

WD Product Family

# Consistent Visual Alignment

January 11, 2013



# Why?

For a stronger brand.

To exude a strong, confident, unified, and aesthetically sound product. To make our products even more content-centric, and function-centric. To strengthen consumer product familiarity.

To create *Trust*.

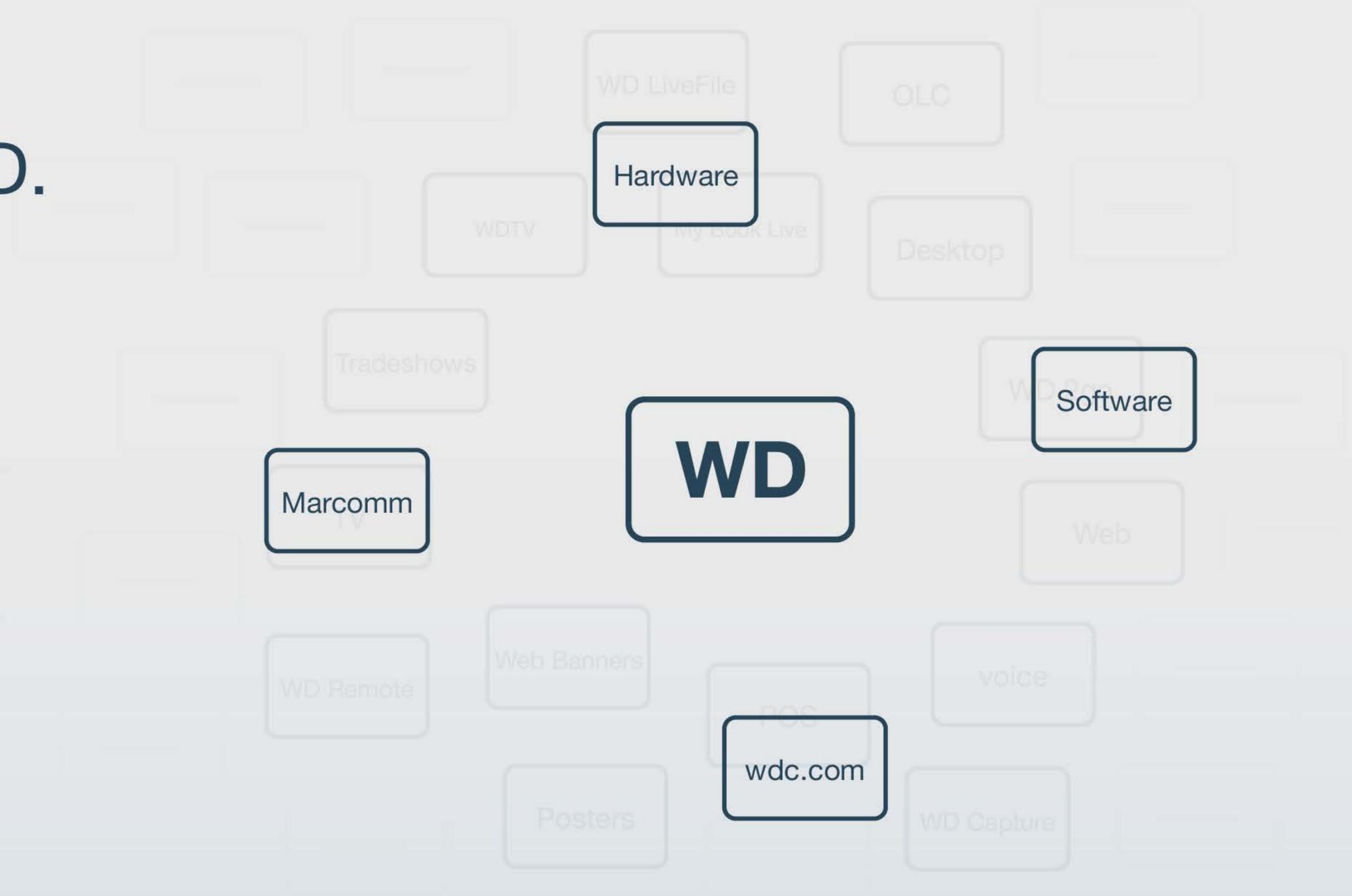
# What?

Everything WD.



# What?

Everything WD.



# What?

Everything WD.

Branding style

Color Palette

Backgrounds

Typeface

Voice

Iconography

Imagery

# When?

***Now.*** We're already in the process, but we need:

- 1) Understanding
- 2) Consensus
- 2) Support
- 3) Execution/Process

# Product Alignment

0067A6  
0 104 166

284558  
40 69 88

536774  
83 103 116

Files : Adobe Creative Cloud x WD Learning Center

setup.wd2go.com

WD LEARNING CENTER

## Welcome to the Learning Center

To get your WD device up and running, select a product.

WD Products

- My Book Live
- My Book Live Duo

WD Capture

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WD 2go LiveFile Installer

Welcome to WD LiveFile

LiveFile lets you automatically synchronize your files across multiple devices.

To get started, agree to the EULA and click install.

[End-User License Agreement](#)

I have read and agreed to the EULA

Quit Install

WD 2go

- My Book Live
  - Jeff's Passport
  - Media NAS
  - Music folder...
  - All Photos
  - 2012 Fi...
  - 2012 Videos
  - Baseball Ph...

Name	Size	Date Modified
Lonely Boy	4.2 MB	Jan 12, 2012 4:34 PM
Batman's Portrait	12.2 MB	Jan 11, 2012 1:04 PM
How Everything Started	23.5 GB	Jan 11, 2012 10:40 PM
Typical Word file	35 KB	Jan 10, 2012 5:12 AM
PowerPoint Presentation	1.1 MB	Jan 08, 2012 2:05 PM
Excel Spreadsheet	650 KB	Jan 08, 2012 11:24 AM
Schedule for next week	2.5 MB	Jan 07, 2012 7:24 AM
Next week's Speech	880 KB	Jan 07, 2012 5:24 AM
Numbers all around	57 KB	Jan 06, 2012 8:24 PM
Journal Page	4 MB	Jan 06, 2012 7:10 PM
HTML file from the Web	24 KB	Jan 06, 2012 2:29 PM
Unknown file format	31.6 MB	Jan 06, 2012 12:30 PM
This is a text File	18.3 KB	Jan 06, 2012 10:26 AM

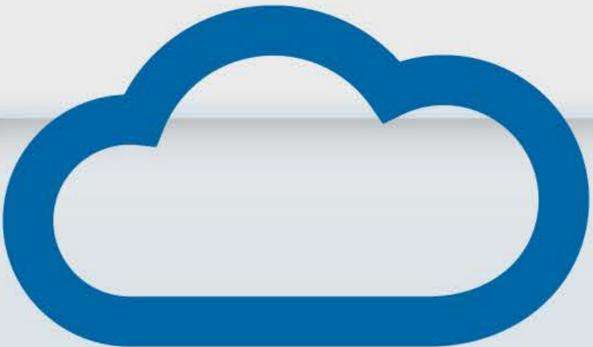
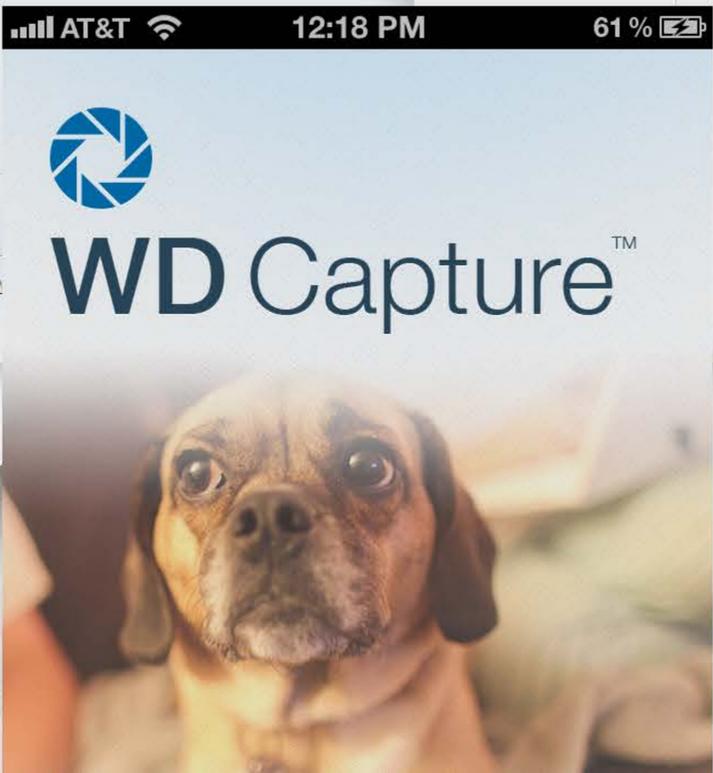
AT&T 4G 11:16 AM

Devices Shares

Upload New Folder

- Pictures 09/27/12, 1:30 PM
- Public 11/01/12, 4:05 PM
- 88\_o.JPG 413.1 KB • 10/30/12, 12:54 PM
- 99Bottles.JPG 413.1 KB • 10/04/12, 3:17 PM

Cloud Downloads Activity



C6D4DE  
198 212 222

EAEAEA  
234 234 234

F0F0F0  
240 240 240



# Product Alignment

Files : Adobe Creative Cloud x WD Learning Center x

setup.wd2go.com

WD LEARNING CENTER Support

## Welcome to the Learning Center

To get your WD device up and running, select a product.

WD Products

My Book Live My Book Live Duo

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PUT YOUR LIFE ON IT

WD2go

Helvetica Neue, Regular, 22 pt., Left-aligned, 282828 40 40 40

Helvetica Neue, Regular, 16 pt., Left-aligned, 898989 137 137 137

My Book Live Duo (3.0) My Book Live Duo (3.0) My Book Live Duo (3.0)

Magual

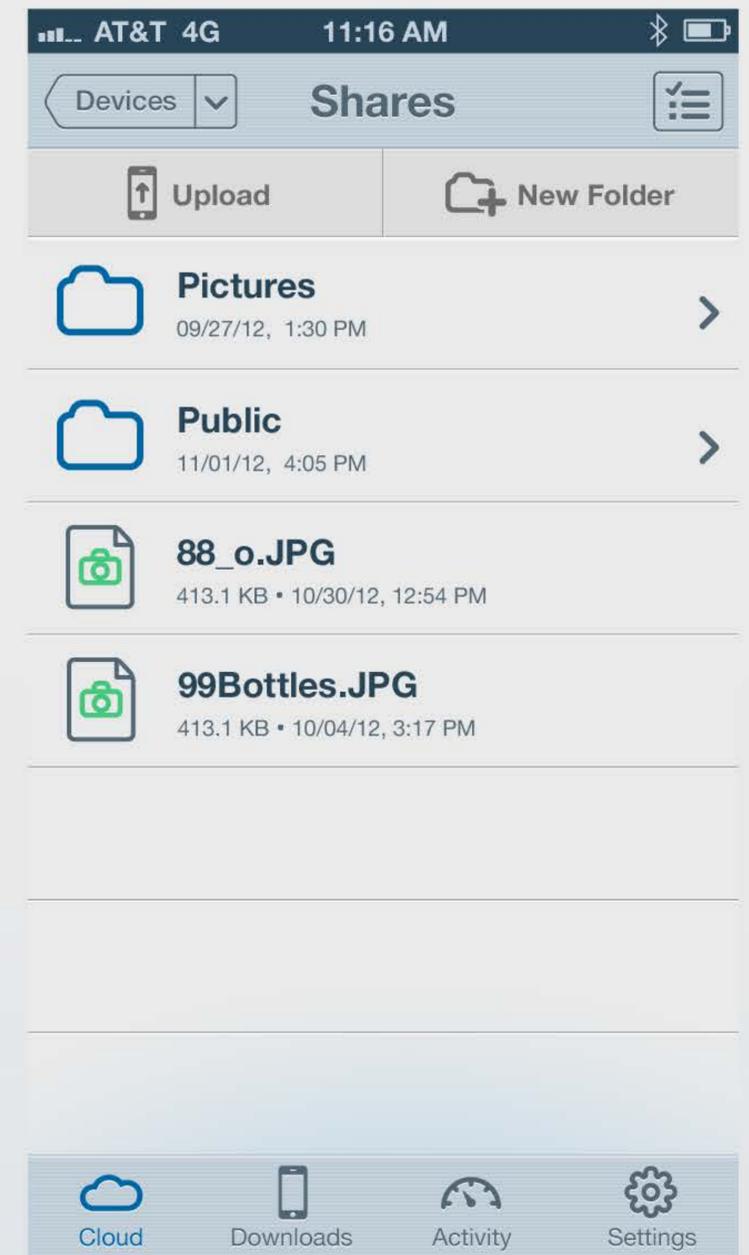
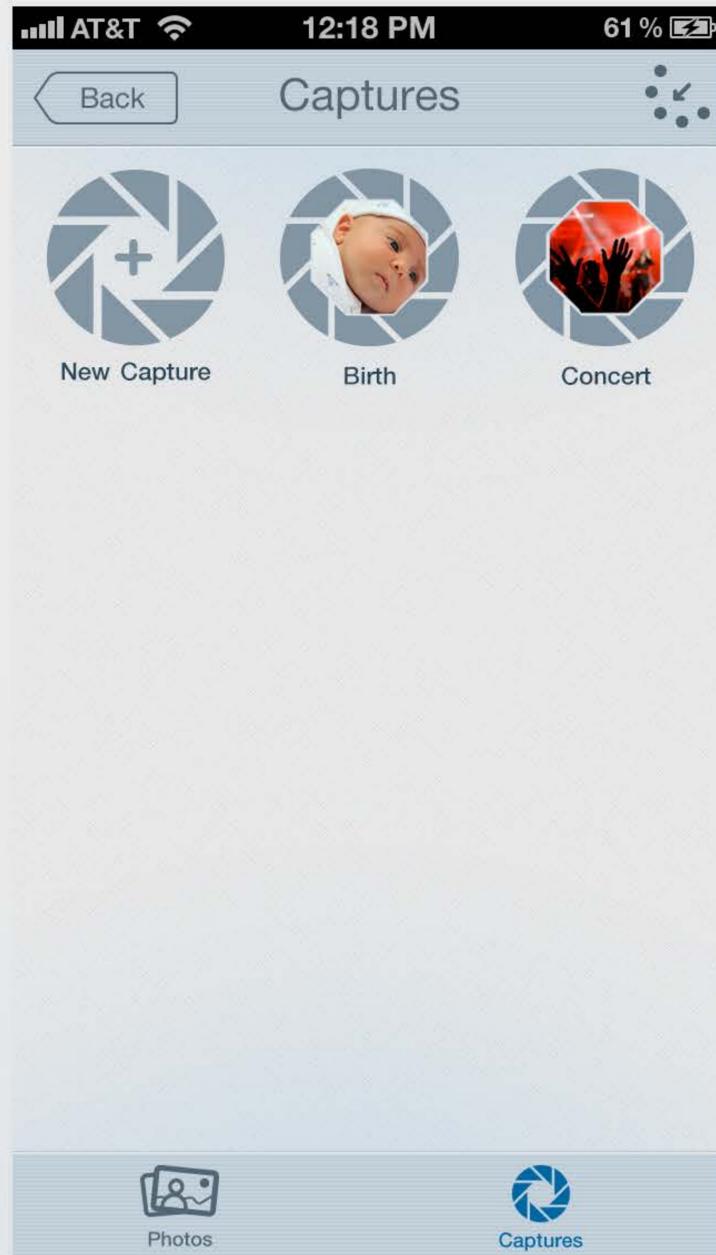
My Book Live Duo (3.0) My Book Live Duo (3.0)

WD2go

My Book Live

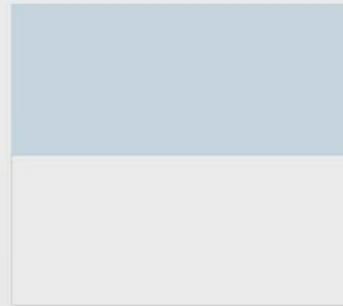
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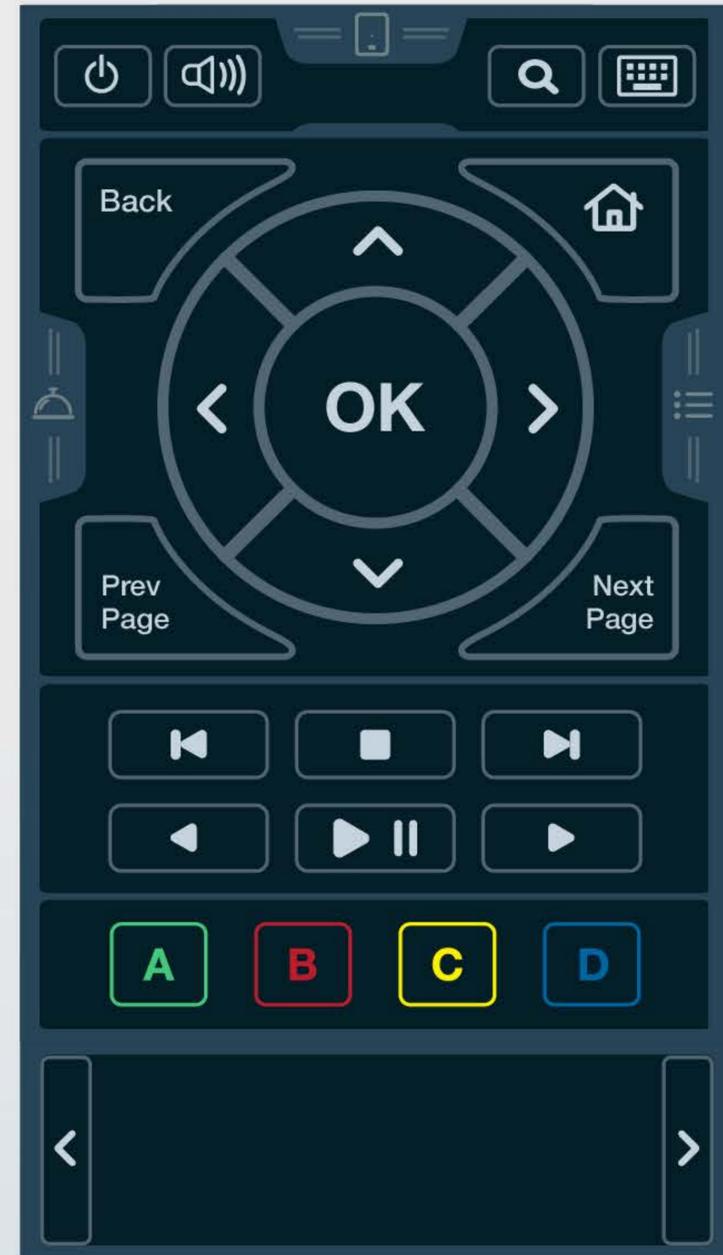
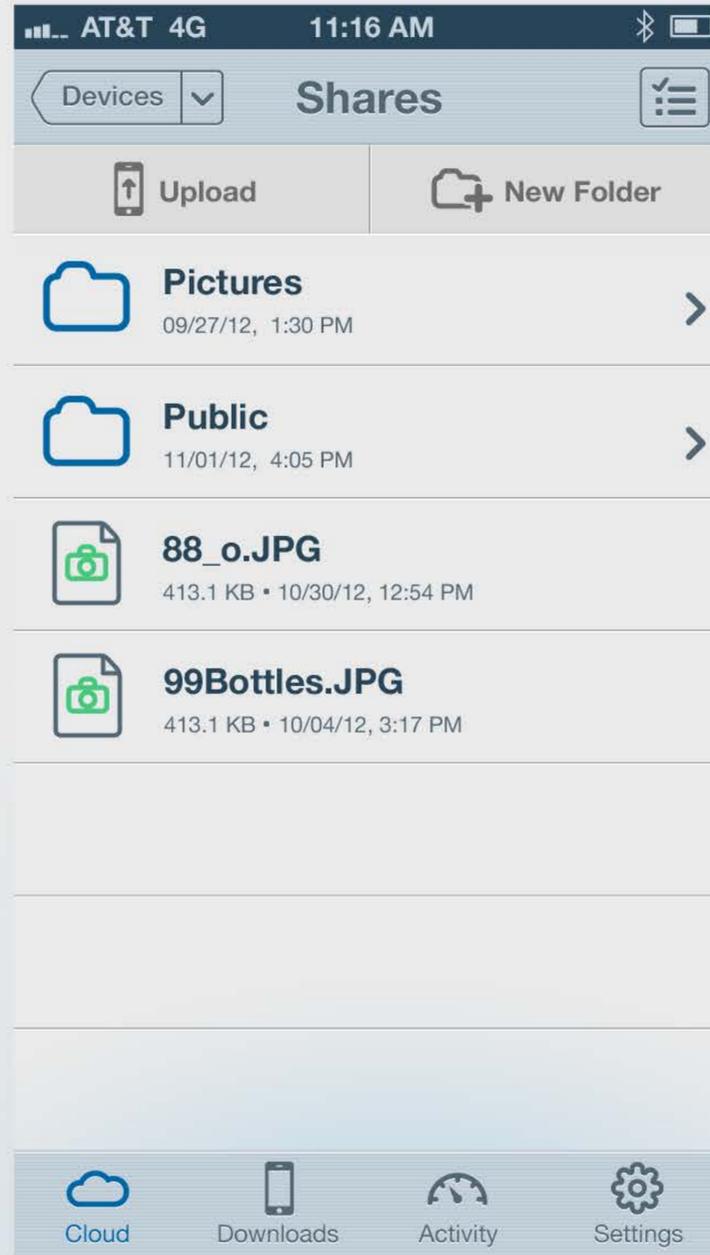
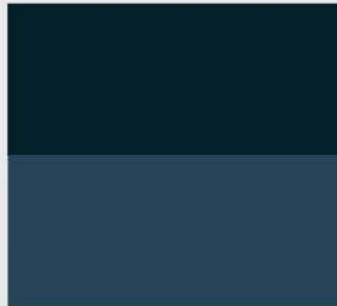


# Product Alignment

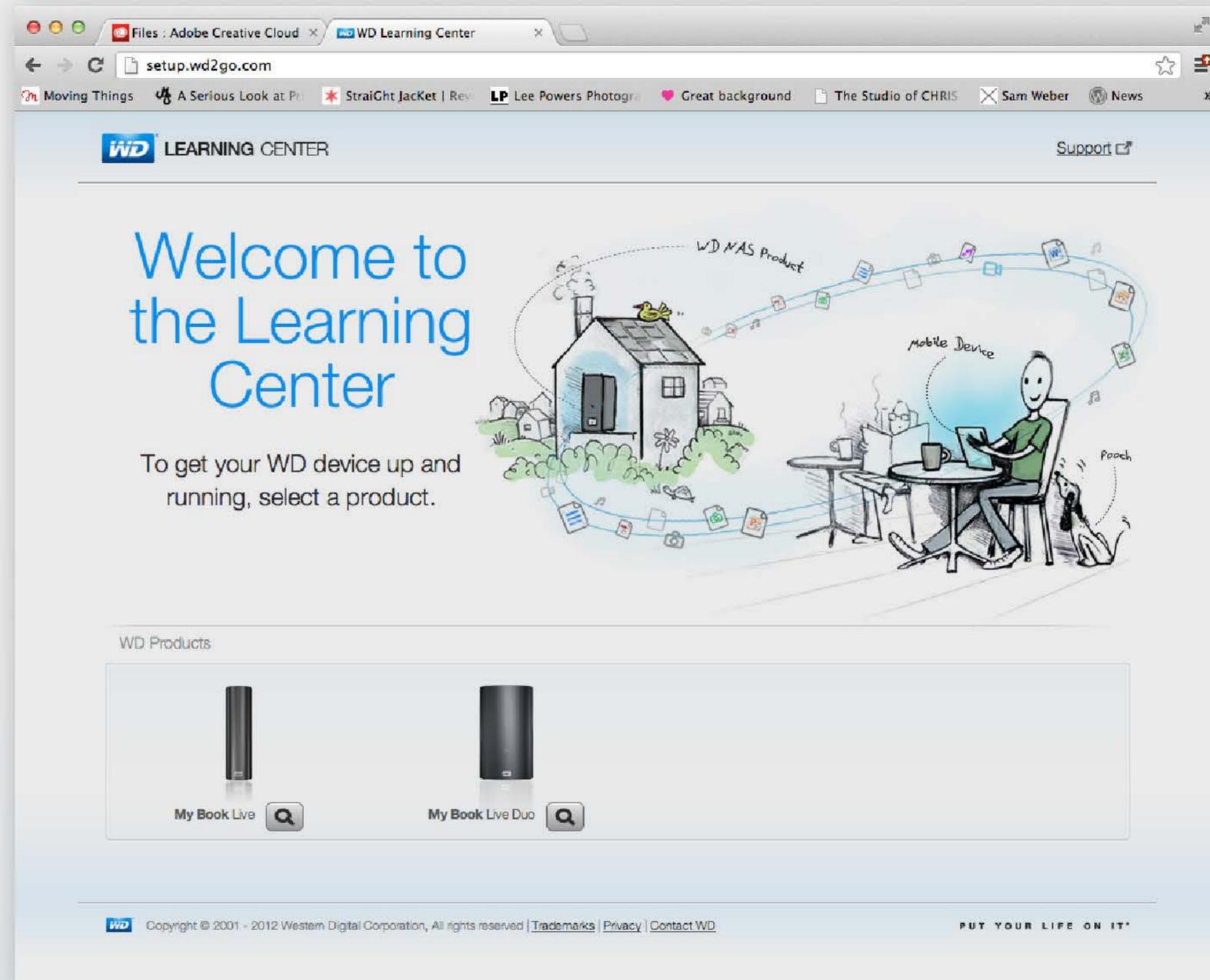
Production/Light



Media/Dark



# Product Alignment



# WD Sub-Branding



# Western Digital

 **Western Digital**

  
WD Groove™

  
WD Groove™

  
WD Media™

  
WD Media™

  
WD 2go™

  
WD 2go™

  
WD LiveFile™

  
WD LiveFile™

  
WD Photos™

  
WD Photos™

  
WD Remote™

  
WD Remote™

  
WD Learning Center™

  
WD Learning Center™

  
WD Capture™

  
WD Capture™

# WD Sub-Branding



# Color Palette

**0067A6**  
0 104 166  
PANTONE 301

**0067A6**  
0 104 166

**284558**  
40 69 88

**0067A6**  
0 104 166

**284558**  
40 69 88

**536774**  
83 103 116

**C6D4DE**  
198 212 222

**282828**  
40 40 40

**565656**  
86 86 86

**DDDDDD**  
221 221 221

**EAEAEA**  
234 234 234

**FOFOFO**  
240 240 240

**2EAF62**  
45 175 98

**AA0F4B**  
170 15 75

**AE0EE2**  
174 14 226

# Iconography

## WD Learning Center



RAID



Media Upload



Personal Cloud



Share



Extra Mobile Storage



Backup



WD Sync



Media Stream



WD QuickView



Software Download



Open External Link



Warning / Alerts



How To's / Knowledge Base



Search / Zoom / Focus



Info / Tooltip



Right Arrow / Task List Closed Item



Left Arrow



Down Arrow / Task List Collapsed Item



Up Arrow

## WD Mobile



Personal Cloud



Mobile Phone



Upload to Phone



Download to Phone



Mobile Tablet



Upload to iPad



Download to iPad



Edit Rows



Settings



Activities



Delete



Edit



Rename



Upload From Camera



Maximize Screen



Minimize Screen



Actions (Mobile)



Copy



New Document



New Folder



Move Out of Folder



Move Into Folder



Save/Success/Ok/Finished



Cancel



Copy to Clipboard



Email



Save



High Definition View



Slideshow



Add/Remove



Split-Screen View (iPad)



Full-Screen View (iPad)



Album View



Thumbnail View



Folder (View)



Date Search



Search / Zoom / Focus



Add to Favorites



Bookmark



You Are Here



Welcome Page



Devices



My Book Live



My Book Live Duo



WDTV Live Hub



WD Venue



My Net N900



My Book World



ShareSpace



Desktop



Laptop



Volume



Mute



WD Remote Icon



Checkbox



Like/Recommend



Services



Keyboard



Quicktip



Subtitles



Audio



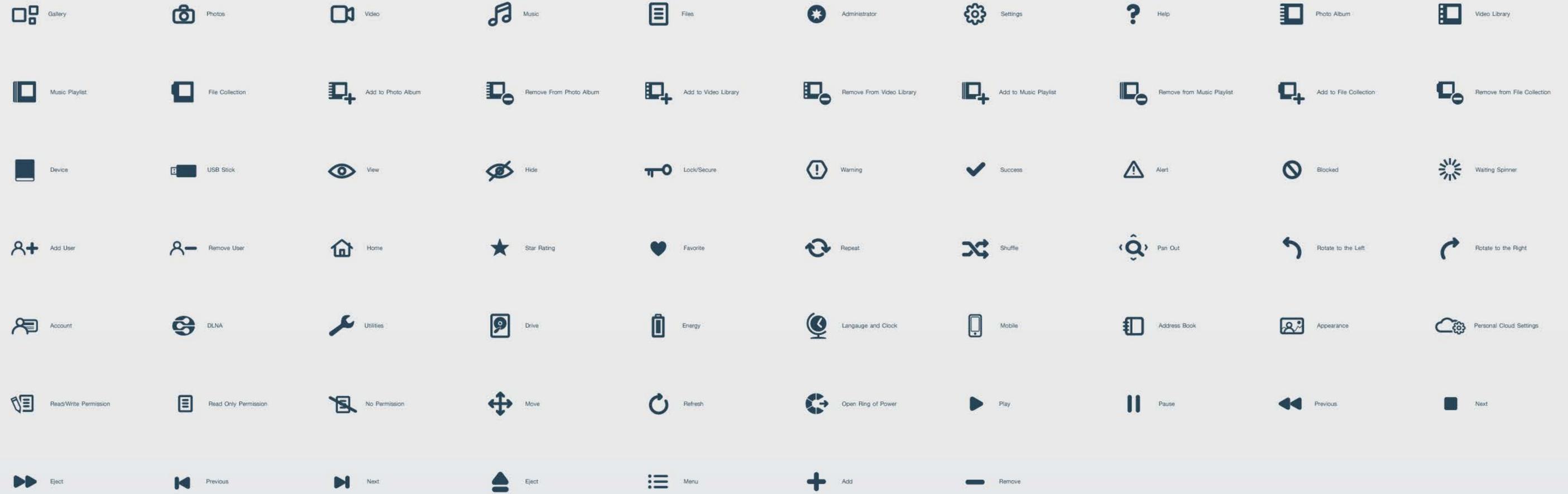
Gesture/Buttons



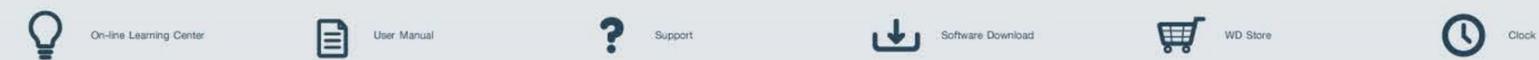
Gesture/Swipe

# Iconography

## WD Venue



## WD Onboarder



# Typeface

Helvetica Neue 25 Ultra Light

Helvetica Neue 35 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890  
-+={<},."?@\$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890  
-+={<},."?@\$&**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890  
-+={<},."?@\$&

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890  
-+={<},."?@\$&**

My Passport

WD Nomad

Western Digital

WD Capture

WD 2go

My Book Live

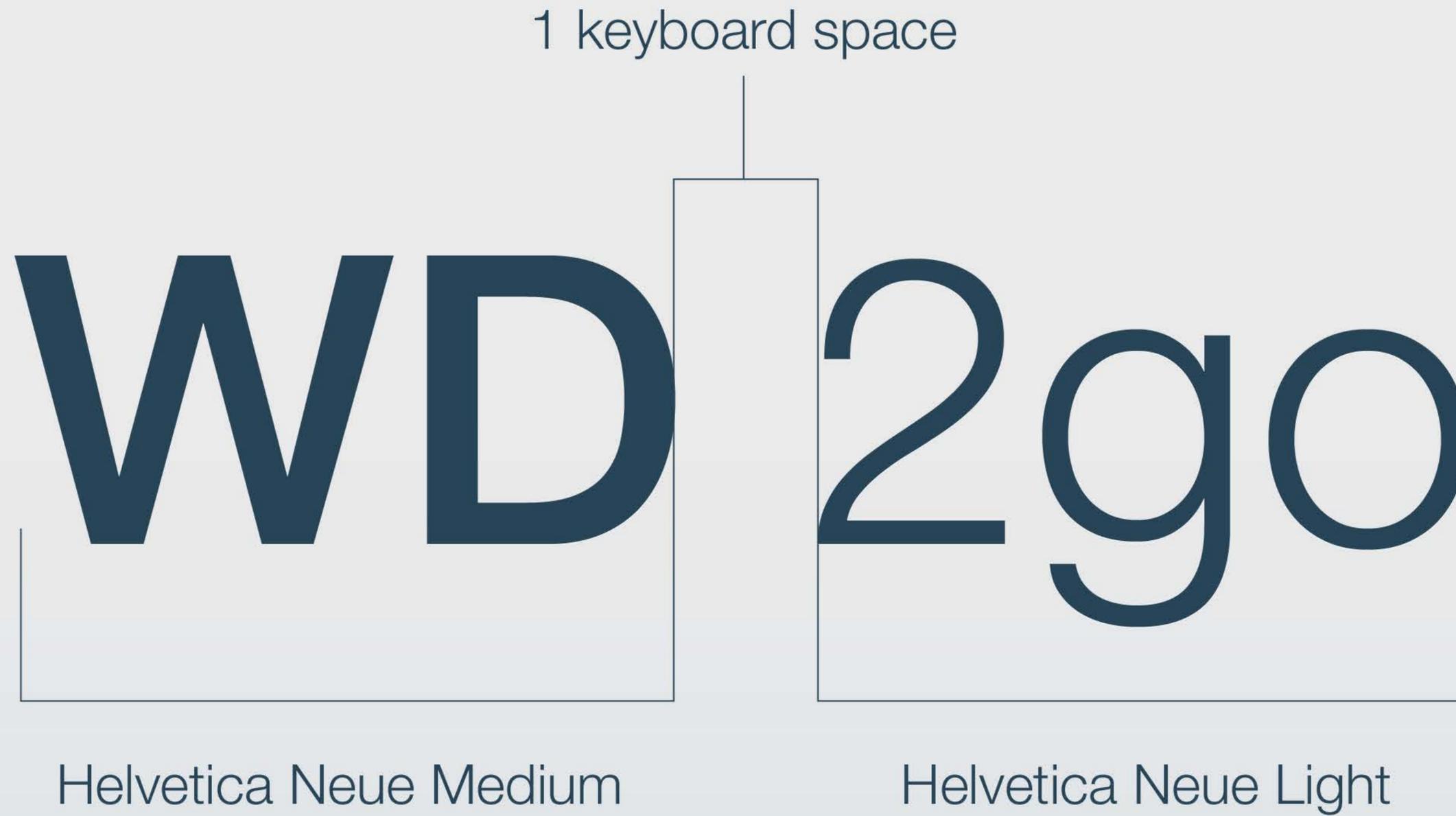
WD Learning Center

WD Remote

My Book Live Duo

My Net N900

# Type Treatment



# Type Treatment

Helvetica Neue is the typeface of choice at the moment. However, it's not supported in all languages, and it comes with a costly distribution license. Therefore, in the the event that we do need to replace Helvetica Neue as our corporate font, we will need to find a similar family to go with our sanserif style of clean and solid lines. The following options canpossibly kick off the discussion.

Telefon OT

**Absolutely**

[Telefon Regular OT](#)

**Absolutely**

[Telefon Bold OT](#)

**Western Digital**

[Telefon Bold OT](#)

Font Link  
[http://www.fontshop.com/fonts/downloads/monokrom/telefon\\_ot/](http://www.fontshop.com/fonts/downloads/monokrom/telefon_ot/)

License Agreement  
[http://www.fontshop.com/licenses/monokrom/telefon\\_ot/](http://www.fontshop.com/licenses/monokrom/telefon_ot/)

Typeface Options // Western Digital // 01-02-2013

Telefon

FF Kievit 1 OT

**Absolutely**

[FF Kievit OT Medium](#)

**Absolutely**

[FF Kievit OT Extra Bold](#)

**Western Digital**

[FF Kievit OT Extra Bold](#)

Font Link  
[http://www.fontshop.com/fonts/downloads/fontfont/ff\\_kievit\\_1\\_ot/](http://www.fontshop.com/fonts/downloads/fontfont/ff_kievit_1_ot/)

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Typeface Options // Western Digital // 01-02-2013

Kievit

FF Milo 2 OT

**Absolutely**

[FF Milo OT Text](#)

**Absolutely**

[FF Milo OT Bold](#)

**Western Digital**

[FF Milo OT Bold](#)

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[http://www.fontshop.com/fonts/downloads/fontfont/ff\\_milo\\_2\\_ot/](http://www.fontshop.com/fonts/downloads/fontfont/ff_milo_2_ot/)

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Typeface Options // Western Digital // 01-02-2013

Milo

# Product Asset Sheet - WD 2go



## CSS Font Styles

Title  
Helvetica Neue, 36 pt., center-justified, 536774

Welcome Buttons, Up  
Helvetica Neue, 36 pt., center-justified, 536774

Welcome Buttons, Down  
Helvetica Neue, 36 pt., center-justified, EAEAEA

Device Category, Up  
Helvetica Neue, 20 pt., left-justified, 284558

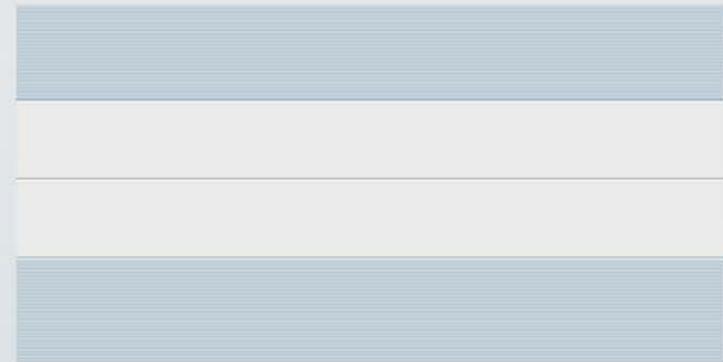
Device Category, Down  
Helvetica Neue, 20 pt., left-justified, EAEAEA

Device Name, Up  
Helvetica Neue, 32 pt., left-justified, 284558

Device Name, Down  
Helvetica Neue, 32 pt., left-justified, EAEAEA

Secondary Info, Up  
Helvetica Neue, 20 pt., left-justified, 284558

Secondary Info, Down  
Helvetica Neue, 20 pt., left-justified, EAEAEA



# OLC and wdc.com

wdc.com/en/

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is saving your digital life just the beginning?

# absolutely

What's New

- My Book VelociRaptor Duo**  
Extreme performance for your creative projects.
- My Passport for Mac**  
Ultra-fast portable storage for Mac.
- My Net HD Dual-Band Routers**  
Accelerate your Internet movies, games and HD entertainment.
- My Passport**  
Mini drive. Mega capacity. Multi-colors.

Investor Events

- December 5, 2012**  
Western Digital® to Participate in NASDAQ OMX 29th Investor Program, London
- December 4, 2012**  
Western Digital® Board Declares Dividend for December Quarter, Payable on December 26, Record Date of December 14
- November 29, 2012**  
WD® Makes It Easy to Discover, Enjoy and Protect Digital Content on Windows 8

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- Downloads**  
Drivers, software and updates for your WD product.
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Warranty, product replacement (RMA), RMA status, & data recovery information.
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WD Learning Center - My Book Live Duo - Welcome

WD MY BOOK LIVE DUO

## Welcome to personal cloud storage

Get the most out of your My Book Live Duo network drive.

How To's Downloads Support

For Mac OS X

Software Downloads

Download tools and apps to optimize your personal cloud experience.

Start Learning Go to Downloads

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AT&T 4G 11:16 AM

Devices Shares

Upload New Folder

**Pictures**  
09/27/12, 1:30 PM

**Public**  
11/01/12, 4:05 PM

**88\_o.JPG**  
413.1 KB • 10/30/12, 12:54 PM

**99Bottles.JPG**  
413.1 KB • 10/04/12, 3:17 PM

# WD Capture™

Western Digital Hard Drives

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In the News

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