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Overview

Manifesto
Together, we are creating a value network that enables partners to leverage the best, most useful innovations across ecosystems.

The opportunity to co-create and orchestrate a wide range of solutions and technologies across our expanding portfolio and deliver them seamlessly to our shared customers, plus our flexible, agnostic platform, equals the foundation on which partners can build their businesses.

In 2020, we will grow together.

Creative approach
The imagery associated with VMware Partner Leadership Summit aligns to the VMware brand, using Leaf and Aqua parallelograms as a primary design element. These parallelograms divide the composition between photography (reflective of the event location) and white space (a core element of the VMware brand). The VMware Partner Leadership Summit logo is prominent in all compositions.

Guidelines
Apply these event guidelines to all assets associated with VMware Partner Leadership Summit 2020. 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 Partner Leadership Summit 2020 theme uses the following elements.

Parallelogram
Use overlapping Aqua and Leaf gradient parallelograms over a background photo. The parallelograms divide the composition between photography and white space.

Background photo
There are five photography options. The photography sits on the right or left side of any horizontal composition, divided from white space by the parallelograms and cropped at a 45-degree angle.

Event logo
Include the event logo in all assets. Various stacked versions are available.
Color Palette

The VMware Partner Leadership Summit palette uses the Aqua, Leaf, Gray 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.

Aqua
- PMS 3115 C
- CMYK 59, 0, 14, 0
- RGB 0, 193, 213
- HEX #00C1D5

Leaf
- PMS 368 C
- CMYK 65, 0, 100, 0
- RGB 120, 190, 32
- HEX #78BE20

Gray
- PMS Cool Gray 11
- CMYK 0, 0, 80
- RGB 113, 112, 116
- HEX #717074

White
- CMYK 0, 0, 0
- RGB 255, 255, 255
- HEX #FFFFFF
Fonts

Our corporate font is Metropolis.

**Download Metropolis**

**H1 Headlines are Title Case**

**H2 Subheadlines are sentence case**

**H3 DESCRIPTORS ARE ALL CAPS**

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

Metropolis Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 *@$%&++

Metropolis Regular
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 *@$%&++

Metropolis Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789 *@$%&++

Metropolis Semi Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 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 原体</td>
<td>MICROSOFT JHENGHEI 簡體</td>
<td>MALGUN GOTHIC</td>
<td>MGEN+</td>
<td>ARIAL</td>
</tr>
<tr>
<td>ASSETS</td>
<td>SOURCE HAN SANS</td>
<td>SOURCE HAN SANS</td>
<td>NANUM GOTHIC</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>
Corporate Grid

Our universal grid is a foundational brand element. Do not scale the grid disproportionately. Apply the grid by anchoring to one of the four corners and scale to fit your artboard. Use the grid to position elements in your composition.
Logo, Event, Date and Location Lockups

The event logo is required on all asset materials. The date and location are not mandatory elements.

Placement

Place the date and location under the event logo, preserving the appropriate clear space. Position these elements where they are easily legible over the background photograph or the corner parallelogram.

Clear space

X measures the height of the VMware logo. The clear space on all sides of the event logo, date and location is X.
Aqua and Leaf Gradient Parallelograms

Use the Aqua and Leaf gradient parallelograms on all program assets. The Leaf gradient parallelogram always descends farther than the Aqua gradient parallelogram and overlaps slightly. Don’t split the parallelograms.

SAMPLE APPLICATIONS

Use the Aqua and Leaf gradient parallelograms on all program assets. The Leaf gradient parallelogram always descends farther than the Aqua gradient parallelogram and overlaps slightly. Don’t split the parallelograms.

The Leaf parallelogram descends farther than the Aqua parallelogram and overlaps.
Positioning

There are two layout approaches: one where the background photo is anchored to the top left of the parallelograms, and one where the background photo is anchored to the bottom right of the parallelograms. The background image is not required on all assets. There are five background images that may be used in association with the event.

**POSITIONING AND SIZE**

Position the parallelograms to the top of the layout composition. Scale and position the parallelogram as needed.

The background image anchored to the top left of the parallelograms gets cropped on the right to line up with the right side of the Aqua parallelogram.

The background image anchored to the bottom right of the parallelograms gets cropped on the left to line up with the right side of the Aqua parallelogram.
Photo Selection

Approved photography for VMware Partner Leadership Summit 2020 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.
Background Photography

The VMware Partner Leadership Summit event toolkit has five photography options. They may be cropped depending on the case. Use the tall or wide variations of the photography if needed.

Cropping

The small dark rock silhouette in the photography is the most important element, but it should be off to the right. The water horizon is roughly centered horizontally of the cropping area.
Building a Layout

1. Set and scale the universal grid proportionately to your asset. Add a large 45-degree Aqua gradient parallelogram aligned to the grid, showing two or more sides. Anchor the parallelogram to the top of the layout.

2. Place the Leaf gradient parallelogram (2/3 width of the first parallelogram) to the right of the Aqua gradient parallelogram, overlapping 1/2 of the width. This parallelogram descends farther than the Aqua gradient parallelogram and sometimes bleeds off the bottom.

3. Position the background photo area to the back so the focal point is centered within the parallelograms.

4. When the image is positioned on the left side of the layout, crop the right side of the image to line up with the right side of the Aqua parallelogram at 45 degrees. Depending on the composition, the image can be placed on the right side of the layout. In this case, crop the left side of the image to line up with the right side of the Aqua parallelogram at 45 degrees. The background image is not required on all assets. There are five background images that may be used in association with the event.

5. Add the event logo and apply additional copy as space permits for both type layout compositions (left- or right-side background image placement).
Examples

Web assets and invite cover
Examples

Pull-up banners
Examples

Welcome banners
Examples

Flag pole banners
Examples

Easel event branding and content heavy
Don’ts

1. Don’t swap the parallelogram colors. The Aqua gradient parallelogram is always on the left, and Leaf gradient parallelogram is always on the right.

2. Don’t run both parallelograms full bleed from top to bottom. The Leaf gradient parallelogram always descends farther than the Aqua gradient parallelogram.

3. Don’t use alternate photography.

4. Don’t split the parallelograms. They should overlap slightly.

5. Don’t crop the background image to align with the right side of the Leaf gradient parallelogram. The image should only get cropped to align to the right side of the Aqua gradient parallelogram.

6. Don’t position the event logo in the bottom left corner of the background image. Depending on the composition, the logo can be placed at the top left corner of the image, above the mountains.
Resources

Toolkit and Templates
- Design Elements
- Print Templates
- Web Reference Files

Approvals
All assets created for VMware Partner Leadership Summit must be reviewed and approved by the VMware Brand team.

Lindy Groening, mgroening@vmware.com
Rick Daniel, drick@vmware.com

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 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):