Welcome to the IBM Garage brand style guide.

This guide is an essential tool for anyone responsible for working with the IBM Garage brand. It sets the expectations for the experiences and relationships we seek to create, and provides guidance on how IBM Garage should be presented to the world at large.

This style guide will be updated as the brand continues to evolve—always make sure you are using the latest version.
With the IBM Garage, clients and IBMers work side-by-side to create first-of-a-kind strategies and solutions, experiment with big ideas, and build new enterprise-grade solutions with modern and emerging technologies for immediate market impact. IBM Garage drives business and technology transformation at the speed of a startup and at the scale of an enterprise.
Co-Creativity

— The regional specificity of AirBnB meets the curation of Spotify meets the scale of IKEA.

— Rich, dynamic, yet simple.

— Partnership brand giving equal weight to IBM and clients.

— System as flexible and responsive as IBM Garage’s approach to problem-solving.
The following pages show a range of executions using the new IBM Garage visual expression. These examples are for illustrative purposes, they are not final executions.
Agile

Disruptive

Collaborative
Start-up speed, enterprise scale

Network

Discover, learn, envision, culture, manage, build, run

Co-Creation
The following pages illustrate the key identity elements that are essential to the IBM Garage visual system.
This is the logotype for IBM Garage, 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 IBM Garage logotype in any given communication. The only exception is if there is not enough clear space around the IBM Garage logotype. In this instance, the IBM Garage logotype may appear on its own.

Ideograms should never be locked up with the IBM Garage location.

Logotype assets are available for download here: XXX
**Scaffolding**

The scaffolding serves as the core foundation of our identity. This system is the underlying support that empowers IBM Garage and its collaborators to build, scale, and innovate upon.

The base horizontal and vertical lines of the scaffolding are rooted in the IBM 8-bar, while the margins are derived from 1/32 of the page width.

In use, lines are removed from the scaffolding to create unique layouts that serve both as an underlying grid and key signifier of the IBM Garage identity.

<table>
<thead>
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<th>x=1/32nd Page Width</th>
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These are various examples of the base scaffolding that are included in the Toolkit. The base scaffolding should be only used as a foundation to create a custom grid by removing lines for the desired composition.
Scaffolding

These are various templates of the scaffolding in which lines were removed to create a composition. These and additional templates are included in the Toolkit.

16x9

7x10

Square

Letter, Landscape

18x24

Extreme Vertical (Pole Banner)

2:1

Extreme Horizontal (Facebook Leader)

2x3
When typesetting within the scaffolding, the scale of type should determine the placement along the ruled lines. Using the size of the margin of the scaffolding (X), it’s recommended that type should align to either ½X or flush to the scaffolding. The wordmark and 8-bar logo should adhere to the same parameters.
The visibility of the scaffolding should play an important role. The line weight may be adjusted to enhance or soften the impact of the scaffolding. A recommended starting point is to increase the point size a half-point for every ten inches (of width) of real estate, beginning with .5pt for a document that is up to 10” in width and increasing by a point as the page width increases. In all instances of digital use the line weight should remain 1px.

For example, if a piece of print collateral is 24x36”, the recommended line weight would be 1.5pt.
The opposite sketches exhibit the scaffolding in layout with both type and image.
<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>PMS</th>
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</thead>
<tbody>
<tr>
<td>Cyan 80</td>
<td>0 61 115</td>
<td>100 83 29 14</td>
<td>0031d73</td>
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<tr>
<td>Blue 80</td>
<td>5 48 173</td>
<td>100 91 9 1</td>
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<tr>
<td>Teal 80</td>
<td>0 69 72</td>
<td>92 54 59 43</td>
<td>004548</td>
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<tr>
<td>Green 80</td>
<td>5 71 25</td>
<td>86 43 100 50</td>
<td>054719</td>
</tr>
<tr>
<td>Cyan 60</td>
<td>0 114 195</td>
<td>86 52 0 0</td>
<td>0072c3</td>
</tr>
<tr>
<td>Blue 60</td>
<td>0 98 255</td>
<td>86 60 0 0</td>
<td>0072c3</td>
</tr>
<tr>
<td>Teal 60</td>
<td>0 125 121</td>
<td>87 32 53 10</td>
<td>0072c3</td>
</tr>
<tr>
<td>Green 60</td>
<td>25 128 56</td>
<td>86 25 100 12</td>
<td>0072c3</td>
</tr>
<tr>
<td>Cyan 20</td>
<td>179 238 255</td>
<td>26 0 0 0</td>
<td>0072c3</td>
</tr>
<tr>
<td>Blue 20</td>
<td>291 222 255</td>
<td>18 7 0 0</td>
<td>0072c3</td>
</tr>
<tr>
<td>Teal 20</td>
<td>146 238 238</td>
<td>27 0 5 0</td>
<td>0072c3</td>
</tr>
<tr>
<td>Green 20</td>
<td>157 238 178</td>
<td>27 0 33 0</td>
<td>0072c3</td>
</tr>
<tr>
<td>Black</td>
<td>0 0 0</td>
<td>60 40 40 100</td>
<td>000000</td>
</tr>
<tr>
<td>Gray 20</td>
<td>220 220 220</td>
<td>13 9 10 0</td>
<td>000000</td>
</tr>
<tr>
<td>White</td>
<td>255 255 255</td>
<td>ffffff</td>
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</tbody>
</table>
The primary palette should always be used in pairs of Background and Foreground when the Background is an entire field of color behind any messaging or imagery and the Foreground is the scaffolding. Typography should match the Foreground or, alternatively, be White or Black for higher contrast.

Only the pairs specified here and on the following page are allowed in IBM Garage identity system.
Pairings of White and Black can be used for instances of higher contrast.
The opposite sketches show how color can be utilized within our communications.
IBM Plex™ Sans Bold is the primary typeface for IBM Garage, in both body and headers. Regular is used where needed, but is reserved mostly for tertiary copy, and at small scale.

**Typography**

**Primary & Secondary Typefaces**

<table>
<thead>
<tr>
<th>Primary Typeface (Expressive)</th>
<th>Secondary Typeface (Productive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Plex Bold</td>
<td>IBM Plex Regular</td>
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<tr>
<td>London</td>
<td>London</td>
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<td>San Francisco</td>
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<td>1234567890</td>
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</tbody>
</table>

Use a maximum of three type sizes per layout. When using IBM Plex Sans, adhere to the IBM Design Language site for point size and leading guidelines.
The opposite sketches show how typography can play a role within our communications.
A master IBM library of Garage Ideograms has been developed for various applications: websites, presentations, infographics and other communications. The creation and addition of ideogram artwork will be an on-going process. After approval, artwork will be added to our library, making it available to download.
City Pictograms
Architecture

Shown here are examples of IBM Garage city ideograms with their underlying grid. This ideogram set will be further developed by the IBM Brand Design and Experience team.
City Ideograms

Architecture

Range of ideograms, all based off a master grid. Some cities will have multiple options available. Choose the option that works best for the application.

As more ideograms are created, they will be added to the IBM Design Language website.
City Pictograms
Example usage

The opposite sketches show how ideography can play a role within our communications, from a small to larger scale, and in conjunction with our underlying grid template.
Photography (and videography) play a critical role in any modern brand system. Our imagery should have a purpose, point-of-view and be as proprietary as any other element of our expression.
We Are Garage

Our photographic point of view for IBM Garage embodies Duo by two different, but complimentary photographic styles—a bridge between editorial precision and authentic reportage:

1—People (Studio)
2—Places (Location)

The following pages illustrate what we mean...
We’re introducing portraiture to bring more humanity and individuality within the system—capturing consumers, developers, professionals or end-users. We have chosen to capture these photos in a studio setting to democratize selections and to produce a larger library of images for others to use. The images are honest and sincere, intentionally shot slightly below eye-level in order to celebrate and champion the subject. We also shoot these images on our specified Garage color palette. We only use lighter scale of grays for backgrounds when documenting (please refer to our color page for specific PMS color).

Recommended Photographers:

Ryan Garber
www.garberco.com
Along with our studio portraits, it is important we also capture the real moments from within and around our Garage communities worldwide. Our subjects need to be original—not models or talent. Imagery must capture a cross-section of humanity, equally dispersed between male and female and be globally diverse. Similar to our portraiture we need to capture authenticity and humanity.

Collectiveness is a key differentiator for IBM Garage so it’s important that we also capture groups working together. This may be achieved through actual group shots, but also through sequences of individuals.

**Compositions**
Close up, at work, solving, presenting, thinking, doing, big-picture. The goal is to capture the spectrum of the people behind the stories.

**Tone**
Authentic, everyday, optimistic, and honest.

**Style**
Bright, depth of field, warm

**Recommended Photographers:**
Ryan Garber
www.garberco.com
The scaffolding is an integral part of the IBM Garage brand system. To ensure efficiency, scaffolding templates have been made for standard media sizes. A base grid and three alternate grid compositions, ranging from intricate to minimal have been included in the Toolkit.

The following pages illustrate examples of the templates and how they can be used to create compositions.
Social cards can use ideograms, photography, or language. Choose a template that is appropriate for your messaging or create your own.
The following examples illustrate how the scaffolding is used in layout. Scaffolding templates have been made at a variety of standard sizes with 3 templates each. All templates are included in the Toolkit.
These are various examples of how the scaffolding is used in layout. These scaffolding templates are included in the Toolkit.
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Scaffolding
Templates

Give,
Take

Your ideas plus IBM’s proven design thinking process and expertise equal great solutions on a global scale.

IBM Garage

Extreme Horizontal (Facebook Leader)

Extreme Vertical (Pole Banner)
IBM Garage
Speed of a startup at the scale of an enterprise

Examples of the new IBM presentation style are shown here.

Presentation assets are available for download here: XXX
Physical Execution

The scaffolding can act as a physical extension of the IBM Garage identity through branded merchandise as well as environmental design.
Example of wallpaper with the scaffolding artwork.
Examples of wallpaper patterns that utilize the IBM Garage ideograms.
Examples of both found and branded merchandise that exemplify the IBM Garage identity.
Examples of both found and branded merchandise that exemplify the IBM Garage identity.
Examples of both found and branded merchandise that exemplify the IBM Garage identity.
Concept sketches for the implementation of scaffolding into an environment.
Concept sketches for the implementation of scaffolding into an environment.
Concept sketches for the implementation of scaffolding into an environment.
Concept sketches for the implementation of scaffolding into an environment.
Environmental Design
Examples

Notional examples showcasing the implementation of scaffolding into an environment.
Notional examples showcasing the implementation of scaffolding into an environment.