VMware Corporate
Logo Guidelines

Updated February 2011

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Corporate Logo

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

Corporate Logo

The logo should be treated as one unit and should never be divided.

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

The logo must not be redrawn or modified in any way and should include the registration mark in all instances, except when the logo is smaller than the minimum size, as it will be rendered illegible.

The logo is available for download at www.vmware-onebrand.com.

CORPORATE LOGO

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Logo Colors and Backgrounds

For consistency, our logo may only be applied in a limited number of colors and techniques. Logo application should optimize legibility and follow all guidelines and standards set by VMware corporate marketing.

Logo Usage: Color

Whenever possible, the corporate color logo (PMS Cool Gray 11) should be used.

When it is not possible to use the gray logo, the white or black logo may be used. In addition, the logo may be produced as a blind emboss/deboss, or as a white, silver or clear foil stamp.

Logo Usage: On Backgrounds
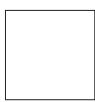
To preserve legibility, the gray logo should only be placed on a white or off-white background.

When positioning the logo on a colored background, the value of the background determines how the logo is used. When positioned on a colored background, the logo should appear in black or white.

Color Palette

**Pantone®
Cool Gray 11**

C0:M2:Y0:K68
R113:G112:B116
#717074

**Pantone®
White**

C0:M0:Y0:K0
R255:G255:B255
#ffffff

**Pantone®
Hexachrome Black**

C0:M0:Y0:K100
R0:G0:B0
#000000

PMS COOL GRAY 11

BLACK

WHITE

BLACK LOGO FOR 40% BLACK OR LESS

WHITE LOGO FOR 41% BLACK OR GREATER

40% or less

41% or greater
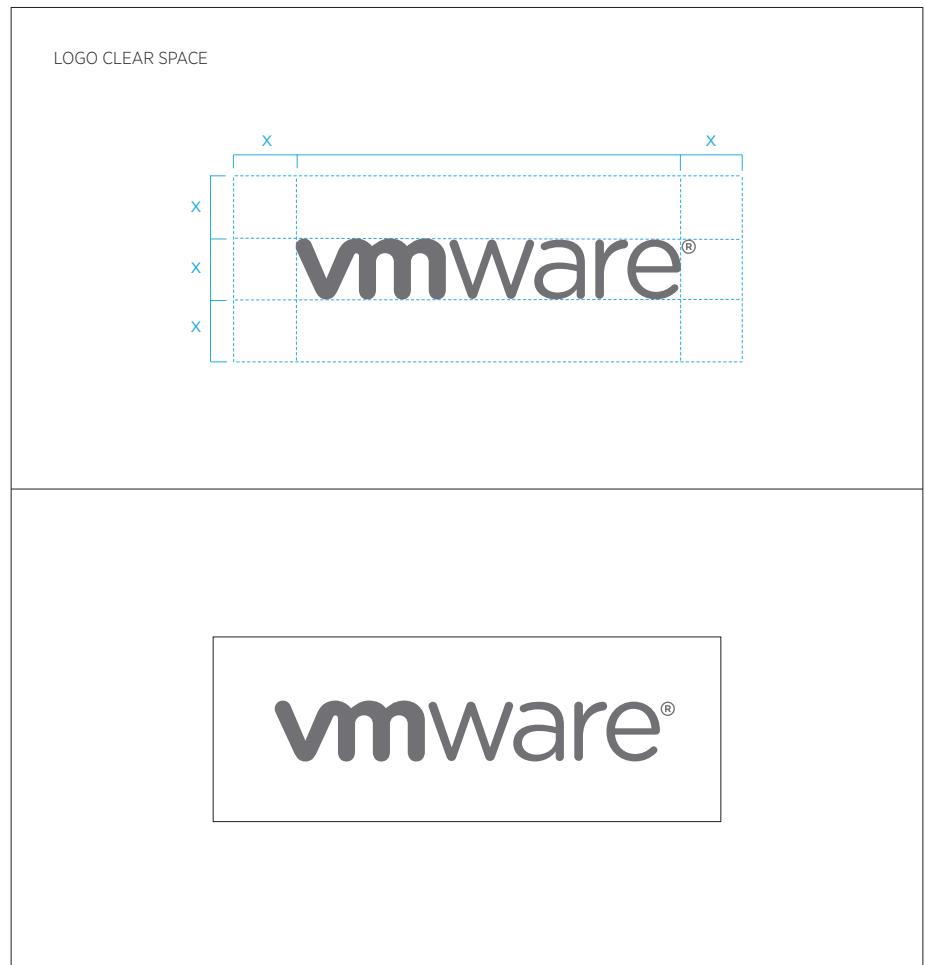
Logo Clear Space

There must always be sufficient space surrounding the logo to avoid competition from other visual elements and maintain its visual impact.

Logo Clear Space

The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the x-height of the letter forms in the VMware logo and is proportional regardless of logo size.

Logo Placement

The correct placement of the logo depends on the type of brand deliverable.

LOGO CLEAR SPACE

Logo Sizing

The standard and minimum logo sizes described below help to ensure that the logo reproduces with optimal legibility.

Standard Size

The standard logo size has a width of 1.14 inches (29mm). The primary application for the standard size logo is on the corporate collateral system.

Minimum Size

To ensure that the logo is sharp and recognizable, it must be reproduced with a minimum width of .75 inches (19.05mm). The ® symbol must be included on all logo applications (some exceptions may apply to promotional materials, apparel and large-scale logos).

STANDARD SIZE: 1.14-INCH WIDTH (29MM)

1.14" (29mm, 82.2px)

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MINIMUM SIZE: .75-INCH WIDTH (19MM)

.75" (19.05mm, 54px)

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Use of Registration Mark Symbol

The registered trademark symbol should be used with all applications of the logo. The size of the symbol varies depending on the size of the logo application.

Standard Size

The ® should be used with the vector .eps logo at the recommended standard size and all instances under 2 inches wide.

Logo sizes between the minimum .75 inches (19mm, 54px) and 3.99 inches (101mm, 382px) wide use the same proportion ® symbol. Simply scale the vector .eps format logo to whatever size is required.

Logo sizes smaller than the minimum .75 inches (19.05mm, 54px) wide will not need the ® symbol.

Larger Sizes

Logo sizes between 4 inches (101mm, 384px) and up to 6 feet (1828mm) wide use the same proportion ® symbol. The ® should be scaled to match the radius curve in the stem of the lowercase "r." The ® aligns flush left with the right edge of the lowercase "e."

Extreme Cases

Logos applied larger than 6 feet wide may be used without a registration symbol.

STANDARD SIZE: 1.14-INCH WIDTH (29MM)

.75" (19mm, 54px)

1.14" (29mm, 82px)

LARGE SIZE: 4-INCH WIDTH (101MM) OR LARGER

3.99" (101mm, 382px)

Incorrect Logo Uses

Inconsistent use of our logo detracts from our brand equity and recognition. Altering or recreating our logo in any way negates the consistency we strive to achieve. The examples below illustrate some incorrect uses of our logo.

1 Incorrect Color Split

Do not separate the "VM" from the "ware" in the corporate logo.

2 Incorrect Background

Do not position the logo on or near other elements, shapes textures or patterns and avoid backgrounds that are busy or cluttered.

3 Incorrect Placement

Do not skew or rotate the logo. The logo may only be positioned on a 0° horizontal axis.

4 Incorrect Contrast

Do not apply the logo to a background where lack of contrast diminishes legibility.

5 Incorrect Color

Do not reproduce the logo in an unapproved color.

6 Incorrect Color

Do not reproduce the logo as a screen or tint of VMware Gray.

7 Incorrect Background

Do not place the logo over a gradation of any kind.

8 Incorrect Font

Do not redraw or use another font to create the VMware logo.

9 VMware Logo Pattern

Do not use the VMware logo to create any type of pattern or mosaic.

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