

BlackBerry Branding Guidelines

Version 4.0

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Introduction

1.1 Terms and Conditions

The BlackBerry® brand is a valuable asset of Research In Motion Limited (RIM). Your use of the trademarks, trade names, service marks, logos or images of RIM (collectively the "RIM Marks") contained in the BlackBerry Branding Guidelines 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.

As a partner, you are required to comply with these BlackBerry Branding Guidelines. It is essential that you ensure that all personnel responsible for producing ads, direct mail pieces and other promotional materials review them, understand them and implement them properly and consistently.

Adherence to these BlackBerry Branding Guidelines does not guarantee that RIM will provide co-operative marketing funds ("Co-op Funds") or market development funds ("MDF").

However, when requesting Co-op Funds and/or MDF reimbursement, adherence to these BlackBerry Branding Guidelines will help to expedite processing, approval and reimbursement. These BlackBerry Branding Guidelines define consistent guidelines and standards for using the names, logos and imagery ascribed to the BlackBerry products and services and apply to all advertising and promotional materials, regardless of their source of funding.

Approval Process

RIM Marketing Communications needs to review and approve the content of any advertisement, collateral or promotional materials containing the BlackBerry wordmark, logo or imagery prior to it being released. Please allow a minimum of five (5) business days for the review process to occur. Please submit all materials and direct any questions about use of RIM Marks to RIM Marketing Communications (marcomm@rim.com).

1.2 Trademarks

The following marks are applicable for materials created for use in North America and for global distribution.

RIM Registered Marks and Trademarks

When referencing BlackBerry products and services, use RIM Marks as adjectives. Avoid using the RIM Marks generically, as nouns or verbs and do not use them in the plural or possessive form. Also, be sure to follow the additional rules set out in the BlackBerry Trademark Rules section on this page.

RIM Marks that appear in the following list with a registered trademark symbol (®) are registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries.

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 or trademark of RIM or that the BlackBerry product or service is not actively marketed or is not significant within its relevant market.

BlackBerry®

BlackBerry® Built-In™

BlackBerry® Connect™

BlackBerry® Pearl™

BlackBerry and data flow logo

Research In Motion®

RIM®

RIM logo

SureType®

BlackBerry Trademark Rules

1. Use the RIM Marks as adjectives, not nouns.

Avoid using the RIM Marks as nouns. A trademark is an adjective to be used with the noun it modifies. The BlackBerry wordmark should never be used alone.

- ✓ The BlackBerry® smartphone is...
- ✗ The BlackBerry® is...

2. Use the RIM Marks as adjectives, not verbs.

Avoid using the RIM Marks to describe the performance of an act.

- ✓ I will respond to your email using my BlackBerry® smartphones
- ✗ I will BlackBerry you.

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

- ✓ BlackBerry® smartphones
- ✗ BlackBerrys, BlackBerries, BlackBerry's

4. Do not alter the RIM Marks.

- ✓ BlackBerry®, Research In Motion®, RIM®
- ✗ Blackberry, blackberry, Research in Motion, Rim

5. Do not combine the RIM Marks with other trademarks or other words to form new trademarks.

- ✓ BlackBerry® Enterprise Server for Microsoft® Exchange
- ✗ BlackBerry® Enterprise Server - Microsoft® Exchange
- ✗ Microsoft® BlackBerry® Enterprise Server

6. Use the proper symbol for the RIM Marks. Always capitalize the product brand name and designate the trademark with the appropriate ™ or ® symbol.

- ✓ BlackBerry®
- ✗ BlackBerry™

7. Use a Notice of Ownership and Disclaimer.

A prominent notice should be used when any of the RIM Marks appear on materials or web sites. See the "Trademark Disclaimer" section for the appropriate trademark notice.

8. Do not alter the RIM or BlackBerry logos.

Incorrect use of the RIM or BlackBerry logos compromises the integrity and effectiveness of the logos. To ensure accurate and consistent reproduction of the logos, never alter, add to or attempt to recreate the logos. Always use the approved digital work available from RIM Marketing Communications (marcomm@rim.com) You may only use the RIM or BlackBerry logos or RIM Marks if you have obtained prior approval from RIM Marketing Communications and your use complies with these guidelines.

Trademark Disclaimer

Use of any of the RIM Marks or imagery on printed materials and web sites must be accompanied by a trademark disclaimer identifying them as RIM Marks as follows:

Research In Motion, the RIM logo, BlackBerry, the BlackBerry logo and SureType are registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries - these and other marks of Research In Motion Limited are used under license.

1.3 BlackBerry Naming System

Refer to Appendix A: BlackBerry Product

Names for a complete list of names, including:

- BlackBerry smartphone naming
- BlackBerry product and component naming
- BlackBerry® Connect™ and BlackBerry® Built™ device naming
- BlackBerry accessories naming

1.4 BlackBerry Naming Misuse

BlackBerry Nomenclature Misuse

Correct Wording/Spelling/Capitalization

Research In Motion – always capitalize the "I"

Research In Motion Limited – always spell out the word Limited

BlackBerry – always capitalize both B's

BlackBerry – never abbreviate

BlackBerry Enterprise Server – never abbreviate

BlackBerry Internet Service – never abbreviate

SureType – capitalize "S" and "T"

BlackBerry Enterprise Solution – capitalize and never abbreviate

BlackBerry wireless solution – don't capitalize; not an official product name

BlackBerry solution – don't capitalize; not an official product name

BlackBerry 8700g (example applies to other smartphone model numbers
as well – "BlackBerry" must always appear before the smartphone number)

BlackBerry Pearl – "BlackBerry" must always appear before "Pearl"

Incorrect Wording/Spelling/Capitalization

~~Research in Motion~~

~~Research In Motion Ltd.~~

~~Blackberry~~

~~BB~~

~~BES~~

~~BIS~~

~~Suretype, suretype~~

~~BES~~

~~BlackBerry Wireless Solution~~

~~BlackBerry Solution~~

~~8700g~~

~~Pearl~~

The BlackBerry Brand

Ready.

What's a brand?

More than a name or a logo.

More than a name or a logo on a box.

And more, ultimately, than what the box contains.

What's inside the box may change, after all—or be succeeded by some other product that's better, faster and less expensive. Sony, for example, has launched new lines of television sets to keep pace with advancing display technologies. Though their venerable Trinitron® televisions have been retired, the power of the Sony® brand endures and draws customers to their new Grand WEGA, BRAVIA and SXRD products.

The guidelines that govern communications for BlackBerry products and services are part of a much larger effort – to build awareness, understanding and preference for the BlackBerry brand and BlackBerry products and services in the markets in which we compete. To build a brand that endures.

Building an enduring brand

A brand is a shorthand representation—often communicated in a single word or symbol—of everything a company is, does and stands for. That representation can be seen most clearly in promotional messages and in the quality of the customer's experience in buying, using and servicing a branded product.

But the brand's representation communicates other, less obvious aspects of the brand that are just as important. A clear promise, for example, that is important and memorable to customers. A distinctive, recognizable personality that is inseparable from the brand itself, informing not only advertising and communications but behavior as well.

Consistency is everything

Achieving the goal of an enduring brand requires a conscious, coordinated, consistent approach to communications and behavior. That approach is based on the understanding that every choice and every decision—not advertising or collateral alone—communicates something to someone about the BlackBerry brand.

When the brand's messages are developed ad hoc, focused solely on the needs of the moment, they have no lasting impact and represent a short-sighted use of scarce marketing dollars.

But when messages are delivered within a consistent framework and reinforce the brand's promise and personality, their impact can be leveraged to boost awareness and heighten brand recognition and preference. Promotional dollars work twice as hard, serving short-term sales goals as well as longer-term objectives for the brand.



The BlackBerry brand promise

The BlackBerry brand promise directly addresses the customer's desire for success in life and at work. The BlackBerry brand promises every customer:

Reliable, best-in-class mobile connectivity so you can live large and achieve more.

Here's how our primary markets define the BlackBerry brand advantage

Users say that the BlackBerry brand gives them the power to do more and be more. Reliable mobile connectivity puts them in control of their fast-paced jobs and lives, enabling them to be more connected to their friends, family, work, even hobbies – whatever their interests are.

The IT market says the BlackBerry brand is much more than wireless email – it's a best-in-class platform for mobilizing businesses. They describe the BlackBerry brand as a smart, serious solution for connecting mobile workers with important communications, information, business applications and back-end systems.

Business decision-makers rely on the proven ability of the BlackBerry brand to keep their teams in the loop, connected to people, projects and decisions. They measure productivity enhancements provided by BlackBerry products and services on their bottom line as increased profitability.

The BlackBerry brand personality

Brands, like people, have personalities. The most successful brands understand that a distinctive personality can not only make a brand promise more believable. It also can make a brand and its promise more memorable, enhancing its stature and building customer loyalty, adding weight to the brand's competitive position.

The words that define the BlackBerry brand personality are not words we should use to describe our company, our products or our brand.

Rather, we should use them as a filter or a standard against which to measure our communications and our behavior.

To enhance recognition and memorability for the BlackBerry brand, these attributes of our brand personality must become a part not only of every communication we produce, but of everything we are and do.

The BlackBerry brand is:

Alert and well-informed

The BlackBerry brand is street smart – alert to change, able to distinguish what's important from what's not.

Confident

The BlackBerry brand is focused on the task at hand. It knows it can deliver everything you need it to.

Approachable

The BlackBerry brand knows it's a tool – an ally, a helpmate and a resource you can depend on without taking it too seriously. And that's why it's so likeable.

The BlackBerry Logo

3.1 The BlackBerry Logo

The BlackBerry logo consists of two elements – the BlackBerry symbol and the BlackBerry wordmark. In the preferred version, the logo appears in BlackBerry Blue. In alternate versions, the logo is reversed out of the badge in BlackBerry Blue.

The BlackBerry logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark have been specifically determined. The logo should never be typeset, recreated or

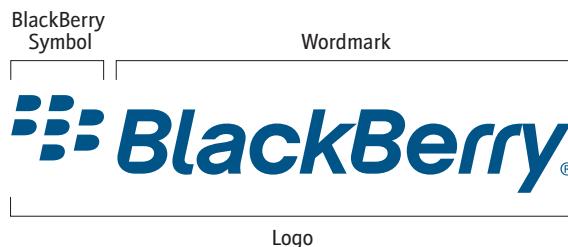
altered, which could cause inconsistencies that dilute the impact of the brand's power.

In some instances when physically branding products (smartphones, software, accessories), where you are not able to optimally show the full BlackBerry logo due to space or process limitations, an exception may be made to allow use of the BlackBerry wordmark and/or BlackBerry symbol on its own.

This exception requires approval on a per item basis by RIM Marketing Communications.

To maintain consistent use and ensure the integrity of the logo, use only approved electronic art files, available from RIM Marketing Communications (marcomm@rim.com) or from one of the BlackBerry partner sites: BlackBerry Partner Zone (www.blackberry.com/partnerzone) or BlackBerry Universe (www.blackberryuniverse.com).

Preferred Logo



Alternate Horizontal Logo



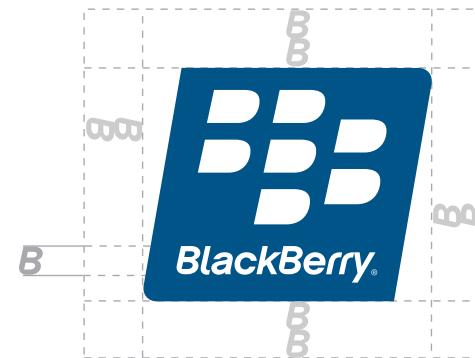
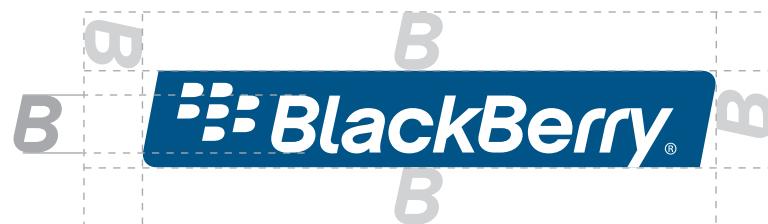
Alternate Vertical Logo



3.2 Clear space

To preserve the BlackBerry logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the BlackBerry logo and the alternate horizontal logo is defined as the height of the "B" in the wordmark. The minimum clear space for the alternate vertical logo is twice the height of "B".

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



3.2 Minimum Size

The BlackBerry logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of the BlackBerry wordmark, which should not be reproduced in a size smaller than 1" in width for the preferred logo, 1.25" in width for the alternate horizontal logo, and 1" in width for the alternate vertical logo, as illustrated.



3.3 Logo Color Variations

The BlackBerry logo should be reproduced in color whenever possible. For specific color values to use when reproducing the logo (spot or PANTONE®, 4-color process, RGB), refer to the Color Palette section. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements. If color reproduction is not available or is not a viable option, the logo should be

reproduced in solid black or 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.



Spot logo, 4-color logo, RGB logo – for use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.



Black logo – for use when color reproduction is not an option.



Full-reverse logo – for use when full-color reproduction is not an option or viable solution on dark or black backgrounds.



Spot logo, 4-color logo, RGB logo



Black logo



Full-reverse logo

3.3 Logo Color Variations

Printed Materials

All printed materials that reference BlackBerry products and services need to contain the BlackBerry logo. For specific size requirements please see below:

a) Packaging

All co-branded BlackBerry packaging materials must display the BlackBerry logo at a comparable size to (approx. 75%), and frequency of, the Partner's logo.

b) Other Promotional Material

All other promotional materials (including, but not limited to: advertising, direct mail, point-of-purchase displays, collateral, multimedia, etc.) that reference BlackBerry products and services should prominently

display the BlackBerry logo at a minimum of 75% the size of the Partner's logo. However, if the word "BlackBerry" appears in the main headline of the promotional material and/or the BlackBerry wordmark on the BlackBerry smartphone image is prominently displayed, the BlackBerry logo can appear at a minimum of 50% of the size of the Partner's logo.

Please note, for all uses of the BlackBerry logo, regardless of the medium, minimum logo size requirements still apply for legibility purposes. Please see the section herein entitled "Clear Space and Minimum Size" for further detail regarding the BlackBerry logo clear space and minimum size requirements.

To ensure you are using the correct BlackBerry logo, please always use the JPEG or EPS file available from RIM Marketing Communications or from one of the BlackBerry partner sites: BlackBerry Partner Zone (www.blackberry.com/partnerzone) or BlackBerry Universe (www.blackberryuniverse.com).

3.4 Logo Misuse

Incorrect use of the BlackBerry logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the BlackBerry logo.

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 Marketing Communications or from one of the BlackBerry partner sites: BlackBerry Partner Zone (www.blackberry.com/partnerzone) or BlackBerry Universe (www.blackberryuniverse.com).



Don't typeset the wordmark.



Don't use a pattern within the logo.



Don't combine the logo with other text.



Never change the badge color.



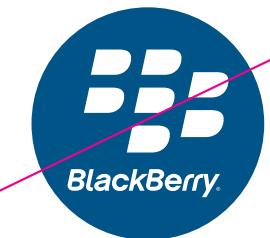
Don't change the color of the logo.



Don't remove the registered trademark (®) from the logo.



Don't change the proportions of logo elements.



Never change the shape of the badge.



Don't rearrange elements of the logo.



Don't stretch the logo disproportionately.



Don't use the logo with the trademark (TM).



Don't use the logo in grayscale.

3.5 Logo Placement

Whenever possible, the BlackBerry logo should appear in the lower right-hand corner, in full color, on a white background. Consistent placement in this location on communications materials helps build awareness of the BlackBerry brand.

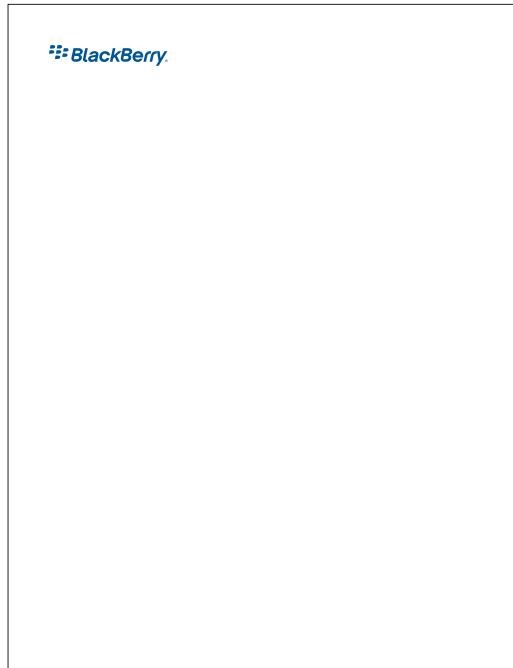
Clear space from the bottom and right edge is equal to three times the height of the letter "B," as illustrated in the diagram. If the logo cannot be placed in the lower right corner, an acceptable alternate placement is the top left corner.

Be sure to maintain the same amount of clear space from the top and left edges.

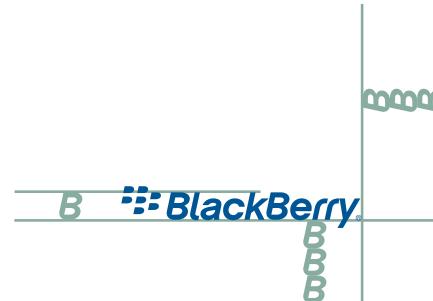
Preferred Placement



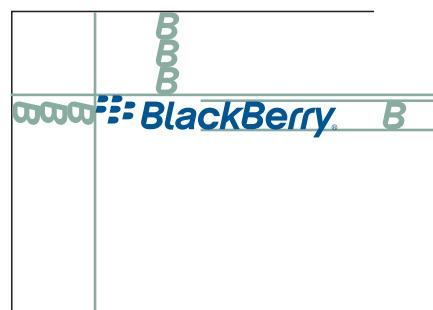
Secondary Placement



Spacing for Preferred Placement



Spacing for Secondary Placement



Graphic Elements

Build.

The BlackBerry brand's graphic style is a flexible system of elements that visually represent immediate access to the flow of information. This is illustrated through color, photography, typography, voice words and the Data Flow patterns.

Data Flow patterns can be used across both Business Marketing and End-User communications when applied in conjunction with appropriate colors and photography.

When applying the BlackBerry brand's graphic elements, especially color and photography, it is important to distinguish between Business Marketing-oriented and End-User focused applications when possible. Business Marketing-oriented materials are materials that promote BlackBerry solutions to a typically more enterprise-oriented audience (i.e., line of business, executives, IT and developers).

End-User refers to BlackBerry products and services marketed to individual consumers. Because communications for BlackBerry products and services can often differentiate between these two areas, slightly different design styles are recommended.

Business Marketing communications should emphasize BlackBerry products and services expertise and commitment to corporate clients. To help reflect this, the Business Marketing color palette relies on darker, more serious colors that reference the logo more directly. Business Marketing photography should reflect the technological benefits that BlackBerry products and services promote.

End-User applications should communicate the advantages of being a mobile professional. The End User color palette stresses livelier, more animated

colors. Photography should focus more on products and the individuals who use them.

Always keep in mind which market segment a design is meant to communicate with, and apply the BlackBerry brand's housestyle to create the most effective application possible. Remember, these are guidelines, not adamant rules.

4.2 Color Palette – for Business Marketing Materials

Business Marketing-oriented materials are materials that promote BlackBerry solutions to a typically more enterprise-oriented audience (i.e., line of business, executives, IT and developers). This primary BlackBerry color palette consists of BlackBerry Blue, Light Blue, Grey, White and Silver. Black is also included but should be used exclusively for premium looking collateral and/or premium smartphones. These richer, deeper colors can be applied across BlackBerry communications to headlines, titles, primary messaging, backgrounds and the Data Flow

patterns. The accent color palette is intended to complement the primary colors in the supporting design elements such as headers, subtitles, secondary messaging and the Data Flow patterns, when appropriate. These colors are equivalent to the PANTONE color values cited in the table, the standards for which may be found in the current edition of the PANTONE Color Formula Guide.

For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications

(PowerPoint®, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.

Variations in color may occur, but try to match the BlackBerry color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE colors in 4-color process, but the goal should always be to match the PANTONE standard of the BlackBerry color palette. Color variations may also occur on-screen as a result of different screen calibrations and/or software application being used.

Primary Palette										Accent Palette						
Color	Blue	Light Blue	Gray	White	Silver	Black	Lime	Yellow	Green							
PANTONE®	647	652	Cool Gray 8	—	877	—	583 Coated 397 Uncoated	130 Coated 129 Uncoated	5565							
CMYK (Print)*	100 60 5 20	65 35 0 10	0 0 0 55	0 0 0 0	47 37 36 2	0 0 0 100	25 0 100 15 30 0 100 10	0 25 100 0 0 15 80 0	40 0 20 20							
RGB	0 83 135	82 134 189	161 161 164	255 255 255	143 143 140	0 0 0	140 184 17	253 184 19	136 172 161							
HEX (Web)	005387	788CB6	A1A1A4	FFFFFF	8F8F8C	000000	8CB811	FDB813	88ACA1							

*We are aware that there are variations in the CMYK equivalent for the above mentioned PANTONE colors. In order to achieve the closest color match, we suggest you use these values. Please always use the PANTONE chip for absolute color matching accuracy.

4.3 Color Palette – for End-User Materials

This color palette emphasizes the brighter, livelier BlackBerry brand colors. The primary colors of this palette consist of BlackBerry Lime, Yellow, Green and Blue. Black is also included but should be used exclusively for premium looking collateral and/or premium smartphones. The accent palette supports the primary colors when applied to headers, subtitles, secondary messaging and the Data Flow patterns, when appropriate.

These secondary colors are equivalent to the PANTONE color values cited in the table, the standards for which may be found in the current edition of the PANTONE Color Formula Guide.

For 4-color process printing, refer to the CMYK values shown here. For on-screen and web applications (PowerPoint, video, broadcast, web sites, intranets, extranets), refer to the RGB/HEX values specified.

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a registered trademark of Pantone, Inc.

Variations in color may occur, but try to match the BlackBerry color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching PANTONE colors in 4-color process, but the goal should always be to match the PANTONE standard of the BlackBerry color palette. Color variations may also occur on-screen as a result of different screen calibrations and/or software application being used.

Color	Primary Palette					Accent Palette				
	Blue	Lime	Yellow	Green	Black	Light Blue	Gray	White	Silver	
PANTONE®	647	583 Coated 397 Uncoated	130 Coated 129 Uncoated	5565	—	652	Cool Gray 8	—	877	
CMYK (Print)*	100 60 5 20	25 0 100 15 30 0 100 10	0 25 100 0 0 15 80 0	40 0 20 20	0 0 0 100	65 35 0 10	0 0 0 55	0 0 0 0	47 37 36 2	
RGB	0 83 135	140 184 17	253 184 19	136 172 161	0 0 0	82 134 189	161 161 164	255 255 255	143 143 140	
HEX (Web)	005387	8CB811	FDB813	88ACA1	000000	788CB6	A1A1A4	FFFFFF	8F8F8C	

*We are aware that there are variations in the CMYK equivalent for the above mentioned PANTONE colors. In order to achieve the closest color match, we suggest you use these values. Please always use the PANTONE chip for absolute color matching accuracy.

4.4 Typography

To help provide a consistent, unified look in the BlackBerry brand's use of typography, the Anvers typeface should be used on all communications for BlackBerry products and services. The thick and thin quality of Anvers' sans serif characters is simple yet distinctive and supports the straightforward, no-nonsense attitude of the BlackBerry brand.

The recommended weights of Anvers are Light, Light Italic, and Regular. Light and Light Italic can be used for body copy, while Regular is more suitable for headlines or captions.

To use Anvers, you must obtain a copy of the font from RIM Marketing Communications (marcomm@rim.com).

In the case of Word documents or PowerPoint presentations, the Arial font may be used if the Anvers font is unavailable. The Foundry Journal font family is also an acceptable alternative.

Recommended Weights

Anvers Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Anvers Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Anvers (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Additional Weights

Anvers Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Anvers Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

The Semi, Bold and Black weights should be used sparingly. They are suitable for headline type in applications such as advertising, posters, signage or trade-show booths. Do not use them for regular collateral material.

4.5 Voice Words

The BlackBerry voice is an essential component of the BlackBerry brand. It may express an attribute, feature or benefit of a BlackBerry product or service, but it does this in shorthand – with a simple word or a short phrase that also expresses the brand's essence and its style.

The tone of this voice is simple, bold, straightforward, clever and has a bit of an edge. Phrases

should be kept as short as possible while communicating the BlackBerry brand's attitude. Many are simply the result of shortening longer phrases.

These words communicate quickly with the audience and, when styled correctly, create a recognizable look for BlackBerry product and services communications.

To aid in presenting a consistent tone across communications, a list of approved "voice words" has been developed for use on packaging, advertising, brochures and other communications. Please use words from the list provided. However, if there is a word that you would like to use that does not appear in the list, you may contact RIM Marketing Communications (marcomm@rim.com) for approval.

Informed. Alert.
Compete. Know. Ready.
Be First. Be First.

List of voice words and phrases:

Be First.	Competitive Edge.	Freedom.	Liberating.	Secure.
Be Productive.	Confident.	Go. (in US materials only)	Move It.	Seek.
Be Responsive.	Contend.	In the Know.	Powerful.	Share.
Build.	Collaborate.	In the Loop.	Reach.	Stay Ahead.
Buy Some Time.	Determination.	Informed.	Ready.	Strive.
Compete.	Enable.	Innovate.	Responsive.	Well Informed.
Competitive Advantage.	Extend.	Integrate.	Save Time.	Win.

4.6 Treatment of Voice Words

To assure that these voice words have a consistent appearance across communications—and to give them a recognizably branded look—always typeset voice words in the Anvers typeface.

The size of the words should be determined by the communication. Generally, voice words should appear as large as possible on the front of packages, brochures, advertisements or web sites. The colors chosen for the voice words are dependent upon the

type of communication. A period should exist at the end of all voice words. The color of the period must match the color of the voice word.

More than one voice word may appear in a single communication. Generally, it is best to use only one voice word per layout—on the front of a package, for example, or on the cover of a brochure—but it is acceptable to use a list of voice words. When using

a list, the number of other graphic elements on the page should be kept to a minimum (see the Graphic Style Examples section).

The examples on this page illustrate how voice words should look and how they can appear with other elements.

Freedom.
Freedom.
Freedom.

Freedom.

Leading Wireless Solution

The BlackBerry® Enterprise Solution is the leading wireless enterprise solution that keeps mobile professionals connected to people and information while on the go. It provides users with advanced security features and, wireless access to a full suite of business applications, including email, corporate data, phone, SMS, web and organizer features.

This type treatment should be used for the voice messages only.

Descriptive information and secondary messages should not include the period and are not limited to the primary color palette.



Permissible lockups with voice text and BlackBerry smartphone.

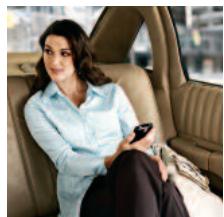
Be sure to maintain proper clear space between the word and the smartphone.

4.7 Imagery

Imagery plays an important role in the BlackBerry brand's graphic style, identifying BlackBerry products and services and showing them in active, everyday use.

In addition to photographs of actual BlackBerry smartphones, described on the next page, there are two other categories of imagery that can be

1. BlackBerry Usage Imagery

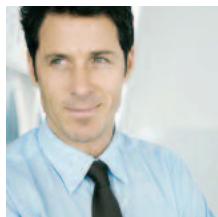


Images showing people using BlackBerry smartphones provide concrete illustrations of the product's flexibility in real-life situations. In selecting images, strive for simple compositions and avoid staged or posed situations. One technique to use is short depth-of-field, where the smartphone is in focus and other elements are out of focus.

used in communications: (1) BlackBerry Usage Imagery; (2) Portrait Imagery

Shown below are examples of these kinds of imagery with some general style guidelines to ensure consistent brand presentation.

2. Portrait Imagery



Portrait shots convey the benefits of BlackBerry products. They should appear in environments with natural or diffused lighting that avoids strong shadows. End-User focused shots focus on the mobile professional. Business Marketing oriented shots focus on the business professional in a relevant business scenario.

4.8 Smartphone Imagery

Showing images of the BlackBerry smartphone helps to build understanding of our product and increases brand awareness. It is important, therefore, to present consistent imagery and avoid misrepresentations of our product (see the next page for examples of misuse).

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

1.



(a)



(b)

2.



(c)

(d)

When the BlackBerry smartphone is shown, it is silhouetted (a) in most cases. It should always be silhouetted when it appears on top of an image or is cropped off the page. When it appears in a straightforward manner, a drop shadow (b) can be added to create a sense of depth.

In some applications, such as on a web site, a shadow can be added underneath the smartphone (c) to create a 3-dimensional look. Use of this shadow is limited. A side view of the smartphone (d) is available but must always show a portion of the screen and keyboard, as in the example.

4.9 Smartphone Imagery Misuse

When using images of the BlackBerry smartphone, be sure to reproduce them in the highest quality possible.

Illustrated here are some possible misuses to avoid. These examples are not meant to be comprehensive.



1. BlackBerry smartphone imagery cannot be altered or manipulated from the original file obtained from RIM Marketing Communications.



2. The BlackBerry or RIM nameplate on the top of the smartphone cannot be removed, dulled or changed in color or renamed.



3. Any imagery containing the BlackBerry smartphone should clearly show the product. No omission of the BlackBerry logo on the smartphone is permitted unless a complete smartphone image is shown elsewhere on the same page.



4. RIM Marketing Communications must approve the quality and clarity of the imagery. It is recommended that partners use original electronic files supplied by RIM Marketing Communications. If a partner wants to produce its own imagery, TIFF and EPS file formats are recommended.



5. The size of the BlackBerry smartphone imagery must be increased or decreased proportionally so as to not distort the image.



6. Changes to the text on the screen of the BlackBerry smartphone imagery are not recommended. If you require a change to a screen image, RIM Marketing Communications must be contacted for approval.



7. No object, including but not limited to another company's logo, may be placed on or incorporated into the BlackBerry nameplate.



8. BlackBerry smartphones and all other components of the BlackBerry solution cannot be used or shown in conjunction with imagery of the blackberry fruit or any other fruit.

4.10 Data Flow Patterns

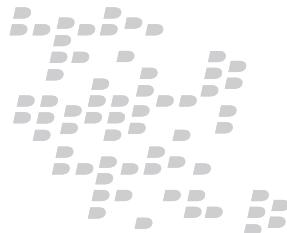
The BlackBerry graphic palette consists of several "Data Flow" patterns that reference the BlackBerry symbol. The three patterns—Macro, Micro and Nano—can each be applied in a number of ways to create tone-on-tone effects or to bring additional visual interest when layered against a photographic background.

The Macro pattern, which references momentum and technological advantage, is preferred for applications that feature more atmosphere and less copy.

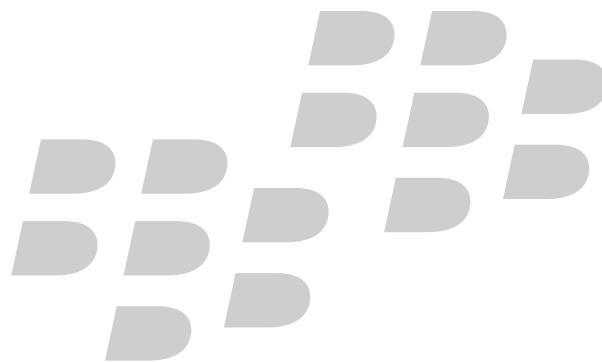
The Micro pattern is flexible and appropriate for a variety of communications. It suggests speed and fluidity.

The Nano pattern is preferred for applications that are text heavy or feature complex imagery. It references focus, clarity and the ability to craft a solution.

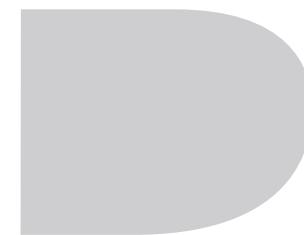
The Data Flow patterns are templates and should not be recreated. To obtain these templates, please contact RIM Marketing Communications (marcomm@rim.com).



Macro



Micro



Nano

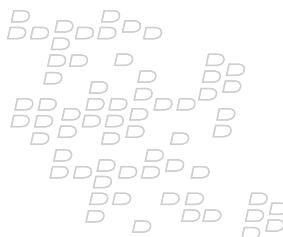
Note: Shapes may be deleted from Macro pattern only to suit individual composition.

4.11 Alternate Data Flow Patterns

To add to the flexibility of the Data Flow patterns, each can be reproduced in a few different styles. One alternative to a solid Macro or Micro pattern is to apply only the outlines of the individual graphic elements. The Nano pattern should never be outlined.

When utilizing photography, the Micro and Nano patterns can be reversed to draw visual interest to a specific point or points in a layout. As shown in the examples below, reversing a pattern to create focus in an otherwise blurred photograph is especially effective at communicating the benefit of a BlackBerry product or service.

The Data Flow patterns are templates and should not be recreated. To obtain these templates, please contact RIM Marketing Communications (marcomm@rim.com).



Macro Outline



Micro Outline



Micro Reverse



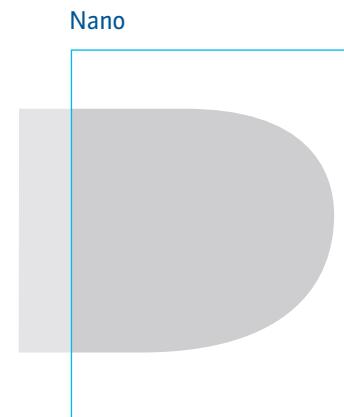
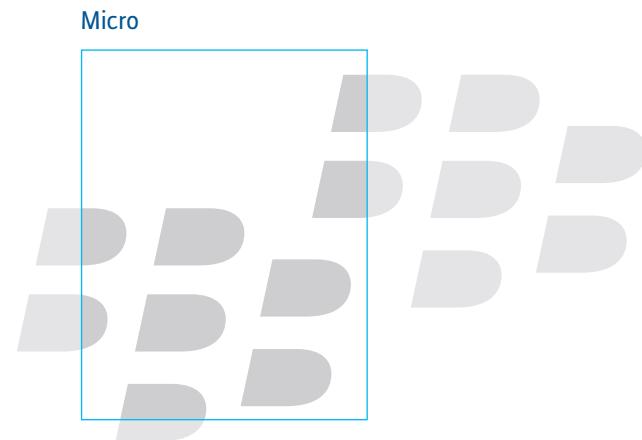
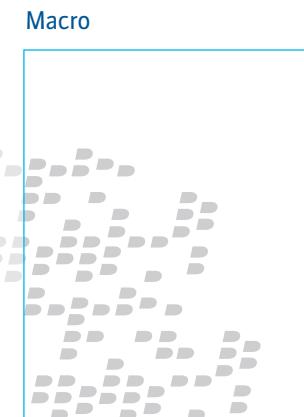
Nano Reverse

Note: Shapes may be deleted from Macro pattern only to suit individual composition.

Unlike the preferred version of the Data Flow patterns, the Micro Reverse and Nano Reverse patterns are clear or blank to allow the photograph underneath to show through and the space outside the pattern has a transparency applied to it.

4.12 Cropping the Data Flow Patterns

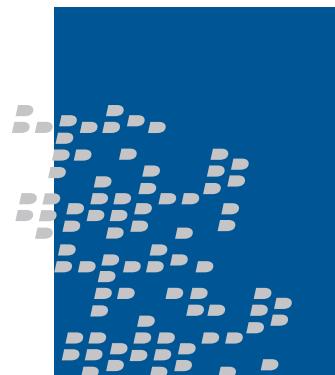
Data Flow patterns should be cropped creatively to generate visual interest in an application and to accommodate other elements of the BlackBerry brand's visual style such as headlines, photography and the logo as shown in the following pages.



4.13 Data Flow Pattern Application – Color Background

When applying a Data Flow pattern to a solid background color, creatively crop the pattern to fit the application and adjust the color of the pattern to a tint of the background color. This helps create depth, texture and focus while emphasizing the layout's other visual elements.

To add additional visual interest, select two to four of the pattern's individual elements and fill them with one (but only one) of the accent colors from the appropriate color palette.



1. Choose a background color from the BlackBerry color palette.



2. Choose a Data Flow pattern and place it on the page.



3. Crop the pattern and apply a tint of the background color to it. Then one accent color can be applied to a few pieces of the pattern.



4. Apply the headline and BlackBerry logo. Refer to page 16 for proper logo placement.

4.14 Data Flow Pattern Application – Photographic Background

When applying the pattern to a photographic background, use transparency to add dimension to the pattern. The transparent pattern should be visually balanced with the photograph, being careful not to block important areas of the image such as a face, the BlackBerry smartphone, the logo or headlines.

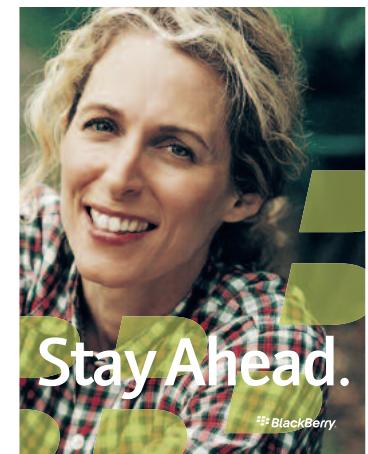


1. Choose a photograph from the photo library.



2. Choose a Data Flow pattern and place it over the photograph, being careful not to block important areas such as the face.

3. Crop the pattern and apply a color with transparency. Make sure the opacity of the pattern is light enough to create a visually balanced composition.



4. Apply the headline and BlackBerry logo. Refer to page 16 for proper logo placement.

Graphic Style

5.1 Visual Elements

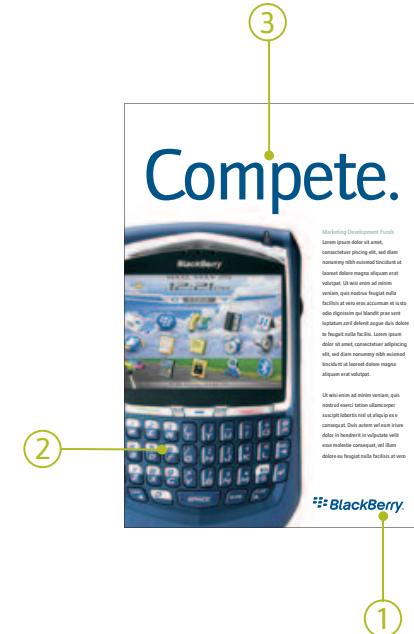
The BlackBerry brand's style is simple and direct. To provide flexibility when designing communications, any of five graphic elements may be used in combination on layouts: 1) the BlackBerry logo; 2) imagery of the BlackBerry smartphone; 3) voice words; 4)

photography; and 5) the Data Flow patterns. The examples below call out each of these elements and show how they can be combined on a page (other examples follow).

It is recommended that only two or three elements appear at one time in a layout. Use of four elements in a layout is acceptable, but use of all five elements at one time is not permissible.

Housestyle elements

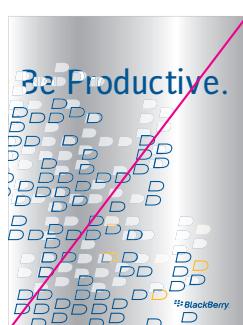
- (1) The BlackBerry logo
- (2) BlackBerry smartphone imagery
- (3) Voice words
- (4) Photography
- (5) Data Flow patterns



5.2 Visual Elements Misuse

Because BlackBerry products and services are about ease of use and easy, quality solutions, BlackBerry communications should never look cluttered or complicated. Shown below is a small, but by no means comprehensive, sample of ineffective layout designs due to incorrect application of the design systems of the BlackBerry brand.

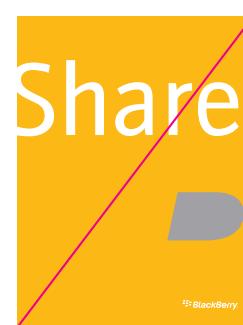
It is especially important to choose headline and pattern placement carefully so that both are legible and flow easily within a layout. The visual elements should harmonize, not conflict.



Do not overlap and/or use more than one pattern.



Do not reverse the direction of the graphic. The rounded part of the graphic should always point to the right.



Do not bleed type off the page.



When using a photograph, do not use solid colors for your pattern.



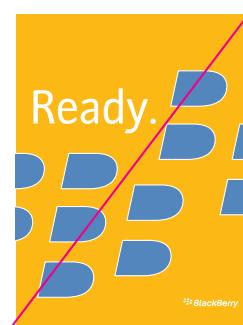
Do not place design elements such as patterns and headlines over a photograph in such a way that they obstruct the image or other design elements such as the signature.



Do not use the Nano pattern as an outline.



Do not make the patterns multi-colored; instead, select a few to change to one color that add interest to the composition.



Do not use outlines and color in the same pattern.



Choose a pattern that adds drama to the composition instead of one that complicates. Transparency or outline should be used when laying a pattern over an image.



Don't let the area around the signature get too complicated. You may selectively delete shapes from the pattern to allow for a cleaner space around the signature.



last updated: March, 2007

Appendix A BlackBerry Product Names

Contents

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BlackBerry smartphones

The following marks are the official names for BlackBerry® smartphones.

When referencing a product from the following list, include all appropriate trademark symbols at the first instance of the name.

First instance	Subsequent instances	Translation requirement
BlackBerry® 7100 Series	BlackBerry 7100 Series	—
BlackBerry® 7100g smartphone	BlackBerry 7100g smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7100i smartphone	BlackBerry 7100i smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7100r smartphone	BlackBerry 7100r smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7100t smartphone	BlackBerry 7100t smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7100v smartphone	BlackBerry 7100v smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7100x smartphone	BlackBerry 7100x smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7105t smartphone	BlackBerry 7105t smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7130 Series	BlackBerry 7130 Series	—
BlackBerry® 7130c smartphone	BlackBerry 7130c smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7130e smartphone	BlackBerry 7130e smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7130g smartphone	BlackBerry 7130g smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7130t smartphone	BlackBerry 7130t smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7130v smartphone	BlackBerry 7130v smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"

First instance	Subsequent instances	Translation
BlackBerry® 7200 Series	BlackBerry 7200 Series	—
BlackBerry® 7250 smartphone	BlackBerry 7250 smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7270 smartphone	BlackBerry 7270 smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7290 smartphone	BlackBerry 7290 smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 7520 smartphone	BlackBerry 7520 smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8700 Series	BlackBerry 8700 Series	—
BlackBerry® 8700c smartphone	BlackBerry 8700c smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8700f smartphone	BlackBerry 8700f smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8700g smartphone	BlackBerry 8700g smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8700r smartphone	BlackBerry 8700r smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8700v smartphone	BlackBerry 8700v smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8703e smartphone	BlackBerry 8703e smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8705 smartphone	BlackBerry 8705 smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8707g smartphone	BlackBerry 8707g smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8707h smartphone	BlackBerry 8707h smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"
BlackBerry® 8707v smartphone	BlackBerry 8707v smartphone, BlackBerry smartphone, BlackBerry device	Translate "smartphone" or "device"

First instance	Subsequent instances	Translation
BlackBerry® Pearl™ 8100 smartphone, BlackBerry® Pearl™ smartphone	BlackBerry Pearl smartphone, BlackBerry 8100 smartphone, BlackBerry device	Translate “smartphone” or “device”
BlackBerry® 8800 smartphone	BlackBerry 8800 smartphone, BlackBerry smartphone, BlackBerry device	Translate “smartphone” or “device”
BlackBerry® smartphone with PGP® support, BlackBerry® device with PGP® support	BlackBerry smartphone with PGP support, BlackBerry device with PGP support	Translate “smartphone,” “device,” “with,” and “support.”
BlackBerry® smartphone with S/MIME support, BlackBerry® device with S/MIME support	BlackBerry smartphone with S/MIME support, BlackBerry device with S/MIME support	Translate “smartphone,” “device,” “with,” and “support.”

BlackBerry products

The following marks are the official names for BlackBerry products.

When referencing a product from the following list, include all appropriate trademark symbols at the first instance of the name.

First instance	Subsequent instances	Translation requirement
AOL® Instant Messenger™ for BlackBerry® smartphones	AOL Instant Messenger for BlackBerry smartphones, AOL Instant Messenger for BlackBerry devices	Translate "for" and "smartphones" or "devices."
BlackBerry® 101 tutorial	BlackBerry 101 tutorial	Translate "tutorial."
BlackBerry® Browser	BlackBerry Browser	—
BlackBerry® Business Solutions	BlackBerry Business Solutions	—
BlackBerry Connection® newsletter	BlackBerry Connection newsletter	Translate "newsletter."
BlackBerry® Desktop Manager	BlackBerry Desktop Manager	—
BlackBerry® Desktop Redirector	BlackBerry Desktop Redirector	—
BlackBerry® Desktop Software	BlackBerry Desktop Software	—
BlackBerry® Desktop Software with S/MIME support	BlackBerry Desktop Software with S/MIME support	Translate "with" and "support."
BlackBerry® Device Manager	BlackBerry Device Manager	—
BlackBerry® Device Software	BlackBerry Device Software	—
BlackBerry® Email and MDS Services Simulator Package	BlackBerry Email and MDS Services Simulator Package	—
BlackBerry® End-user Training	BlackBerry® End-user Training	—
BlackBerry® Enterprise Server	BlackBerry Enterprise Server	—
BlackBerry® Enterprise Server - Small Business Edition	BlackBerry Enterprise Server - Small Business Edition	
BlackBerry® Enterprise Server Advanced Administrator Training	BlackBerry Enterprise Server Advanced Administrator Training	—

First instance	Subsequent instances	Translation requirement
BlackBerry® Enterprise Server Express	BlackBerry Enterprise Server Express	—
BlackBerry® Enterprise Server for IBM® Lotus® Domino®	BlackBerry Enterprise Server for IBM Lotus Domino	Translate "for."
BlackBerry® Enterprise Server for MDS Applications	BlackBerry Enterprise Server for MDS Applications	Translate "for."
BlackBerry® Enterprise Server for Microsoft® Exchange	BlackBerry Enterprise Server for Microsoft Exchange	Translate "for."
BlackBerry® Enterprise Server for Novell® GroupWise®	BlackBerry Enterprise Server for Novell GroupWise	Translate "for."
BlackBerry® Enterprise Solution	BlackBerry Enterprise Solution	—
BlackBerry® Infrastructure	BlackBerry Infrastructure	—
BlackBerry® Instant Messaging for Novell® GroupWise® Messenger	BlackBerry Instant Messaging for Novell Groupwise Messenger, enterprise instant messaging	First instance: Translate "for." Subsequent instance: Translate.
BlackBerry® Instant Messaging for Microsoft® Office Live Communications Server 2005	BlackBerry Instant Messaging for Microsoft Office Live Communications Server 2005, enterprise instant messaging	First instance: Translate "for." Subsequent instance: Translate.
BlackBerry® Instant Messaging for IBM® Lotus® Sametime®	BlackBerry Instant Messaging for IBM Lotus Sametime, enterprise instant messaging	First instance: Translate "for." Subsequent instance: Translate.
BlackBerry® Integrated Development Environment	BlackBerry Integrated Development Environment	—
BlackBerry® Java® Development Environment	BlackBerry JDE	—
BlackBerry® Java® Virtual Machine	BlackBerry Java Virtual Machine	—
BlackBerry® Mail	BlackBerry Mail	—
BlackBerry® Mail Connector	BlackBerry Mail Connector	—
BlackBerry® Maps	BlackBerry Maps	—
BlackBerry® MDS Runtime	BlackBerry MDS Runtime	—

First instance	Subsequent instances	Translation requirement
BlackBerry® MDS Simulator	BlackBerry MDS Simulator	—
BlackBerry® MDS Studio	BlackBerry MDS Studio	—
BlackBerry® Messenger	BlackBerry Messenger	—
BlackBerry® Mobile Data Service	BlackBerry Mobile Data Service	—
BlackBerry® Mobile Data System	BlackBerry MDS	—
BlackBerry® Plug-in for Microsoft® Visual Studio®	BlackBerry Plug-in for Microsoft Visual Studio	—
BlackBerry® Provisioning System	BlackBerry Provisioning System	—
BlackBerry® Server Appliance	BlackBerry Server Appliance	—
BlackBerry® Signing Authority Tool	BlackBerry Signing Authority Tool	—
BlackBerry solutions	BlackBerry solutions	Translate "solutions."
BlackBerry® Training	BlackBerry Training	—
BlackBerry® User Tools CD	BlackBerry User Tools CD	—
BlackBerry wireless solutions	BlackBerry wireless solutions	Translate "wireless solutions."
Customer Hosted Online BlackBerry® Training	Customer Hosted Online BlackBerry Training	—
Hosted BlackBerry® Enterprise Server	Hosted BlackBerry Enterprise Server	—
Google Talk™ for BlackBerry® smartphones	Google Talk for BlackBerry smartphones, Google Talk for BlackBerry devices	Translate "for" and "smartphones."
Plazmic® Content Developer's Kit	Plazmic Content Developer's Kit	—
PGP® Support Package for BlackBerry smartphones	PGP Support Package for BlackBerry smartphones	—

First instance	Subsequent instances	Translation requirement
S/MIME Support Package for BlackBerry smartphones	S/MIME Support Package for BlackBerry smartphones	—
SureType® input method, SureType® technology	SureType input method, SureType technology	Translate “input method” or “technology.”
Technical Support Services	Technical Support Services	—
Windows Live™ Messenger for BlackBerry® smartphones	Windows Live Messenger for BlackBerry smartphones, Windows Live Messenger for BlackBerry devices	Translate “for” and “smartphones” or “devices.”
Yahoo!® Messenger for BlackBerry® smartphones	Yahoo! Messenger for BlackBerry smartphones, Yahoo! Messenger for BlackBerry devices	Translate “for” and “smartphones.”

BlackBerry product components

The following list contains the names of BlackBerry product components - which are the names of the various components that comprise BlackBerry products.

When referencing a product component from the following list, include a registered trademark symbol (®) after "BlackBerry" if it is the only instance of "BlackBerry" in text.

First instance	Subsequent instances	Component of	Translation requirement
application loader tool	application loader tool	BlackBerry Desktop Manager	—
backup and restore tool	backup and restore tool	BlackBerry Desktop Manager	—
BlackBerry Administrative Tools and Services	BlackBerry Administrative Tools and Services	BlackBerry Enterprise Server	—
BlackBerry Application Web Loader	BlackBerry Application Web Loader	BlackBerry Java Development Environment	—
BlackBerry Attachment Connector	BlackBerry Attachment Connector	BlackBerry Attachment Service	—
BlackBerry Attachment Service	BlackBerry Attachment Service	BlackBerry Messaging and Collaboration Services	—
BlackBerry Automated Request Interface	BlackBerry Automated Request Interface	BlackBerry Provisioning System	—
BlackBerry Collaboration Service	BlackBerry Collaboration Service	BlackBerry Messaging and Collaboration Services	—
BlackBerry Configuration Database	BlackBerry Configuration Database	BlackBerry Domain	—
BlackBerry Configuration Panel	BlackBerry Configuration Panel	BlackBerry Administrative Tools and Services	—
BlackBerry Controller	BlackBerry Controller	BlackBerry Administrative Tools and Services	—
BlackBerry Delivery Engine	BlackBerry Delivery Engine	BlackBerry Internet Service	—
BlackBerry Device Simulator	BlackBerry Device Simulator	BlackBerry Java Development Environment	—
BlackBerry Direct Access Engine	BlackBerry Direct Access Engine	BlackBerry Internet Service	—
BlackBerry Dispatcher	BlackBerry Dispatcher	BlackBerry Administrative Tools and Services	—

First instance	Subsequent instances	Component of	Translation requirement
BlackBerry Domain	BlackBerry Domain	BlackBerry Administrative Tools and Services	—
BlackBerry Email Simulator	BlackBerry Email Simulator	BlackBerry Java Development Environment	—
BlackBerry Instant Messaging Connector	BlackBerry Instant Messaging Connector	BlackBerry Collaboration Service	—
BlackBerry Internet Service Browsing	BlackBerry Internet Service Browsing	BlackBerry Internet Service	—
BlackBerry Internet Service Email	BlackBerry Internet Service Email	BlackBerry Internet Service	—
BlackBerry Mail Connector server	BlackBerry Mail Connector server	BlackBerry Internet Service	Translate "server."
BlackBerry Manager	BlackBerry Manager	BlackBerry Administrative Tools and Services	—
BlackBerry MDS Administrative and Management Service	BlackBerry MDS Administrative and Management Service	BlackBerry MDS Services	Translate "and."
BlackBerry MDS Application	BlackBerry MDS Application	—	—
BlackBerry MDS Application Integration Service	BlackBerry MDS Application Integration Service	BlackBerry MDS Services	—
BlackBerry MDS Application Repository	BlackBerry MDS Application Repository	BlackBerry MDS Services	—
BlackBerry MDS Browser Application	BlackBerry MDS Browser Application	—	—
BlackBerry MDS Connection Service	BlackBerry MDS Connection Service	BlackBerry MDS Services	—
BlackBerry MDS Data Optimization Service	BlackBerry MDS Data Optimization Service	BlackBerry MDS Services	—
BlackBerry MDS Developer Tools	BlackBerry MDS Developer Tools	BlackBerry MDS	—
BlackBerry MDS Device Software	BlackBerry MDS Device Software	BlackBerry MDS	—
BlackBerry MDS Java Application	BlackBerry MDS Java Application	—	—

First instance	Subsequent instances	Component of	Translation requirement
BlackBerry MDS Provisioning Service	BlackBerry MDS Provisioning Service	BlackBerry MDS Services	—
BlackBerry MDS Services	BlackBerry MDS Services	BlackBerry Enterprise Server	—
BlackBerry MDS Studio Application	BlackBerry MDS Studio Application	—	—
BlackBerry Messaging Agent	BlackBerry Messaging Agent	BlackBerry Messaging and Collaboration Services	—
BlackBerry Messaging and Collaboration Services	BlackBerry Messaging and Collaboration Services	BlackBerry Enterprise Server	Translate “and.”
BlackBerry Policy Service	BlackBerry Policy Service	BlackBerry Administrative Tools and Services	—
BlackBerry Router	BlackBerry Router	BlackBerry Administrative Tools and Services	—
BlackBerry Signature Tool	BlackBerry Signature Tool	BlackBerry Java Development Environment	—
BlackBerry Synchronization Connector	BlackBerry Synchronization Connector	BlackBerry Synchronization Service	—
BlackBerry Synchronization Service	BlackBerry Synchronization Service	BlackBerry Messaging and Collaboration Services	—
certificate synchronization tool	certificate synchronization tool	BlackBerry Desktop Manager	—
email settings tool	email settings tool	BlackBerry Desktop Manager	—
media manager tool	media manager tool	BlackBerry Desktop Manager	—
Plazmic Composer	Plazmic Composer	Plazmic Content Developer's Kit	—
Plazmic Theme Builder	Plazmic Theme Builder	Plazmic Content Developer's Kit	—
synchronization tool	synchronization tool	BlackBerry Desktop Manager	—
RIM® Cryptographic API	RIM Cryptographic API	—	—

BlackBerry Connect and BlackBerry Built-In products

The following marks are the official names for BlackBerry® Connect™ and BlackBerry® Built™-In products.

When referencing a product from the following list, include all appropriate trademark symbols at the first instance of the name.

For more information about specific third-party product names and model numbers, contact RIM Marketing Communications (marcomm@rim.com).

First instance	Subsequent instances	Translation
BlackBerry® Connect™ technology	BlackBerry Connect technology	Translate "technology"
BlackBerry® Built-In™ technology	BlackBerry Built-In technology	Translate "technology"
BlackBerry® Built-In™ software	BlackBerry Built-In software	Translate "software."
BlackBerry® Connect™ Desktop	BlackBerry Connect Desktop	—
BlackBerry® Connect™ software	BlackBerry Connect software	Translate "software."
BlackBerry® Connect™ for Microsoft® Windows Mobile®	BlackBerry Connect for Microsoft Windows Mobile	Translate "for."
BlackBerry® Connect™ for Microsoft® Windows Mobile® 5.0 powered devices, Microsoft® Windows Mobile® 5.0 powered devices with BlackBerry® Connect™	BlackBerry Connect for Microsoft Windows Mobile 5.0 powered devices, Microsoft Windows Mobile 5.0 powered devices with BlackBerry Connect	Translate "for" or "with."
BlackBerry® Connect™ for Palm OS®	BlackBerry Connect for Palm OS	Translate "for."
BlackBerry® Connect™ for Symbian OS®	BlackBerry Connect for Symbian OS	Translate "for."
BlackBerry® Connect™ for the Dopod product name, Dopod product name with BlackBerry® Connect™	BlackBerry Connect for the Dopod product name, Dopod product name with BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ for the HTC™ product name , HTC product name with BlackBerry® Connect™	BlackBerry Connect for the HTC product name , HTC product name with BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ for the Motorola® product name , Motorola® product name with BlackBerry® Connect™	BlackBerry Connect for the Motorola product name , Motorola product name with BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ for the Nokia product name , Nokia product name with BlackBerry® Connect™	BlackBerry Connect for the Nokia product name , Nokia product name with BlackBerry Connect	Translate "for the" or "with."

First instance	Subsequent instances	Translation
BlackBerry® Connect™ for the O2™ product name , O2™ product name with BlackBerry® Connect™	BlackBerry Connect for the O2 product name , O2 product name with BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ for the Palm® Treo™ model number smartphone/smart device, Palm® Treo™ model number smartphone/smart device with BlackBerry® Connect™	BlackBerry Connect for the Palm Treo model number smartphone/smart device, Palm Treo model number smartphone/smart device with BlackBerry Connect	Translate "smartphone" or "smart device" and "for the" or "with."
BlackBerry® Connect™ for the Qtek™ product name , Qtek™ product name with BlackBerry® Connect™	BlackBerry Connect for the Qtek product name , Qtek product name BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ for the Samsung® product name , Samsung® product name with BlackBerry® Connect™	BlackBerry Connect for the Samsung product name , Samsung product name with BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ for the Sony Ericsson product name , Sony Ericsson product name with BlackBerry® Connect™	BlackBerry Connect for the Sony Ericsson product name , Sony Ericsson product name with BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ for the T- Mobile® product name , T-Mobile® product name with BlackBerry® Connect™	BlackBerry Connect for the T-Mobile product name , T-Mobile product name with BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ for the Vodafone® product name , Vodafone® product name with BlackBerry® Connect™	BlackBerry Connect for the Vodafone product name , Vodafone product name with BlackBerry Connect	Translate "for the" or "with."
BlackBerry® Connect™ Licensing Program	BlackBerry Connect Licensing Program	—
BlackBerry® Connect™ Transport Stack	BlackBerry Connect Transport Stack	—
BlackBerry enabled device	BlackBerry enabled device	Translate "enabled device."
device with BlackBerry® Built-In™ software	device with BlackBerry Built-In software	Translate "device," with," and software."
device with BlackBerry® Connect™ software	device with BlackBerry Connect software	Translate "device," with," and software."
Siemens® SK65 with BlackBerry® Built-In™	Siemens SK65 with BlackBerry Built-In	Translate "with."

BlackBerry accessories

The following marks are the official names for BlackBerry accessories.

When referencing a product from the following list, include all appropriate trademark symbols at the first instance of the name.

First instance	Subsequent instances	Translation requirement
BlackBerry® Authentic Accessories	BlackBerry Authentic Accessories	—
BlackBerry® C-Series Battery Charger	BlackBerry C-Series Battery Charger	—
BlackBerry® Compact 12V Automotive/Car Charger	BlackBerry Compact 12V Automotive/ Car Charger	—
BlackBerry® Dual-Voltage 12/24V Automotive/Car Charger	BlackBerry Dual-Voltage 12/24V Automotive/Car Charger	—
BlackBerry® Extra Battery	BlackBerry Extra Battery	—
BlackBerry® Extra Battery Charger	BlackBerry Extra Battery Charger	—
BlackBerry® Extra Battery Door	BlackBerry Extra Battery Door	—
BlackBerry® Folding Blade Charger	BlackBerry Folding Blade Charger	—
BlackBerry® GPS Receiver	BlackBerry GPS Receiver	—
BlackBerry® Hands-free Headset	BlackBerry Hands-free Headset	—
BlackBerry® Horizontal Active Holster	BlackBerry Horizontal Active Holster	—
BlackBerry® High-Capacity Battery and Extended Door	BlackBerry High-Capacity Battery and Extended Door	—
BlackBerry® HS-655 Wireless Headset	BlackBerry HS-655 Wireless Headset	—
BlackBerry® International Adapter Clips	BlackBerry International Adapter Clips	—
BlackBerry® Lambskin Leather Swivel Holster	BlackBerry Lambskin Leather Swivel Holster	—
BlackBerry® Lambskin Leather Tote	BlackBerry Lambskin Leather Tote	—

First instance	Subsequent instances	Translation
BlackBerry® Leather Clip Holster	BlackBerry Leather Clip Holster	—
BlackBerry® Leather Desktop Stand	BlackBerry Leather Desktop Stand	—
BlackBerry® Leather Pocket	BlackBerry Leather Pocket	—
BlackBerry® Leather Pouch	BlackBerry Leather Pouch	—
BlackBerry® Leather Swivel Holster	BlackBerry Leather Swivel Holster	—
BlackBerry® Leather Swivel Sheath	BlackBerry Leather Swivel Sheath	—
BlackBerry® Plastic Swivel Holster	BlackBerry Plastic Swivel Holster	—
BlackBerry® Power Station	BlackBerry Power Station	—
BlackBerry® Rugged Holster	BlackBerry Rugged Holster	—
BlackBerry® Skin	BlackBerry Skin	—
BlackBerry® Smart Card Reader	BlackBerry Smart Card Reader	—
BlackBerry® Soft-Sided Swivel Clip Holster	BlackBerry Soft-Sided Swivel Clip Holster	—
BlackBerry® Sport Holster	BlackBerry Sport Holster	—
BlackBerry® Stereo Headset	BlackBerry Stereo Headset	—
BlackBerry® Travel Charger	BlackBerry Travel Charger	—
BlackBerry® USB Datasync & Charging Cable	BlackBerry USB Datasync & Charging Cable	—
BlackBerry® Vertical Active Holster	BlackBerry Vertical Active Holster	—