



With Watson Premier Partner Guidelines

With Watson branding

We are excited you are building With Watson! The With Watson badge is reserved for partners, clients, and third parties who are building and working with Watson technology and have been approved as a With Watson Premier Partner.

The With Watson Badge can be used in your applications, as well as marketing communications, websites, and additional collateral that refer to your application and technology.

Please be aware that all advertising campaigns including but not limited to TV, print and digital require additional approval. Please email withwatson@us.ibm.com and talk to your success manager if you are planning to advertise your With Watson solution with the badge. Please allow at least 10 business days for approval or feedback.

Please contact us at withwatson@us.ibm.com if

- You want to use artwork not included in this repository
- You want to use these images in a video/mainstream media
- You have any additional questions

With Watson badge

When using the With Watson badge, a footnote must also appear with the IBM trademark attribution. This statement should be worded in the following way: “With Watson is a trademark of International Business Machines Corporation, registered in many jurisdictions worldwide.” The corporate name can be shortened to IBM Corp. due to space constraints

This can be included in footers, with other legal languages as not to disrupt the user experience.

Stacked badge

The stacked badge should be used on plain backgrounds to ensure legibility.



badge_black



badge_white

Sizing

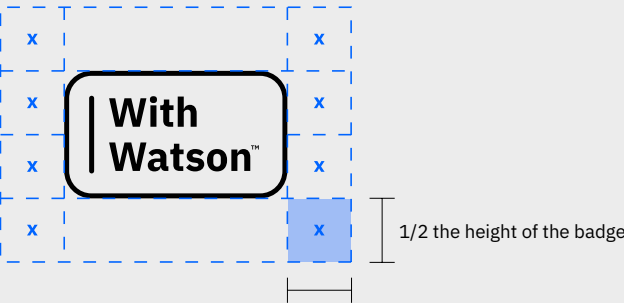
The badge should not be used below 40pt × 70pt.



Minimum size: 40 x 70 pt

Clearspace

Maintain a minimum clearspace (margin) around the badge, equivalent to half the total height of the badge to keep the badge clean and in cluttered .

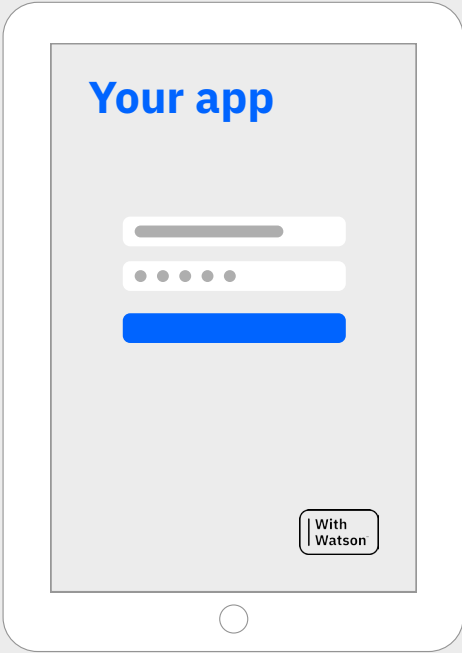


With Watson badge placement examples

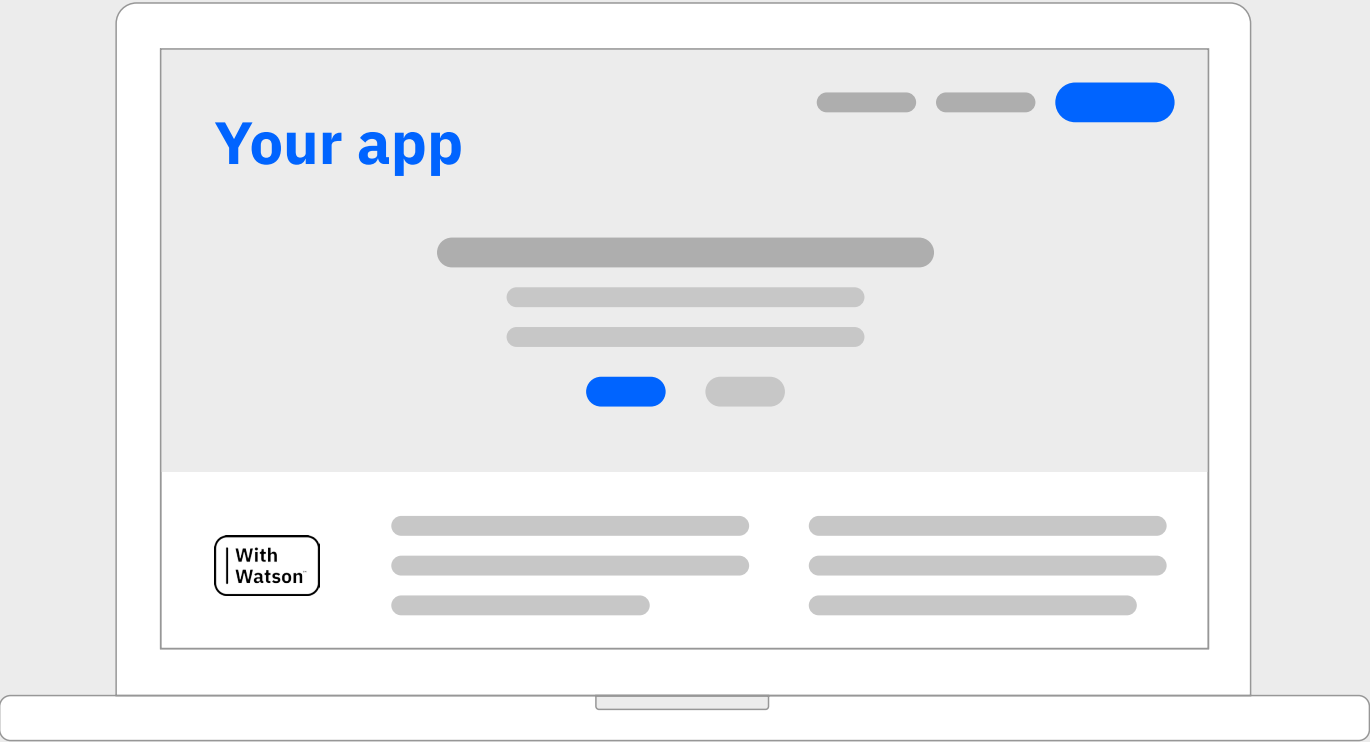
The badge may be used on:

- product splash screens
- product login screens
- product marketing pages
- communication and collateral that refer to your application or technology.

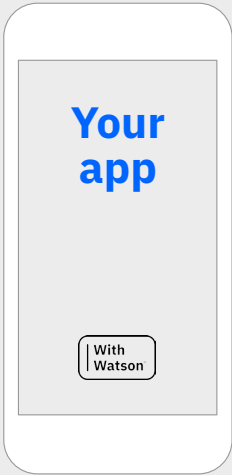
All uses of the With Watson badge require review and approval.



Product login screens



Product marketing pages

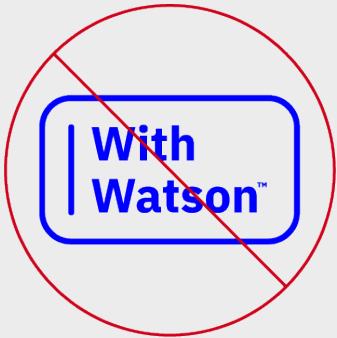


Product splash screens

**With Watson badge
do not'**

To maintain the brand integrity of the With Watson mark, do not alter the badge artwork.

Here are examples of unacceptable badge use.



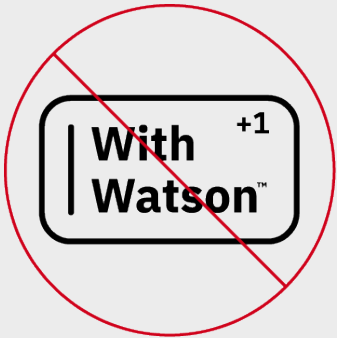
Do not alter colors.



Do not tilt.



Do not stretch.



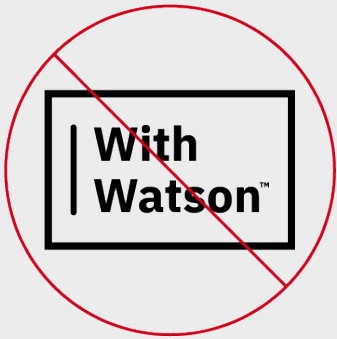
Do not add elements or alter the artwork or font.



Do not add effects.



Do not remove border.



Do not crop.



Do not separate the elements.



Do not use other IBM or Watso brand assets with express permission.

Additional guidance

Do not use “IBM Watson” or “Watson” in your application or service name.

This includes, but is not limited to, names of products (including code names), services, events, publications, programs and initiatives.

“IBM Watson” is a trademark of the IBM Corporation and can not be used by third parties in solution names.

Do not use the IBM Watson avatar in your application or promotional materials.

The Watson avatar is a trademark of the IBM Corporation and can not be used by any partners unless an exception is granted in unique circumstances that will be evaluated on a case by case basis.

Do

Cognitive assistant

Use “cognitive” or “AI” to highlight that your application utilizes Watson technology.

Use other names besides “Watson” where a personal name is desired.

e.g. Lucy

Do not

Watson Assistant, My IBM Watson

Do not use “IBM” or “Watson” in your name and product name as IBM Watson is a trademark of IBM.

Use the Watson Avatar

Do not use the Watson Avatar with your name and product.

What is Watson?

Talking about Watson can be difficult, so here are some messages that we have found successful to describe what Watson is and how it works.

We recommend explaining to your users about Watson so they can understand the value it provides. Feel free to use the language on this page if it's needed.

Watson definition

Watson is the AI platform for business. With Watson you can discover hidden insights, engage in new ways, and prepare and decide with greater confidence.

Watson

Analyzes unstructured data by using natural language processing to understand grammar and context.

Understands complex questions and can evaluate all possible meanings and determine what is being asked.

Presents answers and solutions based on supporting evidence and quality of information found.

Interacts naturally with humans.

Do call Watson a ...

Powerful new technology

Cognitive computing platform

Cognitive system

Do not call Watson a ...

Super computer

Jeopardy! champion

Black box that can do anything

World-problem solver

Person

Robot

Issuing a press releases

If you want to communicate your use of IBM Watson and promote your cognitive solution in a press release, please follow these guidelines.

Communication guidelines

IBM is moving away from a press release centric communications approach for both our own news, and client/partner engagements, and pivoting toward other external communications options, which are often more effective publicity tactics than press releases alone.

These storytelling options include partnering on media outreach to discuss a successful implementation, collaborating on a blog post, or other social amplification.

This approach does not preclude clients and partners from distributing their own communications via their own channels (their newsroom; their blogs; their social media), but any mentions of IBM or Watson must be approved by the IBM communications team.

