

Congratulations! By meeting the criteria for the firm certification for e-business, your company has become part of a select group of clearly identifiable IBM Business Partners to whom customers can look for solid e-business solutions. As more companies make the Web an integral part of their strategies, your certification means that your company can differentiate itself from the competition by helping your customers maneuver through the maze of technology options to realize their e-business goals.

welcome



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IBM Business Partner certified for e-business emblem



TM

A new look

To highlight your organization's e-business expertise, you are entitled to substitute the IBM Business Partner emblem with the newly designed red, white, blue and black emblem depicted below. This emblem clearly identifies you as an IBM Certified for e-business – Business Partner.

The new emblem replaces the standard emblem for those Business Partner firms that qualify for its use. The two emblems may not be used together. To assist you with emblem usage, this guideline offers basic direction.

The emblem may be used only by IBM Certified for e-business – Business Partners. It should only be used when Business Partners reference IBM products and offerings they sell, service or influence, for example, in advertising, publications, Web sites, customer contracts and customer proposals.

The emblem should not be used if your communication does not refer to these IBM related activities or to your role as an IBM Business Partner. For example, you should not use the emblem to publicize a press release about a merger, or public offering, etc. The only exceptions are identification materials like business cards, banners and signs to which descriptions of products and offering do not apply.

To avoid any confusion with respect to the solutions you are supplying and your participation in the certification program, the following must accompany your customer proposals, customer contracts, marketing brochures, collateral and Web site applications where you use the new emblem, reference your participation in the program, or include the word “certified” in connection with the program:

“As an IBM Business Partner certified for e-business, we proudly display the “e-business” emblem, recognizing that we have passed IBM's educational and training requirements and have demonstrated skill in both broad and specialized e-business topics. We have a proven track record with our customers, and we (not IBM) remain responsible for the performance and operation of the products and solutions which we represent and sell to you.”

The new mark incorporates the distinctive design of the IBM Business Partner emblem with the IBM e-business logotype.

The preferred emblem is the color version, but there is also a black version and a Web site version.

Four-color process

Color formulas

IBM Blue: Cyan 91%, Magenta 43%, Yellow 0%, Black 0%.

e-business Red: Cyan 0%, Magenta 100%, Yellow 100%, Black 0%.

While four-color process is preferred, the following can be used as spot colors: IBM Blue. In lieu of IBM Blue, use Pantone® 2718. e-Business Red. In lieu of e-business Red, use Pantone 032 Red.

The colors shown throughout this Guideline are not intended to match the color standards. For the PANTONE Color Standards, refer to the current edition of the Pantone Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

Observing the protected area

The IBM Business Partner certified for e-business emblem should always be free-standing and sufficiently distinct from all other copy and graphics. The protected area around the emblem is equal to the height (x) of the IBM logotype.

Emblem artwork

Information on downloading the emblem is posted at: www.ibm.com/partnerworld

Scaling the emblem

The registration mark “®” and the trademark symbols “™” must be displayed whenever the IBM Business Partner certified for e-business emblem is used.

The following footnote/attribution must appear on all materials where the emblem is used:

The IBM Business Partner certified for e-business emblem is a trademark of the IBM Corporation in the U.S., other countries, or both.

Incorrect use of the emblem

Do not place the IBM Business Partner certified for e-business emblem on backgrounds with active color, patterns or textures that might reduce legibility. Do not change the color or the proportion of the emblem.

Below show some of the most common misuses of the IBM Business Partner certified for e-business emblem.



Stationery example

Your logo

Your company's logo should be the primary identity in your communications.

Content

Information about your company and marketing expertise can be highlighted within the content of your letter.

John B. Doe
Program Manager
Mobile Products
Solutions Specialist

XYZinc

123 Street Address
P.O. Box 000
City, State 12345-6789
Telephone: (123) 456-7890
Fax: (123) 456-7891
E-Mail: Name@Office.com

Mr. John Prospect
Prospect Associates, Inc.
2000 Main Street
Prescott, MA 23456

Dear Mr. Prospect:

We are your local source of computer expertise for IBM ThinkPad® products and services. For almost a decade we have served as the authorized personal computer dealer for many business organizations like yours. We would like very much to introduce you to our company and our people.

On Thursday, May 15 we are sponsoring an informal get-acquainted brunch at our offices from 9:30 a.m. till 12:00 noon. We arrange these get-togethers every three months so that prospective customers like you can meet with our staff for an informal dialogue.


Of course, we will have the full line of IBM ThinkPad computers on display for those in your organization who wish to see a demonstration. However, our primary purpose is to have you meet our staff.

We have built our reputation on our commitment to supporting our customers' present needs and have maintained that reputation by continuing to support them as their needs change.

Please call me personally with the names of your people who would like to meet with us.

Sincerely,


John B. Doe



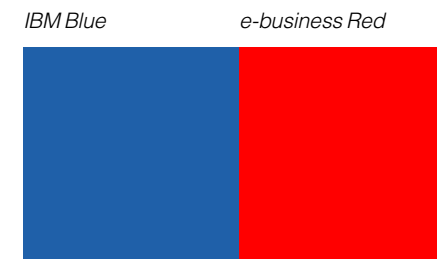
John B. Doe
Program Manager
Mobile Products
Solutions Specialist

XYZinc

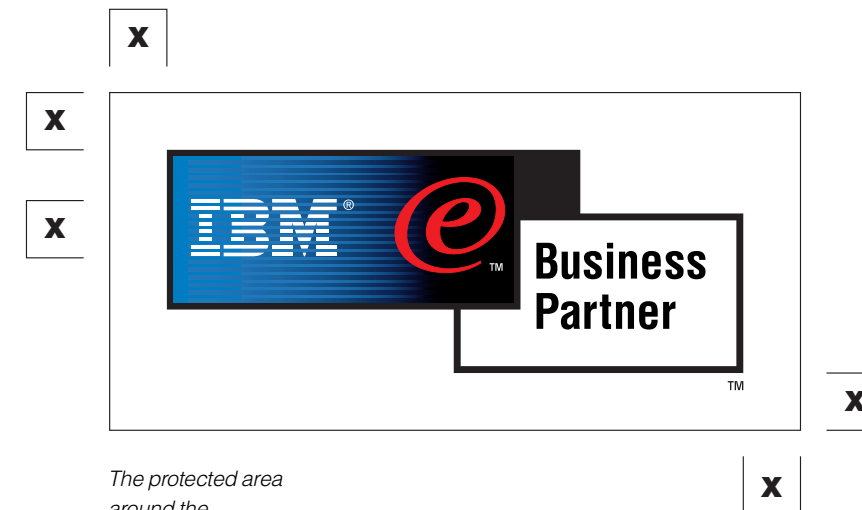
XYZ, Inc.
123 Street Address
City, State 12345
Country
Tel: (123) 456-7890
Fax: (123) 456-7890
E-Mail: Name@Office.com



IBM Business Partner Emblems



Black



The protected area around the emblem is equal to the height (X) of the IBM logotype.

To learn more about IBM e-business certification, visit:

www.ibm.com/partnerworld