

SanDisk® OEM Guidelines

OEM

Graphic Design Guidelines

SanDisk®
STORE YOUR WORLD IN OURS®

The SanDisk OEM Graphic Design Guidelines are a component of the SanDisk branding strategy. In order to standardize the “look and feel” of SanDisk collateral across all marketing venues, these guidelines are a compliment to the SanDisk Retail Branding and Graphic Design Guidelines book.

The consistent application of graphic elements, typefaces, shapes, color, and photographs reinforces to our customers the uniform look that makes SanDisk communications easily recognizable anywhere in the world.

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Elements of the SanDisk OEM Branding and Graphic Design Guidelines

The SanDisk OEM Branding and Graphic Design Guidelines are composed of standard elements that form a visual vocabulary giving SanDisk branded material its distinctive look. These elements include the SanDisk logo, typefaces, colors, and graphic elements such as photography and the standard template.

The SanDisk OEM Branding and Graphic Design Guidelines are designed for use by authorized users and licensees of SanDisk trademarks. These guidelines do not allow or authorize other third parties to use SanDisk trademarks and trade dress elements without express authorization from SanDisk Corporation. For authorized users and licensees of SanDisk trademarks, these guidelines should be used in conjunction with the terms outlined in any written agreements entered into with SanDisk. In the event of any conflict between these guidelines and the terms outlined in a written agreement with SanDisk, the written agreement prevails.

THE SANDISK LOGO

SanDisk®

THE SANDISK LOGO WITH TAGLINE

SanDisk®
STORE YOUR WORLD IN OURS

TYPEFACES

ABCDEFGHIJKLM
MNOPQRSTUVWXYZ

COLOR PALETTE



GRAPHIC ELEMENTS



PRODUCT PHOTOGRAPHY



STANDARD TEMPLATE



SanDisk OEM Collateral Typography

Typography is a key element of the SanDisk look. All SanDisk OEM collateral materials are based on the typeface Lucida Sans Std, shown here. When creating new OEM collateral for SanDisk, only use the fonts in the Lucida Sans Std family.

Lucida Sans Std can be obtained online at www.fonts.com. It is available in both Type 1 and OpenType formats. Please use Type 1 format fonts for all SanDisk collateral projects.

LUCIDA SANS STD - ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LUCIDA SANS STD - ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LUCIDA SANS STD - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



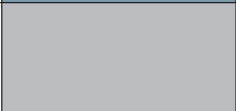
LUCIDA SANS STD - BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Color Palette

Within the SanDisk OEM Branding and Graphic Design Guidelines, color is used to provide an aesthetic linkage between documents and to lend an overall visual consistency.

To the right is the SanDisk OEM color palette. When creating SanDisk collateral, choose appropriate colors from this selection.

PANTONE Color Bridge Coated		C M Y K Printed Documents				R G B MS Word or PowerPoint Documents			HEX Web
PMS 485		0	97	100	0	238	50	36	#052B1E
Blue Grey		25	0	0	40	123	154	169	#7B9AA9
Grey		0	0	0	30	188	189	192	#BCBDC0

Colors are defined as both PMS*, RGB, and their CMYK equivalents. Whenever possible, the SanDisk red should always be printed as PMS 485. Do not match colors from this page. Use an official PANTONE swatchbook or a calibrated CMYK color chart.

* PANTONE Matching System

Using the SanDisk Logo

The SanDisk logo is the cornerstone of the SanDisk brand and symbolizes the integrity of the company and its products. It should be used carefully and displayed correctly and consistently.

- The SanDisk logo is designed to stand on its own and should not be used as part of a headline, phrase, or sentence.
- Always use the official SanDisk logo artwork, which can be obtained from the SanDisk Corporate Marketing Communications Department.
- The SanDisk logo should always appear in PMS 485 red, solid black, or white.
- When using the SanDisk logo in black or red, it should always appear against a white background.
- When reproducing the SanDisk logo in white, it should only appear on a black- or red-colored background.
- For approved special circumstances, the SanDisk logo can be used against an alternate colored background. In these instances, the logo must be in white against a darker-colored background or black against a lighter-colored background.
- The SanDisk logo should always have a minimum space clearance of no less than 50% of the logo height on all sides from any other printed area.

THE SANDISK LOGO MUST ALWAYS HAVE A CLEARANCE EQUAL TO AT LEAST 50% OF THE LOGO HEIGHT.



Clear-Space Requirements

The SanDisk logo should be surrounded on all sides by a clear space equal to at least 50% of the logo's height.

THE SANDISK LOGO MAY APPEAR IN RED, BLACK, OR WHITE.

SanDisk®

SanDisk®



Preferred Color Usage

When possible, the SanDisk logo should appear reversed out of SanDisk red or in SanDisk red against a white background. See the Color Palette section for the formula for SanDisk red.

Acceptable Color Usage

The SanDisk logo may appear reversed out of black or in black against a white background.



Special Circumstances

The SanDisk logo may appear in white against a darker-colored background or black against a lighter-colored background.

Notes:

Please contact the SanDisk Corporate Marketing Communications Department to discuss special circumstances.

The SanDisk Corporate Logo Guidelines are available for download on the SanDisk Web site in the online media kit: <http://www.sandisk.com/Corporate/MediaKit/>

Using the SanDisk Logo with Tagline

When using the SanDisk logo along with the tagline, it should always be used in a manner consistent with these guidelines:

- The SanDisk logo with tagline is designed to stand on its own and should not be used as part of a headline, phrase, or sentence.
- Always use the official artwork, which can be obtained from the SanDisk Corporate Marketing Communications Department.
- The SanDisk logo with tagline should always appear in PMS 485 red, solid black, white, or a combination of red and black.
- When using the SanDisk logo with tagline in black or red, it should always appear against a white background.
- When reproducing the SanDisk logo with tagline in white, it should only appear on a black- or red-colored background.
- For special approved circumstances, the SanDisk logo with tagline can be used against an alternate colored background. In these instances, the logo must be in white against a darker-colored background or black against a lighter colored background.
- The SanDisk logo with tagline should always have a minimum space clearance of no less than 50% of the logo height on all sides from any other printed area.

THE SANDISK LOGO WITH TAGLINE MUST ALWAYS HAVE A CLEARANCE EQUAL TO AT LEAST 50% OF THE LOGO HEIGHT.



Clear-Space Requirements

The SanDisk logo with tagline should be surrounded on all sides by a clear space equal to at least 50% of the logo's height.

THE SANDISK LOGO WITH TAGLINE MAY APPEAR IN RED, BLACK, WHITE OR A COMBINATION OF RED AND BLACK.



Preferred Color Usage

When possible, the SanDisk logo with tagline should appear reversed out of SanDisk red or in SanDisk red against a white background. See the Color Palette section for the formula for SanDisk red.

Acceptable Color Usage

The SanDisk logo with tagline may appear reversed out of black or in black against a white background.

Special Circumstances

The SanDisk logo with tagline may appear in white against a darker-colored background or black against a lighter-colored background.

Notes:

Please contact the SanDisk Corporate Marketing Communications Department to discuss special circumstances.

The SanDisk Corporate Logo Guidelines are available for download on the SanDisk Web site in the online media kit: <http://www.sandisk.com/Corporate/MediaKit/>

Improper Use of the SanDisk Logo

- Never attempt to recreate or modify the SanDisk logo in any way. It should not be cropped, stretched, outlined, italicized, or printed over.
- The SanDisk logo should never be incorporated into another logo or symbol without prior approval.
- The SanDisk logo should never be tinted or screened.
- The SanDisk logo should never be reproduced smaller than one inch wide without prior approval.
- Do not reproduce the SanDisk logo in a color other than red, white, or black.
- The SanDisk red logo should not be used against any colored background except white.

DO NOT USE THE SANDISK LOGO AS A PART OF A PHRASE OR SENTENCE.

Introducing **SanDisk** Memory

DO NOT ALTER THE SANDISK LOGO IN ANY WAY.



SanDisk[®]

Do not italicize or skew the SanDisk logo.



SanDisk[®]

Do not reproduce the SanDisk logo in a color other than SanDisk red, black, or white.



SanDisk[®]

Do not outline the SanDisk logo.



SanDisk[®]

Do not add a shadow, or any other elements to the SanDisk logo.



Do not reproduce the SanDisk red logo in any other colored background except white.



SanDisk

Do not reproduce the SanDisk logo at a width smaller than one inch without prior approval from the SanDisk Corporate Marketing Communications Department.

Improper Use of the SanDisk Logo with Tagline

- Never attempt to recreate or modify the SanDisk logo with tagline in any way. It should not be cropped, stretched, outlined, italicized, or printed over.
- The SanDisk logo with tagline should never be incorporated into another logo or symbol without prior approval.
- The SanDisk logo with tagline should never be tinted or screened.
- The SanDisk logo with tagline should never be reproduced smaller than one inch wide without prior approval.
- Do not reproduce the SanDisk logo with tagline in a color other than red, white, or black.
- The SanDisk red logo with tagline should not be used against any colored background except white.

DO NOT USE THE SANDISK LOGO WITH TAGLINE AS PART OF A PHRASE OR SENTENCE.

Introducing **SanDisk**® Memory
STORE YOUR WORLD IN OURS®

DO NOT ALTER THE SANDISK LOGO WITH TAGLINE IN ANY WAY.

SanDisk®
STORE YOUR WORLD IN OURS®

SanDisk®
STORE YOUR WORLD IN OURS®

SanDisk®
Store Your World in Ours®

SanDisk®
STORE YOUR WORLD IN OURS®

SanDisk®
STORE YOUR WORLD IN OURS®

SanDisk®
STORE YOUR WORLD IN OURS®

The Graphic Elements

The SanDisk red banner and grey bar is a key element used for headers on the front cover and inside spread of OEM collateral.

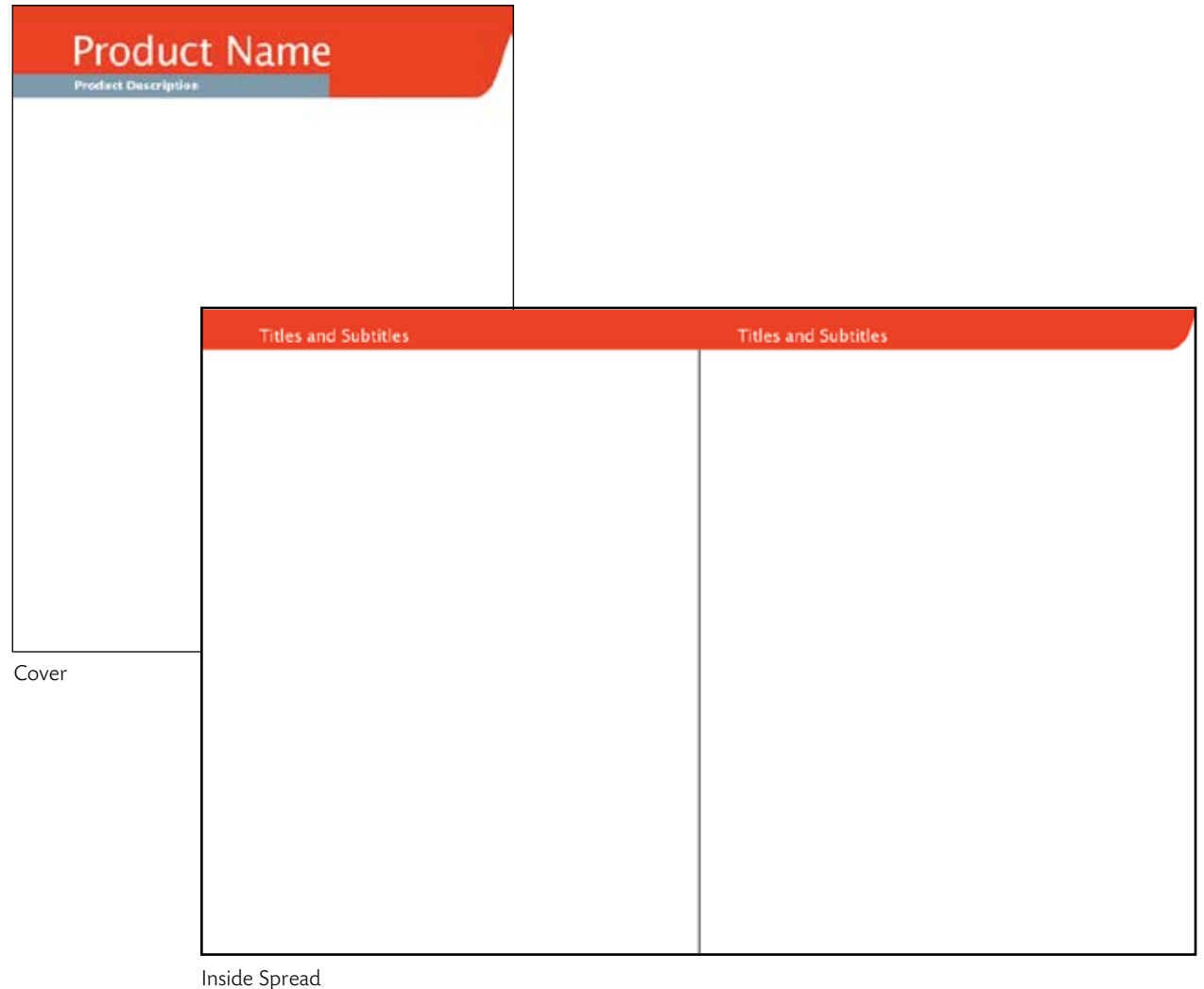
Front Cover:

- The wide SanDisk red banner with grey bar is a key element and serves two purposes:
 - The red banner is primarily used to contain the official name of the SanDisk product.
 - The grey bar integrated within the red banner is used to contain a brief description of the product.
- The red banner is always at the top of the front cover and is always produced in PMS 485 with the product name and description in white.

Inside Spread:

- The SanDisk red bracket line is primarily used to contain titles or subtitles. When used for this purpose, it is always at the top of the inside pages and is always produced in PMS 485 with the titles and subtitles in white.
- The shape of the SanDisk red banner and bracket should remain constant and should not be modified in any way. Do not attempt to stretch the height or width of the red banner or bracket.
- Use the official graphic elements provided in the template that can be obtained from the SanDisk Corporate Marketing Communications Department.

THE SANDISK RED BANNER AND GREY BAR



Guidelines for Photography

Photographic elements are an important part of the SanDisk visual vocabulary. As product photographs, they should convey features easily and images should be designed to show off the product. Photographs with backgrounds should be simple and uncluttered.

Product images without backgrounds should be sized proportionate to each other when shown together side by side or in a group as shown in example to the right. A drop shadow may be added and must be followed through in the entire document. Do not combine images that contain drop shadows and those that do not.

Take care to ensure that proper clearances to use stock photographs are obtained from copyright holders, as in the case of background photography or images used in collages.

EXAMPLES OF PRODUCT PHOTOGRAPHY WITH BACKGROUNDS



Color Background



Product on Background Image



Collage Background

EXAMPLES OF PRODUCT PHOTOGRAPHY WITHOUT BACKGROUNDS



Without Drop Shadows



With Drop Shadows

Using the Design Templates

Design templates have been created in Adobe® InDesign. The templates include the basic page construction with margins, columns, and key elements in place, along with style sheets that make it easy to format text. Simply open the template in InDesign, create your layout, and save it as a new document.

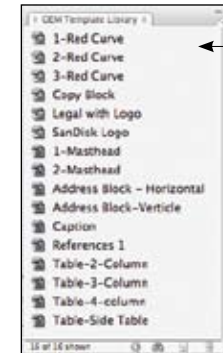
To request the InDesign templates, please contact the SanDisk Corporate Marketing Communications Department.

TEMPLATE EXAMPLES

Data Sheet Cover

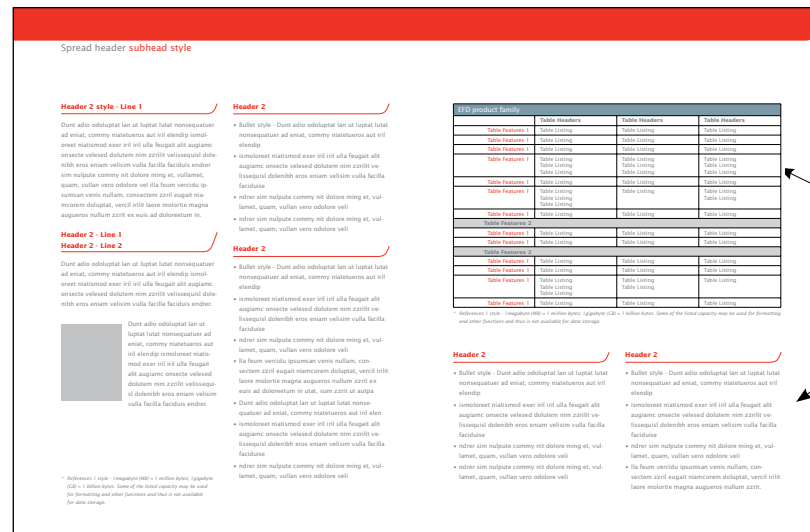


Standard elements are already placed within the template



A Library has been included with the data sheet templates. It contains all of the major elements needed for producing a successful data sheet. A PDF design guide, which is also included, explains in detail how to utilize the Library.

Data Sheet Library



Text boxes, tables, and/or column guides are in place ready for new text. Use the handy style sheets to format text with a mouse click.

Inside Spread

SanDisk Trademarks

The proper trademark indications must be made on SanDisk product names and the corporate logo. The proper trademark designation must appear on the first or most prominent mention of the product name in any document. For questions regarding trademark information for non-SanDisk products not listed here, please refer to the corporate guidelines of the appropriate companies.

- When used in a sentence, SanDisk trademarks should be used as adjectives, not as nouns or verbs.
- Do not use SanDisk trademarks in possessive or plural formats.
- Set SanDisk trademarks apart from the other words or nouns they modify by using the proper designations in the chart to the right and capitalizing the SanDisk marks.
- Do not shorten, abbreviate, or create acronyms out of SanDisk trademarks.
- Do not use SanDisk trademarks in a disparaging way or in any way that is inconsistent with the high quality with which SanDisk products are associated.

SanDisk trademarks are subject to change without notice. Please check with the SanDisk Corporate Marketing Communications Department.

PROPER DESIGNATIONS FOR TRADEMARKS OWNED BY SANDISK CORPORATION

CompactFlash®	Cruzer® Micro	ESP Technology (logo)™	MobileMate™	Sansa®	TransFlash®
Connect™	Cruzer® Mini	FlashCP™	RapidGX™	Sansa® Connect™	TriFlash®
Connect Plus™	Cruzer® Professional	FlashCP (logo)™	RescuePRO®	Sansa® Express™	TrustedFlash™
Cruzer®	Cruzer® Spectrum™	gruvi™	SanDisk®	Sansa® Shaker™	TrustedFlash (logo)™
Cruzer® Contour™	Cruzer® Titanium	gruvi (logo)™	SanDisk (logo)®	Sansa® View	TrustedSignins™
Cruzer® Crossfire™	CruzerLock®	ImageMate®	SanDisk Extreme®	Shoot & Store™	TrustWatch™
Cruzer® Enterprise	CruzerLogin™	iNAND™	SanDisk Ultra®	Storage By SanDisk (logo)™	USBTV (logo)™
Cruzer® Fleur	CruzerPass™	Made For Sansa (logo)™	SanGo™	Store Your World In Ours®	V-MATE™
Cruzer® Freedom™	CruzerSync®	MicroMate™	SanGo (logo)™	TransferMate™	

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

FujiFilm™ (logo)	The FujiFilm logo is a trademark of Fuji Photo Film Co., Ltd.
Liquidmetal®	Liquidmetal is a registered trademark of Liquidmetal Technologies, Inc.
MagicGate™ (and logo)	MagicGate is a trademark of Sony Corporation and MagicGate logo is a trademark of Sony Corporation
Memory Stick®	Memory Stick is a registered trademark of Sony Corporation
Memory Stick Micro™ (and logo)	Memory Stick Micro is a trademark of Sony Corporation and Memory Stick Micro logo is a trademark of Sony Corporation
Memory Stick Micro™ (M2) (and logo)	Memory Stick Micro (M2) is a trademark of Sony Corporation and Memory Stick Micro (M2) logo is a trademark of Sony Corporation
Memory Stick Duo™ (and logo)	Memory Stick Duo is a trademark of Sony Corporation and Memory Stick Duo logo is a trademark of Sony Corporation
Memory Stick PRO™ (and logo)	Memory Stick PRO is a trademark of Sony Corporation and Memory Stick PRO logo is a trademark of Sony Corporation
Memory Stick PRO Duo™ (and logo)	Memory Stick PRO Duo is a trademark of Sony Corporation and Memory Stick PRO Duo logo is a trademark of Sony Corporation
microSD™ (and logo)	microSD is a trademark/the microSD logo is a trademark
microSDHC™ (and logo)	microSDHC is a trademark/the microSDHC logo is a trademark
miniSD™ (and logo)	miniSD is a trademark/the miniSD logo is a trademark
miniSDHC™ (and logo)	miniSDHC is a trademark/the miniSDHC logo is a trademark
MMCmicro™	MMCmicro is a trademark of the MultiMediaCard Association
MMCMobile™	MMCMobile is a trademark of the MultiMediaCard Association
MMCplus™	MMCplus is a trademark of the MultiMediaCard Association
MultiMediaCard™	SanDisk is an authorized licensee of the MultiMediaCard trademark
Musicmatch®	Musicmatch is a registered trademark of Musicmatch, Inc.
Olympus™ (logo)	The Olympus logo is a trademark of Olympus Corporation
PlaysForSure™ (logo)	The PlaysForSure logo is a trademark of Microsoft Corporation in the United States and/or other Countries
PocketCache™	PocketCache is a trademark of Kadena Systems
PSP® (PlayStation® Portable)	PSP and PlayStation are registered trademarks of Sony Computer Entertainment, Inc. (SCEI)
RS-MMC™	RS-MMC is a trademark of the MultiMediaCard Association
SD™ (and logo)	SD is a trademark/the SD logo is a trademark
SDHC™ (and logo)	SDHC is a trademark/the SDHC logo is a trademark
SignupShield™	SignupShield is a trademark of Protecteer, LLC.
Skype™ (and logo)	Skype is a trademark of Skype Technologies S.A and Skype logo is a trademark of Skype Technologies S.A.
SmartHDHC™ (and logo)	SmartHDHC is a trademark/the SmartHDHC logo is a trademark
SmartMedia™	SmartMedia is a trademark of Toshiba Corporation
U3™	U3 is a trademark of U3, LLC
U3™ smart (logo)	U3 smart logo is a trademark of U3, LLC
Wi-Fi®	Wi-Fi is a registered trademark of the Wi-Fi Alliance
Windows® ReadyBoost™	Windows is a registered trademark of Microsoft Corporation
xD-Picture Card™	SanDisk is an authorized licensee of the xD-Picture Card trademark

SAMPLE BOILERPLATE FOR TRADEMARK AND COPYRIGHT INFORMATION

SanDisk, the SanDisk logo, Store Your World In Ours, CompactFlash, Cruzer, CruzerLock, CruzerSync, ImageMate, RescuePRO, SanDisk Extreme, SanDisk Ultra, Sansa, TransFlash and TriFlash are trademarks of SanDisk Corporation, registered in the United States and other countries. Connect, Connect Plus, Cruzer Contour, Cruzer Crossfire, Cruzer Freedom, Cruzer Spectrum, CruzerLogin, CruzerPass, the ESP Technology logo, FlashCP, the FlashCP logo, gruvi, the gruvi logo, iNAND, the Made for Sansa logo, MicroMate, MobileMate, RapidGX, SanGo, the SanGo logo, Sansa Connect, Sansa Express, Sansa Shaker, Shoot & Store, the Storage By SanDisk logo, TransferMate, TrustedFlash, the TrustedFlash logo, TrustedSignins, TrustWatch, the USBTV logo and V-Mate are trademarks of SanDisk Corporation. SanDisk Corporation is an authorized licensee of the xD-Picture Card and MultiMediaCard trademarks. The SD, SDHC, microSD, microSDHC, mini SD, miniSDHC and SmartHDHC trademarks and logos are trademarks. The FujiFilm logo is a trademark of Fuji Photo Film Co., Ltd. PocketCache is a trademark of Kadena Systems. Liquidmetal is a registered trademark of Liquidmetal Technologies, Inc. The PlaysForSure logo is a trademark of Microsoft Corporation in the United States and/or other countries. MMCmicro, MMCMobile, MMCplus, MultiMediaCard and RS-MMC are trademarks of the MultiMediaCard Association. Musicmatch is a registered trademark of Musicmatch, Inc. The Olympus logo is a trademark of Olympus Corporation. SignupShield is a trademark of Protecteer, LLC. MagicGate, Memory Stick, Memory Stick Micro, Memory Stick Micro (M2), Memory Stick Duo, Memory Stick PRO and Memory Stick PRO Duo, trademarks and logos are trademarks and registered trademarks of Sony Corporation. PSP and PlayStation are registered trademarks or trademarks of Sony Computer Entertainment, Inc. (SCEI). SmartMedia is a trademark of Toshiba Corporation. Skype and the Skype logo are trademarks of Skype Technologies S.A. U3, and the U3 smart logo are trademarks of U3, LLC. Wi-Fi is a registered trademark of the Wi-Fi Alliance. Windows is a registered trademark of Microsoft Corporation. Other brand names mentioned herein are for identification purposes only and may be trademarks of their respective holder(s).

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Use of the SanDisk Trademark on Products

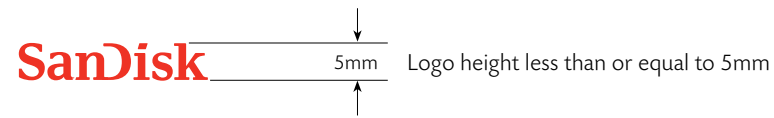
When marking a SanDisk-owned logo onto any product, the trademark symbol must be included with the logo. Examples of SanDisk-owned logos are: SanDisk, SanDisk Extreme, Sansa, SanDisk Ultra, Cruzer, etc. The size of the trademark symbol must not be altered (made bigger or smaller) with respect to the logo size.

These requirements apply to laser marking, molding, printing, and silkscreening of SanDisk logos onto products such as cards, readers, adapters, cables, jewel cases, UFDs, lanyards, etc.

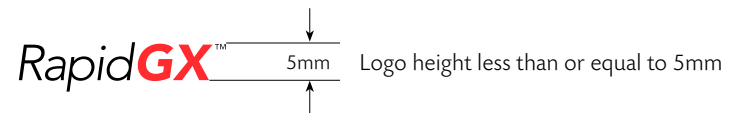
THE SANDISK LOGO WITH REGISTERED TRADEMARK SYMBOLS WHEN USED ON PRODUCTS.

The Following Exceptions Apply to Products Only:

1. Registered Trademark (®) may be removed if the printed logo height is less than or equal to 5mm.



2. Trademark (™) may be removed if the printed logo height is less than or equal to 5mm.



Note:

These exceptions do not apply to printed materials such as boxes, inserts, manuals, brochures, etc. These must follow the requirements established by the SanDisk Corporate Logo Guidelines. Third-party trademarks (e.g., SDA, CFA, MMCA) must be marked in accordance with the trademark owner's guidelines.

Design and Production Resources

For additional information concerning SanDisk OEM branding and design guidelines, please contact the SanDisk Corporate Marketing Communications Department.



www.sandisk.com

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