



VMWARE LOGO GUIDELINES

FEBRUARY 2017

The VMware logo is displayed in a large, dark gray, rounded sans-serif font. The letters 'v', 'm', and 'w' are lowercase, while 'ware' is lowercase. A registered trademark symbol (®) is positioned to the upper right of the final 'e'.

CORPORATE LOGO

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

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 not include 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 at [vmware-onebrand.com](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

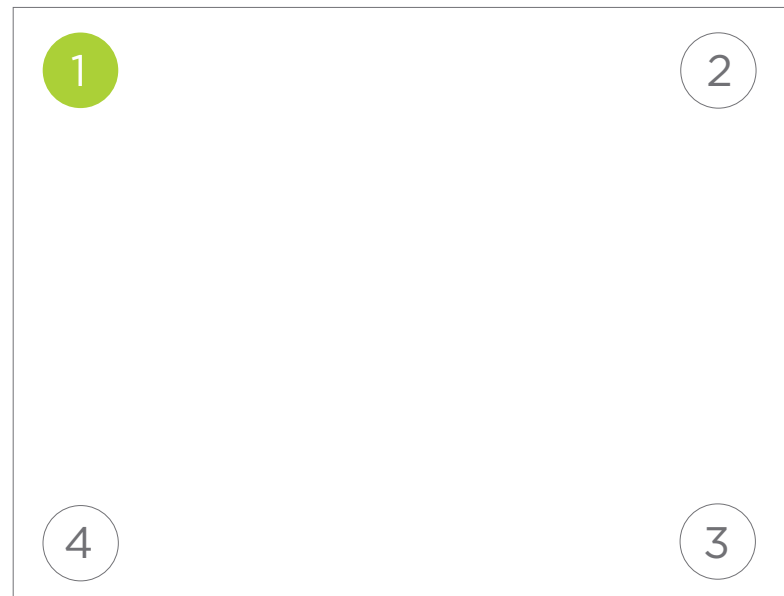
To maintain impact and avoid competition from other visual elements, allow for sufficient space surrounding the logo.

Logo Clear Space

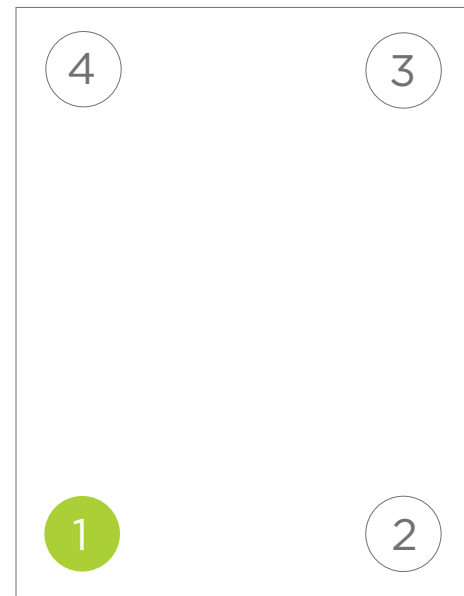
The clear space around the logo on all sides must be equal to the x-height of the letters and proportional to the size of the logo.

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®

LOGO CLEAR SPACE AND PLACEMENT

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 logo 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.