

# IBM Logo and Brand Guidelines for Third Parties

These guidelines demonstrate how to properly use IBM's trademarks, including logos, to accurately communicate IBM's role and contribution to any marketing collaboration between IBM and another company or organization. We require that you comply with these guidelines when you're authorized to use any IBM trademark.

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## Appropriate trademark usage

Third-party use of any IBM trademark requires that the business relationship with IBM is clearly indicated by the trademark's placement, prominence and explanatory text. IBM's business collaborations and contributions can include a wide range of activities, such as event participation, presentations, proposals, direct marketing, and print-based and web-based collateral.

IBM trademarks include the IBM 8-bar logo, IBM emblems and marks, and other designs owned by IBM, as well as many IBM offering names. IBM reserves all rights of ownership of its trademarks and invests in developing and protecting them.

Find a list of [IBM trademarks here](#).

## Trademark license agreement

Other than fair use, to use any IBM trademark, you must enter into a trademark license agreement with IBM. This agreement defines your business relationship with IBM and the specific license terms, including, but not limited to, the scope of your authorized use of any IBM trademark and the duration of the license such as start and end date.

Before you start using any IBM trademark, please make sure the appropriate IBM trademark license agreement is put in place between IBM and your company or organization. Contact your IBM sponsor if you do not have an IBM trademark license agreement. Carefully review the agreement and the guidelines and make sure you fully understand the terms and trademark usage requirements.

**To clarify, in the event of any inconsistency between the guidelines and any executed IBM trademark license agreement with respect to the use of any licensed IBM trademark, the license agreement terms prevail.**

## Trademark clarity and context

Anyone using materials or websites featuring an IBM trademark must clearly understand the responsibilities and contributions of all parties involved. This means that the IBM trademark may not be placed or used in a way that could cause confusion about the source or origin of an offering or communication.

The representation of the IBM trademark in communications must always:

- Make the scope and nature of IBM's contribution clear.
- Make the source of the communication clear.

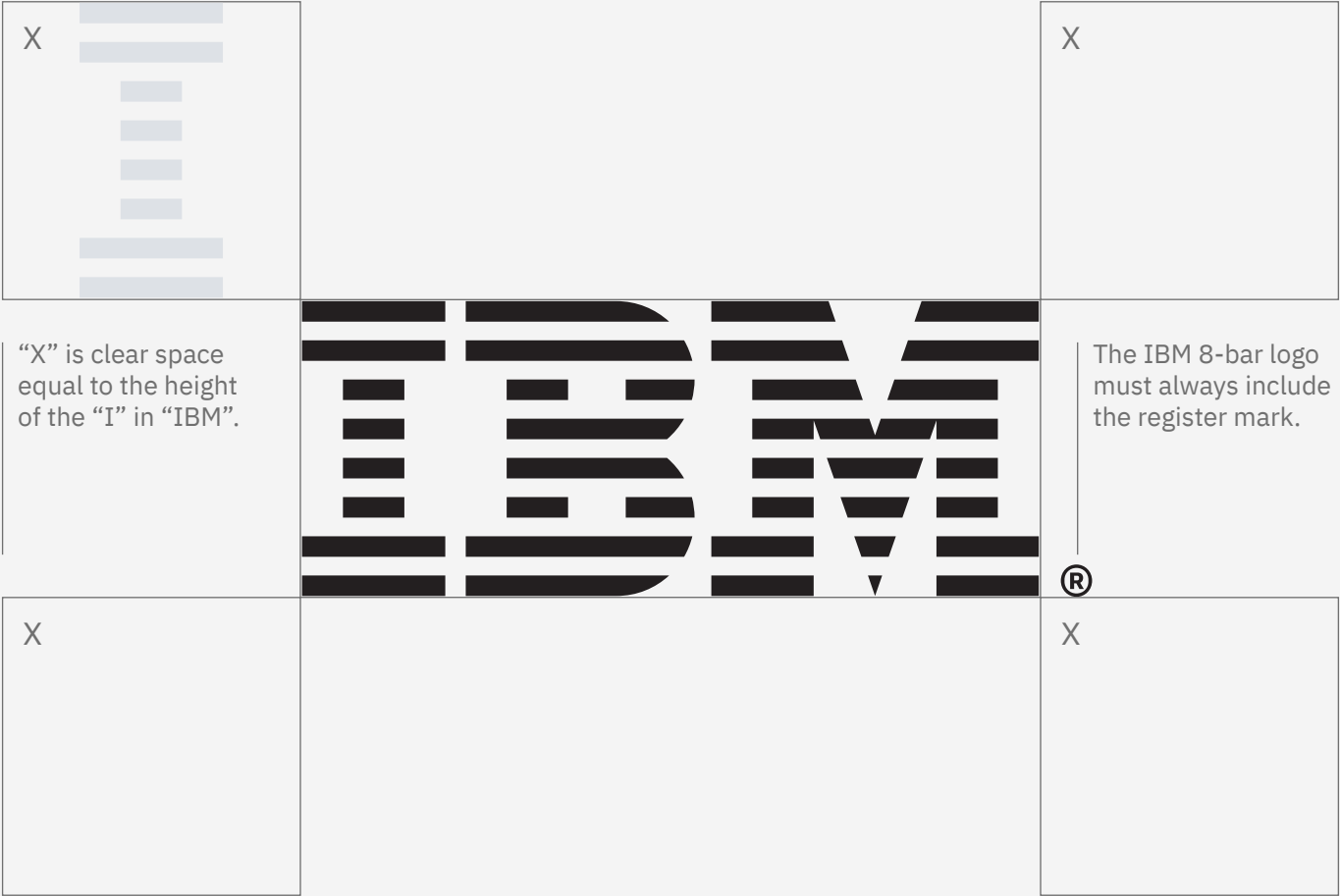
# Usage

When working with IBM trademarks, make sure you follow these usage rules:

- Always use the IBM trademark with descriptive text to clearly identify IBM's role or contribution. For instance, use the IBM trademark near a paragraph or statement describing IBM's role and contribution.
- Always place the IBM trademark in a secondary position within the body of the communication. The trademark should not appear in a fixed area, such as the masthead of a newsletter, or in the left or right navigation of a web page.
- When the IBM trademark is used with multiple third-party trademarks, IBM's collective role should be identified in associated text. Examples of IBM roles include board member, sponsor or supporter.
- Where IBM's trademark is displayed with third-party trademarks, the IBM trademark may not be subordinate to or dominant over those of the other equivalent third-party trademarks. For instance, the displayed trademarks should all be equally prominent with no individual trademark dominating the others. IBM asks for *equal visual weight*, not equal size, since the size, color and shape of different trademarks will impact their prominence.
- Always allow a clear space around the IBM trademark that is equal to or greater than the height of the trademark in use.
- If the IBM trademark is used as a linking device on the internet, it must always link to [www.ibm.com](http://www.ibm.com).

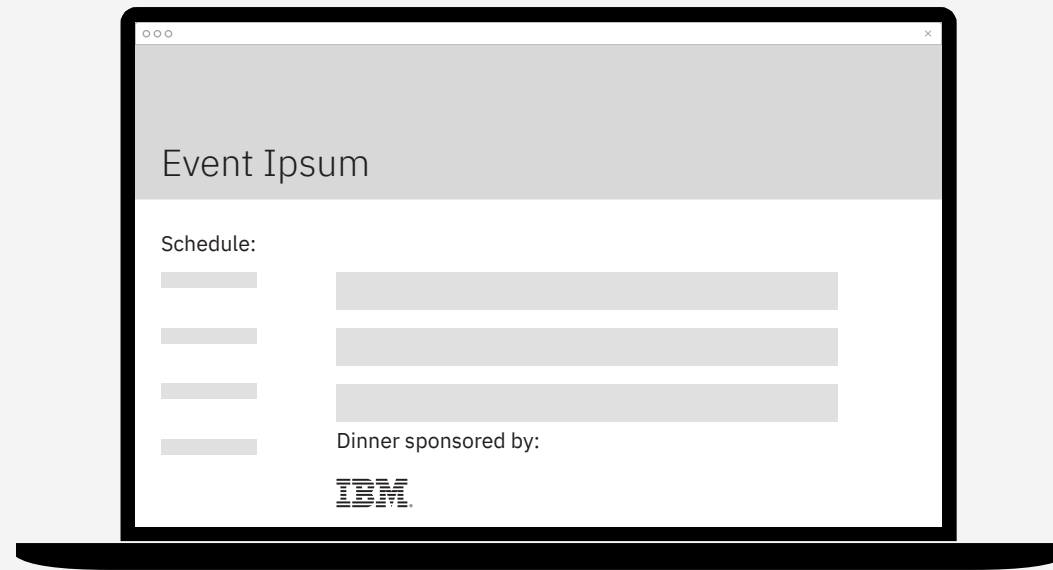
# Clear space requirements

Always allow a clear space around the IBM trademark that is equal to or greater than the height of the trademark in use.

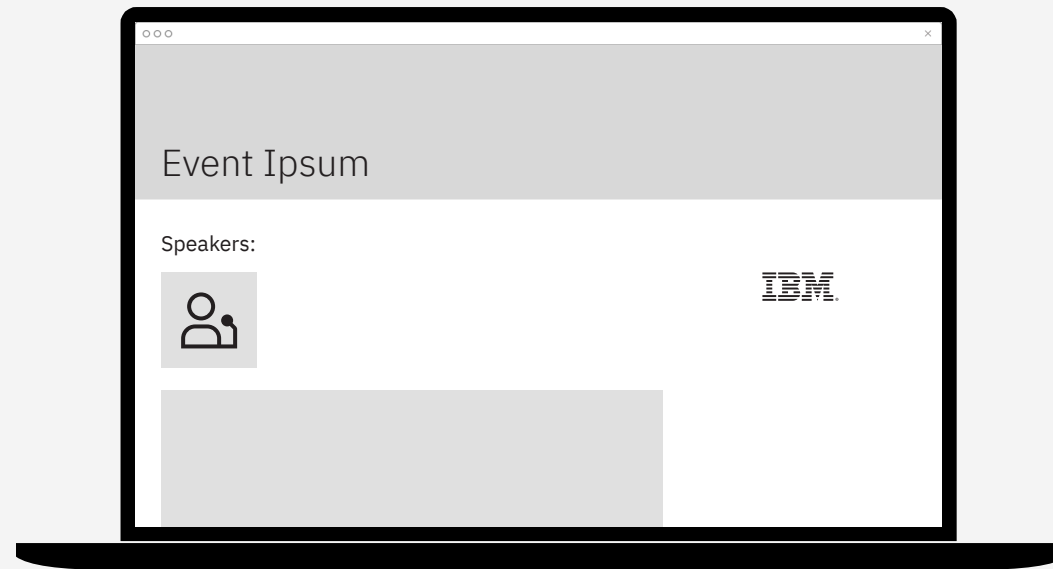




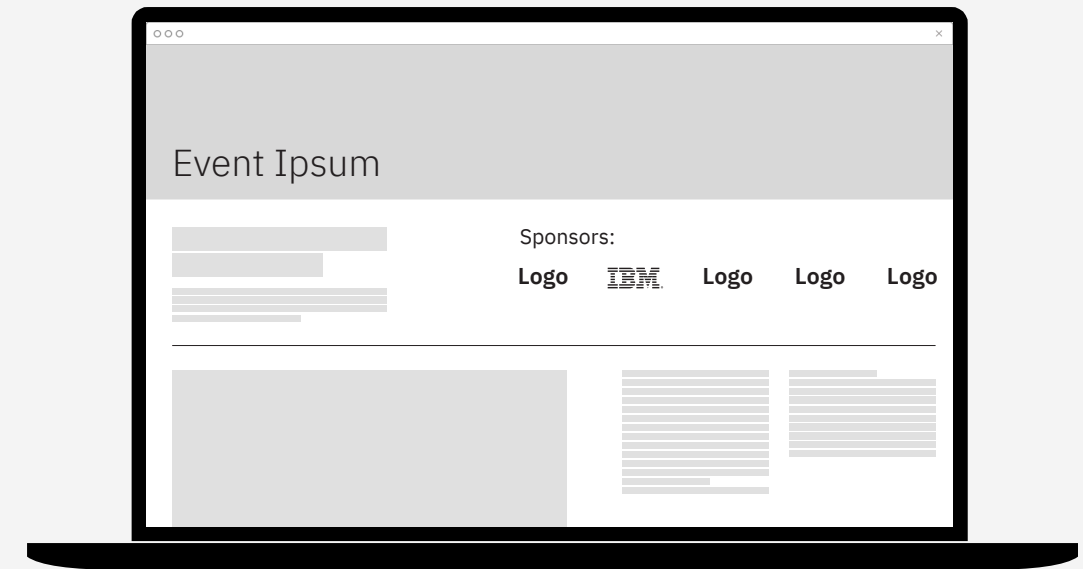
# Usage examples



Event schedule



IBM speaker



Multiple sponsors

## Logos and color

There are two distinct versions of the IBM 8-bar logo—positive and reversed. The subtle but important differences between the two versions ensure optical integrity when placed on light or dark backgrounds. Always be sure to use the appropriate logo version for the background you're placing it on.

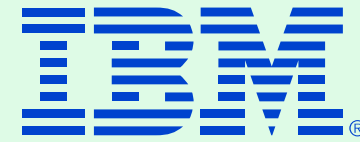
### Blue 60

PMS: 2132

RGB: r15 g98 b254

CMYK: c80 m60 y0 k0

You can find additional guidance on the [8-bar](#) page on IBM Design Language.



## Things to avoid

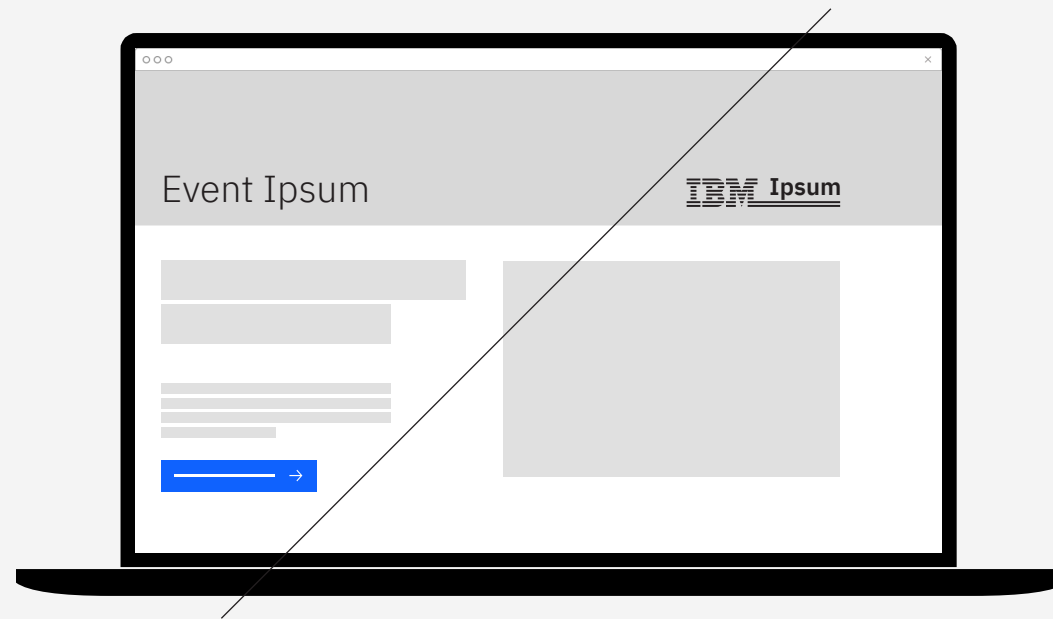
When working with IBM trademarks, make sure you adhere to these usage rules:

- Don't create your own version of the IBM trademark.
- Don't change the size, color or proportion of the artwork provided.
- Don't use any IBM trademark with visual design elements, such as the IBM 8-bar logo, within the structure of a sentence, a title or in conjunction with another company's logo design. In such cases, if appropriate, use the corresponding IBM wordmark, if any, in text only. For example, use the letters "IBM" in text.
- Don't use any IBM trademark in a manner that is likely to dilute, defame, disparage or harm the reputation of IBM.
- Don't incorporate any IBM trademark into your communication identity, name or imagery.
- Don't use any IBM trademark in a manner that may cause confusion as to the source or origin of the communication. For example, don't use the IBM trademark in the masthead or signature position.
- Don't use any IBM trademark as part of your entity name, trademark name, product or service name, domain name, trade dress or any other designation.

# Misuse

For more guidance, visit the [8-bar logo](#) page on the IBM Design Language site.

For IBM hero and sub-brand systems, you can find their specific logo usage guidelines on their respective [Experience Guides](#) sites.



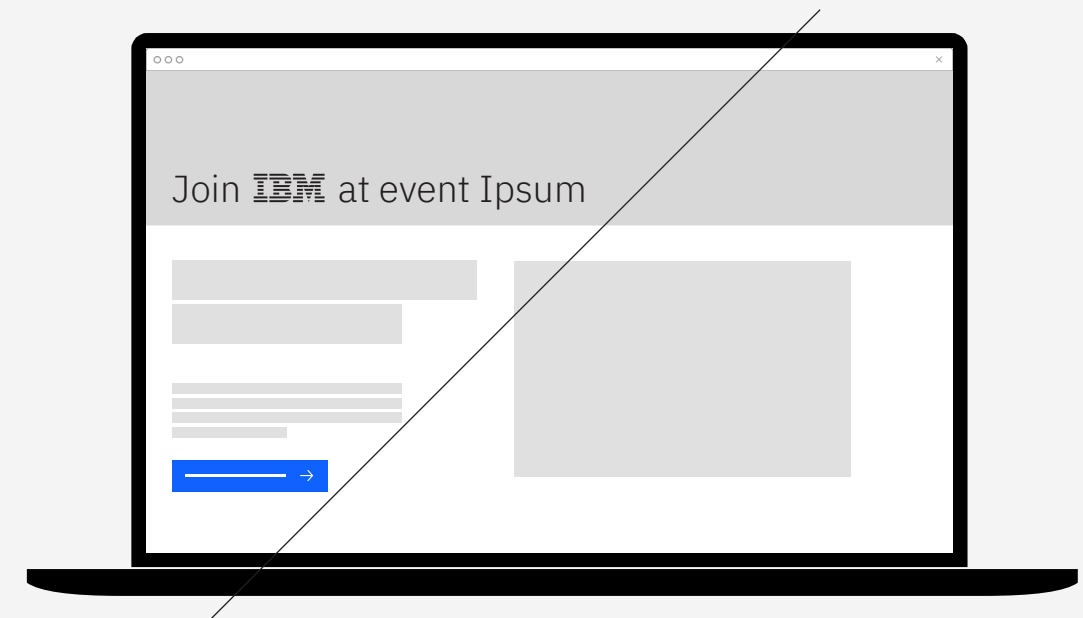
Don't incorporate any IBM trademark into your identity.



Don't use the IBM trademark in the masthead or signature position.



Don't use any IBM trademark as part of your entity name.



Don't use any IBM trademark with visual design elements within the structure of a sentence.

# Merchandise

When working with IBM logo merchandise, make sure you follow these rules:

- Don't reproduce merchandise displaying any IBM trademark unless you receive explicit permission from IBM in a written agreement. Contact your IBM sponsor about permission.
- When you are authorized to use the IBM trademark on merchandise, keep in mind that the IBM trademark can only be used on reusable items, such as tote bags, folders or reusable water bottles. Don't use any IBM trademark on disposable items, such as, but not limited to, paper napkins, cardboard cups, candy wrappers or similar items.
- Don't use any IBM trademark on merchandise sold for profit at or for events.
- Don't use any IBM trademark on any Bluetooth or wireless device, or any items that have a lithium battery without prior approval.
- Don't use the registration mark on clothing as it is difficult to perfect with embroidery.
- Don't use the registration mark on smaller items where it may not print clearly due to its size, such as on pens and so on. If you're unsure, you can check with the merchandise team.

Contact [logostor@us.ibm.com](mailto:logostor@us.ibm.com) for any questions or approvals.

# Merchandise placement



Carefully consider placement, size and relationship with other logos.



Any time two or more logos are required on promotional merchandise, a relationship tagline is mandatory.



Don't use the IBM trademark on disposable items.



Don't use the IBM trademark on any items that plugs into a wall socket.

# Attribution

Where space permits, include the IBM trademark attribution statement, shown here, on the communication where the IBM trademark is being used or in the legal attribution segment of the communication.

**Proper attribution statement:**

[IBM Brand] is a trademark or registered trademark of IBM Corp., in the US or other countries or both.

## IBM creative review

Before printing or posting communications featuring IBM's trademarks, you must submit them to your IBM contact for review and approval. In most cases, we will review the submission and reply within 24 hours.



