

IBM's smarter planet agenda: Guidance for messaging, naming and visual expression



The smarter planet agenda	3
Messaging, language and naming	4
1. The meaning of “smart” and “smarter”	
2. How the words can be used as descriptors	
3. Naming guidance	
Visual expression	13
1. Smarter planet icons	
2. Instrumented, Interconnected, Intelligent icons	
3. Photography	
4. Typography	
5. Color palette	
Applications	24
1. Smarter planet advertising campaign	
2. PowerPoint templates	
3. Merchandise	
Frequently asked questions	32
1. Names and taglines	
2. Marketing materials	
3. Presentations and events	
4. General word usage	
Key contacts	37

The smarter planet agenda

IBM's vision is to bring a new level of smart to how the world works—how every person, business, organization, government, natural system, and man-made system interacts. Each interaction represents a chance to do something better, more efficiently, more productively. But more than that, as the systems of the planet become smarter, we have a chance to open up meaningful new possibilities for progress.

Launching our vision of a smarter planet is a chance to market IBM in its full depth to all the constituents who matter to the company—shareowners, clients, IBMers and alumni, partners, media and analysts, citizens and local communities, and government and civic leaders. The smarter planet agenda helps us to strengthen the IBM brand and create clarity about who we are and what we stand for as a corporation. Therefore, it is important to note that we are not building a separate “smarter planet” brand.

This document provides specific guidance about the messaging, naming and visual expression of IBM's smarter planet agenda.

These guidelines apply for both internal and external IBM applications.

Messaging, language and naming

1. THE MEANING OF “SMART” AND “SMARTER”
2. HOW THE WORDS CAN BE USED AS DESCRIPTORS
3. NAMING GUIDANCE

1. THE MEANING OF “SMART” AND “SMARTER”

Not everything can or should be described as “smart” or “smarter.”

It is very tempting to add these words to all IBM things—solutions, offerings, client stories, internal programs, etc.—but it’s important to remember that “smart” and “smarter” describe a very specific point of view on opportunities where the world could work better. We need to be very judicious about their use in order to preserve and protect their meaning.

There are three basic characteristics for what IBM defines as “smart” or “smarter.”

Instrumented

The health of any system or process you care about can now be measured, sensed and seen.

- Putting sensors not just into “things,” but across entire ecosystems of supply chains, business processes, cities, companies, infrastructures, work flows, even nature’s systems.
- Every transaction and change in location, state, temperature, condition then becomes a source of valuable insight.

Interconnected

Instrumented systems work together in new ways.

- From the nano to the global, work can now get done more efficiently—the right capability, from the right source, can be brought to bear on the work.
- But more than that, interconnected systems offer fertile ground for making the world work better.

Intelligent

Every insight results in action that creates new value.

- A new kind of enterprise application: Sense-analyze-act.
- An ability to see and model the future, for better decision-making.
- Optimal resource allocation across the ecosystem—smart use of natural resources, human energy and time.

Therefore, to use “smart” or “smarter” as descriptions of a solution, industry or case study, it must meet this criteria. Is it instrumented? Is it interconnected? Is it intelligent?

If it does not meet all three of these basic characteristics, it cannot be described as “smart” or “smarter.”

IBM does not own the trademarks for “smart planet” or “smarter planet.” The phrases “smart planet” or “smarter planet” cannot be used on their own in a prominent or bold manner, because it would suggest we are trying to own or brand the term.

Since IBM will not be claiming trademark rights to these terms, they should not be marked with a TM symbol or included as a trademark in an attribution statement.

“Smarter planet” and “smart planet” cannot be used on their own as sign-offs in our communications.

“Smarter planet” and “smart planet” cannot be used on their own as taglines.

These terms should not be capitalized, unless they are used in a title.

They can be used in the context of a conversation as long as they are not capitalized.

In text, the phrases “smarter planet” and “smart planet” should not be set apart; they should not be used in a different font, bolded, italicized or differentiated in any other manner.

2. HOW THE WORDS CAN BE USED AS DESCRIPTORS

The words “smart” and “smarter” can be used descriptively in phrases. However, “smarter planet” must always be used in the lowercase.

For example:

“IBM helps create a smarter planet.”

“Let’s build a smarter planet.”

“The planet is becoming smart.”

“The world is becoming smaller, flatter and smarter.”

The words “smart” and “smarter” can be used as descriptors of industries and of aspects of business and society.

For example:

“smart retail”

“smart energy”

“smart government”


or

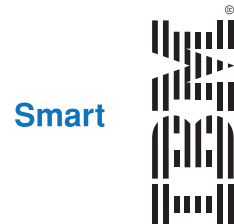
“smarter banking”


“smarter health care”

“smarter transportation”


The words “smart,” “smarter,” “smarter planet” and “THINK” cannot be placed adjacent to the IBM logo or turned into their own logo.

 Do not connect the terms “smart” or “smarter” with the IBM logo.




 Do not use the THINK / IBM logo lockup. This is approved only for the advertising campaign.



 Do not connect a “smarter” planet tagline to the IBM logo.



 Do not connect or create a lockup with the terms “THINK” and “smart” or “smarter.”



In text, we should be careful not to overuse the words “smart” and “smarter.”

Correct usage:

Our planet is getting smarter.

These advances are possible because digital intelligence can be infused into almost any object, process or natural system that makes up the way our world works. IBM is working with visionary organizations to use this intelligence to do almost everything—from traffic flows to electric power to food supply chains—more effectively.

Incorrect usage:

Our smart planet is getting smarter.

These smart advances are possible because smarter digital intelligence can be infused into almost any object, process or natural system that makes up how a smart world works. IBM is working with visionary organizations to use this smart intelligence to do almost everything—from smart traffic flows to smart electric power to smart food supply chains—more effectively.

3. NAMING GUIDANCE

Because of the critical nature and value of the smarter planet agenda to our business, we are limiting the use of the words “smart,” “smarter” and “THINK” in offering names.

They are protected words in the IBM naming architecture. These words cannot be applied in the name of an IBM offering or initiative without the review and approval of Corporate Naming. For more information on the IBM naming guidelines, link to <http://w3.ibm.com/marketing/namingtool> or contact brandstrategy@us.ibm.com

Visual expression

1. SMARTER PLANET ICONS
2. INSTRUMENTED, INTERCONNECTED, INTELLIGENT ICONS
3. PHOTOGRAPHY
4. TYPOGRAPHY
5. COLOR PALETTE

1. SMARTER PLANET ICONS

We created a series of icons for print, online and television advertising to represent a smarter planet and specific aspects of that world (traffic, food, energy, etc.). More icons will be created from a worldwide advertising perspective as the campaign progresses.

These icons are not meant to be the only visual elements used to promote and advance IBM's smarter planet agenda. Other creative assets, such as photography, color, pictograms and language will be added over the course of 2009.

The icons represent an integrated-IBM view of a smarter planet; therefore they should not be used as identities for individual IBM offerings, organizations or programs.

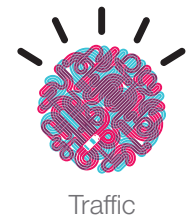
Even though IBM has sought trademark protection for the Western view of the smarter planet icon, you do not have to mark it with a TM symbol. You can list the icon in the attribution statement as a trademark of IBM. (We are seeking trademark protection for the Eastern view of the smarter planet icon currently.)

The trademark attribution statement should be worded in the following way: The planet icon is a trademark of International Business Machines Corporation, registered in many jurisdictions worldwide. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.

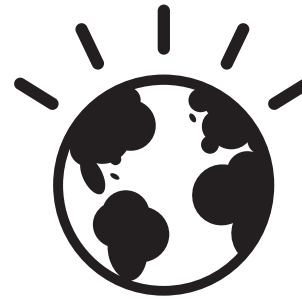
The icons should not be used in place of the IBM logo.



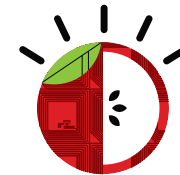
Utility



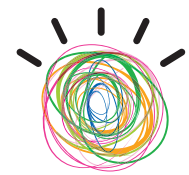
Traffic



Western view



Food



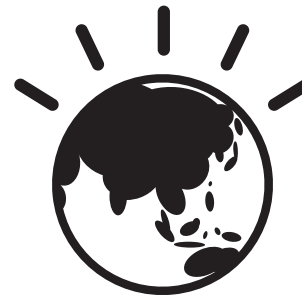
Infrastructure



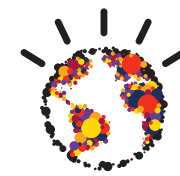
Retail



New Intelligence




Eastern view




Planet II


Incorrect usage:

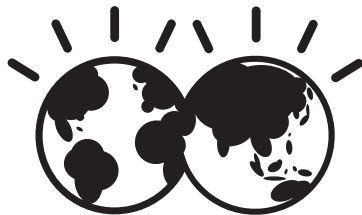
 Do not use the smarter planet icons with the IBM logo.




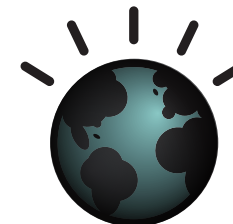
 Do not use the term "smarter planet" with the icons to create a logo.



 Do not connect or use the Western view and Eastern view of the smarter planet icons together.




 The smarter planet icons should not be altered or rendered in 3D for print materials or advertising*.



*The worldwide advertising team is investigating a 3D rendering that could be used for Web or video purposes.

Incorrect usage:

 Do not use the smarter planet icons in Notes footers.



Robert Smith
Program Manager
IBM

Route 555
RTS - CS123
Center NY 10555


Tel 914 555 5555
Fax 914 555 5555
rsmith@us.ibm.com

 Do not create patterns or textures using the smarter planet icons.




 Do not create new or unique smarter planet icons.

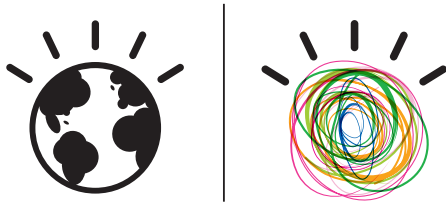



 Do not separate thought rays from the icons and use independently.

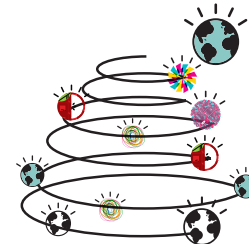



Incorrect usage:

 Do not connect or create lockups with the smarter planet and topic icons.




 Do not create artwork or designs using the smarter planet icons.




 Do not connect the smarter planet icons with unapproved text.

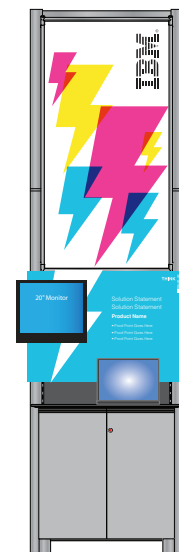


Incorrect usage:

 Do not crop or resize the smarter planet icons.

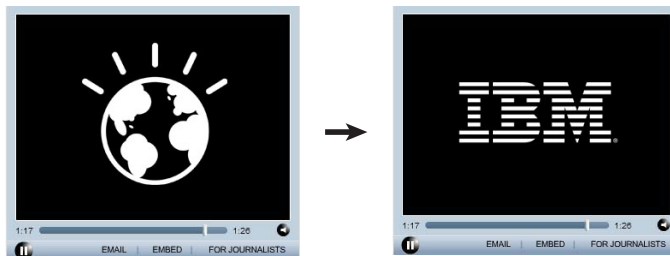


 Do not deconstruct the smarter planet icons.

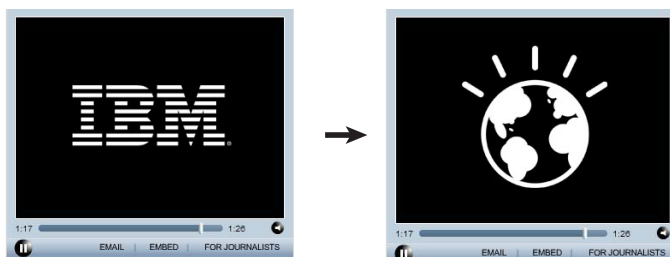


The smarter planet icon should not be used as the final sign-off in videos, but rather precede the IBM logo.

Correct usage:



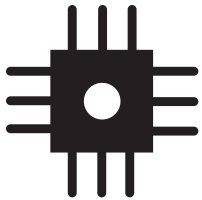
Incorrect usage:



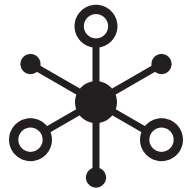
2. INSTRUMENTED, INTERCONNECTED, INTELLIGENT ICONS

We created icons to represent each of the three basic characteristics of a smarter planet. These are the only icons that should be used to represent instrumented, interconnected and intelligent.

Because smart solutions, by definition, must meet the criteria of the 3 I's, these icons should not be used independently of one another. That doesn't mean they need to be positioned in a lockup. Rather, if you choose to use one of the icons to represent a component of a solution, you must use all three.



Instrumented The ability to measure, sense and see the exact condition of everything.



Interconnected People, systems and objects communicating and interacting with each other in entirely new ways.



Intelligent Responding to changes quickly and accurately, and achieving better results by predicting and optimizing for future events.

3. PHOTOGRAPHY

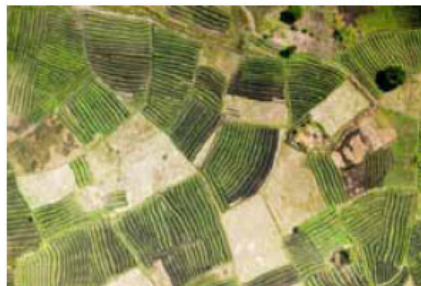
Smarter planet photography enables our audiences to see the world as IBM sees it—as a complex system of systems. Our images capture the planet from three points of view:

The photos shown on this page are not available for use. They are examples of the style, tone and content approach of our photography. You can use this as reference as you purchase and select photography.

For general IBM usage, we are beginning to create collections of royalty-free images that can be used in a wide variety of applications (web, ppt, collateral, etc.) without cost or concerns about usage rights. Once those collections are finalized, they will be made available.

A more comprehensive plan for photography will be developed—in particular for higher-end, original photos with usage rights that will have to be more tightly managed.

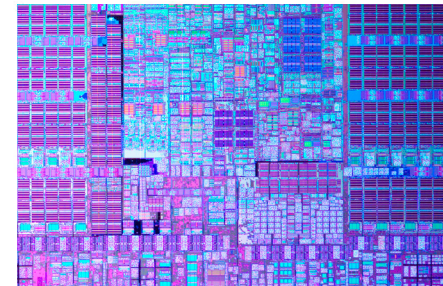
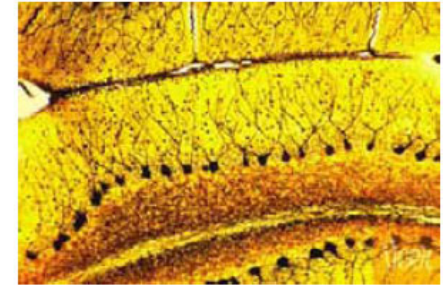
Planetary level: Use it to offer a broad view of a system



Human level: Use it to highlight the personal aspect of our work



Micro level: Use it to emphasize deep understanding



4. TYPOGRAPHY

We are standardizing the company on a few core typefaces to be used for the majority of applications, plus a couple of accent typefaces.

Helvetica will continue to be the primary sans serif typeface. A new primary serif typeface is being considered.

Helvetica Neue LT Pro 45 Light
Helvetica Neue LT Pro 46 Light Italic

Helvetica Neue LT Pro 55 Roman
Helvetica Neue LT Pro 56 Italic

Helvetica Neue LT Pro 65 Medium
Helvetica Neue LT Pro 66 Medium Italic

Helvetica Neue LT Pro 75 Bold
Helvetica Neue LT Pro 76 Bold Italic

5. COLOR PALETTE

IBM will begin to use a larger, more sophisticated palette of vibrant and optimistic colors. They should be used purposefully to enhance meaning, create clear hierarchies and complement photography in all of our communications.

K 100	<table border="1"> <tr><td>C 0</td><td>R 255</td></tr> <tr><td>M 9</td><td>G 255</td></tr> <tr><td>Y 80</td><td>B 79</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 0	R 255	M 9	G 255	Y 80	B 79	K 0		<table border="1"> <tr><td>C 0</td><td>R 255</td></tr> <tr><td>M 18</td><td>G 207</td></tr> <tr><td>Y 100</td><td>B 1</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 0	R 255	M 18	G 207	Y 100	B 1	K 0		<table border="1"> <tr><td>C 0</td><td>R 253</td></tr> <tr><td>M 30</td><td>G 185</td></tr> <tr><td>Y 100</td><td>B 19</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 0	R 253	M 30	G 185	Y 100	B 19	K 0		<table border="1"> <tr><td>C 70</td><td>R 0</td></tr> <tr><td>M 0</td><td>G 191</td></tr> <tr><td>Y 6</td><td>B 230</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 70	R 0	M 0	G 191	Y 6	B 230	K 0		<table border="1"> <tr><td>C 100</td><td>R 0</td></tr> <tr><td>M 25</td><td>G 131</td></tr> <tr><td>Y 6</td><td>B 185</td></tr> <tr><td>K 10</td><td></td></tr> </table>	C 100	R 0	M 25	G 131	Y 6	B 185	K 10		<table border="1"> <tr><td>C 100</td><td>R 0</td></tr> <tr><td>M 25</td><td>G 66</td></tr> <tr><td>Y 20</td><td>B 89</td></tr> <tr><td>K 65</td><td></td></tr> </table>	C 100	R 0	M 25	G 66	Y 20	B 89	K 65	
C 0	R 255																																																					
M 9	G 255																																																					
Y 80	B 79																																																					
K 0																																																						
C 0	R 255																																																					
M 18	G 207																																																					
Y 100	B 1																																																					
K 0																																																						
C 0	R 253																																																					
M 30	G 185																																																					
Y 100	B 19																																																					
K 0																																																						
C 70	R 0																																																					
M 0	G 191																																																					
Y 6	B 230																																																					
K 0																																																						
C 100	R 0																																																					
M 25	G 131																																																					
Y 6	B 185																																																					
K 10																																																						
C 100	R 0																																																					
M 25	G 66																																																					
Y 20	B 89																																																					
K 65																																																						
PMS 2718	<table border="1"> <tr><td>C 0</td><td>R 241</td></tr> <tr><td>M 50</td><td>G 144</td></tr> <tr><td>Y 95</td><td>B 39</td></tr> <tr><td>K 2</td><td></td></tr> </table>	C 0	R 241	M 50	G 144	Y 95	B 39	K 2		<table border="1"> <tr><td>C 0</td><td>R 222</td></tr> <tr><td>M 62</td><td>G 115</td></tr> <tr><td>Y 100</td><td>B 29</td></tr> <tr><td>K 10</td><td></td></tr> </table>	C 0	R 222	M 62	G 115	Y 100	B 29	K 10		<table border="1"> <tr><td>C 5</td><td>R 184</td></tr> <tr><td>M 80</td><td>G 71</td></tr> <tr><td>Y 100</td><td>B 27</td></tr> <tr><td>K 23</td><td></td></tr> </table>	C 5	R 184	M 80	G 71	Y 100	B 27	K 23		<table border="1"> <tr><td>C 45</td><td>R 126</td></tr> <tr><td>M 0</td><td>G 211</td></tr> <tr><td>Y 0</td><td>B 247</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 45	R 126	M 0	G 211	Y 0	B 247	K 0		<table border="1"> <tr><td>C 80</td><td>R 0</td></tr> <tr><td>M 0</td><td>G 185</td></tr> <tr><td>Y 0</td><td>B 242</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 80	R 0	M 0	G 185	Y 0	B 242	K 0		<table border="1"> <tr><td>C 100</td><td>R 0</td></tr> <tr><td>M 61</td><td>G 101</td></tr> <tr><td>Y 0</td><td>B 178</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 100	R 0	M 61	G 101	Y 0	B 178	K 0	
C 0	R 241																																																					
M 50	G 144																																																					
Y 95	B 39																																																					
K 2																																																						
C 0	R 222																																																					
M 62	G 115																																																					
Y 100	B 29																																																					
K 10																																																						
C 5	R 184																																																					
M 80	G 71																																																					
Y 100	B 27																																																					
K 23																																																						
C 45	R 126																																																					
M 0	G 211																																																					
Y 0	B 247																																																					
K 0																																																						
C 80	R 0																																																					
M 0	G 185																																																					
Y 0	B 242																																																					
K 0																																																						
C 100	R 0																																																					
M 61	G 101																																																					
Y 0	B 178																																																					
K 0																																																						
	<table border="1"> <tr><td>C 0</td><td>R 240</td></tr> <tr><td>M 85</td><td>G 78</td></tr> <tr><td>Y 85</td><td>B 55</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 0	R 240	M 85	G 78	Y 85	B 55	K 0		<table border="1"> <tr><td>C 0</td><td>R 217</td></tr> <tr><td>M 100</td><td>G 24</td></tr> <tr><td>Y 88</td><td>B 44</td></tr> <tr><td>K 9</td><td></td></tr> </table>	C 0	R 217	M 100	G 24	Y 88	B 44	K 9		<table border="1"> <tr><td>C 5</td><td>R 169</td></tr> <tr><td>M 100</td><td>G 17</td></tr> <tr><td>Y 85</td><td>B 36</td></tr> <tr><td>K 30</td><td></td></tr> </table>	C 5	R 169	M 100	G 17	Y 85	B 36	K 30		<table border="1"> <tr><td>C 80</td><td>R 0</td></tr> <tr><td>M 0</td><td>G 166</td></tr> <tr><td>Y 39</td><td>B 160</td></tr> <tr><td>K 10</td><td></td></tr> </table>	C 80	R 0	M 0	G 166	Y 39	B 160	K 10		<table border="1"> <tr><td>C 95</td><td>R 0</td></tr> <tr><td>M 0</td><td>G 118</td></tr> <tr><td>Y 45</td><td>B 112</td></tr> <tr><td>K 40</td><td></td></tr> </table>	C 95	R 0	M 0	G 118	Y 45	B 112	K 40		<table border="1"> <tr><td>C 100</td><td>R 0</td></tr> <tr><td>M 0</td><td>G 96</td></tr> <tr><td>Y 50</td><td>B 88</td></tr> <tr><td>K 55</td><td></td></tr> </table>	C 100	R 0	M 0	G 96	Y 50	B 88	K 55	
C 0	R 240																																																					
M 85	G 78																																																					
Y 85	B 55																																																					
K 0																																																						
C 0	R 217																																																					
M 100	G 24																																																					
Y 88	B 44																																																					
K 9																																																						
C 5	R 169																																																					
M 100	G 17																																																					
Y 85	B 36																																																					
K 30																																																						
C 80	R 0																																																					
M 0	G 166																																																					
Y 39	B 160																																																					
K 10																																																						
C 95	R 0																																																					
M 0	G 118																																																					
Y 45	B 112																																																					
K 40																																																						
C 100	R 0																																																					
M 0	G 96																																																					
Y 50	B 88																																																					
K 55																																																						
	<table border="1"> <tr><td>C 0</td><td>R 244</td></tr> <tr><td>M 35</td><td>G 179</td></tr> <tr><td>Y 12</td><td>B 187</td></tr> <tr><td>K 1</td><td></td></tr> </table>	C 0	R 244	M 35	G 179	Y 12	B 187	K 1		<table border="1"> <tr><td>C 0</td><td>R 238</td></tr> <tr><td>M 90</td><td>G 61</td></tr> <tr><td>Y 0</td><td>B 150</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 0	R 238	M 90	G 61	Y 0	B 150	K 0		<table border="1"> <tr><td>C 19</td><td>R 200</td></tr> <tr><td>M 100</td><td>G 22</td></tr> <tr><td>Y 4</td><td>B 135</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 19	R 200	M 100	G 22	Y 4	B 135	K 0		<table border="1"> <tr><td>C 42</td><td>R 161</td></tr> <tr><td>M 0</td><td>G 205</td></tr> <tr><td>Y 100</td><td>B 58</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 42	R 161	M 0	G 205	Y 100	B 58	K 0		<table border="1"> <tr><td>C 50</td><td>R 141</td></tr> <tr><td>M 0</td><td>G 198</td></tr> <tr><td>Y 100</td><td>B 63</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 50	R 141	M 0	G 198	Y 100	B 63	K 0		<table border="1"> <tr><td>C 80</td><td>R 22</td></tr> <tr><td>M 1</td><td>G 175</td></tr> <tr><td>Y 100</td><td>B 75</td></tr> <tr><td>K 0</td><td></td></tr> </table>	C 80	R 22	M 1	G 175	Y 100	B 75	K 0	
C 0	R 244																																																					
M 35	G 179																																																					
Y 12	B 187																																																					
K 1																																																						
C 0	R 238																																																					
M 90	G 61																																																					
Y 0	B 150																																																					
K 0																																																						
C 19	R 200																																																					
M 100	G 22																																																					
Y 4	B 135																																																					
K 0																																																						
C 42	R 161																																																					
M 0	G 205																																																					
Y 100	B 58																																																					
K 0																																																						
C 50	R 141																																																					
M 0	G 198																																																					
Y 100	B 63																																																					
K 0																																																						
C 80	R 22																																																					
M 1	G 175																																																					
Y 100	B 75																																																					
K 0																																																						
	<table border="1"> <tr><td>C 30</td><td>R 171</td></tr> <tr><td>M 100</td><td>G 26</td></tr> <tr><td>Y 0</td><td>B 125</td></tr> <tr><td>K 5</td><td></td></tr> </table>	C 30	R 171	M 100	G 26	Y 0	B 125	K 5		<table border="1"> <tr><td>C 50</td><td>R 128</td></tr> <tr><td>M 100</td><td>G 28</td></tr> <tr><td>Y 0</td><td>B 125</td></tr> <tr><td>K 15</td><td></td></tr> </table>	C 50	R 128	M 100	G 28	Y 0	B 125	K 15		<table border="1"> <tr><td>C 75</td><td>R 59</td></tr> <tr><td>M 100</td><td>G 2</td></tr> <tr><td>Y 0</td><td>B 86</td></tr> <tr><td>K 50</td><td></td></tr> </table>	C 75	R 59	M 100	G 2	Y 0	B 86	K 50		<table border="1"> <tr><td>C 15</td><td>R 165</td></tr> <tr><td>M 5</td><td>G 162</td></tr> <tr><td>Y 100</td><td>B 22</td></tr> <tr><td>K 30</td><td></td></tr> </table>	C 15	R 165	M 5	G 162	Y 100	B 22	K 30		<table border="1"> <tr><td>C 40</td><td>R 131</td></tr> <tr><td>M 27</td><td>G 131</td></tr> <tr><td>Y 100</td><td>B 41</td></tr> <tr><td>K 25</td><td></td></tr> </table>	C 40	R 131	M 27	G 131	Y 100	B 41	K 25		<table border="1"> <tr><td>C 40</td><td>R 88</td></tr> <tr><td>M 40</td><td>G 79</td></tr> <tr><td>Y 100</td><td>B 19</td></tr> <tr><td>K 55</td><td></td></tr> </table>	C 40	R 88	M 40	G 79	Y 100	B 19	K 55	
C 30	R 171																																																					
M 100	G 26																																																					
Y 0	B 125																																																					
K 5																																																						
C 50	R 128																																																					
M 100	G 28																																																					
Y 0	B 125																																																					
K 15																																																						
C 75	R 59																																																					
M 100	G 2																																																					
Y 0	B 86																																																					
K 50																																																						
C 15	R 165																																																					
M 5	G 162																																																					
Y 100	B 22																																																					
K 30																																																						
C 40	R 131																																																					
M 27	G 131																																																					
Y 100	B 41																																																					
K 25																																																						
C 40	R 88																																																					
M 40	G 79																																																					
Y 100	B 19																																																					
K 55																																																						

Applications

1. SMARTER PLANET ADVERTISING CAMPAIGN
2. POWERPOINT TEMPLATES
3. MERCHANDISE

1. SMARTER PLANET ADVERTISING CAMPAIGN

Marketing objectives:

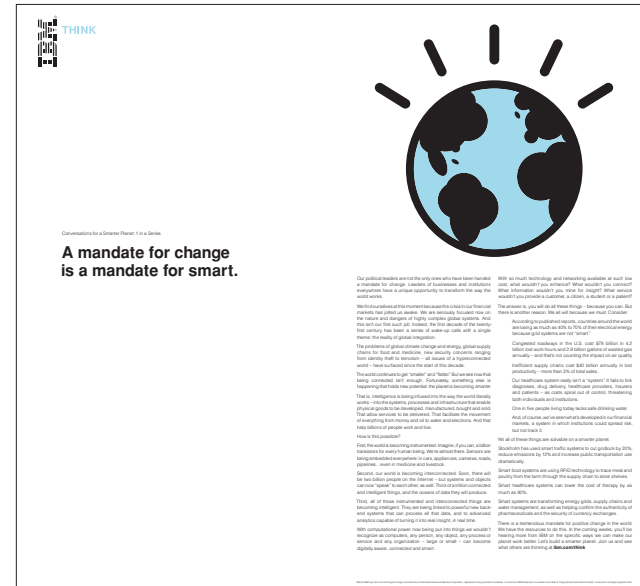
- Position IBM as the global business and technology leader that partners with the world's great governments, companies, thinkers and doers to change the way the world works.
- Develop a brand idea to launch IBM's smarter planet agenda, one that sets the premise and then demonstrates real and tangible ways IBM is helping to make the world work better. The idea should uniquely position IBM and be flexible enough to cross borders.

The creative idea:

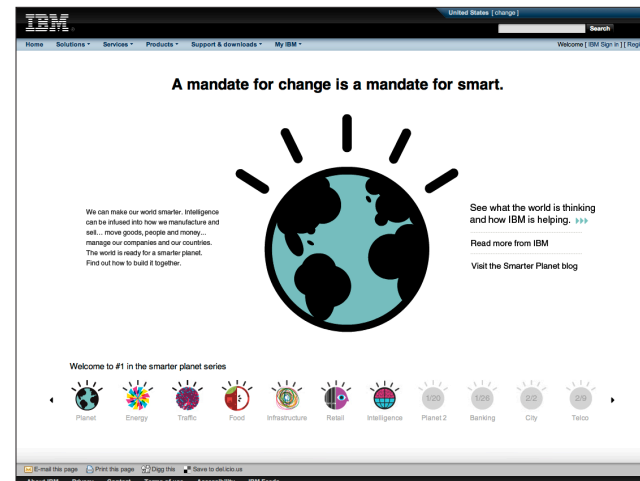
The smarter planet campaign uses compelling visuals and stats relative to industries that are experiencing inefficiencies. The copy speaks to how IBM's services and solutions can help turn these inefficiencies into opportunities to create sustainability and ultimately transform processes.

The campaign features a series of ads with support online, including web banners and a unique landing page with relevant content updated to each corresponding ad, including Utility, Traffic, Retail, Infrastructure, Food, Oil and Cities.

Launch advertising

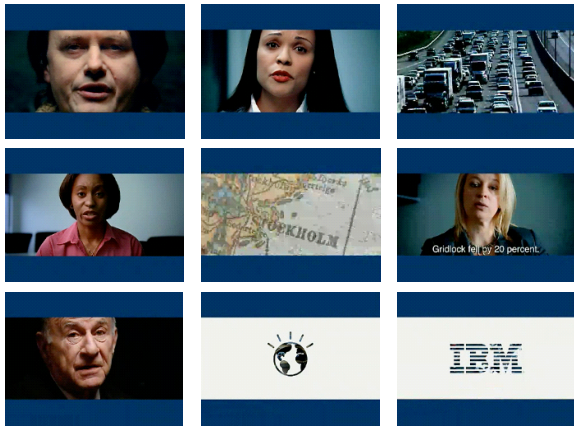


ibm.com/think landing page

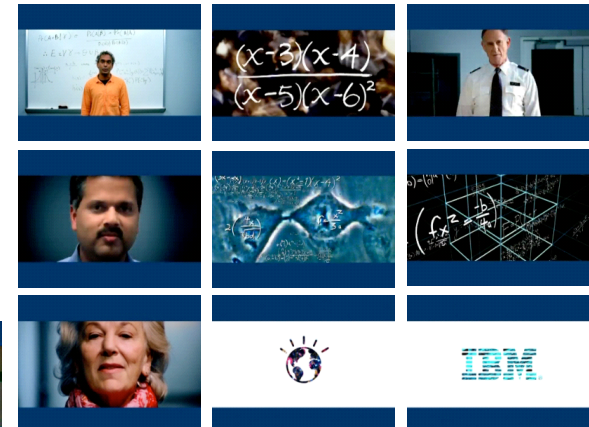


TV Spots – Connections

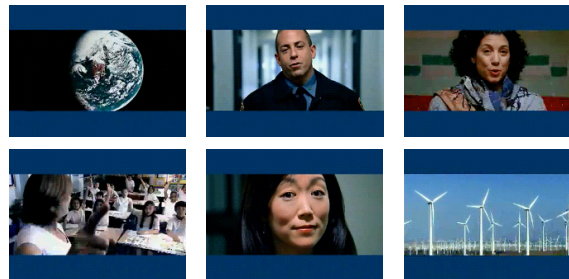
“Smarter traffic”



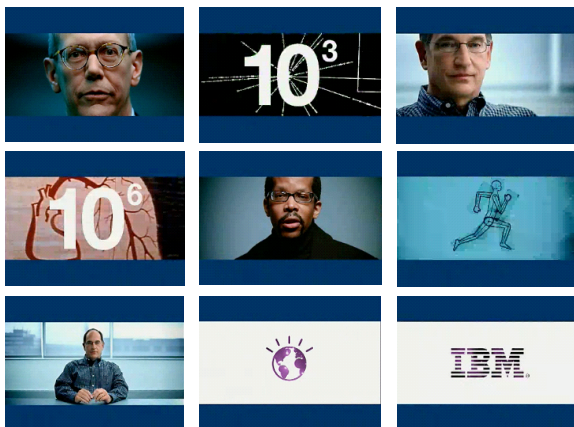
“Smarter math”



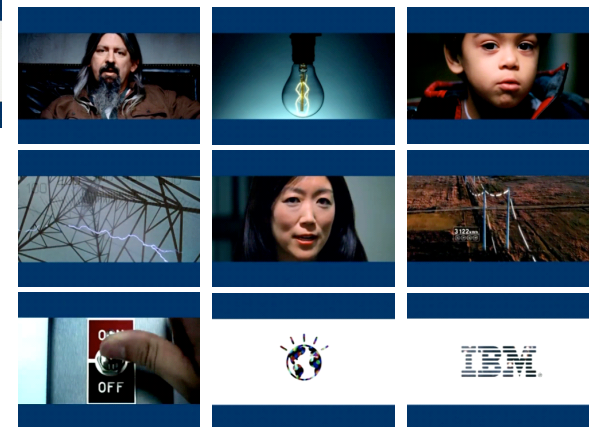
“Smarter way”



“Smarter petaflop”

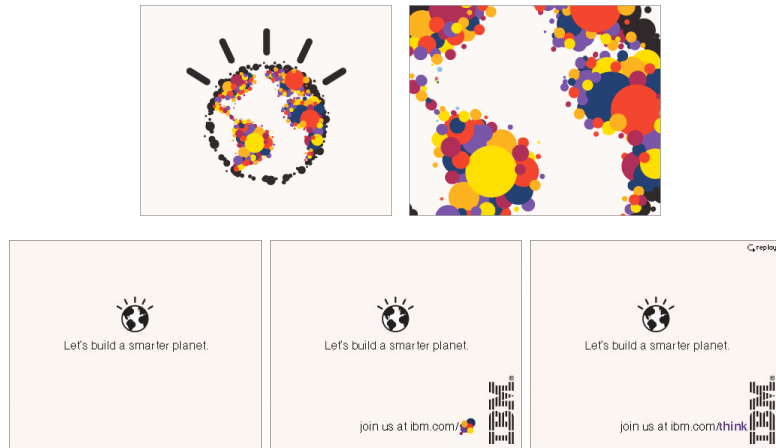


“Smarter grid”

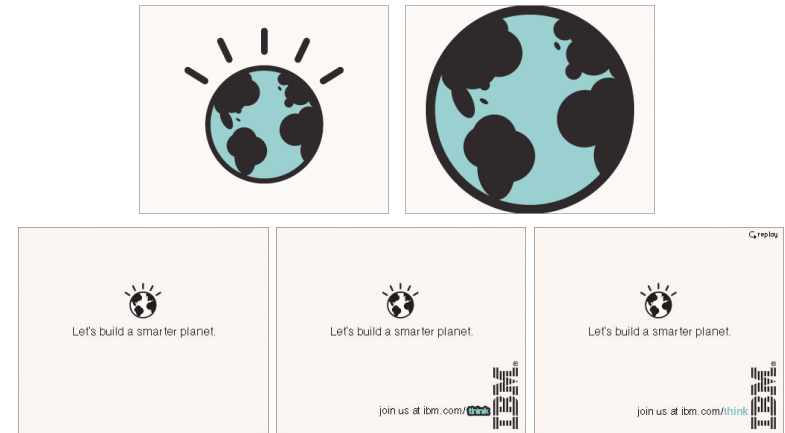


Web banners

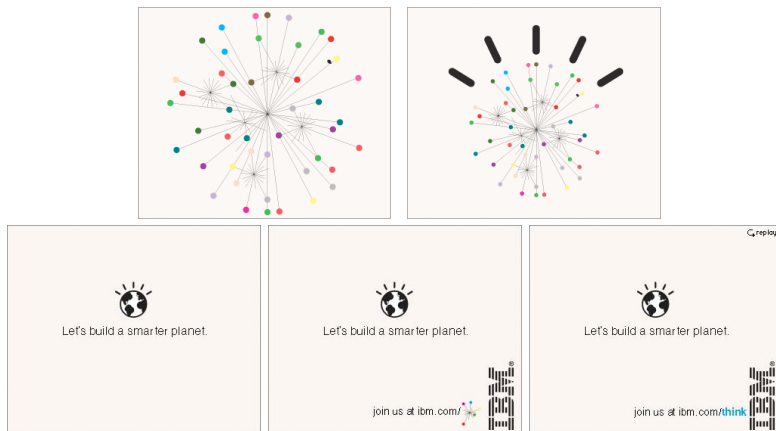
Concept 1



Concept 2



Concept 3




Provocative statements



Op Ads

Conversations for a Smarter Planet: 2 in a Series



Smarter power for a smarter planet.

For most of the last century, our electrical grids stood as an engineering marvel of the modern age and a global symbol of progress. The cheap, abundant power they brought changed the way the world worked – filling homes, streets, businesses, towns and cities with energy.

But today's electrical grids reflect a time when energy was cheap, their impact on the natural environment wasn't a priority and consumers weren't even part of the equation. Back then, the power system could be centralized, closely managed and supplied by a relatively small number of large power plants. It was designed to distribute power in one direction only – not to manage a dynamic global network of energy supply and demand.

As a result of inefficiencies in this system, the world's grids are now incredibly wasteful. With little or no intelligence to balance loads or monitor power flows, they lose enough electricity annually to power India, Germany and Canada combined for an entire year. If the U.S. grid alone were just 5% more efficient, it would be like permanently eliminating the fuel and greenhouse gas emissions from 53 million cars. Billions of dollars are wasted every day generating energy that never reaches a single lightbulb.

Fortunately, our energy can be made smart. It can be managed like the complex global system it is.

We can now instrument everything from the meter in the home to the turbines in the plants to the network itself. In fact, the intelligent utility system actually looks a lot more like the Internet than like a traditional grid. It can be linked to thousands of power sources – including climate-friendly ones like wind and solar. All of this instrumentation generates new data, which advanced analytics can turn into insight, so that better decisions can be made in real time. Decisions by individuals and businesses on how they can consume differently. Decisions by utility companies on how they can better manage loads. Decisions by governments and societies on how to preserve our environment. The whole system can become more efficient, reliable, adaptive... smart.

Smart grid projects are already helping consumers save 10% on their bills and reduce peak demand by 15%. Imagine the potential savings when this is scaled to include companies, government agencies and universities.

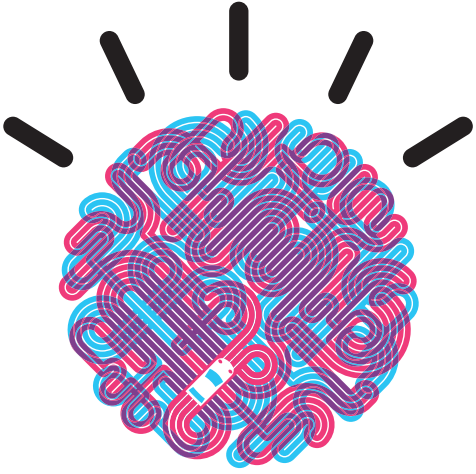
IBM scientists and industry experts are working on smart energy solutions like these around the world. We're working with utility companies globally to accelerate the adoption of smart grids to help make them more reliable and give customers better usage information. We're working on seven of the world's 10 largest automated meter management projects. We're even exploring how to turn millions of future electric vehicles into a distributed storage system, so excess power can be harnessed and returned to the system.

Our electrical grids can be a symbol of progress again – if we imbue the entire system with intelligence. And we can. Let's build a smarter planet. Join us and see what others are thinking at ibm.com/think

THINK

IBM, the IBM logo and ibm.com are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. A subset of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/copyright.

Conversations for a Smarter Planet: 3 in a Series



The roads to a smarter planet.

In 2007, the world crossed an epochal threshold. For the first time in history, the majority of the human population lived in cities. And this urbanization is accelerating. By 2010, there will be 59 metropolitan areas with populations greater than five million – up 50% from 2001.

Many of those city dwellers will be driving cars, and the products they consume will be arriving in trucks. So if you think your day is plagued by gridlock now, what might the future hold?

Quite simply, our transportation infrastructure and management approaches can't handle the world's traffic. In the U.S. alone, 3.7 billion hours are lost every year to people sitting in traffic, and 2.3 billion gallons of fuel – enough to fill 58 supertankers – burn needlessly, at a cost to the economy of \$78 billion per year.

This isn't smart – but it can become so. The systemic nature of urban transportation is also the key to the solution. We need to stop focusing only on pieces of the problem: adding a new bridge, widening a road, putting up signs, establishing commuter lanes, encouraging carpooling or deploying traffic copiers.

Instead, we need to look at relationships across the entire system and all the other systems that are touched by it: our supply chains, our environment, our companies... the way people and cities live and work. Traffic isn't just a line of cars: it's a web of connections.

"Smart traffic" isn't yet the norm, but it's not some far-off vision of tomorrow. In many places, IBM is helping to make it happen today.

In Stockholm, a dynamic toll system based on the flow of vehicles into and out of the city has reduced traffic by 20%, decreased wait time by 25% and cut emissions by 12%. In Singapore, controllers receive real-time data through sensors to model and predict traffic scenarios with 90% accuracy. And in Kyoto, city planners simulate large-scale traffic situations involving millions of vehicles to analyze urban impact.

All of this is possible because cities can infuse intelligence into their entire transportation system – streets, bridges, intersections, signs, signals and tolls – which can all be interconnected and made smarter. These new traffic systems can improve drivers' commutes, give better information to city planners, increase the productivity of businesses and raise citizens' quality of life. They can reduce congestion, shrink fuel use and cut CO₂ emissions.

Our rapidly urbanizing planet depends on getting people and things from here to there. In the 20th century, that meant freeways from state to state and nation to nation. In the 21st century, "smart" traffic systems can be the new milestone of progress.

Let's build a smarter planet. Join us and see what others are thinking at ibm.com/think

THINK

IBM, the IBM logo and ibm.com are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. A subset of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/copyright.

Op Ads

Conversations for a Smarter Planet: 4 in a Series

Setting the table for a smarter planet.

How do we put food on our tables? Once, people simply relied on their local farmers. Today, we depend on a global web of growers, fisheries, packers, shippers, manufacturers, retailers as well as government and industry bodies.

As the world becomes smaller and "flatter," countries that at one time seemed distant are now primary sources of our food supply. Many of those countries do not have consistent standards for quality, process and accountability. Additionally, this complex system impacts and is impacted by other global systems—from energy to climate to healthcare to trade.

The result is a whole host of inefficiencies arising from issues of scarcity, safety, sustainability and cost. And an opportunity for our food system to get a lot smarter.

We need to make sure our food system is safe. In the U.S. alone, 76 million cases of food-borne illnesses occur each year. Imports account for nearly 60% of the fruits and vegetables we consume, and 75% of the seafood. Yet only 1% of those foods are inspected before they cross our shores.

We need it to be affordable. Consumer product firms and retailers lose \$40 billion annually, or 3.5% of their sales, due to supply chain inefficiencies. And the true cost of food production can't always be captured in dollars. Sixty years ago, we could create a calorie of food with less than half a calorie of fossil fuel. Today, a single calorie of modern supermarket food requires 10 calories of fossil fuel to produce.

And we need to make it more sustainable and efficient. Rising fuel costs are making it increasingly difficult to get enough food to the populations that have come to depend on distant producers. At the same time, 30% of the food purchased in developed nations ends up going to waste.

Trying to manage these problems in isolation is no longer an option. Fortunately, a smarter global food system—one that is more connected, instrumented and intelligent—is at hand. For example, IBM is helping Norway's largest food supplier use RFID technology to trace meat and poultry from the farm through the supply chain to the store shelf.

We're also collaborating with some of the world's leading retailers and manufacturers to create software solutions that can more efficiently integrate product demand with supply replacements, and help dramatically cut time, cost, waste and out-of-stock conditions. And in response to the global hunger crisis, IBM scientists are helping to develop stronger strains of rice that could produce crops with much larger, more nutritious yields.

A smarter food system means end-to-end viability across the entire global supply chain. So scarce resources can be more thoughtfully managed. So people can have more confidence in the quality of their food. So the whole world can put healthy meals on the table. Let's build a smarter planet. Join us and see what others are thinking at ibm.com/think

THINK

IBM, the IBM logo and IBM are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. A variety of IBM trademarks is available on the Web. © Copyright and trademark information © www.ibm.com/copywrite/usa/0408

Conversations for a Smarter Planet: 5 in a Series

How we can make our smart systems smarter.

Over the past few weeks, IBM has used this space to explore the possibilities that are emerging from a smarter planet. By "smarter" we mean a world where digital intelligence can be embedded not just in individual things, but also across entire systems, impacting everything from traffic flows to electric power to the way our food is grown, processed and delivered.

But you might be surprised to learn that information technology—which ought to be the smartest aspect of the planet—is itself in need of an intelligence makeover.

It's not a problem with the technology per se. Servers, storage, PCs, software, networking gear and the Internet will all continue to become more powerful, affordable and available. And according to IDC, data volumes and network bandwidth are expected to grow ten-fold in the next three years.

The problem is how all this technology is currently configured into systems: The way data centers are designed and operated. The way applications are developed and deployed. The way PCs and servers are managed, upgraded and kept secure. The fact is, the IT systems that underpin so much of how the world works must become much smarter.

How much smarter? The average commodity server rarely uses more than 6% of its available capacity in some organizations, as many as 30% of servers aren't utilized at all; they simply waste energy and valuable data center space. IT energy consumption is expected to double in the next five years. In some cases, nearly 70% of companies' IT budgets can be devoted to managing, maintaining, securing and upgrading their systems rather than building new capabilities, services and applications.

And consider what's coming: hundreds of billions of smart things—sensors, cameras, cars, shipping containers, intelligent appliances, RFID tags by the hundreds of millions—all becoming interconnected. This will enable new, highly flexible ways of interacting with customers, employees, patients and citizens from any device, anywhere. The resulting volume of data promises insight and intelligence to solve some of our biggest problems—but only if we can process and make sense of it in real time.

If we are going to realize the enormous potential of a smarter planet, we have to reinvent the IT of the 21st century in the same way that we industrialized our factory floors in the 20th—making it more efficient, more dynamic, less complex and less costly.

Fortunately, smarter computing models are at hand. With "service oriented" software, companies can unlock business services from the underlying technology, so their software can be changed and reused flexibly—at a fraction of the cost of developing it from scratch. Virtualization can help companies reinvent their data centers, eliminating up to 70% of their servers and 80% of their floor space. Service management software can orchestrate all of these systems from one place, while letting IT users serve themselves, cutting administrative costs. Together, these new capabilities enable "cloud computing," a new way of looking at IT as a distributed capability, which can be tapped into simply and easily.

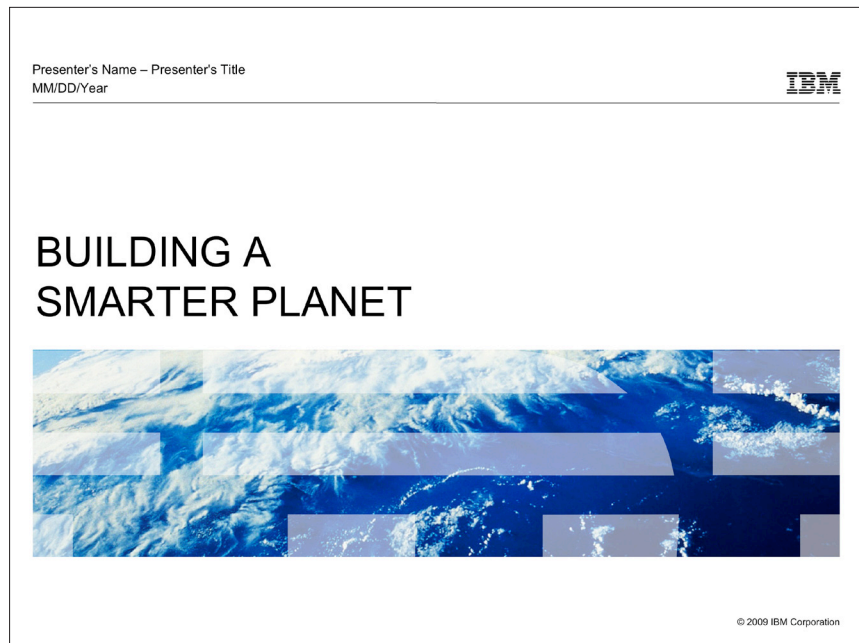
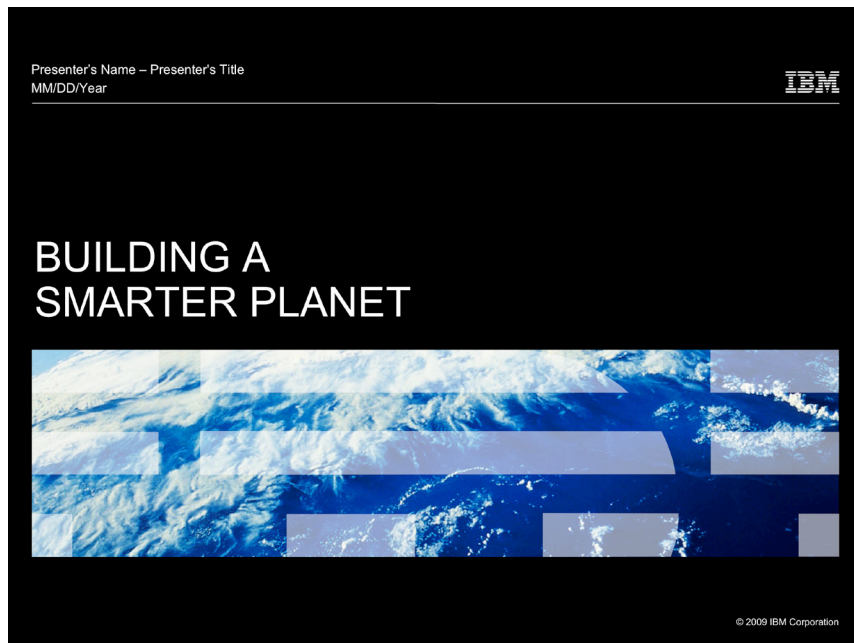
Information technology has taken us a long way in the past 50 years. But seizing the opportunities before us will depend on more than intelligent machines. It will depend on spreading intelligence across our technology infrastructures. Let's build a smarter planet. Join us and see what others are thinking at ibm.com/think

THINK

IBM, the IBM logo and IBM are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. A variety of IBM trademarks is available on the Web. © Copyright and trademark information © www.ibm.com/copywrite/usa/0408

2. POWERPOINT TEMPLATES

The standard IBM presentation template is being redesigned to be in alignment with the new visual direction of the brand. This presentation template can be used for smarter planet communications. These templates are being finalized and will be made available on Presentation Central shortly.



3. MERCHANDISE

No individual business unit, function or country team should produce their own smarter planet merchandise.

A global program for merchandise is currently in development.

Frequently asked questions

1. NAMES AND TAGLINES
2. MARKETING MATERIALS
3. PRESENTATIONS AND EVENTS
4. GENERAL WORD USAGE

1. NAMES AND TAGLINES

Q. Is there any work being done to align our solution names with the smarter planet messaging? If we wanted to pursue this further, where would we start?

A. We are not approving any names for IBM offerings/services that include the words “smart” or “smarter.” There is a concern that these words could be so overused it would render them meaningless. There are also trademark/IP issues being worked through right now in regards to the use of those words. Please refrain from renaming any existing IBM offerings/services. If you have any questions, please contact the Corporate Naming team at Brand Strategy/Armonk/IBM@IBMCA.

Q. Can we use “Think” in the creation of names related to the smarter planet agenda?

A. “Think” is the motto of the company and therefore is a protected word to avoid inappropriate use or overuse. “Think” cannot be used in any IBM name without the approval of Corporate Naming.

Q. Can we use “smarter planet” as a tagline if it is in a complete sentence?

A. We are considering the use of taglines in support of our smarter planet agenda, but you should not create your own.

As the guidance document suggests, you can use the phrase “smarter planet” in the context of a larger conversation as long as it is not differentiated in font or type style (italics, bold, underlined, etc.).

2. MARKETING MATERIALS

Q. To promote the smarter planet agenda internally, we'd like to create a series of posters and banners using the icons to put in our buildings and workspaces. Could we get high resolution files of the icons?

A. For now, we recommend that you use only one icon...the original smarter planet icon. The other icons represent different aspects of a smarter planet. They are not intended to be used in association with any particular IBM organization or offering. Unless we can see an example of how you'd like to use those other icons, we recommend that you refrain from using them for now. There will be many other visual assets to support our smarter planet agenda, such as photography, new content templates and other visuals, and they will be available some time in the first quarter.

Q. How do we apply "smarter planet" to marketing materials such as banners which do not include large blocks of copy?

A. Statements on banners should not speak about specific offerings. We can discuss how we enable industries and aspects of business and society to be smart...but not that we create smart offerings. Refer to pages 8 and 9 for examples of how the words "smart" and "smarter" can be used as descriptors.

Q. Do you have any particular guidance to the IMT teams if they are creating their own banners and branding for local markets/themes?

A. In the very near future, we will be insisting on more consistency across the business units and IMTs in how we represent the brand (both internally and externally). We're preparing some overall guidance on typography, color palette and photo direction. That's not to say that within those parameters there couldn't be some differences... but we no longer want to have completely different looks and feels being produced by independent teams across the company. This is a natural part of our effort to market IBM and build the brand to all of our constituents around the world. Some simple things they can do for now is to use Helvetica Neue as a standard typeface. We will also have a serif typeface selected soon...but until that is decided, for now, it might be best to use Helvetica Neue. They should not create new identities or logos to represent IBM organizations or programs (both internal and external ones). And they should begin to retire any identities or logos that exist currently.

3. PRESENTATIONS AND EVENTS

Q. If I use the phrase “smarter planet” in a speech, will I run into any legal trademark issues?

A. As long as the phrase is not set off in any special way from the rest of the content (i.e. capitalizing, bolding or italicizing the words) and is used as part of a logical train of thought in the text, it should be fine. Be particularly careful of how the words appear on presentation slides.

Q. We're planning an industry event, and we'd like to use one of the smarter planet icons as the core visual for the stage and kiosk design. Will that be ok?

A. Consider the strategic intent of the event and how the design for the displays, stage and collateral will support that. Does the content of your event support IBM's smarter planet agenda? If it doesn't, consider how it could be more strongly incorporated into your message and agenda. If the content doesn't directly support the agenda, you should not use the smarter planet icons, language or other visual assets. Also keep in mind that the icons on their own do not telegraph enough of the content behind the agenda to be effective in getting your ideas across about what IBM can do. The icons are really just intended to be one visual element, but not necessarily the central visual element to help communicate what we mean by a smarter world.

4. GENERAL WORD USAGE

Q. Are there specific situations where we should use “smart” as opposed to “smarter?”

A. You really have to think about the words “smart” and “smarter” as descriptors. Does an industry or an aspect of business and society truly reflect IBM’s definition of a smarter world (see page 6)? If it can be described that way, then consider the context of the conversation and chose the appropriate word. You can see examples of the use of both words on pages 8 and 9.

Q. Can we use the phrase “smarter planet” and the icons in blogs?

A. All IBM blogs, wikis and social networking spaces should abide by the IBM usage guidelines established for our smarter planet agenda.

Key contacts

For additional information please contact the following people in IBM Marketing and Communications:

Jennifer Ahearn – Advertising

jahearn@us.ibm.com

Teresa Yoo – Branding and Messaging

tyoo@us.ibm.com

Randy Golden – Identity and Design

rgolden1@us.ibm.com

David McGorry – Naming

mccorry@us.ibm.com

Huda Mohamed – Naming Submissions/Review

mohamed@ca.ibm.com