BlackBerry®
2019 BRANDING GUIDELINES

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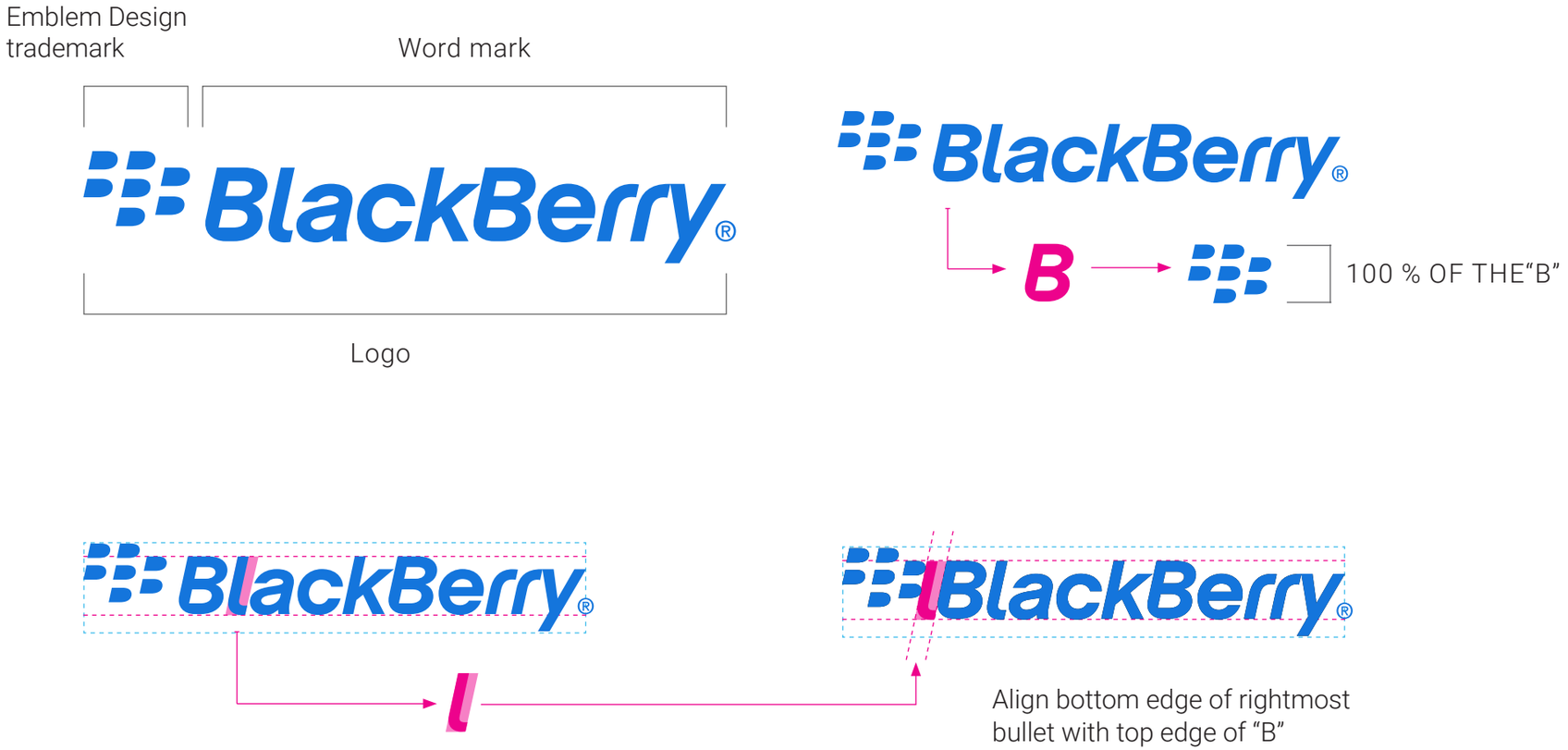
BlackBerry Logo

FORMATTING EXPLANATION

The BlackBerry logo consists of two elements — the BlackBerry Emblem Design and the BlackBerry Word Mark.

The BlackBerry logo is a unique piece of artwork. The proportion and arrangement of the Emblem Design and 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.



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 at a small size, 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" width for the BlackBerry logo.

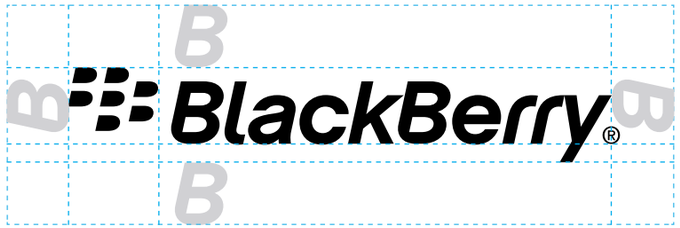
1IN

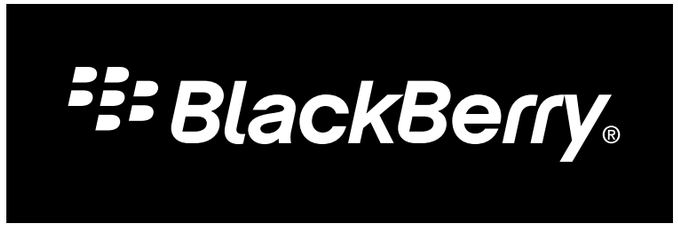
COLORS

WHITE
CMYK: C:0 M:0 Y:0 K:0
RGB: R:255 G:255 B:255
Web: #231F20

BLACK
CMYK: C:0 M:0 Y:0 K:100
RGB: R:0 G:0 B:0
Pantone : Process Black
Web: #000000

BLACKBERRY BLUE
CMYK: C:90 M:48 Y:0 K:0
RGB: R:20 G:117 B:220
Pantone : 285C | 2194U
Web: #1475DC





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 Emblem Design

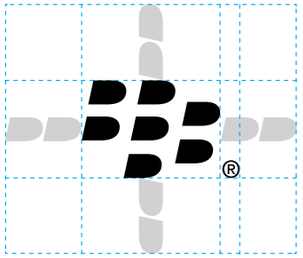
EXCLUSION ZONE

The “Exclusion Zone” refers to the area around the Emblem Design which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, two (2) components of the Emblem Design determines the minimum clear space around the Emblem Design logo.

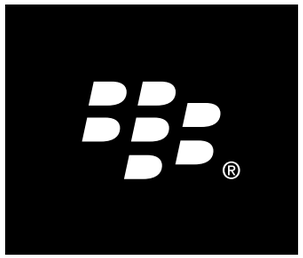
The Emblem Design can be used on its own and must always include the registration symbol. The Emblem Design should never be recreated or altered in any way, which could cause inconsistencies that dilute the impact of the brand’s power.

COLORS

WHITE
CMYK: C:0 M:0 Y:0 K:0
RGB: R:255 G:255 B:255
Web: #231f20



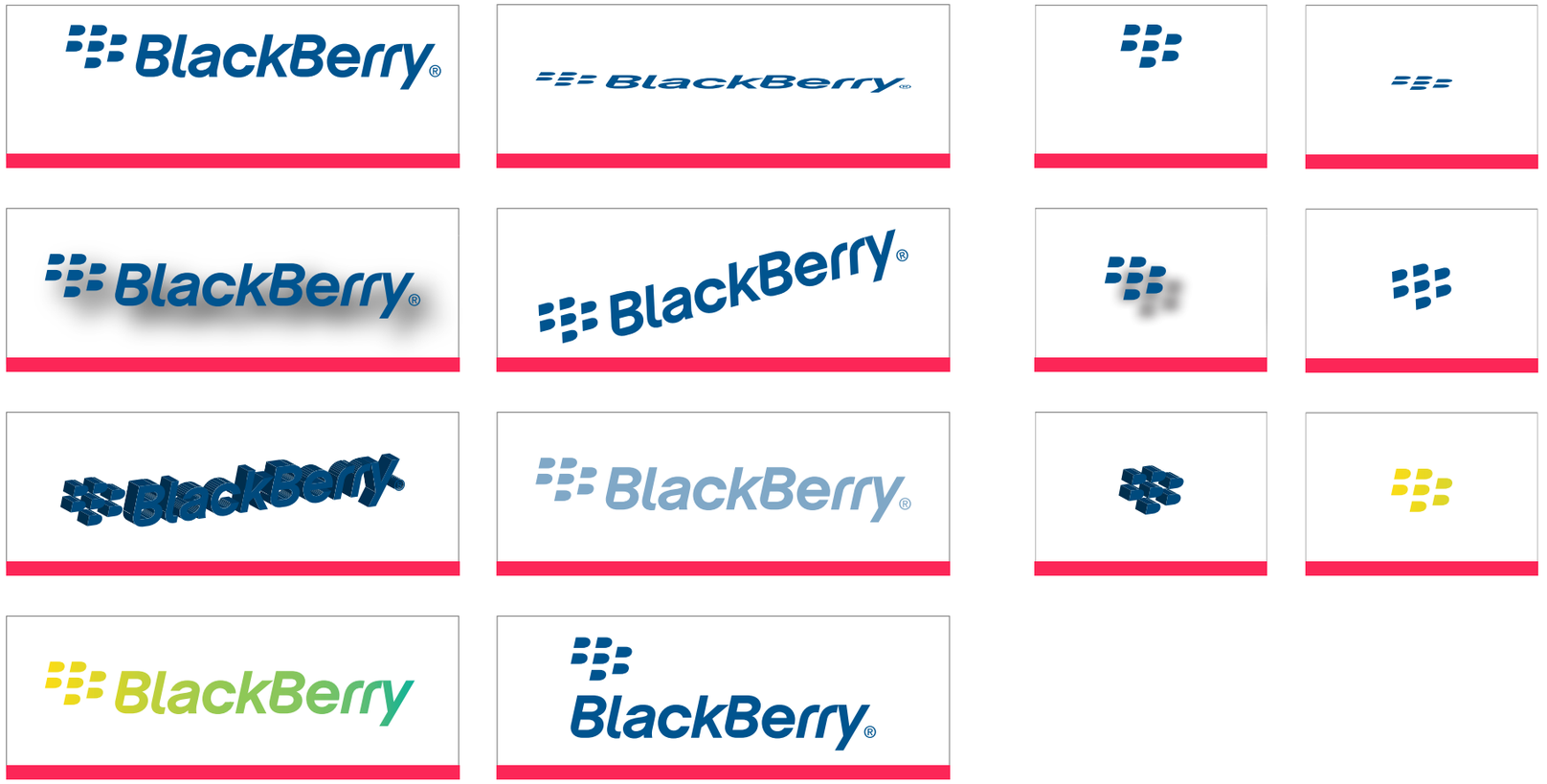
BLACK
CMYK: C:0 M:0 Y:0 K:100
RGB: R:0 G:0 B:0
Pantone : Process Black
Web: #000000



BLACKBERRY BLUE
CMYK: C:90 M:48 Y:0 K:0
RGB: R:20 G:117 B:220
Pantone : 285C | 2194U
Web: #1475DC

BlackBerry Logo: Incorrect Uses

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.

Color Palette for Marketing Materials

PRIMARY COLORS

BLACKBERRY BLUE
CMYK: C:90 M:48 Y:0 K:0
RGB: R:20 G:117 B:220
Pantone : 285C | 2194U
Web: #1475DC

OBSIDIAN BLUE
CMYK: C:82 M:78 Y:54 K:69
RGB: R:28 G:26 B:41
Pantone: 2955
Web: #1C1A29

BLACK
CMYK: C:0 M:0 Y:0 K:100
RGB: R:0 G:0 B:1
Pantone: Black
Web: #000000

WHITE
CMYK: C:0 M:0 Y:0 K:0
RGB: R:255 G:255 B:255
Pantone : 1C
Web: #FFFFFF

COMPLEMENTARY COLORS

BRILLIANT BLUE
CMYK: C:87 M:73 Y:0 K:0
RGB: R:0 G:72 B:219
Pantone : 286C
Web: #0048DB

AZURE BLUE
CMYK: C:69 M:37 Y:0 K:0
RGB: R:67 G:144 B:227
Pantone: 284C
Web: #4390E3

REGAL BLUE
CMYK: C:90 M:79 Y:0 K:0
RGB: R:41 G:72 B:181
Pantone : 2146C
Web: #2948B5

OCEAN BLUE
CMYK: C:100 M:90 Y:4 K:1
RGB: R:1 G:53 B:156
Pantone: 2147C
Web: #01359C

SPACE BLUE
CMYK: C:100 M:98 Y:9 K:3
RGB: R:32 G:41 B:140
Pantone: 072C
Web: #20298C

INDIGO BLUE
CMYK: C:100 M:82 Y:54 K:22
RGB: R:20 G:59 B:102
Pantone: 540C
Web: #143B66

Color Palette for Marketing Materials

ACCENT COLORS

TURQUOISE
CMYK: C:63 M:7 Y:0 K:0
RGB: R:1 G:190 B:255
Pantone: 995C
Web: #01BEFF

ATLAS
CMYK: C:82 M:32 Y:13 K:0
RGB: R:0 G:140 B:186
Pantone: 2183C
Web: #008CBA

TERTIARY COLORS

CHARCOAL
CMYK: C:76 M:70 Y:63 K:80
RGB: R:17 G:18 B:23
Pantone : 3C
Web: #111217

STONE
CMYK: C:52 M:38 Y:34 K:2
RGB: R:131 G:141 B:150
Pantone : 2164C
Web: #838D96

PEWTER
CMYK: C:7 M:5 Y:6 K:0
RGB: R:233 G:233 B:233
Pantone : 8C
Web: #E9E9E9

CEMENT
CMYK: C:15 M:13 Y:3 K:0
RGB: R:213 G:213 B:228
Pantone: 665C
Web: #D5D5E4

QUARTZ
CMYK: C:2 M:1 Y:0 K:0
RGB: R:249 G:249 B:250
Pantone : 1C
Web: #F9F9FA

Tertiary Color Palette for Digital

Use the Tertiary Color Palette sparingly for accents when a greater range of color is needed.

Typefaces

The preferred typeface to use is Roboto.

Roboto

TYPEFACE FAMILY

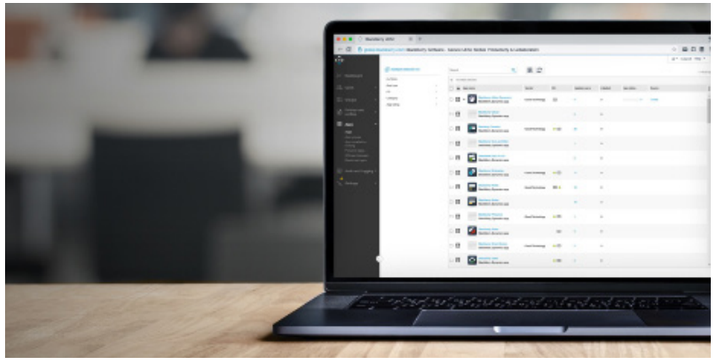
Photography

The BlackBerry brand personality and promise are supported by product, lifestyle and contextual imagery.

Images should look and feel photojournalistic. They show people in real situations, doing real things. It's that compassionate, eye-level look into our customer's experience that we strive for in every piece of communication.

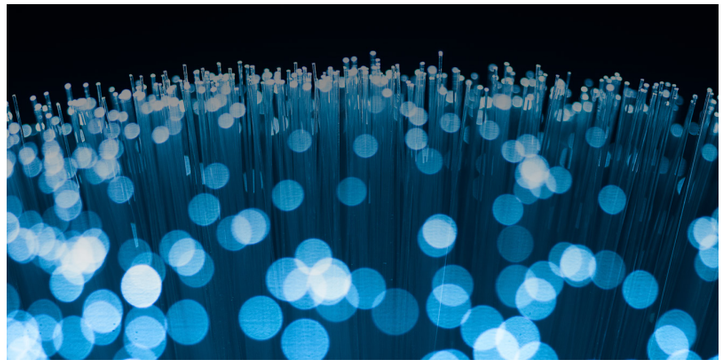
Choose images that feature natural lighting and avoid a staged, stock photo look. Select images with a small depth of field, focused on the primary object/ person. Abstract images can add further dimension to visual storytelling to convey concepts.

PRODUCT



LIFESTYLE

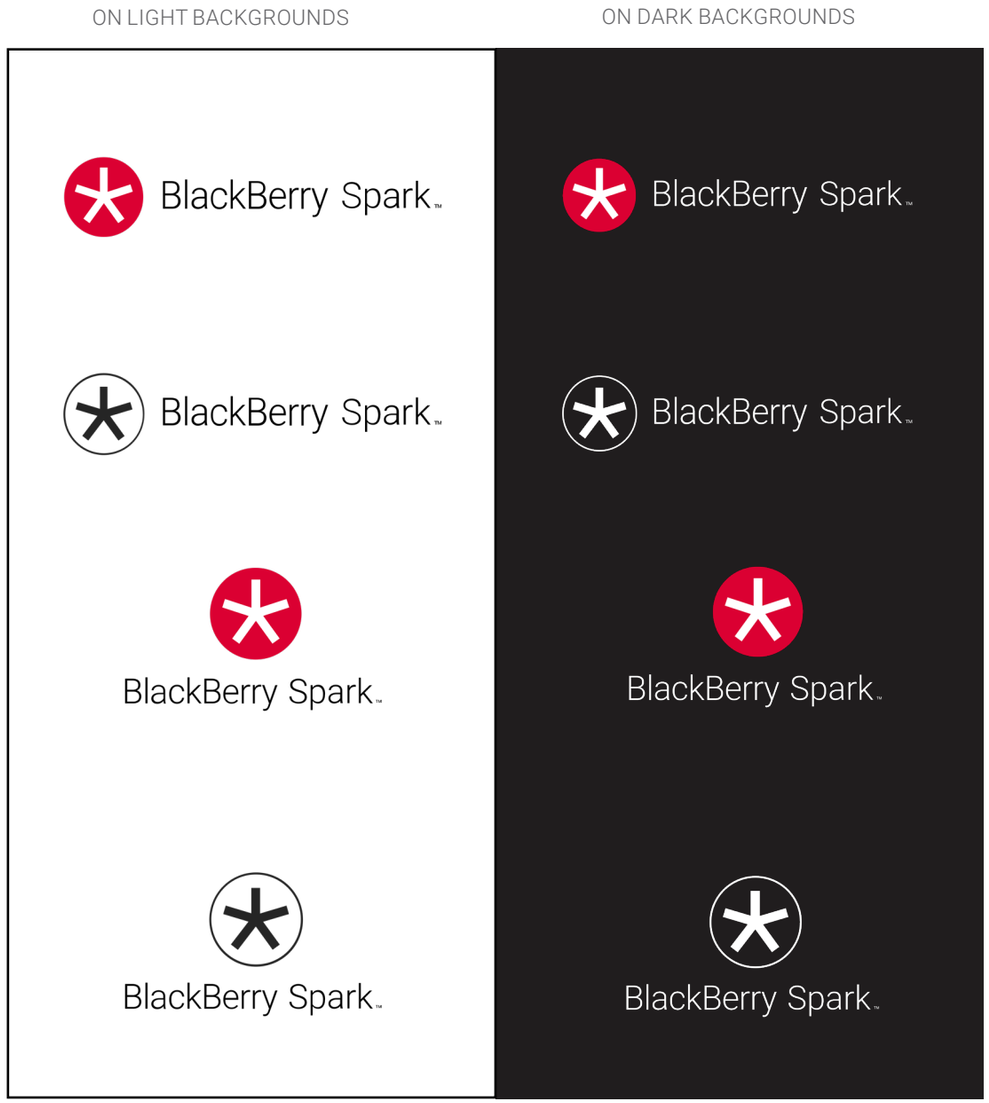
CONTEXTUAL



BlackBerry Spark

BlackBerry Spark is our secure communications platform for our customers' IoT. To preserve the integrity of our brand and our trademark ownership, the platform should always be referred to as "BlackBerry Spark" and not simply "Spark". "BlackBerry Spark" should only be used to reference the platform and not the products that are under it.

BLACKBERRY SPARK PLATFORM



BlackBerry Spark: Incorrect Uses

Do not alter the BlackBerry Spark 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

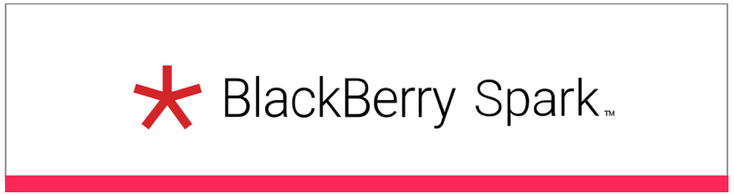
1. Don't remove "BlackBerry".
2. Don't stretch or compress "BlackBerry Spark".
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the lockup 3-dimensional in any way.
6. Don't alter the transparency of the lockup.
7. Don't recolor the logo.
8. Don't alter the relative size and positioning of the lockup.
9. Don't remove the circle and/or use the "Star" by itself.

Don't change the logo color

Don't remove "BlackBerry" from lockup

Don't remove Spark logo from lockup

Don't break Spark Logo apart



Correct Use

BlackBerry Brand Family

BlackBerry Cylance Logo Lockup

HORIZONTAL CONFIGURATION

Option 1
Preferred Option

VERTICAL CONFIGURATION

Option 2
Use ONLY when space is limited

COLORS

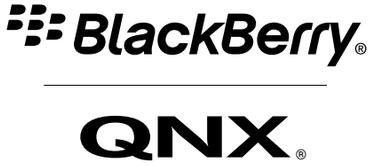
CYLANCE GREEN
CMYK: C70 M0 Y0 K100
RGB: R46 G239 B55
Pantone : 2287
Web: #2EEF37

BlackBerry QNX Logo Lockup

HORIZONTAL CONFIGURATION

Option 1
Preferred Option

VERTICAL CONFIGURATION



Option 2
Use ONLY when space is limited

COLORS

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

BlackBerry Secusmart

HORIZONTAL CONFIGURATION

Option 1
Preferred Option

VERTICAL CONFIGURATION

Option 2
Use ONLY when space is limited

COLORS

CMYK: C1 M38 Y98 K0
RGB: R247 G168 B231
Web: #F7A81F

BlackBerry Government Solutions

HORIZONTAL CONFIGURATION

Option 1
Preferred Option

VERTICAL CONFIGURATION

Option 2
Use ONLY when space is limited

COLORS

REGAL BLUE
CMYK: C90 M79 Y0 K0
RGB: R41 G72 B181
Pantone : 2146C
Web: #2948B5

Icons & Graphics

The base icon set has been designed to illustrate a wide range of objects and concepts that fall within the purview of BlackBerry enterprise products. The base icon set will continue to expand over time as new product categories emerge, and existing icons can be combined and recombined to create more complex narratives or illustrative graphics on a case-by-case basis.

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In addition to trademark rights, BlackBerry has acquired copyright protection, including obtaining registrations for BlackBerry logos in some jurisdictions. For information concerning copyright in BlackBerry assets, please contact **brand@blackberry.com**.

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To maintain the distinctiveness of BlackBerry Trademarks as representing BlackBerry's products, software and services, we must ensure that these assets are properly used.

A sample list of BlackBerry Trademarks is provided below.

Approval

These BlackBerry Branding Guidelines apply to all materials and communications by any media ("materials") where BlackBerry Trademarks are used. 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.

Attribution of Ownership and Disclaimer

An example of a standard legal attribution statement and disclaimer to be used by licensees is as follows:

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If you have any questions, please contact **brand@blackberry.com**.

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The BlackBerry Trademarks must comply with these guidelines, noting the following:

1. The BlackBerry Word Marks are always used as adjectives and not as a noun or verb.
Acceptable: “The BlackBerry® software is . . .”
Not acceptable: “The BlackBerry is . . .”

2. The BlackBerry Word Marks are followed by the appropriate generic product or service term.
(e.g. software, services, smartphone).
Acceptable: “BlackBerry® services”
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® Workspaces”
Not acceptable: “Workspaces by BlackBerry”

5. The proper trademark markings are used for registered [®] and unregistered [™].
Acceptable: “BlackBerry®”
Not acceptable: “BlackBerry™”

6. Both “B”s in the BlackBerry Word Mark must be capitalized.
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 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.

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BlackBerry® 2FA™
BlackBerry® Access
BlackBerry® Assistant™
BlackBerry Balance®
BlackBerry Blend®
BlackBerry Bold®
BlackBerry Bridge®
BlackBerry® Calendar
BlackBerry Classic®
BlackBerry Cloud™
BlackBerry® Communities
BlackBerry® Connect
BlackBerry Connection™
BlackBerry® Connectivity
BlackBerry® Control
BlackBerry® Curve®
BlackBerry® Docs To Go®
BlackBerry® Dynamics™
BlackBerry® Enterprise BRDIGE
BlackBerry® Enterprise Identity
BlackBerry® Enterprise Mobility Server (BEMS)
BlackBerry® Enterprise Mobility Suite
BlackBerry® Enterprise Mobility Suite™ - Application Edition
BlackBerry® Enterprise Mobility Suite™ - Collaboration Edition
BlackBerry® Enterprise Mobility Suite™ - Content Edition
BlackBerry® Enterprise Mobility Suite™ - Enterprise Edition
BlackBerry® Enterprise Mobility Suite™ - Management Edition
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BlackBerry® Jarvis™
BlackBerry Leap®
BlackBerry® Link™
BlackBerry® Maps
BlackBerry® Notes
BlackBerry Passport®
BlackBerry® Password Keeper™
BlackBerry Pearl®
BlackBerry® PlayBook®
BlackBerry® Protect™
BlackBerry® Proxy
BlackBerry® Q5
BlackBerry® Q10
BlackBerry Radar®
BlackBerry® Secure™
BlackBerry® Secure Gateway
BlackBerry® Share™
BlackBerry Shield™
BlackBerry Spark™
BlackBerry Storm®
BlackBerry Style™
BlackBerry® Tasks™
BlackBerry Torch™
BlackBerry Tour®
BlackBerry Traffic®
BlackBerry® Travel
BlackBerry® UEM (Unified Endpoint Manager)
BlackBerry® UEM Cloud
BlackBerry Unite™
BlackBerry WebWorks®
BlackBerry® Workspaces
BlackBerry® Work
BlackBerry® WorkLife
BlackBerry® WorkLife Data
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BlackBerry® Z30
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DTEK60™
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BlackBerry Word Marks

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