vmworld® **2011**

Conference Style Guide

vmware®

VMworld 2011 Verbal Concept

Our verbal concept this year is
Your Cloud. Own It.

VMware is a well-known company that dominates its space for one good reason: we're the only cloud computing company that gives customers truly customized, flexible solutions. Customers can move towards true cloud computing at their own pace. They can build on their existing technology, take advantage of existing public clouds, and develop their own private clouds. "Your Cloud" says this well, and we've been using the phrase for some time. For VMworld 2011, we're adding "Own it" to emphasize the powerful role our attendees play in designing clouds for their companies that meet specific business needs.

Thematic Language

This thematic wording will infuse the event materials and the way we talk about VMworld 2011.

You are the game changers. The catalysts of innovation, you have the potential to redefine everything we know about today's IT landscape.

At VMworld, you'll discover how the power of VMware will help you transform an industry. Tailored to your specific needs, VMworld offers the tools to deliver unprecedented IT simplicity, agility, flexibility, and cost efficiency. You'll define owning the Cloud as something that will do more than just support your business. It will set it free.

This is VMworld 2011. **This is your Cloud. Own it.**

Here's some supporting language that plays to the theme:

It's your Cloud when it serves your needs intelligently and dynamically. It's your Cloud when it creates a competitive advantage. It's your Cloud when you can choose among public services, building a private Cloud, and integrating your datacenters. It's your Cloud when you design it, and you own it. Find your Cloud at VMworld 2011.

Look and Feel Overview

Our visual theme makes the attendee the hero with positive, assertive portraits that our audience can identify with.

The vibrant clouds suggest imagination and flexibility, qualities that VMware encourages and facilitates.

Strong fields of bright color add energy and boldness.

The rules for using these elements are flexible enough to allow a wide range of expression and to suit an equally wide range of applications.
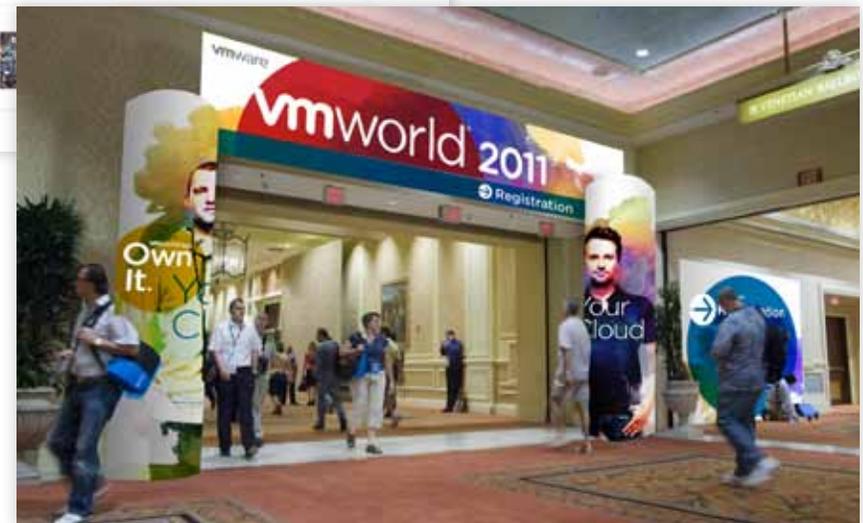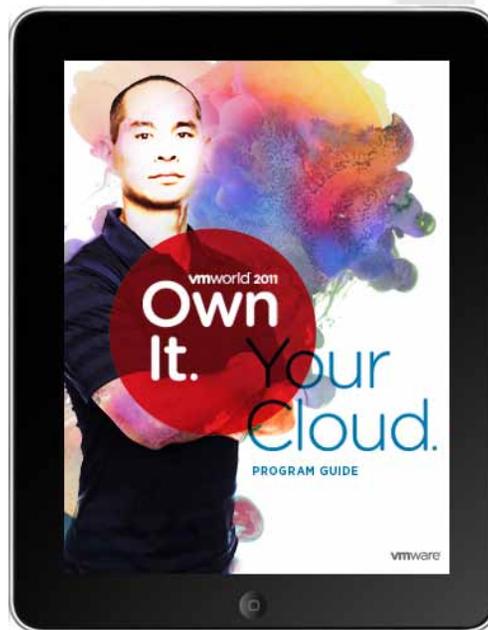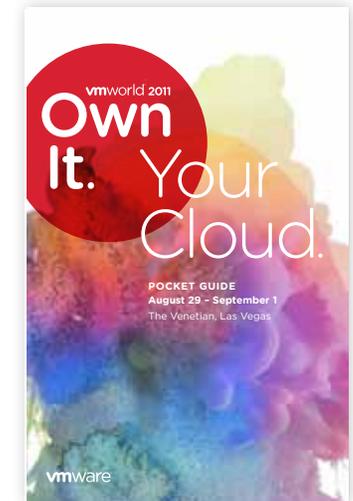
Event Logo

We've kept the logo and its use very simple. There is one logo. It is either black on white or light backgrounds or white on colored backgrounds. It almost always has a ® mark after the word VMworld 2011.

Clear Space

All logos need breathing room. That's what helps them stand out. In this case, we take the total height of the logo as X, and allow a minimum of X space all around the logo. You're welcome to allow more.

Minimum Size

Use the logo at width of 1 inch or larger. Any smaller, and it gets too hard to read.

Registration Mark Exceptions

In a few cases, such as promotional giveaways, clothing, and logos that are six feet wide or larger, you can drop the ®. When in doubt, please contact Corporate Marketing at VMware: Christopher Lotspeich <clotspeich@vmware.com>
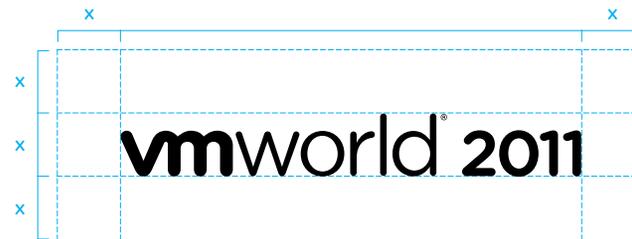
Logo DOs

DO place the event logo prominently above or below—preferably above—the main message.

DO allow X amount of clear space around the logo, where X is the total height of the logo.

DO change the logo to white when placed over any colored graphic where there is enough contrast to see the logo in white.

DO make the logo black or grey when the background is white or a light color.

1 in (25.4 mm)

Logo DON'Ts

DON'T make the logo less than 1 inch.

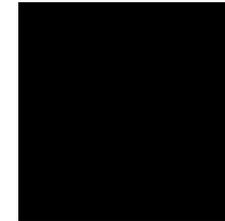DON'T make the logo a color other than black, grey or white.

DON'T tilt or rotate the logo

DON'T skew or otherwise distort the logo.

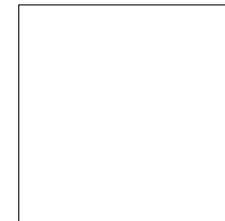DON'T place the logo next to other company's logos.

DON'T eliminate the ® symbol except on very small deliverables when the logo is less than minimum size or when the logo is over 6 feet wide.

Logo Color Palette

Black
cmyk   70   35   40   100
rgb   0   0   0
hex   #000000

White
cmyk   0   0   0   0
rgb   255 255 255
hex   #FFFFFF

Visual Elements

We're using three basic elements in this campaign:

A = The badge lockups

B = The clouds

C = The heroes

We've created an array of eight clouds, shot ten hero portraits in various poses, and designed badge lockups. This gives you a lot to work with. You'll be able to combine and recombine them to create a range of effects while maintaining an overall sense of unity.

· You will always use a badge lockup.

· You will almost always use a cloud.

· You will deploy the hero for more promotional materials, such as show banners and collateral. You won't send him out on missions for informational signage or for smaller items that can't afford the real estate.

Typography Hierarchy

We use a clear visual hierarchy in our typesetting to promote readability, coherence and proportion. Following these guidelines will give our communications a consistent typographic structure that represents the VMware brand.

Rule #1: We only use upper and lower case settings. We don't use caps because the upper and lower case settings of our company and product names don't work with all-cap settings. INTRODUCING VMware's LATEST just looks odd.

Headlines: Use Gotham Rounded Medium.

Subheads: These go directly below the headlines and are set in Gotham Rounded Book or Gotham Regular.

Body Copy: Use Gotham Narrow. We prefer flush left, ragged right settings, but aren't absolutely wedded to them.

Most body copy is set in block-style paragraphs, without indentation. We set text in reasonably narrow columns for easy reading. Bold section heads help readers scan the copy for key points. Since they're already bold, you don't have to make them larger than the text. You might even make them half a point smaller. Italics denote subsections.

If you need more details, please refer to our corporate guidelines.

TITLE

Level 1 - Gotham Rounded Medium

Level 2 - Gotham Rounded Book
or
Gotham Regular

BODY COPY

Level 1 - Gotham Narrow Medium

Level 2 - Gotham Narrow Medium

Level 3 - Gotham Narrow Medium
Level 4 - Gotham Narrow Book Italic
Level 5 - Gotham Narrow Light

Level 3 - Gotham Narrow Medium
Level 5 - Gotham Narrow Light

VMware vMotion

Live Migration for Virtual Machines Without Service Interruption

Key Features

Performance monitoring
Virtualization-based distributed services equip the datacenter with unprecedented levels of responsiveness, serviceability, and efficiency. VMware® vCenter Server delivers centralized management.

• **System monitoring**

– *Dynamic allocation*
  Virtualization-based distributed services equip the datacenter with unprecedented levels of responsiveness, serviceability, and efficiency. VMware® vCenter Server delivers centralized management.

• **Virtual machine management**
  Virtualization-based distributed services equip the datacenter with unprecedented levels of responsiveness, serviceability, and efficiency. VMware® vCenter Server delivers centralized management.

Recommended Uses of Heroes

Upper Body

These are the views that you'll use most often.
They're best for larger, more public pieces.

3/4 View

This view is for handheld collateral. It's more personal.

Full Body

We use this configuration on tall, narrow formats.
Please try to avoid using full body on smaller deliverables.

Head Shot

Use these for very small pieces or in short, horizontal formats.