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Corporate Identity &
Graphics Standards Manual

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Introduction

From the birth of the video game industry to present day, Nintendo has continued to create unique products intended for everyone, and established a brand that is known throughout the world and is synonymous with gaming culture. Our mission is to continue to create intriguing new ideas, and to bring smiles to our customers everywhere—without regard to age, gender, nationality, or culture.

While Nintendo continues to innovate, it is important to consider how we appear to customers throughout the world.

The Nintendo corporate logo serves as a representation of a brand image. The handling of a logo that is seen by customers, with unified standards and careful management, will accurately transmit our corporate sincerity and quality to people everywhere. Doing so will also lead to trust from our customers.

These guidelines contain usage rules and standards for unifying the Nintendo logo throughout the world and putting it to use. We ask for the cooperation of everyone in having a thorough understanding of the purpose of this manual and making use of it.

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What Is The Purpose of This Manual?

Nintendo has an international presence, with subsidiaries worldwide.

Because of this, it is important to have a unified corporate identity program to help maintain a consistent and correct corporate look throughout Nintendo.

Many different businesses produce products using our trademarks.

It is also important to have a set of standards and rules so that all of our products will have a consistent family look about them and will use our trademarks consistently and correctly.

Almost everyone has a computer on their desk capable of manipulating graphics.

These standards and rules will ensure that everyone using our trademarks will do so consistently and correctly.

To protect our legal rights to our trademarks, they must be used correctly.

Misuse of our trademarked logos and logotypes weakens Nintendo's ability to protect our trademarks and reserve them exclusively for our use or the use of whomever we deem appropriate.

Even slight variations, modifications or embellishments can damage Nintendo's claim to these trademarks.

This manual provides the following information:

- **Presents the corporate identity program and how to apply it.**
- **Describes how to use trademarks.**
- **Gives rules and standards on how to apply our trademarks in various applications.**
- **Gives color and graphic standards for Nintendo's products.**
- **Provides a reference library of our trademarked graphics.**

How To Use and Protect Our Trademarks and Copyrights

A trademark is a word, name, symbol or logo that identifies the product of a company. Our trademarks must be protected or we will lose the right to control them and keep them exclusively for our own use.

Below are some simple rules for using our tradename and trademarks.

- **Each registered Nintendo trademark must have a "TM", "SM" or "®" after the first use or most prominent use in a single publication, and must be properly acknowledged.**

- **The trademark "Nintendo®" should not be confused with our corporate name. "Nintendo" is used as an abbreviation for the company name, "Nintendo of Europe GmbH." The trademark is used for brand name identification, as in "We sell Nintendo® brand video games."**

- **There is no such thing as a Nintendo. Be careful to use the Nintendo brand name as an adjective, not as a noun.**

- **Trademarks are not plural or possessive in form, and should not be abbreviated, unless the abbreviation is also a trademark.**

- **Trademarks should be distinguished from common words by print style and capitalization.**

- **Nintendo product packaging and marketing materials must include the proper copyright notice.**
  Typically, this would be something like: "©(date) Nintendo."

Here is an abbreviated list of some of our more common trademarks for Europe.

Nintendo®
Game Boy Advance™
Nintendo GameCube™
Mario Bros.™
Super Mario Bros.™
Donkey Kong™
Metroid™
The Legend of Zelda™
Super Mario World™
Wii™
Nintendo DS™ Lite

In addition to these trademarks, there are many more for additional hardware accessories, trademarks for hundreds of game titles and many for such things as marketing slogans like *Wii™ move you.*

History of The Nintendo Logo

The first romanized Nintendo logo using the font style associated with the current "racetrack" design was in 1959. This logo was modified several times over the years, but continued to retain the basic form still in use today.

When Nintendo began manufacturing the Game & Watch® product in the early 1980s, the logo was applied as a label inset into the plastic housing and a racetrack shape was added to define the logo.

Most products manufactured after 1984 continued to use this racetrack shape around the logo and soon Nintendo Company Ltd. and its subsidiaries were using this design on most applications, including consumer products and advertising.

As Nintendo developed into a worldwide company, new variations in the logo design came into use. In 1994 it was decided to converge the various logos into one design, and establish a new unified look. In 2008, the logo color was unified globally from the original red color to gray.

Make sure that you are using the latest version of the Nintendo logo.

1959 - The text style is changed to a non-cursive style.

1995 - The current logo is a little bolder and the racetrack fits tighter around the text when compared to the earlier version.

1984 - The "racetrack" is added.

2008 - Worldwide logo color is changed from red to gray.

Our Legal Corporate Name and Trademark

Our company's full and legal name is Nintendo of Europe GmbH. This is the way that the company name should appear in most formal or legal documents.

In general or informal use, the name Nintendo alone is appropriate. In bodies of text or other instances where the name of the company may appear more than once, the full name should be used the first time it appears and then the informal name can be used after that.

The Nintendo logo is our primary and most well known trademark. Information on proper and improper use of this logo is given in the next section.

Make sure that you are using the latest version of the Nintendo logo.

It is important to use our logo in a consistent and correct manner, based on the guidelines set down in this document. This will help us achieve the following goals:

- **Protect our rights to ownership and use of our logo.**
- **Maintain our reputation for high quality, high value products.**
- **Maintain a positive and strong image that is instantly recognizable.**
- **Reinforce our individuality and credibility.**
- **Project the universality of our company and products.**

Nintendo of Europe GmbH

The correct legal name in AvantGarde Bold font style.

Nintendo

The correct informal name in AvantGarde Bold font style.

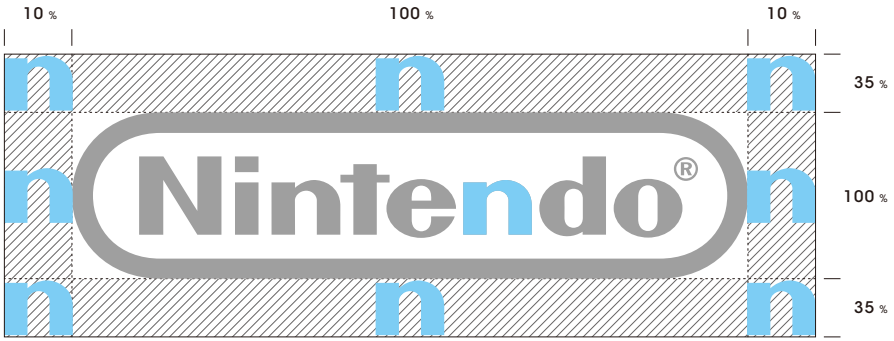
The correct corporate logo.

Obsolete logo no longer in use. **DO NOT USE!**

1. Proportion and Protective Area

The Nintendo corporate logo includes the text logotype and the racetrack. The logotype must always be used together with the racetrack. When displaying the corporate logo, a certain protective clear space should be maintained, and no other logos, text or graphic elements are allowed within this surrounding area.

The size of the protective area around the logo is the same as the height and width of the "n" of the logotype. Expressed in numerical values, the margins at the left and right should each be 10% of the logo's width, and the margins at the top and bottom should each be 35% of the logo's height.



2-1. Corporate Logo Color

The preferred logo colors are shown on the right.

Gray is the standard color, followed by white, and black, in that order.

On a white background, use gray. On a color background that decreases the visibility of the gray logo, use white. Only in cases where the visibility of white logo is low, then the black color may be used.

Examples of the gray, white, and black colors are shown in section **2-2**.

Gray Standard color

CMYK : K 50%
RGB : R140 + G140 + B140
PANTONE **Cool Gray 8c**

White

CMYK : C 0% + M 0% + Y 0% + K 0%
RGB : R255 + G255 + B255

Black

CMYK : K 100%
RGB : R0 + G0 + B0

2-2. Grayscale Backgrounds

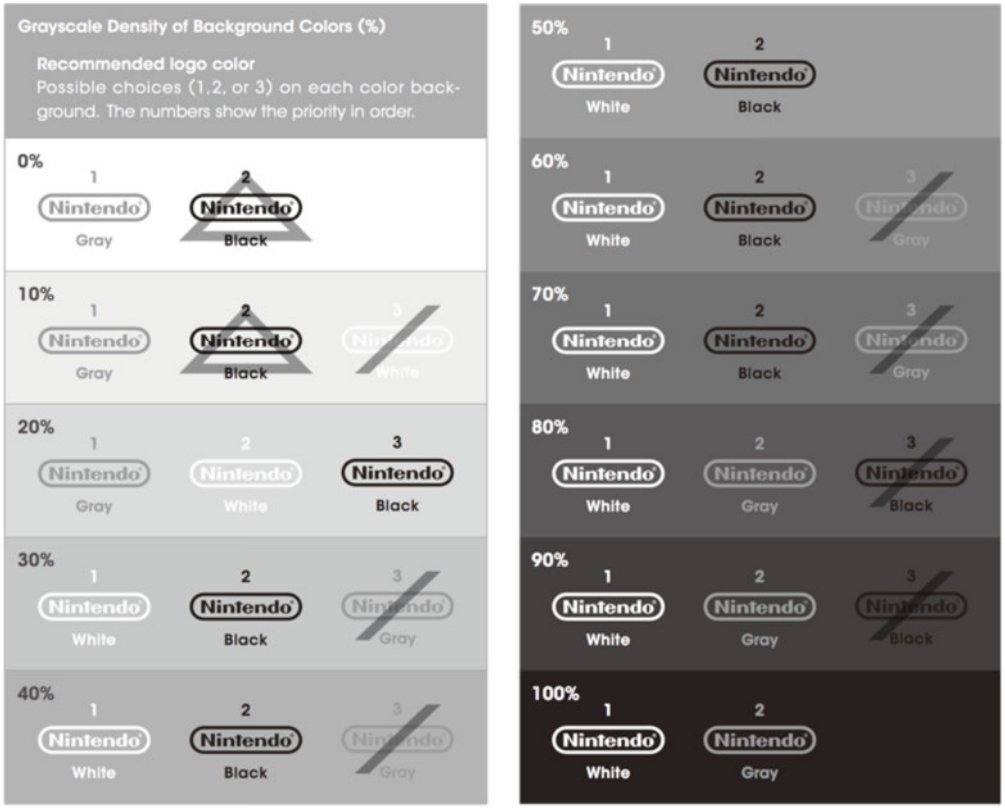
: Forbidden

: Not forbidden, but not recommended

The correct appearance of the Nintendo logo depends on the proper selection of logo color on the background color.

On the right, the recommended logo colors are shown according to the grayscale background color strength. Refer to this chart when choosing the appropriate corporate logo color.

On a white background, use gray as the first choice.



3. Color Backgrounds

On color backgrounds, illustrations, or patterns that decrease the visibility of the gray logo, the first preference is to use the logo in white (reversed out).

When the white color lowers the legibility, black can be used.

Do not use a white fill inside the racetrack. The background color should always show through the interior of the racetrack. Do not add an outline around the logo elements.

Reversed out

Black

White fill

Outline

4. Prohibited Use

: Forbidden

: Not forbidden, but not recommended

When working with the Nintendo logo, it is important to avoid creating designs that modify the trademark, or detract from the appearance or readability of our brand.

There are many ways to improperly use or modify the Nintendo corporate logo. Here are a few representative samples that should be avoided.

Do not change the ratio of width or height

Do not change the proportion of the logotype to the racetrack

Do not remove the racetrack

Do not reverse or flip the image

Do not change the shape

Do not tilt

Color

Do not change the color

Do not mix the color

Do not change the color of the elements

Single color printing

When printing with a single color, the white color logo (reversed out) is recommended. The background color must have enough contrast. Do not add an outline to increase contrast on a weak color background. Pick another background color if possible.

4. Prohibited Use

: Forbidden

: Not forbidden, but not recommended

Style

Do not include a white fill

Do not add an outline

Layout

Do not combine with text

Do not combine with other elements

Do not include the logo inside a box, outline, extra racetrack, or other shape

Do not embed within a sentence

Do not overlay other elements

Do not use the logo as a pattern

5. Corporate Logo Applications

Examples of proper use of the Nintendo logo.

Product Packaging

Promotional Materials

(Posters, flyers, magazine advertisements, etc.)

Official Websites

Retail Displays & POP

5. Corporate Logo Applications

TV Commercials & Promotional Videos

Game Software

Events

(Large-scale events aimed at transmitting information worldwide, etc.)

Product Graphic Standards

Hardware Packshots

Software Packshots

Software Packshots

Logo Example