



SEAGATE

branding

GRAPHIC GUIDELINES

APRIL 2002



guidelines

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MISSION STATEMENT

The *Seagate Graphic Guidelines* is designed to guide Seagate® employees, vendors and customers in using the Seagate graphic elements properly to create high-quality marketing materials with a consistent look that enhances the corporate brand. To preserve the market strength of all Seagate collateral and to protect Seagate legally, please follow the guidelines in this document and do not deviate from them. To obtain the latest graphics artwork files, see the branding Web site at www.seagate.com/branding.

guidelines

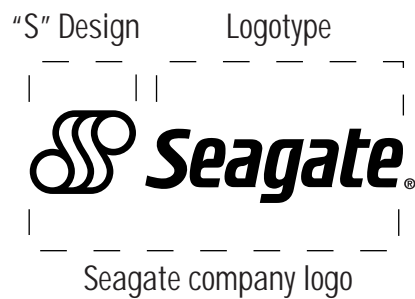
SEAGATE COMPANY LOGO

1

The Seagate company logo is the cornerstone of the Seagate corporate identity and the primary common element of all Seagate communications worldwide.

The Seagate logotype must always be used with the "S" design in the arrangement shown to the right. The Seagate company logo always appears with the correct registered symbol subscript. No tagline is used with the Seagate company logo.

The "S" design may be used alone. The Seagate company logo and the "S" design are all black on a light background or all white on a dark background. All logos must be sized proportionally.



guidelines

PRODUCT LOGOS

2

Seagate product logos rank second in importance to the Seagate company logo.

The Cheetah® and Barracuda® product logos may stand alone as a logotype or they may be accompanied by the Cheetah or Barracuda illustration. A product logo with an animal illustration always appears with the correct trademark symbol subscript.

Product logos and logotypes are black on a light background or white on a dark background. Never use the Cheetah or Barracuda animal illustration by itself, without the logotype. A product logotype always appears with the correct registered symbol subscript.

Product logos and logotypes can be used with the Seagate name when the Seagate company logo does not appear on a piece of Seagate collateral. The Seagate name is below and flush right with the logotype, in Trade Gothic bold condensed, all caps.

Product logo with illustration



Barracuda®



Barracuda™
SEAGATE



guidelines

MINIMUM LOGO SIZE

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To ensure readability, the Seagate company logo and product logos must never be reproduced below the sizes shown below. Minimum x-height for logos are illustrated below. Minimum size logos can be downloaded from www.seagate.com/branding.

Seagate logo 1/8 inch (0.32 cm)



Cheetah logotype 1/8 inch (0.32 cm)



Cheetah logo with illustration,
1/8 inch (0.32 cm)



Barracuda logotype, 1/8 inch (0.32 cm)



Barracuda logotype with illustration,
1/8 inch (0.32 cm)



The minimum width for the "S" design is
3/16 inch (0.48 cm)

3/16" (0.48 cm)



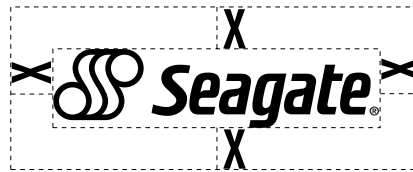
guidelines

LOGO CLEAR SPACE

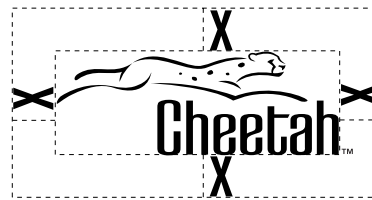
4

Maintaining a clean and uncluttered area around the Seagate company logo and product logos maximizes the visual impact of these key brand elements.

The amount of clear space on all sides of the Seagate company logo must be at least equal to the height of the letter "a" (also known as the x-height). The minimum clear space below the Seagate company logo is measured from the descender of the letter "g".



The amount of clear space on all sides of a product logo must be at least an x-height. The minimum clear space above a logo with an animal illustration is measured from the top of the illustration.



guidelines

IMPROPER LOGO USE

5

Do not display the Seagate company logo in forms other than those specified in this guide.

The Seagate company logo and product logos may not appear in any color other than all black or all white.



Do not rotate, skew, scale, redraw, reproduce, alter or distort any logo in any way.

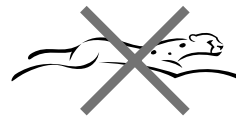


Do not place a logo on a patterned background.

Never use an animal illustration without the product logotype.



Do not place a logo within text or headlines. Set the product name in the same font as the surrounding copy.



Do not combine a logo with any other element such as other logos, words, graphics, photos, slogans or symbols, that may seem to create a hybrid mark.



Do not display the Seagate company logo in any way that suggests that a third party's product is a Seagate product, or that Seagate is part of a third party's product name.



Never translate the Seagate logo into another language or change it into another character set.

guidelines

SEAGATE BLACK BAR

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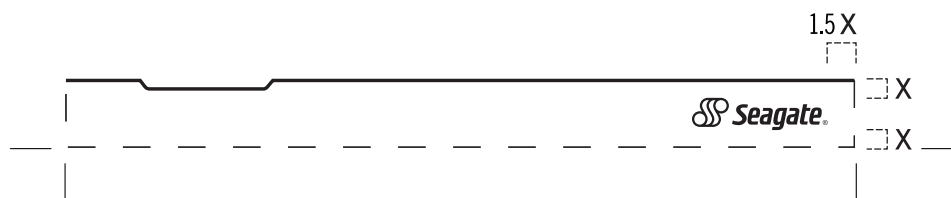
The Seagate black bar with the company logo is a distinctive graphic element used on Seagate materials. You can use a simple rule to define the top shape of the black bar and notch when it is appropriate to your design.

The black bar or black bar rule always appears at the bottom of the page, with the notch on the left side, not on the right or in the middle. It fits the width of the page and “bleeds” off each edge of the page.

The black bar notch can vary in length to fit your particular design or to complement a graphic element. Do not flip the notch along the horizontal axis, making it appear upside down. You can place the Seagate Web address, www.seagate.com, on the left side of the black bar, centered horizontally and vertically under the notch, using lower case Trade Gothic bold, letterspaced, in white letters. Do not place any other graphics or text in the area of the black bar or black bar rule.



Always maintain a consistent proportion when scaling the black bar or black bar rule. Proper clear space around the Seagate company logo and Seagate company logo placement must be within the guidelines, regardless of the size of the black bar or black bar rule.



The black bar rule and Seagate logo can appear in black on a light background or white on a dark background.

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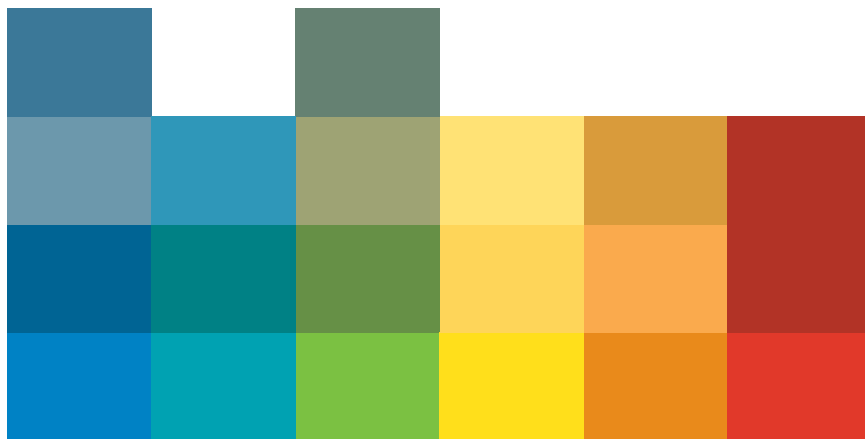
COLORS

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Using a common set of colors in all printed communications is a very powerful branding tool. We identify three color palettes, chosen for worldwide use and for maximum effect. If you deviate from these palettes, please select colors that complement the Seagate corporate colors.

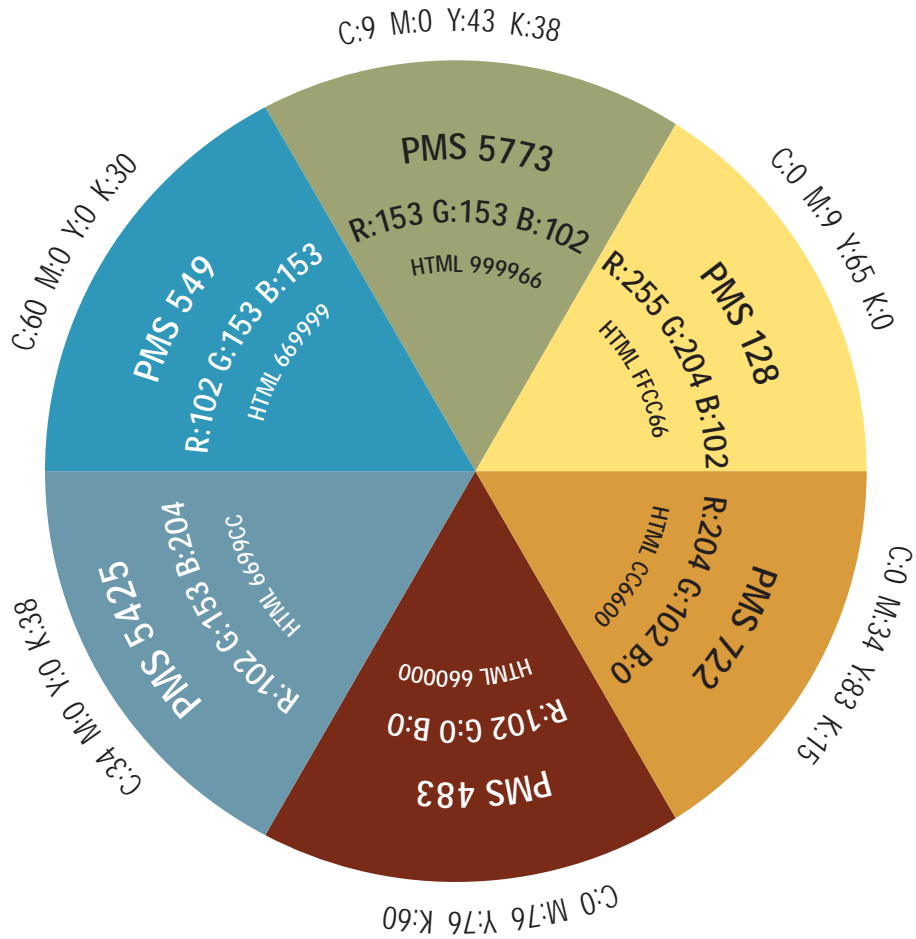
For 4-color process printing, specify a rich black that combines 100 percent black and percentages of cyan, magenta and yellow. This creates a rich black ink saturation. Your printer will be able to recommend the optimal percentages for a particular press.

If you want to design with a metallic ink, specify PMS 8340 (green), PMS 8420 (silver) or PMS 8383 (gold). Metallic inks are best used as an accent color.



MUTED COLOR PALETTE SUGGESTED USES

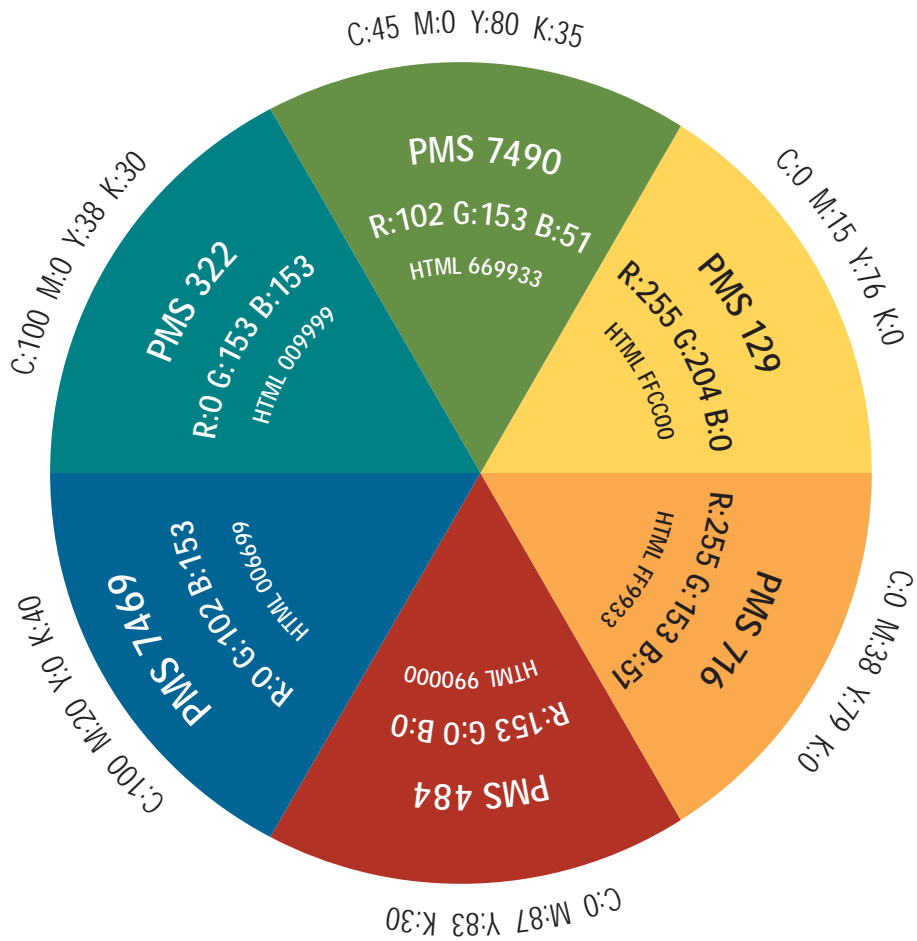
- > Seagate corporate business system
- > Marketing Bulletins
- > Inside pages of newsletters
- > Building signage
- > Investor relations materials
- > Major corporate initiatives and legal materials



guidelines

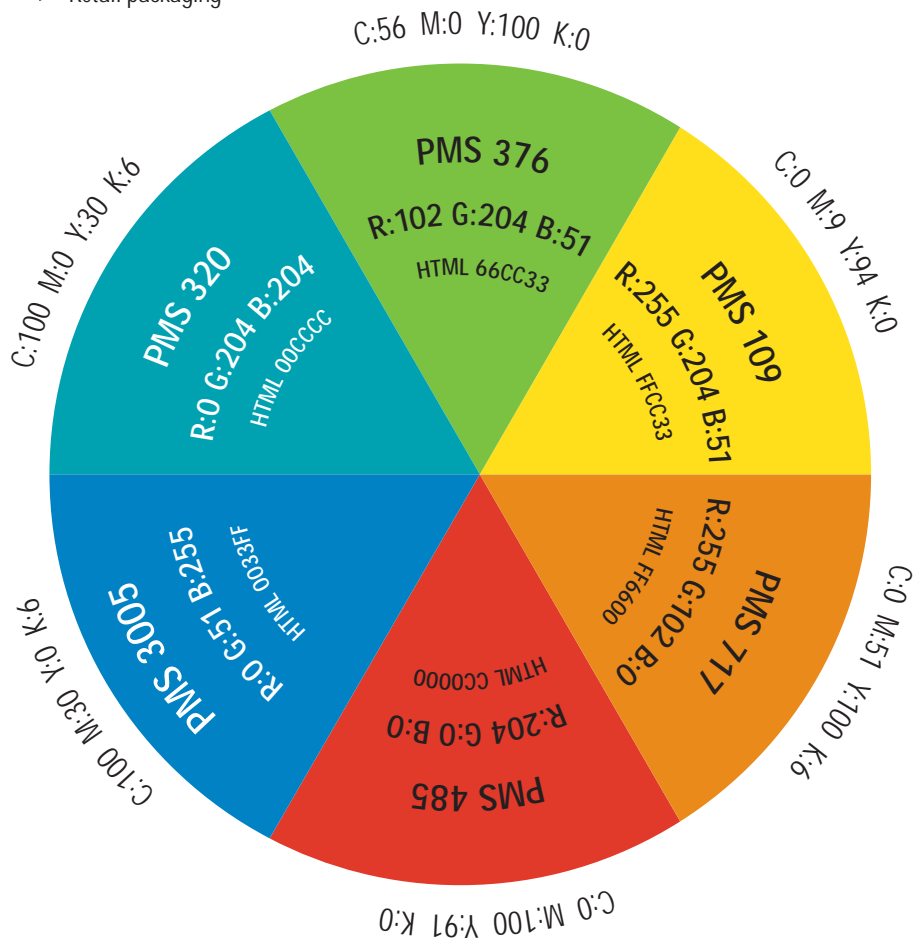
MEDIUM COLOR PALETTE SUGGESTED USES

- > Sales Guide
- > Disc and Tape Product Listings
- > Data Sheets
- > Slide Rule
- > Seagate Web sites
- > Human Resources materials
- > Mastheads for the *Seagate FYI* newsletter
- > Annual reports
- > Prospectus
- > Publications such as *IN, Promote!* and *Seagate Storage Solutions*
- > Product Launches, cover letter and envelope
- > Print brochures



BRIGHT COLOR PALETTE SUGGESTED USES

- > High-impact promotional materials
- > Advertising materials
- > Sell sheets
- > Digital brochures
- > All components of sales kits
- > Direct mail
- > Trade show and event signage
- > Retail packaging



guidelines

TYPOGRAPHY

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Trade Gothic is the primary typeface used by Seagate and was chosen for its simplicity and versatility. Use Trade Gothic bold or bold condensed for headlines and subheads. Use Trade Gothic, Trade Gothic condensed or Minion for body text. Italics are for emphasis. Do not condense, extend, bold, italicize or otherwise distort the fonts in any way, and do not use fonts other than the ones listed here for Seagate documents.

Trade Gothic Regular

Trade Gothic Oblique

Trade Gothic Light

Trade Gothic Light Oblique

Trade Gothic Bold

Trade Gothic Bold Oblique

Trade Gothic Bold Two

Trade Gothic Bold Two Oblique

Trade Gothic Condensed 18

Trade Gothic Condensed 18 Oblique

Trade Gothic Bold Condensed 20

Trade Gothic Bold Condensed 20 Oblique

Trade Gothic Extended

Trade Gothic Bold Extended

Minion Regular

Minion Italic

Minion Bold

Minion Bold Italic

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TRADEMARKS AND REGISTERED TRADEMARKS

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To build and preserve brand value, Seagate has claimed certain product names, product features, technologies, logos, designs, corporate names and phrases as trademarks or registered trademarks. This action prohibits any other party from using them without our consent.

Correct use of trademarks and registered trademarks is essential to maintain the company's exclusive rights to them. The trademark and registered trademark superscripts are used at the first mention within body text, unless the head is the only appearance of the trademark. Subsequent mentions do not need superscripts.



TM

Do not use ® or ™ for new goods and services not covered in this document.

TRADEMARKS FOR DISC

3D Defense System™
Barracuda logo with illustration
CETEC™
Cheetah logo with illustration
DiscWizard™
Seagate Advanced Multidrive System™
SeaShell™
SeaStream™
SeaTDD™
SoftSonic™
U4™
U8™
U10™

TRADEMARKS FOR SEAGATE REMOVABLE STORAGE SOLUTIONS

FastSense™

REGISTERED TRADEMARKS FOR DISC

Barracuda logo®
Cheetah logo®
DiskStor®
Elite®
Hawk®
Marathon®
Maynstream®
Medalist®
SeaBOARD®
SeaFAX®
SeaFONE®
Seagate®
Seagate logo®
Seagate Technology®
SeaShield®
Storage Solutions®

REGISTERED TRADEMARKS FOR SEAGATE REMOVABLE STORAGE SOLUTIONS

Hornet®
Scorpion®
Sidewinder®
TapeStor®
Viper®

guidelines

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If you have printed a document every year for the last six years, separate the year range with an en dash: 1996–2001.

If you have printed for two nonconsecutive years, then separate the years with a comma: 1998, 2001. Do not include a year that your publication was not printed.

COPYRIGHT STATEMENT FOR DISC PRODUCTS

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COPYRIGHT STATEMENT FOR SEAGATE REMOVABLE STORAGE SOLUTIONS PRODUCTS

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GRAPHIC FILE FORMATS

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VECTOR FORMAT

Vector graphics, commonly known as eps files (encapsulated post script), can be enlarged or reduced without loss of image quality. They are commonly used for line drawings, solid color drawings, technical illustrations and hard-edged graphic elements such as logos. Vector graphics cannot be viewed by Web browsers.

BITMAPPED FORMATS

Bitmapped images are best used at the size in which they were created, without enlargement or reduction. They cannot be significantly enlarged without showing graininess, fuzziness or jagged edges, but can be reduced in size using proper software. Most Web browsers can view two types of bitmapped images: JPG files and GIF files.

JPG

(JOINT PHOTOGRAPHIC EXPERTS GROUP)

JPG files are bitmaps that can be stored with various levels of image compression. The more compression, the smaller the file and the poorer the image quality. Repeatedly saving an image in the JPG format results in some data loss so this function should not be repeated. JPG images are generally not a suitable quality for printed materials and are most commonly used as photographs and other continuous-tone images for the Web and for multimedia presentations. After you compress a JPG file, the original image cannot be recovered. Do not use JPG files if you need to modify the image or if you need a high-resolution format.

GIF

(GRAPHIC INTERCHANGE FORMAT)

GIF images are viewed by Web browsers. This is the file format that is used when converting vector graphics for Web use and is best for graphics that are composed of solid colors, as opposed to continuous-tone images. Use GIF images in Web pages at full size only; never reduce or enlarge them.

TIF

(TAGGED IMAGE FILE FORMAT)

Tif files can be formatted for PC or Macintosh systems. Try not to enlarge images saved in TIF format. Reducing TIF files can produce acceptable results. TIF is the recommended format for high-quality printing applications.

**BMP
(WINDOWS BITMAP FILES)**

BMP is commonly used to store bitmaps on a PC but can also be used on a Macintosh. Images saved in this format are suitable for high- or low-resolution applications. The RGB palette of a BMP file is ideal for slide or multimedia presentations.

**EPS
(ENCAPSULATED POSTSCRIPT) BITMAPPED
FILES**

A bitmapped EPS file is saved from Adobe Photoshop. These high-resolution images are typically used in the form of duotones for printing posters, data sheets, brochures and other collateral.

**PDF
(PORTABLE DOCUMENT FORMAT)**

PDF files can be read on PC and Macintosh systems. Create a PDF file from any word-processing or graphics program. PDF files are ideal for sharing, reviewing and editing documents, as anyone can view and print a PDF file as long as Adobe Acrobat Reader is installed on your computer. This software is available for free at www.adobe.com. PDF files can be compressed, with text and graphics embedded. Colors in PDF files are not accurate and the PDF file format is not recommended for offset printing.

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GLOSSARY OF TERMS

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bitmap. Any text, character or image composed of pixels.

black bar. The bar with the notch and Seagate logo that appears in black at the bottom of Seagate marketing literature.

black bar rule. The line defining the top shape of the black bar and notch that appears at the bottom of Seagate marketing literature.

bleed. When a graphic element, image or color extends beyond the edge or edges of a page and the excess is trimmed off, allowing for full page coverage.

clear space. The space between any graphic element or logo and text, where nothing else should appear.

CMYK. A color system based on cyan, magenta, yellow and black, used to identify colors for print. Also known as 4-color process printing.

copyright. The legal right to exclusive publication, production, sale or distribution of literary or artistic work.

descender. The part of a lowercase letter that extends below the baseline.

font. A type design of specific size, weight and style.

logo. A unique and distinctive name, symbol or trademark of a company, designed for easy recognition.

logotype. A unique and distinctive design of type or characters for a word.

metallic. Any of a category of elements that have a shiny surface.


muted. Softened or lighter shades of a color or range of colors.

Pantone Matching System (PMS).
A worldwide standard of ink formulas to produce specific colors.

registered trademark. A trademark for which the Legal Department has filed and received a registration with the US Patent and Trademark Office.

reverse out. Tones of an image or type are white, or a light color, on a black or dark-colored background.

RGB. A color system based on red, green and blue, seen through light on a monitor or screen.

“S” design.  The distinctive symbol that precedes the Seagate logotype as part of the Seagate company logo.

subscript. Letters or numbers set smaller than the body text and placed on the baseline.

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superscript. Letters or numbers set smaller than the body text and raised to the height of capital letters.

trademark. A word, symbol, logo, design, or any combination of these, identifying the products and services of a business and distinguishing them from products and services of others.

typeface. A collection of type designs belonging to a common type family.

“X” height. The height of a lowercase character without ascenders or descenders, (using “x” or “a” as models).

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