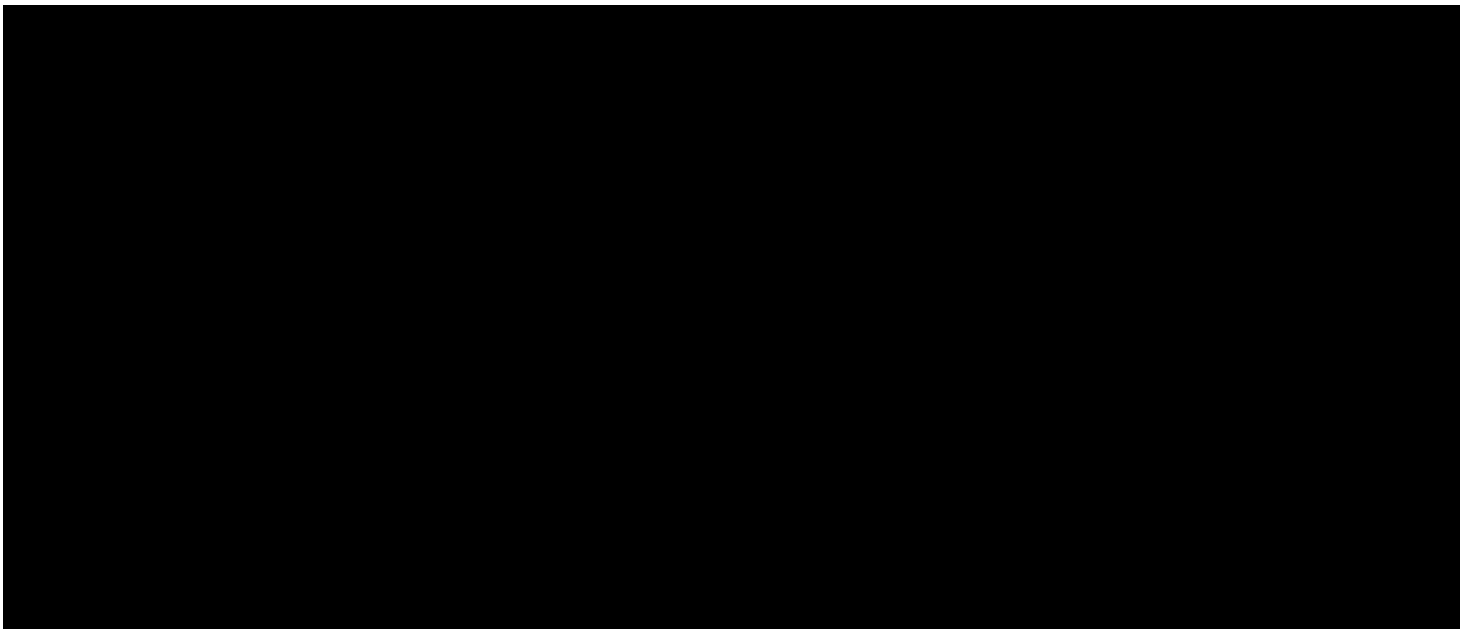


Colors & Design Components

Color Palette



The VMware brand palette is based on Broadcom's corporate palette tertiary colors. Blue, purple and green colors are vibrant and fresh, and maintain strong ties to the VMware brand's heritage. An increased emphasis on full saturation colors and bold applications signals the strengthening of the brand with the Broadcom acquisition. Color creates context and sets mood. It can create a lasting impression and is an instantly recognizable aspect of a brand.

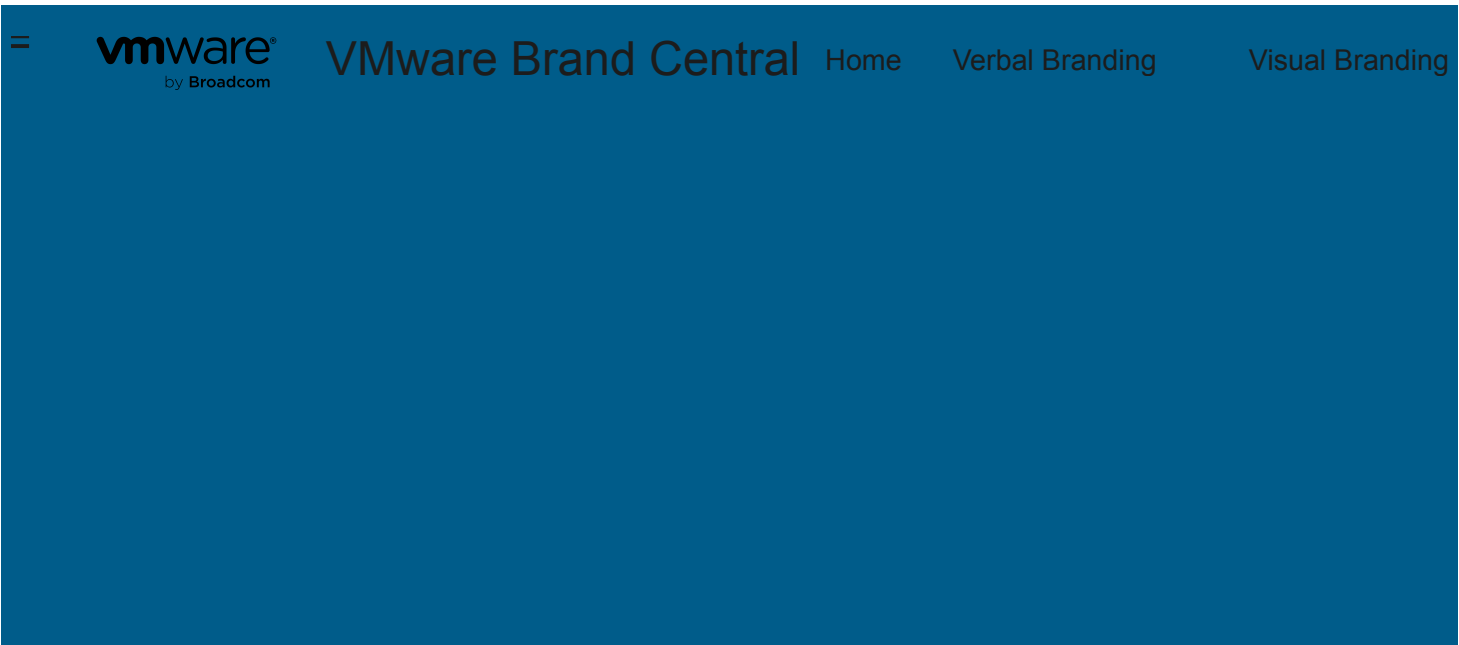


Black
PMS Pantone Black
CMYK 0-0-0-100
RGB 0-0-0
HEX #000000



White
CMYK 0-0-0-0
RGB 255-255-255
HEX #FFFFFF

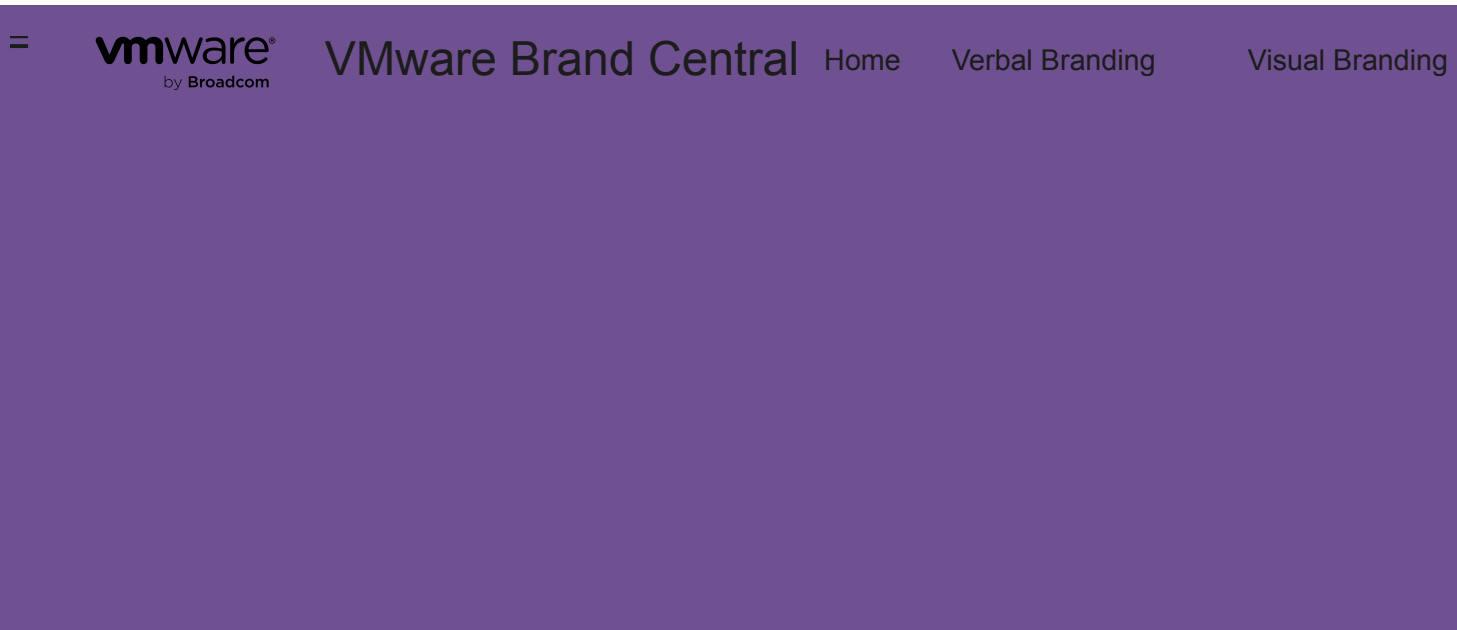
Dark Blue
PMS 4146
CMYK 100-82-0-81
RGB 27-29-54
HEX #1B1D36



Navy
PMS 7469 C
CMYK 96-64-24-6
RGB 0-92-138
HEX #005C8A



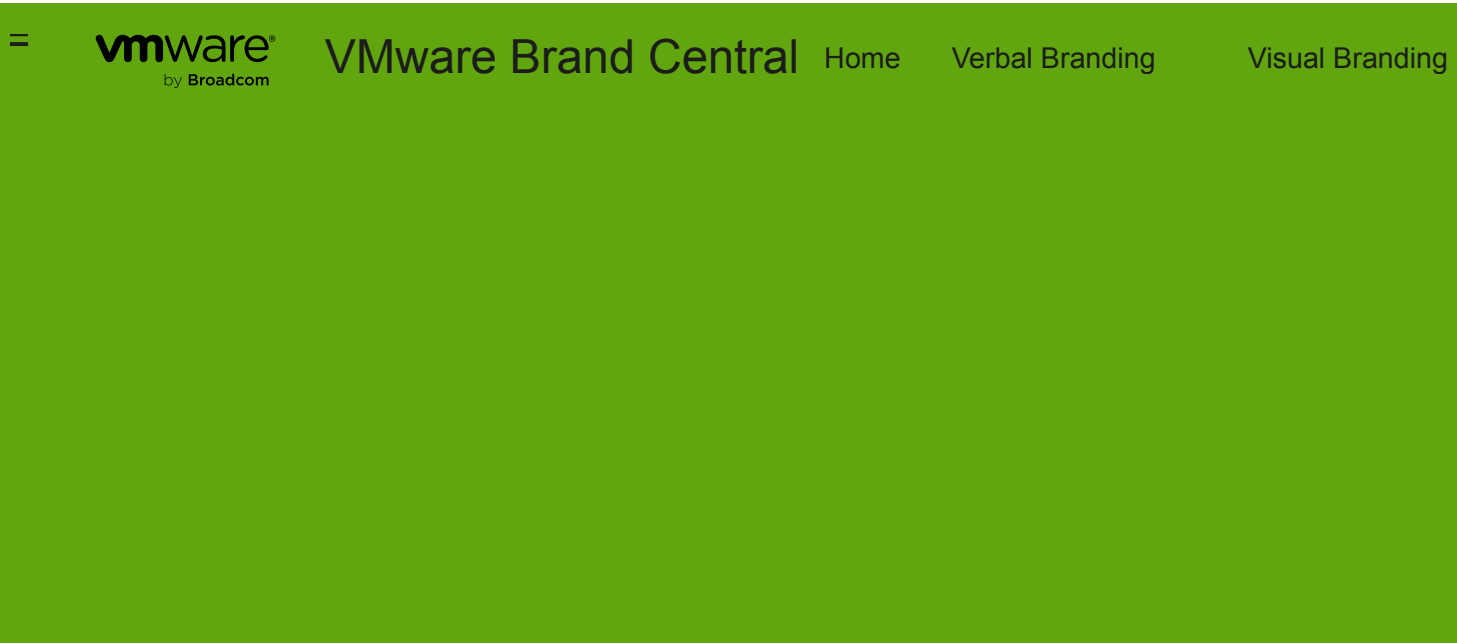
Azure
PMS 313 CP
CMYK 100-0-11-2
RGB 0-152-199
HEX #0098C7



Purple
PMS 7678 C
CMYK 74-85-0-0
RGB 108-75-148
HEX #6C4B94



Aqua
PMS 7474 CP
CMYK 96-9-32-29
RGB 0-123-140
HEX #007B8C



Green
PMS 369 C
CMYK 67-12-100-1
RGB 97-166-14
HEX #61A60E

Ensure color consistency. Follow the CMYK, RGB, Hex and Pantone® Matching System (PMS) color specifications provided here.

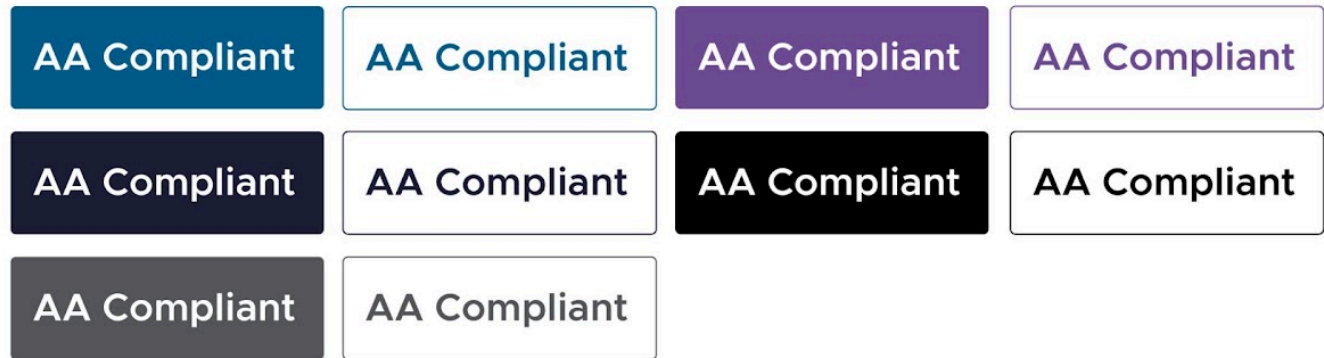
[Access Adobe CC Color Libraries](#)



Broadcom is committed to making content accessible and user-friendly to everyone, including audiences with varying levels of vision loss and/or color blindness.

Text must meet WCAG AA color contrast standards with its background to be considered accessible. Follow the color and font sizes recommended here and applied in our templates. Avoid deviating from templates.

AA compliant



AA compliant (with restrictions)

Text must be larger than 14 pt Bold, or 18 pt Regular



NOT AA compliant



Light Theme Palette

* Adjusted from Brand Palette



Blue
PMS 7469 C
CMYK 96-64-24-6
RGB 0-92-138
HEX #005C8A



Light Blue*
RGB 0-125-163
HEX #007DA3



Aqua
PMS 7474 CP
CMYK 96-9-32-29
RGB 0-123-140
HEX #007B8C



Green*
RGB 35-128-10
HEX #23800A



Purple
PMS 7678 C
CMYK 74-85-0-0
RGB 108-75-148
HEX #6C4B94



Darkmode
PMS 4146
CMYK 100-82-0-81
RGB 27-29-54
HEX #1B1D36

Dark Theme Palette

** Adjusted from Brand Palette



Blue*
RGB 0-136-239
HEX #0088EF



Light Blue
PMS 313 CP
CMYK 100-0-11-2
RGB 0-152-199
HEX #0098C7



Aqua*
RGB 1-185-198
HEX #01B9C6



Green
PMS 369 C
CMYK 67-12-100-1
RGB 97-166-14
HEX #61A60E



Purple*
RGB 164-104-238
HEX #A468EE

Background Colors

Both "dark mode," using dark or color backgrounds, or "light mode," using a white background, are acceptable. In a single brand application, such as a PowerPoint deck, use exclusively one approach or the other—don't mix them.

Text Colors

Use text colors in the accessible text/background color combinations in our templates and shown here. High contrast ensures legibility.

Typically, use black against light or white backgrounds. Use white against the AA colors in the palette.

Icon and Illustration Colors

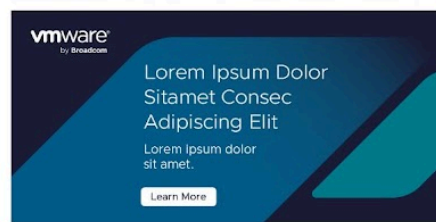
Icons can be rendered in any of VMware's colors. Use the VMware color palette as the basis for all colors in illustrations.

Use of Broadcom red

In most instances, avoid mixing Broadcom's red into VMware executions.

Layouts

The VMware brand is anchored by 45-degree angle parallelograms rendered in rich, full gradients. These are our foundational design elements that help us convey a unified VMware. The parallelogram acts as a container for text or works in conjunction with photography, illustrations or icons. The parallelogram should always point upward and to the right, emphasizing that we are moving collectively toward a singular goal. This simple, flexible system creates powerful brand impressions and flexes across mediums.

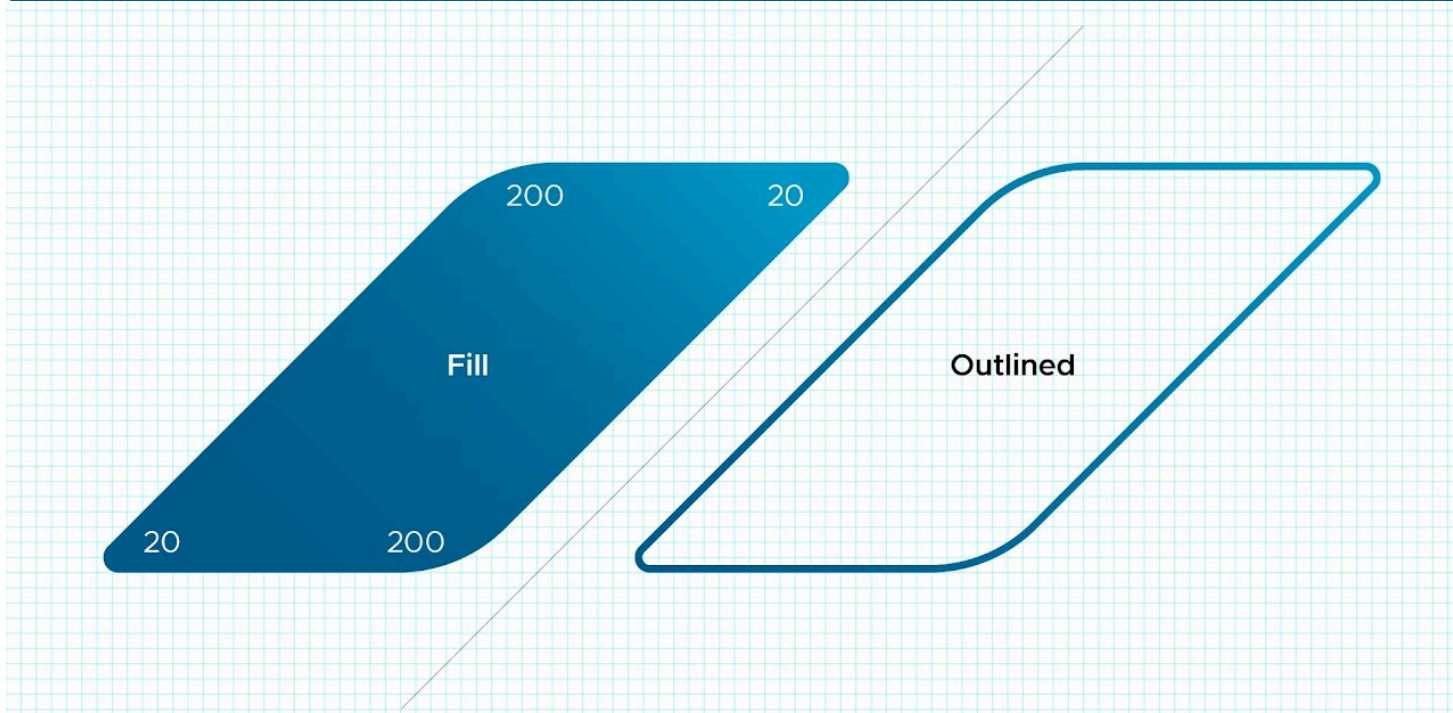


Parallelograms

Our universal grid, anchored by a 45-degree angle, is a foundational brand element that helps us convey a unified VMware. Our parallelogram shape works as a standalone graphic element or in conjunction with photography, illustrations or icons.

Together, our graphic element and color gradients create a flexible system that can carry our brand into the future.

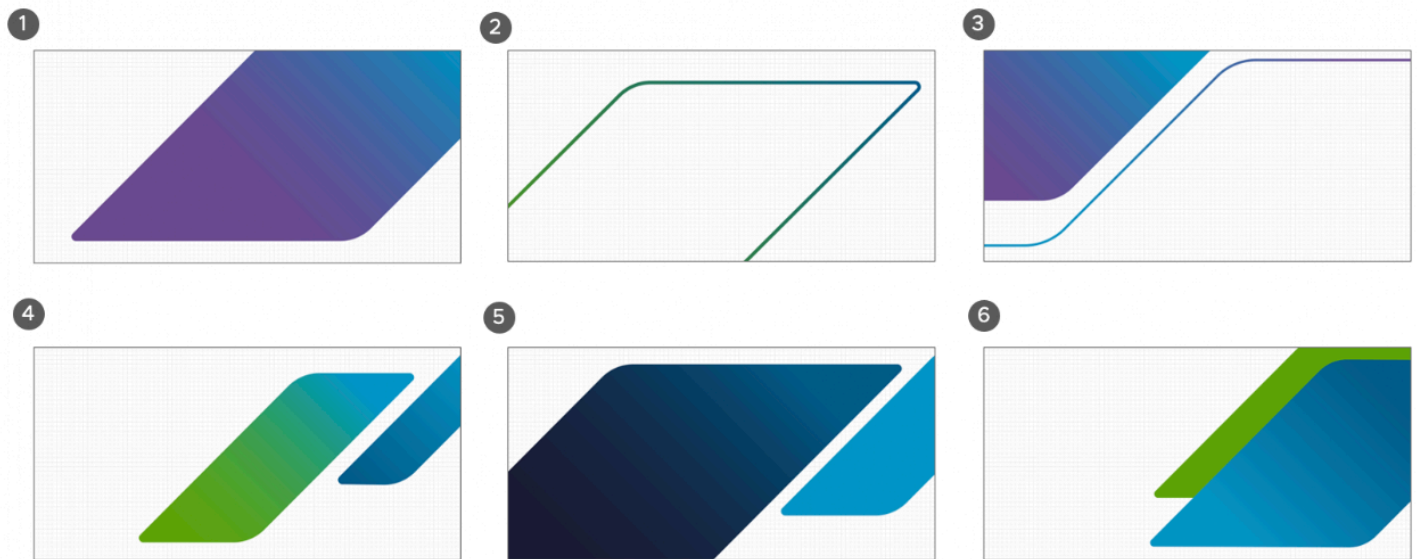
[Access Parallelogram Source Art](#)



All parallelograms align to our grid. The parallelogram should always point upward and to the right, emphasizing that we are moving collectively toward a singular goal.

Parallelograms can stand alone, hold color or photography, or support illustrations and icons.

- Use one parallelogram to achieve simple and bold executions that let content or copy lead.
- Bring together two parallelograms for a composition that feels restrained but also includes a visual punch.
- Layer together three parallelograms to pull in audiences or create an emotional impact.



1. Color fill parallelogram
2. Outlined single parallelogram
3. Fill and outline parallelogram combination
4. Multiple parallelograms floating
5. Multiple parallelograms anchored
6. Multiple parallelograms overlapping

Gradients help bring energy to our layouts and signal evolution and growth. When applying gradients, ensure smooth color variations. Lean toward full saturation color-to-color gradients. Avoid tints of colors that feel murky, soft or weak.

Two-color gradients:

The secondary color in two-color gradients appears at 30% of the parallelogram shape and at a 45° angle.

This is the primary, standard application of gradients.

Three-color gradients:

The secondary color in three-color gradients appears at 30% and 70% of the parallelogram shape and at a 45° angle.

Use three-color gradients only in specific, high-impact use cases with permission from the Brand team.



Corner Radius: 10% Rules

X is 10% of Y, where X=Bottom left and top right and Y=Top left and bottom right

- Opposite diagonal corners match

Standard sizes

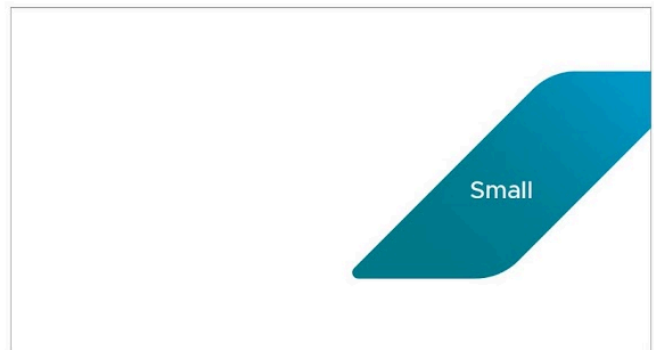
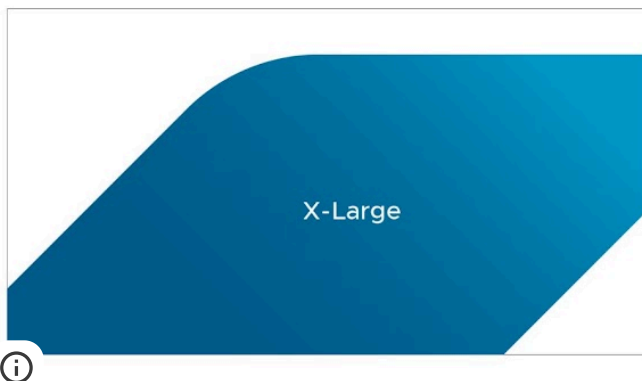
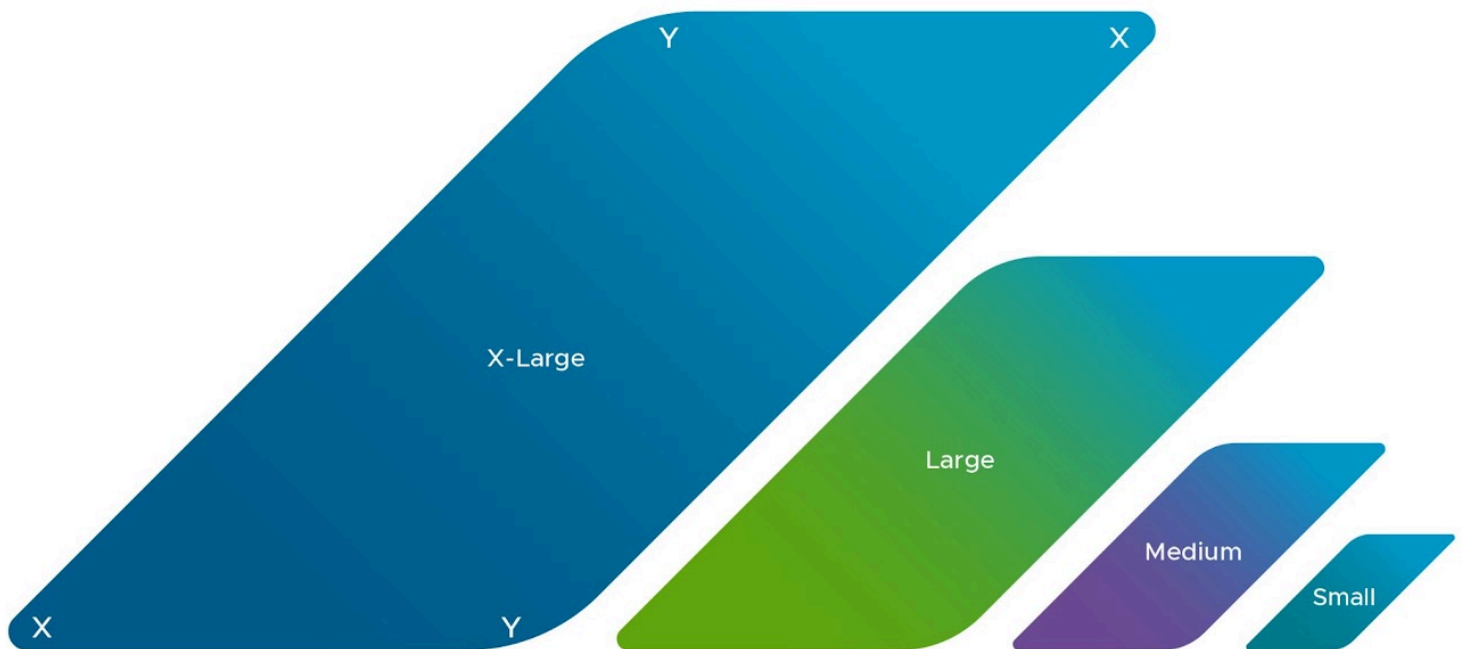
- XL: 300px - 30px
- L: 150px - 50px
- M: 75px - 7.5px
- S: 25px - 2.5px

X-Large parallelogram use:

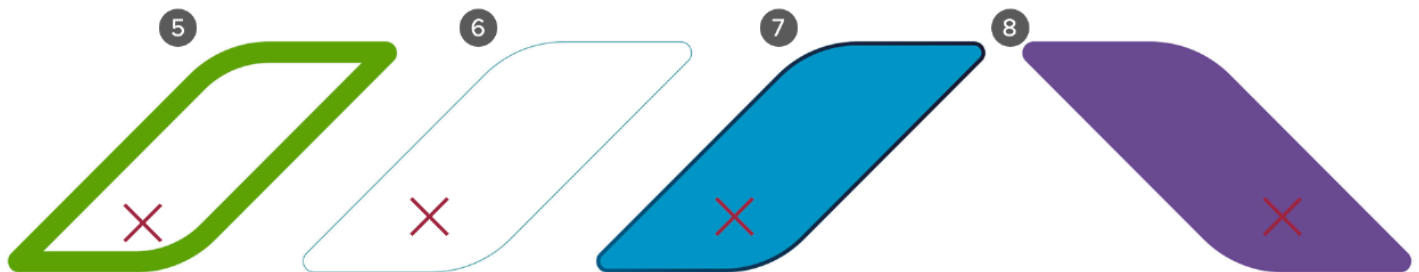
- 70% of the layout is utilized by a parallelogram

Small parallelogram use:

- 30% on layout is utilized by a parallelogram



1. Do not use sharp corners.
2. Do not make corner radius too small.
3. Do not make corner radius too large.
4. Do not make corner radius equal size.
5. Do not make outline too thick.
6. Do not make outline too thin.
7. Do not use fill and outline together.
8. Do not flip parallelograms the opposite direction.



1. Do not use colors outside of the Brand color palette.
2. Do not use both fill and outline together on a parallelogram.
3. Do not reverse the angle of the parallelograms.
4. Do not use different patterns on outlines or line work.
5. Do not use more than three parallelograms in one composition.
6. Do not use colors in type that are not AA compliant.
7. Do not use black or gray colors in the parallelograms.
8. Do not mix illustration and photography in the same composition.
9. Do not overcomplicate or exaggerate line work.



Questions or comments? Find us on the [Brand Questions and Updates \(Google Space\)](#)