

***For BlackBerry App World Vendor Use Only**

BlackBerry App World™ Storefront Naming and Logo Guidelines

Introducing the BlackBerry App World™ storefront

Discover a world of possibilities at the BlackBerry App World™ storefront. Personalize your BlackBerry® smartphone with games, social networking, personal productivity apps and so much more. Put more of your life on your BlackBerry smartphone.

The inspiration for the name

The name, BlackBerry App World storefront, captures the essence of our new BlackBerry online application store which provides users with a world of new tools and fun applications for their device. Users carry everything that’s important to them on their BlackBerry smartphone. Now with BlackBerry App World they can put even more of their life on their BlackBerry smartphone.

Name Guidelines

There are several ways to refer to the product. The following table illustrates the proper nomenclature for each document type and mention:

	Marketing Materials	Technical Documentation
Headline	BlackBerry App World	BlackBerry App World storefront
1 st text reference	BlackBerry App World™ storefront	BlackBerry App World™ storefront
Subsequent text references	BlackBerry App World or BlackBerry storefront	BlackBerry App World or BlackBerry storefront

The name “BlackBerry App World” will not be translated. The English version should be used in all materials.

Get It At BlackBerry App World Logo Guidelines

The Get It At BlackBerry App World logo is a unique piece of artwork. The proportion and arrangement of the symbol and wordmark 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. To ensure consistency and maintain integrity of the logo, use only approved electronic art files available from RIM Brand Communications (brand@rim.com).

Preferred Logo



Alternate Logo



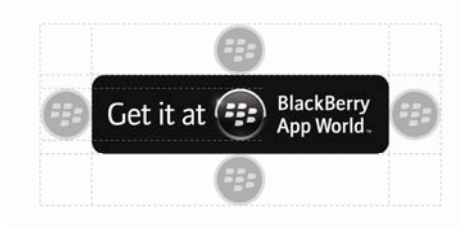
**the Alternate Logo should be used when the background is not conducive for the Preferred Logo.*

When To Use the Get It At BlackBerry App World Logo

The Get It At BlackBerry App World logo can be used on marketing materials, presentations and web sites to promote the download of an application from the BlackBerry App World.

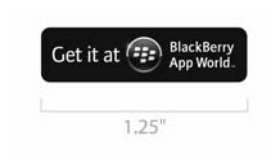
Clear Space

To preserve the Get It At BlackBerry App World logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the Get It At BlackBerry App World logo is defined as the height of the icon in the wordmark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



Minimum Size Requirements

The Get It At BlackBerry App World 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 Get It At BlackBerry App World wordmark, which should not be reproduced in a size smaller than what is illustrated below.



For guidelines for the BlackBerry logo please refer to the BlackBerry Brand Guidelines.

Trademark Statement

The following trademark statement should be used on RIM produced materials referencing BlackBerry, including BlackBerry App World:

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Partners may use an abbreviated version if space is limited:

Research In Motion, the RIM logo, BlackBerry, the BlackBerry logo, SureType and SurePress are registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries - these and other marks of Research In Motion Limited are used under license.