



Graphic and Usage Guidelines:

 **eServer graphic**

 **eServer font**

collateral formats

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The graphic 1.1

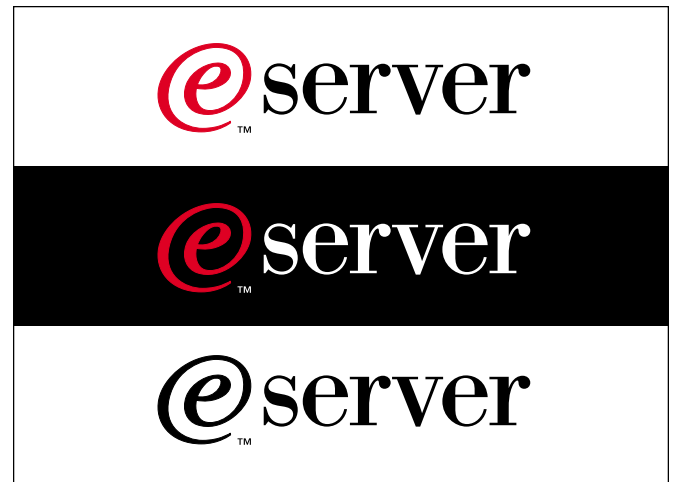
The use of the logoized **@server** must be consistent in all types of collateral publications. A graphic lockup of the mark has been created as shown below. The graphic is supplied in three different color versions and two different sizes, appropriate for use in the new collateral formats. The 2-color graphic file is only to be used in titles, subject identifiers, benefit statements or headlines. It is not to be used in body text. A special font has been created for text usage, as explained in Section 2.1.

Colors

- 2-color positive version:
The e-mark appears in PMS 032 (or the CMYK equivalent 100% magenta + 100% yellow); the Bodoni text and trademark symbol appear in black.
- 2-color negative version:
The e-mark appears in PMS 032 (or the CMYK equivalent 100% magenta + 100% yellow); the Bodoni text and trademark symbol appear reversed to white.
- Single-color version:
The e-mark, the Bodoni text and the trademark symbol all appear in black only. NOTE: This version should be restricted to use on single-color print runs.

Sizes

All three color versions are available in either the 11 point or the 18 point size. The 11 point size is appropriate for use in the subject identifier on white papers, brochures and case studies, or the benefit statement on specification sheets. The 18 point size is appropriate for use in the titles of all four formats. NOTE: These point sizes do not refer to the size of the Bodoni text in the graphic. Rather, the Bodoni text has been scaled to appear visually equal when placed in line with 11 or 18 point Helvetica.



@server

11pt for subject identifiers and benefit statements

@server

18pt for titles and headlines

The graphic 1.2

Avoid creating variations on the approved graphic. Do not change or manipulate it in any way.

- Do not change the size of the e-mark in relation to the size of the Bodoni text.



- Do not substitute another typeface for the Bodoni text.



- Do not alter the arrangement of the graphic.



- Do not make additional text part of the graphic.



- Do not capitalize the 'S'.



- Do not change the color of the e-mark or the Bodoni text.



- Do not place the graphic on a color that is hard to distinguish from the PMS 032 red or, alternatively, opposes the red so strongly that the mark seems to vibrate.



- Do not use the @server graphic and the e-business logo on the same cover or page.



The graphic 1.3

When placing art or a background color behind the graphic, allow for maximum contrast to ensure clear legibility. Do not place the graphic on a “busy” area of a photo, or on a color that is so close in value that the legibility is impaired.

Do



Don't



Do



Don't



The font 2.1

To enable the use of the **@server** graphic in body text, a custom logoized font has been created. When using the term **@server** in text, use the specially created font “IBMeserver”, available in Postscript Type 1 PC, Postscript Type 1 Mac and True Type PC versions. Do not attempt to create bold or italic versions of the font. A single font style that corresponds directly to the graphic is desired.

- Always use the logoized font for the term **@server**. Do not set it in regular body text without the logoized treatment. The only exception is when the term appears in a Web address.

Do

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- Always specify the size of the logoized font so that the x-height of the logoized font is equal to the body text around it. It should appear neither smaller nor larger than the surrounding text.

Do

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- Always maintain normal wordspacing before and after the logoized font. Do not add extra wordspacing around it.

Do

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When the logoized graphic is to appear in a line of Bodoni body text, typeset the character ~ (tilde) in the “IBMeserver” font. For use with the Helvetica family, use the ^ (circumflex) character. Specify the character’s type style as “Normal”. Specify the character’s point size the same as the surrounding body text. This will create a logoized graphic in the line of text that appears the same size as text around it.

Don’t

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Naming architecture 3.1

The brand name:

IBM @server

The series alpha designations were chosen based on key brand affiliations:

- Formerly S/390, now zSeries (z = near zero downtime)
- Formerly RS/6000/NUMA-Q, now pSeries (p = performance)
- Formerly AS/400, now iSeries (i = integrated)
- Formerly Netfinity, now xSeries (x = X architecture)

IBM @server iSeries

The numeric addition to class or family name conveys further information:

- S/390 has 800-999
- AS/400 has 400-599
- RS/6000 has 600-799
- Netfinity has 100-399

IBM @server iSeries 400

Finally, the model designation conveys specific information within a family:

IBM @server iSeries 400 Model 820

Brand name	Series: Alpha designation always appears lowercase; Series always begins with an uppercase 'S'; no space is added between the two.	Numeric family or class	Model designation: The "M" should always be capitalized.
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Naming architecture 3.2

Formal name vs. short name

When using the naming architecture in body copy, be careful not to overuse the logoized font. This interrupts the flow of text, is distracting to the reader, and impairs legibility. At first mention of the product, the full formal Series or Model name (which applies) should be used. Subsequent references should make use of the short name styles, as demonstrated in the examples below. A short name should only appear after the formal name has been established. For a more detailed description of formal- vs. short-name usage, please refer to the editorial guidelines.

Formal Series name:

IBM @server iSeries 400

Short Series names:

iSeries 400 or i400

Formal Model name:

IBM @server iSeries 400 Model 820

Short Model name:

Model 820

No substitutions or rearrangements

Do not rearrange the order of the naming architecture or invent “nicknames”, other than the approved short forms.

Don't

Model 820 @server iSeries 400

Don't

@server i400

Don't

@server 820

Don't

i400 Server

Examples in body copy:

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Collateral examples 4.1

Specification sheets

The 2-color graphic may be used in either the benefit statement (upper left corner) or the title (as shown), but not both. If the specification sheet is to be printed in a single color, the 1-color graphic may be used in place of the 2-color version. The logoized font should be used in the first formal name style mentioned in the text. Short name styles should be used in subsequent references. The e-business logo should NOT be placed in the lower left corner, as was customary. This would result in an undesirable proliferation of e-marks.

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IBM

IBM  server pSeries 680



Subhead

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IBM

IBM  server pSeries 680



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Collateral examples 4.2

Case studies

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Do

IBM server iSeries

IBM

How XYZ company harnessed the power of e-business with an iSeries 400



Overview

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IBM server iSeries

IBM

How XYZ company harnessed the power of e-business with an IBM server iSeries 400



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Collateral examples 4.3

White papers

The 2-color graphic may be used in either the subject identifier (upper left corner) or the title (as shown), but not both. The 2-color graphic may be used in the running head that appears at the top of each page. If the white paper is to be printed in a single color, the 1-color graphic may be used in place of the 2-color version. The logoized font should be used in the first formal name style mentioned in the text. Short name styles should be used in subsequent references. The e-business logo should NOT be placed in the lower left corner, as was customary. This would result in an undesirable proliferation of e-marks.

Cover

pSeries 640
August 2000



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IBM @server pSeries 640 consectetur

John Smith
IBM Title, Region

Do (applies to all pages shown) Interior pages

pSeries 640 lorem ipsum dolore
Page 2

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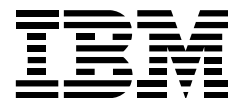
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IBM server Editorial Guidelines

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1. The Brand name
 - 1.1 Use of the brand name in text

Do's and Don'ts
 - 1.2 Using the logoized name in text

Do's and Don'ts
2. The Series names
 - 2.1 Description of Series, Family, Class
 - 2.2 Using the Series names in text

Do's and Don'ts
3. Trademarks and additional resources

The Brand Name in text 1.1

The brand name, IBM **@server**, represents the established and collective strengths of IBM servers and the IBM e-business logo. The name implies more than a diverse product line; it signals a new value proposition that combines industry-leading IBM servers; new levels of support, value, flexibility and partnership; plus integrated, pre-tested solutions combining IBM hardware with software from IBM and its global network of IBM Business Partners.

The now-familiar e-mark distinguishes the IBM **@server** logoized treatment. For more than three years, the mark has served as an important touchstone in the industry and around the world—a symbol of IBM leadership in e-business, and assurance of quality, commitment and innovation.

The fact that IBM has chosen to apply the e-mark to the IBM **@server** brand name attests to its value—not only to our company, but also to our industry, our customers and our business partners around the world. It is therefore imperative that content creators—copywriters, editors and authors alike—treat the IBM **@server** brand name and its equivalent forms consistently, thoughtfully and correctly. Doing so will help ensure that the IBM **@server** brand gains continued and lasting recognition—within our company, in the minds of customers and IBM Business Partners, and by the public at large.

The following guidelines pertain to all IBM collateral—specification sheets, brochures, case studies, presentations, white papers, Web pages, announcement letters, etc.—that references the IBM **@server** brand name.

Use of the brand name in text

IBM **@server** is the formal brand name, and refers to the entire scope of IBM **@server** offerings. Within text, the term will always appear as a logoized (graphic) treatment for which a special font has been created. Consequently, it should **never** be used in its plural or possessive forms. This would compromise the graphic standards and dilute the relevance and meaning of the brand.

Do

IBM **@server** systems span the spectrum of today's enterprise requirements.

IBM **@server**: Fueling your e-business success.

Don't

IBM **@servers** encompass a range of proven platforms.

IBM **@server's** capabilities span the spectrum of today's enterprise requirements.

The formal brand name should only be used when referring to the entire product set, IBM **@server**, and its associated offerings and services. The formal brand name, IBM **@server**, should always include the IBM name.

Do

IBM **@server**: Fueling your e-business success.

The IBM **@server** family encompasses a range of proven performers.

Don't

@server: Fueling your e-business success.

The **@server** family encompasses a range of proven platforms.

The formal name should never be used alone to refer to a specific series or model; rather, to the combined benefits of the IBM **@server** brand. (See appropriate usage of series/model names, page 2.1).

The Brand Name, logoized 1.2

Using the logoized name in text

The IBM **@server** brand name should be employed judiciously, given that each reference will reflect the logoized treatment. Also, excessive repetition can result in awkward phrasing, and is tiresome to the reader. Once the brand name has been introduced and established, subsequent references can be in the form of descriptions or approved short names. Discretion is advised in all cases.

Do

Today, IBM introduces IBM **@server**—a new generation of world-class systems and a brand-new value proposition for our customers. This enriched portfolio integrates the best of many worlds: a highly diverse, all-inclusive product set that features every class of server; pre-packaged solutions that combine world-class IBM hardware, industry-leading software and middleware; plus unprecedented levels of value, flexibility, partnership and support—including the backing of more than 140,000 professionals from the world's largest services organization, IBM Global Services.

Don't

Today, IBM introduces IBM **@server**. IBM **@server** is a new generation of world-class systems and a brand-new proposition for our customers. IBM **@server** is an enriched portfolio that integrates the best of many worlds. IBM **@server** is also a highly diverse, all-inclusive product set that features every class of server. The IBM **@server** family combines world-class IBM hardware, industry-leading software and middleware, plus unprecedented levels of value, flexibility, partnership and support. The IBM **@server** line of systems comes with the backing of more than 140,000 professionals from the world's largest services organization, IBM Global Services.

The Series names 2.1

The IBM **@server** Series comprises four product lines, categorized to reflect capabilities affiliated with IBM heritage servers.

zSeries (Successor to S/390).

The “z” refers to near-zero downtime.

pSeries (Successor to RS/6000/NUMA-Q).

The “p” denotes performance.

iSeries (Successor to AS/400).

The “i” implies integration.

xSeries (Successor to Netfinity).

The “x” represents X architecture.

Family/Class

Each member of the IBM **@server** Series includes specific classes designated by a numeric range:

zSeries–800-999 (models will include new-generation and next-generation 64-bit systems)

pSeries–600-799 (ranges include deskside, rack-optimized, general rack, high-end and next-generation models)

iSeries–400-599 (models will include new-generation and next-generation replacements for AS/400e)

xSeries–100-399 (integrated, universal and rack-optimized models)

The Series names in text 2.2

Using IBM @server Series names in text

When first referencing an IBM @server Series, use the formal name (e.g. IBM @server iSeries 400 Model 820). Thereafter, the approved short names can be applied.

The formal name includes the brand name, followed by the Series name (alpha designation in lowercase), numeric family or class, and Model designation. The approved short names make it easier for the reader to comprehend the relationship between the brand name and its associated products.

In the formal name style, IBM @server should always precede Series and Model names. (See examples of approved formal and short names below).

Examples

Approved formal names (first reference)	Short names (subsequent references)
IBM @server iSeries	iSeries
IBM @server iSeries 400	iSeries 400 or i400
IBM @server iSeries 400 Model 820	Model 820

Examples in body copy

Series and Model names should be arranged according to the naming architecture. They should never be transposed. Never invent “nicknames”; use only the approved short forms.

Do

For companies looking for high levels of performance, the IBM @server iSeries is the answer. The iSeries offers a range of models, including the IBM @server iSeries 400, Model 820. Model 820 furnishes proven levels of performance backed by world renowned service and support.

Don't

For companies looking for high levels of performance, the IBM iSeries @server Model 820 is the answer.

Trademarks/Resources 3.1

Trademarks

The logoized portion of the brand name, IBM @server, will eventually be trademarked by IBM. Once registered, the trademark symbol should appear in the first reference next to the logoized name, and be properly attributed in boilerplate copy at the end of a document. Members of the IBM @server Series will also be trademarked. For those, the same rules will apply. Refer to the most recent publication of IBM trademarks (see address below) for confirmation and contacts.

Additional resources

The IBM Sales Collateral Editorial Style Guidelines offer detailed style and usage practices pertaining to IBM collateral. For information, contact w3.ibm.com/corporatemarketing/collateral on the IBM intranet.

The IBM trademark list, which is updated regularly, can be accessed at ibm.com/legal/copytrade.phtml. Refer to it often.

Boilerplate example

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