Branding and Graphic Standards Guide

MicroStrategy®

Intelligence Everywhere

Contents

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

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 Intelligence Everywhere—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

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.

Copy Guidelines

Voice and Tone: How Do We Sound?

The voice of the brand is innovative, forward-looking, smart, practical, and straightforward. It should be human and helpful. Our audience is intelligent. We should speak to them intelligently. All communications should have real, tangible benefits combined with smart, insightful stories. They should have a clear point of view grounded in the needs of clients and reflective of what is happening in the world. The work should be single-minded—one clear promise grounded in support of that promise.

Storytelling: Bringing the Brand to Life

We're trying to communicate in a world that's overflowing with digital content, and distractions abound. That's why it's important for every communication to be concise, attention-grabbing, and consistent with our brand. That means, when possible, a communication should go beyond simply describing product features or capabilities, and instead present a story that invites engagement, framed within a **problem-solution-offer** structure:

The **problem** should be articulated through a surprising or informative statistic, a relevant current event, or by highlighting a paradigm shift in the market. Ideally, this challenge should be the "hook" to spark a viewer's curiosity.

The communication should highlight a differentiated MicroStrategy **solution** to answer to the challenge presented. It should express why MicroStrategy is able to address the issue better than any other solution.

A compelling **offer**, through a clear call to action, should give the viewer a next step to engage further with MicroStrategy.

Other tips for creating effective communications:

- Enlighten the audience with something new or interesting.
- Ensure the piece delivers on the MicroStrategy promise and differentiates our brand.
- Offer a unique point of view.
- Be brief!

Writing for Effect

We communicate the MicroStrategy brand every time we engage with the marketplace, whether it's through a blog post, a prospecting email, or a brochure. Here are a few tips to help you write content that's engaging and consistent with the brand.

WRITING FOR THE WEB

When writing for the web, expect short attention spans and impatient page visitors. Present information simply, highlight key takeaways, and arrange content based on priority.

Headlines are Key

If a headline or title doesn't grab the reader's attention, it's unlikely that they'll stay on the page for long. Make it snappy and eye-catching.

Break up the Copy

To keep readers from getting intimidated by long walls of text, break up paragraphs into short 2-4 line segments. Putting visual space in text makes it more readable on a screen.

Use Active Voice

Active voice sounds more authoritative, while passive voice sounds, well, passive. Active voice will also help keep your sentences concise.

> *Passive voice: Scalability is a feature of the MicroStrategy platform.*
> *Active voice: The MicroStrategy platform is scalable.*

Put Important Content First

Website visitors tend to scan more than they read, so make sure that the most important items appear first. Making sure that this content is highlighted with graphics or other visual cues are also good ways to ensure that it gets the most attention.

Buzzwords and Bromides

It's tempting to use impressive language in our writing to seem knowledgeable and confident, especially when writing to potential or current customers. But too many industry buzzwords and meaningless or repetitive phrases can muddle your message and have the opposite of the intended effect. The best way to convey your authority on a subject is to convey it simply. Consider this example:

> *MicroStrategy empowers every individual in an organization with actionable intelligence, allowing them to unleash the full potential of their data.*

Writing for the Web (cont.)

This sentence uses buzzwords like "actionable intelligence" and "unleash the full potential," which are overused and generally meaningless. A better way to convey the same message would be:

> *MicroStrategy empowers everyone in an organization to view and understand data, encouraging them to start discussions and solve business challenges.*

> ***MicroStrategy empowers every individual with data-driven dossiers that help them understand data at a glance, discuss findings collaboratively, and take action on data.***

Usually, the buzzwords appear when writing is too general or vague, so a good way to avoid them is to be specific and use examples. Remember that your audience is intelligent—if you want to sell something, be specific about how it will help them instead of relying on overused keywords.

Don't Mess with the 'S'

MicroStrategy always has a capital 'S'—and it's important to keep this consistent for our branding.

WRITING EMAILS

When writing an email, make sure you plan out your message carefully. Marketing emails are deleted more often than not, but if you follow these guidelines, your message will be more likely to reach your audience.

Keep it Short

Your email should only be about 3-4 short paragraphs, and no more than 300 words. Longer messages usually end up being deleted or saved for later. To ensure that your message is as concise as possible, define the purpose for your email and ensure that everything in the email is directly related to this point. For example, if your email is about a recent study on mobile apps, don't use up space discussing unrelated topics like cloud or data hierarchies. When too many topics are addressed in the message, the email can end up distracting the reader.

Solve a Problem

Think about what your average reader wants, and how it relates to what you're offering in the email. Emails that address a specific and relevant issue are more likely to be read.

Be Conversational and Professional

The tone of the email should be friendly, but professional. Emails are generally seen as a less formal communication method, so you can relax your voice to fit the context.

Writing Emails (cont.)

Include a Call to Action

Give your reader something to do—include a link to watch a video, read a report, register for an event, etc. Emails that lack a call to action are a dead end. For example, if you send an email announcing a new webinar, but don't include a link to the registration page, the reader isn't going to register for it.

Write a Compelling Subject Line

Email subject lines have a huge impact on the open rates of emails, so they're imperative to the success of your email campaigns. Some types of subject lines are proven to have a high open rate.

- Give a sense of urgency—imply that the reader will miss out on an opportunity if the email isn't opened.
    - *"Only a few hours left to register for MicroStrategy World!"*
- Appeal to their curiosity—imply that the email contains important information.
    - *"The secret to a successful BI solution"*
- Shortcuts or resources—offer to reduce the reader's workload by offering information in one place. Blog titles do this often ("8 Trends to Watch Out For" and "10 Ways to Build a Successful Business").
    - *"5 things you'll need for Symposium D.C."*
- Getting to the point—studies show that email subjects that succinctly and accurately summarize the contents of the email get higher click rates.
    - *"Webinar Invitation: Make the most of your BI solution"*

WRITING LETTERS

Letters should be written in our formal company voice, as opposed to a more conversational style that might fit in a blog post or email. They should be formatted appropriately with regards to spacing, font, and length, and contain the company letterhead.

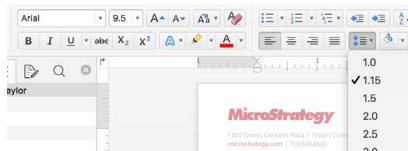Like any other form of communication, a letter should:

• Follow a consistent problem, solution, and offer framework
• Articulate a solution unique to MicroStrategy
• Have a compelling call to action expressed with a sense of urgency

Use letterhead template with 1" margin for text

Font: Arial
Size: 9.5pt
Spacing: 1.15

Example

MicroStrategy®

1850 Towers Crescent Plaza | Tysons Corner, VA 22182
microstrategy.com | 703.848.8600

Return x 1

July 18, 2018

Return x 1

Mr. Bill Martin
Chief Sales Officer
AEG Worldwide
865 South Figueroa Street Suite 800
Los Angeles, CA 90017

Return x 1

Dear Bill,

Return x 1

Running your Sales organization with confidence means having the critical insights you need—down to every seller, channel, and transaction. Our enterprise analytics and mobility platform helps Sales organizations extend the functionality of existing CRM systems from Salesforce.com, SAP, and Oracle to improve forecasting, blend data from across the organization for a more holistic customer view, and increase sales force productivity with mobile apps.

Return x 1

When the Sales team at one of the world's largest pharmaceutical companies needed an intuitive, mobile analytics app to track business performance and identify opportunities, they built it using MicroStrategy. During soft launch—prior to any user training—the utilization rate soared to 70% precisely because the app provided so much value and was easy to use. Today, more than 90% of field reps at Merck rely on this solution for the insights they need to close deals.

Return x 1

We work with over 4,000 enterprise customers such as Coca-Cola, Freddie Mac, and Four Seasons Hotels and Resorts to identify market-changing opportunities with analytics and mobility solutions. Whether it's for territory and quota planning, pipeline management, or prospect analysis, our platform is transforming our customers into what we call the **Intelligent Enterprise**: the ultimate data-driven organization. We help them get answers quickly, monitor performance in real time, and deliver a single version of the truth—anytime, anywhere, on every device.

Return x 1

I've enclosed several materials for you to consider, including our blueprint for the intelligence-driven Sales organization: the **Map of the Intelligent Enterprise for the CSO**. To accompany these, I would like to offer you a complimentary services engagement to accelerate your journey. Our approach has three phases: 1. An **Assessment** that will review your current intelligence practices and benchmark your organization across 30 critical capabilities, including federated analytics, embedded intelligence, mobile productivity, and big data analytics. 2. An **Advisory** that will engage in a structured program with your technical and business teams to identify the optimal Intelligence Architecture and action plan. 3. A **Pilot** implementation addressing a business challenge of your choice to demonstrate proof of concept and the value our platform can bring to your enterprise environment.

Return x 1

Please call my office at (703) 744-6420 to take advantage of our offer. I would be happy to help arrange next steps.

Return x 1

Sincerely,

Return x 4

Kevin Norlin
Senior Executive Vice President, Worldwide Sales
MicroStrategy (Nasdaq: MSTR)

Return x 1

Enclosures:
1. Intelligent Enterprise Solution Guide
2. Map of the Intelligent Enterprise for the CSO
3. MicroStrategy Sales Solution Guide
4. Forrester Wave: Enterprise BI Platform Report
5. Assessment Overview

WRITING BLOG POSTS

Provide useful and relevant content. Blogs should provide best practices, answers to commonly asked questions, information, and research that are relevant to your audience and serve as a resource for learning and inspiration.

Curb the sales message and self-promotion. Blogs and other top-of-the-funnel content resources should not be promotional, except for major announcements or events. A blog that reads like an advertisement is comparable to presenting a first date a framed picture of yourself as soon as he or she opens the door. In a recent survey of B2B buyers, 74% recommended vendors curb the sales messages in their content.

Write attention-grabbing headlines and first paragraphs. Recent studies show that while 80% of people will read headline copy, only 20% will read the rest of the content. Spend time on your headlines. Don't start with a throwaway first line in your blog such as "For years, the pace of technology has been accelerating" or "As we all know, digital transformation is a must for every organization."

Use keywords that are valuable to your organization and your audience to increase SEO and interest. Answer questions commonly asked by your audience in search engines or incorporate these common questions into your title. Use top keywords as defined and researched by your organization.

Blog and publish consistently. Establish a cadence for publishing (at least once a week), and if you're an established author or one who wants to be established, publish a post at least once month. People follow blogs and authors that they know regularly publish useful or informative content.

Use a conversational tone, short sentences, simple language, and your own unique voice. Break up long paragraphs. This is a blog, not a white paper or a report. Studies have shown that if a vendor's content is too formal or too verbose and the reader gets lost even for a second, they will stop reading. Learn about the Flesch-Kincaid Readability Standards here. Don't go long unless it's absolutely necessary.

Use subtitles and bulleted or numbered lists. This will increase readability and the chance that people will continue reading your post. Most readers in today's world scan. Do something to capture their attention.

Use infographics, images, and video in place of or to break up text. Add something to capture the scanning reader's attention. When using images, make sure they're titled with related SEO-conducive keywords.

Use data and research to support content. This is the number one request of B2B buyers. In addition, make sure you always credit, cite, and link to your sources.

Add insights from industry thought leaders and analysts and credit and link out to them. This is another request of B2B buyers, and it generates much goodwill.

Want more tips? Read 27 Reasons People Aren't Reading Your Blog Posts.

Our Visual Brand

Logo Hierarchy, Scale, and Placement

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.

Logo uses

- Legal communication
- Corporate communication

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

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

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)

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 Design team' 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" or (7 mm) or smaller than .14" (3.5 mm) for print and presentation purposes.

Primary company icon

Alternate company icon

PRIMARY EVENT LOGOS

World is the only company initiative that has a unique logo created on an annual basis. The logo is developed to enhance the event and provide distinction year over year.

In conjunction with World, a Sales Kickoff (SKO) logo will be created to support the event.

The design of the event logos are at the discretion of the Design team and are to be used only during the promotion of the event and during the event.

SECONDARY EVENT AND PROGRAM LOGOS

These secondary logo lockups should be used to differentiate our core business from our events and other company programs and offerings.

The logo lockup consists of the M icon and text set in Myriad Pro. Review the two examples to the right.

Event Criteria
• Has consistent demand generation
• Supports opportunity pipeline of 2M per quarter
• Has significant external presence of at least 3 events per month

Program Criteria
A program provides a unique experience and has a long-term initiative.

• Does not generate revenue
• Provides positive equity for the brand
• Engages 500 people or more in a quarter

PARTNER LOGOS

Third-party partners should use lockups to the right when promoting their role as a MicroStrategy partner. Third parties should only use the lockups unless otherwise specified.

MicroStrategy®
GLOBAL ALLIANCE

MicroStrategy®
OEM PARTNER

MicroStrategy®
TECHNOLOGY
PROVIDER

MicroStrategy®
CERTIFIED SOLUTION
PROVIDER

NO LOGO

When referring to individual department or team names, the MicroStrategy logo is unnecessary to use. This is because the name is being referenced internally or because the MicroStrategy logo is displayed independently of the department or team name. This prevents duplication and desaturation of the MicroStrategy logo.

In these cases, the department or team name should be set in Myriad Pro Light.

Logo uses
• Departments
• Internal teams

PRODUCT MARKETING
or
MicroStrategy Webinar Series

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 the design team.

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 below.

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

90% 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: #FFFFFFFF

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 The design team's 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".

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.

< 0.75", 19mm or 72px

< 1", 25mm or 96px

< .5", 13mm or 48px

< .275", 7mm or 26.4px

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 the design team 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 icons 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.
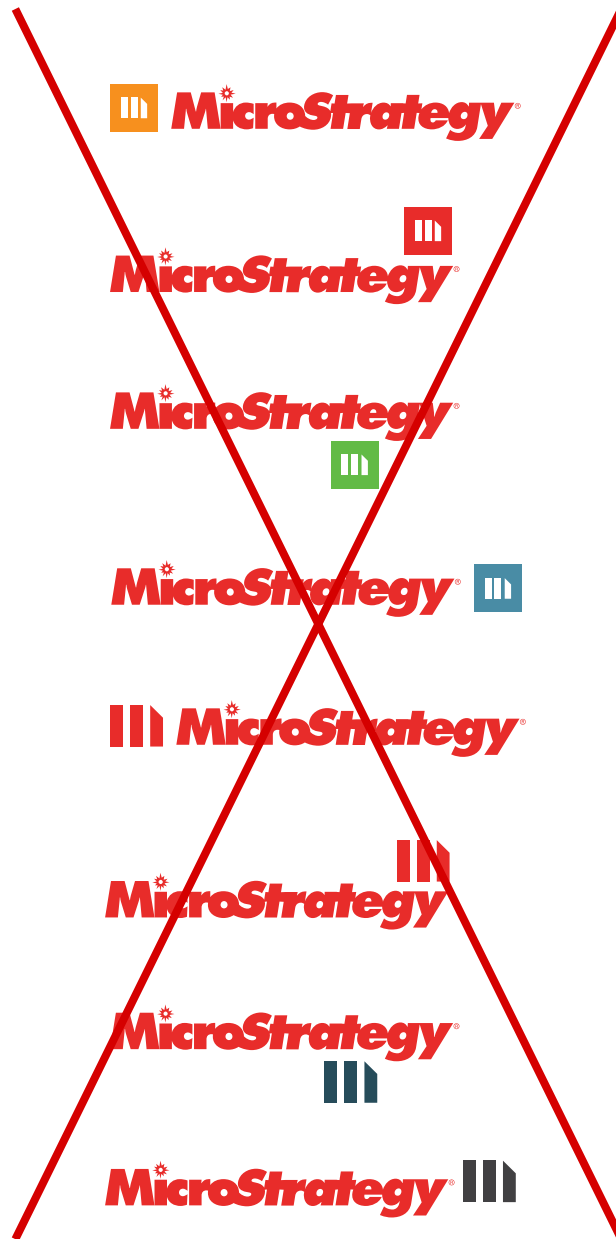
Color Palette

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.
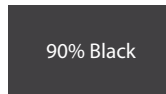
Primary color

PMS 1795

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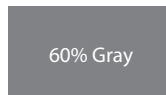**On-screen:** RGB: 217 35 46
HEX: # d9232e

Strength
Power
Passion

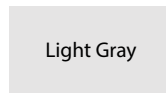### Secondary palette

90% Black

Print: CMYK: 0 0 0 90
On-screen: RGB: 65 64 66
HEX: #3333333

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
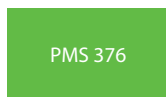**On-screen:** RGB: 228 228 228
HEX: #f2f2f2

Accent palette

PMS 144

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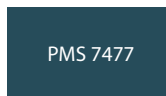**On-screen:** RGB: 255 145 0
HEX: #ff9100

Courage
Success
Originality

PMS 376

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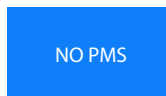HEX: #68aa00

Growth
Fresh
Revenue

PMS 7477

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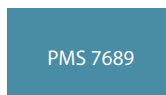
Integrity
Trust
Loyal
Intelligence

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

Corporate Typefaces

CORPORATE TYPEFACES

The typeface for the MicroStrategy brand was chosen because of its flexibility and style. The Myriad Pro font family has many variations, ranging from regular and condensed to bold and italic.

The Myriad Pro font family is available on all Macintosh hardware. This page contains the complete set of faces for the Myriad Pro family that should be used in all collateral, advertisements, and graphics.

For printed body type in, please use Myriad Pro Light. The other faces within the family (e.g., Bold, Bold Italic, or Condensed Bold) can be used for titles, call-outs, headers, or sub-headers.

In printed documents, the body type should be set in 90% black.

Please refer to the following page for alternate fonts used properly.

Myriad Pro

Myriad Pro Light | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Myriad Pro Light Italic | abcdefghijklmnopqrstuvwxyz
ABCDEFGJOPQRSTUVWXYZ*

**Myriad Pro Regular | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*Myriad Pro Italic | abcdefghijklmnopqrstuvwxyz
ABCDEFGJOPQRSTUVWXYZ*

**Myriad Pro Semibold | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Myriad Pro Semibold Italic | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

**Myriad Pro Bold | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Myriad Pro Bold Italic | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Myriad Pro Condensed | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Myriad Pro Condensed Italic | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

**Myriad Pro Bold Condesed | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

***Myriad Pro Bold Condensed Italic | abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

For our website body copy, the standard font is Lucida Grande.

Lucida Grande
Regular
Bold

Arial is the approved typeface to be used with Microsoft Office® programs, such as PowerPoint and Word, and in iWorks programs, such as Keynote and Pages.

Arial
Regular
Italic
Bold
Bold Italic

Typeface Guide

Please use the following typefaces for each medium.

Online advertising	Myriad Pro
Print advertising	Myriad Pro
Booths and signs	Myriad Pro
Collateral (postcards, brochures, flyers, etc.)	Myriad Pro
Forms	Arial
Packaging	Myriad Pro
Powerpoint presentations	Arial
Keynote presentations	Arial
Word documents	Arial
Pages documents	Arial
Other Microsoft Office programs	Arial
Other iWorks programs	Arial
Online newsletters	Arial
MicroStrategy website titles	Myriad Pro
MicroStrategy website body copy	Lucida Grande
MicroStrategy website graphics	Myriad Pro/Lucida Grande
MicroStrategy wiki page	Arial
Video typography	Myriad Pro
App development	Helvetica

Paragraph Styles

Note for designers: Refer to the InDesign paragraph styles to know what font, color, and size to use for specific parts of text on a regular 8.5"x11" or other similarly sized document. For postcards, ads, and designs that cover a larger area, please visually adjust the typefaces and style to accomodate the purpose of the piece and highlight various portions of the documents through visual hierarchy.

In printed documents, the body type should be set in 90% black, MicroStrategy red, or knocked out text (white).

The text treatment for a quote within a document includes a graphical element behind the text. This is to help create visual interest by setting it apart from the body copy portion of the document. The graphic is sized proportionally to the text and at 15% black.

Myriad Pro, Bold Italic,
MicroStrategy red,
38pt

Myriad Pro, Light,
MicroStrategy red,
20pt

Myriad Pro, Light,
90% black,
13pt

Myriad Pro, Semibold,
MicroStrategy red,
12pt

Myriad Pro, Semibold,
MicroStrategy red,
12pt

Myriad Pro, Light,
90% black,
10pt

Myriad Pro, Light,
90% black,
-0.0972 in bullet indent
10pt

QUOTE:
Myriad Pro, Italic,
MicroStrategy red,
13pt

SOURCE:
Myriad Pro, Semibold
and Light,
MicroStrategy red, 9pt

COVER TITLE

Section Title

1st Headline

2nd Headline

3rd Headline

Body copy

• Bullet list

"Quote layout with graphical element."

—First name Last name
Title, Company

Icons and Imagery

LINE ICON STYLE

Outlined icons should be used on web layouts. At times, outlined icons can be used on presentations. Please consult with the design team for help. These icons should mostly be 70% black or red.

Sample of icon style

ILLUSTRATION STYLE

Filled-in icons should be used when creating complex illustrations, such as scenes or composite images.

Sample of illustration style

OTHER SOCIAL MEDIA ICONS

When using other social media company icons, use one of the styles presented here.

These icons are usually shown unlabeled. The plain 80% gray version should be used for page body links or sidebar links in the website, and in smaller areas in print. The white version should be used in similar instances on a dark background.

PHOTOGRAPHY STYLE

Our use of imagery is meant to elevate our products and create excitement, innovation, and excellence.

We use imagery in six distinct ways.

Interactions

Express movement and positive outcomes.

- Subjects are lively and convey positivity
- Individuals or groups should feel caught in the moment
- Settings interact with the moment
- Highlight how MicroStrategy enhances life and business
- No forced or posed expressions or actions
- Should always be digital, never manual (handwritten, clipboards, printed paper)
- An element within the photo should be MicroStrategy red

Compositions

Create openess and enhance focal point with use of negative space.

- Negative space directs eye to main focus
- Including negative space around subject leaves room for additional design elements or text
- Highlight subject or activity being experienced by keeping composition simple
- Should always be digital, never manual (handwritten, clipboards, printed paper)
- An element within the photo should be MicroStrategy red

Graphical elements

All MicroStrategy templates are available to the design team. Please ask if you need an example of an existing template.

Most graphics will use a red background as a starting point and to add movemnet to the composition, red bands can be superimposed to either frame text, to anchor other design elements, or all over as a background.

TEXT

Footer and Boilerplate

FOOTER OF ALL DOCUMENTS

The footer should appear as shown here. The design team assigns an ID code to every design project. The job ID should be set in Myriad Pro Condensed and less prominent than the rest of the text.

The website should always appear without the "www." Whenever possible, change the website text color to the corporate red, or white if it is on a red background.

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LEGAL BOILERPLATE

Add the full boilerplate on documents that are over four pages in length. The current boilerplate can be found on Trademark Use SharePoint page.

SAMPLE (does not include all trademarks and patents)

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EMAIL FOOTER

There are four types of signatures that can be found on the Email Footer Gallery on SharePoint.

First and foremost, use the MicroStrategy lockup. Secondary signatures should be used when appropriate to highlight an event, product, or trend.

If you need to include additional links, do so by adding text links below the MicroStrategy logo.

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CREATIVE TEMPLATES

For access to presentation and word doc templates, icon library,
stock photography, etc., please visit: SHAREPOINT