

# VMware Logo Guidelines

SEPTEMBER 2020



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## Corporate Logo

Our corporate logo is the most visible expression of our brand. This wordmark is the constant that represents VMware in every communication.

Treat the logo as an 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 not include the registered trademark symbol if the logo is smaller than the minimum size, 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).



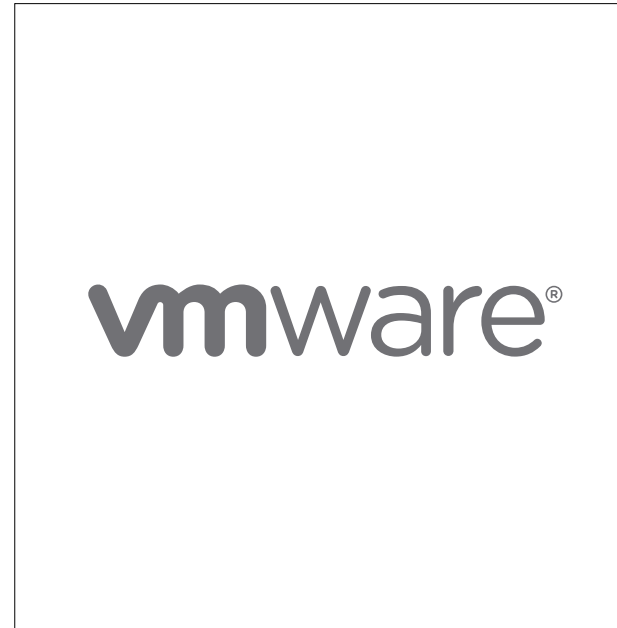
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## Colors and Backgrounds

Our primary logo color is PMS Cool Gray 11. To preserve legibility, this gray logo should only be placed on a white or light background. For positioning on a colored background, the value of the background should determine if the logo appears in black or white.

The logo may be used on photography but 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.

Never use the secondary colors to create parallelograms. Gray, white, and black are the only approved colors for this logo.



GRAY



WHITE



BLACK



WHITE

## Logo Use Cases and Policies

### Corporate branding

Our logo should appear on all VMware branded products and packaging, websites, advertising, marketing collateral and merchandise, signs, forms, and business vehicles.

### Partner co-branding

Co-branding may appear on marketing materials developed as a cooperative business arrangement between VMware and an official VMware business partner. All logo standards and guidelines apply.

### Event Sponsorships

VMware's logo may be used on the print and digital marketing collateral for third-party events for which VMware has entered into a contractual agreement to be an event sponsor. Examples include conferences such as AWS Reinvent, KubeCon, and Mobile World Congress, as well as recruiting events such as career fairs.

### Business and nonprofit partners

Third-party businesses (other than vendors) and nonprofits who have entered into a contractual agreement to partner with VMware may use the VMware logo on their company website and marketing materials, and/or reference VMware as a community partner. Examples include Watermark, AfroTech, Out in Front, and Apprenti.

### VMware Foundation

VMware Foundation does not sponsor specific causes but instead encourages employees to engage in "citizen philanthropy" by contributing to the causes of their choice. These contributions do not convey a right to use the VMware logo. Requests for exceptions for extenuating situations that involve a sales deal or monetary benefit to VMware can be evaluated on a case-by case basis.

### Vendors

VMware does not allow vendors to use the VMware logo on their company websites or marketing materials, or to reference VMware as a customer. The use of the logo by another company suggests an endorsement of or a relationship with that company. All of our current vendor forms contain this clause: No Publicity. However, exceptions may be made to support a sales deal or to provide brand lift or monetary benefit to VMware.

**All requests for exceptions to the restrictions against using the VMware logo will be reviewed by Branding and Legal.**

## Placement

### Simple logo rules

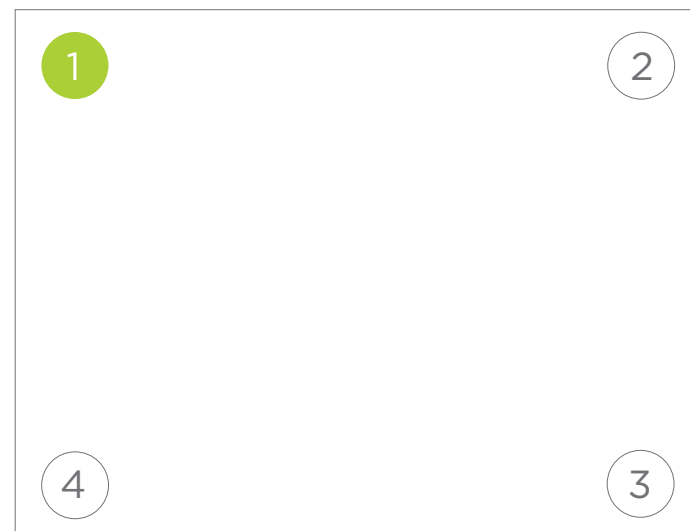
There are a few simple rules to follow when using our logo:

- Treat the logo as a unit—never divide it.
- Treat it as an image, not a word.
- Do not 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.

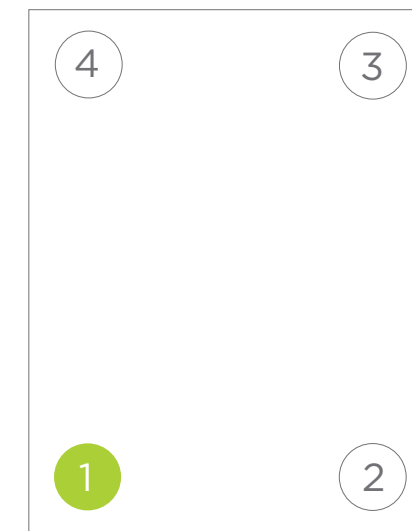
Exceptions: You may not include the registered trademark symbol if the logo is smaller than the minimum size or if the logo is embossed/ debossed, embroidered, engraved, or foil-stamped in white, silver, or clear. The logo must be reproduced at a minimum width of .75 inches (19.05mm).

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

For digital experiences, place the logo in the upper-left corner. For print, place the logo in the lower-left or lower-right corner. If neither of those two placements work for your communication, place the logo in the corner with the most clear space. The preferred orientation is always horizontal, but the logo can be used vertically in limited instances when there is little horizontal space.



ONLINE SAMPLE PLACEMENT



PRINT SAMPLE PLACEMENT

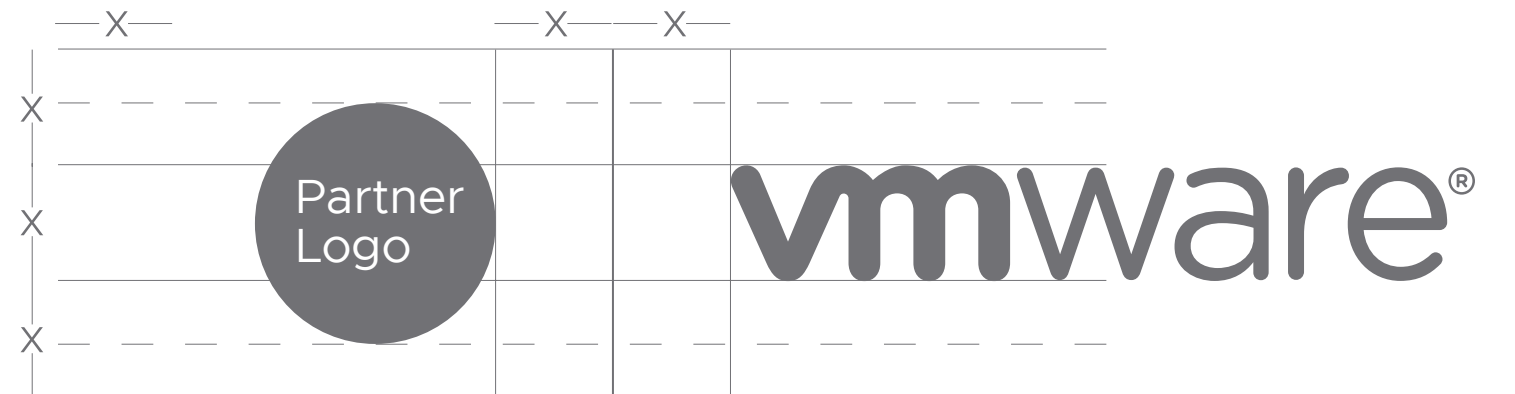
## Logo Co-Branding

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.

The exception to this rule is Dell Technologies. Use of the Dell Technologies | VMware logo lockup is controlled by the Dell Technologies and VMware Brand teams. It should only be used when a market development funds (MDF) contract is in place. If you believe you have an asset that qualifies for the lockup, submit that asset to the Brand team for review.

All co-branded uses of the VMware logo must be approved by VMware Brand and Creative and Partner Marketing, and adhere to the following guidelines:

- Make all logos appear equal in size.
- Center-align the VMware logo horizontally or vertically with other logos.
- Maintain equal distance between all logos.
- Create a 1-pt Cool Gray 11 (or the CMYK/RGB equivalent) stroke divider between the logos. A vertical stroke should be the height of the logo clear space. A horizontal line should be the length of the VMware logo.



## Logo Size and Registered Trademark

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 ® symbol always be legible without being intrusive.

Logo sizes from 4 inches (101mm, 394px) up to 6 feet (1,828mm) 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 the ® symbol.

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3.99" AND UNDER: DO NOT SCALE REGISTERED TRADEMARK SYMBOL

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4" AND OVER: SCALE REGISTERED TRADEMARK SYMBOL ACCORDINGLY

## 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 shown here illustrate incorrect uses of the logo.

1. Do not separate the wordmark.
2. Do not add gradient fill.
3. Do not outline.
4. Do not rearrange the wordmark.
5. Do not distort the logo.
6. Do not create new logos with the VMware logo.
7. Do not remove the ® symbol.
8. Do not use any colors other than gray, black, or white for the logo.



1



2



3



4



5



6



7



8



## Resources

To access the VMware logo, please refer to the following guidance:

Partners: Go to [Partner Connect](#) or contact your Partner Marketing Manager.

Media Agencies: Email [brandquestions@vmware.com](mailto:brandquestions@vmware.com) with your request details.

VMware Employees: Go to [Brand Central](#).



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