

WesternDigital.com

Brand Toolkit

Confidential & Proprietary

Contents

1

Introduction

2

Color system

3

Typography

4

Iconography

5

Product images

6

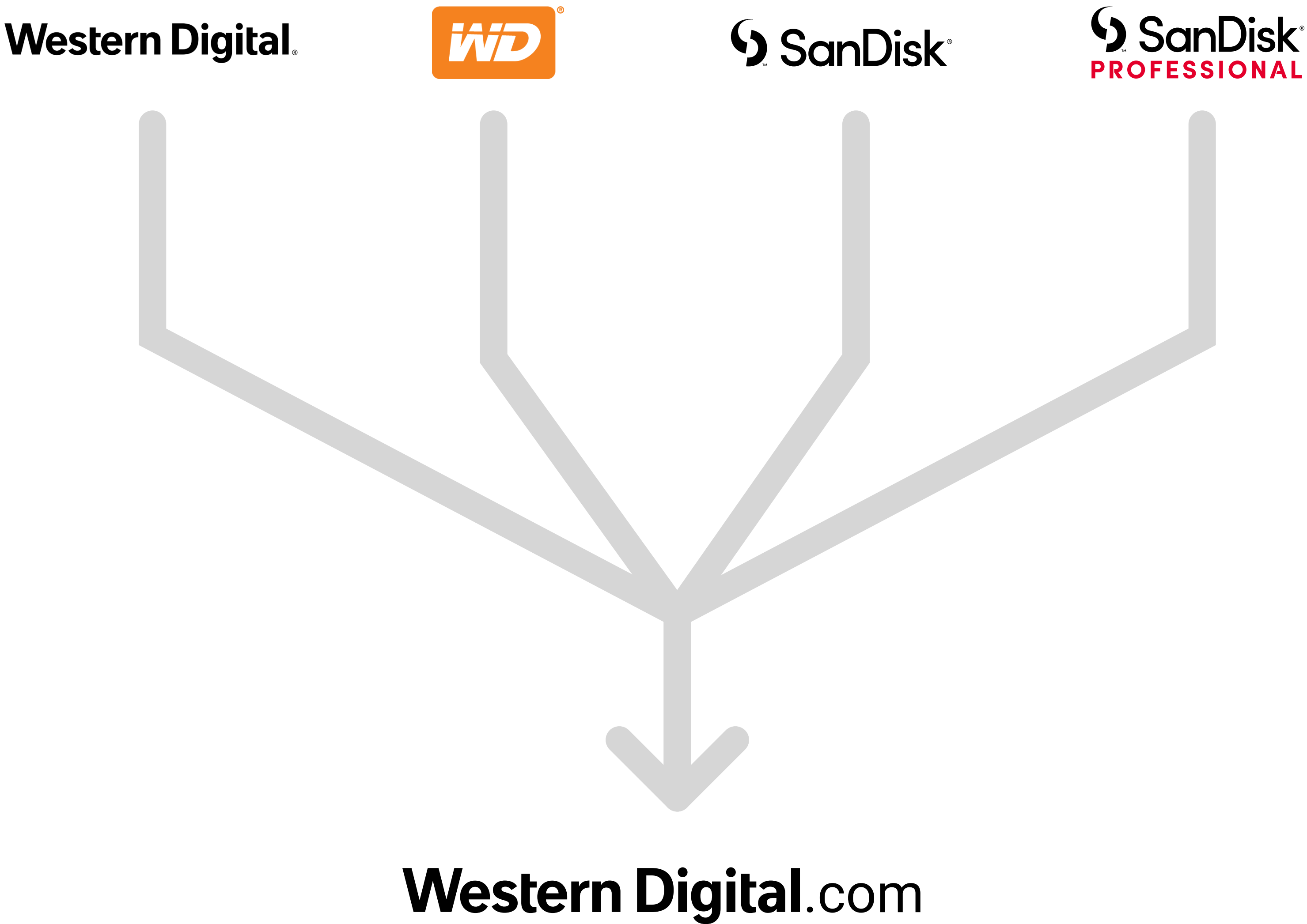
Photography

7

Voice and Tone

Our Brands

WesternDigital.com serves as a convergence of our consumer brands. Style, tone, and voice must be sensitive and adaptive across all brand guidelines.



1

Introduction

Audience

Who shops at WesternDigital.com?



Everyday people who create and consume a tremendous amount of content to fill their lives with meaning and enjoyment.



Consumers looking for a secure storage solutions to easily organize, access, and share.



Hobbyists and creative professionals looking for cutting-edge solutions to capture and edit photos and video.

2

Color system

Key colors

Our site key colors are largely neutral. This is integral to maintaining flexibility across the different Western Digital-owned brands and campaigns.

White

#FFFFFF

rgb (255,255,255)

Light Gray (Product Image Background)

#F2F3F3

rgb (242,243,243)

Gray

#C3C3C3

rgb (195,195,195)

Black

#000000

rgb (0,0,0)

Blue (Transactional Elements)

#0277BD;

rgb (2,119,189)

Usage of blue

We have strict rules around the usage of blue. This keeps our site palette neutral and ensures that transactional buttons and links are clear to the user.



DO

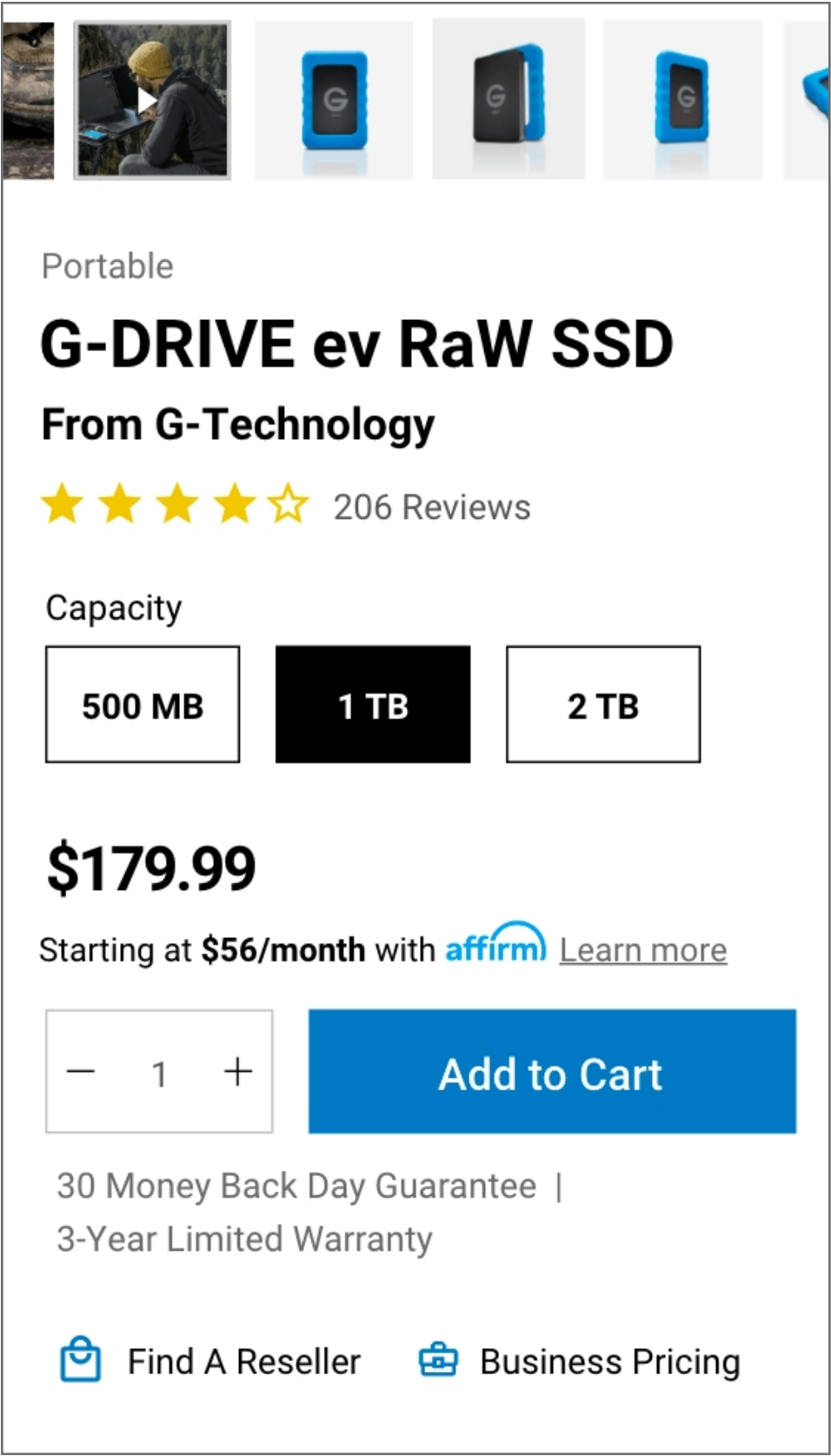
- Blue is only used for buttons, links, and select icons/elements
- We only use blue buttons on transactional pages



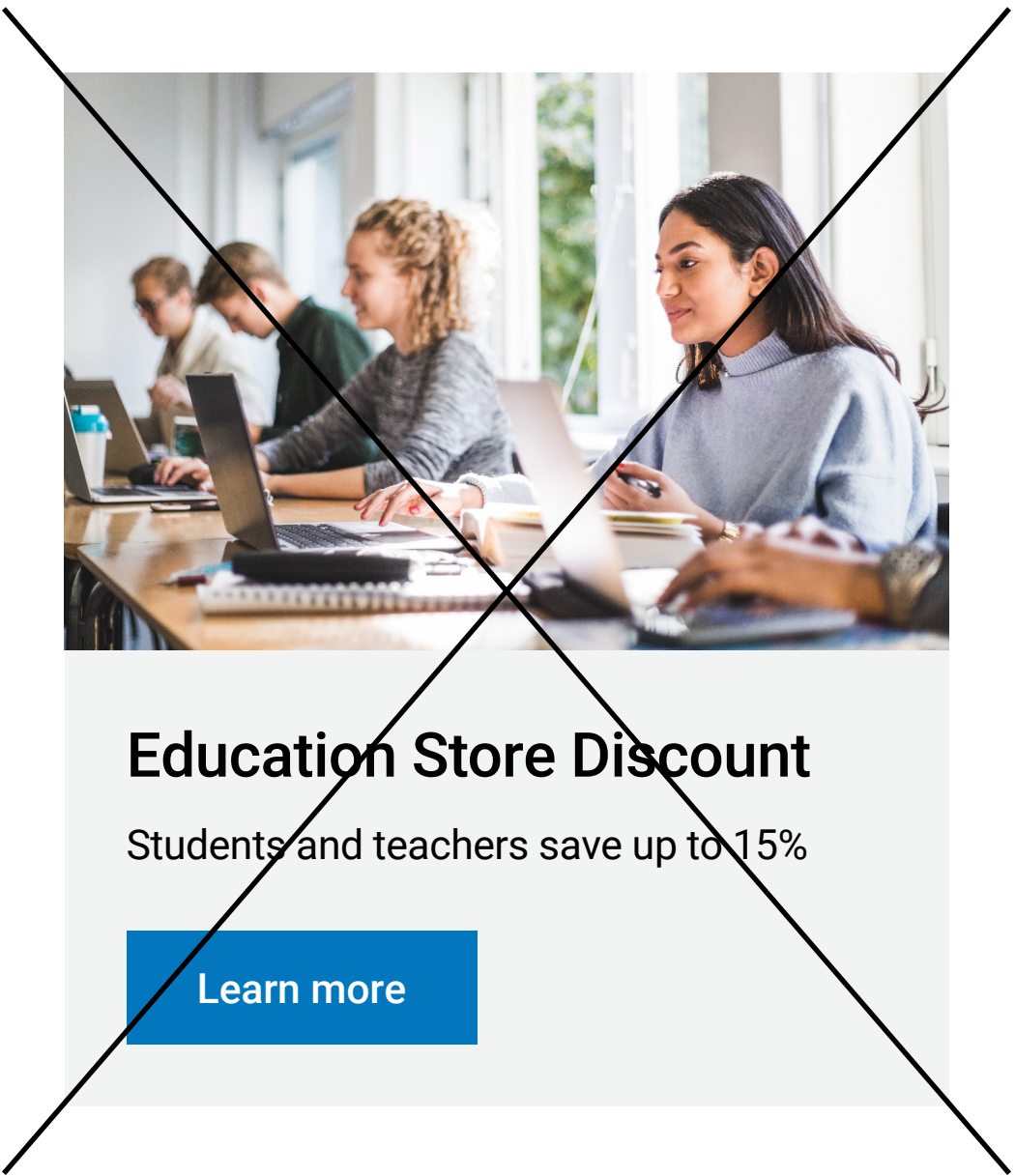
DON'T

- Don't use blue buttons on banners
- Don't use blue as a background color
- Don't use blue as a text color (aside from links)
- Don't change the hex value of our blue

A blue button on a transactional page.

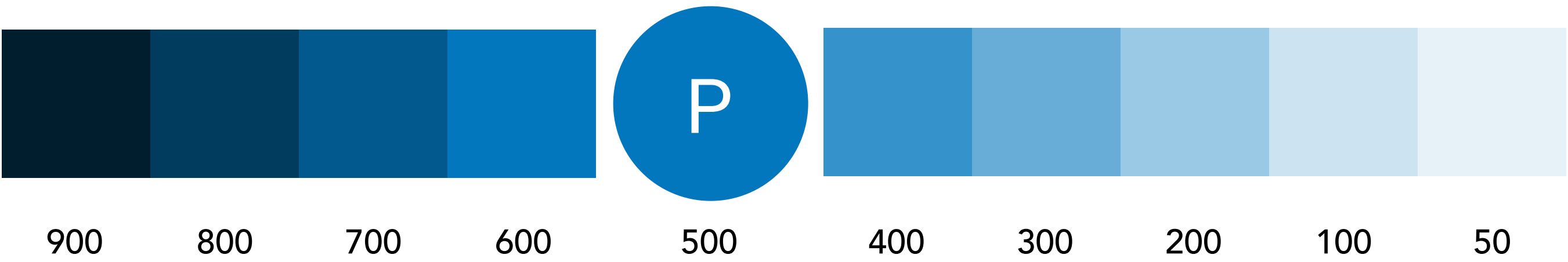


Incorrect usage of a blue button.



Material palette

Material Design color principles are used in order to adapt the color palette for button interaction states.



Transactional button states

Default



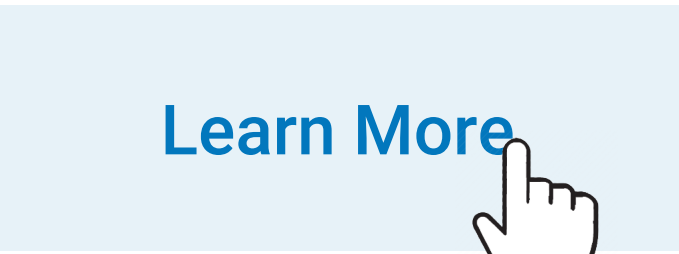
500

Learn More

Hover



700

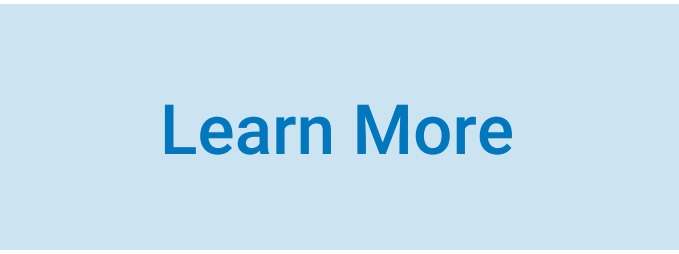


50

Pressed



800



100

Dialog Palette

Colors used for form inputs to indicate various states of attention.

Green (Success)

#008000
rgb (0,128,0)

Orange/Amber (Alert)

#AA5D00
rgb (170,93,0)

Red (Error)

#DF001F
rgb (203,0,28)

Gold (Keyboard Focus)

#B58409
rgb (181,132,9)

Green - Success / Pass

✔

This is a dialog box for Alerts, Warning and Informational messages

✕

Red - Error

⚠

This is a dialog box for Alerts, Warning and Informational messages

✕

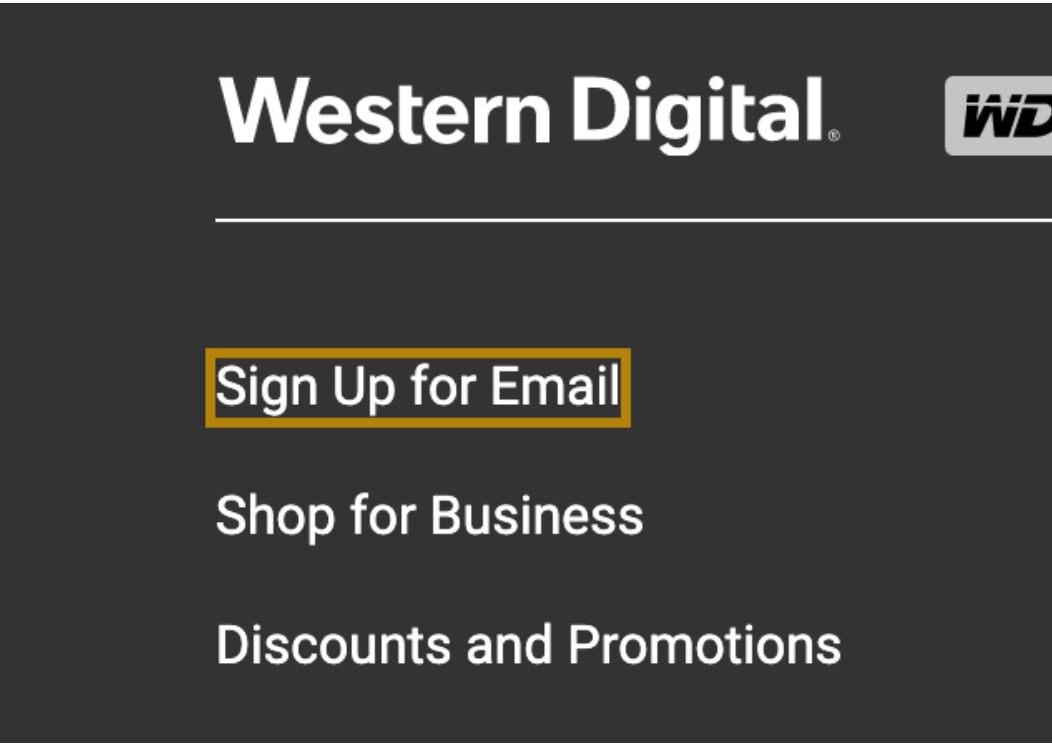
Yellow/Orange - Warning

⚠

This is a dialog box for Alerts, Warning and Informational messages

✕

Keyboard focus



Brand colors

SanDisk Red and WD Orange may be used sparingly to accent brand-specific products and pages. Using large amounts of these colors together on pages that aren’t brand-specific should be avoided.

Brand-specific grays are not used on WesternDigital.com, in favor of the site standard Gray and Light Gray.



SanDisk Red

#e4002b
rgb(228,0,43)

Black

#000000
rgb (0,0,0)

White

#FFFFFF
rgb (255,255,255)

Warm Gray

#D7D2CB
rgb (215,210,203)



WD Orange

#FF8200
rgb(255,130,0)

White

#FFFFFF
rgb (255,255,255)



White

#FFFFFF
rgb (255,255,255)

Light Gray

#E4E5E6
rgb (228,229,230)

Cool Gray

#53565A
rgb (83,86,90)

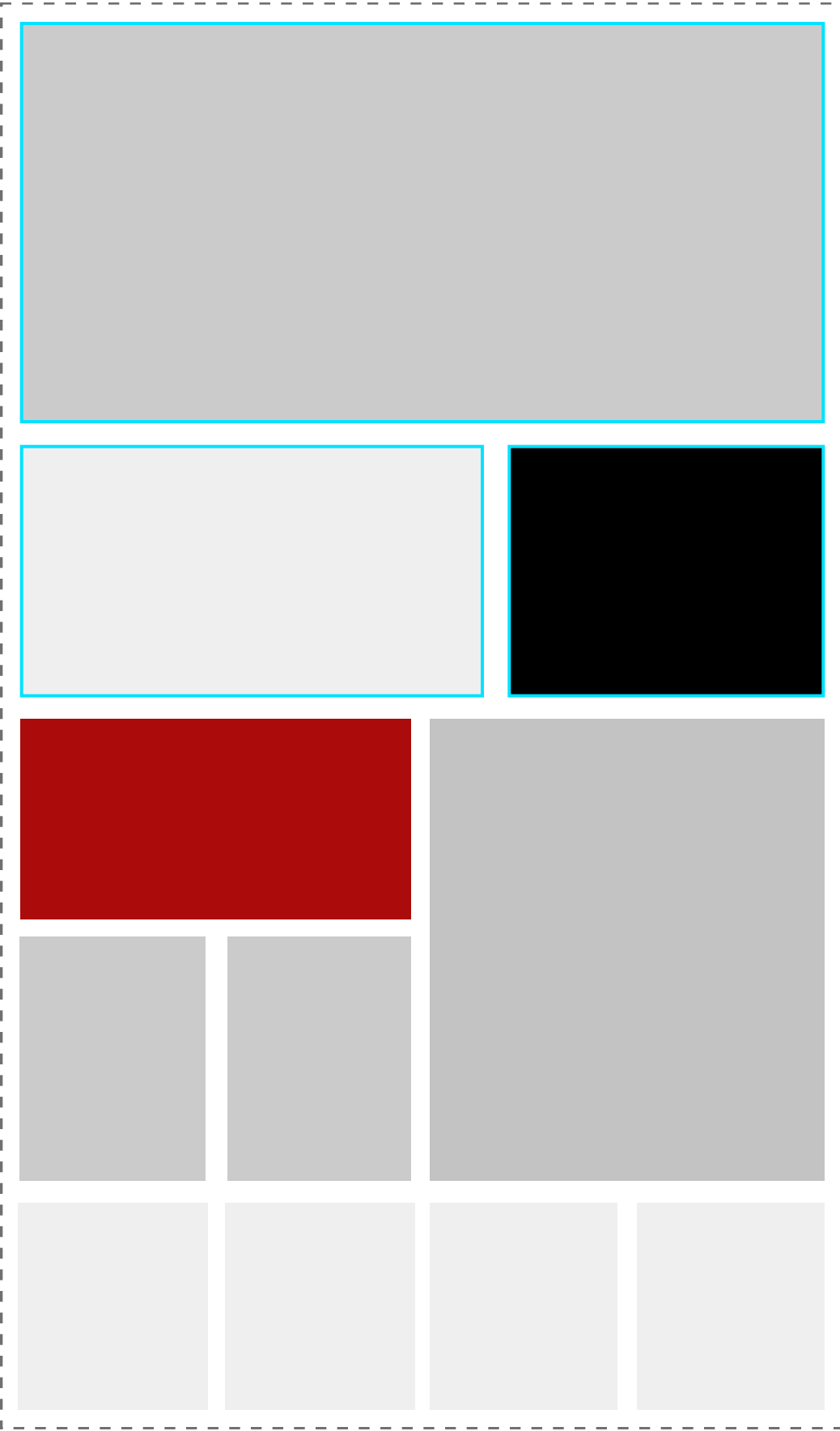
Black

#000000
rgb (0,0,0)

SanDisk Red

Brand color usage

Brand colors should be restricted to pages or products owned by the brand. No more than 10% of the page should be balanced toward a brand-specific color.



A ~10% visual representation



A sample of a SanDisk-specific page utilizing brand color for the hero banner background. The SanDisk products featured naturally introduce red throughout the page.

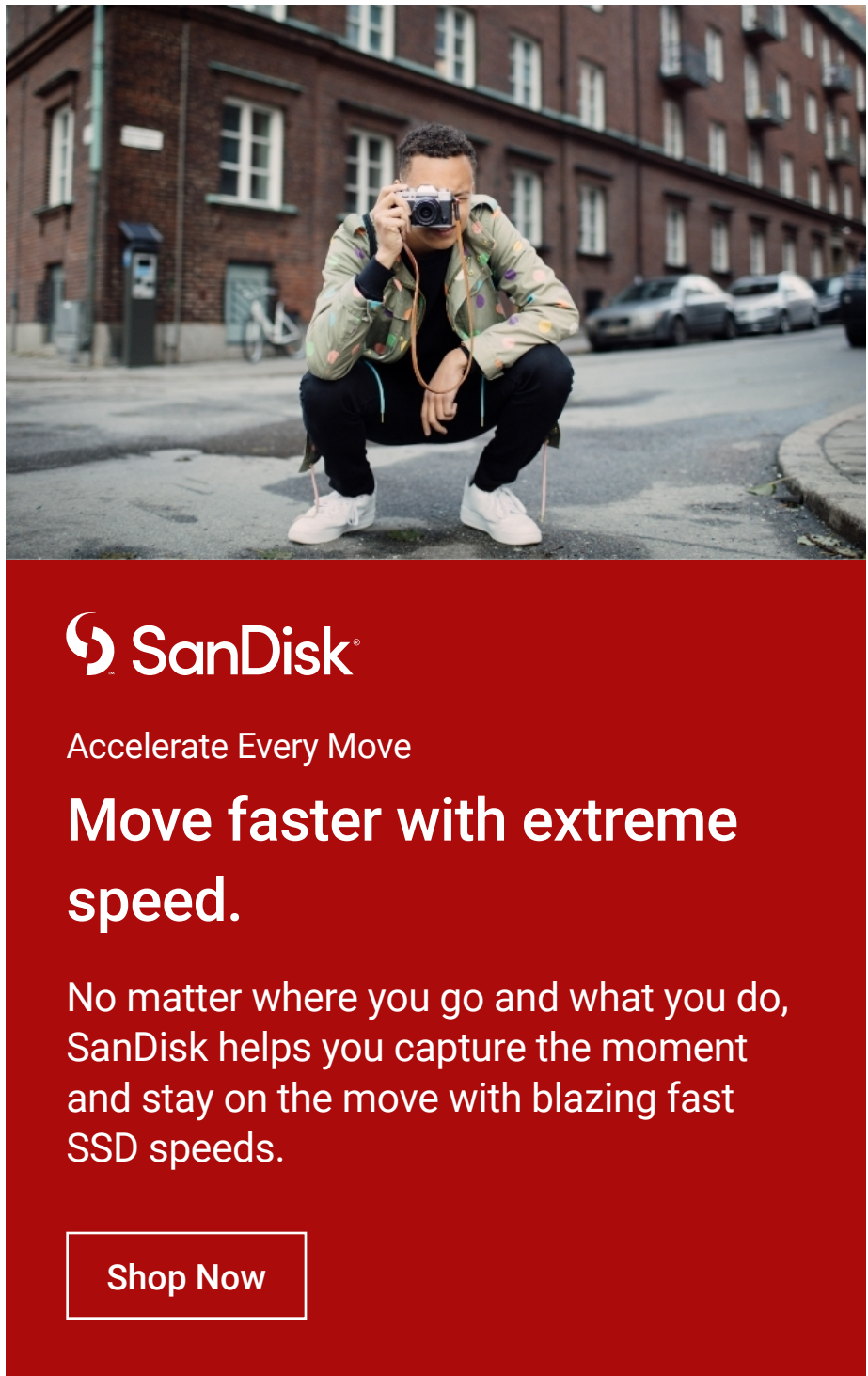
Brand color tips

Here are some appropriate ways to introduce brand colors to product cards and page designs.



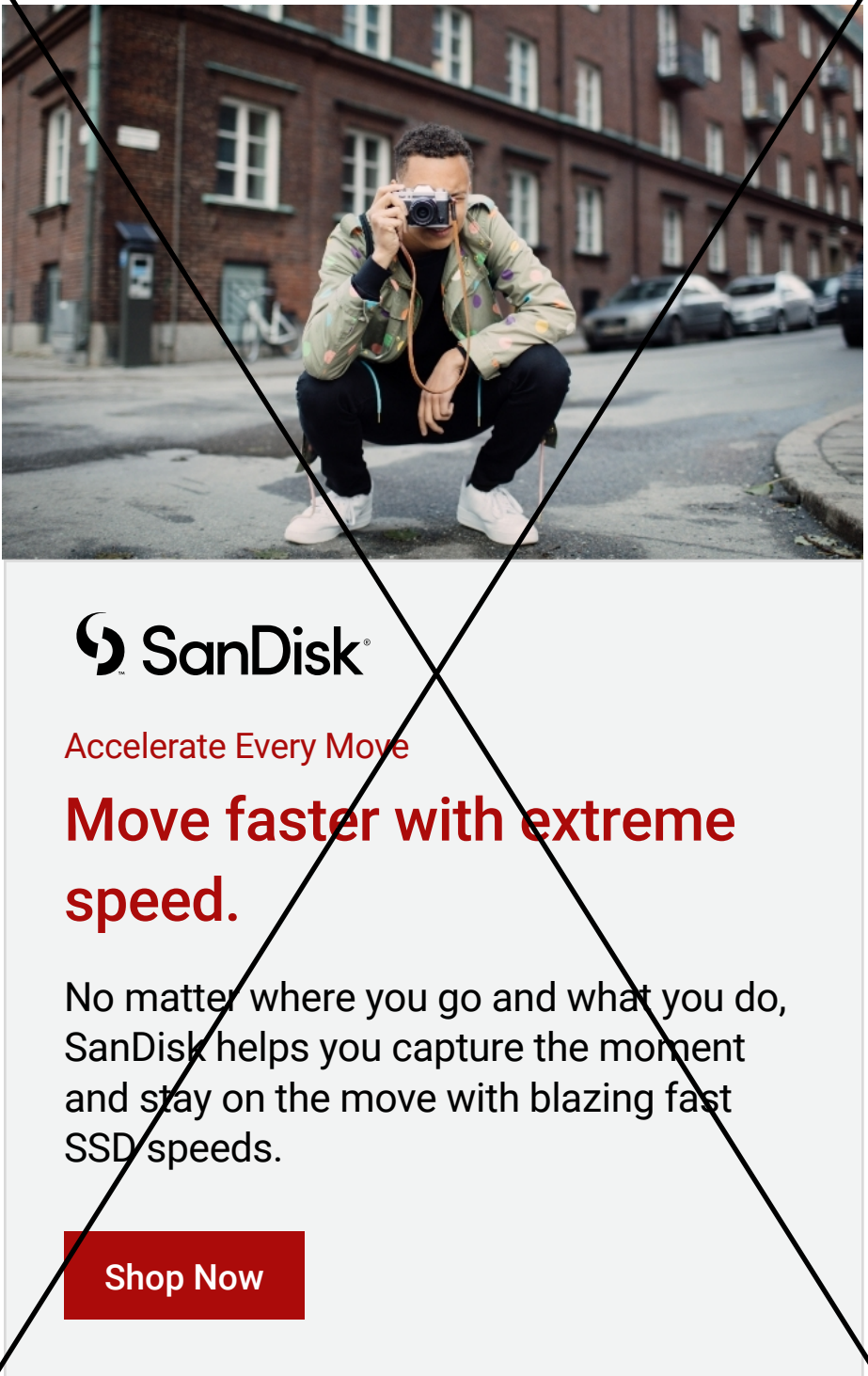
DO

- Banner background
- Product images
- Badges



DON'T

- Text color
- Buttons



3

Typography

Font

The Roboto font family is available in various weights to accommodate different communication needs.

Roboto Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usage

Headings: H1, H2, H4

Roboto Medium 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usage

Hero H1
Headings: H3, H5
Subtitle 2
Button

Roboto Regular 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usage

Heading H6
Subtitle 1
Body 1 & 2
Caption

Contrast

As a general rule, text and background colors must maintain a 4:1 or greater contrast ratio to pass all areas of ADA compliance. The ratio can vary depending on text size

When in doubt, it is best practice to use an online contrast checker.
<http://webaim.org/resources/contrastchecker/>

✓

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit

✓

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit

✗

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit

✓

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit

Normal text					
WCAG AA:	Pass	Pass	Fail	Pass	
WCAG AAA:	Pass	Pass	Fail	Pass	
Large text					
WCAG AA:	Pass	Pass	Fail	Pass	
WCAG AAA:	Pass	Pass	Fail	Pass	
Graphical Objects and UI Components					
WCAG AA:	Pass	Pass	Fail	Pass	

Padding

Fixed padding values are established to separate text areas and support user scanning patterns.

8px

WD Purple™ microSD™ Card

Ideal for security video cameras and edge devices, WD Purple microSD cards provide unique features such as card health monitoring functionality, humidity resistance and are designed to continuously operate in extreme weather conditions and climates. Importantly, WD Purple microSD cards offer different levels of endurance so that the users can choose the right microSD for their use cases.

16px

- Designed with ultra, high and extreme endurance for continuous operation
- Supports card health monitor functionality
- Advanced 3D non-volatile storage technology (NAND) Technology

24px

- Up to 1TB capacities available

Shop Now

4

Iconography

Style

Some guidelines to maintain visual consistency and series weight.

Outline-style with a thin stroke

Small filled-areas are okay

Use rounded edges with minimal instances of pointed angles

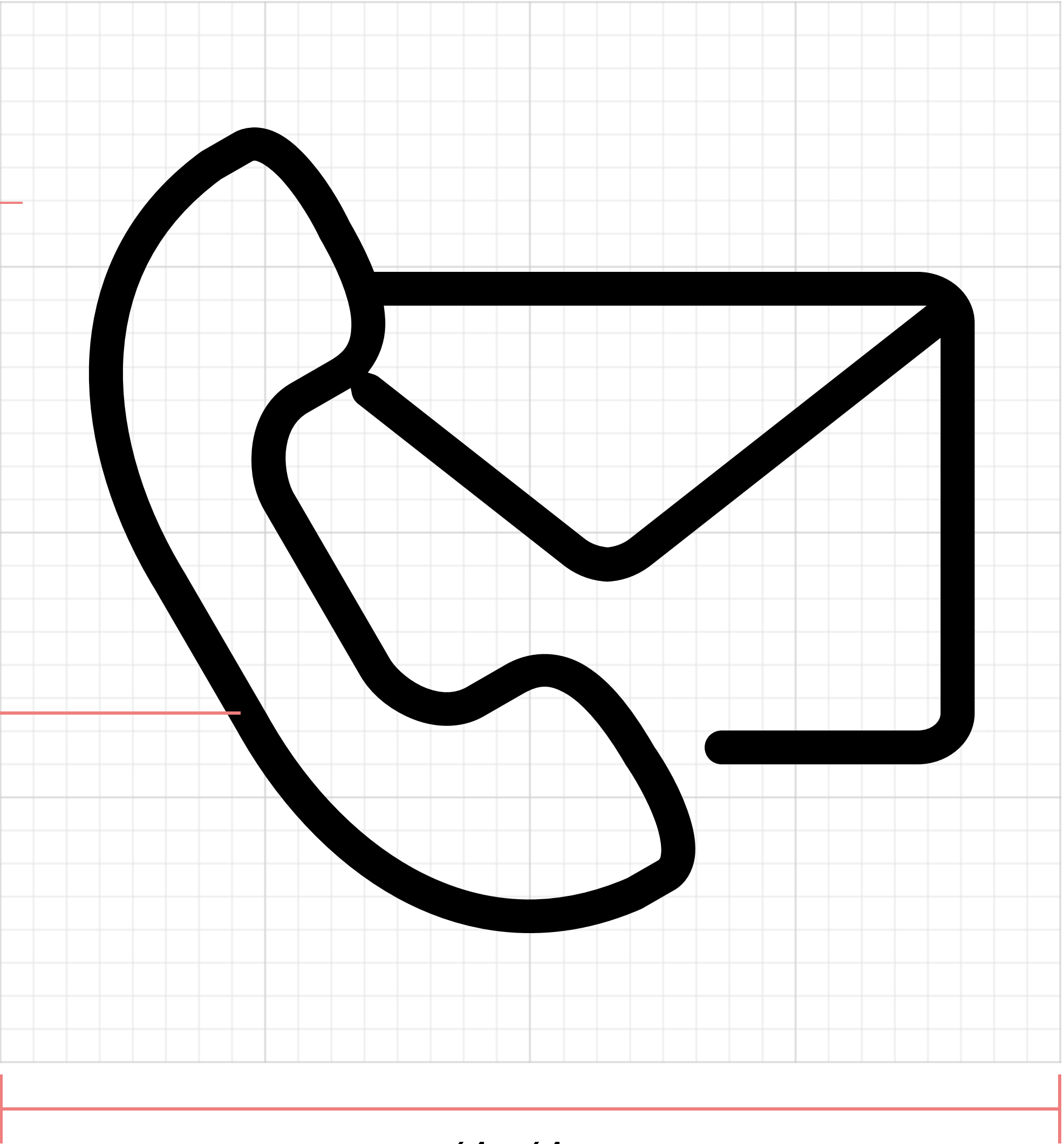


Specifications

- 
- SVG
 - Black & white

Transparent background

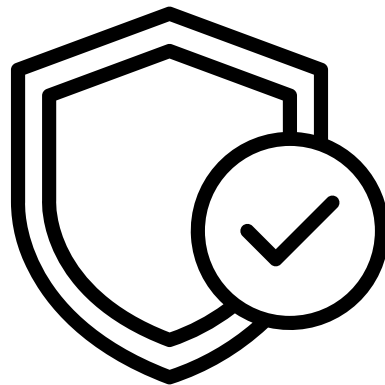
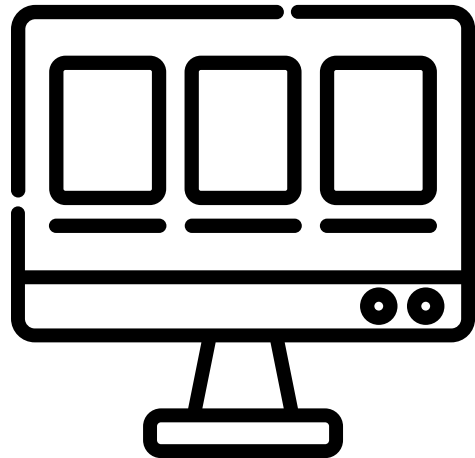
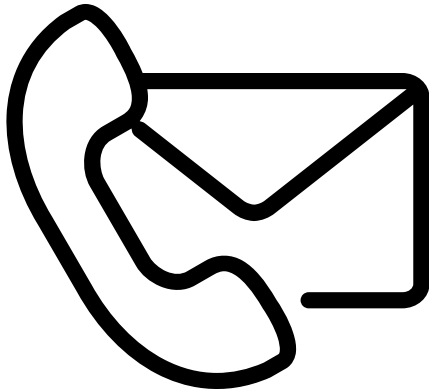
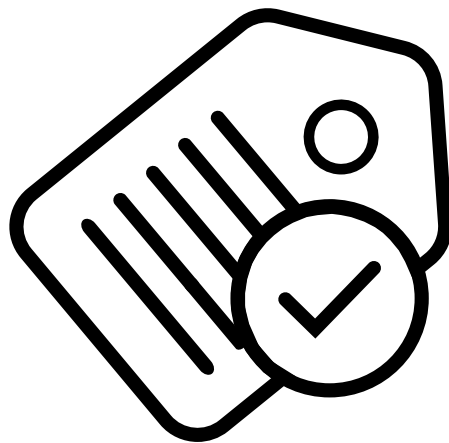
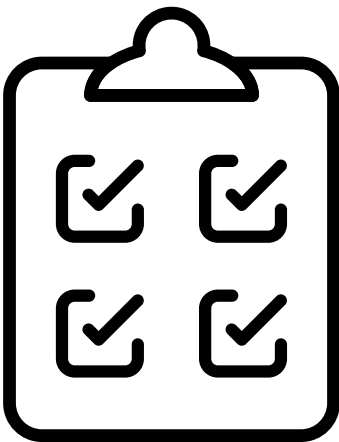
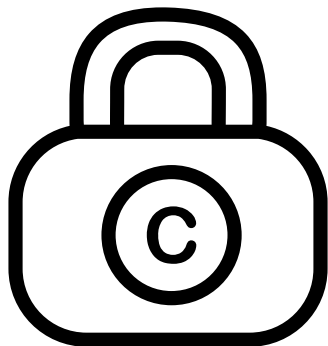
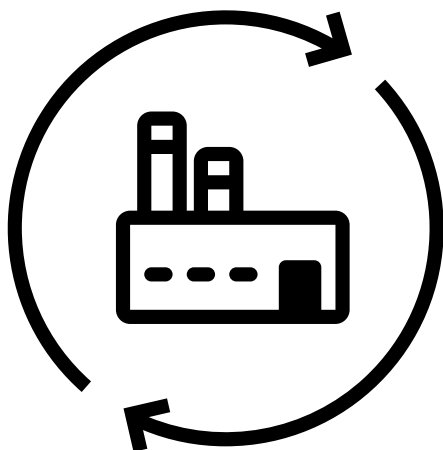
2px stroke



64 x 64 px

Samples

Various icons to reference when matching visual style.



5

Product images

Presentation

We use two primary view angles when presenting product images.

Straight-on view
provides a sleek profile of our products and can also demonstrate size relationships in group shots.



3/4 view product shots allow us to show off the entire form factor of our products.



Shadows

Product images can be displayed with a minimal ground or drop shadow and should follow these rules:

- A minimal shadow is used to show relation to a ground surface.
- A drop shadow may be used for images that are laying flat or viewed top-down. Do not use for 3/4 view.
- Images provided with reflections should be edited and removed.



✓ Ground shadow okay



✗ Don't use reflections



✗ Don't use a drop shadow on a standing product

Shadows and perspective

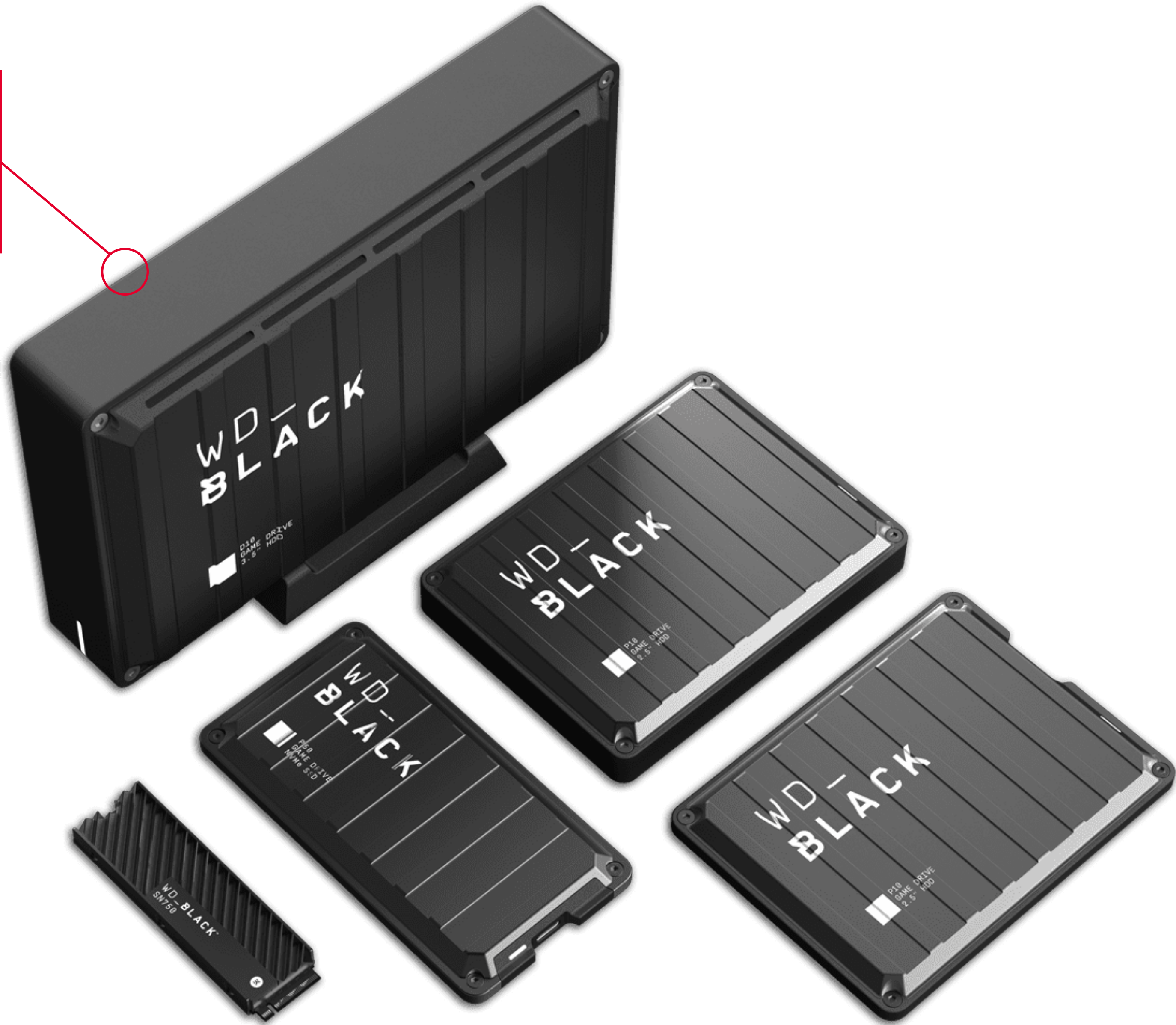
Follow these lighting principles for realistic shading and shadows.



Group shadows

Choose a shadow style that works for all products of the group. A ground shadow would be appropriate here.

✗ Drop shadow doesn't work for a standing product.



Group lighting

Ensure that the product lighting makes sense. A light source should affect every product if they're grouped together closely. Products shouldn't be casting shadows in different directions.

Don't mix products that don't have shadows with products that do.



✓ Overhead light source and the resulting shadows are consistent.



✗ Illumination inconsistent across products and some shadows are being cast in the wrong directions.

Group perspective

Be mindful of the perspective of all products in the group.



✓ Perspective ok



✗ Perspectives and planes don't match.

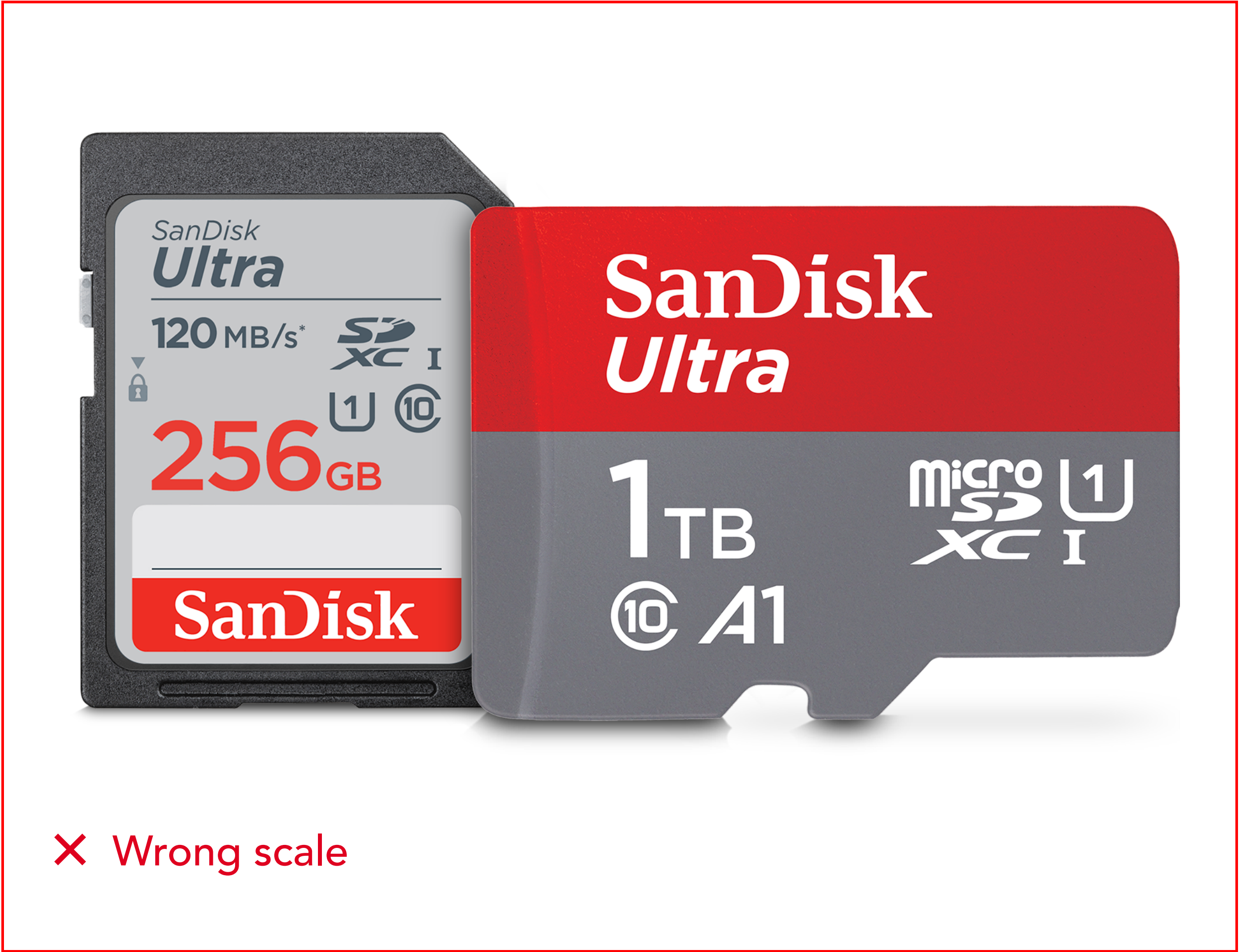
Group scale

Products should be proportional when displayed with another.

Refer to product page specifications for exact dimensions to ensure everything is relatively scaled.



✓ Correctly scaled

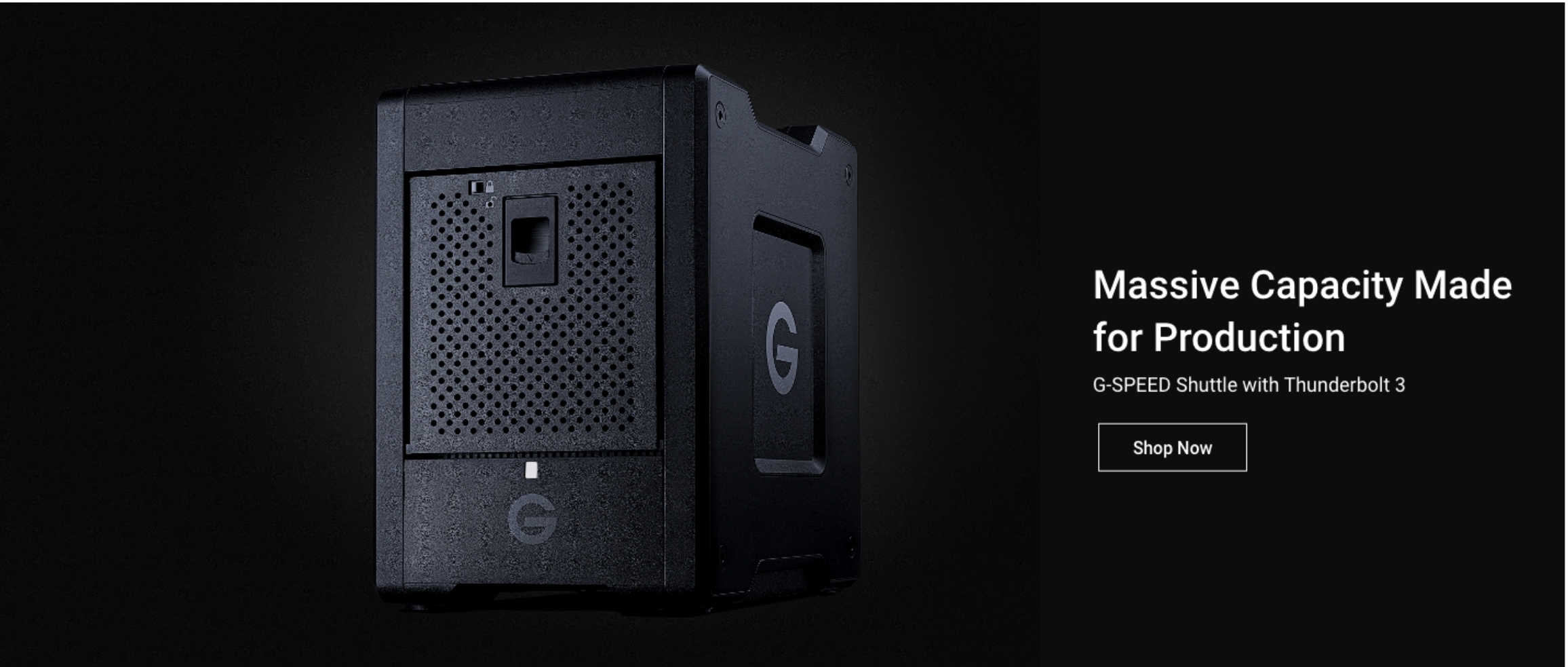
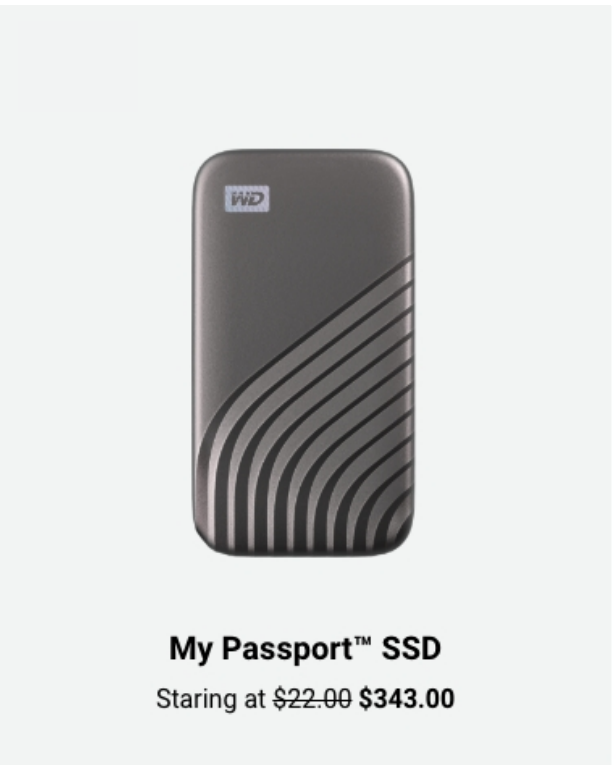


✗ Wrong scale

Products on backgrounds

Products may be displayed on top of a solid color, abstract image, or lifestyle background.

Products displayed floating on an abstract or colored background don’t need shadows.

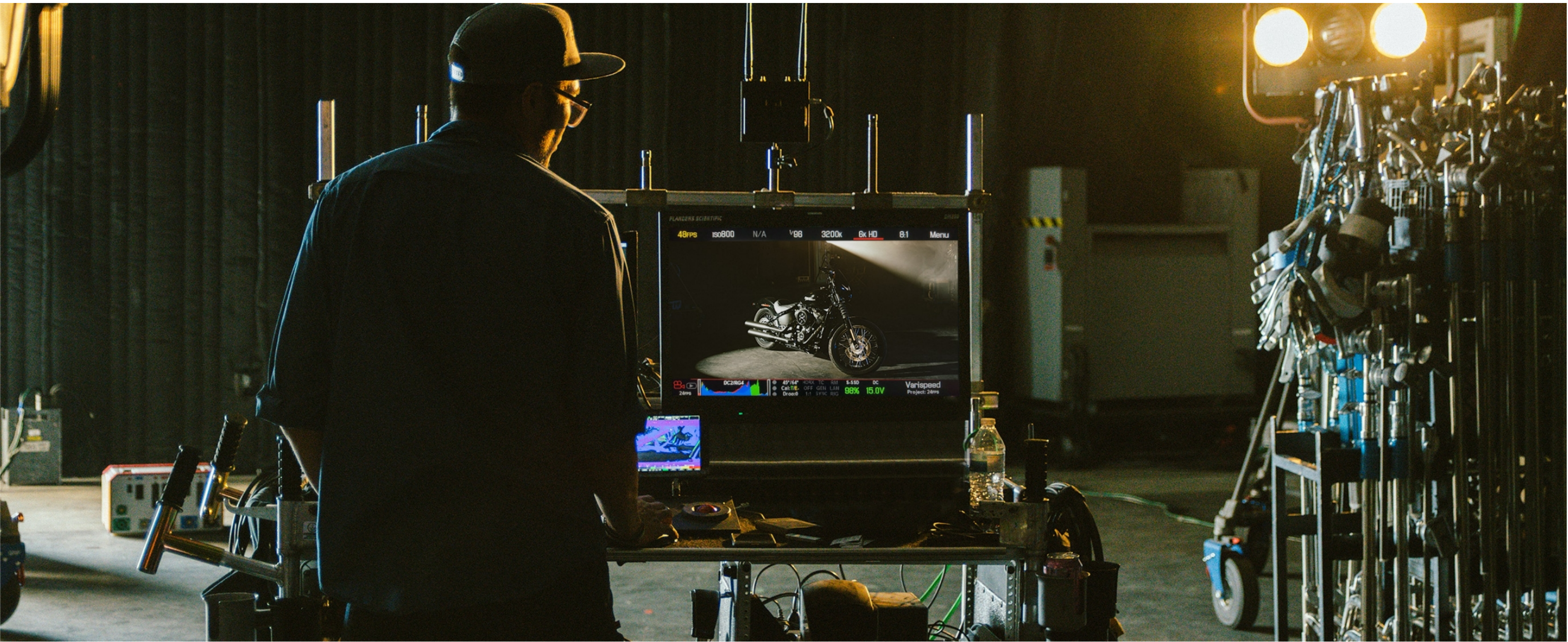




Photography

Authentic

Our imagery should always serve as a reflection of real life, complete with all of its raw, unfiltered and beautiful imperfections. We avoid the ideal by finding aspirational qualities in the real. Images are not posed or overly “produced” and instead capture people in spontaneous, in-between moments. We are genuine.



Trustworthy

Our brands present a high level of quality and consumer trust. Our images reflect that. We use clean spaces & authentic environments to help frame and focus our products.



Dynamic

We use photos capturing candid moments and palpable energy, showing our customers engaging with our products solutions in diverse and broad number of ways.



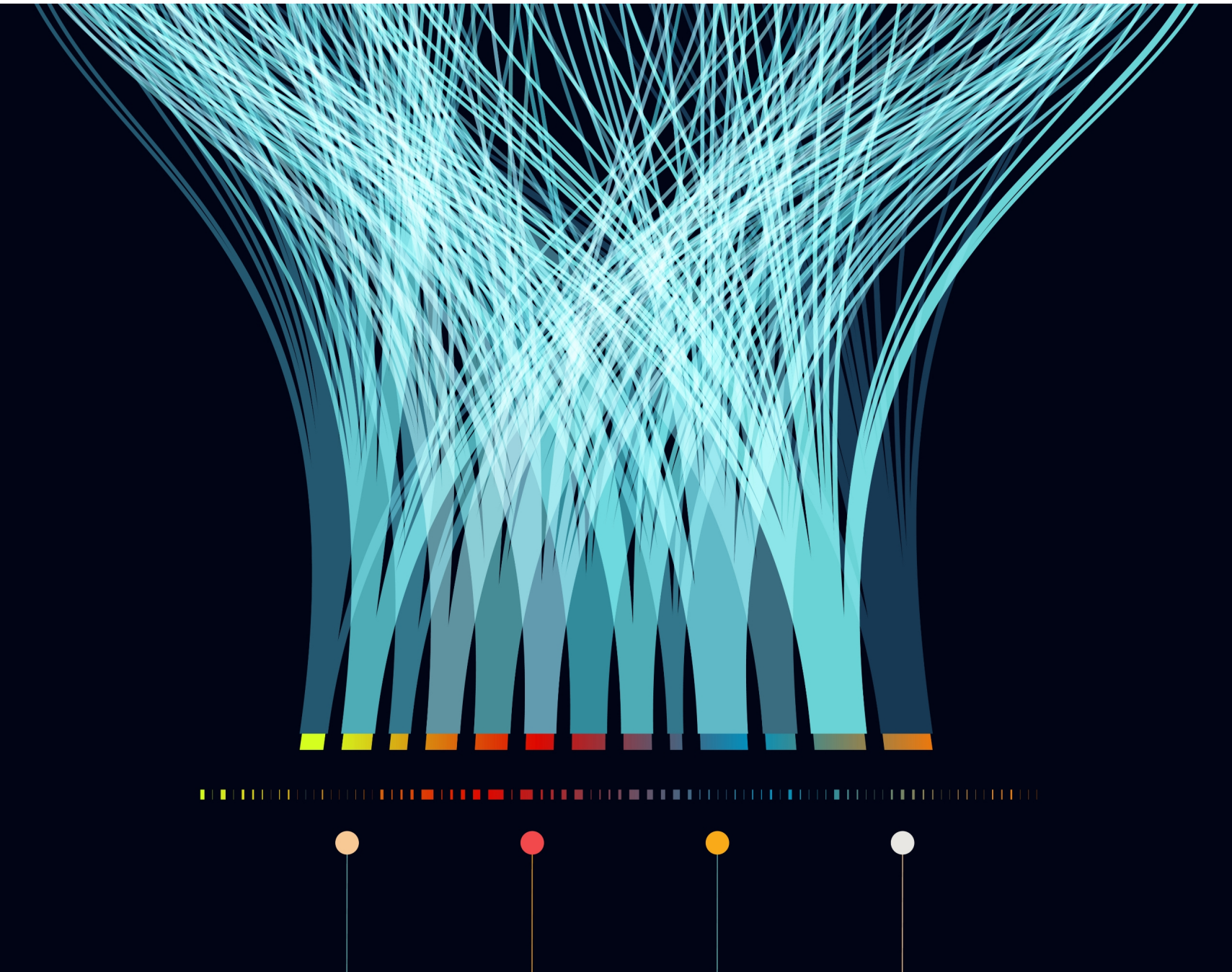
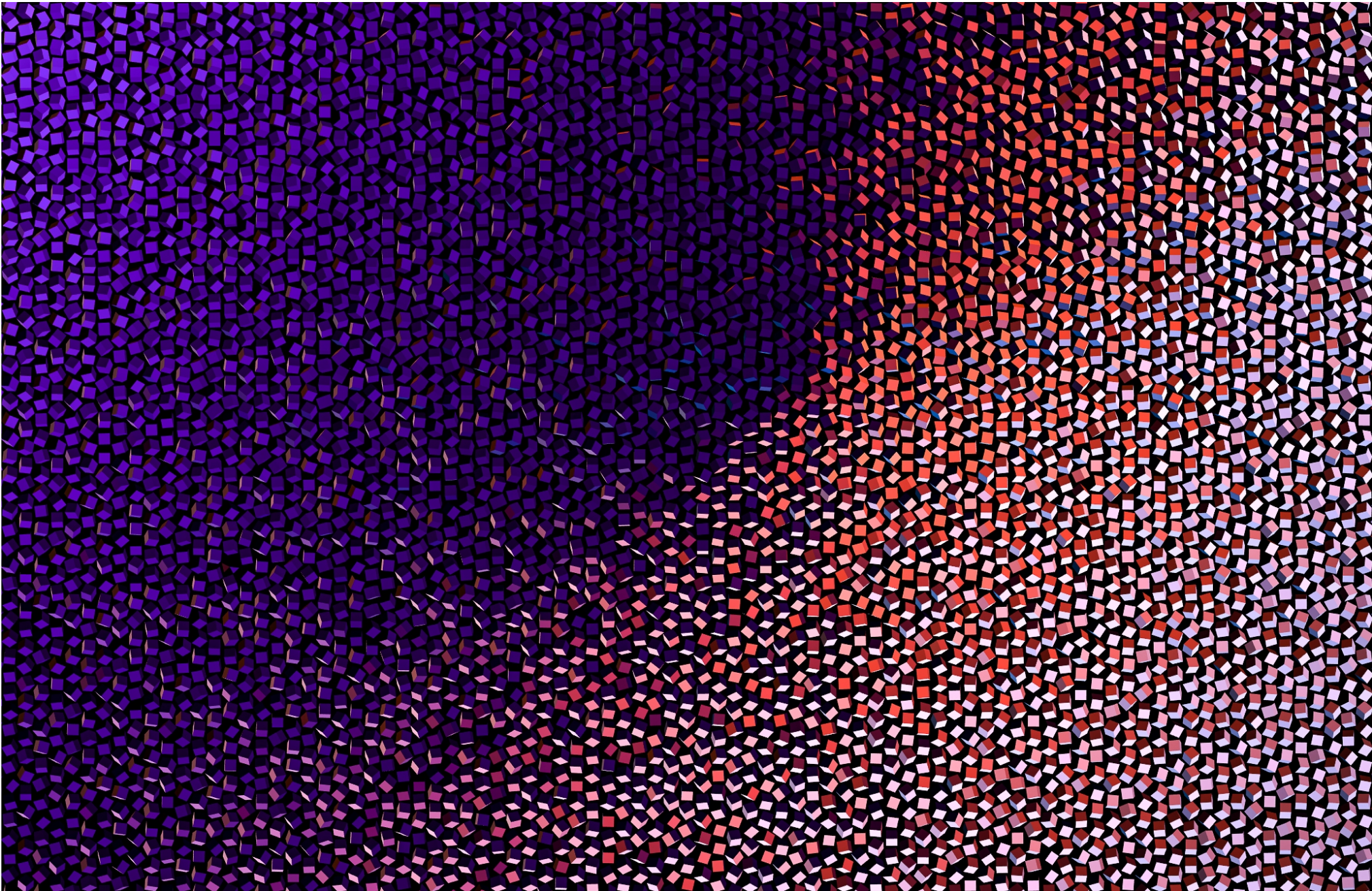
Relatable

We use real people & focused angles to tell a resonating story. Colorful, eye-catching environments draw attention into a visual story that our audience can relate to.



Digital art

We use digital art as an abstract aesthetic to communicate technology and data-driven terms. The images are not literal, but instead convey emotions to the user.



6

Voice and Tone

Voice and Tone

Lorem ipsum dolor sit amet,
consetetur sadipscing elitr, sed diam
nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam erat,
sed diam voluptua. At vero eos et
accusam et justo duo dolores et ea

In progress

Thank you.

A work in progress.