

SanDisk® Retail Branding and Graphic Design Guidelines

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The SanDisk Retail Branding and Graphic Design Guidelines are an important component of the SanDisk branding strategy. The inherent “look and feel” of SanDisk literature is achieved by providing visual cues that make it easy to identify the SanDisk brand. The consistent application of these guidelines gives readers a kind of shorthand that makes it easier to identify our products and literature. The SanDisk Retail Branding and Graphic Design Guidelines are built around a visual vocabulary of graphic elements such as the SanDisk logo, typefaces, shapes, colors, and photographs. Together, they provide a uniform look that makes SanDisk communications recognizable anywhere in the world.

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Elements of the SanDisk Retail Branding and Graphic Design Guidelines

The SanDisk Retail Branding and Graphic Design Guidelines are composed of standard elements that form a visual vocabulary giving SanDisk literature its distinctive look. These elements include the SanDisk logo, typefaces, colors, graphic elements such as the SanDisk color wave, photography and literature templates.

The SanDisk Retail 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 controls.

THE SANDISK LOGO



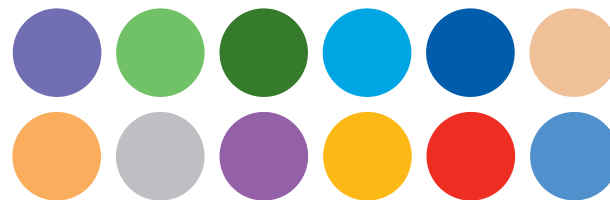
THE SANDISK LOGO WITH TAGLINE



TYPEFACES



COLOR PALETTE



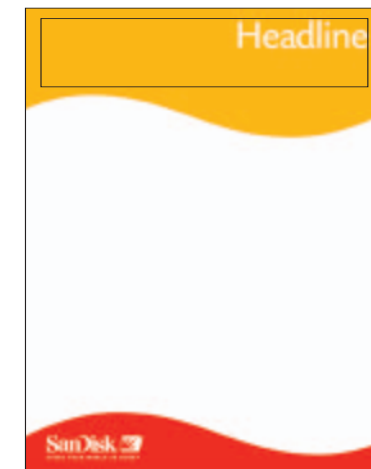
SANDISK COLOR WAVE



PRODUCT PHOTOGRAPHY



TEMPLATES



Global Packaging

SanDisk standard packaging reflects the SanDisk look and feel, and utilizes the product color palette (on page 6 of this document). Each form factor is identified by its own unique color.

SANDISK® COMPACTFLASH® PRODUCT PACKAGING



PACKAGE FRONT

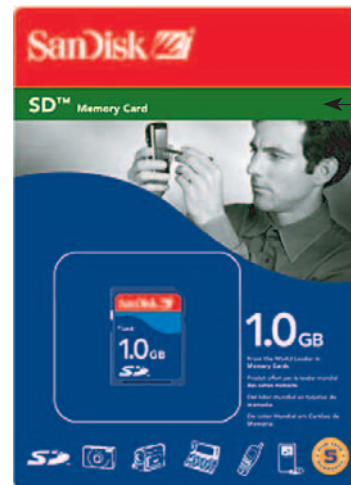
Product color PMS 715



PACKAGE BACK

Product color PMS 715

SANDISK® SD™ PRODUCT PACKAGING



PACKAGE FRONT

Product color PMS 364



PACKAGE BACK

Product color PMS 364

Color Palette

Within the SanDisk Retail Branding and Graphic Design Guidelines color is used to provide an aesthetic linkage between documents and to lend an overall visual consistency. Color is also used to represent specific product groups within the system providing a clear visual code, making it easier to distinguish one set of product literature from another.

To the right is the SanDisk color palette. When creating SanDisk literature choose appropriate colors from this selection. The palette is divided into three categories. The first is the SanDisk corporate red. The second category contains colors associated with specific product groups. The last category contains general use colors that can be applied where the corporate color or product line colors may not be appropriate.

Colors are defined as both PMS* 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

SANDISK RED



PMS 485

C: 0%
M: 97%
Y: 100%
K: 0%

SANDISK GENERAL USE COLORS



PMS 2582

C: 46%
M: 72%
Y: 0%
K: 0%



PMS 130

C: 0%
M: 30%
Y: 100%
K: 0%



PMS 279

C: 68%
M: 34%
Y: 0%
K: 0%



PMS 346

C: 55%
M: 0%
Y: 47%
K: 0%

SANDISK PRODUCT COLORS FOR STANDARD PRODUCT LINE



PMS 2665

Memory Stick™
C: 62%
M: 60%
Y: 0%
K: 0%



PMS 360

miniSD™
C: 58%
M: 0%
Y: 80%
K: 0%



PMS 364

SD™
C: 65%
M: 0%
Y: 100%
K: 42%



PMS 2995

SmartMedia™
C: 90%
M: 11%
Y: 0%
K: 0%



PMS 286

MultiMediaCard™
C: 100%
M: 66%
Y: 0%
K: 0%



PMS 7514

xD-Picture Card™
C: 0%
M: 24%
Y: 38%
K: 5%



PMS 715

CompactFlash®
C: 0%
M: 36%
Y: 71%
K: 0%



PMS Cool
Gray 5

**Readers and
Accessories**
C: 0%
M: 0%
Y: 0%
K: 29%



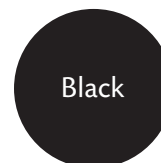
PMS 109

TransFlash™
C: 0%
M: 10%
Y: 100%
K: 0%



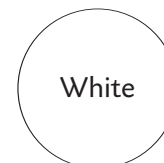
PMS 283

RS-MMC™
C: 35%
M: 9%
Y: 0%
K: 0%



Black

Cruzer®
C: 0%
M: 0%
Y: 0%
K: 100%



White

**Mobile Violator
("M" Sales Item)**
C: 0%
M: 0%
Y: 0%
K: 0%



PMS 115

**Mobile Violator
("I" Sales Item)**
C: 0%
M: 9%
Y: 80%
K: 0%



Gray

**Non-Mobile
Violator**
C: 0%
M: 0%
Y: 0%
K: 11%

Using the SanDisk Logo

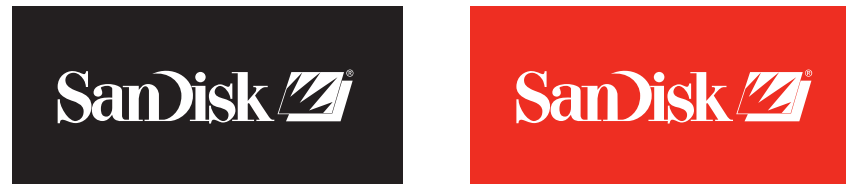
The SanDisk logo is the cornerstone of the SanDisk brand and symbolizes the integrity of the company and its products. It should be used carefully and displayed correctly and consistently.

- The logo is designed to stand on its own and should not be used as a part of a headline, phrase or sentence.
- Always use the official logo artwork which can be obtained from the SanDisk web site.
- The logo should always appear in PMS 485 red, solid black, or white.
- When using the logo in black or red it should always appear against a white or light colored background and the starburst element should be white.
- When reproducing the logo in white it should only appear on a black or red colored background and the starburst element should be black or red depending on the background used. The starburst elements should always knock out to the background color, either black or red.
- The 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 is available for download on the SanDisk web site in the online media kit.

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



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



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 logo with tagline is designed to stand on its own and should not be used as a part of a headline, phrase or sentence.
- Always use the official artwork which can be obtained from the SanDisk web site.
- The logo with tagline should always appear in PMS 485 red, solid black, white, or a combination of red and black.
- When using the logo with tagline in black or red it should always appear against a white or light colored background and the starburst element should be white.
- When reproducing the logo in white it should only appear on a black or red colored background and the starburst element should be black or red depending on the background used. The starburst elements should always knock out to the background color, either black or red.
- The 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 is available for download on the SanDisk web site in the online media kit.

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



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



Improper Use of the SanDisk Logo

- Never attempt to recreate or modify the 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 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.
- Do not reproduce the SanDisk logo on a colored background other than white, red or black.

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

Introducing SanDisk  Memory

DO NOT ALTER THE LOGO IN ANY WAY.



Improper Use of the SanDisk Logo with Tagline

- Never attempt to recreate or modify the 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 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.
- Do not reproduce the SanDisk logo on a colored background other than white, red or black.

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

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

DO NOT ALTER THE 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®

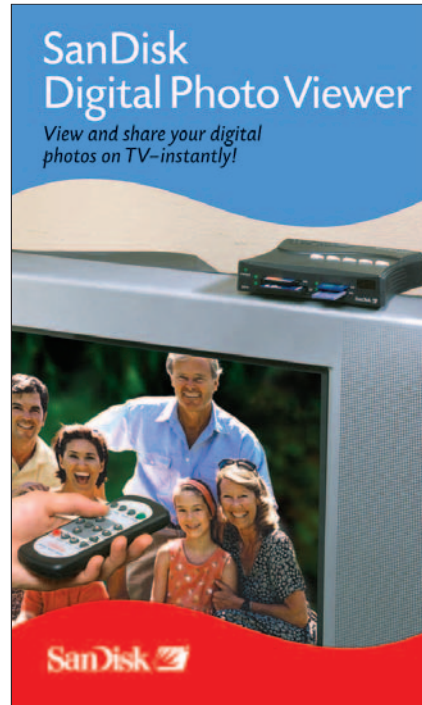
SanDisk 
STORE YOUR WORLD IN OURS®

The SanDisk Color Wave

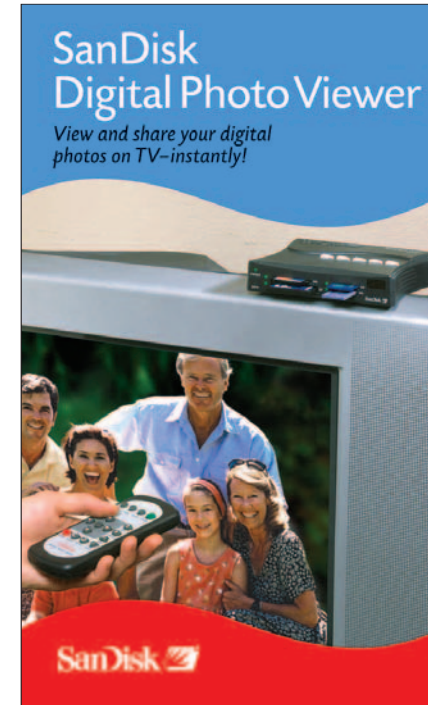
The SanDisk color wave is a key element and serves two purposes. It is primarily used to contain the SanDisk logo. When it is used for this purpose it is always at the bottom of the front cover and is always reproduced in PMS 485 red with the logo in white.

As a secondary application the color wave can be used as a decorative element or container for pictures, type or color. You may exercise creativity in the use of the color wave so long as the actual shape of the element does not change.

THE SANDISK COLOR WAVE CONTAINING THE LOGO



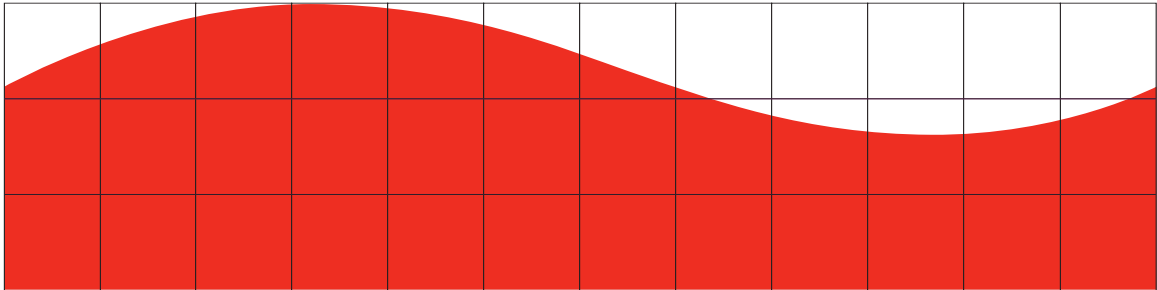
THE SANDISK COLOR WAVE USED AS A DESIGN ELEMENT



Specifications of the Color Wave

The shape of the color wave element should remain constant and should not be modified in any way. It is important to maintain the integrity of the curve on the edge of the wave. Do not attempt to draw the color wave. Use the official artwork available from the SanDisk corporate marketing department.

PROPER CONSTRUCTION OF THE COLOR WAVE ELEMENT



IMPROPER CONSTRUCTION OF THE COLOR WAVE ELEMENT



Guidelines for Photography

Photographic elements are also an important part of the SanDisk visual vocabulary. When photographic images are of consistently high quality and are uniform in style and conceptual approach they lend a sense of unity to the overall literature program and underscore a sense of integrity and professionalism.

SanDisk photography falls into two broad categories—lifestyle and product. Lifestyle images are used to give a sense of the end user experience and to put SanDisk products into the proper context. Lifestyle images should feature real people in everyday situations. They should have a candid quality, have an authentic quality and be easy to relate to. Product photos have a different purpose. These images are designed to show off the product and its features so they should be kept simple and uncluttered.

When shown together as a group, products should be size proportionate to each other as shown in the example to the right.

Take care to ensure that proper clearances to use photographs are obtained from the copyright holders. In addition, clearances to use an individual's likeness should be obtained from any identifiable individual portrayed in a photograph used for SanDisk marketing materials, advertising, or packaging.

EXAMPLES OF LIFESTYLE PHOTOGRAPHY



EXAMPLES OF PRODUCT PHOTOGRAPHY

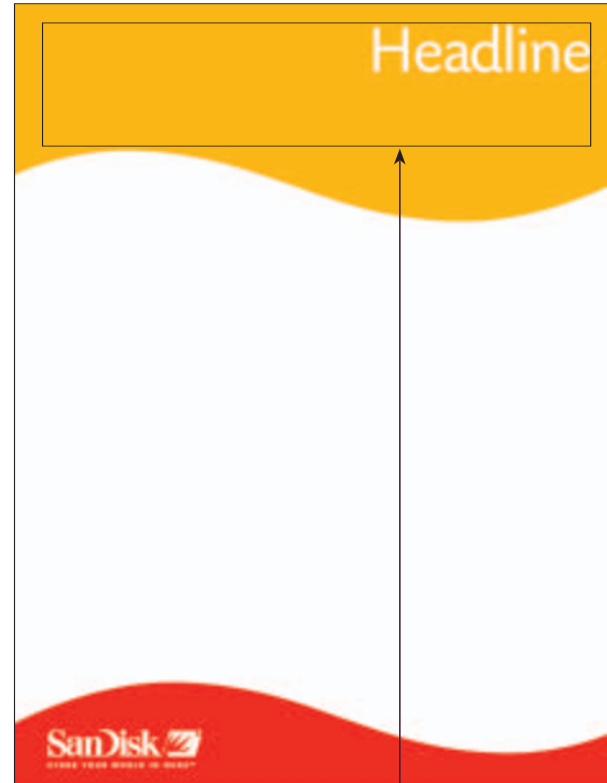


Using the Design Templates

Design templates have been created in QuarkXPress for the most common literature configurations. 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 QuarkXPress, create your layout and save it as a new document.

TEMPLATE EXAMPLE

Template



Standard elements are already placed within the template

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

Finished Document



End User Brochures (Small)

End user brochures in this size configuration are generally used in the U.S., Latin America and Pacific Rim.

Recommended Specifications: (in inches)

Dimensions:	3.625 x 6
Page margins:	.4
Column width:	2.825
Gutter width:	—

Print end user brochures on a high quality paper with a gloss finish in an 80# text weight.

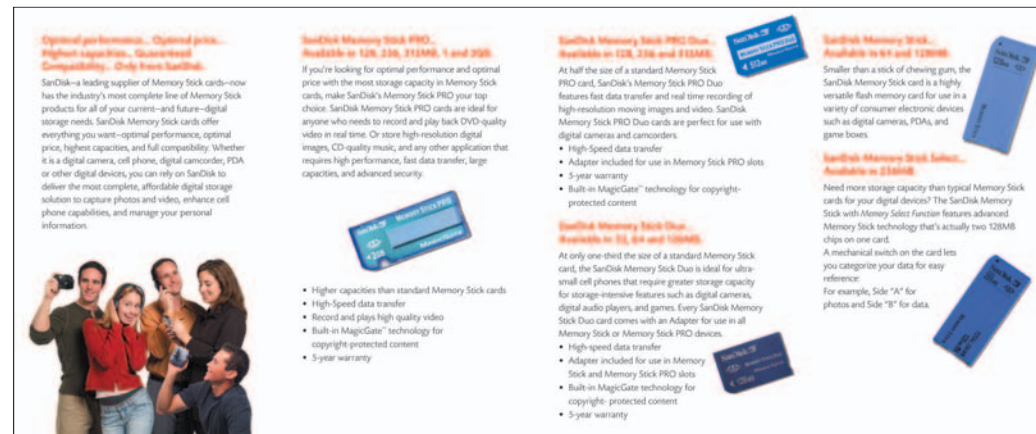
SAMPLE



OUTSIDE



COVER



INSIDE

End User Brochures (Large)

End user brochures in this size configuration are generally used in Europe and Japan.

Recommended Specifications: (in millimeters)

Dimensions:	92 x 210
Page margins:	10
Column width:	72
Gutter width:	–

Print end user brochures on a high quality paper with a gloss finish in an 80# text weight.

SAMPLE



OUTSIDE

COVER



INSIDE

Retail Sales Sheets (Small)

Retail sales sheets in this size configuration are generally used in the U.S., Latin America and Pacific Rim.

Recommended Specifications: (in inches)

Dimensions:	11 x 17 (folds to 8.5 x 11)
Page margins:	.4
Column width:	5
Gutter width:	.25

Print retail sales sheets on a high quality paper with a gloss finish in a 65# cover weight.

SAMPLE



FRONT



INSIDE



BACK

Retail Sales Sheets (Large)

Retail sales sheets in this size configuration are generally used in Europe and Japan.

Recommended Specifications: (in millimeters)

Dimensions:	594 x 420 folds to 297 x 210
Page margins:	10
Column width:	134.5
Gutter width:	8

Print retail sales sheets on a high quality paper with a gloss finish in a 65# cover weight.

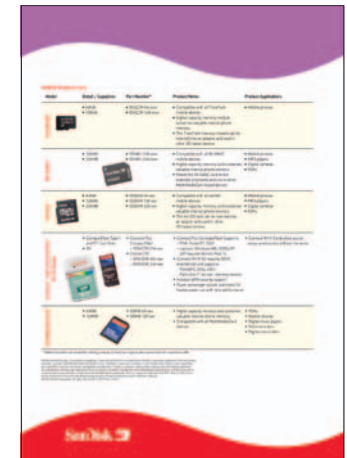
SAMPLE



FRONT



INSIDE



BACK

Flyers (Small)

Flyers in this size configuration are generally used in the U.S., Latin America and Pacific Rim.

Recommended Specifications: (in inches)

Dimensions:	8.5 x 11
Page margins:	.4
Column width:	Front: 2.5 Back: 3.725
Gutter width:	.25

Print flyers on a high quality paper with a gloss finish in an 80# text weight.

SAMPLE



FRONT



BACK

Flyers (Large)

Flyers in this size configuration are generally used in Europe and Japan.

Recommended Specifications: (in millimeters)

Dimensions:	210 x 297
Page margins:	10
Column width:	Front: 64 Back: 91
Gutter width:	8

Print flyers on a high quality paper with a gloss finish in an 80# text weight.

SAMPLE



FRONT



BACK

Product Line Brochures

Recommended Specifications: (in inches)

Dimensions:	3.625 x 8
Page margins:	.4
Column width:	2.825
Gutter width:	—

Print product line brochures on a high quality paper with a gloss finish in an 80# text weight.

SAMPLE



Memory Cards and Connectivity Solutions

SanDisk Memory Solutions for:

- Digital Cameras
- Digital Music Players
- Handheld PCs
- Digital Camcorders
- Smart Phones/Mobile Phones
- Voice Recorders

Today's electronic devices benefit from the highest quality memory cards and memory card devices. From digital cameras and digital music players to voice recorders, handheld PCs, camcorders and smart phones, SanDisk has a complete line of memory cards and connectivity solutions to help you get the most out of today's technology. SanDisk is the worldwide leader in flash data storage. See your local reseller or buy online.



Memory Cards

SanDisk CompactFlash
SanDisk CompactFlash allows you to carry more music, images, data and text. It's perfect for digital cameras, digital music players, digital camcorders, handheld PCs and voice recorders. It is fully compatible with all CompactFlash-compliant devices.

SanDisk iX-Picture Card
The SanDisk iX-Picture Card provides the highest capacity in one of the available memory formats available today. Featuring rapid data transfer speeds, it is also compact for the most portable devices. The SanDisk iX-Picture Card is fully compatible with all iX-compliant devices.

SanDisk MultiMediaCard
The SanDisk MultiMediaCard lets you carry more music, images, data and voice. This small but rugged memory card is great for digital music players, voice recorders, smart phones and digital camcorders. It is fully compatible with all MultiMediaCard-compliant devices.

SanDisk Shock & Burn™ Cards
SanDisk Shock & Burn cards provide an easy way to shoot, share, and save your pictures with confidence. With up to 30 pictures and 100 picture cards (approximate number varies depending on camera model, resolution, and compression), you can take pictures of life's favorite moments, share them with others, then take them permanently on the card, or transfer them to your computer. Simple, affordable and convenient.

Connectivity Solutions

SanDisk i1
SanDisk i1 is ideal for digital music players, voice recorders, smart phones and digital camcorders. The i1 card also has security features for protection of copyrighted data. SanDisk i1 cards are fully compatible with all i1-compliant devices.

SanDisk Memory Stick PRO™ and Memory Stick PRO Duo™
SanDisk Memory Stick PRO and Memory Stick PRO Duo are the ideal solutions for anyone who wants to capture and play back DVD-quality video in real time, or store CD-quality music, high-resolution digital images, and more! Both cards provide high performance, data integrity, large capacities and advanced security for your Memory Stick PRO-compliant devices.

SanDisk Memory Stick Duo™
SanDisk Memory Stick Duo is the perfect companion for your digital camera, smart phone, PDA, or digital music player. It is compatible with all Memory Stick-compliant devices with the use of the adapter.

SanDisk ImageMate 8 in 1 Reader/Writer
The SanDisk ImageMate 8 in 1 Reader/Writer is a high-speed USB 2.0 4-in-1 reader/writer that connects to your USB 2.0 port (backwards compatible with USB 1.1). It's the quick and convenient way to transfer pictures, movies or any type of data from CompactFlash Type I/II, SmartMedia, iD, Memory Stick, Memory Stick PRO, MultiMediaCard or SD cards. You can simultaneously transfer data between cards and/or your computer. And the SanDisk ImageMate 8 in 1 Reader/Writer comes with a bonus docking station for easy desktop connectivity.

SanDisk Digital Photo Viewer (DPV)
SanDisk's DPV makes viewing and sharing your digital photos as simple as watching TV. It's easy to use—simply plug the DPV into your TV, place your memory card into the DPV, then sit back and enjoy watching your digital photos appear on your TV. The SanDisk DPV takes CompactFlash, SD, MultiMediaCard, SmartMedia™, and Memory Stick memory cards and is the fast and convenient way to share your favorite memories with family and friends.

SanDisk i1000 USB 2.0 Reader
SanDisk i1000 USB 2.0 single-disc readers are a fast and convenient way to transfer data between memory cards and your computer. They are Hi-Speed USB 2.0 certified for fast data transfer up to 480 Mbps, and are over 40% faster than USB 1.1 readers (backwards compatible with USB 1.1). Versions are available for CompactFlash, SmartMedia iD, Memory Stick, Memory Stick PRO, and MultiMediaCard/SD memory cards.

Brand Identity for SanDisk Ultra® II and SanDisk Extreme®

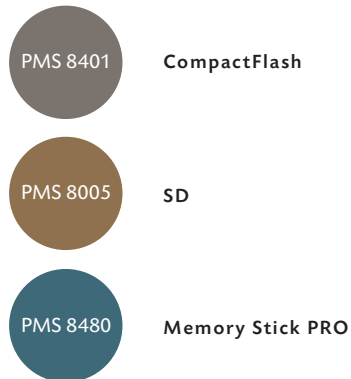
SanDisk Ultra II and SanDisk Extreme are SanDisk's premier product lines. As such, the visual identities for these brands have been designed to present an upscale look while still retaining the color wave element common to all SanDisk literature, advertising and packaging.

As shown in these examples, black is the predominant color along with a metallic wave element at the top which is color coded by product line. The standard red color wave is at the bottom. The SanDisk Ultra II brand is distinguished by a pattern of parallel stripes which echo the curve of the color wave.

SANDISK EXTREME® AND SANDISK ULTRA® II PACKAGING



SANDISK PRODUCT COLORS FOR THE SANDISK ULTRA II AND SANDISK EXTREME PRODUCT LINE



SANDISK EXTREME® AND SANDISK ULTRA® II BROCHURES



Retailer Ads

Advertising must be more flexible than collateral materials in order to allow more conceptual freedom. With this in mind, the standards for SanDisk retailer advertising have been kept to a minimum. As shown in the example to the right, the red SanDisk color wave containing the logo is a standard element and must appear at the bottom of every ad. The color wave element may also be displayed in gray. In addition, the following typographic guidelines should be observed when creating retailer advertising.

Recommended Typographic Specifications:

Headline:	20 pt. Franklin Gothic Condensed with 20 pt. leading
Body text:	9.5 Frutiger Light with 13 pt. leading
Legal text:	5 pt. Frutiger Light

SAMPLE

Only one card reader handles more cards than we do.

TARGET CARDS READ WHERE

TARGET CARD READER

NOW AVAILABLE AT:

Presenting the new SanDisk® ImageMate® 8 in 1 Reader/Writer.

If there's a new card reader in your future, this ought to be it. The ImageMate 8 in 1 Reader/Writer is the perfect solution for anyone looking for a super fast way to transfer data from flash card to computer—not to mention read and write from one flash card to another.

The SanDisk ImageMate 8 in 1 Reader/Writer is the ideal solution for those who need to transfer photos, music, video and data files to their PC at super fast speeds. It offers Hi-Speed USB 2.0 performance and the flexibility to work with virtually any flash card. It works with CompactFlash® Type I and II, SD®, MultiMediaCard, SmartMedia®, xD-Picture Card®, Memory Stick®, and Memory Stick® PRO™ memory cards.

You'll enjoy the extra boost in performance when using a computer with a USB 2.0 port. It's also backwards compatible to work with the older USB 1.1 standard. It even has a bonus docking station and travel cable, making it easy to take on the road with you.

We're not exactly clairvoyant, but if you're looking for a fast, easy and versatile way to work with flash cards, you came to the right place.

SanDisk

SanDisk and the SanDisk logo are registered trademarks and CompactFlash and ImageMate are trademarks of SanDisk Corporation. MultiMediaCard is a trademark of SanDisk Corporation. Memory Stick and PRO are trademarks of Sony Corporation. © 2003 SanDisk Corporation. All rights reserved.

← Mandatory color wave

Corporate Ads

Like retailer advertising, the standards for corporate advertising are flexible. Corporate ads also contain a color wave at the bottom of the ad. In this example, the creative is primarily black and white so the color wave is kept to a minimum in order not to distract from the visual. It is produced in gray instead of red.

SAMPLE



Mandatory color wave

Global Packaging

SanDisk standard packaging reflects the SanDisk look and feel, and utilizes the product color palette (on page 6 of this document). Each form factor is identified by its own unique color.

SANDISK® COMPACTFLASH® PRODUCT PACKAGING



PACKAGE FRONT

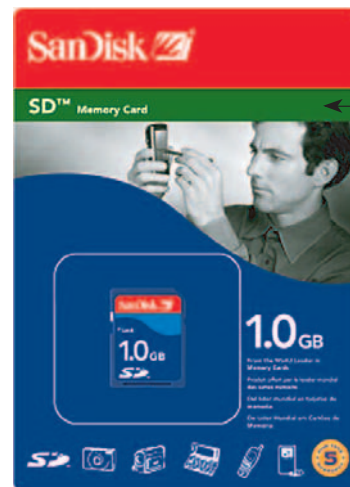
Product color PMS 715



PACKAGE BACK

Product color PMS 715

SANDISK® SD™ PRODUCT PACKAGING



PACKAGE FRONT

Product color PMS 364



PACKAGE BACK

Product color PMS 364

Global Packaging

If the SanDisk standard packaging requires a violator, the package will reflect the SanDisk look and feel by utilizing the product color palette. It will have a unique color for both the Product as well as the Violator.

Non-mobile violator color →

SANDISK® COMPACTFLASH® PRODUCT PACKAGING



PACKAGE FRONT

← Product color PMS 715



PACKAGE BACK

← Product color PMS 715

SANDISK® miniSD™ PRODUCT PACKAGING

Mobile violator color →



PACKAGE FRONT

← Product color PMS 360



PACKAGE BACK

← Product color PMS 360

SanDisk Ultra® II and SanDisk Extreme® Packaging

SanDisk Ultra II product packaging reflects the look and feel of the SanDisk Ultra cards.

SanDisk Extreme product packaging reflects the look and feel of the SanDisk Extreme cards.

Both SanDisk Ultra II and SanDisk Extreme product packaging utilize their own product color palette (on page 22). Each form factor is identified by its own unique color.

SANDISK ULTRA® II PRODUCT PACKAGING



PACKAGE FRONT

Product color PMS 8401



PACKAGE BACK

SANDISK EXTREME® PRODUCT PACKAGING



PACKAGE FRONT

Product color PMS 8401



PACKAGE BACK

Shoot & Store Packaging

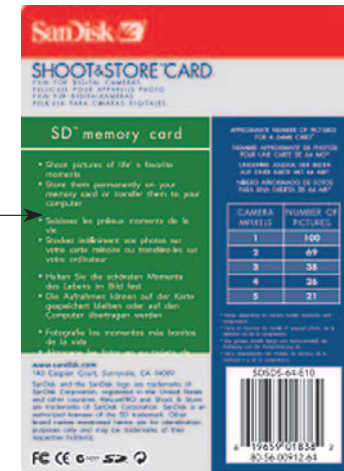
SanDisk Shoot & Store packaging also reflects the SanDisk look and feel, utilizing the product color palette (page 6). Each form factor is identified by its own unique color.

SANDISK® SHOOT & STORE™ SD™ PACKAGING



PACKAGE FRONT

Product color PMS 364



PACKAGE BACK

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.

PROPER DESIGNATIONS FOR TRADEMARKS OWNED BY SANDISK CORPORATION

CompactFlash®	CruzerLogin™	gruvi™ (logo)	SanDisk Ultra®
Connect™	CruzerPass™	ImageMate®	Sansa™
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Design and Production Resources

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

QuarkXPress templates for most types of SanDisk collateral materials can be obtained from the SanDisk Marketing Communications Department.

Product photographs and official logo art as well as other useful information is available for download on the SanDisk web site in the online media kit which can be found at www.sandisk.com/corporate_media_kit.html.

