

# HITACHI DATA SYSTEMS DESIGN GUIDELINES

DECEMBER 2013

TRANSFORM DESIGN TRUSTED INNOVATE GLOBAL  
CHANGE FLEXIBILITY INSIGHT VALUE CONNECTED  
SOCIAL ACCELERATE CONTINUITY EXPERIENCE DATA

# Hitachi Data Systems Design Guidelines

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**DESIGN A CONSISTENT BRAND**

The purpose of Hitachi Data Systems Design Guidelines is to give you a flexible framework to help develop and help HDS benefit from a strong and recognizable brand identity for our company, our products and our solutions.

In this document, you will find practical guidelines that illustrate the ways our corporate elements can be applied to the design of Hitachi Data Systems materials.

### DESIGN A CONSISTENT BRAND

#### *OUR COMPANY*

Innovation is the essential engine of positive change, and information is its fuel. Organizations that innovate intelligently will lead their markets, grow their companies, and change the world. To help them store, manage, access, search and correlate their information across different sources, we build superior information technology and services. We are the trusted partner who helps our customers innovate with information to make a difference in the world.

With more than 6,300 employees worldwide, Hitachi Data Systems does business in more than 100 countries and regions. Hitachi Data Systems products, services and solutions are trusted by the world's leading enterprises.

Hitachi Data Systems is committed to helping organizations of all sizes store, manage and protect mission-critical data. For our customers, this commitment translates into a real-world application of the Hitachi, Ltd., philosophy to “enhance society through technology.” It’s a vision we share with our parent company: Inspire the Next.

#### *OUR BRAND*

The Hitachi Data Systems brand is the perceived value of our company by our stakeholders, customers, partners, prospects and the general public. It is formed by their cumulative exposure to our messages, actions, people, products, solutions and services: the sum of their experiences with us.

The objective of our global marketing and communications activities is to manage, influence and enhance this perceived value. We do this through consistent and continued use of the following corporate elements across all audiences, collateral, media and brand communications touchpoints:

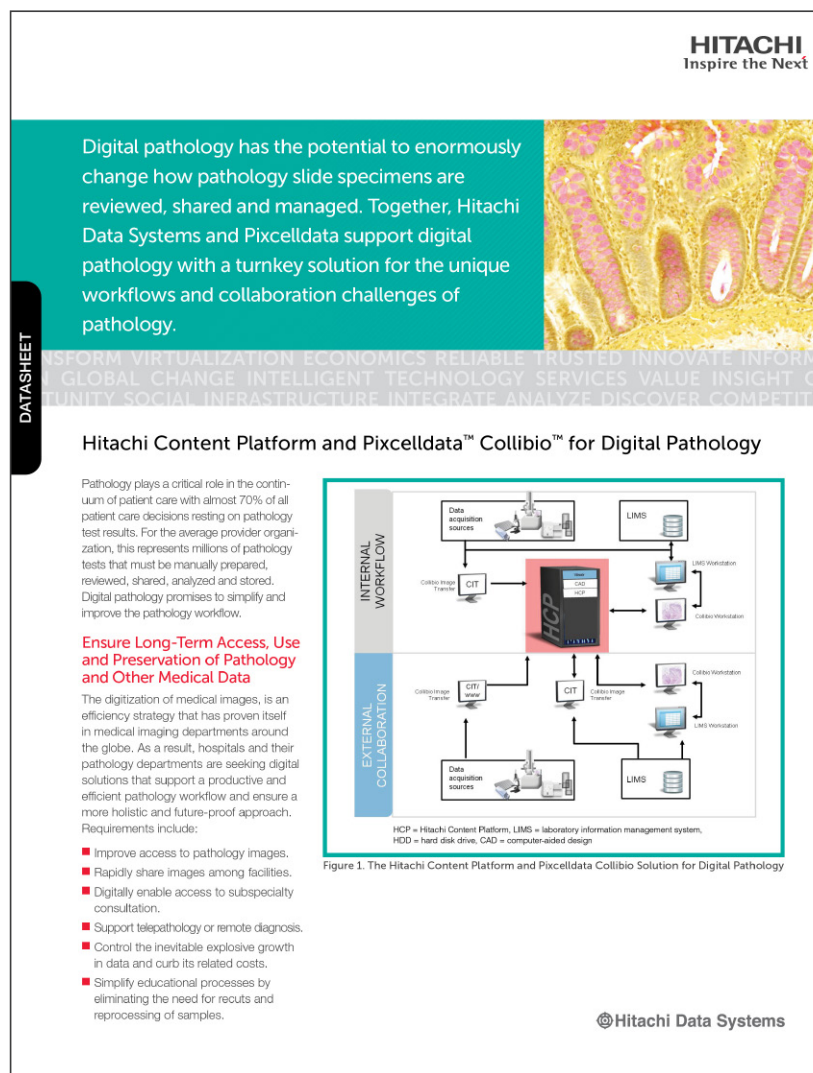
- Logos.
- Typography.
- Color palettes.
- Imagery, including photography and graphic devices.
- Messaging, including tone of voice and copy style.

# DESIGN ELEMENTS

The Hitachi Data Systems design elements unify the look and feel of our global brand materials. We can leverage the value of consistency and build credibility for both our business and our brand.

The Design Guide is based on the Hitachi Group Identification Standards (HIGIS) Manual with additional specific Hitachi Data Systems design elements. Each design element has been developed to give context, credibility, consistency and visual intrigue to our marketing activities. Together they:

- Create engaging collateral that communicates our core competencies and their value to our audiences.
- Prioritize and organize information across a wide range of materials and media.
- Tell a clear and compelling story with a consistent look, feel and tone of voice.



## HITACHI CORPORATE STATEMENT (CS) LOGO

The Hitachi Corporate Statement Logo can be used in either the 2-color or the 1-color versions. The background must be simple and cannot contain elements that make it difficult to distinguish the logo.

### 2-COLOR CORPORATE STATEMENT LOGO

The Hitachi Corporate Statement Logo shall be displayed in the 2 corporate colors — Inspire Gray and Inspire Red — to create a specific image of the Hitachi brand, unless there are special reasons (for example, technical limitations). The design features a red stroke known as the “Inspire Flash” running to the right above the word “Next.” This represents ongoing Hitachi growth, the strength of the company’s will to bound boldly into the future, and the company’s enthusiasm for a dynamic new society.

**HITACHI**  
Inspire the Next

### 1-COLOR CORPORATE STATEMENT LOGO

Displaying the Hitachi CS Logo in a single color is permitted only when the logo cannot be displayed in Inspire Gray and Inspire Red. In such cases, the 1-color version of the Hitachi Corporate Statement Logo should use either Inspire Gray or black (K100%) for the corporate statement and the “Inspire Flash.”

**HITACHI**  
Inspire the Next

Inspire Red may be used for the Hitachi Corporate Statement Logo only when neither Inspire Gray nor black can be used for technical reasons or when especially high visibility is required.

### REVERSE DISPLAY

When using either 1- or 2-color logo on a dark background, ensure that the final production provides sufficient contrast and legible viewing of the Hitachi CS Logo.

#### 2-COLOR CORPORATE STATEMENT LOGO

**HITACHI**  
Inspire the Next

#### 1-COLOR CORPORATE STATEMENT LOGO

**HITACHI**  
Inspire the Next

## CLEAR SPACE FOR THE HITACHI CORPORATE STATEMENT LOGO

The Corporate Statement Logo must always be clearly displayed in such a manner that it stands out by itself. For that reason, the clear space has been defined below, with the minimum space that must be reserved shown. Make sure that this area does not contain any other letters, complex patterns, and so on.



## MINIMUM SIZE

The minimum size of the Hitachi CS Logo is defined as shown here:



72 pixels  
1 inch  
25 mm

The minimum-size versions of the Hitachi CS Logo should be used only when layout space is quite small and should be in proportion to the whole layout. Make sure that the logo always appears clearly and cleanly. Check for quality during the production process.

## INCORRECT USES

Never use the CS Logo in the ways illustrated below or in any other way that may compromise the visibility or comprehension of the logos.

~~HITACHI  
Inspire the Next~~

The Hitachi CS Logo must not be displayed in unspecified typefaces.

~~HITACHI Inspire the Next~~

The Hitachi CS Logo must not be arranged in a horizontal format.

~~HITACHI  
Inspire the Next~~

The Hitachi CS Logo must not be deformed.

~~HITACHI  
Inspire the Next~~

The character spacing of all logos must not be changed.

~~HITACHI  
Inspire the Next~~

Logos and marks must not be given any stroke, trimming or hatching.

~~Inspire the Next  
HITACHI~~

The display sequence of the Hitachi CS Logo must not be changed.



## HITACHI DATA SYSTEMS LOGO

### COLOR

The Hitachi Data Systems Logo should primarily be displayed in Inspire Gray (K90%). If that is not possible, the logo can also be displayed in black (K100%). The insertion of other elements into this logo is not permitted.



### REVERSE DISPLAY

When using the Hitachi Data Systems logo on a dark background, ensure that the final production provides sufficient contrast and legible viewing of the logo.



### MINIMUM SIZE

The minimum size of the Hitachi Data Systems Logo is as shown here:

The minimum size of the Hitachi Data Systems Logo should be used only when layout space is quite small and should be in proportion to the whole layout. Make sure that the logo always appears clearly and cleanly. Check for quality during the production process.



93 px  
1.25 inches  
31.75 mm

### CLEAR SPACE

The Hitachi Data Systems Logo must always be clearly displayed in such a manner that it stands out by itself. For that reason, the clear space has been defined below with the minimum space that must be reserved shown. Make sure that this area does not contain any other letters, complex patterns or elements that could interfere with readability of the logo.



### INCORRECT USES

Never use the Hitachi Data Systems Logo in the ways illustrated below or in any other way that may compromise the visibility or comprehension of the logos.



The space between the Hitachi mark and Hitachi Data Systems name must not be changed.



The Hitachi mark and Hitachi Data Systems name cannot be displayed in different colors.

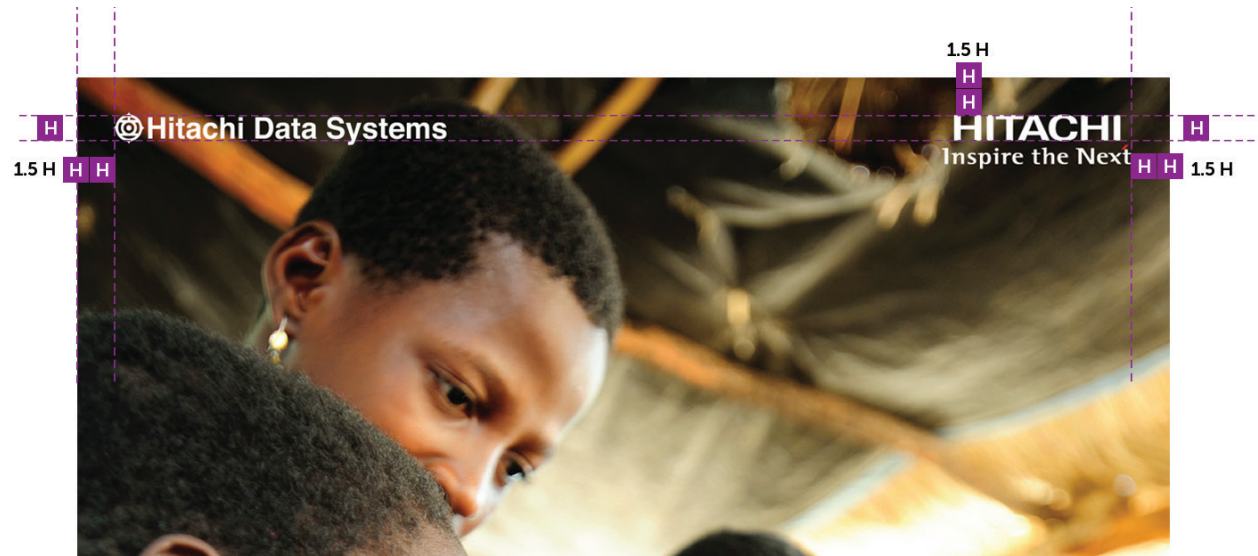


The display sequence of the Hitachi Data Systems Logo must not be changed.

## LOGO PLACEMENT GUIDANCE

To drive consistency in our materials, we have established the following guidance for logo placement at the top of the design area. The CS Logo and HDS Logo should be used on all materials, space permitting. Please follow the guidance given below for the placement and sizing of the two Logos.

“H” height is determined by the size of the “H” in the “HITACHI” in the CS Logo. The CS Logo is 1.5 “H” height from the top of the design area. The HDS Logo and the CS Logo are 1.5 “H” height from the sides of the design area. The Hitachi mark (minus the points) is the same height as the “H” height and is in alignment with the CS Logo.



## INNOVATE WITH INFORMATION TEXT TREATMENT

The Innovate With Information text treatment is the visual representation of our Hitachi Data Systems company vision. The text treatment should be used when positioning the company at the corporate level and especially when talking about our HDS vision. To enable consistent use of our slogan, a distinctive text treatment has been created as shown below.

### COLOR

The Innovate With Information text treatment should primarily be displayed in Inspire Gray (K90%) with Inspire Red chevrons. The insertion of other elements into this treatment is not permitted.

**>>> INNOVATE  
WITH INFORMATION™**

### REVERSE DISPLAY

When using the Innovate With Information text treatment on a dark background, ensure that the final production provides sufficient contrast and legible viewing of the treatment.

**>>> INNOVATE  
WITH INFORMATION™**

### PLACEMENT

The Innovate With Information text treatment can be used as a standalone design element on a page, in a tab or in a gray rounded callout box. The callout box helps to anchor the treatment and is consistently used across HDS collateral and HDS.com.

### EXAMPLES



### CHEVRON USAGE

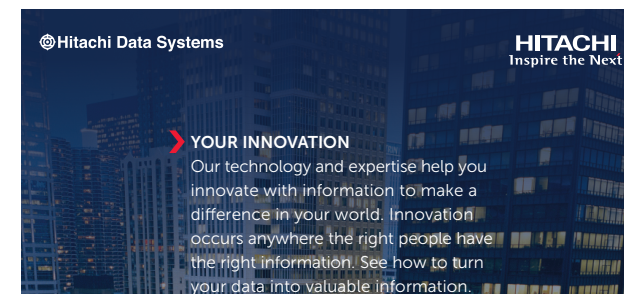
The Innovate With Information text treatment contains red chevrons that can also be used as a design element separate from the text treatment. To maintain the visual integrity of the chevrons used in the Innovate With Information text treatment, never use them in any way other than what is described here.

Use 1 red chevron as a call to action or to add emphasis at the beginning of a title or header as a visual driver.

The red chevron is never used as a bullet.

The 3 red chevrons are only used in conjunction with the Innovate With Information text treatment.

### EXAMPLE



For approval on any other use, please contact [marcom@HDS.com](mailto:marcom@HDS.com).

## COLORS

Consistent and effective use of color helps establish a strong and memorable brand. Hitachi Data Systems colors are divided into 2 categories: primary colors and secondary colors. The color palette was created to include print and digital use.

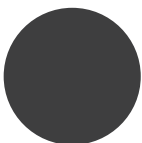
Use color to convey a message or to create a particular mood. Because the relationship between imagery and color is critical, choose colors that complement those of any photography used to create the most dynamic effect.

### PRIMARY COLOR PALETTE

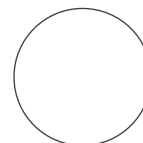
The primary color palette is shared with the wider Hitachi Group. These colors function as simple and striking representations of the power and impact expressed in our Corporate Statement: “Inspire the Next.” The primary color palette includes:



**INSPIRE RED**  
PANTONE Red 186C  
CMYK 0/100/85/0  
RGB 204/0/0  
HEX #CC0000



**INSPIRE GRAY**  
PANTONE Cool Gray 11C  
CMYK 0/0/0/90  
RGB 65/65/65  
HEX #414141



**INSPIRE WHITE**  
CMYK 0/0/0/0  
RGB 255/255/255  
HEX #FFFFFF

The primary color palette comprises a range of supportive colors, which can be used as accents to the Inspire series above. These colors include:



**BLACK**  
PANTONE Black C  
CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000



**SUPPORTIVE GRAY 1**  
PANTONE Cool Gray 5C  
CMYK 0/0/0/30  
RGB 190/190/190  
HEX #BEBEBE



**SUPPORTIVE GRAY 2**  
PANTONE Cool Gray 2C  
CMYK 0/0/0/15  
RGB 221/221/221  
HEX #DDDDDD

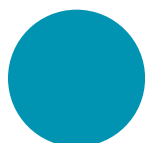


**SUPPORTIVE RED**  
PANTONE 201C  
CMYK 0/100/85/30  
RGB 172/31/37  
HEX #AC1F25

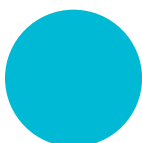


## SECONDARY COLOR PALETTE

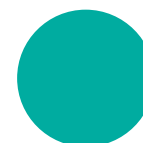
The secondary color palette complements the primary palette, and is unique to Hitachi Data Systems. This expanded palette includes bright, contemporary colors with a range of tones. It can be used to add vibrancy and visual intrigue to a variety of design elements.



**BLUE**  
PANTONE 3135C  
CMYK 100/19/26/1  
RGB 0/142/170  
HEX #008EAA



**CYAN**  
PANTONE 2199C  
CMYK 77/0/16/0  
RGB 0/200/220  
HEX #00C8DC



**TEAL**  
PANTONE 3272C  
CMYK 94/0/48/0  
RGB 0/164/153  
HEX #00A499



**YELLOW**  
PANTONE 7548C  
CMYK 0/12/98/0  
RGB 255/198/0  
HEX #FFC600



**LIGHT YELLOW**  
PANTONE 106C  
CMYK 0/0/75/0  
RGB 249/229/71  
HEX #F9E547



**ORANGE**  
PANTONE 2012C  
CMYK 0/46/100/0  
RGB 247/142/30  
HEX #F78E1E



**PURPLE**  
PANTONE 2070C  
CMYK 59/89/0/0  
RGB 143/26/149  
HEX #8F1A95



**GREEN**  
PANTONE 2277C  
CMYK 63/0/97/20  
RGB 85/149/27  
HEX #55951B



**LIGHT GREEN**  
PANTONE 2296C  
CMYK 40/0/89/0  
RGB 164/206/78  
HEX #A4CE4E

For additional guidance, please contact our brand team: [marcom@HDS.com](mailto:marcom@HDS.com).

## COLOR GRADIENTS

The colors in our secondary color palette can be used as gradients in web and digital applications as defined by the examples below.

<b>INSPIRE RED</b>			<b>BLUE</b>			<b>LIGHT YELLOW</b>		
250/0/0 #FA0000	204/0/0 #CC0000	150/0/0 #960000	124/197/210 #7CC5D2	0/142/170 #008EAA	17/102/118 #116676	253/243/182 #FDF3B6	249/229/71 #F9E547	211/166/0 #D3A600
<b>INSPIRE WHITE</b>			<b>CYAN</b>			<b>ORANGE</b>		
255/255/255 #FFFFFF		240/240/240 #F0F0F0	152/232/240 #98E8F0	0/200/220 #00C8DC	21/146/158 #15929E	249/189/128 #F9BD80	247/142/30 #F78E1E	198/115/39 #BEBEBE
<b>INSPIRE GRAY</b>			<b>TEAL</b>			<b>PURPLE</b>		
117/117/117 #757575	65/65/65 #414141	40/40/40 #282828	144/215/210 #90D7D2	0/164/153 #00A499	19/121/114 #137972	205/156/207 #CD9CCF	143/26/149 #8F1A95	103/33/106 #67216A
<b>SUPPORTIVE RED</b>			<b>YELLOW</b>			<b>GREEN</b>		
204/31/37 #CC1F25	172/31/37 #AC1F25	133/31/37 #851F25	255/233/167 #FFE9A7	255/198/0 #FFC600	212/163/32 #D4A320	194/215/172 #C2D7AC	85/149/27 #55951B	71/111/34 #476F22
<b>SUPPORTIVE GRAY 1</b>			<b>LIGHT GREEN</b>					
180/180/180 #B4B4B4	153/153/153 #999999	120/120/120 #787878				207/228/162 #CFE4A2	164/206/78 #A4CE4E	142/173/75 #8EAD4B
<b>SUPPORTIVE GRAY 2</b>								
235/235/235 #EBEBEB	221/221/221 #DDDDDD	200/200/200 #C8C8C8						

For additional guidance, please contact our brand team: [marcom@HDS.com](mailto:marcom@HDS.com).

## SPECIFIED TYPEFACES

Consistent application of Hitachi approved typefaces plays a crucial role in communicating corporate brand messages with clarity, impact and legibility.

### PRIMARY FONT: HELVETICA OR HELVETICA NEUE

The primary font for use in all Hitachi brand collateral is Helvetica or Helvetica Neue. Clean, contemporary and simple to read, Helvetica or Helvetica Neue is also the primary font for use in all printed Hitachi Data Systems collateral.

#### *HELVETICA OR HELVETICA NEUE*

ABCDEFGHIJKLMNOPQRSTUVWXYZ &?%  
abcdefghijklmnopqrstuvwxyz1234567890

These typefaces can be obtained from Adobe Systems Incorporated, or Linotype GmbH. Hitachi Data Systems does not supply licensed fonts. OpenType is the recommended font format for use.

### SECONDARY FONT: MUSEO SANS

Museo Sans is available for use as a secondary typeface in titles and headline banners across printed Hitachi Data Systems marketing communications. In such cases, Helvetica or Helvetica Neue must remain the font for body text.

#### *MUSEO SANS*

ABCDEFGHIJKLMNOPQRSTUVWXYZ &?%  
abcdefghijklmnopqrstuvwxyz1234567890

These typefaces can be obtained from [FontShop.com](https://fontshop.com). Hitachi Data Systems does not supply licensed fonts. OpenType is the recommended font format for use.

### SPECIFIED TYPEFACES: DIGITAL AND INTERACTIVE APPLICATIONS

For online applications, including company Web page and intranet sites, electronic direct mail, Web banners and landing pages, Helvetica or Arial is the primary font.

## PHOTOGRAPHY

Photography should depict the diversity of real-world environments that are empowered by Hitachi Data Systems solutions. Consider shots that suggest the power of our technologies to enhance society at the macro, micro, professional and personal levels, through innovation and invention.

Hitachi Data Systems develops products and solutions that help our customers and partners innovate to solve their everyday challenges. Our selection and use of lifestyle, product and supporting imagery makes an important statement about who we are. We reflect these characteristics by using imagery that is open, bright, active, contemporary, down-to-earth and always authentic. Choose

images that offer a view into individuals' daily lives and, crucially, the seamless integration of Hitachi Data Systems solutions into their respective roles. Traditional "business" shots should be avoided. Instead, look for images that reflect the changing world of work across a wide variety of regions, industries and sectors.

Image selections should help tell a rich, human story and show vertical industry examples, when possible. The focus should be on ways in which information can positively impact our daily lives. With the use of photography, the objective is clear: Add context, relevance and meaning to the core thought that defines the concept of "Innovate With Information."

## EXAMPLES



When using people in photography, they should look like everyday people: Diversity in age, ethnicity and gender is encouraged. Avoid photos of people with a stereotypical "perfect" look. Forced and unnatural poses diminish the authenticity and impact of the rich, human story that our marketing communications strive to tell. People in our communications should appear natural, relaxed, comfortable, proud and empowered. Avoid images in which the subject or subjects are looking directly at the camera. Conceptually, we are peeking into their daily lives — not controlling them.

Photography can be downloaded from our [Image Library](#) on the Hitachi Data Systems Brand Portal.



## WORD TEXTURE

Our word texture is a key design element of the Hitachi Data Systems identity. The word texture has been introduced to help build recognizable consistency across the full range of our brand materials, including all print and digital applications.

The word texture is intended only to complement and enhance the rich, human story that our marketing communications strive to tell. At no point should the word texture become the focal point. It should be applied across all Hitachi Data Systems brand materials: The more widely it is used, the stronger its impact and meaning.

The word texture should be overlaid onto imagery or a colored background (patterned or solid) with a semi-transparent white or gray typeface. A gradient can be applied if necessary to increase readability of headlines and other important elements. Correct usage of this primary graphic device is crucial to avoid detracting from additional design elements.

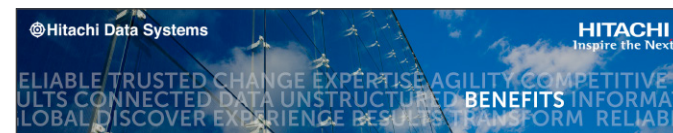
The corporate word textures are available by downloading the file from the [Brand Portal](#). Custom word textures can also be created using the following specifications. Only words from the approved corporate and vertical word lists can be used in the word texture.

The following specifications can be used as a starting point for building the word texture and work best when adjusted to each application:

- Letters for the word texture must be in all caps.
- Font: Museo Sans 700.
- Letter spacing or tracking: 10.
- Transparency or opacity is determined by the density of the image. We recommend starting with a 40% opacity and altering from there. The word texture should be readable, but subtle.
- Most textures include 15-20 words, depending on the size.

- Spacing between words should remain consistent throughout the word texture.
- All text should be flush left, and all words should bleed off of the design area on both sides. This helps ensure the word texture does not become a major focal point of the design.
- Optional: Choose 1 word to highlight (up to 100% opacity) in your word texture.
- To create a vertical-specific word texture, download the [Corporate and Verticals Word List](#). Choose one word from your vertical to include as the highlighted word to use in your word texture.

## EXAMPLES



### SUPPORTED VERTICALS WORD LISTS

- Communications, Media, Entertainment.
- Education.
- Federal Government.
- Financial Services.
- Healthcare and Life Sciences.
- Manufacturing.
- Retail.

Please help us expand the uses for the word texture. If you have additional placement ideas, contact [marcom@HDS.com](mailto:marcom@HDS.com) to discuss.

## DIAGONAL LINE PATTERN

The Hitachi Data Systems design elements include a diagonal line pattern that can be used to add energy and visual intrigue to the design layout of brand materials. The diagonal line pattern is a semi-transparent pattern, made from thin diagonal lines.

Applications of this device include:

- Text boxes.
- Call-out quotes.
- Edging and borders.
- Image overlays.
- Background textures.

Here are full instructions for using the HDS-supplied files:

### ADOBE ILLUSTRATOR (AI)

The diagonal line pattern is supplied as an [AI file](#) that you can download from the Brand Portal and drop into the Illustrator Swatches folders described here:

**For Apple Macintosh:** Illustrator 6\Presets\en\_US\Swatches

The swatches can then be selected by accessing them via Swatches > Open Swatch Library

**For Microsoft® Windows®:** C:\Program Files\Adobe\Adobe Illustrator CS6\Presets\en\_US\Swatches

The swatches can then be selected by accessing them via C:\Program Files (x86)\Adobe\Adobe Illustrator CS6\Presets\en\_US\Swatches

### ADOBE PHOTOSHOP (PSD)

The diagonal line pattern is provided in a [PSD file](#) available on the Brand Portal. To use the pattern, open the file and overlay the texture over the photograph. Position and adjust the opacity as needed, then create a mask to trim the texture to the image.

### ADOBE INDESIGN (INDD)

The easiest way to use the pattern within InDesign is to place the provided [EPS file](#) of the diagonal line pattern available on the Brand Portal in front of other design elements. You can then alter the opacity within the main menu of the application.

To apply a gradient, first select the diagonal line pattern with the direct selection tool, then open the Effects window. Apply a gradient feather effect to the pattern and change the start and end points, their opacity, and gradient angle to fit the overall design.

For large-scale applications such as posters and banners, contact [marcom@HDS.com](mailto:marcom@HDS.com) for additional information.

### COLORS AND GRADIENTS

The diagonal line pattern can be layered over solid or gradient backgrounds from the corporate color system. Inspire White, Inspire Grey or black can be used for creating the diagonal line pattern.

40% opacity is a good starting point for most applications. When layering the diagonal line texture over photography, avoid placing the line pattern across important focal areas or faces. Adjust the opacity and gradient to fit each application to ensure the image remains the focus and the diagonal line texture is secondary.

### SCALING

The diagonal line pattern should never be scaled up or down. Instead the following ratios should be maintained:

#### PRINT APPLICATIONS – 1:1 RATIO

- Line width: 1.5 pt
- Spacing width: 1.5 pt
- Line angle: 45°, forward-facing (to the right)

Download the [diagonal line pattern](#). Bring into InDesign at 100%. Then add the effects filter “Gradient Feather” to create the fade into the photo or color background.

#### WEB AND DIGITAL APPLICATIONS – 1:1 RATIO

- Line width: 1 px
- Spacing width: 1 px
- Line angle: 45°, forward-facing (to the right)



## EXAMPLES

## NOTE

Visit the [HDS Infographic Library](#) for ideas to organize ideas visually. (View in slideshow mode to activate link.)

Insert your quotation or callout text in this box.  
Use Arial white text with a minimum size of 20pt.

– Source

Newsletter Title

Sed ut perspiciatis unde omnis iste


Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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- Blanditiis praesentium voluptatum deleniti atque
- Nam libero tempore, cum soluta nobis
- Voluptatibus maiores alias consequatur



Innovation is the engine of change, and information is its fuel. Innovate intelligently to lead your market, grow your company, and change the world. Manage your information with Hitachi Data Systems.

[www.HDS.com](#) | [community.HDS.com](#)









Unlock New Telecom Revenues

Optimize your data center and services with Hitachi big data solutions.



Find Oil and Gas Faster, More Safely

Explore the Hitachi big data solutions for energy, oil and gas.

Maximize Your IT.  
Move Your Business Forward.

BAL TECHNOLOGY VALUE INT  
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#HDSMaxIT






Newsletter Title

Date

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> Learn More

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Learn More: [Hyperlink 1](#) [Hyperlink 2](#) [Hyperlink 3](#)



Innovation is the engine of change, and information is its fuel. Innovate intelligently to lead your market, grow your company, and change the world. Manage your information with Hitachi Data Systems.

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# DESIGN APPLICATIONS

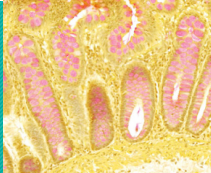


Design applications are the canvases for the Hitachi Data Systems brand image. Our Design Guide provides you with the necessary design elements to make the most of these canvases. Designing for consistency across all collateral, media and communications is crucial.

The following design applications are samples that should be used only as visual aids to understand the look and feel of the Hitachi Data Systems brand. They are solely intended to illustrate what constitutes best practice in applying Hitachi Data Systems design elements.

## EXAMPLES

### COLLATERAL



Digital pathology has the potential to enormously change how pathology slide specimens are reviewed, shared and managed. Together, Hitachi Data Systems and Pixcelldata support digital pathology with a turnkey solution for the unique workflows and collaboration challenges of pathology.

DATASHEET

#### Hitachi Content Platform and Pixcelldata™ Collibio™ for Digital Pathology

Pathology plays a critical role in the continuum of patient care with almost 70% of all patient care decisions resting on pathology test results. For the average provider organization, this represents millions of pathology tests that must be manually prepared, reviewed, shared, analyzed and stored. Digital pathology promises to simplify and improve the pathology workflow.

**Ensure Long-Term Access, Use and Preservation of Pathology and Other Medical Data**

The digitization of medical images, is an efficiency strategy that has proven itself in medical imaging departments around the globe. As a result, hospitals and their pathology departments are seeking digital solutions that support a productive and efficient pathology workflow and ensure a more holistic and future-proof approach. Requirements include:

- Improve access to pathology images.
- Rapidly share images among facilities.
- Digitally enable access to subspecialty consultation.
- Support telepathology or remote diagnosis.
- Control the inevitable explosive growth in data and curb its related costs.
- Simplify educational processes by eliminating the need for results and reprocessing of samples.

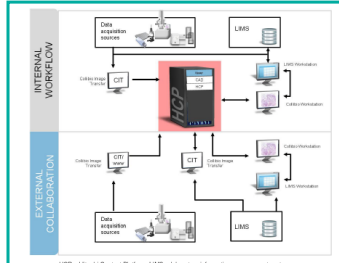




Figure 1. The Hitachi Content Platform and Pixcelldata Collibio Solution for Digital Pathology



### NEWSLETTER

RELIABLE. INNOVATE. CHANGE. EXPERTISE. AGILITY. COMPETITIVE. RESULTS. INNOVATE. CONNECT. DATA. UNSTRUCTURED. INFORMATION. GROW.

Newsletter Title

Date

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Learn More: [Hyperlink 1](#) [Hyperlink 2](#) [Hyperlink 3](#)


**>>> INNOVATE WITH INFORMATION™**

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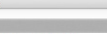




### WEB PAGE

Hitachi Data Systems (HDS) - Big Data Storage, Virtualization, Information Management, Cloud Services

RELIABLE. INNOVATE. CHANGE. EXPERTISE. AGILITY. COMPETITIVE. RESULTS. INNOVATE. CONNECT. DATA. UNSTRUCTURED. INFORMATION. GROW.

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Solutions

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**Get MORE From Your Private Cloud.**

More virtualized. More secure. More open.

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Hitachi understands big data today and the big data that will evolve tomorrow. Because we built the machines that create it. We apply decades of expertise in vertical industries to give you real-time information, useful analytics, and integrated technologies for innovation. See more.

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# CO-BRANDING GUIDELINES

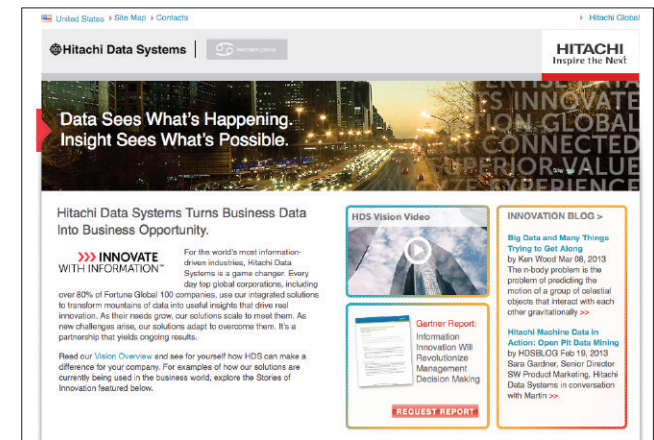
## CO-BRANDING GUIDELINES

In co-branding, Hitachi Data Systems products, services, solutions or brand are associated with a partner's products, services, solutions or brand. In our marketing materials, this typically involves the inclusion of a partner's company logo or logos into the design layout of co-branded applications.

The partner logo should be placed at the same level or subordinate to the Hitachi Corporate Statement Logo. The partner logo can never exceed the Hitachi brand in size or prominence.

The following examples illustrate correct and appropriate placement of partner logos, where required:

### EXAMPLES



# BRAND REVIEW



A consistent Hitachi Data Systems brand builds on the trust our prospects, customers and partners have in us. It multiplies the effectiveness of our marketing materials. The branded items you produce will take advantage of the brand equity that has been established by others. Your effective use of the brand will also be the foundation for branded items after yours. Please use the brand wisely.

To align our efforts and to enable dialogue about our brand strategy, HDS has a global Brand Review process. All externally facing branded materials and communications need to undergo a Brand Review to obtain approval for publication. This is for all content on HDS.com and static content on HDS Community. It includes on-page content, videos, email campaigns and microsites, tradeshow booth panels and marketing materials, as well as our corporate collateral and presentations.

The reviewers examine the appropriate use of brand elements, as defined in the HDS Brand and Editorial Guidelines:

- Logos and marks.
- Typography.
- Color palettes.
- Imagery — photography and graphic devices.
- Writing — tone of voice, copy style and legal liability.

Materials for editorial review, brand review and video review are always submitted to [marcom@HDS.com](mailto:marcom@HDS.com).

- Please submit marketing materials in editable formats, such as: Microsoft Word, PDF, jpg and Microsoft PowerPoint®.
- For video review, please contact: [marcom@HDS.com](mailto:marcom@HDS.com) and you will be provided with a link to Wistia, where you can upload your video for review.

Lead times for different types of reviews:

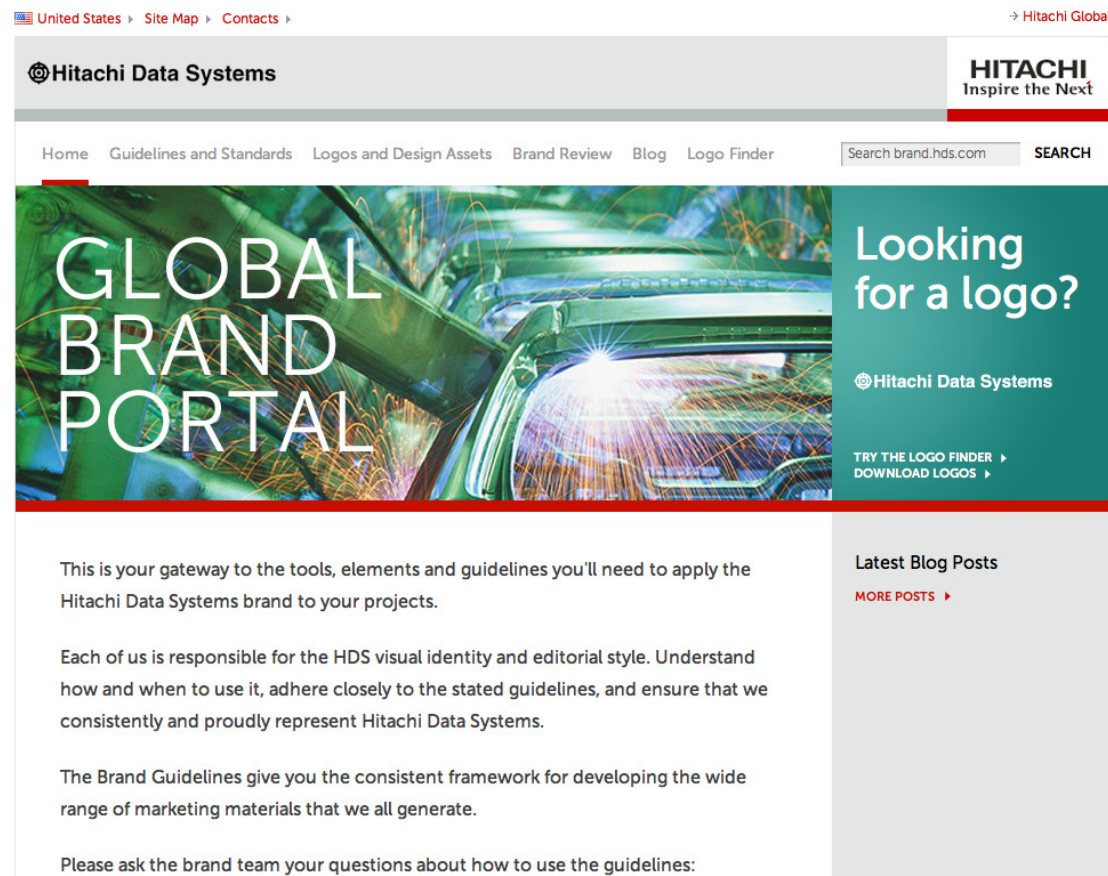
- Editorial review for text only, such as customer letters, elevator pitches, Web page content, video scripts, collateral, and so on, is **3 business days**.
- Brand review for assets like e-books, advertising, tradeshow booths, collateral, and so on, is **3 business days and includes an editorial review and a visual review**.
- Video review is required for any videos posted to our [YouTube channel](#) or [HDS.com](https://www.hds.com). Please submit scripts for editorial review before shooting the video. Submit near-final videos for brand review. Each review cycle is **3 business days**.
- Brand review for campaign assets (after initial concepts have been approved) and presentations is generally **5 business days and includes an editorial review and a visual review**. Due to the size of some campaigns, the review cycle may be longer. You will be provided with a review timeline on submission of your campaign assets.

# DESIGN ASSETS AND ADDITIONAL RESOURCES

There are many tools to help you produce and drive the Hitachi Data Systems brand within the company and with our customers and partners. At [HDS.com/brand](https://hds.com/brand), you will find these guidelines along with design assets, logos, images and additional resources you need to develop your HDS marketing materials and projects in a consistent system.

### DESIGN ASSETS AND ADDITIONAL RESOURCES

If you have questions about how to apply these elements, please contact the brand team at [marcom@HDS.com](mailto:marcom@HDS.com).



## Hitachi Data Systems

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2845 Lafayette Street

Santa Clara, California 95050-2639 USA

[www.HDS.com](http://www.HDS.com)    [community.HDS.com](http://community.HDS.com)

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**Europe, Middle East and Africa:** +44 (0) 1753 618000 or [info.emea@hds.com](mailto:info.emea@hds.com)

**Asia Pacific:** +852 3189 7900 or [HDS.marketing.apac@hds.com](mailto:HDS.marketing.apac@hds.com)

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CORP-498-B KK December 2013