SanDisk® Retail Branding and Graphic Design Guidelines

SanDisk

STORE YOUR WORLD IN OURS®

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

SanDisk®

THE SANDISK LOGO WITH TAGLINE

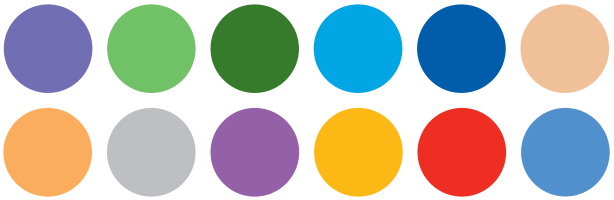
SanDisk®

STORE YOUR WORLD IN OURS®

TYPEFACES

ABCDEFGHIJKL
MNOPQRSTUV

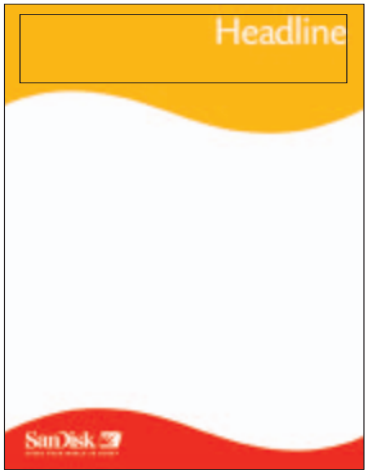
COLOR PALETTE



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

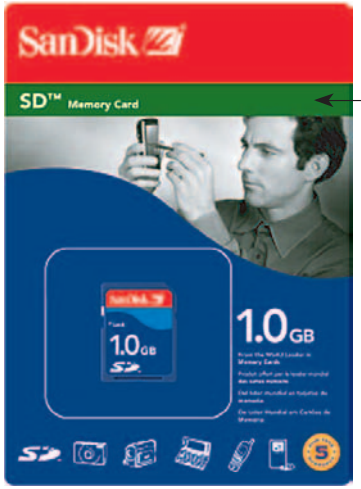
Product color PMS 715

PACKAGE FRONT

Product color PMS 715

PACKAGE BACK

SANDISK® SD™ PRODUCT PACKAGING



Product color PMS 364

PACKAGE FRONT

Product color PMS 364

PACKAGE BACK

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.

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 SanDisk STORE YOUR WORLD IN OURS® Memory

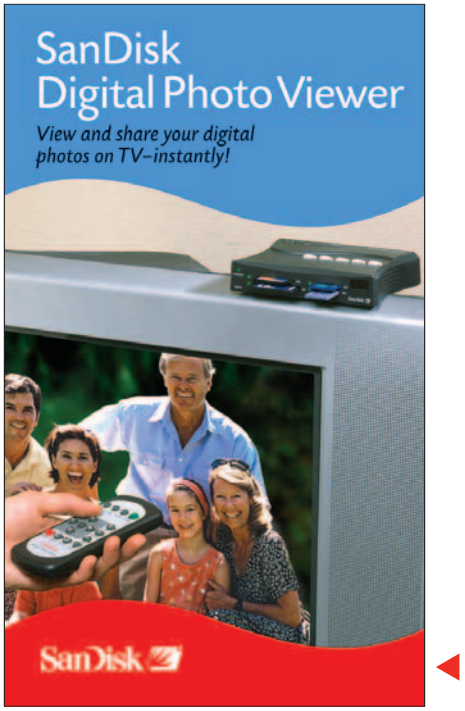
DO NOT ALTER THE LOGO WITH TAGLINE IN ANY WAY.

The SanDisk Color Wave

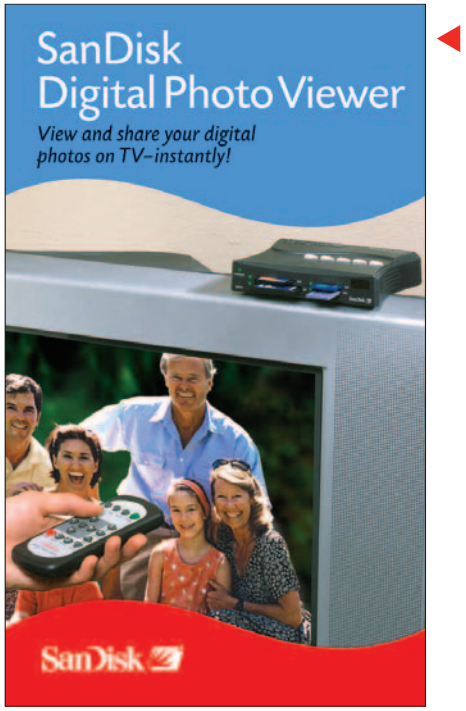
The SanDisk color wave is a key element and serves two purposes. It is primarily used to contain the SanDisk logo. When it is used for this purpose it is always at the bottom of the front cover and is always reproduced in PMS 485 red with the logo in white.

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



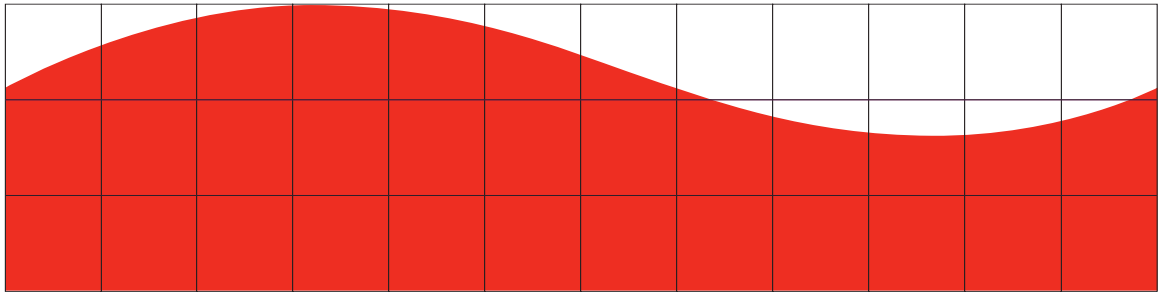
THE SANDISK COLOR WAVE USED AS A DESIGN ELEMENT



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

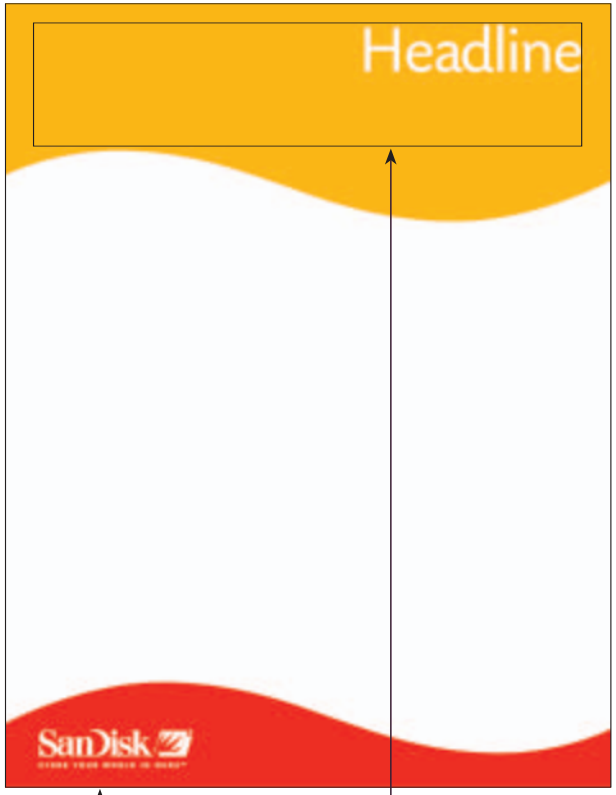
EXAMPLES OF PRODUCT PHOTOGRAPHY

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

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.

Finished Document

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

OUTSIDE

COVER

INSIDE

End User Brochures (Large)

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

Recommended Specifications: (in millimeters)

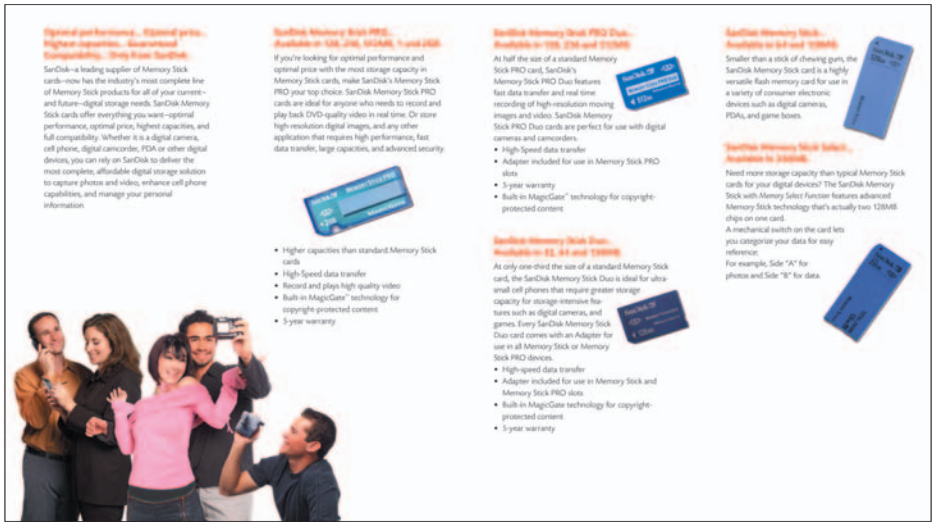
Dimensions:	92 x 210
Page margins:	10
Column width:	72
Gutter width:	–

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)

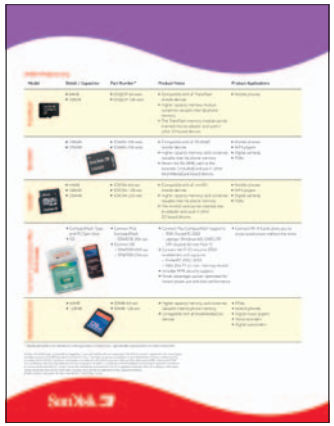
Dimensions:	11 x 17 (folds to 8.5 x 11)
Page margins:	.4
Column width:	5
Gutter width:	.25

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)

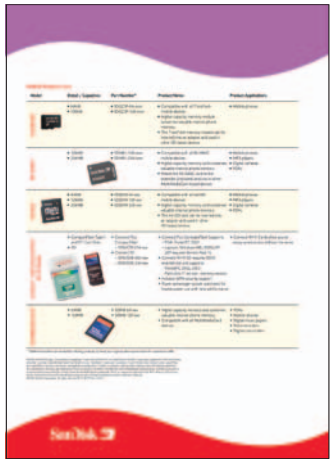
Dimensions:	594 x 420 folds to 297 x 210
Page margins:	10
Column width:	134.5
Gutter width:	8

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 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 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

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

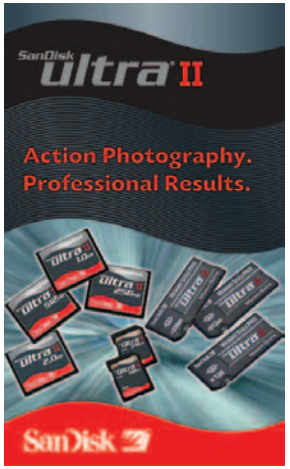
PMS 8401 **CompactFlash**

PMS 8005 **SD**

PMS 8480 **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

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

Mandatory color wave

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

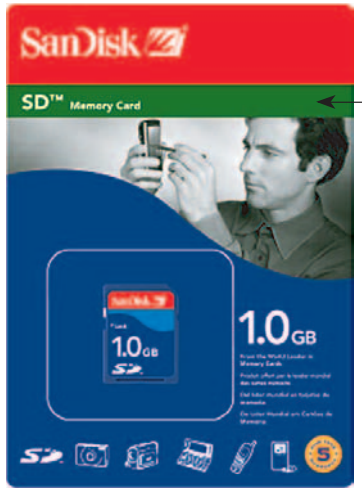
Product color PMS 715

PACKAGE FRONT

Product color PMS 715

PACKAGE BACK

SANDISK® SD™ PRODUCT PACKAGING



Product color PMS 364

PACKAGE FRONT

Product color PMS 364

PACKAGE BACK

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.

SANDISK® COMPACTFLASH® PRODUCT PACKAGING

Product color PMS 715

Non-mobile violator color

PACKAGE FRONT

Product color PMS 715

PACKAGE BACK

SANDISK® miniSD™ PRODUCT PACKAGING

Product color PMS 360

Mobile violator color

PACKAGE FRONT

Product color PMS 360

PACKAGE BACK

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 pallette (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.

PROPER DESIGNATIONS FOR TRADEMARKS OWNED BY SANDISK CORPORATION

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

PROPER DESIGNATIONS FOR TRADEMARKS OWNED BY OTHER COMPANIES AND USED BY SANDISK WITH AUTHORIZATION

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

SAMPLE BOILERPLATE FOR TRADEMARK AND COPYRIGHT INFORMATION

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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.

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