

WD University Logo Guidelines

Chapter 1

WD University Logo

Correct Logo Usage

WD University is the online product training site for WD resellers, retailers and distributors. It offers training modules on new products and quizzes to test that knowledge.

Ensuring Consistency

The colors and proportions of the WD University logo must not be altered. Consistent usage of the marks builds recognition.

When applying the WD University logo, always use the reproduction artwork supplied by Western Digital. Do not redraw or in any way alter the artwork. All applications of this logo must be approved by WD's Corporate Communications Department.

It may be used in advertising, collateral or other graphics. However, the WD University logo must always be accompanied by the Western Digital logo or monogram.



Blue linear gradient with white and C: 100 M: 76 Y: 0 K: 6
Black C: 60 M: 40 Y: 40 K: 100

CMYK refers to the four inks used in most color printing: **c**yan, **m**agenta, **y**ellow, and **k**black. The numbers (0-100) assigned to each are the percentages of ink necessary to make a specific color.

Correct Logo Usage

Area of Isolation

Making sure that a reasonable amount of space surrounds the entire logo enhances the presentation of the WD University 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 half the height of the black rectangle behind “WD University.”



Minimum Sizes

The logo should not be reproduced smaller than the minimum sizes listed to the right. The limitations of various media should be considered when placing the logo—newsprint, for example, will not hold tiny marks cleanly.



0.75 inch
19.05 mm

Correct Logo Usage

Web Version

A horizontal version of the WD University logo has been created strictly for web-based collateral and applications, and therefore should not be used in any print collateral.



Minimum Sizes

The logo should not be reproduced smaller than the minimum size of 0.5 inch tall.



0.5 inch
12.7 mm

Correct Logo Usage

Logo Reproduction

Additional examples for acceptable placement of the WD University logo on a colored background are shown at right.

The acceptable logo on a light colored background has a black box.



The acceptable logo on dark backgrounds has a white box.



Correct Logo Usage

Use with Corporate Logo

The Western Digital logo or monogram must always be included in any artwork using the WD University logo. Instructions for proper use of the corporate logo can be found in the Corporate Identity Guidelines document.

The two logos may never be combined or touching and guidelines for proper area of isolation and size must be followed.

Direct any questions regarding these guidelines or other corporate standards to wdbbrand@wdc.com.

Please reference the Corporate Identity Standards for correct logo, corporate color and typography usage.

Visit www.wdbbrand.com for additional photography, samples and downloadable assets.

The WD monogram cannot touch or overlap the WD University logo.



Chapter 2

WD University Certified Logo

Correct Logo Usage

After taking and passing a predetermined number of product training quizzes, WD resellers receive certification status. The two levels are WD Certified Sales Specialist and WD Certified Sales Expert.

Ensuring Consistency

The colors and proportions of the WD Certified logo must not be altered. Consistent usage of the marks builds recognition.

When applying the WD Certified logo, always use the reproduction artwork supplied by Western Digital. Do not redraw or in any way alter the artwork. All applications of this logo must be approved by WD's Corporate Communications Department.

It may be used in advertising, collateral or other graphics. However, the WD Certified logo must always be accompanied by the Western Digital logo or monogram.



Blue C: 100 M: 43 Y: 0 K:19
Black C: 60 M: 40 Y: 40 K: 100

CMYK refers to the four inks used in most color printing: **c**yan, **m**agenta, **y**ellow, and **k**black. The numbers (0-100) assigned to each are the percentages of ink necessary to make a specific color.

Correct Logo Usage

Area of Isolation

Making sure that a reasonable amount of space surrounds the entire logo enhances the presentation of the WD Certified 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 twice the height of the black band surrounding “WD University.”



Minimum Sizes

The logo should not be reproduced smaller than the minimum sizes listed to the right. The limitations of various media should be considered when placing the logo—newsprint, for example, will not hold tiny marks cleanly.



0.75 inch
19.05 mm

Correct Logo Usage

4 color version

A color version of the WD Certified logo has been created strictly for web-based collateral and print applications where four color printing is available.



1 color version

A black and white, one color version of the WD Certified logo has been created for promotional items where the logo will be applied by embroidering, silk-screen or other applications where use of color are limited.

Minimum Sizes

The logo should not be reproduced smaller than the minimum sizes listed to the right. The limitations of various media should be considered when placing the logo—newsprint, for example, will not hold tiny marks cleanly. The minimum size should be adhered to for both color and black and white versions.



0.75 inch
19.05 mm

Correct Logo Usage

Use with Corporate Logo

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