



Corporate Identity  
Standards

October 2004

## *Corporate Identity Standards*

How Western Digital is perceived is in large measure the result of corporate image, public perception, and the totality of communications that shape the mind-set of our customers, colleagues, suppliers, shareholders, or the community at large.

Corporate identity plays a pivotal role in contributing to the image of WD. It defines global graphics standards for the correct use of WD's logo, our company's most valuable trademark. The WD logo is a means of symbolizing and differentiating WD's identity in the market. Correct usage of the WD logo keeps its trademark position legally strong and creates long-term value to WD.

That is why your cooperation is so necessary to the successful implementation of this important corporate program. To assist you in this endeavor, this graphics standards manual has been prepared for your reference.

The manual discusses and illustrates the required standards for applying the corporate monogram and corporate signature. If, after consulting the manual, you require additional information, please do not hesitate to contact the Corporate Communications Department at Corporate Headquarters, which is responsible for approving all applications of the corporate monogram and signature.



## Corporate Logo

The corporate logo shown at right is the foundation of Western Digital's graphic identity system. This distinctive symbol, designed to be easily recognized and remembered internationally, consists of two elements:

- Western Digital's monogram represents Western Digital's familiar name, WD, and symbolizes WD's forward momentum and growth.
- The Western Digital logotype.

These two elements combine to form the WD corporate signature or logo.

The colors and proportions of the corporate signature and the monogram must not be altered. Consistent usage of the marks builds recognition.

In most cases, the WD corporate signature (monogram plus logotype) is the preferred usage of the logo. However, for certain applications, such as consumer electronics products, promotional items, international usages and signage, the WD monogram may be used by itself.

When applying the corporate logo, always use the reproduction artwork supplied by Western Digital. Do not redraw or in any way alter the artwork. All applications of the corporate logo and monogram must be approved by the Corporate Communications Department at Corporate Headquarters.



Monogram

**Western  
Digital®**

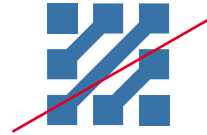
Logotype



Corporate Signature or Logo

## *Discontinued Corporate Signature*

All previous Western Digital logos are discontinued.  
Under no circumstances can previous identities be  
combined with the new corporate monogram or logotype.



## Unacceptable Configurations

Any deviation from the acceptable signature configurations—no matter how minor—can undermine our valued corporate identity and void legal protection of our registered trademarks. Therefore, no other configuration or any variation on the signature is permitted under any circumstances. Examples of such variations are demonstrated below. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate signature and monogram, use only the artwork supplied by WD. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

The monogram cannot appear on the right of the logotype.



The monogram cannot appear above or below the logotype.



Black is the only text color that may be used with a blue monogram. If the background color requires that the logotype be white, then the monogram should be white as well.



## Unacceptable Configurations - cont.

The signature cannot be screened.



The proportion of the monogram to the logotype cannot be altered.



The aspect ratio cannot be altered.



The signature cannot be tilted or rotated.



The colors of the monogram or logotype must not be changed.



*Unacceptable Configurations - cont.*

Additional art or marks must not be attached to the logo.



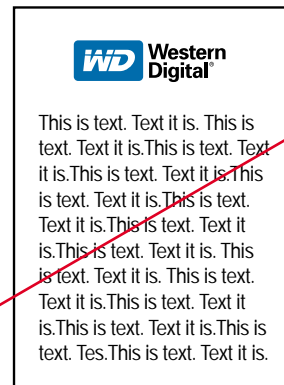
The type must not be altered.



The logo is not to be dropped into text as part of running copy.



The corporate logo is a signature. The corporate signature should not be used as a headline.



## Area of Isolation

Making sure that a reasonable amount of space surrounds the entire logo enhances the presentation of the WD corporate signature. This area, referred to as the area of isolation, must remain clear of all graphic imagery, edges, folds and other visual elements.

The preferred area of isolation is one full measure of the monogram height expressed by the “*W*” dimension.

The absolute minimal area of isolation is one-half the measure of the “*W*” dimension height extending from the outermost edges of the signature.



## Minimum Sizes

The corporate logos should not be reproduced smaller than the minimum sizes listed to the right. The limitations of various media should be considered when placing the logo—newsprint, for example, will not hold tiny marks cleanly. The corporate monogram and signature must always appear crisp and clean.



.75 inch  
12 mm



.344 inch  
8.738 mm



## Corporate Color

WD Blue, as shown, is designated as the official corporate color. This specific shade of blue is to be used as the preferred color treatment of the corporate signature.

WD Blue is equivalent to PMS 301C for coated stock applications or PMS 301U for uncoated stock applications.

The logos may also be blind embossed or debossed into wood, metal or glass.



PMS 301C  
C100 M43 Y0 K18



BLACK 100%

## *Color Reproduction*

The standards for color reproduction of the WD signature ensure quality and consistency in the presentation of our corporate identity, while allowing design flexibility for a wide range of applications.

To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors.

The acceptable color treatments of the corporate signature are demonstrated below. No other treatment is permitted.

Preferred: Monogram is WD Blue; logotype is black.



Preferred: Monogram is WD Blue.



## Color Reproduction - cont.

Black on white.



Logos print black over a color of sufficiently light contrasting color.



Logos reverse to white from a background color of sufficiently dark contrasting value. The letters knock out of the white box, so the background color shows through.



## Typography

Typography adds an important element to the brand-identity system. Use of consistent typefaces across communications adds another element that defines the WD look. The typefaces listed below are the only acceptable fonts that can be used in printed materials and Web graphics.

The Adobe Garamond and Univers families provide a wide range of typefaces that offer enough variety for multiple type needs, from ultra bold headlines to easy-to-read body text.

Both font families are available for purchase online at [www.adobe.com/type](http://www.adobe.com/type) and other online type vendors.

### Adobe Garamond Family

This is an all-purpose classic font that is easy to read in body text. There are many fonts called Garamond. The only approved font is Adobe Garamond.

Adobe Garamond Regular

*Adobe Garamond Italic*

**Adobe Garamond Semibold**

***Adobe Garamond Semibold Italic***

**Adobe Garamond Bold**

***Adobe Garamond Bold Italic***

## Typography - cont.

### Univers Family

This is a classic modern font that works well for headlines and as an alternate body text. Both the standard family and the condensed family of this font are approved for use.

Univers 55 Roman

*Univers 55 Oblique*

**Univers 65 Bold**

***Univers 65 Bold Oblique***

***Univers 66 Bold Italic***

Univers 75 Black

*Univers 76 Black Oblique*

Univers 85 Extra Black

*Univers 85 Extra Black Oblique*

Univers 45 Light

*Univers 45 Light Oblique*

Univers 57 Condensed

*Univers 57 Condensed Oblique*

**Univers 67 Condensed Bold**

***Univers 67 Condensed Bold Oblique***

Univers 47 Condensed Light

*Univers 47 Condensed Light Oblique*

**Univers 59 Ultra Condensed**

Univers 39 Thin Ultra Condensed

Univers 49 Light Ultra Condensed

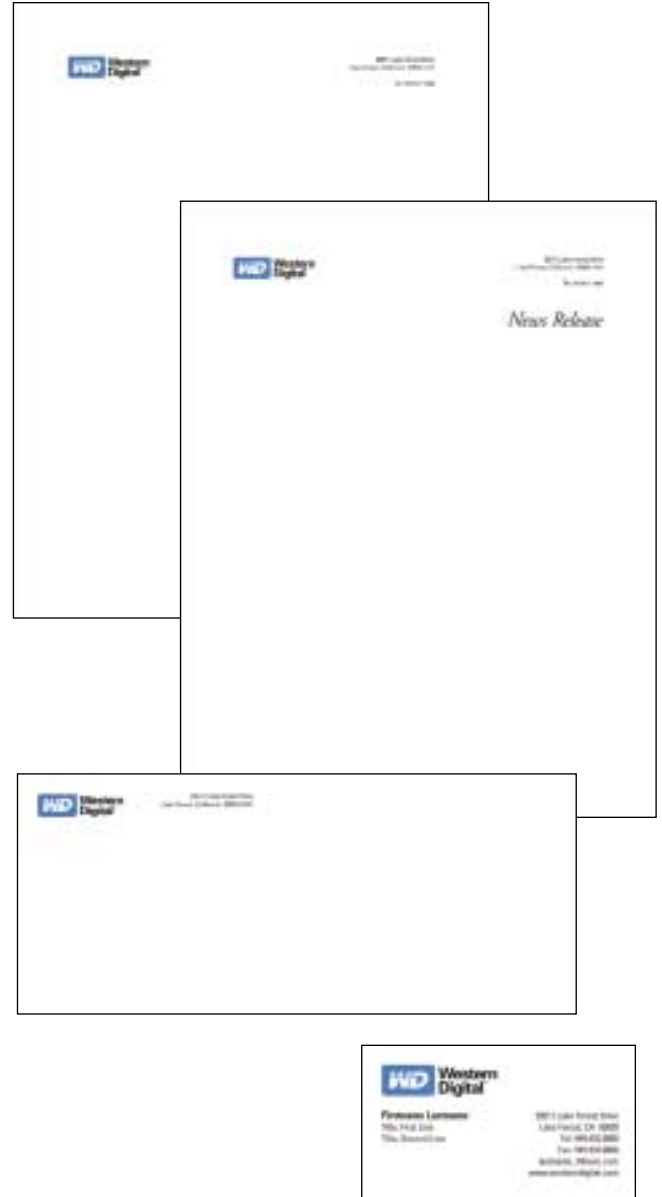
## Corporate Stationery System

All offices of WD will use the corporate stationery system. The standard design is printed in the preferred two-color treatment on bright-white paper stock.

In the United States, all stationery must be ordered through corporate purchasing. Templates are provided for stationery printed in other regions. Please contact Corporate Communications for stationery templates.

## Product Names

The failure of a company to adhere to trademark requirements can result in the forfeiture of our right to that mark. Inconsistent use of trademarks undermines WD's legal position to defend our brand if a competitor chooses to adopt it. On the right is a list of WD's product names with their appropriate trademarks. In addition to appropriate trademarks, the use of WD preceding all product names is required.



**WD Caviar®**  
**WD Caviar® SE**  
**WD Caviar® SE SATA**  
**WD Caviar® RE**  
**WD Protégé®**  
**WD Raptor®**  
**WD Scorpio™**

**WD Dual-option™ Family**  
**WD Essential™ Family**  
**WD Extreme™ Family**

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