BRAND & DESIGN GUIDELINES

EMC²
where information lives®

TABLE OF CONTENTS

PRODUCTS OF YOUR IMAGINATION

Welcome to the EMC Brand and Design Guidelines. Please refer to this document to ensure that you're doing your part to further the consistency, recognition, and reputation of the EMC brand—internally, externally, globally, and across media.

As a steward of the EMC brand, we count on you to present our company as "One EMC" to customers, prospects, partners, employees—and the world.

Comments, questions, suggestions?

Please send an e-mail to brandguidelines@EMC.com.

Think of the favorite brands in your life: They're like an extended set of imaginary friends. From peanut butter and running shoes to cameras and cars, each has a personality that you relate to and that elicits an emotion from you. Their face to you—in which you see yourself reflected—projects an attitude, a value, and a promise. They may or not be tangible products, but the aura they create—their brand—is a product of your imagination, and the reason you stay loyal to them.

Over time, you grow to expect certain qualities from your favorite brands. The brands that continue to grow and change while fulfilling your expectations live on—and nurture your friendship.

As a company and a brand, EMC projects the authority people look to for guidance in an increasingly bewildering information landscape. When you use EMC's products, you learn how to treat information so it comes to life. We need to present ourselves as guides—experts who can explain the complex, keep the complex from becoming overwhelming, and offer clear ways to make information retain and build value.

Consistency is key in cultivating our brand. Colors, typeface, writing style, clarity, cleanliness, and energy: They all add up to our brand attitude. We've prepared this guide for you to explore the means by which we maintain a consistent brand that continually fulfills people's expectations as we guide them on their journey to the private cloud.

Craig Moodie, Creative Director
Brand & Creative Development
EMC Corporation

INTRODUCTION TO EMC BRAND DESIGN

DESIGN THAT STRENGTHENS OUR BRAND IDENTITY

Brand design is the way individual elements work together to create a unique identity. By consistently using brand elements to create distinct designs we build a stronger, more identifiable identity—and increase equity in the master brand.

Our materials have to project our identity, which is based on a brand personality that's trustworthy, insightful, action-oriented, approachable, and determined.

But the brand design's aesthetic is clean and ordered, making information accessible and comprehensible. It has to be approachable, with the power to pull people in.

BRAND DESIGN—TOP FIVE ELEMENTS

The main building blocks of our brand identity:

• Corporate logo with tagline signature

• Typography (Meta)

• Color palette and white space

• Grid structure

• Use of images and illustrations

CONSISTENCY WITH FLEXIBILITY

When people talk about branding, the word "consistency" is inevitable. But just as important is the word "flexibility."

When a brand's look is too limited, it will be impossible to execute, given the different marketing applications in the mix and the specific purposes each piece has.

That's why we've put together a creative toolbox that enables you to hold the brand together, but gives you latitude when you need it.

LOGO USAGE GUIDELINES

Important note on usage

The logos illustrated in this guide are the *only* approved EMC logos. No other logos are to be created or used internally or externally.

EMC²®
where information lives®
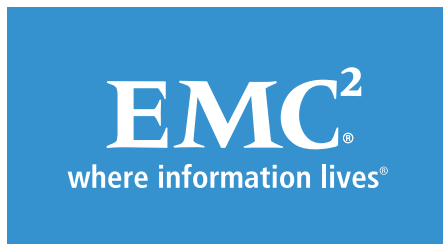
CORPORATE LOGO WITH TAGLINE SIGNATURE

As the most fundamental element of our identity, the EMC corporate logo signature is the primary symbol of everything for which EMC stands.

An original art file should always be used when placing a logo or signature in a piece, and it must never be distorted or reconfigured. Creative variations of the signature dilute the brand. Ensuring standard use is a subtle but important signal that the company itself is clear-thinking and stable.

We need to communicate EMC's continuing leadership and our growing influence in how customers can most effectively store, manage, and protect their information. Therefore, we almost always use the EMC logo with our corporate tagline, "where information lives," also known as the "corporate logo with tagline signature."

You can find official EMC logo and art files here. (Note: Access to EMC Powerlink® is required to download the files. Partners and customers without a Powerlink account should contact their EMC account manager or relationship manager to obtain Powerlink access.)

No logos or unique type treatments are to be created for products, product lines, product groups or families, or solutions for use internally or externally. Doing so would give them brand status, which would take away from our efforts to build an ever-stronger master brand: EMC.

ESSENTIALS: CORRECT AND INCORRECT USAGE

• Always reproduce logos and signatures from original artwork.

• Using original art files ensures that EMC product or service family marks are presented only in the specified colors. Do not modify these colors.

• Never rebuild, re-draw, re-create, or distort a logo.

• Never place a logo in headlines, subheads, or body copy.

• Always use correct logo placement. The EMC corporate logo with tagline signature should be placed at the lower right of collateral—in white on the blue bar. This is also true for most other media.

• Black-and-white logos should only be used when the background color interferes with readability.

• When animating the logo, it must retain all original proportions if scaled and must never spin, reverse, invert, warp, or be distorted in any way.

CORPORATE SIGNATURE (LOGO AND TAGLINE)/LOGO COLOR

The EMC corporate signature may be represented only in the colors below.
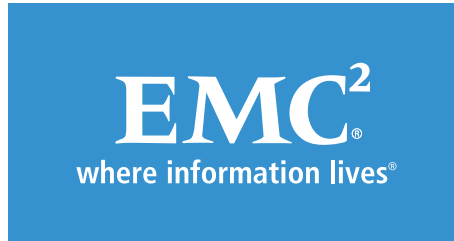
Reversed (white) out of 100 percent EMC blue background—or other corporate color
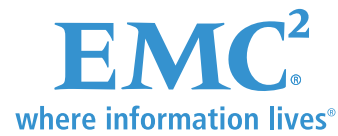
EMC blue on a white background
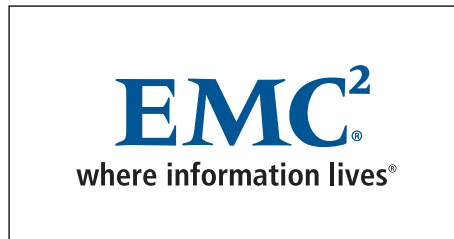
EMC blue and black on a white background
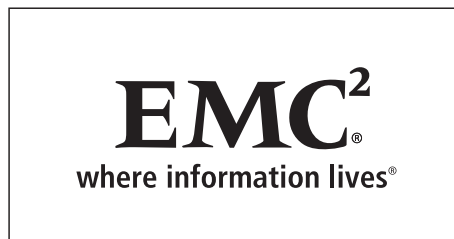
100 percent black on a white background

SAFE AREA

The EMC logo is the star—it represents our master brand. Be sure that no text or imagery obstructs it. Always maintain an area of clear space, the safe area, to give the logo maximum visibility.
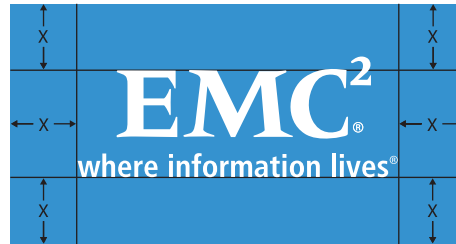
"X" = the height of the letter "E." Create a safe area on all sides of the logo that's as high as the letter "E" in "EMC."

Creative restrictions

It is important that you maintain the integrity of the EMC logo and tagline—the most recognizable element of our brand identity.

- Do not change, distort, or add graphics
- Do not alter or add colors
- Do not change relationship of tagline to graphic
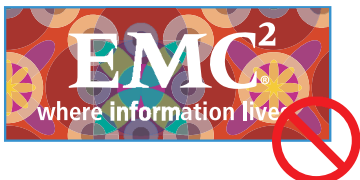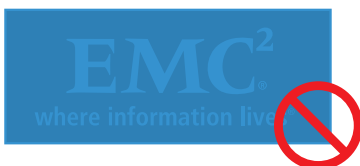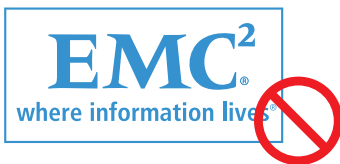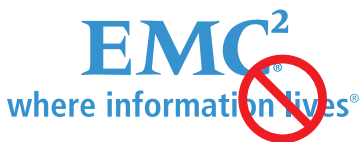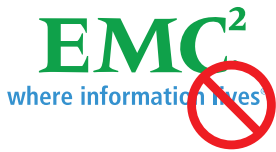
SIZE

The standard size of the EMC logo for most corporate collateral is 1.1667" wide (width of the tag line "where information lives" under the EMC logo). The file size can be enlarged or reduced as necessary for other applications, but should not be scaled down below .625" wide.

1.1667"

.625"
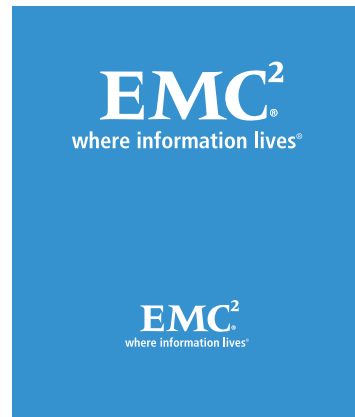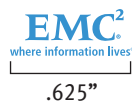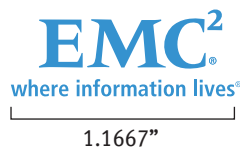
RSA, THE SECURITY DIVISION OF EMC: BRANDING, LOGO, AND COLLATERAL STANDARDS

RSA®

The Security Division of EMC

Whenever reference is made to RSA in collateral materials, any titles and the first reference in copy must always include the phrase: "RSA®, The Security Division of EMC" (upper-case T). After the first reference, the phrase "The Security Division of EMC" may be omitted. The collateral materials must follow EMC standard branding guidelines in all other respects.

Collateral materials produced by the RSA division follow branding guidelines maintained by the division itself. Direct any questions regarding RSA branding, logo, trademark, and collateral standards to Bill Grainge at 781-515-6207.

VMWARE BRANDING, LOGO, AND COLLATERAL STANDARDS

vmware®

VMware, Inc. operates as an independent software company, majority owned by EMC Corporation. While there will be synergies in branding, logo placement, and other aspects of company identity, VMware maintains its own identity. Therefore, VMware currently maintains its own brand standards. Direct any questions regarding VMware® branding to Randy Burgess at 650-427-1610.

TRANSITIONAL SIGNATURES FOR EMC ACQUISITIONS

Transitional signatures signify the evolution of corporate entities to EMC product or service families living within the EMC master brand. Transitional signatures should also be placed at the lower right corner of the document layout. When accompanied by the EMC corporate logo, transitional signatures should move to the lower left corner. When referring to these "family" offerings in headline or body copy, treat them as in this example: EMC Document Sciences® products. That is, no lines or slashes should appear between the names.

EMC² | document sciences

Example of an EMC transitional signature

Note that all EMC acquisitions do not receive transitional signatures and most new or existing transitional signatures will expire over time under the EMC master brand. Questions regarding transitional signatures and their usage should be directed to EMC Brand & Creative Development (BCD).

COLOR PALETTES FOR PRINT AND POWERPOINT

PRIMARY COLOR PALETTE

EMC blue and white dominate the brand look and feel, serving to reinforce our presence. They are the prevailing colors throughout our communications hierarchy.

SECONDARY COLOR PALETTE

These colors are used selectively as accents that call attention to specific words, headlines, or graphic elements. They're most effective when used with restraint.

TERTIARY COLOR PALETTE

These colors are used selectively as accents that call attention to specific words, headlines, or graphic elements. They're most effective when used with restraint.

PRIMARY COLOR PALETTE

EMC blue				**White**				**PMS 279**
C	73	R	44	C	0	R	255	Use as spot
M	31	G	149	M	0	G	255	color match to
Y	0	B	221	Y	0	B	255	EMC blue for
K	0			K	0			offset printing

SECONDARY COLOR PALETTE

PMS 294				**Cool Gray 6**				**Black**			
C	100	R	0	C	0	R	95	C	0	R	0
M	58	G	85	M	0	G	95	M	0	G	0
Y	0	B	150	Y	0	B	95	Y	0	B	0
K	21			K	31			K	100		

TERTIARY COLOR PALETTE

PMS 362				**PMS 367**				**PMS 123**				**PMS 159**				**PMS 1807**			
C	70	R	73	C	32	R	180	C	0	R	225	C	0	R	227	C	0	R	181
M	0	G	169	M	0	G	216	M	24	G	196	M	66	G	111	M	100	G	18
Y	100	B	66	Y	59	B	139	Y	94	B	37	Y	100	B	30	Y	96	B	27
K	9			K	0			K	0			K	7			K	28		

TYPOGRAPHY

Meta Normal Roman
Meta Book Roman
Meta Medium Roman
Meta Bold Roman

Meta Normal LF Roman 10/14

This is a sample of 10 point Meta Condensed LF Roman with 14 points of leading. This sample is set flush left, ragged right.

Meta Condensed Book LF Roman 10/14

This is a sample of 10 point Meta Condensed Book LF Roman with 14 points of leading. This sample is set flush left, ragged right.

A note on type for lead-generation e-mail

For outbound lead-generation e-mails, if you can't be sure that recipients' e-mail clients support Meta, please use Arial as the default.

THE META FONT

For our corporate font, we use the entire Meta family, which we've chosen for its versatility. Originally designed to be legible in very small sizes (which can be quite useful for a technology company), it also has a friendly, contemporary feel.

If you don't have the Meta typeface family you can download it from the Brand & Creative Development team's wiki on EMC|One. Look for the links in the left column of the landing page and choose Mac or PC versions.

META NORMAL LF ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.,;:'''""!?)

META CONDENSED BOOK LF ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $%&(.,;:'''""!?)

HEADLINE TEXT

For headlines and subheads across collateral types and media (when the type will appear in all caps), the standards are:

• Meta Normal Roman LF style (that is, a "cap-locked" version of Meta Normal vs. the actual "Meta Normal Roman Caps" family font).

• For unusual cap and lowercase terms (such as VMware) and/or compound product names (like EMC RecoverPoint), use the small-cap character style within the EMC collateral template. For example: VMWARE, EMC RECOVERPOINT.

• One exception to look for is "EMC CLARiiON," which, due to its inherent brand equity, should be treated with the lowercase "ii" instead of defaulting to small caps.

BODY COPY

EMC generally employs 10 point body copy with 14 points of leading on a six-column grid. Copy should be set in Meta Book Condensed LF Roman face.

• When emphasizing areas within body copy, italicized or boldface type should be used in place of underscoring or all capital letters.

• Care should be taken to avoid "widows," or large spaces at the end of lines.

COLLATERAL TEMPLATES

EMC graphic style

Photographic imagery—Simple, yet dynamic photography is a major component of the EMC brand identity. Note that all photos are treated in grayscale—with a quick fade to white on the edge that aligns with the headline.

White space—As communicators, you know that the way you present information is most often as important as the information itself. The liberal, thoughtful use of white space promotes simplicity and visual rhythm. It also helps readers to more easily navigate and absorb key messages and value propositions.

Illustrations, charts, and graphs—Keep graphics clean and simple while adhering to general EMC standards for style, color, and typography. When reproducing UI grabs, for example, be sure to key in on the main feature/benefit that differentiates the EMC product—visually and figuratively. And always include a brief, direct caption that reiterates the value proposition you're illustrating.

Here you'll find guidelines and specifications for producing marketing communications including several collateral types, as well as advertisements and online banners, demand-generation e-mails, and more.

EMC.COM PROMOTIONAL COLLATERAL TYPES

The following list contains the promotional collateral types/categories that may be posted as PDF files on EMC.com. These are approved by the EMC.com web team for tagging with the appropriate meta data.

- Analyst Report
- Announcement Overview/Summary
- Annual Report
- Brochure
- Catalog
- Comparison Chart
- Customer Profile
- Customer Spotlight
- Data Sheet
- Data Sheet—Partner Co-branded
- EMC Perspective
- Industry Overview/Profile
- Magazine
- Newsletter
- Pocket Guide or Card
- Product Description Guide
- Service Overview
- Solution Overview
- Solution Overview—Partner Co-branded
- Specification Sheet
- Warranty/Maintenance/Use Rights
- White Paper

EMC voice and writing style

Voice—Our collective voice brings the EMC brand personality to life in a way that's clear, concise, and accessible. Write as if you're having a personal conversation with your customer or prospect. Use the word "you" to address the reader as much as possible. Avoid jargon, use the active voice, and directly address the needs of your target audience.

Writing for a global audience—Consider that every word you write to promote EMC products, services, and solutions is likely to be translated. It's another good reason to write simply, briefly, and to the point. Avoid idioms, clichés, and cultural references. Usage makes translation difficult, if not impossible—and more costly. Also consider copy length. German, for example, can expand by up to 50 percent. For questions about any globalization issues, contact Annya Sedakova-Bertram of the Global Program Office (GPO).

Writing for EMC.com—For templates and guidance when preparing web content, contact the EMC.com business management team or the EMC.com production team.

Editorial templates—Need help writing copy that conforms to best practices, communicates clearly, and aligns with design templates? On the Brand & Creative Development wiki you'll find a series of instructional Microsoft Word templates for the most common collateral types. Templates include writing tips, character counts, and organizational guidelines for improved quality and streamlined production. Enter text into the fields provided (main value proposition, heads, overview and body copy, etc.) and submit via MRM when complete.

EMC Writing Guide—For a comprehensive, EMC and industry-specific resource to help you write more clearly, consistently, and effectively, see the EMC Writing Guide. Download it now from the Brand & Creative Development wiki. See the link at the bottom of the right column on the landing page.

For most types of collateral, you'll notice that the design is built upon a six-column grid structure. Note that the main headline crosses four columns. The left two columns contain an overview box, other sidebar information, an image, or possibly a partner or program logo. And the right four columns include body copy, bulleted lists, illustrations, or UI interface grabs. See examples below.

Contact the EMC Brand & Creative Development team for collateral and advertising design templates. Note: all advertising requests must be routed through either Kim Chrystie or Dawn Rodrigues.

STANDARD GRID
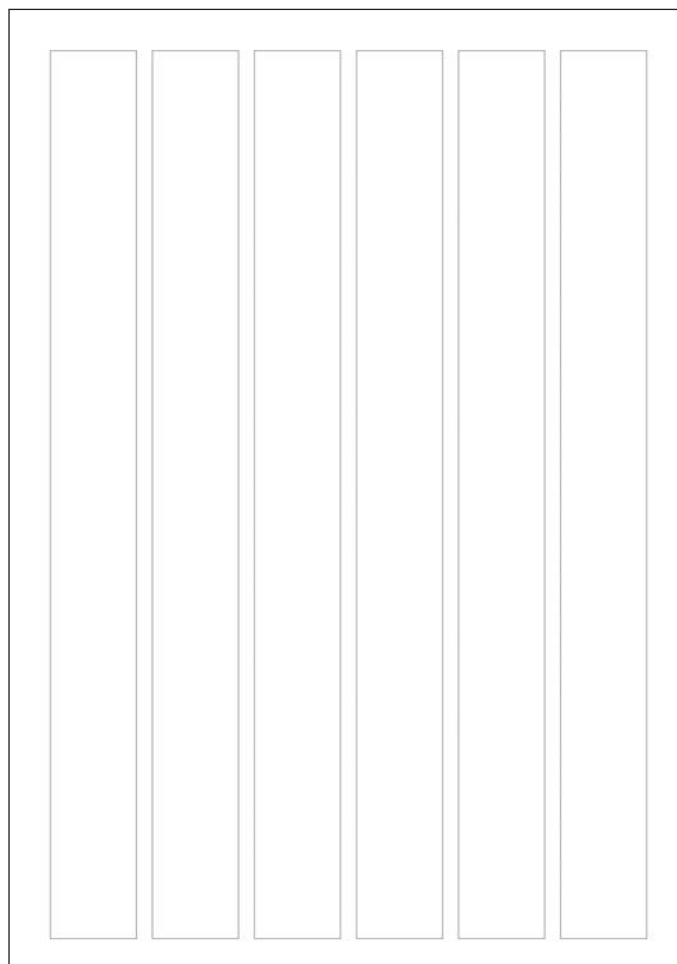
Standard EMC six-column grid

STANDARD COLLATERAL: TYPE SPECIFICATIONS—FRONT

USE FOR DATA SHEETS, SERVICE OVERVIEWS, AND SOLUTION OVERVIEWS

1 **Title**
27/31 Meta Normal LF
Flush left, ALL CAPS, EMC blue (73c 31m),
0.2778" paragraph space after, tracking −10,
maximum of 3 lines, 5 columns wide

2 **Subtitle**
21/24 Meta Normal LF
Flush left, 60% black, tracking −5,
maximum of 2 lines, 5 columns wide

3 **Body Copy**
10/14 Meta Cond Book LF
Flush left, 100% black, 0.0903" paragraph
space after, tracking 0 (up to +5 if needed)

4 **Body Headline A**
14/18 Meta Medium LF
Flush left, ALL CAPS, EMC blue (73c 31m),
0.0833" paragraph space before, 0.0139"
paragraph space after, tracking 0

5 **Body Headline B**
12/16 Meta Medium LF
Flush left, ALL CAPS, 100% black, 0.0556"
paragraph space before, 0.0208" paragraph
space after, tracking 0

6 **Body Headline C**
10/14 Meta Medium LF
Flush left, ALL CAPS, 100% black, 0.0694"
paragraph space before, 0.0139 " paragraph
space after, tracking 0

7 **Essentials**
14/18 Meta Medium LF
Flush left, ALL CAPS, EMC blue (73c 31m),
0.0972" paragraph space before
0.0556" paragraph space after, tracking 0

8 **Sidebar Bold A**
9/12 Meta Cond Bold LF
Flush left, 60% black, 0.0417" paragraph
space before and after, tracking 0

9 **Sidebar/Caption**
9/12 Meta Cond Book LF
Flush left, 60% black, 0.0556" paragraph
space after, tracking 0

10 **Sidebar/Caption Bullet**
9/12 Meta Cond Book LF
Flush left, 60% black, indent text 0.09",
bullets hang outside left margin −0.09",
0.0556" paragraph space after, tracking 0

Sidebars can also be set in EMC blue (73c 31m)
on white background (not including Essentials
and Contact Us)

11 **Sidebar Gray Box**
5% black, Inset text 0.125" all sides,
2 column width

SOLUTION OVERVIEW TITLE SET ON A
1 MAXIMUM OF THREE LINES NO MORE
THAN 100 CHARACTERS

2 Subtitle set on a maximum of two lines no more
than 70 characters in length

11

7 ESSENTIALS

8 Sidebar caption 32 characters per line xer
ilatue dolor sum bing estin eu feu faci

9 Sidebar caption 34 characters per line solo
borem fua um vulla feisci eros autpat

• Sidebar bullet 32 characters per line
summy nostie do conulla atet

10 • Tet ipsusto dolorem conulla atet ipsusto
quisi eum esecte solo borem ex

4 HEADLINE A REPTA ATET EOSTO QUOD MAGNIM
Dollorro officab orend erfera dolecea nimin vendae incipsum etur mod modi alit maistibus nonectur, conem harum essit harum ipid molorpor as expelia imporerum eum quia nis qui tem et voluptam es a nat reprepero blaut rerem aut quiditae. Videlicatum reptaspercia in orrumendit od ma namet as que velicti ossimolorpos qui siminvrnate porum faces et que

3 saped magnis et laborist, sus eniat odis sum eaquam sa quibus, ini aut landae. Aruptia quides adit ibus repti utaquam rerern atatur aut offictur, sus odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re csciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia dolutae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis.
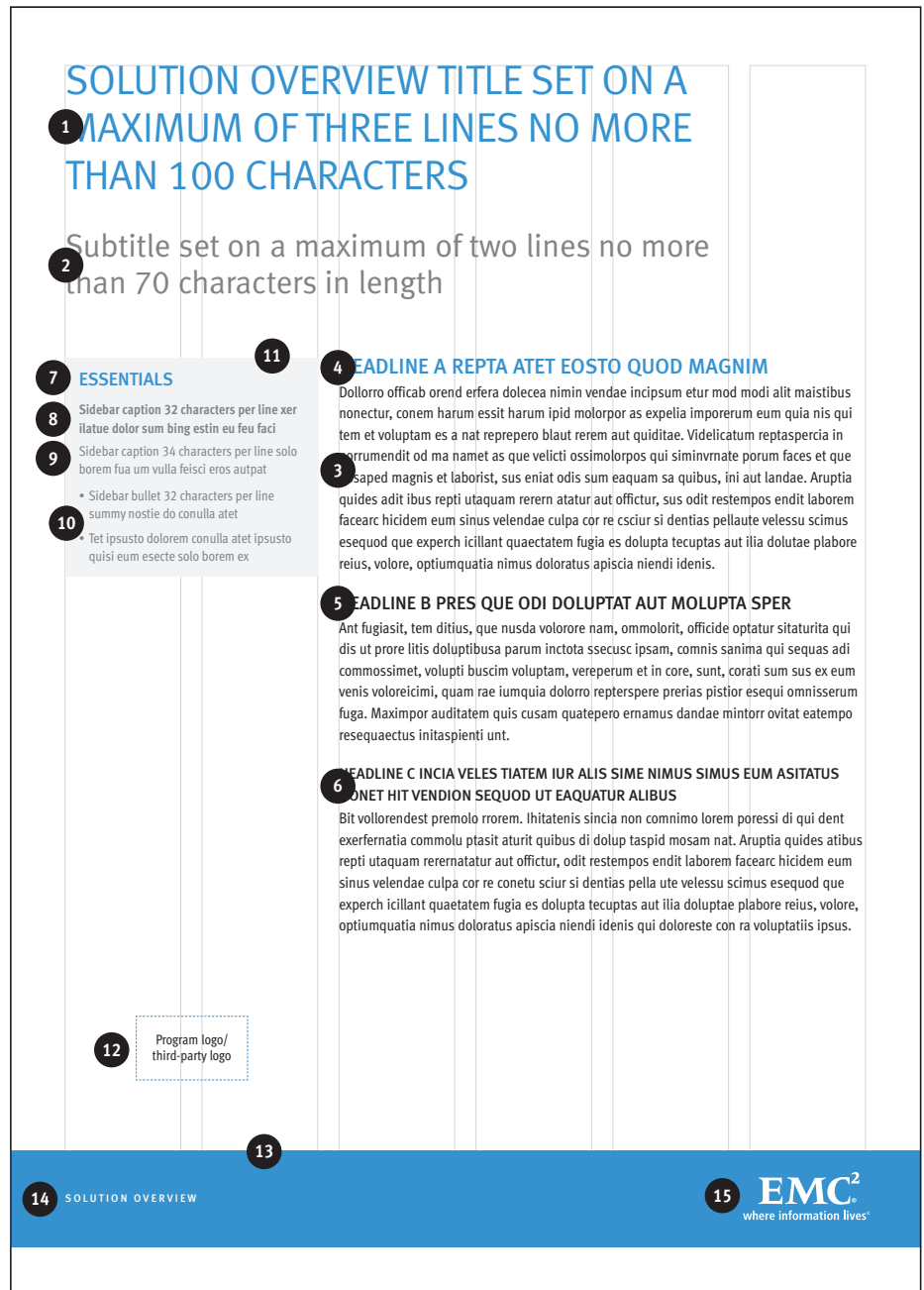
5 HEADLINE B PRES QUE ODI DOLUPTAT AUT MOLUPTA SPER
Ant fugiasit, tem ditius, que nusda volorore nam, ommolorit, officide optatur sitaturita qui dis ut prore litis doluptibusa parum inctota ssecusc ipsam, comnis sanima qui sequas adi commossimet, volupti buscim voluptam, vereperum et in core, sunt, corati sum sus ex eum venis voloreicimi, quam rae iumquia dolorro repterspere prerias pistior esequi omnisserum fuga. Maximpor auditatem quis cusam quatepero ernamus dandae mintorr ovitat eatempo resequaectus initaspienti unt.

6 HEADLINE C INCIA VELES TIATEM IUR ALIS SIME NIMUS SIMUS EUM ASITATUS CONET HIT VENDION SEQUOD UT EAQUATUR ALIBUS
Bit vollorendest premolo rrorem. Ihitatenis sincia non comnino lorem poressi di qui dent exerfernatia commolu ptasit aturit quibus di dolup taspid mosam nat. Aruptia quides atibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetu sciur si dentias pella ute velessu scimus esequod que experch icillant quaetatem fugia es dolupta tecuptas aut ilia doluptae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis qui doloreste con ra voluptatiis ipsus.

12 Program logo/
third-party logo

13

14 SOLUTION OVERVIEW

15 EMC²
where information lives®

---

12 **Program or Third-Party Logo**
Place 0.5" above blue bar, align left or center
within first 2 grid columns, size no larger than
EMC logo

13 **Blue Bar**
0.9179" high, Bleeds left and right sides

14 **Category Title**
7/8 Meta Medium LF
Align 0.5" from left edge, White, tracking 200,
center vertically within blue bar

15 **EMC Logo**
Use "EMC-tag-white-1.eps" file at 120%,
center vertically within blue bar, align right
0.5" from right margin
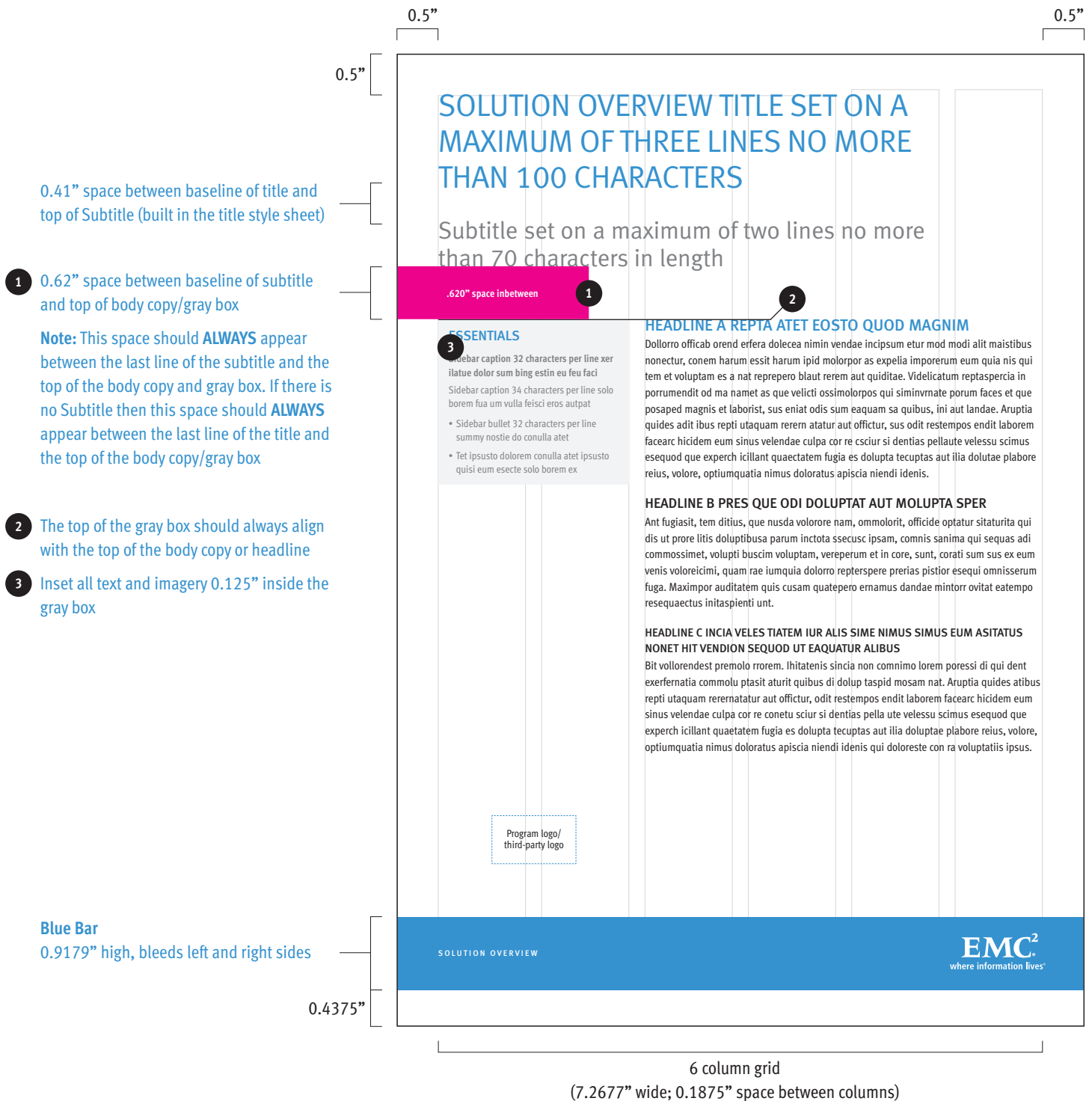
STANDARD COLLATERAL: TYPE SPECIFICATIONS—BACK

USE FOR DATA SHEETS, SERVICE OVERVIEWS, AND SOLUTION OVERVIEWS

1 **Contact Us**
12/16 Meta Medium LF
Flush left, ALL CAPS, EMC blue (73c 31m),
0.0556" paragraph space after, tracking 0

2 **Sidebar/Caption**
9/12 Meta Cond Book LF
Flush left, 60% black, 0.0556" paragraph
space after, tracking 0

3 **Sidebar Gray Box**
5% black, Inset text 0.125" all sides,
2 column width

4 **Trademarks**
7/9 Meta Cond Book LF
Flush left, 60% black, 0.0625" paragraph space
after, No hyphens, tracking −2

5 **Company Name**
7/10 Meta Bold LF
Flush left, Set on one line, tracking +50

6 **Address**
7/10 Meta Medium LF
Flush left, 0.5 pt baseline shift, align complete
address vertically inside blue bar, tracking +40

If a second address is needed, place flush left
within third column, vertically align with
corporate address

7 **EMC Logo**
Use "EMC-tag-white-1.eps" file at 120%,
align vertically within blue bar, align right
0.5" from right margin

HEADLINE A PISCIUS ET EVENIM REPTA ATET EOSTO

Dollorro officab orenderfera dolecea niminvendae cus ut incipsum etur mod modi alit magnistibus nonectur, conem harum essit harum ipid molorpor as expelia imporerum eum quia nis qui tem et voluptam es a nat reprepero blaut rerem aut quiditae. Videlicatum reptaspercia in porrumendit od ma namet as que velicti ossimolorpos qui siminvernate porum faces et que posaped magnis et laborist, sus eniat odis sum eaquam sa quibus, inis aut landae. Aruptia quides aditibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetusciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia doluptae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis qui doloreste con ra voluptatiis ipsus.

HEADLINE B NULLORE SANDIS PRES QUE ODI DOLUPTAT AUT

Ant fugiasit, tem ditius, que nusda volorpore nam, ommolorit, officide optatur sitaturita qui dis ut prore litis doluptibusa parum inctota ssecusc ipsam, comnis sanima qui sequas adi commossimet, volupti buscim voluptam, vereperum et in core, sunt, corati sum sus ex eum venis voloreicimi, quam rae iumquia dolorro reptaerspere prerias pistior esequi omnisserum fuga. Maximpor auditatem quis cusam quatempero ernamus dandae mintorr ovitat eatempo resequaectus initaspienti unt.

HEADLINE C ELIBUSAE VELEST IATEM IUR ALIS SIME NIMUS SIM ASPED ITATUS NONET HIT VENDION SEQUOD UT EAQUATUR ALIBUS

Bit vollorendest premolo rrorem. Ihitatenis sincia non comnino loremporessi di qui dent exerfernatia commolu ptasitaturit quibus di doluptaspid mosam nat. Aruptia quides aditibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetusciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia.

1 **CONTACT US**
To learn more about how EMC products, services, and solutions help solve your business and IT challenges contact your local representative or authorized reseller—or visit us at www.EMC.com

EMC Corporation
Hopkinton, Massachusetts 01748-9103
1-508-435-1000 In North America 1-866-464-7381
www.EMC.com

EMC Corporation
Hopkinton, Massachusetts 01748-9103
1-508-435-1000 In North America 1-866-464-7381
www.EMC.com

EMC²
where information lives®

STANDARD COLLATERAL: LAYOUT SPECIFICATIONS—FRONT

0.5"

0.5"

0.5"

0.41" space between baseline of title and top of Subtitle (built in the title style sheet)

1 0.62" space between baseline of subtitle and top of body copy/gray box

Note: This space should **ALWAYS** appear between the last line of the subtitle and the top of the body copy and gray box. If there is no Subtitle then this space should **ALWAYS** appear between the last line of the title and the top of the body copy/gray box

2 The top of the gray box should always align with the top of the body copy or headline

3 Inset all text and imagery 0.125" inside the gray box

Blue Bar
0.9179" high, bleeds left and right sides

0.4375"

SOLUTION OVERVIEW TITLE SET ON A MAXIMUM OF THREE LINES NO MORE THAN 100 CHARACTERS

Subtitle set on a maximum of two lines no more than 70 characters in length

.620" space inbetween **1**

2

3 **ESSENTIALS**

Sidebar caption 32 characters per line xer ilatue dolor sum bing estin eu feu faci

Sidebar caption 34 characters per line solo borem fua um vulla feisci eros autpat

• Sidebar bullet 32 characters per line summy nostie do conulla atet

• Tet ipsusto dolorem conulla atet ipsusto quisi eum esecte solo borem ex

Program logo/ third-party logo

HEADLINE A REPTA ATET EOSTO QUOD MAGNIM

Dollorro officab orend erfera dolecea nimin vendae incipsum etur mod modi alit maistibus nonectur, conem harum essit harum ipid molorpor as expelia imporerum eum quia nis qui tem et voluptam es a nat reprepero blaut rerem aut quiditae. Videlicatum reptaspercia in porrumendit od ma namet as que velicti ossimolorpos qui siminvrnate porum faces et que posaped magnis et laborist, sus eniat odis sum eaquam sa quibus, ini aut landae. Aruptia quides adit ibus repti utaquam rerern atatur aut offictur, sus odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re csciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia dolutae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis.

HEADLINE B PRES QUE ODI DOLUPTAT AUT MOLUPTA SPER

Ant fugiasit, tem ditius, que nusda volorore nam, ommolorit, officide optatur sitaturita qui dis ut prore litis doluptibusa parum inctota ssecusc ipsam, comnis sanima qui sequas adi commossimet, volupti buscim voluptam, vereperum et in core, sunt, corati sum sus ex eum venis voloreicimi, quam rae iumquia dolorro repterspere prerias pistior esequi omnisserum fuga. Maximpor auditatem quis cusam quatepero ernamus dandae mintorr ovitat eatempo resequaectus initaspienti unt.

HEADLINE C INCIA VELES TIATEM IUR ALIS SIME NIMUS SIMUS EUM ASITATUS NONET HIT VENDION SEQUOD UT EAQUATUR ALIBUS

Bit vollorendest premolo rrorem. Ihitatenis sincia non comnimo lorem poressi di qui dent exerfernatia commolu ptasit aturit quibus di dolup taspid mosam nat. Aruptia quides atibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetu sciur si dentias pella ute velessu scimus esequod que experch icillant quaetatem fugia es dolupta tecuptas aut ilia doluptae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis qui doloreste con ra voluptatiis ipsus.

SOLUTION OVERVIEW

EMC²
where information lives®

6 column grid
(7.2677" wide; 0.1875" space between columns)

STANDARD COLLATERAL: LAYOUT SPECIFICATIONS—BACK

0.5"   0.5"

0.5"

HEADLINE A PISCIUS ET EVENIM REPTA ATET EOSTO

Dollorro officab orenderfera dolecea niminvendae cus ut incipsum etur mod modi alit magnistibus nonectur, conem harum essit harum ipid molorpor as expelia imporerum eum quia nis qui tem et voluptam es a nat reprepero blaut rerem aut quiditae. Videlicatum reptaspercia in porrumendit od ma namet as que velicti ossimolorpos qui siminvernate porum faces et que posaped magnis et laborist, sus eniat odis sum eaquam sa quibus, inis aut landae. Aruptia quides aditibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetusciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia doluptae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis qui doloreste con ra voluptatiis ipsus.

HEADLINE B NULLORE SANDIS PRES QUE ODI DOLUPTAT AUT

Ant fugiasit, tem ditius, que nusda volorpore nam, ommolorit, officide optatur sitaturita qui dis ut prore litis doluptibusa parum inctota ssecusc ipsam, comnis sanima qui sequas adi commossimet, volupti buscim voluptam, vereperum et in core, sunt, corati sum sus ex eum venis voloreicimi, quam rae iumquia dolorro reptaerspere prerias pistior esequi omnisserum fuga. Maximpor auditatem quis cusam quatempero ernamus dandae mintorr ovitat eatempo resequaectus initaspienti unt.

HEADLINE C ELIBUSAE VELEST IATEM IUR ALIS SIME NIMUS SIM ASPED ITATUS NONET HIT VENDION SEQUOD UT EAQUATUR ALIBUS

Bit vollorendest premolo rrorem. Ihitatenis sincia non comnimo loremporessi di qui dent exerfernatia commolu ptasitaturit quibus di doluptaspid mosam nat. Aruptia quides aditibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetusciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia.

Contact Us/Gray Box
Position top of gray box 1"
from top of blue bar, 2 columns
wide, place in left 2 columns

CONTACT US

To learn more about how EMC products, services, and solutions help solve your business and IT challenges contact your local representative or authorized reseller—or visit us at www.EMC.com

Trademarks
0.2422" between top of blue bar
and last line of trademarks (bottom
alignment), 4 columns wide

EMC Corporation
Hopkinton, Massachusetts 01748-9103
1-508-435-1000 In North America 1-866-464-7381
www.EMC.com

EMC²
where information lives®

.4375"

6 column grid
(7.2677" wide; 0.1875" space between columns)

SPECIFICATION SHEET: TYPE AND LAYOUT SPECIFICATIONS

1 Title
27/31 Meta Normal LF
Flush left, ALL CAPS, EMC blue (73c 31m),
0.2778" paragraph space after, tracking –10,
maximum of 3 lines, 5 columns wide

2 Subtitle
21/24 Meta Normal LF
Flush left, 60% black, tracking –5,
maximum of 2 lines, 5 columns wide

3 Spec Sheet 1st Paragraph
10/14 Meta Cond Book LF
Flush left, 100% black, 0.0903" paragraph
space after, tracking 0 (up to +5 if needed)

4 Specification Main Head
18/22 Meta Normal LF
Flush left, 60% Black, 0.0903" space before,
tracking +5

5 Spec Sheet Head A
12/14 Meta Medium LF
Flush left, ALL CAPS, EMC blue (73c 31m),
tracking +10, 0.0972" paragraph space before,
0.0417" paragraph space after, 0.5 point rule
offset 0.1667" above, rule 40% black,
4 columns wide

6 Spec Sheet Head B
11/14 Meta Medium LF
Flush left, ALL CAPS, 100% black, tracking +10,
0.0694" paragraph space before, 0.0278"
paragraph space after, 0.5 point rule offset
0.1667" above, rule 40% black, 4 columns wide

7 Spec Sheet Head C
14/18 Meta Medium LF
Flush left, ALL CAPS, 100% black,
0.0417" paragraph space before, tracking 0

8 Spec Sheet Body Copy
9/12 Meta Cond Book LF
Flush left, 100% black, 0.0833" paragraph space
after, tracking 0

9 Spec Sheet Body Copy Bullets
9/12 Meta Cond Book LF
Flush left, 100% black, 0.0764" paragraph space
after, text indents 0.09", bullets hang left 0.09",
tracking 0

10 Product Placement
Center products within 2 left columns, align top
of product with top of body copy (0.62" from
bottom of last title or subtitle line)

11 Program or Third-Party logo
Place 0.5" above blue bar, center within first two
grid columns, size no larger than EMC logo

---

1 SPECIFICATION SHEET TITLE SET WITH UP TO 100 CHARACTERS

2 Subtitle set on a maximum of two lines no more than 70 characters in length

.620" space inbetween

3 Body copy et rate rerit omnihit faciatquia et int as uta debitiunt harchil luptam quis evenia is qui non nonet volo modionsequi od eaque porro toriandi aut incium voluptus voluptiut erovidi dolo tem delent dolup taquo cum volupic testis aut alit, odis sundae labore, et autem eicil exceatist intem vendae nus as illabor erehenit quiae vellaccus coruptio. Anihit voluptur, conse pro quissit, sequae nos voluptae eate denit, omniendunt miliata.

4 Specifications

5 8 HEADLINE A REPTA ACEPERRO OD EXERIO
Minvellupta doluptas seremoluptia quame sum est, serit rehende assit volupiberorro maio ducill andae dolut optiis ipit, que volorias ut la sit fuga. Consed qui doluptur rem sequian dipsant voloreh enimus quam sapero odiam et lab iditia dolorias ipsandi gendeni velenditatia sus

9
• eumqui dolorro reprerum repernate numqui cus quis mi
• suntorum que im utas dolum nus mi, corem. Itatem facerciam, arum
• que etur apidend erchilla volest, estrum re im qui occaerc hitaerferio quibusae
  – cum quissi dollaceatium fugit aut ut ut ipsandent
  – t volupta ducius mo escias debitiate plabor rerum fuga

6 HEADLINE B QUIA ID MOLEST OMNIS AM RE REPTA ACEPERRO
Dolorro reprerum repernate numqui cus quisi

Sant	Laud	Coris
Tuo moed porpoem	rerum ipictctiae	prerchi lignam
Dis is doluptae eos	Corrum dolupta nis	Coris essimol oriorro
Gides rae neceaqu	Atemue et omnien	Dandm essunt veles
Gue omnimin veriae	peditem on explatq	uistiaeritin nectectur
Sum et aut et	Minum expliquatur	Is etur dolupta

7 Headline C tatibu santiur aut perfererum quassus doluptat ersperu
• mquodi dit lis dolupttest voluptas dolupti dipsapelliam si
• opta doluptatecto odipis quos sant la porem estis accus
• veriatu riatat everum ad moluptatium sitat fugalmus

11 Program logo/
third-party logo

SPECIFICATION SHEET

EMC²
where information lives®

CUSTOMER PROFILE: LAYOUT SPECIFICATIONS—FRONT

1 Inline Graphic
Inset graphic 0.125" left, right, and top sides,
Space under graphic is built into the Essentials
style sheet

2 Essentials
12/16 Meta Medium LF
Flush left, ALL CAPS, EMC blue (73c 31m),
0.0972" space above, 0.0556" paragraph space
after, tracking 0

3 Sidebar Bold A
9/12 Meta Cond Bold LF
Flush left, 60% black, 0.0556" paragraph
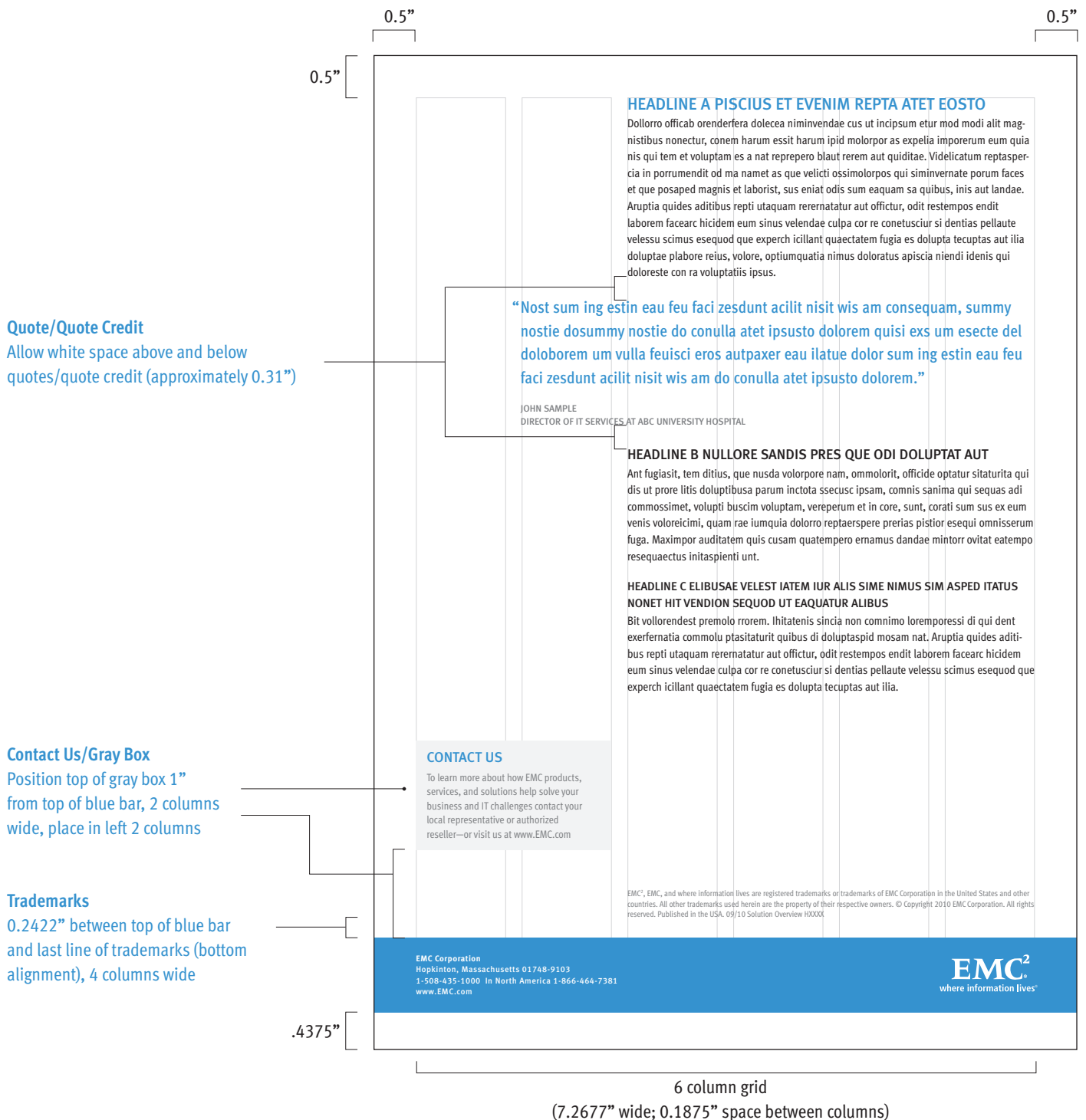space after, tracking 0

4 Sidebar/Caption Bullet
9/12 Meta Cond Book LF
Flush left, 60% black, indent text 0.09",
bullets hang outside left margin −0.09", 0.0417"
paragraph space before + after, tracking 0

CUSTOMER PROFILE TITLE SET ON A MAXIMUM OF THREE LINES NO MORE THAN 100 CHARACTERS

Subtitle set on a maximum of two lines no more than 70 characters in length

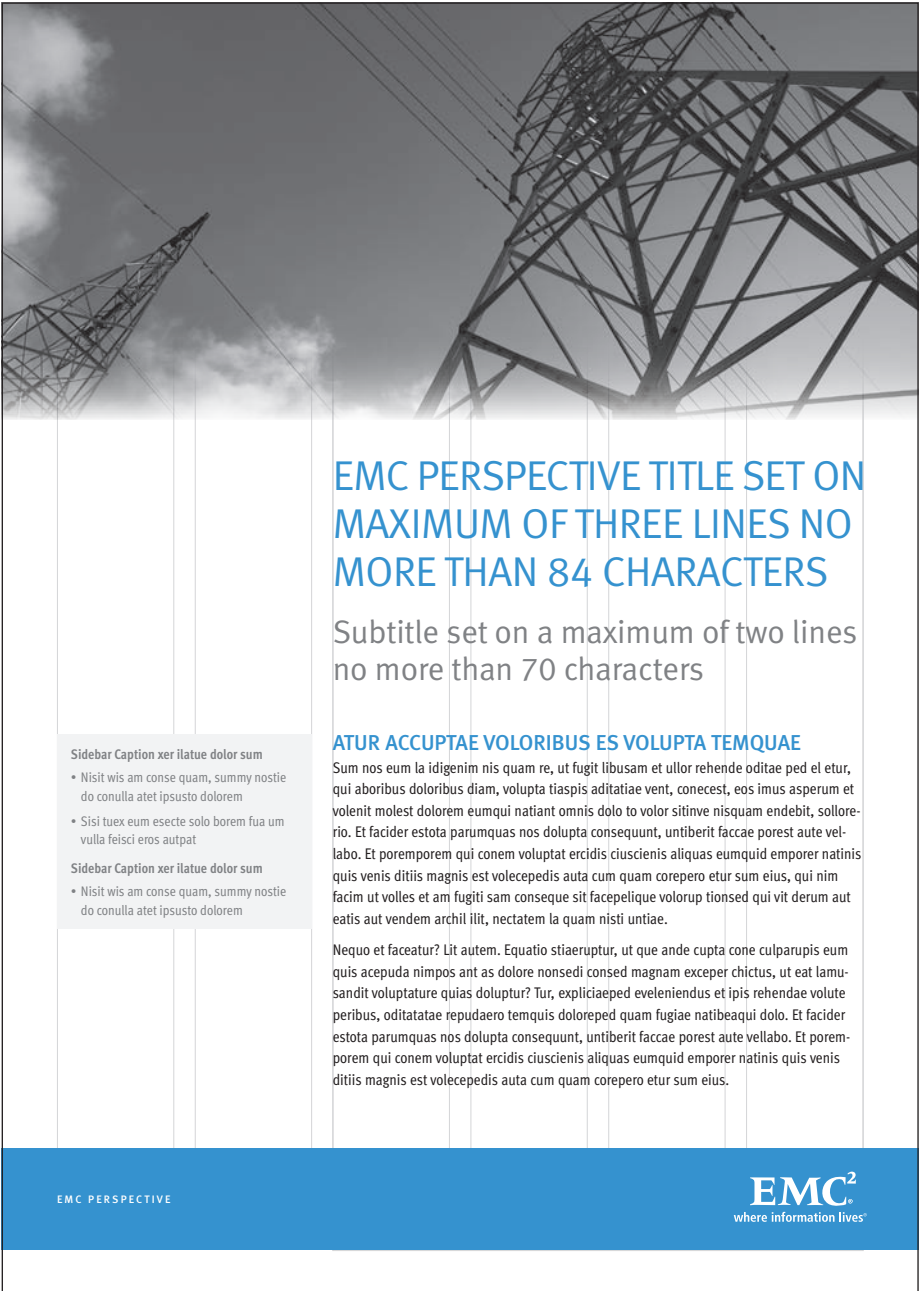### HEADLINE A REPTA ATET EOSTO QUOD MAGNIM

Dollorro officab orend erfera dolecea nimin vendae incipsum etur mod modi alit maistibus nonectur, conem harum essit harum ipid molorpor as expelia imporerum eum quia nis qui tem et voluptam es a nat reprepero blaut rerem aut quiditae. Videlicatum reptaspercia in porrumendit od ma namet as que velicti ossimolorpos qui siminvrnate porum faces et que posaped magnis et laborist, sus eniat odis sum eaquam sa quibus, ini aut landae. Aruptia quides adit ibus repti utaquam rerern atatur aut offictur, sus odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re csciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia dolutae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis.

HEADLINE B PRES QUE ODI DOLUPTAT AUT MOLUPTA SPER

Ant fugiasit, tem ditius, que nusda volorore nam, ommolorit, officide optatur sitaturita qui dis ut prore litis doluptibusa parum inctota ssecusc ipsam, comnis sanima qui sequas adi commossimet, volupti buscim voluptam, vereperum et in core, sunt, corati sum sus ex eum venis voloreicimi, quam rae iumquia dolorro repterspere prerias pistior esequi omnisserum fuga. Maximpor auditatem quis cusam quatepero ernamus dandae mintorr ovitat eatempo resequaectus initaspienti unt.

HEADLINE C INCIA VELES TIATEM IUR ALIS SIME NIMUS SIMUS EUM ASITATUS NONET HIT VENDION SEQUOD UT EAQUATUR ALIBUS

Bit vollorendest premolo rrorem. Ihitatenis sincia non comnimo lorem poressi di qui dent exerfernatia commolu ptasit aturit quibus di dolup taspid mosam nat. Aruptia quides atibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetu sciur si dentias pella ute velessu scimus esequod que experch icillant quaetatem fugia es dolupta tecuptas aut ilia doluptae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis qui doloreste con ra voluptatiis ipsus.

ESSENTIALS

Challenges
• Consolidate and centralize operations within a single data center to improve

Solutions
• EMC Consulting including: Business Impact Analysis, Migration Discovery

Key benefits
• The ability to drive an even greater level of reliability, both in terms of the services

SOLUTION OVERVIEW

EMC²
where information lives®

CUSTOMER PROFILE: LAYOUT SPECIFICATIONS—BACK

0.5"

0.5"

0.5"

HEADLINE A PISCIUS ET EVENIM REPTA ATET EOSTO

Dollorro officab orenderfera dolecea niminvendae cus ut incipsum etur mod modi alit magnistibus nonectur, conem harum essit harum ipid molorpor as expelia imporerum eum quia nis qui tem et voluptam es a nat reprepero blaut rerem aut quiditae. Videlicatum reptaspercia in porrumendit od ma namet as que velicti ossimolorpos qui siminvernate porum faces et que posaped magnis et laborist, sus eniat odis sum eaquam sa quibus, inis aut landae. Aruptia quides aditibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetusciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia doluptae plabore reius, volore, optiumquatia nimus doloratus apiscia niendi idenis qui doloreste con ra voluptatiis ipsus.

Quote/Quote Credit
Allow white space above and below quotes/quote credit (approximately 0.31")

"Nost sum ing estin eau feu faci zesdunt acilit nisit wis am consequam, summy nostie dosummy nostie do conulla atet ipsusto dolorem quisi exs um esecte del doloborem um vulla feuisci eros autpaxer eau ilatue dolor sum ing estin eau feu faci zesdunt acilit nisit wis am do conulla atet ipsusto dolorem."

JOHN SAMPLE
DIRECTOR OF IT SERVICES AT ABC UNIVERSITY HOSPITAL

HEADLINE B NULLORE SANDIS PRES QUE ODI DOLUPTAT AUT

Ant fugiasit, tem ditius, que nusda volorpore nam, ommolorit, officide optatur sitaturita qui dis ut prore litis doluptibusa parum inctota ssecusc ipsam, comnis sanima qui sequas adi commossimet, volupti buscim voluptam, vereperum et in core, sunt, corati sum sus ex eum venis voloreicimi, quam rae iumquia dolorro reptaerspere prerias pistior esequi omnisserum fuga. Maximpor auditatem quis cusam quatempero ernamus dandae mintorr ovitat eatempo resequaectus initaspienti unt.

HEADLINE C ELIBUSAE VELEST IATEM IUR ALIS SIME NIMUS SIM ASPED ITATUS NONET HIT VENDION SEQUOD UT EAQUATUR ALIBUS

Bit vollorendest premolo rrorem. Ihitatenis sincia non comnimo loremporessi di qui dent exerfernatia commolu ptasitaturit quibus di doluptaspid mosam nat. Aruptia quides aditibus repti utaquam rerernatatur aut offictur, odit restempos endit laborem facearc hicidem eum sinus velendae culpa cor re conetusciur si dentias pellaute velessu scimus esequod que experch icillant quaectatem fugia es dolupta tecuptas aut ilia.

Contact Us/Gray Box
Position top of gray box 1"
from top of blue bar, 2 columns
wide, place in left 2 columns

CONTACT US
To learn more about how EMC products, services, and solutions help solve your business and IT challenges contact your local representative or authorized reseller—or visit us at www.EMC.com

Trademarks
0.2422" between top of blue bar and last line of trademarks (bottom alignment), 4 columns wide

EMC², EMC, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. 09/10 Solution Overview HXXXX

EMC Corporation
Hopkinton, Massachusetts 01748-9103
1-508-435-1000 In North America 1-866-464-7381
www.EMC.com

EMC²
where information lives®

.4375"

6 column grid
(7.2677" wide; 0.1875" space between columns)

EMC PERSPECTIVE: TYPE AND LAYOUT SPECIFICATIONS— LONG VERSION

3.75"

0.3875"

1 Title
27/31 Meta Normal LF
Flush left, ALL CAPS, EMC blue (73c 31m),
0.1806" paragraph space between title
and Subtitle (built in style sheet), tracking –10,
maximum of 3 lines, 4 columns wide

2 Subtitle
21/24 Meta Normal LF
Flush left, 60% black, tracking –5,
maximum of 2 lines, 4 columns wide

3 Top Image
Grayscale, 3.75" high, bleeds top 3 sides,
gradient fade at bottom of image

EMC PERSPECTIVE TITLE SET ON MAXIMUM OF THREE LINES NO MORE THAN 84 CHARACTERS

Subtitle set on a maximum of two lines no more than 70 characters

EMC PERSPECTIVE

EMC²
where information lives®

EMC PERSPECTIVE: TYPE AND LAYOUT SPECIFICATIONS— SHORT VERSION (TWO PAGES)

EMC Perspective Cover—second option
When using text on the cover of an EMC Perspective, align top of body copy and gray bar 0.3875" from baseline of title (if no subtitle) or subtitle

This option is used for two-page layouts only

EMC PERSPECTIVE TITLE SET ON MAXIMUM OF THREE LINES NO MORE THAN 84 CHARACTERS

Subtitle set on a maximum of two lines no more than 70 characters

Sidebar Caption xer ilatue dolor sum
• Nisit wis am conse quam, summy nostie do conulla atet ipsusto dolorem
• Sisi tuex eum esecte solo borem fua um vulla feisci eros autpat

Sidebar Caption xer ilatue dolor sum
• Nisit wis am conse quam, summy nostie do conulla atet ipsusto dolorem

ATUR ACCUPTAE VOLORIBUS ES VOLUPTA TEMQUAE

Sum nos eum la idigenim nis quam re, ut fugit libusam et ullor rehende oditae ped el etur, qui aboribus doloribus diam, volupta tiaspis aditatiae vent, conecest, eos imus asperum et volenit molest dolorem eumqui natiant omnis dolo to volor sitinve nisquam endebit, sollore-rio. Et facider estota parumquas nos dolupta consequunt, untiberit faccae porest aute vel-labo. Et poremporem qui conem voluptat ercidis ciuscienis aliquas eumquid emporer natinis quis venis ditiis magnis est volecepedis auta cum quam corepero etur sum eius, qui nim facim ut volles et am fugiti sam conseque sit facepelique volorup tionsed qui vit derum aut eatis aut vendem archil ilit, nectatem la quam nisti untiae.

Nequo et faceatur? Lit autem. Equatio stiaeruptur, ut que ande cupta cone culparupis eum quis acepuda nimpos ant as dolore nonsedi consed magnam exceper chictus, ut eat lamu-sandit voluptature quias doluptur? Tur, expliciaeped eveleniendus et ipis rehendae volute peribus, oditatatae repudaero temquis doloreped quam fugiae natibeaqui dolo. Et facider estota parumquas nos dolupta consequunt, untiberit faccae porest aute vellabo. Et porem-porem qui conem voluptat ercidis ciuscienis aliquas eumquid emporer natinis quis venis ditiis magnis est volecepedis auta cum quam corepero etur sum eius.

EMC PERSPECTIVE

EMC²
where information lives®

BROCHURE COVER: TYPE AND LAYOUT SPECIFICATIONS

8.125"

5

Title and Subtitle
Center between the top image and
the blue bar, flush left, 6 columns wide,
maximum of 2 lines, no more than 50
characters for both Title and Subtitle

X

EMC WORLDWIDE EXECUTIVE BRIEFING PROGRAM

1

2 Shaping the Future of Your Business

X

3

4 EMC²
where information lives®

---

1 **Title**
38/42 Meta Normal LF
Flush left, ALL CAPS, EMC blue (73c 31m),
0.1389" paragraph space after, tracking –10,
maximum of 2 lines, 6 columns wide

2 **Subtitle**
24/28 Meta Normal LF
Flush left, 60% black, tracking –5,
maximum of 1 line, 6 columns wide

3 **Blue Bar**
0.9179" high, Bleeds left and right sides

4 **EMC Logo**
Use "EMC-tag-white-1.eps" file at 120%,
center vertically within blue bar, align right
0.5" from right margin

5 **Top Image**
Grayscale, 8.125" high, bleeds top 3 sides,
gradient fade at bottom of image (see gradient
feather specifications for imagery)

GRADIENT FEATHER SPECIFICATIONS FOR IMAGES

Gradient feather effect for images
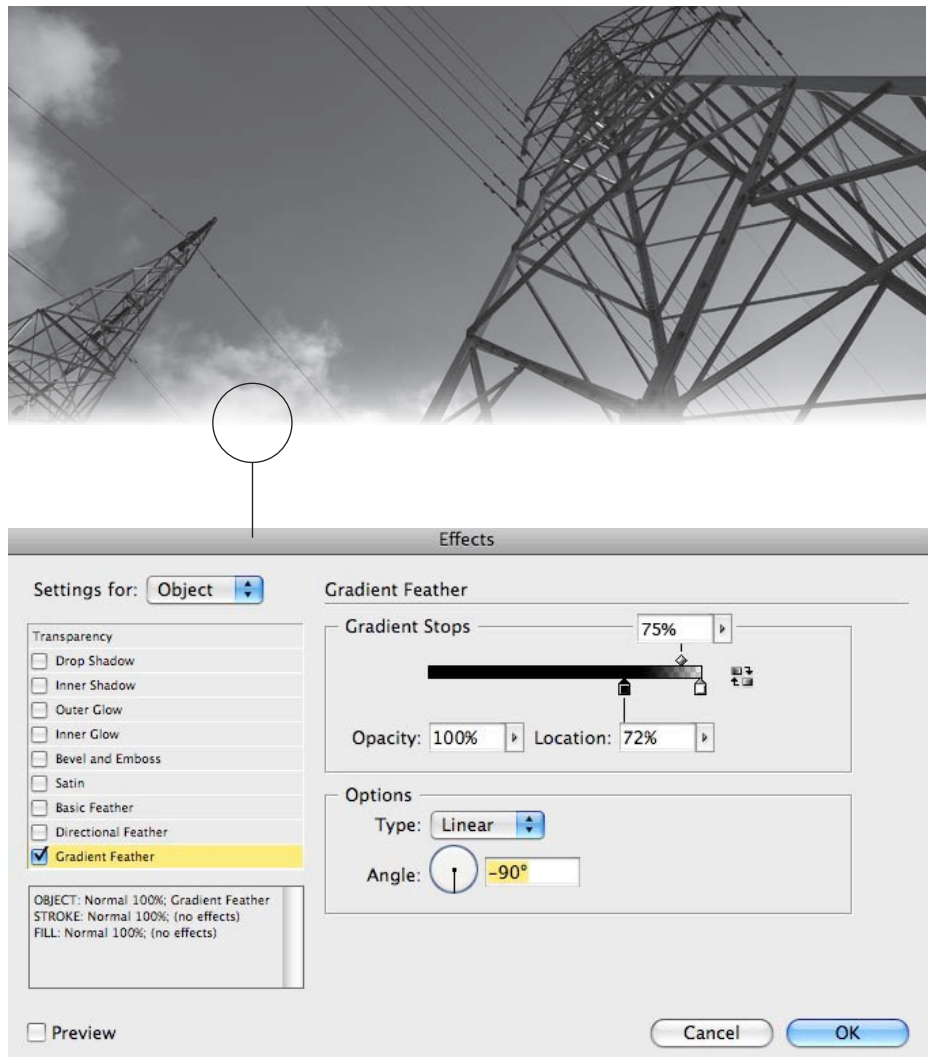
ADDITIONAL TEMPLATES

Here you'll find sample corporate PowerPoint templates, as well as a general Microsoft Word template, sample e-mail signatures, and a demand-generation e-mail template.

POWERPOINT PRESENTATIONS

Download the corporate PowerPoint presentations from the Brand & Creative Development wiki. See the second module down in the center column of the landing page.
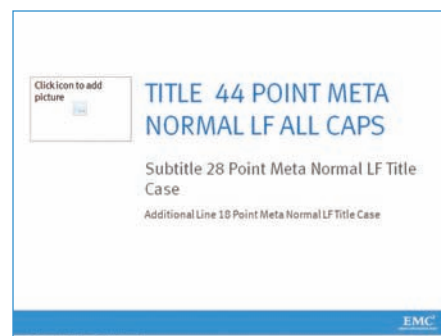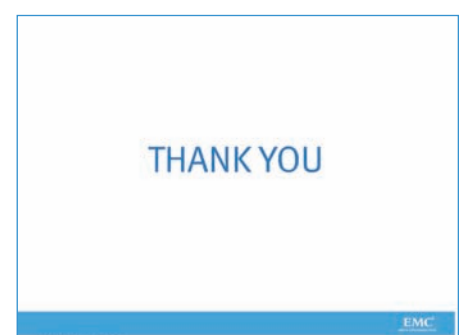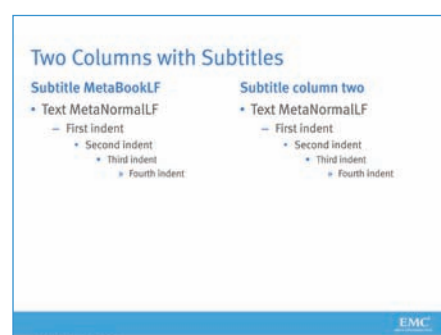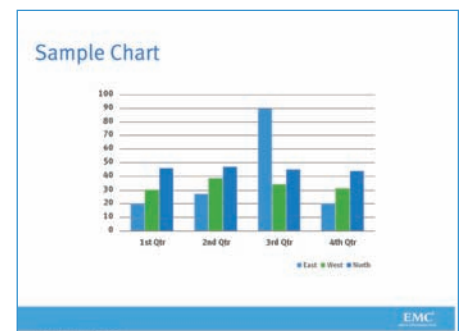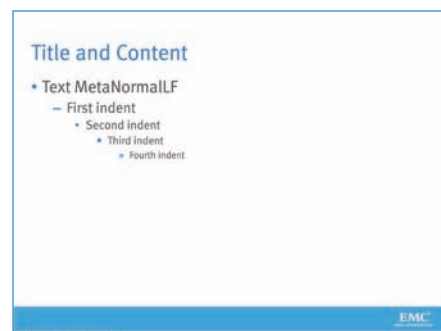
Footer for external presentations:

© Copyright 2010 EMC Corporation. All rights reserved.

Footer for internal presentations:

EMC CONFIDENTIAL—INTERNAL USE ONLY.

MICROSOFT WORD TEMPLATE

This may be used (sparingly) for a variety of communications for which there is no formal template and may be downloaded from the Brand & Creative Development wiki.

DEMAND-GENERATION E-MAIL

You can download Microsoft Word templates and copy guidelines for submitting your lead-gen piece through MRM from the EMC Brand & Creative Development wiki.

THE JOURNEY TO THE PRIVATE CLOUD CAMPAIGN

Creative review and support

If you have received approval to develop or revise any private cloud-related creative, have your creative execution drafts/comps reviewed by:

Craig Moodie
creative director
craig.moodie@EMC.com
508-249-6130

Jordan Reizes
senior director, global marketing programs
jordan.reizes@EMC.com
508-346-8736

Kim Chrystie
advertising manager
kim.chrystie@EMC.com
508-249-7819

When creative is complete, please contact:

Ian Kabat
design manager, Brand & Creative Development
to provide a set of final source files for archiving purposes
ian.kabat@EMC.com
508-249-6119

Contact for program/campaign execution questions

If you have any questions about executing customer, regional, or global private cloud programs/campaigns, contact Jordan Reizes, senior director, global marketing programs, at jordan.reizes@EMC.com.

For more information

Visit the Global Marketing Program team's EMC|One page for helpful resources and the latest on the private cloud campaign.

OVERVIEW

The "Journey to the Private Cloud" is EMC's corporate imperative and promotes our key message to the world. The creative treatments you'll find in these pages promote the private cloud initiative through consistent, clear, and recognizable executions.

You are critical to the success of this campaign. Stay on message by using approved graphics and headlines only. When we are united in this disciplined approached to communications, we build momentum for the message faster, amplify its effects on our markets, and help strengthen the EMC brand.
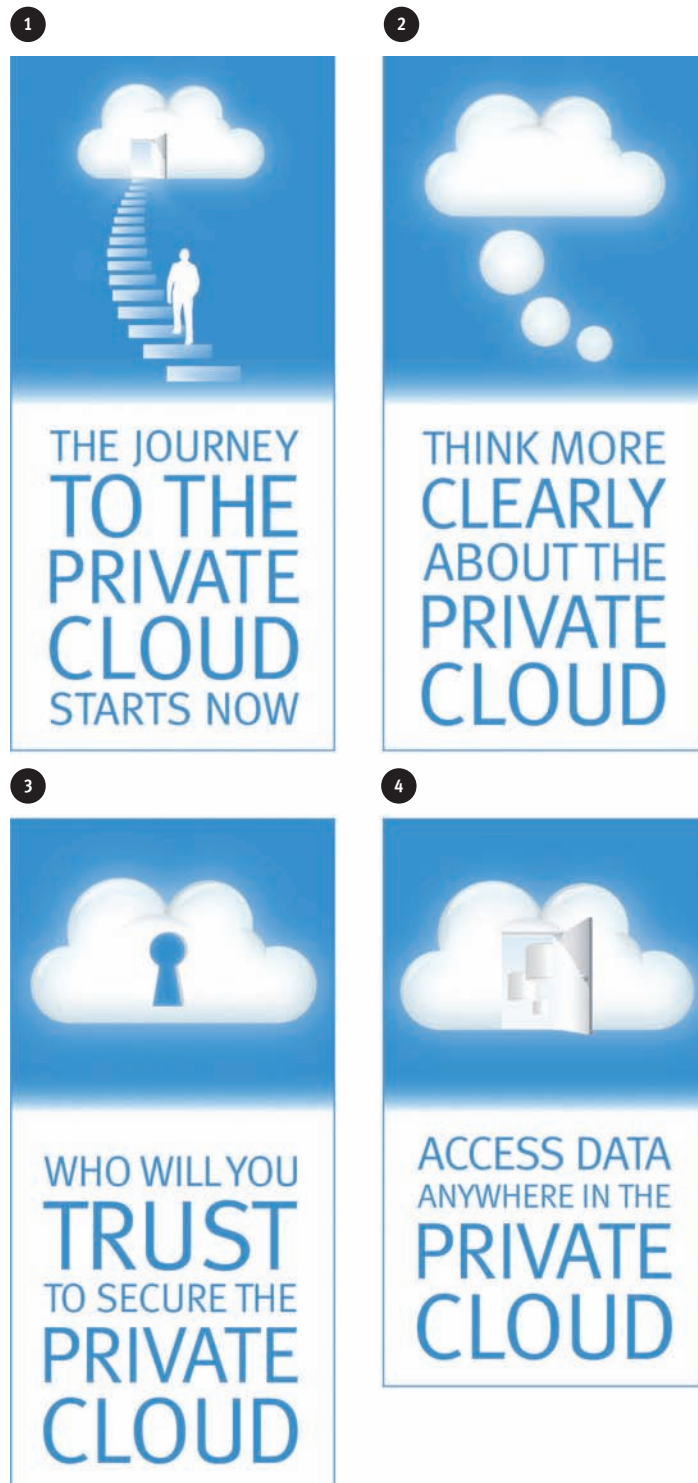
Source files for available materials may be downloaded from Campaign Builder:
• Look for "Private Cloud" campaign section
• For help gaining access to files contact Campaign Builder Support

FUNDAMENTAL CREATIVE TREATMENTS: VERTICAL ORIENTATION

Please note: The below illustrations (of vertical and horizontal treatments) are simply "lock-ups," or examples of approved graphics, main messaging copy, and general layouts. They are not finished creative—but are presented here for instructional purposes only. It's imperative that you only use creative that corresponds with the specific initiatives identified below. For example, the EMC VPLEX creative may only be used when promoting that product—and only with the corresponding messaging head and associated cloud/disk graphic.

1

THE JOURNEY
TO THE
PRIVATE
CLOUD
STARTS NOW

2

THINK MORE
CLEARLY
ABOUT THE
PRIVATE
CLOUD

3

WHO WILL YOU
TRUST
TO SECURE THE
PRIVATE
CLOUD

4

ACCESS DATA
ANYWHERE IN THE
PRIVATE
CLOUD

EMC CONFIDENTIAL

Creative restrictions

• Do not change graphics

• Do not alter or add colors

• Do not change relationship of copy to graphic

• Do not set headline in anything other than all caps

• Do not create a new cloud graphic

FUNDAMENTAL CREATIVE TREATMENTS: HORIZONTAL ORIENTATION

1 THE JOURNEY TO THE PRIVATE CLOUD STARTS NOW

2 THINK MORE CLEARLY ABOUT THE PRIVATE CLOUD

3 WHO WILL YOU TRUST TO SECURE THE PRIVATE CLOUD?

4 ACCESS DATA ANYWHERE IN THE PRIVATE CLOUD

PRINT ADVERTISING SAMPLES AND SPECIFICATIONS

1 **Image**
High-resolution 4-color process

2 **Headline**
Meta Normal LF Roman all caps

3 **Subhead**
Meta Normal LF Roman all caps

4 **Bottom Bar Image/Background**
Blue background cropped from image **1** or use proper CMYK or RGB conversions

5 **Logo and Tagline (bleed)**
Baseline of tagline sits 1.087" from top of trim, and logo is centered horizontally within the fourth column of the grid; logo width is 1.32" (tagline); logo is all white.

6 **Legal Line**
Meta Cond Book LF Roman 6/7.2 (auto) 50% black; footnote (numeral "2") is superscripted; baseline sits .42" from trim; must be below the EMC logo

CLOUD/OVERVIEW ADVERTISING SAMPLE

1 Image
High-resolution 4-color process

2 Headline
Meta Normal LF Roman all caps

3 Bottom Bar Image/Background
Blue background cropped from image **1** or use proper CMYK or RGB conversions.

4 Body Copy
Meta Book LF Roman 9/11.5. (Try to use point sizes in multiples of .5 to fit—beginning with 8 pt.—but don't go below 8 pt. on small ads.) Tracking depends on copy fitting, but should start at 0. Space after paragraph is 4 points. All white.

5 Logo and Tagline (bleed)
Baseline of tagline sits 1.087" from top of trim, and logo is centered horizontally within the fourth column of the grid; logo width is 1.32" (tagline). Logo is all white.

6 Legal Line
Meta Cond Book LF Roman 6/7.2 (auto) 50% black; footnote (numeral "2") is superscripted. Baseline sits .42" from trim. Must be below the EMC logo.

LEADERSHIP ADVERTISING SAMPLE

ONLINE BANNER AD SAMPLES AND SPECIFICATIONS

Production notes

• Use Meta font for all copy.

• All horizontal banners must have the EMC corporate logo at the lower right corner.

• For vertical banners, the corporate logo should also appear at lower right—for widths greater than 120 pixels. Otherwise the logo should be centered. (See example at far right.)

• Additional logos should appear on the left, where applicable.

• The ideal font size for the call to action is 11–14 point.
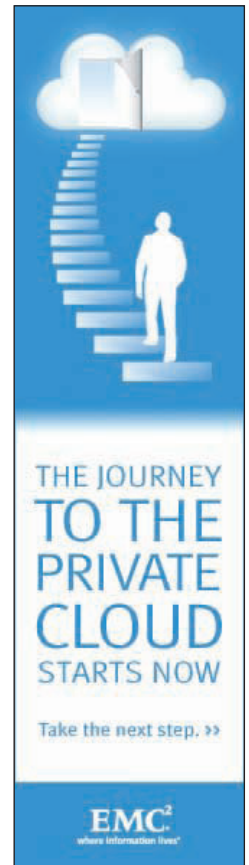
POSTERS
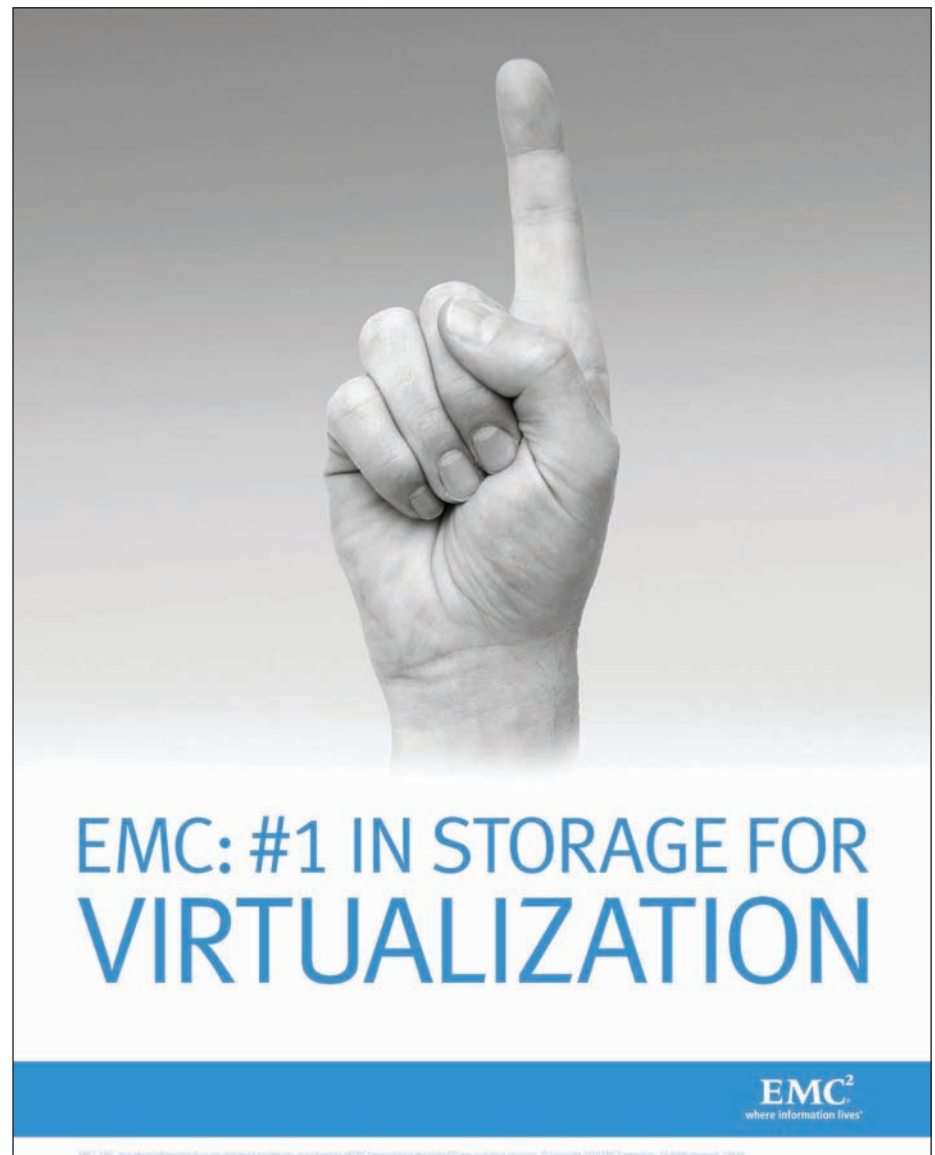
Sample poster with updated brand elements

PROGRAM MARK/LOGO USAGE GUIDELINES

These unique marks signify programs managed by EMC for participants, enabling them to share in the power of the EMC brand. Program membership may also entitle participants to certain joint marketing, training, and promotional benefits, which add value and market differentiation to their products and services.

EMC program marks may be used in conjunction with program participant logos/signatures. The program participant's company logo/signature or qualified product logo should be more prominent than the EMC program mark.

PROGRAM MARKS/LOGOS AND VARIATIONS

EMC program marks (logos) and variations are associated with several EMC and EMC-sponsored programs. They are used by EMC, our partners, customers, and other third parties to denote participation in a program or a qualification level within a particular program. Only the mark or marks appropriate to a program participant—or to one's specific qualification level within a program—may be used by that participant. See the list of current program marks below.

Sample program marks

PARTNER AND THIRD-PARTY USE OF THE EMC CORPORATE LOGO

GUIDELINES FOR USING THE EMC CORPORATE LOGO

In certain pre-approved instances, third parties, such as EMC partners or other business entities with which EMC has a business relationship, may be licensed to use the EMC name, corporate logo, and tagline signature.

In connection with such a license, the partner or third party shall use the EMC name, corporate logo, and tagline signature in accordance with the following guidelines concerning the appearance, placement, or use of the EMC name, corporate logo, and tagline signature.

THE PARTNER OR THIRD PARTY SHALL:

1. Use the EMC name, corporate logo, and tagline signature only in the exact form of the approved artwork provided by EMC;

2. Not display the EMC name, corporate logo, and tagline signature more prominently, larger than, or before the partner or third-party's company name or logo and product name or logo, wherever displayed;

3. Not refer to the partner or third-party's products in which the EMC name, corporate logo, and tagline signature are referenced as an EMC product or imply that EMC produced, endorsed, or supports the partner or third-party's products unless previously agreed to by EMC and in conformance to contractual agreements between EMC and the partner or third party;

4. Use the EMC name, corporate logo, and tagline signature independently and separately from the trade names, service marks, logos or trademarks of another company;

5. Display the partner or third-party's company name or logo wherever the EMC name, corporate logo, and tagline signature are displayed.

6. Not display the EMC name, corporate logo, and tagline signature in a manner or location disparaging to EMC;

7. Not display the EMC name, corporate logo, and tagline signature in any publication or on a website that is pornographic, violent in nature, is in poor taste or unlawful, or which has a purpose or objective of encouraging unlawful activities;

8. Not use the EMC name, corporate logo, and tagline signature as a noun, verb, in the possessive form or in the plural form;

9. Use the EMC name, corporate logo, and tagline signature as an adjective followed by generic descriptors;

10. Include the ® or ™ symbol, as appropriate, after the first or most prevalent use of the EMC name, corporate logo, and tagline signature on each page in which it appears, and attribute the EMC name, corporate logo, and tagline signature as U.S. trademarks of EMC Corporation in a legend on packaging, splashscreens, web pages, and other materials where the EMC name, corporate logo, and tagline signature appear;

11. Not include the EMC name, corporate logo, and tagline signature in the partner or third-party's company name, business name, or in the name of the partner or third-party's product, technology, services, web page, or in any manner suggesting an affiliation or endorsement by EMC of the partner or third party or their beliefs, ideas, products, technology, or services;

12. Supply EMC with suitable specimens of the partner or third-party's use of the EMC name, corporate logo, and tagline signature at any time upon reasonable notice from EMC; and

13. Comply with an EMC request to correct, remedy, or discontinue any use by the partner or third party of the EMC name, corporate logo, and tagline signature which is determined by EMC to be improper under these guidelines.

EMC PROVEN PROFESSIONAL PROGRAM LOGOS

Those who have complied with all requirements of the EMC Proven Professional Program and have signed the applicable logo licensing agreement have permission to use the appropriate level logo. Once a candidate has passed all required tests for the role and track specialties, he or she will receive system notification through CertTracker and be granted access to the marks. Questions concerning logo usage and the EMC Proven Professional Program should be directed to EMC Global Education Services.

CO-MARKETING LOGO GUIDELINES

Occasionally, EMC and one or more EMC program participants may co-market print and electronic media promotions that display both EMC's and the participant's corporate logos. These projects may be funded by EMC, the EMC program participant(s), or jointly. Final content and design approval for these projects resides with the organization providing the majority of the funding. In the case of equally funded projects, both EMC and the program participant(s) share approval authority. The guidelines covering the EMC program mark still apply regardless of the funding source. EMC reserves the right to decline participation in proposed projects.

COLOR

EMC program marks must appear in EMC blue, in white reversed out of EMC blue, or with PMS 294 blue with black. Submit requests for approval to the appropriate EMC program relationship manager or business unit.

SAFE AREA

To give EMC program marks maximum visibility, always maintain an area of clear space, the safe area, making sure that no text or imagery obstructs the mark.

SIZE

The program participant's company logo/signature or qualified product logo should be more prominent than the EMC program mark. However, the EMC program mark should appear no smaller than any other third-party mark.

PROGRAM MARK PLACEMENT

Placing the mark on the front cover of a print or web application is preferred. When possible, position EMC program marks in the bottom left corner (in the blue bar) of corporate materials. Note that the distance from the corner of the piece to the mark should always be equal to, or greater than, the mark's width.

However, if design considerations don't permit usage on front covers/pages, the mark may appear elsewhere on the piece. EMC program marks may be used in conjunction with program participant logos/signatures. If you are unclear about how EMC program marks should be used in a particular instance, contact the appropriate EMC program relationship manager.

SPLASH SCREENS AND LOGIN SCREENS

If the program participant uses any non-scrolling splash screen or login screen, the preferred position for EMC program marks is the lower right corner of the screen.

WEB-BASED APPLICATIONS

If the program participant uses any scrolling screens, the preferred position for EMC program marks is the upper right corner of the welcome (home page) screen.

WEB BANNERS

The preferred position for EMC program marks is lower left or right corner of any web banner.

ANIMATION

In the event that the mark is animated, it must retain all original proportions if scaled and must never spin, reverse, invert, warp, or be distorted in any way.

ADVERTISING

In corporate advertising, the EMC program mark is always placed in the lower left corner of the blue bar—or on the left side of the copy block.

BUSINESS CARDS

Those EMC employees, partners, and customers eligible to use certain program marks on their business cards may do so, subject to the following design guidelines:

• EMC employees may use only the appropriate EMC program logo. Alternate placement is not allowed. Questions concerning EMC program mark usage should be directed to the appropriate program office.

• For non-EMC business cards, the preferred position for EMC program marks is in the lower left corner of the card. If this position is not available, placement in any free corner is acceptable.

EMC COMMON USER EXPERIENCE

Visual specifications

The ECUE Standards provide specifications for many visual elements including:

- Splash screen
- Login screen
- Dashboards
- Dialogs
- Wizards
- Tables
- Graphical maps
- Widgets
- Icons and buttons for common controls

The EMC Common User Experience (ECUE) is an initiative within software engineering whose mission is to establish standards so that EMC applications provide a common user experience.

EMC applications promote the EMC brand through use of a standard framework, a common color palette, common icons, and other graphic elements.

However, the EMC Common User Experience initiative goes deeper than just look. ECUE standards define concepts, behavior, interaction, and terminology for EMC applications applicable across multiple platforms.

GUIDELINES

The ECUE initiative is led by members of the EMC Ionix™ User Experience Design (UXD) group. EMC's leading UI designers from software engineering participate in working groups and collaborate on developing best practices and guidelines. The standards include many design principles. Key advantages to our customers include a shorter learning curve and brand commonality. The ECUE Standards are published on the ECUE website in html and PDF formats. Discussions about ECUE are held on EMC|One's ECUE forum.

CERTIFICATION

To measure the degree to which EMC management applications conform to ECUE standards, four certification levels have been defined:

- Bronze
- Silver
- Gold
- Platinum

BRONZE CERTIFICATION

To achieve Bronze certification, an application must use standard screens for Splash, Login, and Help About, and must display their application within a standard framework.

SPLASH, LOGIN, AND HELP ABOUT SCREENS

A product must use the following Login, Splash, and Help About screens specified by the standard, if the products display those screens. Variants of the Login screen are available, for example, if products need to provide more than two fields.
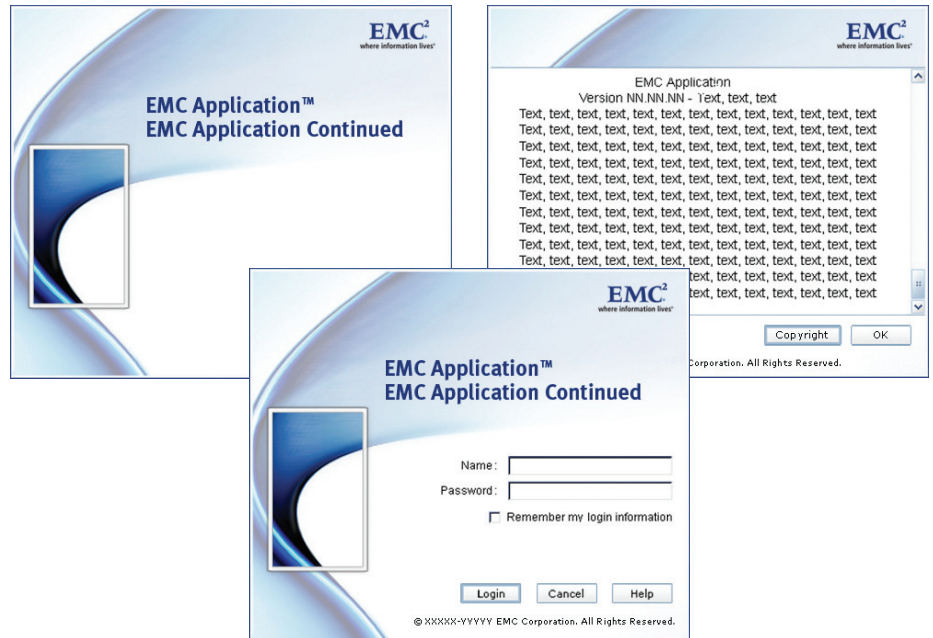
ECUE Splash (left), Login (center), and Help About (right) screens

APPLICATION FRAMEWORK

A product must adopt:

- Top banner (background and product name)

- Common controls (usage, icons, and placement of those controls supported by the application)

The standard also includes specification of the background and status bar. If it's common, it's part of common user experience.
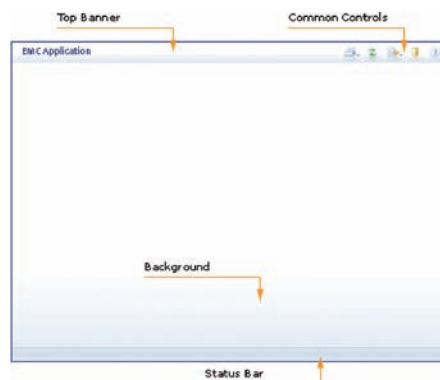
Application framework

SILVER, GOLD, AND PLATINUM

Silver, Gold, and Platinum certification evaluate the degree to which an application follows both the visual specification and the behavior/interaction guidelines of remaining ECUE standards, such as those for Dashboards, Wizards, Tables, and Text.

For more information about ECUE, please contact Rosemary Broome-Bingham, Serena Doyle, or e-mail the ECUE team.

EMC TRADEMARK GUIDELINES AND LEGAL CONSIDERATIONS

INTRODUCTION: WHY ACCURATE USE OF TRADEMARKS IS IMPORTANT

Refer to this section to ensure proper trademark usage for safeguarding EMC's intellectual property. Improper use of trademarks may result in legal action or jeopardize ownership rights, even to the point of forfeiture.

Therefore it is essential that EMC trademarks are used accurately and consistently throughout all of the company's documentation. This guide includes answers to frequently asked questions about how to handle trademarks and clarifies usage in certain situations that may seem ambiguous.

EMC TRADEMARKS AT A GLANCE

See the Appendix for a list of EMC's U.S. registered and U.S. common law marks. Also included is a consolidated U.S. trademark list (registered and common law) in alphabetical order. It is to be used whenever a complete listing of EMC's active U.S. trademarks must be included in a document or template.

Typical uses for the consolidated list include course catalogs and white papers or other technical documents. In other marketing collateral only list trademarks that are actually used in the document, in alphabetical order, and be sure to follow the standard format and nomenclature as shown in the examples provided.

The following example shows proper notation for most communications:

> EMC^2, EMC, ‹insert other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

RULES FOR PROPERLY USING TRADEMARKS

Trademark ownership is protected by law. One company may not claim ownership of another's mark or use that mark without giving proper recognition of the legal owner. The following rules should be followed when developing documentation to ensure the appropriate and correct use of trademarks.

- How to trademark EMC: Used in its master brand context, EMC should always be followed by the ® symbol upon its first appearance in copy.

    Example: "EMC® Symmetrix® VMAX™ systems deliver unprecedented levels of scalability and efficiency."

    Here, EMC is the master brand and Symmetrix is the product family name. Both are noted with the appropriate trademark symbol.

    When used to mean the company, i.e., EMC Corporation, no trademark symbol is ever used. EMC Corporation is an entity and entities are not trademarks. Trademarks apply to brands, not entities.

Keyboard shortcuts

Symbol	Windows-based PC shortcut	Apple Macintosh shortcut
™	Ctrl Alt T	Option 2
®	Ctrl Alt R	Option R
superscript	Highlight the symbol and press Alt, O, F, and P	Highlight the symbol and press Command, Shift, and the "+" key

- Apply symbols at the trademarked term's first appearance in body copy: The trademarked term should appear with the applicable symbol (® or ™) at its first appearance in body text, not in headings or subheads. It is not necessary to use the symbols later in the same publication.

- Symbol placement: Commonly referred to as a registered trademark, the symbol ® is superscripted and placed immediately following the trademarked term upon the mark's first reference in a document.

> Example: EMC® Symmetrix®

The superscript ™ symbol immediately following the term indicates it is a common-law EMC trademark.

> Example: EMC MirrorView™ software

EXCEPTION

At EMC, the trademarked term should be used to modify a generic noun at its first appearance in copy and as often as possible thereafter without making the text awkward or monotonous.

Though desired, it may not always be possible to use the adjective-noun format in headline or title copy. It is also important to attach the EMC brand to our trademarked products and services. This helps establish and reinforce the EMC name in the marketplace and maximize name recognition.

> Example: The correct reference to the TimeFinder product is EMC TimeFinder® software. TimeFinder is the trademarked modifier, software is the generic noun, and EMC is the brand name.

SOME GENERAL EXCEPTIONS

- Third-party trademarks (trademarks owned by companies other than EMC) should follow the same usage rules. It is not necessary to use the ® or ™ symbols for third-party marks.

- The EMC trademark SourceOne (among others—see list) must always, in every instance, appear with the master brand identifier, EMC, preceding the mark. That is, SourceOne is always written as EMC SourceOne.

- The trademarked term VMAX must always be preceded by the term Symmetrix. That is, VMAX is always written as Symmetrix VMAX whether as a descriptor for the Symmetrix VMAX system, the Symmetrix VMAX Engine, or for some other Symmetrix VMAX element.

PRODUCT FAMILIES: EMC DOCUMENTUM, EMC CAPTIVA, EMC SMARTS

In an EMC Documentum product, family, or platform name, the first reference in body copy should be as follows (examples):

- EMC Documentum Content Server
  (Subsequent times: Content Server)

- EMC Documentum platform
  (Subsequent times: Documentum platform)

EXCEPTIONS

Products that have "Documentum" as part of their names must not drop the Documentum family name, e.g., EMC Documentum API becomes Documentum API.

The same rule applies to EMC Captiva, EMC Smarts, and other families of products.

- Plurals and possessive forms: Trademarked words are used as adjectives modifying generic nouns and should not be used in plural or possessive forms. However, a trademarked term that is a trade name can be made possessive.

   Correct: "EMC's information storage systems are powerful."

   Incorrect: "EMC TimeFinder's GUI is easy to use."

- EMC product names: Never abbreviate EMC solution, family, or product names, or use code names in external communications.

   Correct: Symmetrix and VisualSAN

   Incorrect: Symm and VSAN

- Spelling and capitalization: Trademarks should always appear with consistent spelling and capitalization. Check the online list when you are unsure.

- Hyphenation: Trademarks should not be hyphenated (unless there is a hyphen in the trademark itself).

- Line breaks: Whenever possible, do not split a trademark over two lines of copy. This may not be possible for some multiple-word trademarks (e.g., Common Information Model™).

- Logo use: The EMC logo (EMC^2) is never used as a descriptor. For example, we are employed by EMC Corporation, not by EMC^2 Corporation. EMC^2 as a modifier is never correct.

- Product descriptors: Use product descriptors after first reference. For example, EMC Celerra unified storage systems.

LEGAL NOTICES: PLACEMENT AND TEMPLATES

EMC marketing and sales materials, whether printed or electronic, must contain proper legal notices relating to copyright, disclaimers, and trademarks and they should appear at the end of the document and aligned to the bottom rule of the page. Use the following templates for various types of marketing and sales materials.

Use template 1 for the following documents typically produced by the EMC engineering, training, and manufacturing teams:

Product Description Guides, Installation Guides, User Guides, Planning Guides, System Administration Guides, Service and Training Manuals; Engineering or other White Papers, and EMC Perspectives.

TEMPLATE 1

EMC believes the information in this publication is accurate as of its publication date. The information is subject to change without notice.

The information in this publication is provided as is. EMC Corporation makes no representations or warranties of any kind with respect to the information in this publication, and specifically disclaims implied warranties of merchantability or fitness for a particular purpose. Use, copying, and distribution of any EMC software described in this publication requires an applicable software license.

EMC^2, EMC, ‹insert other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010. EMC Corporation. All rights reserved.

TEMPLATE 2

Use template 2 for external publications such as product brochures, service and solution overviews, customer profiles, data sheets, and other similar collateral directed at customers, prospects, analysts, and other audiences.

EMC^2, EMC, ‹insert other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

LEGAL NOTICES FOR ACQUIRED COMPANIES

Acquired company names typically represent product or service families within EMC, such as EMC Documentum and EMC Data Domain. Whenever trademarked terms within families are used in a publication, they should be added to the standard trademark list in the applicable publication. In other words, treat the acquired company offering family trademarks exactly as you would any other EMC trademark.

Over time, many acquired company trademarks will move to the EMC trademark list. The same rules of usage apply as for all other EMC trademarks. For a listing of trademarks and service marks for recently acquired companies, visit their respective websites.

Note about Microsoft trademarks

Certain groups within EMC insist that we trademark Microsoft products in the collateral. Per EMC's Legal department, this is not a requirement. Microsoft is covered by the statement, "All other trademarks used herein are the property of their respective owners." When Microsoft products are marked, it is strictly done as a courtesy on a case-by-case basis.

THIRD-PARTY TRADEMARKS

It is important to follow the same usage rules when using the trademarks of other companies in EMC marketing materials. However, it is not necessary to use the trademark symbols (® or ™) with those third-party marks. The phrase "All other trademarks used herein are the property of their respective owners" at the end of the EMC trademark list in the document is sufficient. **Ensure this phrase is always included.**

To determine the proper format for an unfamiliar trademark, search the legal section of the owner company's website.

A note of caution: Ensure that your copy does not imply that EMC is the owner of another company's trademark or leave doubt in the reader's mind as to the rightful owner. For example, the sentence "EMC's AIX platform support is cost effective" may imply that the trademarked term "AIX" is owned by EMC. AIX is a trademark of IBM.

This sentence structure clearly shows that AIX belongs to IBM:

"EMC provides cost-effective support of the IBM AIX platform."

ANTITRUST LAW AWARENESS

Antitrust laws exist to promote competition in order to provide higher-quality goods and services and lower prices for the benefit of consumers. Strict compliance with antitrust laws is essential to the continued success of EMC's business. Violations of these laws can lead to government enforcement or lawsuits by customers or competitors.

In communications materials, whether internally or externally focused, it is important not to give the impression by word or implication that EMC is in any way attempting to stifle competition. As such, it is important to avoid using certain words or images that may represent these words in communications materials.

These include the following words or any similar language or tone that suggests creating a barrier to market entry or removal from market presence of a competitor:

• Dominate
• Destroy
• Kill
• Displace
• Crush

EMC can talk about its lead over competition using facts. We can promote the company and its products as market leaders. It is also permissible to emphasize the superiority of our products through the use of factual data.

EMC's Legal department should be consulted for any further questions regarding antitrust laws and compliance.

CONTACTS

EMC publications, regardless of media type, must comply with certain legal guidelines. The guidelines herein are not intended to supersede those of EMC's Legal department, but to point out certain areas to be aware of when producing EMC collateral. In all cases, EMC's Legal department is the final authority in such matters and should be consulted whenever questions arise.

For general questions regarding the use of trademarks, e-mail brandguidelines@EMC.com. For any other issues that require legal counsel, contact Scott Ouellette at 508-293-7835; scott.ouellette@EMC.com.

APPENDIX A: EMC TRADEMARK LISTS

The following pages contain lists of EMC's U.S. registered and U.S. common law marks. Also included is a consolidated U.S. trademark list (registered and common law) in alphabetical order. It is to be used whenever a complete listing of EMC's active U.S. trademarks must be included in a document or template.

Typical uses for the consolidated list include course catalogs and white paper or other technical document templates. In other marketing collateral, list only the trademarks that are actually used in the document, in alphabetical order, and follow the standard format and nomenclature.

A current listing of trademarks owned by EMC Corporation follows. The symbol column refers to the status of the trademark in the United States. Not all common law marks used by EMC Corporation are listed.

EMC TRADEMARKS

The following example shows proper notation for most communications:

EMC^2, EMC, ‹insert other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

Trademark	Symbol	Example
EMC^2	®	
EMC (See Note 1)	®	EMC®
EMC Centera	®	EMC Centera®
EMC ControlCenter (See Note 2)	®	EMC ControlCenter®
EMC LifeLine	™	EMC LifeLine™
EMC OnCourse	™	EMC OnCourse™
EMC Proven	™	EMC Proven™
EMC Snap	™	EMC Snap™
EMC SourceOne (See Note 3)	™	EMC SourceOne™
EMC Storage Administrator	™	EMC Storage Administrator™
Acartus	®	Acartus®
Access Logix	™	Access Logix™
AdvantEdge	®	AdvantEdge®
AlphaStor	®	AlphaStor®
ApplicationXtender	®	ApplicationXtender®
ArchiveXtender	™	ArchiveXtender™
Atmos (See Note 4)	™	Atmos™
Authentica	®	Authentica®
Authentic Problems	™	Authentic Problems™
Automated Resource Manager	™	Automated Resource Manager™
AutoStart	™	AutoStart™
AutoSwap	™	AutoSwap™
AVALONidm	™	AVALONidm™
Avamar	®	Avamar®

Trademark	Symbol	Example
Captiva	®	Captiva®
C-Clip	™	C-Clip™
Celerra	®	Celerra®
Celerra Replicator	™	Celerra Replicator™
Centera	®	Centera®
CenterStage	®	CenterStage®
CentraStar	®	CentraStar®
ClaimPack	®	ClaimPack®
CLARiiON (See Note 5)	®	CLARiiON®
ClientPak	®	ClientPak®
Codebook Correlation Technology	™	Codebook Correlation Technology™
Common Information Model	™	Common Information Model™
Configuration Intelligence	®	Configuration Intelligence®
Configuresoft	®	Configuresoft®
Connectrix	®	Connectrix®
CopyCross	™	CopyCross™
CopyPoint	™	CopyPoint™
CX	™	CX™
Dantz	®	Dantz®
DatabaseXtender	™	DatabaseXtender™
Data Domain	®	Data Domain®
Direct Matrix Architecture	®	Direct Matrix Architecture®
DiskXtender	®	DiskXtender®
DiskXtender 2000	®	DiskXtender 2000®
Document Sciences (See Note 6)	®	Document Sciences®
Documentum	®	Documentum®
eInput	™	eInput™
E-Lab	™	E-Lab™
EmailXaminer	®	EmailXaminer®
EmailXtender	®	EmailXtender®
Enginuity	™	Enginuity™
eRoom	®	eRoom®
Event Explorer	®	Event Explorer®
FarPoint	™	FarPoint™
FirstPass	™	FirstPass™
FLARE	®	FLARE®
FormWare	®	FormWare®
Geosynchrony	™	Geosynchrony™
Global File Virtualization	™	Global File Virtualization™
Graphic Visualization	™	Graphic Visualization™
Greenplum	®	Greenplum®
HighRoad	®	HighRoad®
HomeBase	™	HomeBase™
InfoMover	™	InfoMover™
Infoscape	™	Infoscape™
Infra	™	Infra™
Input*Accel*	®	Input*Accel*®

Trademark	Symbol	Example
Input*Accel* Express	™	Input*Accel* Express™
Invista	®	Invista®
Ionix	™	Ionix™
ISIS	®	ISIS®
Max Retriever	®	Max Retriever®
MediaStor	™	MediaStor™
MirrorView	™	MirrorView™
Navisphere	®	Navisphere®
NetWorker	®	NetWorker®
nLayers	®	nLayers®
OnAlert	™	OnAlert™
OpenScale	®	OpenScale®
PixTools	®	PixTools®
Powerlink	®	Powerlink®
PowerPath	®	PowerPath®
PowerSnap	™	PowerSnap™
QuickScan	™	QuickScan™
Rainfinity	®	Rainfinity®
RepliCare	™	RepliCare™
RepliStor	®	RepliStor®
ResourcePak	®	ResourcePak®
Retrospect	®	Retrospect®
RSA	®	RSA®
SafeLine	™	SafeLine™
SAN Advisor	™	SAN Advisor™
SAN Copy	™	SAN Copy™
SAN Manager	™	SAN Manager™
Smarts	®	Smarts®
SnapImage	™	SnapImage™
SnapSure	™	SnapSure™
SnapView	™	SnapView™
SRDF	®	SRDF®
StorageScope	™	StorageScope™
SupportMate	™	SupportMate™
SymmAPI	™	SymmAPI™
SymmEnabler	™	SymmEnabler™
Symmetrix	®	Symmetrix®
Symmetrix DMX	™	Symmetrix DMX™
Symmetrix VMAX	™	Symmetrix VMAX™
TimeFinder	®	TimeFinder®
UltraFlex	™	UltraFlex™
UltraPoint	™	UltraPoint™
UltraScale	™	UltraScale™
Unisphere	™	Unisphere™
VMAX	™	VMAX™
VPLEX	™	VPLEX™
Vblock (See Note 7)	™	Vblock™

Special Considerations

Note 1: When the term "EMC" is used to mean the company, i.e., EMC Corporation, no trademark symbol is ever used. EMC Corporation is an entity and entities are not trademarks. Trademarks apply to brands, not entities.

Note 2: First occurrence: EMC Ionix™ ControlCenter®. Subsequent occurrences: Ionix ControlCenter. Do not show name as just ControlCenter. Do not use ECC or CC.

Note 3: EMC SourceOne is one of the few exceptions where the product/family name must always appear preceded by the master brand identifier, "EMC." Even after first reference.

Note 4: This is pending ® status but remains ™ until legal advises otherwise.

Note 5: Mark CX3 or CX4 with the ™, but place after the number, rather than splitting the mark. So, CX4™, CX3™ and CX™ series. On first reference, use model number, ex: EMC CLARiiON CX4™ model 120. On subsequent references: CX4-120 is acceptable.

Note 6: EMC® Document Sciences® first reference only is fine before xPresso, etc.

Note 7: Vblock is a trademark of EMC Corporation in the United States.

Trademark	Symbol	Example
Viewlets	™	Viewlets™
Virtual Matrix	™	Virtual Matrix™
Virtual Matrix Architecture	™	Virtual Matrix Architecture™
Virtual Provisioning	™	Virtual Provisioning™
VisualSAN	®	VisualSAN®
VisualSRM	™	VisualSRM
Voyence	®	Voyence®
WebXtender	®	WebXtender®
where information lives	®	where information lives
xPression	®	xPression®
xPresso	®	xPresso®
YottaYotta	®	YottaYotta®

U.S. CONSOLIDATED LIST

EMC², EMC, Data Domain, RSA, EMC Centera, EMC ControlCenter, EMC LifeLine, EMC OnCourse, EMC Proven, EMC Snap, EMC SourceOne, EMC Storage Administrator, Acartus, Access Logix, AdvantEdge, AlphaStor, ApplicationXtender, ArchiveXtender, Atmos, Authentica, Authentic Problems, Automated Resource Manager, AutoStart, AutoSwap, AVALONidm, Avamar, Captiva, Catalog Solution, C-Clip, Celerra, Celerra Replicator, Centera, CenterStage, CentraStar, ClaimPack, ClaimsEditor, CLARiiON, ClientPak, Codebook Correlation Technology, Common Information Model, Configuration Intelligence, Configuresoft, Connectrix, CopyCross, CopyPoint, Dantz, DatabaseXtender, Direct Matrix Architecture, DiskXtender, DiskXtender 2000, Document Sciences, Documentum, eInput, E-Lab, EmailXaminer, EmailXtender, Enginuity, eRoom, Event Explorer, FarPoint, FirstPass, FLARE, FormWare, Geosynchrony, Global File Virtualization, Graphic Visualization, Greenplum, HighRoad, HomeBase, InfoMover, Infoscape, Infra, InputAccel, InputAccel Express, Invista, Ionix, ISIS, Max Retriever, MediaStor, MirrorView, Navisphere, NetWorker, nLayers, OnAlert, OpenScale, PixTools, Powerlink, PowerPath, PowerSnap, QuickScan, Rainfinity, RepliCare, RepliStor, ResourcePak, Retrospect, RSA, the RSA logo, SafeLine, SAN Advisor, SAN Copy, SAN Manager, Smarts, SnapImage, SnapSure, SnapView, SRDF, StorageScope, SupportMate, SymmAPI, SymmEnabler, Symmetrix, Symmetrix DMX, Symmetrix VMAX, TimeFinder, UltraFlex, UltraPoint, UltraScale, Unisphere, VMAX, Vblock, Viewlets, Virtual Matrix, Virtual Matrix Architecture, Virtual Provisioning, VisualSAN, VisualSRM, Voyence, VPLEX, VSAM-Assist, WebXtender, xPression, xPresso, YottaYotta, the EMC logo, the RSA logo, and where information lives, are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners.

OTHER TRADEMARKS UNDER THE EMC MASTER BRAND

DATA DOMAIN

Data Domain no longer holds transitional status. The name Data Domain and its use as a descriptor of a product set now fall under the EMC master brand.

The following example shows proper notation:

EMC^2, EMC, Data Domain, ‹insert other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

Trademark	Symbol	Example
Data Domain	®	Data Domain®
Global Compression	™	Global Compression™
SISL	™	SISL™

GREENPLUM

Greenplum is now part of the EMC master brand.

The following example shows proper notation:

EMC^2, EMC, ‹insert Greenplum and other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

Trademark	Symbol	Example
Greenplum	®	Greenplum®
Deepgreen	®	Deepgreen®
Bizgres	®	Bizgres®
Critical Mass Intelligence	®	Critical Mass Intelligence®
Greenplum Chorus	™	Greenplum Chorus™
Polymorphic Data Storage	™	Polymorphic Data Storage™
Polymorphic Storage and Data Hypervisor	™	Polymorphic Storage and Data Hypervisor™
Greenplum Database	™	Greenplum Database™
Scatter/Gather Streaming	™	Scatter/Gather Streaming™
Gnet	™	Gnet™
Enterprise Data Cloud	™	Enterprise Data Cloud™

RSA, THE SECURITY DIVISION OF EMC

From a trademark perspective, RSA, The Security Division of EMC, is considered part of "core" EMC. Associated trademarks fall under the master brand. Thus, RSA trademarks are attributed to EMC Corporation—not RSA Security, Inc.

The following example shows proper notation for most communications:

EMC², EMC, RSA, ‹insert other EMC marks in alphabetical order›, the EMC logo, the RSA logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

Trademark	Symbol	Example
2-Way x 2-Factor Authentication	®	2-Way x 2-Factor Authentication
2-Way x 2-Factor Authentication	®	2-Way x 2-Factor Authentication®
2x2 Authentication	®	2x2 Authentication®
ACE/Server	®	ACE/Server®
All the Data	®	All the Data®
Because Knowledge is Security	®	Because Knowledge is Security®
Confidence Inspired	®	Confidence Inspired®
Content Alarm	®	Content Alarm®
Content Sentinel	®	Content Sentinel®
Cyota	®	Cyota®
Esphinx	®	Esphinx®
for Consumer e-Commerce	®	for Consumer e-Commerce®
Identity Event	®	Identity Event
IntelliAccess	™	IntelliAccess™
Mental Fingerprint	®	Mental Fingerprint®
Network Intelligence	®	Network Intelligence®
Network Intelligence Engine	®	Network Intelligence Engine®
OneID	®	OneID®
PassMark	®	PassMark®
RC4	®	RC4®
RC5	®	RC5®
RC6	®	RC6®
RSA	®	RSA®
RSA Access Manager	®	RSA® Access Manager
RSA Adaptive Authentication	®	RSA® Adaptive Authentication
RSA Adaptive Authentication for eCommerce	®	RSA® Adaptive Authentication for eCommerce
RSA Anti-Fraud Command Center	®	RSA® Anti-Fraud Command Center
RSA Authentication Agent	®	RSA® Authentication Agent
RSA Authentication Client	®	RSA® Authentication Client

Trademark	Symbol	Example
RSA Authentication Deployment Manager	®	RSA® Authentication Deployment Manager
RSA Authentication Manager	®	RSA® Authentication Manager
RSA Authentication Service	®	RSA® Authentication Service
RSA BSAFE	®	RSA BSAFE®
RSA BSAFE Share	®	RSA BSAFE® Share
RSA Card Manager	®	RSA® Card Manager
RSA Certificate Manager	®	RSA® Certificate Manager
RSA Certified Security Professional	®	RSA® Certified Security Professional
RSA Cleartrust	®	RSA Cleartrust
RSA Conference	®	RSA® Conference
RSA Credential Manager	®	RSA® Credential Manager
RSA Customer Support	®	RSA Customer Support
RSA Data Loss Prevention Datacenter (sw)	®	RSA® Data Loss Prevention Datacenter (sw)
RSA Data Loss Prevention Endpoint (sw)	®	RSA® Data Loss Prevention Endpoint (sw)
RSA Data Loss Prevention Network (appliance)	®	RSA® Data Loss Prevention Network (appliance)
RSA Data Loss Prevention RiskAdvisor Service	®	RSA® Data Loss Prevention RiskAdvisor Service
RSA Data Loss Prevention Suite	®	RSA® Data Loss Prevention Suite
RSA Data Security Manager	®	RSA® Data Security Manager
RSA Database Security Manager	®	RSA® Database Security Manager
RSA Digital Certificate Solution	®	RSA® Digital Certificate Solution
RSA eFraudNetwork	™	RSA eFraudNetwork™
RSA eFraudNetwork FORUM	™	RSA eFraudNetwork™ FORUM
RSA eFraudNetwork LIVE!	™	RSA eFraudNetwork™ LIVE!
RSA Entitlements Policy Manager	®	RSA® Entitlements Policy Manager
RSA enVision	®	RSA enVision
RSA enVision Event Explorer	®	RSA enVision® Event Explorer
RSA enVision LogSmart	®	RSA enVision® LogSmart
RSA enVision LogSmart Internet Protocol Database	®	RSA enVision® LogSmart Internet Protocol Database
RSA enVision NAS 3500	®	RSA enVision® NAS 3500
RSA Federated Identity Manager	®	RSA® Federated Identity Manager
RSA File Security Manager	®	RSA® File Security Manager
RSA FraudActionSM	®	RSA® FraudActionSM
RSA Go IDSM Authentication Service	®	RSA® Go IDSM Authentication Service
RSA Identity Verification	®	RSA® Identity Verification
RSA Keon	®	RSA Keon®
RSA Key Manager	®	RSA® Key Manager
RSA Key Manager for the Datacenter	®	RSA® Key Manager for the Datacenter

Trademark	Symbol	Example
RSA Key Manager Server appliance	®	RSA® Key Manager Server appliance
RSA Key Manager with Application Encryption	®	RSA® Key Manager with Application Encryption
RSA Key Recovery Manager	®	RSA® Key Recovery Manager
RSA Laboratories	®	RSA® Laboratories
RSA Labs	®	RSA® Labs
RSA Policy Manager	®	RSA® Policy Manager
RSA Premium Services	®	RSA® Premium Services
RSA Press	®	RSA® Press
RSA Professional Services	®	RSA® Professional Services
RSA Registration Manager	®	RSA® Registration Manager
RSA Reporting & Compliance Manager	®	RSA® Reporting & Compliance Manager
RSA Risk Engine	®	RSA® Risk Engine
RSA SecurCare	®	RSA SecurCare®
RSA Secure	®	RSA Secure®
RSA Secured and associated logo	®	RSA Secured® and associated logo®
RSA SecureSuite	®	RSA SecureSuite®
RSA SecurID	®	RSA SecurID®
RSA SecurID 800 Authenticator	®	RSA SecurID® 800 Authenticator
RSA SecurID Appliance 130 or 250	®	RSA SecurID® Appliance 130 or 250
RSA SecurID Authentication Engine	®	RSA SecurID® Authentication Engine
RSA SecurID for Microsoft Windows	®	RSA SecurID® for Microsoft® Windows®
RSA SecurID Key Generation Toolkit	®	RSA SecurID® Key Generation Toolkit
RSA SecurID On-demand Authenticator	®	RSA SecurID® On-demand Authenticator
RSA SecurID Ready (program)	®	RSA SecurID® Ready (program)
RSA SecurID Select (program)	®	RSA SecurID® Select (program)
RSA SecurID SID900 Transaction Signing Authenticator	®	RSA SecurID® SID900 Transaction Signing Authenticator
RSA SecurID Token for J2ME	®	RSA SecurID® Token for J2ME
RSA SecurID Toolbar Token	®	RSA SecurID® Toolbar Token
RSA SecurID Web Express	®	RSA SecurID® Web Express
RSA SecurID® Token for Windows Mobile	®	RSA SecurID® Token for Windows® Mobile
RSA Security	®	RSA Security®
RSA Security logo brick design	®	RSA Security logo brick design®
RSA SecurWorld	™	RSA SecurWorld™
RSA Sign-On Manager	®	RSA® Sign-On Manager
RSA Sign-On Manager Client	®	RSA® Sign-On Manager Client
RSA Sign-On Manager Server	®	RSA® Sign-On Manager Server
RSA Smart Card	®	RSA® Smart Card
RSA Smart Key 6200	®	RSA® Smart Key 6200
RSA Transaction Monitoring	®	RSA® Transaction Monitoring

Trademark	Symbol	Example
RSA Transaction Monitoring for eCommerce	®	RSA Transaction Monitoring for eCommerce®
RSA Validation Client	®	RSA Validation Client®
RSA Validation Manager	®	RSA® Validation Manager
RSA Validation Solution	®	RSA® Validation Solution
SecureClick	®	SecureClick
SecureDebit	®	SecureDebit
Smart Rules	®	Smart Rules®
SoftID	®	SoftID®
Tablus	®	Tablus®
The Most Trusted Name in e-Security	®	The Most Trusted Name in e-Security®
Verid	®	Verid®
Virtual Business Unit	®	Virtual Business Unit®

TRADEMARKS REPRESENTED INDEPENDENTLY

DECHO

Decho is a subsidiary of EMC but operates as a separate entity. See the Appendix for a listing of trademarks owned by Decho Corporation.

The following example shows proper notation:

EMC^2, EMC, ‹insert other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. Decho is a trademark of Decho Corporation. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

Trademark	Symbol	Example
Decho	™	Decho™
Mozy	™	Mozy™
Decho figure 8 graphic logo	™	Decho figure 8 graphic logo™
Mozy logo	™	Mozy logo™
MozyEnterprise	®	MozyEnterprise®
MozyHome	®	MozyHome®
MozyPro	®	MozyPro®
Smart Desktop	®	Smart Desktop®
Your digital echo	™	Your digital echo™

IOMEGA

Iomega is a subsidiary of EMC but operates as a separate entity. See the Appendix for a current listing of trademarks owned by Iomega Corporation, an EMC Corporation Company.

The following example shows proper notation:

EMC[2], EMC, ‹insert other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation. Iomega is a registered trademark of Iomega Corporation. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

Trademark	Symbol	Example
Iomega	®	Iomega®
iomega (stylized)	®	
eGo	™	eGo™
HotBurn	®	HotBurn®
QuickSync	®	QuickSync®
REV	®	REV®
ScreenPlay	™	ScreenPlay™
Stylized "I"(Rounded Corners)	®	Stylized "I"(Rounded Corners)®
Zip	®	Zip®

VMWARE

VMware is a separate entity from EMC, though majority owned by EMC. Its trademarks are treated in a different manner. Whenever a VMware trademarked term is used with other EMC trademarks in an EMC publication, the VMware trademark is set off separately.

The following example shows proper notation:

EMC[2], EMC, ‹insert other EMC marks in alphabetical order›, the EMC logo, and where information lives are registered trademarks or trademarks of EMC Corporation in the United States and other countries. VMware, and ‹insert other marks in alphabetical order›, are registered trademarks or trademarks of VMware, Inc. in the United States and/or other jurisdictions. All other trademarks used herein are the property of their respective owners. © Copyright 2010 EMC Corporation. All rights reserved. Published in the USA. ‹09/10 (insert date)› ‹insert collateral type› ‹insert part number›.

Trademark	Symbol	Example
ESX	®	ESX®
GSX Server	®	GSX Server®
MultipleWorlds	®	MultipleWorlds®
P2V	®	P2V®
Thinapps	®	Thinapps®
Thin-Appys	®	Thin-Appys®

Trademark	Symbol	Example
Thinstall	®	Thinstall®
VM (in Chinese: Wei Rui)	™	VM™ (in Chinese: Wei Rui)
VMmark	®	VMmark®
VMotion	™	VMotion™
VMsafe	™	VMsafe™
VMware	®	VMware®
VMware Fusion	®	VMware Fusion®
VMware Press	™	VMware Press™
VMware Ready	™	VMware Ready™
VMware vCenter	™	VMware vCenter™
VMware vCloud	™	VMware vCloud™
VMware View	™	VMware View™
VMware vSphere	™	VMware vSphere™
VMworld	®	VMworld®

EMC Corporation
Hopkinton, Massachusetts 01748-9103
1-508-435-1000 In North America 1-866-464-7381
www.EMC.com

EMC²
where information lives®