



PUT YOUR LIFE ON IT®

You make the memories. We help keep them safe.

- Dual USB 3.0 and USB 2.0 compatibility
- Up to 3x faster transfer rates with USB 3.0
- Automatic, continuous backup
- WD SmartWare™ visual backup software

My Book® Essential™ External Hard Drives

USB 3.0 + USB 2.0
Next Generation 100% Compatible



BRING YOUR LIFE TO LIFE.

LIFE, SHARED

Digital content is the record of a person's life. Photos, movies, videos and music are the way we remember our past, and even more importantly, the way we share our lives with others. These memories can be the photos people upload, the movies they stream from the Internet, or the countless number of music files and pictures they have stored on their computer and on CDs. For the most part, people save memories on CDs or on their computer, only to later forget about them. WD wants to help people keep these memories safe and readily accessible so they can be shared with others. After all, the point of having memories is to share them, to bring them to life.

THE WD DIFFERENCE

WD believes a person's lifetime of photos, videos, and music should be protected and safe, centralized, accessible, and most importantly, shared. And nobody cares more than WD about helping to protect memories so that they can be shared for generations. WD knows that people's memories are some of the most important things they have, and that they're part of a person's legacy. That's why we not only protect memories, but also help bring them to life on a person's HDTV, entertainment center, smart phone or on any computer in the house.

THE CAMPAIGN

This campaign reinforces the tenets of WD products: protection, accessibility and experience. It serves to not only remind the audience that they have a lifetime of cherished memories that need to be kept safe, but also that WD is the company that can help share them—on any screen. WD is the company that helps “bring your life to life.”

Sample Print Advertisement

This page illustrates proper use of the campaign assets as applied to a print advertisement. Use this as a guide for placement, size relationships and layout for other creative executions. All WD brand standards should be adhered to when developing any communications piece, and any asset developed must be approved by WD's Marcom Department. All brand and campaign standards and assets are available at wdbrand.com

LOGO

- Use the knocked-out white logo on the green background.
- The logo should appear in the upper left corner of the ad.
- Refer to wdbrand.com for proper logo usage.

LAYOUT

- The layout is designed to connect digital memories to our product.
- The images (digital memories) should be placed in close proximity to the WD product.
- WD green (PMS 376) is used as the prominent background color.

IMAGERY

- Images represent photos, video, movies and music.
- Photo and video images should look like real pictures and video people would have taken.
- They shouldn't look professional, but should maintain a certain level of quality because we are trying to represent HD.
- Images should represent a diversity of content. Typically we divide them into four categories: life event of a child, life event of an adult, music file and video file.
- Include at least four images in the communication piece, and try to represent each category to show diversity.

HEADLINE

- The headline for this print ad is "You make the memories. We help keep them safe."
- The type is Helvetica Neue Bold.
- "You make the memories" is in white type and " We help keep them safe" is in black type. Each should be the same typeface and type size.

COPY

- Copy is always treated as bullet points.
- The type is Helvetica Neue.
- The type size should never be smaller than 9.5 points.

PRODUCT SHOT & PRODUCT NAME

- The product name and category name should be placed in close proximity to the product.
- The type for "My Book®" is Helvetica Neue bold.
- The type for "Essential™" is Helvetica Neue light.
- The type for "External Hard Drives" is Helvetica Neue bold.

DISTRIBUTOR LOGOS

- Distributor logos are always placed at the bottom of the layout.
- They should never be larger than the WD logo.
- They should never be placed near the WD logo.
- All distributor logos must be approved by Marcom.

LEGAL TYPE

- Legal type is placed on the right side of the ad, with the type facing away from the ad.
- The type is Helvetica Neue light condensed, the color is black, and the size should not be smaller than 6 points.
- The type should not overlap the product or visuals.