



# MICROSTRATEGY BRAND GUIDE.

# Say hello. To the future.

Bold colors. Creative genius. Familiar yet unpredictable.  
This is the guide to everything you need to know about MicroStrategy.

Who we are. What we do.

This is it. The one version of the truth.

# Creative Guidelines

We’ve created a branding system that will unify all assets and representations of MicroStrategy. More specifically, across Digital Marketing and Events.

<b>The Brand</b>	Brand Mission Brand Vision
<b>Tone of Voice</b>	Who We Are 5 Principles
<b>Design Principles</b>	Colors Typography MicroStrategy Logo ONE Brand Trademarks Imagery Illustrations Icons Animations Mascot
<b>Brand in Action</b>	Events Booths Pop-Up Banners Social Media Brochures Video Covers

**THE BRAND.**



## BRAND MISSION

The brand mission is focused on the ability to do more with data analytics in combination with AI technologies.

# Do more with your data.

Our mission is to boost productivity and user engagement with AI-driven app workflows for all users. This enables organizations to develop more dynamic product experiences. All based on the simplicity of natural language.

## BRAND VISION

The brand vision is focused on extending data accessibility to all users.

# Intelligence everywhere.

Our vision is a world where the democratization of data fuels revolutionary ideas and impactful innovations that defy all expectations.

**tone of voice.**

# Make it conversational.

It's about speaking to people about our technology in a way that they understand. Context clues? Use cases? Plain terms?

We're here for it.

## WHO WE ARE

Our brand personality relies heavily on the tone of voice for maintaining consistency and energy across communications.

### What we are:

#### Simple and sleek

We're to the point.

#### Intelligent

We're obsessed with data and we're confident. People trust us.

#### Creative and innovative

We're witty and engaging.

#### Lively and bold

We do things differently and have new ideas.

#### Polished and articulate

High quality, we use words with intention.

### What we aren't:

#### Chaotic or messy

Avoid using too many images, colors, or words that distract.

#### Lengthy

Stick to the script, be relevant.

#### Inconsistent

Our voice is always consistent.

#### Old school or irrelevant

Our words should tell everyone that innovation is back.

#### Boring

Write something you want to read, crack a joke, add human voice.

# 5 PRINCIPLES

## Simple

We’re mindful with our products and our words. Be brief. To the point. Sometimes, less is more. Think about the words you want to use. Tell a story in a way that’s easy to understand.

“Design the ultimate data experience.”

**WHAT NOT TO DO:**

“Use Dossier features to design custom applications for any specific user.”

Don’t be too wordy.

## Intelligent

Focus on quality over quantity. We have insanely cool products and language is how we convey what our products can do. It’s important to know what we’re talking about and to ensure all information is accurate and updated across assets.

“The semantic graph is our superpower. It provides trusted object reusability and transparent data lineage at scale.”

**WHAT NOT TO DO:**

“The semantic graph provides one version of the truth for analytics.”

What does this even mean? Don’t leave users with questions.

## Creative

We’re a team of creative thinkers. And we’re comfortable with word play. Puns. 90s references. Dad jokes.

We believe in creativity that elegantly enhances overall messaging. In being funny, but not poking fun. In enjoying the humor that lies in using the artistry of language. Our golden rule? Write something you’d want to read.

“Apps for every layout and color of the imagination.”

**WHAT NOT TO DO:**

“Design many different analytics applications for your users.”

Yawn! Boring. It’s simple but not the simple we’re going for. Write something you’d be impressed with.

## Bold

We’re not like everyone else. We don’t think like everyone else, and we surely don’t talk like everyone else. We write words and phrases that stand out.

“We’re more than an analytics company. We’re fearless of firsts. And we’re obsessed with creating data experiences that fuel new ideas.”

**WHAT NOT TO DO:**

“MicroStrategy has always been first to innovation and a leader in the space. We were a leader in mobile analytics and introduced Hyper in 2019.”

Don’t be like everyone else.

## Polished

We design with intention. We’re articulate. We’re sophisticated. And we distinguish ourselves from others with exceptional quality and execution. This principle ties it all together.

“Polished can be conveyed in our words, images, videos, events, and the combination of it all. The focus is on consistency and the big picture.”

**DESIGN PRINCIPLES.**

COLORS



## ICONIC RED

The MicroStrategy Red is what we're known for. For being bold, being fearless of firsts, and being a power player in innovation.

# We're not like the rest.

Color has always helped us to stand out.

In a sea of greens and blues, our **Iconic Red** takes command of the room (and especially, the digital space).

# COLOR PALETTE



## Main Colors

The primary colors that we use have remained the same for many years. Sleek and simple.



## Secondary Colors

The secondary colors modernize and infuse new energy and excitement into the brand. Think a little lighter, literally.



## Neutral Colors

Neutral colors are used for specific fonts or background colors.

### ALMOST BLACK

#161224

Enhanced contrast. Secondary colors are used, typically, in combination with black.

### ICONIC RED

#D9232E

The iconic red represents the confidence and the power we leverage to make bold moves.

### ELECTRIC VIOLET

#A852EF

Same color family as red. This color allows us to have a little fun. It is used sparingly in digital, creative, and social.

### LAVENDER

#E2A5FA

Typically used with darker PowerPoint backgrounds or as an accent color. This color adds a lighter, more playful tone to our typically bolder colors.

### PIXEL PINK

#FF555F

Think of this as our secondary red. It's easier on the eyes than our iconic red and brightens up our color palette.

### DARK GRAY

#2D2B42

Typically used as a background to create depth. Adds dimension to our overall color palette.

### GRAY

#4D4C6A

There's another gray in the family. This gray color is primarily used as a background color.

### LIGHT GRAY

#6F739D

This gray works as a neutral color but is vibrant enough to work well with secondary colors.

### ALMOST WHITE

#F6F6F9

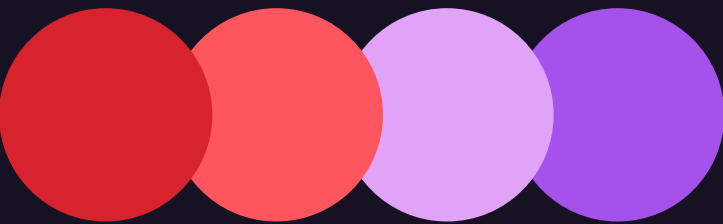
Used as a background to create depth. Helpful for accessibility purposes.

# GRADIENTS

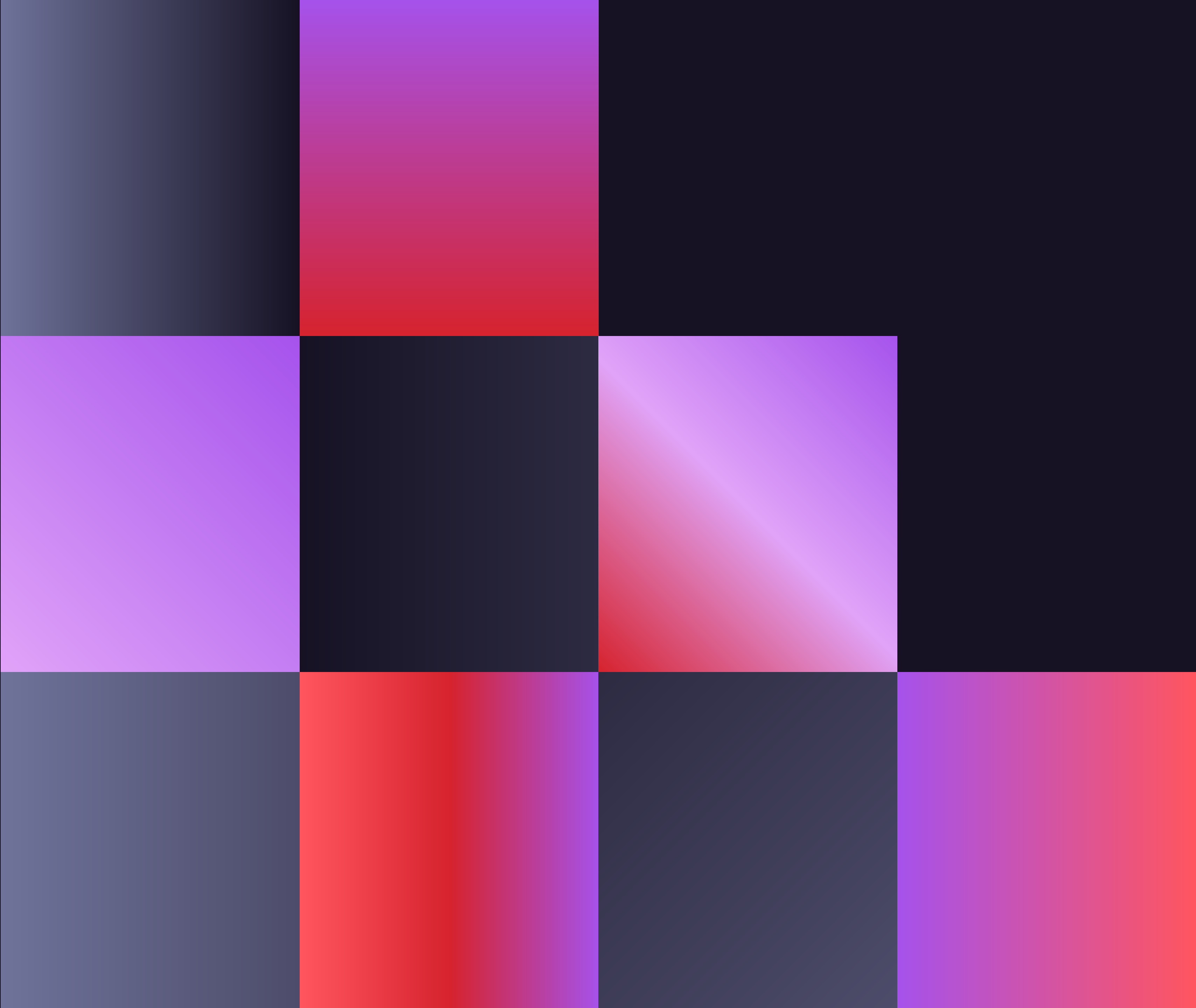
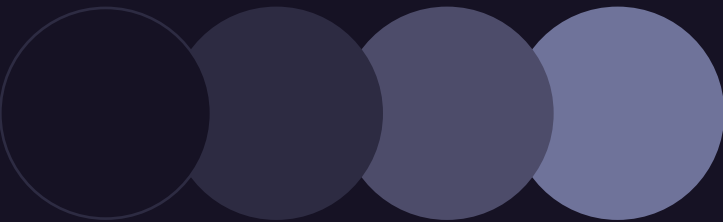
Gradients are a key component of our visual identity. They help us create more visually appealing compositions, which can hold the audience’s interest.

- 1. Create gradients using colors from our palette.
- 2. Don’t merge saturated colors with desaturated tones (shades of gray).

## Saturated Colors



## Desaturated Colors



TYPOGRAPHY

# Personality. In written form.

Typography is an expression of our brand personality and helps to convey our story. Just like colors, it creates a total visual experience. From simple to energetic, words can be dynamic.

# TYPOGRAPHY

Typography is one of the main elements of our brand. It helps to maintain consistency, create clarity and provide a unique look to the brand as a global leader in business intelligence solutions.

## Proxima Nova

- Light - 300
- Regular - 400
- Regular Italic - 400
- Semi Bold - 600
- Bold - 700

## Arial

- Regular - 400
- Regular Italic - 400
- Bold - 700

## OFFICIAL FONT

# Proxima Nova

MicroStrategy uses Proxima Nova as the main type family for the website, and for assets that can not be edited.

1. Proxima Nova can be used across the entire website and by the Graphics team for assets that will not be altered outside of that specific team.
2. For example, Social thumbnails (LinkedIn, etc.) can be Proxima Nova because these graphics will not be altered outside of the Graphics team.
3. Other examples include: Paid Ads, PDFs or White Papers for online distribution or printing, and Canva templates that provide the Proxima Nova font.
4. If it is an asset that will not be altered or opened by users outside of Graphics, we will use Proxima Nova. If the asset MAY be altered OR the asset needs a universal font, we will NOT use this font.

## UNIVERSAL FONT

# Arial

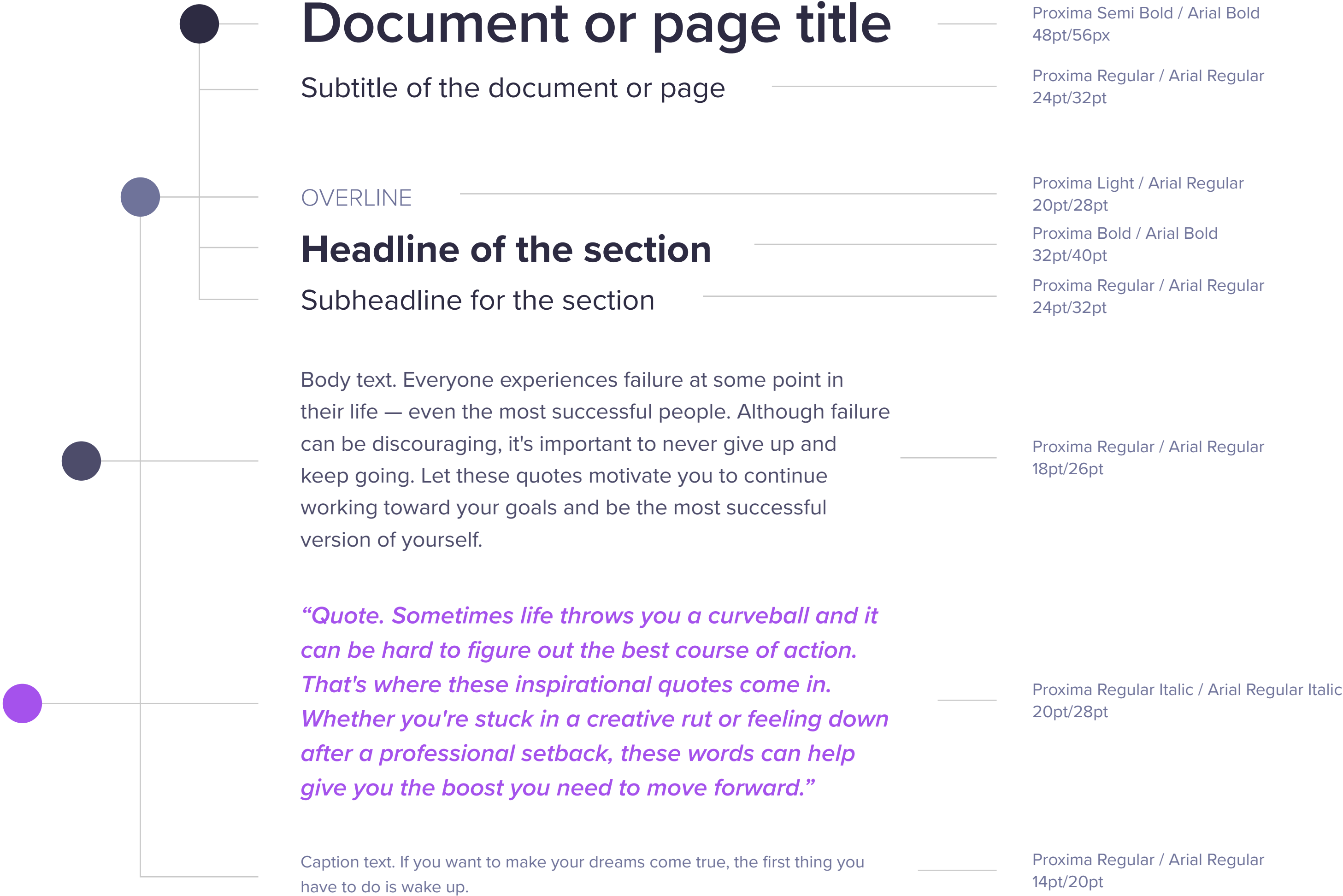
MicroStrategy uses Arial as the type family when an asset is available for editing or sent to a large subset of users. Arial provides a universal font that can be viewed across machines.

1. Arial is typically used for PowerPoints and digital emails (universally available). Arial should be used when many users can view or edit content.
2. Examples of when Arial should be used: Corporate presentations, Product presentations, Corporate emails, or any legal documents.
3. What does universal font even mean? It ensures that everyone across the company maintains the same font and formatting for specific assets when they open on a computer—regardless of if it is a PC or a Mac. If a user opens an asset that may use a font that’s not available, errors or loss of content can occur.

# TEXT HIERARCHY

These are a simple set of rules that help us share our message in a legible and user-friendly manner. Text hierarchy determines whether the user will want to read our stories or not.

1. Use appropriate visual differentiation between adjacent blocks of text, such that each block’s role is easily discernible.
2. Use white space between blocks of text.
3. Font sizes shown here are just recommended examples. You don’t have to stick to these values but please keep the proportions between each type.



MICROSTRATEGY LOGO



# WORDMARK

The MicroStrategy wordmark is the most official and oldest presentation of our name. The original wordmark focuses on Strategy with a starburst

1. Use the wordmark for external purposes that might be more formal, or in a scenario in which the brand name should be highlighted. This might include an Event Booth, Event Sponsorship listing, or a White Paper.
2. Preferred location: in the top left corner of assets.
3. Use on light backgrounds - for other cases, choose one of the available variants.
4. Colors used: Red/Dark Gray/White.
5. Minimum sizing:
  - A. Print: 0,2in / 0,5cm,
  - B. Digital: 20px.
6. For small logos (0,4in / 1cm / 48px) use the secondary version (remove tagline "INTELLIGENCE EVERYWHERE").

PRIMARY



SECONDARY

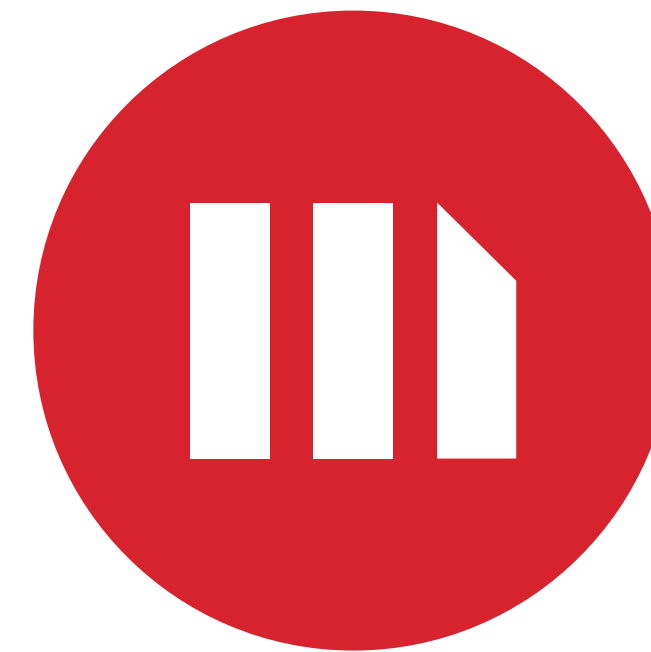


# ICON

The “m” is our most iconic logo. At its base is data visualization. It’s at the core of all graphic design. Almost all digital or print assets have the “m”.

1. Use the icon for more general purposes and in our internal graphic environment when it is easy to connect the icon with the brand (social media posts, website, and other assets).
2. Preferred location: in the top right or bottom right corner of assets.
3. Use on light backgrounds - for other cases, choose one of the available variants.
4. Colors used: Red / Dark Gray / White.
5. Minimum sizing:
  - A. Print: 0,3in / 0,75cm,
  - B. Digital: 32px.

## BASE ICON



## LOCKUP



MICROSTRATEGY

# BRAND FAMILY

## INTERNAL USAGE



## PARTNERSHIP PROGRAM



## CO-BRANDING



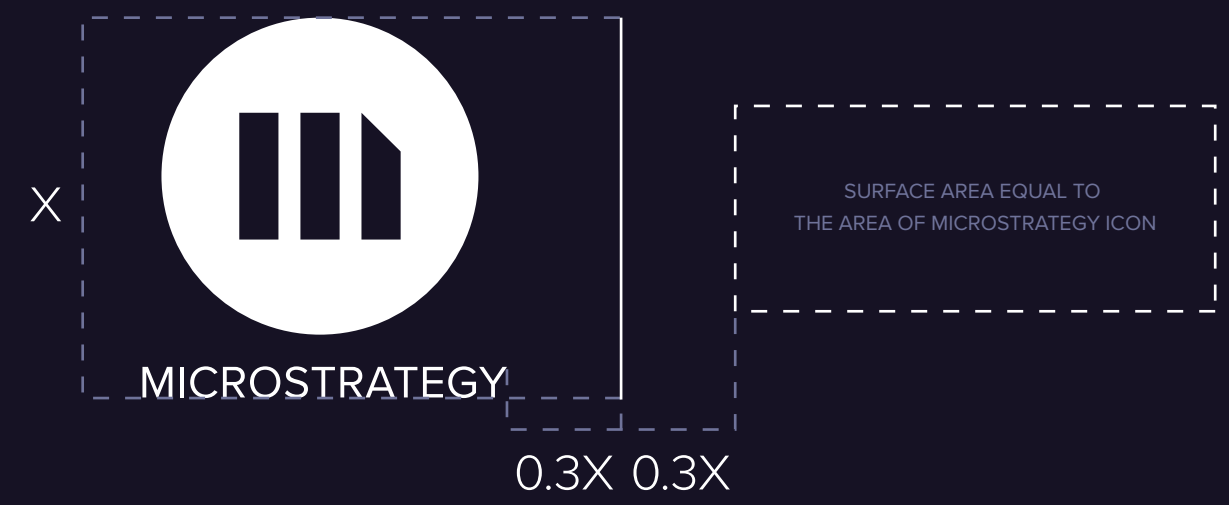
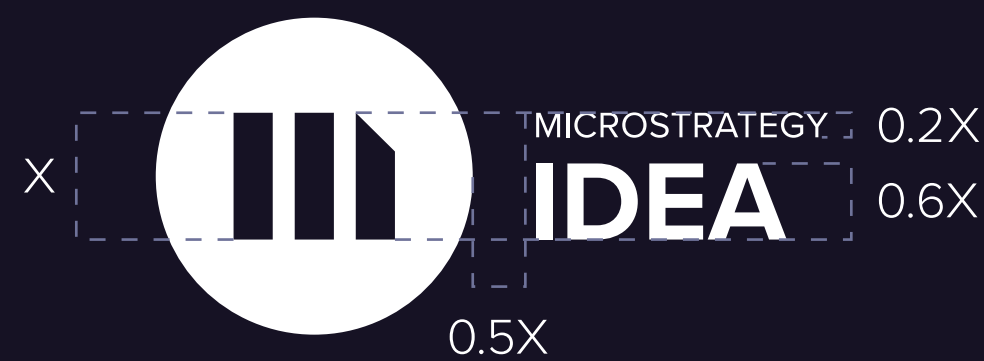
# SAFE ZONE

Safe (isolation) zone defines the minimum distance between the logo and adjacent elements. This helps us ensure the proper legibility of our logo and its easy identification among other design elements.



# COMPOSITION RULES

Composition rules deal with basic proportions and dependencies. They ensure that we deliver the same experience regardless of the evolution of the brand identification system.



# BACKGROUND COLOR MATCHING

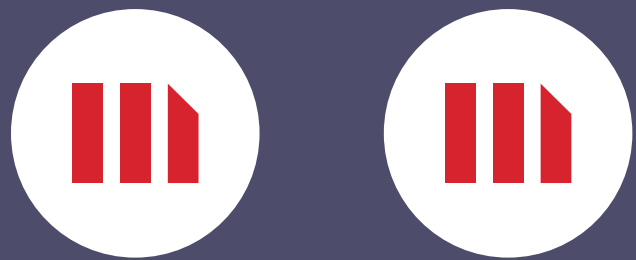
For non-white/light backgrounds, or in cases where you have a limited choice of colors, use one of the available variants of color combinations.

Primary logos are used on black (very dark background) with a contrast ratio (background vs Iconic Red) of at least 3:1.



MICROSTRATEGY

Inverted logos are used on any type of dark backgrounds (colors, gradients, images). Their monochromatic version can also be used on dark backgrounds.



MICROSTRATEGY



MICROSTRATEGY

Monochromatic logos on white or very light backgrounds.



MICROSTRATEGY

# DO NOTS

List of modifications that should be avoided in order to preserve the brand identity.



Do not change the official colors, or use the image as a background fill.



Do not use the logos on backgrounds without sufficient level of contrast.



Do not merge the official wordmark with an icon.



Do not outline logos.



Do not modify the shape, proportions, or orientation of the logo.



Do not use the “m” symbol without the round background.

ONE BRAND



## ONE WORDMARK

The MicroStrategy ONE platform was officially launched in May 2023. With the “E” indicative of the core focus on analytics.

Use the ONE wordmark when there is already a mention of MicroStrategy with an image, article, or asset. The mention of MicroStrategy should be in the main title, subtitle, or prominently displayed. In such cases, the repetitive “MicroStrategy” lockup with “ONE” is not necessary.

PRIMARY

The wordmark "ONE" in a bold, red, sans-serif font. The letter "E" is stylized with three horizontal bars.

SECONDARY

The wordmark "ONE" in a bold, red, sans-serif font, with the stylized "E". Below it, the tagline "THE AI/BI PLATFORM" is written in a dark blue, sans-serif font.

# ONE LOCKUPS

In cases where the ONE brand is not sufficient to uniquely identify MicroStrategy, we should use a tagline with the ONE brand.



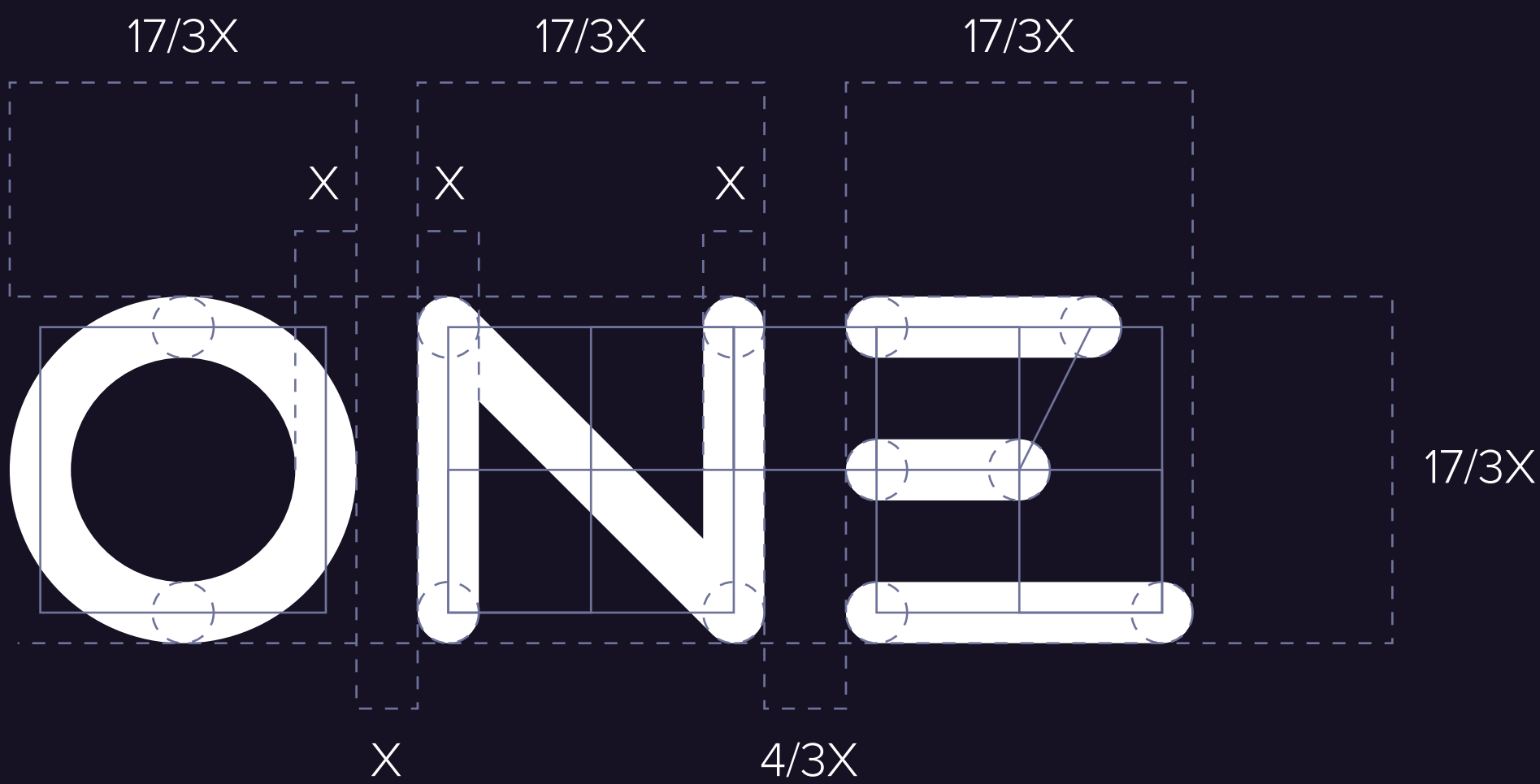
## SAFE ZONE

Safe (isolation) zone defines the minimum distance between the logo and adjacent elements. This helps us ensure the proper legibility of our logo and its easy identification among other design elements.



# COMPOSITION RULES

Composition rules deal with basic proportions and dependencies. They ensure that we deliver the same experience regardless of the evolution of the brand identification system.



# BACKGROUND COLOR MATCHING

For non-white/light backgrounds, or in cases where you have a limited choice of colors, use one of the available variants of color combinations.

Primary logos are used on black (very dark background) with a contrast ratio (background vs Iconic Red) of at least 3:1.



White monochromatic logos are used on any type of dark backgrounds (colors, gradients, images).



Monochromatic logos on white or very light backgrounds.



DO NOTS

List of modifications that should be avoided in order to preserve the brand identity.



Do not change the official colors, or use images or gradients as a background fill.



Do not use the logos on backgrounds without sufficient level of contrast.



Do not use as an icon that competes with the MicroStrategy Brand Icon.



Do not outline the logo.



Do not modify the shape, proportions, or orientation of the logo.

TRADEMARKS

# Use of trademarks

Use the trademark symbol on the word in the first instance of a page or content asset. This might be a page title or a paragraph on the page. After this initial instance, there is no need to continue adding the symbol throughout the entire content asset.



# PRODUCTS

Some of our product terms will use the ® symbol. This means that the trademark has been officially registered.

The ™ indicates a trademark that is still pending final registration approvals or execution with the offices. Both can be used when relevant.

## Officially registered products

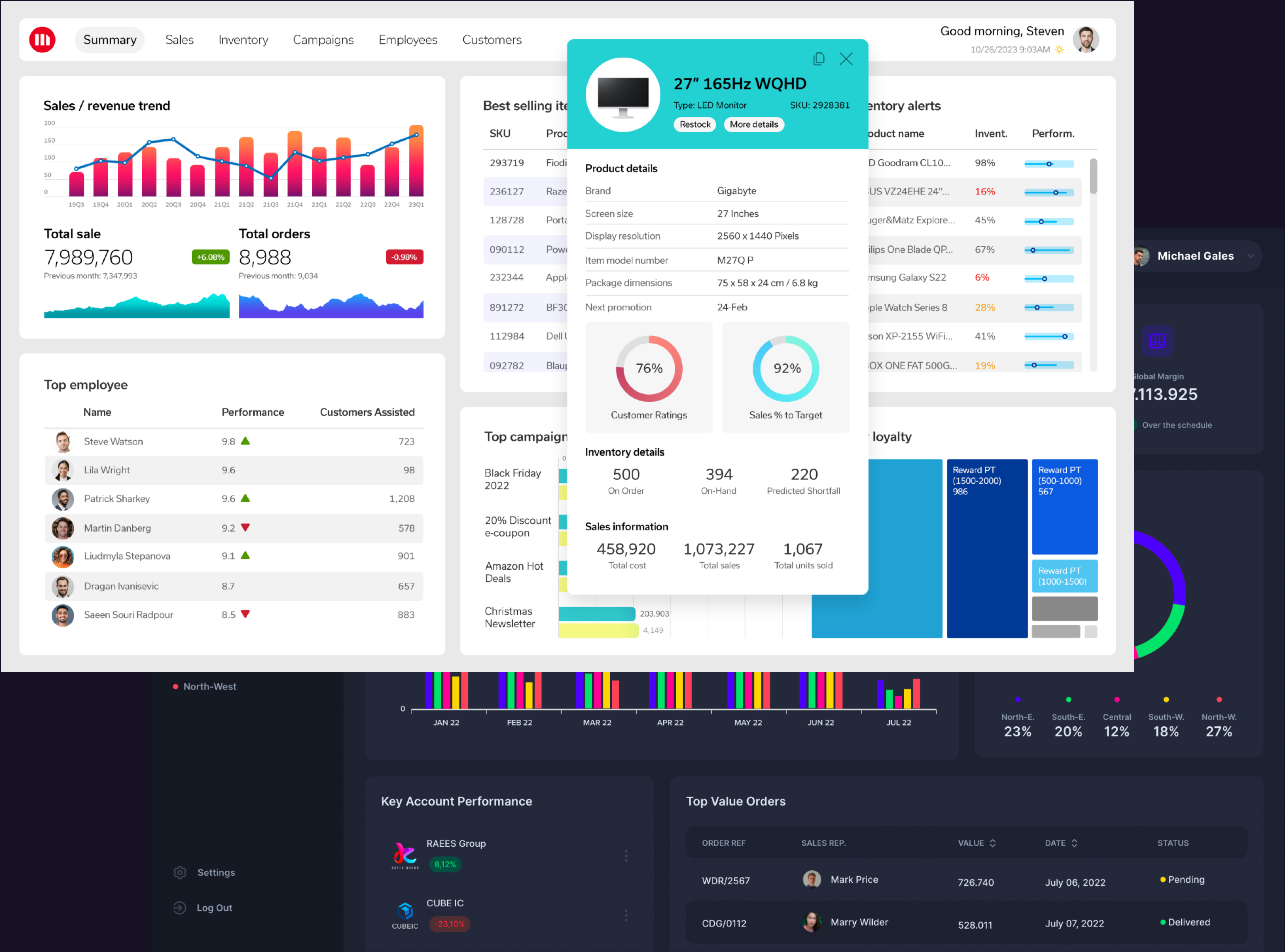
- Dossier®
- HyperIntelligence®
- HyperWeb®
- HyperVision®
- HyperMobile®
- Intelligent Enterprise®
- MicroStrategy ONE™ (Pending Official Registration)

IMAGERY

# PRODUCT

Product images enable MicroStrategy to showcase what the platform can do in a compelling and engaging manner.

1. Most often, images should be based with a specific feature or use case.
2. Ensure that product images leverage accurate depictions of the product interface (unless it is a Futures feature). The image should be easy to understand. The product image should be full screen of the interface for visibility.
3. Images that are not full-screen should use a background that matches the MicroStrategy color palette. For example, a purple gradient. “Images” may also be static images or animations that showcase the product feature in action.
4. Product images are typically used on what we refer to as “product pages” that outline platform capabilities. More in-depth assets such as eBooks or White Papers may also leverage them.
5. Do not present device or browser frames.





## NON PRODUCT RELATED IMAGES

We should use non product related images only when it's easy to connect the image with the key message of the artwork.

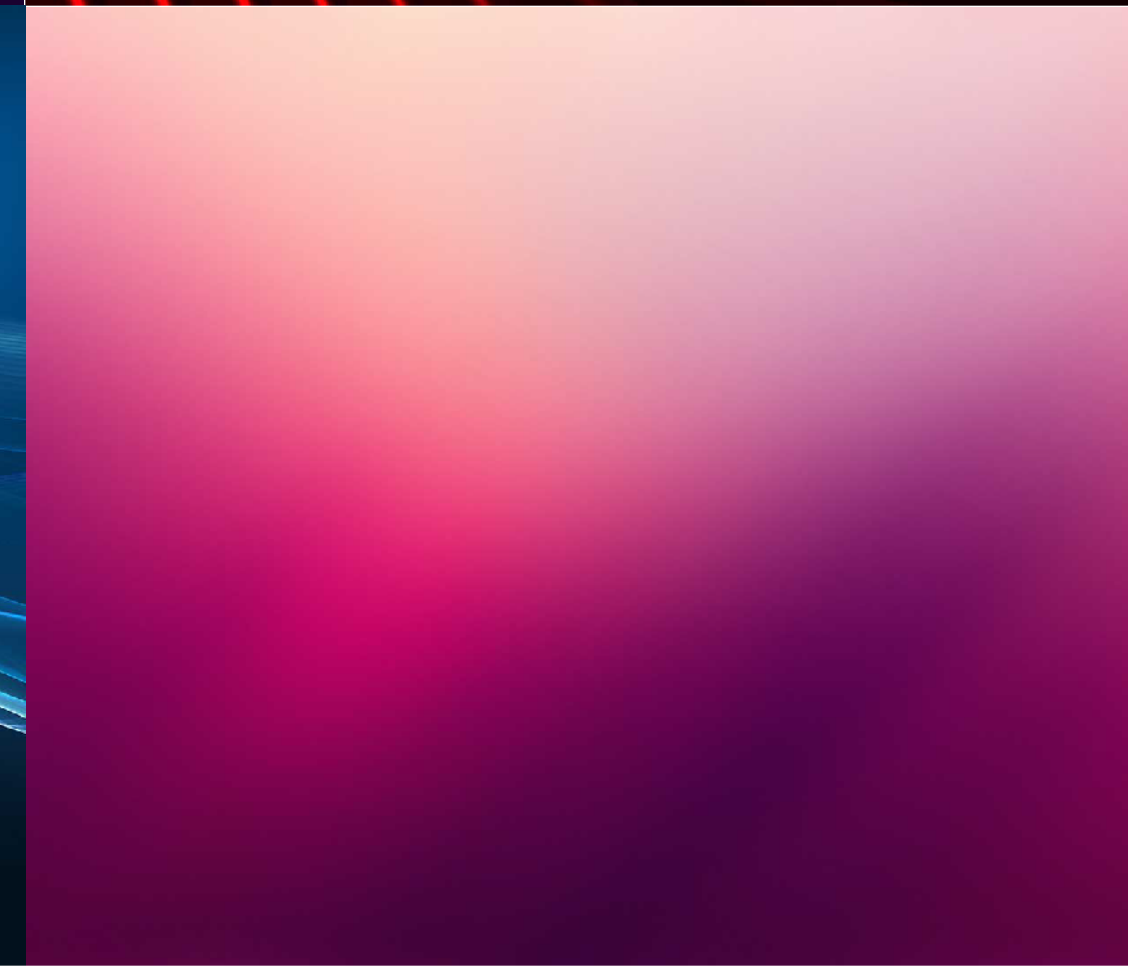
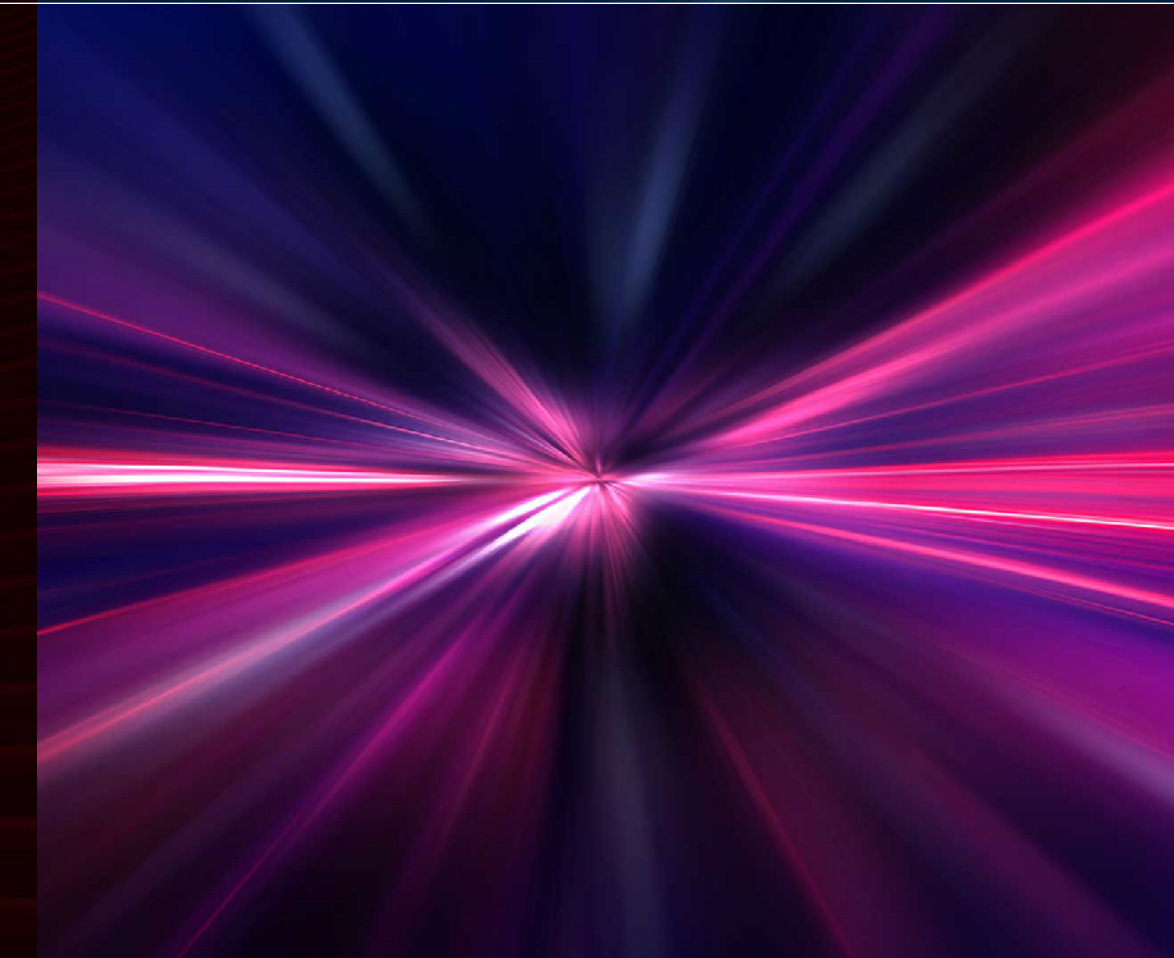
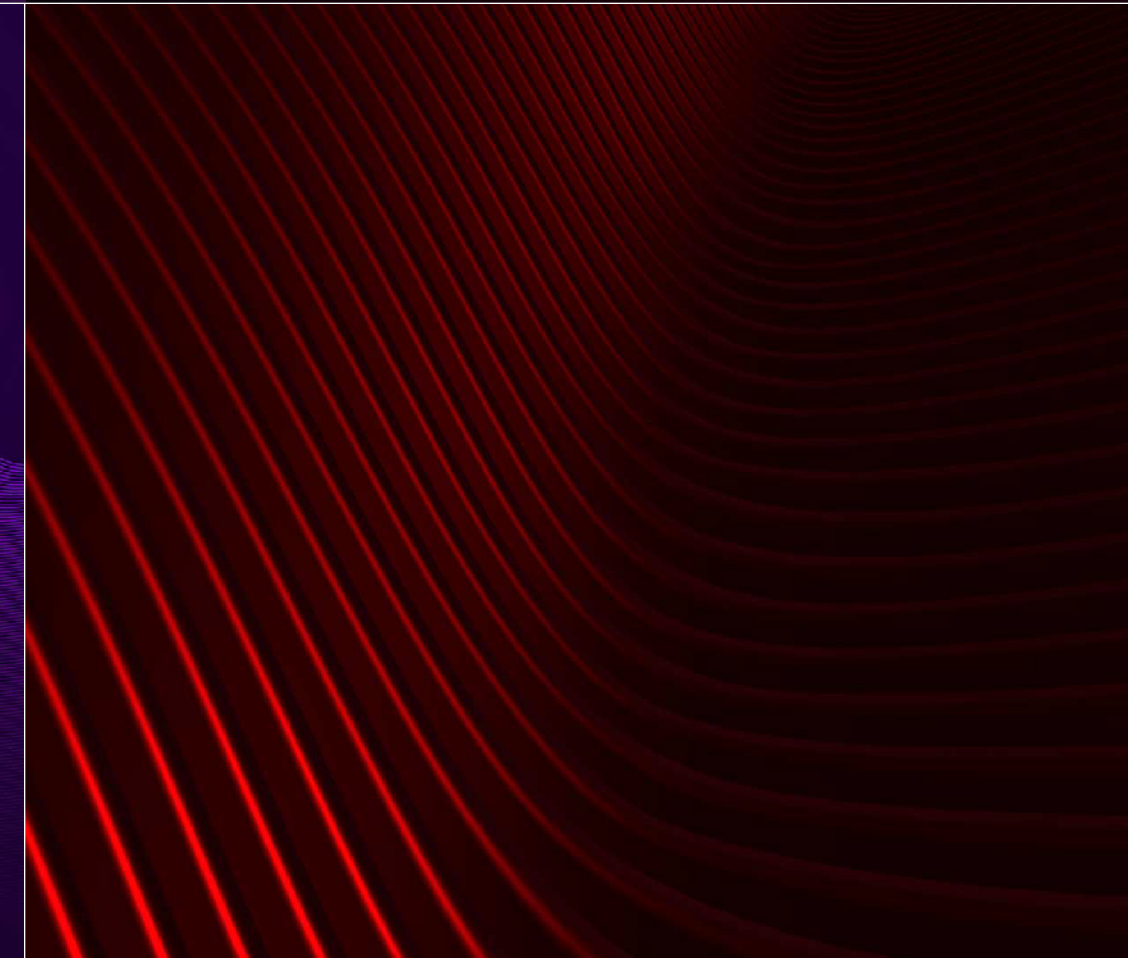
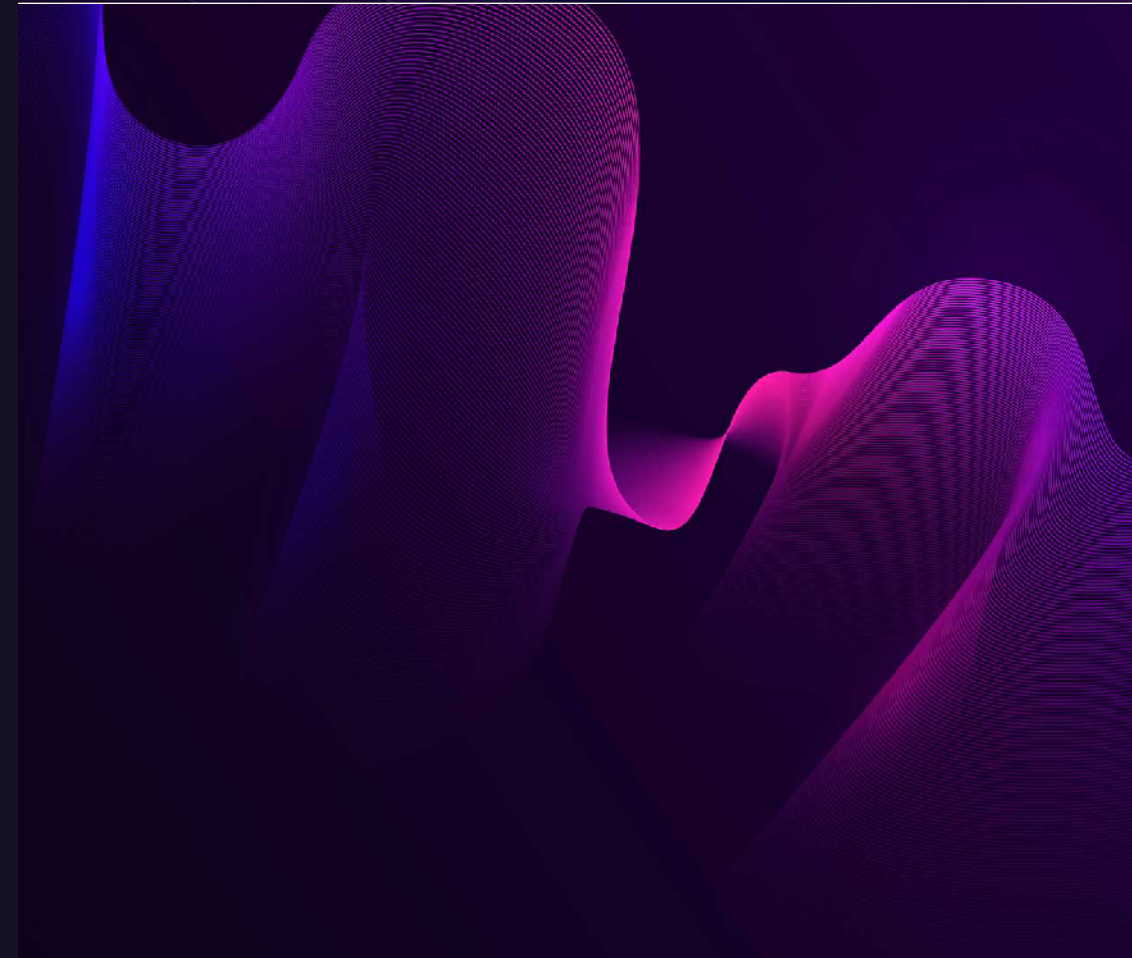
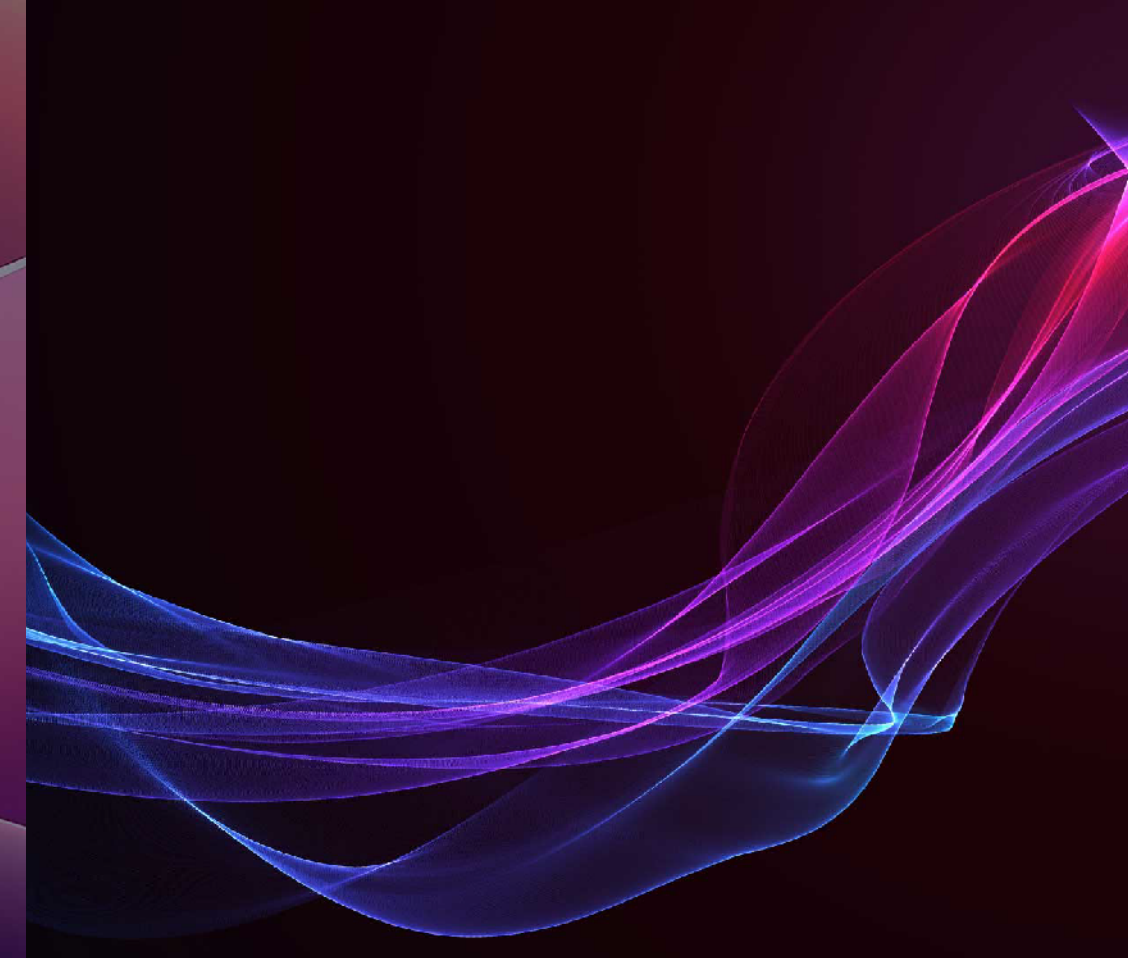




## BACKGROUND IMAGES

Use abstract photos as background images: geometrical shapes and patterns, photos of nature in micro/macro scale etc.

Avoid using background images that may interfere with the key message. These could be images that have a clashing contrast, images that are too busy, or images where the placement of details interferes with the key message.





# PATTERNS

Patterns add a delicate, nuanced touch to imagery, creating compositions that are characteristic of our brand. Patterns can be used as background elements or as elements of the main composition.



# ILLUSTRATIONS

# PRINCIPLES

We keep our illustrations simple, modern, and easy to understand for the audience.

Create illustrations using four basic elements: shape, line, color, and transparency.

- 1. Simplicity allows us to reuse illustrations across different media - on the web, in print, in presentations, and as animations.
- 2. Simplicity allows us to keep a consistent style for all designers within the company.
- 3. We use illustrations to enrich the text. If the key message is hard to visualize, we should avoid using illustrations.
- 4. We don't illustrate people or places. We focus on illustrating software, processes, and other business and technology-related elements.
- 5. Keep all illustrations in 2D. If you need to add a third dimension, use the isometric design style.



# SHAPES

Shapes allow us to build objects and highlight areas of illustration against the background.

In most cases, use background color (or gradient) and avoid pure outlined shapes.

Keep soft, rounded corners for each element to create a friendly and compelling look.



# COLORS

Our brand colors make our illustrations look unique and reinforce the MicroStrategy brand identity.

Maintain sufficient contrast between individual colors to ensure the legibility of elements.



# LINES

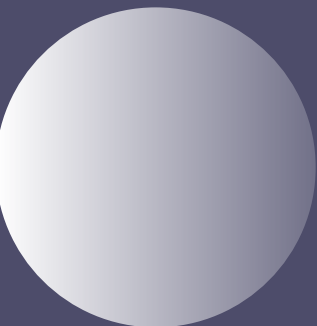
Lines are a simple way to present key elements of the illustration. They have rounded ends and smooth corners.



# TRANSPARENCY

Transparency allows us to create additional colors from the same color palette. It also allows us to create more depth and imitate shadows.

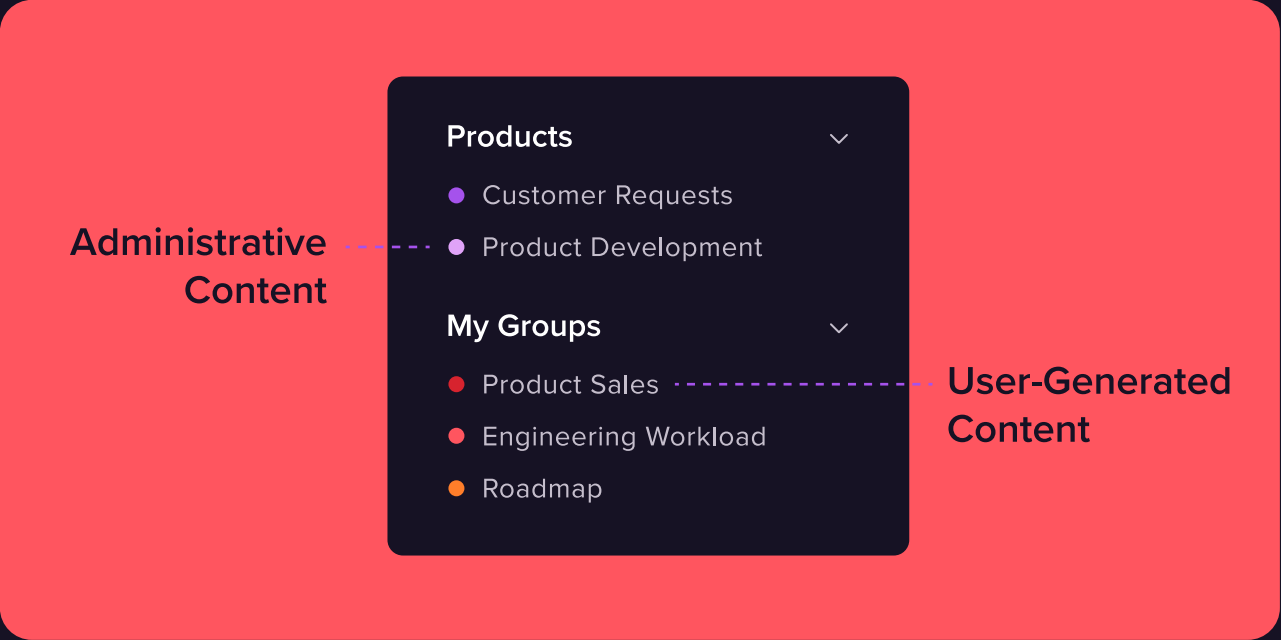
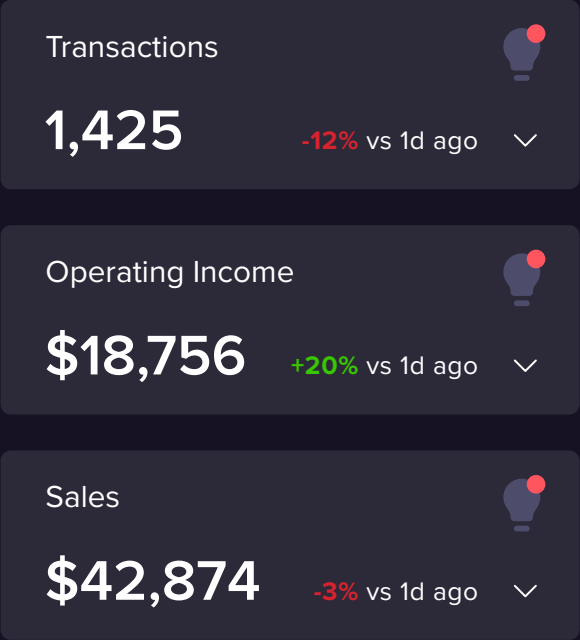
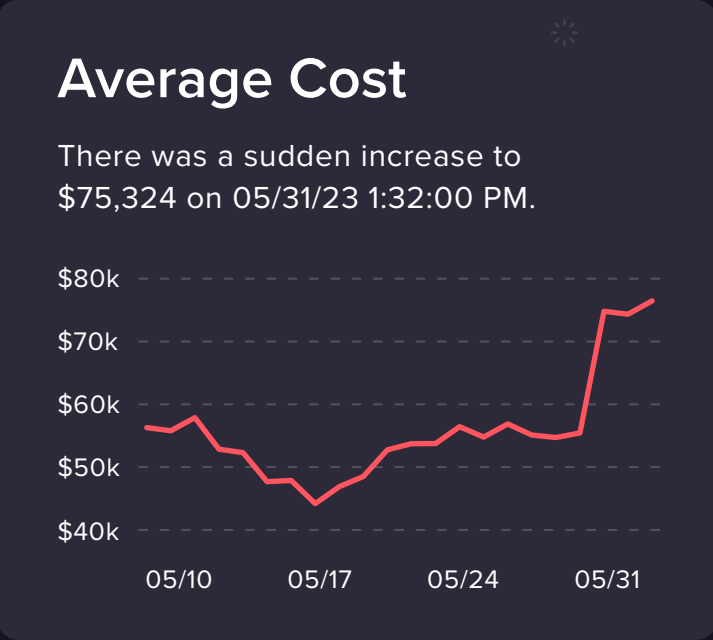
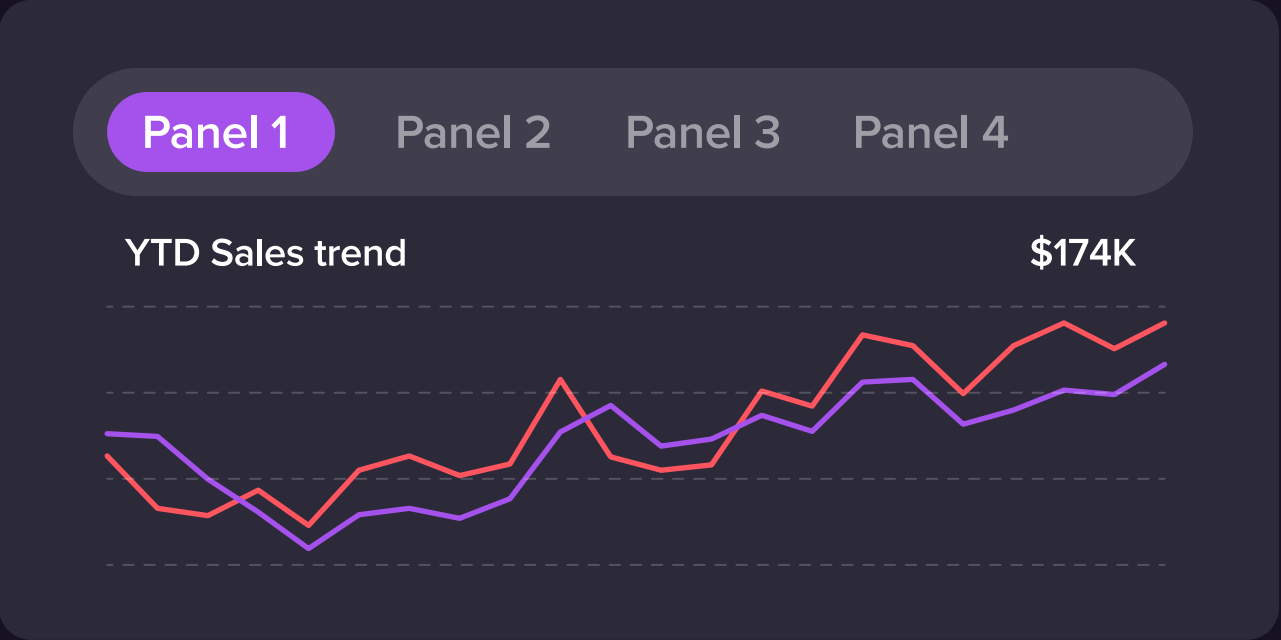
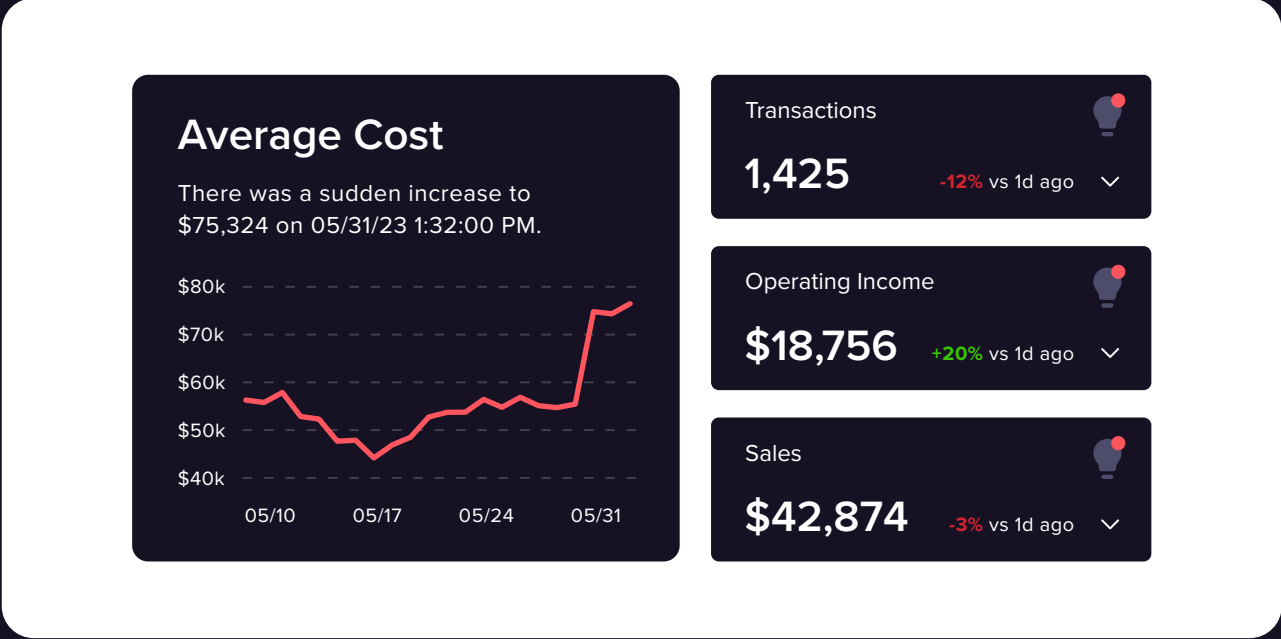
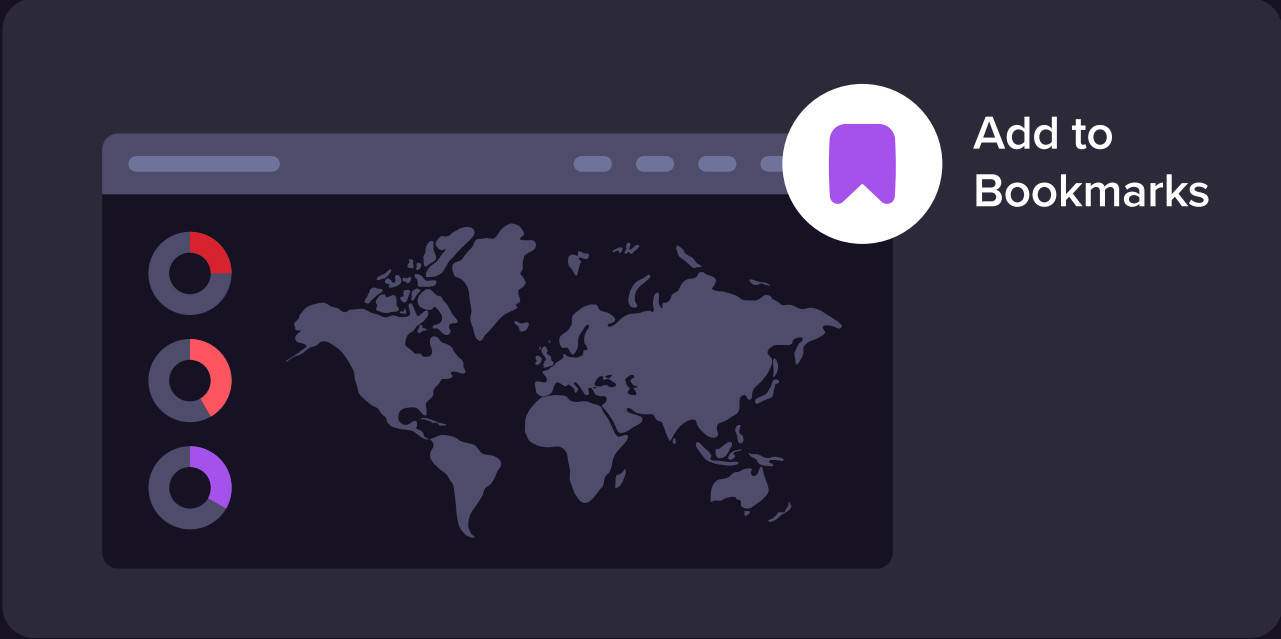
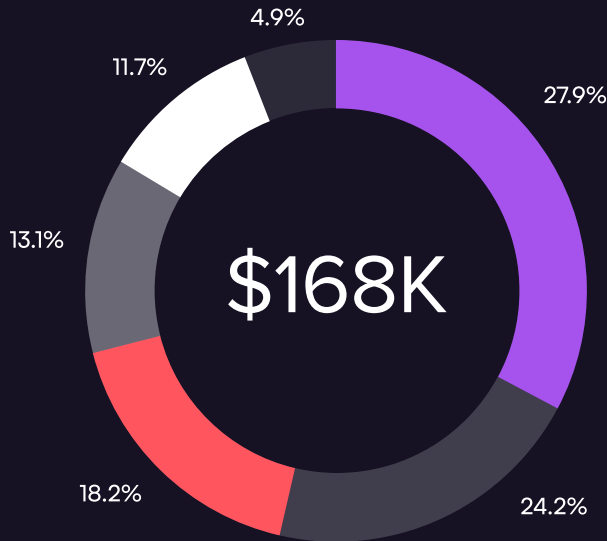
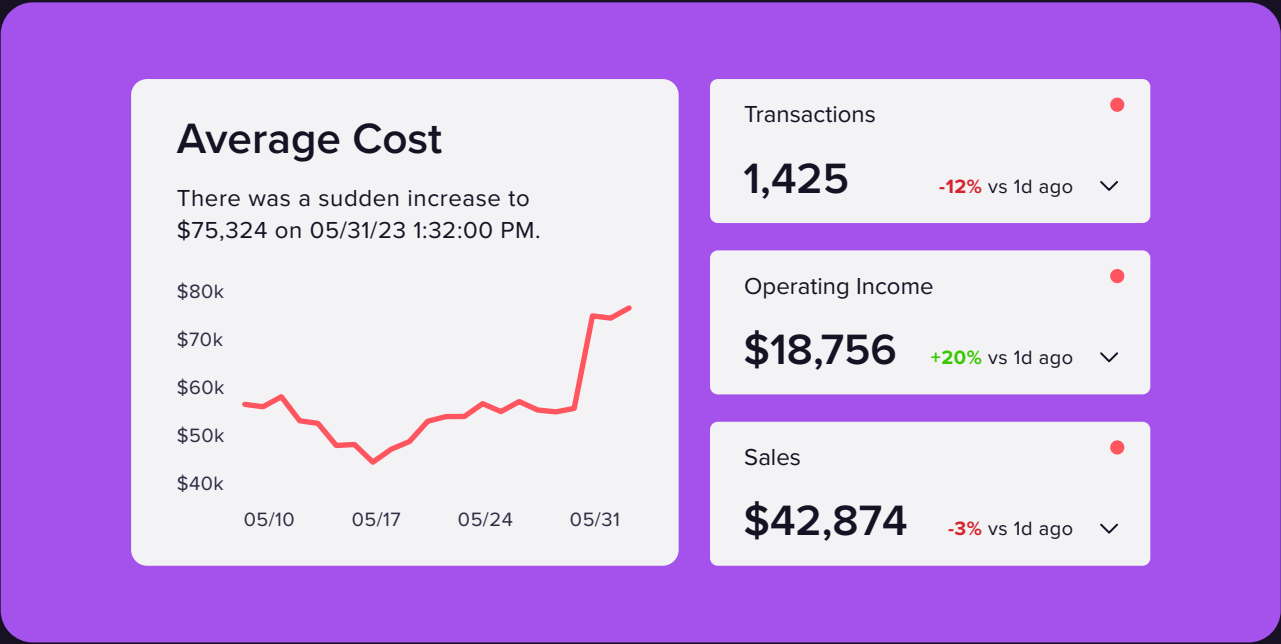
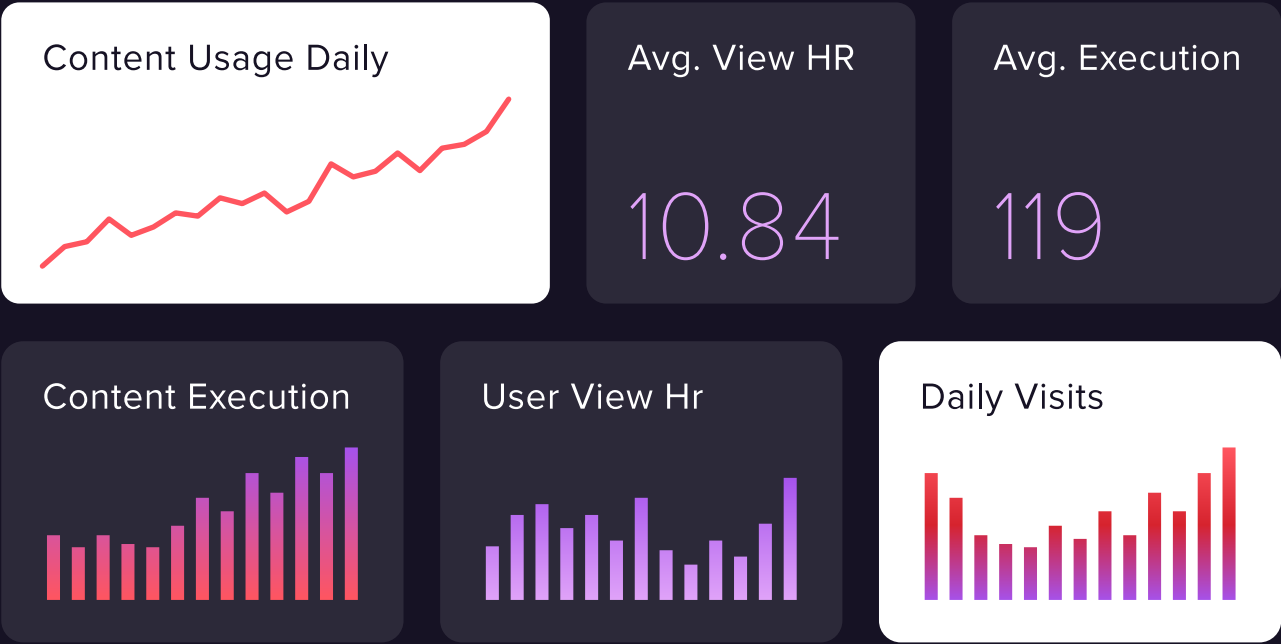
Transparency is also helpful in making simple shapes more interesting.



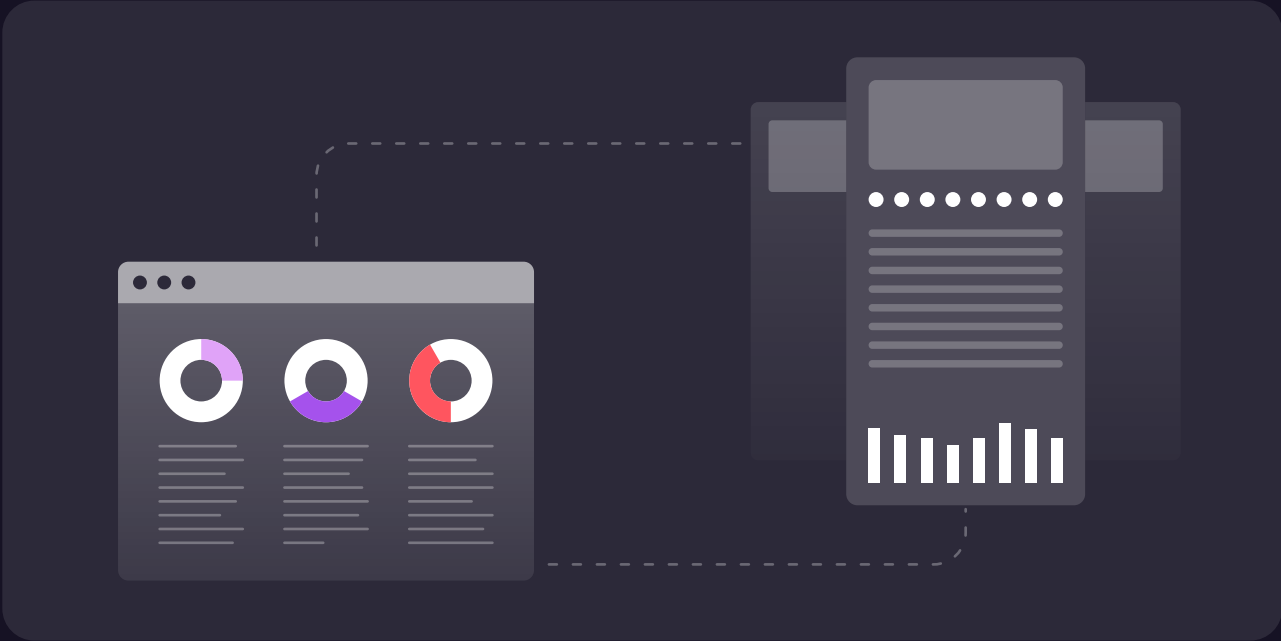


# VISUAL STYLE

Simplicity is the basis for clear communication in a business environment. Consistency in the design language ensures a unique visual style that is characteristic of our brand.



- Administrator
- Business Users
- Designer

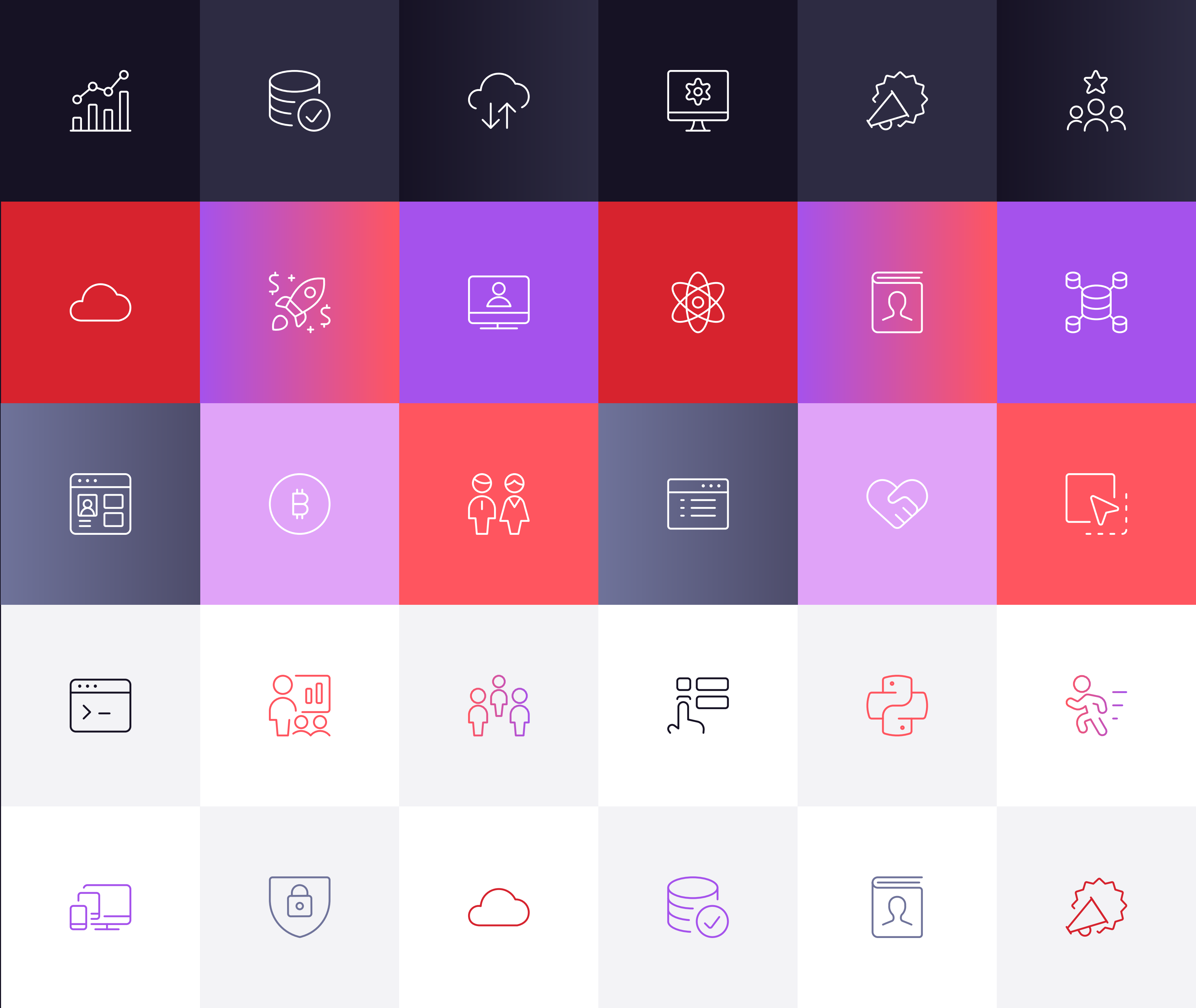


ICONS

# ICONS

MicroStrategy uses iconography across web pages and written content to represent specific product functionality or capability where applicable.

- 1. MicroStrategy has created an internal library of Icons for use across assets. Icons leverage rounded edges and corners.
- 2. Base values of the icons are a size of 64x64 pixels and line width of 3 pixels.
- 3. Use white icons on dark backgrounds or highly saturated backgrounds and colored icons on lighter backgrounds as seen in the grid.
- 4. Use-case examples might be to depict product functionality in a grid. Or to add icons next to specific titles in a group of items.



ANIMATIONS

## ANIMATIONS

We use animations to make content more interesting and to focus users' attention on key page elements.

The style of animation that we use is simple to make it easily available across formats and devices including movie files, web, and PowerPoint.

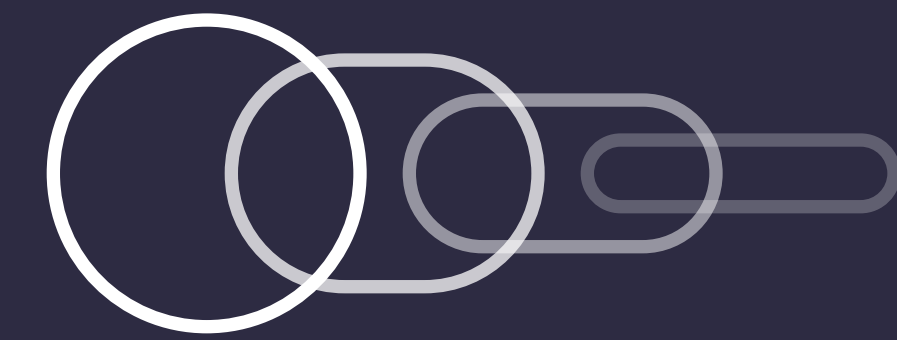
## FONTS

Text is the most important source of information. By making it movable, we increase the probability of the recipient reading our message.



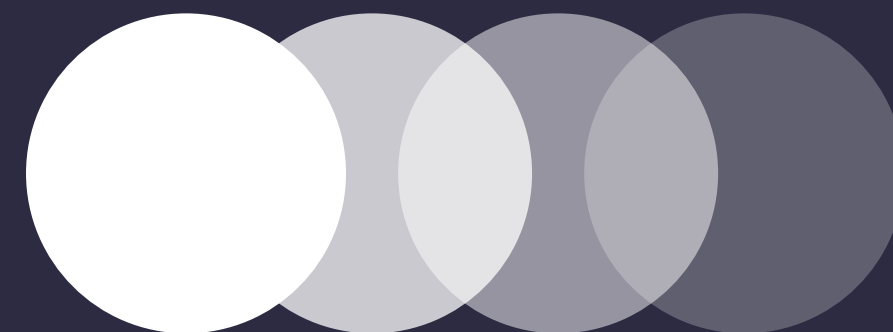
## POSITION & SHAPE

The main principle of our illustrations is simplicity in the quality of the elements used. This way we can just as easily make them movable to better show the story we are telling.



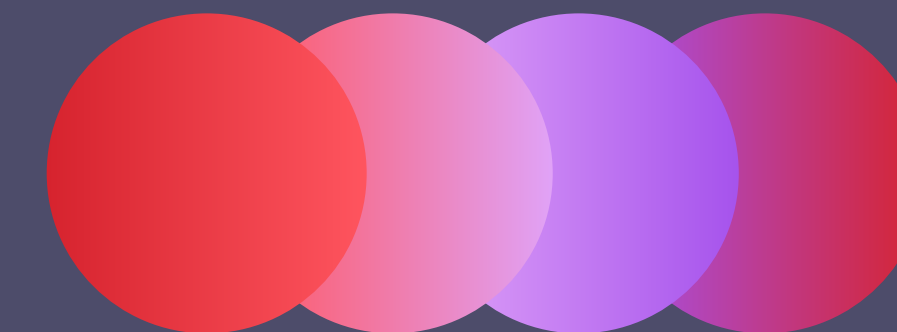
## TRANSPARENCY

Transparency allows even better use of simple shapes and colors from our palette. Transparency changes are an easy way to create depth or soft shading.



## COLORS

Colors allow us to match other elements of our websites or other marketing materials. Thanks to the use of a unified palette, we ensure the consistency of our message and the image of our brand.

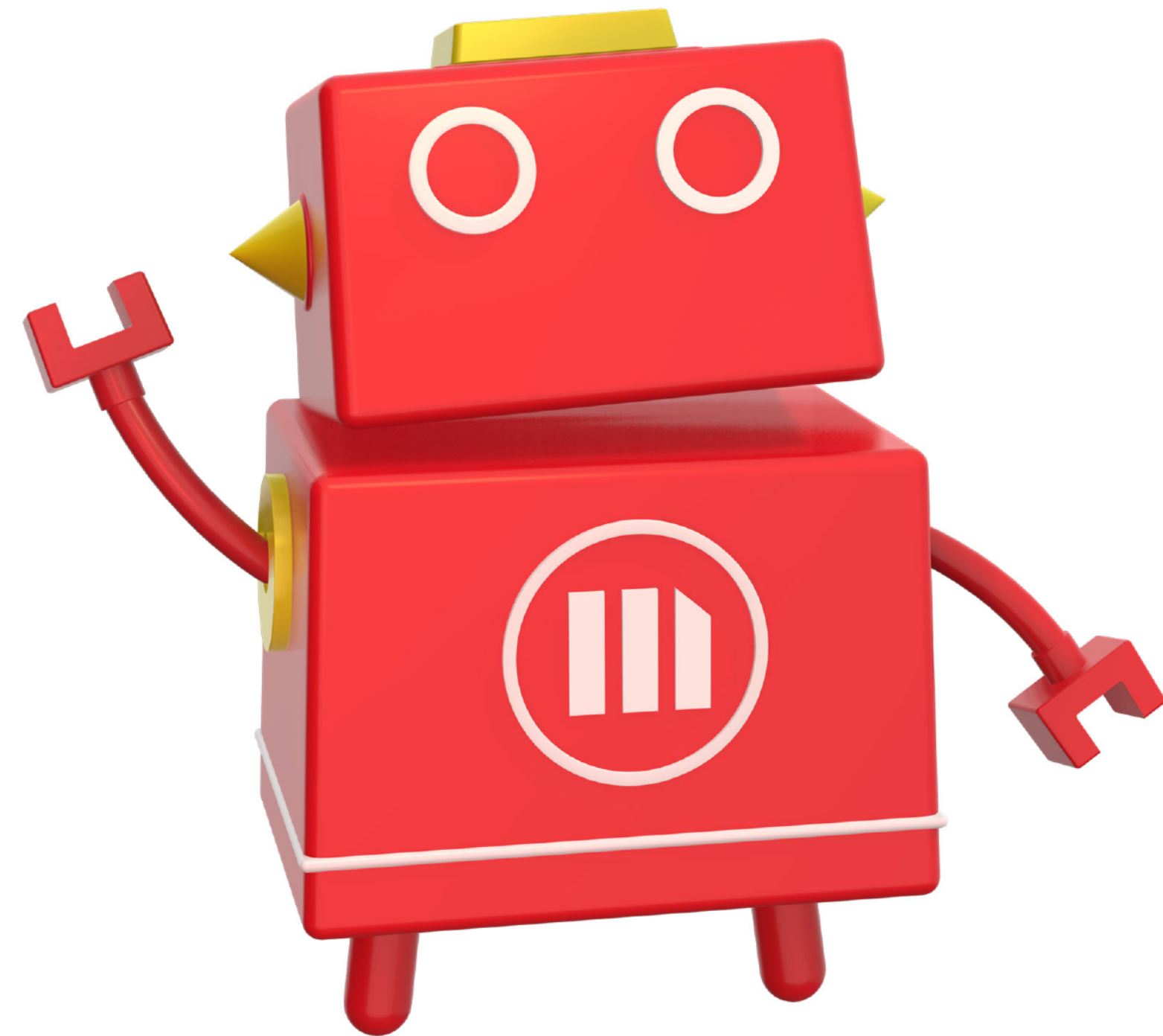


MASCOT

# HACKATRON

MicroStrategy doesn't really have characters or cartoons, but we do have a mascot. And that's Hackatron.

1. Hackatron embodies everything we love. A product of Technology's annual hackathons, Hackatron is a visual representation of dedication, innovation, and ingenuity.
2. Hackatron is rarely used across assets, but he is a main character on Social Media and sometimes makes appearances at Events. Also referred to as "Hacky", this character should be used to represent Futures (future innovation) or at an event presenting our product to add a little fun.
3. Hackatron remains the same character across all assets or events but can have multiple accessories. For example, if he's in a summery spot, add some floaties or a tropical drink. If he's in Vegas, add some playing cards.

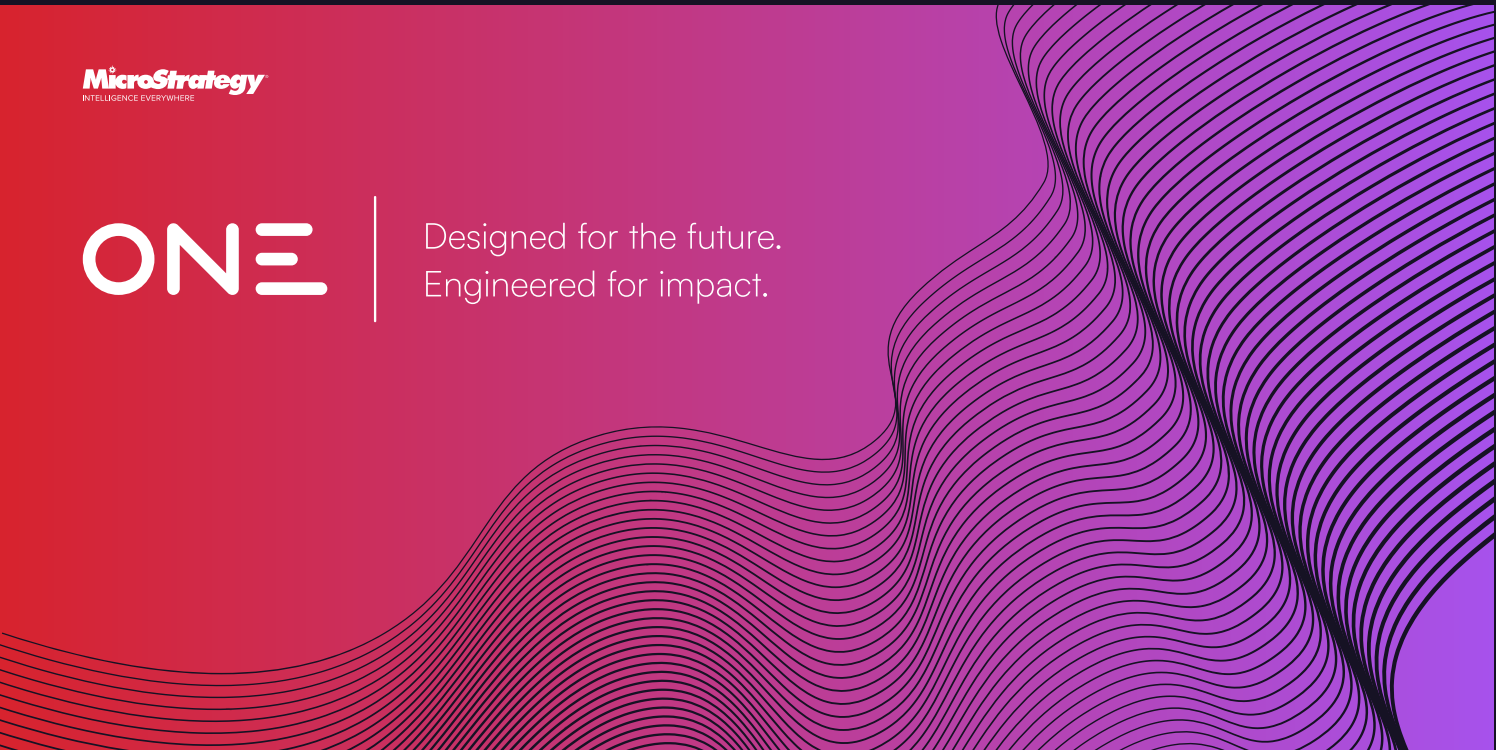
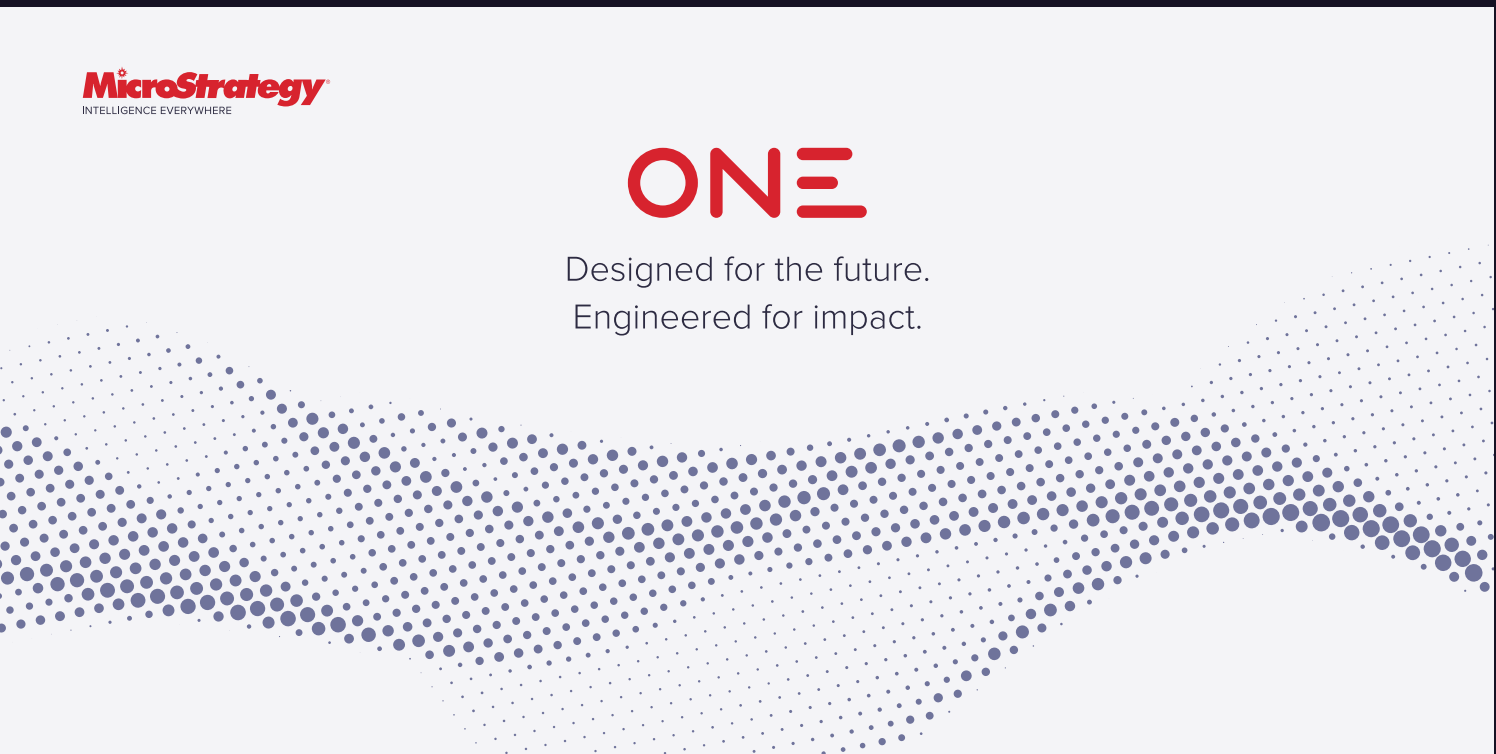


**BRAND IN ACTION.**



# EVENTS BOOTHS

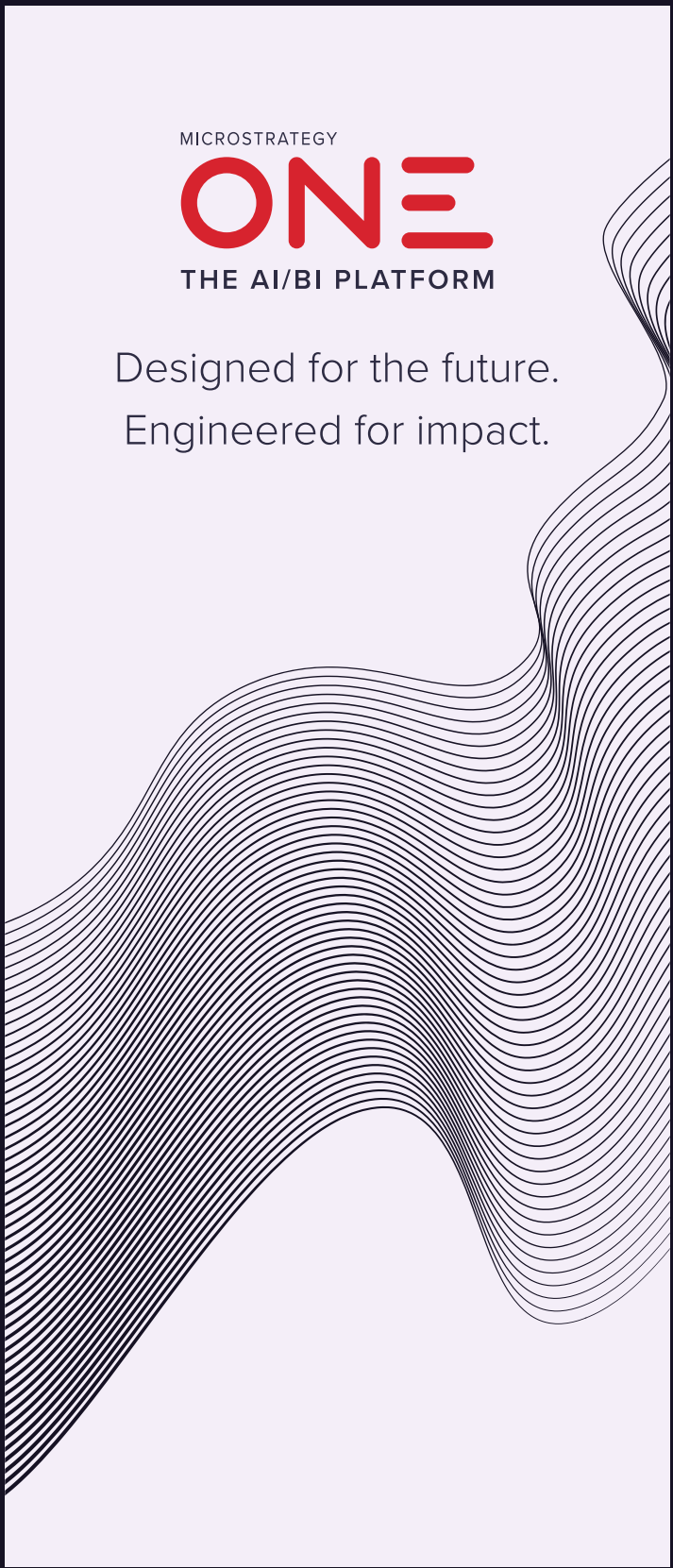
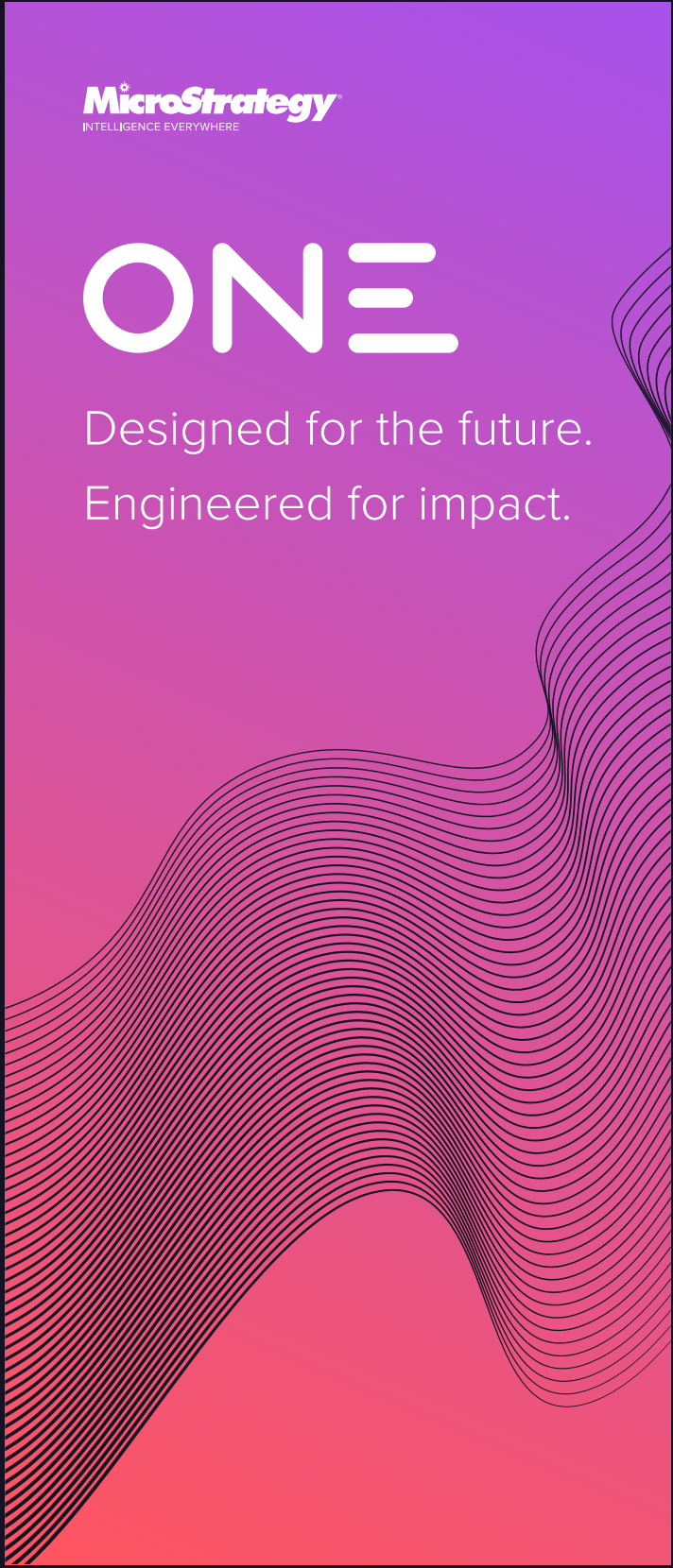
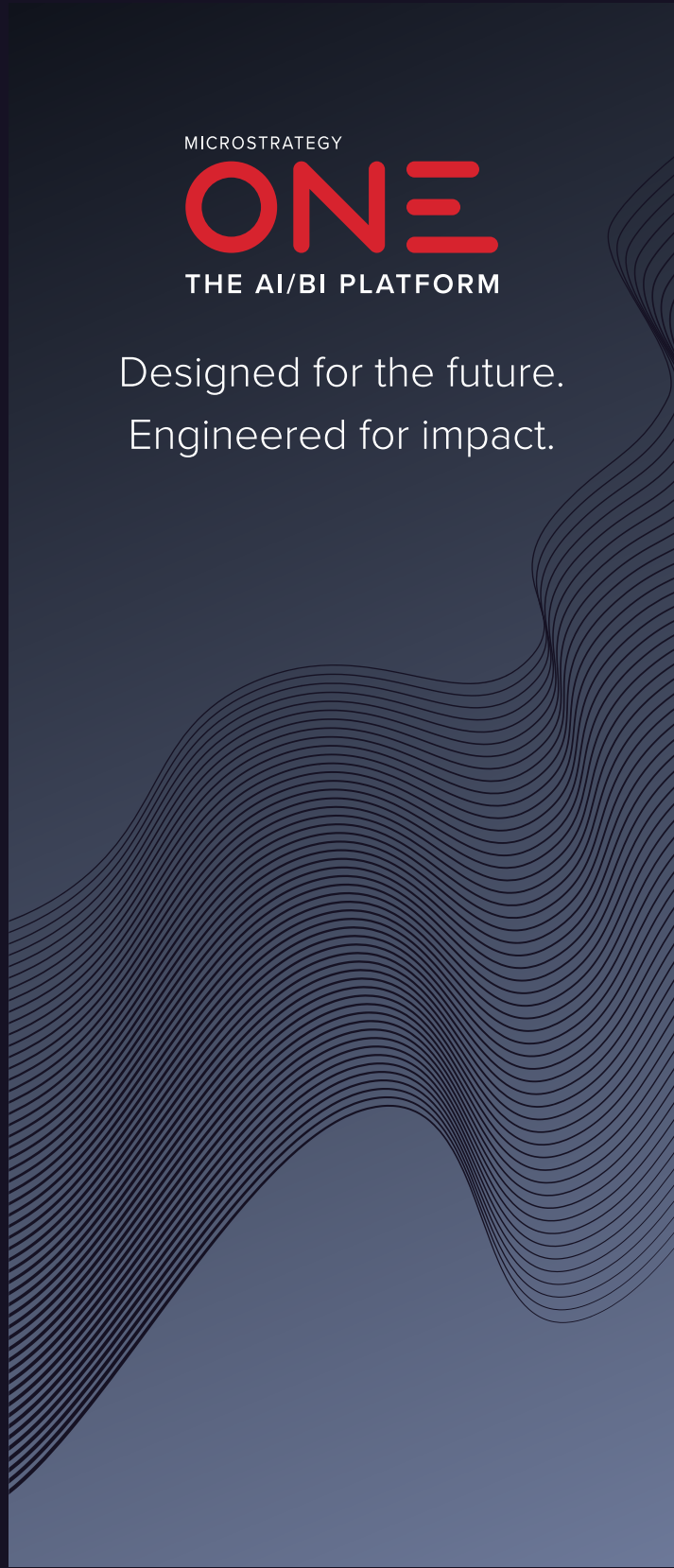
Event Booth (wide or squared) is the main asset and the core of the display. Your option should always match with corresponding assets like a pop-up banner.





# POP-UP BANNERS

Pop-up banners should be selected keeping in mind the event booth background. This is the only event asset that may have copy updated based on the event focus (AI, Cloud, or other feature).





# SOCIAL MEDIA

For social tiles placed on LinkedIn or Twitter with additional context, the “M” icon is not necessary.

WEBINAR

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# Guide to Modernization with MicroStrategy ONE

CONNECT, June 22, 11AM



See us at our **Booth #1435** at

## Gartner Data Analytics Summit

March 20-22, 2023 | Orlando, FL

See us at our **Booth #1435** at

# Gartner Data & Analytics Summit

March 20-22, 2023 | Orlando, FL

**Gartner**<sup>®</sup>

# Inspiring Stories of Analytics Success

Wednesday, July 26th  
11:00am - 11:45am ET

## Store Report Navigation

2021 2022 2023

## Revenue

\$10,284,422

+7.9%

Previous Month: \$9,529,365

## Units Sold

177,445

+1.1%

Previous Month: 175,591

Annapolis, Baltimore, Burlington,...

## Regional Sales Performance

Total Sale

## Profit Distribution

19.1%

## Regional Sales

11.0M

10.0M

9.0M

8.0M

7.0M

6.0M

5.0M

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March 20-22, 2023 | Orlando, FL

# Gartner Data & Analytics Summit

See us at our Booth # 3000

**MicroStrategy**



**MicroStrategy®**

×

 **Microsoft Azure**

MicroStrategy's integration with Azure  
offers Azure customers access to  
cutting-edge AI-driven analytics  
capabilities.

# BROCHURES

MicroStrategy’s written assets incorporate the updated color palette and gradients across pages for a sleek look. Darker backgrounds with brighter accents are typical.





# VIDEO COVERS

The cover photo is a key element in increasing the viewership of videos. Use interesting solutions for cover photos that are in sync with the theme and style of the video.

Boston Children's  
Hospital Utilizes  
Data Assets to  
Manage Hospital  
Capacity



Self Service Analytics  
with *Amica*



MICROSTRATEGY  
**WORLD**

Define Dossier Templates  
in Library Web and  
MicroStrategy Workstation



*Amica*

Self Service Analytics  
with Amica



Boston  
Children's  
Hospital

Boston C  
Utilizes D  
Manage I

*Amica* | **MicroStrategy**  
Self Service Analytics with Amica

Boston Children's Hospital  
Utilizes Data Assets to  
Manage Hospital Capacity



*Amica*  
Self Service Analytics  
with Amica

Boston  
Children's  
Hospital

Boston Children's  
Hospital Utilizes Data  
Assets to Manage  
Hospital Capacity



# THANK YOU

**IF YOU HAVE A QUESTION OR REQUIRE  
ANY FURTHER INFORMATION, FEEL FREE  
TO CONTACT OUR DESIGN TEAM:  
[GRAPHICDESIGN@MICROSTRATEGY.COM](mailto:GRAPHICDESIGN@MICROSTRATEGY.COM)**