

vmware®

Our logo is the face of VMware to the world. It's the single most recognizable expression of the VMware brand, so it's vital that the logo's iconic power be strengthened through consistent expression everywhere it appears.



The VMware logo is displayed in a large, dark gray, rounded sans-serif font. The letters 'v', 'm', and 'w' are lowercase and have a distinctive rounded, bubbly appearance. The letters 'a', 'r', and 'e' are lowercase and have a more standard sans-serif look. A registered trademark symbol (®) is positioned to the upper right of the 'e'.

CORPORATE LOGO

Here's how to best represent our logo in any experience:

- Treat the logo as one individual unit—never divide it.
- Treat it as an image, not a word.
- Don't use it in a sentence, headline, or title.
- Never redraw or modify the logo in any way.
- Include the registered trademark symbol in all instances.
 - Exceptions: You may omit the registered trademark symbol if the logo is smaller than the minimum size (see page 17 for parameters); or if the logo is embossed/debossed, embroidered, engraved, or foil-stamped in white, silver, or clear.

Minimum Size

The logo must be reproduced at a minimum width of .75 inches (19.05mm).

- ▶ The logo is available for download on the VMware Brand Portal at: [vmware.com/brand](https://www.vmware.com/brand)



LOGO COLORS AND BACKGROUNDS

Our VMware corporate logo color is PMS Cool Gray 11. To preserve legibility, this gray logo should only be placed on a white or light background when legibility is clear. For logo positioning on a colored background, the value of the background determines if the logo should appear in black or white.

The logo may be used on photography, but it must be placed in an area of high contrast to the background. For maximum visibility, set the logo in the clearest area of the photograph.

The logo may be produced as a blind emboss/deboss, embroidered, engraved, or foil-stamped in white, silver or clear.

- ▶ For special logo use on applications such as fabrics, carpet, etc., contact Brand_and_CreativeQuestions@vmware.com.



LOGO CLEAR SPACE AND PLACEMENT

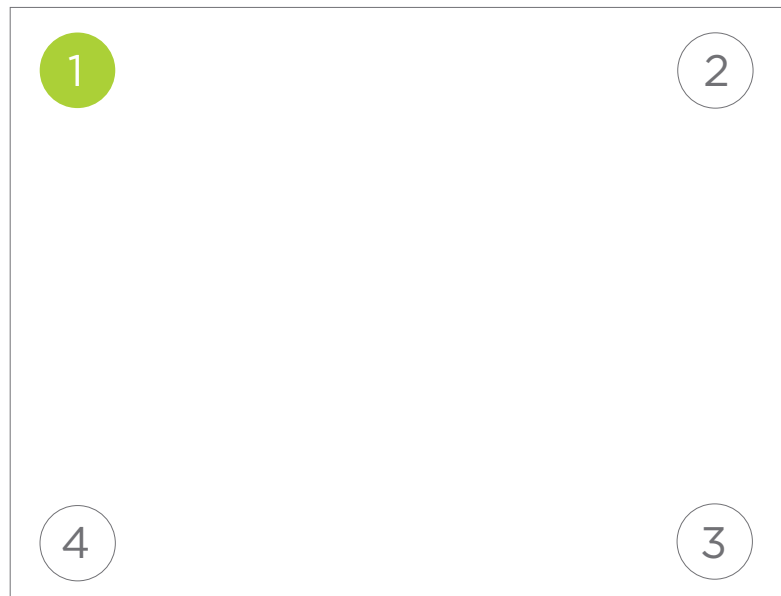
To maintain impact and avoid competition from other visual elements, allow for sufficient space surrounding the logo.

Logo Clear Space

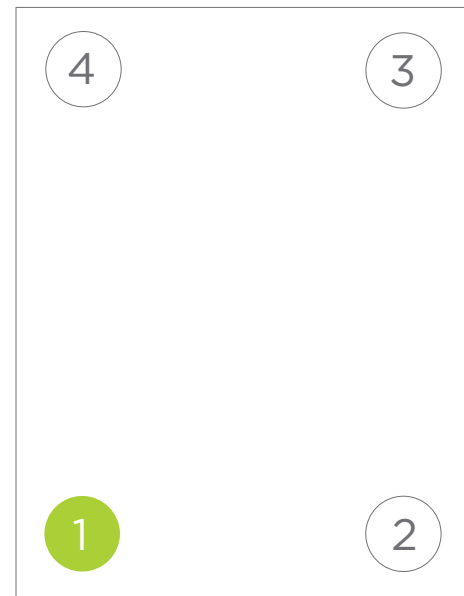
The clear space around the logo on all sides must be equal to the x-height of the letters and proportional to the size of the logo.

Logo Placement

For online experiences such as email addresses and Web sites, place the logo in the upper-left corner. For print, place the logo in the lower left or right corners. If neither of those two corner placements work for your communication, place the logo in one of the other corners, favoring the corner with the most clear space. The Preferred placement is always horizontal, but vertical can be used in certain placements that have very little horizontal space.



ONLINE SAMPLE PLACEMENT



PRINT SAMPLE PLACEMENT

3.99" AND UNDER: DO NOT SCALE REGISTERED TRADEMARK SYMBOL

vmware®

4" AND OVER: SCALE REGISTERED TRADEMARK SYMBOL ACCORDINGLY

vmware®

REGISTERED TRADEMARK SYMBOL

The ® symbol must be included on all logo applications (some exceptions may apply to promotional materials, apparel, and large-scale logos).

The ® symbol may be removed if the particular application renders the symbol illegible. It's important that the registered trademark symbol always be legible without being intrusive.

Logo sizes between 4 inches (101mm, 394px) and up to 6 feet (1828mm) use the same proportion ® symbol. Scale the ® to match the radius curve in the stem of the lowercase "r." The ® aligns flush left with the right edge of the lowercase "e."

Extreme Size

Logos larger than 6 feet wide may be used without a registered trademark symbol.

- ▶ Prior to removing the registration mark from any application, please contact Brand_and_CreativeQuestions@vmware.com.



LOGO DON'TS

The VMware corporate logo must never be altered, adjusted or redrawn in any way. Inconsistent use detracts from our brand equity and recognition, and negates the consistency we strive to achieve. Examples are shown here which illustrate incorrect uses of the logo.

1. Don't separate the "VM" from "ware."
2. Don't reproduce the logo in an unapproved color.
3. Don't place the logo over a gradation.
4. Don't reproduce the logo as a gradient.
5. Don't position the logo on patterns.
6. Don't reproduce the logo as a screen or tint of VMware Gray (PMS Cool Gray 11).
7. Don't skew or rotate the logo.
8. Don't redraw or use another font to create the logo.
9. Don't create a new logo using the VMware logo.
10. Don't use the logo as text.
11. Don't reproduce the logo with any kind of pattern or print.
12. Don't apply the logo to a background where lack of contrast diminishes legibility.



LOGO CO-BRANDING

Co-branding may appear on marketing materials developed with an official VMware business partner. All logo standards and guidelines apply. All co-branded uses of the VMware logo must be approved by VMware Brand and Creative and Partner Marketing.

- Make all logos appear equal in size.
- Center-align the VMware logo horizontally or vertically with other logos.
- Follow clear space guidelines as defined on page 8.
- Maintain equal distance between all logos.

Create a 1-pt Cool Gray 11 (or CMYK/RGB equivalent) stroke divider between the logos as illustrated here. 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. If appropriate, a partner's corporate color may be used as the background color.

Product and Service Identities




Technology Training Services and Education Program Badges



External Program Identities



Certification Badges for Technology Training Services and Education Programs



EXTERNAL IDENTITIES

VMware does not support unique logos that represent products or services, business units, programs or internal departments. However, an identity system is in place for branding external programs that pairs the VMware logo with the proper clear space with the typeset name of the product or program. This allows for the master VMware brand to take the priority placement in any external facing communication or asset. These identities may appear on marketing materials that have been developed for those programs and services. These identities are available in Black, White, and Cool Gray 11 only. General standards and guidelines regarding logo color and backgrounds still apply.

The identity must not be redrawn, recolored, or otherwise modified and should always include the registered trademark symbol.

▶ External Identities are available for download on the VMware Brand Portal at: vmware.com/brand

🚩 All external identities must be created by Brand and Creative, do not create your own. To request a new identity in one of these systems, contact Brand_and_CreativeQuestions@vmware.com.

vmware®

vSphere®

vmware®

Virtual SAN™

vmware®

vCloud Suite®

vmware®

NSX®


Product and Services


VMware does not support unique logos or icons that represent VMware products and services, with limited exceptions for emerging technologies based on the needs of the business as determined by the VMware C suite.


Product and Service Identities


An identity system is in place for representing VMware products and services. The system pairs the VMware logo with the name of the product or service placed below the logo, separated by a rule. This gives the VMware master brand priority placement. Identities created in this system are available in Cool Gray 11, Black, and White only. General standards and guidelines regarding logo color and backgrounds still apply.

- ▶ External Program Identities are available for download on the VMware Brand Portal at: [vmware.com/brand](https://www.vmware.com/brand)

 The identity must not be redrawn, recolored, or otherwise modified.

 The VMware logo should always include the registered trademark symbol. The product or service component should always include applicable trademark, service mark, or registered trademark symbols.

 These identities are for use for presentations, merchandise and event signage only. They are not for use on collateral or vmware.com.

 All Product and Service identities must be created by Brand and Creative, do not create your own. To request a new Product or Service identity, contact Brand_and_CreativeQuestions@vmware.com.




Technology Training Services and Education Program Badges

VMware's technology training services and education programs are identified externally to customers through badges, which VMware licenses to customers, partners, and other third parties authorized by VMware to offer training and education for VMware products and services. Use of VMware badges in marketing content is permitted only when the customer or partner satisfies the requirements of the program the badges represent. Badges are available for authorized third-party use only by permission of the program's managers.

Badges created in this system are made up of the VMware logo in a rounded edge rectangle and the consistently typeset program name. This gives the VMware master brand priority placement. Badges are available in Cool Gray 11, Black, and White only. General standards and guidelines regarding logo color and backgrounds still apply.

- ▶ Badges are available for download on the VMware Brand Portal at: vmware.com/brand

 All badges must be created by Brand and Creative, do not create your own. To request a new badge, contact Brand_and_CreativeQuestions@vmware.com.

vmware® ACADEMIC PROGRAM

vmware® BENEFITS SOURCE

vmware® UNIVERSITY RELATIONS


External Program Identities


The system pairs the VMware logo with the name of the program typeset in Gotham Book in all caps to the right of the logo.


This gives the VMware master brand priority placement. Identities created in this system are available in Cool Gray 11, Black, and White only. General standards and guidelines regarding logo color and backgrounds still apply.

The identity should be considered a picture, not a word.


- ▶ Program Identities are available for download on the VMware Brand Portal at: [vmware.com/brand](https://www.vmware.com/brand)


 The identity must not be redrawn, recolored, or otherwise modified.


 The VMware logo should always include the registered trademark symbol.

 All External Program identities must be created by Brand and Creative, do not create your own. To request a new External Program identity, contact Brand_and_CreativeQuestions@vmware.com.



 The badge must not be redrawn, recolored, or otherwise modified and the VMware logo component should always include the registered trademark symbol.

 All badges must be created by Brand and Creative, do not create your own. To request a new badge, contact Brand_and_CreativeQuestions@vmware.com.

 Customer or partner content on which VMware badges are displayed should include a trademark attribution to make clear that the VMware logo as it appears in the badge is the IP of VMware: "VMware and the VMware logo are registered trademarks or trademarks of VMware, Inc. or its subsidiaries in the United States and/or other jurisdictions."

Certification Badges for Technology Training Services and Education Programs

Certification badges are made available by VMware for external use by customers, partners, and other third parties to signify their successful completion of VMware technology training and education programs.


The lockup is made up of the VMware logo and the word "Certified" in a rounded rectangular shape and the certification level and competency in another rounded rectangular shape beneath it. Badges may appear on digital and print marketing materials, training materials, certifications, t-shirts, and merchandise.

These identities are available in Cool Gray 11, Black, and White only. General standards and guidelines regarding logo color and backgrounds still apply.

Badge graphics should be treated as a unit and the elements that comprise them should never be divided.

The badge should be considered a picture, not a word.

The badge must not be redrawn, recolored, or otherwise modified and the VMware logo component should always include the registered trademark symbol.

 Badges are available for download on the VMware Brand Portal at: vmware.com/brand