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# Branding and Graphic Standards Guide

For Third Party



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MicroStrategy is a global company with an established brand. To grow and harness the power of this brand, it is critical that every employee, partner, and vendor speak with one voice, sharing one brand language to tell the same powerful story. This document provides the tools for achieving this mission.

# Our Story

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Today, digital transformation is the key to competitive advantage. To get there, businesses must be able to organize, harness, and analyze data—despite market, technological, competitive, and regulatory challenges standing in their way. To navigate this environment, organizations need the ability to quickly build intelligence applications on top of their data and enterprise assets, expand adoption, and unlock the full value of their investments.

The solution? A modern analytics and mobility platform that can power what we call the Intelligent Enterprise: the ultimate data-driven organization. The Intelligent Enterprise turns challenges and opportunities into profit and growth. It delivers a single version of the truth and agility. Scalability and speed. Voice-powered data discovery and pixel-perfect reports. Analytics and mobility. It connects to any data and distributes to thousands. It goes beyond business intelligence, delivering transformative insight to every user, constituent, and partner. In an Intelligent Enterprise you don't find answers—answers find you.

No one is better equipped to deliver this promise than MicroStrategy. We wholeheartedly embrace analytics and mobility—and we always have. Our independence allows us to focus on innovation and the long-term success of 4,000 global customers, rather than the bottom line. We have zero debt and the longest-tenured CEO in the industry. Our global footprint includes three worldwide technology centers, nine global support centers, and 35 global field offices.

Let's work together to make every enterprise a more Intelligent Enterprise.

# Our Mission and Promise

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## VISION

Intelligence Everywhere



## MISSION

To make every enterprise a more Intelligent Enterprise



## PROMISE

Our analytics and mobility platform is specifically designed to make the Intelligent Enterprise a reality. We help organizations rapidly deploy applications, deliver personalized and context-based answers, monitor performance in real time, scale to thousands, connect to virtually any data source, and securely deliver a single version of the truth—anywhere, anytime, on every device. MicroStrategy is the fuel that powers the Intelligent Enterprise.

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# Our Visual Brand

# Logo Hierarchy, Scale, and Placement

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## CORPORATE LOGO

The MicroStrategy logo is the main face of the company. It represents forward thinking, sturdiness, and consistency. It carries the legacy of our company that, for 30 years, has been a leader in the industry.

The logotype is built from a modified version of the Futura Extrabold Typeface (for Micro) and Futura Extrabold Oblique (for Strategy). The letters lay equally on the same baseline and have the same x-height. The ascender line is slightly lower than the cap height. The top of the crossbar of the “t” and the stem of the “a” and “g” have been modified to be straight lines. All counters have been slightly increased in size to gain more legibility at a small size. The dot on the “i” was changed to a 12-point starburst.



MicroStrategy logo with modification  
Futura ExtraBold (tracking -70) + Futura ExtraBold Oblique (tracking -60)

### Logo uses

- Legal communication
- Corporate communication

## PRIMARY LOGO LOCKUP

The primary logo lockup should be used when designing public-facing documents to provide clarity about our business.

The text “Intelligence Everywhere” is set in Myriad Pro Light.

### Logo uses

- Customer-facing collateral
- Website
- Advertisements
- Event materials
- Video

## COMPANY ICON

This icon should be used to represent the company on social media, as a fav icon, and in other instances in which a square icon is required. It should substitute the old starburst (☀️). The slanted edge of the third bar in the icon measures at a -45° angle.

The primary company icon should always be used on the MicroStrategy red background with the exception of certain use cases at Creative Services’ discretion.

### Icon Size

The primary and alternate company icon must always be optimized for legibility.

Do not size the primary company icon larger than .5” (13 mm) or smaller than .25” (6.5 mm) for print and presentation purposes.

Do not size the alternate company icon larger than .275” (7 mm) or smaller than .14” (3.5 mm) for print and presentation purposes.

The distance between the “Intelligence Everywhere” text and the logotype is equal to the height of the upper case letters.



MicroStrategy logo with modification  
Myriad Pro Light (tracking+70)



Primary company icon



Alternate company icon



## LOGO COLORS

The MicroStrategy logo may only appear in the colors specified on the right.

No other colors should be used unless permission is given by Creative Services.

Whenever possible, the logo should be printed using the standard Pantone Matching System (PMS).

The logo can be printed in either 100% black or white, depending upon the best option for the application.

For on-screen reproduction and 4-color process reproduction, it is possible to use the PMS 1795 in its 4-color build or its RGB build, as stated in this guide.

The white logo should be used on all dark backgrounds and the black logo should be used on light backgrounds. Please note a few background examples to the right.

The aforementioned logo color rules apply to ALL logos in this section, as the various logos are an extension of the MicroStrategy brand and should be treated as such.



PMS 1795

PRINT: CMYK: 0 96 93 2

ON-SCREEN: RGB: 217 35 46

HEX: # d9232e



Black

PRINT: CMYK: 0 0 0 100

ON-SCREEN: RGB: 0 0 0

HEX: #000000



100% White

PRINT: CMYK: 0 0 0 0

ON-SCREEN: RGB: 255 255 255

HEX: #FFFFFF

## LOGO SPACE AND SIZE

### Protected Space for Print

The logo should always be surrounded by the appropriate amount of protected space, or white space. As a reference, this space is equal to the height of the lowercase "r" in MicroStrategy. This space must surround the logo on all sides, as illustrated. Follow this standard for all media except for signage, where it is at Creative Services' discretion to adjust the space on a case-by-case basis.



### Logo and Icon Size

The MicroStrategy logotype must always be optimized for legibility. For print, do not size the logo to less than 1" or 25mm. Please contact the Graphic Design team if you need an alternative when using the logo in a small space. For on-screen viewing, the logo should be sized up to 0.75", 19mm or 72px. The logo lockup should never be smaller than 1".

< 0.75", 19mm or 72px



< 1", 25mm or 96px



< .5", 13mm or 48px



< .275", 7mm or 26.4px



### Logo and Icon Scale

When scaling art or logos, please scale proportionately to avoid stretching or distortion. To ensure you are scaling proportionately, always use the "constrain key," or shift key, while you are scaling an image.



### Logo Placement in Client Apps

Use the logo whenever possible. If the space is too small, typeset the words.

Powered by **MicroStrategy**

Powered by **MicroStrategy**

Powered by MicroStrategy

## Incorrect Logo Usage

This page contains incorrect logo use.

The logo is the face of our brand, and we want to protect its integrity and design.

Only Creative Services may make adjustments on a case-by-case basis.



Distorting or stretching the logo vertically or horizontally



Using a different typeface or creating a new logo



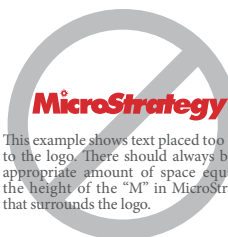
Decreasing legibility by placing the logo on a distracting background



Altering the colors of the logo



Combining the logo with different symbols

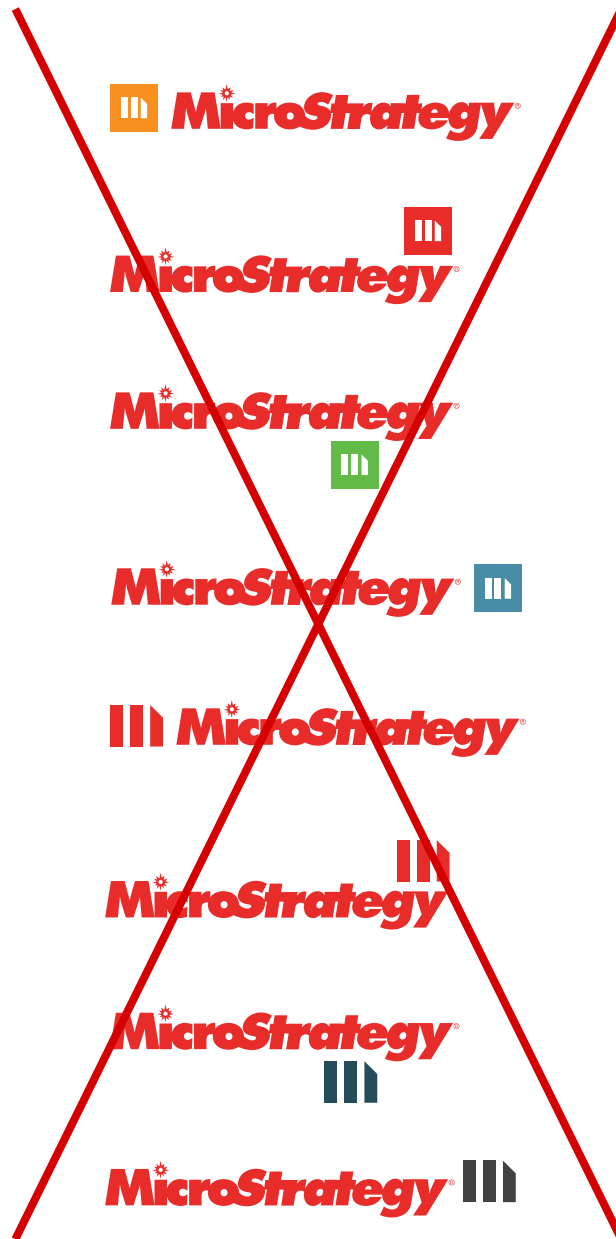


This example shows text placed too close to the logo. There should always be the appropriate amount of space equal to the height of the "M" in MicroStrategy that surrounds the logo.

Violating the protected space around the logo

### Icon Placement

The primary and alternate company icon are not to be placed directly above, below, or next to the MicroStrategy logo, especially when both elements have only a slight difference in height.



# Color Palette

## CORPORATE COLOR PALETTE

The corporate color palette was thoughtfully selected. Each color was chosen based on its individual traits and how they would represent the MicroStrategy brand when used together.

The primary color is PMS 1795 red.

The secondary palette includes black, 60% gray, a light gray, and an option for a silver metallic, PMS 877, for print only.

The accent palette includes PMS 144 orange, PMS 376 green, PMS 7747 navy, and PMS 7689 blue. All colors can be used as floods and accents as needed.

Most of our material is printed digitally, so it is advised to design documents using the CMYK conversion rather than PMS colors.

### Primary color

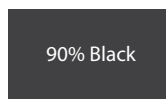


PMS 1795

Print: CMYK: 0 96 93 2  
On-screen: RGB: 217 35 46  
HEX: #d9232e

Strength  
Power  
Passion

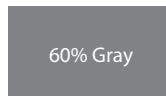
### Secondary palette



90% Black

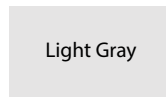
Print: CMYK: 0 0 0 90  
On-screen: RGB: 65 64 66  
HEX: #333333

Elegance  
Strength  
Concrete



60% Gray

Print: CMYK: 0 0 0 60  
On-screen: RGB: 153 153 153  
HEX: #999999



Light Gray

Print: CMYK: 9 7 7 0  
On-screen: RGB: 228 228 228  
HEX: #f2f2f2

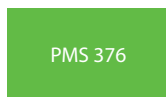
### Accent palette



PMS 144

Print: CMYK: 0 52 100 0  
On-screen: RGB: 255 145 0  
HEX: #ff9100

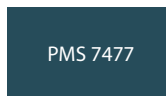
Courage  
Success  
Originality



PMS 376

Print: CMYK: 65 0 100 0  
On-screen: RGB: 104 170 0  
HEX: #68aa00

Growth  
Fresh  
Revenue

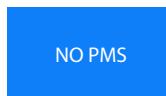


PMS 7477

Print: CMYK: 87 60 48 32  
On-screen: RGB: 38 75 89  
HEX: #11566f  
optimized for web rendition

Integrity  
Trust  
Loyal  
Intelligence

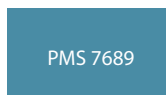
### Preferred Digital light blue:



NO PMS

On-screen: RGB: 14 127 249  
HEX: #0E7FF9

### Print light blue:



PMS 7689

Print: CMYK: 74 35 27 0  
On-screen: RGB: 71 138 163  
HEX: #4789a3

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## CONTACT INFORMATION

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