



G-Technology™

G-Technology™

Brand Identity and Style Guide

July 2016

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Welcome!

These guidelines introduce G-Technology’s visual identity system and provide the information necessary for content creators to develop consistent, inspiring, and above all, engaging communications.

In the spirit of G-Technology, these guidelines are meant to inspire creativity. But just like the laws of physical science, there are some general principles to follow in order to arrive at the most effective results. So play. Have fun. Get creative!

The Go-To Drives of Creative Pros

From small portable and rugged drives to large, multi-bay RAID and NAS solutions, G-Technology is the powerful, premium storage brand focused on the media and entertainment industry. Amongst studios, professional videographers and photographers, post-production houses, prosumers, and content creators and curators, our higher-end drives are designed for every stage of their creative workflow.

Our complete portfolio of external storage solutions delivers unmatched performance, throughput and reliability – and best-in-class durability – for Mac and PC users alike. We innovate how digital creative content is created, stored, shared and used across the entire end-to-end workflow process, which explains why our customers continue to buy G-Technology time and time again.

With an ever-expanding offering of high-performance storage solutions to fulfill all their creative content requirements, it's no wonder that creative pros count on G-Technology.



Better, Together

G-Technology, along with SanDisk and WD, are now part of the new Western Digital Corporation (WDC) family of branded storage solution products. Collectively we are the industry-leading provider of storage technologies and solutions that enable our customers to create, leverage, experience and preserve their valuable data.

This integration into the greater WDC portfolio has expanded our R&D resources, broadened our product portfolio potential, increased our manufacturing scale, and given us a larger, stronger footprint around the globe.

Together, we are building the world's leading storage solutions provider that better enables our customers – from consumers to professionals in a host of industries – to store, collect, access and use their growing body of digital content.

Logos

The G-Technology logo has been optimized for improved resolution and reproduction for both print (vector) and on-screen (vector EPS, raster PSD and PNG) applications. Ideally the logo will be used on a white background for maximum impact and clarity.

BRAND LOGO



PRODUCT LOGO



VERTICAL LOGO >> VD



HORIZONTAL LOGO >> HD



BRAND LOGOS

PRINT USE

The print version (CMYK color format) is one color. Refer to the CMYK values shown on page 18.

DIGITAL USE

The digital version (RGB color format) has its own RGB color values that can be found on page 18.

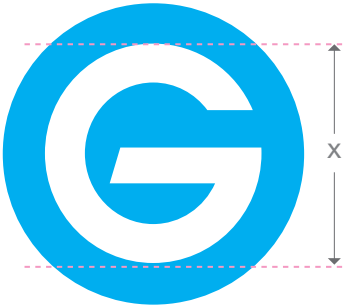
REVERSE LOGOS

For dark backgrounds, reverse logos are available for use.

The entire logo (graphic and name) becomes 10% Black.

CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement “ $\frac{1}{3}x$ ” as shown. This measurement is $\frac{1}{3}$ the height of the letter “G” in the symbol



VERTICAL LOGO

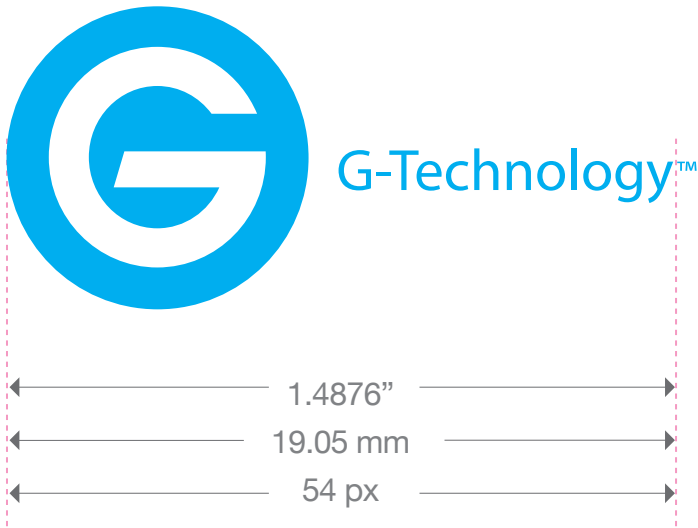


HORIZONTAL LOGO



MINIMUM SIZE

We want our logo to stand out and ensure legibility, so we’ve developed specific logo asset files for small use applications. The small use logo should never be used smaller than 0.75” wide. Use the standard logo for all instances larger than 1” wide.



ALTERNATIVE LOGOS

There may be instances where the default G-Technology logo may not be ideal for its application. The following are variations that may be more suitable.

If you have questions on which version to use, please contact the G-Technology Creative Team (refer to page 63).

VERTICAL LOGO >> VD

HORIZONTAL LOGO >> HD



G-Technology™



G-Technology™



G-Technology™



G-Technology™



G-Technology™

Premier
Partner

PRO

REVERSE LOGOS

For dark backgrounds, reverse logos are available for use.

The entire logo (graphic and name) becomes 10% Black.



G-Technology™



G-Technology™



G-Technology™

Premier
Partner
Program



G-Technology™

Premier
Partner
Program

AUTHORIZED
DISTRIBUTORS/
RESELLERS LOGO

This specific logo lock-up is to be used by all authorized distributors/resellers of G-Technology.

PREMIER PARTNER
PROGRAM LOGOS

The Premier Partner Program Logo is to be used by authorized Resellers in the Premier Partner Program to denote the specific relationship they have with G-Technology.

FAMILY TREE NAMING CONVENTION

The brand architecture of G-Technology forms a brand family tree. The primary logo can be regarded as the tree trunk with the logos of the entire product lineup as branches. It is important to ensure consistency throughout the creation and usage of the sub-brand logos in order to convey a strong brand image overall.

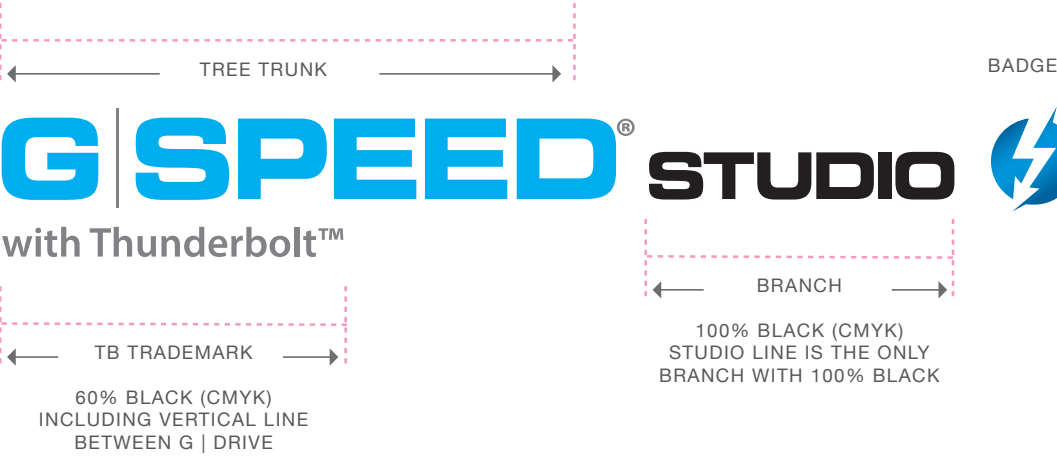
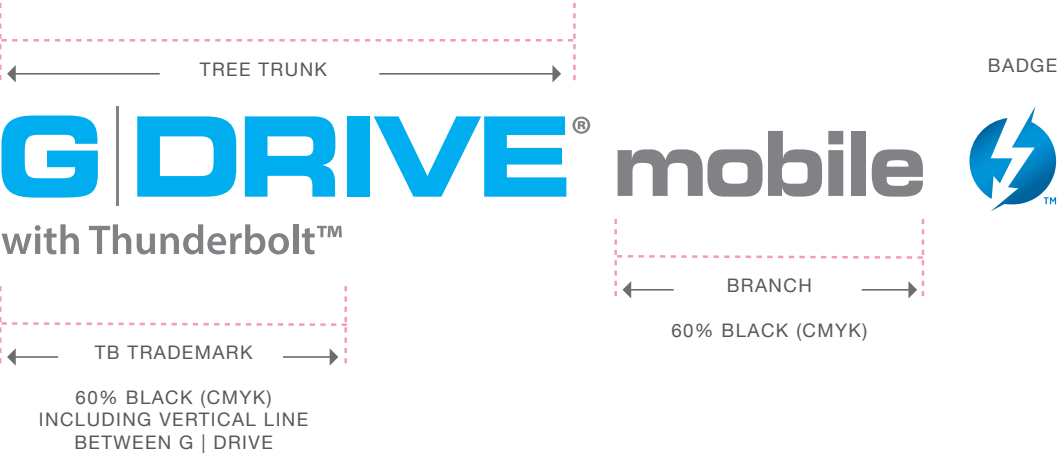
TRADEMARK

G-DRIVE, G-RAID, G-SPEED and G-DOCK ev should be marked with a ® only in select countries, including the US and EU. For other countries, they should be marked with a ™. G-RACK should be marked worldwide with a ™.














A trademark symbol should always be used with the first prominent use of the mark. ™ should be used for all trademarks for worldwide packaging.

PRO/PLUS NAMING CONVENTION

When using any PRO product naming, “PRO” must be capitalized in all instances.



PRODUCT LOGO VERSIONS

Products	Trademark	Product logo
 G-DRIVE® slim 	Register	G DRIVE® slim
 G-DRIVE® mobile USB 	Register	G DRIVE® mobile USB
 G-DRIVE® mobile with Thunderbolt™ 	Register	G DRIVE® mobile  with Thunderbolt™
 G-DRIVE® with Thunderbolt™ 	Register	G DRIVE®  with Thunderbolt™
 G-DRIVE® PRO with Thunderbolt™ 	Register	G DRIVE® PRO  with Thunderbolt™
 G-DRIVE® ev 	Register	G DRIVE® ev
 G-DRIVE® ev SSD 	Register	G DRIVE® ev SSD
 G-DRIVE® ev ATC with Thunderbolt™ 	Register	G DRIVE® ev ATC  with Thunderbolt™
 G-DRIVE® ev RaW SSD 	Register	G DRIVE® ev RaW SSD
 G-DOCK ev™ with Thunderbolt™ 	Trademark	G DOCK ev™  with Thunderbolt™

Note: this list is not exhaustive. Please refer to G-Technology’s product guide for its current portfolio.

PRODUCT LOGO VERSIONS (CONTINUED)

Products		Trademark	Product logo
	G-RAID® with Thunderbolt™ 	Register	
	G-RAID® studio with Thunderbolt™ 	Register	
	G-SPEED® studio with Thunderbolt™ 	Register	
	G-SPEED® studio XL with Thunderbolt™ 	Register	
	G-SPEED® shuttle XL with ev Series Bay Adapters 	Register	
	G-SPEED® eS 	Register	
	G-SPEED® eS PRO 	Register	
	G-RACK 	Trademark	
Accessories		Trademark	Product logo
	ev Series Reader RED Mini-Mag® Edition 	None	
	G-DOCK ev® Solo 	Register	

PRODUCT LINE LOGOS

EV SERIES LOGOS

The EV Series logo is to be used for all Evolution Series products. When the Marcom piece relates to a product in the EV Series product line, the EV Series logo must be employed within the piece. Proper application of the logo is essential for promoting, maintaining and protecting the EV Series line of products.



TRADEMARK

When using the G-Technology logo in large-scale formats (outdoor or other large-scale media), it is recommended that the size of the appropriate trademark symbol (TM or R) be proportionally adjusted down so as to not display artificially large.



G-Technology:

G-Technology is a registered trademark or trademark of Western Digital Corporation or its affiliates in the US and/or other countries.
© 2016 Western Digital Corporation or its affiliates.

G-Technology (with Product):

G-Technology and the G-Technology logo are registered trademarks or trademarks of Western Digital Corporation or its affiliates in the US and/or other countries.
© 2016 Western Digital Corporation or its affiliates.

G-Technology (with Product and Apple):

G-Technology and the G-Technology logo are registered trademarks or trademarks of Western Digital Corporation or its affiliates in the US and/or other countries. Apple, Mac, FireWire and the Mac logo are trademarks of Apple, Inc. Other trademarks may be the property of their respective owners.
© 2016 Western Digital Corporation or its affiliates.

G-Technology (with Product and Windows):

G-Technology and the G-Technology logo are registered trademarks or trademarks of Western Digital Corporation or its affiliates in the US and/or other countries. Microsoft, Windows, Windows Vista and Windows XP are trademarks or registered trademarks of Microsoft Corporation in the US and/or other countries. Other trademarks may be the property of their respective owners.
© 2016 Western Digital Corporation or its affiliates.

G-Technology (with Product, Apple and Windows):

G-Technology and the G-Technology logo are registered trademarks or trademarks of Western Digital Corporation or its affiliates in the US and/or other countries. Apple, Mac, FireWire and the Mac logo are trademarks of Apple, Inc. Microsoft, Windows, Windows Vista and Windows XP are trademarks or registered trademarks of Microsoft Corporation in the US and/or other countries. Other trademarks may be the property of their respective owners.
© 2016 Western Digital Corporation or its affiliates.

THUNDERBOLT™ DISCLAIMER

Thunderbolt and the Thunderbolt logo are trademarks of Intel Corporation in the U.S. and/or other countries.

ADDITIONAL DISCLAIMERS:

If there are additional disclaimers, please consult with the respective Legal departments on correct verbiage and clearance to use.

TRADEMARK FIRST MENTION

The first mention of G-Technology and product family names (e.g. G-DRIVE, G-SPEED, G-RAID) in a document must have the appropriate trademark marking (either ™ or ®). Refer to pages 13 and 14 to see how trademarks are used in the product portfolio. For a complete list of copyright and trademarks, please refer to g-technology.com.

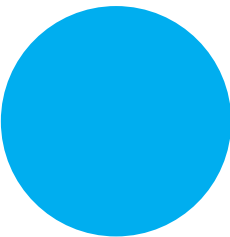
TRADEMARKS IN INTERNATIONAL MARKETS

These guidelines follow U.S. trademark law. Where the trademark marking requirements of a country other than the U.S. are more stringent, the practice of that country must be followed. Generally, the Registered Trademark (®) symbol should be used in all countries where the trademark has been registered. In all other countries, the Trademark (™) symbol should be used. If the trademark will be used on packaging or collateral that will be distributed in multiple countries, with registrations in some of those countries but not in all, the Trademark (™) symbol should be used. Under no circumstances should the Registered Trademark (®) symbol be used in a country where there is no registered trademark.

Color Palette

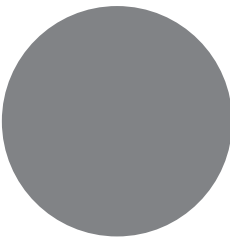
The color palette for G-Technology contains a bright cyan blue and gray. You can mix the cyan and the gray to create darker blues. The orange is used as an accent color only. Be sure to use the RGB palette for web and other screen projects only; print applications require CMYK usage throughout.

PRIMARY COLOR PALETTE



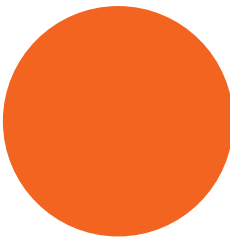
Process Cyan

C 100	R 0
M 0	G 178
Y 0	B 234
K 0	#00B2EA



424

C 0	R 110
M 0	G 110
Y 0	B 110
K 70	#6E6E6E



1665*

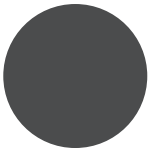
C 0	R 242
M 70	G 104
Y 100	B 34
K 0	#F26822

SECONDARY COLOR PALETTE



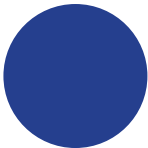
422

C 0	R 190
M 0	G 190
Y 0	B 190
K 33	#BEBEBE



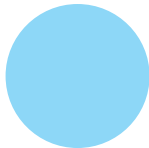
Black 7

C 0	R 77
M 0	G 77
Y 0	B 77
K 85	#4D4D4D



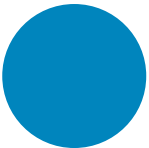
2736

C 100	R 34
M 90	G 62
Y 0	B 153
K 0	#223E99



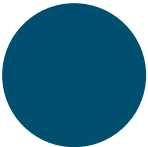
2905

C 40	R 139
M 2	G 211
Y 0	B 245
K 0	#8BD3F5



3005

C 100	R 5
M 35	G 130
Y 0	B 200
K 0	#0582C8



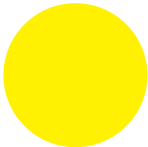
3025*

C 81	R 0
M 0	G 107
Y 0	B 142
K 52	#006B8E



7547*

C 76	R 0
M 65	G 5
Y 64	B 7
K 89	#000507



102 C*

C 0	R 252
M 0	G 227
Y 100	B 0
K 0	#FCE300

*This is an accent color.

PRIMARY TYPEFACE FAMILY

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MYRIAD HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE FAMILY

MUSEO SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HELVETICA NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typefaces

The primary typeface for all G-Technology communications is Myriad Pro. All weights and cuts of the font family are allowed for usage, including the entire weight range from Light to Bold, as well as condensed cuts. The secondary type fonts for G-Technology are the Museo and Helvetica Neue typeface families.

PRIMARY TYPEFACE

PACKAGING ONLY

Use Myriad Pro Regular for body copy. Sub-headers are typeset in Myriad Pro Semibold, sometimes in all caps. For headlines you can use Myriad Headline or Myriad Pro in any weight that works for your project: Bold, Semibold, Regular, or Light. Do not use condensed cuts of Myriad in headlines.

SECONDARY TYPEFACE

ALL MARCOM EXCLUDING PACKAGING

You can use the Museo and Helvetica Neue typeface families.

WEB TYPEFACE

G-Technology renders fonts in the following order of priority on web pages to ensure the rendered page is predictable across multiple platforms. Only in the event that Arial is not present on the user’s computer, does Helvetica render as the font on the website.

TRANSLATION TYPEFACE

As a global brand, G-Technology often has assets in multiple languages to serve different markets. If a translation contains non-Roman characters, use Noto Sans for the entire line or section. Avoid mixing Noto Sans and Myriad Pro characters.

PRIMARY TYPEFACE FAMILY

GENEVA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY TYPEFACE FAMILY

MYRIAD WEB PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

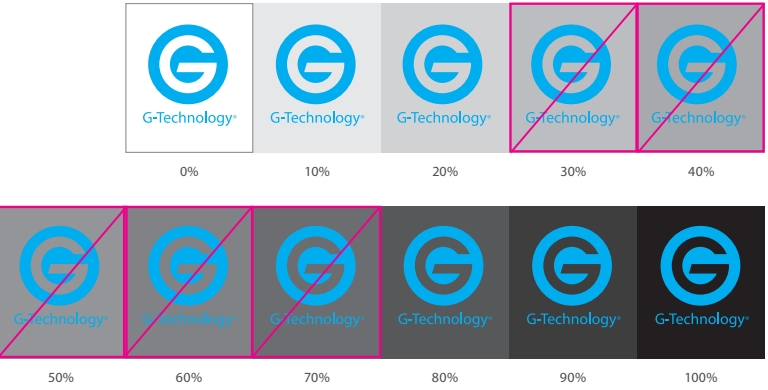
TYPEFACE FAMILY FOR ROMAN CHARACTERS

MYRIAD PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

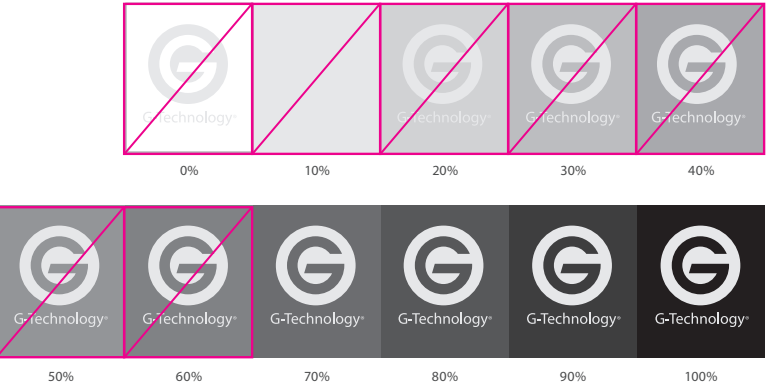
TYPEFACE FAMILY FOR NON-ROMAN CHARACTERS

NOTO SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DEFAULT LOGO



REVERSED LOGO



CORRECT USAGE



INCORRECT USAGE



Background Control

These are the approved background value ranges that ensure proper visibility of our logo and the unacceptable background percentages. This is also applicable to the horizontal version of the logo.

The preferred backgrounds for our logo are white and black, but in some cases it is necessary to use the logo over a colored substrate or photograph background. When used over photographs, the logo needs to be placed in the image area that’s free of in-focus or conflicting objects. In these cases, it is extremely important to ensure the visibility of all logo elements and to use neutral backgrounds whenever possible.

G-TEAM

The G-TEAM comprises some of the world's most acclaimed and truly inspiring professionals in film, photography and music.

G-TEAM members use G-Technology products in their day-to-day work lives and depend on the reliable and fast storage solutions of G-Technology to keep up with their demanding schedules, workflows, and environments.

View the current members of the G-TEAM at g-technology.com/g-team. G-TEAM members are compensated for their participation.



Lindsay Adler
Fashion photographer



Colby Brown
Landscape, travel, and humanitarian photographer



© Lindsay Adler



Photographer Colby Brown shooting on location in Iceland
© Colby Brown

Product Photography

When selecting photography it is important to choose images that communicate the attributes of the brand. G-Technology images have a clean, modern style. Images may be either color or black-and-white photographs. To be consistent, only one or the other may be used in a select campaign or project.

G-TECHNOLOGY FAMILY IMAGE



NETWORK ATTACHED STORAGE (NAS)

G-RACK™ 12



G-RACK™ 12 EXP



SHUTTLE LINE FAMILY

G-SPEED® SHUTTLE XL WITH EV SERIES BAY ADAPTERS

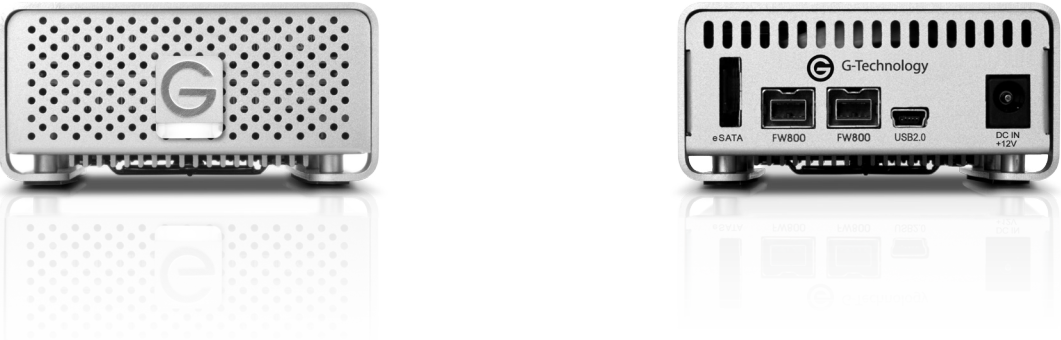


G-SPEED® SHUTTLE XL WITH THUNDERBOLT



RAID FAMILY

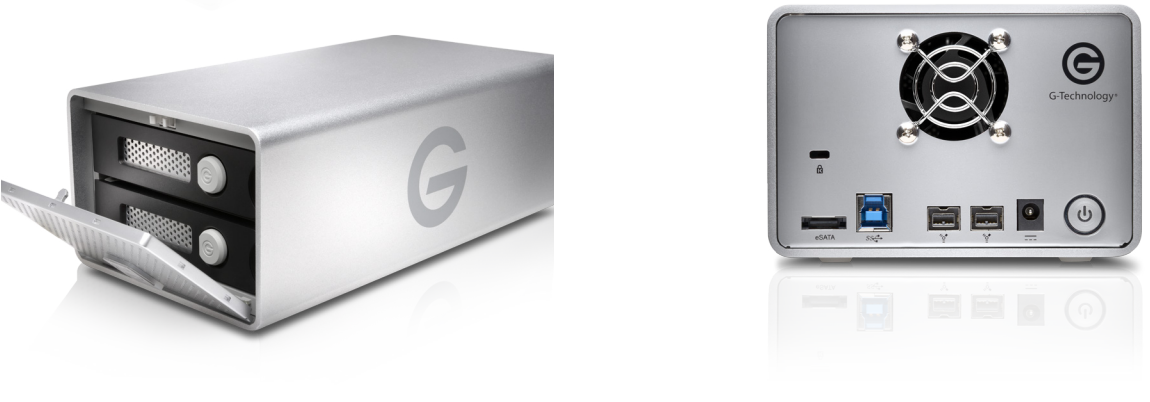
G-RAID® MINI



G-RAID® WITH THUNDERBOLT™



G-RAID® WITH REMOVABLE DRIVES



EVOLUTION SERIES FAMILY

G-DOCK EV™ WITH THUNDERBOLT™



G-DRIVE® EV SSD AND G-DRIVE® EV 220



Note: Make sure that for print usage all images use the CMYK color space; for screen applications the color space must be RGB.

G-DRIVE FAMILY

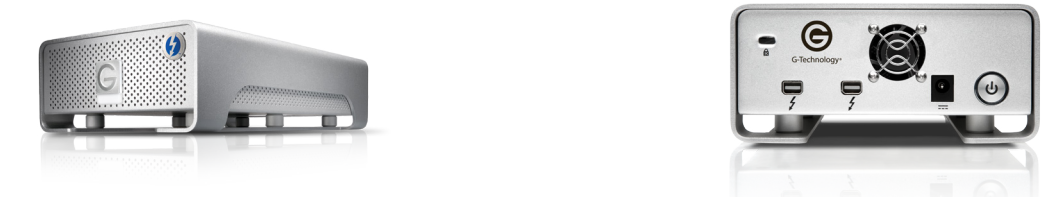
G-DRIVE®



G-DRIVE® WITH THUNDERBOLT™



G-DRIVE® PRO WITH THUNDERBOLT™



RUGGED FAMILY

G-DRIVE® EV ATC WITH THUNDERBOLT, G-DRIVE® EV ATC

G-DRIVE® EV RaW



EV SERIES READER, RED MINI-MAG® EDITION

EV SERIES ADAPTER, SATA-TO-FIREWIRE®

EV ALL-TERRAIN CASE



ICONOGRAPHY

When communicating a basic feature set of each product, icons accompany the product images when appropriate. To find each product's icons verify with the website or the latest product guide.

Icon	Usage/Compatibility
	G-Technology Logo
	Wireless
	Audio
	Video
	Photo
	Warranty
	Whenever Thunderbolt is present
	Whenever Thunderbolt 2 is present
	Whenever USB 2.0 is present
	Whenever USB 3.0/2.0 (Backwards Compatible) is present
	Whenever Firewire 800/400 is present

Icon	Usage/Compatibility
	Whenever eSATA is present
	Whenever Solid-State Drive is present
	Mac OS® and Windows® compatibility
	Performance
	Quick Start Guide
	Whenever Removable Drives are present
	Whenever G-SPEED® studio hardware is present
	Whenever Software RAID is present
	Whenever EV Series is present
	Whenever Enterprise Class Hard Drive is present

Environmental Photography

Environmental and lifestyle photography are not used as primary imagery for campaigns or projects with a high visibility. These photos are support images and should be treated as such.

Environmental images show our products as part of the workflow of different customer profiles. Add supporting copy next to them to highlight product benefits.



Lifestyle Photography

These lifestyle images show the usage of our products and how they can become part of everyday life for everyone.

Include text near these photos to elaborate on how our products can enhance the quality of life and work. Keep in mind, the CMYK color space is for print and the RGB color space is for screen usage.

Elements

Shown in this section are additional elements available for use in the G-Technology brand identity system. They need to be incorporated with great care to maintain the modern look and feel of a campaign or project.

WARRANTY

G-Technology products support either a three-year or five-year limited warranty. Include this warranty badge where appropriate.

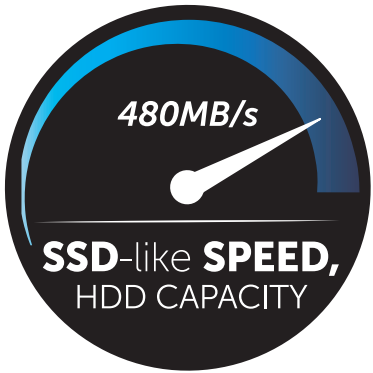
VIOLATORS

Violators can be used to highlight product benefits. Note typography and color, and how its reflection blends it into the same space as the product. Violators are sometimes colored in accent orange as well.

WARRANTY



VIOLATORS USAGE



BASELINE/MOBILE
SERIES BACKGROUND

Background art has been created for the Baseline and Mobile product lines. It's a gradient that uses Process Cyan as its starting point, gradually deepening to a darker value at the edges.

When creating background art, use CMYK or RGB values (depending on usage).

BASELINE/MOBILE BACKGROUND



C 100
M 0
Y 0
K 0

R 0
G 178
B 234
#00b2ea

The gradient always moves from the lighter value (Process Cyan) outward toward the darker value.



C 81
M 0
Y 0
K 52

R 0
G 107
B 142
#006b8e



BASELINE EXAMPLES

In packaging and certain consumer-facing materials (small pieces, such as banner ads, or other collateral that is not copy-heavy), the use of the gradient background is encouraged.

In other instances, the full gradient background could hamper readability for longer copy, or diminish the impact of the piece in its environment. In these cases, a band of the blue gradient background on the bottom of the piece is a good way to establish a visual link to the product.



PRO SERIES BACKGROUND

Unique background art has been created for the PRO product line. It uses a gradient similar to the Baseline/Mobile background, but incorporates a darker tone to add distinction and drama to PRO Series collateral.

When creating background art, use CMYK or RGB values (depending on usage).

PRO BACKGROUND



C 100
M 0
Y 0
K 0

R 0
G 178
B 234
#00b2ea

The gradient always moves from the lighter value (Process Cyan) outward toward the darker value.



C 76
M 65
Y 64
K 89

R 0
G 5
B 7
#000507

PRO SERIES EXAMPLES

In packaging and certain consumer-facing materials (small pieces, such as banner ads, or other collateral that is not copy-heavy), the use of the gradient background is encouraged.

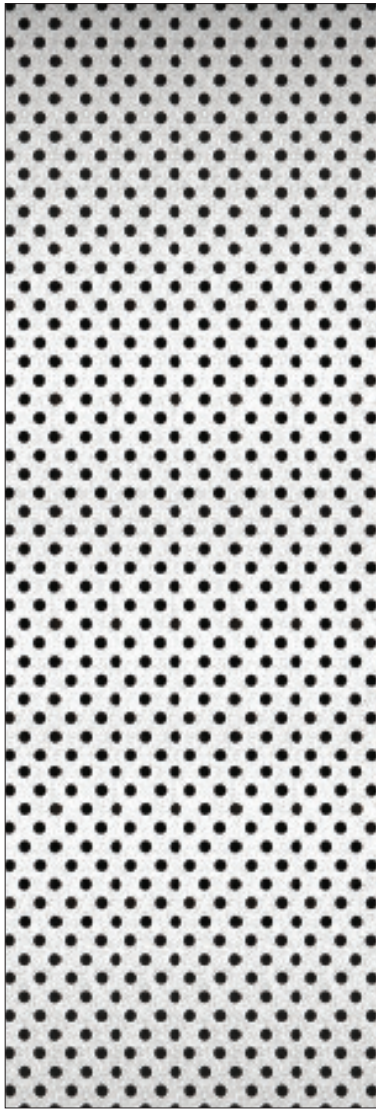
In other instances, the full gradient background could hamper readability for longer copy, or diminish the impact of the piece in its environment. In these cases, a band of the blue gradient background on the bottom of the piece is a good way to establish a visual link to the product.



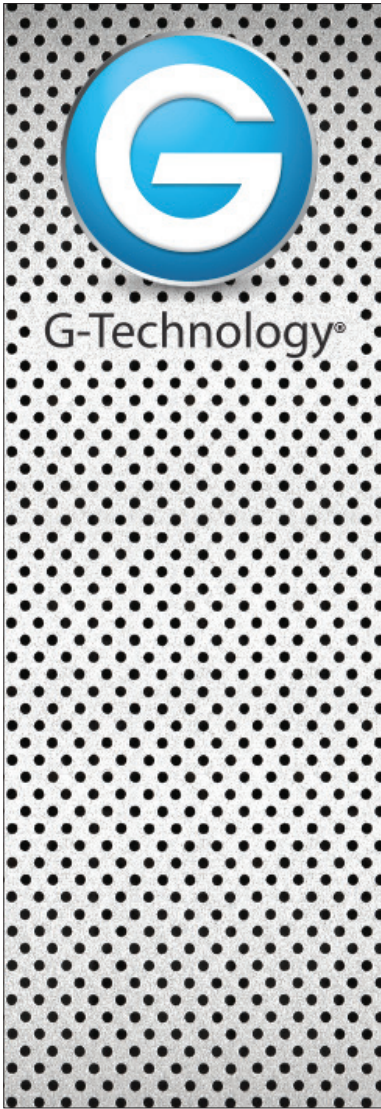
EV SERIES GRILL

A graphic of the distinctive front-grill casing has been created to signify the EV Series products. It can be used in conjunction with the G-Technology logomark, or separately.

EV SERIES GRILL



EV SERIES GRILL WITH LOGOMARK



NOTE: The EV Series Grill art is ONLY for use on materials related to EV Series products. Do not use the EV Series Grill art in materials for other product lines.

EV SERIES GRILL EXAMPLES

In general, the grill texture should ONLY be used vertically, and on the lefthand side of the layout, bleeding off the edge.

In some applications, it may not be possible to use the G-Technology logomark over the grill graphic. In these cases, a narrow band of the grill texture may be used, with the logomark existing outside (but in close proximity).

The EV Series grill art may be used against white backgrounds as well.



STUDIO LINE

Unique background art has been created for the STUDIO product line. It uses a gradient similar to the Baseline/Mobile and PRO LINE background, but incorporates a darker tone to add distinction and drama to STUDIO LINE collateral.

When creating background art, use CMYK or RGB values (depending on usage).

STUDIO LINE BACKGROUND



C 96
M 0
Y 0
K 10

R 0
G 161
B 219
#00A1DB

The gradient always moves from the lighter value (Process Cyan) outward toward the darker value.

C 0
M 0
Y 0
K 100

R 0
G 0
B 0
#000000



C 0
M 0
Y 0
K 100

R 0
G 0
B 0
#000000

C 0
M 0
Y 0
K 100

R 0
G 0
B 0
#000000

STUDIO LINE EXAMPLES

In packaging and certain consumer-facing materials (small pieces, such as banner ads, or other collateral that is not copy-heavy), the use of the gradient background is encouraged.

In other instances, the full gradient background could hamper readability for longer copy, or diminish the impact of the piece in its environment. In these cases, a solid back (100% Black) background on the bottom of the piece is a good way to establish a visual link to the product.



YOUR JAW WILL DROP.
THE ONLY QUESTION IS IF IT'S FROM
LOOKS OR PERFORMANCE.



With Thunderbolt™ 2 performance, these hard drives have equally beautiful specs designed to make 4K video editing and creative workflows run smoothly. Go see one in all its glory. Visit g-technology.com/pro.

G-SPEED STUDIO G-RAID STUDIO



WORKS LIKE A PRO.

g-technology.com

TURN HEADS FAST.
TRANSFERS FILES FASTER.



G-SPEED STUDIO G-RAID STUDIO

Learn More

BACKGROUND THEMES

Background art has been created for different product lines.

The professional theme uses various shades of blue as its starting point, gradually deepening to a darker value at the edges.

The consumer theme has a more subtle gradient from cyan to a darker shade. The dots are a nod to the usage of holes as an aesthetic and functional aspect of many G-Technology products.

The generic theme is for assets not covered by the professional or consumer theme. The different colored triangles add bold vibrancy.

When creating background art, use CMYK or RGB values (depending on usage).

PROFESSIONAL THEME



CONSUMER THEME



GENERIC THEME



PROFESSIONAL THEME
EXAMPLES

In packaging and certain consumer-facing materials (small pieces, such as banner ads, or other collateral that is not copy-heavy), the use of the gradient background is encouraged.

In other instances, the full gradient background could hamper readability for longer copy, or diminish the impact of the piece in its environment. In these cases, a band of the blue gradient background on the bottom of the piece is a good way to establish a visual link to the product.



TAGLINE

The tagline “Performance. Style. Reliability.” is available for use as part of the G-Technoogy brand system.

TAGLINE - LOWERCASE

Performance. Style. Reliability.

TAGLINE - UPPERCASE

PERFORMANCE. STYLE. RELIABILITY.





G|RACK™ 12

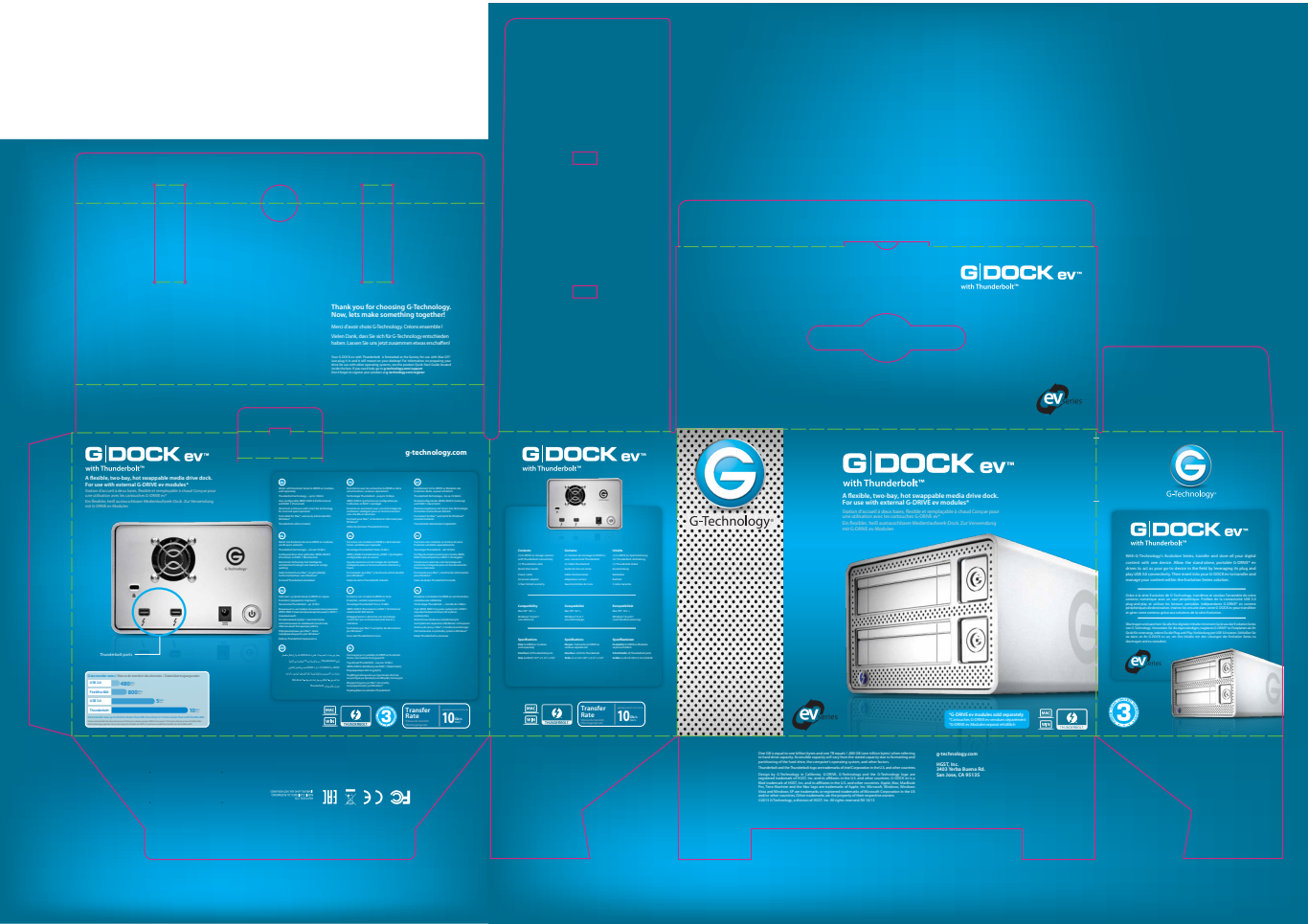
Usage Sample

Packaging

This section contains usage samples that demonstrate how G-Technology collateral combines multiple elements from the system to create a diverse but cohesive look.

As one of the most complex applications, G-Technology packaging demonstrates how a large number of elements can be combined while maintaining a clear hierarchy throughout.

EVOLUTION SERIES



PRO SERIES



BASELINE SERIES



MOBILE SERIES



STUDIO LINE SERIES



Hierarchy and clarity in its design make the data sheet easy to digest. Note how the amount of “white space” around the elements adds a sense of elegance.

DOCUMENT SIZE: 8.5 X 11” / U.S. LETTER

1-color logo

Font: Myriad Headline
Size/Leading: 17/21
Tracking: 0
Color: K85

Font: Myriad Pro Regular
Size/Leading: 10/17
Tracking: 10
Color: K85

Warranty

.625"

G-Technology

Product logo

High-Performance, Centralized Storage
for Media and Entertainment Workflows

G-RACK™ 12 Network-Attached Storage (NAS) delivers the ultimate in high-performance, centralized storage for small-to-medium size post-production houses, TV/broadcast studios, ad agencies and in-house creative departments that use Adobe® Premiere® Pro, Apple® Final Cut Pro® X or Avid Media Composer® and other creative applications.

G-RACK 12 brings G-Technology's reliability, scalability, and studio-friendly technology to centralized storage. Streamline demanding media and entertainment workflows of 4K and above with a flexible 12-Bay server offering up to 120TB; an optional Expansion Chassis for adding up to another 120TB of storage; integration with popular non-linear editing (NLE) suites; and the latest BTRfs file system for better data management.

G-RACK 12 is the only centralized storage platform that combines:

- High-performance Network-Attached Storage (NAS)
- Scalable 12-Bay server from 48TB to 120TB capacities
- Ultra-reliable Enterprise-class HGST hard drives
- G-Technology developed NAS OS with easy to use interface
- Advanced BTRfs file system for reliable data protection
- iSCSI support for simplified shared storage management
- Integration with top non-linear editing suites
- Supports a full range of networking protocols including: AFP, SMB, CIFS, NFS, FTP, SSH, and iSCSI
- Optional 48TB, 72TB, 96TB or 120TB Expansion Chassis
- Future-friendly platform for software add-ons
- 5-Year limited warranty

Font: Myriad Pro Semibold
Size/Leading: 9/8
Tracking: 30
Color: C100

Font: Myriad Pro Regular
Size/Leading: 8/8
Tracking: -10
Color: K100

5 YEAR LIMITED WARRANTY



Print ads combine a clean, simple background with a large image, a headline, and additional elements. Like in other usage samples, the G-Technology logo is placed in a corner, surrounded by sufficient clearance space.

DOCUMENT SIZE: A4 / 210 x 297 cm / EMEA

1.5 cm

1.0 cm

1.0 cm

1.0 cm

Iconography

1-color logo

UP TO 3TB

Font: Myriad Headline
Size/Leading: 17/21
Tracking: 0
Color: 85k

Font: Myriad Pro Regular
Size/Leading: 10/16
Tracking: 5
Color: 85k

Font: Myriad Pro Semibold
Size/Leading: 9/16
Tracking: 50
Color: 100c

Font: Myriad Pro Regular
Size/Leading: 8/16
Tracking: -10
Color: 100k

KEY FEATURES

1-color logo

Product logo

Product image

Body copy

URL

Legalese

1-color logo

Iconography

UP TO 3TB

Font: Myriad Headline
Size/Leading: 17/21
Tracking: 0
Color: 85k

Font: Myriad Pro Regular
Size/Leading: 10/16
Tracking: 5
Color: 85k

Font: Myriad Pro Semibold
Size/Leading: 9/16
Tracking: 50
Color: 100c

Font: Myriad Pro Regular
Size/Leading: 8/16
Tracking: -10
Color: 100k

KEY FEATURES

- Drives available in 7200 and 5400RPM class¹
- Storage capacities up to 3TB
- Stylish aluminum enclosure
- Bus powered via USB 3.0 ports
- Apple® Time Machine® compatible
- 3-Year limited warranty

1-color logo

Product logo

Product image

Body copy

URL

Legalese

DOCUMENT SIZE: 8.5 X 11"

Product logo

Headline

Product image

Body copy

URL

Legalese

1-color logo

Product logo

Headline

Product image

Body copy

URL

Legalese

1-color logo

Posters

Advertising campaigns often switch hierarchies making the headline the most prominent element in their design. The background can occasionally be changed from white to another color.


G-Technology®



RELENTLESS
SPEED & RELIABILITY



LIMITLESS
CREATIVITY



Buy any G-Technology drive and claim a discounted annual membership from Adobe


Adobe Creative Cloud Photography plan
Get 20% off


Adobe Premiere Pro CC
Get 20% off

G-Technology has teamed up with Adobe to offer you an exclusive opportunity to save money on the essential tools for all Photographers and Filmmakers. It couldn't be more simple:

Step 1


Choose your drive. Visit g-technology.com

Step 2


Buy the drive from us or from one of our resellers

Step 3


Go to g-technology.com/create and enter your purchase information

Step 4


Complete the process with Adobe to get your discounted license

Find out more at g-technology.com/create

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Product Guides

Product guides highlight technical features and benefits of the entire G-Technology product lineup. Their design is straightforward and clear, with an emphasis on the information provided.

Document Size:
7.5" x 7.5"

Product logo

Product image

Product description

Iconography

Product features

Product specs

Page number & URL


with ev Series Bay Adapters




Now configurable with 2 ev Series Bay Adapters to easily swap Evolution Series-compatible drives

Transportable, Hardware RAID 8-Bay Thunderbolt 2 Storage Solution

Configurable in RAID 0, 1, 5, 6, and 10



MACWIN

THUNDERBOLT 2

HARDWARE RAID

7200RPM

EV SERIES-COMPATIBLE


Performance: up to 1350MB/s
Capacities: 18TB, 24TB, 36TB, 48TB

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Signage & Banners

Signage maintains the same clean design of printed applications. When creating signage and banners, be sure that text is not too lengthy and stays legible.

G|DRIVE[®] ev RaW SSD

- Rugged, USB 3.0 Solid-State Drive (SSD)
- Lightweight, portable design¹
- 2 metre drop protection when used with the included bumper
- Transfer rates of up to 425MB/s
- Available in capacities of 500GB or 1TB
- ev Series-compatible²
- Formatted for Mac[®], and easily reformatted for Windows[®]



¹35% lighter than previous generation.
²Can be used with ev All-Terrain cases, ev Series Adapter, G-DOCK[®] docking solutions and G-SPEED[®] Studio XL with two ev Series Bay Adapters.

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G-Technology[®]

Oh Snap!



Share your photos with us!



@GTechnology



@gtechnology



@GTechStorage



G-Technology[®]

READY FOR ACTION, ANYWHERE.

G-SPEED[®] SHUTTLE XL WITH THUNDERBOLT[™]

[LEARN MORE](#)



Scale it Up. Way Up!

Digital Media & Entertainment Storage.
Redefined.



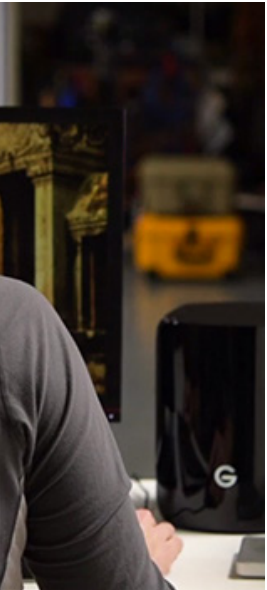
G|RACK[™] 12

High-Performance NAS






BLAZING SPEED. SLEEK DESIGN.
G-DRIVE[®] MOBILE USB-C[™]



DRIVE INTO WINDOWS[®]

FORMATTING
MADE EASY

go



G-Technology[®]

Web Banners

Web banners are designed for maximum impact, setting a contrast to the often busy clutter of their Web environment. The G-Technology logo and/or name always needs to be showing, except if the banners/headers are being used on the G-Technology sites.

Video and Bumpers

G-Technology videos follow the same style as the rest of the usage applications. At the beginning, they show the product logos with their appropriate trademarks. These names usually appear in conjunction with the G-Technology logo. At the end, videos show the G-Technology logo and trademarks on a white background.

VIDEO FORMATS

G-Technology videos are distributed in one or both of these formats:

- MP4
- MOV

VIDEO SAMPLES



OPENING/CLOSING BUMPER



LEGAL BUMPER



G-COMMUNITY

G-COMMUNITY brings together technology and education to share the insights and ideas of professionals who work in some of the most demanding and complex fields such as wildlife photography and on-location videography.

G-COMMUNITY contains 3 main portals that cater to the different types of media.



Social Media Icons & URLs

SOCIAL MEDIA ICONS

Only the specific Facebook, Instagram, Twitter and You Tube icons provided are used when mentioning social media.

URLs

Mention the following URLs on all G-Technology communication pieces:

- g-technology.com
- facebook.com/GTechnology
- instagram.com/GTechnology
- twitter.com/GTechStorage
- youtube.com/GTechnologyStorage

*Include the other regions URLs as appropriate.

GLOBAL SOCIAL CHANNELS

USA
Facebook/GTechnology
TwitterGTechStorage
Instagramhttp://instagram.com/gtechnology
Youtubehttps://www.youtube.com/user/GTechnologyStorage

EUROPE
Facebook/GTechnologyEUROPE
Instagramhttp://instagram.com/gtechnology
Twitter GTechEurope

FRANCE
Facebook/GTechnologyFR
TwitterGTechFR

GERMANY
Facebook/GTechnologyDE
TwitterGTechDE

AP-SOUTH
Facebook/GTechnologyAP

HONG-KONG
Facebook/GTechnologyHK

TAIWAN
Facebook/HGST.com.tw

AP-CHINA
Weibohttp://e.weibo.com/u/2536203800

JAPAN
Facebook/GTechnologyJP

SOCIAL MEDIA ICONS WE CURRENTLY USE



facebook.com/GTechnology



instagram.com/GTechnology



twitter.com/GTechStorage



youtube.com/GTechnologyStorage

Thunderbolt Brand Information

The Thunderbolt™ logo and icon have been designed to enable users to easily identify which devices are based on and which port on a computer is enabled for Thunderbolt technology. You must have signed a license to develop products based on thunderbolt technology to use the logo/icon.

CLEAR SPACE

Any background inside of this clear space must be even, free of patterns, and free from typography or any other graphic elements. If the Thunderbolt™ logo is used directly on a photographic image, the clear-space area must provide good contrast between the background and the Thunderbolt logo, be even in tone and be pattern free.

For the Thunderbolt icon, the clear space is left to the discretion of the licensee, based on the placement near the port on the device.

For the Thunderbolt logo with the wordmark, the clear space is defined as the size of the letter “T” in the name Thunderbolt.

For the logo without the wordmark, the clear space is one-half the width of the size of the logo.



THUNDERBOLT

MINIMUM SIZE

To maintain the legibility of the Thunderbolt™ logo, minimum size requirements have been set for logo reproduction in various applications.

Vertical Logo Lockup

Print Applications



Onscreen Applications



Horizontal Logo Lockup

Print Applications



Onscreen Applications



Logo Only

Print Applications

0.50 in. wide



Onscreen Applications

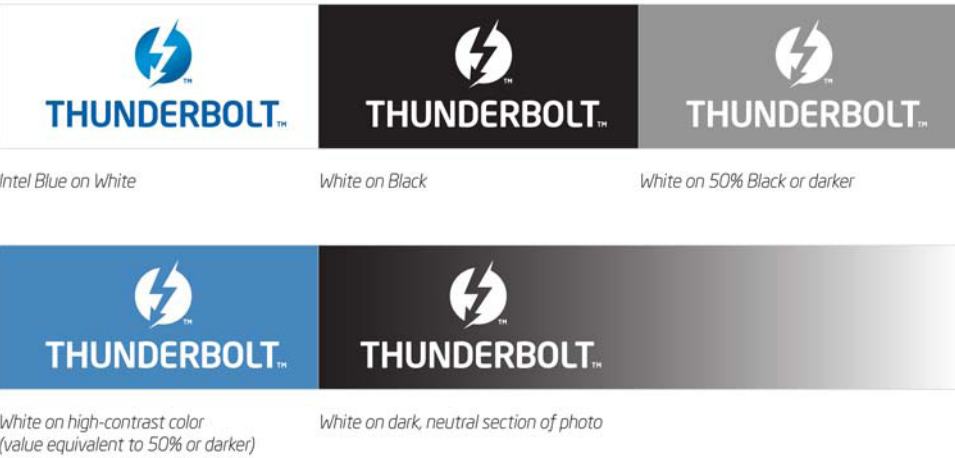
40px wide



Approved colors for the Thunderbolt™ logo and logo lockup are:



Correct Backgrounds



THUNDERBOLT

COLOR USAGE

The Thunderbolt™ logo is used either in full color or in white.

BACKGROUNDS

The Thunderbolt™ logo should always appear on a clean, clear, solid background. The background should provide high contrast to the logo color (e.g., value equivalent to 50% black or darker if using a white logo). If placing the logo on a photograph, the area where the logo is positioned needs to be clear of any patterns and variations of color.

THUNDERBOLT (cont.)

The Thunderbolt™ technology adds perceived value to G-Technology storage products. It is vital to combine our sub-brands with the Thunderbolt™ brand carefully and effectively.

When combining the Thunderbolt™ icon with G-Technology products, make both branding elements look like they belong together. In the examples here, the Thunderbolt™ icon is visually at the same scale as the G-RAID sub-brand.

Note that the tag “with Thunderbolt™” is typeset in Myriad Pro, aligning with the G or the R of the RAID.

REPRODUCTION SPECIFICATIONS

Thunderbolt™ logo print files have been created in vector format using Adobe Illustrator* 10. The print files are exported EPS files. You can use them as placed graphics in most page layout and illustration software.

Do not use a print file for onscreen/rich media applications, or vice versa. These files have been carefully adjusted for size, resolution, and color balance for each format and are not interchangeable.

ARTWORK FORMATS

Print: Process Color

Format: EPS

Colors: CMYK

Format: EPS

Colors: White (for usage on dark backgrounds)

Rich Media: RGB

Format: AI

Colors: RGB

TRADEMARK USAGE GUIDELINES

Proper acknowledgment of Intel’s trademarks is required. Whenever the Thunderbolt™ trademark, logo or icon appears, the following footnote must also appear: “Thunderbolt and the Thunderbolt logo are trademarks of Intel Corporation in the U.S. and other countries.”

Proper trademark usage rules include:

- As with all other trademarks, the Thunderbolt™ trademark should be used as an adjective and not as a noun.
- An appropriate and approved noun must accompany the Thunderbolt™ mark (e.g., Thunderbolt™ technology).
- The approved nouns for the Thunderbolt™ mark are: accessory, adapter, brand, cable, connector, controller, icon, logo, mark, name, port, product, protocol, technology and trademark.

The appropriate use of trademark symbols with this trademark is as follows:
Thunderbolt™ technology.

Use the appropriate trademark symbol in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.

Never hyphenate or abbreviate the Thunderbolt™ trademark.

The Thunderbolt™ trademark can be incorporated into a third-party product name if it’s based on the Thunderbolt™ technology, such as XYZ Thunderbolt™ adapters.

EXAMPLES OF THUNDERBOLT™ TRADEMARK USE

Correct Usage

Thunderbolt™ technology

XYZ Thunderbolt™ adapter

Thunderbolt™ technology ready

Thunderbolt™ technology enabled product

Incorrect Usage

Thunder Bolt™ technology

Thunderbolt

ThunderBolt™ technology

XYZ Intel Thunderbolt™ adapter

Thunderbolt ready

Thunderbolt-enabled product



with Thunderbolt™



with Thunderbolt™



with Thunderbolt™



G-Technology®

G-Technology_logo_HD_Cyan_0613.eps



G-Technology®

G-Technology_Logo_Cyan_Horizontal_1015.eps



G-Technology®

G-Technology_logo_HD_Black_0613.eps



G-Technology®

G-Technology_logo_black_horizontal_0214.eps



G-Technology®

G-Technology_logo_HD_White_0613.eps



G-Technology®

G-Technology_logo_white_horizontal_0214.eps

* Other names and brands may be claimed as the property of others.

QUESTIONS

If you have questions about the G-Technology Style Guide, please contact:

G-Technology Creative Team

G-Technology, a Western Digital Corporation brand
3403 Yerba Buena Road
San Jose, CA 95135

E. isgcreativeteam@hgst.com
W. g-technology.com





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