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Overview

Manifesto
Last year, we asked you to lead. You did. Now, with an expanded portfolio fueled by innovations and acquisitions that gives you instant relevance to CIOs and relationships with all the major cloud partners, we’re in a class by ourselves. Leave the pack behind and increase the gap on competitors. It’s time to ... breakaway

Creative approach
This year’s theme uses the metaphor of a sailing race to reflect the teamwork and strategic thinking needed to win in the field. The imagery depicts the key moment in a sailing race when a boat seizes an opportunity, catches the wind and breaks away into the open waters and toward victory. “Breakaway” is rendered in bold typography, overlaying parallelograms in a dynamic composition, and “Worldwide Kickoff” is rendered in a medallion treatment.

Guidelines
Apply these event guidelines to all assets associated with Worldwide Kickoff 2020 and Tech 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 Worldwide Kickoff 2020 theme uses the following elements.

Theme medallion
Global, AMER, APJ and EMEA versions are available for Worldwide Kickoff and Tech Summit, respectively.

Parallelogram
When needed, use the Ocean-Aqua gradient parallelogram behind the medallion and the date and location.

Background photo
Crop the photograph so the lead boat is visible and is a dominant visual element. Wide and tall versions of the photograph are available.

Theme typography and background parallelogram
Horizontal and stacked versions of the “Breakaway” typography are available. Background parallelograms are placed to emphasize the diagonal break in the typography.

VMware logo
Include the VMware logo in all assets. 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 Worldwide Kickoff and Tech Summit palette uses the Indigo, Ocean, Aqua, 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.
**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 *@$%&++

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*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>
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<tr>
<td>PPT</td>
<td>SIMHEI 黑体</td>
<td>MICROSOFT JHENGHEI 漢黑正黑體</td>
<td>MALGUN GOTHIC</td>
<td>MGEN+</td>
<td>ARIAL</td>
</tr>
<tr>
<td>ASSETS</td>
<td>SOURCE HAN SANS 楷體</td>
<td>SOURCE HAN SANS 楷體</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>
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Worldwide Kickoff and Tech Summit 2020 Guidelines
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.
Medallion

The Worldwide Kickoff or Tech Summit medallion must appear on any event asset. Global, AMER, APJ and EMEA versions of Worldwide Kickoff and Tech Summit medallions are available.

Placement

Place the medallion where it is easily legible. Background photography may need to be adjusted accordingly. Use the gray or white variation of the VMware logo so there is sufficient contrast with the background.

Position the VMware logo in the corner of your asset, preferably the top right or one of the bottom corners, reserving the top left corner for the event lockup.

Clear space

There must be clear space around all four sides of the medallion equivalent to the height of “2020” in the global medallion or the region in the regional medallion.
Date and Location Lockups

The date and location lockups are not mandatory elements. They should be positioned with their corresponding regional medallion.

Placement

Place the date to the right of the medallion, preserving the appropriate clear space. Position these elements where they are easily legible over the background photograph or the corner parallelogram.

Clear space

M is the height of the M in “March” in the date lockups. The clear space on all sides of the date and location lockups is M.

POSITIONING AND SIZE

Align the vertical center of the medallion and date and location lockup. The height of 2020 in the global medallion or the region in the regional medallion should be the same as the height of the “M” in the date lockup. Preserve the clear space for each element, the height of the “M” in the date.
Theme Typography and Parallelograms

Use the theme typography and parallelogram art with all the elements properly positioned. Ensure that the Ocean, Indigo and Aqua parallelograms are set to multiply.

Scale and move the theme typography and the parallelograms as a group, so you maintain the correct positioning of the elements.

**HORIZONTAL LAYOUT (PREFERRED)**

**STYLING**

- Ocean parallelogram set to multiply
  - 100% opacity to 0% opacity
  - 45° gradient angle
  - Adjust points as needed to ensure legibility

- Indigo parallelogram set to multiply
  - 0% opacity Ocean to 100% opacity Ocean to 100% opacity
  - Ocean to 100% opacity Ocean to 0% opacity
  - 45° gradient angle
  - Adjust points as needed to ensure legibility

- Aqua parallelogram set to multiply
  - 100% opacity to 0% opacity
  - 45° gradient angle
  - Adjust points as needed to ensure legibility

**POSITIONING**

Position the typography and parallelograms over the lead boat in the background photo when possible. If size prevents that preferred positioning, place it to the right of the lead boat. Adjust parallelogram length and gradient points to ensure legibility of the theme headline and background photography.

Position the typography over the lightest part of the background for optimal appearance.

30% X multiply drop shadow, no offset
Scale drop shadow effect with art

The break in the typography aligns with the Indigo parallelogram.
Theme Typography and Parallelograms

Use the corner theme typography and parallelogram art with all the elements properly positioned. Scale and move the theme typography and the parallelograms as a group, so you maintain the correct positioning of the elements.

**CORNER HORIZONTAL LAYOUT**

- **STYLING**
  - Aqua parallelogram: 100% to 60% opacity, 45° gradient angle
  - Indigo parallelogram: 0% opacity Ocean to 100% opacity Ocean to 100% opacity Ocean to 0% opacity Ocean to 100% opacity Ocean, 45° gradient angle. Adjust points as needed to ensure legibility.

**CORNER STACKED LAYOUT**

- **STYLING**
  - Aqua parallelogram: 100% opacity to 0% opacity, 45° gradient angle. Adjust points as needed to ensure legibility.
  - Indigo parallelogram: 30% K multiply drop shadow, no offset. Scale drop shadow effect with art.

**POSITIONING**

- Position the corner typography and parallelograms in the top left corner.

The break in the typography aligns with the Indigo parallelogram.
Ocean-Aqua Gradient Parallelogram and Accent Parallelogram

Use the Ocean-Aqua gradient parallelogram when you need to ensure legibility of the medallion and date/location lockup, or when you need to fill out portions of a composition and the photography doesn’t fulfill needs.

**Positioning and Size**
- Anchoring the parallelogram to the top left, scale and position the parallelogram as needed.
- Positioning and size: Size the width of the parallelogram to the height of the “2020” in the global medallion or the regional name in the regional medallions.

**Sample Applications**
- **Agenda**
  - 8:30–9:00 AM: Registration
  - 9:00–9:30 AM: Welcome
  - 9:30–10:30 AM: Keynote Session: Title Goes Here and Sometimes Extends to Two Lines and Can Wrap a Bit Longer if Needed
  - 10:30–10:45 AM: Refreshment Break
  - 11:00–11:45 AM: Session 1: Title Goes Here and Sometimes Extends to Two Lines and Can Wrap a Bit Longer if Needed
  - 12:00–1:00 PM: Lunch
  - 1:00–2:00 PM: Session A: Title Goes Here and Sometimes Extends, Location
  - 2:15–3:15 PM: Customer Panel
  - 3:15–3:45 PM: Refreshment
  - 3:45–4:30 PM: Break Session 3: Title Goes Here and Sometimes Extends to Two Lines and Can Wrap a Bit Longer if Needed
  - 4:30–5:00 PM: Closing Remarks
  - 5:00–8:00 PM: Networking Event

- **Meeting Room 1**
  - Keynote Session: Title, Presenter Name or Other Content, Two Lines
  - Tertiary Information like Time Slot

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Worldwide Kickoff and Tech Summit 2020 Guidelines
Background Photography

Worldwide Kickoff and Tech Summit have a single hero photograph. Use the tall or wide variation of the photo as needed.

Cropping

The lead boat in the photography is the most important element. If needed, crop or position the photography so the lead boat is prominently featured.
VMware Logo

The VMware logo must appear on all assets with the exception of email templates that feature the VMware logo in the header section. The VMware should not go below the minimum size of 1 inch wide.

Placement

Place the VMware logo where it is easily legible. Background photography may need to be adjusted accordingly. Use the gray or white variation of the VMware logo so there is sufficient contrast with the background.

Position the VMware logo in the corner of your asset, preferably the top right or one of the bottom corners, reserving the top left corner for the event lockup.

Clear space

There must be clear space around all four sides of the logo 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.
Building a Layout

1. Position the background photograph so it fills as much of the canvas as possible.

2. Position the theme typography and parallelograms so they are over the lead boat in the photography. If that positioning will not fit in your composition, place the theme typography and parallelograms to the right of the boat.

3. Place the VMware logo in a corner opposing where you’ll place the event medallion.

4a. Position the event medallion in a prominent position, preferably the top right corner. Ensure proper legibility against the background.

4b. If the medallion is used with the date and location lockup, position the Ocean-Aqua parallelogram in the top left corner and position the art and typography, preserving the appropriate clear space.
Size Relationships

M, the height of 2020 in the global medallion or the region in the regional medallion, should be the same as the height of the “M” in the date lockup.

Y, the width of the medallion, should be the same as the width of the VMware logo.

B, the height of the “B” in “Breakaway,” should be \( \frac{1}{3} \) to \( \frac{1}{2} \) the width of the VMware logo or the medallion.
Examples

RAINFOCUS REGISTRATION LANDING PAGE HEADERS

POPPULO EMAIL HEADERS

March 2–5
Las Vegas

March 16–19
Singapore

March 23–26
Barcelona
Examples

EASEL SIGNS

Agenda
8:30–9:00 AM  Registration: Example Content
9:00–9:45 AM  Welcome
10:00–11:45 AM  Keynote
12:00–1:00 PM  Lunch
1:00–1:45 PM  Session 1
1:45–2:30 PM  Session 2
2:30–2:45 PM  Refreshment Break
2:45–3:15 PM  Customer Panel
3:15–4:00 PM  Session 3
4:15–5:00 PM  Guest Speaker
5:15–5:30 PM  Closing Remarks

ROOM SIGNS

Meeting Room 1
Keynote Session
Registration

Room 1
Title of Session, Presenter Name or Other Content, Two Lines Maximum of Three
Tertiary Information Like Time Slot

Examples
Examples

PULL-UP BANNERS

ATTENDEE BADGE

LOLLIPOP SIGNS
Examples

HORIZONTAL BANNERS

- Breakaway
- Registration
- Meeting Room 1
- Keynote Session
Examples

NOTE CARD

T-SHIRT

BREA\KAYAW

vmware®
Don’ts

1. Don’t use alternate photography.
2. Don’t crop the photography so that the lead boat is not visible and prominent.
3. Don’t position the theme photography so that it isn’t the primary focus of the composition or so that the background photography makes it difficult to read.
4. Don’t remove the multiply effect from the parallelograms behind the theme typography.
5. Don’t change the colors of any of the theme elements.
6. Don’t use both the regional and global event medallions.
Resources

Tool Kit and Templates

- Design Elements
- Print Templates
- Web Templates

Approvals

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

Lindy Groening mgroening@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):