

borlandcreative



The Leading Edge

BORLAND STYLE GUIDE

The Creative:



4-Page Brochure



Corporate Folder



2-Page Datasheets



PowerPoint Template



THE LEADING EDGE



The Concept:

Borland provides the software to put their customers on the leading edge. To illustrate this concept, all headlines are stacked and put at the very edge of a distinctive shape with a slanted side. This angle is used throughout the system and other angles are played against it. The photography, showing dramatic crops of edges, is saturated and sometimes contains secondary messages. Type and clean, bold, and crisp. An icon system distinguishes between the categories of software. The icons make up the lifecycle graphic which is incorporated into all four-color imagery.

Value Propositions:

Borland

- Provides leading edge technology that helps Global 1000 companies develop, deploy, and integrate software applications
- Allows enterprises of all sizes to move into Web-based computing
- Is #1 in JAVA and Linux development solutions

Target Audience:

- VP of Development, Manager of Development
- CIO, VP of Operations, Architects, and development decision makers
- Developers

Primary Objective:

To create a recognizable, unique brand identity that is consistent in messaging and design. The Look and Feel needs to express Borland's personality and unique position in the global software development marketplace.

BORLAND STYLE GUIDE

Typography:

Helvetica Medium Condensed

Helvetica Bold Condensed

Helvetica Medium

Helvetica Bold

Helvetica Compressed

Weiss Regular

Weiss Italic

Weiss Bold

Weiss Extra Bold

Color Palette:



Graphic Icons:



Specify



Design



Build



Text



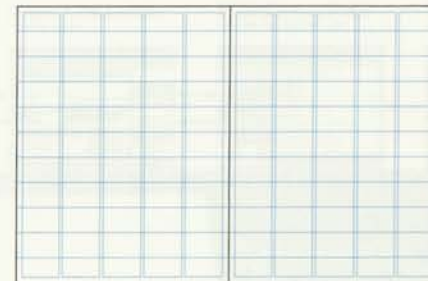
Deploy



THE LEADING EDGE

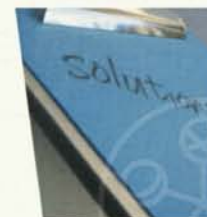
Borland

The Grid System:



Treatment of the Photography:

All images are photographs of edges. When possible, a relevant word is put a surface and photographed at a dramatic angle. The lifecycle graphic is transparent white on top of four-color imagery, with the part of the lifecycle appropriate to that piece showing. Four-color and duotone imagery are used.



Enterprise Studio for Java



Borland

4 page Brochure Cover

Complete e-Business Implementation Platform

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SPEED/RELIABILITY/SCALABILITY

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WHAT OUR CUSTOMERS ARE SAYING

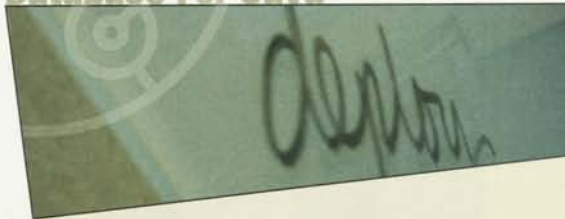
"We chose JDeveloper for all current and future development because it aligns us to meet our key business objectives. Its core technology stack delivers the highest levels of service to our customers while also ensuring fast product-to-market cycles. We were able to integrate JDeveloper into our current development process, which allowed the development organization to be more productive and build applications faster."

Thomas Hayes
 Director, Web Development
 ProBusiness



4 page Brochure Interior Spread

JDataStore: A Fast, Versatile Database For Java™



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KEY FEATURES

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Borland™

TeamSource DSP



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KEY FEATURES

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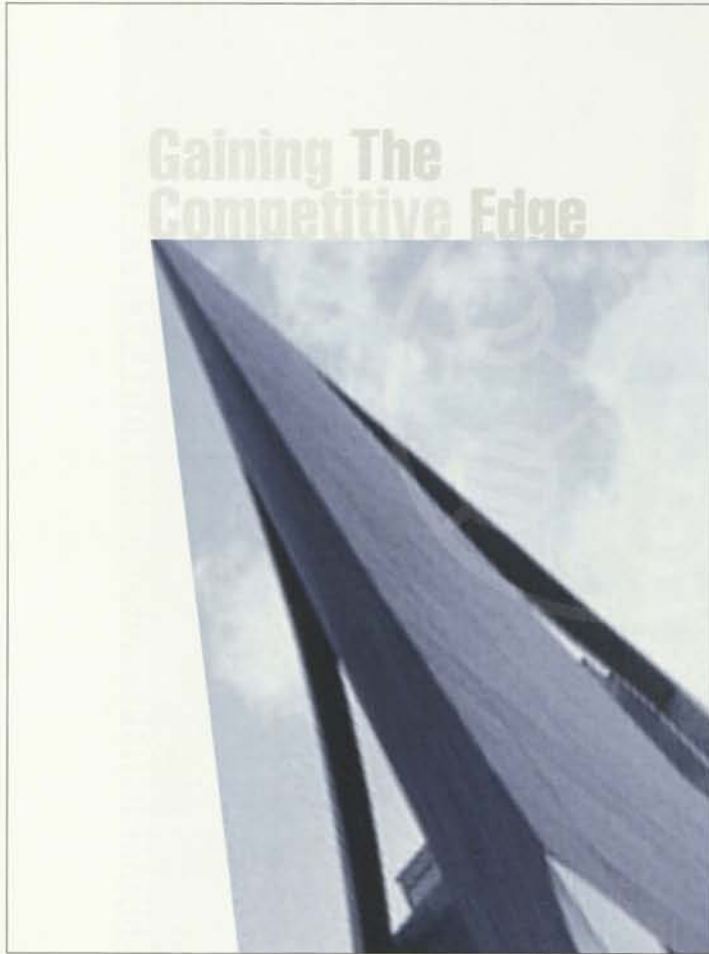
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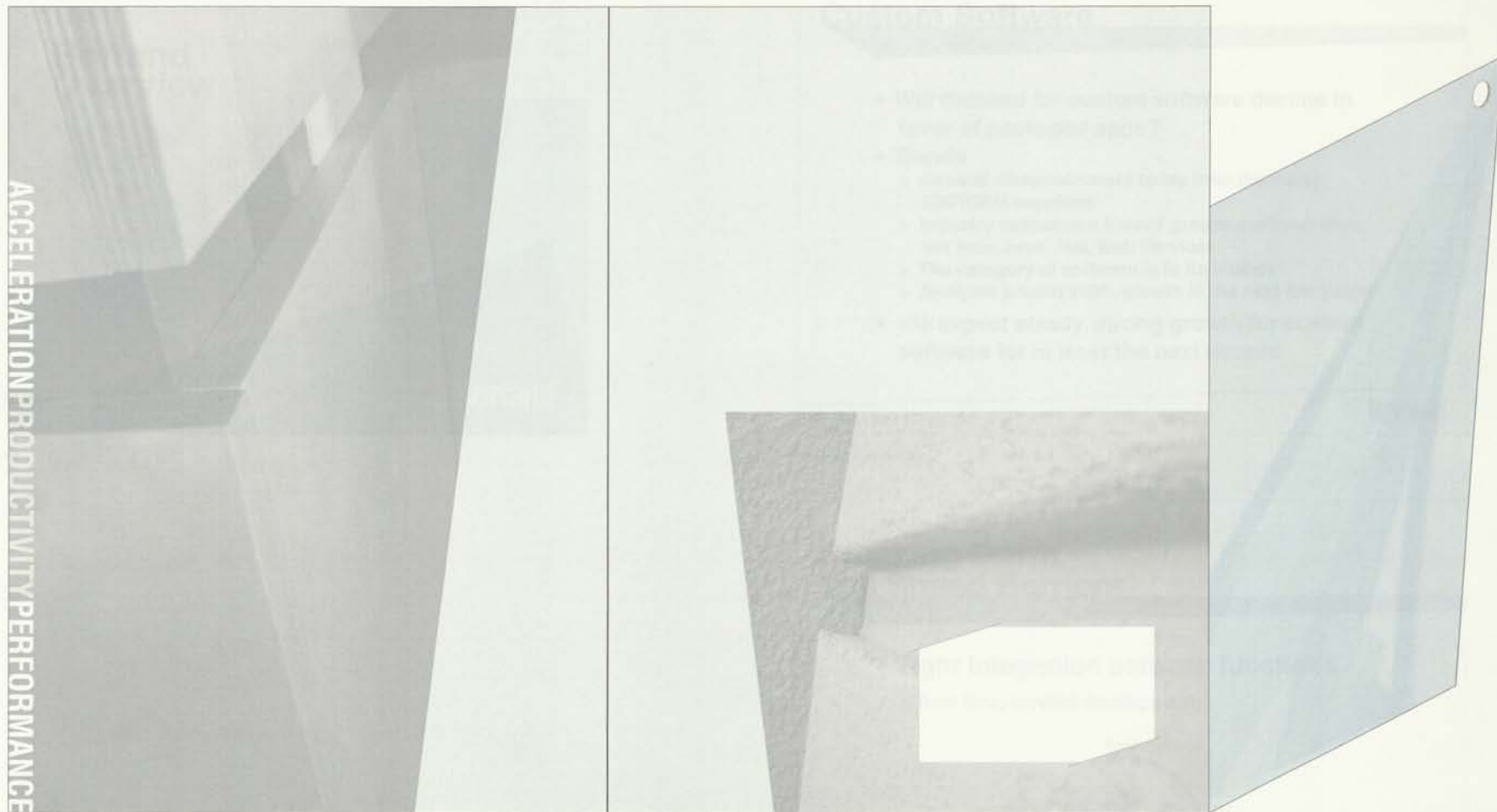
Borland™



Folder Cover



Folder Cover Flap Opened



Folder Interior

Borland Overview



Duncan Egan
November 6, 2002

PowerPoint Title Slide

The Outlook For Custom Software

- Will demand for custom software decline in favor of packaged apps?
- Trends
 - > General disappointment today from the major ERP/CRM suppliers
 - > Industry momentum toward greater customization, not less: Java, .Net, Web Services
 - > The category of software is in its infancy
 - > Analysts predict 100% growth in the next few years
- We expect steady, strong growth for custom software for at least the next decade

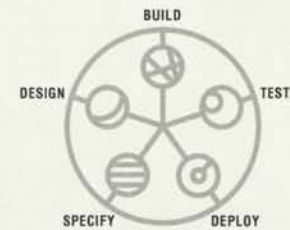
November 6, 2002 | 9

Borland

PowerPoint Interior Slide

Breaking Down The Speed Barriers

- Tight integration between functions
 - > Real time, parallel development



November 6, 2002 | 36

Borland

PowerPoint Interior Slide

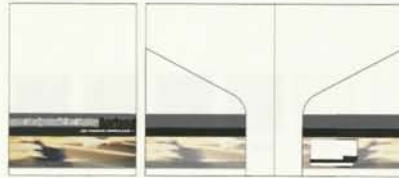
Accelerating Competitive Advantage

BORLAND STYLE GUIDE

The Creative:



4-Page Brochure



Corporate Folder



2-Page Datasheets



PowerPoint Template

ACCELERATING COMPETITIVE ADVANTAGE



The Concept:

This concept focuses on Accelerating Competitive Advantage, conveyed through the use of sports action images, which also allude to winning. Images of team sports also allude to team collaboration, which is an intrinsic part of the development lifecycle.

Value Propositions:

Borland

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- Allows enterprises of all sizes to move into Web-based computing
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Target Audience:

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BORLAND STYLE GUIDE

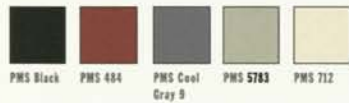
Typography:

Thesis Sans Roman

Thesis Sans Bold

THEISIS SANS BOLD CAPS

Color Palette:



Graphic Elements:

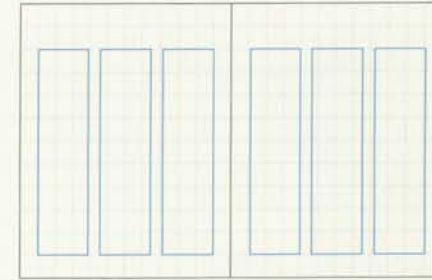
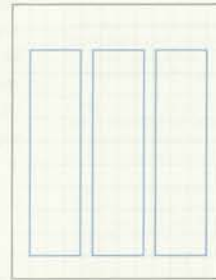


ACCELERATING COMPETITIVE ADVANTAGE



The Grid System:

The grid system is 3 column.



Treatment of the Photography:

The style of photography is based on abstract monochromatic images of team action sports.



JDataStor

KEY FEATURES

A HIGH-PERFORMANCE, PLATFORM-INDEPENDENT DATABASE SOLUTION FOR JAVA.

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A UNIVERSAL DATABASE FOR A VARIETY OF APPLICATIONS AND PLATFORMS

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A HIGH-PERFORMANCE, SCALABLE DATABASE ENGINE

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o Build Java™ and JEE™ platform applications rapidly with the award-winning Borland® Builder® development environment.

o Use Borland Optimizer™ Suite to achieve optimal application speed, reliability, and scalability.

o Model clear, requirements-driven business processes and application logic with Rational Rose®, the world's leading UML™ modeling tool.

o Make teams more productive with process management, team collaboration, and software best practices with Rational Unified Process®.

o Accelerate development of dynamic Web sites using Makropedia®, Dreamweaver® MX Borland® Enterprise Studio for Java™ is a complete development life-cycle solution that streamlines the modeling, development, and deployment of business and e-commerce solutions based in Java. By integrating leading development applications into a single, easy-to-use package, Borland Enterprise Studio for Java simplifies the application lifecycle, reduces total cost of ownership, and speeds time-to-market. It also ties together leading applications for delivering enterprise and e-commerce applications.

Borland

ACCELERATING COMPETITIVE ADVANTAGE



specify < > design < > build < > test < > deploy

BORLAND OVERVIEW NOV 15, 2002



Borland Overview
Duncan Egan

Borland
ACCELERATING COMPETITIVE ADVANTAGE

s p e c i f y < > d e s i g n < > b u i l d < > t e s t < > d e p l o y

POWERPOINT TEMPLATE/ OPENING SLIDE

BORLAND OVERVIEW NOV 15, 2002

The Outlook For Custom Software

Will demand for custom software decline in favor of packaged apps?

Trends:

- General disappointment today from the major ERP/CRM suppliers
- Industry momentum toward greater customization, not less: Java, .Net, Web Services
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- Analysts predict 100% growth in the next few years

We expect steady, strong growth for custom software for at least the next decade

Borland

POWERPOINT TEMPLATE

ENTERPRISE STUDIO FOR JAVA

COMPLETE E-BUSINESS IMPLEMENTATION PLATFORM.

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Borland
ACCELERATING COMPETITIVE ADVANTAGE

specify design build execute deploy

ENTERPRISE STUDIO FOR JAVA

UNMATCHED SPEED, FLEXIBILITY, AND FUNCTIONALITY IN ONE DEVELOPMENT SOLUTION.

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REDUCES TOTAL COST OF OWNERSHIP

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A DEVELOPMENT SOLUTION THAT WORKS THE WAY YOU DO

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THE SOFTWARE DEVELOPMENT LIFECYCLE



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BASED ON INDUSTRY STANDARDS

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BORLAND® JBuilder® ENTERPRISE

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BORLAND® ENTERPRISE SERVER, APP SERVER™ EDITION

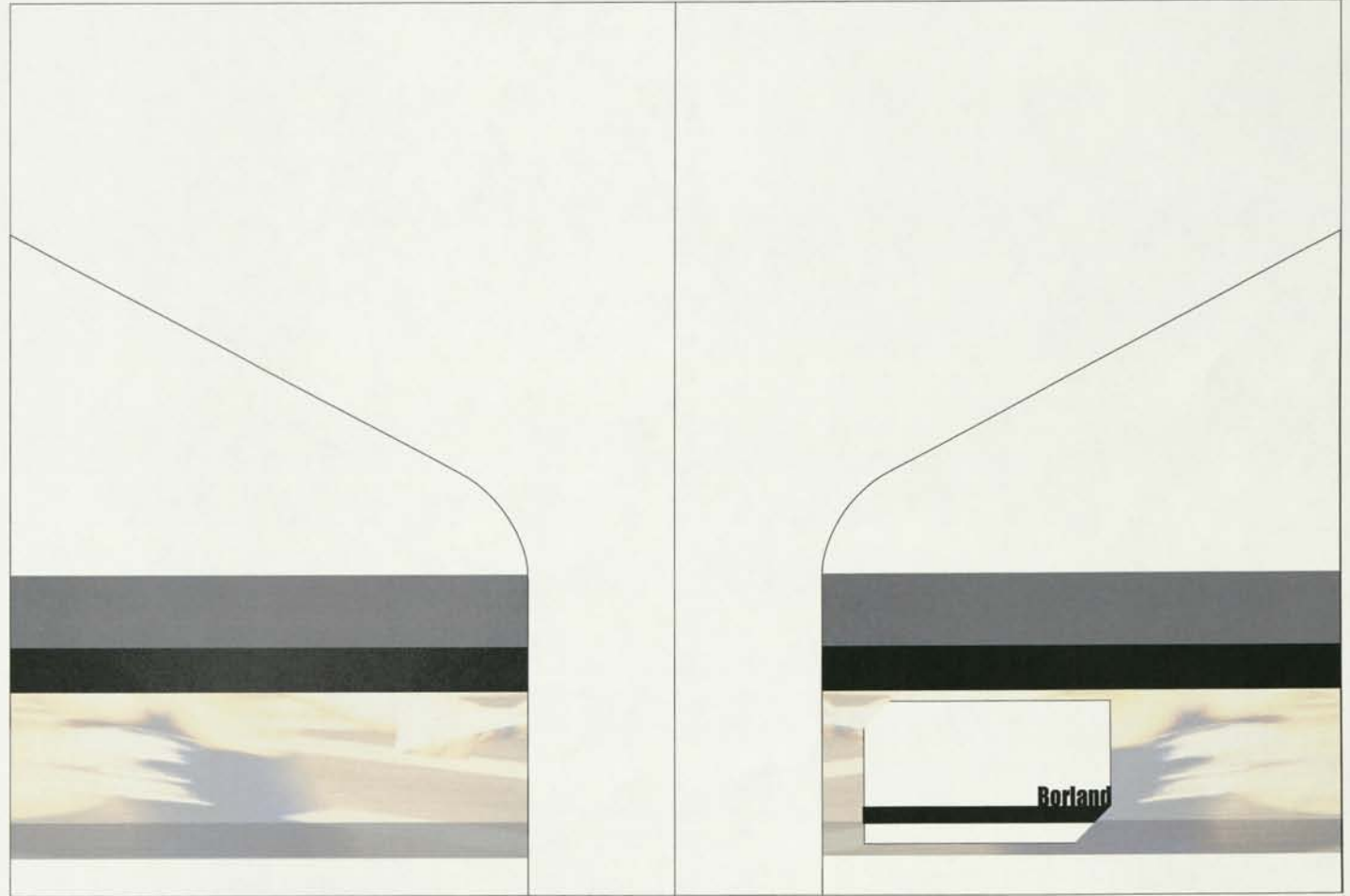
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BORLAND® OPTIMIZE™ SUITE

Borland® Optimize™ Suite 5 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. accumsan et justo odio dignissim qui



FOLDER



Believe

BORLAND STYLE GUIDE

The Creative:



Solutions/Corporate Brochure



Corporate Folder



2-Page Datasheets



PowerPoint Template

BELIEVE



The Concept:

This concept communicates the enabling, empowering aspect of Borland's solution suite. The word "Believe" addresses the many loyal customers that have believed in Borland for the past twenty years. It also speaks to the concept that by believing in Borland, you will aspire to "Be" the very best. The design of the look and feel uses an abundant amount of white space to allow the empowering, direct messaging to shine. Action words are used in all headline treatments to emphasize that you can achieve all that is possible.

Value Propositions:

Borland

- Provides leading edge technology that helps Global 1000 companies develop, deploy, and integrate software applications
- Allows enterprises of all sizes to move into Web-based computing
- Is #1 in JAVA and Linux development solutions

Target Audience:

- VP of Development, Manager of Development
- CIO, VP of Operations, Architects, and development decision makers
- Developers

Primary Objective:

To create a recognizable, unique brand identity that is consistent in messaging and design. The Look and Feel needs to express Borland's personality and unique position in the global software development marketplace.

BORLAND STYLE GUIDE

Typography:

- | | |
|--------------------------------|-------------------------------|
| Corporate Light | Minion Regular |
| <i>Corporate Light Italic</i> | <i>Minion Regular Italic</i> |
| Corporate Medium | Minion Semibold |
| <i>Corporate Medium Italic</i> | <i>Minion Semibold Italic</i> |
| Corporate Bold | Minion Bold |
| <i>Corporate Bold Italic</i> | <i>Minion Bold Italic</i> |

Color Palette:



Graphic Icons:

Icons are used throughout the collateral to differentiate each of the five categories.



BELIEVE



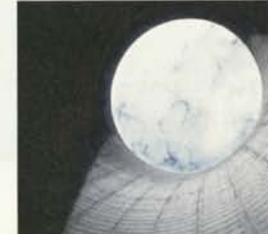
The Grid System:

The grid is a four column grid system.

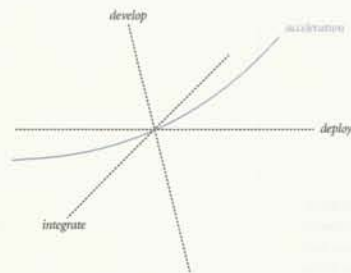


Treatment of the Photography:

Photography is treated with dynamic perspective. See samples below.



BELIEVE



Borland

Solutions/Corporate Brochure
Size: 7 x 11 in.

BE THE ONE TO

Every day, millions of software professionals around the world use Borland® products and

DELIVER A POWERFUL

services in the development, deployment, and management of e-business applications. Our

SOLUTION QUICKLY,

mission is to support multiple infrastructures effectively and make them work

PRODUCTIVELY, AND

together. consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

COST-EFFECTIVELY.

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innovation →

→ Achieve the goals

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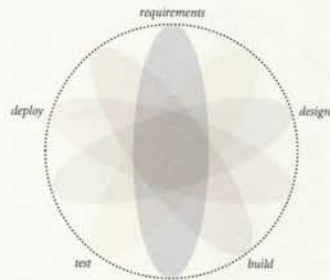
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Introduction Spread

⇒ Distinguish yourself

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TIGHT INTEGRATION BETWEEN FUNCTIONS



Borland supports the leading software architectures used to implement e-business applications

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solution ⇒



"Borland distinguishes itself among integrated development environment (IDE) vendors not

BE AN INNOVATOR

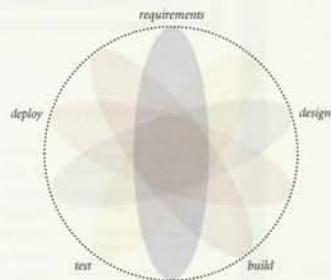
in any single achievement, but across the board." - Larry O'Brien, Software Development

Driver on air

⇒ Distinguish yourself

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TIGHT INTEGRATION BETWEEN FUNCTIONS



Borland supports the leading software architectures used to implement e-business applications

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solution ⇒



"Borland distinguishes itself among integrated development environment (IDE) vendors not

SEE THE SOLUTION

in any single achievement, but across the board." —Larry O'Brien, Software Development



Deliver on time

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TITLE GOES HERE

A fast, versatile database for Java™

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KEY FEATURES

- Get the performance you need with an extremely fast Java database
- Get productive quickly using popular IDEs
- Do not worry about downtime. The Borland JDataStore database is engineered for reliability, reducing downtime.
- Use the same powerful database for mobile, embedded, and Web server applications
- Keep costs low with the economical deployment pricing of the JDataStore database

Borland

Data Sheet (option A)
Size: A4 (8.27 x 11.69 in)



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A fast, versatile database for Java™

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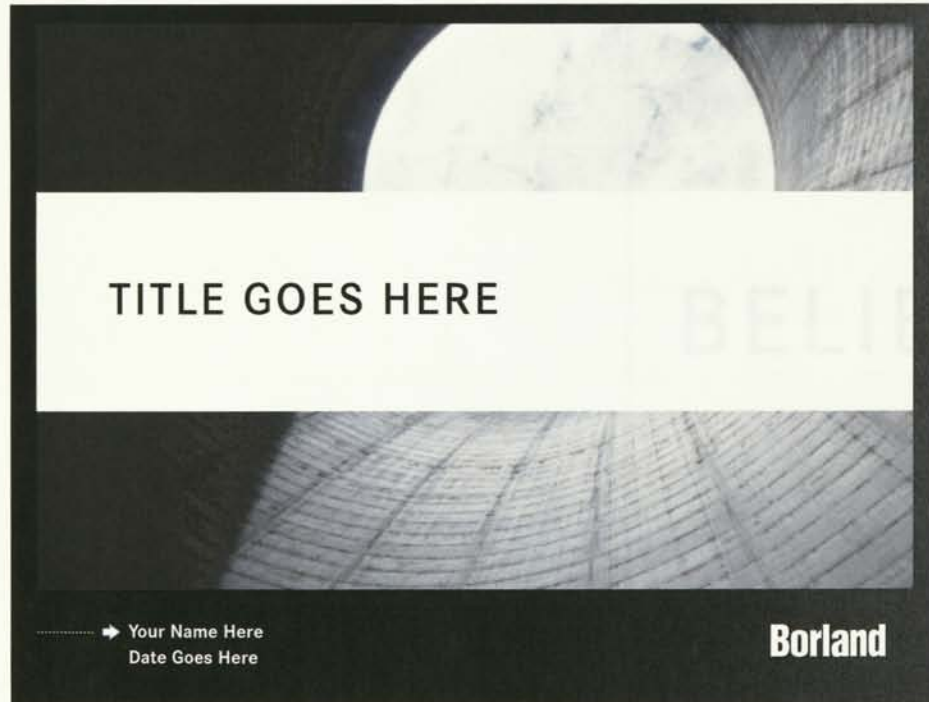
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KEY FEATURES

- Get the performance you need with an extremely fast Java database
- Get productive quickly using popular IDEs
- Do not worry about downtime. The Borland JDataStore database is engineered for reliability, reducing downtime.
- Use the same powerful database for mobile, embedded, and Web server applications
- Keep costs low with the economical deployment pricing of the JDataStore database

Borland

Data Sheet (option B)
Size: A4 (8.27 x 11.69 in)

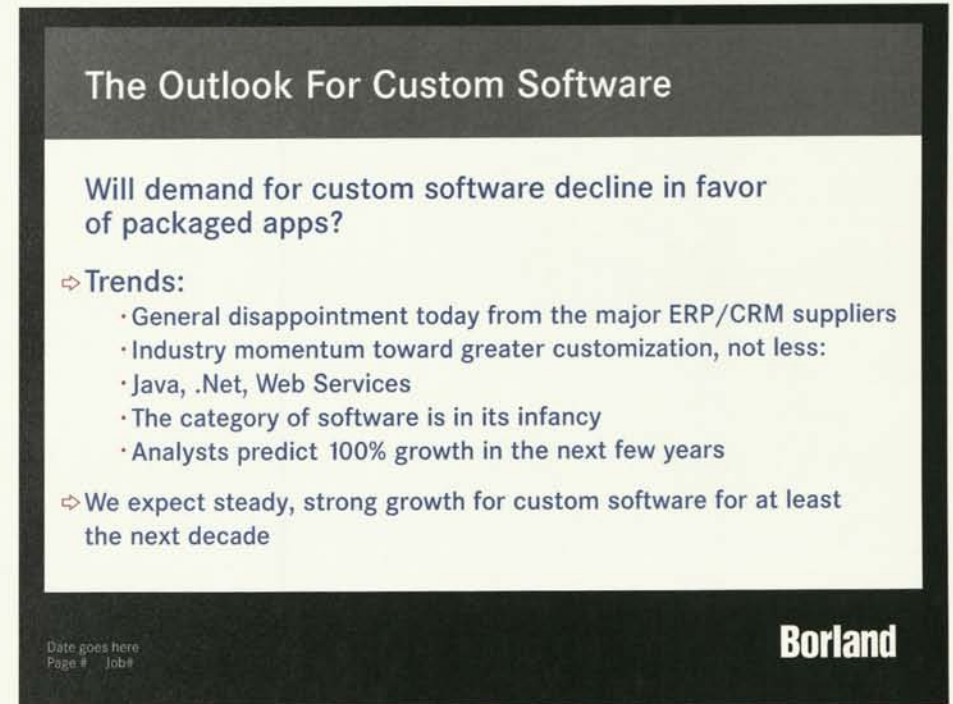


TITLE GOES HERE

→ Your Name Here
Date Goes Here

Borland

Powerpoint Presentation
Title Screen



The Outlook For Custom Software

Will demand for custom software decline in favor of packaged apps?

⇒ Trends:

- General disappointment today from the major ERP/CRM suppliers
- Industry momentum toward greater customization, not less:
- Java, .Net, Web Services
- The category of software is in its infancy
- Analysts predict 100% growth in the next few years

⇒ We expect steady, strong growth for custom software for at least the next decade

Date goes here
Page # Job#

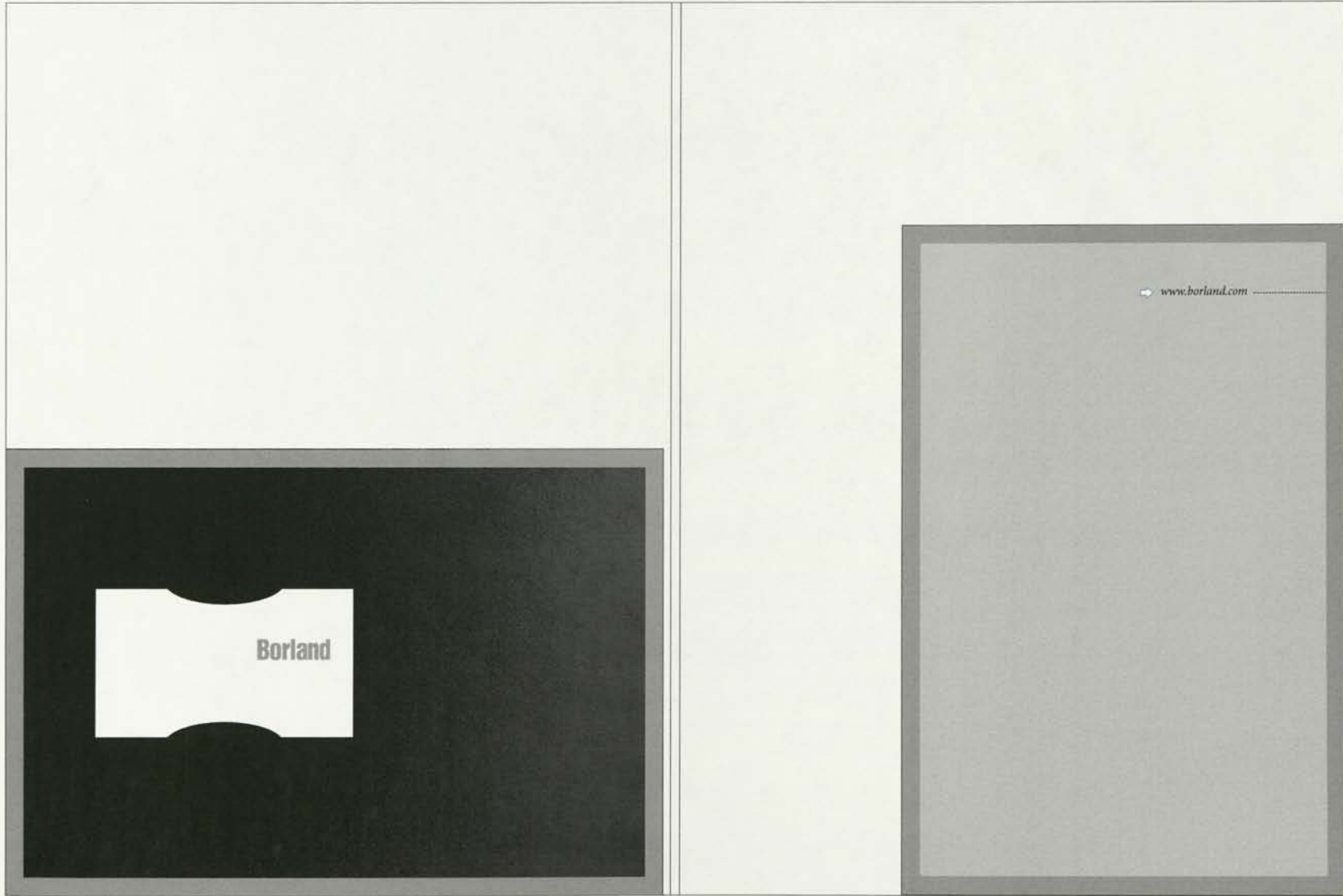
Borland

Powerpoint Presentation
Secondary Screen

BELIEVE

Borland

Folder
Size: 9 x 12 in.
"Believe" is embossed



Folder
Inside Pockets

End to End

BORLAND STYLE GUIDE

The Creative:



4-Page Brochure



Corporate Folder



2-Page Datasheets



PowerPoint Template

THE END-TO-END SOLUTION



The Concept:

Borland allow developers to build applications that can **"connect"** with **any customer**, supplier, and business partner **anywhere** in the world, regardless of the chosen platform or programming language. That is the basis of this design and layout and it is conveyed through "inter linking" shapes. One shape fits perfectly within the next shape, from on end to the other. The shapes also represent Borland's array of products, complementing each other and fitting together to make one complete integrated solution.

Value Propositions:

Borland

- Provides leading edge technology that helps Global 1000 companies develop, deploy, and integrate software applications
- Allows enterprises of all sizes to move into Web-based computing
- Is #1 in JAVA and Linux development solutions

Target Audience:

- VP of Development, Manager of Development
- CIO, VP of Operations, Architects, and development decision makers
- Developers

Primary Objective:

To create a recognizable, unique brand identity that is consistent in messaging and design. The Look and Feel needs to express Borland's personality and unique position in the global software development marketplace.

BORLAND STYLE GUIDE

Typography:

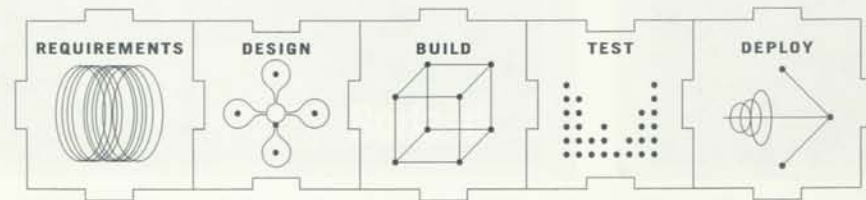
Trade Gothic Light
Trade Gothic
Trade Gothic Bold

Univers Roman
Univers Roman Oblique
Univers Bold
Univers Black

Color Palette:



Graphic Elements:



THE END-TO-END SOLUTION



The Grid System:

The grid system is based on 13 columns and 13 rows.



Treatment of the Photography:

The style of photography is based on the shape of a box with either the "link" added to the shape or taken away from the square shape. The two images appear to "connect" and complete one image.





Cover

ACCELERATE

WHEN THINGS GET CONNECTED, THEY GO FAST

BORLAND ENTERPRISE STUDIO FOR JAVA IS A COMPLETE DEVELOPMENT LIFE-CYCLE SOLUTION THAT STREAMLINES THE MODELING, DEVELOPMENT, AND DEPLOYMENT OF BUSINESS AND E-COMMERCE SOLUTIONS BASED IN JAVA. BY INTEGRATING LEADING DEVELOPMENT APPLICATIONS INTO A SINGLE, EASY-TO-USE PACKAGE.

SOFTWARE DEVELOPMENT LIFECYCLE

COMPLETE E-BUSINESS IMPLEMENTATION PLATFORM

BORLAND ENTERPRISE STUDIO FOR JAVA SIMPLIFIES THE APPLICATION LIFECYCLE, REDUCES TOTAL COST OF OWNERSHIP, AND SPEEDS TIME-TO-MARKET. IT ALSO TIES TOGETHER LEADING APPLICATIONS FOR DELIVERING ENTERPRISE AND E-COMMERCE APPLICATIONS.

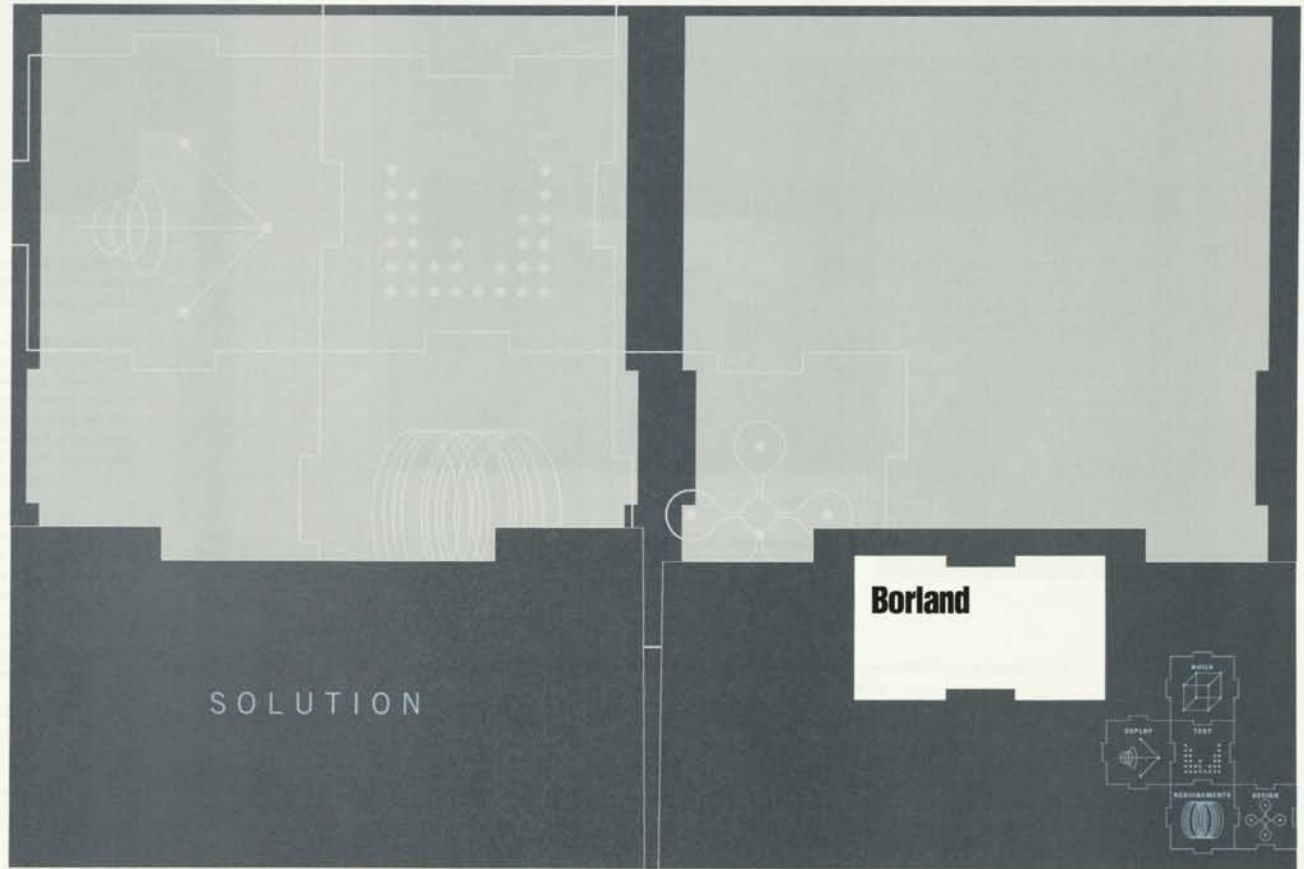
REDUCE TOTAL COST OF OWNERSHIP

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Inside spread



Folder



Inside with pockets



JBUILDER

THE LEADING JAVA™ DEVELOPMENT SOLUTION

BORLAND JBUILDER™ IS THE LEADING CROSS-PLATFORM ENVIRONMENT FOR BUILDING INDUSTRIAL-STRENGTH ENTERPRISE JAVA™ APPLICATIONS. JBUILDER SPEEDS THE DEVELOPMENT OF EJB,™ WEB, XML, AND DATABASE APPLICATIONS.

KEY FEATURES

- Visual EJB™ designer for rapid J2EE™ platform application development
- Deployment to leading application servers including Borland® Enterprise Server, BEA® WebLogic, IBM® WebSphere, Oracle® Application Server, and iPlanet™ Application Server
- Support for Web Services development
- Wizards, tools, and components to simplify database application development and deployment
- Web application development and deployment with JSP™ and servlets
- UML™ code visualization
- Refactoring and unit testing
- Configuration management



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INCREASE PRODUCTIVITY WITH THE LEADING CROSS-PLATFORM JAVA™ DEVELOPMENT ENVIRONMENT
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DEVELOP INDUSTRIAL-STRENGTH J2EE™ PLATFORM APPLICATIONS
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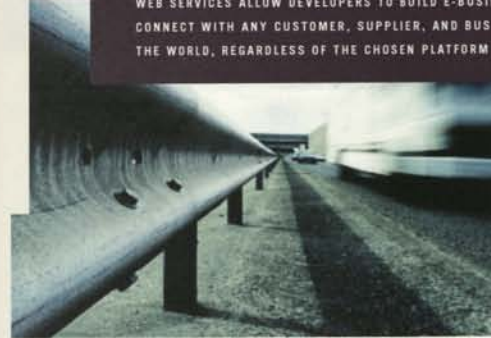
Borland



WEB SERVICES SOLUTIONS

INNOVATE, INTEGRATE, AND COMMUNICATE WITH BORLAND® WEB SERVICES SOLUTIONS

WEB SERVICES ALLOW DEVELOPERS TO BUILD E-BUSINESS APPLICATIONS THAT CAN CONNECT WITH ANY CUSTOMER, SUPPLIER, AND BUSINESS PARTNER ANYWHERE IN THE WORLD, REGARDLESS OF THE CHOSEN PLATFORM OR PROGRAMMING LANGUAGE.

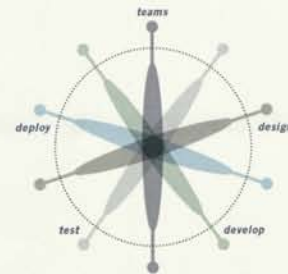


- Rapidly build Windows,™ Linux,™ and Java™ GUI, database, and e-business applications with Web Services.
- Simplify business-to-business integration by easily creating W3C-compliant Web Services and Web Services consumers using SOAP, XML, and WSDL
- Reduce your time-to-market with a component-based Web application development framework that supports leading Web application servers including Apache,™ Netscape,™ and Microsoft™ Internet Information Services (IIS)
- Build high-performance, Web Services — enabled middleware that enables many client applications and services to connect easily with leading databases through industry-standard Web Services and XML,™ DCOM, or CORBA™

KEY FEATURES

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SOFTWARE DEVELOPMENT LIFECYCLE



WEB SERVICES DEVELOPMENT ON WINDOWS WITH BORLAND® DELPHI™ 6

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Borland

NOV 15, 2002



Borland Overview

Duncan Egan

Borland



The Outlook For Custom Software

- Will demand for custom software decline in favor of packaged apps?
- Trends:
 - General disappointment today from the major ERP/CRM suppliers
 - Industry momentum toward greater customization, not less: Java, .Net, Web Services
 - The category of software is in its infancy
 - Analysts predict 100% growth in the next few years
- We expect steady, strong growth for custom software for at least the next decade

Borland

Complete Solution

BORLAND STYLE GUIDE

The Creative:



4-Page Brochure



Corporate Folder



2-Page Datasheets



PowerPoint Template

COMPLETE SOLUTION



The Concept:

Borland provides companies with the complete solution to support their major software architectures. With the Borland solution—requirements, design, build, test, deploy—they are able manage enterprise e-business applications. Borland enables organizations to embrace the future while continuing to leverage the benefits of legacy systems.

This concept focuses on this complete solution. The "code graphic" combines all of the elements of the Borland solution, pulling out the specific category or an attribute word relevant to the text, reinforcing the idea that all of these elements work together to create the Borland solution.

Each product is separated into one of these categories, which is emphasized on the covers of all product collateral.

Value Propositions:

Borland

- Provides leading edge technology that helps Global 1000 companies develop, deploy, and integrate software applications
- Allows enterprises of all sizes to move into Web-based computing
- Is #1 in JAVA and Linux development solutions

Target Audience:

- VP of Development, Manager of Development
- CIO, VP of Operations, Architects, and development decision makers
- Developers

Primary Objective:

To create a recognizable, unique brand identity that is consistent in messaging and design. The Look and Feel needs to express Borland's personality and unique position in the global software development marketplace.

BORLAND STYLE GUIDE

Typography:

ORATOR REGULAR	ITC Franklin Gothic Book	Adobe Garamond Regular
ORATOR SLANTED	ITC Franklin Gothic Oblique	Adobe Garamond Italic
	ITC Franklin Gothic Demi	Adobe Garamond Semibold
	ITC Franklin Gothic Heavy	Adobe Garamond Semibold Italic

Color Palette:



Graphic Elements:



COMPLETE SOLUTION



The Grid System:


The grid system is comprised of a series of squares that define the horizontal and vertical alignments.



Treatment of the Photography:

All photography is four-color process, and used only as a small accent.






Presentation Title
November 15, 2002

Borland

POWERPOINT TITLE SLIDE



HEADLINE GOES HERE

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Borland

POWERPOINT TEXT SLIDE

JDataStore

Get the performance you need with an extremely fast Java database.

Get productive quickly using popular IDEs.

Do not worry about downtime, the Borland JDataStore database is engineered for reliability, reducing downtime.

Fulfill the "write once, deploy everywhere" promise of Java with the high-level standards compliance of the JDataStore database.

Use the same powerful database for mobile, embedded, and Web server applications.

Keep costs low with the economical deployment pricing of JDataStore database.

KEY FEATURES

- Get the performance you need with an extremely fast Java database.
- Get productive quickly using popular IDEs.
- Do not worry about downtime, the Borland JDataStore database is engineered for reliability, reducing downtime.
- Fulfill the "write once, deploy everywhere" promise of Java with the high-level standards compliance of the JDataStore database.
- Use the same powerful database for mobile, embedded, and Web server applications.
- Keep costs low with the economical deployment pricing of JDataStore database.

UNIVERSAL DATABASE FOR EMBEDDED, MOBILE, AND HANDHELD APPLICATIONS

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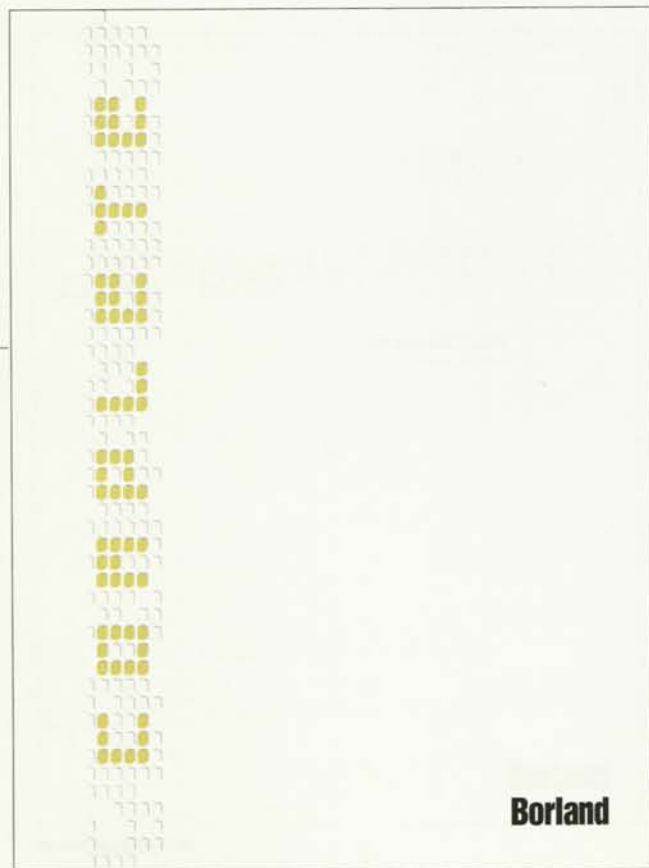
JDataStore

A fast, versatile database for Java™

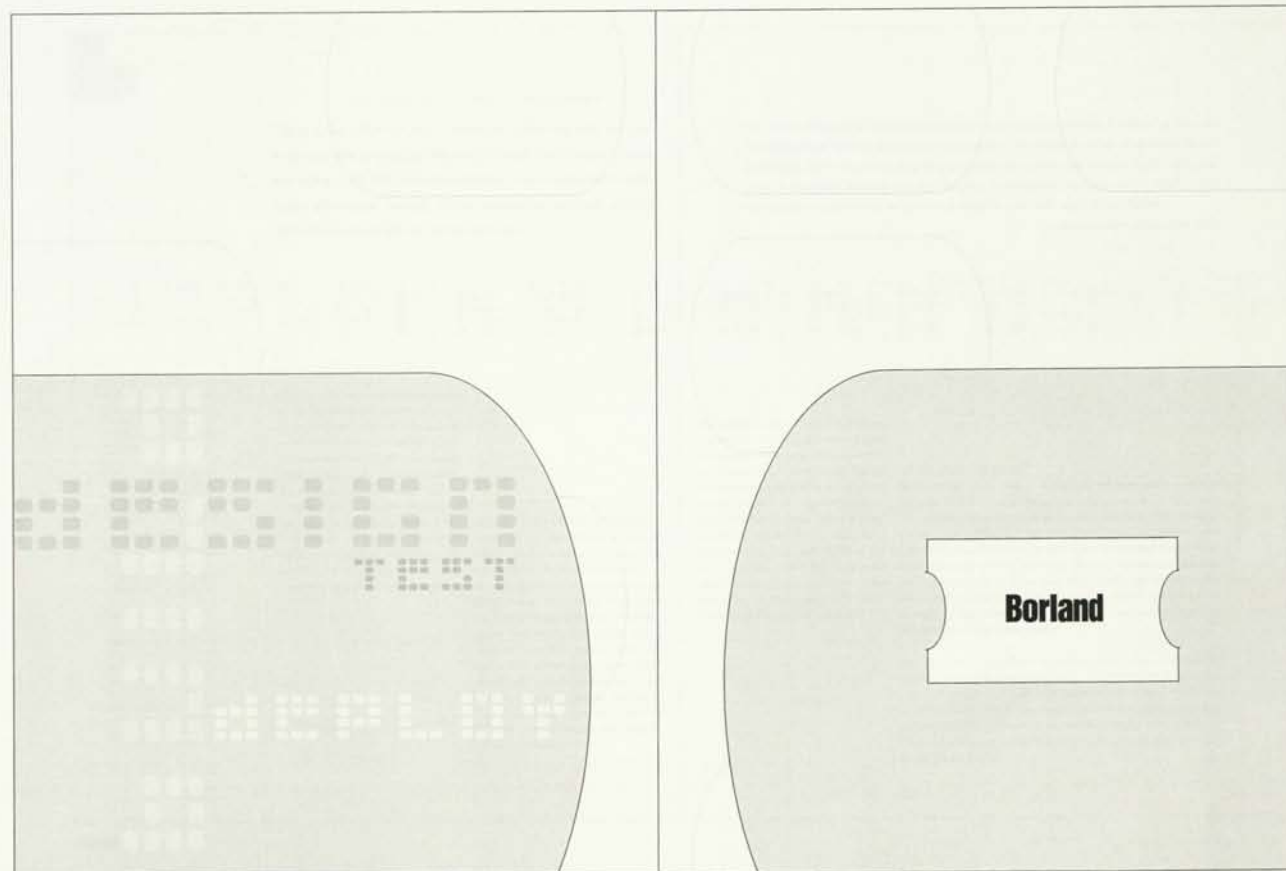
Borland

DATASHEET FRONT

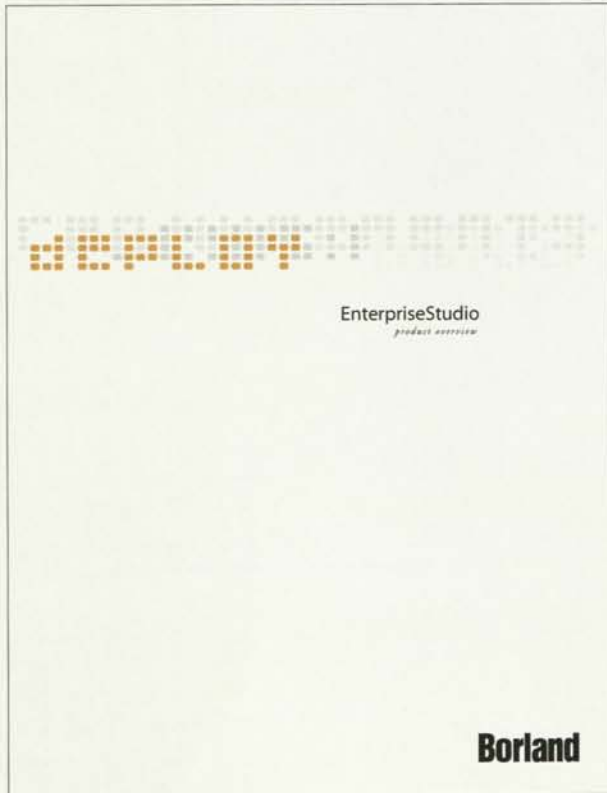
code graphic
blind emboss



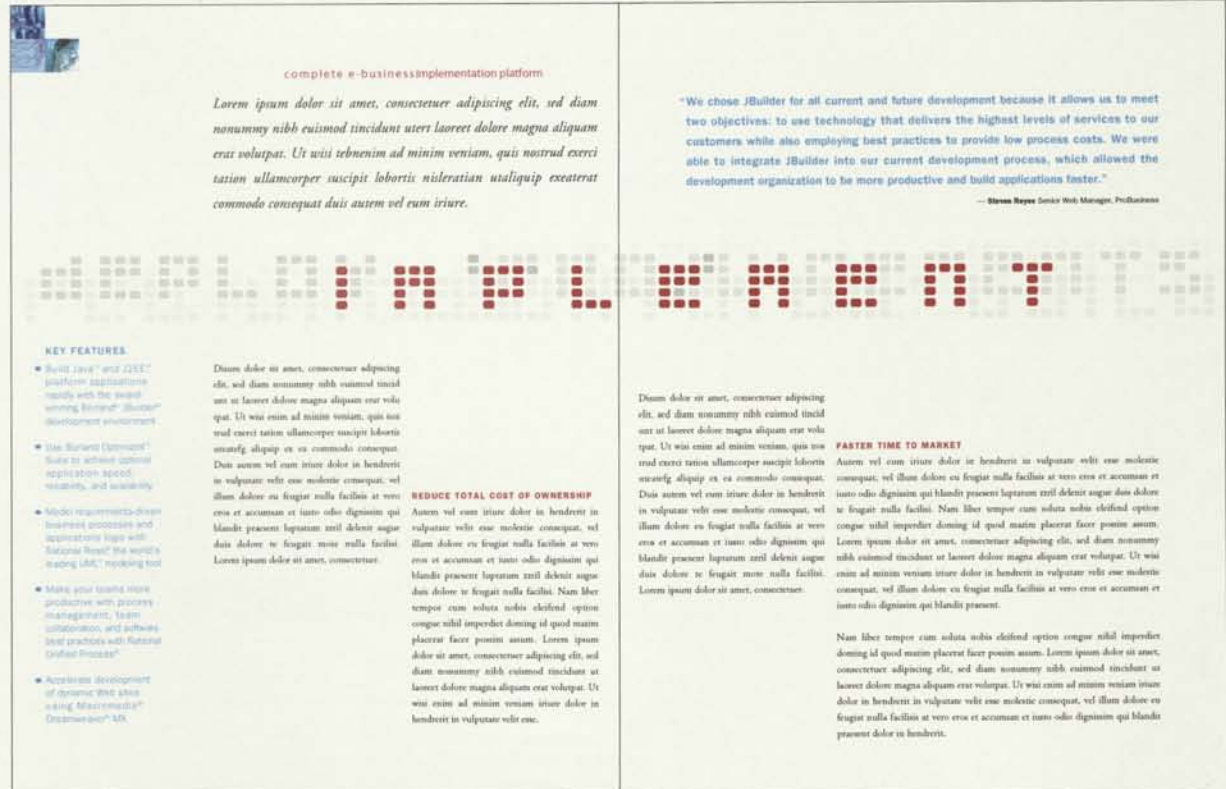
FOLDER COVER



FOLDER INTERIOR



PRODUCT BROCHURE COVER



SPREAD

Fractals

BORLAND STYLE GUIDE

The Creative:



4-Page Brochure



Corporate Folder



2-Page Datasheets



PowerPoint Template



FRACTALS



The Concept:

Fractals (some of the most complex mathematical problems imaginable) are analogous to the many software challenges software developers overcome with Borland products. They may at times appear random or chaotic, but there is order, control and beauty that the mathematically-minded can see. The seamless development process is represented by the "process graphic" which transforms from one shape to another while the small graphic composed of five polygons "tool graphic", each arranged in a ring suggesting the variety of tools Borland offers.

Value Propositions:

Borland

- Provides leading edge technology that helps Global 1000 companies develop, deploy, and integrate software applications
- Allows enterprises of all sizes to move into Web-based computing
- Is #1 in JAVA and Linux development solutions

Target Audience:

- VP of Development, Manager of Development
- CIO, VP of Operations, Architects, and development decision makers
- Developers

Primary Objective:

To create a recognizable, unique brand identity that is consistent in messaging and design. The Look and Feel needs to express Borland's personality and unique position in the global software development marketplace.

BORLAND STYLE GUIDE

Typography:

DIN Schrift Mittelschrift

Minion Regular
 Minion Semibold
Minion Bold
Minion Regular Italic
Minion Semibold Italic
Minion Bold Italic

Color Palette:



Graphic Elements:

Tool graphic:



Process graphic:



Solution graphic:

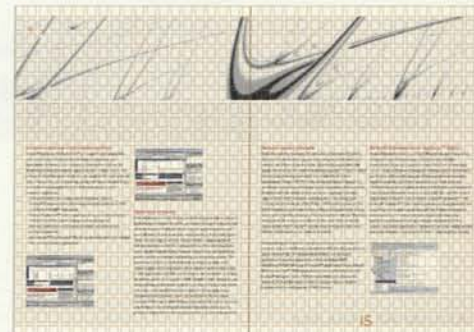


FRACTALS



The Grid System:

The image and artwork system is based on a 20x24 box grid on A4 page and a 2-column grid for copy.



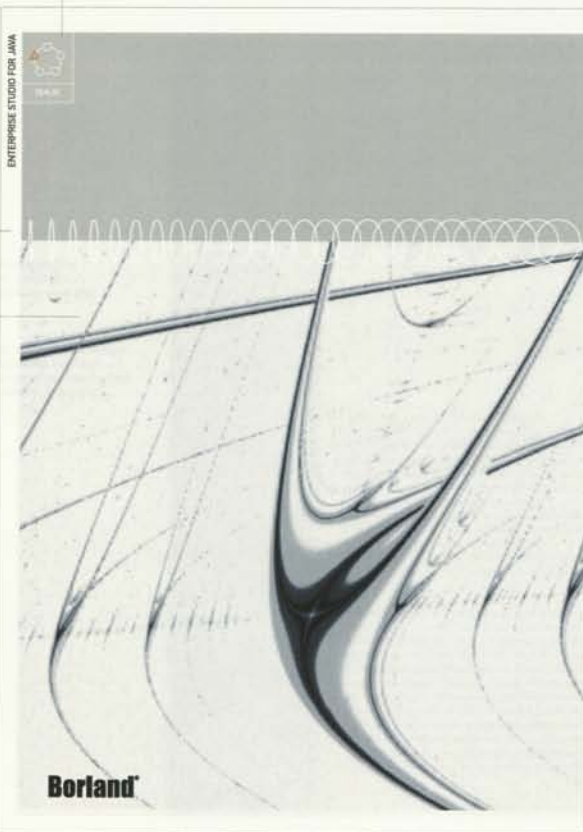
Treatment of the Photography:

Subtle duotones using the palette colors



tools graphic representing the complete "Borland Solution"

a constant reminder of the full suite and which section you are in



process graphic representing seamless workflow

the various fractal images represents the most complicated mathematical problems in existence

40000

tools graphic repeated on inside of brochure



Complete e-business implementation platform

Borland® Enterprise Studio for Java™ is a complete, development life-cycle solution that streamlines the modeling, development, and deployment of business and e-commerce solutions based in Java. By integrating leading development applications into a single, easy-to-use package, Borland Enterprise Studio for Java simplifies the application life cycle, reduces total cost of ownership, and speeds time to market. It also ties together leading applications for delivering enterprise and e-commerce applications.

- Borland® Builder® the leading Java development solution
- Borland® Enterprise Server, the leading enterprise platform for Web, COBRA, and J2EE™ Application
- Borland® Optimizer™ Suite, complete performance solution for Java
- Rational Rose®, the world's leading visual modeling tool
- Rational Unified Process®, team productivity and software best-practices framework
- MacroMedia® Dreamweaver® MX, the professional choice for building Web sites and Internet applications



Faster time-to-market

Borland Enterprise Studio for Java speeds development with an advanced platform that provides state-of-the-art visual tools and code libraries that allow developers to build and deliver complex applications faster and more efficiently. Based on intuitive, visual interfaces, Borland Enterprise Studio for Java helps your team start productive coding immediately, with minimal time needed for training. Rational Rose modeling allows you to quickly understand the functions and processes underlying your project and lets you identify and fix any potential problems. The search and visual look in Builder help developers quickly create standard application components — from windows and text entry boxes to Web applications and J2EE — so developers can concentrate on coding the unique aspects of each project. With Optimizer Suite, developers can catch performance problems, memory leaks, thread conflicts, and missed code early — reducing the total time required to deploy applications. Dreamweaver MX provides a fast-track platform for the fast, visual creation of Web pages — while letting you maintain full control over your code. Reduced cost of integration Borland Enterprise Studio for Java provides a single solution that incorporates the tools your team needs for

Based on industry standards

Faithful to industry standards, the extensible architecture of Borland Enterprise Studio for Java supports open integration with third-party software. All of the tools in the Studio allow for interoperability with third-party solutions. The Unified Modeling Language™ (UML™), which Rational helped develop and which was codified by the Object Management Group (OMG™), is the standard graphical language for specifying, constructing, visualizing, and documenting software systems. Builder, built entirely in Java, produces compliant code with support for the latest standards, including Java 2, J2C/Swing, XML, COBRA, Jacc2.0, Jax-WS, J2EE, J2C, JSP™, Servlet, and more. The J2C/SW™ working to work with the Java software development kit of your choice and to take full advantage of the various Java 2 editions. The entire development life-cycle process adheres to the state-of-the-art Model Driven Architecture™ (MDA™) specification developed by the OMG. With its solid foundation on common standards.

Borland Enterprise Studio for Java gives you access to a selection of resources such as code libraries, information Web sites, third-party tools, and professional tips. For maximum flexibility, you can deploy applications to popular application servers, including IBM® WebSphere® BEA® WebLogic®, Oracle® Application Server, Sun® EAServer, and Sun™ ONE Application Server, as well as the included Borland® Enterprise Server. With its extensibility and adherence to standards, Borland Enterprise Studio for Java provides an excellent foundation for the development of Web Services.



Borland® Enterprise Server, AppServer™ Edition

Borland Enterprise Server is a robust J2EE platform application server designed to meet the performance, reliability, and scalability requirements of any size business at a lower Total Cost of Ownership (TCO). Visual performance tuning and clustering wizards speed time to production, while partitioning and self-managing features maximize application uptime and reduce operational costs. Built on proven COBRA technology and tightly integrated with Builder and Optimizer Suite, Borland Enterprise Server is an ideal J2EE, J2C, and Web Services deployment solution for Java Developers. Borland® Optimizer™ Suite Borland® Optimizer™ Suite 2 makes performance management for Java easier than ever. Seamless integration with the Builder development environment boosts team productivity, dramatically improving application performance and supporting the development of fast, scalable, and reliable applications. Optimizer Suite is the undisputed first choice in performance management for Java. Continuing its pioneering

BORLAND IS THE SOLUTION.

tools graphic representing
the complete "Borland Solution"

a constant reminder of the full suite
and --which section you are in.

process graphic
representing
seamless work flow

the various fractal images
represents the most
complicated mathematical
problems in existence.

**A FAST, VERSATILE
DATABASE FOR JAVA**

Complete e-business implementation platform

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- Borland® Enterprise Server, the leading enterprise platform for Web, COBOL® and J2EE™ deployment
- Borland® Optimizer™ Suite, complete performance solution for Java
- Rational Rose®, the world's leading visual modeling tool
- Rational Unified Process®, team productivity and software best practices framework
- Macromedia® Dreamweaver® MX, the professional choice for building Web sites and Internet applications

Reduce total cost of ownership Borland Enterprise Studio for Java lets you leverage your existing resources to produce applications faster, at a lower cost, and with greater functionality. The use case and modeling tools in Rational Rose help ensure that your requirements are achievable, measurable, consistent, and communicate clearly to your team. Builder makes the development process more efficient. The two-way J2EE™ 2.0 visual designer makes J2EE platform code creation easier and faster. With point-and-click creation of reusable libraries,* developers can quickly build advanced functions and features. Enterprise JavaBeans™ (EJB) and other code components can be economically reused, so developers spend their time more efficiently coding multiple instances of similar functionality only once. Developing Web applications is easy with the new Web application framework based on Apache™ Struts. Using Optimizer Suite throughout the development process produces faster, tighter code that reduces downtime and cuts server hardware costs. For live testing, use the integrated Borland Enterprise Server to run and debug locally and remotely. With HotSwap debugging, even change code while debugging.

Borland®

2 PAGE DATASHEET

**A FAST, VERSATILE
DATABASE FOR JAVA**

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Borland®



2 PAGE DATASHEET ALTERNATIVE TREATMENT



FOLDER COVER




FOLDER INTERIOR




TITLE OF PRESENTATION
SUBTITLE OF PRESENTATION

Borland®



POWERPOINT TITLE PAGE



THE OUTLOOK FOR CUSTOM SOFTWARE

- Will demand for custom software decline in favor of packaged apps?
- Trends:
 - General disappointment today from the major ERP/CRM suppliers
 - Industry momentum toward greater customization, not less: Java, .Net, Web Services
 - The category of software is in its infancy
 - Analysis predicts 100% growth in the next few years
- We expect strong growth for custom software for at least the next decade

Borland®

SECONDARY PAGE

Borland = the Solution

BORLAND STYLE GUIDE

The Creative:



4-Page Brochure



Corporate Folder



2-Page Datasheets



PowerPoint Template



BORLAND = THE SOLUTION

The Concept:

Large enterprise applications are extremely complex and solve huge problems in as little time as possible. Today's software developers are moving towards "extreme programming" or real-time development. This look and feel represents the issues facing developers as physics equations familiar to any engineer, such as acceleration, power, and velocity. Borland equals the Solution that the developers are seeking.

Supporting graphics representing the constant acceleration curve are present across all collateral, with rule elements running across the page and up the far left representing the x- and y-axes respectively. Typography accentuates the upwards momentum of constant acceleration by stair-stepping upwards as it moves across the page.

Value Propositions:

Borland

- Provides leading edge technology that helps Global 1000 companies develop, deploy, and integrate software applications
- Allows enterprises of all sizes to move into Web-based computing
- Is #1 in JAVA and Linux development solutions

Target Audience:

- VP of Development, Manager of Development
- CIO, VP of Operations, Architects, and development decision makers
- Developers

Primary Objective:

To create a recognizable, unique brand identity that is consistent in messaging and design. The Look and Feel needs to express Borland's personality and unique position in the global software development marketplace.

BORLAND STYLE GUIDE

Typography:

Minion Regular	Din Regular
<i>Minion Italic</i>	Din Medium
Minion Semibold	Swift Regular
<i>Minion Semibold Italic</i>	Swift Italic
Minion Bold	
<i>Minion Bold Italic</i>	

Color Palette:



Graphic Elements:

Geometric shapes are used to graphically represent the interconnectivity of Borland's product line across the five major product categories: Requirements, Design, Build, Test, and Deploy. As many products may cross over from one category to another, multiple shapes may be highlighted simultaneously. These graphic icons will appear in the upper left corner of collateral and will be accompanied by the appropriate text. A few examples are shown here.



Basic Cube



Category: Design



Category: Design and Build



Category: Requirements



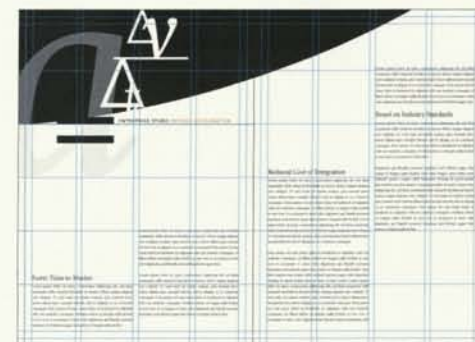
Integrated Solution

BORLAND = THE SOLUTION



The Grid System:

The grid system is based upon a four-column grid with the page further divided into six rows.



Treatment of the Photography:

The use of photography is optional with the primary graphics based on the type textures created by the mathematical equations. Photography if employed should be stark, dramatic black and white images.

Integration Graphic
and category identifier



Enterprise Studio for Java

CONSTANT ACCELERATION OF THE COMPLETE E-BUSINESS IMPLEMENTATION PLATFORM

$v = v_0 + at$
 $y = y_0 + v_0t + \frac{1}{2}at^2$

Borland

Brochure Cover (8.25" x 11.7")

Equation for
Acceleration



ENTERPRISE STUDIO DEFINES ACCELERATION

Faster Time to Market

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Reduced Cost of Integration

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Based on Industry Standards

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Dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis.

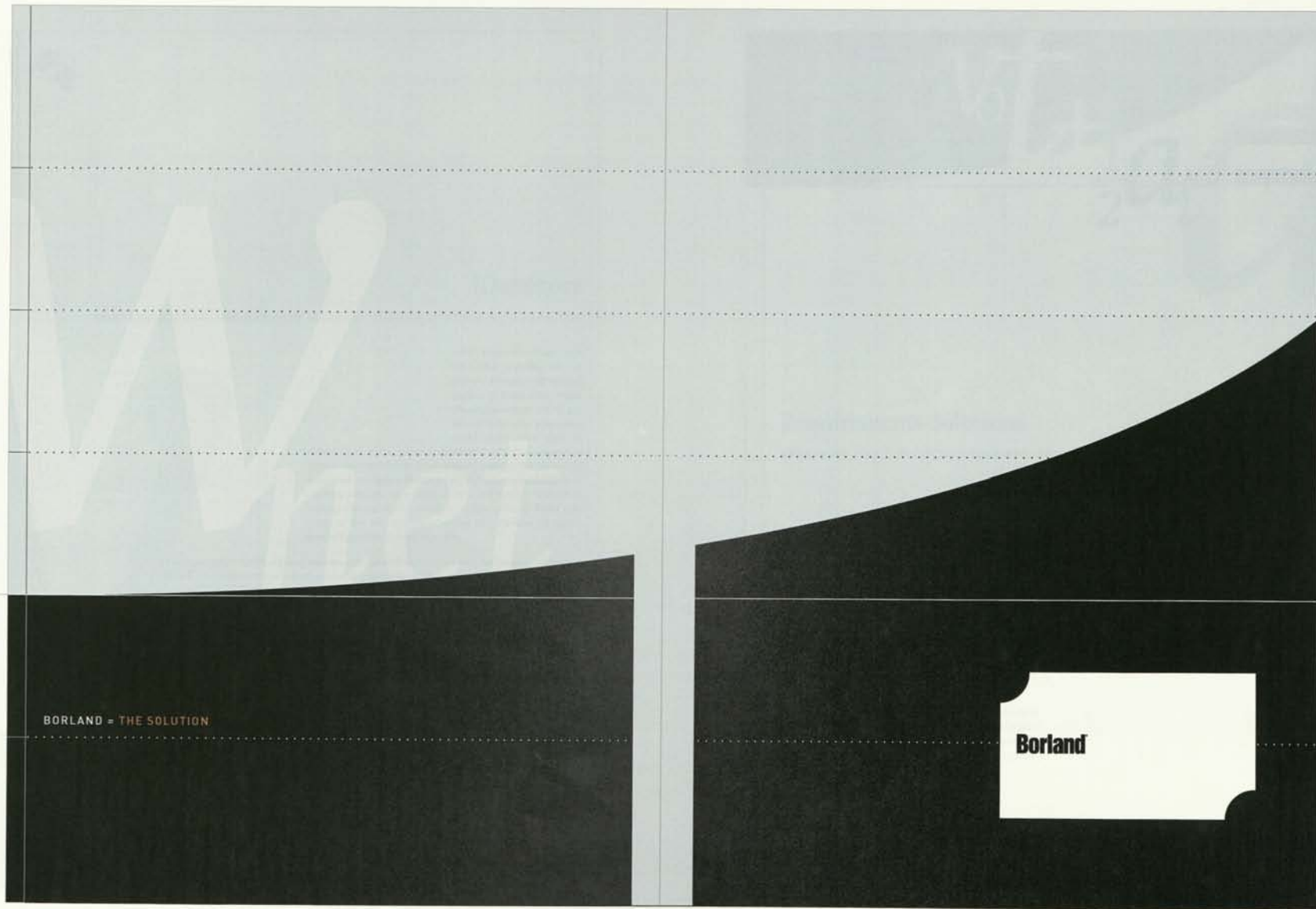
Text Blocks move
up as they cross the
page to emphasize
idea of acceleration

$$W_{\text{net}} = K_f - K_i = \frac{1}{2} m v_f^2 - \frac{1}{2} m v_i^2$$

Borland

Front Cover of Folder with Equation for "Net Work" (Folder measures 9" x 12.25")

Rule elements across the page
and up the left-edge represent
the x- and y-axes of the
Constant Acceleration curve.



Folder Interior

BJING | 011000



JDataStore

BORLAND IS ENABLING MAXIMUM VELOCITY UNDER CONSTANT ACCELERATION

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 Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nial ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dais.

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Borland

Sample Datasheet [8.25" x 11.7"]

BJING | 011000



Requirements Solutions

ANALYZING PROJECT NEEDS MOVES BORLAND USERS AHEAD: POSITIVE DISPLACEMENT

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Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nial ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zgue dais.


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Borland

Sample Datasheet [8.25" x 11.7"]

Logo position remains constant



Borland Overview

THE POWER OF RAPID APPLICATION DEVELOPMENT IS AVAILABLE AT YOUR FINGERTIPS

Borland

Duncan Egan
November 14, 2002

PowerPoint Template—Title Slide

The Outlook For Custom Software

Will demand for custom software decline in favor of packaged apps?

Trends:

- General disappointment today from the major ERP/CRM suppliers
- Industry momentum toward greater customization, not less:
Java, .Net, Web Services
- The category of software is in its infancy
- Analysts predict 100% growth in the next few years

We expect steady, strong growth for custom software for at least the next decade

November 14, 2002
Page 2 job# 125456

Borland

PowerPoint Template—Text Slide

eleven **eighty** five design