



Brand Identity Standards Designer's Guide

MARCH 2011



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SEAGATE BRAND IDENTITY

Our brand identity is a succinct summary of who we are. It acts as a lens or filter for creating and communicating the Seagate character in everything we do. At the heart of the platform is the Positioning Statement and Answers. Both share the primary goal of describing how Seagate Inspires Confidence. They also tell us what high-level benefits our brand delivers. Used consistently, they strengthen the integrity of the Seagate brand and drive preference and loyalty among customers.

SEAGATE BRAND POSITIONING STATEMENT

Frame of Reference: Seagate inspires confidence

Target Audience: For Digital Creators and Data Stewards who need trusted storage and asset connectivity

Point of Difference: More than exceptional storage, we support our customers in reaching their goals and keeping them running

Reasons to Believe: Because we are the market leader in digital storage—the most experienced and credentialed manufacturer—delivering award-winning, innovative products and trusted performance

SEAGATE BRAND POSITIONING ANSWERS

Defining Characteristic: Inspire confidence
what we do

Our Approach: Provide more than exceptional storage
how we operate

Outcomes: Protection for our customers from failure. Enabling of content, connectivity and performance.
what we deliver Partnership with our customers.

EXTERNAL CUSTOMER EXPRESSION

Retail: Protect. Store. Do More.

“Protect. Store. Do More.” speaks to the primary reason our customers, in all channels, purchase external hard drives. They want a secure place to protect their valuable content should something happen to their internal drive. It’s the business owner sleeping a little better, knowing his entire computer is virtually cloned. The mother knowing her family photos and movies are preserved for future generations. It’s a compelling, emotional promise that summarizes the Seagate retail offering.

The expression “Protect. Store. Do More.” is the heart of our retail marketing communications and must be used in sequence to accurately represent our three brand promises. It can be used in a vertical stack or as a horizontal statement but must be used as a lock-up—no words out of sequence. Also be sure to use periods after each word.

Core: Expand Your Capacity

By “expanding” a business’s capacity, we’re not only referring to the literal industry-leading size of our drives, but a much broader brand promise. Seagate gives our business customers the ability to attain their goals by ensuring that their data management and storage needs are met every day—now and in the future. As their product lines expand, as their markets expand, as their needs expand, Seagate has the products and support programs to take our customers where they want to be and inspire confidence within.

The expression “Expand Your Capacity” can stand alone to summarize a particular thought, or be used within a sentence to help provide focus, such as “Expand your capacity for business applications.” or “Expand your capacity for profits.”

SEAGATE BRAND PERSONALITY

The objective the Seagate Brand Personality is to provide our internal and external teams with a common understanding of design goals as well as a common language and understanding of the boundaries within which the design will take place.

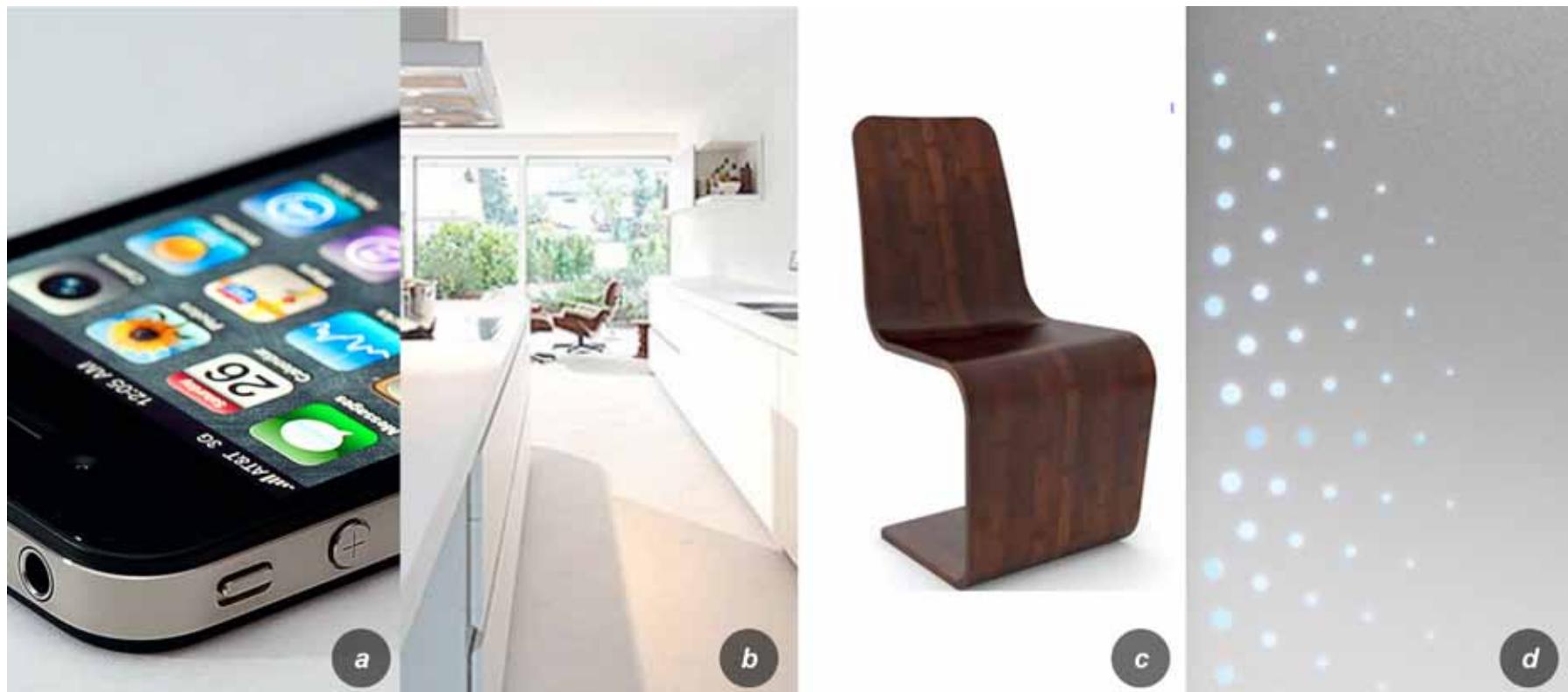
The following section and imagery is not the design. In order to better focus our energies on the design challenges ahead, it helps us to come to a collective understanding of who Seagate is and how this applies to deliverables we create.

Personality	Is more...	Than it is...
EXPERT	Influential In the know Leading edge	Authoritative Know it all Latest gadget
DYNAMIC	Engaging Current Relevant Active	In your face Always changing Trendy Frenetic
ACCESSIBLE	Personalized Customer centered Thoughtful Understandable Approachable	Generic Company centered Hopeful Technical Clinical
MODERN	Smart Clean Simple Efficient	Futuristic Minimal Elementary Streamlined

BRAND POSITIONING

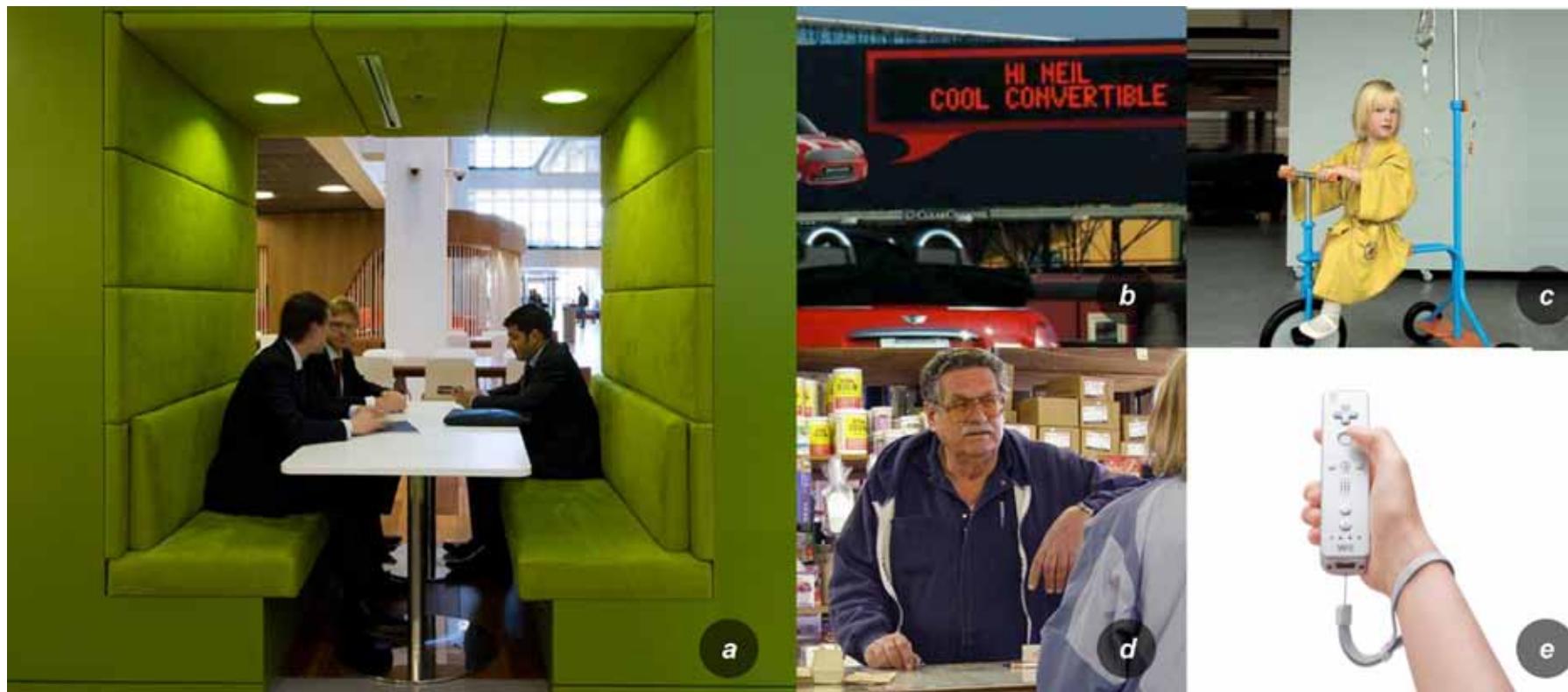
INTRODUCTION

MODERN



- A. **SIMPLE** The iPhone's interface and design make a very complex piece of technology easy to use.
- B. **CLEAN** The modern kitchen allows for thousands of items to be organized and tucked away in order to focus on the task at hand.
- C. **EFFICIENT** This bent bamboo chair is created by stripping away all the unnecessary details and using as little material as possible.
- D. **SMART** By focusing on the smallest details, Seagate designers bring beauty to an otherwise utilitarian feature of the device.

ACCESSIBLE



- A. **HUMAN CENTERED** Architects of a large office building designed small, intimate spaces to foster a safe place to meet and collaborate.
- B. **PERSONALIZED** Mini used embedded RFID tags to talk directly to owners as they were driving down the freeway.
- C. **THOUGHTFUL** The "drip bike" takes an unfortunate burden of being tethered to an IV and turns it into a special, fun experience.
- D. **APPROACHABLE** The helpful guy at the hardware store is always excited to help, no matter how small the project or novice the question.
- E. **UNDERSTANDABLE** The Nintendo Wii remote is so intuitive and responsive that users instantly know how to use it.

DYNAMIC



- A. **ENGAGING** Interactive exhibits powered by rich technology have helped museums shake their boring stereotype.
- B. **ACTIVE** The modern fashion show uses movement, dimension and multimedia to create a sense of excitement and energy.
- C. **CURRENT** A live snapshot of flight patterns quickly demonstrates the breadth of activity going on around us at a given moment in time.
- D. **RELEVANT** It's often hard to relate to something unless it's put into the context of something we know.

EXPERT



- A. **INFLUENTIAL** Jamie Oliver's relentless passion and enthusiasm for changing the way people eat has created a worldwide movement. He works with individuals and groups to find thoughtful ways of integrating healthy eating habits into their lifestyles.
- B. **LEADING EDGE** While everyone else is focused on a low-end answer for the car of the future, Tesla has decided to attack the problem from a different direction by focusing its efforts on building the high-end electric sports car.
- C. **IN THE KNOW** Nobody knows the local trails and weather better than your local backcountry guide. The confidence and assurance he brings allows you to enjoy the trip without worry.

DESIGN PRINCIPLES

When designing experiences for Seagate, keep in mind the following:

1. Make the purpose of the design understandable within 10 seconds.
2. Provide a clear path to action.
3. Use action-oriented language.
4. Present products in context.
5. Look for opportunities to surprise and delight.
6. Allow for the newbie and provide for the expert.

PERSONAS

INTRODUCTION

B2B CUSTOMER PERSONAS



JOE OEM Product Engineer



JAI System Builder



SIGOR Desktop Admin



SETH Retail Buyer

CARES ABOUT	Informing his R&D from multiple sources Special installation and best practices insights from component makers Competing and winning. Creativity and the engineering/design process	Minimizing returns and repairs Getting the best pricing Seeing if a part is still in warranty, then replacing a bad part fast Reliable parts that minimize time spent giving support	Working through and prioritizing his support cases Follow up and issue prevention Increasing his issue resolution knowledge Finding good value for the right specs Third-party validation/recommendation Detailed specifications	Having the best selection Optimizing floor (or Web) space to revenue Advantageous pricing strategy Knowing what competitors are offering at what price Review, change and approve all ads Sales, sales, sales
FRUSTRATED BY	Marketing fluff Having to guess the best way to mount things Not knowing which countries his components are certified for	Incorrect serial numbers Bad record keeping at vendors around warranty status Supporting instead of building Lack of side-by-side competitive specs	Checking warranty status Putting out fires Not being able to access downloads with clear release notes Poorly organized or titled forums or KB content	Slow pricing negotiations Not always getting pass-through savings from distributors Not getting vendors' price change information—which he needs to act on immediately by changing the retail prices he offers to consumers

PERSONAS

INTRODUCTION

B2C CUSTOMER PERSONAS



ELAINE Newbie



ROBERTSON Savvy



Brad Bleeding Edge

CARES ABOUT	Not losing memories Her lack of technical understanding—doing something wrong Getting help	Tidying up the home network Upgrading to wireless Compatibility across several household computers Cheap, reliable storage	Ostentatious displays of the best technology Building a tiered home network His constantly expanding mass of data Redundant backup Expanding his computing knowledge
FRUSTRATED BY	Feeling slow Not understanding what she purchased Having to go buy additional cords/connections Being consumed by support experiences with a variety of companies (cable TV, cell) Buying technology and not using it because she gets confused	Marketing fluff Manufacturer's bad ecommerce/online shopping experience Unapplied discounts Having to call support for silly reasons that he should be able to resolve on the site Having to jump through testing hoops before a manufacturer honors a warranty	Installed software/firmware doesn't suit his needs Manufacturers not paying for return shipping on failed equipment “Me too” problems in forums...often without resolution entries Support's compulsory steps for returns—which he's already completed

IDENTITY ELEMENTS

SEAGATE SIGNATURE

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- 16 Clear Space
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- 22 Wave Symbol Usage

SEAGATE COLORS

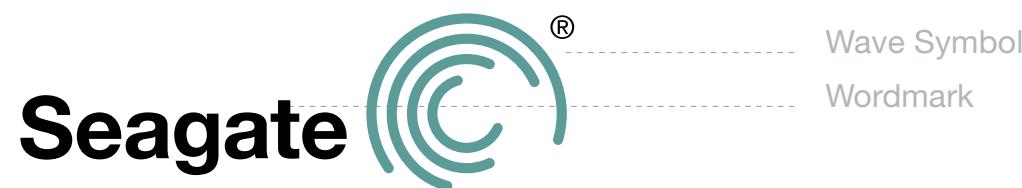
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SEAGATE SIGNATURE

The Seagate signature is the most fundamental part of our brand, and it represents our entire company, externally and internally. From product packaging and ads to data sheets and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing. The signature consists of two elements that work together as a whole.



WAVE SYMBOL

The wave symbol is the defining feature of our design system, and the starting point for many graphic elements you'll see later in this document. Inspired by rotating media, the wave symbol represents ideas and information in motion. It places Seagate at the center of innovation, with ripples of ideas emanating outwards.

WORDMARK

Our wordmark is in Helvetica Neue. With no gratuitous ornamentation, this typeface is strong yet friendly, self-assured yet down-to-earth—qualities we're happy to associate with our brand.

The relationship between the signature elements is predetermined and fixed. Do not, under any circumstances, alter the proportions of the Seagate signature.

There are instances when the wave symbol can be used independently without the wordmark, which are discussed later in this guide. Such circumstances are limited to consumer usages such as in product packaging and in tradeshow applications.

MISUSES

SEAGATE SIGNATURE

A lot of thought and effort has gone into determining the perfect relationship between the elements that make up our signature; do not attempt to re-create these elements. Always use the approved artwork, and always follow these rules when using it.



Do not resize the signature elements



Do not resize the signature elements



Do not rearrange the signature elements



Do not stack the signature elements



Do not associate the signature with a tagline



Do not flip the wave symbol



Do not use the wordmark alone

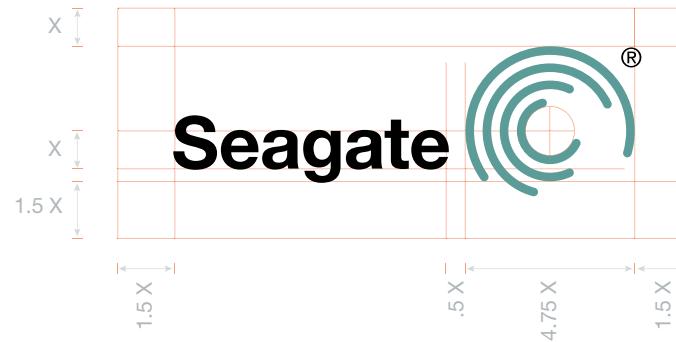


Do not re-create the signature with any other typeface or any other weight of the same typeface

CLEAR SPACE

SEAGATE SIGNATURE

Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X," as shown. This measurement is equal to the height of the lowercase letters in our wordmark.



MINIMUM SIZE

SEAGATE SIGNATURE

We have established various minimum sizes for our signature to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our signature is never smaller than what can be clearly executed. Applications such as the Web, signage or merchandise may require larger sizes.



COLOR VARIATIONS

SEAGATE SIGNATURE

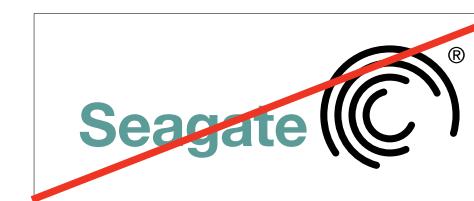
TWO-COLOR

When placed on a white background, the two-color signature uses 100% black for the wordmark and Pantone 7475 for the wave symbol. When placed on a black background, the two-color signature uses 100% white for the wordmark and Pantone 7475 for the wave symbol. No other variation may be used. The preferred backgrounds for the two-color signature are white and black.

(Refer to page 25 for color specifications.)



Two-color positive



Two-color negative

COLOR VARIATIONS

SEAGATE SIGNATURE

ONE-COLOR

The one-color version of our signature is used for applications and collateral where the layout needs to be simple and focused without too many color variations. The one-color version may also be used to enhance particular design concepts.



One-color positive



One-color negative



BACKGROUND CONTROL

SEAGATE SIGNATURE

COLORS

Although it's always preferable to place the signature on a black or white background, there are times when it will need to appear over a color. In these cases, make sure that the signature elements are as visible as possible. The examples show which signatures to use over various colors to enhance visibility. Note that although the black signature may be visible on many mid-range backgrounds, it is preferred that white be used in those cases.

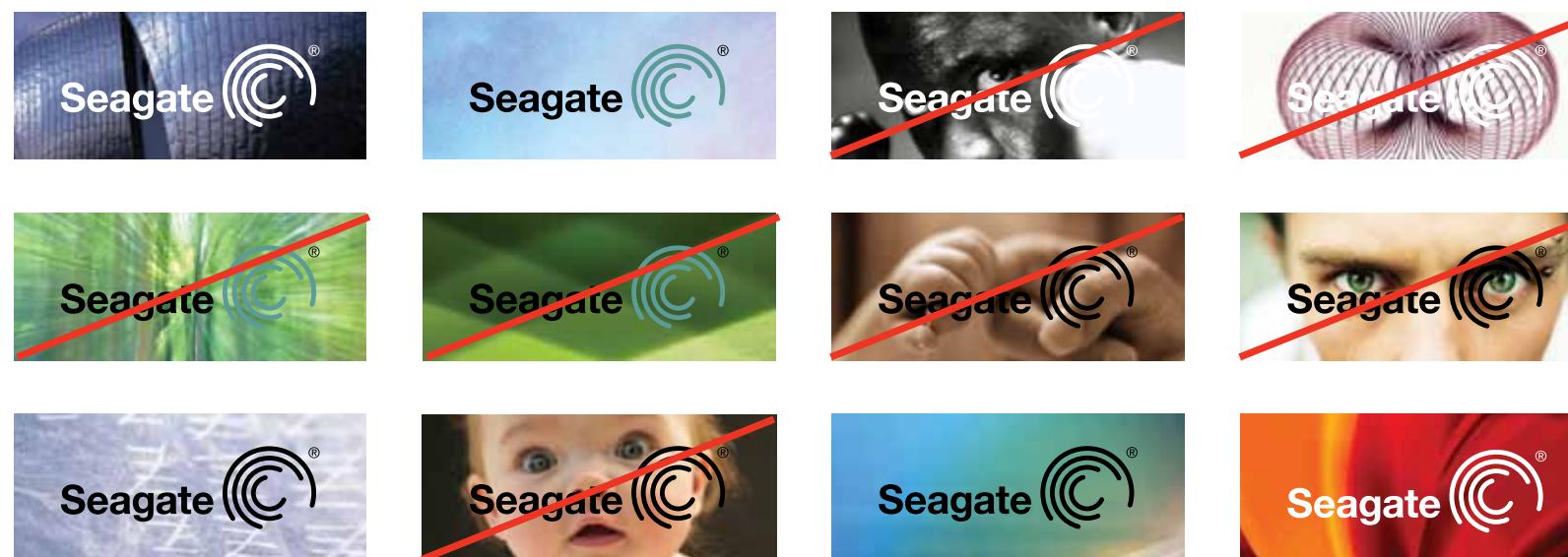


BACKGROUND CONTROL

SEAGATE SIGNATURE

IMAGES

On the rare occasion when the signature needs to appear over a photograph or illustration, special care must be taken to ensure visibility of the signature elements. The signature should be reproduced in black or white when possible. The two-color signature is only permissible when there is sufficient contrast between all the elements. Remember, visibility is the goal here. Often, adjusting the position of a photograph or retouching the area where the signature resides will help you achieve that goal.



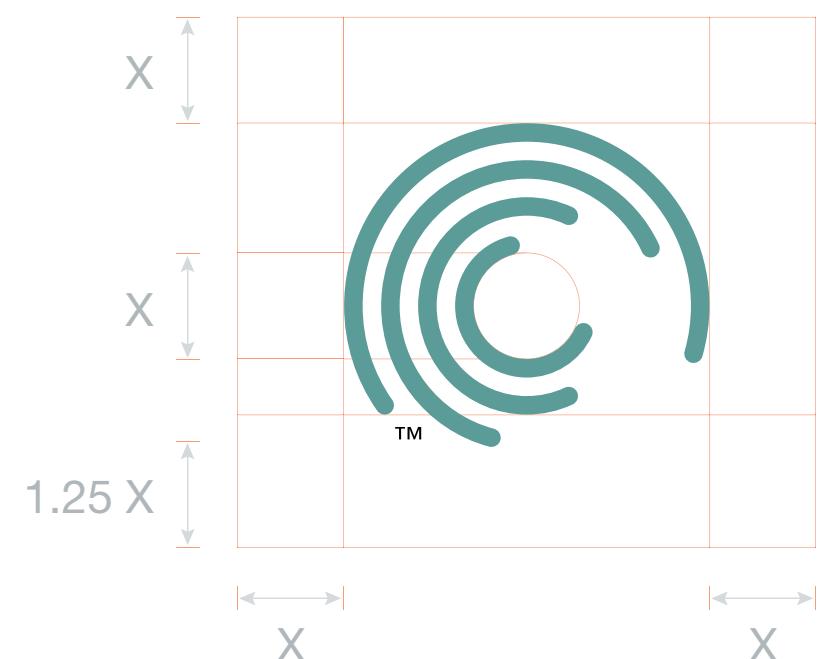
WAVE SYMBOL

SEAGATE SIGNATURE

PROMOTIONAL APPLICATIONS

For limited promotional applications, the wave symbol can be used as a stand-alone as a graphic element or within a design solution to highlight the Seagate brand. These treatments using the wave symbol are only allowed for high-visibility promotional applications, such as packaging, signage, stickers and clothing. **Any such usage must be approved by Corporate Marketing prior to production.**

The wave symbol should maintain a specific amount of clear space surrounding the mark and appear only in Black, White, Seagate Corporate Teal (PMS 7475), or Seagate Slate (PMS 429).



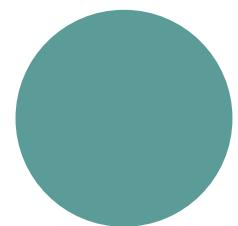
PRIMARY PALETTE

SEAGATE COLORS

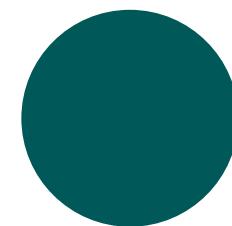
Our primary colors are strong and straightforward. They represent the Seagate brand at its most basic level and are the colors used in our main graphic element—the S-Wave. These colors are representational of the cool colors that exist naturally in our world and in our oceans. You may use multiple values of any color.

The following misuses of color should be avoided:

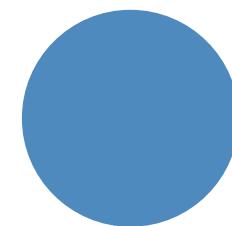
- Do not introduce any colors into Seagate communications other than those specified.
- Do not calculate CMYK/RGB breakdowns by converting Pantone colors in software such as Adobe Illustrator.
- Do not use four-color breakdowns recommended by Pantone. Use the breakdowns supplied in these guidelines instead.
- Do not use more than 2 colors in addition to black and gray.



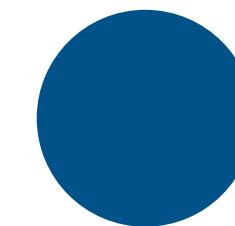
Seagate Corporate Teal



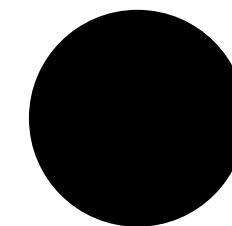
Seagate Dark Teal



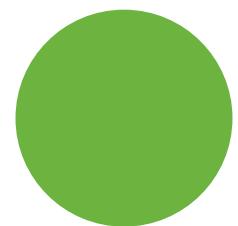
Seagate Blue



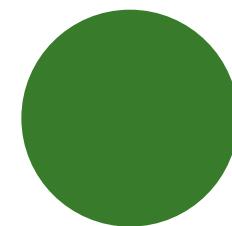
Seagate Dark Blue



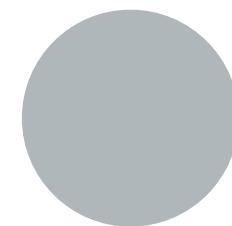
Black



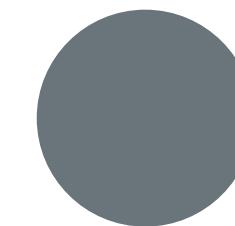
Seagate Green



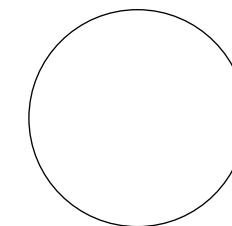
Seagate Dark Green



Seagate Slate



Seagate Dark Slate



White

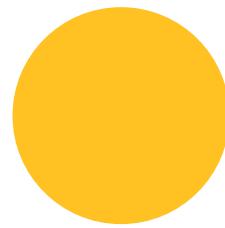
SECONDARY ACCENT PALETTE

SEAGATE COLORS

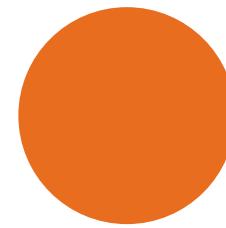
Our secondary color palette allows flexibility in brand communications to highlight typographic areas such as in subheads, product name and descriptors. Colors from the secondary palette can be used as tints in some instances, where type may be used as a background texture. You may use multiple values of any color.

The following misuses of color should be avoided:

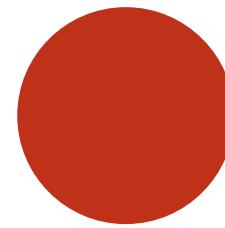
- Do not introduce any colors into Seagate communications other than those specified.
- Do not calculate CMYK/RGB breakdowns by converting Pantone colors in software such as Adobe Illustrator.
- Do not use four-color breakdowns recommended by Pantone. Use the breakdowns supplied in these guidelines instead.



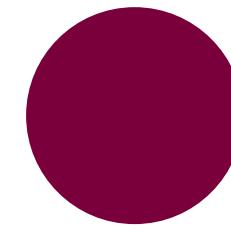
Seagate Yellow



Seagate Orange



Seagate Red



Seagate Burgundy

SPECIFICATIONS

SEAGATE COLORS

PRIMARY AND SECONDARY BREAKDOWNS

SEAGATE COLOR	PANTONE EQUIVALENT	CMYK	RGB	HEX
 Seagate Corporate Teal	PANTONE 7475 C	C69 M12 Y30 K36	R72 G122 B123	Web 487A7B
 Seagate Dark Teal	PANTONE 7476 C	C89 M22 Y34 K65	R13 G82 B87	Web 0D5257
 Seagate Blue	PANTONE 646 C	C72 M31 Y3 K12	R94 G138 B180	Web 5E8AB4
 Seagate Dark Blue	PANTONE 2955 C	C100 M60 Y10 K53	R0 G56 B101	Web 003865
 Seagate Green	PANTONE 369 C	C68 M0 Y100 K0	R100 G167 B11	Web 64A70B
 Seagate Dark Green	PANTONE 364 C	C71 M4 Y100 K45	R74 G119 B41	Web 4A7729
 Seagate Slate	PANTONE 429 C	C21 M11 Y9 K23	R162 G170 B173	Web A2AAAD
 Seagate Dark Slate	PANTONE 431 C	C45 M25 Y16 K59	R91 G103 B112	Web 5B6770
 Seagate Yellow	PANTONE 7408 C	C0 M29 Y100 K0	R246 G190 B0	Web F6BE00
 Seagate Orange	PANTONE 173 C	C0 M82 Y94 K2	R207 G69 B32	Web CF4520
 Seagate Red	PANTONE 1805 C	C5 M96 Y80 K22	R175 G39 B47	Web AF272F
 Seagate Burgundy	PANTONE 229 C	C26 M100 Y19 K61	R103 G33 B70	Web 672146

PRIMARY

There are several reasons why we've chosen Helvetica Neue for our primary typeface. Strong yet friendly, it helps us communicate ideas in a straightforward, confident manner. Its openness and geometry make it highly legible. And it's available in roman and italic, and in several weights, allowing maximum flexibility. Please refrain from using other versions of the font.

HELVETICA NEUE

25 Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?**

85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?**

26 Ultra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?**

86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?**

SECONDARY

There are several reasons why we've chosen *Serifa* for our secondary typeface. The slab serif is a nice complement to that of the sans serif font of *Helvetica Neue*. *Serifa* has a modern flare to it and it's available in several weights, allowing maximum flexibility. So please refrain from using other versions of the font.

Note that *Serifa* is to be used mainly for print materials; for internal documents such as Microsoft Office applications, we have specified alternate typefaces on the following page.

SERIFA

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#\$&*?

ALTERNATE

Our alternate typefaces are Arial and Times New Roman. Arial references the clean look of our primary typeface and should be used whenever possible within Microsoft Office applications such as Word, PowerPoint, Excel, etc. Times New Roman is an easy-to-read typeface that can be used for body copy in letters, memos and faxes.

ARIAL

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

TIMES NEW ROMAN

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

VISUAL SYSTEM

S-WAVE

- 30 Core Elements
- 35 Colors
- 37 Usage

FOCUS WINDOW

- 38 Description
- 39 Colors
- 42 Variations

PRODUCT PHOTOGRAPHY

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- 45 Dynamic "Hero" Angle

CORE ELEMENTS

S-WAVE

Our signature, color and typography are the building blocks of our communications. They help ensure consistency across our communications and keep the overall look and feel of our brand in sync.

Our visual system incorporates another device that helps us achieve one voice, the S-Wave. Its fluid, organic structure reinforces the human, emotional side of our company, while creating a metaphor for the digital content that surrounds us every day. The S-Wave visual system is easily ownable; over time, it will come to be clearly identifiable as Seagate. And it has enough versatility and flexibility to meet our myriad communication needs, both internal and external.

There are four S-Wave forms, each provided in the four Seagate primary colors:

- Thin S-Wave
- Medium S-Wave
- Thick S-Wave
- Extended S-Wave

Use the S-Waves provided in our “toolkit.” Do not recreate them.

CORE ELEMENTS

S-WAVE

THIN S-WAVE

The thin S-Wave is inspired by the stream of digital content and our storage products that enable it. The thin S-Wave should always bleed on both sides. The two sides should never end abruptly, thus causing a sharp, hard edge.



CORE ELEMENTS

S-WAVE

MEDIUM S-WAVE

The medium S-Wave follows the same conceptual reasoning as that of the thin S-Wave and should always bleed on both sides.
The two sides should never end abruptly, thus causing a sharp, hard edge.



CORE ELEMENTS

S-WAVE

THICK S-WAVE

The thick S-Wave follows the same conceptual reasoning as that of the thin S-Wave and should always bleed on both sides. The two sides should never end abruptly, thus causing a sharp, hard edge.

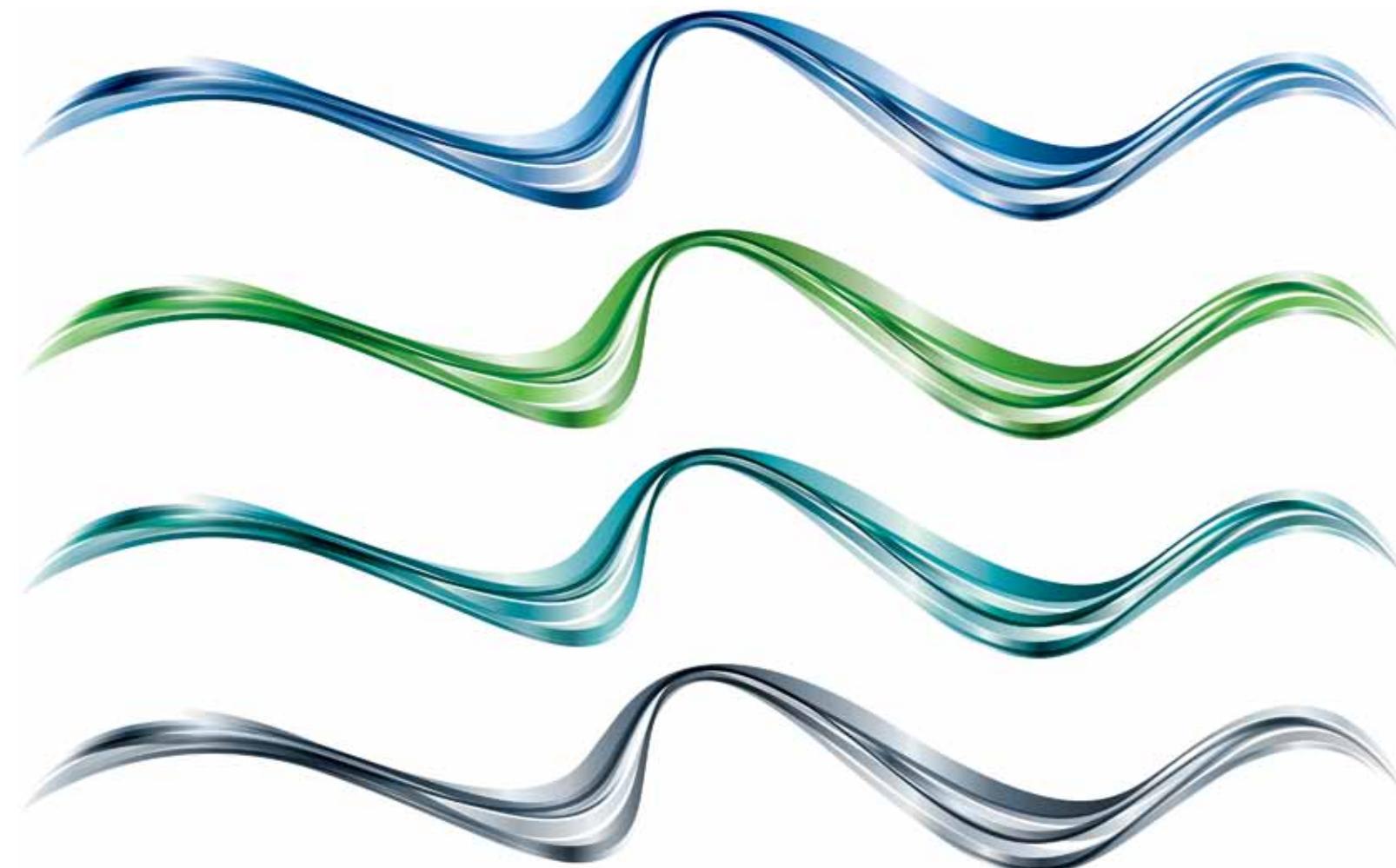


CORE ELEMENTS

S-WAVE

EXTENDED S-WAVE

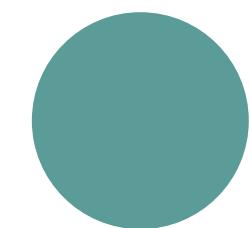
The extended S-Wave is meant to be cropped, representing movement and sharing—attributes that go hand-in-hand with the creation and distribution of digital content.



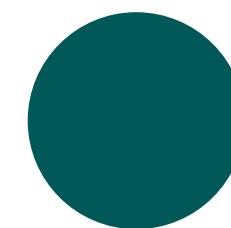
COLORS

S-WAVE

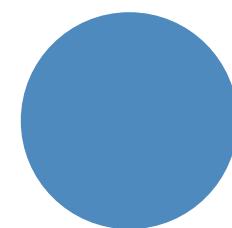
The S-Waves visual system only allows for the S-Waves to be used in the cool primary colors of the Seagate brand. These colors are pulled from the colors that would naturally be seen in ocean waves. The colors are:



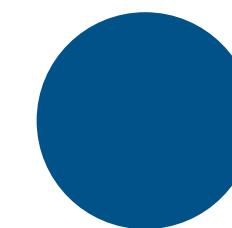
Seagate Corporate Teal



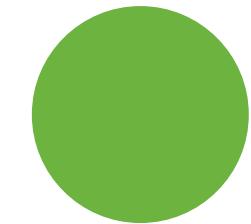
Seagate Dark Teal



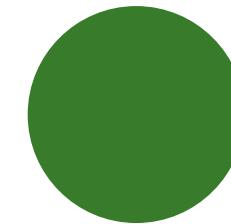
Seagate Blue



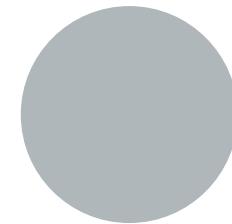
Seagate Dark Blue



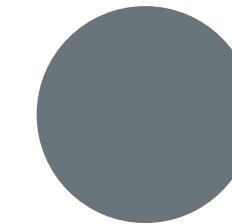
Seagate Green



Seagate Dark Green



Seagate Slate



Seagate Dark Slate

COLORS—MISUSES

S-WAVE

The S-Waves visual system only allows for the S-Waves to be used in the cool primary colors of the Seagate brand, reminiscent of water and waves from the ocean. The S-Waves colors should not be altered.

The following examples violate the brand guidelines for the S-Wave colors.

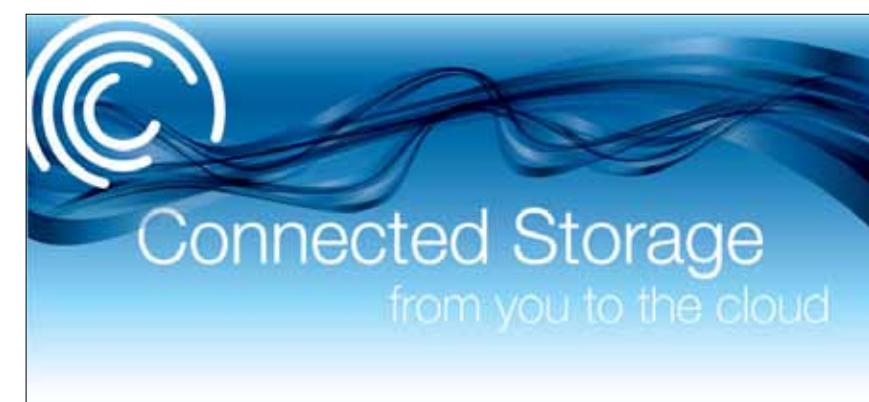
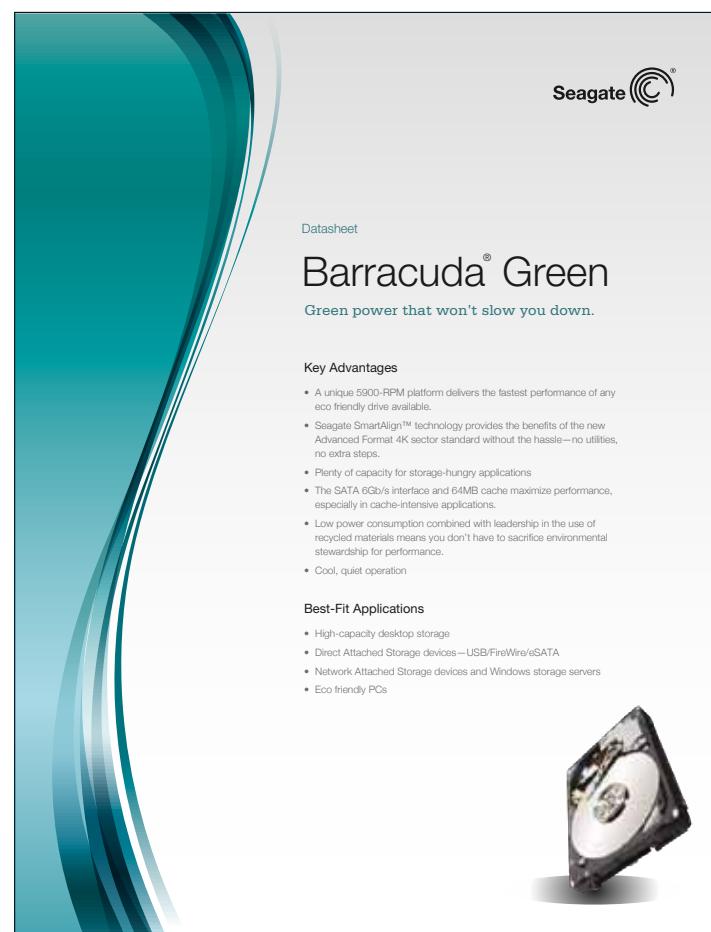


USAGE

S-WAVE

The S-Waves visual system is flexible enough to utilize in many different configurations. The S-Wave can be used as a divider separating different areas of the design, appearing as fluid motion that bleeds on and off the page. Alternately, S-Waves can also be used in a layered effect cropped by the Focus Window.

Here are a few variations on just how versatile the S-Wave can be.



FOCUS WINDOW

The focus window is a device to contain the S-Waves. It is a convenient tool where you can house the S-Wave as a contained pattern that doesn't overpower the content of the page. This space could also be used to contain titles, callouts and imagery.

The focus window should be filled with a gradient background. The gradient background color should be in sync with the colors in the S-Waves. Guidelines for the gradients are called out on the following page.

The focus window can be horizontal or vertical. The size you choose will depend on:

- The grid used within the design
- What works best with your layout
- The type of communication



COLORS

FOCUS WINDOW

GRADIENT BACKGROUNDS

The following examples illustrate general guidelines for the focus window gradient background colors. The gradients are created by using 100% opacity of the following colors shown below:



100% Corporate Teal



100% Blue



100% Green



100% Dark Teal

100% Dark Blue

100% Dark Green

100% Dark Slate

COLORS

FOCUS WINDOW

GLOW AROUND S-WAVE

A glow effect can be introduced to the S-Wave when used within the focus window. The inner glow is created in Adobe Photoshop simply by sampling a color from the S-Wave itself. The color should look like a tint of the primary color used for that particular S-Wave and/or S-Wave background, not exceeding an 85% screen blend mode. The glow should not overpower the S-Wave. It should be used subtly to add another layer of depth.



COLORS—MISUSES

FOCUS WINDOW

GRADIENT BACKGROUNDS

The following examples show what is not allowed for the focus window gradient background colors.



Do not use a gradient combining two different primary palette colors, even if one of the colors of the gradient is applicable.



Do not use other primary palette colors for the gradient that are not depicted in the S-Waves used in the active window.



Do not use a gradient that does not use the primary palette colors of the depicted S-Waves used in the active window.



Do not use a gradient using white, even if one of the colors of the gradient is applicable.

VARIATIONS

FOCUS WINDOW

HORIZONTAL AND VERTICAL FOCUS WINDOWS

The following examples show how the focus window can live within horizontal and vertical formats.

Important: A focus window should not use more than two S-Waves in a configuration to achieve a desired background pattern.

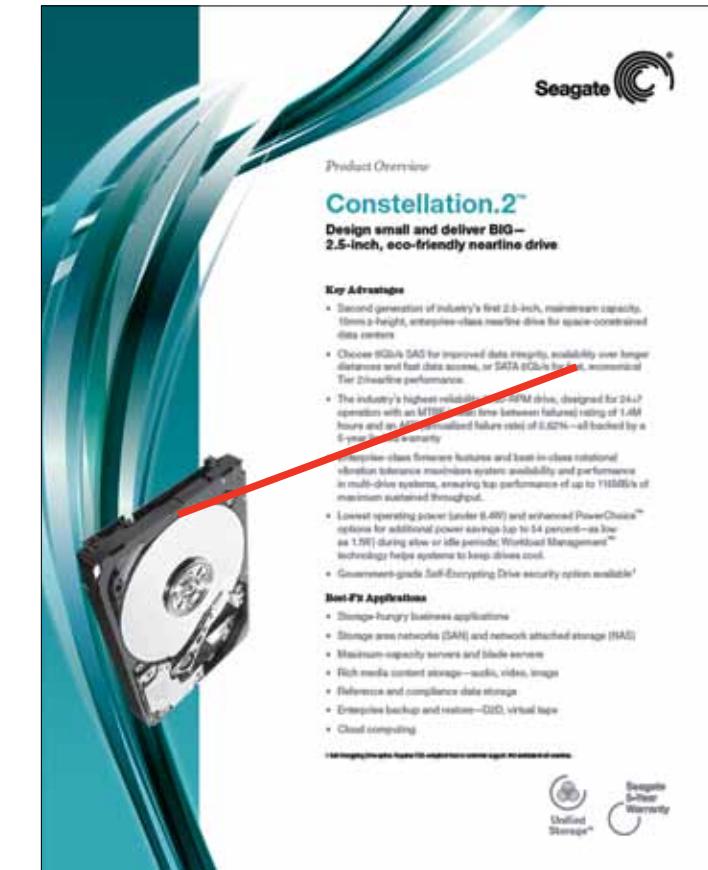
The configuration should reinforce the concepts of motion, fluidity and water.



VARIATIONS – MISUSES

FOCUS WINDOW

The S-Wave should reside cropped within the focus window and not be allowed to break from the mask on any side. The following examples show some misuses of the focus window.



PRODUCT PHOTOGRAPHY

BARE DRIVE IMAGES

Our bare drive products are available in a variety of angles, including standard straight-on, left-angled and right-angled, as well as a dynamic Hero angle view specific to that particular product.



PRODUCT PHOTOGRAPHY

DYNAMIC “HERO” ANGLE DRIVE IMAGES

We have developed “Hero” images to showcase our bare drive products, as shown in these samples. Each hard drive is featured at a unique angle to emphasize and visually differentiate one product from another.



MARKETING TOOLS

SEAGATE COLLATERAL

- 47 Description
- 48 Data Sheet
- 49 Product Overview
- 50 Case Study
- 51 White Papers

SEAGATE COLLATERAL

Our collateral pieces deliver key information about our products, services and technologies to a variety of audiences throughout the world. For this reason, each piece must communicate clearly and concisely while maintaining a consistent look, feel and quality.

There are four standard deliverables, each of which conveys distinct information to our customers: Data Sheets, Product Overviews, Case Studies and White Papers. The following examples show how our visual system can live within the collateral architecture.



DATA SHEET

SEAGATE COLLATERAL

Focused on specifications with some brief marketing information on benefits.



front

Barracuda® Green

Green power that won't slow you down.

Barracuda Green Drives Save Time
The Seagate® Barracuda Green drive saves you time with a combination of fast performance and no-hassle hard drive integration.

- Delivering sustained data throughput up to 144MB/s, the Barracuda Green drive sets a new standard for performance in the eco-drive category.
- Seagate SmartAlign™ technology delivers a new level of simplicity for Advanced Format 4K drives. While other Advanced Format drives require the use of additional software utilities during integration, the Barracuda Green drive with Seagate SmartAlign technology requires no extra time or steps.

The Barracuda Green drive delivers on the product promise—Green power that won't slow you down!

www.seagate.com

Specification	2TB ¹	1.5TB ¹
Model Number	ST2000DL003	ST1500DL003
Interface Options	SATA 6Gb/s NCQ	SATA 6Gb/s NCQ
Platters	2	2
Spinup Speed (RPM)	5900	5900
Cache, Multisegmented (MB)	64	64
SATA Transfer Rates Supported (Gb/s)	6.0	6.0
Average Latency (ms)	4.16	4.16
Average Seek, Typical Read (ms)	12	12
Average Seek, Typical Write (ms)	13	13
Power On to Ready (sec)	<10	<10
Standby Data Rate (0.0 MB/s)	144	144
Configurable Organization		
Heads/Sisks	6/3	6/3
Bytes per Sector	4096	4096
Voltage		
Voltage Tolerance, Including Noise (mV)	+10%/-7.5%	+10%/-7.5%
Voltage Tolerance, Including Noise (12V)	+10%/-7.5%	+10%/-7.5%
Thermal/Environmental		
Load/Unload Cycles (25°C, 50% Humidity)	300,000	300,000
Nonrecoverable Read Errors per Bits Read, Max	1 per 10E14	1 per 10E14
Annualized Failure Rate (AFR)	0.34%	0.34%
Power On Hours	8760	8760
Limited to 10 years)	3	3
Power Management		
Operating Mode, Typical (W)	5.8	7.15
Idle Mode (W)	4.5	5.0
Standby Mode (W)	0.5	0.93
Sleep Mode (W)	0.5	0.93
Startup Current +2V Peak (A±10%)	2.0	2.0
Environmental		
Temperature		
Operating (°C)	0 to 60	0 to 60
Nonoperating (°C)	-40 to 70	-40 to 70
Shock		
Operating, 2ms (G)	80	80
Nonoperating, 2ms (G)	300	300
Physical		
Height (mm/in)	26.1/1.028	26.1/1.028
Width (mm/in)	101.6/4.0	101.6/4.0
Depth (mm/in)	146.0/5.75	146.0/5.75
Weight (g/lb)	622/1.371	622/1.371

¹ One gigabyte, or GB, equals one billion bytes and one terabyte, or TB, equals one trillion bytes when referring to drive capacity.

AMERICAS: Seagate Technology LLC, 1000 Disc Drive, Scotts Valley, California 95066, United States, 831-438-6450
ASIA/PACIFIC: Seagate Singapore International Headquarters Pte Ltd, 7000 Ang Mo Kio Avenue 5, Singapore 569677, 65-6486-3888
EUROPE, MIDDLE EAST AND AFRICA: Seagate Technology SAS, 16-18, rue du Départ, 92100 Boulogne-Billancourt, France, 33 1-4188 10 00

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Seagate
Think Green®

back

PRODUCT OVERVIEW

Focused on marketing benefits with some brief specifications information.



front

An advertisement for Seagate's GreenBytes initiative. The top section features the headline "GreenBytes" and a sub-headline "Rewriting the Rules for Storage Performance and Efficiency With GB-X Series Appliances and Seagate® Constellation® Hard Drives". The middle section is titled "Innovation and Leadership" and discusses how Barracuda Green drives deliver excellent power savings without sacrificing drive or system performance. It highlights the ability to manufacture eco friendly PC systems and external storage systems that meet energy savings requirements. The bottom section is titled "Easy Adoption of Advanced Format Using Seagate SmartAlign Technology" and lists four bullet points: "The only utility-free Advanced Format 4K hard drive", "Simple, transparent integration—just like legacy drives", "Demonstrated consistent performance regardless of hard drive partition alignment", and "Take Advantage of the Latest HDD Controller Technology". It includes a chart comparing Seagate's Barracuda Green Drive against a leading Advanced Format competitor across three benchmarks: PC Mark 05 Aligned Partitions, PC Mark 05 Unaligned Partitions, and PC Mark Vantage Aligned Partitions. The chart shows Seagate's drive consistently outperforming the competitor. The right side of the page contains a "Specifications" table and a "To Learn More" section with a link to www.seagate.com/storage-innovations. There are also "Seagate" and "Green" logos at the bottom.

back

CASE STUDY

SEAGATE COLLATERAL

Real-life stories of how a Seagate customer or partner benefited from using our products.



front



back

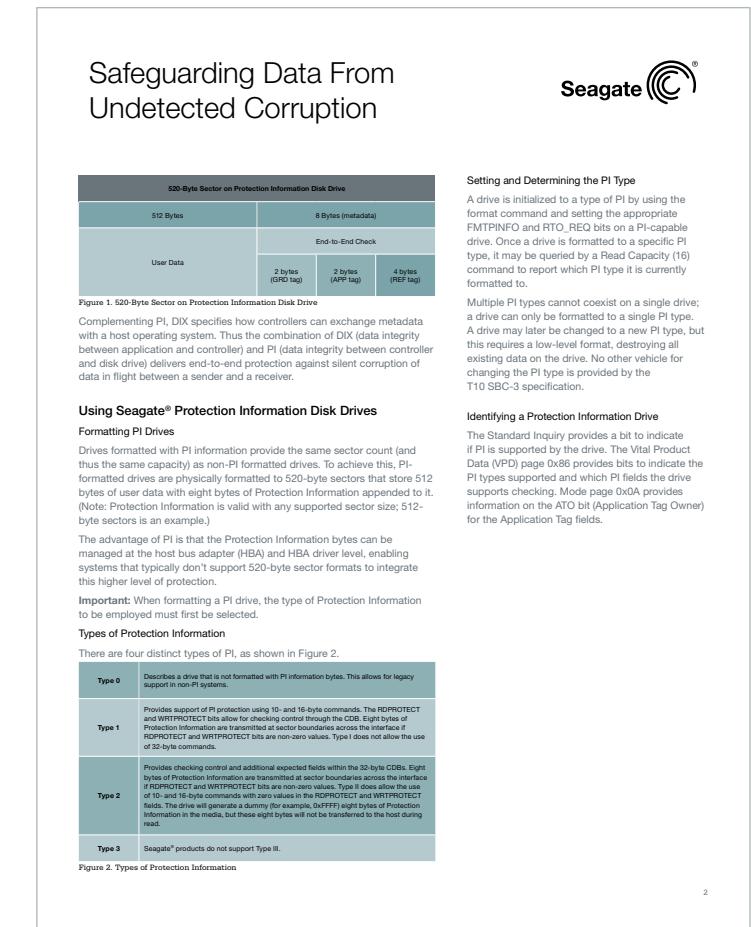
WHITE PAPER

SEAGATE COLLATERAL

White papers, such as marketing bulletins and technology papers, focused on educating the industry and validating our innovations to our partners.



front



back