

40th Anniversary Logo Guidelines

Correct Logo Usage

The 40th anniversary logo commemorates Western Digital's 40 years of innovation.

Ensuring Consistency

The colors and proportions of the 40th anniversary logo must not be altered. Consistent usage of the marks builds recognition.

When applying the 40th anniversary logo, always use the reproduction artwork supplied by Western Digital. Do not redraw or in any way alter the artwork. All applications of the corporate logo and monogram must be approved by WD's Corporate Communications Department.

It may be used in advertising, collateral or other graphics. The 40th anniversary logo must be accompanied by the Western Digital logo or monogram.



Blue PMS 301C
C: 100 M:68 Y:21 K:50

Grey
C:0 M:0 Y:0 K:50

CMYK refers to the four inks used in most color printing: cyan, magenta, yellow, and 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 40th anniversary 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 70% of the overall height of the logo. For instance, if the logo is 1" high, the area of isolation would be .70" on all sides of the logo.

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.



Correct Logo Usage

Logo Reproduction

Additional examples for acceptable placement of the 40th anniversary logo on a colored background are shown at right.

The acceptable logo on a light colored background is all black so the background color shows through.



The acceptable logo on dark backgrounds is all white so the background color shows through.



Correct Logo Usage

Use with Corporate Logo

The Western Digital logo or monogram must always be included in any artwork using the 40th anniversary 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.





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