



Brand guidelines

August 2026

Color Palette

Primary

Purple

#69459b
R 105 G 69 B 155

Orange

#d65a27
R 214 G 90 B 39

Gold

#f9a01d
R 249 G 160 B 29

Secondary

Plum

#3c2c71
R 105 G 69 B 155

Midnight

#191139
R 25 G 17 B 57

Lavender

#e7daeb
R 231 G 218 B 235

Accessibility



- Acceptable text color for white backgrounds
- Best used for headlines



- Not accessible as text on white. #c34e1e for smaller text
- Acceptable for large headlines
- Otherwise use as large buttons, icons, or accents



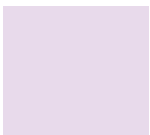
- Not accessible as text on white at any size
- Use as large buttons, icons, or accents only



- Acceptable for white backgrounds
- Pair with gold or lavender text when used as a background
- Best used for headlines, not body copy



- Acceptable for white backgrounds
- Pair with gold or lavender text when used as a background
- Works at any text size



- Not accessible as text on light backgrounds
- Use as a background color only

Typography

Franklin Gothic

01. HEADER

Type That Leads

Weight: Heavy or Extra Condensed

Case: caps or title case

Use for page titles, section dividers, and anywhere you need maximum presence and density.

02 · SUBHEAD

Franklin Gothic Demi / Medium

A clear step down from the header

Weight: Demi or Medium

Case: sentence or title case

Use for section labels, callouts, and captions that need to stand apart from body copy without competing with the header.

03 · BODY

Franklin Gothic Book (Regular)

This is the standard weight for paragraphs and long-form reading.

Weight: Book / Regular

9.5 - 10.5 pt

Leading: 1.4 - 1.5x

Use for body paragraphs, running text, and any content meant to be read at length.

04 · ALTERNATES

Georgia (serif pairing)

Helvetica Neue (if Franklin Gothic is not available)

Logos

MAIN LOGO



MAIN LOGO SIMPLIFIED



WORDMARK

COMMON

COLOR OPTIONS



ICON



Print



Digital

Gradient

The image features a horizontal gradient bar at the top, transitioning from a deep purple on the left to a bright orange in the middle, and finally to a vibrant yellow on the right. A thin white line separates this bar from the rest of the image. Below the white line, the background is a large, solid area of the same gradient, but with a slightly darker, more muted tone, creating a subtle contrast with the top bar. The word "Gradient" is written in a bold, white, sans-serif font in the upper left corner of the purple section.



Messaging

Who we are

A community for IBM professionals who power the world

COMMON is a community because belonging — not just access — is what makes professionals grow. The word reflects what sets us apart: we are people first.

“Power the world” earns its place for the same reason. IBM i and Power systems run the infrastructure behind banking, healthcare, retail, and government — the systems the world depends on without knowing it. Our members are the people who keep those systems running, and this tagline honors that.

The word “Power” does double duty: it names the platform our members know and the weight of the work they do.

Our Vision

A global community of IBM i and Power professionals, empowered to advance the mission-critical technology the world depends on — and ready for what comes next.

By bringing together IBM i and Power professionals across geographies and career stages, we advance education, preserve critical expertise, and cultivate the leaders, speakers, and mentors the ecosystem depends on.

Our Mission

COMMON enhances the careers of IBM i and Power professionals through education, community, advocacy, and partnership.

Through global conferences, virtual education, and year-round connections, we build a community that powers mission-critical infrastructure — and develops the professionals, leaders, and trusted voices who will carry that expertise forward.



Value Proposition

OVERARCHING STATEMENT

Become part of a global community built exclusively for IBM i and Power professionals. Gain access to expert education, peer connections, and a collective voice shaping the future of the platform.

THE CHALLENGE

Professionals in the IBM i and Power ecosystem are among the most skilled and in-demand experts in IT. Yet many navigate their careers without peers who understand their work, or a platform to grow and share what they know. COMMON changes that.

HOW WE HELP

As the world's largest association dedicated to IBM i and Power professionals, we bring together experts, educators, and industry partners to share knowledge, build careers, and develop the next generation of leaders behind the business-critical systems organizations depend on every day.

Voice and Tone

TRUSTED

We speak with authority earned through decades of IBM i and Power expertise. Our voice is confident, credible, and grounded in real-world experience.

500+ hours of IBM i education

WARM

We are a community, not a corporation. Our tone is approachable, inclusive, and human — a place where professionals feel they belong.

Connections you can only find [here](#).

EMPOWERING

We believe in the people who power the world's most critical systems. Our language lifts them up, recognizes their expertise, and opens doors to growth, leadership, and lasting impact.

Take the next step to shaping your career with a community that gets it.

Grammar Style

Reference the Chicago Manual of Style for consistency.

