

# SanDisk® Retail Branding and Graphic Design Guidelines



The SanDisk Retail Branding and Graphic Design Guidelines are an important component of the SanDisk branding strategy. The inherent “look and feel” of SanDisk literature is achieved by providing visual cues that make it easy to identify the SanDisk brand. The consistent application of these guidelines gives readers a kind of shorthand that makes it easier to identify our products and literature. The SanDisk Retail Branding and Graphic Design Guidelines are built around a visual vocabulary of graphic elements such as the SanDisk logo, typefaces, shapes, colors, and photographs. Together, they provide a uniform look that makes SanDisk communications recognizable anywhere in the world.

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# Elements of the SanDisk Retail Branding and Graphic Design Guidelines

The SanDisk Retail Branding and Graphic Design Guidelines are composed of standard elements that form a visual vocabulary giving SanDisk literature its distinctive look. These elements include the SanDisk logo, typefaces, colors, graphic elements such as the SanDisk color wave, photography and literature templates.

The SanDisk Retail Branding and Graphic Design Guidelines are designed for use by authorized users and licensees of SanDisk trademarks. These Guidelines do not allow or authorize other third parties to use SanDisk trademarks and trade dress elements without express authorization from SanDisk Corporation. For authorized users and licensees of SanDisk trademarks, these Guidelines should be used in conjunction with the terms outlined in any written agreements entered into with SanDisk. In the event of any conflict between these guidelines and the terms outlined in a written agreement with SanDisk, the written agreement controls.

THE SANDISK LOGO



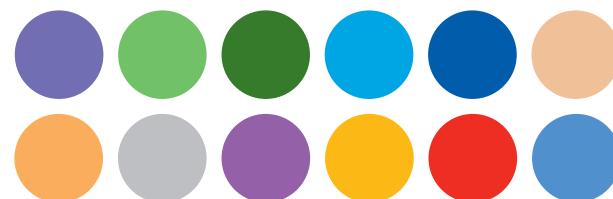
THE SANDISK LOGO WITH TAGLINE



TYPEFACES

A B C D E F G H I J K L  
M N O P Q R S T U V

COLOR PALETTE



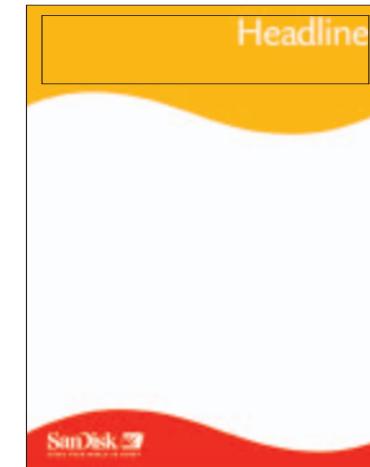
SANDISK COLOR WAVE



PRODUCT PHOTOGRAPHY



TEMPLATES



# Global Packaging

SanDisk standard packaging reflects the SanDisk look and feel, and utilizes the product color palette (on page 6 of this document). Each form factor is identified by its own unique color.

## SANDISK® COMPACTFLASH® PRODUCT PACKAGING



PACKAGE FRONT

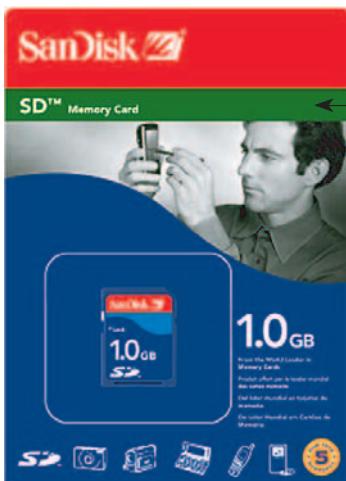
Product color PMS 715



PACKAGE BACK

Product color PMS 715

## SANDISK® SD™ PRODUCT PACKAGING



PACKAGE FRONT

Product color PMS 364



Product color PMS 364

# Color Palette

Within the SanDisk Retail Branding and Graphic Design Guidelines color is used to provide an aesthetic linkage between documents and to lend an overall visual consistency. Color is also used to represent specific product groups within the system providing a clear visual code, making it easier to distinguish one set of product literature from another.

To the right is the SanDisk color palette. When creating SanDisk literature choose appropriate colors from this selection. The palette is divided into three categories. The first is the SanDisk corporate red. The second category contains colors associated with specific product groups. The last category contains general use colors that can be applied where the corporate color or product line colors may not be appropriate.

Colors are defined as both PMS\* and their CMYK equivalents. Whenever possible the SanDisk red should always be printed as PMS 485. Do not match colors from this page. Use an official PANTONE swatchbook or a calibrated CMYK color chart.

\* PANTONE Matching System

SANDISK RED



PMS 485  
C: 0%  
M: 97%  
Y: 100%  
K: 0%

SANDISK GENERAL USE COLORS



PMS 2582  
C: 46%  
M: 72%  
Y: 0%  
K: 0%



PMS 130  
C: 0%  
M: 30%  
Y: 100%  
K: 0%



PMS 279  
C: 68%  
M: 34%  
Y: 0%  
K: 0%



PMS 346  
C: 55%  
M: 0%  
Y: 47%  
K: 0%

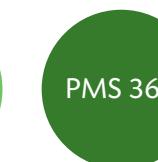
SANDISK PRODUCT COLORS FOR STANDARD PRODUCT LINE



PMS 2665  
Memory Stick™  
C: 62%  
M: 60%  
Y: 0%  
K: 0%



PMS 360  
miniSD™  
C: 58%  
M: 0%  
Y: 80%  
K: 0%



PMS 364  
SD™  
C: 65%  
M: 0%  
Y: 100%  
K: 42%



PMS 2995  
SmartMedia™  
C: 90%  
M: 11%  
Y: 0%  
K: 0%



PMS 286  
MultiMediaCard™  
C: 100%  
M: 66%  
Y: 0%  
K: 0%



PMS 7514  
xD-Picture Card™  
C: 0%  
M: 24%  
Y: 38%  
K: 5%



PMS 715  
CompactFlash®  
C: 0%  
M: 36%  
Y: 71%  
K: 0%



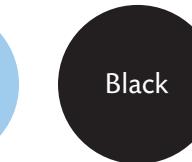
PMS Cool  
Gray 5  
Readers and  
Accessories  
C: 0%  
M: 0%  
Y: 0%  
K: 29%



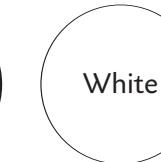
PMS 109  
TransFlash™  
C: 0%  
M: 10%  
Y: 100%  
K: 0%



PMS 283  
RS-MMC™  
C: 35%  
M: 9%  
Y: 0%  
K: 0%



Black  
Cruzer®  
C: 0%  
M: 0%  
Y: 0%  
K: 100%



White  
Mobile Violator  
(“M” Sales Item)  
C: 0%  
M: 0%  
Y: 0%  
K: 0%



PMS 115  
Mobile Violator  
(“I” Sales Item)  
C: 0%  
M: 9%  
Y: 80%  
K: 0%



Gray  
Non-Mobile  
Violator  
C: 0%  
M: 0%  
Y: 0%  
K: 11%

# Using the SanDisk Logo

The SanDisk logo is the cornerstone of the SanDisk brand and symbolizes the integrity of the company and its products. It should be used carefully and displayed correctly and consistently.

- The logo is designed to stand on its own and should not be used as a part of a headline, phrase or sentence.
- Always use the official logo artwork which can be obtained from the SanDisk web site.
- The logo should always appear in PMS 485 red, solid black, or white.
- When using the logo in black or red it should always appear against a white or light colored background and the starburst element should be white.
- When reproducing the logo in white it should only appear on a black or red colored background and the starburst element should be black or red depending on the background used. The starburst elements should always knock out to the background color, either black or red.
- The logo should always have a minimum space clearance of no less than 50% of the logo height on all sides from any other printed area.
- The SanDisk logo is available for download on the SanDisk web site in the online media kit.

THE LOGO MUST ALWAYS HAVE A CLEARANCE EQUAL TO AT LEAST 50% OF THE LOGO HEIGHT.



THE SANDISK LOGO MAY APPEAR IN RED, BLACK OR WHITE.



# Using the SanDisk Logo with Tagline

When using the SanDisk logo along with the tagline, it should always be used in a manner consistent with these guidelines:

- The logo with tagline is designed to stand on its own and should not be used as a part of a headline, phrase or sentence.
- Always use the official artwork which can be obtained from the SanDisk web site.
- The logo with tagline should always appear in PMS 485 red, solid black, white, or a combination of red and black.
- When using the logo with tagline in black or red it should always appear against a white or light colored background and the starburst element should be white.
- When reproducing the logo in white it should only appear on a black or red colored background and the starburst element should be black or red depending on the background used. The starburst elements should always knock out to the background color, either black or red.
- The logo with tagline should always have a minimum space clearance of no less than 50% of the logo height on all sides from any other printed area.
- The SanDisk logo is available for download on the SanDisk web site in the online media kit.

THE LOGO WITH TAGLINE MUST ALWAYS HAVE A CLEARANCE EQUAL TO AT LEAST 50% OF THE LOGO HEIGHT.



THE LOGO WITH TAGLINE MAY APPEAR IN RED, BLACK, WHITE OR A COMBINATION OF RED AND BLACK.



# Improper Use of the SanDisk Logo

- Never attempt to recreate or modify the logo in any way. It should not be cropped, stretched, outlined, italicized or printed over.
- The SanDisk logo should never be incorporated into another logo or symbol without prior approval.
- The SanDisk logo should never be tinted or screened.
- The logo should never be reproduced smaller than one inch wide without prior approval.
- Do not reproduce the SanDisk logo in a color other than red, white or black.
- Do not reproduce the SanDisk logo on a colored background other than white, red or black.

**DO NOT USE THE LOGO AS A PART OF A PHRASE OR SENTENCE.**

Introducing SanDisk  Memory

**DO NOT ALTER THE LOGO IN ANY WAY.**











# Improper Use of the SanDisk Logo with Tagline

- Never attempt to recreate or modify the logo with tagline in any way. It should not be cropped, stretched, outlined, italicized or printed over.
- The SanDisk logo with tagline should never be incorporated into another logo or symbol without prior approval.
- The SanDisk logo with tagline should never be tinted or screened.
- The logo with tagline should never be reproduced smaller than one inch wide without prior approval.
- Do not reproduce the SanDisk logo with tagline in a color other than red, white or black.
- Do not reproduce the SanDisk logo on a colored background other than white, red or black.

**DO NOT USE THE LOGO WITH TAGLINE AS A PART OF A PHRASE OR SENTENCE.**

Introducing  Memory

**DO NOT ALTER THE LOGO WITH TAGLINE IN ANY WAY.**

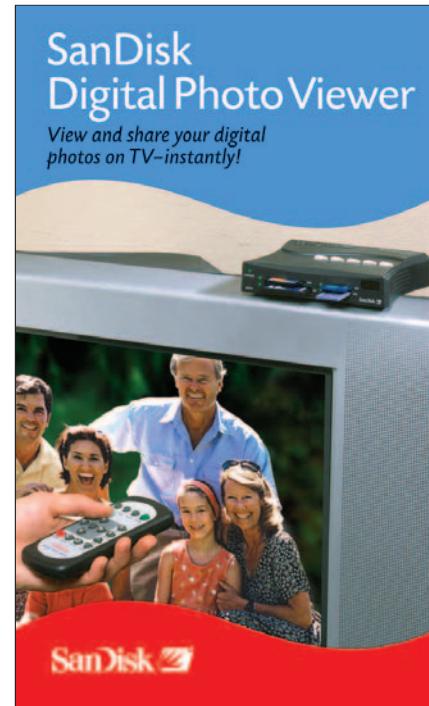


# The SanDisk Color Wave

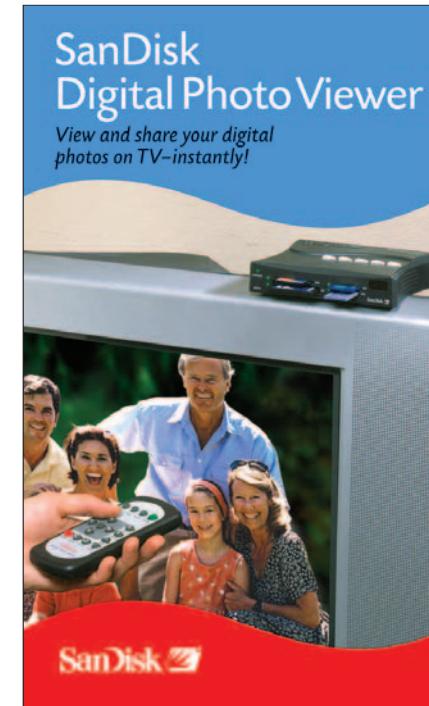
The SanDisk color wave is a key element and serves two purposes. It is primarily used to contain the SanDisk logo. When it is used for this purpose it is always at the bottom of the front cover and is always reproduced in PMS 485 red with the logo in white.

As a secondary application the color wave can be used as a decorative element or container for pictures, type or color. You may exercise creativity in the use of the color wave so long as the actual shape of the element does not change.

THE SANDISK COLOR WAVE CONTAINING THE LOGO



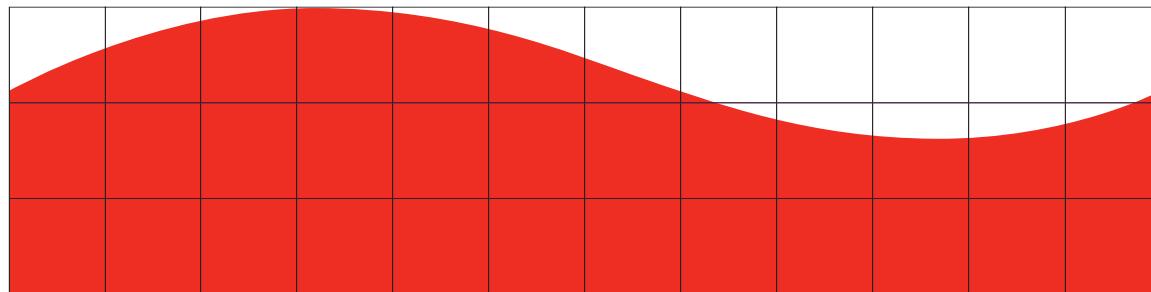
THE SANDISK COLOR WAVE USED AS A DESIGN ELEMENT



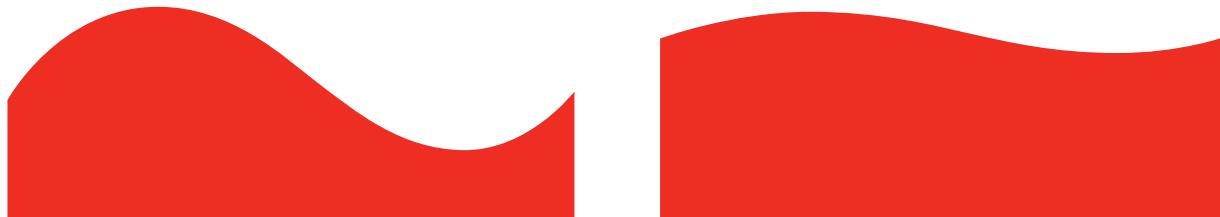
# Specifications of the Color Wave

The shape of the color wave element should remain constant and should not be modified in any way. It is important to maintain the integrity of the curve on the edge of the wave. Do not attempt to draw the color wave. Use the official artwork available from the SanDisk corporate marketing department.

PROPER CONSTRUCTION OF THE COLOR WAVE ELEMENT



IMPROPER CONSTRUCTION OF THE COLOR WAVE ELEMENT



# Guidelines for Photography

Photographic elements are also an important part of the SanDisk visual vocabulary. When photographic images are of consistently high quality and are uniform in style and conceptual approach they lend a sense of unity to the overall literature program and underscore a sense of integrity and professionalism.

SanDisk photography falls into two broad categories—lifestyle and product. Lifestyle images are used to give a sense of the end user experience and to put SanDisk products into the proper context.

Lifestyle images should feature real people in everyday situations. They should have a candid quality, have an authentic quality and be easy to relate to. Product photos have a different purpose. These images are designed to show off the product and its features so they should be kept simple and uncluttered.

When shown together as a group, products should be size proportionate to each other as shown in the example to the right.

Take care to ensure that proper clearances to use photographs are obtained from the copyright holders. In addition, clearances to use an individual's likeness should be obtained from any identifiable individual portrayed in a photograph used for SanDisk marketing materials, advertising, or packaging.

EXAMPLES OF LIFESTYLE PHOTOGRAPHY



EXAMPLES OF PRODUCT PHOTOGRAPHY

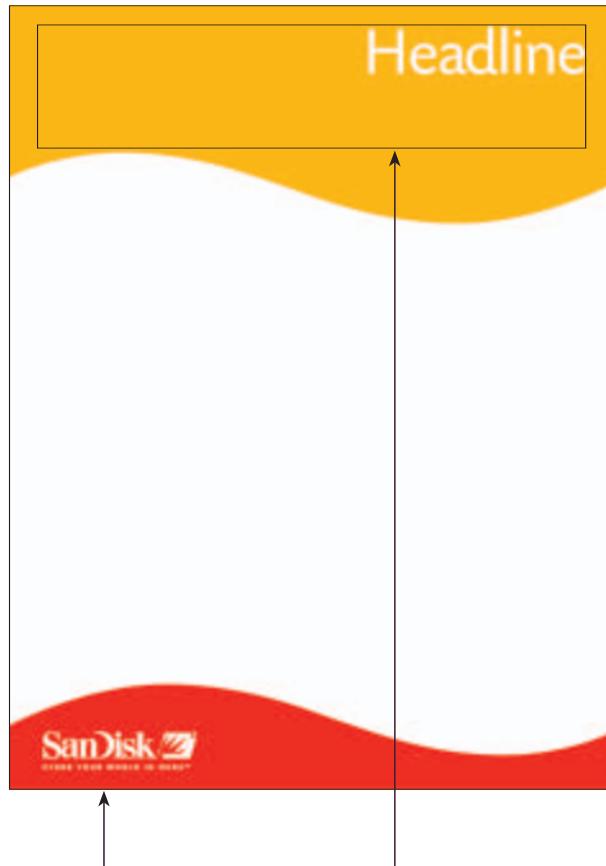


# Using the Design Templates

Design templates have been created in QuarkXPress for the most common literature configurations. The templates include the basic page construction with margins, columns and key elements in place along with style sheets that make it easy to format text. Simply open the template in QuarkXPress, create your layout and save it as a new document.

## TEMPLATE EXAMPLE

Template



Standard elements  
are already placed  
within the template

Finished Document



Text boxes and/or  
column guides are  
in place ready for  
new text. Use the  
handy style sheets  
to format text with  
a mouse click.

# End User Brochures (Small)

End user brochures in this size configuration are generally used in the U.S., Latin America and Pacific Rim.

## Recommended Specifications: (in inches)

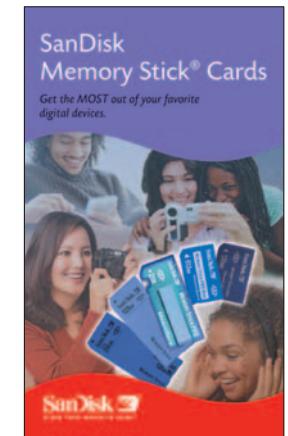
|               |           |
|---------------|-----------|
| Dimensions:   | 3.625 x 6 |
| Page margins: | .4        |
| Column width: | 2.825     |
| Gutter width: | —         |

Print end user brochures on a high quality paper with a gloss finish in an 80# text weight.

## SAMPLE

The brochure features a purple header with the SanDisk logo and the title "SanDisk Memory Stick® Cards". Below the header, a large photo shows four young women looking at their cameras and memory cards. The main text reads: "Get more out of your digital devices with SanDisk Memory Stick cards. If you're looking for optimal performance, optimal price, highest capacity and full compatibility, ask for SanDisk. We offer the industry's most complete line of Memory Stick products for all of your current-and-future-digital storage needs. From digital cameras, to cell phones, to digital camcorders, to PDAs, to digital audio players... SanDisk Memory Stick cards make all of your digital devices better. For more information and the name of your nearest SanDisk retailer, visit us at [www.sandisk.com](http://www.sandisk.com)". The footer contains the SanDisk logo and contact information: 140 Cypress Court, San Jose, CA 95134, Tel: (408) 542-0500, [www.sandisk.com](http://www.sandisk.com). A small note at the bottom states: "SanDisk and the Sandisk logo are registered trademarks of SanDisk Corporation. Memory Stick is a registered trademark and Memory Stick PRO, Memory Stick PRO Duo and Memory Stick DUO are trademarks of Sony Corporation. All other trademarks are the property of their respective owners." The right side of the page has a yellow sidebar with the text: "No matter which digital devices you use, SanDisk offers the full line of Memory Stick products to capture, save, and store your valuable digital data." followed by a list of products: ✓ SanDisk Memory Stick PRO™, ✓ SanDisk Memory Stick PRO Duo™, ✓ SanDisk Memory Stick Duo™, ✓ SanDisk Memory Stick™, ✓ SanDisk Memory Stick® Select.

## OUTSIDE



## COVER

The brochure is divided into three columns. The left column features a photo of four people taking a group selfie. The middle column contains text about the SanDisk Memory Stick PRO card, noting its availability in 128, 256, 512MB, 1GB and 2GB, and its high performance and compatibility. It lists features like high-speed data transfer, HD video recording, and MagicGate technology. The right column contains text about the SanDisk Memory Stick PRO Duo card, noting its availability in 64 and 128MB, and its use in small mobile devices. It lists features like high-speed data transfer, adapter included, 5-year warranty, and MagicGate technology. The bottom right corner of the page features a photo of a SanDisk Memory Stick Select card.

## INSIDE

# End User Brochures (Large)

End user brochures in this size configuration are generally used in Europe and Japan.

## Recommended Specifications: (in millimeters)

|               |          |
|---------------|----------|
| Dimensions:   | 92 x 210 |
| Page margins: | 10       |
| Column width: | 72       |
| Gutter width: | -        |

Print end user brochures on a high quality paper with a gloss finish in an 80# text weight.

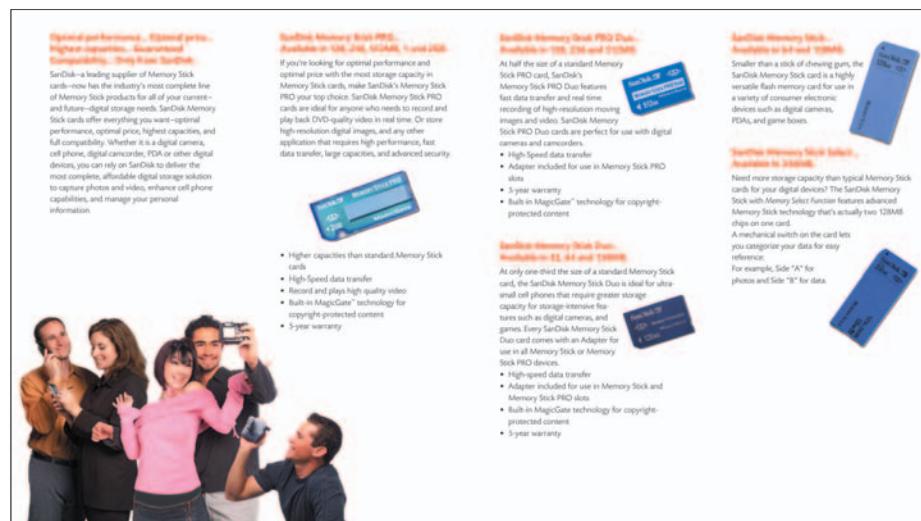
## SAMPLE



OUTSIDE



COVER



INSIDE

# Retail Sales Sheets (Small)

Retail sales sheets in this size configuration are generally used in the U.S., Latin America and Pacific Rim.

## Recommended Specifications: (in inches)

|               |                             |
|---------------|-----------------------------|
| Dimensions:   | 11 x 17 (folds to 8.5 x 11) |
| Page margins: | .4                          |
| Column width: | 5                           |
| Gutter width: | .25                         |

Print retail sales sheets on a high quality paper with a gloss finish in a 65# cover weight.

SAMPLE



FRONT



INSIDE



BACK

# Retail Sales Sheets (Large)

Retail sales sheets in this size configuration are generally used in Europe and Japan.

## Recommended Specifications: (in millimeters)

|               |                              |
|---------------|------------------------------|
| Dimensions:   | 594 x 420 folds to 297 x 210 |
| Page margins: | 10                           |
| Column width: | 134.5                        |
| Gutter width: | 8                            |

Print retail sales sheets on a high quality paper with a gloss finish in a 65# cover weight.

## SAMPLE



FRONT



INSIDE



BACK

# Flyers (Small)

Flyers in this size configuration are generally used in the U.S., Latin America and Pacific Rim.

**Recommended Specifications:** (in inches)

|               |                           |
|---------------|---------------------------|
| Dimensions:   | 8.5 x 11                  |
| Page margins: | .4                        |
| Column width: | Front: 2.5<br>Back: 3.725 |
| Gutter width: | .25                       |

Print flyers on a high quality paper with a gloss finish in an 80# text weight.

SAMPLE



FRONT



BACK

# Flyers (Large)

Flyers in this size configuration are generally used in Europe and Japan.

## Recommended Specifications: (in millimeters)

|               |                       |
|---------------|-----------------------|
| Dimensions:   | 210 x 297             |
| Page margins: | 10                    |
| Column width: | Front: 64<br>Back: 91 |
| Gutter width: | 8                     |

Print flyers on a high quality paper with a gloss finish in an 80# text weight.

## SAMPLE



FRONT



BACK

# Product Line Brochures

**Recommended Specifications:** (in inches)

|               |           |
|---------------|-----------|
| Dimensions:   | 3.625 x 8 |
| Page margins: | .4        |
| Column width: | 2.825     |
| Gutter width: | —         |

Print product line brochures on a high quality paper with a gloss finish in an 80# text weight.

SAMPLE



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Memory Cards</b></p> <p><b>SanDisk CompactFlash®</b><br/>SanDisk CompactFlash allows you to carry many images, music, voice and video files in a portable device. It's perfect for cameras, digital music players, digital camcorders, handheld PCs and voice recorders. It's fully compatible with all CompactFlash®-compatible devices.</p> <p><b>The SanDisk® Photo Card™</b><br/>The SanDisk® Photo Card provides the highest capacity in one of the smallest memory formats available. It's great for taking rapid data transfers, it's ultra compact for the most portable devices. The SanDisk® Photo Card is fully compatible with all SD®-compatible devices.</p> <p><b>SanDisk MultiMediaCard™</b><br/>The SanDisk® MultiMediaCard lets you carry more images, music and voice. This small but rugged memory card is great for digital music players, cameras, digital cameras, mobile phones and digital camcorders. It is fully compatible with all MultiMediaCard®-compatible devices.</p> <p><b>SanDisk Secure Digital™ Cards</b><br/>SanDisk Secure Digital cards provide an easy way to shoot, share, and store digital photos and video. With the 30 picture and 150 picture cards (approximate number of pictures per card, depending on camera model, resolution, and compression), you can take pictures of life's favorite moments, share them with others, then save them for permanent storage or transfer them to your computer. Simple, affordable and convenient.</p> | <p><b>Connectivity Solutions</b></p> <p><b>SanDisk ImageMate™ II in 1 Reader/Writer</b><br/>SanDisk SD is ideal for digital music players, voice recorders, smart phones, cameras, digital cameras, digital camcorders, handheld PCs and voice recorders. The SD card also has a security feature for protection of copyrighted data. SanDisk SD is fully compatible with all SD-compliant devices.</p> <p><b>SanDisk Memory Stick™ and Memory Stick PRO™</b><br/>SanDisk Memory Stick PRO and Memory Stick PRO DUO are the ideal solutions for anyone who wants to record and play back DVD-quality video in real time. It's perfect for cameras, mobile phones, digital cameras, and music. Both cards provide high performance, data security, and enhanced security for your Memory Stick PRO-optimized devices.</p> <p><b>SanDisk Memory Stick Duo™</b><br/>SanDisk Memory Stick Duo is the perfect solution for cameras, digital cameras, smart phones, PDA, and digital music player. It is compatible with all Memory Stick-compatible devices.</p> <p><b>SanDisk Photo &amp; Home™ Cards</b><br/>SanDisk Photo &amp; Home cards provide an easy way to shoot, share, and store digital photos and video. With the 30 picture and 150 picture cards (approximate number of pictures per card, depending on camera model, resolution, and compression), you can take pictures of life's favorite moments, share them with others, then save them for permanent storage or transfer them to your computer. Simple, affordable and convenient.</p> | <p><b>SanDisk PC Card Adapters</b><br/>The SanDisk ImageMate II in 1 Reader/Writer is a Hi-Speed USB 2.0 Adapter that converts your PCMCIA/PC Card into a USB 2.0 port (backward compatible with USB 1.1). It's the easiest way to quickly transfer pictures, movies or any type of data from CompactFlash® II, CompactFlash® I, SD, Memory Stick, Memory Stick PRO, MultiMediaCard or SD cards. You can also transfer data between cards and/or your computer. And the SanDisk ImageMate II in 1 Reader/Writer is a bonus docking station for easy desktop connectivity.</p> <p><b>SanDisk DPV™</b><br/>SanDisk's DPV makes viewing and sharing your digital photos as simple as watching TV. It's easy to use—simply plug the DPV into your TV, place your memory card into the DPV, then sit back and enjoy your digital photo album on your big screen TV. The SanDisk DPV takes CompactFlash®, SD, MultiMediaCard, SmartMedia™, and Memory Stick cards. It's the easiest and most convenient way to share your favorite memories with family and friends.</p> <p><b>SanDisk Cruiser™ USB Drives</b><br/>SanDisk's Cruiser family of Hi-Speed, USB 2.0 Flash Drives allows anyone to store and transport digital photos, music, video and documents. The Cruiser is fast, reliable and compact. The Cruiser Titan combines speed, strength and style in one rugged, compact package. The Cruiser Mini is an extremely small, cool design that can play music files with the additional purchase of the Cruiser Micro MP3 Companion.</p> <p><b>SanDisk ImageMate™ USB 2.0 Readers</b><br/>SanDisk ImageMate USB 2.0 single slot readers are a fast and convenient way to transfer data between memory cards and your computer. They are Hi-Speed USB 2.0 certified for fast data transfer up to 480Mbps. They are also over 100% faster than USB 1.1 readers (backward compatible with USB 1.1). Versions are available for CompactFlash®, SmartMedia™ (SD), Memory Stick (MS) and MultiMediaCard (MMC) SD memory cards.</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# Brand Identity for SanDisk Ultra® II and SanDisk Extreme®

SanDisk Ultra II and SanDisk Extreme are SanDisk's premier product lines. As such, the visual identities for these brands have been designed to present an upscale look while still retaining the color wave element common to all SanDisk literature, advertising and packaging.

As shown in these examples, black is the predominant color along with a metallic wave element at the top which is color coded by product line. The standard red color wave is at the bottom. The SanDisk Ultra II brand is distinguished by a pattern of parallel stripes which echo the curve of the color wave.

SANDISK PRODUCT COLORS FOR THE SANDISK ULTRA II AND SANDISK EXTREME PRODUCT LINE



CompactFlash

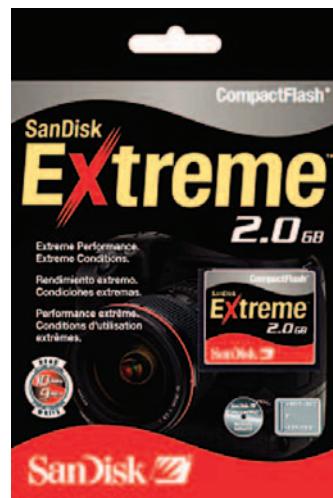


SD

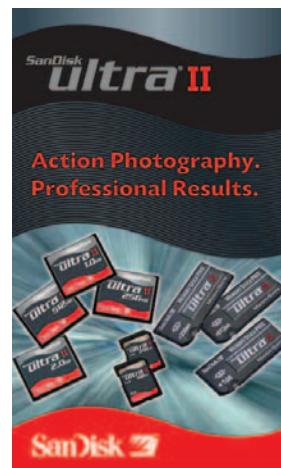
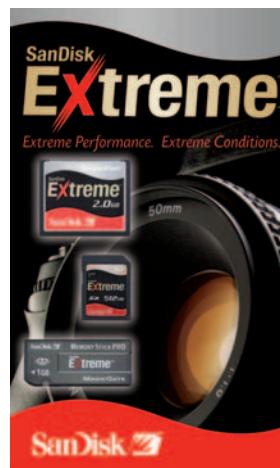


Memory Stick PRO

SANDISK EXTREME® AND SANDISK ULTRA® II PACKAGING



SANDISK EXTREME® AND SANDISK ULTRA® II BROCHURES



# Retailer Ads

Advertising must be more flexible than collateral materials in order to allow more conceptual freedom. With this in mind, the standards for SanDisk retailer advertising have been kept to a minimum. As shown in the example to the right, the red SanDisk color wave containing the logo is a standard element and must appear at the bottom of every ad. The color wave element may also be displayed in gray. In addition, the following typographic guidelines should be observed when creating retailer advertising.

## Recommended Typographic Specifications:

|             |                                                      |
|-------------|------------------------------------------------------|
| Headline:   | 20 pt. Franklin Gothic Condensed with 20 pt. leading |
| Body text:  | 9.5 Frutiger Light with 13 pt. leading               |
| Legal text: | 5 pt. Frutiger Light                                 |

## SAMPLE

Only one card reader handles more cards than we do.

NOW AVAILABLE AT:

Presenting the new SanDisk® ImageMate® 8 in 1 Reader/Writer.

If there's a new card reader in your future, this ought to be it. The ImageMate 8 in 1 Reader/Writer is the perfect solution for anyone looking for a super fast way to transfer data from flash card to computer—not to mention read and write from one flash card to another.

The SanDisk ImageMate 8 in 1 Reader/Writer is the ideal solution for those who need to transfer photos, music, video and data files to their PC at super fast speeds. It offers Hi-Speed USB 2.0 performance and the flexibility to work with virtually any flash card. It works with CompactFlash® Type I and II, SD™, MultiMediaCard, SmartMedia®, XD-Picture Card®, Memory Stick®, and Memory Stick® PRO™ memory cards.

You'll enjoy the extra boost in performance when using a computer with a USB 2.0 port. It's also backwards compatible to work with the older USB 1.1 standard. It even has a bonus docking station and travel cable, making it easy to take on the road with you.

We're not exactly clairvoyant, but if you're looking for a fast, easy and versatile way to work with flash cards, you came to the right place.

**SanDisk**

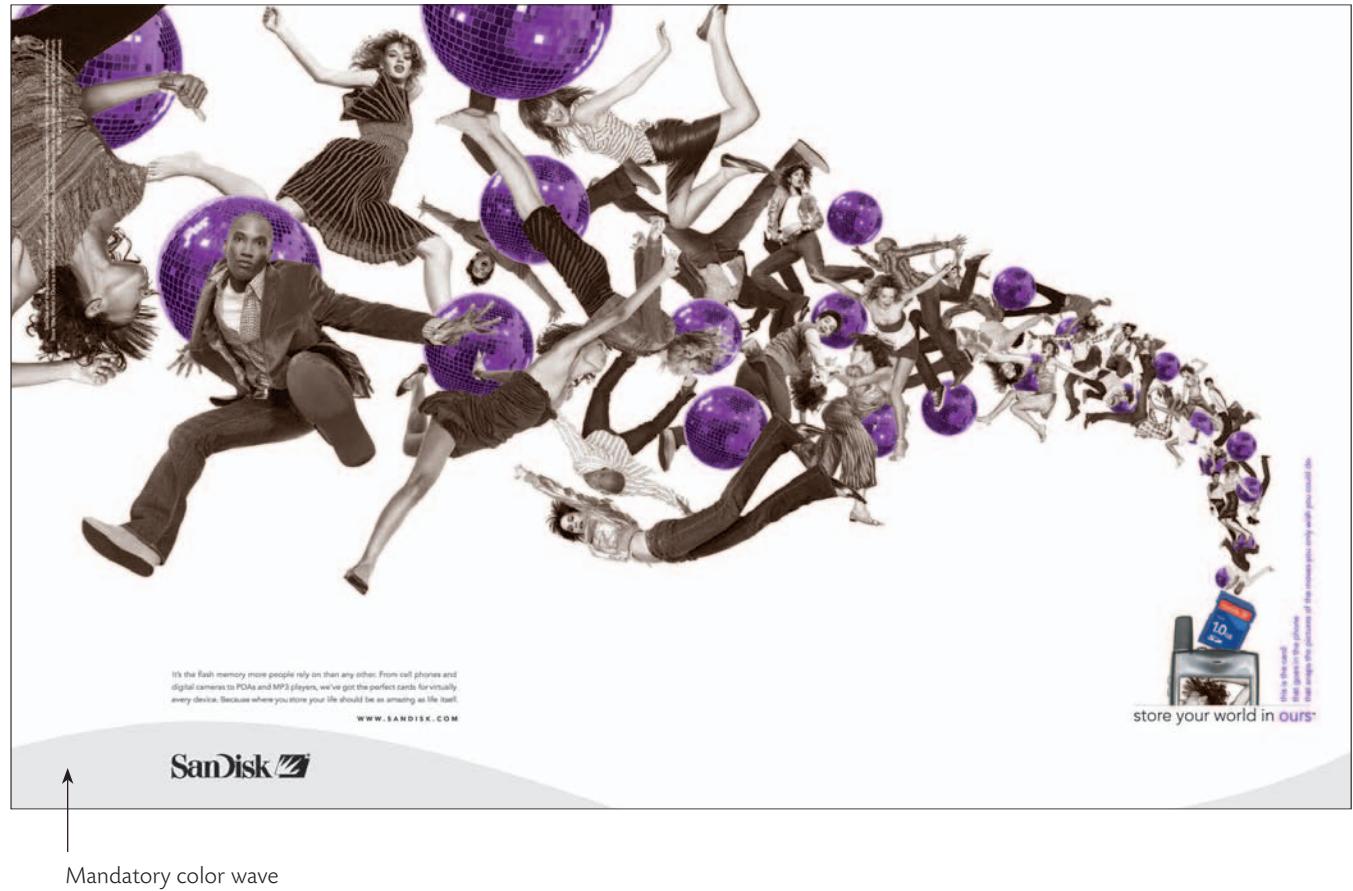
SanDisk and the SanDisk logo are registered trademarks and CompactFlash and ImageMate are U.S. registered trademarks of SanDisk Corporation. All other marks and names mentioned herein may be trademarks of their respective owners. ©2002 SanDisk Corporation. Memory Stick PRO is a trademark of Sony Corporation. ©2002 Sony Corporation. XD Picture

Mandatory color wave

# Corporate Ads

Like retailer advertising, the standards for corporate advertising are flexible. Corporate ads also contain a color wave at the bottom of the ad. In this example, the creative is primarily black and white so the color wave is kept to a minimum in order not to distract from the visual. It is produced in gray instead of red.

SAMPLE



# Global Packaging

SanDisk standard packaging reflects the SanDisk look and feel, and utilizes the product color palette (on page 6 of this document). Each form factor is identified by its own unique color.

## SANDISK® COMPACTFLASH® PRODUCT PACKAGING



PACKAGE FRONT

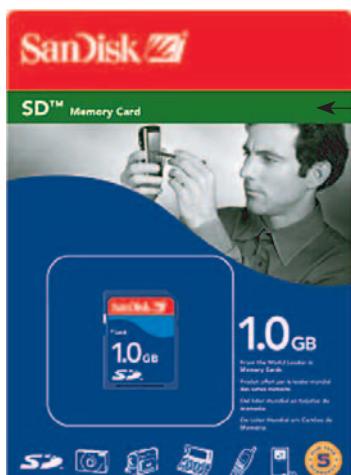
Product color PMS 715



PACKAGE BACK

Product color PMS 715

## SANDISK® SD™ PRODUCT PACKAGING



PACKAGE FRONT

Product color PMS 364



PACKAGE BACK

Product color PMS 364

# Global Packaging

If the SanDisk standard packaging requires a violator, the package will reflect the SanDisk look and feel by utilizing the product color palette. It will have a unique color for both the Product as well as the Violator.

Non-mobile violator color →

## SANDISK® COMPACTFLASH® PRODUCT PACKAGING



PACKAGE FRONT

Product color PMS 715



PACKAGE BACK

Product color PMS 715

## SANDISK® miniSD™ PRODUCT PACKAGING



PACKAGE FRONT

Mobile violator color →

Product color PMS 360



PACKAGE BACK

Product color PMS 360

# SanDisk Ultra® II and SanDisk Extreme® Packaging

SanDisk Ultra II product packaging reflects the look and feel of the SanDisk Ultra cards.

SanDisk Extreme product packaging reflects the look and feel of the SanDisk Extreme cards.

Both SanDisk Ultra II and SanDisk Extreme product packaging utilize their own product color palette (on page 22). Each form factor is identified by its own unique color.

SANDISK ULTRA® II PRODUCT PACKAGING



PACKAGE FRONT



PACKAGE BACK

SANDISK EXTREME® PRODUCT PACKAGING



PACKAGE FRONT



PACKAGE BACK

# Shoot & Store Packaging

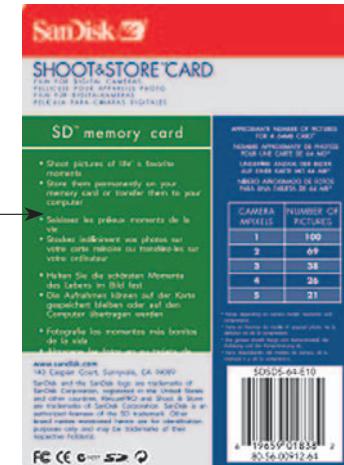
SanDisk Shoot & Store packaging also reflects the SanDisk look and feel, utilizing the product color palette (page 6). Each form factor is identified by its own unique color.

SANDISK® SHOOT & STORE™ SD™ PACKAGING



PACKAGE FRONT

Product color PMS 364



PACKAGE BACK

# SanDisk Trademarks

The proper trademark indications must be made on SanDisk product names and the corporate logo. The proper trademark designation must appear on the first or most prominent mention of the product name in any document. For questions regarding trademark information for non-SanDisk products not listed here, please refer to the corporate guidelines of the appropriate companies.

- When used in a sentence, SanDisk trademarks should be used as adjectives, not as nouns or verbs.
- Do not use SanDisk trademarks in possessive or plural formats.
- Set SanDisk trademarks apart from the other words or nouns they modify by using the proper designations in the chart to the right and capitalizing the SanDisk marks.
- Do not shorten, abbreviate, or create acronyms out of SanDisk trademarks.
- Do not use SanDisk trademarks in a disparaging way or in any way that is inconsistent with the high quality with which SanDisk products are associated.

|                                                                                           |                                                                                      |                                                                                           |                                                                                                         |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| CompactFlash®<br>Connect™<br>Connect Plus™<br>Cruzer®<br>Cruzer Crossfire™<br>CruzerLock™ | CruzerLogin™<br>CruzerPass™<br>CruzerSync™<br>FlashCP™<br>FlashCP™ (logo)<br>gruvit™ | gruvit™ (logo)<br>ImageMate®<br>MobileMate™<br>RescuePRO®<br>SanDisk®<br>SanDisk Extreme® | SanDisk Ultra®<br>Sansa™<br>Shoot & Store™<br>Store Your World in Ours®<br>TransferMate™<br>TransFlash™ |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|

|                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FujiFilm (logo)<br>Liquidmetal®<br>MagicGate™<br>Memory Stick™<br>Memory Stick PRO™<br>Memory Stick PRO Duo™<br>Memory Stick Duo™<br>miniSD™<br>microSD™<br>MultiMediaCard™<br>MMCmobile™<br>Musicmatch®<br>Olympus (logo)<br>PlaysForSure<br><br>PocketCache™<br>PSP™ (PlayStation® Portable) | The FujiFilm logo is a trademark of Fuji Photo Film Co., Ltd.<br>Liquidmetal is a registered trademark of Liquidmetal Technologies, Inc.<br>MagicGate is a trademark of Sony Corporation<br>Memory Stick is a trademark of Sony Corporation<br>Memory Stick PRO is a trademark of Sony Corporation<br>Memory Stick PRO Duo is a trademark of Sony Corporation<br>Memory Stick Duo is a trademark of Sony Corporation<br>NOTE: No attribution text required.<br>NOTE: No attribution text required.<br>SanDisk is an authorized licensee of the MultiMediaCard trademark<br>MMCmobile is a trademark of the MultiMediaCard Association<br>Musicmatch is a registered trademark of Musicmatch, Inc.<br>The Olympus logo is a trademark of Olympus Corporation<br>The PlaysForSure logo is a trademark or registered trademark of Microsoft Corporation in the United States and/or other countries.<br>PocketCache is a trademark of Kadena Systems<br>PSP and PlayStation are registered trademarks or trademarks of Sony Computer Entertainment, Inc. (SCEI) |
| RS-MMC™<br>SD™<br>SignupShield™<br>Skype™<br>SmartMedia™<br>U3™<br>Wi-Fi®<br>xD-Picture Card™                                                                                                                                                                                                  | RS-MMC is a trademark of the MultiMediaCard Association<br>SanDisk is an authorized licensee of the SD trademark<br>SignupShield is a trademark of Protecteer, LLC.<br>Skype and the Skype logo are trademarks of Skype Technologies S.A.<br>SmartMedia is a trademark of Toshiba Corporation<br>U3 and the U3 smart logo are trademarks of U3, LLC<br>Wi-Fi is a registered trademark of the Wi-Fi Alliance<br>SanDisk is an authorized licensee of the xD-Picture Card trademark                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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# Design and Production Resources

For additional information concerning SanDisk branding and design guidelines please contact the SanDisk Marketing Communications Department.

QuarkXPress templates for most types of SanDisk collateral materials can be obtained from the SanDisk Marketing Communications Department.

Product photographs and official logo art as well as other useful information is available for download on the SanDisk web site in the online media kit which can be found at [www.sandisk.com/corporate\\_media\\_kit.html](http://www.sandisk.com/corporate_media_kit.html).



