Evolve 2019 Style Guidelines

ROUND 5
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Overview

Brand
Digital transformation is all about realizing new possibilities for business. Today’s most successful companies use digital technology to create new value, find better ways of working, protect both the brand and customer trust, and create engaging new experiences. VMware compute, cloud, mobility, networking, and security software forms a dynamic, consistent digital foundation to deliver the apps that power business innovation.

We aim to position VMware as THE technology partner for companies on a transformation journey. Our software and services help customers achieve their goals through three strategic IT priorities: Transform Networking and Security, Digital Workspace, and Accelerate Cloud Journey. The VMware Evolve event series provides a compelling, in-person opportunity to showcase our value propositions throughout the year.

The word “Evolve” conveys progress and change driven by the necessity to survive and the desire to flourish, while IT Priorities are the actions to take.

Creative Approach
Impact photography visually positions Evolve as the setting for IT and business transformation with today’s most relevant and game-changing digital technology. The parallelogram represents the business-transforming information that guests gain at Evolve.

These guidelines are for the live events. An online sample is shown for reference only. Contact your event representative for specific guidelines if you are developing assets for an online-only event.

These event guidelines should work in conjunction with, and do not replace, the VMware corporate branding Guidelines. Corporate guidelines can be downloaded from the VMware brand portal at vmware.com/brand.
Visual Elements

The primary elements of the theme consist of the following and are listed in order of importance:

- White parallelogram
- Photography
- Track gradient parallelogram
- Evolve lockup
- Track title
- Leaf Call to Action button

Do not introduce new elements that do not appear in the samples given in these guidelines.

Background Elements

All layouts should have 40-50% white parallelogram coverage with 50-60% left for imagery. The photography and track gradient should be scaled appropriately to the asset and should align with the universal grid.

See Building the Layout Steps page for further detail.
Lockup and Event Details

The Evolve 2019 lockup is available in the toolkit. For maximum visibility, the Evolve lockup should be positioned at the top left of the asset on the blue triangle. It cannot be edited, recolored, or restacked.

Lockup Clear Space

To maintain impact and avoid competition from other visual elements, allow for sufficient space surrounding the Evolve lockup. The clear space needs to be the x-height of the VMware portion of the lockup surrounding all sides. Refer to the Corporate Brand Guidelines for additional information.

Track Title

The track title should be included on digital assets, limited usage on print materials. The Transform Network Security and Digital Workspace track titles can be broken into multiple lines as needed. The Accelerate Cloud Journey track title should remain on one line.

Transform Networking & Security

Digital Workspace

Accelerate Cloud Journey
Event Color Palette

The more restrained palette, used from the VMware corporate colors, helps set Evolve apart from other VMware communications, while still reinforcing the corporate brand.

These are the only approved colors for Evolve 2019 events. No other colors may be used.

All track gradients must be applied at a 45-degree angle. The location of the first gradient stop should be at 12%, the location of the second stop should be at 85%. The median should be at 60%.

If building in HTML, hexadecimal colors are appropriate. If creating graphic assets for viewing online (GIF, JPG, or PNG), use RGB values provided.

The colors selected on this page are derivative of the corporate color palette. Corporate color libraries can be downloaded from the Brand Portal, under Adobe CC libraries.
Grid System

Standard Grid Proportions

We use one universal grid for all applications—one symmetrical grid based on a perfect square with 45-degree diagonal lines.

The grid can scale to any size. In some instances, a perfect grid may not be possible, and one side is cropped. Start all designs on the side of the perfect grid.

The grid system template is easy to implement and covers all current media forms, including, but not limited to:

- Print
- Digital banners
- Email
- Video
- Web designs
- Out of home
- Booth design

Grid System DON'TS

Avoid the following when developing grids for your communications:

- Don’t create a grid that does not feature square units.
- Don’t create a grid with irregular horizontal rows or vertical columns.
- Don’t create a grid with angles other than 45 degrees.
Building Layouts

Start by setting the universal grid to your asset layout with full squares on the left edge. Universal grid should fit proportionally to the asset, with no less than 5 squares vertically and must not contain excessive grid squares that cause the parallelogram to be thin.

1. Add a 45° triangle filled with the approved track photography to bottom right corner of the asset.

2. Add a 45° triangle filled with the approved track photography to the top left corner of the asset. These two triangles form the white parallelogram for logo and text content. This triangle should not encroach on the logo clearspace.

3. Add a 45° track gradient parallelogram aligned to the grid. Shape can be adjusted height- and width-wise to fit asset properly. Anchor it to the bottom edge of the asset. It must be positioned center to the right edge of the white parallelogram. Grid may be adjusted proportionally so the parallelogram is not sized too thin or thick in width.

   See Examples for parallelogram visual references.

4. Add VMware Evolve 2019 lockup in the top left corner, as this is the most important information.

5. Typeset the track title. Add the Call to Action button.

6. Add the date and location information if it is necessary and there is room in the bottom of the layout. If space is restricted, this element should be the first item removed.

Examples of Don’ts

1. Do not set the grid to less than 5 squares vertically, causing the parallelogram to become too wide despite being set to 2 grid squares in width.

2. Do not set the grid with too many vertical squares, causing the parallelogram to be set too thin.

3. Do not align the track gradient parallelogram to any other position other than the midline of the right edge of the white parallelogram.

4. Do not extend the track gradient parallelogram off both edges of the asset. It must be anchored only at the bottom.

5. Do not change the approved direction of the gradient in the parallelogram.

6. Do not use the track gradients in the reverse direction.

7. Do not crop photography in a manner that makes the subject or content unclear.

8. Do not change the approved colors or order of text.

Visual Hierarchy in Order of Importance

Level 1: Evolve lockup (must include)

Level 2: Track Title

Level 3: Call to Action button for digital assets (when called for)

Level 4: Date and location information (when called for)
Fonts

Metropolis is the approved font. Title case capitalization should be used for all content without punctuation.

Arial is the acceptable substitute font for desktop-published communications created in Microsoft Office or Google Docs. For non-typeset applications such as presentations, use Arial in place of Metropolis. These typefaces are standard with any computer application and are not distributed by VMware.

For internal assistance in acquiring the Metropolis suite for marketing purposes, contact Brand and Creative. External vendors can purchase the fonts at typography.com.

Typography

Track Title

The font weight for the track title is Metropolis Light. All track titles should be set to the same point size. Use in Indigo only.

<table>
<thead>
<tr>
<th>Asset Type</th>
<th>SIMPLIFIED CHINESE</th>
<th>TRADITIONAL CHINESE</th>
<th>KOREAN</th>
<th>JAPANESE</th>
<th>RUSSIAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPT</td>
<td>SIMHEI, SIMSUN</td>
<td>MICROSOFT JHENGHEI</td>
<td>NANUM GOTHIC</td>
<td>MEIRYO, MS P GOTHIC</td>
<td>ARIAL</td>
</tr>
<tr>
<td>PDF (InDesign, Illustrator)</td>
<td>DFPHEI, DFPHEI W3, W5, W7</td>
<td>DFPHEI LIGHT, MEDIUM</td>
<td>SMOGOTHICSTD LIGHT, MEDIUM</td>
<td>KOZUKA GOTHIC PRO R, EL</td>
<td>MYRIAD PRO LIGHT, REGULAR</td>
</tr>
<tr>
<td>WEB</td>
<td>FONT IS APPLIED AT SOURCE LEVEL OR BY CONTENT CREATION TEAM.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sponsorship Cobranding

For sponsorship assets, use this sample layout as a guide. The VMware logo must always have first and dominant position in the layout.

Sponsor logos must be smaller than the size of the VMware logo on the asset. It must not be positioned near the VMware logo.

Sponsor logos must be reversed out to all-black on a transparent background. Colored logos are not permitted as they would clash with design. This will allow for visual consistency with multiple logos.
The approved Evolve photo library has been provided in the toolkit. No substitutions are allowed.

Imagery has been specifically selected for each strategic priority. Images cannot be mixed and matched across priorities.

All photography must be adjusted to have the proper resolution necessary for the type and size of each individual asset. Image resizing programs such as Perfect Resize will be needed to increase photo resolution to the proper size necessary for usage on large assets such as posters, pullup banners, or walls. When printed, images must always be clear at full size.
Photo Library

Digital Workspace

The approved Evolve photo library has been provided in the toolkit. No substitutions are allowed.

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Photo Library

Accelerate Cloud Journey

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Digital Examples

Social Media

All artwork provided; use template as a guide to creating others.

*VMware® Evolve™ Online* artwork also provided.
Digital Examples

Social Media

All artwork provided; use template as a guide to creating others.

*vmware® EVOLVE® ONLINE* artwork also provided.
Digital Examples

Social Media

All artwork provided; use template as a guide to creating others.
Digital Examples

Social Media

All artwork provided; use template as a guide to creating others.

Post Example

VMware
Today at 9:33 AM · 6

At VMware Evolve, you’ll learn how to transform your IT organization into a lean, innovative powerhouse that moves the business forward. Join us in Palo Alto on 2.16.19. Register now: bit.ly/2B3GTn9

VMWARE.COM

Title of the Linked Webpage
First line of text on the linked webpage...

17
4 Shares

Like Comment Share

Write something...
Digital Examples

Static Banners

Transform Network Security

All artwork provided; use template as a guide to creating others.

_artwork also provided.

Evolve 2019 Style Guide
Digital Examples

Static Banners

Digital Workspace
All artwork provided; use template as a guide to creating others.

vmware® EVOLVE™ ONLINE artwork also provided.
Digital Examples

Static Banners

Accelerate Cloud Journey
All artwork provided; use template as a guide to creating others.

*vmware*® **EVOLVE™** ONLINE artwork also provided.
Digital Examples

Landing Page

Registration Landing Page with modules:

- Event Details
- Body
- Featured Speaker
- Agenda
- Sponsors
- Upcoming Webcast

Confirmation Landing Page

vmware® Evolve™ ONLINE artwork also provided.
Digital Examples

Email Template

Invite with modules:
- Add to Calendar
- Body
- Featured Speaker
- Agenda
- Sponsors
- Social Links

Confirmation Email

Reminder Email

Thank you for attending Email

Sorry we missed you Email

vmware® EVOLVE™ ONLINE artwork also provided.
Digital Examples

Email (continued)
Digital Examples
Email (continued)

REMINDER

The VMware DeVolve event is almost here—and your spot is reserved. Over the course of the day, you’ll learn how to create a digital workspace strategy that meets the needs of your business, and what steps you can take to get started.

Expert-led sessions will explain how a digital workspace helps you to:

• Create a culture of flexibility and choice
• Support business goals for attracting and retaining talent
• Equip employees to be more efficient and productive

We’re looking forward to seeing you there!

LEARN MORE

THANK YOU

Congratulations—you’ve taken an important step toward creating a modern, secure digital workspace strategy. We hope you enjoyed the event, and left with new insights on what you can do to support employees and strengthen the business.

But the learning doesn’t stop there.

Get more information on how to keep moving forward on your digital workspace journey.

LEARN MORE

SORRY

At the recent event, we brought experts and IT professionals together to learn the latest insights on creating a digital workspace strategy. In addition to learning how to keep users and data more secure at a lower cost, attendees also found out the secret to lower turnover rates and more employee freedom.

Even though you couldn’t make it, you can still catch up.

Find out what we discussed and learn how you can begin your journey to an empowered digital workspace.

LEARN MORE
Digital Examples

Home Page Banner

Transform Network Security

Digital Workspace

Accelerate Cloud Journey

1400 x 700 pixels
Transform Network Security

Agenda
- Item One Goes Here
  Optional subtitle
- Item Two Goes Here
  Optional subtitle
- Item Three Goes Here
  Optional subtitle
- Item Four Goes Here
  Optional subtitle
- Item Five Goes Here
  Optional subtitle

Thank You
Please email any questions to PowerPoint@vmware.com

Evolve 2019 Style Guide
Digital Examples

PowerPoint Template

16:9

Title, Agenda & Thank You

Digital Workspace artwork also provided.

Agenda

- Item One Goes Here
  Optional subtitle
- Item Two Goes Here
  Optional subtitle
- Item Three Goes Here
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Thank You

Please email any questions to PowerPoint@vmware.com

Thank You
Digital Examples

PowerPoint Template

16:9

Title, Agenda & Thank You

VMware® EVOLVE™ ONLINE artwork also provided.

Accelerate Cloud Journey

Title

Accelerate Cloud Journey

Speaker Name
Role / Division at VMware
Date

Realize What's Possible™
Confidential | ©2019 VMware, Inc.

Agenda

Item One Goes Here
Optional subtitle

Item Two Goes Here
Optional subtitle

Item Three Goes Here
Optional subtitle

Item Four Goes Here
Optional subtitle

Item Five Goes Here
Optional subtitle

VMware® EVOLVE™

Thank You

Thank you

Please email any questions to PowerPoint@vmware.com

Thank You

Realize What's Possible™
Confidential | ©2019 VMware, Inc.
Digital Examples

Email Signature

**Transform Network Security**

![Email signature for Transform Network Security]

**Digital Workspace**

![Email signature for Digital Workspace]

**Accelerate Cloud Journey**

![Email signature for Accelerate Cloud Journey]

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artwork also provided.
Customizing Email Signatures
Accelerate Cloud Journey

For any customizable email signature using the standard event-branded banner, you will have to engage the agency’s assistance to create the new banner and post to a site where it can be linked for signature use.

Target URL for image click must be updated to correct local target site.

**MICROSOFT OUTLOOK FOR WINDOWS**

1. EVENT SIGNATURE: Go to one of the following URLs in a web browser.
   - Live Event Signature
   - Online Event Signature

2. Right-click the text of the signature and select Select All.
3. Right-click again and select Copy.
4. Open Outlook and open a new email.
5. Click the Signature button in the email menu and select Signatures.
6. Click New, enter a name for the signature, and then click OK.
7. In the signature area, right-click and select Paste. You should see your complete email signature.
8. Personalize your signature details.
9. Click OK to close the signature window.

**MICROSOFT OUTLOOK FOR MAC**

1. EVENT SIGNATURE: Go to one of the following URLs in a web browser.
   - Live Event Signature
   - Online Event Signature

2. Press the Command and A keys to select the signature.
3. Press the Command and C keys to copy the signature.
4. Open Outlook and open a new email.
5. Click the Signatures button in the email menu and select Edit Signatures.
6. Click the + button to add a new signature. Then double-click Untitled and enter a name for the signature. Then press Return.
7. Double-click your name in the signature field to select it, then right-click and select Paste. You should see your complete email signature.
8. Personalize your signature details.
9. Press the Command and W keys to close the signature window.
10. Rename the signature (the default is Signature #1).
11. Use the pull-down menu on the right of the signature name and select Format As HTML.
12. Right-click in the signature area, and select Paste. You should see your complete email signature.
13. Personalize your signature details.
14. Click the Save button at the top of the signature area.

The signature will now be available from the Signature menu in both the web and desktop versions. To properly display the email signatures in the Desktop Client, make sure you have formatted your email as HTML. You can do this by clicking on Options in the email menu bar and selecting Format as HTML.

**APPLE MAIL**

1. EVENT SIGNATURE: Go to one of the following URLs in a web browser.
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   - Online Event Signature

2. Press the Command and A keys to select the signature.
3. Press the Command and C keys to copy the signature.
4. Open Mail and press the Command and the , (comma) keys to open Mail’s preferences window.
5. Click the Signatures tab in Mail’s preferences.
6. Click the + button to add a new signature.
7. Enter a name for the signature.
8. Right-click in the signature area and select Paste. You should see your complete email signature.
10. Press the Command and W keys to close the Preferences window.
11. Quit and Restart Mail.

The signature will now be available in the Signature pull-down menu and appear automatically in any new email you compose.
Customizing Email Signatures
Digital Workspace

For any customizable email signature using the standard event-branded banner, you will have to engage the agency’s assistance to create the new banner and post to a site where it can be linked for signature use.

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Live Event Example

Online Event Example

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Customizing Email Signatures
Transform Network Security

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Print Examples

Pullup Banners

850 x 2335mm

The Evolve lockup should remain the dominant lockup. Examples posted are to be used as a guide and may not adapt to all needs. Sample assets created should be used as a starting point and scaled proportionately as needed.

Directional Arrows

Arrows displayed are for position only and can be altered in the direction that makes sense for your event. The arrow style provided should not be altered in color or style.
Print Examples

Pullup Banners

850 x 2335mm

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Print Examples

Name Tags

Landscape - 101mm x 76mm

Option 1: Solid color

Option 2: Photography

Examples posted are to be used as a guide and may not adapt to all needs.
Print Examples

Name Tags

Option 1: Solid color
Option 2: Photography

Examples posted are to be used as a guide and may not adapt to all needs.
Welcome

We are pleased to announce that VMware’s Evolve 2019 program has now launched and we are accepting submissions to sponsor from our Partners.

About This Seminar

Who Will Attend?

Sponsorship Opportunities and Benefits

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Value Proposition</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 minute presentation</td>
<td>Passes for event staff 4 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit space Table top Table top</td>
<td>Co branded invitation for release to your customers, VMware designed Social Media campaign mentions 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on event website; hyperlink to your company site</td>
<td>Company logo on event signage and print collateral</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sponsorship Fee USD [replace with currency unit] $X,000 $X,000

Interested in sponsoring?

Contact:

Name
Senior Marketing Manager; Demand Generation Events
XXX-XXX-XXXX
name@vmware.com

Name
Events Marketing Manager
XXX-XXX-XXXX Mobile
name@vmware.com

Hours: Monday to Friday from 08:00 – 17:00

Sponsorship Prospectus
Print Agenda

Digital Workspace

Agenda

08:30 – 09:00     Registration & Coffee
09:00 – 09:30     Welcome & Introduction
09:30 – 10:30     Keynote
10:30 – 11:00     Refreshment Break
11:00 – 11:45     Session 1
11:45 – 12:30     Session 2
12:30 – 13:30     Lunch
13:30 – 14:15     Customer Panel
14:15 – 15:15     Session 3
15:15 – 15:30     Refreshment Break
15:30 – 16:00     Guest Speaker
16:00 – 16:15     Summary and Closing Remarks

Information That Is Important Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Transform Network Security

Agenda

08:30 – 09:00     Registration & Coffee
09:00 – 09:30     Welcome & Introduction
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16:00 – 16:15     Summary and Closing Remarks

Information That Is Important Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Accelerate Cloud Journey

Agenda

08:30 – 09:00     Registration & Coffee
09:00 – 09:30     Welcome & Introduction
09:30 – 10:30     Keynote
10:30 – 11:00     Refreshment Break
11:00 – 11:45     Session 1
11:45 – 12:30     Session 2
12:30 – 13:30     Lunch
13:30 – 14:15     Customer Panel
14:15 – 15:15     Session 3
15:15 – 15:30     Refreshment Break
15:30 – 16:00     Guest Speaker
16:00 – 16:15     Summary and Closing Remarks

Information That Is Important Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Print Examples

Notepad Cover

A5

Option 1: Solid color
Option 2: Photography

Examples posted are to be used as a guide and may not adapt to all needs.
Meeting Room Door Signs

Portrait and Landscape (A4 size)

Examples posted are to be used as a guide and may not adapt to all needs.
Print Examples

Registration Banner

3000mm x 800mm

Examples posted are to be used as a guide and may not adapt to all needs.

Digital Workspace

[Image of a registration banner for Digital Workspace]

Transform Network Security

[Image of a registration banner for Transform Network Security]

Accelerate Cloud Journey

[Image of a registration banner for Accelerate Cloud Journey]
Scalable Keynote

Keynote is designed to be scaled — the logos and text elements stay top left-aligned, the image and slash stay bottom right-aligned.

NOTE: If resizing, place the messaging high on this asset so the artwork isn’t hidden when a speaker is standing in front.

Option 1: Solid color

Option 2: Photography

Print Examples
Scalable Keynote

Keynote is designed to be scaled — the logos and text elements stay top left-aligned, the image andslash stay bottom right-aligned.

NOTE: If resizing, place the messaging high on this asset so the artwork isn’t hidden when a speaker is standing in front.

Option 1: Solid color
Option 2: Photography
Print Examples

Holding Slides

1-screen: 16:9 aspect ratio

2-screen: 32:9 aspect ratio
Resources

How to Obtain the Campaign Toolkit
Please contact the event person listed below to obtain the Workfront link to download the toolkit:

Laurence Rime, lrime@vmware.com

Agency Trainings
We will provide three training sessions at various time zones to explain how to use this toolkit. One of the sessions will be recorded and made available to the event contact listed above. If you are unable to attend, please email the event contact for a link to the recording. This session is mandatory for anyone who will be using or creating assets for this campaign.

Initial Campaign Asset Approvals
When creating assets from the toolkit templates, the first 5 print and web assets must be approved by the Brand, Advertising, and Creative team. All approvals should be initiated via the Workfront tool to the Brand, Advertising, and Creative team.

Brand, Advertising and Creative
Once a vendor has been authorized by the Brand & Creative representative to transfer asset layout approvals to the event contact listed above, event contact will assume responsibility for providing proofing and event branding approval for all assets generated thereafter.

VMware Brand Portal
The VMware Brand Portal site [vmware.com/brand](http://vmware.com/brand) holds many of the brand creative assets, including guidelines and numerous VMware corporate templates. If you do not have an account, please follow the steps below to register. You will be prompted to attend VMware Brand Training. All vendors must attend Corporate Brand training once per year. After this training, you can receive full access.

1. VMware Employees
   - To register, login with your VMware email.
   - Next click the password box; this will redirect you to Workspace One to sign in using your SSO.
   - After you sign in, you will automatically be redirected back to the Brand Portal.
   - At this time, you will be logged in with a basic brand account.
   - Once brand training is complete, “Full Access” will be activated.

2. External Users
   - Register for a “Full Access” account directly on the Brand Portal.
   - You will receive an email confirming registration.
   - You will not be able to login until Brand Training is complete.
   - Once brand training is complete, “Full Access” will be activated.
   - After activation, you will receive an email confirming your access.

Corporate Messaging and Editorial Resources
Resources for writers and editors available on the Brand & Creative Vault page and on the Brand Portal site: [vmware.com/brand](http://vmware.com/brand):
- VMware Simple Message Stack PPT slides
- VMware Marketing Editorial Style Guide
- VMware Trademark Guide
- “About VMware” Copy Blocks

VMware Corporate Naming and Branding Guidelines
Current guidelines for VMware registered brand names and trademark usage, brand hierarchy, and official product naming are available on Vault and the new Brand Portal site: [vmware.com/brand](http://vmware.com/brand).

Contact Brand_and_CreativeQuestions@vmware.com with any questions about how to apply VMware brand guidelines.

Adobe Creative Cloud Libraries
Adobe Creative Cloud libraries are available with brand colors and assets in RGB and CMYK.

RGB library: [https://adobe.ly/2P8izDC](https://adobe.ly/2P8izDC)
CMYK library: [https://adobe.ly/2J1ZVvw](https://adobe.ly/2J1ZVvw)
Thank you.