IBM

IBM Power Systems

Expression Guidelines

Updated June 2017

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Purpose

These guidelines are designed to assist anyone responsible for creating marketing assets or communications for IBM Power Systems. Following these guidelines will ensure clear, consistent, and effective expression of the brand.

Brand Summary

While competitors position themselves as cost-effective solutions for existing business challenges, we'll position IBM Power Systems as the performance-driven brand for IT buyers and influencers—the best systems for today's data-intensive computing and the only systems for tomorrow's cognitive business.

IT and business professionals trust IBM Power Systems to handle the most demanding computing tasks on earth—and to do so securely, with industry-leading resiliency. Leveraging this trust, the IBM Power Systems brand communicates with clarity, resolve and a commitment to client results.

Key Audiences

Audiences and Value Propositions

Business Leaders:

IBM Power Systems deliver insights with unmatched speed and certainty. It equips business leaders to solve big problems more quickly while continually identifying and shaping the next great business innovations.

IT Leaders:

For IT leaders focused on what's possible, what's essential and what's next for the business, IBM Power Systems means dramatically improving IT agility, through efficiency, performance and security.

Developers:

With IBM Power Systems, developers can build richer, more powerful and innovative applications and end-user experiences. Developers running multiple environments and working with open source software will benefit from fast speeds and the support of open technology communities.

Data Scientists:

Data-intensive workloads run faster and with more accuracy on IBM Power Systems. That speed opens up new ways to put sophisticated data analysis to use immediately. Organizations can maximize the value of their data.

Key Messages

Areas of Business and Suggested Copy

These are suggested lines for describing the overall IBM Power Systems brand and the six areas of the business. This list is intended to give a feel for the brand personality and values, not to limit the use of creative, on-brand language.

Brand Statement
IBM Power Systems clients gain a competitive edge with systems built to handle the most demanding, data-intensive computing tasks imaginable.

The data center, redefined

HPC Systems – Supercomputing, redefined

Data Scientists:
- Take data science to new levels
- Supercharge your capacity for real-time insights
- The ultimate choice for high-performance data analysis

Mission Critical Systems – Confidence, redefined

IT Leaders:
- For when it can't fail
- When it matters most, it runs on IBM Power Systems
- The most reliable infrastructure for around-the-clock demands

Converged Systems – Simplicity, redefined

IT Leaders:
- Enterprise cloud made simple
- Centralize your IT management with no sacrifices
- Best-in-class performance with virtually unlimited scalability

Modern Data Platforms – Insights, redefined

Developers:
- Collaborate and innovate
- Do more with data, faster
- Equipped for high-performance open source platforms

Data Scientists:
- Turn more of your data into more value
- Harness the power of modern platforms
- Fast, accurate insights to the people who need them

Deep Learning Systems – AI, redefined

Business Leaders:
- Fuel new thinking
- Expand your business capabilities
- Gain knowledge that powers your business

IT Leaders:
- The most trusted system for AI
- Fully optimized for machine learning
- Equip your team with industry-leading deep learning frameworks

Developers:
- Empowering AI developers
- Take machine learning applications to a new level
- The system for tomorrow's machine learning breakthroughs

Data Scientists:
- Powering AI advances
- Advanced AI insights, faster
- Put the power of machine learning to work for your organization

Cloud Service Systems – Cloud, redefined

IT Leaders:
- For the unique needs of cloud service providers
- High performance for advanced cloud computing
- The cloud meets advanced data platforms and deep learning

Wordmark

Horizontal (Primary)

The IBM Power Systems wordmark serves as a principal visual reference. It is typeset in IBM Eliot Sans to align with IBM standards. The wordmark should primarily be used in horizontal applications.

- The wordmark should never be cropped, obscured, juxtaposed or used in lieu of the IBM logo.

- Use only supplied artwork for the black (A) and white (B) versions of the wordmark.

- Do not alter, distort, bleed or crop the provided assets.

- Do not recreate the wordmark.

- Font use should always be consistent. IBM should appear Bold and Power Systems should appear in Regular. This is consistent with IBM Systems design standards.

A. IBM_PowerSystems_Wordmark_black.eps

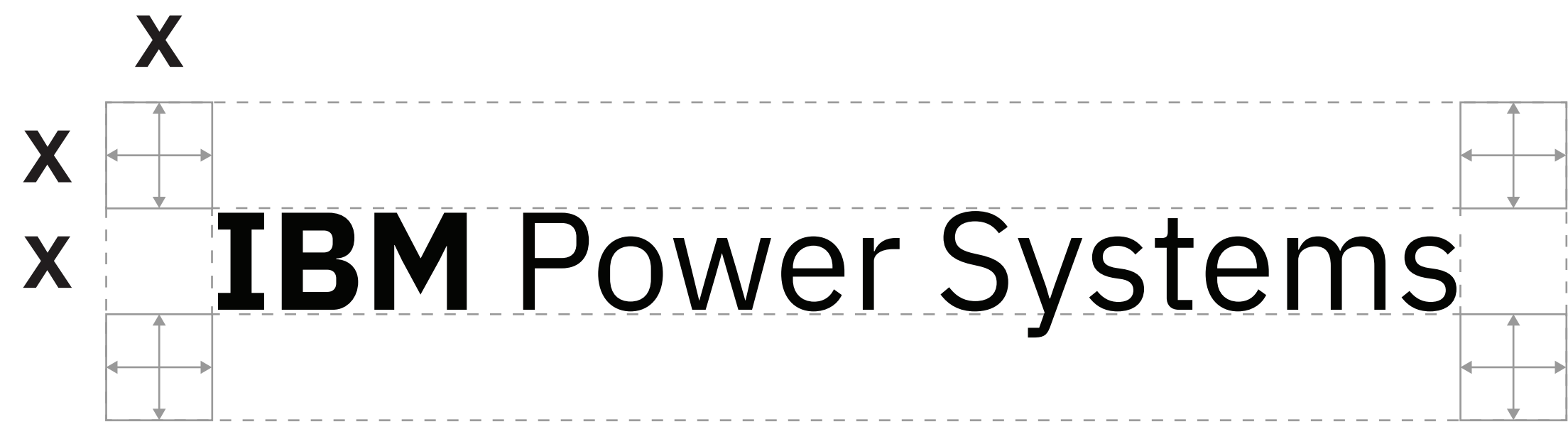**IBM** Power Systems

B. IBM_PowerSystems_Wordmark_white.eps

IBM Power Systems

Wordmark

Stacked (Secondary)

The stacked version of the wordmark can be used when necessary, but should be used sparingly. The wordmark should primarily be used in vertical applications.

- Use only supplied artwork for the black (A) and white (B) versions of the stacked wordmark.

- Do not alter, distort, bleed or crop the provided assets.

- Do not recreate the wordmark.

- Font use should always be consistent. IBM should appear in Bold and Power Systems should appear in Regular. This is consistent with IBM Systems design standards.

A. IBM_PowerSystems_WordmarkStacked_black.eps

IBM Power
Systems

B. IBM_PowerSystems_WordmarkStacked_white.eps

IBM Power
Systems

Wordmark
Spacing

The IBM Power Systems wordmark serves as a principal visual reference. It is typeset in IBM Eliot Sans and IBM Eliot Sans Bold to align with IBM standards.

The wordmark should never be cropped, obscured, juxtaposed or used in lieu of the IBM logo.

- Use only supplied artwork for the wordmark.

- Do not alter, distort, bleed or crop the provided assets.

- Do not recreate the wordmark.

- The wordmark should primarily be used in horizontal applications.

- Font use should always be consistent. IBM should appear in Bold and Power Systems should appear in Regular. This is consistent with IBM system design standards.

IBM Power Systems

Typography

Typeface

Typography will be consistent with IBM Power Systems expression guidelines. This creates a tie to the Systems brand, while maintaining the unique typographic expression.

IBM Eliot Sans
Used for high-level messaging, facts and statistics, body copy, solution statements and proof points.

Bold: The bold weight is used for headlines, words and/or short phrases to show emphasis.

Regular: Regular is the standard font for body copy and additional large areas of copy.

Italic: Italicizing IBM Eliot Sans should be limited to show details and short descriptions.

Bold Italic: Bold italic font should be used sparingly to display highlight key phrases of importance.

IBM Eliot Sans

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IBM Power Systems offer servers built with open technologies and designed for mission-critical applications. Today's business leaders demand servers designed for big data that are optimized, secure, and adapt to changing workload requirements.
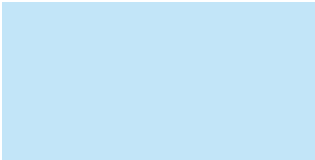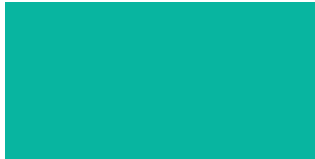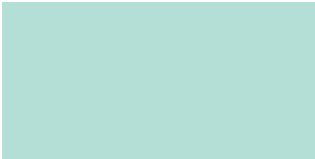
Color

Palette

Color is a core component of all visual communications. These colors set a unique look and presence for IBM Power Systems communications, while also tying back to IBM's core color palette.

Teal and blue have always been primary for IBM Power Systems. The expansion of variances of these colors are used to display the growth of the Power Systems brand as a whole.
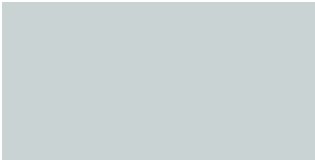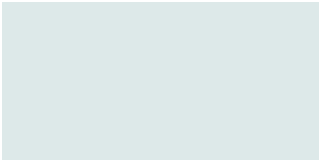
The IBM Design full-spectrum color palette contains ten grades, from 10 to 100. Black text is WCAG AA accessible on grades ranging from 10 to 50. White text is accessible on grades from 50 to 100.

Blue 80
PMS 7546 C
R29 G54 B73
C60 M26 Y0 K71
#1D3649

Blue 60
PMS 653 C
R50 G92 B128
C61 M28 Y0 K50
#325c80

Blue 50
PMS 7456 C
R65 G120 B190
C66 M37 Y0 K25
#4178be

Blue 40
PMS 2718 C
R85 G150 B230
C63 M35 Y0 K10
#5596e6

Blue 30
PMS 7453 C
R90 G170 B250
C64 M32 Y0 K2
#5aaafa

Blue 10
PMS 290 C
R192 G230 B255
C25 M10 Y0 K0
#c0e6ff

Teal 80
PMS 567 C
R0 G60 B50
C100 M0 Y17 K76
#003c32

Teal 50
PMS 569 C
R0 G133 B113
C100 M0 Y15 K48
#008571

Teal 40
PMS 7465 C
R0 G180 B160
C100 M0 Y11 K29
#00b4a0

Teal 30
PMS 333 C
R65 G214 B195
C70 M0 Y9 K16
#41d6c3

Teal 20
PMS 332 C
R110 G237 B216
C54 M0 Y9 K7
#6eedd8

Teal 10
PMS Green 0921 C
R167 G250 B230
C033 M0 Y8 K2
#a7fae6

Cool Grey 90
PMS 419 C
R13 G17 B17
C24 M0 Y0 K93
#0d1111

Cool Grey 70
PMS 446 C
R60 G70 B70
C14 M0 Y0 K73
#3c4646

Cool Grey 60
PMS 445 C
R90 G100 B100
C10 M0 Y0
#5a6464

Cool Grey 40
PMS 443 C
R149 G159 B159
C6 M0 Y0 K38
#959f9f

Cool Grey 30
PMS 5517 C
R174 G184 B184
C5 M0 Y0 K28
#aeb8b8

Cool Grey 20
PMS 441 C
R200 G210 B210
C5 M0 Y0 K18
#c8d2d2

Cool Grey 10
PMS 7541 c
R223 G233 B233
C4 M0 Y0 K9
#dfe9e9

Cool White 4
R236 G240 B242
#ECF0F2

Cool White 1
R251 G253 B253
#FBFDFD

Color
Gradients

In addition to the solid colors available, Power Systems design has a gradient option with a number of variations.

The directions of the gradients are used to show the progress in growth and the speed in IBM Power Systems with directions going in one of the following directions:

• 0 degrees (left to right)

• 90 degrees (bottom to top)

• 45 degrees (bottom left corner to top left corner)

Gradient Examples
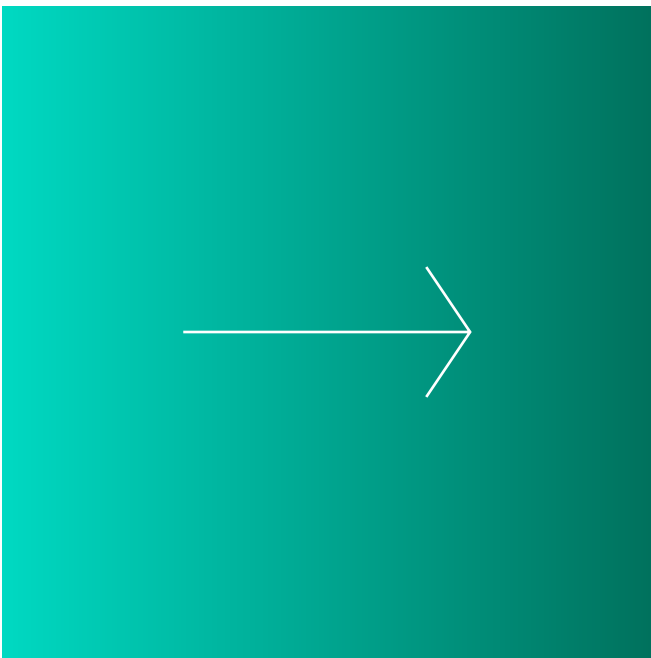
0° Gradient

90° Gradient

45° Gradient

Expression Pattern

Primary

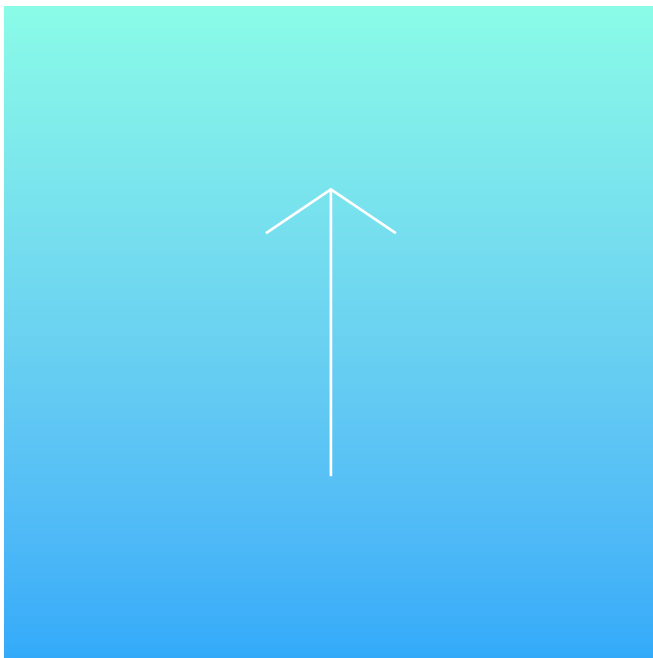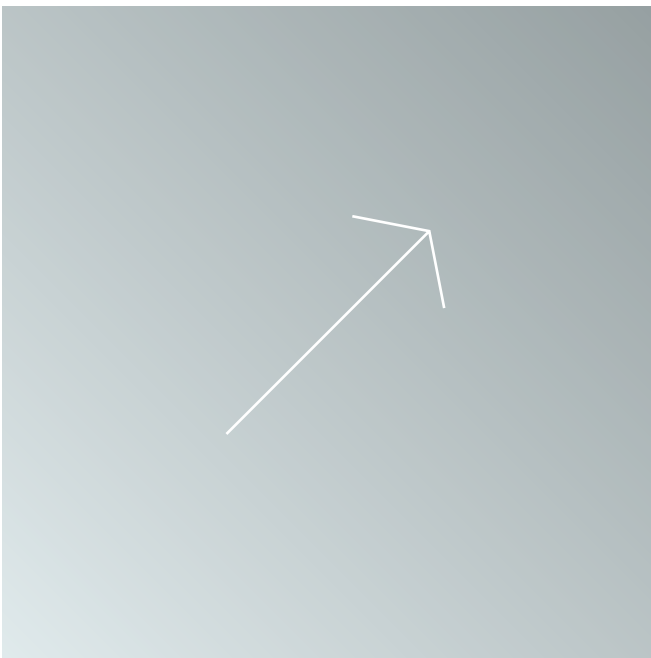The primary graphic allows for a consistent look across all forms of communication to create a unique and instantly recognizable style for IBM Power Systems. This pattern can be used in conjunction with the wordmark as an element to highlight the product.

- Use only supplied artwork.

- Do not distort the shapes or colors in the provided asset. Use only the colors supplied.

- The nature of the asset allows and welcomes flexibility and creativity in the composition of the assets.

- When utilizing the asset as a pattern, the number of shapes should be curated and purposeful.

- When applied, the pattern should never overpower a photo or asset. It should only be used as an enhancement.

- The pattern can be used with a solid color from the provided palette, a gradient using 1 color from the light palette and 1 from the dark palette, or a gradient from a solid into a dissolve/fade of 0% opacity.

A. IBM_PowerSystems_ExpressionPattern_black.eps
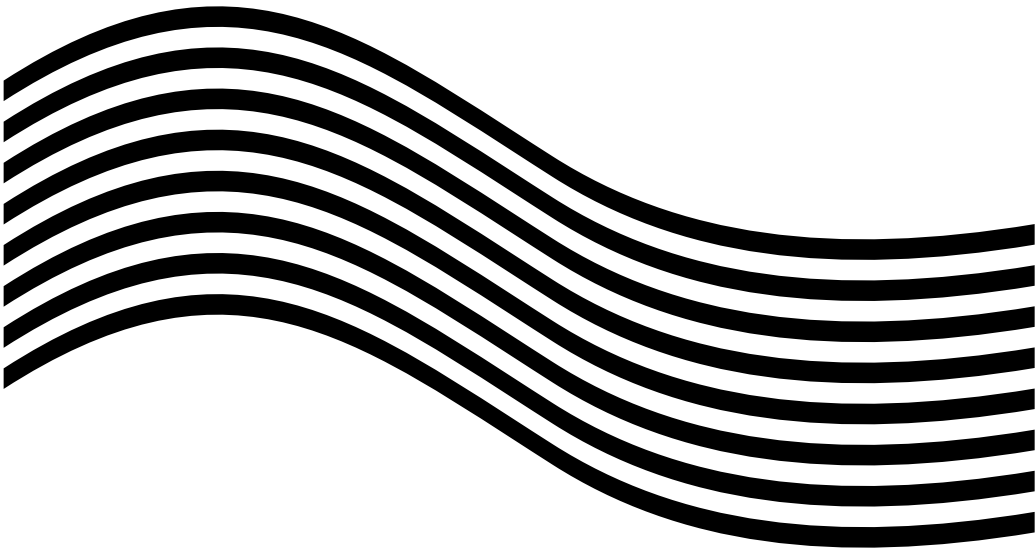
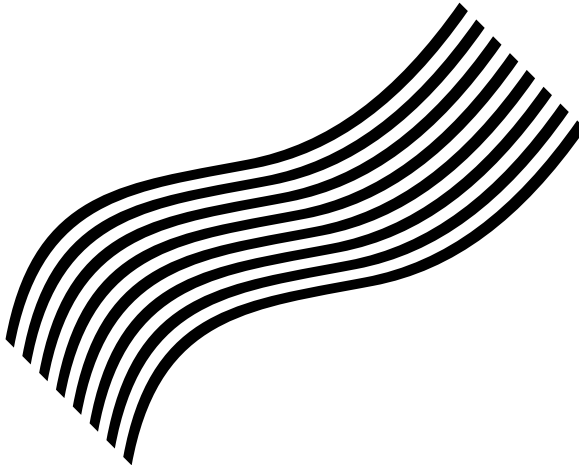B. IBM_PowerSystems_ExpressionPattern_white.eps
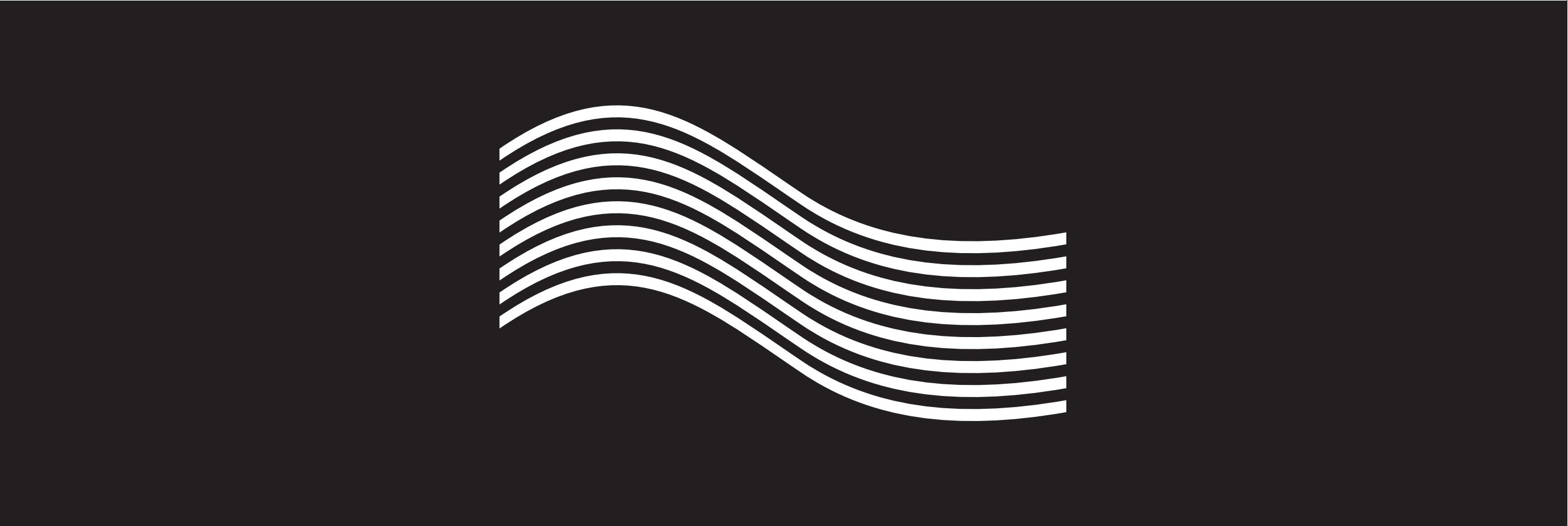
Expression Pattern

Alternate Uses

The primary graphic for IBM Power Systems has alternate useage. It can be rotated at 45 degrees and 90 degrees. These patterns can be used in conjunction with the wordmark as an element to highlight the product.

- Use only supplied artwork.

- Do not distort the shapes or colors in the provided asset. Use only the colors supplied.

- The nature of the asset allows and welcomes flexibility and creativity in the composition of the assets.

- When utilizing the asset as a pattern, the number of shapes should be curated and purposeful.

- When applied, the pattern should never overpower a photo or asset. It should only be used as an enhancement.

- The pattern can be used with a solid color from the provided palette, a gradient using 1 color from the light palette and 1 from the dark palette, or a gradient into a dissolve/fade.

C. IBM_PowerSystems_ExpressionPatternAlt1_black.eps

D. IBM_PowerSystems_ExpressionPatternAlt2_black.eps

E. IBM_PowerSystems_ExpressionPatternAlt1_white.eps

F. IBM_PowerSystems_ExpressionPatternAlt2_white.eps

Photography

Structured Guidelines

When choosing photography for IBM Power Systems, select images that convey the concept of motion and moving forward. The imagery should range from technology (product specific) to candid shots of specific target audience at work. These are not final selections; they are meant as guidance for mood and concept only.

- Choose photography that is representative of industries and companies that can benefit from IBM Power Systems or photography that highlights individuals.

- Photos should lean toward bright tones rather than muted tones. Look for images with natural lighting rather than artificial.

- Choose photography that uses unique vantage points.

- Each shot is candid and taken in mid-action.

- Imagery must be authentic and natural, not staged.

- Please refer to The IBM look for additional guidance in choosing photography.

Use Cases

Digital

Following the imagery guidelines (see page 15) include imagery that's relevant to IBM Power Systems.
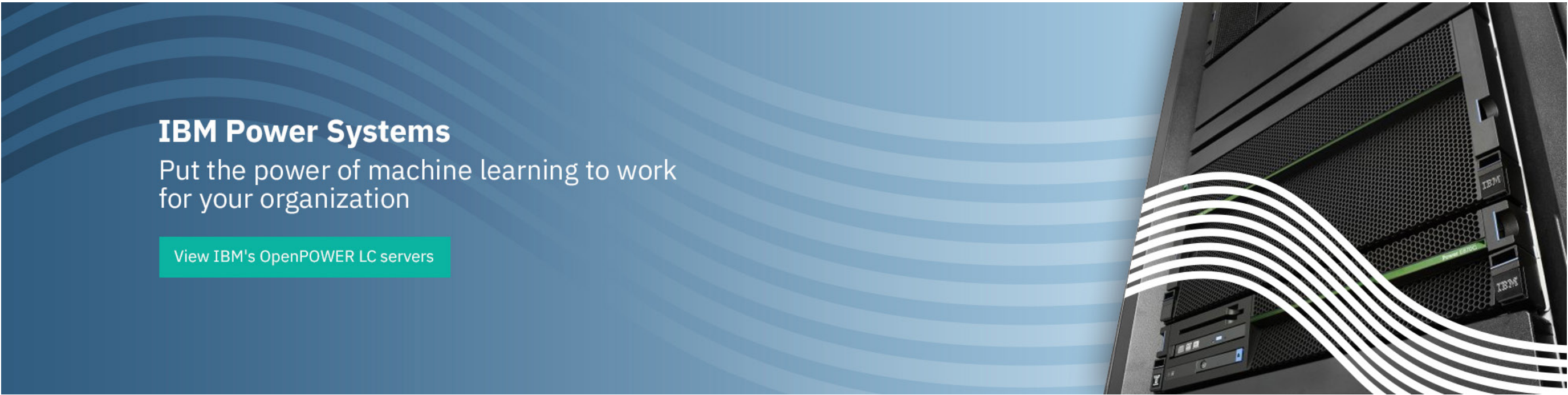
Backgrounds can be solid colors or gradients (see page 12 for guidance).

Every digital asset should include the expression pattern to tie together IBM Power Systems with its content but should not be overwhelming to take away from the copy.

When assets are not on the IBM website, the IBM 8-bar should be included.

All social tiles and display ads should include a specific call to action for the user.

Website

IBM Power Systems
Put the power of machine learning to work for your organization

View IBM's OpenPOWER LC servers

Social

Display

AI, redefined.
Equip your team with industry-leading deep learning frameworks

Learn more about Power Systems

IBM Power Systems

Power Systems solutions

The ultimate choice for high-performance data analysis

See the solutions

Use Cases

Print

Following the imagery guidelines (see page 15) include imagery that's relevant to IBM Power Systems.

Backgrounds can solid colors or gradients (see page 12 for guidance).

Every print asset should include the expression pattern to tie together IBM Power Systems with its content but should not be overwhelming to take away from the copy.
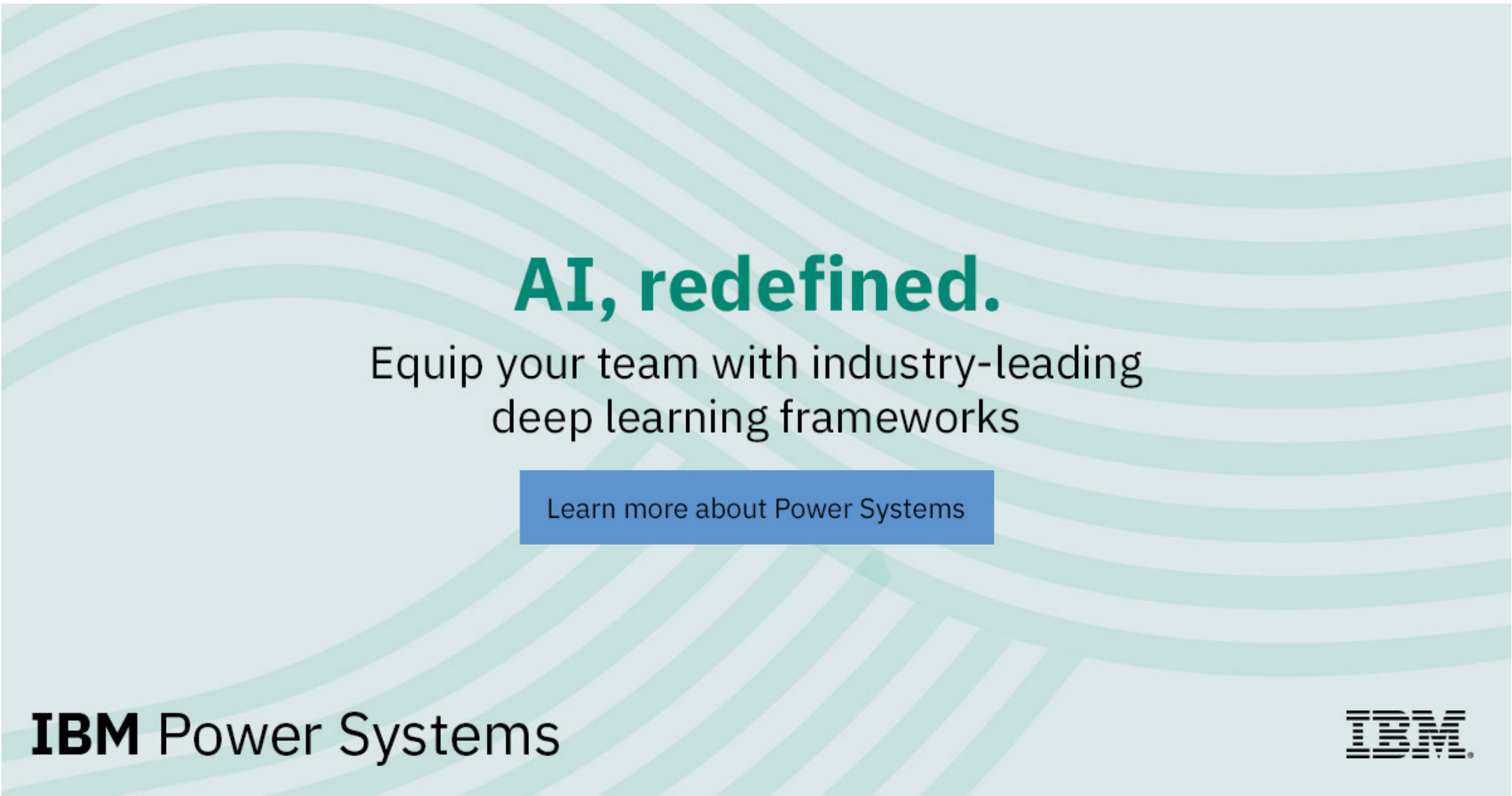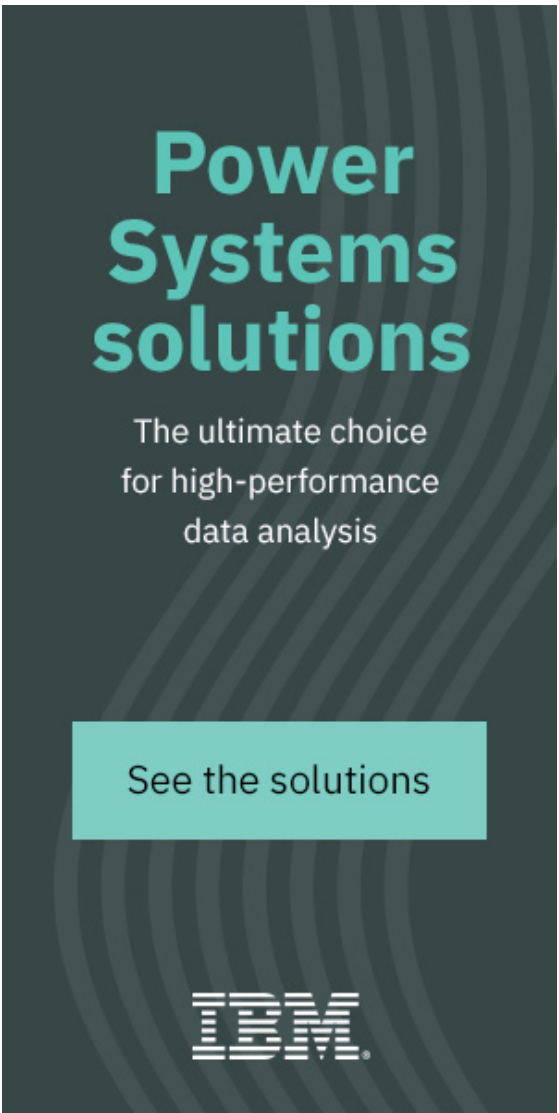
POWER8

Wordmarks

The POWER8 wordmark serves as a principal visual reference. It is typeset in Helvetica for IBM.

- The wordmark should never be cropped, obscured, juxtaposed or used in lieu of the IBM logo.

- Use only supplied artwork versions of the wordmark.

- Do not alter, distort, bleed or crop the provided assets.

- Do not recreate the wordmark.

- Font use should always be consistent. POWER8 should appear in regular font weight, no space between the POWER and 8, and POWER should be all-caps. This is consistent with IBM Systems design standards.

POWER8

POWER8

POWER8

Software

Wordmarks

The Power Systems software wordmarks serves as a principal visual reference. It is typeset in Helvetica for IBM.

- The wordmarks should never be cropped, obscured, juxtaposed or used in lieu of the IBM logo.

- Use only supplied artwork versions of the wordmark.

- Do not alter, distort, bleed or crop the provided assets.

- Do not recreate the wordmark.

- Font use should always be consistent. The colors/gradients should not be altered and Power should always be lowercased except for the P and the sub-lettering such as KVM.

PowerHA   PowerVM

PowerSC   PowerVP

PowerVC   PowerKVM

Go forth and create!

For questions related to intent and purpose, or assistance with executions, please contact:

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