Brand Identity Standards
Designer's Guide

MARCH 2011

Seagate

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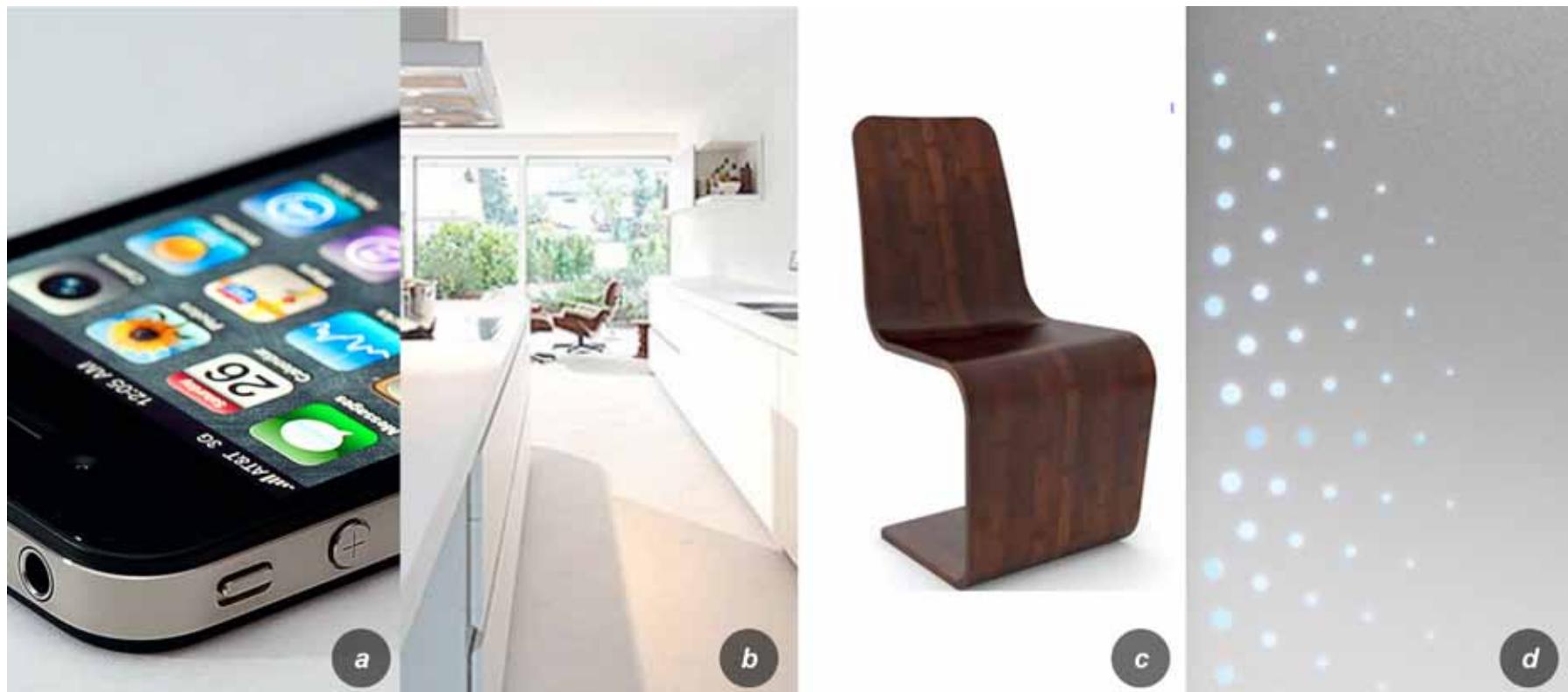
The following section and imagery is not the design. In order to better focus our energies on the design challenges ahead, it helps us to come to a collective understanding of who Seagate is and how this applies to deliverables we create.

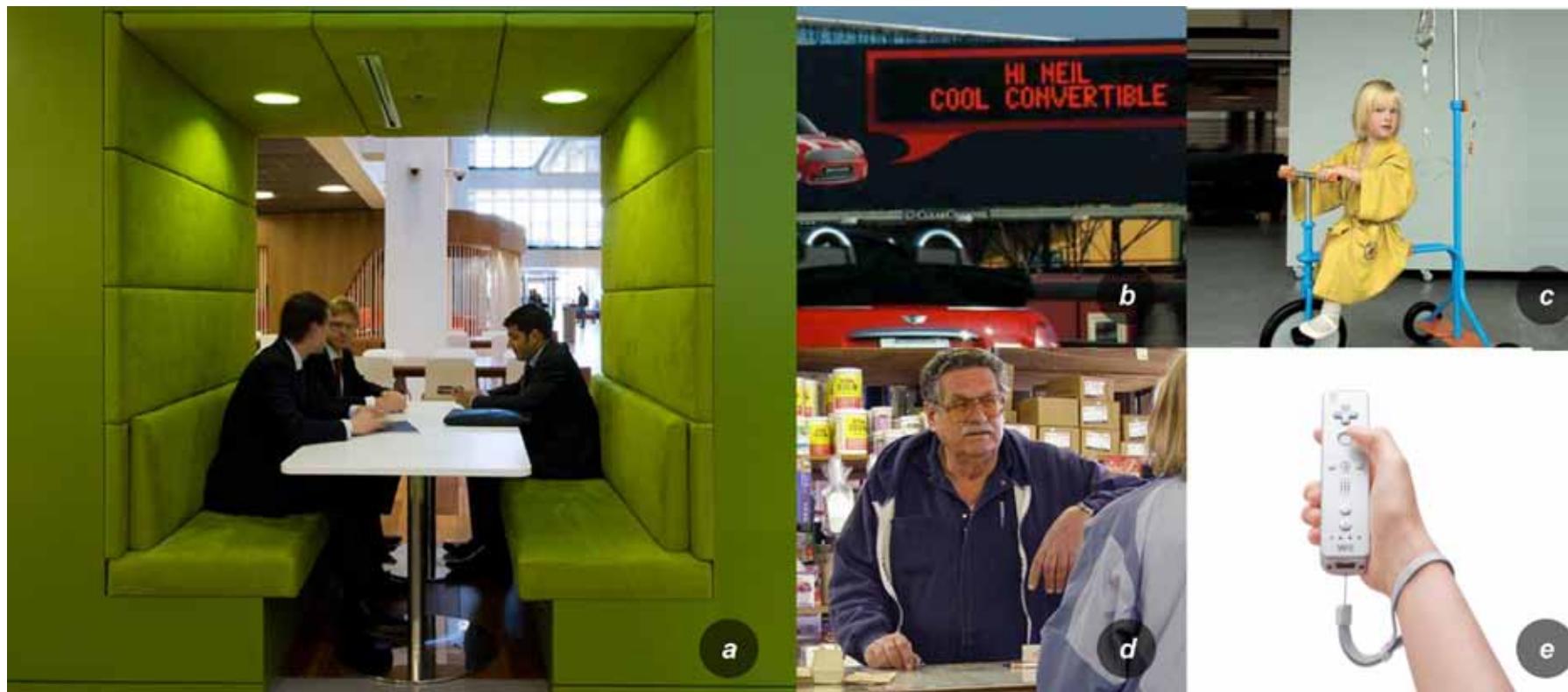| Personality	Is more...	Than it is...
EXPERT	Influential In the know Leading edge	Authoritative Know it all Latest gadget
DYNAMIC	Engaging Current Relevant Active	In your face Always changing Trendy Frenetic
ACCESSIBLE	Personalized Customer centered Thoughtful Understandable Approachable	Generic Company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

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.

B2B CUSTOMER PERSONAS

JOE OEM Product Engineer

JAI System Builder

SIGOR Desktop Admin

SETH Retail Buyer

	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

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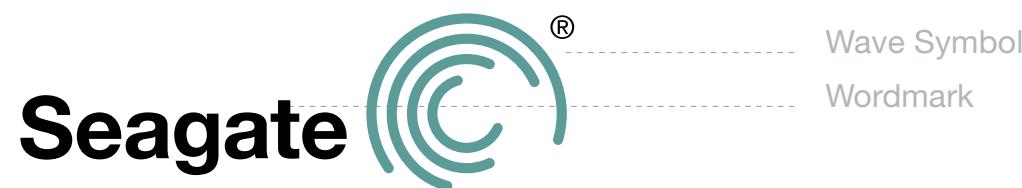
The Seagate signature is the most fundamental part of our brand, and it represents our entire company, externally and internally. From product packaging and ads to data sheets and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing. The signature consists of two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

Wave Symbol

Wordmark

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.

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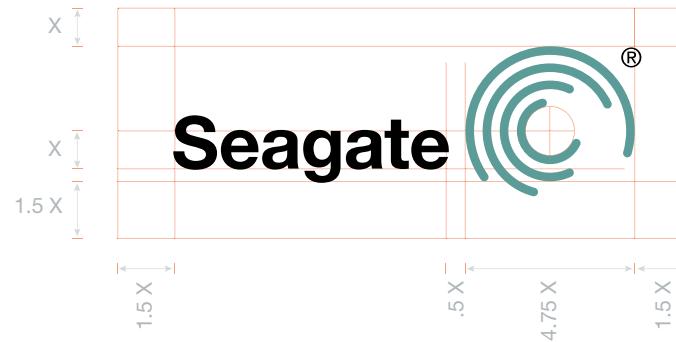
Do not re-create the signature with any other typeface or any other weight of the same typeface

Clear space 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.

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.

.75″

Seagate
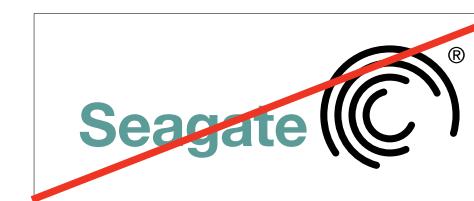
TWO-COLOR

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

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

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.
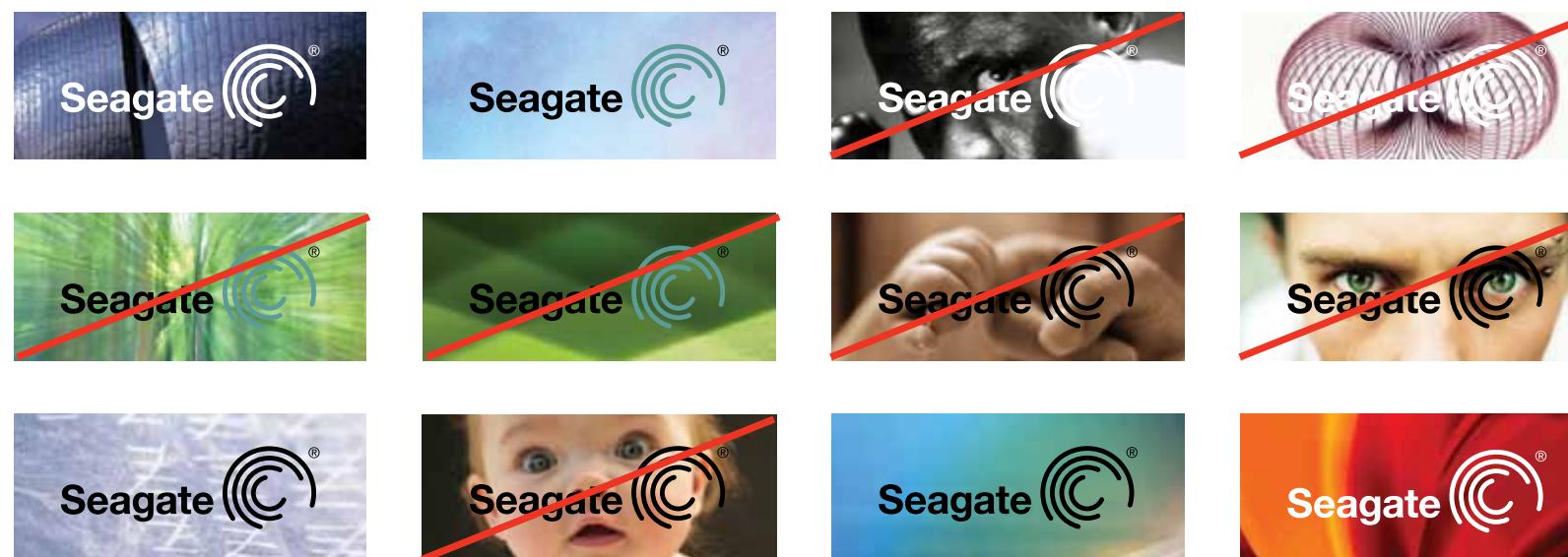
IMAGES

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.
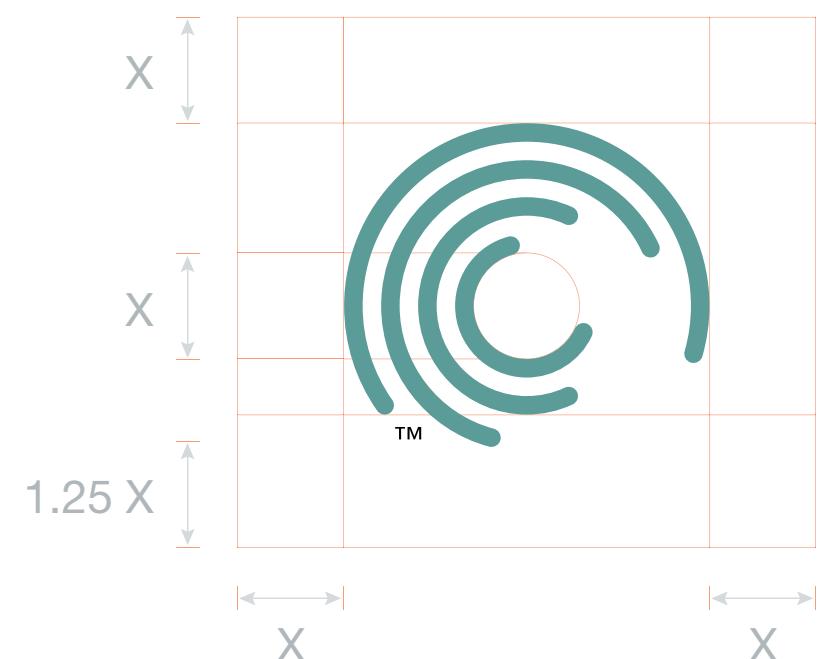
PROMOTIONAL APPLICATIONS

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-visability 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 mainatin 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).
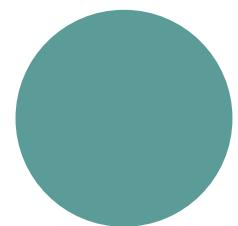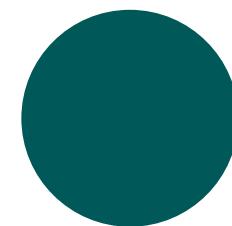
Our primary colors are strong and straightforward. They represent the Seagate brand at its most basic level and are the colors used in our main graphic element—the S-Wave. These colors are representational of the cool colors that exist naturally in our world and in our oceans. You may use multiple values of any color.
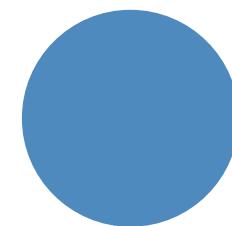
The following misuses of color should be avoided:
- Do not introduce any colors into Seagate communications other than those specified.
- Do not calculate CMYK/RGB breakdowns by converting Pantone colors in software such as Adobe Illustrator.
- Do not use four-color breakdowns recommended by Pantone. Use the breakdowns supplied in these guidelines instead.
- Do not use more than 2 colors in addition to black and gray.
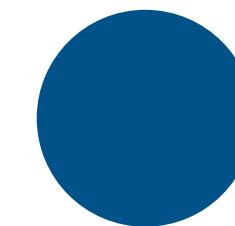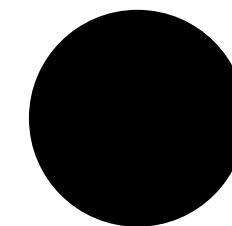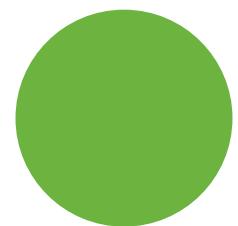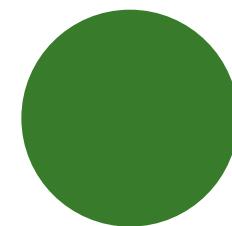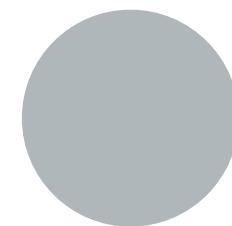
Seagate Corporate Teal	Seagate Dark Teal	Seagate Blue	Seagate Dark Blue	Black
Seagate Green	Seagate Dark Green	Seagate Slate	Seagate Dark Slate	White
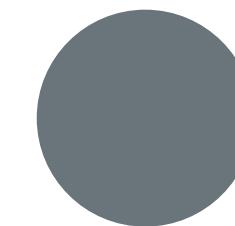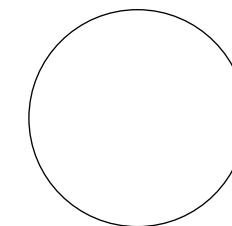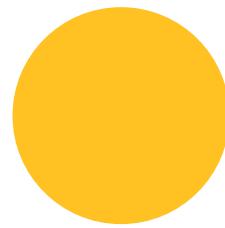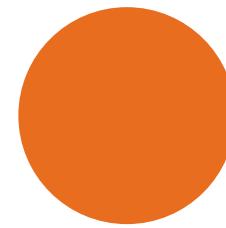
Our secondary color palette allows flexibility in brand communications to highlight typographic areas such as in subheads, product name and descriptors. Colors from the secondary palette can be used as tints in some instances, where type may be used as a background texture. You may use multiple values of any color.
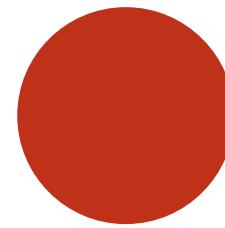
The following misuses of color should be avoided:
*   Do not introduce any colors into Seagate communications other than those specified.
*   Do not calculate CMYK/RGB breakdowns by converting Pantone colors in software such as Adobe Illustrator.
*   Do not use four-color breakdowns recommended by Pantone. Use the breakdowns supplied in these guidelines instead.
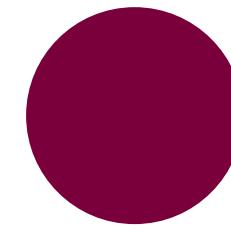
Seagate Yellow   Seagate Orange   Seagate Red   Seagate Burgundy

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":!@#%$&*?

26 Ultra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

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

46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&?*

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

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

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

76 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

85 Heavy
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":!@#%$&*?

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

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

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

Bold
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":!@#%$&*?

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

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

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

TIMES NEW ROMAN

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

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

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

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

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.

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.

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.

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.
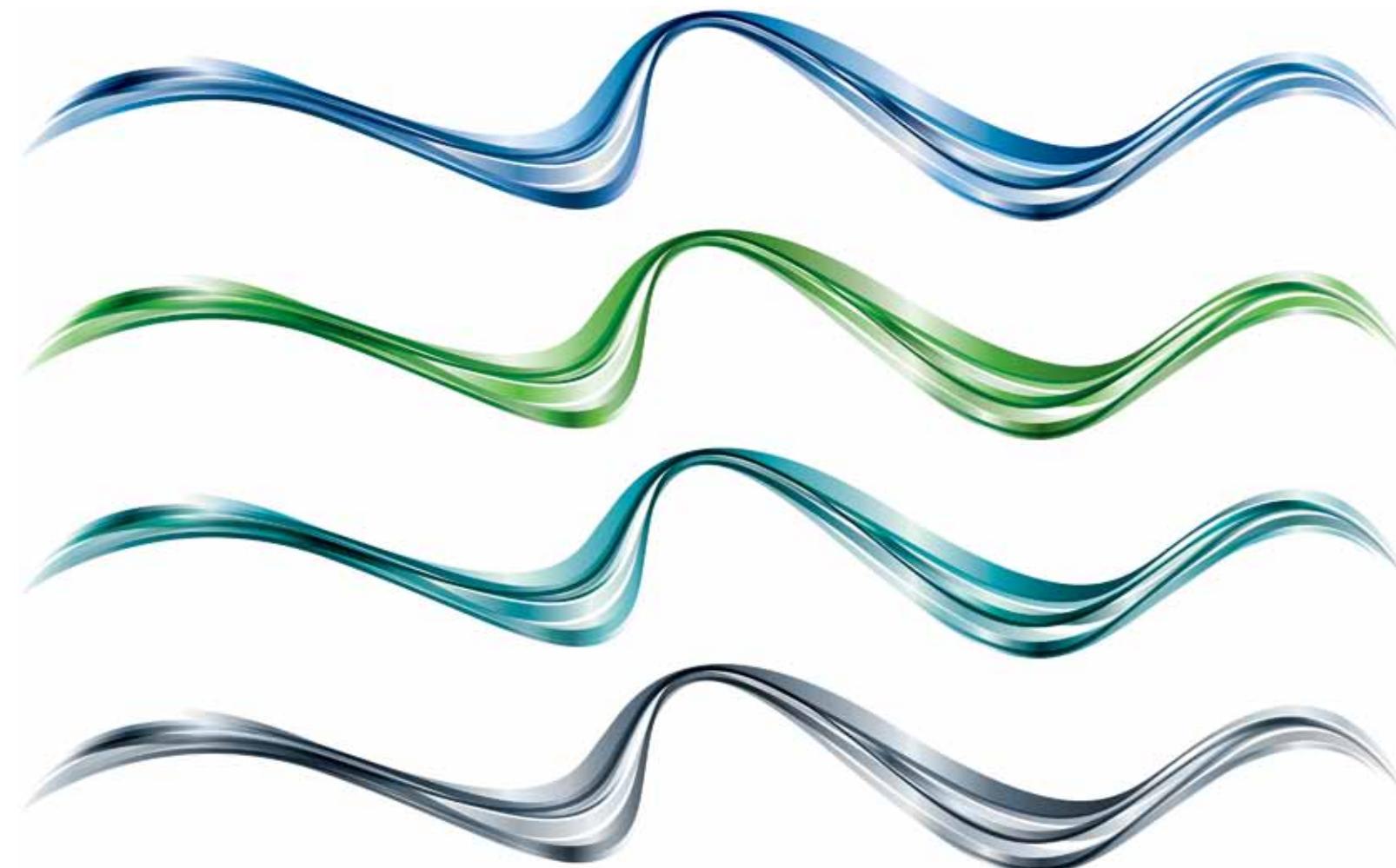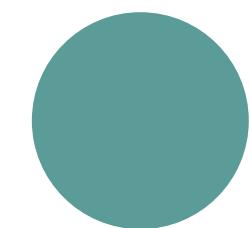
EXTENDED S-WAVE

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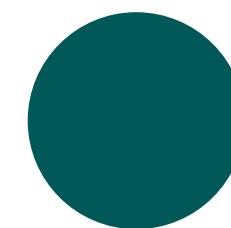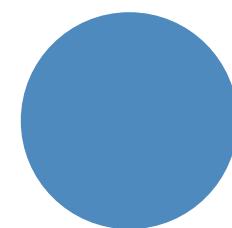
The S-Waves visual system only allows for the S-Waves to be used in the cool primary colors of the Seagate brand. These colors are pulled from the colors that would naturally be seen in ocean waves. The colors are:
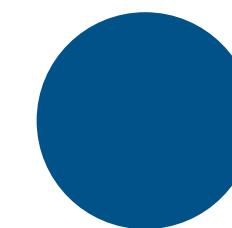
Seagate Corporate Teal
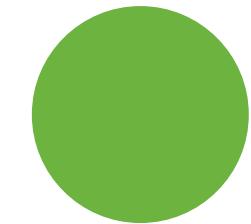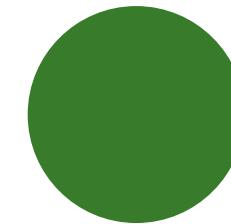
Seagate Dark Teal
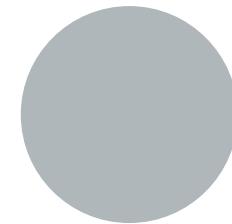
Seagate Blue
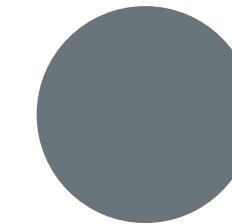
Seagate Dark Blue

Seagate Green

Seagate Dark Green

Seagate Slate

Seagate Dark Slate

COLORS—MISUSES

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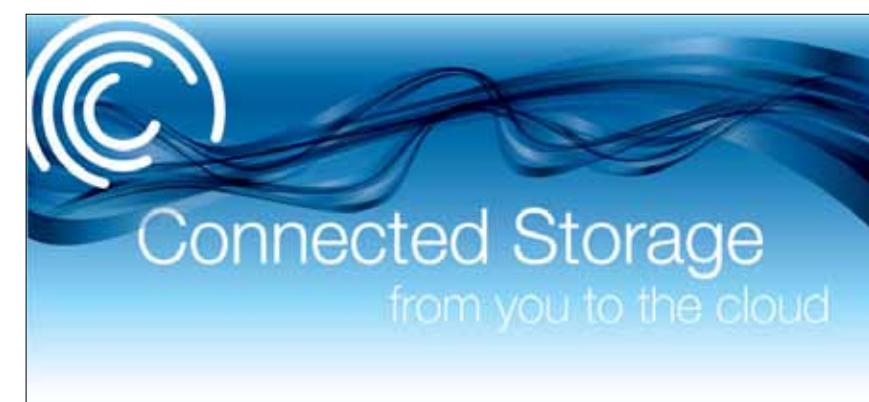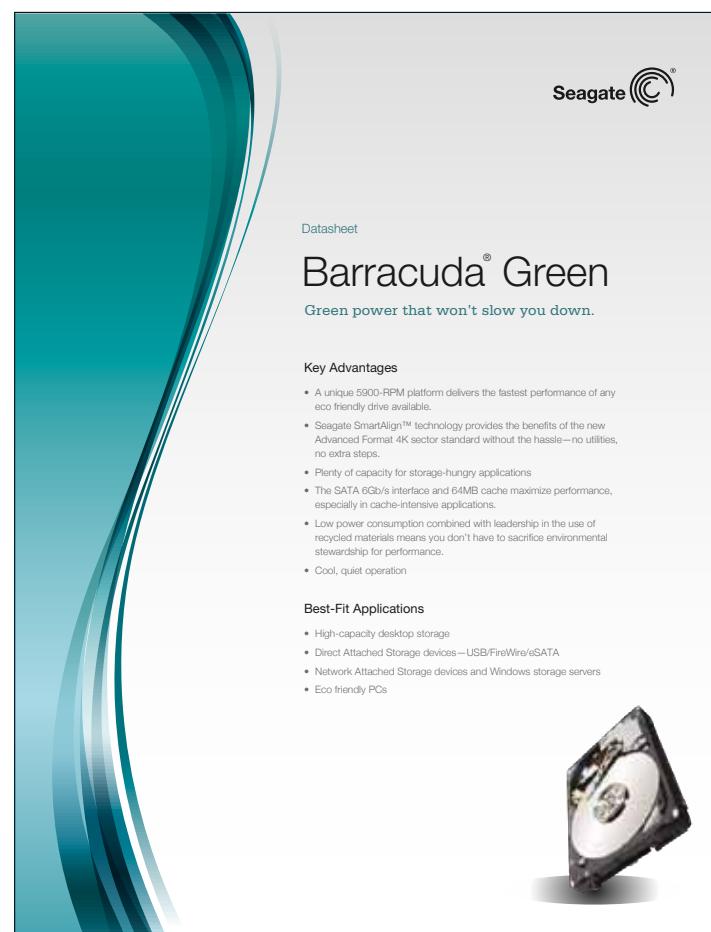
The S-Waves visual system is flexible enough to utilize in many different configurations. The S-Wave can be used as a divider separating different areas of the design, appearing as fluid motion that bleeds on and off the page. Alternately, S-Waves can also be used in a layered effect cropped by the Focus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

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

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

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% Dark Teal

100% Corporate Teal

100% Dark Blue

100% Blue

100% Dark Green

100% Green

100% Dark Slate

100% Slate

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 subtley to add another layer of depth.

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 pallete 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.

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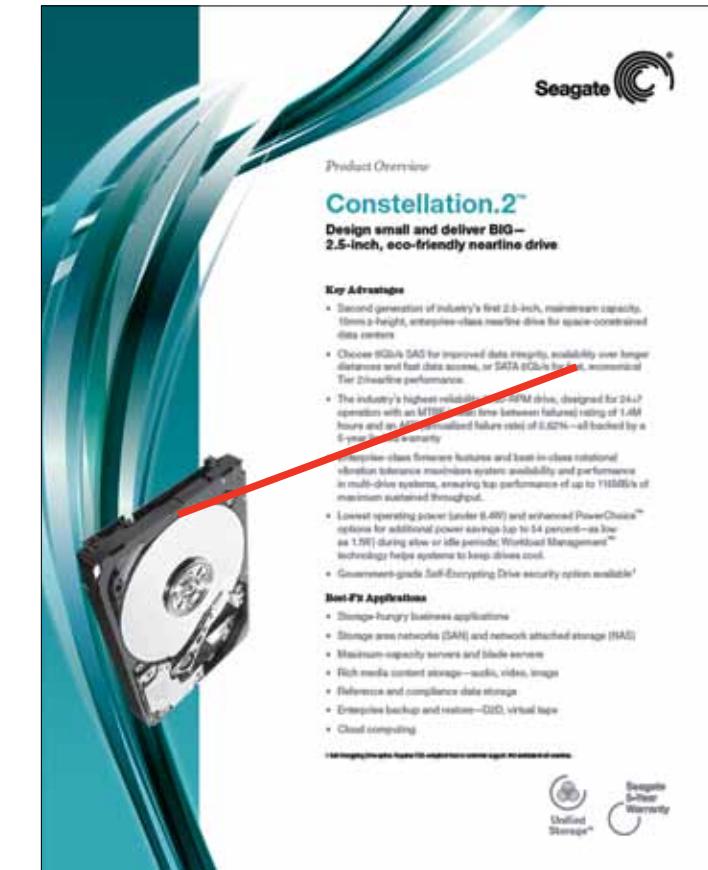
The S-Wave should reside cropped within the focus window and not be allowed to break from the mask on any side. The following examples show some misuses of the focus window.

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.

Hero Angle   Left-Angle   Straight-On   Right-Angle

Barracuda 3.5-inch

Momentus 2.5-inch

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 emphsize and visually differentiate one product from another.

	Momentus XT	Savvio 15K	Constellation	Pulsar XT
2.5-inch				

	Cheetah 15K	Cheetah NS	Constellation ES	Pipeline HD
3.5-inch				

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.

Focused on specifications with some brief marketing information on benefits.

front

back

Focused on marketing benefits with some brief specifications information.

front

back

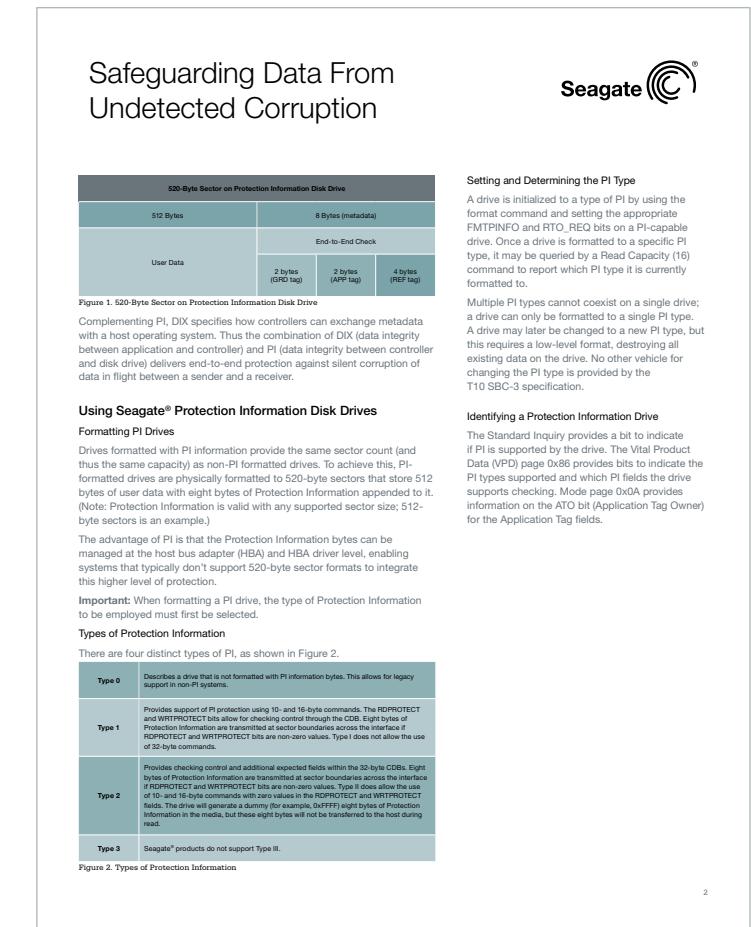Real-life stories of how a Seagate customer or partner benefited from using our products.

front

back

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

front

back