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Overview

Strategic approach
The annual VMware EMPOWER ONLINE conference focuses on enablement, training, accreditations, certifications, strategies and sales tools for VMware partners in both technical and sales roles. The co-located technical and sales program at VMware EMPOWER ONLINE Europe includes sessions based on content from VMware’s own internal Tech Summit and Worldwide Kickoff, empowering our partners with deep insights into our key technology solutions and sales strategies. These guidelines are designed to capture the close cooperation and knowledge sharing between VMware and partner personnel as we work together to deliver value to our mutual customers.

Creative approach
For this event, the dominant use of white creates a simple, uncluttered layout with vibrance. The layout provides breathing room, shifting focus to messaging and photography focused on VMware’s interaction with partner technical development and sales personnel. These parallel elements express the progress of VMware and our partners as we move into the future together. The texture fading upward under the largest parallelogram demonstrates the united bond of working together and going toward a promising future.

Guidelines
These event guidelines work in conjunction with and do not replace the VMware Corporate Brand Guidelines. Corporate Guidelines can be downloaded from VMware Brand Central at vmware.com/brand.
Logos and Lockups

For maximum visibility, set the logo and lockup in the clearest area of the photograph.

Event lockup
The VMware EMPOWER ONLINE lockup must be included in all assets and appear as a prominent element in the design. The lockup should not be an afterthought in the composition. Treat the lockup as an individual unit—do not divide it. VMware EMPOWER ONLINE should have the dominant position in the layout as we are promoting the event branding. The lockup is only approved to be used in Cool Gray 11.

Clear space
There must be clear space around all four sides of the lockup equivalent to the x-height of the VMware logo. This space must be considered for all edges and graphics. Refer to the Corporate Brand Guidelines for additional information.
Visual Elements

The primary elements of the theme consist of:

• The VMware EMPOWER ONLINE lockup
• A headline, date and location
• One large Plum to Ocean parallelogram stacked over the image, set to Multiply opacity
• Texture underneath the Plum to Ocean parallelogram, appearing only on the white space and not on the image, with a 0% to 100% white gradient above to let it fade off the page
• One shorter Aqua gradient parallelogram near the image, set to Multiply opacity
• A call-to-action button (when required)

Do not introduce new elements that do not appear in the samples given in this guideline.

General rules

The white space at the top and sides of the asset is intentional and must be included.

Only two accent parallelograms in the indicated colors are allowed. The graphic frame is limited to photography. Photography is an integral part of the layout but, in rare instances, may not make sense for the layout. In these cases, you may fill the main photo parallelogram with the Plum to Ocean gradient and texture instead of a photo.

The Plum to Ocean parallelogram must overlap the photo’s left or right edge. The Aqua parallelogram must be placed next to the other edge, and it must be the same width as the overlap of the Plum to Ocean parallelogram.

The two parallelograms must be asymmetrical. One must be wider than the other.

The Plum to Ocean parallelogram should be the dominant height of the two color parallelograms but not surpass the height of the photo parallelogram.

Parallelograms must always go from bottom left to upper right in direction.
Event Color Palette

The more restrained palette, drawn from the VMware corporate color palette, helps to set VMware EMPOWER ONLINE content apart from other VMware communications while still reinforcing the corporate brand.

These are the only approved colors for the VMware EMPOWER ONLINE look and feel. No other colors should be used.

Use HEX values for HTML assets. Use RGB values for web-based graphic assets (GIF, JPG, PNG).

Corporate color libraries can be downloaded from Brand Central, under Adobe CC libraries.
Fonts
Our corporate font is Metropolis. It is an open-source font and can be shared with agencies at no cost.

H1 Headlines Are Title Case
H2 Subheads are sentence case
H3 DESCRIPTORS ARE ALL CAPS

Metropolis Extra Light
AaBbCcDdEeFfGgHhiJjKkLmMnNoOpPqRrStTuVvWwXxYyZz 0123456789 *@$%&++

Metropolis Light
AaBbCcDdEeFfGgHhiJjKkLmMnNoOpPqRrStTuVvWwXxYyZz 0123456789 *@$%&++

Metropolis Regular
AaBbCcDdEeFfGgHhiJjKkLmMnNoOpPqRrStTuVvWwXxYyZz 0123456789 *@$%&++

Metropolis Medium
AaBbCcDdEeFfGgHhiJjKkLmMnNoOpPqRrStTuVvWwXxYyZz 0123456789 *@$%&++

Metropolis Semi Bold
AaBbCcDdEeFfGgHhiJjKkLmMnNoOpPqRrStTuVvWwXxYyZz 0123456789 *@$%&++

NON-ROMAN, REGIONAL FONTS WHEN LOCALIZING MARKETING MATERIALS:

<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>NAMUM GOTHIC</td>
<td>MEIRYO, MS P GOTHIC</td>
<td>ARIAL</td>
</tr>
<tr>
<td>PDF, InDesign/Illustrator (e.g., eBook, infographic)</td>
<td>DPDPHEI, DPDPHEI W3, W5, W7, W9-GB</td>
<td>DPDPHEI LIGHT, MEDIUM, BOLD</td>
<td>DSMGOTHICSTD LIGHT, MEDIUM, DEMIBOLD, BOLD</td>
<td>KOZUKA GOTHIC PRO R, B, EL</td>
<td>MYRIAD PRO LIGHT, REGULAR, SEMIBOLD, BOLD</td>
</tr>
</tbody>
</table>

WEB
Font is applied at source level or by content creation team.
Headline Options

There are three headline choices your marketing materials:

- A is for high-level awareness assets.
- B is for high-level awareness assets with limited space.
- C is for registration assets.

The headlines are always title case.
The subheads are always sentence case and end with a period.

A

Live Tech, Sales and Marketing Training Event for Partners
Immerse yourself in our free digital conference.

9 June 2020 | Europe

B

Immerse Yourself in Our Free Digital Conference

9 June 2020 | Europe

C

Live Tech, Sales and Marketing Training Event for Partners

9 June 2020 | Europe
Corporate Grid

Our universal grid is a foundational brand element. Do not scale the grid disproportionately.

Our parallelogram shape works as a standalone graphic element or in conjunction with photography, illustrations or icons. The parallelogram should always point upward and to the right, emphasizing that we are moving collectively toward a singular goal. The parallelograms should always align to the grid.
Corporate Strapline

Placement
Our strapline is used in both external and internal marketing communications materials and campaigns. As a general rule, it should not be locked up with our logo as a single piece of artwork. This strapline can be included in larger layouts where there is extensive real estate. The strapline can be added as an accent and should be added whenever possible. It should not be added where it will complicate the layout or cause too many callouts of information.

Position the strapline in the lower corners of the asset away from other messaging. It must have the proper clear space as detailed in the Corporate Brand Guidelines. It can be used in Cool Gray 11 for light backgrounds and in white when appearing over photography, but the photo must be carefully selected so there is enough visual contrast so the strapline is legible.

Use in messaging
Our strapline communicates the full value and impact of VMware and our offerings in high-level contexts such as VMworld, brand advertising, company overviews, or summaries of our strategic priorities and technology solutions.

When the conversation narrows from our overall value to a more limited focus on specific technologies or a single product, our strapline may become less effective and could be seen as an overpromise.

How NOT to use the strapline
Do not use in contexts focused only on a specific product.
Avoid integrating the phrase “Realize what’s possible” in body copy. Reserve it as a strapline to sign off your copy and express the concept in other words. For example, “VMware software helps you realize the possibilities of an unlimited future.”

REALIZE WHAT’S POSSIBLE™

ONE LINE
Cool Gray 11
Can be used in white over photography
Use this version as a lead message. Make sure the size is independent from the logo. Alignment with the logo is not mandatory.

REALIZE WHAT’S POSSIBLE™

STACKED
Use this version as a sign-off. The strapline x-height should be no more than half the x-height of the logo. Place the strapline at the bottom of the asset.

REALIZE WHAT’S POSSIBLE™ MUST ONLY BE ADDED TO AREAS OF HIGH CONTRAST WHERE IT IS CLEARLY VISIBLE.
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.

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.

Co-branded logos may only appear in this format with the VMware logo and cannot be used with the VMware EMPOWER ONLINE lockup.

Create a 1-pt stroke divider in the RGB equivalent of Cool Gray 11 and place it 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. 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.

Make all logos appear equal in size.
Center-align the VMware logo horizontally or vertically with other logos.
Follow clear space guidelines as defined.
Maintain equal distance between all logos.
Never go below the minimum size—0.75 inches (19.05mm) wide—for the VMware logo.
Photo Selection

Approved photography for VMware EMPOWER ONLINE is available in the event toolkit. These are the only approved images to use. Other photography may not be substituted without prior approval by the Brand Team.

- Imagery spans to cover both sales and development audiences.
- Subjects are individuals working remotely. They are shown focused, thinking forward or actively working on a solution. They should not appear overly posed/overtly happy or stern.
- Photography shows various ethnicities and business units in various clothing (business to casual) to represent the various attendees/roles they play within their org.
- For regions that wish for the photography to be non-demographic specific, please visit Adobe Stock and prepare a library of proposed images to submit for Brand approval.
- Technology/devices, when appearing in the photo, should be current.
- The background details should be simple and not distract from the focus of the image.
- The library contains 300dpi resolution images as provided by stock sites. Photos will require resolution adjustments to reduce file size for web assets.
Building Layouts

1. Set and scale the universal grid proportionately to your asset. Add a large 45° parallelogram aligned to the grid, showing two or more sides. Be sure to set it in a manner that gives greater than 50% of white space to the layout.

2. Insert a photo from the library and position so its focal point is centered within the parallelogram.

3. Add one strip of texture, aligned to the edge of the image and the grid.

4. Add a white gradient (mask or layer) over the texture (100% to 0%). The texture should always show 100% at the bottom (not the top).

5. Add the first color parallelogram aligned to the grid and overlapping one photo edge slightly. Set the fill gradient of Plum to Ocean using the multiply layer effect (see page 6 for values). Color parallelograms should not block or cut across faces of the subjects.

5a. The Ocean value should start on the anchored edge with Plum toward the inside of the asset. If the parallelogram is set for Normal at 100%, the photo can’t be seen. Change to the Multiply setting. It should not exceed the photo height. The Plum to Ocean gradient parallelogram should be the visually dominant color parallelogram, but it should not be larger or compete in size with the photo parallelogram.

5b. Add the second, shorter parallelogram with a blending mode of Multiply. Set fill to the Aqua gradient with full opacity starting on the same edge in which the parallelogram is anchored. This parallelogram butts up against the image.

6. Add the VMware EMPOWER ONLINE lockup, and apply copy and taglines as space permits. White space must remain as a dominant design element.

TIP
Some photos may require a very subtle feather white or gray gradient with the multiply setting in the same corner in which the Aqua parallelogram falls to avoid a muddy look when the corner is color heavy. If included, this gradient should be very subtle, match the surrounding environment and only be applied to areas that require it. It should not be applied liberally or cover major areas of the photo. It should be layered only underneath the parallelograms and not cover focus areas.
Examples

Web banner layouts

The sample layouts displayed are for visual reference only. Use the design guidelines in this guide to create new assets with your custom content as needed.

These web banners/templates are not for print or repurposing. Assets should be created at 100% scale as needed, as well as in the correct color profile and format.

For additional guidance, please download the microsite guidelines from Brand Central.
Examples

All artwork is provided for the following examples. Use the design guidelines in this guide for creating any new communications if necessary.
Email Signature

Creating a custom email signature
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.

The HTML file for the signature needs to be updated with the proper URL for the image.

The target URL for image click needs to be updated to the correct local target site.

MICROSOFT OUTLOOK FOR WINDOWS
1. Open the event signature in a web browser.
   (Edited banners will need the agency to provide the new link for this URL leading to the localized HTML signature file.)
2. Right-click the text of the signature and select “Select All.”
3. Right-click 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.

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.”

MICROSOFT OUTLOOK FOR MAC
1. Open the event signature in a web browser.
   (Edited banners will need the agency to provide the new link for this URL leading to the localized HTML signature file.)
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 + icon to add a new signature, double-click on “Untitled,” enter a name for the signature and then press the Return key.
7. Double-click on your name in the signature field to select it, then right-click and select “Paste.” You will see your complete email signature.
8. Personalize your signature details.
9. Press the Command and W keys to close the signature window.

The signature will now be available from the Signature menu in both the web and desktop versions.

APPLE MAIL
1. Open the event signature in a web browser.
   (Edited banners will need the agency to provide the new link for this URL leading to the localized HTML signature file.)
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 comma keys to open Mail’s preferences window.
5. Click the Signatures tab in Mail’s preferences.
6. Click the + icon 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 drop-down menu and appear automatically in any new email you compose.
Don’ts

1. Don’t overcrowd the layout with content or messaging. This includes not placing the strapline in an area of low contrast that makes it difficult to read.
2. Don’t recolor the lockups or elements.
3. Don’t allow the photo or elements to overpower the white space in the layout. The layout must have greater than 50% white space.
4. Don’t separate the texture from the large color parallelogram; they must touch/overlap.
5. Don’t set the Aqua parallelogram to be the dominant color shape.
6. Don’t overlap parallelograms in a complex manner.
7. Don’t introduce new elements or shapes.
8. Don’t use other color combinations or gradient angles for the parallelograms.
9. Don’t show large, unfocused areas of the photography.
10. Don’t use imagery not provided in the event library.
Resources

How to obtain the campaign toolkit
The event contact listed below will be provided the toolkit for distribution. The toolkit will be made available to them via the Workfront request for the event campaign.

Margaret Pfeiffer, Americas, pmargaret@vmware.com
Nikki Foote, Europe, nfoote@vmware.com
Rebekah Ong, Asia, rebekaho@vmware.com

Asset approvals
When creating assets from the toolkit templates, the first 10 assets must be approved by the VMware Brand Team.

Items for review should be added to a Workfront ticket (vmwarecm.my.workfront.com/requests) to the Documents tab > Internal Review folder. This folder is for art direction/brand approval. Once brand approved, the file should be added separately to the Client Review folder. Please always tag your approver on the uploaded file.

Once a vendor has been authorized by the Brand Team to move forward with event contact approval only, the event contact will be responsible for providing proofing and event branding approval for all assets generated thereafter.

Anyone creating VMware assets is required to first complete a corporate Brand training. Corporate Brand trainings are held biweekly, and the sign-up is available on the Contact Us page of Brand Central.

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.

Corporate Messaging and Editorial Resources
Resources for writers and editors are available on the Brand Team Vault page and on Brand Central (vmware.com/brand):

• VMware Simple Message Stack PPT slides
• VMware Marketing Editorial Style Guide
• VMware Trademark Guide
• “About VMware” Copy Blocks

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

Adobe Creative Libraries
Adobe Creative Cloud libraries are available with brand colors and assets in RGB and CMYK.
RGB library: http://adobe.ly/1l6LqFW
CMYK library: http://adobe.ly/1X7slQE