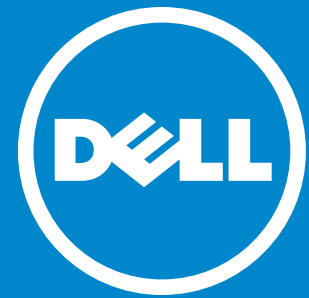


Dell Brand Identity Standards

Version 4.5



A message from Michael



To maintain and enhance our competitive advantage, we must remain focused on fulfilling our purpose and meeting the needs of our customers. The Dell brand is one of the most important resources we have to set us apart in the marketplace.

Our brand reflects and defines who we are and how we are viewed by our customers and stakeholders. By tying all our actions and communications back to the Dell brand, we strengthen and enhance its value.

Dell's visual identity is a critical element of our overall brand strategy. As our unique signpost, it highlights our brand personality across all touchpoints with our stakeholders.

As the champions and owners of our brand, each of us bears a responsibility to the visual identity. It is important that we all understand how and when to use it, adhering closely to the stated guidelines. Doing so will ensure that we consistently and proudly represent Dell, while bringing even greater success to both our company and our customers.



Our brand purpose

Our consistent focus on our customers leads our business. This focus underscores our core purpose: Delivering technology solutions that enable people everywhere to grow and thrive.

As Michael Dell says, "Technology has always been about enabling human potential." Democratizing technology is at the core of Dell's philosophy. We believe deeply in making technology that works in service of people everywhere. In fact, we want to help every person at every age and in every profession achieve their potential. That extends from a four-year-old starting school to the data center systems administrator to the CIO of a global corporation. And we've made significant headway as we already serve millions of customers in 180 countries.

Our purpose:

Delivering
technology
solutions that
enable people
everywhere to
grow and thrive



Our brand positioning

All our ongoing communications require a clarity of purpose to help maintain brand consistency. For this reason we use our brand ladder and a single, enduring Dell brand platform to guide our messaging.

Our brand ladder

In our efforts to clearly define ourselves and effectively position Dell, we've outlined our primary customer benefits and unique offerings in a brand ladder. This brand ladder goes beyond a single positioning statement. It is a permanent compass that guides all messaging so we communicate consistently and successfully across all touch points and with all stakeholders.

Our brand platform

While our brand ladder establishes a clear direction for all our communications, we needed a succinct tagline to quickly and powerfully communicate our core purpose. In everything we do, we're focused on delivering solutions to enable effective outcomes — so our customers can overcome obstacles, achieve their goals and pursue their dreams. With that purpose in mind, one distinct line emerged that accomplishes this important communication objective: **The power to do more.**

Our benefit to the customer	Emotional benefit	We enable people everywhere to grow and thrive			
	Functional benefit	By making technology solutions work harder, in service of our customers			
How we uniquely deliver our customer benefit	Reasons to believe	We make the complex simple	We make the powerful easy to use	We drive out inefficiency	We deliver superior long-term value
		We listen, because it's about you, not us			
Who we are	Foundation	Reliable		Secure	
	Personality	No-nonsense — Collaborative — "Can Do" Spirit — Open — Optimistic			



Contents

Logo

Stand-alone logo	1.1
Tagline logo	1.2
Regional tagline logos	1.3
Clear space	1.4
Minimum size	1.5
Logo lockups	1.6
Logo application areas	1.7
Application usage	1.8
Usage with backgrounds	1.9
Incorrect logo usage	1.10
Incorrect logo lockup usage	1.11
Discontinued treatments	1.12

Color

Principle color palette	2.1
Supporting color palette	2.2
Color application examples	2.3

Typography

Typeface family	3.1
Regional typefaces	3.2
Discontinued typefaces	3.3
Typographic style	3.4
Typography application examples	3.6

Graphic element

Rounded-corner graphic element	4.1
Graphic element usage	4.2
Incorrect graphic element usage	4.3
Graphic element application examples	4.4

Photography

On-brand photography	5.1
Lifestyle: Without product	5.2
Lifestyle: With product	5.4
Product: Stand-alone	5.6
How to obtain imagery that reflects Dell	5.8
Photography application examples	5.9

Illustration

On-brand illustration	6.1
Incorrect illustration usage	6.2
Illustration application examples	6.3

Resources

Brand mailbox / DAM access	7.0
Edits	7.1



The Dell logo

The Dell logo — including stand-alone and tagline variations — is a clear signpost for our brand and our primary visual symbol. Our logo serves as a positive embodiment of Dell's uniqueness.

The addition of our tagline to our logo conveys our brand platform and promise to our customers and stakeholders around the world.

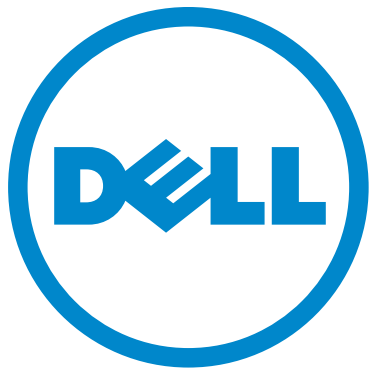
In keeping with our brand personality, our logo is straightforward and simple. It is rendered to maximize visual appeal and effectiveness — qualities that grow increasingly important in a competitive marketplace.

The ring protects our name while showcasing our heritage through the use of our original word mark inside. Our logo brings vibrancy and clarity and reflects the transparency of our brand.



Stand-alone logo

Below are the primary stand-alone logo variations — Dell Blue and white. Either may be used in our materials as an initial introduction to our brand. Guidance on stand-alone logo application can be found on page 1.7. All stand-alone logo assets and their respective color variations can be downloaded from the DAM.



Dell Blue

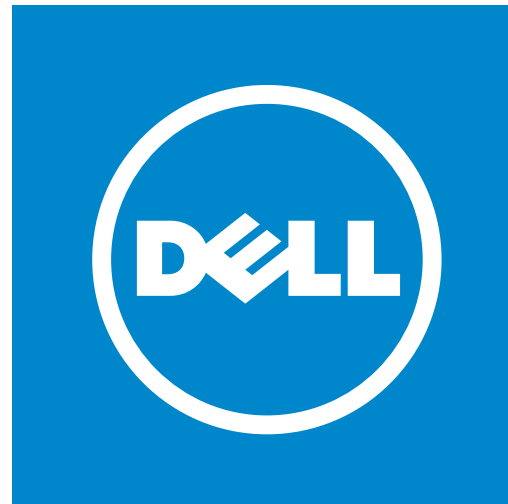
Dell Blue*

C92 M34 Y0 K0

RGB 0-133-195 / Hex #0085C3

Either the Dell Blue or white logo may be used as our primary logo.

Note: Dell Blue is a custom color for print. See page 2.1 for more information.



White



Dell Gray

Pantone Cool Gray 5

C15 M9 Y8 K22

RGB 170-170-170 / Hex #AAAAAA

The Dell Gray logo is used only after an introduction of the Dell Blue or white logo has occurred. Refer to page 1.8 for examples.



Dell Dark Gray

PMS CG11

C48 M36 Y24 K66

(85% K is also acceptable)

RGB 68-68-68 / Hex #444444

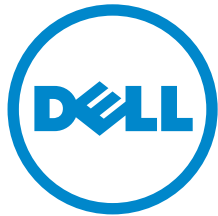
The Dell Dark Gray logo is for limited use only on applications such as newspaper advertising or forms.



Tagline logo

Below are the primary tagline logo variations — Dell Blue and white. Either may be used as an initial introduction to our brand in our materials. Guidance on tagline logo application can be found page 1.7. All tagline logo assets and their respective color variations can be downloaded from the DAM.

Vertical (primary)

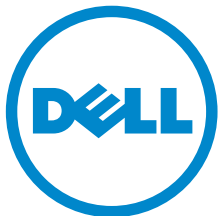


The power to do more



The power to do more

Horizontal



The power to do more



The power to do more



Regional tagline logos

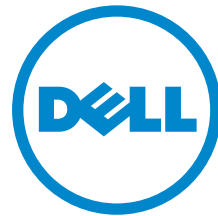
The Dell tagline logo is available for regional usage in Simplified Chinese, Traditional Chinese and French. Minimum sizes should reflect English versions. All translated tagline logo assets are available in both vertical and horizontal orientations, as well as in the alternate colors mentioned on page 1.1. **Creation of new regional tagline logos is strictly prohibited.** All assets may be downloaded from the DAM.

Simplified Chinese



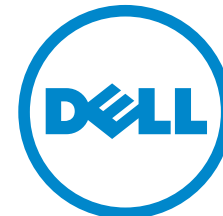
戴尔 激发无限

Traditional Chinese



戴爾 激發無限

French

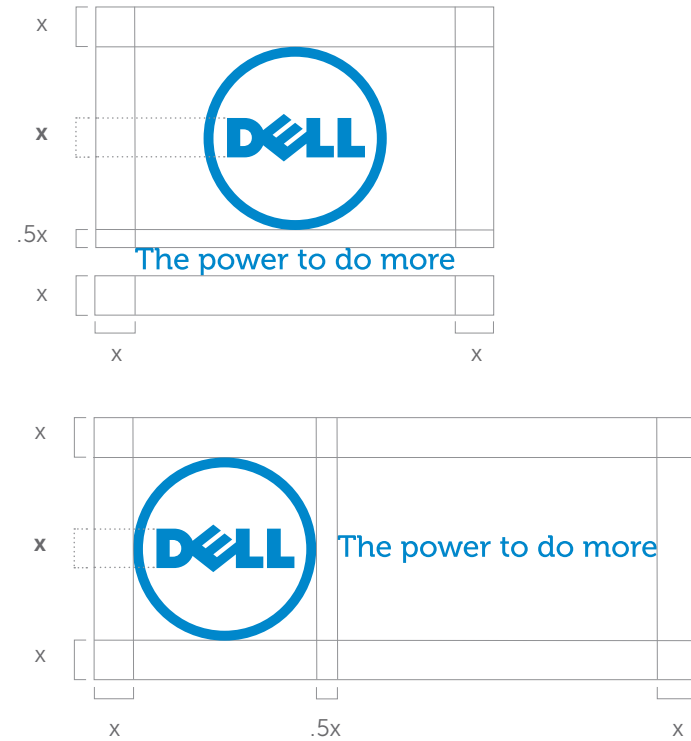
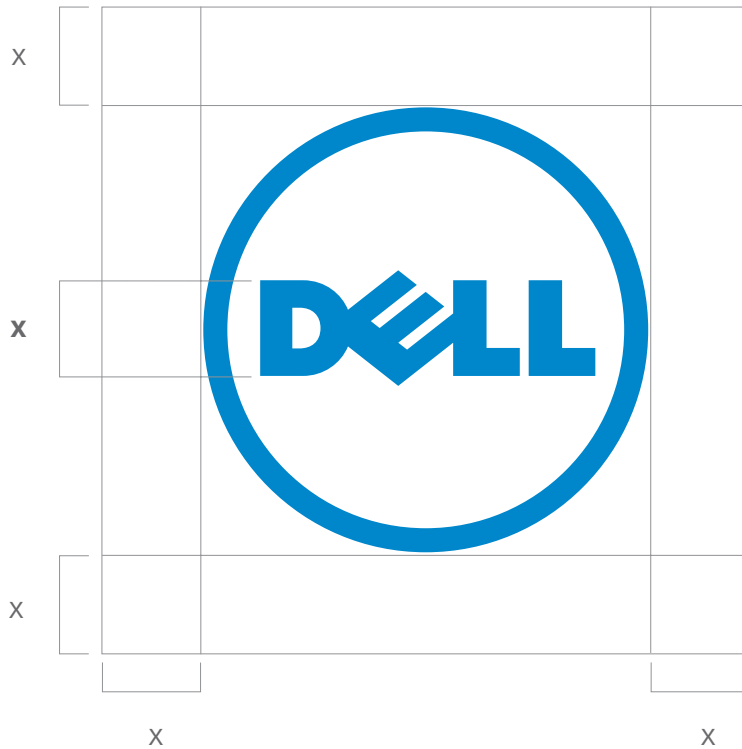


Le pouvoir d'en faire plus



Clear space

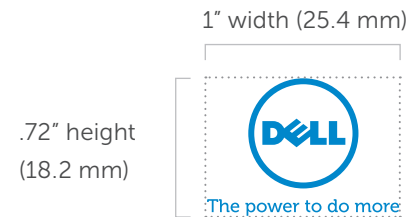
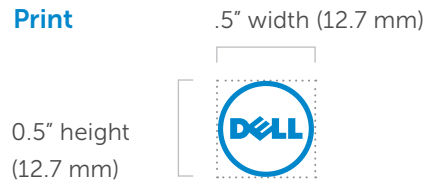
Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials. The minimum required clear space for the logo is defined by the measurement "X" as shown. This measurement is equal to the height of the letter *D* in the word mark.



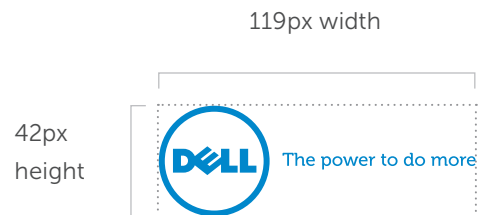
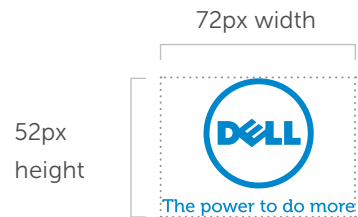
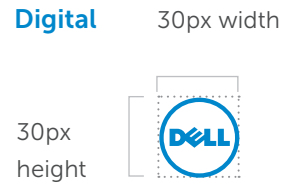
Minimum size

The Dell stand-alone logo is restricted to 0.5" for print and 30px for digital applications. Violating this standard compromises the integrity and legibility of the logo. For tagline logo application needs smaller than the minimum sizes shown below, please use the Dell stand-alone logo. For logo sizes smaller than minimum sizes shown, please contact brand@dell.com for approval.

Print



Digital

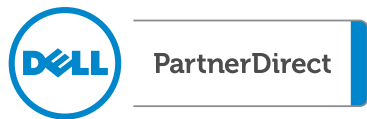


Logo lockups

As we want our Dell logo to be our primary unifying visual element, locking up elements with our logo is reserved only for a small group of external partners with whom we have a strategic relationship. The default style for internal identities is the name typeset only, without our logo, in Museo for Dell. Only approved assets located on the DAM may be used.

Creation of new lockups or logos is strictly prohibited. For a complete list of approved lockups and identities, or to request the creation of a new lockup or identity, please contact brand@dell.com.

Partner relationships



Only logos from these companies (Global Alliance partners) are permitted to be locked up with the Dell logo with a vertical pipe, as shown on left:

Aruba	Citrix	Microsoft	Salesforce.com
BMC	Intel	Oracle	Symantec
Brocade	Juniper	SAP	VMware

Note: To reference these partnerships in body copy, please reference as "Dell | [company name]."

Acquisitions



Note: Acquisition lockups are used for a transitional period to maximize brand equity.



Logo application areas

This quick reference guide is meant to assist in selecting the appropriate logo to use for a specific application. The applications listed in the far right column can use either logo version — tagline or stand-alone logo — as space allows. When using the tagline logo, consider the vertical orientation the default, and attempt it first; however, the horizontal version can be used as needed or as space allows. Both logo assets can be found on the DAM.



The power to do more



Dell tagline logo used

Advertising (print, outdoor, tv ...)

Catalog covers

Retail environments (interior)

Videos

Dell.com home page

Dell stand-alone logo used

Products, packaging

Data sheets, white papers

Interior Dell.com pages

Internal emails, intranet sites

Facilities signage (interior and exterior)

Stationery, PowerPoint

Event collateral (name badges, interior/exterior signage, programs ...)

Co-branded materials/sponsorships

Other logo lockups (acquisitions, Global Alliance partners, PartnerDirect ...)

Tagline logo recommended, not required

Online advertising

Email marketing

Merchandise

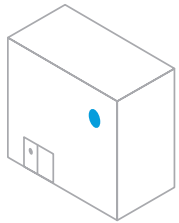
Event booth properties

Brochures, posters (internal and external)



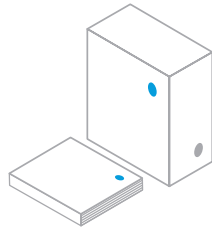
Application usage

The application of our principle Dell Blue or white logo should always serve as the first impression. Once that brand impression has been made, it is acceptable to use the Dell Gray logo. The examples below illustrate use-case scenarios for logo application.



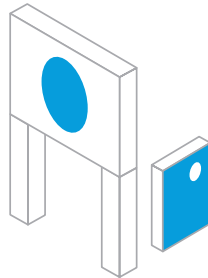
Building signage

Primary exterior
vs. door sign



Packaging

Box and
documentation



Tradeshow

Primary and
secondary view



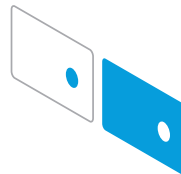
Websites

Homepage vs.
secondary pages



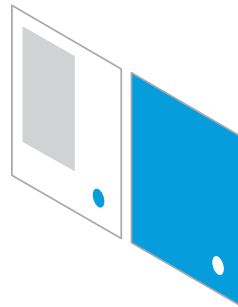
PowerPoint

Title page vs. slides
vs. section dividers



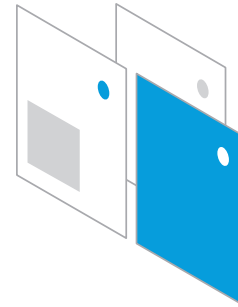
Business card

Front and back



Advertising

Single pages



Collateral

Cover vs. interior

Note: Placement on each application
is for illustrative purposes only.



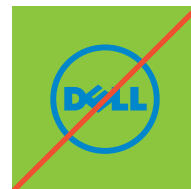
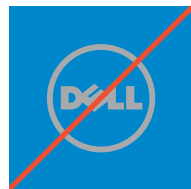
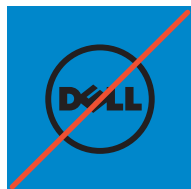
Usage with backgrounds

Consistent usage of our Dell Blue or white logos on our supporting color palette helps build recognition of our brand and ensures our logo is always rendered with proper impact and legibility. The Dell Blue logo should only be used on white and Dell Light Gray backgrounds, while the white Dell logo should be used only on approved brand colors and on imagery where the logo is clear and unobstructed.



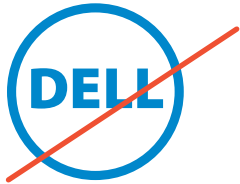
Incorrect use

The Dell Blue stand-alone and tagline logos should never be used on complex imagery or on a background other than solid white or Dell Light Gray. The Dell Gray and Dell Dark Gray logos should never be used on colored backgrounds.



Incorrect logo usage

Any modification of our stand-alone or tagline logos confuses their meaning, diminishes their impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our brand.



Do not create, retype or redraw our logo.



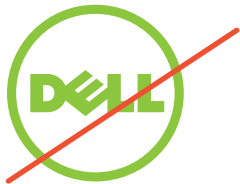
Do not stretch or alter our logo in any way.



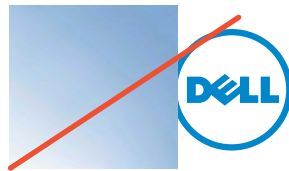
The power to do more
Do not modify our tagline logo color in any way.



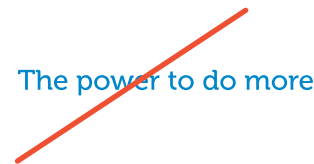
Do not use our logo as a read-through in text.



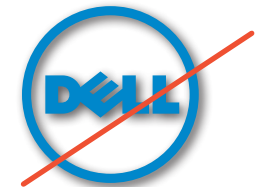
Do not change the color of our logo.



Do not place our logo near objects without defined clear space.



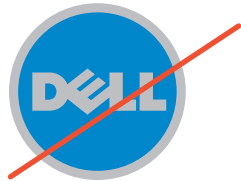
Do not separate the tagline from the logo (except for business cards).



Do not use graphic effects (drop shadows ...) on our logo.



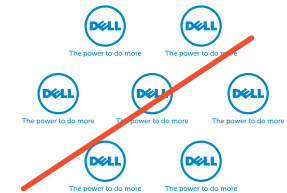
Do not add graphics to our logo.



Do not fill the interior of our logo with a color; it should remain "transparent."



Do not place our logo on backgrounds with high contrast or that limit legibility.



Do not create a pattern with our tagline logo.

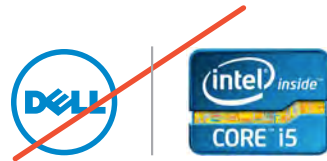


Incorrect logo lockup usage

The following list of incorrect logo lockup examples must be avoided to maintain the integrity of our brand.



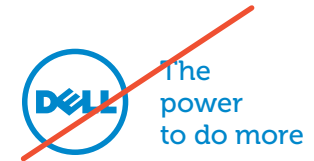
Do not lock up product names.



Do not lock our logo with a partner product badge.



Do not use our tagline logo in any lockup.



Do not stack our tagline next to our logo; leave tagline logo as is.



Do not change the color(s) of an approved lockup.



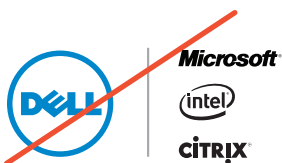
Do not lock up our logo with a customer logo.



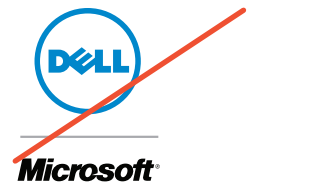
Do not lock up internal group names.



Do not lock up business unit names.



Do not lock up multiple partner logos.



Do not alter existing lockups.



Do not use our old word mark in any lockup.



Do not place any text inside our logo.



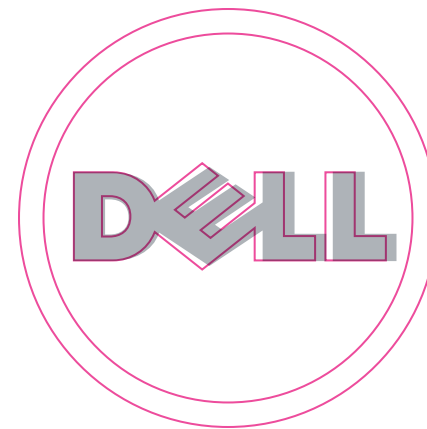
Discontinued treatments



The illustration on the right shows the slight modifications that were made during our brand refresh. Please refer to this guide to help identify our old versus new stand-alone logo. Please discontinue all use of the old logos on the left.



Identifying the correct logo

Our new logo, seen outlined in magenta below, retains the strengths of our previous marks such as the canted *E* and the bold typeface encircled with a strong, simple ring. The new logo incorporates fresh characteristics such as refinement of the letterforms to maximize clarity and aesthetic balance. It has been designed for maximum impact and visibility.



-  Current logo
-  Previous logo



Color

We use color to make a distinctive, positive impression in a crowded marketplace. Our bright, flexible palette uses vibrant saturation that proves appealing to customers. Our color system is anchored by Dell Blue, an ownable hue with strong visual impact. Our color palette, including supporting colors, brings vibrancy and a positive impact to all Dell communications.

Color helps us create brand recognition and visual interest across our communications. It's one of the primary ways that we signal Dell at every customer touch point. From packaging to business cards to collateral, the consistent use of color reminds customers that we are committed to staying engaged with them.



Principle color palette

It is essential that our use of color be consistent across all applications. By referring to these guidelines, we will achieve the desired results for our brand, and we'll work more efficiently by eliminating guesswork.

We have identified precise Dell Blue specifications for CMYK, RGB and solid ink. The accompanying chart lists the values that should always be used when rendering our principle color palette.

Never use tints or gradients of any color in the principle or supporting palette.

Dell Blue is our primary brand color and we should use it as often as we can to help drive a consistent feel across communications. Colors from our supporting palette should be used to assist delivery of our vibrant personality.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone®, Inc. for accuracy and may not match the Pantone® Color Standards. Consult current Pantone® publications for accurate color. Pantone® is the property of Pantone, Inc.

	Color name	Pantone®	CMYK	RGB/HEX
	Dell Blue	--	C92 M34 Y0 K0 (coated value)	0-133-195 #0085C3
	Dell Gray	Pantone® Cool Gray 5	C15 M9 Y8 K22	170-170-170 #AAAAAA
	White	--	C0 M0 Y0 K0	255-255-255 #FFFFFF

Note: Dell Blue is a custom color for printed materials. When reproducing Dell Blue as a spot color, reference the custom swatches to ensure a correct match. For swatches please contact brand@dell.com.

Dell Blue solid ink (coated) formula

Extender	51% (transparent)
Phthalo	25%
Reflex blue	18%
Opaque white	2%
Additives	(wax)



Supporting color palette

Our supporting colors have been selected with the same precision as our principle colors. The palette of accent and neutral colors has been chosen to work in support of Dell Blue, Dell Gray and white.

Our colors have been chosen to work well in combination with each other, and to enable a full range of visually engaging communications.

The accompanying chart provides the values that should always be used when working with our principle palette across all applications.

Try to avoid using more than three supporting colors with Dell Blue in any one layout.

Note: Dell Periwinkle and Dell Aqua should not be used on the same surface as Dell Blue.

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone®, Inc. for accuracy and may not match the Pantone® Color Standards. Consult current Pantone® publications for accurate color. Pantone® is the property of Pantone, Inc.

	Color name	Pantone®	CMYK	RGB/HEX
	Dell Green	PMS 376	C53 M0 Y96 K0	122-184-0 #7AB800
	Dell Yellow	PMS 7408	C0 M30 Y100 K0	242-175-0 #F2AF00
	Dell Orange	PMS 151	C0 M48 Y95 K0	255-119-0 #FF7700
	Dell Red	PMS 7417	C0 M80 Y80 K0	220-80-52 #DC5034
	Dell Dark Red	PMS 186	C0 M100 Y81 K4	206-17-38 #CE1126
	Dell Berry	PMS 7425	C4 M93 Y28 K14	183-41-90 #B7295A
	Dell Purple	PMS 2603	C73 M98 Y0 K3	110-37-133 #6E2585
	Dell Teal	PMS 7472	C52 M0 Y25 K0	113-198-193 #71C6C1
	Dell Periwinkle	PMS 646	C73 M30 Y3 K10	84-130-171 #5482AB
	Dell Aqua	PMS 632	C93 M2 Y13 K6	0-155-187 #009BBB
	Dell Dark Gray	PMS Cool Gray 11	C48 M36 Y24 K66	68-68-68 #444444
	Dell Light Gray	PMS Warm Gray 1	C2 M3 Y4 K5	238-238-238 #EEEEEE



Color application examples

Powering 25 of the world's most popular websites



dell.com/domore

The power to do more



Do more

with Interactive Learning Solutions.



dell.com/domore

The power to do more



Get the funding you need **today**

Prepare your students for **tomorrow**




Team up with Dell and Grants Office, LLC to build your school a connected classroom.

Call 1-877-902-9844 or go to dell.com/today to learn how your school can get the funding they need.



Help protect Dell's reputation
Report suspicious or unethical behavior.

Make a report to
dell-ethics.com
or call +1 866 888 9975
or email ethics@dell.com




Connecting youth to a more promising tomorrow

is 小星星
shàng fàng guā
上 = 放
xǔ duō xiǎo
xǔ duō xiǎo
闪
闪
是

youth connect

Connecting youth to a more promising tomorrow

Dell is committed to creating change that inspires the world's youth to use technology and gain education and skills necessary to pursue their dreams. We aim to close the technology gap by making it possible for people everywhere to participate in our newly connected world.

Watch the future unfold at dell.com/YouthConnect




Typography

Typography is a strong extension of our brand personality. We use Museo for Dell as our primary corporate typeface. This modern and approachable typeface helps us communicate ideas simply and confidently.



Typeface family

Our brand typeface, Museo for Dell, is available in three font weights along with Museo Sans for Dell for maximum flexibility across applications. Museo for Dell should be used primarily for headlines, while Museo Sans for Dell should be used for supporting text such as body copy and calls to action (CTAs).

Our alternate English typeface is **Trebuchet**. Trebuchet can be used as a substitute when Museo for Dell is not available in certain applications (online, email, Word and Excel).

Museo for Dell 100

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo for Dell 300 (Default weight)

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo for Dell 700

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Sans for Dell 100

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Sans for Dell 300

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Museo Sans for Dell 700

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trebuchet

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Regional typefaces

For regions where English (Museo for Dell) is not appropriate, please default to the substitute fonts below for marketing needs. To obtain purchase information, please contact brand@dell.com.

Arabic

Mix Arab

مرحبا، اسمي ميكس العربية.

Cyrillic

Museo Cyrillic

Здравствуйте, меня зовут Museo Cyrillic

Korean

Yoon Gothic

안녕하세요, 저는

Simplified Chinese

FZZhongQian – M16S (Lanting)

你好，我是方正中倩简体

Greek

Triplex Sans Serif Greek

Γεια σας, με λένε Τρίπλεξ Χωρίς Πατούρα Ελληνικά

Thai

Thai Kitthada

สวัสดี, ฉันคือ

Traditional Chinese

FZZHunYuan – M02S

你好，我是

Hebrew

Narkiss

שלום שמי נרקיס

Vietnamese

Vietnamese Museo for Dell

Xin chào, tôi tên là

Japanese

ShinGo

こんにちは。私は

Hindi

Shree Dev

नमस्ते मैं हूँ



Discontinued typefaces

The following typefaces and all associated weights should no longer be used. These must be replaced by Museo for Dell or Museo Sans for Dell as appropriate.

Arial (Note: Arial Unicode is approved for regional system use)

~~abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~~

Gotham

~~abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~~

Interstate

~~abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~~

Univers

~~abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890~~



Typographic style

The following illustrate the do's associated with using our typeface.

Windows® Life without Walls™ Dell recommends Windows 7.

It's the computer you need
inside the laptop you want.



Epriat aut et abor rectectem voluptas mo dis eni vendi officis
dolo dolor asserovit, id quatur aborisi nvenis vidusamUt liquia
volore cuscindus, quodita nem. Sequas et lacerias es am
quationised ulloerit fugit dus dolor Dell XPS17z utatia veritiam,
veroreh enihilibus accessi dolore everiantet.

[Learn More at dell.com/xps17](#)



The power to do more

Do use only the approved Dell typefaces (Museo for Dell and Museo Sans for Dell).

Do set type in “sentence case” — the first letter of a sentence is capitalized, the remaining letters are in lowercase. Calls to action (CTAs) should remain in “title case” — the first letter of each major word is capitalized.

Do add final punctuation to headlines and subheads if they're complete statements, questions or exclamations.

Do use Museo for Dell for headlines and Museo Sans for Dell for supporting text, including body copy and CTAs.

Do use flush left, rag right for all copy, including headlines, where regionally appropriate; centered copy is not recommended.

Do use only the approved Dell color palette for body copy; default is Dell Dark Gray (or 85% K).



Typographic style (cont.)

The following points illustrate the do not's associated with using our typeface.

Windows® Life without Walls® Dell recommends Windows 7.

**IT'S THE COMPUTER YOU NEED
INSIDE THE LAPTOP YOU WANT.**



Epriat aut et abor rectectem voluptas mo dis eni vendi officiis dolo dolor asserovit, id quatur aborisi nvenis vidusamUt liquia volore cuscindus, quodita nem. Sequas et lacerias es am quationseid ullorerit fugit dus dolor Dell XPS17z utatia veritiam, verovereh enihilibus accessi dolore everiantet.

Learn more at www.dell.com/xps17



The power to do more

Do not use all caps; the only exception is acronyms.

Do not use Museo for Dell 700 (bold) for headlines; it implies shouting.

Do not justify or center headlines or body copy.

Do not hyphenate body copy at the end of lines except for words that are naturally hyphenated. Instead move the whole word to the following line.

Do not change the color of individual words or sentences within passages of continuous body copy; body copy color should default to Dell Dark Gray. Headlines, subheads and CTAs are exceptions.

Do not distort the typeface (do not highlight or modify the letterforms or use special effects such as drop shadows).

Do not include the http:// or www. prefix to the Dell url when it has a forward slash extension.



Typography application examples

A healthy community
starts with a healthy community hospital.

Mount Sinai Hospital was critical to its Chicago community. But, like many not-for-profit hospitals, it needed to improve its revenue cycle. Accounts receivable were in arrears, billing and administrative processes weren't capturing all hospital fees and a lack of cash flow was hindering it from focusing on its primary goal: caring for the community.

That's when Mount Sinai turned to Dell Services. With extensive experience in optimizing hospital revenue cycle and improving billing practices, we knew just how to help. We put a revenue cycle team in place to work closely with their team. And by streamlining financial processes and billing systems together, we found ways to create more efficiency and greater revenues.

The result? Open accounts were reduced by 65%, incremental cash flow increased by over \$20 million, and the hospital that a Chicago neighborhood counted on began operating better than ever.

How can we food your organization? After all, the future is wide open. Visit dell.com/services.

Assessing Business Process, Scalability, Infrastructure Support

DELL Services

devote
deliver
delight

would
you
Dell?

Update your
SFDC
regularly

love
what
you
do

grow
& thrive

Taking personal ownership of delighting customers at each and every interaction you have with them is key to driving a great Customer Experience. Each of us can help our customers have an amazing experience. And by doing what's right and delighting them you will help turn them into ambassadors of our brand.

DELL

2011: How does Dell steward Corporate Responsibility and Report on our progress?

DELL
The power to do more

Powering 25 of the world's most popular websites.

dell.com/domore

DELL
The power to do more



Graphic element

The thoughtful use of graphic elements is one way we give our visual system a distinctive look and feel. Through consistent and repeated use of certain forms, we create a visual language that customers associate with Dell.



Rounded-corner graphic element

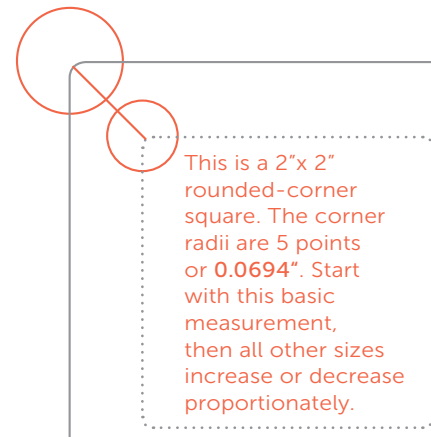
Creating rounded corners in a layout is a simple way to highlight and prioritize information.

Using rounded-corner squares or rectangles subtly emphasizes the most important information or key takeaways in our materials. Please avoid use of more than two rounded-corner shapes per layout as this diminishes their impact and meaning. By making a rounded corner precise and consistent, we bring valuable uniformity and aesthetic integrity to our visual system.

All colors in the Dell color palette may be used to outline or fill a rounded-corner shape. Refer to the Color section for correct Pantone® and/or CMYK colors.

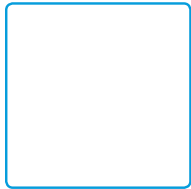


Rounded corners signal emphasis.

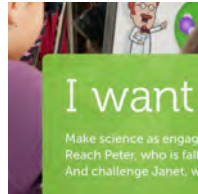


Graphic element usage

To maximize the impact of the rounded-corner shape, please refer to proper usage examples below.



Do consider use of a thin outline in a Dell color for a graphic element.



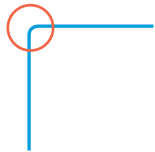
Do consider overlaying at least a 95% opacity Dell-colored shape over imagery for emphasis.



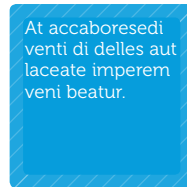
Do consider bleeding one entire side of the graphic element off an edge.



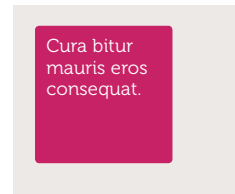
Do consider using the graphic element shape to mask single images.



Do maintain our defined corner radius (.0694") in all software applications.



Do include an inset margin around all edges of text inside the graphic element.

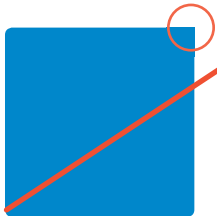


Do left align text inside the shape.

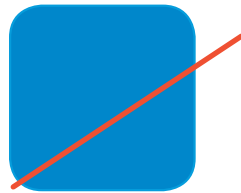


Incorrect graphic element usage

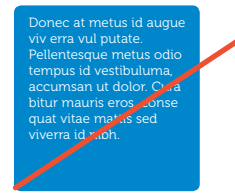
To maximize the impact of the rounded-corner shape, do not to alter the shape or use it in certain combinations with other visual elements.



Do not combine round and sharp corners.



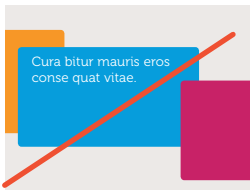
Do not change the ratio of the rounded corners.



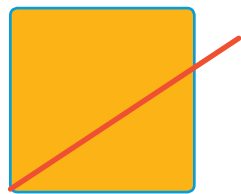
Do not place large amounts of body copy into rounded-corner elements.



Do not use more than one image within the rounded corners.



Do not overuse the graphic element shape in a single layout. Limit two per layout.



Do not fill the graphic element shape if there is already a colored stroke.



Do not create an illustration with our graphic element shape.



Do not replace or combine our graphic element shape with alternate shapes.



Do not add effects such as shading to our graphic element.



Graphic element application examples

Do more

With Efficient IT Solutions, companies can shift technology spend from operating costs to innovation.

dell.com/domore

The power to do more

Harvest the rewards of selling Windows 7 Professional/Microsoft Office 2010.

Between November 1, 2010 and January 28, 2011, help your customers and your business flourish.

Dell and Microsoft want to reward you for growing sales of hardware and software bundled as a solution. So with our improved Windows® 7 Professional/Microsoft® Office® 2010 Partner bonus program, we will pay you \$20 for every sale of Dell systems featuring Windows 7 Professional and Microsoft Office 2010* sold during this period.

Now you can earn rewards while your customers benefit from improved productivity. But hurry, this offer is only valid for qualified systems sold by January 28, 2011 — so start selling today.

Windows 7 Professional. Works the way you want.

A Dell OptiPlex™ 980 desktop preloaded with Windows 7 Professional provides a PC experience that you can count on.

Dell Reconnect
Technology recycling with Goodwill®

Through the Dell Reconnect program Goodwill not only recycles, but they also refurbish and reuse donated computers.

Find a Location Near You >

Dell raakt Windows® 7 aan.

Spectaculaire herfst deals! Nu nog met gratis bezorging op al onze laptops & desktops*!

499,-

399,-

549,-

www.dell.nl/deals | 020 582 7397

Intel® Core™ i1 Zichtbaar Slim



Photography

Our visual system and our brand design language use photography to convey our brand personality and establish a meaningful emotional connection with our customers. Each image we select makes an important statement about who we are and the customer-centric experiences we deliver.

The narrative power of our photojournalistic style provides an authentic and unobtrusive look-in on real life as it happens. Photojournalism documents a real life or story and allows vulnerable imperfections to show through. It also creates an intimate connection between the subject of the photograph and the viewer. The best images leave a lasting impression because the viewer relates to the subject of the photo.



On-brand photography

To ensure our images represent our brand personality and, in turn, engage viewers and help them feel part of the experience pictured, make sure the photographs you select or shoot for Dell:

1. Capture authentic moments.

- People should be shown at ease and content rather than posed, staged or overly cheerful. Viewers are naturally more drawn in when people in a photograph appear real and truly engaged in their activity.
- Subject(s) should appear in natural positions and situations as if enacting a scene rather than being static and/or posed. Posing in perfect angles loses or destroys authentic connection.
- Capturing an authentic moment is similar to how one frame of a high-definition video can capture the essence and spirit of a moment.

2. Utilize authentic lighting.

- Lighting should look natural even if it is artificial, and we should never be able to tell a photo is lit. Overuse of studio lighting can create an inauthentic feel.
- Use shots that capture natural light or that use a bounce to capture available light.
- Not all images need to be overly bright. Avoid shooting people on an isolated white background, which results in a loss of the environment's context.

3. Present natural environments.

- Do not clip people and objects out of their original environment.
- Do not show overly manicured environments.
- Allow little imperfections or "happenings" such as glare from a window, a slightly messy desk or someone in mid-thought.

4. Showcase the Dell product in real ways.

- Show people's natural, real-life use of our products.
- Our product(s) should not be imposed on or "forced" into an environment but rather shown how it/they would naturally be used.
- Allow product to provide context for the story without always being the focus of the shot.

5. Consider the point of view.

- Explore interesting yet authentic angles to capture an everyday task. A creative point of view makes subjects look engaged in the scene rather than just spectators.
- Crop an image or use a forced perspective and control depth of field to isolate subjects and emphasize their story.



Lifestyle

Without product

By using imagery that focuses on people and what is important to them, we demonstrate our purpose: delivering technology solutions that enable people to grow and thrive. Along with capturing Dell's personality, these images demonstrate the important role Dell plays in the day-to-day lives of our customers, and they allow us to tell our unique story in an authentic way.

Imagery should capture authentic life interactions and expressions between people who happen to be caught in a moment. Avoid imagery where people are intentionally looking at the camera as this loses the spontaneity of capturing a moment in time.

If conceptual photos are necessary, they should be real and relevant to the message.



Do show authentic, real-life interactions between people.



Do show natural expressions and depth of field.



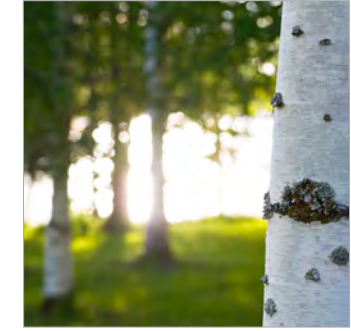
Do capture real objects and textures for conceptual imagery needs.



Do capture authentic lighting.



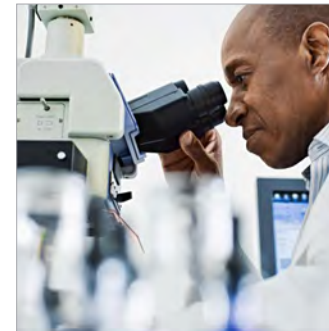
Do capture people in spontaneous moments if looking at the camera.



Do use real outdoor images (natural lighting, color ...).



Do consider different perspectives in imagery.



Do include a diversity of people (ethnicities, gender, ages ...).



Do capture natural imperfections of people and environments.



Lifestyle

Without product (cont.)

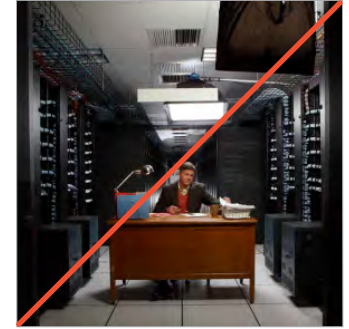
Here are some examples of lifestyle photos without product that do not represent the Dell brand. As in all cases, people, environment and objects should appear realistic and not overly manicured or staged.



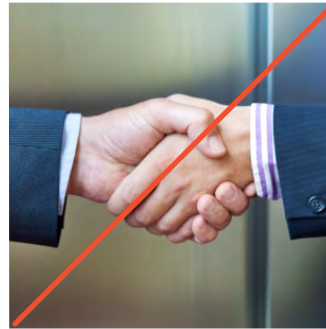
Do not show items in an unrealistic or ungrounded environment.



Do not use cliché images for success, winning or any other representation.



Do not show people in unrealistic environments.



Do not use cliché images for business metaphors.



Do not use digitally enhanced or complex, photomontaged imagery.



Do not show or use images with a overt sexual theme.



Do not use imagery that evokes fear or anxiety.



Do not use imagery that has a dark subject matter.

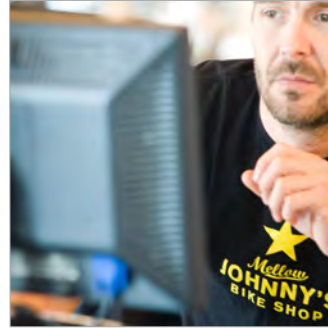


Do not show artificial emotion or staged movement.

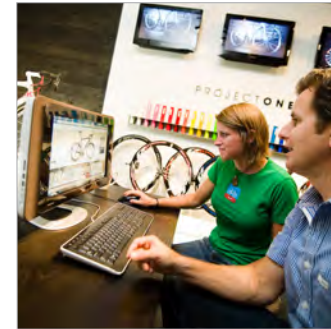
Lifestyle

With product

People and products should not be imposed on an environment but rather shown naturally how they would appear. The product logo does not always need to be the hero or even fully visible; it is about the story you are trying to tell.



Do focus on customers when the story is about them.



Do show real-life situations.



Do be conscious of diversity inclusion (ethnicities, gender, ages ...).



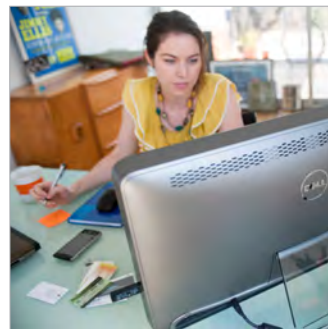
Do show people as they would appear in their work environments.



Do take advantage of natural lighting.



Do show authentic product interaction.



Do show products in non-manicured environments.



Do capture genuine interaction and expressions of people.



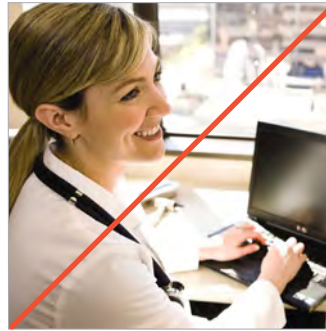
Do find creative points of view to capture the "fly on the wall" perspective.



Lifestyle

With product (cont.)

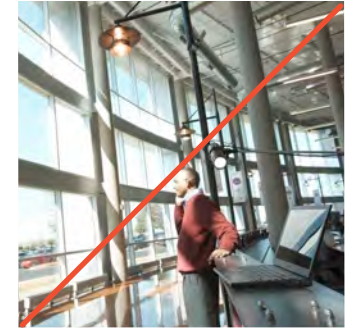
Here are examples of lifestyle photos with product that do not represent the Dell brand. Our photography should never appear overly manicured or staged. Our images should never be cliché, overly complex, negative or sexual in nature.



Do not use overly manicured subjects or staged shots.



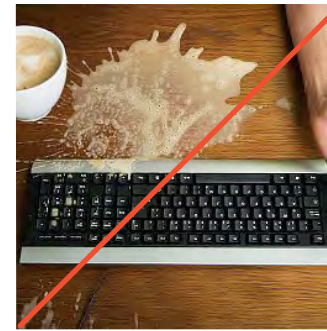
Do not show our products being used inappropriately.



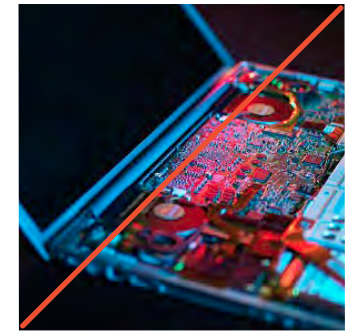
Do not use overly complex images so product is lost.



Do not show cords or chargers that detract from the main product image.



Do not show our products being damaged.



Do not show digitally colored/altered views of our products.



Do not place a product into an environment that is inappropriate to that product.



Product

Stand-alone

When we need to focus on a product outside of an environment, we should do so in line with our brand personality. This is achieved through a simple, honest, straightforward style that reflects our brand foundation and demonstrates our commitment to technological excellence. This style allows for consistency across all transactional mediums, including advertising, product-specific collateral, online and more.



Do show products with appropriate screen fills when possible.



Do ground the product using subtle shadows and reflections.



Do consider depth and varying angles to highlight features.



Do ensure multiple products are on the same perspective plane.



Product

Stand-alone (cont.)

Here are some examples of product imagery that do not represent the Dell brand. Product photography should appear to be natural even when it lacks an environment.



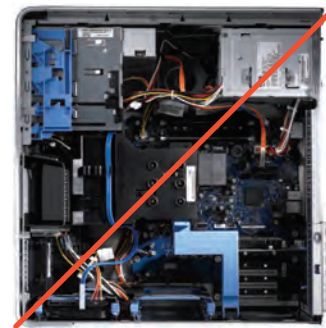
Do not "float" or unnaturally pose our products.



Do not add background imagery or illustration elements to product shots.



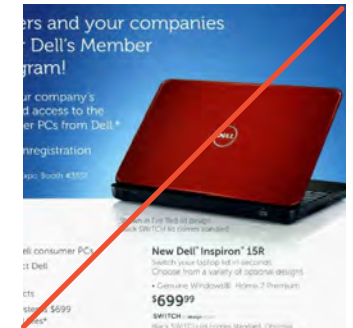
Do not show outdated products.



Do not use "cluttered" interior product imagery as a primary image.



Do not show products on background colors not in the Dell color palette.



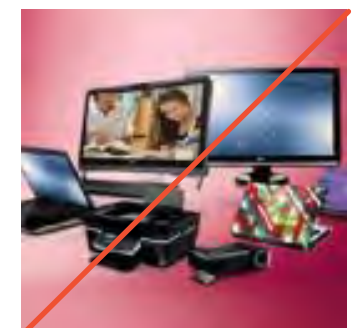
Do not show products grounded on a split-color background.



Do not show products on backgrounds that lack proper contrast.



Do not show more than three different products in one composited shot.



Do not show multiple products on different perspective planes.



How to obtain imagery that reflects Dell

Sourcing images on the DAM

All categories of photos can be found on the DAM (<http://thedam.enfatico.com>). While we strive to fill the library with imagery that represents our style, not all existing imagery may align to our photography guidelines. Please refer to our brand standards for guidance or email brand@dell.com if you have questions.

Purchasing imagery from stock websites

Authentic photography is our long-term goal, but at times it will be necessary to purchase stock photography. Dell has an account with a majority of the stock houses including Corbis Images, Getty Images, Veer and iStockphoto. Please email brand@dell.com for contact information for the appropriate Dell account representative with whom you can arrange purchase.

Custom photo shoots

The process for commissioning new photography has been streamlined. All requests for new photography should be reviewed and approved by the business management photography team. Please contact brand@dell.com for the current contacts.

Key insights for photographers

- Find true-life stories and talent who are advocates of the Dell brand to create an authentic and positive connection.
- Preparation is your foundation when it comes to finding real-life customer stories and environments.
- Establishing rapport with talent before the shoot is essential to capturing real emotion during the shoot. Get to know your talent and have them walk through the scenario before the shoot.
- Capturing an authentic moment requires a lot of clicks. Rather than capturing one specific shot, look to find myriad angles.
- Our customers are real people who live and work in real places. Limit the styling of set, hair and makeup to capture true-to-life situations and authentic beauty.
- Be open to happy accidental circumstances not on the shot list. Look for opportunities in repeating patterns, interesting architecture and dynamic people.



Illustration

Illustration is a powerful brand cue that can reinforce primary messages and make the complex simple in our communications. We strive to connect with our audiences authentically; therefore, it is preferred to incorporate realistic photography in place of illustration where appropriate.

Our logo sets the tone for the overall style — clear, simple and open. While illustrations should not be used for branding or identity elements, they are used for iconography, information graphics and conceptual illustrations.

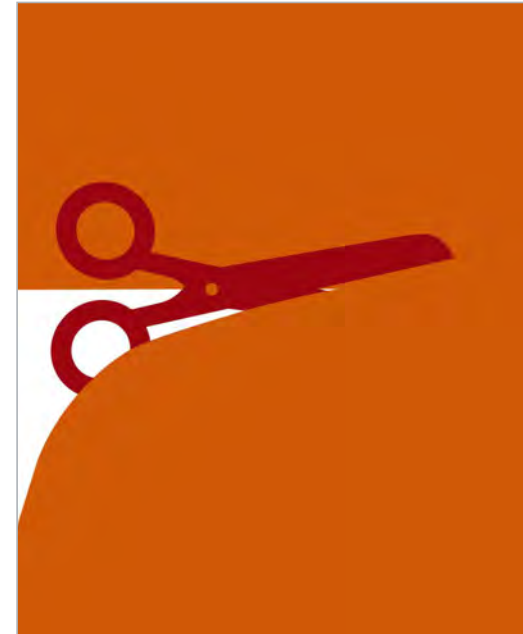


On-brand illustration

Our illustration style is simple, functional and clear.

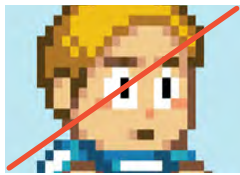
Like the Dell logo, our illustration style focuses on straightforward and simple representations of symbols, ideas, processes and information. Illustrations should use only solid colors from the Dell color palette or be knocked out to white. All illustrations should be flat art — meaning no added dimension, gradients or drop shadows should be used. All illustrations should be intentional and support the primary message.

Translation of online and offline illustration should align to the Dell.com style. Please contact brand@dell.com for approvals of any illustrations that are intended to appear on Dell.com.



Incorrect illustration usage

The following are illustration examples that must be avoided to maintain the integrity of our brand.



Do not use low-quality or pixelated images.



Do not use overly conceptual illustrations or concepts.



Do not use images or illustrations that are purely decorative.



Do not use illustrations that are non-functional.



Do not use illustration that focuses on circular elements.



Do not use illustrations that are visually complex.



Do not use gradients or gloss effects in printed collateral.



Do not use drop shadows.



Do not use clip art of any kind.



Do not use unlicensed artwork unless express permission is provided by the artist.



Do not use photo-enhanced illustrations that combine vector effects.



Do not use offensive or violent illustrations.

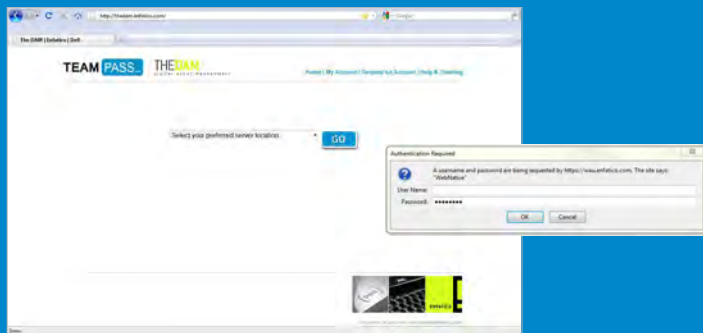
Resources

Using the Brand mailbox

The Brand mailbox should be used as a resource in any creative process. Please submit concepts, scripts and storyboards to brand@dell.com before production begins to address creative issues before budget is spent and any cost revisions are incurred. Training is available and can be arranged by contacting brand@dell.com.

Using the Digital Asset Manager (DAM)

Brand assets, including logos and fonts, are available on the DAM at <http://thedam.enfatico.com>. Access to the DAM requires an account.



Access page / Login screen

Select your nearest server and click "Go" (most new files get published on the Austin server 24 hrs. before they're available on all servers around the world). Enter user name and password in pop-up when prompted.

If you don't already have an account for the DAM, click on "Request an Account."



Welcome page

Click on "Browse". Then select the "Dell Brand Assets" folder.



Inside "Dell Brand Assets" folder

Here you will find Dell logo files, fonts and other campaign creative.



Edits

The following is a list of updates new to the Dell Brand Identity Standards v.4.5, by category:

Preface *(New)*

- Added Dell brand ladder and platform background information (p. iv)

Logo

- Dell Blue *or* white logo (tagline and stand-alone) may now be used as the primary logo (pp. 1.1–1.2).
- Reduced minimum digital size to 30px x 30px (p. 1.5)
- Updated Global Alliance partner list (p. 1.6)
- Added incorrect logo lockup usage (p. 1.11)

Color

- Dell Blue should be default color as often as possible in creative (p. 2.1)
- Use of more than three supporting colors with Dell Blue should be avoided (p. 2.2).

Typography

- Added regional typeface examples (p. 3.2)
- Added Arial to discontinued typefaces (p. 3.3)
- Removed regional typeface contact list
- Expanded do's/do not's of typographic style (pp. 3.4–3.5)

Graphic element

- Added do's/do not's for graphic element usage (pp. 4.2–4.3)

Photography

- Redefined photographic style — photojournalistic (p. 5.0)
- Added new examples of photojournalistic style (pp. 5.2–5.7)
- Added how to obtain imagery that reflects Dell (p. 5.8)

Illustration *(New)*

- Defined illustration style and added examples (pp. 6.0–6.3)





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