

IBM Global Fonts

# Typographic Guidelines

May 2010



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# Global Fonts and Typographic Guidelines

Typography plays a critical role in all IBM communications. It is, in many ways, the voice of our company. It captures and conveys our character and supports the range of conversations IBMers have in the world. Because we deliver much of our expertise through written content, our typography must express the depth and variety of our knowledge in a tone that is consistent with who we are.

IBM has selected a set of core typefaces for each language we communicate in. Each set embodies the range of perspectives, insights and expertise that IBM represents. We plan to employ these sets of core typefaces across all global communications.

## FONTS:

All Latin and non-Latin fonts featured in these guidelines can be viewed and purchased on:  
[http://www.fonts.com/FindFonts/\\_IBM.htm](http://www.fonts.com/FindFonts/_IBM.htm)

## GUIDELINES:

These Global Typographic Guidelines are an extension of the IBM Look Guidelines, which cover the four other basic elements in the visual presentation of the IBM brand: the *IBM logo*, *typography*, *color* and *photography*. The IBM Look Guidelines can be viewed and downloaded on the IBM intranet at:  
<http://w3-03.ibm.com/marketing/branding/index.html>

# IBM's Core Typefaces

We employ a set of core typefaces across all communications. Together, they ensure an appropriate and consistent tone, as well as logical hierarchies among all of our type executions.

The fonts: *ITC Lubalin Graph*, *Helvetica Neue*, *Berthold Bodoni Pro* and *Janson Text Pro*. Latin versions of *ITC Lubalin Graph* and *Helvetica Neue* have been custom-kerned to IBM specifications. Extended Latin and non-Latin fonts that match the character and feeling of each of the Latin fonts have also been selected.

ITC Lubalin Graph

Helvetica Neue

Berthold Bodoni Pro

Janson Text Pro

# ITC Lubalin Graph

Lubalin is best suited for numbers, facts and statistics.

Lubalin is the most technical typeface we use. Born in 1974, its stable friendliness is reminiscent of textbooks. Lubalin presents facts, figures and ideas with clarity. It is best when set in a large point size and used judiciously.

It excels when used for page numbering, statistics, hard facts or any other bit of verbiage meant to immediately convey meticulousness and accuracy. However, when used at length—as body copy, for example—Lubalin becomes cluttered and difficult to read.

# Helvetica Neue

Helvetica is best suited for headlines and body copy.

It is the font of science and the information age, with a precision and a purposeful neutrality that command respect.

When objectivity is the goal, we lean on Helvetica to do the hard work of conveying information, specifications and the basics.

It does the job—and never attempts to outshine the content.

Its clean confidence makes it ideal for headlines and signage.

It is also very approachable and, therefore, a useful typeface for body copy. Used incorrectly, however, its industrial qualities become pronounced, and because of its universality the typeface does not immediately signify IBM.

# Berthold Bodoni Pro

Bodoni is best suited for headlines and signage.

Bodoni is the most classic typeface we use. Designed more than 200 years ago by Italian printer Giambattista Bodoni, this is the typeface of the established—used for decrees, formal invitations, books and official announcements. It is the face of a company that is enduring, a company that has something to say.

Bodoni is characterized by its distinctive combination of thin and thick strokes, and it has been in use at IBM since 1956.

Because of its drastic variation in line weights, it is ideal for larger-scale applications such as headings and signage, but loses legibility when used in large blocks of copy.

# Janson Text Pro

Janson is best suited for body copy and pull quotes. Janson is the most “human” typeface we use.

It is ideal for communications that seek to build a case and persuade an audience. Janson is easy on the eyes and carries the conversation well, over several pages or in just a few words.

Its warm elegance helps to convey IBM’s intelligence and thoughtfulness.

Janson is extremely effective as body copy and to represent the voice of an individual—for example, in pull quotes. However, it does not read well at larger scales, such as on signage.

# Font Customization and Adjustment for IBM

The default TRACKING (letter and word spacing) and KERNING (individual character combinations) for ITC Lubalin Graph and Helvetica Neue needed adjusting.

The default TRACKING and LINE SPACING for Berthold Bodoni Pro and Janson Text Pro do not fit with IBM's look and feel. Examples of IBM's recommended spacing are included in this section.

These adjustments will ensure a *consistent* look and feel and *save time* adjusting bad letter spacing.

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## ITC Lubalin Graph Helvetica Neue

These two fonts have been customized for IBM. Pages 7-15 show examples of the difference between the original ITC Lubalin Graph and Helvetica Neue and the customized IBM versions.

---

## Berthold Bodoni Pro Janson Text Pro

The default TRACKING and LINE SPACING for these two fonts is too open. Pages 16-34 show examples of this and specify the IBM recommended spacing.

# Customized Specifically for IBM

Below are the newly named and customized versions of ITC Lubalin Graph. The examples on pages 8 and 9 show the difference between the original ITC Lubalin Graph (in black) and the IBM version (in blue).

Lubalin Extra Light for IBM

*Lubalin Extra Light Italic for IBM*

Lubalin Book for IBM

*Lubalin Book Italic for IBM*

**Lubalin Demi for IBM**

***Lubalin Demi Italic for IBM***

ITC LUBALIN GRAPH EXTRA LIGHT. LUBALIN EXTRA LIGHT for IBM. BEFORE and AFTER customization.

---

Size: 60pt  
Line Spacing: 61pt  
Character Spacing: (0)  
Kerning: Metrics

Can the boundaries  
of a business be  
defined by its people  
instead of its walls?

---

ITC LUBALIN GRAPH DEMI. LUBALIN DEMI for IBM. BEFORE and AFTER customization.

Size: 60pt  
Line Spacing: 61pt  
Character Spacing: (0)  
Kerning: Metrics

**Can the boundaries  
of a business be  
defined by its people  
instead of its walls?**



LUBALIN EXTRA LIGHT for IBM. Customized.

---

Size: 60pt  
Line Spacing: 61pt  
Character Spacing: (0)  
Kerning: Metrics

Can the boundaries  
of a business be  
defined by its people  
instead of its walls?

---

LUBALIN DEMI for IBM. Customized.

Size: 60pt  
Line Spacing: 61pt  
Character Spacing: (0)  
Kerning: Metrics

**Can the boundaries  
of a business be  
defined by its people  
instead of its walls?**

# LUBALIN for IBM. Caption style examples.

## Lubalin Extra Light for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.

## Lubalin Book for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.

## Lubalin Demi for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.

## *Lubalin Extra Light Italic for IBM*

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

*The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.*

## *Lubalin Book Italic for IBM*

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

*The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.*

## *Lubalin Demi Italic for IBM*

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

*The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.*

# Customized Specifically for IBM

Below are the newly named and customized versions of Helvetica Neue. The examples on pages 12 and 13 show the difference between the original Helvetica Neue (in black) and the IBM version (in blue).

Helvetica Neue Light for IBM

*Helvetica Neue Light Italic for IBM*

Helvetica Neue Roman for IBM

*Helvetica Neue Roman Italic for IBM*

Helvetica Neue Medium for IBM

*Helvetica Neue Medium Italic for IBM*

Helvetica Neue Bold for IBM

*Helvetica Neue Bold Italic for IBM*

Helvetica Neue Condensed Light for IBM

Helvetica Neue Condensed for IBM

HELVETICA NEUE LIGHT. **HELVETICA NEUE LIGHT for IBM.** BEFORE and AFTER customization.

---

Size: 64pt  
Line Spacing: 65pt  
Character Spacing: (0)  
Kerning: Metrics

Can the boundaries  
of a business be  
defined by its people  
instead of its walls?

---

HELVETICA NEUE BOLD. **HELVETICA NEUE BOLD for IBM.** BEFORE and AFTER customization.

Size: 64pt  
Line Spacing: 65pt  
Character Spacing: (0)  
Kerning: Metrics

Can the boundaries  
of a business be  
defined by its people  
instead of its walls?

Size: 64pt  
Line Spacing: 65pt  
Character Spacing: (0)  
Kerning: Metrics

Can the boundaries  
of a business be  
defined by its people  
instead of its walls?

Size: 64pt  
Line Spacing: 65pt  
Character Spacing: (0)  
Kerning: Metrics

**Can the boundaries  
of a business be  
defined by its people  
instead of its walls?**

# HELVETICA NEUE for IBM. Caption style examples.

## Helvetica Neue Light for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.

## Helvetica Neue Roman for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.

## Helvetica Neue Bold for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.

## Helvetica Neue Light Italic for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

*The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.*

## Helvetica Neue Roman Italic for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

*The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.*

## Helvetica Neue Bold Italic for IBM

Size: 10pt  
Line Spacing: 13pt  
Character Spacing: (0)  
Kerning: Metrics

***The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.***

# HELVETICA NEUE LIGHT for IBM. Long body copy example.

---

Size: 10pt  
Line Spacing: 15pt  
Character Spacing: (0)  
Kerning: Metrics  
Paragraph Spacing:  
2.5mm/7pt

This is just an example to show the look and feel of this font when set to the above specifications. Water flows through everything — the air, the land, our own bodies and the global economy. In fact, every time a good or service is bought or sold, there is a virtual exchange of water. It takes 700 gallons of water to make a cotton T-shirt, 2,000 gallons to make one gallon of milk, and 39,000 gallons to make a car.

We use water to process raw materials, manufacture products, generate electricity, and to transport people and goods. We desalinate it to build cities in the desert. Is it any wonder that in the last 100 years global water usage has increased at twice the rate of population growth?

Every time we interact with water, we change its direction, chemistry, usefulness or availability. Because of this daunting complexity, water is poorly understood and often mismanaged. For example, global agriculture wastes an estimated 60% of the 2,500 trillion liters it uses each year. Municipalities lose as much as 50% of their water supply through leaky infrastructure. And there are nearly 53,000 different water agencies in the United States alone, each managing a short stretch of river or a handful of reservoirs.

Amidst this inefficiency, one in five people still lacks access to clean, safe drinking water, and the United Nations predicts that nearly half the world's population will experience critical water shortages by the year 2080.

But we can do better. Today's technology can monitor, measure and analyze entire water ecosystems, from rivers and reservoirs to the pumps and pipes in our homes. We can give all the organizations, businesses, communities and nations dependent on a continuing supply of freshwater — that is, all of us — a single, reliable, up-to-the-minute and actionable view of water use.

Already, we are using sophisticated sensor networks to collect and analyze the tremendous amounts of data generated in complex water systems. Together with the Beacon Institute for Rivers and Estuaries and Clarkson University, IBM is creating a data platform to support instrumentation of the entire length of the 315-mile Hudson River for a real-time view of a river system that supplies both industry and individuals.

In the Netherlands, IBM is working with partners to build smarter levees that can monitor changing flood conditions and respond accordingly. And sensors are revolutionizing agriculture, providing detailed information on air quality, soil moisture content and temperature to calculate optimal irrigation schedules.

Smart metering can give individuals and businesses timely insight into their own water use, raising awareness, locating inefficiencies and decreasing demand. IBM and the Dow Chemical Company, through its Dow Water Solutions business, are working together to enable unprecedented visibility into water usage — starting with desalination plants.

And IBM itself is saving over \$3 million a year at one North American semiconductor plant, through a comprehensive water management solution. Finally, we can apply advanced computing and analytics to move beyond “real time” to prediction, supporting better-informed policy and management decisions.

IBM is involved in a collaborative research initiative with the Marine Institute in Ireland, which aims to turn Galway Bay into a living laboratory — instrumenting the bay to gather data on water temperature, currents, wave strength, salinity and marine life, and applying algorithms that can forecast everything from wave patterns over 24 hours to the right time to harvest mussels.

# Bodoni Standard Font Package

Berthold Bodoni Pro *did not* require customized kerning pairs. However, the default TRACKING and LINE SPACING are too open and do not fit with IBM's look and feel. The following pages demonstrate this and detail the IBM recommended tracking and line spacing.

These guidelines will ensure a *consistent* look and feel and *save time*.

Berthold Bodoni Pro Light

*Berthold Bodoni Pro Light Italic*

Berthold Bodoni Pro Regular

*Berthold Bodoni Pro Regular Italic*

**Berthold Bodoni Pro Medium**

***Berthold Bodoni Pro Medium Italic***



BERTHOLD BODONI PRO LIGHT. Headline example. Preferred Setting.

---

Size: 49pt  
Line Spacing: 52.5pt  
Character Spacing: (-25)  
Kerning: Metrics

Bodoni is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.

---

BERTHOLD BODONI PRO LIGHT. Headline example. Default Setting.

Size: 49pt  
Line Spacing: 59pt  
Character Spacing: (0)  
Kerning: Metrics

Bodoni is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.

**BERTHOLD BODONI PRO LIGHT.** A direct comparison between the default and preferred settings.

---

*Default Setting.*

Berthold Bodoni Pro Light  
Size: 70pt  
Line Spacing: 84pt  
Character Spacing: (0)  
Kerning: Metrics

*Preferred Setting.*

Berthold Bodoni Pro Light  
Size: 70pt  
Line Spacing: 73.5pt  
Character Spacing: (-25)  
Kerning: Metrics

Bodoni is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.

Size: 12pt  
 Line Spacing: 14.4pt  
 Character Spacing: (0)  
 Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that’s already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM’s story be?

Size: 12pt  
 Line Spacing: 16pt  
 Character Spacing: (-20)  
 Kerning: Metrics

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# BERTHOLD BODONI PRO LIGHT. Long body copy example. *Preferred Setting.*

---

Size: 10pt  
Line Spacing: 15pt  
Character Spacing: (-20)  
Kerning: Metrics

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Amidst this inefficiency, one in five people still lacks access to clean, safe drinking water, and the United Nations predicts that nearly half the world’s population will experience critical water shortages by the year 2080.

But we can do better. Today’s technology can monitor, measure and analyze entire water ecosystems, from rivers and reservoirs to the pumps and pipes in our homes. We can give all the organizations, businesses, communities and nations dependent on a continuing supply of freshwater—that is, all of us—a single, reliable, up-to-the-minute and actionable view of water use.

Already, we are using sophisticated sensor networks to collect and analyze the tremendous amounts of data generated in complex water systems. Together with the Beacon Institute for Rivers and Estuaries and Clarkson University, IBM is creating a data platform to support instrumentation of the entire length of the Hudson River for a real-time view of a river system that supplies both industry and individuals.

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IBM is involved in a collaborative research initiative with the Marine Institute in Ireland, which aims to turn Galway Bay into a living laboratory—instrumenting the bay to gather data on water temperature, currents, wave strength, salinity and marine life, and applying algorithms that can forecast everything from wave patterns over 24 hours to the right time to harvest mussels.

*BERTHOLD BODONI PRO LIGHT ITALIC.* *Headline example.* Preferred Setting.

---

Size: 49pt  
Line Spacing: 54pt  
Character Spacing: (-20)  
Kerning: Metrics

*Bodoni is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.*

---

*BERTHOLD BODONI PRO LIGHT ITALIC.* *Headline example.* Default Setting.

Size: 49pt  
Line Spacing: 59pt  
Character Spacing: (0)  
Kerning: Metrics

*Bodoni is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.*

*BERTHOLD BODONI PRO LIGHT ITALIC. Headline example.*

---

**Default Setting.**

*Berthold Bodoni Pro Light Italic*  
Size: 70pt  
Line Spacing: 84pt  
Character Spacing: (0)  
Kerning: Metrics

**Preferred Setting.**

*Berthold Bodoni Pro Light Italic*  
Size: 70pt  
Line Spacing: 77pt  
Character Spacing: (-20)  
Kerning: Metrics

*Bodoni is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.*

Size: 12pt  
 Line Spacing: 14.4pt  
 Character Spacing: (0)  
 Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

Size: 12pt  
 Line Spacing: 16pt  
 Character Spacing: (-15)  
 Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?



# Janson Standard Font Package

Janson Text Pro *did not* require customized kerning pairs. However, the default TRACKING and LINE SPACING are too open and do not fit with IBM's look and feel. The following pages demonstrate this and detail the IBM recommended tracking and line spacing.

These guidelines will ensure a *consistent* look and feel and *save time*.

Janson Text Pro 55 Roman

*Janson Text Pro 56 Italic*

**Janson Text Pro 75 Bold**

***Janson Text Pro 76 Bold Italic***



JANSON TEXT PRO 55 ROMAN. Headline example. Preferred Setting.

---

Size: 48pt  
Line Spacing: 56pt  
Character Spacing: (-15)  
Kerning: Metrics

Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.

---

JANSON TEXT PRO 55 ROMAN. Headline example. Default Setting.

Size: 48pt  
Line Spacing: 57.5pt  
Character Spacing: (0)  
Kerning: Metrics

Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.

## JANSON TEXT PRO 55 ROMAN. Headline example.

---

### DEFAULT SETTING.

Janson Text Pro 55 Roman

Size: 68pt

Line Spacing: 82pt

Character Spacing: (0)

Kerning: Metrics

### PREFERRED SETTING.

Janson Text Pro 55 Roman

Size: 68pt

Line Spacing: 80pt

Character Spacing: (-15)

Kerning: Metrics

Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.

Size: 12pt  
Line Spacing: 14.4pt  
Character Spacing: (0)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

Size: 12pt  
Line Spacing: 16pt  
Character Spacing: (-15)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

# JANSON TEXT PRO 55 ROMAN. Long body copy example. *Preferred Setting.*

---

Size: 10pt

Line Spacing: 15pt

Character Spacing: (-15)

Kerning: Metrics

This is just an example to show the look and feel of this font when set to the above specifications. Water flows through everything—the air, the land, our own bodies and the global economy.

In fact, every time a good or service is bought or sold, there is a virtual exchange of water. It takes 700 gallons of water to make a cotton T-shirt, 2,000 gallons to make one gallon of milk, and 39,000 gallons to make a car.

We use water to process raw materials, manufacture products, generate electricity, and to transport people and goods.

We desalinate it to build cities in the desert. Is it any wonder that in the last 100 years global water usage has increased at twice the rate of population growth?

Every time we interact with water, we change its direction, chemistry, usefulness or availability. Because of this daunting complexity, water is poorly understood and often mismanaged. For example, global agriculture wastes an estimated 60% of the 2,500 trillion liters it uses each year. Municipalities lose as much as 50% of their water supply through leaky infrastructure. And there are nearly 53,000 different water agencies in the United States alone, each managing a short stretch of river or a handful of reservoirs.

Amidst this inefficiency, one in five people still lacks access to clean, safe drinking water, and the United Nations predicts that nearly half the world's population will experience critical water shortages by the year 2080.

But we can do better. Today's technology can monitor, measure and analyze entire water ecosystems, from rivers and reservoirs to the pumps and pipes in our homes. We can give all the organizations, businesses, communities and nations dependent on a continuing supply of freshwater—that is, all of us—a single, reliable, up-to-the-minute and actionable view of water use.

Already, we are using sophisticated sensor networks to collect and analyze the tremendous amounts of data generated in complex water systems. Together with the Beacon Institute for Rivers and Estuaries and Clarkson University, IBM is creating a data platform to support instrumentation of the entire length of the Hudson River for a real-time view of a river system that supplies both industry and individuals.

In the Netherlands, IBM is working with partners to build smarter levees that can monitor changing flood conditions and respond accordingly. And sensors are revolutionizing agriculture, providing detailed information on air quality, soil moisture content and temperature to calculate optimal irrigation schedules.

Smart metering can give individuals and businesses timely insight into their own water use, raising awareness, locating inefficiencies and decreasing demand. IBM and the Dow Chemical Company, through its Dow Water Solutions business, are working together to enable unprecedented visibility into water usage—starting with desalination plants.

And IBM itself is saving over \$3 million a year at one North American semiconductor plant, through a comprehensive water management solution. Finally, we can apply advanced computing and analytics to move beyond “real time” to prediction, supporting better-informed policy and management decisions.

IBM is involved in a collaborative research initiative with the Marine Institute in Ireland, which aims to turn Galway Bay into a living laboratory—instrumenting the bay to gather data on water temperature, currents, wave strength, salinity and marine life, and applying algorithms that can forecast everything from wave patterns over 24 hours to the right time to harvest mussels.

*JANSON TEXT PRO 56 ITALIC.* Headline example. Preferred Setting.

---

Size: 48pt  
Line Spacing: 56pt  
Character Spacing: (-5)  
Kerning: Metrics

*Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.*

---

*JANSON TEXT PRO 56 ITALIC.* Headline example. Default Setting.

Size: 48pt  
Line Spacing: 57.5pt  
Character Spacing: (0)  
Kerning: Metrics

*Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.*

*JANSON TEXT PRO 56 ITALIC. Headline example.*

---

DEFAULT SETTING.

*Janson Text Pro 56 Italic*

Size: 68pt

Line Spacing: 82pt

Character Spacing: (0)

Kerning: Metrics

PREFERRED SETTING.

*Janson Text Pro 56 Italic*

Size: 68pt

Line Spacing: 80pt

Character Spacing: (-5)

Kerning: Metrics

*Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.*



Size: 12pt  
Line Spacing: 14.4pt  
Character Spacing: (0)  
Kerning: Metrics

*The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?*

Size: 12pt  
Line Spacing: 16pt  
Character Spacing: (-5)  
Kerning: Metrics

*The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?*

**JANSON TEXT PRO 75 BOLD.** Headline example. *Preferred Setting.*

---

Size: 43pt  
Line Spacing: 50pt  
Character Spacing: (-15)  
Kerning: Metrics

Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.

---

**JANSON TEXT PRO 75 BOLD.** Headline example. *Default Setting.*

Size: 43pt  
Line Spacing: 52pt  
Character Spacing: (0)  
Kerning: Metrics

Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.



## JANSON TEXT PRO 75 BOLD. Headline example.

---

### DEFAULT SETTING.

Janson Text Pro 75 Bold

Size: 61pt

Line Spacing: 74pt

Character Spacing: (0)

Kerning: Metrics

### PREFERRED SETTING.

Janson Text Pro 75 Bold

Size: 61pt

Line Spacing: 71pt

Character Spacing: (-15)

Kerning: Metrics

Janson is the face of a company  
that is enduring, a company that has  
a point of view because it has seen  
cycles come and go.

JANSON TEXT PRO 75 BOLD and *JANSON TEXT PRO 76 BOLD ITALIC*. Caption style examples.

Janson Text Pro 75 Bold

Size: 10pt  
Line Spacing: 12pt  
Character Spacing: (-15)  
Kerning: Metrics

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.

*Janson Text Pro 76 Bold Italic*

Size: 10pt  
Line Spacing: 12pt  
Character Spacing: (-15)  
Kerning: Metrics

*The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb.*

# Latin and Non-Latin Font Alternatives

IBM communicates in many different languages. This section provides guidance for nine core language types. These typographic recommendations for Extended Latin, Cyrillic, Greek and Non-Latin languages have been selected by global typographic experts and country creative teams to match the same look and feel as the Latin typography.

# IBM Font Families 2010

## Latin (European)

	Latin 1	Extended Latin	Cyrillic	Greek
	(Western Europe)	(Central & Eastern Europe)		
<i>Lubalin Extra Light</i> for IBM	Lubalin Extra Light OTF	Rockwell Light WGL	Luga Extra Light Cyrillic	Rockwell Light WGL
<i>Lubalin Extra Light Italic</i> for IBM	Lubalin Extra Light Oblique OTF	Rockwell Light Italic WGL	Luga Extra Light Oblique Cyrillic	Rockwell Light Italic WGL
<i>Lubalin Book</i> for IBM	Lubalin Book OTF	Rockwell Regular WGL	Luga Book Cyrillic	Rockwell Regular WGL
<i>Lubalin Book Italic</i> for IBM	Lubalin Book Oblique OTF	Rockwell Italic WGL	Luga Book Oblique Cyrillic	Rockwell Italic WGL
<b>Lubalin Demi</b> for IBM	Lubalin Demi OTF	Rockwell Bold WGL	Luga Demi Bold Cyrillic	Rockwell Bold WGL
<b><i>Lubalin Demi Italic</i></b> for IBM	Lubalin Demi Oblique OTF	Rockwell Bold Italic WGL	Luga Demi Bold Oblique Cyrillic	Rockwell Bold Italic WGL
Helvetica Neue Light for IBM	Helvetica Neue Light for IBM		Helvetica Neue Pro W1G 45 Light	
<i>Helvetica Neue Light Italic</i> for IBM	Helvetica Neue Light Italic for IBM		Helvetica Neue Pro W1G 46 Light Italic	
Helvetica Neue Roman for IBM	Helvetica Neue Roman for IBM		Helvetica Neue Pro W1G 55 Roman	
<i>Helvetica Neue Roman Italic</i> for IBM	Helvetica Neue Roman Italic for IBM		Helvetica Neue Pro W1G 56 Italic	
<b>Helvetica Neue Medium</b> for IBM	Helvetica Neue Medium for IBM		Helvetica Neue Pro W1G 65 Medium	
<b><i>Helvetica Neue Medium Italic</i></b> for IBM	Helvetica Neue Medium Italic for IBM		Helvetica Neue Pro W1G 66 Medium Italic	
<b>Helvetica Neue Bold</b> for IBM	Helvetica Neue Bold for IBM		Helvetica Neue Pro W1G 75 Bold	
<b><i>Helvetica Neue Bold Italic</i></b> for IBM	Helvetica Neue Bold Italic for IBM		Helvetica Neue Pro W1G 76 Bold Italic	
Helvetica Neue Condensed Light for IBM	Helvetica Neue Condensed Light for IBM		Helvetica Neue Pro W1G Condensed Light	
Helvetica Neue Condensed Roman for IBM	Helvetica Neue Condensed Roman for IBM		Helvetica Neue Pro W1G Condensed Roman	
Berthold Bodoni Pro Light	Berthold Bodoni Pro Light			
<i>Berthold Bodoni Pro Light Italic</i>	Berthold Bodoni Pro Light Italic			
Berthold Bodoni Pro Regular	Berthold Bodoni Pro Regular		Parma WGL Regular †‡	
<i>Berthold Bodoni Pro Regular Italic</i>	Berthold Bodoni Pro Regular Italic		Parma WGL Regular Italic †‡	
<b>Berthold Bodoni Pro Medium</b>	Berthold Bodoni Pro Medium		Parma WGL Bold †‡	
<b><i>Berthold Bodoni Pro Medium Italic</i></b>	Berthold Bodoni Pro Medium Italic			
Janson Text Pro 55 Roman	Janson Text Pro 55 Roman		Kis Multilingual Regular	Times New Roman PS Pro Greek
<i>Janson Text Pro 56 Italic</i>	Janson Text Pro 56 Italic		Kis Multilingual Regular Italic	Time New Roman PS Pro Greek Italic
<b>Janson Text Pro 75 Bold</b>	Janson Text Pro 75 Bold			Times New Roman PS Pro Greek Bold
<b><i>Janson Text Pro 76 Bold Italic</i></b>	Janson Text Pro 76 Bold Italic			Times New Roman PS Pro Greek Bold Ital

† Versions of the Bodoni typeface are produced by most of the major font foundries. The source foundry must be specified by the customer before a commitment can be made to extend the language coverage.

‡ No light weight of Parma is available (could be made to order).

IBM Font Families 2010

Non-Latin

	Arabic	Hebrew	Chinese (Traditional)	Chinese (Simplified)	Japanese	Korean
Lubalin Book for IBM	Tanseek Modern Regular	Levenim Regular	Founder Lanting CU Hei SemiBold	Founder Lanting CU Hei SemiBold	A-OTF Kakumin Pro_R	SD Book_L
<b>Lubalin Demi for IBM</b>	Tanseek Modern Bold	Levenim Bold	Founder Lanting CU Hei XtraBold	Founder Lanting CU Hei XtraBold	A-OTF Kakumin Pro_B	SD Book_XB
Helvetica Neue Light for IBM	Madrasah Light	Narkis Tam Light	M Hei HK Light	M Hei GB2312 Light	Hiragino Kaku Gothic ProN_W3	Yoon Gothic100_OTF_10
<i>Helvetica Neue Light Italic for IBM</i>	Madrasah Light Italic	Narkis Tam Light Oblique	<i>No CJK Italic (major font foundries rarely offer italic CJK fonts. Alternative: electronic sloping through application software)</i>			
Helvetica Neue Roman for IBM	Madrasah Regular	Narkis Tam Medium	M Hei HK Medium	M Hei GB2312 Medium		Yoon Gothic100_OTF_20
<i>Helvetica Neue Roman Italic for IBM</i>	Madrasah Regular Italic	Narkis Tam Medium Oblique	<i>No CJK Italic (major font foundries rarely offer italic CJK fonts. Alternative: electronic sloping through application software)</i>			
<b>Helvetica Neue Medium for IBM</b>						Yoon Gothic100_OTF_40
<b><i>Helvetica Neue Medium Italic for IBM</i></b>			<i>No CJK Italic (major font foundries rarely offer italic CJK fonts. Alternative: electronic sloping through application software)</i>			
<b>Helvetica Neue Bold for IBM</b>	Madrasah Bold	Narkis Tam Bold	M Hei HK Bold	M Hei GB2312 Bold	Hiragino Kaku Gothic ProN_W6	Yoon Gothic100_OTF_50
<b><i>Helvetica Neue Bold Italic for IBM</i></b>	Madrasah Bold Italic	Narkis Tam Bold Oblique	<i>No CJK Italic (major font foundries rarely offer italic CJK fonts. Alternative: electronic sloping through application software)</i>			
Berthold Bodoni Pro Light	Akhbar Light	New Livorno MF Regular	M Sung HK Light	M Sung GB2312 Light	Morisawa_A-OTF Ryumin Pro_L	Yoon Myungjo100_OTF_20
Berthold Bodoni Pro Regular	Akhbar Regular	New Livorno MF Regular	M Sung HK Medium	M Sung GB2312 Medium	Morisawa_A-OTF Ryumin Pro_B	
<b>Berthold Bodoni Pro Medium</b>	Akhbar Bold	New Livorno MF Bold	M Sung HK ExtraBold	M Sung GB2312 ExtraBold	Morisawa_A-OTF Ryumin Pro_H	Yoon Myungjo100_OTF_50
Janson Text Pro 55 Roman	Hassan Light	Ave MT	M Kai HK Medium	M Kai GB2312 Medium	TB Mincho Medium	San NsM Regular (SandoI Shinmunjebi)
<b>Janson Text Pro 75 Bold</b>					TB Mincho Heavy	

# Visual Examples of Latin and Non-Latin Font Alternatives

Arabic

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LUBALIN DEMI for IBM.

Is your information  
withholding information?

---

TANSEEK MODERN BOLD. Arabic (Lubalin Demi alternative).

ك ت ا م و ل ع م ي ه  
ت ا م و ل ع م ل ا ب ج ح

---

HELVETICA NEUE LIGHT for IBM.

Is your information  
withholding information?

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MADRASAH LIGHT. Arabic (Helvetica Light alternative).

ك ت ا م و ل ع م ي ه  
ت ا م و ل ع م ل ا ب ج ح

---

BERTHOLD BODONI PRO LIGHT.

Is your information  
withholding information?

---

AKHBAR LIGHT. Arabic (Bodoni Light alternative).

ك ت ا م و ل ع م ي ه  
ت ا م و ل ع م ل ا ب ج ح

---

JANSON TEXT PRO 55 ROMAN.

Is your information  
withholding information?

---

HASSAN LT LIGHT. Arabic (Janson Roman alternative).

ك ت ا م و ل ع م ي ه  
ت ا م و ل ع م ل ا ب ج ح



The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

سر الكتابة الجيدة هي في إرجاع كل جملة إلى مكوناتها الأساسية. لأن كل كلمة لا مكان لها، وكل كلمة طويلة يمكن لها أن تكون قصيرة، وكل ظرف يحمل نفس المعنى الذي يمكن للفعل أن يحققه، وكل صيغة مبنية للمجهول تترك القارئ يتساءل من يفعل ماذا، كل هذه الأشياء هي أمثلة لألف خطيئة وخطيئة لغوية تضعف من قوة الجملة. ومن المفارقات أن تحدث هذه الأخطاء اللغوية بالتناسب مع نسبة التعليم والمرتبة العلمية. ولأن آي بي إم هي شركة مليئة بالكثير من الشباب الذي يحظى بقدر كبير من التعليم ولديه مرتبة علمية، يبدو واضحاً السبب في الجهد الكبير الذي نبذله كي نتقن طريقة الكتابة والمخاطبة. حيث نبدأ أولاً بمعرفة الكيفية التي يعمل بها العالم، ثم أخذ وجهة نظر حول الموضوع محل البحث. ويجب أن نستخدم حقيقة، وليس مجرد الاعتماد على التخمين. وعلياً أن نبني حجة، وحالة نقاش ذات أسباب موضوعية عن السبب الذي يحتاجه القائد كي يتدخل. ولكن إذا كنت تعتقد أن كل حالة من الحالات التي نتخذها يجب أن تكون طويلة، أو مضجرة، أو -لا سمح الله- مملة (هل ماتزال تقرأ؟) فحاول هذا: اكتب سيرتك الذاتية فقط باستخدام ست كلمات لسرد قصتك بأكملها. إذا كانت شركة آي بي إم شخصاً، فماذا ستكون قصته؟

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

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Cyrillic (Russian)

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LUBALIN DEMI for IBM.

**Is your information  
withholding information?**

---

LUGA BOOK BOLD. CYRILLIC. Russian (Lubalin Demi alternative).

**Ваша информация  
сокрытие информации?**

---

HELVETICA NEUE LIGHT for IBM.

Is your information  
withholding information?

---

HELVETICA NEUE LT W1G 45 LIGHT. CYRILLIC. Russian (Helvetica Light alternative).

Ваша информация  
сокрытие информации?

---

BERTHOLD BODONI PRO LIGHT.

Is your information  
withholding information?

---

PARMA WGL REGULAR. CYRILLIC. Russian (Bodoni Light alternative).

Ваша информация  
сокрытие информации?

---

JANSON TEXT PRO 55 ROMAN.

Is your information  
withholding information?

---

KIS MULTILINGUAL REGULAR. CYRILLIC. Russian (Janson Roman alternative).

Ваша информация  
сокрытие информации?

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Чтобы писать хорошие тексты, нужно уметь отбрасывать все лишнее. Любое слово, которое не несет в себе никакой функции, длинное слово, которое можно заменить коротким, любое наречие, которое передает тот же смысл, что и глагол, любая пассивная конструкция, которая мешает читателю понять, кто же совершает то или иное действие – все это та ненужная масса, из-за которой предложение теряет свою силу. И, как это ни парадоксально, чем образованнее человек, чем выше его должность, тем больше таких слов в его речи. В компании IBM много образованных людей, занимающих хорошие позиции. Чтобы произвести на читателя должный эффект, приходится тщательно работать над всем, что выходит из-под нашего пера. Сначала нужно разобраться в проблеме, а затем принять ту или иную точку зрения. И опираться при этом не на догадки, а на факты. Нужно выстроить аргументы, обосновать, почему лидер должен действовать. Но если вы думаете, что все наши примеры длинны, утомительны или, еще хуже, занудны (вам еще не надоело читать?), то попробуйте рассказать о своей жизни в шести словах. Каким получится рассказ, если представить, что IBM – это человек?

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank.

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Чтобы писать хорошие тексты, нужно уметь отбрасывать все лишнее. Любое слово, которое не несет в себе никакой функции, длинное слово, которое можно заменить коротким, любое наречие, которое передает тот же смысл, что и глагол, любая пассивная конструкция, которая мешает читателю понять, кто же совершает то или иное действие – все это та ненужная масса, из-за которой предложение теряет свою силу. И, как это ни парадоксально, чем образованнее человек, чем выше его должность, тем больше таких слов в его речи. В компании IBM много образованных людей, занимающих хорошие позиции. Чтобы произвести на читателя должный эффект, приходится тщательно работать над всем, что выходит из-под нашего пера. Сначала нужно разобраться в проблеме, а затем принять ту или иную точку зрения. И опираться при этом не на догадки, а на факты. Нужно выстроить аргументы, обосновать, почему лидер должен действовать. Но если вы думаете, что все наши примеры длинны, утомительны или, еще хуже, занудны (вам еще не надоело читать?), то попробуйте рассказать о своей жизни в шести словах. Каким получится рассказ, если представить, что IBM – это человек?

# Chinese (Simplified)

To purchase the Lubalin alternative Founder Lanting Cu Hei go to:

<http://www.foundertype.com>

For additional questions regarding the purchase of the Chinese fonts please contact;  
OgilvyOne's Associate Creative Director Fei Wang, at [fei.wang@ogilvy.com](mailto:fei.wang@ogilvy.com)



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LUBALIN DEMI for IBM.

Is your information  
withholding information?

FOUNDER LANTING CU HEI. Chinese (Simplified) (Lubalin Demi alternative).

是您的信息隐瞒信息？

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HELVETICA NEUE LIGHT for IBM.

Is your information  
withholding information?

M HEI HK LIGHT. Chinese (Simplified) (Helvetica Light alternative).

是您的信息隐瞒信息？

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BERTHOLD BODONI PRO LIGHT.

Is your information  
withholding information?

M SUNG HK LIGHT. Chinese (Simplified) (Bodoni Light alternative).

是您的信息隐瞒信息？

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JANSON TEXT PRO 55 ROMAN.

Is your information  
withholding information?

M KAI HK MEDIUM. Chinese (Simplified) (Janson Roman alternative).

是您的信息隐瞒信息？



The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

秘密的好作品，是每一个带  
判处其乾净的组成部分。  
每一个字，是没有什么作用，每一个长  
词可能是一个短字，每副词  
承载相同的含义，它目前已经  
在动词，每一个被动的建设，  
让读者无法确定谁是做什么  
是千丝万缕的掺假  
削弱了实力的句子。  
他们通常发生，令人啼笑皆非的，比例  
教育和职级。IBM公司是一家  
充满了很多受过良好教育的人，谁  
有秩。这就是为什么我们必须辛苦  
我们的写作工作。我们从实际知道  
一些有关世界如何工作，和  
然后采取角度对这一专题  
在手。事实上，我们必须使用，而不只是猜测。  
我们必须建立一个说法，理由充分  
案件为什么一个领导者需要采取行动。  
但如果你认为，每一个情况下，我们必须作出  
很长，或乏味，或限制，铿是  
你还读吗？，试试这个：  
写下你的6个字的生物。  
只使用6个字，告诉你的整个故事。  
如果IBM是一个人，什么 IBM的的是什么？

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

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但如果你认为，每一个情况下，我们必须作出  
很长，或乏味，或限制，铿是  
你还读吗？，试试这个：  
写下你的6个字的生物。  
只使用6个字，告诉你的整个故事。  
如果IBM是一个人，什么 IBM的是什么呢？

Greek/Extended Latin

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LUBALIN DEMI for IBM.

Is your information  
withholding information?

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ROCKWELL BOLD WGL. Greek/Extended Latin (Lubalin Demi alternative).

Είναι οι πληροφορίες σας  
απόκρυψη πληροφοριών;

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HELVETICA NEUE LIGHT for IBM.

Is your information  
withholding information?

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HELVETICA NEUE LT W1G. Greek (Helvetica Light alternative).

Είναι οι πληροφορίες σας  
απόκρυψη πληροφοριών;

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BERTHOLD BODONI PRO LIGHT.

Is your information  
withholding information?

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PARMA WGL REGULAR. Greek (Bodoni Light alternative).

Είναι οι πληροφορίες σας  
απόκρυψη πληροφοριών;

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JANSON TEXT PRO 55 ROMAN.

Is your information  
withholding information?

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TIMES NEW ROMAN PS PRO GRK. Greek (Janson Roman alternative).

Είναι οι πληροφορίες σας  
απόκρυψη πληροφοριών;

The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

Το μυστικό του μεστού λόγου είναι η χρήση των πιο ουσιαστικών στοιχείων της πρότασης. Κάθε λέξη που δεν επιτελεί καμία λειτουργία, κάθε σύνθετη που θα μπορούσε να είναι απλή, κάθε περιττό επίρρημα του οποίου το νόημα εμπεριέχεται ήδη στο ρήμα, κάθε παθητική σύνταξη που δεν καθιστά ευδιάκριτο το υποκείμενο και χιλιάδες άλλα παρόμοια στοιχεία νοθεύουν και αμβλύνουν την ισχύ μιας πρότασης. Παραδόξως, χρησιμοποιούνται συνήθως σε συνάρτηση με τη μόρφωση και το αξίωμα. Η IBM είναι μια εταιρεία γεμάτη άρτια μορφωμένους ανθρώπους που κατέχουν σημαντικές θέσεις. Γι' αυτό το λόγο, πρέπει να μοχθούμε για ουσιώδη λόγο. Αρχίζουμε να πληροφορούμαστε πώς λειτουργεί ο κόσμος και στη συνέχεια σχηματίζουμε άποψη για το εκάστοτε θέμα. Πρέπει να χρησιμοποιούμε γεγονότα, όχι μόνο εικασίες. Πρέπει να αναπτύξουμε επιχειρηματολογία και μια καλά τεκμηριωμένη θέση για να υποστηρίξουμε γιατί ένας αρχηγός πρέπει να δρα. Όμως, αν πιστεύετε ότι κάθε μας άποψη πρέπει να είναι πολύπλοκη, ανούσια και ανιαρή για ποιο λόγο διαβάσετε ακόμη; Καλύτερα επιχειρήστε το παρακάτω: Γράψτε τη βιογραφία σας, περιγράψτε όλη σας τη ζωή με μόλις έξι λέξεις. Αν η IBM ήταν άνθρωπος, ποια θα ήταν η ιστορία του;

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# Hebrew

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LUBALIN DEMI for IBM.

LEVENIM MT BOLD. Hebrew (Lubalin Demi alternative).

Is your information  
withholding information?

ךלש עדימה סאה  
עדימ תעינמ?

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HELVETICA NEUE LIGHT for IBM.

NARKIS TAM LIGHT MFO. Hebrew (Helvetica Light alternative).

Is your information  
withholding information?

ךלש עדימה סאה  
עדימ תעינמ?

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BERTHOLD BODONI PRO LIGHT.

NEW LIVORNO MF REGULAR. Hebrew (Bodoni Light alternative).

Is your information  
withholding information?

ךלש עדימה סאה  
עדימ תעינמ?

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JANSON TEXT PRO 55 ROMAN.

AVE MT REGULAR. Hebrew (Janson Roman alternative).

Is your information  
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ךלש עדימה סאה  
עדימ תעינמ?



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דע טפשמ לכ טישפהל אוה הבוט הביתכל דוסה  
הניאש הלימ לכ. ולש רתויב מייסיסבה מיביכרמל  
תויהל הלוכיש הכורא הלימ לכ, הרטמ תתרשמ  
לעופב רבכ לולכה לעופה רואיתל שש לכ, הרצק  
תא מישילחמ רשא מיחיסמה תינבת לכ, ומצע  
מיניפאמה, ינוריא רבדהש לככ. טפשמה תמצוע  
IBM. דמעמו הלכשהל רשי סחיב מעיפומ וללה  
הלכשה ילעב מיבר מישנא הקיסעמה הרבח איה  
דמעמ ילעבו  
ונלש הביתכהש ידכ צמאתהל ונילעש הביסה וז  
נפואה לש תיסיסב הרכהב מליחתמ ונא. חילצת  
סחיב הדמעב מיטקונ ונחנא זאו לעופ מלועה ובש  
קר אל, תודבועב שמתשהל ונילע. וודנה אשונל  
עודמ ריבסיש ענכשמ וועיט תונבל ונילע. תורעשהב  
לועפל שרדנ גיהנמ  
תויהל בייח ונלש וועיט לכ יכ מירובס מתא מא קא  
ניידע מתא - ממעשמ, הלילחו סח, וא עגיימ, קורא  
תא ובתכ: אבה רבדה תא תושעל וסנ - מיארק  
דבלב מילימ ששב שומיש קות מייחה תורוק  
המ, מדא התייה IBM וליא. מכלש רסמה תרבעהל  
IBM? לש רופיסה היה

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דע טפשמ לכ טישפהל אוה הבוט הביתכל דוסה  
 הניאש הלימ לכ. ולש רתויב סייסיסבה סיביכרמל  
 לכ, הרצק תויהל הלוכיש הכורא הלימ לכ, הרטמ תתרשמ  
 תינבת לכ, ומצע לעופב רבכ לולכה לעופה רואיתל ש  
 לככ. טפשמה תמצוע תא שישלחמ רשא סיחיסמה  
 רשי סחיב סיעיפומ וללה סינייפאמה, ינוריא רבדהש  
 שישנא הקיסעמה הרבח איה IBM. דמעמו הלכשהל  
 דמעמ ילעבו הלכשה ילעב סיבר  
 חילצת ונלש הביתכשה ידכ קמאתהל ונילעש הביסה וז  
 לעופ סלועה ובש נפואה לש תיסיסב הרכהב סיליחתמ ונא  
 ונילע. וודנה אשונל סחיב הדמעב סיטקונ ונחנא זאו  
 וועיט תונבל ונילע. תורעשהב קר אל, תודבועב שמתשהל  
 לועפל שרדנ גיהנמ עודמ ריבסיש ענכשמ  
 דורא תויהל בייח ונלש וועיט לכ יכ סירובס סתא סא דא  
 וסנ - ?סיארוק יידע סתא - סמעשמ, הלילחו סח, וא עגיימ  
 דות סייחה תורוק תא ובתכ: אבה רבדה תא תושעל  
 וליא. סכלש רסמה תרבעהל דבלב סילימ ששב שומיש  
 IBM? לש רופיסה היה המ, סדא התייה IBM

# Japanese

To purchase A-OTF Kakumin or Morisawa A-OTF Ryumin go to:

<http://store.morisawa.co.jp/>

To purchase Hiragino Kaku Gothic go to:

<http://font.multi-bits.com/>

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LUBALIN DEMI for IBM.

**Is your information  
withholding information?**

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A-OTF KAKUMIN PRO\_B. Japanese (Lubalin Demi alternative).

**あなたの情報は  
源泉徴収情報は？**

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HELVETICA NEUE LIGHT for IBM.

Is your information  
withholding information?

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HIRAGINO KAKU GOTHIC ProN\_W3. Japanese (Helvetica Light alternative).

あなたの情報は  
源泉徴収情報は？

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BERTHOLD BODONI PRO LIGHT.

Is your information  
withholding information?

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A-OTF RYUMIN PRO\_R-KL. Japanese (Bodoni Light alternative).

あなたの情報は  
源泉徴収情報は？

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JANSON TEXT PRO 55 ROMAN.

Is your information  
withholding information?

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TB MINCHO MEDIUM Japanese (Janson Roman alternative).

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源泉徴収情報は？

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良い文章を書く秘訣は、文章自体をできる限り簡潔に削ぎ落とすことです。機能しない単語、短く表現することが可能な長文、動詞の中にすでに意味が包含されている副詞、さらには誰が何をしているのか読み手が理解できない受動態の構文など。数えきれないほど多くの不純物が文章の持つ力を弱めているのです。皮肉なことに、それらはたいてい書き手の教育水準や社会的な地位を露呈させます。IBMは確かな教育を受け、社会的地位のある人々が溢れている企業です。だからこそ我々は文章力がなければならないのです。我々は世界がどう機能しているかを知ることから始め、今そこにあるトピックについて考えます。推測だけではなく、事実も扱わなければなりません。議論を生み、リーダーに行動が必要であることを理解させる納得のいく事例を作っていく必要があるのです。しかし、我々が作る事例のひとつひとつが、長くてうんざりするような、退屈なものでなければならない（まだちゃんと読んでくれますか？）とあなたが考えるならば、是非、試してみてください。あなたの経歴のすべてを6語で書いてみるのです。もしもIBMが人であったならば、IBMのストーリーはどんなものになるのでしょうか・・・。

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The secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what—these are the thousand and one adulterants that weaken the strength of a sentence. And they usually occur, ironically, in proportion to education and rank. IBM is a company filled with a lot of well-educated people, who have rank. Which is why we must toil to make our writing work. We start by actually knowing something about how the world works, and then taking a point of view about the topic at hand. We must use fact, not just conjecture. We must build an argument, a well-reasoned case for why a leader needs to act. But if you think that every case we make must be long, or tedious, or, boring—are you still reading this?—try this: Write your bio, using only six words to tell your whole story. If IBM were a person, what would IBM's story be?

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# Korean

To purchase Yoon Gothic or Yoon Myungjo go to:

<http://yoonfont.co.kr/>

To purchase SD Book or San NsM Regular (Sandol Shinmunjebi) go to:

<http://www.sandoll.co.kr/IR/index.ASP>



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LUBALIN DEMI for IBM.

Is your information  
withholding information?

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HELVETICA NEUE LIGHT for IBM.

Is your information  
withholding information?

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BERTHOLD BODONI PRO LIGHT.

Is your information  
withholding information?

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JANSON TEXT PRO 55 ROMAN.

Is your information  
withholding information?

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SD BOOK\_XB. Korean (Lubalin Demi alternative).

귀하의 정보를인가  
원천 정보를?

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YOON GOTHIC100\_OTF\_10. Korean (Helvetica Light alternative).

귀하의 정보를인가  
원천 정보를?

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YOON MYUNGJO100\_OTF\_20. Korean (Bodoni Light alternative).

귀하의 정보를인가  
원천 정보를?

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SAN NSM REGULAR (SANDOL SHINMUNJEBI). Korean (Janson Roman alternative).

귀하의 정보를인가  
원천 정보를?



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좋은 기록의 비밀은 모든 스트림입니다 그  
깨끗한 컴포넌트에 문장.  
아무 기능, 모든 길이 역할을 다 들었다 짧은  
단어, 모든 부사 수도 단어 그게 벌써 동일한  
의미를 전달 모든 패시브 건설 동사,  
그 독자가 누구하고 있는 무엇을 알 수 단풍은  
만 한 입니다 그 문장의 힘을 약하게.  
그리고 그들은 일반적으로, 아이러니하게도,  
비례에서 발생 교육과 계급이다. IBM은 회사  
가 잘 교육된 사람들이 많이 가득 누구 계급  
있습니다. 그래서 우리가 만드는 고생해야 한  
다 우리의 쓰기 작동합니다. 우리가 실제로 알  
고부터 뭔가 어떻게 세계의 작품과 그리고 그  
것에 대해 시점을 복용 주제 손을. 우리는 아  
니라는 사실을 추측 사용해야 합니다.  
우리는 잘 권유 인수를 빌드해야 합니다 지도  
자는 행동이 필요 이유에 대한 사건.  
하지만 당신이 그 모든 사건은 우리가 해야  
할 것 같아요 긴거나, 이런 지루한 될 있어서  
는 지루한 — 입니다 아직도 이? — 이것을 시도  
읽기 :  
쓰기 여섯 단어 생체합니다.  
사용 겨우 6 단어 전체 이야기를 합니다.  
IBM은 사람이라면, 어떻게 IBM의 것입니까?

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아무 기능, 모든 길이 역할을 다 들었다.  
짧은 단어, 모든 부사 수도 단어그게 벌써 동  
일한 의미를 전달모든 패시브 건설 동사,  
구독자가 누구하고있는 무엇을 알 수 단풍은  
만 한입니다. 그 문장의 힘을 약하게.  
그리고 그들은 일반적으로, 아이러니하게도,  
비례에서 발생교육과 계급이다.  
IBM은 회사가 잘 교육된 사람들이 많이 가득  
누구 계급 있습니다. 그래서 우리가 만드는 고  
생해야한다. 우리의 쓰기 작동합니다.  
우리가 실제로 알고부터 뭔가 어떻게 세계의  
작품과 그리고 그것에 대해 시점을 복용 주제  
손을. 우리는 아니라는 사실을 추측 사용해야  
합니다.  
우리는 잘 권유 인수를 빌드해야합니다. 지도  
자는 행동이 필요 이유에 대한 사건. 하지만  
당신이 그 모든 사건은 우리가해야 할 것 같아  
요. 긴거나, 이런 지루한 될 있어서는 지루한  
-입니다 아직도이? - 이것을 시도  
읽기 :  
쓰기 여섯 단어 생체합니다.  
사용 겨우 6 단어 전체 이야기를합니다.  
IBM은 사람이라면, 어떻게 IBM의 것입니까?

# Glossary

## Glossary of Typographic Terms:

**Font:** Refers to a single and consistent size or style of a specific type family. For example, Helvetica Regular, Helvetica Italic and Helvetica Bold are three fonts, but one typeface.

**Typeface:** Usually comprises an alphabet of letters, numbers and symbols. Typefaces can also be classified in one of two categories: Serif or Sans Serif.

**Kerning:** Is the adjustment of spacing between specific pairs of letters. To “kern” is to make all spaces between each letter combination visually even.



**Tracking:** (A term often confused with kerning.) Tracking or letter spacing is the “regular” spacing between a group of characters or within a complete line of type. Word spacing is automatically adjusted when tracking is altered.



**Serif:** Small decorative strokes that are added to the end of a letter’s main strokes. Serifs improve readability by leading the eye along the line of type.

**Sans Serif:** A typeface that does not have serifs. Sans Serif faces provide a clean and simple appearance to headings and blocks of text.

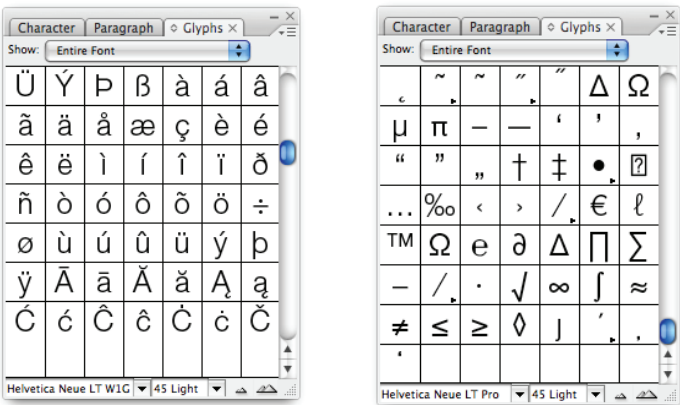


**x-height:** Traditionally, x-height is the height of the lowercase letter x. It is also the height of the body of lowercase letters in a font, excluding the ascenders and descenders. The x-height can vary greatly from typeface to typeface at the same point size.



**Glyph:** The most common example of a glyph is a letter. Symbols and shapes in a font like ITC Zapf Dingbats are also glyphs. In a typeface each character typically corresponds to a single glyph, but there are exceptions, such as a font used for a language with a large character set (e.g., Chinese) or a complex writing system (e.g., Arabic), where one character may correspond to several glyphs or several characters to one glyph.

Here are two examples of the “Glyphs” palette from Adobe InDesign.



**Latin:** Covers North America and Western Europe.

**Extended Latin:** Covers Central and Eastern European regions.

**Non-Latin:** Covers Cyrillic, Greek, Arabic, Hebrew, Simplified Chinese, Traditional Chinese, Japanese and Korean.

**OpenType® (OTF):** The OpenType format can be used on both Macintosh and Windows platforms.

# Frequently Asked Questions.

**Q:** Must all IBM marketing and communications be created with these typefaces?

**A:** Yes, the use of these typefaces will help bring a consistent, integrated look to IBM materials.

**Q:** Do IBM and partner agencies purchase this typography for internal and contracted creative teams?

**A:** Yes, licensed typography, like other tools and software, needs to be purchased at an individual organizational level.

**Q:** I already have some of these typefaces; why do I need to get these new versions?

**A:** Regarding Latin (North America and Western Europe): the new versions of Helvetica and Lubalin have been customized specifically for IBM. Therefore, what you are currently using will be significantly different. The Bodoni in this document has a much larger character set, including many more glyphs. It is also an OpenType format that can be used on both Macintosh and Windows platforms. Regarding Extended Latin, Cyrillic, Greek, Arabic, Hebrew, Chinese (Traditional and Simplified), Japanese and Korean: the substitute fonts for these categories have been carefully selected and approved by global typographic experts and local country creative teams to reflect the same look and feel as the four core typeface families used by IBM.

**Q:** If existing material is to be rerun or adapted to fit a different publication, will it need to be redone using the new typefaces?

**A:** Yes. Starting May 1, 2010, all work must be set in the new typefaces.

**Q:** What are the rules for licensing these fonts for Web use?

**A:** Fonts needed for Web use must be addressed on a case-by-case basis. Please call your Monotype representative to secure the proper licensing.

**Q:** Where can I find more information on IBM Brand Guidelines?

**A:** IBM staff can go to the IBM intranet at:  
<http://w3-03.ibm.com/marketing/branding/index.html>  
Agency staff should request additional guidance from their IBM contact.

**Q:** Why isn't IBM supplying these fonts to those who need them?

**A:** IBM uses a distributed cost strategy in this area. The fonts are considered a departmental or agency expense.

**Q:** Do I need to purchase the entire character set?

**A:** Each team should consider their own requirements, and purchase the fonts that meet their individual needs.

**Q:** Are these fonts offered at a discount to IBMers?

**A:** IBM has negotiated a small discount on certain fonts, but this collection of global fonts comes from different foundries, the pricing, terms and conditions of the font license varies by font and foundry. When purchasing fonts you should read the terms and conditions carefully to understand usage rights and pricing for that font.

**Q:** Can I share the fonts with other members of my department or others who may have a need for them? Or does each person need to purchase their own set?

**A:** Again, the terms and conditions for each font vary; read the terms and conditions for each font to understand the number of seats per license for that font.

**Q:** When do I need to start using these specialized fonts?

**A:** The application and use of the fonts should start May 2010.

**Q:** If I make this investment, how do I know that the fonts won't change in a year or two?

**A:** Careful thought and consideration has gone into the long-term strategy for the IBM look. This includes the selection of these fonts.

# IBM Fonts Microsite and Contact Information

All Latin and non-Latin fonts can be viewed and purchased on:

[http://www.fonts.com/FindFonts/\\_IBM.htm](http://www.fonts.com/FindFonts/_IBM.htm)

If you have any questions relating to the specific fonts chosen as alternatives, or any other font or typographical issues, please contact (U.S.) Randy Golden at: [rgolden1@us.ibm.com](mailto:rgolden1@us.ibm.com)



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