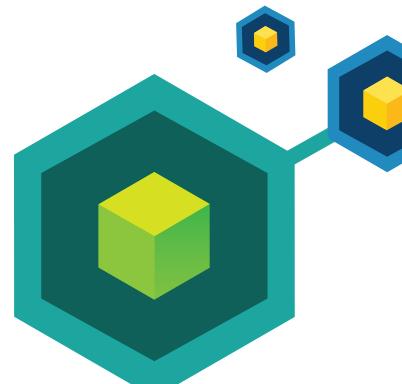


Business Analytics software

# IBM Business Analytics: Collateral

A reference for creating and designing communications





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\* Portions of content in this guide are drawn from other sources, including IBM branding guides

# Introduction

## Business Analytics software

Analytics continues to be one of IBM's top priorities and one of the company's most important growth opportunities. As a result, in January 2009, Business Analytics was established as a stand-alone Software division along with Lotus, Rational, Tivoli, Information Management and Industry Solutions. Business Analytics is now an integral part of the newly expanded IBM Software story and a driving force in our company's growth strategy.

The brand guidelines provided in this style guide will help us leverage the power of the IBM brand – the second most recognized brand in the world – while ensuring minimal disruption to the established brand equity of IBM Business Analytics products in the marketplace.

This document is intended for designers, writers, marketers and others involved in the development of Business Analytics collateral. It includes visual standards and guidelines for brochures, case studies, data sheets, solution briefs, executive summaries, technical white papers, thought leadership white papers, flyers and interactive PDFs, and is intended to promote consistency and brand identity for IBM Business Analytics products worldwide.

The IBM logo should be used in all materials. See the corporate style guide for correct logo usage. The hexagon graphics that appear in this style guide are not to be used in collateral.

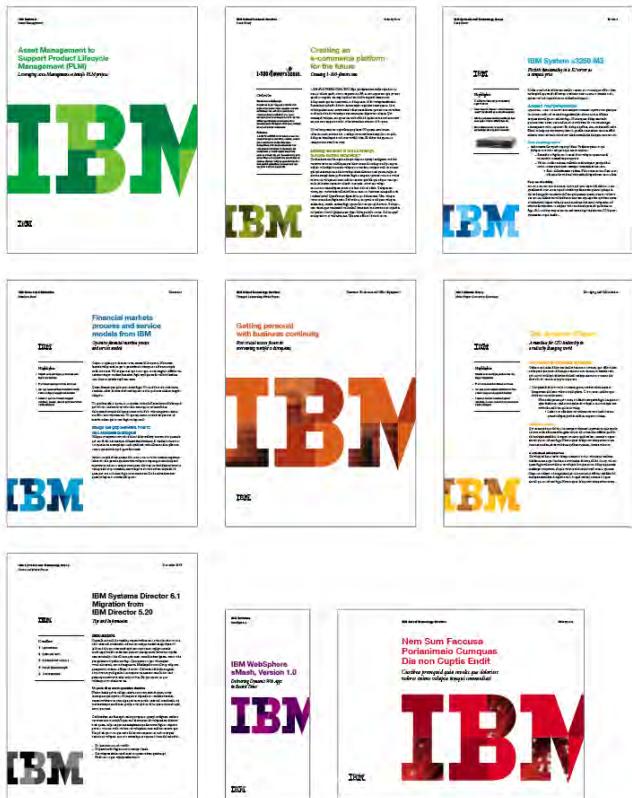
For further direction or clarification on these guidelines, please contact Stacey Balkansky at [sbalkansky@us.ibm.com](mailto:sbalkansky@us.ibm.com).

## The Brand

- The IBM brand is one of the most instantly recognizable brands in the world. According to the 2011 Interbrand report, IBM ranks as the second most valued brand in the world: [www.interbrand.com/en/best-global-brands/best-global-brands-2008/best-global-brands-2011.aspx](http://www.interbrand.com/en/best-global-brands/best-global-brands-2008/best-global-brands-2011.aspx).
- IBM invests hundreds of millions of dollars on global marketing and communications. These investments deliver greater value in strengthening the brand when all deliverables follow the same basic standards, regardless of country, language or medium.
- Every output, large or small, says something big about the IBM brand.



# Overview, document IDs and capitalization



## Overview

The templates shown at left are to be used in creating all IBM Business Analytics collateral. They should incorporate the IBM logo which can be found on the Marketing wiki: [w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Brand+Identifiers](http://w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Brand+Identifiers). All collateral should maintain 30 percent white space on each page to ensure that translated versions of the document will not require reformatting. You may add additional pages if needed to provide enough white space.

The collateral templates have been customized for our division and can be downloaded at: [w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Collateral+Templates](http://w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Collateral+Templates). Please do not use the templates available in the Marketing Asset Manager (MAM) repository.

For more information on how to create quality content please visit [w3-03.ibm.com/marketing/dist/ce\\_creating\\_quality.html](http://w3-03.ibm.com/marketing/dist/ce_creating_quality.html).

## Document IDs

Every externally facing document must include an IBM Document ID Number. This 14-digit number appears on the last page of each document. If you need a DocID number for a document that was not developed by Creative Services or if you have any questions about document coding or document management procedures, please contact Scott Mullins at [smullins@us.ibm.com](mailto:smullins@us.ibm.com).

In addition, it is recommended that each piece of collateral acquires an SSI/SDA link, a permanent URL that points to a PDF version of the document on the IBM website. Once it is assigned, this link will not change, even when a new version of the document has been uploaded. When linking to collateral in an email or other document, only the SDA link should be used, and not the actual PDF attachment. This will ensure that internal and external clients always have access to the latest version of a document.

## Capitalization

Favor sentence-style headings and lowercase text. In general, use a lowercase style in text and use sentence-style capitalization for headings.

### Capitalization styles

Items such as headings, captions, labels, or interface elements generally follow one of two capitalization styles: sentence-style capitalization or headline-style capitalization.

**Sentence-style capitalization:** This style is predominantly lowercase; capitalize only the initial letter of the first word in the text and other words that require capitalization, such as proper nouns. Examples of proper nouns include the names of specific people, places, companies, languages, protocols, and products.

### Examples of sentence-style capitalization

- Business models
- Creating Boolean expressions
- Planning network architectures
- Properties and settings for printing
- Requirements for Linux and UNIX operating systems

### Headline-style capitalization

This style uses initial uppercase letters for all significant words in the text. In headline-style capitalization, capitalize the initial letter of the following words:



# Capitalization

- The first and last words of the text
- All nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions such as *after, although, because, before, how, if, than, that, though, until, when, where, whether, and while*
- Any word in a hyphenated compound that is not an article, preposition; or coordinating conjunction
- The last word in a hyphenated compound, regardless of its part of speech

In headline-style capitalization, do not capitalize the initial letter of the following words:

- Articles, except as the first word
- Coordinating conjunctions
- Prepositions, except as the first or last word
- The “to” in an infinitive

The following list shows the headline-style capitalization of common words:

a	during	Much	This
an	for	nor	to
and	Hers	or	versus
Another	Him	Our	We
Any	His	Ours	What
Anyone	How	Output	When
Anything	I	over	Where
Are	If	regarding	Whereas
as	in	Several	Which
at	Input	She	While
Away	into	Some	Who
Be	Is	Such	Whom
Because	It	Than	Why
beside	Its	That	with
between	Itself	the	without
Both	Many	Their	yet
but	Me	Theirs	You
by	Mine	Them	Your
concerning	More	These	Yours
Do	Most	They	

## Examples of headline-style capitalization

- Punctuating Lists and Glossaries
- Variables to Be Determined by the Program
- IBM 3684 Point-of-Sale Terminal

## Capitalization and abbreviations

Confirm the capitalization for the spelled-out form of an abbreviation; many spelled-out abbreviations do not require initial uppercase letters.

### Examples (incorrect)

- Graphical User Interface (GUI)
- Local Area Network (LAN)
- Service-Oriented Architecture (SOA)

### Examples (correct)

- graphical user interface (GUI)
- local area network (LAN)
- service-oriented architecture (SOA)

Most spelled-out forms of language and protocol names have initial uppercase letters.

### Examples

- Hypertext Transfer Protocol (HTTP)
- Unified Modeling Language (UML)
- Web Services Description Language (WSDL)
- Wireless Application Protocol (WAP)

When you spell out an abbreviation, do not capitalize letters in the middle of a word to show the origin of an initialism.

### Example (incorrect)

- eXtensible markup language (XML)

### Example (correct)

- Extensible Markup Language (XML)



# Boilerplate and trademark guidelines

## IBM Business Analytics software boilerplate

The marketing boilerplate below may be applied to all Business Analytics marketing communications materials.

### About IBM Business Analytics

IBM Business Analytics software delivers actionable insights decision-makers need to achieve better business performance. IBM offers a comprehensive, unified portfolio of business intelligence, predictive and advanced analytics, financial performance and strategy management, governance, risk and compliance and analytic applications.

With IBM software, companies can spot trends, patterns and anomalies, compare “what if” scenarios, predict potential threats and opportunities, identify and manage key business risks and plan, budget and forecast resources. With these deep analytic capabilities our customers around the world can better understand, anticipate and shape business outcomes.

### For more information

For further information or to reach a representative please visit [ibm.com/analytics](http://ibm.com/analytics).

### Request a call

To request a call or to ask a question, go to [ibm.com/business-analytics/contactus](http://ibm.com/business-analytics/contactus). An IBM representative will respond to your inquiry within two business days.

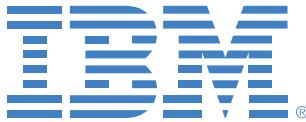
## General guidelines for marking trademarks

- The IBM logo must appear on all IBM communications, accompanied by the registration mark (or the appropriate mark for your geographical area).
- Trademarked IBM software brands, subsidiaries, products and services should be marked with ® or ™ as appropriate.
- Trademark symbols should be used the first time an item appears on the page. Thereafter they can be omitted.
- Because the IBM logo is always marked with ® on the back cover of printed literature, there is no need to mark IBM in body copy.
- When the logo appears on both the front and back covers of a printed communication, the registration mark should appear only on the back cover logo.
- In cases such as promotional, banners or websites, registration marks should appear on the front or at the beginning of the piece.
- For style purposes, do not mark the first occurrence in a headline or title. It is not necessary to use ® or ™ in cover letters.
- Check with local IP counsel regarding the use of trademark symbols outside the U.S.

## Order of trademark attributions

The trademark attribution should list IBM products first, followed by company trademarks, followed by the generic trademark attribution for all other companies. Within each category, trademarks should be listed alphabetically.

Always include the IBM logo in the list of trademarks. For example; AIX, IBM and the IBM logo are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries or both.



# Copyright and trademark guidelines



## Trademark attributions for non-IBM companies

With few exceptions, it is not necessary to mark other company trademarks. However, the following statement should appear on the trademark attribution page: "Other company, product and service names may be trademarks or service marks of others."

IBM has contracts with five other companies requiring IBM to mark their trademarks with ® or ™. Refer to the [IBM Trademark Web page](#) regarding these contracts. You need only mark and attribute those marks that you actually use.

### Non-IBM trademarks

Trademarks of companies that have legal agreements with IBM.

- Do not mark first occurrence in text, with ® or ™.
- List the trademarks in the attribution statement.
- Put the non-IBM trademark attribution text immediately after the appropriate boilerplate text for the IBM trademarks.
- Arrange the attribution statements in alphabetical order by company name.
- Use a separate paragraph for each special non-IBM company unless space does not permit.

The following are non-IBM trademarks that BA writers may encounter:

Linux, UNIX, Microsoft, Windows, Windows NT, and the Windows logo, Java and all Java-based trademarks and logos

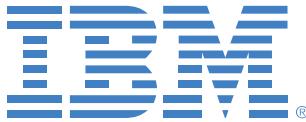
Adobe, the Adobe logo, PostScript, and the PostScript logo, Intel, Intel logo, Intel Inside, Intel Inside logo, Intel Centrino, Intel Centrino logo, Celeron, Intel Xeon, Intel SpeedStep, Itanium, and Pentium

See the [Copyright and trademark information](#) page for the complete list of special non-IBM trademarks.

In summary, only IBM trademarks are noted in our collateral. We do, however, call out in the attribution statement, only the "[special non-IBM trademarks](#)."

### Trademarks of other companies

- When non-IBM products or companies are not included in the attribution list of non-IBM trademarks, carefully spell and capitalize those product names as the other companies do.
  - Those names might be trademarks, even though we are not required to mark or attribute them explicitly.
  - Try to precede the first occurrence of non-IBM trademarks with the name of the trademark owner.



# Copyright and trademark guidelines

## IBM trademarks

- Mark first occurrence in text, with ® or ™: no mark for subsequent mentions.
- List IBM, the IBM logo, and ibm.com in the trademarks attribution statement.
- List brand names and product names in the attribution statement if they are trademarks.
- List only the brand and product names that are the main subject of the document.

See the [Copyright and trademark information](#) page for the complete list of IBM trademarks. As well as trademarks in the main list, the following partial list of brand/product names should be marked on first use and included in the IBM attribution statement:

N® logo, IBM® Netezza®, Netezza Performance Server®, NPS®, Pintail™, Skimmer®, Twinfin®, Clarity.Confidence. Control®, Command Center®, Intelliclose®, OpenPages®, OpenPages® device, Sarbanes Oxley Express®, SOX Express®, and The New Era of Risk Management® Clementine®, Lexiquest®, and Quancept®

## Legal guidance

“Do not include every single trademarked brand or product name in the attribution statement; instead, include only those brand and product names that are the subject of the marketing information. For example, a brochure about Lotus might mention DB2 and WebSphere products, but the attribution statement would include only the Lotus brand and the Lotus Notes product.”

## BA writers’ guidance

When in doubt, include the brand/product name in the attribution statement.

## Other guidance

Trademark symbols are not required in:

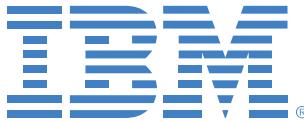
- Titles, headings, covers, or citations to book titles
- Tables of contents
- Figure lists or table lists
- Captions of figures or tables
- Examples and example phrases
- Glossaries
- Index entries

## Trademarks on the web

- Mark the first occurrence on each web page.

## Other

- Trademarks should be used as adjectives that qualify nouns instead of as nouns.
- Do not use trademarked terms in possessive form.
- Do not combine a trademark with other words, or with prefixes, suffixes, symbols, or numbers, either as one word or with a hyphen (e.g., POWER5-based systems; AIX/UNIX).



# Copyright and trademark guidelines

## SPSS/Cognos example

[Headline] IBM SPSS Modeler Premium gives you easy access to data

[Subhead] Includes any type of database

From the IBM® SPSS® Modeler Premium visual interface, you can easily access and integrate data from many sources, including data in virtually any type of database, spreadsheet or flat file (such as IBM SPSS Statistics, SAS and Microsoft Excel files), textual data and data from Web 2.0 sources (such as RSS feeds), IBM SPSS Data Collection products files, and IBM Cognos® Business Intelligence and legacy systems with IBM Classic Federation Server and zDB2 support. No other data mining solution offers this versatility.

### What's new

- IBM Cognos software integration
- IBM Netezza® functionality
- Enhanced IBM InfoSphere® Warehouse and IBM DB2® functionality
- Support for UNIX
- Support for Linux on System z®

## The ® mark and copyright notice

IBM is a registered trademark, and this should be indicated at the first or most prominent place it appears.

Product families such as SPSS and Cognos are also registered trademarks, and when used as part of a product name, the ® mark should be used on first or most prominent mention. Please consult local legal counsel for trademark guidance. Business Analytics is not a trademarked term.

Materials created by IBM, including emails and web pages, are considered copyrighted and should carry the © symbol. There is a special copyright notice that should be included on any piece of collateral material (see the separate Style Guide – Collateral). On other pieces, the phrasing is simply: © Copyright IBM Corporation [current year].

© Copyright IBM Corporation 2011  
IBM Corporation  
Route 100  
Somers, NY 10589  
Produced in the United States of America  
May 2011 (include current month and year here)

IBM, the IBM logo, ibm.com, SPSS, and Cognos are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at [www.ibm.com/legal/copytrade.shtml](http://www.ibm.com/legal/copytrade.shtml).

Linux is a registered trademark of Linus Torvalds in the United States, other countries, or both.

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.

Netezza is a registered trademark of Netezza Corporation, an IBM Company.

UNIX is a registered trademark of The Open Group in the United States and other countries.



# Color palette



Templates adopt the Smarter Planet color palette.

- Palette consists of 3 levels of hues for each color family
- Colors to be used at 100%, no screens
- Each template has its own color system
- PDFs of the CMYK, RGB and HEX colors are available on the wiki in the demand marketing section at [w3.tap.  
ibm.com/w3ki07/display/COGNOSMARKETING/  
Demand+Generation](http://w3.tap.ibm.com/w3ki07/display/COGNOSMARKETING/Demand+Generation)

Please note: the CMYK color values are different from the default settings in most programs. Please create the CMYK versions in the swatch palette.

<b>YELLOW 1</b> PMS 115C C0 M8 Y80 K0 R265 G255 B78 HEX #F8E14F	<b>YELLOW 2</b> PMS 7408C C0 M8 Y100 K0 R256 G207 B1 HEX #FFCF01	<b>YELLOW 3</b> PMS 124C C0 M80 Y100 K0 R263 G184 B19 HEX #FDB813	<b>BLUE 1</b> PMS 2905C C44 M1 Y0 K0 R131 G208 B245 HEX #82D1F5	<b>BLUE 3</b> PMS 2995C C87 M1 Y0 K0 R0 G178 B238 HEX #00B2EF	<b>BLUE 5</b> PMS 301C C100 M48 Y5 K18 R0 G100 B157 HEX #00849D
<b>ORANGE 1</b> PMS 144C C0 M50 Y85 K2 R241 G144 B38 HEX #F18027	<b>ORANGE 2</b> PMS 158C C0 M62 Y100 K10 R221 G115 B28 HEX #DD731C	<b>ORANGE 3</b> PMS 159C C5 M80 Y100 K23 R184 G71 B27 HEX #B8471B	<b>BLUE 2</b> PMS 308C C79 M11 Y3 K18 R0 G178 B218 HEX #00B0DA	<b>BLUE 4</b> PMS 640C C100 M11 Y145 K48 R0 G138 B191 HEX #008ABF	<b>BLUE 6</b> PMS 2955C C100 M55 Y10 K48 R0 G63 B105 HEX #003F88
<b>RED 1</b> PMS 7417C C0 M86 Y85 K0 R240 G78 B56 HEX #F04E37	<b>RED 2</b> PMS 188C C0 M100 Y85 K9 R217 G24 B45 HEX #00B1CD	<b>RED 3</b> PMS 187C C5 M100 Y85 K30 R188 G18 B38 HEX #A81024	<b>TEAL 1</b> PMS 328C C80 M10 Y39 K10 R0 G166 B180 HEX #00A6A0	<b>TEAL 2</b> PMS 7474C C95 M0 Y45 K40 R0 G118 B112 HEX #007870	<b>TEAL 3</b> PMS 323C C100 M0 Y60 K55 R0 G88 B88 HEX #008058
<b>PINK 1</b> PMS 204C C0 M69 Y5 K0 R245 G157 B175 HEX #F388AF	<b>PINK 2</b> PMS 218C C0 M80 Y0 K0 R238 G82 B150 HEX #EE3D88	<b>PINK 3</b> PMS 227C C8 M100 Y7 K20 R188 G0 B110 HEX #BAA08E	<b>GREEN 1</b> PMS 378C C50 M10 Y100 K0 R140 G198 B83 HEX #8CC68F	<b>GREEN 2</b> PMS 381C C80 M1 Y100 K0 R140 G198 B83 HEX #17AF4B	<b>GREEN 3</b> PMS 348C C100 M4 Y87 K18 R0 G138 B82 HEX #008A82
<b>PURPLE 1</b> PMS 241C C30 M100 Y0 K5 R171 G26 B134 HEX #A81A88	<b>PURPLE 2</b> PMS 256C C50 M100 Y0 K15 R127 G28 B125 HEX #7F1C7D	<b>PURPLE 3</b> PMS 282C C75 M100 Y100 K50 R59 G28 B66 HEX #3B0258	<b>OLIVE 1</b> PMS 689C C40 M2 Y100 K30 R165 G162 B21 HEX #A5A215	<b>OLIVE 2</b> PMS 682C C40 M27 Y100 K25 R131 G131 B41 HEX #838328	<b>OLIVE 3</b> PMS 581C C40 M40 Y100 K55 R89 G79 B19 HEX #594F13



## IBM Expressions

### IBM Expressions

#### What is an IBM Expression?

This is a graphic element to connect to the IBM brand. Color blocks (no photos) or Image blocks (photos embedded) may be used at the discretion of the project sponsor and Creative Services.

**The new IBM visual expressions are for use only on IBM approved collateral templates.** They must not be used for any other purpose (merchandising, signage, promotional treatments, etc.) without specific approval from the CHQ Brand Expression team.

Color block – Used in data sheets, solution briefs, brochures, flyers, technical white papers or other documents when the content is about a product or combination product offerings.

Image block – Used in solution briefs, brochures, thought leadership white papers or other documents when the content has a particular theme (such as an industry focus) in which the use of an image can help articulate the message.



- Helvetica Neue
  - 45 Light
  - 46 *Light Italic*
  - 55 Roman
  - 56 *Italic*
  - 65 Medium
  - 66 *Medium Italic*
  - 75 **Bold**
  - 76 ***Bold Italic***

- Janson Text
  - 55 Roman
  - 56 *Italic*
  - 75 **Bold**
  - 76 ***Bold Italic***

- ITC Lubalin
  - Extra Light
  - Extra Light Oblique
  - Book
  - *Book Oblique*
  - **Demi**
  - ***Demi Oblique***

- Berthold Bodoni
  - Light
  - *Light Italic*
  - Regular
  - *Italic*
  - Medium
  - ***Medium Italic***

- Arial (Arial is used only for digital applications like websites and presentations because of its universal compatibility and apparent similarity to Helvetica Neue.)
  - Regular
  - *Italic*
  - **Bold**
  - ***Bold Italic***

All font files are available for download on the Marketing Asset Manager: [217.28.164.25/IBM001/templates/login.html](http://217.28.164.25/IBM001/templates/login.html). You will need to register to gain access. Approval is required to use this system and typically takes 24 hours to process.



# Typefaces

## Core type families

### Helvetica is best suited for headlines and body copy

It is the font of science and the information age, with a precision and a purposeful neutrality that command respect. When objectivity is the goal, we lean on Helvetica to do the hard work of conveying information, specifications and the basics. It does the job—and never attempts to outshine the content.

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

### Janson is best suited for body copy and pull quotes

Janson is the most human typeface we use. It is ideal for communications that seek to build a case and persuade an audience. Janson is easy on the eyes and carries the conversation well over several pages or just a few words. Its warm elegance helps to convey IBM's intelligence and thoughtfulness.

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

### Lubalin is best suited for numbers, facts and statistics

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

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

### Bodoni is best suited for headlines and signage

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

Bodoni is characterized by its distinctive combination of thin and thick strokes, and has been in use at IBM since 1956. Because of its drastic variation in line weights, it is ideal for larger-scale applications, such as headings and signage, but loses legibility when used in large blocks of copy.

### Arial is best suited for digital applications and live text

Arial is a font that is similar in appearance to Helvetica. It is almost universally available across platforms and systems, and we use it for its on-screen compatibility, whether in PowerPoint, on the web or on other digital platforms. We do not use Arial in printed material.

## Applications

To combine these faces intelligently, we always give careful consideration to the types of conversations we intend to have with our audiences.

### Official and authoritative:

Lead with Bodoni for headlines and subheads and support with Helvetica and Janson for call-outs, pull quotes and body copy.

### Educational:

Lead with Lubalin for headlines and subheads and support with Helvetica and Janson for call-outs, pull quotes and body copy.

### Factual:

Lead with Helvetica for headlines and subheads and support with Helvetica and Janson for call-outs, pull quotes and body copy.



# Brochure



A brochure is a document that describes the position, strategy, features, functions and client benefits of a product, solution or service. Most brochures begin with an overview and then provide detailed information about IBM offerings.

All brochures developed for IBM SPSS and IBM Cognos products use **PMS 323 teal**. For all other product families in the Business Analytics division, it is permissible to assign your own color system to your materials. Or, if preferred, you may adopt the system provided in this guide.



Note: The brochure is the only document in the system that does not use the collateral type identifier below the business unit identifier.

Title  
Helvetica Neue 75 Bold  
24/26 pt, left aligned  
-10 tracking

Subtitle  
Janson Text 56 Italic  
14/16 pt, left aligned



# Brochure



## Brochure

IBM Software

Business Analytics

**Vit harum volorep  
dolorit asperchil molupt  
tempor audion reipci**

Alien vs. Predator (2004) / Hellraiser (1987)  
Hypnotic / Vignette from the movie Total Recall (1990)

**IBM**

IBM

Left Eyebrow (Main Title)  
Janson Text 56 Roman  
7 pt, left aligned

Right Eyebrow (Business Unit)  
Helvetica Neue 65 Medium  
6.5 pt, right aligned

Headline  
ITC Lubalin Graph Demi  
12/15 pt, left aligned

Body Copy  
Janson Text 55 Roman  
9.5/13 pt, left aligned

Subhead 1 (color)  
Helvetica Neue 75 Bold  
10/11 pt, left aligned

Subhead 2  
Helvetica Neue 75 Bold  
9/11 pt, left aligned

Boxed Headline  
Helvetica Neue 75 Bold  
9/11 pt, left aligned

Boxed Body Copy  
Helvetica Neue 65 Medium  
9/12 pt, left aligned

Bullets  
See Paragraph Styles



*"Inullen dellenducil ma non  
nestem expedignibil magnis  
estotatis quiducia doloribust ipsus  
aut eum que ium utent lant  
dolut aut aspiendem eum autate  
eosam harchit earchiliti vendende  
erspient ut optaturem as."*

—Faceperio Tem

Pull Quote  
Janson Text 56 Italic  
Size is based on length of copy.  
Enlarge type to fill both columns  
left aligned with proportional  
leading.

Optional pull quote should only  
be utilized to display a key point  
worthy of this impact level.  
Quote Attribution  
Janson Text 55 Roman  
19/21 pt, left aligned



## Brochure



1800 Southern  
Buncombe Area

Vit harum volorep  
dolorit asperchil molupt  
tempor audion reinci

*tempor adiutor resipet.*

**IBM**

• IBM

Left eyebrow (Man T106)  
Janssen Text 56 Raster  
7 pt, left aligned

Right Eyebrow (Business Unit)  
Helvetica Neue 65 Medium  
6.5 pt, right aligned

Page Number:  
Jenson Text 55 Roman  
78.4 pt

## Headlines

### ITC Lubalin Graph Demo

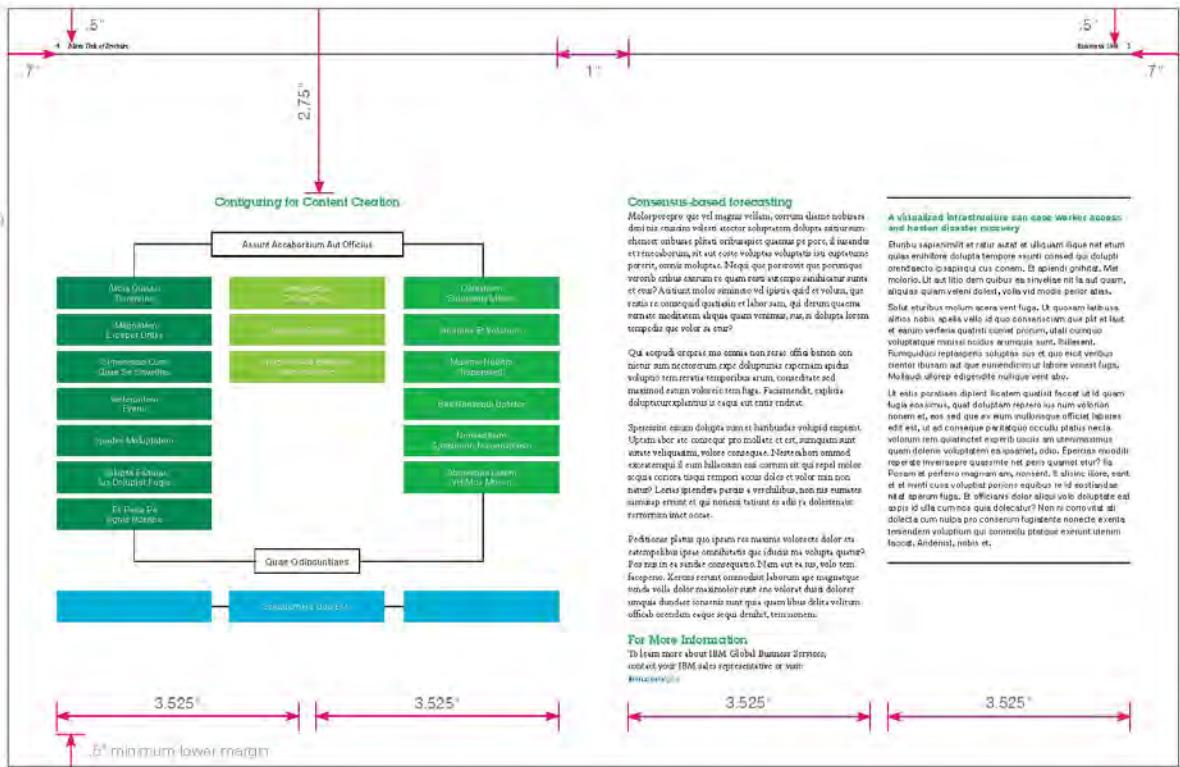
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9.5/10 pt, left aligned

**Boxed Headline**  
Helvetica Neue 75 Bold  
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11 pt, left aligned

Large and complex charts can span both columns

Solid black lines/rules are .5 pt/stroke.





# Brochure



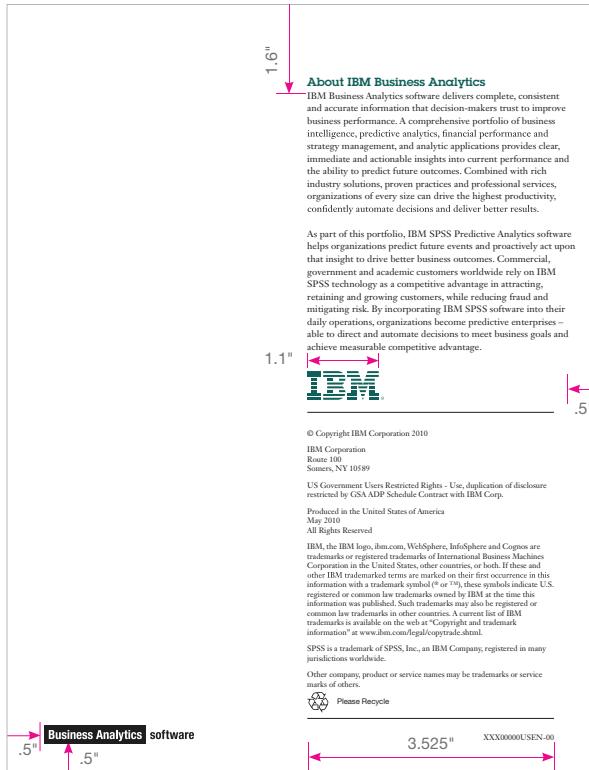
IBM logo color should match the color/image block color from the cover.

Legal Copy  
Janson Text 55 Roman  
8/9.75 pt, left aligned

Legal copy should always fall in right-hand column and ideally sits alone on back cover. If necessary, content that spills over can flow into the left column.

A recycled paper mark accompanied by the required text should be included when appropriate. These examples, and the templates, show the mark used in the U.S. Be sure to use the mark and text that are correct for your country.

The document number is placed standard in the lower right-hand corner.



# Case study



Case studies follow a certain chronology, both in the body copy and in the overview copy. The case study first describes the client problem, which is followed by a description of the IBM solution and concludes with the resulting outcome.

All case studies developed for IBM SPSS and IBM Cognos products use **PMS 187 red**. For all other product families in the Business Analytics division, it is permissible to assign your own color system to your materials. Or, if preferred, you may adopt the system provided in this guide.

Title  
Helvetica Neue 75 Bold  
24/26 pt, -10 tracking  
left aligned

Subtitle  
Janson Text 56 Italic  
14/16 pt, left aligned

Body Copy  
Janson Text 55 Roman  
9.5/13 pt, left aligned

Headline  
ITC Lubalin Graph Demi  
12/15 pt, left aligned

Client logos should be placed on cover only when absolutely necessary. Client logos can also appear on the back page but not in both.

Solid black lines/rules are .5 pt stroke.



Smarter Planet case studies focus on client solutions that are instrumented, interconnected and intelligent. Client solutions must first be validated and approved as Smarter Planet by the IBM Corporate Smarter Planet Review Board (SPRB) prior to being placed in a Smarter Planet case study template.

Case studies typically include the client's logo on page one directly above the Highlights section. If the client logo is not available, the area must be left blank. The IBM logo must be included on the back page of every case study.

Images, which include charts, stock photography and screenshots may not be used on the front page. Screenshots may not be used in case studies. Stock photography may be used on subsequent pages.

Please contact Rosemary Lundberg at [Rosemary.Lundberg@us.ibm.com](mailto:Rosemary.Lundberg@us.ibm.com) for any questions related to case studies.



# Case study

**IBM Software**  
Business Analytics

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*Brev serum remanserunt exerpi*

**Overview**  
**Business Challenge**  
From our clients at all across the globe, we have received many requests for more information about our software products. We have also received many inquiries from potential clients who are interested in learning more about our products. Our goal is to provide them with the information they need to make an informed decision about whether or not our software is right for them.

**Solutions**  
Our software is designed to help you manage your business more efficiently. It provides a central location for all of your data, making it easy to access and analyze. It also includes features such as reporting, forecasting, and budgeting, which can help you make better decisions about your business.

**Results**  
Our software has helped many clients achieve their goals. For example, one client was able to reduce their costs by 20% by using our software to manage their supply chain. Another client was able to increase their sales by 15% by using our software to track their leads and follow-up with them.

**Conclusion**  
Overall, our software is a valuable tool for any business. It provides a comprehensive solution for managing your data, and it can help you make better decisions about your business. If you're interested in learning more about our software, please don't hesitate to contact us.

**IBM** for customer insight

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**Subhead 1 (color)**  
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**Boxed Headline**  
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**Solid black lines/rules are .5 pt stroke.**

**IBM Global Business Services**  
Case Study

**Industry Area**

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**Business benefits**

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**A virtualized infrastructure**

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**Boxed Body Copy**  
Helvetica Neue 65 Medium  
9/12 pt, left aligned

**Solid black lines/rules are .5 pt stroke.**

**Diagram**  
A diagram showing the layout of a page. It includes a top margin of 1.4", a left margin of 1.4", a right margin of .7", and a bottom margin of .5" minimum lower margin. There are also arrows indicating the width of the text area (2") and the total width of the page (4").





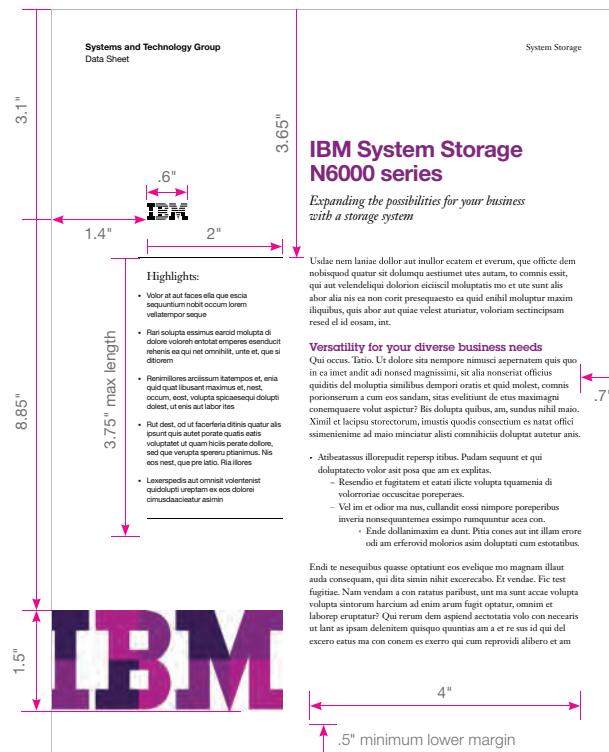
# Data sheet



A data sheet provides a comprehensive, easy-to-read reference written from a client-benefit perspective that outlines functionality, technical specifications, benefits and capabilities of an IBM product. (Information about service or solution offerings is usually presented in a solution brief.) Content should address anticipated client questions. What is the business value? How does it work? Why is IBM the right partner to provide this product?

All data sheets developed for IBM SPSS and IBM Cognos products use **PMS 255 purple**. For all other product families in the Business Analytics division, it is permissible to assign your own color system to your materials. Or, if preferred, you may adopt the system provided in this guide.

Highlights are set apart from the body copy to summarize key points and serve as a quick reference.



In instances where the data sheet is only two pages, it is acceptable to put the product image on the front page. Otherwise, product images should be included elsewhere within the piece.





# Data sheet

**IBM Software**  
Business Analytics

**Tae ad motorio volupti**  
*Dicitur quod omnes qui omni re possunt  
dilectionem suam.*

**Highlights**  
List of key selling points:  
– **Integrates, monitors, analyzes, and distributes data from multiple sources**  
– **Helps you reduce costs by up to 50% and cut time-to-value by 50% faster**  
– **Enables you to quickly analyze data and make informed decisions**

**Obi orremolo glao coia**  
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remittit etiam cum causis alias, remittit de eius condicione  
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remittit de eius condicione.

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– **Analyses, monitors, distributes, and integrates data from multiple sources**  
– **Monitors and analyzes main business performance metrics**  
– **Monitors and analyzes financial performance metrics**  
– **Provides real-time visibility into business operations**  
– **Enables users to quickly analyze data and make informed decisions**  
– **Helps you reduce costs by up to 50% and cut time-to-value by 50% faster**  
– **Enables you to quickly analyze data and make informed decisions**

**Atque non sequitur heptagonum**  
Quoniam enim non sequitur heptagonum, non sequitur etiam heptagonum.  
Ita per se est etiam heptagonum.

**IBM**



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**Subhead 2**  
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**Body Copy**  
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**Systems and Technology Group**  
Data Sheet

**System Storage**

**Maximize your resources**

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**Software**

Operating system	Data ONTAP
Operating system supported	Windows 2000, Windows Server® 2003, Windows XP, Linux, Sun™ Solaris™, IBM AIX®, HP-UX, Mac OS, VMware ESX
Software features	See <a href="http://ibm.com/systems/storage/network/software">ibm.com/systems/storage/network/software</a> for a full list of software features

**Specifications**

	N6040	N6050	N6060	N6070
Machine Type Model	2858-A10	2858-A20	2858-A22	2858-A21
Controller Configuration	Single	Dual (active-active)	Dual (active-active)	Dual (active-active)
Processors Speed and Type	2.4 GHz AMD Dual-core Opteron			
Number of Processors	2	2	2	2
Random Access Memory	8 GB	16 GB	32 GB	
Nonvolatile Memory	512 MB	1 GB	4 GB	4 GB
Integrated I/O Ports				
Fibre Channel Ports (Speed)	4 (4-Gbps)	8 (4-Gbps)	8 (4-Gbps)	8 (4-Gbps)
Ethernet Ports (Speed)	2 (1-Gbps)	4 (1-Gbps)	4 (1-Gbps)	4 (1-Gbps)

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.5" minimum lower margin



# Data sheet



IBM logo color should match the color/image block color from the cover.

Legal Copy  
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8/9.75 pt, left aligned

Legal copy should always fall in right-hand column and ideally sits alone on back cover. If necessary, content that spills over can flow into the left column.

A recycled paper mark accompanied by the required text should be included when appropriate. These examples, and the templates, show the mark used in the U.S. Be sure to use the mark and text that are correct for your country.

The document number is placed standard in the lower right hand corner.

Co-marketing logo should be placed on back page only when this additional logo is required.

Horizontal co-marketing logos should not be wider than 2", and vertical logos should not be taller than .75".



# Solution brief



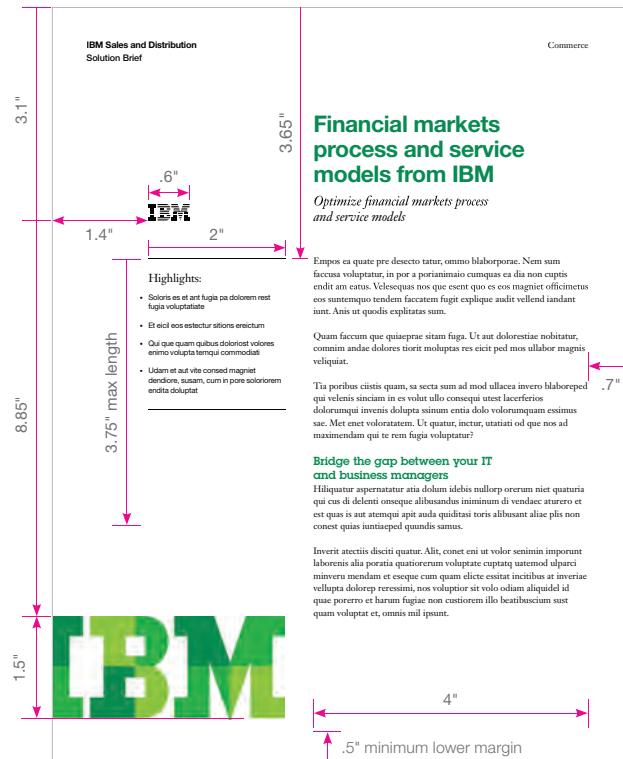
The solution brief provides a comprehensive, easy-to-read reference written from a client-benefit perspective that outlines the functionality, benefits and capabilities of an IBM solution or service offering.

All solution briefs developed for IBM SPSS and IBM Cognos products use **PMS 348 green**. For all other product families in the Business Analytics division, it is permissible to assign your own color system to your materials. Or, if preferred, you may adopt the system provided in this guide.

Unlike data sheets, which cover point products, solution briefs are used to present information about service and solution offerings.

Content should address anticipated client questions. What is the business value? How does it work? Why is IBM the right partner to provide these solutions?

Highlights are set apart from the body copy to summarize key points and serve as a quick reference.



Title  
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24/26 pt, -10 tracking,  
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Subtitle  
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Body Copy  
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# Solution brief



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**Subhead 2**  
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**Boxed Headline**  
Helvetica Neue 75 Bold  
9/11 pt, left aligned

**Boxed Body Copy**  
Helvetica Neue 65 Medium  
9/12 pt, left aligned

Short-form templates can utilize a single or double column format depending on content length.

Solid black lines/rules are .5 pt stroke.

**Bullets**  
See Paragraph Styles

**IBM Software**  
Business Analytics

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**Body Copy**  
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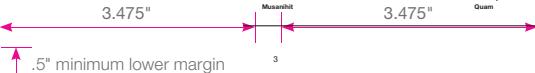
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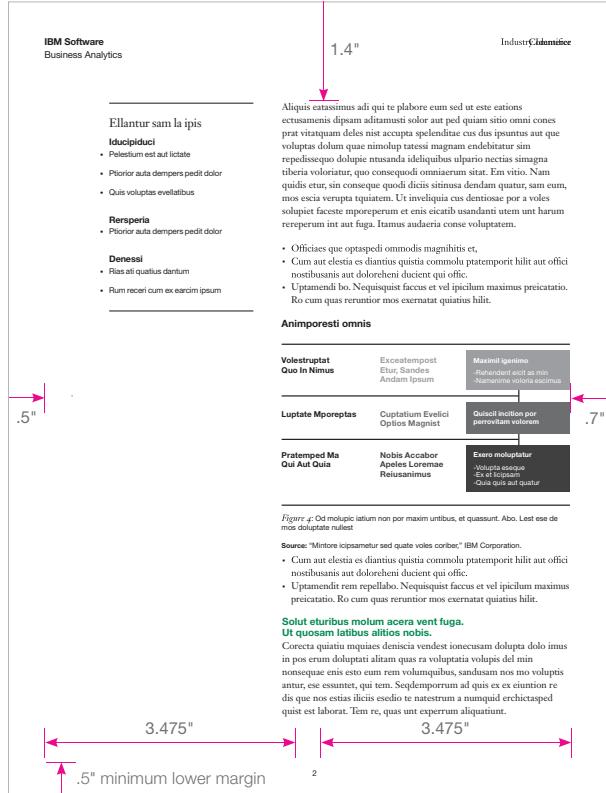


# Solution brief



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# Solution brief



IBM logo color should match the color/image block color from the cover.

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Legal copy should always fall in right-hand column and ideally sits alone on back cover. If necessary, content that spills over can flow into the left column.

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The document number is placed standard in the lower right hand corner.

Co-marketing logo should be placed on back page only when this additional logo is required.

Horizontal co-marketing logos should not be wider than 2", and vertical logos should not be taller than .75".





# Executive summary white paper



The executive summary white paper provides an executive audience with a high-level overview, and/or acts as a teaser to general audiences before or instead of reading the full paper.

All executive summaries developed for IBM SPSS and IBM Cognos products use **PMS 640 blue**. For all other product families in the Business Analytics division, it is permissible to assign your own color system to your materials. Or, if preferred, you may adopt the system provided in this guide.

**Title**  
Helvetica Neue 75 Bold  
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**Subtitle**  
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**Headline**  
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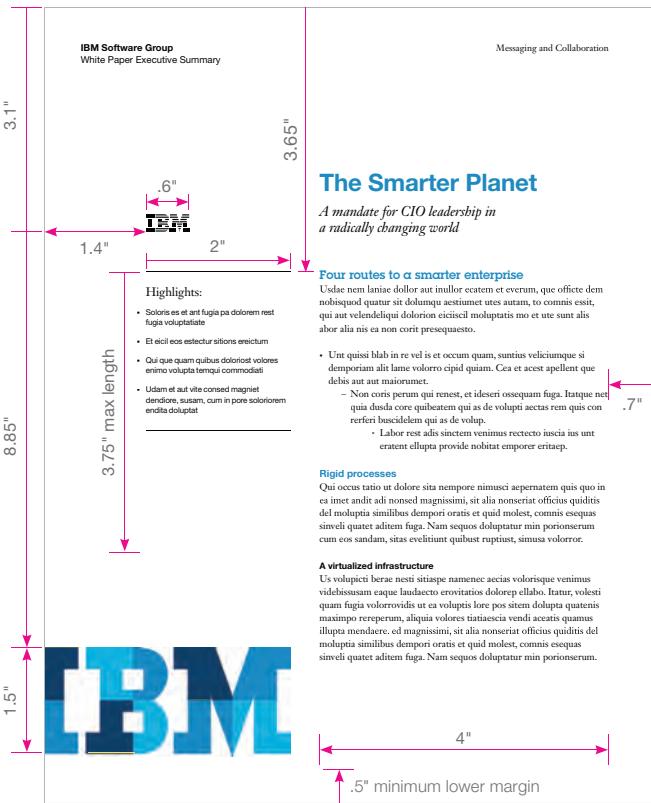
**Subhead 1 (color)**  
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Helvetica Neue 75 Bold  
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**Boxed Body Copy**  
Helvetica Neue 65 Medium  
9/12 pt, left aligned

Solid black lines/rules are  
.5 pt stroke.

Bullets  
See Paragraph Styles





# Executive summary white paper



IBM logo color should match the color/image block color from the cover.

Legal Copy  
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The document number is placed standard in the lower right hand corner.





# Technical white paper



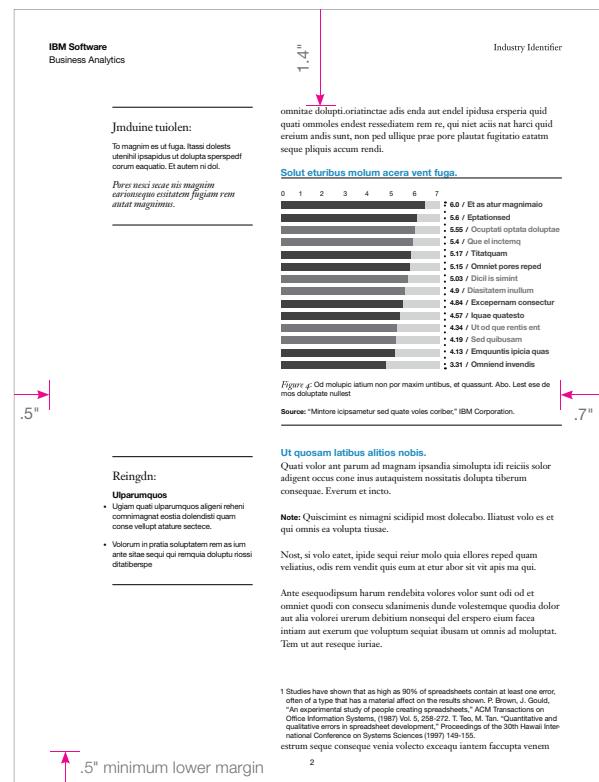
A technical white paper is an in-depth document written in the style of an article that would be published in a technical or scientific journal. It may cover a very specific aspect of a technical subject or provide information similar to that of technical guides or manuals, and include detailed instructions and/or benchmark test results. It helps IT managers and their staffs learn more about a particular technical product, product element, architecture, infrastructure or methodology. The paper should present the underlying strategy, rationale and wisdom leading to a particular product or approach, but should not be written as a "sales" document.

All technical white papers developed for IBM SPSS and IBM Cognos products use **PMS 640 blue**. For all other product families in the Business Analytics division, it is permissible to assign your own color system to your materials. Or, if preferred, you may adopt the system provided in this guide.





# Technical white paper





# Technical white paper



**IBM Software**  
Business Analytics

Industry Identifier  
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**Subhead 2**  
Helvetica Neue 75 Bold  
9/11 pt, left aligned

**Solid black lines/rules are .5 pt stroke.**

**Bullets**  
See Paragraph Styles

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.5" minimum lower margin

3



# Technical white paper



IBM logo color should match the color/image block color from the cover.

Legal Copy  
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8/9.75 pt, left aligned

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## About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, analytic, financial, and strategy management, and analytic applications provides clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest productivity, confidently automate decisions and deliver better results.

As part of this portfolio, IBM SPSS Predictive Analytics software helps organizations predict what will happen and proactively act upon that insight to drive better business outcomes. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. By incorporating IBM SPSS software into their daily operations, organizations become predictive enterprises – able to direct and automate decisions to meet business goals and achieve measurable competitive advantage. For further information or to reach a representative visit [www.ibm.com/spss](http://www.ibm.com/spss).



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May 2010  
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# Thought leadership white paper

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Subtitle  
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# Thought leadership white paper



## Thought Leadership White Paper

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Right Eyebrow (Business Unit)  
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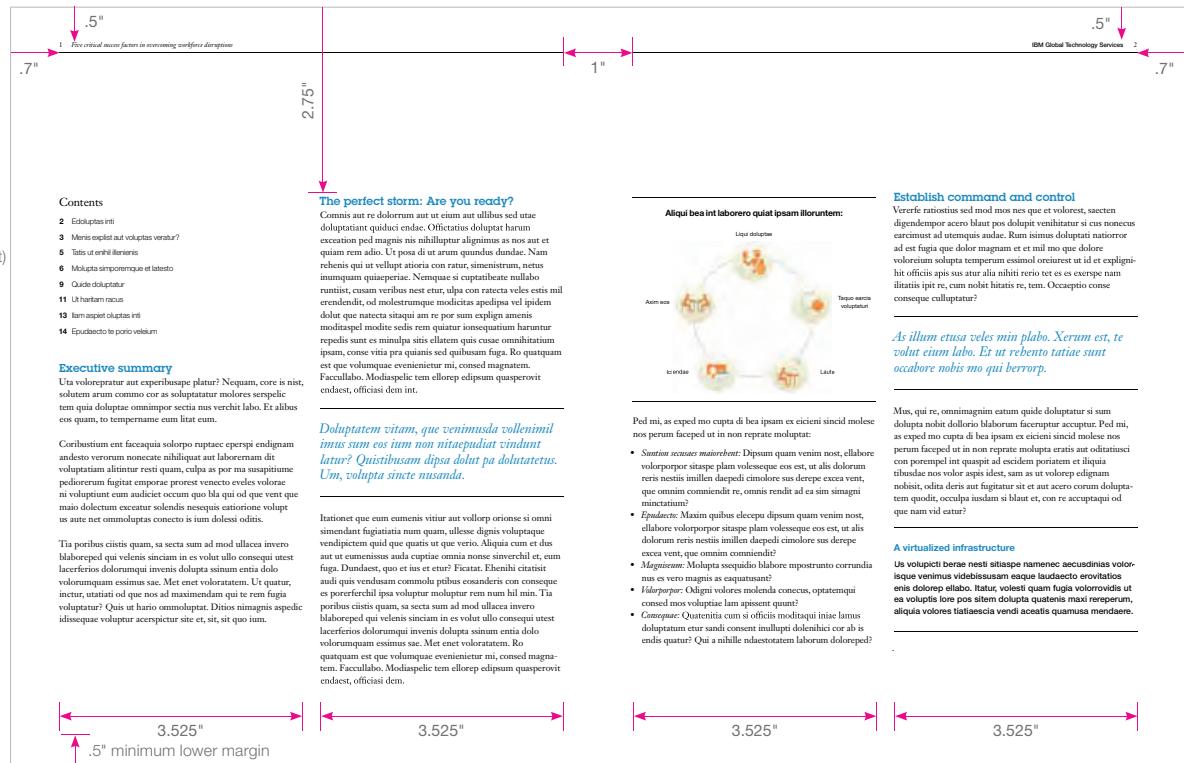
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# Thought leadership white paper



## Thought Leadership White Paper

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# Thought leadership white paper



IBM logo color should match the color/image block color from the cover.

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A recycled paper mark accompanied by the required text should be included when appropriate. These examples, and the templates, show the mark used in the U.S. Be sure to use the mark and text that are correct for your country.

The document number is placed standard in the lower right-hand corner.

Co-marketing logo should be placed on back page only when this additional logo is required.





## Trifold flyer

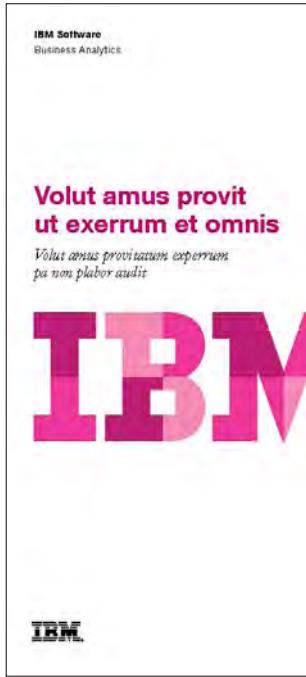


Flyers are designed to articulate business solution/service or product information in a very succinct manner. Some flyers are promotional in nature and the content may vary, based on what needs to be communicated, and how and where the flyer is being delivered. Flyers are often used to support event activities. Typically flyers are set up as trifolds (shown left) or two pagers (1 page front and back). Content requiring 4 or more pages should consider an alternative asset design as flyers should be kept brief.

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# Flyer





# Flyer

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Business Analytics

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**Introducing WebSphere sMash—  
Leveraging Web 2.0 to meet the  
“Situational” needs of your business**

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**WebSphere sMash for Developers:**

- **Unleash content as REST services**

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**A virtualized infrastructure can ease worker access and hasten disaster recovery**

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**Quickly combine services and feeds with visual tools**

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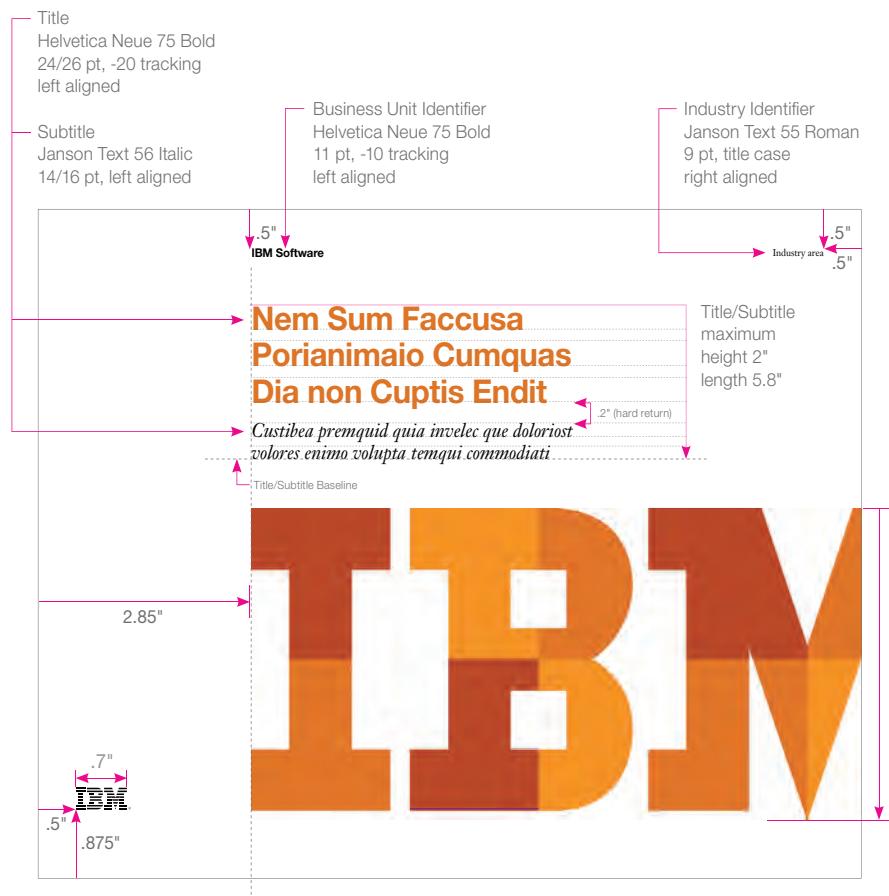


## Interactive PDF (short form)



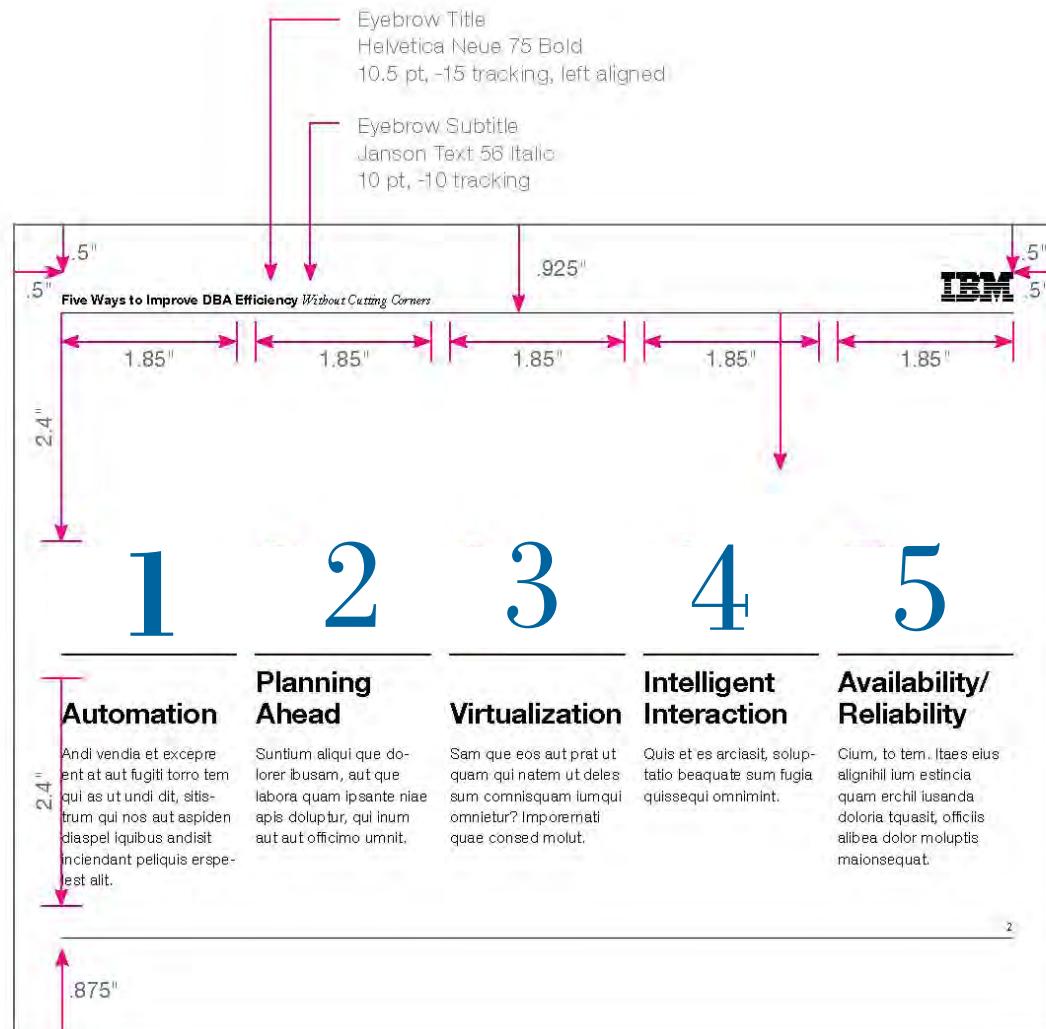
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# Interactive PDF (short form)





# Interactive PDF (short form)



Five Ways to Improve DBA Efficiency *Without Cutting Corners*

IBM

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Efficiency tip #1:  
Automate common tasks

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A virtualized infrastructure can ease worker access  
and hasten disaster recovery

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1 Automation      2 Planning Ahead      3 Virtualization      4 Intelligent Interaction      5 Availability/Reliability

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# Interactive PDF (short form)



**Five Ways to Improve DBA Efficiency Without Cutting Corners**

**Efficiency tip #3:**  
**Increase Productivity Exponentially with Virtualization**

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**Client pain points**

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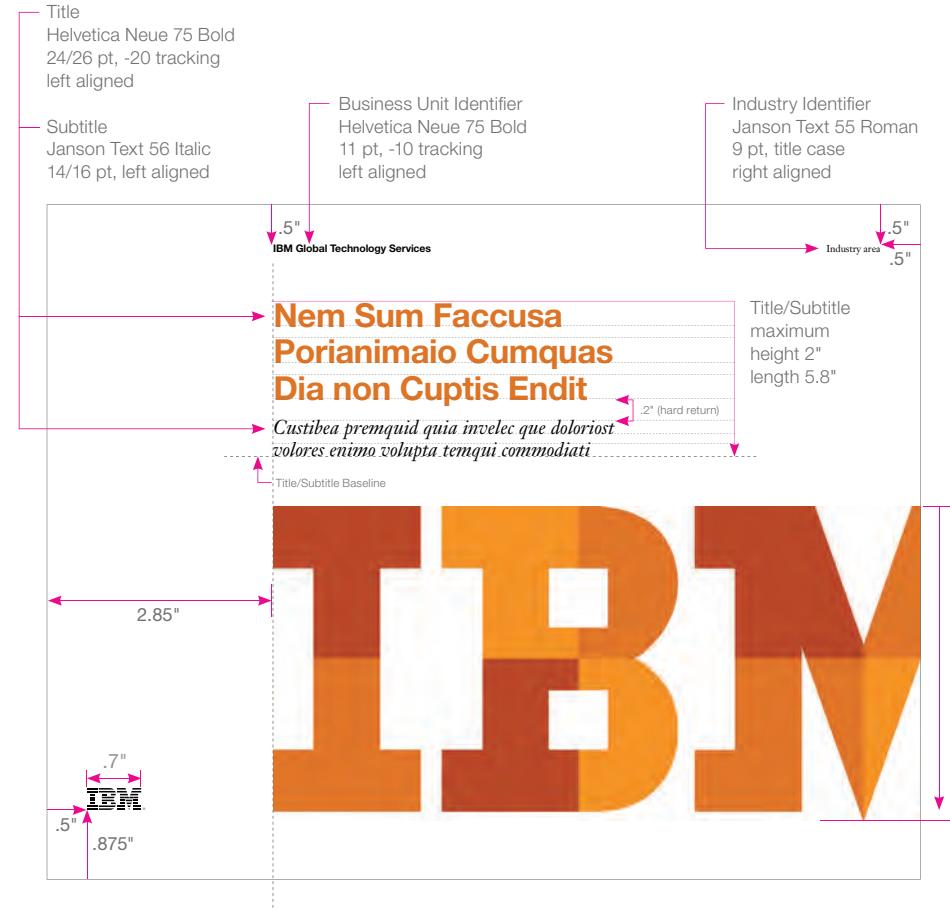
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**1 Automation**      **2 Planning Ahead**      **3 Virtualization**      **4 Intelligent Interaction**      **5 Availability/Reliability**

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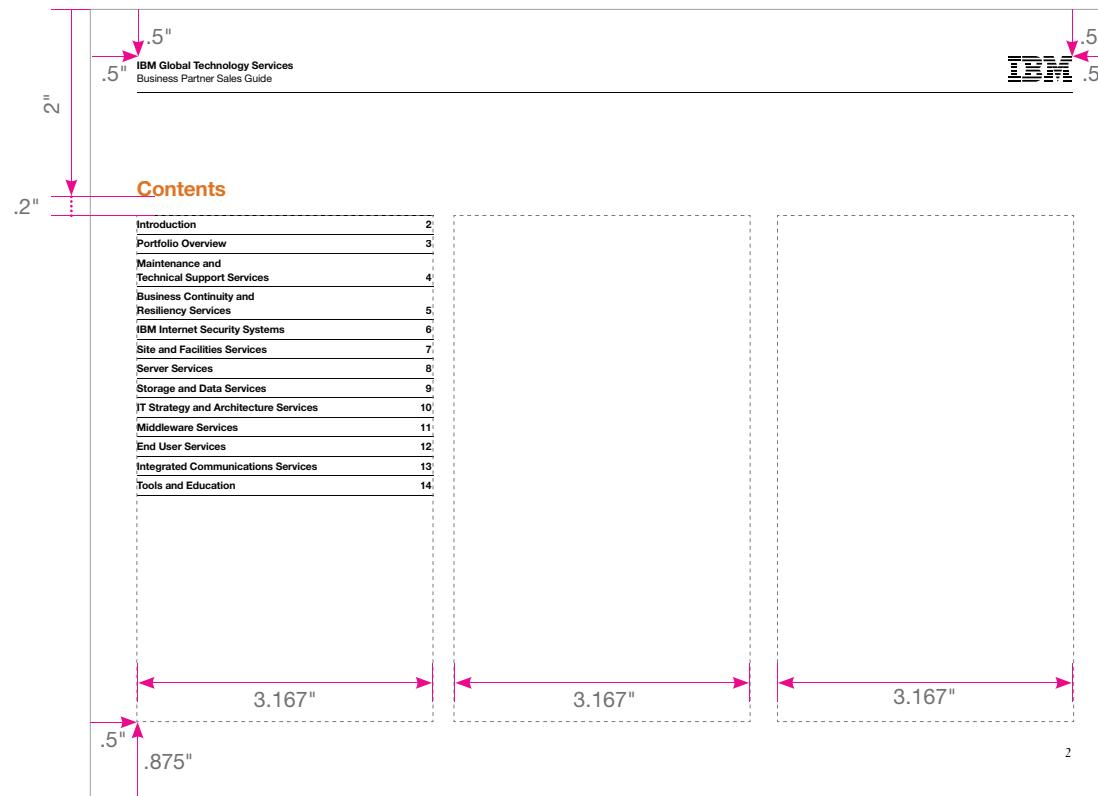


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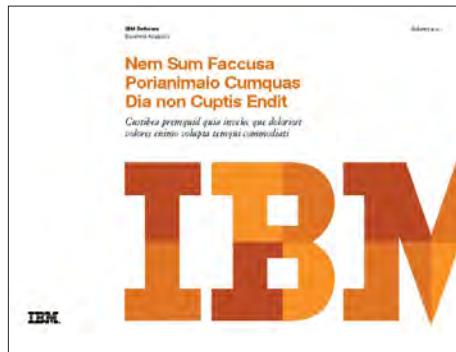


# Interactive PDF (long form)





# Interactive PDF (long form)



**IBM Global Technology Services  
Business Partner Sales Guide**

**Contents > Maintenance and Technical Support Services**

**Maintenance and Technical Support Services**

**Overview**

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**About IBM Business Analytics**  
IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, predictive analytics, financial performance and strategy management, and analytic applications provides clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest productivity, confidently automate decisions and deliver better results.

As part of this portfolio, IBM SPSS Predictive Analytics software helps organizations predict future events and proactively act upon that insight to drive better business outcomes. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. By incorporating IBM SPSS software into their daily operations, organizations become predictive enterprises – able to direct and automate decisions to meet business goals and achieve measurable competitive advantage. For further information or to reach a representative visit [www.ibm.com/spss](http://www.ibm.com/spss).

**Business Analytics** software  
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Business Analytics software

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