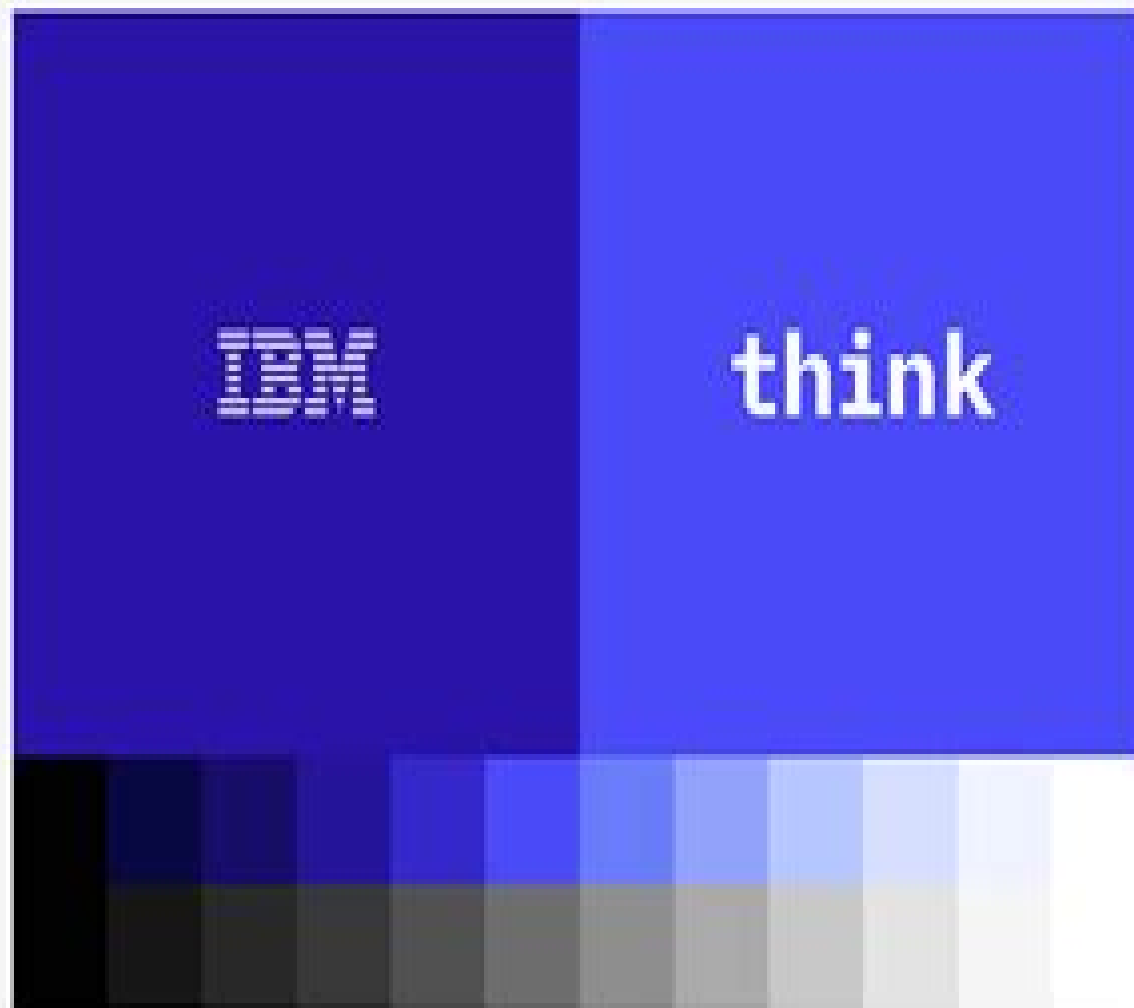


| | |
|--------------------|---|
| Principles | + |
| History | |
| Typography | + |
| Color | |
| Icons | |
| IBM type | + |
| Imagography | + |
| Illustration | + |
| Photography | + |
| Data visualization | + |
| Layout | + |
| Animation | + |
| Resources | |
| What's new | |
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Blue at the core

A vibrant set of blues is the centerpiece of the color palette. When combined with the simplicity of black and white, a refreshing and unique look emerges for IBM.



The palette

Ibm Corporate Branding Guidelines

Hans-Bernd Kittlaus, Samuel A. Fricker

A red circular graphic with a gradient, appearing as a partial circle or a thick arrow pointing to the right, located to the right of the authors' names.

Ibm Corporate Branding Guidelines:

Handbuch Markenführung Manfred Bruhn, 2013-11-11 Manfred Bruhn ist es mit dem Handbuch Markenführung gelungen das gesamte Spektrum der Erkenntnisse und Standpunkte zur Markenführung und zum Markenartikel unter Berücksichtigung neuester Entwicklungen in einem Nachschlagewerk zu vereinen Renommierete Fachexperten vermitteln einen systematischen und umfassenden Einblick in alle zentralen Teilgebiete des Markenmanagements Anhand vielfältiger Unternehmensbeispiele erhält der Leser nützliche Anregungen für eine erfolgreiche Markenführung Das Handbuch Markenführung die 2. Auflage des Handbuch Markenartikel erscheint mit völlig neuem Konzept Das Handbuch Markenführung ist eine exzellente Bestandsaufnahme des Phänomens Marke in seiner gesamten Bandbreite Es besticht durch seine systematische Darstellungsweise und gibt Antworten auf die vielfältigen Fragestellungen der professionellen Markenführung Für Entscheidungsträger im Marketing ist dieses umfassende Nachschlagewerk eine unverzichtbare Orientierungshilfe Horst Prienitz Hauptgeschäftsführer des Markenverbandes Corporate Identity, 2013-03-08 Erfolgreiche Unternehmen sehen sich seit jeher mit einer entscheidenden Anforderung konfrontiert Sie müssen sich von ihren Wettbewerbern deutlich unterscheiden Je ausgeprägter und zahlreicher die Faktoren sind die eine Differenzierung ermöglichen desto größer sind die Erfolgchancen eines Unternehmens So lange allein technologische oder ökonomische Vorteile einen Wettbewerbsvorsprung garantierten konnten sich Firmen darauf beschränken ihre harten Erfolgsfaktoren auszuspielen Betriebsgrößen Produkt und Verfahrensinnovationen Vor- oder Rückwärtsintegrationen sorgten für Markteintrittsbarrieren die bereits im Vorfeld zur Selektion potentieller Anbieter führten Die trotz Verdrängungsstrategien und der daraus entstehenden Konzentrationseffekte verbleibenden Wettbewerber verfügen aber gerade im Bereich harter Erfolgsfaktoren über ein zunehmend geringeres Differenzierungspotential Produkte und Dienstleistungen werden in Preis, Anwendung und Verarbeitungstechnik immer homogener und damit austauschbar Die Abgrenzung von anderen Unternehmen verlagert sich somit zwangsläufig auf den verstärkten Einsatz weicher Erfolgsfaktoren Dazu zählen in erster Linie alle Aktivitäten die die Personal- und Kommunikationspolitik betreffen Im Gegensatz zu den harten lassen sich die Auswirkungen der weichen Faktoren auf den Unternehmenserfolg kaum quantifizieren Das führt bei Investitionen in diesem Bereich häufig zu Beweisnot und Argumentationsenge seitens der Verantwortlichen die nur mit großen Einschränkungen Prognosen über den Erfolg der hier eingesetzten Mittel abgeben können Unbeschadet dessen gewinnen die weichen Faktoren an Bedeutung Diesen Trend reflektieren beispielsweise die Image Untersuchungen des Manager Magazins wo ein Großteil der verwendeten Faktoren zur Einschätzung deutscher Unternehmensprofile sogenannte weiche Erfolgsfaktoren sind Internal Branding Holger Schmidt, 2007-10-04 In Industrie und Dienstleistungsunternehmen entstehen Marken in der Regel nicht durch große Kommunikationskampagnen sondern durch die direkte Interaktion des Kunden mit den Mitarbeitern Internal Branding beschreibt anschaulich wie aus Mitarbeitern Markenbotschafter werden Checklisten zur Selbstkontrolle bieten dem Leser

die Möglichkeit den Status quo des eigenen Unternehmens zu überprüfen Mit Case Studies aus Dienstleistung Versicherung Hotellerie und Mittelstand **International Brand Management of Chinese Companies** Sandra Bell, 2008-03-29 China is certainly doing its best to keep the world mesmerized by its economic achievements The Chinese economic growth story that begun 30 years ago has in terms of dynamics and duration long since surpassed all those economic miracles which have brought Germany Japan and the South East Asian Tigers into the top league of the industrialized world The rapid expansion of the Chinese economy has gone along with a fledgling reintegration of China into the global economic system In the course of the last 30 years China has become a major player in the global economy and today is on a trajectory towards even greater prominence In recent years the Chinese economy seems to have reached an important threshold line of economic development and global integration In the first quarter century of reform and global opening Chinese enterprises have been largely confined to a passive role in the global division of labor Foreign enterprises as the proprietors of greatly superior business models production technologies management models as well as very competitively established brands have been integrating Chinese players in their value chains and global operations Lacking the necessary production technologies products as well as marketing knowledge to successfully address OECD consumers Chinese enterprises have been hardly able to enter the global markets without such guidance Now this constellation is changing *The 18 Immutable Laws of Corporate Reputation* Ronald J. Alsop, 2010-05-11 A veteran Wall Street Journal editor and authority on branding marketing and reputation provides the 18 crucial rules for companies to follow in developing and protecting their reputation which can be their most valuable asset or their worst nightmare A must read book for senior executives consultants advertising public relations and marketing professionals From Enron and WorldCom to the Catholic Church and Major League Baseball reputation crises have never been more widespread Now Ronald J Alsop a veteran Wall Street Journal authority on branding and reputation management explains the dangers and gives organizations the eighteen crucial laws to follow in developing and protecting their reputations Consider this example of a simple decision made by a low ranking employee When rescue workers at the site of the World Trade Center disaster sought bottled water from a nearby Starbucks outlet they complained that an employee charged them for it In a matter of hours the Internet had picked up the story and Starbucks carefully cultivated worldwide reputation was quickly besmirched This is just one instance among many of how the business world ever more global and competitive has become increasingly difficult to navigate Studies have demonstrated the powerful impact of reputation on profits and stock prices and yet less than half of all companies have a formal system for measuring reputation Clearly companies in every industry from Dow Chemical to Disney to DaimlerChrysler have much more to learn It is still the rare company that realizes the full value of its reputation how corporate reputation can enhance business in good times become a protective halo in turbulent times and be destroyed in an instant by people at the lowest or highest levels of the corporate ladder Mr Alsop provides eighteen thoroughly documented lessons based on years of experience covering

every aspect of corporate reputation with a clear distillation of the complex principles at the heart of a reputation He explains How to protect your reputation when the inevitable crisis hits How to cope with the many hazards in cyberspace How to create a reputation for vision and industry leadership How to establish a culture of ethical behavior How to measure and monitor your ever changing public image How to make employees your reputation champions How to decide when it s time to change your name The result is a book that is important not only for business executives consultants and advertising public relations and marketing professionals but also for anyone eager to learn more about the companies they work for buy from and invest in

Create a Brand That Inspires Wolfgang Giehl,F. Joseph LePla,2012-05 It takes strength to compete Becoming a well known and well regarded brand enhances a company s strength Internal branding especially in service industries is essential for longevity great competitive strength and high financial value Driven by a shared authentic corporate culture and guided by top management employees will build brand value in all their actions and interactions every day Create a Brand That Inspires How to Sell Organize and Sustain Internal Branding effectively addresses three core brand management challenges in readers organizations selling the brand to senior management organizing the brand on all management levels and living the brand within each of the company s internal communities The book includes sixteen international case studies complete with pictures interviews and examples from a wide range of industries The long term hands on experience of the co authors and their unique perspectives on how to successfully develop and manage internal branding make this study a rewarding read for executives managers and team leaders

Best Practices for Graphic Designers, Color Works Eddie Opara,John Cantwell,2014 This is the go to guide for designers as it outlines and details the essential color design skills needed to create successful meaningful and aesthetically compelling designs Along with hands on projects it offers unique insights into strategy and business when working in the real world with real clients Color Works starts with basic information on color practices and fundamentals and then delves more deeply into theory and application on a project by project basis Illustrated with real world projects and case studies this book offers a behind the scenes take on the design process and the necessary steps to go from concept to final outcome including the challenges encountered along the way

The New Guide to Identity Wolff Olins,2017-03-02 It is of course commonplace for corporations to operate sophisticated identity programmes But identity has now moved way beyond the commercial area We live in a world in which cities charities universities clubs in fact any activity that involves more than two or three people all seem to have identities too However very few of these organizations have released the full potential that effective management of identity can achieve In this book the world s leading authority on corporate identity shows how managing identity can create and sustain behavioural change in an organization as well as achieving the more traditional outcome of influencing its external audiences The New Guide to Identity provides a simple clear guide to identity including what it is and how it can be used to full effect If a change of identity is required the whole process is described from start up including investigation and analysis of the

current identity through developing the new identity structure to implementation and launch For anyone responsible for the identity of an organization or for designing it for someone else or attempting to achieve change in their organization or studying the subject this straightforward guide is essential reading **Kunden begeistern mit System** Franz-Rudolf Esch, Daniel Kochann, 2019-03-13 Mit diesem Buch erhalten Sie das E Book inklusive Wie Kundenfrust zu Kauflust wird Warteschleifen in der Telefonhotline Digitale Anfragen die versanden Unfreundliche Mitarbeiter Angebote die nicht zu Ihren Bedürfnissen passen Wann waren Sie zum letzten Mal von einer Marke begeistert Egal ob stationär oder digital B2C oder B2B Manche Firmen scheinen Kunden nicht zu wollen Und wundern sich am Ende warum der Umsatz nicht stimmt Die Marken und Kundenexperten Franz Rudolf Esch und Daniel Kochann erklären wie Unternehmen den Kunden wirklich in den Mittelpunkt Ihres Handelns stellen die Kundenreise analysieren und das Erleben an den Kontaktpunkten so steuern das Wow Erlebnisse entstehen Am Ende einer begeisternden Customer Journey stehen Kunden die gerne wieder kommen Der Weg zum Ziel fünf Schritte die systematisch zu durchlaufen sind *The Manager's Guide to Competitive Marketing Strategies, Second Edition* Norton Paley, 2021-05-13 The ability to think strategically is permeating every level of successful organizations particularly among senior executives and line managers responsible for maintaining a competitive advantage for their products and services Above all Manager's Guide to Creative Marketing Strategies is a pragmatic examination of a 21st century manager The second edition of this popular book will update you on the latest techniques for developing competitive strategies It examines how to apply strategies and tactics in a confusing global mixture of hostile competitors breakthrough technologies emerging markets fickle customer behavior and diverse cultures You will gain practical information about what strategy is how competitive intelligence contributes to successful strategies and how to put it all together The book is an all in one resource for analyzing planning and developing competitive strategies a workbook with checklists and forms and a reference with numerous case histories **Mensch-Maschine-Schnittstellen elektronischer Geräte** Konrad Baumann, Herwig Lanz, 2013-03-07 Um eine Mensch Maschine Schnittstelle gut zu entwerfen muß man von Anfang an die Disziplinen Hard und Software Entwicklung Design und Mensch Maschine Kommunikation berücksichtigen Die gleichberechtigte Gewichtung dieser vier Disziplinen ist das Besondere an diesem Fachbuch Es bietet dem Leser einen sehr praxisorientierten Einstieg in die Problematik des Entwurfs von MMS und ist nicht im Stil wissenschaftlicher Arbeiten gehalten sondern versteht sich als Leitfaden Vorkenntnisse sind nicht erforderlich Für den Entwickler bietet es eine Vielzahl fertiger Lösungen z B elektronische Schaltungen Programme für die 8051 Mikrocontrollerfamilie sowie Entscheidungshilfen für die Auswahl der geeigneten Elemente einer MMS **Software Product Management** Hans-Bernd Kittlaus, Samuel A. Fricker, 2017-05-23 This book gives a comprehensive overview on Software Product Management SPM for beginners as well as best practices methodology and in depth discussions for experienced product managers This includes product strategy product planning participation in strategic management activities and orchestration of the functional units of the company

The book is based on the results of the International Software Product Management Association ISPMA which is led by a group of SPM experts from industry and research with the goal to foster software product management excellence across industries This book can be used as textbook for ISPMA based education and as guide for anybody interested in SPM as one of the most exciting and challenging disciplines in the business of software Hans Bernd Kittlaus is the Chairman of ISPMA and owner and managing director of InnoTivum Consulting Germany Samuel Fricker is Board Member of ISPMA and Professor at FHNW Switzerland

Strategic Brand Management Kevin Lane Keller, Tony Apéria, Mats Georgson, 2008
 Finely focused on the how to and why throughout this strategy guide provides specific tactical guidelines for planning building measuring and managing brand equity This approach considers why brands are important what they represent to consumers and what should be done by firms to manage them properly

Social Media Marketing: Breakthroughs in Research and Practice Management Association, Information Resources, 2018-05-04 In the digital age numerous technological tools are available to enhance business processes When these tools are used effectively knowledge sharing and organizational success are significantly increased Social Media Marketing Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use strategies and applications of social media marketing in business today Including innovative studies on email usage social interaction technologies and internet privacy this publication is an ideal source for managers corporate trainers researchers academics and students interested in the business applications of social media marketing

InfoWorld , 1990-04-30 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects

Computerworld , 1988-09-19 For more than 40 years Computerworld has been the leading source of technology news and information for IT influencers worldwide Computerworld s award winning Web site Computerworld com twice monthly publication focused conference series and custom research form the hub of the world s largest global IT media network

The International Guide to Management Consultancy Barry Curnow, Jonathan Reuvid, 2003 A handbook for corporate purchasers of management consultancy services this unique and highly authoritative guide provides a description of the profession worldwide and advice on how to choose and use its services effectively

Reading Graphic Design in Cultural Context Grace Lees-Maffei, Nicolas P. Maffei, 2019-02-07 Reading Graphic Design in Cultural Context explains key ways of understanding and interpreting the graphic designs we see all around us in advertising branding packaging and fashion It situates these designs in their cultural and social contexts Drawing examples from a range of design genres leading design historians Grace Lees Maffei and Nicolas P Maffei explain theories of semiotics postmodernism and globalisation and consider issues and debates within visual communication theory such as legibility the relationship of word and image gender and identity and the impact of digital forms on design Their discussion takes in well known brands like Alessi Nike Unilever and Tate and everyday designed things including slogan t shirts car advertising ebooks corporate logos posters and music packaging

Co-Branding T. Blackett, R.

Boad,1999-09-24 The strategic management and development of brands continues to grow in importance for most businesses and the last decade has seen more and more brand owners turning to co branding as a way of adding further value to their brand assets The synergy that can be created by two well matched brands working together in harmony can be considerable and enhance both profitability and the valuation of the brand for both parties However the challenges presented by co branding are considerable getting the strategy right for a single brand is hard enough but once two brands are brought together the challenges increase considerably The brand personalities must be complementary This is the first book to explore this important area **Catalog of Copyright Entries. Third Series** Library of Congress. Copyright Office,1979

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