Interim guidance: Applying the Brand VID to Dell.com

June 21, 2023

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Our long-term goal is to have a detailed playbook on how to apply the Brand VID to Dell.com.

However, we have a short-term need for interim guidance to ensure that there is a connection between marcom and the site.

Until there is final guidance, teams should use these principles when designing pages for Dell.com when there is marcom connected to the site. Do not ask for custom code to be developed to support your online pages.

All Dell.com work should be submitted to Michelle Daniels who will pull in members of the Dell Digital team to review.

Color

Colors need to adhere to correct color contrast and WCAG 2.1AA Guidelines.

Default to the DDS 2.0 color palette which has been tested for accessibility until the Brand colors have been fully tested.

> WCAG 2.1AA Guidelines

> DDS 2.0 Color Palette
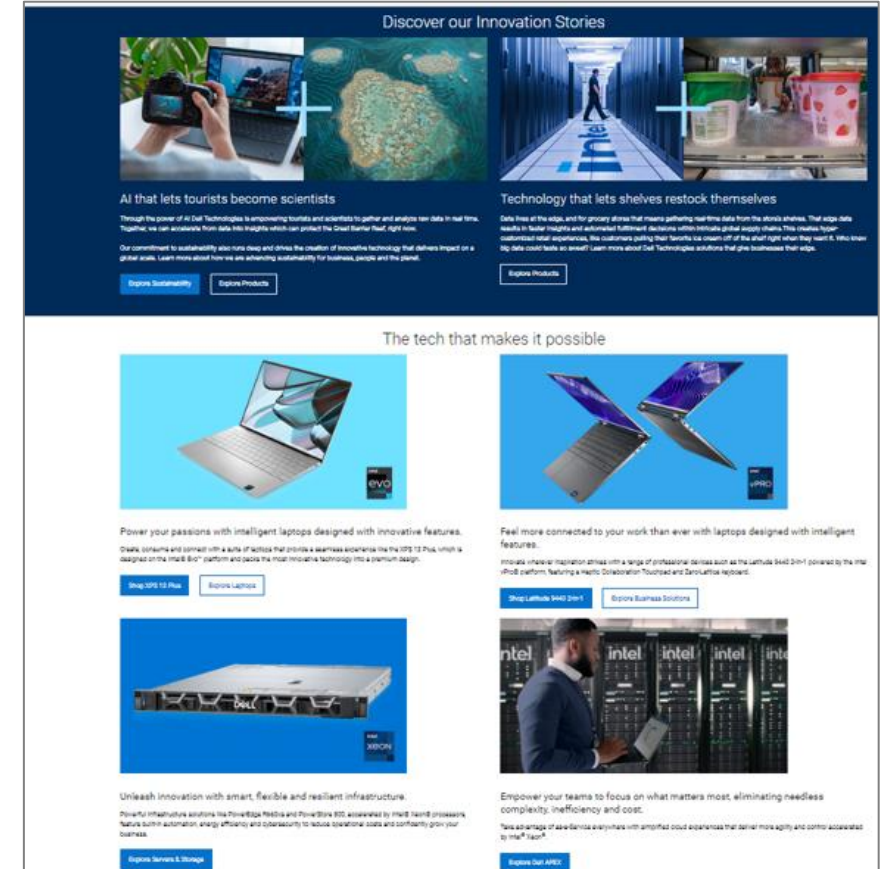
> ACE Training Create more inclusive designs

DO
- Choose a DDS 2.0 color that complements marcom tied to the site.
- Choose photography and screenfills that align to your color family.
- Choose color based on the holistic page experience. If more than one color family is used in different areas of a page to differentiate LOBs, for example, they should complement each other.
- Comply with DDS button/CTA guidelines.

DO NOT
- Use more than one color family within the same web part or module on a page. If a user is likely to see multiple modules or web parts within their view port (the framed display area visible without scrolling on their PC/monitor), stick to one color family within that view port.
- Over-index on one color family per page. Include some variety with whites, neutrals and via photography or other curated imagery.

""DO" Example

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Color

When designing pages for Dell.com that align to marcom, these are the four DDS colors to go to first, with their corresponding Brand colors.

If choosing other colors within a family, find a primary Brand color equivalent in DDS (see pages 8 and 9).

Brand Primary Colors

DDS Color

MIDNIGHT

Blue 900, #002a58

DELL BLUE

Blue 600, #0672cb

DEEP GREEN

Green 900, #193100

RAISIN

Purple 900, #40155c

BURGUNDY

Red 900, #590a0f

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Single Element on Hero Banner & Other Components

The single Dell element may be applied to the hero banner or other web part if the banner is static.

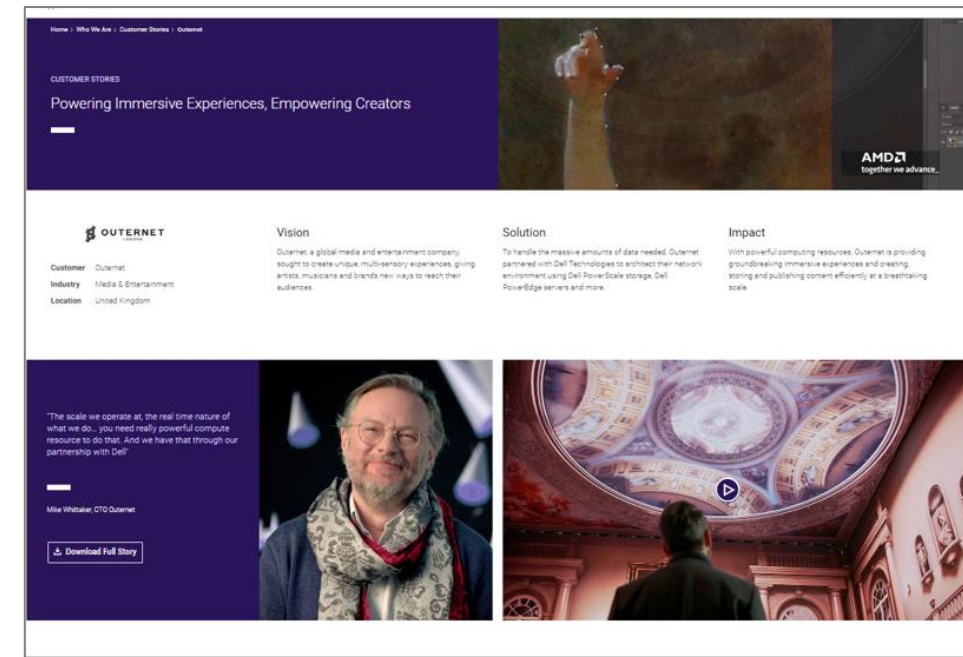It is not mandatory to use the Dell element in a hero banner.

DO
- Make sure the single element is in a 1x4 proportion and place it horizontally under the headline.
- Provide space between the headline/copy and the pattern.
- Use an overlay to ensure your copy stands out if placed over photography or video, complying with accessibility guidelines to ensure legibility.
- Comply with DDS button/CTA guidelines.

NOTE FOR LP Pages:
- LP Pages currently *do not* support use of the single element below the headline.
- This functionality will be added in a future release.

DO NOT
- Use a single element and pattern together within the same hero banner, module or web part. Use one or the other.
- Place the single Dell element near the button/CTA.

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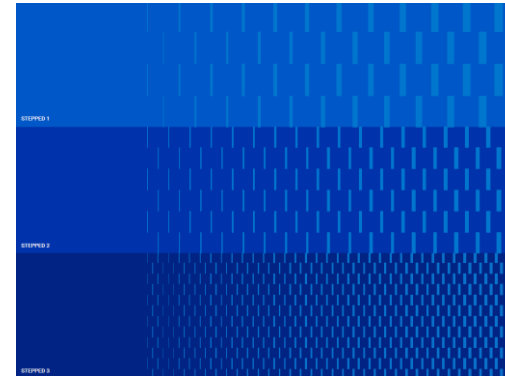# Pattern on Hero Banner & Other Components

The pattern may be applied to the hero banner if the banner is static.

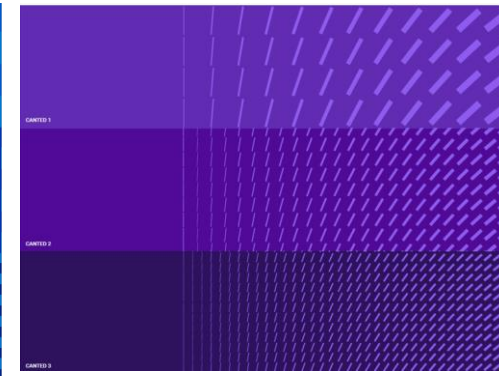It is not mandatory to use the Dell pattern in a hero banner.

DO

- Use the stepped or canted pattern.
- Only use the pattern on the hero banner not on other components.
- Provide space between the headline/copy and the pattern.
- Comply with DDS button/CTA guidelines.

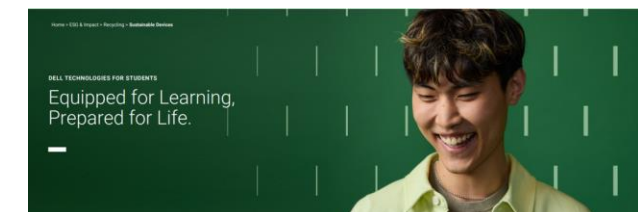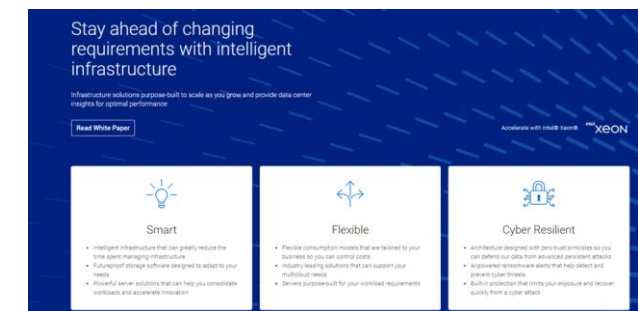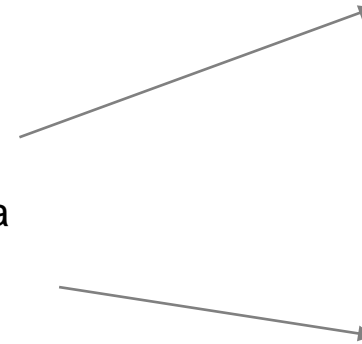Stepped Example   Canted Example

DO NOT

- Use the radial, tiered or linear pattern.
- Use the pattern on page components, either as a background or overlay.
- Use the pattern as full-bleed on the entire page.
- Place the pattern behind or in front of a copy, people, lifestyle image or video.
- Use a pattern and single element together.

DDS Approved Dell.com Colors

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DDS colors (page 1 of 2)

berry-100	#ffebf5
berry-200	#ffc0df
berry-300	#f69ac6
berry-400	#e574aa
berry-500	#cb548d
berry-600	#ba467d
berry-700	#a8396f
berry-800	#7f234f
berry-900	#511230

green-100	#e9f5ce
green-200	#c0dd78
green-300	#9bc438
green-400	#7aa809
green-500	#5d8c00
green-600	#4f7d00
green-700	#436f00
green-800	#2c5000
green-900	#193100

purple-100	#fbebff
purple-200	#ecc4ff
purple-300	#db9eff
purple-400	#c47af4
purple-500	#a95adc
purple-600	#994ccc
purple-700	#8a3fba
purple-800	#66278f
purple-900	#40155c

| black | #000000 |
| white | #ffffff |

blue-100	#d9f5fd
blue-200	#94dcf7
blue-300	#5cc1ee
blue-400	#31a2e3
blue-500	#1282d6
blue-600	#0672cb
blue-700	#0063b8
blue-800	#00468b
blue-900	#002a58

light-blue-100	#daf5fd
light-blue-200	#97dcf4
light-blue-300	#61c1eb
light-blue-400	#36a2e0
light-blue-500	#1885c3
light-blue-600	#0d76b2
light-blue-700	#0468a1
light-blue-800	#004a77
light-blue-900	#002d4b

red-100	#ffecee
red-200	#ffc3c9
red-300	#ff99a1
red-400	#fe6873
red-500	#e4424d
red-600	#d0353f
red-700	#bb2a33
red-800	#8c161f
red-900	#590a0f

gray-100	#f5f6f7
gray-200	#f0f0f0
gray-300	#e1e1e1
gray-400	#d2d2d2
gray-500	#b6b6b6
gray-600	#7e7e7e
gray-700	#6e6e6e
gray-800	#636363
gray-900	#0e0e0e

orange-100	#ffeed2
orange-200	#fec97a
orange-300	#f8a433
orange-400	#e67f01
orange-500	#c96100
orange-600	#b85200
orange-700	#a64600
orange-800	#7d2e00
orange-900	#4f1a00

yellow-100	#feefcb
yellow-200	#f5cd6f
yellow-300	#e6ac28
yellow-400	#ce8d00
yellow-500	#b36f00
yellow-600	#a36100
yellow-700	#925400
yellow-800	#6d3a00
yellow-900	#442200

berry-100-dark	#ffebf5		purple-100-dark	#fbebff
berry-200-dark	#ffc0df		purple-200-dark	#ecc4ff
berry-300-dark	#f69ac6		purple-300-dark	#db9eff
berry-400-dark	#e574aa		purple-400-dark	#c47af4

blue-100-dark	#d9f5fd		red-100-dark	#ffecee
blue-200-dark	#94dcf7		red-200-dark	#ffc3c9
blue-300-dark	#5cc1ee		red-300-dark	#ff99a1
blue-400-dark	#31a2e3		red-400-dark	#fe6873

green-100-dark	#e9f5ce		slate-100-dark	#ebf1f6
green-200-dark	#c0dd78		slate-200-dark	#c5d4e3
green-300-dark	#9bc438		slate-300-dark	#a4b8cd
green-400-dark	#7aa809		slate-400-dark	#839db4

light-blue-100-dark	#daf5fd		slate-500-dark	#40586d
light-blue-200-dark	#97dcf4		slate-600-dark	#293b4d
light-blue-300-dark	#61c1eb		slate-700-dark	#1d2c3b
light-blue-400-dark	#36a2e0		slate-800-dark	#141d28
			slate-900-dark	#0a0e14

orange-100-dark	#ffeed2		yellow-100-dark	#feefcb
orange-200-dark	#fec97a		yellow-200-dark	#f5cd6f
orange-300-dark	#f8a433		yellow-300-dark	#e6ac28
orange-400-dark	#e67f01		yellow-400-dark	#ce8d00

Additional DDS colors (page 2 of 2)

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