

# VMware Logo Guidelines

V.1.0 / Updated August 2009

## CORPORATE LOGO

Our corporate logo is the most visible expression of our brand and is the constant that represents VMware in every communication. The VMware logo has been updated to reflect the company position of freeing businesses from traditional IT constraints through an unbounded visual representation. The new logo is available for download at <https://www.vmware-onebrand.com/>.

### Corporate Logo

The VMware logo should be considered a picture, not a word. The logo must not be redrawn or modified in any way and should include the registration mark in all instances.



# LOGO COLORS & BACKGROUNDS

For consistency, our logo may only be applied in a limited number of colors and techniques. To preserve legibility, the gray logo should only be placed on a white or off-white background. When placed over a photograph, the background should never appear overly textured, as this will also reduce legibility of the logo.

## Logo Usage: Color

Whenever possible, the full color logo should be used. When it is not possible to use the gray logo, the one color reverse or positive logos may be used.

## Logo Usage: On Backgrounds

When positioning the logo on a colored background, the value of the background determines how the logo is used. When positioned on a colored background, the logo should appear in solid black or reversed out to white.

## Color Palette



Pantone®  
Cool Gray 11

C0:M2:Y0:K68  
R113:G112:B116  
#717074



Pantone®  
White

C0:M0:Y0:K0  
R255:G255:B255  
#ffffff



Pantone®  
Hexachrome Black

C0:M0:Y0:K100  
R0:G0:B0  
#000000

PMS COOL GRAY 11 	BLACK 	REVERSE 
USE POSITIVE LOGO POSITIVE LOGO FOR 40% BLACK OR LESS  40% or less		USE REVERSE LOGO REVERSE LOGO FOR 41% BLACK OR GREATER  41% or greater

# LOGO CLEAR SPACE

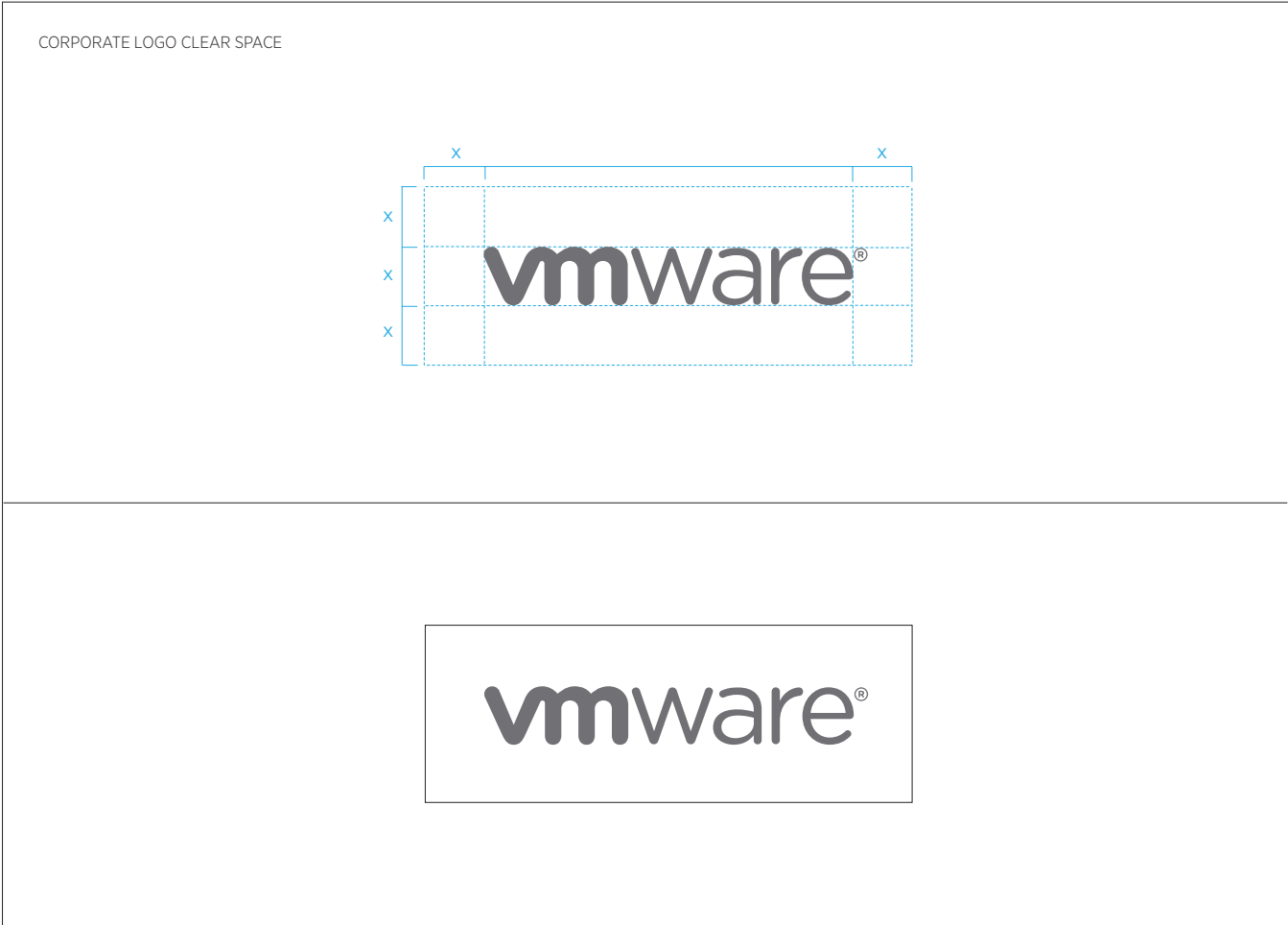
There must always be sufficient space surrounding the logo to avoid competition from other visual elements and maintain its visual impact.

### Logo Clear Space

The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the x-height of the “v” in the VMware logo and is proportional regardless of logo size.

### Logo Placement

The correct placement of the VMware logo is dependent on the type of brand touchpoint.



# LOGO SIZING



The standard and minimum logo sizes described below help to ensure that the VMware mark reproduces with optimal legibility.

### Standard Size

The standard logo size has a width of 1.14 inches (29 mm).

### Minimum Size

To ensure that the logo is sharp and recognizable, it must be reproduced with a minimum width of .75-inches (19.05mm). The ® symbol must always be included in all logo applications (please see Use of Registration Mark section for details).

<p>STANDARD SIZE: 1.14 INCH WIDTH (29mm)</p>  <p>1.14" (29mm, 82.2px)</p>	<p>MINIMUM SIZE: .75 INCH WIDTH (19.05mm)</p>  <p>.75" (19.05mm, 54px)</p>
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## USE OF REGISTRATION MARK SYMBOL

Using the optimal size of the ® designation is important. When the ® is too large, it can compete with the logo and when it is too small, it appears as a speck or mistake and does not properly establish our company's legal designation.

### Standard Size

The ® should be used with the vector .eps VMware logo at the recommended standard size and all instances under 2-inches wide.

Logo sizes between the minimum .75-inches (19.05mm, 54px) and 1.99-inches (50.55mm, 143.28px) wide use the same proportion ® symbol. Simply scale the vector .eps format logo to whatever size is required.

### Larger sizes

Logo sizes between 2-inches (50.8mm, 144px) and up to 6 ft (1828.8mm) wide use the same proportion ® symbol. The ® should be scaled to match the radius curve in the stem of the lowercase "r." The ® aligns flush left with the right edge of the lowercase "e."

### Extreme cases

Logo sizes applied larger than 6ft. wide need to be approved by VMware.



# INCORRECT LOGO USES

Inconsistent use of our logo detracts from our brand equity and recognition. Altering or recreating our logo in any way negates the consistency we strive to achieve. The examples below illustrate some incorrect uses of our logo.

## 1 Incorrect Color Split

Do not separate the “VM” from the “ware” in the corporate logo.

## 2 Incorrect Background

Do not position the logo on or near other elements, shapes textures or patterns and avoid backgrounds that are busy or cluttered.

## 3 Incorrect Placement

Do not skew or rotate the logo. The logo may only be positioned on a 0° horizontal axis.

## 4 Incorrect Contrast

Do not apply the logo to a background where lack of contrast diminishes legibility.

## 5 Incorrect Color

Do not reproduce the logo in an unapproved color.

## 6 Incorrect Color

Do not reproduce the logo as a screen or tint of the gray logo.

## 7 Incorrect Background

Do not place the logo over a gradation of any kind.

## 8 Incorrect Font

Do not redraw or use another font to create the VMware logo.





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