

PACKAGING GUIDELINES 2016



“Typographic design has usually been the most two-dimensional of all the visual disciplines, but (April) Greiman achieves a sense of depth in her typographic pages (by using) diagonal lines that imply perspective or reversed perspective...”

Meggs' History of Graphic Design by Philip B. Meggs

In terms of composition, diagonal lines emphasize power, strength and the feeling of impending movement – while horizontal lines, for example, bring to mind concepts of stability or balance, diagonals are better at creating a feeling that things are changing.

Jeff Wignall, Photographer & Author of **The Joy of Digital Photography**

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TYPOGRAPHY

Consistent use of identity type styles builds familiarity and recognition that strengthen the identity of the @PLAY brand. Use these type styles whenever possible.

► Univers 67 Bold Condensed is the primary typeface for headlines, subheads, and call out labels.

Univers 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*(){}?><

► Univers 57 Condensed is the secondary typeface for body copy and legal text.

Univers 57 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*(){}?><

COLOURS

To maintain visual continuity, use the provided colours when developing any @PLAY Packaging.

Blue
Process CYAN
C:100 M:0 Y:0 K:0



Grey
BLACK 40%
C:0 M:0 Y:0 K:40



Black
BLACK 100%
C:0 M:0 Y:0 K:100



White
C:0 M:0 Y:0 K:0



LOGO

The full colour **@PLAY** primary logos should be used whenever possible. In certain circumstances where the **@PLAY** full colour version is not legible, the white-out or black version should be used.

Primary logos



Secondary logos



Black 100% on grey background



White on Process Cyan background

LOGO USAGE

To promote consistent use, the logo must never be redrawn, condensed, elongated or embellished in any way. Do not reproduce this icon from anything other than final art or approved electronic files.

When using the icon on a computer, do not attempt to re-create it yourself, as it may be accidentally modified, altered or distorted.



DONT'S

✗ Don't rotate or flip



✗ Don't stretch or distort



✗ Don't compress



✗ Don't use the logo on a background that makes it illegible



✗ Don't add elements to the logo



✗ Don't use secondary logos when primary logos can be used



LOGO EXCLUSION ZONE AND MINIMUM SIZE

Exclusion Zone

To maintain the legibility and visibility of the @PLAY logo, we've defined the minimum safe exclusion zone. This will guarantee the logo is never obscured and nothing conflicts with the brand.

The space is measured by the height and width of the 'P' in the logo to create your exclusion zone.

The minimum clear space should never be compromised.

Minimum Size

The primary and secondary @PLAY logos should never be printed or reduced below a width of 35mm.



Should you require the @PLAY logo smaller than 35mm, please use the version of the logo without the 'Gaming Accessories' text. The minimum size for this version is 20mm.



Clear space around edge between logo and objects

PLATFORM IDENTIFICATION

To maintain a visual form of platform identification. Allows the consumer to recognize the platform for which the product can be used with.

▶ Xbox 360

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
Xbox 360®

 PMS 376C

TYPE COLOUR: ☐ White ☒ Black

▶ Xbox One

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
XBOX ONE®

 C:75 M:0 Y:100 K:0

TYPE COLOUR: ☐ White ☒ Black

▶ Wii/Wii U

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
Wii®

 PMS 313C

TYPE COLOUR: ☐ White ☒ Black

▶ Nintendo DS

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
**2DS™, 3DS™
& 3DS™ XL**

 PMS 1797C

TYPE COLOUR: ☐ White ☒ Black

▶ iOS

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
iPad® 5

 PMS 429C

TYPE COLOUR: ☐ White ☒ Black

▶ Android

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
**SAMSUNG
GALAXY S® 4**

 PMS 382C

TYPE COLOUR: ☐ White ☒ Black

▶ PlayStation 3

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
PLAYSTATION 3

 PMS 3005C

TYPE COLOUR: ☐ White ☒ 40%
Black

▶ PlayStation 4

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
PLAYSTATION 4

 C:100 M:50 Y:0 K:0

TYPE COLOUR: ☐ White ☒ 40%
Black

▶ PS Vita

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
PSVITA®

 C:100 M:50 Y:0 K:0

TYPE COLOUR: ☐ White ☒ 40%
Black

▶ Universal

WIRED CONTROLLER
MANETTE AVEC FIL
CONTROLLER CABLATO
KABEL-CONTOLLER

For | Pour | Per | Für
**PS4, XBOX 360®
& Wii U™**

 PMS 166C

TYPE COLOUR: ☐ White ☒ Black

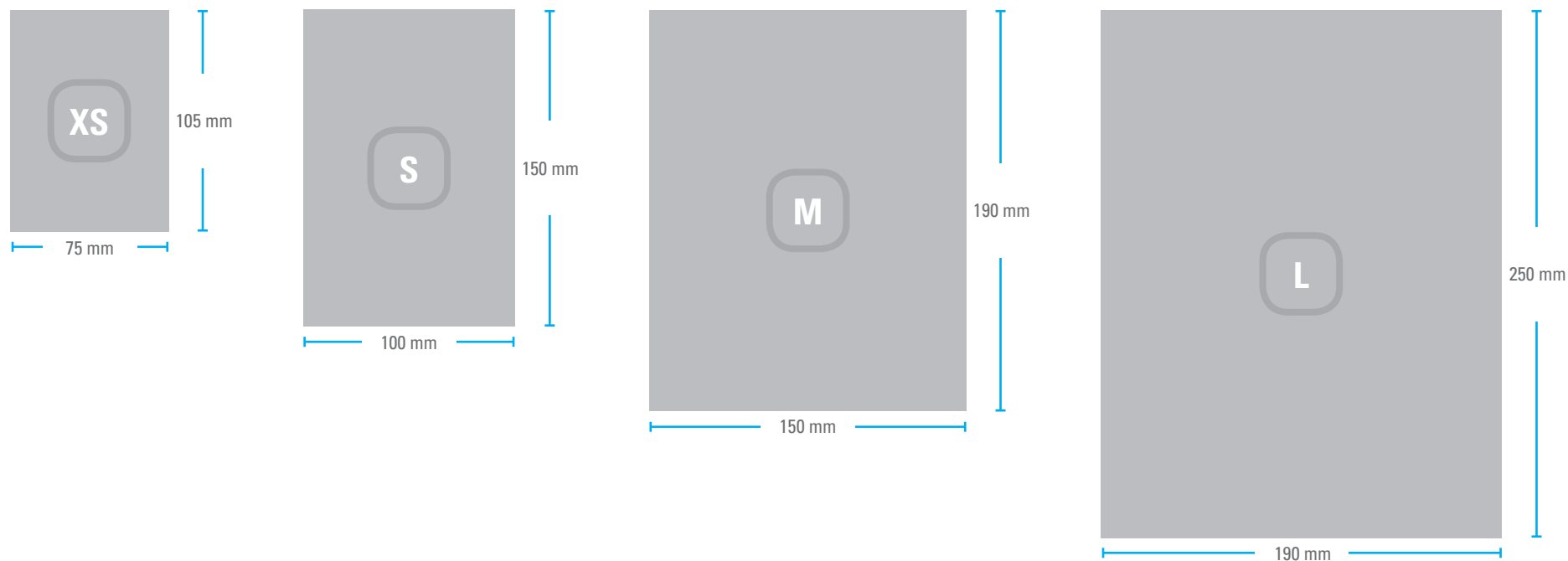
PLATFORM PACKAGING EXAMPLE



SIZING GUIDELINES

In order to ensure a clean presentation at retail, packaging should be sized according to the guideline below. Hangtabs should be sized to a standard of 26mm tall x 64mm wide.

Note: the following examples are at a scale of 1:3. They do not include the height of the hangtab.



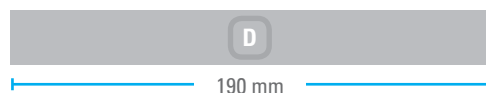
In the event a product does not fit in standard sized packaging, non standard packaging sizes will be reviewed by the @PLAY branding team on a case by case basis.

SIZING GUIDELINES

In order to ensure a clean presentation at retail, packaging should be sized according to the matrix listed below. Packaging dimensions should be clearly called out when submitting artwork for approval.

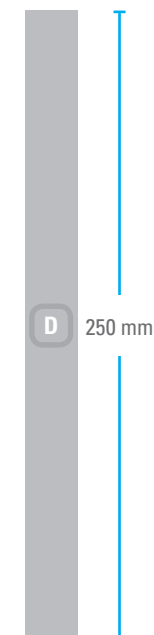
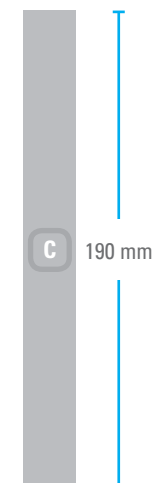
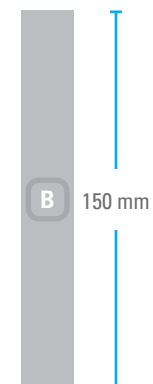
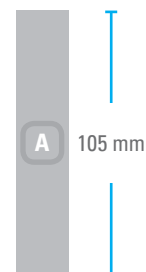
Note: the following examples are at a scale of 1:3.

WIDTH: Select an appropriate width from one of the approved sizes:



DEPTH: The depth of the package should not exceed 80mm

HEIGHT: Select an appropriate width from one of the approved sizes:



PACKAGING VISUAL

Package format should follow closely to the art provided.



PACKAGING DIELINES

Package format should follow closely to the art provided.



- dieline
- - - foldline
- bleed
- live area

PRICE STICKER

The upper right front of the packaging should allow for sufficient space to accommodate price sticker.

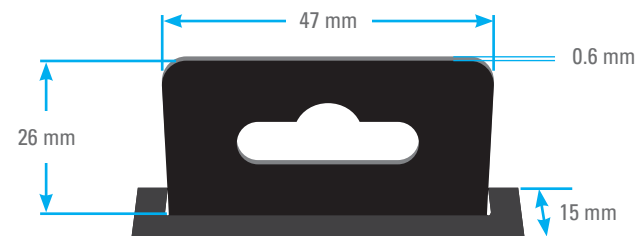
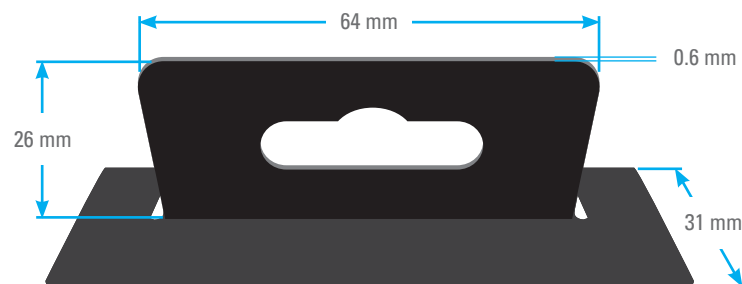
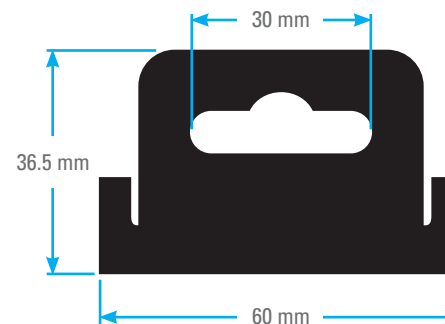
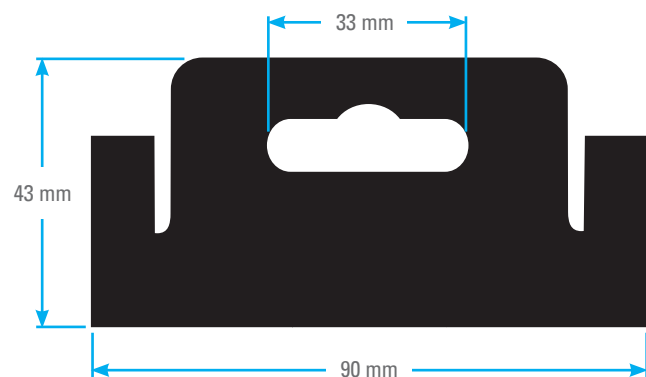
Position for price sticker



- dieline
- - - foldline
- bleed
- live area

PVC BUTTERFLY HOLE HOOK

Black PVC Butterfly Hole Hook (diagrams not to scale)



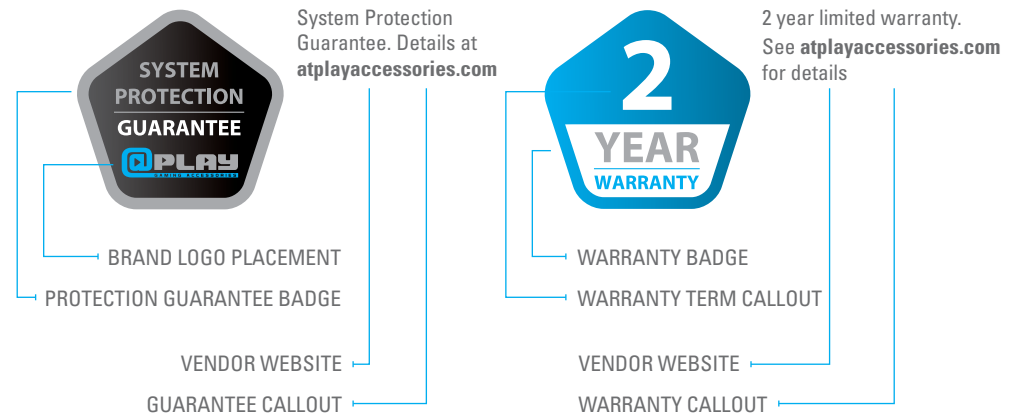
LEGAL GUIDELINES

The following legal, warranty and system guarantee should be included for **@PLAY** branded packaging:

- ▶ **@PLAY COPYRIGHT AND TRADEMARK INFO:**
@Play and its logo are registered trademarks. This product is manufactured in China for exclusive distribution by @Play.
- ▶ **LICENSEE COPYRIGHT AND TRADEMARK INFO:**
Please consult your licensing agreement for the proper copyright and trademark information to be included on the package.
- ▶ **NON-LICENSED FIRST-PARTY COPYRIGHT AND TRADEMARK DISCLAIMER:**
For non-licensed products, non-association with first party vendors as well as first party trademarks and copyrights must be clearly communicated on the packaging. Please consult your current legal guidelines for the proper language.

▶ SYSTEM PROTECTION GUARANTEE AND PRODUCT WARRANTY:

The warranty and system guarantee should appear together on every package and displayed according to the following template:



For limited space considerations, the warranty and system guarantee may appear stacked vertically or horizontally but should always appear together in the same general space:

