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</tr>
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<td>Data &amp; AI</td>
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<td>116</td>
<td>Designated Theme</td>
</tr>
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<td>Environmental Elements</td>
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<td>Agenda Templates (Print &amp; Digital)</td>
</tr>
<tr>
<td>121</td>
<td>PowerPoint Template</td>
</tr>
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<td>122</td>
<td>Lead Capture Form</td>
</tr>
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<td>123</td>
<td>Table Tent Card</td>
</tr>
<tr>
<td>124</td>
<td>Cloud &amp; Infrastructure</td>
</tr>
<tr>
<td>125</td>
<td>Designated Theme</td>
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<td>Environmental Elements</td>
</tr>
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<td>128</td>
<td>Agenda Templates (Print &amp; Digital)</td>
</tr>
<tr>
<td>130</td>
<td>PowerPoint Template</td>
</tr>
<tr>
<td>131</td>
<td>Lead Capture Form</td>
</tr>
<tr>
<td>132</td>
<td>Table Tent Card</td>
</tr>
<tr>
<td>133</td>
<td>Contacts</td>
</tr>
</tbody>
</table>
Objective
& Goals
Objective

The purpose of this document is to provide comprehensive guidance for the use of the Think brand within event experiences globally. The principles outlined in this document are based on the new IBM Design Philosophy, which is the foundation for all the work we do.

Think events are opportunities to present a singular, connected IBM narrative that grounds our vast range of offerings and services. Think is where industry leaders, technology experts, and the world’s most brilliant thinkers converge to address some of today’s biggest challenges across business and culture.

Think Summits are localized event models that elevate the quality of content our company has to offer. It also serves as an opportunity to deliver a fresh and modern IBM experience as proof of our internal transformation.
Innovation stems not from individuals working in isolation, but from an energetic dialogue between diverse disciplines. Inspiration lives at the intersection of humanity and technology, people and products, intelligence and emotion, art and science, design and business.

Think celebrates and elevates this unpredictable intersection, catalyzed through progressive partnership of mankind and machine. Think is not a convention. Think is an ever-evolving, inclusive, accessible, horizontal conversation about human ingenuity, its advocates, and the tools they employ to break paradigms and create new ones.

Think is for the defiant, the curious, the provocative, the uncompromising, the resistant, the persistent. Those who seek progress not for profit or pride, but for the advancement of us all.

Think is for Thinkers.
Brand Elements
IBM Logo Usage

There is only one IBM corporate identity, the IBM 8-bar logo. The IBM 8-bar logo uniquely distinguishes the company from competitors and other companies. The IBM 8-bar logo needs to appear in every event experience at some level.

How to Recognize Positive/Negative Versions
Look at the “M.” The positive version has a sharp point in the middle downstroke. The negative version is blunt. The negative version also uses slightly thicker bars for better reproduction.

The IBM logo should be separated from other elements by a distance approximately equal to its height. This distance, as shown here, should be considered the minimum uninterrupted space surrounding the logo.

Correct Usage and Identification of the Positive/Negative IBM Logos:

Positive image logo, 100% black

Negative image logo, knockout white

Clearspace

Logo Size and Alignment

Headline

In majority of cases Logo size determines the margins of the document
IBM Plex™ is the new typeface for all of IBM. It replaces usage of all previous typefaces (Helvetica Neue, Lubalin, Bodoni, Jenson, and in some web cases, Arial and Georgia).

There are currently 8 weights with italics in both sans serif, mono, condensed and serif versions.
When designing Think communications, utilize the grid systems outlined here. Think communications use 16 columns and 8 rows. The margin will then be specifically determined based on media type and content. IBM layouts generally use 1, 2, 4, 8 or 16 columns.
Layout
IBM Grid Construct
Division by 2

When designing Think communications, utilize the grid systems outlined here. Think communications use 16 columns and 8 rows. The margin will then be specifically determined based on media type and content. IBM layouts generally use 1, 2, 4, 8 or 16 columns.
At right are samples of the underlying grid and how to position elements, such as type and logos.
The tagline can be stacked vertically or on one line. It can be decoupled from the 8-bar, but only approved artwork should be used. Teams should not typeset the tagline themselves.

The Let’s put smart to work brand can be paired with the Think brand elements. Detailed guidance and assets can be found here:

https://ibme3.gpi.com/79ac6707-fcbec-8035-8a47-d0f7524f0bc7
Think Identity

The corporate identity for Think is a custom wordmark typeset in IBM Plex. The following guidelines address the relationship of the Think identity to the IBM master brand. Do not create new or unapproved Lockups with the Think wordmark.
Logotype

This is the logotype for Think, it is the primary identifier of our brand.

When using the logotype, it must appear in the context of the IBM master brand. Specifically, the IBM 8-bar logo should be featured with the Think logotype in any given communication. The only exception is if there is not enough clearspace around the Think logotype — in this instance, the Think logotype may appear on its own.

See following pages for clearspace, sizing, placement and relationship guidance.

When using Think in text or headline copy, use a capital “T” when referring to the subject as a noun. When using “think” as a verb, use standard sentence or lowercase typography. See examples below:

Think as a noun:
Come join us at Think.

Think as a verb:
What makes you think?
The Think vector wordmark is part of IBM’s brand system. The design of the vector wordmark is permanent and does not change from year to year.

We have animated the wordmark in 4 different color configurations. This can be used as a sign-off in video content and marketing communications.

Motion assets can be found here in a variety of file formats and palette designs:

https://ibm.box.com/s/baob8uah77q6gffsflhuxvld6vdv9w
Logotype Lockups

There are three approved Lockups for Think branding. Do not create unapproved Lockups or wordmarks.

Think 2019
This Lockup is reserved for our annual global conference. Do not use Think 2019 unless marketing the worldwide event.

Think Summit
Think Summit Lockups may be used to market regional events within specific cities or geographies. Do not Lockup the city location to the Think wordmark. Locations should be featured in headlines or secondary copy.

Think Leadership
This Lockup is reserved for corporate and executive events. These events were previously known as "Think Forum" and have been aligned with IBM's Chair and CEO as keynote speaker. Do not use Think Leadership without approval from the worldwide corporate events team.

All Think logotypes may use the Think graphic themes on the following pages to brand their event collateral, signage, communications, and staging as outlined.

Logo artwork can be found here:
https://ibm.box.com/s/nw724drh3wervx2903h9b27b4txw6x5b
Clearspace Diagram

The clearspace for our logotype is equal to the height of the letter 't'. Please follow the recommended minimum clearspace to ensure legibility.
Logotypes
Relationships

The Think logotype should be prominently placed when appearing with the IBM 8-bar logo. It should be flush left and appear before the IBM logo.

There are three simple constructs for the logotype relationship:

Horizontal
Vertical
Diagonal

The IBM logo should appear on every piece of official IBM communication. The only exception is if there is not enough clear space around the Think logotype. On printed literature, it generally appears on the front and/or back covers. In video, it generally appears at the end as a final sign-off. In the United States, one appearance of the IBM logo (generally the sign-off) must be accompanied by the ® mark. In other countries, local legal counsel should be consulted for trademark guidance. There is also a copyright statement that should appear in the legal attribution area, which reads:

© International Business Machines 2019
Think 2019
Year Lockup

The logotype for Think can be locked-up with the year of the event in two ways, either vertically or horizontally.

This Lockup is reserved for our annual global conference. Do not use Think 2019 unless marketing the worldwide event.

Logo artwork can be found here: https://ibm.box.com/s/nw724fh3wev4202bb27q4txwdx5b

Horizontal Lockup

A space equal to 4x indicates the closest the IBM logo should appear with the Think logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

Vertical Lockup

A space equal to 4x indicates the closest the IBM logo should appear with the Think logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.
Think event locations should be featured in messaging and headline copy. Do not create Think City logo lockups. City location can be featured prominently in headline messaging, or as a secondary element seen at right. Maintain adequate clearspace between the city location and the Think logotype.
The logotype for Think Summit can be locked-up in two ways, either vertically or horizontally.

Logo artwork can be found here: https://ibm.box.com/s/nw724dhh3wenvx4202obb27bpdtswdx5b

A space equal to 4x indicates the closest the IBM logo should appear with the Think Summit logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

**Horizontal Lockup**

```
think Summit
```

```
IBM
```

**Vertical Lockup**

```
think Summit
```

```
IBM
```
Think Summit event locations should be featured in messaging and headline copy. Do not create Think City logo lockups. City location can be featured prominently in headline messaging, or as a secondary element as shown in the example.

Do not add the year to think Summit. Date, year, and location details should only be used as shown. This includes regional examples, such as ASEAN.

Maintain adequate clearspace between the city location and the Think Summit logotype.
Think Leadership

Logo Lockup

The logotype for Think Leadership can be locked-up in two ways, either vertically or horizontally.

Logo artwork can be found here:
https://ibm.box.com/s/nw724r8h3werx4202obb27tg4txwdx5b
Think Leadership event locations should be featured in messaging and headline copy. Do not create Think City logo lockups. City location can be featured prominently in headline messaging, or as a secondary element seen at right. Maintain adequate clear space between the city location and the Think Leadership logotype.

**Single Location**

A space equal to 3x indicates the closest the event location and date should appear with the Think Leadership logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

thinkLeadership

City Name, Country
XX Month 2019

**Multiple Locations**

A space equal to 3x indicates the closest the event location and date should appear with the Think Leadership logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

thinkLeadership

City Name, Country
XX Month 2019
Do not create unapproved Think lockups or logotypes. Do not distort the wordmark or manipulate its appearance. Maintaining consistency of the Think brand is critical to ensuring a consistent experience across all global events.
Think never stands still. Thinking is a constant evolving process, that continues to shift and adapt to new ideas. Our brand system operates in a similar fashion. The Think wordmark is constant in its underlying design, but can be expressed in an infinite number of styles, means, and methods.

Think brand systems are developed on an annual basis to keep our events fresh and inspiring for attendees. While the brand artwork itself may change from year to year, usage of the assets across communications and event touchpoints should be consistent.

The following pages outline the 2019 brand artwork with specific application across event collateral.
<table>
<thead>
<tr>
<th>Color Palette</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black</strong></td>
<td>0 0 0</td>
<td>0 0 0 100</td>
<td>#000000</td>
<td>Black 6 C</td>
</tr>
<tr>
<td><strong>Gray 80</strong></td>
<td>80 86 91</td>
<td>68 56 51 29</td>
<td>#50565b</td>
<td>Cool Gray 9 C</td>
</tr>
<tr>
<td><strong>Gray 10</strong></td>
<td>13 9 10 0</td>
<td>61 38 32</td>
<td>#f3f3f3</td>
<td>Cool Gray 1 C</td>
</tr>
<tr>
<td><strong>Gray 20</strong></td>
<td>220 220 220</td>
<td>139 139 139</td>
<td>#dcdcdc</td>
<td>Cool Gray 2 C</td>
</tr>
<tr>
<td><strong>Blue 90</strong></td>
<td>243 243 243</td>
<td>3 3 3</td>
<td>#3f3f3f</td>
<td>Reflex Blue C</td>
</tr>
<tr>
<td><strong>Blue 80</strong></td>
<td>248 248 248</td>
<td>3 2 2 0</td>
<td>#f8f8f8</td>
<td>PMS 280 C</td>
</tr>
<tr>
<td><strong>Blue 60</strong></td>
<td>255 255 255</td>
<td>0 0 0 100</td>
<td>#ffffff</td>
<td>White</td>
</tr>
<tr>
<td><strong>Cyan 40</strong></td>
<td>58 176 255</td>
<td>41 41 41</td>
<td>#8acbce</td>
<td>PMS 299 C</td>
</tr>
<tr>
<td><strong>Teal 40</strong></td>
<td>62 18 0 0</td>
<td>0 0 0 255</td>
<td>#0bab6</td>
<td>PMS 3252 C</td>
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<tr>
<td><strong>Purple 60</strong></td>
<td>187 142 255</td>
<td>140 140 140</td>
<td>#6d6d6d</td>
<td>PMS 2665 C</td>
</tr>
<tr>
<td><strong>Purple 40</strong></td>
<td>193 147 255</td>
<td>140 140 140</td>
<td>#6e6e6e</td>
<td>PMS 2645 C</td>
</tr>
<tr>
<td><strong>Magenta 60</strong></td>
<td>209 39 101</td>
<td>167 167 167</td>
<td>#a9a9a9</td>
<td>PMS 214 C</td>
</tr>
<tr>
<td><strong>Red 30</strong></td>
<td>255 164 169</td>
<td>0 0 0 130</td>
<td>#ff9999</td>
<td>PMS 1775 C</td>
</tr>
</tbody>
</table>
Themes 1—7
Think Micro Systems

Each micro system is composed of the following:
(1) top-down view
(1) color palette for still assets
(4) detail visuals
Motion graphics are under development

Still assets are available in 4K resolution.
Motion assets are available in HD and 4K resolution.

Assets can be found here:
https://ibm.box.com/s/x8s9w47tbyb8zx1oyv6n9imqpp6b1
The generation theme is based on the concept of data. This visual system moves between organic particles and structured compositions. This is inspired by the insight and knowledge that can be identified with Watson.

<table>
<thead>
<tr>
<th>Theme</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>PMS</th>
<th>PMS Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue 80 – Primary</td>
<td>94 48 173</td>
<td>100 91 91</td>
<td>0530ad</td>
<td>0530ad</td>
<td>Reflex Blue C</td>
</tr>
<tr>
<td>Black – Accent</td>
<td>0 0 0</td>
<td>0 0 0</td>
<td>0 0 0</td>
<td>0 0 0</td>
<td>0 0 0</td>
</tr>
<tr>
<td>Gray 10 – Accent</td>
<td>187 142 255</td>
<td>34 44 0</td>
<td>0062ff</td>
<td>2132 C</td>
<td>2645 C</td>
</tr>
<tr>
<td>Blue 60 – Accent</td>
<td>0 48 255</td>
<td>80 60 0</td>
<td>0062ff</td>
<td>2132 C</td>
<td>2645 C</td>
</tr>
<tr>
<td>Purple 40 – Accent</td>
<td>187 142 255</td>
<td>34 44 0</td>
<td>2645 C</td>
<td>2645 C</td>
<td>2645 C</td>
</tr>
</tbody>
</table>
Micro Systems
Theme – Generation

Detail visuals may be used to design supporting assets in communications or within the event environment. Use negative space to support messaging and logo placement.
The reflection theme is inspired by the idea of refraction and introspection. Machine learning often requires intense training and repetition to develop strong AI technologies. Seeing and identifying patterns is critical to their success.
Micro Systems
Theme – Reflection

Detail visuals may be used to design supporting assets in communications or within the event environment. Use negative space to support messaging and logo placement.
This Think theme is inspired by the concept of an aurora. Auroras are driven by earth’s electromagnetic field—creating light and color across an invisible force of energy. This protective shield is emblematic of cybersecurity, bringing illumination and insight where needed.
Micro Systems
Theme – Protection

Detail visuals may be used to design supporting assets in communications or within the event environment. Use negative space to support messaging and logo placement.
Many IBM solutions are composed of a unique set of offerings. Our clients need custom IT architecture that is best suited for their needs. The construction theme is inspired by the assembly of components to create a greater whole.
Micro Systems
Theme – Construction

Detail visuals may be used to design supporting assets in communications or within the event environment. Use negative space to support messaging and logo placement.
Think brings together a broad range of customers, clients, partners, and IBMers. Each of these groups embodies a range of disciplines and professions. This community of thinkers drives our business. This theme is based on the notion of community, celebrating our diversity and partnership.
Micro Systems
Theme – Community

Detail visuals may be used to design supporting assets in communications or within the event environment. Use negative space to support messaging and logo placement.
The business landscape is continuously shifting and evolving. We are in a transition between two technology eras. This brand theme is inspired by evolving weather systems that force transformative outcomes.
Micro Systems
Theme – Transition

Detail visuals may be used to design supporting assets in communications or within the event environment. Use negative space to support messaging and logo placement.
Micro Systems
Theme – Adaptation

Our IT solutions must be adaptive to meet the needs of a dynamic business landscape. This theme is inspired by the concept of adaptive architecture. The design system is in constant motion, driven by shifting underlying elements.
Micro Systems
Theme – Adaptation

Detail visuals may be used to design supporting assets in communications or within the event environment. Use negative space to support messaging and logo placement.
Since 2019 will be our second Think event, it is acceptable to use select photography from prior events when necessary. Images should focus on relevant attendee experiences at Think, including:

- Marketing, Brand Gallery, and Think Campus Entrances
- Keynote and guest speakers
- Networking

Regions may also use event photography from their 2018 Think Summit event to promote their 2019 event.

When selecting images, avoid photos that showcase previous event branding such as Interconnect or Amplify, as this may confuse viewers.

Avoid using too much event photography and illustrated Think assets together to simplify communications.
Since 2019 will be our second Think event, it is acceptable to use select photography from prior events when necessary. Images should focus on relevant attendee experiences at Think, including:

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When selecting images, avoid photos that showcase previous event branding such as Interconnect or Amplify, as this may confuse viewers.

Avoid using too much event photography and illustrated Think assets together to simplify communications.
We are excited to invite you to Think 2019 this February 12–15 in San Francisco. This year we will showcase our latest innovations for Watson Marketing, Watson Commerce and Watson Supply Chain.

Amplify 2017 is for forward-thinking professionals who want to enhance their expertise and be at the forefront of what’s next — now.

Cognitive and cloud are not separate phenomena. They are two sides of the same coin. — Ginni Rometty, Chairman, President & CEO, IBM

IBM Think Guidelines
Branded Merchandise
Samples
Think Summit events are where you’ll find thinkers who are focused on making the world of business work smarter. Where the journey to cloud and AI delivered on a modern infrastructure take center stage. Where you can find the expertise to modernize and secure your enterprise.

**Objectives**
- Focus on driving >50% NEW responders
- Transform use of event experiences to build relevance & advocacy for IBM
- Prioritize IBM cross-business agenda that delivers a clear, differentiated message
- Build cognitive capability into experiences that demonstrates hands-on innovations now or in the near future
- Shift non-performing event spend to new activations
- Integrate events fully into campaign planning process: focus on accountability via new attribution metrics and integrated measurements

For further guidance on event strategy, messaging and seller enablement, visit the [Think Summit Resource Center](#) on W3.
The key to a successful Think Summit starts with understanding your audience. And any well-defined audience starts with a buyers persona.

A deep understanding of your audience helps identify:
- Content that will keep them engaged
- Experiential elements that address the audience’s learning styles and value drivers
- Stories that spark curiosity and evoke an emotional response.

When planning your Think Summit event, consider these audiences to understand your attendee’s mindset, motivation and behavior.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Values</th>
<th>Behaviors</th>
<th>Triggers</th>
<th>Expand</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CIO</strong></td>
<td>The right technologies are in place and working correctly</td>
<td>— Networks</td>
<td>— Exclusive knowledge</td>
<td>— 1:1 engagements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Thinks big picture</td>
<td>— High-touch opportunities</td>
<td>— Presentations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Leadership</td>
<td></td>
<td>— Peer references</td>
</tr>
<tr>
<td><strong>VP Business Operations</strong></td>
<td>The ability to architect technology infrastructure for his growing</td>
<td>— Problem-solver</td>
<td>— Value TL &amp; Analyst materials/access</td>
<td>— Leadership training</td>
</tr>
<tr>
<td></td>
<td>organization</td>
<td>— Practitioner</td>
<td>— Innovative, proven examples</td>
<td>— Workshops</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Time crunched</td>
<td></td>
<td>— Peer connections</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Resourceful</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Competitive</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Consistent</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Marketing Director</strong></td>
<td>Connecting to new prospects on their buying journey</td>
<td>— Self-learner</td>
<td>— Product trials and demos</td>
<td>— SMEs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Doers and builders</td>
<td></td>
<td>— Success stories</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Competitive</td>
<td></td>
<td>— Networking</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>— Learning Opportunities</td>
</tr>
<tr>
<td><strong>Developer / IT Manager</strong></td>
<td>Learning skills that allow for faster, more efficient solutions</td>
<td>— Peer interaction highly</td>
<td>— Social media ROI / Assessment tools</td>
<td>— Certifications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>valued</td>
<td>— Aspirational to CXO profiles</td>
<td>— Community</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>— Hands-on Experiences</td>
</tr>
</tbody>
</table>
Taglines should be featured in messaging and headline copy for pre-event communications and event calls-to-action.

- Taglines should not compete with or be locked up with the Summit logotype.
- Always maintain adequate clearspace between the Think Summit logotype and the tagline.

The taglines included below have been approved for use in the following manner:

- **Broader taglines for Summits that feature multiple campuses**
  - An IBM Watson and Cloud Platform Event Technologies to Solve the World’s Biggest Problems
  - Innovation that Brings Vision to Life

- **Experiential taglines for all events**
  - Make the World a Better Place to Work
  - Be Creative in the Cloud
  - Come Together to Think
  - Reinvent Your Industry, Your Business, Yourself

<table>
<thead>
<tr>
<th>Single Location</th>
<th>Multiple Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>think Summit</strong></td>
<td></td>
</tr>
<tr>
<td>Tagline Here</td>
<td></td>
</tr>
<tr>
<td>City Name, Country</td>
<td>XX Month 2019</td>
</tr>
</tbody>
</table>

A space equal to 3x indicates the closest the tagline, event location and date should appear with the Think Summit logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.
When planning your event, teams are encouraged to embrace the unique characteristics of the venue, and/or include sculptural and other dynamic elements, as appropriate, to create “signature moments” throughout the experience.
Event Elements
& Applications
The Think Summit event assets are divided into four categories: Communications, Wayfinding & Signage, Registration/Welcome and General Session/Staging. There are specific themes assigned to each of the categories. The following pages illustrate proper usage and the available assets for each.

Topic areas/zones can be delineated by using the appropriate themes for Security, Data & AI and Cloud & Infrastructure.

Communications
Any of the seven themes can be used for all drive-to communications.

Wayfinding & Signage
Use the Generation theme for all wayfinding and signage assets.

Registration/Welcome
Use the Construction theme for all registration and welcome assets.

General Session/Staging
Select the theme that most closely represents your content: Security, Data & AI or Cloud & Infrastructure.
Communications

Please use the following creative assets for all pre-event communications to promote your Think Summit events with event dates executing after the global Think 2019 event on February 12, 2019. This includes drive-to communications in market before the February 12 date.

Any of the seven themes can be used for communications. Teams are encouraged to use a variety of themes to promote their events.
Use the following grid constructs to create email banners.

All copy needs to be approved by the worldwide team. See contact information at the end of this document.

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Location</th>
<th>think Summit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh</td>
<td>600x200 (header)</td>
<td>16px</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16px</td>
</tr>
<tr>
<td>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh</td>
<td>600x125 (snippet)</td>
<td>16px</td>
</tr>
</tbody>
</table>
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Register Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nibh.

Register Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Register Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Register Now
Email Template

Use the following grid constructs to create email assets.

All copy needs to be approved by the worldwide team. See contact information at the end of this document.

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Colleen Bisconti
Vice President
IBM Global Conferences & Events

Register Now and Save

For event updates, visit: ibm.com/think
Follow us: @ibmlive, Facebook, YouTube, and LinkedIn

600x1000 (variable height)
Communications assets can be found here: https://ibm3.gpi.com/c/33a668c5-5fff-b33a-56e0-fc161ae08be

For event updates, visit: ibm.com/think
Follow us: @ibmlive, Facebook, YouTube, and LinkedIn

Colleen Bisconti
Vice President
IBM Global Conferences & Events

Lorem ipsum dolor sit amet?

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat?

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

nibh euismod tincidunt.

Register Now and Save

For event updates, visit: ibm.com/think
Follow us: @ibmlive, Facebook, YouTube, and LinkedIn

Colleen Bisconti
Vice President
IBM Global Conferences & Events

Lorem ipsum dolor sit amet?

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat?

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet.

nibh euismod tincidunt.

Register Now and Save

For event updates, visit: ibm.com/think
Follow us: @ibmlive, Facebook, YouTube, and LinkedIn

600x1000 (graphic – variable height)
Use the following grid constructs to create digital banners.

- **think Summit**
  - 800x100
  - Register Now
  - 16px

- **think Summit**
  - 300x300
  - Register Now
  - 16px

- **think Summit**
  - 200x500
  - Register Now
  - 16px
Communications assets can be found here:
https://ibme3.gpi.com/c/33a668c5-5fff-b33a-56e0-fc161ae08be
Blog Banners
Sample – Picture

Communications assets can be found here:
https://ibm3.gpi.com/c/33a668c5-5fff-b33a-56e0-fc161ae08be
Use the following grid constructs to create digital banners.
Communications assets can be found here:
https://ibme3.gpi.com/c/33a668c5-5fff-b33a-56e0-fc161ae08be
Communications assets can be found here:
https://ibme3.gpi.com/c/33a668c5-5fff-b33a-56a0-fc161ae0b8eb
Use the following grid constructs to create digital banners.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

Communications assets can be found here: https://ibme3.gpj.com/c/33a668c5-5fff-b33a-56e0-fc161a9e08be

Paid Display Banners
Sample – Graphic

https://ibme3.gpj.com/c/33a668c5-5fff-b33a-56e0-fc161a9e08be
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.
Social Media

Template

Use the following grid constructs to create social media assets.

1200x630

40px

1200x360 (GIF/video – IBM logo can fade in)

40px
Social Media

Sample

Communications assets can be found here:
https://ibme3.gpi.com/c/33a68c5-9ff-b33a-56e0-fc161ac08be

1200x630

1200x630

1200x630 (GIF/video – IBM logo can fade in)

1200x630
Social Media

Template

Use the following grid constructs to create social media assets.

"Quote copy to go here, left justified, always hang the punctuation, 50pt/60pt."

First and Last Name
Job Title, 30pt/38pt

Event Date
Location

Copy to go here, left justified, one to six lines of text, 50pt/60pt
Social Media

Communications assets can be found here:
https://ibme3.gpi.com/c/33a668c5-5fff-b33a-56e0-fc161ae08be

think Summit

Copy to go here left justified, one to six lines of text. 50pt/60pt

“Quote copy to go here, left justified, always hang the punctuation, 50pt/60pt.”

First and Last Name
Job Title, 30pt/38pt

think Summit

Copy to go here left justified, one to six lines of text. 50pt/60pt
Use the following grid constructs to create social media assets.

Copy to go here left justified, one to six lines of text. 50pt/60pt

Sub-copy to go here 30pt/38pt

Icon
Social Media

Sample Communications assets can be found here:
https://ibm3.gpi.com/c/33a6b9c5-5fff-b33a-56e0-fc161acc08be

“Quote copy to go here, left justified, always hang the punctuation, 50pt/60pt.”
First and Last Name
Job Title, 30pt/38pt

think
Summit

Copy to go here left justified, one to six lines of text. 50pt/60pt

think
Summit

Sub-copy to go here
30pt/38pt
Section A: Introduction the event. Use of the Avatar

Registration Call out

Section B: Announcing speakers and highlighting main keynotes sessions

Section C: Announcing Think sessions and the event’s featured experiences

Section D: Learn more about the curriculum of each event vertical

Register Permanent position on all pages
Join us at InterConnect 2017 to realize all the freedom that cloud offers line of business and plant and facilities management professionals. Discover how to deliver innovative digital operations by leveraging IoT data in business processes. Understand your individual cloud journey, control your environment with technology that works for you, and solve your hardest business challenges.

Cognitive and cloud are not separate phenomena. They are two sides of the same coin. “

Ginni Rometty
Chairman, President & CEO
IBM

Explore the InterConnect curriculum.

IBM InterConnect 2017, March 19–23 at Las Vegas.

Find the content and sessions that are most valuable to you with the InterConnect Session Preview Tool. View sessions by topic, role or industry to discover how you can customize your conference experience. New sessions are added daily so be sure to check back often!

Prashant Bhuyan
Alpha Modus

Technology like Watson are extending our intelligence and unleashing our creativity.”

“

ibm.com/interconnect | #ibminterconnect | View this email in your browser

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Save $300 when you register by January 6, 2018.

Register today

Grammy award-winning music producer Alex Da Kid paired up with Watson to see if they could create a song together.

View the featured speaker at IBM InterConnect 2017.

WelcomeBot
Architecture

Text link

February 12–15
San Francisco

The Early Bird discount ends January 6. Reach out to your clients today.
We are excited to invite you to Think 2018 this March 19-22 in Las Vegas. This year we will showcase our latest innovations for Watson Marketing, Watson Commerce and Watson Supply Chain.

Think 2018 is for forward-thinking professionals who want to enhance their expertise and be at the forefront of what's next – now.

Cognitive and cloud are not separate phenomena. They are two sides of the same coin. ”

Ginni Rometty
Chairman, President & CEO
IBM
Signage & Wayfinding

Quickscreens
Easel Signs
Various Signage
All creative assets for signage & wayfinding have been aligned with the Generation theme.

The Generation theme is based on the concept of data. This visual system moves between organic particles and structured compositions. This is inspired by the insight and knowledge that can be identified with Watson.

This is the only theme that should be used for signage & wayfinding assets.
Signage & Wayfinding

Quickscreens

We’ve created a spectrum of signage that goes from minimal use of Think artworks to using them as signature hero moments throughout the event.

From left to right, signage can go from color and type only to Think artwork only.
Easel Signs

- Welcome
- Registration
Various Signage

We have assigned a single theme for all signage and wayfinding to create consistency for the visitor.

Based on the size, amount of text, and location of the signage, the theme can be deployed in a variety of ways. For example, assets may be cropped in tight details to create textural backgrounds.

Illustrative assets should be removed for signs that have complex information.
<table>
<thead>
<tr>
<th>Registration Small</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Large</td>
</tr>
<tr>
<td>Name Badge</td>
</tr>
<tr>
<td>Entrance Banner</td>
</tr>
<tr>
<td>Banner (Vertical &amp; Horizontal)</td>
</tr>
<tr>
<td>Event Folder</td>
</tr>
<tr>
<td>Digital Device Cover</td>
</tr>
</tbody>
</table>
All creative assets for Registration have been aligned with the Construction theme.

Many IBM solutions are composed of a unique set of offerings. Our clients need custom IT architecture that is best suited for their needs. The construction theme is inspired by the assembly of components to create a greater whole.

This is the only theme that should be used for registration/welcome assets.

Blue 60 – Primary
RGB 0 98 255
CMYK 80 60 0 0
HEX #0062ff

White – Primary
RGB 255 255 255
CMYK 0 0 0 0
HEX #ffffff

Gray 20 – Accent
RGB 220 220 220
CMYK 13 9 10 0
HEX #dcdcdc

Black – Accent
RGB 0 0 0
CMYK 0 0 0 100
HEX #000000

PMS Cool Gray 2 C

PMS Black 6 C
Event Folder

Creative Assets — Registration

think Summit

Date
Location

fold

fold

fold

fold

4"
Digital Device Cover
General Session/Staging
Themes

Creative assets for General Session & Staging can be found in three different themes.

Select the theme that is most relevant and representative of your event’s content focus:

**Security & Resiliency**
Protection Theme

**Data & AI**
Generation

**Cloud & Infrastructure**
Adaptation

These are the only themes that should be used for general session/staging assets.
General Session/Staging
Small Stage Set

This is one of three options available for a Small Stage Set. The same asset types can be found using two other themes.
General Session/Staging
Medium Stage Set

This is one of three options available for a Medium Stage Set. The same asset types can be found using two other themes.
General Session/Staging
Large Stage Set

This is one of three options available for a Large Stage Set. The same asset types can be found using two other themes.
Security & Resiliency

Designated Theme
Environmental Elements
Agenda Templates (Print & Digital)
PowerPoint Template
Lead Capture Form
Table Tent Card
This Think theme is inspired by the concept of an aurora. Auroras are driven by earth’s electromagnetic field—creating light and color across an invisible force of energy. This protective shield is emblematic of cybersecurity, bringing illumination and insight where needed.
Micro Systems
Theme – Protection/Aurora
Security & Resiliency Campus

A dynamic and evolving system of color and soft, fluid texture, which envelops systems in a protective shield.

Behavior  Fluid, Smooth
Look     Red-Purple, Iridescent Glass
Feel    Radiating Energy

Color Palette

Blue 90
Primary
Gray 20
Primary
Blue 60
Accent
Purple 60
Accent
Magenta 60
Accent

Materials

Glass/Plexi
Primary
Metal
Primary
Wood
Primary

Furniture

Primary
Accent

Approach

Aurora
Brand Development
Illumination
Inspiration
Light Accent
Inspiration
Environmental Elements

One single theme has been designated to represent each Think Topic.

Use the following environmental assets for your Campus/Topic area that is focused on Security & Resiliency:

Banner
Demos
Quickscreen
Easel
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Name/Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:00 – 00:30am</td>
<td>Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus hendrerit.</td>
<td>Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra, phasellus hendrerit.</td>
</tr>
<tr>
<td>Time</td>
<td>Session Name/Speaker</td>
<td>Session Description</td>
</tr>
<tr>
<td>----------</td>
<td>----------------------</td>
<td>--------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>00:00 – 00:30am</td>
<td>Lorem ipsum dolor</td>
<td>Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus hendrerit.</td>
</tr>
<tr>
<td>00:00 – 00:30am</td>
<td>Lorem ipsum dolor</td>
<td>Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, in. Sed pretium, ligula sollicitudin laoreet viverra.</td>
</tr>
<tr>
<td>00:00 – 00:30am</td>
<td>Lorem ipsum dolor</td>
<td>Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, in. Sed pretium, ligula sollicitudin laoreet viverra.</td>
</tr>
<tr>
<td>00:00 – 00:30am</td>
<td>Lorem ipsum dolor</td>
<td>Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, in. Sed pretium, ligula sollicitudin laoreet viverra.</td>
</tr>
<tr>
<td>00:00 – 00:30am</td>
<td>Lorem ipsum dolor</td>
<td>Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, in. Sed pretium, ligula sollicitudin laoreet viverra.</td>
</tr>
<tr>
<td>00:00 – 00:30am</td>
<td>Lorem ipsum dolor</td>
<td>Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, in. Sed pretium, ligula sollicitudin laoreet viverra.</td>
</tr>
</tbody>
</table>
Lead Capture Form

Thank you for attending Think Summit!
Please take the time to complete this form:

Name:

Title:

Company:

Address:

Phone:

Email:

Important privacy information: Thank you for completing this form. This may be used by IBM or selected organizations to provide you with information about other offerings, and may be shared on our own distributed networks.

Email: Stay informed about IBM products and services and other topics. If you want to receive information by email, please let us know by checking the box below.

[ ] Yes, please have IBM or an affiliate send me email.

Other communications: (IBM, an affiliate, or selected organizations) may keep you informed about IBM-related products, services and other topics through ways other than email, for example, by telephone or postal mail. If you do not want us to use the information you provide here to keep you informed through other ways, please indicate in the box below.

[ ] Yes.

[ ] No.

5. Would you like to meet with an IBM representative?

[ ] This month

[ ] Next month

[ ] September/October 2018

[ ] Later, please specify...

Submit form.

Date

Location

1. Do you receive data, at any percentage, at your production workload?

[ ] Yes

[ ] No

2. What percentage (%) of your production workload is sensitive to security?

[ ] Less than 20%

[ ] Less than 50%

[ ] Greater than 50%

[ ] Greater than 75%

3. What workload area are you interested in?

[ ] Server

[ ] Desktop

[ ] Analytics

[ ] Storage

[ ] Cloud Test/Dev

4. What would you like to meet with an IBM representative in?

[ ] Go to market

[ ] Product

[ ] Services

[ ] Technical

[ ] Cloud/DevOps

6. Do you receive data, at any percentage, at your production workload?

[ ] Yes

[ ] No

7. What percentage (%) of your production workload is sensitive to security?

[ ] Less than 20%

[ ] Less than 50%

[ ] Greater than 50%

[ ] Greater than 75%

8. What workload area are you interested in?

[ ] Server

[ ] Desktop

[ ] Analytics

[ ] Storage

[ ] Cloud Test/Dev

9. Would you like to meet with an IBM representative?

[ ] This month

[ ] Next month

[ ] September/October 2018

[ ] Later, please specify...
Creative Assets — Campus/Topic Area
Theme – Protection/Aurora
Security & Resiliency Campus

Table Tent Card
The generation theme is based on the concept of data. This visual system moves between organic particles and structured compositions. This is inspired by the insight and knowledge that can be identified with Watson.
From a chaotic explosion of unstructured data to ordered and insightful discoveries, through intelligent pattern recognition and analysis.

**Behavior** Chaos to Order

**Look** Organic, Particles

**Feel** Discovery

### Color Palette

- **Blue 80** Primary
- **Black** Accent
- **Gray 10** Accent
- **Blue 60** Accent
- **Purple 40** Accent

### Materials

- Glass/Plastic Primary
- Concrete/Wood Accent
- Glass/Wood Accent
- Acrylic/Wood Accent

### Furniture

- **Primary**
  - [Image of furniture]
- **Accent**
  - [Image of furniture]
Environmental Elements

One single theme has been designated to represent each Think Topic.

Use the following environmental assets for your Campus/Topic area that is focused on Data & AI:

- Banner
- Demo
- Quickscreen
- Easel
- Back Wall
Digital Agenda Templates

Creative Assets — Campus/Topic Area
Theme – Generation
Data & AI Campus

think Summit
Agenda

Time | Session Name/Speaker | Session Description | Location
--- | --- | --- | ---
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think Summit
Agenda

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## Agenda

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**Lead Capture Form**

**Date**

**Location**

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1. Do you still use dies, ut vina, poema t a reddit, s criv at e v elim, chartis pretium quo tus?
- Yes
- No

2. Do you still use dies, ut vina, poema t a reddit, s criv at e v elim, chartis pretium quo tus?
- Yes
- No

3. What percentage (%) of your production workload si meliora dies hartis preti?
- None
- Less than 20%
- Less than 50%
- 50–75%
- Greater than 75%

4. What workload area are you still using?
- Server
- Desktop
- Analytics
- Storage
- Cloud Test/Dev

5. Would you like to meet with an IBM representative si meliora dies?
- This month
- Next month
- September/October 2018
- Later, please specify

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**Creative Assets — Campus/Topic Area**

**Theme — Generation**

**Data & AI Campus**

---

Thank you for attending **thinkSummit**

Please take the time to complete this form.
Creative Assets — Campus/Topic Area
Theme – Generation
Data & AI Campus

Table Tent Card
Micro Systems
Theme – Adaptation
Cloud & Infrastructure Campus

Our IT solutions must be adaptive to meet the needs of a dynamic business landscape. This theme is inspired by the concept of adaptive architecture. The design system is in constant motion, driven by shifting underlying elements.
Micro Systems
Theme – Adaptation
Cloud & Infrastructure Campus

Continuously evolving large scale cloud architectures, smart and seamless scaling.

Behavior  Adaptable, Flexible
Look       Diffuse, Translucent
Feel       Light, Dynamic Composition

Color Palette

Blue 60  Primary
White Accent
Gray 80 Accent
Gray 20 Accent
Teal 30 Accent

Materials

Glass/Plexi  Primary
Fabric/Mesh  Primary
Black Wood Accent
Metal Accent

Furniture

Primary
Accent

Approach

Dimension
High Gloss
Domain
Transparency
Text
Environmental Elements

One single theme has been designated to represent each Think Topic.

Use the following environmental assets for your Campus/Topic area that is focused on Cloud & Infrastructure:

- Banner
- Demo
- Quickscreen
- Easel
- Back Wall
### Agenda

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### Digital Agenda Templates

IBM Think Summit
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Master presentation
Cover Template 1
—
First Lastname
Job Title
Lead Capture Form

Thank you for attending Think Summit!
Please take the time to complete this form:

1. Do you simulate dies, ut vina, poetam a reddid, scirum elim, chartis pretium quo tus?
   - Yes
   - No

2. Is your server infrastructure simelior dies?
   - Yes
   - No

3. What percentage (%) of your production workload simeliora dies hartri preti?
   - None
   - Less than 20%
   - Less than 50%
   - 50–75%
   - Greater than 75%

4. What workload area are you simeloir dies chartis pretium quotus?
   - Server
   - Desktop
   - Analytics
   - Storage
   - Cloud Test/Dev

5. Would you like to meet with an IBM representative simeliora dies?
   - This month
   - Next month
   - September/October 2018
   - Later, please specify

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Table Tent Card
These designs are pre-approved. If you have any questions that are not addressed in this document, please reach out to the following people:

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<tr>
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<td>Svenja Kiefer</td>
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