

Borland

WHAT ATTRIBUTES MUST THE BORLAND LOOK AND FEEL EVOKE?

- Develop a highly professional and distinctive look and feel that displays the strong characteristics of an enterprise company.
- * Create a unique look and feel that is consistent with the company's mission and values.
- * Communicate Borland's proven technical excellence and global partnerships with industry leaders.
- CHANGE**
QUALITY ACCELERATE LEADING
PROCESS ORIENTED EVOLUTIONARY
ENTERPRISE-CLASS INDEPENDENT
BUSINESS VALUE ESTABLISHED
DISCIPLINED OPTIMIZATION

PROGRAM OBJECTIVES

- Develop a highly professional and distinctive look and feel that displays the strong characteristics of an enterprise company.
- Create a unified image that supports Borland in all markets and is consistent across all mediums.
- Convey how Borland advances the customer's agenda, rather than an infrastructure play.
- Communicate Borland's proven technical excellence and global partnerships with industry leaders.

TARGET AUDIENCE

Primary: Senior level IT executives

Secondary: Developers and team leaders

Characteristics

- Career IT professionals
- Highly focused on maximizing opportunities, accelerating time to market, and improving quality.
- Risk averse and concerned with ROI

filling in the gaps

BORLAND BASICS

BORLAND STYLE GUIDE

The Creative:

Corporate Overview Brochure



Presentation Folder



Data Sheet



Photography Style:

Action photos of people within a corporate environment are used in this design. Photos are used in full-color for the corporate overview brochure and with an overlay of color, as shown in the data sheets.



FILLING IN THE GAPS

The Concept:

Software Delivery Optimization "fills in the gaps" between management, software development and the operations teams to maximize business value. This concept shows through type, layout, and graphic elements, how Borland's technology provides an integrated flow of communication and collaboration between production teams to ultimately "fill the gap" and allow for a managed business process.

Typography:

Folio Condensed Light

Folio Condensed Medium

Folio Light Italic

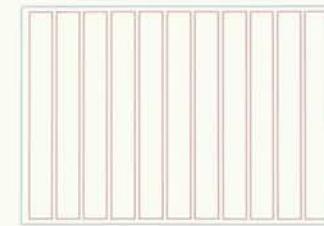
Phaelon

Color Palette:



The Grid System:

The grid is based on an eleven-column system.





Brochure Spread



Brochure Spread



Brochure Spread

Java & Java Enterprise

JBuilder® 8

DELIVER

ACCELERATE YOUR DEVELOPMENT

Java & Java Enterprise

THE LEADING JAVA DEVELOPMENT SOLUTION Ut wisi enim ad minim quis in nostrud exercit ation enim ullamcorper suscipit enim ad minim atshuo veniam, quis vero lobortis nisl ut them aliquip quis ea commodo consequat. Duis autem eu vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vell eu illum dolore erat feugiat nulla facilisis at vero eros duis accumsan et iusto odio enim ad minim veniam, quis suscipit enim and minim veniam, iriure dolor in quis dignissim the ionetta duis elle ut exc.

MAXIMIZE TEAM PRODUCTIVITY WITH AN INTEGRATED TEAM DEVELOPMENT ENVIRONMENT Com utin incidunt ut laoreet dolore magna enim ad after minim veniam, quis volutpat. Ut wisi enim ad minim quis in nostrud exercit ation enim ullamcorper ut suscipit enim ad minim veniam, quis vero lobortis nisl ut them aliquip quis ea commodo ut consequat. Duis autem eu vel eum iriure dolor ihendrerit in vulputate velitin esse molestie consequat, vell eu illum dolore erat feugiat nulla facilisis at vero eros duis accumsan et iusto odio enim ad minim veniam, quis suscipit enim and minim duis accumsan et iusto odio veniam, iriure dolor in quis aliquip qui dignissim.

key benefits:

- { Maximize team productivity with an integrated team development environment
- Reduce the risk and cost of development—all the way through deployment
- Leverage investments in existing projects and manage change successfully

Borland

invisibility in/invisibility out

BORLAND STYLE GUIDE**The Creative:**

Brochure Cover



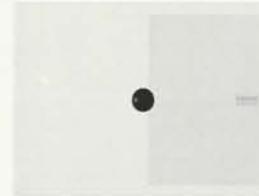
Brochure Spread



Data Sheet



Folder

**Photography Style:**

Full colored photographs are shot in blur and composite as reflection.

**INVISIBILITY IN, INVISIBILITY OUT****The Concept:**

This concept illustrates how visibility into the enterprise enables change, and how Borland is enabling this visibility by changing the way business software is developed. Translucent materials, imagery and die-cuts portray how gaining visibility into the enterprise can result in aligned teams, technology, and processes that maximize the business value of IT.

Typography:

Univers Regular

Univers Italic

Univers Bold

Univers Bold Italic

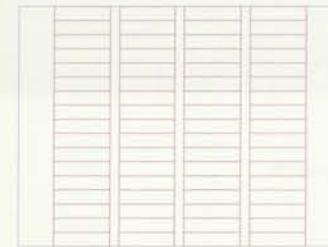
Univers Condensed

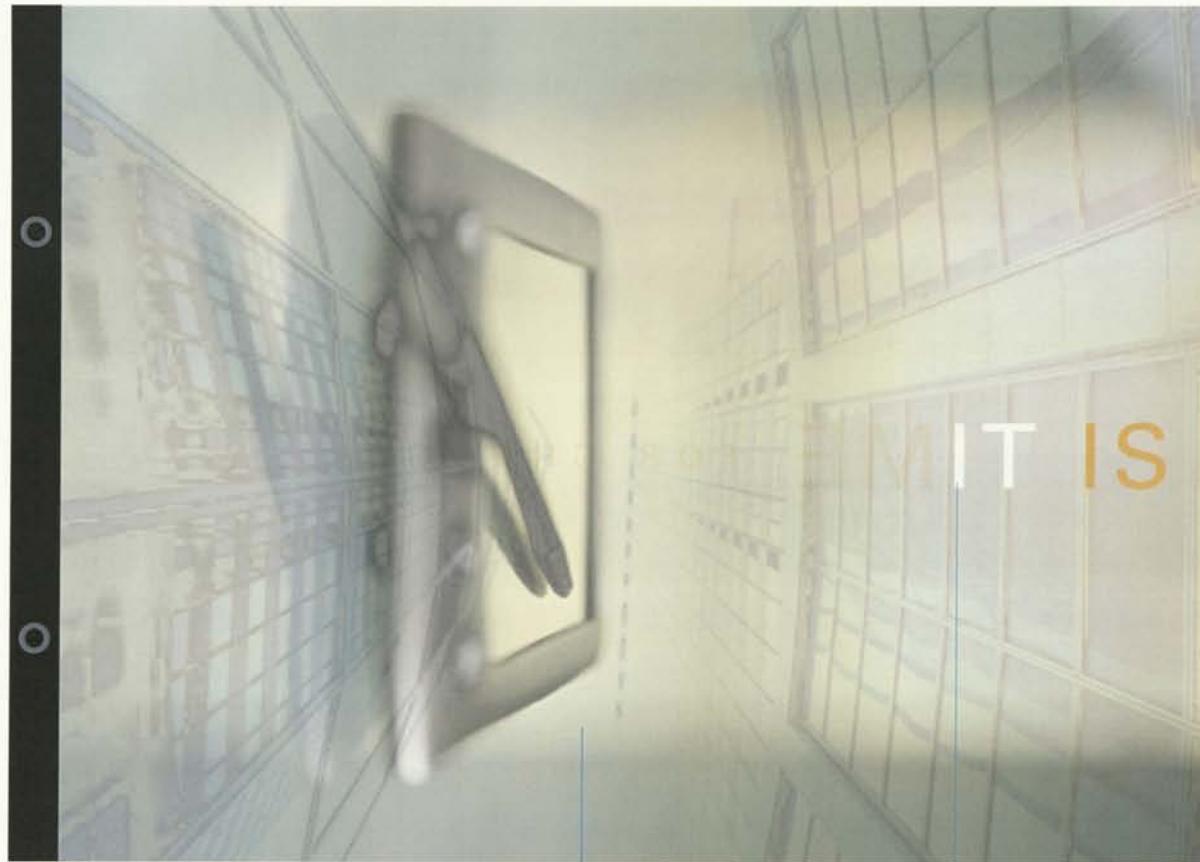
Aldus Roman

ALDUS SMALL CAPS

Color Palette:**The Grid System:**

The grid is based on a four column system.





Brochure Cover

Double fold vellum

"IT" die-cut



Inside Front Cover Spread

Double fold vellum

INFORMATION TECHNOLOGY IS DRIVEN BY SOFTWARE. SOFTWARE MUST BECOME A MANAGED BUSINESS PROCESS, JUST LIKE MANUFACTURING, JUST LIKE RESOURCE PLANNING, JUST LIKE CUSTOMER MANAGEMENT. SOFTWARE IS EASILY AS CRITICAL TO THE BUSINESS AS ANY OF THESE PROCESS. OUR MISSION IS TO ENABLE CUSTOMERS TO ACHIEVE THAT STATE OF PROCESS. OUR MISSION IS TO ENABLE SOFTWARE DELIVERY OPTIMIZATION.

THE RIGHT SOFTWARE DELIVERS BUSINESS VALUE

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Double fold vellum

"IT" die-cut



TO MAXIMIZE BUSINESS VALUE

Spread 2

"IT" die-cut

Double fold vellum



3

JBuilder® 8

KEY BENEFITS

- Maximize team productivity with an integrated team development environment
- Reduce the risk and cost of development – all the way through deployment
- Leverage investments in existing projects and manage change successfully

THE BORLAND JBUILDERS DEVELOPMENT ENVIRONMENT IS THE CORE OF THE BORLAND SOFTWARE PLATFORM FOR JAVA AND CRITICAL ELEMENT IN THE BORLAND SUITE OF APPLICATION LIFECYCLE MANAGEMENT TECHNOLOGIES. DESIGNED TO GIVE DEVELOPERS THE TOOLS THEY NEED TO MAXIMIZE PRODUCTIVITY IN THE DEVELOPMENT OF ENTERPRISE APPLICATIONS, JBUILDERS 8 ENABLES DEVELOPMENT TEAMS TO DO MORE: REDUCE DEVELOPMENT COSTS, DELIVER CONSISTENT, HIGH-QUALITY APPLICATIONS, AND SHORTEN TIME-TO-MARKET. IN FACT, FROM WITHIN THE AWARD-WINNING JBUILDERS IDE, DEVELOPERS CAN MANAGE THE ENTIRE APPLICATION DEVELOPMENT LIFECYCLE, FROM DESIGN TO DEPLOYMENT.

Borland®
Excellence Endures

INCREASE THE EFFICIENCY AND SPEED OF YOUR DEVELOPMENT TEAM WITH ACCELERATE YOUR DEVELOPMENT

THE LEADING JAVA DEVELOPMENT SOLUTION
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MAXIMIZE TEAM PRODUCTIVITY WITH AN INTEGRATED TEAM DEVELOPMENT ENVIRONMENT
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Data Sheet

from chaos to order

BORLAND STYLE GUIDE**The Creative:**

Corporate Overview Brochure



Data Sheet



Presentation Folder

**Photography Style:**

The images of people will be used to reinforce the concept.

**FROM CHAOS TO ORDER: Software Delivery Optimization****The Concept:**

This concept demonstrates how Borland is profoundly changing the way business software is developed; transforming the process into a manageable and disciplined process that delivers real business value.

Typography:

Bembo Regular

Bembo Semibold

META NORMAL CAPS

META MEDIUM CAPS

Color Palette:**The Grid System:**

The grid is based on an one-column system.



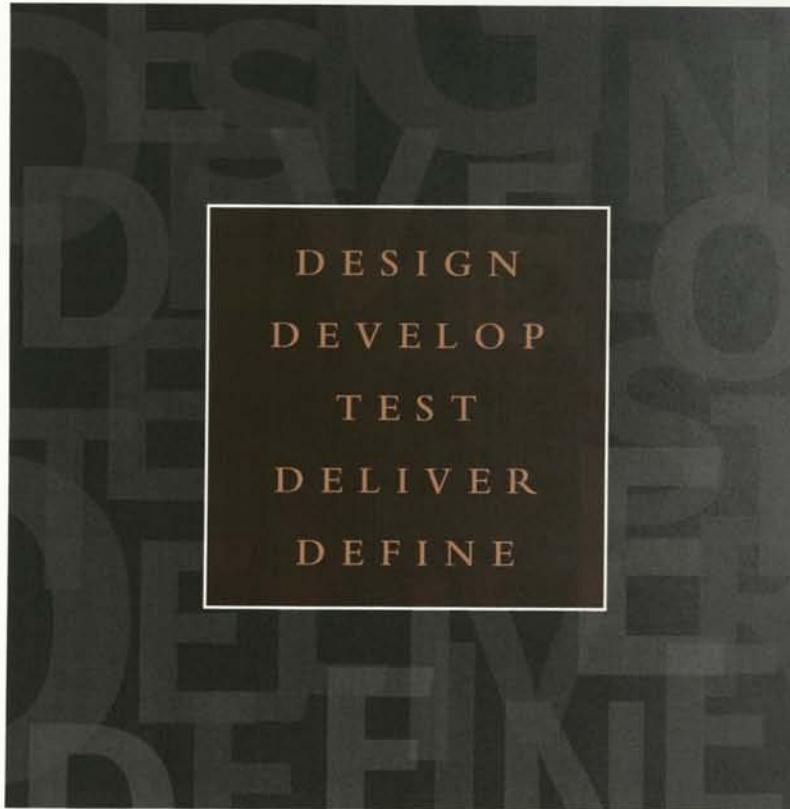
FROM CHAOS TO ORDER
SOFTWARE DELIVERY OPTIMIZATION

Title will be embossed

Borland®

Logo will be embossed

Corporate Overview
Size: 8 x 8 in.

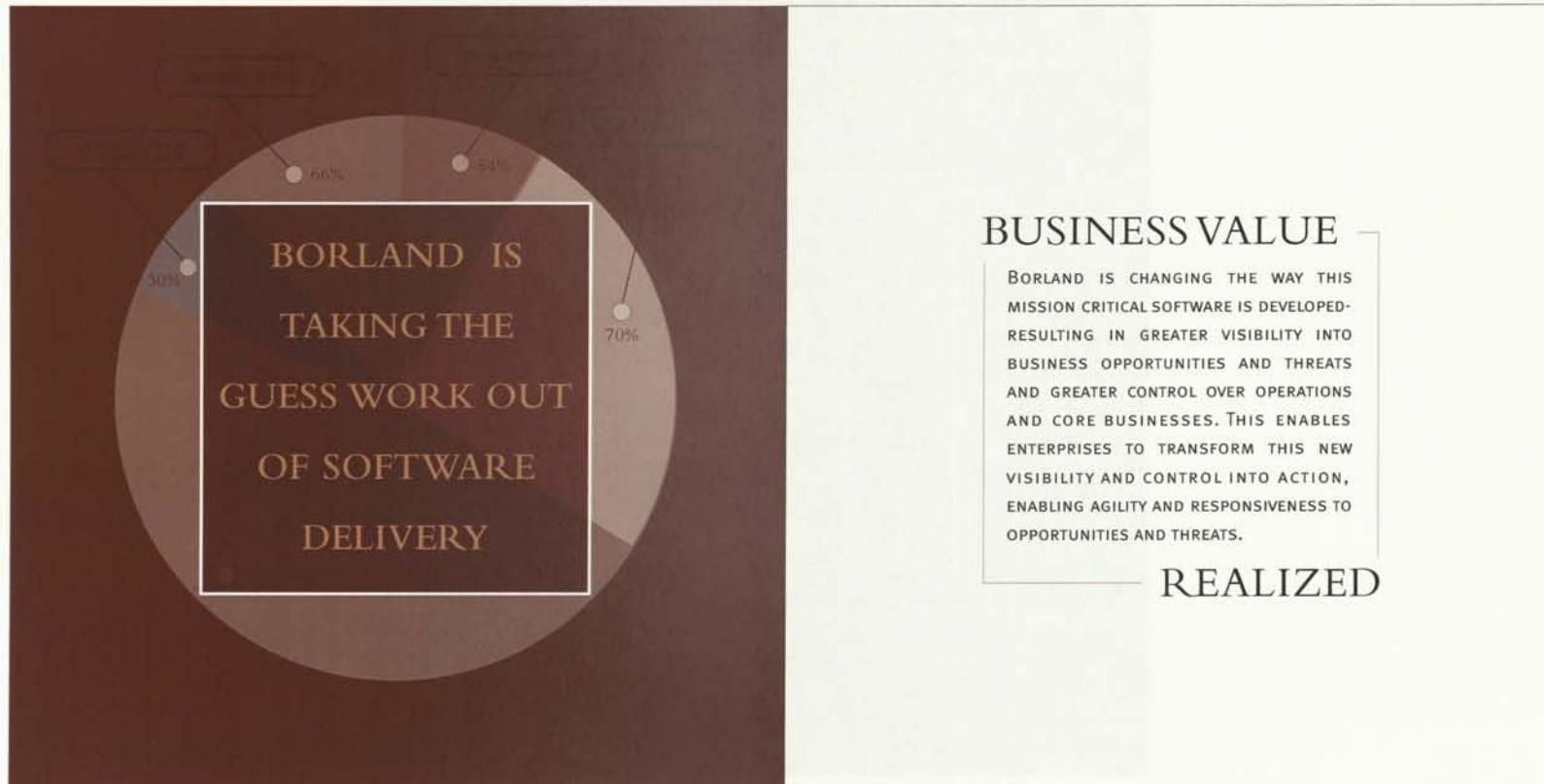


Corporate Overview Inside Spread 1
Size; 8 x 8 in.

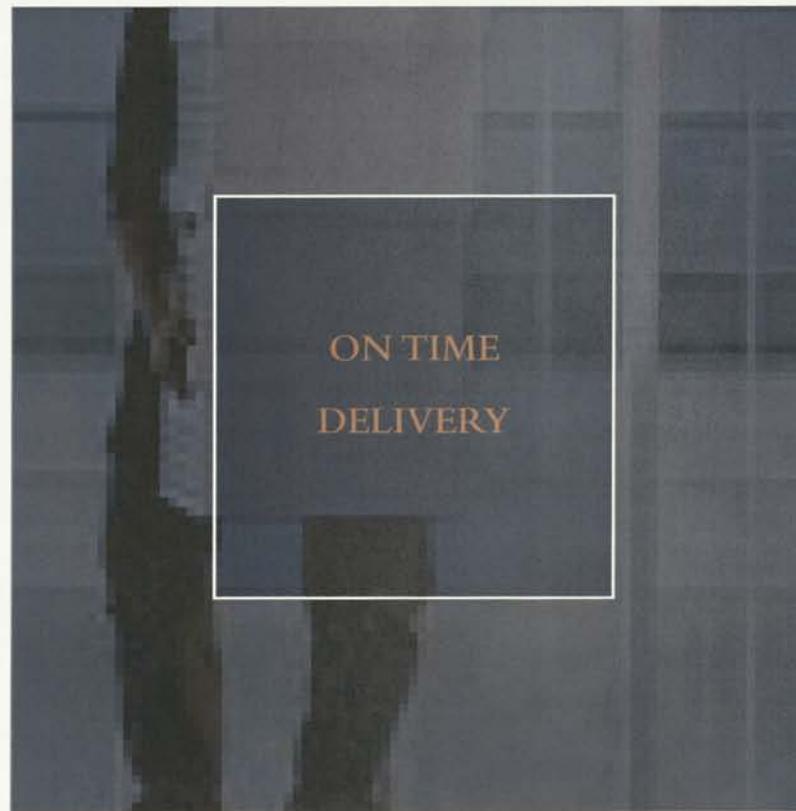
from COMPLEXITY

THROUGH THE INTEGRATED FLOW OF INFORMATION FROM STEP TO STEP, CORPORATIONS HAVE STREAMLINED THEIR PROCESSES TO DRIVE GREATER EFFICIENCIES, AND COST SAVINGS. THROUGH INCREASED COLLABORATION, THEY'VE BEEN ABLE TO SIGNIFICANTLY IMPROVE QUALITY AND TIME-TO-MARKET BY LEVERAGING THE CONCEPTS OF DESIGN-TIME COLLABORATION, WHERE DESIGNERS COLLABORATE WITH MANUFACTURERS, IN COMBINATION WITH SUPPLIERS.

to CLARITY



Corporate Overview Inside Spread 2
Size: 8 x 8 in.



Corporate Overview Insert
Printed on vellum
Size: 8 x 8 in.

JBUILDER® 8

KEY BENEFITS

- LOREM IPSUM DOLOR SIT CONSECTETUER
- URSING ELIT SID DIAM NIBH TINCIDUN
- LACREET DOLORE MAGNAER ALQUAM ERA

Borland®

Increase the efficiency and speed of your development team with

ACCELERATE

YOUR DEVELOPMENT

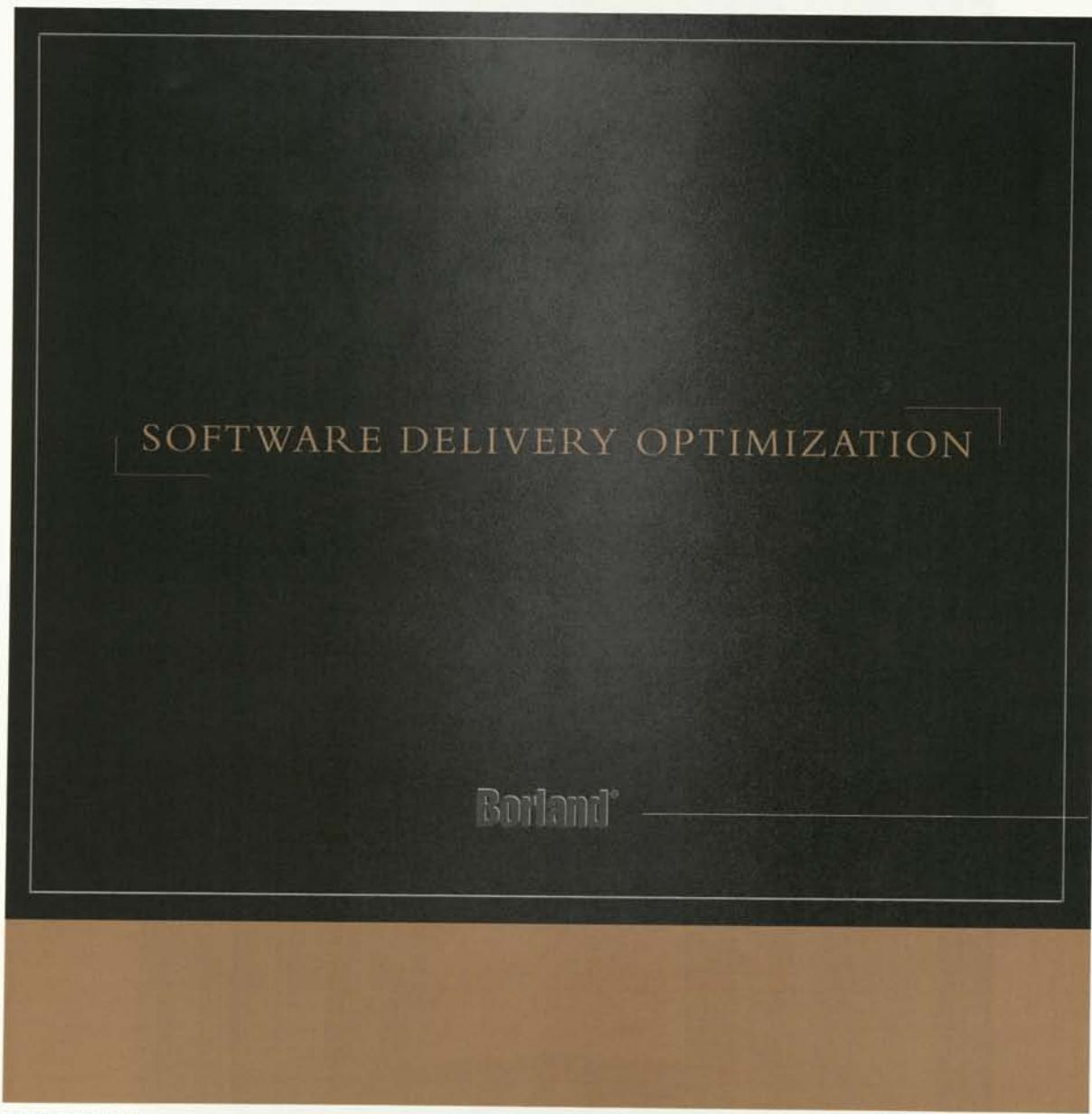
Borland® JBuilder®, the #1 Java™ development solution

LOREM IPSUM DOLOR SIT AMET, CONSECETUER ADIPISCING ELIT, SED DIAM NONU ERTMMY NIBH TINCIDUNT LAOREET DOLORE MAGNAER ALQUAM ERA VOLUTPAT, UTERG WISI ENIMIR ERD MINIM VENIAM, RY NOSTRUD EXOR TATION ULLAM CORPER SUSCIPIT LOBOQ NISL UTERG WUIP EOMMODO CONSEQUAT.

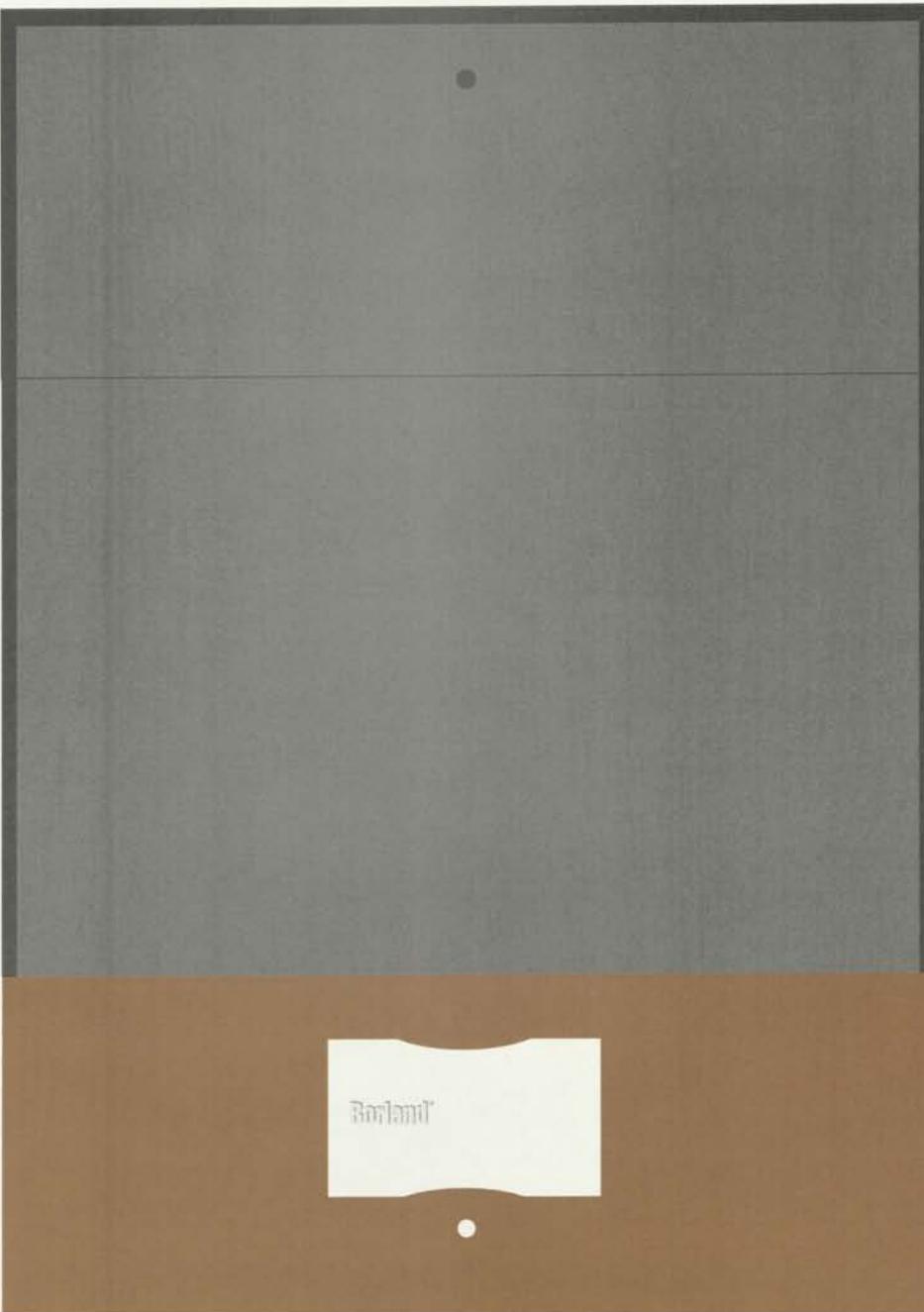
DUIS VEUT ESSE MOLESTIE CONSE QUAT VEL ILLE DOLORE EU FEUGIAT NULLA FACILISIS AIT VERO EROS ET ACCU MSAN STO QDO DIGN ISSIM QUI BLA PRAESERT LUPTATUM ZRIL DELENIT AUGIE DUSIE DOLORE TE FEUGIAT NULLA BLANDEF FACIO REM IPSUM DOLOR SIT AMET, CONER SECT ETUER ADIPISCING ELIT, SED DIAM DIGNISSIM QUI BLANDIT PRAESENT LUPTAT PYSUM ZRIL DELENIT AUGIE DUSIE DOLORE TE FEUG AIT NULLA FACILISI, LOREM IPSUM DOLOR SIT AMET CONSETETUER ADIPISCING ELIT, SED IPD DIAMTY NONUMMY NIBH EUISMOD TINCIDUNT UTREF LAOREET DOLORE MAGN AALIQ IAM ERAUT ERTUIMR VOLUTPAI, UT WISI ENIM AD MINIM VENIAM QUIS NOSTRUD EXERCI TATION ULLAMCORPER TYUK SUSCIPIT LOBORTIS.

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Datasheet
Size: 11 x 8.5 in.



Presentation Folder



Presentation Folder Inside Pocket

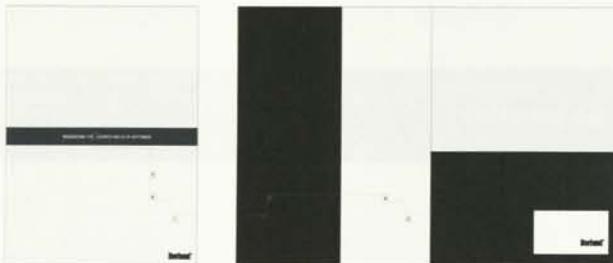
managing for change

BORLAND STYLE GUIDE**The Creative:**

Corporate Overview Brochure



Presentation Folder



Data Sheet

**Photography Style:**

The style of photography used are clean with perspective and motion.

**MANAGING THE CHANGE****The Concept:**

Borland, with SDO, enables the management of critical stages of software development and delivery.

Typography:

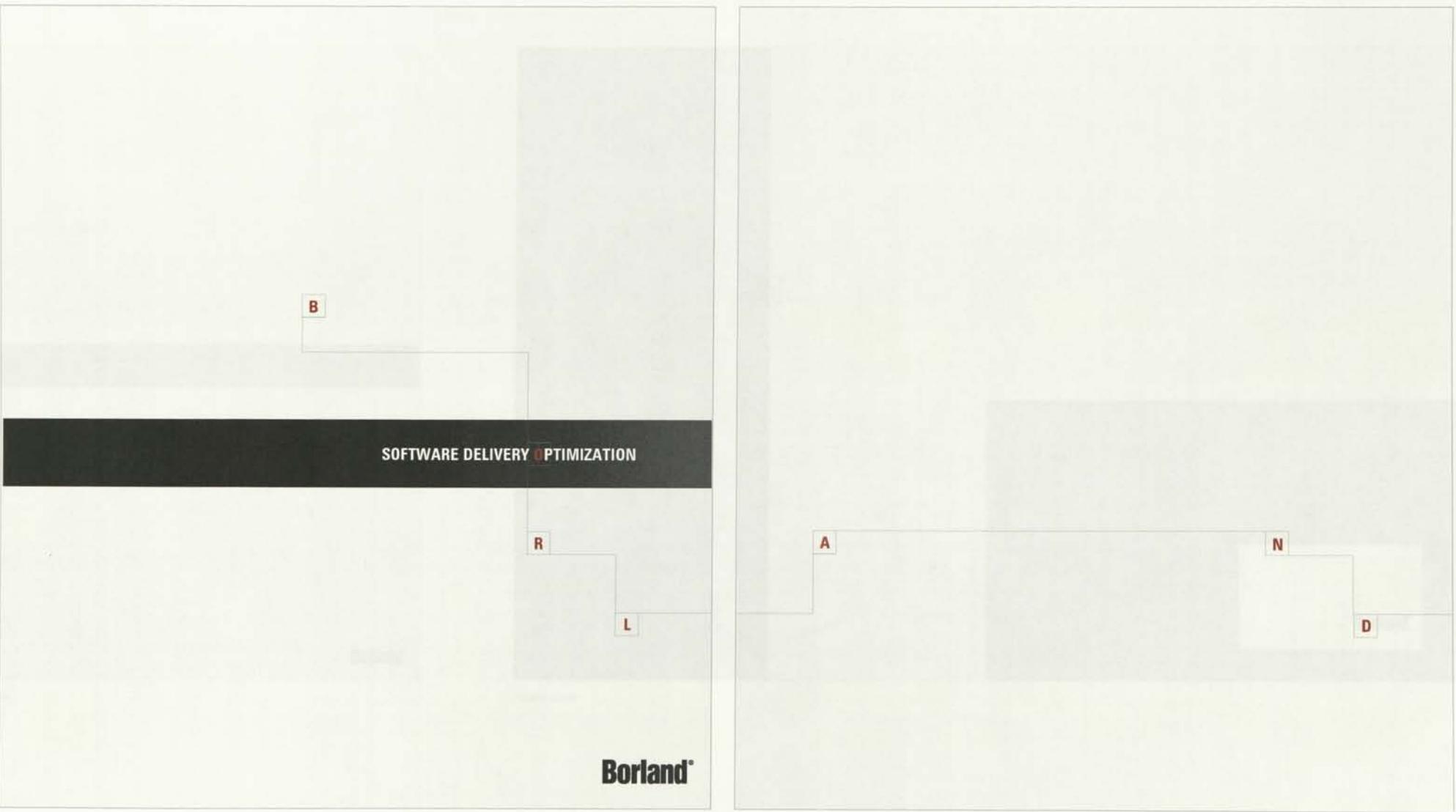
ZURICH BT EXTRA CONDENSED

ZURICH BT LIGHT

Color Palette:**The Grid System:**

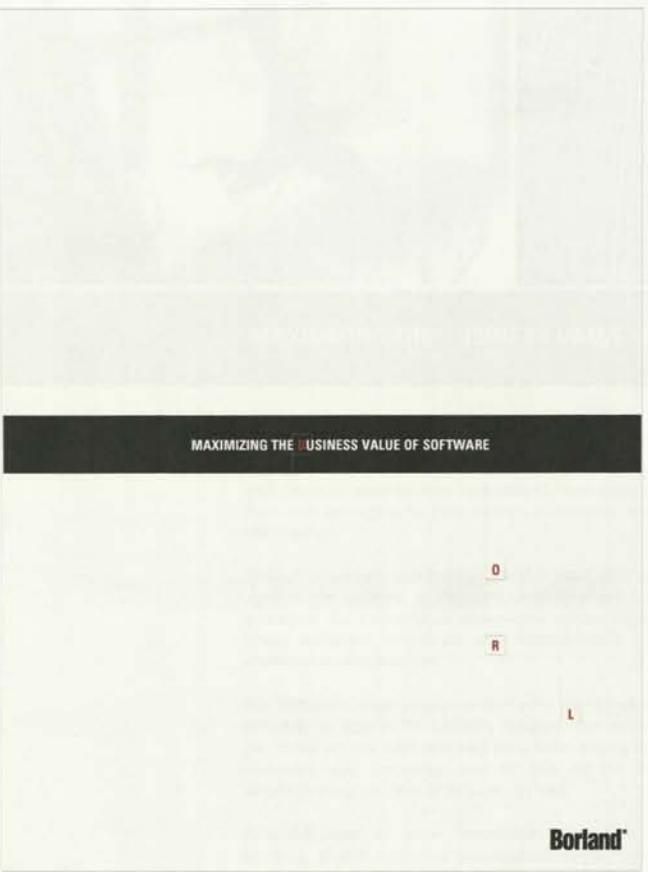
The grid is based on an 9 row and 16 column system.



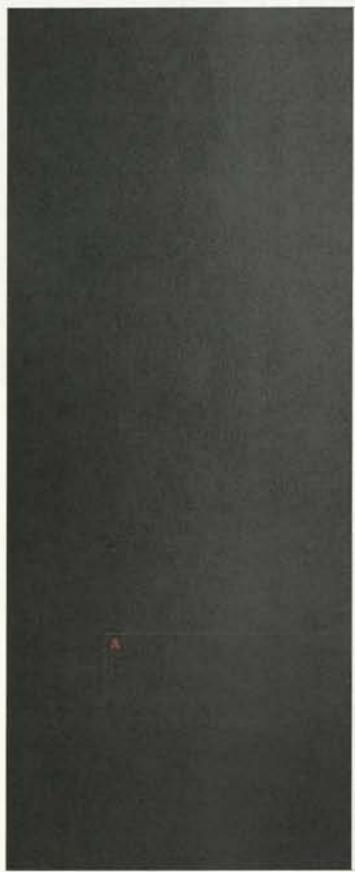


Brochure cover
Size: 8.5 x 9.5 in.

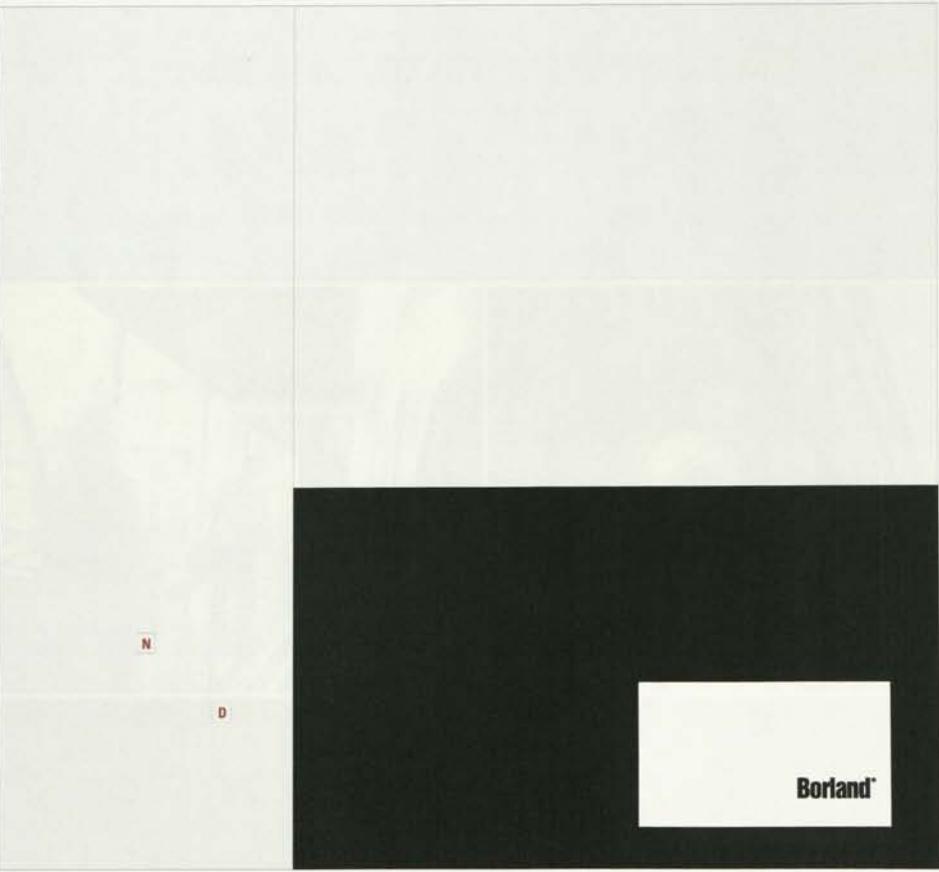
Brochure inside cover

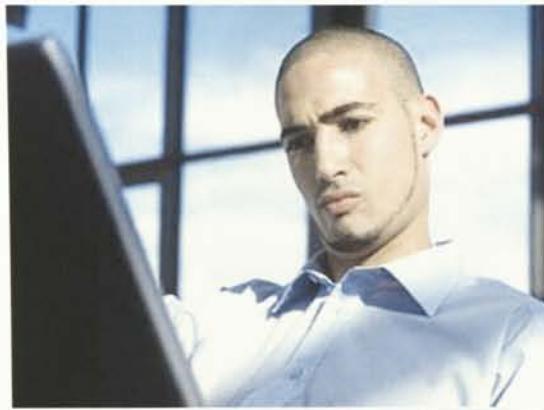


Folder cover
Size: 9 x 12



Folder cover





INFORMATION IS THE INPUT, SOFTWARE IS THE TRANSFORMER, VALUE IS THE RESULT.

MAXIMIZING THE **B**USINESS VALUE OF SOFTWARE

Through the integrated flow of information from step to step, between organizations corporations have streamlined their processes to drive greater efficiencies, and cost savings.

Through increased collaboration, they've been able to significantly improve quality and time-to-market by leveraging the concepts of design-time collaboration, where designers collaborate with manufacturers, in combination with suppliers.

And ultimately, these processes have been developed in software, to support the flexibility required from job to job. These are the principles that have been applied to manufacturing processes, and it's time for this to happen in the production of software as well.

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EXECUTIVES NEED THE ABILITY TO TRANSFORM VISIBILITY AND CONTROL INTO ACTION, ENABLING AGILITY - FAST, TIMELY RESPONSIVENESS TO THOSE OPPORTUNITIES OR THREATS.

D



MANAGED. ON TIME DELIVERY

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SOFTWARE DELIVERY OPTIMIZATION

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MAXIMIZE REVENUE OPPORTUNITIES, ACCELERATE TIME TO MARKET, REDUCE SPEED,
REDUCE RISK AND IMPROVE QUALITY.



ACCELERATE YOUR DEVELOPMENT

INCREASE THE EFFICIENCY AND SPEED FOR YOUR DEVELOPMENT TEAM
WITH BORLAND® JBUILDERS® THE #1 JAVA™ DEVELOPMENT SOLUTION

J BUILDER® 8

THE BORLAND® JBUILDERS® DEVELOPMENT ENVIRONMENT IS THE CORE OF THE
BORLAND SOFTWARE PLATFORM FOR JAVA™ AND A CRITICAL ELEMENT IN THE
BORLAND SUITE OF APPLICATION LIFECYCLE MANAGEMENT TECHNOLOGIES.

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KEY ELEMENTS

Maximize team productivity
with an integrated team
development environment.

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quis, interdum eget, porta
vitae, cubilia erat.

Nulla placerat mi vel quam.
Fusce nec elit eget dolor
vulputate congue.

Quisque vitae velit et nunc
faucibus nulla euismod.

Borland®

Datasheet
size: 8.5 x 9.5 in.

one

BORLAND STYLE GUIDE**The Creative:**

Corporate Overview Brochure



Presentation Folder



Data Sheet

**ONE****The Concept:**

Borland takes the leadership role in providing one solution for customers looking to maximize the business value of their software. This disciplined approach allows the customer to have **one vision**, unify players into **one team**, leverage **one technology** into **one process**, with **one result**. The key words and phrases are used as graphic elements throughout the collateral system. Photographs of people humanize the story, and bring the enterprise aspect to life. The line work with arrows represent the complicated path which Borland simplifies with Software Delivery Optimization.

Typography:

Trade Gothic Light

Trade Gothic Condensed 18

Trade Gothic Bold Condensed No. 20

Adobe Garamond Regular

GARAMOND 3 SMALL CAPS

Color Palette:**Photography Style:**

The photography uses enterprise level images of business people. Abstract textural backgrounds and dramatic cropping are used whenever possible.

**The Grid System:**

The grid is based on a four-column system.



Corporate Overview Brochure



Corporate Overview Brochure
11 x 7
Cover



Inside Spread 1



Inside Spread 2

vision team technology process result vision team technology process result vision team technology process result vision team technology process

one

JBUILDER 8™

ACCELERATE
YOUR
DEVELOPMENT



KEY BENEFITS

Maximize team productivity with an integrated team development environment

Reduce the risk and cost of development—all the way through deployment

Leverage investments in existing projects and manage change successfully

The Borland® JBuilder® development environment vestibulum nulla nisl, euismod ac, bibendum at, mollis eget, mi. Phasellus luctus, wisi sed consequat sollicitudin, nibh lectus aliquam nisl, a dignissim libero ligula quis lorem. Aenean vulputate, arcu ac mollis aliquam, sem neque pretium quam, blandit laoreet elit wisi eu orci. In odio. Praesent et turpis nec turpis eleifend venenatis. In et nibh.

THE LEADING JAVA DEVELOPMENT SOLUTION
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MAXIMIZE TEAM PRODUCTIVITY WITH AN INTEGRATED TEAM DEVELOPMENT ENVIRONMENT
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vision team technology process result vision team technology process result vision team technology process result

Corporate Folder
9 x 12



evolution

BORLAND BASICS

BORLAND STYLE GUIDE

The Creative:

Corporate Overview Brochure



Presentation Folder



Photography Style:

Images will be paired to highlight the evolutionary adaptations that relate to changes in business IT.



EVOLUTION

The Concept:

This approach highlights the role of evolution in business. Not only is the business landscape constantly changing, requiring rapid responses from executives, but technology itself must respond to these changes if it will continue to be useful. Borland's evolution will be featured along side that of the business world, with its improved visibility and reduced time-to-market emphasized.

Typography:

CORPORATE SBQ LIGHT
CORPORATE SBQ REGULAR

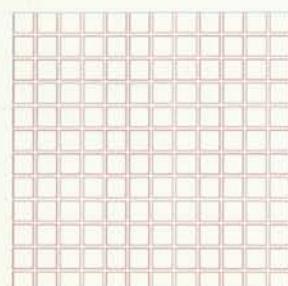
Sabon Roman
Sabon Italic
Sabon Bold
Sabon Bold Italic

Color Palette:



The Grid System:

The grid is based on an 12x12 series of boxes.



SURVIVAL IN THE BUSINESS WORLD
REQUIRES THE ABILITY TO EVALUATE RAPIDLY
CHANGING CONDITIONS AND ADAPT.

EVOLUTION.

Borland

CORPORATE OVERVIEW COVER

EXECUTIVES WANTING TO STAY AHEAD OF THE CHANGING CONDITIONS OF BUSINESS AND MAINTAIN A COMPETITIVE ADVANTAGE, MUST UTILIZE APPLICATIONS THAT HAVE EVOLVED AND ADAPTED TO THE NEW, MORE COMPLEX ENVIRONMENT. INCREASED VISIBILITY OF IT PROJECTS, REDUCED SPEED TO DELIVERY AND LORUM IPSUM DOLOR.

CHANGING CONDITIONS. RESPONSE.





WITH THE BORLAND SDO SOLUTION, WE HAVE SEEN A DOUBLE-DIGIT INCREASE IN PRODUCTIVITY, DELIVERY SCHEDULES HAVE BEEN COMPRESSED, AND TRAINING TIME AND COSTS DECREASED.

2.

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DEMANDS
OF THE
LANDSCAPE.

REDUCED
RESPONSE
TIME.

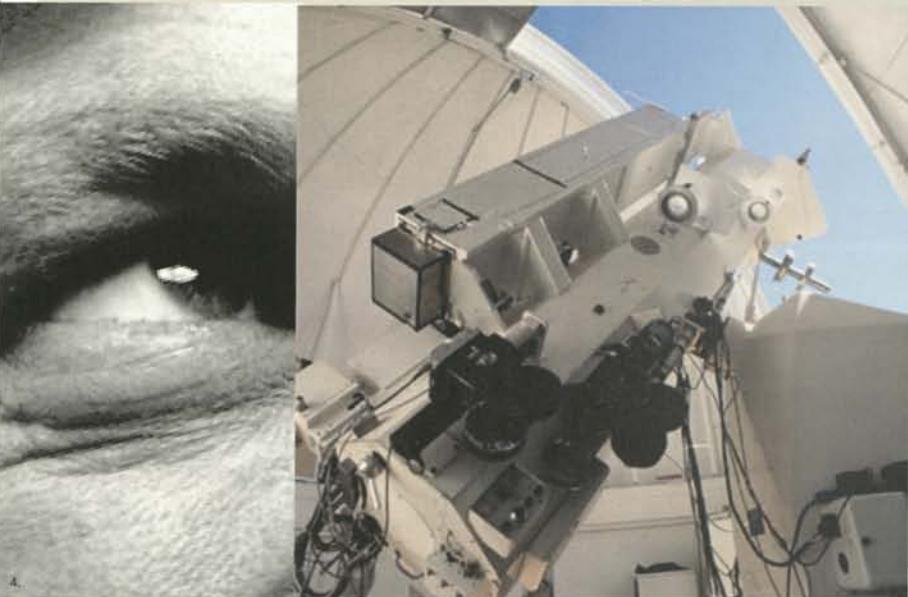
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3.

SOFTWARE DEVELOPMENT MUST BECOME A
MANAGED BUSINESS PROCESS WITH THE VISIBILITY
AND CONTROL NEEDED TO STAY AHEAD.



4.

AWARENESS OF POTENTIAL PROBLEMS.

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INCREASED VISIBILITY.

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5.

JBUILDER 8

INCREASE
THE EFFICIENCY
AND SPEED
OF YOUR TEAM.
EVOLVE.

THE BORLAND® JBUILDER® DEVELOPMENT ENVIRONMENT IS THE CORE OF THE BORLAND SOFTWARE PLATFORM FOR JAVA™ AND A CRITICAL ELEMENT IN THE BORLAND SUITE OF APPLICATION LIFECYCLE MANAGEMENT TECHNOLOGIES. DESIGNED TO GIVE DEVELOPERS THE TOOLS THEY NEED TO MAXIMIZE PRODUCTIVITY IN THE DEVELOPMENT OF ENTERPRISE APPLICATIONS, JBUILDER 8 ENABLES DEVELOPMENT TEAMS TO DO MORE: REDUCE DEVELOPMENT COSTS, DELIVER CONSISTENT, HIGH-QUALITY APPLICATIONS, AND SHORTEN TIME-TO-MARKET. IN FACT, FROM WITHIN THE AWARD-WINNING JBUILDER IDE, DEVELOPERS CAN MANAGE THE ENTIRE APPLICATION DEVELOPMENT LIFECYCLE, FROM DESIGN TO DEPLOYMENT.

The leading Java development solution
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Maximize team productivity with an integrated team development environment
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Borland

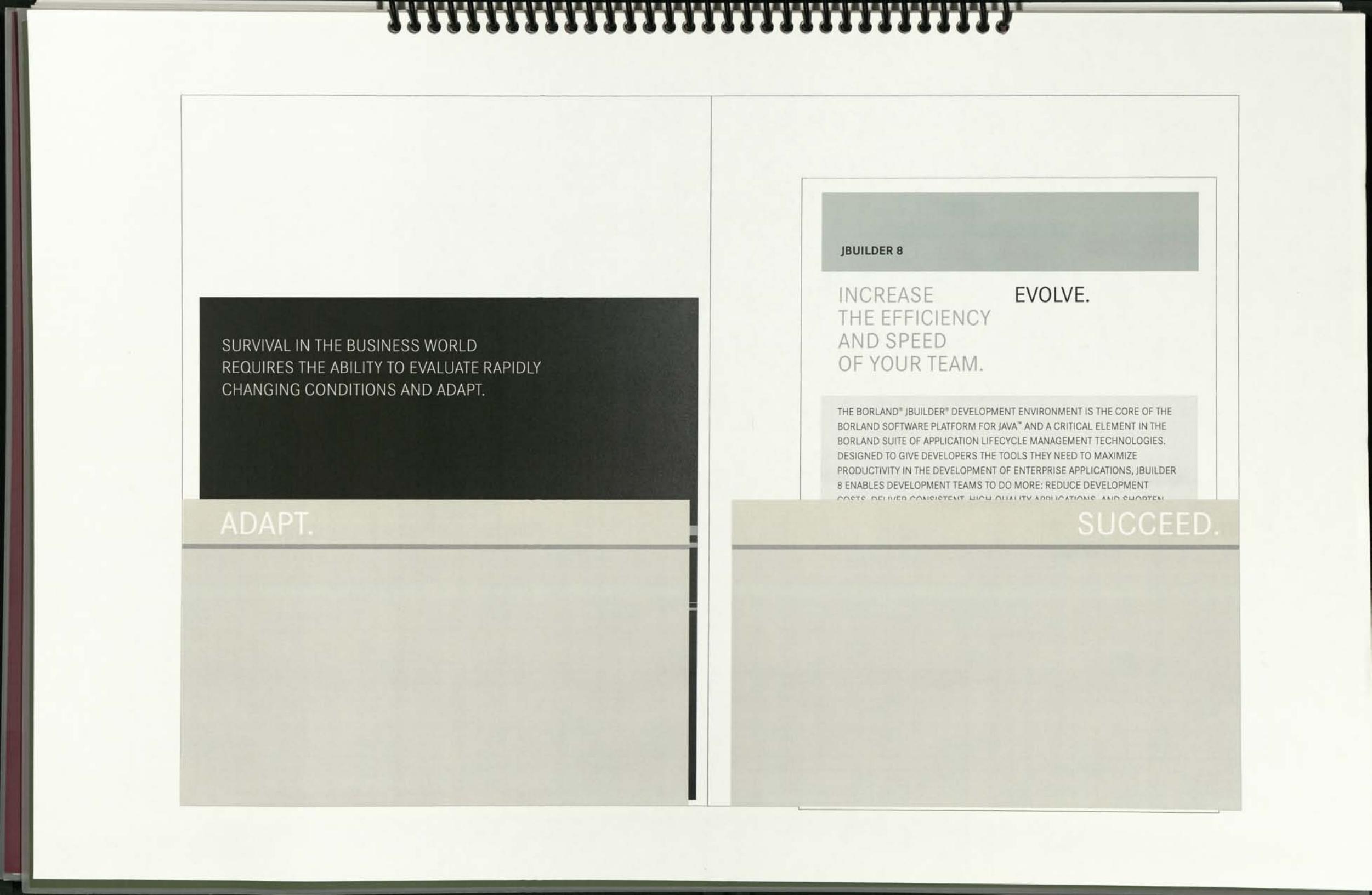
DATA SHEET

EVOLVE.

Borland®

ADAPT.

SUCCEED.



SURVIVAL IN THE BUSINESS WORLD
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ADAPT.

JBUILDER 8

INCREASE
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EVOLVE.

SUCCEED.

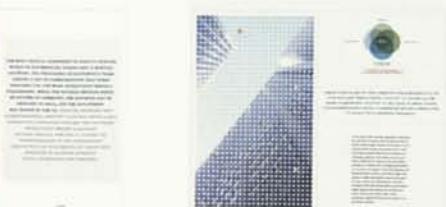
managed collaboration

BORLAND BASICS

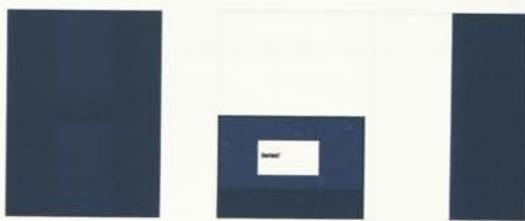
BORLAND STYLE GUIDE

The Creative:

Corporate Overview Brochure



Presentation Folder



Data Sheet



Photography Style:

The look and feel will use business imagery that reflects Borland's target audience.



MANAGED COLLABORATION

The Concept:

This concept portrays how the prevalence of distributed teams creates a gap in communication and how Borland is bridging this gap by transforming the process. This new managed business approach to software development is represented by intersecting points that come together to create an enterprise that collaborates with control and clarity that delivers optimized business value.

Typography:

Sabon Regular
Sabon Regular Italic
SABON SMALL CAPS
Sabon Bold
Sabon Bold Italic

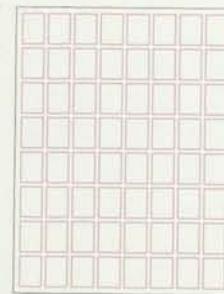
Corporate S BQ Light
Corporate S BQ Regular
Corporate S BQ Medium
Corporate S BQ Bold

Color Palette:



The Grid System:

The grid is based on an eight-column system.

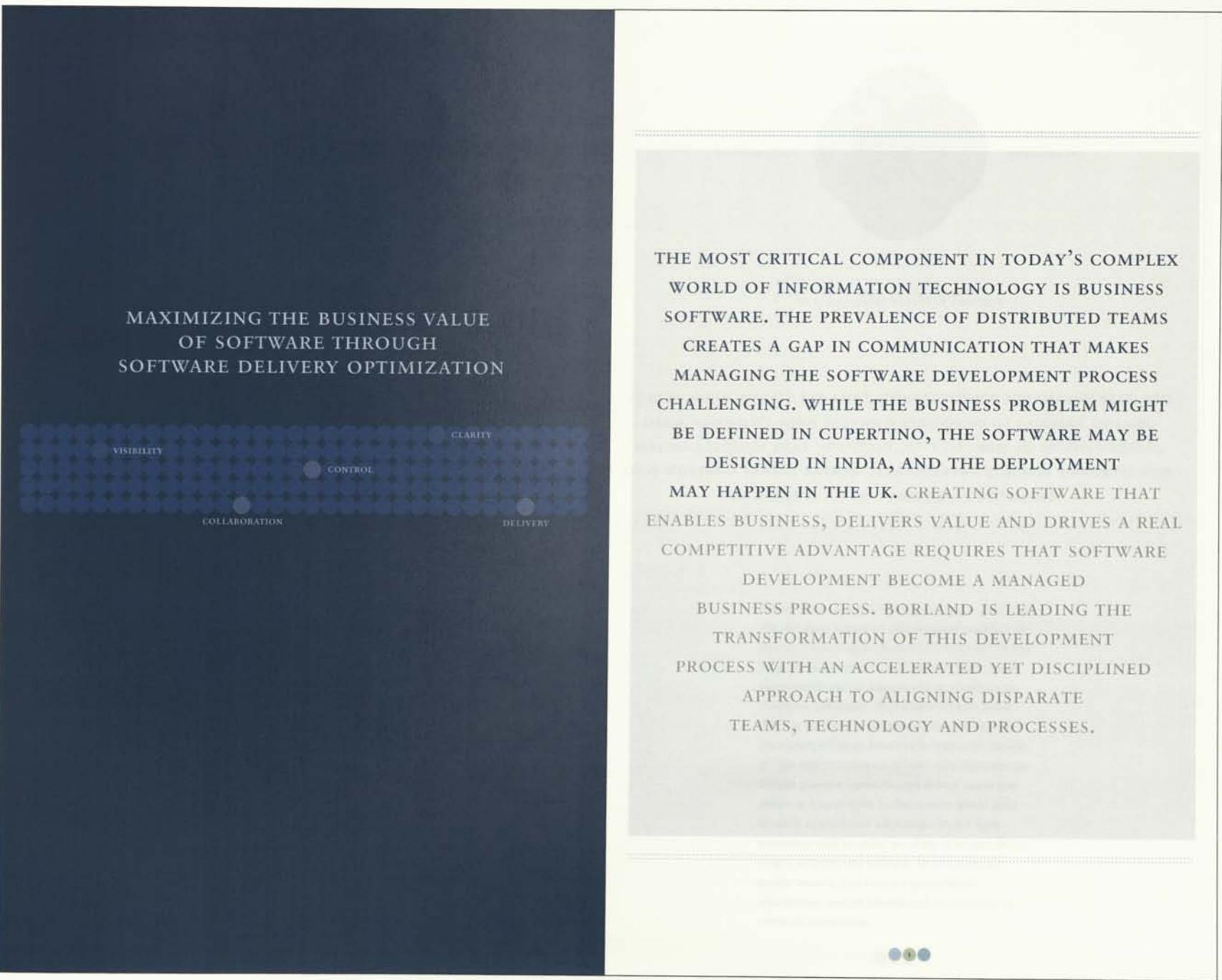


Logo and graphics are embossed

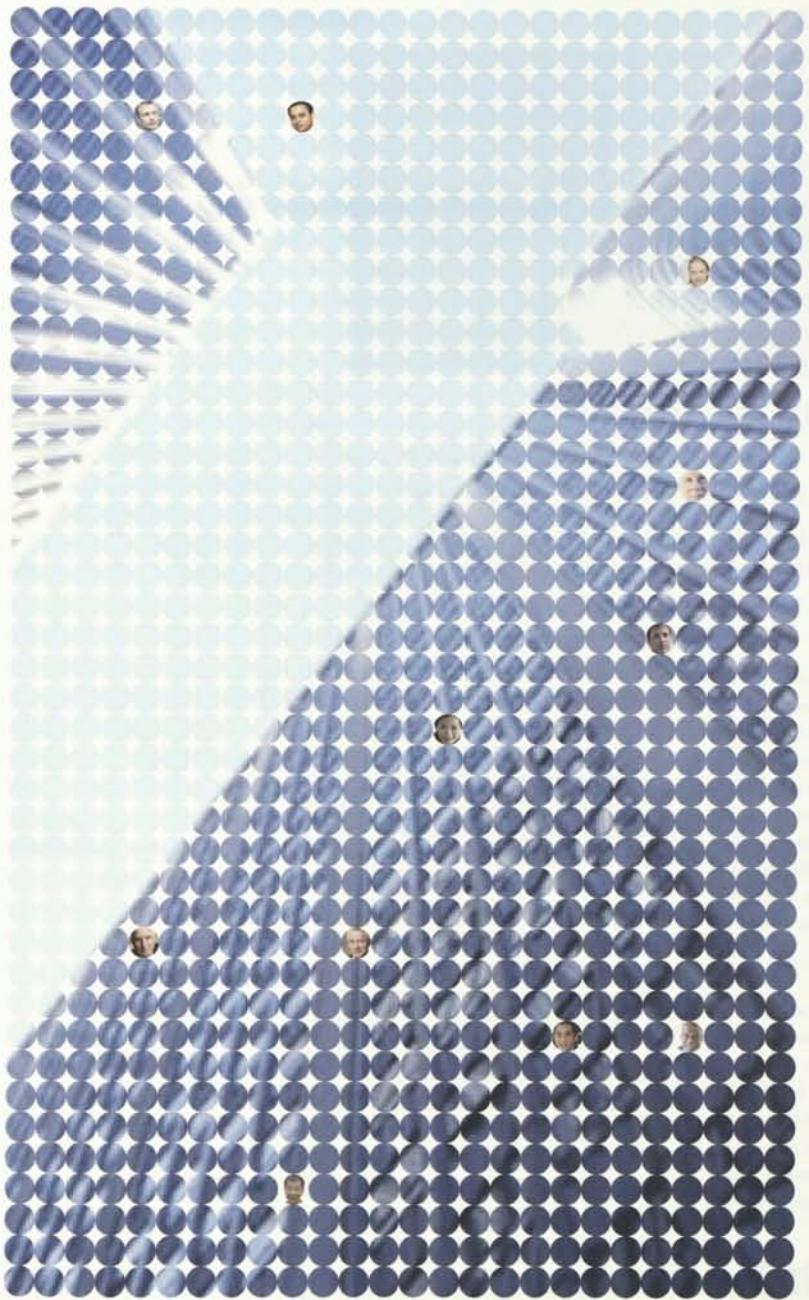
The Borland logo, featuring the word "Borland" in a stylized, italicized font. The letters are a light grey color, appearing slightly recessed or embossed against a dark blue background.

Borland

Brochure Cover
Size: 7 x 11 in.



Introduction Spread



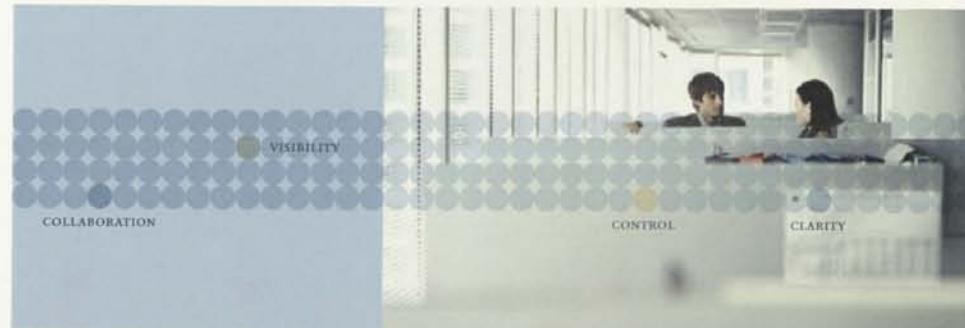
Spread 1



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J BUILDER® 8



OPTIMIZE YOUR BUSINESS VALUE

INCREASE THE EFFICIENCY AND COLLABORATION OF YOUR DEVELOPMENT TEAM
WITH BORLAND J BUILDER, THE #1 JAVA DEVELOPMENT SOLUTION. UT WISI
ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT
LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT.

THE LEADING JAVA DEVELOPMENT SOLUTION

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THE LEADING JAVA DEVELOPMENT SOLUTION

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KEY BENEFITS

- Maximize team productivity with an integrated team development environment
- Reduce the risk and cost of development – all the way through deployment
- Leverage investments in existing projects and manage change successfully

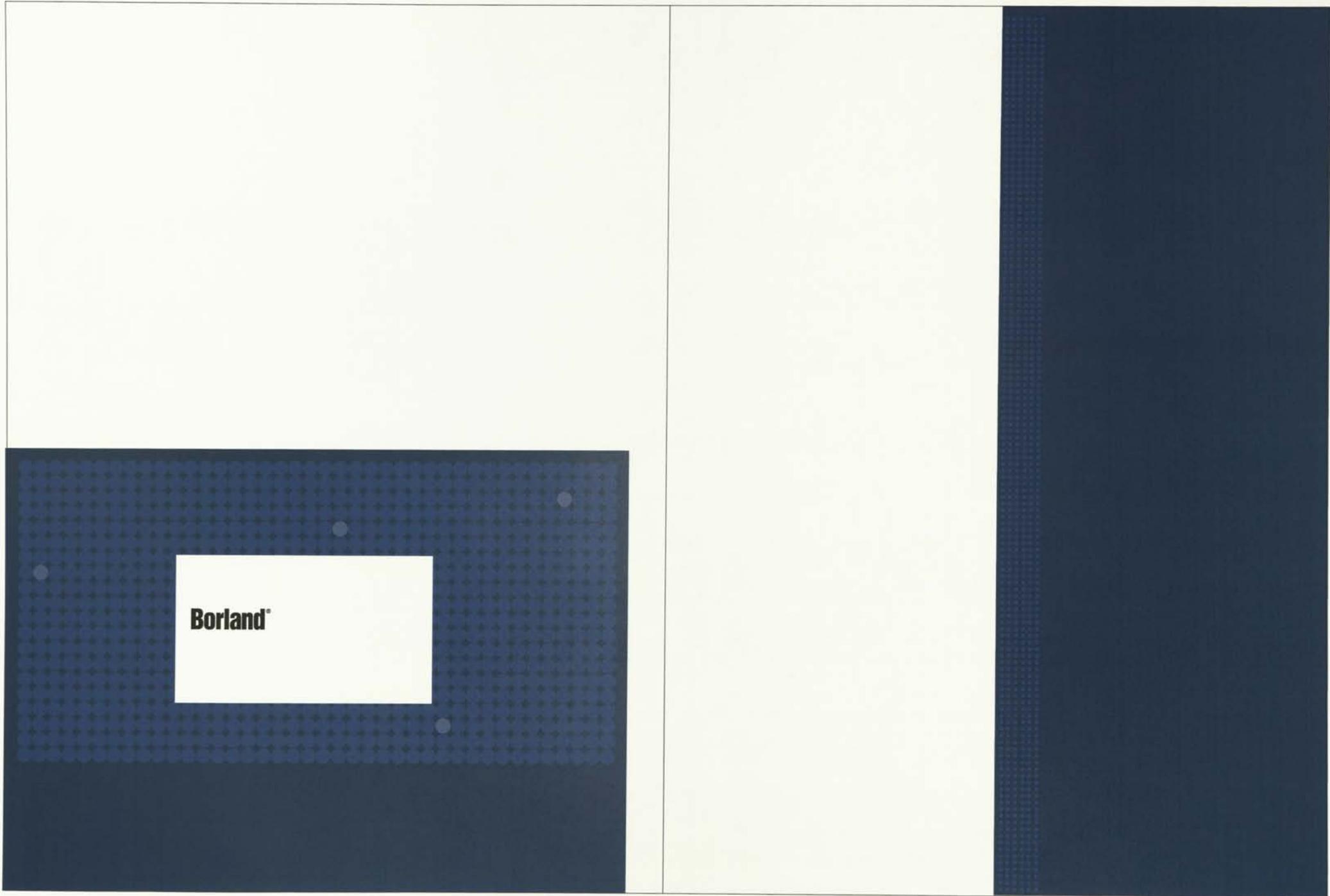
Borland®

Logo and graphics are embossed



Borland

Presentation Folder Cover
Size: 9 x 12 in.



Presentation Folder
Inside Pockets

eleven eighty five design