BRAND GUIDELINES

Phase 1: Commercial

March 3, 2008
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ONE COMPANY
ONE BRAND
ONE BEAT
In your hands is a living, breathing document. It guides us toward a unified and consistent relationship with our customers. It is not a departure, but a return, full-circle, to the core values of the Dell brand. The Dell Brand Book contains a set of guidelines. Do not use these guidelines as an excuse for not thinking.
From its inception, Dell has resonated with the individual. Guided by the belief that listening to customers will always result in real solutions for real needs.

Dell recognizes that the technology need of every business, every customer and every person is unique.
SMELL    Clean. Fresh. Familiar.
SOUND    Steady. Driving. Reliable.
SIGHT    Sleek. Serious. Desirable.
SIXTH SENSE    Optimistic. Responsible. Green.
Speaking with the frankness one would expect from a friend, the tone of Dell is engaging and candid. We are bold enough to let the facts speak for themselves.

**TECHNICAL LANGUAGE**
Dell copy is performance-driven. Even technical features speak to a real world benefit.
Every piece of communication ends with an invitation. Our tagline is a call to action, period.

- The call to action should be uppercase, short, compelling, and provide a reason to take action.
- When listing URLs, the “DELL.COM” is capitalized and the “/XxxxxxXxxxx” is set in upper and lowercase.
- The typography baseline and preferred distance from the Dell badge are indicated below.
The Dell badge is bold and dimensional, a symbol of simplicity you can touch.

- The black version of the Dell badge should be used when the bubble/band are in color.
- The color version of the Dell badge should be used when the bubble/band is in white.
- Highlight color in headline should match the color version of the Dell badge.
- Colored badges can be used for events, promotional items, or holiday-themed marcom.
- Logo files can be found on dell.com/brandcentral in PSD and vector .ai formats.
For Marcom Use

1. Badge
Placing the badge against color creates stopping power.

2. Band
The band of solid color works like an exclamation point. It is the line of differentiation, the broad stroke pointing to or underscoring the Dell badge.

3. Bubble
The bubble adds an arc of color to allow the badge to pop. The clearance space around the badge is equal to the width of the vertical stroke in the “L” letter form.

4. Drop Shadow
Dell Logo must have a drop shadow.
Blend Mode: Multiply
Color: Black
Opacity: 50%
Angle: 120
Distance: 7
Spread: 0
Size: 18
Minimum Size and Placement

- The badge should be sized no smaller than 42 pixels x 42 pixels (.5 inch).
- The badge should always knock out from a primary color, form a notch breaking the plane of the color field, and complement the black background.
- Partner logo relationships, requirements, and hierarchy still apply.

When representing the badge on the right or left, the top and bottom of the “E” in the Dell logo should line up with the color plane.

When representing the badge on the top or bottom, the top of the “L” letter form should line up with the color plane.
File Name: (A) 1-color badge - for white or silver backgrounds

Application: 1-color spot print

Background colors: White or Silver

Imprint colors: Black

*Only for use when full-color printing is not available*
PROMOTIONAL PRINTING GUIDELINES

File Name: (B) 1-color badge - for black or dark backgrounds

Application: 1-color spot print

Background colors: Black or Dark Colors
Never light or white (or imprint won’t show)

Imprint colors: White or PMS 427C Silver

*Only for use when full-color printing is not available
File Name:  (C) 2-color badge - for white or light backgrounds

Application: 2-color spot print

Background colors: White or Light Colors
Never dark or black (or outer edge won't show)

Imprint colors: Black
& PMS 427C Silver
or
Black
& White

*Only for use when full-color printing is not available
File Name: (D) 2-color badge - for black or dark backgrounds

Application: 2-color spot print

Background colors: Black or Dark Colors
Never light or white (or outer edge won't show)

Imprint colors: Black & PMS 427C Silver
or
Black & White

Note: on black backgrounds, you can print this as a 1-color.

*Only for use when full-color printing is not available
PROMOTIONAL PRINTING GUIDELINES

File Name: (E) 3-color badge - for white or light backgrounds

Application: 3-color spot print

Background colors: White or Light Colors
Never black or dark (or outer edge won't show)

Imprint colors: Black
& PMS 427C Silver
& PMS 432C Dark Gray

*Only for use when full-color printing is not available
**File Name:** (F) 4-color badge black & silver - for black or dark backgrounds

**Application:** 4-color spot print

**Background colors:** Black or Dark Colors
Never light or white (or outer edge won’t show)

**Imprint colors:** Black
& PMS 427C Silver
& PMS 432C Dark Gray
& PMS 430C Light Gray

*Note: on black backgrounds, you can print this as a 3-color.*

*Only for use when full-color printing is not available*
*Only for use when full-color printing is not available
*Only for use when full-color printing is not available
A bold and powerful message deserves bold and powerful typography.

GOTHAM ULTRA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

GOTHAM BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

GOTHAM LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

*Font can be purchased from Hoefler & Frere-Jones at http://typography.com
**LEVEL 1: MAIN HEADLINE**
The dominant graphic anchor of this campaign is the headline. It must be the most prominent copy on the page. The headline expresses the primary topic or idea of a piece, spread or reveal.

Typeface: Gotham Ultra
Style: Uppercase ONLY
Color: Knocked out to white from black background with key stat, word, or phrase in primary color

**LEVEL 2: SUBHEAD**
Pays off main headline with detail or introduces and divides major sections.

Typeface: Gotham Ultra
Style: Uppercase ONLY
Color: Knocked out to white from black background with key stat, word, or phrase in primary color (where appropriate)

**LEVEL 3: CALL TO ACTION**
Explains response device.

Typeface: Gotham Bold
Style: Upper Case with URL “DELL.COM” capitalized and the “/XxxxxxXxxxx” is set in upper and lowercase.
Color: Knocked out to white from black background with URL or phone number in primary color choice

**LEVEL 4: QUOTES**
A quotation cited from an authoritative source.

Typeface: Gotham Book
Style: Upper/lower
Color: Knocked out to white from black background
LEVEL 5: BODY COPY
The main text of a piece of communication.
Typeface: Gotham Bold
Style: Upper/lower
Color: Black, white, or single primary color choice (color must remain consistent throughout the piece or program)

LEVEL 6: PRODUCT NAME, CONFIGS, PRICING
Specific product information.
Typeface: Gotham Book/Bold (all weights)
Style: Upper/lower
Color: Black, white, or single primary color choice (color must remain consistent throughout the piece or program)

LEVEL 7: REQUIRED PARTNER TAG LINE
(Dell recommends...)
Partner approved tag lines.
Typeface: Gotham face (weight determined by partner legal requirements)
Style: Determined by partner legal requirements
Color: Determined by partner legal requirements

LEVEL 8: BIRDSEED
Legal copy.
Typeface: Gotham Book
Style: Upper/lower
Color: Designer may choose color that best minimizes text
Font Exceptions

GOTHAM IS NOT YET AVAILABLE FOR THE FOLLOWING LANGUAGES, SUBSTITUTE FONT LISTED BY LANGUAGE.

Greek: Arial Black (Headline) Arial Regular / Arial regular Italic (Body Copy)

Russian: Arial Black (Headline) Arial Regular / Arial regular Italic (Body Copy)

Hebrew: Arial

Arabic: Arial

APJ Master: Gotham Bold / Gotham Medium. Arial Black / Arial Medium

China: Gotham Bold / Medium. Arial Black / Bold

Taiwan: Gotham Bold / Medium. Arial Black / Bold

Hong Kong: Gotham Bold / Medium. Arial Black / Bold

Japan: Gotham Bold / Medium. Arial Black / Bold

Korea: Gotham Bold / Medium. Arial Black / Bold

Thailand: Gotham Bold / Medium. Arial Black / Bold
Treatment Of The Acronym IT

IT must never have periods.

- **HEADLINE & SUBHEAD COPY USAGE:** IT must be upper case. The kerning should be increased to create a slightly larger space between the I and T, to differentiate the acronym IT from the word it. The space is equal to the half width of the “I” in IT.

- **BODY COPY USAGE:** In upper and lower case body copy, IT is capitalized. Kerning should not be increased.

- **CALL TO ACTION COPY USAGE:** IT must be upper case. The kerning should be increased to create a slightly larger space between the I and T, to differentiate the acronym IT from the word it. The space is equal to the width of the “I” in IT to accommodate for the font weight.
Applicable partner logo size requirements and hierarchies still apply.
Applicable partner logo size requirements and hierarchies still apply.
PAY UP TO 72% LESS FOR YOUR BUSINESS INTELLIGENCE

Simplify your IT at DELL.COM/SQL
TRY OUT
SQL SERVER 2008
FOR FREE
WITHOUT INSTALLING A THING

MICROSOFT SQL SERVER 2008 BETA PREVIEW

Dell, MaximumASP and Intel have partnered to bring you an advance preview of Microsoft SQL Server™ 2008, absolutely free. Try out real-world data online in a secure, hosted environment—you don’t have to download or install a thing—and your feedback will influence the final version.

YOU’LL DISCOVER THE POWERFUL FUNCTIONALITY OF SQL SERVER 2008:
- Run mission-critical applications with high security, reliability and scalability
- Reduce the time and costs required to develop and manage your data infrastructure
- Preview powered by DELL® PowerEdge™ 2950 servers with multi-core Intel® Xeon® processor and Dell PERC Storage

GET STARTED AT SQLSERVERBETA.COM

SIMPLIFY YOUR DATABASE AT DELL.COM/sql
Movement and Momentum

Graphic elements may be used as designer and creative director see fit. Do not limit yourself to these graphic elements.
Product is hero. Photographed with contrast and dramatic lighting, conveying the boldness and confidence of the Dell brand.

Lifestyle photos should tell a story, being candid, engaging, and above all real. In short, no cheesy stock photography.

Dell people are real, not models. They come in all shapes, sizes, races, and genders. They are the people who use our products.
This approach focuses on a captured moment in time with the emphasis on the interaction with product. The most important part of the image is highlighted by removing the accent color in that area. The photography and its cropping, including the environment is clean and streamlined for a bold graphic look.

This approach uses dramatic cropping and black and white photography layered over an accent color to enhance the intensity and boldness of the imagery. The individuals are removed from any specific context, meaning they could be customers or Dell staff, and relatable to a wide range of viewers—but the humanity and emotion comes through loud and clear.
This approach focuses on captured moments in time using individuals without environments. The use of high contrast black and white photography without accent colors creates a sophisticated/editorial feel that tells more of a story.

The focus is always on individuals. The use of photography in these pieces reinforces that attitude-bold close-ups of individual people with distinctive personalities. Layering high contrast black and white over the accent colors grabs the viewers attention. The visuals theme is always humanity. This approach communicates the end benefit of working with Dell: Simplified solutions to your problems.
In this approach, dramatic cropping enhances the intensity and immediacy of the imagery. The individuals are removed from any specific context but the humanity and emotion always comes through loud and clear. The photography is used 4/color with the dominant color matching the accent color. The mix of soft focus keeps the attention on the individual.

This approach brings the individual and the environment together using 4/color photography. Allowing for environment enables a bigger story to be told but keeping it soft and high contrast keeps the focus on humanity. The photography should encompass a dominant accent color to be matched in the layout. A gritty texture can be added (as shown here) when an edgier approach is appropriate.
Product photography should highlight product features with dramatic lighting, surface reflections, and should overall make the product look as desirable as possible.

**DESKTOPS**

- Strong highlights to define the product against black background
- Lighting to highlight product features
- True Life - Glossy on screen treatment
- Reflective keyboard effect to create depth

**NOTEBOOKS**

- Strong highlights to define the product against black background
- Lighting to highlight product features
- True Life - Glossy on screen treatment
- Reflective keyboard effect to create depth
PRODUCT PHOTOGRAPHY

SERVERS

- Strong highlights to define the product against black background
- Lighting to highlight product features

- Strong highlights to define the product against black background
- Lighting to highlight product features
- Reflective effect to create depth
1. HEADLINE
Bold, all-caps, color highlight, no periods at end of headline

2. PRIMARY IMAGE
Product is hero

3. ENVIRONMENT
Dimensional background, colored band

4. MAIN COPY
Direct and concise

5. CALL TO ACTION
Driving the point home

6. SIGNATURE
Wave, pulse, Dell badge

7. COLOR USAGE
Color can be used to highlight elements of headline and copy. Do not use red to highlight numbers. Do not use color to highlight names of competitors.
COLOR GUIDELINES

One primary accent color per produced item.

Multiple colors for use in longer communications is acceptable.

All colors must print at 100%. Tints are not permissible for color band or highlight of headline. Tints are acceptable for use in complex graphs or charts.

There is no color designation by LOB or solution.
# Primary Palette

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“RHYTHM IS SOMETHING YOU EITHER HAVE OR DON’T HAVE, BUT WHEN YOU HAVE IT, YOU HAVE IT ALL OVER.”

—ELVIS PRESLEY
SEGMENT IDENTIFIERS ARE NOT ALLOWED
CREATIVE SNAPSHOT

40% LESS COST SIMPLER TO MANAGE

THE NEW DELL RD500G
- 47% less cost than the IBM DS3300
- Designed specifically for small and medium businesses
- Simpler deployment and management for non-IT experts
- 4x faster restore for I/O processing
- Starts up to 4x without hidden charges
- No confusing licensing schemes

STORAGE IBM CAN’T BEAT

LEARN HOW DELL SIMPLIFIES STORAGE AT DELL.COM/Manage or call 866.380.DELL

A BETTER BUILT SEARCH APPLIANCE

HOW DELL SIMPLIFIED IT FOR GOOGLE

LEARN ABOUT DELL AND GOOGLE AT DELL.COM/Netsearch or call 866.259.DELL
CREATIVE SNAPSHOT

3X FASTER SETUP

DEPLOYMENT TIME
HP CAN'T BEAT

THE WORLD'S MOST SECURE NOTEBOOK

ROBUST SECURITY

LEARN HOW DELL SIMPLIFIES SETUP AT
dell.com/setup or call 866.212.8330
A SMART WAY TO RUN HIGHER ED

Ubuntu™ Higher Education Edition. Dell’s advanced operating system makes it easier to manage your school’s IT infrastructure. You can improve efficiency, cut costs, and increase productivity.

LEARN MORE ABOUT DELL AND UBUNTU HIGHER EDUCATION AT DELL.COM/Optimize or call 1-800-458-3820

TABLET TECHNOLOGY YOU CAN CLICK AND TOUCH

RESPONSIVENESS AND ACCURACY YOU CAN DEPEND ON.

The new Dell Latitude™ X1 mobile workstation helps you capture information easily by both pen and touch. All while the advanced palm-rejection technology helps eliminate frustrating interference. And it all starts at less than 4 pounds.

SIMPILIFY YOUR IT AT DELL.COM/Captureinfo or call 1.866.852.0180
BUILT FOR SMALL BUSINESS

Small business customers told us they wanted more from a computer—and more from a computer company. We listened and responded with solutions that simplify small business. Solutions like the Dell Vostro family, systems that have been designed exclusively for the needs of small businesses. With Vostro, you get more than off-the-shelf PCs. You get dedicated, trained small business technicians who are there to support you 24/7. Vostro systems have no surprises, a 30-day money-back guarantee and with Intel® Core™ Duo Processors, you get faster, more reliable results. That's technology simplified.

Features Intel® Core™ Duo Processor: streaming your life with multi-tasking power.

Dell recommends Windows Vista® Business.

BUILT FOR HOW YOU WORK

Dell technology and services are designed, customized, and streamlined just for small business. So you get exactly what you need and nothing you don't. Just another way Dell simplifies your small business.

Features Intel® Core™ Duo Processor: streaming your life with multi-tasking power.

To talk to a small business expert today, call 888.765.DELL or visit DELL.COM/SimplifyBusiness
Dell recommends Windows 7 for Business.

WORK WHEREVER

With Dell's Latitude™ D630 notebook you can stay connected to your clients no matter where you are. Next-generation wireless technology keeps you connected at home, in the office, and on the road. It eliminates the range limitations that keep you from working at the pace you're used to. And with optional mobile broadband, you can stay connected pretty much anywhere—a wireless signal exists, almost anywhere you put the job done. It also features the performance of Intel® Core™2 Duo Processor, so staying productive is easy.

Latitude™ D630 Notebook
Ultimate Business Notebook — with extreme performance of dual-core 
and mobility, starting at $849

To talk to a small business expert, call
800.579.0343 or visit DELL.COM/SimplifyBusiness.
100% PERFECT FOR YOUR BUSINESS

EACH DELL IS BUILT TO YOUR SPECIFICATIONS

VISIT DELL.COM

100% PERFECT FOR YOUR BUSINESS

EACH DELL IS BUILT TO YOUR SPECIFICATIONS

VISIT DELL.COM
ONLINE ADS

DELL HELPED A CUSTOMER...

...GET 15 TIMES BETTER PERFORMANCE

LEARN HOW

DELL HELPED A CUSTOMER...

...SAVE 5 WEEKS OF WORK ANNUALLY

LEARN HOW

DELL HELPED A CUSTOMER...

...RECOVER FROM A MAJOR DISASTER

LEARN HOW

DELL HELPED A CUSTOMER...

...CUT ENERGY COSTS BY 66%

LEARN HOW
BANNER CREATIVE ANATOMY

Headlines: 3 lines max
Subheads: 2 lines max

Solid Colorbar

Layered Product Photography (backstage lighting), reflections

Call To Action: Gotham Bold

Headlines & Subheads: Gotham Black, All Caps Split Color Highlighting

Soft Beat
FONT USAGE - MLB EXAMPLE

Translation may not be correct

19% WENIGER ENERGIE VERBRAUCH
LEISTUNG PRO WATT, WELCHES DIE KONKURRENZ NICHT SCHLÄGEN KANN
* Mehr Details

19% MENO USO DI ALIMENTAZIONE
PRESTAZIONI PER IL WATT CHE LA CONCORRENZA NON PUÒ BATTERE
* Più Particolari

19% LESS POWER USAGE
PERFORMANCE PER WATT THE COMPETITION CAN’T BEAT
* More Details

Headlines & Subheads: Gotham Black, All Caps
Call To Action: Gotham Bold
Split Color Highlighting
FONT USAGE - SMB EXAMPLE

Translation may not be correct

German

Italian

English

Headlines & Subheads: Gotham Black, All Caps
Call To Action: Gotham Bold
Split Color Highlighting
SAVE OVER $450*
ON SELECT DELL TECHNOLOGY
Hurry, offer expires 10/31/07!
ADVANCED TECHNOLOGY
JUST GOT MORE AFFORDABLE

Look inside. ↓
MAILER SPREAD

Performance you need at a great price

Dear [Recipient],

Using the latest technology can significantly increase your district's productivity. With Dell's innovative products and competitive price points, you can keep your technology current without adding layers of complexity to your budget. Our cloud-based solutions are just one example of how we're offering you tremendous savings on the Dell™ Latitude™ D630 notebooks.

AND TODAY you can save over $450* on the hardworking Dell™ Latitude™ D630 notebook with the latest Intel® Core™ 2 Duo processors and infield Intel® Graphics or NVIDIA discrete graphics for enhanced performance. The Latitude D630 notebook delivers the security and wireless technology packed with innovative features. It can help simplify operations and grow your district's image. It's just part of how Dell helps you streamline IT.

A great offer like this is just one of the many benefits of partnering with Dell. Don't miss this opportunity to save while you still can.

Sincerely,
[Signature]

Call [Phone Number], your dedicated Dell representative, at 866-472-9184 or visit DELL.COM/D630savings today. This offer expires 10/31/02.

On a Dell™ Latitude™ D630 Notebook

- Dell Latitude notebooks with preinstalled Windows Vista® Business operating systems make information-sharing easier
- Full-featured mainstream notebook with advanced options and new levels of customization
- Dell's unique wireless suite helps users stay productive wherever they need to work
- Optional encrypted hard drive offers full disk encryption without compromising system performance

*Save $450 based on an average price reduction of $1,000.
The World’s Most Secure Commercial Notebooks

Robust Security
Self-encrypting drives protect sensitive data, even if the notebook is lost or stolen. 

1. Data Security
2. Peripheral Security
3. Management Security

The SOLUTIONS GUIDE for Business

5 Ways You Can Simplify IT

1. Consolidate Workstations
2. Reduce Data Center Costs
3. Increase Productivity

Take the Complexity Out of IT

Virtualization
System Management
Exchange Infrastructure
On-Demand Desktop Streaming
Power and Cooling

A Powerful Partner
Your Dell Commitment
Excellence

Service Suites
Software and Accessories
Microsoft® Operating Systems

Industry-Leading Products
Notebooks
Desktops
Servers
Storages

SOLUTIONS GUIDE

For more, visit dell.com/computersolutions or call 866-666-1718

Solutions Guide

58
SMALL BUSINESS CATALOG

“EXACTLY WHAT SMALL BUSINESSES HAVE NEEDED FOR YEARS”

Dell recommends Windows Vista® Business.

100% READY FOR BUSINESS

Dell follows up through up to 15,000 hours of rigorous testing before they're ready for your business.

“PRICE, VALUE AND DURABILITY”

DURABILITY PUT TO THE TEST

Dell strives to build great systems that work when you need them. When challenges go away, new Dell ProSupport is always available to give you fast access to our North American-based phone support line.

“EXACTLY WHAT SMALL BUSINESSES HAVE NEEDED FOR YEARS”

SUPPORT YOUR BUSINESS 24/7

OFFERS VALID 2/7-5/6/08 unless otherwise noted.

Dell 1320c: PRINTER
Dell 1320c: Printer

1-888-221-1694 | DELL.COM/mb/February
100% READY FOR BUSINESS
Help increase your uptime with Dell technology — proven to handle the workload, day in and day out. Because business-readiness is built into everything we offer.

RUGGED, ROCK-SOLID DESIGN
Dell™ Latitude™ notebooks are built to withstand the rigors of the road and office:
• Weatherized durability design
• Strike Zone™ “hard-drive with built-in shock absorbers to help protect your data
• Reinforced, magnesium alloy construction for added durability
• Spill-resistant sealed keyboards
See p. 12.

“PRICE, VALUE AND DURABILITY”
— LATTITUDE 2650

PROVEN NETWORK MANAGEMENT
Your server network — secure, protected and available. Dell performs diagnostic tests on every server deployed. It’s just one part of our mission to increase your confidence in the technology behind your business.

#1 IN CORPORATE IT SERVICE AND SUPPORT
— TIR 12.2007

TRUSTED TECHNOLOGY
The built-in reliability of OptiPlex™ business desktops is designed to enhance productivity and reduce downtimes. It's just one of the reasons OptiPlex is trusted by IT professionals and end-users alike. See p. 14.

DEPENDABLE DATA STORAGE
Dell is one of the fastest-growing global storage vendors, with a newly expanded portfolio of products and services focused on helping you store, manage, and protect your data. For more than 20 years, Dell has been helping small businesses by offering secure, reliable, and tailor-built storage solutions.
For more information about Dell servers and storage solutions, see p. 24-27.

SUPPORT YOUR BUSINESS CAN TRUST
Dell strives to build great systems that work when you need them. When challenges do arise, new Dell ProSupport is always available to give you fast access to North American-based phone technicians. See p. 5.

OFFERS VALID 2/7 - 3/6/08 unless otherwise noted.
DELL BUSINESS
NEW DELL BLADES FOR SIMPLE SERVER MANAGEMENT
GOOGLE

THE GOOGLE SEARCH APPLIANCE BRINGS GOOGLE'S POWERFUL SEARCH CAPABILITIES INSIDE COMPANY FIREWALLS. IT INSTANTLY INDEXES AND RETREIVES INFORMATION, ALL THROUGH A SECURE AND USER-FRIENDLY INTERFACE.

CHALLENGE
Google required extensive hardware customization, a single point of contact and fulfillment, and high product quality to bring the Google Search Appliance to their customers.

SOLUTION
Dell's ODM Industry Solutions Group modified the Dell PowerEdge 2600 server to form the foundation for the Google Search Appliance. They also provided a single source of sales and technical expertise, customer fulfillment, and worldwide regulatory compliance capabilities.

BENEFITS
- Substantial savings due to lower operating costs and fewer service calls.
- Customer experience is improved by helping Google meet service level agreements.
- The proven PowerEdge platform is customized into a product that fits the unique Google style.

"With a total service solution from Dell, we've been able to remove complexities for our staff. That's one-stop shopping—who wouldn't love that?"

— AIDYMAR BIGIO
Manufacturing and Operations Manager, Google
ARCADIS

ARCADIS IS A CONSULTING AND ENGINEERING BUREAU BASED IN BELGIUM, PROVIDING INTEGRATED SERVICES SUCH AS FEASIBILITY STUDIES, DESIGN, PROJECT MANAGEMENT, AND FACILITY MANAGEMENT.

CHALLENGE
Arcadis needed to replace its existing data storage system. With data kept on separate servers divided among individual business units, there were challenges around scalability, business continuity, and management efficiency.

SOLUTION
Dell helped Arcadis implement a Storage Area Network complete with VMware virtualization technology, and EMC SnapView for point-in-time data copies.

BENEFITS
• Excellent Storage Area Network scalability ensured that Arcadis can meet increasing data storage demands cost-effectively.
• Ease of management maximized operational efficiencies within the IT department.
• Improved data backup supported greater business continuity.

“We first made a thorough assessment of the market. In the end, we opted for Dell/EMC due to the technology and quality of service. We had a good feeling about Dell/EMC right from the first contact.”

— JOHN DAHAEZE
Systems Manager, Arcadis*
DEELGEMEENTE IJsselmonde

DEELGEMEENTE IJsselmonde is a local authority of Rotterdam in the Netherlands, helping to deliver key community services.

CHALLENGE
Deelgemeente IJsselmonde added a new server to run each new application, which led to server sprawl. They needed to consolidate their server environment and find a trusted supplier to provide optimum services.

SOLUTION
Acting as a single point of contact, Dell implemented a virtual server environment on PowerEdge 2950 servers. A storage solution also provided a backup system, enabling faster recovery during the day.

BENEFITS*
- IT employees saved 25% of their time managing equipment.
- Virtualization reduced the number of physical servers required by 50%.
- The pay-as-you-grow scalable enterprise model helped the IT department control its computing costs.

“Dell has provided us with great consultancy services plus a very resilient solution. And, what’s more, we’ve doubled our computing capacity while halving our server footprint.”

— RONALD DUIFFS
Head of IT, Deelgemeente IJsselmonde

*This is an example of a regional version
EDUCATE WITH CONFIDENCE

Integrating technology into the classroom experience can be a challenging task for some teachers and administrators. That’s why Dell offers a wide range of professional development resources to help train educators to successfully use classroom technology.

EXTENSIVE PROFESSIONAL DEVELOPMENT OPTIONS

Our learning plans are focused on one thing: helping transform the culture of teaching for the new century. To accomplish this, we offer a variety of professional development options that utilize industry best practices, help promote faculty collaboration and encourage ongoing assessment and evaluation.

Realizing that educators have a wide range of technology experience and busy schedules, our professional development resources are available in targeted learning plans. Our approach also takes into consideration different learning styles, helping ensure that educators have learning options that are engaging, stimulating and produce worthwhile results.

As with any approach to learning, our professional development measures the effectiveness of our courses. This can give teachers and administrators a real-time assessment of the progress they’re making and, as a result, show the impact they can have on a student’s learning environment.

TEACHING TOOLS, GUIDANCE AND MORE

Created specifically to help teachers and administrators fully utilize classroom technology, the Dell Codex K12Charge offers access to:
- 25+ online courses focused on integrating technology into the curriculum
- 20+ workshop Web sites with helpful training resources
- 60+ teacher tools, including best practice strategies, lesson plans and rubrics aligned to district standards
- 1,000+ standards-based projects, lessons and resources for a technologically enhanced classroom

ADVANCE YOUR K-12 LEARNING ENVIRONMENT AT
DELL.COM/K12/HeroOfTheClass

6 | Professional Development
Nothing can interfere with learning and teaching quite like nonfunctioning technology. Even though we’ve engineered our Latitude™ notebooks to deliver the durability and reliability today’s classrooms demand, technical malfunctions and mishaps are unavoidable.

"DELL IS MORE THAN A TECHNOLOGY VENDOR. THEY ARE AN EDUCATIONAL TECHNOLOGY RESOURCE FOR K-12 ORGANIZATIONS."

— ALE HALL
TECHNOLOGY COORDINATOR
MINEOTEKA SCHOOL DISTRICT

SUPPORT SERVICES KEEP SOLUTIONS RUNNING

Fortunately, Dell offers an extensive range of support services to get your notebooks running as soon as possible. With three-year support standard for all Latitude notebooks, you get access to 24x7 phone and online support plus Next Business Day On-Site service. You also get access to remote assistance functionality via our powerful online tool, DellConnect™. Through a standard broadband connection, Dell IT technicians access your computer, diagnose the problem and then take the necessary steps to repair it.

Gold Technical Support provides expert technical support when rapid problem resolution is necessary — with an average response time of 2 minutes or less. In addition, CompleteCare™ Accident Damage Service covers most repairs and replacements for accidental damage, drops and spills.

We also make it easy to manage or change images throughout your school or district imageDirect, with a simple, Web-based interface and icon-driven functionality, offers a secure way to create, load and manage custom images.

ADVANCE YOUR K-12 LEARNING ENVIRONMENT AT
DELL.COM/K12/HookedOnTheClass

*See p. 16 for important information
*Pending Intel Approval.
300% FASTER SETUP

SIMPLE, RAPID DEPLOYMENT
THE COMPETITION CAN'T BEAT

SIMPPLY YOUR DATA CENTER AT DELL.COM/Simplify
OUT OF HOME
ADVERTISING
96% OF FORTUNE 500 USE DELL

SIMPLIFY YOUR MOBILE WORKFORCE AT DELL.COM/Simplify
18% longer battery life

Battery life. The competition can’t beat.

Simplify your mobile workforce at DELL.COM/Simplify
EXAMPLES OF THE TOURNAMENT LOGO

A)

B)

C)
“MUSIC IN THE SOUL CAN BE HEARD BY THE UNIVERSE.”

— LAO TZU