

Western Digital

Correct usage of the Western Digital corporate signature is integral to developing and maintaining a consistent brand image and message about our company. We invite you to use our corporate signature and we ask you to follow these guidelines.

WD
Logo Usage Guide

Please follow the basic rules of logo usage specified here. If your circumstance is an exception to the examples shown, please contact Western Digital's Corporate Communications Department at 949.672.7925 or 949.672.7000.

Corporate Signature

The core component of the Western Digital identity system is the corporate signature. It consists of an abstract symbol and custom logotype. The symbol and the logotype must always be used together. Under no circumstance should any person separate or alter the corporate signature in electronic or print reproduction form.

Corporate Signature



Western Digital Blue & 100% black



Color

There are three ways to correctly reproduce the logo: in blue and black (as shown above), all black on a medium to light background or all white on a dark background. Color reproduction of the symbol must be in Western Digital blue (Pantone 301) and the logo type must be black. This is the only acceptable color combination. Do not screen any part of the corporate logo.

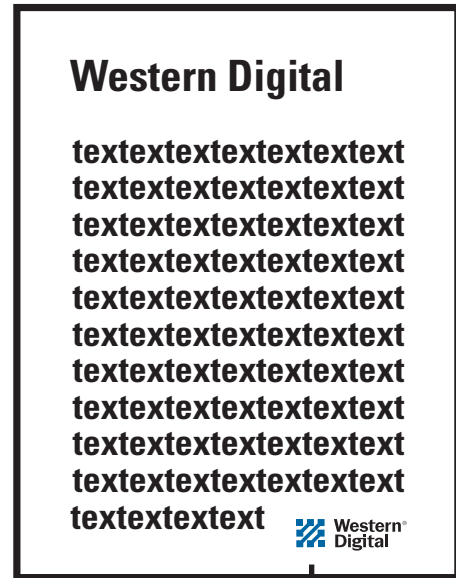
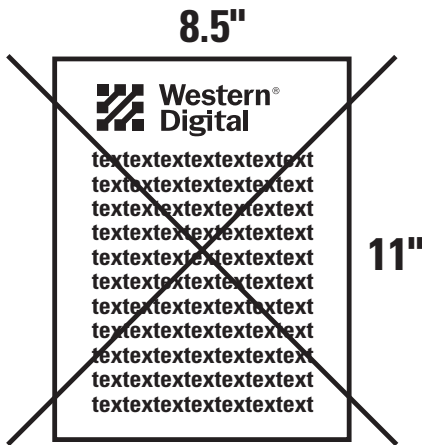
Area of Isolation

The presentation of the WD corporate signature is enhanced by making sure that a reasonable amount of space surrounds the entire logo. 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 symbol height expressed by the X dimension. The absolute minimal area of isolation is one-half the measure of the symbol height extending from the outermost edges of the signature.



Corporate Signature Size

The corporate logo is a signature. The corporate signature should not be used as a heading. Write out the name of the company, Western Digital, when you require a headline. The size of the logo on a standard 8.5" x 11" paper must be exactly .32" square. Do not deviate from this measurement.



Redrawing the Signature

Do not redraw the signature or replace the logotype with any typeface. Electronic files can be obtained from the Western Digital Web site at www.westerndigital.com. If you have a need that cannot be met through the Web site, please contact Western Digital Corporate Communications at 949.672.7925 or 949.672.7000

Correct Use of Western Digital Product Names

Internal Hard Drives

- WD Caviar™
- WD Protégé™
- WD Performer™

External Hard Drives

- Western Digital FireWire® Hard Drive

Accessories

- Western Digital FireWire® PCI Adapter
- Western Digital FireWire® CardBus PC Card

Western Digital
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For service and literature:
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507.286.7900 Outside USA
www.westerndigital.com Internet