

# IBM Brand Style Guide

## **IBM-inspired brand guide for usable report and content production.**

This specimen is a practical show-and-tell library: brand assets, colour roles, typography, badges, message states, data components, recommendations, briefs, and export rules.

IBM-styled content should feel **systematic, engineered, accessible, and explicit**. Use the grid to make complex information understandable; use blue to mark interaction and verified structure; use red, amber, and green only when the status itself matters.



# IBM production manifest

**Brand:** IBM

**Shape language:** modular grid, square panels, strong alignment, visible rules

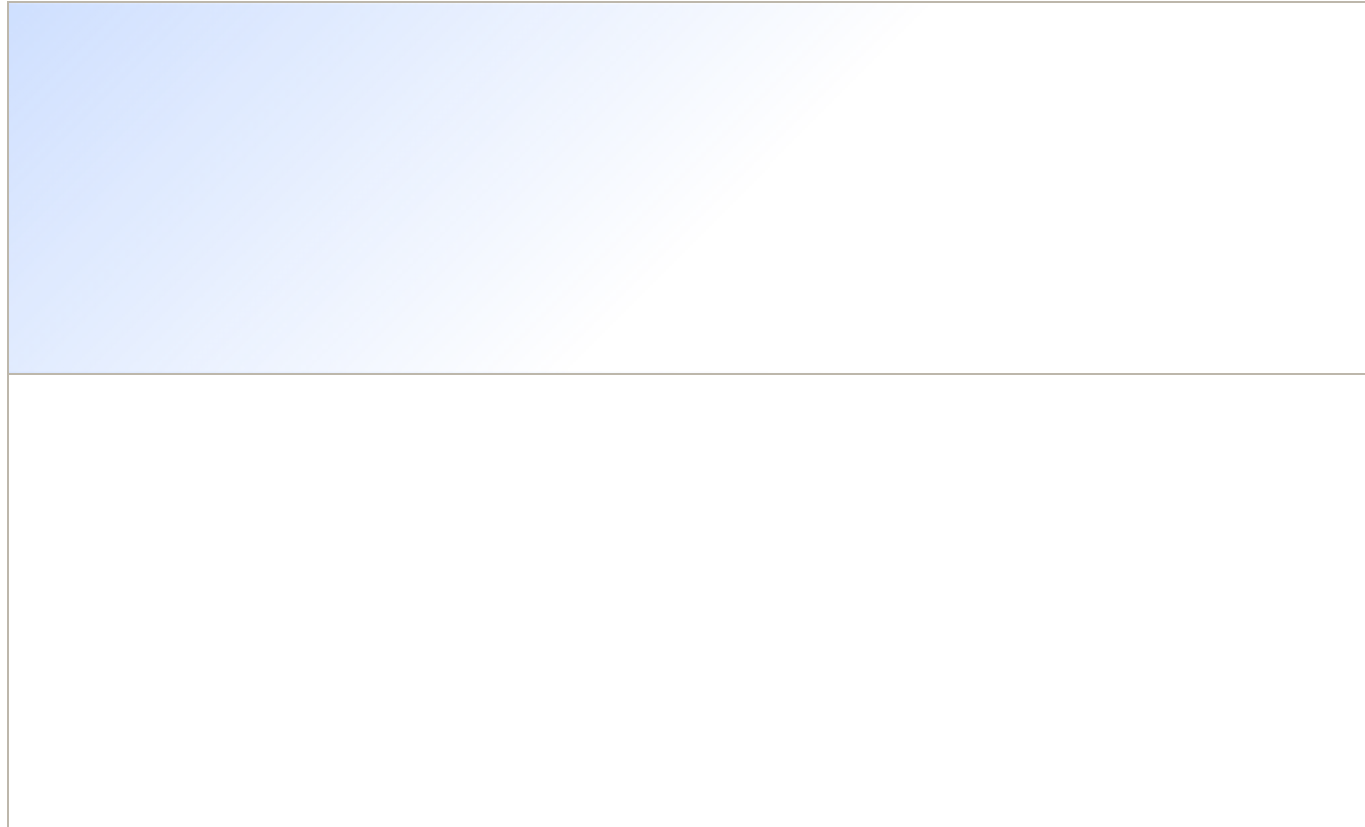
**Writing rule:** classify evidence, name the decision, then show the verification path

**Content system:** technical reports, governance memos, product explainers, audit handoffs

**Colour rule:** blue is the system accent; severity colours are functional, not decorative

**Export rule:** every public artefact uses placeholder evidence and hides browser PDF chrome

# 1. Brand assets and surface rules

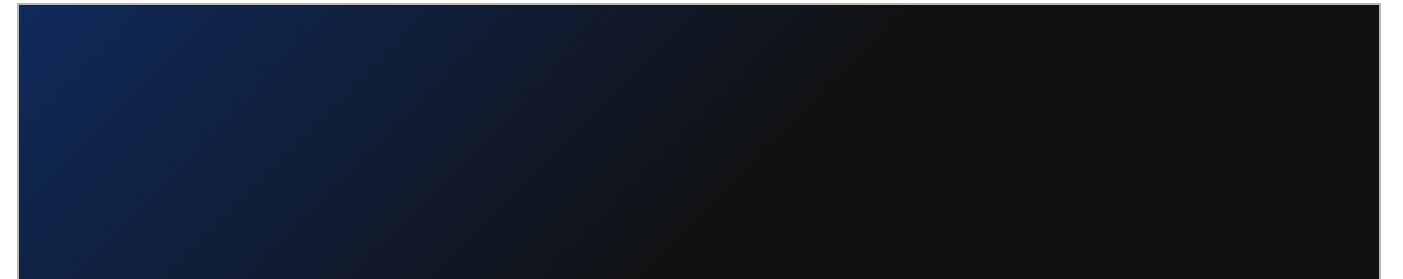
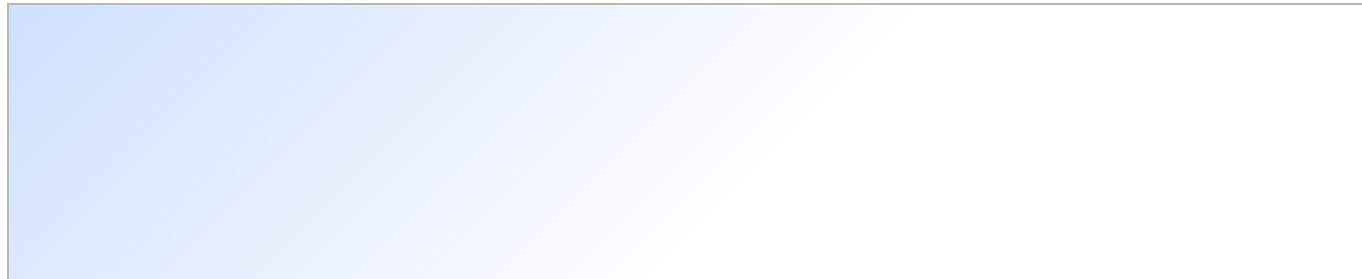


## 1.1 Logo on light surface

Show primary artwork on white or cool-grey backgrounds with generous clearspace. **Use for:** report covers, section openers, and client handoff PDFs.

## 1.2 Logo on dark surface

Use reverse artwork only when the whole page or module is dark. \*Do not mix light and dark logo treatments in the same component row.\*



## 1.3 Icon or monogram

Use a compact mark for small metadata blocks, export thumbnails, or dashboard tiles. Keep the mark visually centred and never use it as a bullet.

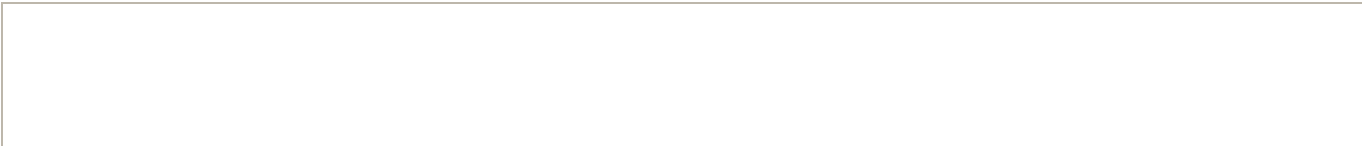
## 1.4 Partner lockup

Use a lockup area when the brand appears beside a product, client, or programme name. Keep equal optical weight and align baselines.




## 1.5 Primary blue

Use for links, active states, chart bars, focus indicators, and primary system emphasis. Pair with white or very light grey.



## 1.6 Strong text

Use for headings, dense tables, labels, and decision statements. It carries authority without needing extra decoration.



## 1.7 Raised surface

Use for cards, tables, briefs, and source ledgers. It should separate information without creating unrelated widths.

## 1.8 Critical state

Use only for blockers, risk, failed validation, or policy exceptions. Always pair it with a text label and recovery instruction.

## 1.9 Warning state

Use for dependencies, partial evidence, or pending verification. It should be visible in print, not a faint tint.

## 1.10 Verified state

Use for shipped controls, passed checks, and preserved patterns. Keep the label legible on the state colour.

# 2. Typography and formatting

## 2.1 H1 / cover title

### **Technical audit readiness report**

Use for the single page purpose. Keep it direct; avoid marketing flourish.

## 2.2 H2 / section title

### **Evidence and decision path**

Use H2s for major production tasks: assets, colours, data, decisions, export.

2.3 H3 /  
component title

**Source ledger card**

2.4 Body, emphasis,  
and citation

Normal body copy states the fact.

**Bold**

Use H3s inside reusable blocks. They should name the component, not repeat the section.

marks the decision or required field. *\*Italic\** marks caveat, interpretation, or non-blocking nuance.

*Use quotation styling for source excerpts and reviewer notes. A quote is not a notification; it is a cited voice that supports or challenges the report claim.*

# 3. Information tagging badges

Badges are **metadata tags**, not notifications. Use them inline beside claims, table cells, or source IDs to classify evidence without taking over the page.

**EVIDENCE:**

**VERIFIED**

**PARTIAL**

**INFERRED**

**MISSING**

**PRIORITY:**

**CRITICAL**

**HIGH**

**MEDIUM**

**LOW**

Badge	Purpose	Use example	Avoid
<b>VERIFIED</b>	Confirmed evidence	“Pricing table present in first-fetch HTML”	Using it for assumptions
<b>PARTIAL</b>	Some support, not enough	“Two engines cite the page; one cites stale copy”	Hiding uncertainty
<b>INFERRED</b>	Modelled judgement	“Likely entity mismatch from source drift”	Presenting as fact
<b>MISSING</b>	No evidence found	“No source card for the claim”	Using as blame language

# 4. Message states and notifications

Notifications are interruption patterns. They need colour, shape, label, purpose, and action. They are not badge rows.

**CRITICAL**

## 4.1 Critical blocker

**Purpose:** stop delivery until fixed. Use when evidence is inaccessible, a

**HIGH**

## 4.2 Warning dependency

**Purpose:** expose risk without blocking every reader. Use for partial

required source is missing,  
or a public artefact risks

disclosure.

**Example:** “Source B004 is  
absent from the export  
ledger. Add it before  
approval.”

evidence, ownership gaps,  
or pending validation.

**Example:** “Table fit passes  
A4 but needs slide review  
before client deck export.”

**MEDIUM**

## 4.3 Information note

**Purpose:** explain method or scope. Use for assumptions, sampling

**LOW**

## 4.4 Verified outcome

**Purpose:** mark a stable pattern to preserve. Use when a check passed and should not regress.

windows, and environment details.

**Example:** “Crawler evidence was captured from a logged-out first fetch.”

**Example:** “All priority cards now include owner, source, and verification fields.”

# 5. Report component show-and-tell

**12**

Component families covered.  
**Source:** B001.

**4**

State colours with visible  
contrast. **Source:** B002.

**100%**

Recommendation cards include owner and verification. **Source:** B003.

**0**

Private artefacts in public output. **Source:** B004.

**Component  
coverage**



**100%**

**Evidence  
traceability**



**92%**

**Notification  
clarity**



**88%**

**Print readiness**



**94%**

<b>Component</b>	<b>Purpose</b>	<b>IBM treatment</b>	<b>Example content</b>
Manifest	Scope and production rules	Field grid with firm labels	“Export rule: placeholder evidence only”
KPI card	Executive metric	Large value, short source line	“12 component families covered”
Facts table	Dense comparison	Aligned headers, stable columns	Component / purpose / treatment / example

Component	Purpose	IBM treatment	Example content
Source ledger	Claim provenance	One width, row dividers, source IDs	B001 – Component inventory
Brief card	Delivery handoff	Light command panel, blue left rule	Task / files / acceptance / verification

B001 – Component inventory – **High confidence**; checks rendered block families.

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B002 — Severity review — **High confidence**; validates visible critical, warning, information, and verified states.

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B003 — Recommendation audit — **Medium confidence**; verifies owner, due date, source, and acceptance fields.

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B004 — Redaction audit — **High confidence**; confirms public-safe export.

# 6. Recommendation patterns

## 6.1 Critical control gap

EVIDENCE:

**VERIFIED**

Use when a missing component, evidence field, or verification step blocks approval.

**Owner:** Governance. **Due:** current release. **Verify:** source ledger contains B001 and B004.

## 6.2 High-priority dependency

EVIDENCE:

**PARTIAL**

Use when a recommendation depends on another system, owner, or evidence source.

**Owner:** Delivery. **Due:** next sprint. **Verify:** dependency has an assigned owner.

## 6.3 Medium optimisation

EVIDENCE:

**INFERRED**

Use when the report is correct but can improve scanability, table density, or export fidelity.

**Owner:** Design systems. **Due:** backlog. **Verify:** A4 and slide output remain aligned.

DONE

## 6.4 Completed control EVIDENCE: **VERIFIED**

Use for implemented safeguards and stable patterns.

**Owner:** QA. **Verified:** B004. **Preserve:** state label remains high contrast.

## 6.5 Preserve

- **Explicit source IDs** beside claims.
- Stable table columns and aligned panel widths.
- Clear owner, due date, and verification fields.

## 6.6 Avoid

- Ambiguous status labels.
- Decorative charts without data labels.
- Recommendations without acceptance criteria.

# 7. Handoff, code, and export

## 7.1 Implementation brief

**Task:** Apply IBM-styled report components to a technical audit.

**Files:** report Markdown, renderer CSS, evidence ledger, PDF exports.

**Acceptance:** every finding maps to source IDs, confidence, owner, and verification.

**Verification:** render HTML, A4, US Letter, and slides; inspect badges, notifications, charts, tables, and code panels.

## IBM light code panel

### TEXT CODE



Do: classify evidence, assign owner, include verification.

Do not: use a notification when a small metadata badge is enough.

## 7.2 Source-card purpose



Use source cards as governance records: source ID, type, observed date, claim supported, confidence, sensitivity, and storage location.

**PUBLIC  
ARTIFACT  
RULE**

IBM-styled public examples must not include private client names, URLs, local paths, screenshots, raw exports, or uncontrolled evidence excerpts.

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**IBM BRAND STYLE GUIDE SPECIMEN · USABLE  
PRODUCTION GUIDE · PUBLIC-SAFE PLACEHOLDER  
CONTENT**

