



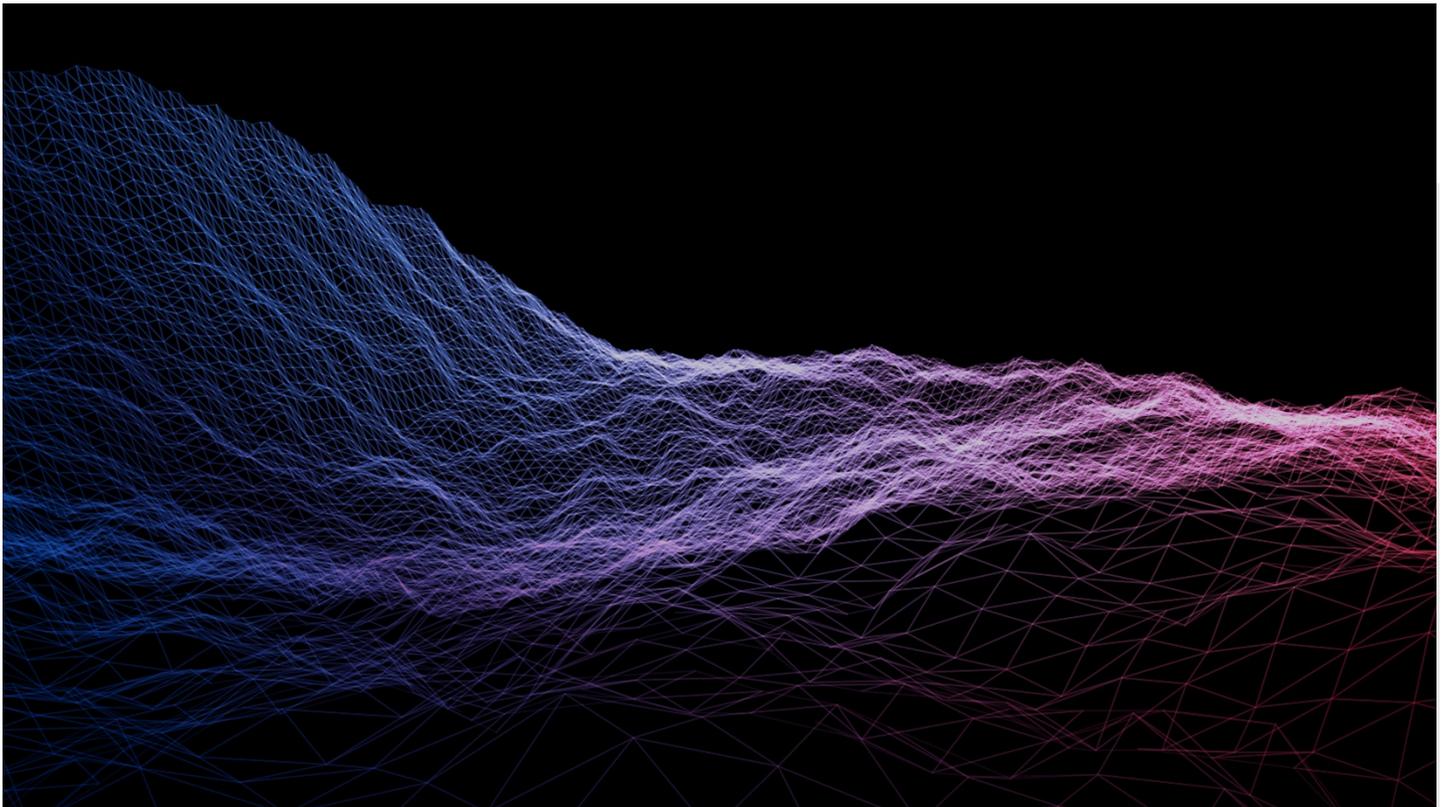
**Hewlett Packard**  
Enterprise

**FAQ**

# **BRAND IDENTITY REFRESH**

FREQUENTLY ASKED QUESTIONS

As of September 6<sup>th</sup>, 2019



## **GENERAL QUESTIONS**

1. Why are we introducing this Brand ID refresh?
  - a. **In 2015, we launched the Hewlett Packard Enterprise brand, complete with our distinctive green “Element” logo and the “Accelerating Next” campaign. Since then, HPE has been recognized as one of the world’s most valuable brands and won awards for the rebrand, brand launch, visual identity, and campaigns.**

**Four years later, HPE has evolved as a company—it’s time for our brand to evolve, too. Along with Siegel+Gale, who helped create our original brand, we’ve updated our visual identity. The Element has not fundamentally changed, but is now more dynamic, taking on different forms in different contexts. Other changes include bolder typography, a more vibrant secondary color palette, revised iconography, a new PowerPoint template, and updated brand guidelines.**

2. Do I have to go back and update all my existing materials to the refreshed ID?
  - a. **No. You may continue to use assets that are already created as long as the content is still relevant. Use the refreshed ID when updating or creating new content going forward.**
3. How do I determine the priority for updating my assets to the refreshed ID? What are the factors that should be considered?
  - a. **Each business unit will have to determine their priority for updating based on their needs and circumstances. A few things to consider:**
    - **Remaining shelf life of asset—Update items requiring immediate revision first**
    - **Audience—Prioritize external facing over internal facing assets**
    - **Low hanging fruits—Prioritize assets that are easy to convert vs. complex ones**
    - **Who uses the assets—Sales, Execs, Ops Team, etc.**

4. Is there training available on how to use the refreshed ID? How do I attend sessions?
  - a. **On September 3, 4, 5, 6 and 9, we will be hosting a set of two training sessions – a general training and an advanced training for marketers and agencies. Please [click here](#) to sign up. Both sessions will be recorded and made available to you on Brand Central the week after training.**
5. I work with external agencies. Have they been trained to use the refreshed ID? How do I ensure they are up to speed with the changes?
  - a. **The training invitation was sent out to our current list of agencies that are registered on Brand Central. If you believe your agency has not been contacted yet, please forward them the training invitation or the link to the training replay.**
6. I have inventory of printed materials in the original color palette. Do I need to scrap them, update the asset and reprint or can I deplete existing inventory?
  - a. **You can use existing printed materials until they run out. However, if your organization decides that a given asset must be updated immediately for strategic reasons, the remaining inventory should be scrapped.**
7. I noticed that we have some sections on Brand Central where the content is not fully updated to the refreshed ID. What does this mean and when should we expect to see that content updated?
  - a. **Not all sections have been immediately updated. This is a rolling change and some sections require more in-depth analysis to determine how the refreshed ID can be best utilized. We will be using the normal channels on Brand Central to communicate when they become available. Until then, if you have any questions related to a particular section, please open a CRT ticket and a member of the Brand Team will assist you.**
8. What about HPE Pointnext Services?
  - a. **Recently HPE Pointnext added ‘Services’ to their name and logo. All the updated guidelines, including the new logo assets, can be found on Brand Central.**

## **OUR BRAND**

### **Brand Strategy, Architecture and Naming**

1. Were there any changes to our brand strategy, brand architecture and naming?
  - a. **No. Those areas which are core to our entire brand identity have not been changed.**

## **BRAND ESSENTIALS**

### **Logo**

1. Are there any changes to our logo or how it is used?
  - a. **There are no changes to our logo or its use. Our logo remains the most important identity asset we have at HPE, so it is critical that we continue to use and represent it according to the guidelines available on Brand Central.**
2. Will the change in the secondary color palette impact how I can use our logo?
  - a. **Yes. Not all of the colors of the new secondary color palette can be used as a background for our logo. Please review the guidelines on Brand Central for more details.**

### **Color Palette**

1. What is the reason behind a new secondary color palette?
  - a. **We have received consistent feedback that the original secondary color palette did not provide enough contrast in digital applications. Additionally, the original palette did not capture the vibrancy and energy of the HPE brand. The new, brighter palette is very energetic and digitally-friendly and ultimately, a better representation of HPE.**
2. Are we changing our primary color palette?
  - a. **No, we are not changing the primary color palette. We are, however, bringing our HPE green more to the forefront and making it more prominent. Please review the color palette section on Brand Central to understand how this will come to life.**

3. How does the use of the new secondary color palette impact my work?
  - a. **The new secondary color palette touches just about every aspect of the refreshed ID where color was used. The impact of the new palette will depend on which asset you are working on, so you should review the updated section on Brand Central pertaining to that asset to understand the changes in detail.**

**The secondary color palette's main purpose has not changed—to add a splash of color to assets and instill more life and visual interest to them. Please use appropriately. Don't over use.**

4. The gray colors that I see inside the PPT template do not match the HPE Gray values in the Color Palette section. Is that a mistake?

**No. The HPE Gray listed in the color palette section explicitly calls out its use on Infographics. The 2 gray colors offered inside the PPT template are ONLY to be used in PPT, nowhere else. They are there to support the need of a background with transparency for copy legibility.**

## **Photography**

5. Why are we refreshing our photography style?
  - a. **We have refreshed our photography style to add 'environmental textures' and 'macro/ detail views' to create dramatic photographic backdrops for our communications. These dramatic wide-shots and close-ups are a great fit when using our Element graphic device for covers or graphic art. It's a bold and beautiful visual statement that will help our brand to stand out.**

**In addition to these two new styles, we have also updated our guidance for lighting, especially when photographing people. We are moving away from harsh white lights to incorporate a cinematic quality in all of our photography going forward.**

6. Are we introducing new photography styles with this refreshed ID?
  - a. **Yes, we have introduced two more styles in our photography guidelines called 'environmental textures' and 'macro/ detail views.' However, the rest of the photography guidance has remained largely**

**the same apart from updating our guidance for lighting, as mentioned above. We have updated most of the visual examples on our photography page on Brand Central with more recent inspirational photography.**

7. Can I still use the current images that are in the library?
  - a. **Yes, all imagery hosted in our HPE image library can be used. The updated guidance will affect new images being produced. Please check Brand Central on a regular basis for communications about new photography.**
8. Are we expecting new albums to be added to the library?
  - a. **Yes, we have two international shoots and one domestic shoot in planning for Q4, yielding to a lot of new photography launching in Q1.**
9. I am working with an agency. Can they procure images based on the updated photography guidance?
  - a. **You should always leverage the photography that is made available through our HPE image library. If you cannot find image assets that you need for your communication, please open a CRT ticket. Please do not procure any photography through an agency or by yourself without prior brand approval.**

### **Visual Storytelling**

10. Why are we refreshing the Visual Storytelling contents?
  - a. **We did an assessment of the existing components of our Visual Storytelling toolbox and decided to make minor adjustments to better align with what HPE is and represents today. In some cases, the assets also needed to be updated with the new secondary color palette.**
11. Is everything related to Visual Storytelling changing?
  - a. **No. The only set of assets being impacted are:**
    - i. **Illustrations: They will feature slightly more angular lines and refreshed color palette**
    - ii. **Technical icons: They are being recolored to match the new secondary color palette****Marketing icons remain unchanged**
12. What are the changes impacting our Illustration assets?

- a. **The lines are becoming more angular, thinner and consistent across the entire asset library. We are also updating the color of all the illustration assets to match the new secondary palette.**

13. I noticed that only the PPT version of the new illustrations are available on Brand Central. Are we not getting the other file formats (.ai, .png, .svg)?

- a. **Yes these other versions are being gradually uploaded to the illustration section of the image library. The PPT version was released first because it is the most commonly used. If you have an urgent need to have a different file format of an illustration before you see it in the library, please create a CRT ticket and we can provide it to you.**

### **Font**

14. Are we introducing changes to the typography we use at HPE?

- a. **No. Metric HPE and Simple HPE remain the two fonts you should have installed on your computer.**

15. What has changed for typography?

- a. **The changes pertaining to typography are related to copy hierarchy not font use. For example, headlines are now going to be all caps using the Metric HPE Black font weight. Details can be found on Brand Central.**

16. Can I share Metric HPE and Simple HPE font packages with external entities?

- a. **Yes. As an HPE employee you can share the font with an agency, partner or customer as long as it is in support of HPE work. However, those external entities cannot forward the font to anyone else.**
  - i. **For example: If an agency you are working with subcontracts part of the work to another entity that needs to use our font, the creative agency cannot forward the font package. The subcontracted entity must obtain the font directly from an HPE employee.**

### **Element**

17. Were there changes to the Element and how it is used? If so, why?

- a. **Yes. The Element has a much more prominent place in this refreshed ID. Think of the Element as a window into how Hewlett Packard Enterprise advances the way people live and work and what the future holds for all of us.**

**There are, however, very specific rules and guardrails around this new usage, and early engagement with the Brand Team is crucial to ensure the best possible outcomes.**

18. Can anyone reproduce the examples shown on Brand Central if they want to start using the Element in those ways?

- a. **Not exactly. The use cases are very specific to each application and require skilled use of graphic design software to achieve the desired result. You must engage with the Brand Team by opening a CRT ticket if you would like to use the Element in executions that are not already offered in a templated manner.**

19. What if I have an agency that used to create assets using the Element before the introduction of the refreshed ID? Can they do it now as well if they have been trained in the refreshed ID?

- a. **Agencies certainly have the needed graphic design talent in-house so they can work on drafts of these new uses of the Element. However, all cases must be submitted to Brand for review and approval before they can be used anywhere. Please create a CRT ticket and attach the draft for review.**

### **Voice**

20. Are there any changes to our voice as part of this refreshed ID?

- a. **No. Our voice remains the same—courageous, open and inspired.**

### **Writing Style**

21. Are there any changes to our current writing style guidelines?

- a. **Yes. While there are not specific changes to our current writing style guidelines, there are changes to font weight and copy hierarchy. These are incorporated automatically for you on templates (e.g., PowerPoint, collaterals, etc.) and also outlined in corresponding sections on Brand Central. Make sure you review the specific section for the asset you**

**are working on to understand how these changes may impact your work.**

## **APPLYING THE BRAND**

1. Are all sections of Applying the Brand being impacted by the refreshed ID?
  - a. **Not all sections in Brand Central have received new guidelines and assets. Some sections were not impacted by the refreshed ID. They are: Naming, Brand Strategy, Brand Architecture, Marketing/Legal Guidelines, Voice/Writing Style, Campaigns, Biography, Advertising Guidelines, Internal Emails, Fax/Memo, Email Signature, Letterhead, Aruba, Partner Ready, Living Progress, MAP Partner Program**
2. I noticed that some areas of Applying the Brand are still not updated? Why? When will they be released?
  - a. **That is correct. Some sections on Brand Central require more detailed evaluation on how the refreshed ID would be applied to them. In those cases, we will be sending out Brand Central email notifications when they are ready with updated content. Make sure you have Brand Central set up to follow the entire site and to receive email notifications.**

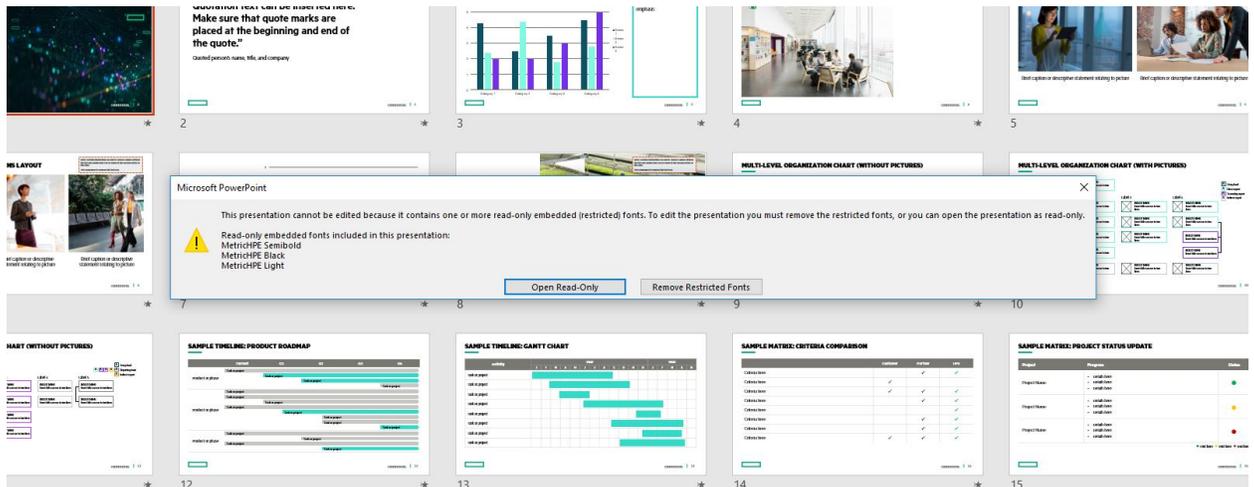
**The sections currently in progress include Events, Videos, Web and Digital Guidelines, Social Media and Recruitment Marketing.**

## **PowerPoint**

3. What are the changes to PowerPoint templates?
  - a. **We are introducing a brand new set of templates. These new templates already incorporate the new secondary color palette. They also have been streamlined and optimized to make your presentations easier to create.**
4. I do not see an Arial version of the PowerPoint template anymore. Is that coming later?

- a. **We have embedded Metric HPE to the new PowerPoint template. This means that you can always work using Metric HPE, regardless if your presentation is for internal or external use.**

5. When I open one of the new templates I am getting an error that I can only open it in Read-Only mode because some of fonts are missing. What should I do?



- a. **We are aware of this issue and are working towards a resolution. In the meantime, make sure you have all weights of the MetricHPE font installed in your system. You can download it from Brand Central [here](#). This issue is resolved once you have the fonts installed.**

6. Can I still use presentations created in the previous template? For how long?

- a. **While the teams gradually convert presentations to the new template, presentations created on the previous template can be used as long as the content is still relevant. There is no set date for when these existing presentations can no longer be used.**

7. If I am going to create a new presentation should I, from now on, only use the new templates?

- a. **Once the new template and guidelines are released, you should always use the new template to create new presentations or to convert old ones.**

8. How do I determine when to use the white versus the black background template?

- a. **Both templates are on brand and can be used, either individually or mixing slides from both. Certain types of slides will work better on a white background (heavy text slides) while others will look much**

**more impactful with a black background (imagery and graphics-intense slides.)**

9. Can I mix and match slides from the black and white backgrounds templates?

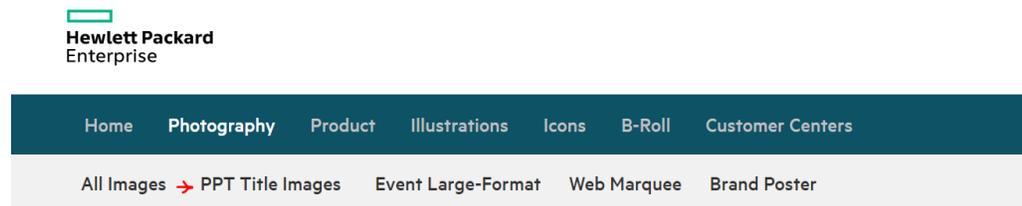
**a. Yes**

10. What happened to the set of pre-designed slides that used to be a part of the PowerPoint template? The ones with graphs, timelines, etc.?

**a. We have created what we call “Inspiration Slides,” a separate file that comes with the new PowerPoint download package. Separating it from the template resolves the issue of these slides needing to be deleted after use of the template and potentially being forgotten. The “Inspiration Slides” file makes it easier to create slides with graphs, timelines, etc.—simply open the file and drag and drop slides needed.**

11. I don't see examples with images for opening slides in the template. Where do I find them?

**a. We have created a curated album dedicated to PowerPoint opening slides in our image library with stunning images already cropped to size and ready to use. Just follow the new instructions in the PowerPoint template on how to import those images into your deck.**



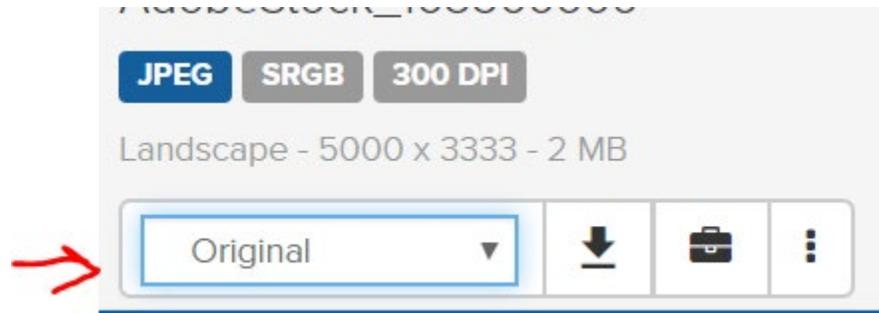
## PowerPoint Images

12. Does that mean I can ONLY use the images from that specific PPT Title Images in my PPT presentations?

**a. No. You can use any image from the library. This particular curated album is just adjusted to work really well for the opening title slides.**

**b. Make sure when you are selecting any of the other images to use in your presentation that you choose the “Digital – Large” conversion profile format before you download that. The original format, which appears by default is the size of the image you see on the dialog box.**

**In the example below, 2MB. A Digital – Large format will be much smaller.**



13. I have converted a presentation from the previous template to the new one and my file size has grown exponentially. What is wrong?

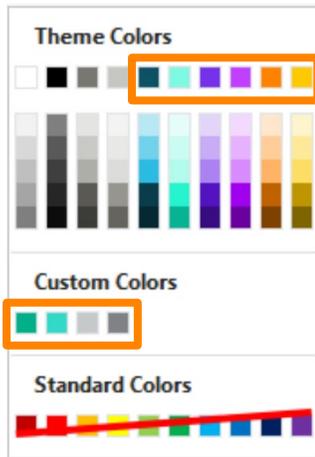
- a. **There are two possibilities here. The first one may have to do with how you copied/pasted the slides from the source file into the new template. Make sure you ALWAYS select “Use Destination Formatting” when you copy slides. Otherwise you may be bringing all the previously existing versions of Slide Masters from the original presentation into the new one. Refer to the “How to Convert” guide we offer on Brand Central, same location where you download the templates.**
- b. **The second option may be that if the original slide deck was very heavy in the use of photography, when you port it to the new template, you may need to repeat the process of compressing the images. To learn how to do that, visit the [Quick Steps](#) to learn how to do that.**

14. I cannot find an icon or illustration in the library that matches my needs for my PowerPoint presentation. Can I create it myself or have my agency create it for me?

- a. **Any asset that is part of our Visual Storytelling components (i.e., icons, illustrations, diagrams, etc.) can only be created centrally by the Global Brand Team. If you need a new asset, please open a CRT ticket.**

15. When do I use the General Use vs. the Keynote Large Screen PowerPoint template?

- a. General use is meant for most of your PowerPoint needs, including meetings with customers and partners. The Keynote Large Screen template is reserved for presentations in large event venues, like HPE Discover, and is geared towards more visual slides with very few words.**
16. Can I share presentations in these new templates externally? What if they don't have Metric HPE installed in their computers.
  - a. We have embedded the Metric HPE fonts into the templates so you can now share them freely with customers and partners.**
17. How do I convert existing decks to the new templates?
  - a. On Brand Central in the PowerPoint section, you will find a downloadable document called, "How to convert." Use this presentation to guide you on how to convert existing decks into the new template. Please note there is no "magic button" to convert decks. The level of effort required will vary depending on the complexity of the presentation and how it was originally created.**
18. How do I make the new template my PPT default template whenever I start a new presentation?
  - a. We offer step by step instructions on Brand Central, under [Quick Steps](#) section.**
19. Do I still need to save my presentations as a PDF file before sharing them with a partner or customer?
  - a. No, you can now share the PowerPoint file directly with them.**
20. I noticed that in the Custom Color ribbon there are 2 shades of gray added, besides the HPE green and HPE medium blue. Are those correct?
  - a. Yes, those are added specially for PPT in case there is the need for some background with transparency to allow for proper copy legibility. They SHOULD NOT be used outside of PPT and that is why they do not appear in the Color Palette section.**
21. There are only 6 colors available in the Theme Colors ribbon in PPT. What happens if I have a graphic that has more than 6 data points? How do I choose the other colors?



- a. **PowerPoint will choose those for you automatically. They will be a different tint % of the same 6 colors but you do not have to worry about manually picking them. PLEASE DO NOT manually change the colors assigned to graphics or other data visualization assets created using data points. We want consistency throughout our decks and that is why we decide to let PPT make the selection for us.**

**NOTE: This is the ONLY situation where tints can be used in PPT. Please DO NOT use tint %s of the 6 colors for anything else as we want to full vibrancy of our color palette to show in our presentations.**

## **Video**

1. I noticed that the video section does not have any changes published. Does it mean it is not changing at all?
  - a. **There are changes and updates coming to the video guidelines and toolkit. Watch Brand Central for new information in October 2019.**
2. If I need to create a video now, before the refreshed guidelines are published, what should I do?
  - a. **Continue to use the current and official HPE video guidelines until the new ones are made available on Brand Central.**
3. What if I have a video that has started production? Do I need to stop, wait for the new guidelines and then restart the work the agency?

- a. If you need to produce a video before the new standards are available, simply use the existing guidelines and toolkit from Brand Central.**
4. What happens to the existing videos that I have? How long can I still use them?
  - a. Current videos will follow the standard lifecycle management process based relevance, approvals and legal review.**

### **Stationery and Business Cards**

1. I noticed that the business cards now have a black backing with the Element. Does it mean I have to scrap my existing cards and order new ones?
  - a. You can continue to use your business cards until you either run out of them or your information changes requiring you to order new ones.**
2. I do not see a new version of the HPE pocket folder. Are we getting a new design? When?
  - a. The folder is still under development and will be announced in the future. We will send a Brand Central communication out when it becomes available.**
3. Do I need to scrap any existing inventory of stationery due to this refreshed ID?
  - a. Stationery inventory can be used until it is depleted. With the exception of the business card and pocket folder designs, all other assets remain unchanged.**

### **Office Environments**

1. What are the changes to applying our brand to office environments?
  - a. Branding an office environment is a very unique and individual exercise. While the refreshed ID has changed the secondary color palette, the rules and guidelines around branding a physical space remain the same. Always engage your local GRE representative first, and they will engage with the Brand Team for guidance.**
2. Can I use the new secondary color palette to paint walls?
  - a. A secondary color palette's main function is to add a splash of color to our branded executions. They are not meant to be used in large**

**spaces or entire walls. As a general rule, we recommend avoiding the use of the secondary color palette except as an accent color. The use of color in an environment should not be an isolated decision and should be evaluated as part of the entire branding exercise of that space.**

3. What happened to the poster selections that were available before?
  - a. **We are currently refining the selections that will be offered as posters to dress the walls in our offices and other spaces. We will be communicating via Brand Central when they become available.**

### **Collaterals**

1. I see that our collateral suite has changed. Does that mean I have to go back and update all my existing collateral pieces to the new templates?
  - a. **As with everything else in this launch, these are rolling changes. You change them as they need to be updated. There is no need to immediately update all existing collateral pieces.**
2. When should I convert collateral pieces to the new templates?
  - a. **Convert them as you schedule them for a review based on the need to create new content, revise or replace the asset.**
3. Can I create my own collateral template, based off of one of the existing new ones?
  - a. **All collateral templates are centrally created and managed by the MAP team. Only they can create a new template. If you feel you have a need for a new template, you can open a CRT ticket and make a request, and it will be routed to the MAP team for evaluation.**
4. I really like the new proposed cover pages for our collaterals. Can I request that just the cover page be converted and keep the content unchanged?
  - a. **We strongly recommend that if you are going to start the conversion of an existing collateral piece, that you convert the entire document completely. It will avoid versioning confusion.**

**Social Media: Coming soon**

## **Co-Marketing**

1. What are the changes impacting the co-marketing guidelines?
  - a. **There are no direct changes impacting the co-marketing (co-branding) guidelines and how we represent our brand along with those partners and customers.**

## **Branded Merchandise Program**

1. How does the refreshed ID impact our branded merchandise?
  - a. **We will gradually incorporate, where it makes sense, some of the new colors in our color palette as options for merchandise. They will be added to the official merchandise catalog as they become available.**
2. I have merchandise I recently purchased in the colors of the original color palette. Do I need to scrap them?
  - a. **You can deplete your inventories of existing merchandise normally. There is no need to scrap your items.**
3. I would like to purchase new merchandise in a color from the new secondary color palette, but I do not see it on the catalog yet. What should I do?
  - a. **You should open a CRT ticket and provide as much information as possible about the item you want to purchase and the context behind its intended use. The Global Brand Team will evaluate the request and, if approved, will notify Dowlis of the exception.**
4. Can I use a different merchandise supplier of my preference, instead of using Dowlis?
  - a. **No. HPE has a Global Master Service Agreement with Dowlis as the only approved supplier of branded merchandise. Any branded merchandise acquired outside of the Dowlis network is a violation of this agreement and exposes HPE to potential legal actions.**