



VMWARE DIAGRAM GUIDELINES

FEBRUARY 2009

VMWARE ICONS AND DIAGRAMS

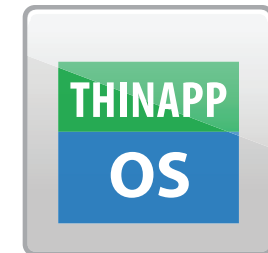
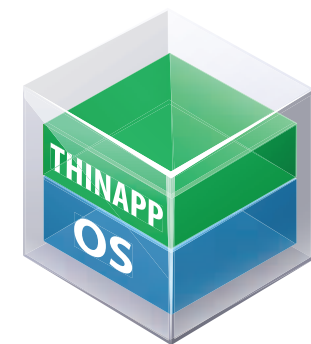
GENERAL USE

THE VIRTUAL MACHINE

A VMware virtual machine is always depicted in the following ways:

1. As a transparent cube labeled 'VM'
2. As a transparent cube that has an 'App' and 'OS' inside. The 'App' label can be substituted with a specific name of an application, and 'OS' can be substituted with the specific name of an operating system.
3. As a transparent cube that has a 'Thinapp' and 'OS' inside.

Flat versions of all of these types of virtual machines are also available.



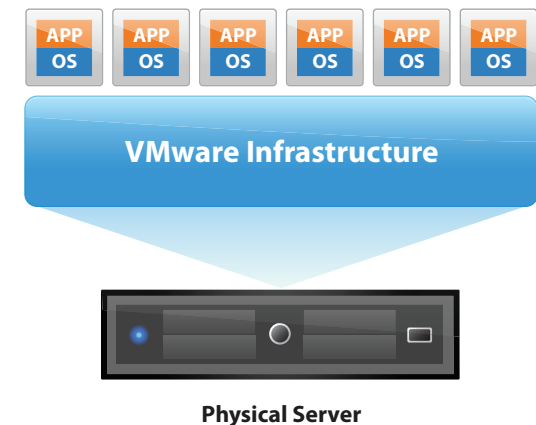
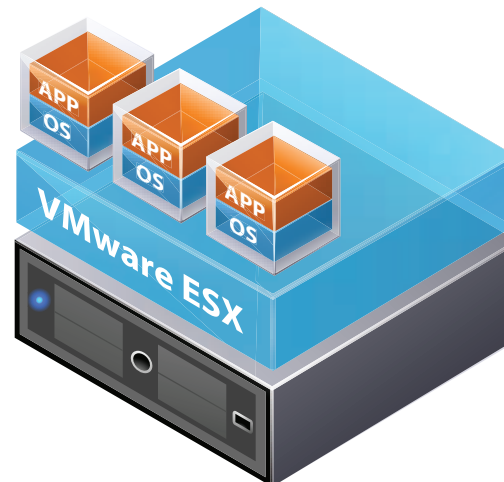
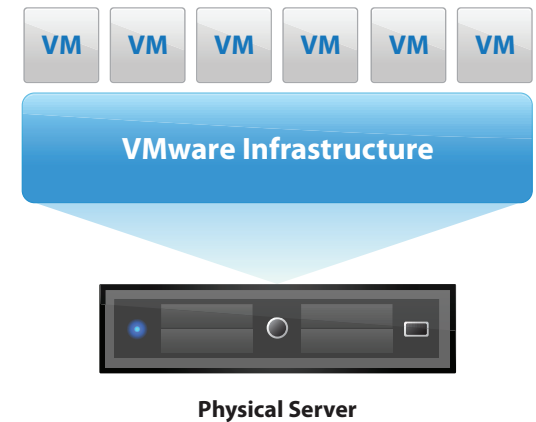
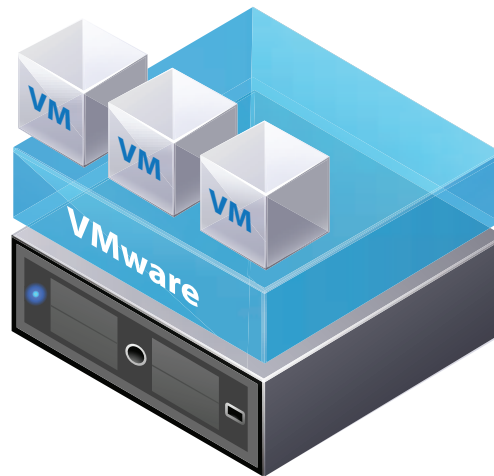
VMWARE ICONS AND DIAGRAMS

GENERAL USE

VMWARE VIRTUALIZATION LAYER

A virtualization layer should always be depicted as a translucent blue box sitting above the physical hardware and below the virtual machines.

The virtualization layer may be labeled differently to meet the needs of the particular diagram.



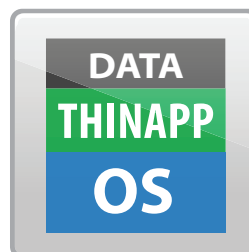
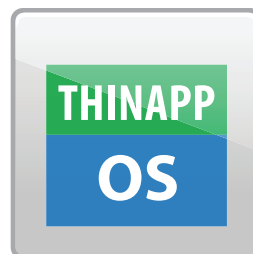
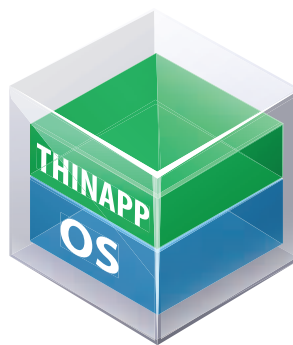
VMWARE ICONS AND DIAGRAMS

GENERAL USE

VMWARE THINAPP

A virtualized application is always be depicted in the following ways:

1. As a transparent cube that has a 'Thinapp' and 'OS' inside.
2. As a transparent green cube that can exist on its own outside of a virtual machine.
3. As a flat green plate that sits flat on the screen of a laptop, desktop, or thin client.
4. A 'data' layer, may be added when necessary to meet the needs of a particular diagram.



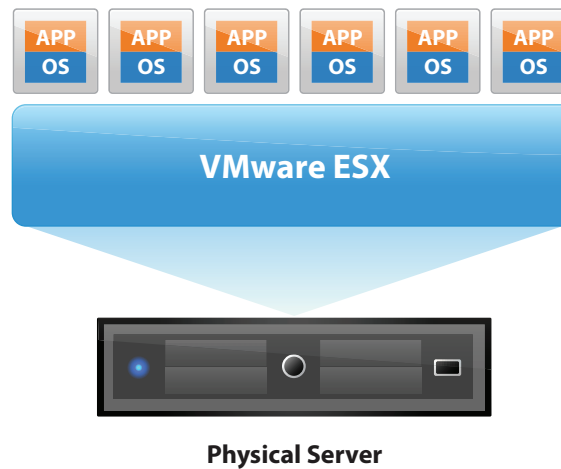
VMWARE ICONS AND DIAGRAMS

GENERAL USE

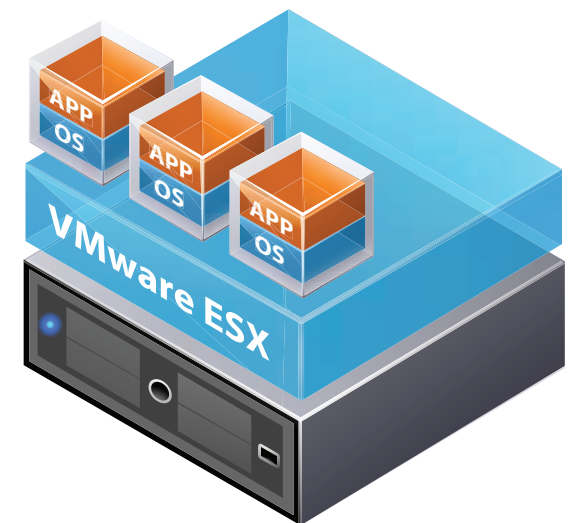
2D VERSUS 3D GRAPHICS

VMware icons and diagrams are available in both a two-dimensional (flat) and three-dimensional styles. Please do not mix these styles within one diagram if possible.

2D GRAPHICS



3D GRAPHICS



VMWARE ICONS AND DIAGRAMS

COLOR PALETTE

VMWARE DIAGRAM COLORS

These colors can be used when various colors are required for clear communications and other design elements. These colors may be used in VMware product diagrams and animations.

In the icon filenames, the complete colors are referred to as: Green, Orange, Dark Blue, Medium Blue, Light Blue, Dark Grey, and Light Grey.

Pantone colors are approximate due to the gradients in the icons.



GREEN - PANTONE 376

R 125
G 179
B 51



ORANGE - PANTONE 158

R 231
G 110
B 52



DARK BLUE - PANTONE 281

R 20
G 61
B 112



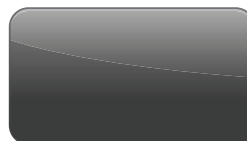
MEDIUM BLUE - PANTONE 293

R 33
G 94
B 181



LIGHT BLUE - PANTONE 299

R 20
G 61
B 112



DARK GREY - PANTONE 425

R 60
G 60
B 60



LIGHT GREY - PANTONE 430

R 180
G 180
B 180

VMWARE ICONS AND DIAGRAMS

COLOR PALETTE

VMWARE VIRTUALIZATION LAYER

A virtualization layer should always be shown as this color.

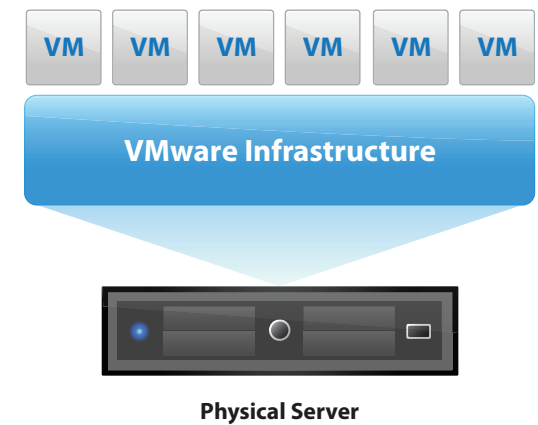
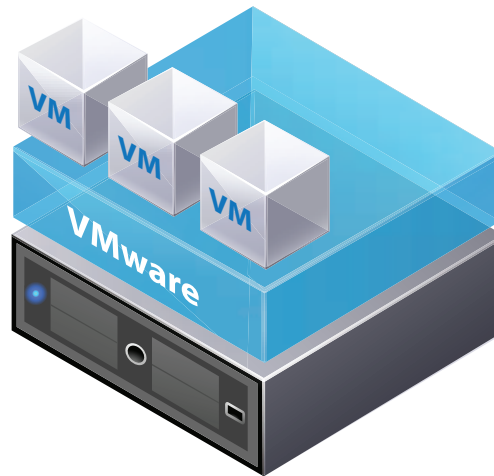


PANTONE 299

R 0

G 140

B 205



VMWARE ICONS AND DIAGRAMS

COLOR PALETTE

APPLICATION LAYER

An application inside or outside a virtual machine should always be shown as this color.



PANTONE 158

R 231
G 110
B 52



OPERATING SYSTEM LAYER

An OS inside or outside a virtual machine should always be shown as this color.



PANTONE 293

R 27
G 117
B 188

VMWARE ICONS AND DIAGRAMS

COLOR PALETTE

VIRTUALIZED APPLICATION LAYER

A ThinApp or virtualized application inside or outside a virtual machine should always be shown as this color.



PANTONE 355

R 0
G 163
B 66

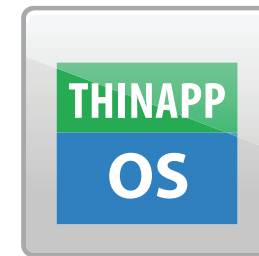
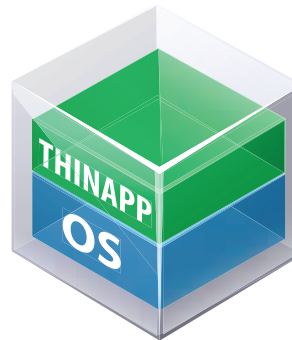
USER DATA LAYER

User data and settings inside or outside a virtual machine should always be shown as this color.



PANTONE 425

R 45
G 45
B 45



POLICING

In the U.S. and other jurisdictions, trademark owners have a duty to properly use their marks. Therefore, if you become aware of any improper use of VMware's trademarks, including infringement or counterfeiting by third parties, report them to VMware's legal department immediately. Report as much detail as possible about the misuse, including the name of the party, contact information, and copies or photographs of the potential misuse.

CONCLUSION

These Guidelines are not a definitive statement of proper trademark use. VMware reserves the right to oppose any use of its trademarks that VMware, in its sole discretion, deems unlawful or improper, even if such use is not expressly prohibited hereunder. VMware further reserves the right to revise these Guidelines at any time, without notice.

ADDITIONAL INFORMATION

For additional information regarding the legal guidelines regarding VMware's trademarks, you may contact VMware's legal department.