

BRAND GUIDE

Data is in our DNA

We exist to make it work for you.



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Welcome

Intent of This Brand Guide

Our personality, culture and audience interaction – whether in person, through our products, services, programs or online – is a component of the Seagate brand. Our visual style and voice capture our unique point of view. They guide how people view us and how they perceive our brand.

This document explains the key visual and verbal elements so you can bring Seagate to life across all communications. Adhering to these guidelines will ensure that you help maintain the integrity and consistency of our brand presence worldwide for employees, partners, customers and prospects alike.

DATA IS POTENTIAL ●

Seagate helps you
maximize
data's potential



Data is in flight
Data is all around us
Data breathes life
Data makes it possible ●

Our Story

Our Story

Seagate was founded on the belief that data is potential. Our goal is to help humanity maximize that potential by harnessing the datasphere, which is all around us. For over 38 years, we have driven innovation with our precision-engineered hard drives and technology solutions that have empowered billions of people and businesses to realize their full potential. And we're just getting started.

Humanity is on the cusp of a new era, the data age. From smart personal devices to large-scale intelligent systems, our world is rapidly being transformed by the power of data. Data is in flight all around us, affecting us personally, professionally and globally. Seagate will be there for all of us, pioneering the way forward for a better, smarter tomorrow.

Brand Strategy

Understanding the Brand

From our Brand Purpose to Brand Experience, the following pages present the underlying principles and strategies that support the Seagate brand. They are not intended to be used verbatim, but to inspire and guide the development of all communications on behalf of Seagate.

Brand Purpose

WHY the brand exists

Empower people and businesses to maximize the value of data to better realize human potential.

Brand Promise

WHAT the customer should expect

We help maximize data for people and businesses.

Brand Experience

WHAT impression the brand leaves on consumers

Customers feel excited to accomplish more with their data because of the simplicity and dependability of our solutions.

Brand Pillars

The Brand Pillars are at the core of our business. These tenets inform everything we do, from the technology we develop to the partnerships we form and the way in which we conduct business.



Humanity

CARING foremost about the value of data and its impact on the human experience.



Craftsmanship

CREATING reliable solutions through breakthrough R&D and precision engineering to deliver peace of mind.



Partnership

COLLABORATING to create value for our customers greater than the sum of the individual contributors.

Brand Personality

Seagate is a Data Pioneer.

We reach further into the datasphere, blazing a trail for others to maximize the value of data.

1

CONFIDENT

We believe in data's ability to shape a better world—and our role in activating it.

2

VISIONARY

We understand the big picture and our part in maximizing data's opportunities.

3

RESPONSIBLE

We hold ourselves to the highest standards of integrity and transparency.

4

COLLABORATIVE

We believe in working together to help solve humanity's toughest challenges.

Brand Messaging

R&D and precision engineering deliver peace of mind

Shared expertise generates better value

Seagate's **craftsmanship** and **partnerships**
help maximize data's potential for
improving the **human experience**.

Solutions and behavior in service to people and planet

Voice and Tone

How we talk about Seagate is fundamental to how our brand is perceived. Our brand voice is confident and experienced as well as human and relatable. It communicates the personality and the underlying character our customers and partners have come to expect. It is critical to be consistent as we both build and reinforce the brand in every design and communication. This section serves as a guide to establish and enrich that voice.

Our brand voice should reflect our legacy, technological leadership and current direction. We can emphasize one over the others, depending on the context and audience, but we should always keep them all in mind.

Style

We value clarity above all and strive to achieve it with concise prose. We generally follow *The Chicago Manual of Style*, but strict adherence to any one particular style ends there. Occasions will arise when breaking a grammatical rule is necessary to deliver the desired impact, particularly in our marketing and advertising communications.

Our tone should be:

1
CONVERSATIONAL,
YET PROFESSIONAL

2
INFORMATIVE AND
EDUCATIONAL

3
INSPIRING, EMPOWERING
AND HELPFUL

4
CALMLY
CONFIDENT

5
PASSIONATE AND SPIRITED
ABOUT CUSTOMERS

6
ASPIRATIONAL

Style Examples

External / Consumer

MEET THE BACKUP PLUS FAMILY

You've never had so many options, and it's never been so easy to choose. From the latest Ultra Slim and popular Slim drives, to the ridiculous capacity and performance of the Portable and Fast drives, you can always rely on the Backup Plus family. And all Backup Plus drives come with cool features, including Seagate Dashboard and Windows/Mac compatibility. So stay on the move and safely take along your documents, photos and videos.

Internal / Specialized

IRONWOLF™ AGILITY

Tough, Ready and Scalable—for NAS and RAID

NAS-optimized for use 24x7 in NAS enclosures. IronWolf is tuned with AgileArray™, providing drive balance with rotational vibration sensors, RAID optimization and advanced power management. IronWolf is equipped with multi-user technology, allowing you to do more with your NAS.

Enterprise / Data Center

BUILT FOR SPEED—EXACTLY WHERE IT IS NEEDED

Among the industry's best response times for a 12TB nearline drive, the Seagate® Enterprise Capacity 3.5 HDD (Helium) helps to enable some of the fastest data transfers possible.

Meet your storage workload requirements with an efficient data center footprint. Innovative technology advancements like PowerBalance™, PowerChoice™ and RAID Rebuild™ allow you to have the control to customize your bulk storage requirements for even greater TCO improvements.

Brand Identity



Immerse Yourself

Capture the Whole Story

18



S E A G A T E

2-Color Version on White



C61 M0 Y96 K0
Pantone 360 C
R110 G190 B74
Hex #6EBE49



C17 M15 Y12 K43
Pantone Cool Gray 8 C
R134 G133 B137
Hex #868589



SEAGATE

2-Color Version on Black



C61 M0 Y96 K0
Pantone 360 C
R110 G190 B74
Hex #6EBE49



C0 M0 Y0 K0
R255 G255 B255
Hex #FFFFFF



SEAGATE

1-Color Version on Seagate Green



C50 M50 Y50 K100
R0 G0 B0
Hex #000000



SEAGATE

1-Color Version on Gray



C0 M0 Y0 K0
R255 G255 B255
Hex #FFFFFF

SEAGATE LOGO

Components

The Seagate logo is a mark inspired by the world we live in. Its construction has a fundamental connection with art, architecture, mathematics, physics, nature and science, but most importantly, with our memories.

The company logo is the beacon of Seagate's brand identity. The integrity of the logo must be upheld by not altering its shape, color or proportion. When applying the logo, always use artwork supplied by Seagate.

A. Brandmark

Our brandmark is a symbol that portrays us as a company in which creating space for the human experience is the core of our business.

B. Logotype

The logotype is a carefully typeset version of the name "Seagate." This should never be altered or separated from the brandmark.

C. Logo

The lockup of both brand mark and logotype together is referred to as the logo.



SEAGATE LOGO

Signature Lockups



A. Vertical Logo Lockup

Brandmark and logotype are stacked in this vertical logo lockup and used effectively when centered with rest of the content.



B. Horizontal Logo Lockup

When space is limited and restrictive, a horizontal version is also available for use.

SEAGATE LOGO

Clear Space and Minimum Size

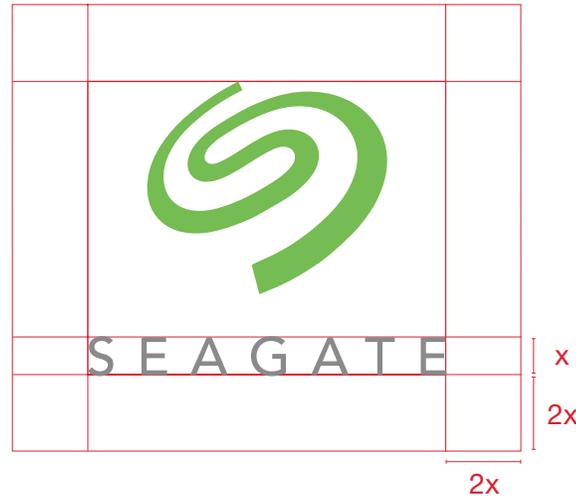
The brandmark and logotype should scale proportionately when enlarged or reduced. The logo should only be used as provided and never be altered or separated from the wordmark.

A. Clear Space

Clear space is the area that surrounds the logo and helps maximize the visual impact. The "2x" measurement represents the height of the logotype doubled.

B. Minimum Size

The logotype should not be minimized below 3/4" or readability will be lost.

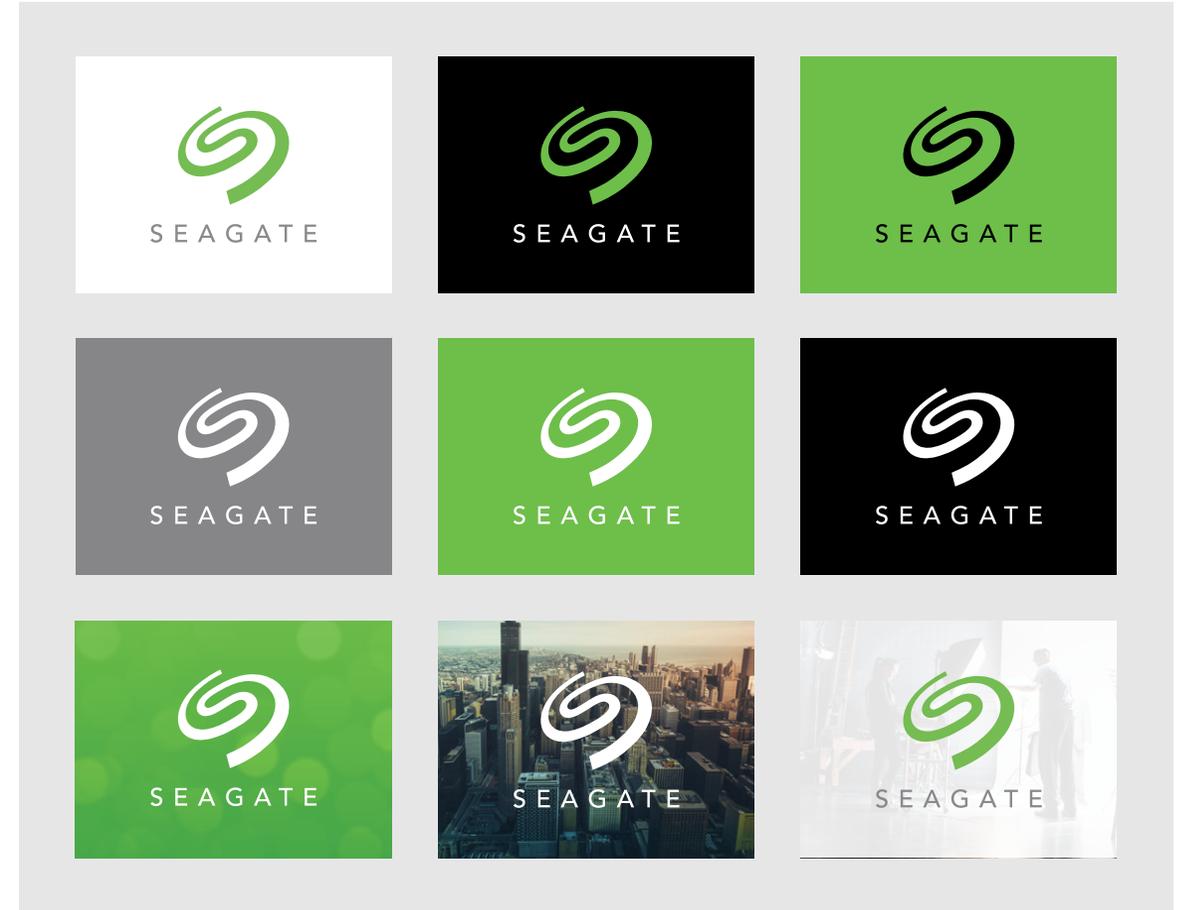


SEAGATE LOGO

Background Control

To ensure the integrity and proper visibility of our logo, we've provided examples to the right for guidance on background control. It is important to provide ample contrast and good legibility.

The logo may also be placed on photographic backgrounds, provided there is sufficient contrast to differentiate the logo from the background. Avoid cluttered photographic backgrounds or distracting patterns that might obscure the logo.



SEAGATE LOGO

Misuses

When applying any form of the Seagate logo, always use artwork supplied by Seagate, without any modification.

A. Do not alter or change the approved colors of the brand signature.

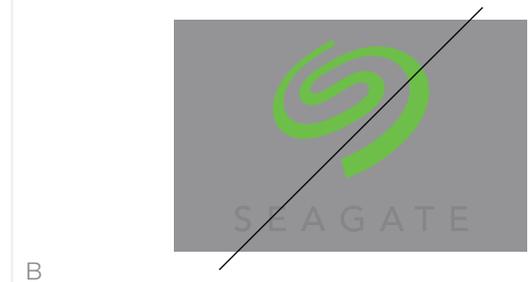
B. Do not place logo on a busy image or background that causes insufficient contrast.

C. Do not rearrange the brand signature.

D. Do not change or typeset the logotype.

E. Do not add any glow, drop shadow or any other effects to the brand signature.

F. Do not rotate, flip, stretch or condense the brand mark or logotype.



Visual Style

INTRODUCTION

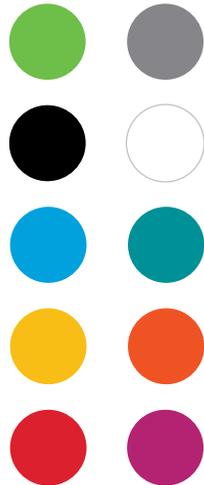
Brand-at-a-Glance

These shared design elements—logo, color, typography and imagery—communicate the connections that join us together and the qualities that set us apart. By applying our graphic identity both consistently and correctly, you will help us create a unified and recognized corporate image.

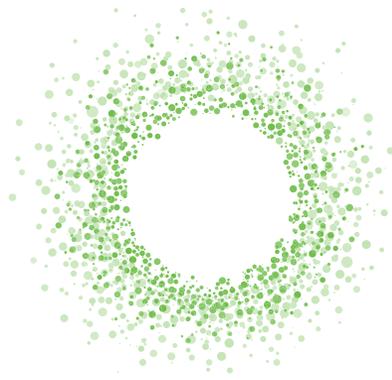
Logo



Color



Data Sphere



Typography



Imagery



Iconography



COLOR

Primary Color Palette

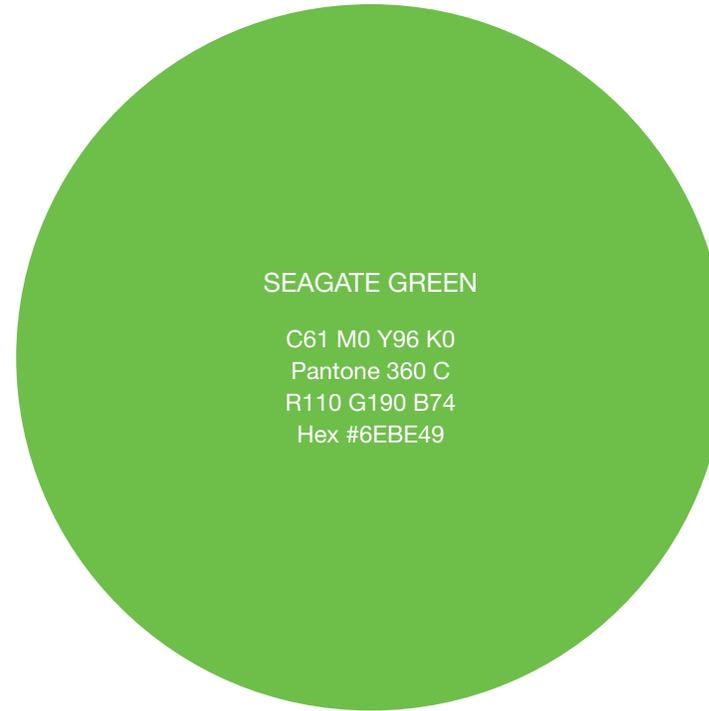
The Seagate Green is our primary color and represents our brand at the highest level. It plays a vital role, establishing a clear and powerful image in defining the Seagate brand. This signature color is how our audiences identify us and tap into that powerful recognition and connection with our brand. It should be used dominantly across our communications materials as it is an integral part of our brand.

Seagate Green

Our signature Seagate Green evokes a sense of renewal and rebirth. It communicates connections around us, inspires ideas and innovations and fosters living memories.

Gray, Black and White

When Seagate Green is used together effectively with these colors: Gray, Black and White, they have a powerful impact as our primary color palette.



COLOR

Secondary Color Palette

These accent colors are designed to complement our primary color palette and further enhance the brand. They've been created to work harmoniously with each other and can be used in charts, graphics and diagrams.

Use Color Sparingly

These colors may be used to provide variety and visual interest. Be mindful that the total combined secondary color palette use should not exceed more than 15% of the total communication.

Minimal Usage

Secondary colors can be used if the primary color palette has been maximized. These can be implemented to differentiate or categorize within infographics. It is recommended that colors from Tier 1 would be used first, followed by Tier 2.

TIER 1



TIER 2



TYPOGRAPHY

Helvetica Neue LT

Typography is a strong extension of our brand's personality. Due to its adaptability and modern sensibilities, the Helvetica Neue LT Std typeface has been selected for our print marketing communications. When applying type to a particular piece of communication, we strongly advise reducing the number of available font weights and using a select few at one time.

Note: For digital applications such as Microsoft PowerPoint presentations and HTML emails, it is acceptable to use Helvetica. If that is not available, use Arial.

Helvetica Neue Light LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Roman LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

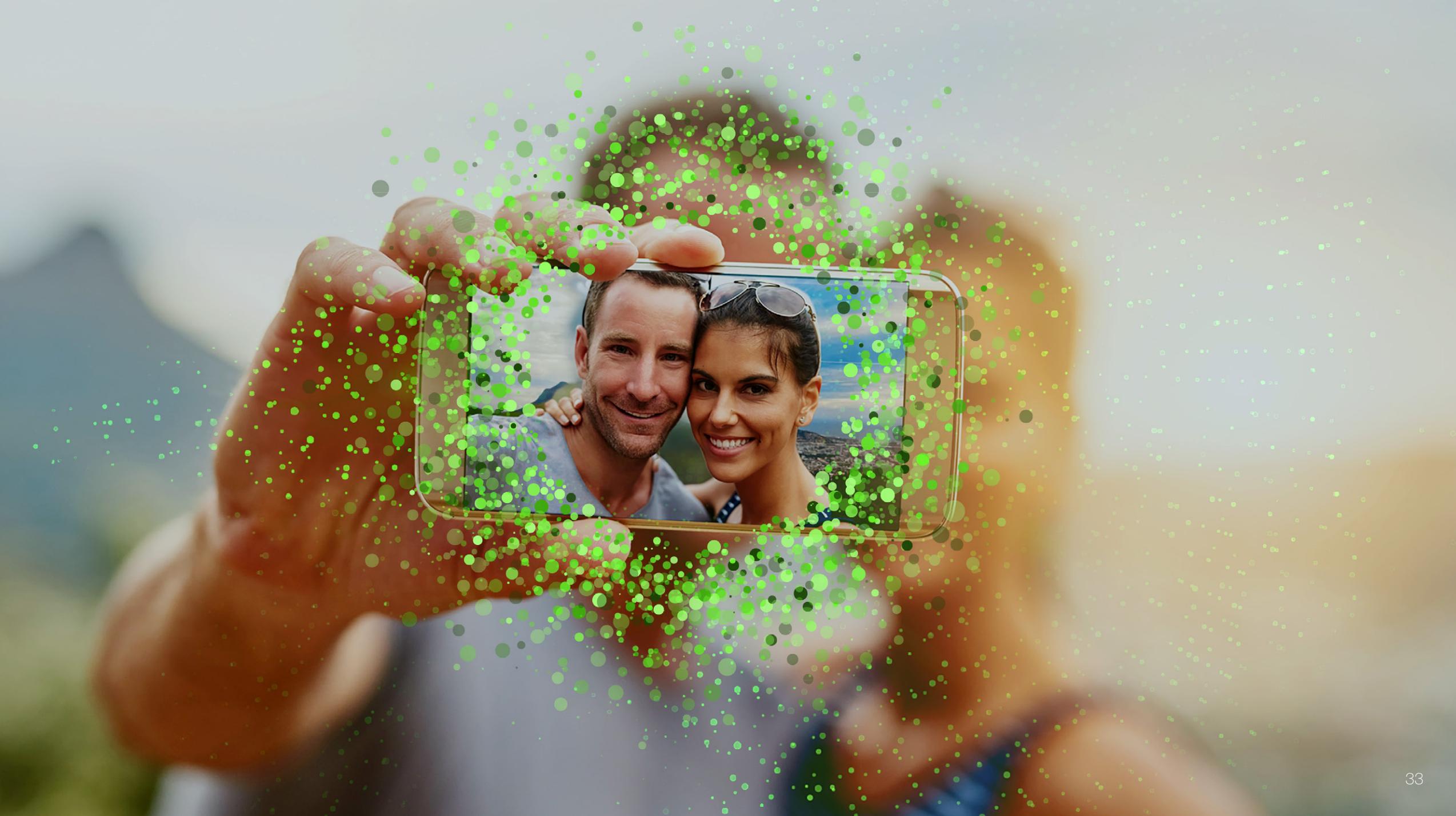
Helvetica Neue Medium LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Bold LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z
1 2 3 4 5
6 7 8 9 0



Welcome to the Datasphere

From smart personal devices to intelligent hyperscale cloud, vast amounts of data are created every instant, fundamentally enriching our world. This is the datasphere, an ever-expanding dimension of living data that constantly moves around us, reflecting and amplifying life in infinite ways.

Seagate's precision-engineered enterprise solutions empower billions of people and organizations to continuously realize the boundless potential of data. As they work to provide life-saving research, smart cities, neural networks and much more, the people of Seagate are tirelessly innovating fundamental technologies to aid in the human quest to pioneer the limitlessness of the datasphere.

GRAPHIC ELEMENTS

A Single Data Sphere (Micro View)

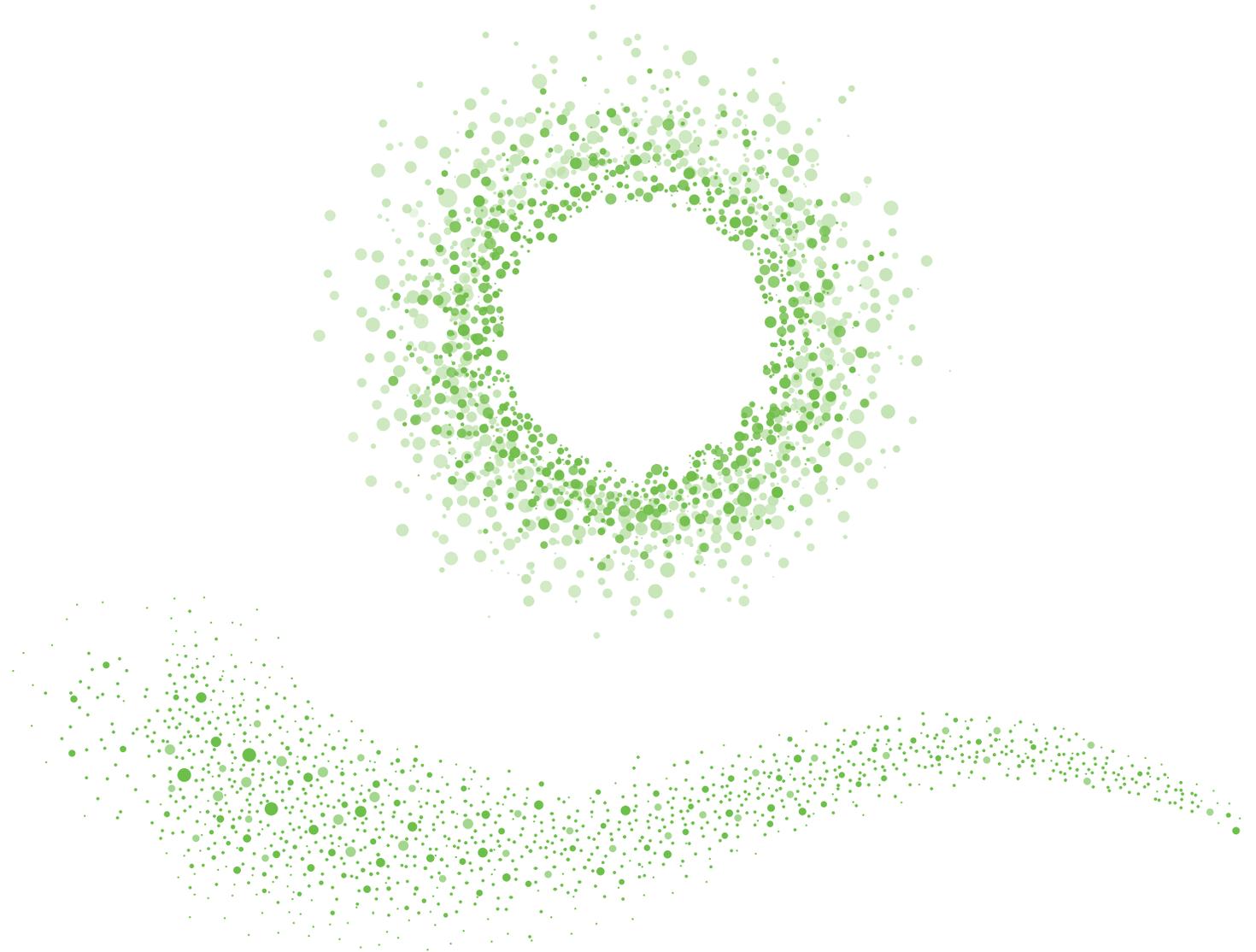
Meet the single data sphere. It represents a simplified, yet powerful element in our environment. The data sphere alone is an organic, individual piece of matter. It is visualized as a Seagate green dot. As a design element within our system, the data sphere can be utilized as an abstract visualization of individual data inside our atmosphere. This is a foundational element to our brand and can help connect us to aspirational moments.

DATA IS POTENTIAL ●

GRAPHIC ELEMENTS

Activating the Datasphere (Macro View)

When a single data sphere has been activated, it begins to combine together and forms the datasphere. This is the place where the world's data is in flight and flows freely. This is the place where data is alive and well. This is the place where untapped potential thrives. In the datasphere, the real magic is in seeing the data spheres all around us. When we are able to fully harness the datasphere, Seagate can help humanity maximize its potential.





GRAPHIC ELEMENTS

Textures and Backgrounds

These textures and backgrounds have been developed to enhance our Seagate visual toolbox. They play a vital role in adding a subtle, yet effective way to complement our brand. These versatile patterns can be used in countless ways— from providing more dimension to websites and event graphics to adding visual interest to PowerPoint slides and marketing collateral.



PHOTOGRAPHY

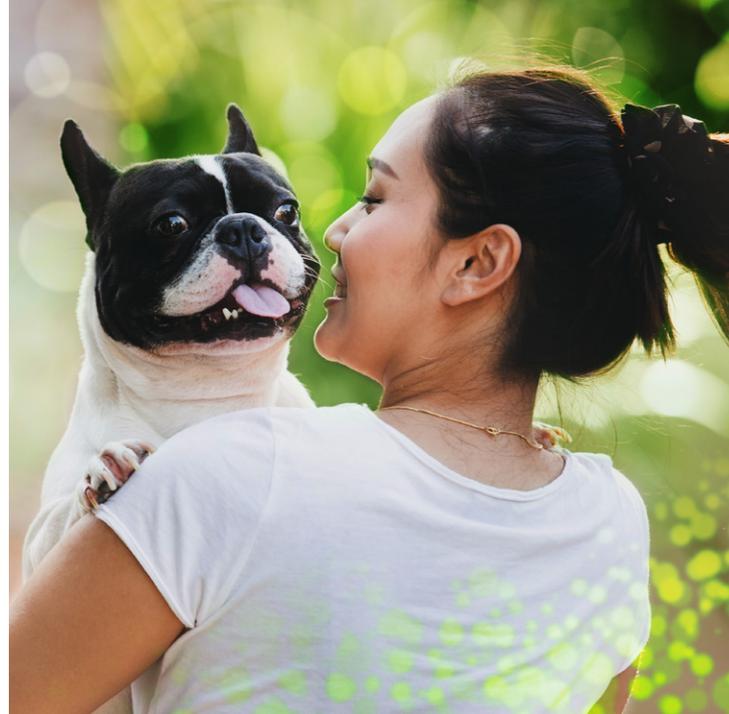
Branded

Seagate branded photography represents the crucial intersection between photography and design. By combining our Seagate green datasphere graphic with photography, an unseen energy is highlighted to help tell our story and showcase the magic of data.

Branded photography is primarily reserved for the highest level of visual narrative in the form of a key visual, such as a main web page banner or initial branded visual on collateral. The images should feel aspirational, unique, professional and energetic in nature.

For instances when new imagery is necessary, please adhere to a consistent style and quality of execution.

When overlaying datasphere textures on top of lifestyle imagery, the brand color preference is green. However white can also be used as an alternate option.



PHOTOGRAPHY

Product

Seagate product photography should showcase the product in a variety of angles to highlight distinctive features and allow for flexibility in different applications, both digital and print. The lighting should also be consistent to provide uniformity and a sense of professional quality across all products.

Standard angles exist for each product line, with internal hard drives having four views (front, hero left, right and open) and external consumer hard drives having eight or more, capturing all sides and features of the product.

Whenever possible, traditional digital photography should be used, but in some exceptional cases, CGI may be used as long as it mimics realism as much as possible and follows the above guidelines.



FRONT



HERO LEFT



OPEN



HERO RIGHT



FRONT



LEFT HERO



LEFT



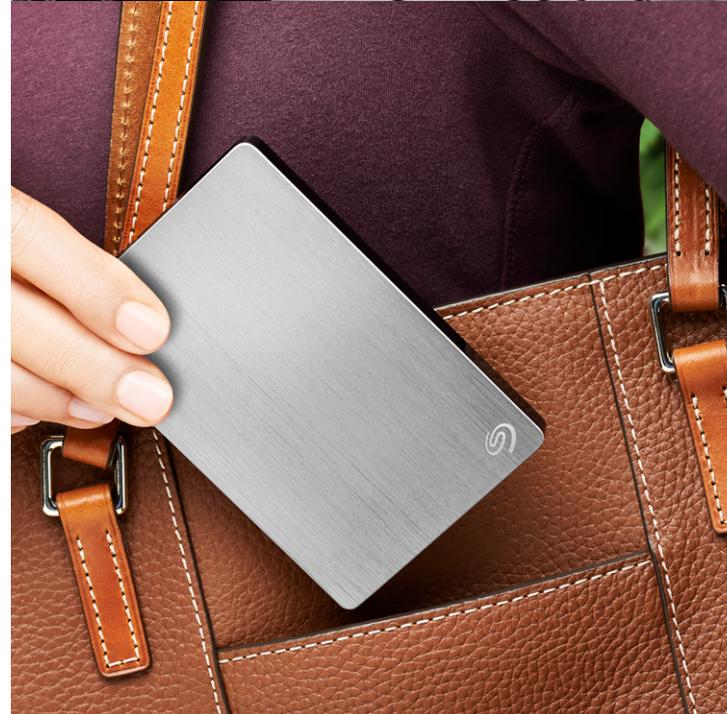
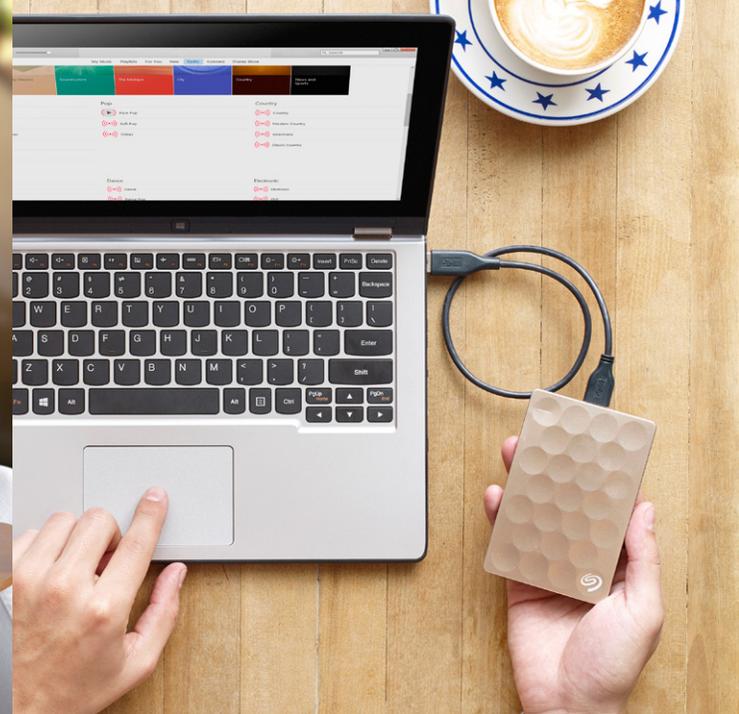
HERO RIGHT

PHOTOGRAPHY

Product Environment

Product environment (or product lifestyle) photography should convey the idea of living and show the product seamlessly integrating into the surroundings of the target audience. The images should complement the product form and portray the product as an object of beauty and functionality. They should not look cold or overly rendered, but rather exude a sense of warmth and unmistakable presence.

These images may or may not contain people interacting with the product, but should convey the vibrance, energy and beauty of natural living. When people are included, faces should not be shown, but rather close ups of hands interacting in a natural way. The product should be the hero and presented in its most functional form with as much detail and richness as possible.



PHOTOGRAPHY

Lifestyle

Our lifestyle photography should be engaging, vibrant and beautiful. It should celebrate life and humanity in a positive way and complement our brand personality—confident, visionary, responsible, collaborative.

It is critical that these captured moments feel natural and that we avoid contrived situations that might undermine the authenticity of the brand. If people's faces appear in the images, they should express positive emotion and not be looking directly at the camera. Ideally, images should be lit naturally to suggest vitality and warmth, with a soft-focus background.

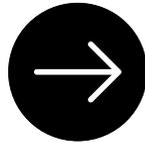
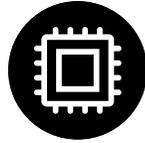
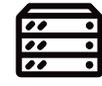
Whenever possible, lifestyle photography should be royalty-free or professionally photographed with model releases and unlimited usage rights, and not rights-managed.



GRAPHIC ELEMENTS

Iconography

Seagate's main iconography is a comprehensive library focused on communicating complex concepts and functionality in a modern style. Here is a sampling from the library which contains over 180 icons created in Seagate's primary colors to allow for greater variety and flexibility. These icons can be used on collateral, packaging, PowerPoint presentations, sales tools, etc. It is important to leverage this library as much as possible to preserve congruity among all iconography. In the event that a new icon is required, contact the Creative Services team.



GRAPHIC ELEMENTS

Infographic Style

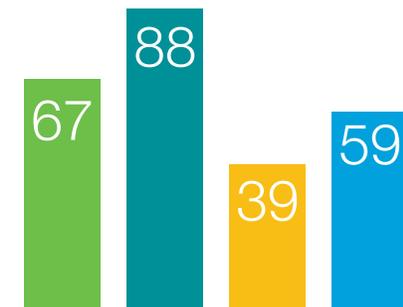
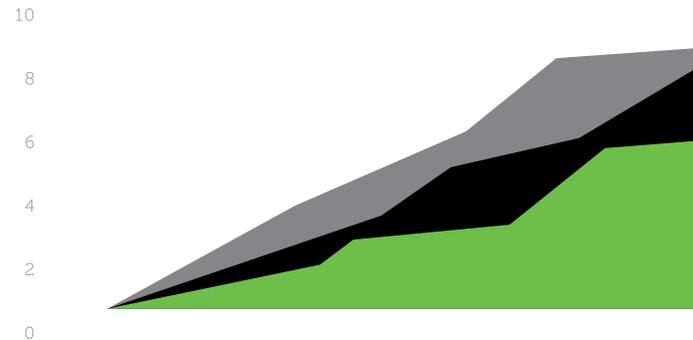
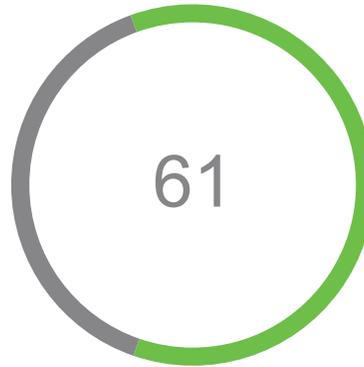
When creating an effective infographic, use basic shapes, such as circles, squares and triangles. Infographics need to be simple, informative and able to present data quickly and clearly.

Color Usage

Implement primary colors (Seagate Green, Gray, Black and White) in infographics first. For additional variety and differentiation, utilize Tier 1 secondary colors (Cyan, Teal and Yellow) next. If even more colors are required, then Tier 2 secondary colors (Orange, Red and Magenta) are acceptable.

Typography

Only use the Helvetica Neue LT font with charts and diagrams for print purposes. For digital applications such as PowerPoint, Arial is the preferred choice due to font limitations. Keep weights of fonts to a minimum. Ensure good legibility and balance of graphics with typography.



VISUAL STYLE

Digital Standards

Preserving the integrity and consistency of our brand presence for digital communications is essential. Seagate has developed guidelines specific to these applications.

Color Usage

Adhering to the following color specifications will help create consistency and maintain the visual impact of our visual identity.

These guidelines are required for color in digital applications:

- RGB color codes should be used when creating digital materials such as web banners, social media icons and PowerPoint presentations.
- Hex codes should be used when creating websites.
- Keep colors for infographics at a minimum by starting with primary colors first; then Secondary Tier 1 colors next; and only using Secondary Tier 2 colors when absolutely necessary.

PRIMARY



SECONDARY / TIER 1



SECONDARY / TIER 2



COLORS FOR ONLINE TEXT



* To maximize text legibility for white text on colored background, add a subtle drop shadow with 10% opacity; text-shadow: 1px 1px 1px rgba (0, 0, 0, 0.1)

VISUAL STYLE

Digital Standards

Typography

To ensure maximum compatibility for typography between browsers and operating systems, Seagate follows a fallback system. If the browser does not support the first font, it tries the next font. Our primary fallback font should be set as Helvetica, followed by Arial which typically is available across all platforms.

Consider these guidelines for legibility and readability when designing typography for digital applications:

- Beware of small type. Minimum size is 12 point.
- Establish good typographic hierarchy. Use titles and subheads to create emphasis and get your point across quickly.
- Limit colors for text to black, white and gray. Green is used specific to links, headlines and subheads.
- Create high contrast between the color of the type and the background. Select light, neutral backgrounds for dark type (and vice versa).
- Build in plenty of “white” space (even when it is not white) around your type to enhance overall visual impact.

Helvetica

Helvetica Regular

The quick brown fox jumps over the lazy dog.

Helvetica Bold

The quick brown fox jumps over the lazy dog.

Arial

Arial

The quick brown fox jumps over the lazy dog.

Arial Bold

The quick brown fox jumps over the lazy dog.

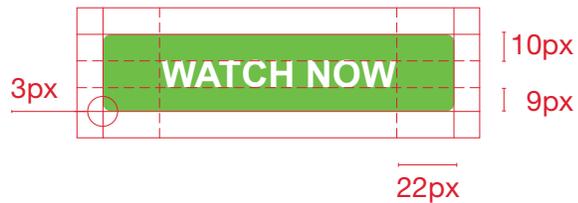
VISUAL STYLE

Digital Standards

Buttons

Buttons perform actions. We have multiple button types in which the hierarchy of importance is emphasized and defined by using primary, secondary and tertiary buttons. See the appropriate behavior of each button in its hover, disabled and visited states. Rely on these specifications to create consistent looking and functional buttons.

Border radius: 3px
Border: 1px solid #6EBE49
Padding: 10px, 22px, 9px, 22px
Font weight: bold
Font size: 14px



Note: If there are two buttons on the same row of different lengths, please match to the wider of the two.

	primary actions	secondary actions	tertiary actions
base state	 #6EBE49	 #868689	 #6EBE49
hover state	 #4B813D	 #868689	 #4B813D
disabled state	 #EEEEEE / #BBBBBB	 #EEEEEE / #BBBBBB	 #BBBBBB

VISUAL STYLE

Video

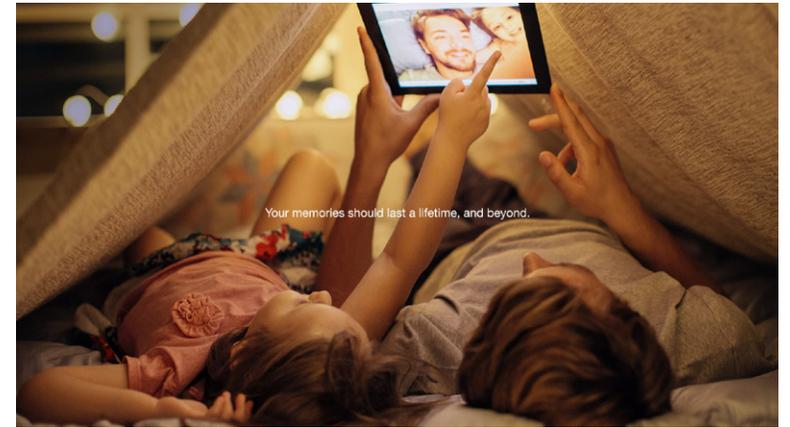
Well-produced video content is one of the best tools that we have to showcase a new product, demonstrate a complicated process, or grab a customer's attention. By adhering to a few simple standards, we can ensure that our video content achieves a standard of excellence and consistency, while increasing brand recognition, recall and loyalty.

Our goal is to ensure any video content created under the Seagate brand is professional, on-brand, and consistent—no matter what the content may be.



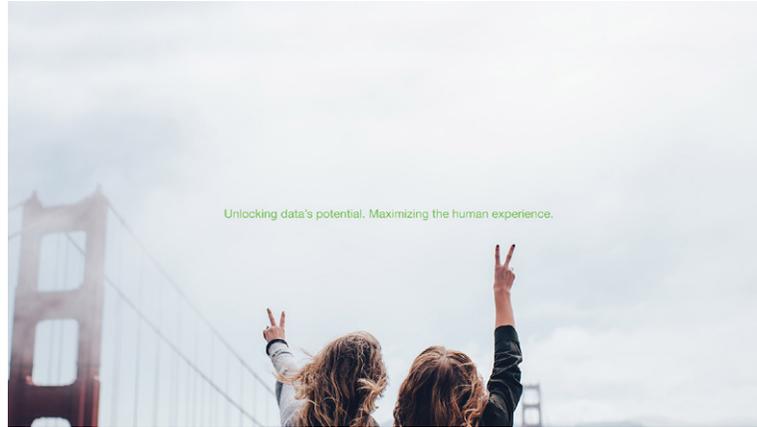
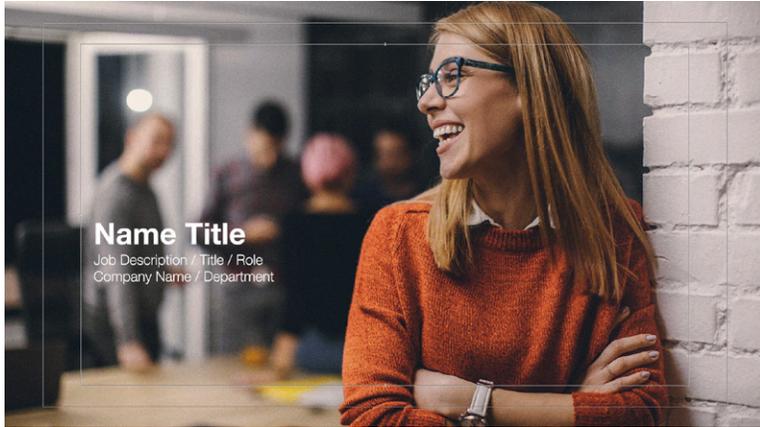
General Quality of Video

- Quality should be sharp! No shaky, handheld, grainy, out of focus video.
- Imagery should be properly exposed.
- Avoid showing other brands in the frame whenever possible.
- Avoid showing competitors' brands.



Music/Audio

- Only use authorized or licensed music from a professional source.
- Do not use cheap, poorly produced music.
- All music must be consistent with the messaging and tone of the video content, but also with the Seagate brand.
- We prefer instrumental, upbeat, and modern/relevant musical themes.
- Any onscreen interviews or VO should be mixed appropriately so that it may be heard over supporting audio and ambient noise.



Lower Thirds

- “Name Title” is Helvetica Neue, Bold at 75pt.
- Secondary information such as Job Description or Company should be Helvetica Neue, Light at 35pt.
- Lower thirds should be placed in an area of the frame that is compositionally pleasing, but also within the “title safe” area of the frame.

Use of On-Screen Text

- Use Helvetica Neue LT, Regular at 30pt.
- Use only Seagate Green, Black or White colors only.
- Text should be centered when possible.
- Phrases shown on screen, such as a call to action or a web URL should be short and easy to read.
- If used on a solid black or white background, use Seagate Green.

End Bumper - Seagate Logo

All Seagate-branded videos content, with the exception of some internal and social videos intended to reach a public audience, should end with the most up-to-date animated Seagate video bumper, unless specifically dictated by a greater global creative initiative or campaign.

Technical Specifications

Specifications for video can vary widely depending on use case. These guidelines should serve as a bare minimum and provide a baseline acceptable video quality for delivery to most channels.

- HD Format: MP4/MOV H.264 – 20Mbps for HD (1920×1080)
- UHD Format: MP4/MOV H.265 – 60Mbps for UHD (3840×2160)
- Preferred Resolution: UHD (3840×2160)
- Frame Rate: 23.976 FPS (24p)
- Aspect Ratio: 16×9
Lettering boxing should be avoided unless dictated by creative
- Audio: AAC 48k Stereo for 320 kbps



SEAGATE