Seagate

BRAND GUIDE
March 2012

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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.

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
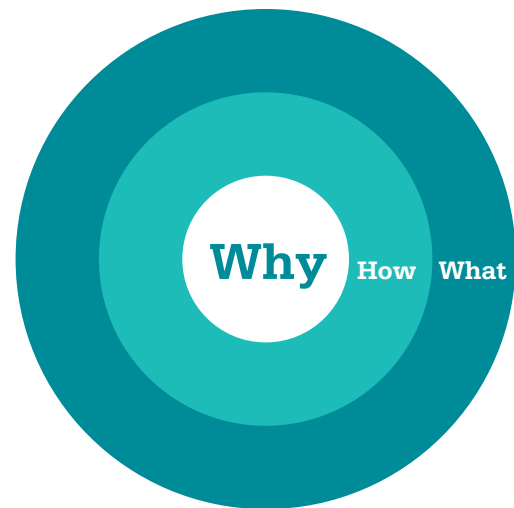*Why we do it*

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

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 cutomers.

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.

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
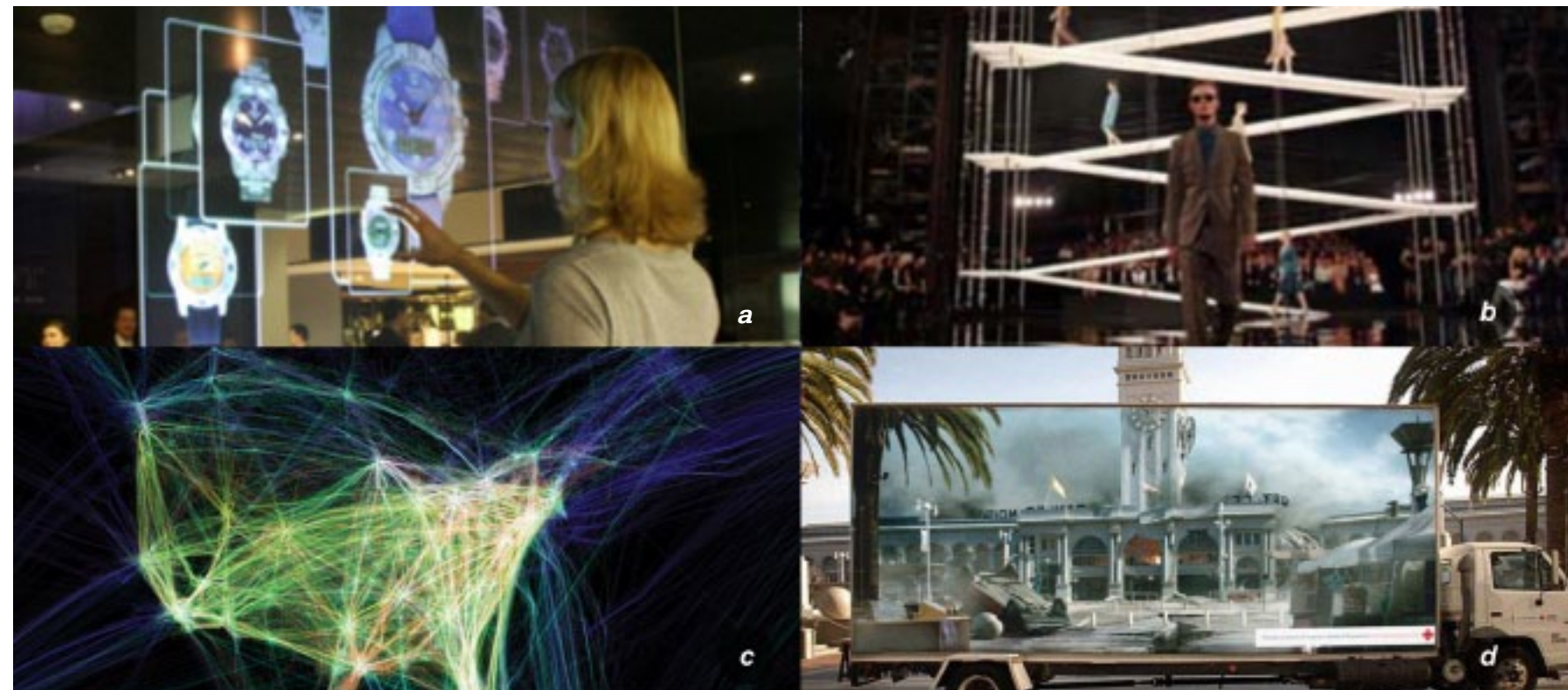
a	ENGAGING — Interactive exhibits powered by rich technology have helped museums shake their boring stereotype.
b	ACTIVE — The modern fashion show uses movement, dimension and multimedia to create a sense of excitement and energy.
c	CURRENT — A live snapshot of flight patterns demonstrates the breadth of activity going on around us at a given moment in time.
d	RELEVANT — It's often hard to relate to something unless it's put into the context of something we know.

APPROACHABLE
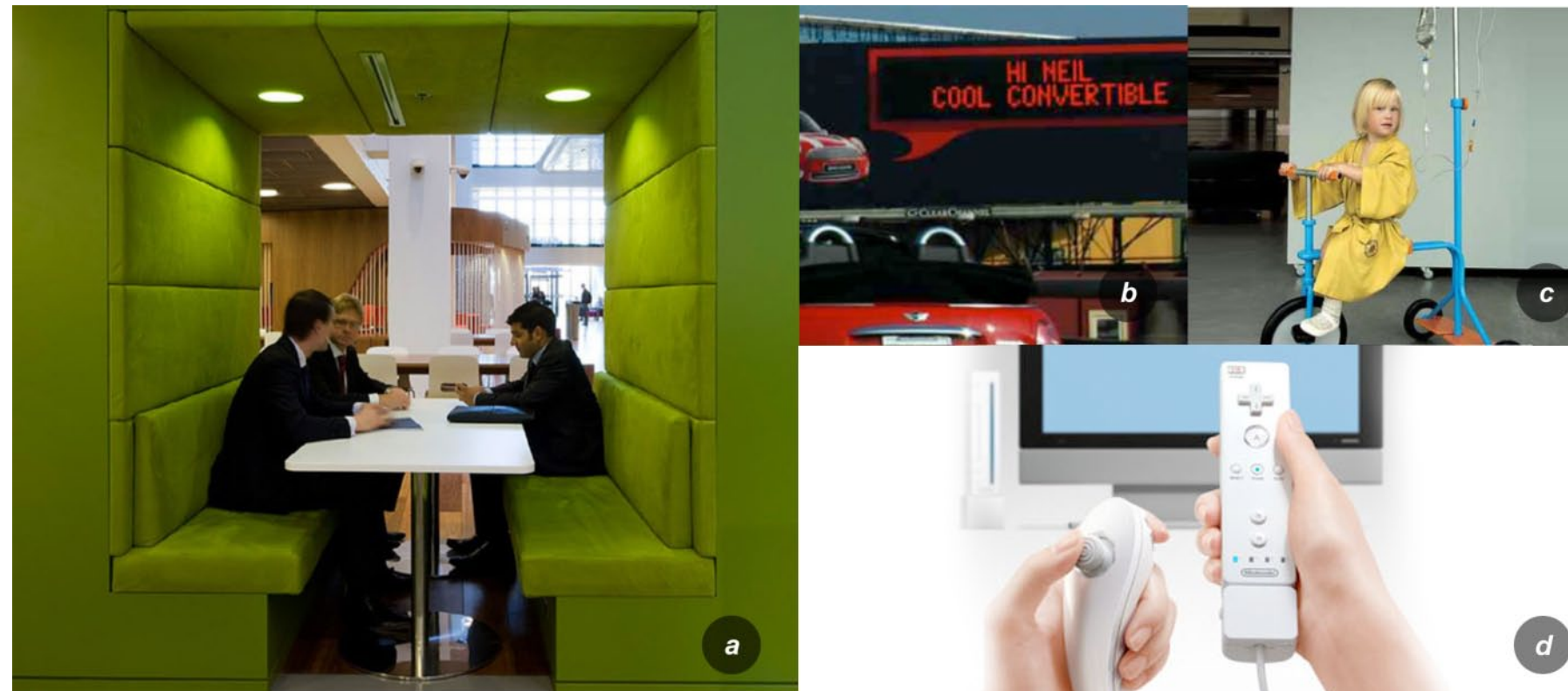
a CUSTOMER CENTERED Architects of a large office building designed small, intimate spaces to foster a safe place to meet and collaborate.

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   Seagate hard drive design requires every feature and detail have a reason for being and job to perform.

b   SIMPLE   The iPhone's interface and design make a very complex piece of technology easy to use.

c   CLEAN   The modern kitchen allows for thousands of items to be organized and tucked away in order to focus on the task at hand.

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

B2C CUSTOMER PERSONAS

ELAINE Newbie

JUN Savvy

BRAD Bleeding Edge

	ELAINE Newbie	JUN Savvy	BRAD Bleeding Edge
OBTAINS PEACE OF MIND BY	Easy installation Saving digital content Gaining technical understanding Getting help	Automating the home network Upgrading to wireless Compatibility across several household devices Purchasing good reliable storage	Having the best technology Building a tiered home network His constantly expanding mass of data Redundant backup Expanding his computing knowledge
FRUSTRATED BY	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	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	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

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

Wordmark
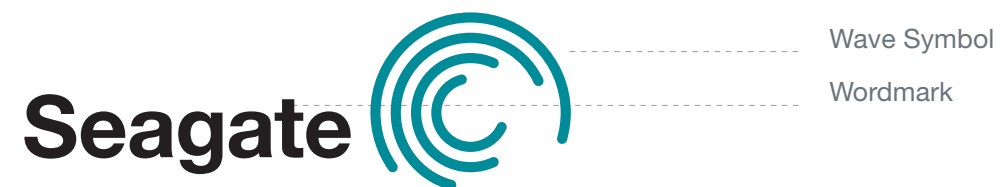
WAVE SYMBOL

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.

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.

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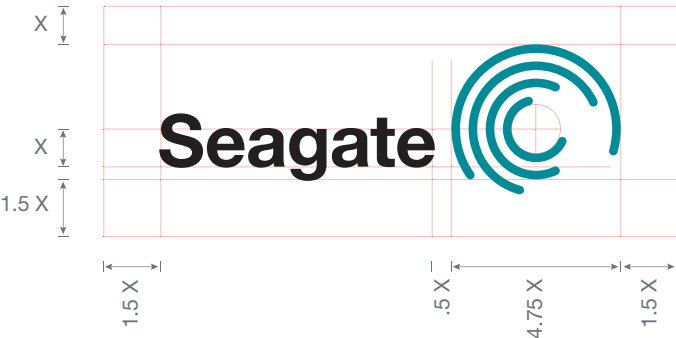
We have established various minimum sizes for our signature to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our signature is never smaller than what can be clearly executed. Applications such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

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

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			
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		
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

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":!@#%$&*?

26 Ultra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

76 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&*?

85 Heavy
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":!@#%$&*?

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890":!@#%$&?*

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

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

Bold
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":!@#%$&*?

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

Bold
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

Teal background   Black background
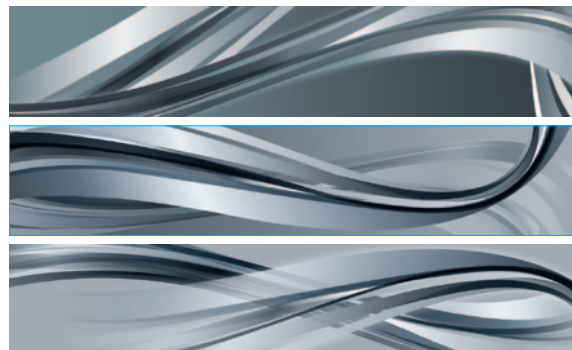
STEP 1
Choose a
Wave Window

STEP 2
Crop and scale

STEP 3
Apply gradient layer mask

STEP 4
Place on background
with transparency using
a multiply effect

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.

	Hero Angle	Left-Angle	Straight-On	Right-Angle
Barracuda 3.5-inch				
Momentus 2.5-inch				

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.

	Momentus XT	Savvio 15K	Constellation	Pulsar XT
2.5-inch				

	Cheetah 15K	Cheetah NS	Constellation ES	Pipeline HD
3.5-inch				

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.
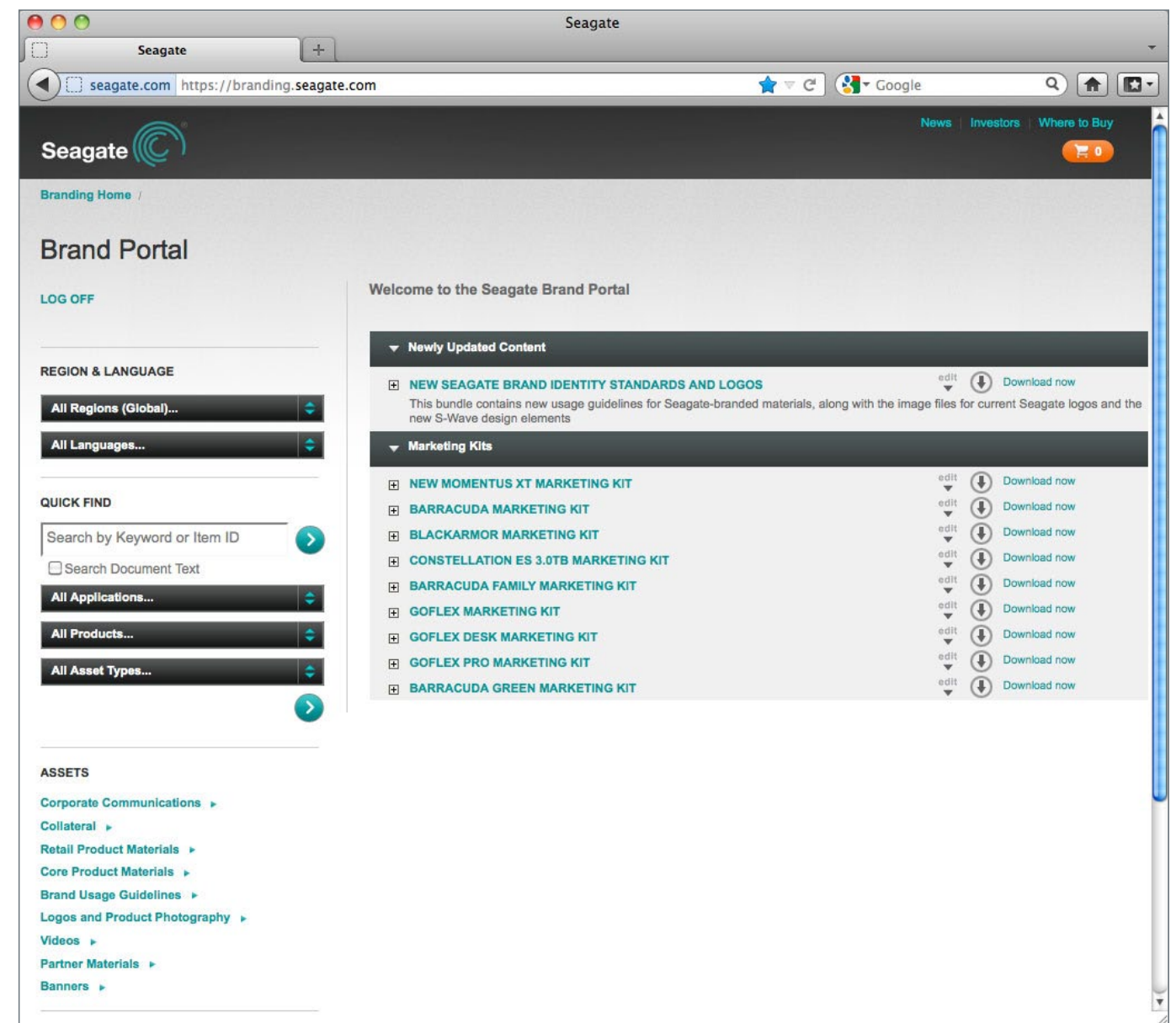
Brand Portal Areas of Interest

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.

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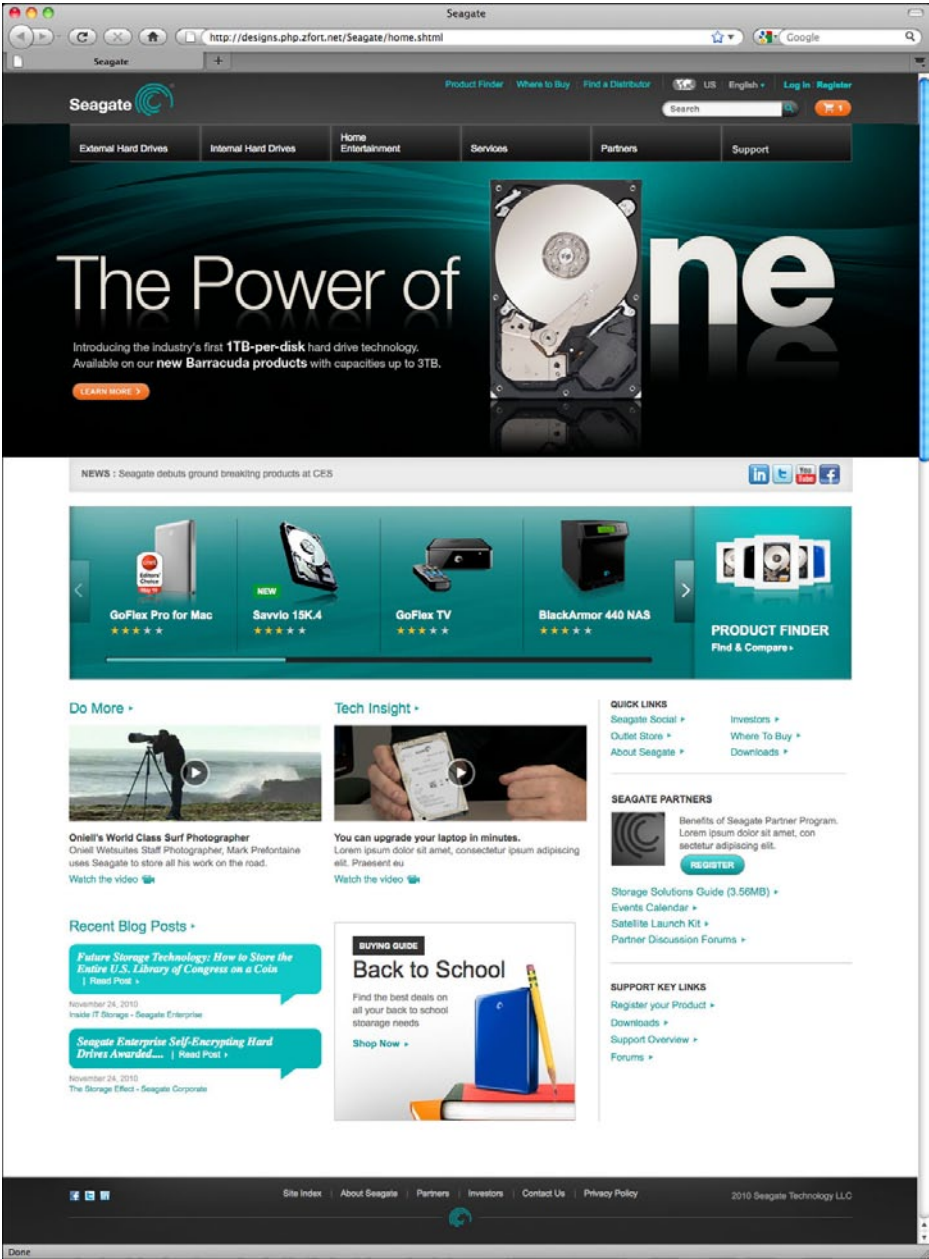
Building off the momentum of the Barracuda launch, the Momentus XT product launch coined a similar impactful statement: The Power of Now. This was used in a plethora of materials around the globe to describe the incredibly fast boot-up and accessibility provided by the Seagate Momentus XT hybrid drive.

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.