

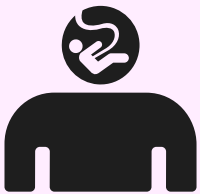
LEO LAPINSKI



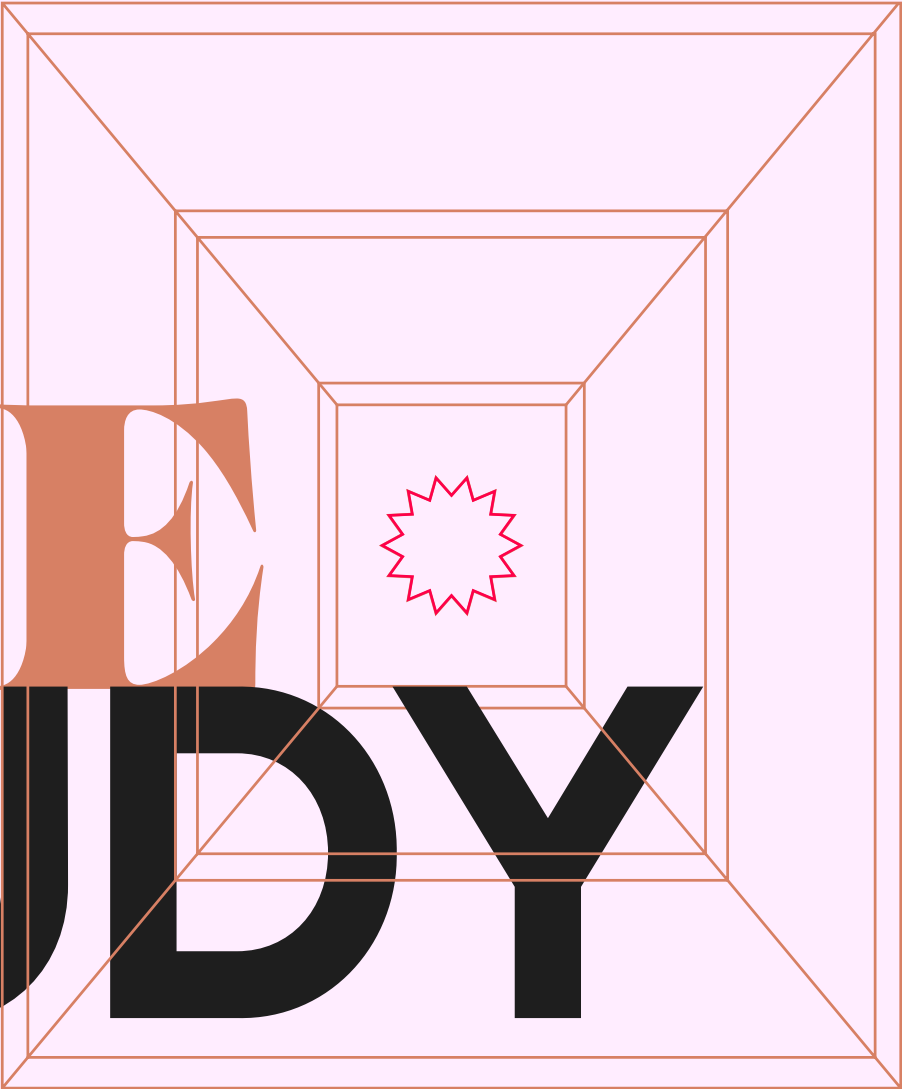
WESTERN DIGITAL /
REDESIGN OF
DIGITAL SUBBRAND
PRESENCE 2024



Redesign of digital presence of a group
of market-leading products. From service
icons, to emails and banners.



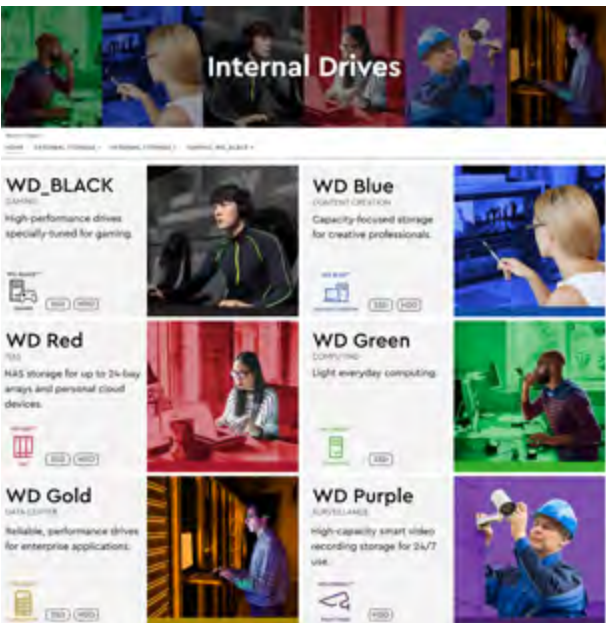
CASE
STUDY
DIGITAL



Stage 1 / Brief

After new logotype for Western Digital officially approved, client requested a complete redesign of product offer. The range was to be reduced to 5 products, since WD_Black became it's own brand. Previous design was based on recoloured lifestyle photography and range icons set.

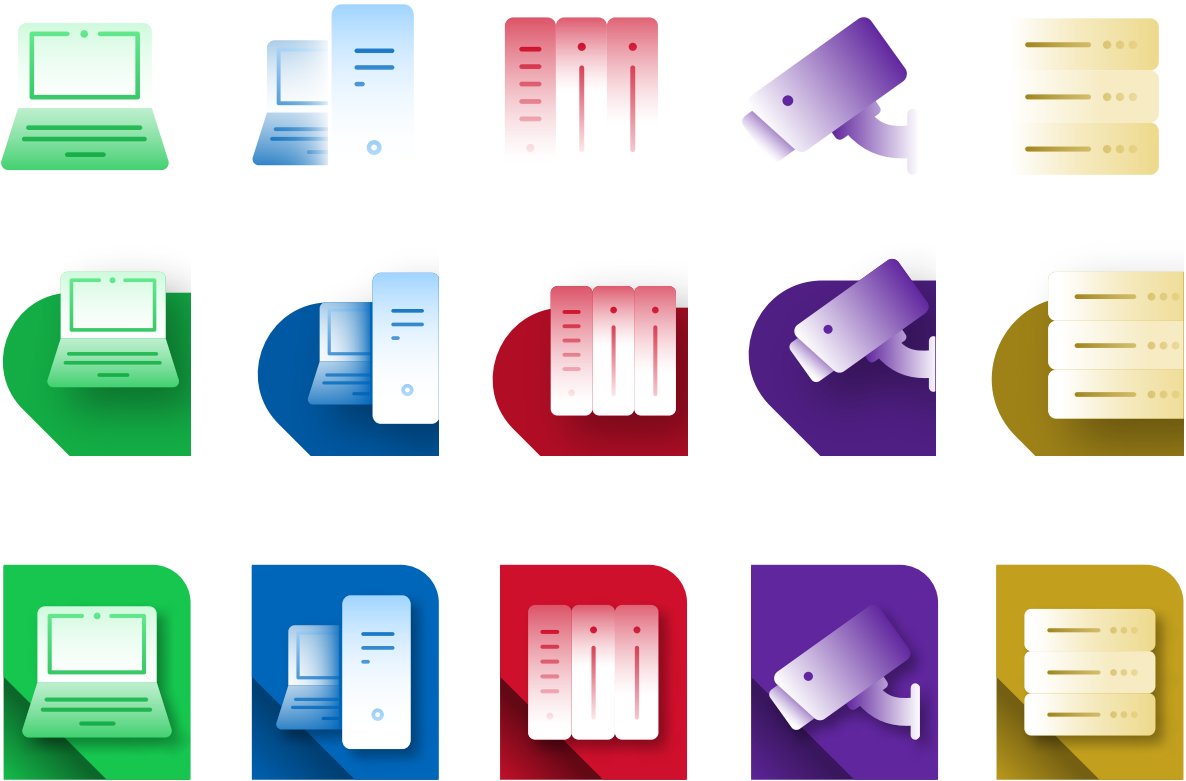
- Ai
- Ps
- Dw
- An
- Ae
- Xd



Stage 2 / Colours and icons

Icons were redesigned from outline to fill, using the same colour palette as previously, however the colour scheme was widened by four additional hues to give depth to backgrounds and holding devices.

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- Ae
- Xd



Marketing Label
RGB COLORS

WD Purple



WD Blue



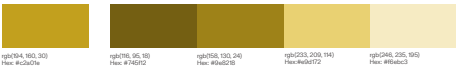
WD Red



WD Green



WD Gold



Stage 2 / Packaging labels

Colour palette and rounded triangular shape from new Western Digital logotype formed a starting point for development of hard and solid state drives labels and creating and retouching mockups.

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- Xd



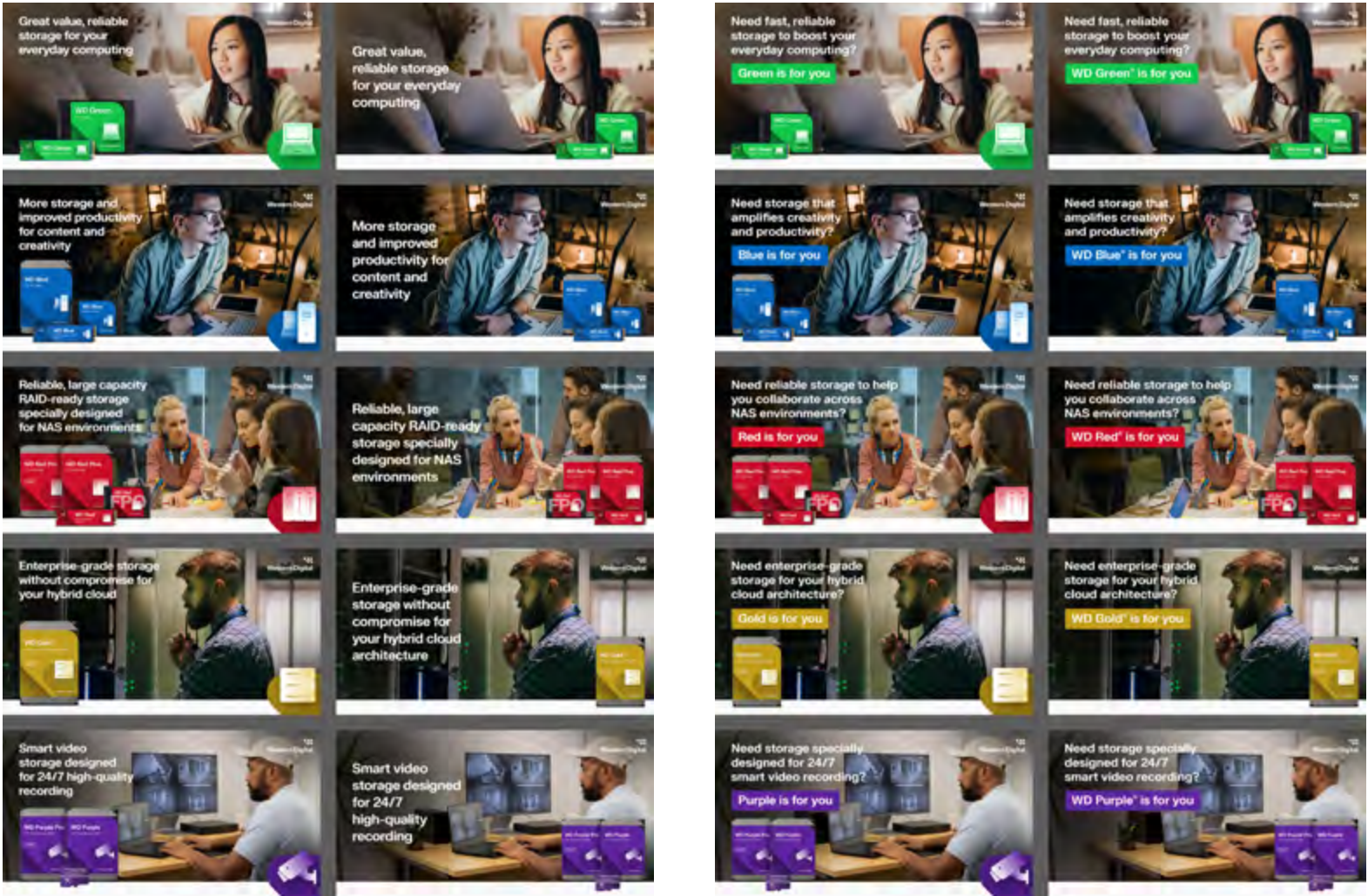
Overview
MARKETING LABELS



Stage 3 / Key arts

When all the packaging and colour scheme elements were ready, the next stage was to create key visuals, comprising new selection of lifestyle images.

Ai Ps Dw An Ae Xd



Stage 4 / Banners

The next step was to develop basic set of banners in Skyscraper, MPU and Leaderboard formats.

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- Ps
- Dw
- An
- Ae
- Xd



Stage 4 / Landing page, Amazon template, lookbook and LinkedIn

After banners approval client requested design of other elements of brand styleguide: lookbook to define usage of the new icons and colour scheme; Amazon product page template and landing page for all the products range. Keyarts were used for designing LinkedIn advertising.

- Ai
- Ps
- Dw
- An
- Ae
- Xd



Stage 4 / Emails

The next step was development of product range emails for consumer and resellers.



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WD Red Pro

FOR NAS HDD
WD Red Plus

AVAILABLE AS SATA/SAS
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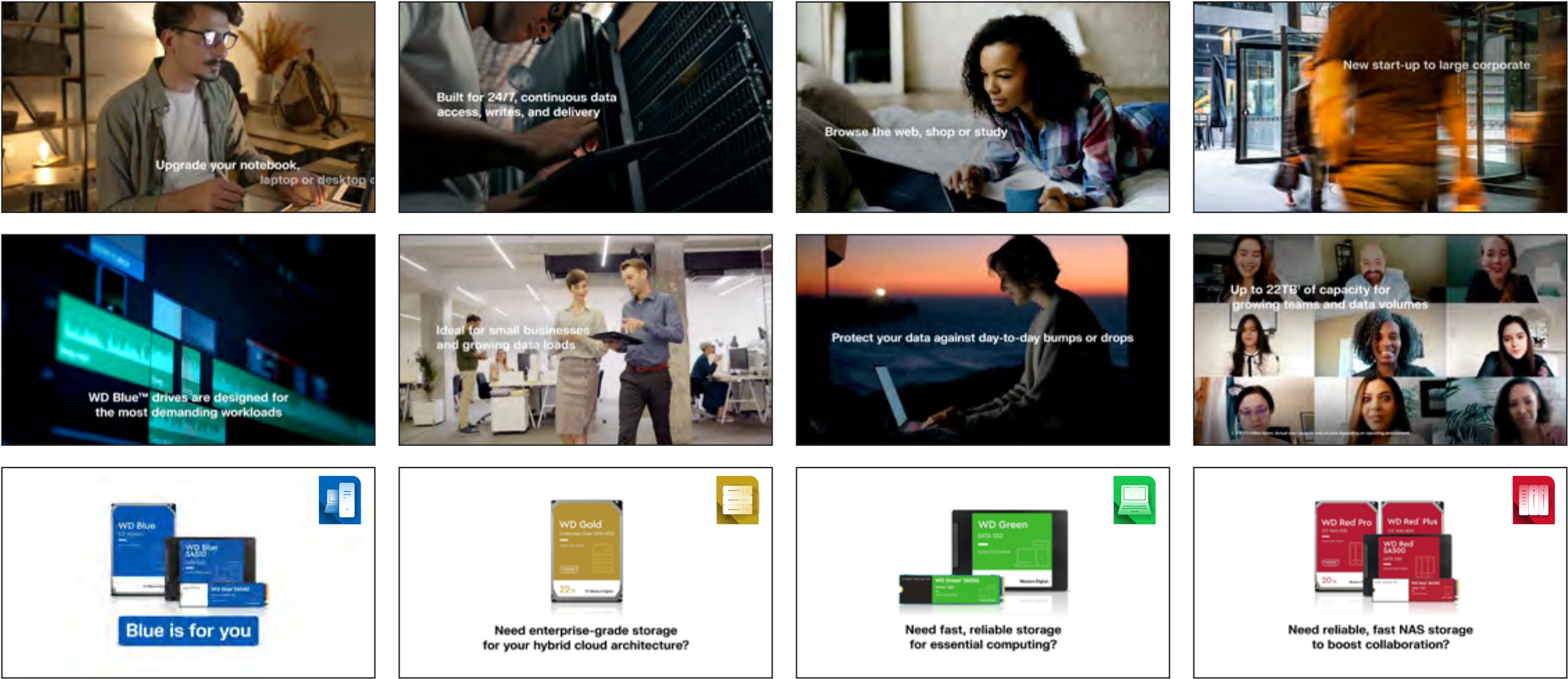
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Stage 5 / Video

Final step was to create a series of videos using purchased footage.

- Ai
- Ps
- Dw
- An
- Ae
- Xd



THANK
YOU

