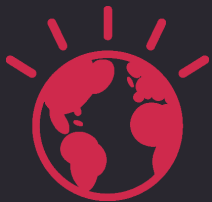


# IBM Ad Campaign

Drivers can  
see **traffic**  
jams before  
they happen.

IBM helped Singapore predict traffic with 90% accuracy to anticipate and prevent congestion.  
[ibm.com/smarterplanet](http://ibm.com/smarterplanet)



IBM



A thick, solid pink diagonal stripe runs from the top-left corner towards the bottom-right corner of the image.

**Original Ad**

# Design

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The text is left  
aligned with the  
image and logo.



The use of white  
space gives a  
fun spin to the  
advertisement.

# Typography

Drivers can  
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[ibm.com/smarterplanet](http://ibm.com/smarterplanet)



The title is a slab serif while the body is a san serif. This is the best combination of font types.



# Color

Drivers can see **traffic** jams before they happen.

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[ibm.com/smartcitynet](http://ibm.com/smartcitynet)



The crimson color draws attention, and gives contrast.





**New Ad**

# Consistencies

**The Power  
of the Cloud  
unifies people  
worldwide.**

Font is consistent  
with the original ad.

Bringing together nearly 60 locally owned and  
operated data centers with market-leading  
security products and services.



Use of white space  
is consistent with the  
original ad.

# Consistencies

The Power  
of the **Cloud**  
unifies people  
worldwide.

Bringing together nearly 60 locally owned and operated data centers with market-leading security products and services.

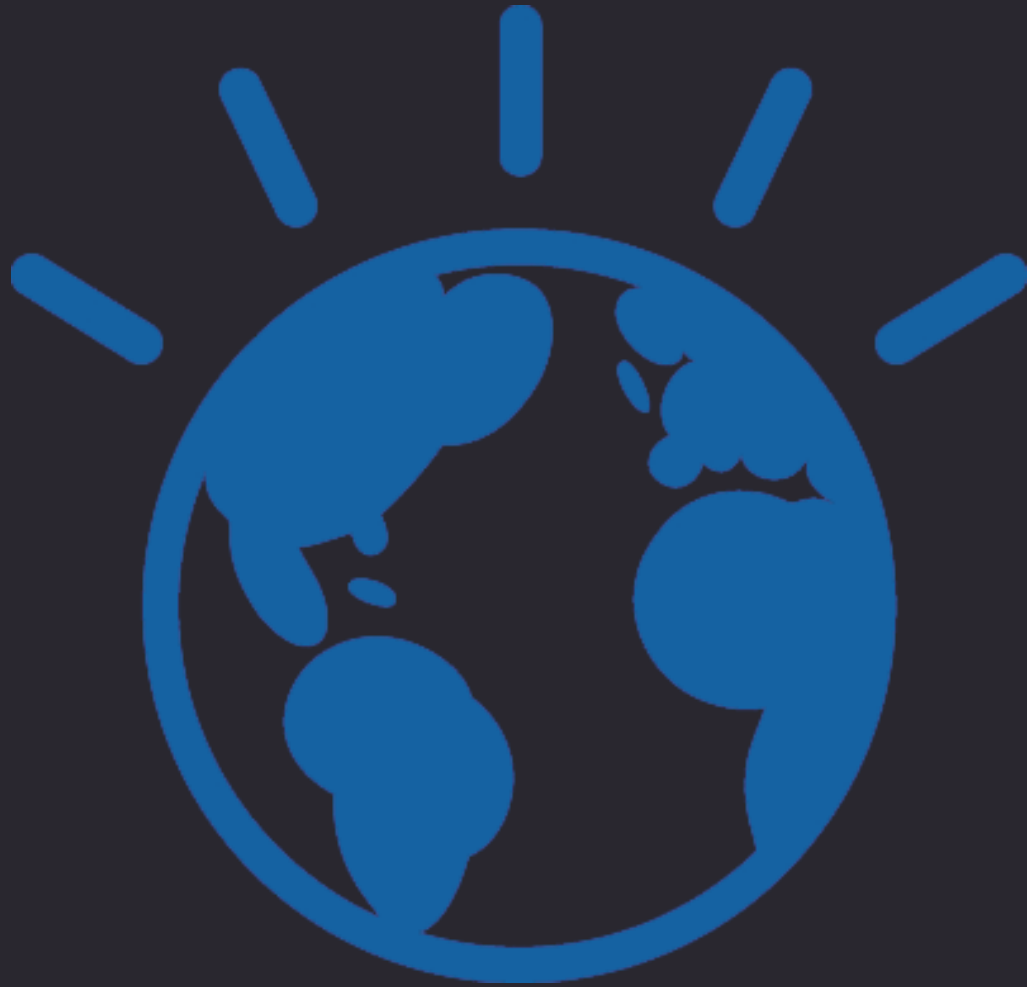


Accent color used for emphasis is consistent with the original ad.

The text alignment is consistent with the original ad.







**IBM**