Think Brand Guidelines
Think Summit Assets
September 3, 2020

International Business Machines™
Brand Experience & Design

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IBM Confidential

Objective & Goals

IBM Confidential

Objective

The purpose of this document is to provide comprehensive guidance for the use of the Think brand within event experiences globally. The principles outlined in this document are based on the new IBM Design Philosophy, which is the foundation for all the work we do.

Think events are opportunities to present a singular, connected IBM narrative that grounds our vast range of offerings and services. Think is where industry leaders, technology experts, and the world’s most brilliant thinkers converge to address some of today’s biggest challenges across business and culture.

Think Summits are localized event models that elevate the quality of content our company has to offer. It also serves as an opportunity to deliver a fresh and modern IBM experience as proof of our internal transformation.

Think Manifesto

Innovation stems not from individuals working in isolation, but from an energetic dialogue between diverse disciplines. Inspiration lives at the intersection of humanity and technology, people and products, intelligence and emotion, art and science, design and business.

Think celebrates and elevates this unpredictable intersection, catalyzed through progressive partnership of mankind and machine. Think is not a convention. Think is an ever-evolving, inclusive, accessible, horizontal conversation about human ingenuity, its advocates, and the tools they employ to break paradigms and create new ones.

Think is for the defiant, the curious, the provocative, the uncompromising, the resistant, the persistent. Those who seek progress not for profit or pride, but for the advancement of us all.

Think is for Thinkers.

Brand Elements

IBM Confidential

IBM Logo Usage

There is only one IBM corporate identity, the IBM 8-bar logo. The IBM 8-bar logo uniquely distinguishes the company from competitors and other companies. The IBM 8-bar logo needs to appear in every event experience at some level.

How to Recognize Positive/Negative Versions
Look at the “M.” The positive version has a sharp point in the middle downstroke. The negative version is blunt. The negative version also uses slightly thicker bars for better reproduction.

The IBM logo should be separated from other elements by a distance approximately equal to its height. This distance, as shown here, should be considered the minimum uninterrupted space surrounding the logo.

IBM logo artwork can be found here:
https://ibm.box.com/s/liwbphu5idb46rx3jr2dotgv1wgzmz2j

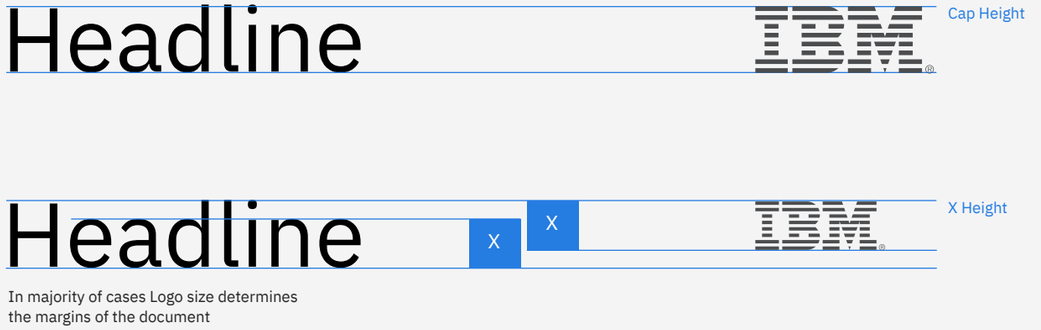
Correct Usage and Identification
of the Positive/Negative IBM Logos:

Positive image logo

Negative image logo, knockout white

Clearspace

Logo Size and Alignment

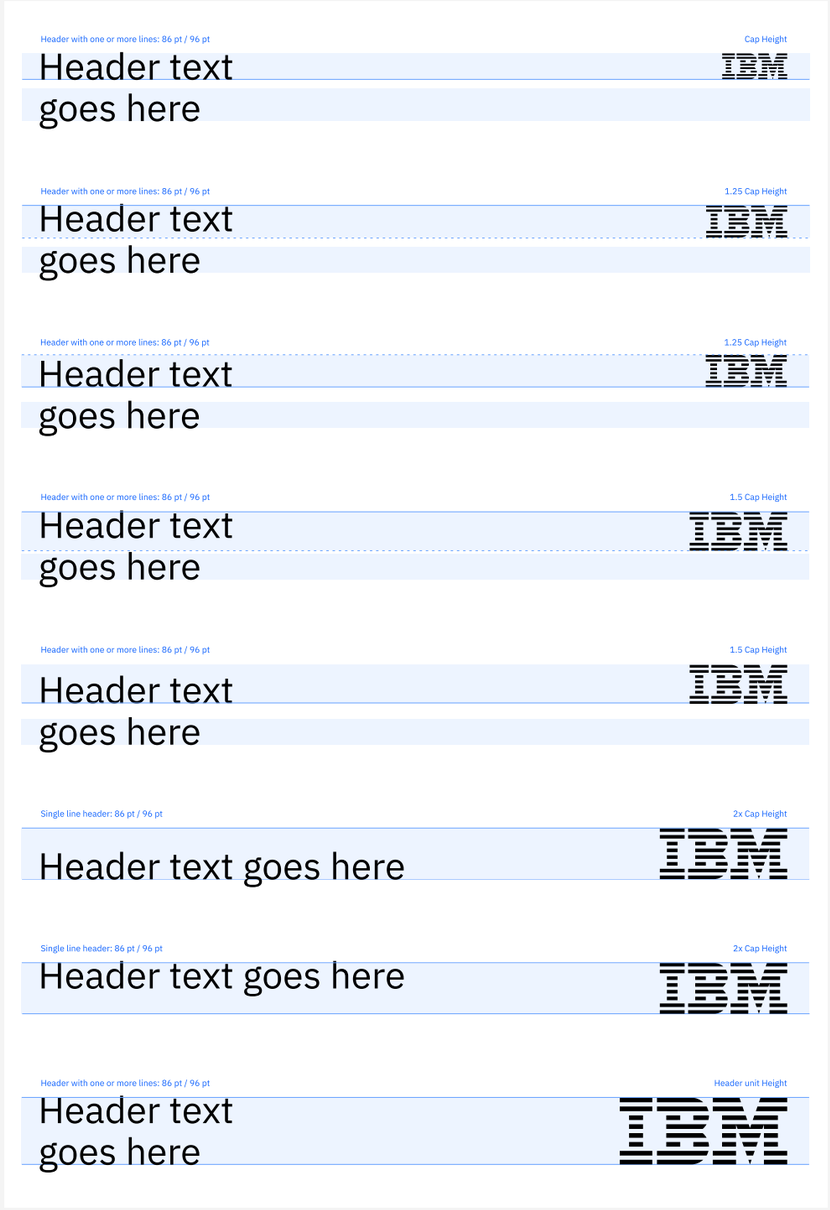


In majority of cases Logo size determines
the margins of the document

IBM Logo Size

The IBM logo can be 1x, 1.25x, 1.5x or 2x of the cap height of the text, as well as the height of the header unit.

IBM logo artwork can be found here:
https://ibm.box.com/s/liwbphu5idb46rx3jr2dotgv1wgzmz2j



Typography
IBM Plex™

IBM Plex™ is the approved typeface for all of IBM. It replaces usage of all previous typefaces (Helvetica Neue, Lubalin, Bodoni, Jenson, and in some web cases, Arial and Georgia).

There are currently eight weights with italics in both sans serif, mono, condensed and serif versions.

You can find the IBM Plex font on Github here: https://github.com/IBM/plex/releases/tag/v4.0.1

IBM Plex Sans Thin

IBM Plex Sans Thin Italic

IBM Plex Sans ExtraLight

IBM Plex Sans ExtraLight Italic

IBM Plex Sans Light

IBM Plex Sans Light Italic

IBM Plex Sans Regular

IBM Plex Sans Regular Italic

IBM Plex Sans Text

IBM Plex Sans Text Italic

IBM Plex Sans Medium

IBM Plex Sans Medium Italic

IBM Plex Sans SemiBold

IBM Plex Sans SemiBold Italic

IBM Plex Sans Bold

IBM Plex Sans Bold Italic

IBM Plex Mono Thin

IBM Plex Mono Thin Italic

IBM Plex Sans Condensed Regular

IBM Plex Sans Condensed Italic

IBM Plex Serif SemiBold

IBM Plex Serif SemiBold Italic

Layout
Think Grid Construct

When designing Think communications, utilize the grid systems outlined here.

Think communications use 16 columns and 8 rows. The margin will then be specifically determined based on media type and content.

Layout
IBM Grid Construct
Division by 2

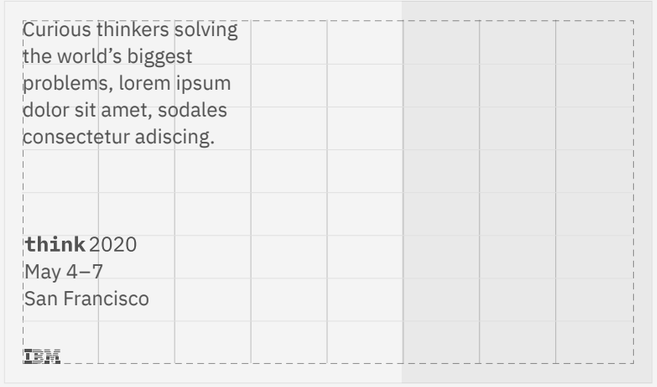
When designing Think communications, utilize the grid systems outlined here.

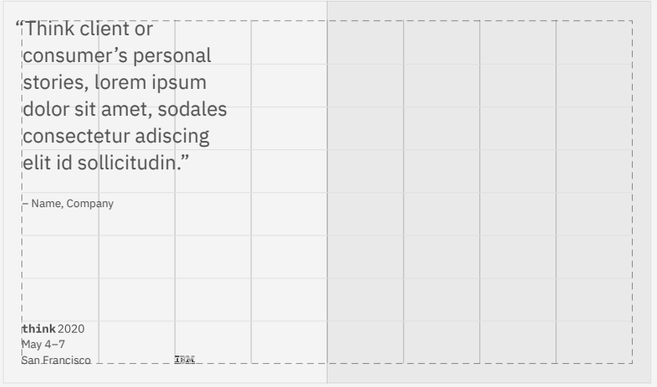
Think communications use 16 columns and 8 rows. The margin will then be specifically determined based on media type and content.

IBM layouts generally use 1, 2, 4, 8 or 16 columns.

Layout
Grid Construct
Templates

At right are samples of the underlying grid and how to position elements, such as type and logos.





“Let’s put smart to work.”
Logotype

The tagline can be stacked vertically or on one line. It can be decoupled from the 8-bar, but only approved artwork should be used. Teams should not typeset the tagline themselves.

Let’s put smart to work.™

Let’s put
smart
to work.™

Think Identity

The corporate identity for Think is a custom wordmark typeset in IBM Plex. The following guidelines address the relationship of the Think identity to the IBM master brand. Do not create new or unapproved lockups with the Think wordmark.

Logotype

This is the logotype for Think, it is the primary identifier of our brand.

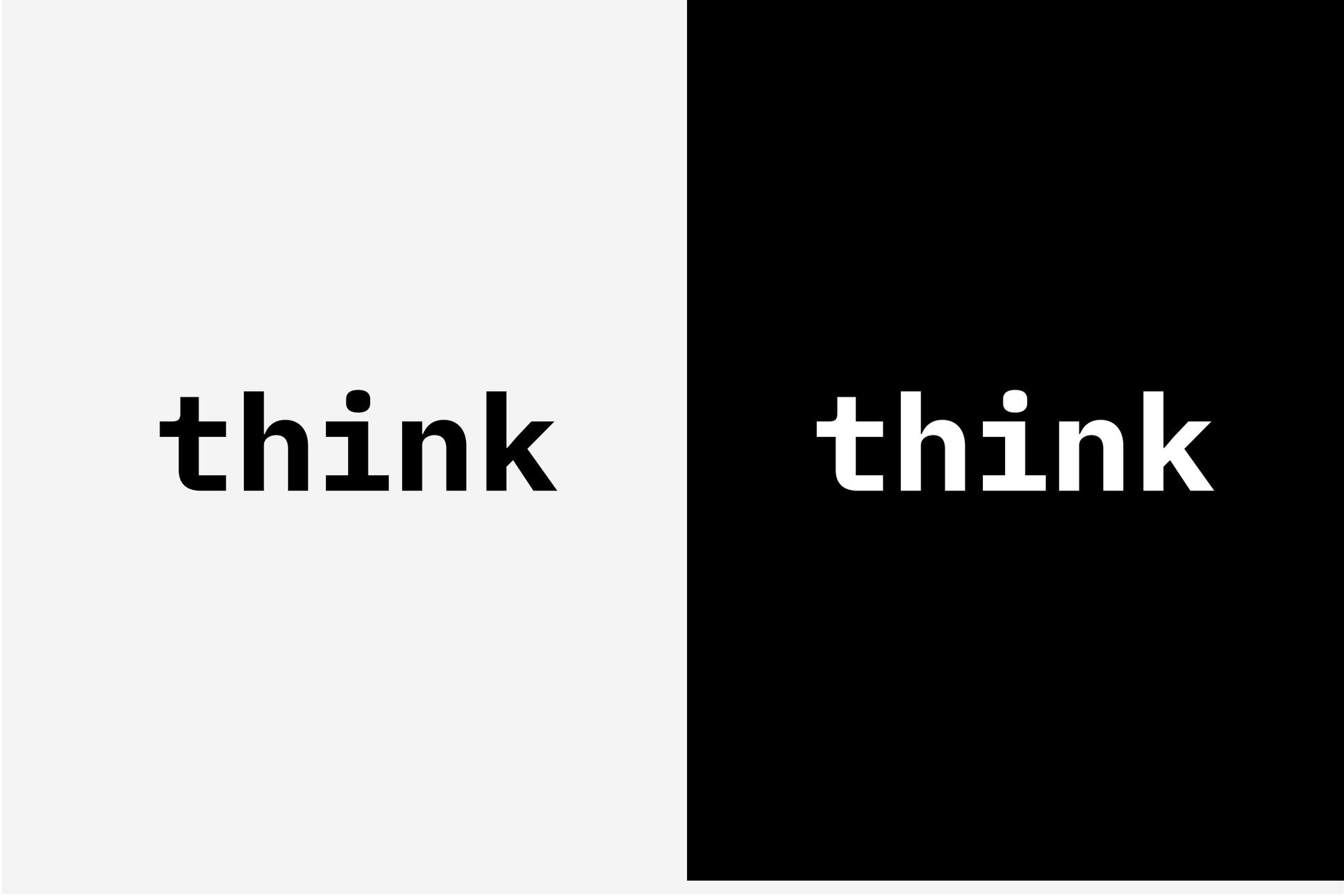
When using the logotype, it must appear in the context of the IBM master brand. Specifically, the IBM 8-bar logo should be featured with the Think logotype in any given communication. The only exception is if there is not enough clearspace around the Think logotype — in this instance, the Think logotype may appear on its own.

See the following pages for clearspace, sizing, placement and relationship guidance.

When using Think in text or headline copy, use a capital “T” when referring to the subject as a noun. When using “think” as a verb, use standard sentence or lowercase typography. See examples below:

Think as a noun:
Come join us at Think.

Think as a verb:
What makes you think?



Think Animated Wordmark

The Think vector wordmark is part of IBM’s brand system. The design of the vector wordmark is permanent and does not change from year to year.

We have animated the wordmark in four different color configurations. This can be used as a sign-off in video content and marketing communications.

Motion assets can be found here in a variety of file formats and palette designs: https://ibm.box.com/s/a2s0mjdpbugdm9psk2mal5qbpdvhm29b

Click to Play

Logotype Lockups

There are three approved lockups for Think branding. Do not create unapproved lockups or wordmarks.

Think 2020
This lockup is reserved for our annual global conference. Do not use Think 2020 unless marketing the worldwide event.

Think Summit
Think Summit lockups may be used to market regional events within specific cities or geographies. Do not lockup the city location to the Think wordmark. Locations should be featured in headlines or secondary copy.

Think Leadership
This lockup is reserved for corporate and executive events. Do not use Think Leadership without approval from the worldwide corporate events team.

All Think events may use the Think graphic themes on the following pages to brand their event collateral, signage, communications, and staging.

Think logo artwork can be found here:
https://ibm.box.com/s/s6ywxnp69zbuaugulgwwxuqu4ay54t1z

Vertical Lockup

think
2020

think
Summit

think
Leadership

Horizontal Lockup

think 2020

think Summit

think Leadership

Logotype
Clearspace

The clearspace for our logotype is equal to the height of the letter ‘t.’ Please follow the recommended minimum clearspace to ensure legibility.

Clearspace Diagram

Logotype
Relationships

The Think logotype should be prominently placed when appearing with the IBM 8-bar logo. It should be flush left and appear before the IBM logo.

There are three simple constructs for the logotype relationship:

Horizontal
Vertical
Diagonal

The IBM logo should appear on every piece of official IBM communication. The only exception is if there is not enough clearspace around the Think logotype. On printed literature, it generally appears on the front and/or back covers. In video, it generally appears at the end as a final sign-off. In the United States, one appearance of the IBM logo (generally the sign-off) must be accompanied by the ® mark. In other countries, local legal counsel should be consulted for trademark guidance. There is also a copyright statement that should appear in the legal attribution area, which reads:

© International Business Machines 2020

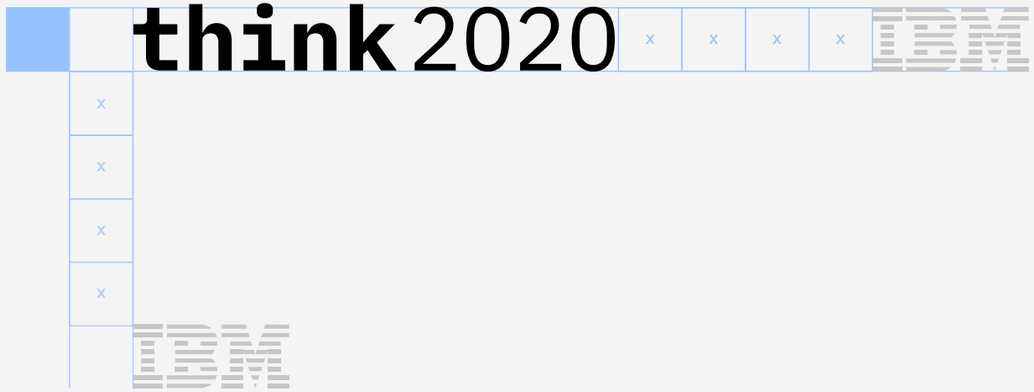
Think 2020
Year Lockup

The logotype for Think can be locked-up with the year of the event in two ways, either vertically or horizontally.

Think logo artwork can be found here:
https://ibm.box.com/s/sdy6zkxdmfi4akaxirqseexlewckvbfe

Horizontal Lockup

A space equal to 4x indicates the closest the IBM logo should appear with the Think logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.



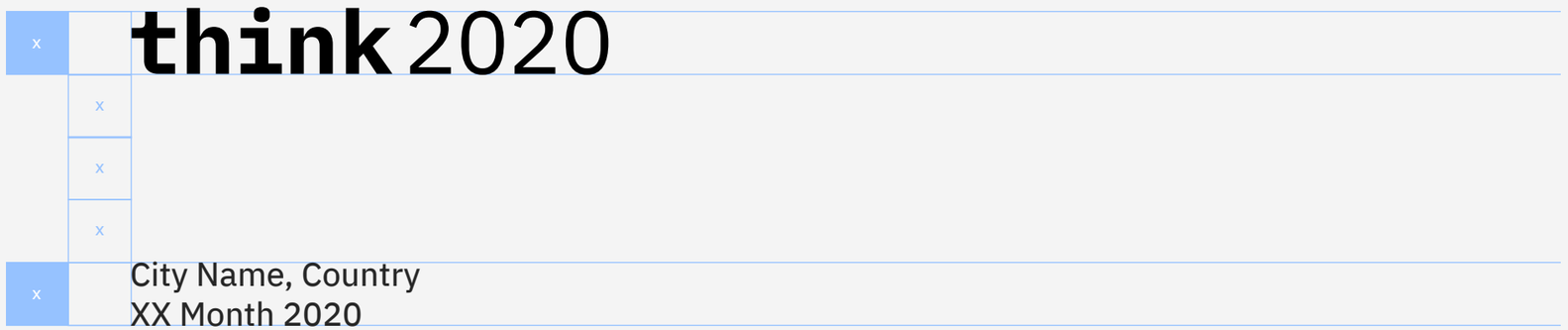
Vertical Lockup

A space equal to 4x indicates the closest the IBM logo should appear with the Think logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

Think event locations should be featured in messaging and headline copy. Do not create Think City logo lockups. City location can be featured prominently in headline messaging, or as a secondary element seen at right. Maintain adequate clearspace between the city location and the Think logotype.

Single Location

A space equal to 3x indicates the closest the event location and date should appear with the Think Leadership logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.



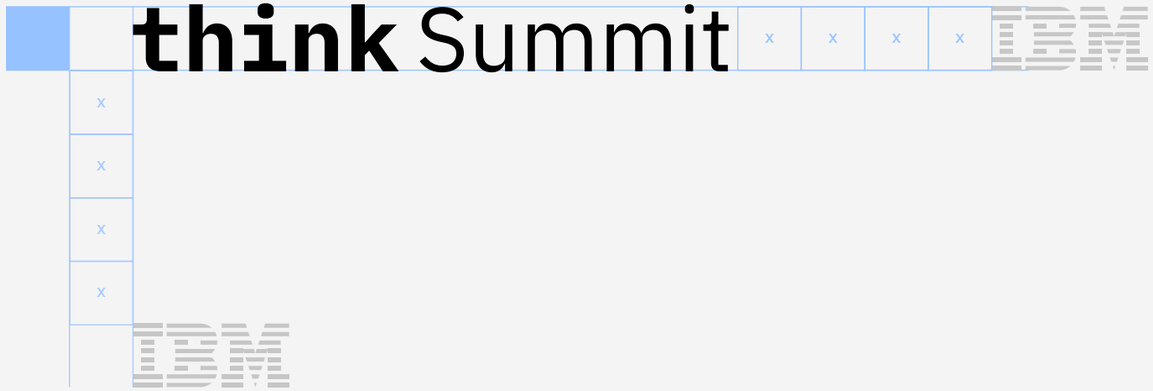
Think Summit
Logo Lockup

The logotype for Think Summit can be locked-up in two ways, either vertically or horizontally.

Think Summit logo artwork can be found here:
https://ibm.box.com/s/yvw0wvs9kdzye2uvxbbl7nlbrfvt0hqw

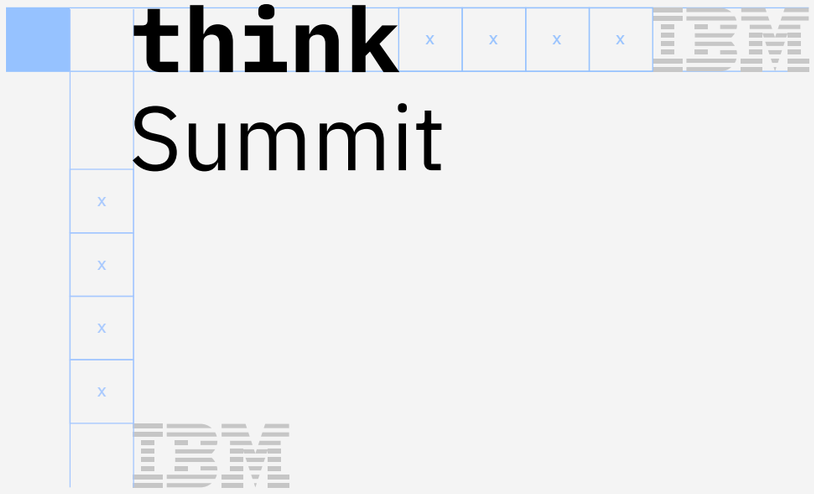
Horizontal Lockup

A space equal to 4x indicates the closest the IBM logo should appear with the Think Summit logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.



Vertical Lockup

A space equal to 4x indicates the closest the IBM logo should appear with the Think Summit logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

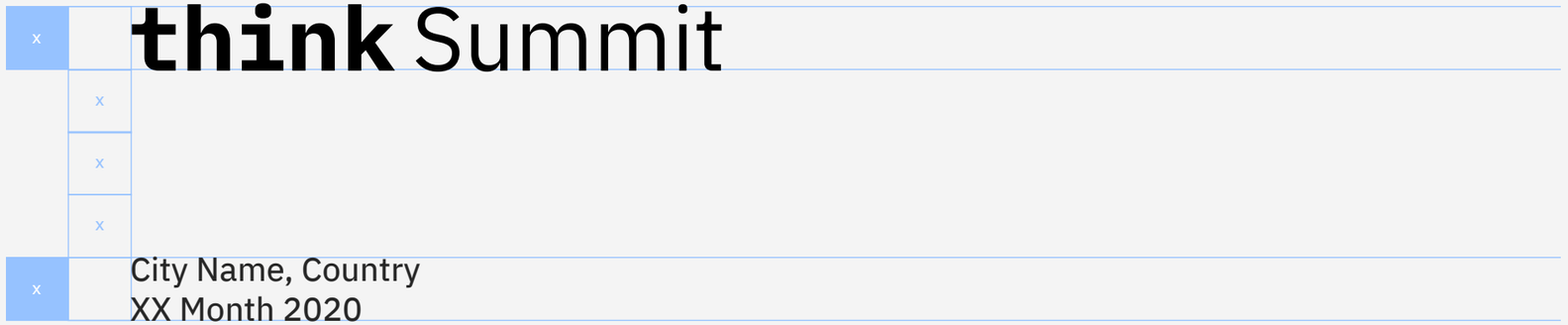


Think Summit
Event Location

Think Summit event locations should be featured in messaging and headline copy. Do not create Think City logo lockups. City location can be featured prominently in headline messaging, or as a secondary element seen at right. Maintain adequate clearspace between the city location and the Think Summit logotype.

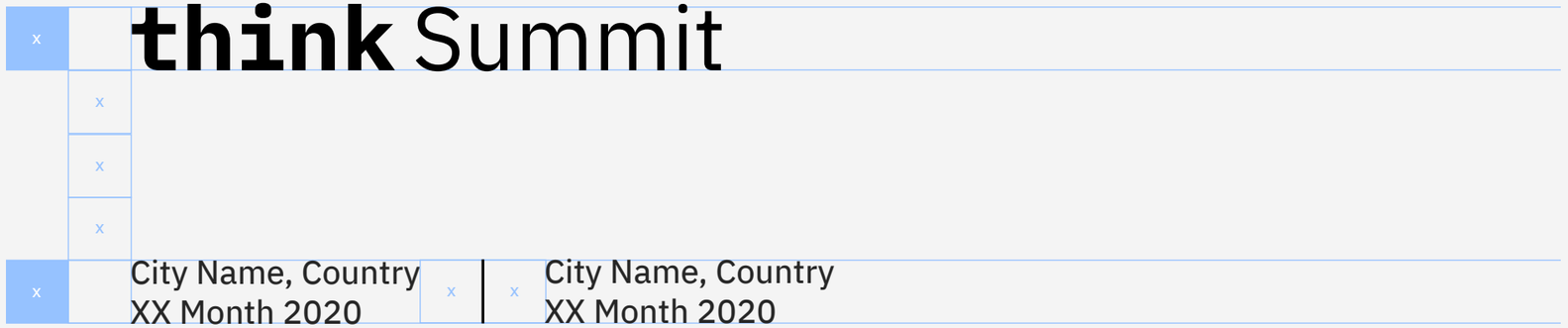
Single Location

A space equal to 3x indicates the closest the event location and date should appear with the Think Summit logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.



Multiple Locations

A space equal to 3x indicates the closest the event location and date should appear with the Think Summit logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.



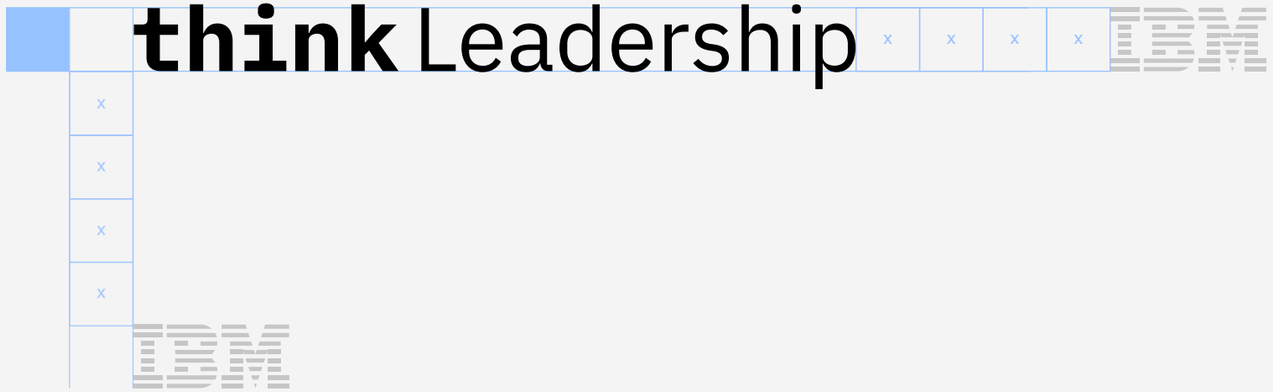
Think Leadership
Logo Lockup

The logotype for Think Leadership can be locked-up in two ways, either vertically or horizontally.

Think Leadership logo artwork can be found here:
https://ibm.box.com/s/zd21llq3mw3mwgpqknjoqdk05gaeqfwn

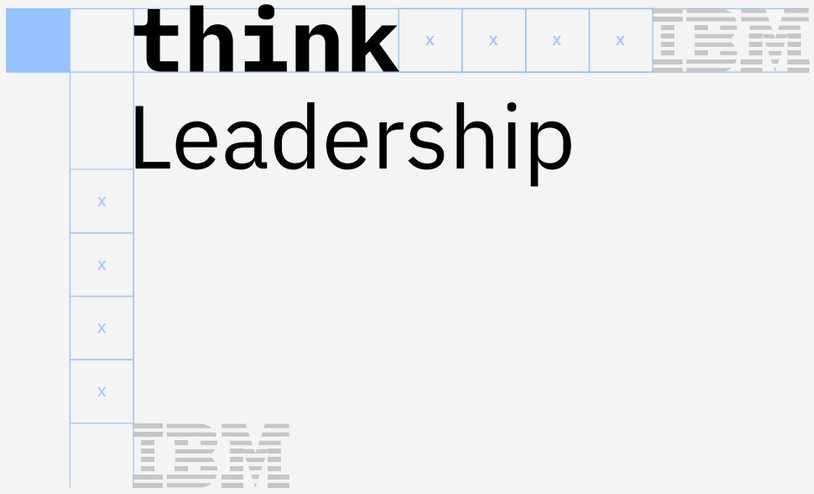
Horizontal Lockup

A space equal to 4x indicates the closest the IBM logo should appear with the Think Leadership logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.



Vertical Lockup

A space equal to 4x indicates the closest the IBM logo should appear with the Think Leadership logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

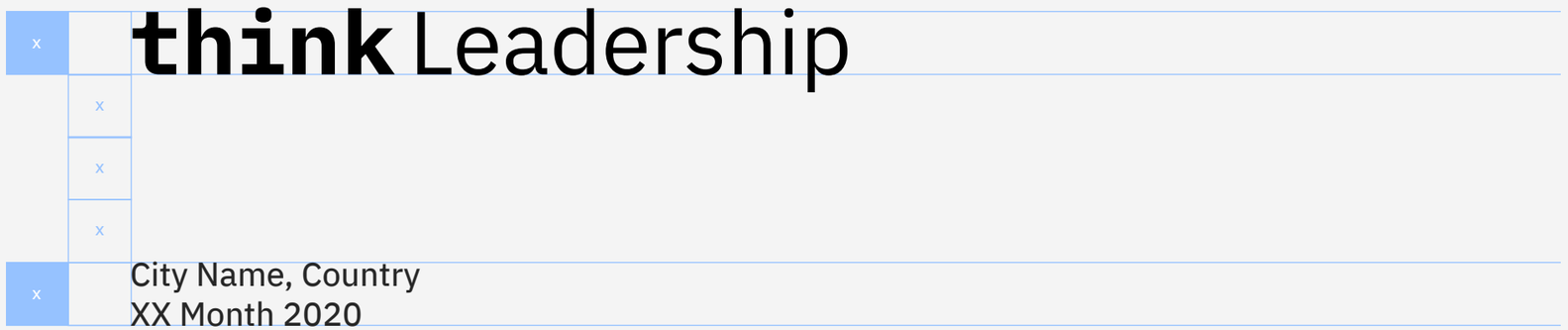


Think Leadership
Event Location

Think Leadership event locations should be featured in messaging and headline copy. Do not create Think City logo lockups. City location can be featured prominently in headline messaging, or as a secondary element seen at right. Maintain adequate clearspace between the city location and the Think Leadership logotype.

Single Location

A space equal to 3x indicates the closest the event location and date should appear with the Think Leadership logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.



Multiple Locations

A space equal to 3x indicates the closest the event location and date should appear with the Think Leadership logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

PartnerWorld Logotypes

This is the logotype for PartnerWorld; it is the primary identifier of our brand. This lockup is designed to reinforce the co-location of PartnerWorld within the larger Think event.

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

See following page for clearspace, sizing, placement and relationship guidance.

We have three types of PartnerWorld logos we can use depending on context: Stacked, horizontal (without “at think”), and horizontal (with “at think”).

PartnerWorld at Think is our primary mark and used for communications leading up to the conference. PartnerWorld without Think addendum can be used for communication at actual event.

PartnerWorld logo artwork can be found here: https://ibm.box.com/s/66ux5g9msccpnh12ivp1uy5k6xgo2krw

Logo variants

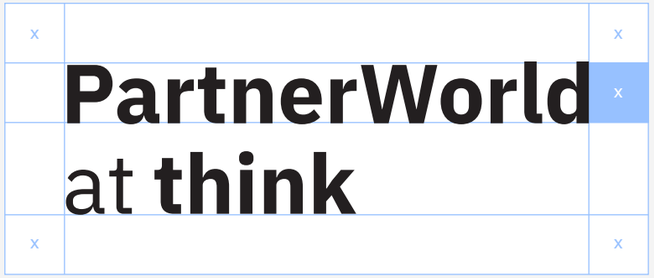
PartnerWorld
at **think**

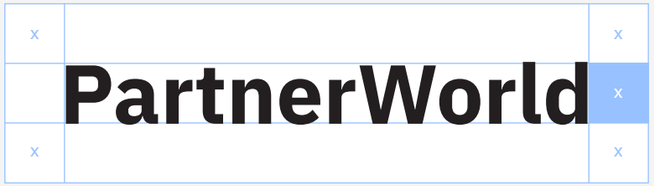
PartnerWorld

PartnerWorld at **think**

The clearspace for our logotype is equal to the height of the letter ‘k’. Please follow the recommended minimum clearspace to ensure legibility.

Clearspace Diagram





PartnerWorld Logotype
Relationships

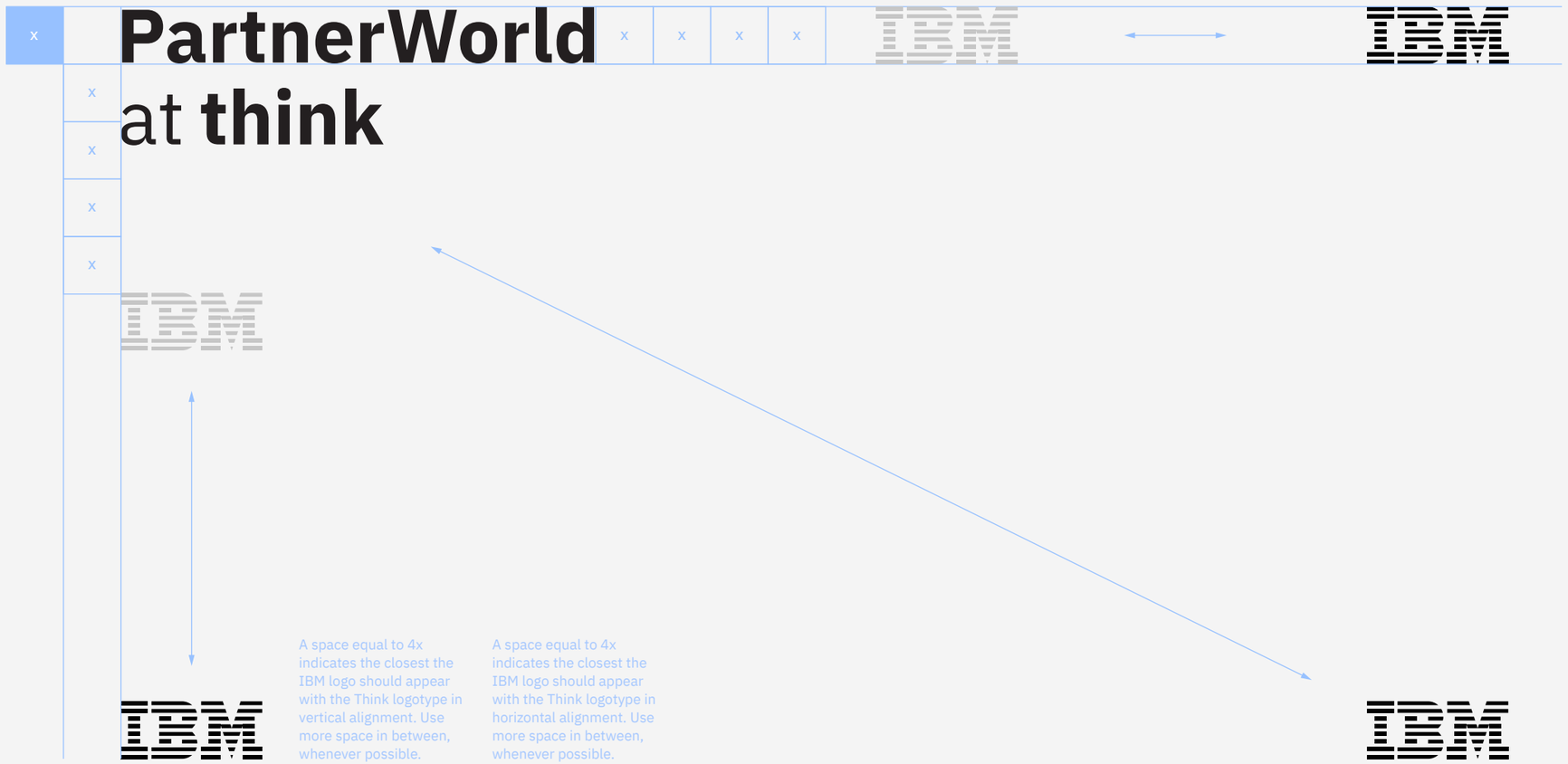
The PartnerWorld logotype should be prominently placed when appearing with the IBM 8-bar logo. It should be flush left and appear before the IBM logo. Depending on placement of logotype within communication, we have different orientations to use. The following pages illustrate which logotype can be used, and the proportions that should be considered within your design.

Alignment of PartnerWorld lockup and 8-bar changes when aligning the logotype and IBM logo are seen at a top aligned communication. All proportions and spacing should stay consistent when doing so. Please follow the diagram opposite when using this orientation.

The PartnerWorld logo should appear on every piece of official IBM communication. On printed literature, it generally appears on the front and/or back covers. In video, it generally appears at the end as a final sign-off. In the United States, one appearance of the IBM logo (generally the sign-off) must be accompanied by the ® mark. In other countries, local legal counsel should be consulted for trademark guidance. There is also a copyright statement that should appear in the legal attribution area, which reads:

© International Business Machines
[insert current year].

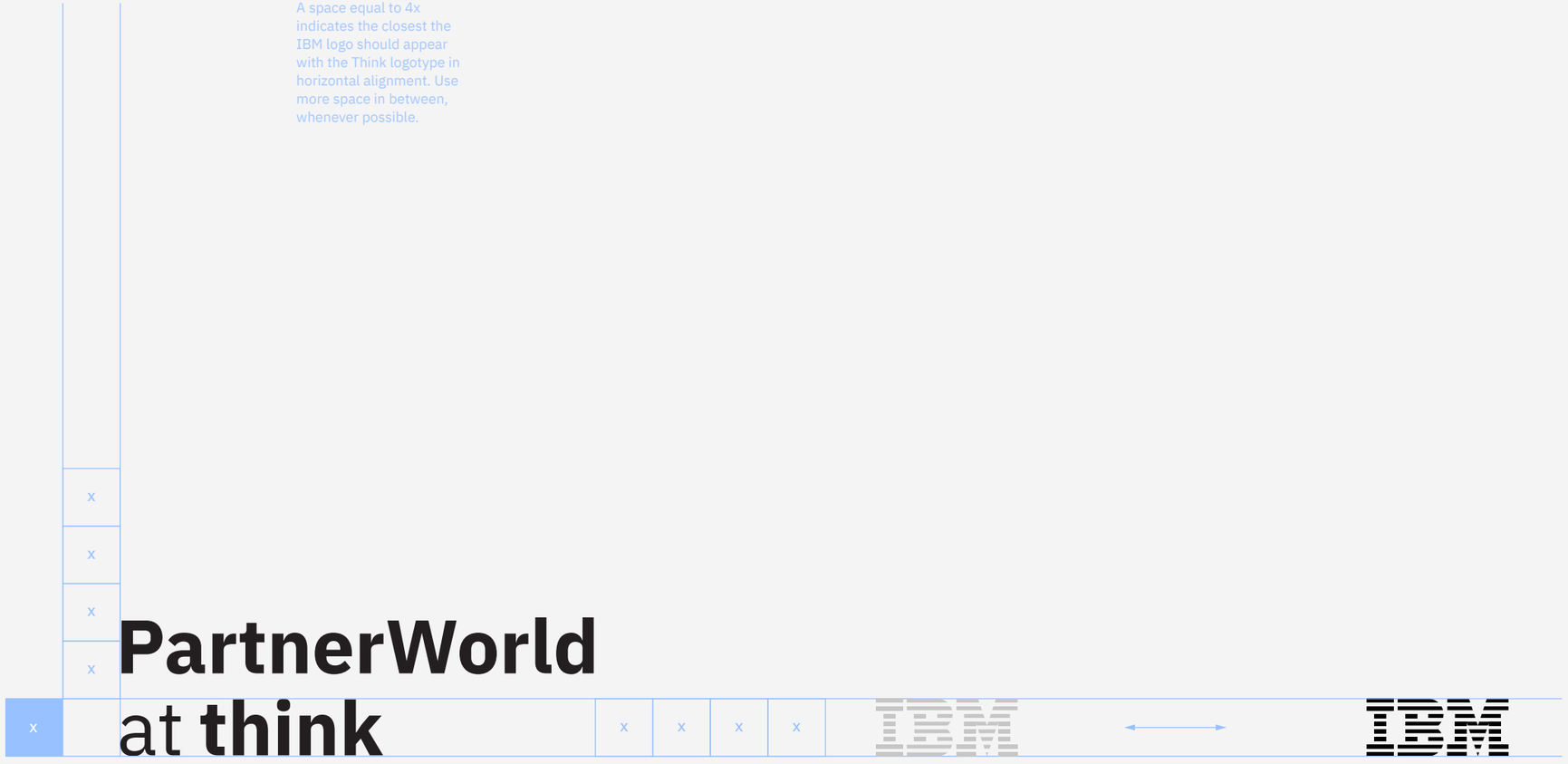
Top-aligned logotype



Alignment of PartnerWorld lockup and 8-bar changes when aligning the logotype and IBM logo are seen at bottom aligned communications. All proportions and spacing should stay consistent when doing so. Please follow the diagram opposite when using this orientation.

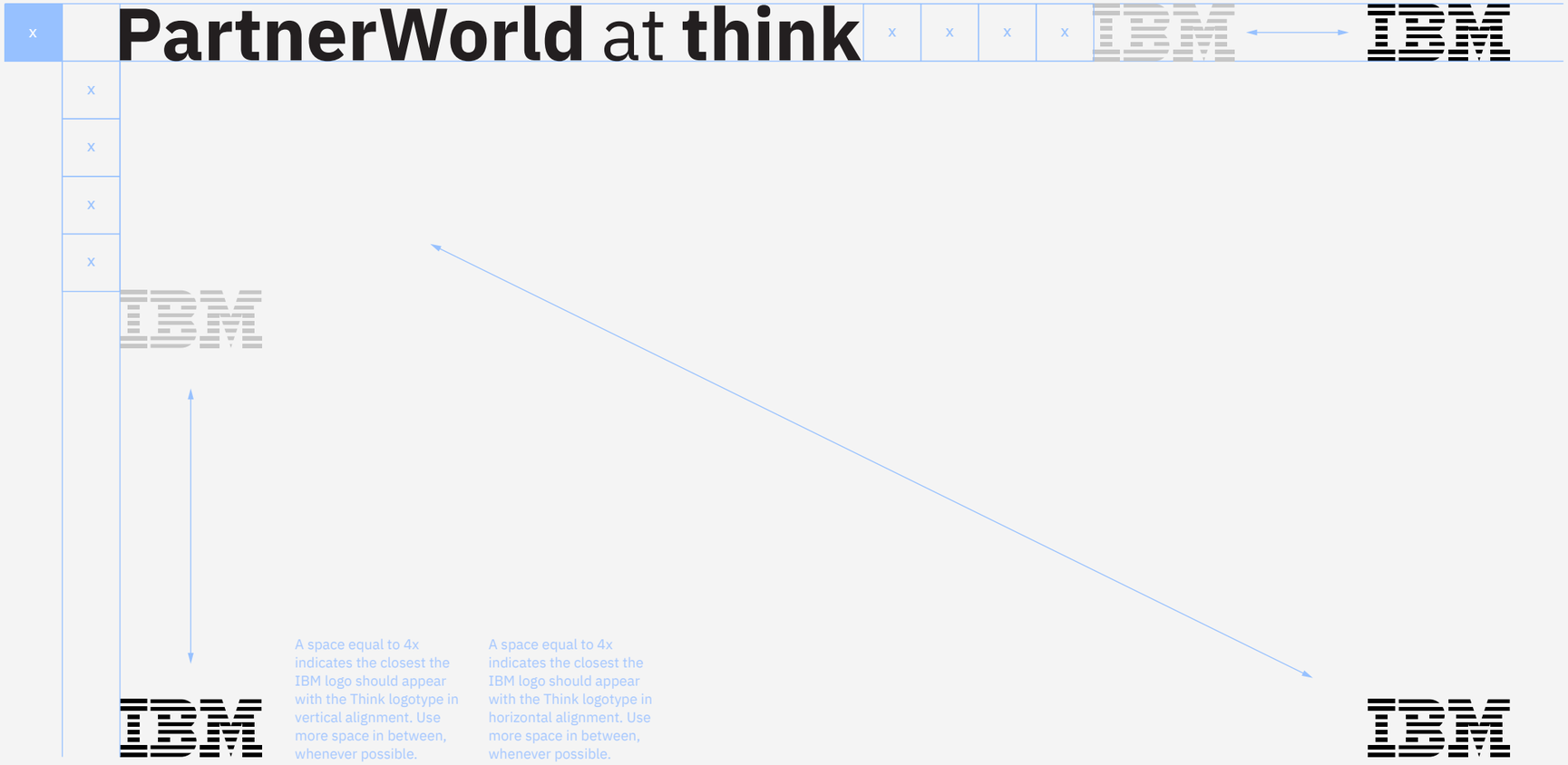
When using this logotype convention, the IBM 8-bar only comes after the PartnerWorld logotype, and should not appear above it.

Bottom-aligned logotype



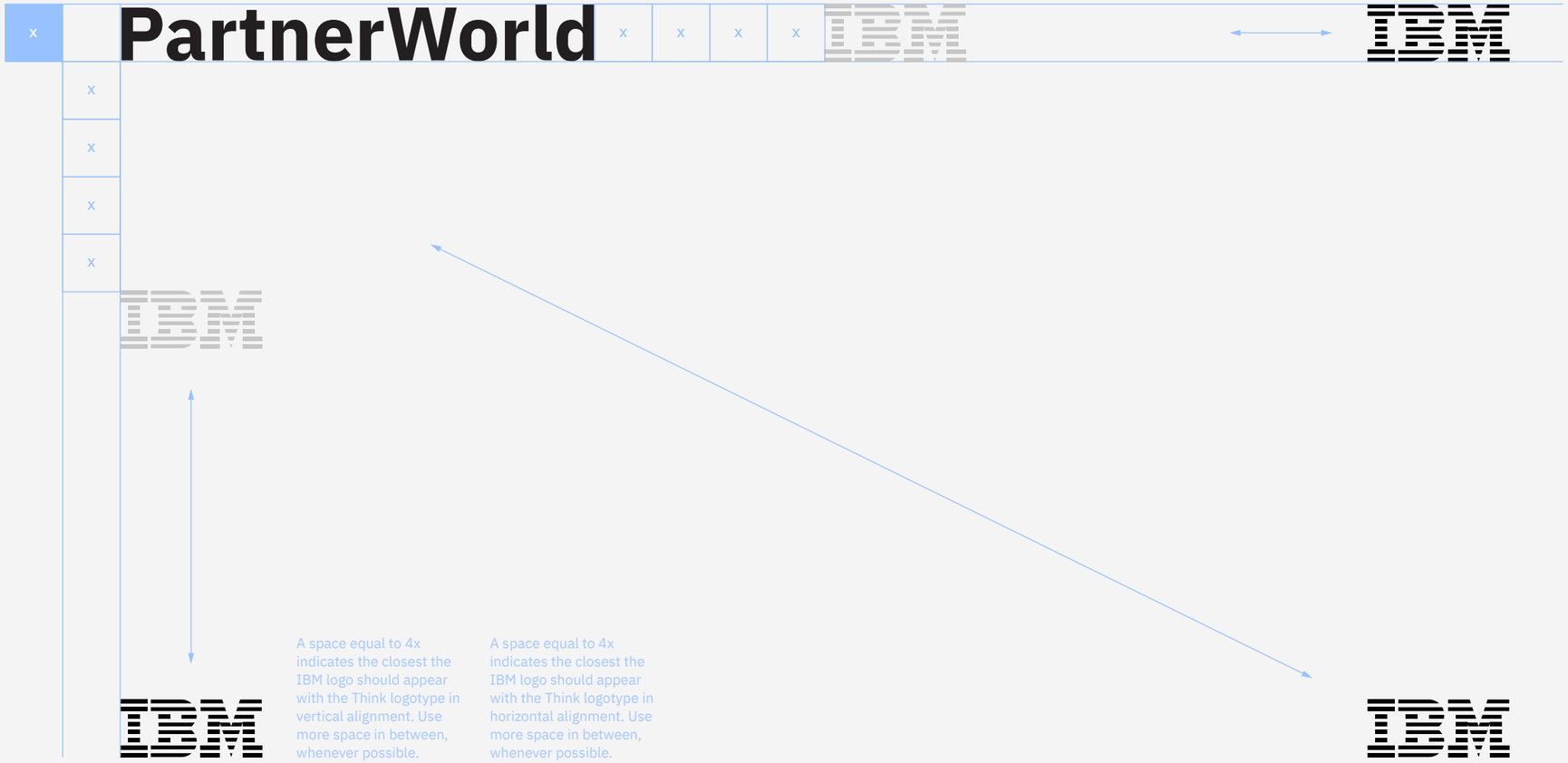
If your communication orientates more horizontally, and has space, a single line version of our logotype and IBM 8-bar can be used. Make sure adequate space between logotype and IBM 8-bar is preserved when using this convention.

Non-stacked logotype



At the actual event, and to remove redundancy, the PartnerWorld lockup without “at think” can be removed. Follow universal conventions for spacing and proportions when using this.

Without “at think”



Logo Misuse

Do not create unapproved Think lockups or logotypes. Do not distort the wordmark or manipulate its appearance. Maintaining consistency of the Think brand is critical to ensuring a consistent experience across all global events.

Do not create unapproved
Think lockups

Do not use legacy
wordmarks

Do not lockup Think
with city names

Do not distort or stretch the artwork
from its original proportions

Do not typeset Think; use
approved logo lockup artwork

Do not create logo lockups
with taglines or messaging

Do not add the year to the
Think Summit lockup

Do not create unapproved
Think lockups

Think 2020
Brand System

Think Brand Systems

Think never stands still. Thinking is a constant evolving process, that continues to shift and adapt to new ideas. Our brand system operates in a similar fashion. The Think wordmark is constant in its underlying design, but can be expressed in an infinite number of styles, means, and methods.

Think brand systems are developed on an annual basis to keep our events fresh and inspiring for attendees. While the brand artwork itself may change from year to year, usage of the assets across communications and event touchpoints should be consistent.

The following pages outline the 2020 brand artwork with specific application across event collateral.

Think 2020 Color Palette

Black

RGB
0 0 0
HEX
000000
CMYK
60 40 40 100
PMS
Black 6 C

White

RGB
255 255 255
HEX
ffffff
CMYK
0 0 0 0

Gray 90

RGB
38 38 38
HEX
262626
CMYK
71 64 64 68
PMS
Cool Gray 10 C

Gray 70

RGB
82 82 82
HEX
525252
CMYK
63 55 55 30
PMS
Cool Gray 8 C

Gray 20

RGB
224 224 224
HEX
e0e0e0
CMYK
13 9 10 0
PMS
Cool Gray 2 C

Blue 80

RGB
0 45 156
HEX
002d9c
CMYK
100 91 9 1
PMS
Reflex Blue C

Blue 60

RGB
15 98 254
HEX
0f62fe
CMYK
80 60 0 0
PMS
2132 C

Blue 20

RGB
208 226 255
HEX
d0e2ff
CMYK
18 7 0 0
PMS
2707 C

Purple 40

RGB
190 149 255
HEX
be95ff
CMYK
34 44 0 0
PMS
2645 C

Magenta 30

RGB
255 175 210
HEX
ffafd2
CMYK
0 47 2 0
PMS
1905 C

Gray 80

RGB
57 57 57
HEX
393939
CMYK
68 61 60 49
PMS
Cool Gray 9 C

Gray 40

RGB
168 168 168
HEX
a8a8a8
CMYK
38 30 31 0
PMS
Cool Gray 4 C

Gray 10

RGB
244 244 244
HEX
f4f4f4
CMYK
3 2 2 0
PMS
Cool Gray 1 C

Blue 70

RGB
0 67 206
HEX
0043ce
CMYK
96 71 5 0
PMS
Dark Blue C

Blue 50

RGB
69 137 255
HEX
4589ff
CMYK
64 39 0 0
PMS
2727 C

Teal 20

RGB
158 240 240
HEX
9ef0f0
CMYK
27 0 5 0
PMS
317 C

Purple 30

RGB
212 187 255
HEX
d4bbff
CMYK
21 31 0 0
PMS
2635 C

Red 30

RGB
255 179 184
HEX
ffb3b8
CMYK
0 45 20 0
PMS
1775 C

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The system is composed of the following:
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Assets can be found here:
https://ibm.box.com/s/76e3eiaq8x12efkxwvhdchr5md98urri

Blue 70 – Primary	Blue 50 – Accent	Purple 40 – Accent	Magenta 30 – Accent	Gray 10 – Accent
RGB 0 45 156	RGB 69 137 255	RGB 190 149 255	RGB 255 175 210	RGB 244 244 244
HEX 002d9c	HEX 4589ff	HEX be95ff	HEX ffafd2	HEX f4f4f4
CMYK 100 91 9 1	CMYK 64 39 0 0	CMYK 34 44 0 0	CMYK 0 47 2 0	CMYK 3 2 2 0
PMS Reflex Blue C	PMS 2727 C	PMS 2645 C	PMS 1905 C	PMS Cool Gray 1 C

Think 2020
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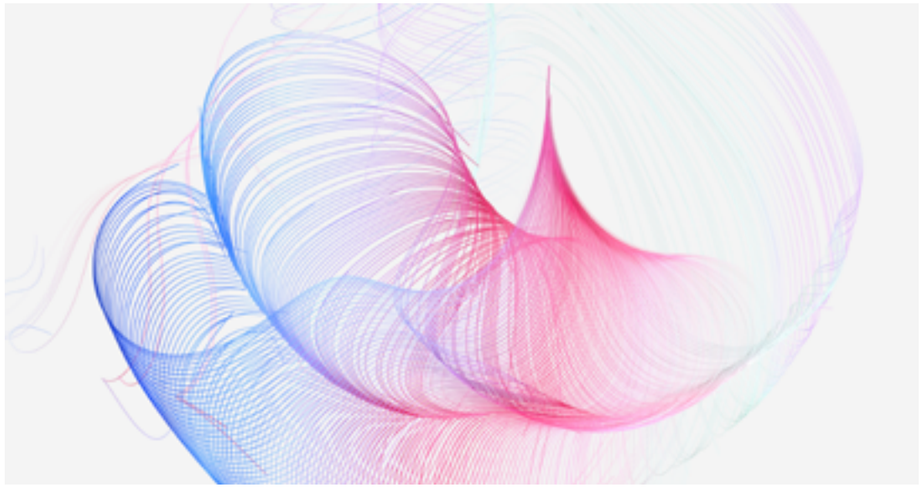

Blue 60– Primary	Purple 40– Accent	Red 30– Accent	Teal 20– Accent	Gray 10 – Accent
RGB 15 98 254	RGB 190 149 255	RGB 255 179 184	RGB 158 240 240	RGB 244 244 244
HEX 0f62fe	HEX be95ff	HEX ffb3b8	HEX 9ef0f0	HEX f4f4f4
CMYK 80 60 0 0	CMYK 34 44 0 0	CMYK 0 45 20 0	CMYK 27 0 5 0	CMYK 3 2 2 0
PMS 2132 C	PMS 2645 C	PMS 1775 C	PMS 317 C	PMS Cool Gray 1 C

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Blue 80 – Primary	Blue 50 – Accent	Purple 30 – Accent	Magenta 30 – Accent	Gray 10 – Accent
RGB 0 45 156	RGB 69 137 255	RGB 212 187 255	RGB 255 175 210	RGB 244 244 244
HEX 002d9c	HEX 4589ff	HEX d4bbff	HEX ffafd2	HEX f4f4f4
CMYK 100 91 9 1	CMYK 64 39 0 0	CMYK 21 31 0 0	CMYK 0 47 2 0	CMYK 3 2 2 0
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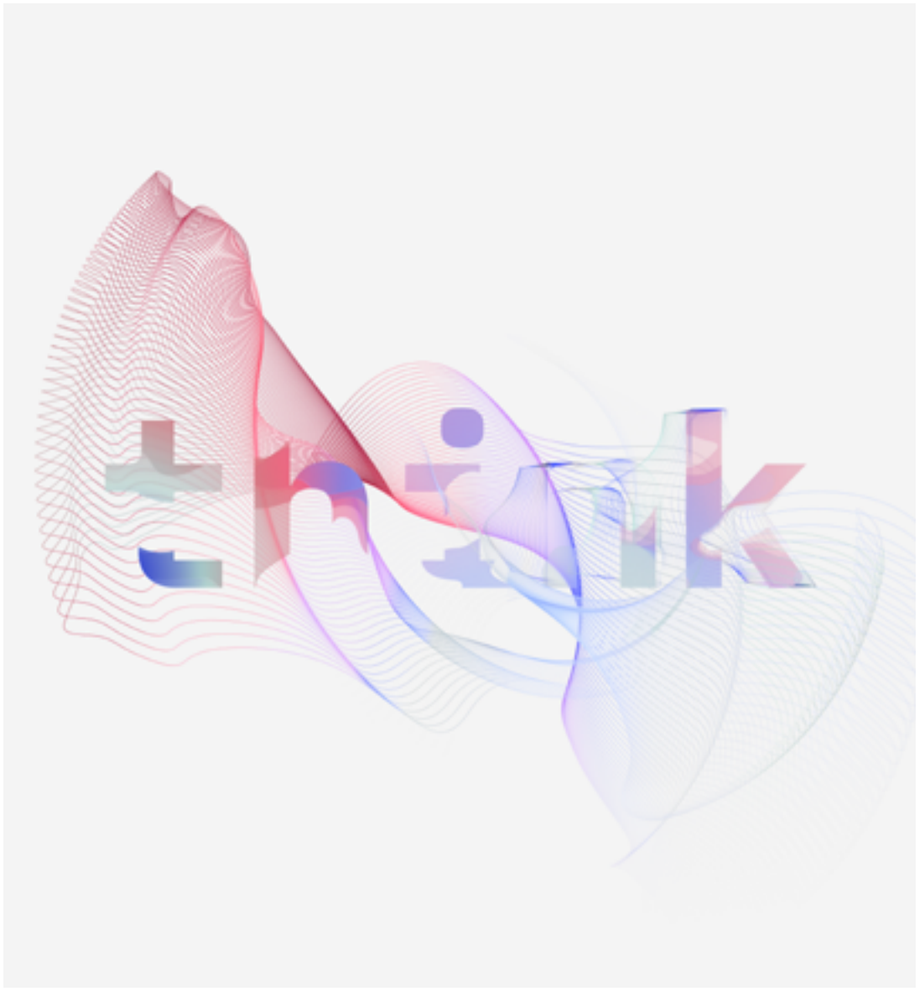

Gray 10 – Primary	Blue 60 – Accent	Blue 50 – Accent	Purple 40 – Accent	Magenta 30 – Accent
RGB 244 244 244	RGB 15 98 254	RGB 69 137 255	RGB 190 149 255	RGB 255 175 210
HEX f4f4f4	HEX 0f62fe	HEX 4589ff	HEX be95ff	HEX ffafd2
CMYK 3 2 2 0	CMYK 80 60 0 0	CMYK 64 39 0 0	CMYK 34 44 0 0	CMYK 0 47 2 0
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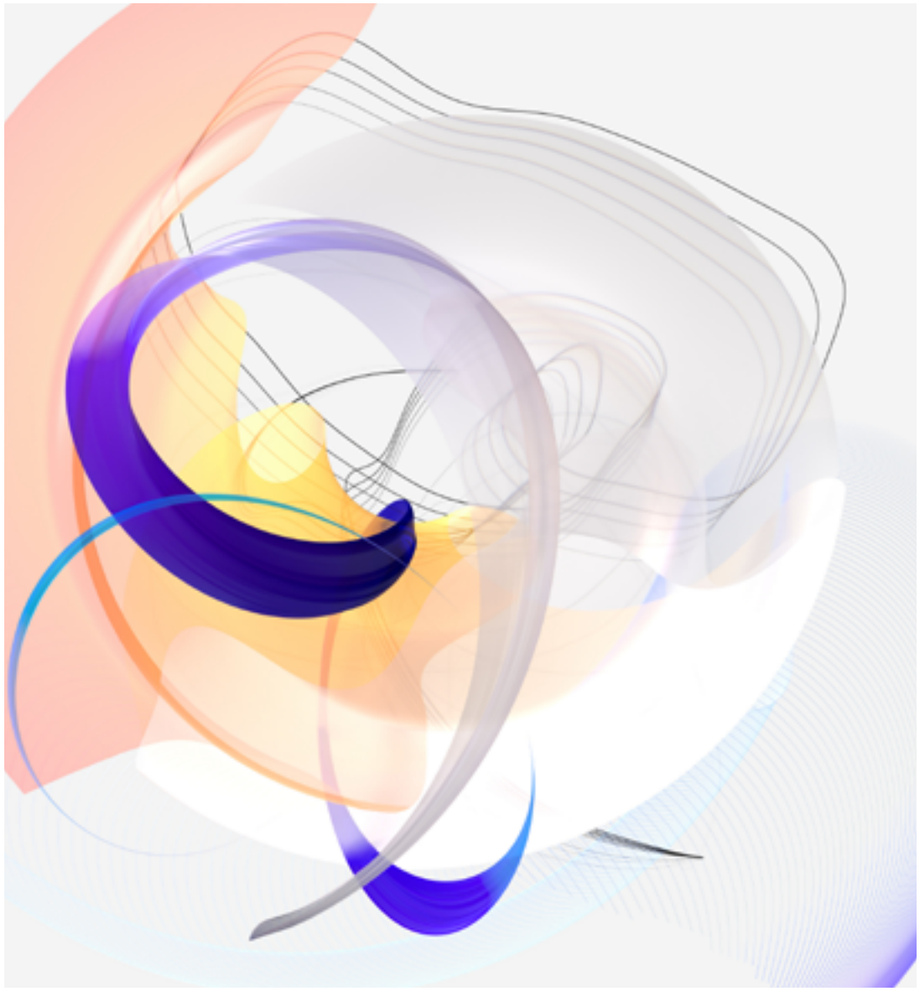
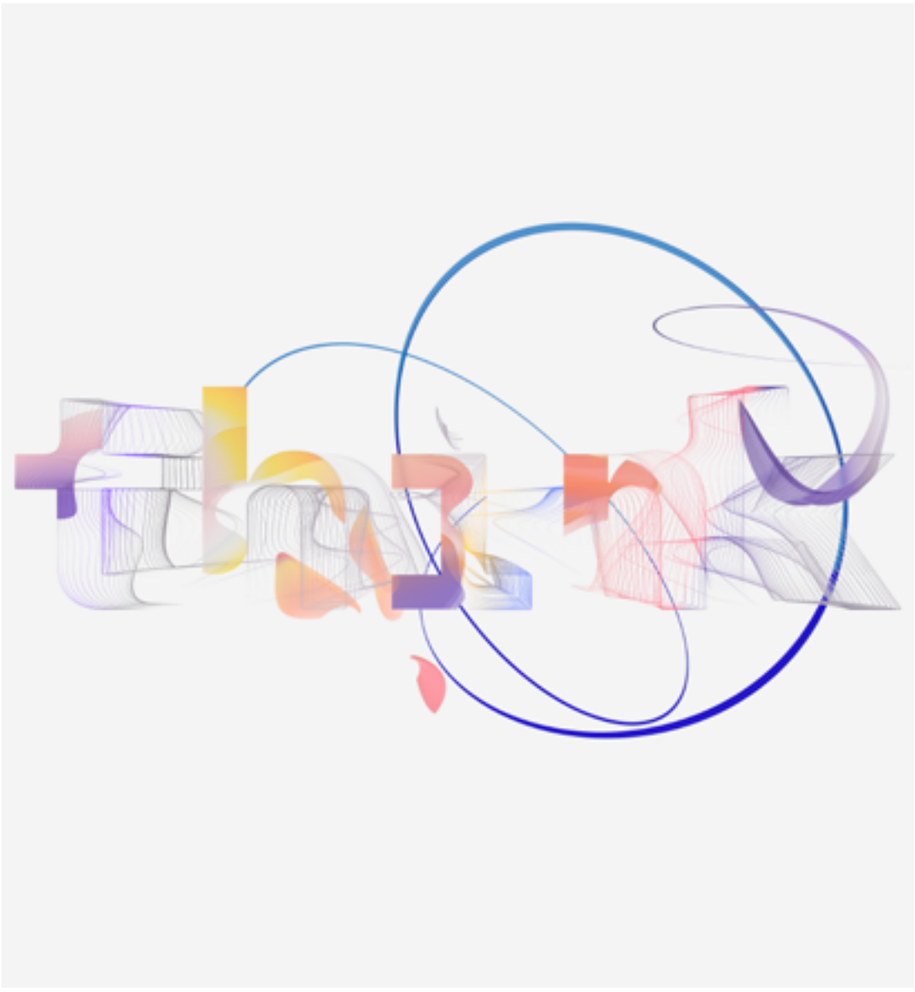




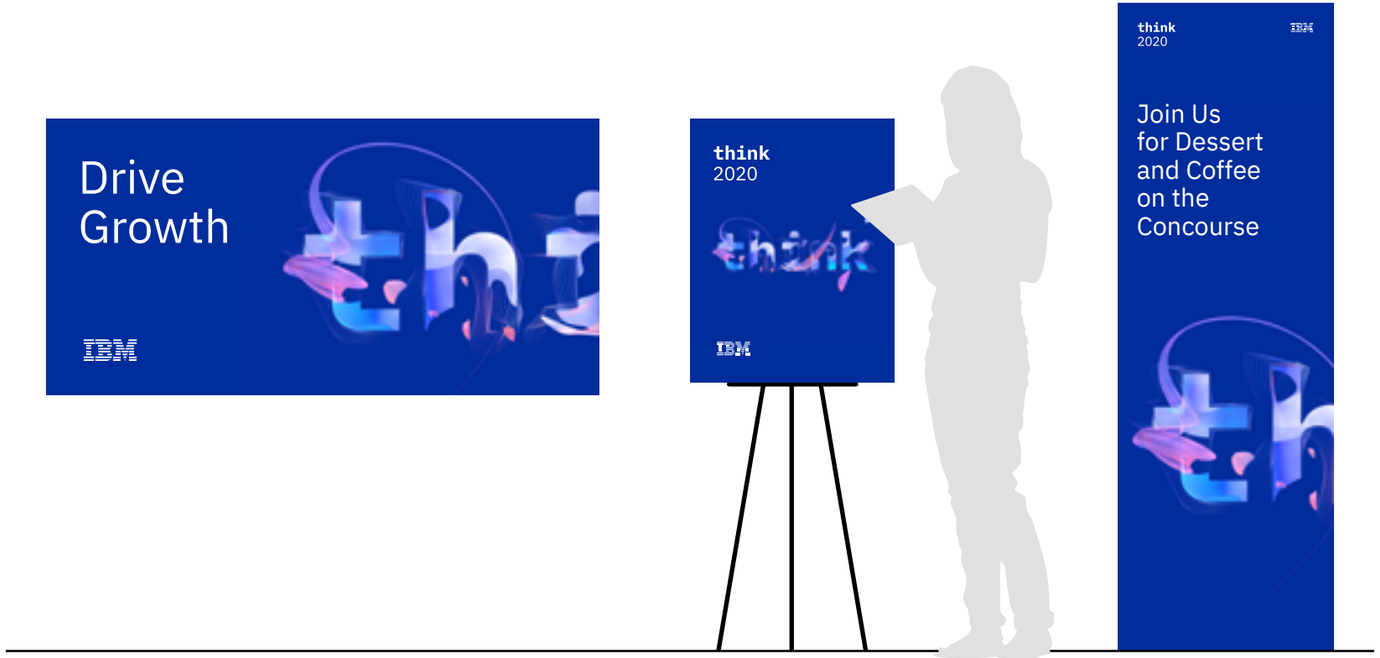
Gray 10 – Primary	Magenta 30 – Accent	Purple 40 – Accent	Blue 50 – Accent
RGB 244 244 244	RGB 255 175 210	RGB 190 149 255	RGB 69 137 255
HEX f4f4f4	HEX ffafd2	HEX be95ff	HEX 4589ff
CMYK 3 2 2 0	CMYK 0 47 2 0	CMYK 34 44 0 0	CMYK 64 39 0 0
PMS Cool Gray 1 C	PMS 1905 C	PMS 2645 C	PMS 2727 C

Hero “Think” Artworks

The hero artwork assets can be used in a number of ways. Primarily the artwork is seen as a complete asset, showing most of the word “think.” We can, however, crop into the art and use these assets in a more textural way to create dynamic compositions and add variety to our event.

Uncropped Artwork

Cropped Artwork Examples



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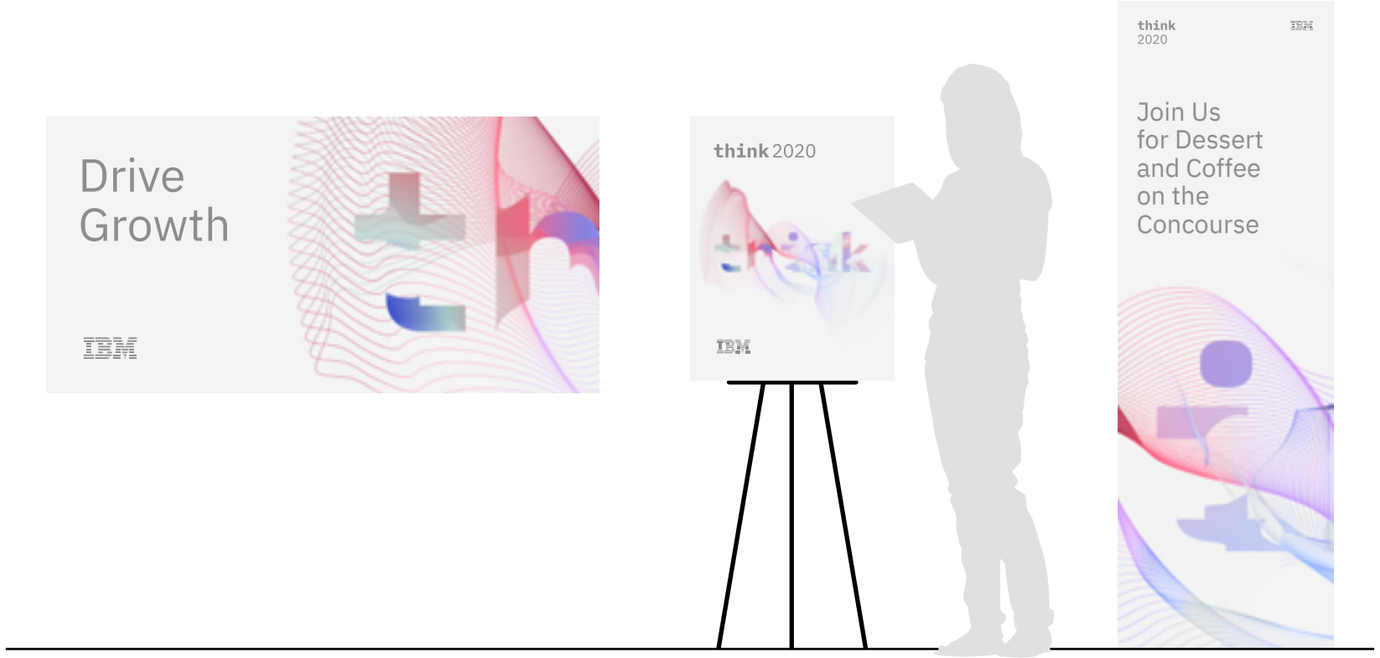

Abstract Artworks

For abstract images, try to zoom in and focus on a provocative part of the artwork. For these tight crops there is less concern about capturing the entire artwork and more importance on conveying the essence of the artwork featured.

Artwork placement should consider the movement of the art and ideally lead the eye towards text, entry points, or other areas of interest.

Cropped Artwork Examples

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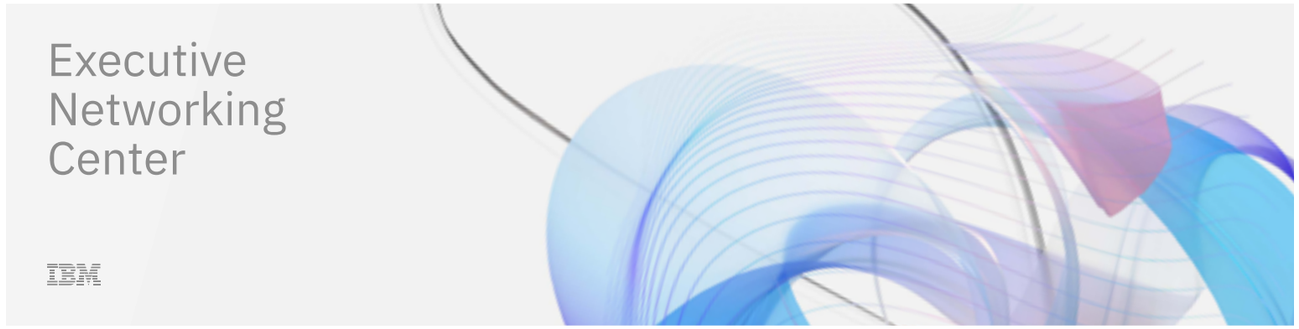
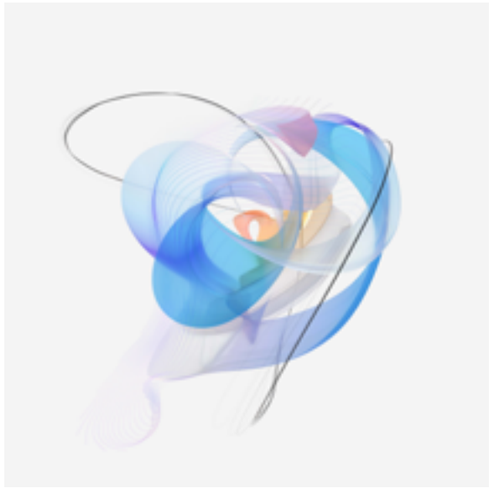
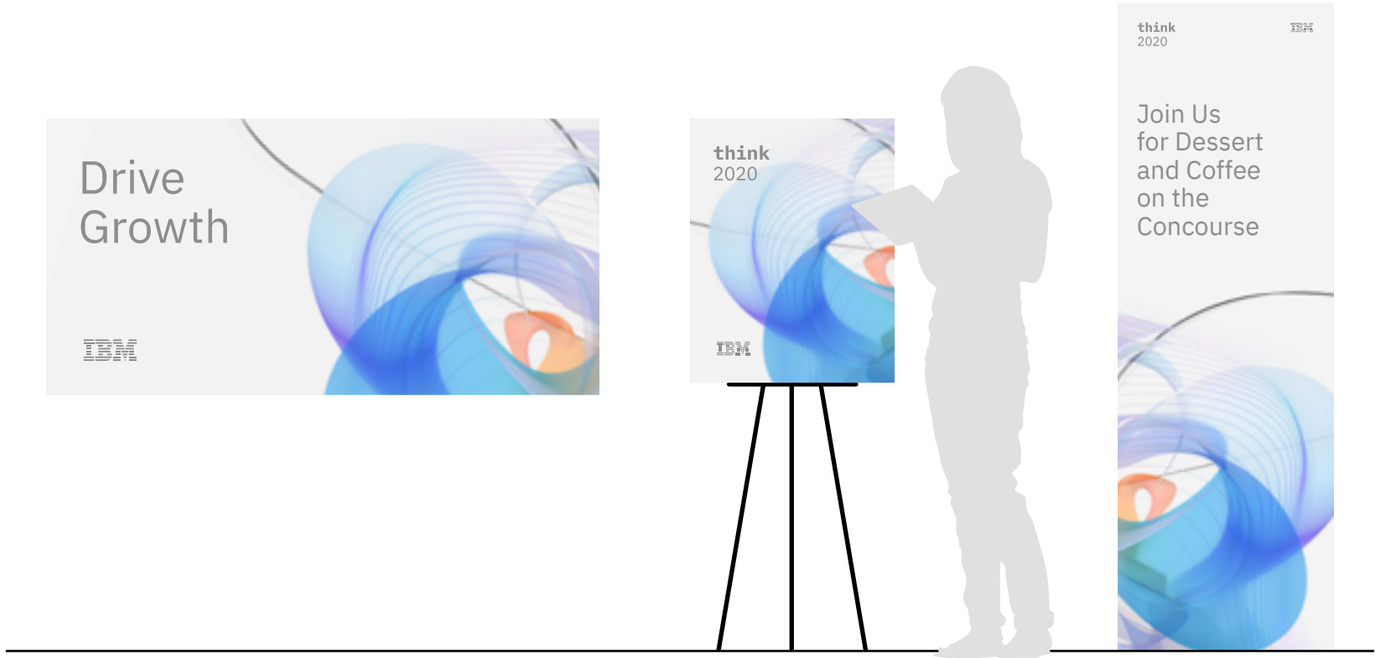


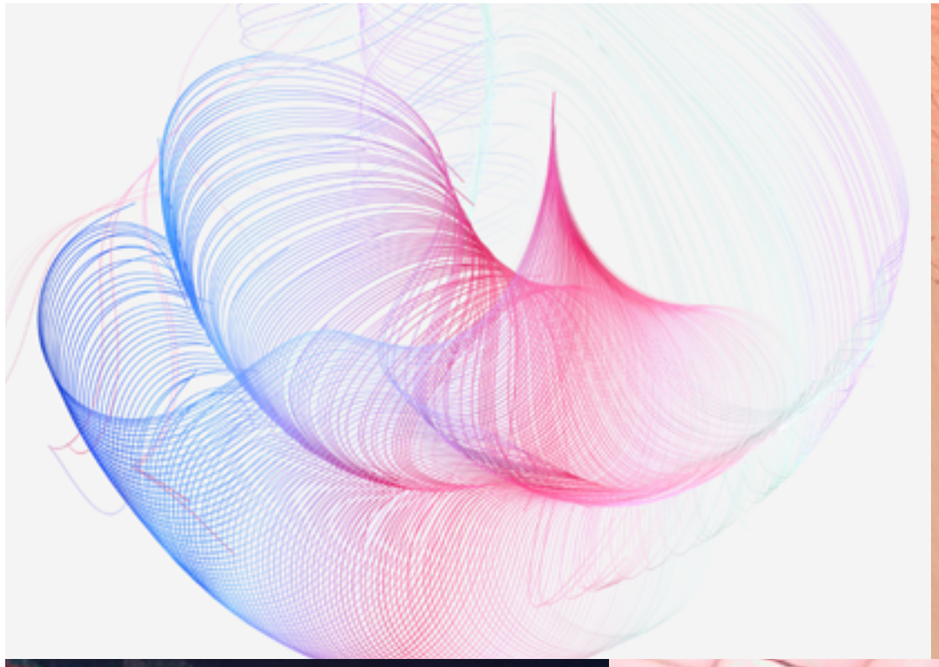
Uncropped Artwork

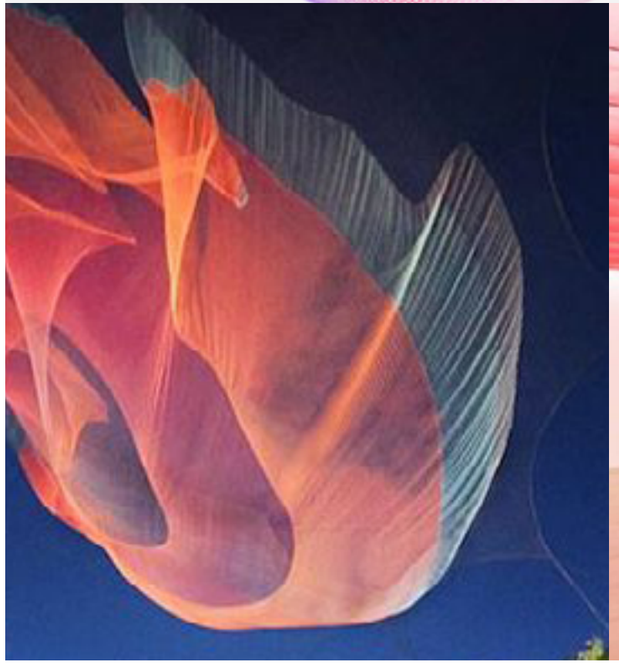


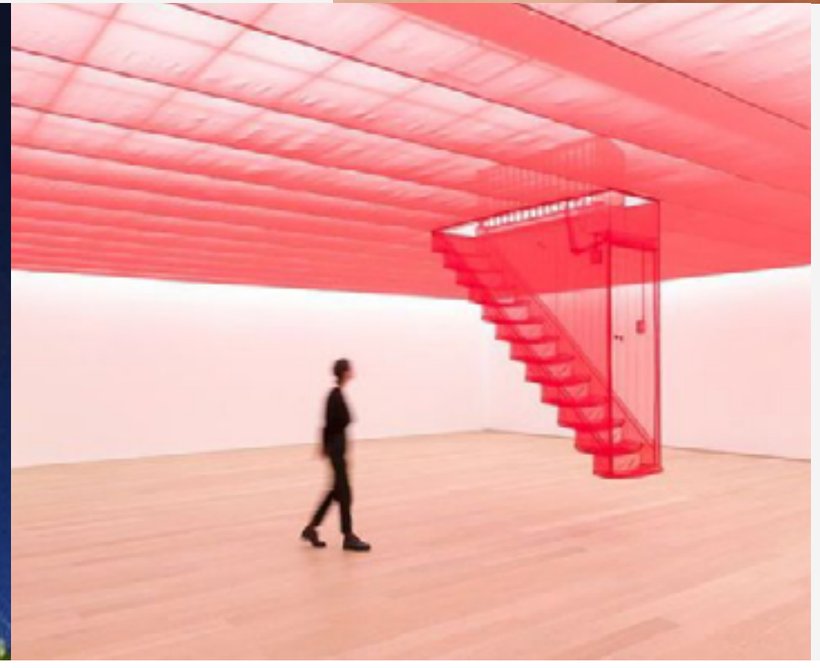


Conference Architecture

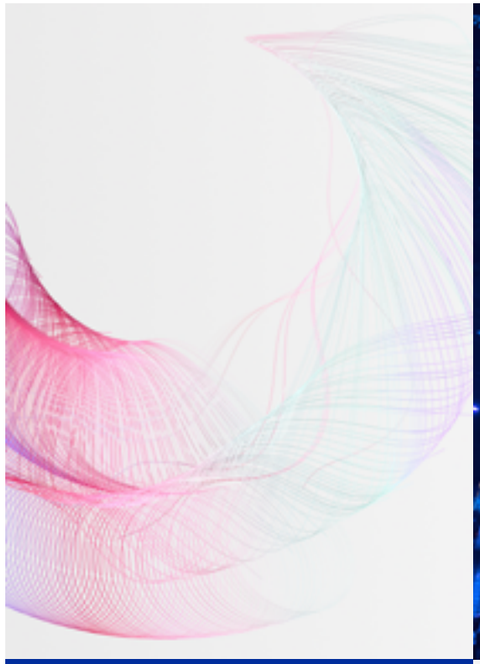
The following pages are reference mood boards for conference architecture, material palette, furniture, and environmental elements. Each of these components should be designed to support our 2020 visual language, creating a singular and cohesive event experience.

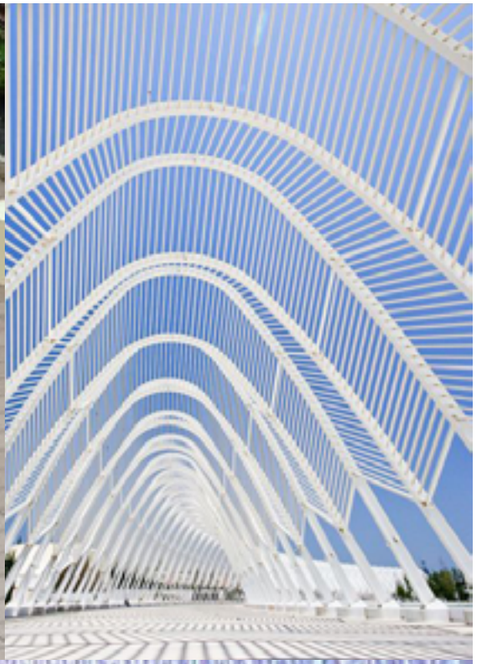




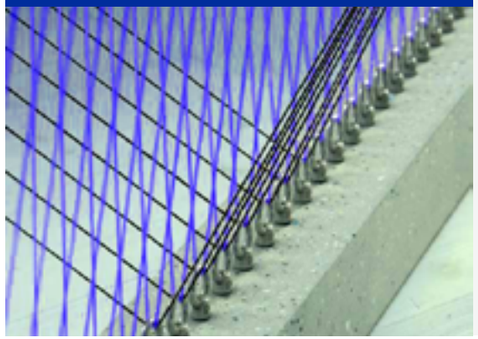


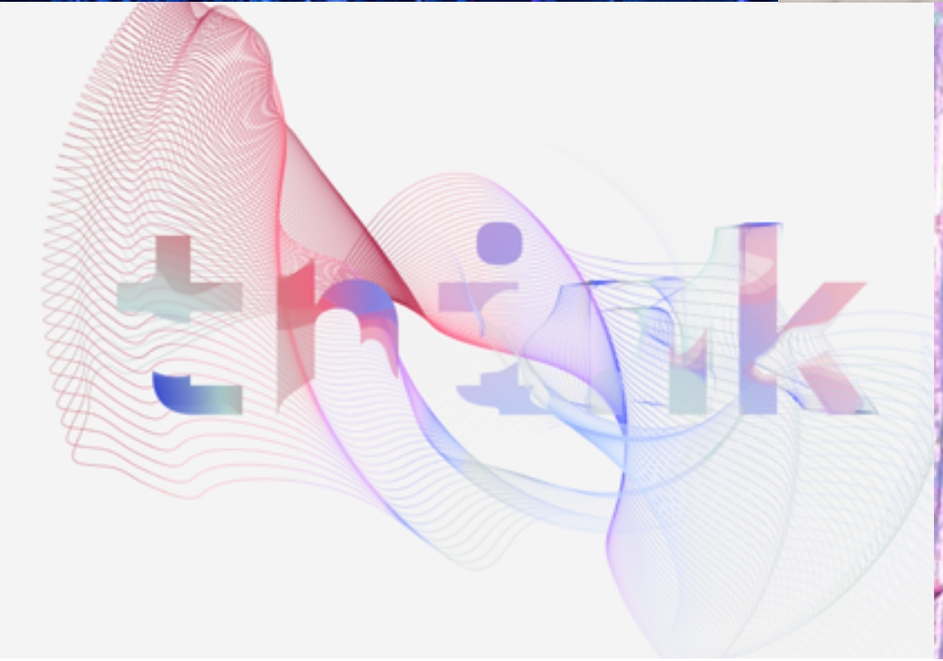
think

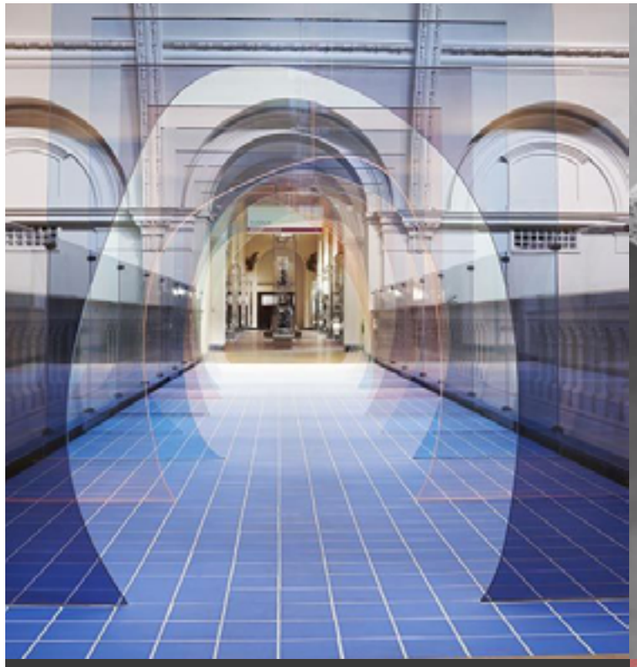


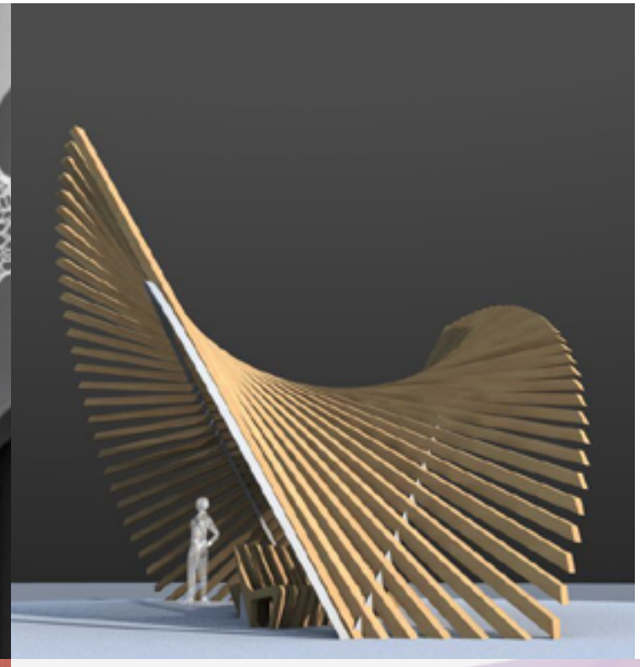


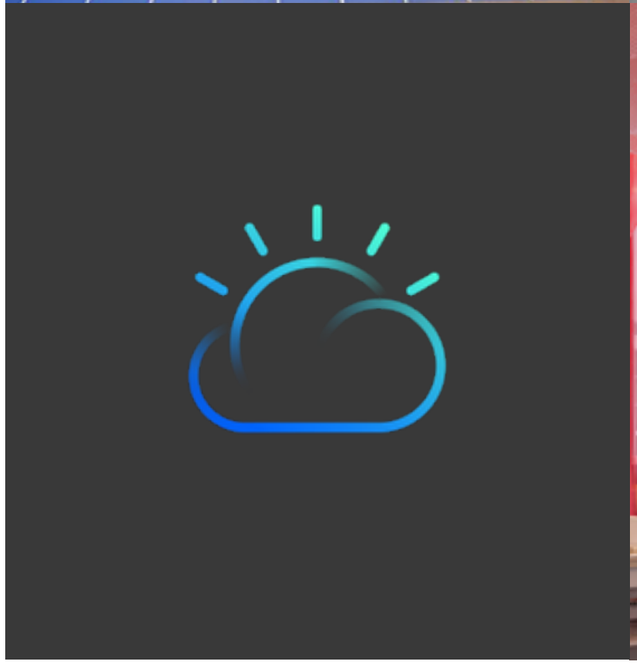
think

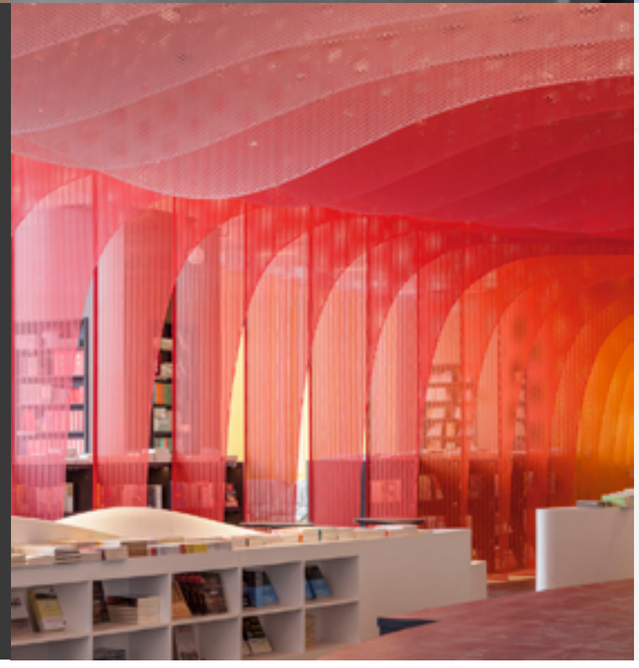


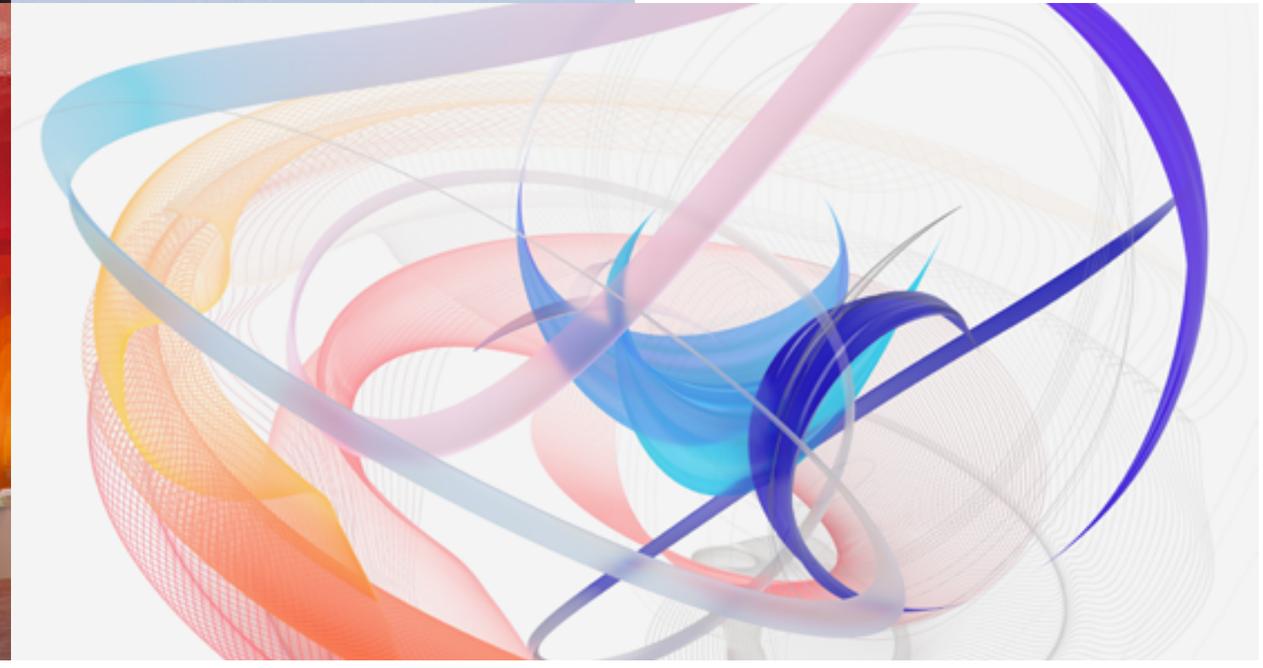


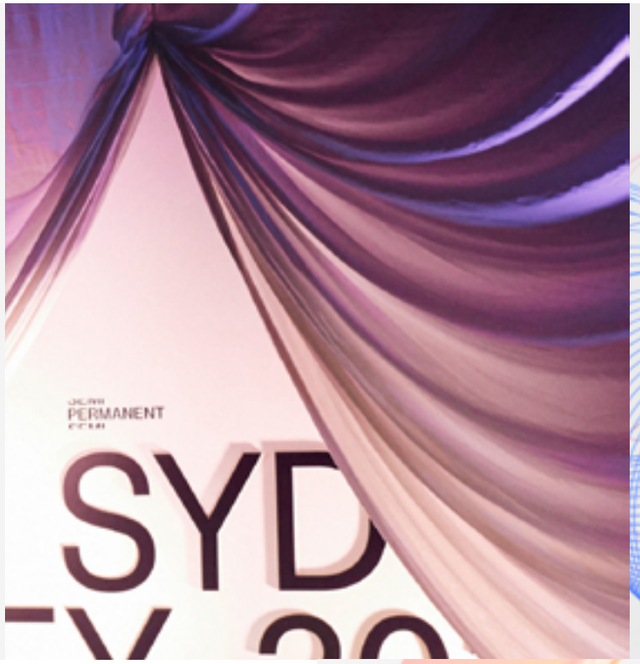








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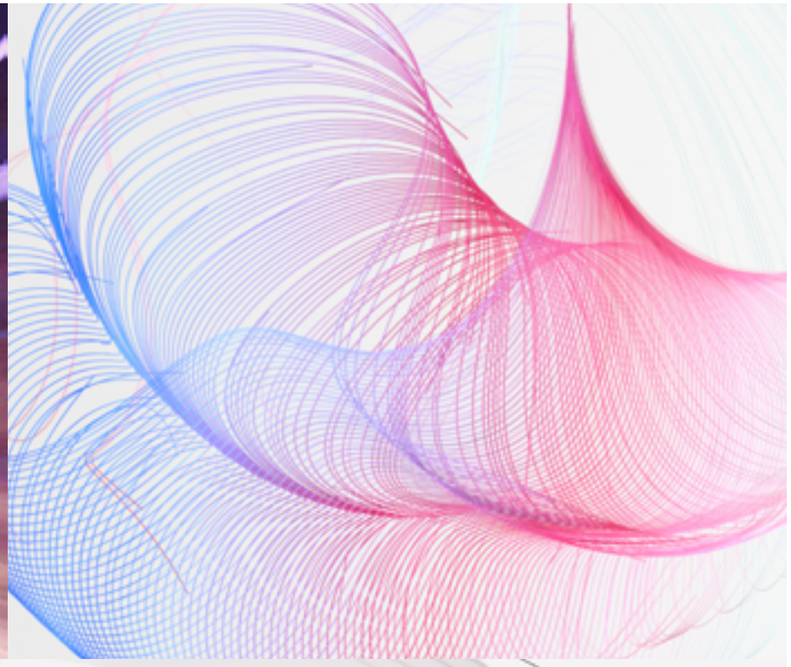

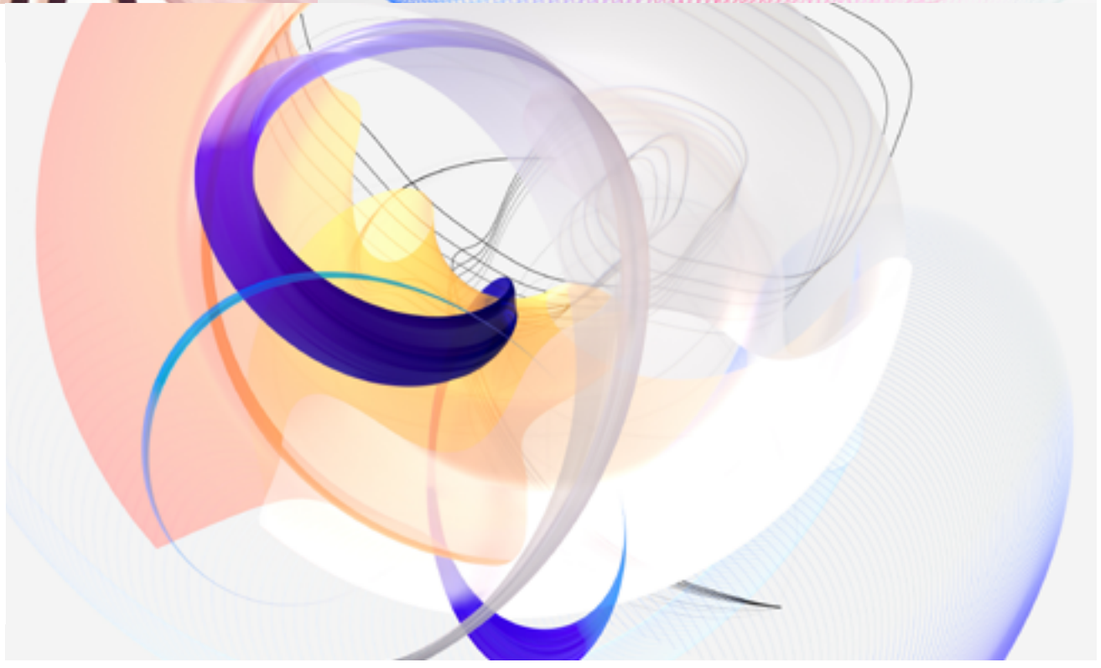

Photography

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Since 2020 will be our third Think event, it is acceptable to use select photography from prior events when necessary. Images should focus on relevant attendee experiences at Think including:

- Marketing, Brand Gallery, and Think Campus Entrances
- Keynote and guest speakers
- Networking

When selecting images, avoid photos that showcase previous event branding such as Interconnect or Amplify as this may confuse viewers.

Avoid using too much event photography and illustrated Think assets together to simplify communications.

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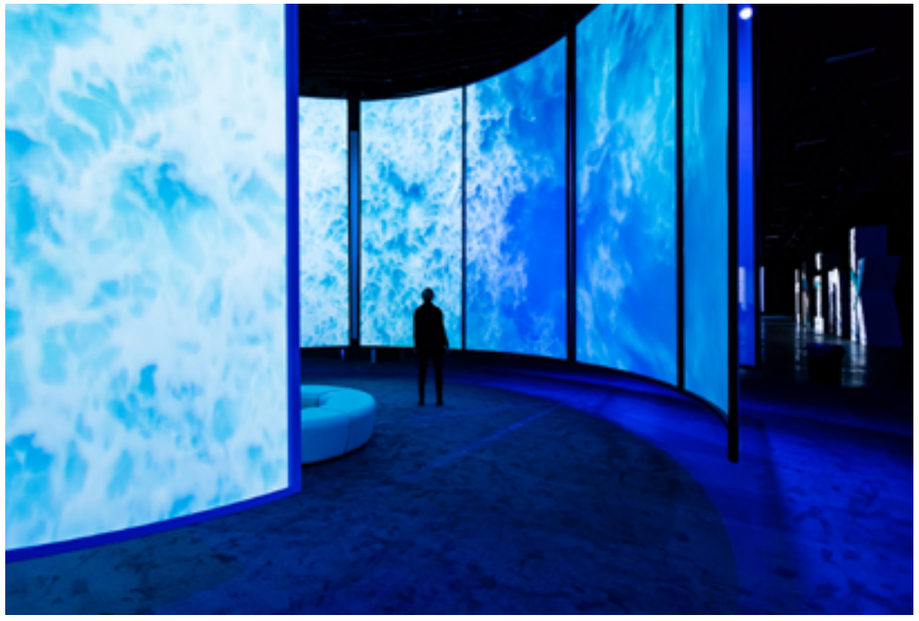

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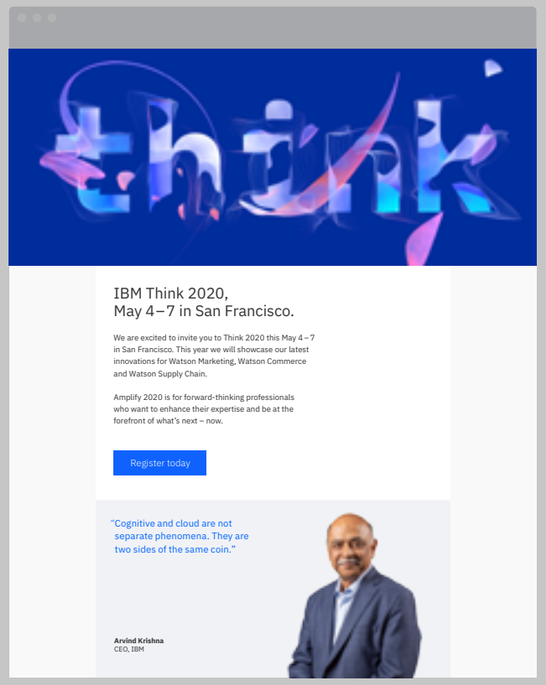
Gallery


think
IBM Think 2020,
May 4–7 in San Francisco.
We are excited to invite you to Think 2020 this May 4 – 7 in San Francisco. This year we will showcase our latest innovations for Watson Marketing, Watson Commerce and Watson Supply Chain.
Amplify 2020 is for forward-thinking professionals who want to enhance their expertise and be at the forefront of what's next – now.
Register today
"Cognitive and cloud are not separate phenomena. They are two sides of the same coin."
Arvind Krishna
CEO, IBM

think
think 2020
IBM

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think 2020
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2020
IBM
Euan
McDougall
(Interpol)
Business
Partner
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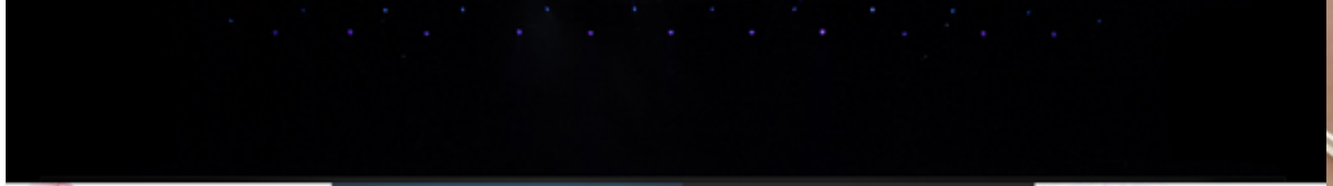
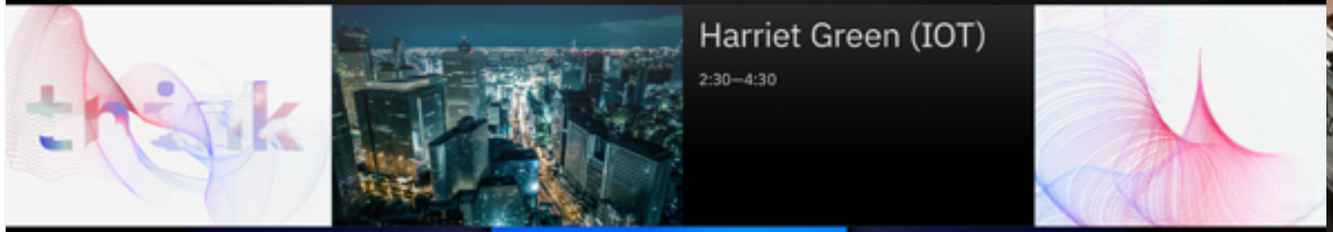
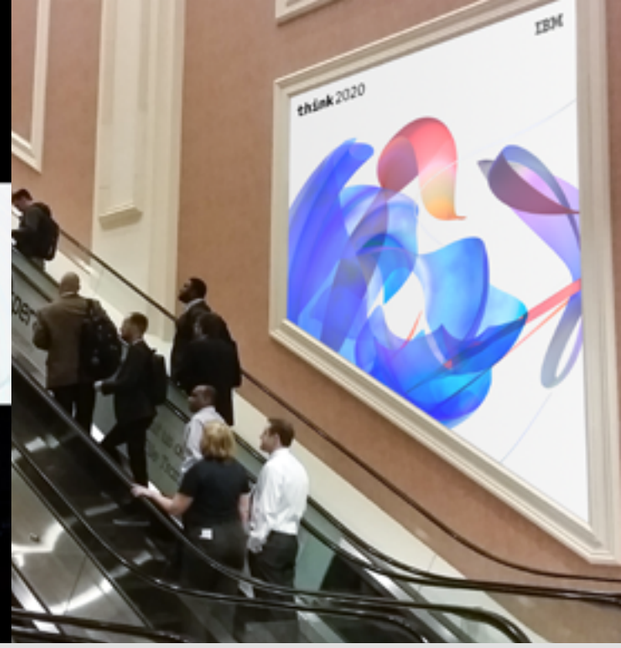
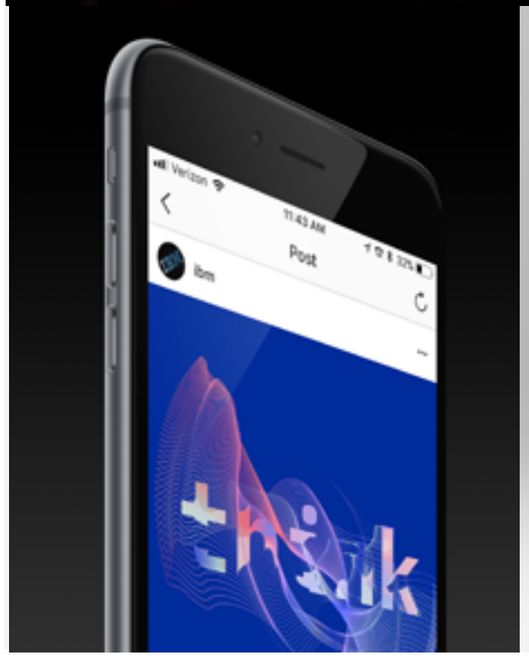
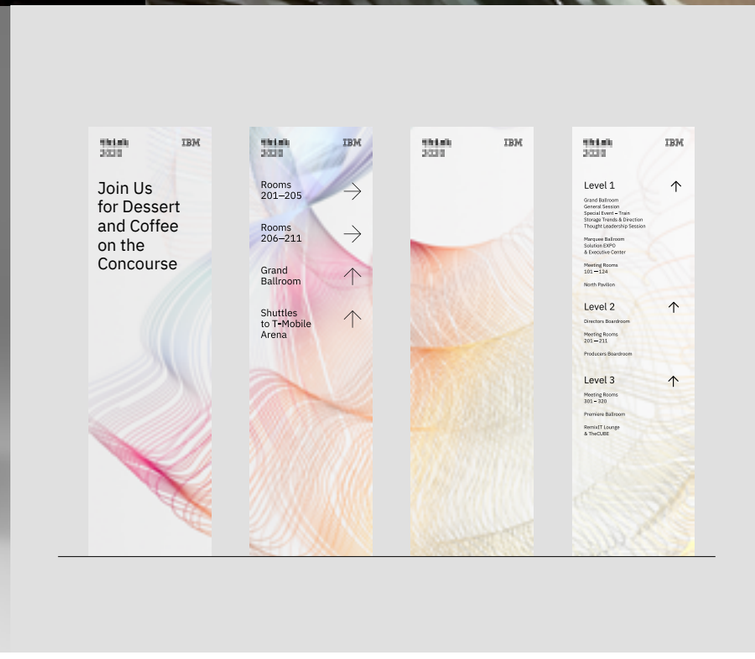
Gallery
Samples











iPhone

think 2020
IBM
May 4 – 7
San Francisco

think
2020
IBM
North
Convention
Center
Level 1

Sally Hogshead
IBM Smarter Global
Business Summit
think
2020
Wednesday
Neil Postlethwaite
Plural of Data
think
2020

Merchandise

Branded Merchandise
Samples

Branded Merchandise
Samples

2020 Think Summits

Objectives
Audience
Tagline Usage
Signature Moments

IBM Confidential

Think Summit Objectives

Think Summits are local events where our clients and prospects receive the education and guidance they need to adapt to new ways of working in order to accelerate recovery and transform their businesses. Attendees can collaborate with IBM experts to find agile solutions to problems facing their companies, network with peers to unify their communities and learn firsthand how IBM can support their changing job roles and strategic goals.

Objectives

Incorporating 1H lessons learned to drive enhanced business results for 2H and beyond:

— Engage new responder and whitespace clients
— Nurture relationships with existing clients
— Produce a cross-IBM Narrative aligned to prioritized and localized conversation needs
— Incorporate year-two Red Hat Content
— Commit to NPS scores in-line with other IBM proprietary events
— Maximize our investment; do more with less without sacrificing quality

For further guidance on event strategy, messaging and seller enablement, visit the Think Summit Resource Center on W3.

The key to a successful Think Summit starts with understanding your audience. And any well-defined audience starts with a buyers persona.

A deep understanding of your audience helps identify:

— Content that will keep them engaged
— Experiential elements that address the audience's learning styles and value drivers
— Stories that spark curiosity and evoke an emotional response.

When planning your Think Summit event, consider these audiences to understand your attendee's mindset, motivation and behavior.

	Values		Behaviors		Triggers		Expand
CIO	The right technologies are in place and working correctly	+	— Networks — Thinks big picture — Leadership	+	— Exclusive knowledge — High-touch opportunities	»	— **1:1 engagements** — **Presentations** — **Peer references** — **Networking**
VP Business Operations	The ability to architect technology infrastructure for his growing organization	+	— Problem-solver — Practitioner	+	— Value TL and Analyst materials/access — Innovative, proven examples	»	— **Leadership training** — **Workshops** — **Peer connections**
Marketing Director	Connecting to new prospects on their buying journey	+	— Time crunched — Resourceful — Competitive — Consistent	+	— Social media ROI / Assessment tools — Aspirational to CXO profiles	»	— **SMEs** — **Success stories** — **Networking** — **Learning Opportunities**
Developer / IT Manager	Learning skills that allow for faster, more efficient solutions	+	— Self-learner — Doers and builders — Competitive	+	— Product trials and demos — Peer interaction highly valued	»	— **Certifications** — **Community** — **Hands-on Experiences**

Tagline should be featured in messaging and headline copy for pre-event communications and event calls-to-action.

— Tagline should not compete with or be locked up with the Summit logotype.

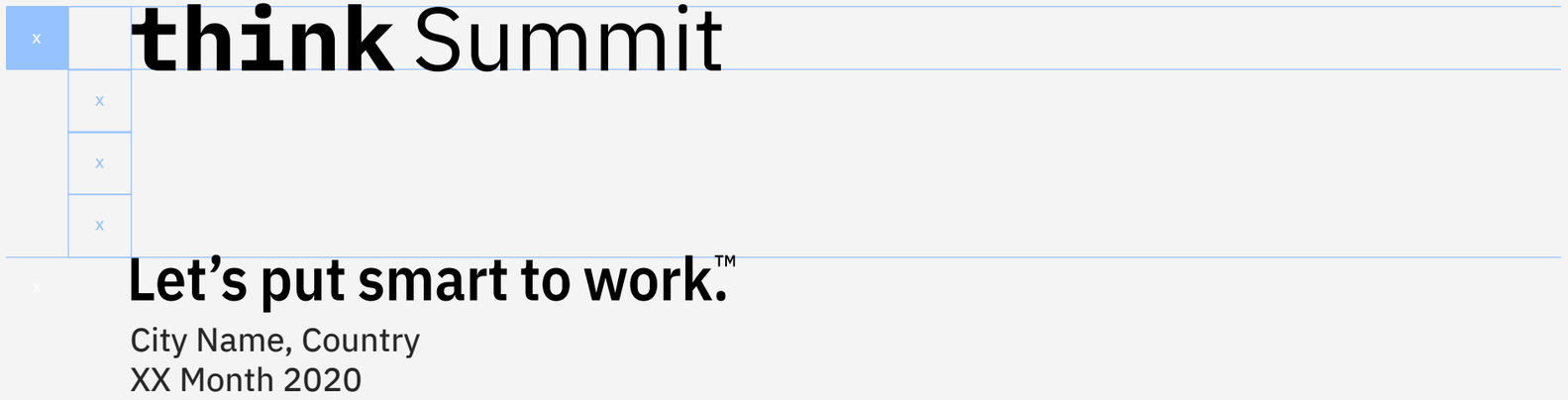
— Always maintain adequate clearspace between the Think Summit logotype and the tagline.

Approved tagline:

— **Let’s Put Smart to Work**
Find approved LPSTW lockup
https://ibme3.gpj.com/c/f7adf0c8-da13-5c0d-b7bc-cf00e7226c51

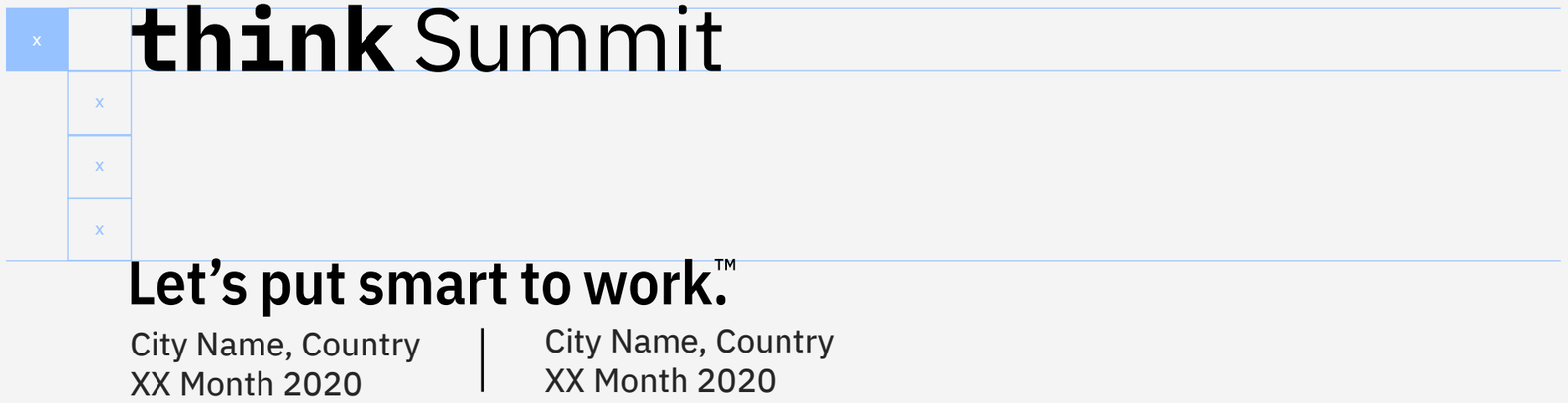
Single Location

A space equal to 3x indicates the closest the tagline, event location and date should appear with the Think Summit logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.



Multiple Locations

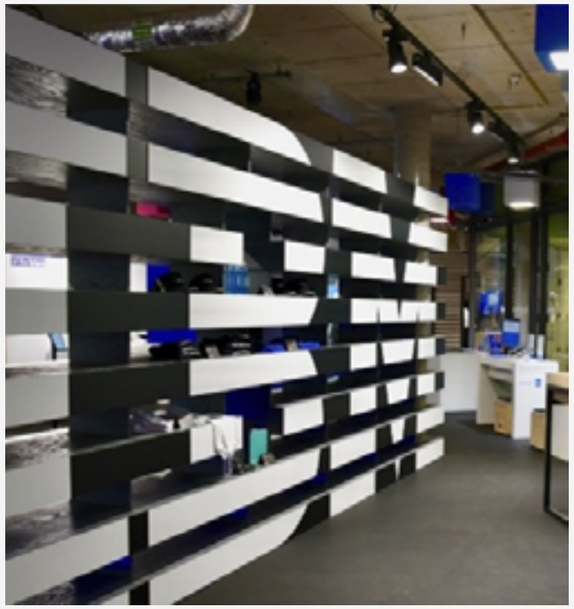
A space equal to 3x indicates the closest the tagline, event location and date should appear with the Think Summit logotype Lockup in vertical and horizontal alignment. Use more space in between, whenever possible.

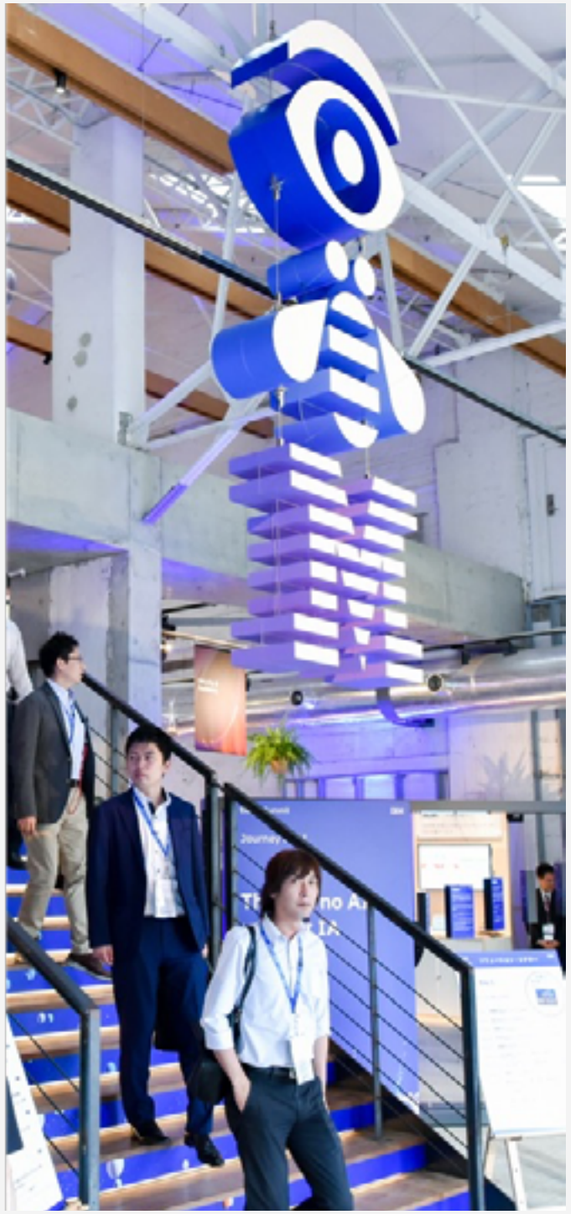


Think Summits
Signature Moments

When planning your event, teams are encouraged to embrace the unique characteristics of the venue, and/or include sculptural and other dynamic elements, as appropriate, to create “signature moments” throughout the experience.

See the section starting on page 143 to view some examples, with guidance, of environmental enhancements.

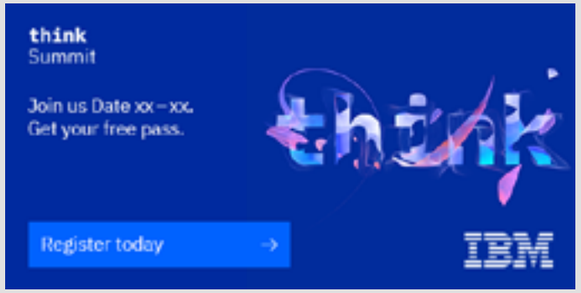




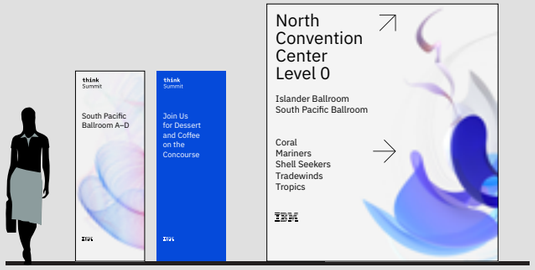
Event Elements & Applications

Communications
Signage & Wayfinding
Registration
General Session/Staging

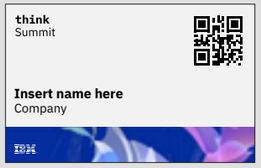
The Think 2020 brand system applied to event elements, ranging in scale and placements.



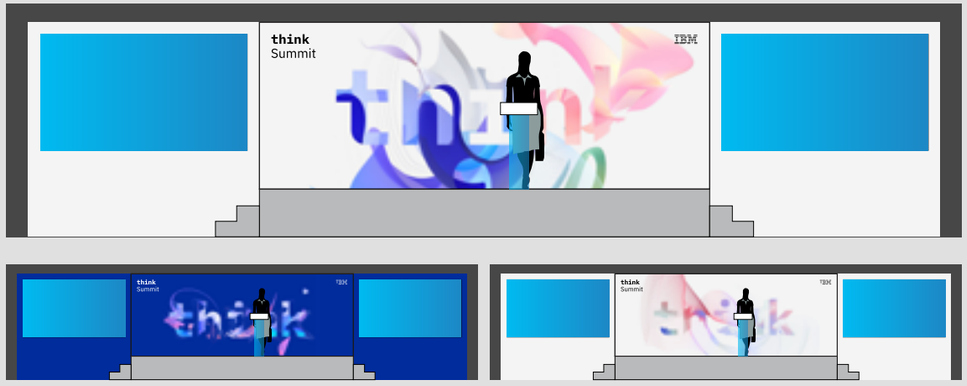
Communications



Wayfinding & Signage



Registration/Welcome



General Session/Staging

Communications

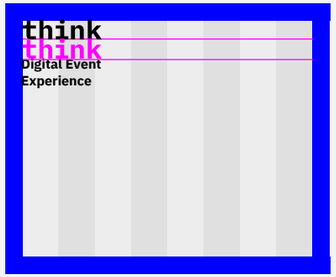
Please use the following creative assets for all pre-event communications to promote your Think Summit events.

Any of the themes can be used for communications. Teams are encouraged to use a variety of themes to promote their events.

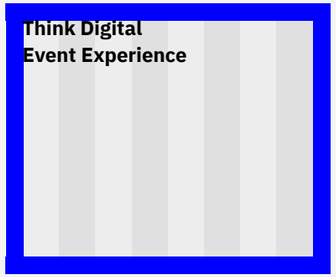
Logos
Buttons
Colors
Grids
Drupal Leadspace
Drupal Cards
Social Media Graphics
Email Leadspace Images
Email Leadspace GIFs
Email Banners
Email Signatures
Campaign Graphics GIFs
IBMer News Tiles
Paid Media

Logo

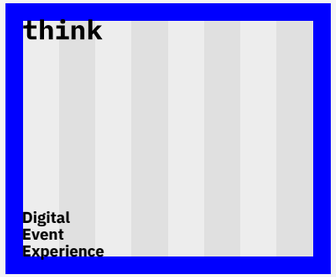
Use the following rules for logo placement.



Digital Event Experience on two lines, with “Digital Event” equal in width to Think logotype. Space between Think logotype and “Digital Event Experience” is equal to the height of the “t” in Think logotype.

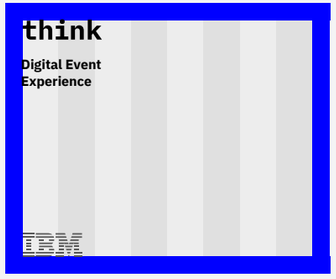


Typed out, Plex Bold.

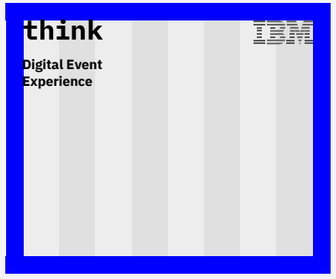


Digital Event Experience on three lines, with “Experience” equal in width to Think logotype.

Think Digital Event Experience lock-up can be either stacked close together, typed out, or stacked further apart. Think Digital Event Experience lock-up and IBM 8-bar should go inside the margins.

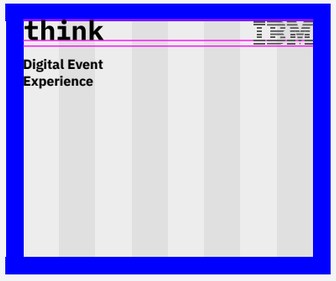


IBM 8-bar in lower left



IBM 8-bar in upper right

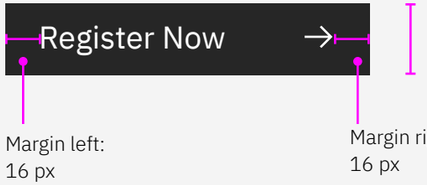
When there are both Think Digital Event Experience lock-up and IBM 8-bar, the Think Digital Event Experience lock-up should go either above or to the left of the IBM 8-bar.



Height of IBM 8-bar logo is generally 1.25X the height of “t” in Think logotype. Unless the 8-bar is following Carbon specs.

Buttons

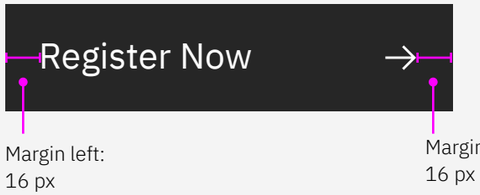
Use the following rules for logo placement.



Margin left:
16 px

Margin right:
16 px

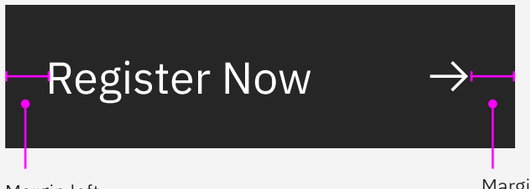
FOR SMALL BANNERS (Around 300 px width and smaller)
Button height: 32px
Font: IBM Plex Sans Regular, 14 pt
Icon: 14 px width
Text and icon centered vertically in button



Margin left:
16 px

Margin right:
16 px

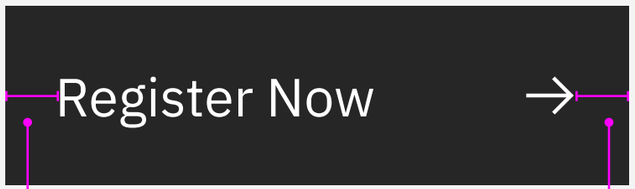
FOR MEDIUM BANNERS (Around 800–1200 px width)
Button height: 48 px
Font: IBM Plex Sans Regular, 16 pt
Icon: 16 px width
Text and icon centered vertically in button



Margin left:
20 px

Margin right:
20 px

FOR LARGE BANNERS (Around 1200–2000 px width)
Button height: 64 px
Font: IBM Plex Sans Regular, 20 pt
Icon: 20 px width
Text and icon centered vertically in button



Margin left:
24 px

Margin right:
24 px

FOR EXTRA LARGE BANNERS (Around 2000 px width and larger)
Button height: 80 px
Font: IBM Plex Sans Regular, 24 pt
Icon: 24 px width
Text and icon centered vertically in button

Use the following rules for logo placement.

Button color can be White on dark blue backgrounds.
Button text and icon are Gray 100.

Lock-up and text on dark backgrounds are White.

Button color can be Blue 60 on light backgrounds.
Button text and icon are White.

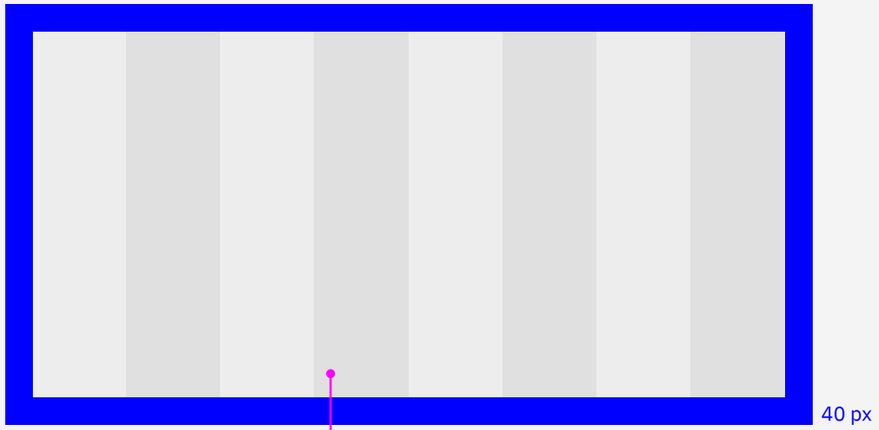
Lock-up and text on light backgrounds are Gray 100.

Button colors are taken from the Neutral Gray family, and may change based on the color and value of the background image. It should achieve a minimum contrast ratio of 4.5.
For more information: https://marijohannessen.github.io/color-contrast-checker/

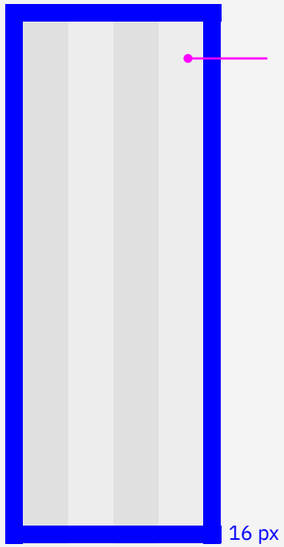
Grids

Use the following rules for logo placement.

For extreme horizontal banners, a 16-column grid can be used.



For horizontal and square banners, an 8-column grid can be used.

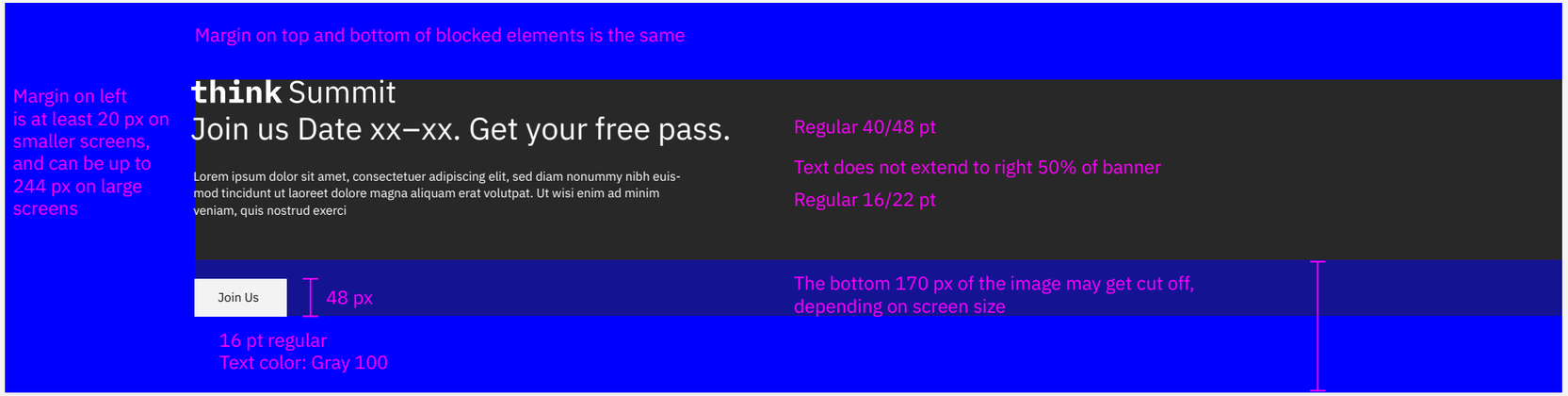


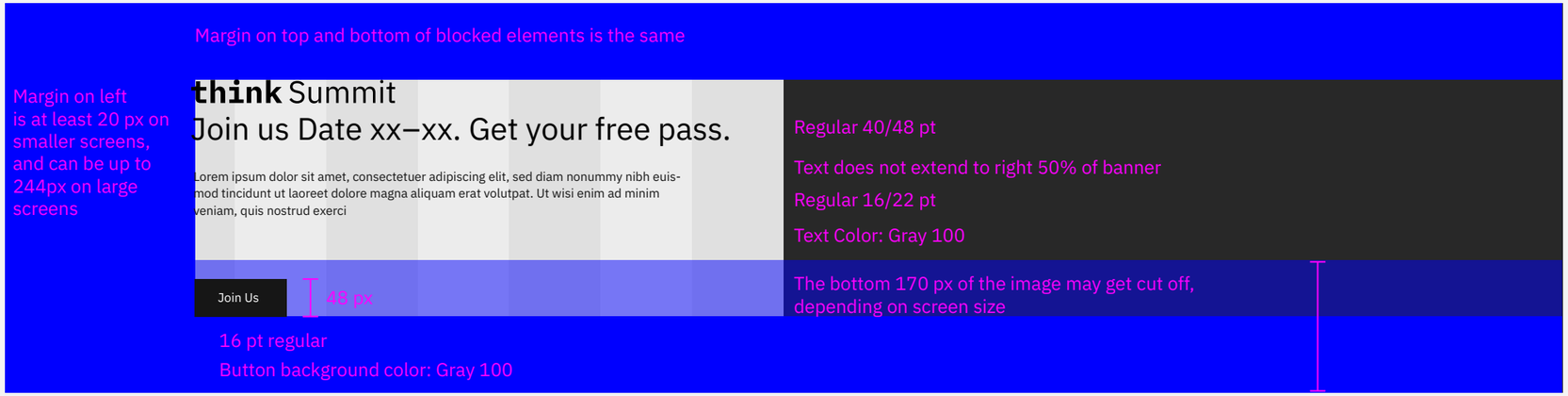
For vertical banners, a 4-column grid can be used.

Drupal Leadspace
Template

Communications assets can be found here:
https://ibme3.gpj.com/c/f113ad28-4b62-f9ba-928e-1cb6d96c655a

2000 x 500 px

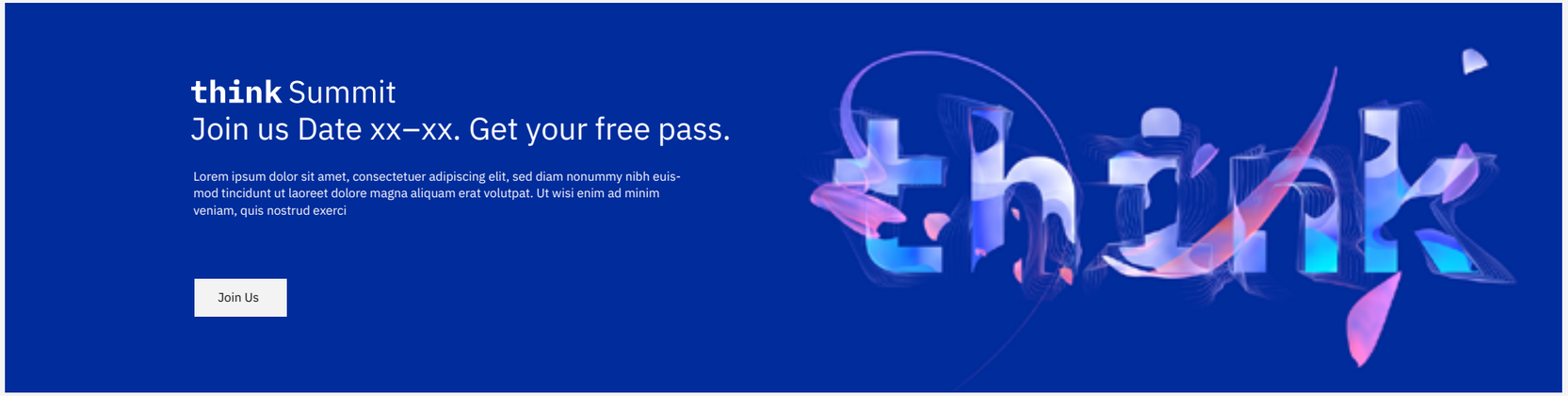


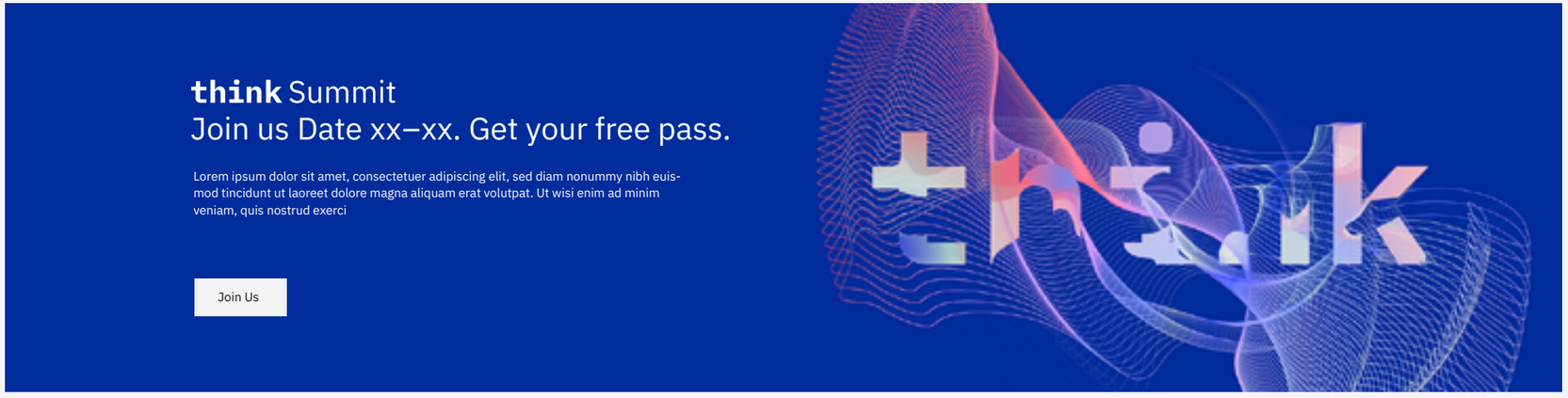


Drupal Leadspace
Examples

Communications assets can be found here:
https://ibme3.gpj.com/c/f113ad28-4b62-f9ba-928e-1cb6d96c655a

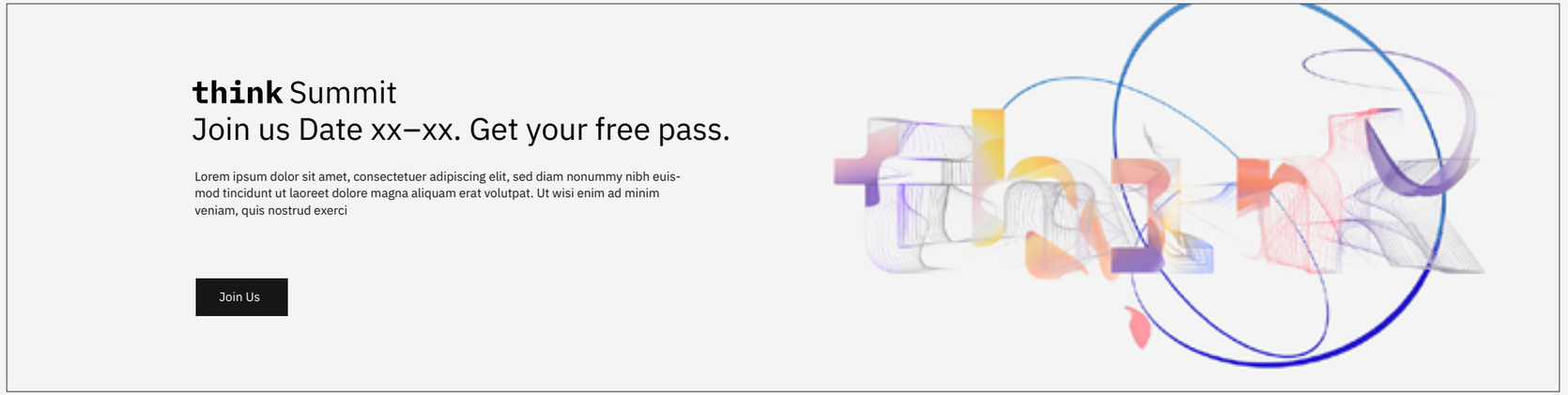
2000 x 500 px

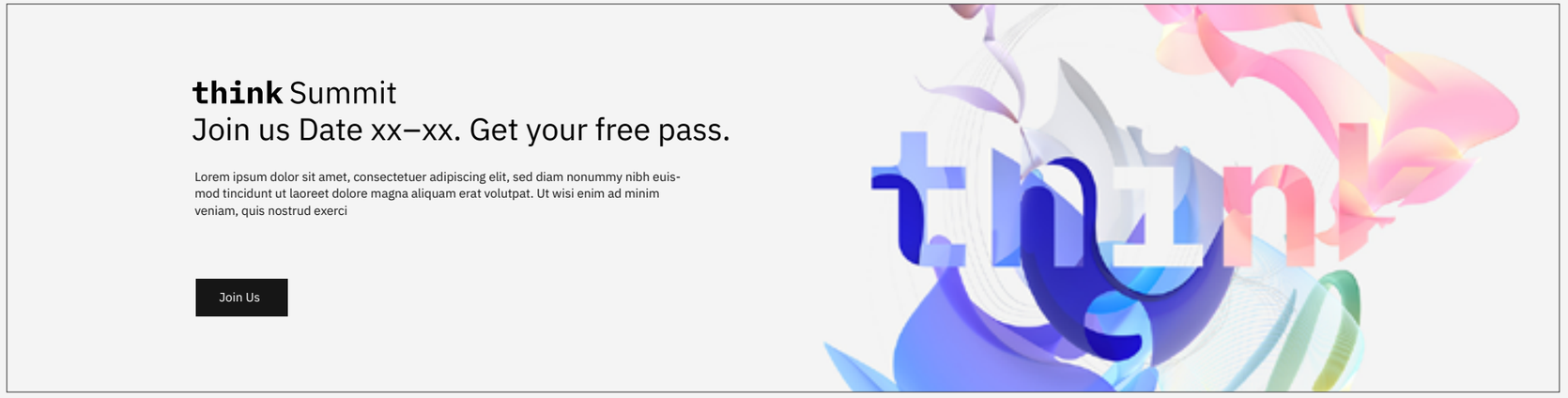




Communications assets can be found here:
https://ibme3.gpj.com/c/f113ad28-4b62-f9ba-928e-1cb6d96c655a

2000 x 500 px





Communications assets can be found here:
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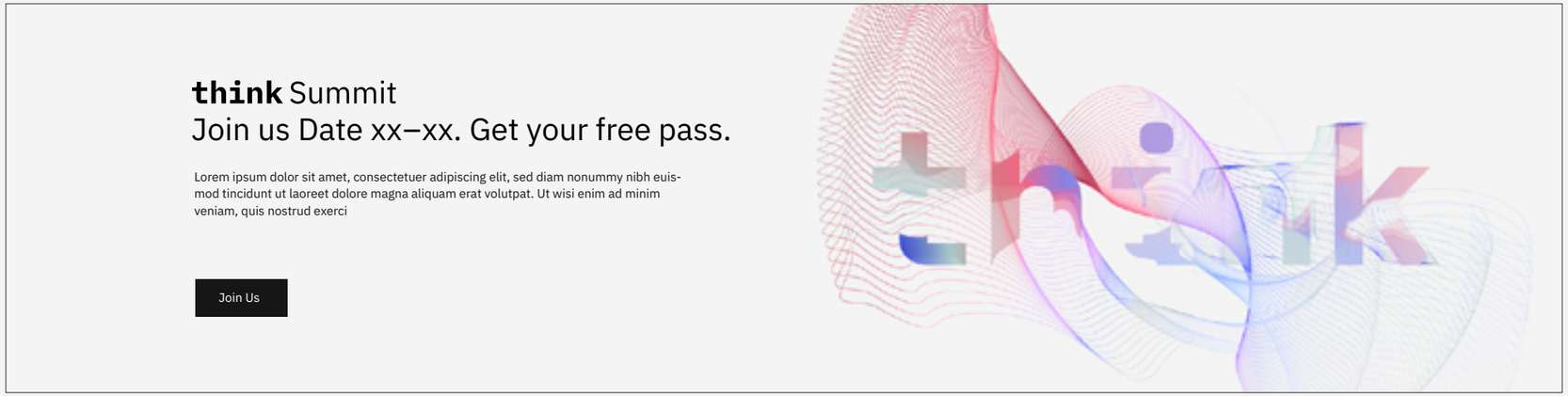
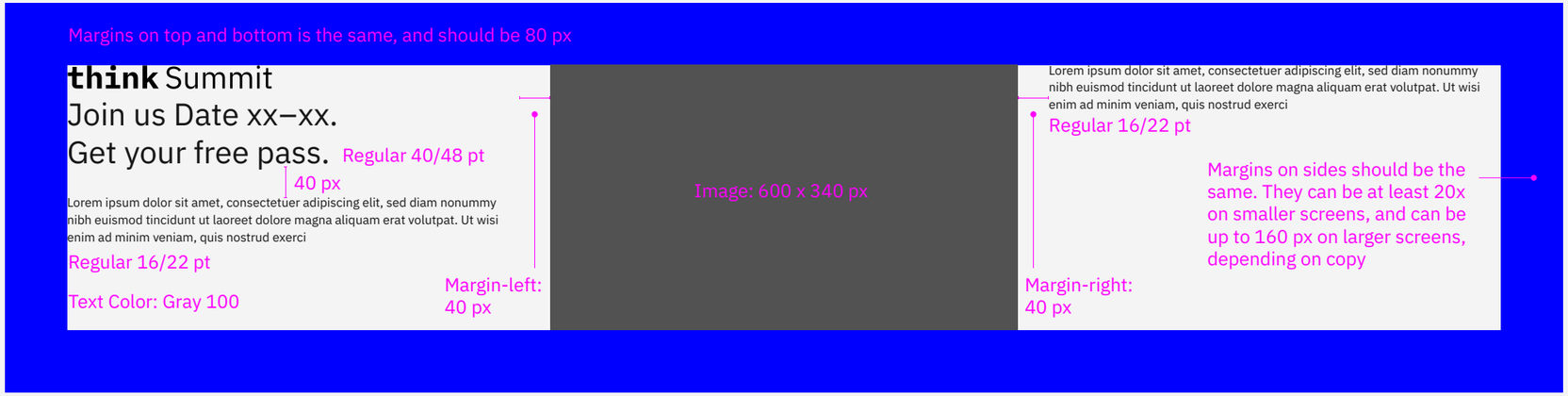
2000 x 500 px



Drupal Cards
Template

Communications assets can be found here:
https://ibme3.gpj.com/c/f113ad28-4b62-f9ba-928e-1cb6d96c655a

2000 x 500 px



Drupal Cards
Examples

Communications assets can be found here:
https://ibme3.gpj.com/c/f113ad28-4b62-f9ba-928e-1cb6d96c655a

2000 x 500 px

think Summit
Join us Date xx–xx.
Get your free pass.

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think Summit
Join us Date xx–xx.
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Drupal Cards
Examples

Communications assets can be found here:
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2000 x 500 px

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Join us Date xx–xx.
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think Summit
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Drupal Cards
Examples

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2000 x 500 px

think Summit
Join us Date xx–xx.
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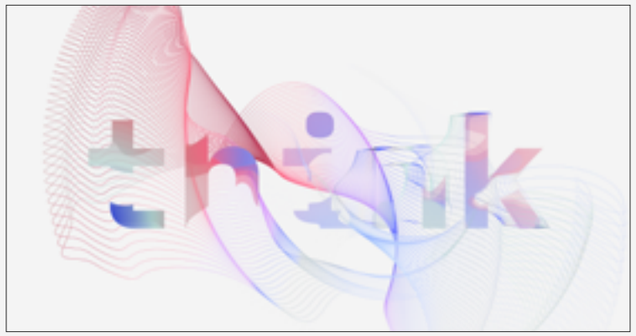
Social Media Graphics
LinkedIn / Facebook

Communications assets can be found here:
https://ibme3.gpj.com/c/69fd4b95-d274-27d0-e909-83561b0eb520

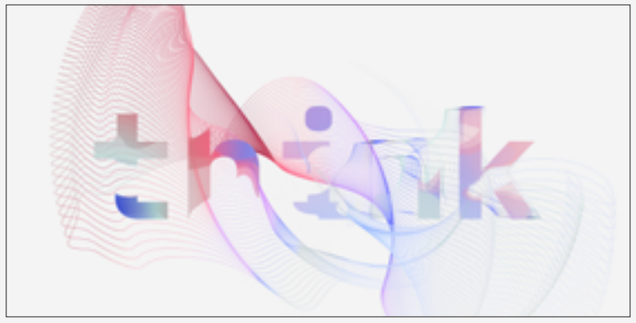
1200 x 628 px



Social Media Graphics
Twitter

Communications assets can be found here:
https://ibme3.gpj.com/c/69fd4b95-d274-27d0-e909-83561b0eb520

1024 x 512 px



Social Media Graphics
Instagram / Facebook

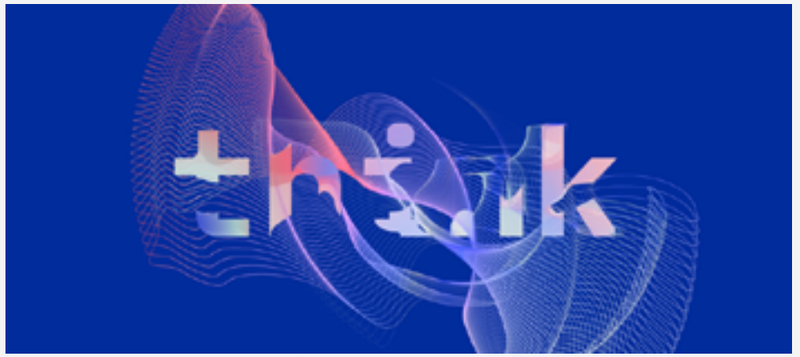
Communications assets can be found here:
https://ibme3.gpj.com/c/69fd4b95-d274-27d0-e909-83561b0eb520

1080 x 1080 px

Email Leadspace
Images

Communications assets can be found here:
https://ibme3.gpj.com/c/1eb0f45b-ecb0-69d2-b382-c305e8bb6a04

900 x 400 px



Email Leadspace
Images

Communications assets can be found here:
https://ibme3.gpj.com/c/1eb0f45b-ecb0-69d2-b382-c305e8bb6a04

600 x 300 px

Email Leadspace
GIFs

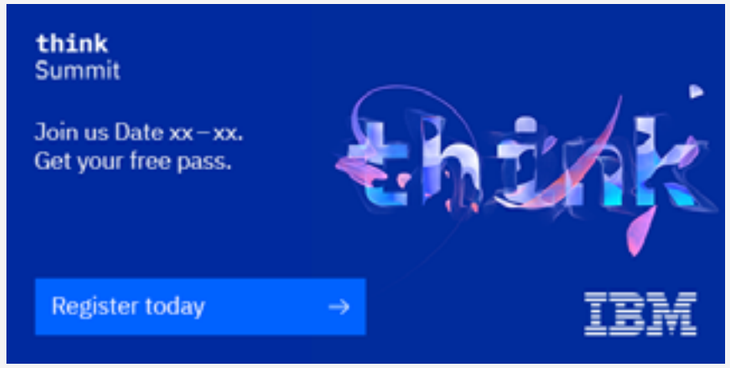
Communications assets can be found here:
https://ibme3.gpj.com/c/1eb0f45b-ecb0-69d2-b382-c305e8bb6a04

600 x 300 px

Email Banners

600 x 300 px

Communications assets can be found here:
https://ibme3.gpj.com/c/9722bf78-fc02-4c9e-c29a-2cbb7757effb



Communications assets can be found here:
https://ibme3.gpj.com/c/e4edb1b0-ee2f-8087-35d4-2e6fd7092d72

498 x 140 px

Campaign Graphics
GIFs

Communications assets can be found here:
https://ibme3.gpj.com/c/cc4d5c56-6418-b339-9fa9-d9711015de1f

900 x 300 px

900 x 1600 px

2000 x 1125 px / 640 x 360 px

Communications assets can be found here:
https://ibme3.gpj.com/c/a2f57a07-94b3-bd87-3810-c4e95322e726

Paid Media
PSD Banner

Communications assets can be found here:
https://ibme3.gpj.com/c/56bc91eb-1c21-5d79-b0b4-20190c8e248a

2048 x 1200 px

Paid Media
Videos

Communications assets can be found here:
https://ibme3.gpj.com/c/56bc91eb-1c21-5d79-b0b4-20190c8e248a

1920 x 1080 px

1920 x 1920 px

Paid Media
Facebook

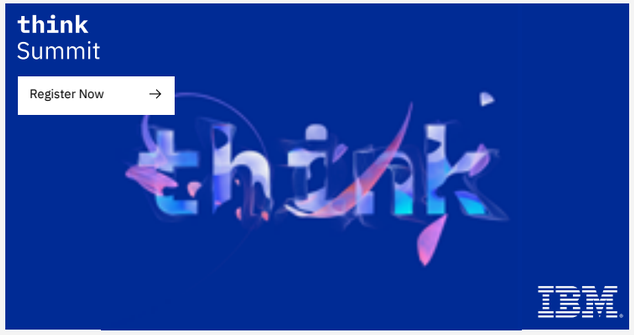
Communications assets can be found here:
https://ibme3.gpj.com/c/56bc91eb-1c21-5d79-b0b4-20190c8e248a

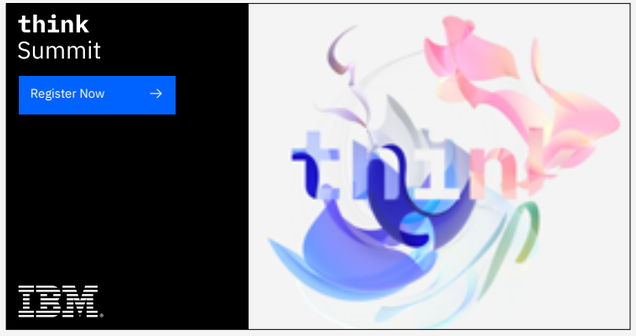
1200 x 628 px

Paid Media
Twitter

Communications assets can be found here:
https://ibme3.gpj.com/c/56bc91eb-1c21-5d79-b0b4-20190c8e248a

800 x 418 px





Paid Media
LinkedIn

Communications assets can be found here:
https://ibme3.gpj.com/c/56bc91eb-1c21-5d79-b0b4-20190c8e248a

1200 x 627 px

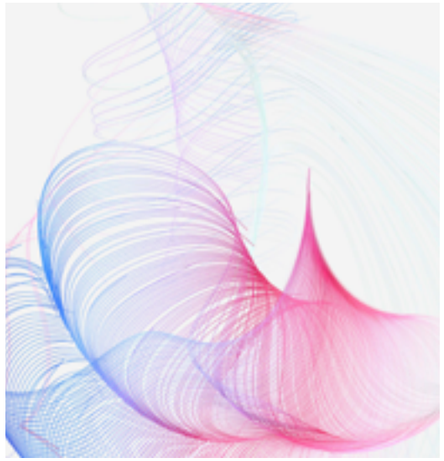
Signage & Wayfinding

Main Theme
Quickscreens
Easel Signs
Various Signage

Signage & Wayfinding
Main Theme

Use the following images for event signage and wayfinding.

Primary Image



Supporting Images

Blue 70 – Primary	Blue 50 – Accent	Purple 40 – Accent	Magenta 30 – Accent	Gray 10 – Accent
RGB 0 45 156	RGB 69 137 255	RGB 190 149 255	RGB 255 175 210	RGB 244 244 244
HEX 002d9c	HEX 4589ff	HEX be95ff	HEX ffafd2	HEX f4f4f4
CMYK 100 91 9 1	CMYK 64 39 0 0	CMYK 34 44 0 0	CMYK 0 47 2 0	CMYK 3 2 2 0
PMS Reflex Blue C	PMS 2727 C	PMS 2645 C	PMS 1905 C	PMS Cool Gray 1 C

Quickscreens

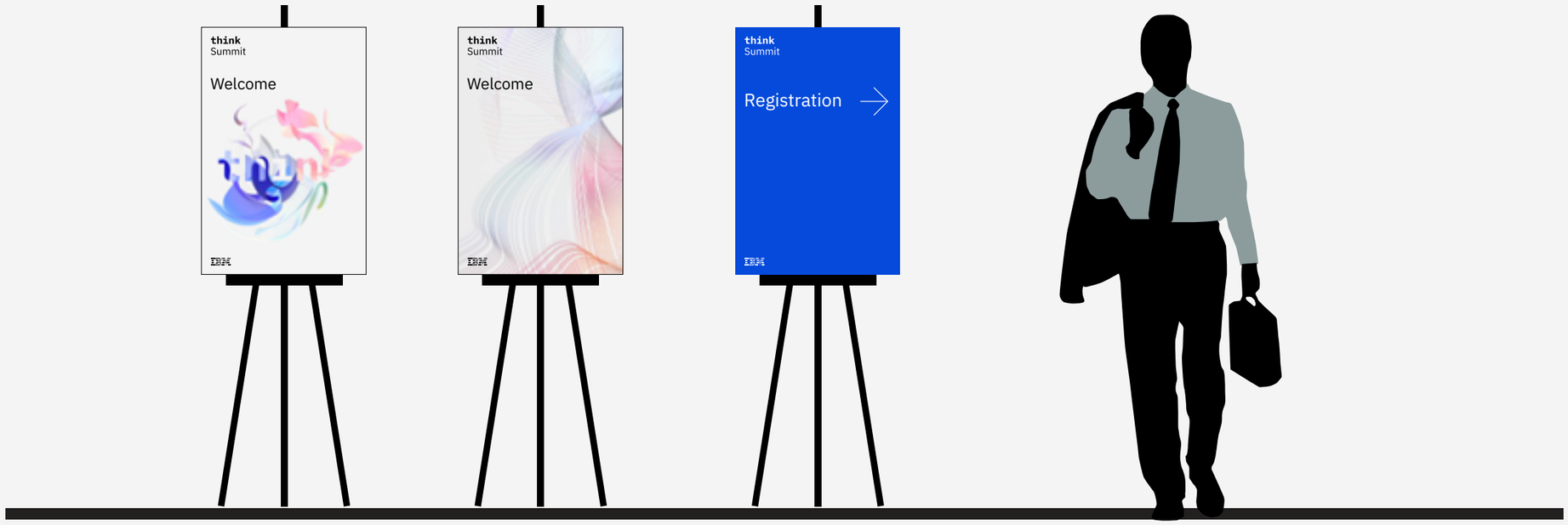
We’ve created a spectrum of signage that goes from minimal use of Think artworks to using them as signature hero moments throughout the event.

From left to right, signage can go from color and type only to Think artwork only.

Link to assets on E3: https://ibme3.gpj.com/c/f4231e8e-bfd0-e64d-d7ac-ebf057fa331a

Easel Signs

Link to assets on E3: https://ibme3.gpj.com/c/f4231e8e-bfd0-e64d-d7ac-ebf057fa331a

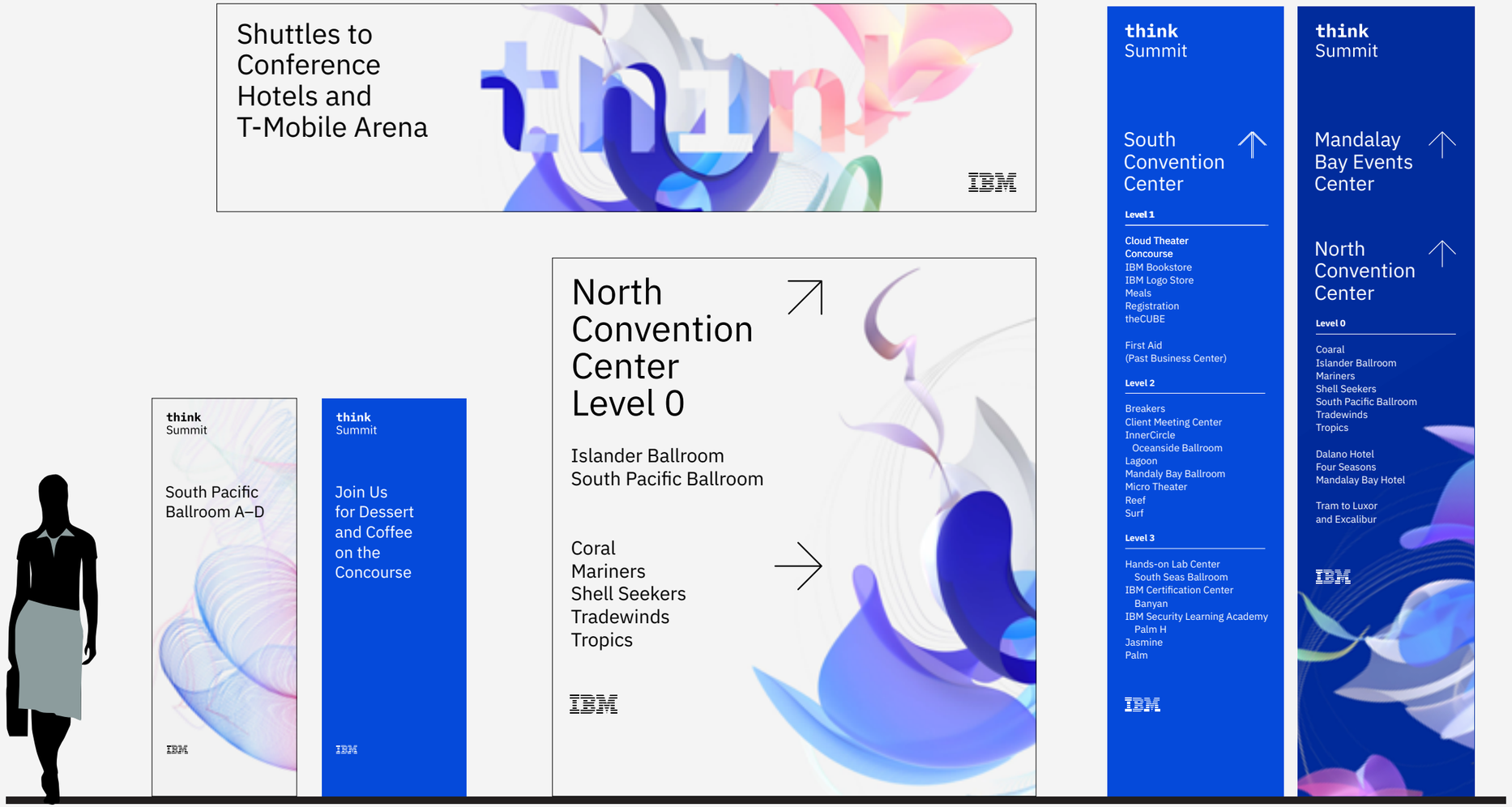


Various Signage

We have assigned a single theme for all signage and wayfinding to create consistency for the visitor.

Based on the size, amount of text, and location of the signage, the theme can be deployed in a variety of ways. For example, assets may be cropped in tight details to create textural backgrounds.

Illustrative assets should be removed for signs that have complex information.

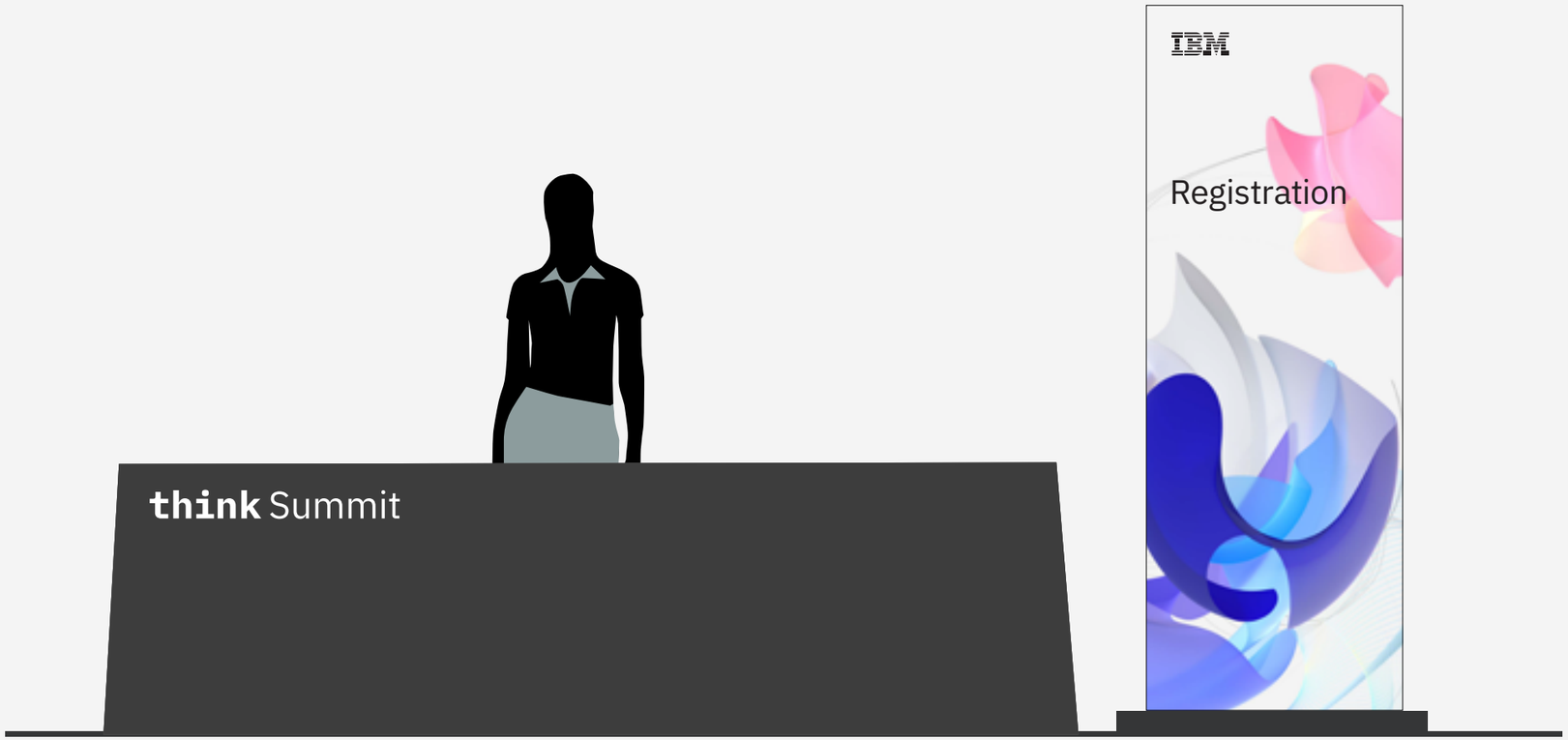


Registration

Registration Small
Registration Large
Name Badge
Entrance Banner
Banner (Vertical & Horizontal)
Event Folder
Digital Device Cover

Registration Small

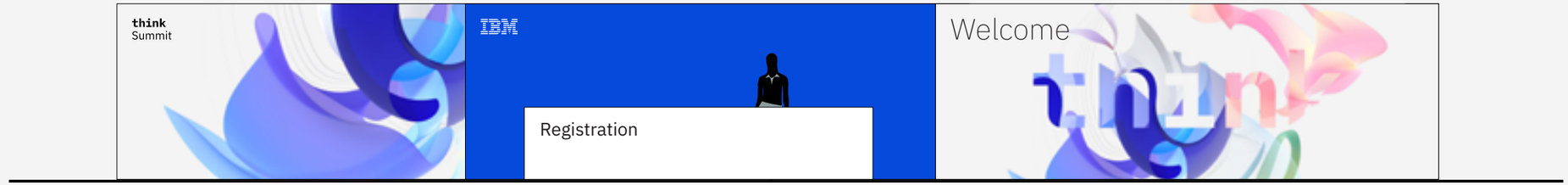
Link to assets on E3: https://ibme3.gpj.com/c/d455e701-7827-9865-3d5f-4e8e0b7b04ce



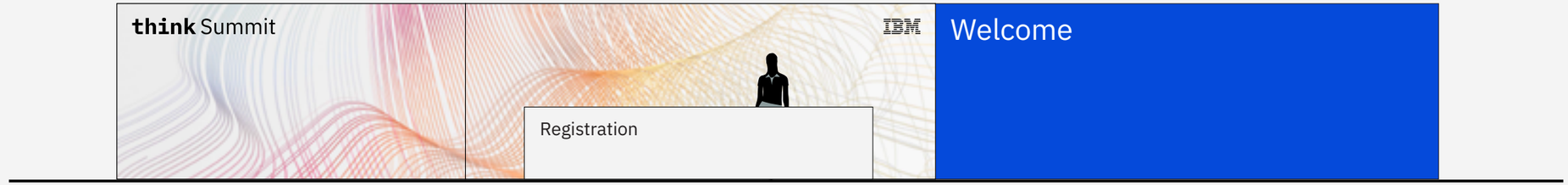
Registration Large

Link to assets on E3: https://ibme3.gpj.com/c/d455e701-7827-9865-3d5f-4e8e0b7b04ce

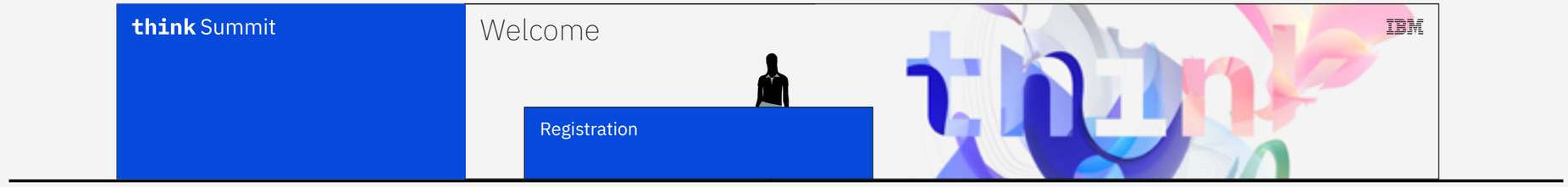
Option 1



Option 2

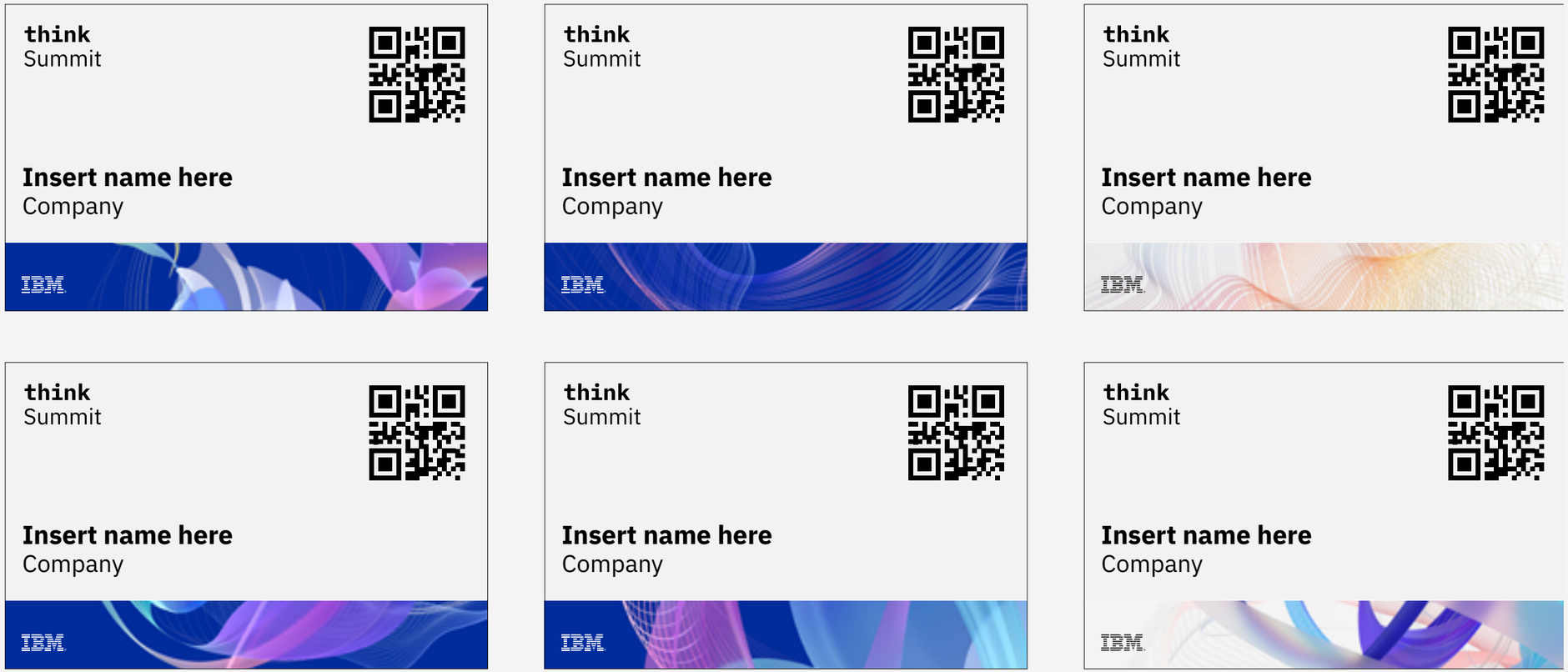


Option 3



Name Badges

Link to assets on E3: https://ibme3.gpj.com/c/d455e701-7827-9865-3d5f-4e8e0b7b04ce

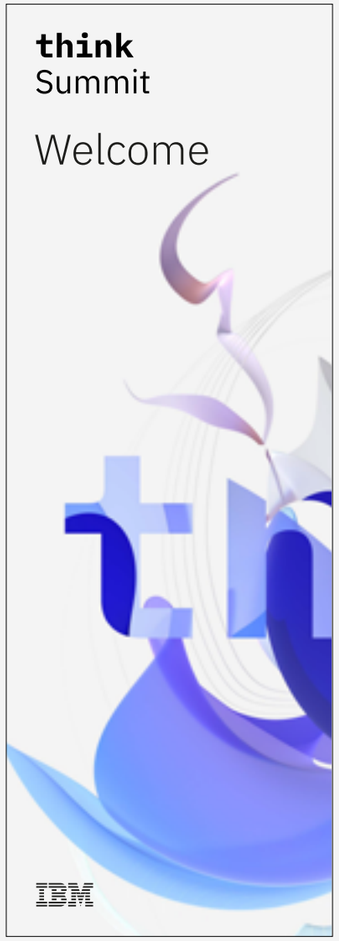


Entrance Banner

Link to assets on E3: https://ibme3.gpj.com/c/d455e701-7827-9865-3d5f-4e8e0b7b04ce

Banner

Link to assets on E3: https://ibme3.gpj.com/c/d455e701-7827-9865-3d5f-4e8e0b7b04ce

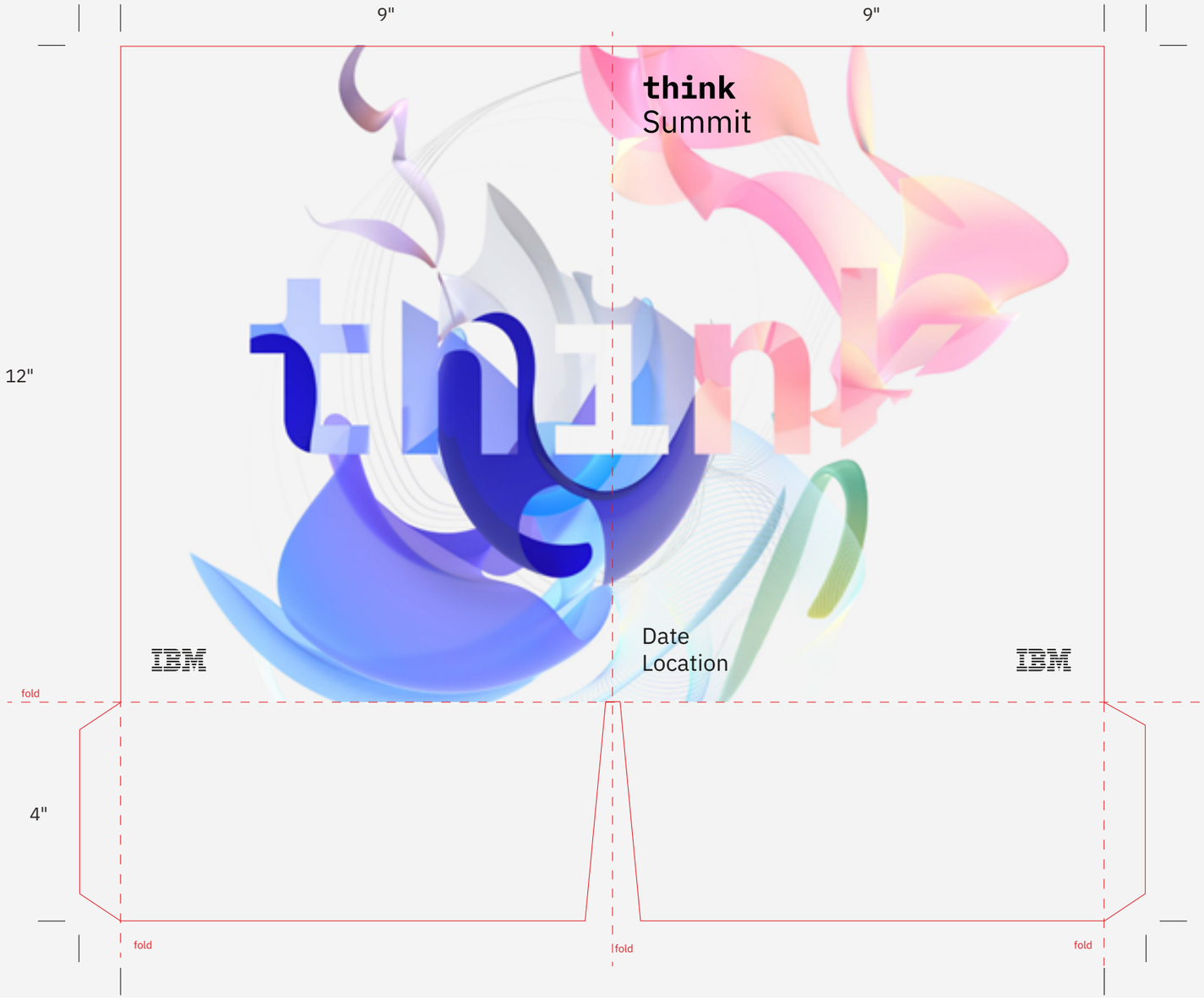


Vertical

Horizontal

Event Folder

Link to assets on E3: https://ibme3.gpj.com/c/d455e701-7827-9865-3d5f-4e8e0b7b04ce



Digital Device Cover

Link to assets on E3: https://ibme3.gpj.com/c/d455e701-7827-9865-3d5f-4e8e0b7b04ce

General Session/Staging

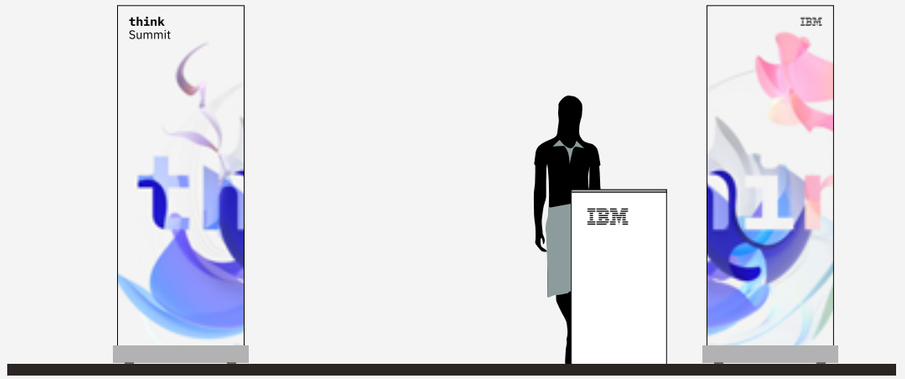
Small Stage Set
Medium Stage Set
Large Stage Set
Digital Agenda Templates
Print Agenda Template
PowerPoint Template
Blank Document Template

General Session/Staging
Small Stage Set

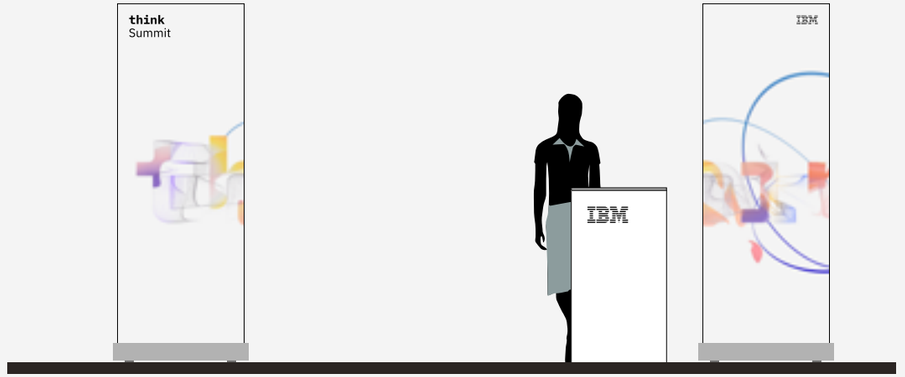
When space and/or budget is limited, the small stage set — two quick screens and a podium — is a good solution to create a backdrop for the speaker.

Link to assets on E3: https://ibme3.gpj.com/c/f15a3d30-cbb2-b52e-0cbd-de6ee6f2af50

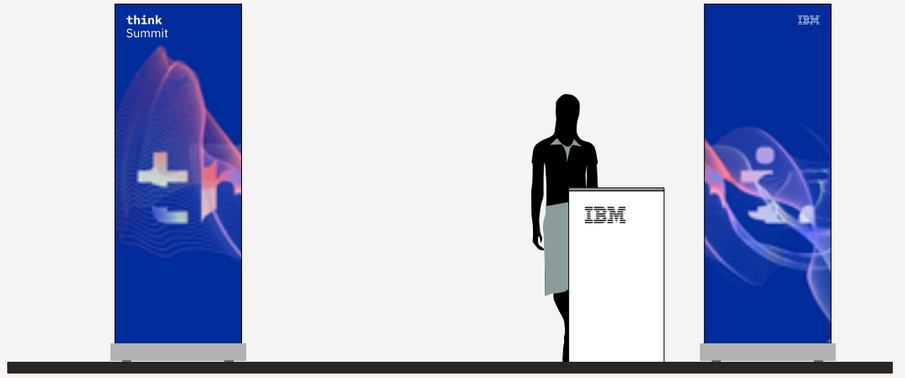
Option 1



Option 2



Option 3

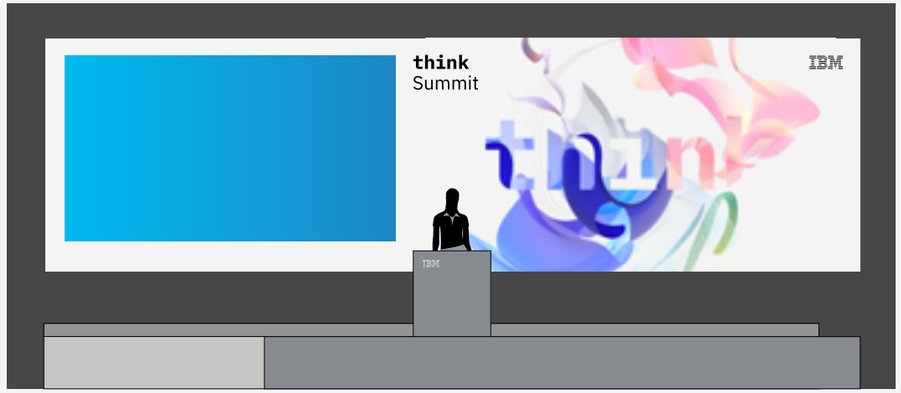


General Session/Staging
Medium Stage Set

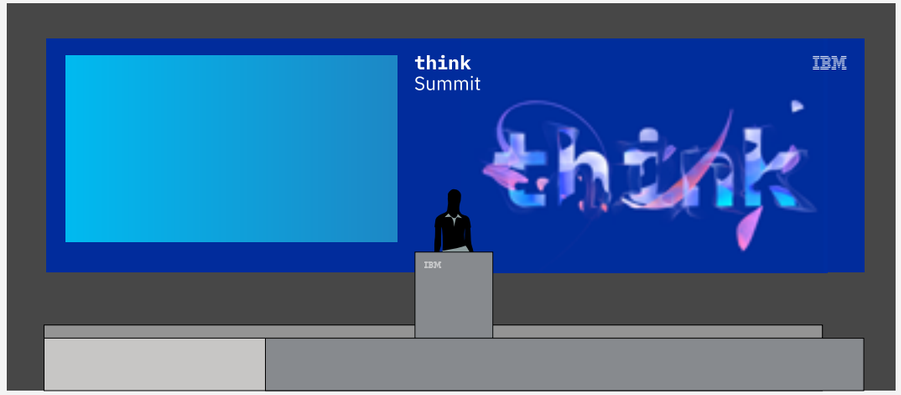
The medium stage set is ideal for environments with an audience capacity of under 200.

Link to assets on E3: https://ibme3.gpj.com/c/f15a3d30-cbb2-b52e-0cbd-de6ee6f2af50

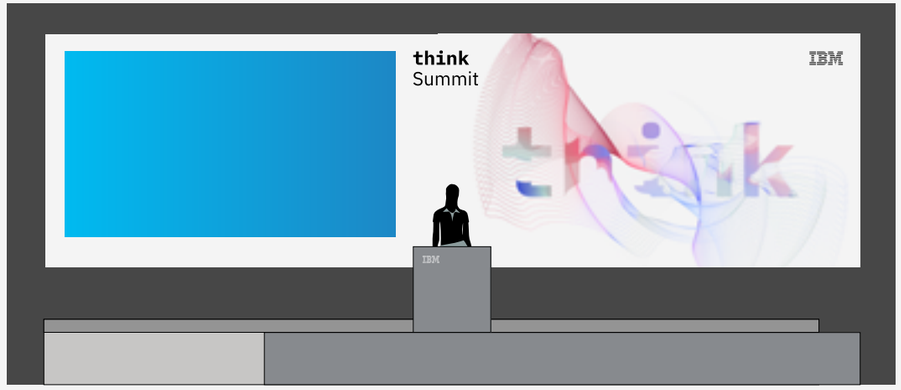
Option 1



Option 2



Option 3



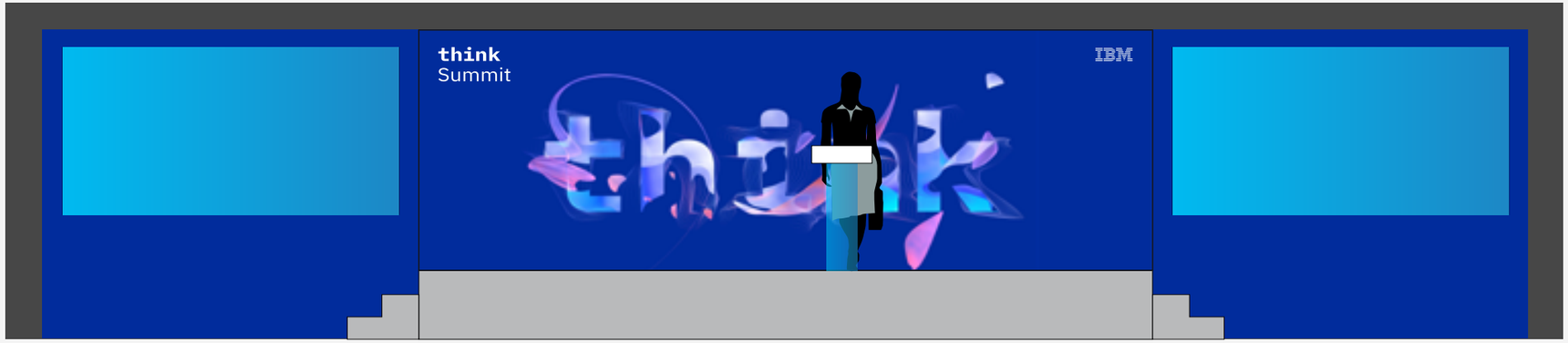
General Session/Staging
Large Stage Set

The large stage set is ideal for large group environments and can accommodate panel discussions and a variety of session styles.

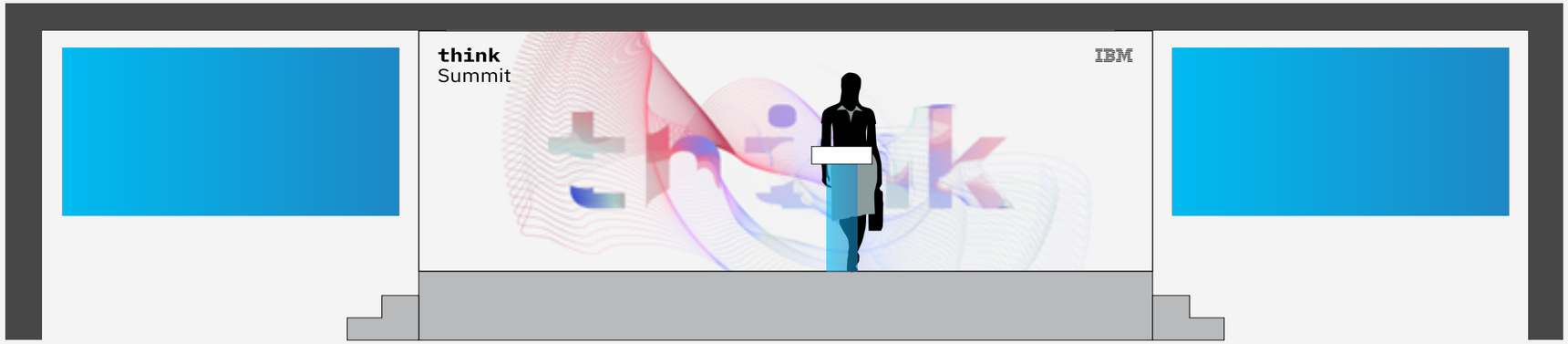
Link to assets on E3: https://ibme3.gpj.com/c/f15a3d30-cbb2-b52e-0cbd-de6ee6f2af50

Option 1

Option 2



Option 3



Use the following screens and templates for digital agenda displays.

Link to assets on E3: https://ibme3.gpj.com/c/f15a3d30-cbb2-b52e-0cbd-de6ee6f2af50

Use the following template for printed agendas.

Link to assets on E3: https://ibme3.gpj.com/c/f15a3d30-cbb2-b52e-0cbd-de6ee6f2af50

think Summit

Agenda

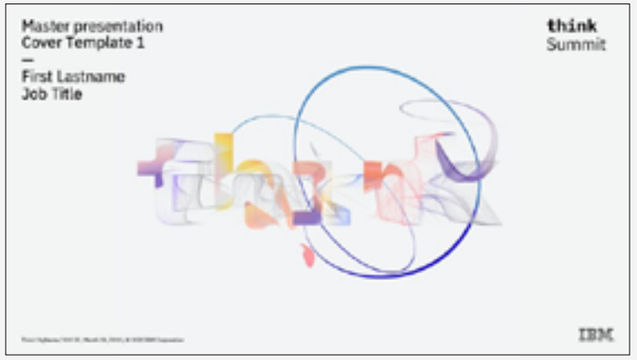
Time	Session Name/Speaker	Session Description	Location
«00:00 – 00:30am	Lorem ipsum dolor	Sit amet, consectetuer adipiscing elit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra,	Phasellus hendrerit.»
«00:00 – 00:30am	Lorem ipsum dolor	Sit amet, consectetuer adipiscing elit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra,	Phasellus hendrerit.»
«00:00 – 00:30am	Lorem ipsum dolor	Sit amet, consectetuer adipiscing elit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra,	Phasellus hendrerit.»
«00:00 – 00:30am	Lorem ipsum dolor	Sit amet, consectetuer adipiscing elit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra,	Phasellus hendrerit.»
«00:00 – 00:30am	Lorem ipsum dolor	Sit amet, consectetuer adipiscing elit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra,	Phasellus hendrerit.»
«00:00 – 00:30am	Lorem ipsum dolor	Sit amet, consectetuer adipiscing elit. Pellentesque aliquet nibh nec urna. In nisi neque, aliquet vel, dapibus id, mattis vel, nisi. Sed pretium, ligula sollicitudin laoreet viverra,	Phasellus hendrerit.»

IBM

General Session/Staging
PowerPoint Template

Use one of five branded PowerPoint templates for presentations and slide shows.

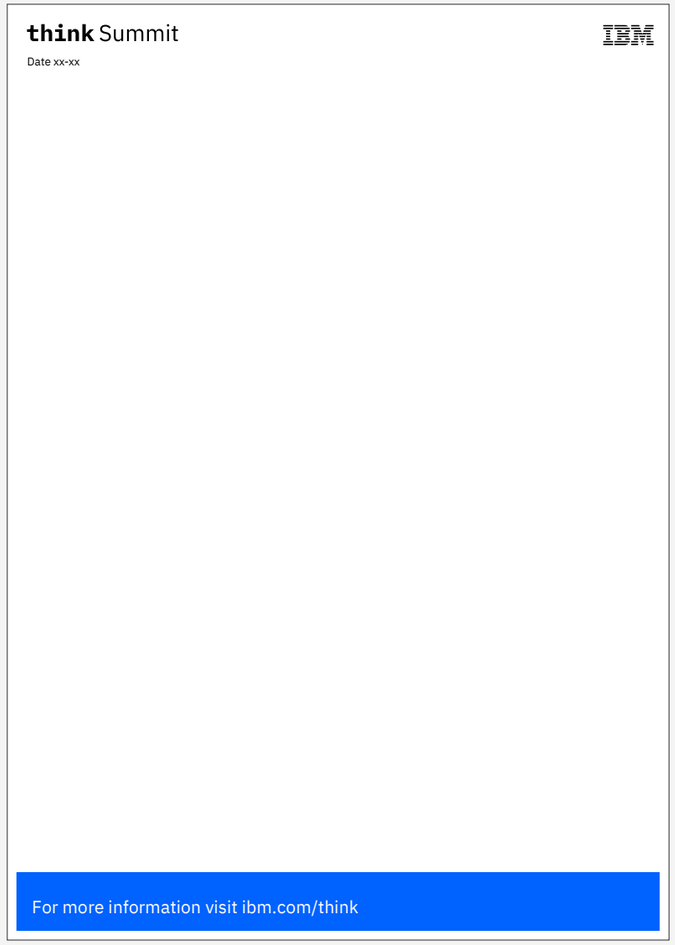
Link to assets on E3: https://ibme3.gpj.com/c/f15a3d30-cbb2-b52e-0cbd-de6ee6f2af50



General Session/Staging
Blank Document Template

Use this branded document template for additional printed materials.

Link to assets on E3: https://ibme3.gpj.com/c/f15a3d30-cbb2-b52e-0cbd-de6ee6f2af50



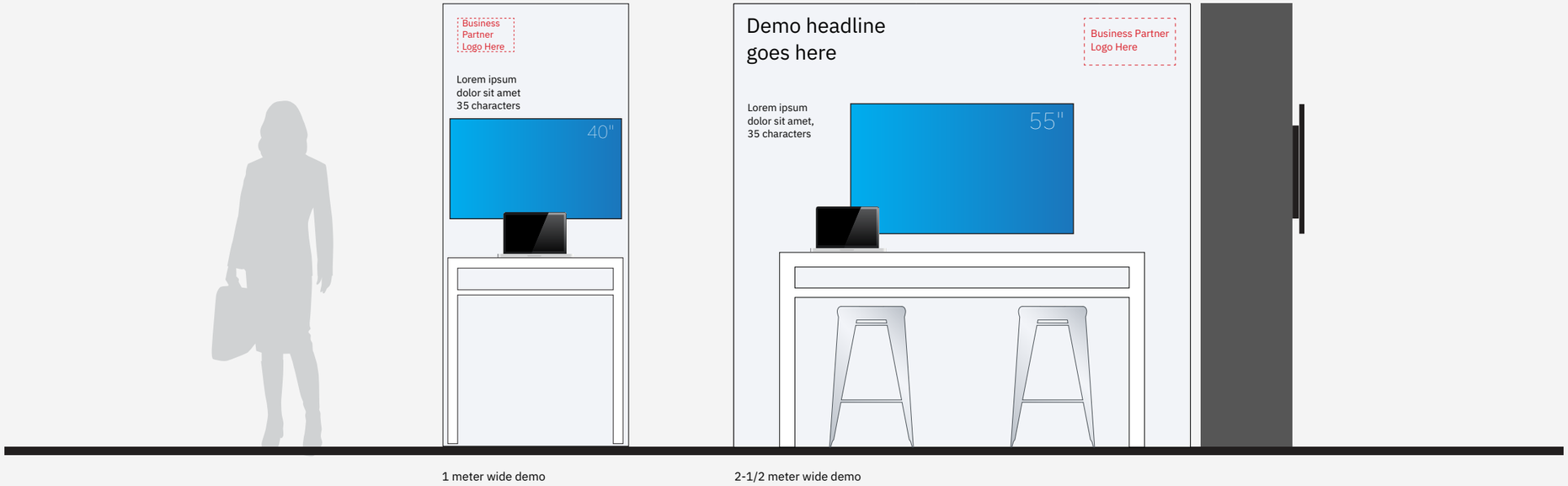
8.5x11

Think Topics

Business Partners
Unlock Cloud and AI
Building a Smarter Business
Security
Infrastructure

Business Partners

The Campus/Topic Areas can be enhanced by integrating relevant business partners.
The Business Partner stations have been designed to provide individual brand awareness while complementing the other elements within the campus/zone. Use the formats illustrated on this page for all business partner demos.



1 meter wide demo

2-1/2 meter wide demo

Unlock Cloud and AI

Environmental Elements
Topic Area Branding
Lead Capture Form
Table Tent Card

Creative Assets — Campus/Topic Area
Unlock Cloud and AI

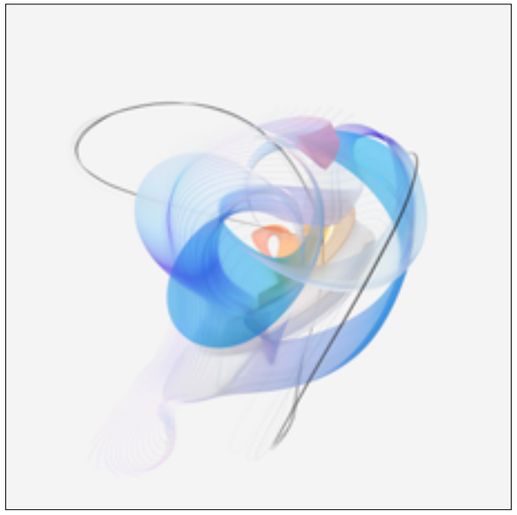
Environmental Elements

Follow these guidelines when selecting environmental elements to ensure consistency in brand expression.

Primary Image

Colors

Materials



Supporting Image

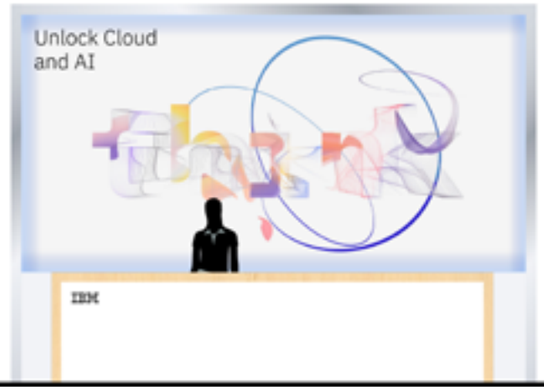
Furniture

Creative Assets — Campus/Topic Area
Unlock Cloud and AI—Option 1

Topic Area Branding

Use this guide to maximize effect of brand expression within topic areas.

Location Identification/Banner



Welcome desk

AI demo

Cloud demo

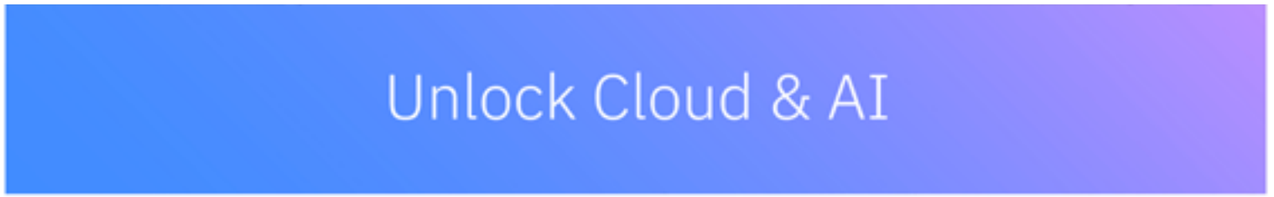
Main message wall + Demo

Experience Hub/BU Branded

Ask me anything

Topic Area Branding

Use this guide to maximize effect of brand expression within topic areas.

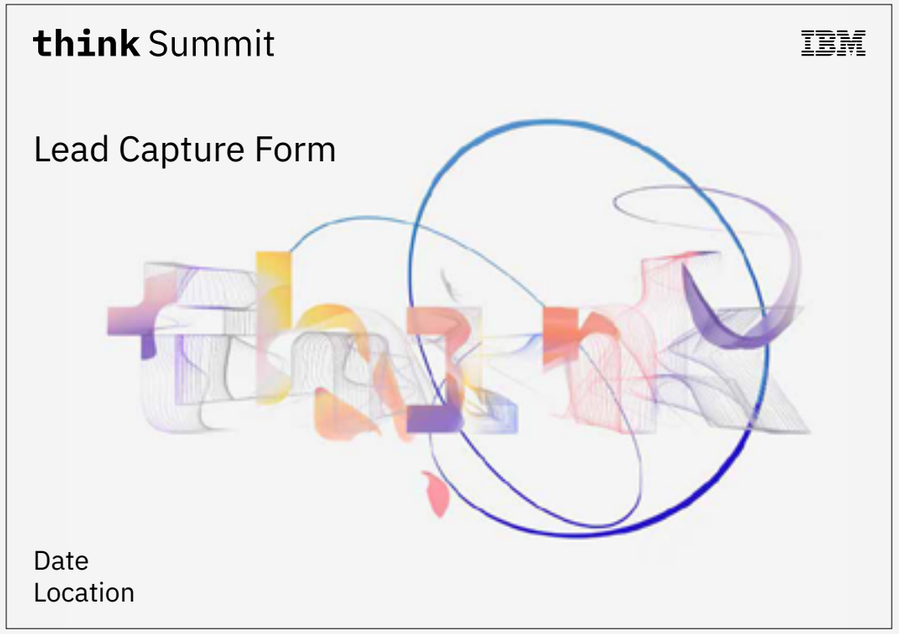


Location Identification/Banner

Welcome desk | BU Branded demo/activation wall | Quickscreen | Demo wall | BU Branded graphic wall | Expert bar/BU Branded

Lead Capture Form

Link to assets on E3: https://ibme3.gpj.com/c/ba820f67-c1d1-d1f0-4659-e92b0b8b918f



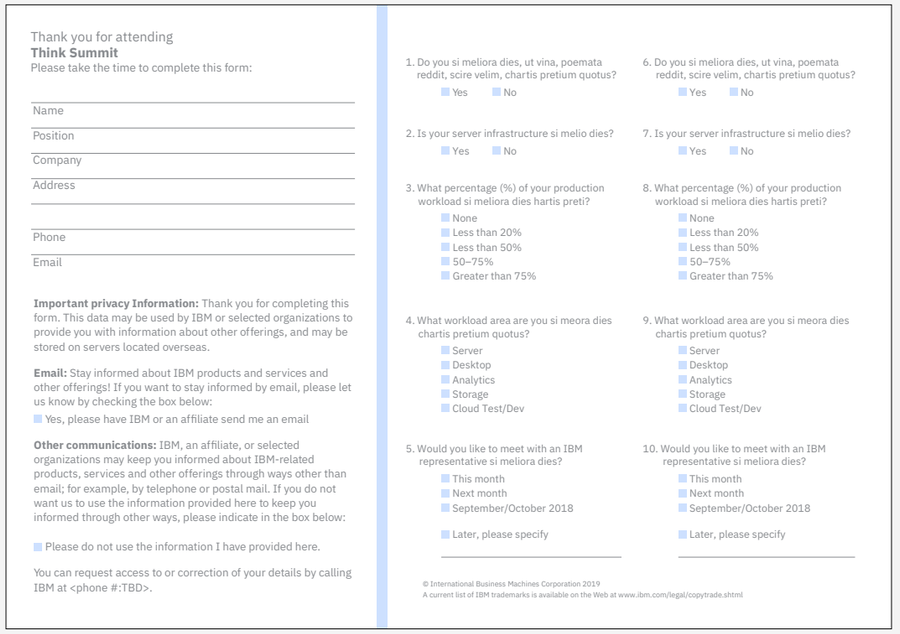
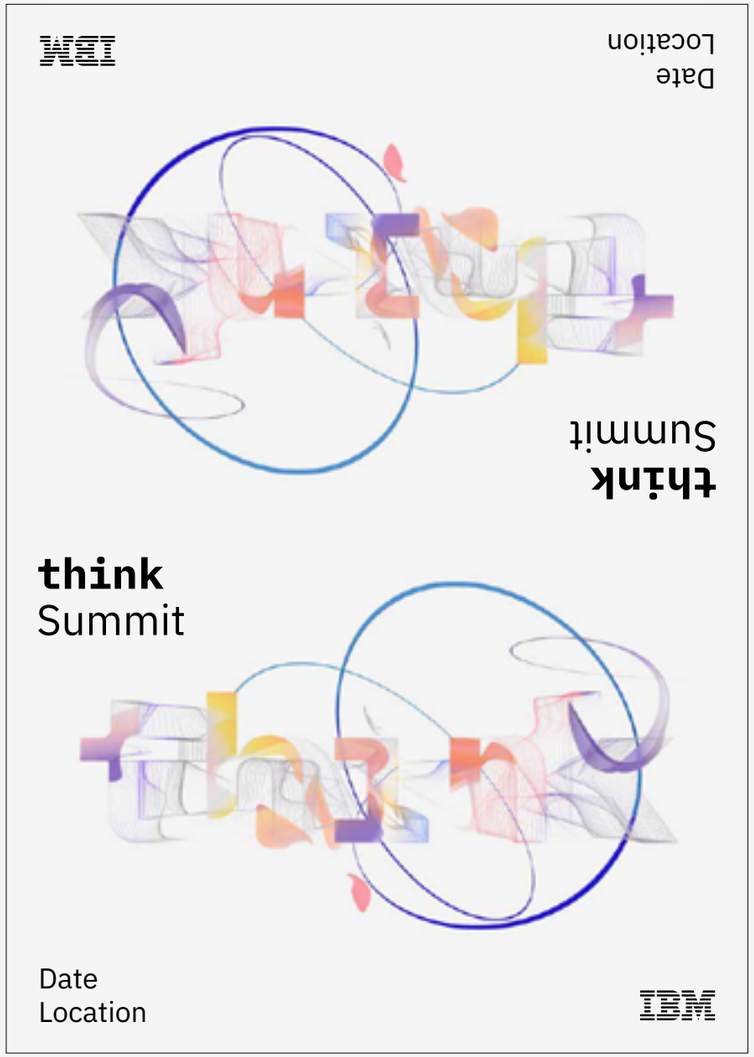


Table Tent Card

Link to assets on E3: https://ibme3.gpj.com/c/ba820f67-c1d1-d1f0-4659-e92b0b8b918f



Building a Smarter Business

Environmental Elements
Topic Area Branding
Lead Capture Form
Table Tent Card

Creative Assets — Campus/Topic Area
Building a Smarter Business

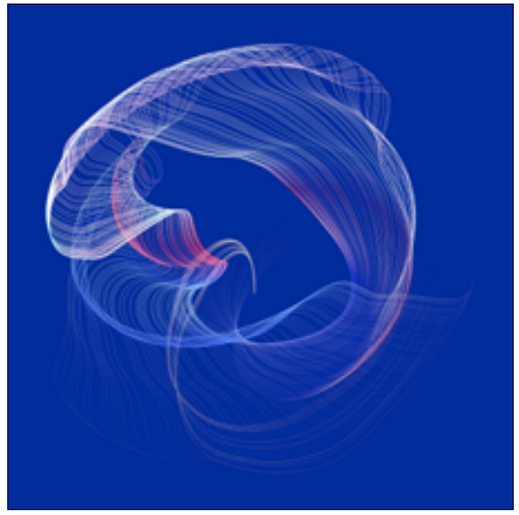
Environmental Elements

Follow these guidelines when selecting environmental elements to ensure consistency in brand expression.

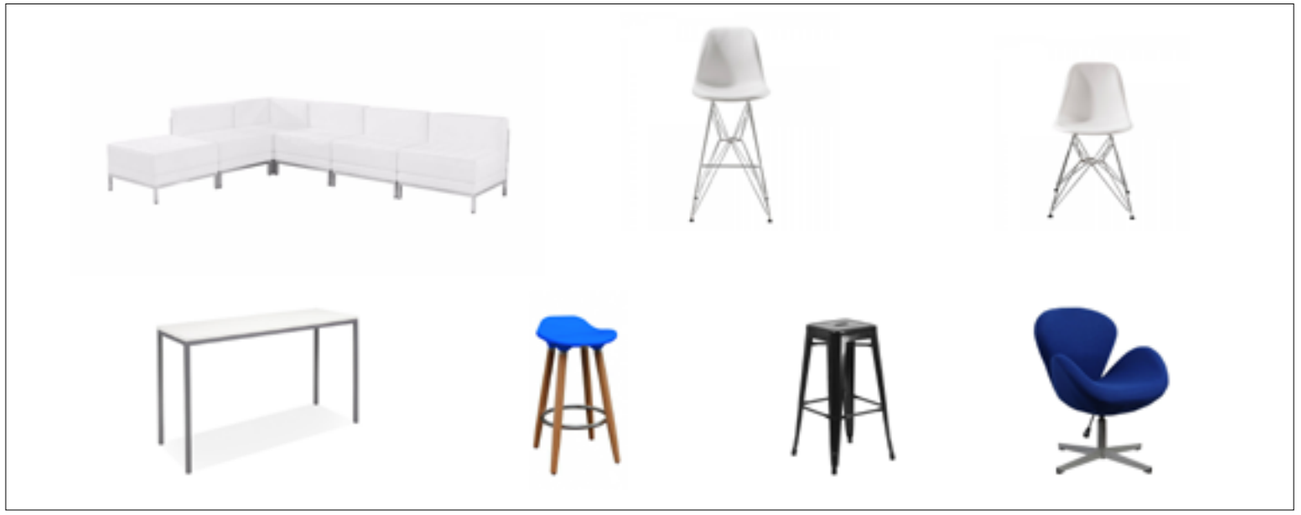
Primary Image

Colors

Materials



Supporting Image



Furniture

Topic Area Branding

Use this guide to maximize effect of brand expression within topic areas.

Location Identification/Banner

Welcome desk

BU Branded demo/activation wall

Quickscreen

Demo wall

BU Branded graphic wall

Expert bar/BU Branded

Topic Area Branding

Use this guide to maximize effect of brand expression within topic areas.

Location Identification/Banner

Welcome desk

BU Branded demo/activation wall

Quickscreen

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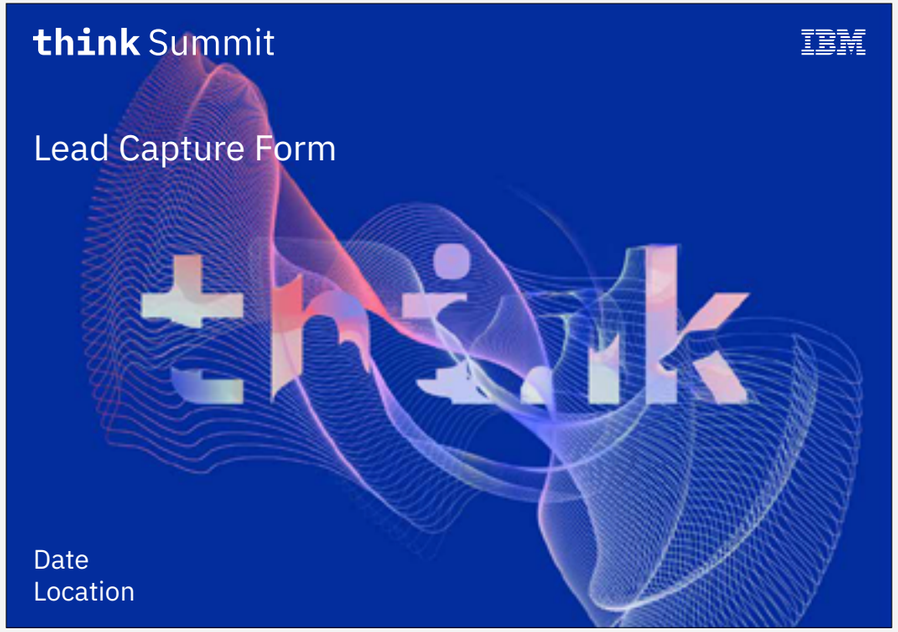
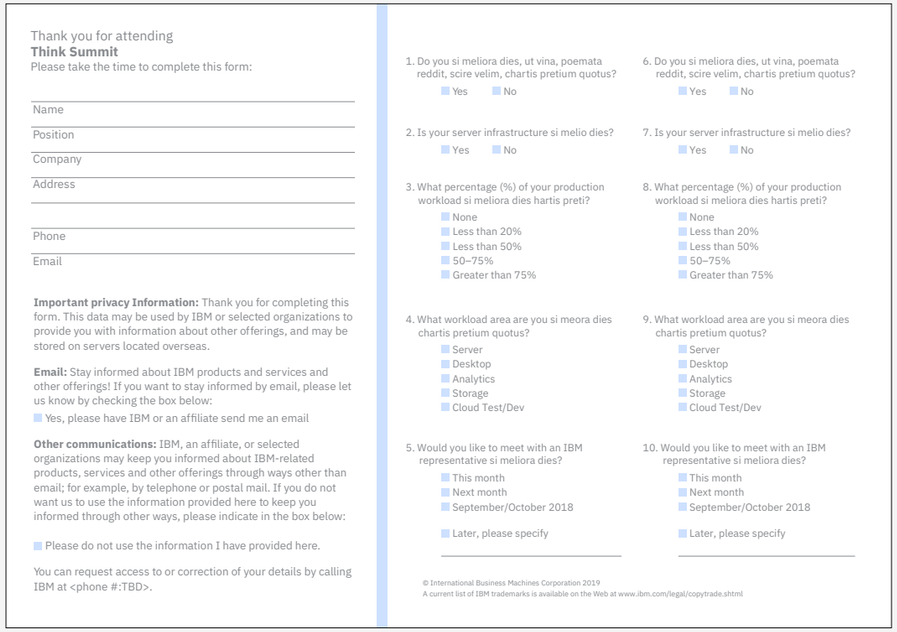
BU Branded graphic wall

Expert bar/BU Branded

Lead Capture Form

Link to assets on E3: https://ibme3.gpj.com/c/8644b5f1-91cc-a48e-c0e7-721cc6fe752d





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Creative Assets — Campus/Topic Area
Building a Smarter Business

Table Tent Card

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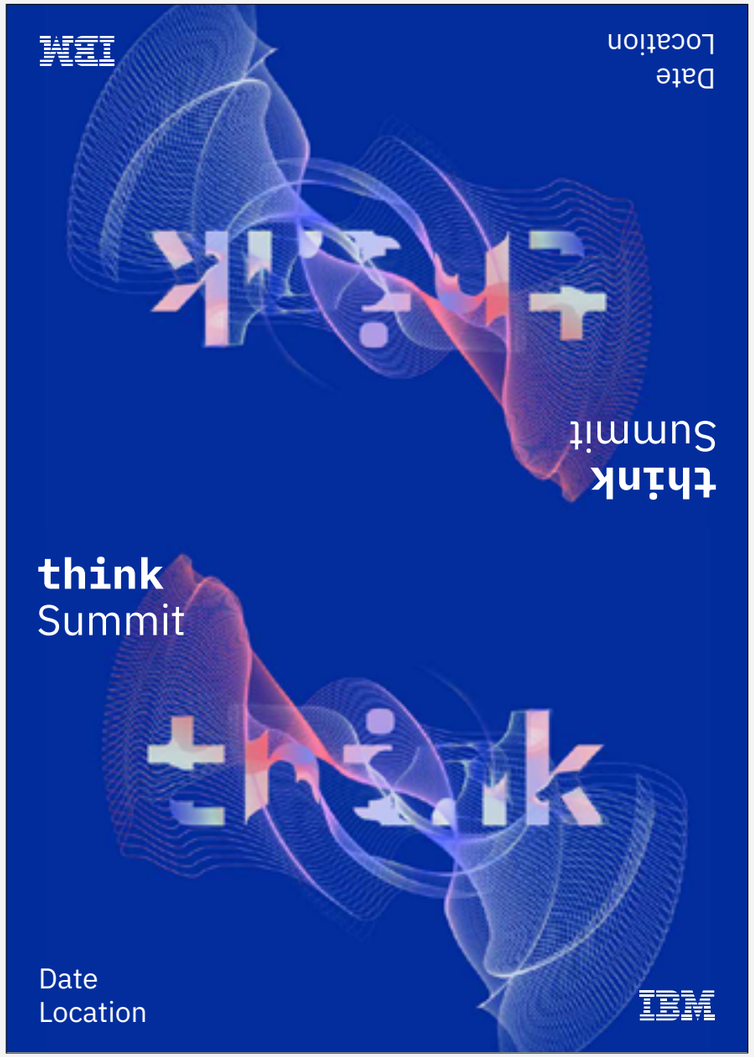


Security

Environmental Elements
Topic Area Branding
Lead Capture Form
Table Tent Card

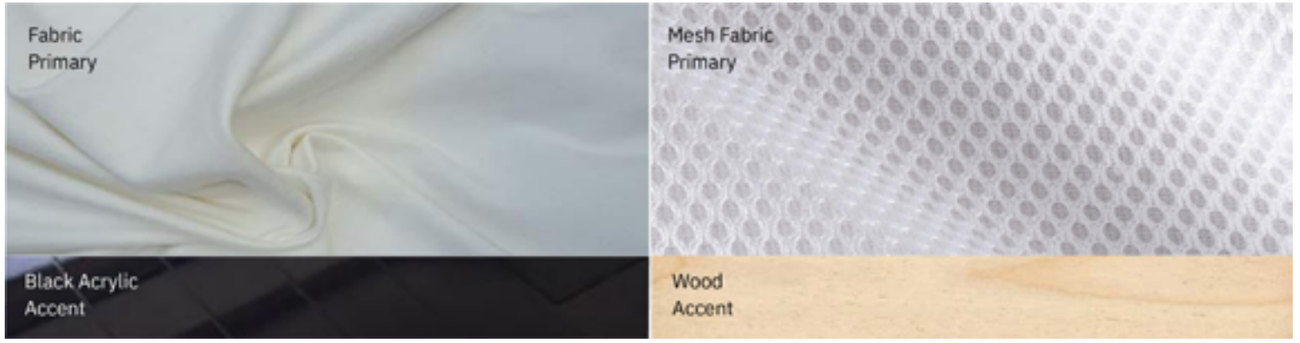
Creative Assets — Campus/Topic Area
Security

Environmental Elements

Follow these guidelines when selecting environmental elements to ensure consistency in brand expression.

Primary Image

Colors



Materials

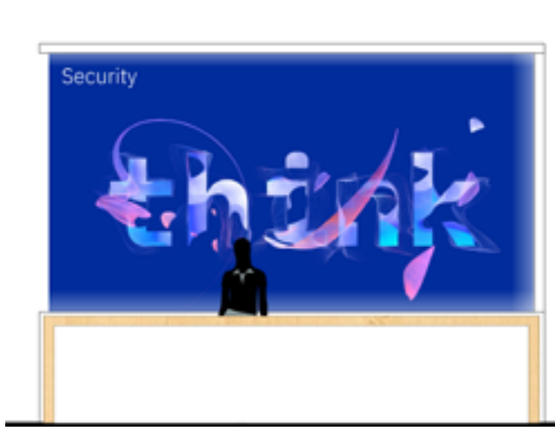
Supporting Image

Furniture

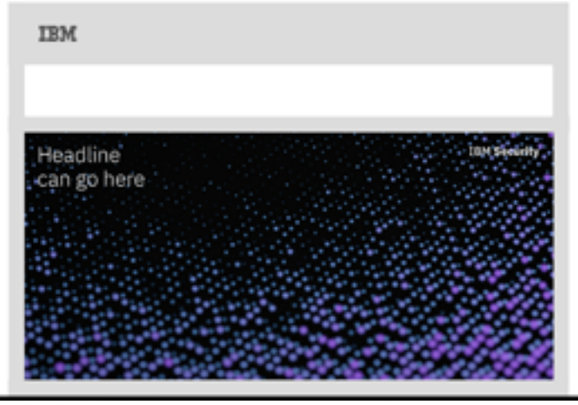
Topic Area Branding

Use this guide to maximize effect of brand expression within topic areas.

Location Identification/Banner

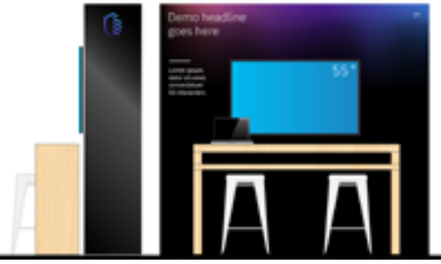


Welcome desk



BU Branded message wall

Easel



Demo side/front

Expert bar/activation

Topic Area Branding

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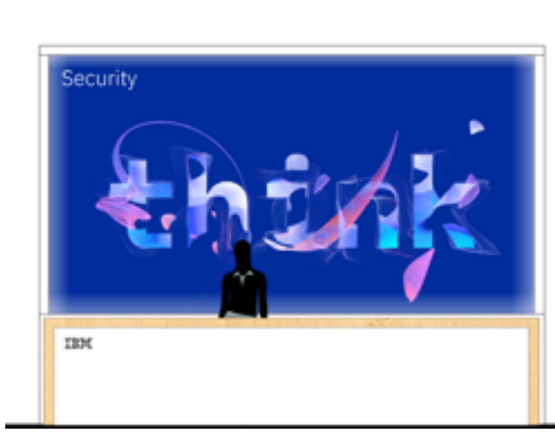
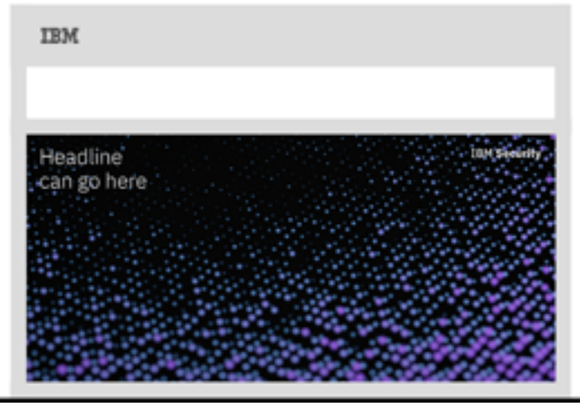
Location Identification/Banner

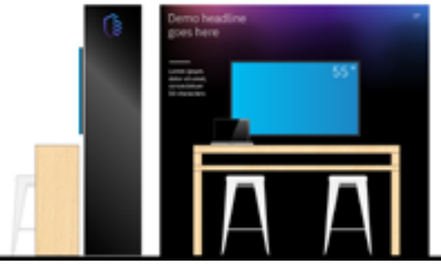


Welcome desk



BU Branded message wall

Easel



Demo side/front

Expert bar/activation

Lead Capture Form

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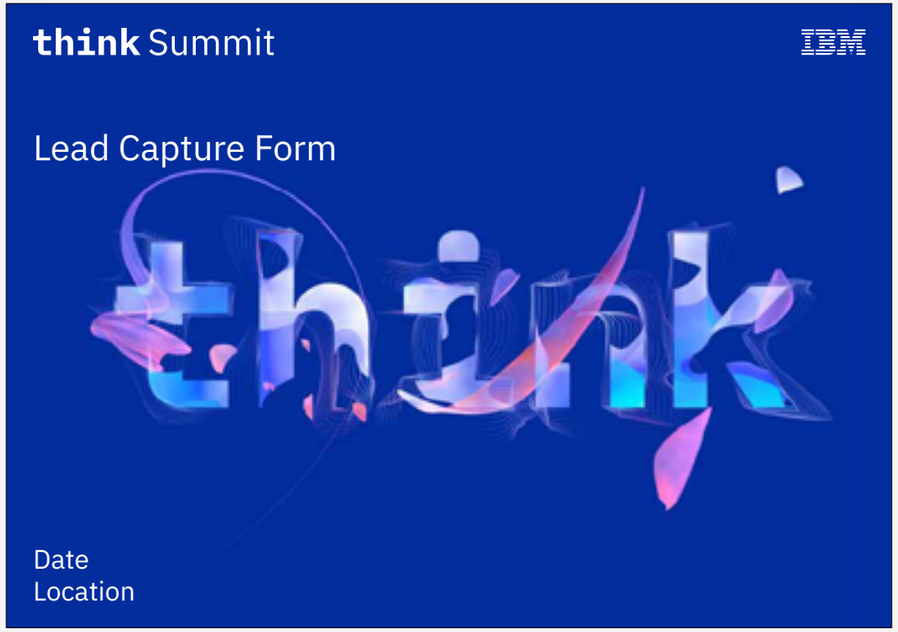

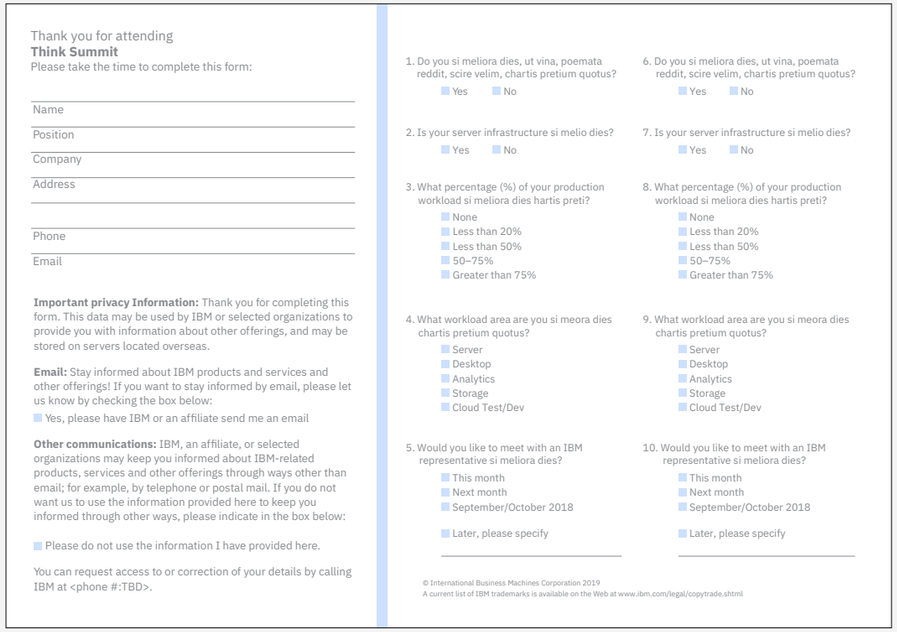

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   ☐ Next month
   ☐ September/October 2018
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Creative Assets — Campus/Topic Area
Security

Table Tent Card

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Infrastructure

Environmental Elements
Topic Area Branding
Lead Capture Form
Table Tent Card

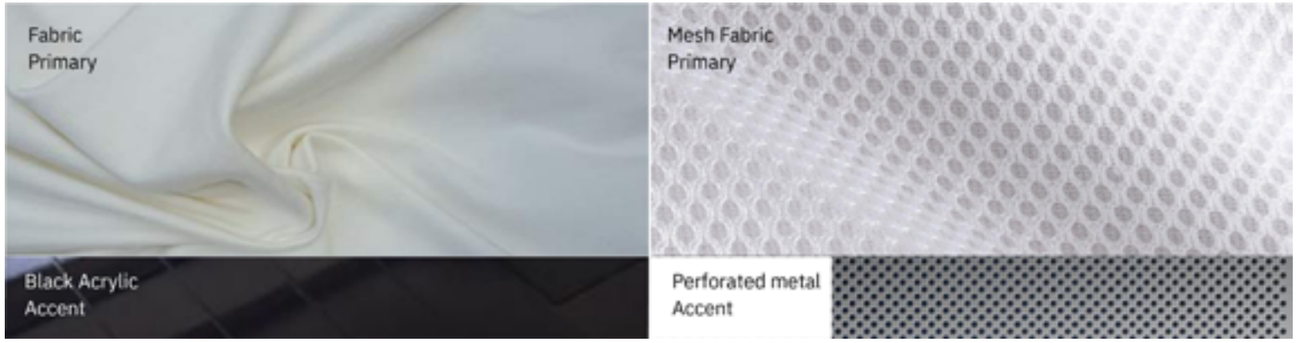
Creative Assets — Campus/Topic Area
Infrastructure

Environmental Elements

Follow these guidelines when selecting environmental elements to ensure consistency in brand expression.

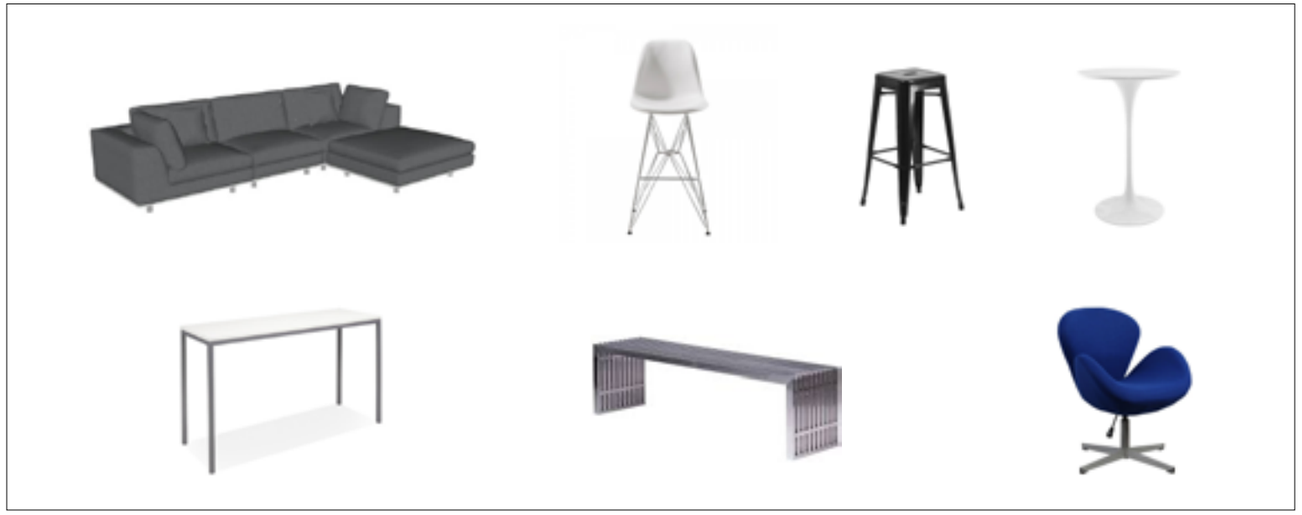
Primary Image

Colors



Materials

Supporting Image



Furniture

Creative Assets — Campus/Topic Area
Infrastructure—Option 1

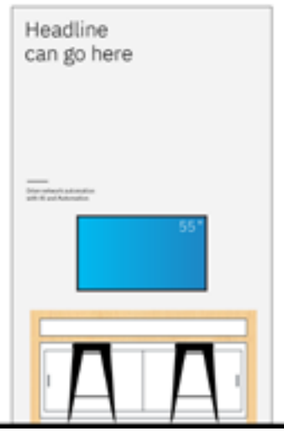
Topic Area Branding

Use this guide to maximize effect of brand expression within topic areas.

Location Identification/Banner

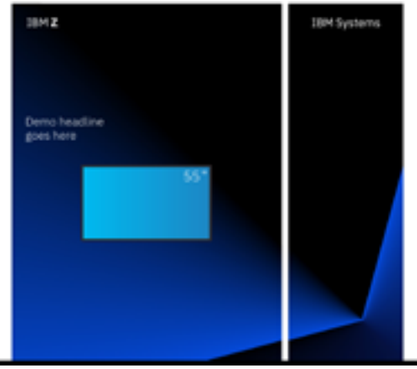
Welcome desk

BU Branded message wall



Demo/Activation

Demo

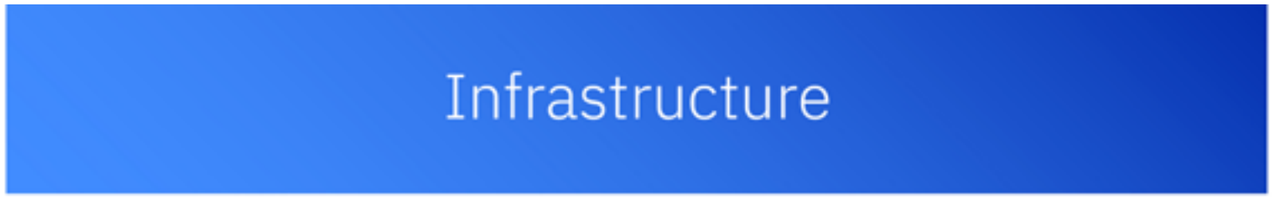


Activation/BU Branded

Creative Assets — Campus/Topic Area
Infrastructure—Option 2

Topic Area Branding

Use this guide to maximize effect of brand expression within topic areas.

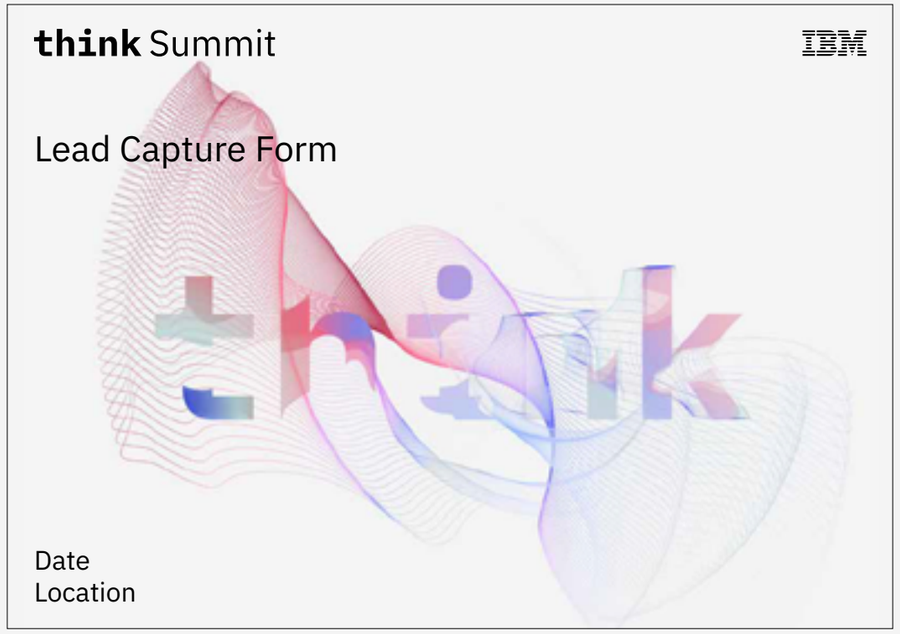


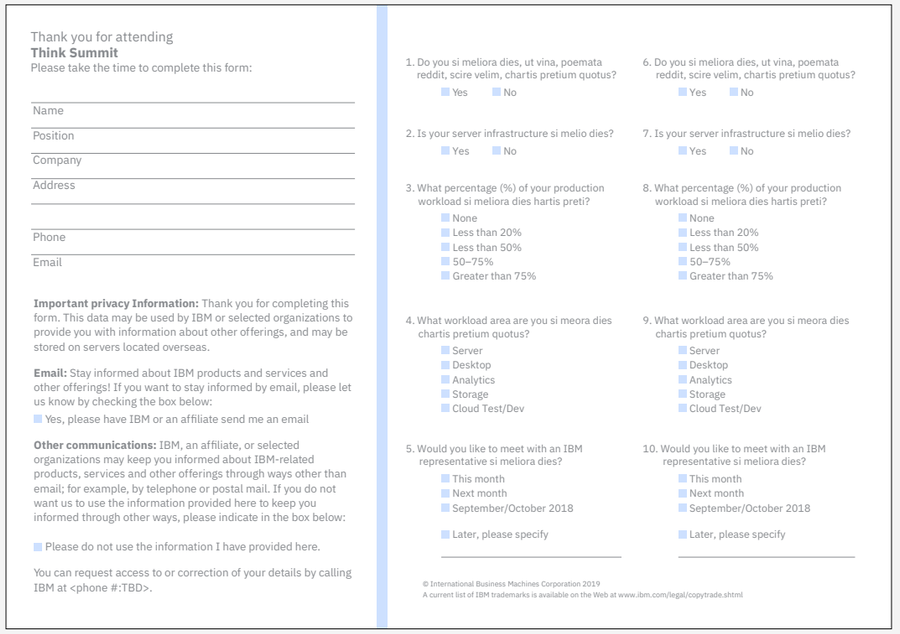
Location Identification/Banner

Welcome desk | BU Branded message wall | Demo/Activation | Demo | Activation/BU Branded

Lead Capture Form

Link to assets on E3: https://ibme3.gpj.com/c/2647fc14-43ef-9f9f-29ae-e2647d3dfb77





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Environmental Enhancements

Intro
Brand Heirarchy
Think 2020 Brand Moments
3D 8-Bar Logo
3D Think Letters
IBM Rebus
Be Equal Campaign
Diversity 8-Bar

Intro

Environmental Enhancements are tactics and installations that help amplify the event experience. They help:

— Create unique branding moments
— Draw attendees into a space
— Introduce IBM campaigns and initiatives
— Spark conversations
— Drive social media engagement

Based on your event venue, size, content and overall flow, consider which of the following tactics best enhance the experience for your attendees.

Brand Heirarchy

When incorporating Environmental Enhancements, ensure that your event experience adheres to the following brand hierarchy.

The IBM 8-bar is the primary brand identifier–for both print and digital assets as well as in physical form. The first touchpoints and entry points into your event should feature the 8-bar prominently. Do not use the Rebus, Be Equal or Diversity logo in place of the IBM 8-bar.

01.
Brand

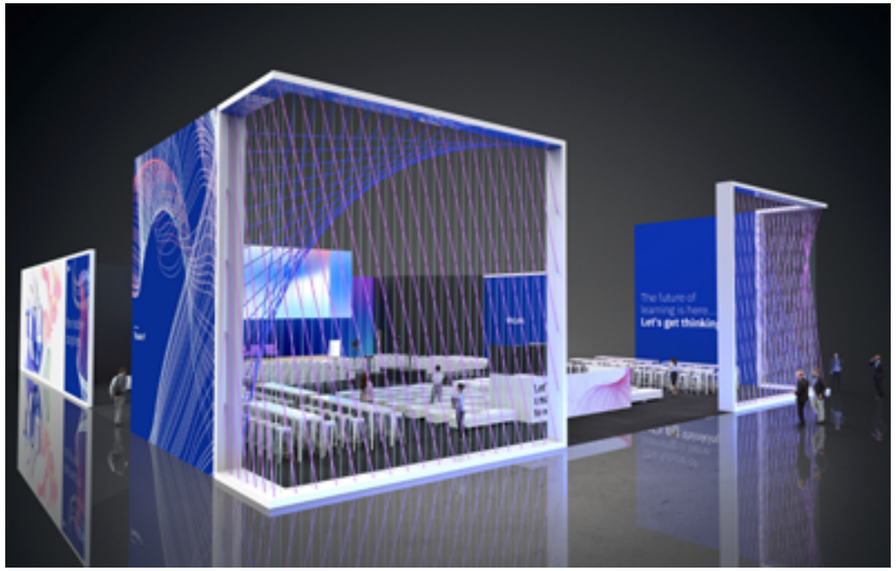
02.
Event Identity

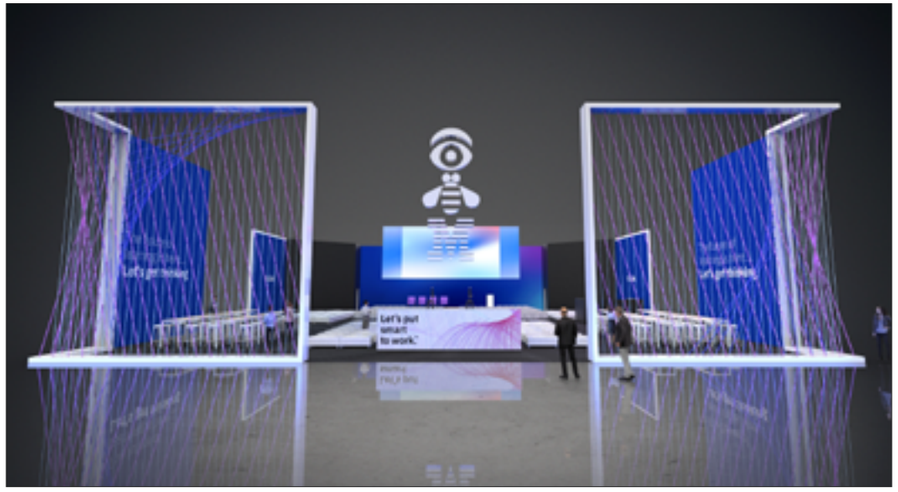
03.
Campaigns and Initiatives

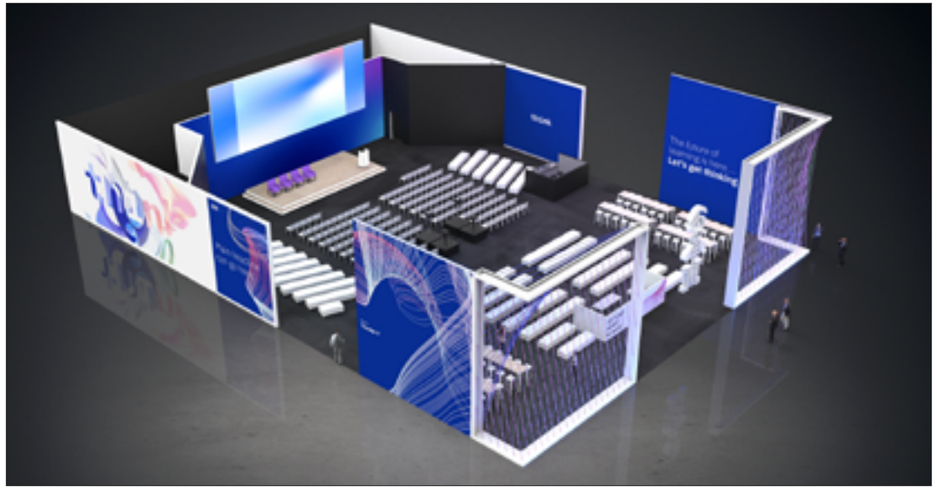
Be Equal

Think 2020 Brand Moments
Main Theater

Take inspiration from the Campaign Graphics to extend the experience beyond just printed graphics. These examples demonstrate how the structural elements from the graphics can be expressed in a unique and compelling way.



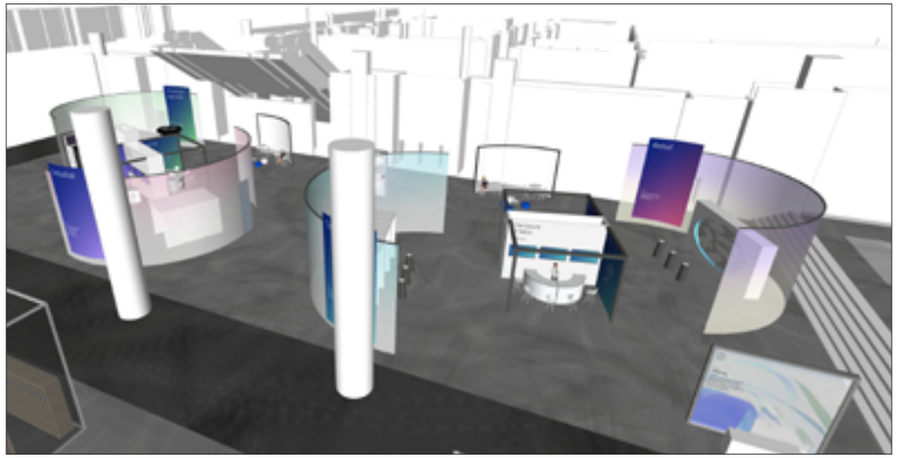


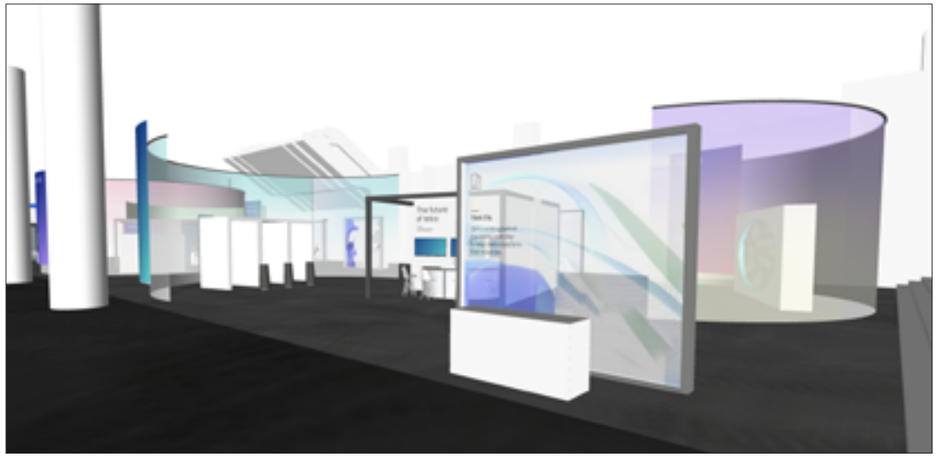


Option with Rebus

Additional inspirational elements include the use of mesh and translucent materials as well as organic forms.

Wayfinding banners





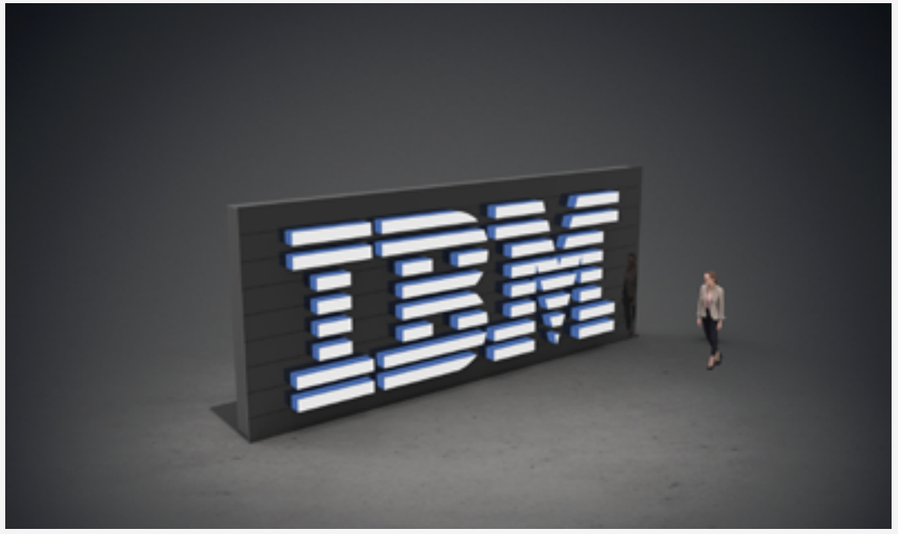
Think City

Created by legendary designer Paul Rand, the basic design of the IBM 8-bar logo has remained unchanged since 1972. The IBM logo is one of our most valuable corporate assets and is among the most recognized corporate identities in the world, uniquely distinguishing us from our competitors and other companies. As the most essential component of the IBM Look, the 8-bar logo helps lend authority and engender trust wherever it appears.

Application / How to Apply

Let's be loud and proud of the IBM brand: Consider displaying the 3D logo installation in a prominent location (e.g., at the entrance of your event venue and/or the entrance to the Main Stage theater) to help authenticate the event as an IBM-proprietary experience while creating a branded photo op for attendees.

Freestanding 3D IBM 8-bar



Wall supported 3D IBM 8-bar

As the event identity for the Think conference and Think Summits, the 3D Think letters have become an iconic part of the event experience.

Application / How to Apply

Display the 3D letters in a prominent location to welcome attendees to the event and celebrate 100+ years of IBM. Consider placing the physical installation as a main stage scenic element, at the entrance of your event venue and/or the entrance to the Main Stage theater, allowing attendees to commemorate their experience with a photo.

3D Think Letters 3D build assets
ibme3.gpj.com/c/304a63ed-3f55-a36a-ac8a-46a88a619621

Designed by Paul Rand for his Eye-Bee-M poster (1981), the rebus is an iconic part of IBM's visual history. As one of the most recognizable designs of all corporate graphics, the rebus is a tangible symbol of IBM's expertise, values, people and offerings. Since its creation over 30 years ago, the rebus has been used across a variety of mediums, scales and production environments.

Application / How to Apply

Incorporate the IBM Rebus at your event as an opportunity to inspire attendees to embrace their imagination, creativity and determination.

- Apply the rebus on your event merchandise.
- Create a physical installation in a prominent location. For example:
  - Display a rebus installation at the entrance of your event to create a dramatic welcome experience and photo opportunity.
  - Place a rebus installation at iconic destinations around the city of your event, introducing IBM to locals and tourists alike while generating buzz before the event.

Note: The Rebus should NOT be used as the primary brand identifier—for both print and digital assets as well as in physical form. Do NOT use it in place of the 8-Bar as a marketing sign off.

IBM Rebus usage and guidelines
www.ibm.com/design/language/elements/logos/rebus/#ibm-totem-rebus

IBM Rebus graphic assets
ibme3.gpj.com/c/1a207c70-d6e5-76a8-a7d7-1c188ad0dde3

Be Equal is an invitation–a call to action–to engage IBMers, customers and society at large in promoting the advancement of gender equality in business leadership. Elevating qualified women in the workplace is not only important, but essential. There is ample evidence that gender diversity is one of the key drivers of creativity and innovation, which ultimately leads to better economic return.

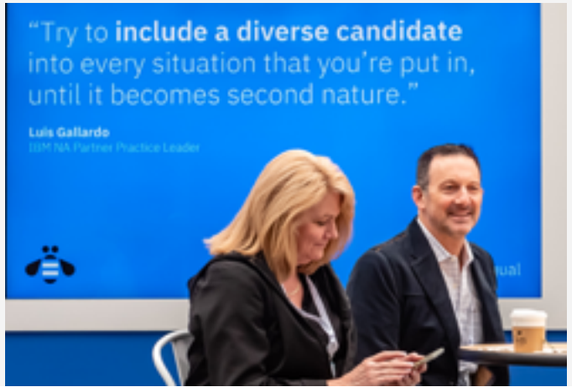
This initiative is about hiring, developing, mentoring and promoting women at every level of the organization. And this can only be achieved through a concerted effort by all of us–men and women alike.

Application / How to Apply

Use your event experience as an opportunity to invite attendees to join the #BeEqual movement that started at Think 2019.

Note: The Be Equal icon is a unique initiative and should not be used to replace the bee icon that is part of the Rebus.

Be Equal Event Guide, Artwork and Merchandising Catalog
https://ibme3.gpj.com/c/dbb53282-a8c5-61fd-8e8a-6ce0a65d35ce



At IBM, we have for over 100 years celebrated diversity and championed equal rights for every individual. For the 50-year anniversary of the gay rights movement, we paid tribute to Baker's original vision, adapting our corporate logo to demonstrate our solidarity, support and continued commitment to the rights of the LGBT community

Application / How to Apply

Bring to life IBM's commitment to diversity by using this logo to make a statement and spark conversation.

— Create a photo op with a physical installation of the Diversity logo.

— Use the Diversity logo as an identifier on physical badges and social avatars.

— Apply the Diversity logo on your event merchandise.

Note: The Diversity logo should NOT be used as the primary brand identifier–for both print and digital assets as well as in physical form. Do NOT use it in place of the 8-Bar as a marketing sign off.

Diversity 8-Bar graphic assets
ibme3.gpj.com/c/c977a069-25d6-ed98-a727-212f010dc2f0

Digital Events

Why Digital
IBM CHQ Support
Digital Platforms
Sponsors
Content & Activations

Why Digital

As the world changes to address the impacts of COVID-19, so are Think Summits. We are aware of current events and the enormity of the challenges we are facing, but we remain hopeful, positive and optimistic.

The health of IBM's clients, employees and partners is our primary concern. In light of global precautions for the COVID-19 Coronavirus, and building upon recommendations from the World Health Organization, IBM is taking a new approach to its signature Think Summit events: Digital.

Think Summits are locally focused digital events where innovative thinkers gather to participate in discussions on solutions for recovery and transformation while engaging with the experts leading the way. These events deliver guidance and strategy for anyone who wants to enhance their IT resiliency, stabilize their operations and protect business continuity.

We've all been given a mandate for change—to challenge our beliefs on what matters most to the viability, competitiveness and health of our organizations and workforces. The good news is there are actions we can take now to be smarter, more resilient and agile using technology—to not just survive today—but to thrive for years to come.

Geo's around the globe can host a Think Summit digital event to help our clients navigate the uncertainty and emerge smarter.

Together with the resources found in the W3 Think Summit resource center, this section can help you successfully and consistently create digital event programs that:

— Are on-message and on-brand.
— Address audience needs and align with their priorities.
— Establish ongoing collaborative relationships between IBM and its clients, business partners and other key audiences.

Roles & Responsibilities

In support of the new digital Think Summit program, IBM CHQ has provided in this document a variety of assets and best practice guidance to help ensure brand consistency and ease of execution for markets across the globe.

This includes Creative Support and Guidance on how to build out your Think Summit digital environment.

Overall engagement with the platforms and event development are still the overall responsibility of each Summit team.

	WW	Geo
Platform selection and contracting		**X**
Standard platform design and creative assets development	**X**	
Event planning, development, and overall production/execution		**X**
W3 resource center, Think Summits ERK and Think Digital Summit event guidance *(in process)*	**X**	

https://w3.ibm.com/w3publisher/think-summit-regional-events

Digital Platforms

Approved Vendors Overview

As of June 2020, IBM procurement has approved two vendors for all IBM digital events—PGi and ON24. All IBM digital events must utilize one of these two platforms. For teams already contracted with PGi for full digital event experiences through the end of 2020, you will also be working with their partner 6connex.

As additional vendors are approved for IBM digital event use, guidelines and assets will be provided to fit those vendor needs. When applicable, work with your GPJ or other Agency Partners to engage with these suppliers directly.

Points of contact for IBM direct outreach can be found on W3 resource pages below.

ON24 Resources on W3: https://w3.ibm.com/w3publisher/event-marketing-discipline-guidance/switching-to-digital/on24-resources

PGi Resources on W3: https://w3.ibm.com/w3publisher/event-marketing-discipline-guidance/switching-to-digital/pgi-resources

As of the September 1st announcement, PGi/6Connex is only approved as a vendor through the end of 2020. Specific timing and details around PO submissions to verify your digital events with this platform can be found on W3.

IBM Brand and CHQ have developed a suggested User Flow to guide the Summit teams in developing their Digital Platform, Attendee Journey and Content.

While some elements are “fixed,” certain factors are also flexible to meet the needs of the market, such as quantity of Sessions Channels. And Experience IBM can be organized/ approached in 2 main ways.

Follow this guidance to ensure your Summit is telling a one-IBM story.

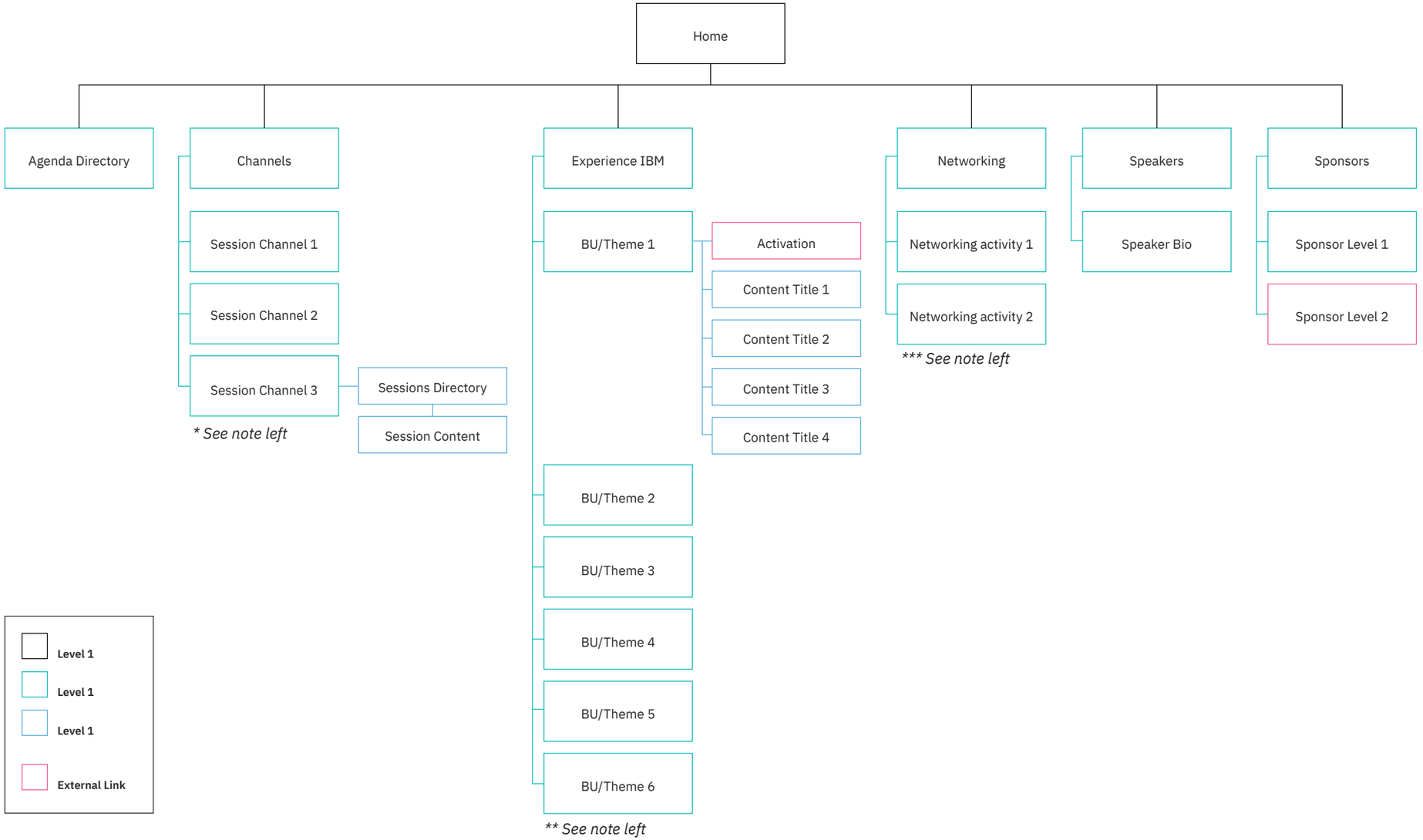
The user flow is based on the site map, and is designed to guide consistent event experiences across Summits. The following pages provide greater detail in which sections are fixed and which are flexible.

Certain sections have flexibility in how content is organized as well as how many pages can be used:

* Channels: content in this section can be customized, with up to 6 channels depending on market need

** Experience IBM: content can be organized by BU or Theme

*** Networking: Networking can incorporate multiple engagements, work with your platform to understand the options



IBM Brand and CHQ worked closely with the approved platform vendors to develop a comprehensive kit of assets and templates that fit the needs of each Think Summit event, while utilizing the technical and design capabilities of each platform.

These Creative templates are solutions for each of the page types as seen in the User Flow diagram. These are intended to be leveraged by each of the Summit teams in conjunction with their local creative resources and selected platform to develop your regionally-focused event. Guidance is included on optional customizations and elements that are not.

Platform Templates

ON24

Each platform has different technical specifications and opportunities for customization.

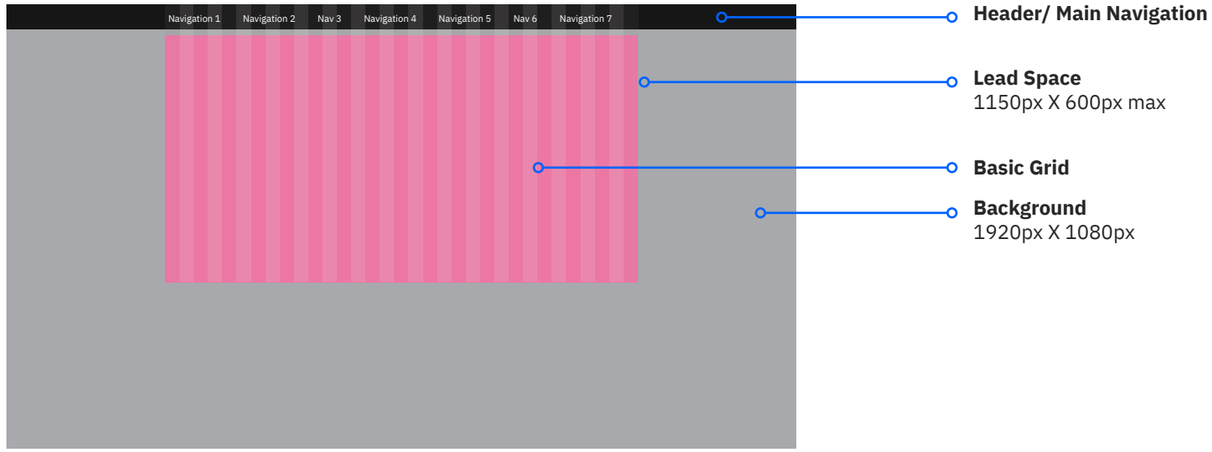
All creative templates have been created to accommodate a flexible grid that fits within these specifications, while allowing for modular approaches to layouts.

For both platforms, the maximum size of the lead space, header, and navigations are fixed.

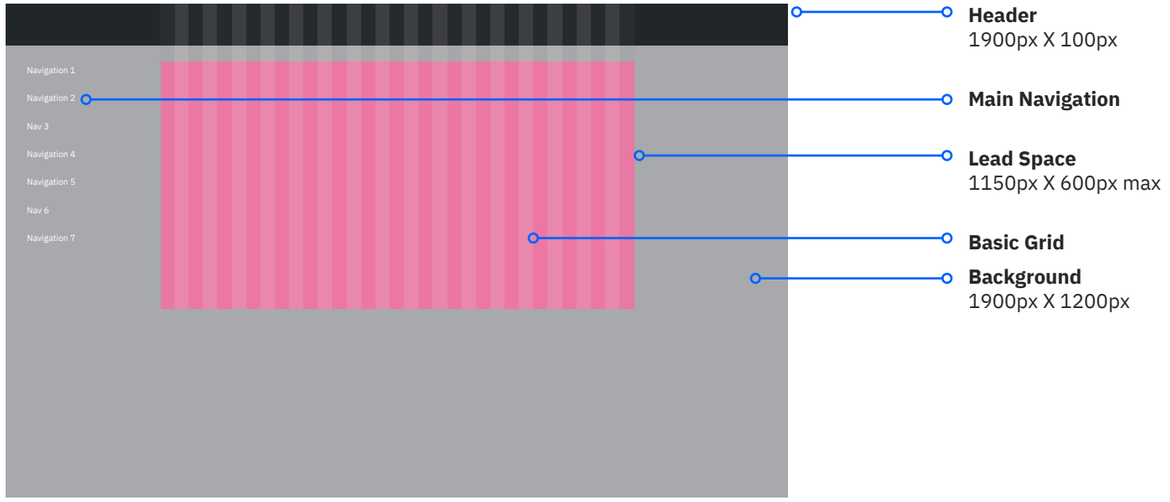
Depending on the platform and solution you are using, you may have the option to use icons for navigation items. If you choose to use icon navigation, select the appropriate icons from the Carbon Design System.

Please note that depending on your specific package and solutions selected from each vendor, there may be small nuances in certain elements. The designs you see in this document are based off a standard execution based off provided specifications as verified by each vendor.

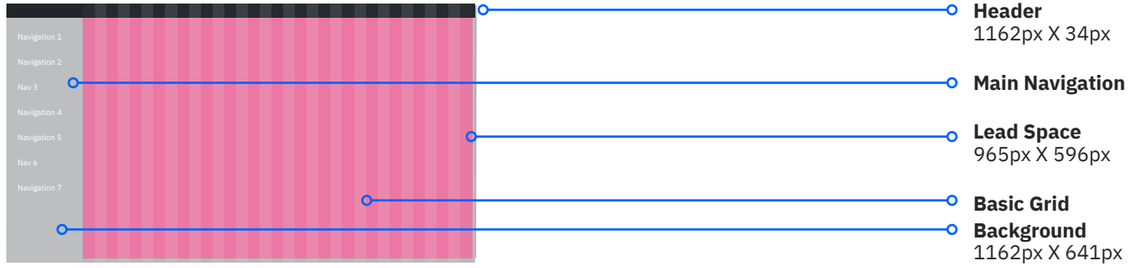
ON 24 Virtual Event
Expanded View with
Top Navigation



ON24 Elite
Side Navigation



ON24 Virtual Event
Standard View
with Side Navigation



PGi

Each platform has different technical specifications and opportunities for customization.

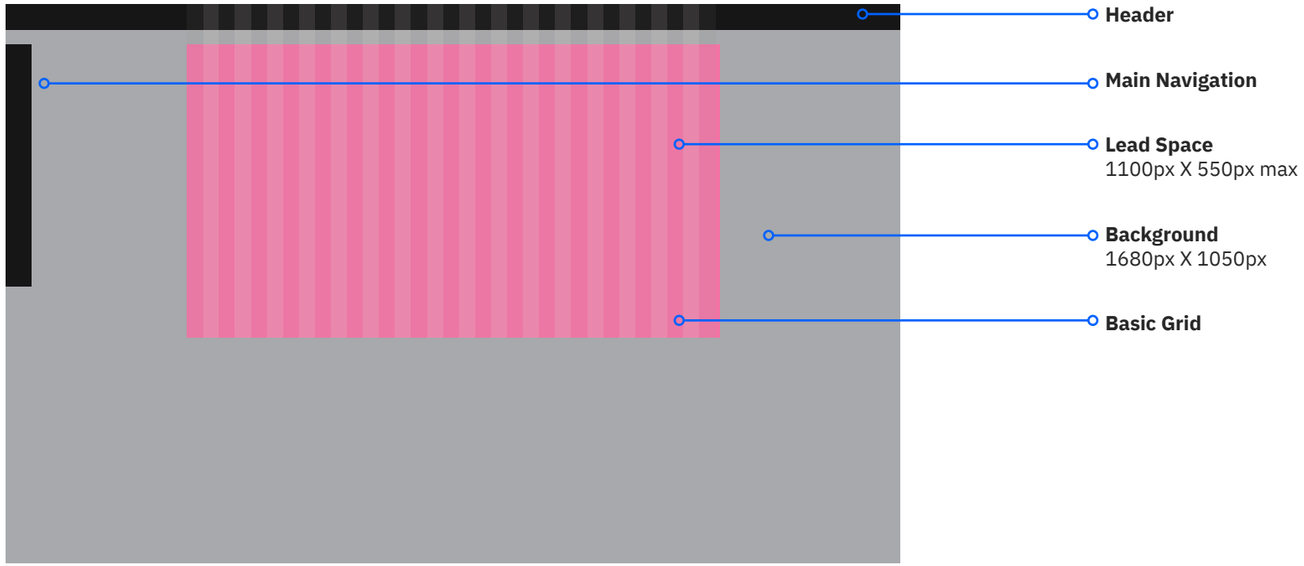
All creative templates have been created to accommodate a flexible grid that fits within these specifications, while allowing for modular approaches to layouts.

For both platforms, the maximum size of the lead space, header, and navigations are fixed.

Depending on the platform and solution you are using, you may have the option to use icons for navigation items. If you choose to use icon navigation, select the appropriate icons from the Carbon Design System.

Please note that depending on your specific package and solutions selected from each vendor, there may be small nuances in certain elements. The designs you see in this document are based off a standard execution based off provided specifications as verified by each vendor.

PGi
Side Navigation



Though PGi and ON24 allow for custom background images in terms of overall design functionality, for Think Summit events teams are required to utilize the provided background imagery.

PGi Template

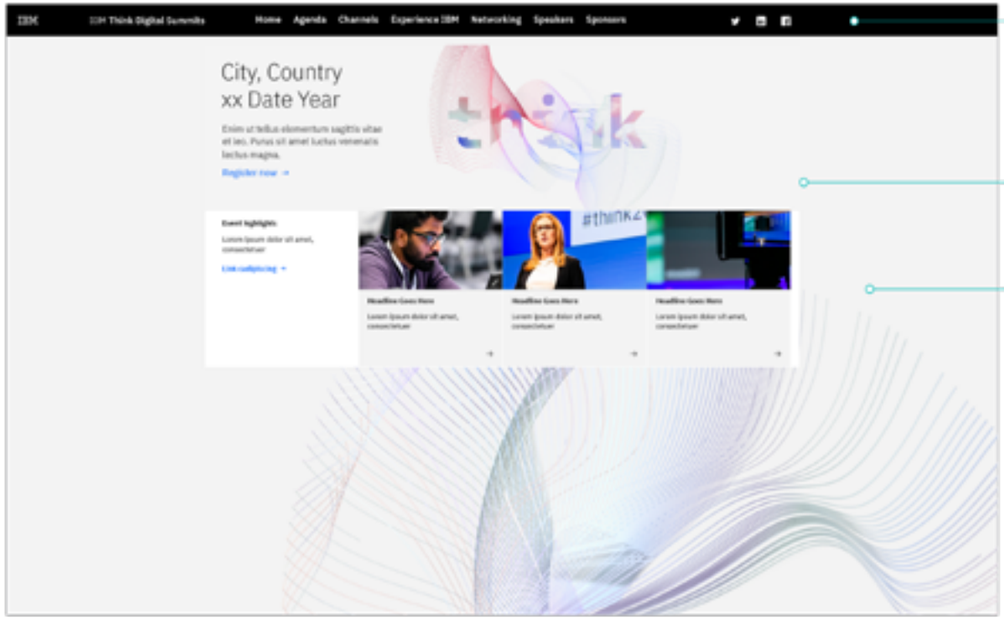
Header
Fixed

Main Navigation
Fixed

Live Area
1100px X 550px max
Customizable

Background
1680px X 1050px
Fixed Graphic

ON24 Template



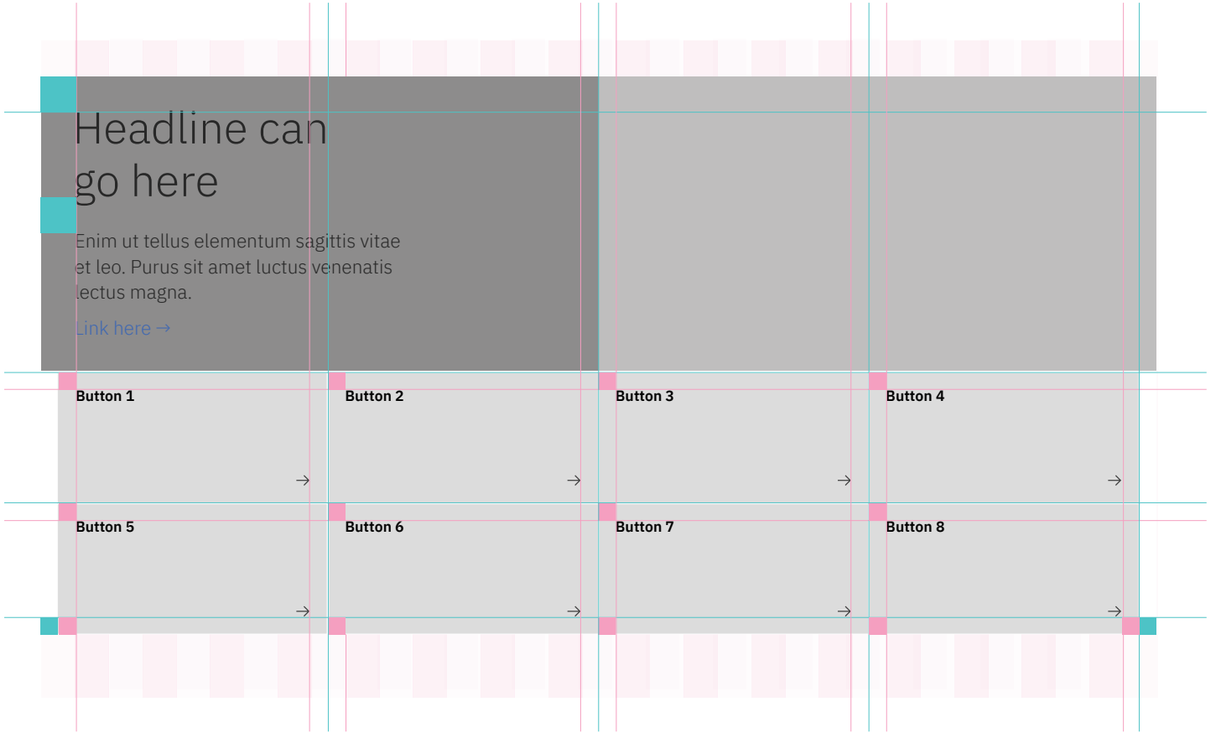
Header/Main Navigation
Fixed

Live Area
1150px X 600px max
Customizable

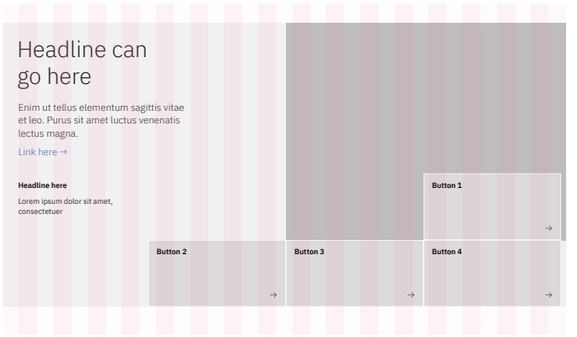
Background
1920px X 1080px
Fixed Graphic

Guidelines for fixed area

Using the provided grid, these are examples of how the pages can be adjusted to accommodate the markets' required content, while staying within Brand parameters.



Basic Grid 1
with margins and spaces



Basic Grid 3

Basic Grid 4

Basic Grid 2

Basic Grid 5

Home Page

The Home Page is where attendees begin their event experience and navigate to all event content.

There are two approved options to choose from. Both options allow for specific content to be featured on the Home Page.

Welcome video can be prompted upon first entering the Home Page.

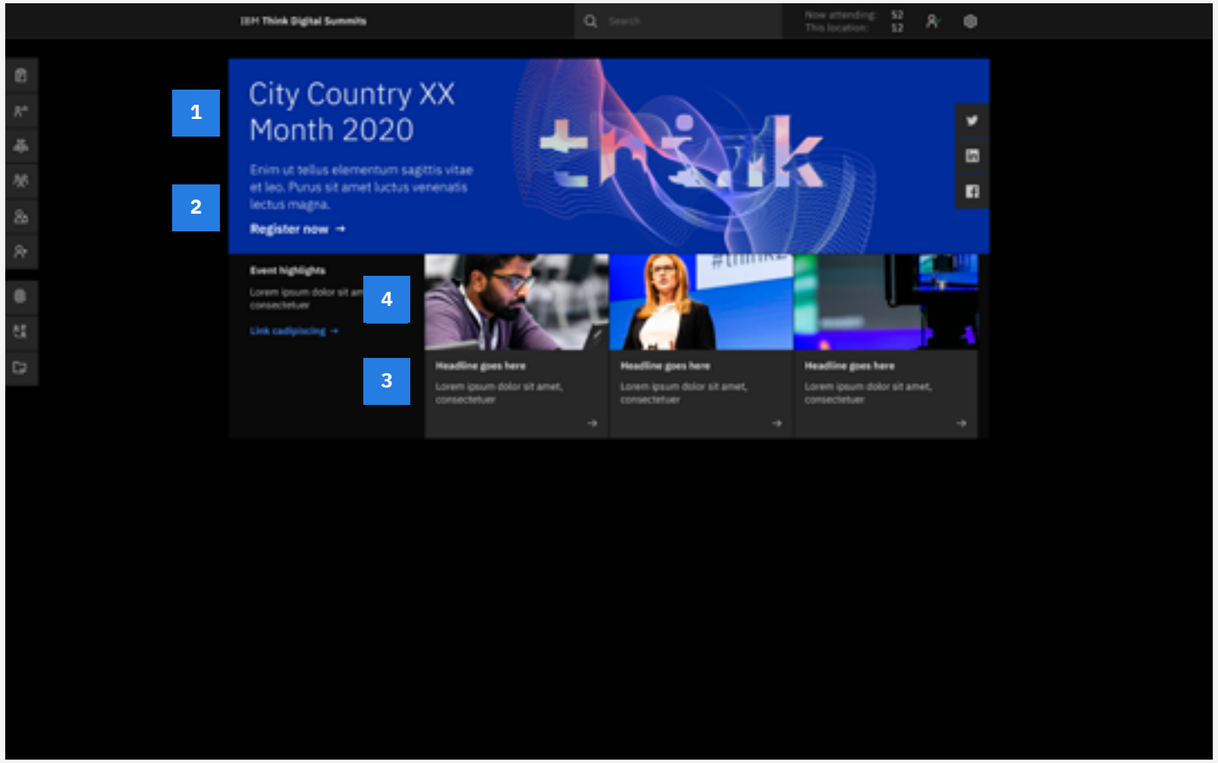
Customizable Elements:
1. City + Date
2. Welcome Message
3. Featured Content
4. Photos

All other design elements must be used as provided.

Photography selects can be found here:

https://ibm.ent.box.com/s/345nsqvbzkg0txk87521d9p4m44xk4jp

The examples shown here reflect designing for the PGi platform. Working files and templates for both PGi and ON24 are available for download https://ibme3.gpj.com/c/deff32dd-f196-3532-cd9d-2aef865bf434



Option 1, Dark Background

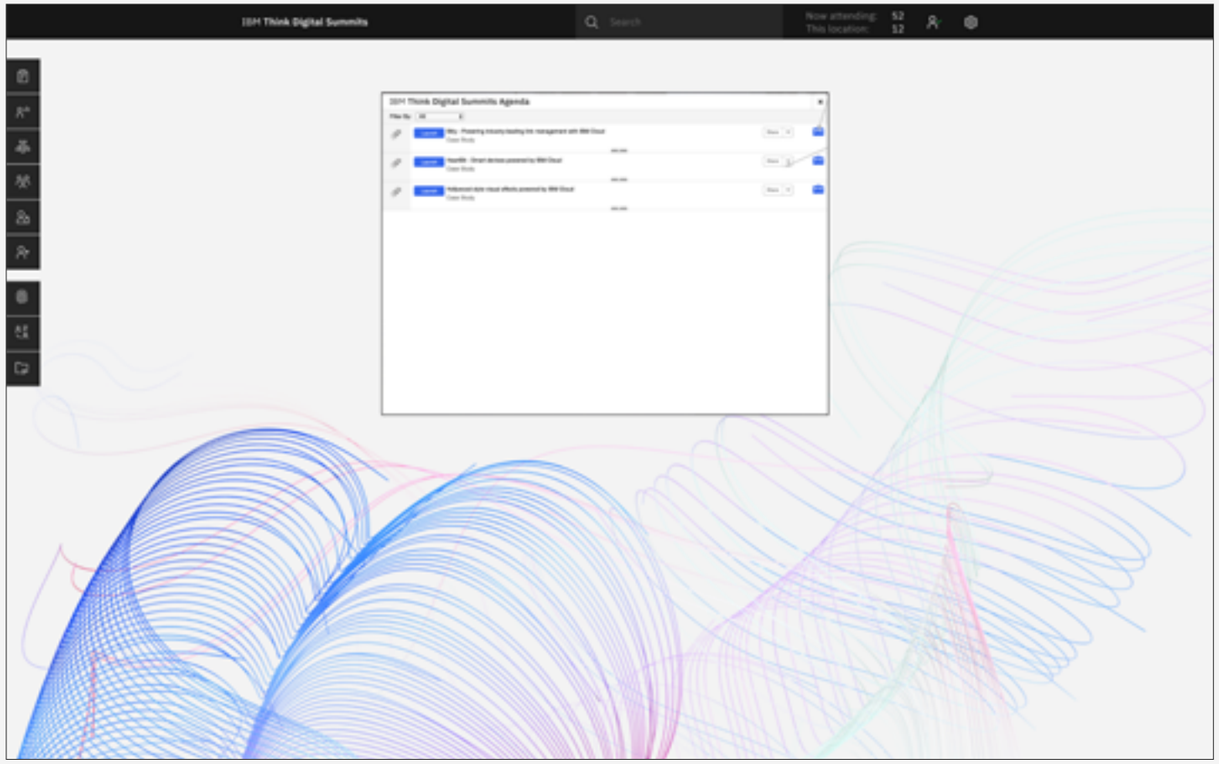
Option 2, Light Background

Option 2, Six Button Example

Agenda

The Agenda is accessed via Home Page, and when selected appears as a pop-up window.

Sessions are organized in a list and can be sorted.



Channels Pages

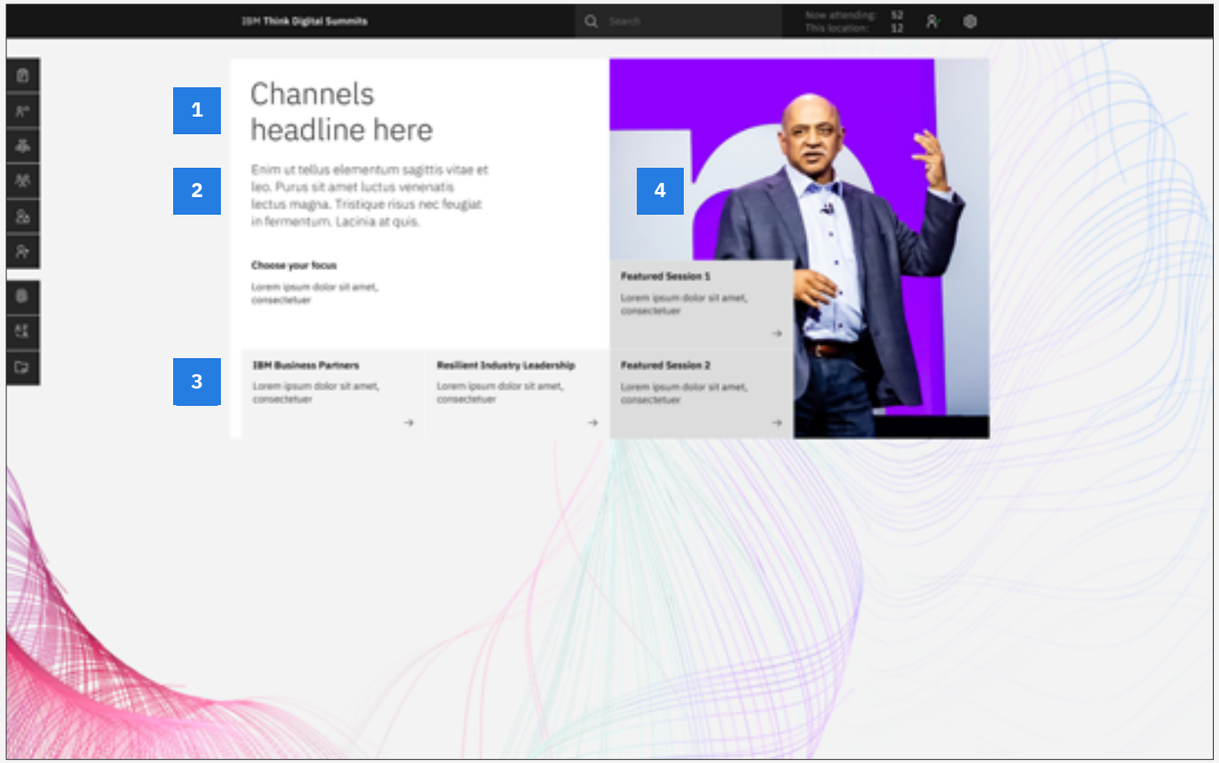
Channels house live and on-demand sessions (i.e. Keynote and Breakout Sessions). Live and on-demand sessions should remain separate.

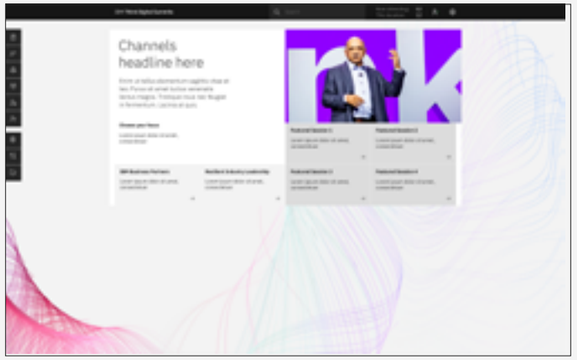
The Channels page can accommodate between 4-6 Session topic Channels.

Refer to the Grid Guidance on page 163 if alternative needs are required.

Customizable Elements:
1. Headline
2. Description
3. Session Channel Titles and Descriptions
4. Featured Photo

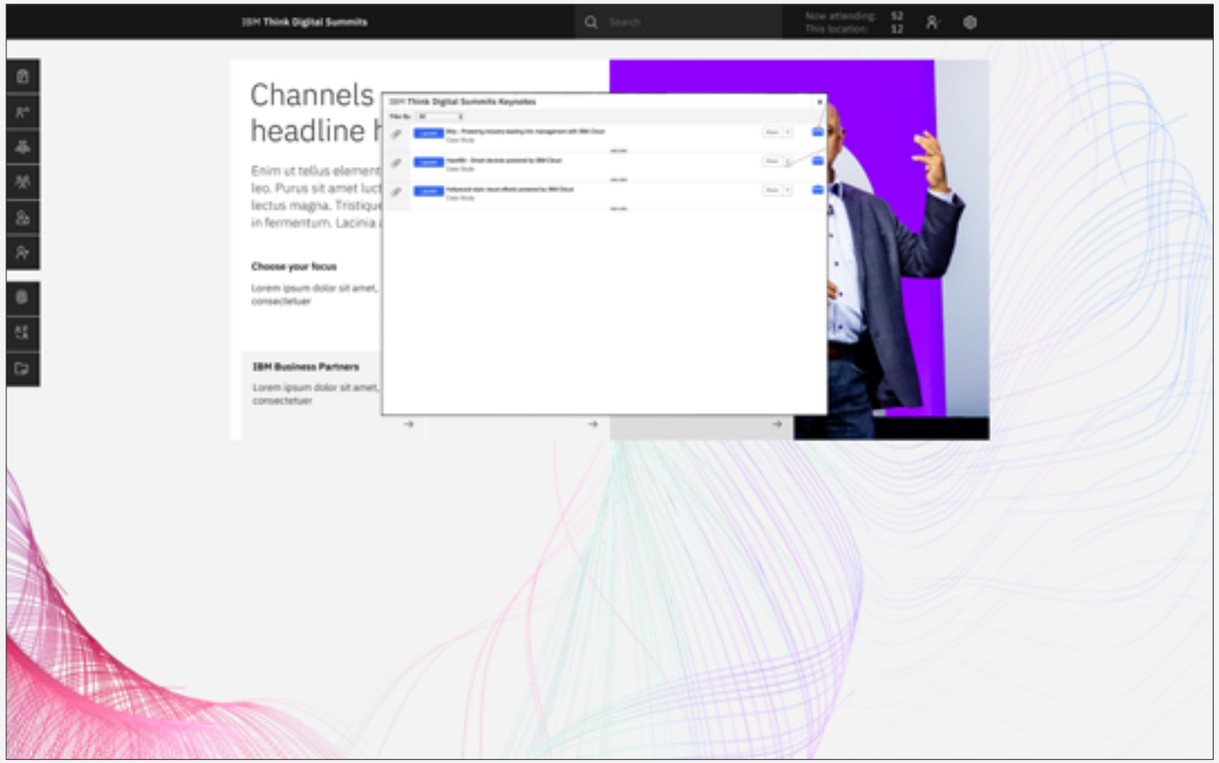
Note that the naming of this section is flexible. The term Channels is consistent with how Session Content was featured at Think Digital. However IBM also encourages teams to adopt other terms for the naming of this section, that offer a more direct call to action - such as **Watch**.





After selecting a Session Channel from the Channels main page, attendees access content via a pop-up window, which includes a search function.

Once a Session is selected, the attendees are brought to the Session webcast page where Video content is consumed, accompanied by optional add-ons such as Chat and Slides View.



Open Window Example

Webinar Page Example

Experience IBM

Experience IBM is your digital “campus.”

The content in the Experience IBM area can be organized in two ways:
1. BU
2. Theme
See both examples here.

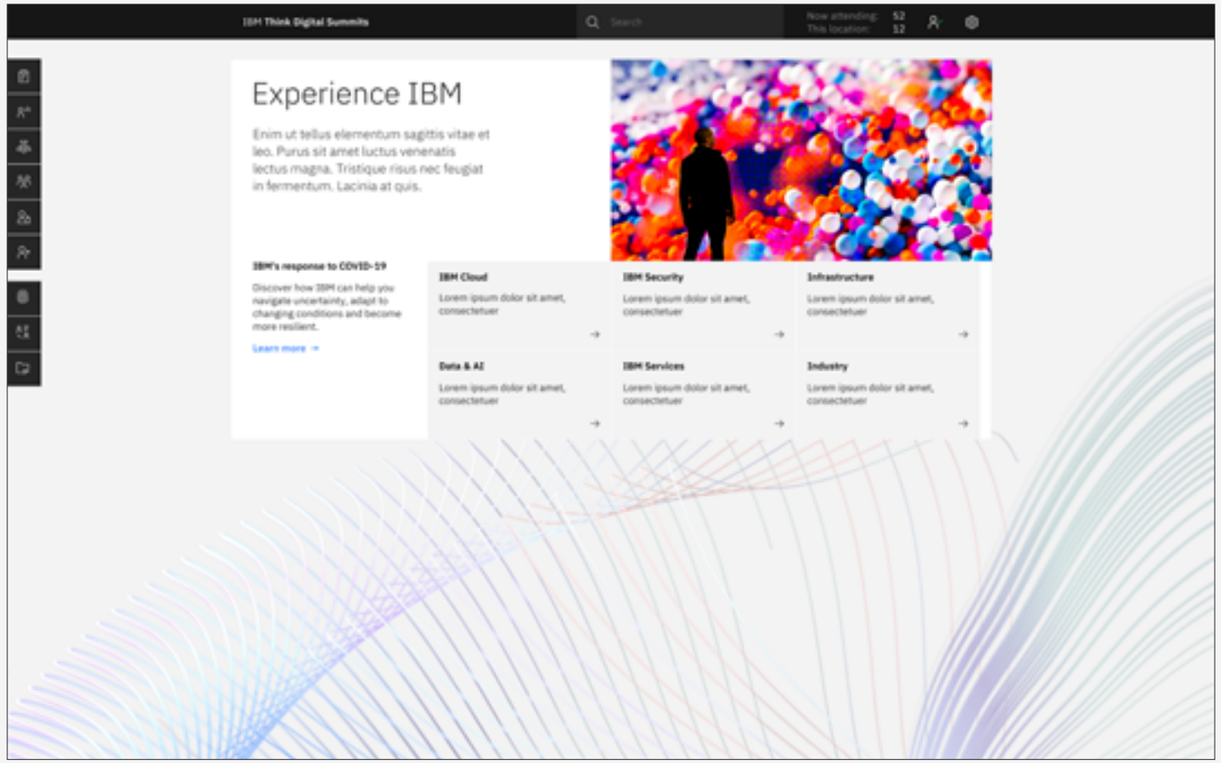
When organizing by BU, teams can feature up to 6 total BU’s by which to organize the featured content.

BU Options (choose up to 6):
– IBM Cloud
– Data & AI
– IBM Security
– Infrastructure
– Industry
– Automation
– Blockchain
– HR & Talent
– IBM Services
– Internet of Things
– Supply Chain

Theme Options:
– Unlock the full potential of Cloud and AI with IBM and Red Hat
– Building a Smarter Business with Watson and IBM Services
– IBM Security
– Infrastructure

Available materials can be found on W3:

https://w3.ibm.com/w3publisher/think-summit-regional-events/key-resources/digital-experiences



1

2

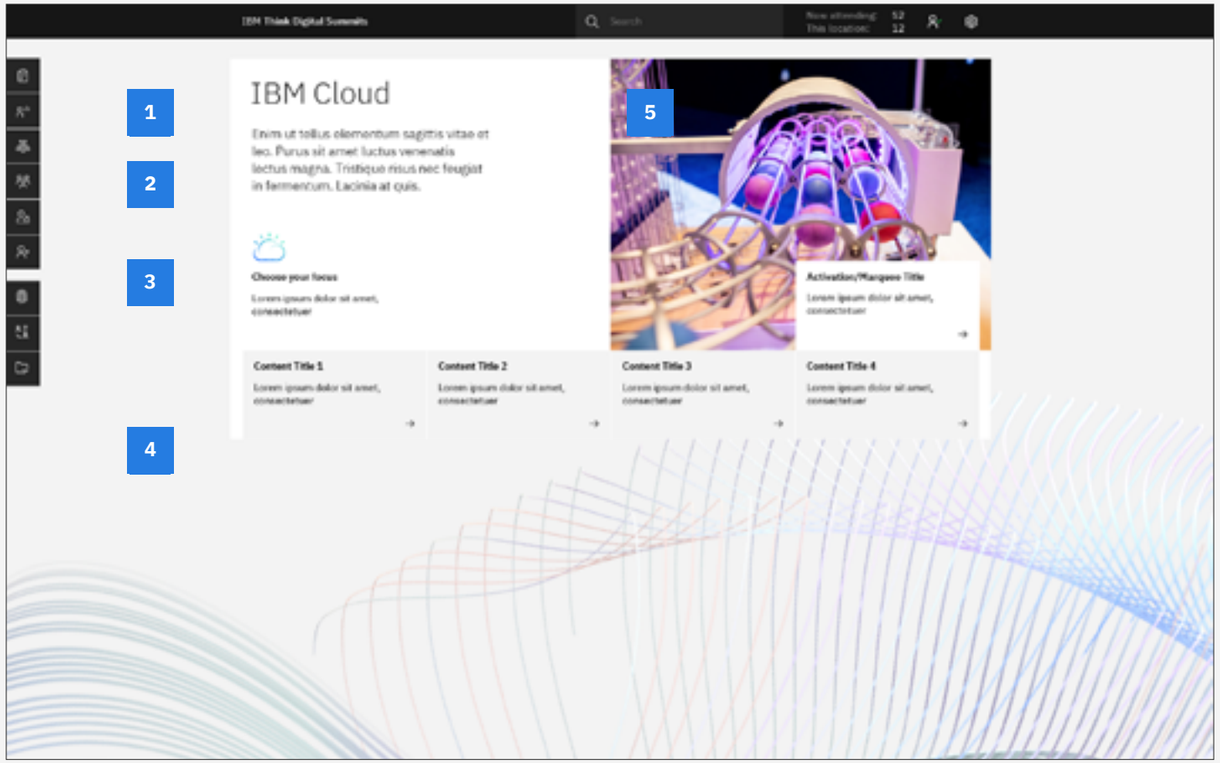
Experience IBM
BU and Theme Pages

After selecting a BU or Theme page to visit, attendees are brought to the next level of the experience.

This layout focuses on a marquee experience, which attendees can begin their journey with. Four content tiles should include additional BU content elements.

Customizable Elements:
1. Business Unit or Theme
2. Description
3. Business Unit Logo
4. Content Tiles/Conversations
5. Relevant Photo with Description Button

Find additional resources on W3.
https://w3.ibm.com/w3publisher/think-summit-regional-events/key-resources/digital-experiences



IBM Cloud Example

Open Window Example

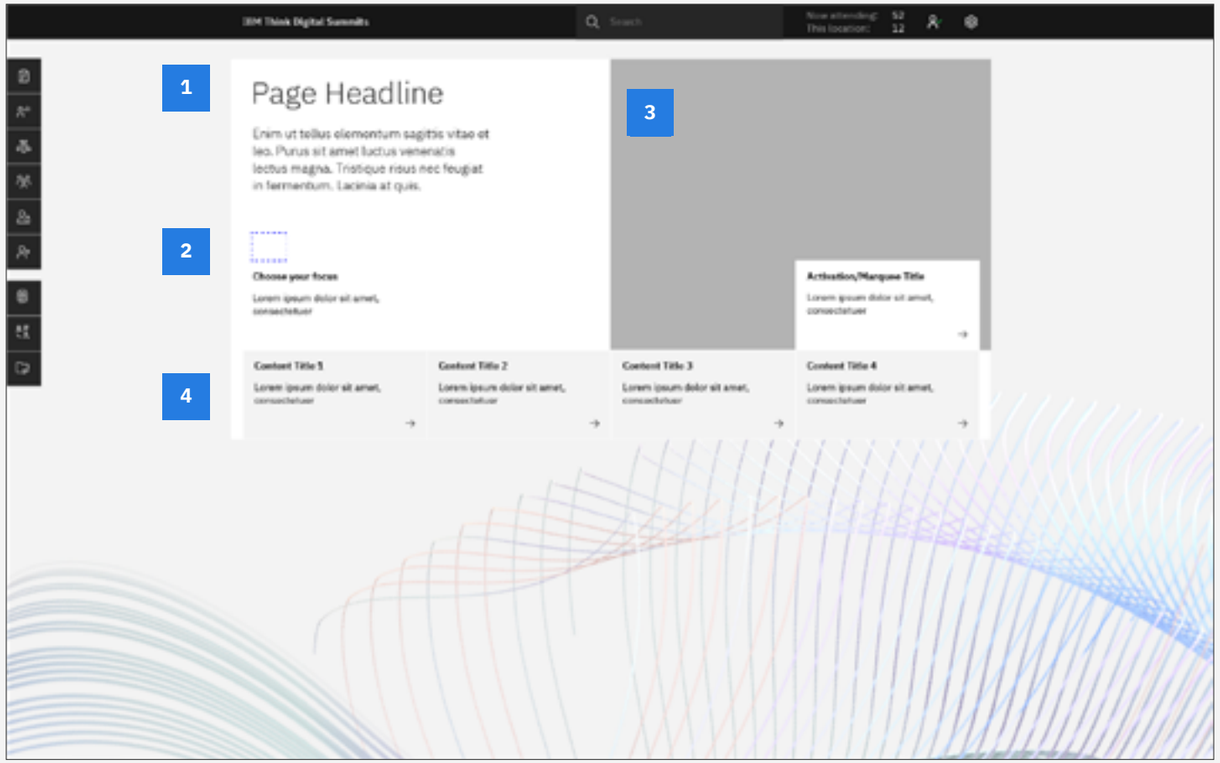
Experience IBM Theme Pages
Page Template

If organized by theme, pages within the IBM Experience feature appropriate theme content.

Use the sections on this page to lead attendees through a focused experience. Start with a clear headline and concise description. Leverage the marquee image with a hero image and story.

Customizable Elements
1. Title and Description
2. Business Unit Logo
3. Marquee Experience
4. Additional Content

Ensure that Activations are being featured as its own tile and are labeled with client-facing copy. Activations should not be grouped with other assets. See page 181 for additional Activation guidance.



Generic Page

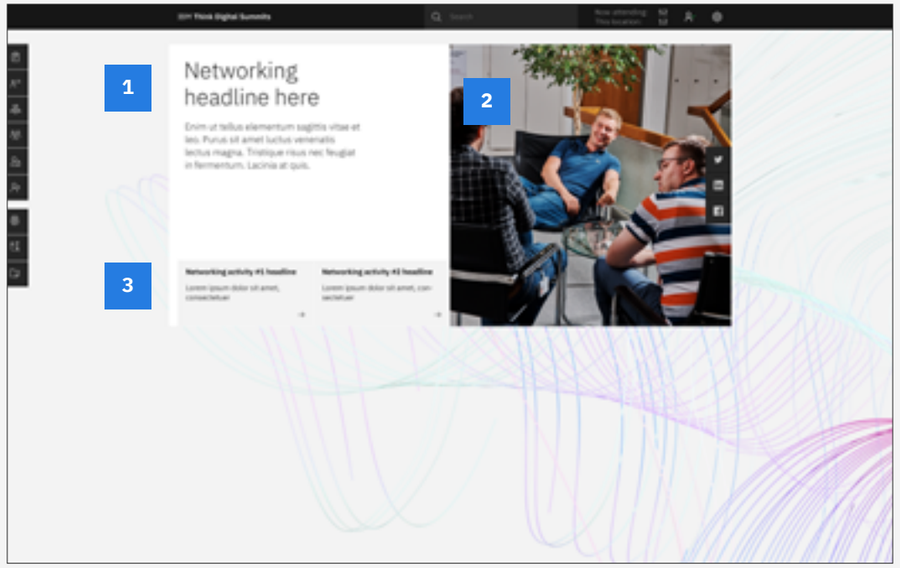
Additional Examples

Networking

The Networking page is a flexible space, designed for Summits to use as they see fit.

Use available widgets to encourage social engagement. Consider vendor-sponsored widgets, such as group chats and Q&A.

Customizable Elements
1. Title and Description
2. Marquee Image
3. Additional Content



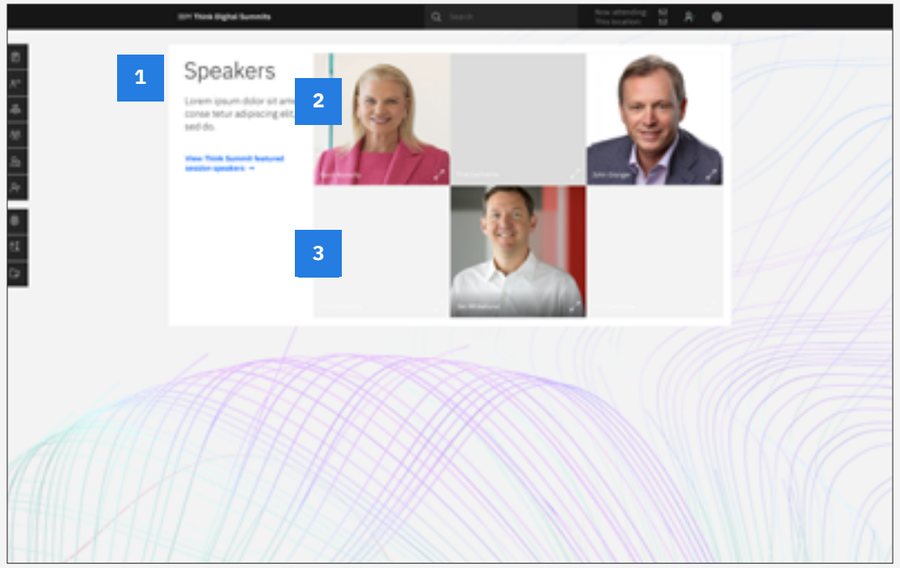
Networking

Speakers

Use the Speakers page to provide speaker bios. Spotlight up to six event speakers with photos. Additional speaker information can be accessed via pop-up window.

Customizable Elements
1. Title and Description
2. Photo
3. Space for Up to Six Speakers

Use this space for your top 6 most featured speakers. Do not use any rotating photo widgets. If additional speakers are needed to feature, add a prompt in the body copy and links to their Bio pages



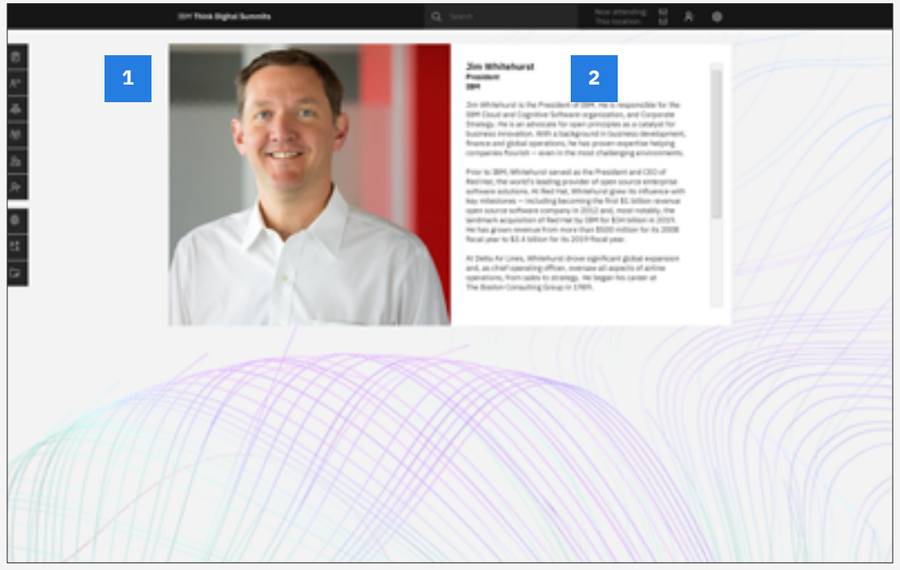
Speakers

Speaker Bio

This is the required layout for speaker bio pages.

Customizable Elements
1. Photo
2. Copy

Note that the text space is limited. Bios should be edited to fit within the maximum character count so that Photo and Bio sections are the same size.



Speaker Bio

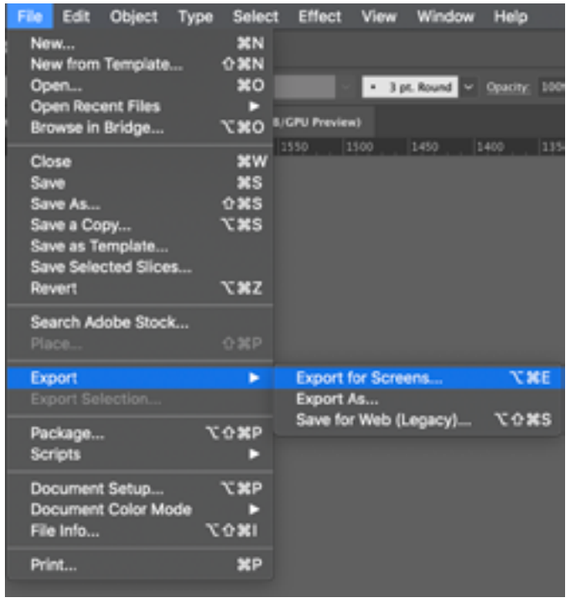
Generating Production Ready Art from Illustrator

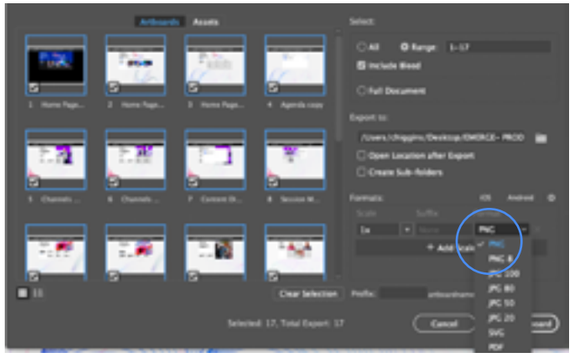
Best Practices

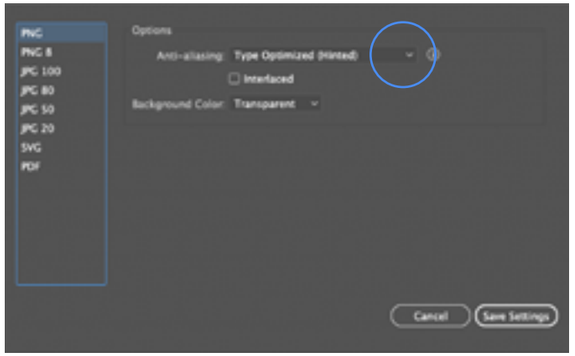
Open in Illustrator and select File > Export > Export for Screens.

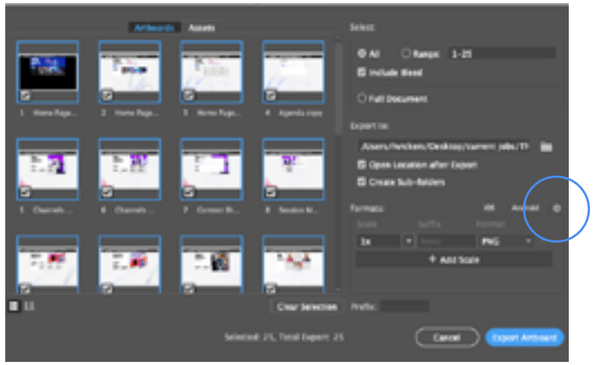
In the Export window, please choose the options shown here.

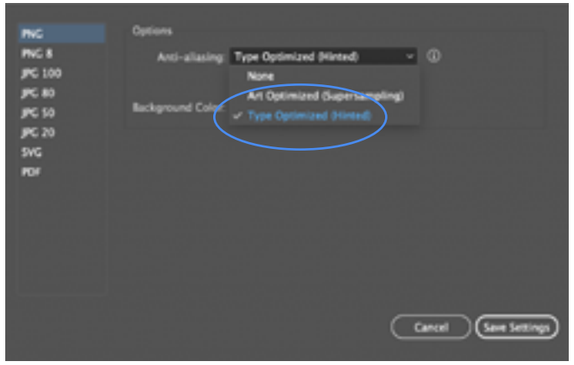
Click gear icon and make sure “Type Optimized” is selected.











Sponsors

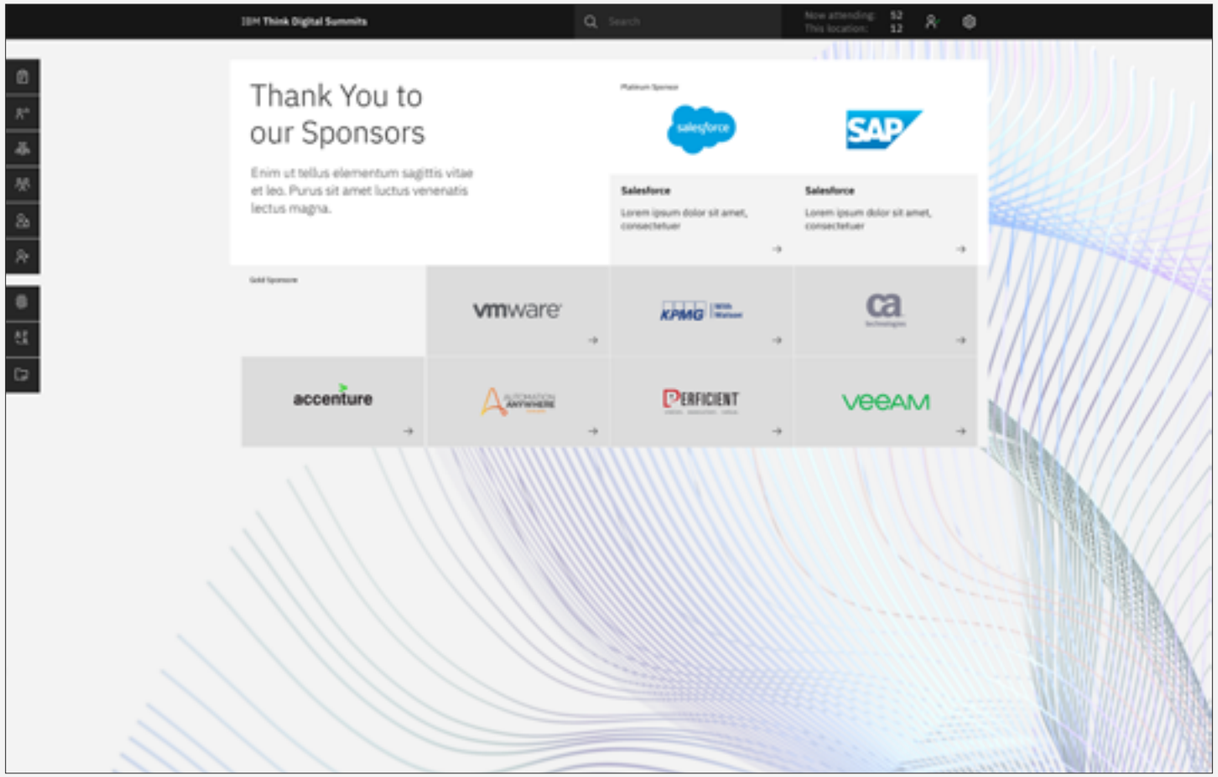
Sponsors

Digital Sponsorship is an optional experience for your Summit digital event.

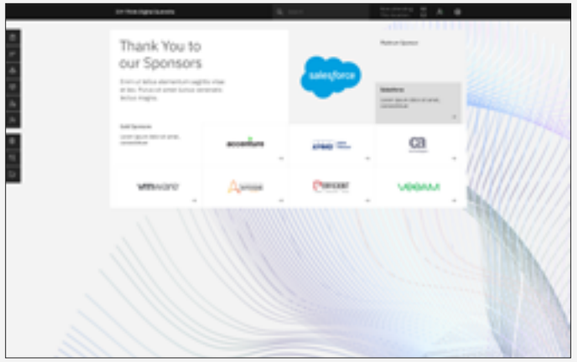
Should your event need a digital Sponsor zone, these templates should be leveraged to accommodate your main Sponsor zone Page and individually sponsored Pages.

Based on IBM Brand guidelines, digital presence should be a 2D environment. Therefore digital Sponsor “booths” are presented as interactive logos and content opportunity rather than physical “booths.”

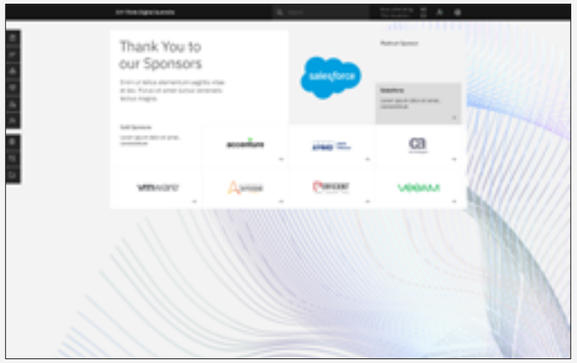
Please refer to the full IBM CHQ Digital Sponsorship Guidance on suggested approaches to building out your Sponsorship offerings. https://w3.ibm.com/w3publisher/think-summit-regional-events/key-resources/digital-experiences



Option 1



Option 2

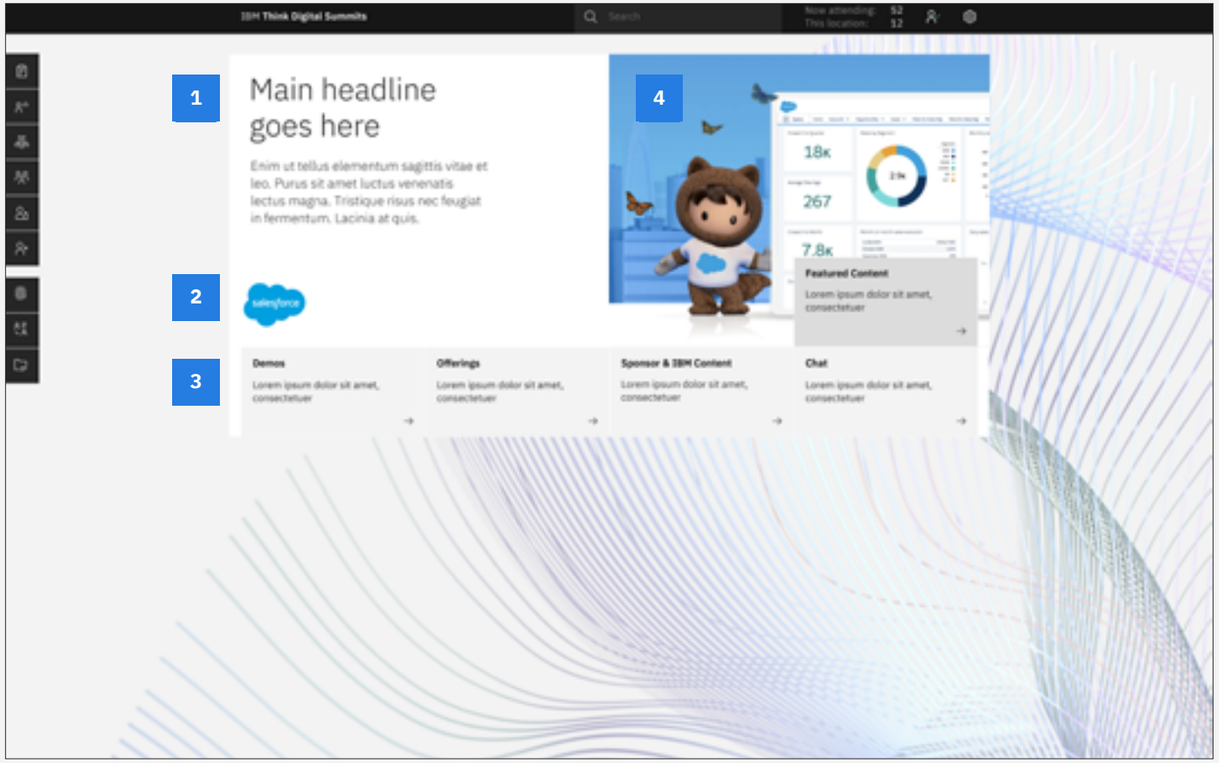


Option 3

Sponsors Home Page

This is an example of a Sponsor Home Page. Please refer to the full IBM CHQ Digital Sponsorship Guidance on suggested approaches to building out your Sponsorship offerings.

Customizable Elements
1. Title and Description
2. Sponsors Logo
3. Additional Content
4. Sponsors Graphic



Sponsor Home Page

Content and Activations

There are several required pieces of Content that all Summit events must incorporate in their agendas for 2020. The majority of this content was first launched at Think Digital and readily available for inclusion in Summit digital experiences.

All Think content available for Think Summits to leverage can be found on the W3 resource center together with guidance, sample agendas and speaker information.

Available content includes:

– Keynotes
– Featured Sessions
– Business Sessions
– Technology Sessions
– Hands On Labs
– And more

https://w3.ibm.com/w3publisher/think-summit-regional-events/key-resources/curriculum-and-speakers

Required Think Summit Content

Smart Loves Problems Opening Video
Two minute opening video created for Think Digital to launch your Think Summit. Available via the CA team.

Opening Keynote
The New Essential Technologies for Business

IBM shares its vision for the future of enterprise technology in an era of digital transformation. (Local IBM Executive) will discuss the new, essential platforms that provide businesses with the flexibility, speed, reliability and innovation they need to be successful in times of both crisis and opportunity.

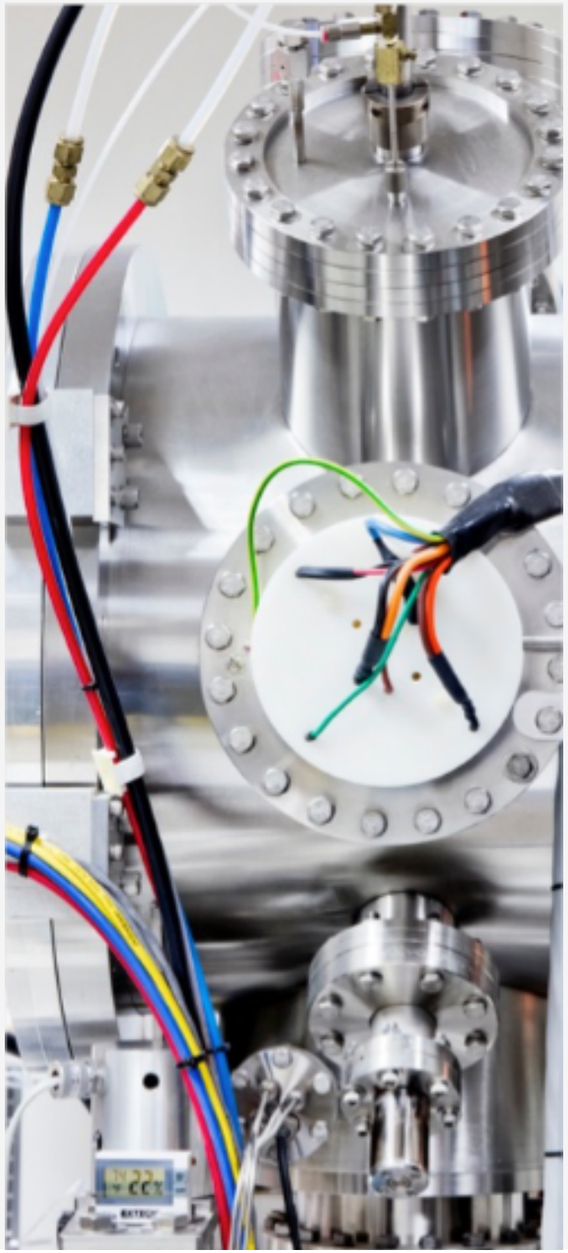
Originally presented by Arvind Krishna at Think Digital. Transcript to be provided highlighting areas of localization and personalization by a regional executive presenter.

Featured Session:
Scale Innovation at Speed with Hybrid Cloud

More than ever, enduring enterprises need an adaptable technology strategy that ensures business continuity - solving urgent problems and securing the long-term. Cloud and AI together accelerate innovation in today's uncertain global environment. Learn how IBM is helping healthcare, financial, and other customers succeed in today's changing world and prepare for what's next with Cloud.

Originally presented by Jim Whitehurst during Think Digital. Transcript for local delivery is available on W3.

COVID-19 Big 7
Incorporate applicable sessions reflective of local Big 7 initiatives as part of the overall session content



Activations

A number of IBM Digital activations will be available for Summit worldwide use.

Activations are hosted on external sites, managed by the IBM Activations program team. For any Summit event who wish to feature activations as part of your Content Agendas, requests must be submitted via E3.

For each digital activation approved for inclusion in your event, a unique URL will be provided. This URL will provide the necessary access to the digital activation while tagging for your event-specific engagement in order to capture pertinent data.

Please allow for a minimum of one week prior to your event to run tests with your event platform provider.

Date of availability for the majority of digital activations is targeted for June 1, 2020. Latest updates can be found on W3.

https://w3.ibm.com/w3publisher/think-summit-regional-events/key-resources/digital-experiences

Activation Availability

Digital-First Activations: Availability
Please refer to our digital-first filter available on E3 using the search field function for a comprehensive snapshot of which digital-first activations are available As additional activations become available, they will be made available on E3 and updates shared in our IBM Slack Channel #eventactivations.

Translations and Localization
If you are looking to translate or localize an activation, most activations are able to support this. The Activations Program team can support and guide you through this process, however, it is up to the local market team to cover any costs associated with translation or localization. If teams do choose to translate or localize an activation, the estimated time of completion would be 2-3 weeks (pending vendor confirmation).

Campaign | Event Tagging
There is a standardized process for tagging each hosted digital-first activation and engagement tactic link, enabling tracking of a standard set of event-specific metrics.

Please reach out to the IBM Activations Program using the IBM Activation Request Form on E3 with your **Event Marketing Brief #** for:
1. An activation URL uniquely tagged specifically to your event

2. Metrics and reporting post-event, specific to your event

In order to ensure all teams have the most clean and accurate data to understand activation performance by event, **please follow the following guidelines:**

— Do not use any links from Think Digital or other digital platforms (social media) as they are tagged directly to those instances and will skew reporting; AND means that you will not have metrics specific to your event

— As you receive your unique event-specific URL, through the Activations Program team, please do not reuse or share across other events - to avoid skewing your event reporting

Testing
Please request your event URL through the IBM Activations Program team a minimum of one week prior to your event to ensure you have time for testing with your respective IBM-approved event platform provider.

Source files
We encourage teams to leverage existing digital-first activations as engagement vehicles that drive attendees to deeper supporting content.

If your event strategy includes the customization of existing digital-first activations as drive-to vehicles, source files may be available on a case by case basis to teams to create any assets needed for the design.

Please note, not all source files are guaranteed to be shared. Please reach out to the IBM Activations Program team using the IBM Activations Request Form on E3 to facilitate this process.

Some existing activations do have existing assets across social media and email but will require approval by the IBM owner. Please reach out to the IBM Activations Program team using the IBM Activations Request Form on E3 to facilitate this process.

If you are looking to tailor an existing digital-first activation please reach out to the IBM Activations Program team using the IBM Activations Request Form on E3 regarding the following customization requests:

– Translation

– Localization of client stories

– Customization of call to actions and/or messaging

Strategic Guidance
If you are in need of strategic guidance regarding digital-first activation and engagement tactic alignment for themes, conversations and Big 7 topics, please refer to this chart or submit a request to speak with one of our Activation Program strategists.

Note: IBM Quantum is not available in all markets. Teams are encouraged to submit requests early for consideration.

IBM Activation request form: https://ibme3forms.gpj.com/2c60476d-3313-b398-ed47-d57bebab4584

Available Activations

Activation Name	Theme / Alignment	Conv	Big 7 Topic Alignment	BU
IBM Q Quantum Computing Exhibit	Portfolio-aligned	11	N	IBM Research Infrastructure
IBM with Red Hat for Cloud and AI (thematic)	Unlock the true potential of Cloud with IBM and Red Hat	1–4	Conv 3 is aligned to Enhance IT Resiliency and Business Continuity	Cloud Data & AI
Scale the AI Ladder	Unlock the true potential of Cloud & IBM and Red Hat	4	N	Cloud Data & AI IBM Watson
Think City	Audience-aligned	12	N	Industry
IBM Dream Store	Audience-aligned	12	N	Cloud IBM Services IBM Watson
The Cloud & AI Engine (thematic)	Unlock the true potential of Cloud with IBM and Red Hat	1–4	Conv 3 is aligned to Enhance IT Resiliency and Business Continuity	Cloud IBM Watson
Ripple Effect (thematic)	Building a Smarter Business with Watson and IBM Services	5–9	Conv. 7 + 8 aligned to Reduce Operational Cost + Ensure Supply Chain Resiliency	Cloud IBM Watson IBM Services
Defense by Design Client Stories	Portfolio-aligned	10	Aligned to Protect against new cybersecurity risks	Security
Terminal by Security	Portfolio-aligned	10	Aligned to Protect against new cybersecurity risks	Security
Solve the Crime with IBM	Portfolio-aligned	10	Aligned to Protect against new cybersecurity risks	Security
IBM z15 Video	Portfolio-alignedt	11	N	Infrastructure

III. Digital-first Activation Considerations

The following outlines the specifics of the recommended considerations when reusing digital-first activations:

Digital-first activations should be the hero asset on the BU / theme page. This means they should be their own individual content tile.

– Do not group digital-first activations with other content assets within a content tile.

– Ensure the content within the BU / Theme page aligns to the digital-first activation being used as the hero asset. For example, if you are using the IBM with Red Hat for Cloud & AI digital-first activation, ensure the content within your BU / Theme page aligns to the overall experience.

Content tile messaging and labeling should be attendee-facing and align to the overall digital-first activation narrative.

– Do not label the digital-first activation as an “activation” or include the word “activation” within the Call to Action messaging. For example, if you are using IBM Quantum digital-first activation, consider messaging such as Discover what’s inside a quantum system or Learn how to put quantum to work in an interactive experience.

The utilization of digital-first activations should align with your overall content strategy.

– Do not use a digital-first activation if your greater content strategy does not support it. For example, if you do not have a Quantum session, it may not make sense to leverage the Quantum digital-first activation.

– Less is more! Do not reuse every activation that is available.

– For sessions that align to digital-first activations, encourage each speaker to reference the digital-first activation during the session and where attendees can find it at the event.

Digital-first activations should be included in your broader Event Marketing Communications Plan.

– Consider including digital-first activation in any social media promotion, email marketing communications and other media tactics across the pre, during and post stages within your event.

Please work with your GPJ Strategist to ensure you are following the above guidance.

When looking to reuse digital-first activations at your digital event, it is important to consider the following foundational strategic factors when mapping out your user flow:

- The intent of a digital-first activation as a launch point to adjacent deeper dive content and engagements
- Thoughtful placement within the platform
- Provocative call to action messaging that maps back to established objectives
- Alignment with content strategy and event narrative

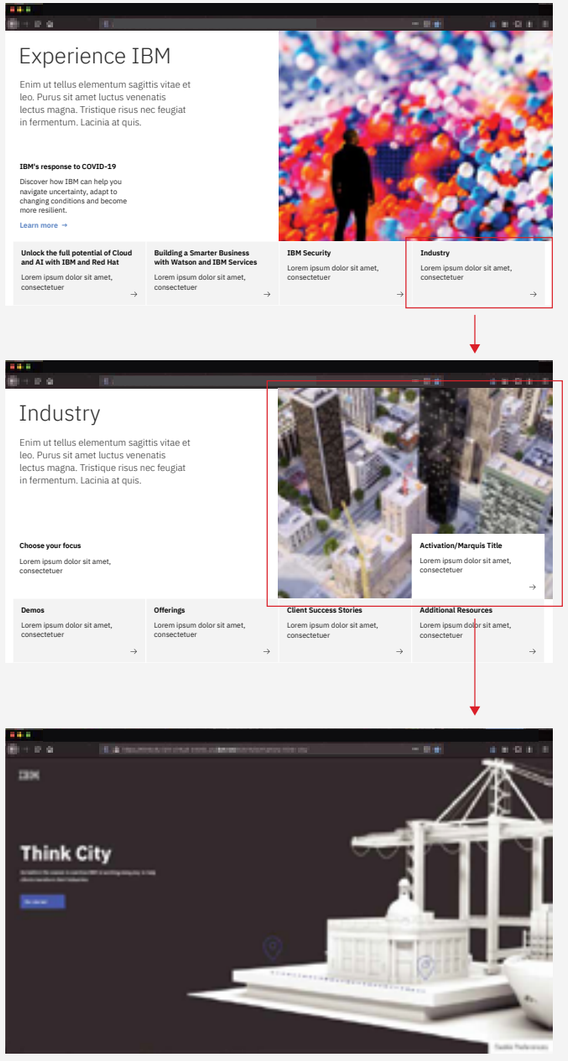
Here are 3 scenarios to guide your activation placement.

Scenario 1
Digital-first activations should be the hero asset on the BU / theme page. They should be their own individual content tile, or be paired with a marquee image.

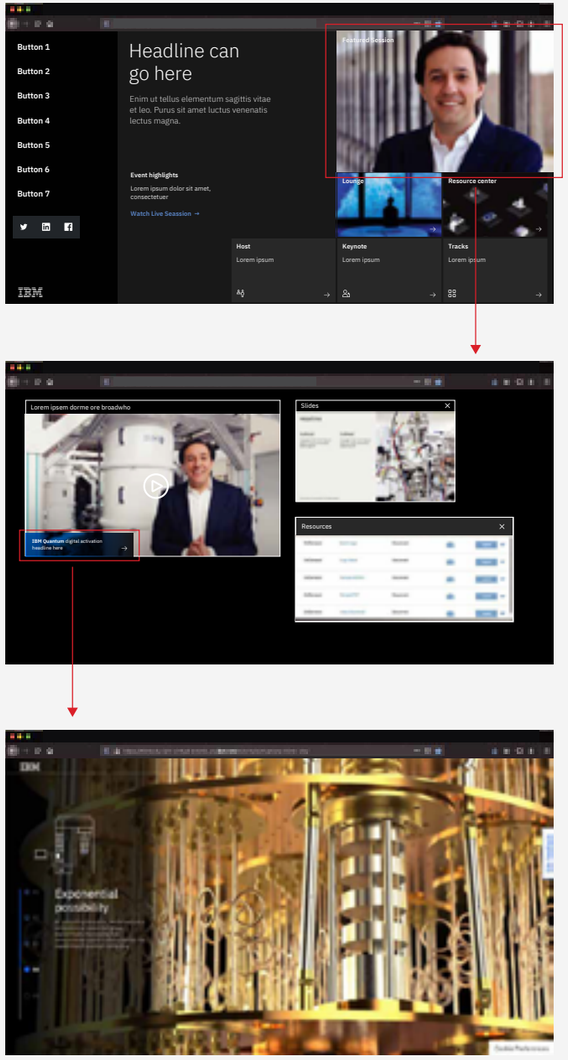
Scenario 2
Highlight an activation that is related to a speaking session by giving it a distinct call-out within a the program.

Scenario 3
Draw attendees straight to an activation via a prominent CTA on a homepage.

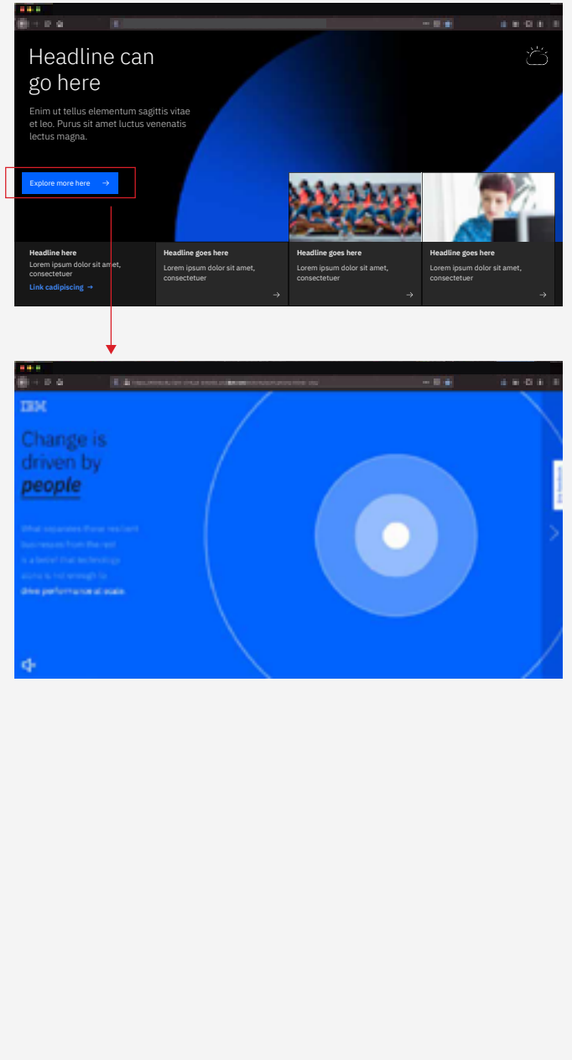
Scenario 1



Scenario 2



Scenario 3



More Details

Some learnings and tips from Q2 Summit events for other Summit teams to consider to help produce your best digital event possible

For the latest messaging and 2H strategy, visit W3: https://w3.ibm.com/w3publisher/think-summit-regional-events

Additional best practices and lessons learned from both Summit and non-Summit digital events are being collected at this time of this document release. Please use these as high level considerations and continue to check W3 resources for more in-depth detail.

Registration

- Registration templates for each of the platforms are also available on E3 (hyperlink E3 with this link https://ibme3.gpj.com/c/c3b47972-3980-32dc-f946-bf40321d7e82)
- For customizable elements such as button colors, please refer to the guidance in this book to keep color choices consistent and brand approved
- Teams found many attendees registering for events using personal email addresses. In order to still match your key clients, consider including specific direction asking for business email during the registration process

Platform Widgets

- There are several helpful and interactive widgets to consider implementing across your experience - in particular teams found the Help Desk widget a helpful tool that was applied across all event pages
- In some cases, widgets require pop-up windows - work with your platform lead to determine specifications for any creative elements, and look to assets in this ERK to fit those needs
- Rotating (or carousel) function is offered by the platforms for images and tiles - avoid using this function as it does not offer a smooth experience
- There are a variety of Chat widgets offered - teams found pre-scheduled SME and attendee 1:1 chats were most popular and effective. And in many cases, teams opted to turn off group chats during sessions

Planning

- Your platform leads will help you craft specific project plans, but account for a minimum of 12 weeks for active planning with your vendor of choice
- Consider a full event walkthrough with your teams 1-2 weeks prior to your event date to do a final thorough test of all links and information
- Additionally, include a demo for your Sellers so they are familiar with the space and where they can best direct their clients to maximum engagements

Event Experience

- Make sure the event site is open at least 15 minutes prior to the opening Keynote - this will allow attendees time to explore the space
- Consider a welcome message and/or host to help keep their attention
- Both platform vendors have the ability to integrate broadcast messages targeted at specific attendee types - use these different opportunities to provide calls to action and drive attendees to specific areas of content and engagement
- Non-traditional sessions will help keep your attendees engaged and provides an opportunity of fun - consider hiring a local celebrity chef to film a cooking demo, or host a simulive yoga class

Approvals and Contacts

Think Summit Approval Process

IBM’s brand is a significant asset that must be adhered to at all times. Think has its own brand system, and is unique in that Think as a brand is realized globally at Think Summit events all around the world, whether the event is physical, digital or a mix of both. Maintaining Think branding and creative ensures consistent quality and reaffirms IBM’s strong and trusted global position.

Therefore, it is essential that all markets follow approval guidelines for event drive to, communications, digital and physical event elements. Below is the approval process for all teams to follow:

Creative items requiring approval:

— Drive to communications materials
— Event landing page designs
— Digital event platform designs
— All physical event designs

All creative assets need to be reviewed and approved by IBM Brand. GPJ is managing this process, so please ensure to have your GPJ contacts reach out to **christen.stumpf@gpj.com.**

For information on any other elements of your event requiring approvals, please refer to W3.

https://w3.ibm.com/w3publisher/think-summit-regional-events

Contacts

These designs are pre-approved. If you have any questions that are not addressed in this document, please reach out to the following people:

For overall event strategy queries:

IBM	Market Supported	Contact email
Nicole Derany	All Markets	nicole.derany@ibm.com
Julie Aguirre		julie.aguirre@ibm.com
GPJ		
Svenja Kiefer	Europe, CEE	svenja.kiefer@gpj.com
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Bernice Winoto	AP, GCG, MEA, Japan	bernice.winoto@gpj.com

For design queries:

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