VMware Future Ready Workforce Solutions Campaign Guidelines

September 2020

vmware®

Table of Contents

vmware®

Campaign Summary

Overview

VMware Future Ready™ Solutions are VMware's products and resources to help customers drive stability, growth and innovation. These solutions focus on helping customers respond to urgent business challenges, including those created by COVID-19.

VMware Future Ready Workforce Solutions specifically address the steps customers should take to properly equip their workforce with VMware technology. It encompasses aspects of multiple strategic IT priorities, including digital workspace, Virtual Cloud Network and intrinsic security, and is delivered through key products, including VMware Workspace ONE®, VMware NSX®, VMware SD-WAN™ by VeloCloud® and VMware Carbon Black Cloud™.

Creative platform

Our value proposition helps ensure our content and communications consistently reinforce a unified solution for the new way of working.

Campaign position

VMware is the most trusted vendor for organizations that want not only to react, but to seize opportunities in the newly reassembling business world.

Value proposition

VMware Future Ready Workforce Solutions is the unified digital core for the new work environment. It spans from user to network to cloud, unifying the organization with intrinsic security and optimized employee experiences.

Audience

- Primary: Business/CIO – Cares about apps, collaboration and productivity tools (e.g., Zoom, Teams, Google docs)
- Secondary: IT/practitioner – Cares about core, foundation and infrastructure

Write-up

Refer to the following sample copy to help ensure the campaign message and value proposition are properly conveyed to the audience:

The way we work is changing, and companies are adapting. Fast.

Some may only react as far as enabling remote work, while others will seize business opportunities, such as cutting costs, acquiring talent globally, increasing productivity and more.

Leading companies will become Anywhere Organizations, enabling seamless workspaces where location is no longer a factor.

The Anywhere Organization is a distributed one. Technology, not location, is the glue holding the distributed organization together.

A fractured foundation means gaps in security, operations and experience. A digital foundation will unify the organization—empowering it to become a leader of the new work world.

VMware Future Ready Workforce Solutions span from cloud to device with inherent security and optimal experience.

Customers that choose to partner with us will embark on the path we've already established for more than 100,000 customers.

vmware®

Verbal Branding Guidelines

VMware Future Ready Workforce Solutions

Usage

On first instance, use **VMware Future Ready™ Workforce Solutions**.

On subsequent instances, use **Future Ready Workforce Solutions**.

Refer to **Future Ready Workforce Solutions** as the specific offering that fulfills the campaign promise: "Work anywhere as one".

Strapline

"Work anywhere as one" is the campaign strapline.

The strapline should be placed in all ads to pay off the value prop expressed in the headline. It should not be locked up with the VMware logo; rather, it should be placed separately and independently from the logo. However, if there is a lack of space, you may use the strapline as part of the headline instead (e.g., "Seize the anywhere opportunity, work anywhere as one"). The strapline should be in sentence case and should not end with a period.

The strapline should not replace the Realize What's Possible corporate strapline at the top of emails. Instead, it should be used in the body of the email.

Headline

Headline concept:

VMware is focused on uniting and powering the Anywhere Organization with flexibility and choice, rather than just solving remote work. Headlines should convey the themes of unity and flexibility. This unification is not limited to bridging physical locations (home and office)—that's part of it, but not the whole picture. VMware unifies teams, ideas, tools, efforts and processes. We enable this with a digital foundation that quickly adapts to the way we need to work.

We recommend including the following concepts in the headline copy (these specific terms or other terms with the same meaning). This not only supports the overall message, it also ties the headline to the image:

- Distributed/unified

- The Anywhere Organization

- Reconnect the workplace/organization/infrastructure/foundation

Headline word count:

Use up to eight words for emphasized text plus up to eight words of supporting text. Shorter is better, but more words may be necessary to land a complete thought that captures the benefit/value. This count does not include the strapline.

Headline phrasing:

Syntax can be flexible as long as the text is direct, clear, active and conversational. See the Headline Examples section.

- Intro phrases work well to set up the concept of workforce unification and describe a distributed reality that needs to be addressed: "Distributed workforce means distributed threats…", "Work is now anywhere", and so on.

- Complete sentences can be phrased as imperatives, led by a verb: "Seize the Anywhere Opportunity…", "Deliver, manage and secure all endpoints as one."

- Make sure the headline isn't too vague and can be easily associated with distributed/remote work. One way to achieve that is to use headlines with terms such as "distributed workforce" or "anywhere working". Other frequently used terms may be useful to express grounding ideas for the solution we are offering.

- When possible, use a series of short phrases and sentences addressed directly to the reader ("you/your" and/or imperative phrasing, such as "Do this…"). Alternatively, use a claim to fame or stat referring directly to VMware.

vmware®

Verbal Branding Guidelines

Headline (continued)

Headline voice and tone:

Active, encouraging, optimistic, future-focused

Keywords:

- The phrase "distributed work" is best to emphasize how collaboration can occur anywhere, even when co-workers are physically separated.

- When possible, also use the phrase "remote work", which optimizes search results.

- Avoid "work from home" or "WFH".

- Use "workplace" to refer to physical locations where employees work, including home and office. Reserve "workspace" for specific references to VMware Workspace ONE product and service offerings.

- Do not refer to "unified digital foundation". When referring to the core concept of "digital foundation," use the phrase intact without adding additional descriptors or modifiers.

Headline and image:

Campaign images always depict contrasting environments (usually office vs. home) fused together by a unifying element. The headline must always support the distributed/unified idea and clearly portray it alongside any additional message. Otherwise, the creative may not land.

Emphasized headline text:

The emphasized text focuses attention on the distributed/unified message. (See bold text in headline examples and large text in visual implementation examples.)

Headline style:

Capitalize and punctuate headlines as sentences. For headlines comprised of more than one sentence, a period should be used to end all sentences (e.g., "Distributed work. Unified foundation.").

vmware®

Headline Examples

The comprehensive headline examples provided in this guide cover the following campaign pillars:

- Business – Focus on overall, longer-term strategic business opportunities.

- IT – Focus on infrastructure benefits, such as investments in tech innovation with scalability and operational efficiencies and without disruption.

- Scale – Scale access to critical apps and data.

- Manage – Deliver, manage and secure endpoints.

- Optimize – Optimize the network edge to every employee.

While the business and IT pillars focus on overall, longer-term strategic investment and infrastructure, the other pillars are specifically focused on VMware solutions and customer pain points (cloud, networking, security, endpoints, etc.).

In the following examples, bold text represents the emphasized text, which is used to focus attention on the distributed/unified message. This text goes hand in hand with the split image.

If the following examples are not sufficient, new headlines may be constructed. Please make sure to include the distributed/unified concept in every headline to avoid message/image inconsistencies.

For comprehensive Future Ready Workforce Solutions messaging guidance, visit vault.vmware.com/group/vault-main-library/supporting-customers-during-covid-19.

Business headlines:

Technology, not location, unifies today's workforce. Get it right.

Discover the limitless workplace. Work everywhere, together.

Work is at a crossroads. Take the path forward, together. Unify your distributed workforce with VMware.

From workforce separation to workforce synergy. Discover the limitless workplace.

Work is now anywhere. So are we. VMware's digital foundation powers remote work for more than 500,000 customers globally.

The workplace is changing. The market leader stays the same. 100 percent of Fortune 500 companies choose VMware to power their remote work scenarios.

The limitless workplace is on the rise. Give your team the tools to work in new ways with VMware Future Ready Workforce Solutions.

Build your distributed workforce on one trusted foundation. VMware Future Ready Workforce Solutions.

IT headlines:

Distributed work. Unified foundation.

Enable seamless workplaces without limitation.

Infrastructure flexibility for workforce unity.

Unify your distributed workplace without adding infrastructure.

To manage distributed work, don't add infrastructure—unify it.

Instantly scale to support the distributed workforce while ensuring uncompromised performance.

IT is the backbone of the distributed workplace. VMware Future Ready Workforce Solutions is the backbone of IT.

Distributed work. Unified IT. Scale, manage and optimize with a digital foundation.

Unify the distributed workforce with VMware Future Ready Workforce Solutions. Build on proven blueprints that have delivered success for more than 500,000 customers.

Scale headlines:

Scale access to all apps for all employees, anywhere.

Distributed organization, unified clouds, instant scale.

App availability and on-demand elasticity for all employees anywhere.

Distributed workforce means distributed threats. It's time for a protected cloud infrastructure.

Manage headlines:

Windows anywhere. Pivot from on-premises to cloud-first modern management for Windows 10.

Instantly enable distributed workers. Dropship phones, tablets, laptops or desktops.

Protect your distributed workforce with intrinsic security.

Protect your distributed workforce. Safeguard all endpoints with intrinsic security.

Unified protection for the new way of work. With intrinsic security from endpoint to cloud.

Defend your distributed workforce with intrinsic security from endpoint to cloud.

Secure endpoints and data anywhere without any additional infrastructure.

vmware®

Headline Examples

Optimize headlines:

Network boundaries shouldn't end at work. Accelerate app performance for all employees wherever they are.

A new way of working needs a new network. Extend network edge anywhere with VMware SD-WAN by VeloCloud.

Take the "place" out of "workplace". Ensure app performance regardless of location.

Distributed work, consistent app performance.

Grant the right users the right access to the right data.
Accelerate context-aware access, right now.

Distributed organization. Unified network performance.

Unify the distributed workforce. Discover context-aware access and uncompromised connectivity.

Employees are anywhere. Hackers are, too. Time for context-aware access.

Scale pillar product focus:

- VMware Horizon® 7 and Horizon Cloud
- VMware Cloud Foundation™, powered by Dell EMC VxRail
- VMware Cloud™ on AWS
- VMware SD-WAN by VeloCloud
- VMware NSX Advanced Load Balancer™
- VMware NSX
- Avi Networks web application firewall

Manage pillar product focus:

- VMware Workspace ONE
- Workspace ONE Intelligent Hub
- Dell Provisioning for Workspace ONE
- VMware Workspace Security™ (Workspace ONE and VMware Carbon Black)

Optimize pillar product focus:

- VMware Workspace ONE Intelligent Hub and Workspace ONE Access™ services
- Workspace ONE Verify
- VMware SD-WAN by VeloCloud

vmware®

Look and Feel

Strategic approach

VMware is focused on uniting and powering the Anywhere Organization with flexibility and choice, rather than just solving remote work. VMware Future Ready Workforce Solutions cover the steps customers should take to properly equip their workforce with VMware technology.

Creative approach

This campaign fuses two images of contrasting environments, usually office compared against home. Separated by a white strip, the contrasting images juxtapose similar items that appear in both to form a unified shape (e.g., desk, device, building, etc.), connecting the seemingly opposite environments. This fused image along with a headline that directs attention to the unifying element reinforce the campaign promise to "work anywhere as one". This campaign includes a variety of images to choose from. All images were created to support multiple messages; most visuals can be matched with the campaign headlines. Whenever possible, use the images provided. If additional images need to be created, please adhere to the rules on the following page.

Guidelines

These campaign guidelines work in conjunction with and do not replace the VMware Corporate Brand Guidelines. Corporate Guidelines can be downloaded from VMware Brand Central.

LEARN MORE

vmware

Scale access to all apps for all employees, anywhere

Work anywhere as one
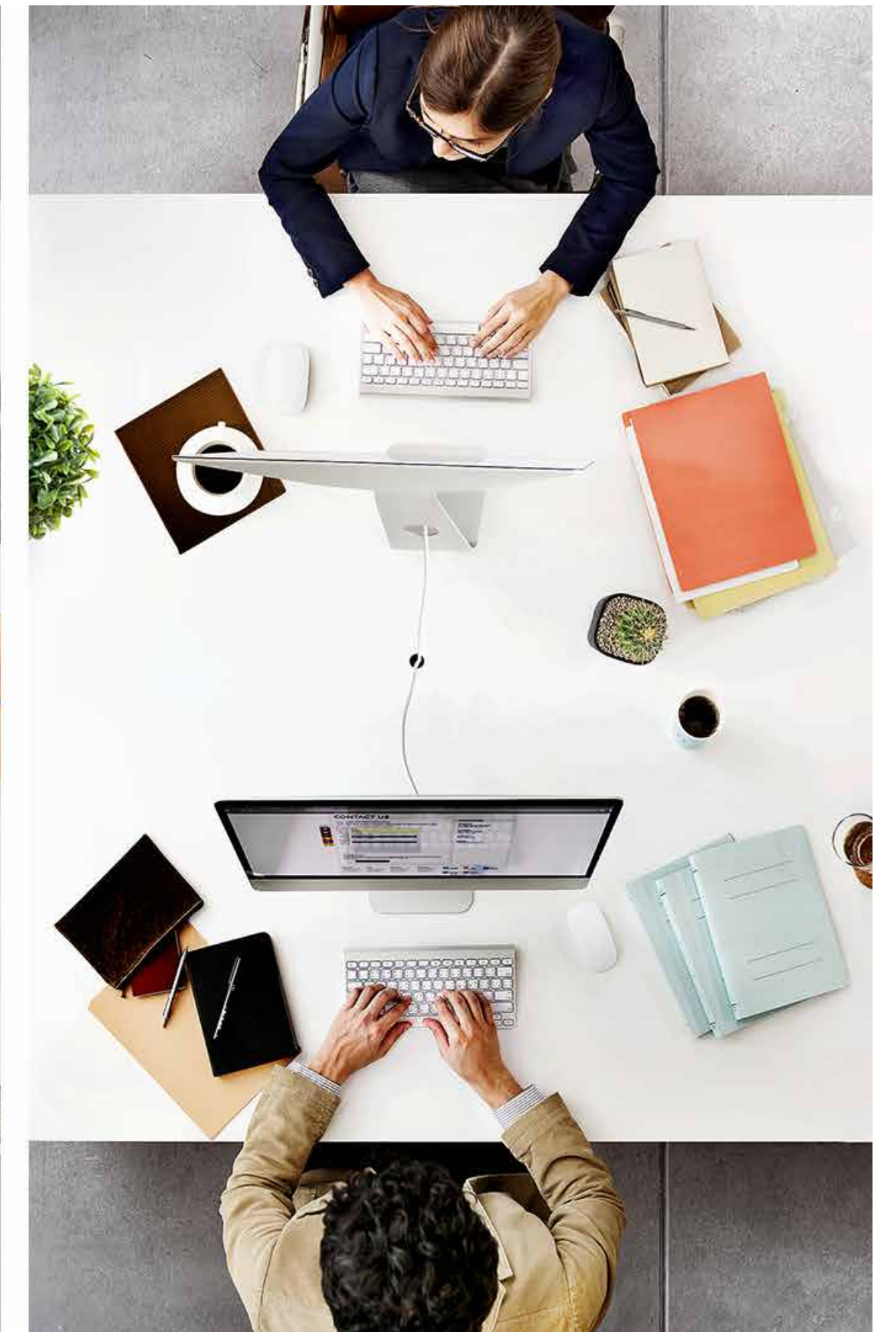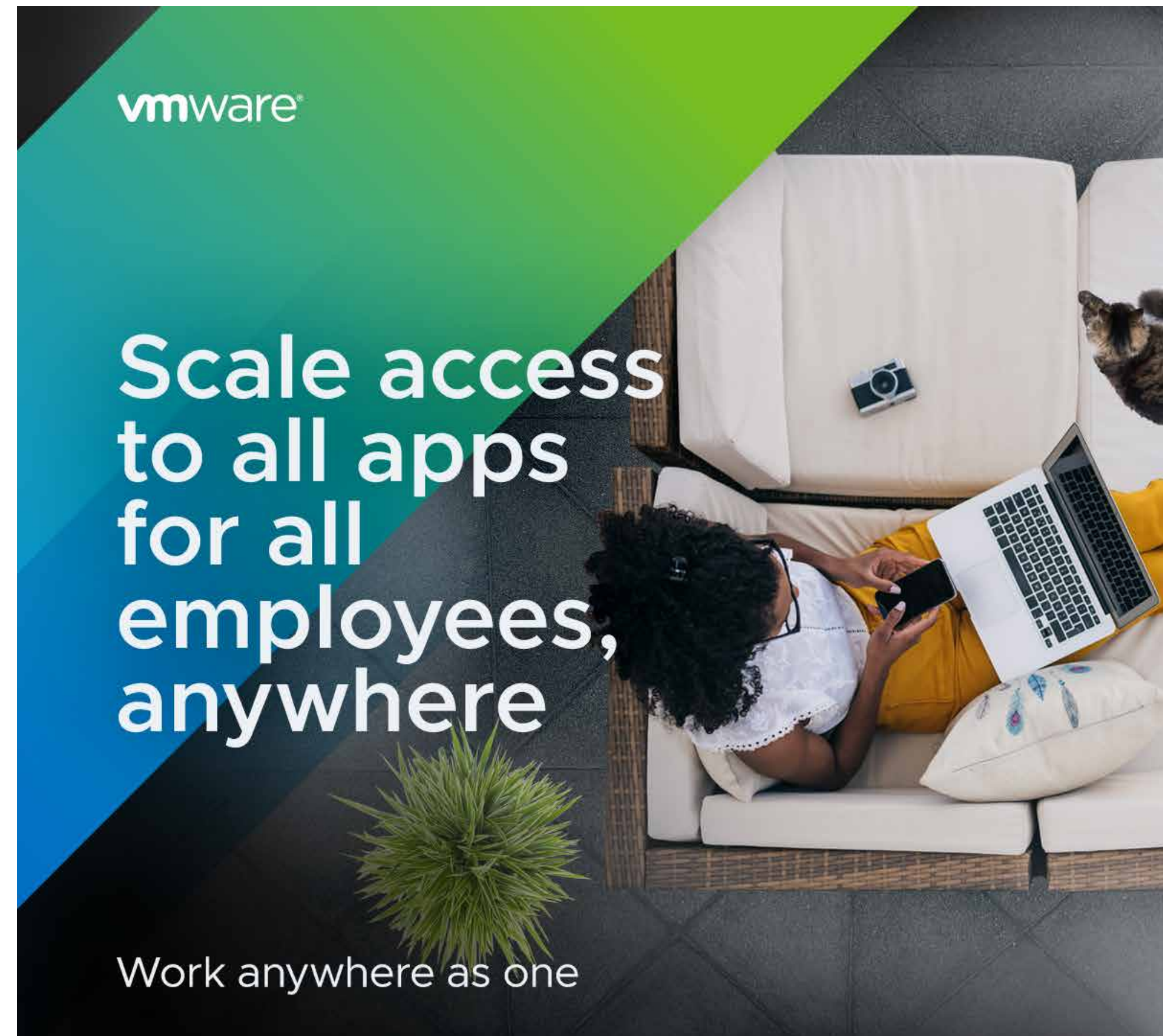
vmware®

Visual Elements

Primary elements of the campaign

- VMware logo
- Gradient parallelograms (primary and/or secondary)
- Headline
- Strapline
- Two images with contrasting environments

Do not introduce new elements that do not appear in the samples given in these guidelines.

General rules

To maintain the VMware brand identity, always include the primary gradient parallelogram and the VMware logo with clear space in the upper-left corner.

Only the gradient parallelograms in the indicated colors are allowed (see page 12).

A headline in Metropolis Semi Bold directs attention to the unifying element and enables quick understanding of the creative to inspire further engagement.

The strapline should not be locked up with the VMware logo. It should be located in the lower-left corner, aligned to the logo and headline.

Ensure text is readable by placing it on the image in a way that creates contrast (e.g., avoid white text on bright colors, and make sure text is large enough to read easily on all devices and ad sizes). Follow the proportions and templates of the assets provided.

The images must show contrasting environments. In the example on the right, the image on the left represents an organic home workspace that is clearly set in a specific place and context. It is dramatically and unexpectedly juxtaposed with the mirror image, which depicts a classic work environment.

The images must have a unifying element that shows their symmetrical similarities. This can be an identical item in both environments (e.g., two halves of the same laptop) or different elements that hold the same function. In the latter case, two objects are fused together (office building/residential home, monitor/tablet, home sofa/office sofa, home gate/office security gate, etc.). In the example on the right, the window connects the contrasting environments (office window and home window with the corresponding views, frames, etc.), tying the images together. The combination of both halves of the window creates a new, whole window shape.

The unifying element should always be in full focus, well lit, at center frame and first in visual hierarchy.

When depicting people, choose photos with interaction across both image parts. People may be interacting directly with each other or working together to form a unified collaborative setting.

VMWARE LOGO

SECONDARY PARALLELOGRAM

PRIMARY PARALLELOGRAM

TWO IMAGES WITH CONTRASTING ENVIRONMENTS

HEADLINE WITH EMPHASIZED TEXT IN METROPOLIS SEMI BOLD AND SUPPORTING TEXT IN METROPOLIS REGULAR

STRAPLINE

WHITE STRIP SEPARATING THE CONTRASTING ENVIRONMENTS

vmware®
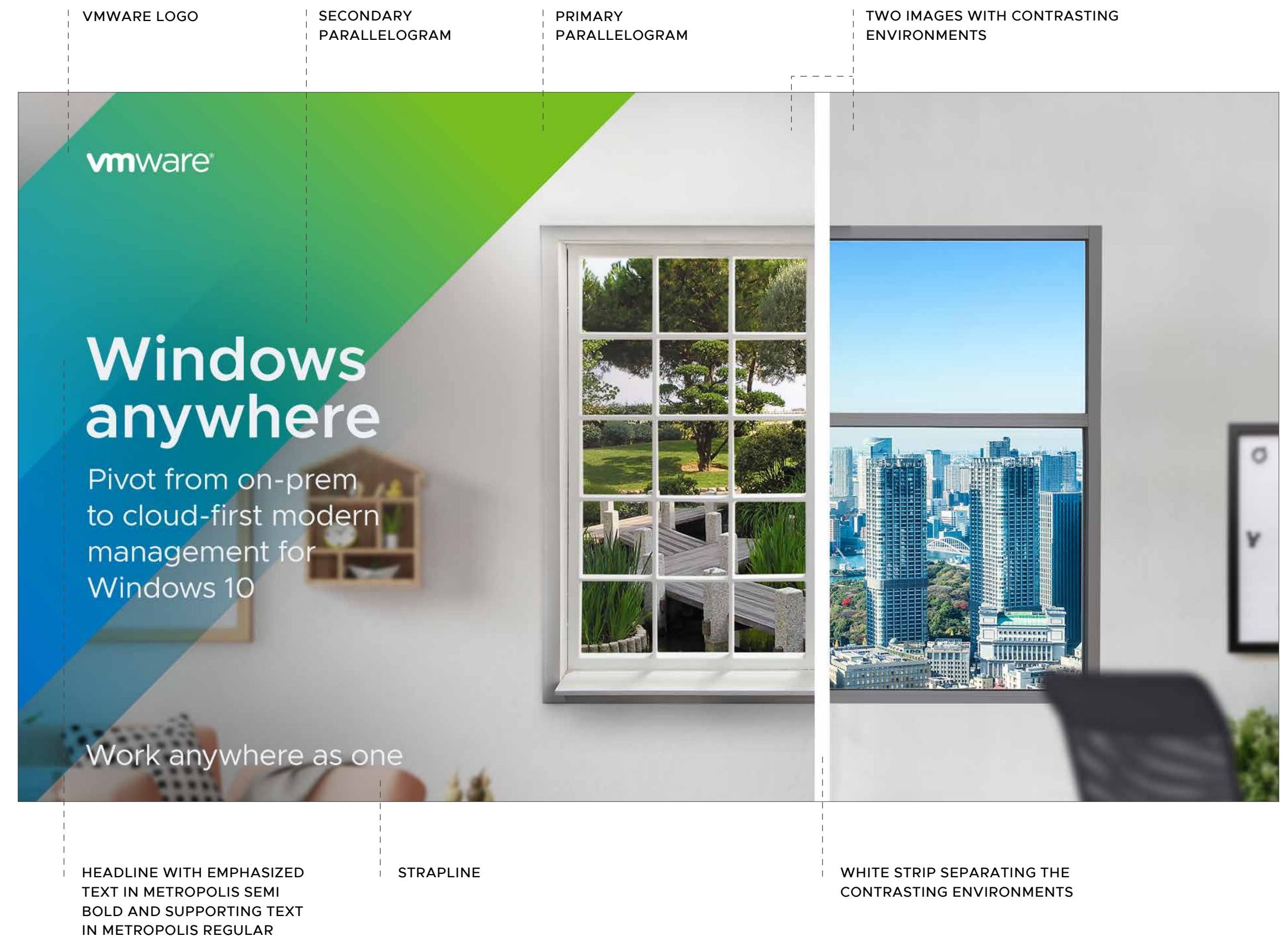
Visual Elements

Hashtag

The #futurereadyworkforce hashtag should only be used in social media assets and display banners. Place the hashtag above the strapline in the lower-left corner of the asset. If space is an issue, place the hashtag below the call-to-action (CTA) button.

Buttons

When a CTA button is required, use the style below. The text should be visually centered within the button. Text should be in title case.

For more information, download the VMware Microsite Guidelines on Brand Central.

Button fill color:

Indigo (#1D428A)

Corner radius:

3px

Font:

Metropolis Light

Font size:

16 pt

Font color:

White (#FFFFFF)

Download White Paper

BUTTON   HASHTAG
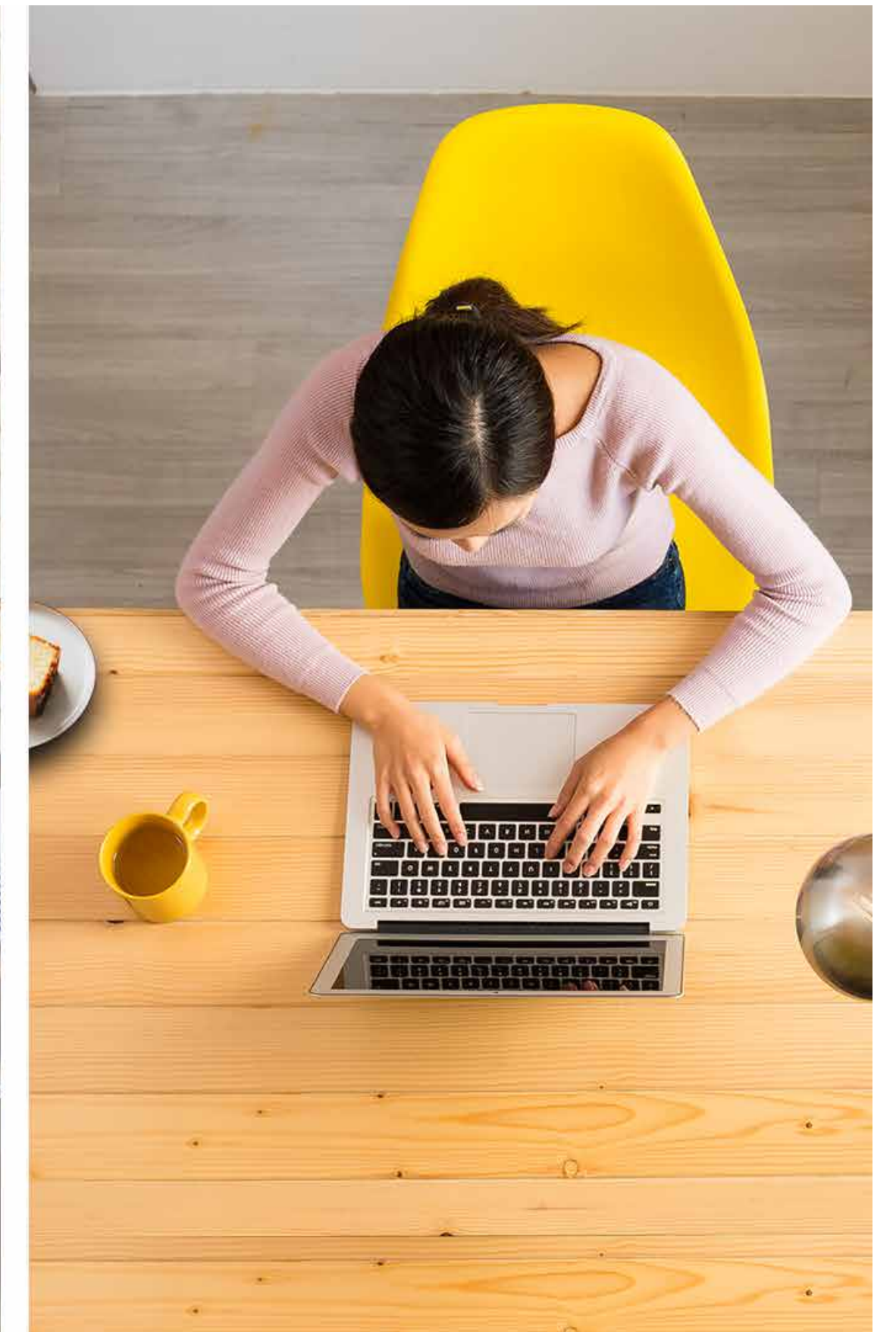
Color Palette

This campaign uses a specific subset of the VMware color palette. Ocean, Leaf and White are used to create the parallelogram graphics, with Indigo as the button color. No other colors should be used.
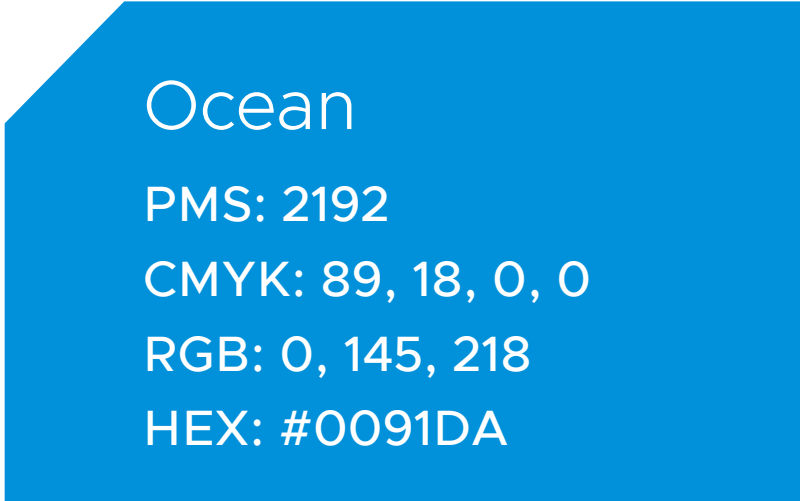
Use hexadecimal values for HTML assets. Use RGB values for web-based graphic assets (GIF, JPG, PNG).

Use CMYK or Pantone values for print assets. All Pantone colors are selected from the Pantone Solid Coated library.

Corporate color libraries can be downloaded from Brand Central, under Adobe CC libraries.

LEARN MORE

PRIMARY PALETTE

Ocean
PMS: 2192
CMYK: 89, 18, 0, 0
RGB: 0, 145, 218
HEX: #0091DA
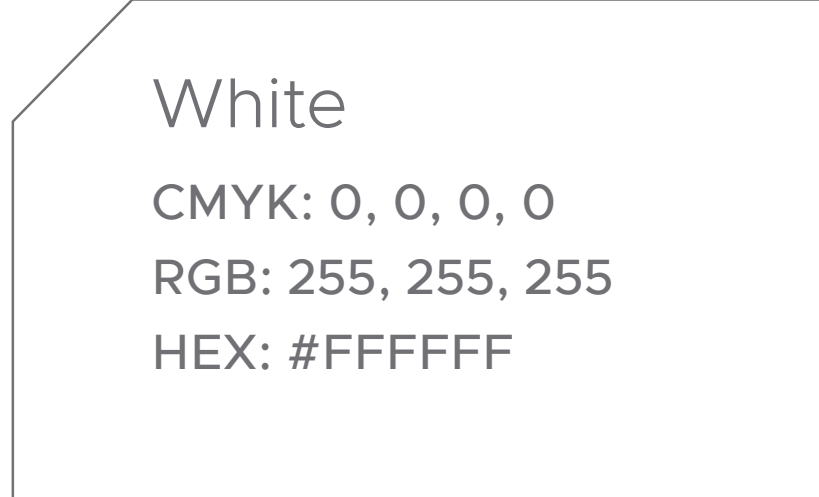
Leaf
PMS: 368
CMYK: 65, 0, 100, 0
RGB: 120, 190, 32
HEX: #78BE20

Indigo
PMS: 7687
CMYK: 100, 78, 0, 18
RGB: 29, 66, 138
HEX: #1D428A

Gray
PMS: Cool Gray 11
CMYK: 57, 49, 45, 13
RGB: 113, 112, 116
HEX: #717074

White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

SECONDARY PALETTE

Crimson
PMS: 194
CMYK: 8, 100, 55, 66
RGB: 159, 40, 66
HEX: #9F2842

Tangerine
PMS: 716
CMYK: 0, 61, 99, 0
RGB: 246, 119, 0
HEX: #EC7700

vmware®

Gradient Parallelograms

When applying the gradient, the color separation should appear as a 70:30 or 30:70 ratio for a subtle color transition. The gradients should always run at a 45-degree angle so that they're working with the parallelogram.

Primary

There is one primary parallelogram—100% Ocean at the bottom, 100% Leaf at the top, 70:30 ratio—that can be used for both photographic and non-photographic layouts. In the case of a smaller layout, only the primary parallelogram can be used.

Secondary

There are two secondary parallelograms that can be used. The Ocean parallelogram is for photographic and non-photographic layouts. The White parallelogram is for non-photographic layouts only.

Photographic layout

• 100% opaque Ocean at the bottom, 0% opaque Ocean at the top, 30:70 ratio, and covers two-thirds of the right side of the primary parallelogram

• You may reverse the gradient to 0% opaque Ocean at the bottom, 100% opaque Ocean at the top, if necessary

Non-photographic layout

• 70% opaque White at the bottom, 0% opaque White at the top, 30:70 ratio, and should be one-third the size of the primary parallelogram, with the right edge in the middle of the parallelogram

Gradient parallelograms are available on Brand Central.

LEARN MORE

vmware®

Leaf

70% gradient positioning

30% gradient positioning

2/3   1/3   45°

Ocean

PRIMARY PARALLELOGRAM

SECONDARY PARALLELOGRAM
USES MULTIPLY LAYER EFFECT

1/3

1/2

30% gradient positioning

PRIMARY PARALLELOGRAM   SECONDARY PARALLELOGRAM
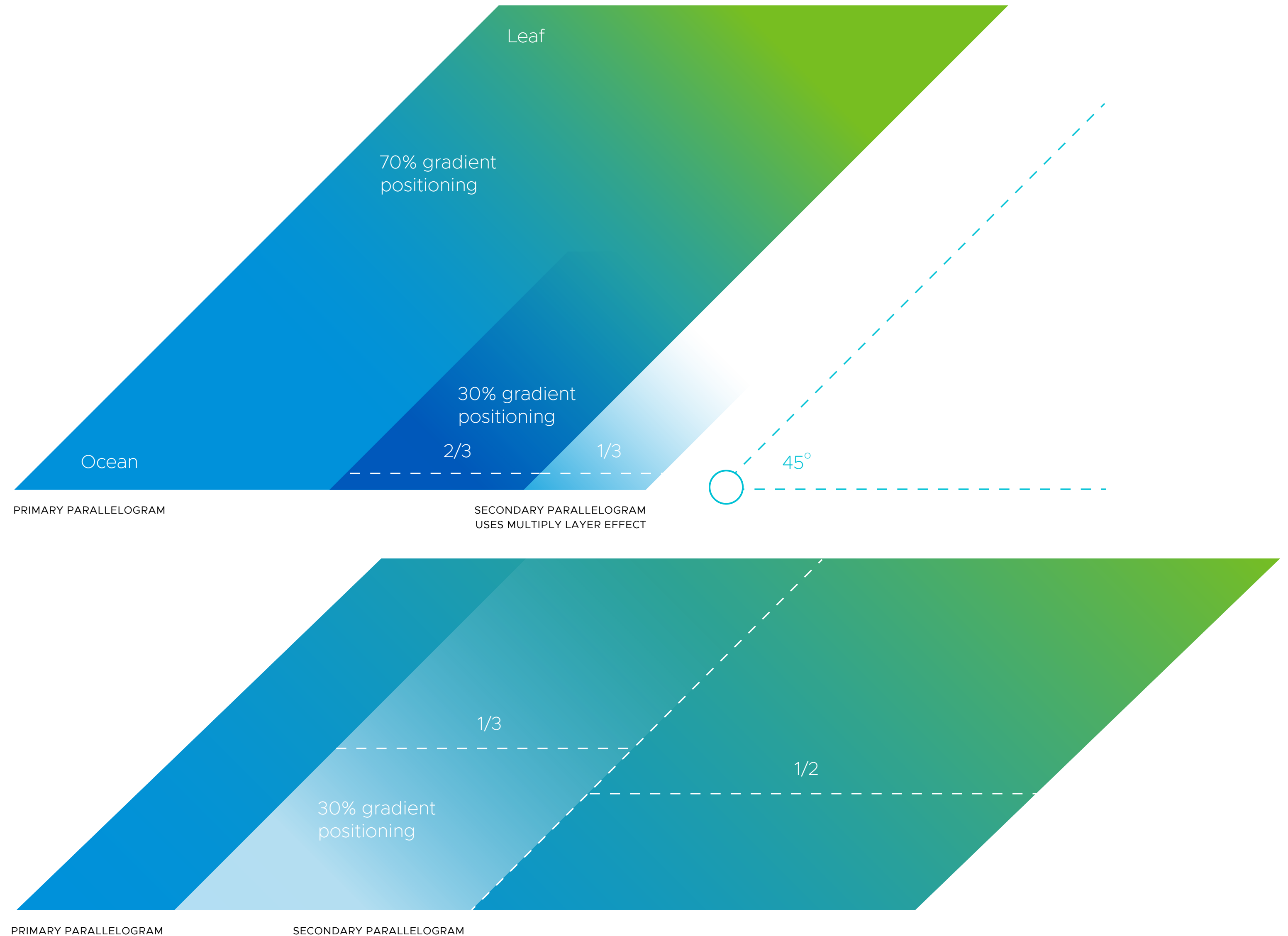
Typography

Metropolis

Our corporate font is Metropolis. It is an open source font and can be shared with agencies at no cost.

The Metropolis font is available on Brand Central.

DOWNLOAD

Metropolis Semi Bold

Headlines Are Title Case

Metropolis Regular

Sub headlines are sentence case

Metropolis Regular

Standard body is always sentence case. Mauris luctus tempus porttitor. Maecenas scelerisque tortor in ligula maximus hendrerit. Aliquam gravida felis a mauris interdum, et porta magna volutpat. Suspendisse potenti. Vestibulum sollicitudin ante nec tortor malesuada, at facilisis nibh molestie. Vestibulum sagittis gravida nisl, non auctor quam lobortis vitae. Aliquam erat volutpat. Fusce ac purus diam. Sed iaculis dui in odio malesuada viverra. Nam mattis lectus et quam blandit dignissim.

Metropolis Light

DESCRIPTORS ARE ALL CAPS

Metropolis Semi Bold

#futurereadyworkforce

Metropolis Regular

Work anywhere as one (strapline)

vmware®

Universal Grid

Our universal grid is a foundational brand element.

Do not scale the grid disproportionately. Apply the grid by anchoring to one of the four corners and scale to fit your artboard.

Available on Brand Central.

LEARN MORE
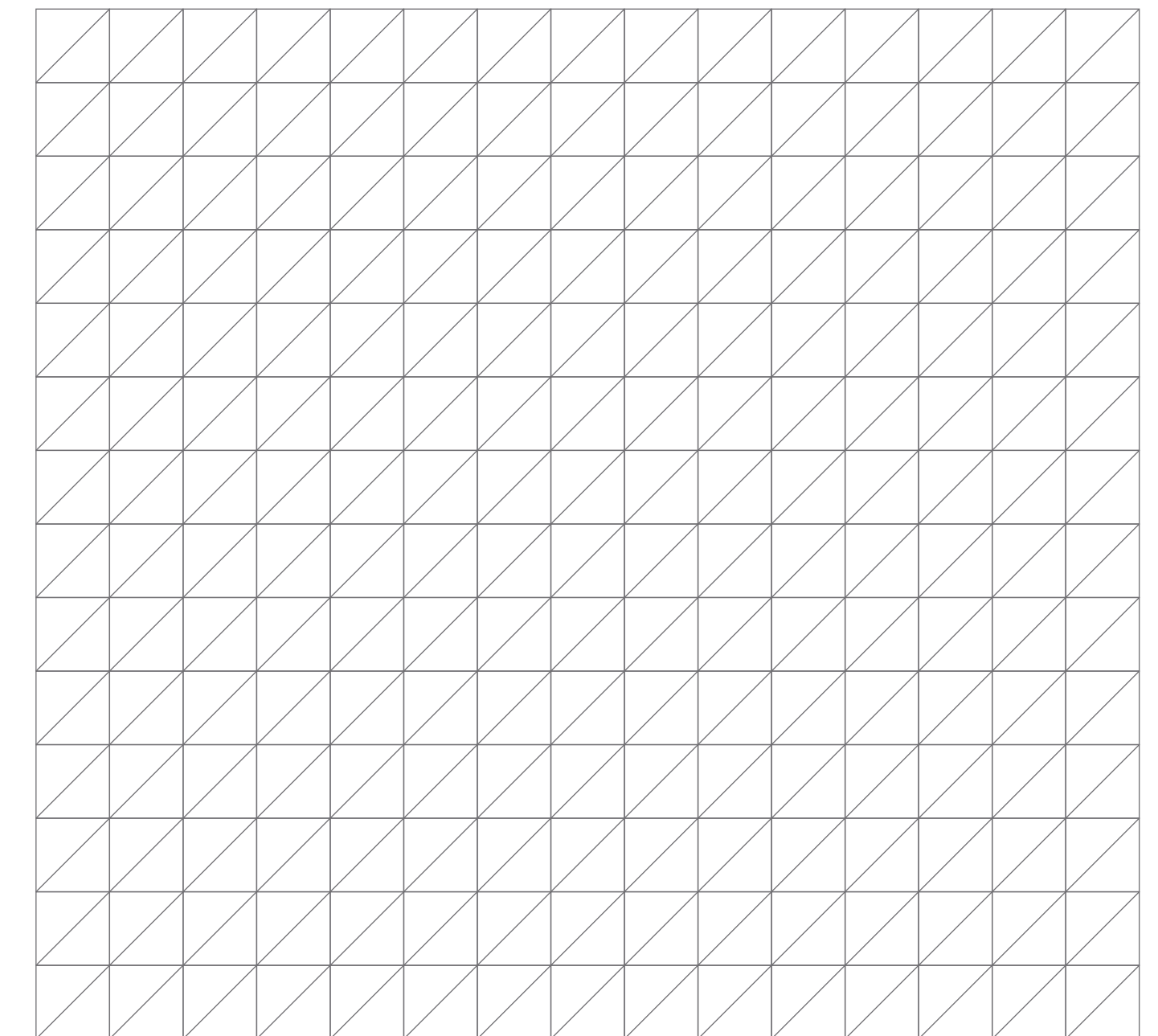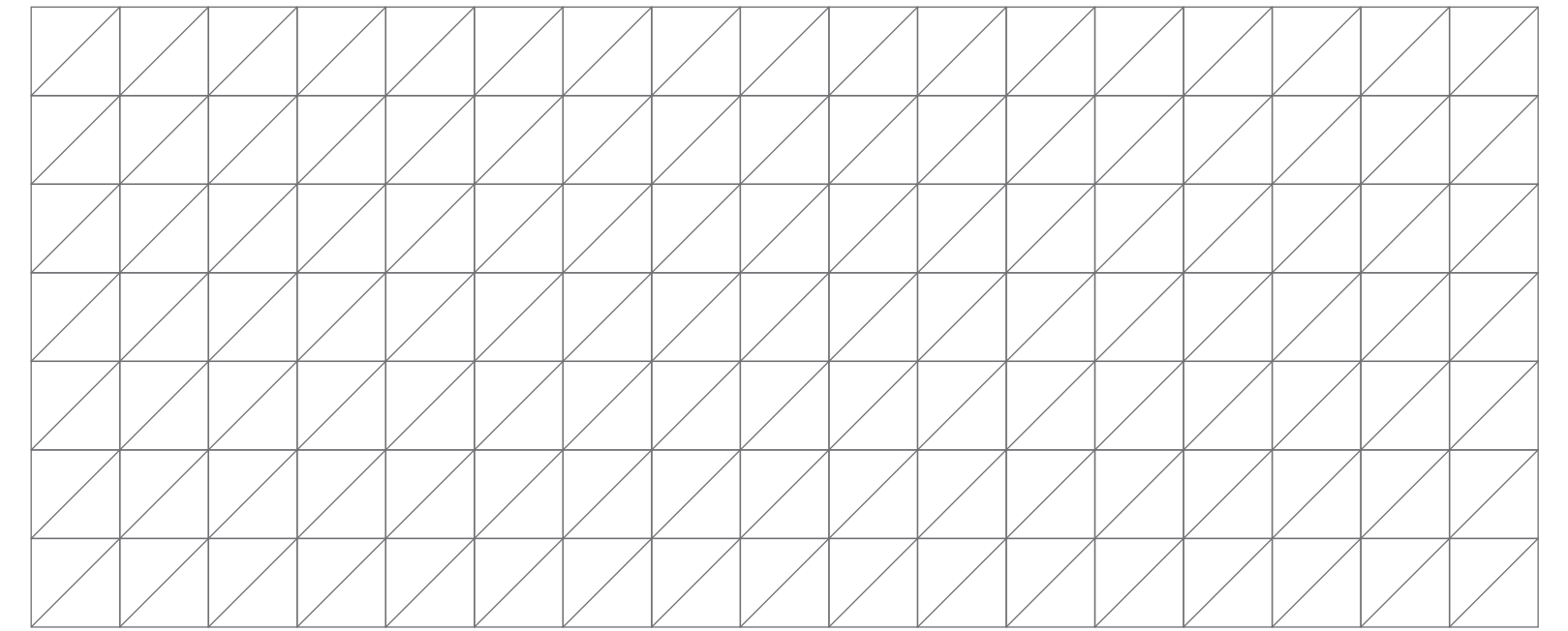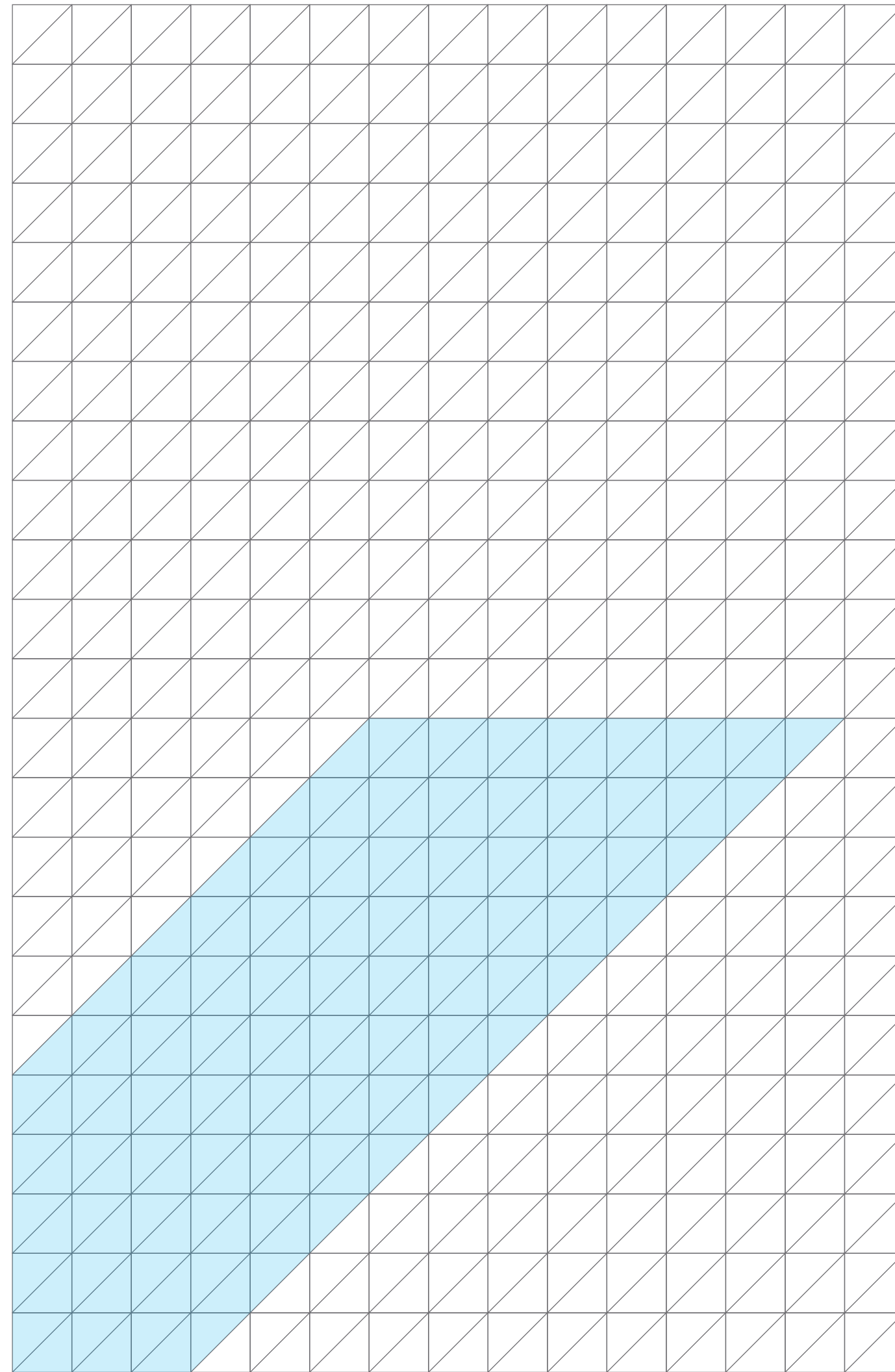
vmware®

VMware Logo

Our primary logo color is PMS Cool Gray 11. To preserve legibility, this gray logo should only be placed on a white or light background. For positioning on a color background, the value of the background should determine if the logo appears in black or white.

Color standards

Gray, white and black are the only approved colors for the VMware logo.

There are a few simple rules to follow when using the logo:

- Treat the logo as a unit—never divide it.

- Treat it as an image, not a word.

- Do not use it in a sentence, headline or title.

- Never redraw or modify the logo in any way.

- Include the registered trademark symbol in all instances.

Logo clear space

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

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.

Download the VMware logo from Brand Central.

LEARN MORE

PRIMARY: PMS COOL GRAY 11

BLACK

WHITE

X

X

Partner Co-Branding

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 Brand 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 that is likely to confuse the origin of products, services or materials. 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. All co-branded uses of the VMware logo must be approved by the Brand Team and Partner Marketing.

Co-branded logos may only appear in this format with the VMware logo.

Create a 1-pt Cool Gray 11 (or the CMYK/RGB equivalent) stroke divider between the logos as illustrated. A vertical stroke should be the height of the logo clear space. A horizontal line should be the length of the VMware logo.

Color standards

Co-branded logos can appear in full color, black or reversed white. Guidelines for background colors are the same as for the VMware corporate logo.

CO-BRAND GUIDE

VERTICALLY ALIGNED - ONE LOGO

VERTICALLY ALIGNED - TWO LOGOS

HORIZONTALLY ALIGNED - ONE LOGO

• MAKE ALL LOGOS APPEAR EQUAL IN SIZE.
• FOLLOW CLEAR SPACE GUIDELINES AS DEFINED.
• MAINTAIN EQUAL DISTANCE BETWEEN ALL LOGOS.

Photography Style

Photography is a powerful, compelling way to tell the stories of the people we empower, the impact we make, and the industries we work with. Approved campaign photography is available in the campaign toolkit. These are the only approved images to use. Other photography many not be substituted without prior approval from the Brand team.

• Images should show contrasting environments.

• Images should show diverse people.

• Images should show at least one element that crosses over from one part of the image to the other.

• The contrasting environments should be separated by a 23-pt white strip.

vmware®
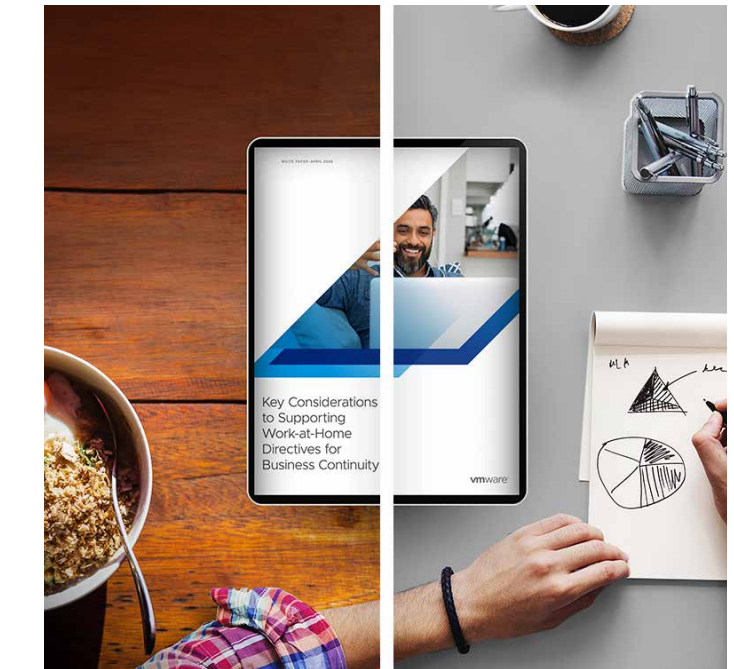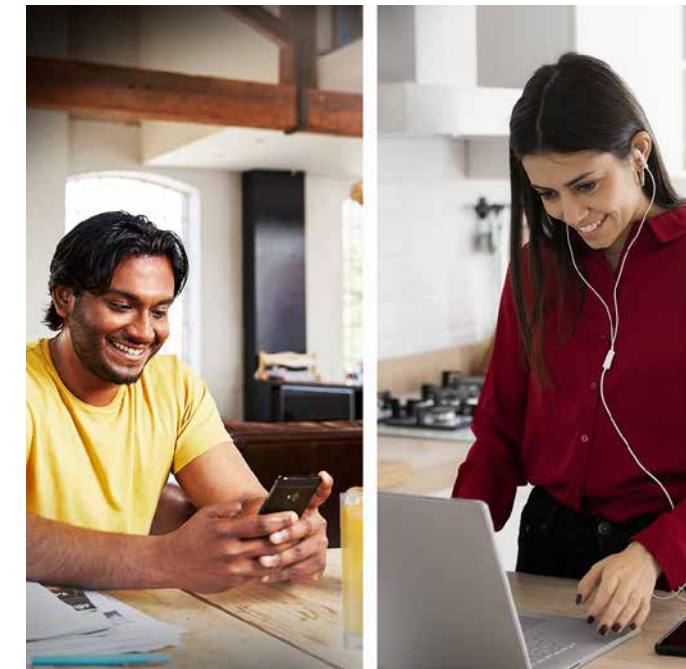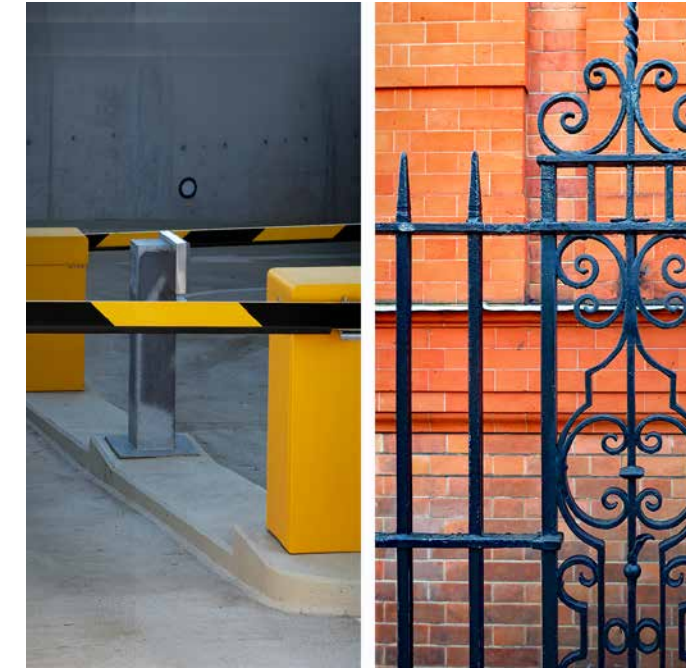
Building Layouts

Photographic layout

1. Always start with the universal grid.

2. Insert a fused image from the campaign library.

3. Add the primary and secondary parallelograms on the left side of the artboard, extending off the top and left side of the artboard.

4. Add the VMware logo, headline, CTA button (if required), hashtag (if required) and strapline. You can give the headline a soft drop shadow to help it pop from the layout.

Non-photographic layout

1. Always start with the universal grid.

2a. Add the primary parallelogram, extending off all sides of the artboard, then add the secondary parallelograms on top of the primary parallelogram.

3a. Add the VMware logo, headline, CTA button (if required), hashtag (if required) and strapline.

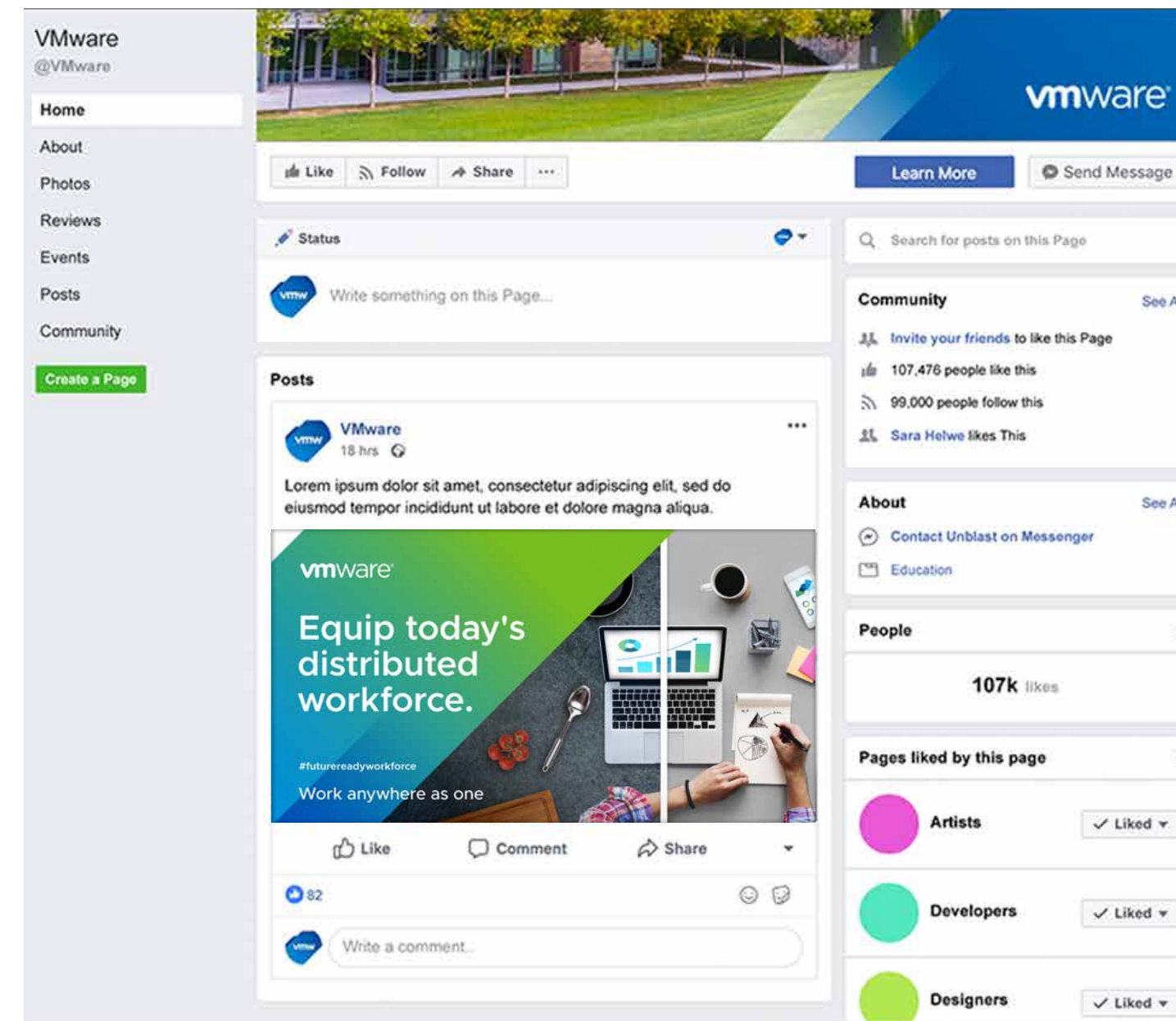1.

2.

3.

4.

2a.

3a.

vmware®
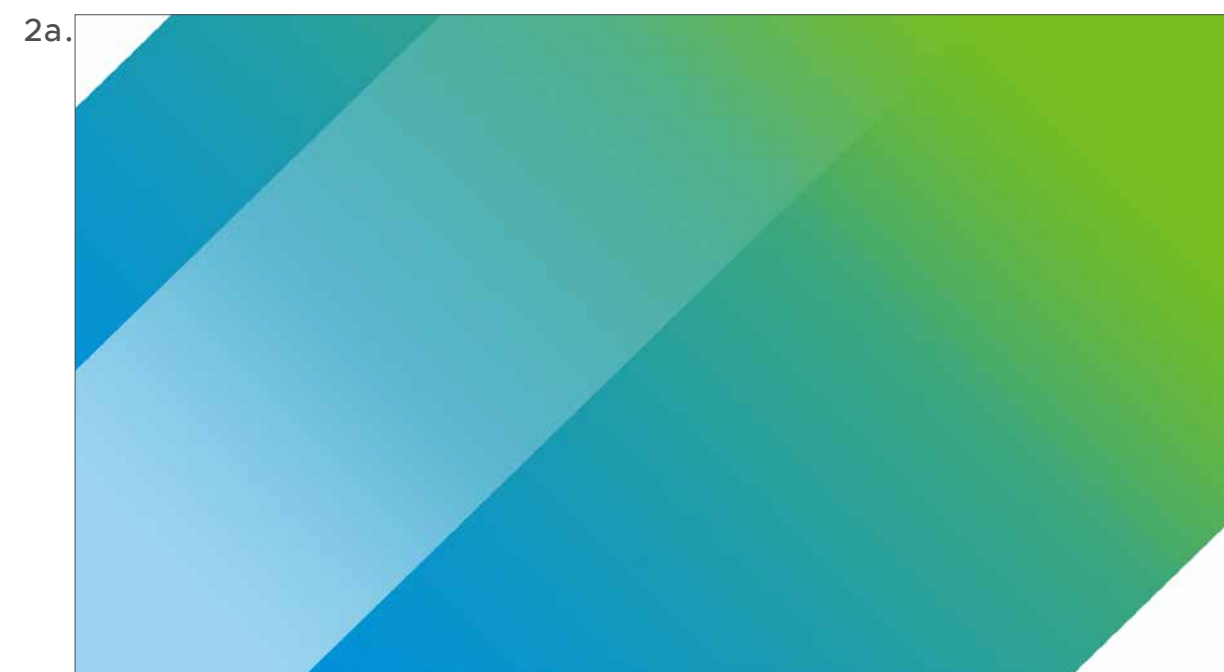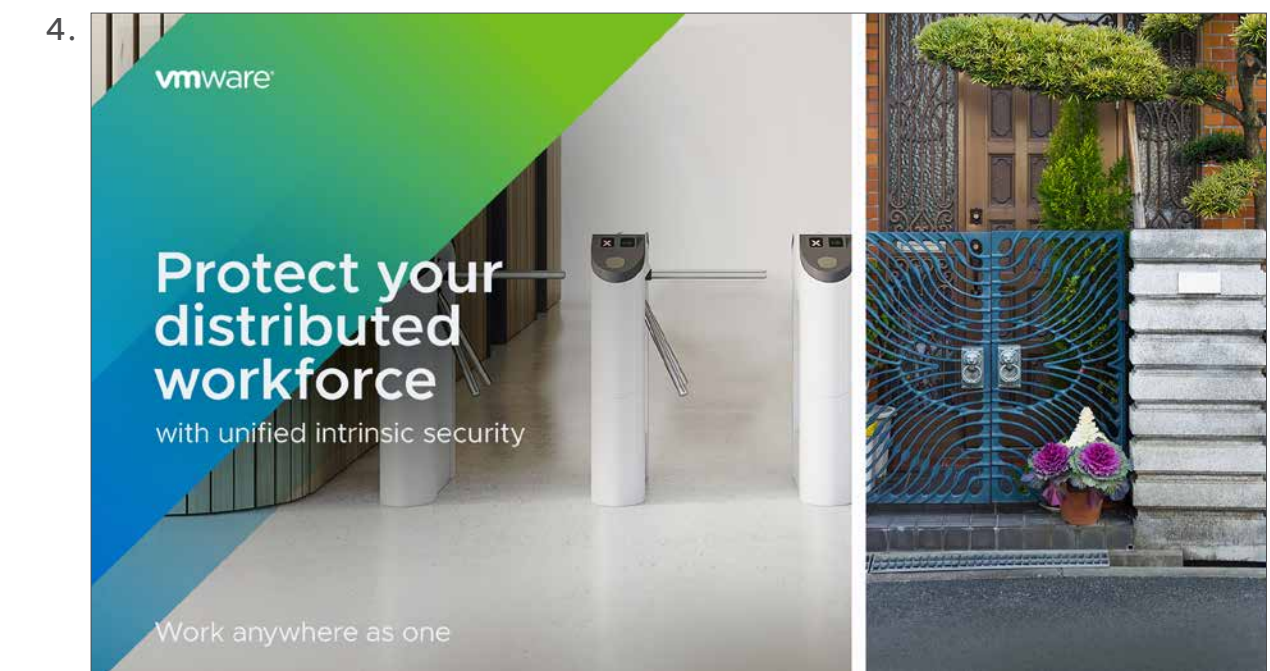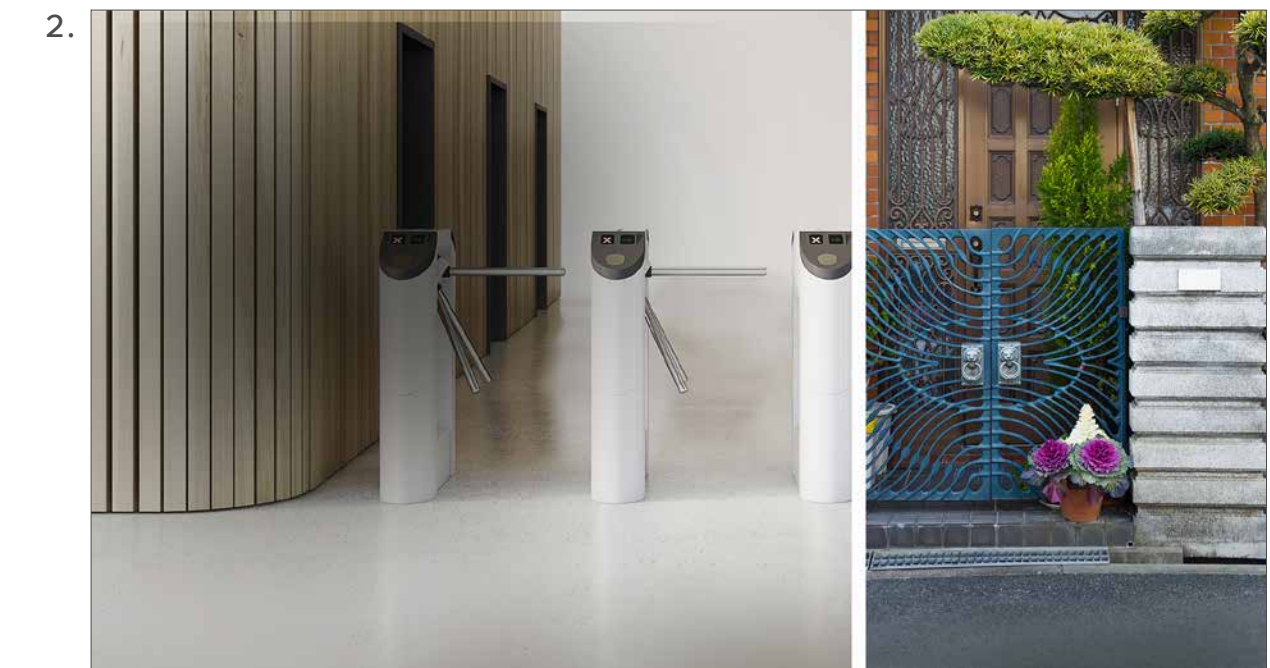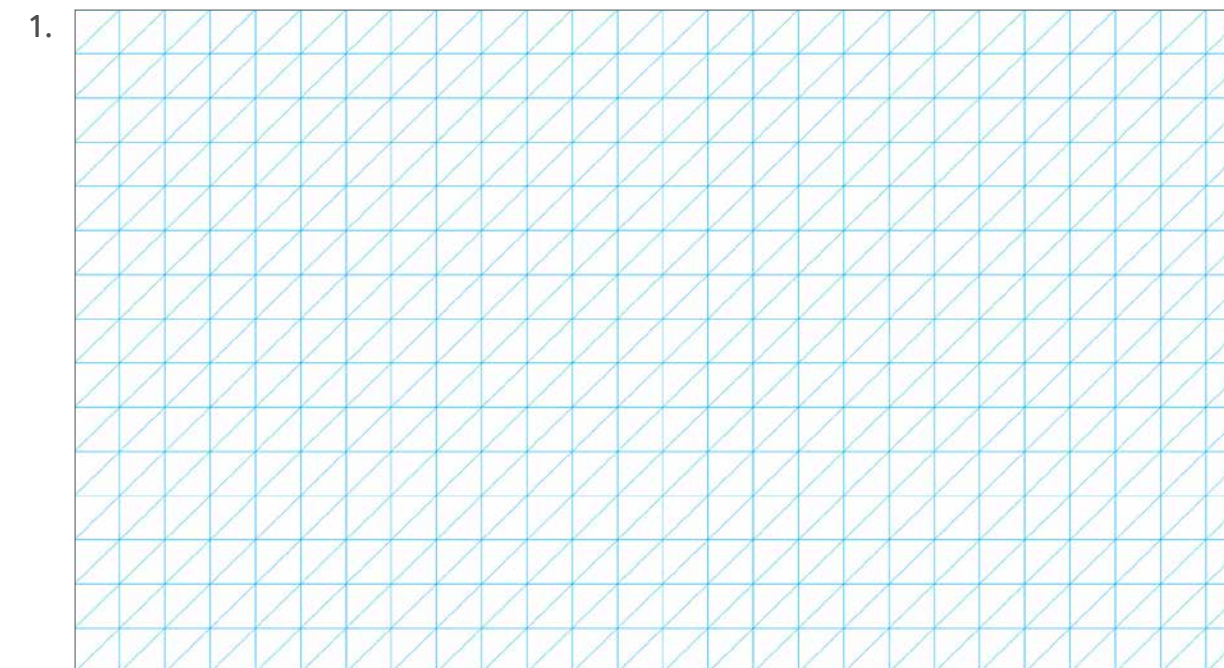
Examples

This section includes various examples of campaign assets, including specific omnichannel implementation examples for social, banners, emails and landing pages.

Source files for all images are available for download.
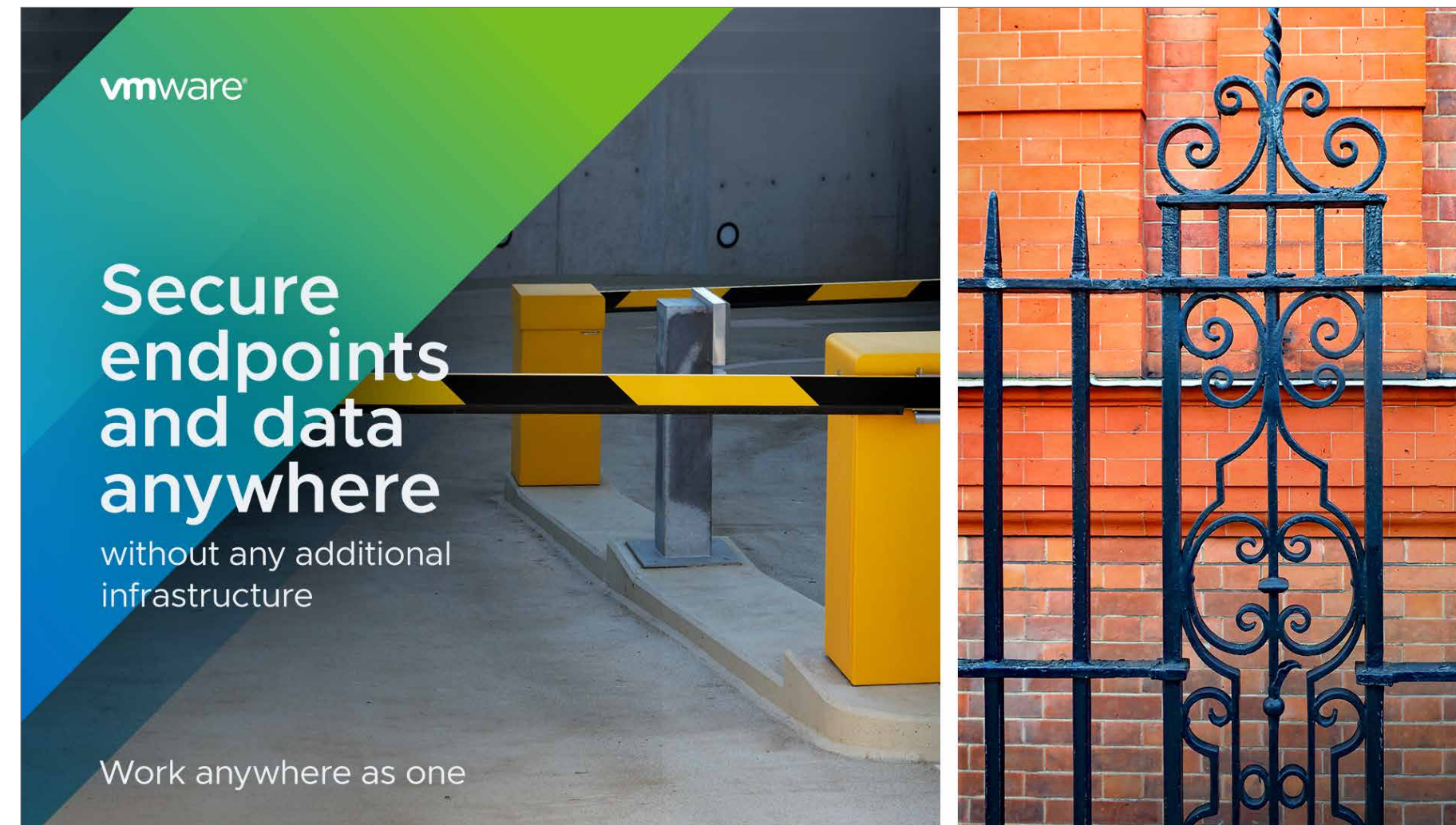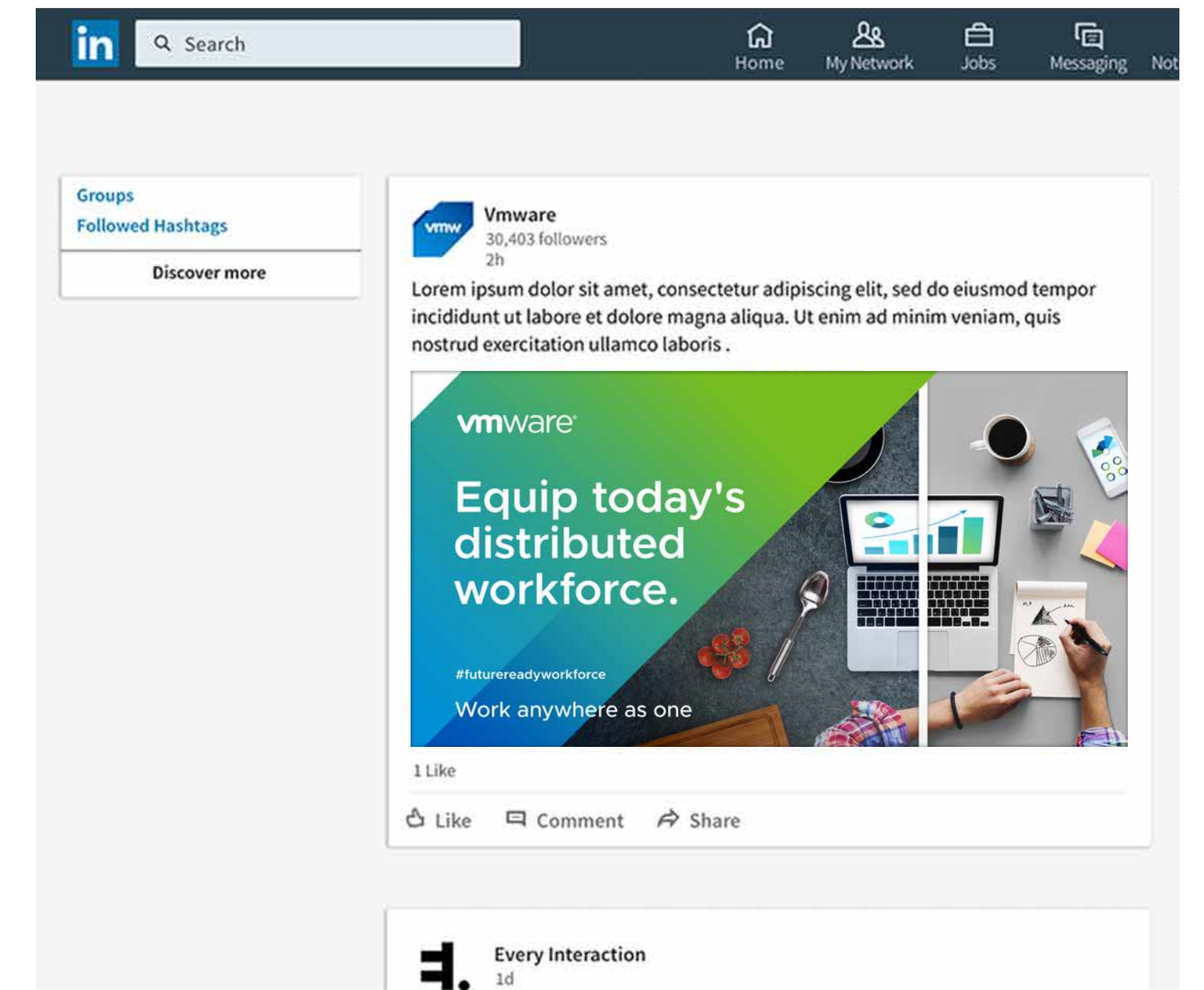
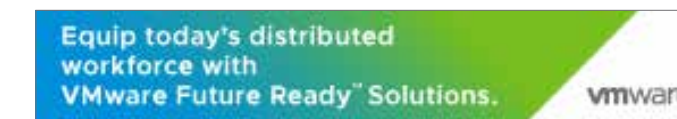# Examples

Social

FACEBOOK

LINKEDIN

Examples

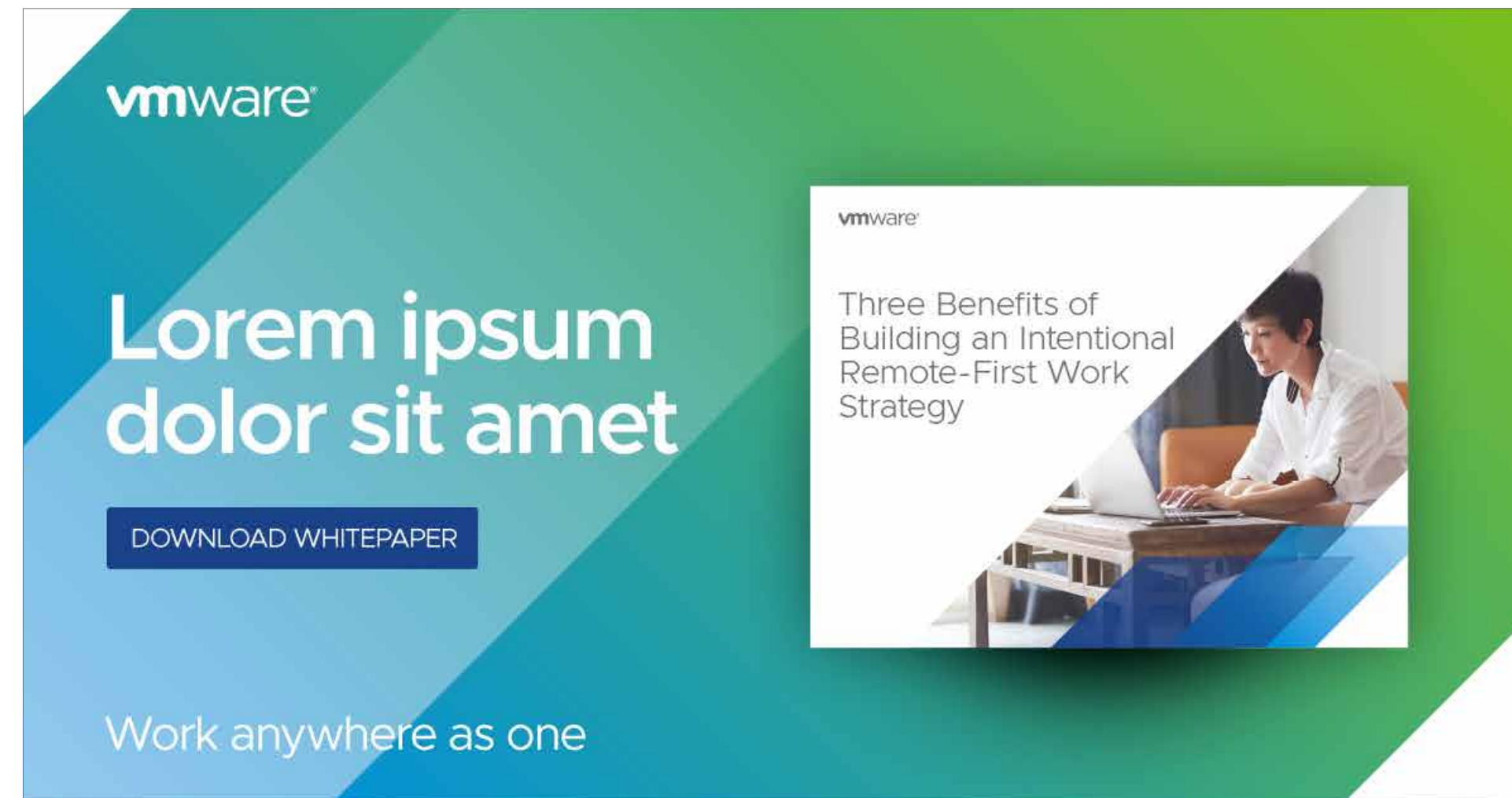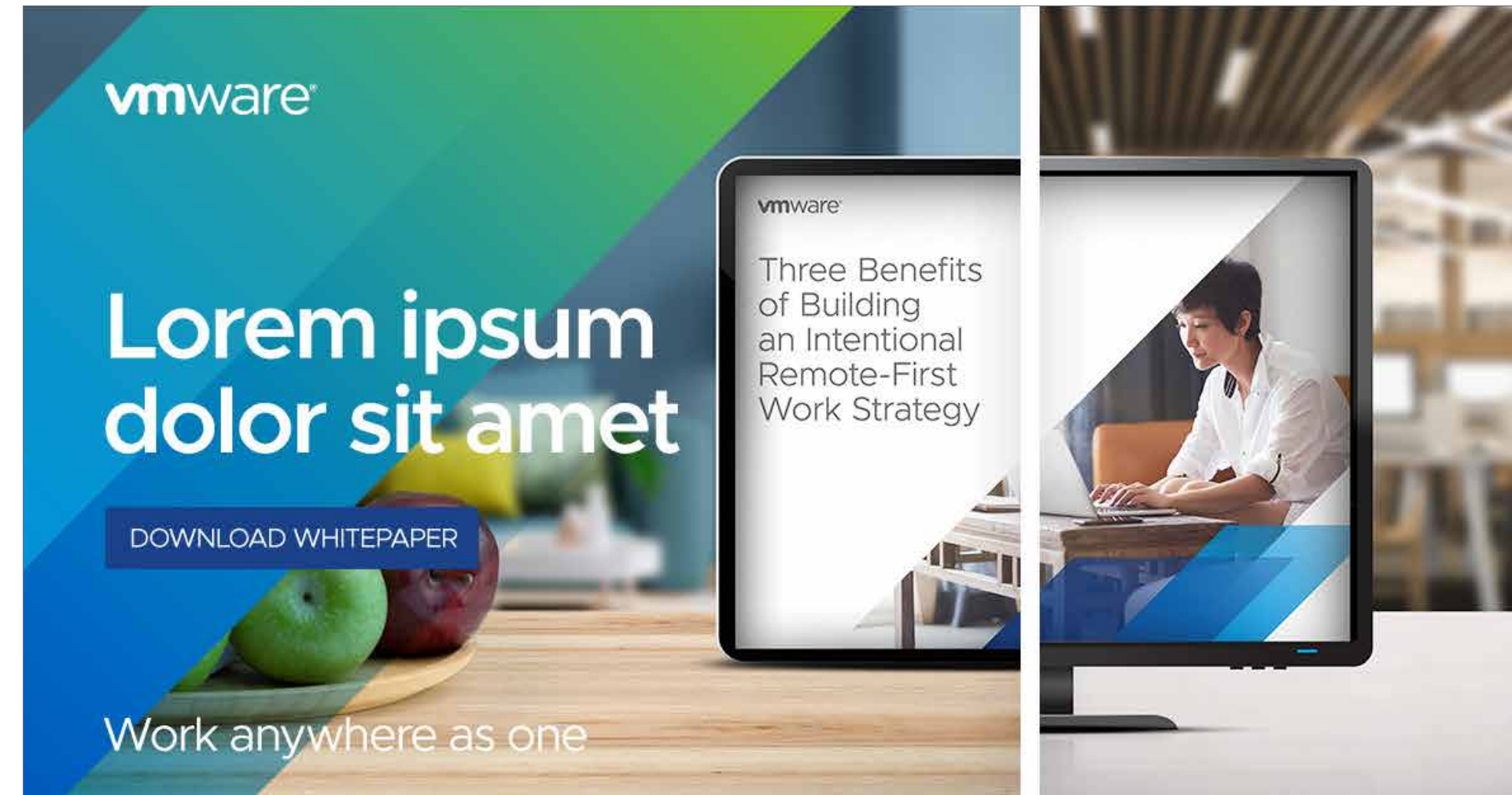## Display banners

300 X 600PX

300 X 250PX

320 X 50PX

vmware®

Examples

Execution with a content asset

Examples

Email and landing page

Email copy

Because the campaign strapline does not appear in the email header, please include it in the email copy.

Don'ts

1. Don't place the white separator strip opposite of where the image splits.

2. Don't change the colors of the parallelograms.

3. Don't place the image focus on the left and the parallelograms on the right.

4. Don't reverse the directions of the parallelograms.

5. Don't change the color of the white separator strip.

6. Don't give the headline a harsh drop shadow.

vmware®

Getting Started

Creating new assets

VMware employees, agencies, writers or designers creating new assets need to take the following steps:

1. Contact the Brand team at brandquestions@vmware.com to schedule training. Please provide the email addresses of those who need training on the Future Ready Workforce Solutions campaign.

2. Attend the corporate brand training required for all vendors every 12 months.

3. Visit Brand Central at vmware.com/brand to access creative assets, including the full guidelines and associated components.

4. Submit creative work (verbal and visual) for brand review via Workfront. Allow time in your schedule to make revisions.

Asset review and approvals

All assets using the VMware brand must be approved by the Brand team.

Please initiate a brand review in Workfront, available internally on VMware Workspace ONE and externally by request at vmwarecm.my.workfront.com/requests.

- Select VMware Brand | New Projects & Brand Reviews from the drop-down menu in the + New Request tab.

- Another drop-down field will appear. Select Brand Review/Approval and complete the remaining fields to submit your request.

Brand resources

Contact

If you have questions about campaign branding and usage, contact the VMware Brand team at brandquestions@vmware.com.

Brand Central

Brand Central (vmware.com/brand) houses many of the brand creative assets, including guidelines, our photo library and numerous VMware corporate templates.

Adobe Creative Cloud Libraries

Adobe Creative Cloud libraries are available with brand colors and assets in RGB and CMYK.

RGB library: http://adobe.ly/1I6LqFW
CMYK library: http://adobe.ly/1X7slQE

Campaign leads

Susan Walther
Lead Client Engagement Manager
VMware Brand
swalther@vmware.com

Susan Olsen
Senior Creative Director
VMware Brand
solsen@vmware.com

Molly Cover
Senior Design Manager
VMware Brand
mcover@vmware.com

vmware®