

# BlackBerry Branding Guidelines

## 1. Terms of Your Trademark License

Your use of the trademarks, trade names, service marks, logos or imagery of Research In Motion (RIM), (collectively the “RIM Marks”), is limited to the use licensed in the agreement you signed with RIM. If a trademark license is not included in your agreement with RIM, you are prohibited from using the RIM Marks without the express written permission of an authorized representative of RIM Marketing Communications, except as permitted under the Public Guidelines for Use of RIM Trademarks found at [www.blackberry.com/publicguidelines](http://www.blackberry.com/publicguidelines).

As a licensed user, you are required to comply with these BlackBerry Branding Guidelines. These Guidelines apply to all materials and communications by any media (“materials”) where RIM Marks are used. You must ensure that all personnel responsible for producing such materials adhere to these Guidelines.

All materials using a RIM Mark must be reviewed and approved prior to release by RIM Brand Communications. Ensure a minimum of five (5) business days for the review process to occur. Please submit all materials and direct any questions about use of the RIM Marks to RIM Brand Communications ([brand@rim.com](mailto:brand@rim.com)).

For a copy of these guidelines email [brand@rim.com](mailto:brand@rim.com), visit Partner Guidelines ([www.blackberry.com/partnerguidelines](http://www.blackberry.com/partnerguidelines)), or visit BlackBerry Universe ([www.blackberryuniverse.com](http://www.blackberryuniverse.com)).

## 2. RIM Registered Marks and Trademarks

RIM Marks that appear on the following list are registered or pending with the U.S. Patent and Trademark Office and other countries.

- BlackBerry®
- RIM®
- Research In Motion®
- SureType®
- BlackBerry® Pearl™
- BlackBerry® Curve™
- BlackBerry® Unite!™
- BlackBerry® Bold™

A list of RIM Marks can be found at: [www.blackberry.com/trademarklist](http://www.blackberry.com/trademarklist)

The absence of a RIM Mark from this list does not mean that RIM does not use the mark, that the mark is not a registered trademark of RIM or that the BlackBerry product or service is not actively marketed or is not significant within its relevant market.

### 3. BlackBerry Trademark Rules

You may only use the RIM Marks if you have obtained prior approval from RIM Marketing Communications pursuant to paragraph 1 and your use complies with these Guidelines.

- i. You should always use the RIM Trademark as an adjective and not as a noun or verb.

Acceptable	Unacceptable
BlackBerry® smartphone	The BlackBerry is...
I will respond to your email using my BlackBerry® smartphone.	I will BlackBerry you.

- ii. The trademark should be followed by the appropriate generic term for the product (i.e. smartphone) or service. Refer to the BlackBerry Naming System at [www.blackberry.com/names](http://www.blackberry.com/names) for the appropriate generic term to use with the RIM Marks, including:

- BlackBerry smartphones
- BlackBerry products
- BlackBerry product components
- BlackBerry enabled device products
- BlackBerry accessories

- iii. Do not use the RIM Marks in plural or possessive form.

Acceptable	Unacceptable
BlackBerry® smartphones	BlackBerry's BlackBerries BlackBerry's

- iv. The RIM Marks may not be included in any non-RIM trade name, business name, domain name, product or service name, logo, trade dress, design, slogan or other trademark. Your licensed use of the RIM Marks does not permit your use of any word or words that are confusingly similar or identical to a RIM Mark.

Acceptable	Unacceptable
<a href="http://www.wirelessaccessories.com/blackberry">www.wirelessaccessories.com/blackberry</a>	<a href="http://www.blackberrywirelessaccessories.com">www.blackberrywirelessaccessories.com</a>
Acme Instant Messenger for BlackBerry smartphones	AcmeBerry Instant Messenger
Acme Messaging Inc.	Acme BlackBerry Messaging Inc.

- v. Use the proper symbol for the RIM Marks. Always capitalize the product brand name and designate the trademark with the appropriate ™ or ® symbol as shown in these Rules.

Acceptable	Unacceptable
BlackBerry®	BlackBerry™
BlackBerry® Pearl™	BlackBerry Pearl®

- vi. Your company's name, logo or trademark must appear on any materials where the RIM Marks are used, and must be larger and more prominent than the RIM Marks.

vii. The RIM Marks may not be used in any manner that expresses or implies RIM's affiliation, sponsorship, endorsement, certification or approval other than as permitted by your trademark license from RIM.

viii. You may not use the RIM Marks in association with your trademarks or any third party trademarks in a way that creates potential confusion as to ownership of the RIM Marks.

Acceptable	Unacceptable
[Your Product/Service Name] for use with BlackBerry® smartphones	BlackBerry™ [Your Product/Service Name]
[Your Product/Service Name] works with BlackBerry® smartphones	BlackBerry's [Your Product/Service Name]
[Your Product/Service Name] for the BlackBerry® Enterprise Solution	[Your Product/Service Name]berry
[Your Product/Service Name] for the BlackBerry® wireless solution	[Your Product/Service Name] BlackBerry

ix. Use a Notice of Ownership and Disclaimer. In all materials where RIM Marks are used the following trademark notice must be prominently displayed:

BlackBerry®, RIM®, Research In Motion®, SureType® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. Used under license from Research In Motion Limited.

## 4. The BlackBerry Logo

The use of the BlackBerry logo is limited to licensed users and must meet the standards set out in your agreement with RIM and these guidelines.

The BlackBerry logo comprises two elements — the BlackBerry emblem and the BlackBerry word design. The logo should always appear with both elements in the correct position and in the correct proportion. The preferred standard logo can be used in black, blue or white.

The alternate version of the BlackBerry logo maintains the word design and emblem, but is presented in formats that may be better suited for specific applications. The alternate logo can be used in black or blue.

### Preferred Standard Logo



### Alternate Standard Logo



In addition to the standard BlackBerry logo, some specific product logos have been developed. These incorporate a product name with the standard BlackBerry logo. The BlackBerry Pearl logo shown below is an example of a product logo.

### Preferred Product Logo



### Alternate Product Logo



Additional BlackBerry logos can be found at:  
[www.blackberry.com/logolist](http://www.blackberry.com/logolist)

All BlackBerry logos are unique pieces of artwork. The proportion and arrangement have been specifically determined. The BlackBerry logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available from RIM Brand Communications ([brand@rim.com](mailto:brand@rim.com)) or from BlackBerry Universe ([www.blackberryuniverse.com](http://www.blackberryuniverse.com)).

#### 4.1 Clear Space

The minimum clear space for most BlackBerry logos is defined by the height of the “B” in the word. The minimum clear space for the alternate vertical logo is twice the height of “B.” These minimum spaces should be maintained as the logo is proportionally enlarged or reduced in size.



#### 4.2 Minimum size

The minimum size of the logo for print is determined by the width of the BlackBerry word, which should not be reproduced in a size smaller than indicated below.



### 4.3 Logo Color Variations

The preferred logo can be produced in black, blue or white. Use the color which provides the maximum amount of contrast between the logo and the background.

Specific color values when reproducing the logo in blue are shown below.

White is the preferred background on which to reproduce the color logo. If reproduction on white is not possible, the logo should be reproduced as a full-reverse in white out of a color background.

When the BlackBerry logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.



Logo Color — Black PMS Black,  
CMYK: (C:0 M:0 Y:0 K:0),  
RGB (R:0 G:0 B:0) or  
HTML Web (000000)



Logo Color — Blue PMS 647,  
CMYK (C:96 M:53 Y:5 K:24),  
RGB (R:22 G:87 B:136), or  
HTML Web (165788)



Logo Color— White or Reversed PMS White,  
CMYK: (C:0 M:0 Y:0 K:0),  
RGB (R:255 G:255 B:255) or  
HTML Web (FFFFFF)

### 4.4 Logo Use

All materials that reference BlackBerry products and services must display a BlackBerry logo. For materials that only feature a specific BlackBerry product, the appropriate product logo must be used. (The standard BlackBerry logo can also be displayed.) For specific size requirements please see below.

All co-branded BlackBerry materials must display a BlackBerry logo at a comparable size to (approx. 75%), and frequency of, the Partner's logo. However, if the word "BlackBerry" is prominently displayed in the main headline or on a BlackBerry smartphone image, the BlackBerry logo can appear at a minimum of 50% of the size of the Partner's logo.

## 4.5 Logo Misuse

To ensure accurate, consistent reproduction of the BlackBerry logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from RIM Brand Communications or from BlackBerry Universe ([www.blackberryuniverse.com](http://www.blackberryuniverse.com)).

The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the BlackBerry logo.



**BlackBerry**®

**Don't** typeset the logo or create as text



**BlackBerry**  
**BlackBerry**

**Don't** distort the logo



**BlackBerry**

**Don't** change the proportions of logo elements



**BlackBerry**

**Don't** remove the registered mark



**BlackBerry**

**Don't** use values of approved colors



**BlackBerry**

**Don't** use colors other than the specified color variations



**BlackBerry**

**Don't** allow the logo to face into the background



**BlackBerry. 8800**

**Don't** combine logo with text

## 5. Smartphone Imagery

Smartphone imagery must be displayed accurately and consistently. Any alteration of the BlackBerry smartphone image by deleting the logos, changing the screen display or altering the appearance of the smartphone image in any respect is prohibited.

Shown below are examples of acceptable ways to show the BlackBerry smartphone. Please use only approved photographs of smartphones, available from RIM Brand Communications.



Show the whole product.



Show the product in color and consider the angled options.



Use a drop shadow and/or reflection with the image.

### 5.1 Smartphone Imagery Misuse

When using images of the BlackBerry smartphone, reproduction must be of the highest quality possible. Sample misuses are shown below.



**Don't** distort the image



**Don't** alter, omit or cover the BlackBerry logo on the smartphone.