

Guidelines

R3.0

05.21.19

IBM Developer

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This guide is an essential tool for anyone working with the IBM Developer program. It sets expectations for every exhibit we design and experience we deliver, and provides guidance for how the program should be presented to all audiences worldwide.

For more information or guidance, please reach out to the contacts on the 'Advice & Approvals' page at the end of this document.

Brand Definition

Context	04
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Brands are designed to serve business. Well articulating and defining our brand experience helps us promote a differentiated and opinionated position externally, and helps us make progressive decisions internally.

IBM Developer is a strategic, sub-brand exercise within the IBM brand ecosystem, designed to generate new attributions (brand equities) and new audiences to IBM. We should always be mindful that our purpose and positioning are closely connected and complimentary to IBM overall.

Developers are to IBM much like consumers are to a retail business. IBM Developer aims to build deeper relationships between the growing international (enterprise) developer community and IBM.

These relationships are the ultimate deliverable of the brand, and a key measurement of our overall success.

is:

isn't:

- + Walk
- + Serving
- + Global
- + Give
- + Active

- x Talk
- x Selling
- x Valley
- x Take
- x Static

Brand Pillars

These attributes are the primary pillars or positioning we want to have represented and reinforced in all Developer communications and experiences.

01 Access enterprise-grade, open skills and knowledge

How you write code matters. It's just as important as the code itself. With IBM, you have access to leaders in technology, we provide you with the essential skills and tools to build applications for the enterprise.

Keep your skills sharp and stay up-to-date on the latest technology and trends, from Blockchain to AI, with open source projects, tutorials, blogs, podcasts and documentation published by the developers who are leading in the field.

Collaborate with our global network of developer advocates online and offline to gain peer-to-peer knowledge and help change the way the world works with code. We are at your local meetups, forums, and conferences 365 to help you be successful with your everyday tasks.

Access open source projects and code patterns through content, community, and self-service code semantically linked. Available in popular code repositories and with SDKs for popular languages and deployment environments, so you can get easily get started coding.

02 Accelerated time to production

Success is getting your applications to production (not just to test or pilot stage) — success is when your application can scale to be used, reliably, by millions of users. At IBM, we help you reduce time to production and scale enterprise applications by enabling you to:

Build on platforms that are secure and compliant from the start. We can help you expertly navigate the world of enterprise standards for privacy, security and compliance no matter which industry you are building for, with the reliability and governance needed to develop quickly.

Develop at enterprise scale with speed and agility to continuously design and deliver new products. Code side-by-side with expert developers, designers and technical leaders to take your idea to MVP (Minimum Viable Product) and beyond.

We know how to make AI and data work in the enterprise. Make your data simple and accessible with data analytics, AI and deep learning, so you can scale insights on demand and deploy your applications with agility.

03 Ability to build across your entire tech stack

Enterprises are built on business processes. When you're building applications to support those processes, build with an architecture that can help you tackle the whole process.

With IBM, you have the ability to build across the entire tech stack that spans Cloud, Data, AI, and open source technologies in order to: Develop with a breadth and depth of technologies and resources to deliver solutions. Easy access to AI and IoT APIs, a comprehensive Cloud platform, and enterprise-grade security on Blockchain with the ability to gain rapid data science insights.

Deploy on a Cloud architecture built for all your applications, locally or globally, that is secure and compliant.

Make your data work for your business — prepare it for analytics, data science and AI, regardless of its type and wherever it resides.

All-in ⁰¹

Advocating ⁰²

Ahead ⁰³

- 01 Dedicated to collaboration and the craft of code.
- 02 Steadfast partner offering resources and support.
- 03 Always innovating in advance of others.

Promise

This singular statement is intended to build upon our overall IBM brand platform articulated as “Let's put smart to work.” Build Smart is a translation of that sentiment for the developer audience. This statement should *only* appear in Developer communications.

Build

Inclusive of all code creatives,
different types of developers and
decision-makers.

Smart

The advantage and by-product of
developing with IBM.

Promise

Build Smart can appear in a variety of typographic arrangements. Shown here are all of the acceptable ways of using Build Smart.

Type Treatments

Build Smart

[Build-Smart]

Build → Smart

Build
Smart

Build
[Smart]

Build
↓
Smart

Build
Smart

Build
Smart

Build
↳ Smart

Build
Smart

Open Code:

Essential

Efficient

Elegant


Everyday

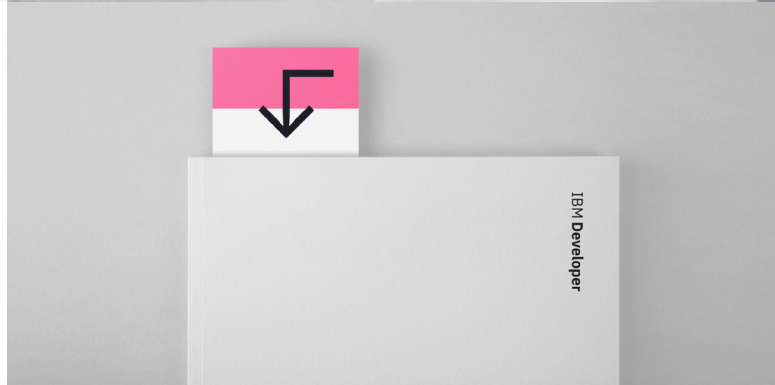
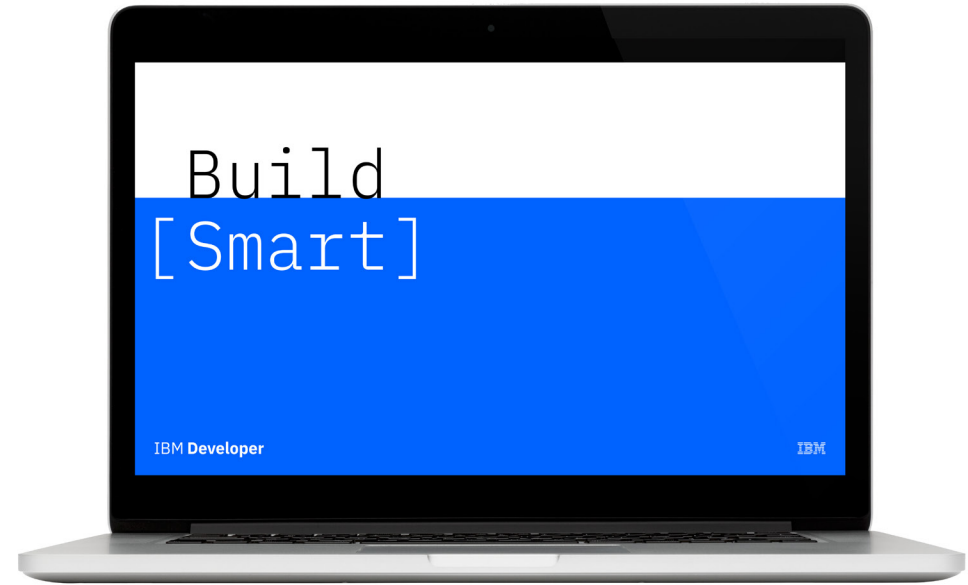
The IBM Developer system is designed to exude efficiency.
It's simple and straightforward. No gimmicks. Nothing gratuitous.
Every element in the system has a specific job to do.

Gallery

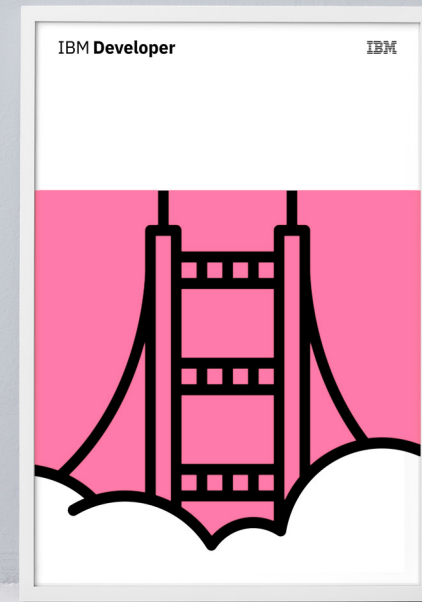
The following pages showcase a range of executions using the IBM Developer visual and verbal expression. The intent is to illustrate the versatility of the system.

Bauen
 Bouwen
 Konstruu
 Izgraditi
 ndërtoj
 Stavět
 Construir
 Build
 Smart

IBM Developer 



Essential





IBM Developer New York developer.ibm.com Build smart.

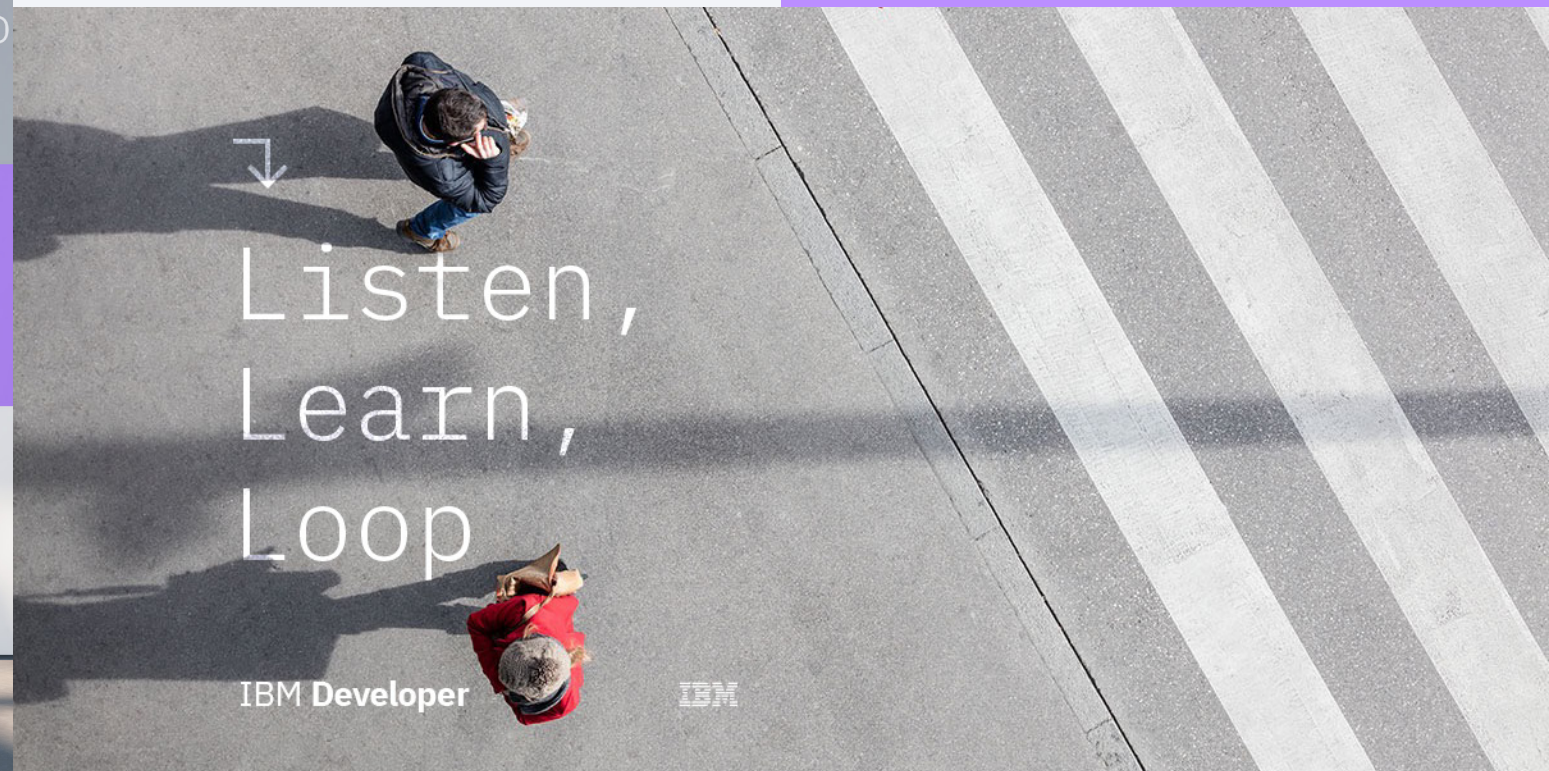
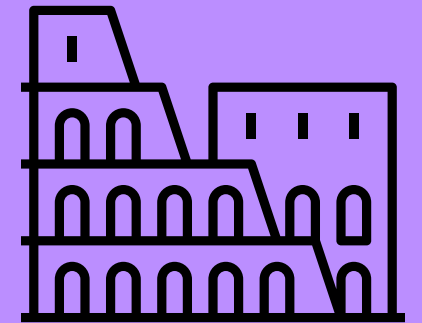
Line-by-Line
↓
Side-by-Side
↑



London
San Francisco
Copenhagen
Singapore
Austin
Melbourne
Dubai
Nice
New York

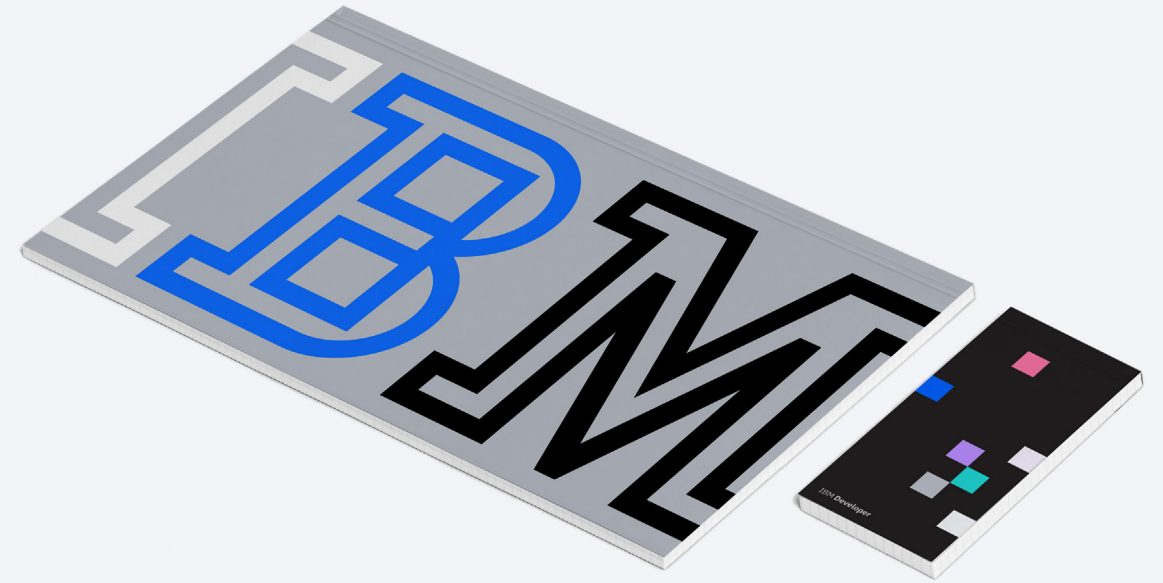
IBM Developer New York

Everyday

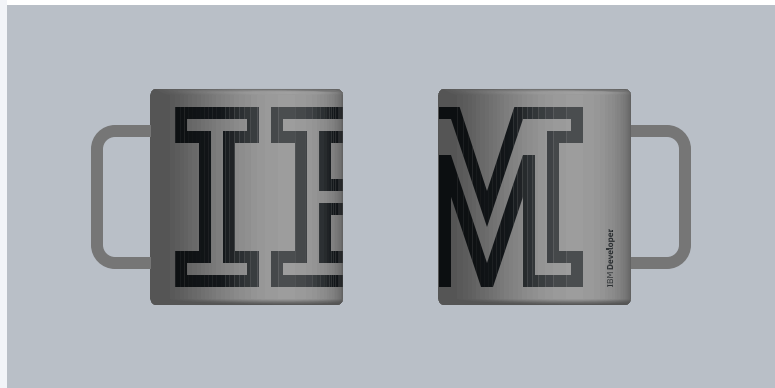


Listen,
Learn,
Loop

IBM Developer IBM



Efficient



Open Source Summit
North America



Hilton San Diego Bayfront
August 21 - 23, 2019

#osummit

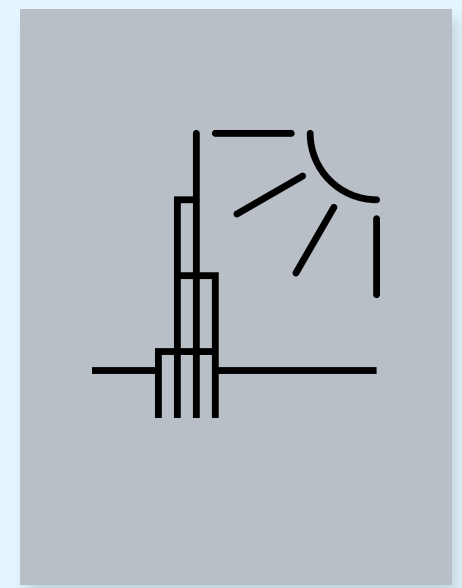


(TOLLA)
(Vero)
(Wahr)
(Skutečný)
(Vrai)
(Cierto)
(Rigtigt)
(True)

IBM Developer IBM

Toronto
London
San Francisco
Copenhagen
Singapore
Austin
Melbourne
New York
Dubai

IBM Developer IBM



Visual ID.

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Logotype

This is the logotype from IBM Developer, and it is the primary brand identifier. It is consistent with all other IBM officially-branded name treatments.

It is designed to work in conjunction with the IBM logo. The minimum size for it's use is: 16 Pixels



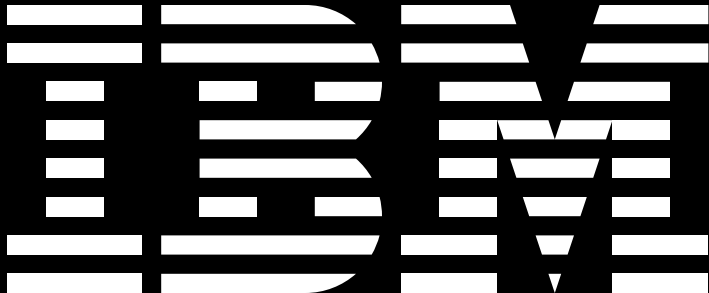
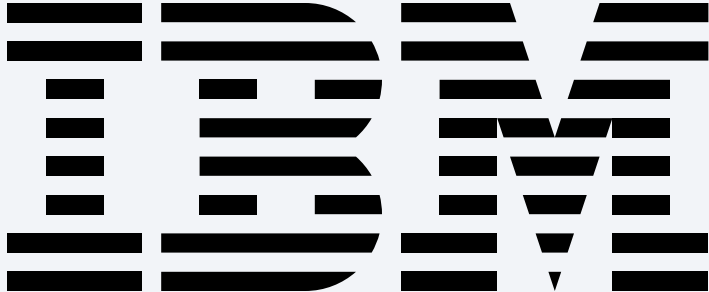
The IBM Developer logotype should always appear flush left on a grid, and most often appear before the IBM logo. There are two simple constructs for this relationship: Horizontal and Vertical.



IBM Logo

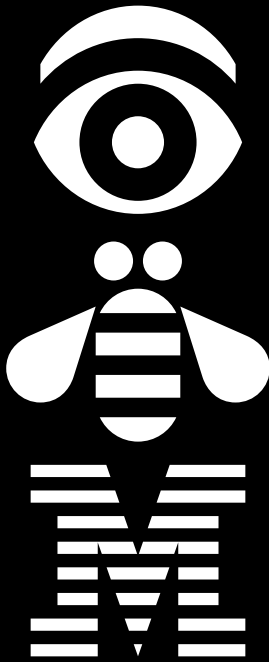
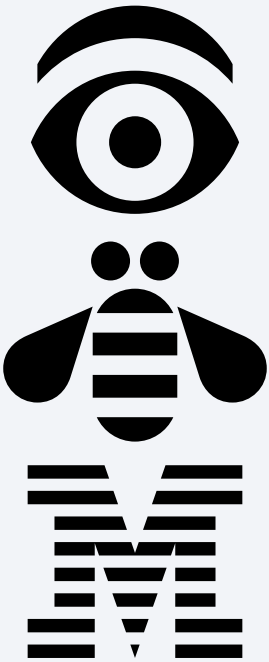
The IBM logo features prominently in the Developer system. We want to reinforce IBM as a destination and premium partner for the international developer community.

The primary logo we use is the IBM “8-Bar” logo. We have also created three different “builder” expressions that can be dynamically exchanged within communications and experiences.



IBM Rebus

The IBM Developer system also allows for the use of the vertical IBM Rebus, as it personifies our own development culture. It can be used as a gestural sign-off or as an expressive alternative to the IBM 8-bar logo.



IBM Developer has been developed to provide a single destination, narrative and brand platform for developers in order to build their relationship with IBM. It plays a specific role within our overall masterbrand brand strategy. The system has been designed to showcase and support all business units. That is to say, whenever we are engaging with developers, IBM Developer is the lead-with expression. IBM Developer is an envelope in which other offerings sit inside.

IBM Developer



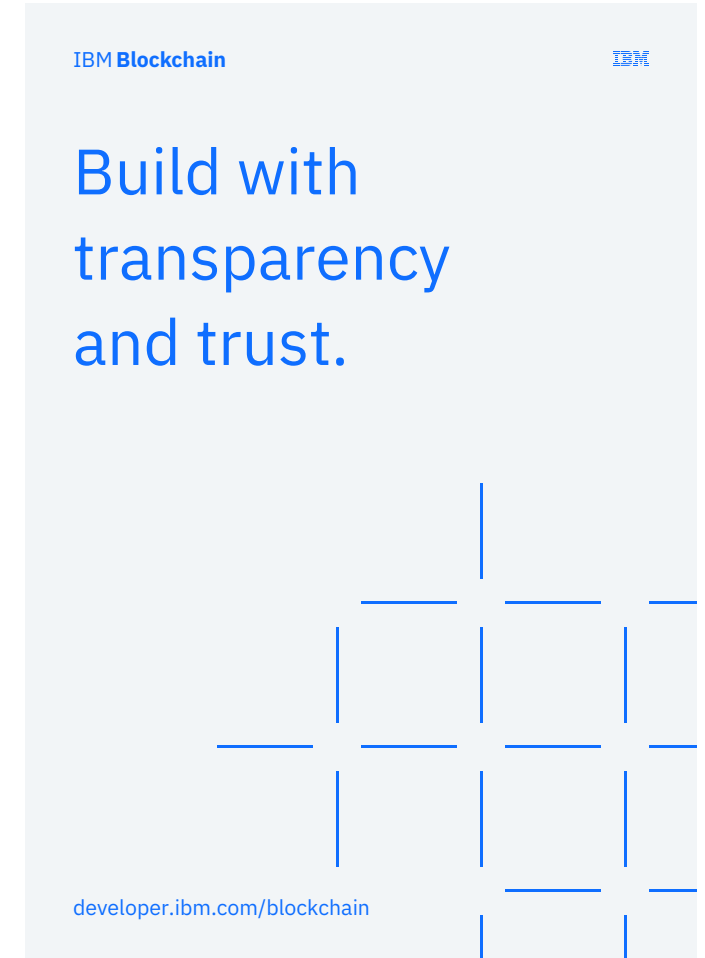
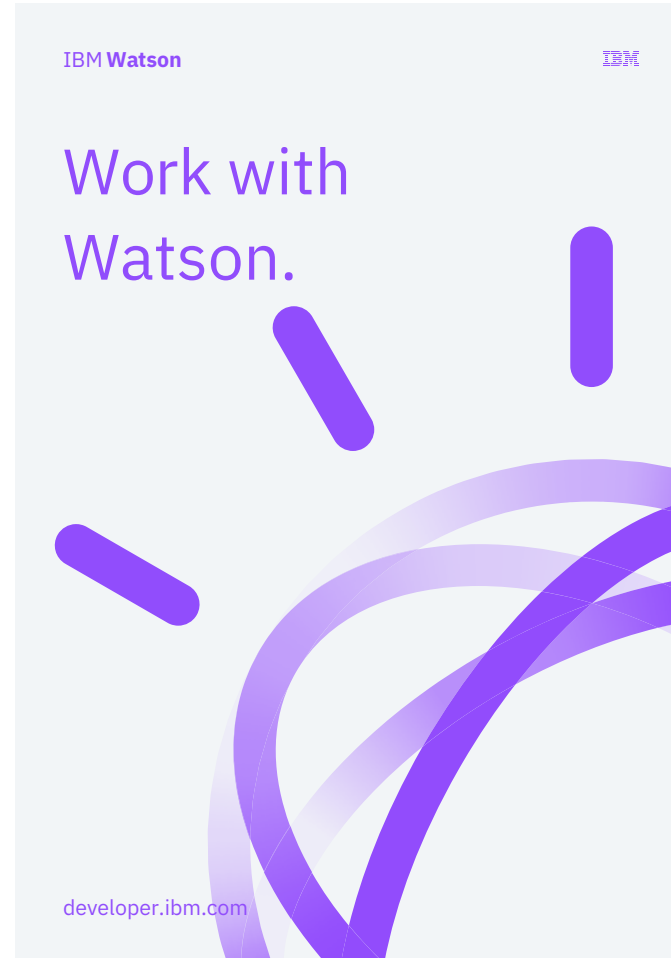
developer.ibm.com



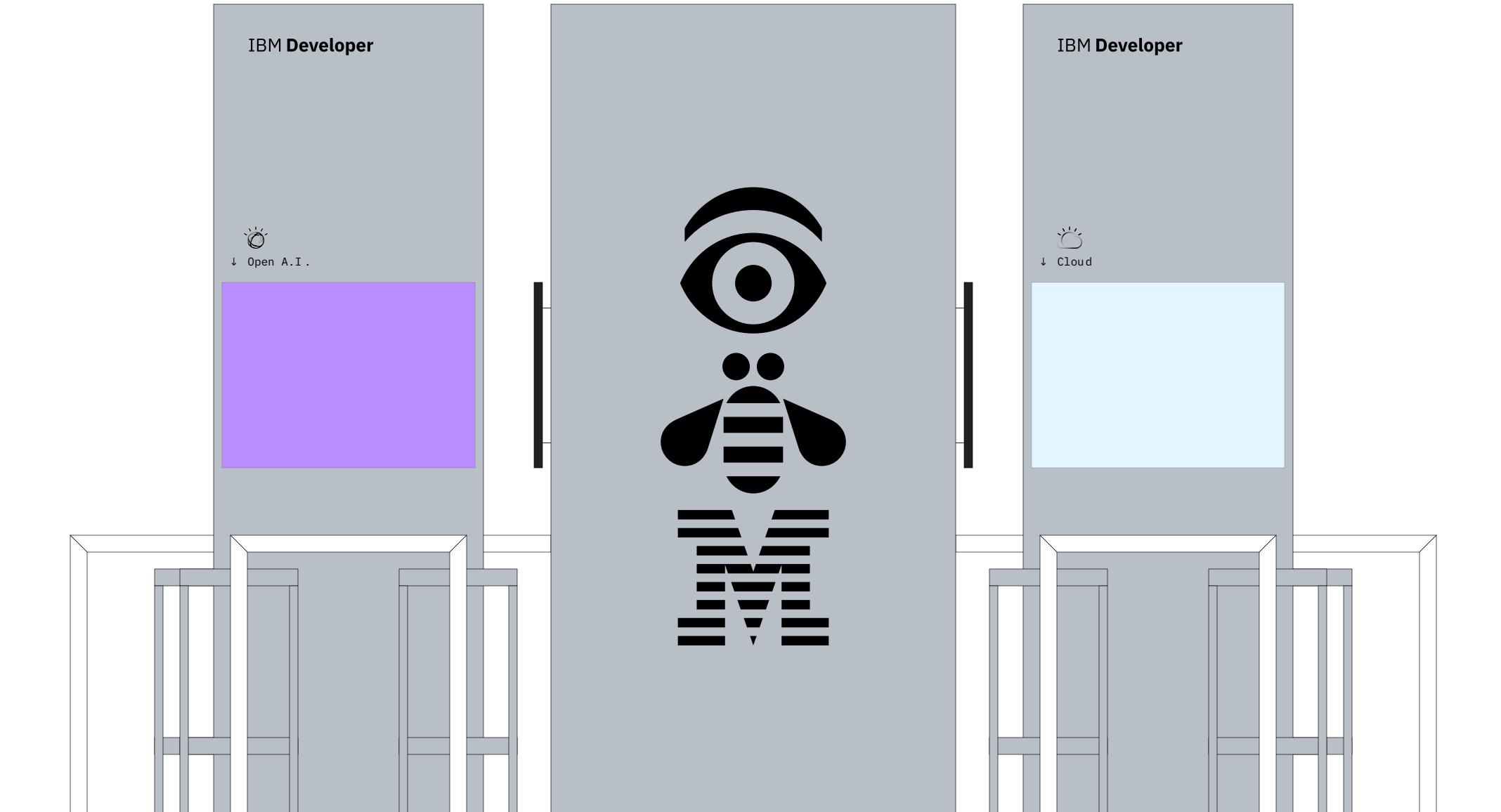
Brand Ecosystem

Co-Branding Communications

All communications aimed at developers from different business units should drive traffic to developer.ibm.com or to distinct destination within the platform.



All developer-focused events should lead with the IBM Developer brand expression. Other offerings with IBM are represented within that expression.



IBM Plex Mono Light is the primary typeface used within the IBM Developer brand system.

It is the visual *“voice”* of IBM Developer.

Typography

IBM Plex Mono Light is the primary typeface for IBM Developer. Familiar to developers, IBM Plex Mono Light plays a major role in both the verbal and visual style of the Developer system, delivering the most expressive moments (e.g. headlines, supergraphics, code or data points, etc.) IBM Plex Sans is used alongside Mono for harder-working, informative and supportive text.

Please keep in mind that IBM Plex is being made available in many international languages. Where possible, please use the local language if available. If not, English is the primary IBM language.

Expressive

Primary Typeface

IBM PLEX Mono
Light
*IBM PLEX Mono
Light Italic*

Productive

Secondary Typeface

IBM Plex Sans Regular
IBM Plex Sans Regular Italic
IBM Plex Sans Bold
IBM Plex Sans Bold Italic

IBM Plex Mono

06 pt. / 09 pt.
08 pt. / 12 pt.
12 pt. / 18 pt.
16 pt. / 24 pt.
24 pt. / 32 pt.
32 pt. / 48 pt.
64 pt. / 72 pt.
72 pt. / 96 pt...

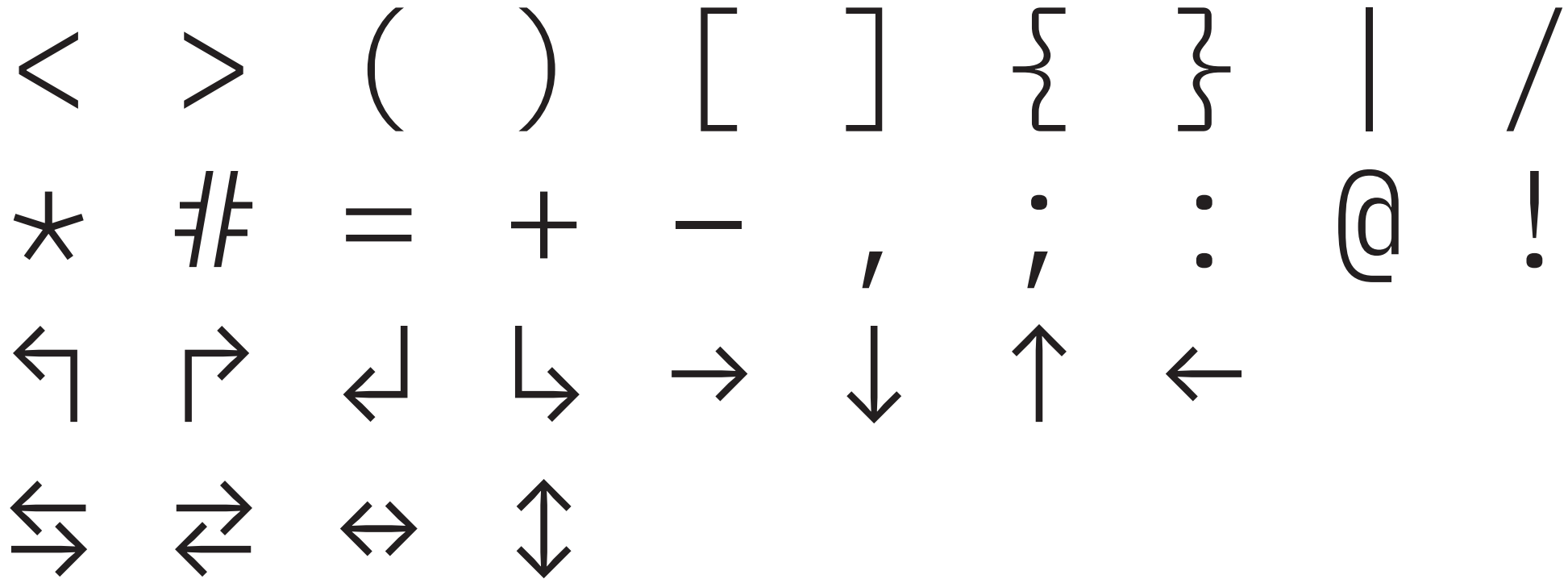
IBM Plex Sans

6pt. / 9pt.
8pt. / 12pt.
12pt. / 18pt.
18pt. / 24pt.
24pt. / 32pt.
64pt. / 72pt.
72pt. / 96pt...

Glyphs

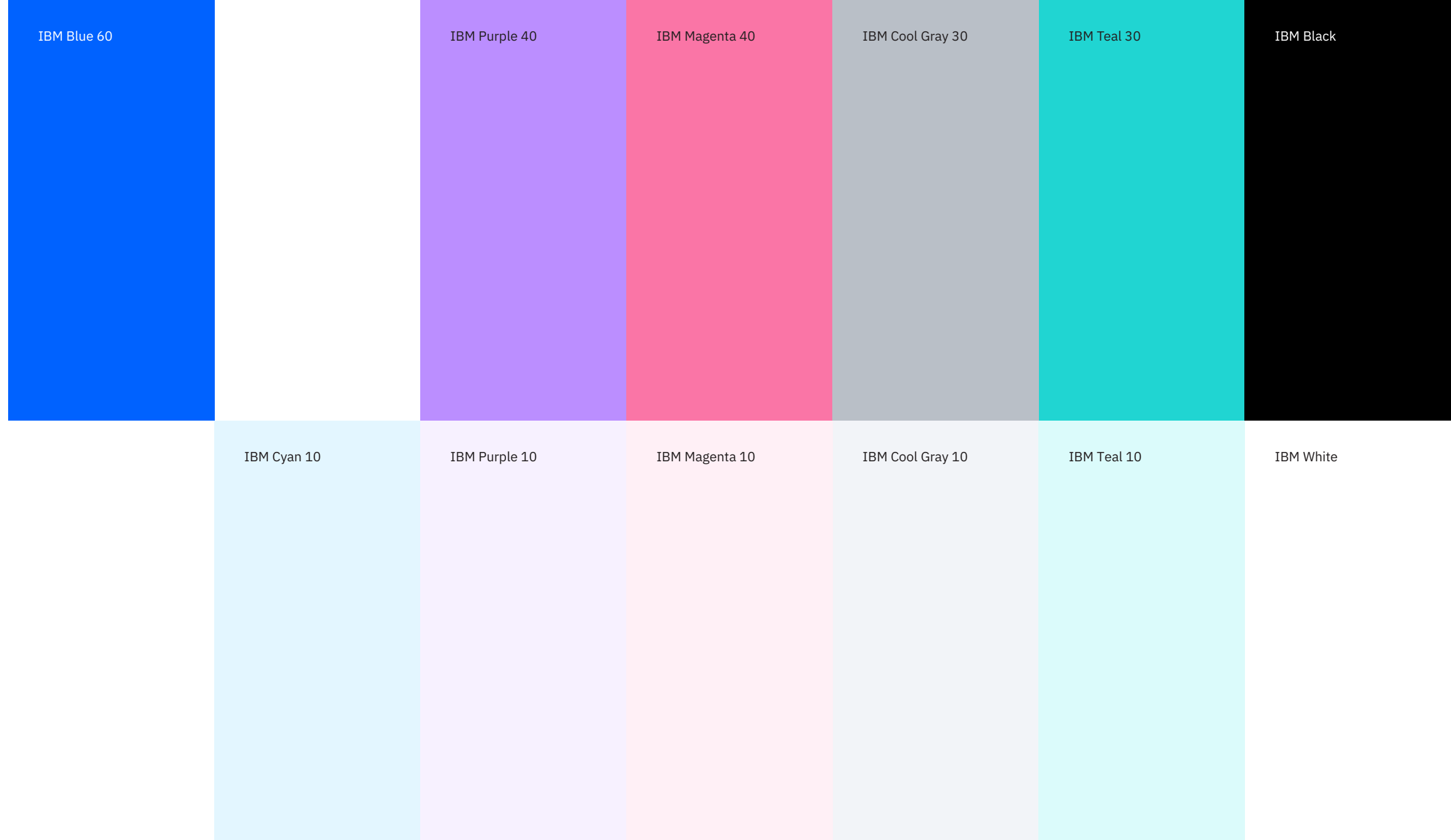
The examples shown here provide an overview of glyphs within Plex Mono Light for use within the IBM Developer system. This set includes glyphs that are specific to the language of written code as well as specific to IBM Plex itself.

It is not recommended to use glyphs to build pseudo-coded messaging (e.g. preceding a headline with “<div>” or “”) Within this system, a glyph is best used as an accent or artwork.



Color

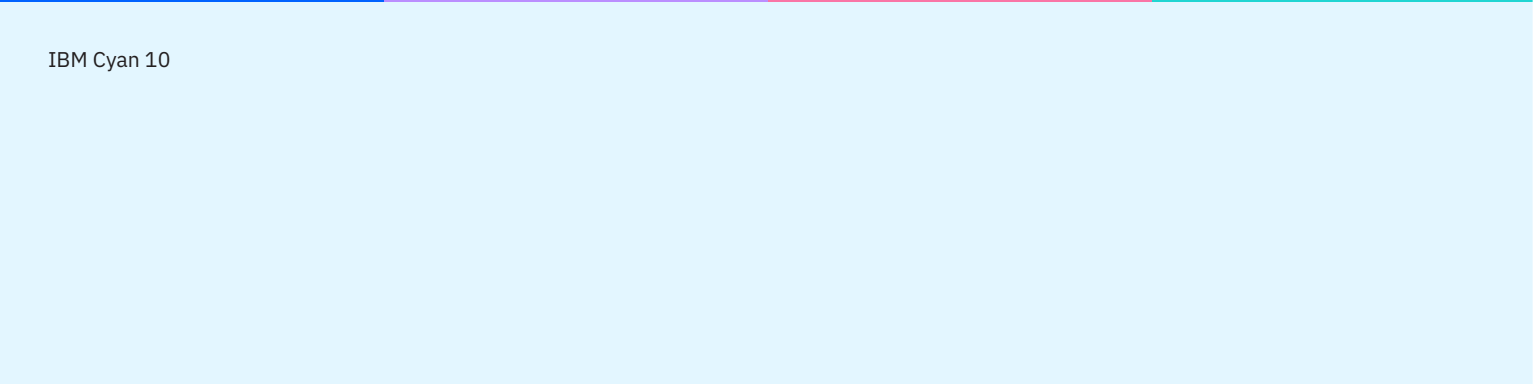
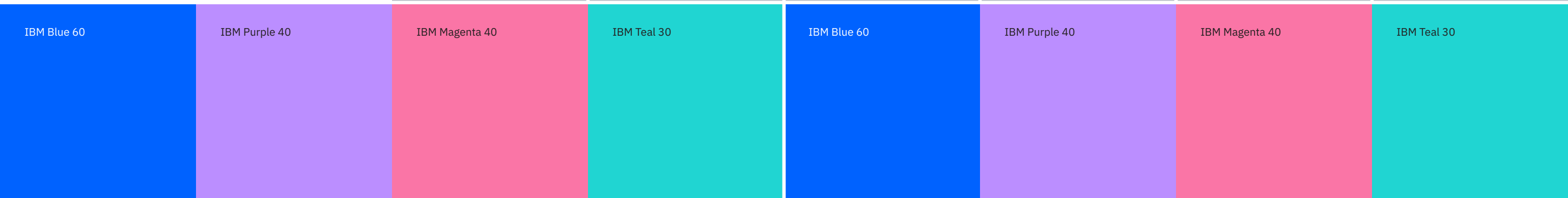
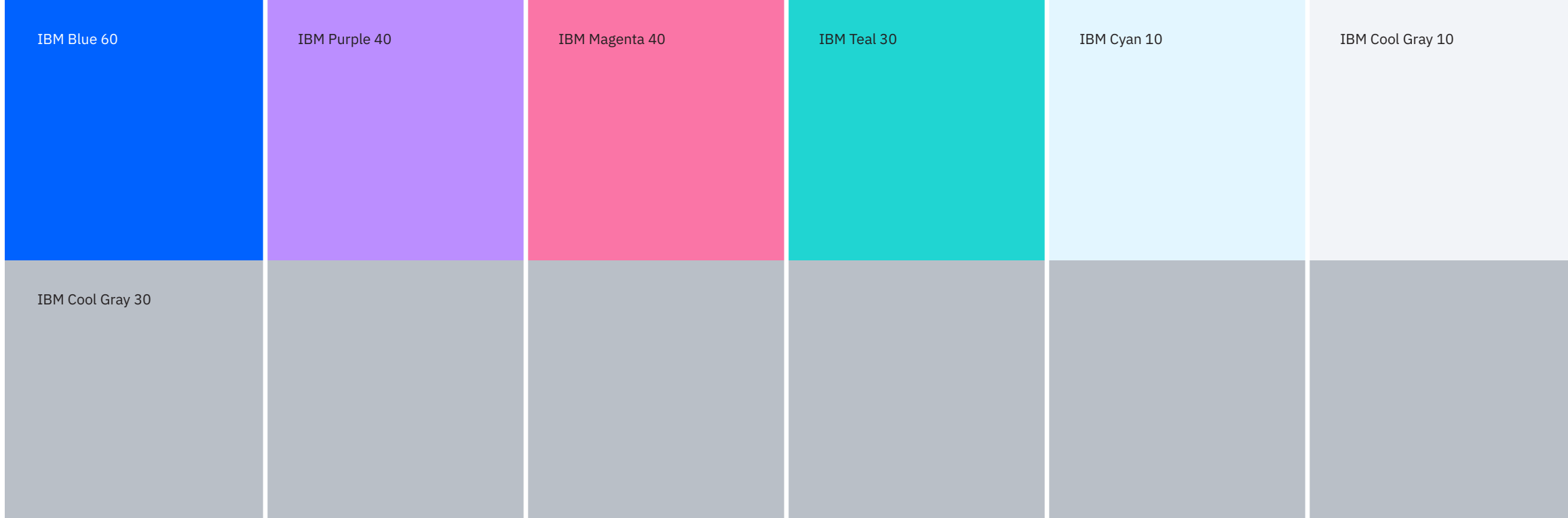
Specific color values for the digital or print color space can be obtained at ibm.biz/ibm-colors.



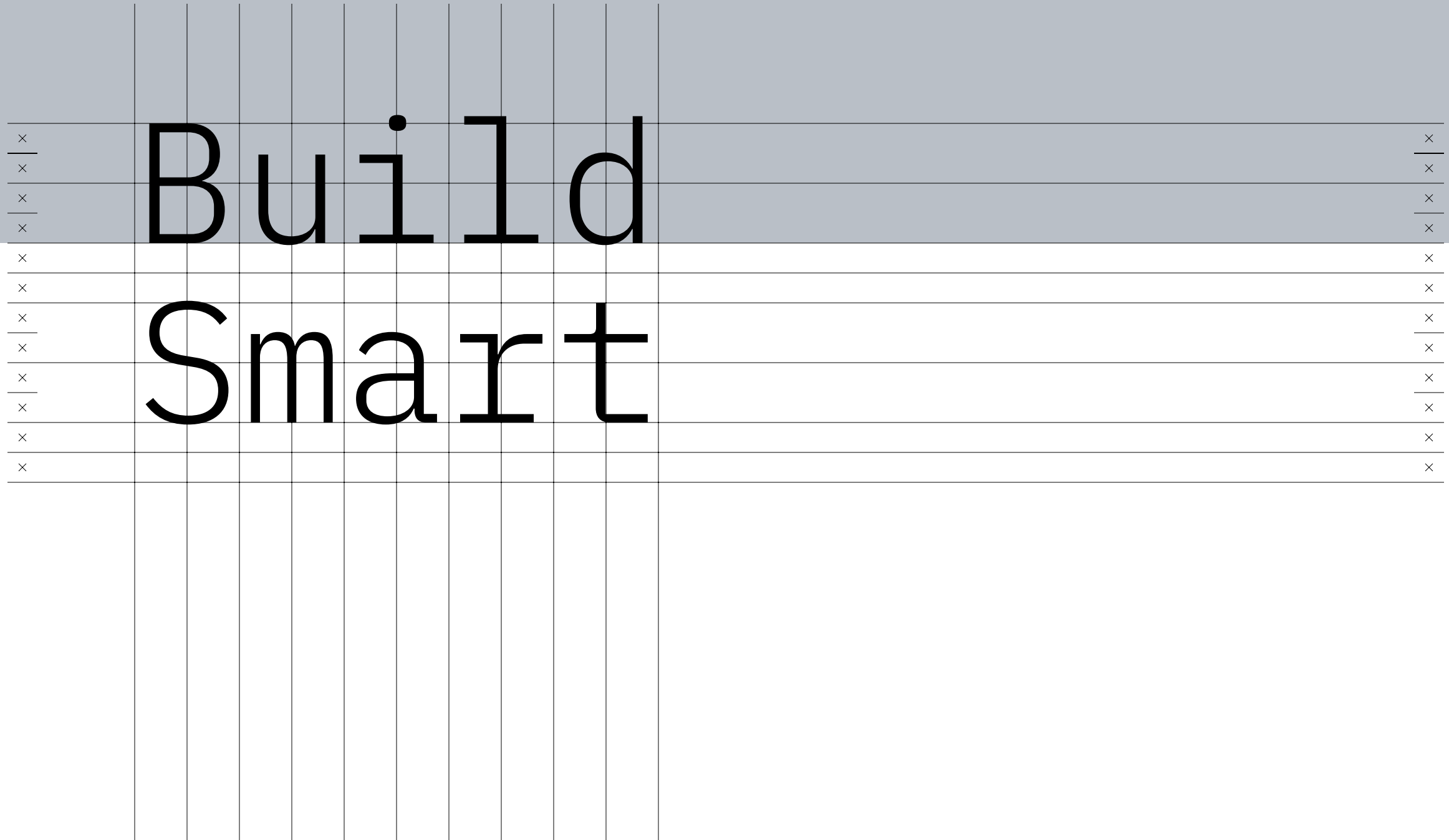
Color Combinations

The colors used within the IBM Developer system were selected from the overall IBM Design Color Palette. The brighter and lighter choice of these colors was inspired by syntax highlighting used in coding.

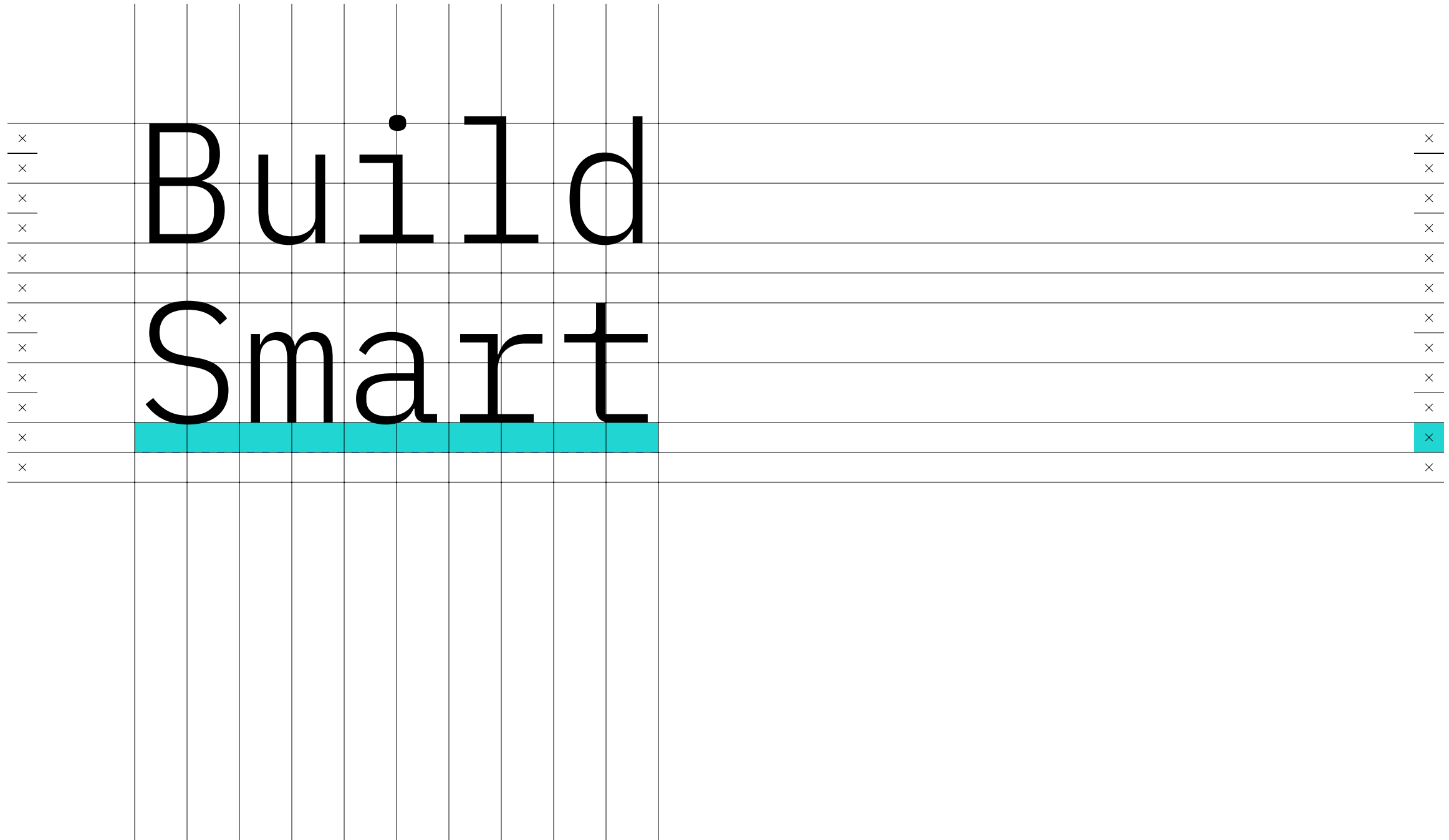
Colors within the IBM Developer primary palette can be used on their own or in pairs. Only the pairings shown here are approved within the IBM Developer system.



Color Blocks always sit at the baseline of type.



Color Bars



Color Bars begin at the baseline of type, and their thickness is half the distance to the cap height of the next line of text. They are used to highlight keywords.

IBM utilizes a universal approach to generating icons, both informative and illustrative. These icons are developed to be used across various applications; communications, digital experiences, presentations and merchandise. Like our typeface, they serve as connective tissue between a variety of experiences.

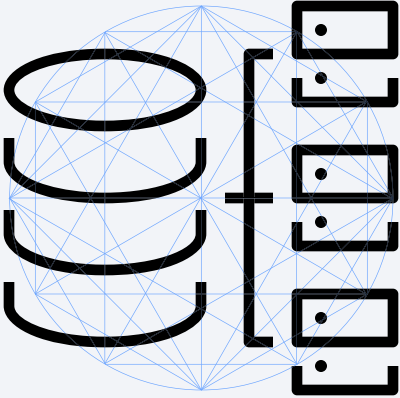
The addition or creation of new iconography is an on-going process. After approval, all artwork is added to the IBM Design Icon Library, and made available to everyone.

Iconography

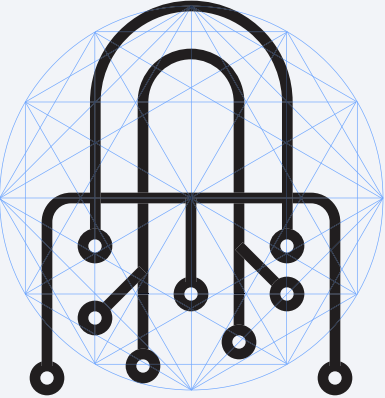
All IBM Icons are drawn as if they come from the same hand, each being part of a larger lexicon, utilized by all of IBM. Shown here are examples of IBM Developer-specific icons. The individual artwork files are named with suggested usage, although this definition is open to interpretation depending on the application or communication.

Additional icons may be created and presented to the brand team for approval, and then added to our library. Please contact: **brand@us.ibm.com** to make any submissions.

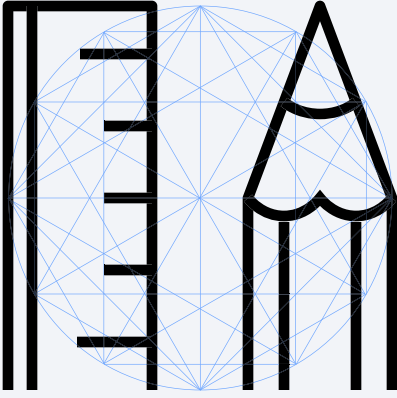
Individual icon assets and sets are available for download at ibm.com/design/language/elements/icons



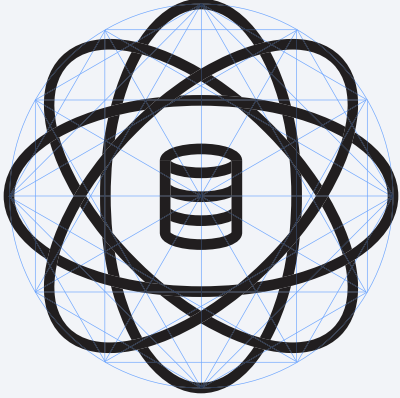
Data Storage



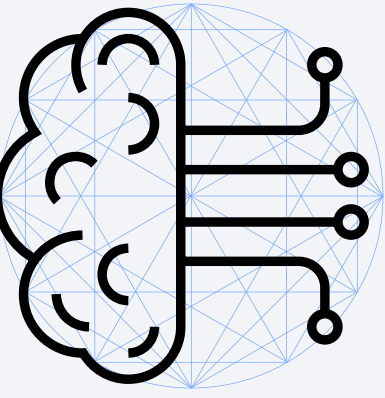
Security



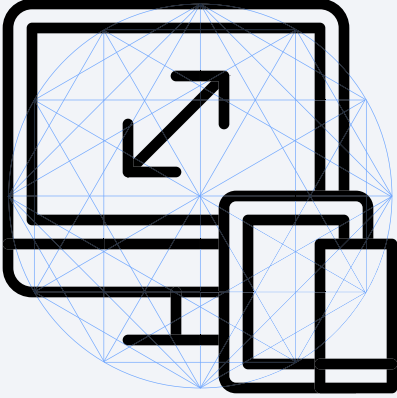
Design



Data Science



Machine Learning



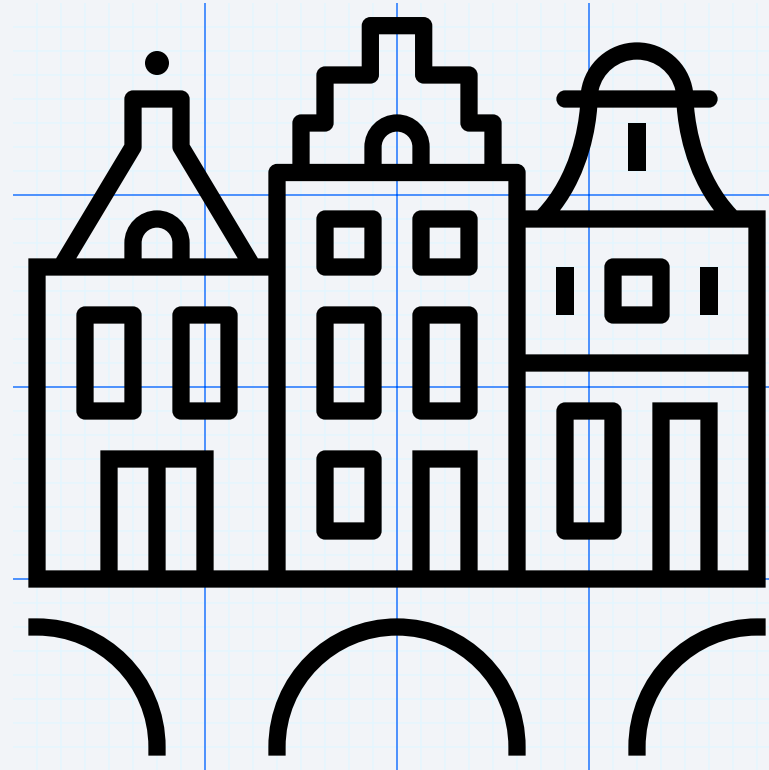
Responsive Design

City Icons

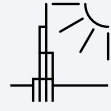
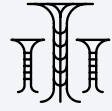
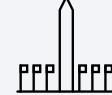
Shown here are examples of IBM city icons, which are featured prominently in the IBM Developer system. The individual artwork files are named based on the cities they represent.

Additional icons may be created and presented to the brand team for approval, and then added to our library. Please contact: **brand@us.ibm.com** to make any submissions.

Individual icon assets and sets are available for download at ibm.com/design/language/elements/icons



Developer City Icons



Developer City Logotypes

Lockups

Along with icons for various cities, we have a unified way of treating developer city names typographically, as shown here.

IBM **Developer** Amsterdam

IBM **Developer**
Amsterdam

IBM **Developer** Austin

IBM **Developer**
Austin

IBM **Developer** Bangalore

IBM **Developer**
Bangalore

IBM **Developer** Barcelona

IBM **Developer**
Barcelona

IBM **Developer** Basel

IBM **Developer**
Basel

IBM **Developer** Beijing

IBM **Developer**
Beijing

IBM **Developer** Chicago

IBM **Developer**
Chicago

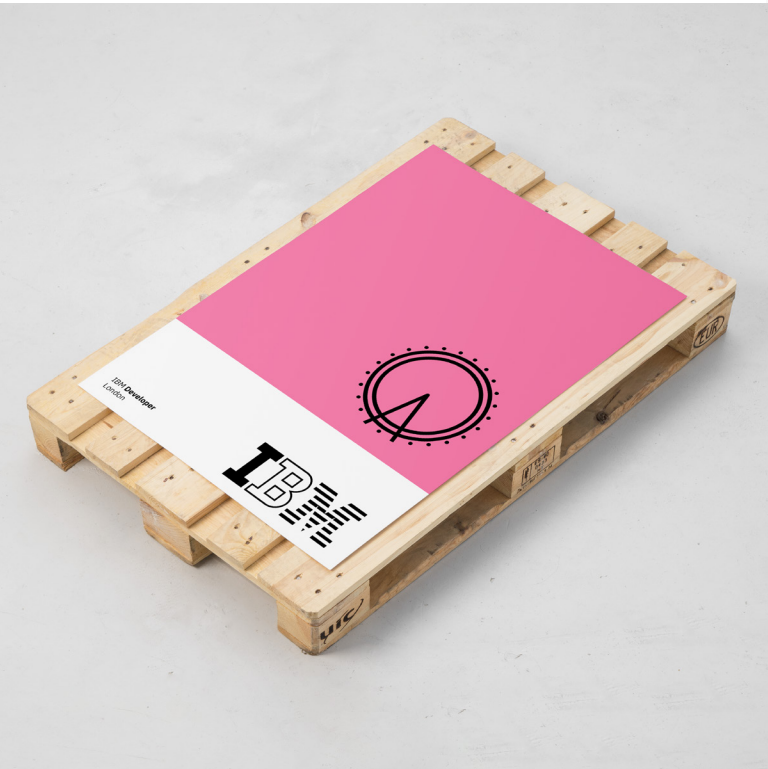
IBM **Developer** Copenhagen

IBM **Developer**
Copenhagen

IBM **Developer** Dubai

IBM **Developer**
Dubai

Examples

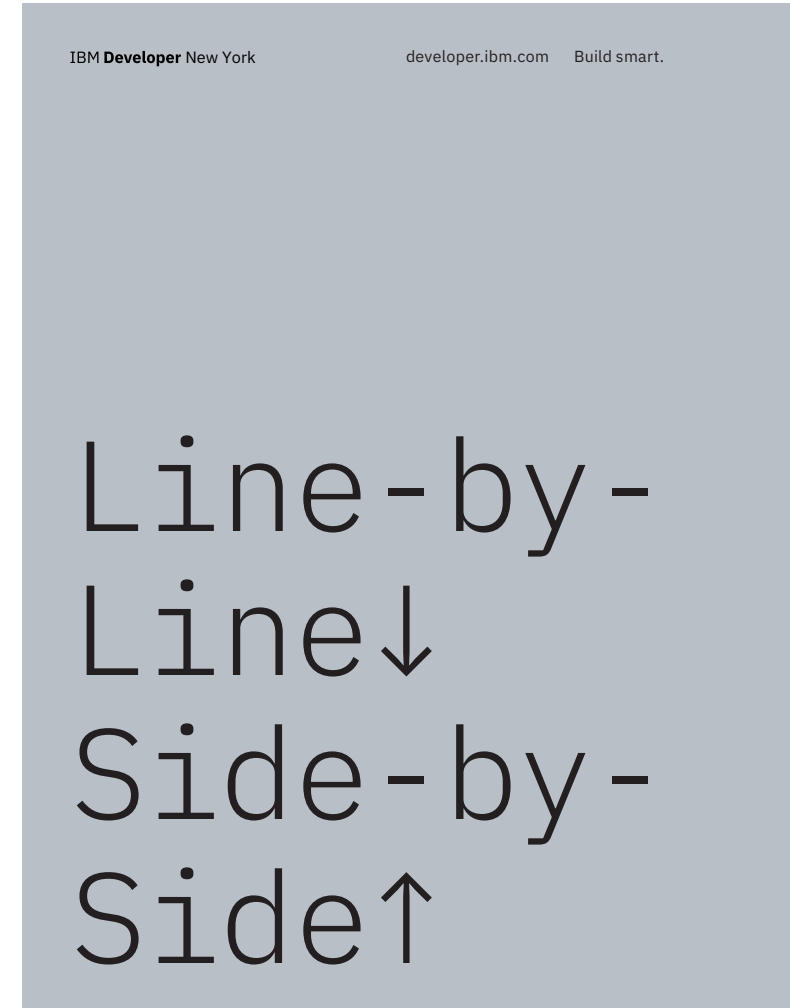
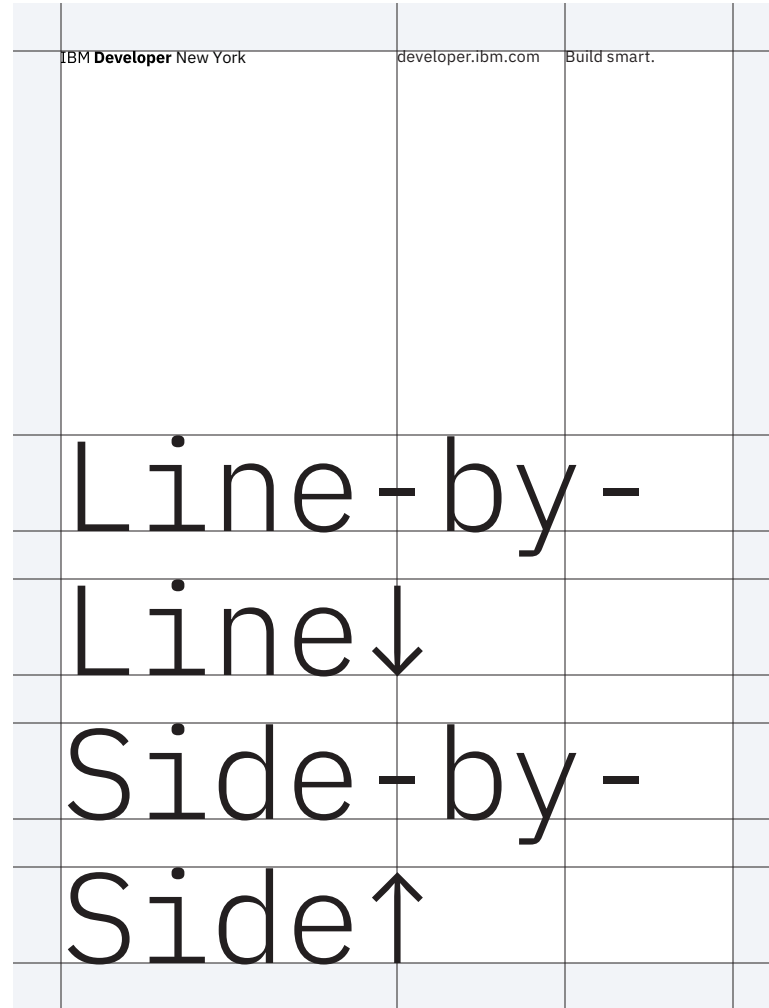


Construction

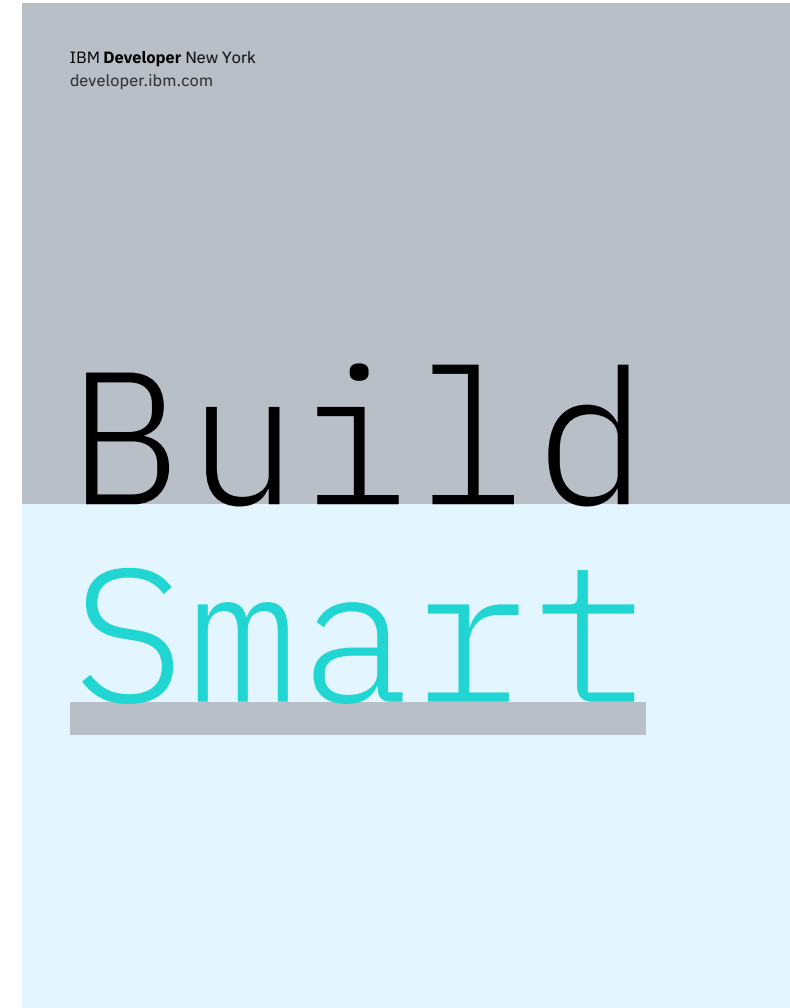
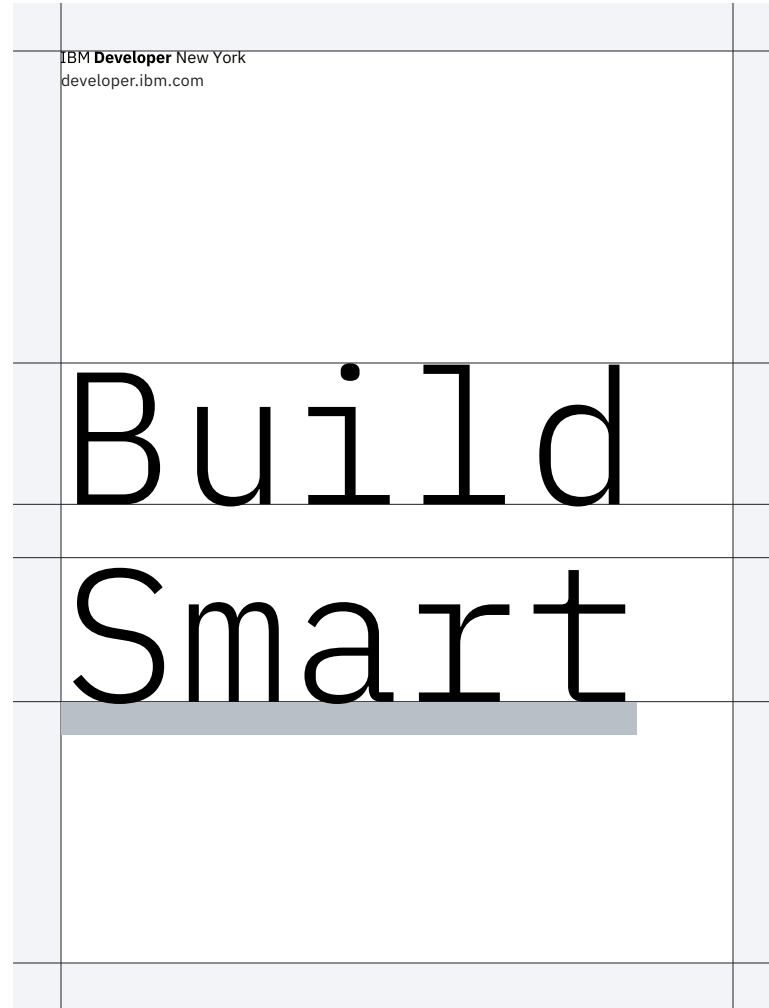
How we compose and construct experiences with our brand elements is as important as the elements themselves. The exact ways in which type, color, imagery, messaging, materials and interactions come together is an expression in itself.

Every IBM experience, be it digital or physical, is built upon a specific underlying grid approach we call 2x. It is designed to bind experiences together. The general thinking behind the 2x Grid is that it is based on equal units being evenly added or subtracted from any experience as needed.

IBM Plex Mono Light allows for playful typographic expressions, but in a coherent and considered manner. They give form to the content they are conveying.



Typographic Composition
IBM Plex Mono w/ Color Block



Digital

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Join a global community.
Access industry solutions.
Get help from peers.
Build smart.

Line-by-
Line↓
Side-by-
Side↑

What are you looking for today?

Technologies

Find the code patterns, open source projects, how-to guides, labs, and lectures that interest you.

[View all topics →](#)

Analytics

Uncover insights with data collection, organization, and analysis.



Artificial Intelligence

Create apps that accelerate, enhance and scale the human expertise.



Blockchain

Start developing with the open source Hyperledger Fabric and IBM Blockchain.



Containers

Automate the deployment, scaling and management of containerized applications.



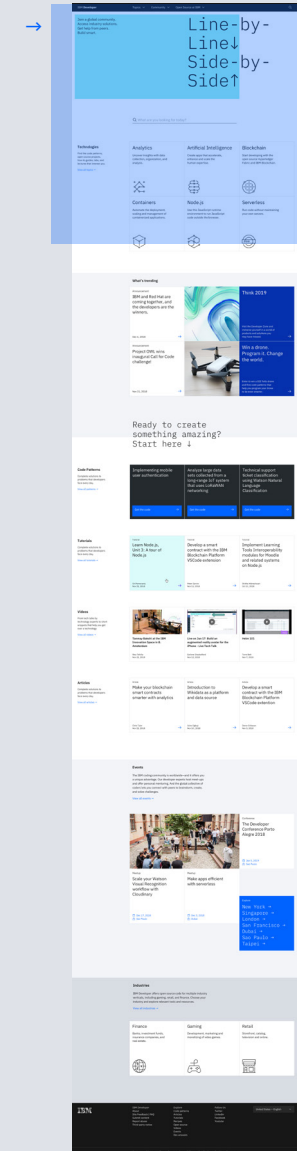
Node.js




Use this JavaScript runtime environment to run JavaScript code outside the browser.



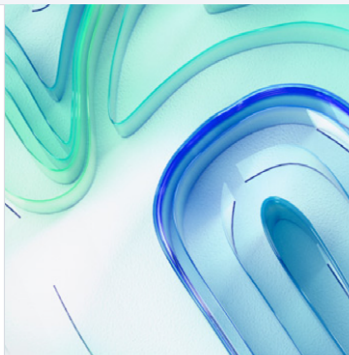

Serverless

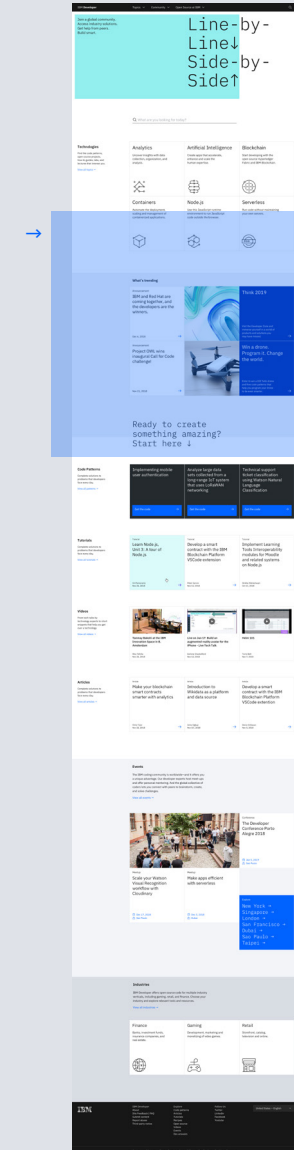
Run code without maintaining your own servers.



scaling and management of containerized applications. 	environment to run JavaScript code outside the browser. 	your own servers. 
--	--	--

What's trending

Announcement IBM and Red Hat are coming together, and the developers are the winners. Dec 6, 2018 →		Think 2019 Visit the Developer Zone and immerse yourself in a world of products and solutions you may have missed. →
Announcement Project OWL wins inaugural Call for Code challenge! Nov 21, 2018 →		Win a drone. Program it. Change the world. Enter to win a DJI Tello drone and free code patterns that help you program your drone to be even smarter. →



Ready to create something amazing?
Start here ↓

Ready to create something amazing?
Start here ↓

Code Patterns

Complete solutions to problems that developers face every day.

[View all patterns →](#)

Implementing mobile user authentication

Get the code →

Analyze large data sets collected from a long-range IoT system that uses LoRaWAN networking

Get the code →

Technical support ticket classification using Watson Natural Language Classification

Get the code →

Tutorials

Complete solutions to problems that developers face every day.

[View all tutorials →](#)

Tutorial
Learn Node.js, Unit 3: A tour of Node.js

Ori Pomerantz
Nov 21, 2018



Tutorial
Develop a smart contract with the IBM Blockchain Platform VSCode extension

Peter Garvin
Nov 11, 2018



Tutorial
Implement Learning Tools Interoperability modules for Moodle and related systems on Node.js

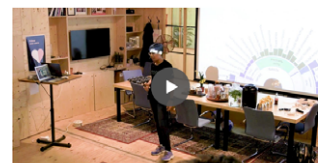
Shikha Maheshwari
Oct 21, 2018



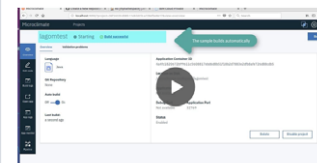
Videos

From tech talks by technology experts to short snippets that help you get over a technology

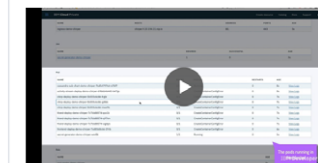
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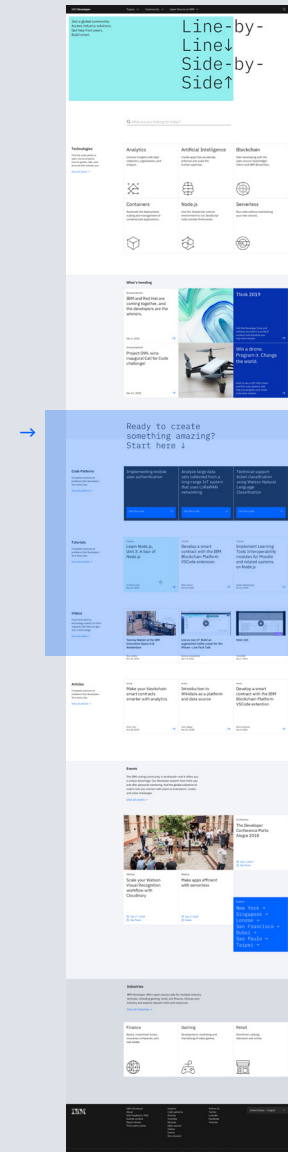
Tanmay Bakshi at the IBM Innovation Space in B. Amsterdam



Live on Jan 17: Build an augmented reality avatar for the iPhone - Live Tech Talk



Helm 101



Chris Tyler Nov 21, 2018	→	Uche Ogbuji Nov 10, 2018	→	Deron Eriksson Nov 5, 2018	→
-----------------------------	---	-----------------------------	---	-------------------------------	---

Events

The IBM coding community is worldwide—and it offers you a unique advantage. Our developer experts host meet-ups and offer personal mentoring. And the global collective of coders lets you connect with peers to brainstorm, create, and solve challenges.

[View all events →](#)



Conference
The Developer Conference Porto Alegre 2018

Jan 5, 2019
Sao Paulo

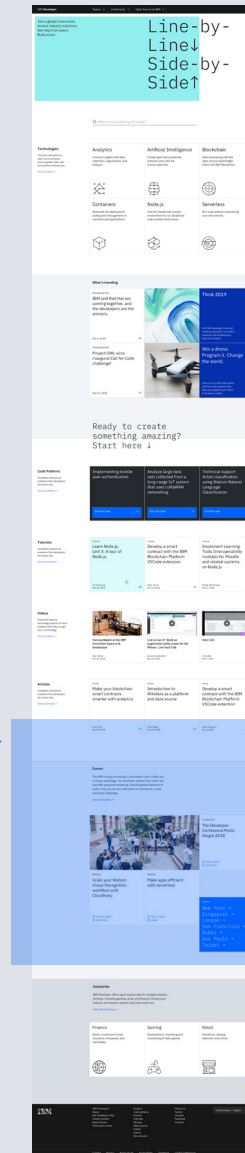
Meetup
Scale your Watson Visual Recognition workflow with Cloudinary

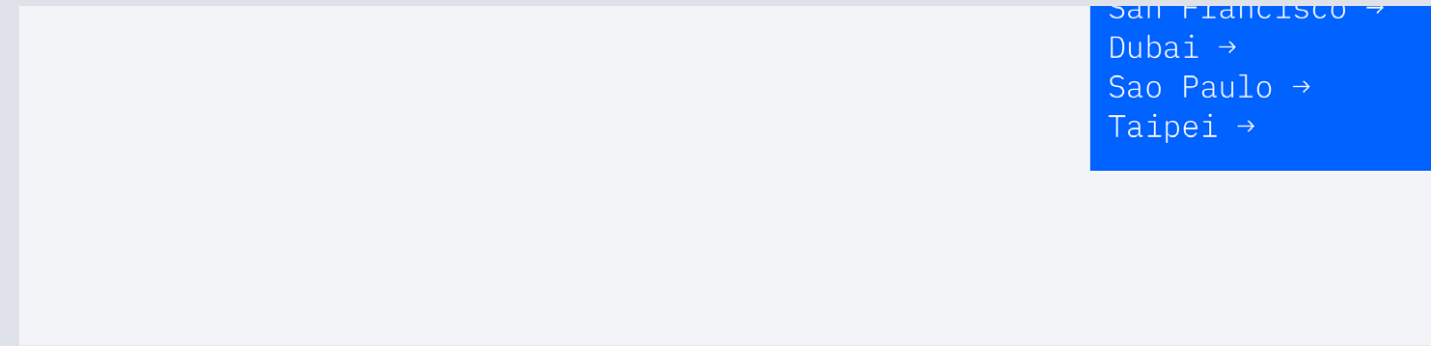
Dec 17, 2018
Sao Paulo

Meetup
Make apps efficient with serverless

Dec 5, 2018
Dubai

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Singapore →
London →
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Dubai →
Sao Paulo →
Taipei →





Industries

IBM Developer offers open source code for multiple industry verticals, including gaming, retail, and finance. Choose your industry and explore relevant tools and resources.

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Finance

Banks, investment funds, insurance companies, and real estate.



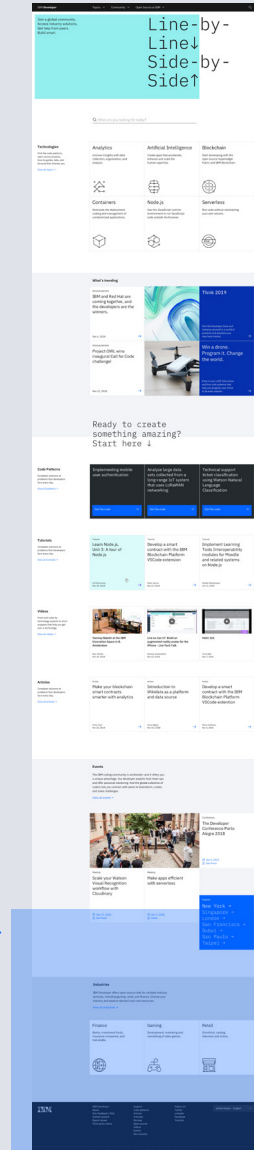
Gaming


Development, marketing and monetizing of video games.



Retail

Storefront, catalog, television and online.





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Events

Filter

- Technology: All technologies
- Industry: All industries
- Deployment models: All models
- Event dates: Upcoming
- Event type: All events
- Sort by: Newest

<p>Webcast</p> <p>Lidera la Transformación Digital en tu Empresa</p> <p>Dec 5, 2018 San Paulo</p>	<p>Meetup</p> <p>Serverless: A New Way to Build Modern Applications</p> <p>Dec 5, 2018 San Paulo</p>	<p>Workshop</p> <p>Container Handson Workshop #2</p> <p>Dec 5, 2018 San Paulo</p>
<p>Meetup</p> <p>Scale your Watson Visual Recognition workflow with Cloudinary</p> <p>Dec 8, 2018 San Paulo</p>	<p>Webcast</p> <p>The Release Manager is Dead. Long Live the Release Manager!</p> <p>Dec 5, 2018 San Paulo</p>	<p>Webcast</p> <p>Using Istio with your CI/CD pipeline</p> <p>Dec 5, 2018 San Paulo</p>
<p>Webcast</p> <p>Serverless Swift for mobile developers</p> <p>Dec 5, 2018 San Paulo</p>	<p>Meetup</p> <p>Microservices and IBM Cloud Private meetup</p> <p>Dec 5, 2018 San Paulo</p>	<p>Webcast</p> <p>Make apps efficient with serverless</p> <p>Dec 5, 2018 San Paulo</p>

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Technologies

From analytics to virtual reality, cloud to serverless, AI to microservices, find the code patterns, open source projects, how-to guides, labs, and lectures that interest you.

Featured

<p>Analytics</p> <p>Uncover insights with data collection, organization, and analysis.</p>	<p>Artificial Intelligence</p> <p>Create apps that accelerate, enhance and scale the human expertise.</p>	<p>Blockchain</p> <p>Start developing with the open source Hyperledger Fabric and IBM Blockchain.</p>	
<p>Containers</p> <p>Automate the deployment, scaling and management of containerized applications.</p>	<p>Node.js</p> <p>Use this JavaScript runtime environment to run JavaScript code outside the browser.</p>	<p>Serverless</p> <p>Run code without maintaining your own servers.</p>	
<p>Alphabetical</p>	<p>Continuous delivery</p> <p>Automatically build, test, and prepare code changes.</p> <p>View topic</p>	<p>Continuous Integration</p> <p>Integrate your code into one shared repository.</p> <p>View topic</p>	<p>Conversation</p> <p>Build voice and text chatbots that can understand what users are asking.</p> <p>View topic</p>

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Code Patterns

Filter

- Technology: All technologies
- Industry: All industries
- Deployment models: All models
- Sort by: Newest

<p>Implementing mobile user authentication</p> <p>On Pomerantz November 23, 2018</p>	<p>Analyze large data sets collected from a long-range IoT system that uses LoRaWAN networking</p> <p>On Pomerantz November 23, 2018</p>	<p>Technical support ticket classification using Watson Natural Language Classification</p> <p>On Pomerantz November 23, 2018</p>
<p>Stream and store retail order data for analysis</p> <p>On Pomerantz November 23, 2018</p>	<p>Build a handwritten digit recognizer in Watson Studio and PyTorch</p> <p>On Pomerantz November 23, 2018</p>	<p>Implement digest authentication in unsupported tools</p> <p>On Pomerantz November 23, 2018</p>
<p>Develop a voting application using Hyperledger and Ethereum</p> <p>On Pomerantz November 23, 2018</p>	<p>Create a blockchain app for loyalty points with Hyperledger Fabric Ethereum Virtual Machine</p> <p>On Pomerantz November 23, 2018</p>	<p>Predict heart medicine using machine learning</p> <p>On Pomerantz November 23, 2018</p>

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Cities

IBM Developer advocates are close to you! Here are some places around the world where you can find us.

Amsterdam	Bangalore	Berlin	Dubai
London	New York City	San Francisco	São Paulo
Tel-Aviv	Tokyo		

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Components

All of our great content sorted according to specific open source or IBM components.

<p>Akka</p> <p>A toolkit for building message-driven apps for Java and Scala.</p>	<p>Android</p> <p>An open-source mobile development platform from Google.</p>	<p>Apache Cassandra</p> <p>An open-source NoSQL database designed to manage massive amounts of data.</p>
<p>Apache Cordova</p> <p>An open-source mobile development framework for building cross platform mobile and web apps.</p>	<p>Apache Hadoop</p> <p>An open-source platform for distributed storage and distributed processing of very large data sets across clusters of computers.</p>	<p>Apache Kafka</p> <p>An open-source platform to build real-time streaming data pipelines or real-time streaming applications.</p>
<p>Apache Spark</p> <p>An open-source analytics engine for large-scale data processing.</p>	<p>Cloud Foundry</p> <p>Develop on an open-source cloud application platform.</p>	<p>Dashbot</p> <p>A framework that provides actionable business analytics that supports all major conversational interfaces.</p>
<p>Docker</p> <p>An open-source containerization platform to build, ship, and run distributed applications, on laptops, data center VMs, or the cloud.</p>	<p>Helm</p> <p>The Kubernetes package manager.</p>	<p>Hyperledger</p> <p>The open-source project of open-source blockchains and related tools.</p>
<p>Hyperledger Composer</p> <p>An open-source development framework for developing blockchain applications.</p>	<p>Hyperledger Fabric</p> <p>An open-source blockchain framework used to develop applications with a modular architecture.</p>	<p>IBM AIX</p> <p>IBM's secure, scalable, and robust open standards-based UNIX operating system for the IBM Power architecture.</p>
<p>IBM Cloud</p> <p>Work with cloud solutions and cloud tools from IBM.</p>	<p>IBM Cloud Native</p> <p>Use the cloud-native approach to build your apps using the innovative and emerging technologies.</p>	<p>IBM Cloud Private</p> <p>Develop apps on IBM's enterprise-grade private cloud platform, behind your firewall.</p>

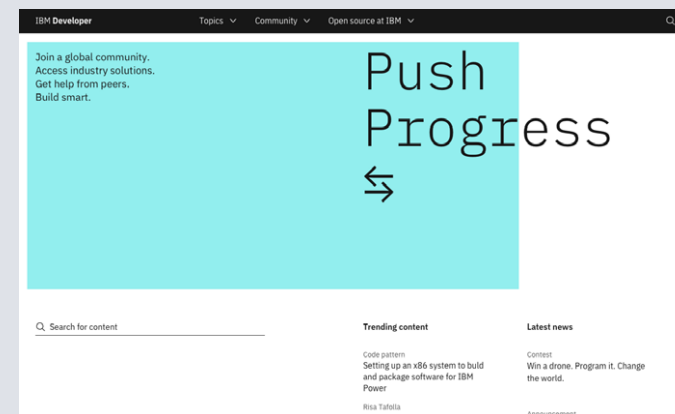
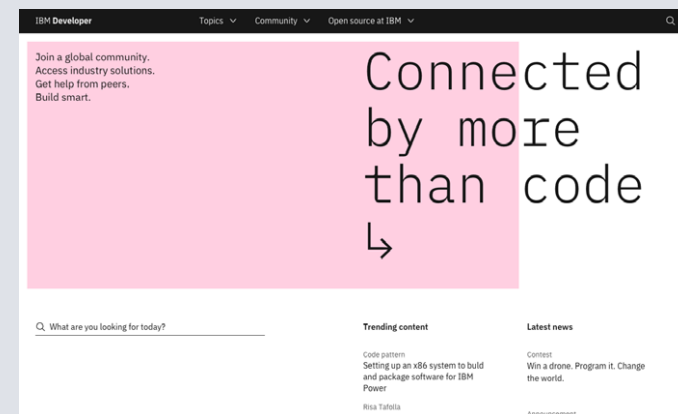
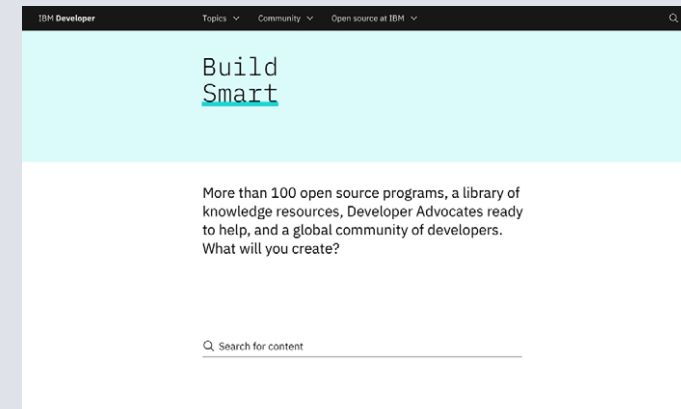
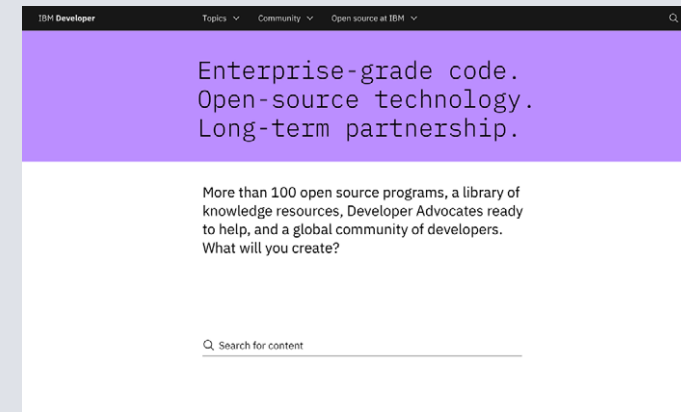
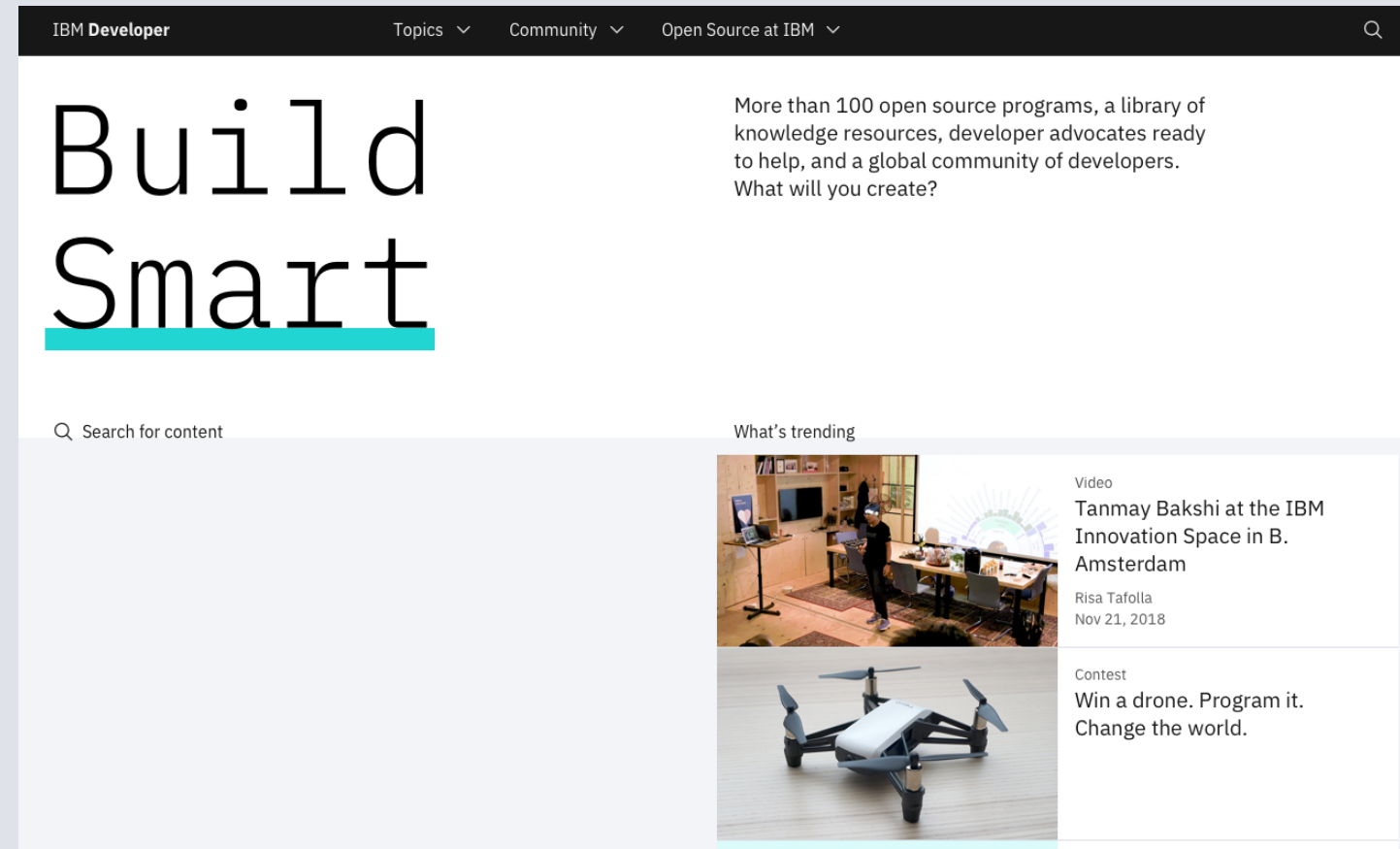
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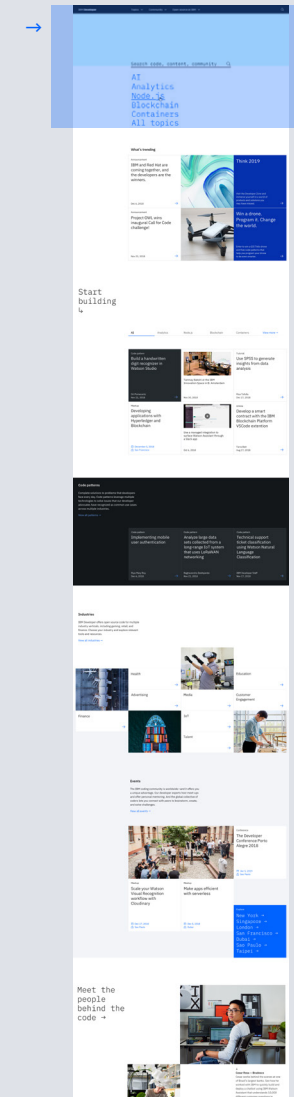
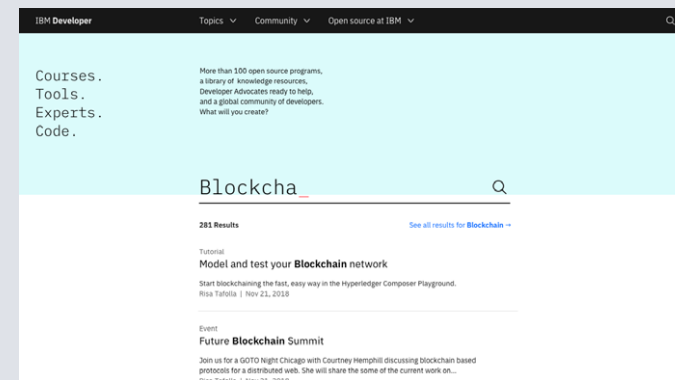
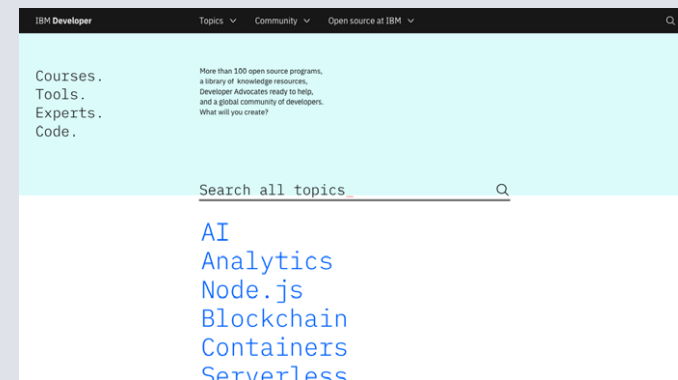
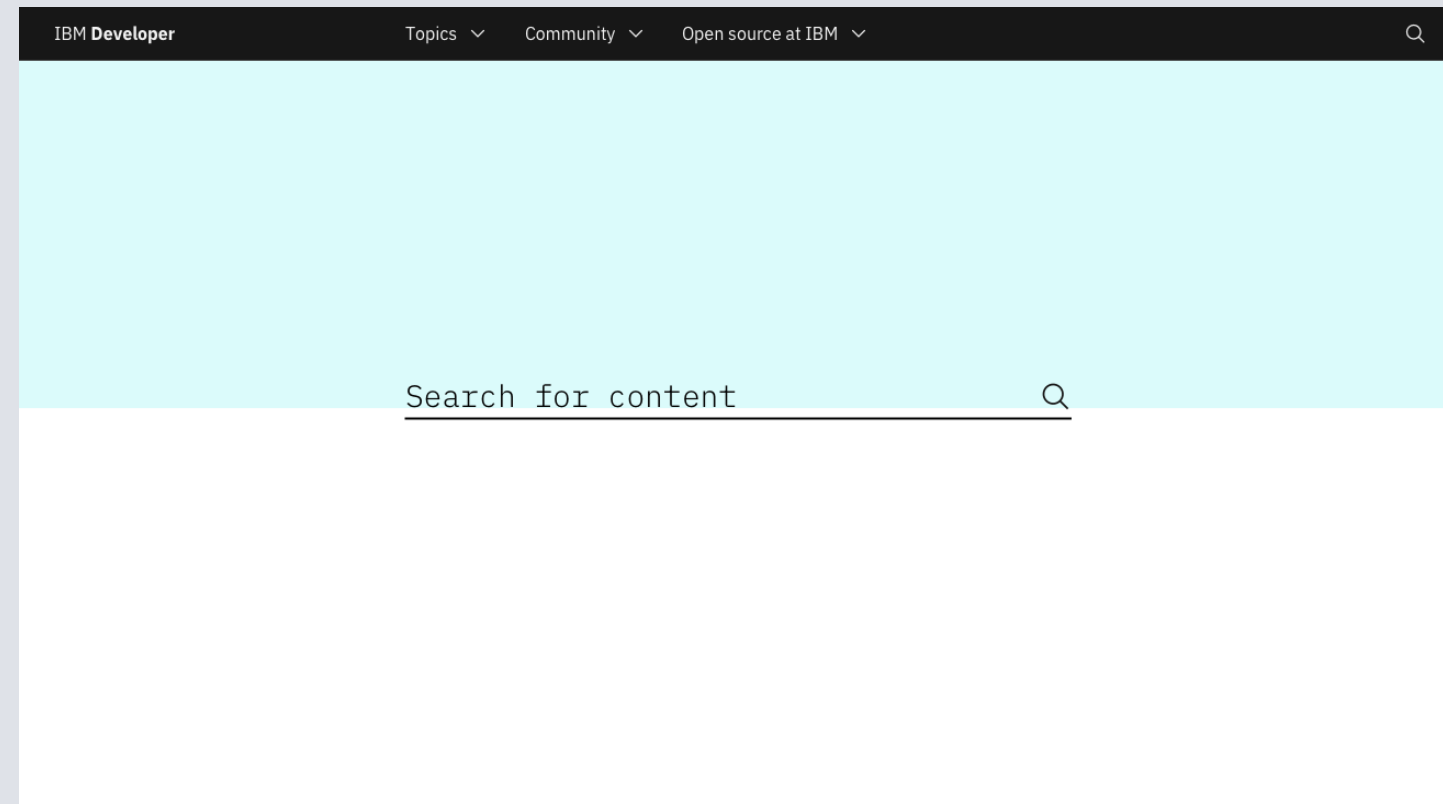
Tutorials

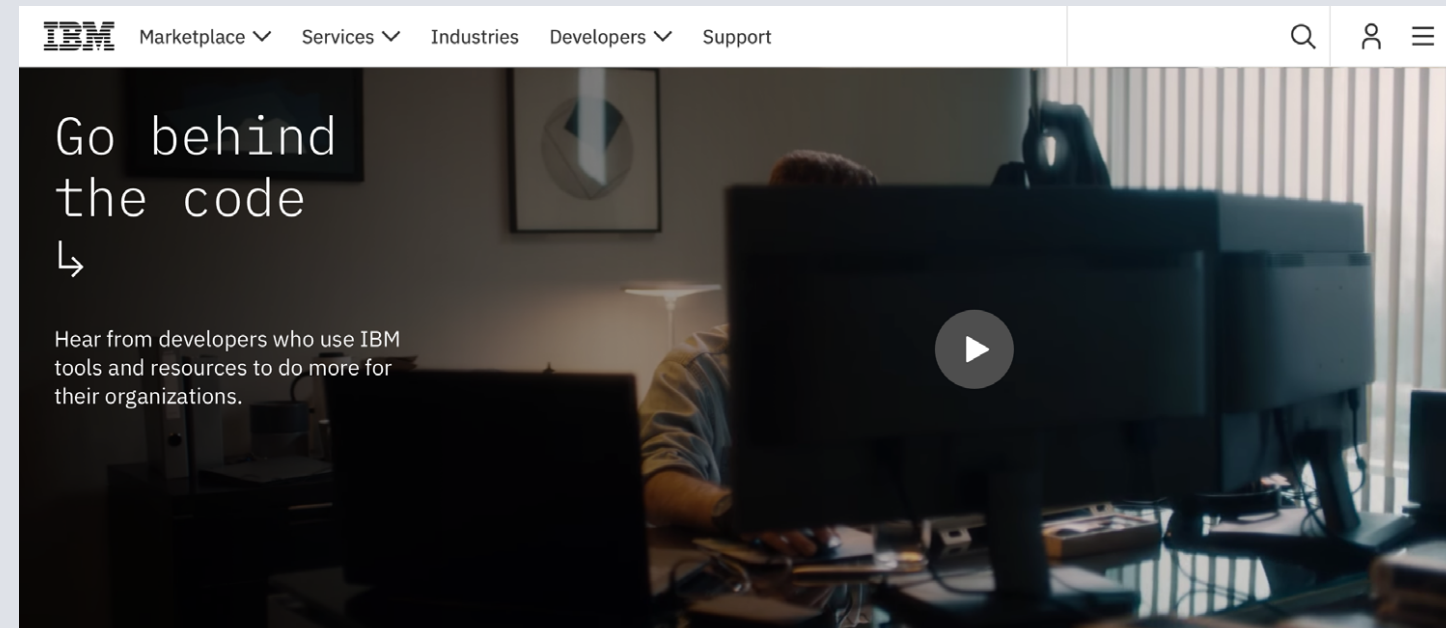
Filter

- Technology: All technologies
- Industry: All industries
- Deployment models: All models
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<p>Learn Node.js, Unit 3: A tour of Node.js</p> <p>On Pomerantz Nov 21, 2018</p>	<p>Develop a smart contract with the IBM Blockchain Platform VSCode extension</p> <p>Peter Garvin Nov 15, 2018</p>	<p>Implement Learning Tools Interoperability modules for Moodle and related systems on Node.js</p> <p>Shikha Mukherjee Oct 31, 2018</p>
<p>Setting up an x86 system to build and package software for IBM Power</p> <p>Sadek Basma Oct 17, 2018</p>	<p>Continuously deploy your Angular application</p> <p>Deviprasanthan Oct 7, 2018</p>	<p>Learn Node.js, Unit 4: Node.js basic concepts</p> <p>On Pomerantz Sept 19, 2018</p>
<p>Create and deploy Lagom Reactive applications with Microclimate</p> <p>Uche Ogaji</p>	<p>Ingest and index system metadata at scale with IBM Spectrum Discover</p> <p>On Pomerantz</p>	<p>Setting up the hardware platform for long-range IoT systems that use LoRaWAN networking</p> <p>Peter Garvin</p>







Meet the coders ↴



Francesco Di Maggio
Mauden



Cesar Rosa
Bradesco



Bryan Knouse
Project OWL



Ellie Lee
IBM

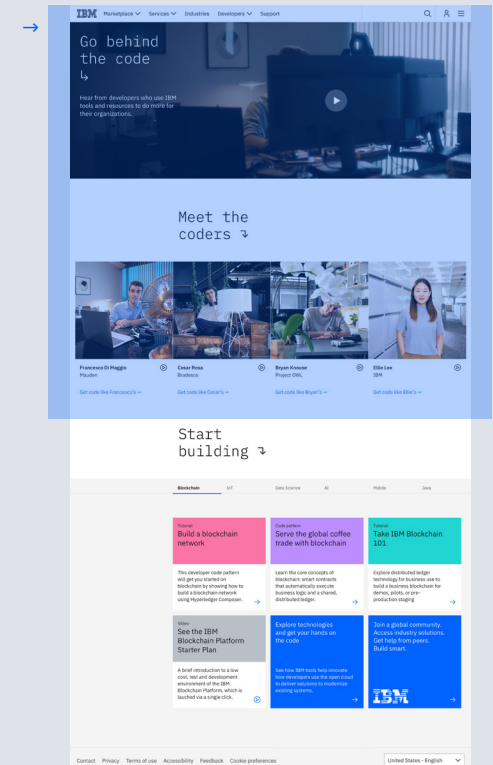


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[Get code like Cesar's →](#)

[Get code like Bryan's →](#)

[Get code like Ellie's →](#)



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Mauden

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Cesar Rosa
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Project OWL

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Start building ↴

Blockchain
IoT
Data Science
AI
Mobile
Java

Tutorial
Build a blockchain network

This developer code pattern will get you started on blockchain by showing how to build a blockchain network using Hyperledger Composer. [→](#)

Code pattern
Serve the global coffee trade with blockchain

Learn the core concepts of blockchain: smart contracts that automatically execute business logic and a shared, distributed ledger. [→](#)

Tutorial
Take IBM Blockchain 101

Explore distributed ledger technology for business use to build a business blockchain for demos, pilots, or pre-production staging. [→](#)

Video
See the IBM Blockchain Platform Starter Plan

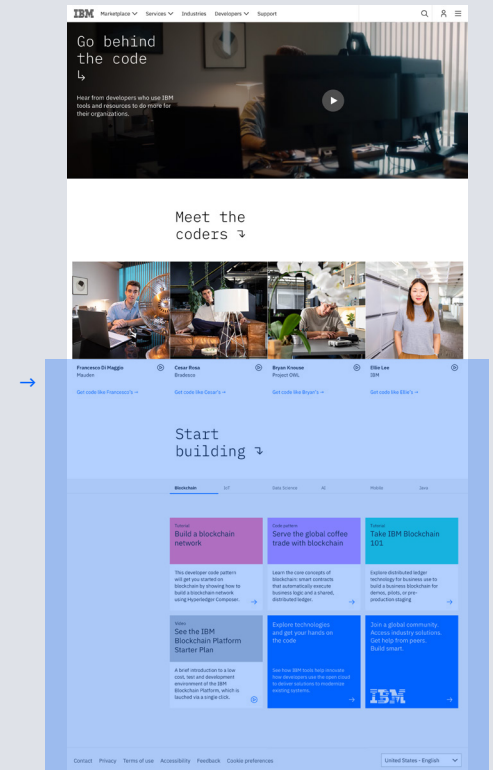
A brief introduction to a low cost, test and development environment of the IBM Blockchain Platform, which is launched via a single click. [▶](#)

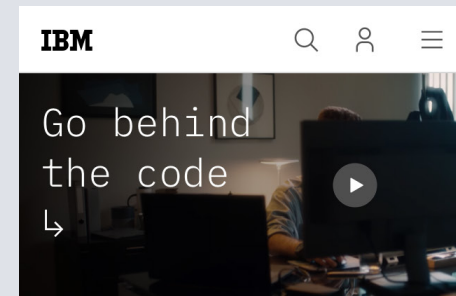
Explore technologies and get your hands on the code

See how IBM tools help innovate how developers use the open cloud to deliver solutions to modernize existing systems. [→](#)

Join a global community. Access industry solutions. Get help from peers. Build smart.

[→](#)





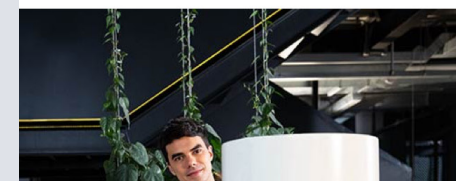
Hear from developers who use IBM tools and resources to do more for their organizations.

Meet the coders ↴



Francesco Di Maggio
Mauden

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Ellie Lee
IBM

[Get code like Ellie's →](#)

Start building ↴

Blockchain IoT Da

Tutorial
Build a blockchain network

This developer code pattern will get you started on blockchain by showing how to build a blockchain network using Hyperledger Composer.

Code pattern

Build a business blockchain for demos, pilots, or pre-production staging

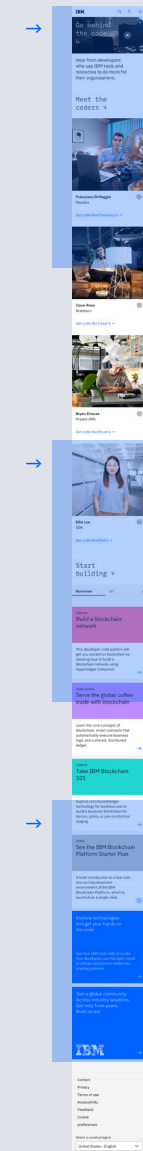
Video
See the IBM Blockchain Platform Starter Plan

A brief introduction to a low cost, test and development environment of the IBM Blockchain Platform, which is launched via a single click.

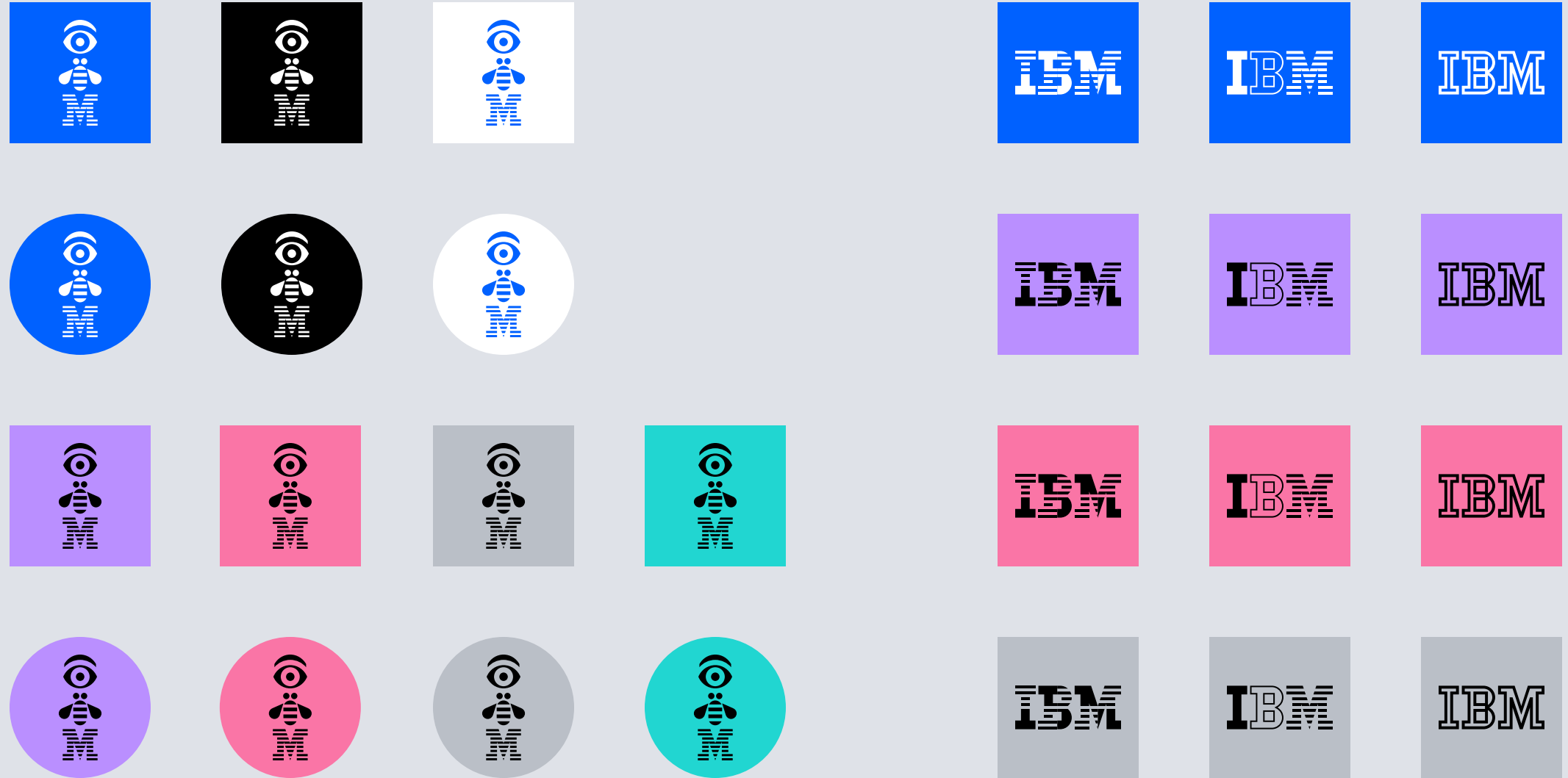
Explore technologies and get your hands on the code

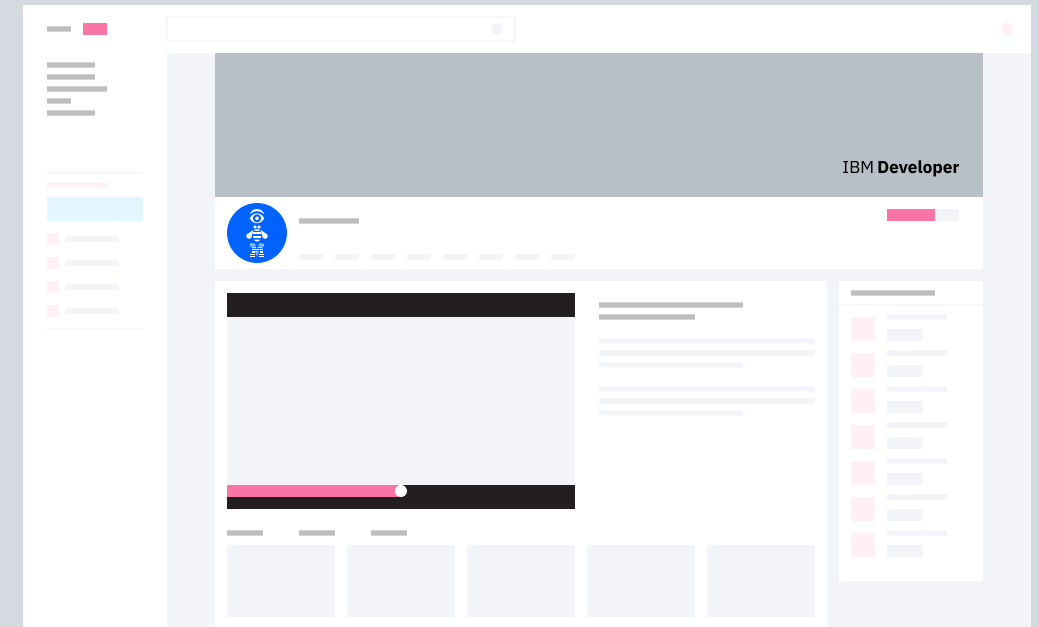
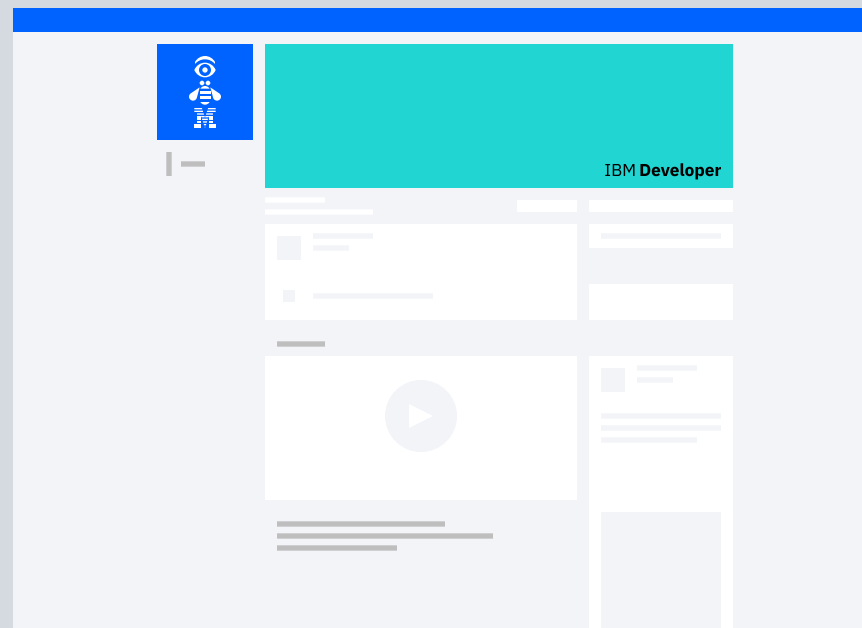
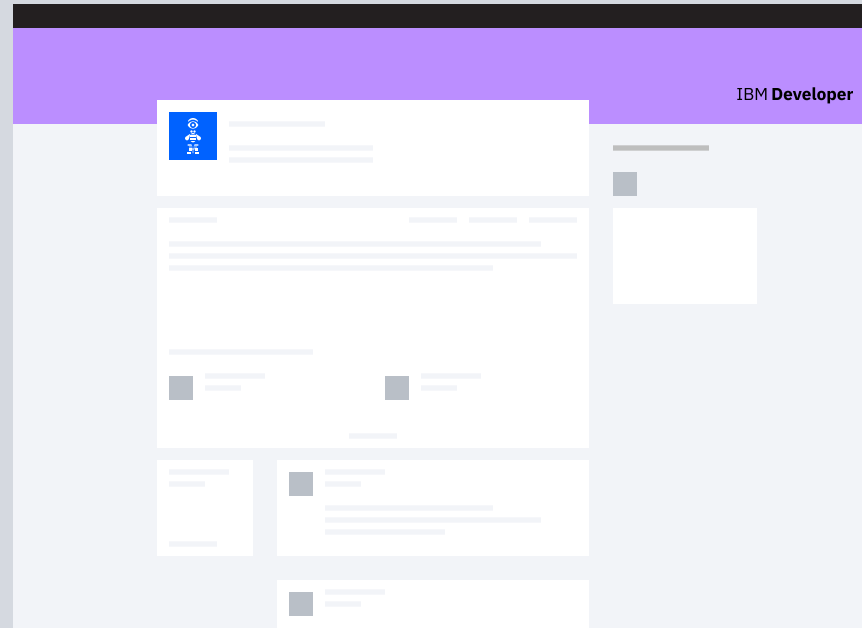
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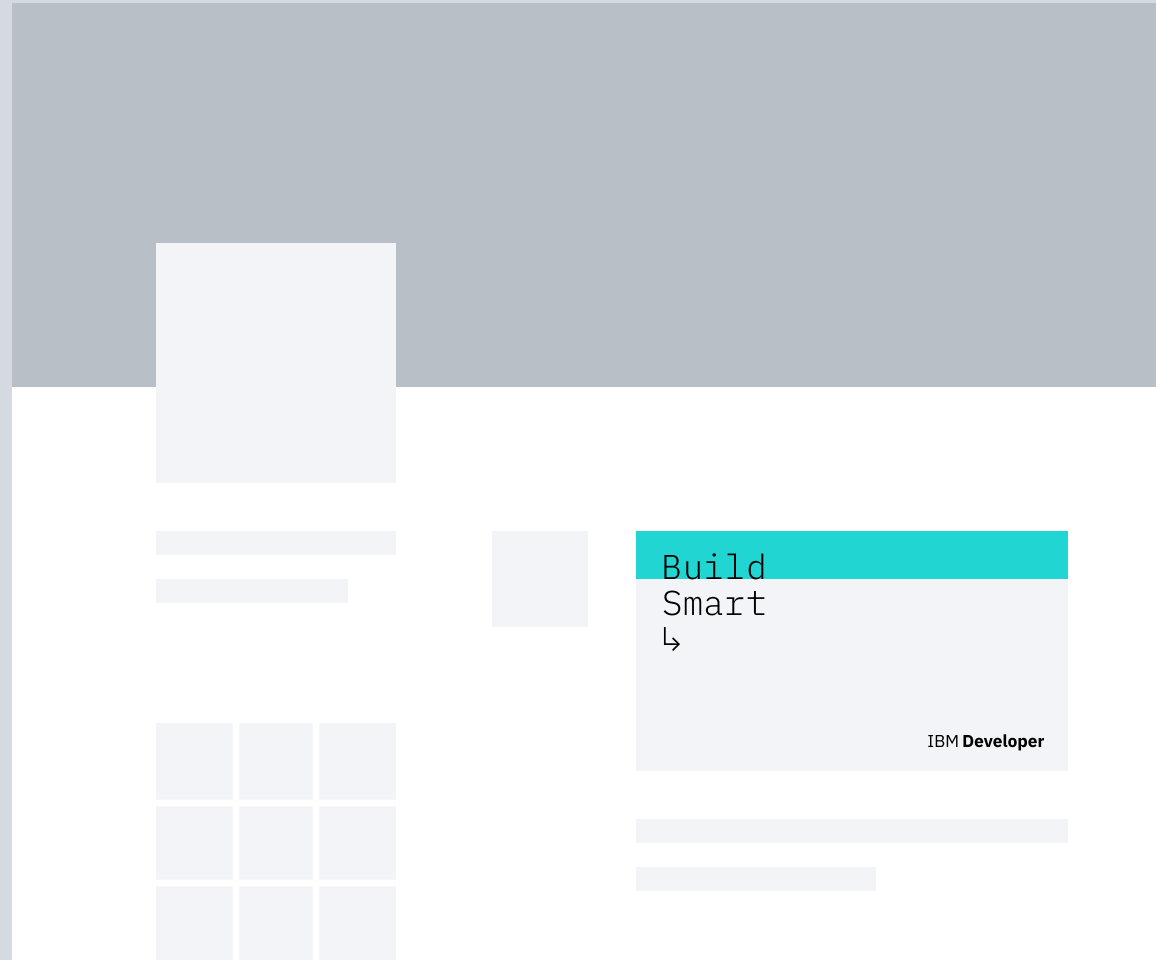


Social IDs

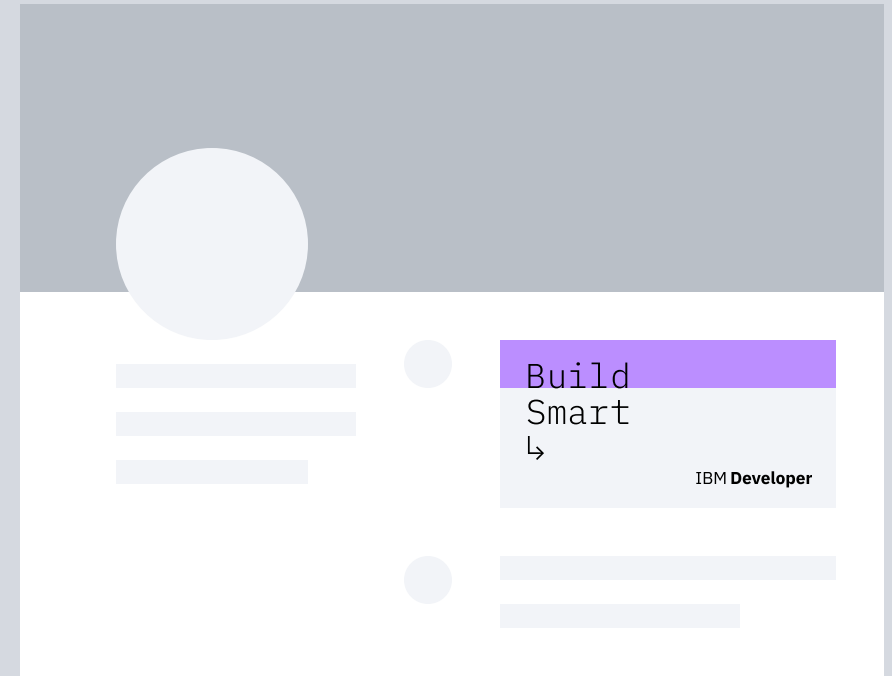




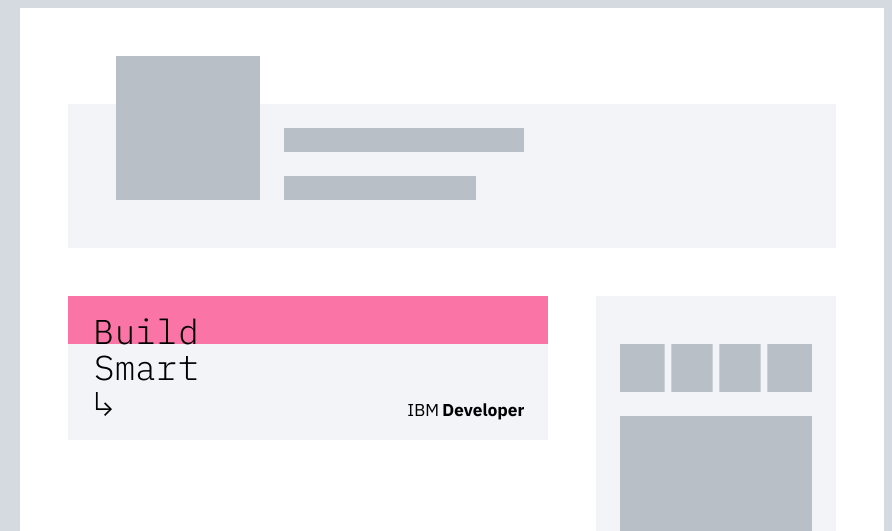
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Twitter




LinkedIn



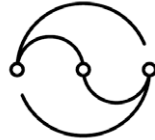
Code Day @ Think

```
// San Francisco, CA  
// February 13, 2019
```




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Build a
configurable
chatbot



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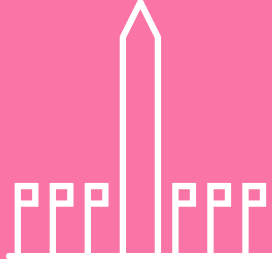
Build, deploy,
and scale
Kubernetes
with speed and
efficiency



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Code @ Think Gov

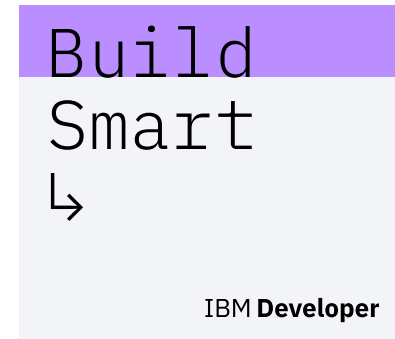
```
// Washington, DC  
// March 13, 2019
```



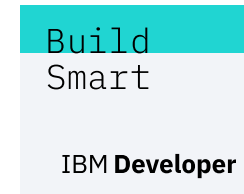
IBM Developer

Examples:

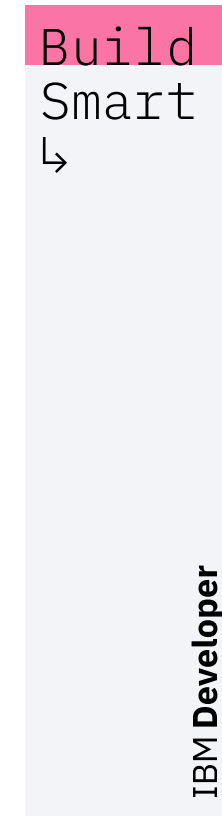
300 x 250



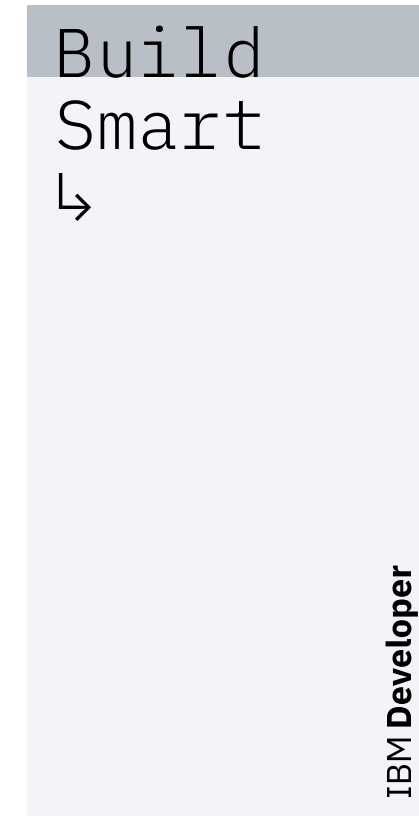
180 x 150



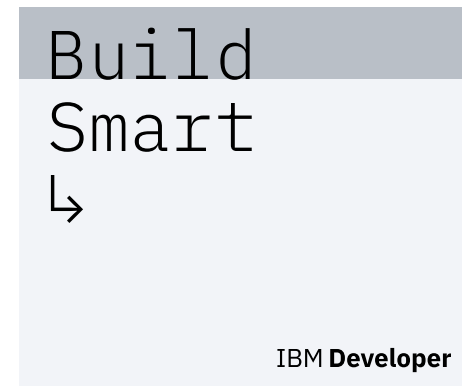
160 x 600



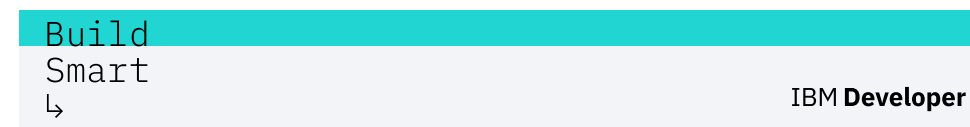
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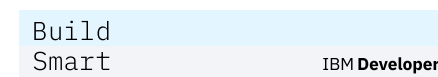
336 x 280



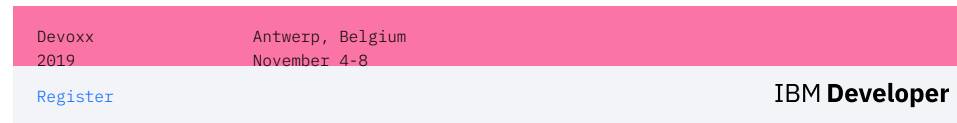
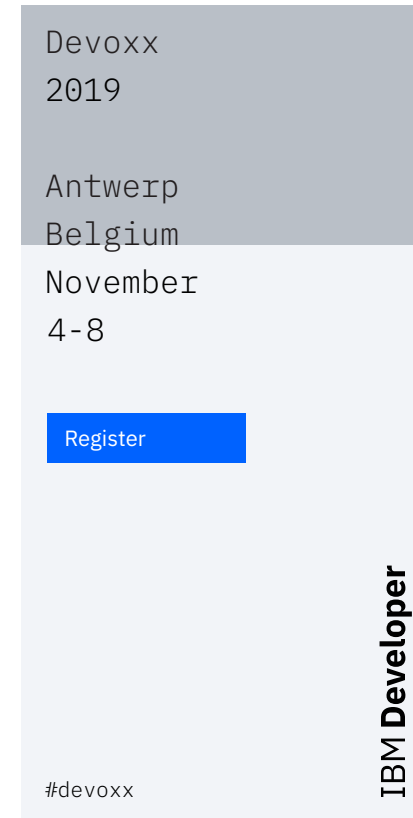
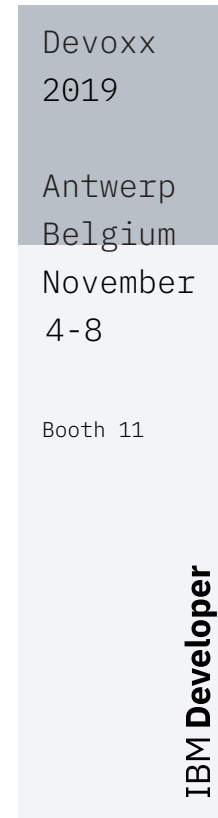
728 x 90



320 x 50



Examples:



Presentations


Templates:
Keynote & PowerPoint

Go simple and big if possible.

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"Design is a plan for arranging elements in such a way as best to accomplish a particular purpose."

Charles Eames
The Information Machine, 1964



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Fact with small description acting as headline or title of the page

84%


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Callout or List layout with medium text separated by color bar

Color bars are aligned so that copy breaks directly on bar.

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↳ Text goes here lorem ipsum




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Headline

Text goes here

Text goes here

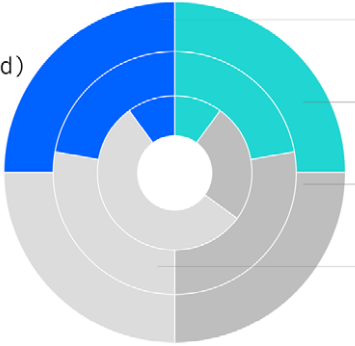


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Lorem ipsum dolor sit amet donec quam felis ultricies

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Combined pie charts (non-labeled)



Graph 1

- Text goes here lorem ipsum dolor dolor sit amet
- Text goes here lorem ipsum dolor dolor sit amet

Graph 2

- Text goes here lorem ipsum dolor dolor sit amet
- Text goes here lorem ipsum dolor dolor sit amet

Graph 3

- Text goes here lorem ipsum dolor dolor sit amet
- Text goes here lorem ipsum dolor dolor sit amet

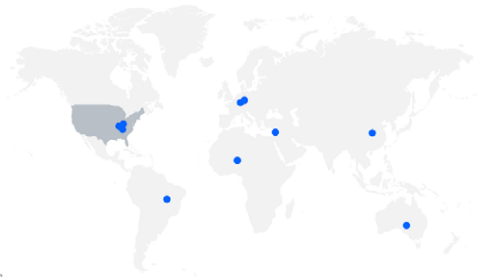
Graph 4

- Text goes here lorem ipsum dolor dolor sit amet
- Text goes here lorem ipsum dolor dolor sit amet

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World (shade-able)

Ungroup map to select and shade one or more countries



Source: If applicable, describe source origin

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RACI table

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Step/decision	Role	Role	Role	Role	Role	Role	Role
Step/decision	A	C	C	I	I	I	R
Step/decision	A	C	I	I	I	I	R
Step/decision	A	R	C	C	I	I	C
Step/decision	A	C	C	C	C	I	R
Step/decision	A	R	R	I	I	I	I

R Responsible Has the duty and the obligation to do the work. Also, has a duty to exercise independent judgement to raise appropriate issues.

A Accountable Has the authority to decide and is the recipient of any consequences (There can only be one "A" per process step).

C Consulted Must be given the opportunity to influence plans and decisions prior to finalization by the "Responsible" party.

I Informed Is informed of progress, key decisions and deliverables by the "Responsible" party.

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Build Smart

IBM Developer

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Register now

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Event Name
City, Country

Month
Date

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Given the typographic nature of our visual identity, our approach to animation mimics and reinforces the act of coding. We call this technique undertyping. Working left to right, characters appear as if being typed, with colored glyphs appearing just ahead of letterforms.

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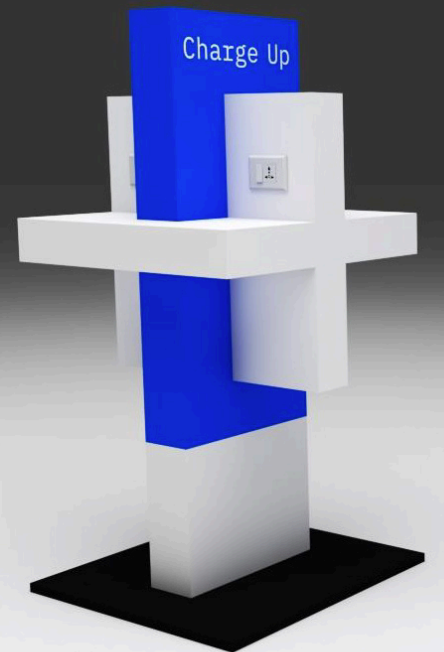
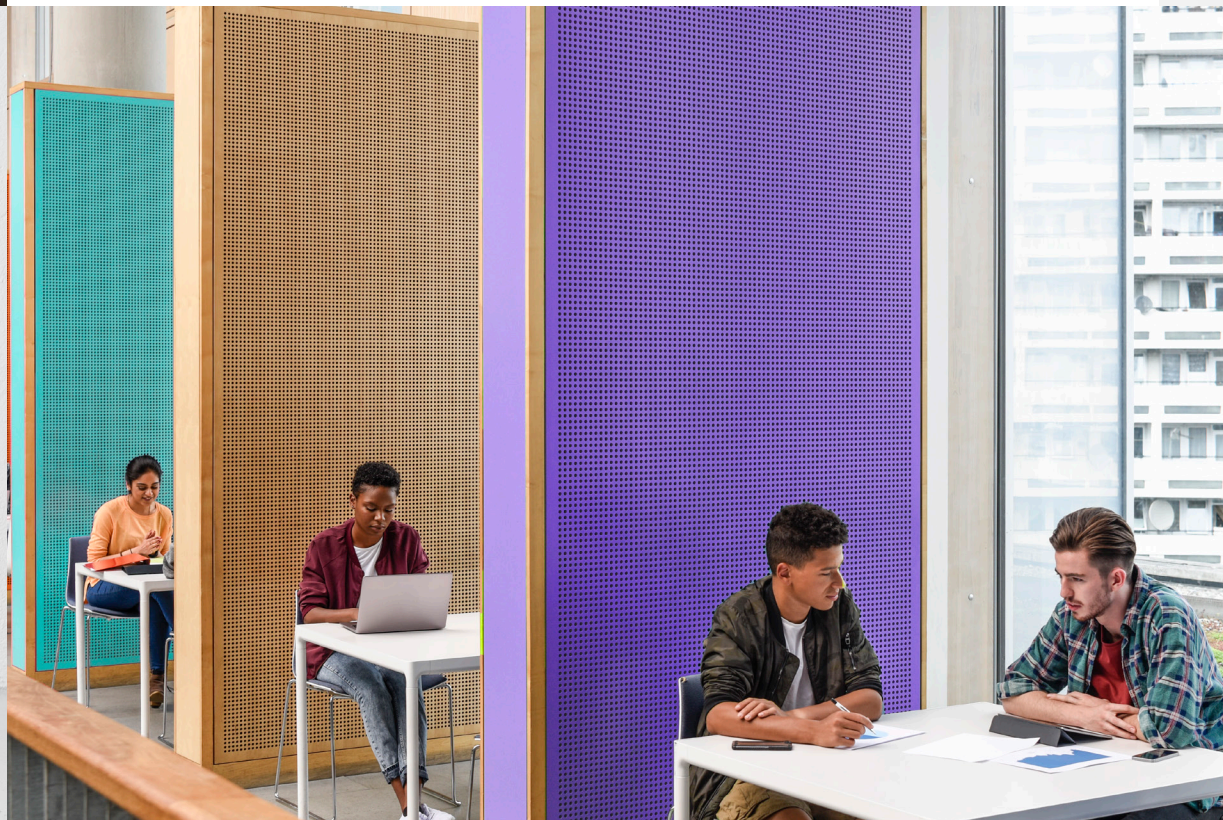
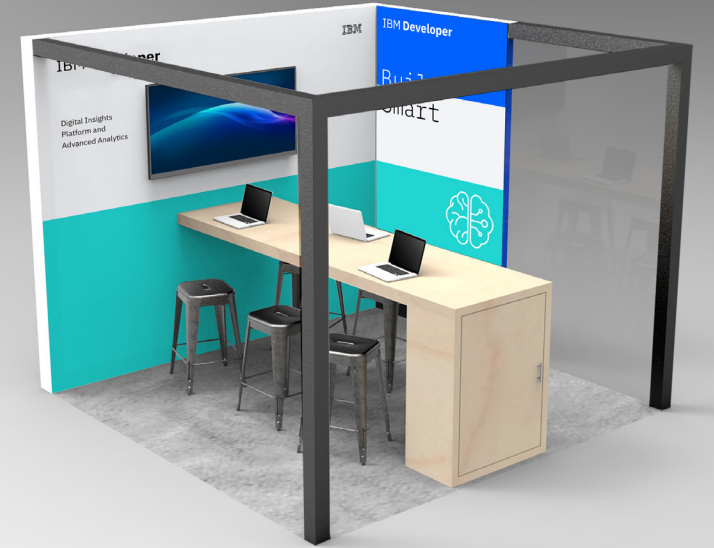
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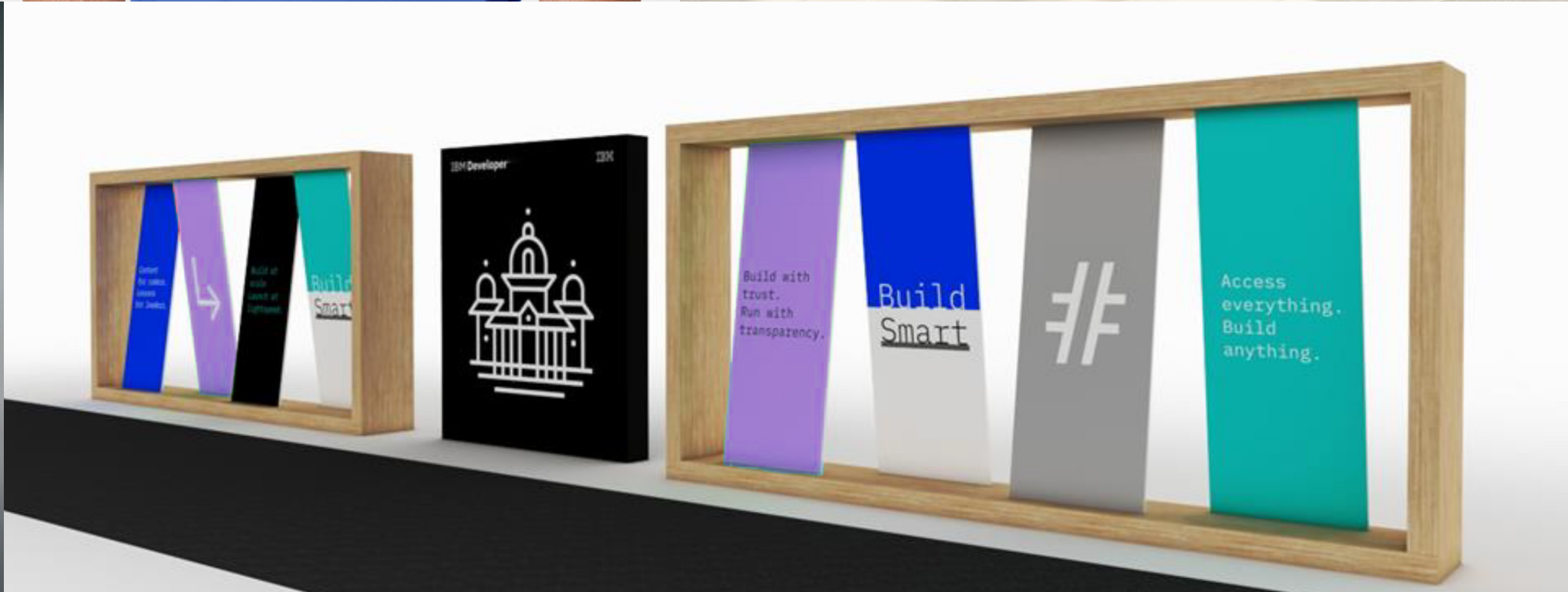
IBM **Dev;**

IBM **Developer**

Physical

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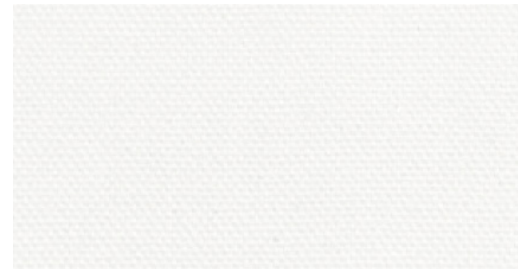
Textures and Materials

Select a contrast of material surfaces.

Use materials that are translucent, light and airy: scrim fabrics, matte white surfaces, frosted and transparent glass.

Combine these with materials that are bold, tactile and contemporary. Use metal and organic materials, such as natural hardwoods.

Material



Fabric



Natural Wood



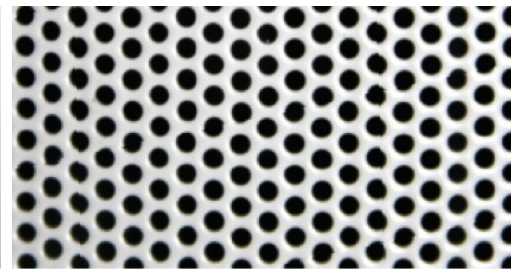
Mesh



Black Wood



Acrylic

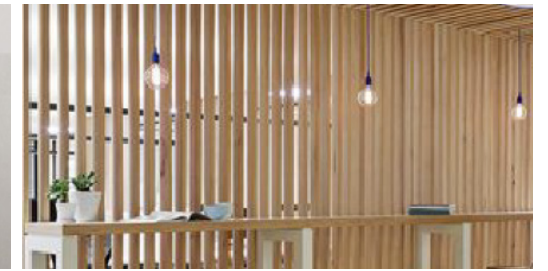


Perforated Metal

Example



Fabric



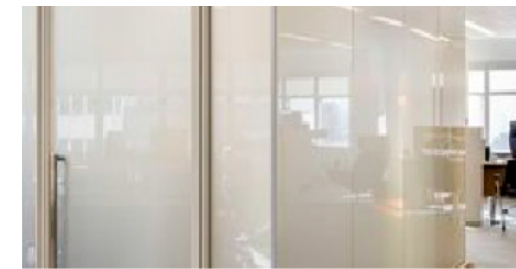
Natural Wood



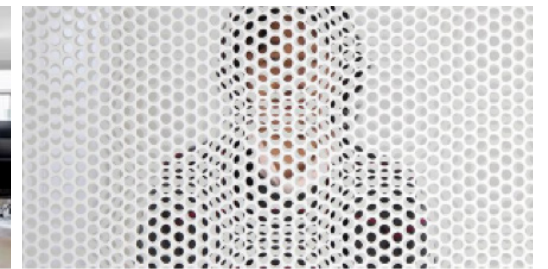
Mesh



Black Wood



Acrylic



Perforated Metal

Custom Furniture

Select a contrast of material surfaces.

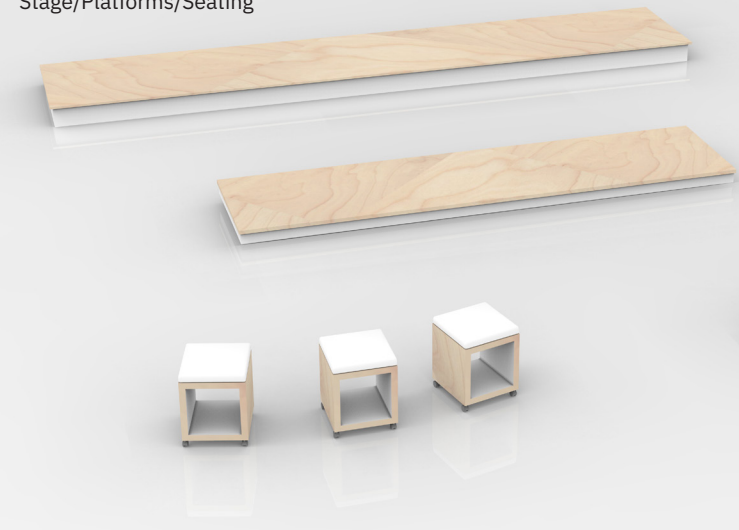
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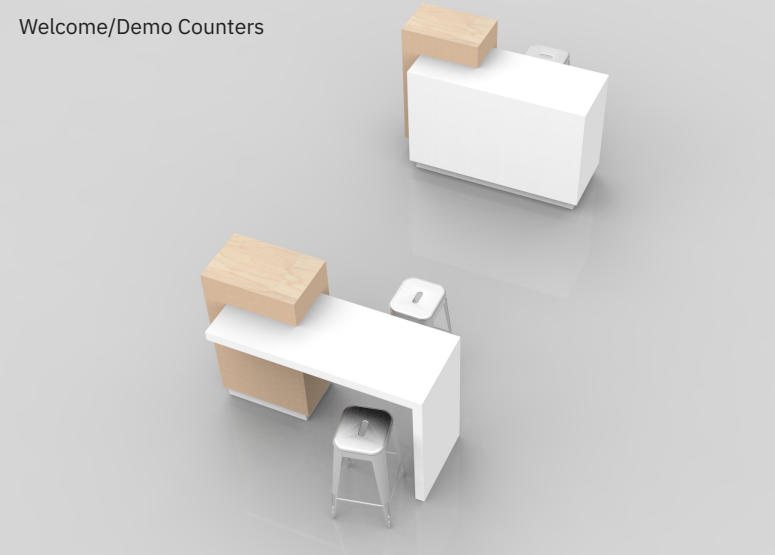
Workshop Style Tables



Stage/Platforms/Seating



Welcome/Demo Counters



Storage Pedestals



Primary Furniture

The following pages feature a range of neutral, contemporary furniture recommended for use in environments like Think Tanks, workshops, theaters, networking and lounge areas.



Accent Furniture

Accent furniture is recommended to add pops of color, texture and personality to your environment. Be selective and use these elements minimally.



↳ Text goes here lorem ipsum

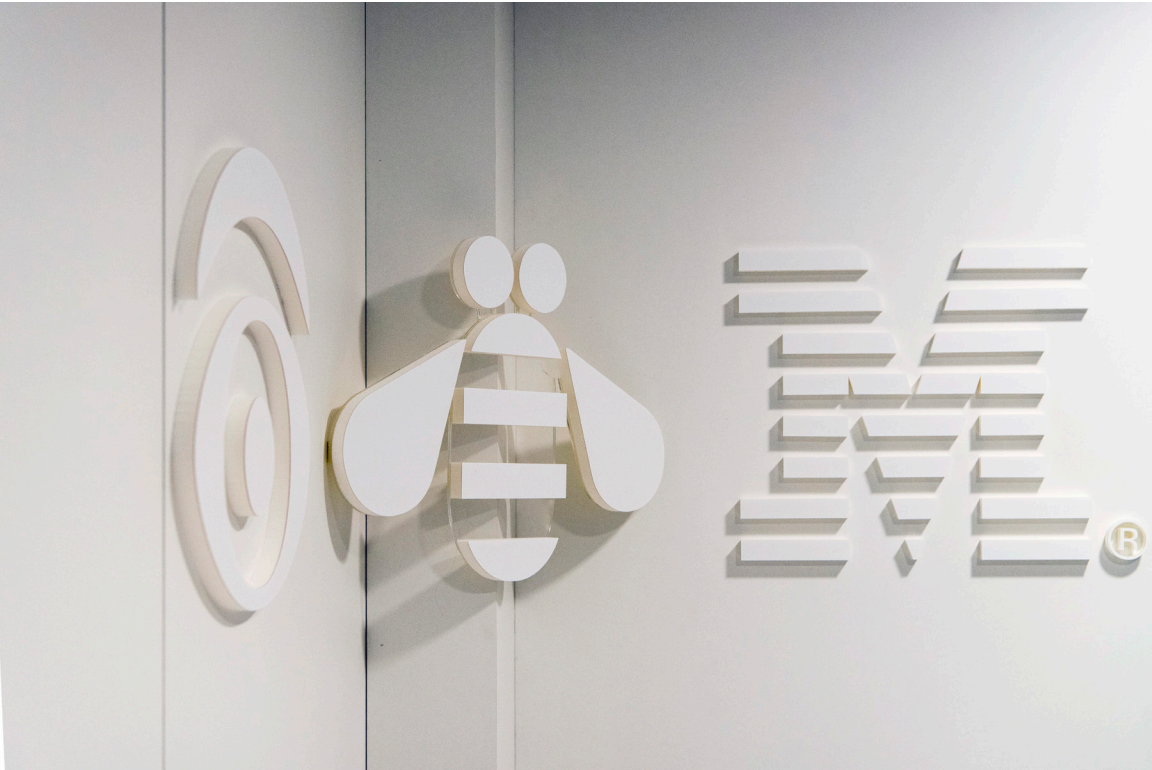
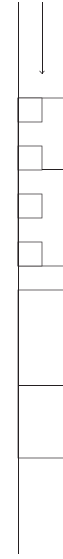


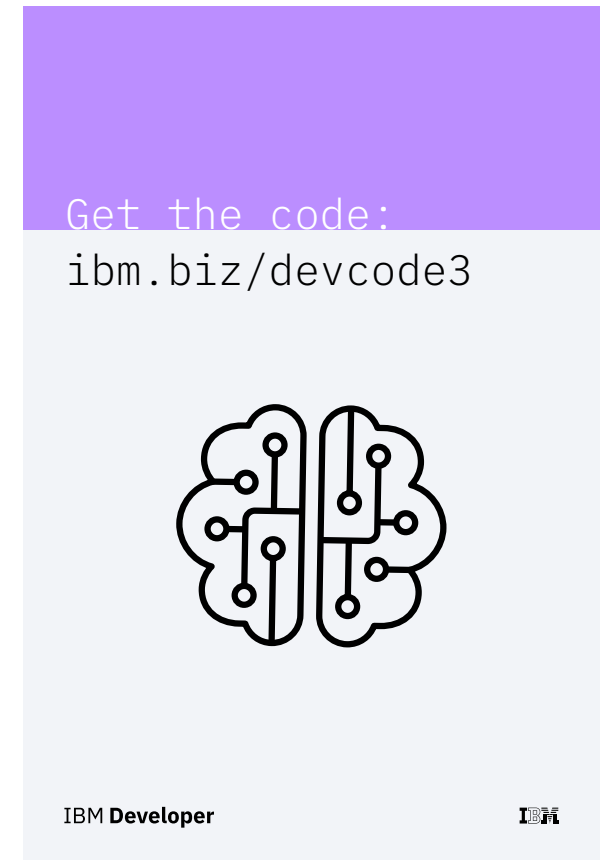
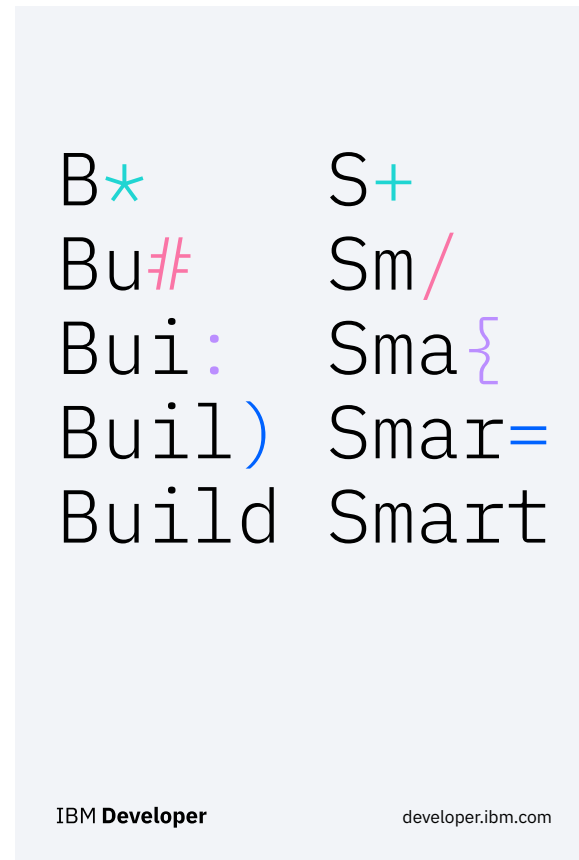
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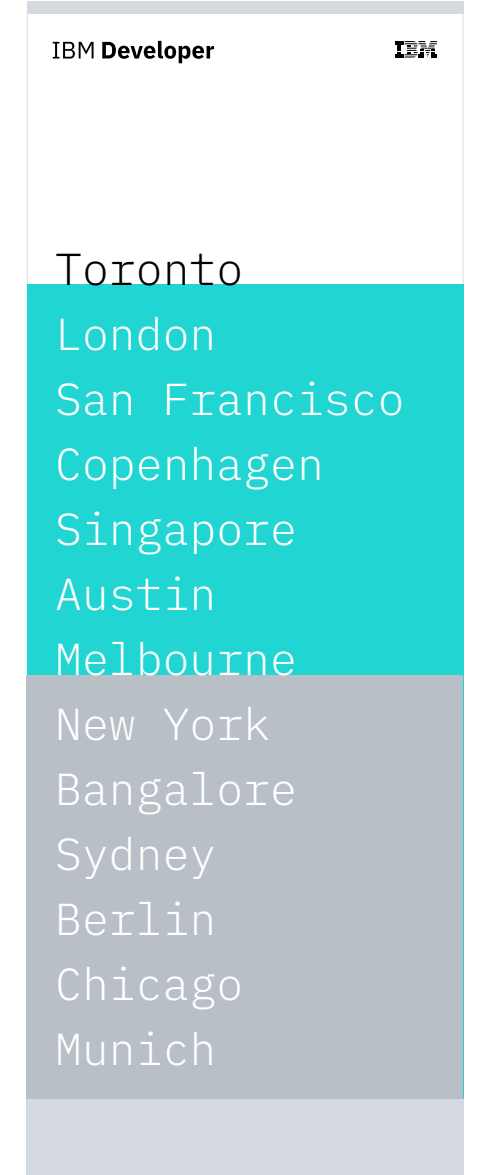
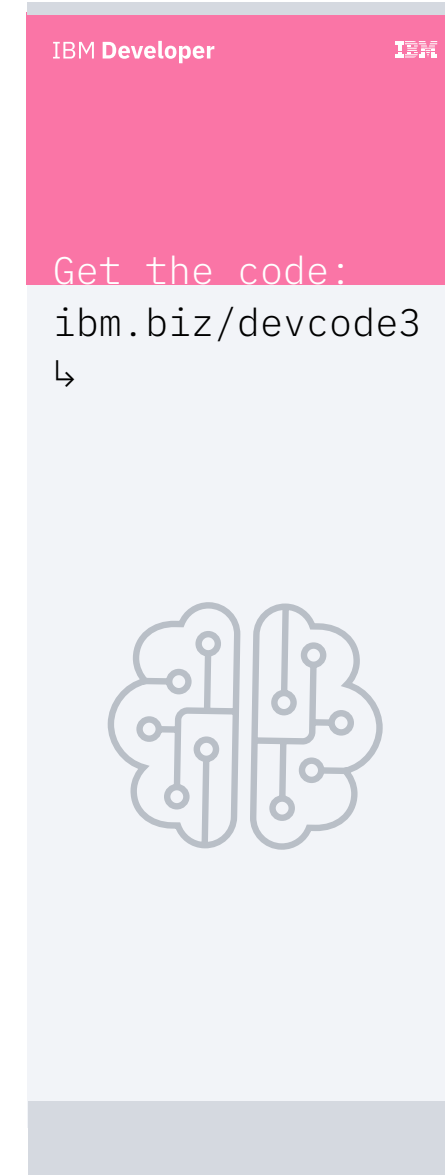


Dimensional Signage

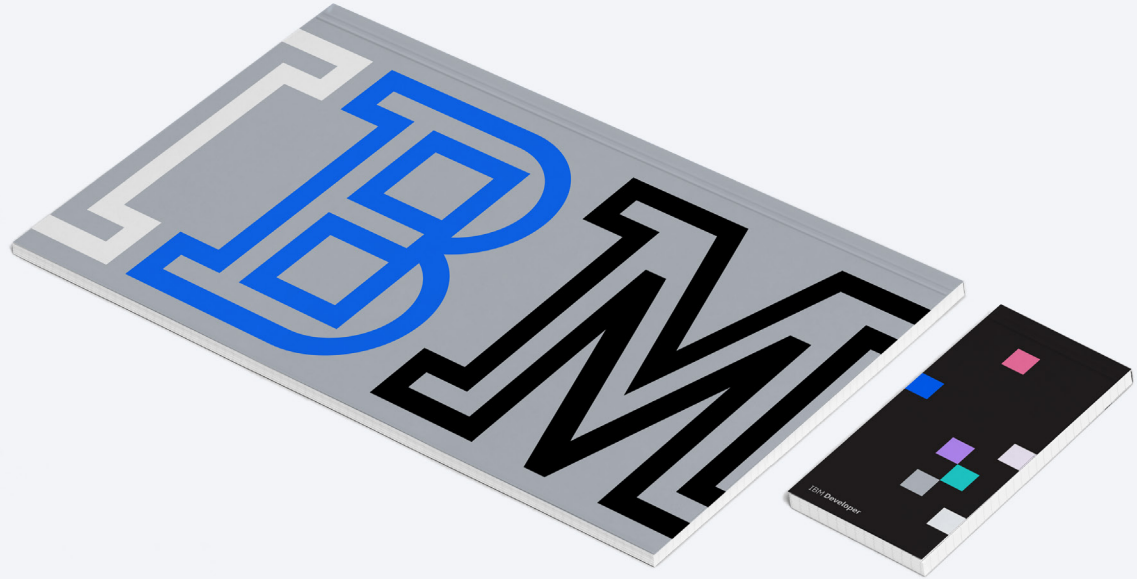
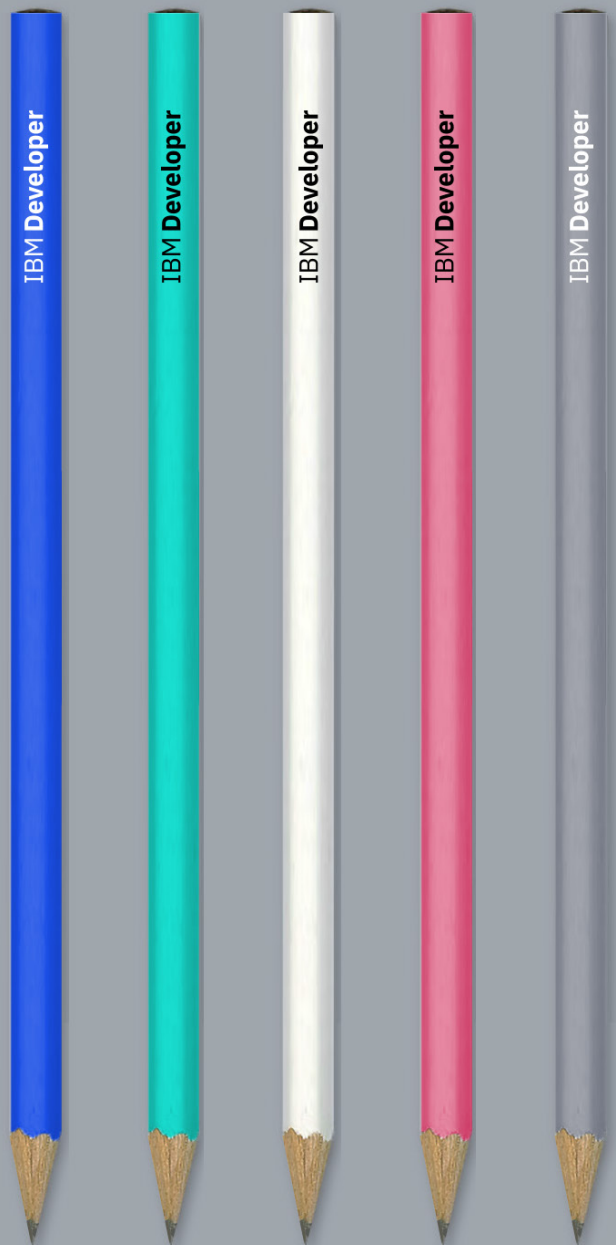
The IBM logo and its “builder” variants may be expressed architecturally in signage and environmental graphics. The artwork can be rendered in tone-on-tone materials and explore different degrees of depth and relief.







Merchandise



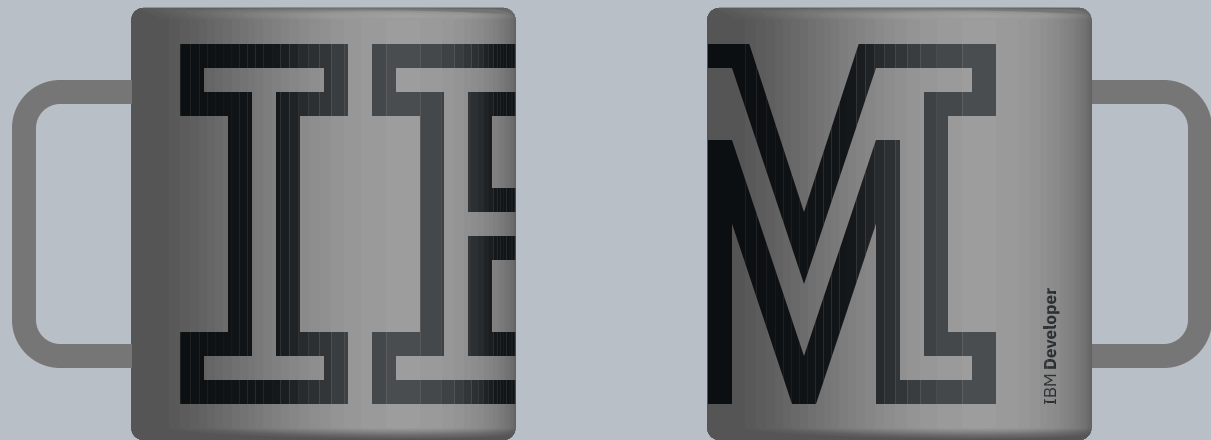
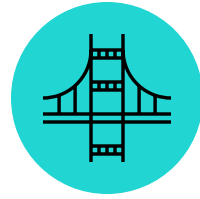
Merchandise



Merchandise

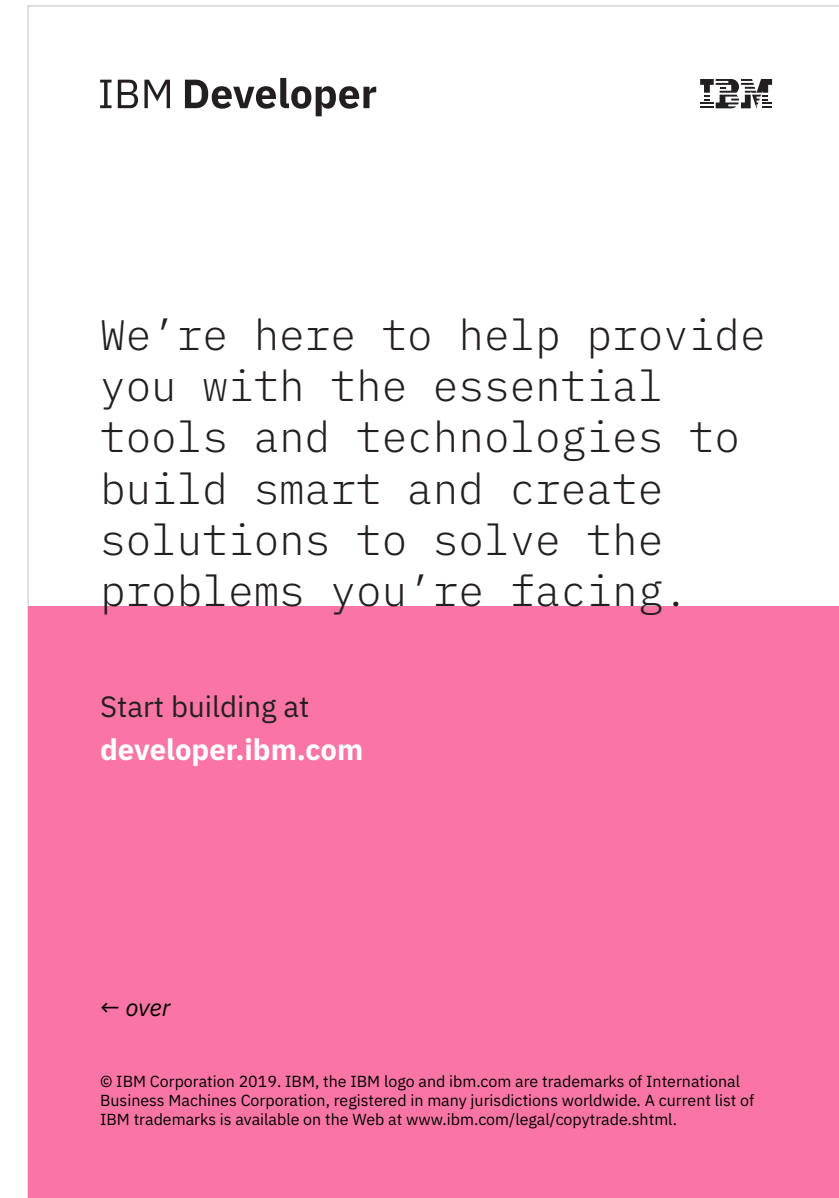


Merchandise

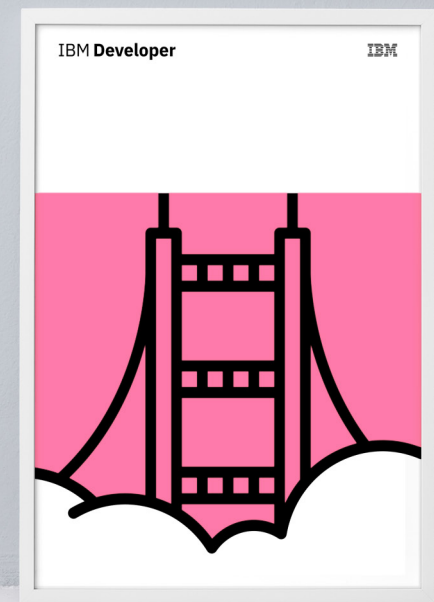
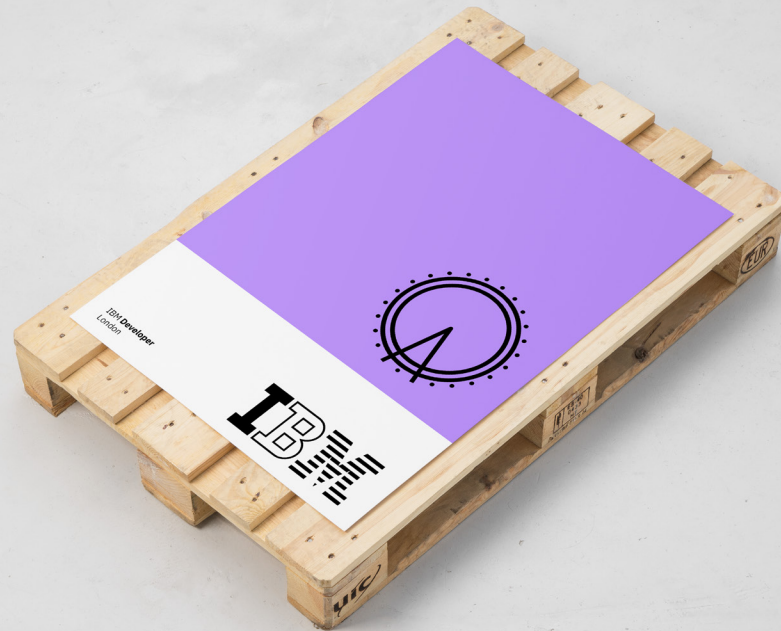
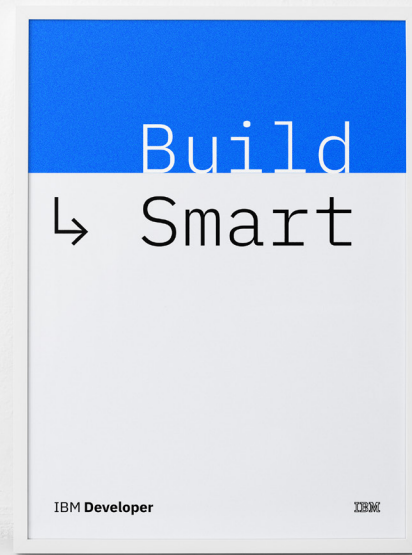


Merchandise





Posters



Verbal ID.

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Universal Language	92

Developers speak their own unique language.

Along with the technology we provide, our language characterizes IBM's commitment to and relationship with developers. It is used to set an expectation for the types of efficient—valuable—experiences, resources, information, and interactions IBM provides. In this sense, our voice is both a declarative call-to-action and a dependable guide.

This section outlines the IBM Developer voice—detailing our tone, opinions and approach to creating messages that resonate.

Conducting conversation.

It's a myth that developers can't be marketed to. The fact is, they just don't like to be marketed to badly. Their clock is always ticking—leaving no time or tolerance for hype or nonsense.

Our communications give us the chance to conduct genuine conversations with the international developer community. What we say (and how we say it) matters. Our voice should give a sense that IBM is a side-by-side partners with developers, and launch-pad for efficient forward motion.

Content. Not (dis)content.

Developers invented the all-nighter, so they don't like to tiptoe around topics and subjects. They prefer to face matters straight on. They are builders—so they want to know exactly what you can do for them and understand how the whole thing was built, and why it will work.

Overview

We're a community built on more than code. We're here to help provide you with the essential tools and technologies to build smart and create solutions to solve the problems you're facing.

How you spend your time writing code matters. Stay up-to-date on the leading tech and languages, from Java to Quantum, and open source projects with tutorials, blogs, and documentation published by top experts.

Access more than 100 open source projects and code patterns on developer.ibm.com. Designed with common combinations of technologies and services, code patterns are comprehensive and maintained open source projects that solve reusable use cases, so you can get right to coding and accelerate time to production.

Collaborate with our global network of developer advocates online and offline in forums, and at meetups and conferences and help change the way the world works with code.

Call-to-action

Build Smart

developer.ibm.com

Short messaging (1–2 sentences)

Version A

IBM Developer is a community built on more than code. We're here to help provide you with the essential tools and technologies to build smart and create solutions to solve the problems you're facing.

Version B

IBM Developer is here to help provide you with the essential tools and technologies to build smart and create solutions to solve the problems you're facing.

Action-oriented sentences

Get hands-on at developer.ibm.com

Get the code at developer.ibm.com

Start building at developer.ibm.com

Brand Declaration

Build smart.
IBM **Developer**

Think. Build.
IBM **Developer**

Coding creativity.
IBM **Developer**

Sign up.
Turn out.
Join in.
IBM **Developer**

IBM **Developer**
Connected by more than code.

Today smarter.
Tomorrow sooner.
IBM **Developer**

Content for coders.
Lessons for leaders.
IBM **Developer**

<p>Line-by-Line. Side-by-Side. IBM Developer</p>	<p>Develop and deliver. IBM Developer</p>	<p>Build with trust. Run with transparency. IBM Developer</p>
<p>Build at scale. Launch at lightspeed. IBM Developer</p>	<p>Access everything. Build anything. IBM Developer</p>	<p>Open-source. Enterprise-grade. Long-term. IBM Developer</p>
<p>This is your domain. developer.ibm.com</p>	<p>Enterprise-grade code. Open-source technology. Long-term partnership. IBM Developer</p>	<p>Push progress. IBM Developer</p>

Way with Words

Examples:

You could
be in Ireland.

Kelly's Irish Pub
Keyserei, 27, Antwerp

To go, visit Booth 11

IBM Developer

Intense talks.
Big laughs.
Technical challenges.

Think 2019

February 12-15
Moscone Center
San Francisco

IBM Developer
developer.ibm.com

#buildsmart

AI was a big winner
at the US Open.

How can Watson work with you?

Build smart.
IBM Developer

Nationwide embraced
DevOps to increase app
launches 500%.

Want to know how?

IBM Developer

Way with Words

Examples:

Social

~~Python provides a number of useful features. Which one is the most important? This article introduces and demos some of the many ways in which you can simplify difficult programming tasks. Check it out.~~



NASA runs on Python.
You can too.
The IBM Developer Python programming tutorial.

Pod- or Webcast

~~What happens when you gather experts in a room, give them a few questions to get them started, then let them go? You get an informative, spirited discussion like this one.~~



Acclaimed thought leader, writer and editorial strategist Paul Ford on what prose and code have in common. Listen here.

Conferences

~~Our events are focused on developers and the advancing of your technical skills.~~



IBM Developer presents Code. Elegant solutions for dynamic development.

Build smart.
developer.ibm.com

Meetups

~~Understanding weather and traffic conditions can reduce the number of people affected by mobilizing them effectively.~~



Listen. Learn. Loop.
IBM Developer is hosting Brooklyn JS.

#buildsmart

Tips & Techniques

- 01 Edit until it is essential.
No extraneous words, hyperbole, overselling or embellishment.
- 02 Express cause and effect by highlighting the implications and impact of code.
- 03 Consider the kinetic nature of dialogue and language.
- 04 Be conversational. Create a dialogue. Write the way people speak.
- 05 Use “we” as much as possible. It’s inclusive and identifiable.
- 06 Data points and numbers can be headlines too.

Universal Language

Like music, code is a universal language, capable of transcending linguistic, national, and generational divisions. To represent this (along with using city icons) IBM Plex can be translated into a growing number of international languages. This allows us to localize our brand activities and communications.

Afrikaans	English	Kalaallisut	North	Soga
Albanian	Esperanto	Kalenjin	Ndebele	Somali
Asu Azerbaijani	Estonian	Kamba	Norwegian Bokmål	Spanish
Basque	Faroese	Kazakh	Norwegian Nynorsk	Swahili
Belarusian	Filipino	Kikuyu	Nyankole	Swedish
Bemba	Finnish	Kinyarwanda	Oromo	Swiss German
Bena	French	Korean	Polish	Taita
Bosnian	Galician	Latvian	Portuguese	Tajik
Breton	Ganda	Lithuanian	Romanian	Teso
Bulgarian	German	Luo	Romansh	Thai
Catalan	Greek	Luyia	Rombo	Tongan
Chiga	Gusii	Macedonian	Rundi	Turkish
Chinese	Hawaiian	Machame	Russian	Turkmen
Congo Swahili	Hebrew	Makhuwa-Meetto	Rwa	Ukrainian
Cornish	Hungarian	Makonde	Samburu	Uzbek
Croatian	Icelandic	Malagasy	Sango Sangu	Vietnamese
Cyrillic	Indonesian	Malay	Sena	Vunjo
Czech	Irish	Maltese	Serbian	Welsh
Danish	Italian	Manx	Shambala	Zulu
Devanagari	Japanese	Meru	Shona	
Dutch	Jola-Fonyi	Mongolian	Slovak	
Embu	Kabuverdianu	Morisyen	Slovenian	

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