



# Brand Identity Standards Core Elements

March 2003



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# Introduction

At Seagate, we understand the need to keep driving forward. We've become a leader in our industry because of our technology ownership and innovation, our operational excellence and our customer partnerships.

Today, all over the globe, customers collaborate with us to turn ideas into breakthrough products — and to bring those innovative products to market faster. Together, we succeed. Together, we drive the future.

This document represents another opportunity to strengthen our reputation in the marketplace. More than a list of rules about where to put our new signature or what typeface to use on our PowerPoint® presentations, this is a guide that will help bring the Seagate brand to life.

Our brand is a reflection of our culture and personality. It encompasses the entire experience a person has with our company. And the look and feel of our communications — our brand identity — affects how our brand is conveyed and perceived. Our name, the signature at the bottom of our ads, our brandline, and the many other elements that make up our brand identity have been designed to visually convey the powerful ideas that we bring to every customer.



# Core Elements

We turn on ideas. And our brand identity design system puts the focus on ideas, in all of our communication applications.

It starts with the core elements, the building blocks of our design system: a bold signature that shows we stand behind our ideas; a dynamic color palette that builds on the heritage of Seagate Green, a color that's tied to Seagate and unique for our industry; and a clean typography that gets our message across quickly and easily.

These core elements are the basis of a system that's easy to understand and easy to work with — as easy as working with Seagate. And yet the elements can be configured in a wide variety of ways, representing the flexibility we bring to every project we work on.

On the following pages, we'll look at each of these elements in depth.

1.0

# Signature

The Seagate signature represents our entire company — from product packaging and ads to brochures, presentations and sponsorship banners. Be mindful when using it: Our signature is like a personal sign-off on the ideas we're presenting. The signature consists of three elements that work together as a whole.



## Symbol (The Wave)

The first element you'll notice in our signature is The Wave. This dynamic symbol is the defining feature of our design system. It is inspired by rotating media and represents ideas and information in motion. This bold symbol places Seagate at the center of innovation, with ripples of ideas unfolding — ripples that represent the markets in which Seagate plays, and the ideas that Seagate brings to market.

## Wordmark

Our wordmark uses a strong, yet friendly, upper- and lowercase typeface. It shows us as a straightforward company with which to collaborate.

## Brandline

Our brandline is a bold statement that communicates the meaning, relevance and differentiation of the Seagate brand.

Questions/Artwork?: <http://www.seagate.com/branding> or contact Corporate Communications in your region

# Signature — Primary Configurations

Our primary signature — consisting of a five-line wave symbol — should be used whenever possible. An alternate version — with a four-line wave symbol and adjusted type — should only be used where visibility may be a problem, such as in small-size applications under one-inch wide, in signage, on the Web and on some kinds of merchandise.

The primary signatures with brandline should be used on advertising, marketing and promotional materials. They should not be used on corporate level applications such as stationery, signs and commemorative items.

## Primary



*Primary*  
(pr\_2c\_pos.eps)



*Primary with no brandline*  
(pr\_nbl\_2c\_pos.eps)

## Alternate Primary (four-line symbol)



*Alternate Primary*  
(pr\_alt\_2c\_pos.eps)



*Alternate Primary with no brandline*  
(pr\_alt\_nbl\_2c\_pos.eps)

# Signature — Stacked Configurations

While the primary signature should always be considered first, we have developed stacked versions of our signature for applications with restricted horizontal spacing. In most cases it is best to reduce the primary signature to a smaller size before defaulting to the stacked version. An alternate stacked version — with a four-line wave symbol and adjusted type — should only be used where visibility may be a problem, such as in small-size applications under one-inch wide, in signage, on the Web and or on some kinds of merchandise.

**IMPORTANT: The stacked signatures are never to appear on products, collateral or packaging.**

## Stacked



*Stacked*  
(stk\_2c\_pos.eps)



*Stacked with no brandline*  
(stk\_nbl\_2c\_pos.eps)

## Alternate Stacked (four-line symbol)



*Alternate Stacked*  
(stk\_alt\_2c\_pos.eps)



*Alternate Stacked with no brandline*  
(stk\_alt\_nbl\_2c\_pos.eps)

# Signature — Misuses

Our signature has been custom drawn. Never re-create its elements. Always use the approved artwork, and always follow these rules when using it:



*Do not rearrange the signature elements*



*Do not distort the signature elements*



*Do not use the wave symbol alone*



*Do not use the signature typeface alone*



*Do not re-create the alternate signature with primary signature elements*



*Do not use the brandline alone unless pre-approved by Seagate Corporate Communications*



*Do not attempt to re-create the signature with any other typeface*





# 1.3

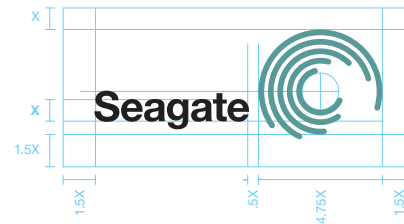
## Signature — Clear Space

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.

### Primary

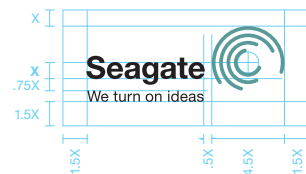


*Primary*

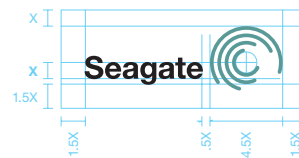


*Primary with no brandline*

### Alternate Primary (four-line symbol)



*Alternate Primary*



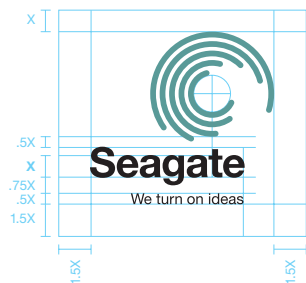
*Alternate Primary with no brandline*

# 1.3a

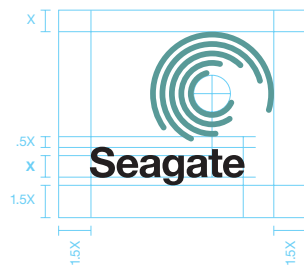
# Signature — Clear Space

**IMPORTANT:** The stacked signatures are never to appear on products, collateral or packaging.

## Stacked

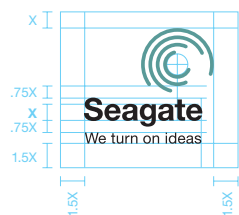


*Stacked*

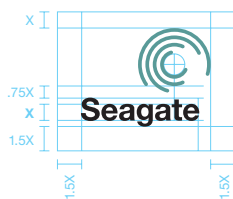


*Stacked with no brandline*

## Alternate Stacked (four-line symbol)



*Alternate Stacked*



*Alternate Stacked with no brandline*

# Signature — Minimum Size

We want our signature to stand out, so we've established various minimum sizes, as shown in the following exhibits. The minimum sizes included here should accommodate most applications, but whatever the reproduction technique, be sure our signature is never smaller than what can be clearly executed. Applications such as the Web, signage or merchandise may require larger sizes.

## Primary



*Primary*



*Primary with no brandline*

## Alternate Primary (four-line symbol)



*Alternate Primary*



*Alternate Primary with no brandline*

1.4a

# Signature — Minimum Size

**IMPORTANT:** The stacked signatures are never to appear on products, collateral or packaging.

## Stacked

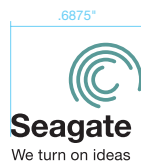


*Stacked*



*Stacked with no brandline*

## Alternate Stacked (four-line symbol)



*Alternate Stacked*



*Alternate Stacked with no brandline*

# Signature — File Naming

We have developed a file naming system that makes identifying signatures easy. Choose a version with or without the brandline, a version in one-color or two-color, a positive or reverse image. The file name will reflect each of these options, as shown.

## 1. Preference

pr = Primary  
 alt = Alternate  
 pr\_alt = Alternate Primary  
 stk = Stacked  
 stk\_alt = Alternate Stacked

## 2. Brandline

nbl = no brandline  
 (file name without "nbl" will contain brandline version)

## 3. Color

1c = One-color logo  
 2c = Two-color logo

## 4. Color Usage

pos = Positive  
 rev = Reverse

## 5. File Extension

eps = Encapsulated Postscript file

## Signature Suite Folder Structure



## Example of File Name

1                    3                    5  
 ┌───┬──────────┬──────────┬──────────┬───┐  
 pr\_nbl\_2c\_pos.eps  
       └───┬───┬──────────┬──────────┬───┐  
           2                    4

# Signature — Color Variations

Color plays an important role in communicating our brand's personality. The color green has always been associated with Seagate and has been unique for our industry. Our new identity continues this heritage in a fresh way.

We've developed a preferred two-color\* version of our signature for use in most applications. Our one-color version is intended for applications that are restricted in color, but can be used to enhance particular design concepts. The preferred backgrounds are white and black.

## Two-color



*Two-color positive*



*Two-color negative*



\* See section 2.0 for color specifications

# Signature — Color Variations

## One-color



*One-color black*



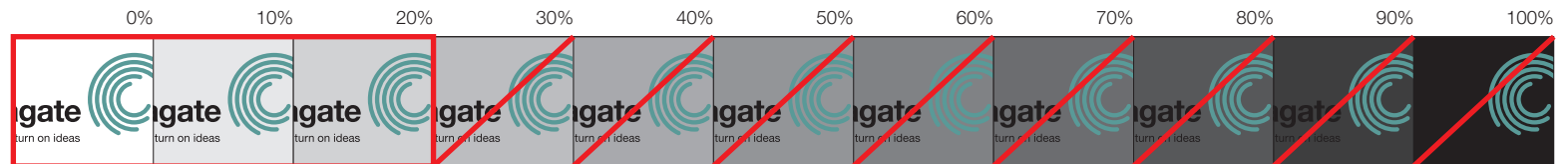
*One-color white*



# Signature — Background Control

## Value Range

The preferred backgrounds for our signature are white and black, but in some cases it's necessary to use the signature over colors or images. In these cases, it's extremely important to ensure the visibility of all signature elements. The chart shows the approved signature colors and which value ranges work best.



Two-color positive



Two-color negative



One-color black



One-color white



# Signature — Background Control

## Colors

The preferred backgrounds for our signature are white and black, but in some cases the signature is used over a color to enhance a particular design concept or it is necessary to apply the signature over a colored substrate. In these cases, it's extremely important to ensure the visibility of all signature elements. The exhibits show which signatures to use over various colors to ensure maximum 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.

## Colored Substrates/Surfaces



## Applied/Printed Colors



# Signature — Background Control

## Images

The preferred backgrounds for our signature are white and black, but in some cases it's necessary to use the signature over a photograph or illustration. In these cases, it's extremely important to ensure the visibility of all signature elements. The exhibits show which signatures to use over various types of imagery to ensure maximum visibility.

Because of color and value variations in photography, abstract images and illustrative images, the signature should only be reproduced in black or white. The two-color signature is only allowed when there is sufficient contrast between all the elements.

Remember, visibility is the goal. You may find that adjusting the position of a photograph or retouching the area where the signature resides helps to achieve that goal.



2.0

# Color

Color plays an important role in communicating the brand and the color green has always been associated with Seagate. It is a potent aspect of the Seagate brand personality. Over time the recognition of a brand can come to rely solely upon color. Seagate is in a unique position to stand out in the industry and “own” a color.

## Primary

The primary colors of the Seagate color palette are strong and straightforward. They represent the core of the brand using the very minimum number of colors. The consistent representation of these core colors help reinforce the distinctiveness of the Seagate brand. The Seagate Signature can only be reproduced in the primary colors.



Seagate Green  
(or PANTONE® 7475)



Black



White

## Expanded (shown on next page)

We’ve developed an expanded color palette that extends our personality beyond Seagate Green, and it allows flexibility in brand communications where either regional, cultural or product distinction is warranted. The following pages will help you use this color palette consistently to enhance our uniqueness and powerfully build our brand.

The Seagate color palette is divided into a collection of colors, each with a dark, middle and light value. While the use of multiple values of one color is encouraged, the use of multiple colors is not. Use only one or two different colors per application, and make sure one color dominates, with the other color used as an accent color.

Note that the palette has also been interpreted in metallic hues for use in special applications.

In lieu of the color listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The color shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

# Color Palette

## Expanded

### Light



### Intermediate




### Dark



### Metallic





















# Color Palette Specifications

Seagate Color	or PANTONE® Equivalent	CMYK	RGB	Web Safe Hex
 Seagate Olive, Lt	PANTONE 4525 C	C0 M7 Y39 K16	R204 G204 B153	Web CCCC99
 Seagate Olive	PANTONE 4505 C	C0 M15 Y78 K36	R153 G153 B102	Web 999966
 Seagate Olive, Dk	PANTONE 3995 C	C0 M3 Y100 K64	R102 G102 B0	Web 666600
 Seagate Grass, Lt	PANTONE 577 C	C24 M0 Y46 K10	R153 G204 B153	Web 99CC99
 Seagate Grass	PANTONE 7490 C	C45 M0 Y80 K35	R102 G153 B102	Web 669966
 Seagate Grass, Dk	PANTONE 575 C	C48 M0 Y100 K53	R51 G102 B51	Web 336633
 Seagate Sea Green, Lt	PANTONE 7472 C	C52 M0 Y25 K0	R153 G204 B204	Web 99CCCC
 <b>Seagate Green</b>	<b>PANTONE 7475 C</b>	<b>C50 M0 Y25 K30</b>	<b>R102 G153 B153</b>	<b>Web 669999</b>
 Seagate Sea Green, Dk	PANTONE 7476 C	C100 M0 Y43 K60	R51 G102 B102	Web 336666
 Seagate Blue, Lt	PANTONE 542 C	C62 M22 Y0 K3	R102 G153 B204	Web 6699CC
 Seagate Blue	PANTONE 653 C	C100 M62 Y0 K20	R51 G102 B153	Web 336699
 Seagate Blue, Dk	PANTONE 654 C	C100 M67 Y0 K37	R0 G51 B102	Web 003366
 Seagate Lavender, Lt	PANTONE 2716 C	C45 M29 Y0 K0	R153 G153 B204	Web 9999CC
 Seagate Lavender	PANTONE 5275 C	C60 M47 Y0 K30	R102 G102 B153	Web 666699
 Seagate Lavender, Dk	PANTONE 2765 C	C100 M97 Y0 K45	R51 G51 B102	Web 333366
 Seagate Rose, Lt	PANTONE 693 C	C0 M30 Y12 K6	R204 G153 B153	Web CC9999
 Seagate Rose	PANTONE 7419 C	C0 M60 Y45 K18	R153 G102 B102	Web 996666
 Seagate Rose, Dk	PANTONE 187 C	C0 M100 Y79 K20	R153 G0 B51	Web 990033

# 2.3

## Color Palette Specifications

Seagate Color	or PANTONE® Equivalent	CMYK	RGB	Web Safe Hex
 Seagate Rust, Lt	PANTONE 717 C	C0 M53 Y100 K2	R204 G102 B0	Web CC6600
 Seagate Rust	PANTONE 1605 C	C0 M56 Y100 K30	R153 G51 B0	Web 993300
 Seagate Rust, Dk	PANTONE 168 C	C0 M57 Y100 K59	R102 G0 B0	Web 660000
 Seagate Gold, Lt	PANTONE 7499 C	C0 M2 Y15 K0	R255 G255 B204	Web FFFFCC
 Seagate Gold	PANTONE 124 C	C0 M28 Y100 K6	R255 G204 B51	Web FFCC33
 Seagate Gold, Dk	PANTONE 131 C	C0 M32 Y100 K9	R204 G153 B0	Web CC9900
 Seagate Gray, Lt	PANTONE 422 C	C0 M0 Y0 K33	R153 G153 B153	Web 999999
 Seagate Gray	PANTONE 425 C	C0 M0 Y0 K77	R102 G102 B102	Web 666666
 Seagate Dr Gray	PANTONE 419 C	C29 M0 Y36 K100	R51 G51 B51	Web 333333
 Seagate Olive, Met	PANTONE 8383 C			
 Seagate Grass, Met	PANTONE 8323 C			
 Seagate Sea Green, Met	PANTONE 8263 C			
 Seagate Blue, Met	PANTONE 8183 C			
 Seagate Lavender, Met	PANTONE 8163 C			
 Seagate Rose, Met	PANTONE 8063 C			
 Seagate Rust, Met	PANTONE 8943 C			
 Seagate Gold, Met	PANTONE 8643 C			
 Seagate Dr Gray, Met	PANTONE 8403 C			

# Typography

Typography is a strong extension of our brand's personality. That's why we've designated Helvetica Neue as our primary typeface. This simple, modern face helps us communicate ideas simply and confidently. (For internal documents such as Microsoft® Office applications, we use the alternate typefaces on the following page.)

## Primary (graphic design use only)

Helvetica Neue's openness and geometry make it highly legible in both print and digital communications. It is available in roman, italic and condensed, and in several weights to allow maximum flexibility. Do not use other versions. Helvetica Neue is primarily used for print design.

The Helvetica Neue font can be obtained through [myfonts.com](http://myfonts.com).

## Helvetica Neue

Ultra Light

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

Roman

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

Heavy

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

Condensed

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

Medium Condensed

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

Ultra Light Italic

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

Roman Italic

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

Heavy Italic

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

Condensed Oblique

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

Medium Condensed Oblique

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

# Typography

## Alternate

Our alternate typefaces, for internal use, are Arial and Times New Roman. Arial references the clean look of our primary typeface and should be used whenever possible within our Microsoft Office (i.e., Word, PowerPoint, Excel, etc.) applications. Times New Roman is an easy-to-read typeface that can be used for body copy of letters, memos and faxes.

## Arial

Regular

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

Bold

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

Italic

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

Bold Italic

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

## Times New Roman

Regular

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

Bold

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

Italic

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

Bold Italic

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