

BlackBerry® Academic Program Branding Guidelines

1. Terms and Conditions

Your use of the BlackBerry Authorized Academic Center Logo (“Logo”) owned by Research In Motion Limited (RIM) is limited to the license in the BlackBerry Academic Program License Agreement (“Agreement”). Your use of the Logo in printed or electronic materials indicates your agreement to be bound by these terms and conditions. You are prohibited from using any other RIM Trademark without the express written permission of an authorized representative of RIM Marketing Communications, except as permitted under the Public Guidelines for Use of RIM Trademarks found at www.blackberry.com/publicguidelines.

As a licensed user, you are required to comply with these BlackBerry Academic Program Branding Guidelines (“Guidelines”). These Guidelines apply to all materials and communications by any media (“materials”) where the Logo is used. RIM reserves the right to monitor your use of the Logo for compliance with these Guidelines. At RIM’s request you will be required to submit all materials in which the Logo is used. Failure to comply with the Guidelines or the Agreement may result in RIM terminating your Agreement and/or your license to use the Logo. RIM further reserves the right to take legal action as appropriate.

These Guidelines may be updated from time to time and you must comply with the latest version. For a copy of the latest Guidelines email BlackBerryAcademicProgram@rim.com or visit <http://www.blackberry.com/academic>.

2. Program Participation

If at any time the Agreement between you and RIM is discontinued, you must stop using the Logo and any materials produced by you or provided to you by RIM such as the course material, including, but not limited to the course textbook, instructor guide, lab manual, quizzes, and exams. At RIM’s discretion, you must either return all copies of these materials or confirm in writing that these materials have been destroyed.

2.1 Program and Program Component Names

When referring to the program or components of the program, please use the following program and component names, and ensure that the appropriate trademark symbol is used.

BlackBerry® Academic Program Course
BlackBerry® Academic Program Curriculum
BlackBerry® Authorized Academic Center

New BlackBerry Academic Courses are in development. For the most up to date list, please email BlackBerryAcademicProgram@rim.com or visit <http://www.blackberry.com/academic>.

3. BlackBerry Authorized Academic Center Logo

The use of the Logo is limited to licensed users and must meet the standards set out in the Agreement and these Guidelines. The Logo may be used in either blue, black or reversed out of white. A sample is provided below.



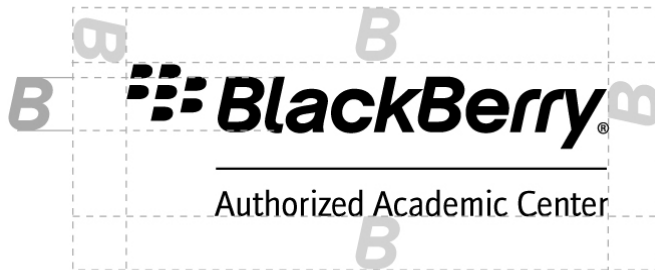
The Logo is a unique piece of artwork. The proportion and arrangement have been specifically determined. **The Logo should never be typeset, recreated or altered.**

- Do not simulate the Logo with the use of a typeface
- Do not transpose the colors within the Logo
- Do not change the proportions of the Logo
- Do not use a pattern within the Logo
- Do not combine the Logo with other logos or text

To maintain consistent use and ensure the integrity of the Logo, use only approved electronic art files, available from the BlackBerry Academic Program team via email at BlackBerryAcademicProgram@rim.com or visit <http://www.blackberry.com/academic>.

3.1 Clear Space

Clear space is the empty space that must surround the Logo. No other elements may infringe on this space. It is the amount of space that should surround the Logo to ensure legibility and easy recognition. No written information or other business name or Logo should appear within the specified area. Acceptable clear space is determined by the height of the 'B' in BlackBerry; it adjusts proportionally according to the size of the Logo. A sample is provided below.



3.2 Minimum size

The Logo may be reduced or enlarged **proportionally** as necessary. However the size of the original electronic files provided by RIM should not be altered in a scale greater than $\pm 50\%$ of original size. The minimum size of the Logo for print is determined by the width of the BlackBerry word, which should not be reproduced in a size smaller than indicated below.



3.3 Color Variations

The Logo should only be reproduced in blue or black whenever possible. White is the preferred background on which to reproduce the color Logo. If reproduction on white is not possible, the Logo should be reproduced as a full-reverse in white out of a color background.

When the 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.

Specific color values when reproducing the Logo are shown below.



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



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



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

3.4 Required Logo Use

All materials including websites that reference RIM, its products or services or use a RIM Mark must display the BlackBerry Authorized Academic Center Logo.

4. Weblinking and Internet Activities

Your license with RIM permits use of our text link to direct visitors to our BlackBerry web site, subject to the following conditions:

1. The text link should be: BlackBerry Academic Program.
2. The hyperlink can point to the BlackBerry Academic Program page at <http://www.blackberry.com/academic> or to the BlackBerry web site at www.blackberry.com.
The link must be active at all times.
3. Use of the text link can only appear on the page of your website that features the BlackBerry Academic Program.
4. You are not permitted to use any mark of RIM as a meta tag or other search-enabling means to direct readers to your website.
5. You are not permitted to frame the contents of our website within yours.
6. The text link cannot be of greater prominence than your institution's name or logo.

5. No Endorsement, Sponsorship or Affiliation

You must not use the Logo or any RIM Trademark to create a false sense of endorsement, sponsorship or affiliation with RIM or its products and services. Your use of the Logo in any marketing and promotional materials, including internet use or any other instances, must not be false or misleading.

6. Trademark Notice

Use of a RIM Trademark, Logo or Course name in printed materials or web sites must include a prominent acknowledgement as shown below:

BlackBerry®, and related marks and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and elsewhere. Used under license from Research In Motion Limited. (Name of institution) has not been authorized, sponsored, or otherwise approved by Research In Motion Limited.