IBM iX

Brand Guidelines

October 2018

Intro

This guide is an essential tool for anyone responsible for working with the IBM iX brand. It sets the expectations for the experiences and relationships we seek to create, and provides guidance on how iX should be presented to the world at large.

If you are in the Digital Strategy service line, please adopt all aspects of the visual expression as described in this guide except for the iX logo. When a logo is necessary, the IBM 8-bar logo should be used.

The information in these guidelines will be updated as the brand continues to evolve—always make sure you are using the latest version. The latest guidelines and files are available at ibm.biz/iXbrand.

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It’s never been a better time to be a creator.
People have never had a bigger, more open canvas on which to create and innovate, or more tools and technologies with which to build new businesses. We’ve never had the ability to know more about our customers, their desires and behaviors—making experiences more effective, products more relevant, and relationships more loyal. The power to change any industry, to topple any incumbent brand is open to anyone.

It’s never been a tougher time to be in business.
All businesses can be disrupted. Democratization of technology, access to capital, and the power of networks means anyone can be your competitor. The relentless pace of change never stops. This is the new normal for enterprises.

Between the boundless opportunity and the pervasive threat is an opportunity for an entirely new kind of business partner.

Approach

In 2017, we made a strategic change in what our brand would mean, how we work, and how we present ourselves to the world. We moved away from “Interactive Experience” as we had been known and became something new, led by the concept of Business by Design.

Business by Design is the concept that expresses the unique way in which we tell our story, and it is important to the strategy of iX.

The new iX refers to our culture of Insight, Idea, Impact and the insights, ideas and exponential impact we deliver for our clients.

Positioning

We are IBM iX, your global business design partner.

A combination of digital agency and consultancy, we work at the intersection of progressive strategy, creative vision, and transformational technology.

We are a collection of *renegades* and *realists* focused on the single biggest business challenge: tomorrow. Nothing we do is hypothetical. Everything we do has a measurable impact. We imagine the businesses that will shape the world for years to come and then we help our clients make them real.

Strategists
Industry Experts
Designers
Researchers
Storytellers
Prototypers
Futurists
Data Scientists
Artists
Developers
Engineers
Ethnographers
Integrators
Trendspotters
Facilitators

=

Business Designers

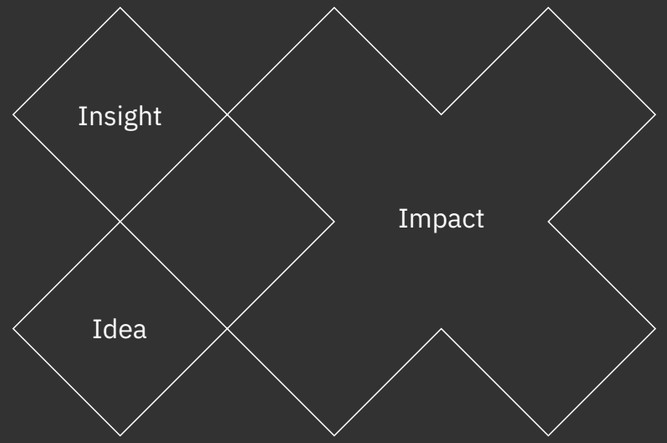
Brand Positioning

IBM **iX =**

Insight
We put cognitive to work.

Idea
We use design thinking to put innovation into application.

Impact
We execute engagements flawlessly, at scale.



Design Principles

Essential

Purposefully produced
Nothing gratuitous or unnecessary
Appropriate to the audience
Delivered with deep empathy

Meticulous

Exceptionally crafted in every detail
Works with precision
Beautiful to see and share
Clean and clear, easy to use

Alive

Dynamic, quick and responsive
Right thing. Right time
One step ahead, anticipatory
Adapts and evolves continuously

Wonderful

Leaves you with a sense of awe
Satisfying and surprising
Unique, unlike anything else

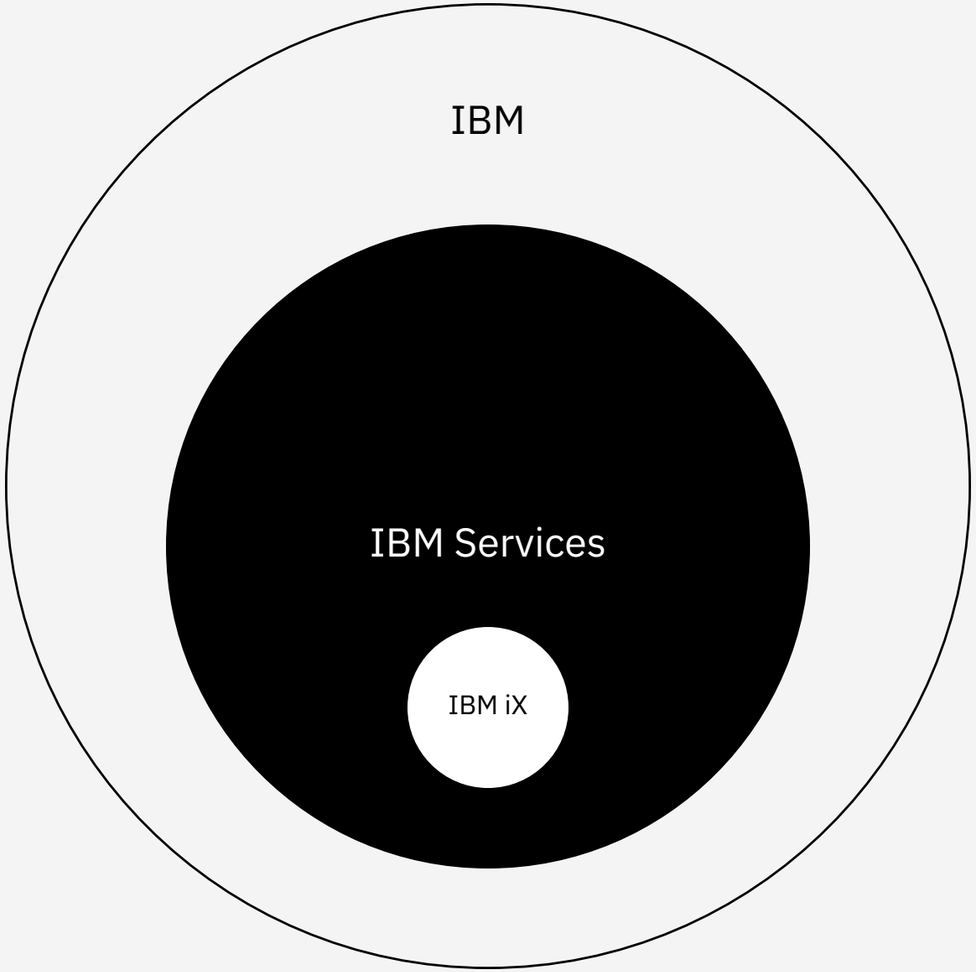
Brand Architecture

IBM iX is the business design service within IBM Services. The IBM Services brand brings business and technology together in ways our clients need and our competitors want, but only IBM can deliver.

When we are promoting our experience strategy, digital platforms, and mobile client work and offerings, we go to market as **IBM iX**.

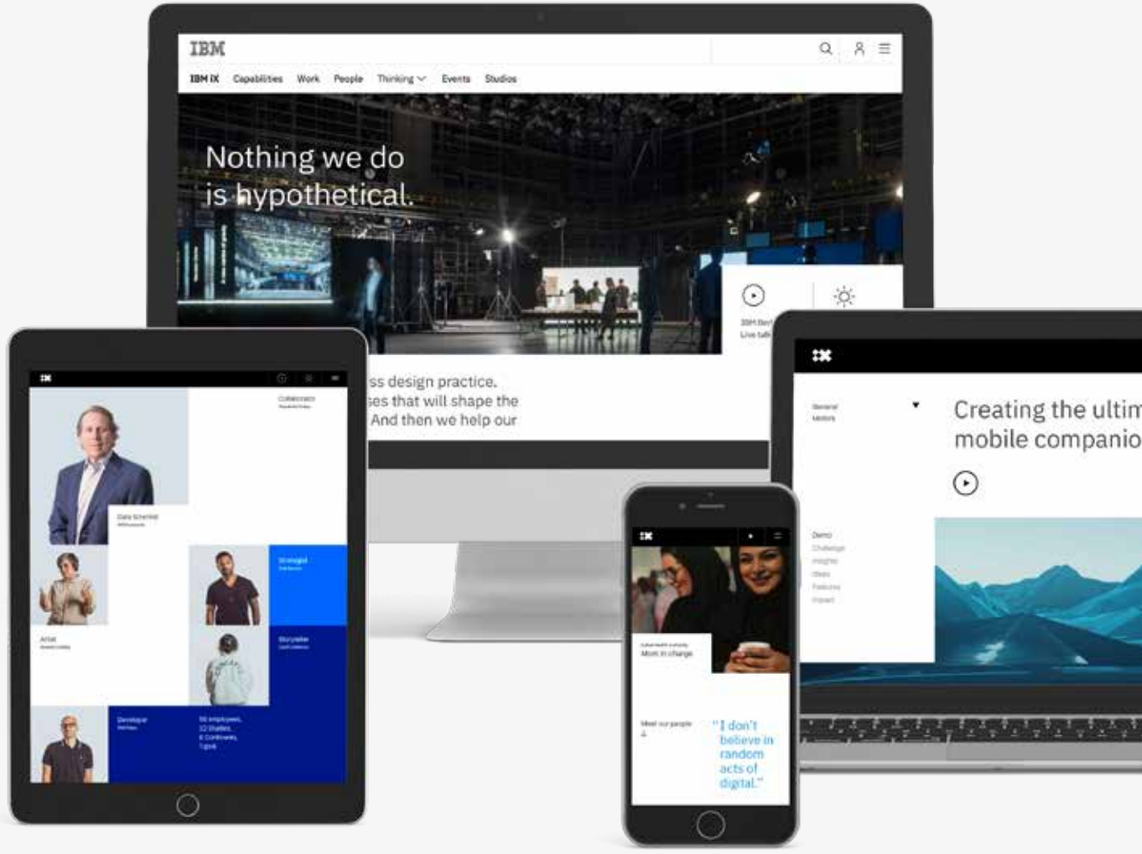
When multiple capabilities within IBM Services need to communicate together, we go to market as **IBM Services**.

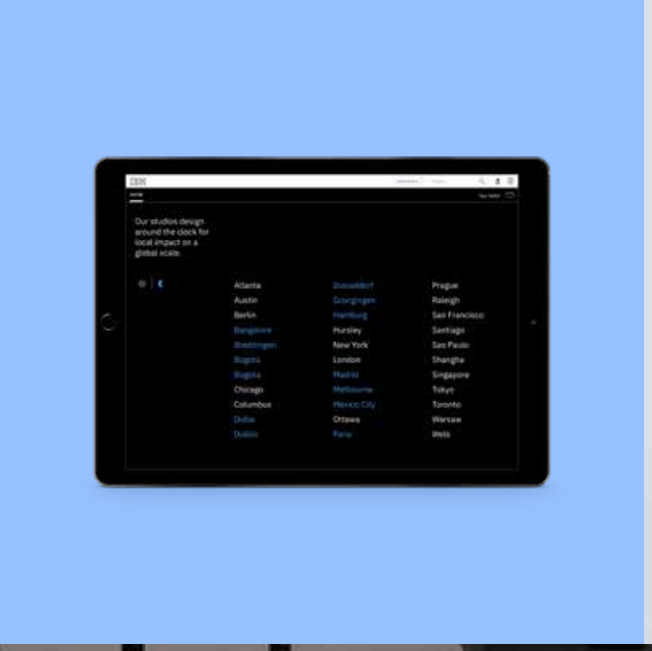
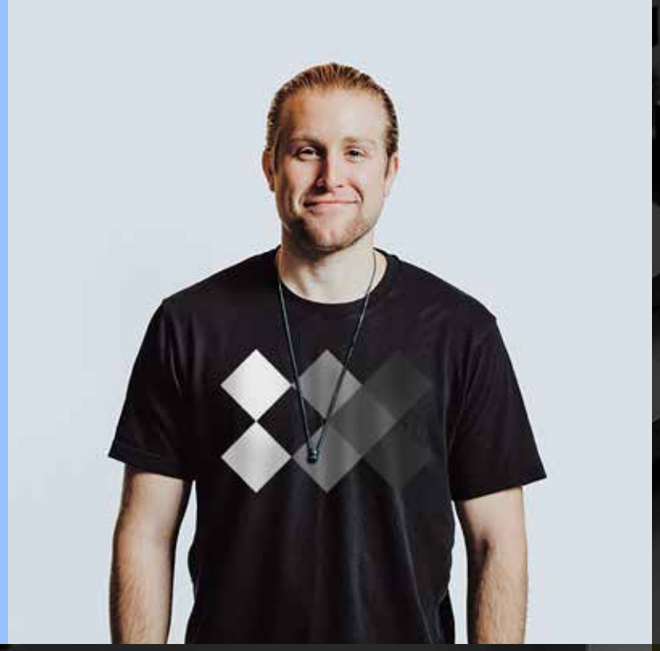
When multiple business units within IBM need to communicate together, we go to market as **IBM**.

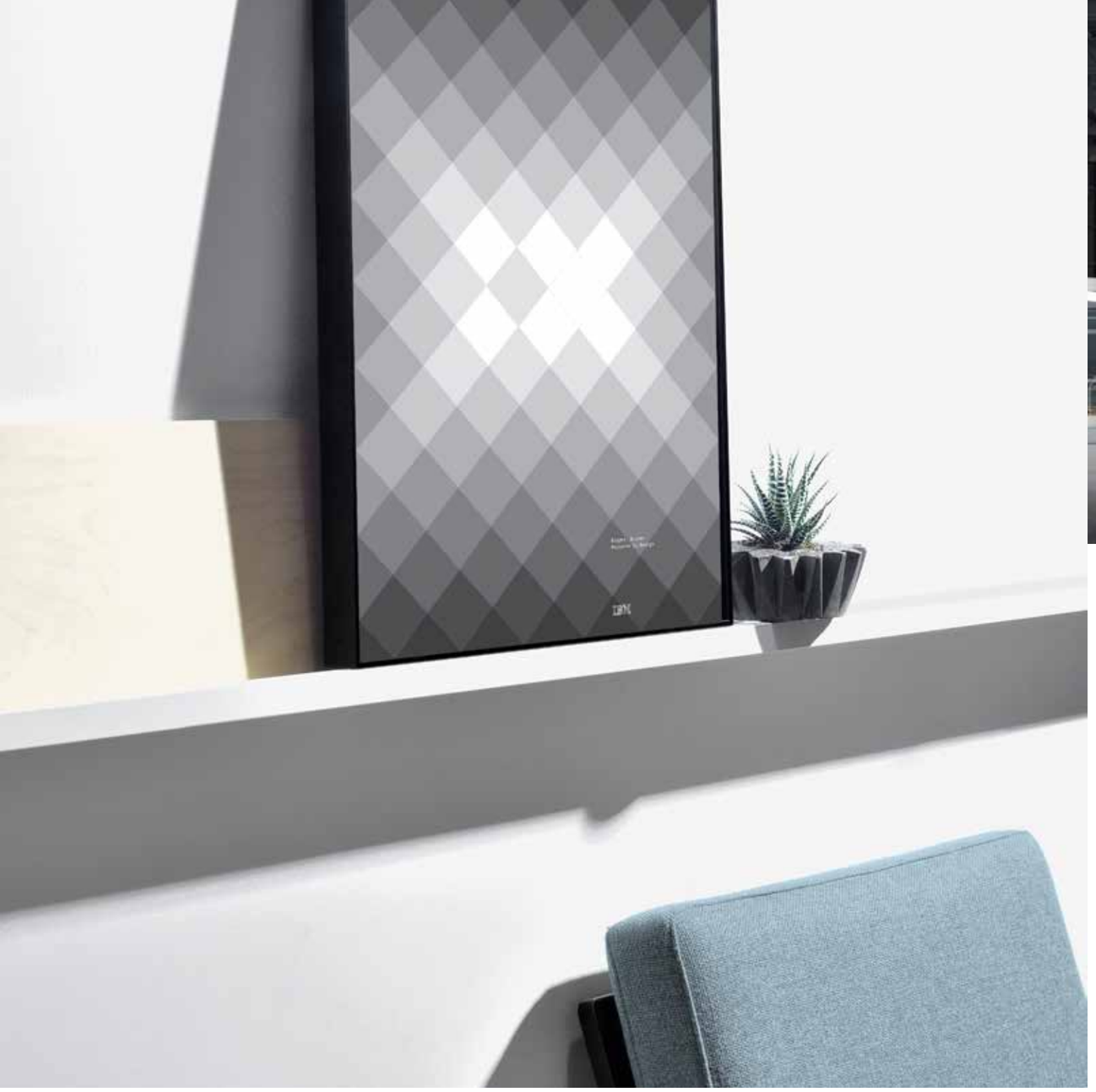


Gallery

The following pages show a range of executions using the new IBM iX visual and verbal expression. These examples are for illustrative purposes.


IBM
IBM iX
Capabilities
Work
People
Thinking
Events
Studios
Nothing we do
is hypothetical.
ss design practice.
ses that will shape the
And then we help our
Creating the ultim
mobile companio
"I don't
believe in
random
acts of
digital."


Our studios design around the clock for local impact on a global scale.
Atlanta
Austin
Berlin
Bangalore
Boeblingen
Bogota
Bogota
Chicago
Columbus
Dallas
Dublin
Dusseldorf
Groningen
Hamburg
Hursley
New York
London
Madrid
Melbourne
Mexico City
Ottawa
Paris
Prague
Raleigh
San Francisco
Santiago
Sao Paulo
Shangha
Singapore
Tokyo
Toronto
Warsaw
Wels




Renegade Realist

Essential Elements

The following pages illustrate the new elements that are essential to the IBM iX visual system.

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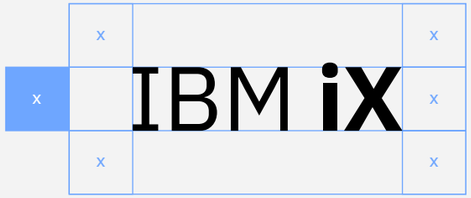
Logotype

This is the logotype for IBM iX. **It is the primary identifier of our service, and should be treated with respect.** The logotype has been carefully crafted and should not be altered or redrawn in any way. It can appear in black on white/light backgrounds or reversed to white on dark backgrounds.

When using the logotype, it must appear in the context of the IBM master brand. Specifically, the IBM 8-bar logo should be featured whenever possible with the IBM iX logotype.

Please follow the clearspace shown here to maintain visibility within all of our brand communications.



In Text
Communicating our connection to IBM is of utmost importance. Always use “IBM iX” in first mentions, then “iX” may be used thereafter.

Do not manipulate the logotype artwork in any way.

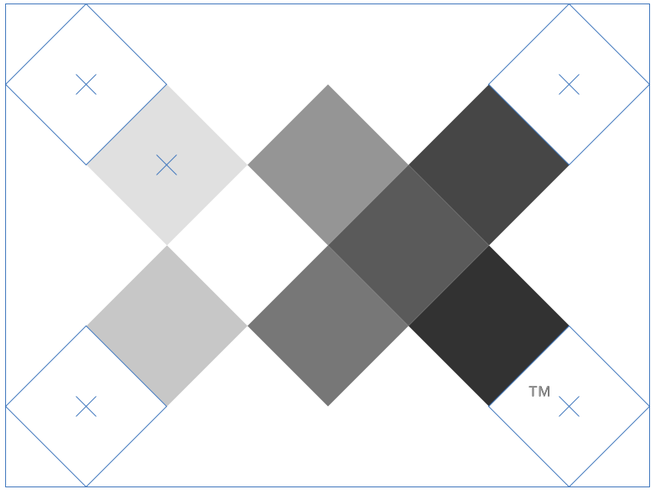
iX Logo
Mesh Mark

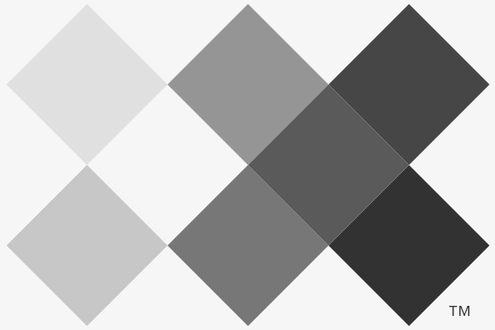
The Mesh version of the iX logo is our primary graphic element. The positive version can be placed on white and light grey. The reverse version is placed on black. Do not place the iX logo over other artwork or pattern backgrounds without approval.

Do not create a lock up of “IBM iX” with the iX logo.

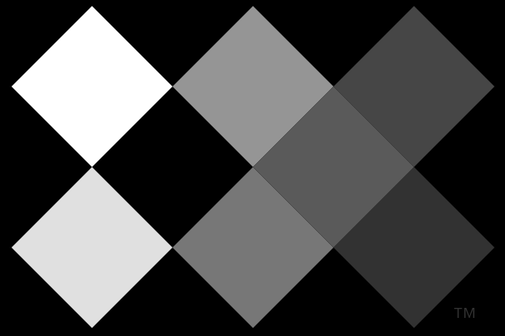
Clearspace
A clearspace has been established for the iX logo to maintain visibility within all of our brand communications.

Please follow this recommended minimum clearspace for all versions of the iX logo.





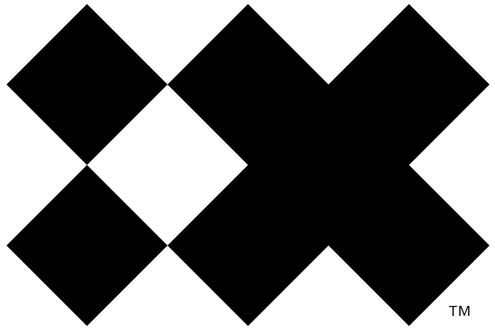
Positive



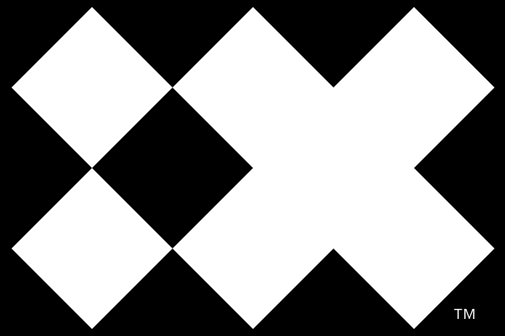
Reverse

iX Logo
Mono Mark

The Mono version of the iX logo uses a single color of either black or white.



Positive



Reverse

iX Logo
Mono Mark Colors

Grey 2

Grey 3

Grey 2 on Grey 1

Grey 4 on Grey 2

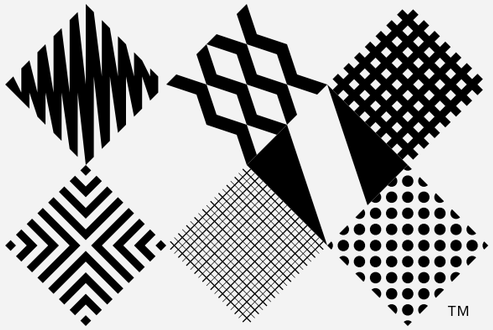
Black

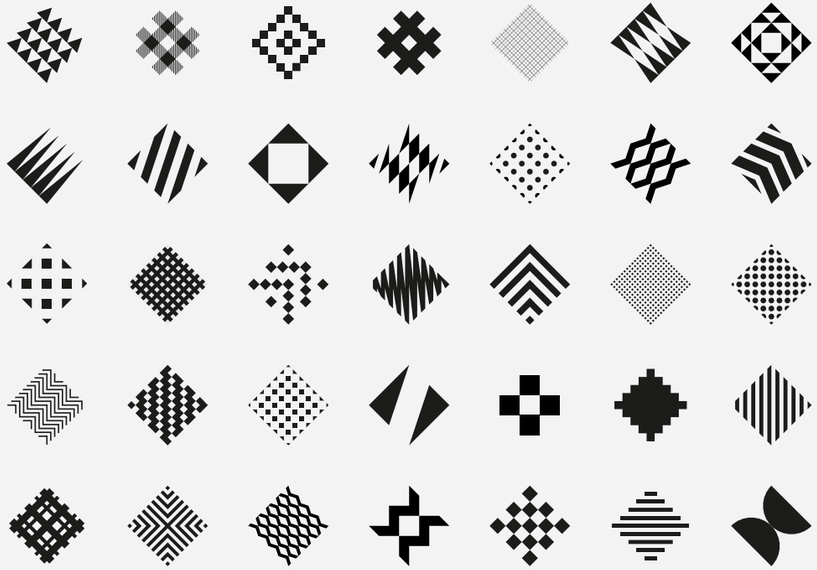
Grey 6

Black on Grey 6

Grey 6 on Grey 4

The Maker’s version of the iX uses a library of patterns that can be placed in various combinations.





Pattern Library

Placing Patterns

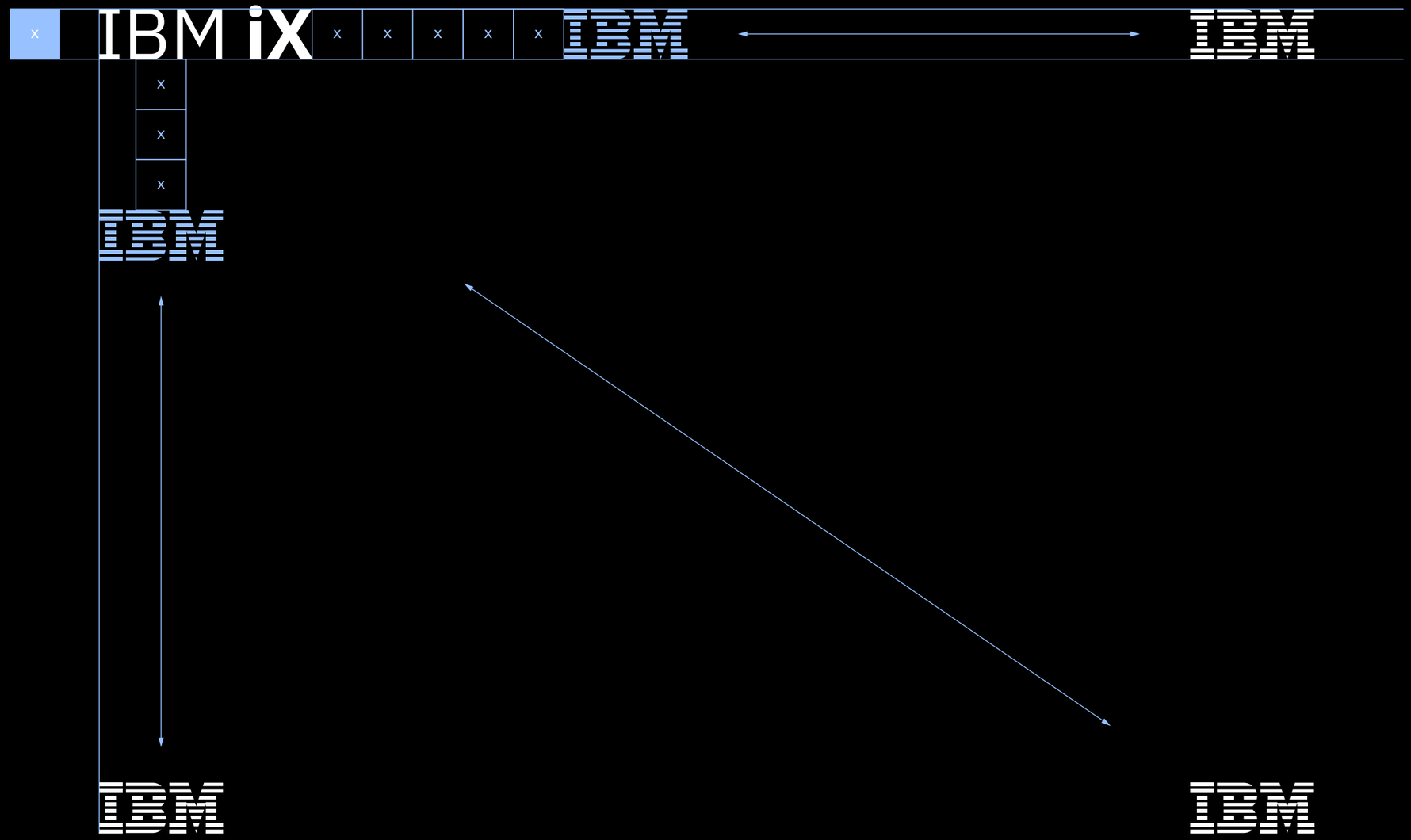
Follow the relationship principles shown here when using the IBM iX logotype with the IBM 8-bar logo for maximum readability and clarity within your design executions.

This construct reduces visual redundancy of IBM in Plex and our IBM logo. This is a global conceit for all IBM, and should be used consistently.

We use this construct when the iX logo is part of the main art, and seen as a bigger piece of the overall composition. It can also be used when print and/or production needs do not allow for our iX logo to be used.

We use this construct as a sign off in all our designs. It should be oriented either ranged bottom, or top, and left and right of your communications, never midway, or centered.

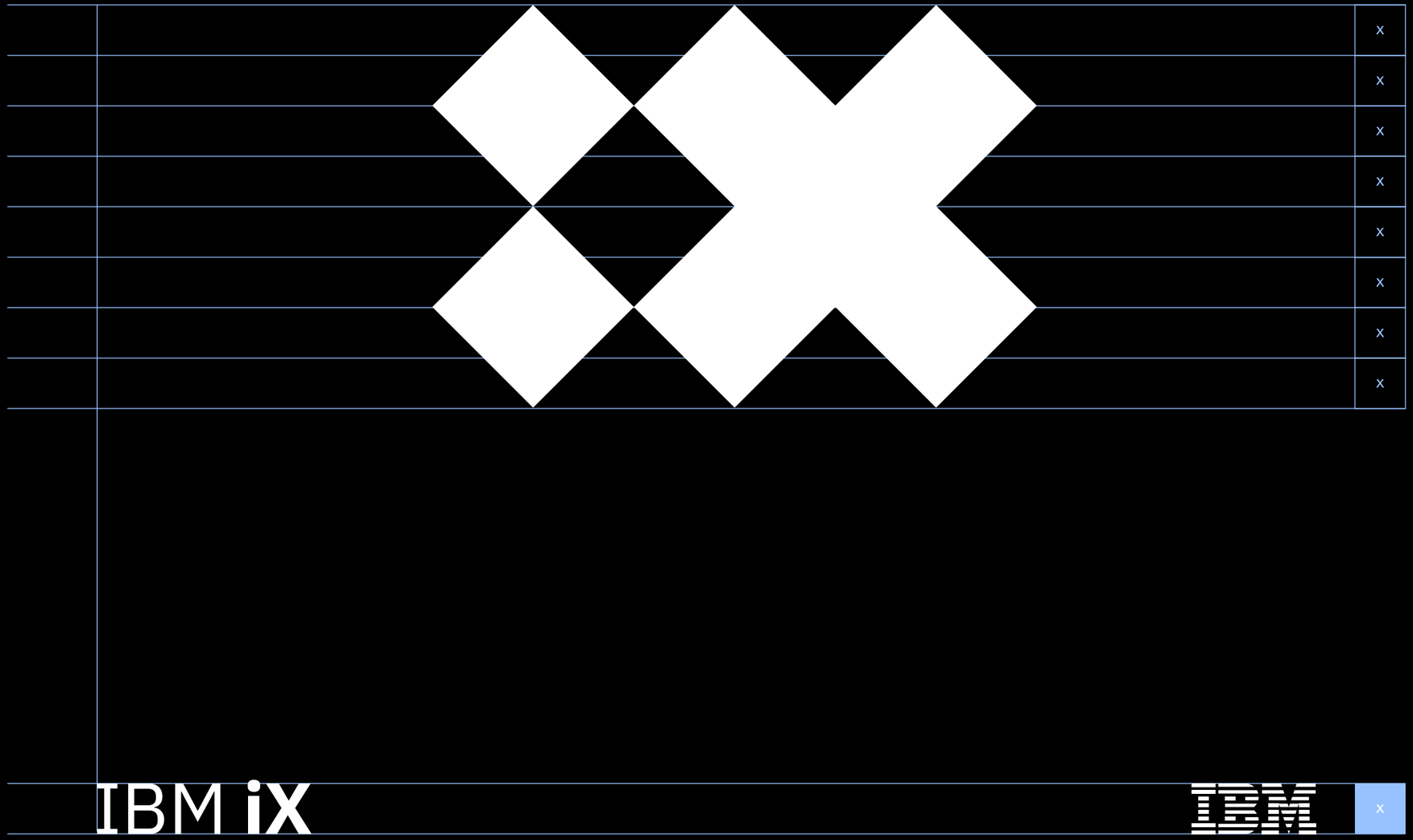
The absolute minimum space allowed between the IBM iX logotype and the IBM 8-bar logo is 5x the cap height horizontally, and 3x the cap height vertically. More space is always preferred.



Follow the relationship principles shown here when using the IBM iX logo as a graphic in the communication. The iX logo may be scaled in increments of x.

Always sign off with the IBM iX logotype and IBM logo in its approved relationship.

For examples of this relationship principle in layout, please see p24.

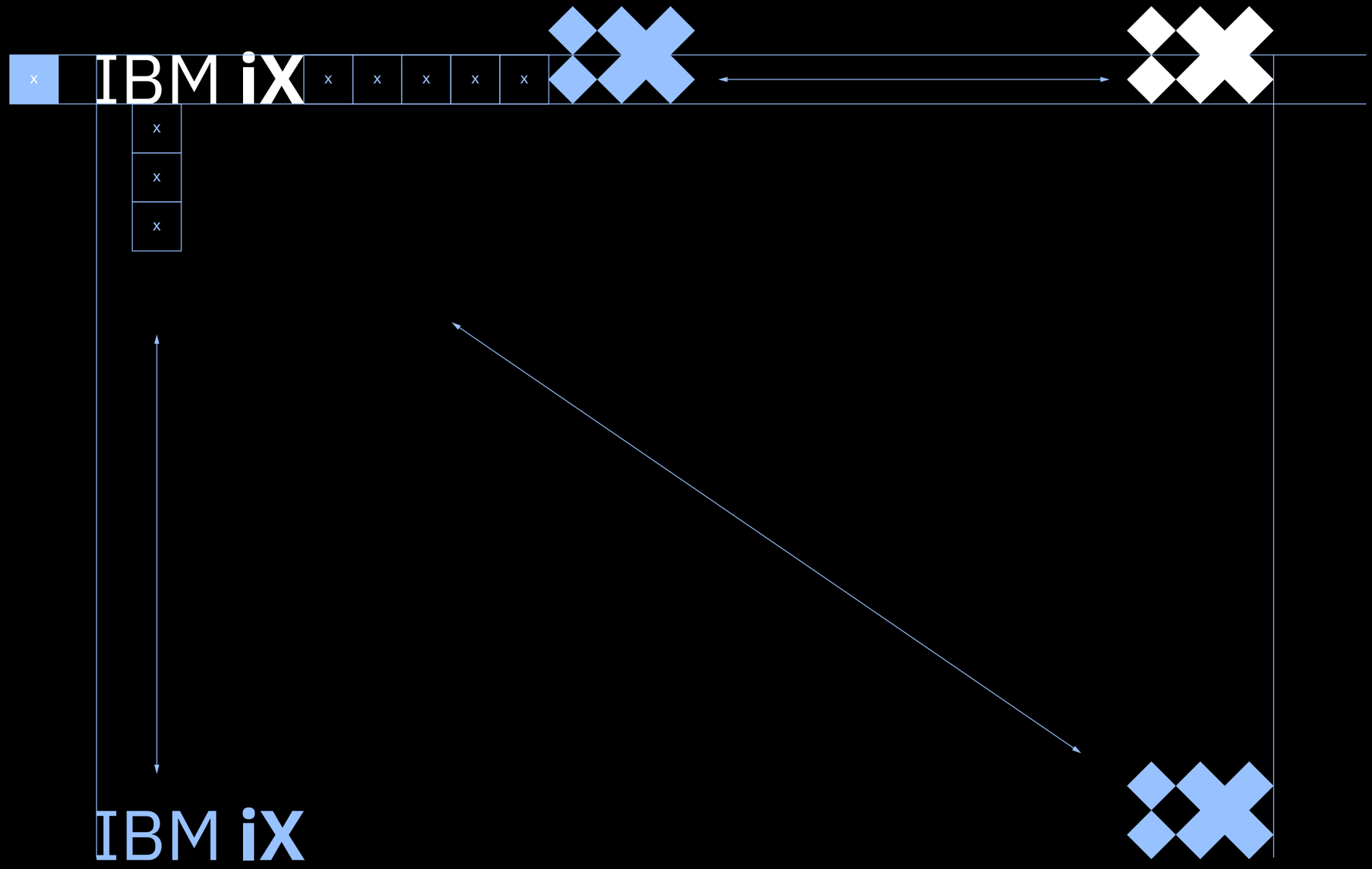


We only use this construct when the IBM iX logo is not part of the larger piece of communication.

Follow the relationship principles shown here when using the IBM iX logotype with the logo.

The absolute minimum space allowed between the IBM iX logotype and the IBM 8-bar logo is 5x the cap height horizontally, and 3x the cap height vertically. More space is always preferred.

Note how the IBM iX logo is base aligned with the logotype.

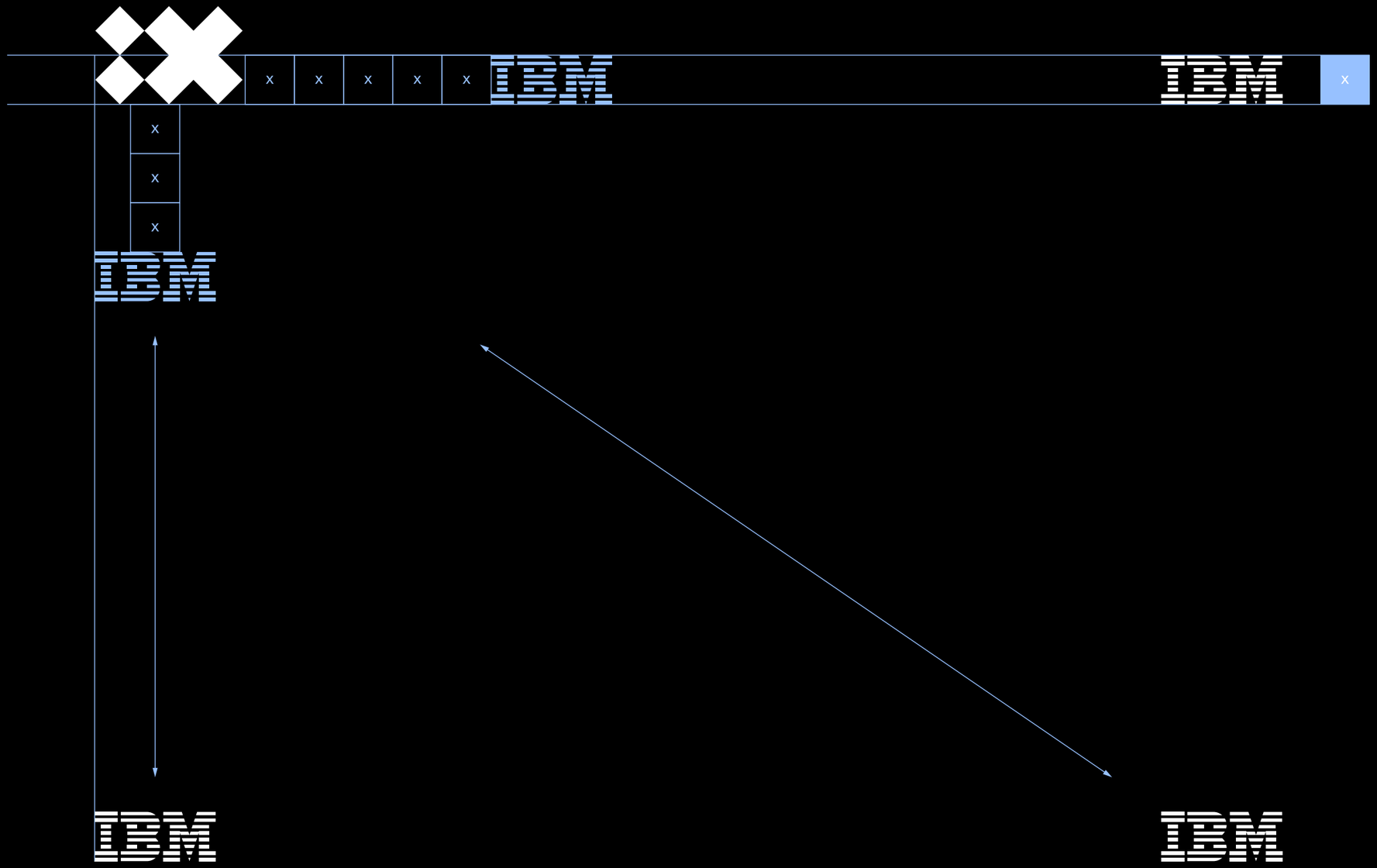


We only use this construct when our communications lead with a clear call out to IBM iX in copy.

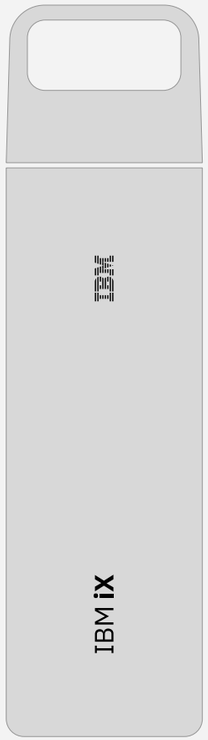
Follow the relationship principles shown here when using the IBM iX logo with the IBM 8-bar logo.

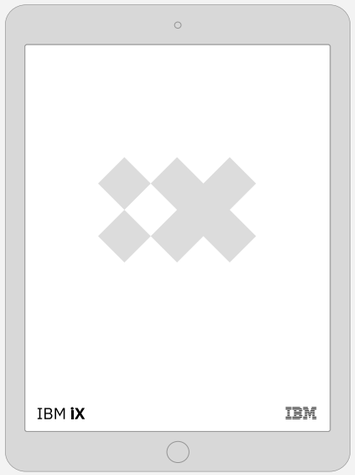
The absolute minimum space allowed between the IBM iX logotype and the IBM 8-bar logo is 5x the cap height horizontally, and 3x the cap height vertically. More space is always preferred.

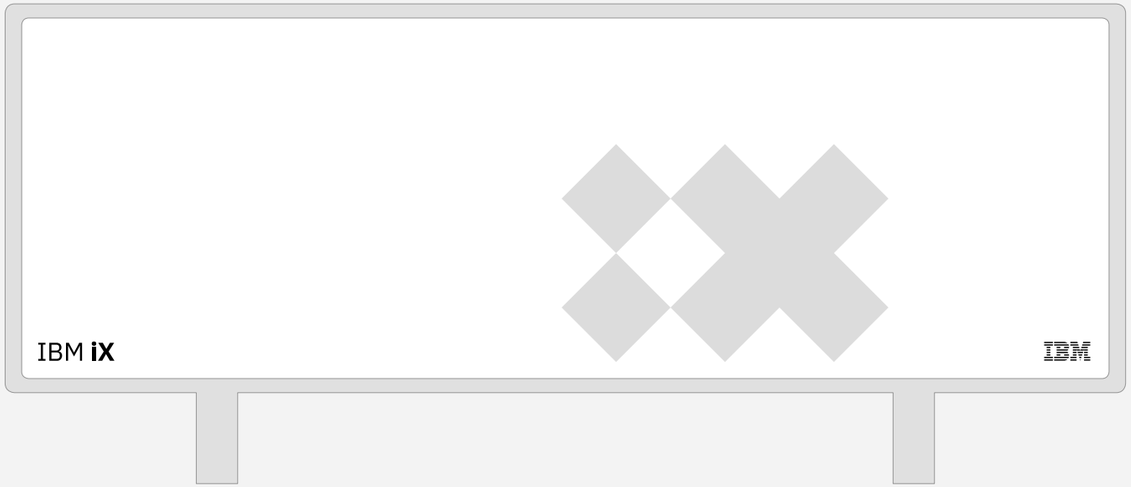
Note how the IBM 8-bar logo is base aligned with the IBM iX logo.



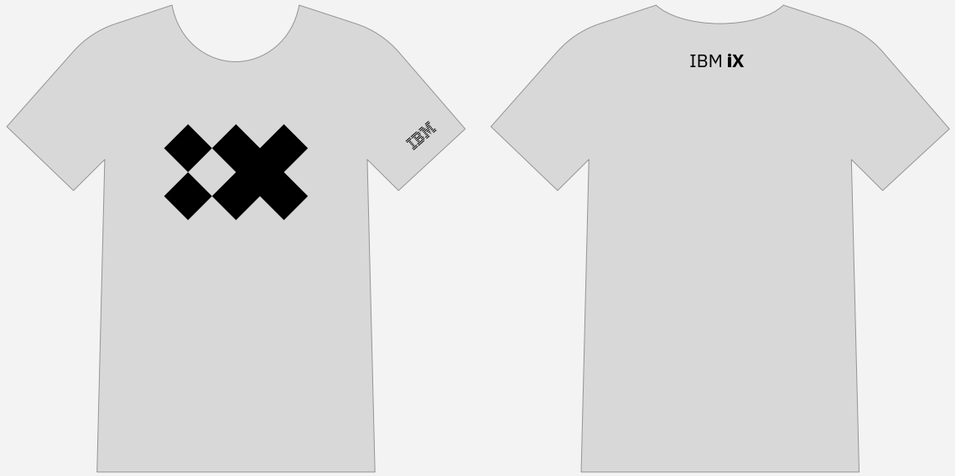
The following pages illustrate a range of accepted solutions when using our identity elements, and will give you a sense of how we may see these constructs out in the world.

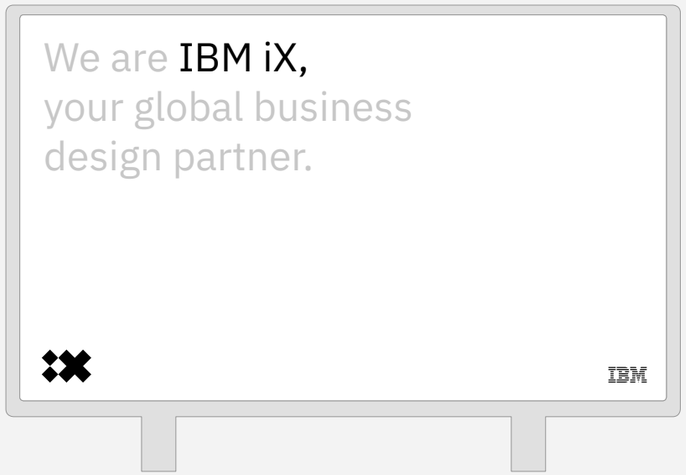




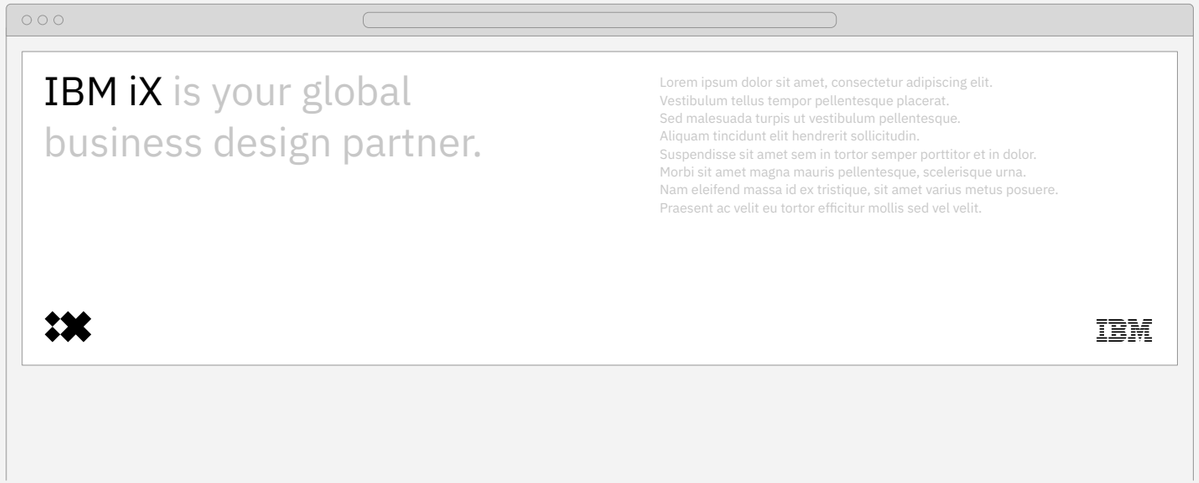


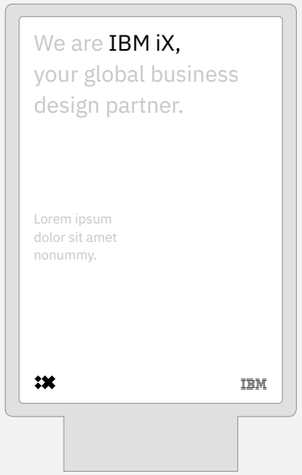
In certain instances (merchandise) there may be cases whereby the identity elements deviate from our guidelines. Consult the brand team for sign off on all designs when this may be the case.





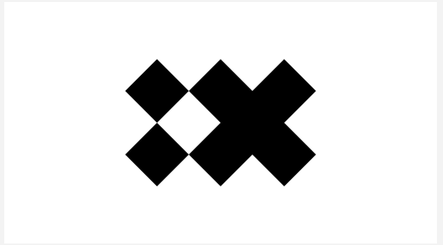
The following example shows when IBM iX is clearly called out in language, so the IBM iX logo may be used as the sign off instead.





Shown here is a schematic example of how the elements are presented in a video sign off.

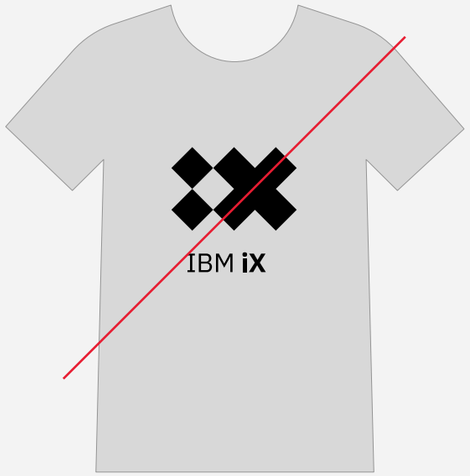
When necessary, IBM Services should be mentioned in voice over.



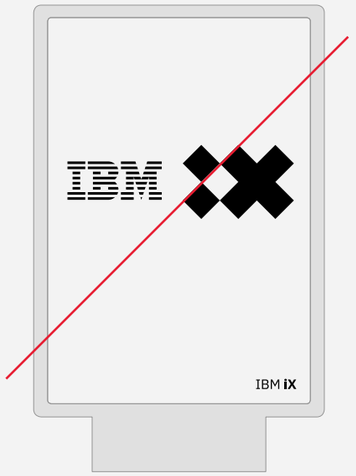
Sign off

Transition slide for
illustration purposes only

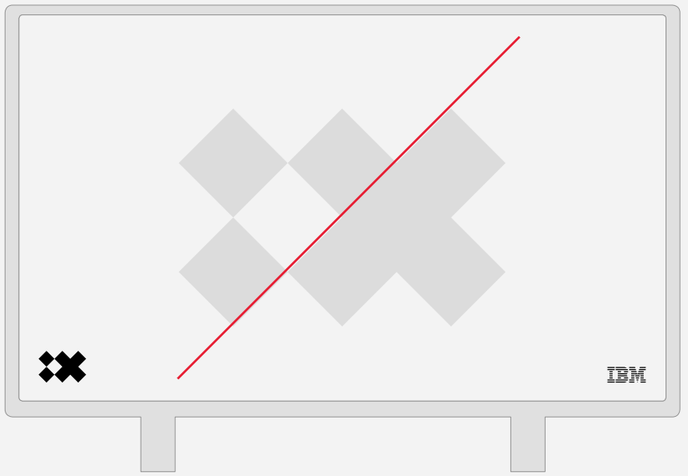
Here are some examples of relationship principles which are unacceptable when using the IBM iX elements with the IBM 8-bar logo.



Do not lock up the IBM iX logo with the logotype.



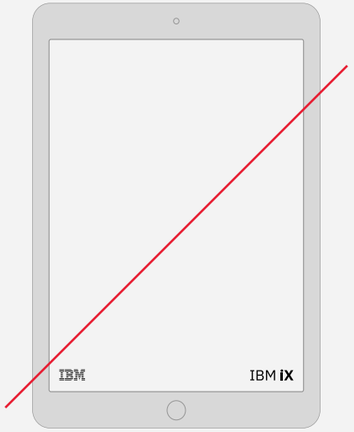
Do not lock up the IBM iX logo with the IBM 8-bar logo.



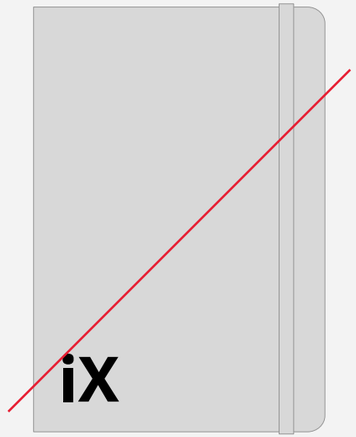
Do not use multiple iX logos.

Do not center align elements.

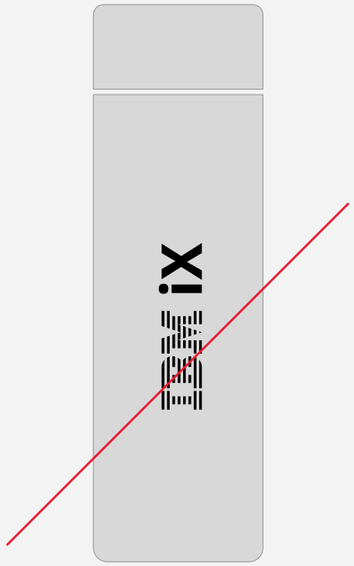
Do not use all three elements on one line.



Do not lead the sign off with IBM 8-bar on the left.



Never separate IBM from iX in the logotype.



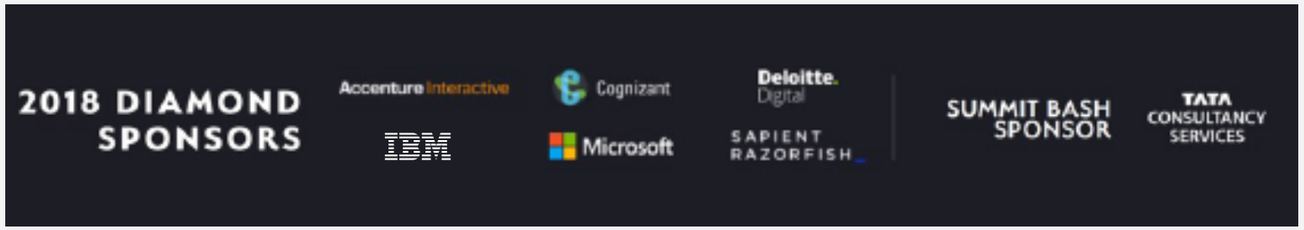
Do not lock up the iX type with the IBM 8-bar logo.

The strategy for our brand identity is a reflection of the IBM business strategy to be a single, globally integrated enterprise. IBM has a single master brand identity. This means that the IBM name and logo represent all things about the company. **Every sponsorship situation should be treated as an opportunity to elevate the IBM brand.**

The examples shown here illustrate how iX appears—or does not appear—in certain sponsorship situations. The iX logo may not be appropriate, in most cases. When in doubt, use the IBM logo only.

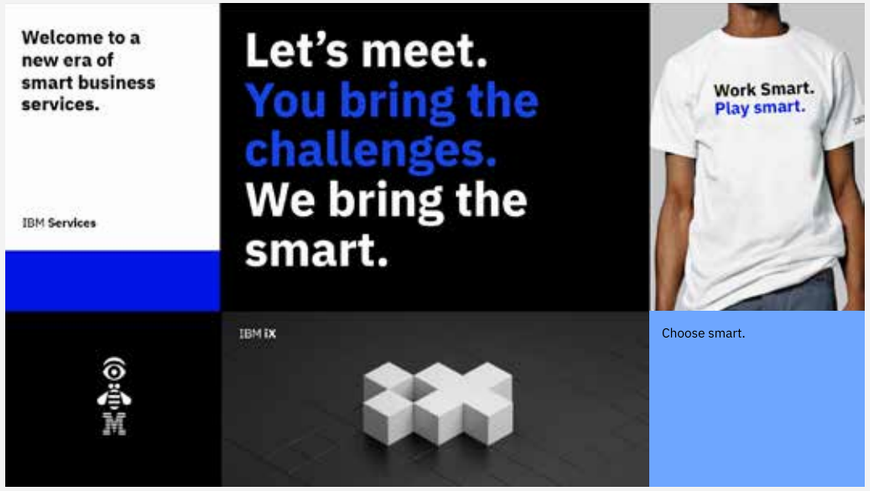
Please contact the iX Brand Strategy team with questions at askbrand@us.ibm.com.

IBM
Use the IBM logo when multiple business units appear or sponsor an event. Also use the IBM logo when other companies are represented by their master brand, *even if IBM iX is the sole sponsor*.



IBM iX
Lead with the IBM iX logotype as a standalone when IBM iX is the sole sponsor at an event and it is not diminished by other sponsor's brands. When in doubt, use the IBM logo only.

IBM Services
Lead with IBM Services when multiple capabilities are promoted at an event. Note that IBM iX may still appear in a subordinate position.



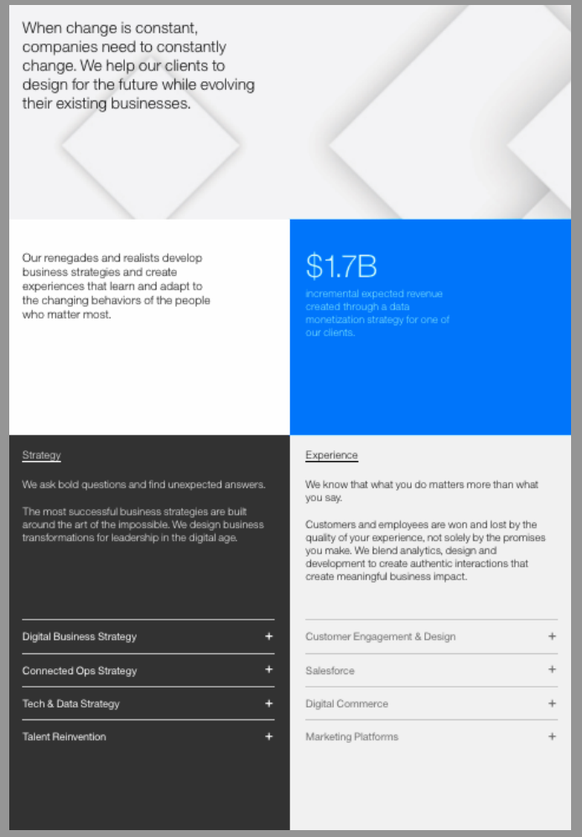
Examples of the acquisition type treatment with the IBM iX logotype are shown here. These type treatments may be used in limited space situations where the use of the iX mark is not ideal, such as sponsorships.

Single

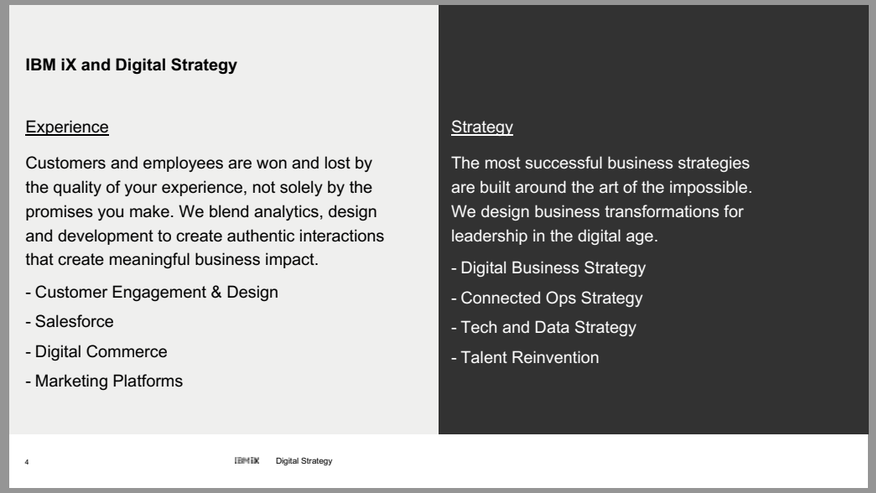
Multiple

When applicable, Digital Strategy, as one of two service line offering sets, will be included with the IBM iX framework as a representation of all capabilities of the Digital Strategy & iX growth platform.

The examples shown here are for illustrative purpose only.



Web



Presentation

Color Palette

The IBM iX color palette consists of Black and White, along with a range of Blues and Greys.

RGB 255 255 255
CMYK 0 0 0 0
HEX #ffffff

White

RGB 243 243 243
PMS Cool Gray 1 C
HEX #f3f3f3

Gray 10

RGB 0 0 0
CMYK 0 0 0 100
PMS Black 6 C
HEX #000000

Black

RGB 201 222 255
PMS 2707 C
HEX #c9deff

Blue 20

RGB 151 193 255
PMS 2128 C
HEX #97c1ff

Blue 30

RGB 5 48 173
PMS Reflex Blue C
HEX #0530ad

Blue 80

RGB 0 98 255
PMS 2132 C
HEX #0062ff

Blue 60

RGB 220 220 220
PMS Cool Gray 2 C
HEX #dcdcdc

Grey 20

RGB 190 190 190
PMS Cool Gray 3 C
HEX #bebebe

Grey 30

RGB 61 61 61
PMS Cool Gray 9 C
HEX #3d3d3d

Grey 80

RGB 111 111 111
PMS Cool Gray 7 C
HEX #6f6f6f

Grey 60

IBM 2x Grid

Our grid is based on proportions, not dimensions. It is derived from the IBM 8-bar logo and divisions of two. The base element of the grid is a square, which defines the relative column sizes, baseline grid, spacing, and type size. Doubling, halving or repeating exact portions determines the overall dimension of the application area.

Our grid can be apparent or transparent. It applies to any execution and becomes the canvas for our content, cognitive behaviors, and user interactions, whether in digital or physical spaces.

Typography

IBM Plex™ is our corporate typeface, developed exclusively for IBM. Use IBM Plex for all communications going forward. IBM Plex™ Sans is our sans serif typeface, used for most situations.

Arial is the default system font for PPT and Keynote presentations.

For more information and to access the font download, please visit ibm.com/plex.

IBM Plex Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , : ; - – —
! ? $ # % @ & * ( ) [ ] + = / \ > <

IBM Plex Sans Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , : ; - – —
*! ? $ # % @ & * ( ) [ ] + = / \ > <*

IBM Plex Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , : ; - – —
! ? $ # % @ & * ( ) [ ] + = / \ > <

IBM Plex Sans Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , : ; - – —
! ? $ # % @ & * ( ) [ ] + = / \ > <

IBM Plex™ Mono is our monospaced typeface developed exclusively for IBM, and may be used along with IBM Plex Sans. IBM Plex Mono is great for developers to write code and provide code snippets.

IBM Plex Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , : ;
- – — ! ? $ # % @ & *
( ) [ ] + = / \ > <

IBM Plex Mono Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , : ;
*- – — ! ? $ # % @ & **
( ) [ ] + = / \ > <

IBM Plex Mono Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , : ;
- – — ! ? $ # % @ & *
( ) [ ] + = / \ > <

IBM Plex Mono Bold Italic

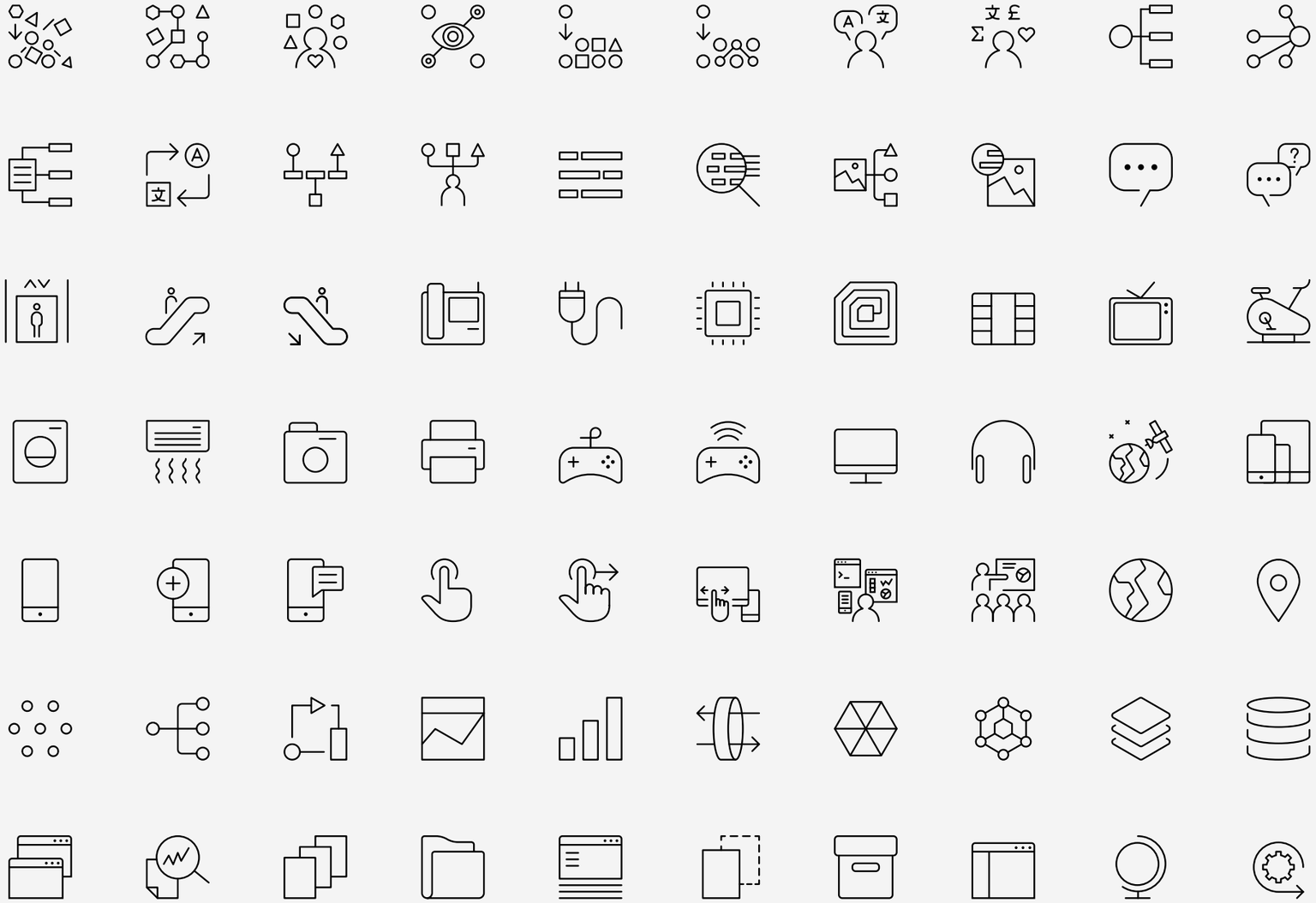
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , : ;
- – — ! ? $ # % @ & *
( ) [ ] + = / \ > <

When using IBM Plex Sans or Mono, please adhere to these point size and leading guidelines. This will provide greater consistency between applications and communications. To ensure a modern presentation of text, please avoid using too many sizes and weights within a single execution.

6pt/9pt
9pt/12pt
12pt/18pt
18pt/24pt
24pt/36pt
36pt/48pt
72pt/96pt
96pt/120pt
120pt/150pt
150pt/180pt
180pt/210pt
210pt/240pt
240pt/300pt
300pt/360pt
360pt/420pt
420pt/480pt
720pt/900pt

Shown here are examples of the over 250 pictograms that have been developed and compiled into a library for various applications, including websites, presentations, infographics and other communications.

The creation and addition of pictogram artwork is an ongoing process. All new pictograms must receive approval prior to being added to the library.



Photography
People

Photography (and videography) play a critical role in any modern brand system. The imagery we produce to portray ourselves or our stories should be deliberate and as distinctive as any other element of our expression.

Our primary product is our people. We are all Business Designers. No matter what we specialize in, where we sit in the organization, we are all IBMers and iXers. For this reason, we have developed an approach to capturing the character of our people in a clean, common and consistent way.

The images are honest and sincere. These are *not* typical headshots. We have chosen to capture these images in a studio setting so as to “democratize” the diversity of our people. We intentionally shoot further back to reveal more body language and individuality, and we shoot slightly below eye-level in order to celebrate and champion the subject. This unifying approach to portraiture presents the organization as one.

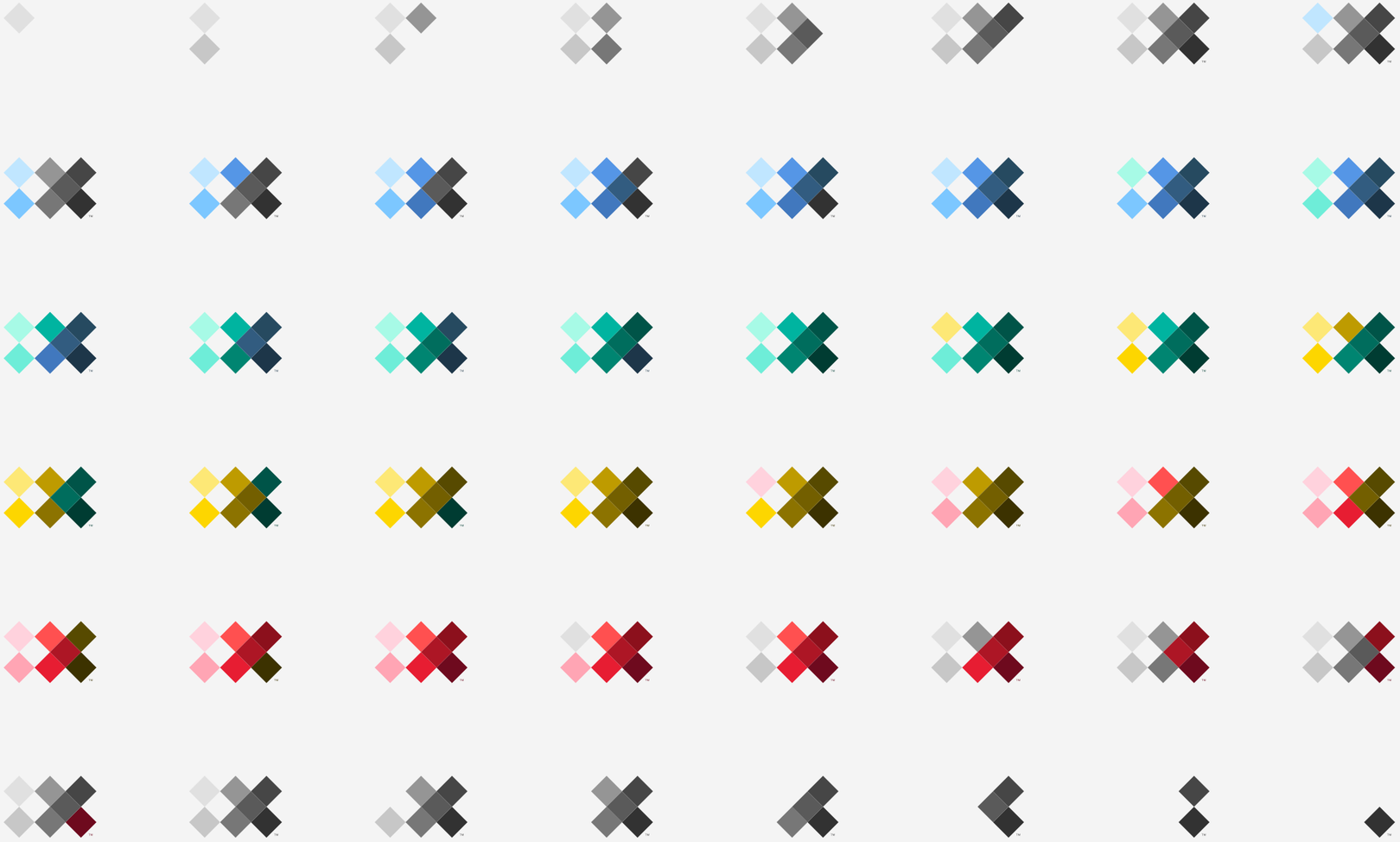
iX Photographer:
Mike Webb
mike@mikewebbphotography.com

Photography Retoucher:
Colin Strohm
colin@colinstrohm.com

Photography
Places & Projects

Logo Animations

Animations of the iX mark have been developed for use in various applications, such as end titles and screensavers.



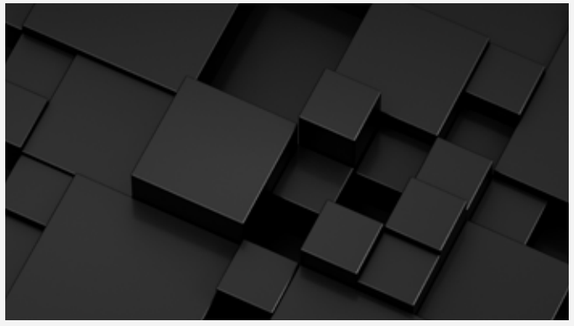
Mesh Mark Animations

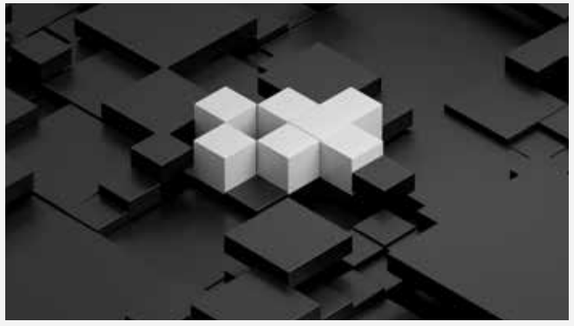
An example of how the iX mark can be treated in an animation, such as end titles and screensavers, is shown here.

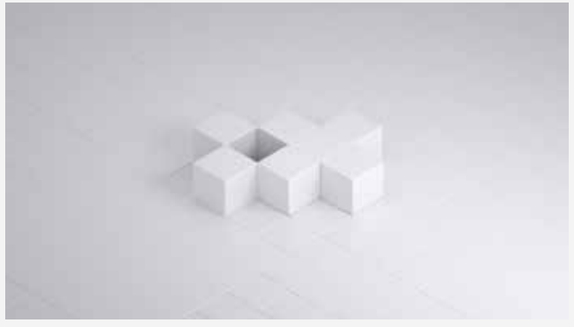
Ambient Animations

Three 3D animations have been developed for use in various applications, such as in case study videos and ambient backdrops at events.

Stills from the animations can also be used as background imagery for banners in social media and websites.

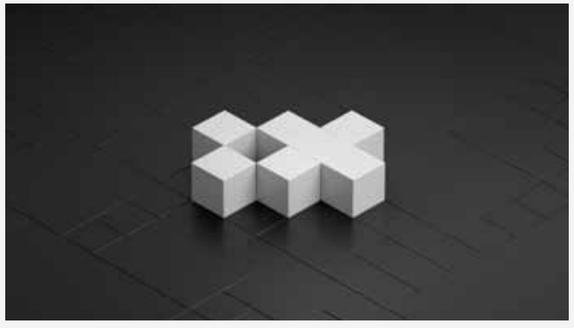






Ambient Animation 01

Ambient Animation 02



Ambient Animation 03

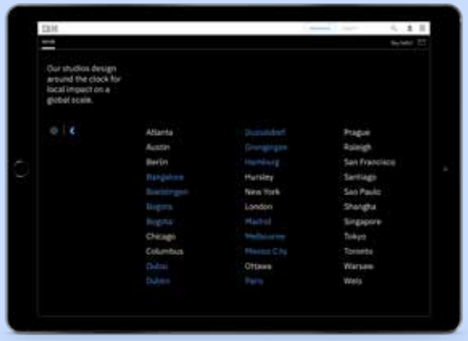
Digital

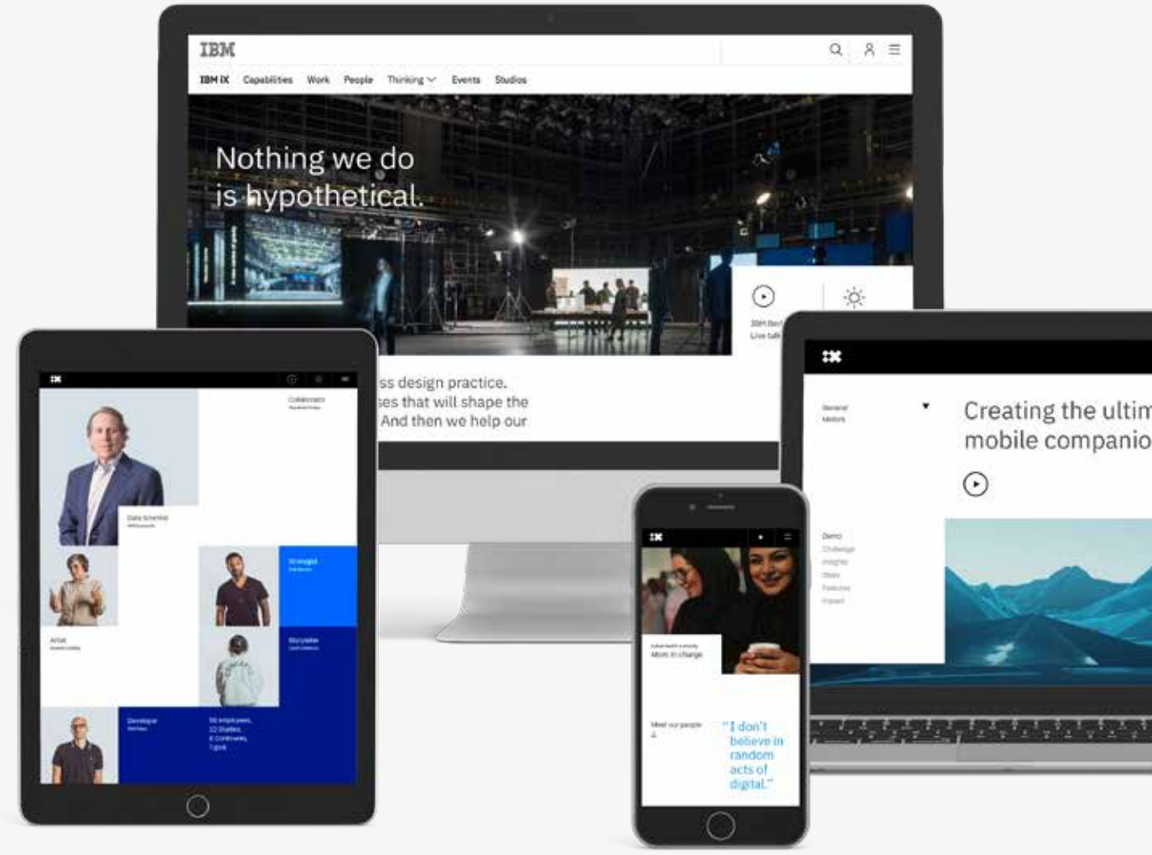
The following pages introduce the IBM iX approach to digital applications.

43 Website
44 Presentations
45 ID

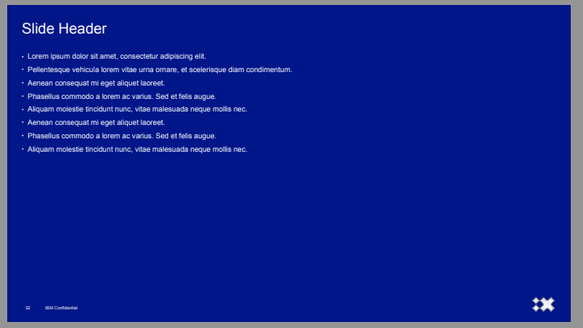
Website

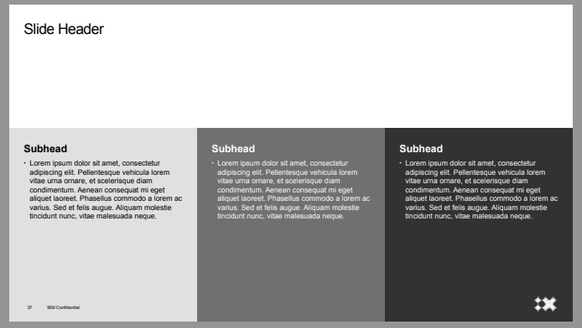
Examples of prototypical iX web experiences are shown here.

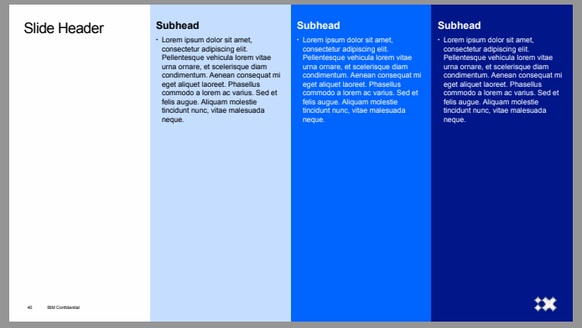


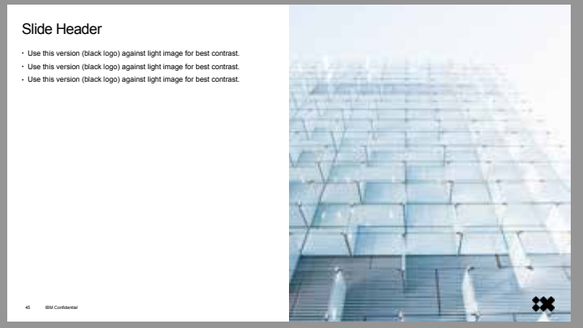


A sales deck template has been developed for iX. Please select the appropriate template for your use. For those in the Digital Strategy service line, slides that utilize the IBM 8-bar logo have been provided within the template.





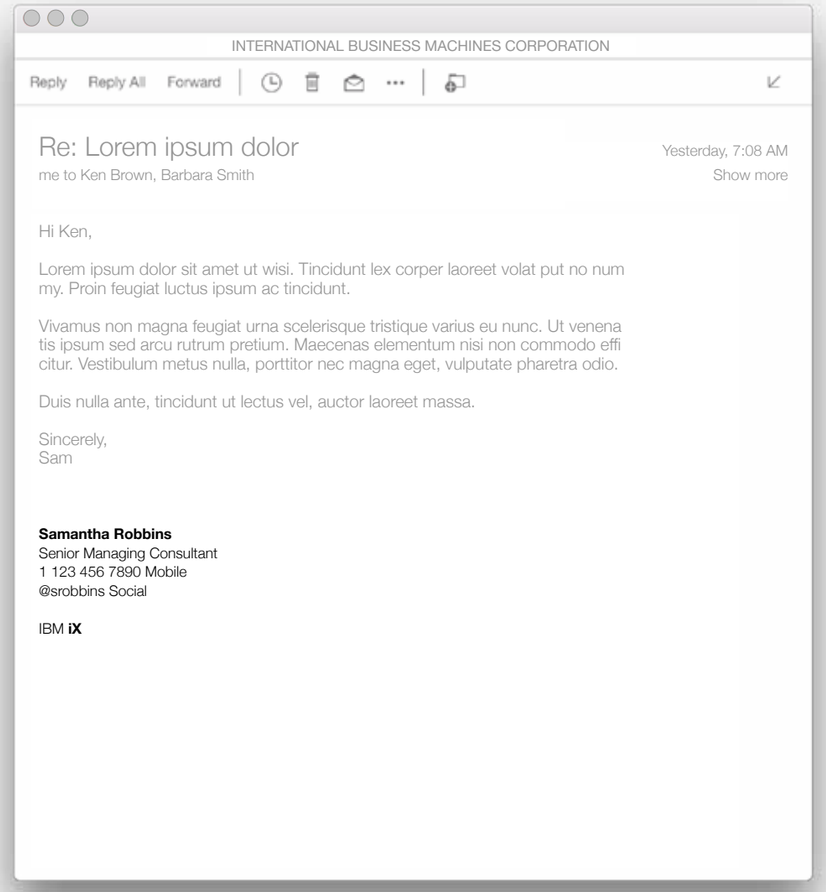




Our correspondence represents IBM, and therefore, should portray IBM's brand personality — not our own individual character.

Our new iX email signature is purposefully simple and direct. It uses the default font, one size, and bold only for your name and iX. We no longer embed art or images in our email signatures, not even for our logo.

The new IBM business card design is clean, simple and straightforward. The only logo to appear on business cards is the IBM corporate logo, as shown on the right. The new business card will be available for ordering later this year.



Email Signature

Business Card

Physical

Having a consistent approach to environments and events is key to building a strong presence for the iX brand. The following pages illustrate how the new iX elements come to life in physical spaces.

This page is under development.
Please check back regularly for updates.

Merchandise

49 Examples
52 Tips & Techniques

The IBM iX collection is a direct reflection of our brand strategy. Each item is crafted to meet IBM standards for design, quality, consistency and safety.

A new iX merchandise collection is being developed and will be available at www.logostore-globalid.us.

Find the authorized IBM supplier for your country at www.logostore-globalid.com.

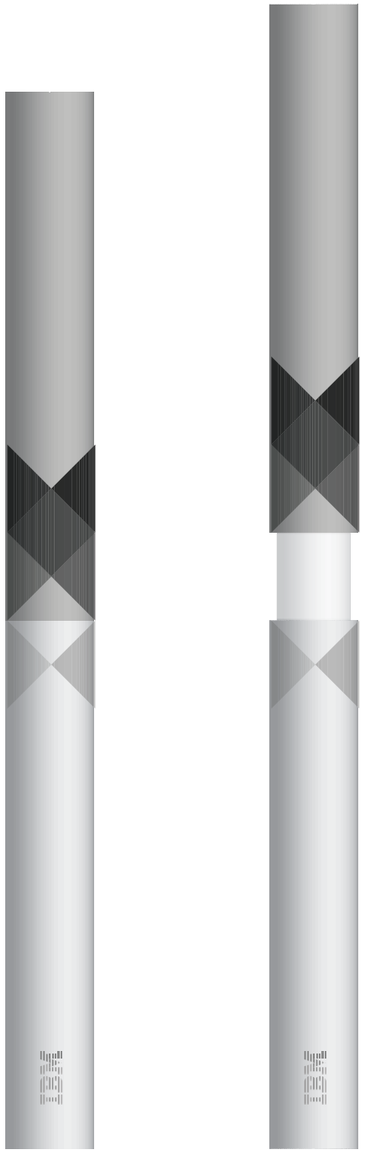
For more information or questions, please contact the Brand Strategy Logo Merchandise team at logostor@us.ibm.com.

Merchandise

All items shown here and on the following pages are notional, for design example purposes only, and may not be available to order at this time. Substitutions and alternatives will be suggested when inquiries are made. Custom lead-times and minimum order quantities apply to all items at the time of publication.

All iX merchandise must be purchased through an authorized IBM supplier. To find your authorized supplier, visit www.logostore-globalid.com and select your country from the drop-down menu to view your country's suppliers.

Merchandise



The iX mark can be manipulated with different techniques, such as embossing & embroidery, in such a way that accentuates the unique characteristics of the mark, as shown here.

Emboss/Deboss

Embroidery

Resources

These guidelines have been produced to provide our partners with the strategic intent, creative overview and all essential elements required to craft and sustain a dynamic visual and verbal identity across all communications and expressions.

Additional guidance regarding the creative execution of the IBM iX brand is available. Please contact the iX Brand Strategy team at askbrand@us.ibm.com with any questions.

The following assets and tools used for creating iX communications are available for download.

Please go to ibm.biz/iXbrand for the latest guidelines and files.

Marks

Logotypes

Color Palette

Pattern Library

Pictogram Library

Animated Assets

Presentations

Posters

Merchandise