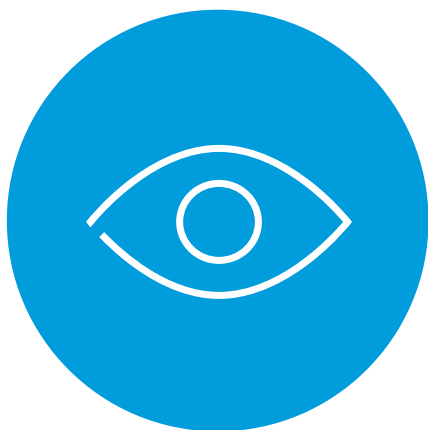


Partner Co-Branded Marketing Guidelines

MARCH 2020



vmware®



Clarity

Your opportunity to clarify relationships and roles among VMware and your brand



Attribution

Putting you first communicates your value-add to customers when marketing in the lead position



Credibility

The power of two brands resonates powerfully when communicated clearly

Supporting Our Partners with Clear Co-Branding Principles

This document provides guidance to partners on the appropriate use of the VMware logo and visual brand alongside partner branding. Visual examples demonstrate co-branding scenarios that establish the relationship between VMware and its partners.

What partners can expect

Well-executed co-branding enables two or more identities to combine forces, allowing our brand and marketing efforts to work together.

These partnerships are critical as we continue to build awareness and equity with our customers. To ensure maximum business growth, every co-branded partner relationship should be a strategic undertaking.

Partners should not represent themselves as VMware. Use of the VMware logo and proprietary brand assets is not allowed unless a formal, written and signed Registered Partner agreement is in place. Registered Partners may use the VMware logo only as specified within these guidelines to co-brand their own marketing materials.

Partners may leverage approved marketing templates as provided in or by the VMware Partner Demand Center but may not use VMware brand assets to create original marketing materials.

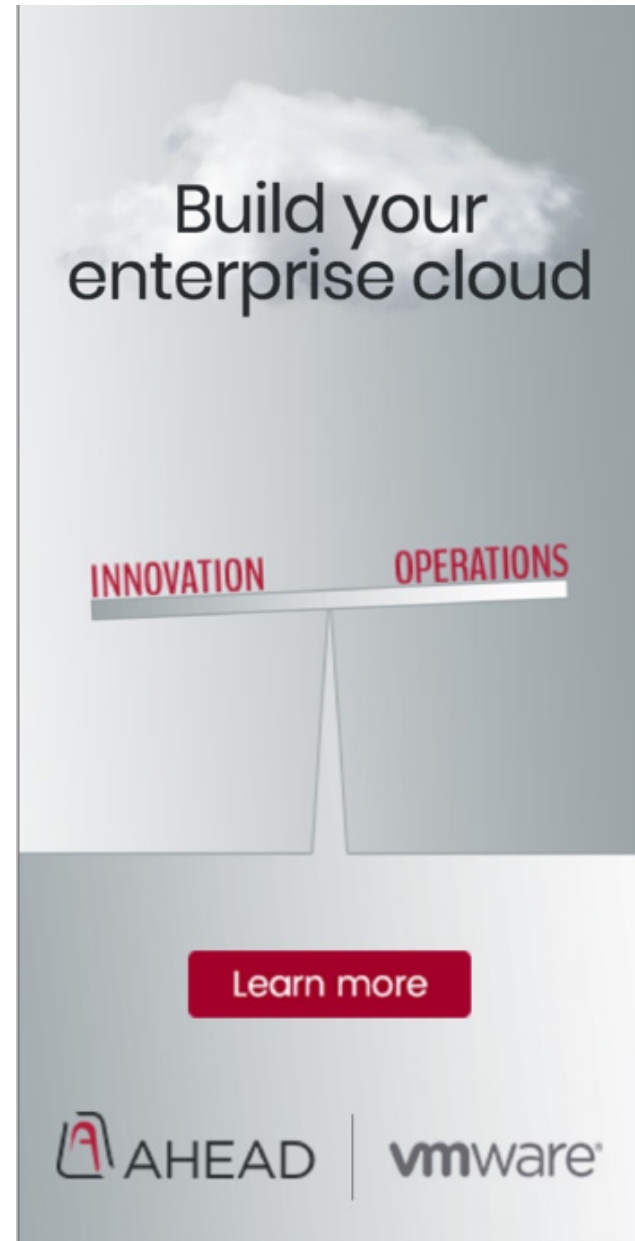
The VMware logo must not be used in any way that implies an endorsement or responsibilities that do not exist. Do not use VMware marks as a visual focal point on any materials or in a manner likely to confuse the origin of products, services or materials.



VMWARE-LED MARKETING

Co-Branding: VMware-Led Marketing

- VMware owns the relationship, is the primary brand and leads the marketing effort.
- The VMware visual system should be the look for VMware-led communications.
- Trademark attribution always belongs to VMware.
- VMware visuals should be prominently featured. The partner may be represented by a logo in a lesser weight.
- Materials are subject to VMware review. Partners should work with their respective VMware account managers.
- The VMware logo always appears first, except for Dell Technologies (see Logo Co-Branding on page 5 for more information).
- The call to action must direct to a VMware landing page.




PARTNER-LED WEB BANNER

Co-Branding: Partner-Led Marketing


- The partner owns the relationship, is the primary brand and leads the marketing effort.
- The partner's visual system should be the look for partner-led communications.
- Trademark attribution always belongs to the partner.
- Partner visuals should be prominently featured. VMware may be represented by a logo in a lesser weight.
- Materials are subject to VMware review. Partners should work with their respective VMware account managers.
- The partner logo always appears first.
- The call to action must direct to a partner-owned landing page.

VMware & Veeam




Why VMware & Veeam

Enabling enterprises to embrace micro services, continuous delivery, and integration tools




Always On and Accessible

Veeam solutions leverage VMware's virtualization, modern storage and cloud technologies to back up all workloads and ensure protection and availability of your data




Innovative Design

Optimized solutions specifically for the VMware platform, with availability for the Hyper-Available Enterprise




Accelerated Digital Transformation

Providing customers the flexibility to build and evolve IT environments



Improved Business Agility

Modernizing data centers and integrating public clouds by driving innovation with modern apps, empowering the digital workspace, and safeguarding customer trust



Protecting Virtualized Workloads

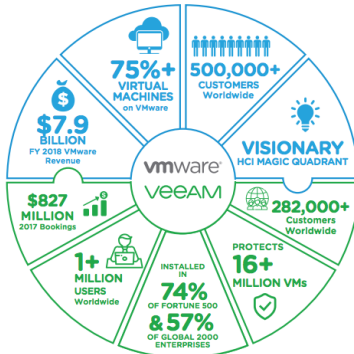
Saving organizations time and money while reducing risk, unlocking business value and enabling enterprises of all size to achieve 24/7/365 availability

VMware & Veeam Joint Solution Benefits

Modernize the Data Center

Deploying Veeam Backup & Replication within your vSphere environment allows you to run business-critical applications with confidence and respond to business needs faster.














- Simplified Architecture, Streamlined Operations
- Reduce TCO
- Comprehensive Built-in Security
- Proactive Datacenter Management
- Scale to Tomorrow



The infographic is a circular chart with 'vmware' and 'veeam' in the center. It is divided into 12 segments, each with an icon and a statistic:

- 75%+ VIRTUAL MACHINES** on VMware
- 500,000+ CUSTOMERS** Worldwide
- VISIONARY** HCI MAGIC QUADRANT
- 282,000+ Customers** Worldwide
- PROTECTS 16+ MILLION VMs**
- 857% OF GLOBAL 2000 ENTERPRISES**
- INSTALLED IN 74% OF FORTUNE 500**
- 1+ MILLION USERS** Worldwide
- \$827 MILLION** 2017 Bookings
- \$7.9 BILLION** FY 2018 VMware Revenue
- Always On and Accessible** (represented by a clock icon)
- Innovative Design** (represented by a lightbulb icon)

Sample Joint Customers
















Integrate the Public Cloud

Veeam Availability Suite offers customers leveraging VMware Cloud the ability to deploy the same proven solutions simply, efficiently and seamlessly to protect workloads across all clouds.

- Accelerating the adoption of hybrid cloud implementations
- Migrate workloads to the cloud simply and efficiently, while also leveraging investments in Software-Defined Data Center (SDC) technologies
- Reduce cost, increase efficiency and create operational consistency across cloud environments seamless integrations with Amazon Web Services (AWS)

Find out more about VMware and Veeam



Copyright © 2018 VMware, Inc. All rights reserved.

VMWARE-LED MARKETING

The image shows the logos for iIS and VMware. The iIS logo is on the left, featuring the letters 'iIS' in a stylized font. The VMware logo is on the right, with the word 'vmware' in its characteristic lowercase font. A vertical line separates the two logos.

Get Modern. Go Hybrid.

Find your path to a modern data center and a hybrid cloud strategy built for the digital economy.

Request Your Cloud Assessment.

First Name *

Last Name *

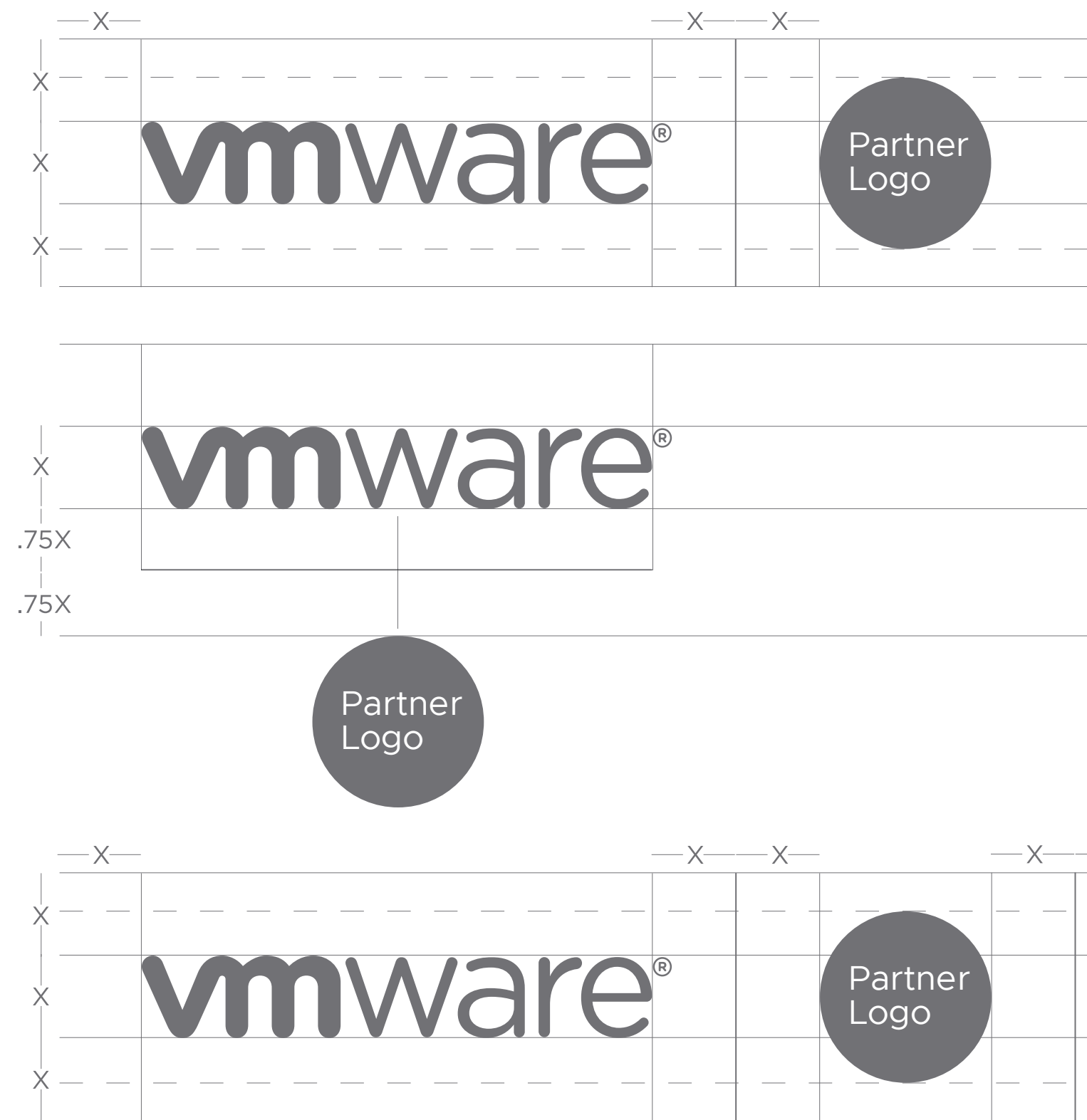
Company *

Phone *

Business Email *

[Request My Assessment](#)

PARTNER-LED MARKETING



Logo Co-Branding

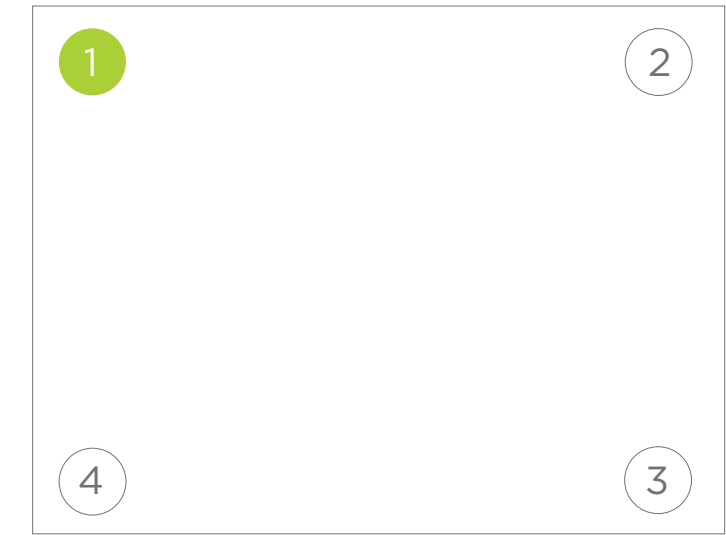
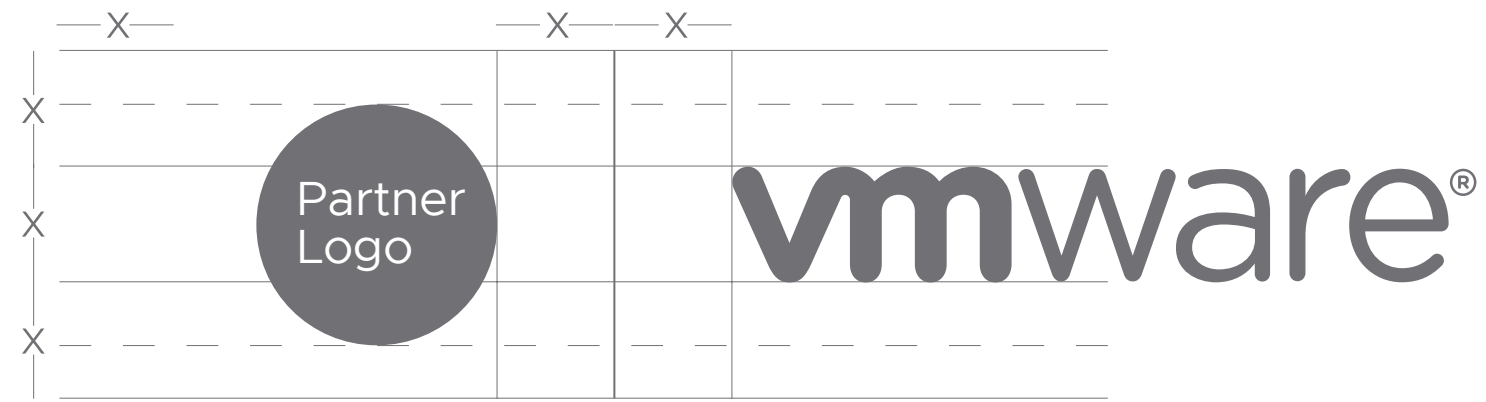
Co-branding may appear on marketing materials developed with an official VMware business partner. All logo standards and guidelines apply.

VMware-led co-branded materials feature the VMware logo on the left and the partner logo on the right. Partner-led co-branded materials feature the partner logo on the left and the VMware logo on the right. The same guidelines apply when referring to placement and clear space.

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

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

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



ONLINE SAMPLE PLACEMENT



PRINT SAMPLE PLACEMENT

Co-Branded Logo Clear Space, Placement and Color

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

Logo clear space

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

Logo placement

For online materials (such as emails and websites), place the logo in the upper-left corner. For print materials, place the logo in the lower-left or lower-right corner. If neither of those placements work, place the logo in one of the other corners, favoring the corner with the most clear space. The preferred placement is always horizontal, but vertical can be used in certain placements that have very little horizontal space.

Color standards

Co-branded logos can appear in full color, black or reversed white. Guidelines for background colors are the same as for the VMware corporate logo. If appropriate, a partner's corporate color may be used as the background color.

Do:

Always co-brand master brand to master brand.



Don't:

Do not co-brand at the product or solution level.





Logo Colors and Backgrounds

The VMware corporate logo color is PMS Cool Gray 11. To preserve legibility, this gray logo should only be placed on a white or light background when legibility is clear. For logo positioning on a color background, the value of the background determines if the logo should appear in black or white.

The logo may be used on photography, but it must be placed in an area of high contrast to the background. For maximum visibility, set the logo in the clearest area of the photograph.

The logo may be produced as a blind emboss/deboss, embroidered, engraved, or foil-stamped in white, silver or clear.

For special logo use on applications, such as fabrics and carpet, contact brandquestions@vmware.com.



Logo Don'ts

The VMware corporate logo must never be altered, adjusted or redrawn in any way. Inconsistent use detracts from our brand equity and recognition, and negates the consistency we strive to achieve. Examples shown here illustrate incorrect uses of the logo.

1. Don't separate the "VM" from "ware."
2. Don't reproduce the logo in an unapproved color.
3. Don't place the logo over a gradation.
4. Don't reproduce the logo as a gradient.
5. Don't position the logo on patterns.
6. Don't reproduce the logo as a screen or tint of VMware Gray (PMS Cool Gray 11).
7. Don't skew or rotate the logo.
8. Don't redraw or use another font to create the logo.
9. Don't create a new logo using the VMware logo.
10. Don't use the logo as text.
11. Don't reproduce the logo with any kind of pattern or print.
12. Don't apply the logo to a background where lack of contrast diminishes legibility.

Legal Guidelines

The following legal guidelines apply to all VMware customers, licensees, consultants, outside vendors, channel partners and other third parties. If you have a formal relationship with VMware, such as a Registered Partner, the signed Agreement with VMware may have special trademark and logo usage guidelines different than the guidelines set forth. In such cases, follow the guidelines provided to you pursuant to your Agreement.

The intent is to protect and govern the use of VMware product names in partner-branded content.

Trademark usage

VMware, Inc. trademarks must be used in the proper way. These guidelines apply for usage of VMware trademarks and brands in all communications and documents.

[This is a list of VMware trademarks](#). This list is not all-inclusive, and the absence from this list does not mean it is not a VMware trademark.

Other third-party trademarks referenced on the VMware website and documents are the property of their respective owners. The word “partner” does not necessarily imply a partnership relationship between VMware and that company.

Using VMware marks

Do not incorporate VMware trademarks or logos into your own product names, service names, trademarks, logos or company names, and do not adopt marks or logos that are confusingly similar to VMware marks and logos. Do not make unlicensed use of VMware licensed logos. Third-party use of VMware logos requires written permission from VMware obtained through your VMware marketing contact.

You may refer to VMware products and services by their associated VMware trademarks and service marks as long as such reference(s) are truthful, fair, not misleading and comply with the VMware Partner Co-Branding Guidelines, which may be modified by VMware from time to time at the company’s sole discretion.

White papers, guides and technology overviews

VMware routinely authors white papers, webinars, technology overviews and guides, and considers them VMware copyright material. VMware generally does not license these materials for reproduction or distribution for commercial purposes, or permit local hosting of these materials on third-party webpages. VMware encourages and specifically authorizes parties to link to webpages on [vmware.com](#) without permission from VMware. This ensures that all links are to the most current version of the items.

Trademark notice

All Registered Partners agree to use the following notice on the asset where the VMware logo or name appears:

VMware and the VMware taglines, logos and product names are trademarks or registered trademarks of VMware in the U.S. and other countries.

Privacy policy

VMware is under obligation to assure an adequate level of protection of the data in its possession and control. VMware has strict policies regarding the sharing of personal data. Any time VMware data are used for outbound marketing campaigns, the message and visual identity of the communication must be led by VMware. A Registered Partner’s logo and name may appear in the context of a communication that is sent to members of a list maintained by VMware, but the rules for VMware-branded communication must be followed. Any participant obtaining a VMware list will be required to sign agreements governing the use of the list. Failure to comply with the VMware Privacy Policy by the Registered Partner will jeopardize the Registered Partner’s participation in future co-branding activities.

Questions?

Please contact VMware Brand at
brandquestions@vmware.com.



VMware, Inc. 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 vmware.com

Copyright © 2020 VMware, Inc. All rights reserved. This product is protected by U.S. and international copyright and intellectual property laws. VMware products are covered by one or more patents listed at vmware.com/go/patents. VMware is a registered trademark or trademark of VMware, Inc. and its subsidiaries in the United States and other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies. Item No: VMware Cobrand Logo Guidelines March 2020 v4
3/2020