Overview

Manifesto
Let’s face it. Change is constant. But often, when change comes knocking at the door, it can feel unwelcome. Unless we reframe it from “change as challenge” to “change as possibility.” Unless we imagine the opportunities change might bring.

Together, we’ve welcomed change before. We’ve turned rigid and complex infrastructure into a flexible and agile one. Moved enterprises from compromise to choice. Helped organizations navigate change to arrive at better outcomes, quickly, driving innovation faster from any app on any cloud anywhere. Our experience helps us meet customers where they are. Our technologies help them get where they want to be.

At Worldwide Kickoff 2021, we’ll learn how our new dual engine sales model, intent customer focus, and competitive solutions help us to surpass customers’ expectations and achieve our highest goals. Imagine what we might do next—together. As VMware’s sales force, what we achieve in the future will be built on how we move forward together today.

Forward Together
Accelerating success together

Creative approach
This year’s theme uses the visual of the dawn of a new day captured by the silhouettes of a diverse group of VMware employees. This metaphor reinforces the notion that our success and future rest not on the shoulders of the individual, but on all of us working together as a team. “Forward Together” is rendered in bold typography, overlaying parallelograms in a dynamic composition.

Guidelines
Apply these event guidelines to all assets associated with VMware Worldwide Kickoff 2021. Do not use these assets for any other initiative. These guidelines work in conjunction with the VMware Corporate Brand Guidelines. Access the VMware Brand Guidelines and assets at vmware.com/brand.
Visual Elements

The VMware Worldwide Kickoff 2021 theme uses the following elements for layouts in rectangular proportions.

Background image
The background image should bleed off all sides of the layout. Although the image has a good deal of cloud space, the image should be tightly cropped to the hero grouping of people and optically centered.

Event logo and parallelograms
The event logo and parallelograms should group together as indicated. Do not recompose these elements. The event logo should be horizontally centered in the composition and sit low of the vertical center to sit within the hero grouping of people. To maximize legibility, a drop shadow has been applied in Ocean at 75% with no offset with a generous amount of blur. The goal is to ensure the legibility of the event logo without the drop shadow being perceptible. If the drop shadow effect becomes too overt, then adjust it until it is effective without being noticeable. Make sure to scale this effect proportionately when adjusting size. The Leaf parallelogram should always bleed off the bottom of the layout.

VMware logo
Include the VMware logo in all assets. To maximize legibility of the VMware logo, a drop shadow has been applied in black at 40% with no offset and a generous amount of blur. The goal is to ensure the legibility of the VMware logo without the drop shadow being precipitable. If the drop shadow effect becomes too overt, then adjust it until it is effective without being noticeable. If the VMware logo is present elsewhere on the asset (for example, in the header of an email or landing page), the logo does not need to be part of the image.

COLOR PALETTE
The VMware Worldwide Kickoff palette uses the Aqua, Ocean, Leaf and White colors from the VMware corporate palette. These are the only approved colors for this event theme. No other colors should be used.

Use HEX or RGB values for web-based assets. Use CMYK or Pantone values for print assets. All Pantone colors are from the Pantone Solid Coated library.
Regional Event Logos: 2021 Worldwide Kickoff

The VMware 2021 Worldwide Kickoff theme has alternate versions of the logo for each region in which it will be held. Please use the appropriate version of the logo for region-specific assets.
Regional Event Logos: 2021 TechSummit

The VMware 2021 TechSummit theme has alternate versions of the logo for each region in which it will be held. Please use the appropriate version of the logo for region-specific assets.
Examples

PPT COVER SLIDE-LIGHT WITH GENERAL USE EVENT LOGO

2021 WORLDWIDE KICKOFF
FORWARD TOGETHER

Click to Edit Master Title Style

Click to edit master subtitle style

Speaker Name
Role / Division at VMware
Date

PPT COVER SLIDE-DARK WITH GENERAL USE EVENT LOGO

2021 WORLDWIDE KICKOFF
FORWARD TOGETHER

Click to Edit Master Title Style

Click to edit master subtitle style

Speaker Name
Role / Division at VMware
Date
Resources

Toolkit and Templates

Source Files
PPT Covers

VMware Brand Central
VMware Brand Central (vmware.com/brand) holds many of the brand creative 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.

1. VMware employees
   • To register, log in with your VMware email.
   • Next, click the password box; this will redirect you to Workspace 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.

2. 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.

Approvals

All assets created for VMware Worldwide Kickoff must be reviewed and approved by the VMware Brand team.

Lindy Groening, mgroening@vmware.com

Corporate Messaging and Editorial Resources
Resources for writers and editors are available on Brand Central (vmware.com/brand):
• VMware Simple Message Stack PPT slides
• VMware Marketing Editorial Style Guide
• “About VMware” Copy Blocks

VMware Naming Guidelines
Current guidelines for product naming are available on Brand Central (vmware.com/brand).