



**BRAND GUIDE**  
March 2012

# TABLE OF CONTENTS

## BRAND POSITIONING

04	What is our brand?
05	What the brand means to you
06	Why we do it
07	Brand strategy
08	Seagate personality
13	Design principles
14	Personas

## COPY STYLE GUIDE

17	How we talk about Seagate
18	How we write about Seagate

## BRAND ELEMENTS

21	Seagate logo
22	Seagate logo misuse
23	Logo clear space/minimum size
24	Logo color variations
25	Color palette
26	Primary typeface
27	Secondary typeface
28	Alternative typeface

## GRAPHIC ELEMENTS

30	S-Wave
31	S-Wave background texture
32	Icons and symbols
33	Product photography

## BRAND PORTAL

36	Overview and access
37	Home page

## EXAMPLE MATERIALS

39	Barracuda 3TB product launch
40	Momentus XT product launch
41	CES 2012
42	Collateral



## BRAND POSITIONING

## WHAT IS OUR BRAND?

## BRAND POSITIONING

**Are brands defined by corporations or customers?**  
**Do brands appeal emotionally or logically?**  
**Are brands driven by marketing or management?**

Simply put, it's whatever we think it is.

As consumers, users and employees, we create a symbolic personality that represents the company we work for. This identifies that entity with certain merits based on our interactions, expectations, thoughts, feelings, perceptions, experiences, beliefs, attitudes, and so on, through our daily interactions. These touch-points are far more numerous than a product or customer service experience. They are multiplied exponentially by every one of us every day, because we represent Seagate.

Now it's unrealistic to think each one of us is going to spontaneously project a similar attitude. Our unique backgrounds, expertise and points of view make for a truly dynamic work environment. Yet despite this, we must agree to align around a common theme. The idea is to consistently differentiate Seagate with a single, unified voice, from our products and services to our customer service, from our internal communications to our community service. It all counts.

Differentiating our company—and better yet, making a difference throughout our corporation—must be part of our foundation. We must identify and adopt a unique, meaningful position and keep it in mind with every strategic and tactical decision made in order for us to stand for something in the minds of our customers.

## WHAT THE BRAND MEANS TO YOU

## BRAND POSITIONING

If you represent Seagate, and the brand is whatever we think it is, then that makes you a pretty important advocate. How we conduct business, make tactical and strategic decisions, and talk about the company all feeds back to the brand.

The two most important questions all of us should be able to answer are,  
**“What does the Seagate brand stand for?”** and  
**“How does the work I do enrich and energize our brand?”**

Moving forward we’ll provide the tools, training and inspiration to help you answer these questions, including these brand guidelines that will align our regional and corporate efforts around the globe.

Be open-minded, communicative and willing to align around something more inspiring. This is our opportunity to engage in the conversation of our brand. It can be whatever we say it is.

Sincerely,

Tom McCall  
Sr. Brand Manager/Creative Director  
Corporate Marketing | Seagate Technology

(408) 658-1294 (w) | (831) 566-2425 (c)

Our brand identity is a succinct summary of who we are. It acts as a lens or filter for creating and communicating the Seagate character in everything we do. At the heart of the platform are the three positioning statements. Starting with the defining characteristic, each builds upon the next with the primary goal of describing Seagate and what our brand delivers. Used consistently, they strengthen the integrity of the Seagate brand and drive preference and loyalty among customers.

### SEAGATE POSITIONING STATEMENTS

**Defining Characteristic:** We believe in providing peace of mind that the world's digital content is safe and available

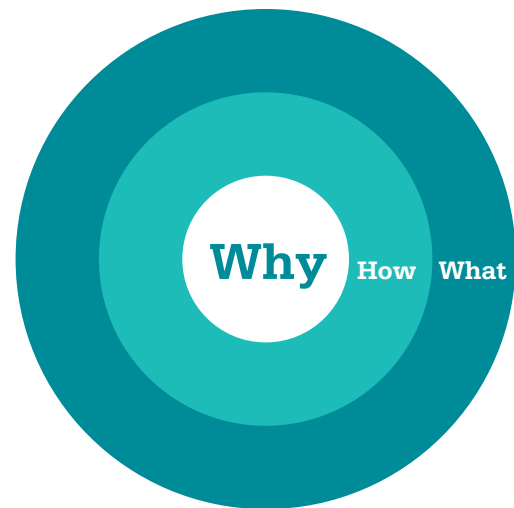
*Why we do it*

**Our Approach:** Focus on Customer, Quality, Teamwork and Initiative to implement exceptional storage solutions at the core of everyone's digital life

*How we operate*

**Outcomes:** Products and services that enable our Customers' content, connectivity and performance

*What we deliver*



#### **“Why we do it”**

*Think, act and communicate from the inside out.*

*By basing our work on the defining characteristic of “why we do it,” we tap into the emotional part of the brain controlling behavior, which provides a strong link with the feelings and actions of our customers.*

### PEACE OF MIND

Our customers want to store, organize and access data according to their unique needs and habits, free from worry, feeling secure that their content is safe and available to them.

Of the millions of petabytes that make up our lives, Seagate is the company committed to storing the world's digital content—our files and photos, our libraries and histories, our science and progress. From personal to global size is irrelevant and it's all powered by the same great storage products.

We are the largest provider of cloud storage, enabling the billions and trillions of digital assets we store, access and download every day. What more could we aspire to than providing peace of mind that the world's digital content—its knowledge—is safe and available. It is substance over sizzle, relevance over racket. A believable, differentiated quality that we can align to, with global research to back it up.

We need to embrace a branding strategy based on corporate commitment and willingness to be customer-oriented. It's what makes brands strong and long-lived.

*This is peace of mind.*

## SEAGATE PERSONALITY

## BRAND POSITIONING

The objective of the Seagate Brand Personality is to provide our internal and external teams with a common understanding of who Seagate is and how each of us should represent the company within everything we do.

Personality	we are more...	than we are...
EXPERIENCED	Influential Leading edge In the know	Authoritative Latest gadget Know it all
DYNAMIC	Engaging Active Current Relevant	In your face Frenetic Always changing Trendy
APPROACHABLE	Personal Customer centered Thoughtful Understandable	Generic Company centered Hopeful Technical
SMART	Intelligent Simple Clean Modern	Emotional Elementary Minimal Futuristic



EXPERIENCED



a **INFLUENTIAL**

Jamie Oliver’s relentless passion and enthusiasm for changing the way people eat has created a worldwide movement. He works with individuals and groups to find thoughtful ways of integrating healthy eating habits into their lifestyles.

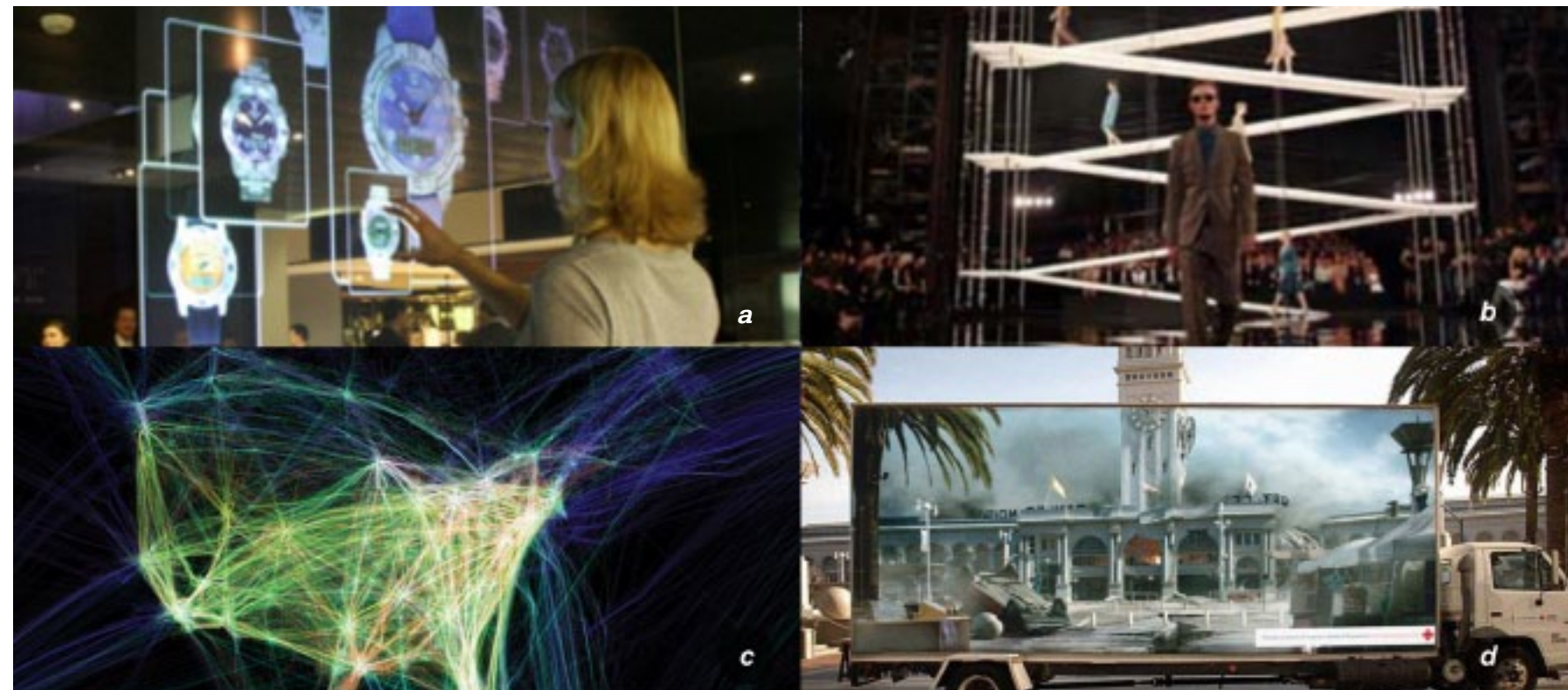
b **LEADING EDGE**

While everyone else is focused on a low-end answer for the car of the future, Tesla has decided to attack the problem from a different direction by focusing its efforts on building the high-end electric sports car.

c **IN THE KNOW**

Nobody knows the local trails and weather better than your local backcountry guide. The confidence and assurance he brings allows you to enjoy the trip without worry.

DYNAMIC



- a **ENGAGING**
- b **ACTIVE**
- c **CURRENT**
- d **RELEVANT**

Interactive exhibits powered by rich technology have helped museums shake their boring stereotype.

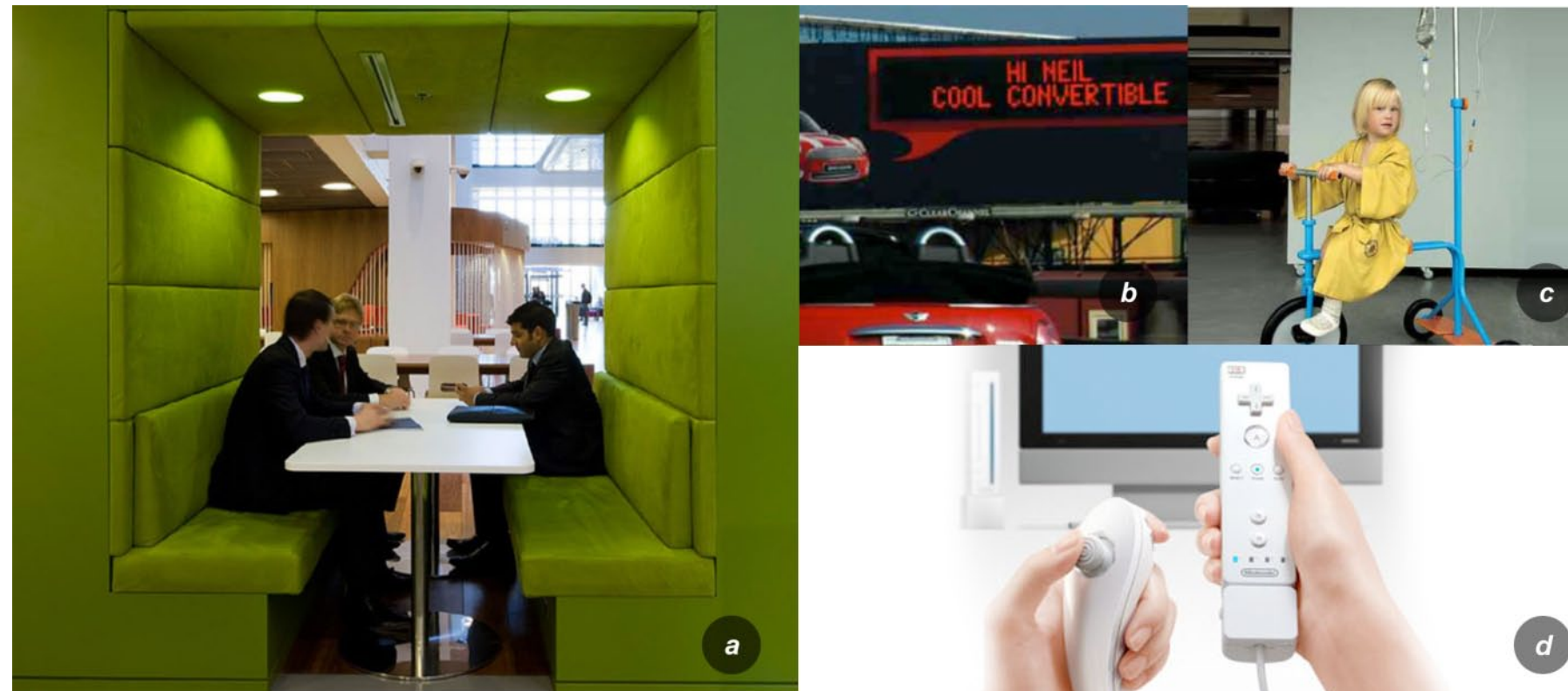
The modern fashion show uses movement, dimension and multimedia to create a sense of excitement and energy.

A live snapshot of flight patterns demonstrates the breadth of activity going on around us at a given moment in time.

It's often hard to relate to something unless it's put into the context of something we know.



APPROACHABLE



- a **CUSTOMER CENTERED** Architects of a large office building designed small, intimate spaces to foster a safe place to meet and collaborate.
- b **PERSONAL** Mini used embedded RFID tags to talk directly to owners as they were driving down the freeway.
- c **THOUGHTFUL** The “drip bike” takes an unfortunate burden of being tethered to an IV and turns it into a special, fun experience.
- d **UNDERSTANDABLE** The Nintendo Wii remote is so intuitive and responsive that users instantly know how to use it.

SMART



- a INTELLIGENT
- b SIMPLE
- c CLEAN
- d MODERN

Seagate hard drive design requires every feature and detail have a reason for being and job to perform.  
The iPhone's interface and design make a very complex piece of technology easy to use.  
The modern kitchen allows for thousands of items to be organized and tucked away in order to focus on the task at hand.  
Hybrid drives find value and efficiencies in current technologies that challenge traditional acceptance.

**When creating experiences for Seagate, keep in mind the following:**

1. Make the purpose understandable within 10 seconds.
2. Provide a clear path to action.
3. Use action-oriented language.
4. Present products in context.
5. Look for opportunities to surprise and delight.
6. Allow for the newbie and provide for the expert.

B2B CUSTOMER PERSONAS



**KUMAR** OEM Product Engineer



**LEE** System Builder/VAR



**DEB** Desktop Admin



**SETH** Retail Buyer

<p><b>OBTAINS PEACE OF MIND BY</b></p>	<p>Informing his R&amp;D from multiple sources</p> <p>Special installation and best practices insights from component makers</p> <p>Competing and winning</p> <p>Creativity and the engineering/design process</p>	<p>Minimizing returns and repairs</p> <p>Getting the best pricing</p> <p>Strong warranty support</p> <p>Reliable products</p>	<p>Working through and prioritizing her support cases</p> <p>Follow up and issue prevention</p> <p>Increasing her issue resolution knowledge</p> <p>Finding good value for the right specs</p> <p>Third-party validation/recommendation</p> <p>Detailed specifications</p>	<p>Having the best selection</p> <p>Optimizing floor and Web space for revenue</p> <p>Advantageous pricing strategy</p> <p>Knowing what competitors are offering at what price</p> <p>Review, change and approve all ads</p> <p>Sales, sales, sales</p>
<p><b>FRUSTRATED BY</b></p>	<p>Marketing fluff</p> <p>Having to guess the best way to mount things</p> <p>Not knowing which countries his components are certified for</p>	<p>Incorrect serial numbers</p> <p>Bad record keeping at vendors around warranty status</p> <p>Supporting instead of building</p> <p>Lack of side-by-side competitive specs</p>	<p>Checking warranty status</p> <p>Putting out fires</p> <p>Not being able to access downloads with clear release notes</p> <p>Poorly organized or titled forums or KB content</p>	<p>Slow pricing negotiations</p> <p>Not always getting pass-through savings from distributors</p> <p>Not getting vendors' price change information – which he needs to act on immediately by changing the retail prices he offers to consumers</p>

B2C CUSTOMER PERSONAS



**ELAINE** Newbie



**JUN** Savvy



**BRAD** Bleeding Edge

<p><b>OBTAINS PEACE OF MIND BY</b></p>	<p>Easy installation Saving digital content Gaining technical understanding Getting help</p>	<p>Automating the home network Upgrading to wireless Compatibility across several household devices Purchasing good reliable storage</p>	<p>Having the best technology Building a tiered home network His constantly expanding mass of data Redundant backup Expanding his computing knowledge</p>
<p><b>FRUSTRATED BY</b></p>	<p>Feeling slow Not understanding what she purchased Having to go buy additional cords/connections Being consumed by support experiences with a variety of companies (cable TV, cell) Buying technology and not using it because she gets confused</p>	<p>Marketing fluff Manufacturer's bad ecommerce/online shopping experience Unapplied discounts Having to call support for silly reasons that he should be able to resolve on the site Having to jump through testing hoops before a manufacturer honors a warranty</p>	<p>Installed software/firmware doesn't suit his needs Manufacturers not paying for return shipping on failed equipment "Me too" problems in forums...often without resolution entries Support's compulsory steps for returns—which he's already completed</p>



## COPY STYLE GUIDE



How we talk about Seagate, our products and our relationships is fundamental to how our brand is perceived. Our voice is the personality that reflects the underlying character our customers and partners have come to expect. It is vital to be consistent as we both build and reinforce the brand with every communication. This section serves as a guide to establish and enrich that voice.

### Voice

The written voice of Seagate is experienced and confident. Our confidence stems from a proven legacy of industry-leading innovation. This expertise is verbally expressed with a calm understatement. We are enthusiastic but never brash.

The written voice of Seagate is also approachable and supportive. Users should feel comfortable coming to our site for highly technical advice as well as for answers to the most basic questions about storage. We're here to help you successfully do more regardless of your level of expertise.

### Tone

We express the written voice of Seagate in a tone that is:

- Conversational, yet professional
- Informative and educational—never condescending
- Empowering and helpful
- Calmly confident
- Passionate and spirited about customers' needs, but not anxious or over-excited

### Style

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

Online communications should also be written in a style that adheres to our search engine optimization (SEO) strategy. Specific guidance on how to write to search engine-optimized copy can be found in the Style Guide for Seagate Online Content.

Following are general style guidelines on how we address specific elements of our communications and collateral.

## 1. Sentence Length

- Strive to keep sentence length below 25 words
- Optimal length for paragraphs is less than 50 words

## 2. Punctuation

- Headlines and subheads generally do not require the use of a period unless a period is used for style emphasis. Maintain consistency of use on all pages.
- Exclamation points should be used only sparingly
- Bullets generally do not require the use of a period, except in collateral where bullets can be longer and should follow standard grammatical rules.
- Avoid serial commas unless absolutely needed for clarity

## 3. Links

- Treat links as calls to action that trigger the reader to go deeper
- We generally do not use in-line links (i.e., links embedded within copy), but treat links as buttons

Reference the Style Guide for Seagate content for valuable style guidance on how to write:

- Technical terms specific to the storage industry
- Numbers
- Terms specific to Seagate

## Online Writing Sections

### 1. Hero Banners

Hero banners are the main focus of a page, and they are often the first face of the brand and sub-brand. Space for copy is limited, so messages should generally focus on one point.

Hero banner headlines:

- Should be brief: seven words is OK, four is better
- Generally use title case (i.e., significant words capitalized)
- Convey a sense of liveliness, fun and allure

Hero banner subheads:

- Ideally either complement or *pay off* the header, mentioning the product or topic if the headline does not
- Use sentence case

### 2. Promo Tiles

Promo tiles are essentially miniature banners. Promo tiles follow the style guidelines specified for banners with the additional requirement that messages be delivered in fewer words:

- Headlines will generally need to be five words or less
- Subheads should be 10 words or less

### 3. Promo Landing Pages

The hero section of a promo landing page is essentially a banner and should follow the same style guidelines.

Beneath the hero area are spaces for highlighting the top 2-5 features of the product. The following style guidelines apply to these feature highlights:

- Headlines should generally be less than seven words long
- Headlines use sentence case without periods
- Body copy can extend from 15-65 words and may incorporate bullet points

### 4. Product Detail Pages

A product detail page is the most authoritative resource on a product, carrying a factual tone of voice. We deliver the technical facts that customers value in short, benefit-oriented copy.

Readers should be able to gain a strong sense of the product's benefits by scanning the headlines, and the following style guidelines apply:

- Aside from the H1 (product name), headlines use sentence case and generally do not require periods unless for style or emphasis
- For SEO reasons, do not trademark the product name in headlines
- Trademark the product name the first time it is mentioned in body copy on a page, but not again on that page

More specific guidelines for writing product detail pages, including word counts and SEO guidance, can be found in the copy workbooks employed for that purpose.

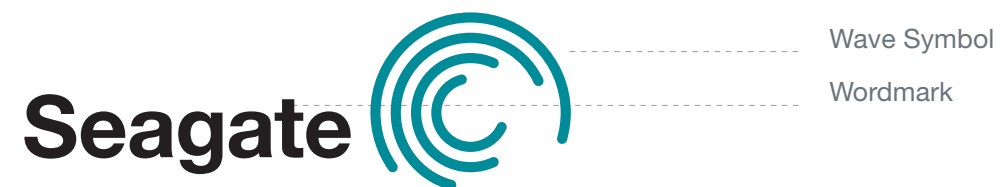
### In Conclusion

As we build and extend the Seagate brand it is our duty to consistently communicate in a style that expresses our personality: experienced, dynamic, approachable and smart. When developing any content that represents the Seagate voice, use this document as a guide to ensure that consistency.



## BRAND ELEMENTS

The Seagate signature is the most fundamental part of our brand, and it represents our entire company, externally and internally. From product packaging and ads to data sheets and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing. The signature consists of two elements that work together as a whole.



### WAVE SYMBOL

The wave symbol is the defining feature of our design system, and the starting point for many graphic elements you'll see later in this document. Inspired by rotating media, the wave symbol represents ideas and information in motion. It places Seagate at the center of innovation, with ripples of ideas emanating outwards.

### WORDMARK

Our wordmark is in Helvetica Neue. With no gratuitous ornamentation, this typeface is strong yet friendly, self-assured yet down-to-earth—qualities we're happy to associate with our brand.

The relationship between the signature elements is predetermined and fixed. Do not, under any circumstances, alter the proportions of the Seagate signature.

There are instances when the wave symbol can be used independently without the wordmark, which are discussed later in this guide. Such circumstances are limited to consumer usages such as in product packaging and in tradeshow applications.

# SEAGATE LOGO MISUSE

# BRAND ELEMENTS

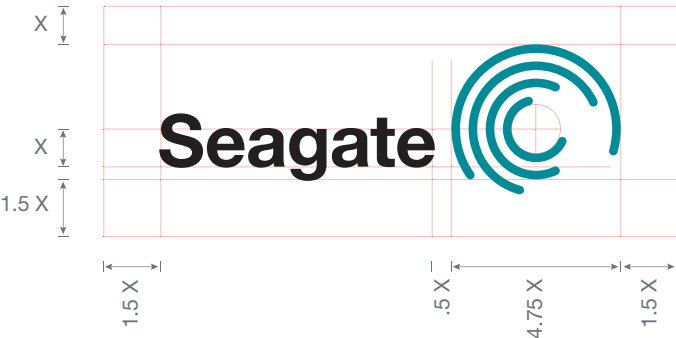
A lot of thought and effort has gone into determining the perfect relationship between the elements that make up our signature; do not attempt to re-create these elements. Always use the approved artwork, and always follow these rules when using it.



# LOGO CLEAR SPACE / MINIMUM SIZE

# BRAND ELEMENTS

Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X," as shown. This measurement is equal to the height of the lowercase letters in our wordmark.



We have established various minimum sizes for our signature to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our signature is never smaller than what can be clearly executed. Applications such as the Web, signage or merchandise may require larger sizes.



## LOGO COLOR VARIATIONS

## BRAND ELEMENTS

### TWO-COLOR

On a white background, the two-color signature uses 100% black for the wordmark and Pantone 321C for the wave symbol. When placed on a black background, the two-color signature uses 100% white for the wordmark and Pantone 321C for the wave symbol. No other variation may be used. The preferred backgrounds for the two-color signature are white and black.



### ONE-COLOR

The one-color version of our signature is used for applications and collateral where the layout needs to be simple and focused without too many color variations. The one-color version may also be used to enhance particular design concepts.



### COLORS

Although it's always preferable to place the signature on a black or white background, there are times when it will need to appear over a color. In these cases, make sure that the signature elements are as visible as possible.

### IMAGES

On the rare occasion when the signature needs to appear over a photograph or illustration, special care must be taken to ensure visibility of the signature elements. The signature should be reproduced in black or white when possible. The two-color signature is only permissible when there is sufficient contrast between all the elements. Remember, visibility is the goal here. Often, adjusting the position of a photograph or retouching the area where the signature resides will help you achieve that goal.



## COLOR PALETTE

## BRAND ELEMENTS

Our primary colors are strong and straightforward. They represent the Seagate brand at its most basic level. These colors are representational of the cool colors that exist naturally in our world and in our oceans.

Our secondary color palette allows flexibility in brand communications to highlight typography, calls to action, and to provoke the viewers path along the purchase flow.

The secondary palette must be used sparingly and should never dominate over the clean sensibility of the primary palette.

### PRIMARY PALETTE

COLOR	SEAGATE TEAL	BRIGHT TEAL	SEAGATE SLATE	BRIGHT SLATE
NAME	SEAGATE TEAL	BRIGHT TEAL	SEAGATE SLATE	BRIGHT SLATE
PMS	321	3262	431	429
CMYK	c100 m3 y34 k12	c81 m0 y36 k0	c45 m25 y16 k59	c21 m11 y9 k23
HEX	009999	00CCCC	333333	999999

### SECONDARY PALETTE

COLOR	RED	ORANGE	YELLOW
NAME	RED	ORANGE	YELLOW
PMS	1805	173	7408
CMYK	c5 m96 y76 k22	c0 m82 y94 k2	c0 m33 y100 k0
HEX	CC0000	FF6600	FEA620

## PRIMARY TYPEFACE

## BRAND ELEMENTS

### PRIMARY

There are several reasons why we've chosen Helvetica Neue for our primary typeface. Strong yet friendly, it helps us communicate ideas in a straightforward, confident manner. Its openness and geometry make it highly legible. And it's available in roman and italic, and in several weights, allowing maximum flexibility. Please refrain from using other versions of the font.

### HELVETICA NEUE

#### 25 Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

#### 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

#### 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

#### 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?**

#### 85 Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?**

#### 26 Ultra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

#### 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

#### 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

#### 76 Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?**

#### 86 Heavy Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?**

SECONDARY

There are several reasons why we've chosen Serifa for our secondary typeface. The slab serif is a nice complement to that of the sans serif font of Helvetica Neue. Serifa has a modern flare to it and it's available in several weights, allowing maximum flexibility.

Serifa should be used sparingly to call out certain messages that are conversational or extremely descriptive. Do not use the typeface for body copy and please refrain from using other versions than listed below.

SERIFA

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?**

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?*

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?*

Black

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?***

## ALTERNATE

Our alternate typefaces is Arial. Arial references the clean look of our primary typeface and should be used as the primary font for HTML or within Microsoft Office applications such as Word, PowerPoint, Excel, etc.

### ARIAL

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?**

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?*

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&\*?***



## GRAPHIC ELEMENTS

### S-WAVE

Our visual system incorporates another device that helps us achieve one voice, the S-Wave. Its fluid, organic structure reinforces the human, emotional side of our company, while creating a metaphor for the digital content that surrounds us every day. The S-Wave visual system is easily ownable; over time, it will come to be clearly identifiable as Seagate. And it has enough versatility and flexibility to meet our myriad communication needs, both internal and external.

There are a variety of S-Wave forms, each provided in the Seagate primary colors, available on the brand portal.

<https://branding.seagate.com>  
Item ID: 01046



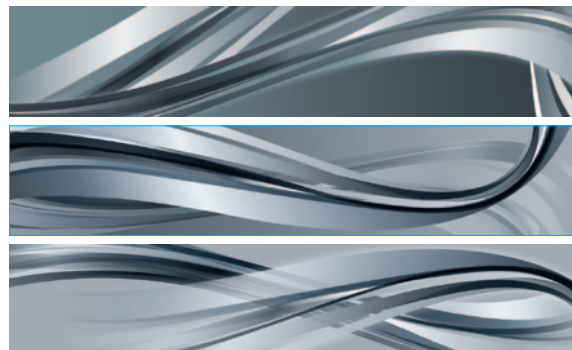
## TEXTURE EXAMPLES

The Seagate wave is a key element of the brand. When used correctly, it subtly conveys a sense of sophisticated, dynamic movement without distracting from the main focus of the page or element.

This element is used for two primary purposes:

- 1. Page backgrounds
- 2. Grounding element for products

### Wave Window Examples



STEP 1  
Choose a  
Wave Window

Teal background



Black background



STEP 2  
Crop and scale



STEP 3  
Apply gradient layer mask



STEP 4  
Place on background  
with transparency using  
a multiply effect



## ICONS & SYMBOLS

## GRAPHIC ELEMENTS

### ICONOGRAPHIC LIBRARY

Icons and symbols are utilized to help users quickly and intuitively navigate through the site. In growing the website's iconographic library, please follow the visual guidelines provided here.

#### Icons

Ideal use is to inform and instruct users on action-oriented behaviors in combination with calls to action. The size is ideal for using in-line with text.



Email



Sound File



Video



Media Kit



Link Arrow



Excel



PDF



RSS



Seagate  
Buzz



Zoom

#### Promo and Support Symbols

Ideal use is to highlight special promotional areas and provide user's instruction and/or access to support features. These can be used within copy blocks or image graphics.



Contact  
Support



Disc  
Wizard™



Download  
Update



Support  
Hotline



Training



User Guides



Featured  
Documents



Featured  
Software



Featured  
Utilities



Email  
Support



Facebook



Firmware



Forums



Live Chat



Seatools/  
Diagnostics



Data Recovery  
Services



McAfee Virus  
Removal Service



Seagate Store  
Help



BARE DRIVE IMAGES

Our bare drive products are available in a variety of angles, including standard straight-on, left-angled and right-angled, as well as a dynamic hero angle view specific to that particular product.



DYNAMIC HERO ANGLE DRIVE IMAGES

We have developed hero images to showcase our bare drive products, as shown in these samples. Each hard drive is featured at a unique angle to emphasize and visually differentiate one product from another.





**BRAND PORTAL**

## The Seagate Brand Portal

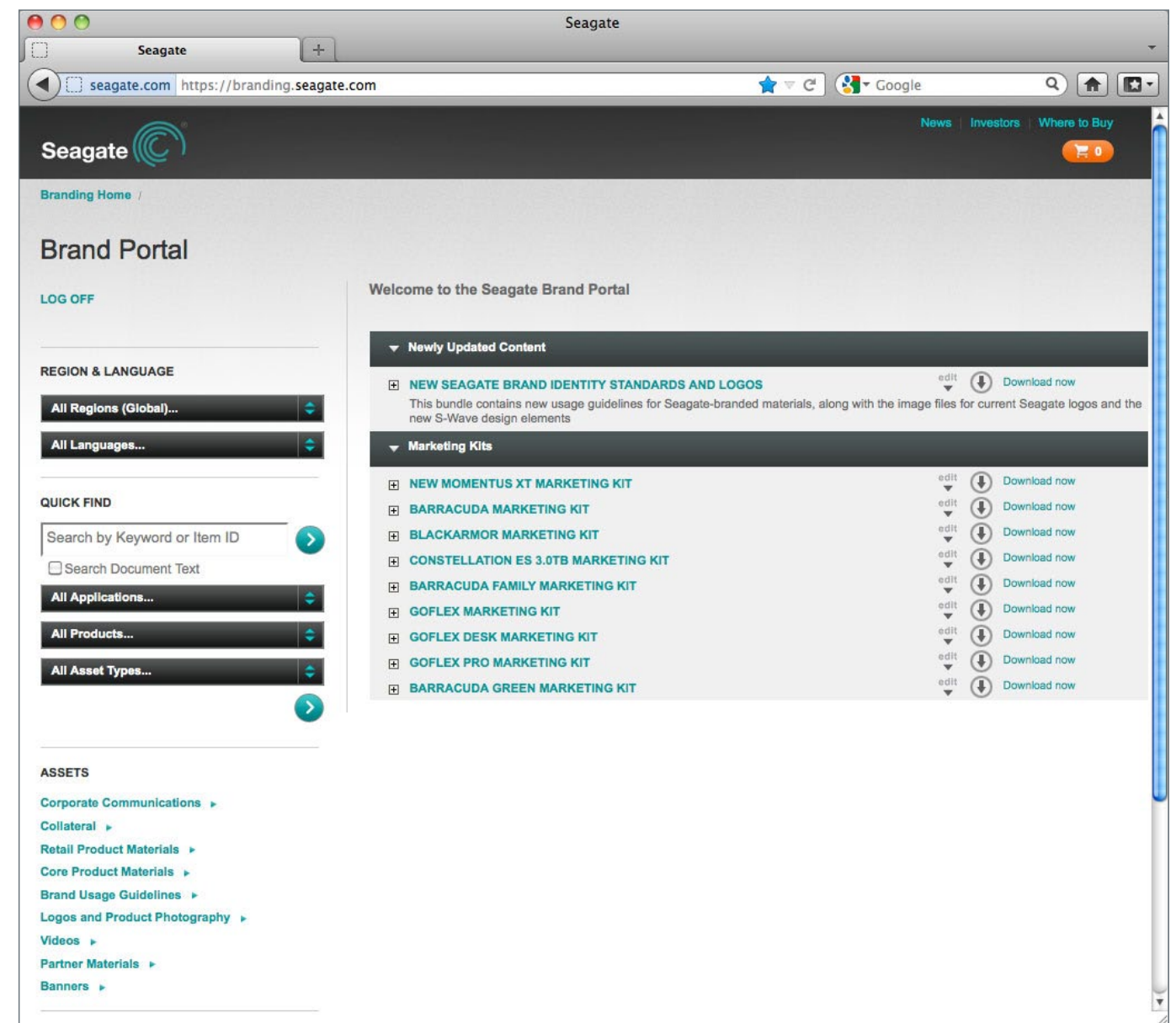
The Brand Portal is an asset management system where all Seagate audiences can access the materials and tools needed to market and sell our products. It plays a critical role between all internal organizations and is ingrained in many processes, such as brand training and education, collateral translation and distribution, product launch process, as well as campaign and asset sharing.

## Accessing the Seagate Brand Portal

You can access the Brand Portal directly through <https://branding.seagate.com> with a specific login, or through a link on our various intranet sites.

- SPP
- Seagate Direct
- my.seagate.com

If you are unsure of your login username and password, please contact your Seagate business partner for support.





### Brand Portal Areas of Interest

1. Newly Updated Content – Here you can find the most recently updated content available on the Brand Portal.
2. Marketing Kits – Marketing kits are normally product-specific and are conveniently bundled for ease of use and download. Most marketing kits will contain assets such as drive images, product launch creative, marketing bulletins, banners, product/service overviews, data sheets, and any related videos or other useful assets for that product.
3. Region and Language Selection – By selecting a region and/or language, you can easily filter out unwanted assets and view only assets available in your desired search.
4. Search Options – There are many ways you can search for assets on the Brand Portal. The most popular is by key word, i.e. “Barracuda datasheet.” You may also search by application, product, asset type, or a combination of more than one of those search capabilities.
5. Asset Search – Choose the asset type to expand and choose from a list of options.
6. Feedback – Having trouble? Fill out the easy-to-use feedback form and get help locating an asset or offer feedback on your user experience to help us make improvements.
7. Shopping Cart – When downloading multiple assets, simply click on the shopping cart once all items are selected for one, easy download.

The screenshot shows the Seagate Brand Portal interface. At the top right, there are links for 'News', 'Investors', and 'Where to Buy', along with a shopping cart icon containing the number '7'. The main header reads 'Seagate Brand Portal' with a 'LOG OFF' link. Below this, there are three main sections:

- REGION & LANGUAGE:** Includes dropdown menus for 'All Regions (Global)...' and 'All Languages...'. A callout '3' points to these menus.
- QUICK FIND:** Features a search box 'Search by Keyword or Item ID' and a checkbox for 'Search Document Text'. Below are dropdowns for 'All Applications...', 'All Products...', and 'All Asset Types...'. A callout '4' points to the search box, and a callout '5' points to the dropdowns.
- ASSETS:** A list of asset categories with expandable arrows: 'Corporate Communications', 'Collateral', 'Retail Product Materials', 'Core Product Materials', 'Brand Usage Guidelines', 'Logos and Product Photography', 'Videos', 'Partner Materials', and 'Banners'. A callout '6' points to this list.

On the right side, there is a 'Welcome to the Seagate Brand Portal' section with two main categories:

- Newly Updated Content:** Contains one item: 'NEW SEAGATE BRAND IDENTITY STANDARDS AND LOGOS' with a 'Download now' link. A callout '1' points to this item.
- Marketing Kits:** Contains seven items, each with a 'Download now' link: 'NEW MOMENTUS XT MARKETING KIT', 'BARRACUDA MARKETING KIT', 'BLACKARMOR MARKETING KIT', 'CONSTELLATION ES 3.0TB MARKETING KIT', 'BARRACUDA FAMILY MARKETING KIT', 'GOFLEX MARKETING KIT', 'GOFLEX DESK MARKETING KIT', 'GOFLEX PRO MARKETING KIT', and 'BARRACUDA GREEN MARKETING KIT'. A callout '2' points to this list.

At the bottom left, there is a 'FEEDBACK' section with a 'Feedback' link (callout '6') and a 'MANAGE' section with a 'My Assets' link.

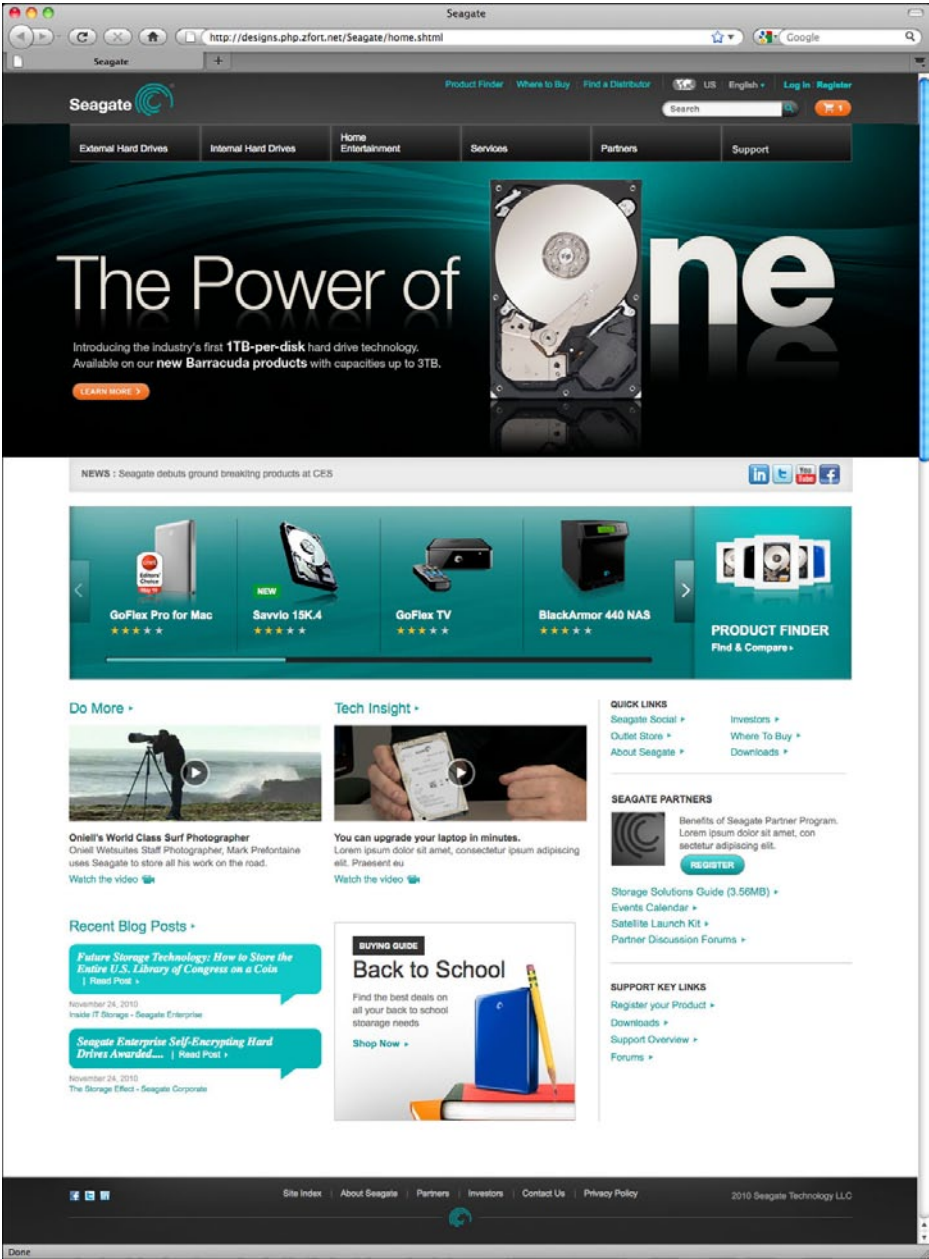


## EXAMPLE MATERIALS

# BARRACUDA 3TB PRODUCT LAUNCH

# EXAMPLE MATERIALS

The Seagate Barracuda 3TB product launch introduced the world's first 1TB-per-disk hard drive technology through a single impactful message: The Power of One. Consistent marketing materials were produced throughout the world in a variety of mediums, including the hero banner and video seen on the page.



# MOMENTUS XT PRODUCT LAUNCH

# EXAMPLE MATERIALS

Building off the momentum of the Barracuda launch, the Momentus XT product launch coined a similar impactful statement: *The Power of Now*. This was used in a plethora of materials around the globe to describe the incredibly fast boot-up and accessibility provided by the Seagate Momentus XT hybrid drive.

**Seagate Launches Momentus XT**

From: Seagate  
 Subject: Seagate Momentus XT solid state hybrid drives save time and boost performance  
 Date: August 15, 2011  
 To: David Livingston

**The Power of Now**  
 Fast response, reliable performance with the Momentus XT 750GB solid state hybrid drive (SSHD)

**The FAST Factor**  
 Why should a high-performance laptop or PC be slower than your tablet or smart phone? It shouldn't.

The FAST Factor features of the Momentus XT solid state hybrid drive (SSHD) give you the instant-on response of solid-state memory and the extremely large capacity of a hard drive (up to 750GB). You get both the kick and the capacity that lets you consume, create and store at amazing speeds.

- Boots and performs like an SSD
- Up to 3x faster than a traditional HDD\*
- Expansive capacity up to 750GB
- SATA 6Gb/s with NCQ for interface speed
- All-in-one design for simplicity and ease of installation
- Works in any laptop or PC, any OS and any application
- Backed by a 5-year limited warranty

\* As compared with traditional 5400-RPM, 2.5-inch notebook drive.

**Seagate Support**  
 ▶ FAQs  
 ▶ Tips & Tricks  
 ▶ Knowledge Base

**Connect with Seagate**  
 ▶ Seagate Fan Page  
 ▶ Seagate Twitter  
 ▶ Community Forums

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**Momentus XT**

**The Power of Now**  
 Fast response, reliable performance. The Momentus XT 750GB solid state hybrid drive (SSHD).

**Experience the FAST Factor™ advantage**  
 Using flash-assisted storage technology (FAST) you get solid-state performance, expansive capacity, and exceptional reliability in an all-in-one device.

**Affordable SSD performance**  
 Boots up your system as fast as an SSD yet is a fraction of the price. Get 750GB of pure FAST Factor speed.

**Exceptional reliability**  
 Reliability doesn't take a back seat. Learn how the Momentus XT drive can enhance data integrity and storage longevity.

**REVIEWS**  
 "Momentus XT is a perfect union of speed and affordability."  
 "Hype and reality are usually at opposites. Not this time."  
 "The drive to wait for is here. Worth the wait indeed."

**PERFECT WHEN YOU NEED TO:**  
 • Build a high-performance gaming laptop  
 • Build a high-end workstation  
 • Optimize hot external environments: USB 3.0, eSATA  
 • Build a smart-home laptop  
 • Build a gaming laptop to performance

**For work or play, get there faster.**  
 Reliable solid-state speed for off-the-chart performance. The Momentus™ XT solid state hybrid drive.

**NEWS** Seagate debuts ground breaking products at CES

**PRODUCT FINDER**  
 GoFlex Pro for Mac | Savvio 15K.4 | GoFlex TV | BlackArmor 440 NAS


**Do More**  
**Tech Insight**  
**QUICK LINKS**  
**RECENT BLOG POSTS**  
**Back to School**



The Seagate CES experience was designed to depict the life cycle of digital content, emphasizing the role of Seagate at the core of everyone's digital world. From meeting spaces to product demos, each experience was based on conveying the Seagate brand and personality to our customers.



Providing key information about products, services and technologies to a multitude of audiences in 20 different languages is a daily occurrence at Seagate. For this reason, we designed a comprehensive system that is easily translated while maintaining a consistent look and feel.



**Seagate**

Data Sheet

## Barracuda®


The Power of One

**Key Advantages**

- Double your capacity and drive down costs with the industry's first 1TB-per-disk hard drive technology.
- Up to 3TB capacity with 7200-RPM performance. Why compromise?
- SATA 6Gb/s interface optimizes burst performance
- Seagate AcuTrac™ servo technology delivers dependable performance, even with hard drive track widths of only 75 nanometers.
- Seagate OptiCache™ technology boosts overall performance by as much as 25% over the previous generation.
- Seagate SmartAlign™ technology provides a simple, transparent migration to Advanced Format 4K sectors.
- Free Seagate DiscWizard™ software allows you to install a 3TB hard drive in Windows, including XP, without UEFI BIOS.

**Best-Fit Applications**

- Desktop or all-in-one PCs
- Home servers
- PC-based gaming systems
- Desktop RAID
- Direct-attached external storage devices (DAS)
- Network-attached storage devices (NAS)



Model	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001
Capacity	3TB	3TB	3TB	3TB	3TB	3TB
7200	7200	7200	7200	7200	7200	7200
64	64	64	16	16	16	16
6,033,013	6,033,013	6,033,013	6,033,013	6,033,013	6,033,013	6,033,013
-8.5	-8.5	-8.5	-11	-11	-11	-11
-8.5	-8.5	-8.5	-12	-12	-12	-12
150	150	150	120	120	120	120
80	42	21	21	21	21	21
408	408	408	408 @ 512'	408 @ 512'	408 @ 512'	408 @ 512'
+10%/-2.5%	+10%/-2.5%	+10%/-2.5%	+10%/-2.5%	+10%/-2.5%	+10%/-2.5%	+10%/-2.5%
+10%/-2.5%	+10%/-2.5%	+10%/-2.5%	+10%/-2.5%	+10%/-2.5%	+10%/-2.5%	+10%/-2.5%

**Reliability/Endurance**

Model	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001
Capacity	3TB	3TB	3TB	3TB	3TB	3TB
Control Start/Stop Cycles	—	—	—	50,000	50,000	50,000
Load/Unload Cycles	200,000	200,000	200,000	—	—	—
Nonoperational Hours per 10k Hours Use	1 per 100k	1 per 100k	1 per 100k	1 per 100k	1 per 100k	1 per 100k
Annualized Failure Rate (AFR)	0.34%	0.34%	0.34%	0.34%	0.34%	0.34%
Power On Hours	2400	2400	2400	2400	2400	2400

**Power Management**

Model	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001
Capacity	3TB	3TB	3TB	3TB	3TB	3TB
Startup Power (W)	2.5	2.0	2.0	2.0	2.0	2.0
Operating Power (W)	7.38	6.1	5.6	6.19	6.19	6.19
Idle Power (W)	6.4	5.9	4.8	4.80	4.80	4.80
Standby Power (W)	0.74	0.74	0.74	0.79	0.79	0.79
Sleep Mode (W)	0.74	0.74	0.74	0.79	0.79	0.79

**Environmental**

Model	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001
Capacity	3TB	3TB	3TB	3TB	3TB	3TB
Operating Ambient (min °C)	0	0	0	0	0	0
Operating Ambient (max °C)	60	60	60	60	60	60
Nonoperating Ambient (min °C)	-40 to 70	-40 to 70	-40 to 70	-40 to 70	-40 to 70	-40 to 70

**Physical**

Model	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001
Capacity	3TB	3TB	3TB	3TB	3TB	3TB
Height (mm)	26.111,028	26.111,028	26.110,734	19.860,767	19.860,767	19.860,767
Width (mm)	102.642	102.642	102.642	102.642	102.642	102.642
Depth (mm)	146.865,767	146.865,767	146.865,767	146.865,767	146.865,767	146.865,767
Weight (g)	620.136	620.136	450.015	450.015	450.015	450.015

**Special Features**

Model	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001	ST3000DM001
Capacity	3TB	3TB	3TB	3TB	3TB	3TB
Seagate OptiCache™ Technology	No	No	No	No	No	No
Seagate AcuTrac™ Technology	No	No	No	No	No	No
Seagate SmartAlign™ Technology	No	No	No	No	No	No

[www.seagate.com](http://www.seagate.com)



**Seagate**

Product Overview

## The Power of One


Barracuda® Hard Drives

**What you get.**

- Industry's first 1TB-per-disk hard drive technology—lower your storage costs, maximize your capacity
- Fast, 7200-RPM performance with every capacity
- Reliable performance, even in tough environments, thanks to Seagate AcuTrac™ servo technology
- Seagate OptiCache™ technology to help boost overall performance by as much as 25% over previous generation

**"Among the fastest reads and writes of any high-capacity drive; low power consumption."**

—MAXIMUM PC



## One

**Drives Is Getting Challenge**

another major milestone in, Seagate engineers had 1/4 of a single inch. This read/write head needs to spanners wide. That's about this sentence. Incredible feat—reliably in a challenging operating sic turned up.

**Innovation Goes Beyond Drive Technology Alone**

We understand that industry changes and limitations can be a hassle. That's why Seagate has worked hard to deliver solutions to these challenges. Seagate SmartAlign™ technology offers you an easy, transparent way to make the inevitable transition to Advanced Format 4K sector drives—no extra time, no utilities, no hassles.

And if you're ready for 3TB drives but not quite ready to use the new UEFI BIOS technology, Seagate DiscWizard™ software can help, even with Windows XP and your current PC BIOS.

**Seagate OptiCache™ Technology Continues to Push Performance**

Barracuda 1TB-per-disk hard drives now include a host of refined technologies to further boost performance. Combined, these improvements squeeze even more performance out of storage already known for pushing the envelope!

- Third-generation dual-core processor with integrated ARM handles more data faster.
- 40nm chip manufacturing technology delivers more computing power without increasing electrical power requirements.
- 64MB of DDR2 SDRAM enables the fastest cache yet on Barracuda drives.

**You Don't Have to Compromise Performance to Use the Highest Capacities**

Until now, the highest-capacity desktop drives were most commonly available in reduced RPM models. Now Seagate delivers every capacity point from 250GB to 3TB on our full 7200-RPM performance platform. Why settle for less?

Capacity	ST3, 1TB, 1.5TB, 2TB, 3TB
Rotational Latency (ms)	9.5 @ 7200
Seek Latency (ms)	9.5 @ 7200

[www.seagate.com](http://www.seagate.com)