bmc

BMC Brand Guidelines

June 2022

01. ABOUT BMC

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About BMC

BMC works with 86% of the Forbes Global 50 and customers and partners around the world to create their future. With our history of innovation, industry-leading automation, operations, and service management solutions, and unmatched flexibility and choice, we can help organizations free up time and space to become an Autonomous Digital Enterprise that conquers the opportunities ahead.
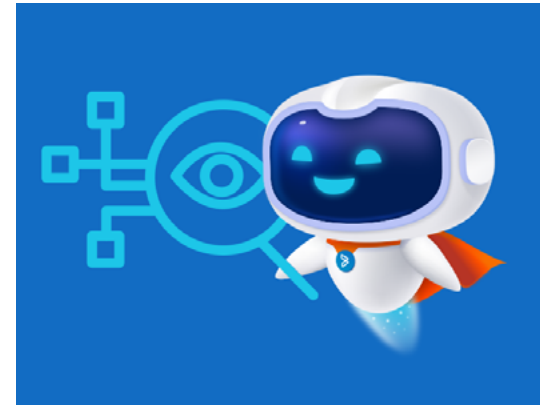
Brand Strategy

Our goal is to position BMC as a modern technology brand that's innovative, trusted, relevant, and differentiated. Customers are at the center of everything we do. We're sticklers for being on-strategy, on-brand, hyper-consistent, and measured. Our existence is to demonstrate BMC's evolution, market relevance, and innovation through storytelling and amazing experiences.

All materials that feature the BMC brand have an influence on how people perceive the company. Our designers and project managers are trained to create memorable and effective marketing materials while adhering to guidelines, and by consistently using the brand standards found here, you will properly align your materials with the BMC identity.

Brand Voice

Our voice is helpful and informative. We want to be a trusted resource, and everything we say and do should reflect our heritage, values, and aspirations.

Our **values** define how we behave and are at the heart of our success.

Our **heritage** is built on respect, honesty, and good will.

And our **aspirations** reflect our goals for every organization we work with, including our own. We are all responsible for making sure that our voice reflects these values.

02. LOGO

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Logo

The BMC logo is our single most important and visible element of our brand identity. Therefore, our BMC logo may only be used or applied to marketing materials, whether online or not, with written permission of BMC.
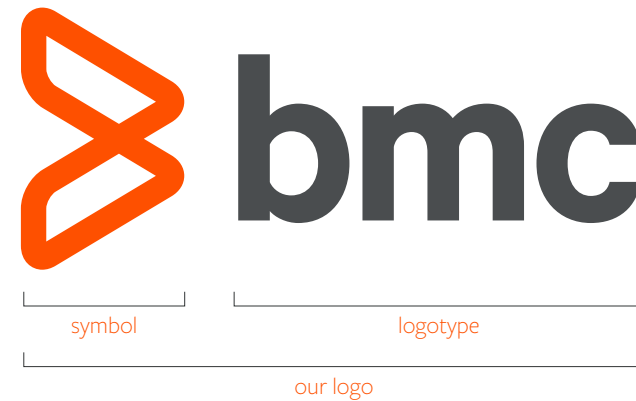
Correct and consistent application of our logo accelerates audience engagement and improves brand recall.

The BMC logo consists of two elements:
1. The symbol/brand identity mark
2. The logotype

trademarks_legal@bmc.com

DOWNLOAD ↓

symbol   logotype

our logo

Corporate Tagline

"Run and Reinvent" is our corporate tagline. Our customers are under increasing pressure to manage disruption seamlessly (Run) while delivering the operations and service innovations internal and external customers need as they navigate change (Reinvent).

BMC is uniquely positioned to help our customers do both. Run and Reinvent is not just a tagline, but an ongoing commitment to our customers as pursue their digital initiatives following the Autonomous Digital Enterprise (ADE) framework.

To learn more about the ADE evolution and what Run and Reinvent means for our customers, click here

logo   corporate tagline
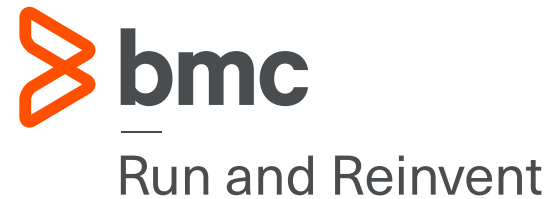
Brand Identity Symbol

Our symbol is an abstraction of a double helix structure. It signifies that BMC is a driver of innovation and transformation.

The symbol also resembles fluid arrows, indicating our commitment to our customers—we put our customers and their success first.

Additionally, the symbol resembles a capitalized B, calling to mind the BMC name and tying together past and present as we move to the future.

DNA   +   Arrows forward   +   B   =   BMC
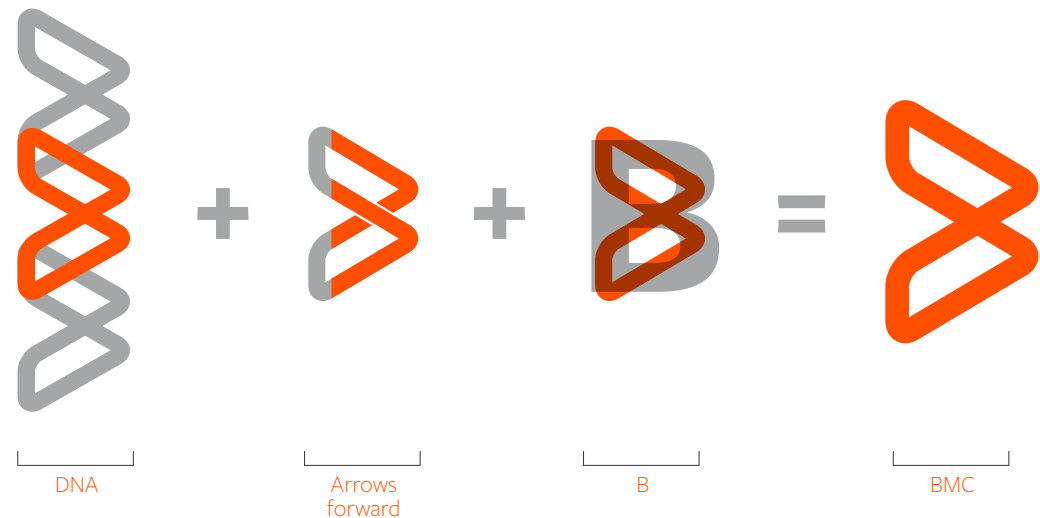
Symbol Construction

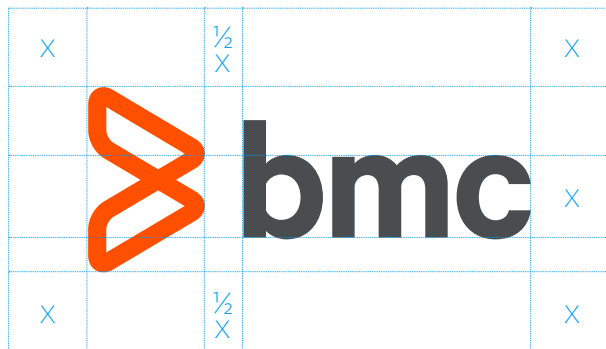A lot of care and detail went into making the brand identity symbol a strong mark.

It is constructed using symmetrical angles combined with circles to create the main curves. The result is both fluid and strong, flexible and robust. The angles tease the eye and compel you to keep watching.

Brand Identity Symbol

Logo Usage

CLEAR SPACE

Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the importance of the BMC identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the letter "c" in bmc.

COLOR VERSIONS & BACKGROUNDS

Use the reversed version when placing the logo over any color within the BMC color palette. The background should never impair the logo's legibility or impact.
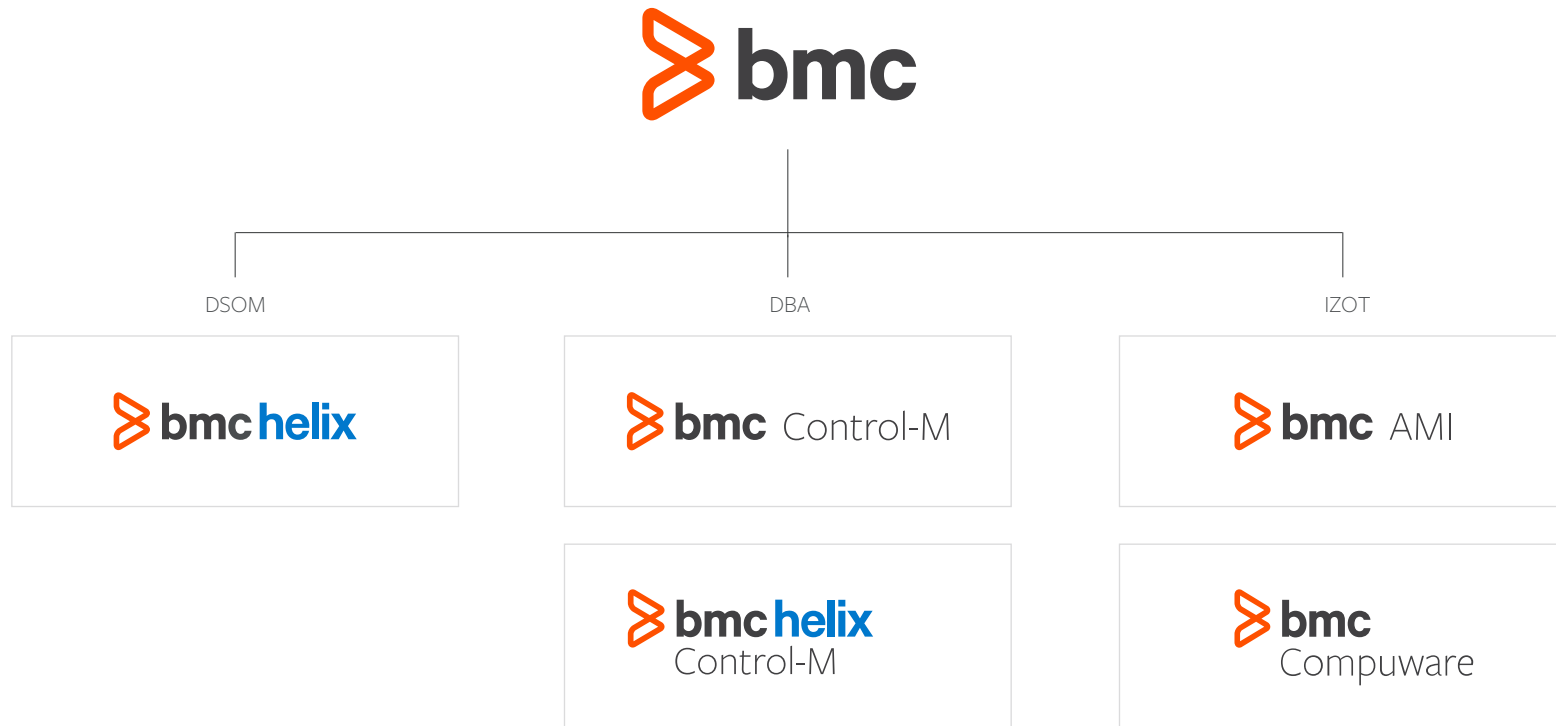
IMAGE BACKGROUND

The logo may be used over calm areas of photography, provided there is adequate contrast. Be judicious about where and when this is used.

03. BRAND ARCHITECTURE

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Brand Architecture

New, Innovative Brands

⟩ bmc

⟩ bmc helix

⟩ bmc AMI

⟩ bmc helix
Platform

AUTOMATION

SERVICE

OPERATIONS

MAINFRAME

⟩ bmc helix
Control-M

⟩ bmc helix
Service Management

⟩ bmc helix
Discovery

⟩ bmc helix
Digital Workplace

⟩ bmc helix
Virtual Agent

⟩ bmc helix
Ops Management

⟩ bmc
AMI Ops

⟩ bmc
Compuware

⟩ bmc AMI
DevOps for DB2®

⟩ bmc AMI
Security

Product and solution logos are reserved for high level products and solutions with approval from VP of Brand Experience. brand_review@bmc.com

Product Naming Convention

Descriptive product names only,
aligned to an approved sub-brand.

bmc

EXAMPLE SUB-BRAND

bmc helix

EXAMPLE DESCRIPTOR

bmc helix
Digital Workplace

- Start with BMC master brand.

- Align to an approved BMC sub-brand.
  (New sub-brands require committee approval
  and are highly discouraged.)

- Logo descriptor should be short, intuitive,
  and industry standard wording to describe
  what the product does.
  (Verbs or well-known categories preferred.)

04. TYPOGRAPHY

Typography

The BMC primary brand typeface is **Freight Sans**. Typography is an essential part of the BMC brand. It helps to unify messaging and create familiarity. A consistent typographic style is essential in creating a distinctive identity. As the primary typeface, it is important that most BMC communications are set in Freight Sans.

Open Sans should be used as a substitute. These cases may include digital applications such as websites, HTML emails, and apps.

Calibri should be used as a substitute in PowerPoint presentations.

Note: Do not use the default figure of numbers like "12345...". Use the Tabular Lining function or appropriate function to type the uppercase numbers "12345...".

[DOWNLOAD ↓]

PRIMARY TYPEFACE

Freight Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:?!@#$%^&*-)

SUBSTITUTE TYPEFACE

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:?!@#$%^&*-)

SUBSTITUTE TYPEFACE

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;:?!@#$%^&*-)

05. COLOR

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Color

This is our BMC brand color palette.

The colors on this page should not be used for color-matching purposes. Always use the formulas provided here. Also note that the colors specified may not be modified or substituted.

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PRIMARY PALETTE

BMC Blue500
RGB 0.88.172
HEX #0058AC
CMYK 98.71.0.0
PMS 2935

BMC Blue400
RGB 0.120.204
HEX #0078CC
CMYK 83.49.0.0
PMS 285

BMC Blue100
RGB 134.219.255
HEX #86DBFF
CMYK 40.0.0.0
PMS 297

BMC Orange400
RGB 254.80.0
HEX #fe5000
CMYK 0.84.100.0
PMS 021

BMC Orange300
RGB 255.111.38
HEX #FF6F26
CMYK 0.70.93.0
PMS 1585

BMC Orange200
RGB 255.145.69
HEX #FF9145
CMYK 0.53.79.0
PMS 715

SECONDARY PALETTE

BMC Gray600
RGB 49.52.53
HEX #313435
CMYK 72.63.61.67
PMS 447

BMC Gray400
RGB 106.111.113
HEX #6A6F71
CMYK 60.48.47.15
PMS 424

BMC Gray200
RGB 192.195.196
HEX #C0C3C4
CMYK 25.18.18.0
PMS 428

BMC Yellow400
RGB 255.190.0
HEX #FFBE00
CMYK 0.27.100.0
PMS 7408

BMC Yellow300
RGB 255.228.56
HEX #FFE438
CMYK 2.5.89.0
PMS 107

BMC Yellow200
RGB 255.255.96
HEX #FFFF60
CMYK 4.0.74.0
PMS 394

BMC Green300
RGB 93.166.39
HEX #5DA627
CMYK 69.12.100.1
PMS 369

BMC Green200
RGB 123.200.69
HEX #7BC845
CMYK 55.0.96.0
PMS 368

BMC Green100
RGB 157.237.101
HEX #9DED65
CMYK 39.0.80.0
PMS 7488

06. IMAGERY

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How We Look and Feel

BMC's design strategy supports and amplifies our content and drives our brand perception in the marketplace. With our bold, differentiated color palette, image choices, and design elements, we help ensure that our customers, partners, and employees see BMC as an increasingly modern, approachable, and memorable brand.

Some of the key elements of our brand design strategy include:

BRIGHT

We employ high-contrast colors from our brand palette and include a subtle background ripple for depth and dimension.

BOLD

We use recognizable, evocative icons and graphics, with often surprising interplay between human subjects and graphic elements.

MEMORABLE

We create visual narratives that leave our customers with an impression of who our company is and what solutions we offer.

Confident

The target audience in the IT-sphere is a diverse mix of more experienced and less experienced people and we should follow this trend with this persona representation to customers. The primary BMC persona is a bold, diverse, tech-savvy, business professional who is often skeptical of marketing claims and fluff. They are focused on details, have broad-based IT knowledge, follow the latest trends, and have high expectations for vendors/solutions to help make their strategic roadmap a reality. The approximate persona age range is between 25-50.

- Poses and expressions should be lively and unexpected. The persona can be jumping, pointing to something, unpredictable, non-conformative to the status quo, and very expressive.

- Persona hair and clothing can be casual or business casual, but not suggestive. The clothing can be vivid, bright, and dramatic to match the bold personality. Clothing color should contrast with the background and can be intentionally recolored to look realistic while staying inside the spectrum of our brand color palette.

- The lighting on the persona should show contrast, but shouldn't be overly darkened or dramatic.

Curious

The BMC target persona represents the IT industry and should be professional, smart, and quirky, but not dull or boring. They can be an engineer, product specialist, analyst, or developer. Their style is hip and fashion-forward. Appearances may include hats, glasses, tattoos, facial hair, jewelry, and unexpected shoes and accessories.

Version 06/13/22

Unexpected

The BMC persona is energetic, powerful, and lively. Some of our product personas target customers age 50+ who represent reliability, security, and a stable presence in the market. However, this persona should still be shown as bold and enthusiastic. They should exude style and sophistication in a fun and unexpected way.

Illustration Usage

When to use

Illustrations are a complementary element of the BMC brand system. Our unique, distinguishable style aims to make the brand language richer and gives flexibility in the storytelling of complex technical content.

STORYTELLING

These illustration guidelines do not replace our current brand look and feel. They are complementary elements used to explain complex technical stories in a simple way.

LIMITATIONS

Use sparingly. These should be used in conjunction with the brand identity, no replace it.

EMOTIONAL CONNECTION

Use when we are working to build a deeper emotional connection with our customers to help them better understand the problem we are trying to solve.

Where to use

The goal of these illustrations is to bring consistency across marketing and product touchpoints, allowing our bold and bright brand identity to build a deeper emotional experience for our customers.

MARKETING

On bmc.com in the product features section, landing pages, and microsites where storytelling visual elements are needed. Can also be used in PPT, infographics, and on social media platforms.

PRODUCT

In the product user interface (UI) when needing to help customers visually connect to the task they are being asked to complete. Illustrations help soften the technical aspect of a product UI and feel less complex.

VIDEO

Illustrations can be used in the video to compliment the objective and provide flexibility in storytelling.

How to use

Illustrations must support the copy, not overpower the copy. Our messaging is still the primary element we want our customers to remember. In marketing, illustrations should be a secondary element after usage of our primary brand system of personas and symbols.

BE SIMPLE

Use geometric and symmetrical shapes. Outline physical elements, keep plenty of white space and use only 3-4 colors maximum. Colors should be bold and align with our brand color palette.

BE BOLD

Describe the situation literally. It's an opportunity to show a process or "under the hood" of a product UI. Use bright colors with modern elements to complement the storytelling aspect. Just ensure you are keeping them realistic looking.
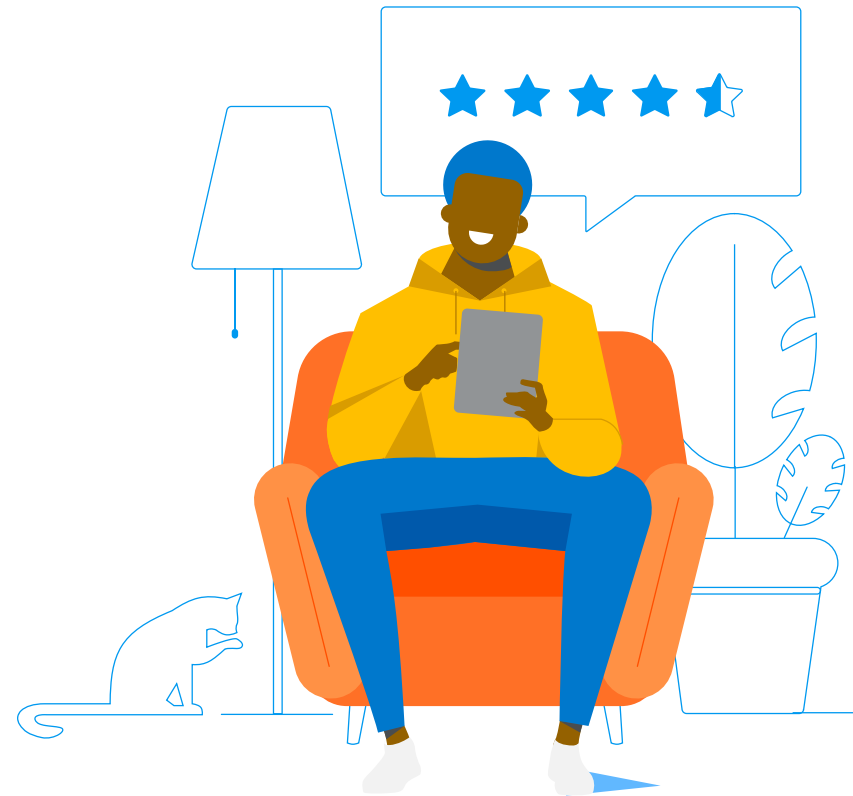
BE UNEXPECTED

Have fun, and add humor where appropriate. Think clean, modern, and clever.

Illustration Style

Our style is a logical translation of our bright
and bold persona to the illustrative world.

✔ **Bright**
✔ **Sophisticated**
✔ **Friendly**

Symbols

The symbol can represent multiple products, themes, or concepts, as opposed to a simple icon that may represent a single element. A customer story or business outcome can't be comprehensively told with a single image or symbol. Thoughtful content and messaging should always be used in conjunction with any of the brand symbols shown here.

The use of symbols can convey more complex ideas or actions in the simplest way possible, helping customers quickly connect concepts to their needs or desired results.

DOWNLOAD ↓

IZOT
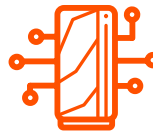
Mainframe

Automated Mainframe Intelligence (AMI)

DSOM

Service Management

Discovery

DBA

Control-M

DevOps

DSO

TrueSight

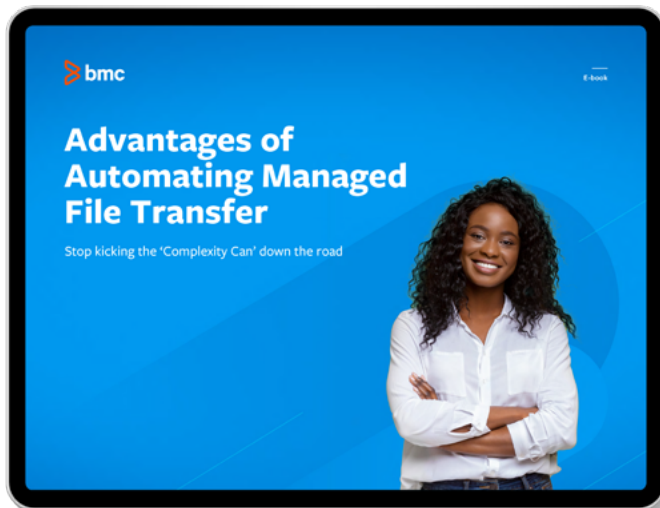TrueSight Capacity Optimization

07. EXAMPLES

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BMC.COM
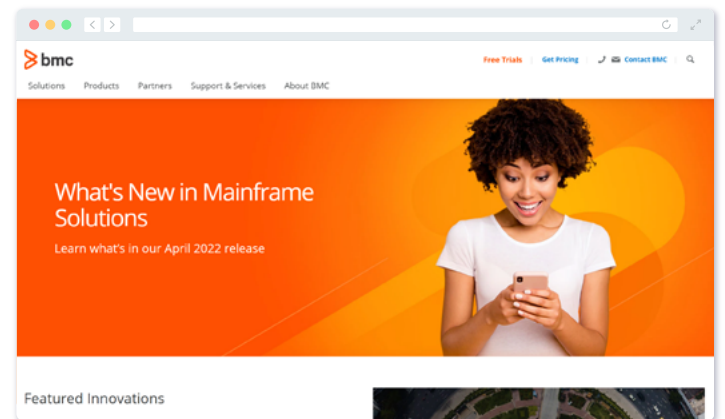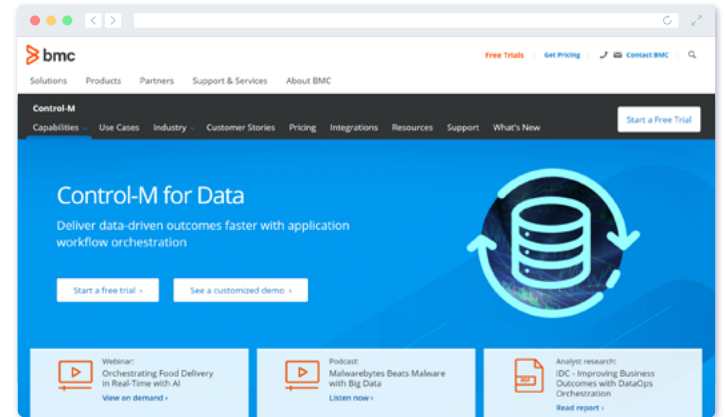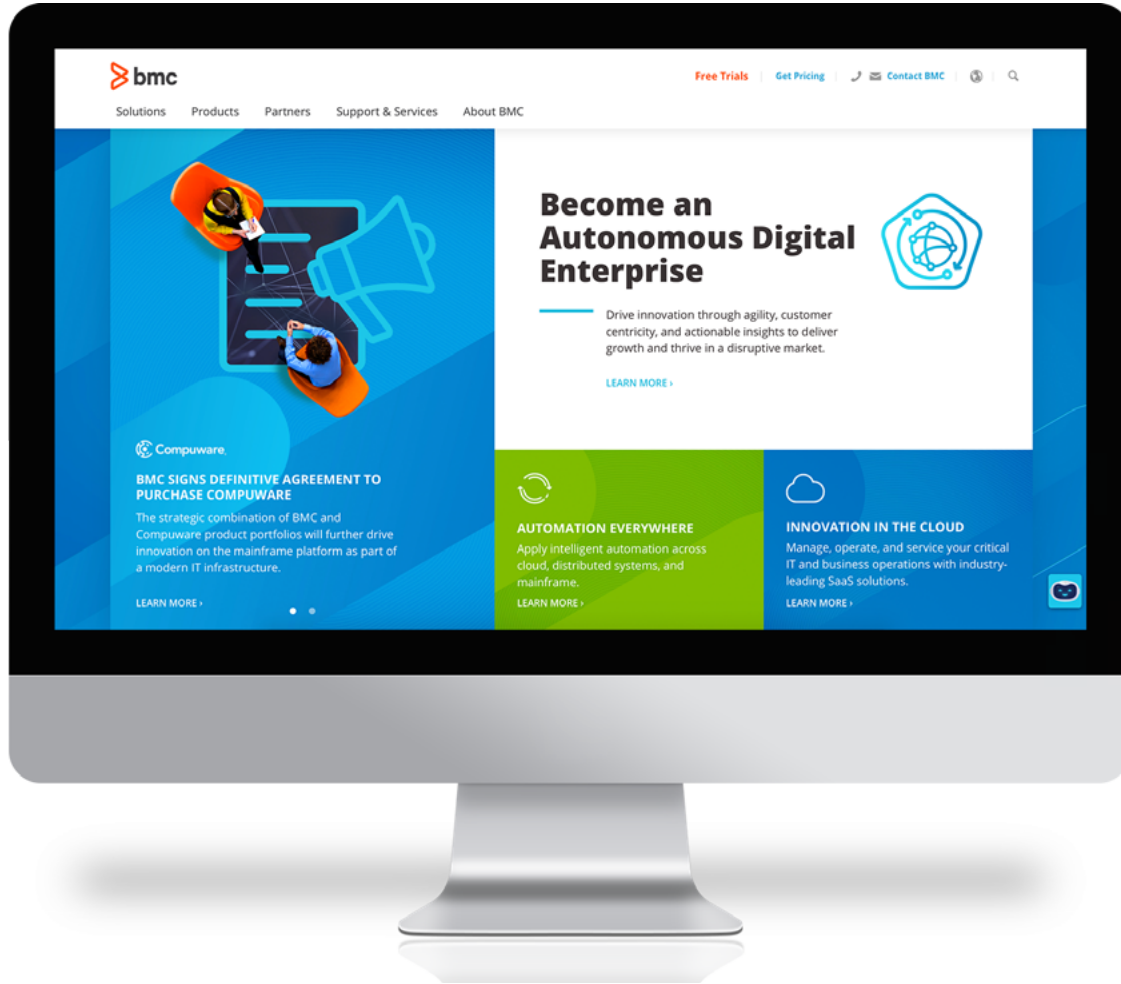
EVENT BOOTH

PULL-UP BANNER

E-BOOK

ADVERTISEMENTS

SOCIAL MEDIA
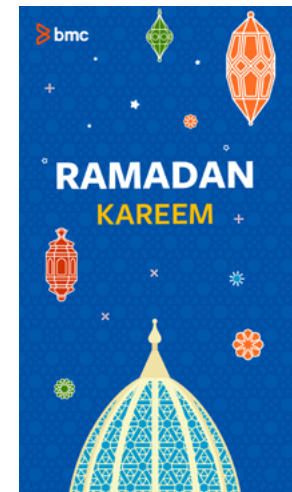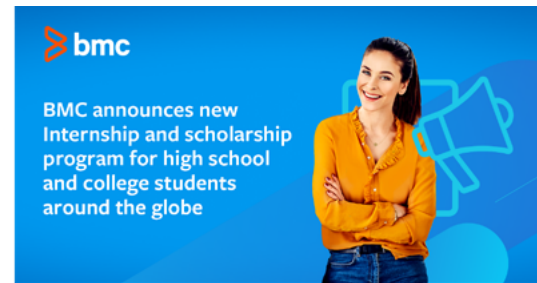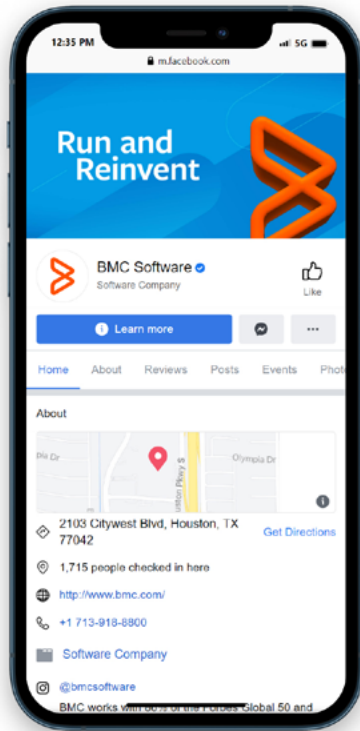
Additional Resources

BMC BRAND REVIEW SERVICE

BMC provides a review service to ensure proper branding of any material that involves the BMC brand visuals or nomenclature.

Send all queries to: brand_review@bmc.com.

BMC EDITORIAL STYLE GUIDE

For writing and communication guidelines, please consult BMC's Guide to Voice, Tone, and Style or contact us.

Send all queries to: _74EB1@bmc.com.

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BMC—Run and Reinvent   **www.bmc.com**