

Commercial and Enterprise Brand Guidelines

For Western Digital Data Center, Mobility, Edge and Computing Product Portfolios

December 2018

WESTERN DIGITAL CONFIDENTIAL

Western Digital®

Introduction

A brand is more than a single expression. It's a multifaceted personality that is both structured and flexible but always stays true to the brand's purpose and promise. Everything we create should tell our story in a way that's uniquely recognizable as Western Digital®.

This document illustrates our core brand elements that make up our Commercial and Enterprise brand identity communications. Our Commercial and Enterprise offerings are comprised of our Data Center, Mobility, Edge and Computing portfolios.

What you'll find here

Introduction	02
Messaging	04
Our brand voice	08
Logotype	14
Data pulse	20
Brand band	24
Typography	34
Color	38
Iconography	43
Photography	46
Product/component photography	52
General applications	56
Marketing applications	63
Contact	73

Messaging

Our belief

Our customers' data needs are complex. Our messages don't need to be.

We believe the best way to help our customers understand the value of our offerings is to focus on the benefits they derive from working with Western Digital to address their data challenges.

This means following a confident and consistent approach to branding.

An approach where our voice matches our visual identity and clearly reinforces our message. Where we are confident in the value of our products. Where the speeds and feeds don't lead the charge but support the benefits in a smart, intelligent way. Where we strive to be personal, placing the customer first in every conversation.

Our brand story

We're experiencing a continuous explosion of data. Big data. Fast data. Personal data. More connections, more apps, more inputs. More ways to capture what we're thinking, more paths to share what we're feeling, more algorithms that predict what we'll do.

As the volume, velocity, variety and value of data grow, the possibilities expand exponentially. Deeper insights that lead to breakthrough discoveries. Real-time analytics that keep people and information safer. Intelligent machines that transform economies. Immersive experiences that stretch the bounds of reality. If we're able to harness the power of data.

To unlock that potential, to transcend the limits of data as information, we need to rethink how data is captured, preserved, accessed and transformed. Data needs to live. It needs to move. It needs to be here and there right now. So it's useful to the people and systems that depend on it. Your data

has even more specific needs, driven by the unique value it holds. Your data demands precise solutions tailored for precise outcomes.

Western Digital creates environments for your data to thrive. On your phone, in the cloud, across organizations. Everywhere data lives, we're there to drive the innovation necessary for results today and the future you'll create tomorrow. New devices, new systems, new solutions, new architectures, all optimized and tuned to create the right conditions for your data to realize its full potential.

As an industry leader, we accept the growing responsibility to empower people and systems that depend on data. To develop closer relationships with customers and partners. To anticipate how data will reshape lives and industries around the world. To unite the people and ideas that will make the promise of data a reality.

Brand positioning

Overarching message

We create environments for data to thrive.

Corporate brand position

At Western Digital, we believe in the promise of data. That is why we are driving the innovation needed to help the world capture, preserve, access and transform an ever-increasing diversity of data.

Audience message

We believe in the promise of data. We create environments for data to thrive, so you can unlock its potential.

Our brand voice

One voice

Using a **unified** brand voice to reach our Enterprise, Commercial, Mobile, Embedded and Compute customers, provides opportunities to amplify our entire portfolio in a clear and consistent way.

Key voice attributes

Smart
Clear
Personal

Does your copy give our
customers confidence?

Behind every smart technology is a team of smart people. Smart is never conservative or arrogant. It's emotionally intelligent and strives to make our customers more confident in choosing Western Digital as their partner.

While we don't describe ourselves this way in our writing, the idea of 'smart' should be the consistent tone of all our communications with customers.

Smart feels...

Confident | Optimistic | Bold

Confident means:

Choose language that is assured, with few conditional or qualifying phrases.

Optimistic means:

Use strong, active verbs that inspire your customers to want to explore more.

Bold means:

Employ words that inspire and engage. In the right context, being bold means pushing the boundaries of what's expected and surprising our customers with new and innovative thinking.

Key voice attributes

Smart
Clear
Personal

Is your copy as clear and
precise as it can be?

We make it easy for our customers and partners to understand us. We avoid flowery descriptions and overly-complex sentences. We approach our communications with surgical precision, using fewer words to make our point.

While we understand some communications will require a technical deep-dive, the goal is still to keep these concise and easy to follow without 'dumbing down.'

Clear feels...

Simple | Focused | Organized

Simple means:

Using plain language that everyone understands. It doesn't mean eliminating jargon or marketing-speak entirely, but urges you to use them sparingly.

Focused means:

Get to the point, quickly and with the least amount of words.

Organized means:

Use short sentences and short paragraphs that have impact and purpose.

Key voice attributes

Smart
Clear
Personal

How does this copy
make me feel?

We know our audience and understand their challenges. We speak to them in a way that connects with them on an emotional level.

Our communications should reinforce our place as a trusted advisor and partner. Our voice is conversational, never condescending.

Personal feels...

Human | Empathetic | Playful

Human means:

Know your primary audience and their challenges. After all, they're human, too.

Empathetic means:

Lead with benefits and outcomes not problems and pain-points. Don't forget to make an emotional connection with your audience. Put yourself in their shoes.

Playful means:

In the right context, using unexpected but smart copy to catch attention and inspire conversation.

Guiding principles for language

1. Identify your primary audience.
2. Lead with benefits and outcomes.
3. Choose words that inspire and impacts:
Use strong, active verbs.
4. Strive for short sentences, short paragraphs: Get to the point.
5. Limit conditional or qualifying phrases.
6. Use plain language and limit jargon.
7. Ask, "How does this copy make me feel?"

SMART

We believe smart communication inspires our customers with confidence.

Feels: Confident, Optimistic, Bold

UNFAILINGLY CLEAR

We make it easy for our customers and partners to understand how we can meet their needs.

Feels: Simple, Focused, Organized

PERSONAL, BUT IN A GOOD WAY

We know our audience and speak to them in a way that's relatable and human.

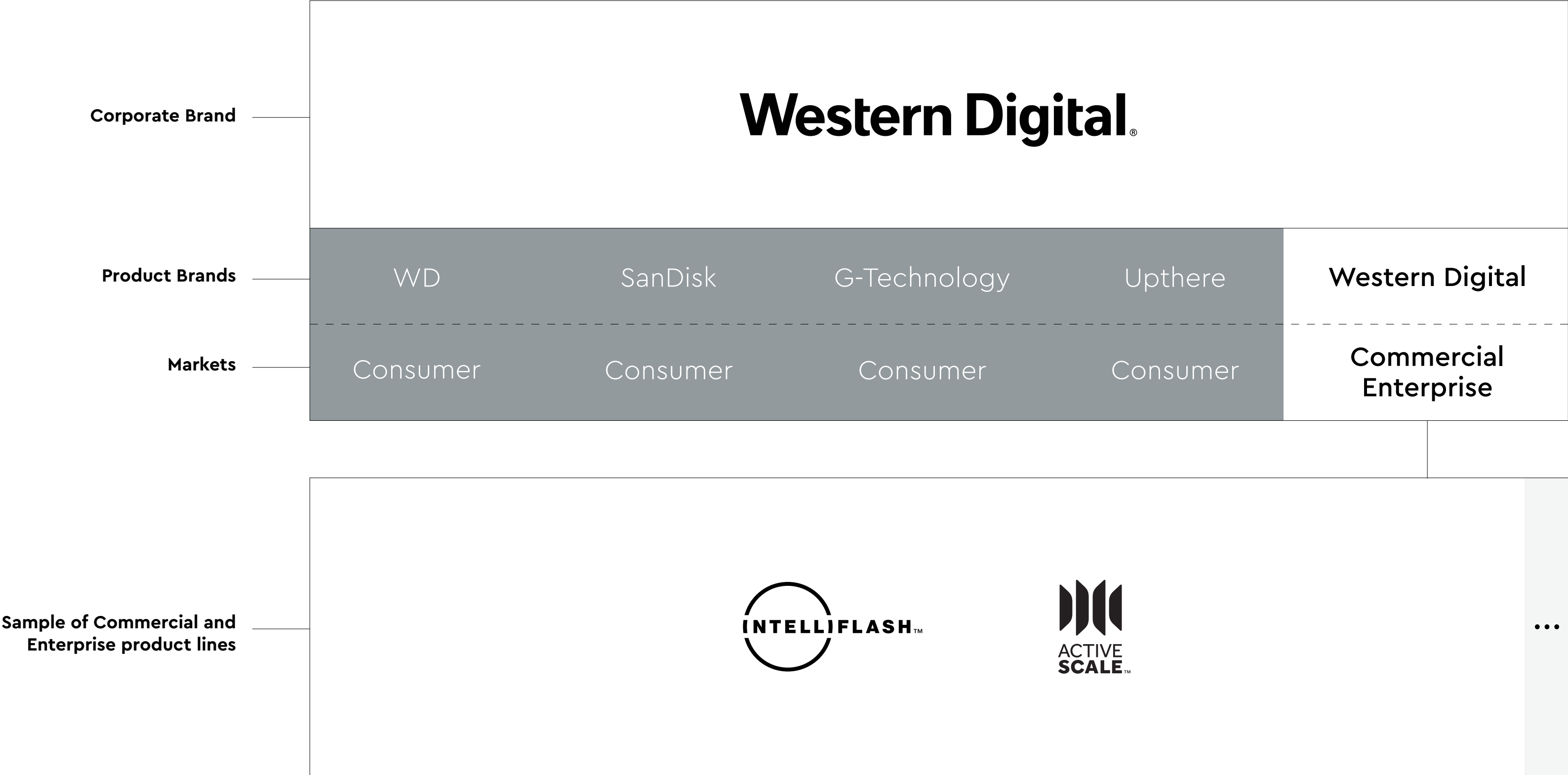
Feels: Human, Empathetic, Playful

Logotype

Commercial and Enterprise brand/ product architecture

This document supports Western Digital's Data Center, Mobility, Edge and Computing product portfolios.

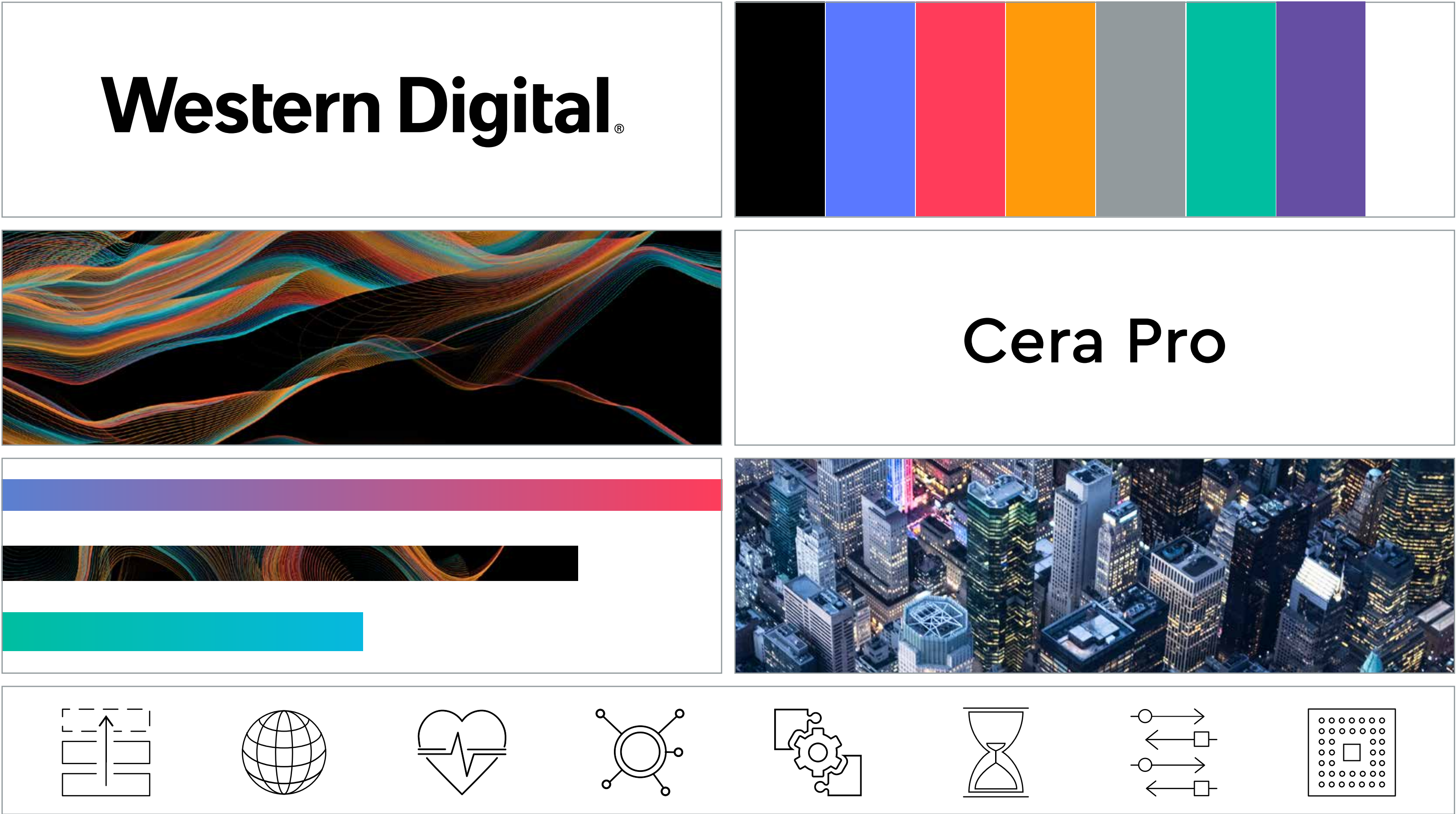
For corporate brand guidelines -or- for professional and consumer storage brand guidelines for SanDisk, G-Technology and other consumer brands, please contact corpbrand@wdc.com.



An overview

The Western Digital Commercial and Enterprise brand visual system is comprised of seven elements. When used with one another, these elements create a flexible system that communicates the energy and precision that is our expertise. This spirit is the foundation of our visual identity.

The seven elements that make up our visual system are logotype, data pulse, brand band, typography, color, iconography and photography. The following sections provide a detailed breakdown of how to use these elements to create a consistent Western Digital Commercial and Enterprise brand visual identity.



Logotype overview

Western Digital is the Product brand for our Commercial and Enterprise products. The Western Digital logotype is used in conjunction with product sub-brand logos: ActiveScale™, IntelliFlash™, or product sub-brand name text styling as in the case of OpenFlex™ or Ultrastar®.

Product name logos take the lead in all product driven content and should be separated from the Western Digital logo. The examples on the following pages demonstrate this relationship. Reference logo positioning for accurate sizing when displaying both the Western Digital logo and the product name logo.

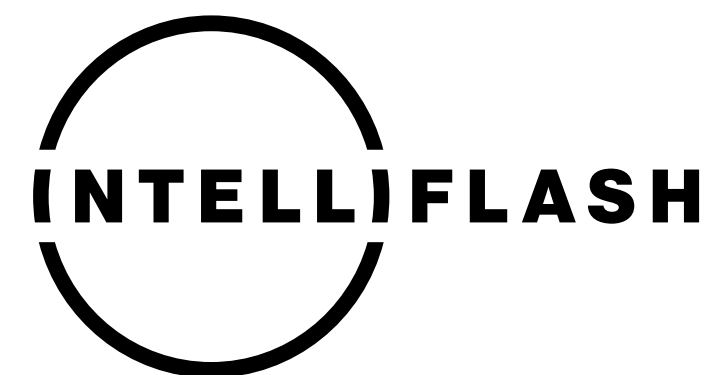
Note:

The Secondary (Stacked) version of the Western Digital logo is for selected use only. Contact corpbrand@wdc.com for details on the use of this logo.

[For detailed instructions on the proper usage of the Western Digital logo, follow the guidelines in the Western Digital Logo Guidelines document.](#)

Western Digital®

**Western
Digital®**



Western Digital®

**Western
Digital®**



Logo relationships

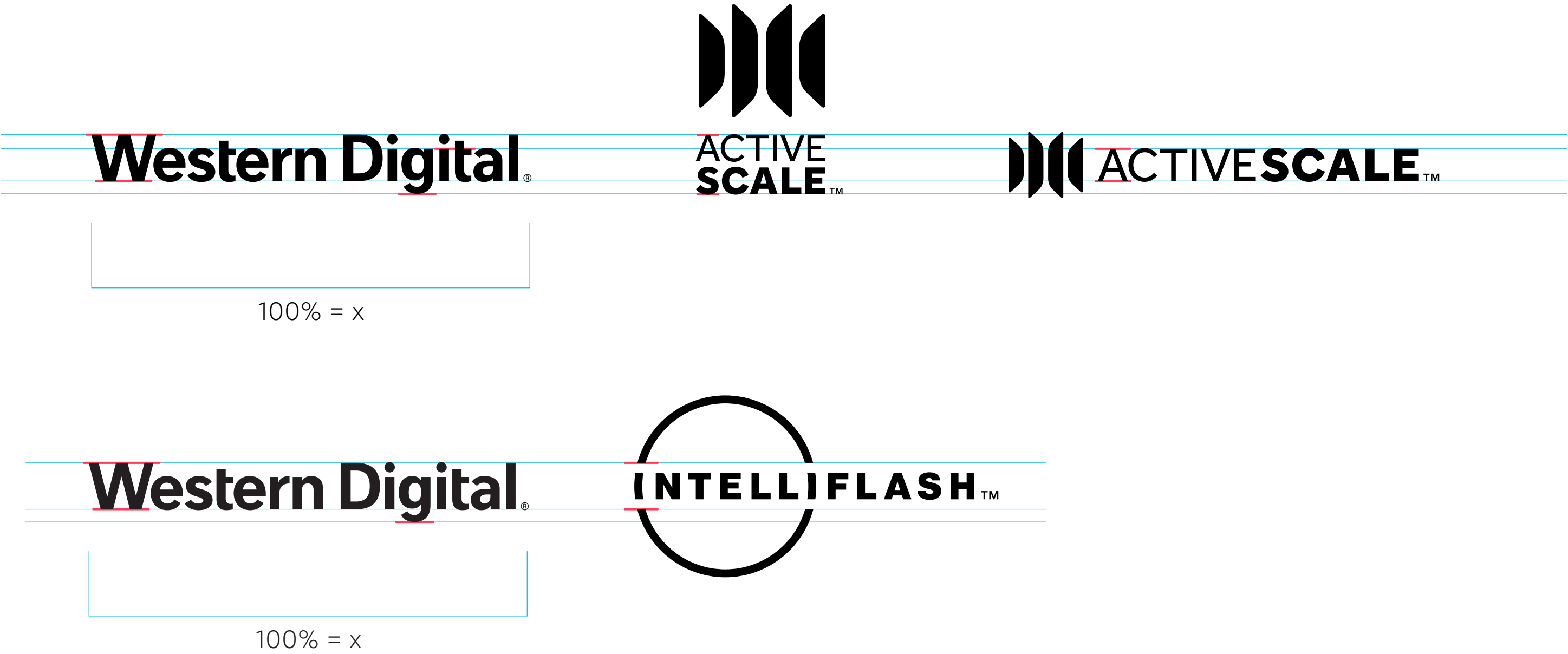
Size

The Western Digital logo and family of Commercial and Enterprise product name logos should always be used in accordance with the sizing guidelines on this page.

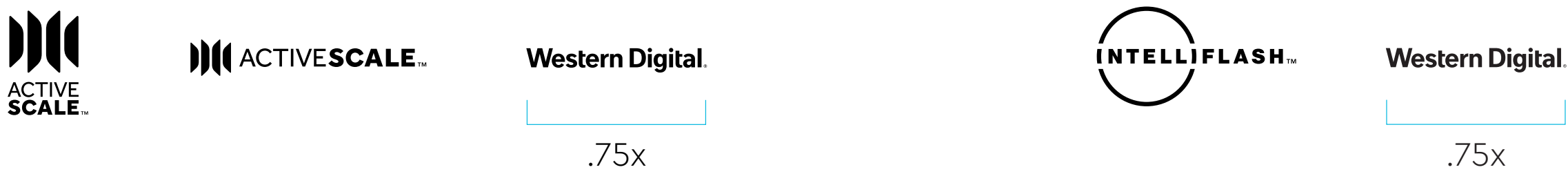
Use the main size relationship as a starting point. Logos should be used according to this size relationship when both are of equal importance.

In instances where IntelliFlash or ActiveScale are of primary importance and Western Digital is secondary, the Western Digital logo may be scaled down to as low as 75% of the size of the primary logo. This is also true in situations where the design itself necessitates a size adjustment.

MAIN SIZE RELATIONSHIP

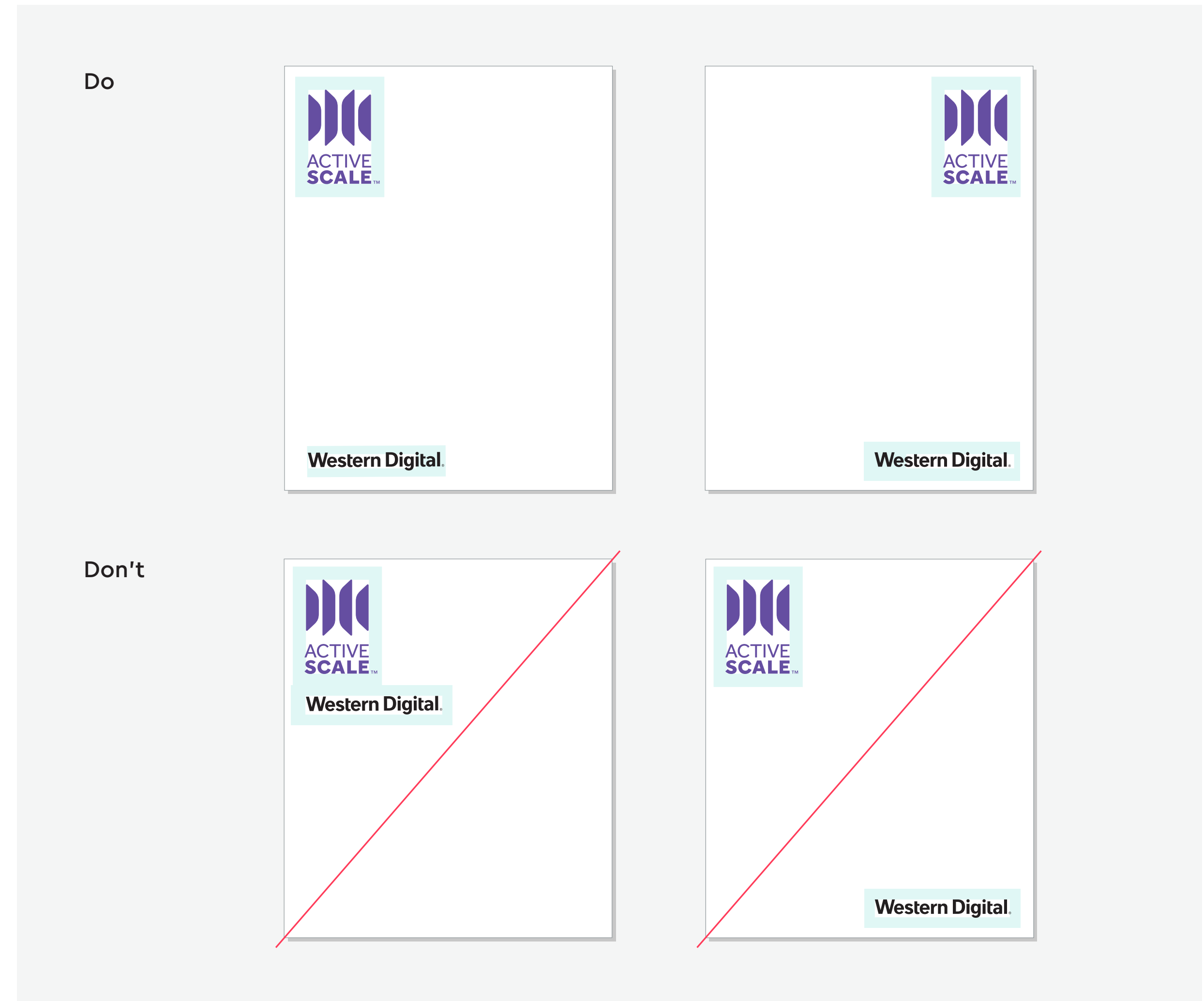
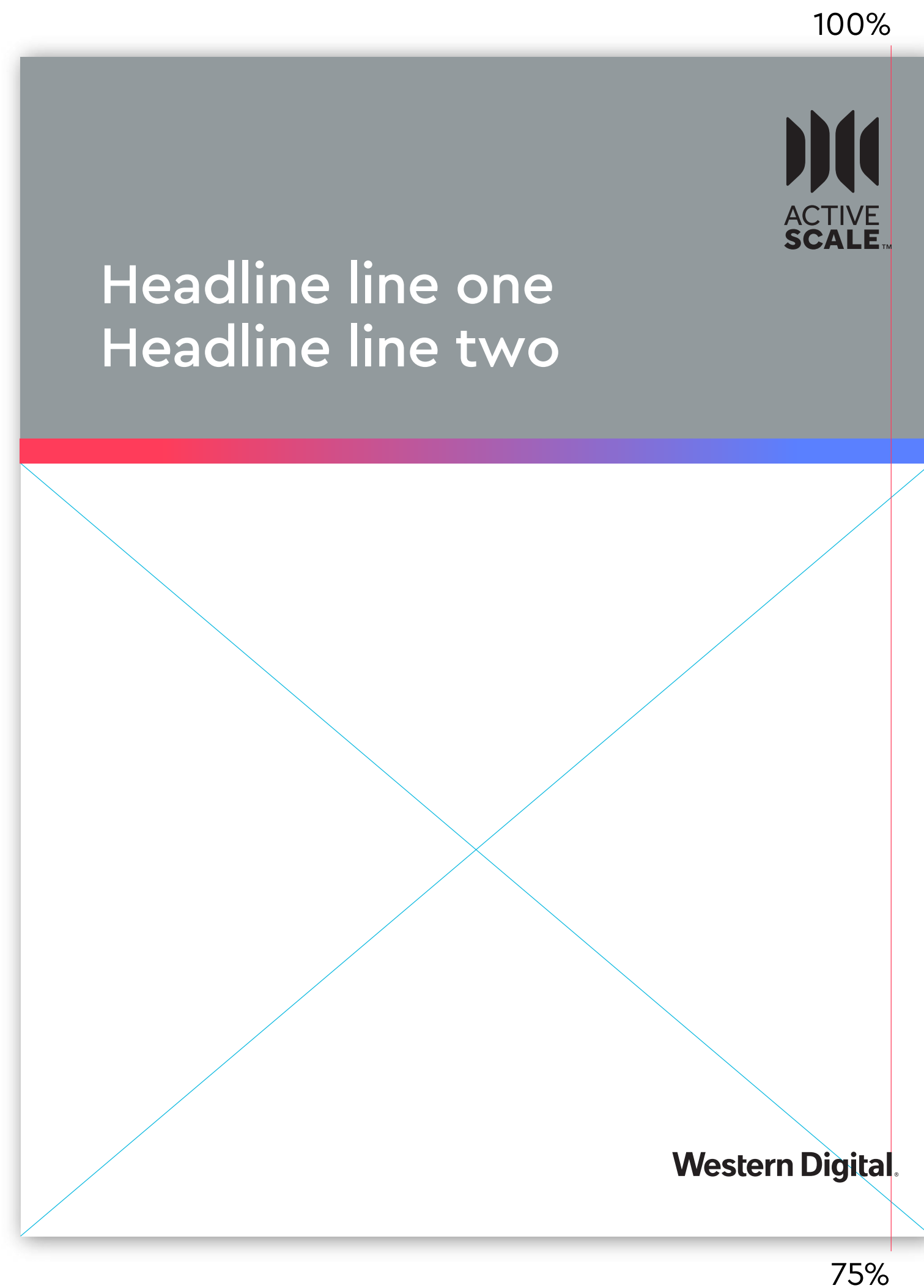


SECONDARY SIZE RELATIONSHIP



Logo relationships

Placement and Alignment



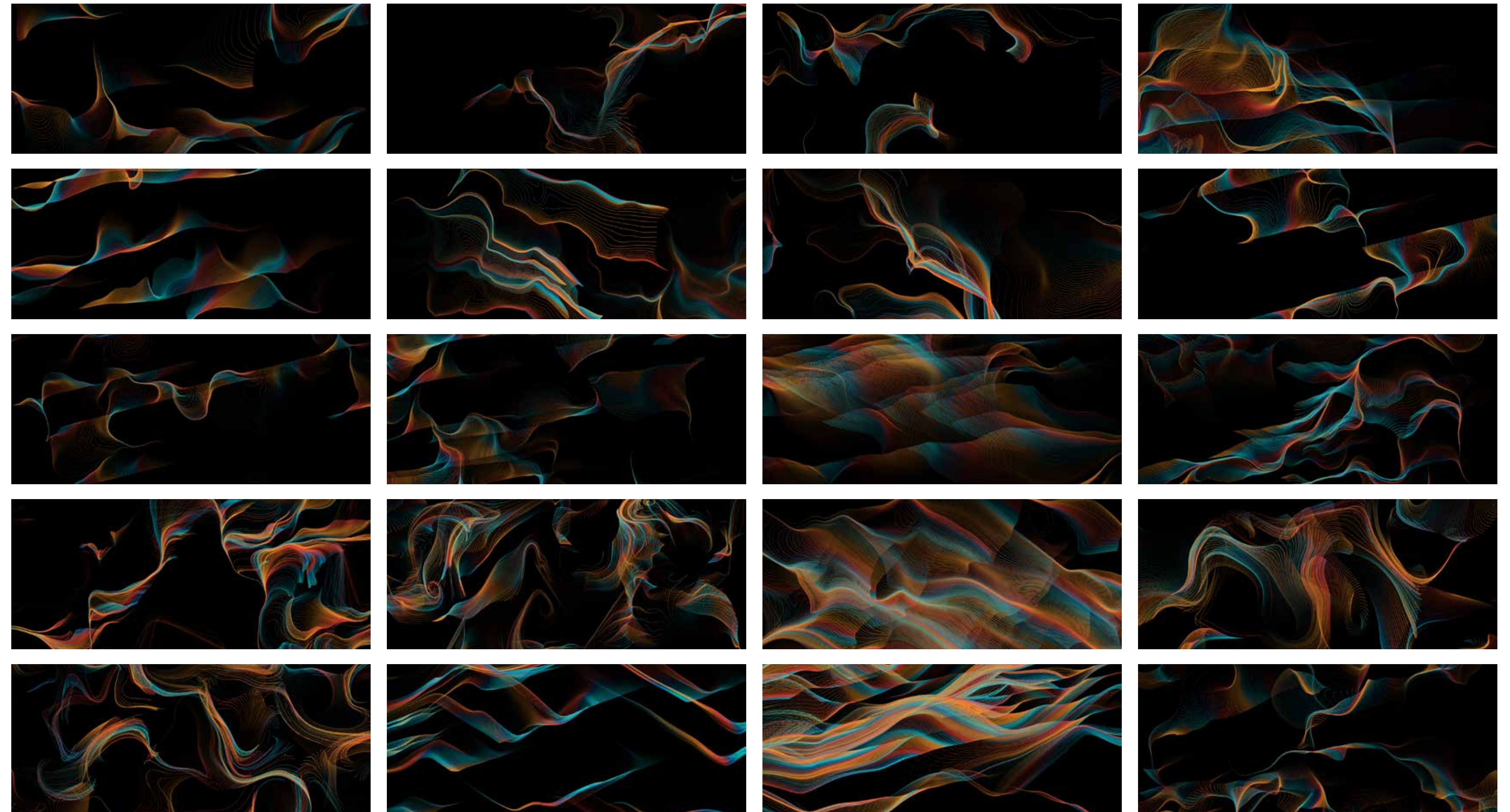
Data pulse

Our heartbeat

The data pulse is a brand element that boldly and visually shows the dynamic nature of Western Digital.

The data pulse can be used in print and digital applications as a way to show energy. It can take up varying amounts of space in the layout and typically will bleed off on all sides of the layout. A snapshot of the various high resolution static data pulse images can be seen to the right.

Contact corpbrand@wdc.com for access to the set of high resolutions data pulse graphics in .eps or .jpg format.



Data pulse

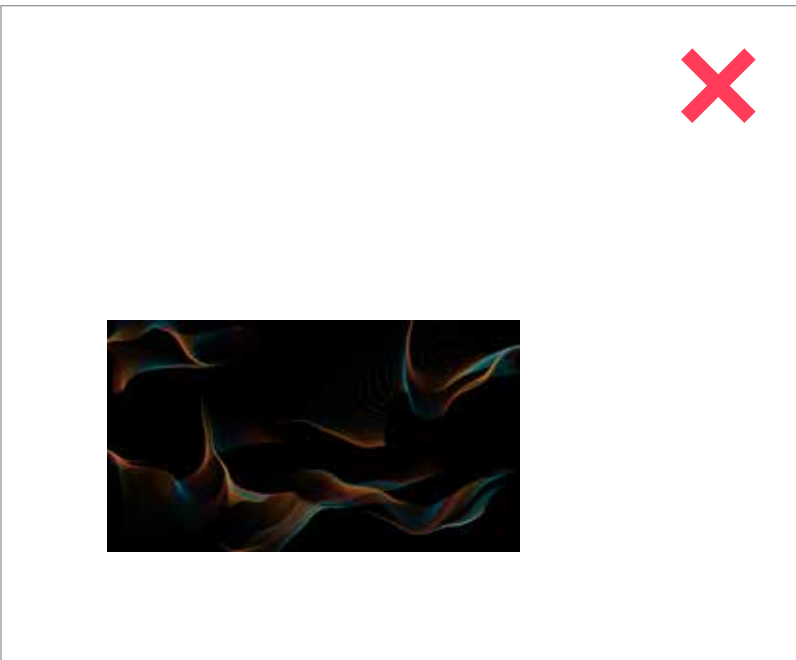
Do nots

Use the data pulse to create an energized experience, but be careful not to overuse it. Aim for a balanced use of the pulse, our color palette and our other brand design elements, in order to create great design experiences that surprise and delight our audiences.

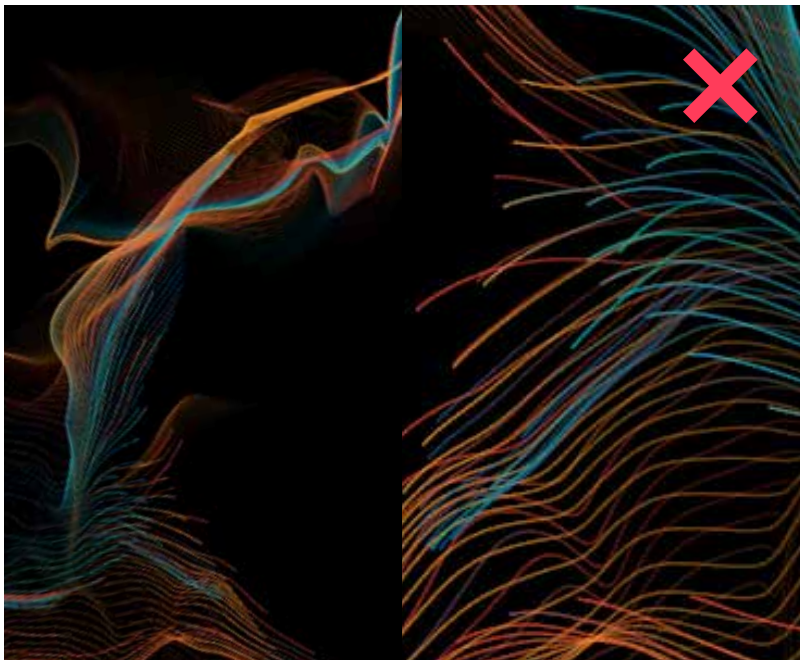
The data pulse may not be used as a logo or a solitary brand element.

The data pulse may not be used to promote a single product brand.

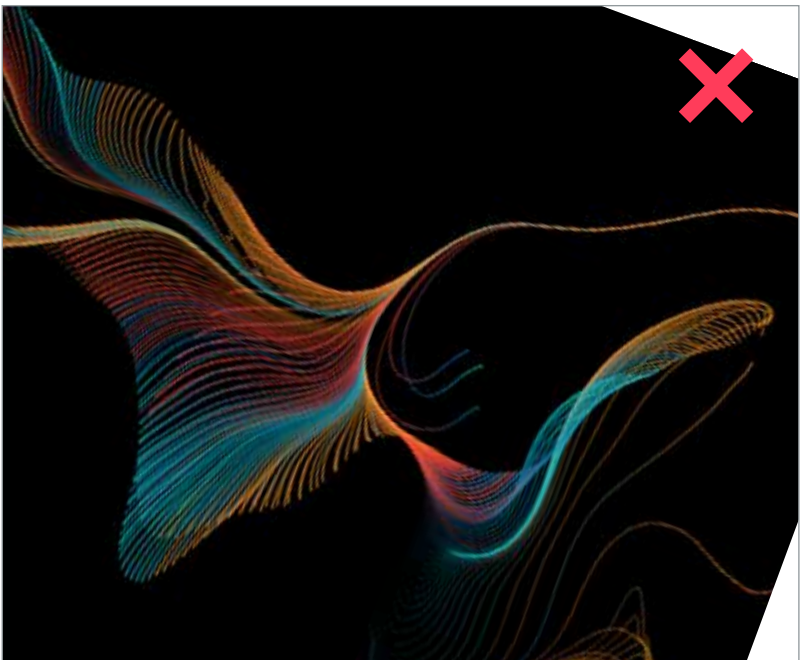
Data pulse static images are managed by the Creative Services team and available by request only. Artwork is available as scalable vector graphics.



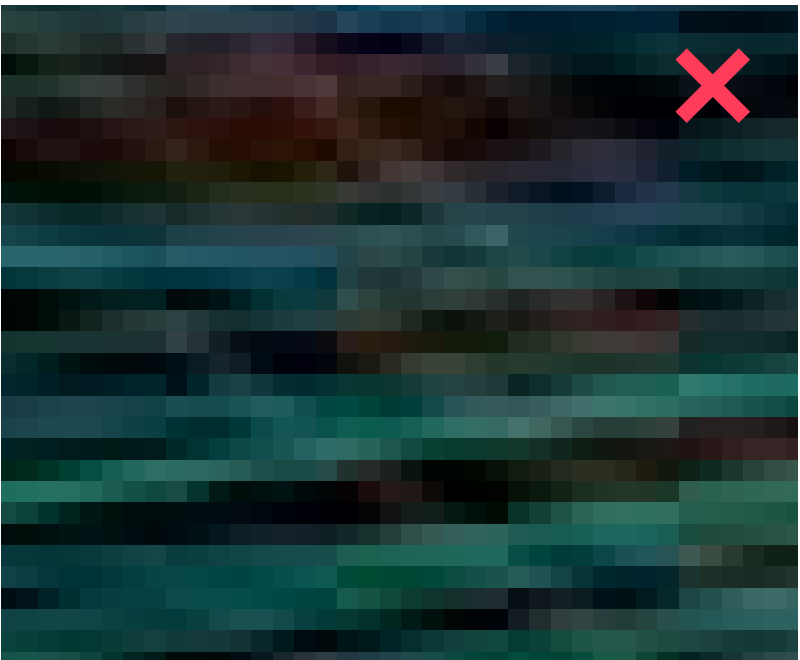
Do not place as a small element within a layout.



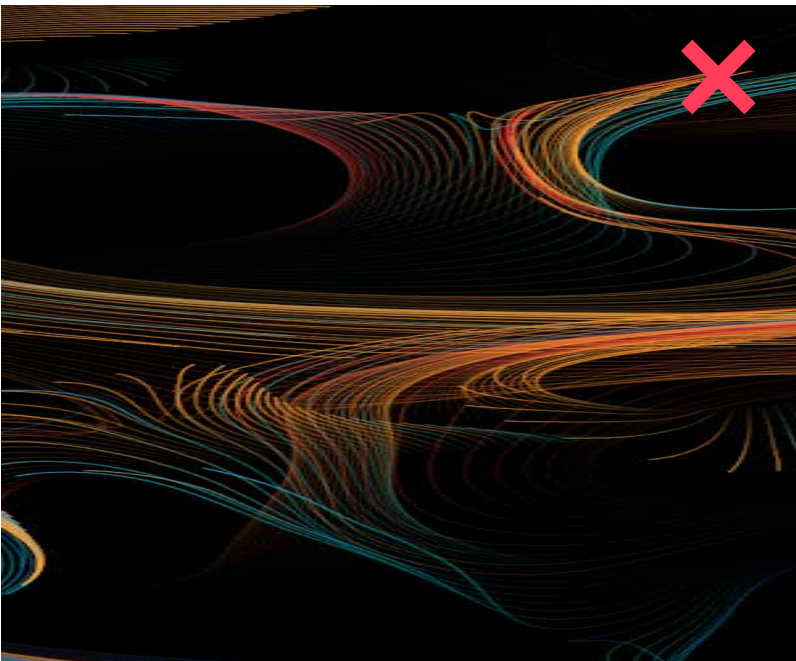
Do not place more than one, or step repeat a data pulse within one layout or space. It should feel expansive.



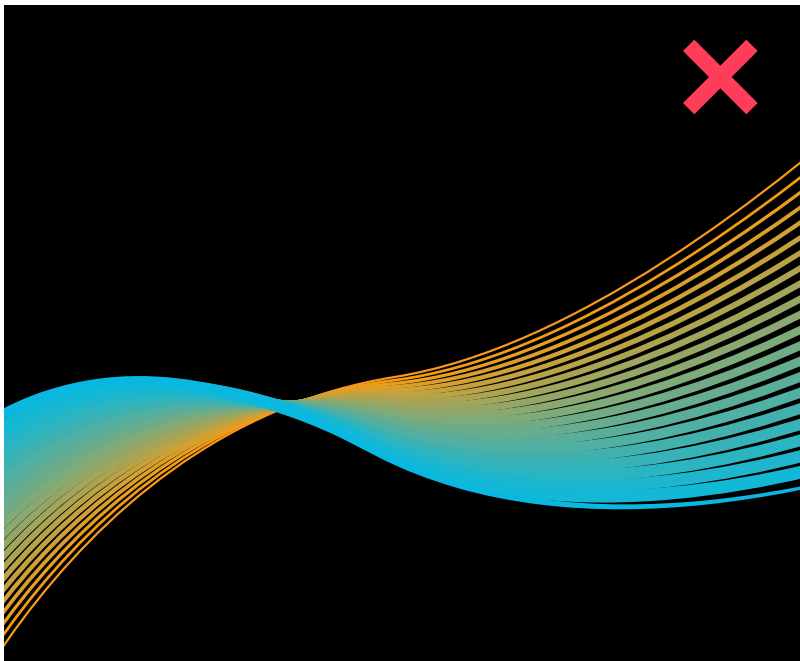
Do not allow edges of artwork to be shown.



Do not scale artwork to the point of pix-elating the image.



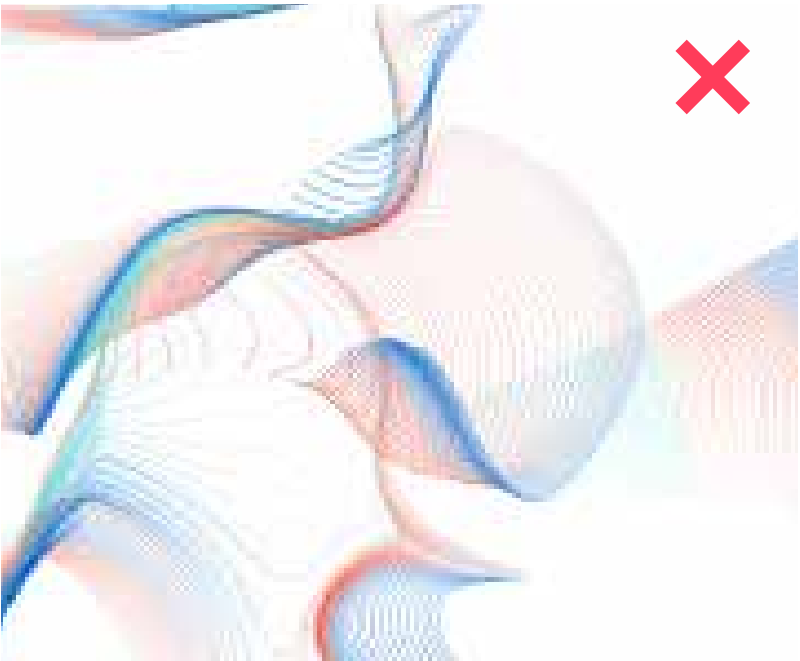
Do not stretch or distort the data pulse artwork.



Do not emulate, recreate or change the color of the data pulse.



Do not create layouts that compromise the legibility of communications.



Do not invert or add any effects to the data pulse artwork.

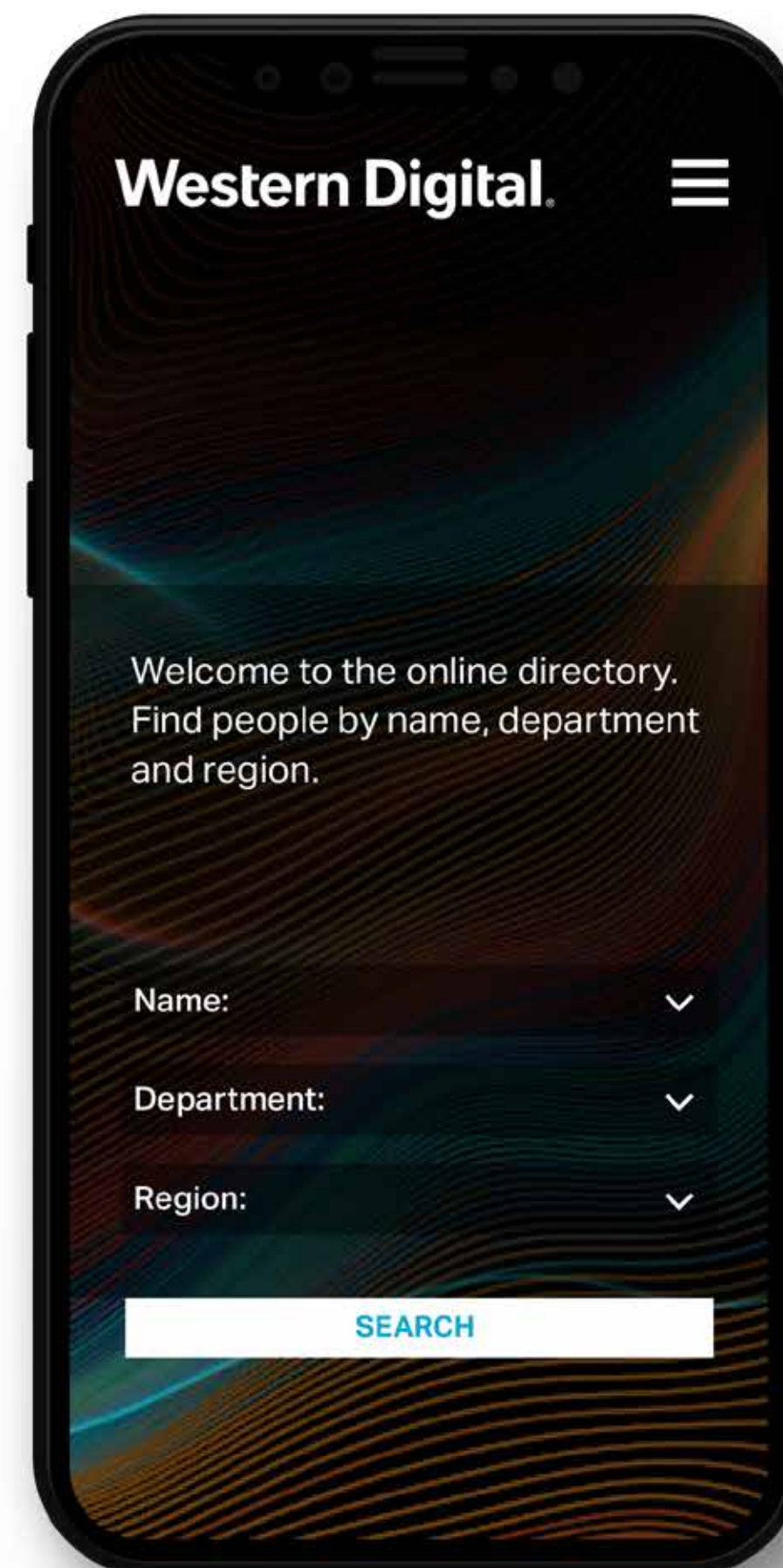
Print and digital

When considering using the data pulse in layouts, think about the message being communicated and the amount of text that needs to reside over the image.

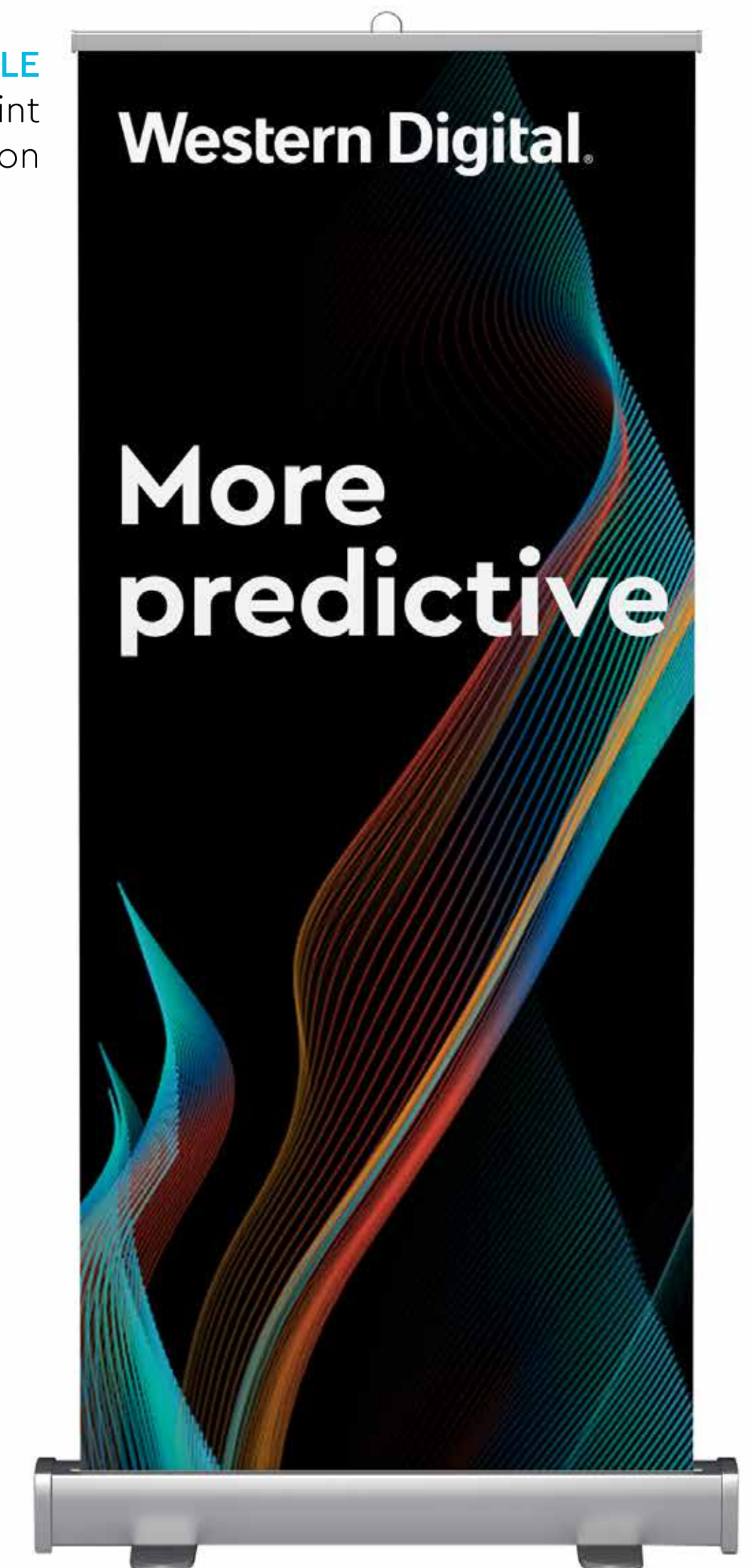
When copy is placed over the data pulse, ensure that the copy is readable and that the overall design looks clean and uncluttered. Consider the use of large bold typography or the use of semi-transparent color blocks to achieve the right amount of legibility and contrast.

On physical print mediums, such as banners (as illustrated to right), use one of the available high resolution data pulse images.

EXAMPLE
Digital
application



EXAMPLE
Print
application



Brand band

Grid system

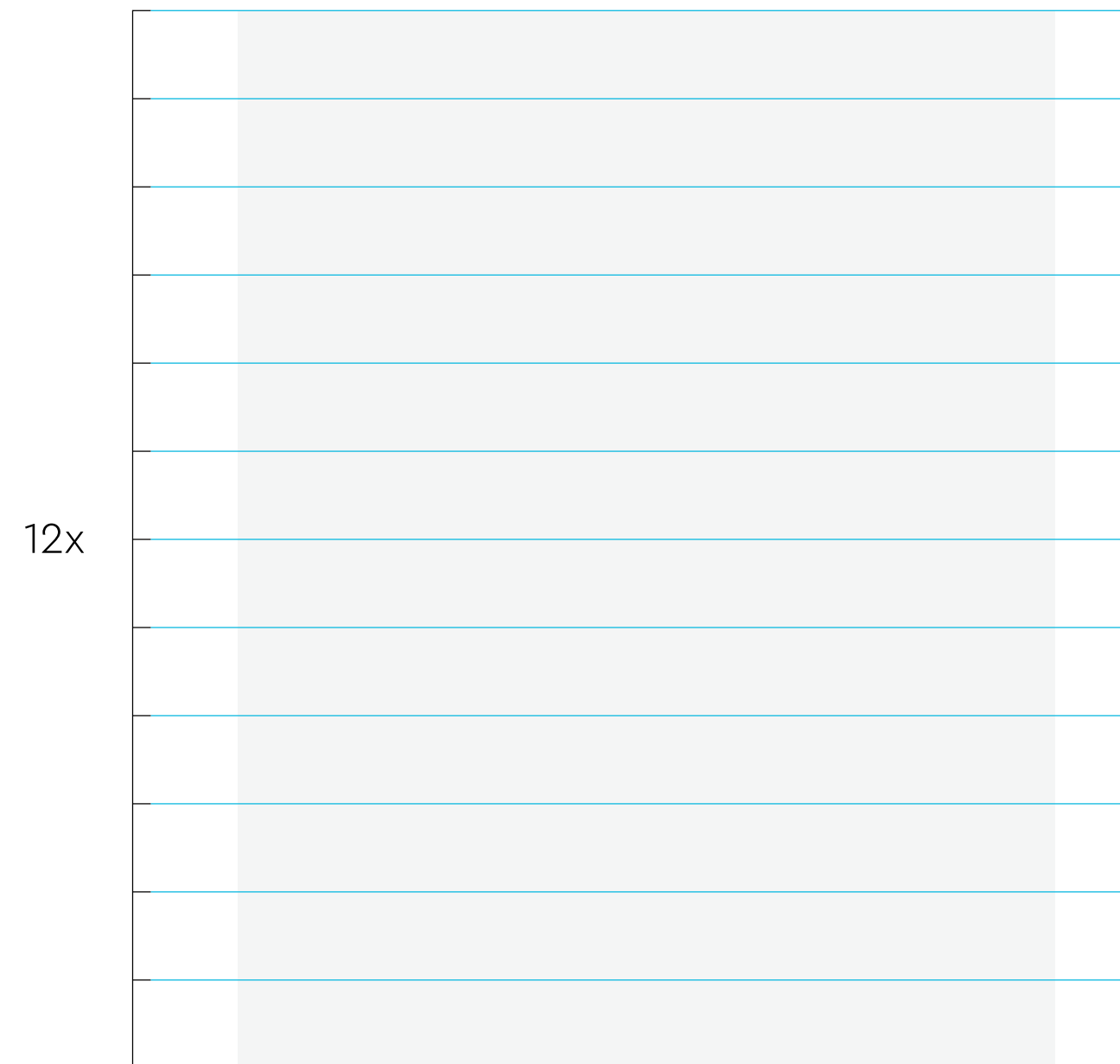
The brand band is an element that is uniquely Western Digital. It adds a layer of color and visual interest to any layout.

The size and composition of the brand band is determined by the size of the artwork. Depending on the height of the artwork, use the appropriate formula to figure out the square footprint of the brand band.

Either a slice of the data pulse or a color gradient can be used for the brand band.

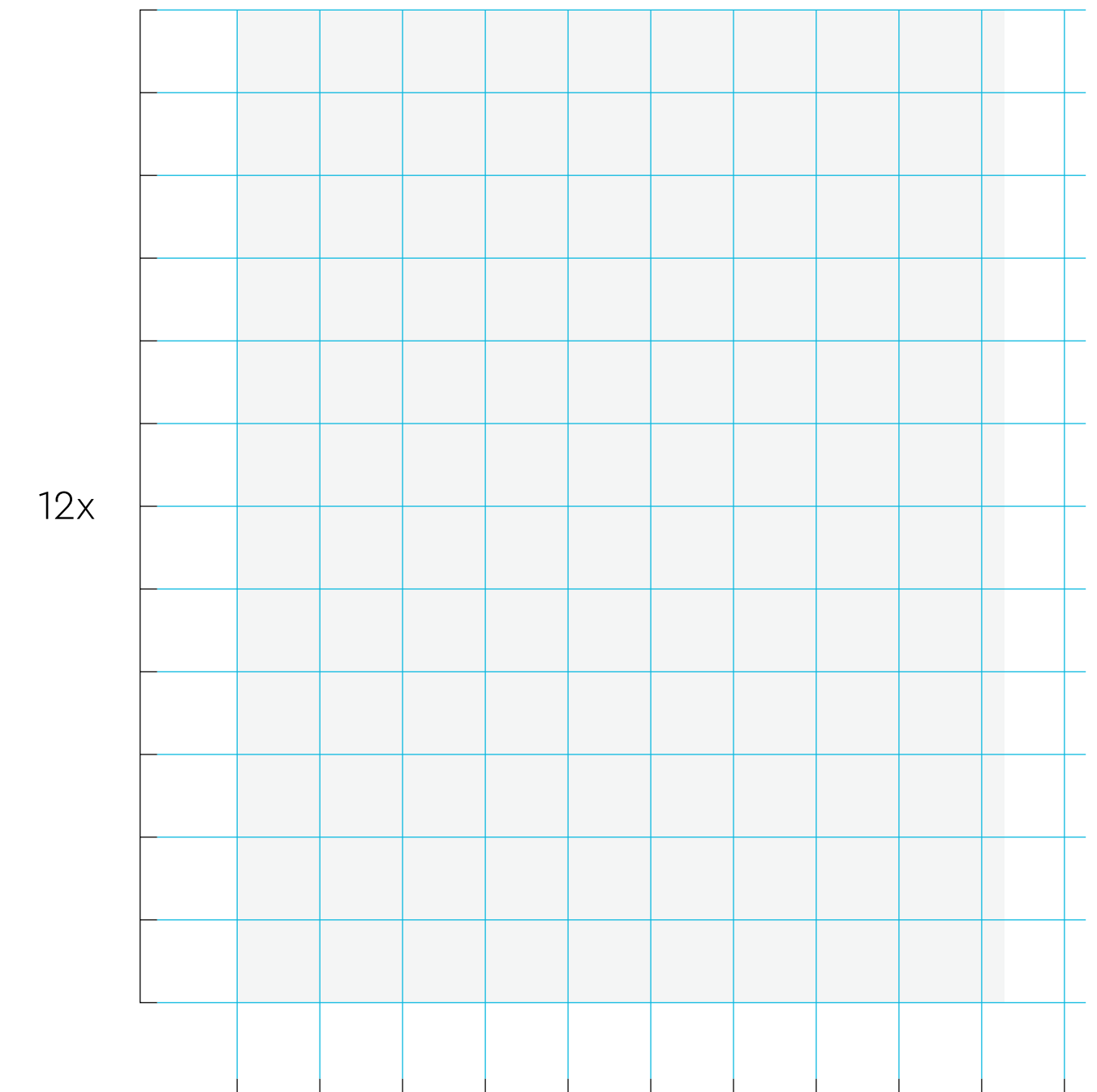
Step 1

Divide the artboard vertically by twelve.



Step 2

Use this grid measurement to divide horizontally. Begin the grid on the left edge of the layout.



The build

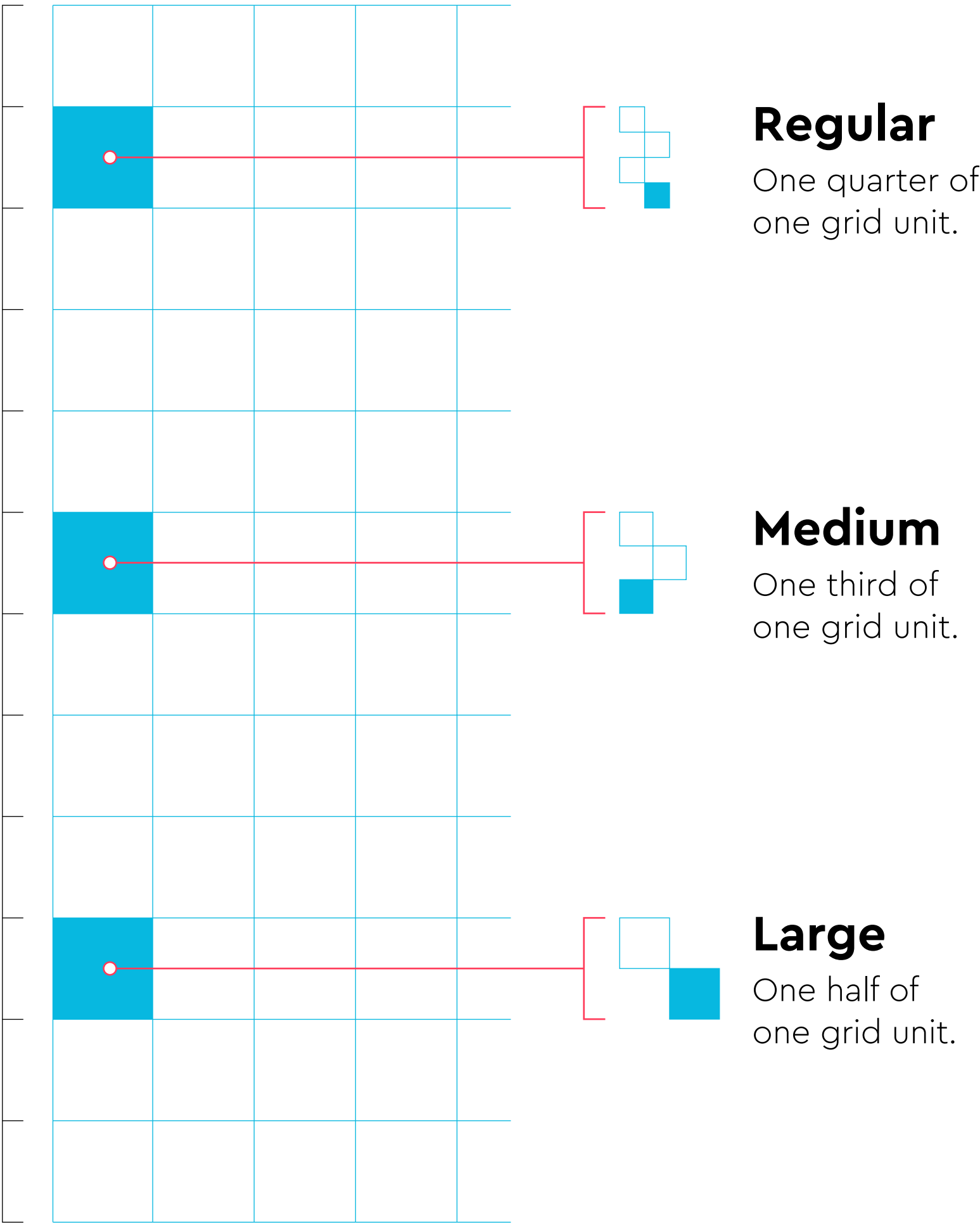
The size of the finished artwork and the grid system together will define the appropriate size of the brand band.

The height of the brand band is determined by the size of the artwork being built. Rough definitions for the three size categories are as follows.

- Regular** | Letter / Tabloid
- Medium** | Poster / Billboard
- Large** | Environment / Building

Step 3

Use one grid element to build the beginnings of the 'brand band'.



Proportion rules

Use the formula to right to determine the appropriate height of the brand band. Using the proportion rules, the brand band can be elongated vertically or horizontally.

Keeping the size of the brand band to these proportion rules will ensure a consistent and recognizable visual system.

Step 4

The brand band can then be elongated either horizontally or vertically.



Regular

Medium

Large



Placement

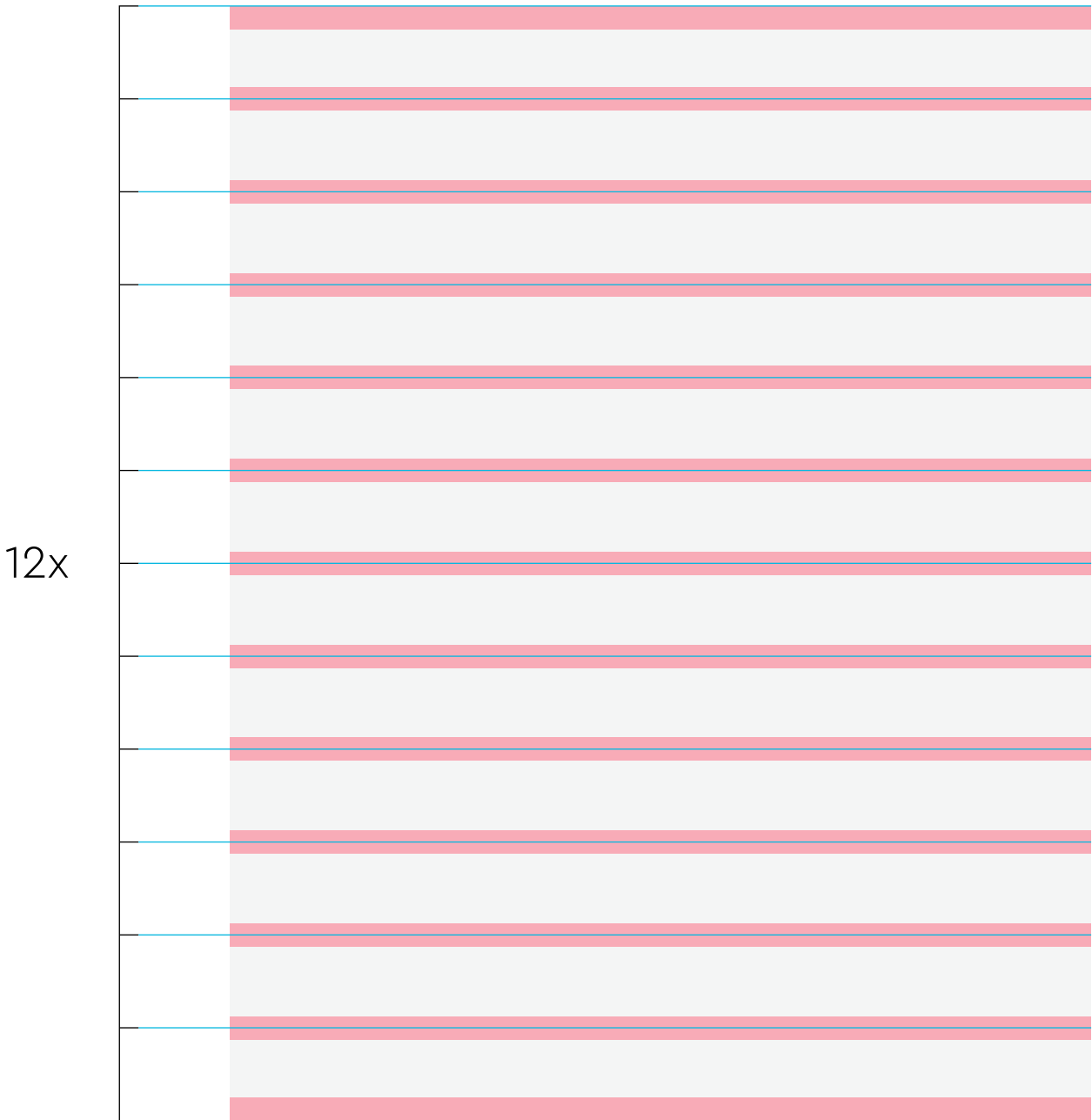
Use the grid system outlined at the beginning of this section. The brand band can be set to one edge of an artboard or along a grid line.

The size of the artwork will determine how long the brand band should be in a given layout. See the following pages for details.

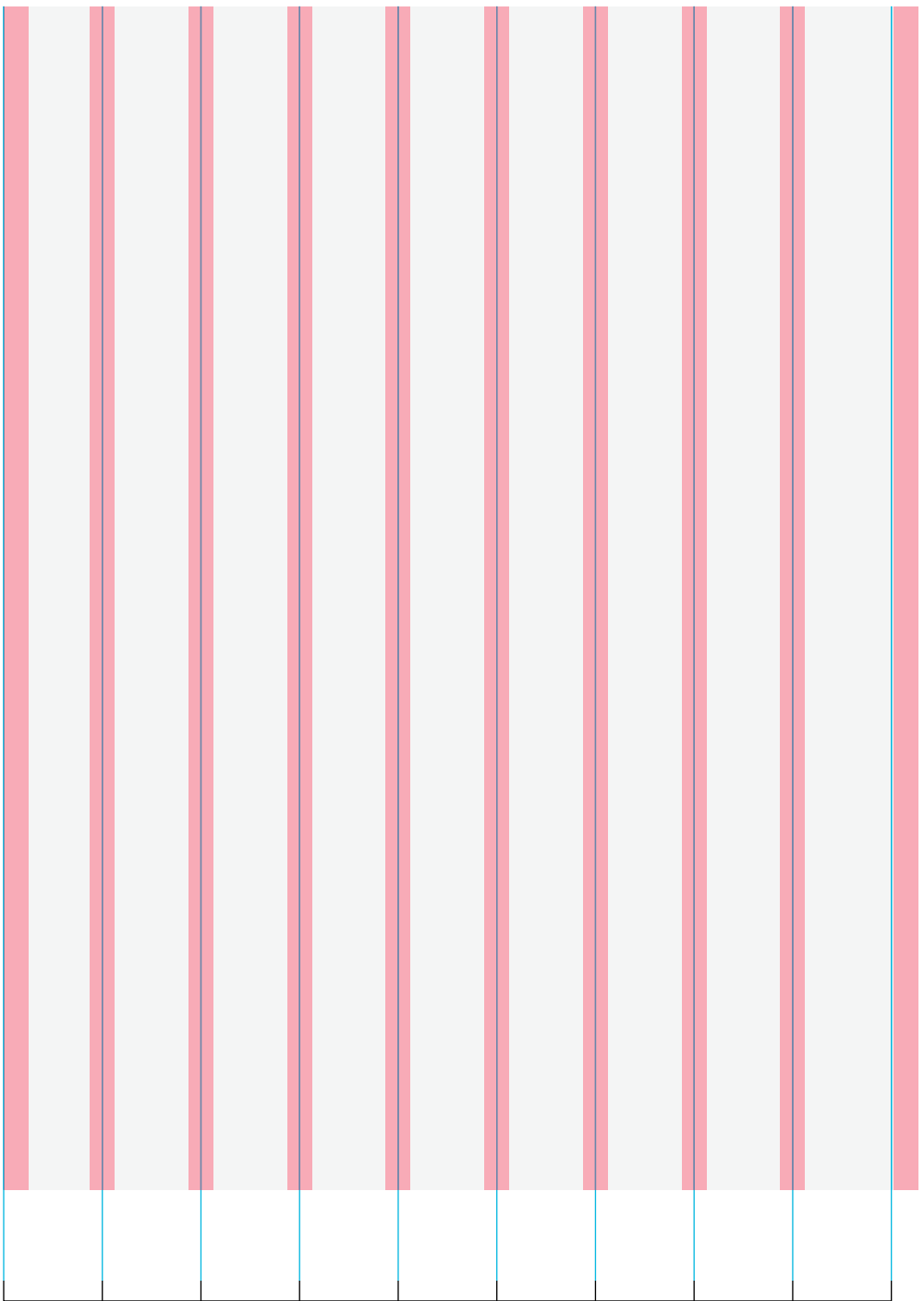
The brand bar can be placed either horizontally or vertically.

Brand bands can only be used once per communication.

Regular size
horizontal example



Regular size
vertical example



Regular size

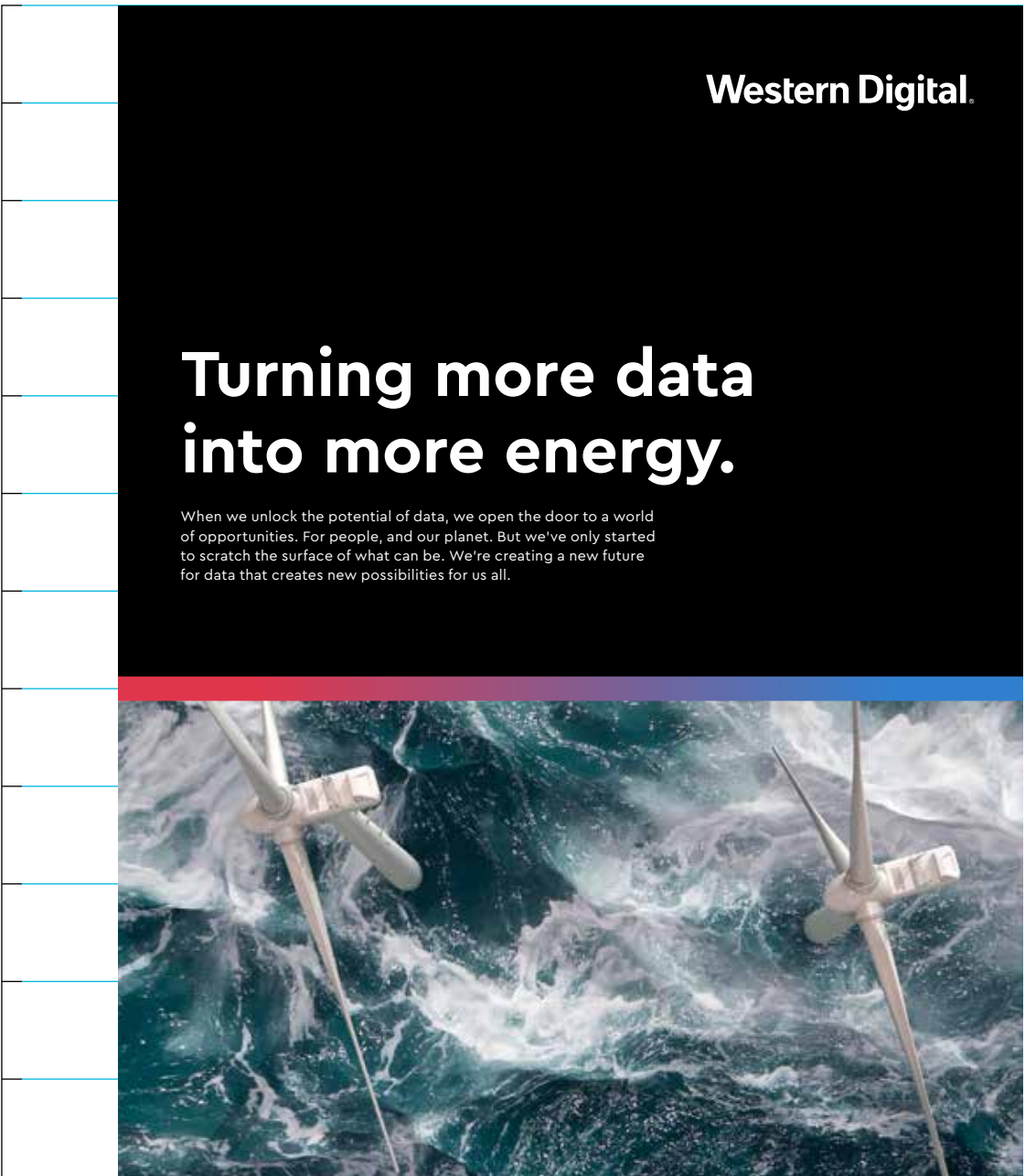
A regular size artwork is roughly defined as a letter or tabloid.

For regular size applications, the brand band can travel the full length of the page, or can be shorter. In instances where the band does not travel the full-length, it may travel between one-quarter and three-quarters of the width or height of the artwork (see **Medium** size details on the following pages for examples).

The brand band can connect two different types of media, and can be placed in the center of the layout or asymmetrically. When **not** placed in the center of the layout, the band should be placed about one-third of the way from the closest edge.

Brand bands can only be used once per communication.

Regular size
horizontal example



Regular size
vertical example



EXAMPLE Regular size applications

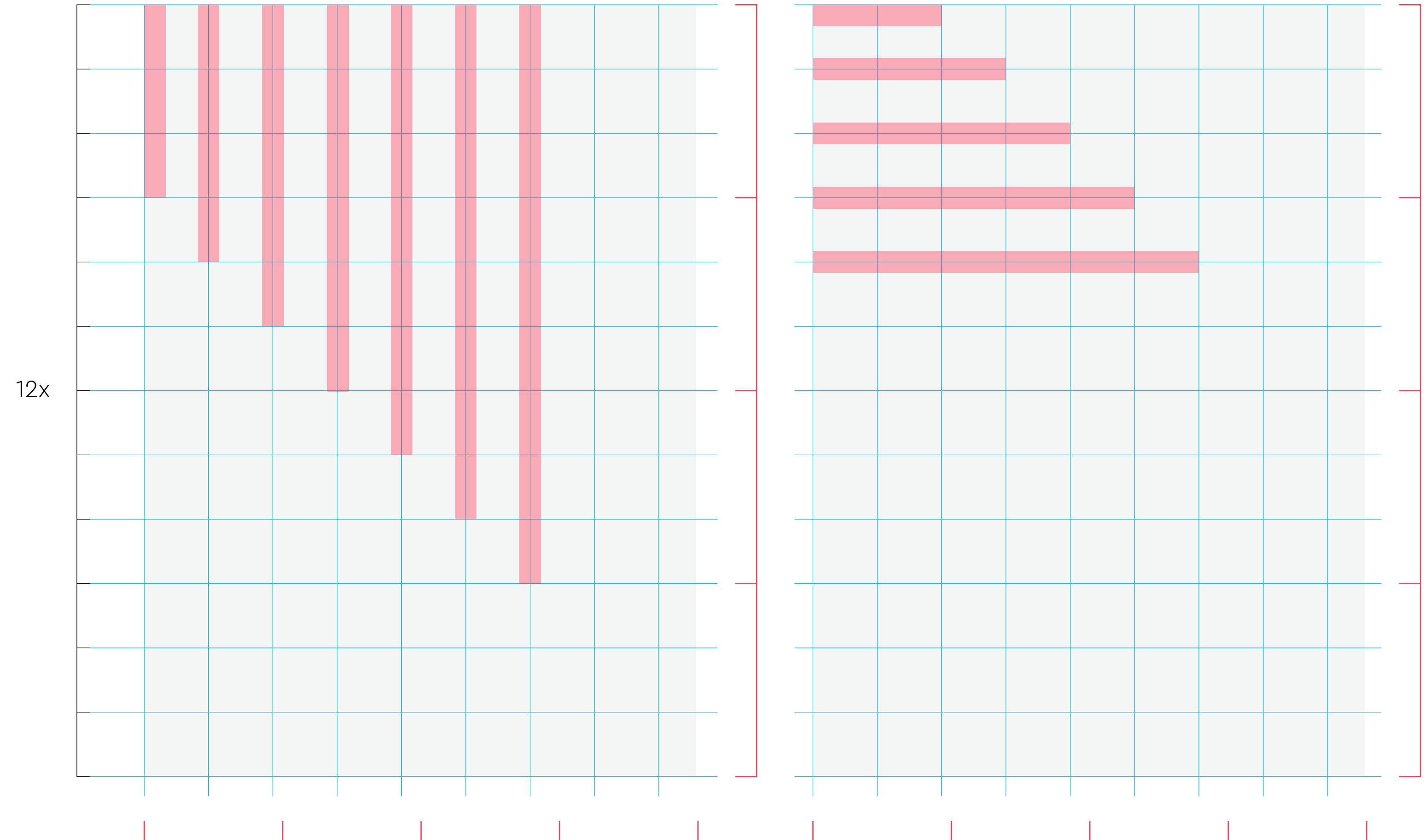


Medium size

A medium size artwork is roughly defined as a poster or billboard.

On a medium size artboard, the brand band must travel between one-quarter to three-quarters of the width or height of the artwork.

Brand bands can only be used once per communication.

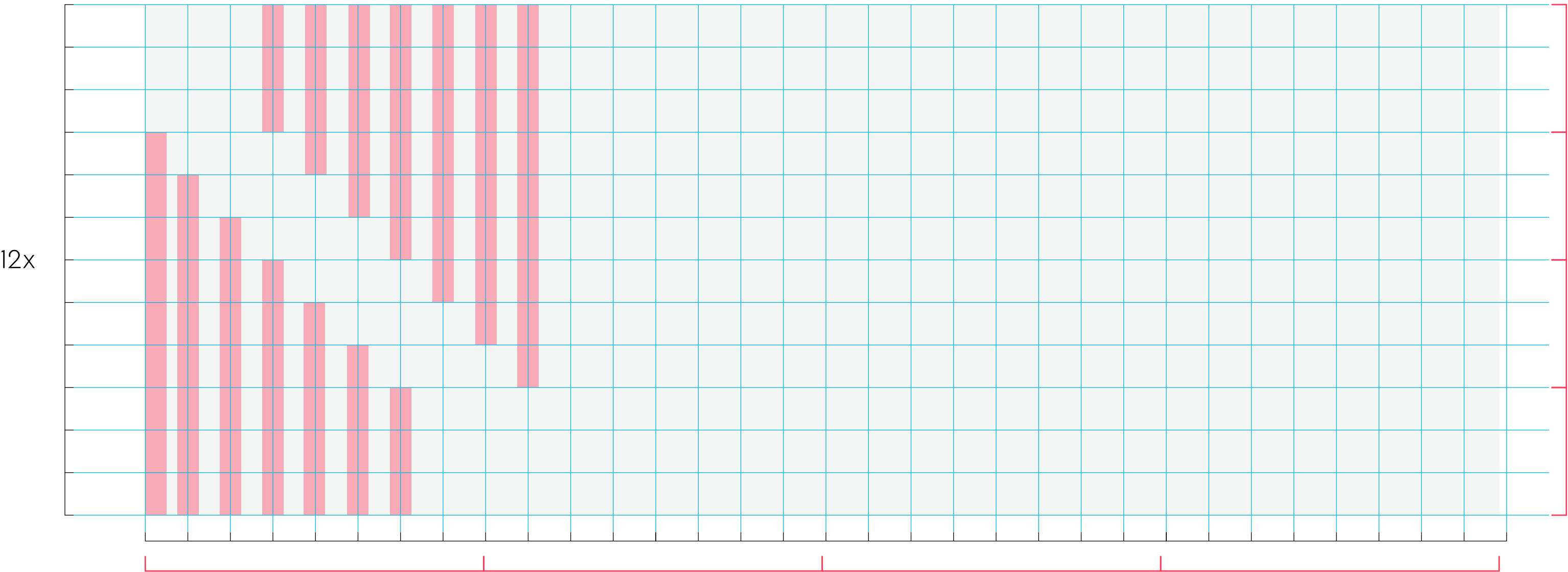
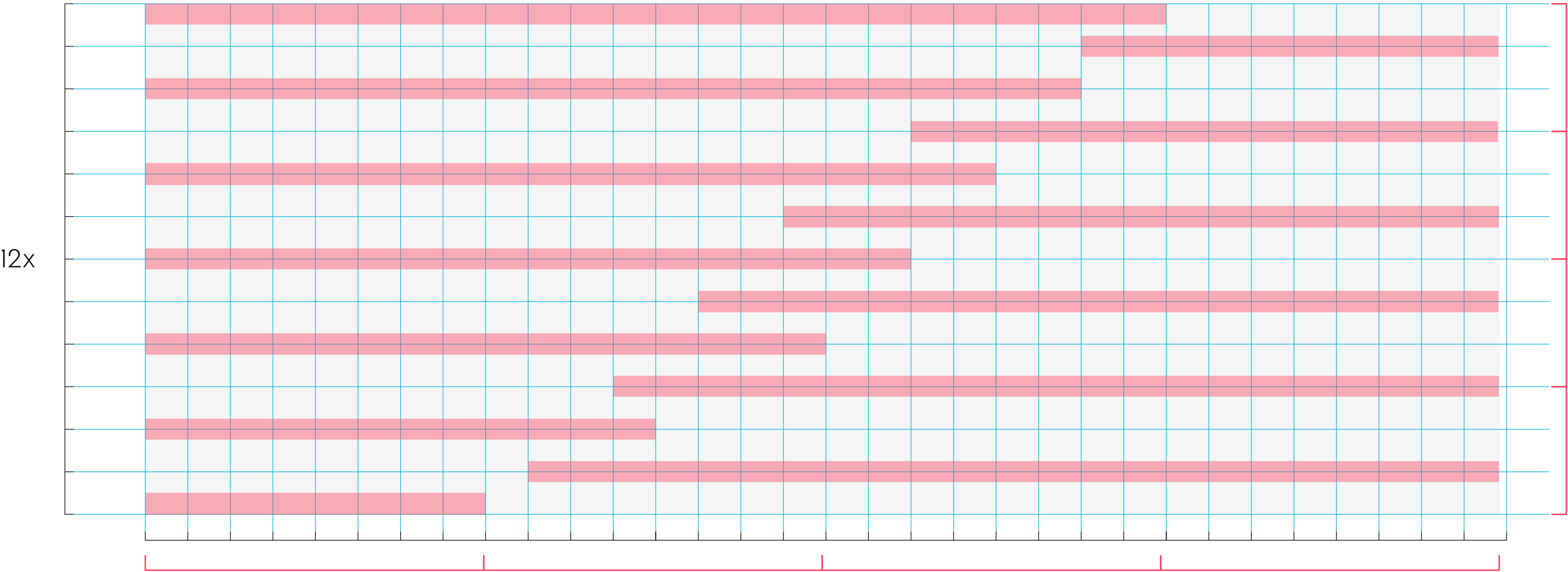


Large size

A large size artwork is defined as a graphical piece displayed in an environment or building.

On a large size artboard, the brand band must travel between one-quarter to three-quarters of the width or height of the artwork.

Brand bands can only be used once per communication.





Typography

Cera Pro

Cera Pro is a distinctive modern geometric sans serif typeface that delivers a clean and precise look and feel for our communications. With many available weights, it's designed for maximum legibility across all applications.

Headlines | Cera Pro Medium
Body text | Cera Pro Light

In limited text applications where text legibility from a considerable distance is important (such as banners), Cera Pro Bold may be used.

In applications like Microsoft® PowerPoint® or web and digital applications, where Cera Pro may not be available, a combination of Gill Sans and Calibri may be used instead. See the "Alternative typeface" section to right for details on use.

For non-Latin languages, typeface recommendations are outlined on the following page.

Cera Pro Medium

Headlines

AaBbCcDdEeFfGg

1234567890<>?:"

Cera Pro Light

Body text

AaBbCcDdEeFfGg

1234567890<>?:"

Cera Pro Bold

See use details to left

AaBbCcDdEeFfGg

1234567890<>?:"

Alternative typeface

Gill Sans MT SemiBold

Headlines

AaBbCcDdEeFfGg

1234567890<>?:"

Calibri Regular

Body text

AaBbCcDdEeFfGg

1234567890<>?:"

Non-Latin typefaces

For languages that are not Latin-based, recommended typefaces are outlined to the right.

To mirror the bold modern typeface Cera Pro, clean sans serif typefaces are recommended for non-Latin languages. Use the recommendations to right, or other typefaces that are similar.

Hiragino Sans GB
Japanese

日本語

SimHei
Traditional Chinese

繁體中文

SimHei
Simplified Chinese

简体中文

Malgun Gothic
Korean

한국어

Tahoma (Mac), Arabic Typesetting or Arabic Transparent (PC)
Arabic

عربي ىبرع

Arial
Cyrillic

РУССКИЙ

Text styling

Use on Ultrastar Enterprise-Class HDDs and SSDs

Ultrastar is a product. To represent the Ultrastar name, use the text styling guidance on this page.

1-LINE ORIENTATION

The styling displayed here is consistent with the current title display on data sheets.

The Ultrastar
Registered Trademarked:
Cera Pro Light
Title case

Unique Product Identifier:
Cera Pro Bold
Uppercase
Font size: 85% of Ultrastar height

Height = x

Height = 50%x

Ultrastar[®] HC620

DATA CENTER SMR DRIVE

Product Type or Market:
Cera Pro Bold
Uppercase
Font size: 50% of Ultrastar height

STACKED ORIENTATION

The styling displayed here is consistent with the current title display on the Ultrastar HDD and SSD product labels.

The Ultrastar
Registered Trademarked:
Cera Pro Light
Title case

Unique Product Identifier:
Cera Pro Bold
Uppercase
Font size: 85% of Ultrastar height

Height = x

Height = 65%x

Ultrastar[®]

DC HC620

DATA CENTER SMR DRIVE

Product Type or Market:
Cera Pro Bold
Uppercase
Font size: 30% of Ultrastar height

Unique Product Identifier:
Cera Pro Bold
Uppercase
Font size: 85% of Ultrastar height

WESTERN DIGITAL CONFIDENTIAL | COMMERCIAL AND ENTERPRISE BRAND GUIDELINES | DECEMBER 2018

37

Color

Color palette

Our proprietary colors emphasize the energy and inventiveness of the Western Digital Commercial and Enterprise brand. High-contrast black and white primary colors are accompanied by a set of seven bold colors that complete the palette.

Each color in our palette is listed by its Pantone®, CMYK and RGB values to facilitate accurate reproduction across different types of media. To ensure the consistency and memorability of the brand, always use the color formulas listed here for all applications. Step gradation color codes are also listed to right, for use in charts and graphs.

Note:
The CMYK color breakdowns reference the Pantone® Plus Series Color Bridge book 2015.

<div>Black</div> <div>100% R0 G0 B0 C0 M0 Y0 K100</div> <div>White/Paper</div> <div>100% R90 G128 B209 C70 M47 Y0 K0</div>	<div>Pantone 2727 C</div> <div>100% R90 G128 B209 C70 M47 Y0 K0</div> <div>80% R123 G155 B255 C56 M37 Y0 K0</div> <div>60% R156 G180 B255 C42 M28 Y0 K0</div> <div>40% R189 G205 B255 C28 M19 Y0 K0</div> <div>20% R222 G230 B255 C14 M9 Y0 K0</div>	<div>Pantone 1787 C</div> <div>100% R255 G60 B90 C0 M82 Y53 K0</div> <div>80% R255 G99 B123 C0 M66 Y42 K0</div> <div>60% R255 G138 B156 C0 M49 Y32 K0</div> <div>40% R255 G177 B189 C0 M33 Y21 K0</div> <div>20% R255 G216 B222 C0 M16 Y11 K0</div>	<div>Pantone 306 C</div> <div>100% R7 G184 B224 C75 M0 Y5 K0</div> <div>80% R57 G198 B230 C60 M0 Y0 K0</div> <div>60% R106 G212 B236 C45 M0 Y3 K0</div> <div>40% R156 G227 B243 C30 M0 Y2 K0</div> <div>20% R205 G241 B249 C15 M0 Y1 K0</div>
<div>Pantone 2010 C</div> <div>100% R255 G154 B10 C0 M35 Y100 K0</div> <div>80% R255 G174 B59 C0 M28 Y80 K0</div> <div>60% R255 G194 B108 C0 M21 Y60 K0</div> <div>40% R255 G215 B157 C0 M14 Y40 K0</div> <div>20% R255 G235 B206 C0 M7 Y20 K0</div>	<div>Pantone 429 C</div> <div>100% R146 G154 B157 C21 M11 Y9 K23</div> <div>80% R168 G174 B177 C17 M9 Y7 K18</div> <div>60% R190 G194 B196 C13 M7 Y5 K14</div> <div>40% R211 G215 B216 C8 M4 Y4 K9</div> <div>20% R233 G235 B235 C4 M2 Y2 K5</div>	<div>Pantone 2239 C</div> <div>100% R0 G190 B160 C59 M0 Y39 K0</div> <div>80% R51 G203 B179 C47 M0 Y31 K0</div> <div>60% R102 G216 B198 C35 M0 Y23 K0</div> <div>40% R153 G229 B217 C23 M0 Y16 K0</div> <div>20% R204 G242 B236 C12 M0 Y8 K0</div>	<div>Pantone 2096 C</div> <div>*For DCS use only</div> <div>100% R101 G78 B163 C76 M75 Y0 K0</div> <div>80% R132 G113 B181 C57 M65 Y0 K0</div> <div>60% R163 G149 B200 C37 M41 Y0 K0</div> <div>40% R101 G184 B218 C29 M32 Y0 K0</div> <div>20% R224 G220 B237 C14 M16 Y0 K0</div>

Color use and logos

Our color palette is created to be used in unison with our logotype.

Our logos can be used in either black or knocked out (white) on any of the colors in our palette. This unifies the way the logo and colors are used within the design system.

When product and corporate brand logos appear within the same space, they must appear in the same color.

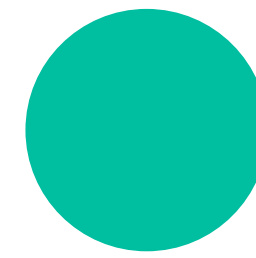
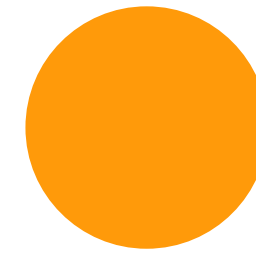
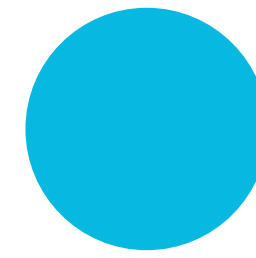
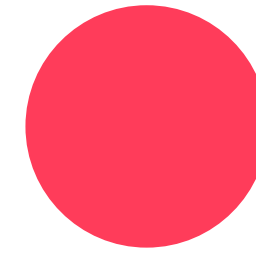
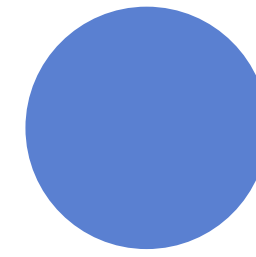
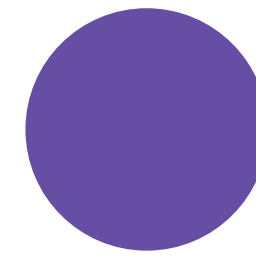
The ActiveScale logo is an exception to the rule. ActiveScale should appear in its primary color (purple) when on white. Avoid placing the primary version on color backgrounds.



Color gradients

Gradients are created using select color combinations from the Western Digital Commercial and Enterprise brand color palette.

Gradients are used within the brand band as edging, transitions, or to add movement and energy to layouts. The left and right colors can be flipped. Only use the approved color combinations provided here.



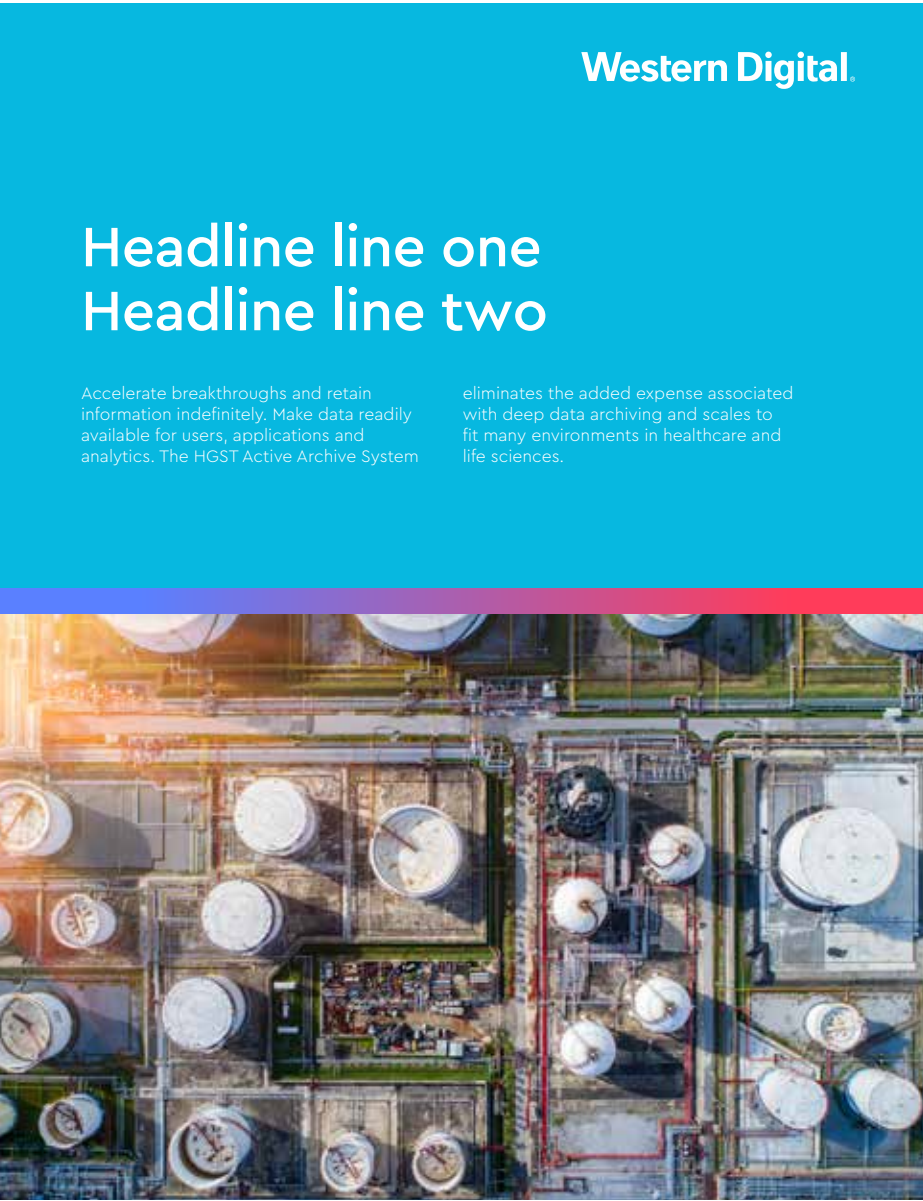
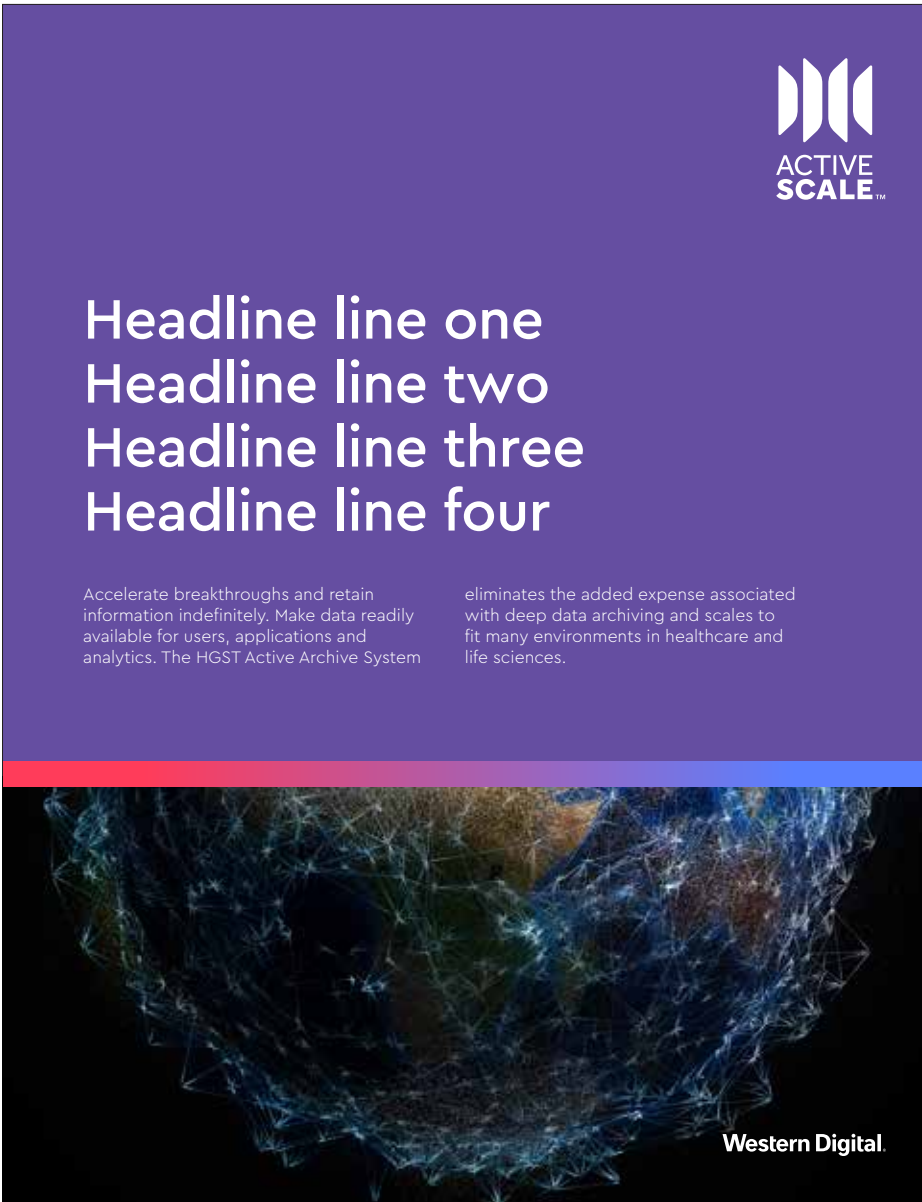
Do not use the combinations below



Gradient brand band

Examples of the color gradients within the context of a regular sized brand band.

The gradient brand band follows the grid system rules and may be added to a design to add structure to the layout.



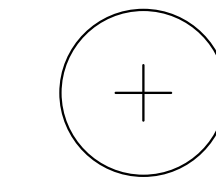
Iconography

System of icons

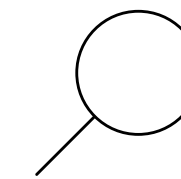
The following custom set of icons can be used to support our marketing efforts. They allow us to create visually arresting compositions without relying on the use of photography. Use icons to enhance communications, visualize complex concepts or help navigation.

Always render icons using a solid color outline from our color palette. When creating new icons, maintain the style shown here—simple, geometric forms constructed with consistent style, weight and quality.

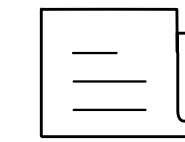
To gain access to our existing library of icons or to request the creation of new icons, please contact corpbrand@wdc.com



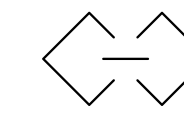
Maximize



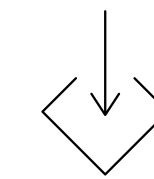
Search



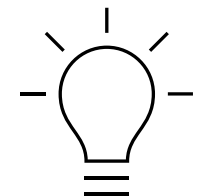
News



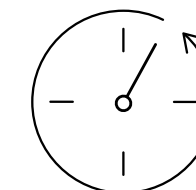
Link



Download



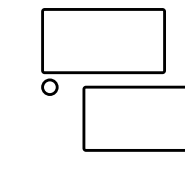
Learning



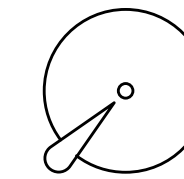
Longevity



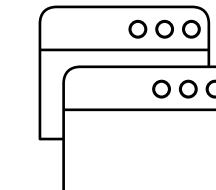
Analytics



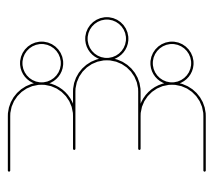
Customer support



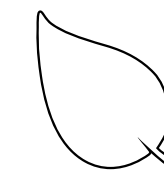
Hard drives



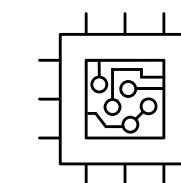
Applications



Community



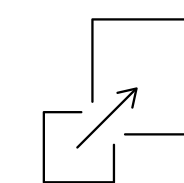
Energy efficiency



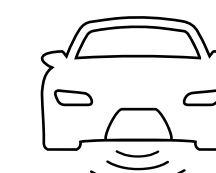
Asic



SAN



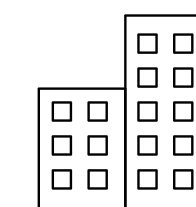
Scalability



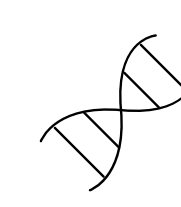
Autonomous Vehicle



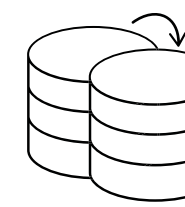
Location



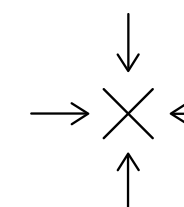
Enterprise



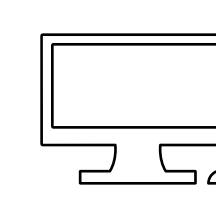
Gene sequencing



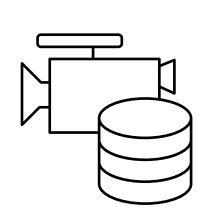
Backup Recovery & Archive



Block interface



Desktop

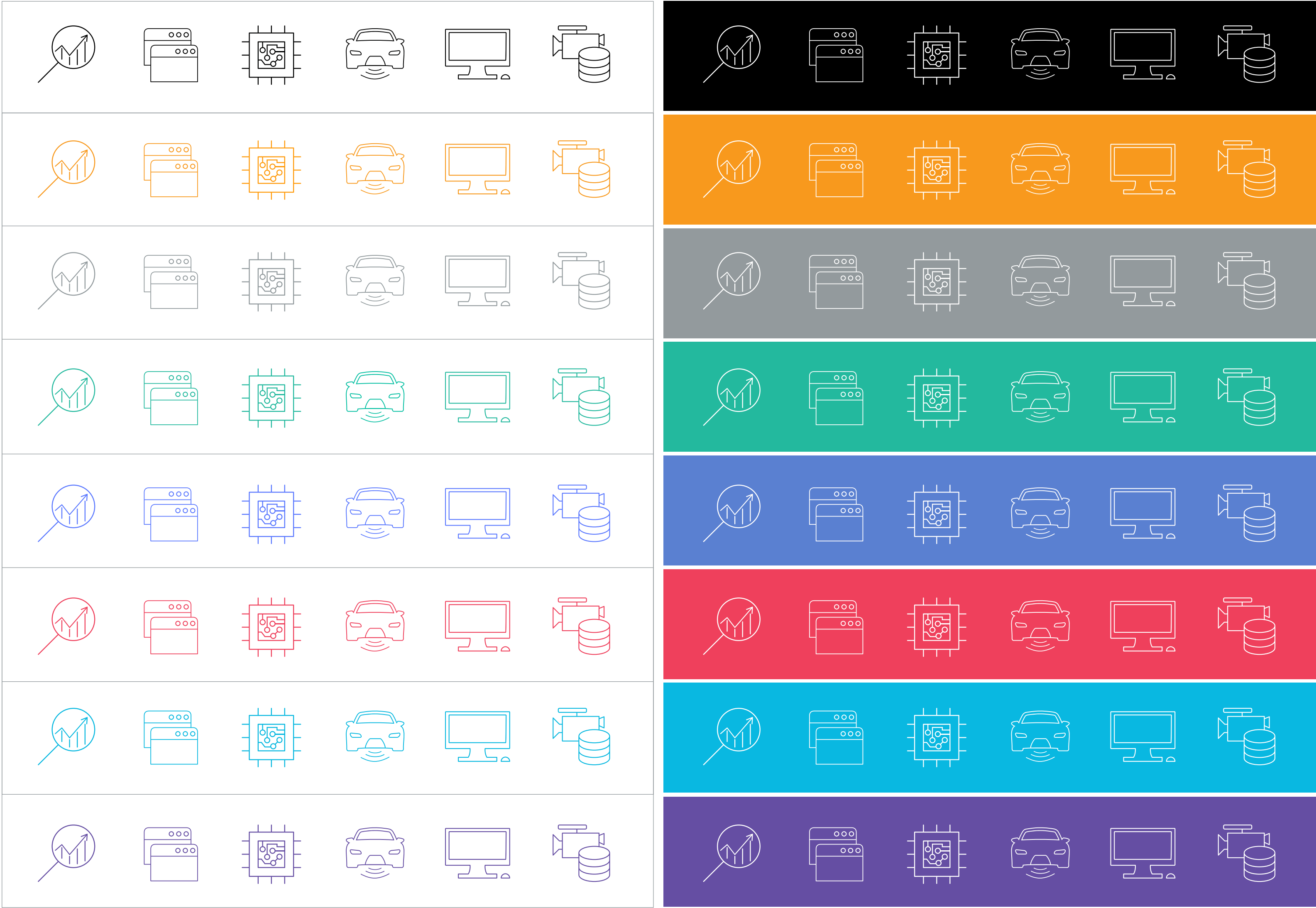


Digital Archiving

Icon color

Iconography color is flexible and can take on any of the brand colors for ease of implementation across varied communications.

Icon color must be consistent across a group of icons in the same space. Never mix colors within a group of icons in the same context, always strive for unity in icon color treatment.



Photography

An overview

We use a photographic approach that embodies our brand, focuses on our solutions and highlights our impact on the world. An approach where our voice matches our visual identity and clearly reinforces our message.

We place the customer first in every conversation. We're confident in the value of our products, and photography plays a large role in establishing an emotional connection with these audiences. This means that we focus on benefits in a smart, intelligent way and strive to show our human side.

We've created four categories of photography designed to help communicators find the right image for each layout.

To find the following images, please [click here](#).

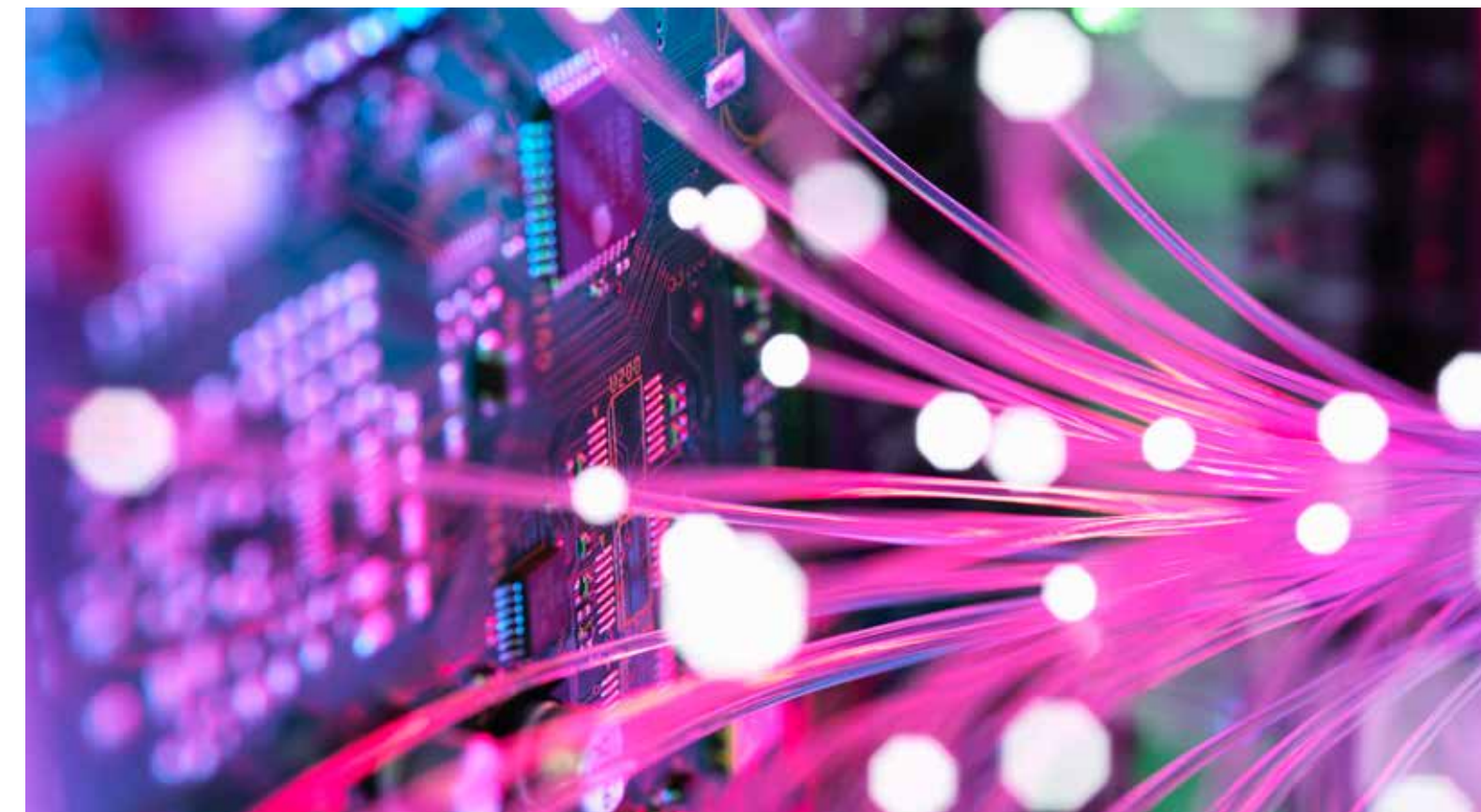
Relevant/Clear

Images that reflect the individuals that use data



Industrial/Markets

Data Center, Mobility, Edge and Computing environments



Personal

Images that reflect the human quality of the brand



Big and fast data

Images that amplify the volume and velocity of data



Relevant/Clear

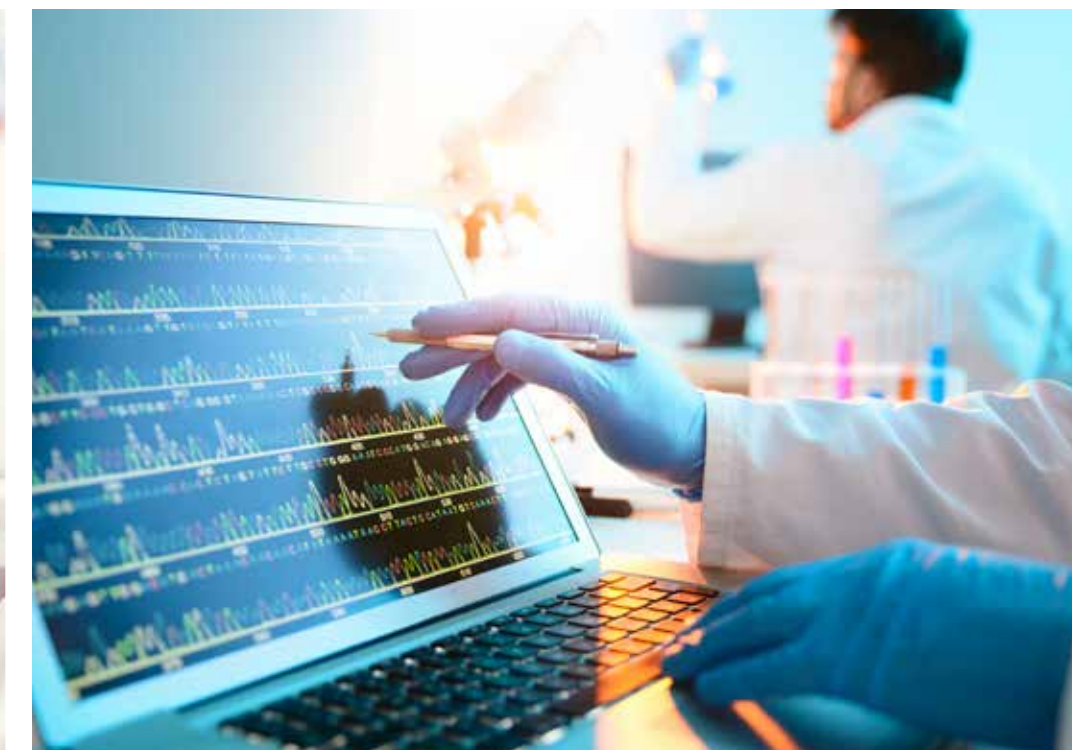
Images that reflect the individuals that use data

Show technology being utilized in the real world.

Context can flex to be relevant to any Western Digital business solution.

People are focused on the activity they are engaging in.

Focus is not biased toward technology or people, but the point where the two meet.



Personal

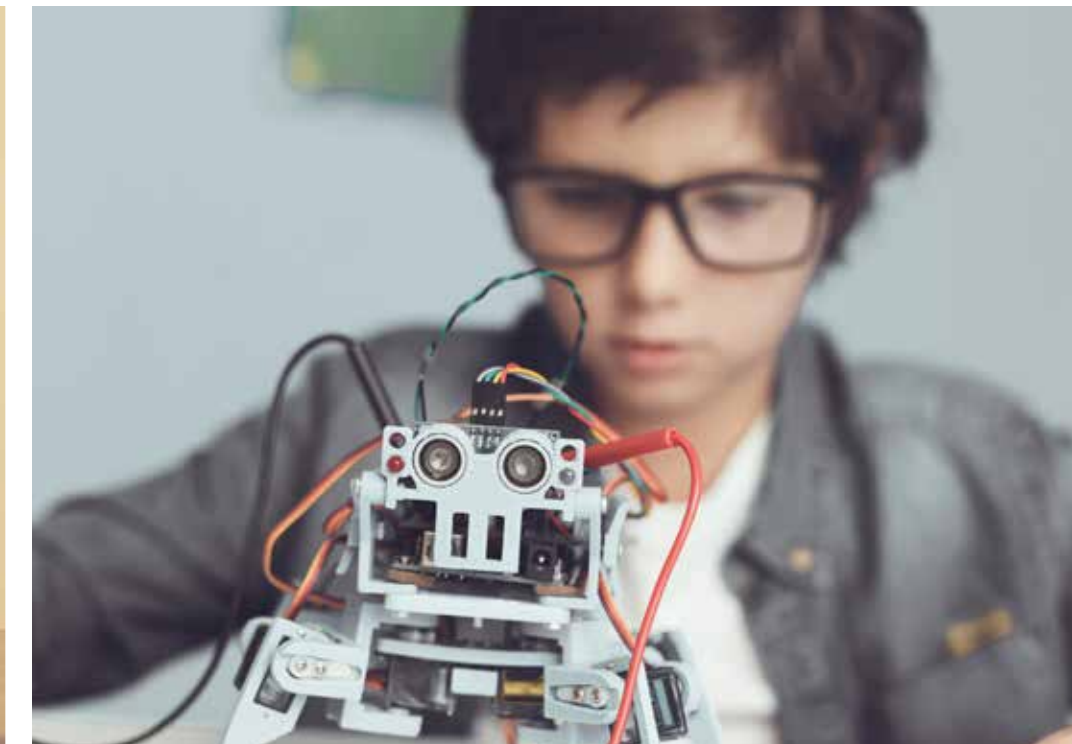
Images that reflect the human quality of the brand

We know our audience and use images that are relatable and human.

The tone of the images here can be more playful, fun and conversational.

Focus is not biased toward technology or people, but the point where the two meet.

Context can be flexible to any Western Digital business solution.

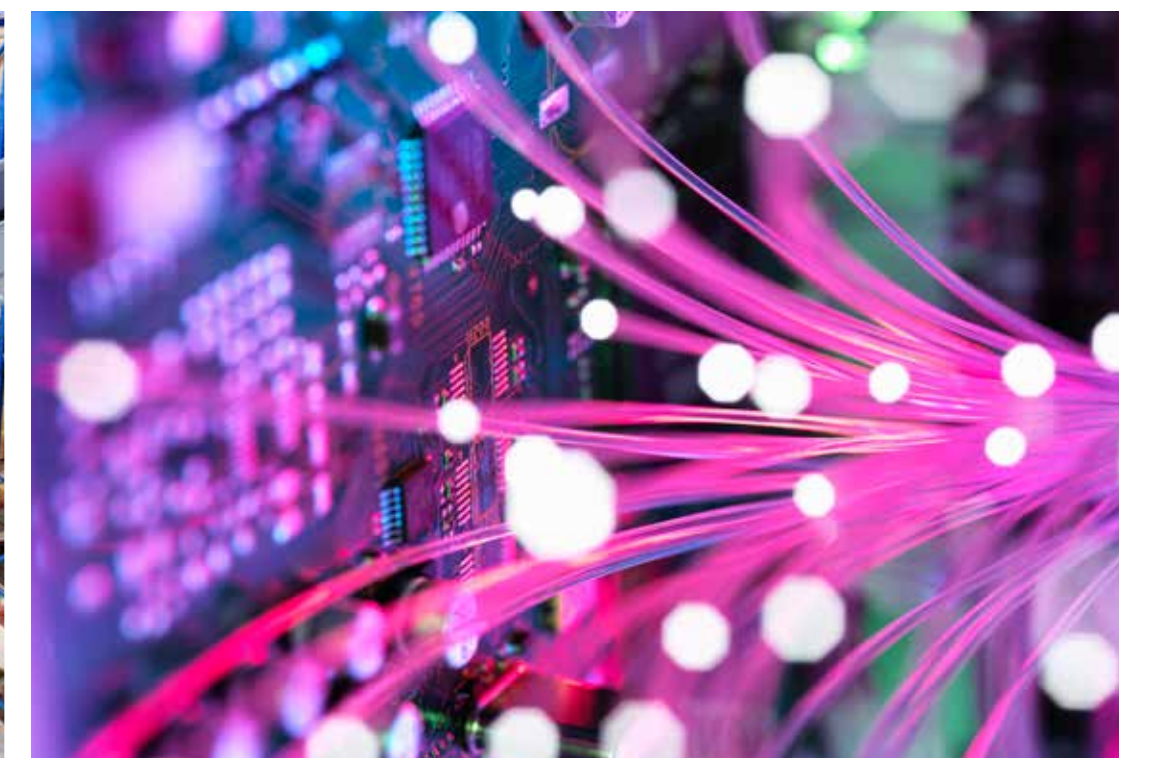
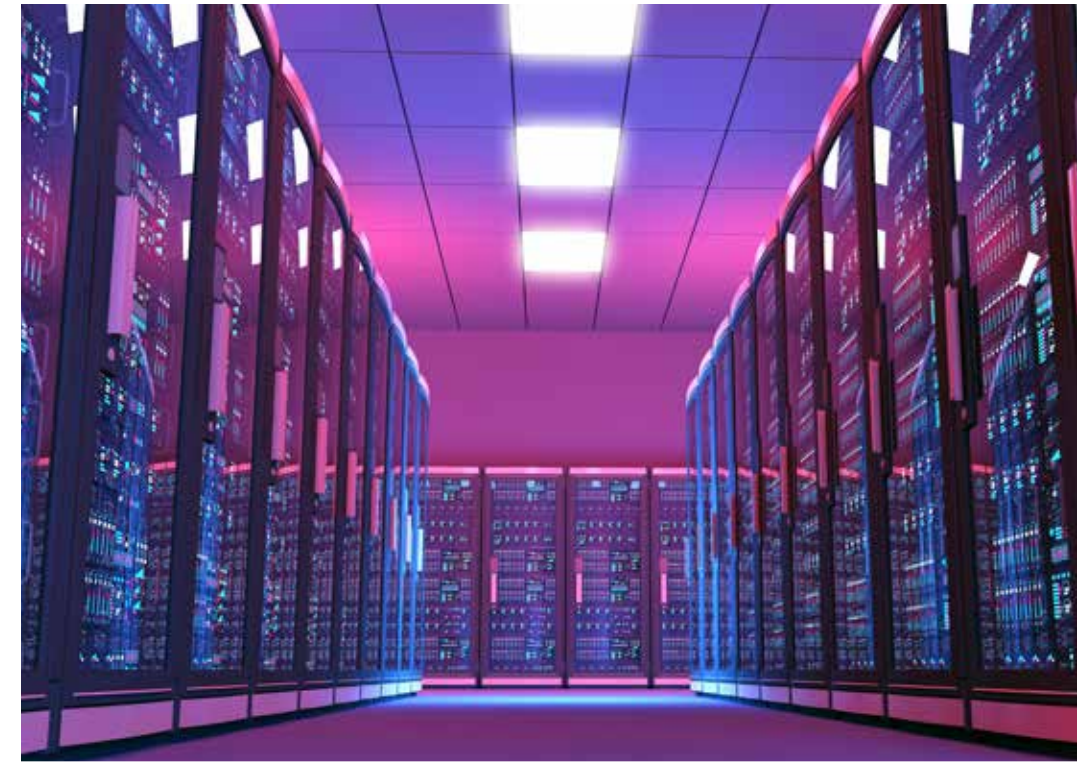


Industrial/Market

Data Center, Mobility, Edge and Computing environments

Images portray expansiveness and complexity.

Expansiveness can be portrayed in both macro and micro scales.



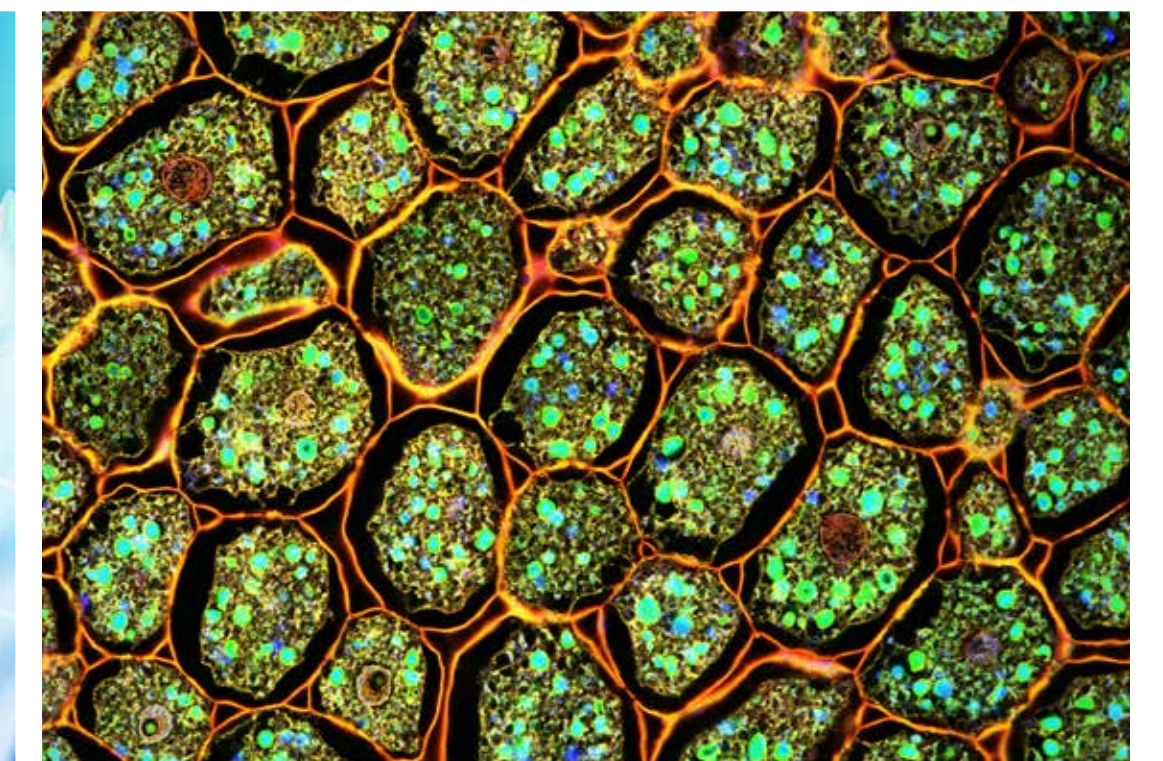
Big and fast data

Images that amplify the volume and velocity of data

Give an impression of the big picture.

Photography has a sense of movement and/or connection.

Images that feature people convey a sense of motivation and accountability.



Product/component photography

Product photography

Considerations

Product positioning/camera angles

Showcases products in an attractive and dynamic way. Camera angles include Angle A, Angle B, and Angle C.

Lighting

One light should be placed on top of the product with two soft lights on the right and left.

Surface

Products are shot on a white seamless background helping to create a consistent look across the product lines. Use a white background because it's easy to remove when retouching your images.

Use a tripod

Tripods bring consistency, stability, and focus. Camera height and distance should be noted for consistency.

Retouching

Retouching your images after the shoot is vital to achieving a finished look. Retouching covers anything from background removal to color correction, and shadow addition for a more natural look.

Stacked focus

A technique of combining multiple images with different focal point.

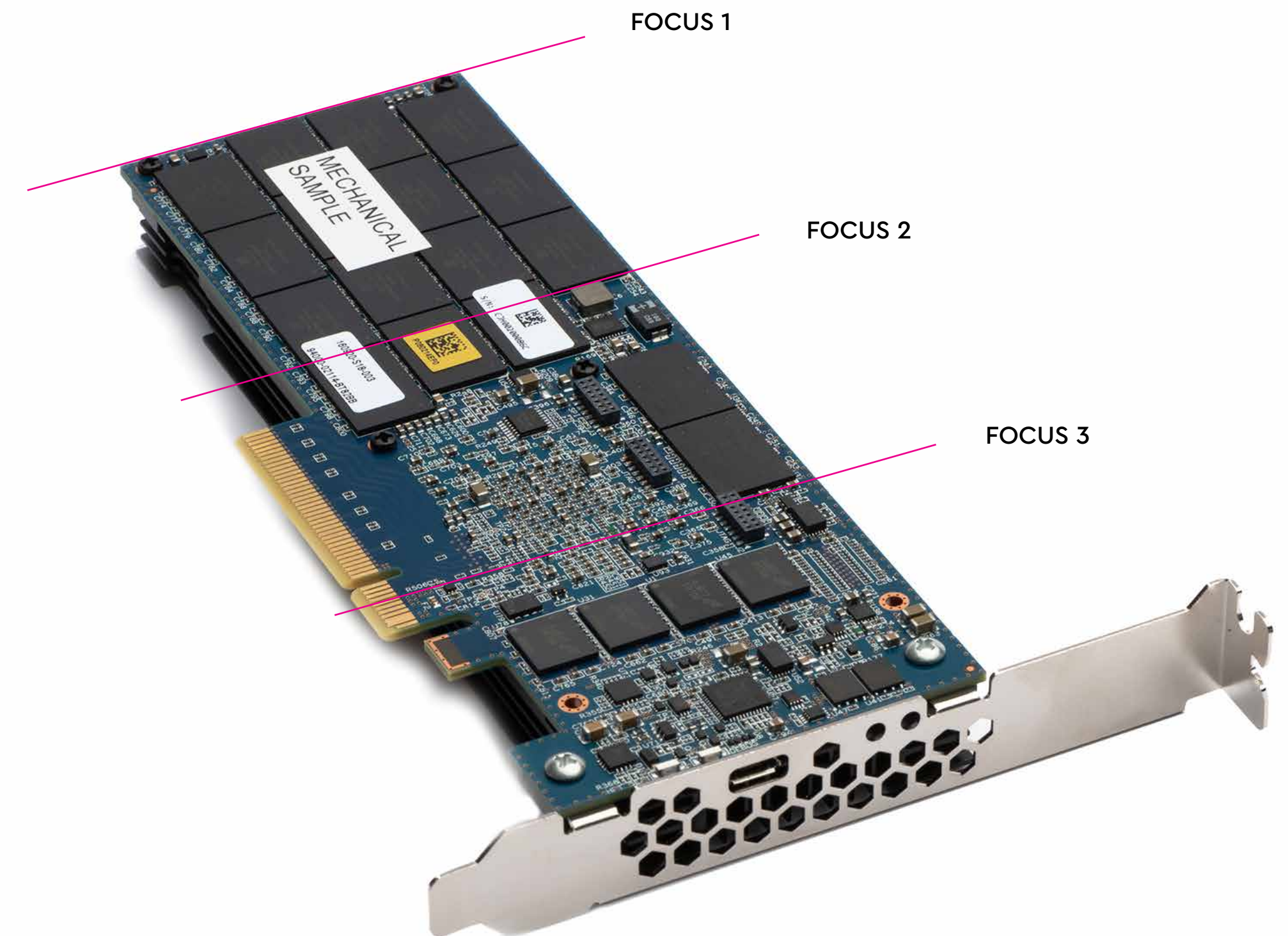
Product photography

Considerations

Stacked Focus

Focus stacking is combining multiple images captured at different focal depths. Each image has different areas of focus. When combined collectively the focus on the whole subject is achieved.

In this example the areas labeled Focus 1, Focus 2, and Focus 3 are combined to create one in-focus image.



Product photography

Considerations

Camera angle examples

Product images are not to scale.

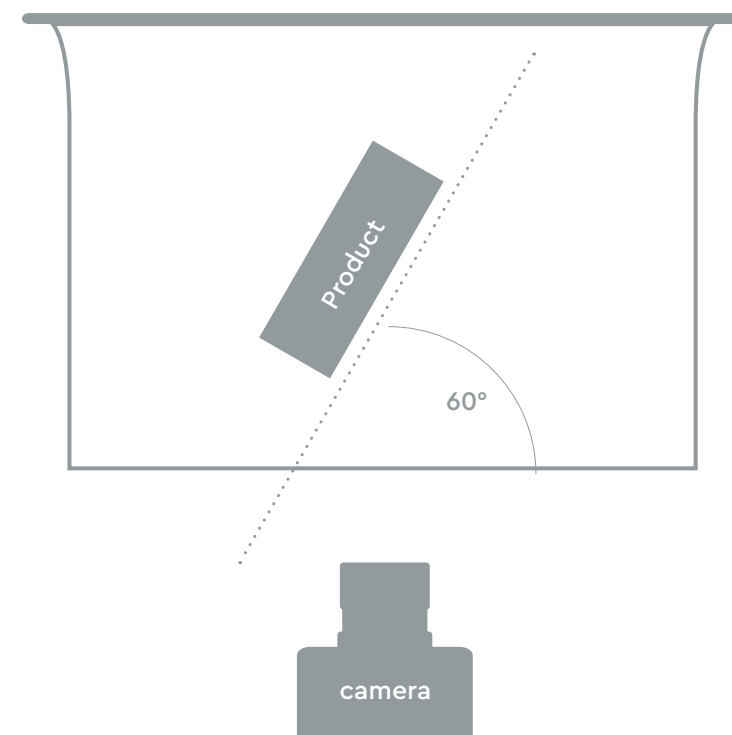
Angle A

- Label legibility
- Small footprint



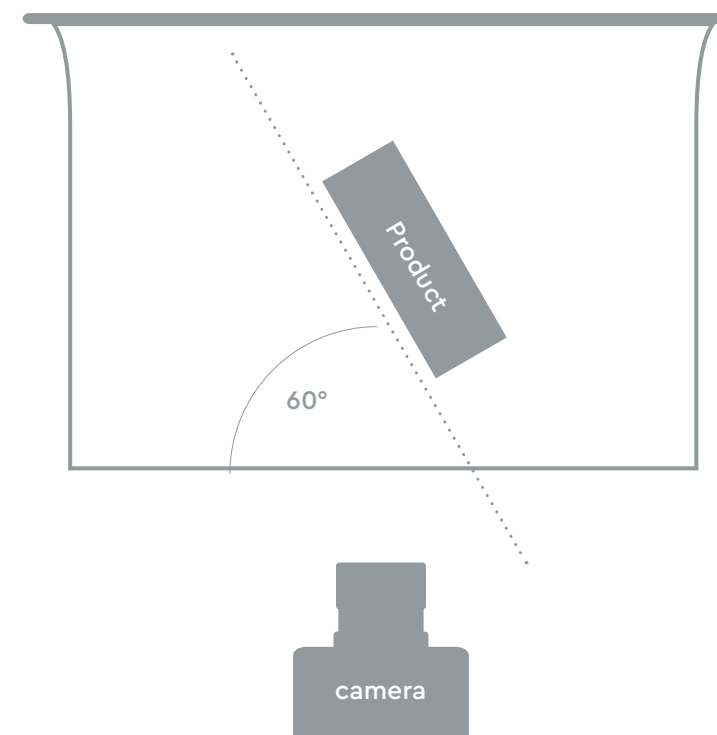
Angle B

- Label legibility
- Product detail



Angle C

- Dynamic angle
- Adds personality



Hard drives only

Angle D

- Please note camera is pulled back



Hard Drive

Angle E

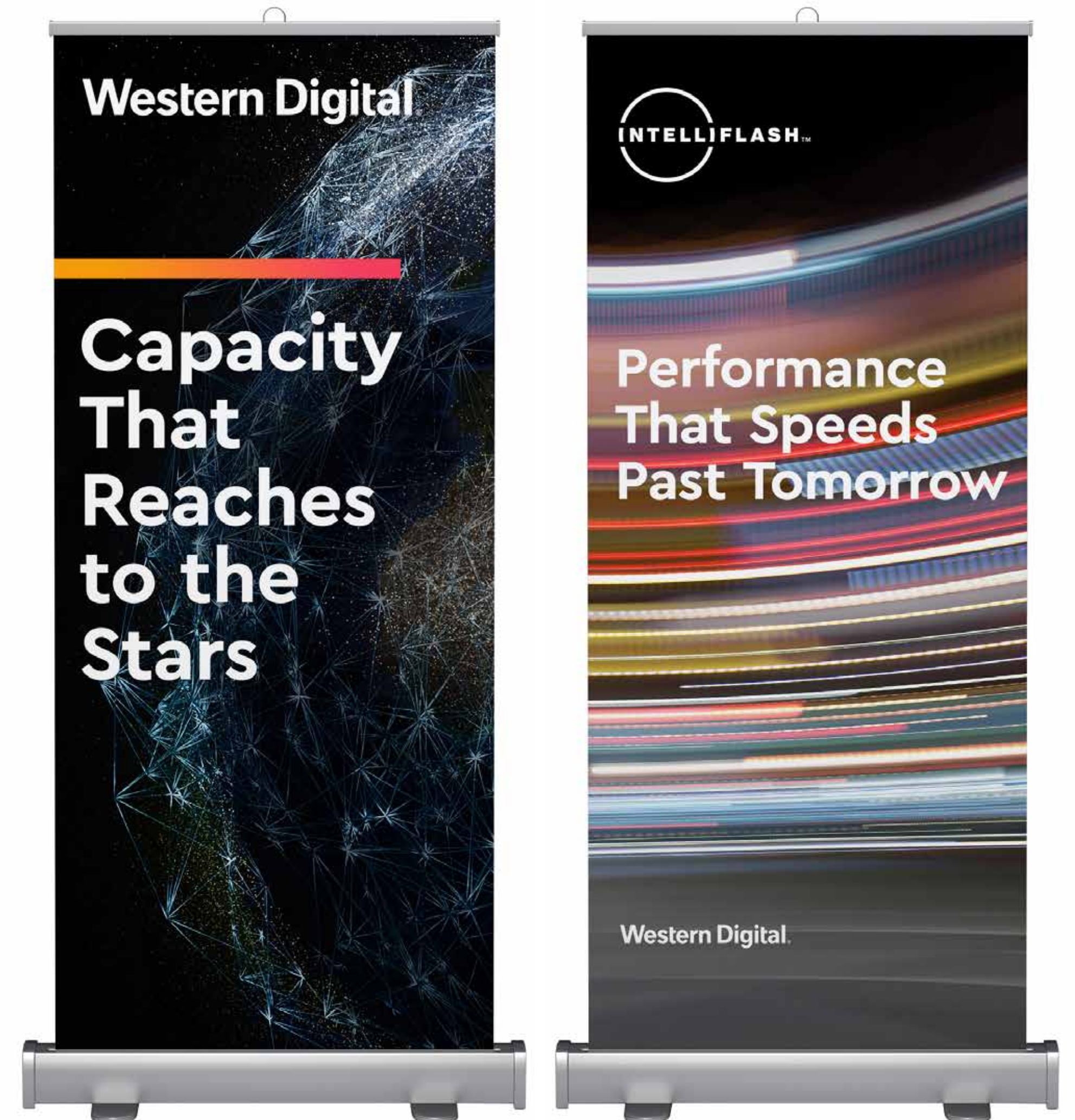
- Please note camera is pulled back



Hard Drive

General applications

All Western Digital and Western Digital product line touchpoints show both the flexibility and consistency of the design system.

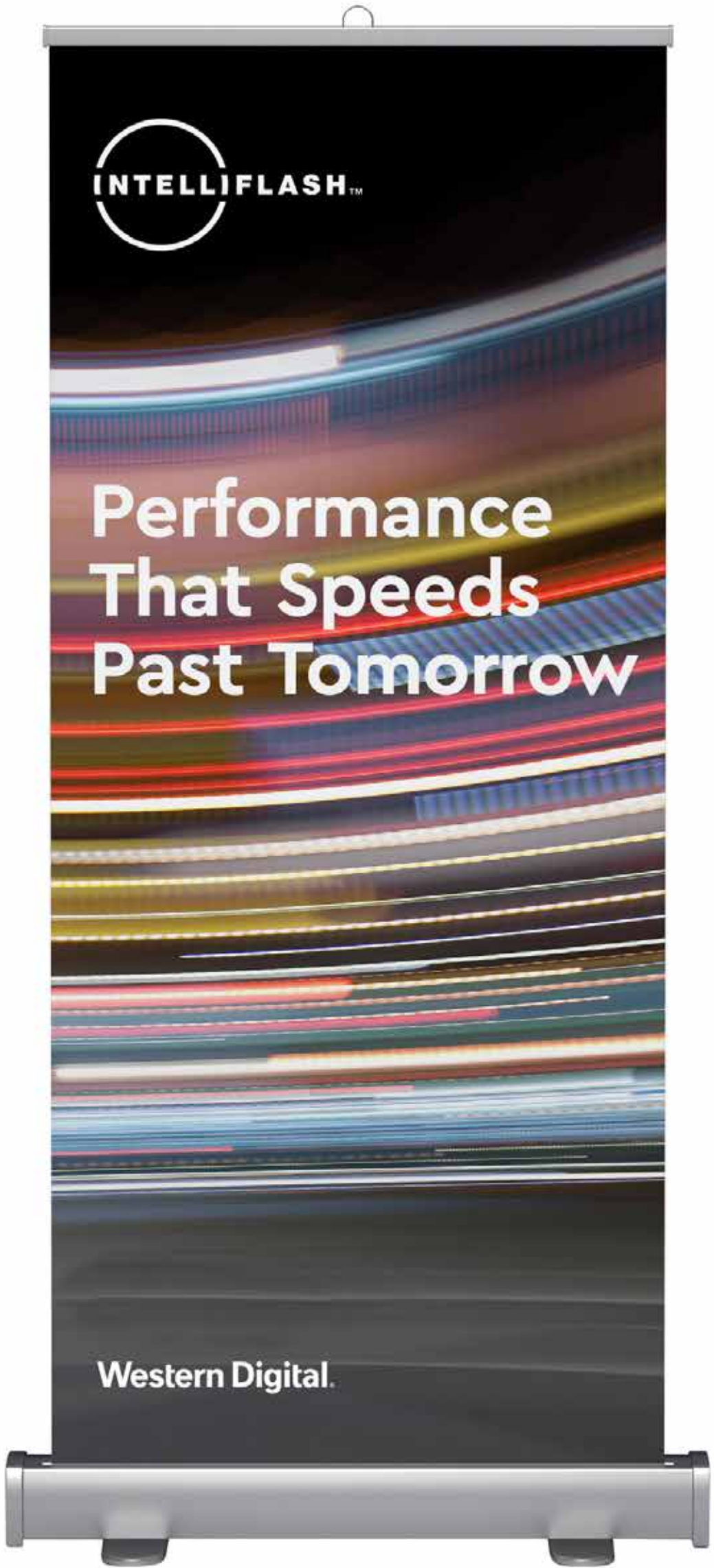
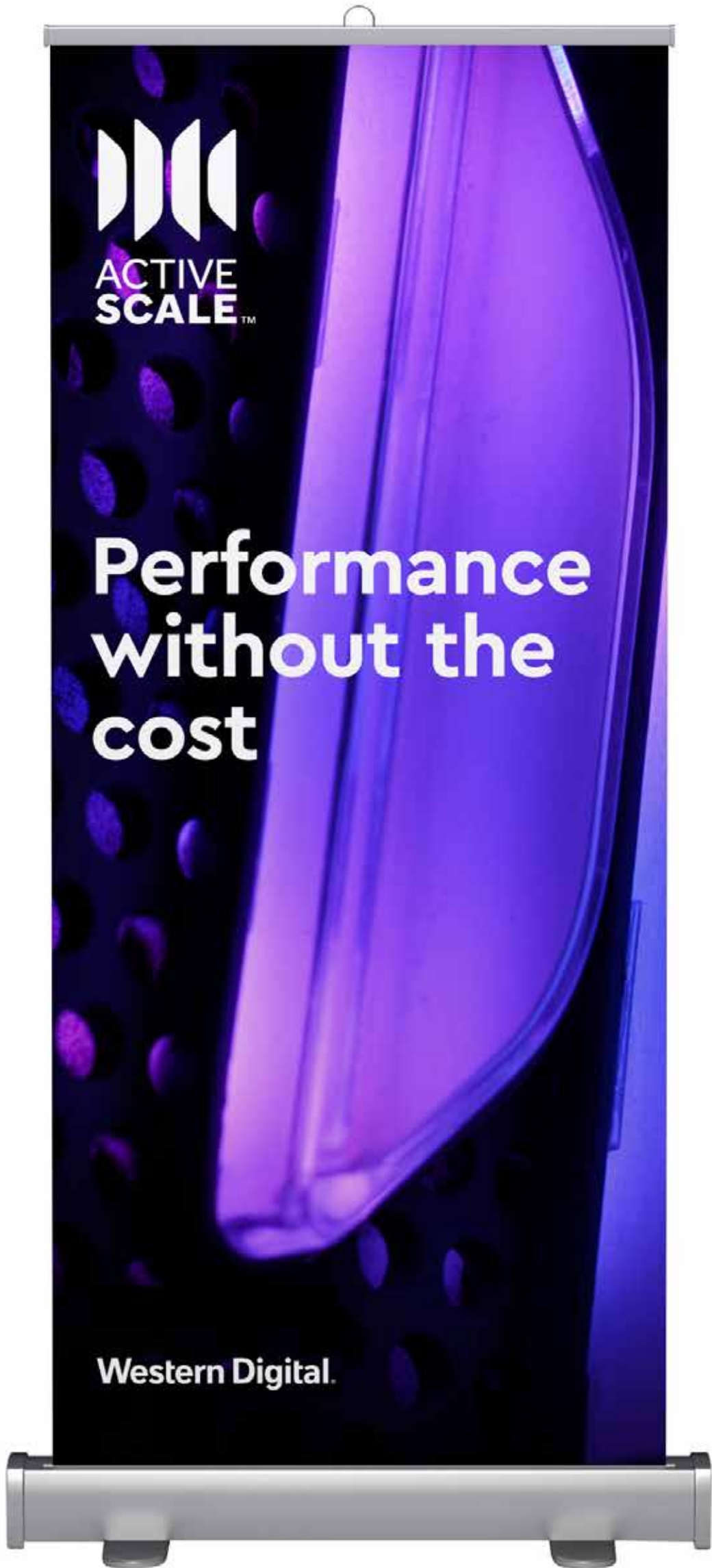


Trade show environment



Pull-up banners

EXAMPLE
Pull-up
banners



EXAMPLE
Posters



Looking For a Hard-Working SSD For Your Enterprise?

Look No Further.

The extensive line of SSDs from Western Digital offers speed, capacity, performance and durability, enabling organizations to make the most of their data.



NVMe™ SSDs



SAS SSDs



SATA SSDs

Count on our solutions to empower your organization.

Western Digital

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Driving Connected Cars to an Autonomous Future



NVMe™ SSDs



SAS SSDs



SATA SSDs

Count on our solutions to empower your organization.

Western Digital

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EXAMPLE
Digital Ads and
Email Campaign

Get Off Your **Lazy NAS.**

Western Digital. ActiveScale™ komprise

GET STARTED

Get Your **NAS in Gear.**

Western Digital. ActiveScale™ komprise

GET MOVING

Get Off Your **Lazy Nas.**

GET STARTED

Get Your **NAS in Gear.**

GET MOVING

Get Off Your **Lazy NAS.**

GET STARTED

Get Your **NAS in Gear.**

GET MOVING

Western Digital. komprise

GET OFF YOUR LAZY NAS

NAS is essential to your IT environment. With data growth exploding and reaching petabyte scale, its performance can suffer.

Complete the form to download the report.

DOWNLOAD REPORT

Other Popular Content

The Clamor to Move File Data to Object Storage

Listen to what top experts say about optimizing your NAS system

The Clamor to Move File Data to Object Storage

Listen to what top experts say about optimizing your NAS system

The Clamor to Move File Data to Object Storage

Listen to what top experts say about optimizing your NAS system

Want to learn more? Contact a solution expert.

Contact Us

Western Digital. komprise

3 Signs You Have a Lazy NAS.

1

Missing backup windows

On average, 60% of an organization's data is cold, and has not been accessed in over a year. Shorten your backup windows by identifying and eliminating this data from the actively managed footprint. By doing so you can drastically reduce your Backup and DR footprint, recovery times and costs.

2

Running out of capacity

Why store cold data on expensive NAS? Your your cold data fits a better cost storage like the Western Digital's ActiveScale Cloud Object Storage option and enables critical NAS space for your critical workloads and regate performance.

3

Expensive refresh cycles or expansion to current NAS

For most IT organizations, both hot and cold data is being stored, replicated and backed up exactly where users put it - on expensive Tier 1 storage. Avoid costly expansion and refresh cycles on your Tier 1 storage by identifying and managing cold data without changing user and application access.

Define your NAS strategy. Know your data.

NAS is essential to your IT environment, but understanding how your data is being accessed will optimize your NAS environment and save you money. Komprise analyzes, provides visibility and automatically moves data across NAS and cloud storage based on your policies to transparently archive data. ActiveScale has the advantage of scalability, performance, and economics for the inactive data you want to archive but instant access when you need it.

Learn more about ActiveScale at www.wd.com/active-scale

Learn more about Komprise at www.komprise.com

Small text at the bottom of the page.

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61

EXAMPLE
Environment



Marketing applications

All marketing applications carry key identifiers of the Western Digital Commercial and Enterprise visual identity system.

Marketing collateral may be seen in either isolation, or in tandem, therefore they rely on both consistency and flexibility. A universal standard for typography should be adhered to, ensuring a through line in experience.



A case study is a success story. It is a marketing document that summarizes the challenge, solution and benefit of a specific customer's implementation. It is used to inform users on the use of a product, solution or technology that successfully benefited a customer. It demonstrates how we successfully solved a customer's business problem. It demonstrates proven success in a real-world setting. It can incorporate rich and interactive media to digital case studies to "tell a story" and encourage user engagement.



A data sheet is a document, printed or electronic that provides details about a product. The data sheet includes information that can help in making a buying decision about a product by providing technical specifications about the product. Product name is sufficient for data sheet title e.g. "Western Digital Management Platform" or "Ultrastar DC HC530".



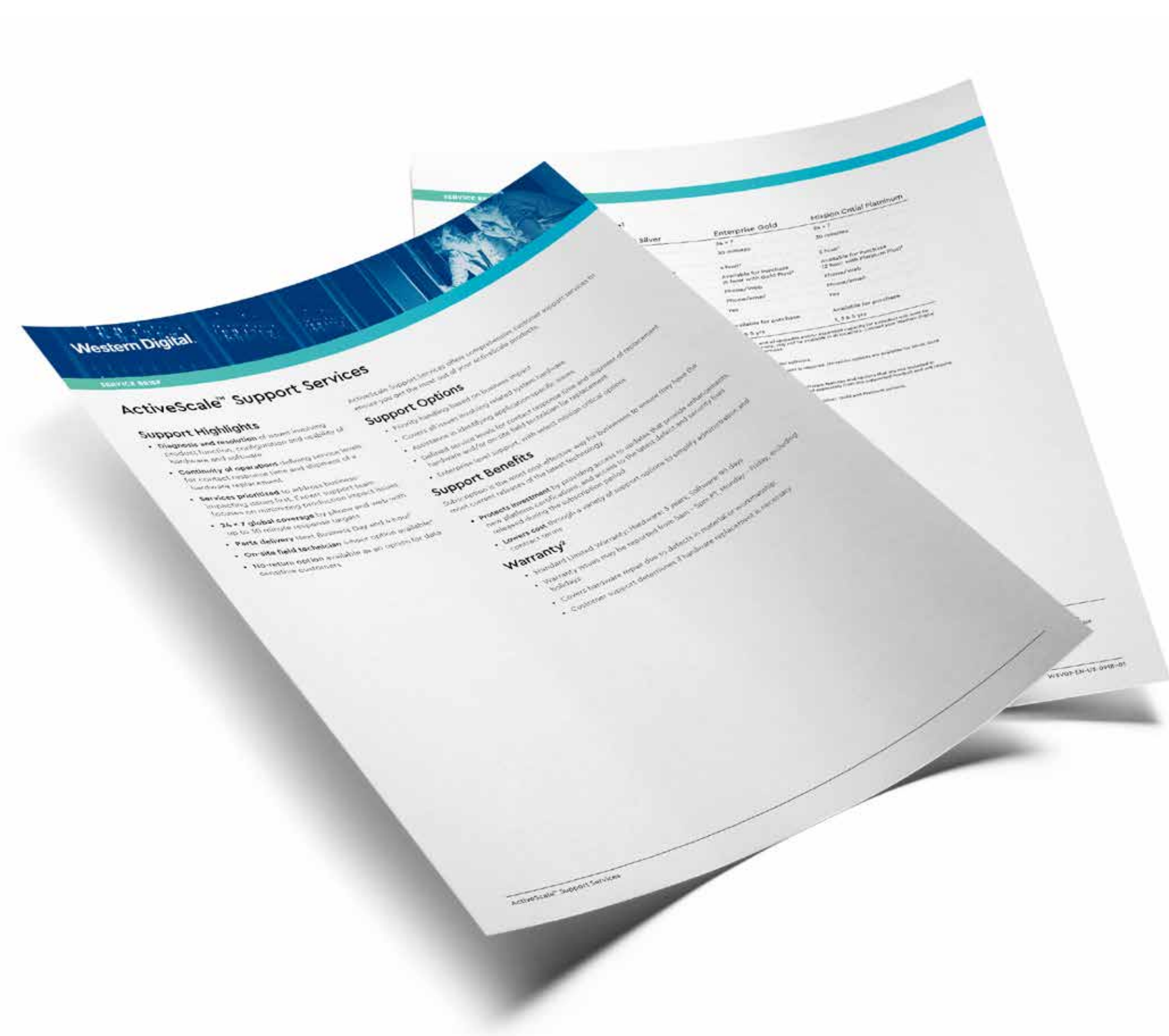
An industry brief is a marketing document that summarizes the challenges, potential benefits that a company can provide within a specific vertical market. It is used to inform users on the use of a company's, solution or technology that benefits an industry. Industry briefs are traditionally designed for 4-color printing, but can incorporate rich and interactive media to digital case studies to "tell a story" and encourage user engagement.



A product brief, considered a “light” data sheet, provides a high-level overview of a product or service and is typically used early in the product introduction life cycle.



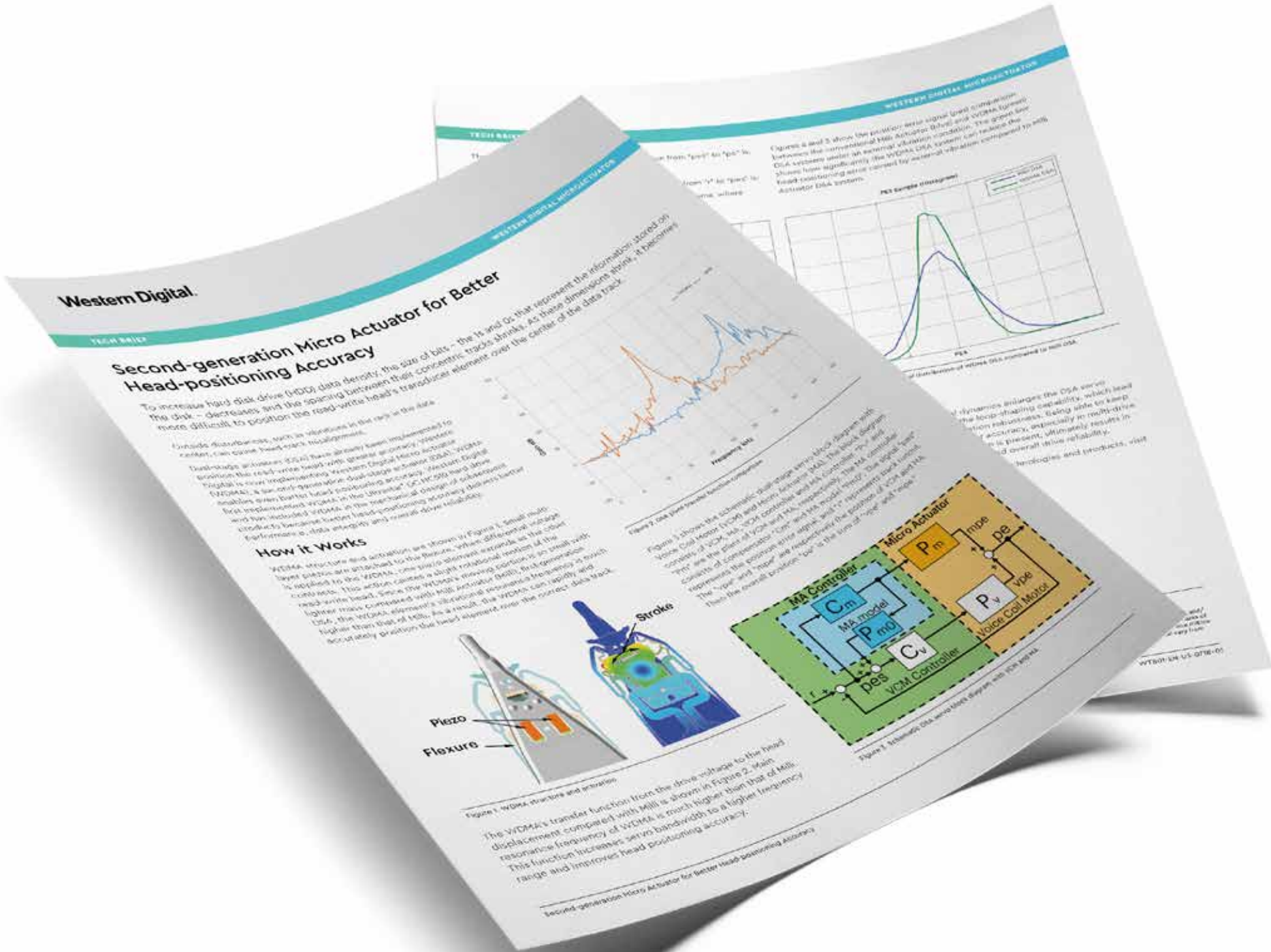
Similar to a data sheet, a service brief is a document, printed or electronic that provides high-level details about a service offering. The service brief includes information that can help in making a buying decision about a service by providing details about the service offering. Product and/or service name is sufficient for data sheet title e.g. "Western Digital Active Archive System Implementation Service"



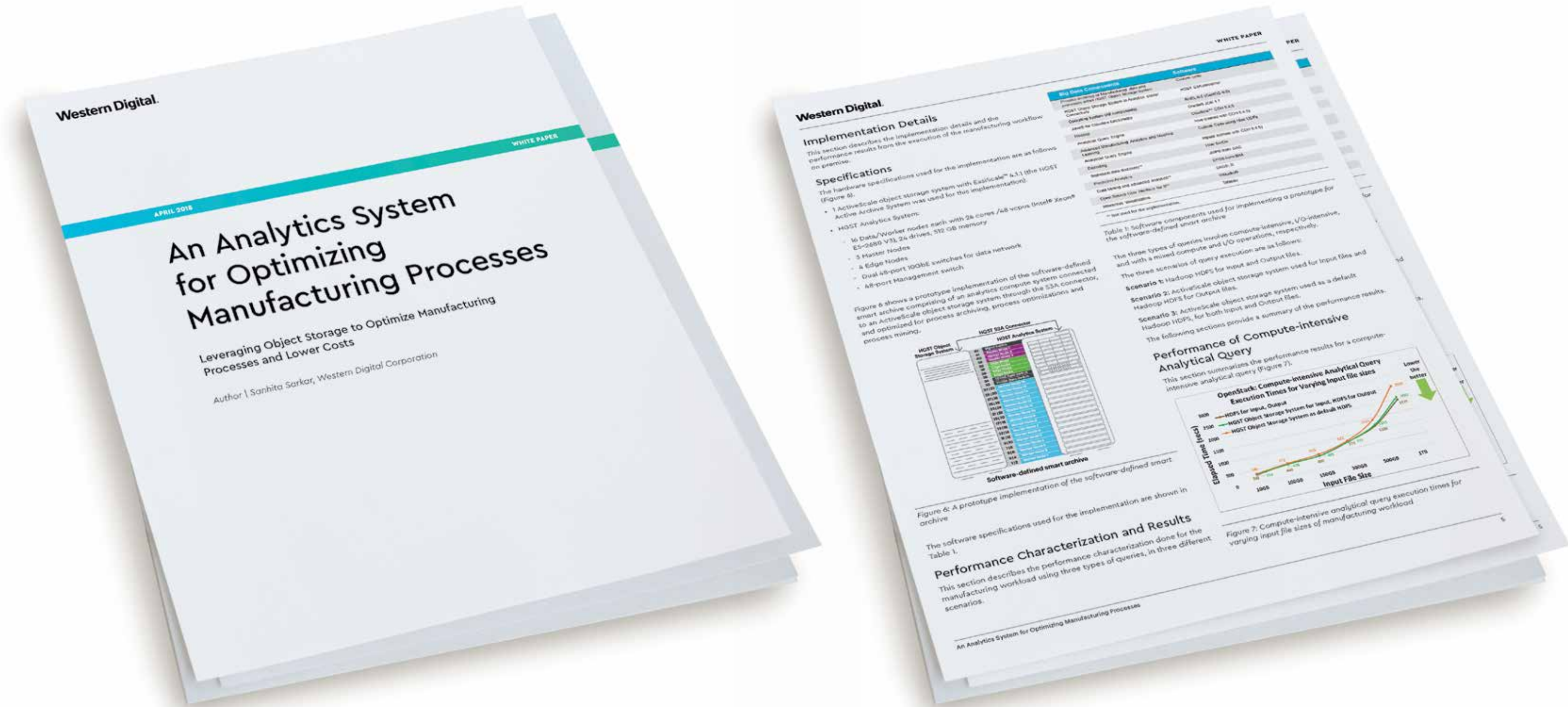
A solution brief is a document that summarizes the performance and other technical characteristics of a hardware product, subsystem or software in sufficient detail to be used by a design engineer to integrate the component into a system, specific to a package of HW+SW to address a specific use case (e.g. RAC or MySQL). The solution brief title should lead with the solution benefit, then with the product name.e.g. "Easier System Monitoring and Storage Optimization with Western Digital Management Platform"



Highlights the details of a particular product. It is a technical overview of top features available in a product, system or service. Might include an overview of the business value and key underlying principles of each feature. Includes diagrams and often charts and information from lab testing reports.



A white paper is an authoritative report or guide helping readers understand an issue, solve a problem, or make a decision. White papers help make companies credible by demonstrating thought leadership and an understanding of industry issues and trends. They may be considered as grey literature. White papers are traditionally delivered in digital format for viewing online or printing to desktop printers.



Questions?

Contact the Western Digital Corporate Brand team at corpbrand@wdc.com.

Western Digital®

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