

IBM Logo Guidelines for Strategic Partners Version 1.2

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Purpose

We're in an era of open innovation where ideas, research and information must be shared to solve real-world problems. Cultivating an ecosystem of like-minded partners is essential to successful collaboration and execution at scale.

As a valued partner of IBM, in this document you'll find guidelines and resources to illustrate how our joint work and offerings show up in the market, so together, we can provide unique, yet consistent, experiences that reach our audiences in real time.

These guidelines outline the standards and requirements for your use of the IBM 8-bar logo in your marketing materials. We require that you comply with these guidelines. If you have any questions about the guidelines, address them with your IBM contact.

Trademark license

IBM trademarks include the 8-bar logo, marks and other designs and logos owned and used by IBM, as well as many IBM product and service names. IBM takes great care in the development and protection of its trademarks and reserves all rights of ownership of its trademarks.

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.

Before you start using any IBM trademark, make sure the appropriate IBM trademark license agreement is put in place between IBM and your company or organization. Ask your IBM contact for assistance 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.

When you use any licensed IBM trademark in permitted marketing materials, include the proper attribution statement as shown here, which may appear in small but legible print. Inclusion of the attribution statement is not required in cases with limited space, such as social media posts or in cases where it may impact the effectiveness of the message.

Proper attribution statement

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

Fundamentals

IBM 8-bar logo

Our logo is among the most recognized corporate identities in the world, uniquely distinguishing us from our competitors. Our relationship with you mutually enriches our brands. As a valued partner, we trust you to protect this tangible symbol of our brand, which represents everything we are: our expertise, our values, our people and our offerings.

Clear space

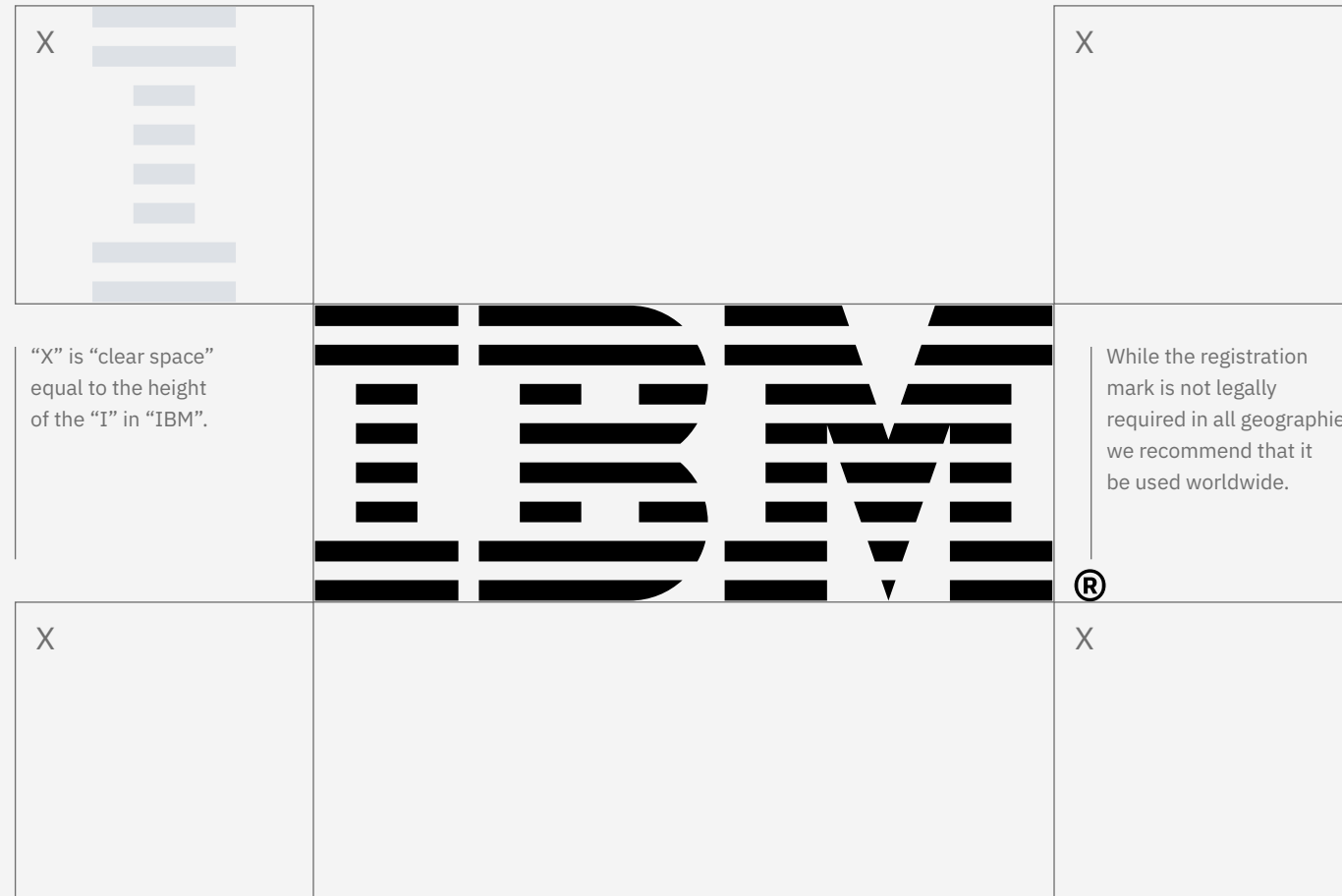
Visual elements

Keep the 8-bar logo separated from other visual elements by a minimum distance equal to its height. We call this area of isolation clear space. This minimum clear space applies between our logo and any typical visual elements, including images, explainer text or CTAs.

Your logo

The clear space rule does not apply to your logo. As a rule, your logo should appear no closer than 3x the clear space minimum to maintain our secondary supportive position. See the [Usage](#) section for further details concerning the spacing relationship between our logos.

Find more guidance on the IBM Design Language [8-bar](#) page.



Logo versions

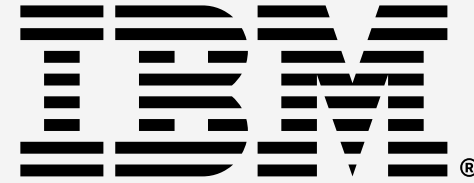
There are two distinct versions of the 8-bar logo—positive and reversed. These versions are decidedly not the same logo.

- First, if you look closely, you'll see that the width of the black bars and white bars on each version is different. This design choice provides optimum legibility.
- Second, you can see that the points in the counter are uniquely shaped. The positive version has a sharp counter, whereas the counter of the reversed version is more blunt.

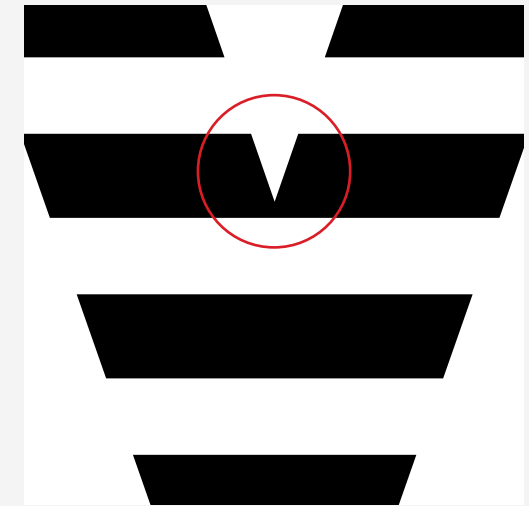
These subtle, but important, differences between the two versions ensure optical integrity when placed on light or dark backgrounds. Always be sure to use the appropriate logo version for the background you're placing it on.

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

Positive—Black



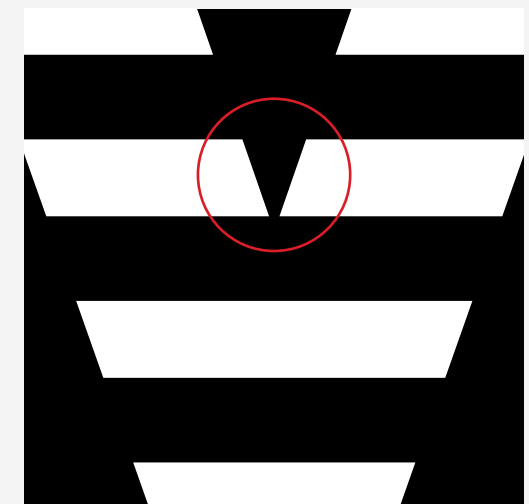
M detail—Black



Reversed—White



M detail—White



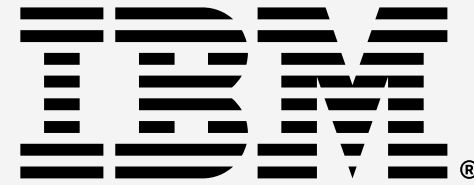
Logo color options

IBM has one logo, which may appear in either black, white or blue. Our logo should always be clear and legible for the chosen background. It should appear as shown here with consistency and without alteration.

- Use the positive logo in either Black or Blue 60 on light to medium Gray backgrounds.
- Use the reversed logo in White on medium Gray to Black backgrounds.
- Use the reversed logo in Blue 50 on a Black background only.
- For layouts with imagery, always place the logo on clear and simple backgrounds with plenty of contrast to keep it as legible as possible.

When working with our logo, adhere to the [Color](#) guidance found on IBM Design Language.

Positive—Black



Positive—Blue 60



Reversed—White



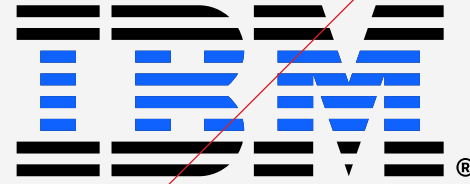
Reversed—Blue 50



Logo misuse

The 8-bar logo is a visual representation of the IBM brand. Shown here are examples of how altering or combining the 8-bar logo with other logos, text or colors misrepresents and diminishes the brand. Find more guidance on the IBM Design Language 8-bar [Usage](#) section.

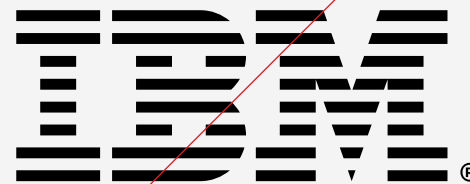
Never alter the 8-bar logo with any additional color.



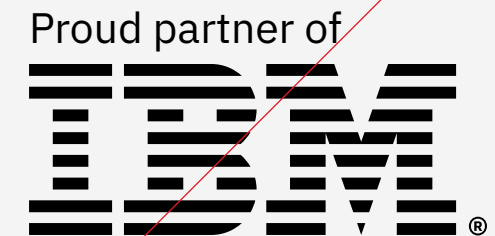
Never co-mingle your logo with the 8-bar logo.



Never change the Reversed—White 8-bar logo color to Black.



Don't add taglines or relationship statements to the 8-bar logo clear space.



Usage

Maintain clarity and context

As you communicate your partnership with IBM in your marketing materials, be clear that you are driving the communication, so the recipient knows who they are doing business with. Specifically, any call to action (CTA) should be driven to your brand. This approach is the same if the CTA leads to a website or a telephone number. This way, you communicate IBM's role or contribution without creating confusion about the "source of goods."

In every opportunity to showcase our support of each other's company, products and offerings in live, virtual or leave-behind settings, follow your brand's visual design system and include the IBM logo in a subordinate position. Maintain IBM logo fundamentals, including clear space, as you signal IBM's involvement. Ensure that your copy is in good taste and does not disparage others.

The representation of the IBM logo in your communications must always:

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

The usage examples shown in this section demonstrate conceptually how our logo should appear in your marketing material.

Representation

Text only

8-bar logo

IBM may be represented several ways within your materials. Always be clear about IBM's role and contribution to the partnership, even if the 8-bar logo is not present.

Text only

Use the IBM name alone with language that expresses the relationship context in your content. For example, you can use a phrase such as "Presented by IBM" in your copy. Text is a great solution for small-space executions, such as social media.

In sponsorship with IBM



8-bar logo only

Use the 8-bar logo alone when the material's main content explains IBM's relationship. Place the IBM logo in the content area for digital or print communications.

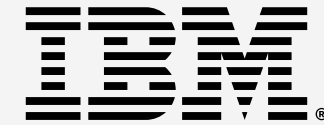
8-bar logo
with other partners


8-bar logo
with statement

8-bar logo with statement

Use the 8-bar logo when a relationship statement appears in close proximity to it. Never use the IBM logo in a signature position so that it appears IBM, not your company, is the communication's source. Always maintain proper clear space.


Logo  Logo



Logo  Logo

8-bar logo with other partner logos

Use the 8-bar logo, placed according to our clear space requirements, within a group of fellow partners. You may clarify the relationship among group members with a label, such as "Partners" or "Sponsors."

Logo  Logo

Example: XYZ Company is partnering with IBM to deliver an integrated solution based on XYZ product or service

Size and position

Logo size and position requires consideration. Using the sensibility of your visual brand and the actual application where the logos appear, determine a size for the 8-bar logo that respects our guidelines and maintains a logical relationship to your logo's size and proportions.

In addition to size, the position of the 8-bar logo is important. The format and context are determining factors. For example, a long-form asset, such as a white paper or web page, is consumed differently than an out-of-home (OOH) billboard.

In every instance, logo size and position should clearly express that the communication is from your company. Always ensure the faithful expression of our partner relationship as outlined in your IBM trademark agreement.

Size

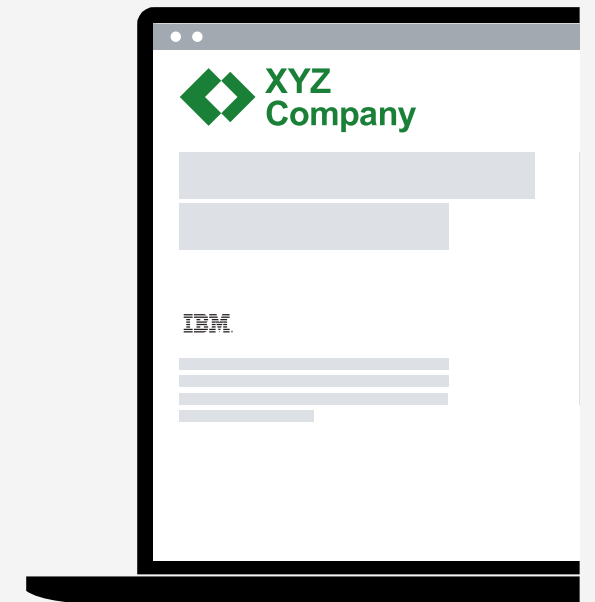
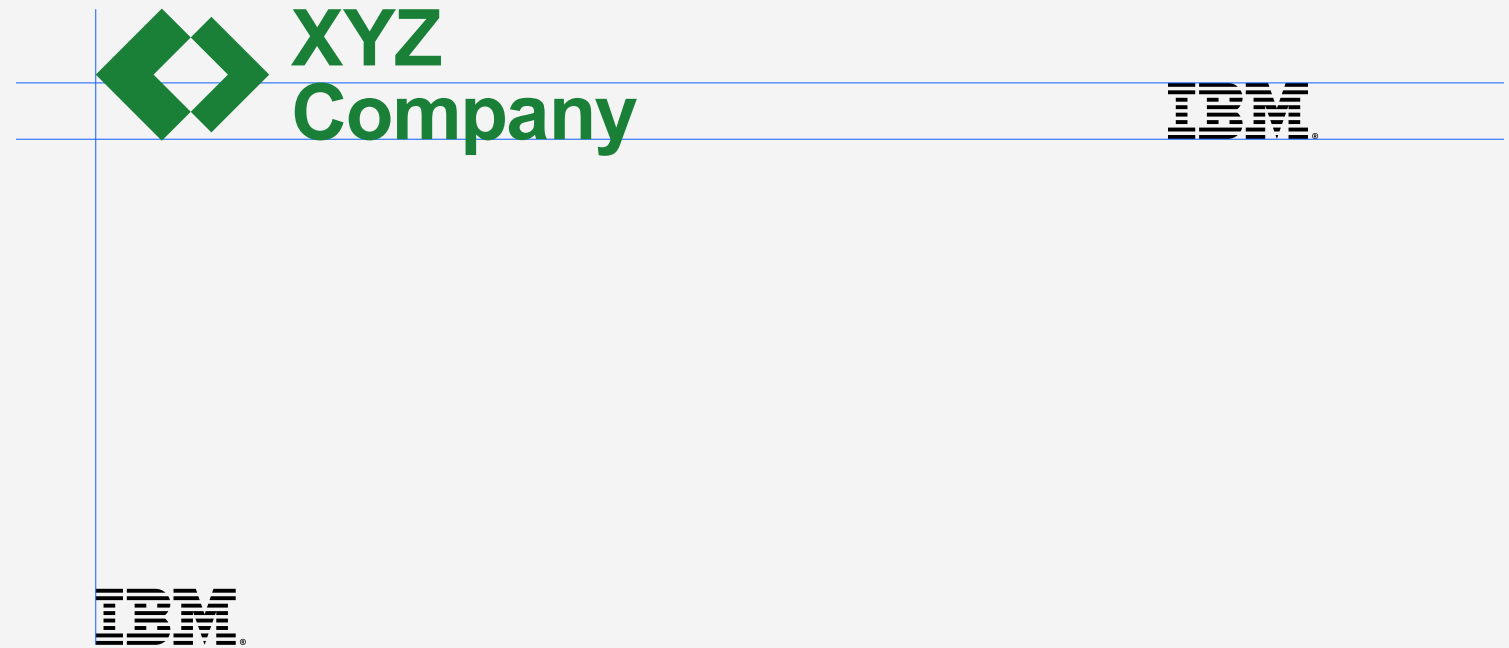
The logic for sizing the 8-bar logo in relationship to your logo will be determined based on the formal visual qualities of your logo.

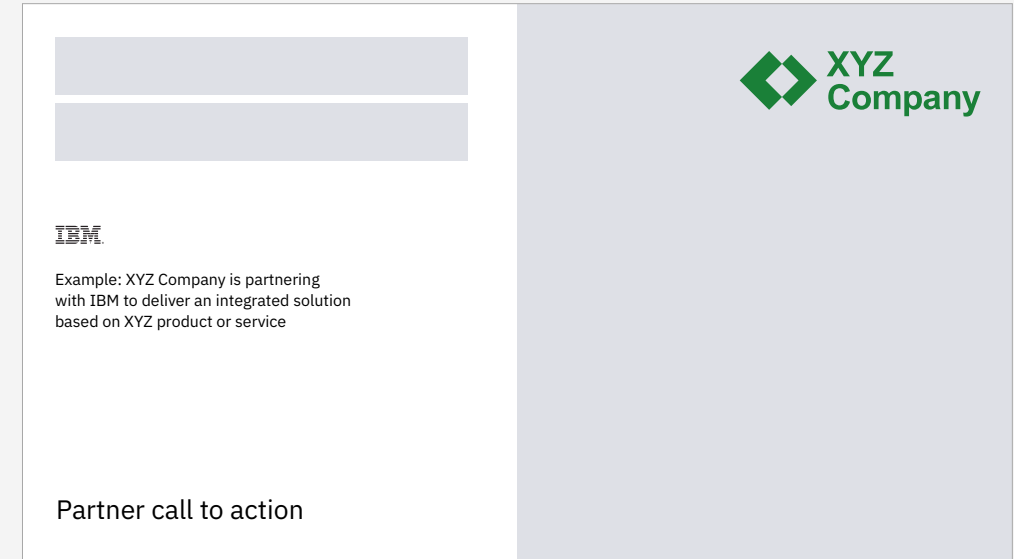
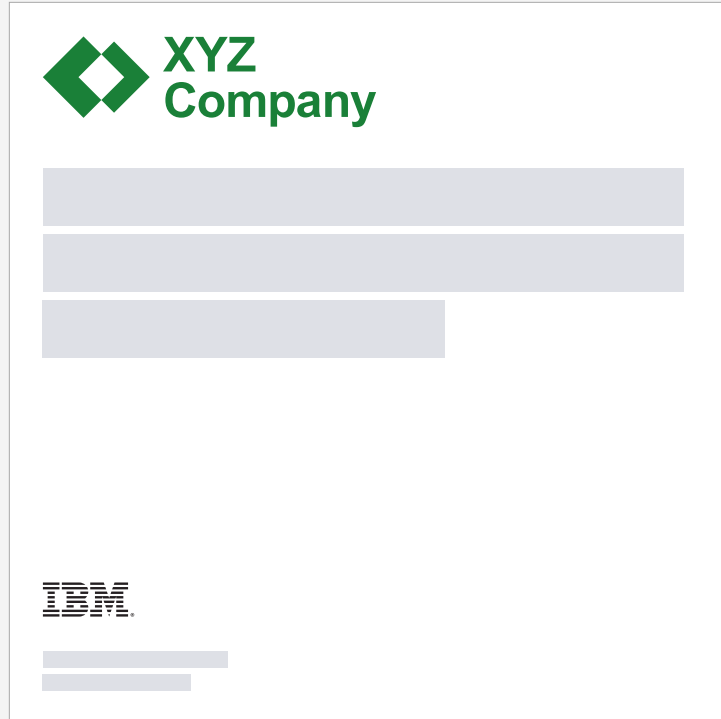
The 8-bar logo should be sized smaller than your logo. This sizing conveys IBM is in the subordinate position to avoid the impression of co-branding.

Position

These studies highlight why specific applications may require sizing the 8-bar logo differently to maintain legibility, continuity and clarity regarding IBM's supporting role or contribution.

Sizing and positions are not restricted to suggested examples

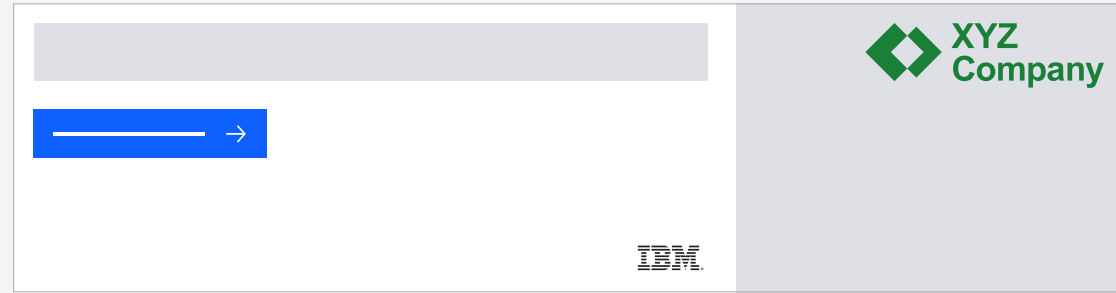




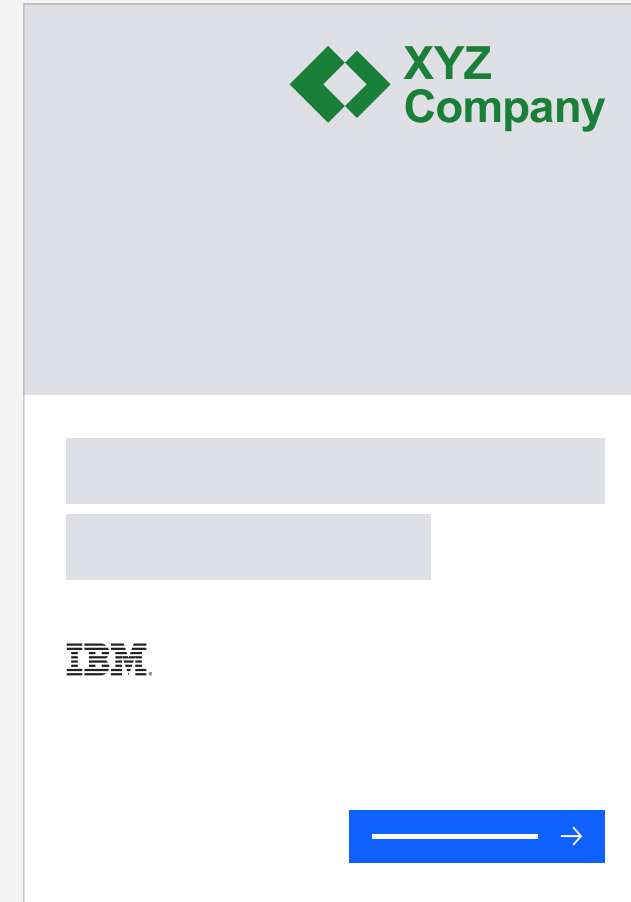
Your social media profile and background images should reflect your organization's look and feel. Avoid using an account name that is confusingly similar to an existing IBM account. These examples show how the 8-bar logo, placed with adequate clear space, prevents any misleading impression that your post is from an official IBM account.

Examples
Paid media

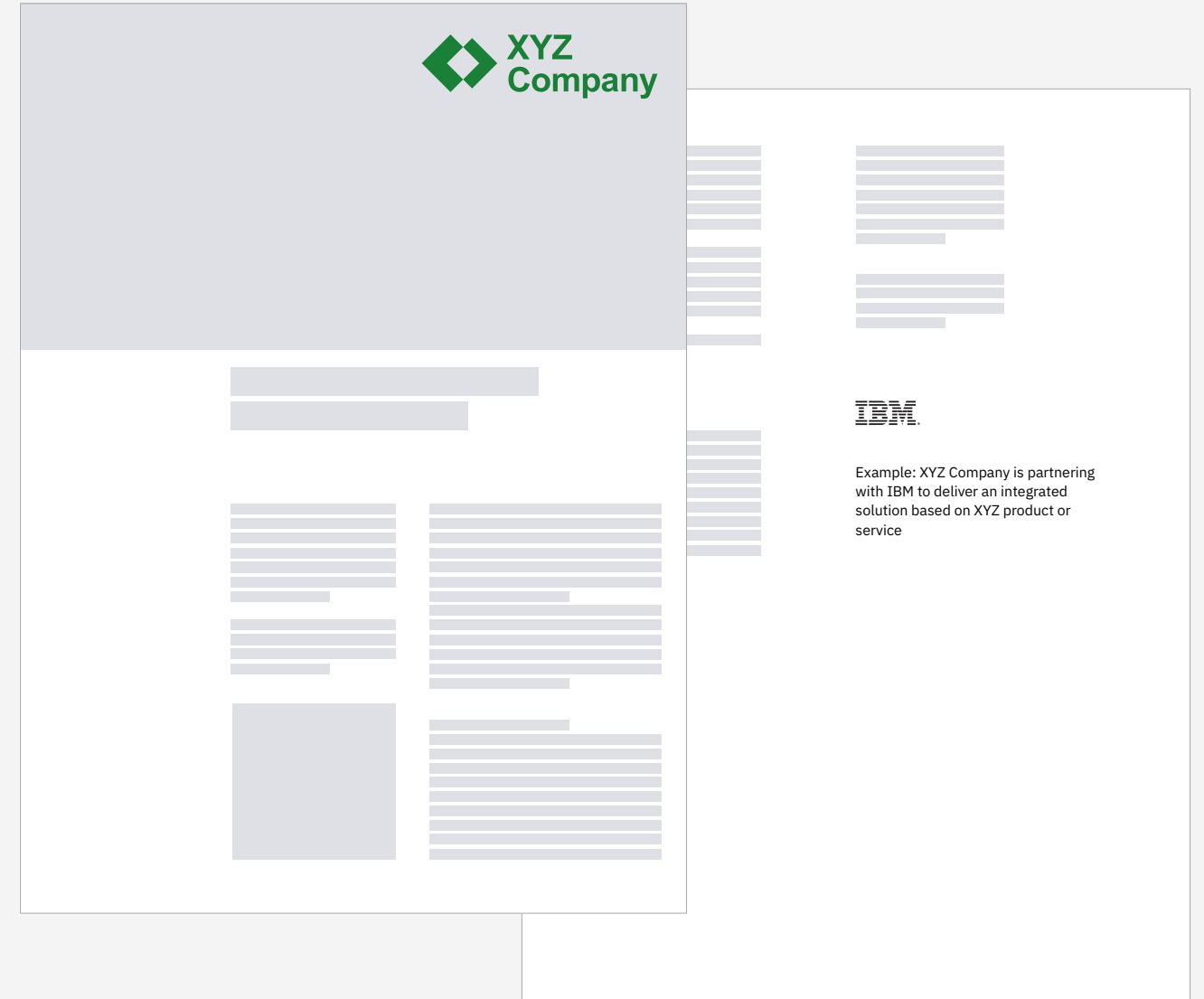
Horizontal

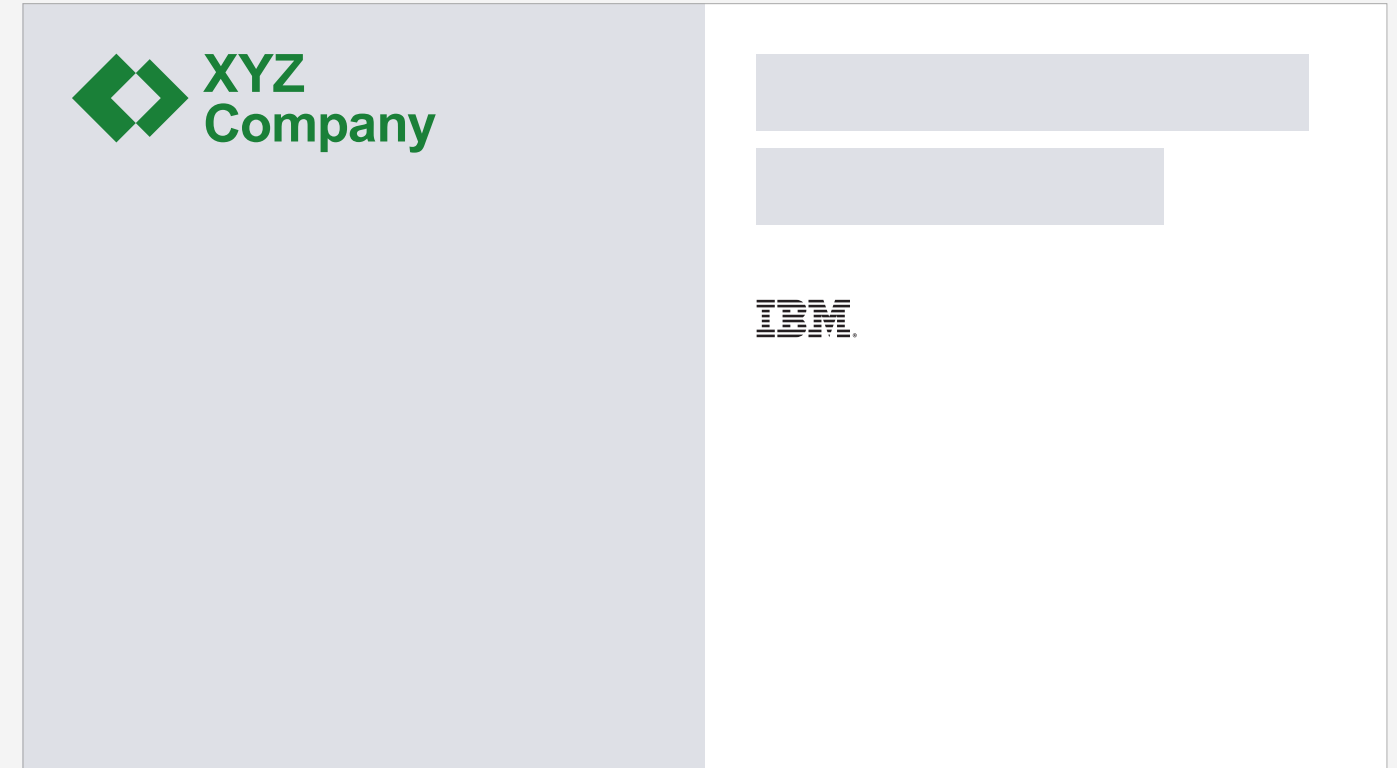
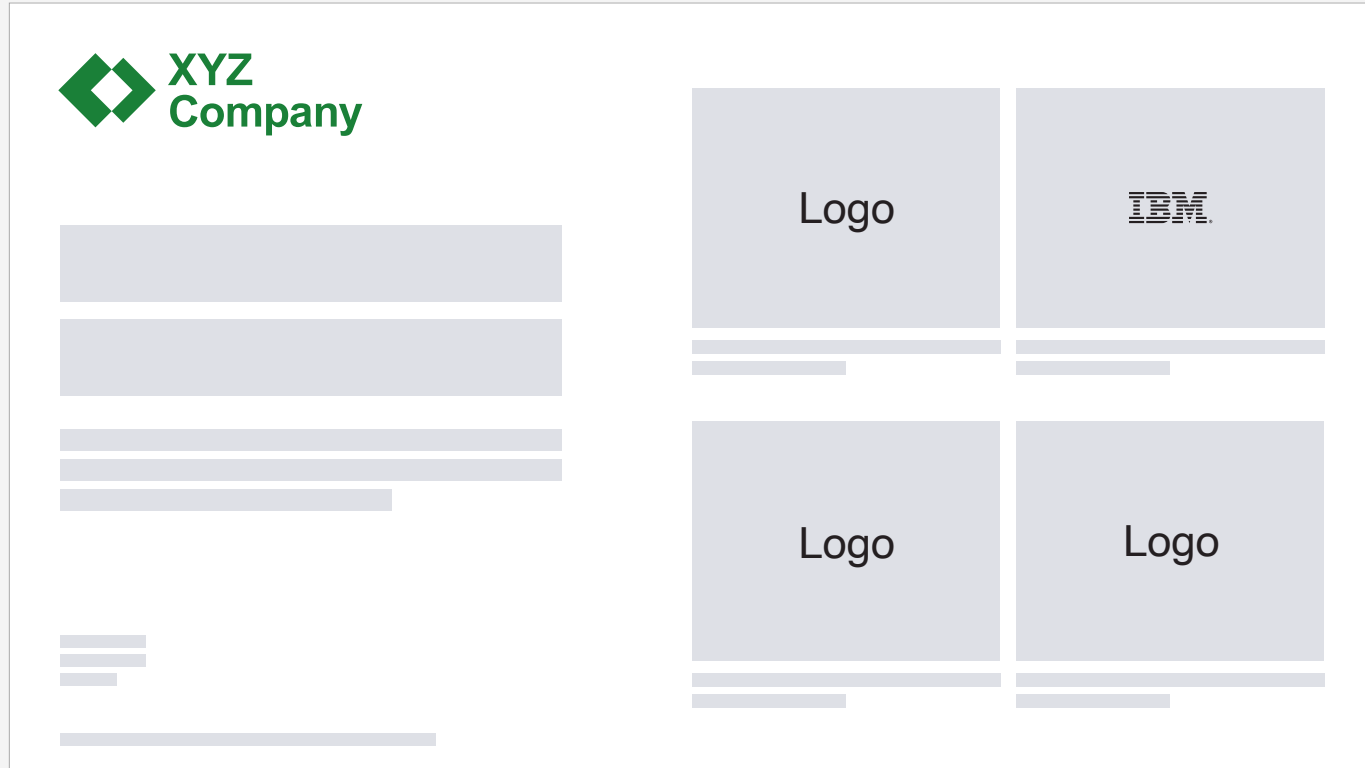


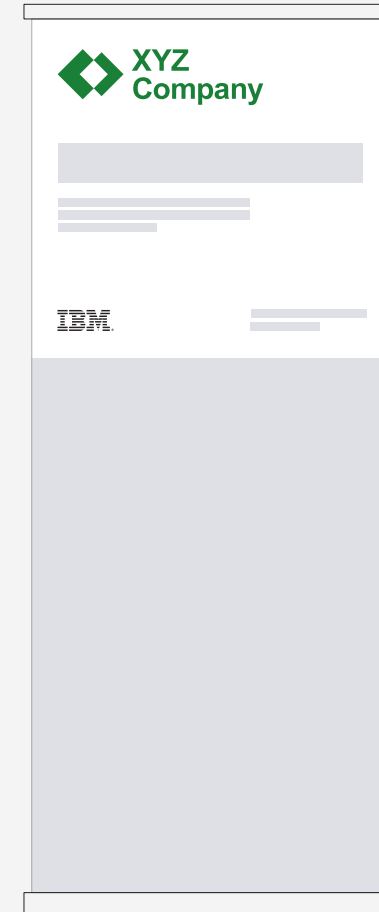
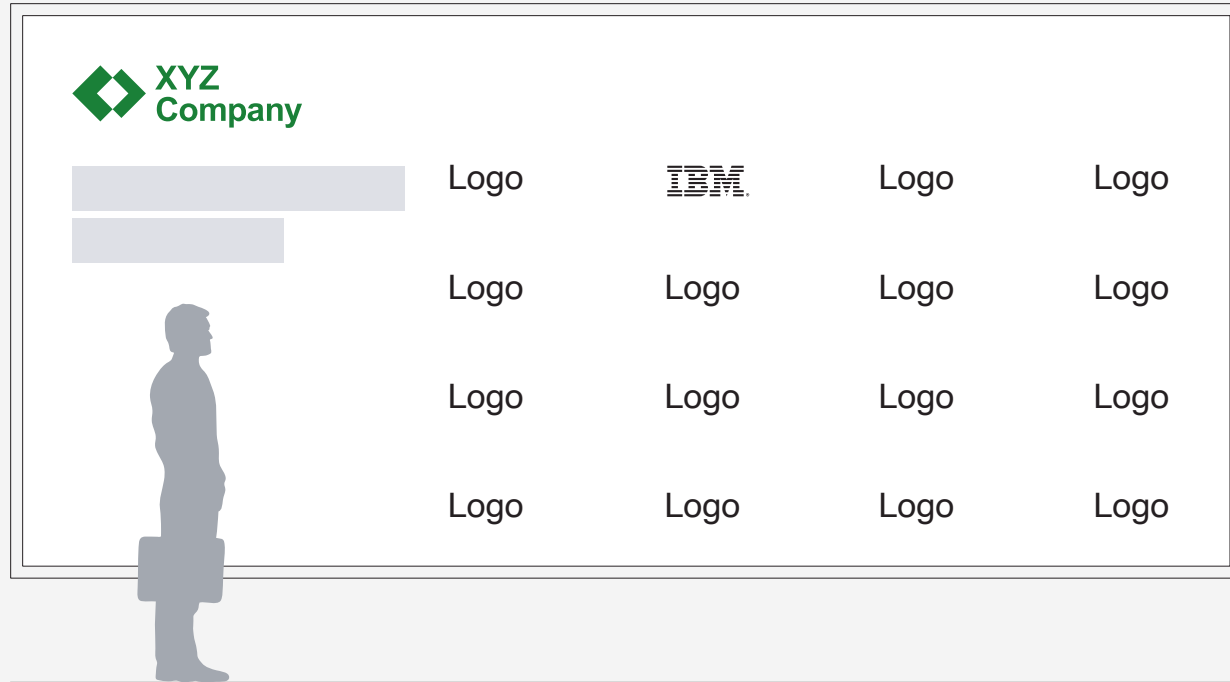
Vertical

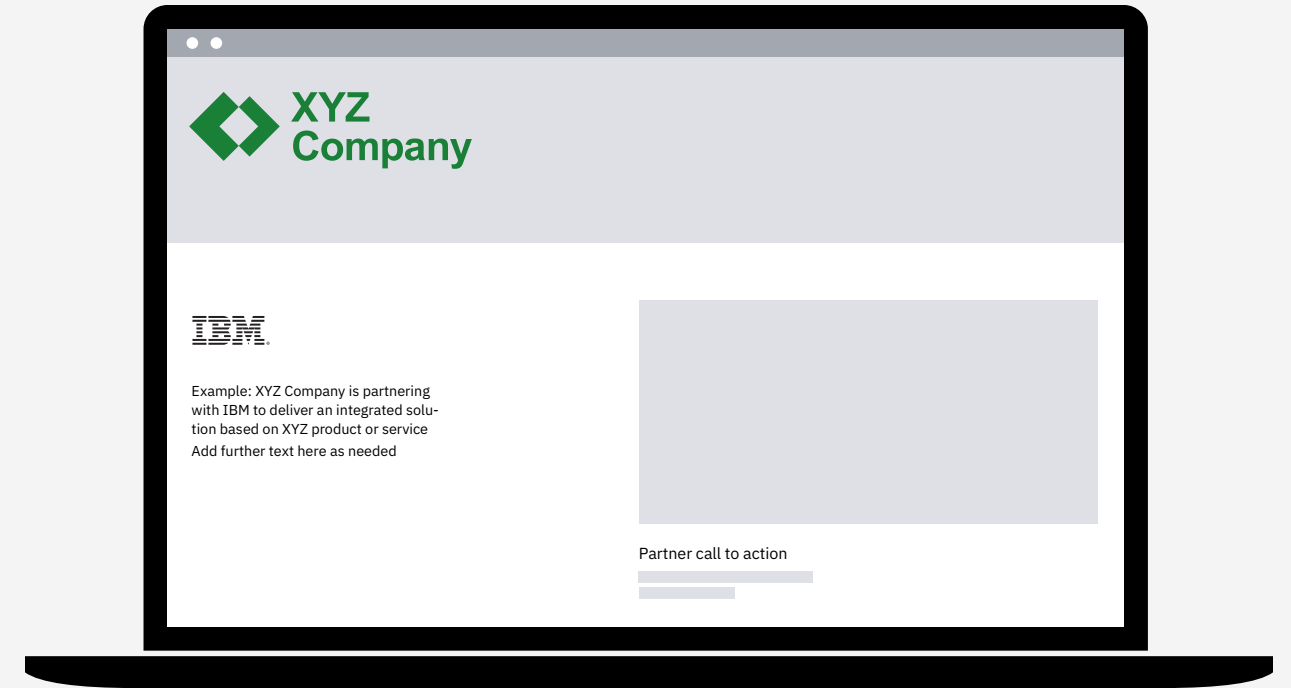
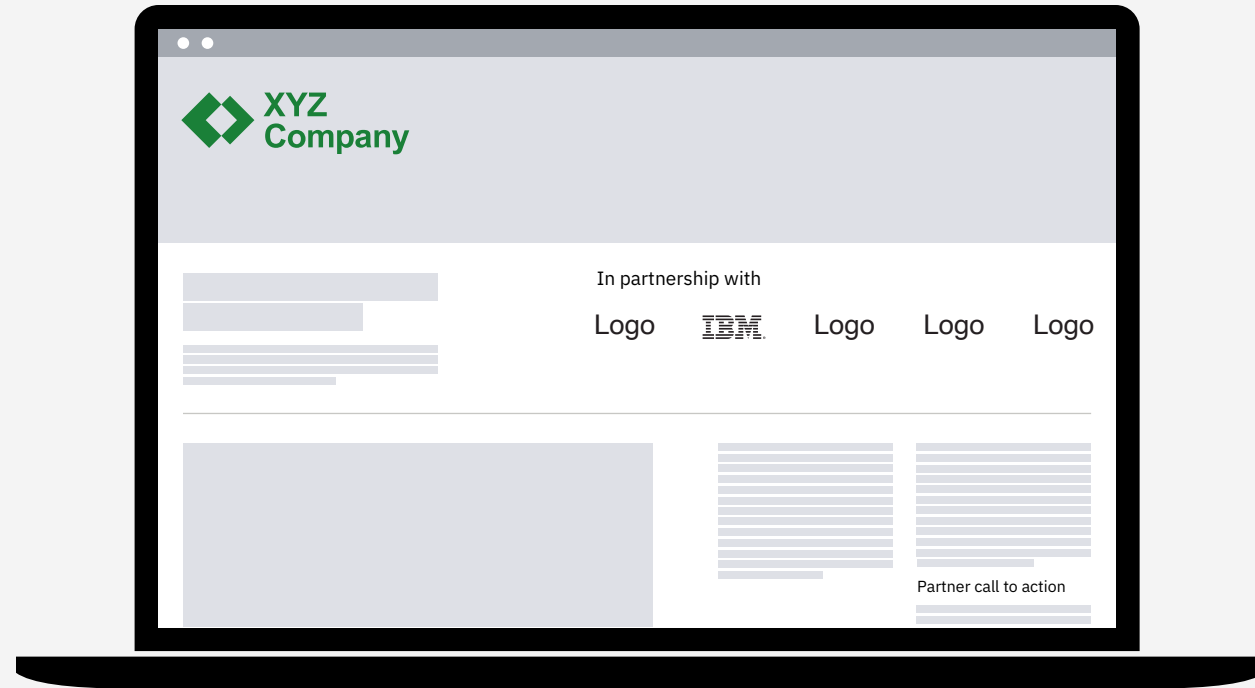


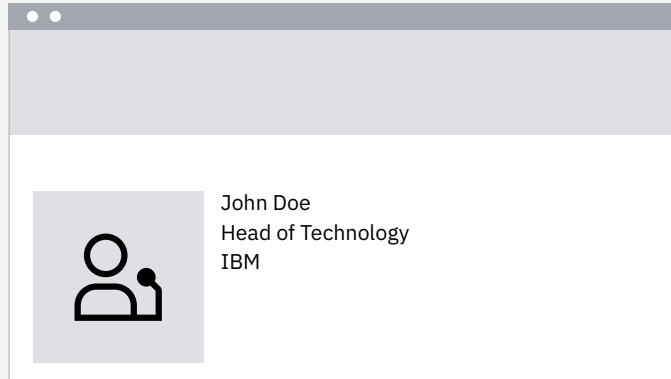
Layout options are not restricted
to suggested examples



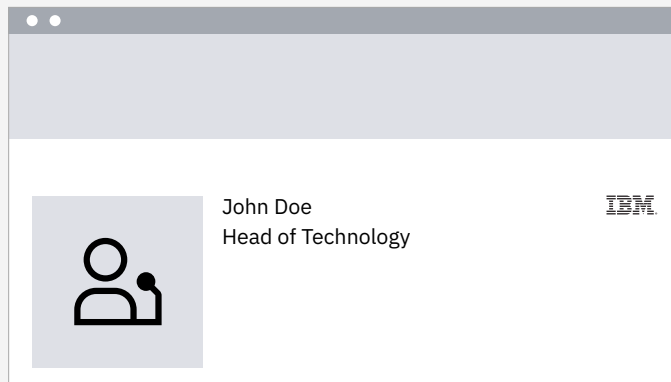








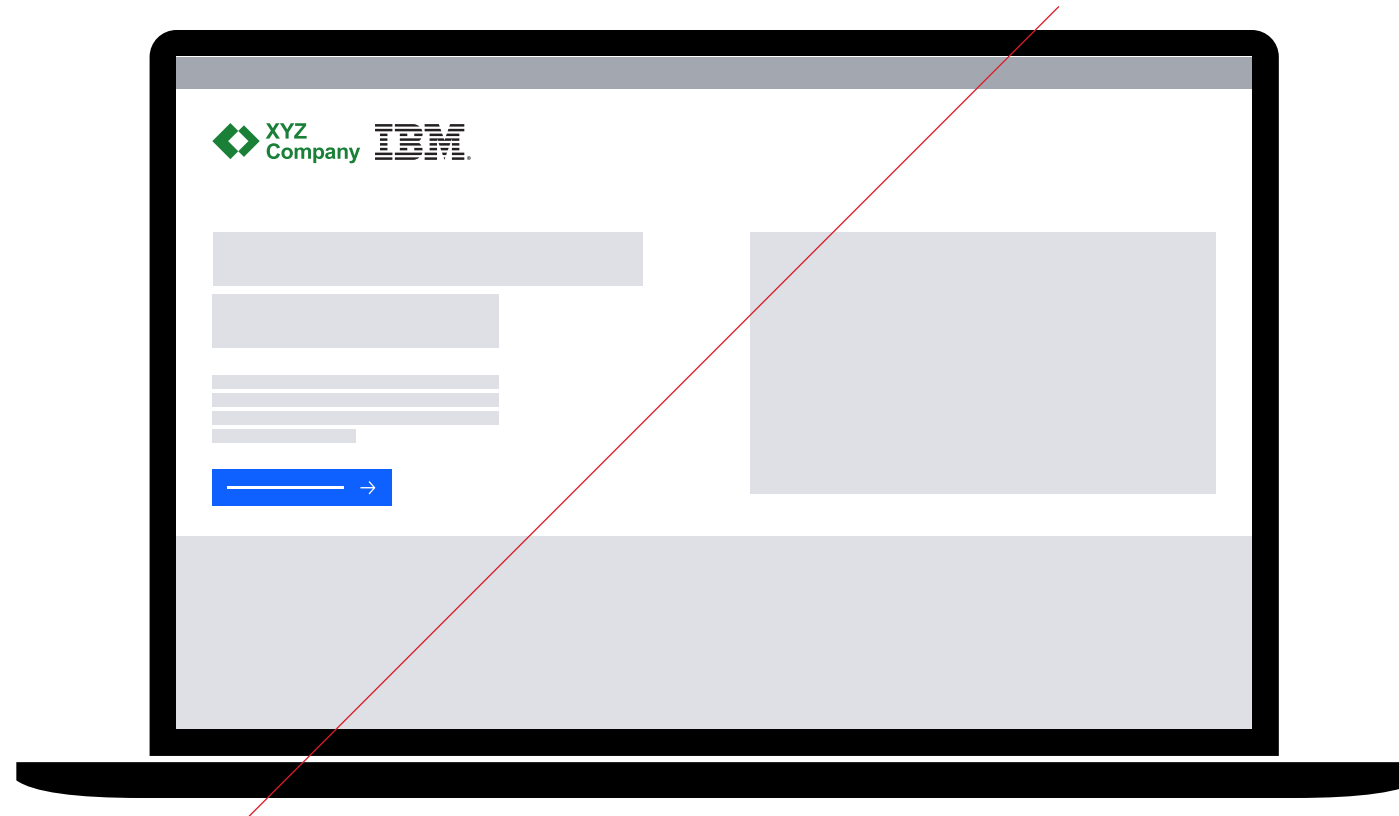
Representing IBM in text only



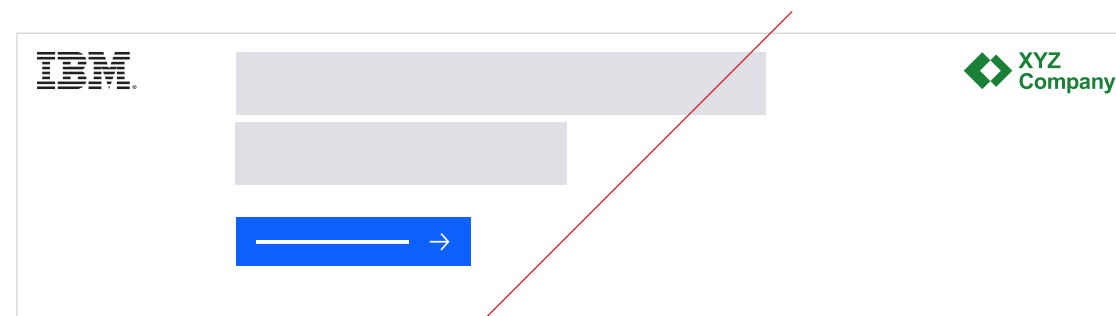
Representing IBM with 8-bar logo



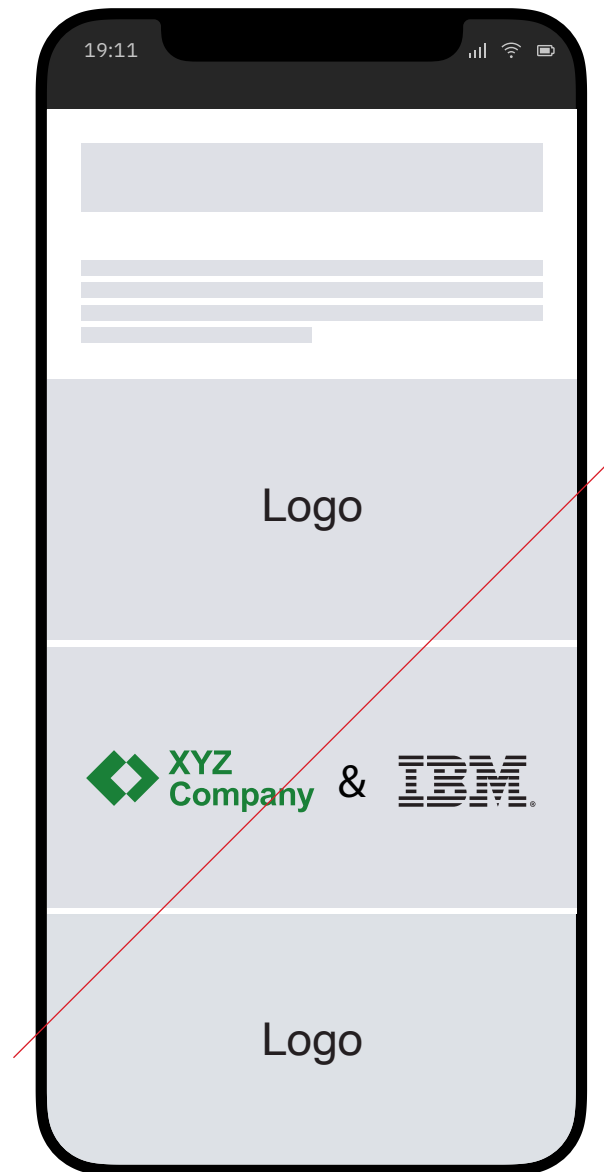
Examples Misuse



Never place the 8-bar logo next to your company logo in the masthead or navigation elements of your website.



Don't lead with the 8-bar logo on banners and always allow clear space around our logo.



Use only approved versions of the logo.

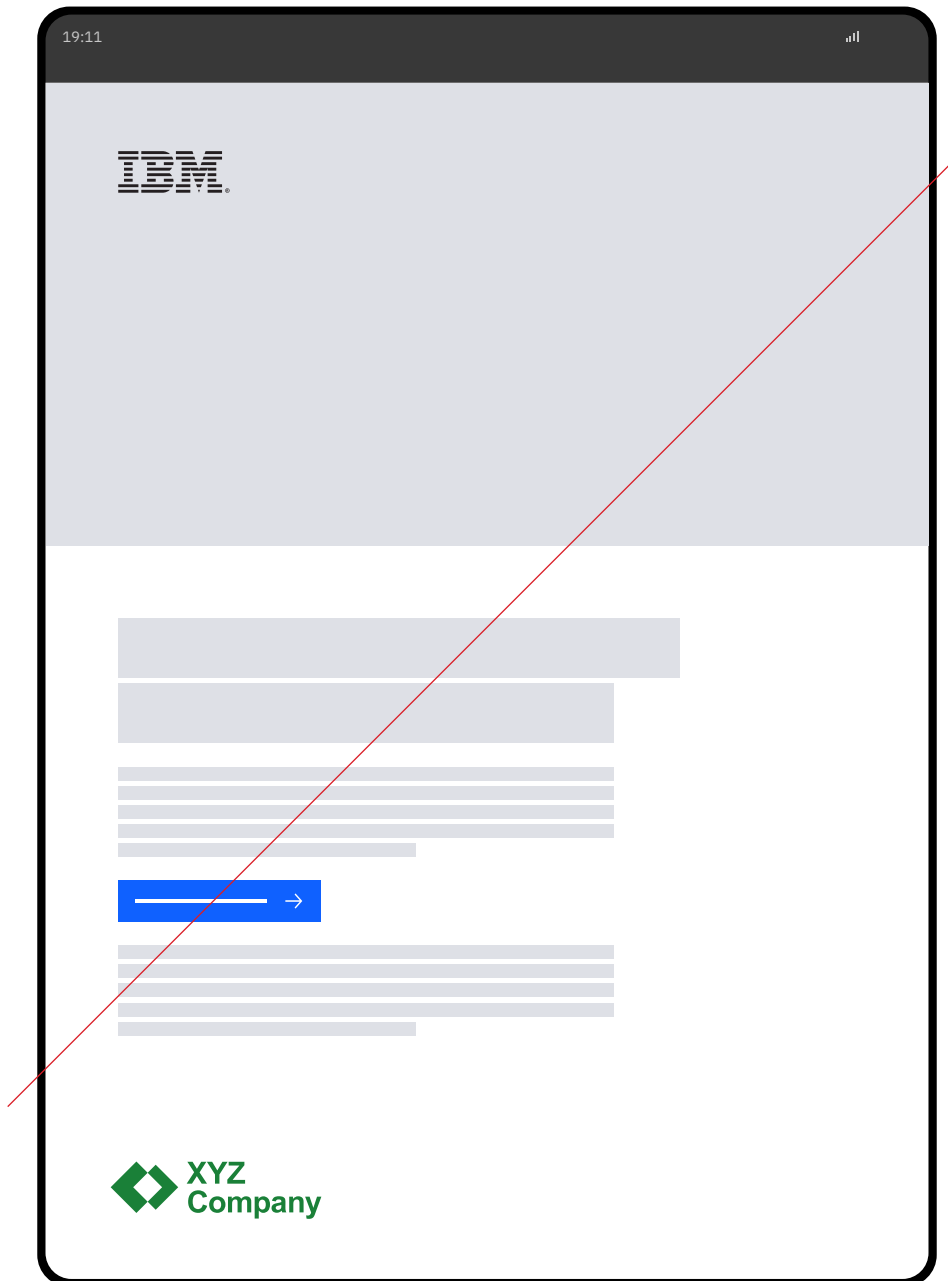
Examples Misuse



Don't feature the 8-bar logo more prominently than yours in layouts.



Don't sign off with the 8-bar logo on your social posts.



To avoid confusion over the source of an email, don't position the 8-bar logo in the header and sign off with your logo.

Merchandise

Examples

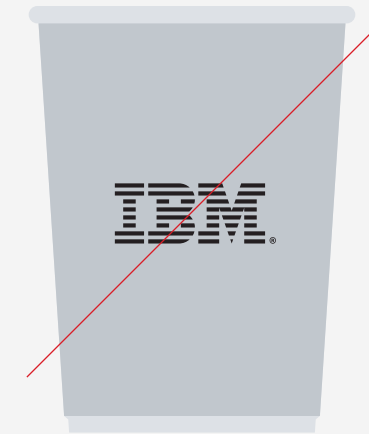
Any time two or more logos are required on promotional merchandise, a relationship tagline is mandatory.

Misuses

When creating artwork for merchandise that includes the 8-bar logo, follow the rules shown here. All artwork must be approved.

- If authorized to use the 8-bar logo on merchandise, it can only be used on reusable items, such as tote bags, folders or reusable water bottles.
- Don't use the 8-bar logo on disposable items, such as, but not limited to, paper napkins, cardboard cups, candy wrappers or similar items.
- Don't use the 8-bar logo on merchandise sold for profit at or for events.
- Don't use the 8-bar logo on any Bluetooth or wireless device, or any items that have a lithium battery.
- Don't use the registration mark on clothing as it's difficult to perfect with embroidery or 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.

Email logostor@us.ibm.com with questions or for approvals.



Don't use the IBM trademark on disposable items.



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

Joint logo lockup

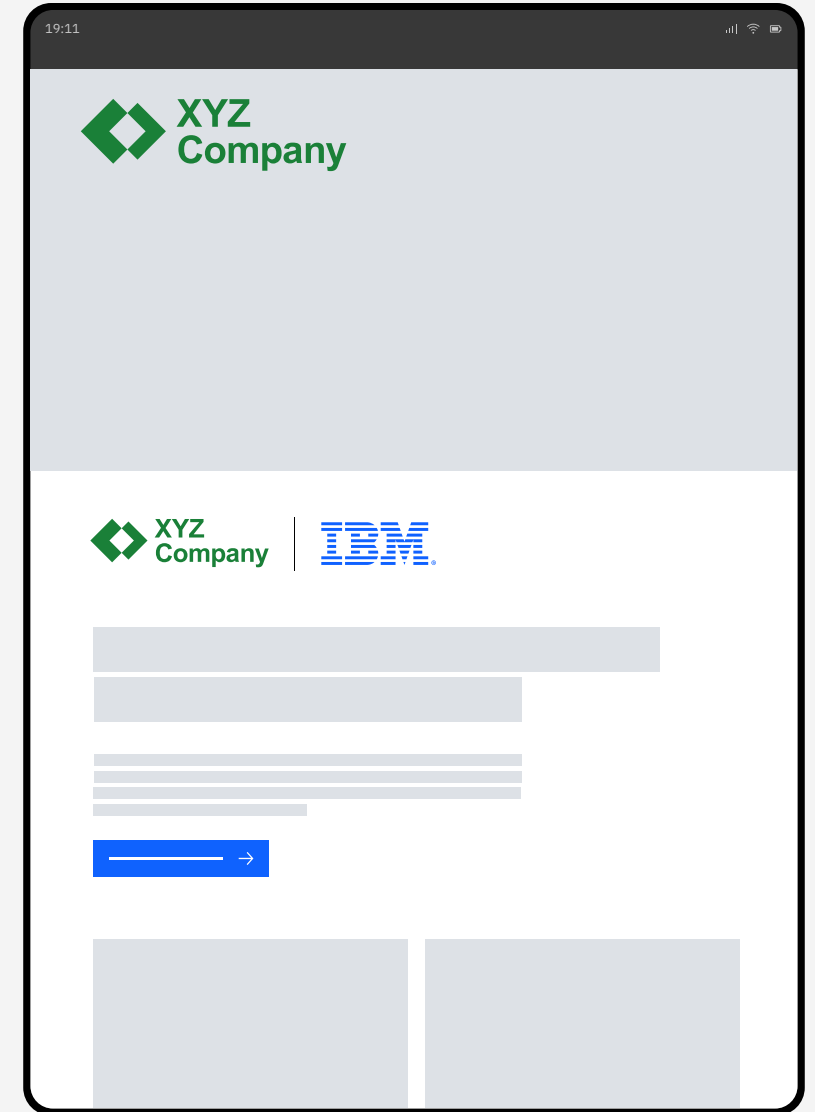
IBM is highly protective of our iconic 8-bar logo. There are a few rare scenarios where a joint logo lockup may be used. The artwork for these assets should be created solely by the IBM brand design team.

Typically, a joint logo lockup is used only for official press releases and announcements from both companies, or other content and messaging communicating the partnership between IBM and your company. The logo lockup is not designed to be the identity for a joint offering. In instances other than those referred to here, refer to the IBM logo usage guidelines available in this document.

Lockup example



Find live example on [Red Hat](#) site

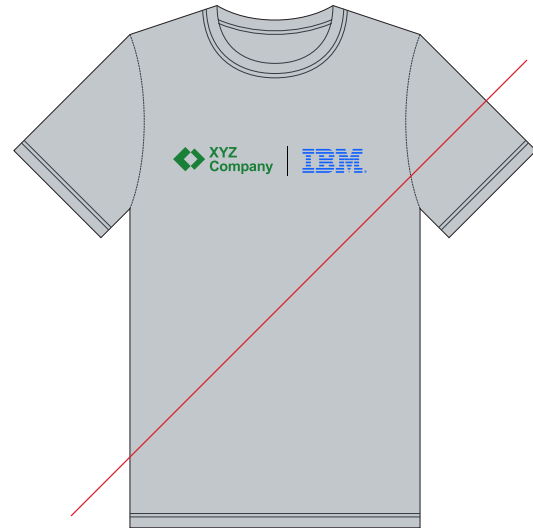


Misuse

The logo lockup is not designed to be the identity for a joint offering.



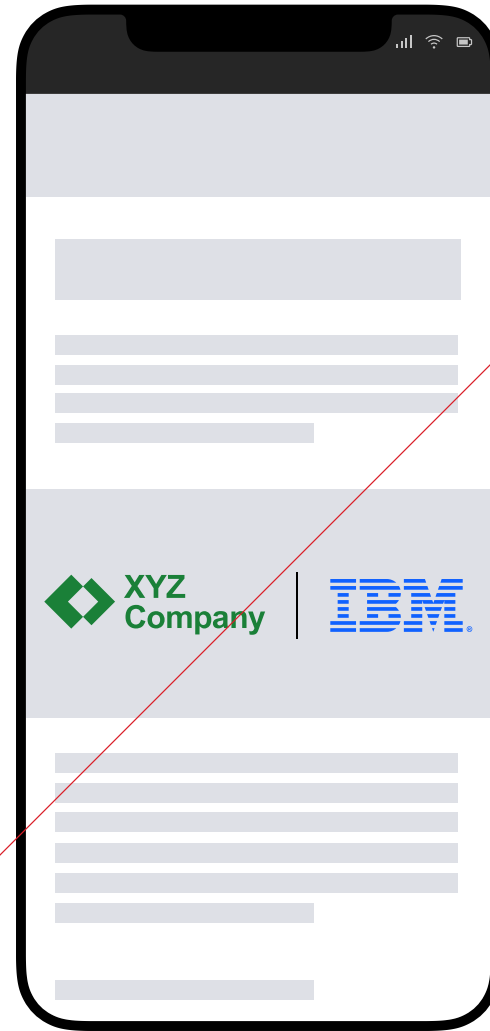
Collateral



Merchandise



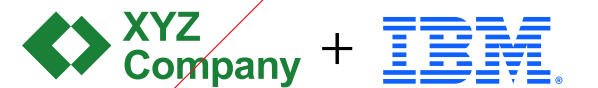
Paid media



Email marketing



Social posts



Never create your own version of the logo lockup. Use only the approved version.

Review and approval

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'll review the submission and reply within 72 hours.

