

Introduction	3	Mark Usage (continued)	
		Color palette	46
Business Partner Levels	4	Positive and negative marks	47
		File formats	48
Business Partner Marks	5	Achievements—IBM legal attributions	49
The Business Partner level marks	7		
Business Partner mark—trademark attribution	8	Award Marks	50
Achievements	9	Usage	51
Competency mark	12	Applications	53
Authorization mark	13		
Approved Marketplace mark	14	Mark Generator Tool	54
Distributor mark	15	How to use the Mark Generator tool	55
Validated Solution mark	16		
Using the IBM Business Partner title	17	Business Partner Certificates	58
		Certificate types	59
Mark Usage	18	Usage	62
Basics	19	How to use the Business Partner Certificate Generator	63
Mark-to-company-logo size relationship	23		
Mark-to-other-partner-mark size relationship	27	Legal Requirements and Key Contacts	64
Use of registered trademark symbols	31		
Spacing and placement of the marks	32		
Scale and resizing	36		
Mark as a linking device	40		
Achievements—events and signage	41		
Listing achievements	42		
Achievements—web usage	45		

The IBM® Business Partner identity system identifies that your business shares IBM's vision of bringing a new level of intelligence to how the world works—how every person, business, organization, government, natural system and man-made system interacts. Each step along the way represents a chance to do something better, more efficiently and more productively. As systems become smarter, meaningful new possibilities for progress are created, along with unprecedented opportunities for teaming and collaboration.

When you join IBM PartnerWorld® and begin collaborating with IBM, the **Business Partner identity system** allows you to convey this special relationship to your clients, network and suppliers, and highlights your company's dedication to the pursuit of excellence and commitment to innovative technological solutions. The identity system is made up of Business Partner marks and certificates.

Following these guidelines for correct application of the Business Partner identity system elements will ensure consistent and professional application of the relationship in all visual environments, from signage to printed collateral, to web and other digital uses.

IBM PartnerWorld is the organizing framework for delivering valuable benefits to help you succeed in the marketplace and strengthen our relationship. A Business Partner joins PartnerWorld at the Member level and may achieve **Silver, Gold** or **Platinum** levels of membership. Each level conveys positive associations and benefits of your relationship with IBM.

Various achievements can be realized that provide details on your IBM authorizations, Competency and awards. These designations recognize your company's accomplishments as well as advancement in the program, and call attention to areas of expertise, proficiency and even awards.

The IBM Business Partner marks are designed to represent the value of your Business Partner collaboration with IBM, and signify expertise and initiative in earning status through merit and demonstrated accomplishments. As a distinct part of IBM's visual identity, the Business Partner marks validate and highlight these relationships, communicate access and connection to IBM, and authenticate Business Partners in the minds of their clients—pairing the Business Partners' marks with one of the planet's most recognizable logotypes.

Using the appropriate mark in your communications highlights your relationship with IBM; experience proves that displaying these marks can reinforce a client’s decision to do business with you. These guidelines illustrate the proper use of the IBM Business Partner marks in advertising, digital marketing, marketing materials and other business communications. Illustrations of do’s and don’ts provide examples of correct usage, and help you learn to recognize and avoid instances where usage is not properly following the guidelines.

Trademark supplement

Business Partners will be sent and must electronically accept the terms of the IBM PartnerWorld Agreement - International Attachment for the Use of IBM Trademarks and mark-specific supplement to authorize use of Business Partner marks. The attachment and mark-specific supplement define the terms (location and duration) of your company’s use of the appropriate IBM trademark. Only after these steps are completed will the Business Partner be able to download artwork from the Business Partner Mark Generator tool.

Please be sure you have reviewed and understand the terms of the license and this guidelines document before applying the mark. Any questions should be directed to pwben@us.ibm.com.

Important reminder regarding use of the IBM logo registered trademark and the Business Partner mark
The **IBM 8-bar logo** is IBM’s identity mark and a registered trademark of the IBM Corporation. It enjoys great acclaim as one of the most respected logos worldwide. It is reserved for use only by IBM and is rarely available for use by Business Partners as an identity mark. One exception to the non-use of the IBM logo is if IBM is a formal sponsor of a Business Partner event. Any request to use the IBM 8-bar logo must be submitted by an IBM employee through the IBM Logo Request tool. For questions about use of the IBM logo, contact [Partner Support Desk](#) for your country.

The **IBM Business Partner mark** was developed specifically to indicate the relationship Business Partners have with IBM. The mark contains the IBM logo, but it also clearly states “Business Partner.” It is the Business Partner’s responsibility to comply with IBM marketing guidelines and to ensure proper use of the Business Partner mark, IBM trademarks and copyrights. IBM may not reimburse expenses for marketing materials or promotional items that fail to comply with the guidelines.

[See the Usage section](#) for complete details of the correct usage of the marks.



The Businesss Partner level marks

There are four types of base marks available for use by eligible Business Partner companies:

- A IBM Platinum Business Partner
- B IBM Gold Business Partner
- C IBM Silver Business Partner
- D IBM Business Partner

If you have qualified for a Business Partner membership mark, you may access the mark via the Business Mark Generator tool at ibm.com/partnerworld/bpmarks.



IBM Platinum Business Partner mark
Details on the Competencies and sales success required for the Platinum level are available on the PartnerWorld website.



IBM Gold Business Partner mark
Details on the Competencies and sales success required for the Gold level are available on the PartnerWorld website.



IBM Silver Business Partner mark
Details on the capabilities required for the Silver level are available on the PartnerWorld website.



IBM Business Partner mark
The generic Business Partner mark may be used by **Silver, Gold** and **Platinum** Business Partners, as needed, for specific marketing materials.

Business Partner mark—trademark attribution

The letters “IBM” are a registered trademark. If other IBM trademarks are referenced in text, a registered trademark (®), unregistered trademark (™) or an asterisk (*) should be placed adjacent to them. The marks will show the registration symbol for the IBM logo in each mark. A footnote/attribution must appear on all materials to identify the trademark and must follow the approved IBM trademark language provided.

The first reference in text to all IBM product and service names should be preceded by “IBM” and followed by the proper trademark symbol.

The first use of each IBM trademark mentioned in communications must be identified in the footnote/attribution.

The marked (*) terms are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide. Additional information about IBM trademarks is available at ibm.com/legal/us/en/copytrade.shtml.

Footnote/attribution:

IBM Platinum Business Partner mark

The IBM logo and the IBM Platinum Business Partner mark are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide.

IBM Gold Business Partner mark

The IBM logo and the IBM Gold Business Partner mark are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide.

IBM Silver Business Partner mark

The IBM logo and the IBM Silver Business Partner mark are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide.

IBM Business Partner mark

The IBM logo and the IBM Business Partner mark are trademarks of International Business Machines Corporation, registered in many jurisdictions worldwide.

Achievements

Achievements are enhancements to the base Business Partner mark that can be leveraged to represent specific Competencies, authorizations or awards. They demonstrate the breadth and depth of your relationship with IBM and your specific areas of expertise. The various achievements available are outlined in the table.

Depending on the medium and the marketing situation, you can use the base mark, or add some or all of your achievements. The Business Partner Mark Generator tool enables you to select just the ones you want and tailor the mark for a particular use.

Competency achievements enable Business Partners to align their capabilities with specific areas of the IBM portfolio so they can differentiate themselves in the market, aid in increasing profitable opportunities and grow their business.

Authorization achievements identify Business Partners that have specific agreements to resell specific IBM software, systems, storage and services products.

Validated Solution marks are connected to specific validated solutions and should be utilized when promoting that solution.

Award marks are announced at select IBM events. They serve as special recognition of success in particular solution areas.

Achievements

Competency	Competencies are high-value capabilities that are essential for driving clients into the digital era. By mastering these Competencies, you can offer clients unmatched value that generates business growth and revenue.
Authorizations	Authorizations provide Business Partners the ability to distribute or resell software, systems or storage products. IBM remarketers are expected to invest in extensive IBM product training and education and to meet minimum IBM revenue objectives.
Business Partner Innovation Center	Business Partner Innovation Centers (BPICs) are ideal venues for Business Partners to showcase their industry-leading solutions and new technologies. These centers are owned and operated by IBM Platinum or Gold Business Partners who provide local delivery of complex solutions to clients (North America only).
Validated Solution	Earn the right to display specially designed IBM marks in the packaging and marketing materials of your qualified offerings. These licensed marks help identify and promote your software, hardware, services, or technology solution as a qualified offering that has met compatibility and integration specifications established by IBM.

Awards

Beacon, Excellence	IBM awards provide an excellent vehicle for Business Partner recognition of success.
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Achievements

Distributors

The mark for Distributors includes “IBM Business Partner” and various achievements identifying what is eligible to resell to Business Partners. Examples of achievements include systems, storage, etc.

Distributors entitled to create marks with achievements may only apply these marks in communications directed to their Business Partner audiences. The achievement(s) earned as a distributor may not be used in materials targeted to end-user customers.

A stand-alone “Distributor” mark is also available to eligible partners.

Achievement—Global Training Provider

The mark for global training providers includes “IBM Business Partner” and identifies the select group of Business Partners that have been granted designation as training providers. Downstream training partners are **not** eligible for this mark.

Achievements

Distributors	Distributors provide valuable service and support to downstream Business Partners that sell IBM products.
Global Training Provider	A select few Business Partners are identified as Global Training Providers. They have multiple downstream partners that provide training to clients, other Business Partners, and IBM.

Achievements

How to display achievement marks

A Business Partner can display as few or as many earned achievements as desired, along with the appropriate level base mark, to showcase the Business Partner’s areas of expertise and accomplishment. The examples show just two possible combinations of base marks plus achievements.

How to gain access to Business Partner marks

Access to the Business Partner mark is set automatically according to your membership level and your achievement entitlements, aligned to your profile in the PartnerWorld Profile System.

If you are not eligible for any marks, no marks will be visible to select when you access the tool.

Process to download the mark

When an achievement is earned, the IBM Primary Relationship Contact of the Business Partner will receive a congratulatory email with an attached trademark supplement. Once that supplement is electronically accepted, the achievement mark is available to download from the Business Partner Mark Generator tool: ibm.com/partnerworld/bpmarks.

Achievement mark examples

<div><div>Gold</div><div>Business Partner</div></div>	<div><div>IBM</div></div>	<div><div>Gold</div><div>Business Partner</div></div>	<div><div>IBM</div></div>
<div><div>Competency</div><div>Banking and Financial Services</div></div>		<div><div>Beacon Award</div><div>Winner 2020</div></div>	
<div><div>Beacon Award</div><div>Winner 2020</div></div>			

Competency mark

PartnerWorld Competencies provide high-value capabilities to differentiate your solutions and services.

Select one or more of your Competencies to list with your Business Partner mark.

As appropriate, include other achievements, such as an award.

Competency mark examples



<div><div><div></div><div>Gold Business Partner</div></div><div><div>Competency Banking and Financial Services Industrial and Manufacturing</div></div></div>	<div><div><div></div><div>Gold Business Partner</div></div><div><div>Competency Banking and Financial Services Industrial and Manufacturing</div></div></div> <div><div>Beacon Award Winner 2020</div></div>
---	---

Authorization mark

Authorizations identify Business Partners that have specific agreements to resell IBM products, e.g., your validated software, hardware, services, content or technology solution as a qualified offering that has met compatibility and integration specifications established by IBM.

All the standard basic mark usage guidelines in the Usage section apply.

Authorization mark examples

<div><div></div><div>Gold Business Partner</div></div>	<div><div></div><div></div></div>	<div><div></div><div>Silver Business Partner</div></div>	<div><div></div><div></div></div>
<div><div></div><div>Authorized Systems and Storage IBM Z Power Systems Services Storage</div></div>	<div><div></div><div>Authorized Software</div></div>		

Approved Marketplace mark

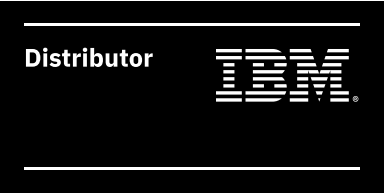
The Approved Marketplace mark helps you identify and promote your digital marketplace platform, which has been approved to resell and provide IBM digital offerings.



Distributor mark

Distributors can use this stand-alone mark to display their IBM relationship.

Specific distribution authorizations, e.g., Software, Systems, Storage, can be listed with the “IBM Business Partner” mark.



Authorized Distributor
IBM Z
Power Systems
Services
Software
Storage

Validated Solution mark

The achievement “Ready for” marks can help you identify and promote your software, hardware, services, content, or technology solution as a qualified offering that has met compatibility and integration specifications established by IBM.

The Validated Solution mark is used as a stand-alone achievement in conjunction with information about the qualifying solution. It **cannot** be combined with other “Ready for” achievements, or other Competencies, authorizations, or awards in a single mark, or used in a signature position or as a relationship mark in a communication.

The Validated Solution mark must be positioned near the information detailing the solution.

All the standard basic mark usage guidelines in the Usage section apply.



Ready for IBM Cloud



Ready for IBM Cloud



Ready for IBM Cloud

Using the IBM Business Partner title

When using the “IBM Business Partner” name in text, use this naming structure:

- IBM (Level) Business Partner
- IBM Platinum Business Partner
- IBM Gold Business Partner
- IBM Silver Business Partner
- IBM Business Partner

For Business Partners not eligible for the Business Partner mark, use “IBM Business Partner” in text.

The Business Partner name in communications

The Business Partner name may be used only within the text copy of your communication. For example, the name may be used in body copy for proposals, advertisements and web pages, or on business cards or other textual applications. Use in web page banners, domain/URL names, letterheads, advertising headlines, and other such applications is not permitted.

You may use the Business Partner name only in the text of communications that address activities you perform as an IBM Business Partner: marketing, selling, fulfilling IBM products and services, or influencing the sale of such.

The Business Partner name may not be used in a prospectus, or in an IPO solicitation, or to convey the impression of joint ownership, sponsorship, or a legal partnership affiliation with IBM.

Use of the full name in communications

The full name only needs to be used the first time in each written communication. For subsequent appearances, a shorter reference may be used. For example, instead of “IBM Gold Business Partner,” you may use simply “Business Partner.”

The term “Business Partner” should always be part of the reference, and the “B” and “P” must be capitalized. The Business Partner name should not be stylized nor developed into a logo or mark.

Guidelines for use on the web

Business Partners may use their Business Partner names in web copy in accordance with these guidelines. Business Partner names may not be used in page banners or as part of a domain or URL name. In addition, Business Partners may not send unsolicited mailings over the internet in which the name “IBM Business Partner” or the IBM Business Partner relationship or the IBM Business Partner mark is referenced or used.

The following usage guidelines apply to all Business Partner marks regardless of media, and supersede all previously published guidelines.

Basics

DO

- Use marks as provided, without alteration.
- Use the mark in all possible marketing vehicles to promote your IBM relationship.

DON'T

- Distort or skew the mark in any way.
- Change the typeface, size and position of the typography within the mark.
- Recolor any of the elements contained within the mark.
- Recolor the background to anything other than the provided white or black.
- Position the mark on an angle.
- Add more typography to the mark.
- Use the mark on a busy background.
- Use the mark on a background with insufficient contrast.

General

DO



DON'T



Don't distort the mark by scaling it at unequal horizontal and vertical percentages.

Don't recolor any of the elements contained with the mark.



Don't position the mark on a slant.

Don't skew the mark in any way.



Don't change the typefaces or the lines used inside the mark.

Don't alter the position of the typography and IBM logotype within the mark.



Don't add additional typography to the mark.



Don't use the mark on a busy background.

Basics

DO

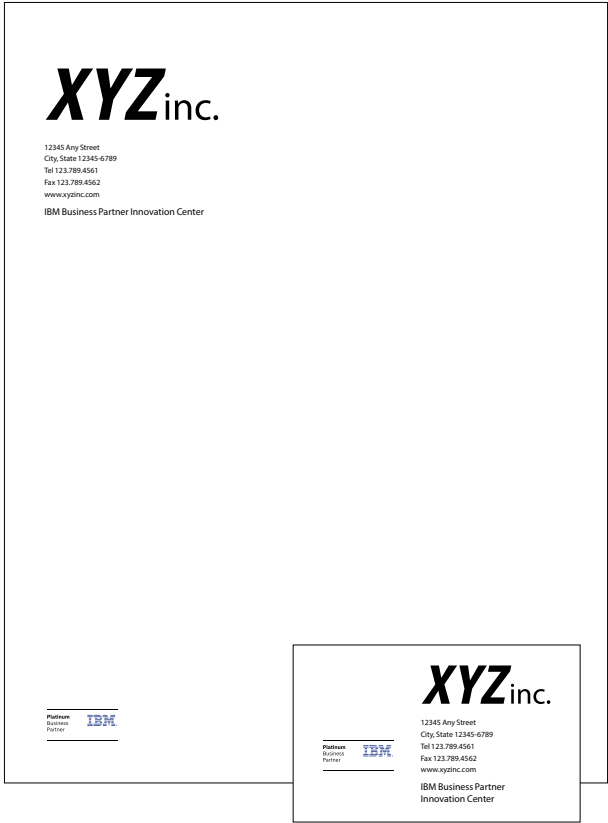
- Use marks as provided, without alteration.
- Use the mark in all possible marketing vehicles to promote your IBM relationship.

DON'T

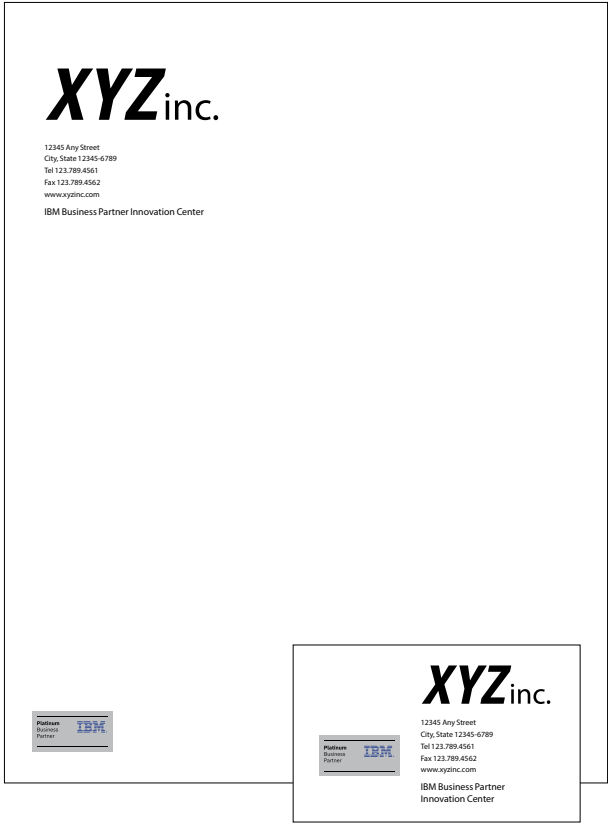
- Recolor the background to anything other than the provided white or black.

Print

DO



DON'T



Basics

DO

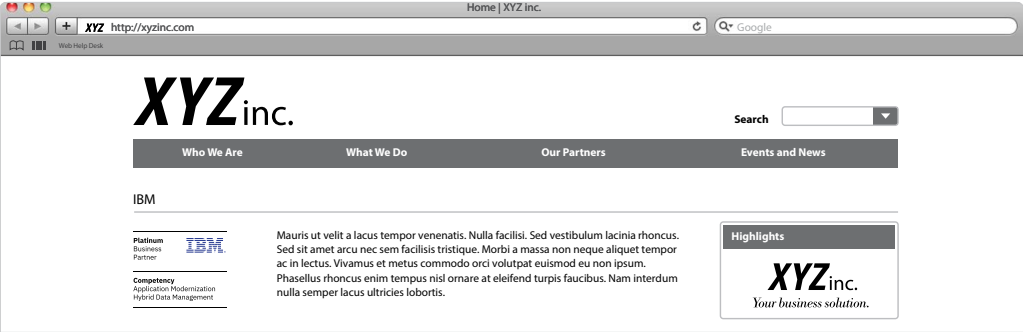
- Use marks as provided, without alteration.
- Use the mark in all possible marketing vehicles to promote your IBM relationship.

DON'T

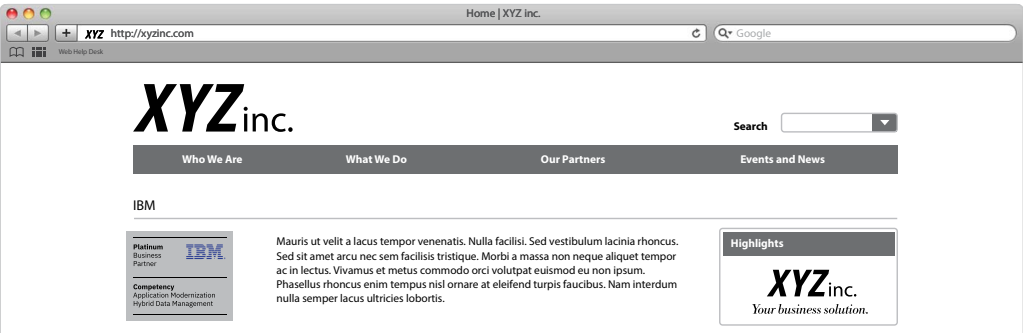
- Recolor the background to anything other than the provided white or black.

Digital

DO



DON'T



Basics

DO

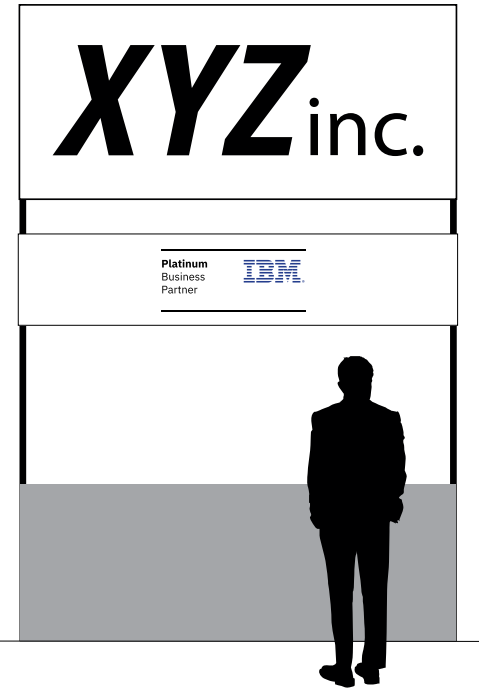
- Use marks as provided, without alteration.
- Use the mark in all possible marketing vehicles to promote your IBM relationship.

DON'T

- Use repeated copies of the mark as a pattern or wallpaper.
- Add more typography to the mark.
- Recolor the background to anything other than the provided white or black.

Environmental and other

DO



DON'T



Mark-to-company-logo size
relationship—example 1

DO

- Keep your company’s logo as the primary identity in your communications.

DON’T

- Allow the IBM Business Partner mark to become the primary identity in your communications by using it in a larger size or more dominant position than your company’s identity.

DO



DON’T



Don’t make the Business Partner mark the primary identity in your company’s communications.

Mark-to-company-logo size relationship—example 2

DO

- Keep your company’s logo as the primary identity in your communications.

DON’T

- Allow the Business Partner mark to become the primary identity in your communications by using it in a larger size or more dominant position than your company’s identity.

Print

DO



For every insurance business, there’s an XYZ solution.

Let XYZ be your business partner

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Platinum Business Partner

IBM

XYZ inc.

DON’T



For every insurance business, there’s an XYZ solution.

Let XYZ be your business partner

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Desolata enditas imagris piqui omithi laborocia as di tur? Qui autemq odignam rima si od quae derum si sunt.Nihilidae eum nonetam qui sum quod quo et fugati facienda nullatur? Tem venisse quibem ventituae qui cor moat et quacida laboriut que venimdo modia andam verithila conitit, testem as ad ut ent spiamem con proci, si

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Platinum Business Partner

IBM

XYZ inc.

Don’t make the Business Partner mark the primary identity in your company’s communications.

Mark-to-company-logo size relationship—example 3

DO

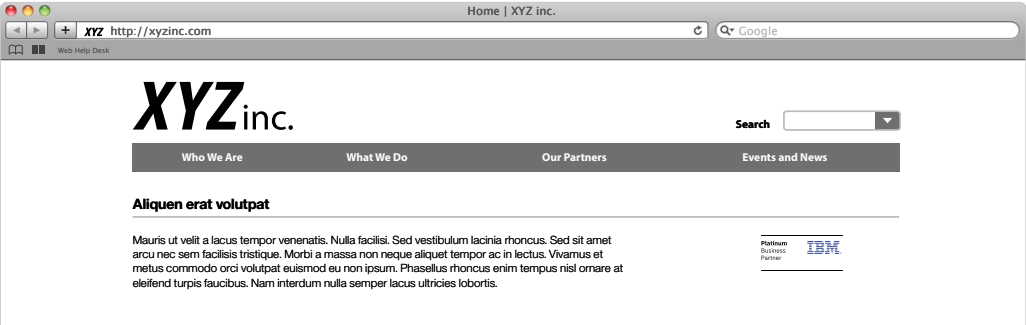
- Keep your company’s logo as the primary identity in your communications.

DON’T

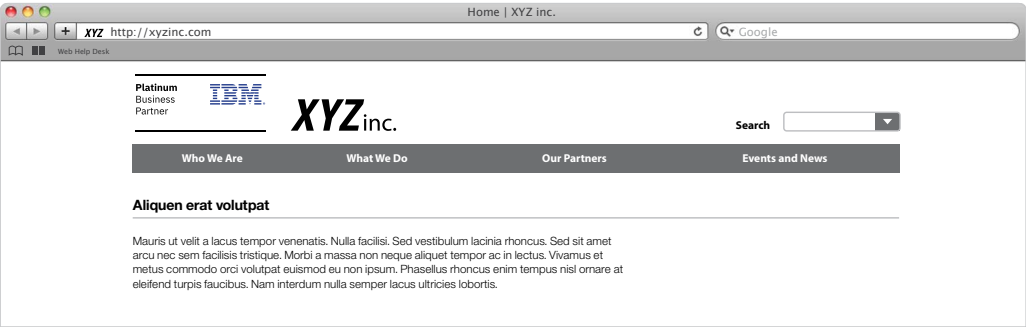
- Allow the Business Partner mark to become the primary identity in your communications by using it in a larger size or more dominant position than your company’s identity.

Digital

DO



DON’T



Don’t make the Business Partner mark the primary identity in your company’s communications.

Mark-to-company-logo size relationship—example 4

DO

- Keep your company’s logo as the primary identity in your communications.

DON’T

- Allow the Business Partner mark to become the primary identity in your communications by using it in a larger size or more dominant position than your company’s identity.

Merchandise

DO



DON’T



Don’t make the Business Partner mark the primary identity in your company’s communications.

Mark-to-other-partner-mark size relationship—example 1

DO

- Use the mark in equal proportion to other partner marks, distinct and free-standing from all other copy and graphics.

DON'T

- Make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

General

DO



DON'T



Don't make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Mark-to-other-partner-mark size relationship—example 2

DO

- Use the mark in equal proportion to other partner marks, distinct and free-standing from all other copy and graphics.

DON'T

- Make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Print

DO



DON'T



Don't make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Mark-to-other-partner-mark size relationship—example 3

DO

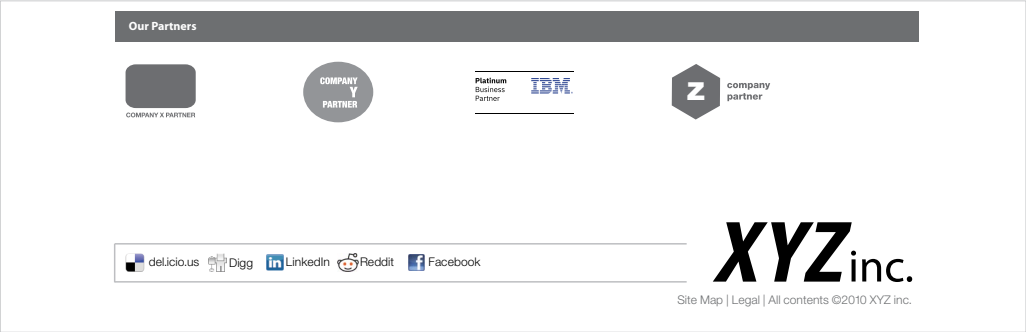
- Use the mark in equal proportion to other partner marks, distinct and free-standing from all other copy and graphics.

DON'T

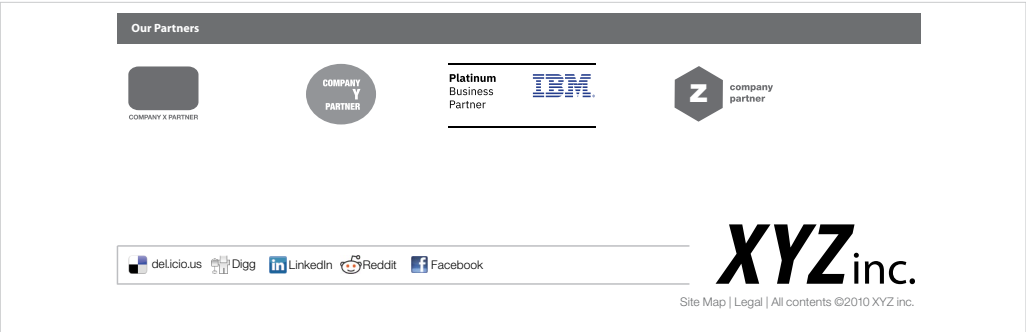
- Make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Digital

DO



DON'T



Don't make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Mark-to-other-partner-mark size relationship—example 4

DO

- Use the mark in equal proportion to other partner marks, distinct and free-standing from all other copy and graphics.

DON'T

- Make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Environmental and other

DO



DON'T



Don't make the Business Partner mark significantly larger or smaller in proportion to other partner marks.

Use of registered trademark symbols

DO

- Use registered trademark symbols where required (see [page 8](#) for requirement specifics).

DON'T

- Omit the registered trademark symbol from the Business Partner mark.

NOTE: An exception to this rule is use of the Business Partner mark on merchandise.

DO



DON'T



Don't omit registered trademark symbols from the Business Partner mark.



Spacing and placement of the marks—example 1

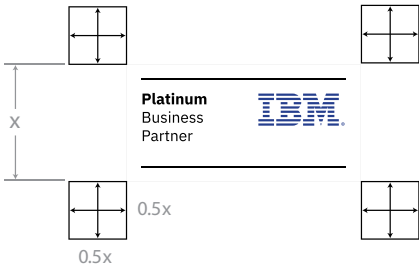
DO

- Ensure the minimum uninterrupted space surrounding the mark is equal to one-half to two-thirds the height of the primary mark rectangle, as shown.

DON'T

- Position copy or graphics within the uninterrupted space on all sides of the Business Partner mark, which should be equal to one-half the height of the primary mark rectangle.
- Use the Business Partner mark as a read-through within text or headlines.

DO



DON'T



Don't use the Business Partner mark as a read-through within text or headlines, or position other graphics or copy closer than the specified minimum distance.

Spacing and placement of the marks—example 2

DO

- The minimum uninterrupted space surrounding the mark is equal to one-half to two-thirds the height of the primary mark rectangle, as shown.

DON'T

- Position copy or graphics within the uninterrupted space on all sides of the Business Partner mark, which should be equal to one-half the height of the primary mark rectangle.
- Use the Business Partner mark as a read-through within text or headlines.

Print

DO



DON'T



Don't position your company's tagline or other copy directly next to the Business Partner mark.

Spacing and placement of the marks—example 3

DO

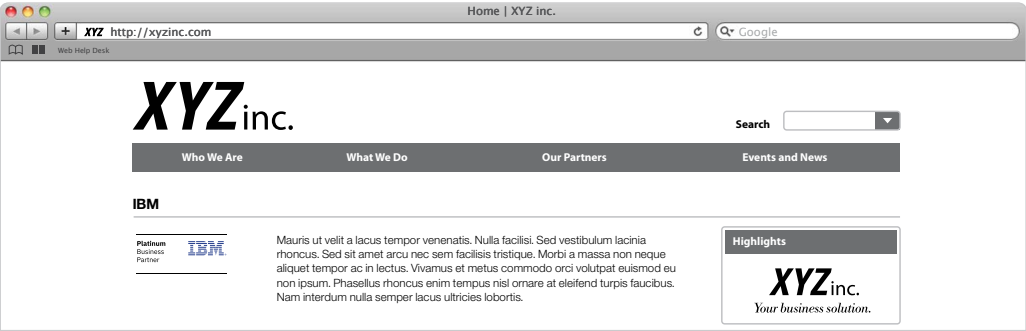
- The minimum uninterrupted space surrounding the mark is equal to one-half to two-thirds the height of the primary mark rectangle, as shown.

DON'T

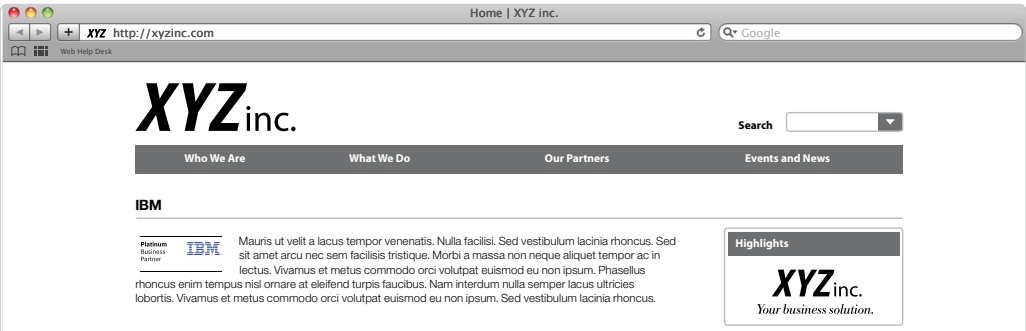
- Position copy or graphics within the uninterrupted space on all sides of the Business Partner mark, which should be equal to one-half the height of the primary mark rectangle.
- Use the Business Partner mark as a read-through within text or headlines.

Digital

DO



DON'T



Don't use the Business Partner mark as a read-through within text or headlines.

Spacing and placement of the marks—example 4

DO

- Make sure the minimum uninterrupted space surrounding the mark is equal to one-half to two-thirds the height of the primary mark rectangle.
- Print on separate sides, if required, due to print-area limitations on some items.

DON'T

- Position copy or graphics within the uninterrupted space on all sides of the Business Partner mark, which should be equal to one-half the height of the primary mark rectangle.

NOTE: To ensure proper use of the IBM Business Partner mark on promotional merchandise, please use approved IBM merchandise vendors, who may be found and contacted in your locality through the global portal: <http://www.logostore-globalid.com>.

All IBM 8-bar logo merchandise items must be reviewed and approved by the IBM logo merchandise team through the logo request tool which is available for IBM internal requesters. For requesters without IBM intranet access, please email logostor@us.ibm.com to review your artwork.

There are restrictions on certain types of products as well as safety restrictions. IBM-approved vendors can provide complete details.

Merchandise

DO



DON'T



Don't make the Business Partner mark the primary identity on your company's promotional items.

Don't position your company's tagline or other copy closer than the specified minimum distance.

Scale and resizing

The Mark Generator tool will create your mark at the exact size you specify, from the minimum to maximum allowable. Should you need to adjust the size for any reason, always scale the mark and its typography to equal vertical and horizontal percentages. Keep them together as a grouped unit so that as all elements scale up or down, their proportional relationships and positions are preserved. The following examples describe minimum reproduction sizes for both print and web use, based on the height and width of the primary mark rectangle and corresponding proportional typographic sizes and positions.

For the minimum and maximum reproduction sizes of the Business Partner mark on promotional and premium items, please refer to the chart on [page 39](#).

- A** Minimum web dimensions - mark only
- B** Minimum print dimensions - mark only
- C** Minimum web dimensions - mark and achievements
- D** Minimum print dimensions - mark and achievements

General

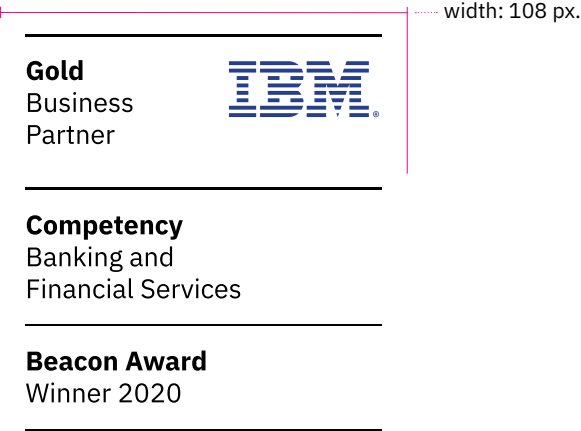
A - Web



B - Print



C - Web



D - Print



Scale and resizing—example 1

DO

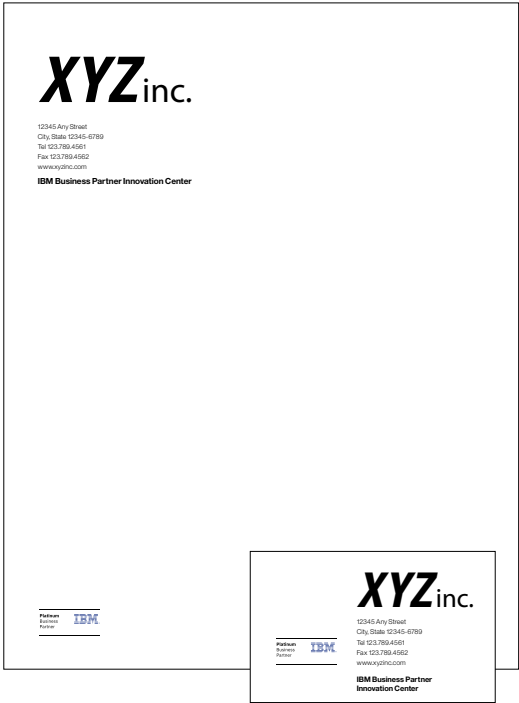
- Scale the Business Partner mark and its typography to equal vertical and horizontal percentages.
- Group the Business Partner mark and its typography together as a unit when resizing so that as all elements scale up or down, their proportional relationships and positions are preserved.

DON'T

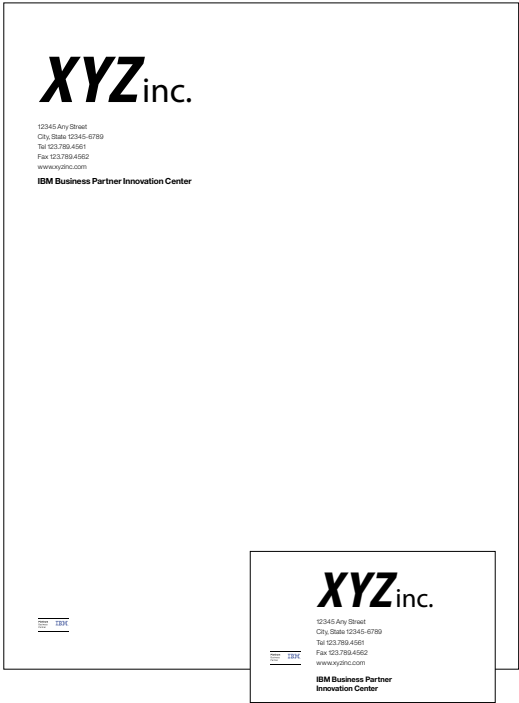
- Use the Business Partner mark at a size smaller than the specified minimum dimensions.

Print

DO



DON'T



Don't use the Business Partner mark at a size below the specified minimum dimensions.

Scale and resizing—example 2

DO

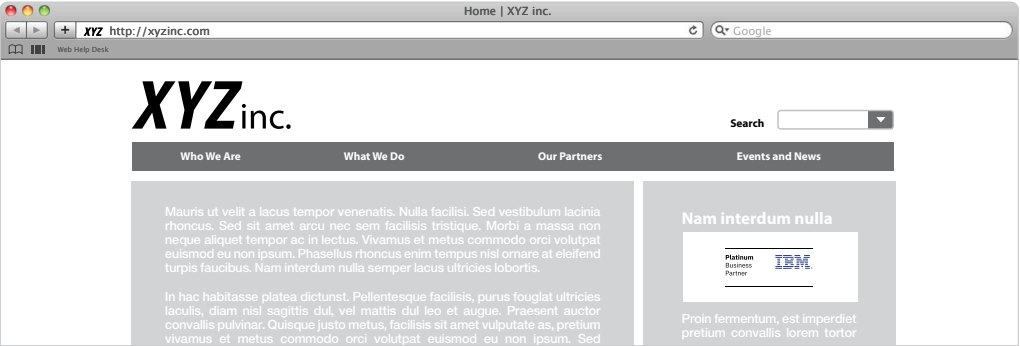
- Scale the Business Partner mark and its typography to equal vertical and horizontal percentages.
- Group the Business Partner mark and its typography together as a unit when resizing so that as all elements scale up or down, their proportional relationships and positions are preserved.

DON'T

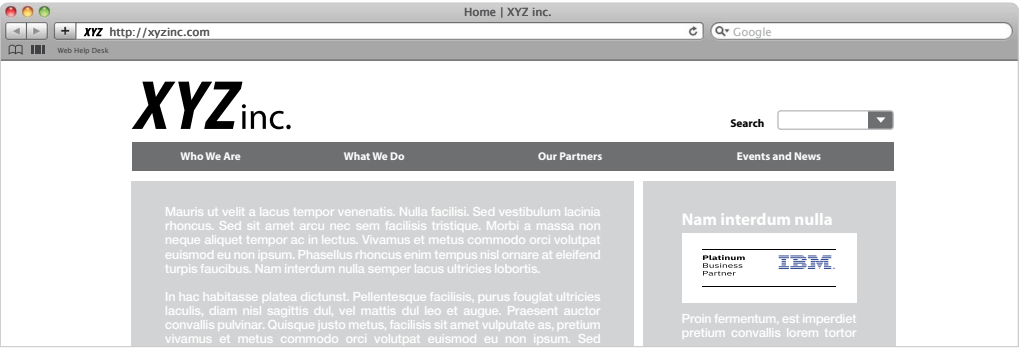
- Scale the Business Partner mark using unequal horizontal and vertical percentages.

Digital

DO



DON'T



Don't scale the Business Partner mark using unequal horizontal and vertical percentages.

Scale and resizing—example 3

DO

- Refer to the chart to determine the allowable minimum and maximum reproduction size for the Business Partner mark on your particular type of promotional item.
- Scale the Business Partner mark and its typography to equal vertical and horizontal percentages.
- Group the Business Partner mark and its typography together as a unit when resizing so that as all elements scale up or down, their proportional relationships and positions are preserved.
- Ensure all logo merchandise items using the Business Partner mark are reviewed and approved by the IBM logo merchandise team through the logo request tool, which is available for IBM internal requesters. For requesters without IBM intranet access, please email logostor@us.ibm.com to review your artwork.
- Find additional information on promotional or logo merchandise on [IBM logo merchandise supplier portal](#).

DON'T

- Use the Business Partner mark at sizes outside the minimum and maximum reproduction size range listed on the chart for your particular type of promotional item.

Merchandise: Business Partner mark size guidelines

Bags	3 1/2 in. (89 mm) to 4 in. (102 mm) screened
	On embroidered bags, use the same tapes that are on apparel
Business card holders	1 in. (25 mm) to 1 1/4 in. (32 mm) laser engraved
	1 1/2 in. (38 mm) to 2 1/4 in. (57 mm) screened
Calculators	1 in. (25 mm) to 2 in. (51 mm) screened
Clocks and desk items	1 in. (25 mm) to 1 1/4 in. (32 mm) laser engraved
	1 1/2 in. (38 mm) to 2 1/4 in. (57 mm) screened
Golf balls	1 in. (25 mm) to 1 1/4 in. (32 mm) pad print
Key rings	1 in. (25 mm) to 1 1/4 in. (32 mm) laser engraved
	1 1/2 in. (38 mm) to 2 1/4 in. (57 mm) screened
Mousepads	Maximum imprint area in the center of the mousepad
Mugs	2 in. (51 mm) to 2 1/2 in. (63.5 mm) screened
Pens	1 in. (25 mm) to 1 1/2 in. (38 mm) laser engraved or screened
Portfolios and journals	Up to 3 1/2 in. (89 mm) wide, debossed or screened
Shirts	2 3/4 in. (70 mm) embroidery/screenprint
Umbrellas	4 1/2 in. (114 mm) folding
	6 1/2 in. (165 mm) to 7 in. (178 mm) golf, screened
Watches	1 in. (25 mm) to 1 1/4 in. (32 mm) screened

Minimum and maximum reproduction size of mark on collateral.

Mark as a linking device

DO

- Use the Business Partner marks as links on your web page, to navigate to other content within your company’s website or to link out to official IBM web content and sites.
- Use the marks unaltered.
- Follow usage guidelines for size, scale, placement, coloration and typography.

DON’T

- Use the marks as navigation to any non-IBM site or content.
- Alter the marks in any way.
- Use the marks below minimum or above maximum size, skew or distort them, change the typefaces, or recolor them.

Achievements—events and signage

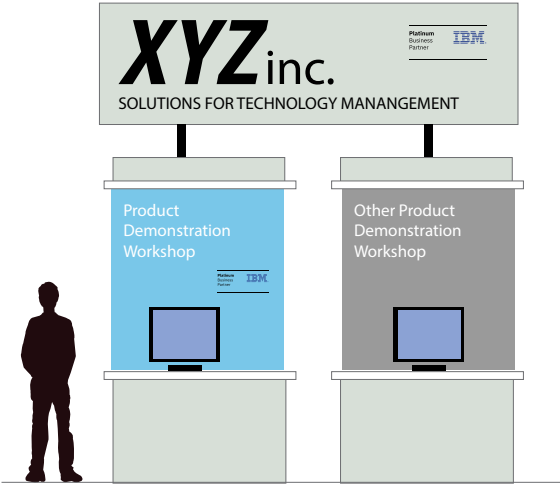
DO

- Use your company logo to clearly identify that you are the owner of the event or the exhibit. Your signs may include the IBM Business Partner mark. For example, if you use a cloud Competency achievement mark to identify your qualified cloud platform offering, place the mark as close as possible to the relevant parts of the exhibit or event.

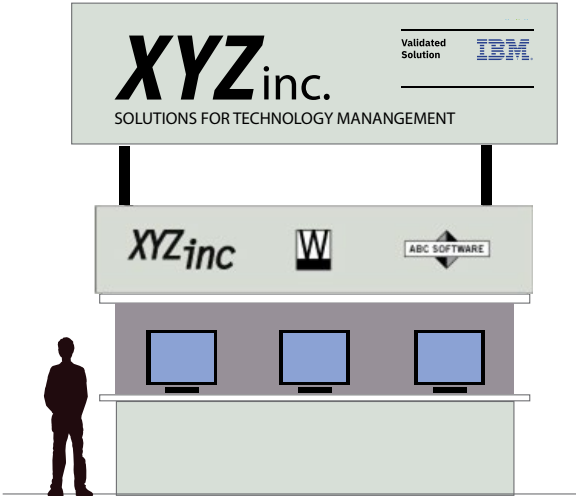
DON'T

- Put the mark too close to your company logo or in a dominating position.

DO



DON'T



Listing achievements

It is recommended that you list only those achievements that directly apply to the project for which you’re creating the mark. The number of achievements to add each time you generate a mark should take into consideration the mark’s end usage and the aesthetics of the finished product so as to maintain the mark’s maximum value in your company’s communications.

DO

- Edit your list of achievements to those directly applicable to each usage for which you’re creating a mark.
- Customize your mark to make it specific to each new project.
- Create as many separate versions of your mark as needed.
- Keep in mind that screen uses can support a larger list of achievements, while print uses tend to have more limited space.

DON’T

- Diminish your mark’s impact by listing achievements that don’t apply to the project for which you’re creating the mark.
- List all of your achievements every time you generate a mark (unless it’s appropriate to your projects).
- Alter the scale, format, positioning or typography of the achievements list to accommodate a small space.

Example Business Partner

Gold
Business
Partner




Competency
Banking and
Financial Services

Beacon Award
Winner 2020

For use on a website or reference document, this IBM Gold Business Partner displays all of its achievements along with the base mark.

Customization 1

Platinum
Business
Partner




Competency
Application Modernization
Hybrid Data Management

For a mark to be used on a project where specific solutions would be appropriate, the IBM Platinum Business Partner edits down the choices so that only achievements relevant to the project are shown.

Customization 2

Gold
Business
Partner



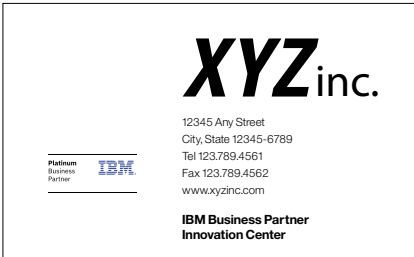
Beacon Award
Winner 2020

For a mark to be used for a specific reason, e.g., to showcase your award. Only those achievements directly applicable to this project have been added to the base mark.

Listing achievements

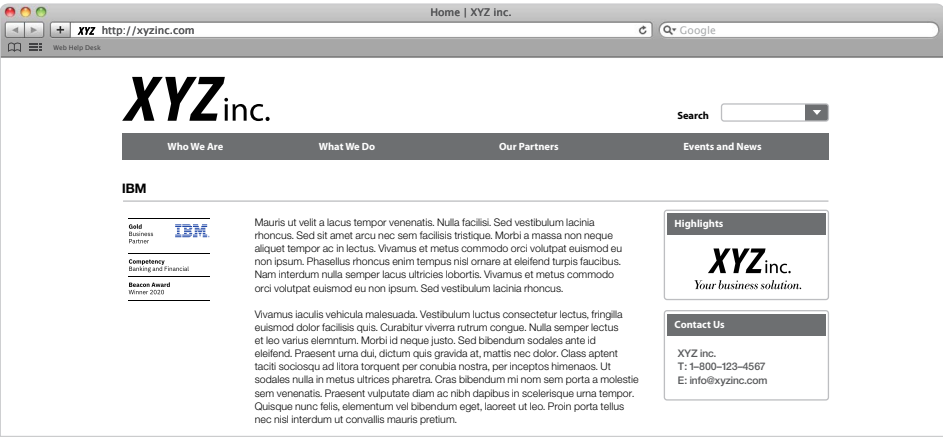
One criterion for determining the number of achievements to add to the base mark is the amount of space available in your finished communication. It is preferable to edit down the number of achievements rather than attempt to fit too many into a small space.

How many achievements should I include?



Business Card

On a business card, with its limited space, the base mark should be used alone. Achievements should not be included.



Website

On a website, where space is not an issue, displaying all of your achievements plus the base mark is an option that will provide a complete list of your company’s Competencies, authorizations, or awards in one place.

Listing achievements

The second criterion for determining the number of achievements to add to the base mark is their relevance to the project for which you’re creating the mark. Marks for projects with a specific targeted audience—for example, cloud or Watson solutions—should list only those achievements relevant to the audience. Marks for projects with a wider scope can include a greater number of achievements so as to be appropriate for a more general audience.

Distributor achievement marks

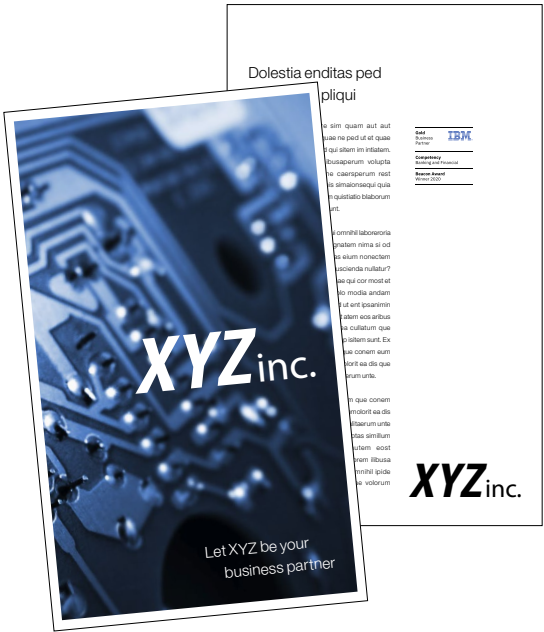
Distributors entitled to create marks with achievements may only apply these marks in communications directed to their Business Partner audiences. The achievement earned as a Distributor may not be used in materials targeted to end-user customers.

Which achievements should I include?



Banner

On a display banner for use at an industry business trade show, use the base mark plus those Competencies and authorizations specifically related to the capabilities you wish to promote for an event.



Brochure

In a general informative brochure promoting your company’s products and services to a wide audience of potential new clients, you may choose to add all of your achievements to the base mark to create a complete list of your company’s Competencies and authorizations.

Achievements—web usage

DO

- Include a mark on your website by using the appropriate artwork that IBM supplied to you via the Mark Generator tool. Ensure the mark remains distinct, visible and clear.
- Place the mark as close as possible to the relevant content and pages of your website. The mark should be separate from your company logo.
- Use GIF marks “as is,” at the size provided, to preserve the quality of the artwork. If the mark must be resized, the PDF should be rescaled and resaved in GIF, PNG or JPEG format.

DON’T

- List an achievement that does not relate to the type of expertise you are promoting.

<div><div>Gold Business Partner</div><div>IBM</div></div>	<div><div>Platinum Business Partner</div><div>IBM</div></div>	<div><div>Gold Business Partner</div><div>IBM</div></div>
<div><div>Competency Banking and Financial Services</div><div>IBM</div></div>	<div><div>Competency Application Modernization Hybrid Data Management</div><div>IBM</div></div>	<div><div>Beacon Award Winner 2020</div><div>IBM</div></div>

Achievements are additions to the base mark that represent specific authorizations, Competencies or awards that your company has achieved. They help you visually demonstrate the breadth and depth of your relationship with IBM and your specific areas of expertise.

Depending on the medium and the marketing situation, you can use just the base mark, or add some or all of your achievements. The Business Partner Mark Generator tool enables you to select just the ones you want and tailor the mark for a particular use.

Color palette

The standardized color palette for the Business Partner marks is intended to convey a sense of optimism and vibrancy inherent to the IBM visual identity. Proper use of the color palettes will ensure that Business Partner materials maintain consistency and communicate the membership levels clearly and concisely, allowing the necessary distinctions to be drawn at a glance. Perhaps more than any other business mark attribute, color imparts its information most rapidly to a viewer and for this reason should carefully adhere to the guidelines. Using other colors, or colors that are close but not an exact match, is confusing and should be avoided.

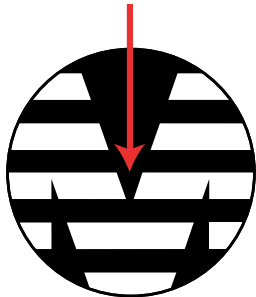
Blue IBM 8-bar logo Blue 80	Black	White
Reflex Blue C100 M91 Y9 K1 R0 G45 B156 #002D9C		

Positive and negative marks

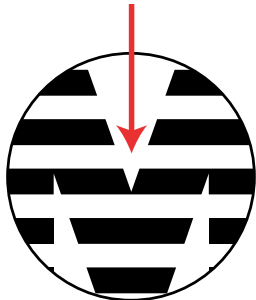
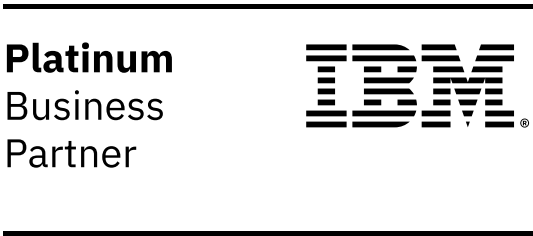
In one-color applications, the Business Partner mark may be used in either a positive or negative version, depending on which best suits the needs of your design. There are subtle design differences between the two to ensure legibility in printing. You can differentiate the two by looking at the “M.”

- A Negative IBM Platinum Business Partner mark
- B Positive IBM Platinum Business Partner mark

A



B



File formats

The Mark Generator tool will generate marks for all applications across the print and digital spectrum. The appearance of the marks changes slightly depending on their end usage, and takes such variables as screen legibility and printing processes into account. While it isn’t necessary to familiarize yourself with these design adjustments, it’s important to keep in mind that a mark intended for a printed piece will not render correctly on a website and vice versa.

Each time you use it, the Mark Generator tool creates your mark in multiple formats for downloading as a .zip archive (GIF, PNG and JPEG formats for digital use, and PDF for print). Be sure to use the appropriate file format to ensure the best result in your finished communication.

To preserve the quality of the artwork, GIF marks should be used “as is,” at the size provided. If the mark must be resized for a digital application, the PDF should be rescaled and resaved in GIF, PNG or JPEG format.

File format	Application	Color mode	Resolution	Background
GIF	Digital	RGB	72 dpi	Not transparent
JPEG	Digital	RGB	72 dpi	Not transparent
PNG	Digital	RGB	72 dpi	Not transparent
SVG	Digital	RGB	N/A vector	Not transparent
PDF	Print	RGB/CMYK	N/A vector	Not transparent
EPS	Print	RGB/CMYK	N/A vector	Not transparent

Achievements—IBM legal attributions

In general

- Each achievement mark is an IBM trademark and contains IBM trademarks. Any and all uses within your marketing communications require the inclusion of a legal attribution statement. Each mark has its own specific attribution statement. Only attribute the marks you are using.
- Some countries have legal restrictions on the appearance of trademark symbols. Consult your local attorney for instructions.
- Always ensure that the mark is large enough to be legible.

Standard attribution format

- The Competency for IBM mark and the trademarks contained therein are trademarks of IBM Corp. IBM is not the licensor of this Business Partner’s product and does not make any warranties, assumes any responsibilities regarding this Business Partner’s product.

Example attribution for one mark:

- The Authorized for Advanced Analytics mark and the trademarks contained therein are trademarks of IBM Corp. IBM is not the licensor of this Business Partner’s product and does not make any warranties, assumes any responsibilities regarding this Business Partner’s product.

Example attribution for multiple marks:

- The IBM Competency for Industrial and Manufacturing, IBM Competency for Application Modernization, and Beacon Award marks and the trademarks contained therein are trademarks of IBM Corp. IBM is not the licensor of this Business Partner’s product and does not make any warranties, assumes any responsibilities regarding this Business Partner’s product.

IBM awards are designed to showcase innovation and excellence in specific technology areas that are demonstrated by leading Business Partners. An IBM award is an important marketing tool to share with your current and prospective clients to promote your skills, proficiencies and success.

Usage

Congratulations on receiving an IBM Business Partner award!

The IBM award marks provide a means to recognize outstanding accomplishments in particular solution areas.

The marks should be positioned prominently on web pages and on collateral to promote award-winning status.

Gold
Business
Partner



Beacon Award
Winner 2020

Usage

As an achievement as part of the base Business Partner mark

Business Partner award nominations and selections are determined at a country level. Some awards available for use throughout the Business Partner’s worldwide enterprise. If that is the case, for awardees who have locations in other countries, those locations may also display the award mark in their communications. The Primary Relationship Contact in each country will be notified about the award and must accept the trademark supplement before the award mark may be created in the Mark Generator tool for the other country locations. A statement in the text portion of the communication where the award is discussed **(A)** or the attribution **(B)** must appear where the award mark is used: “The IBM award mark was awarded to <winning firm’s name> in <name of country>.”

NOTE: This does not apply to awards that are specific to countries/regions.

A



B



Applications

The award mark may be applied to the following: web pages, collateral, advertisements, email signatures, signage, and banners. The mark may not be used on business cards, packaging, proposals or merchandise/promotional items. The mark will aid in your marketing efforts to visually demonstrate your IBM relationship and your success in being recognized with a specific award.

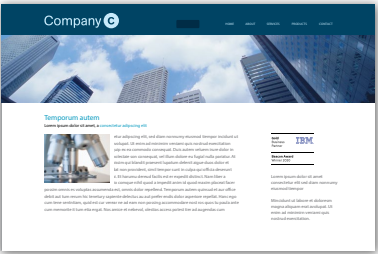
NOTE: The award mark files may be downloaded from the Business Partner Mark Generator for only one year commencing with the announcement of the award. But once you download the award mark image files, they may be used in perpetuity providing you are a PartnerWorld member.

With the 2020 implementation of the new mark design, 2019 award marks will be available to download in the new design format via the Mark Generator tool.

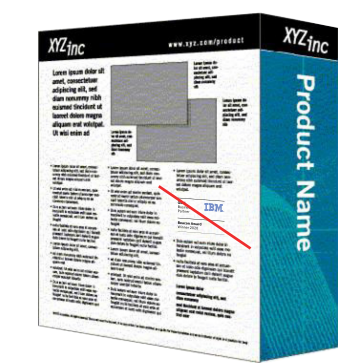
Process to download the mark

When an award is granted, the Primary Relationship Contact of the award winner will receive a congratulatory email with an attached trademark supplement. Once that supplement is electronically signed, the award mark is available to download from the Business Partner Mark Generator tool: ibm.com/partnerworld/bpmarks.

DO



DON'T



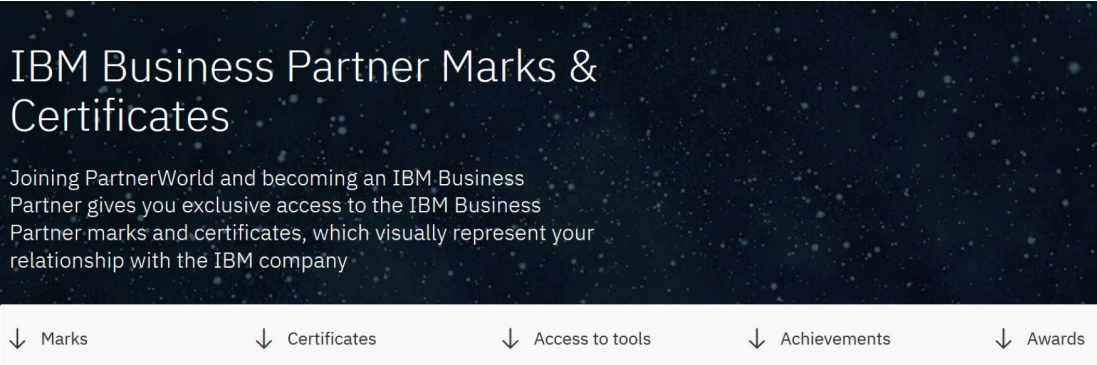
The Mark Generator is an interactive, easy-to-use web-based tool that generates unique, personalized versions of the Business Partner marks to download and use in all of your communications. It eliminates guesswork and allows you to quickly create a correct Business Partner mark that conforms to usage guidelines every time. To access the Mark Generator tool, [click here](#).

How to use the Mark Generator tool

Step 1: Sign in

Sign in to the secure PartnerWorld website. When you sign in and access the Mark Generator, the system identifies your level of Business Partner membership (Platinum, Gold, or Silver) and presents you with a list of the achievements you are entitled to add to the appropriate base mark.

ibm.com/partnerworld/bpmarks



How to use the Mark Generator tool

Step 2: Select the base level mark and/or achievements

The Mark Generator allows you to create multiple versions of your mark. You can experiment with as many potential combinations as you like, and there is no limit to the number of different versions you can create and download.

The Mark Generator tool creates just the level mark you qualify for: Platinum, Gold, Silver, or generic Business Partner. To select an achievement(s), simply check off the boxes next to the desired achievements.

Step 3: Preview mark (optional)

To review the mark before downloading, use the “Preview mark” selection.



Generate your Business Partner mark(s)

BP ID:*

Automatically inserts your IBM ID

Membership levels:

☒ Gold

☐ Business Partner mark

How to use the Mark Generator tool

Step 4: Finalize and download

When you are satisfied with your choices, click **Download mark** to download a .zip archive of your mark generated in multiple formats.

Remember, you can create as many separate versions of your mark plus different combinations of your earned achievements as you like, so it’s possible to customize each for a particular usage. For instance, you may want to display all of your achievements plus the base mark for use on a website to provide a complete list of your company’s Competencies and authorizations in one place.

☐ Select all

☐ Application Modernization

☒ Banking and Financial Services

☒ Industrial and Manufacturing

Preview mark

Download mark

Achievement Entitlements



IBM Business Partner certificates represent a method of communicating to your current and prospective clients that you have a relationship with IBM and have expertise and recognition from IBM for your membership level or capabilities. As a distinct but separate part of IBM's visual identity, the Business Partner certificate provides another means of highlighting your IBM relationship and knowledge of IBM technology.

Certificate types

Program-level certificates are available for Platinum, Gold and Silver Business Partners.

Competency certificates are available for each Competency achieved by a Business Partner.

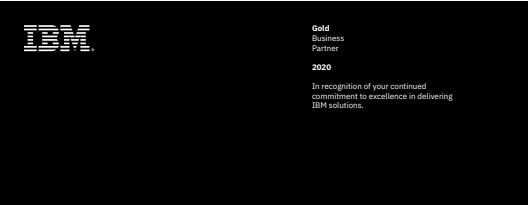
All certificates are available in your choice of multiple languages.

PROGRAM: membership level

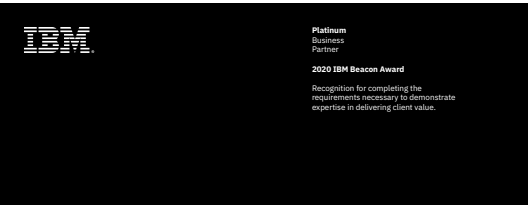
- Platinum Business Partners
- Gold Business Partners
- Silver Business Partners

ACHIEVEMENT:

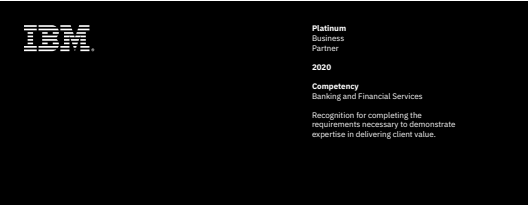
- Competency
- Award
- Global Training Provider



Business Partner
Name



Business Partner
Name



Business Partner
Name



Certificate types

Membership level

The IBM Business Partner electronic certificates are available for Platinum, Gold, and Silver Business Partners and provide a means to promote and highlight your IBM Business Partner status.

To download the certificate, use the [IBM Business Partner Certificate Generator tool](#). Only those certificates for which you are eligible will be available to select.



Business Partner
Name


David La Rose
General Manager, IBM Partner Ecosystem

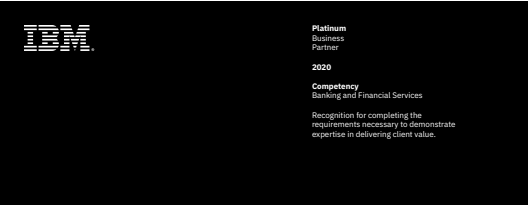
IBM **PartnerWorld**

Certificate types

Achievement—Competency

The Competency certificates are available to Business Partners that have met the criteria for Competencies.

The year is displayed to demonstrate the current validity of the IBM capability.



Business Partner Name

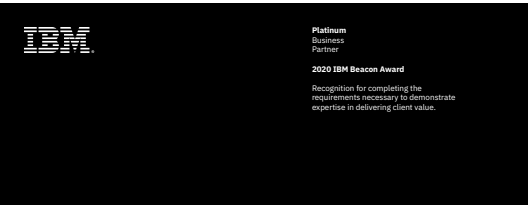


Achievement—Award

The Beacon Winner certificate is available to the designated winners of this award.

Certificate access

To download the certificate, use the [IBM Business Partner Certificate Generator tool](#). Only those certificates for which you are eligible will be available to select.



Business Partner Name



Usage

The certificates can be used to promote your IBM relationship and may be included with requests for proposal (RFPs), media materials, award submissions, frames to display and more.

The certificates are available in 8.5x11 or A4 format to accommodate worldwide requirements. Selection outputs include “html” or “pdf.”

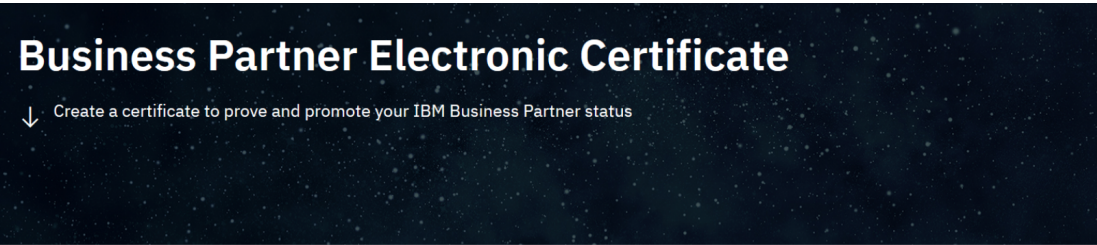
No modifications to the certificate format or information can be made.



How to use the Business Partner Certificate Generator

The Certificate Generator will be used to create any certificate for which a Business Partner is eligible. Select the certificate you wish to create, and the system will provide it in the appropriate format, e.g., A4 or 8.5x11.

Access the Certificate Generator tool at:
bpcg.partnerworld.ibm.com/sales/gss/bpcg.



Generate your Business Partner certificate(s)

BP ID:*

Automatically inserts your IBM ID

Select a location :

▼

Select a language:

English▼

Select a certificate:

Gold▼

Format:

☐ Portrait

☒ Landscape

File type:

☒ HTML

☐ PDF

Continue

IBM marks and certificates may be used only when you reference the IBM products and offerings you sell, service or influence, and may not be used if your communication does not refer to these IBM-related activities or to your role as an IBM Business Partner. For instance, you may not use the mark to publicize a press release about a merger or a public offering. The only exceptions are identification materials (like banners and signs) to which descriptions of products and offerings do not apply.

Authorized and appropriate usage

You may use the IBM logotype or other trademarked artwork only if you are authorized to do so.

When using the marks in your communications, please ensure:

- Your materials are clearly perceived as communications from your own company, not IBM.
- You only reference IBM products and services for which you are authorized.
- You do not disparage IBM or competitive products or services.
- You do not use any IBM trademark, service or product name in a telephone number that will be promoted using alphabetic rather than numeric characters.
- You do not use the IBM trademark, service or product name in a URL domain name or email address.

Note: Additional information about IBM trademarks is available at: ibm.com/legal/us/en/copytrade.shtml.

IBM sunsets a mark

If IBM sunsets a mark, eligible Business Partners will be informed that the mark is being sunset and must be removed from websites within 60 days and from all collateral within 90 days.

Business Partner no longer meets qualifications for a mark

If the requirements for a mark are no longer met by a Business Partner, the mark must be removed immediately from websites and within 30 days from all collateral.

New Business Partner mark design

If IBM presents a new design for the Business Partner mark, the mark should be updated digitally within 60 days of availability and within 90 days for all collateral.

For additional inquiries:

Partner Support Desk

<https://www.ibm.com/partnerworld/resources/support>

PartnerWorld Business Partner Identity System

[ibm.com/partnerworld/bpmarks](https://www.ibm.com/partnerworld/bpmarks)

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Armonk, NY 10504

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A current list of IBM trademarks is available on the web at www.ibm.com/legal/copytrade.shtml.

June 2020