



logo and application guide

Please use and follow these rules whenever using the Wii 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 primary version of the logo, appropriate for any type of use (print, poster, ad, etc.), is shown to the right. Use this version of the logo (in 4-color or black and white applications) whenever possible. The logo must be reproduced as is, without changes to the shape or color. The gray logo color is 60% black.

For dark or pattern background, when the gray color cannot be used, the logo color reverses to white. The logo must be reproduced as is, without changes to the shape.

For black and white applications, when the gray color cannot be used, the logo may be changed to black. The logo must be reproduced as is, without changes to the shape.

For applications on a white background, the color reverse to black.

For applications on a black background, the color reverse to white.

Incorrect Usage

The Wii logo may be scaled and resized proportionally and used as shown in this guide, but do not alter the logo in any other way.

- Do not change the color.
- Do not stretch or compress a logo. The logo must be used in proportion as given. Check your output! Make sure that the logo in your color proof, ad, video, etc. has not been modified or distorted from the original files.
- Do not resize the logo elements independently.
- Do not change the logo type such as Italic.
- Do not outline around the logo.

Size of the TM

It is acceptable to reduce the size of the TM when used with a large-scale application of the logo. In applications where a logo is very small, it is acceptable to remove the TM if the size is unreadable or cannot be reproduced clearly.

For other specialized applications not mentioned here, or questions about any of these guidelines, please contact the Nintendo Design department.

NOTICE TO RETAILERS: When the Wii logo appears on printed material, the following trademark information must be on each piece:

The Wii logo is a trademark of Nintendo. © 2006 Nintendo.

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