VMworld 2020 Guidelines
for Makers
Updated July 1, 2020
Overview and Contents

Overview

All VMworld-related assets in 2020 must leverage the visuals and approach outlined in these guidelines. All agencies and vendors using the look and feel must receive VMworld Brand Training. All materials created in support of VMworld must undergo brand review.

All materials that have a life span beyond the VMworld 2020 event (ancillary event assets, etc.) must leverage the VMware corporate brand. Ancillary events that share a space with VMworld-branded events are an exception. Coordinate with the corporate events team to ensure the correct approach.

Direct all questions, reviews and approval requests to: vmworld-brand-review@vmware.com.

VMworld 2020 assets:

VMworld Adobe CC library
https://shared-assets.adobe.com/link/785092de-162f-4c65-6d51-13cb510cdd18

Working Files (Templates and Compositions)
http://vmwarecm.my.workfront.com/document/public/view?publicToken=JMQ2ltoj3luJxJx7u7R_g04198gLyrZjHkRd8y+hLe9SYg_vJqBlUcPF1yAVAhx6l6AIJAAA==#inlineapi

Assets (Adobe CC Library assets in a single folder)
http://vmwarecm.my.workfront.com/document/public/view?publicToken=GtMw51nBldZ7U55l5lKJWJFzGK-mcJLqSHEWDYhBC91Bgljg_9VhWXb36DcN6w5WCM2-0ppCDZ_I9p+16w3dapi

VMworld Bumpers
http://vmwarecm.my.workfront.com/document/public/view?publicToken=s27McWhVHZ8OQtJ9TEjmb_4J_70713bqc-Ak8U_I7bWQqg_0kZ6p0Gc1cjC5USlmNhW+Xw5Uiuqyh109GG==#inlineapi

6-second Animated Social Snippet:
http://vmwarecm.my.workfront.com/document/public/view?publicToken=s27McWhVHZ8OQtJ9THqM1Kzr7hUJfL7hZ8gUw2Dl-9hslbDDKMDv0qDxwAr6gIqqz1U9T814KRoND3EEx31oCJtqc3ZBTZw==#inlineapi

Additional VMworld Animations:
https://vmwarecm.my.workfront.com/document/public/view?publicToken=9r6SeSm3I3TGA9VbGhMUbJ2N8sCnJzR09cDKN9xJ9xanA6qquq PPP3H4Kb0cD5EX3uCApp069sz72+r+4m3dapi
VMworld 2020
Theme Overview
VMworld 2020 Visual Theme
MANIFESTO

The manifesto captures the spirit, voice, tone and main message that should be conveyed to VMworld audiences. This text is intended as a basis for marketing content and inspiration for other engagement models.

Big challenges require the best from each of us. Individual efforts inspire progress. But when we combine the perspectives, ingenuity and determination of many, we accomplish more and move forward faster than any of us thought possible.

At VMworld 2020, explorers, builders and problem-solvers discover and share solutions for our business challenges. How to enable a productive distributed workforce. Help organizations operate more efficiently. Dramatically improve security. Modernize apps for competitive advantage. Use networking to connect in new ways. Leverage the power of clouds to deliver more value faster.

Immerse yourself in VMworld like never before—as a completely digital experience. Discover the information and expertise you need. Find the skills, tools and training to accelerate success in a fast-changing environment. Engage with peers and colleagues in new ways.

Join the community that’s shaping the future of technology and digital business. Alone, we can do much. Together, anything is possible. Welcome to VMworld 2020.
**VMworld 2020 Verbal Content Examples**

**SAMPLE SAVE-THE-DATE TEXT**

Immerse yourself in VMworld like never before—as a completely digital experience. Discover the information and expertise you need. Find the skills, tools and training to accelerate success in a fast-changing environment.

- Enable a productive distributed workforce.
- Dramatically improve security.
- Modernize apps for competitive advantage.
- Use networking to connect in new ways.
- Leverage the power of clouds to deliver more value faster.

Join the community that’s shaping the future of technology and digital business. Visit vmworld.com.

**SAMPLE PRE-EVENT PROMOTIONS**

**REGISTRATION LIVE:**
VMworld 2020 Registration Is Open
Online around the globe. September 29 – October 1.
Join the community shaping the future of technology and digital business. Alone, we can do much. Together, anything is possible.
[CTA] Register now

**KEY SPEAKERS/CONTENT CATALOG:**
VMworld 2020 Catalog Is Live
Hundreds of online sessions. Your favorite VMware speakers. A community of explorers, builders and problem-solvers. Alone, we can do much. Together, anything is possible.
[CTA] Browse now

**SCHEDULE BUILDER:**
Create Your VMworld 2020 Experience Now
Discover perspectives, expertise and training to accomplish more and move forward faster.
Online around the globe. September 29 – October 1.
[CTA] Build your agenda

**SOLUTIONS-FOCUSED PROMOTIONS**

**DIGITAL WORKSPACE:**
At VMworld 2020, learn the latest on enabling a secure, productive distributed workforce for the long term.
Online around the globe. September 29 – October 1.
[CTA] Register now

**INTRINSIC SECURITY:**
At VMworld 2020, discover how to dramatically improve security of employees, customers, systems and data without stepping foot in an office.
Online around the globe. September 29 – October 1.
[CTA] Register now

**MODERN APPS:**
VMworld 2020 gives you the latest on how to modernize apps for competitive advantage.
Online around the globe. September 29 – October 1.
[CTA] Register now

**CLOUD:**
Explore how to leverage the power of clouds to build a more resilient business for the future—faster.
VMworld 2020
Online around the globe. September 29 – October 1.
[CTA] Register now
VMworld 2020 Toolkit

Sampling shown below. Access the full VMworld 2020 Marketing and Branding Assets via SharePoint, available only to VMware employees.
VMworld 2020
Visual Theme
Components
Overview

VMworld 2020 leverages a language of blocks as a metaphor. This system gives us flexibility to represent the world, however it may change, over the next few months. The blocks are frames that highlight individuals. They are windows into our work environments, at home and in offices. They arrange themselves into compositions, aligned to a grid, but also grow, flex and influence each other, reflecting the opportunity we have to collaborate in new ways. Blocks are our energy. They are a collective organism that has momentum, that’s agile, and that moves and grows to create and innovate. They create rich, colorful compositions reflective of the inspiring community that gathers together for VMworld.

Visual components

A. VMworld logo
B. Delivery method and date lockup
C. Possible Together typography
D. Blocks
  • Gradient blocks
  • Imagery blocks
E. VMware logo
Logos

VMware and VMworld logos

The VMworld 2020 and VMware logos must appear on all assets associated with the event. If an asset appears on a channel that is VMware owned and already contains VMware branding (Facebook page, VMworld website, etc.), the VMware logo may be excluded.

Color standards

Gray is the preferred color of the VMworld and VMware logos. If necessary for legibility or single-color production restrictions, white or black logos may be used.

Registration mark

The ® symbol must be included on all logo applications, except for specific production methods, such as embroidery, and extreme sizes.

Use the proportionate ® symbol for:
- Digital use smaller than 394px wide
- Print use smaller than 3.99in wide

Use the scaled ® symbol for:
- Digital applications larger than 394px wide
- Print applications between 4in (101mm) and up to 6ft (1,828mm)

VMware and VMworld logos larger than 6ft wide may be used without the ® symbol.

Don’ts

- Do not edit or alter the logos in any way. Refer to the VMware Brand Guidelines for full logo guidance.
- Do not use the logos in a sentence, headline or title. Treat the logo as an image, not a word.

LOGO COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gray</td>
<td>57, 49, 45, 13</td>
<td>113, 112, 116</td>
<td>#717074</td>
</tr>
<tr>
<td>White</td>
<td>0, 0, 0</td>
<td>255, 255, 255</td>
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</tr>
<tr>
<td>Black</td>
<td></td>
<td>0, 0, 0</td>
<td>#000000</td>
</tr>
</tbody>
</table>
Logos

Clear space, size relationship and minimum size

Clear space
The clear space around any impression of the VMware or VMworld logo on all sides is equal to the x-height of "vm" in the logo.

Size relationship
Scale the VMware and VMworld logos so the x-height of "vm" in each logo is the same size.

If the VMworld 2020 logo is the primary content in the graphic, it can be scaled up, and the size relationship with the VMware logo can be disregarded.

Minimum size
Ensure that the VMware and VMworld logos are legible and impactful. Referencing the x-height of the "vm" in the logos, minimum size is:
- 0.1142in (2.902mm) for print
- 35px for digital
Logo with Delivery and Date

Use the approved locups as shown.

Regional dates

If listing regionalized dates in supporting content, use the following:

If listing all:
Americas: September 29 – 30
Asia Pacific: September 30 – October 1
EMEA: September 30 – October 1

If listing individually, use the European date format for Europe, Middle East and Africa:
EMEA: 30 September – 1 October

Size and clear space

Use the size relationship and clear space noted for the VMworld logo.

Don’ts

- Do not alter the logo, date and delivery art in any way.
- Do not alter the date format (e.g., 29 September).
- Do not translate or localize the text or dates in the graphic, itself, apart from the guidance listed here.
Partner Co-Branding

Use of the VMware logo and proprietary brand assets is not allowed unless a formal, written and signed Registered Partner agreement is in place. Registered Partners may use the VMware logo only as specified within these Brand guidelines to co-brand their own marketing materials. Partners may leverage approved marketing templates as provided in or by the VMware Partner Demand Center but may not use VMware brand assets to create original marketing materials.

Co-branded logos may only appear in this format with the VMware logo and are not to be used with the VMworld lockup.

The VMware logo must not be used in any way that implies an endorsement or responsibilities that do not exist. Do not use VMware marks as a visual focal point on any materials or in a manner that is likely to confuse the origin of products, services or materials.

Co-branding may appear on marketing materials developed with an official VMware business partner. All logo standards and guidelines apply. VMware-led co-branded materials feature the VMware logo on the left and the partner logo on the right.

Partner-led co-branded materials feature the partner logo on the left and the VMware logo on the right. The same guidelines apply when referring to placement and clear space. All co-branded uses of the VMware logo must be approved by the Brand Team and Partner Marketing.

Create a 1-pt Cool Gray 11 (or the CMYK/RGB equivalent) stroke divider between the logos as illustrated. A vertical stroke should be the height of the logo clear space. A horizontal line should be the length of the VMware logo.

Color standards

Co-branded logos can appear in full color, black or reversed white. Guidelines for background colors are the same as for the VMware corporate logo.
Logo Positioning

Position the VMworld and VMware logos on graphics and interfaces so they are prominent and legible.

Preferred positioning for the VMworld logo is the top left, with top center as an alternative.

The VMware logo should be positioned diagonally across from the VMworld logo at the bottom of the composition or aligned left at the bottom of web pages.

Refer to the VMware Microsite Brand Guidelines for brand-compliant styling of website UI and page layout.

Don’ts

- Do not place the VMworld and VMware logos next to each other.
Theme Typography

There is a wide and narrow version of the theme typography. Select the version that suits your composition.

Color

The Possible Together theme typography should only be shown in Indigo.

Indigo
RGB: 26, 66, 138
HEX: #1D428A

Positioning

Position the Possible Together theme typography as shown in the compositions and templates. If you must adjust the positioning, align the top inner curve of the “o” in “possible” and the bottom inner curve of the “o” in “together” to the grid. Strive to have the typography overlap the edges or corners of blocks, but don’t allow the blocks to box the type or make it illegible.

Don’ts

Do not alter the Possible Together theme typography in any way. Do not change the color or word alignment.

Do not recreate the typography or use alternate text.

Do not place the typography over blocks or images so that it is illegible.
Typography

Fonts

The VMworld 2020 event font is Metropolis, the VMware corporate font. Metropolis is a free open-source font. Download Metropolis.

Alternate non-Roman fonts may be used for localization of content.

Body copy should primarily appear in Gray (or 80% black). White or black text is acceptable if needed for legibility.

Buttons and links

Links on websites or emails should be styled in Indigo with an underline. Example link.

Buttons should be Indigo, styled as solid or hollow (outlined).

METROPOLIS FONT FACES

Metropolis Extra Light
Abb6cCdEfE6FgEhJk1KLiMnNhOdOpPpQrRsStTtUvWwXxYyZz 0123456789 *@$%^+

Metropolis Light
Abb6cCdEfE6FgEhJk1KLiMnNhOdOpPpQrRsStTtUvWwXxYyZz 0123456789 *@$%^+

Metropolis Regular
Abb6cCdEfE6FgEhJk1KLiMnNhOdOpPpQrRsStTtUvWwXxYyZz 0123456789 *@$%^+

Metropolis Medium
Abb6cCdEfE6FgEhJk1KLiMnNhOdOpPpQrRsStTtUvWwXxYyZz 0123456789 *@$%^+

Metropolis Semi Bold
Abb6cCdEfE6FgEhJk1KLiMnNhOdOpPpQrRsStTtUvWwXxYyZz 0123456789 *@$%^+

NON-ROMAN, REGIONAL FONTS WHEN LOCALIZING MARKETING MATERIALS

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<th>TRADITIONAL CHINESE</th>
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<tr>
<td>PPT</td>
<td>SIMHEI 簡體</td>
<td>MICROSOFT JHENGHEI 微軟正黑體</td>
<td>MALGUN GOTHIC</td>
<td>MGEN+</td>
<td>ARIAL</td>
</tr>
<tr>
<td>ASSETS</td>
<td>SOURCE HAN SANS 簡體</td>
<td>SOURCE HAN SANS 簡體</td>
<td>NANUMGOTHIC</td>
<td>MGEN+</td>
<td>MYRIAD PRO LIGHT, REGULAR, SEMIBOLD, BOLD</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>

TEXT STYLING

H1 Headlines Are Title Case

H2 Subheads are sentence case

H3 DESCRIPTORS ARE ALL CAPS

H4 Large body copy looks like this.

Sample Buttons

Register now Register now
Color Palette

The VMworld 2020 color palette includes:

- Gradients composed of a light and dark value from each color family, used in the gradient blocks
- Solid colors, used for the Possible Together theme typography, text, and the VMworld and VMware logos

If creating digital assets (HTML, GIF, JPG, PNG), use RGB or hexadecimal values. If creating print assets or merchandise, use CMYK or Pantone values. All Pantone colors are selected from the Pantone Solid Coated library. CMYK and Pantone values have not yet been identified. Contact the VMware Brand team if needed.

There is no single primary color associated with VMworld.

Don’ts

- No other colors or gradients should be used in association with VMworld 2020.
The Grid and Compositions

The grid is a foundational element of VMworld 2020 block compositions. Scale the grid so full squares fit horizontally or vertically on your artboard. Align block compositions to the grid.

For small web banners, block compositions may be aligned flush to the edge of the grid so imagery has maximum impact.

For larger use cases, block compositions may be placed on the artboard with padding around the edges.

Don’ts

- Do not place the block composition so it is misaligned to the grid or so that part of a block is cropped or falls off the artboard.
Compositions

VMworld 2020 block compositions align to a grid using a specific size relationship. Use the existing block compositions in the templates. Do not create your own compositions.

1.5 size imagery block
Contains:
• Portrait photography, profile photography or scene photography
• Optional gradient overlay

1.0 size imagery block
Contains:
• Portrait photography, profile photography or scene photography
• Optional gradient overlay

0.5 size imagery or gradient block
Contains:
• Portrait photography, profile photography or scene photography
• Gradient
• Optional gradient overlay

0.25 size gradient block
Contains a gradient
Background

The background gradient may be applied in two ways: dark-light-dark and dark-white.

- The dark-light-dark background gradient is the primary impression and should be used for all standalone graphics, such as social banners and paid web banners.
- The dark-white background gradient allows graphics to seamlessly blend into a digital layout, such as in email or web headers.

**Light Background**
RGB: 244, 248, 250
HEX: #F4F8FA

**Dark Background**
RGB: 198, 221, 231
HEX: #C6DDE7
Compositions

Imagery and gradient block compositions (preferred)

There are two block types: imagery blocks and gradient blocks. The preferred impression uses both block types.

Imagery blocks
Imagery blocks contain photography or video:
- Portrait photography, profile photography or scene photography (home or office)
- Optional gradient layer set to multiply in the appearance panel, filling all or part of the block

Gradient blocks
Gradient blocks contain gradients set to multiply in the appearance panel, so their colors shift when they overlap. Gradient points are adjusted so the lightest value points toward the main content.

White blocks
In layered source files, white blocks sit behind the gradient blocks. They should not be visible. They prevent the background gradient from showing through the gradient blocks.
Compositions

Gradient-only block compositions

Gradient-only block compositions are an alternative impression for use when imagery might feel overwhelming or size constraints prevent imagery from being impactful.

Gradient blocks

Gradient blocks contain gradients set to multiply in the appearance panel, so their colors shift when they overlap. In gradient-only block compositions, one or two blocks in the layout may be opaque to create depth in the layout. Gradient points are adjusted so the lightest value points toward the main content.

White blocks

In layered source files, white blocks sit behind the gradient blocks. They should not be visible. They prevent the background gradient from showing through the gradient blocks.
Gradient Blocks

Gradient blocks use the light and dark values from each color family.

Gradient angle
The angle of the gradient should be set so the lightest part of the gradient points toward the center of the composition.

Gradient blocks (multiply or opaque)
In gradient and imagery block compositions, all gradient blocks should be set to multiply in the appearance panel.
In gradient-only block compositions, most gradient blocks should be set to multiply. One or two blocks may be opaque on the topmost layer, set to normal in the appearance panel.

Overlaps
Only specific gradient blocks should overlap to avoid a muddy appearance. See acceptable overlaps here.
Imagery Blocks

Portraits

There is no single hero image for VMworld 2020. Select faces that align to your audience and region.

Full overlays

Only teal, green and yellow gradients may act as a full overlay of an imagery block.

Partial overlays

Any gradient may act as a partial overlay of an imagery block. Do not position a partial overlay over the eyes of a portrait image.
Imagery Blocks

Profiles

There is no single hero image for VMworld 2020. Select faces that align to your audience and region.

Full overlays

Only teal, green and yellow gradients may act as a full overlay of an imagery block.

Partial overlays

Any gradient may act as a partial overlay of an imagery block. Do not position a partial overlay over the eyes of a profile image.
Imagery Blocks

**Scenes – Home**

Scene imagery blocks should adhere to the same overlay guidance as the profile and portrait imagery blocks.

**Full overlays**

Teal, green and yellow are the preferred overlay gradients.

**Partial overlays**

Any gradient may act as a partial overlay of an imagery block. Position partial overlays to highlight individuals or a device.
Imagery Blocks

Scenes – Office

Scene imagery blocks should adhere to the same overlay guidance as the profile and portrait imagery blocks.

Full overlays

Teal, green and yellow are the preferred overlay gradients.

Partial overlays

Any gradient may act as a partial overlay of an imagery block. Position partial overlays to highlight individuals or a device.
Compositions and Templates
Working Files

Use and adapt the templates and compositions in the asset kit to create custom graphics. Do not create new layouts completely from scratch.

VMworld 2020 Adobe CC Library

Images and logos are linked to the VMworld 2020 Adobe CC Library. Ensure that the library has fully synced to your computer.

Links

All AI files are linked to the Adobe CC Library. If links appear broken, relink through the Library panel.

Gradient blocks and white blocks

If you reposition any gradient block set to multiply, ensure that you have also repositioned the white block directly behind it.
16x9 Compositions
Vertical and Horizontal Compositions
Web Banner Templates

VMworld 2020
ONLINE AROUND THE GLOBE
SEPTEMBER 29 – OCTOBER 1

Join us for 48 hours of non-stop innovation

Register now
Web Banner Templates
Instagram Templates

Use these templates as a foundation for creating your assets.

Refer to the VMworld 2020 Social Media Activation Kit for recommended hashtags, promotional language and cadence.

Use the VMworld theme for Instagram Stories. Strive to match the VMworld colors, fonts and brand approach in Instagram when customizing content. Be judicious about using Instagram Story stickers.

Don’ts

Do not apply Instagram stickers or use fonts that conflict with VMworld brand components.
Facebook, YouTube and LinkedIn Templates
Video and Animation
VMworld 2020 Video and Animation Assets

Bumpers
All VMworld 2020 files should use the VMworld opening and closing bumpers. [Download the bumpers].

Social media snippets
[Download the 6-second social snippet].
[Download the social animations].
Video

Recording at Home

In advance of your recording session, please be prepared with the following steps:

- Find an uncluttered, quiet location in your home for your shoot. Avoid family photos, hallways and busy backgrounds.
- Have a tripod for your phone and have it set so that the camera is at your eye level, making sure the phone is in landscape mode (sideways) and not portrait mode (upright).
- If shooting with a computer, keep the camera at eye level. If needed, purchase a laptop stand or place your computer on a stack of books to raise the camera.
- If using an external mic, record a test video to check your audio level and ensure that the microphone is working.
- In your phone’s camera settings, set your camera to shoot at 1080p. If your camera doesn’t support 1080p or you are using a built-in webcam, a minimum resolution of 720p is required for all video.

Lighting

Proper lighting is critical to capture the best results.

- Avoid windows or strong light sources behind you.
- Avoid lighting that is uneven and creates either strong shadows or strong highlights on portions of your face.

Framing

Follow these guidelines to get the best framing:

- Keep your camera at eye level. Center yourself in the frame, with some spare room above your head in the frame.
- If you are reviewing slides while you record, place your camera behind your laptop or in front of your monitor to see the slides while you record. Try to look at the slides only for quick glances to your notes, and keep your focus on the camera lens as much as possible to create eye contact with viewers.
- Make sure your area is clear of visual clutter. Furniture, background knickknacks, movement and other potential distractions can all shift focus from you to your background. Make sure your wardrobe is professional and you are well groomed. Avoid colors that blend with your background as well as loud or busy patterns.

A well-lit frame

A poorly lit frame

Don’t do this: bad lighting, lots of clutter and casual garb.
Don’ts
Don’ts

1. Do not place a composition so only part of a block is visible.

2. Do not place or edit a composition so it becomes cluttered or visually overwhelming.

3. Do not edit the colors of the gradient blocks to be monochromatic or have a pattern.

4. Do not place imagery in the blocks that are not included in the VMworld 2020 library. Do not use color photography, imagery or icons.

5. Do not use an extreme cropping of photography or position it so the individuals are obscured.

6. Do not create forced or awkward compositions that appear cluttered or obscure the VMware or VMworld logos.
Resources and Reviews
Resources

Brand Reviews and Approvals

All assets using the VMware brand must be approved by the VMware Corporate Events Team and the VMware Brand team by emailing vmworld-brand-review@vmware.com.

VMworld 2020 assets:

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https://shared-assets.adobe.com/link/785092de-162f-4c65-6d51-13cb510cdd18

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**Assets (Adobe CC Library assets in a single folder)**
http://vmwarecm.my.workfront.com/document/public/view?publicToken=elxhtDMRuTwsdrQYPi5156sWbN6HpmJotBXZy5-XyqqmQJNoz2-zEmz7bU8GY03LgtcLqYGjEH2684Hokejz6w==&endcap

**VMworld Bumpers**
http://vmwarecm.my.workfront.com/document/public/view?publicToken=GMwnS5nBSeZ57iU5tkWUVJNTd2t-m3l-Ep35I4EWtDYb0agZKhg_99VZki1w99QxzocEgtMW5D-qaICiDt-RQ==&endcap

6-second Animated Social Snippet:
http://vmwarecm.my.workfront.com/document/public/view?publicToken=s27McWhVHZ8OQtJ9TEjrmb_4__ITh7JfwqI-A98Ul_7FJWtjPRg_OKbGp6cI_vC65zTLNedLH0sXy9NC-0NqQQ==&endcap

Additional VMworld Animations.
https://vmwarecm.my.workfront.com/document/public/view?publicToken=AKdfls5hCkQML1sAVNMvU5JCIU9JgPDp6Qj9ugpz9Y89XVAvN0l6E2vBCAyp3T72r==&endcap

VMware Brand Central

Anyone creating VMware assets is required to complete VMware Brand training. Sign up for the biweekly training on the Contact Us page of Brand Central.

**VMware Brand Central** holds many of the VMware brand assets, including guidelines, our photo library 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 live Brand training once per year. After completion, full access is granted.

**VMware employees**
- To register, log in with your VMware email.
- Next, click the password box; this will redirect you to Workplace ONE to sign in using SSO.
- After you sign in, you will automatically be redirected back to Brand Central.
- At this time, you will be able to log in with a basic brand account.
- Once Brand training is complete, full access will be activated.

**External users**
- Register for a full-access account directly on Brand Central.
- You will receive an email confirming registration.
- You will not be able to log in before completing Brand training.
- Once Brand training is complete, full access will be activated, and you will receive an email confirming your access.

Corporate Messaging and Editorial Resources

Resources for writers and editors are available on the Brand team Vault page and on **Brand Central**:
- VMware Simple Message Stack PPT slides
- VMware Marketing Editorial Style Guide
- VMware Trademark Guide
- “About VMware” Copy Blocks

Vendors for Merchandise

Zorch (Available through Coupa)
Meghan McManigal
(312) 254-1091
mmcmcanigal@zorch.com

BrandVia
Cindy Kahl
(408) 955-1706
ckahl@brandvia.com