

See your life safe in one place.

Life, saved

Today, backup is less about word documents, PowerPoint presentations and Excel spreadsheets – and more about personal home videos, your favorite music and thousands of precious pictures. Backing up and having an extra copy of all your content is now about protecting a lifetime of memories. It's about keeping what matters the most safe in one place.

The WD difference

Everyone offers protection but only WD external hard drives with WD SmartWare offer you protection you can see. WD SmartWare is visual backup software that lets you see that files are made safe with an extra copy. And with automatic and continuous backup, all the files on your computer are secure on your hard drive. Plus, all WD external hard drives are password protected and hardware-based encrypted for added security.

The WD campaign

This campaign reminds consumers that their digital content is becoming more and more valuable. It helps make an emotional connection and visually shows how WD SmartWare protects everything they love. Personal content found on their computer is visually represented and categorized like it would be on the hard drive, and the WD SmartWare interface shows that what's on their computer is also backed up and protected on their WD hard drive.

PUT YOUR LIFE ON IT® **WD**



Music 87 GB

Photos 95 GB

Movies 165 GB

See your life safe in one place.

Protect your movies, photos and music with WD's My Book Essential USB external drive. WD SmartWare backup software provides a reassuring visual display of your backup as it happens, and instantly makes a duplicate copy whenever you add or change a file. Password protection and hardware-based encryption add security and privacy to your drive. My Book Essential drives...one safe place for your digital life.



Visual backup with WD SmartWare™ on My Book® Essential™ External Hard Drive

WORLD'S BEST SELLING #1 WD EXTERNAL HARD DRIVES

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An inch for storage capacity: one megabyte (MB) = one million bytes, one gigabyte (GB) = one billion bytes, and one terabyte (TB) = one trillion bytes. Total accessible capacity varies depending on operating environment.
4129-70000-001

See your life safe in one place WD campaign guidelines



The purpose of these guidelines is to ensure the campaign concept is properly and consistently executed worldwide. All WD brand standards should be adhered to in developing any communications piece, and any assets you develop must be approved by Marcom.



LOGO

- Only use the white logo in the black WD box
- The logo is designed to be in the upper right corner of communications. Maintain proper logo guidelines when developing communications pieces
- Refer to wdbrand.com for proper logo and tagline use

ROLE OF IMAGERY

- Imagery choices are designed to show a range of content, including video, music and pictures
- Choose from four visual groupings
- Each composition includes one hero centerpiece to help draw attention to visual
- The label attached to each visual provides a color connection to the WD SmartWare bars

LAYOUT OPTIONS

- You may use either the full green background or the green and white background provided
- Keep the individual elements of the communications in their relative place and maintain the proportions of this layout
- Maintain WD identity standards. Go to wdbrand.com for more on identity standards

HEADLINE

- The headline may not be changed. Localized versions of this text are locked and may not be altered
- The position and size of the headline must also stay relatively proportional to the layout

COPY OPTIONS

- Select from either the copy block or bullet points for your layout. Best practices suggest the copy block for print advertising and bullets for POP. It is never an option to use no copy or bullets
- Use the full product name and “with visual backup software” in any captions
- The version with the least amount of copy may only be used as in-store POP, when around WD product boxes. Customers can read the box for more information
- All fonts in campaign are in the Helvetica Neue (T1) family

Headline: The first part of the headline (See you life) is Helvetica Neue (T1) 75 Bold. The second part of the headline (safe in one place) is Helvetica Neue (T1) 45 Light. Both sections must be the same font size

Body copy: The body copy is Helvetica Neue (T1) 55 Roman, and should never be smaller than 9.5 points

Product descriptors: The product descriptors are positioned under the WD SmartWare screen. Use Helvetica Neue (T1) 56 Italic

Legal: Legal text should run left justified and at the bottom of creative space. Use Helvetica Neue (T1) 45 Light. Font size should not be smaller than 5 points

WD SMARTWARE INTERFACE

- The product image and the software interface should be locked together whenever possible to create a visual link between the two elements

#1 LOGO

- Use the #1 best selling log in all communications. It should be placed in close proximity to the product

PRODUCT SHOTS

- Go to wdbrand.com to download the product image you need for your layout
- Properly label the product family, modifier and category in the caption

