

Our Brand

This is how we go to market:

DELL Technologies



DELLEMC

Pivotal

RSA

Secureworks

virtustream

vmware

A family of brands that provides the essential infrastructure for organizations to build their digital future, transform their IT and protect their most important asset: information.

Finding the middle ground

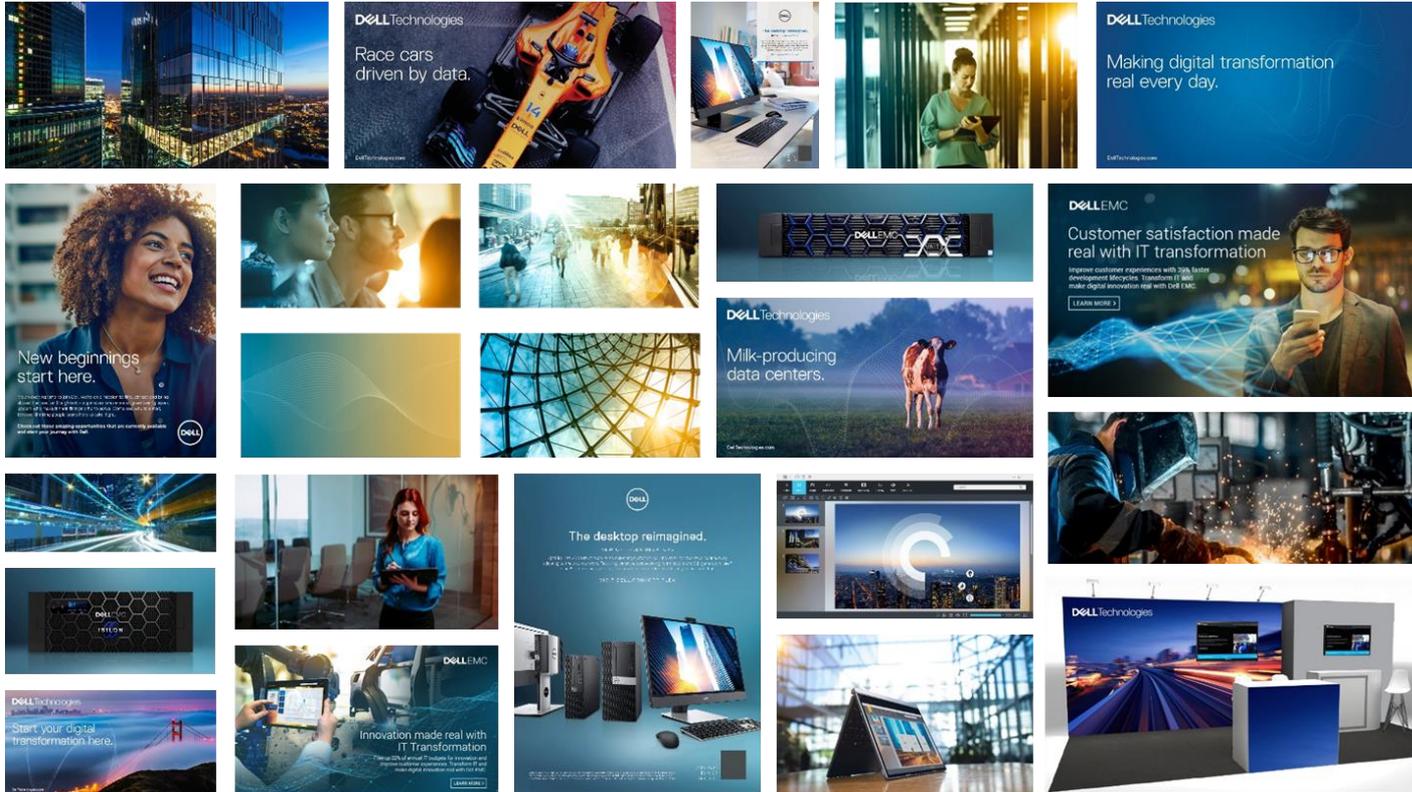


**Past Dell Technologies
'Dawn' Visual language**

**Current Dell Technologies,
Dell, and Dell EMC Visual
languages**

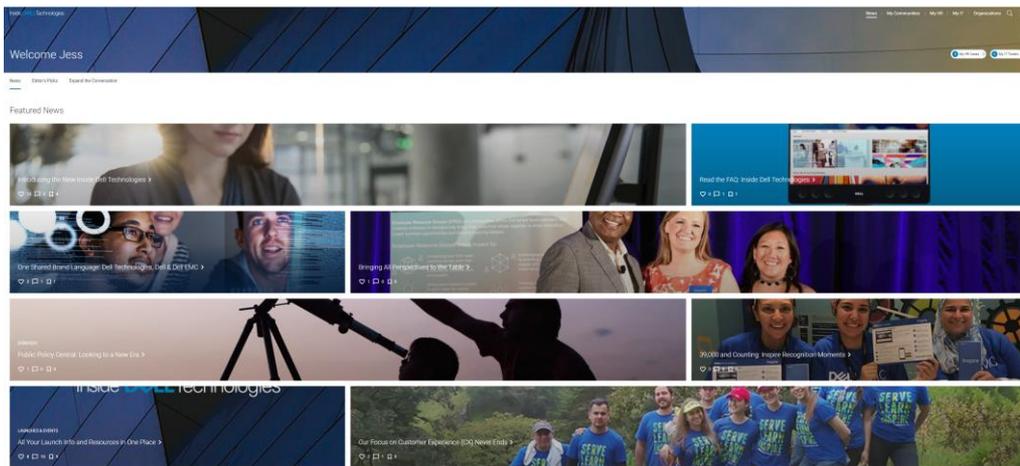
**Past Dell EMC
'Night' Visual language**

An example of our visual language applied ...



This does not apply to Consumer, Alienware, Virtustream, RSA, Secureworks, Pivotal, VMware

Our one shared visual language



FPO - concepts

Logos

Logos

While we do have one visual language for all three brands, it's important to remember to use the proper logo in your materials, and use them correctly. In all materials and assets, our logos should be identifiable and stand alone visibly. They should always be given proper clear space. By adding the right amount of clear space around our logo, we can ensure that our brand has the visibility and clarity it deserves.

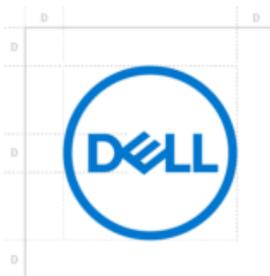


Digital: 281px wide

Print: .6" or 118.92mm wide

Minimum clear space around logo

defined as height of "D" in DELL



Digital: 30px x 30px

Print: .5" x .5" or 12.7mm x 12.7mm

Minimum clear space around logo

defined as height of "D" in DELL



Digital: 30px x 171px

Print: .5" x 2.85" or 12.7mm x 72.4mm

Minimum clear space around logo

defined as height of "D" in DELL

DOWNLOAD >

Logos

The logos may only appear in Dell Blue, White, Black and Gray, and should always be used on backgrounds with proper contrast to maximize visibility. Never place our logos on busy backgrounds, or backgrounds too close in color or tone to the logo you're using.

Do this:



Not this:



Logos

Never alter any of the logos beyond the approved logo colors. As the singular identifying marks of our brand, it's vital that we maintain consistency in how people see them.



Do not manipulate



Do not add a drop shadow of any sort



Do not angle



Do not alter the color out of brand



Do not fill the logo



Do not recreate the logo

Dell Technologies logo

PRIMARY AND PREFERRED (see guidelines below for available colors)



ALTERNATIVE DEPENDING ON LAYOUT
RESTRICTIONS:



GUIDELINES:

- There are solid color options: **Dell Blue, Gray, White and Black**. There are also color combinations available that use Dell Blue, Gray and White. Do not create/recreate any other versions. Contact Brand@Dell.com for the approved logo files.
- There are two orientations to choose from, pictured above. No other versions can be used.

Color

Color palette

While the color palette has not changed drastically, there have been some slight refinements.

TIER 1 - CORE



Dell Blue
RGB 0-118-206
CMYK 94-43-0-0



Midnight
RGB 0-68-124
CMYK 100-57-0-40



Light Blue
RGB 65-182-230
CMYK 67-2-0-0

Dell Blue is our primary color for Dell Technologies, Dell, and Dell EMC.

Dell Blue, Midnight Blue and Light Blue make up our range of blues that will provide an anchor for our brand while still allowing for variety.

TEXT ONLY



Black
(Copy-only)

TIER 2 - ACCENTS



Purple
RGB 110-37-133
CMYK 73-98-0-3



Berry
RGB 183-41-90
CMYK 4-93-28-14



Orange
RGB 238-100-17
CMYK 0-48-95-0

The secondary and tertiary colors are generally to be used as accents and supporting colors. These colors should be used sparingly and with purpose, and never all together or alone.

TIER 3 - ACCENTS



Red
RGB 206-17-38
CMYK 0-100-81-4



Green
RGB 110-162-4
CMYK 53-0-96-0



Yellow
RGB 242-175-0
CMYK 0-30-100-0

NEUTRALS



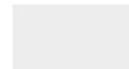
Carbon
RGB 68-68-68
CMYK 0-0-0-85



Gray
RGB 128-128-128
CMYK 0-0-0-50



Granite
RGB 200-201-199
CMYK 8-5-7-16



Quartz
RGB 238-238-238
CMYK 0-0-0-8



White

Color combinations

Certain colors in our palette should not be used on top of one another due to poor contrast. Ensure that visibility and readability are always at a maximum.

Do this:



Not this:



Fonts

Fonts

We permit three font families for use for Dell Technologies, Dell, and Dell EMC – and proper use cases for each.

Replica

Roboto

Arial

Replica

Replica is the font used across our family of logos and in official marketing assets. Replica is limited to internal or external teams/agencies who create marketing assets for campaigns, product launches and events. These assets generally have a paid media investment to support them.

Primary typeface

Replica

Hello, I'm Replica Light

0123456789@#\$%^&*

Replica Light **Replica Bold**
Replica Regular **Replica Heavy**

Roboto

Roboto is a font optimized for digital and responsive platforms. It is similar to Replica except it has a simplicity that makes it ideal for small, dense text. It is used by internal or external teams who create web/digital assets that use live/dynamic text.

Web font

Roboto

Hello, I'm Roboto Light

0123456789@#\$%^&*

Roboto Thin

Roboto Medium

Roboto Light

Roboto Bold

Roboto Regular

Roboto Black

Arial

Arial is the font for all-employee use. It resembles both Replica and Roboto. All employees should use Arial for their day-to-day work – including email, PowerPoint and word docs.

Employee use

Arial

Hello, I'm Arial Regular

0123456789@#\$%^&*

Arial Narrow

Arial Bold

Arial Regular

Arial Black

Photography

Photography

The proper use of photography for Dell Technologies, Dell, and Dell EMC assets is vitally important to creating a strong brand. No matter where it is used, photography should always be authentic, believable and high quality. Use photography to complement and support copy, tie a campaign together, or set a tone for important materials.



Lifestyle photography

When selecting lifestyle photography, always strive to find images that:

- Features the color blue primarily, as opposed to the gold or black that Dell Technologies and Dell EMC have previously featured.
- Look in-the-moment and realistic, not posed, staged or cliché.
- Do not display competitor products, including iPhones.
- Are culturally diverse.

Do this:

Blue



In-the-moment



Our product



Not this:

Black/
dark



Posed



Not our
product



Product photography

Our product photography can be found on the Partner Portal, including several angles of most of our hardware.

When using product photography, make sure the product appears realistically in place, and not as if it were floating (unless they were shot and uploaded to the Partner portal that way). If using multiple products, ensure that similar angles are used so the products appear as if on the same plane.

Do this:



Not this:

