

# NINTENDO 3DS™ STYLEGUIDE

NINTENDO  3DS™

 Nintendo®

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# NINTENDO 3DS LOGO



## CLEARSPACE

A minimum amount of clearspace must surround the logo as indicated by the dashed lines. The distance from the logo to the dashed lines is the same as the height of "NINTENDO", shown as "X".



Please use and follow these guidelines whenever using the **NINTENDO 3DS** logo. It is important to consistently follow these guidelines in order to maintain a strong and consistent brand image and maintain the proper legal trademarks.

The logo must be reproduced as-is, without changes to the shape or color, except as shown in these guidelines.

The location of the TM is set at the lower right of the "S". For applications where a logo is very small, please consult with the NOE Marketing Department if the TM size is unreadable or cannot be reproduced clearly.

# LOGO COLOR

## PRIMARY LOGO

Appropriate for any type of use (print, poster, ad, etc.). Use white as the background color whenever possible. A black background may also be used.

### Minimum size




The logo should never appear smaller than the indicated size below.



• Use this logo on white or light colored backgrounds.



• Use this logo on black or dark colored backgrounds.

BLACK	PANTONE COOL GREY 8C	PANTONE 1797C
		
C 0	C 0	C 0
M 0	M 0	M 100
Y 0	Y 0	Y 100
K 100	K 50	K 15
R 0	R 140	R 206
G 0	G 140	G 24
B 0	B 140	B 30

## SECONDARY LOGO

Appropriate for any type of use (print, poster, ad, etc.). For use in special situations (see page 4) or when color printing is not possible.



• Use this logo on white backgrounds.



• Use this logo on black backgrounds.

BLACK

C 0
M 0
Y 0
K 100

# LOGO USAGE

## PRIMARY LOGO USAGE EXAMPLE

Appropriate for any type of use (print, poster, ad, etc.). Be careful to maintain the visibility of the logo—especially the “3” and “gray rectangle” elements, when using it on a colored backgrounds.



## SECONDARY LOGO USAGE EXAMPLE

Appropriate for any type of use (print, poster, ad, etc.).  
For use in special situations where the background color makes legibility a problem.



- Use this logo on gray or light colored backgrounds.



- Use this logo on dark or multi-colored backgrounds.

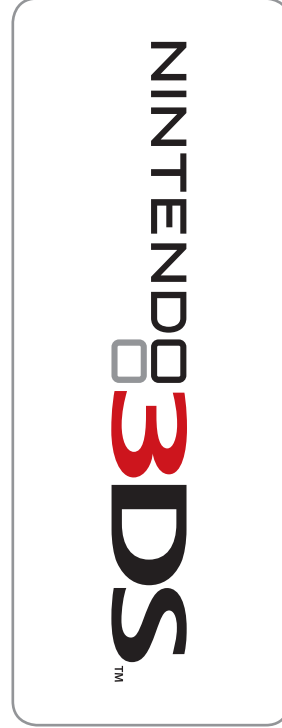
# VERTICAL ORIENTATION



• Preferred orientation



• Preferred orientation



- It is ok to use any of the Nintendo 3DS logos in a vertical orientation by rotating 90°.
- When displayed in vertical orientation the clearspace rules on page 2 still apply.

# INCORRECT USE

X :Prohibited



DO NOT CHANGE THE DESIGN OF THE LOGO



DO NOT SURROUND LOGO WITH A BORDER



DO NOT CHANGE THE COLORS



DO NOT STRETCH LOGO



DO NOT MANIPULATE INDIVIDUAL ELEMENTS OF THE LOGO



DO NOT OUTLINE THE LOGO



DO NOT SHOW 3DS PORTION BY ITSELF

To ensure consistency, the logo may be scaled and resized proportionally and used as shown on the other pages of this guide, but do not alter the logo in any other way.

# TRADEMARK/COPYRIGHT GUIDELINES

## NINTENDO 3DS LEGAL NOTICE INFORMATION

- For materials that use the Nintendo 3DS brand only and no other art or creative Nintendo elements, please use the following legal notice:

**Nintendo 3DS is a trademark of Nintendo.**

- For materials that use the Nintendo 3DS brand plus other creative elements of Nintendo like imagery of the system, etc., please use the following legal notice (change date as needed):

**Nintendo 3DS is a trademark of Nintendo. © 20XX Nintendo.**

## NINTENDO 3DS BRAND

- The full name "Nintendo 3DS" must always be used . It may never be shortened to "3DS."
- When written in text, Nintendo 3DS should be written as Nintendo 3DS™

## GENERAL TRADEMARK GUIDELINES

- For plural/possessive forms, please use "Nintendo 3DS handhelds/ handheld's" or "Nintendo 3DS systems/system's." Do not use Nintendo 3DSs or Nintendo 3DS's.
- Use the Nintendo 3DS trademark as an adjective, not a noun. For example, "Nintendo 3DS system" or "Nintendo 3DS handheld."



# ASSOCIATED TEXT FONT

## ITC AVANT GARDE GOTHIC STD

To ensure consistency, use the font "ITC Avant Garde Gothic Std" with all Nintendo 3DS related materials.

### ITC Avant Garde Gothic Std Book

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### ITC Avant Garde Gothic Std Medium

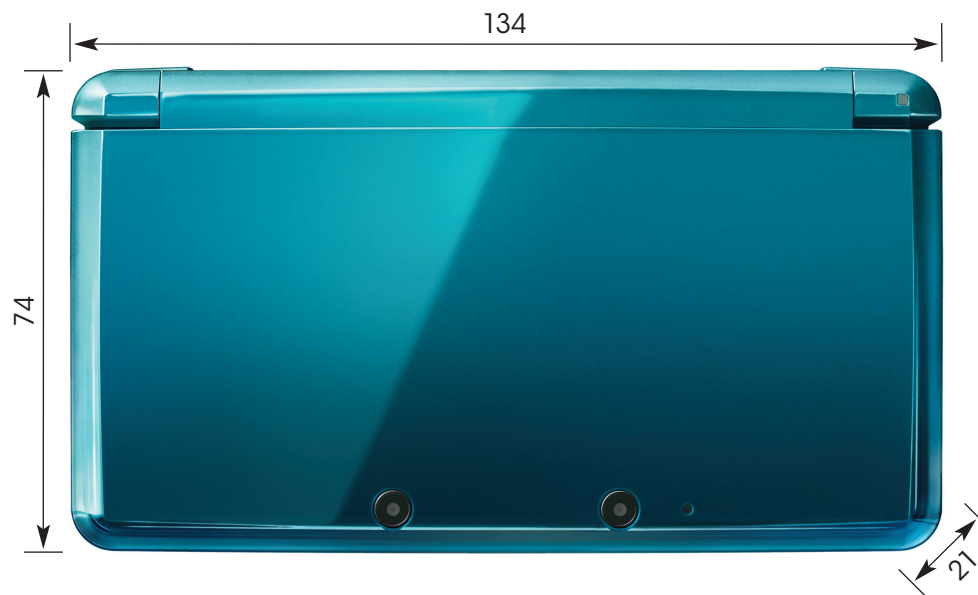
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### ITC Avant Garde Gothic Std Demi

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# NINTENDO 3DS DIMENSIONS

## CONSOLE



dimensions in mm

## STYLUS



dimensions in mm \*when extended

# USING Wii AND NINTENDO 3DS LOGO TOGETHER



# PACKAGINGS

THESE ARE EXAMPLES OF NINTENDO 3DS PRODUCT PACKAGINGS



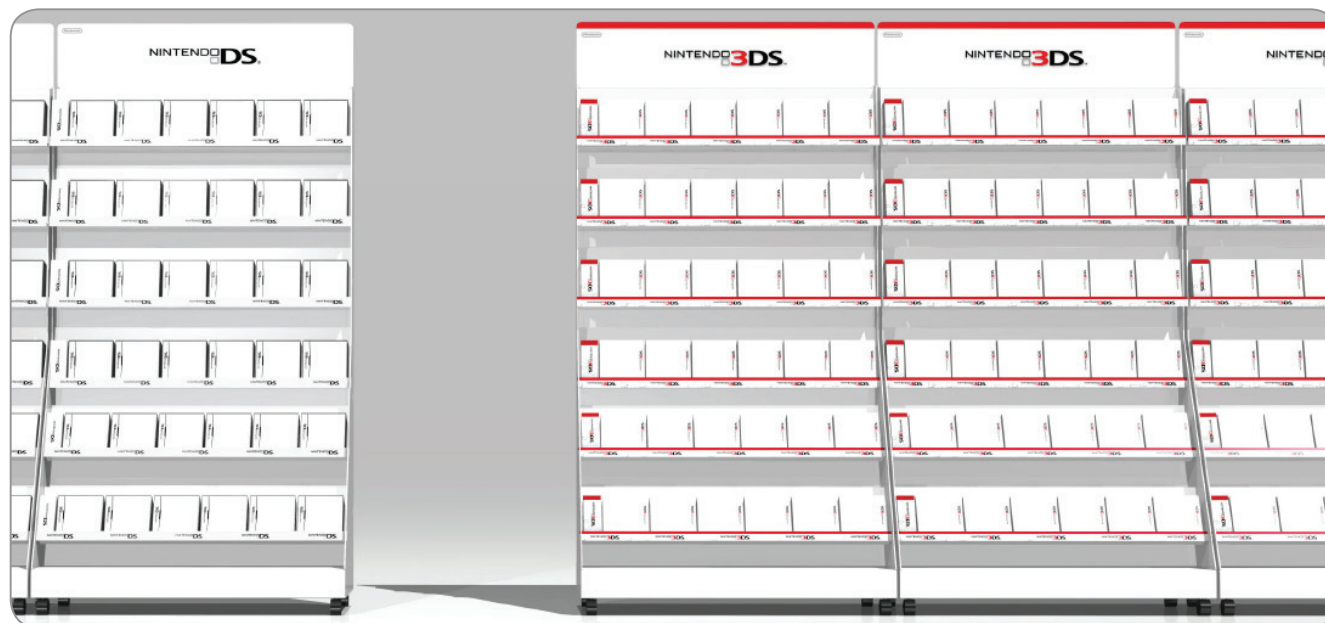
# RETAIL DECORATION

## EXAMPLE

For Nintendo DS up to Nintendo DSi XL the retail and shelf decoration need to be changed to plain white.  
 For Nintendo 3DS the main color is white with a red stripe.

The dimensions of the stripe needs to be proportional in regards to the size of the shelf strip / top board.

For example: Top board 1225 x 280 mm = size of stripe 1225 x 28 mm



BLACK	
C	0
M	0
Y	0
K	100
R	0
G	0
B	0

PANTONE COOL GREY 8C	
C	0
M	0
Y	0
K	50
R	140
G	140
B	140

PANTONE 1797C	
C	0
M	100
Y	100
K	15
R	206
G	24
B	30



# POINT OF SALE

## HARDWARE

### HARDWARE ARTWORK

#### IMPORTANT ELEMENTS:

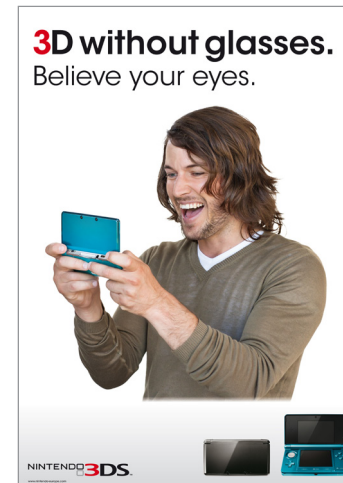
- Nintendo 3DS logo
- packshot (if available)
- Nintendo 3DS Hardware
- copyright
- URL



### HARDWARE LIFESTYLE

#### IMPORTANT ELEMENTS:

- lifestyle image
- Nintendo 3DS logo
- Nintendo 3DS Hardware
- copyright
- URL

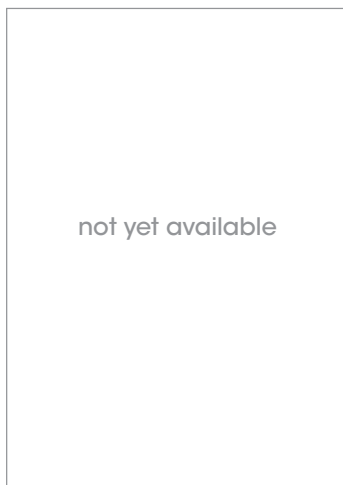


## SOFTWARE

### SOFTWARE ARTWORK

#### IMPORTANT ELEMENTS:

- game logo
- Nintendo 3DS logo
- packshot (if available)
- Nintendo 3DS Hardware
- PEGI rating
- copyright
- URL



### SOFTWARE LIFESTYLE

#### IMPORTANT ELEMENTS:

- lifestyle image
- game logo
- Nintendo 3DS logo
- packshot (if available)
- screenshots
- Nintendo 3DS Hardware
- PEGI rating
- copyright
- URL



#### IF APPROPRIATE:

- Wi-Fi logo
- Publisher logo

#### IF APPROPRIATE:

- Wi-Fi logo
- Touch!Generations logo
- Publisher logo

# SCREENSHOT DISCLAIMER

It is mandatory that a disclaimer is added to the Nintendo 3DS screenshots.  
Do not write the disclaimer directly onto the screenshot itself but next to it.  
The disclaimer need to be localized in every language.

FOLLOWING DISCLAIMER SHOULD BE USED:

## DISCLAIMER NEXT TO SINGLE SCREENSHOT

2D image of Nintendo 3DS game

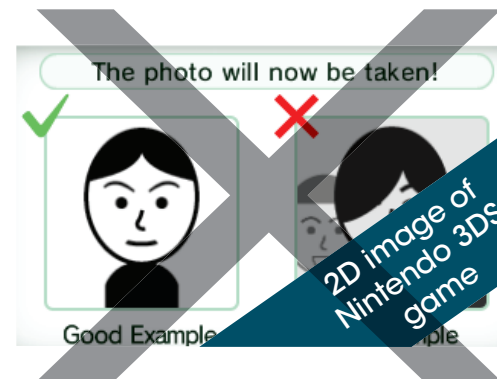
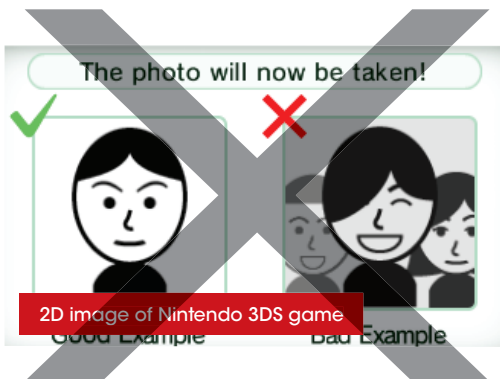
## DISCLAIMER NEXT TO SCREENSHOT RANGE

The 3D effect can only be seen when using a Nintendo 3DS system. These screenshots are in 2D.

2D image of Nintendo 3DS game



The 3D effect can only be seen when using a Nintendo 3DS system. These screenshots are in 2D.



X : Prohibited

# TV SIGNAGE

## INTRO

On Nintendo 3DS TV Advertising, Nintendo 3DS mandatory signature is placed **at the beginning** of the TVCM.

The Nintendo 3DS intro signature can be found in the file: "Nintendo 3DS intro signature.rar"

1. The usage of the intro ist **mandatory** for all TV spots.
2. The intro must be used **unaltered**. No changes are admissible to length or sound.
3. The transition from intro to spot can be achieved through a straight cut.

## OUTRO

1. There is no mandatory TV outro signature to follow
2. Following elements however have to be featured:
  - software packshot
  - Nintendo 3DS logo
3. Following content can be featured optionally:
  - Nintendo 3DS hardware

Guidelines for the usage of Nintendo 3DS TV signature for 1<sup>st</sup> and 3<sup>rd</sup> parties.



# NINTENDO 3DS OFFICIAL ILLUSTRATIONS

## CONSOLE

These kind of images are also available for the Nintendo 3DS black Hardware.



CTRS\_001\_imgeBA\_B1a\_C\_ad.psd



CTRS\_001\_imgeBA\_B2a\_C\_ad.psd



CTRS\_001\_imgeBA\_B2b\_C\_ad.psd



CTRS\_001\_imgeBA\_C2a\_C\_ad.psd



CTRS\_001\_imgeBA\_D1bCr\_C\_ad.psd



CTRS\_001\_imgeBA\_D2a\_C\_ad.psd



CTRS\_001\_imgeBA\_D2b\_C\_ad.psd



CTRS\_001\_imgeBA\_D2c\_C\_ad.psd



CTRS\_001\_imgeBA\_Front\_C\_ad.psd

AQUA BLUE	
C	100
M	50
Y	35
K	35
R	0
G	80
B	110

COSMOS BLACK	
C	85
M	80
Y	85
K	75
R	15
G	15
B	10

### Please note:

For high resolution data please contact Nintendo of Europe / Marketing Department.  
Do **not** alter the console images by changing color, design, stretching or manipulating individual elements.

Creating a 3D model of the console is prohibited, unless an approved and official version becomes available from Nintendo.