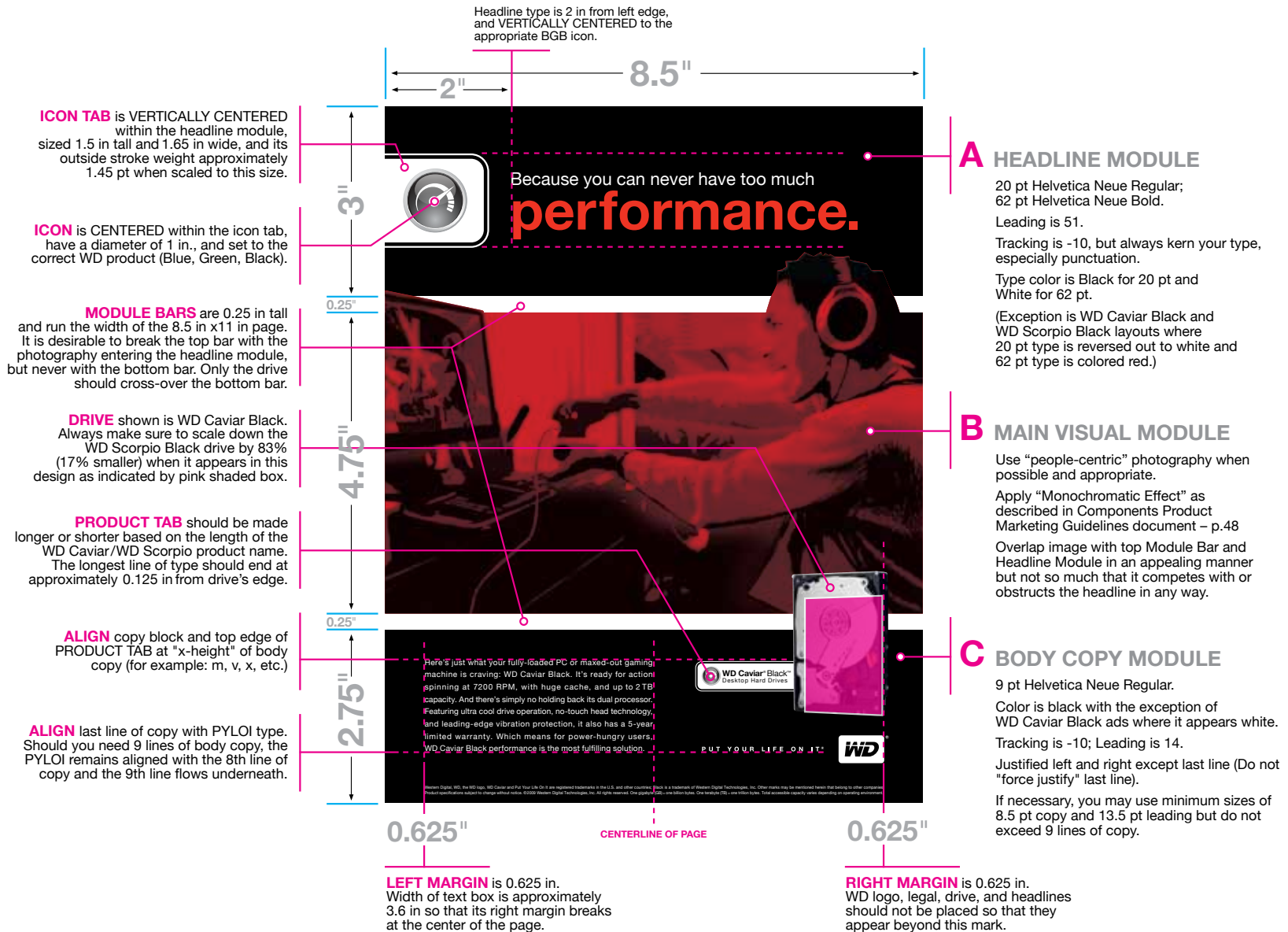


Monochromatic Advertising

Campaign Guidelines

The Monochromatic ad concept was developed to be a bold branding statement that would be recognizable to consumers around the globe. In the individual product ads, the features and benefits of either an individual drive or the hard drive category form the primary content. The predominant color of the ad ties it into the Blue, Green and Black marketing concept. Its modular structure makes it easy to revise or to create new ads. When resizing, for example to an A4 size, use the guide on the right as an example to maintain proper spacing of visual elements.

The format consists of three stacked modules of a solid color associated with either the Blue, Green or Black product categories, separated by white bars. The upper module includes the appropriate icon and a two-step headline. The middle module is for the photo; a stylized image using the product family color plus shades of black. The bottom module includes the body copy, a full color product photo, product name, the WD logo with the Western Digital tagline, and legal disclaimer.



Monochromatic Advertising

Distributor Logos

When placing ads that are targeted to VARs or System Integrators, sometimes it's helpful to include distributor logos so that customers know where they can purchase product. The print ad schematic on the right gives guidance on how to include up to six distributor logos. Guidance on placing distributor logos should be viewed as "directional" — because each situation when including new artwork on WD ad templates is different. When placing logos, judgment is necessary to determine what is visually acceptable on each ad that is created. Generally speaking, distributor logos should be centered on the page (as with the Wave, Leaves and Racing Lights ad) or centered relative to the main visual (as it is with the Monochromatic ad) and sized so that they are readable, but no larger than absolutely necessary. Distributor logos should not compete with the overall messaging and artwork of the print ad. Contact WD's Corporate Communication Department at wdbbrand@wdc.com for further questions and input when placing distributor logos on print advertising.

