



WD® Brand
Graphic standards manual

11/2013

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WD as a registered trademark

WD is a registered trademark of Western Digital Technologies, Inc.

The first mention of WD in a document must have the registered trademark. When used in conjunction with product names such as “WD Blue™” and “WD TV®,” trademarking WD does not apply since the product names themselves are already trademarks. For a complete list of copyright and trademarks, please refer to wd.com.

These guidelines follow U.S. trademark law. Where the trademark marking requirements of a country other than the U.S. are more stringent, the practice of that country must be followed. Generally, the Registered Trademark [®] symbol should be used in all countries where the trademark has been registered. In all other countries, the Trademark [™] symbol should be used. If the trademark will be used on packaging or collateral that will be distributed in multiple countries, with registrations in some of those countries but not in all, the Trademark [™] symbol should be used. Under no circumstances should the Registered Trademark [®] symbol be used in a country where there is no registered trademark.

My Cloud Trademarking

It is of utmost importance to follow specific trademark guidelines for **My Cloud**. This includes our country specific websites for the countries. As of now, countries with special rules are: Japan, Malaysia, S. Korea and China. In those countries, we must use **WD My Cloud** in text and for images, the WD logo directly above **My Cloud** for packaging. In these aforementioned four countries, it is imperative that we use refer to the product as **WD My Cloud**, and not **My Cloud**.

The following is an example of the basic trademarks disclaimer to be used on printed and online documents. Specific product names should be added as applicable depending on the document contents.

Western Digital, WD, the WD logo, and My Book are registered trademarks of Western Digital Technologies, Inc. in the U.S. and other countries; My Cloud, and WD Sentinel are trademarks of Western Digital Technologies, Inc. in the U.S. and other countries. Other marks may be mentioned herein that belong to other companies. Picture shown may vary from actual product.
© 20xx Western Digital Technologies, Inc. All rights reserved.

If you have questions about our trademarks, please contact us at trademarks@wdc.com.

This document is a reference for the visual language that should be used when creating any assets for WD's Brand platform. Consistency of look, feel and tone of voice are critical as we build the WD Brand across all mediums and touchpoints. For questions about specific executions not covered in these guidelines, contact Marketing Communications.

absolutelyTM

Brand voice/positioning

We are champions of content and we understand how precious it is to those who create and possess it. While our heritage is in storage, today we exist to help consumers get more out of their digital lives: save, share, stream, enjoy.

We speak with confidence, but we never brag.

We aim to make you smile, but not to laugh out loud.

We aim to make you think, not to tell you what to think.

We promote creativity, creation, security and certainty.

We speak honestly, authentically, matter-of-factly and often with a touch of humility:

We don't see magic in what we make, we see magic in what you make.

Most of all, we see magic in what you save – and we can't wait to see what you do with it next.

Use of absolutely

absolutely is the most powerful word in our brand and it should be treated as such. While it should appear in every piece of communication, it will rarely be seen as the central message of the ad and much more often as the sign-off and anchor for the brand that accompanies the WD logo.

This is the only question and answer format that should only be used at the brand level:

Is saving your digital
life just the beginning?
absolutely[™]

absolutely should *not* be used to answer specific questions about specific products as this quickly becomes predictable and dilutes the power of the word. Making a statement about a product benefit sends a stronger message about certainty and our confidence in that particular statement.

All other headlines should take the form of a statement:

All your content in one place,
accessible anywhere.
absolutely[™]

The **absolutely** logotype should *never* appear within body copy.

When communications are translated into other languages, translate the word **absolutely** only when it appears in headlines; when **absolutely** is the tagline, it should always appear in English.

Glossary of terms

Below, find the naming convention of the graphic elements used within this guideline.

Area of isolation

An area equal to the height of the WD logotype that must remain clear of all graphic imagery, edges, folds and other visual elements.

Ascender

In typography, the upward vertical stem on some lowercase letters, such as b and d, that extends above the x-height.

Baseline

The imaginary line upon which a line of text rests.

Color Gradient

A range of position-dependent colors, usually used to fill a region that fade from one or more colors to another.

Descender

In typography, the portion of some lowercase letters, such as g and y, that extends or descends below the baseline.

Logo

A symbol or other small design adopted by an organization to identify its brand.

Logotype

A brand name set in a special typeface/font, and arranged in a particular way.

x-height

In typography, the distance between the baseline of a line of type and the top of the main body of lower case letters.



Correct usage of the WD Logo

The company logo shown below is the foundation of WD's graphic identity system. The colors and proportions of the company logo must not be altered. Consistent usage of the mark builds recognition. When applying the company logo, always use the reproduction artwork supplied by WD. Do not redraw or in any way alter the artwork. All applications of the company logo must be approved by Marketing Communications.

Preferred version

WD's Primary Logo contains a dark blue to light blue gradient background with white WD letters, and is to be used for most online and offline graphic applications. ® must be legible.



Gradient Light Point
75c 40m 0y 2k | 60r 130g 193b

Gradient Dark Point and Registered Trademark
100c 70m 0y 06k | 0r 85g 161b

Reversed version

Logos may reverse to white from a background color of sufficiently dark contrasting value. This version is to be used only when legibility is an issue and must be approved by WD's Marketing Communications department.



Please note:

The black box behind the logo is not part of the logo. It is only used here for the purpose of showing how this logo would appear against a dark background.

Single color versions

Certain executions, such as black and white print or promotional items, require the use of a single color logo application. Examples include, but are not limited to, newsprint, embroidery, silk screening or pad print. One-color logo options are PMS 301C, 100% process black (K) or white.



100k | 0r 0g 0b



100c 70m 0y 6k | 60r 130g 193b

PMS 301 | Hex code #: 005195



Please note:

The black box behind the logo is not part of the logo. It is only used here for the purpose of showing how this logo would appear against a dark background.

Three-dimensional logo

This logo is to be used for video end-frame purposes only and for limited outdoor usage. Contact Marketing Communications for specific use-case scenarios.



Video endframe

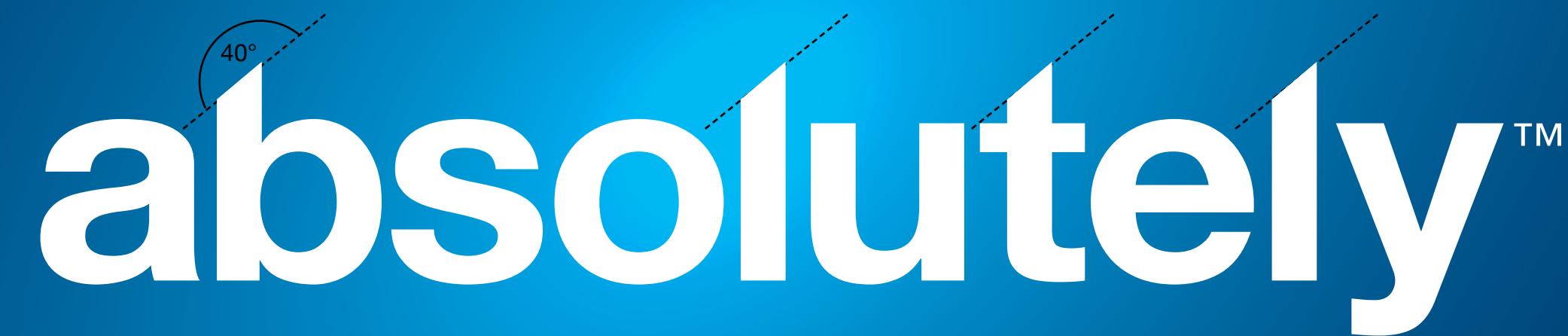


Outdoor



absolutely logotype

The **absolutely** logotype signifies the confidence and precision that you get from WD products. The **absolutely** logotype is a modified version of Helvetica with 40° angle ascenders. In order to maintain cohesiveness and consistency of usage throughout the campaign, **only use the artwork provided**. Do not alter or modify any of the letterforms or spacing. Please refer to pages 10-13 for correct **absolutely** logotype/trademark symbol usage.



Relationship between absolutely logotype and trademark symbol

To ensure a proper aesthetic relationship between the **absolutely** logotype and the trademark, we created three versions for various size applications. Do not change the relationship or space of **absolutely** logotype to the TM.



The word "absolutely" in a large, bold, white sans-serif font. The letter "y" contains a small, dark blue trademark symbol (TM) in the top right corner.

Use this version for large-format executions, such as outdoor executions.



The word "absolutely" in a medium-sized, bold, white sans-serif font. The letter "y" contains a small, dark blue trademark symbol (TM) in the top right corner.

Use this version when the logo is BIGGER than two inches, but in uses other than outdoor, e.g., print/brochures.

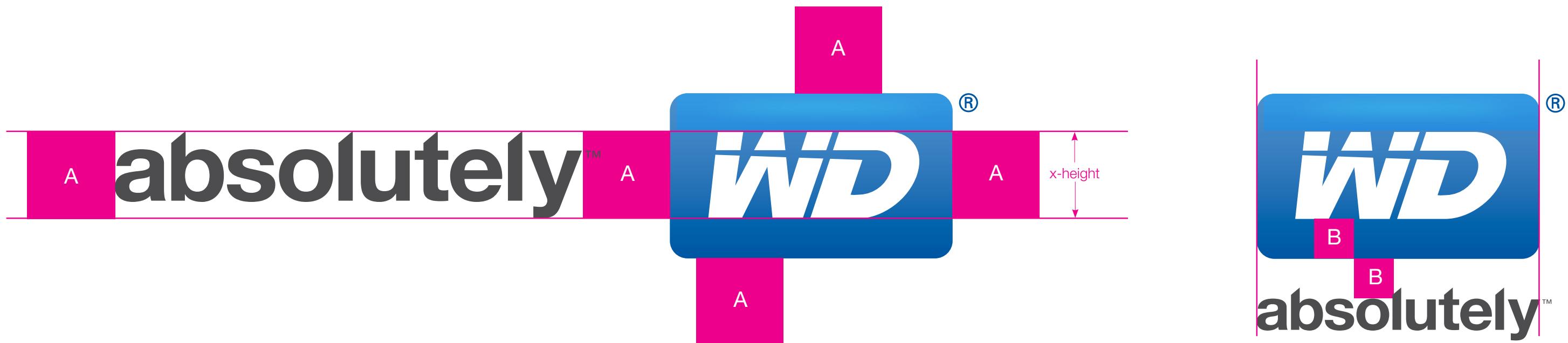


The word "absolutely" in a small, bold, white sans-serif font. The letter "y" contains a small, dark blue trademark symbol (TM) in the top right corner.

Use this version when the logo is SMALLER than two inches, such as in web executions.
The **absolutely** logotype may not be smaller than one inch in width.

absolutely logotype and WD logo relationship and usage – for white background use only

Use this version with an 85% black **absolutely** logotype when used over a **very light or white background only** where the **absolutely** logotype might get lost. Do not change the relationship or space of the WD logo to the **absolutely** logotype. Only use the allowable color palette provided.



A
Area of isolation is equal to the height of the WD logotype and must remain clear of all graphic imagery, edges, folds and other visual elements.



B
Area between WD logo and x-height of **absolutely** logotype is equal to the distance between the WD logotype and the bottom edge of the WD logo

absolutely logotype and WD logo relationship and usage

This is the first and **preferred version** for use in communications. Do not change the relationship or space of the WD logo to the **absolutely** logotype. The total width of the **absolutely** logotype matches the width of the WD logo. Only use the allowable color palette provided. Always position the **absolutely** logotype and WD logo lockup on the right side of the page. When used over an image, the **absolutely** logotype appears in white at 85% opacity; in all other instances, it appears at 100% opacity.

A

Area between WD logo and x-height of **absolutely** logotype is equal to the distance between the WD logo and the bottom edge of the **absolutely** logotype.

Print ad

Elemental storage building blocks for every datacenter.

HDD Xe Performance

HDD Re Durability

HDD Se Scalability

Build a better datacenter. Enterprise-class drives from WD® offer end-to-end datacenter storage solutions that are rigorously engineered for the ultimate in performance, reliability and scalability. Learn more at wd.com/datacenter.

WD absolutely™

Pull-up banners

Ultra slim.
All metal. Mac®-ready.

My Passport Air

wd.com

Packaging

My Cloud™
Personal Cloud Storage
Save everything
Access anywhere

1 TB
Rapid Share

WD absolutely™

Vertical web banners

Slim, metal design with auto and cloud backup.

My Passport Slim™
Portable Storage

My Passport Slim™
Portable Storage

728x90 web banner

The elemental building blocks for every datacenter.

Xe Performance

Re Durability

Se Scalability

Learn more >

WD absolutely™

300x250 web banner

Complete backup and storage

My Book® Desktop Storage
Learn more >

WD absolutely™

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absolutely logotype and WD logo relationship and usage

This is second and **alternate version** for use in communications. Do not change the relationship or space of the WD logo to the **absolutely** logotype. The total height of the **absolutely** logotype matches the height of the WD letters. Only use the allowable color palette provided. Always position the **absolutely** logotype and WD logo lockup on the right side of the page. When used over an image, the **absolutely** logotype appears in white at 85% opacity; in all other instances, it appears at 100% opacity.



A

Area of isolation is equal to the height of the WD logotype and must remain clear of all graphic imagery, edges, folds and other visual elements.

Applications: This version of the **absolutely** logo and WD logo lockup may be used in areas where vertical space is limited and/or is extremely horizontal in orientation, as shown on the example on the right.

Tradeshow overhead branding signage



Typography

Type tells a story and is essential to expressing our brand spirit. Helvetica Neue has been chosen as WD's primary communications font. Its clean, sophisticated and neutral aesthetic allows for varied expression without conflicting creatively with other visual elements. Specific use cases can be seen further on in this document in various use-case applications.

HELVETICA NEUE LT STD

ABC123

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
/1234567890

HELVETICA NEUE LT STD 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz // 1234567890

HELVETICA NEUE LT STD 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz // 1234567890

HELVETICA NEUE LT STD 65 MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz // 1234567890

HELVETICA NEUE LT STD 75 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz // 1234567890

Headline typography

The most important words of a headline or words of emphasis should always be set in Helvetica Neue Bold. The rest of the headline is set in Helvetica Neue Regular. Choosing how many of the first few words to set in bold is a judgment call by the creator of the communication, but is based on the importance of the word within the headline. For guidance on specific executions, please contact Marketing Communications.

When text is localized and bolding doesn't make sense, please use Helvetica Neue Regular for the entire headline.



Body copy writing style

As champions of content, WD fuses confidence with humility, expertise with simplicity and creativity with sophistication. Therefore, when developing copy for advertising, clearly and simply communicated product benefits are always preferred to scare tactics, comical language and a reliance on conceptual “devices.” Sentences should be short and to the point so they can clearly convey even the most technical product features and concepts. For further guidance, refer to the Brand/voice positioning on page 4.

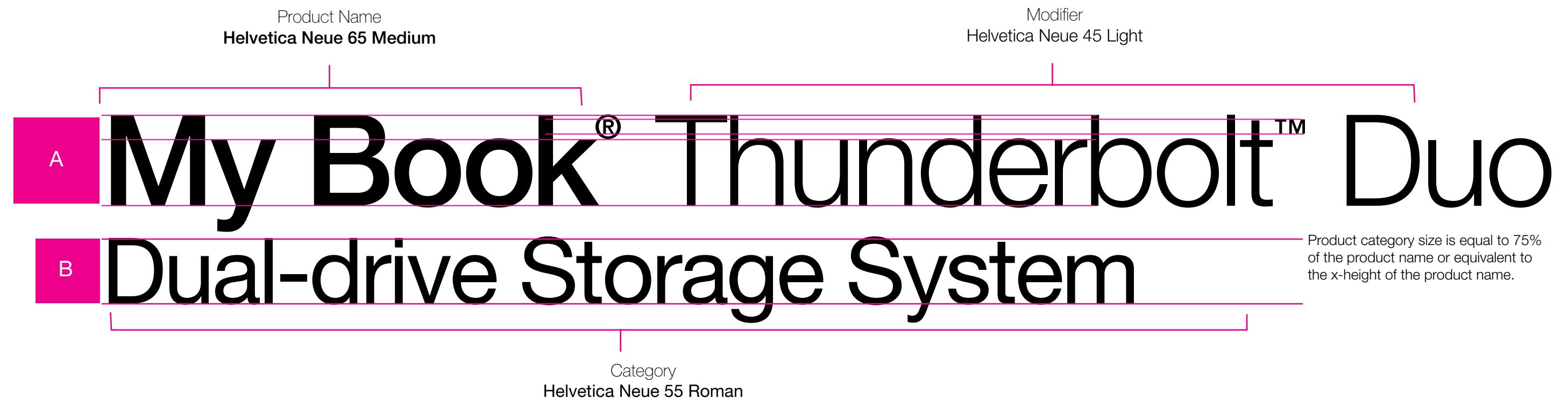
Registered trademarks (®) and trademark (™) symbols

To maintain consistency throughout the brand, use the following relationship between typography and ® and TM symbols. As a rule of thumb, the ® aligns at the top of the ascenders and its baseline sits on the x-height as shown below. The TM symbol is the same size as the letter “r” of the ® symbol.

Rules about ® and TM vary from country to country. Please visit [wd.com/trademarks](#) for specific use cases in the United States. Contact Marketing Communications for other countries.

The ® and TM symbols should never appear at less than 6 pt. type superscripted.

For unique and unusual applications, including apparel and promotional items, please contact Marketing Communications.



Box “A” represents the cap height of the product name.

A

Box “B” is equal to 75% of the cap height and is equivalent to the x-height of the product name.

B

® and TM symbols as they relate to product names

This is a representative list and is not meant to show every product. Please go to WDbrand.com for a complete product list.

Rules about ® and TM vary from country to country. Please visit wd.com/trademarks for specific use cases in the United States. Contact Marketing Communications for other countries.

My Book[®]
Desktop Storage

My Cloud[™]
Personal Cloud Storage

My Book[®] Studio[™]
Desktop Storage

My Book[®] Thunderbolt[™] Duo
Dual-drive Storage System

My Passport[®]
Portable Storage

My Passport[®] Ultra[™]
Portable Storage

WD TV[®] Live[™]
Media Player

WD Sentinel[™] DX4000
Small Business Storage Server

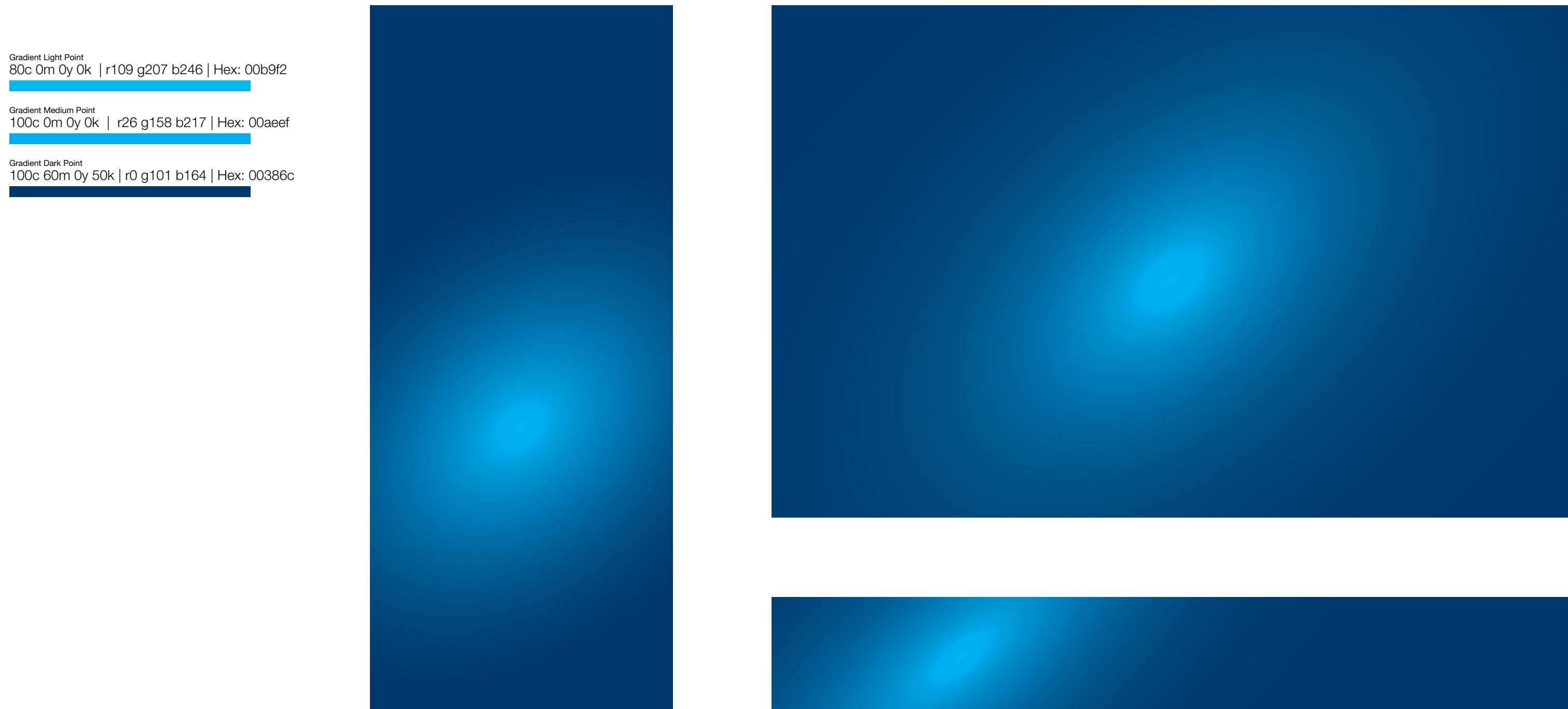
WD Arkeia[™]
Network Backup Appliance

WD Blue[™]
Internal Desktop Hard Drive

WD Red[™]
NAS Storage

Brand color and gradient

Color is a powerful identifier within the WD brand language. Use the “WD blue” (PMS 301) prominently whenever possible. The color identity is further enhanced through the use of a gradient, which also provides a way to highlight featured products and text. Product must always rest on the light portion of the gradient. Only use the allowable color palette provided. See “Anatomy of a gradient” page 20 for detailed gradient instructions.



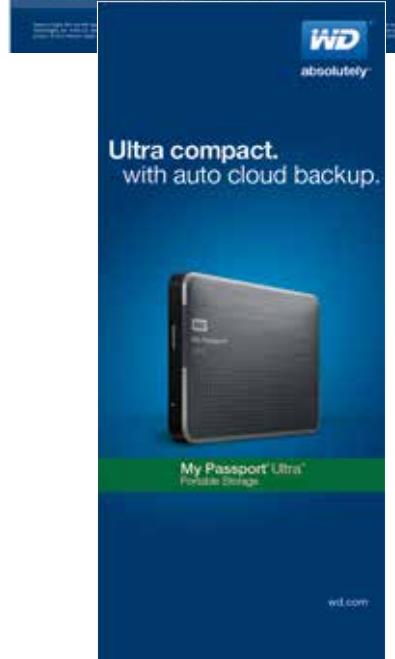
Product line color differentiation

To differentiate across product lines, as well as to add visual interest and break up the dominant blue when product collateral across multiple categories might be used together, color accents are introduced. Make sure not to overpower the primary Brand color gradient (page 19), which is the base color across all Brand communications. Please contact Marketing Communications for more details.

Direct Attached Storage



Pantone 7731
90c 30m 100y 0k | r2 g137 b72
Hex: 028948



Made for Mac®



Pantone 116
0c 15m 100y 0k | r255 g212 b0
Hex: ffd400



Personal Cloud Storage



Pantone 660
94c 60m 0y 0k | r0 g103 b179
Hex: 0067b3



Home Entertainment



Pantone 7621
0c 100m 100y 40k | r158 g11 b15
Hex: 9d0a0e



SMB

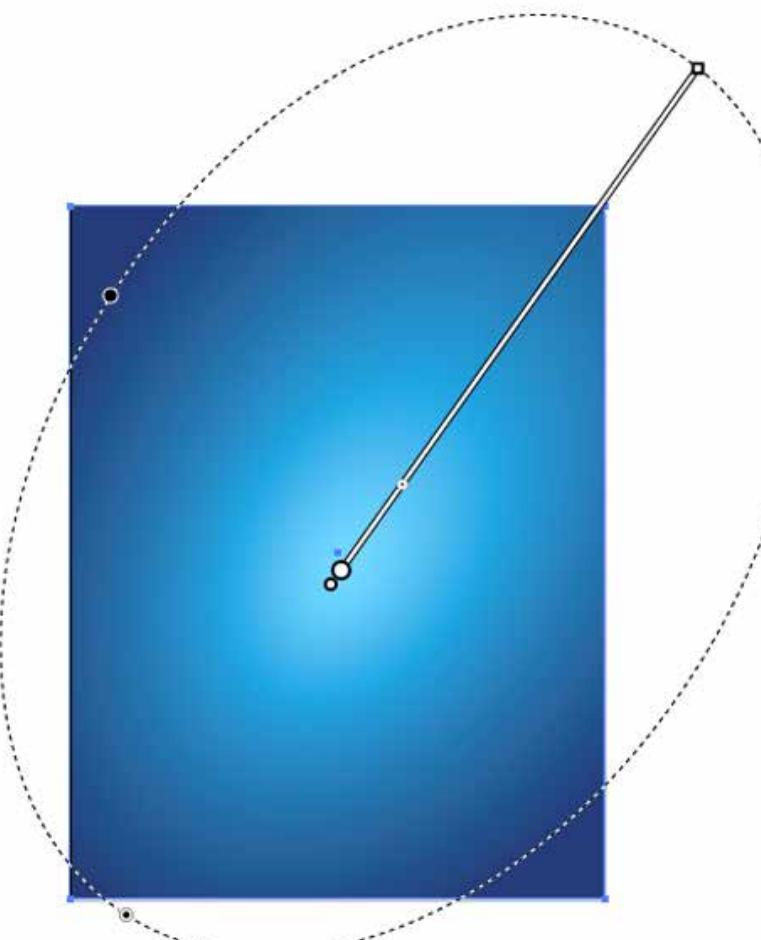


Pantone 654
100c 65m 0y 50k | r0 g52 b105
Hex: 003369



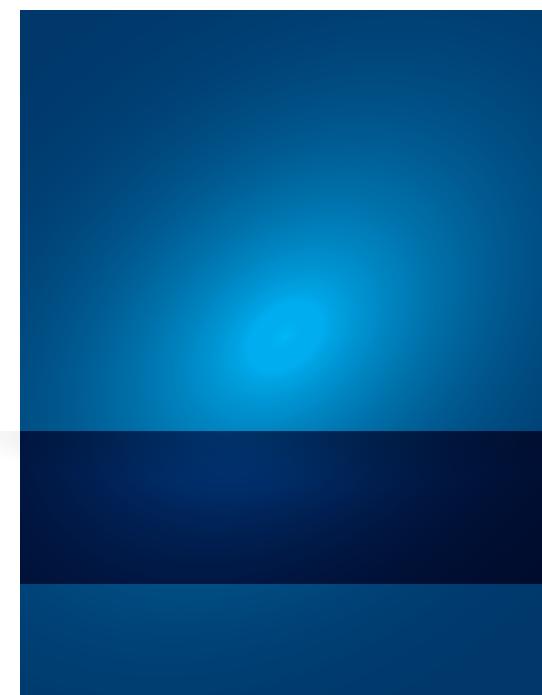
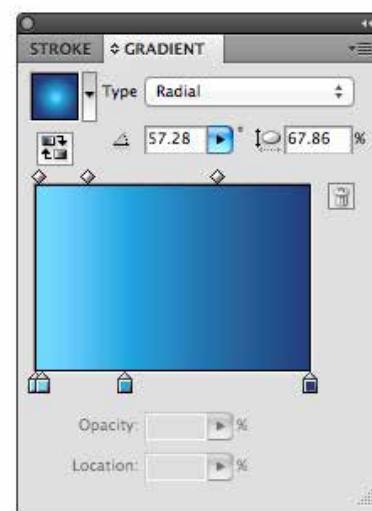
Anatomy of a gradient

In order to maintain consistency across the brand, please use the following guidelines when creating a gradient in Adobe Illustrator:



Shape of gradient

Always create an oval gradient at an angle that is appropriate for the format of the printed/online piece. Move your gradient points where needed to avoid any type of banding/lines across the gradient.



Enhancements to gradient

To further highlight the product being used, place the horizon line an appropriate spot below the hot spot of the gradient. Set the "transparency" of the horizon line to "multiply" to ensure it blends in properly to the blue gradient.



Product placement

Center product horizontally and below the horizon line so that the product doesn't appear to be falling off the edge.



Product placement (non-centered product)

When a piece of advertising requires that the product not be centered, the center of the gradient always follows the center of the product.

Brand photography

Imagery is a powerful tool in creating an emotional link between our subject and the WD customer. We ask the fundamental brand question “Is saving your digital life just the beginning?” and the answer is “absolutely.” At a brand level, photography should reflect this mindset by showing consumers cradling the drive to show how precious and important the content on that drive is to the end user. The lighting is rich and authentic, helping to create an emotional tone. The subjects’ poses and facial expressions convey a sense of gravitas, showing the respect WD has for its customers, and proving that WD is truly a champion of content.



Lifestyle/use-case photography

Our photography depicts real people right in the heart of creating, designing, imagining and enjoying content. The lighting is warm and approachable, and the feel is real and authentic. When choosing stock photography, look for imagery that reinforces the **absolutely** brand positioning of confidence, authenticity, certainty and creativity. Always keep in mind the end benefit of the product that is being communicated and make sure that subjects are shown in believable use-case scenarios. People should look confident and natural in candid moments, never staged. Avoid images in which people feel posed. To convey simplicity, look for clean images with honest, natural light – not overly colorful or brash. All stock photography must be approved by Marketing Communications.



Product photography

Our products are the embodiment of the brand. As such, they should be shown in the most flattering situations. When products are displayed in-environment (rather than against solid backgrounds), be sure to communicate the size of the product by positioning it in relationship to a recognizable object (a TV, a laptop, a pen, etc.). When more than one product is shown, always ensure the products are shown with the correct size relationship to one another.

For further guidance on use of product photography, view Anatomy of a print ad on page 36; for proper size relationship, see page 25; for proper use of gradient, see page 19-20. Please contact Marketing Communications to ensure proper product representation.

Product photography is available for download at wdbrand.com.

Product size relationship

Our products are the embodiment of the brand. As such, they should be showcased in the most flattering situations, with heroic viewing angles and attractive backgrounds. Below is a representation of a comprehensive list of WD products as they relate to each other in size and proportion. In executions that contain more than one product, maintain this size relationship. This does not apply to catalog advertising.



Visual characteristics/design personality

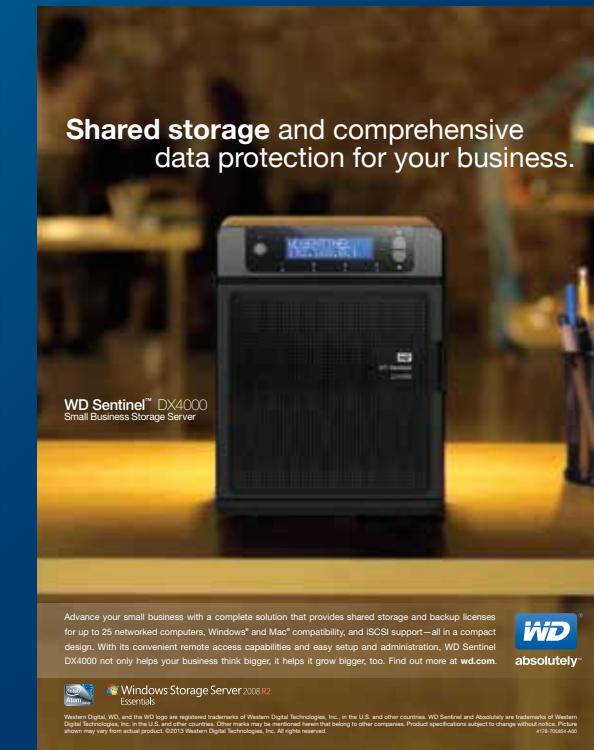
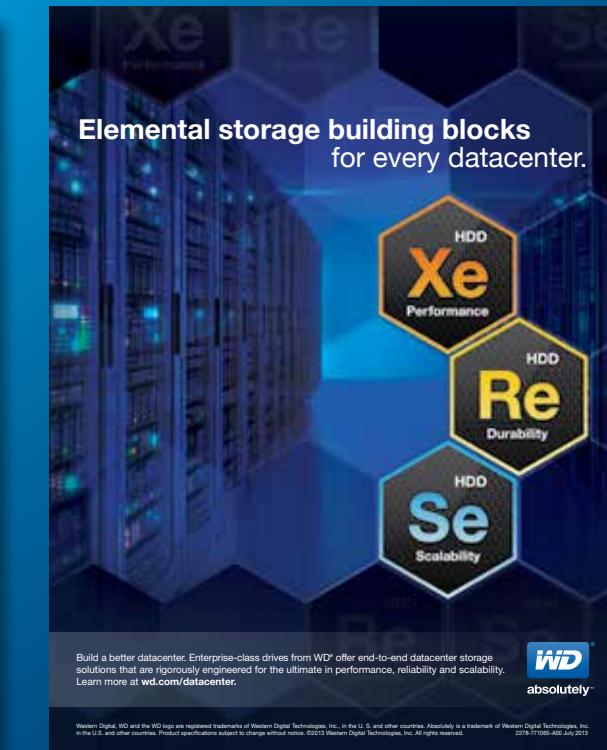
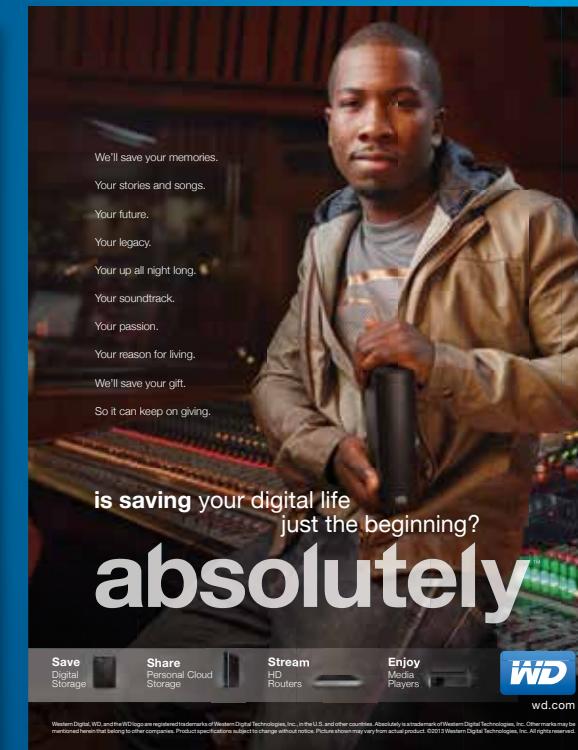
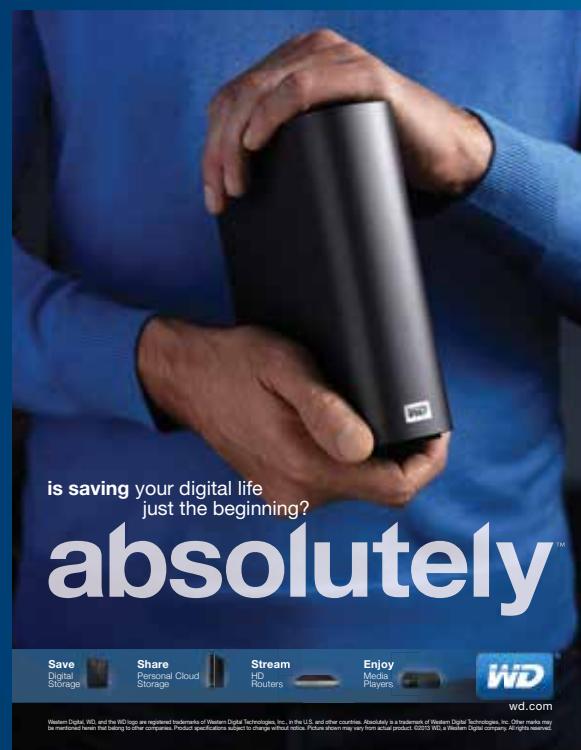
absolutely communicates certainty – the brand's visual language, including logo and tagline, fonts, imagery, design and overall aesthetic, should project and reinforce this sense of confidence at every touchpoint.

While individual product and brand campaigns may take varying visual approaches, specific elements and sensibilities must tie them all to each other and to the **absolutely** brand.

For example, logo and font usage is consistent across all communications, but design, color and photography can vary between different campaigns. The elements we choose to remain constant must be immediately recognizable as to reinforce the solid and unwavering foundation of everything we do.

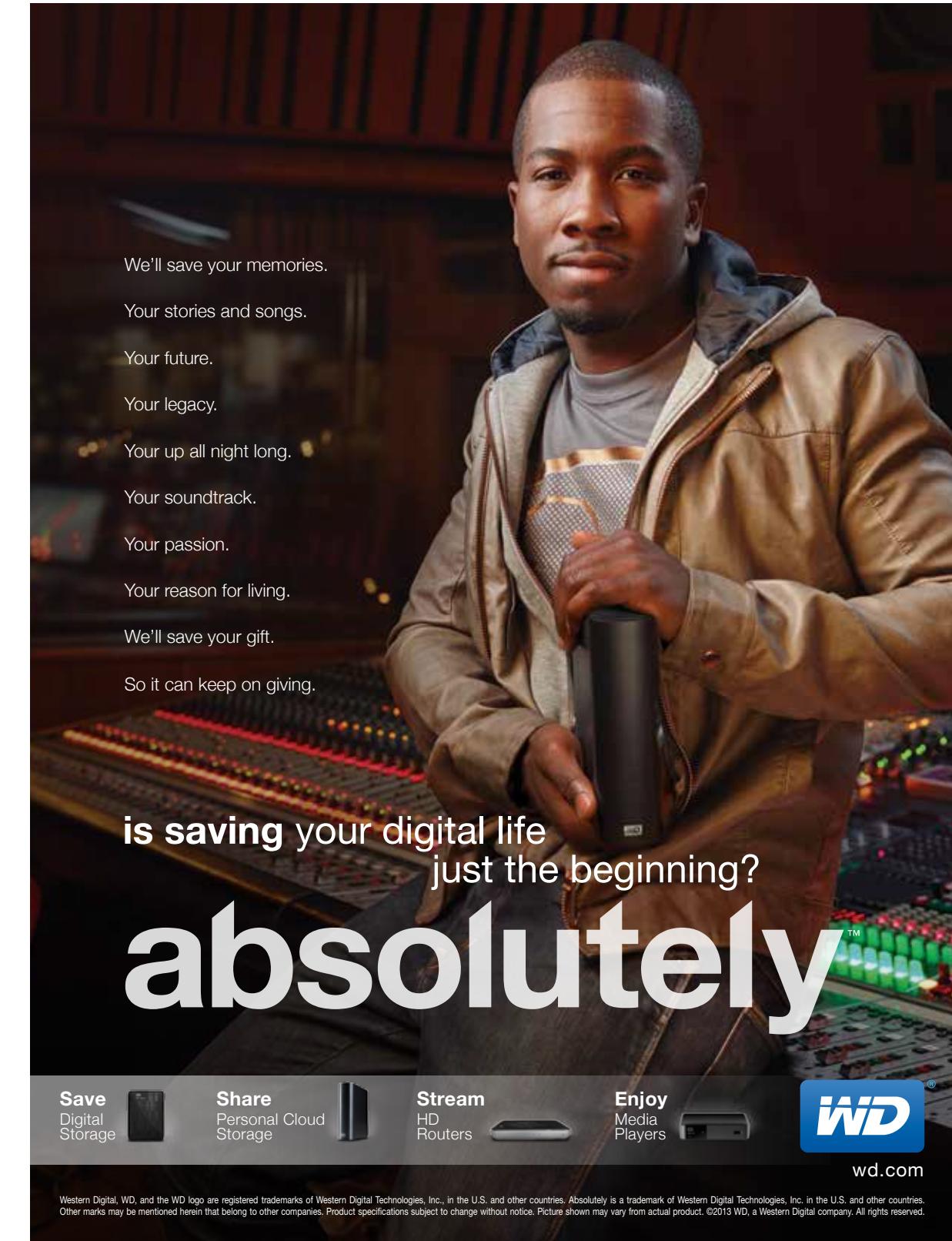
The visual tone of the brand should match the verbal one – simple, clean and straightforward, with an obvious, honest, insightful and ownable point of view.

In the following examples, the large **absolutely** logotype (on the two left ads) was used to launch the brand, but should never be used in channel materials. Moving forward, the **absolutely** logotype will only be used as a tagline.



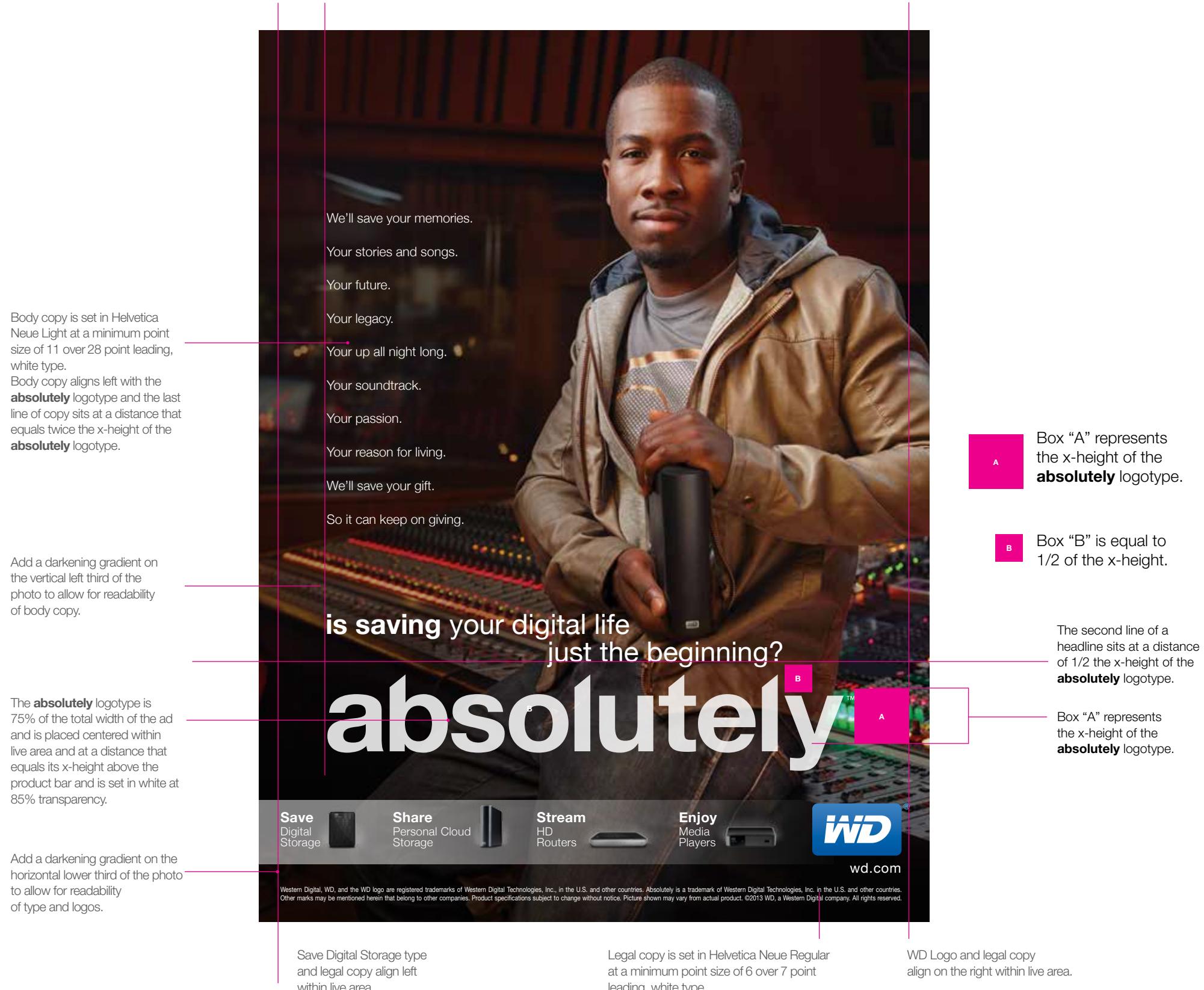
Brand print ads

Brand print ads are used to generate WD brand awareness and purchase affinity. By highlighting the four consumer behaviors of Save, Share, Stream and Enjoy, the ads communicate how WD products fit into consumers' lives.



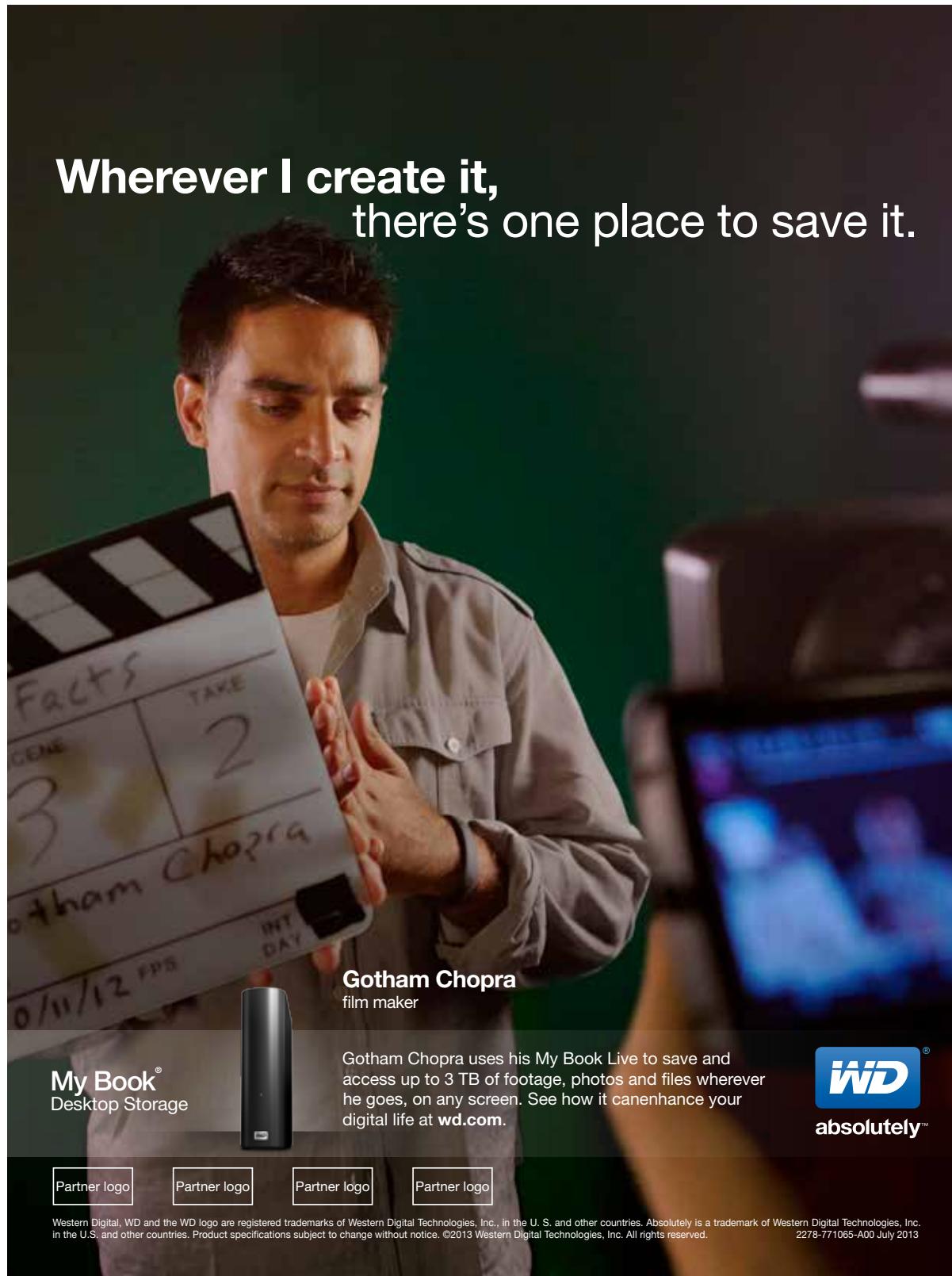
Anatomy of a single-page brand print ad

Use this guide as a reference when creating brand print ad layouts.



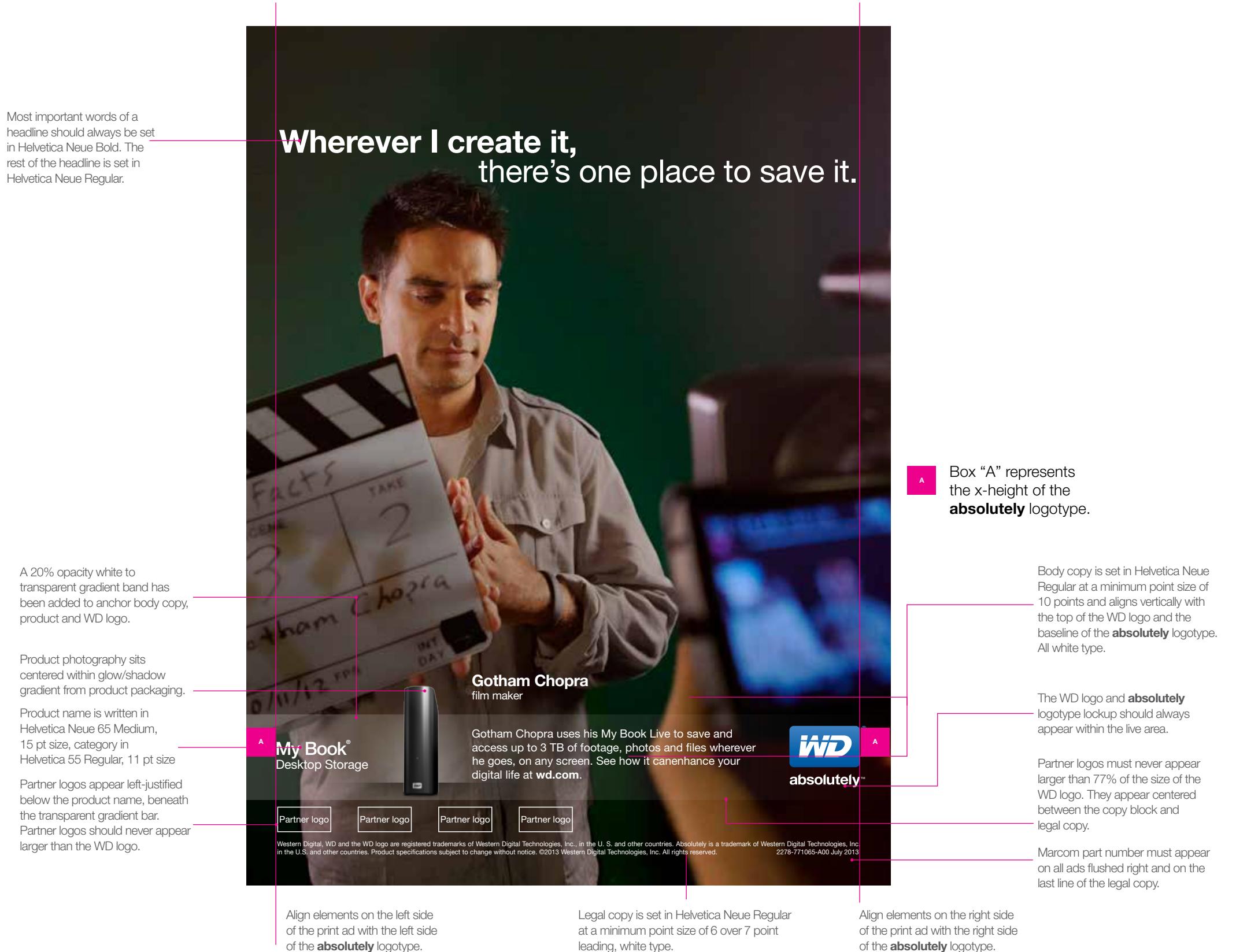
Lifestyle product print ad with partner logos

Single-page lifestyle product print ads illustrate how individual WD products integrate with customer behaviors and lifestyles. Photography should depict real people in the act of creating or enjoying content.



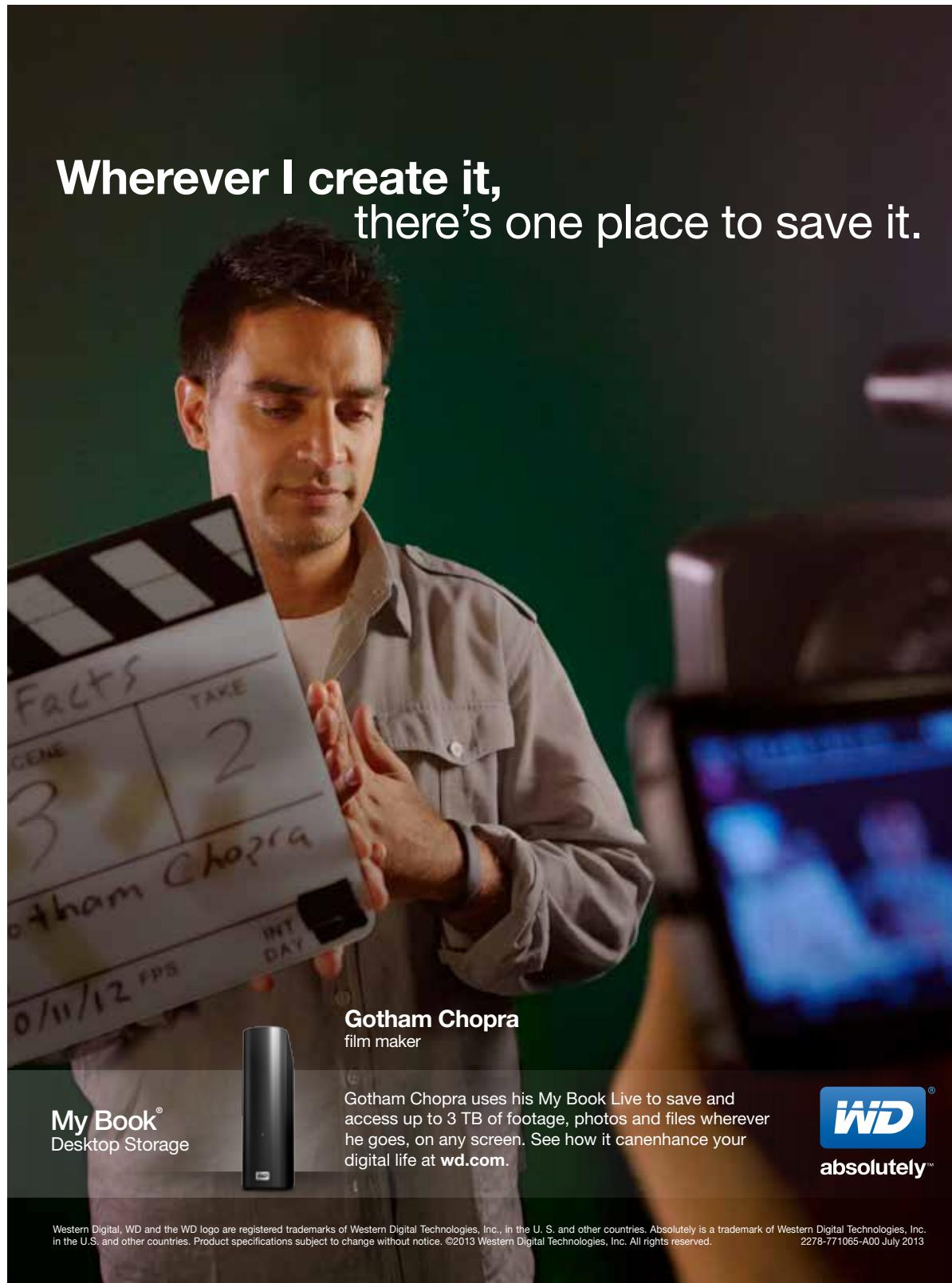
Anatomy of a single-page lifestyle product print ad with partner logos

Use this guide as a reference when creating lifestyle product print ad layouts.



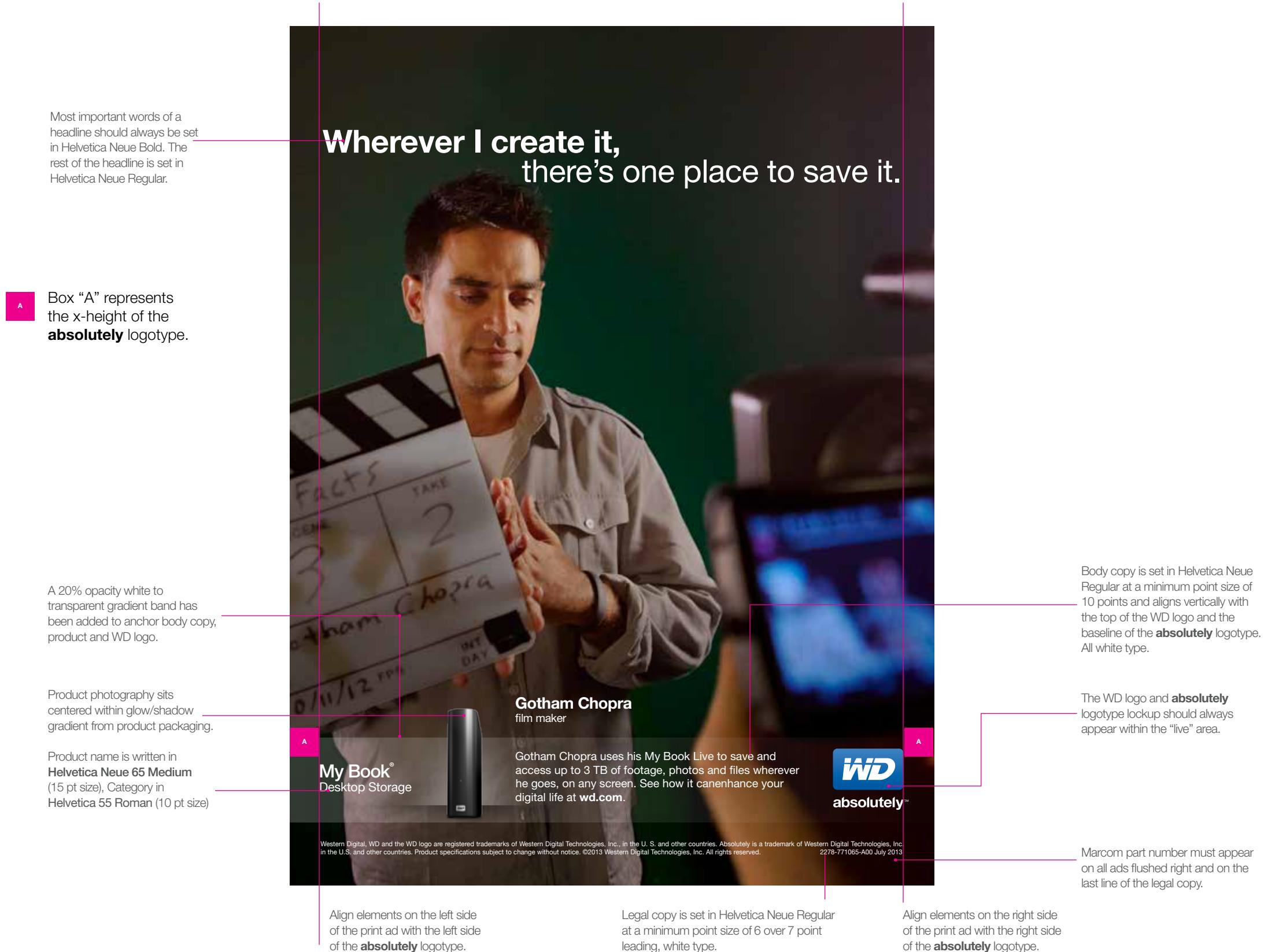
Lifestyle product print ad

Single-page lifestyle product print ads illustrate how individual WD products integrate with customer behaviors and lifestyles. Photography should depict real people in the act of creating or enjoying content.



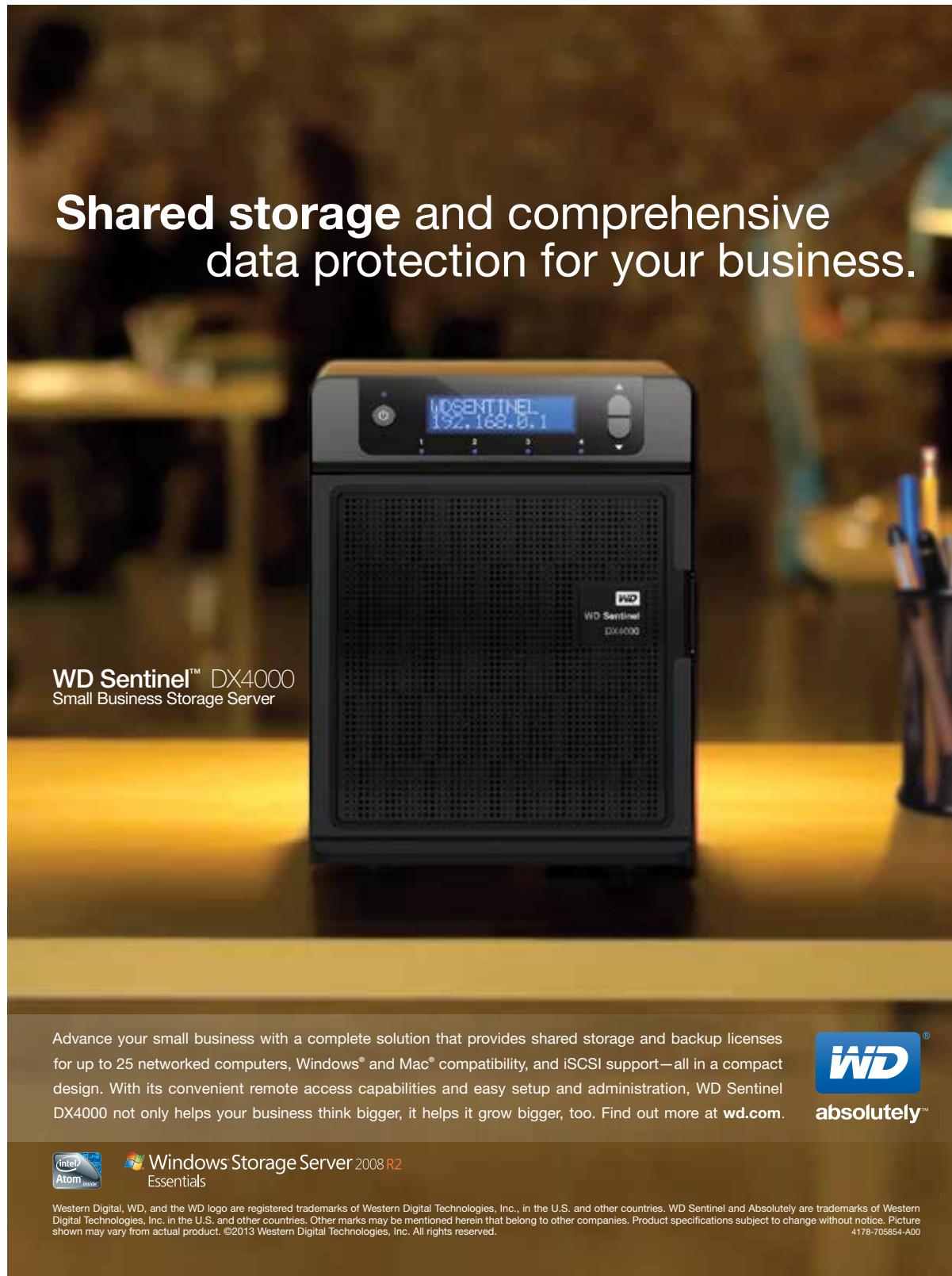
Anatomy of a single-page lifestyle product print ad

Use this guide as a reference when creating lifestyle product print ad layouts.



In-environment product print ad

At times, products are shown in real environments. Contact Marketing Communications for guidance on in-environment product print ads.



Anatomy of single-page in-environment print ad

Use this guide as reference when creating in-environment print ads.



Product-centric print ads with category color differentiation

Product-centric print ads are used to showcase individual WD products rather than depict customer behaviors or lifestyles. The use of photography, color and design present the product as the hero while the headlines and copy focus on specific features and benefits.



Ultra slim.
All metal. Mac®-ready.

My Passport® Air™
Portable Storage

My Passport Ultra is the little drive with big features. With up to 2 TB of portable storage, there's plenty of capacity for your favorite files. Back up your photos, music, videos and more to the drive itself or back up to your Dropbox™ account. Secure your files with password protection. All this in a drive that fits easily into your pocket or purse. Learn more at [wd.com](#).

WD
absolutely™

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XXXX-XXXX-A00 August 2013



**Play all your media files
on your TV.**

WD TV™ Live™
Media Player

WD TV Live

My Passport Ultra is the little drive with big features. With up to 2 TB of portable storage, there's plenty of capacity for your favorite files. Back up your photos, music, videos and more to the drive itself or back up to your Dropbox™ account. Secure your files with password protection. All this in a drive that fits easily into your pocket or purse. Learn more at [wd.com](#).

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XXXX-XXXX-A00 August 2013

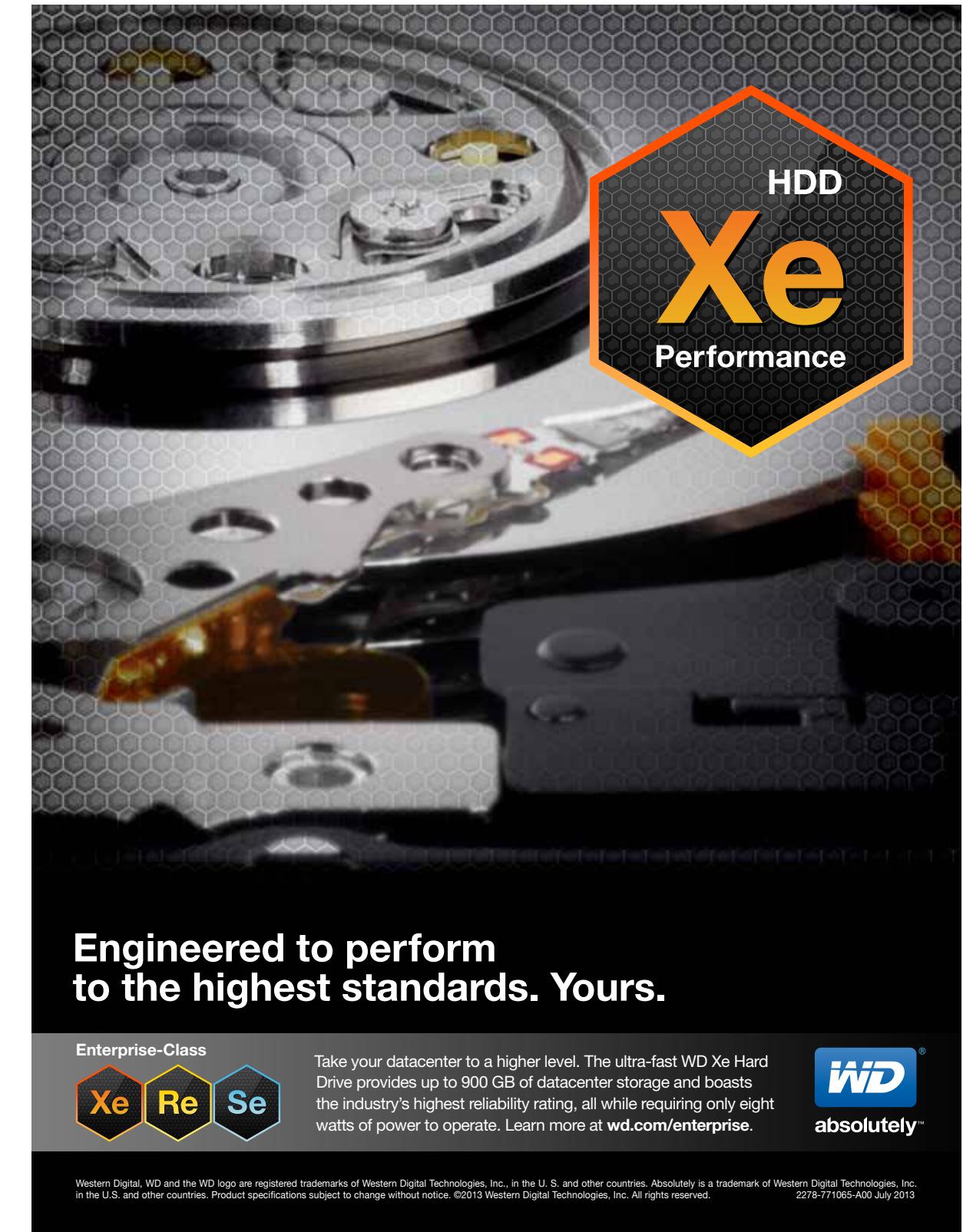
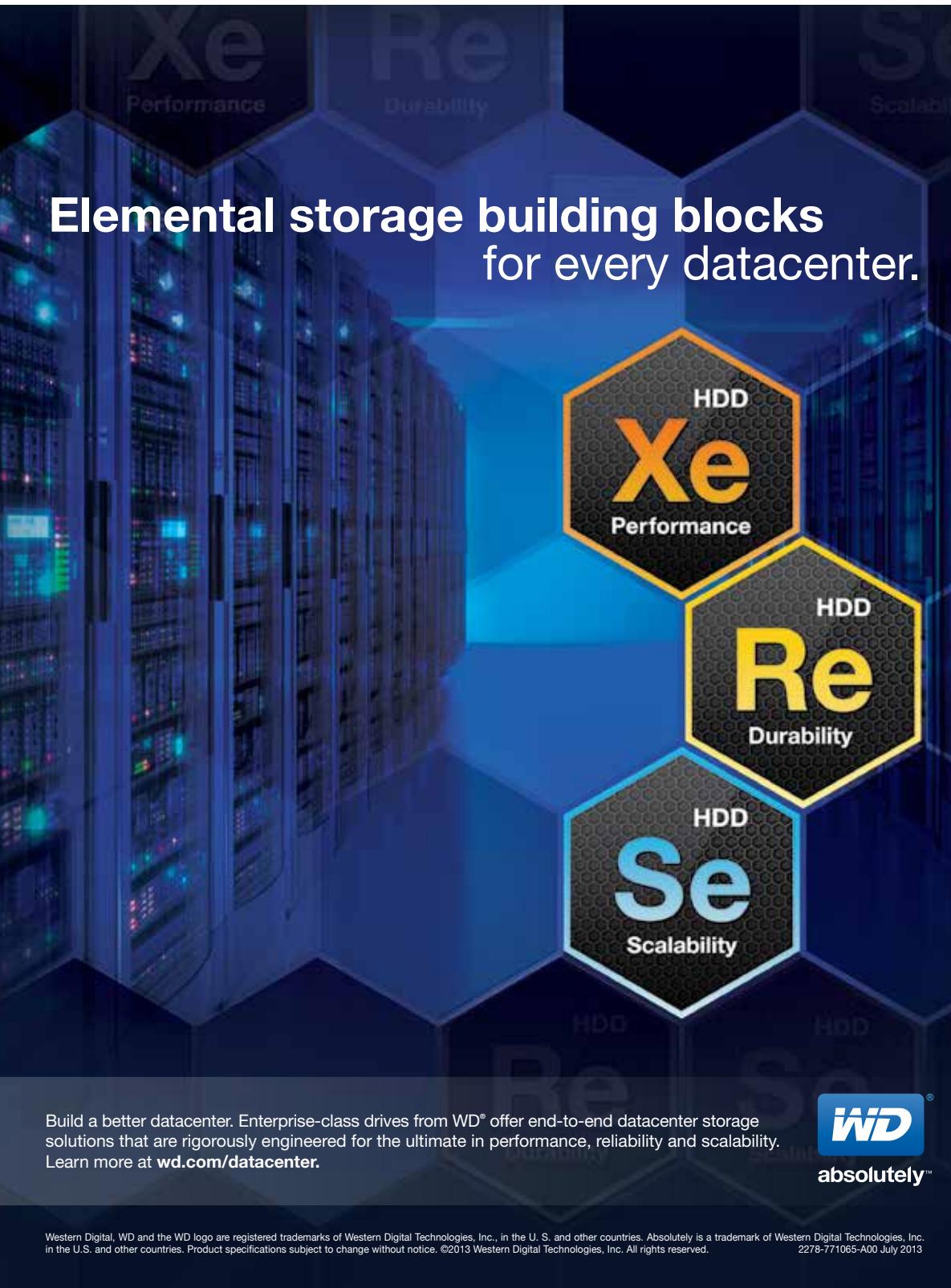
Anatomy of single-page product-centric print ad

Use this guide as a reference when creating product-centric print ads.



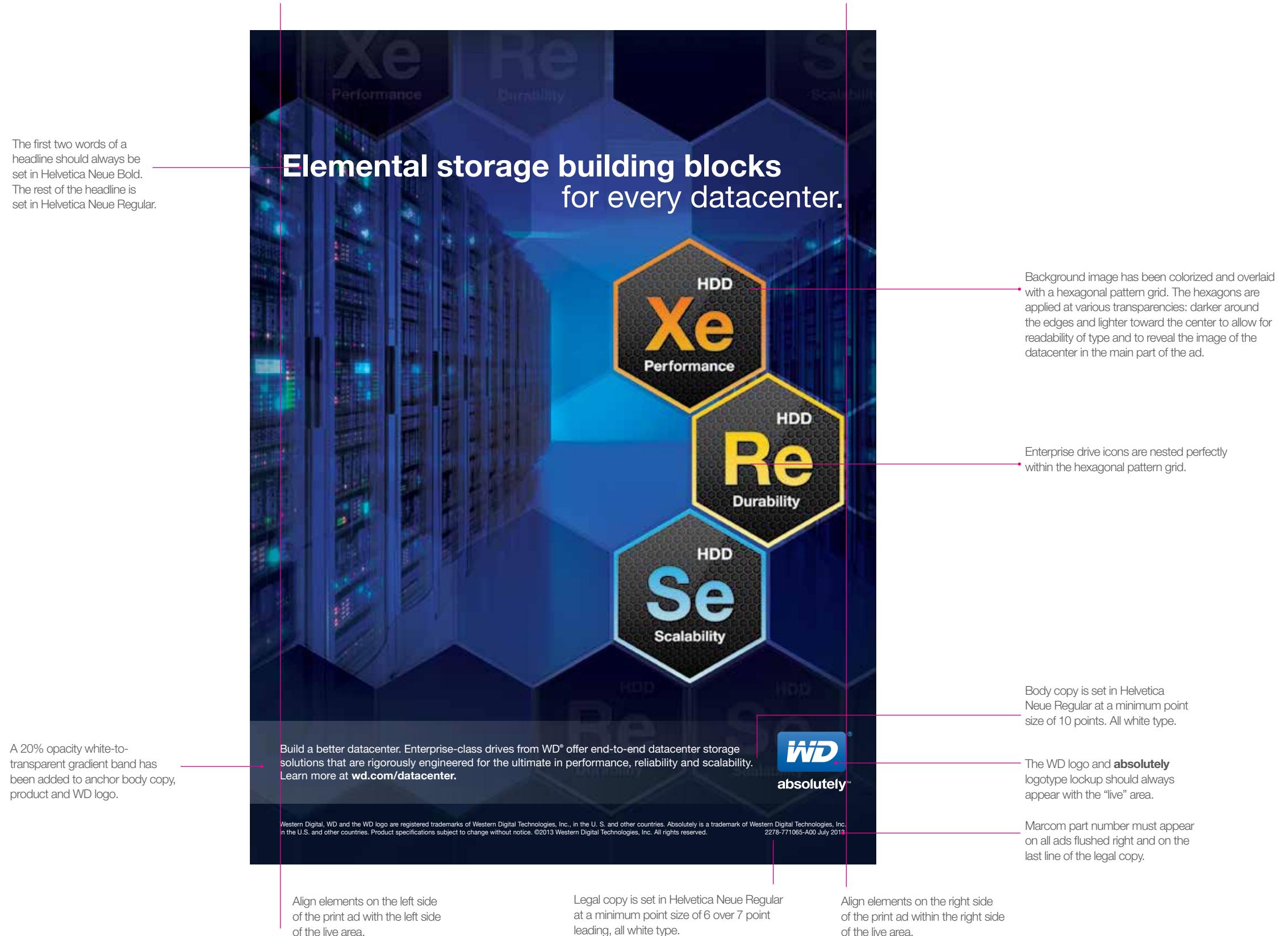
Datacenter drive print ads

Datacenter drive print ads feature a unique design inspired by the periodic table of elements and a custom hexagon icon for each datacenter drive product. Interlocked hexagons arranged in a honeycomb design provide background texture. Family ads portray all the product icons next to one another while single product ads should prominently showcase the featured product icon.



Anatomy of single-page datacenter drive print ad

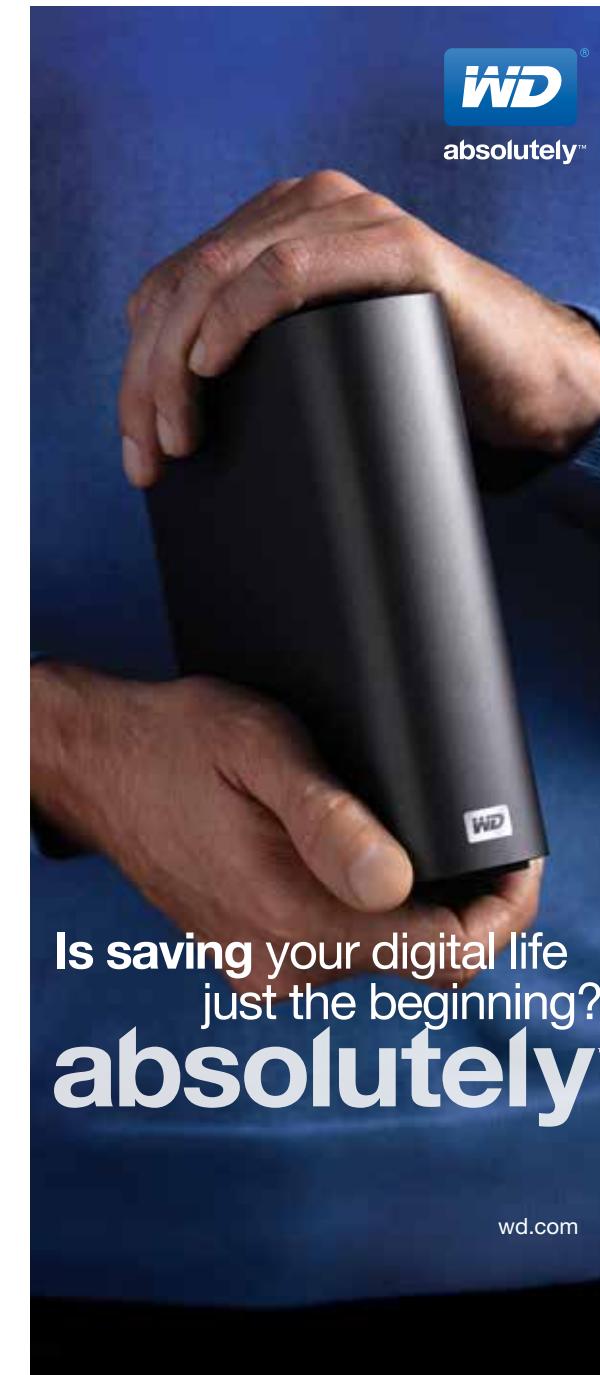
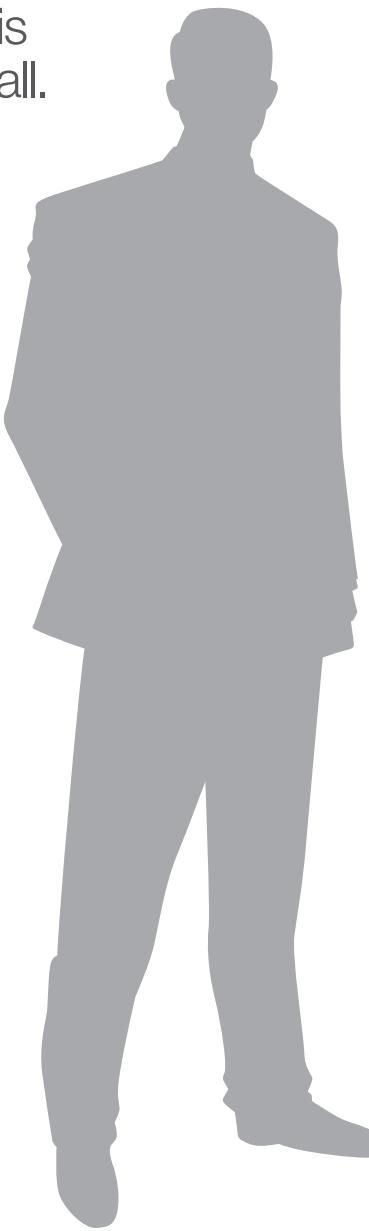
Use this guide as a reference when creating single-page datacenter print ads.



Brand pull-up banners

Brand pull-up banners are designed to communicate the WD brand promise from a distance. They're intended for use in environments with foot traffic, such as trade shows, stores and lobbies, and always feature the brand question "Is saving your digital life just the beginning?" paired with brand-level photography.

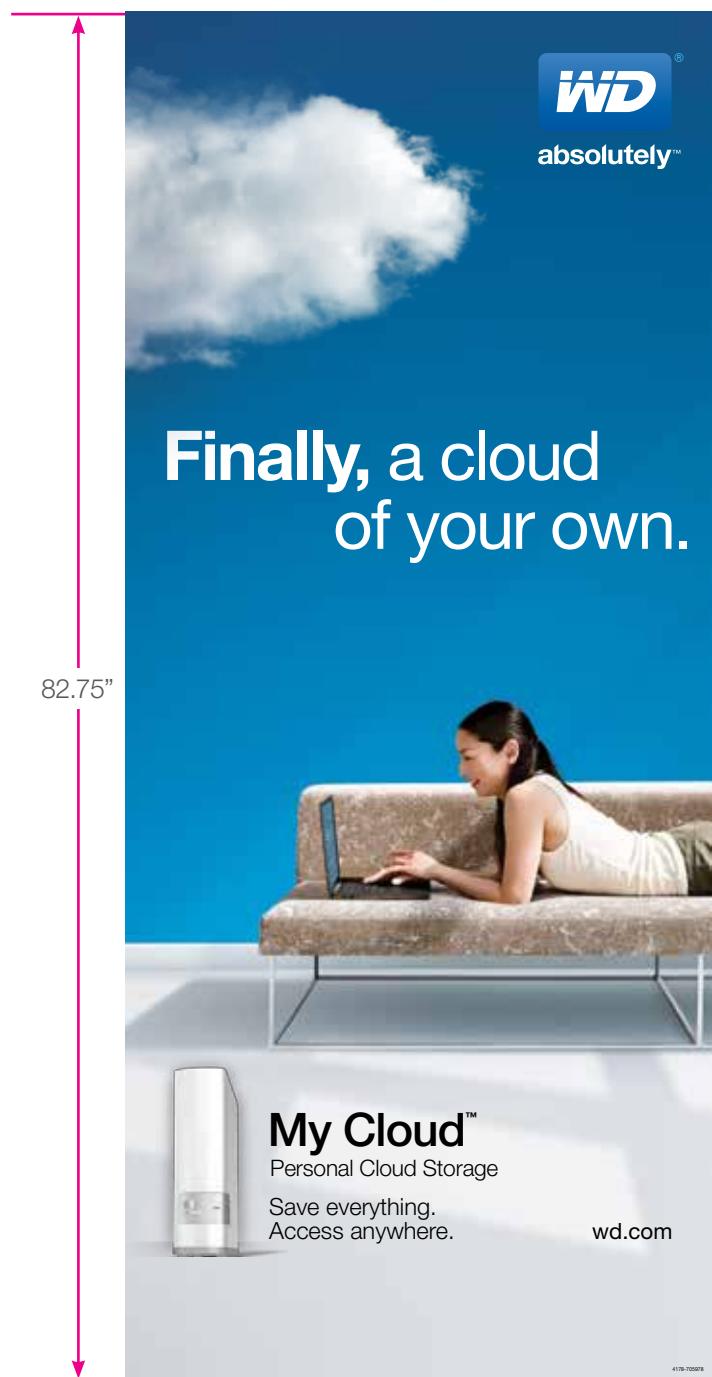
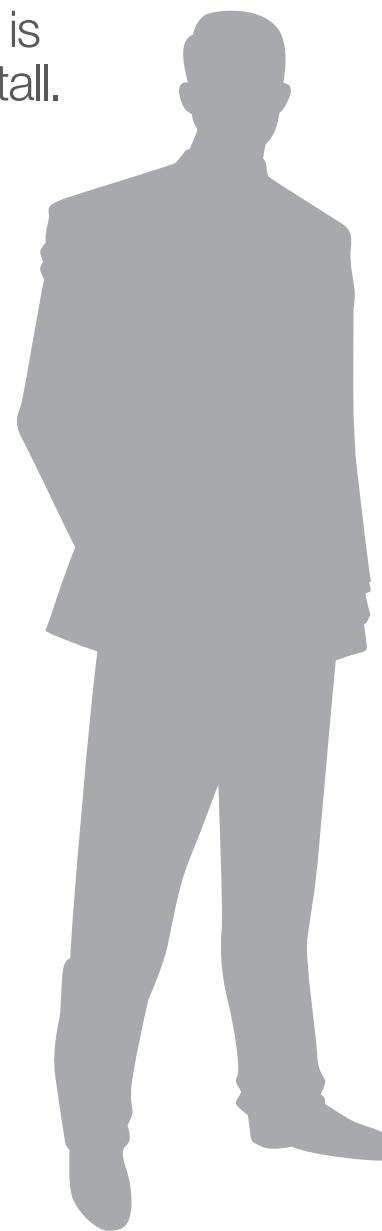
Brand pull-up banners are 35.5" W X 82.75" H at actual size. Type should be no smaller than 220 points at actual size. **absolutely** logotype is approximately 4.75" tall.



Lifestyle product pull-up banners

Lifestyle pull-up banners are high-impact executions designed to communicate the WD brand behaviors from a distance. They're intended for use in environments with foot traffic, such as trade shows, stores and lobbies, and always feature a behavioral statement related to Save/Share/Stream/Enjoy paired with approved lifestyle photography.

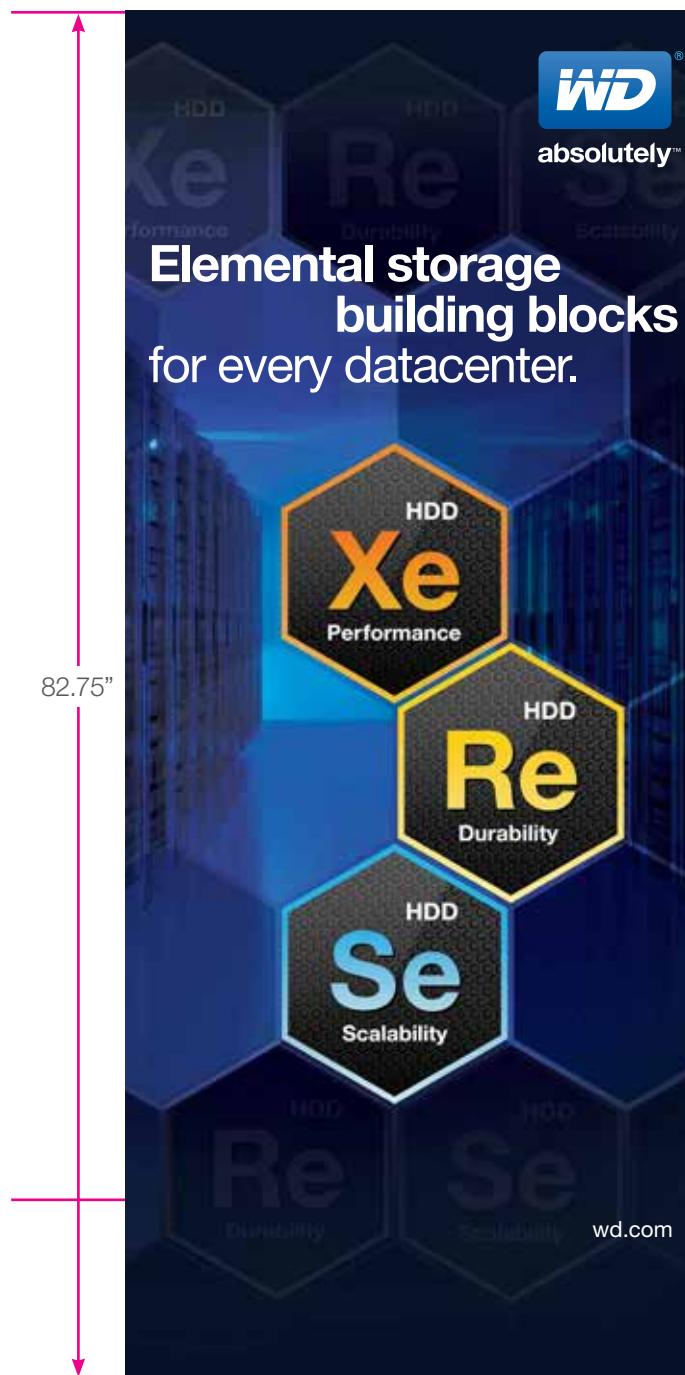
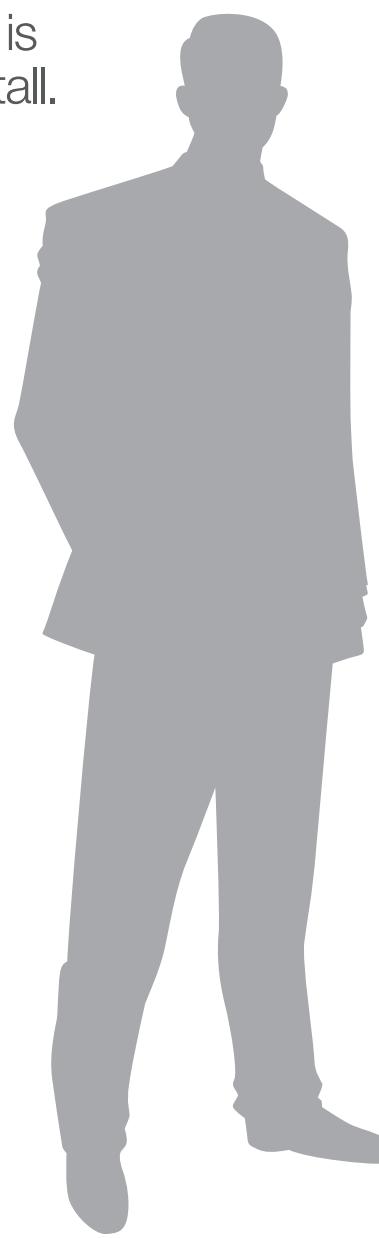
Lifestyle pull-up banners are 35.5" W X 82.75" H at actual size. Type should be no smaller than 220 points at actual size. **absolutely** logotype is approximately 4.75" tall.



Datacenter drive pull-up banner

Datacenter pull-up banners are designed to showcase the datacenter family from a distance and communicate leadership in the enterprise-class category. They're intended for use in environments with foot traffic, such as trade shows, stores and lobbies, and feature statements about the family and individual drive offerings.

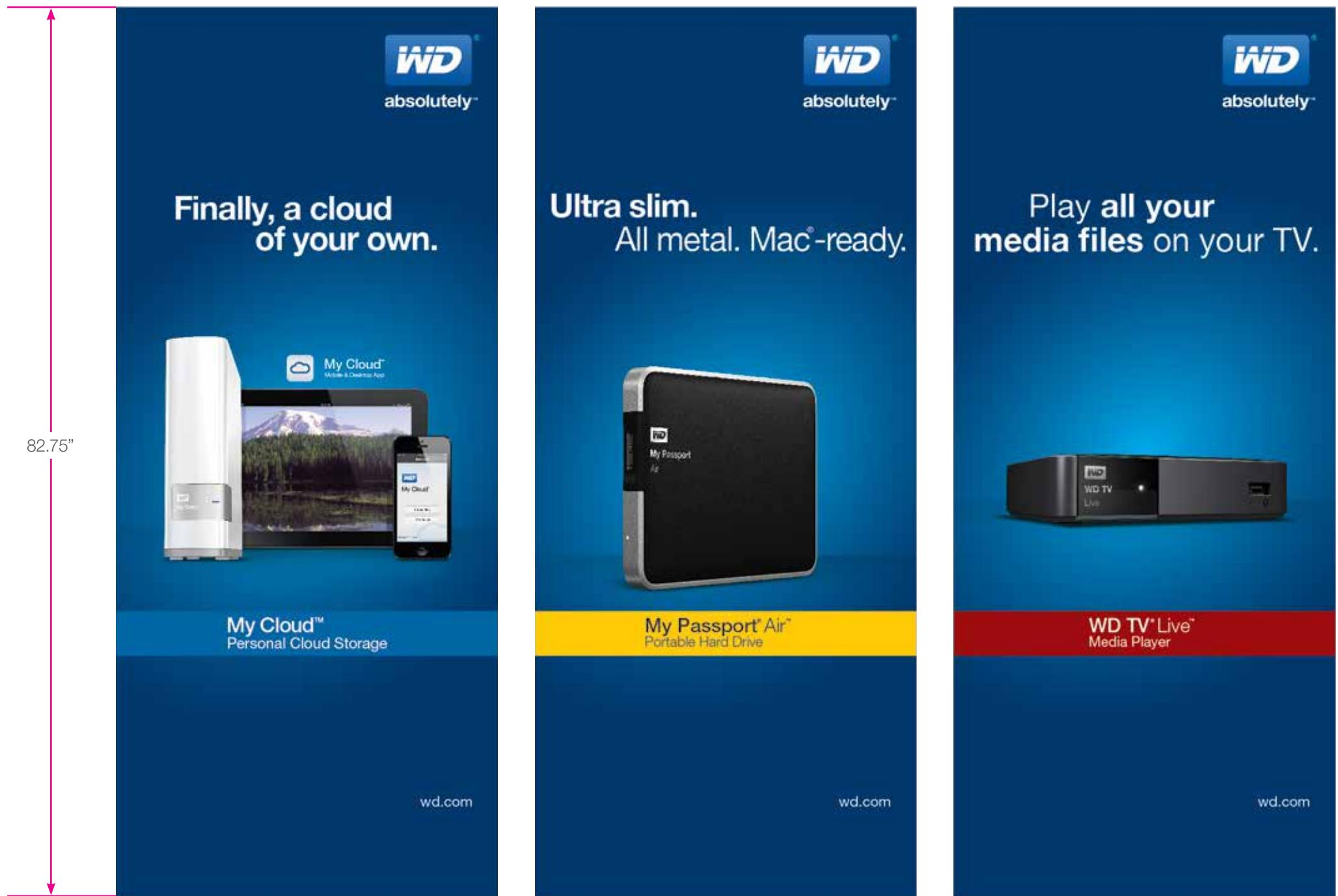
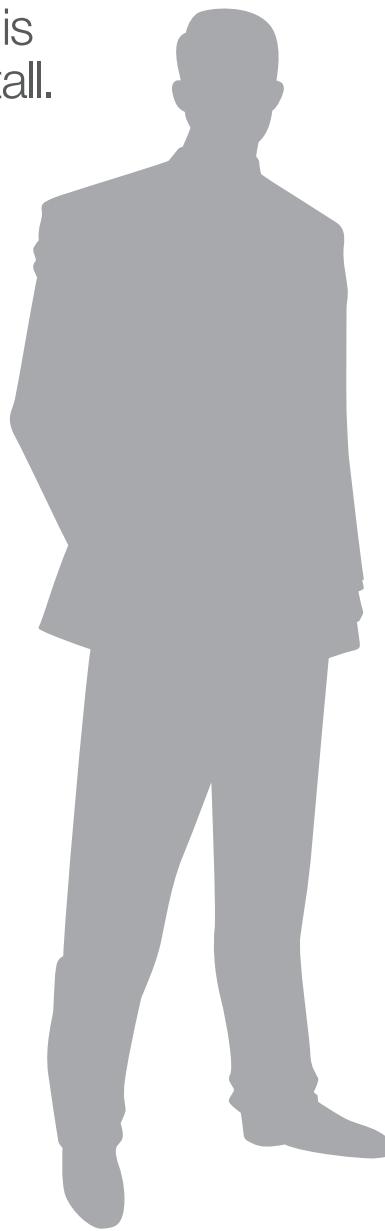
Datacenter pull-up banners are 35.5" W X 82.75" H at actual size. Type should be no smaller than 220 points at actual size. **absolutely** logotype is approximately 4.75" tall.



Product pull-up banner

Product pull-up banners are designed to showcase individual WD products from a distance. They're intended for use in environments with foot traffic, such as trade shows, stores and lobbies, and feature a heroic product shot paired with a statement about the product.

Product pull-up banners are 35.5" W X 82.75" H at actual size.
Type should be no smaller than 220 points at actual size.
absolutely logotype is approximately 4.75" tall.



Anatomy of a pull-up banner

Use this guide as a reference when creating pull-up banners.

The most important words of a headline should always be set in Helvetica Neue Bold. The rest of the headline is set in Helvetica Neue Regular. All type is at minimum 220pt over 220pt leading, all white type.

Product photography sits centered within ad.

Color category accent bar is always placed below the product image and in the identical vertical location across all banners. This will contribute to a uniform and clean look when multiple product/category banners are used together in the same environment. For more information on product line color differentiation, see page 20.



The WD logo and **absolutely** logotype lockup always appears in the upper right hand corner using the allowable clearance area to determine placement.

Box "A" represents the x-height of the **absolutely** logotype.

Background oval gradient creates perfect background for highlighting product. See page 20 for details.

Product name and descriptor is left justified and centered within the horizontal space of the banner. sit centered below the product. Please refer to typography section on page 15 for specifics.

The wd.com url appears on the lower right-hand-corner of the pull-up banner, optically centered vertically between baseline of product descriptor and bottom edge of the pull-up banner. URL aligns on the right of the WD logo and **absolutely** logotype lockup.

Brand online banners

Brand banner advertising is an extension of brand campaign efforts in broadcast and outdoor. As such, it includes lifestyle photography recognizable from the other mediums while adding a “use-case” layer in the form of save/share/stream/enjoy. In this case, the brand question is answered with **absolutely**, which is given prominence in the layout and treated separately from the logo. Since the last frame of the banner is the one most likely to be seen and used as the static banner, it should include the most important brand and product information, plus a clear call to action.

160x600
endframe



300x250
Flash banner



728x90
endframe



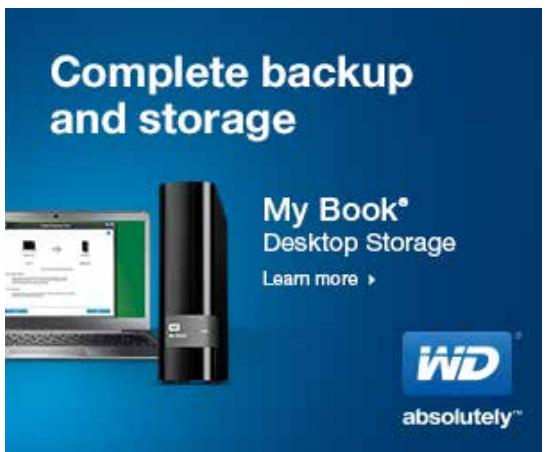
Product online banners

Product banners are intended to be more tactical than brand banners. Therefore, product imagery is featured instead of lifestyle photography and is accompanied by a statement about the specific product. Product banners may include a product-specific tagline and/or promotional offer. The WD logo and **absolutely** logotype lockup must be strictly adhered to in product banners. Always include a call to action in the banner. The call to action can be informational (“Learn more”) or tactical (“20% off, Buy now”). **Please note:** Category color accents will NOT be utilized on web banners.

160x600
static
web banner



300x250
static
web banner



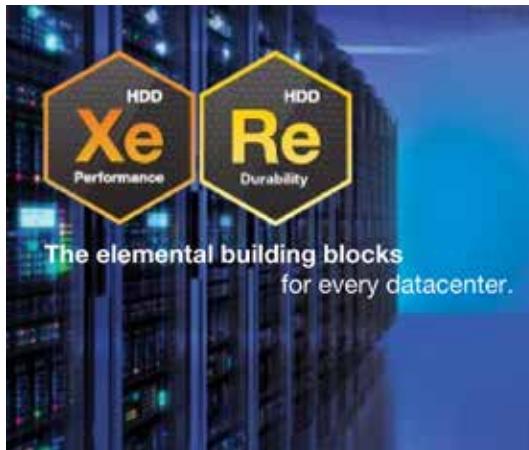
728x90
static
web banner



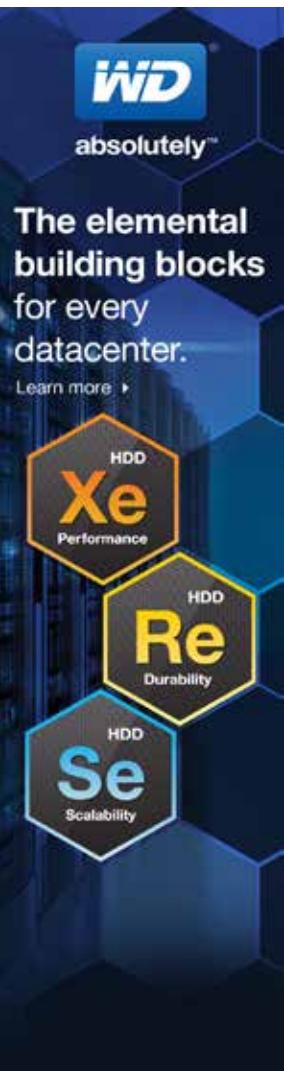
Datacenter online banners

Datacenter online banners should always feature the hexagon product icons as the primary visual. The icons should appear next to one another to communicate interoperability. Since the last frame of the banner is the one most likely to be seen and used as a static banner, it should include the most important brand and product information, plus a clear call to action.

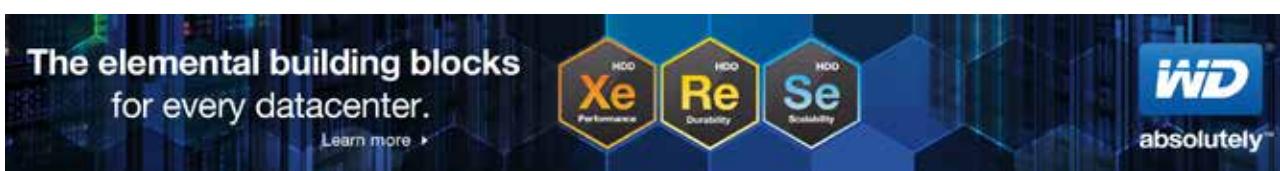
300x250
Flash banner



160x600
endframe



728x90
endframe

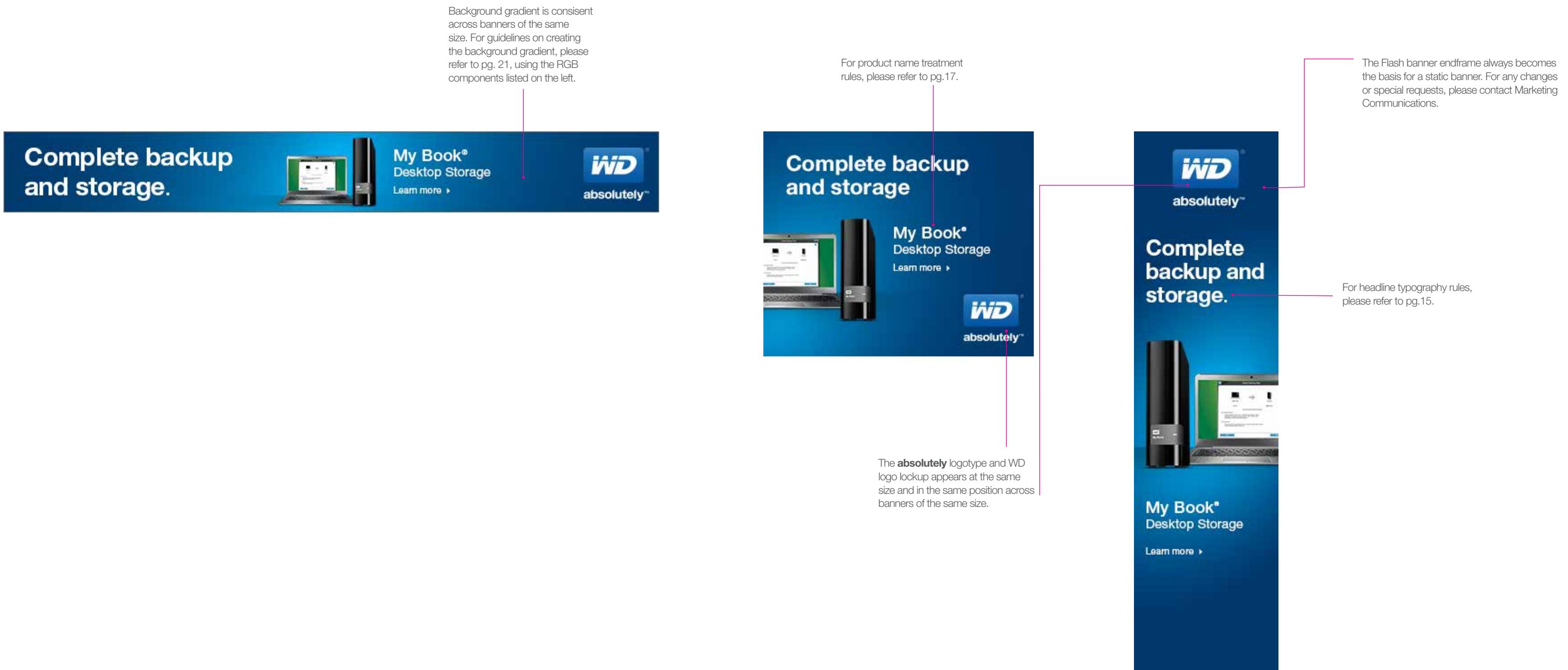


300x250
Single drive
Flash banner
(single product)

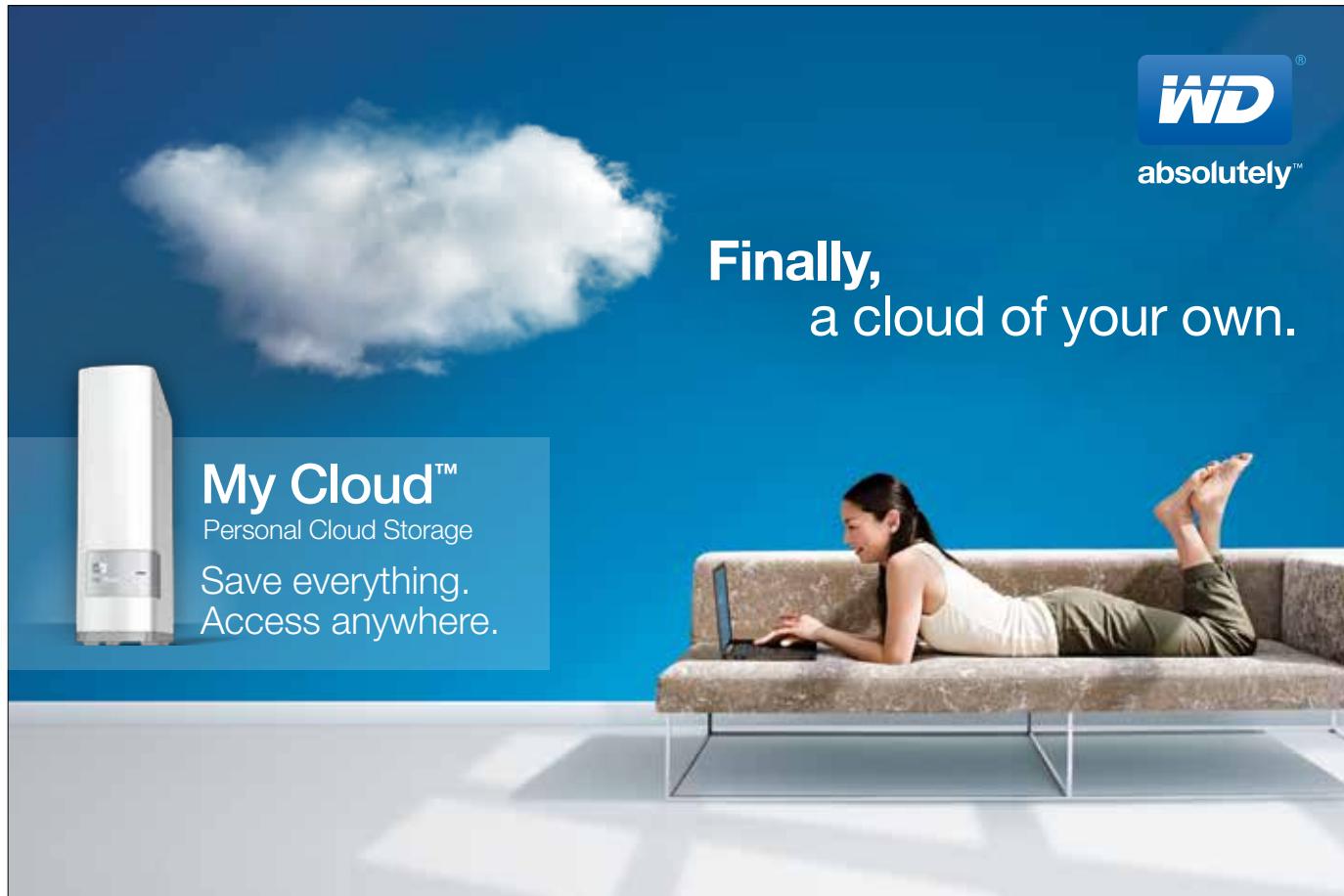


Anatomy of online static banners

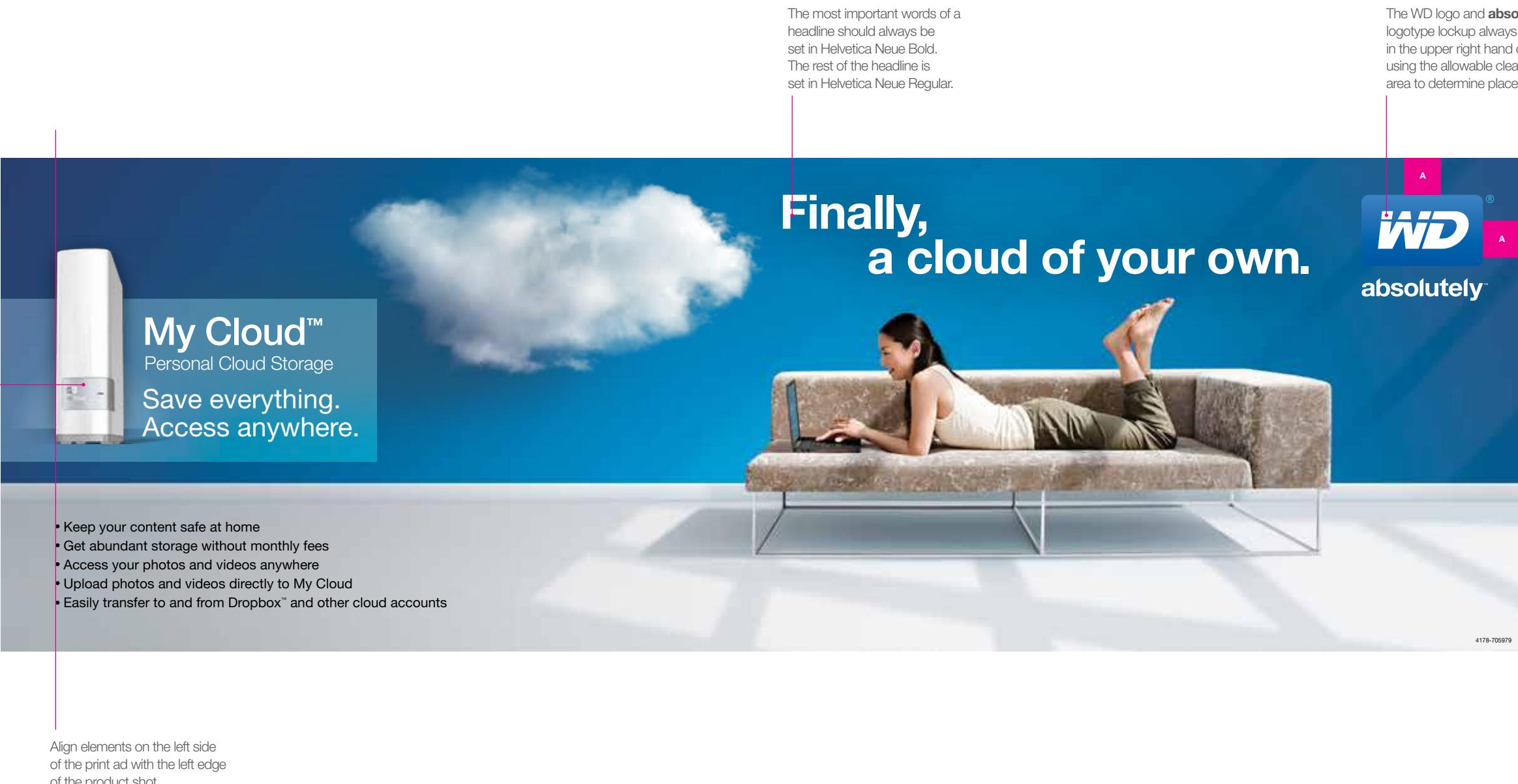
Use this guide as a reference when creating online static banners.



Point of purchase



Anatomy of point of purchase



Brand support

Need assets or templates?
Go to wdbrand.com



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