IBM PartnerWorld

Business Partner Mark Guidelines

June 2013

Table of contents

Introduction **3**
- Business Partner levels 4

Marks **5**
- The Business Partner marks 6
- Approved use of the IBM trademark 9
- Positive and negative marks 10
- Color palette 11

Usage **12**
- Basics 13
- Mark to company logo size relationship 14
- Mark to other partner mark size relationship 18
- Mark to other IBM mark relationship 25
- Use of registered trademark and trademark symbols 26
- Spacing and placement of the marks 27
- Scale and resizing 31
- Mark as a linking device 35
- Achievement–Ready for IBM text references 36
- Achievement–Ready for IBM events and signage 37
- Achievement–Ready for IBM Web 38
- Achievement–Ready for IBM product packaging 39
- File formats 41

Mark Generator Tool **42**
- How to use the Mark Generator Tool 43
- Listing Achievements 46
- Legal requirements 49
- Key contacts 51

Introduction

The IBM Business Partner mark identifies that your business shares IBM's vision of bringing a new level of intelligence to how the world works—how every person, business, organization, government, natural system and man-made system interacts. Each step along the way represents a chance to do something better, more efficiently and more productively. As systems become smarter, meaningful new possibilities for progress are created, along with unprecedented opportunities for teaming and collaboration.

When you join PartnerWorld and begin collaborating with IBM, the Business Partner mark conveys this special relationship to your clients, network and suppliers, and highlights your company's dedication to the pursuit of excellence and commitment to the newest technological solutions. Following these guidelines for correct application of the Business Partner mark will ensure consistent and professional application of the relationship in all visual environments, from signage to printed collateral to web and other digital uses.

» Business Partner levels

Marks
Usage
Mark Generator Tool

Table of contents

Introduction

Business Partner levels

IBM PartnerWorld is the organizing framework for delivering valuable benefits to help you succeed in the marketplace and strengthen our mutual relationship. A Business Partner may achieve three levels of membership: Premier, Advanced and Member. Each level conveys positive associations and benefits of the Business Partner's relationship with IBM.

As your company accumulates points toward the next level of IBM membership, the program awards Specialty and Authorization Achievements to your Business Partner mark along the way. These designations honor your company's accomplishments in the program, highlight progress and call attention to areas of expertise and proficiency.

Marks
Usage
Mark Generator Tool

Table of contents

Marks

The IBM Business Partner marks represent the value of your Business Partner collaboration with IBM, and signify expertise and initiative in earning status through merit and demonstrated accomplishment. As a distinct but separate part of IBM's visual identity, the Business Partner marks validate and highlight these official relationships, communicate access and connection to IBM and authenticate Business Partners in the minds of their clients, pairing the Business Partners' marks with one of the planet's most recognizable logotypes.

» The Business Partner marks
» Achievements
» Approved use of the IBM trademark
» Positive and negative marks
» Color palette

Marks
Usage
Mark Generator Tool

Table of contents

Marks

The Business Partner marks

Using the appropriate mark in your communications highlights your special relationship with IBM, and experience proves that displaying these marks can reinforce a client's decision to do business with you. These guidelines illustrate the proper use of the IBM Business Partner marks in advertising, Internet marketing, marketing materials and other business communications. Illustrations of do's and don'ts provide examples of correct usage, and help you learn to recognize and avoid instances where usage is not properly following the guidelines.

Important reminder regarding use of the IBM registered trademark and the Business Partner Emblem

The IBM eight-bar logo is IBM's identity mark and a registered trademark of the IBM Corporation. It enjoys great acclaim as one of the most respected logos worldwide. It is reserved for use only by IBM and may not be used by Business Partners as an identity mark. The IBM Business Partner mark was developed specifically to indicate the special relationship Business Partners have with IBM. The mark contains the IBM logo, but it also clearly states "Business Partner." It is the Business Partner's responsibility to comply with IBM marketing guidelines and to ensure proper use of the Business Partner mark, IBM trademarks and copyrights. IBM may not reimburse expenses for marketing materials or promotional items that fail to comply with the guidelines.

See the Usage section for complete details of the correct usage of the marks.

Marks
Usage
Mark Generator Tool

Table of contents

Marks

The Business Partner marks

There are three types of marks available for use by eligible Business Partner companies:

A IBM Premier Business Partner.

All Premier Business Partners are eligible for the Premier mark.

B IBM Advanced Business Partner.

All Advanced Business Partners are eligible for the Advanced mark.

C IBM Member Business Partner.

Eligibility requirements are in place for Member level Business Partners to use the mark. See details in paragraph C.

A

IBM Premier Business Partner mark
The IBM Premier Business Partner mark recognizes the achievements of IBM Premier Business Partners and provides visual evidence of their high level of qualification. The use of this mark is restricted to Business Partners who have attained the Premier membership level in PartnerWorld.

B

IBM Advanced Business Partner mark
The IBM Advanced Business Partner mark is restricted to Business Partners who have attained the Advanced membership level in PartnerWorld.

C

IBM Member Business Partner mark
The IBM Member Business Partner mark is available to IBM Member Business Partners who have signed the Business Partner Agreement (BPA) or certain marketing/relationship agreements which authorize Business Partner companies to resell, receive a fee for influencing the sale of, IBM hardware, software, and/or services, and/or represent IBM in go-to-market activities. The BPA is separate from the PartnerWorld Agreement, which all Business Partners agreed to when joining the PartnerWorld program. IBM Member Business Partners who have only signed the PartnerWorld Agreement are not eligible to use the mark.

Marks
Usage
Mark Generator Tool

Table of contents

Marks

Achievements

Achievements represent higher levels of accomplishment by and recognition of your company within the IBM Business Partner program, and authoritatively convey this additional value to your clients. Achievements can include authorizations, capabilities, Ready for, and awards. Correct application and usage of these Achievements strengthen the overall impression of your company's expertise and professionalism, and enhance its official and important relationship with IBM.

The Achievements "Ready for IBM..." marks can help you identify and promote your software, hardware, services, content, or technology solution as a qualified offering that has met compatibility and integration specifications established by IBM. The "Ready for IBM…." mark is used as a stand-alone achievement and cannot be combined with other achievements. Other achievements such as specialties, authorizations and awards are also available.

These usage guidelines explain how to apply the Achievements to your Business Partner mark. To access the Mark Generator Tool to create Achievements, **click here**.

Specialty
Cloud Computing

Authorized Software Value Plus
Security Solution
Information Management
Lotus
Rational
Smarter Cities
WebSphere

Authorized Systems and Storage
Power Systems
Storage
System z

Specialty
Cloud Computing

Authorized Software Value Plus
Security Solution
Information Management
Rational
Smarter Cities
WebSphere

Specialty
Cloud Computing
Power Systems

Authorized Software Value Plus
Banking
Business Analytics
Information Mangement
Smarter Cities

A Business Partner can display as few or as many earned Achievements as desired, along with the appropriate level base mark, to showcase the Business Partner's areas of expertise and accomplishment. The examples above show just three possible combinations of base marks plus Achievements.

The exception is the 'Ready for' IBM marks which must remain standalone achievements. Examples below.

Ready for
Social Business

Ready for
Security Intelligence

Ready for
DB2 database software

Marks
Usage
Mark Generator Tool

Table of contents

Marks

Approved use of the IBM trademark

The trademark symbol, TM, should appear at the lower right corner outside the blue background of the Business Partner marks. **See page 26** for placement and size guidelines.

The letters “IBM” are a registered trademark. If other IBM trademarks are referenced in text, ® or TM, or an asterisk (*) should be placed adjacent to them. Use registration marks for the IBM logo in each mark and the TM symbol for the IBM Business Partner mark itself. A footnote/attribution must appear on all materials to identify the trademark and must follow the approved IBM trademark language provided.

Trademark attributions are not necessary in certain applications, e.g., business cards, banners, and small telephone directory advertisements where space does not permit the attribution.

The first reference in text to all IBM product and service names should be preceded by IBM and followed by the proper trademark symbol.

Marks
Usage
Mark Generator Tool

Table of contents

The first use of each IBM trademark mentioned in communications must be identified in the footnote/attribution.

The marked (*) terms are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide.

Additional information about IBM trademarks is available at **http://www.ibm.com/legal/us/en/copytrade.shtml**

Footnote/attribution:

IBM Premier Business Partner mark
The IBM logo and the IBM Premier Business Partner mark are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide.

IBM Advanced Business Partner mark
The IBM logo and the IBM Advanced Business Partner mark are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide.

IBM Member Business Partner mark
The IBM logo and the IBM Member Business Partner mark are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide.

Marks

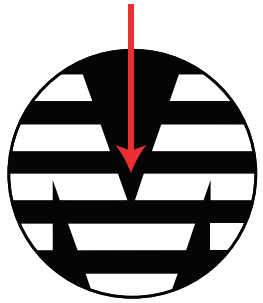
Positive and negative marks

In one-color applications, the Business Partner mark may be used in either a positive or negative version, depending on which best suits the needs of your design. There are subtle design differences between the two, to ensure legibility in printing. You can differentiate the two by looking at the “M.” The positive version has a sharp point in the middle downstroke. The negative version is blunt, and uses slightly thicker bars for better reproduction.

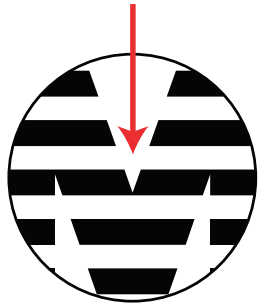
A Positive IBM Premier Business Partner mark

B Negative IBM Premier Business Partner mark

A



B



Note: The black background shown above is not part of the IBM Premier Business Partner mark and is for demonstration purposes only.

Marks
Usage
Mark Generator Tool

Table of contents

Marks

Color palette

The standardized color palette for the Business Partner marks conveys a sense of optimism and vibrancy inherent to the IBM visual identity, and provides quick differentiation among the three levels of membership (Premier, Advanced and Member). Proper use of the color palettes will ensure that Business Partner materials maintain consistency and communicate the membership levels clearly and concisely, allowing the necessary distinctions to be drawn at a glance. Perhaps more than any other business mark attribute, color imparts its information most rapidly to a viewer and for this reason should carefully adhere to the guidelines. Using other colors, or colors that are close but not an exact match, is confusing and should be avoided.

DARK BLUE BACKGROUND
BLUE 6

PMS 2955C
C100 M55 Y10 K48
R0 G63 B105
HEX #003F69

PREMIER EMBLEM ONLY
MODIFIED BLUE 1

PMS 2905C
C40 M0 Y0 K0
R142 G216 B248
HEX #8ED8F8

BLACK

WHITE

Marks
Usage
Mark Generator Tool

Table of contents

Usage

The following usage guidelines apply to all Business Partner marks regardless of media, and supersede all previously published guidelines.

» Basics
» Mark to company logo size relationship
» Mark to other partner mark size relationship
» Mark to other IBM mark relationship
» Use of registered trademark and trademark symbols

Usage

Basics

DO

- Use marks as provided, without alteration.
- Use the actual mark in all membership level versions.

DON'T

- Distort or skew the mark in any way.
- Change the typeface, size and position of the typogaraphy within the mark.
- Recolor the mark's background box or typography.
- Position the mark on an angle.
- Outline the background box.
- Add additional typography to the mark (except for Achievement listings).
- Use the mark within copy as a read-through.
- Use the mark on a busy background.
- Do not combine a mark with any other icon, trademark or graphic.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

General

DO

DON'T

Don't distort the mark by scaling it at unequal horizontal and vertical percentages.

Don't alter the position of the typography and IBM logotype within the mark.

Don't remove the background box, or change the color of the typography.

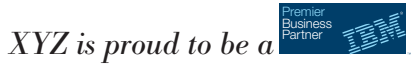
Don't position the mark on a slant.

Don't skew the mark in any way.

Don't change the typefaces used within the mark or outline the background box.

Don't recolor the background box.

Don't add additional typography to the mark (except for Achievement listings).



Don't use the mark as a read-through (part of a sentence) in text or headlines.

Don't use the mark on a busy background.

Don't combine a mark with any icon, trademark, or graphic

Usage

Basics

DO

- Use marks as provided, without alteration.
- Use the actual mark in all membership level versions.

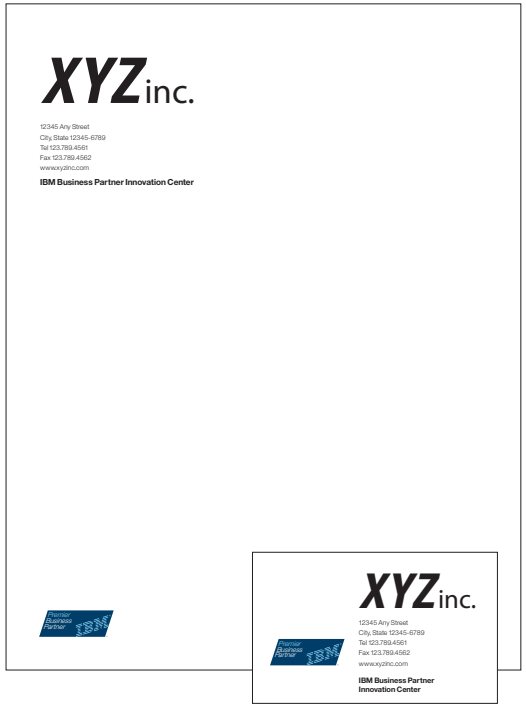
DON’T

- Skew the mark in any way.

Print

DO

DON’T



Don’t skew the mark in any way.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Basics

DO

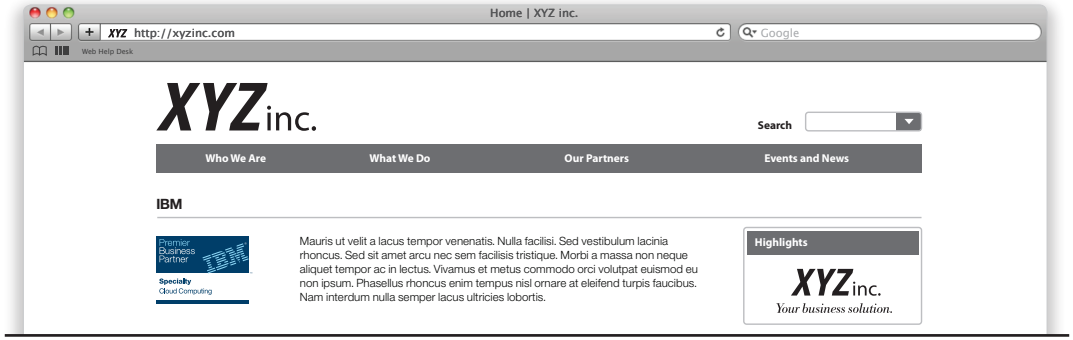
- Use marks as provided, without alteration.
- Use the actual mark in all membership level versions.

DON'T

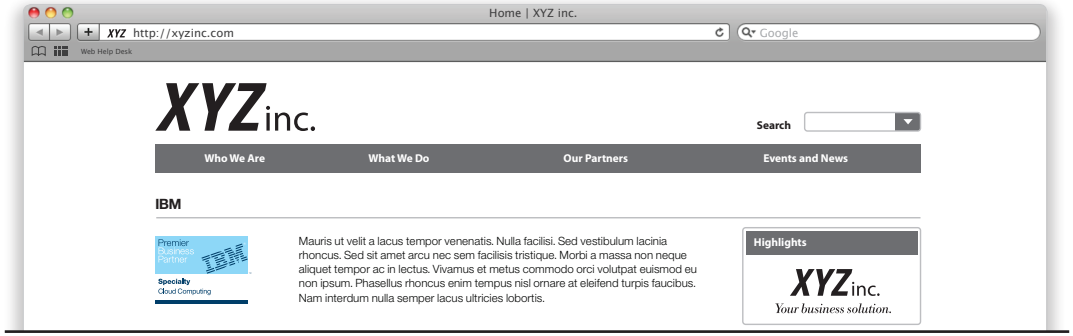
- Recolor the mark's background box or typography.

Digital

DO



DON'T



Don't recolor the background box.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Basics

DO

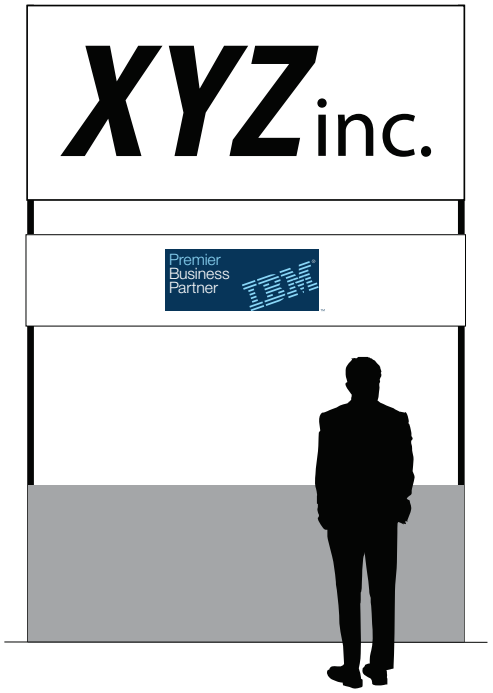
- Use marks as provided, without alteration.
- Use the actual mark in all membership level versions.

DON'T

- Use repeated copies of the mark as a pattern or wallpaper.
- Add additional typography to the mark (except for Achievement listings).

Environmental and other

DO



DON'T

Don't use repeated copies of the mark as a pattern or wallpaper.

Don't add additional typography to the mark (except for Achievement listings).

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Mark to company logo size relationship

DO

- Keep your company's logo as the primary identity in your communications.

DON'T

- Allow the Business Partner mark to become the primary identity in your communications, by using it in a larger size or more dominant position than your company's identity.

General

DO

XYZ inc.

Premier Business Partner IBM

DON'T

Premier Business Partner IBM™

XYZ inc.

Don't make the Business Partner mark the primary identity in your company's communications.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Mark to company logo size relationship

DO

- Keep your company's logo as the primary identity in your communications.

DON'T

- Allow the Business Partner mark to become the primary identity in your communications, by using it in a larger size or more dominant position than your company's identity.

Print

DO

DON'T

Don't make the Business Partner mark the primary identity in your company's communications.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Mark to company logo size relationship

DO

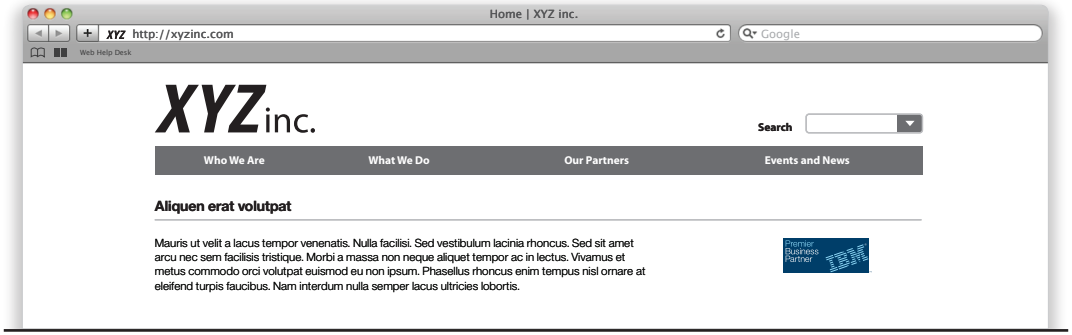
- Keep your company's logo as the primary identity in your communications.

DON'T

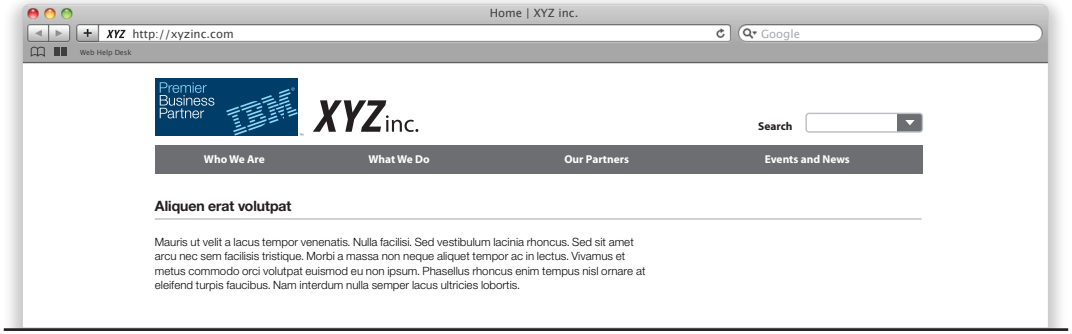
- Allow the Business Partner mark to become the primary identity in your communications, by using it in a larger size or more dominant position than your company's identity.

Digital

DO



DON'T



Don't make the Business Partner mark the primary identity in your company's communications.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Mark to company logo size relationship

DO

- Keep your company's logo as the primary identity in your communications.

DON'T

- Allow the Business Partner mark to become the primary identity in your communications, by using it in a larger size or more dominant position than your company's identity.

Environmental and other

DO

DON'T

Don't make the Business Partner mark the primary identity in your company's communications.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Mark to other partner mark size relationship

DO

- Use the mark in equal proportion to other partner marks, distinct and free-standing from all other copy and graphics.

DON'T

- Make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

General

DO

DON'T

Don't make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Mark to other partner mark size relationship

DO

- Use the mark in equal proportion to other partner marks, distinct and free-standing from all other copy and graphics.

DON’T

- Make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Print

DO

DON’T

Don’t make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Mark to other partner mark size relationship

DO

- Use the mark in equal proportion to other partner marks, distinct and free-standing from all other copy and graphics.

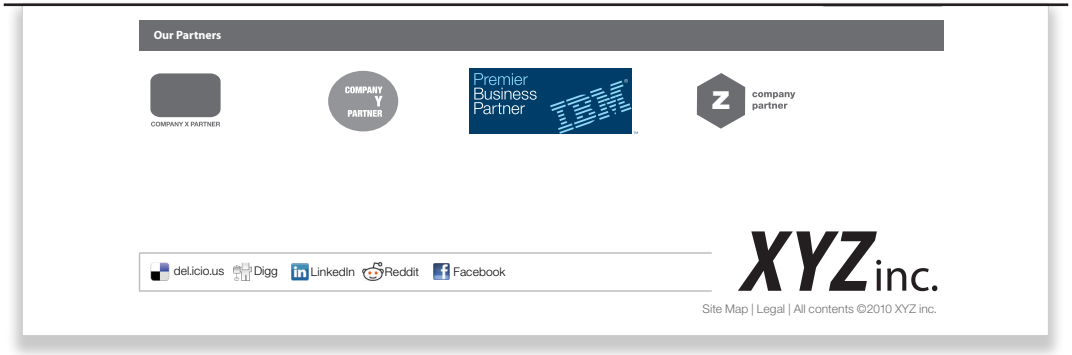
DON'T

- Make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Digital

DO

DON'T



Don't make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Mark to other partner mark size relationship

DO

- Use the mark in equal proportion to other partner marks, distinct and free-standing from all other copy and graphics.

DON’T

- Make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Environmental and other

DO

DON’T

Don’t make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

‘Ready for’ IBM mark to other IBM marks relationship

The Achievement “Ready for IBM...” marks can help you identify and promote your software, hardware, services, content, or technology solution as a qualified offering that has met compatibility and integration specifications established by IBM. The “Ready for IBM….” mark is used as a stand-alone achievement and cannot be combined with other Ready for achievements, specialties, authorizations, and awards in a single mark, or used in a signature position or as a relationship mark in a communication.

All the standard basic mark usage guidelines in the Usage section apply.

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Use of registered trademark and trademark symbols

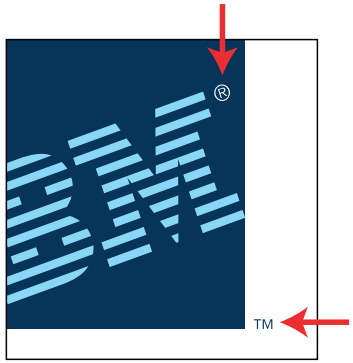
DO

- Use registered trademark and trademark symbols where required (**see page 9** for requirement specifics).

DON'T

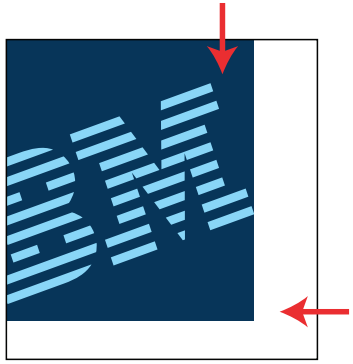
- Omit the registered trademark and trademark symbols from the Business Partner mark.

DO



DON'T

Don't omit registered trademark and trademark symbols from the Business Partner mark.



Marks
Usage
Mark Generator Tool

Table of contents

Usage

Spacing and placement of the marks

DO

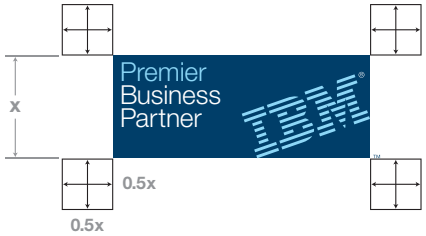
- The minimum uninterrupted space surrounding the mark is equal to one-half the height of the primary mark rectangle, as shown.

DON'T

- Position copy or graphics within the uninterrupted space on all sides of the Business Partner mark equal to one-half the height of the primary mark rectangle.
- Use the Business Partner mark as a read-through within text or headlines.

General

DO



XYZ inc.

Your business solution.

DON'T

XYZ inc.

Your business solution.

Don't use the Business Partner mark as a read-through within text or headlines, or position other graphics or copy closer than the specified minimum distance.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Spacing and placement of the marks

DO

- The minimum uninterrupted space surrounding the mark is equal to one-half the height of the primary mark rectangle, as shown.

DON'T

- Position copy or graphics within the uninterrupted space on all sides of the Business Partner mark equal to one-half the height of the primary mark rectangle.
- Use the Business Partner mark as a read-through within text or headlines.

Print

DO

DON'T

Don't position your company's tagline or other copy directly next to the Business Partner mark.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Spacing and placement of the marks

DO

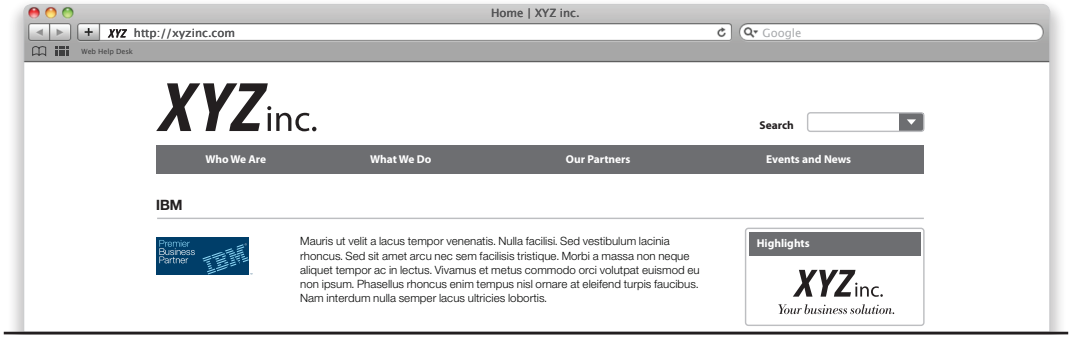
- The minimum uninterrupted space surrounding the mark is equal to one-half the height of the primary mark rectangle, as shown.

DON'T

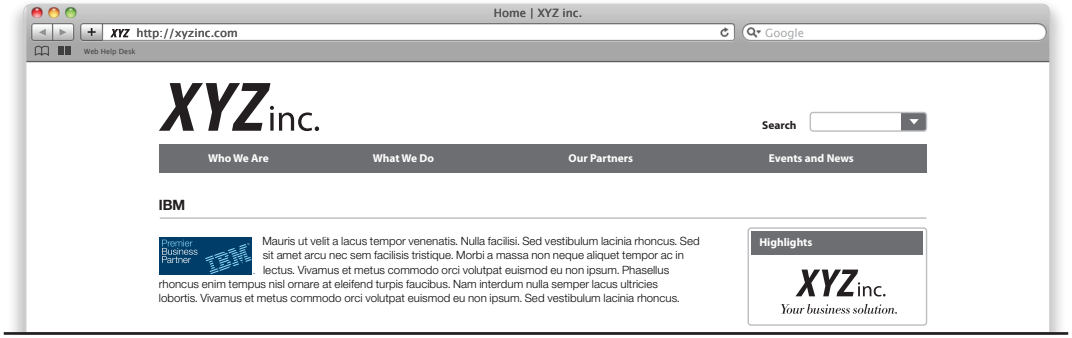
- Position copy or graphics within the uninterrupted space on all sides of the Business Partner mark equal to one-half the height of the primary mark rectangle.
- Use the Business Partner mark as a read-through within text or headlines.

Digital

DO



DON'T



Don't use the Business Partner mark as a read-through within text or headlines.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Spacing and placement of the marks

DO

- The minimum uninterrupted space surrounding the mark is equal to one-half the height of the primary mark rectangle, as shown.

DON'T

- Position copy or graphics within the uninterrupted space on all sides of the Business Partner mark equal to one-half the height of the primary mark rectangle.
- Use the Business Partner mark as a read-through within text or headlines.

Note: To ensure proper use of the Business Partner marks on promotional and merchandise items, please use IBM-approved vendors who may be contacted through the customer service telephone number for your locality at http://www.logostore-globalid.com.

Environmental and other

DO

DON'T

Don't make the Business Partner mark the primary identity on your company's promotional items.

Don't position the mark on a slant.

Don't position your company's tagline or other copy closer than the specified minimum distance.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Scale and resizing

The Mark Generator Tool will create your mark at the exact size you specify, from the minimum to maximum allowable. Should you need to adjust the size for any reason, always scale the mark and its typography to equal vertical and horizontal percentages. Keep them together as a grouped unit so that as all elements scale up or down, their proportional relationships and positions are preserved. The following examples describe minimum reproduction sizes for both print and web use, based on the height and width of the primary mark rectangle and corresponding proportional typographic sizes and positions.

For the minimum and maximum reproduction sizes of the Business Partner mark on promotional and premium items, please refer to the **chart on page 34**.

A Minimum web dimensions—mark only

B Minimum print dimensions—mark only

C Minimum web dimensions—mark and Achievements

D Minimum print dimensions—mark and Achievements

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

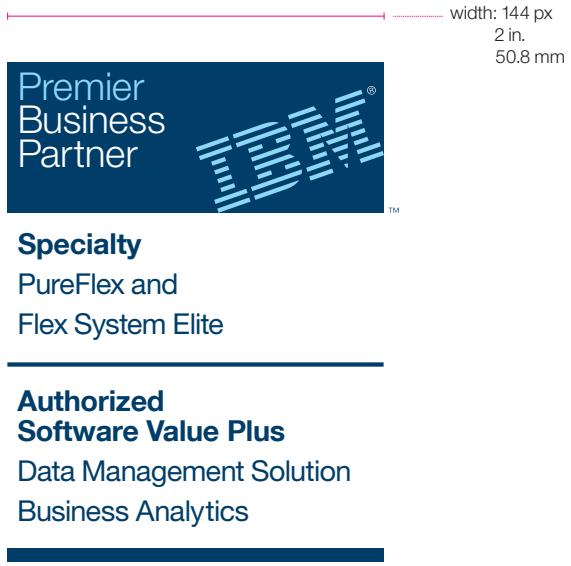
Table of contents

General

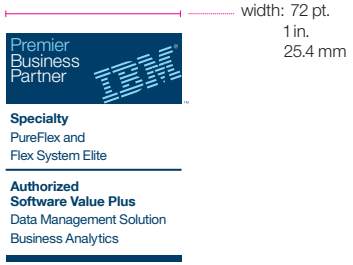
A Web

B Print

C Web



D Print



Usage

Scale and resizing

DO

- Scale the Business Partner mark and its typography to equal vertical and horizontal percentages.
- Group the Business Partner mark and its typography together as a unit when resizing so that as all elements scale up or down, their proportional relationships and positions are preserved.

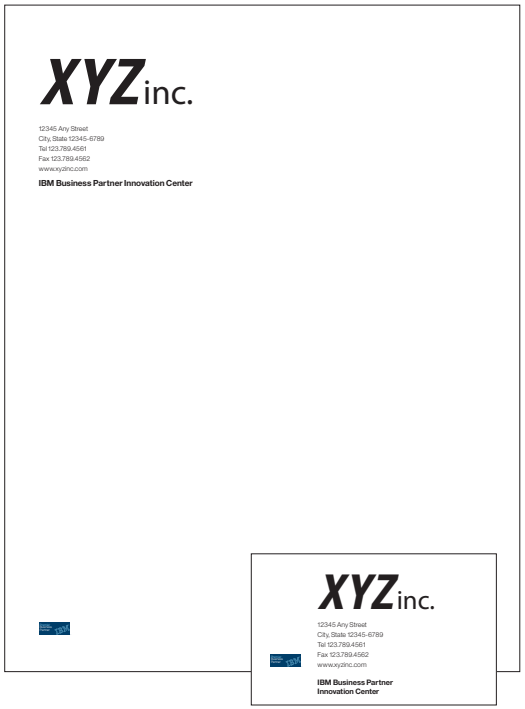
DON’T

- Use the Business Partner mark at a size smaller than the specified minimum dimensions.

Print

DO

DON’T



Don’t use the Business Partner mark at a size below the specified minimum dimensions..

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Scale and resizing

DO

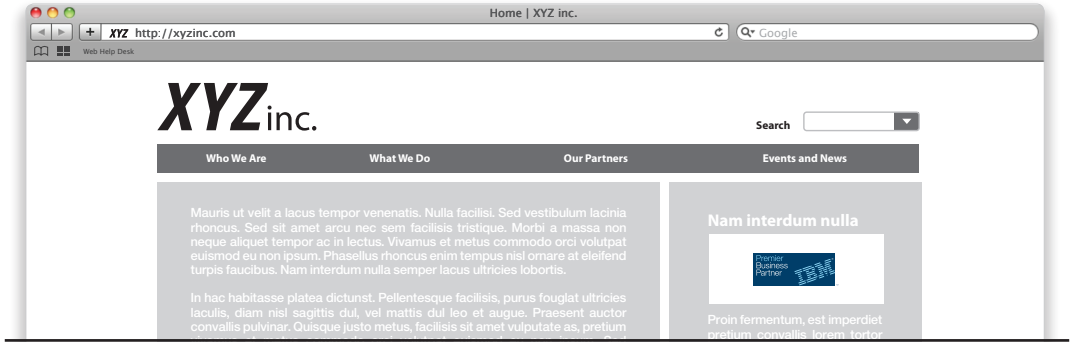
- Scale the Business Partner mark and its typography to equal vertical and horizontal percentages.
- Group the Business Partner mark and its typography together as a unit when resizing so that as all elements scale up or down, their proportional relationships and positions are preserved.

DON'T

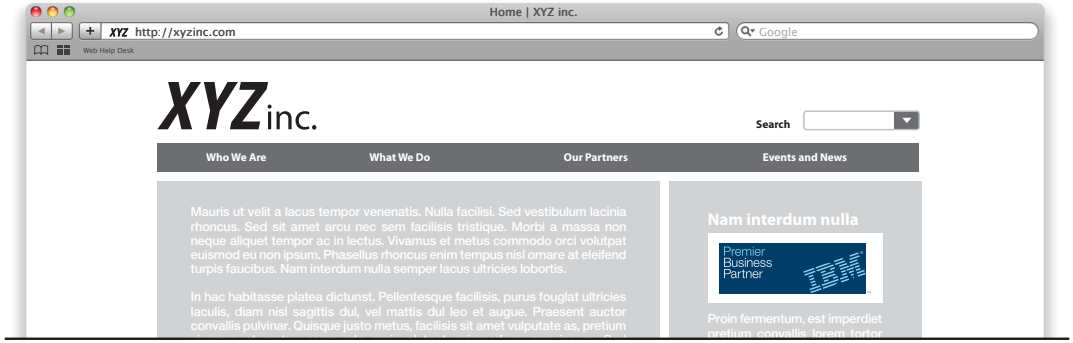
- Scale the Business Partner mark using unequal horizontal and vertical percentages.

Digital

DO



DON'T



Don't scale the Business Partner mark using unequal horizontal and vertical percentages.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Scale and resizing

DO

- Refer to the chart to determine the allowable minimum and maximum reproduction size for the Business Partner mark on your particular type of promotional item.
- Scale the Business Partner mark and its typography to equal vertical and horizontal percentages.
- Group the Business Partner mark and its typography together as a unit when resizing so that as all elements scale up or down, their proportional relationships and positions are preserved.

DON'T

- Use the Business Partner mark at sizes outside the minimum and maximum reproduction size range listed on the chart for your particular type of promotional item.

Environmental and other

Business Partner Mark Size Guidelines

Bags	3 1/2 in. (89 mm) to 4 in. (102 mm) screened
	On embroidered bags, use the same tapes that are on apparel
Business card holders	1 in. (25 mm) to 1 1/4 in. (32 mm) laser engraved
	1 1/2 in. (38 mm) to 2 1/4 in. (57 mm) screened
Calculators	1 in. (25 mm) to 2 in. (51 mm) screened
Clocks and desk items	1 in. (25 mm) to 1 1/4 in. (32 mm) laser engraved
	1 1/2 in. (38 mm) to 2 1/4 in. (57 mm) screened
Golf balls	1 in. (25 mm) to 1 1/4 in. (32 mm) pad print
Key rings	1 in. (25 mm) to 1 1/4 in. (32 mm) laser engraved
	1 1/2 in. (38 mm) to 2 1/4 in. (57 mm) screened
Mousepads	Maximum imprint area in the center of the mousepad
Mugs	2 in. (51 mm) to 2 1/2 in. (63.5 mm) screened
Pens	1 in. (25 mm) to 1 1/2 in. (38 mm) laser engraved or screened
Portfolios and journals	Up to 3 1/2 in. (89 mm) wide, debossed or screened
Shirts	2 3/4 in. (70 mm) embroidery/screenprint
Umbrellas	4 1/2 in. (114 mm) folding
	6 1/2 in. (165 mm) to 7 in. (178 mm) golf, screened
Watches	1 in. (25 mm) to 1 1/4 in. (32 mm) screened

Minimum and maximum reproduction size of mark on collateral.

» General
» Print
» Digital
» Environmental and other

Marks
Usage
Mark Generator Tool

Table of contents

Usage

Mark as a linking device

DO

- Use the Business Partner marks as links on your web page, to navigate to other content within your company's website or to link out to official IBM web content and sites.
- Use the marks unaltered.
- Follow usage guidelines for size, scale, placement, coloration and typography.

DON'T

- Use the marks as navigation to any non-IBM site or content.
- Alter the marks in any way.
- Use the marks below minimum or above maximum size, skew or distort them, change the typefaces or recolor them.

Marks
Usage
Mark Generator Tool

Table of contents

Achievement – Ready for IBM text references

DO

- When referring to a Ready for IBM validation in a sentence or headline, use the “Ready for IBM...” title, and not the mark name.
- Title example: Ready for IBM DB2 database software
- Mark name example: Ready for DB2 database software

DON’T

- When referring to an IBM validation in a sentence or headline, do not use the mark graphic.
- Do not use “Ready for IBM...” to refer to any product that has not met IBM specifications for validation.
- Do not refer to a company or to a person as [being] “Ready for IBM...”.
- Do not use an acronym, abbreviation, incorrect capitalization, or possessive form of any “Ready for IBM...” statements.

Marks
Usage
Mark Generator Tool

Table of contents

DO

Smith Company’s customers can increase the efficiency of their operations by buying XYZ product, which has met IBM specifications as Ready for IBM DB2 database software.

After meeting IBM specifications for validation, XYZ product became the latest of Smith Company’s offerings to be Ready for IBM DB2 database software.

DON’T

After meeting IBM specifications for validation, XYZ product became the latest of Smith Company’s

offerings to

Smith Company anticipates that, in the next six months, XYZ product will be validated as Ready for IBM Rational software.

After all its products met IBM specifications for validation, Smith Company advised customers they are Ready for IBM Technology.

Smith Company believes that having products which are READY FOR IBM Social Business will differentiate them in the marketplace.

Smith Company believes that having products which are R4 IBM Rational SW is a solid business proposition.

Achievement – Ready for IBM events and signage

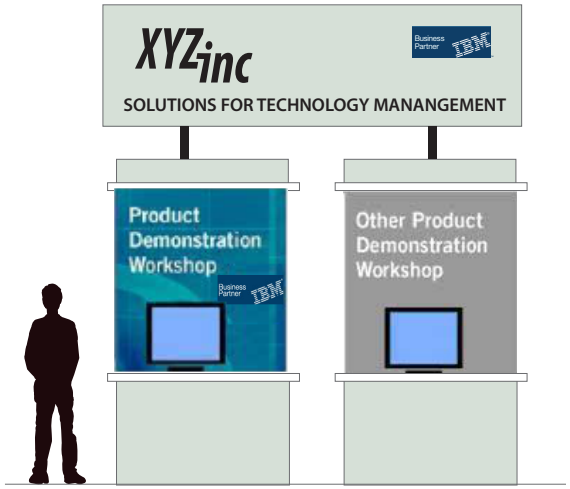
DO

- Your company logo should clearly identify that you are the owner of the event or the exhibit. Your signs may include the IBM Business Partner mark. To identify your qualified Ready for IBM offering, place the mark as close as possible to the relevant parts of the exhibit or event.

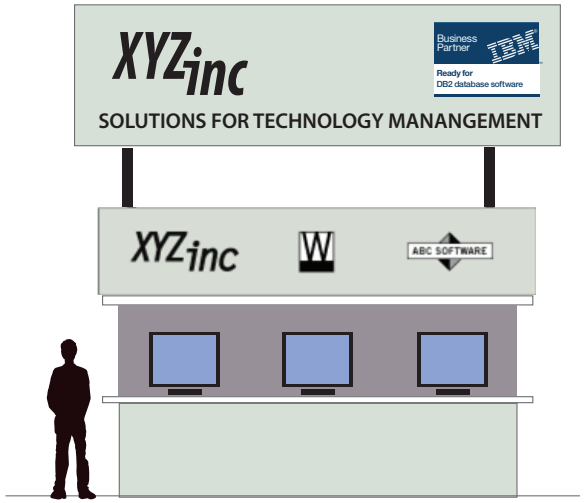
DON'T

- Do not put the mark too close to your company logo or in a dominating position.

DO



DON'T



Marks
Usage
Mark Generator Tool

Table of contents

Achievement – Ready for IBM Web

DO

- Include a mark on your website by using the GIF or JPEG artwork that IBM supplied to you via the Mark Generator tool. Ensure the mark remains distinct, visible, and clear.
- Place the mark as close as possible to the relevant content and pages of your website. You may use the mark on your website provided it appears in conjunction with an announcement that features your qualified offering. The mark should be separate from your company logo.
- To preserve the quality of the artwork, GIF marks should be used “as is,” at the size provided. If the mark must be resized, the PDF should be rescaled and re-saved in GIF or JPEG format.

DON’T

- Do not confuse the mark with the name of your product.
- Do not place the mark too close to the name of your product.

Marks
Usage
Mark Generator Tool

Table of contents

Achievement – Ready for IBM product packaging

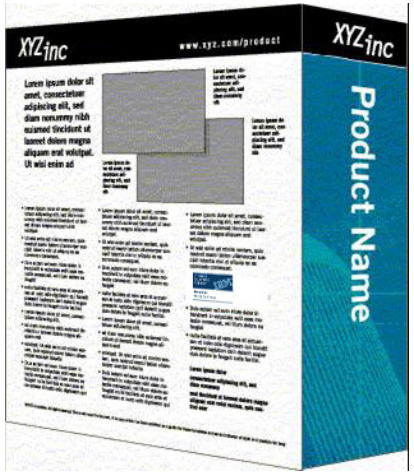
DO

- Place the mark on your package so that customers can easily distinguish it from other corporate, product, or other logos or marks. Ensure the mark remains distinct, visible, and clear.

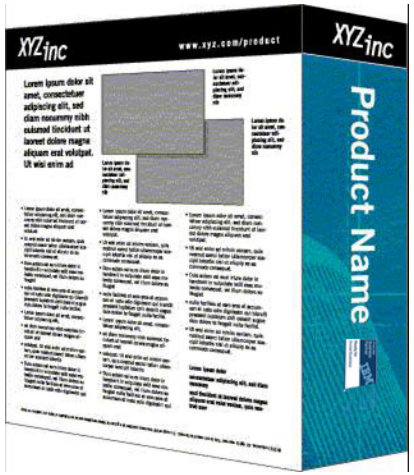
DON'T

- Do not confuse the mark with the name of your product.
- Do not place the mark too close to the name of your product.

DO



DON'T



Marks
Usage
Mark Generator Tool

Table of contents

Achievement – Ready for IBM legal attributions

In general

- Each “Ready for IBM...” mark is an IBM trademark and contains IBM trademarks. Any and all uses within your marketing communications require the inclusion of a Legal Attribution text. Each mark has its own specific attribution statement. Only attribute the marks you are using.
- Some countries have legal restrictions on the appearance of trademark symbols. Consult your local attorney for instructions.
- Always ensure that the mark is large enough to be legible.
- Always list multiple IBM brand names in alphabetical order: e.g., DB2 database, Rational, and Tivoli software.

Standard attribution format

- The Ready for IBM... mark and the trademarks contained therein are trademarks of IBM Corp. IBM is not the licensor of this Business Partner’s product and does not make any warranties regarding this Business Partner’s product.

Example attribution for one mark:

- “The Ready for IBM Technology mark and the trademarks contained therein are trademarks of IBM Corp. IBM is not the licensor of this Business Partner’s product and does not make any warranties regarding this Business Partner’s product.”

Example attribution for multiple marks:

- “The Ready for IBM Technology and Rational software marks and the trademarks contained therein are trademarks of IBM Corp. IBM is not the licensor of this Business Partner’s product and does not make any warranties regarding this Business Partner’s product.”

Marks
Usage
Mark Generator Tool

Table of contents

Usage

File formats

The Mark Generator Tool will generate marks for all applications across the print and digital spectrum. The appearance of the marks changes slightly depending on their end usage, and takes such variables as screen legibility and printing processes into account. While it isn't necessary to familiarize yourself with these design adjustments, it's important to keep in mind that a mark intended for a printed piece will not render correctly on a website, and vice versa.

Each time you use it, the Mark Generator Tool creates your mark in three formats for download as a .zip archive (GIF and JPEG formats for digital use, and PDF format for print). Be sure to use the appropriate file format to ensure the best result in your finished communication.

To preserve the quality of the artwork, GIF marks should be used "as is," at the size provided. If the mark must be resized for a digital application, the PDF should be rescaled and re-saved in GIF or JPEG format.

Environmental and other

File format	Application	Color mode	Resolution	Background
GIF	Digital	RGB	72 dpi	Not transparent
JPEG	Digital	RGB	72 dpi	Not transparent
PDF	Print	CMYK	N/A (vector)	Not transparent

Marks
Usage
Mark Generator Tool

Table of contents

Mark Generator Tool

The Mark Generator is an interactive, easy-to-use web-based tool that generates unique personalized versions of the Business Partner marks to download and use in all of your communications. It eliminates guesswork and allows you to quickly create a correct Business Partner mark that conforms to usage guidelines every time. To access the Mark Generator Tool, **click here**.

» How to use the Mark Generator Tool?
» Listing Achievements

Marks
Usage
Mark Generator Tool

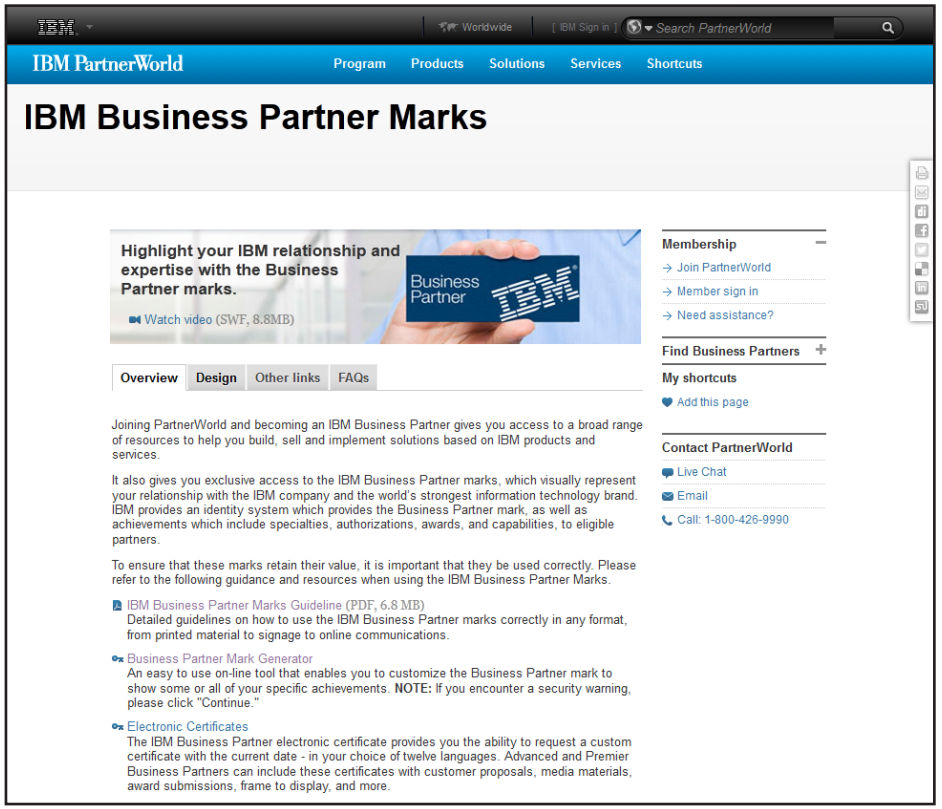
Table of contents

Mark Generator Tool

How to use the Mark Generator Tool

Step 1: Sign In

Sign in to the secure PartnerWorld website. When you sign in and access the Mark Generator, the system identifies your level of Business Partner membership (Premier, Advanced or Member) and presents you with a list of the Achievements you are entitled to add to the appropriate base mark.



Marks
Usage
Mark Generator Tool

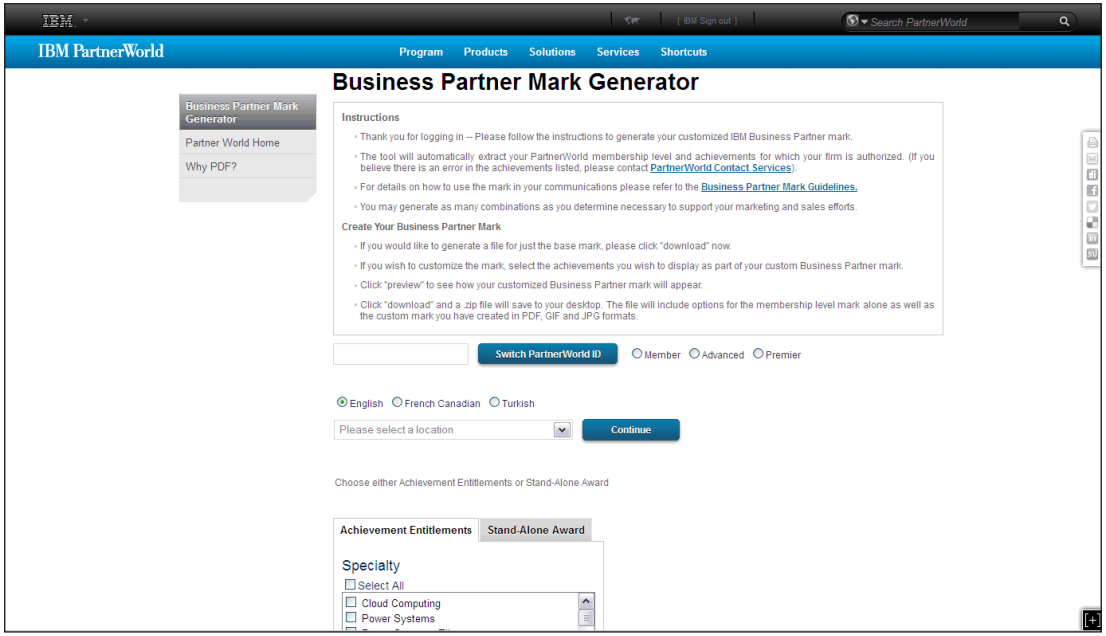
Table of contents

Mark Generator Tool

How to use the Mark Generator Tool

Step 2: Select Achievements

The Mark Generator allows you to create multiple versions of your mark. You can experiment with as many potential combinations as you like, and there is no limit to the number of different versions you can create and download. Simply check off the boxes next to the desired Achievements and attributes (other specifications such as reproduction size, color or black and white, and positive or negative versions) and click Preview. The tool will create and display a preview of your base mark plus the custom add-ons.



Marks
Usage
Mark Generator Tool

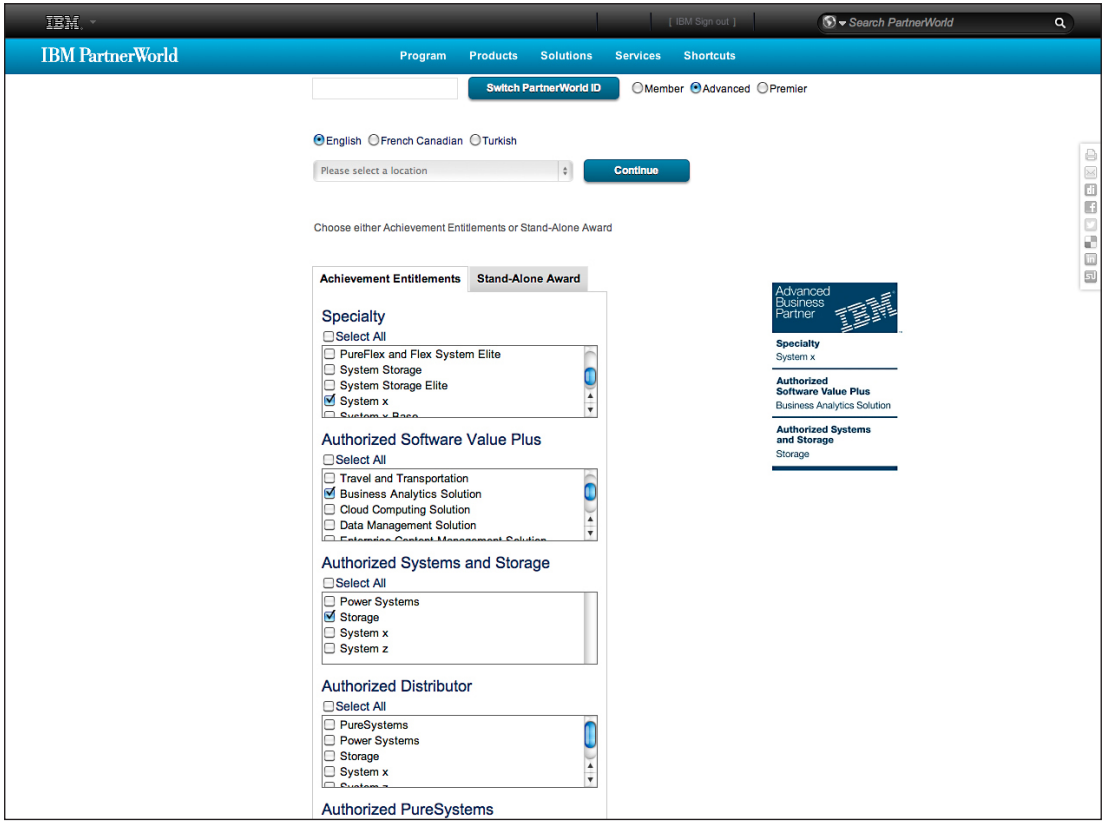
Table of contents

Mark Generator Tool

How to use the Mark Generator Tool

Step 3: Finalize and download

When you are satisfied with your choices, click to download a .zip archive of your mark generated in GIF, JPEG and PDF formats. Remember: you can create as many separate versions of your mark plus different combinations of Achievements as you like, so it's possible to customize each for a particular usage. For instance, you may want to display all of your Achievements plus the base mark for use on a website to provide a complete list of your company's Specialties and Authorizations in one place. On a business card, with its limited space, the base mark alone is usually sufficient.



Marks
Usage
Mark Generator Tool

Table of contents

Mark Generator Tool

Listing Achievements

It is recommended that you list only those Achievements that directly apply to the project for which you're creating the mark. The number of Achievements to add each time you generate a mark should take into consideration the mark's end usage and the aesthetics of the finished product, so as to maintain the mark's maximum value in your company's communications.

DO

- Edit your list of Achievements to those directly applicable to each usage for which you're creating a mark.
- Customize your mark to make it specific to each new project.
- Create as many separate versions of your mark as needed.
- Keep in mind that screen uses can support a larger list of Achievements, while print uses tend to have more limited space.

DON'T

- Diminish your mark's impact by listing Achievements that don't apply to the project for which you're creating the mark.
- List all of your Achievements every time you generate a mark (unless it's appropriate to your projects).
- Alter the scale, format, positioning or typography of the Achievements list to accommodate a small space.

Marks
Usage
Mark Generator Tool

Table of contents

Example
Business Partner
For use on a website or reference document, this Premier Business Partner displays all of its Achievements along with the base mark, creating a lengthy, all-inclusive mark.

Specialty
Cloud Computing
System Storage

Authorized Software Value Plus
Data Management Solution
Smarter Analytics Solution for Big Data

Authorized Software Value Plus
Power Systems

Customization 1
For a mark to be used for a project on data storage solutions, the Premier Business Partner edits down the choices so that only achievements relevant to the project are shown. Listing Cloud and Systems Storage as Specialties indicates expertise in working with different methods of storage, and the Authorized Software Value Plus Achievement shown under Authorizations demonstrates experience with software specifically intended for data management..

Specialty
Cloud Computing
System Storage

Authorized Software Value Plus
Data Management Solution

Customization 2
For a mark to be used for a different project focused on data management, the Premier Business Partner adds only the Achievement directly applicable to this project to the base mark..

Authorized Software Value Plus
Data Management Solution

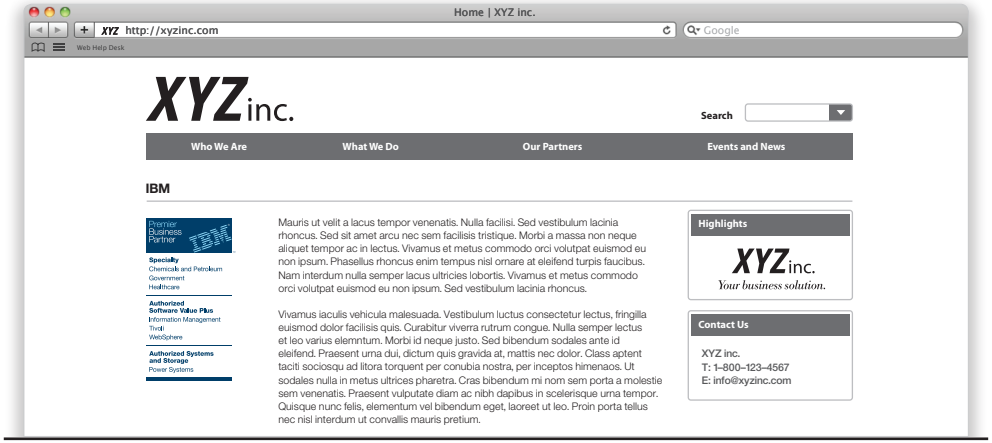
Mark Generator Tool

Listing Achievements

One criterion for determining the number of Achievements to add to the base mark is the amount of space available in your finished communication. It is preferable to edit down the number of Achievements rather than attempt to fit too many into a small space.

How many Achievements should I include?

Business Card
On a business card, with its limited space, the base mark should be used alone. Achievements should not be included.



Website
On a website, where space is not an issue, displaying all of your Achievements plus the base mark is an option that will provide a complete list of your company's Specialties and Authorizations in one place.

Marks
Usage
Mark Generator Tool

Table of contents

Mark Generator Tool

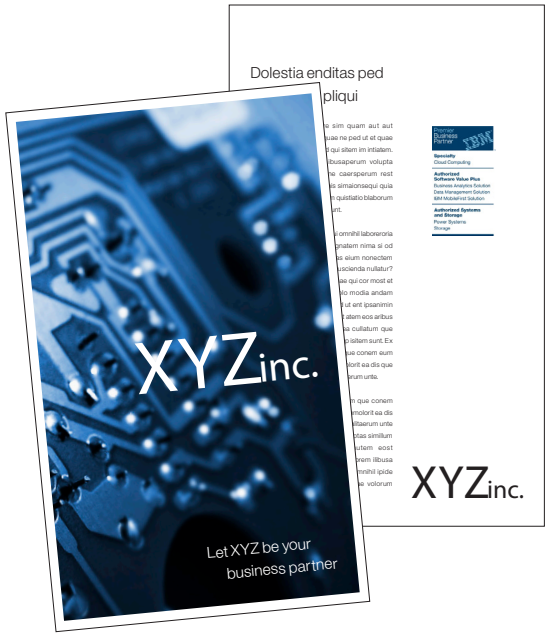
Listing Achievements

The second criterion for determining the number of Achievements to add to the base mark is their relevance to the project for which you're creating the mark. Marks for projects with a specific targeted audience—for example, the healthcare field—should list only those Achievements relevant to the audience. Marks for projects with a wider scope can include a greater number of Achievements so as to be appropriate for a more general audience.

Distributors entitled to create marks with the Specialty Achievements may only apply these marks in communications directed to their Business Partner audiences. The Achievement earned as a Distributor may not be used in materials targeted to end-user customers.

Which Achievements should I include?

Banner
On a display banner for use at a healthcare business trade show, use the base mark plus those Specialties and Authorizations specifically pertaining to your company's healthcare-related products and services.



Brochure
In a general informative brochure promoting your company's products and services to a wide audience of potential new clients, you may choose to add all of your Achievements to the base mark to create a complete list of your company's Specialties and Authorizations.

Legal requirements

The marks should be used only when you reference the IBM products and offerings you sell, service or influence, and should not be used if your communication does not refer to these IBM-related activities or to your role as an IBM Business Partner. For example, you should not use the mark to publicize a press release about a merger or a public offering, etc. The only exceptions are identification materials (like business cards, banners and signs) to which descriptions of products and offerings do not apply.

Marks
Usage
Mark Generator Tool

Table of contents

Legal Requirements

Authorized and appropriate usage

You may use the IBM logotype or other trademarked artwork only if you are authorized to do so.

When using the marks in your communications please ensure:

- Your materials are clearly perceived as communications from your own company, not IBM.
- You only reference IBM products and services for which you are authorized.
- You do not disparage IBM or competitive products or services.
- You do not use any IBM trademark, service or product name in a telephone number that will be promoted using alphabetic rather than numeric characters or in a URL domain name or email address.

Marks
Usage
Mark Generator Tool

Table of contents

Key contacts

For additional inquiries:

PartnerWorld Contact Services

ibm.com/partnerworld/contact

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