



THERE ARE DEFINING MOMENTS IN THE LIFE OF EVERY ORGANIZATION. **I BELIEVE THIS IS OUR MOMENT.**

After months of preparation and hours of dialogue with customers, employees, and analysts, I'm pleased to announce an exciting new brand to help us tell our story.

Let's be clear here. This isn't about logos or new advertising. It's about how we present BMC to the world in everything we do. It's about differentiating ourselves so we stand out from the crowd. It's about better communicating our extraordinary ability to drive business value through IT, so we can sell more software.

It's about activating the power of one BMC.

To grow this company, we need to overcome an image in the marketplace that is fragmented, complex, and confusing to customers. We need to present a single, sharp, compelling message of one BMC — and then we need to bring that message to life. In the end, brands are about people and the perception we create as we go about our jobs. To move BMC Software forward, we need to present ourselves as one BMC in every aspect of our work and every corner of this global organization. Make no mistake about it — this new brand is as essential to our growth strategy as BSM and the solutions we offer. Consistency is crucial and every employee will shape the end result.

This is our time. To shine. To grow. To activate ourselves and show the world the collective power of our personal best. The time has come to ignite the market and Activate Business with The Power of IT.

Bob Beauchamp
CEO, BMC Software

ACTIVATE BUSINESS
WITH THE POWER OF I.T.

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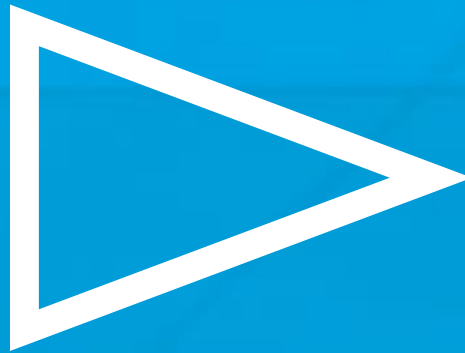
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Section 1

The BMC Brand

- > Our Promise
- > What Sets Us Apart?
- > How It Is Felt by Others – Brand Personality
- > What We Hold True – Corporate DNA
- > How the Architecture Works
- > Messaging Platform
- > Why Brands Matter – External Value
- > Why Brands Matter – Internal Focus

What Makes the BMC Brand Special?

Our competitors sell IT for its ability to react. Their technology might be agile, adaptable, or available on demand. Regardless, the competitor believes that the faster they can push IT to react, the faster they can play catch-up with the business.

The “before” and “after” examples are simple and conceptual and not intended for actual use in copy. Rather, they are supplied to help a BMC writer understand the underlying message and spirit that should be incorporated into all BMC communications.

Activating Business with the Power of IT

BMC, on the other hand, pushes past the “react” premise. We believe that IT can be a powerful driver of business advantage, unique in its ability to improve company performance. Not only can IT react, it can predict and plan and anticipate, preventing mishaps and uncovering incredible new opportunities to ensure that IT is always available and optimized to drive business value.

BMC before:

A world where IT reacts to business.

BMC today:

A world where IT advances business

Aligning IT to the business	IT activating business
IT supports business changes and companies use it to focus on tactical challenges	IT identifies and produces advancements in business performance
IT finds ways to implement business strategies	IT strategy and business strategy are integrated
IT operates in a silo, lacking full integration to other business practices	CIOs manage the IT function as a business (not a cost center), integrating IT with business goals and measuring performance against those goals

Brand Personality

The BMC personality depicts the qualities and characteristics we project — internally and externally. The three following personality traits reinforce our position as the thought leader for IT and the evangelist for IT as an engine of business advancement.

In every BMC communication, these traits are projected:

INSPIRING

Definition: “Filled with enlivening or exalting emotion; stimulated to action; motivated”

- > We increase IT’s strategic value through unrelenting efforts
- > We never doubt the possibility of success
- > We are excited when accepting new challenges
- > We encourage innovation

INCISIVE

Definition: “Keeness and clarity of thought, expression, or intellect; penetration to the heart of a subject; clear, sharp, and vigorous expression”

- > We turn insight into practical action
- > We translate needs into products and solutions
- > We focus on the best solution for each situation

CONFIDENT

Definition: “Marked by assurance, as of success”

- > We have unrivaled experience derived from a rich heritage of industry leadership
- > We convey broad-based product insight
- > We place customers at ease through our actions

What We Hold True: Corporate DNA

The BMC Corporate DNA is a reflection of the brand personality and represents the values, ethics, and principles that guide BMC behavior. All BMC communication should attempt to incorporate and reflect these elements.

Get it done — results are our bottom line

- > We exercise a bias for action
- > We go beyond traditional boundaries
- > We know the business
- > We execute with passion

Do it right — integrity, trust, communication, and respect are essential

- > How we achieve results is as important as the results
- > We exercise ethical behavior every day
- > We take personal responsibility for our words and actions
- > We look out for our customers' and colleague's best interests

Be a customer advocate — customers are the business

- > We are all ambassadors for Sales and Support
- > We listen to and understand our customers
- > We are a trusted guide in our customers' success — external and internal

Hire the best and trust them — people make BMC Software

- > We, the employees, make the company
- > We attract, develop, and retain the best and trust them to deliver
- > We build an inclusive workplace with diverse and talented individuals
- > Each person's contributions move the company forward

Innovate at all levels — with creativity and teamwork we can exceed expectations

- > We tap into our individual and corporate potential
- > We thrive with diverse teams
- > We communicate effectively
- > We draw from different parts of our organization

How the Architecture Works

One way to elevate the perception of BMC from a company that sells IT products to one that provides powerful business solutions is by reorganizing our brand architecture. Brand architecture is the systematic ordering of a company's naming elements.

What Is Atrium?

Advertisers for the breath mint Certs used to promote that the product was boosted by a substance called "Retsyn." Just as Retsyn made Certs special, Atrium provides a similar, integrated foundation of value in the fabric of every BMC solution. Atrium is woven into the "DNA" of everything we do.

Our brand architecture includes the following elements:

- > Our masterbrand (BMC Software, Inc.)
- > Our ingredient brand (BMC Atrium™)
- > Solutions (BSM Routes to Value™ and other solutions)
- > Products and product families (BMC Database Management® and others)
- > Partnerships (BMC Partner Network)
- > Programs (BMC Forums)
- > Services and education (BMC Professional Services, BMC Business School)
- > Product procurement models (BMC Managed Services)

We offer our customers a number of BSM Routes to Value and other solutions, each of which is composed of the products from our six product families. These solutions and product families are all connected through BMC Atrium technologies. (Note: Advertisers for the breath mint Certs used to promote that the product was boosted by a substance called "Retsyn." Just as Retsyn made Certs special, Atrium provides a similar, integrated foundation of value in the fabric of every BMC solution. Atrium is woven into the "DNA" of everything we do.)

Reorganizing and identifying our products this way makes it easier to articulate the value we bring to our customers. Current and potential customers get a better understanding of how BMC solutions and products relate to one another and, more importantly, how they can create value.

Messaging Platform

All aspects of the new BMC brand fit together to tell a complete and compelling story that makes our unique value clear. When communicating for BMC, recognize that the following Message Platform dictates a hierarchy for your message.

BMC Messaging Platform

For detailed information on the BMC Messaging Platform, see the Voice section.

All BMC communication should provide answers to each of these questions, focusing primarily on message No. 1 listed below, and then placing decreasing emphasis on down the list.

1. Who is BMC?

BMC helps companies obtain the greatest business value from IT through better management of their technology.

2. Why BMC?

BMC Software activates business with the power of IT.

3. How do we deliver on that promise?

Business Service Management

4. How do customers get started on the path to BSM?

BSM Routes to Value™

5. How does BMC deliver the Routes to Value™ and other solutions?

- > BMC Product Families
- > BMC Applications Management
- > BMC Database Management
- > BMC Operations Management
- > BMC Infrastructure Management
- > BMC Security Management
- > BMC Remedy Service Management

6. How is everything integrated?

BMC Atrium™

Why Brands Matter—External Value

Making the unique value of BMC easier for customers and prospects to understand ultimately increases the chance that customers will buy from us. It ensures they hear the same message, no matter which brand touch point they are experiencing.

Research has shown repeatedly that organizations with powerful brands have a distinct advantage in the marketplace by enjoying:

- > Greater visibility
- > Enhanced reputation
- > Increased loyalty
- > Higher demand
- > More attractive partnerships
- > Growth and extensions
- > Greater stamina to weather stock market fluctuations

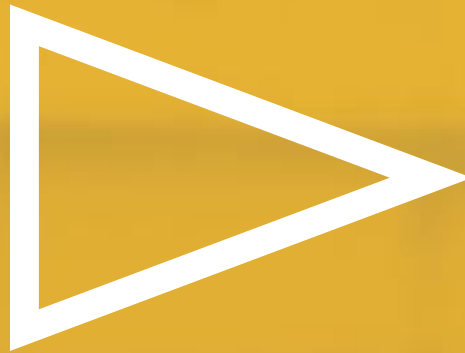
Why Brands Matter—Internal Focus

A strong brand — one that defines a clear vision, unique identity, and recognizable personality — helps an organization focus its energies, act more efficiently, and communicate more effectively.

With a revitalized sense of purpose and compelling proposition to the marketplace, together we can distinguish BMC from our competitors while increasing productivity and profitability.

Consistency

The consistent and coordinated articulation of our unique Brand Promise is the best strategy for claiming our position as the leading provider of enterprise management solutions. Understanding the BMC Brand Promise — and how to express it consistently both internally and externally around the world — is critical to our success. This is the responsibility not just of the Sales teams, but of every BMC employee. Successful brands are the result of effort from every level of an organization.



Section 2

Corporate Logo

- > Overview
- > Components and Clearspace
- > Usage
- > BMC Logo / Topic Lockdowns
- > BMC Remedy Service Management Logo
- > BMC Partner Network Logo

Corporate Logo

The BMC logo (or signature) is the single most important visual identifier of the BMC brand. Correct and consistent application of our logo accelerates recognition, invites attention, and improves awareness.

Logo Meaning

The three triangles point to our heritage, representing our founders Boulet, Moores, and Cloer. The arrow, created out of the negative space, points to the future.

Logo Assistance

The Creative Solutions Group can provide assistance by answering specific logo questions or approving vendor placement and selection on various materials. For assistance, contact the Creative Services Group at creative@bmc.com

Updated Color

The BMC Software logo uses updated colors. Although similar to the color scheme used from 1999–2004, the new colors have been adjusted to harmonize with the updated color palette.



Pantone PMS 294
CMYK: 100c 80m 20y 20k
RGB: 0r 65g 140b
Hex: #00418c



CMYK: 0c 0m 0y 35k
RGB: 165r 165g 165b
Hex: #a5a5a5

Using the BMC Logo

The BMC logo is composed of the logo symbol (three blue triangles) and the logotype (bmcsoftware). Never separate, modify, or reposition these elements. Always use supplied artwork; never try to recreate it yourself.

General Guidelines

- > Always use the logo symbol with the logotype.
- > Do not change the color and type within the logo.
- > Do not skew, stretch, or condense the logo.
- > Use the logo as large as necessary, but not smaller than 7/8 inch (2.22cm) long from the left of the blue triangle to the right of the “e” in “Software.”
- > Use approved artwork only; do not rebuild the logo.



Do not make the logo smaller than 7/8"

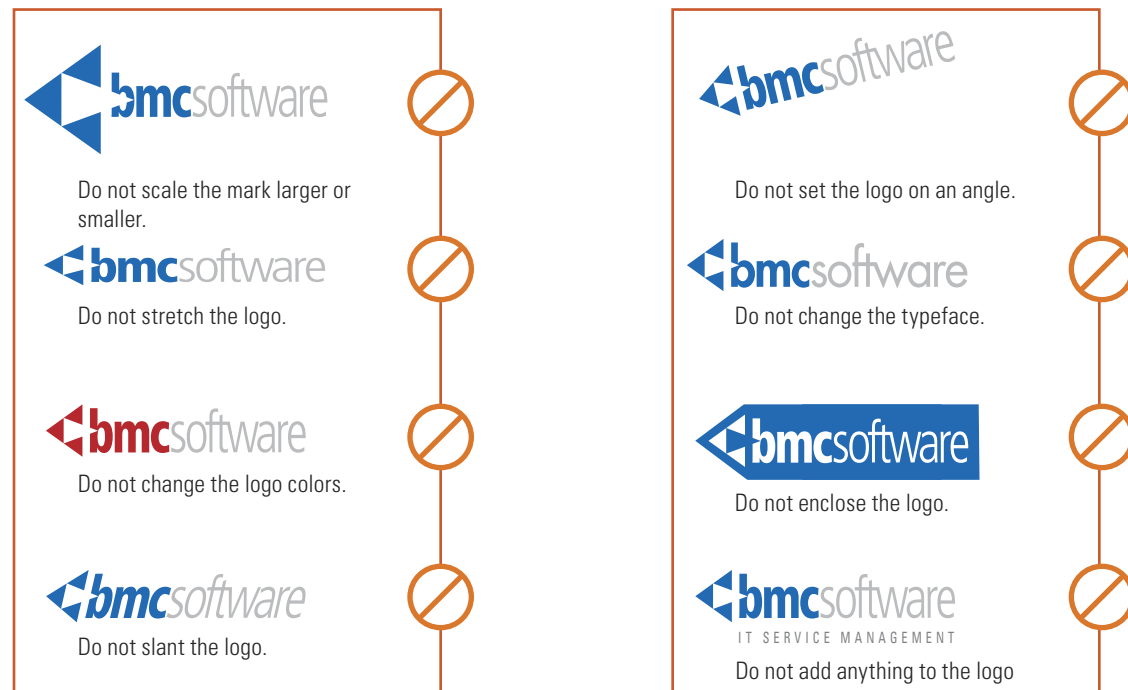
“Logo clear space” is the area around the logo that is left open to achieve maximum visibility, protect the image from distracting graphic elements, and elevate the logo to the prominence and impact of which it is worthy. Shown as an “X” in the illustration, the clear space measurement creates a uniform buffer space for the logo and allows it to be distinct from other graphics.



BMC Logo: Unacceptable Usage

It is important that the BMC Software logo is always used in its correct, trademarked form. The design of this logo must never be altered in any way.

Never modify the shape or proportion, or set the logo in a different typeface. The logo should never appear in any color accept those approved in this guide. It should always appear prominently and be used in its entirety. The simplest way to ensure the logo is used in its correct form is to reproduce the logo from approved artwork. Incorrect presentations of the logo are illustrated below.



Logo / Topic Lockdowns

A lockdown is a structured format used to identify a topic while also endorsing it using the BMC signature. Only two topics qualify for lockdown use:

General Formatting Principles

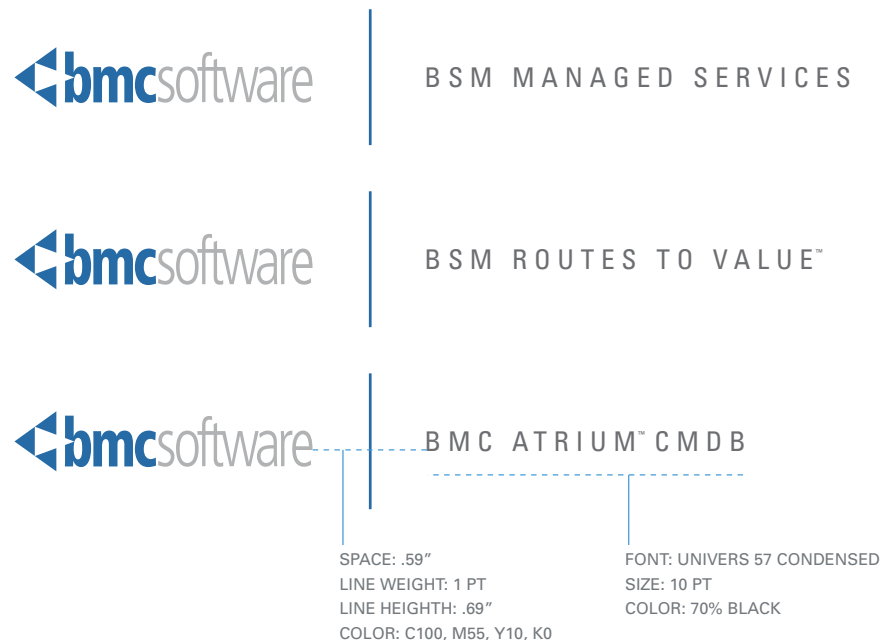
- > Lockdowns do not contain abbreviated words.
- > Product descriptor use is optional.
- > Do not create your own lockdowns.
- > Place a lockdown in a visually prominent area of your document. On a series of similar documents, place the lockdown in the same position throughout.

Level 1 Lockdown: Solutions and product families.

This style is used to identify high-level solutions and product categories.

Level 2 Lockdown: Products and services

This style is used to identify remaining solutions and vended services.



BMC Remedy Service Management Logo

The BMC Remedy Service Management logo associates Remedy with BMC as a means to migrate brand loyalty and to establish BMC as a leader in Service Management.

General Guidelines

- > Use this logo in trade shows and events where the scope is limited to IT Service Management, Service Support, and related subjects.
- > Show BMC Software endorsement via the use of the BMC Software logo or reference the endorsement in the copy.
- > Keep the primary BMC Software logo and the BMC Remedy Service Management logo a significant distance from each other to help establish the BMC Software logo as the dominant entity.
- > Do not alter the color or type
- > Do not skew, stretch, or condense
- > Use the logo as large as necessary, but not smaller than 1.375 inches (2.22cm) long from the left of the blue triangle to the right of the "t" in "management."



The BMC Remedy Service Management logo is comprised of the BMC logo symbol (three blue triangles) and the logotype (bmcREMEDIY service management). Never separate, modify, or reposition these elements. Always use supplied artwork; never try to recreate it yourself.



BMC Partner Network Logo

The Partner Network logo identifies the overall partner program and should be used exclusively on BMC marketing materials.

Usage Guidelines

- > Partners may use the BMC Partner Network logos if they are in good standing with a signed contract in place.
- > Partners are encouraged to use the logos on their Web site, on appropriate collateral, at trade shows, and on office signage.
- > The BMC Partner Network logos may not be used in conjunction with the BMC Software Corporate logo.

The BMC Partner Network is the integration of the BMC and Remedy partner programs into a single, worldwide, world-class business partner program. This integration effort is driven by the One Partner Program Initiative Team.



Endorsement logos allow BMC Partners to leverage their relationship with BMC.



Section 3

Brand Mark

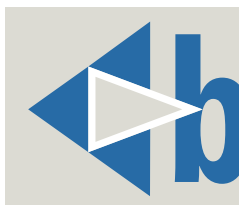
- > About the Brand Mark
- > Attributes
- > Unacceptable Usage
- > Sizing and Cropping
- > Using the Brand Mark
- > Usage with Photography
- > Usage with Transparency

The Brand Mark

The BMC brand mark — a white outline of a triangle — is a key feature of our design system. Dynamic, confident, and capable of crossing boundaries, it represents the essence of an activated IT and enables powerful and meaningful gestures.

The Brand Mark's Origin

The triangle shape of the BMC brand mark is a tribute and reflection of the triangle embedded in our corporate signature. The brand mark is our signature brought to life.



Available for Download

The brand mark is available for download at www.bmcbrandmark.com.

As a design element, the brand mark can be used in two ways:

1. As a connector of worlds and ideas

Use the brand mark to connect topics in powerful, unexpected, and inspiring ways. Inject an activated IT into the business.



2. As a visual magnet:

Draw the reader's eye to your communication's key message or subject.



Brand Mark Attributes

The brand mark always has these characteristics to remain consistent and recognizable:

Proportion

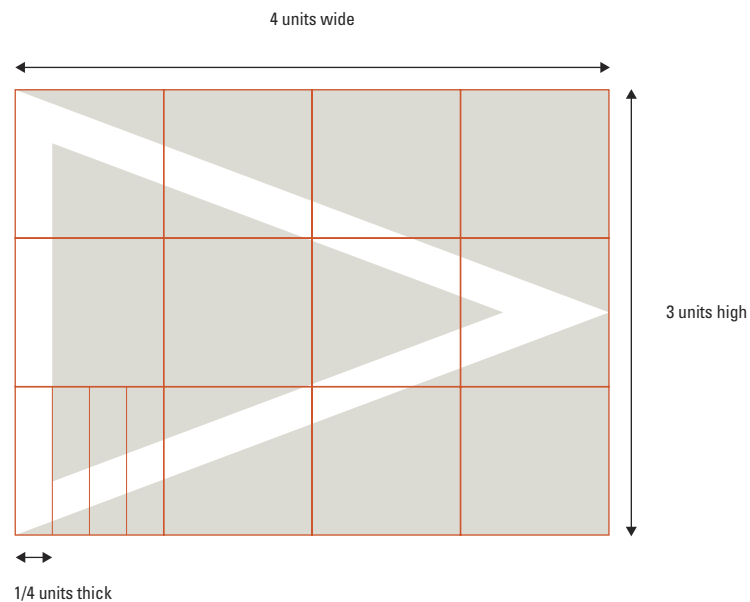
4 units wide, by 3 units high,
by 1/4 units thick

Color

Always white or a transparent
tint of white

Orientation

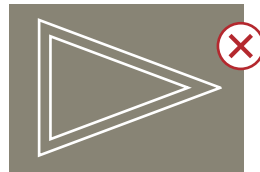
Always points to the right



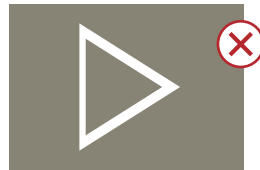
Brand Mark: Unacceptable Usage

Please avoid the following techniques when applying the brand mark to your design:

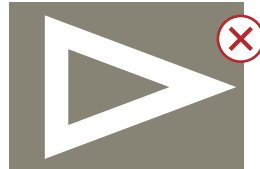
Do not outline.



Do not distort.



Do not alter its thickness.



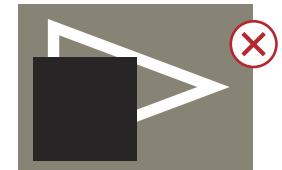
Do not rotate.



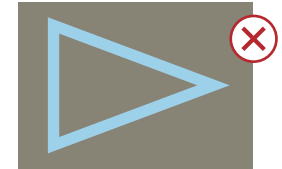
Do not use multiples.



Do not cover it with another element.



Do not fill the brand mark with color.



Scaling and Cropping the Brand Mark

Enlarging or cropping the brand mark can deliver powerful results. However, follow these basic rules to ensure it appears in a consistent, effective, and recognizable way.

Scaling the brand mark

You may scale the brand mark to any size as long as no cropping rules are broken (see below).

Cropping: front or back

You may crop the front or back end only if the remainder of the shape is revealed on an adjacent page or revealed through animation.



used alone



completed via next page



used alone



completed via previous page

Cropping: top or bottom

You may crop the top and/or bottom of the mark as long as at least two of its interior corners are visible.



only one corner visible



three corners visible



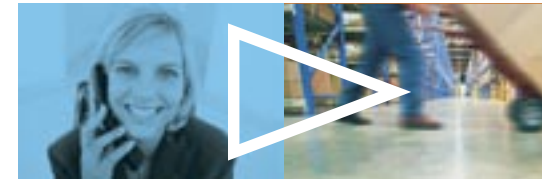
two corners visible

Using the Brand Mark

The brand mark commands attention. Leverage it to communicate your concepts and ideas with confidence and incisiveness.

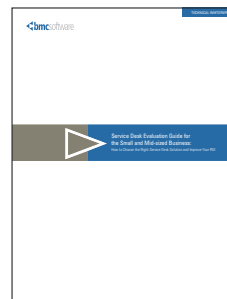
Connect visuals and concepts

Use the brand mark to relate two images or to relate an image with a message. The left topic activates the right.



Call attention to a key message

Use the brand mark to point to the design's key message or visual.



Using the Brand Mark with Photography

Consider these rules when placing the brand mark over photography:



You may juxtapose photography within the brand mark.



Items must be juxtaposed within the center area of the brand mark or adjacent to the inside front corner of the brand mark.



You may use the brand mark to continue a photo or color into an open area of your design.



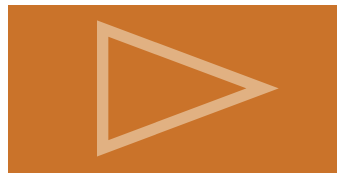
Do not use the brand mark to continue a photo into an area occupied by another photo.



Do not trap a photo's focal point inside the brand mark.

Using the Brand Mark with Transparency

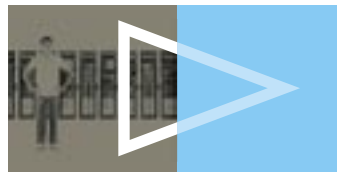
Note these guidelines when applying transparency to the brand mark:



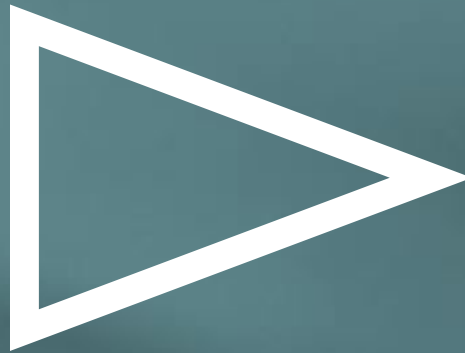
You may use transparency to fade the brand mark back over a color area. The ideal range is between 60 percent and 40 percent.



Do not set the brand mark's transparency to a value less than 40 percent.



Do not apply transparency to only a portion of the brand mark



Section 4

Photography

- > Overview: Two Types of Images
- > Hero Images
- > Hero Images: Things to Avoid
- > Stylizing Hero Images
- > Activated Images
- > Activated Images: Things to Avoid
- > Examples
- > Resources

Introduction—Two Types of Images

BMC photography carefully combines subject and style to show a world that is both meaningful and memorable. When selected and applied correctly, photography adds a valuable dimension to any BMC communication.

Obtaining Official BMC Photography

A full library of approved photography is available for your next project. See the Brand Channel on the BMC intranet (www.bmc.com). This library will be augmented periodically, so check often for fresh material.

Two types of Photography: Hero images and Activated images

Two distinct image types are used to create narratives about the BMC community. The first type is the Hero image, which portrays the professionals who use BMC Software solutions to activate their businesses. The second type is the Activated image, which shows business in action. Whether used separately or together, photos tell our brand story: “Activating Business with the Power of IT.”



Hero imagery



Activated imagery

Hero Images

Rather than glamorizing IT and business professionals in a contrived or unrealistic way, these photos allow our audience to see themselves in a way that they can appreciate and respect.

In These Photos, the Hero:

- > Makes “eye contact” with the camera and always faces forward
- > Presents a posture that is confident, comfortable, relaxed
- > Is a realistic subject in a realistic environment
- > Is the only subject in the photo

Subjects

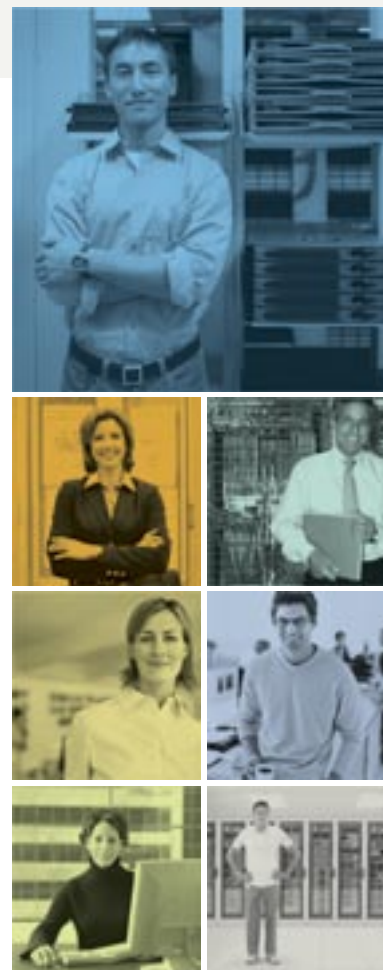
Our subjects are confident, relaxed, empowered, and in control. They represent professionals from both the IT and business world. They are shown in their own environments, pausing to engage the viewer’s eye.

Style

Hero photos use a posterized treatment, creating a signature look that highlights and celebrates a subject without betraying its sense of honesty.

How to Use

Use a Hero photo to engage a specific audience (IT professional, business executive, prospective employee, etc.). A compelling, believable hero will provide a valuable entry point into your message. Additionally, you can combine a Hero photo with an Activated photo to make a rich gesture about activation.



Examples of Hero imagery

Hero Images: Things to Avoid

Here are some additional guidelines to use when selecting or using a hero image:

Don't select a Hero who doesn't physically face you and look directly at you. Eye contact is an essential.



Don't select a Hero who doesn't look happy to see you.



A Hero should appear confident, but not overbearing or aggressive.



Don't use a Hero in full color; always use the prescribed color treatment.



Do not trap a Hero too closely inside the walls of the brand mark.



A visible, relaxed posture is a key quality of our Hero photography. Avoid cropping a Hero too tightly.



Stylizing Hero Images

Hero images have a signature posterized look. This style provides a unique, recognizable quality while also allowing these images to “sink” into areas of color within your layout.

Photography Library Available

The Hero photos in our library are pretreated and ready to be combined with color. Contact the Creative Solutions Group to obtain photography for your design.

Need to Have a New Hero Photo Prepared?

If you select or purchase a new photo that requires preparation, contact the Creative Solutions Group for assistance.

Steps for colorizing

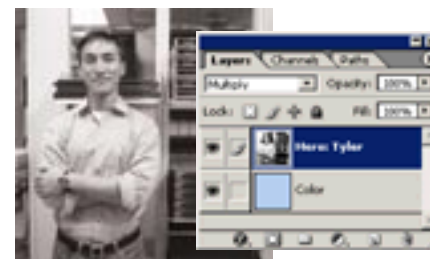
In Adobe Photoshop, Illustrator or InDesign, use the “multiply” effect to combine a photo with a color.

Selecting colors

The light and medium segments of the color palette allow for optimum results when applied to hero images (see Color section for complete set of options).



Untreated photo



Treated photo combined with a desired color

Activated Images

Activated photos highlight the results of our Brand Promise:
A thriving, productive, accelerated business world.

Key Qualities:

- > Vivid, colorful
- > Dynamic angles and horizon lines
- > Captures an active moment in time; frozen or blurred motion
- > Candid; subjects are not aware of the camera

Subjects

Activated photos depict real-world business situations, industries, markets, IT environments, event locations, and other relevant settings. They also vividly capture abstract concepts such as speed, agility, and vision. Whether illustrating a situation or a concept, an activated image always depicts a realistic and candid moment. These images always involve action and motion.

Style

Activated photos are vivid and colorful. They have dynamic composition, often using strong angles and horizon lines to further suggest energy and scale.

When to Use

Used alone, Activated photos can illustrate industries, technologies, and business results. You also can use Activated photos to visualize abstract concepts. Combine Activated photos with Hero photos to make a visual statements about activation.



Examples of Activated imagery

Activated Images: Unacceptable Usage

Here are some additional guidelines for selecting and using activated images:

Do not show an environment that isn't active. Activated images must convey a sense of activity and motion.



Do not use images that are not full color or images that do not offer a complete range of dark to light tones.



Do not use images that are blurred so much that you can't see the majority of the subject clearly.



Do not use images that have the striped overlay technique found in the previous BMC visual design system.

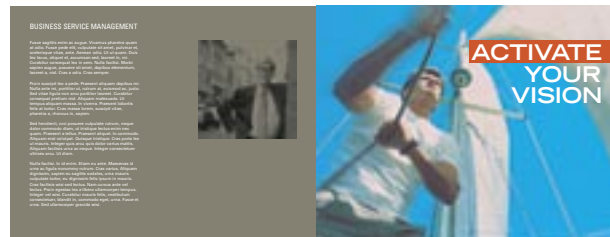


Activated images portray realistic situations. Do not use images that are posed or in which the subjects are in any way aware of the camera.

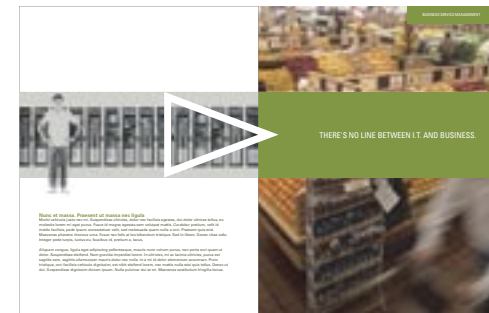


Photography Examples

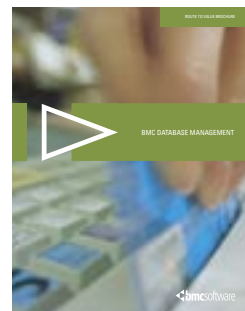
Hero and activated images can be used together or independently. Here are examples reflecting target audiences and topics common to BMC Software.



An executive Hero is placed near an Activated illustration of “vision.”



An IT Hero image is integrated into the content on the left, while an Activated photo supports the message on the right.



A larger-than-life Activated image flows into the title of this document.

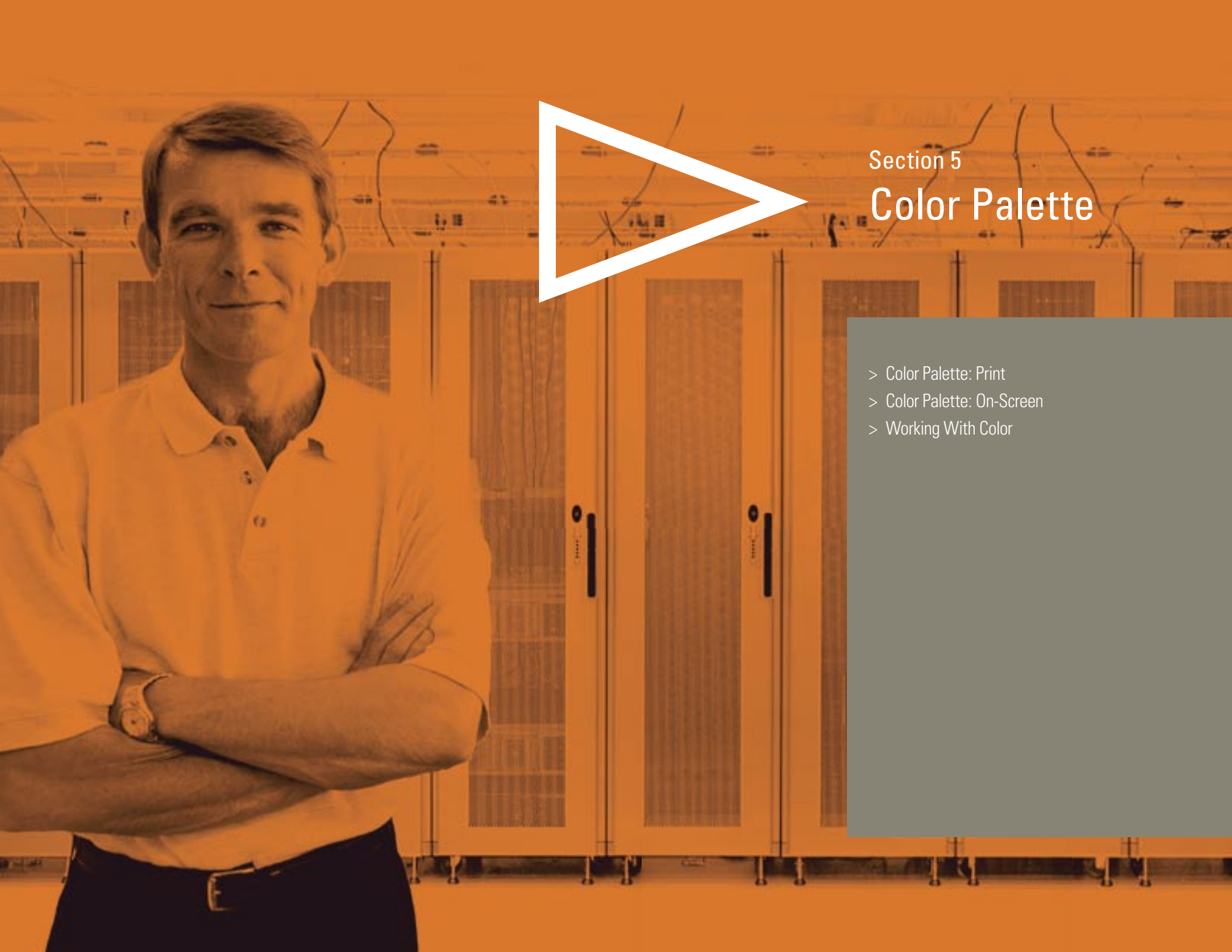


This IT Hero is directly connected to an Activated business result.

Photography Resources

A photo library available on the Brand Channel of the BMC intranet (cwww.bmc.com) provides a selection of all branded photo types. This library will be augmented periodically, so check often for fresh material.

If you need images that are not available in the photo library, you can purchase stock images or commission photography with assistance from the Creative Solutions Group. All imagery must adhere to brand rules.



Section 5

Color Palette

- > Color Palette: Print
- > Color Palette: On-Screen
- > Working With Color

Color System Overview

BMC's color palette is divided into five main sets, with additional colors for global elements such as the BMC corporate logo and brand driver.


What Color Means to the BMC Brand

Color is an indispensable tool within the BMC brand. It can organize messages and documents, it can evoke emotion, and it can aid in brand recognition. While our color palette unifies the brand experience, it still allows for creative freedom and usage. Careful and consistent use of our palette directly enhances all three aspects of our brand's personality: confident, inspiring, and incisive.



Color Specifications

Use these color values when designing your communications.

	BMC Logo Blue	Pantone PMS 294	100c	80m	20y	20k	255r	255g	255	
	BMC Logo Grey	Pantone PMS Cool Grey	0c	0m	0y	35k	000r	000g	000	000000
	BMC Activated Orange	Pantone PMS 173	5c	80m	100y	0k	000r	000g	000	000000
	BMC Light Orange	Pantone PMS 150	0c	30m	70y	0k	000r	000g	000	000000
	BMC Medium Orange	Pantone PMS 158	0c	65m	100y	0k	000r	000g	000	000000
	BMC Dark Orange	Pantone PMS 483	35c	85m	100y	45k	000r	000g	000	000000
	BMC Light Yellow	Pantone PMS 134	0c	10m	40y	0k	000r	000g	000	000000
	BMC Medium Yellow	Pantone PMS 1235	0c	30m	100y	0k	000r	000g	000	000000
	BMC Dark Yellow	Pantone PMS 732	0c	50m	100y	75k	000r	000g	000	000000
	BMC Light Green	Pantone PMS 386	10c	0m	70y	0k	000r	000g	000	000000
	BMC Medium Green	Pantone PMS 384	18c	0m	100y	31k	000r	000g	000	000000
	BMC Dark Green	Pantone PMS 5743	25c	0m	75y	85k	000r	000g	000	000000
	BMC Light Teal	Pantone PMS 5503	24c	0m	15y	9k	000r	000g	000	000000
	BMC Medium Teal	Pantone PMS 5483	55c	0m	20y	30k	000r	000g	000	000000
	BMC Dark Teal	Pantone PMS 5467	100c	0m	33y	85k	000r	000g	000	000000
	BMC Light Blue	Pantone PMS 2985	45c	0m	5y	0k	000r	000g	000	000000
	BMC Medium Blue	Pantone Process Blue	100c	5m	0y	0k	000r	000g	000	000000
	BMC Dark Blue	Pantone PMS 289	100c	60m	0y	60k	000r	000g	000	000000
	BMC Light Putty	Pantone PMS 400	0c	0m	5y	17k	000r	000g	000	000000
	BMC Medium Putty	Pantone PMS 403	0c	3m	20y	55k	000r	000g	000	000000
	BMC Dark Putty	Pantone PMS 405	0c	11m	38y	76k	000r	000g	000	000000
	BMC Superdark Putty	Pantone PMS 448	65c	66m	95y	55k	000r	000g	000	000000

Use the Correct Color Values for Your Medium

The BMC print and on-screen palettes are not exact conversions of the same colors. Each palette is specially tuned for its respective media. Be sure to use the appropriate palette for your design.

Toyota Campaign Colors

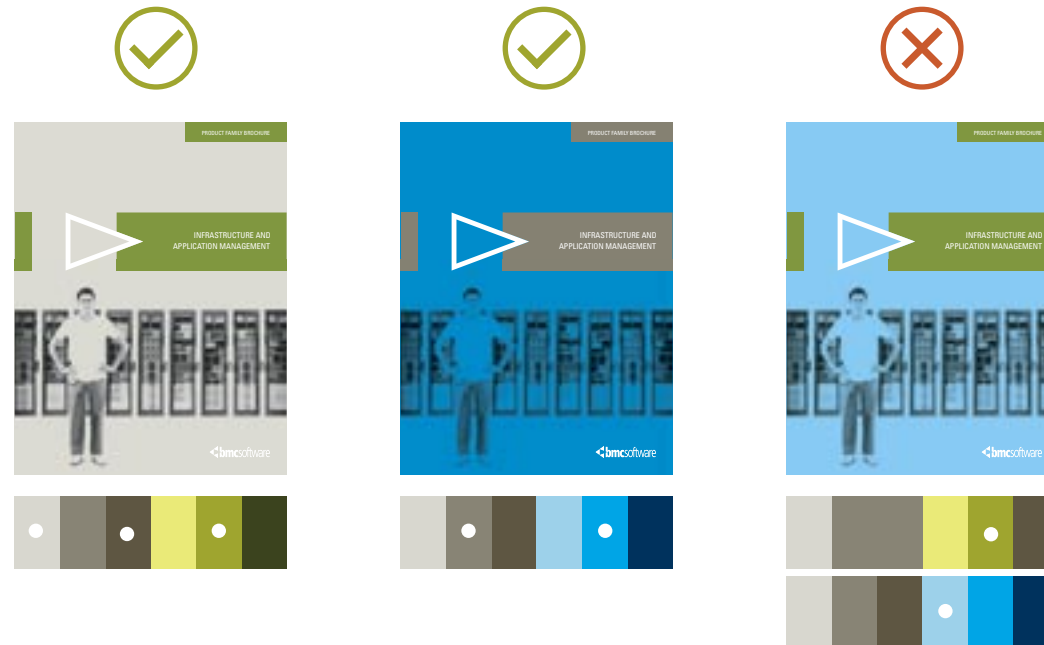
An additional color set (red) is used exclusively as part of an ongoing campaign involving Toyota Motorsports. Contact the BMC Creative Solutions group if you are preparing designs that require these colors.

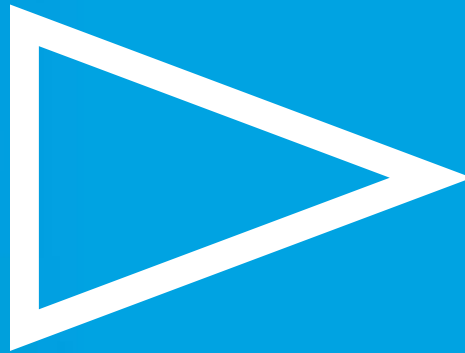


Working with Color

Each set in the BMC color palette contains four neutrals and three color tones. Use colors from one set to create a signature look. Consistent use of the color system can organize and unify communication and add equity to the BMC brand.

Avoid mixing color sets together:





Section 6

Typography

- > Corporate Typeface: Univers
- > Typography Standards
- > Alternate Typefaces

Corporate Typeface: Univers

Correct use of typography is critical in maintaining visual consistency. Univers is the BMC typeface and should be used for all copy whenever possible. Univers offers a variety of weights that are similar, yet distinct enough to serve multiple purposes.

Typeface History: Univers

The typeface Univers (sic), acknowledged to be the most used Latin typeface in the world, is a neo-grotesque, sans-serif typeface designed by Adrian Frutiger in 1956 and released by the type foundry Deberny & Peignot in 1957.

It is similar to Helvetica, which was designed by Max Miedinger around the same time. These typefaces figure prominently in the Swiss International Style of graphic design.

Gaining popularity in the 1960s and 1970s, Univers became the most favored sans-serif typeface by designers at that time and has been used by companies such as the new Swiss International Air Lines, the Paris Metro, Deutsche Bank, and Apple Computer. The latter uses this typeface as well as its italic variant for the keycaps on all their keyboards. It is known for its clear lines and legibility at great distances.

Univers Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers Light Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers Roman Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Univers Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Follow these typographic settings to ensure that your communication is consistent.

GET MORE VALUE FROM YOUR INVESTMENT

Align IT Operations with Key Business Objectives

Introducing a New Solution from BMC Software

From regulatory compliance to improving customer service, BMC Software can help you rapidly align your IT operations to directly support critical business objectives.

- > Leverage existing resources
- > Optimize IT team productivity through:
- > Faster Notification
- > Consolidation of event processing

BMC Software Significantly Advances Distributed Systems Management Offerings with Introduction of BMC Performance Manager, the Next Generation of PATROL®

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Primary Headlines

Univers 57 Condensed, 18 pts high, 20 pts leading, 0 tracking, All caps

Secondary Headlines

Univers 57 Condensed, 13 pts high, 14 pts leading, 0 tracking

Sub-heads

Univers 65 Bold Roman, 9 pts high, 11 pts leading, 0 tracking

Body Copy

Univers 55 Roman, 8 pts high, 11 pts leading, 0 tracking

Arrows/Bullets

Univers 55 Roman, 8 pts high, 11 pts leading, 0 tracking

Quote/Callout Text

Univers 47 Light Condensed, 7.5 pts high, 11 pts leading, 0 tracking

Legal

Univers 45 Light, 5 pts high, 7 pts leading, 0 tracking

Alternate Typefaces

The following substitutes are permitted for situations where an audience may not have access to the Univers typeface. For e-mail templates and Web sites, Tahoma may be used. For PowerPoint, Arial Narrow is the preferred typeface.

Typeface History: Arial

Arial is a typeface in widespread use because the computer font is packaged with several Microsoft applications. It was designed by Monotype as a substitute for Linotype's popular Helvetica.

Though similar to Helvetica in both proportion and weight, Arial is in fact a variation of Monotype's Grotesque series, and was designed with computer use in mind. Subtle changes and variations have been made to both the letterforms and the spacing between characters to make it more readable on screen and at various resolutions.

Typeface History: Tahoma

Tahoma is a sans-serif typeface designed by Matthew Carter for Microsoft in 1999. Its letterforms are specifically designed to optimize their legibility on a computer screen. It is nearly identical to Verdana, but with tighter letter spacing and greater Unicode coverage.

PowerPoint presentations

Arial Narrow

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Narrow Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Web pages and e-mail templates

Tahoma

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Tahoma Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Section 7

Composition

> Layout Grid

Layout Grid

Our visual identity system uses a grid to maintain compositional harmony across all designs. Echoing the proportion of the brand mark, the grid accelerates the design process and encourages continuity, while still allowing for creative freedom.

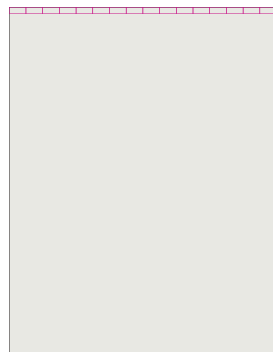
Basis of the BMC Grid

The grid unit is based on the same proportion of our brand mark shape. This allows easy alignment of the brand mark within any design.

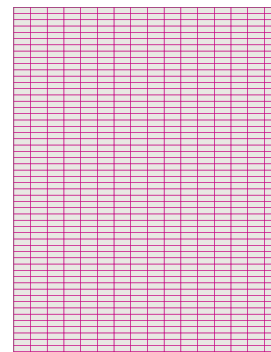


How to create and apply the grid:

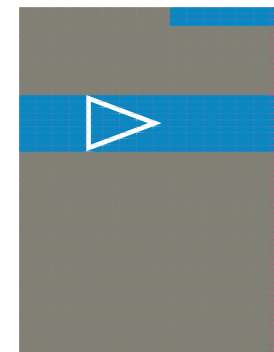
Create a row of 16 rectangles that follow a proportion of eight units wide by three units high, scaled to the width of your composition.



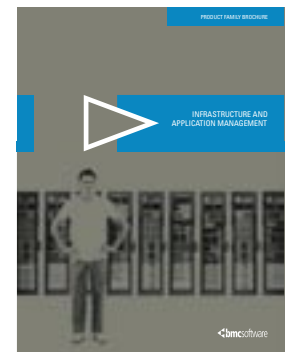
Add more rows to fill out the remainder of your grid. It is acceptable for the last row to run off the bottom edge.



The resulting grid will allow you to lock down your elements — including the brand mark — with precision.

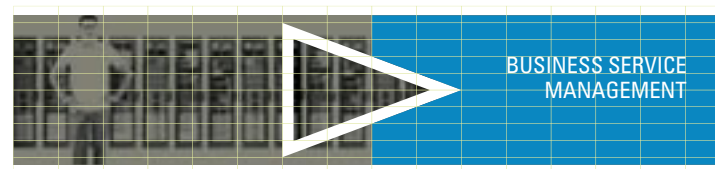


Completed design using the grid:



Special exception:

For designs that require attention to vertical spacing, you may vertically center the grid:





Section 9

Brand Driver

- > Overview
- > Available Formats
- > Brand Driver Size
- > Brand Driver Color Options
- > Translating the Brand Driver
- > Unacceptable Usage

Brand Driver Overview

“Activate Business with the Power of IT” is the BMC Brand Driver. It captures the essence of BMC value. Whether used as a primary or supporting element, the Brand Driver is a strong element worth including on most BMC communications.

The Brand Driver can be displayed either as a graphic, as shown below, or as text. When displayed as a graphic, the words appear in all caps. (Note the inclusion of the two periods in the word, “I.T.”) In the pages of this section, you will find more details on using the graphic version of the Brand Driver.

Note: When written as text in body copy, the Brand Driver is displayed in upper/lowercase and only a single period is used at the end of the sentence.

ACTIVATE BUSINESS
WITH THE POWER OF I.T.

Available Formats

To add flexibility to your design communications, there are several approved graphic formats for the Brand Driver:

Brand Driver Artwork Available

Contact the BMC Creative Solutions Group for approved Brand Driver artwork.

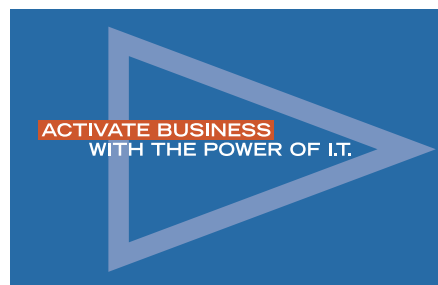
Option 1: Single Line

ACTIVATE BUSINESS WITH THE POWER OF I.T.

Option 2: Two Lines

ACTIVATE BUSINESS
WITH THE POWER OF I.T.

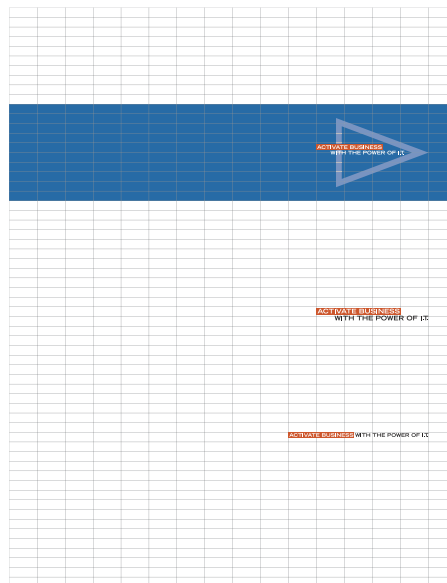
Option 3: Two Lines with Brand Mark



Brand Driver Size

Please use these guidelines when determining the brand mark's size in your design.

Brand Mark: minimum sizes using an 8.5" x 11" design:



Brand Mark version:

No smaller than four grid units wide

Two-line version:

No smaller than four grid units wide

One-line version:

No smaller than five grid units wide

Brand Driver Color Options

The following color options are available when using the brand driver.

The preferred color treatment for the Brand Driver is to use white text for “ACTIVATE BUSINESS” and black text for “WITH THE POWER OF I.T.” However, there are two alternate color treatments available for legibility or if your design doesn’t allow for full color:

Normal

ACTIVATE BUSINESS
WITH THE POWER OF I.T.

Reversed

ACTIVATE BUSINESS
WITH THE POWER OF I.T.

One color

ACTIVATE BUSINESS
WITH THE POWER OF I.T.

Translating the Brand Driver

The Brand Driver also can be translated for localized documents. If you need to obtain translated Brand Driver artwork, contact the BMC Creative Solutions Group.

ACTIVATE BUSINESS
WITH THE POWER OF I.T.

ACTIVANDO NEGOCIOS
CON EL PODER DE LA IT

Brand Driver: Unacceptable Usage

Avoid to the following techniques when using the Brand Driver:

Do not recolor.



Do not replace the typeface.



Do not alter the layout.





Section 10

Power Lines

- > Power Lines: Overview
- > Power Line Format
- > Power Line Usage
- > Unacceptable Usage

Power Lines: Overview

Power Lines are a series of specially crafted headlines that echo and support the BMC Brand Driver, “Activate Business with the Power of IT.” Through visual presence and relevance, Power Lines add confidence, incisiveness, and inspiration to your design.

Use Approved Power Lines Only

Power Lines are created and managed by the BMC messaging team within Worldwide Marketing. Under no circumstances may you use or invent your own Power Line content without the approval of this group. Contact a member of the Creative Solutions Group or the messaging team in Worldwide Marketing if you would like assistance developing a new Power Line, or if you need guidance on when to use one.

For More Information

See the Power Line page in the Voice section for additional details.

While the Brand Driver is appropriate for all BMC communications, Power Lines are reserved for use in approved seasonal and campaign-oriented designs only.

Power Lines support the Brand Driver both visually and contextually:

ACTIVATE BUSINESS WITH THE POWER OF I.T.

ACTIVATE CONTINUOUS COMPLIANCE

ACTIVATE YOUR VISION

ACTIVATE YOUR I.T. SERVICE

ACTIVATE I.T. PERFORMANCE

ACTIVATE YOUR MAINFRAME

Power Line Format

Use the following guidelines when constructing a Power Line:

Font

Use Trade Gothic LH Bold Extended, with -10pts letter spacing.

Color

The word “ACTIVATE” is reversed to white within an orange block. The remaining text is either white or black, depending on which is more legible.

Line Spacing

Line spacing between items is equal to one half of the letterform’s height.

Alignment

Stacked lines are aligned to the left edge of the first letter on each line.



Power Line Usage

Power Lines can be shown in a variety of ways. Use scale and alignment to integrate it into your design. Extend the orange highlight to add visual interest and an eye line.

Scale

A Power Line should be the most visually dominant type on your design. Power Line text should, at a minimum, be twice as large as any other text item on your design.

Left and right alignment

You may right- or left-align a Power Line to best suit the overall layout of your design.

Placement

You are free to place a Power Line anywhere in your design, as long as it doesn't violate other guidelines.

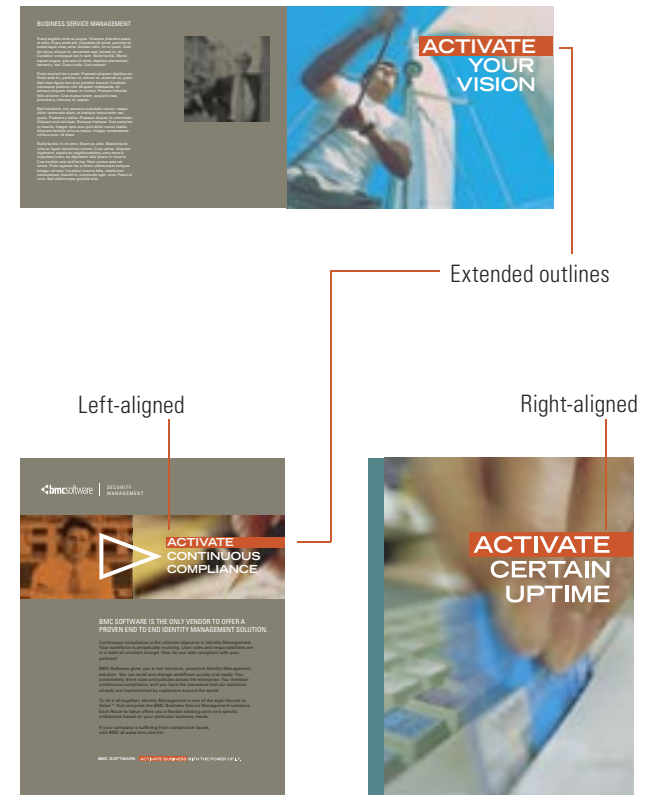
Extending the orange highlight

You may also extend the orange block to the edge of your design.

Translation

You may translate a Power Line for a localized document.

Power Line format examples:



Power Lines: Unacceptable Usage

Avoid the following situations when using the Brand Driver:

Do not recolor.

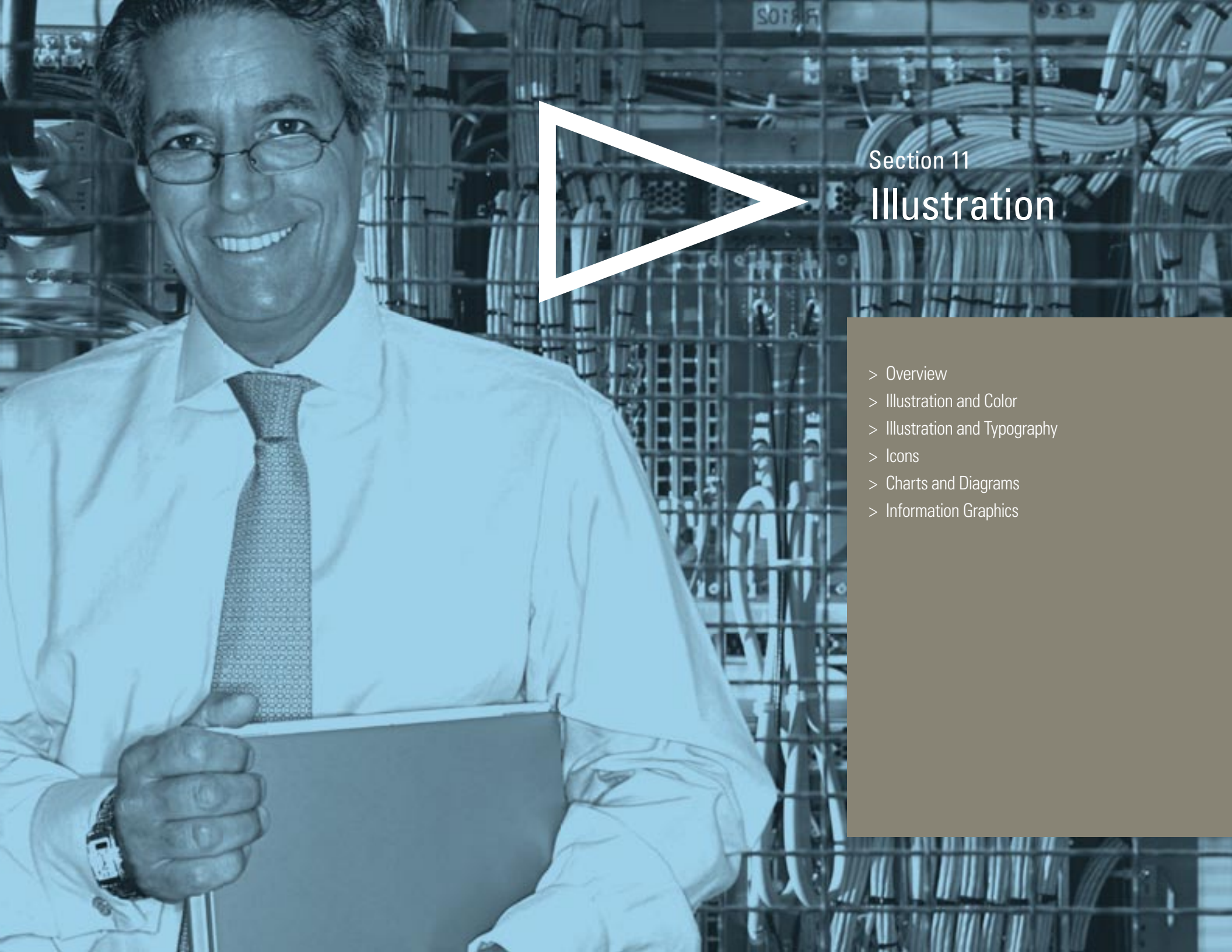


Do not place a Power Line in a position that makes it difficult to read.



Do not create your own Power Lines.





Section 11

Illustration

- > Overview
- > Illustration and Color
- > Illustration and Typography
- > Icons
- > Charts and Diagrams
- > Information Graphics

Illustration Overview

The software industry often relies on information graphics and illustrations to present abstract or complex ideas in simple, easy-to-understand ways.

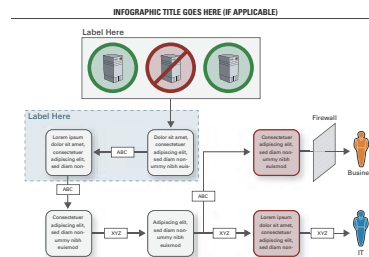
Incisive Illustrations

Incisiveness is established through intentional use of color, type, and composition. Consider the fundamentals: visual hierarchy, removal of unnecessary visual clutter, and a commitment to illustrating the operative meaning of the graphic. Is your graphic showing the causality in your message? Is the outcome or conclusion clear?

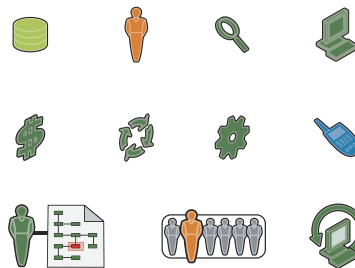
Need an Illustration for Your Concept?

Contact a member of the Creative Solutions Group to discuss the best method for commissioning an illustration.

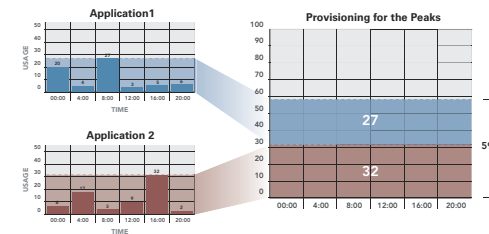
A properly executed illustration can save thousands of words of explanation and support an incisive, inspiring, and confident message.



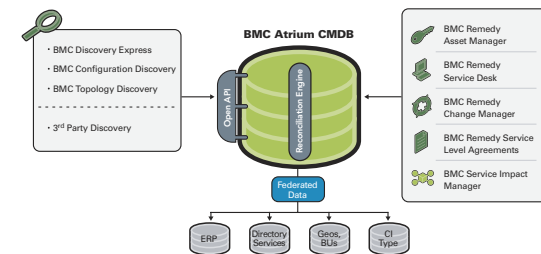
Color and



Icons



Charts and



Infographics

Illustration and Color

Color is one of the tools used to create contrast, illustrate meaning or relationships, and even create an emotional appeal in infographics, icons, or other illustrations.

Color Use in Illustrations

- > Limit your use of color in illustrations. Too many different hues in one graphic can be distracting.
- > Use variations of a single hue to provide meaning. In the example at right, the dark red represents the problems and the light red (pink) background illustrates where these problems occurred.
- > Use color gradients selectively and with meaning. Use gradients into white or another variation of the same hue. Do not use a gradient from one hue to the next.
- > Make sure new infographics reflect color meanings that are already in use. In the example at right, we show the business entity in orange and the IT entity in blue.

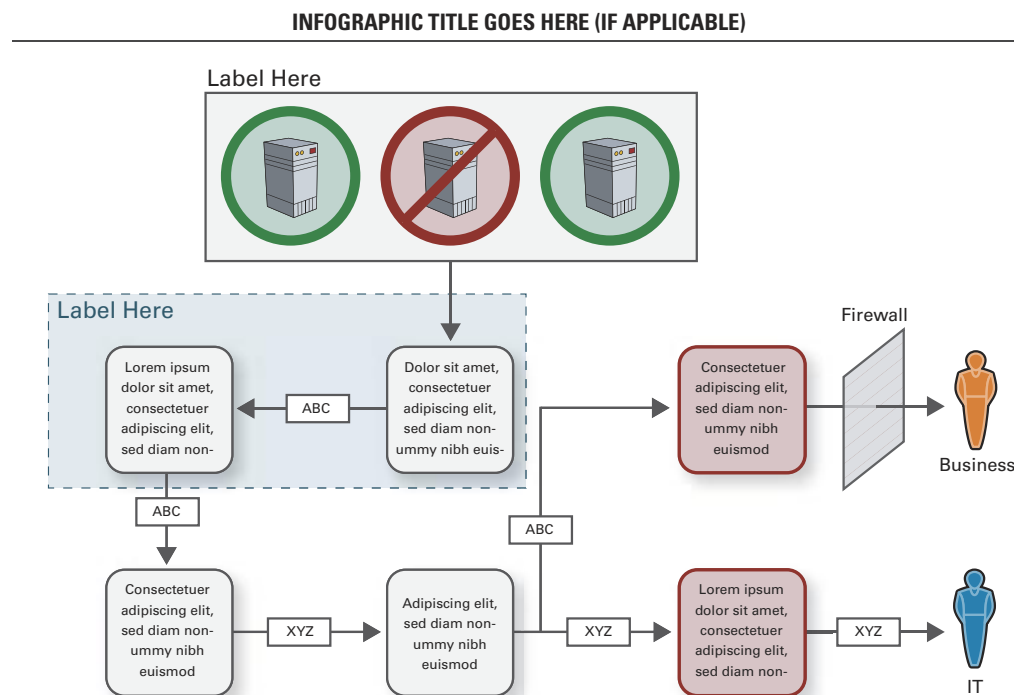
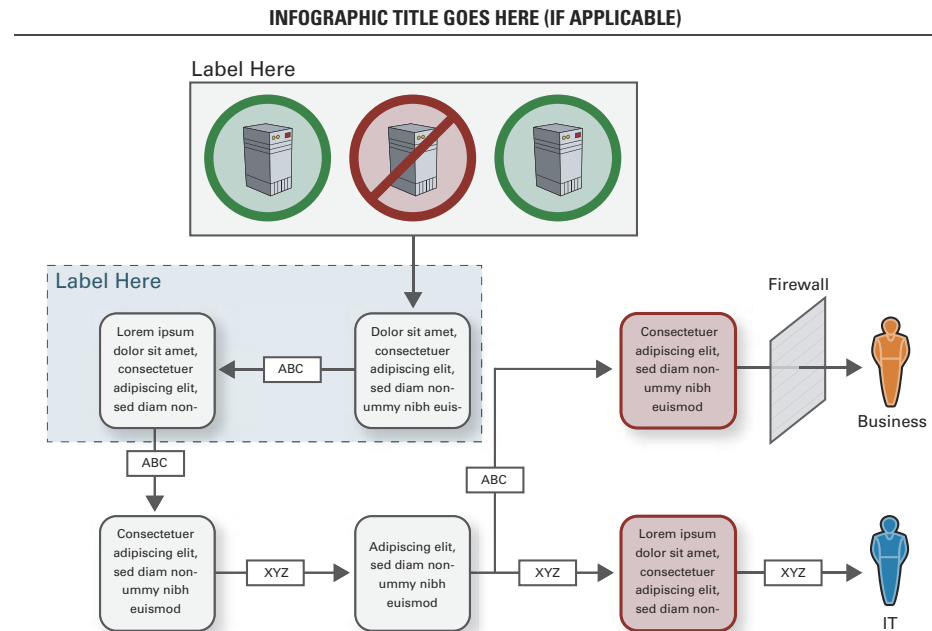


Illustration and Typography

Univers is the corporate typeface for all BMC marketing communications, including illustrations, infographics, and icon labels.

Typography Use for Illustrations

- > In BMC style, a “header” is a title for a graphic; a “headline” is a title for a story.
- > Headers are in UNIVERS ALL CAPS CONDENSED.
- > Use bolder and black fonts for headers, or when readability dictates that a heavier font be used.
- > Be sure your font has enough contrast with the background and its surroundings.
- > Create contrast and visual hierarchy using font weight and hue.
- > Use condensed fonts when space is an issue or to help support a visual hierarchy.
- > Use CAPS as an option for headlines or to create a visual hierarchy.
- > Univers is the BMC corporate font. See the Typography section for more information about font usage.

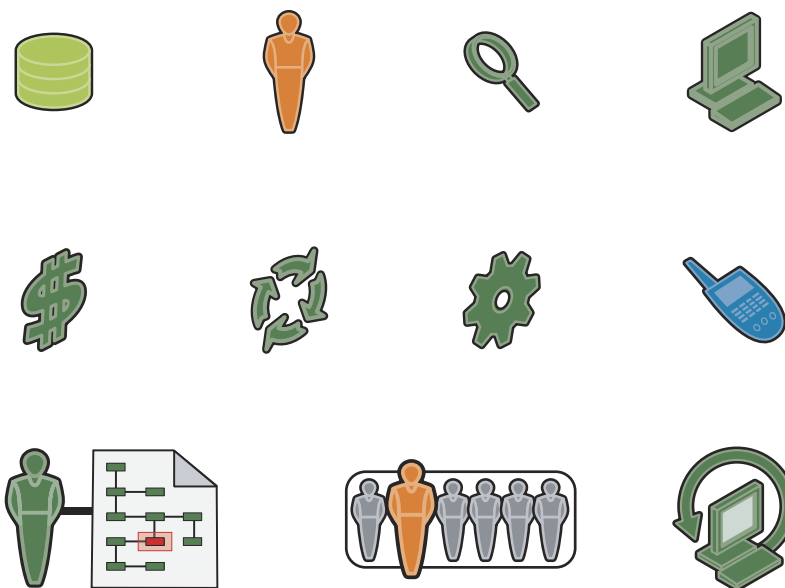


Icons

The BMC icon library is constantly expanding to include new concepts and products. A consistent library of icons accelerates understanding.

Icon Use

- > Adjust new icons to have the same level of detail as found in the existing library.
- > Many icons are shown with a 45-degree slant. Be sure new icons reflect this style as appropriate.
- > Solid color is used with a secondary, lighter color as a detail color.
- > A 1- to 6-point black outline is used on icons to add “weight” to the page. This also helps to unify multiple icons in an illustration.
- > Use a combination of an existing icon with a new element to create a new icon. Build upon the meaning of an existing idea.
- > Make sure you use icons with their intended meaning. Cylinders indicate databases, triangles indicate change, etc.
- > Be sure to add any new icons to the icon library on the BMC server.

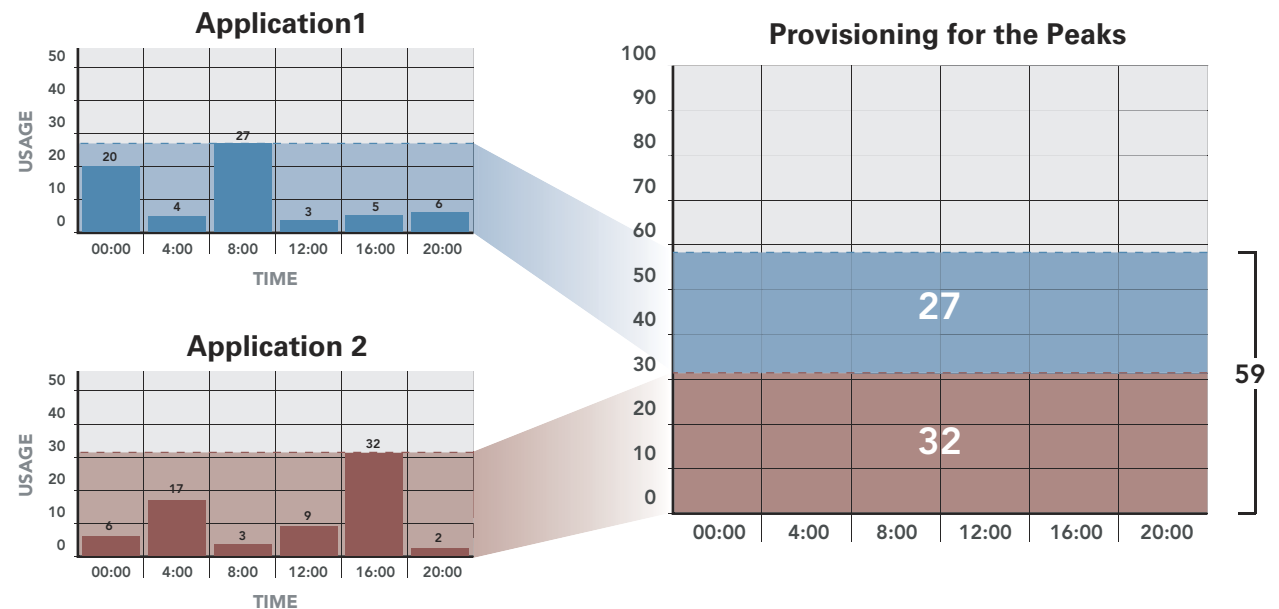


Charts and Diagrams

A successful graphic focuses on the content. The styles defined here will help generate consistent, incisive charts and diagrams for collateral and presentations.

Chart and Diagram Use

- > Charts and diagrams are meant to communicate specific information without aesthetic distractions. Incisive designs for these graphics are kept as simple as possible to bring focus to the data itself.
- > Use outlines and dotted lines purposefully as shown in the title here as well as with some of the connecting parts.
- > Distort or turn font only if absolutely necessary. Try a vertical line with a horizontal label.
- > In the diagram at right, note the use of key lines and gray for the chart background. Use color for the data.
- > Gradients can be useful in illustrating callouts or exploded versions of graphics.

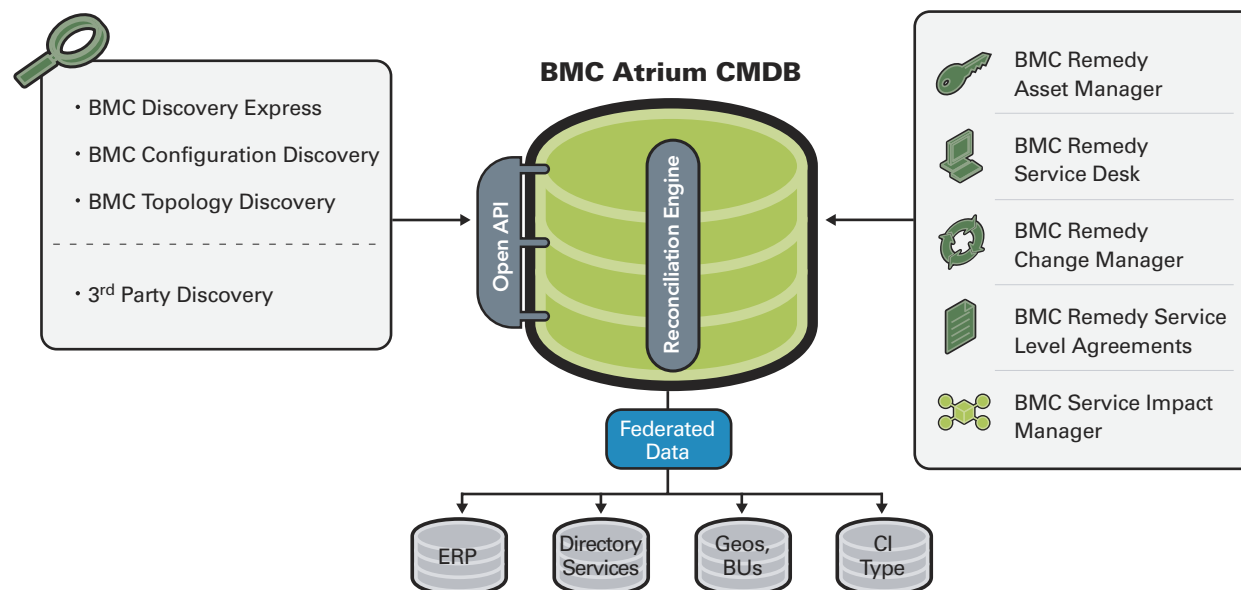


Information Graphics

Infographics are often tasked to communicate complex ideas and concepts and could use elements from every part in this section. Carefully use shapes, colors, fonts, icons, gradients, and animation to communicate effectively.

Infographics Use

- > Be sure all illustrations have enough contrast and size to be readable.
- > Use backgrounds, connections, and transparencies to create associations and relationships.
- > Every layout must have visual hierarchy. Be sure to clearly mark labels and ensure high contrast among all parts of the graphic.
- > Color decisions always should consider previous color relationships as well as any colors that may be associated with a product, a line of business, or a target audience.
- > Create your infographics on a white background. This makes it easier to propagate into printed collateral, presentations, and Web pages.
- > Use BMC icons only.
- > Overuse of icons can be distracting. Be sure icons are being used only to enhance intuitive communication. Text can be a more incisive option.





Section 12

Presentations

- > Overview
- > Presentation Typography
- > Delivering an On-Brand Presentation
- > Microsoft PowerPoint Layout Tools and Techniques
- > Unacceptable Usage

Presentation Overview

Microsoft PowerPoint™ often is the default medium for communicating business concepts. Every presentation offers an opportunity to deliver a clear, compelling message. Clean, well-selected visuals are as important to their success as the message itself.

Presentation Templates

- > Use available PowerPoint templates to ensure a consistent delivery style for all BMC presentations. There are different template solutions depending on the message, occasion, and audience.

If you understand how to use PowerPoint for communicate the brand, you can elevate the audience experience dramatically.



Presentation Typography

The BMC corporate font is Univers; however, for PowerPoint presentations, Arial Narrow is preferred to ensure flexibility and universal availability.

Guidelines

- > Arial Narrow is the official presentation font. Never use other fonts.
- > Use the font colors and sizes that are provided in the templates.
- > Use color with meaning and purpose.



Delivering an On-Brand Presentation

Presentations provide an opportunity to elevate the BMC brand experience. Please consider the following when developing your next presentation:

Keep the message simple

- > Many presentations have too much detail. Much of this can be left in the presentation notes and delivered as the presenter sees fit.

Avoid text-heavy pages or complex page layouts

- > Too much information, graphics, or text on any given slide is difficult to read and comprehend, and can be a strain on the eye.
- > If a slide is oversaturated with graphics or text, break it into multiple pages.

Never use “clip art”

- > Clip art is unprofessional and does not support the BMC brand.

Use color carefully

- > Avoid using too many colors. Poor color choices can be distracting. Use shades of one hue instead of a more distracting “rainbow of color.”
- > Use color in a meaningful way, such as to emphasize important text or highlight specific graphics while keeping other elements more neutral.

Use fonts consistently

- > The BMC default font for presentations is Arial Narrow. It is a standard system font found on Windows computers and provides a consistent and clean look. Use size, color, and style (bold and italic) with meaning.

Use Transitions and Animations Carefully

- > Transitions should be simple. The BMC default transition is “box out.”
- > Animations should be used only to enhance communication. “Builds” are best used to tell a story that evolves. The best build animation choices are “dissolve” and “wipe.”

Presentation Layout Tools and Techniques

These PowerPoint tools can help make your presentations more consistent and incisive:



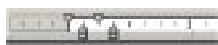
Slide layout

- > The slide layout screen allows you to reset the default formatting.
- > The icons shown are the three most common selections.



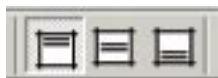
Format painter

- > The format painter allows you to copy and paste any selected style.



Text format

- > This tool often is used to align and format text and bullet points. Select the text you need to format and the standard format tool appears at the top.



Text align

- > This tool aligns the text within the text box. You can format text so it stays centered, or align it at top or bottom.

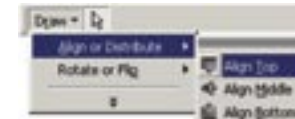
Promote / demote style

- > The right and left arrows change the format of the selected text according to the hierarchy defined in the template (for example, clicking the right arrow changes a highlighted first-level bullet to a second-level bullet).



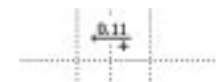
Align or distribute

- > The slide layout screen allows you to reset the default formatting.
- > The icons shown are the three most common selections.



Guides

- > Turn guides on in the "View" menu. Drag and drop them out from the document borders.
- > "Ctrl + drag" will create a new guide.



Presentations: Unacceptable Usage

Avoid the following to maximize the brand impact of your next presentation:

Some UnacceptablePresentation Styles:



Do not create your own style; use template formatting and guidelines

- > Reset the template for your page by going to slide layout or get the latest template on the intranet (www.bmc.com).

Do not use drop shadows or other effects found in PowerPoint

- > Use of shadows in text or graphics within PowerPoint is not a reflection of the brand.

Distracting or inconsistent animations or transitions

- > Standard slide transitions should be set to “box out.”
- > Do not use flashy builds, such as “fly” or “flash.”
- > Be sure animations and transitions are meaningful and enhance communication instead of distracting from it.

Stay true to the provided fonts and color palette

- > Use color, fonts, and other attributes consistently.
- > Gradients on text or graphics should not be used within PowerPoint.

Do not use clip art found in PowerPoint or on the Internet

- > Your presentations lose impact when non-branded artwork and graphics are introduced.



Section 12

BMC Voice

- > What Is Voice?
- > Attributes — Confident, Incisive, Inspiring
- > The Brand Driver and the Power Line
- > The BMC Messaging Platform
- > Communicating in a Branded Way
- > How to Communicate About BSM
- > Writing Headlines that Communicate
- > Creating Collateral
- > A Note for the Page Designer
- > Online vs. Print Writing
- > Solution and Product Names
- > Industry Terms, Solution Names, and Partners
- > Document Numbers
- > Quotation Marks vs. Italics
- > Examples — Before and After
- > Audio

What is Voice?

Voice is evident in everything that the company and its representatives communicate.

It is the core of our spoken words, written words, personality, attitude, music, sounds and more — everything we use to communicate BMC to the outside world. It is the single most important way that we represent the “personality of the company.” When all the collective elements of Voice are blended with images, colors, fonts, templates, designs, and layouts, the result is the Brand Identity.

Why is it important to define the BMC Voice?

Defining the company’s Voice is critical because each time a BMC representative communicates in any way on behalf of the company — whether writing an ad, composing an e-mail or voice mail, or speaking with a customer — they become that voice. By ensuring that BMC representatives understand the characteristics we wish to communicate in the BMC Voice, we encourage uniformity of message and tone, which helps us to establish a powerful, appropriate, and consistent BMC identity.

Defining the BMC Voice

At the highest level, three carefully chosen words define the BMC Voice. The fact that only three attributes were selected is a testament to the weight that each word carries in defining the BMC personality.

Confident

We recognize that we are excellent at what we do and that we provide superb service to our customers. We do not have an unnecessary arrogance, but rather, exude an appropriate level of calm (certainly, not overstated) self-assurance that we are the best. Our confidence extends not only to the assurance we have in our offering of technology and services; it also exudes from the personality of every individual or activity representing the BMC brand — from the words of a Webinar host, to the secure aura of an ad photo, to a handshake with a customer.

Incisive

We are talented, intelligent people who develop excellent IT solutions for savvy customers. We exude clarity in everything we do. We value comprehensive thinking that simplifies the complex and is appropriately thorough. We aren't just smart — we're "street smart." We are on our toes. We get it. The world in which we do business is complex and challenging, yet we are razor sharp, intensely perceptive, and we simplify and make sense out of that which is complex.

Inspiring

This descriptor is a bit different from the first two, in that it does not describe a characteristic of our personality, but rather, represents an emotion that we elicit in our audiences. The inspiration we aim to evoke is not heavenly or "jaw-dropping." It is realistic. With our confidence and our incisiveness, we embolden and invigorate our audiences to strive for challenging goals, take appropriate, risks and recognize that they truly can leverage IT to advance business further than ever imagined.

The BMC Brand Driver

The BMC Brand Driver is a single, nonrevisable statement that conveys the ultimate value BMC provides to customers.

How to Use the Brand Driver

The Brand Driver — “ACTIVATE BUSINESS WITH THE POWER OF I.T.” — is to be used on everyday material and is appropriate for all collateral. The Brand Driver can be used as a graphic or as text in body copy. For text, use upper/lowercase.

Note:

BMC style abbreviates “Information Technology” as “IT.” However, when using the abbreviation in a sentence or headline in all caps, you should insert a period after the “I” and the “T” to avoid possible confusion with the pronoun “it.” Example: “ACTIVATE BUSINESS WITH THE POWER OF I.T.”

ACTIVATE BUSINESS
WITH THE POWER OF I.T.

This tagline can, and should, appear at or near the bottom of all BMC communication pieces (in fact, omitting the Brand Driver from your communication should be the exception). The Brand Driver can be represented as text or as a graphic. In its text form, the Brand Driver should be uppercase and lowercase, combined: “Activate Business with the Power of IT.” For more details, see the Typography section.

BMC Power Lines

BMC Power Lines are subsets of the Brand Driver and thus lower in the Message Platform hierarchy.

A Power Line uses the word “ACTIVATE” followed by the relevant IT or business component. While the Brand Driver is appropriate for all BMC communication, the Power Line has a more limited place in campaigns and seasonal efforts that are aimed at highly targeted audiences. See the sidebar at left for important Power Line restrictions.

The ideal display of a Power Line is with its full, graphic treatment, as outlined in the Power Line section of this guide. However, when writing for a medium that offers no means to display a Power Line graphically, a written treatment is acceptable. While it is acceptable to use a written (non-graphical) Power Line in body copy, the preferred treatment is to use it as a stand-alone headline or as a tagline at the bottom of a page.

When planning for a Power Line in your targeted communication, be cognizant that the Power Line — when situated near the top of your communication piece — very likely will be construed as a headline. Make sure that the intended message is clear and consistent as the audience reads from your Power Line, down through a headline, and into the body copy.

Some Power Line Examples

- > Activate Your Advantage: This Power Line was created for BMC Forum — a seasonal event aimed at a targeted audience.
- > Activate Continuous Compliance: This Power Line was used for an Identity Management ad.

How to Use Power Lines

Power Lines are appropriate only for campaigns and seasonal messages aimed at very targeted audiences (such as events or Webinar announcements, e-mails, and newsletters). Power Lines are not appropriate for more permanent communication pieces (such as brochures and white papers). It is acceptable to use Power Lines in body copy.

Creating New Power Lines

New Power Lines never should be created without the consent of the messaging team or the Creative Solutions Group within Worldwide Marketing. Even existing, approved Power Lines should not be used on campaigns or other events without the consent of the BMC Messaging Team. To locate a team member, see the Contacts section.

The BMC Messaging Platform

The Messaging Platform has been developed to help you adopt a mindset for the hierarchy and the importance of different types of messages.

The concept of the platform was developed simultaneously with the BMC shift from a product focus to a solution focus. As you can see, the Platform indicates that our most important message is that “we are BMC.” The second most important aspect is the BMC Power Line — the “Activate Business with the Power of IT” — and so on down the platform.

The purpose of this message hierarchy is to create in the minds of our audiences a positive awareness and focus on a single entity: BMC. Once this mind share is established, all other messages in the hierarchy, such as those regarding BMC Atrium™ or Routes to Value™, essentially “ride the coat tails” of the positive brand awareness of BMC.

By making our message easier to articulate to customers and prospects, we also make it simpler for them to understand, and therefore, increase the chance that customers will buy from us. This ensures all audiences are hearing the same message about what BMC can do for them — no matter who they talk to or what touch point they are experiencing.

BMC MESSAGING PLATFORM

Who is BMC?

BMC helps companies obtain the greatest business value from IT through better management of their technology.

Why BMC?

BMC Software activates business with the power of I.T.

How do we deliver on that promise?

Business Service Management

How do customers get started on the path to BSM?

BSM Routes to Value

How does BMC deliver the Routes to Value and other solutions?

BMC Product Families

- › BMC Applications Management
- › BMC Database Management
- › BMC Operations Management
- › BMC Infrastructure Management
- › BMC Security Management
- › BMC Remedy Service Management

How is everything integrated?

BMC Atrium

BMC Messaging Platform (continued)

Every BMC communication should answer the following six questions:

1. Who is BMC?

BMC is the leading provider of enterprise management solutions that enable companies to maximize the business potential within their IT organizations.

2. Why BMC?

BMC Software activates business with the power of IT. We see extraordinary potential in IT's ability to deliver the vital insights and essential controls that inspire innovation and enhance performance. We understand that it's not just what you have, it's how you use it. That a well-run IT shop does contribute to business success. Not only by being more responsive — but by being more proactive, constantly looking for new opportunities to use technology better to help the business to advance.

3. How do we deliver on that promise?

We deliver with Business Service Management. BSM empowers companies to realize IT's significant business capabilities through the powerful and effective management of technology. BSM enables faster, more consistent, comprehensive technology services, driving greater revenue opportunities, reducing costs, and managing risks.

4. How do customers get started on the path to BSM?

BSM Routes to Value™ are the entry points built around key milestones to guide and measure a customer's progress from basic achievement to higher levels of maturity and business value. Routes to Value enable customers to quickly synchronize resources and goals throughout the enterprise — regardless of starting point or critical requirements.

5. How does BMC deliver the Routes to Value and other solutions?

The BMC Product Families span the enterprise, including:

- > BMC Applications Management
- > BMC Database Management
- > BMC Operations Management
- > BMC Infrastructure Management
- > BMC Security Management
- > BMC Remedy Service Management

Each solution pulls from the appropriate product family to deliver the solution that's appropriate for the customer.

6. How is everything integrated?

BMC Atrium™ is an open-architected foundation that enables information sharing and centralized management across BMC and third-party products and solutions.

Communicating in a Branded Way

At its core, the BMC Voice is confident, incisive, and inspiring, but more is needed to understand the intricacies of the brand tone. Consider the following points:

Headlines: OK to Use “BMC” Alone

In a headline, you may use “BMC” without “Software,” because a headline is not considered a first reference. On first reference in text, use “BMC Software.” On second reference, use “BMC.” For more details, see the Legal section.

Use ‘You’ When Appropriate

Consider using a personal tone. Although you may begin your writing by discussing industry trends (e.g., “IT professionals are faced with shrinking budgets and increased complexity ...”), eventually, you want to speak directly to an individual customer’s pain. Once the tone is set, consider switching to a more direct “dialog” with your reader: “That’s why you need automated software solutions to improve the efficiency of your staff ...”). Remember: the BMC Voice is representative of a real human being.

“Proactive,” not “reactive”

As you write within the BMC Voice, be aware that our core message has changed along with our brand. We are no longer talking exclusively of “responding quickly” or “aligning IT and business.” Instead, we are leading the industry by talking about “managing proactively” and “driving business value.” Activating the business is about more than alignment — it’s about leadership, value generation, and strategic focus. BMC gives IT the solutions it needs to do more than react — we enable them to “pro-act.”

“BMC” vs. “BMC Software”

It is acceptable to refer to the company as “BMC” on second reference in any internal or external marketing communication. Historically, we did not produce external communications that listed “BMC” minus the word “Software.” Now, however, we are vaulting BMC to the top of the Message Platform, allowing for its use as a stand-alone entity, both spoken and written.

Avoiding “marketing speak”

In focus groups conducted for BMC brand development, two of the messages we heard most clearly and frequently were the disdain for “marketing speak” and a strong desire for simplicity. The BMC audience — which possesses a blend of high tech and high business savvy — has an unusually strong aversion to complicated, lofty, or wordy marketing prose. They have little need for marketing and are often suspicious of any message that appears to have been crafted by a marketing organization rather than R&D.

Examples: “Proactive” and “out of the box” are marketing speak. Avoid them, but don’t necessarily discard them, because when you need to describe a concept that is proactive, few words are as appropriate as “proactive.” Rule of thumb: Make sure you can justify the use of any marketing speak.

Speaking in a Branded Way (continued)

Speak plainly

All BMC communication should be scrutinized to ensure clarity and simplicity. We do not want a reputation for generating communication through which our audience must sift. The new BMC Voice avoids the use of large, multi-syllabic words when simple ones will do. We speak plainly and we get to the point quickly. We are approachable. We avoid colloquialisms and regionalized jargon and instead aim for communication that is simple, direct, clear, and communicative — even across global boundaries.

Recognize the pain

Our audiences consist of real people with real business pains and problems. In your communications, quickly recognize their pain and they will see that we identify with them, which helps to establish credibility and earn their respect. In particular, move beyond addressing the features of BMC solutions and communicate the benefits. Benefits directly address customer pains.

Keep it short

Carefully consider the length of your communication and the patience of your audience. Everyone thinks “their baby” is beautiful, but if your baby is a 12-page document that could have been condensed into a single page, your message will be lost. A shorter message is more likely to be read and remembered. Get to the point.

Aim for a high-level message

When crafting any communication, keep the BMC Message Platform in mind (see “BMC Message Platform” section in this guide). We are, first and foremost, BMC. We offer solutions, not just products. Our value is not in a single piece of software that solves the customer’s problem, it’s in a consultative, strategic, comprehensive offering called “BMC.” With BMC, there is a collective value.

Be aware of reader reaction: As you write, consider what the reader must be thinking. A busy person is always looking for a reason to stop reading. Their inner monologue says, “Do I need to read this? Is it useful or a waste of my time?” You have only seconds to capture attention, so don’t give readers an excuse to stop reading by bombarding them with marketing fluff or rambling scenarios. Instead, quickly speak to their pain and tell them how you can help.

Communicating in a Branded Way (continued)

Writing Resources

BMC follows The Associated Press Stylebook. Other useful writing resources include:

- > *The Elements of Style*, William Strunk Jr. and E.B. White
- > *The Chicago Manual of Style*, The University of Chicago Press
- > *The Little, Brown Handbook*, H. Ramsey Fowler and Jane E. Aaron

Recognize the different audiences

At BMC, our audiences are unique. Most of the time, we are not communicating to the general public, but rather, to a targeted, intellectual audience. Our audience is either very business savvy or extremely technically proficient — and often is both.

1. The “Business Audience”

This audience is busy and highly focused on the bottom line — ROI, Total Cost of Ownership, and budgets. It consists of line-of-business managers, procurement, C-level management (CEO, CFO, CIO), and represents the nontechnical audience most interested in how BMC can impact the success of their business. Audience members may have a technical background, but they may not, so we can’t expect them to get excited about the fascinating features and functionality of our technology. They may not know the industry acronyms and we can’t necessarily expect them to grasp all the intricacies of our technology.

2. The “Technical Audience”

This audience is busy and — research has shown — tends to have a low tolerance for anything that looks like it came from the Marketing Department. It is, as a rule, a group that views marketing as a facet of the business that offers little value, uses too many fancy words, makes false promises, and mostly gets in the way of doing “real work.” This audience wants to hear facts and metrics about how BMC can make their lives easier by saving them time, improving performance, and eliminating tasks that are boring and redundant.

How to Communicate about BSM

Customers care about the capabilities of products, but not necessarily the products themselves.

Writing About BSM Routes to Value

- > On first reference within any communication, always include the trademark symbol: “BSM Routes to Value™.”
- > The BSM Routes to Value can be singular or plural; use “Routes” or “Route” as necessary.
- > The “Value” refers to the intrinsic benefit of Business Service Management. Therefore, “BSM” must always precede “Routes to Value,” except for the instance described below.
- > When referring generically to the collective group of eight routes, use the standard “BSM Routes to Value.” However, when referring to an individual BSM Route to Value, use this formula: “BMC [individual Route to Value name] Route to Value.” Examples: “the BMC Identity Management Route to Value,” and “the BMC Change and Configuration Management Route to Value.”

For example, they want to achieve the benefits of Identity Management — one of the BSM Routes to Value™ — but they don’t care about the individual products and solutions that work together to give them this capability. (This theory also is known as, “Customers don’t really care about the drill, they simply want the hole.”)

When communicating externally, we focus on “one company” — a unified BMC Voice, look, and message. Therefore, as you speak about our BSM solutions, keep references to individual brand names (e.g., Remedy, PATROL, Marimba, etc.) to a minimum. First and foremost, we should be promoting a single, unified BMC. We do understand, however, that these brand names still exist as part of our product naming, and therefore, will be including some do’s and don’ts for some of the more oft-referenced product lines.

Also, our BSM message can get significantly bogged down in acronyms and non-intuitive terminology. So while certain shortcuts are acceptable (in moderation), curtail abbreviations.

When developing external materials, do not use the following terms:

- | | |
|--------------------|--------|
| > RTV | > IPM |
| > “Spider diagram” | > SIEM |
| > “Chiclets” | > CMP |

Writing Headlines that Communicate

One of the best ways to communicate the BMC Voice is to ensure your headlines are clear, active elements of communication. Here are some tips for good business headlines:

Use active voice

Instead of “the solution by BMC,” say “the BMC solution.” Also, don’t use sensational words that are unbelievable, but do use powerful verbs. For example, BMC solutions don’t “help” business, they “drive” business.

Be clear

Read your headline and try to think of any possible way it could be misinterpreted. Incorrect: “Stolen Painting Found by Tree.” It seems to indicate that the tree found the painting. Instead, say, “Stolen Painting Found Near Tree.” Incorrect: “Farmer Bill Dies in House.” Instead, say, “Bill for Farmers Dies in House.”

Use short words

Use fewer words: Brief headlines are more readable.

Use few adjectives

Use adjectives and descriptive words sparingly, because the headline should maintain more of a “newsy,” objective feel rather than a sensational flair. Depictions of facts are OK. Correct: “Garner: BMC Offers ‘Most Effective’ BSM Solution.” Incorrect: “BMC Offers Excellent BSM Solution.” Keep your headlines news-oriented and avoid the subjective points.

Eliminate “to be” verbs

Verbs, such as “is” and “are,” are omitted because the reader assumes they are implied. Correct: “BMC Forum Coming to Dallas Area.”

Avoid confusing line breaks

Ensure your headlines don’t suffer odd interpretations by ill-placed line breaks. Don’t divide hyphenated words or words that go together from one line to the next.

Writing Headlines that Communicate (continued)

Here are some more tips for good business headlines:

Avoid contrived headlines

Don't use puns or rhymes and be wary of using humor. The BMC brand is professional and serious, and, in general, puns and humor do not translate well globally.

Avoid abbreviations

Don't abbreviate words in a headline that normally are abbreviated only on second reference in body copy. Incorrect: "Speed BSM Implementation." Correct: "Speed Business Service Management Implementation." Exception: Body copy demands "BMC Software" on first reference and allows "BMC" on second reference, however, it's OK to use "BMC" in a headline.

Punctuation

For the headline, replace periods with semicolons and replace double quotes with single quotes. Use commas sparingly. Do not use exclamation points in any BMC communication.

Numbers

Except for "one," numbers in headlines should be written as numerals.

Omit articles

Generally, the articles "a," "an," and "the" are omitted to improve action and save space.

‘So, you’ve decided to write a piece of collateral.’

You want to create a brochure or white paper or some other piece but don’t know where to start. What’s the process?

Start by contacting Worldwide Marketing to discuss the type of piece you want to create, the purpose, the audience, and the timing. Advertising, in particular, is a tightly monitored communication element that not only is restricted, but is planned well in advance. White papers and datasheets often are brief and technical, while brochures sometimes are longer (and take longer to create) and aimed at a broader audience. With any communication piece, a subject matter expert is required to develop a comprehensive draft. Again, start by discussing your project with a project manager in Worldwide Marketing.

Some things to remember:

Your job as a subject matter expert

If you are a subject matter expert responsible for drafting a communication piece (brochure, white paper, etc.), your responsibility is substantial. You must understand the audience to whom you are communicating, capture the main concepts that need to be communicated, and create a comprehensive draft that will effectively communicate to your audience and spur them to action. Armed with your comprehensive draft, someone in Worldwide Marketing will flow your draft into the appropriate design template.

It is very important that you submit a draft that is as complete as possible for two reasons: First, as subject matter expert, you have the responsibility for creating a finished draft. Second, once a document leaves Microsoft Word and is placed into a design template, it is too far along in the process to edit without difficulty.

Determine collateral size

Facing a blank page can be daunting, especially if you don’t know how much to write. Consider that a single page of pure text in Microsoft Word will be approximately 400-500 words. A single screenshot on one of these pages can cut the number of words in half. And remember: Only one or two screenshots will fit effectively on an 8-1/2”x11” page of collateral. As you write, monitor your word count and graphics to determine how long your collateral will become. (In Microsoft Word, you can monitor word count by highlighting text, then selecting Tools > Word Count.)

Also, remember that you can print only those collateral pieces that have pages designed in multiples of four (with the exception, of course, of a two-pager being a single sheet, printed front and back). It is not possible to print a five-page brochure. While it is possible to create a five-page brochure destined only for online viewing in PDF format, BMC standards still require collateral to be designed with pages in multiples of four.

'So, you've decided to write a piece of collateral.' (cont.)

Capture the spirit of the BMC Voice

If you are the subject matter expert, you are expected to capture and communicate the essence of the message. Writing in the BMC Voice is about clarity, communication, and instilling the essence of confidence, incisiveness, and inspiration. Aim for this. Communicate how you will reduce the audience's pain.

Capturing screenshots

While screenshots captured and inserted into a Microsoft Word document are very helpful in communicating the intended placement of graphics in the finished collateral, these screenshots are NOT suitable for print. Separate screenshots or other graphics must be provided to your layout designer. Graphics destined for online use (the Web or e-mail) only require 72 dpi resolution, however, graphics for print need at least 150 dpi resolution.

Use parallel language

BMC Software communication frequently employs bullets to list benefits or customer pains. Ensure you start and construct each bullet the same way. If you begin the first bullet with a verb, each bullet should start with a verb to ensure smooth reading. If one is a complete sentence, they all should be complete sentences. Examples:

- > Increase your ROI
- > Meet SLAs
- > Reduce maintenance costs

How to Capture a Screenshot

Here is the approved method for capturing screenshots for high resolution:

- 1) Open a browser and find the screen to be captured.
- 2) Minimize as many toolbars and other clutter as possible to ensure your screen is as fully expanded as can be.
- 3) Press the "Print Screen" button on your keyboard once. The screen image now is saved to your computer's "clipboard" area.
- 4) Open a new e-mail message and click your pointer in the body of the e-mail.
- 5) Press CTRL + V (to paste). The screenshot should appear in the body of the e-mail.
- 6) Send to the designer working on your project. (Note: The file size of these e-mails will be fairly large, so send only one image per e-mail.)

A Note for the Page Designer

If you are tasked less with written content and more with page layout (in Adobe InDesign, for example), here are some thoughts to keep in mind:

Templates work

If you are designing a white paper or brochure, you usually can determine all the formatting you need simply by working within the approved BMC template.

Legal and copyright boilerplates: It's very easy to overlook these and assume they are accurate and up to date. Check them against the approved versions on CWW and Brandmark (the BMC extranet).

Document number

The document author may or may not have obtained a document number, which is required on every piece of BMC collateral. Regardless, the author will not have access to the barcode font that is used to create the document number. The document number, accompanied by the corresponding barcode, must be placed in the lower right hand corner of the back page. Documents numbers should be requested from Leo Bush (leo_bush@bmc.com). For more information, see the Document Numbers page.

Check the periods

Previous versions of BMC design style had periods at the end of every headline and subhead, regardless of whether or not they were complete sentences. This has changed. Periods only are used if the headline or subhead is a complete sentence. If the headline is a question, add a question mark.

Print it

Reviewing a completed document online isn't the same as seeing it on paper. Print it out for review.

PDF settings

Obtain details on customizing your PDF output settings (for high- or low-resolution output) by reviewing the Contacts section for a member of the Creative Solutions Group.

On-Line versus Print Writing

Reading behavior changes dramatically when something is on a computer screen versus print. By writing with these differences in mind, you can increase a message's intake.

When reading Web content, people read about 25 percent slower (than when reading words on paper) and 80 percent of readers skim the text. A general rule of thumb is that online text should be as little as half that of the same topic on paper. Therefore, headlines and subheads — especially online — become critical tools to capture attention. With e-mail copy, get to the point. You have as few as 40-60 characters to explain why the audience should keep reading. Otherwise, your note gets deleted.

Headlines and subject lines

Use active verbs in all headlines and subject lines:

- > OK: A Simplified Approach to Change and Configuration Management
- > Better: Simplify Your Approach to Change and Configuration Management

Online headlines can be very different from print headlines because often they are displayed out of context as part of a list of articles or in an e-mail subject line. Print headlines benefit by being surrounded by subheads, images, body content and other stories. Online headlines must be that much more concise and coherent.

With e-mail subject lines, you have about two seconds to convince your reader to open your e-mail. Don't write a book when your reader will treat it as a billboard. The subject line and the headline in the e-mail body should quickly and effectively address both pain and resolution. And be aware that your e-mail subject lines might cause your e-mail to be inadvertently deleted by company e-mail filters if you write about "Sexy Technology."

Grab Reader Attention

Headlines, subheads, sidebars, and other large-text callouts grab reader attention; take advantage of these opportunities to communicate.

Solution and Product Names

These BMC product and solution names often are used inconsistently. Refer to the list below when in doubt. Names can change frequently, so always check for updates.

Trademark and Registration Symbols

On second reference within the body copy, always drop any registration mark or trademark symbols.

Using “BMC” and Copyright Marks

On first reference within your body copy, the general rule is always to include “BMC” with the copyright mark plus a space and then the product or solution name followed by the appropriate trademark or registration mark symbol.

Don’t Write it This Way:

Write it This Way:

BMC Patrol	BMC® PATROL®, BMC® Performance Manager for Servers
BMC Mainview	BMC® MAINVIEW®
BMC Smart DBA	BMC® SmartDBA®
BMC Control-M; Control-m	BMC® CONTROL-M
BMC Control-D; Control-d	BMC® CONTROL-D®
BMC Control-SA; Control-sa	CONTROL-SA®
BMC MARIMBA	BMC® Marimba®
BMC REMEDY	BMC® Remedy®;
BMC Remedy, a BMC Software Company	BMC® Remedy® Products;
BMC Remedy Service Management	BMC® Remedy® Service Management
BMC SQL BackTrack	BMC® SQL-BackTrack™ (note hyphen and “TM”)
Remedy’s AR System; ARS; AR	BMC® Remedy® Action Request System (AR System)® AR System (second reference)
ITIL-compliant; ITIL-certified (OK if referring to people and not products)	ITIL-compatible
IT Governance	Compliance and IT Controls
HIPPA	HIPAA
a Remedy Alliance Partner	A BMC Partner

Industry Terms and Other Names

Use the following terms on first or second reference, as indicated:

Use on First Reference

Industry terms

ROI (acceptable on first reference)	ROI
Business Service Management	BSM
total cost of ownership	TCO
IT Infrastructure Library (ITIL®)	ITIL
Sarbanes-Oxley	Sarbox (not “SOX”)
small and mid-sized business	(do not abbreviate)

BMC solutions

BSM Routes to Value™ (plural)	BSM Routes to Value (drop trademark)
BSM Route to Value™ (singular)	BSM Route to Value (drop trademark)
Proactive Resource Management	PRM
IT Service Management	ITSM
Proactive Resource Management	PRM

Partners

managed service providers	MSPs
systems integrators	SIs
original equipment manufacturers	OEMs

The following are acceptable for use on first reference: ROI, CIO, CFO, CTO, and CXO. Use your own judgment on whether to use “Database Analyst” or “DBA” on first reference. An audience that has some technical background will recognize “DBA” on first reference.

Document Numbers

A document number is listed in all BMC collateral on the bottom-right corner of the last page. It is represented as both a numeral and as a bar code, using a special font.

Ask a member of the Creative Solutions Group for assistance in obtaining a document number and in outputting it as a numeral and a barcode. Note: Document numbers refer to documents listed and tracked in the BMC document tracking system. Once a document number has been created and placed into the system, it cannot be reused. Even if you are updating a document with the same name, you must request and create a new document number. The only exception: Reprints to replenish depleted stock.

When you request a document number, be sure to indicate a specific and accurate document title as well as the types of solutions or products to which the document should be associated. A document associated with a set of appropriate, detailed attributes can more easily be found via an online search. A document does not become available online until the PDF has been submitted and entered in the document system and the proper attributes have been recorded.

Documents numbers should be requested from: leo_bush@bmc.com

Quotation Marks vs. Italics

Apply the following rules to determine when to use quotation marks or italics:

Use italics when:

- > Emphasizing a word or phrase: We realize that the value is inside our solutions.
- > Referencing the actual title of a book, software, course, Webinar, etc.: *Continuous Compliance in Identity Management: An Online Discussion*

Use quotation marks when:

- > Quoting text: "It's time for us to be more proactive," the CEO said.
- > Using a word or phrase in an unusual way: We need to promote our customer "wins."
- > Referencing a chapter title or section head of a book, software, course, Webinar, etc.: The third section of the Webinar is entitled, "Dealing with Regulatory Compliance."

Voice Examples: Before and After

We can write page after page about what the BMC Voice is, what it is not, and how it sounds, but we recognize that examples can be very illuminative.

Tie Your Message to BSM

When ever possible and practical, find a natural means to link the benefits of a BMC solution to BSM. How is a particular BMC solution providing IT with a tool that ultimately drives the business forward? Remember: “BMC Activates Business with the Power of IT.” Making the connection between BMC solutions and business impact often is very simple and logical.

Sometimes — for example, when communicating a highly technical subject — it’s best not to mention BSM by name. In these instances, steer more toward talk of how a solution saves time and money. Detail the specific impacts to the business. Even highly technical customers appreciate being reminded of a solution’s business benefits.

Finally, always try to lead with the business problem and follow it with the details of the technology solution. Example: “If a server goes down, how does that impact your business? BMC Software Service Impact and Event Management lets you correlate IT events — such as a server going down — to your service model and analyze the true business impact. You can prioritize resources, get your critical business services back online, and keep your customers satisfied.”

Before the Voice

in a timely fashion	quickly
one (as in, “One might find ... ”)	you (as in, “You might find ...)
pursuant to	about
utilize	use
in order to	to
optimal	ideal
peruse	read
fortuitous	lucky
additional	extra
verify	check
initiate	start

After the Voice

Notice how the “After the Voice” examples below communicate better and sound much more like the way a real person would communicate. Check your writing to ensure it is devoid of the “Before the Voice” kinds of words. Don’t use big words when smaller, simpler words will do. Remember to keep it simple.

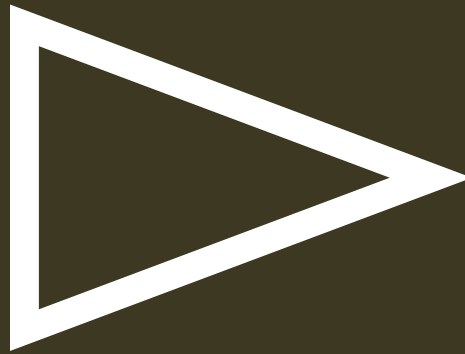
One of the most effective means of demonstrating the BMC Voice is by example.

Hearing the BMC Voice

If you are tasked with representing the company Voice by writing or speaking, it helps if you can imagine your task being communicated by an appropriate Voice representative. To help you do this, audio examples will be made available on the Worldwide Marketing portion of the BMC intranet.

Selecting music

If you are tasked with recommending instrumental music for a communication piece, be cognizant of the BMC Power Line: “Activate.” All music should be lively and intelligent and should align with the spirit and nature of the BMC brand. Because of the highly subjective nature of the medium, all music selection must be coordinated through the Creative Solutions Group in Worldwide Marketing.



Appendices

- > A-Z List
- > Legal, Registration and Trademarks
- > Contact Information

A-Z Listing

24x7, not 24/7: The latter can be incorrectly construed as the “24th of July.”

a.m., p.m.: Lowercase with periods.

among vs. between: Use between only when referring to two entities, and among for two or more. Correct: “ ... between the two of us ... ” and “ ... among the three of us ... ”

and: Insert a comma before the and or or in a series. “We have blue, green, brown, and yellow.” Also, use and instead of &.

backup vs. back up: The former is a noun and adjective; the latter is a verb.

biannual, biennial: Biannual means twice a year and is a synonym for semiannual. Biennial means every two years.

bimonthly: It means every other month. Semimonthly means twice a month.

BMC vs. BMC Software: In text, refer to the company as BMC Software on first reference, then BMC on additional references. It is acceptable to use BMC as stand-alone entity in graphics, marketing headlines, solution names or in quotations.

can vs. may: The former means capability; the latter means possibility or permission.

comma: See the “punctuation” entry.

companywide

composition titles: Apply the guidelines listed below to book titles, lectures, speeches, Webinars, papers, and other such works:

- > Capitalize an article such as the, a, an, or words of fewer than four letters if they are the first or last words in the title.
- > Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- > Put quotation marks around the names of all such works
- > Do not use quotation marks around the Bible and books that are primarily catalogs of reference material, including almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications. Do not use quotation marks around such software titles as WordPerfect or Windows.

continual vs. continuous: Continuous, which is required more frequently, refers to time, while continual refers to an ongoing occurrence or to length, as in, “ ... a continual (or unbroken) length of rope.” Correct: “We offer continuous service, 24 hours a day” and “ ... a continual line of ticket buyers formed around the block.”

database: No spaces.

DBAs, not DBA’s: Do not use the apostrophe to indicate plurality.

double-click

e.g.: Abbreviation for for example and is always followed by a comma.

ellipsis: See the “punctuation” entry.

e-mail

ensure vs. insure: Ensure means to guarantee, while insure is related to insurance.

enterprisewide: Not enterprise wide or enterprise-wide

A-Z Listing (continued)

exclamation points: Don't use them.

high-tech

hyphens: See the "punctuation" entry.

i.e.: Abbreviation for the Latin *id est* or that is or in other words and is always followed by a comma.

farther vs. further: Farther indicates physical distance: "He walked farther." Also, further refers to an extension of time or degree: "I need to review it further."

fewer vs. less: Less often is used when fewer is correct. Fewer indicates number and less indicates quantity.

- > Correct: "Fewer than 15 DBAs attended."
- > Correct: "Drink less than half a glass of water."

gender: Avoid gender-specific language. For example, change "A user can see his or her screen" to "Users can see their screens."

headings and subheadings: In headings and titles, capitalize all nouns, pronouns, adjectives, verbs, adverbs, and conjunctions (if, because, as). Do not capitalize articles (a, an, the), coordinating conjunctions (and, but, or, for) or prepositions of four or fewer letters unless they are the first or last word.

high-tech

industries vs. industry's: The former is plural, the latter indicates possessive.

insure vs. ensure : See the ensure entry.

Internet: Do capitalize.

intranet: Do not capitalize.

kilobyte: A unit of storage capacity on a computer. Abbreviate and list with a number and no space: "10KB"

less vs. fewer: See the fewer entry.

- > Correct: "Fewer than 15 DBAs attended."
- > Correct: "Drink less than half a glass of water."

like vs. such as: Use such as to mean for example and use like to make a comparison: "She likes sweet fruits, such as peaches and strawberries," and, "He writes like Shakespeare."

linking verbs: Try to keep them with verbs:

- > Correct: "... easily can be used."
- > Incorrect: "... can easily be used."

lists: Generally use bullets instead of numbers, unless describing a sequence. Use parallel construction for all items in a list; if you begin one list item with a noun, begin all of them with a noun. Capitalize the first word in each list and do not use periods unless the item constitutes a complete sentence.

login vs. log in: The former is a noun and adjective; the latter is a verb.

logon vs. log on: The former is a noun and adjective; the latter is a verb.

A-Z Listing (continued)

may vs. can: The former means possibility or permission; the latter means capability.

megabyte: A unit of storage capacity on a computer. Abbreviate and list with a number and no space: "250MB"

months: Always capitalize. When using the month with the date, abbreviate only the following: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone or with year alone (tabular materials are an exception).

more than vs. over: A common misuse is to use over when more than is preferred. Over indicates position whereas more than indicates number.

- > Correct: "... more than 1,500 people attended."
- > Incorrect: "... over 1,500 people attended."

number (or #): Instead of # as an abbreviation to indicate position or rank, use No. (note the period) followed by a number. Correct: "BMC is the No. 1 solution provider."

noon: Acceptable for 12 p.m. Do not use the redundant, 12 p.m. noon, or 12 noon.

non: The rules of prefixes apply, but in general use no hyphen when forming a compound that does not have special meaning and can be understood if not is used before the base word. Use a hyphen, however, before proper nouns or in awkward combinations, such as non-nuclear.

numbers:

- > Spell out one through eleven, except with dimensions. Examples: "The storm dropped 2 inches of rain." "He is a 6-foot-2-inch man."
- > Use first, fifth, and eleventh, etc. Above the number 11, use 12th, 13th, etc.

offline: Not off-line nor off line.

online: Not on-line nor on line.

over vs. more than: See the more than entry.

percent, not %. **Exception:** % is acceptable in charts and tabular materials. Always use a number with percent. Correct: "100 percent."

plug-in: As a noun and adjective

punctuation:

- > *apostrophe:* Use to indicate the possessive as well as an omission. Example of use with an omission: "'60s" not "60's" nor "60s." Do not use the possessive with the company name. Incorrect: "BMC Software's" nor "BMC's."
- > *colon:* Capitalize the word after a colon only if it is a proper noun or the start of a complete sentence. Example: "His point was this: We will achieve our goals." Also, use the colon to introduce a list: "There are three concerns: time, money, and resources."
- > *comma:* Use a comma before the last and in a series. Correct: "... red, green, and blue."
- > *dash:* Put a space on both sides of a dash. Use a dash to indicate abrupt change: "He had a plan — it was unique — to change things." Also, use the dash to set off a series within a phrase: "Her qualities — loyalty, kindness, and intelligence — set her apart." To avoid confusion and inconsistency in situations that call for either the en dash or the em dash, BMC style uses the em dash exclusively.
- > *ellipsis:* This represents text that has been omitted. Treat an ellipsis as a three-letter word, constructed with exactly three consecutive periods and a space on each end. An ellipsis also can be used to indicate a pause in speech.
- > *exclamation point:* Do not use.
- > *hyphen:* A common mistake is using the hyphen after ly. Do not use a hyphen with the following: anti, auto, co, de, ex, extra, in, infra, intra, macro, micro, multi, non, over, post, pre, pro, pseudo, re, semi, sub, supra, and un. Exception: Do use a hyphen if the prefix ends with a vowel and the root word begins with the same vowel.

A-Z Listing (continued)

Correct: “re-enter.” As a rule, use a hyphen if the lack of a hyphen causes misunderstanding. Example: “the ball-throwing hand” is the hand that throws the ball, but “the ball throwing hand” makes no sense.

- > **periods:** Periods always go inside quotation marks. (Exception: For marketing materials distributed within the U.K., the period and the comma go outside the quotation mark.) Use a single space after a period at the end of a sentence. Previous BMC style required periods at the end of all headlines; this rule has been altered such that periods only are required in headlines that are complete sentences.
- > **quotation marks:** Periods and commas always go inside quotation marks. (See exception under “periods.”) For more information, see the sidebar on the previous page.

re-: A hyphen is used if a prefix ends in a vowel and the word that follows begins with the same vowel. Correct: “regain,” “re-elect.”

real time vs. real-time: The former is a noun; the latter an adjective.

run time vs. run-time: The former is a noun; the latter an adjective.

start up vs. startup: The former is a verb; the latter a noun and adjective.

states: In marketing copy, do not use the two-letter, capitalized version of state abbreviations, such as TX, CA, or MI. Those are used only for U.S. Post Office ZIP code address listings. Follow the abbreviations rules in the column at left.

- > **Standing Alone:** Spell out the names of the 50 U.S. states when they stand alone in textual material. Any state name may be abbreviated, however, to fit typographical requirements for tabular material. See the sidebar for more information.

such as vs. like: See the like entry.

that, which, who, whom: Use who and whom in referring to people and animals with a name. Example: “Bob was the first one here.” Use that and which to refer to inanimate objects and animals without a name. Use that for essential clauses, important to the meaning of a sentence, and without commas: “I remember the day that we met.” Use which for nonessential clauses, where the pronoun is less necessary, and use commas: “The team, which finished last a year ago, is in first place.”

third-party: not 3rd-party

State Abbreviations

Eight states are not abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Memory Aid: Spell “Alaska” and “Hawaii” and states with five or fewer letters. Otherwise, when a state is listed with a city, abbreviate as follows (U.S. zip code listings in parenthesis):

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W.Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

Below are the U.S. ZIP code abbreviations for the eight states that are not abbreviated in datelines or text:

AK (Alaska), HI (Hawaii), ID (Idaho), IA (Iowa), ME (Maine), OH (Ohio), TX (Texas), UT (Utah). Also: District of Columbia (DC).

A-Z Listing (continued)

time: Don't use zeros with time except to indicate a very specific moment, such as 9:05 a.m. Also, when listing an event, use this order: time, day of the week, month, numbered date, year. Example: "9 a.m. Tuesday, May 3, 2005" (Note the placement of commas.)

- > Correct: "9 a.m." (Note the two periods and the lowercase a.m.)
- > Incorrect: "9:00 AM" (Don't use the zeros; don't capitalize "a.m."; don't forget the periods.). Also, 12 noon is redundant; noon will suffice.

time zones: List the time zone with the time only when relevant, such as with an online event. Because BMC Software is based in Houston, use the Central Time Zone for general use. CDT is the abbreviation for Central Daylight Time and only is applicable during the months of Daylight Saving Time. CST should be used during standard time. Example: "The Webinar will be held at 2 p.m. CDT, Monday, May 9, 2005." For on-site events, don't list the time zone. Example: "The meeting will be held in Houston at 2 p.m., Monday, May 9, 2005."

titles: Lowercase the title unless it directly precedes the name. Exception: Signatures in letters.

- > Correct: "Jane Smith, vice president of Finance," and "Finance Vice President Jane Smith."
- > Incorrect: "Jane Smith, Vice President of Finance"

toward: Not towards

U.S.: The abbreviation is acceptable as a noun or adjective for United States.

user name: Not username.

voice mail: Two words.

Web site: Capitalize and use as two words.

Webinar: Use Webinar, capitalized, to refer to a generic online presentation.

which, that, who, whom: See the entry under *that*.

-wide: Use worldwide and companywide, not worldwide or company wide.

workflow: Not work-flow, nor work flow.

worldwide

workstation: Not work-station, nor work station.

you: It is acceptable and even desirable to address your audience with you to help create a personal tone.

Legal, Registration Marks and Trademarks

Legal statement for printed collateral

All BMC printed collateral should include the “legal statement” about BMC trademarks, logos, product names, and more. The text treatment and location for this statement should be defined in the respective design template; however, the information typically belongs at the bottom of the last page. Where inclusion of the statement would be impractical — such as on postcards — the statement is not required.

The standard legal statement for printed collateral is:

BMC Software, the BMC Software logos and all other BMC Software product or service names are registered trademarks or trademarks of BMC Software, Inc. All other registered trademarks or trademarks belong to their respective companies. ©2005 BMC Software, Inc. All rights reserved.

Legal statement for marketing e-mails

The standard legal boilerplate for marketing-oriented e-mails is more complex because it contains a link to the BMC privacy policy, a link to allow the recipient to modify preferences, an “opt out” link, and a link to the BMC “Terms of Use and Copyright Statement.” Also, this legal boilerplate comes in three different versions to accommodate recipients’ multiple e-mail settings (the recipient ultimately receives one version). The most current version of this legal text is contained in the standard HTML e-mail template. If you have any questions about legal statements for any communication piece, contact a member of the Creative Solutions Group.

Using ‘BMC®’ vs. ‘BMC Software’ and using the registration mark

“BMC®” is a registered trademark. “BMC Software®” also is a registered trademark. After first referencing “BMC Software®” in an individual communication piece (such as an advertisement, an e-mail, a newsletter, etc.), it is acceptable to use “BMC” (sans registration mark) on second reference within the same piece.

Writers should use good judgment regarding what constitutes an individual communication piece. For example, a registered component (the company name, or a product or solution name, etc.) previously listed in a chapter within a multi-page company brochure probably requires the use of a new registration mark when listed in other distinct chapters.

Don’t hyphenate trademarked items

To help keep BMC trademarks as pure as possible, don’t use a hyphen to combine trademarks with other words. Instead, try a different sentence structure, even if it makes the sentence more passive.

- > Incorrect: “BMC Atrium-enabled technologies.”
- > Correct: “Technologies enabled by BMC Atrium.”

Legal, Registration Marks and Trademarks

Exception allowed for headlines

A headline, caption, or e-mail subject line is not necessarily considered first reference. Therefore, it is acceptable to omit the registration mark in headlines and instead include the registration mark on first reference within body copy. Also, it is acceptable (although it should be avoided if possible) to refer to the company as the abbreviated “BMC” (not “BMC Software” and also not “BMC®”) in the headline and then list the full registered name — “BMC Software® — on first reference in body copy. This also applies to product and solution names. OK in headlines: “BMC,” “BMC Remedy,” “BMC SmartDBA.”

Use the registration mark twice in product and solution names

On first reference in body copy, the registration mark will be required when “BMC” is combined with a product or solution name, such as “BMC® Remedy® Service Management” or “BMC® SmartDBA®.” Second reference will be “BMC Remedy Service Management” and “BMC SmartDBA,” respectively. (Because of associated costs, there are no current plans to register new combinations, a la “BMC Remedy®.”) For a more complete list of product and solution names and their associated registration marks, see, “BMC Voice: Solution and Product Names.”

For more information on the proper use of registration marks and trademark symbols, see the page in the BMC Voice section titled “*Solution and Product Names.*”

Contact Information

For questions on BMC brand, writing and visual identity topics, contact:

BMC Brand Strategy	Shanda Boyett <i>Brand Manager</i>	(Houston, TX)	712-918-4202
BMC Brand Application	Michele Floriani <i>Creative Director</i>	(Sunnyvale, Calif.)	408-571-7398
bmcbrandmark.com (BMC brand extranet)	Xavier Argenti	(France)	33 442 902 783
Design	John Bishop	(Sunnyvale, Calif.)	408-571-7418
Document numbers	Bret Ward	(Houston)	713-918-4002
HTML	Don Roach	(Austin, Texas)	512-340-6492
Illustration	Jan Hagge	(Sunnyvale, Calif.)	408-571-7187
Legal, trademarks, registration marks, copyrights	Mark Woodruff	(Austin, Texas)	512-340-6035
Logos	John Bishop	(Sunnyvale, Calif.)	408-571-7418
Messaging	Suszi McFadden	(Sunnyvale, Calif.)	408-571-7403
Printing	Bret Ward	(Houston)	713-918-4002
Photography	Della Calfee	(Sunnyvale, Calif.)	408-571-7502
Presentations	Jan Hagge	(Sunnyvale, Calif.)	408-571-7187
Templates	Carl Van Fossen	(Sunnyvale, Calif.)	408-571-7368
Typography and fonts	John Bishop	(Sunnyvale, Calif.)	408-571-7418
Video	Nancy Glenn	(Houston, TX)	713-918-1769
Voice, writing	Mark Woodruff	(Austin, Texas)	512-340-6035
Web	John Bishop	(Sunnyvale, Calif.)	408-571-7418

Email Addresses

All BMC team members can be reached via e-mail using this format:
first_last@bmc.com.

For general questions, send an e-mail to:
creative@bmc.com