



## Branding Guidelines for Trademark Licensees

May 2016

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# Introduction

BlackBerry Limited is a bold and dynamic company that revolutionized the mobile industry. Our brand reflects who we are, the coming together of our history and our vision. This guide details the visual elements that support BlackBerry, guides our direction, motivates our employees and helps inform those who care about the brand. Please follow these guidelines as you create marketing materials as well as internal and external communications.

These guidelines will assist in answering questions about the proper use of our BlackBerry trademarks. They will assist you in identifying BlackBerry trademarks, when and where to use the trademark ® and ™ symbols and will provide you with the proper attribution statement to accompany such use.

By carefully following these guidelines in your creative works, you can ensure that you are properly acknowledging and preserving the trademark rights of BlackBerry Limited as well as its subsidiaries and assisting us in maintaining the integrity of the BlackBerry brand.

# Legal

BlackBerry Limited is the owner of the famous BlackBerry® trademark and other numerous trademarks including word marks, logos, trade dress, service marks and product imagery (“BlackBerry Trademarks”). The BlackBerry Trademarks symbolize the reputation and goodwill of BlackBerry and serve to identify and distinguish its products and services from those of others.

To maintain the distinctiveness of BlackBerry Trademarks as representing BlackBerry’s products, software and services, we must ensure that these assets are not used by third parties in such a manner as to confuse consumers into believing there is an affiliation with or an endorsement by BlackBerry, when in fact there is none.

A sample list of BlackBerry Trademarks is provided below. The BlackBerry Trademarks are comprised of two main groups: the BlackBerry Word Marks and the BlackBerry logos. **The BlackBerry Trademark Public Use Guidelines** govern use of BlackBerry Word Marks by customers and other third parties. The BlackBerry logos can only be used if your agreement expressly grants that right. If you are a trademark licensee you are required to comply with both the Guidelines and Rules contained in this document.

# Approval

These BlackBerry Branding Guidelines apply to all materials and communications by any media (“materials”) where BlackBerry Trademarks are used. If you are a trademark licensee, you must ensure that all personnel responsible for producing such materials adhere to these Guidelines. Please work with a member of the **BlackBerry Brand Marketing Team** on your project to ensure that you are aligning with global creative and messaging directives and execution best practices.

The **BlackBerry Brand Marketing Team** needs to review and approve the content of any advertisement, collateral or promotional materials containing BlackBerry Trademarks, the BlackBerry logo or imagery prior to it being released. Ensure a minimum of five (5) business days for the review process to occur. Please submit all materials to the **BlackBerry Brand Marketing Team**.

The material must be approved by the **BlackBerry Brand Marketing Team**. If a trademark license is not included in your agreement with BlackBerry, you are prohibited from using the BlackBerry logos without the express written permission of an authorized representative of the **BlackBerry Brand Marketing Team**.

Also, upon BlackBerry’s reasonable requests and for quality control purposes, you must provide us with representative materials showing use of the BlackBerry Trademarks and allow us to inspect samples of products bearing such marks to ensure compliance with these Guidelines and the terms of any license or other agreement with BlackBerry.

# Terms of Your Trademark License

If your request is approved by the **BlackBerry Brand Marketing Team** and such use complies with these Guidelines, you are granted a non-transferable, non-exclusive, royalty-free limited license to use the BlackBerry Trademarks as specifically described in the permission request or any applicable agreement(s) with BlackBerry.

By using the BlackBerry Trademarks, in whole or in part, you are acknowledging their validity and agree that the benefits of and goodwill associated with any approved use of the BlackBerry Trademarks inures entirely to the benefit of BlackBerry. Through such use you are also acknowledging that BlackBerry is the sole owner of the BlackBerry Trademarks.

Any use of the BlackBerry Trademarks in a manner that is inconsistent with these Guidelines is unauthorized. BlackBerry, in its sole discretion, reserves the right to revoke or modify your permission to use the BlackBerry Trademarks.

# Terms of Your Trademark License

As an authorized licensee of the BlackBerry Trademarks and, subject to applicable laws, you agree to cooperate with BlackBerry for the purpose of protecting and preserving the BlackBerry Trademarks as well as to conduct your business and activities in such a manner so as to promote a positive image and good public relations for BlackBerry, and will not:

1. Challenge the validity of the BlackBerry Trademarks, any registrations for any of the BlackBerry Trademarks or BlackBerry's rights, as applicable, to any of the Trademarks or related intellectual property, nor will you assist others in challenging or interfering with BlackBerry's use, application or registration of trademarks or other related intellectual property in any jurisdiction;
2. Do anything or omit to do anything that might impair, alter, jeopardize, violate, infringe or bring into disrepute any of the BlackBerry Trademarks or related BlackBerry intellectual property or other rights including using the BlackBerry Trademarks in a manner that is harmful, obscene, disparaging, defamatory, objectionable or libelous to BlackBerry, its products or services, affiliates, partners or any other person;
3. Claim, use, or apply to register, record or file in any jurisdiction any trademark, trade name, corporate name, business name, product or service name, trade dress, design, logo, slogan, website, domain name, subdomain, social media name or identifier that is identical with, confusingly similar to, clearly derived from or based on any of the BlackBerry Trademarks or related intellectual property;
4. Engage in deceptive, tortious, offensive, misleading, illegal, or unethical business practices or promotions or advertising that may be detrimental to BlackBerry or injurious to the reputation or business goodwill of BlackBerry;
5. Use BlackBerry Trademarks, including BlackBerry graphic symbols/logos, or icons, in a manner that would imply BlackBerry's affiliation with or endorsement, sponsorship, or support of a third party product or service;
6. Imitate the BlackBerry packaging, web site design, logos, or typefaces.



# Terms of Your Trademark License

Subject to the rights granted in any agreements you have with us, BlackBerry retains all right, title and interest, including, without limitation, to the BlackBerry Trademarks as well as related intellectual property, in and to its products or services. No ownership, right, interest or title in or to the BlackBerry products (including software), services or product prototypes will transfer to you or anyone acting on your behalf.

Subject to applicable laws, these Guidelines do not provide any express or implied warranties relating to the BlackBerry Trademarks and BlackBerry will not assume liability for damages arising from any use under such Guidelines.

BlackBerry reserves the right to take action against any party making unauthorized use of the BlackBerry Trademarks or any other mark that could be considered confusingly similar to the BlackBerry Trademarks as well as any misuse of BlackBerry intellectual property or other rights

# BlackBerry

## Trademark Rules

You may only use the BlackBerry Trademarks if you have obtained prior approval from the **BlackBerry Brand Marketing Team** indicated above and your use complies with these Guidelines, any agreement you have with BlackBerry, and the following:

1. The BlackBerry Word Marks are always used as adjectives and not as a noun or verb.

**Acceptable:** “The BlackBerry® smartphone is . . .”

**Not acceptable:** “The BlackBerry is . . .”

2. The BlackBerry Word Marks are followed by the appropriate generic product or service term (e.g. smartphone, charger, battery).

**Acceptable:** “BlackBerry® smartphone”

**Not acceptable:** “BlackBerry”

3. The BlackBerry Word Marks are not used in the plural or possessive form.

**Acceptable:** “BlackBerry® smartphones”

**Not acceptable:** “BlackBerries”

4. The proper product names must be used.

**Acceptable:** “BlackBerry® Classic® smartphone”

**Not acceptable:** “BlackBerry Classic”

5. The proper trademark markings are used for registered [®] and unregistered [™].

**Acceptable:** “BlackBerry®”

**Not acceptable:** “BlackBerry™”

# BlackBerry Trademarks

These are some of the BlackBerry Word Marks and logos, including those relating to BlackBerry subsidiaries and/or affiliates. The symbol adjacent to the trademark indicates the status of the trademark in the United States (® indicates a registered trademark; ™ indicates a trademark). The marks listed as registered ® may also be registered in other countries.

Please note that the status of the BlackBerry Trademarks is subject to change. The absence of a trademark from the sample list does not constitute a waiver of any rights BlackBerry may have in any of its trademarks, product names, service names, logos, and/or product series numbers. It should also not be inferred by such absence that BlackBerry does not use the mark, that the mark is not a registered trademark of BlackBerry or that the BlackBerry product or service is not actively marketed or is not significant within its relevant market.

BBM®  
 BES®  
 BES®10  
 BES®12  
 BlackBerry®  
 BlackBerry® 10  
 BlackBerry® Assistant™  
 BlackBerry® Balance®  
 BlackBerry® Blend™  
 BlackBerry® Bold®  
 BlackBerry® Bridge™  
 BlackBerry® Classic®  
 BlackBerry® Cloud™  
 BlackBerry® Connection®  
 BlackBerry® Curve®  
 BlackBerry® Guardian™  
 BlackBerry® Leap™  
 BlackBerry® Link™  
 BlackBerry® Messenger™  
 BlackBerry® Passport™  
 BlackBerry® Pearl®  
 BlackBerry® PlayBook™  
 BlackBerry® Protect™

BlackBerry® Q5  
 BlackBerry® Q10  
 BlackBerry® Radar™  
 BlackBerry® Storm®  
 BlackBerry® Style™  
 BlackBerry® Torch™  
 BlackBerry® Tour®  
 BlackBerry® Traffic®  
 BlackBerry® Travel™  
 BlackBerry® Unite!™  
 BlackBerry® WebWorks®  
 BlackBerry® World®  
 BlackBerry® Z10  
 BlackBerry® Z30  
 eBBM™  
 eBBM Suite™  
 PRIV™ by BlackBerry®  
 Securely Private™  
 SurePress®  
 SureType®  
 Word Mole®  
 Your Brilliance Secured™

# BlackBerry Word Marks

## SUBSIDIARIES

### **AtHoc, Inc.**

AtHoc™

### **Certicom Corp.**

Certicom®

Certicom Secure®

KeyInject®

movian®

Security Builder®

Security By Certicom®

### **Dataviz, Inc. / 2247643 Ontario Inc.**

Docs To Go™

Documents To Go®

PDF To Go®

RoadSync®

Sheet To Go®

Slideshow To Go®

### **Good Technology Software, Inc.**

AppCentral®

Good®

Good Dynamics®

Good Dynamics Appkinetics™

Good For Enterprise®

Good Work®

Mobility Without Compromise

Secured by Good®

Visto®

Visto Constantsync®

### **Movirtu Limited**

ManyMe®

Movirtu®

Movirtu Cloud Phone®

Sharepaid®

Sharepay®

Virtual SIM Platform™

WorkLife™

### **QNX Software Systems Limited**

Aviage®

Momentics®

Neutrino®

Photon®

Photon microGUI®

QNX®

### **Secusmart GmbH**

SecuCALL®

secudata®

SecuGATE®

secumessage®

SecuOFFICE®

secusafe®

secusim®

Secusmart®

SecuSMS®

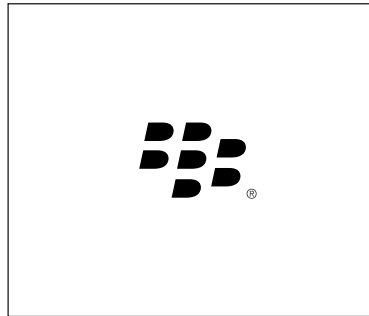
SecuSUITE®

SecuVOICE®

### **WatchDox Ltd.**

WatchDox®

# BlackBerry Logos



Emblem Design



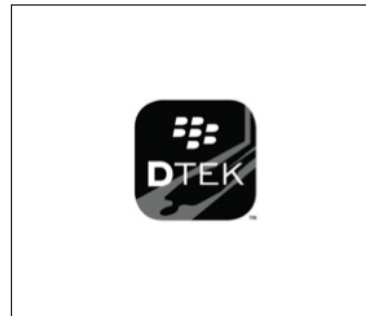
BlackBerry Design



BlackBerry Blend Icon



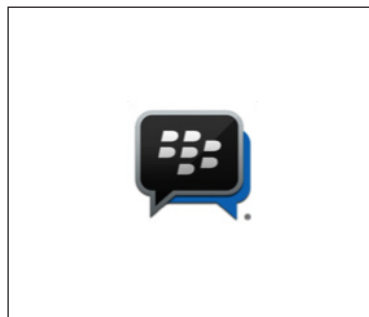
BES Icon



DTEK & Design



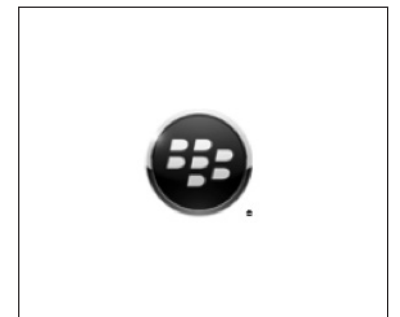
BES Design



BBM Icon



Star In Circle Design



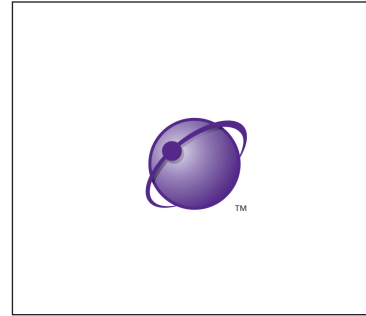
BlackBerry World Icon

# BlackBerry Logos

## SUBSIDIARIES



AtHoc & Design



AtHoc Globe Design



AtHoc Emblem Design



QNX & Emblem Design



Secusmart & Design



Secusmart & Emblem Design

# BlackBerry Logos

## SUBSIDIARIES



GOOD Design



GOOD G LOCK Design



G LOCK Design



G LOCK Design (Bottom Left)

# BlackBerry Logos

## SUBSIDIARIES



Certicom & Design (Left)



Certicom & Emblem Design



Good & Emblem Design



Movirtu & Emblem Design



Movirtu & Design



Movirtu Mobile for the Next Billion & Design



WatchDox & Design



WatchDox by BlackBerry & Design



WatchDox & Emblem Design



# The BlackBerry Trademarks

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SYSTEMS LIMITED

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If you have any questions, please contact the **BlackBerry Brand Marketing Team**. Please ensure to also include proper attribution statements for any third party trademarks.



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02 Enterprise

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03 Device

Logo  
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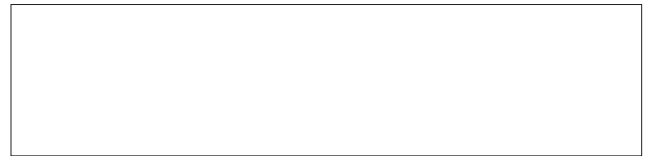
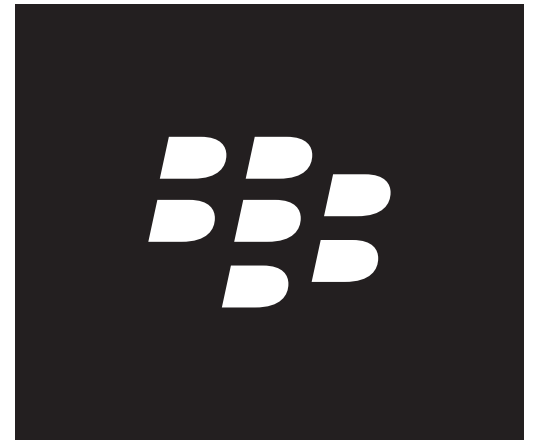
# BlackBerry Logo



# BlackBerry Logo

## EMBLEM DESIGN TRADEMARK

### COLORS



#### **BLACKBERRY BLUE**

CMYK: C100 M60 Y5 K20

RGB: R0 G83 B135

Pantone : 647

Web: #005387

#### **BLACK**

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

Pantone : Process Black

Web: #000000

#### **WHITE**

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

Pantone : P1-1 U

Web: #FFFFFF

# BlackBerry Logo

## FORMATTING EXPLANATION

The BlackBerry logo consists of two elements — the BlackBerry EMBLEM Design and the BLACKBERRY Work Mark. In the preferred version, the logo appears in BlackBerry blue.

The BlackBerry logo is a unique piece of artwork. The proportion and arrangement of the EMBLEM Design and BLACKBERRY Word Mark 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.

EMBLEM Design  
Trademark

Word Mark

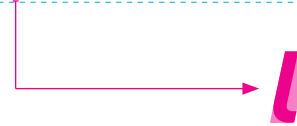


Logo



# BlackBerry Logo

## FORMATTING EXPLANATION



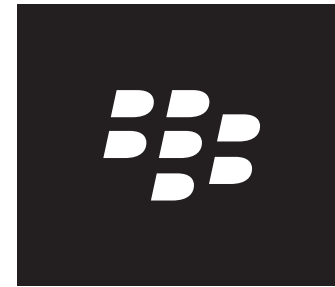
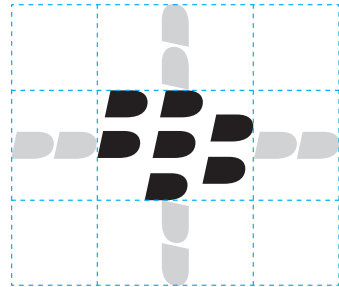
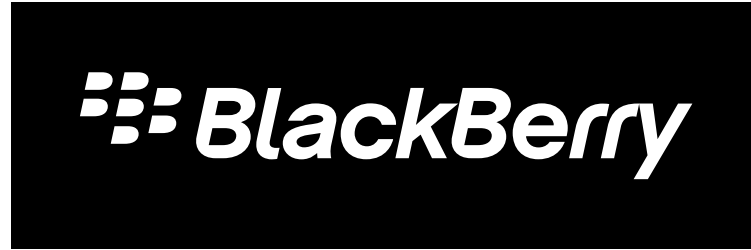
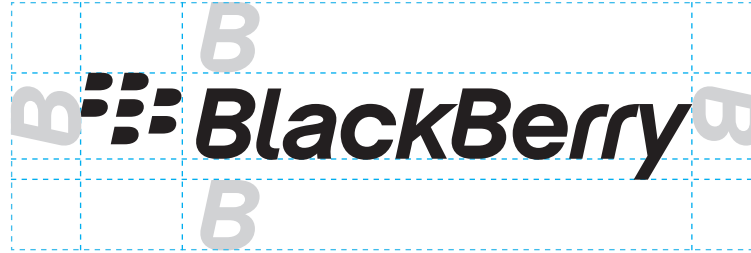
Align bottom edge of rightmost bullet with top edge of "B"



# BlackBerry Logo

## EXCLUSION ZONE

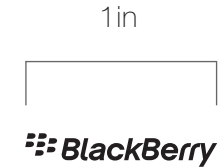
The “Exclusion Zone” refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the cap height of the BlackBerry “B” determines the minimum clear space around the BlackBerry logo.



# BlackBerry Logo

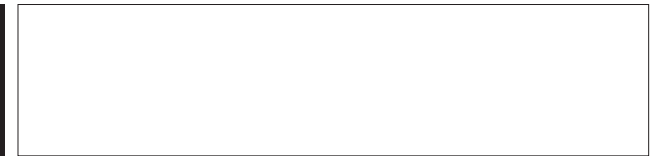
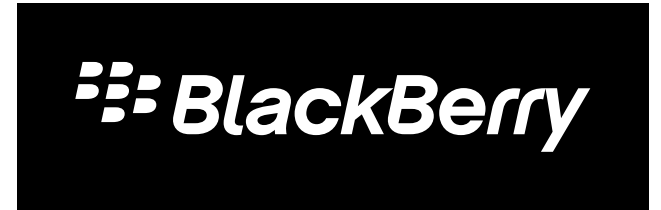
## MINIMUM SIZE

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 logo mark, which should not be reproduced in a size smaller than 1”in width for the BlackBerry logo.



# BlackBerry Logo

## LOGO COLOR VARIATIONS



### BLACKBERRY BLUE

CMYK: C100 M60 Y5 K20

RGB: R0 G83 B135

Pantone : 647

Web: #005387

### BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

Pantone : Process Black

Web: #000000

### WHITE

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

Pantone : P1-1 U

Web: #FFFF

# BlackBerry Logo

## INCORRECT LOGO USE

Do not alter the BlackBerry logo in any way. Do not animate, apply color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo yourself.

## DONT'S

1. Don't move "BlackBerry".
2. Don't stretch or compress "BlackBerry".
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the lockup 3-dimensional in any way.
6. Don't alter the transparency of the lockup.
7. Don't recolor the logo.
8. Don't alter the relative size and positioning of the text and EMBLEM Design in the lockup.



# BlackBerry Partner Logos





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# Color System

## OVERVIEW

The BlackBerry enterprise color system is anchored by a primary palette of blue tones, and supplemented by expanded palette of complementary tones.

Specific guidelines govern the use and application of these. Consistent use of these colors will contribute to the cohesive and harmonious look of the BlackBerry brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

### Primary Palette



CMYK: C63 M6 Y0 K0  
 RGB: R0 G191 B255  
 Pantone : 298 C  
 Web: #00BFFF



CMYK: C80 M53 Y0 K0  
 RGB: R0 G120 B237  
 Pantone : 2727 C  
 Web: #0077ED



CMYK: C87 M73 Y0 K0  
 RGB: R0 G72 B219  
 Pantone : 2728 C  
 Web: #0047DB



CMYK: C88 M84 Y0 K0  
 RGB: R43 G36 B204  
 Pantone : 2736 C  
 Web: #2B23CC



CMYK: C100 M97 Y34 K28  
 RGB: R33 G36 B89  
 Pantone : 274 C  
 Web: #212359





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# Typography

HELVETICA NEUE EXTENDED

Quantum Mechanics

EXTENDED

6.626069x10<sup>-34</sup>

EXTENDED

*One hundred percent cotton bond*

EXTENDED

Quasiparticles

EXTENDED

PAPERCRAFT

EXTENDED

*Probabilistic wave - particle wavefunction orbital path*

OBLIQUE

ENTANGLED

EXTENDED

Cardstock 80lb ultra-bright orange

EXTENDED

STATIONERY

EXTENDED

POSITION, MOMENTUM

EXTENDED

*The quick brown fox jumps over the lazy dog*

OBLIQUE

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EXTENDED

! “ § \$ % & / ( ) = ? ` ; : ; “ ¶ ¤ [ ] | { } ≠ ¿ ‘

EXTENDED

# Typography

HELVETICA NEUE

Quantum Mechanics

LIGHT

**6.626069x10<sup>-34</sup>**

BOLD

One hundred percent cotton bond

BOLD

Quasiparticles

LIGHT

**PAPERCRAFT**

BOLD

Probabilistic wave - particle wavefunction orbital path

LIGHT

ENTANGLED

LIGHT

Cardstock 80lb ultra-bright orange

BOLD

**STATIONERY**

BOLD

POSITION, MOMENTUM & SPIN

LIGHT

The quick brown fox jumps over the lazy dog

BOLD

«**Σ € ® † Ω ¨ / ø π • ± ‘ æ œ @ Δ ° ª © f ∂ , å ¥ ≈ ç**

BOLD

! “ § \$ % & / ( ) = ? ` ; : ; “ ¶ φ [ ] | { } ≠ ¿ ‘

LIGHT

# Typography

MERIDIEN MEDIUM

Quantum Mechanics

MEDIUM

6.626069x10<sup>-34</sup>

MEDIUM

One hundred percent cotton bond

MEDIUM

Quasiparticles

MEDIUM

PAPER CRAFT

MEDIUM

Probabilistic wave - particle wavefunction orbital path

MEDIUM

ENTANGLED

MEDIUM

Cardstock 80lb ultra-bright orange

MEDIUM

STATIONERY

MEDIUM

POSITION, MOMENTUM &

MEDIUM

The quick brown fox jumps over the lazy dog

MEDIUM

« ∑ ® † Ω ¨ ø π • ± ‘ æ œ @ Δ ° ª © f ∂ , å ¥ ≈ ç

MEDIUM

! “ § \$ % & / ( ) = ? ` ; : ; “ ¶ ¢ [ ] | { } ≠ ¿ ‘

MEDIUM

# Typography

## HIERARCHY & SCALING

The hierarchy of typographic elements can be easily translated across scales and mediums. Type size can be scaled to suit each application, but proportional relationships between elements should be maintained.

Type sizes noted here are recommended for typical print and web applications, though they may be uniformly scaled to suit the needs of each application.

3X	<b>Headline</b>	60pt/60pt
1.5X	<b>Sub-Headline</b>	30pt/30pt
1X	<b>Supporting Statement</b>	20pt/20pt
0.75X	Introductory Copy	15pt/20pt
-----		
2.5X	<b>Section Headline</b>	30pt/30pt
1.25X	<b>Secondary Headline</b>	20pt/20pt
1.25X	<b>Introductory Statement</b>	15pt/20pt
1.25X	Introductory Copy	15pt/20pt
1.25X	<b>Tertiary Headline/Document Title</b>	15pt/20pt
1X	Body Copy	12pt/18pt
1X	<b>Call to Action</b>	12pt/12pt
0.75X	Captions	9pt/10pt
0.5X	Boilerplate	6pt/7pt



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**Logo**  
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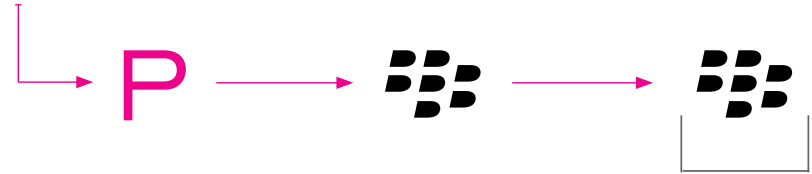
# BlackBerry Priv Logo



# BlackBerry Priv Logo

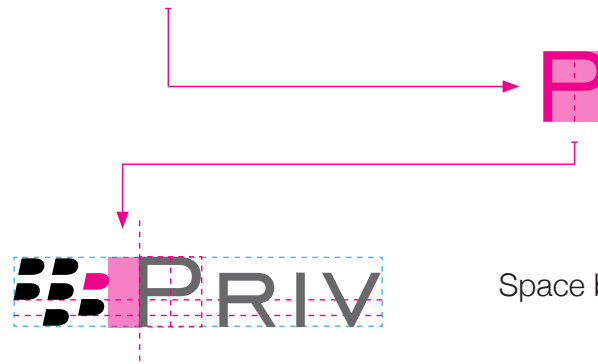
## FORMATTING EXPLANATION

PRIV



96 % of the "P"

PRIV



Space between EMBLEM Dsign & PRIV =  
1/2 width of "P"

 PRIV

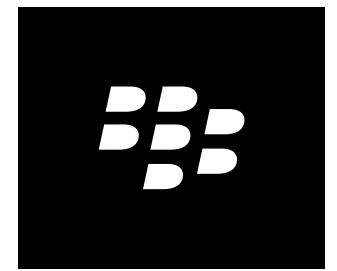
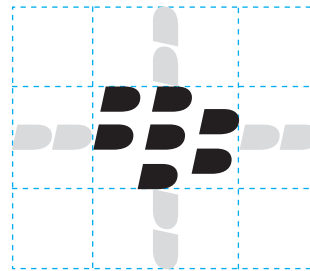
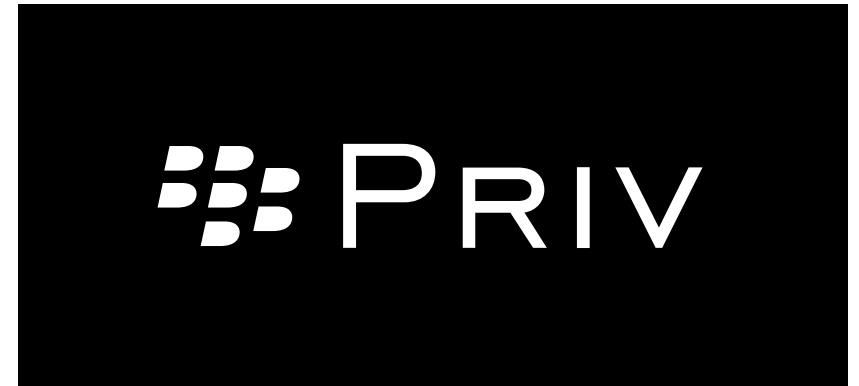
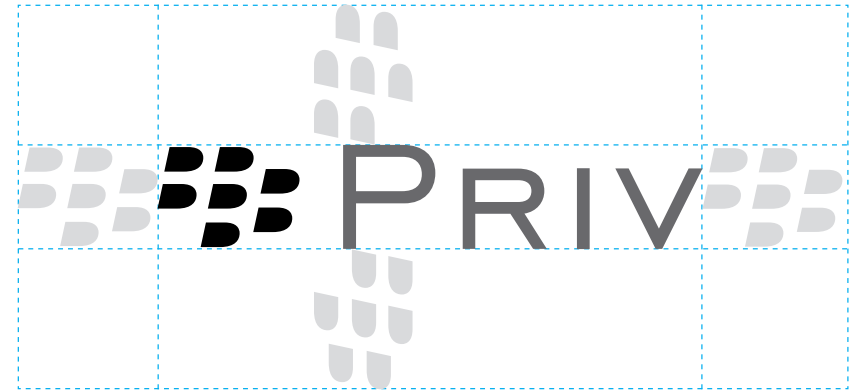


# BlackBerry Priv Logo

## EXCLUSION ZONE

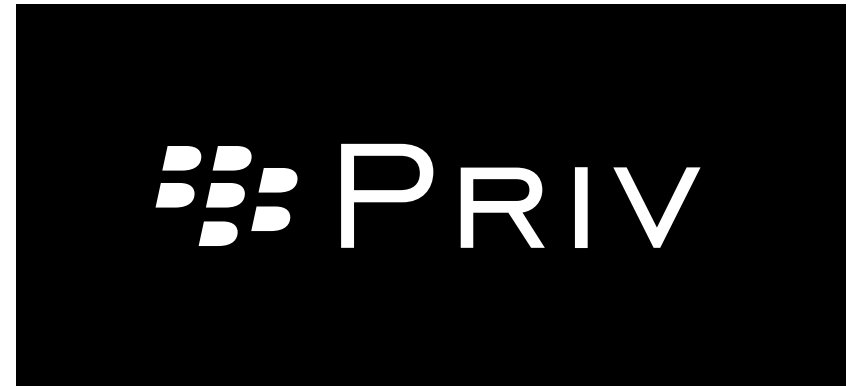
The “Exclusion Zone” refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured.

As the diagram indicates, the “Exclusion Zone” is keyed to the horizontal dimensions of the BlackBerry EMBLEM Design.



# BlackBerry Priv Logo

## LOCKUP



## COLORS



### BLACK

CMYK: C0 M0 Y0 K100

RGB: R0 G0 B0

Web: #000000

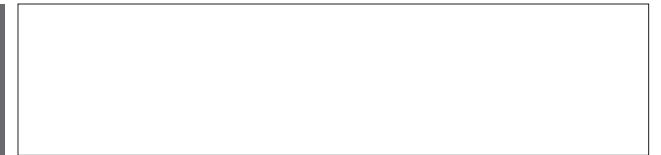


### PRIV GRAY

CMYK: C0 M0 Y0 K72

RGB: R105 G106 B109

Web: #696a6c



### WHITE

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

Web: #231f20

# BlackBerry Priv Logo

## LOCKUP



Android is a trademark of Google Inc.

# BlackBerry Priv Logo

## EXCLUSION ZONE

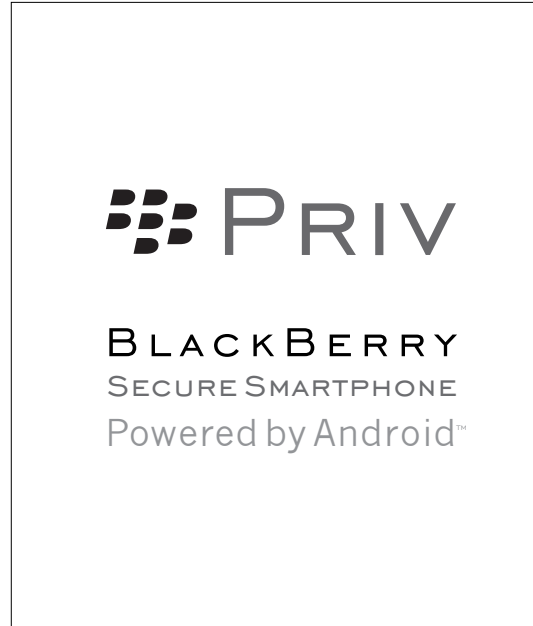
The “Exclusion Zone” refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured.

As the diagram indicates, the “Exclusion Zone” is keyed to the horizontal dimensions of the BlackBerry EMBLEM Design.



# BlackBerry Priv Logo

## SECONDARY LOGO LOCKUP



## COLORS



### BLACK

CMYK: C0 M0 Y0 K100  
RGB: R0 G0 B0  
Web: #000000

### PRIV GRAY

CMYK: C0 M0 Y0 K72  
RGB: R105 G106 B109  
Web: #696a6c

### GRAY

CMYK: C0 M0 Y0 K70  
RGB: R109 G110 B113  
Web: #6d6e70

### GRAY

CMYK: C0 M0 Y0 K50  
RGB: R147 G149 B152  
Web: #939597

### WHITE

CMYK: C0 M0 Y0 K0  
RGB: R255 G255 B255  
Web: #231f20

# BlackBerry Priv Logo

## SECONDARY LOGO LOCKUP

 PRIV BLACKBERRY SECURE SMARTPHONE Powered by Android™

# BlackBerry Priv Logo

## EXCLUSION ZONE

The “Exclusion Zone” refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured.

As the diagram indicates, the “Exclusion Zone” is keyed to the dimensions of the BlackBerry EMBLEM Design.



# BlackBerry Priv Logo

## SECONDARY LOGO LOCKUP



## COLORS



**BLACK**  
CMYK: C0 M0 Y0 K100  
RGB: R0 G0 B0  
Pantone : Process Black  
Web: #000000

**PRIV GRAY**  
CMYK: C0 M0 Y0 K72  
RGB: R105 G106 B109  
Pantone : Cool Gray 10C  
Web: #696a6c

**GRAY**  
CMYK: C0 M0 Y0 K70  
RGB: R109 G110 B113  
Pantone :  
Web: #6d6e70

**GRAY**  
CMYK: C0 M0 Y0 K50  
RGB: R147 G149 B152  
Pantone :  
Web: #939597

**WHITE**  
CMYK: C0 M0 Y0 K0  
RGB: R255 G255 B255  
Web: #231f20



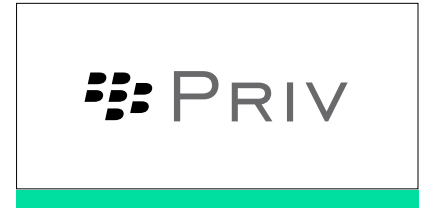
# BlackBerry Priv Logo

## INCORRECT LOGO LOCKUP USE

Do not alter the BlackBerry Priv logo in any way. Do not animate, apply color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo yourself.

### Dont's

1. Don't move "Priv".
2. Don't stretch or compress "Priv".
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the lockup 3-dimensional in any way.
6. Don't alter the transparency of the lockup.
7. Don't recolor the logo.
8. Don't alter the relative size and positioning of the text and Emblem Design in the lockup.



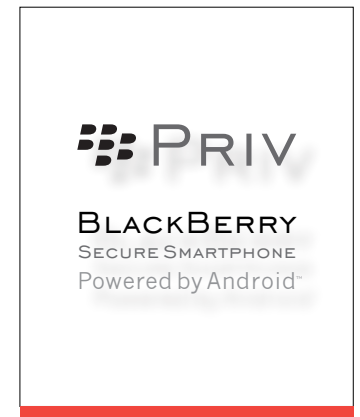
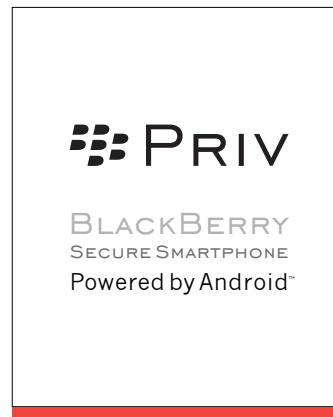
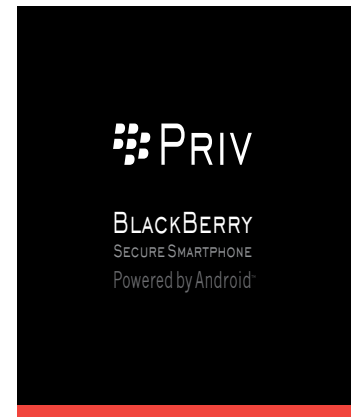
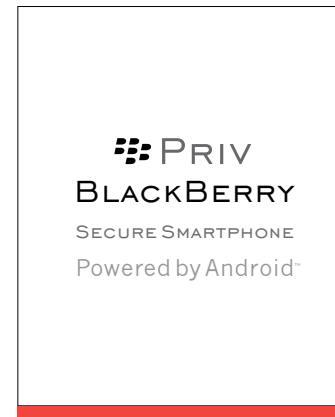
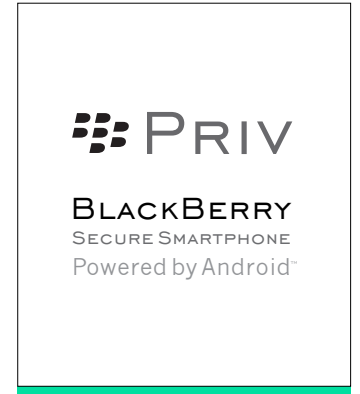
# BlackBerry Priv Logo

## INCORRECT LOGO LOCKUP USE

Do not alter the BlackBerry Priv logo in any way. Do not animate, apply color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo yourself.

### Dont's

1. Don't move "Priv".
2. Don't alter the relative size and positioning of the Priv logo and text in the lockup.
3. Don't stretch or compress "Priv".
4. Don't recolor the logo lockup.
5. Don't change the lockup order.
6. Don't apply any effects.



# BlackBerry Priv Logo

## INCORRECT LOGO LOCKUP USE

Do not alter the BlackBerry Priv logo in any way. Do not animate, apply color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo yourself.

### Don'ts

1. Don't move "Priv".
2. Don't alter the relative size and positioning of the Priv logo and text in the lockup.
3. Don't stretch or compress "Priv".
4. Don't recolor the logo lockup.
4. Don't rotate the logo lockup.
5. Don't change the lockup order.
6. Don't apply any effects.





00 Introduction

01 Global Identity  
Architecture

02 Enterprise

Color System  
Typography

**03 Device**

Logo  
**Color System**  
Typography

# Color System

## PRIMARY COLOR PALETTE

### Grayscale Tones

The BlackBerry color palette for devices is anchored by a range of gray tones. These gray tones are the primary expression of BlackBerry and should be deployed as a unifying element across all product offerings

### Whitespace

Ample whitespace is a critical element of the BlackBerry color system for devices. Balanced ratios of whitespace can temper the vibrancy of bold colors and elevate the richness of the gray tones

### Color Palette



CMYK: C16 M12 Y13 K0  
 RGB: R212 G212 B12  
 Web: #D4D4D3



CMYK: C28 M22 Y23 K30  
 RGB: R184 G184 B184  
 Web: #B8B8B8



CMYK: C43 M35 Y35 K1  
 RGB: R153 G153 B153  
 Web: #999999



CMYK: C51 M43 Y43 K7  
 RGB: R130 G130 B130  
 Web: #828282



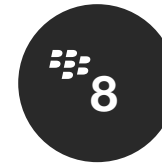
CMYK: C63 M56 Y52 K27  
 RGB: R89 G89 B92  
 Web: #59595B



CMYK: C67 M62 Y57 K43  
 RGB: R69 G66 B69  
 Web: #444244



CMYK: C69 M63 Y62 K58  
 RGB: R51 G51 B51  
 Web: #333333



CMYK: C71 M65 Y64 K67  
 RGB: R41 G41 B41  
 Web: #282828

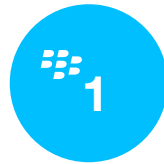
# Color System

## SECONDARY BLUE PALETTE

### Blue Tones

There are five official blue colors within the BlackBerry color palette for devices.

These blue tones serve as a clear and consistent signifier of BlackBerry brand equity across all divisions, subsidiaries and product offerings.



CMYK: C63 M6 Y0 K0  
 RGB: R0 G191 B255  
 Pantone : 298 C  
 Web: #00BFFF



CMYK: C80 M53 Y0 K0  
 RGB: R0 G120 B237  
 Pantone : 2727 C  
 Web: #0077ED



CMYK: C87 M73 Y0 K0  
 RGB: R0 G72 B219  
 Pantone : 2728 C  
 Web: #0047DB

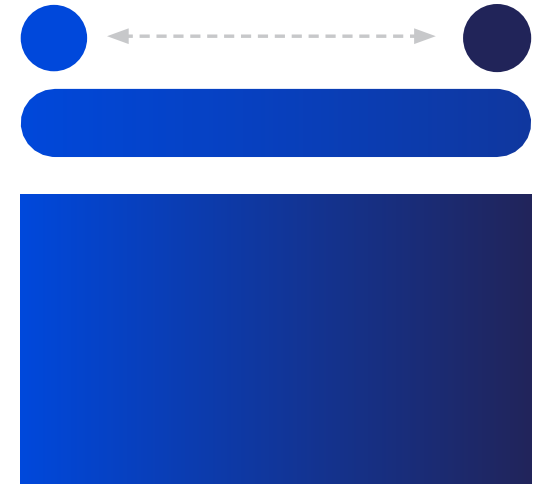
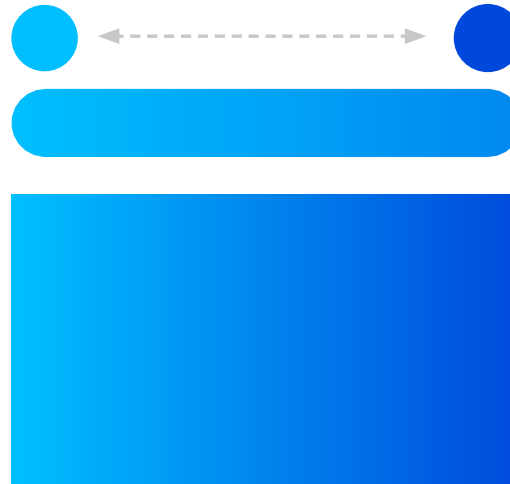


CMYK: C88 M84 Y0 K0  
 RGB: R43 G36 B204  
 Pantone : 2736 C  
 Web: #2B23CC



CMYK: C100 M97 Y34 K28  
 RGB: R33 G36 B89  
 Pantone : 274 C  
 Web: #212359

### Gradient





00 Introduction

01 Global Identity  
Architecture

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Typography

**03 Device**

Logo  
Color System  
Typography

# Typography Engravers Gothic BT

## TYPEFACE FAMILY

QUANTUM MECHANICS

REGULAR

6.626069x10<sup>-34</sup>

REGULAR

ONE HUNDRED PERCENT COTTON BOND

REGULAR

QUASIPARTICLES

REGULAR

PAPERCRAFT

REGULAR

PROBABILISTIC WAVE - PARTICLE WAVEFUNCTION ORBITAL PATH

REGULAR

ENTANGLED

REGULAR

CARDSTOCK 80LB ULTRA-BRIGHT OR-

REGULAR

STATIONERY

REGULAR

POSITION, MOMENTUM &

REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

REGULAR

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REGULAR

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REGULAR



**Typography**  
**News Gothic MT**

TYPEFACE FAMILY

Quantum Mechanics

REGULAR

**6.626069x10<sup>-34</sup>**

BOLD

One hundred percent cotton bond

BOLD

Quasiparticles

REGULAR

**PAPERCRAFT**

BOLD

Probabilistic wave - particle wavefunction orbital path

REGULAR

**ENTANGLED**

REGULAR

**Cardstock 80lb ultra-bright orange**

BOLD

**STATIONERY**

BOLD

POSITION, MOMENTUM & SPIN

REGULAR

**The quick brown fox jumps over the lazy dog**

BOLD

**« Σ € ® † Ω ¨ ø π • ± ‘ æ œ @ Δ ° ª © f ∂ , å ¥ ≈ ç**

BOLD

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REGULAR

**Typography**  
**Baskerville Cyrillic**

TYPEFACE FAMILY

Quantum Mechanics

UPRIGHT

*6.626069x10<sup>-34</sup>*

INCLINED

*One hundred percent cotton bond*

INCLINED

Quasiparticles

UPRIGHT

*PAPERCRAFT*

INCLINED

Probabilistic wave - particle wavefunction orbital path

UPRIGHT

ENTANGLED

UPRIGHT

*Cardstock 80lb ultra-bright or-*

INCLINED

*STATIONERY*

INCLINED

POSITION, MOMENTUM &

UPRIGHT

*The quick brown fox jumps over the lazy dog*

INCLINED

« Σ ® † Ω “ ∞ • ± ‘ @ Δ © f ∂ , ¥ ≈

INCLINED

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UPRIGHT



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