MARKETING GUIDELINES

Nintendo of Europe (NOE) • European Publisher Business

Marketing and media materials - Brand assurance & usage guideline

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Preface

The following guidelines are meant to assist you in creating marketing materials for your licensed Nintendo products in Europe. Marketing material consists of print advertisements, Point of sale material, audio and video trailers, online materials (e.g. websites, game banners, game pages etc.), press releases, TVC, merchandising, etc. Copyright attributions are required on all marketing material except where noted. Nintendo requires your compliance with these guidelines for all marketing materials.

Nintendo has always taken pride in its high standards - which is reflected in the quality of its products and overall success. By carefully controlling the use of its properties and the licensed products on which they appear, we ensure that the same standards are met and represented in a way that will continue to attract consumer interest and appeal.

Therefore, as required by your formal "Licensee Agreement" with Nintendo, all uses of Nintendo logos and properties must be approved prior to the production, sale and distribution of any materials designed and produced by Publishers. This includes, but is not limited to any marketing material.

Submission process

- Submit all marketing materials to advertising_publisher@nintendo.de
- Materials shall be sent via email or uploaded onto the fileshare server:

  https://fileshare.nintendo-europe.com (**Login details will be provided by e-mail. Please contact** advertising_publisher@nintendo.de).
- Marketing materials consist of print advertisements, Point of sale material, audio and video trailers, online materials (e.g. websites, game banners), press releases, TVC, merchandising, etc. All marketing materials showing Nintendo's intellectual property (e.g. logos, artwork, etc.) must be submitted for prior feedback and approval.
- Our comments and/or approval will be provided via e-mail within 2-3 working days (longer during peak time, up to 10 days).

Nintendo of America (NOA)

All kind of marketing or in game advertisement approvals given by advertising_publisher@nintendo.de or any other NOE contacts are only valid for the European and/or Australian market. If you would like to publish any kind of marketing material or in game advertisments in American territories, please contact our NOA colleagues separately at ThirdPartyPublishing@noa.nintendo.de

Marketing download server

Official guidelines, images, logos, line arts, trailer templates, etc. can be downloaded from our marketing download server:

https://fileshare.nintendo-europe.com

Login: DownloadMarketing

Password: MarketingPub1

<u>Please note:</u> Marketing materials will only be reviewed if the Game Code for your game has been assigned. Non-assigned games cannot be advertised.

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General logo information

Nintendo considers the protection of it´s logos and properties to be of great importance and we monitor the use of our trademarks and copyrights.

General logo usage

High resolution hardware logos and basic guidelines can be found on our marketing download server.

- For titles that are advertised as an multi-platform title (e.g. also released on Wii, Nintendo DS and/or on competitor platforms etc.) all Nintendo logos must be size proportionate to the logos of other companies.

- Whenever a Nintendo logo will be shown, the corresponding legal line has to appear (please refer to current "legal lines" on page 9).

- When using two logos adjacent to one another, the Wii logo is to be at least the height of the S in DS, the logos are to be base aligned, and the free space between them must be greater than the width of ii in the Wii logo.

Wii™   NINTENDO 3DS™

2 x   x = Outside edge of the "i"

- It is possible to change the size of TM, but the location must always be as provided in the respective logo guidelines.

Nintendo brand

- The trademark Nintendo ® is a brand name which indicates the source of goods and may not be used as a noun.

- When using any Nintendo trademark in the text of an advertisement, capitalize the first letter in each word of the trademark (some exceptions may apply). At some place in the advertisement you must attribute the marks to Nintendo. If multiple trademarks are used, it is acceptable to attribute them using a standard "Trademarks are property of their respective owners." line.

Hardware usage

- Use of Nintendo's Intellectual Property in marketing material (please refer to "Preface" on page 5 for some examples of marketing material) is allowed; however, images cannot be redrawn and must be approved prior to every use. Do not cover or cut off any image.

- Whenever you show hardware images, please use ONLY official images. The official images can be downloaded from the marketing download server. Please refer to page 5 for login details.

- Do not show any limited edition hardware image.

When in doubt, check with advertising_publisher@nintendo.de if usage is acceptable.

Software usage

- Whenever you are showing packshots, please ensure that the packshot artwork has been approved by the artwork team (artwork_publisher@nintendo.de) from NOE´s Publisher Business.

- The packshot must always show the confirmed Age Rating(s). Please ensure that you comply with the applicable Age Rating rules.

- Use only the European versions of a packshot for marketing materials for Europe.

- Never cover the packshot. The Age Rating(s) and all logos on the front should always be visible. If not visible, they must appear as separate icons on the advertisement.

- When showing packshots of competitor platforms other than Nintendo platforms, ensure that the Nintendo packshot is shown completely.

- The packshot must have the correct proportions (do not squeeze or stretch it).

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Age Rating

- An appropriate Age Rating symbol must appear on the marketing material, either on the packshot of the game or as a separate icon on the advert.
- If you create marketing materials for a game that is still unrated, please contact the respective Age Rating body to obtain a rating for the marketing material itself. We will not approve marketing material that has not yet been submitted to the respective Age Rating body.
- It is the responsibility of each Publisher to be in compliance with all relevant Age Ratings necessary for each country. Please contact the respective Age Rating body to obtain a rating.
- Following Age Ratings might be required :
  - → PEGI   for several European countries
  - → USK   for Germany
  - → COB   for Australia
  - → OFLC   for New Zealand
  - (→ BBFC   for United Kingdom)
  - → Roskomnadzor   for Russia
- Please consider that it is not possible to show the American ESRB- and European- Age Rating icons in one marketing material.
- Dual Rating: PEGI age label may appear only alone on a video game package, in the software and in any associated marketing. Dual ratings are not allowed (e.g. together with USK ratings). However, PEGI allows to oversticker products for the Austrian and Swiss markets, but the game packaging on the marketing materials should only show the respective Age Rating label for the targeted market. This means that you might have to retouch the game packaging for marketing purposes.
- Exceptions for dual ratings of PEGI & USK:
  For example if a magazine does not allow to produce separate adverts for each country, it is possible to make an exception for adverts of products shown across Germany, Austria and Switzerland.

> A product for the German-speaking market can be exempt from this rule if its production run on day 1 is less than 10.000 copies in Germany, Switzerland and Austria combined. The same rule applies to subsequent product runs.

> Multiple Age Ratings are allowed on packaging of consoles, peripherals and other bundles and on promotional copies.

QR codes

Showing QR Codes on marketing materials is generally permitted if it exclusively enables the consumer to view a game and/or product related web page/trailer/video only. Furthermore necessary warnings have to be present on the marketing materials.

- Please add the following warning in the languages featured on marketing material close to the icon:

  "Using the QR code service requires a QR Code reader and internet access. Costs for mobile use of the Internet may apply at your expense and may vary depending on your service provider."

Any content included in a QR code that shows Nintendo intellectual property has to be approved by Nintendo beforehand. However, the respective URL has to be submitted latest with the submission of the advertising material to the advertising team via advertising_publisher@nintendo.de.

Please consider that all content, that can be viewed with the QR code needs to be in compliance with all Age Rating systems as well as being age-appropriated for the target group of the game. In addition, such content needs to be in compliance with all applicable laws and regulations.

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Legal lines

- Please use the appropriate legal line for all marketing materials that show our brands and/or other creative elements of Nintendo like imagery of the hardware, etc.
- Please use the <u>English legal lines</u> for marketing material for Europe, except for France and Russia.
- Please use the <u>French legal lines</u> for marketing materials for France. If the advert is for Europe, including France, please use the English and the French legal lines.
- Please use the <u>Russian legal lines</u> for marketing materials for Russia. If the advert is for Europe, including Russia, please use the English and Russian legal lines.
- Do not localise the legal lines to any other language.
- If you show 2-3 Nintendo brands in your marketing material, please use a combination of the legal lines as shown in the second to last row of belows box.
- If you show more than 3 Nintendo brands in your marketing material, please use our general legal line as shown in the bottom row of belows box.

Logo/image/term shown within marketing material	Language	Legal line
Nintendo DS	UKV	Nintendo DS is a trademark of Nintendo. © 2006 Nintendo.
	FRA	Nintendo DS est une marque de Nintendo. © 2006 Nintendo.
	RUS	Nintendo DS является товарным знаком Nintendo. © 2006 Nintendo.
Nintendo DSi and Nintendo DSi XL	UKV	Nintendo DSi is a trademark of Nintendo. © 2009 Nintendo.
	FRA	Nintendo DSi est une marque de Nintendo. © 2009 Nintendo.
	RUS	Nintendo DSi является товарным знаком Nintendo. © 2009 Nintendo.
Nintendo DSiWare	UKV	Nintendo DSiWare is a trademark of Nintendo. © 2009 Nintendo.
	FRA	Nintendo DSiWare est une marque de Nintendo. © 2009 Nintendo.
	RUS	Nintendo DSiWare является товарным знаком Nintendo. © 2009 Nintendo.
Wii	UKV	Wii is a trademark of Nintendo. © 2006 Nintendo.
	FRA	Wii est une marque de Nintendo. © 2006 Nintendo.
	RUS	Wii является товарным знаком Nintendo. © 2006 Nintendo.
WiiWare	UKV	WiiWare is a trademark of Nintendo. © 2006 Nintendo.
	FRA	WiiWare est une marque de Nintendo. © 2006 Nintendo.
	RUS	WiiWare является товарным знаком Nintendo. © 2006 Nintendo.
Wii mini	UKV	Wii mini is a trademark of Nintendo. © 2013 Nintendo.
	FRA	Wii mini est une marque de Nintendo. © 2013 Nintendo.
	RUS	Wii mini является товарным знаком Nintendo. © 2013 Nintendo.
Wii U	UKV	Wii U is a trademark of Nintendo. © 2012 Nintendo.
	FRA	Wii U est une marque de Nintendo. © 2012 Nintendo.
	RUS	Wii U является товарным знаком Nintendo. © 2012 Nintendo.

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Legal lines

Logo/image/term shown within marketing material	Language	Legal line
Nintendo 2DS	UKV	Nintendo 2DS is a trademark of Nintendo. © 2013 Nintendo.
	FRA	Nintendo 2DS est une marque de Nintendo. © 2013 Nintendo.
	RUS	Nintendo 2DS является товарным знаком Nintendo. © 2013 Nintendo.
Nintendo 3DS, Nintendo 3DS XL, new Nintendo 3DS* and new Nintendo 3DS XL* *If your marketing material shows any of our „new" systems only, please replace the ending „2011 Nintendo" with „2015 Nintendo"	UKV	Nintendo 3DS is a trademark of Nintendo. © 2011 Nintendo.
	FRA	Nintendo 3DS est une marque de Nintendo. © 2011 Nintendo.
	RUS	Nintendo 3DS является товарным знаком Nintendo. © 2011 Nintendo.
Combination when showing **2-3 Nintendo brands** *(Please replace [Hardware name] with the Nintendo brands shown in your marketing material and XX with the year of the latest platform)*	UKV	[Hardware name] and [Hardware name] are trademarks of Nintendo. © 20XX Nintendo.
	FRA	[Hardware name] et [Hardware name] sont des marques de Nintendo. © 20XX Nintendo.
	RUS	[Hardware name] и [Hardware name] являются товарными знаками Nintendo. © 20XX Nintendo.
Legal line when showing **more than 3 Nintendo brands** *(Please replace XX with the current year)*	UKV	Trademarks are property of their respective owners. © 20XX Nintendo.
	FRA	Les marques sont la propriété de leurs propriétaires respectifs. © 20XX Nintendo.
	RUS	Торговые марки являются собственностью соответствующих владельцев. © 20XX Nintendo.

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General information

- Approval of marketing material showing unlicensed accessories or peripherals bundled with your game is subject to certain conditions. Please refer to the Guideline "Bundling of Unlicensed Accessories with Third Party Software" provided by accessory_publisher@nintendo.de from NOE's Publisher Business.
- Wii games are only available in white cases across Europe, so the Wii game pack must be shown in a white case.
- For legal lines please refer to

Official names and terminology

- Insert the appropriate symbol (™) when using the trademark. Use of the symbol is not required in the title of a press release, only for the first-time use of the trademark within the body of text.
- Please use our terminologies, we will always double-check the use of our trademarks and terms whenever they appear in text or voice over. The terminology below is just an excerpt and the full terminologies are available for download on our marketing download server.

Item	Official name	Alternatives	Note
Official name	Wii™	Wii™ console Wii™ system	One word. Wii is always written with the double-i in lowercase. Even if other text is in all caps, the ii in Wii should not be capitalized (WII is an incorrect use). Italics (*Wii*) are incorrect, there is no plural or possessive form (Wiis or Wii's). Note that the name of the hardware is Wii, not "Nintendo Wii" and "the" should be avoided. If you want to include Nintendo information, you may state "Nintendo's Wii system"and for plural please use "Wii consoles".
Official name	Wii™ mini	Wii™ mini console Wii™ mini system	Wii mini is always written with the double-i and "mini" in lowercase. Even if other text is in all caps, the ii in Wii and the word "mini" should not be capitalized (WII MINI is an incorrect use). Italics (Wii mini) are incorrect, there is no plural or possessive form (Wii minis or Wii mini's). Note that the name of the hardware is Wii mini, not "Nintendo Wii mini" and "the" should be avoided. If you want to include Nintendo information, you may state "Nintendo's Wii mini system" and for plural please use "Wii mini consoles". The Wii in the Wii mini brand should never be used in place of We, Wee or Oui (as in Wii Rock, Wii love New York, etc.).
Controller	Wii Remote™	Wii Remote™ controller	Two words. When referring to the Wii Remote, never use "Weemote", "Wiimote", "Wii-mote", "Wii remote" or "remote". The "TM" is always after Wii Remote. Other terms are not approved for use in text. The Wii Remote must always be shown with a wrist strap installed and in use. The Wii Remote Jacket is required when the controller is held by a human or is shown in motion.
Controller	Wii Remote™ Plus	Wii Remote™ Plus controller	Three words. When referring to the Wii Remote Plus, never use "Wiimote", "Wii-mote", "Wii remote" or "remote". The "TM" is always after Wii Remote. Other terms are not approved for use in text. The Wii Remote Plus must always be shown with a wrist strap installed and in use. The Wii Remote Plus Jacket is required when the controller is held by a human or is shown in motion.
Controller	Nunchuk™	Nunchuk™ controller	One word. Note correct spelling. Nunchuk is spelled without a c before the k. Spelling the word as "Nunchuck" is wrong. Other terms are not permitted.
Controller	Classic Controller	/	Two words. In Europe the Classic Controller does not require a "TM".

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Official names and terminology

Item	Official name	Alternatives	Note
Controller	Classic Controller Pro	/	Three words. In Europe the Classic Controller Pro does not require a "TM".
Wii Accessory	Wii Balance Board™	Wii Balance Board™ accessory	Three words. Never use just "Balance Board","Board" or "Wii U Balance Board". The double-i in Wii should not be capitalized, even if the text is all in capital letters. When shown in videos the Wii Balance Board must be on a flat surface. Anyone using the Wii Balance Board must have bare feet and people cannot jump on the board. This statement is required if the Wii Balance Board is mentioned or shown in marketing materials: "Wii Balance Board accessory sold separately with Wii Fit Plus™."
Wii Accessory	Wii Zapper™	/	Two words. Never use just "Zapper". The double-i in Wii should not be capitalized, even if the text is all in capital letters. The Wii Zapper accessory can be shown with the Nunchuk attached or separate. The Wii Remote wrist strap is required when the Wii Zapper is used in video footage. The Wii Remote Jacket is not compatible with the Wii Zapper accessory. When showing the Wii Zapper on marketing materials please include "Wii Zapper™ sold separately."
Wii Accessory	Wii MotionPlus™	/	Two words. Never use just "MotionPlus" or "Wii Motion". Note that "MotionPlus" is written in one word, with an internally capitalized letter "P". The double-i in Wii should not be capitalized, even if the text is all in capital letters. The Wii MotionPlus can only be shown if correctly installed in the Wii Remote and the Wii MotionPlus Jacket. When showing the Wii MotionPlus on marketing materials, please include "Wii MotionPlus™ sold separately."
Wii Accessory	Wii Wheel™	Wii Wheel™ accessory	Two words. Never use just "Wheel". The double-i in Wii should not be capitalized, even if the text is all in capital letters. When showing the Wii Wheel on marketing material please include "Wii Wheel™ sold separately." The Wii Remote Jacket is not required when showing the Wii Wheel accessory.
/	WiiWare™	/	WiiWare is written as one word with an internally capitalized "W". The double "i" of "WiiWare" should not be capitalized. Never use "Nintendo WiiWare".
/	Wii Points™	/	Two words. Can never be shortened. Generic way of describing this term is "points".
/	WiiConnect24™	/	WiiConnect24 must be written as one word with no spaces. The double-i in Wii should not be capitalized, even if the text is all in capital letters.
/	Wii™ Menu > Internet Channel > News Channel > Forecast Channel > Mii™ Channel > Everybody Votes Channel > Photo Channel > Wii™ Shop Channel	/	Wii™ Menu must be written as two word. The double-i in Wii should not be capitalized, even if the text is all in capital letters. When mentioning any of the Wii Menu Channels please show the correct spelling as shown on the left. Never use the names "Weather Channel", "Shopping Channel" or "WiiMii".

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Item	Official name	Alternatives	Note
/	Mii™	Mii™ character(s)	Please note that the name is only "Mii", not "Miis". Alternatively you can use "Mii character" and for plural, please use "Mii characters". Mii is always written with the double-i in lowercase. Even if other text is in all caps, the double-i in Mii should not be capitalized (MII is an incorrect use). Italics (*Mii*) are incorrect. Note that Mii is a standalone term and should not be modified (e.g. WiiMii, Nintendo Mii). Special note about Mii usage in marketing materials: Only one Mii can be shown at a time in marketing materials. Groups of Mii characters are not permitted. Mii use is to be limited and not a focal point of marketing materials, and the use of Mii characters for marketing purposes is limited to games that support Mii character usage. Nintendo concept approval is required before any Mii character in a game may be used.

Only for Australian territories

• Use only the Australian version of a packshot for marketing materials for Australia.

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Wii logo

Please use these guidelines whenever using the Wii logo in marketing materi-al (please refer to "Preface" on for some examples of marketing mate-rial). It is important to consistently follow these guidelines in order to maintain a strong and consistent brand image and maintain the proper legal trademarks. Use of the logo in a sentence is not permitted.

Brand logo

Wii™

Clearspace

A minimum amount of clearspace must surround the logotype as indicated by the dashed lines. The distance from the logotype to the dashed lines is the same as the width of both "i"s, shown as "x".

Wii™

2 x
2 x
2 x = Outside edge of the "i"

Wii
mini

2 x
2 x
x = Outside edge of the "i"

Trademark

• Make sure you use the trademark symbol "TM" as provided in the logo files. The loca-tion of the TM must always be the bottom right.
• It is acceptable to reduce the size of the TM when used with a large-scale application of the logo.
• For applications where a logo is very small, it might be acceptable to remove the TM if the size is unreadable or cannot be reproduced clearly. Please always consult adverti-sing_publisher@nintendo.de from NOE's Publisher Business.
• Please refer to for the current legal lines.

Colours

The logo must always be reproduced in grey or white in a specification as shown below:

Primary logo

Appropriate for any type of marketing material use the grey logo whenever possible:

Wii™

PANTONE COOL GREY 8C (Wii GREY)

C	0	R	140
M	0	G	140
Y	0	B	140
K	50		

Secondary logo

Reserved to white:

Wii™

WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

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Minimum size

The size of the Wii logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

Logo usage

Relationship of logo colour to background

Primary usage

Use this logo on a white or light coloured background:

Secondary usage

Use this logo on a black or dark coloured background:

Incorrect logo usage

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

Always use the approved files as provided by NOE´s Publisher Business. Make sure you use enough resolution for the size and application. If the resolution of the files is not high enough, please contact advertising_publisher@nintendo.de from NOE´s Publisher Business.

Wii

- Do not add a glow, outline, or drop shadow to the logo. Only when background is close to white (very light colour), it is allowed to use drop shadow to make it visible.

  Glow and Outline is always prohibited but drop shadow is allowed to use in such certain case.

- Do not stretch, compress, or distort the logo in any way. Check your output!
  Make sure that the image of the logo in your colour proof, ad, video, etc. has not been modified or distorted.

- Do not move elements of the logo independently.

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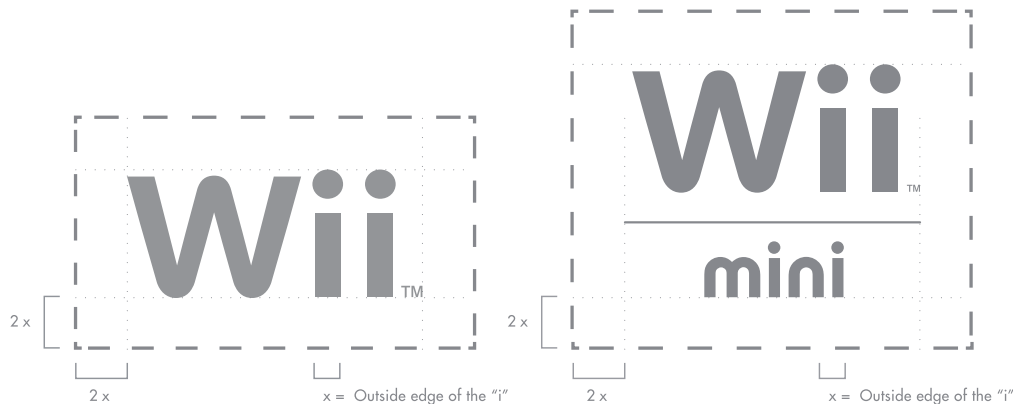
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Incorrect logo usage

- Do not place the logo whithin an oval, circle, or any other shape (excluding edges of signs, stickers, etc).

- Do not make the logo 100% black or fill it with any kind of pattern.
  The logo should always be 50% black , Pantone Cool Grey 8C, or white.

Wii mini

- Do not change the design of the logo.

- Do not surround logo with a border.

- Do not manipulate individual elements of the logo

- Do not change the width to height ratio.

- Do not add an outline.

- Do not outline the logo.

- Do not change the logo colours.

- Do not use a drop shadow with the primary logo colours.

- Do not use glow effect with the primary logo colours.

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Specials

Wii Remote Jacket, wrist strap and accessories

- Use of the Wii Remote Jacket and wrist strap are required for marketing materials to be approved.
- Whenever featuring the Wii Remote and/or other accessory gameplay the wrist strap must be worn by the gamer and the Wii Remote Jacket (either in transparent/white or black) must be installed on the Wii Remote.
- Whenever featuring the Wii Remote with the Wii MotionPlus the wrist strap must be worn by the gamer and the Wii MotionPlus Jacket (either in transparent/white or black) must be installed on the Wii Remote.
- Whenever featuring the Wii Remote Plus the wrist strap must be worn by the gamer and the Wii Remote Jacket (either in transparent/white or black) must be installed on the Wii Remote Plus.

The images below show the correct Wii Remote Jackets and wrist strap fittings for the Wii Remote and Wii MotionPlus.

In both images, note how the clamp on the wrist strap is tight to the wrist with the excess strap between the clamp and the Wii Remote.

In the right image, note that the Wii Remote is being held in the centre and not by the Wii MotionPlus accessory.

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Hardware images

Wii console

Model No. RVL-001 (EUR)

Height: 157 mm • Width: 44 mm • Depth: 215,4 mm

44 mm

215,4 mm

157 mm

Model No. RVL-101 (EUR)

Height: 44 mm

Width: 157 mm

Depth: 215,4 mm

> available since
  7th of October, 2011

157 mm

44 mm

POWER   RESET   EJECT

Wii

Wii mini console

Wii

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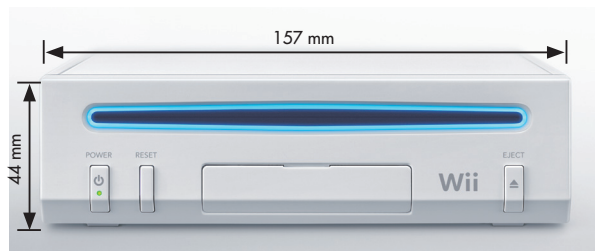
Hardware images

Controller

Wii Remote

• Wii Remote only

• Wii Remote with Jacket and wrist strap

without Wii MotionPlus   *Wii MotionPlus included*

Nunchuk

Classic Controller

Classic Controller Pro

Accessories

Wii Balance Board

Wii MotionPlus

Wii Zapper

Wii Wheel

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Wii Speak

Hardware colours

WHITE				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

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

Official Wii images

- Hi-Res images of the Wii console, controller and accessories are available on our marketing download server (please refer to)
- Do not alter the console images by changing colour, design, stretching or manipulating individual elements.
- The name of the "Wii console" must appear underneath the hardware image.
- Whenever the Wii console is shown, please show it set to power with the blue lightening disc slot.
- Creating a 3D model of the console is prohibited, unless an approved and official version becomes available from Nintendo.
- The Wii console can only be shown in the coloured mentioned below at "Hardware colours".
- Please note that it is prohibited to show development hardware, tools or kits in all marketing materials.
- If you have any questions please contact advertising_publisher@nintendo.de from NOE´s Publisher Business.

General Information   Wii™   WiiWare™   Wii U™   Nintendo DS™ Family   Nintendo DSiWare™   Nintendo 3DS™ Family   Nintendo eShop

Nintendo Network™   Virtual Console™   Miiverse™   amiibo™   In-Game advertising & product placement   Guidelines for URLs   FAQ   Contact Information

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Trailers and video footage

General information

- The following guidelines are binding for all kind of trailers and video footage (e.g. TV spots, online trailers etc.) independent of the purpose.
- All kind of videos must be approved by Nintendo prior to public release.
- Please send the script or rough layout, including the voice over, if you want to double-check with us first.

Wii trailer and video requirements

- Age Rating:
  - → If your video is supposed to be for the *Nintendo eShop or Nintendo website* please don´t show an Age Rating at the beginning of the trailer because the Nintendo systems will add the Age Rating automatically.
  - → If your video is supposed to be for an *external platform (e.g. YouTube, TVC, etc.)*, please show the respective Age Rating of your game at the beginning.

  Please also refer to page 8 for general information about Age Ratings.
- Intro:
  - → The *Wii intro is mandatory* if a Wii game is advertised or if Wii gameplay is shown.
  - → The *WiiWare intro is mandatory* for all WiiWare games.
  - → The *Wii MotionPlus intro is mandatory* if Wii MotionPlus gameplay is advertised, whenever the game is compatible with or requires Wii MotionPlus.
  - → The intro must be used unaltered without change to length or sound. There is no separate intro available if showing the black Wii hardware, please use the intro showing the white hardware.
  - → If your video is a *gameplay video only* and does not show any Nintendo brands or additional information no intro is needed.
  - → If your video is a *multi-platform trailer* no intro is needed.
  - → The transition from the Wii intro to trailer can be achieved through a cut or a dissolve to the trailer.

- Showing hardware and real life situations:
  - → If gameplay is shown in a real life situation, please show it in a *natural way*. Show the gamers with some distance between each player and the surrounding. Showing damage or misuse of the hardware and/or controllers is not acceptable.
  - → When showing the Wii Remote (with or without the Nunchuk) the *wrist strap must be worn* by the gamer (even if the gamer is a comic figure), and the *Wii Remote Jacket* (either in transparent/white or black) *must be installed* on the Wii Remote.
  - → For further information on how to use the Wii Remote and/or accessory in a trailer, please refer to the respective hardware "Operations Manual".
  - → The *Wii MotionPlus* can only be shown if correctly installed in the Wii Remote and with installed Wii MotionPlus Jacket. It cannot be shown as a separate item.
- End slate:
  - → If not using the Wii outro showing the following information on the end slate is required: *Publisher logo, Wii/WiiWare logo, packshot or game title, corresponding legal line* (please refer to page 9)
- Outro:
  - → Usage of the *Wii outro is optional*. The transition from the trailer to the Wii outro can be achieved through a dissolve to the outro. If showing the outro it must be used unaltered without change to length or sound.
  - → There is *no separate WiiWare outro*. Please don´t show an outro for WiiWare games and refer to above mentioned end slate.
  - → The *Wii MotionPlus outro is mandatory* for Wii MotionPlus exclusive titles only. The outro must be used unaltered without change to length or sound. The transition from the trailer to the outro can be achieved through a cut or a dissolve to white.
  - → The *Wii MotionPlus outro template states "Compatible with Wii MotionPlus™"*. In case your game requires the Wii MotionPlus for gameplay the two words "Compatible with" must be deleted and "Wii MotionPlus™" remains. In case you setup localised trailers please find the respective translations of "Compatible with Wii MotionPlus™" in the chart on next page. If you need further localisation please translate to the respective language or show the English version of the disclaimer.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Localised Wii MotionPlus Compatible Text:

Language	Wii MotionPlus Compatible Text
UKV	Compatible with Wii MotionPlus™
FRA	Compatible avec Wii MotionPlus™
ITA	Compatibile con Wii MotionPlus™
GER	Kompatibel mit Wii MotionPlus™
ESP	Compatible con Wii MotionPlus™
HOL	Compatibel met Wii MotionPlus™

Lifestyle footage

Please consider the following trailer and video footage recommendations:

• Use lifestyle sequences to compliment gameplay sequences.
• Feature different lifestyle demographics.
• Demonstrate the game's unique control scheme and include footage of both players and gameplay.
• Lifestyle footage can be included in various ways; such as,

> 1. Green screen insertion of gameplay footage.
> 2. Picture-in-picture of gameplay footage or lifestyle footage.
> 3. Close-up sequence of Wii Remotes can be used.
> 4. Over-the-shoulder of the player so both player controller activity and game screen are in one frame.
> 5. Point-of-view from TV showing only player activity.
> 6. Lifestyle footage leading into multiple sequences of gameplay.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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WiiWare logo

"WiiWare" is a the name for a service that makes it possible to purchase licenses to use Wii software by downloading titles that are not sold in stores. The logos shown below indicate to the users that a given software is distributed using the "WiiWare" service.

Please use these guidelines whenever using the WiiWare logo in marketing material. It is important to consistently follow these guidelines in order to maintain a strong and consistent brand image and maintain the proper legal trademarks. Use of the logo in a sentence is not permitted.

Brand logo

Clearspace

A minimum amount of clearspace must surround the logotype as indicated by the dashed lines. The distance from the logotype to the dashed lines is the same as the width of both "i"s of the Wii logo, shown as "x".

2 x

2 x   x = Outside edge of the "i"

Trademark

• Make sure you use the trademark symbol "TM" as provided in the logo files. The location of the TM must always be the bottom right.

• It is acceptable to reduce the size of the TM when used with a large-scale application of the logo.

• For applications where a logo is very small, it might be acceptable to remove the TM if the size is unreadable or cannot be reproduced clearly. Please always consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

• Please refer to for the current legal lines.

Colours

Primary logo

Appropriate for any type of marketing material use the following logo whenever possible:

PANTONE COOL GREY 8C			PANTONE 298 C		
C 0	R 140		C 69	R 52	
M 0	G 140		M 7	G 180	
Y 0	B 140		Y 0	B 237	
K 50			K 0		

Monochrome logo

When a colour printing is not possible, for example when making monochrome prints, use the monochrome version of the logo.

PANTONE COOL GREY 8C (Wii)			GREY (Ware)		
C 0	R 140		C 0	R 187	
M 0	G 140		M 0	G 190	
Y 0	B 140		Y 0	B 190	
K 50			K 35		

Minimum size

The size of the WiiWare logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Logo usage

Relationship of logo colour to background

Primary usage

For applications of the logo on a non-white background, or as an alternate to using the logo only, the channel frame can be used to surround the logo. The shape of the box and the size and position of the logo to the channel frame are fixed. Outer stroke (grey line) can be omitted on mid-to dark backgrounds:

Border line:
K : 50
for bright back-
grounds

Without border
for mid- to
dark-coloured
backgrounds

Monochrome usage

Border line:
K : 50
for bright back-
grounds closer
to white

Without border
for mid- to
dark-coloured
backgrounds

Incorrect logo usage

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

Always use the approved files as provided by NOE´s Publisher Business. Make sure you use enough resolution for the size and application. If the resolution of the files is not high enough, please contact advertising_publisher@nintendo.de from NOE´s Publisher Business.

• Do not change the logo's designated colour.

• Do not distort, stretch or alter the logo.

• Do not display the logo in a rotated position.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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General information

- Approval of marketing material showing unlicensed accessories or peripherals bundled with your game is subject to certain conditions. Please refer to the Guideline "Bundling of Unlicensed Accessories with Third Party Software" provided by accessory_publisher@nintendo.de from NOE's Publisher Business.
- Wii U games are only available in blue cases across Europe, so the Wii U game pack must be shown in a blue case.
- For legal lines please refer to

Official names and terminology

- Insert the appropriate symbol (™) when using the trademark. Use of the symbol is not required in the title of a press release, only for the first-time use of the trademark within the body of text.
- Please use our terminologies, we will always double-check the use of our trademarks and terms whenever they appear in text or voice over. The terminology below is just an excerpt and the full terminologies are available for download on our marketing download server.

Item	Official name	Alternatives	Note
Official name	Wii U™	Wii U™ system Wii U™ console Wii U™ video game system	Two words. Wii U is always written with the double-i in lowercase. Even if other text is in all caps, the ii in Wii should not be capitalized (WII is an incorrect use). Italics (*Wii*) are incorrect, there is no plural or possessive form (Wii Us or Wii U's). Note that the name of the hardware is Wii U, not "Nintendo Wii U" and "the" should be avoided. If you want to include Nintendo information, you may state "Nintendo's Wii U system" and for plural please use "Wii U consoles".
Controller	Wii U™ GamePad	GamePad (OK after use of the full brand only)	Three words. Wii U GamePad is always written with the doube-i in lowercase. The G and P letters of "GamePad" always have to be shown in capitals, all other letters must be shown lowercase as well. "GamePad" is written as one word. Never use "Gamepad", "Game Pad" or "Game pad". When referring to Wii U GamePad the "TM" is always after Wii U. Other terms are not approved for use in text.
Controller	Wii U™ Pro Controller	/	Four words. When referring to the Wii U Pro Controller, never use "WeeUmote", "WiiUmote", "Wii U remote" or "remote". When referring to Wii U Pro Controller the "TM" is always after Wii U. Other terms are not approved for use in text.
Wii U Accessory	Wii Balance Board™	Wii Balance Board™ accessory	Three words. Never use just "Balance Board", "Board" or "Wii U Balance Board". The double-i in Wii should not be capitalized, even if the text is all in capital letters. When shown in videos the Wii Balance Board must be on a flat surface. Anyone using the Wii Balance Board must have bare feet and people cannot jump on the board. This statement is required if the Wii Balance Board is mentioned or shown in marketing materials: **"Wii Balance Board accessory sold separately with Wii Fit™ U."**

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Item	Official name	Alternatives	Note
/	Mii™	Mii™ character(s)	Please note that the name is only "Mii", not "Miis". Alternatively you can use "Mii character" and for plural, please use "Mii characters". Mii is always written with the double-i in lowercase. Even if other text is in all caps, the double-i in Mii should not be capitalized (MII is an incorrect use). Italics (*Mii*) are incorrect. Note that Mii is a standalone term and should not be modified (e.g. WiiMii, Nintendo Mii). Special note about Mii usage in marketing materials: Only one Mii can be shown at a time in marketing materials. Groups of Mii characters are not permitted. Mii use is to be limited and not a focal point of marketing materials, and the use of Mii characters for marketing purposes is limited to games that support Mii character usage. Nintendo concept approval is required before any Mii character in a game may be used.
/	Miiverse™	/	One word. When referring to Miiverse the "TM" must be shown. Other terms are not approved for use in text. Never use "MiiVERSE" or the whole word in versalian letters.
/	Nintendo eShop	shop (OK after use of the full brand only)	Two words, "eShop" should always written with a lower case "e" and a upper case "S". Application used to access downloadable content.

Only for Australian territories

• Use only the Australian version of a packshot for marketing materials for Australia.

General Information   Wii™   WiiWare™   Wii U™   Nintendo DS™ Family   Nintendo DSiWare™   Nintendo 3DS™ Family   Nintendo eShop

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Wii U logo

Please use these guidelines whenever using the Wii U logo in marketing material (please refer to "Preface" on page 6 for some examples of marketing material). It is important to consistently follow these guidelines in order to maintain a strong and consistent brand image and maintain the proper legal trademarks. Use of the logo in a sentence is not permitted.

Brand logo

Clearspace

A minimum amount of clearspace must surround the logotype as indicated by the dashed lines. The distance from the logotype to the dashed lines is twice the same as the outside of the "i", shown as "x".

2 x

2 x   x = Outside edge of the "i"

Trademark

• Make sure you use the trademark symbol "TM" as provided in the logo files. The location of the TM must always be the top right, after the "U" icon.

• It is acceptable to reduce the size of the TM when used with a large-scale application of the logo.

• For applications where a logo is very small, it might be acceptable to remove the TM if the size is unreadable or cannot be reproduced clearly. Please always consult advertising_publisher@nintendo.de from NOE's Publisher Business.

• Please refer to page 9 for the current legal lines.

Colours

The logo must always be reproduced in grey or white in a specification as shown below:

Primary logo

Appropriate for any type of marketing material use this versions of logo whenever possible:

PANTONE 313C				
C	100	R	0	
M	0	G	150	
Y	18	B	200	
K	0			

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

Monochrome logo

When printing with only one colour, use grey or white for the logo. In case grey or white can't be used then it is also possible to use black. All other colours are prohibited for single colour printing.

| General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop |
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WHITE

	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

PANTONE COOL GREY 8C

	C	0	R	140
	M	0	G	140
	Y	0	B	140
	K	50		

Minimum size

The size of the Wii logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

Logo usage

Relationship of logo colour to background

Use the two colour Wii U logo on a black background whenever possible. For examples of designs using a black background see the Wii U Logo Usage Examples found later in this document.

Primary usage

Use the specied logo colours on a background that is black or close to black.

Secondary usage

We recommend a black background, but it the event it is not possible to use

a background that is black or close to black the specied logo colours can be used as long as the background is white or close to white.

Monochrome usage

When placing the Wii U logo over an illustration or on a solid colour that cannot be either black or white, you may use the reversed-out (white) logo.

Shadow effects

If visibility cannot be ensured using just solid white letters then a drop shadow should be added.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Incorrect logo usage

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

Always use the approved files as provided by NOE´s Publisher Business. Make sure you use enough resolution for the size and application. If the resolution of the files is not high enough, please contact advertising_publisher@nintendo.de from NOE´s Publisher Business.

• Do not change the design of the logo.

• Do not surround logo with a border.

• Do not manipulate individual elements of the logo.

• Do not change the width to height ratio.

• Do not outline the logo.

• Do not use a layout that violates the clear space.

• Do not use a drop shadow with the specified logo colours (does NOT APPLY to the solid white logo)

• Do not use glow effects with the specified logo colours.

• Do not emphasize the U portion of the U icon.

• Do not change the logo colours.

• Do not fill/change the logo with any other colour.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Specials

Wii Remote Jacket, wrist strap and accessories

Whenever showing the Wii Remote in any kind of Wii U marketing material please also refer to the Special Wii Remote Guidelines on .

Wii U software package brand bar

In principle the Wii U brand is to be promoted giving priority to the Wii U logo using the specified colours (a grey Wii and blue U icon) on a black background. The brand bar (solid white logo on a blue background and a blue arc shape) used on the boxes for Wii U software is a special design. It should only be used in the following case.

Designs that copy the software package

Other than on the boxes of Wii U software we recommend giving priority to the specified logo colours and the black background. However, for designs mimicking the box design the brand bar can be used. The shape of the brand bar should not be modified.

• Software package   • In-store promotional poster, etc.

• Do not use with landscape layouts

General Information   Wii™   WiiWare™   Wii U™   Nintendo DS™ Family   Nintendo DSiWare™   Nintendo 3DS™ Family   Nintendo eShop

Nintendo Network™   Virtual Console™   Miiverse™   amiibo™   In-Game advertising & product placement   Guidelines for URLs   FAQ   Contact Information

Hardware images

Wii U console

Height: 50 mm • Width: 260 mm • Depth: 140 mm

140 mm

50 mm

DISC
EJECT

POWER   SYNC

260 mm

WiiU

Controller

Wii U GamePad

Wii U Pro Controller

Wii controllers

Please refer to the Wii controllers and accessories on .

Official Wii U images

- Hi-Res images of the Wii U console and controller are available on our marketing download server (please refer to)
- Do not alter the hardware images by changing colour, design, stretching or manipulating individual elements.
- The name of the "Wii U console" must appear underneath the hardware image.
- Whenever the Wii U console is shown, please show it set to power with the blue Power-LED above the Power-button.
- Creating a 3D model of the console is prohibited, unless an approved and official version becomes available from Nintendo.
- The Wii U console can only be shown in the coloured mentioned below at "Hardware colours".
- Please note that it is prohibited to show development hardware, tools or kits in all marketing materials.
- If you have any questions please contact advertising_publisher@nintendo.de from NOE´s Publisher Business.

Hardware colours

WHITE				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

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

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Trailers and video footage

General information

- The following guidelines are binding for all kind of trailers and video footage (e.g. TV spots, online trailers etc.) independent of the purpose.
- All kind of videos must be approved by Nintendo prior to public release.
- Please send the script or rough layout, including the voice over, if you want to double-check with us first.

Wii U trailer and video requirements

- Age Rating:
  - → If your video is supposed to be for the **Nintendo eShop or Nintendo website** please don´t show an Age Rating at the beginning of the trailer because the Nintendo systems will add the Age Rating automatically.
  - → If your video is supposed to be for an **external platform (e.g. YouTube, TVC, etc.)**, please show the respective Age Rating of your game at the beginning.

  Please also refer to for general information about Age Ratings.

- Intro:
  - → The **Wii U intro is mandatory** if a Wii U game is advertised or if Wii U gameplay is shown.
  - → The intro must be used unaltered without change to length or sound. There is no separate intro available if showing the black Wii hardware, please use the intro showing the white hardware.
  - → If your video is a **gameplay video only** and does not show any Nintendo brands or additional information no intro is needed.
  - → If your video is a **multi-platform trailer** no intro is needed.
  - → The transition from the intro to trailer can be achieved through a cut or a dissolve to the trailer.

- Showing hardware and real life situations:
  - → If gameplay is shown in a real life situation, please show it in a **natural way**. Show the gamers with some distance between each player and the surrounding. Showing damage or misuse of the hardware and/or controllers is not acceptable.
  - → When showing the Wii Remote (with or without the Nunchuk) the **wrist strap must be worn** by the gamer (even if the gamer is a comic figure), and the **Wii Remote Jacket** (either in transparent/white or black) **must be installed** on the Wii Remote.
  - → For further information on how to use the Wii Remote and/or accessory in a trailer, please refer to the respective hardware "Operations Manual".
  - → The **Wii MotionPlus** can only be shown if correctly installed in the Wii Remote and with installed Wii MotionPlus Jacket. It cannot be shown as a separate item.

- End slate:
  - → At the end of the trailer (or before the outro starts) an end slate with the following information needs to be shown: **Publisher logo, Wii U logo, packshot or game title, corresponding legal line (please refer to page 8).**
  - → If the title will be available for purchase in the Nintendo eShop, the **Nintendo eShop logo** also needs to be shown on the end slate (please refer to).

- Outro:
  - → Usage of the **Wii U outro is mandatory for TV commercials only. For all other videos the usage is optional.**
  - → If showing the outro it must be used unaltered without change to length or sound, please just **amend the packshot and screens** accordingly.
  - → The transition from the trailer to the Wii U outro can be achieved through a dissolve to the outro.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Lifestyle footage

Please consider the following trailer and video footage recommendations:

• Use lifestyle sequences to compliment gameplay sequences.

• Feature different lifestyle demographics.

• If gameplay is shown using the Wii U GamePad, please include simultaneous gameplay footage on the GamePad and TV.

• For advertising purposes, the preferred Wii U hardware colour to feature is black. This applies to the GamePad, console, Wii Remotes and all additional accessories where black is an available hardware colour. If black does not exist, then the White Wii U GamePad, console, Wii Remotes and accessories should be used.

• Demonstrate the game's unique control scheme and include footage of both players and gameplay.

• Lifestyle footage can be included in various ways; such as,

   1. Green screen insertion of gameplay footage.

   2. Picture-in-picture of gameplay footage or lifestyle footage.

   3. Close-up sequence of Wii Remotes can be used.

   4. Over-the-shoulder of the player so both player controller activity and game screen are in one frame.

   5. Lifestyle footage leading into multiple sequences of gameplay.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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General information

- Approval of marketing material showing unlicensed accessories or peripherals bundled with your game is subject to certain conditions. Please refer to the Guideline "Bundling of Unlicensed Accessories with Third Party Software" provided by accessory_publisher@nintendo.de from NOE´s Publisher Business.
- Nintendo DS games are only available in transparent cases across Europe, so the Nintendo DS game pack must be shown in a transparent case.
- Use dual screenshots (Top- and Touchscreen) whenever possible.
- For legal lines please refer to

Official names and terminology

- Insert the appropriate symbol (™ or ®) when using the trademark. Use of the symbols is not required in the title of a press release, only for the first-time use of the trademark within the body of text.
- Please use our terminologies, we will always double-check the use of our trademarks and terms whenever they appear in text or voice over. The terminology below is just an excerpt and the full terminologies are available for download from our marketing download server.

Item	Official name	Alternatives	Note
Official name	Nintendo DS™	Nintendo DS™ system Nintendo DS™ handheld	Two words. "DS" always capitalized. Please use "Nintendo DS®" for Australia.
Official name	Nintendo DS™ Lite	Nintendo DS™ Lite system Nintendo DS™ Lite handheld	Three words. "DS" always capitalized. Please use "Nintendo DS® Lite" for Australia.
Official name	Nintendo DSi™	Nintendo DSi™ system Nintendo DSi™ handheld	Two words. "DS" always capitalized. "i" always in lower case, even if your text is all in capital letters. Full brand name "Nintendo DSi" must always be used. For plural form please use "Nintendo DSi handhelds" or "Nintendo DSi systems" and for possessive form please use "Nintendo DSi handheld's" or "Nintendo DSi system's", not "Nintendo DSis" or "Nintendo DSi's". Use the Nintendo DSi trademark as an adjective, not a noun. The "i" in DSi should never be spelled out "eye".
Official name	Nintendo DSi™ XL	Nintendo DSi™ XL system	Three words. "DS" and "XL" always capitalized. "i" always in lower case, even if your text is all in capital letters.
Nintendo DS Accessory	Nintendo DS stylus	stylus (OK after use of the full brand only)	Three words. "DS" always capitalized. Please use official localised terms for "stylus" (please see official Nintendo DS Terminology). Plural form os stylus is styli.
/	Nintendo DSiWare™	/	Two words. "DSiWare" is written as one word with an internally capitalized "W". Please always show "Nintendo DSiWare" in written form. "DSiWare" only is just allowed in logo form. Use the Nintendo DSiWare trademark as an adjective, not a noun. For example, "Nintendo DSiWare service."

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Item	Official name	Alternatives	Note
/	Nintendo DSi Points™	/	Three words. "DS" always capitalized. "i" always in lower case, even if your text is all in capital letters. Can never be shortened. Generic way of describing this term is "points".
/	Nintendo DSi™ Shop	/	Three words. "DS" always capitalized. "i" always in lower case, even if your text is all in capital letters.

Only for Australian territories

• Use only the Australian version of a packshot for marketing materials for Australia.

• Replace the TM with a ®on the Nintendo DS and Nintendo DS Lite logo´s. For all other logo´s please use the TM for Australia as well. Please also refer to the images on .

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Nintendo DS logos

Please use these guidelines whenever using one of the Nintendo DS logos in marketing material (please refer to "Preface" on for some examples of marketing material). It is important to consistently follow these guidelines in order to maintain a strong and consistent brand image and maintain the proper legal trademarks. Use of the logo in a sentence is not permitted.

Brand logos

"Nintendo DS" is the umbrella brand of all Nintendo DS handhelds. Use the classical Nintendo DS logo for any marketing material, even if a Nintendo DSi XL, a Nintendo DSi or Nintendo DS Lite hardware is shown. Only if the campaign specifically runs for Nintendo DSi XL, Nintendo DSi or Nintendo DS Lite choose the corresponding logo:

If the campaign runs for Nintendo DS Lite hardware or Nintendo DS Lite specific accessories choose:

If the campaign runs for Nintendo DSi hardware, Nintendo DSi specific accessories or Nintendo DSi specific software choose:

If the campaign runs for Nintendo DSi XL hardware, Nintendo DSi XL specific accessories or Nintendo DSi XL specific software choose:

Clearspace

A minimum amount of clearspace must surround the logotype as indicated by the dashed lines. The distance from the logotype to the dashed lines is the same as the width of both "i"s, shown as "x". The dashed lines also represent the minimum size of the required background colour. It is preferred that the background colour be a field of black or white and not a close-cropped rectangle around the logo.

x = Height of "Nintendo" logotype

This is also applicable for the Nintendo DS Lite, Nintendo DSi and Nintendo DSi XL logo.

Trademark

• For all European countries please make sure to use the trademark symbol "TM" as provided in the logo files shown on the left.

• For Australia please replace the TM with a ® on the Nintendo DS and Nintendo DS Lite logo´s as shown below. For all other logo´s please use the TM for Australia as well.

• The location of the TM/® must always be the bottom, right.

• It is acceptable to reduce the size of the TM/® when used with a large-scale application of the logo.

• For applications where a logo is very small, it might be acceptable to remove the TM/® if the size is unreadable or cannot be reproduced clearly. Please always consult adver-tising_publisher@nintendo.de from NOE´s Publisher Business.

• Please refer to for the current legal lines.

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Colours

Primary logo

Appropriate for any type of marketing material, is shown below. Use this version of the logo whenever possible. Use this logo on white or light coloured backgrounds:

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

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

Secondary logo

Use this logo on black or dark coloured backgrounds:

WHITE			
C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

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

Monochrome logos

When a colour printing is not possible, for example when making monochrome prints, use the monochrome version of the logo.

• Use this logo on white or light coloured backgrounds:

• Use this logo on black or dark coloured backgrounds:

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

WHITE			
C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

This is also applicable for the Nintendo DS Lite, Nintendo DSi and Nintendo DSi XL logo.

Minimum size

The logo should never appear smaller then the indicated size:

20mm

This is also applicable for the Nintendo DS Lite, Nintendo DSi and Nintendo DSi XL logo.

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Logo usage

Vertical orientation

The Nintendo DS logo may also be rotated 90 degrees and used vertically, with the DS letters "up" as shown. Never rotate the DS letters or Nintendo logotype elements independently of each other. When displayed in vertical orientation the clearspace rules on still apply.

• Use this logo on white or
  light coloured backgrounds:

• Use this logo on black or
  dark coloured backgrounds:

This is also applicable for the Nintendo DS Lite, Nintendo DSi and Nintendo DSi XL logo.

Incorrect logo usage

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

Always use the approved files as provided by NOE´s Publisher Business. Make sure you use enough resolution for the size and application. If the resolution of the files is not high enough, please contact advertising_publisher@nintendo.de from NOE´s Publisher Business.

• Do not change the design of the logo. Do not re-create any of the logos. The Nintendo DS logo is a custom designed art element.

• Do not change the logotype to a different font style.

• Do not place the logo within an oval, circle or any other shape.

• Do not change the colour of any logo elements, (except when using the single colour version).

• Do not stretch or compress a logo. Logos must be used in proportion as given. Check your output. Make sure that the logo in your colour proof, ad, video, etc has not been modified or distorted from the original files.

• Do not resize the logo elements independently.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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• Do not add a glow or outline around a logo.

• Do not rotate the "DS" letters independently of the "NINTENDO" logotype. When rotating the "horizontal" version logo for use in a vertical orientation, the logo must be used as is.

This is also applicable for the Nintendo DS Lite, Nintendo DSi and Nintendo DSi XL logo.

Specials

Nintendo DSi applications

• **Nintendo DSi Camera** - can only be shortened to "DSi Camera" within the system when spacing does not allow the full name. If you need a generic way of describing this term, please use "camera".

• **Nintendo DSi Shop/Shopping** - can only be shortened to "DSi Shop/Shopping" within the system when spacing does not allow the full name. If you need a generic way of describing this term, please use "shop".

• **Nintendo DSi Sound** - can only be shortened to "DSi Sound" within the system when spacing does not allow the full name. If you need a generic way of describing this term, please use "the sound application".

• **Nintendo DSi Menu** - can only be shortened to "Nintendo DSi Menu" or "DSi Menu" within the system when spacing does not allow the full name.

• **Nintendo DSi Download Play**

• **PictoChat**

• **Nintendo DSi Browser** - can only be shortened to "DSi Browser" within the system when spacing does not allow the full name. If you need a generic way of describing this term, please use "browser".

The usage of these icons for promotional materials is only approved if these 5 icons are shown in a group in greyscale, white filled.

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Hardware images

Nintendo DS Lite system

Height: 73,9 mm • Width: 133 mm • Depth: 21,5 mm
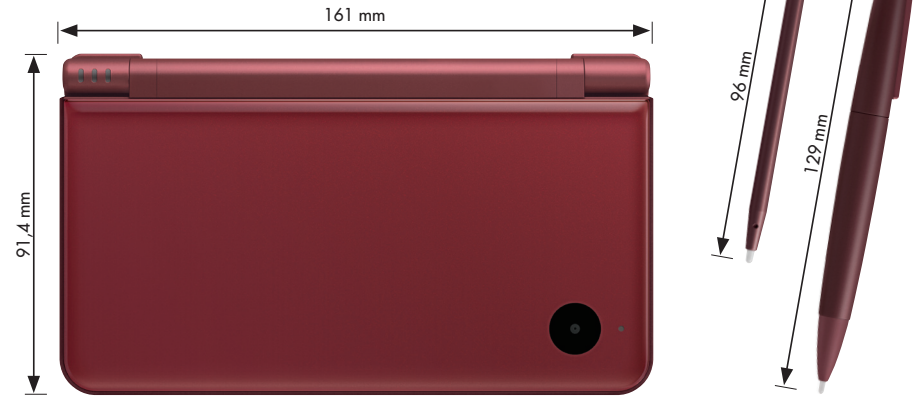
133 mm

73,9 mm

87,5 mm
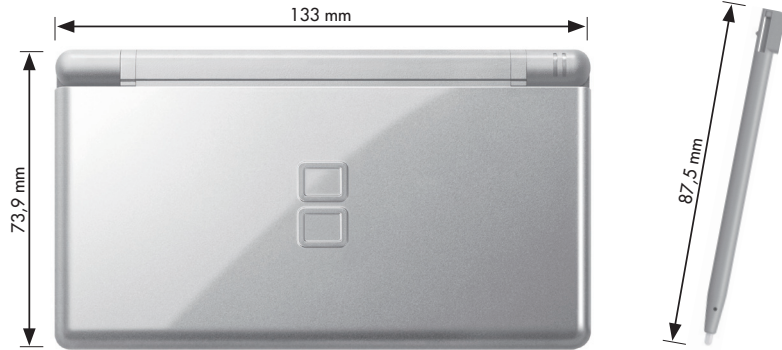
Nintendo DSi system

Height: 74,9 mm • Width: 137 mm • Depth: 18,9 mm

137 mm

74,9 mm

92 mm
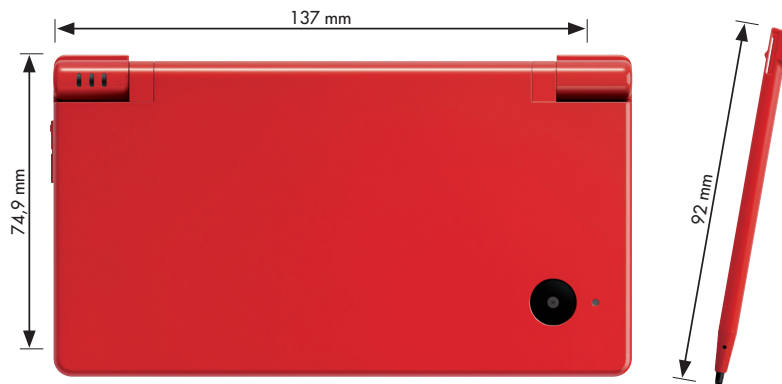
Nintendo DSi XL system

Height: 91,4 mm • Width: 161 mm • Depth: 21,2 mm

161 mm

91,4 mm

96 mm

129 mm

Official Nintendo DS family images

- Hi-Res images of the Nintendo DS systems, controller and accessories are available on our marketing download server (please refer to page 6).
- Do not alter the console images by changing colour, design, stretching or manipulating individual elements.
- The name of the Nintendo DS system must appear underneath the hardware image, e.g. "Nintendo DS™", "Nintendo DS™ Lite", "Nintendo DSi™ XL".
- Whenever Nintendo DS hardware is shown, please show it set to power & wireless with coloured LEDs.
- Creating a 3D model of the systems is prohibited, unless an approved and official version becomes available from Nintendo.
- The Nintendo DS systems can only be shown in the colours mentioned on the next page at "Hardware colours".
- Please note that it is prohibited to show development hardware, tools or kits in all marketing materials.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Hardware colours

The Nintendo DS hardware can be shown in all available colours for the respective market. Please note that all colours marked with a * are only available across Europe. If you create any marketing material for Australia, please don´t use those colours.

If the Nintendo DS hardware is to be shown in white or black, please rather show the Nintendo DSi hardware.

Nintendo DS Lite

BLACK

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

WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

ICE BLUE

C	40	R	160
M	0	G	230
Y	15	B	235
K	0		

PINK

C	0	R	245
M	40	G	180
Y	15	B	190
K	0		

GREEN*

C	30	R	205
M	0	G	225
Y	100	B	20
K	0		

RED*

C	0	R	215
M	100	G	0
Y	100	B	15
K	10		

Nintendo DSi

BLACK

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

WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

METALLIC BLUE

C	85	R	40
M	75	G	45
Y	0	B	110
K	45		

PINK

C	10	R	215
M	90	G	50
Y	30	B	120
K	0		

TURQUISE*

C	70	R	40
M	0	G	185
Y	10	B	225
K	0		

RED*

C	5	R	215
M	100	G	0
Y	100	B	15
K	15		

Nintendo DSi XL

WINE RED/BURGUNDY

C	30	R	125
M	85	G	40
Y	65	B	45
K	45		

BROWN/BRONZE

C	75	R	55
M	75	G	45
Y	85	B	35
K	50		

BLUE

C	100	R	0
M	60	G	90
Y	20	B	150
K	0		

YELLOW

C	0	R	255
M	25	G	205
Y	100	B	0
K	0		

RED

C	20	R	190
M	95	G	40
Y	80	B	50
K	10		

GREEN*

C	90	R	0
M	20	G	140
Y	100	B	60
K	0		

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Trailers and video footage

General information

- The following guidelines are binding for trailers and video footage independent of the purpose (e.g. TVCs, online trailer).
- All trailers and video footage must be approved by Nintendo prior to public release when its showing any kind of Nintendo brands.
- Please send the script or rough layout, including the voice over, if you want to double-check with us first.

Nintendo DS family trailer and video requirements

- Age Rating:
  - → If your video is supposed to be for the **Nintendo eShop or Nintendo website** please don´t show an Age Rating at the beginning of the trailer because the Nintendo systems will add the Age Rating automatically.
  - → If your video is supposed to be for an **external platform (e.g. YouTube, TVC, etc.)**, please show the respective Age Rating of your game at the beginning.

  Please also refer to **page 8** for general information about Age Ratings.

- Intro:
  - → The **Nintendo DS intro is mandatory** if a Nintendo DS game is advertised or if Nintendo DS gameplay is shown.
  - → The **Nintendo DSi or Nintendo DSiWare intro is mandatory** if Nintendo DSi/Nintendo DSi XL gameplay is advertised or if Nintendo DSi/Nintendo DSi XL gameplay is shown. This is mandatory, even when you show multi-platform packshots at the end.
  - → The intro must be used unaltered without change to length or sound.
  - → If your video is a **gameplay video only** and does not show any Nintendo brands or additional information no intro is needed.
  - → If your video is a **multi-platform trailer** no intro is needed, beside for Nintendo DSi exclusive and Nintendo DSiWare exclusive titles. For those the respective intro is always mandatory.

- → The transition from the Nintendo DS intro to the trailer can be achieved through a dissolve to the trailer (Please see an example of a TV spot on the marketing download server).

- Showing hardware and real life situations:
  - → If 3D-Animated hardware is shown, please use our template or filmed hardware. The template for a **3D-Animation of the Nintendo DS hardware** can be downloaded from the marketing download server (animation and texture in .obj and .mtl file. Can be opened via 3Dsmax, Maya, Cinema 4D). Please consider that this does not include Nintendo 3DS, no 3D model will be created for Nintendo 3DS.
  - → If gameplay is shown, please include **dual screen gameplay footage** simultaneously. The gameplay should always be shown in a **natural way.** Showing damage or misuse of the hardware is not acceptable.

- End slate:
  - → At the end of the trailer (or before the outro starts) an end slate with the following information needs to be shown: **Publisher logo, Nintendo DS/Nintendo DSi or Nintendo DSiWare logo, packshot or game title, corresponding legal line** (please refer to page 9).

- Outro:
  - → Usage of the **Nintendo DS outro is optional**.
  - → There is **no separate Nintendo DSiWare outro**. Please don´t show an outro for Nintendo DSiWare games and show an end slate instead.
  - → If showing the outro it it must be used unaltered without change to length and sound.
  - → The transition from the trailer to the Nintendo DS outro can be achieved through a dissolve to the outro.

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Lifestyle footage

Please consider the following trailer and video footage recommendations:

- Include the Nintendo DS stylus in gameplay.
- Use lifestyle sequences to complement gameplay sequences.
- Feature different lifestyle demographics.
- Demonstrate the game's unique control scheme and include footage of both players and gameplay.
- Lifestyle footage can be included in various ways; such as,
    1. Green screen insertion of gameplay footage.
    2. Picture-in-picture of gameplay footage or lifestyle footage.
    3. Over-the-shoulder of the player so both player controller activity and game screen are in one frame.
    4. Lifestyle footage leading into multiple sequences of gameplay.

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Nintendo DSiWare logo

"Nintendo DSiWare" is the name for a service that makes it possible to purchase licenses to use Nintendo DS software by downloading titles that are not sold in stores. The logos shown below indicate to the users that a given software is distributed using the "Nintendo DSiWare" service.

Please use these guidelines whenever using the Nintendo DSiWare logo in marketing material. It is important to consistently follow these guidelines in order to maintain a strong and consistent brand image and maintain the proper legal trademarks. Use of the logo in a sentence is not permitted.

Brand logo

"DSiWare" on its own is only approved in logo form. In text, it must be written as "Nintendo DSiWare™".

Clearspace

x = Height of the "i" inside the circle

Trademark

- Make sure you use the trademark symbol "TM" as provided in the logo files. The location of the TM must always be the bottom right.
- It is acceptable to reduce the size of the TM when used with a large-scale application of the logo.
- For applications where a logo is very small, it might be acceptable to remove the TM if the size is unreadable or cannot be reproduced clearly. Please always consult advertising_publisher@nintendo.de from NOE's Publisher Business.
- Please refer to page 9 for the current legal lines.

Colours

Primary logo

Appropriate for any kind of usage is shown below. Use this version of the logo whenever possible.

- Use this logo on white or light coloured backgrounds:

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

PANTONE 213				
	C	0	R	237
	M	100	G	9
	Y	25	B	115
	K	0		

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Monochrome logo

When a colour printing is not possible, for example when making monochrome prints, use the monochrome version of the logo.

• Use this logo on white or light coloured backgrounds:

• Use this logo on black or dark coloured backgrounds:

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

WHITE				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

PANTONE COOL GREY 10				
	C	0	R	135
	M	0	G	136
	Y	0	B	138
	K	60		

Minimum Size

The size of the Nintendo DSiWare logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

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Incorrect logo usage

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.

• Do not change the design of the logo.

• Do not surround logo with a border.

• Do not change the colours.

• Do not change the width to height ratio.

• Do not change the width to height ratio.

• Do not manipulate individual elements of the logo.

• Do not skew or alter the shape.

• Do not outline the logo.

• Do not show DSi portion by itself.

• Do not show "circle i" by itself.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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General information • Official names and terminology

General information

The 3D feature of Nintendo 3DS must be marketed carefully given the age restriction on the system's 3D feature. It is important to inform all Nintendo 3DS users about the safe use of the 3D feature. These guidelines are intended to assist you in developing advertising and marketing campaigns for Nintendo 3DS.

- Nintendo will not proactively and explicitly target its marketing or advertising for 3D games to audiences/viewers aged 6 and under. Accordingly, with all media, it is recommended to always use 7+ target.
- Publishers must assure to not target their marketing or advertising for their Nintendo 3DS software to audiences aged 6 and under. Please also refer to "Special advertising requirements" on page 56.
- The Nintendo 3DS logo must be shown on all marketing material.
- Display an in-game screenshot from the 3D Screen whenever possible.
- When showing gameplay please avoid simulating the 3D effect (especially on the 3D Screen).
- For all Nintendo 3DS exclusive software titles an educational message about the safe use of the 3D feature must be featured. This message will be required for TVC, print ads, online material, Point of sale, Cinema, Out of Home and promotions. For more details on the educational message please refer to page 55.
- Since Nintendo 3DS games are only available in white cases across Europe, the

Nintendo 3DS game pack must be shown in a white case (Please also bear in mind to show the Software Icon on the spine in case of a 3D packshot).
- Approval of marketing material showing unlicensed accessories or peripherals bundled with your game is subject to certain conditions. Please refer to the Guideline "Bundling of Unlicensed Accessories with Third Party Software" provided by accessory_publisher@ nintendo.de from NOE's Publisher Business.
- Nintendo 3DS content is displayed in 2D only on Nintendo 2DS.
- If Nintendo 3DS games are advertised as playable on Nintendo 2DS systems, it must be clear that the games will only play in 2D.
- When the Nintendo 2DS system is advertised, it must be clear that Nintendo 3DS games play in 2D only on the system.

Official names and terminology

- Insert the appropriate symbol (™) when using the trademark. Use of the symbol is not required in the title of a press release, only for the first-time use of the trademark within the body of text.
- Please use our terminologies, we will always double-check the use of our trademarks and terms whenever they appear in text or voice over. The terminology below is just an excerpt and the full terminologies are available for download from our marketing download server.

Item	Official name	Alternatives	Note
Official name	Nintendo 3DS™	Nintendo 3DS™ system Nintendo 3DS™ handheld	Two words. "DS" always capitalized. The full name must be used in all marketing materials for the Nintendo 3DS system. Plural: Nintendo 3DS systems, Nintendo 3DS handhelds. Possessive: Nintendo 3DS system's, Nintendo 3DS handheld's.
Official name	new Nintendo 3DS™	new Nintendo 3DS™ system	Three words. "DS" always capitalized. The full name "new Nintendo 3DS" must always be used . It may never be shortened to "new 3DS".
Official name	Nintendo 3DS™ XL	Nintendo 3DS™ XL system	Three words. "DS" and "XL" always capitalized. The full name "Nintendo 3DS XL" must always be used . It may never be shortened to "3DS XL".

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Official names and terminology

Item	Official name	Alternatives	Note
Official name	new Nintendo 3DS™ XL	new Nintendo 3DS™ XL system	Four words. "DS" and "XL" always capitalized. The full name "new Nintendo 3DS XL" must always be used . It may never be shortened to "new 3DS XL".
Official name	Nintendo 2DS™	Nintendo 2DS™ system	Two words. "DS" always capitalized. The full name must be used in all marketing materials for the Nintendo 2DS system. Plural: Nintendo 2DS systems, Nintendo 2DS handhelds. Possessive: Nintendo 2DS system's, Nintendo 2DS handheld's.
Nintendo 3DS Accessory	Nintendo 3DS™ stylus	stylus (OK after use of the full brand only)	Three words. Nintendo 3DS stylus included with the Nintendo 3DS system. Plural form os stylus is styli.
Nintendo 3DS Accessory	Circle Pad Pro	/	Three words. Initials always capitalized.
/	3D Screen	upper screen top screen display screen	Two words. The LCD screen that can display stereoscopic 3D images. The term display screen is acceptable for titles that do not include 3D functionality.
/	Nintendo 3DS™ Camera	/	Three words. Initials always capitalized. "TM" is always required after Nintendo 3DS.
/	Nintendo 3DS™ Sound	/	Three words. Initials always capitalized. "TM" is always required after Nintendo 3DS.
/	StreetPass™	/	"StreetPass" is written as one word with an internally capitalized "P". Feature that allows Nintendo 3DS systems to to exchange certain data from compatible games, such as Mii character, high score, etc.
/	SpotPass™	/	"SpotPass" is written as one word with an internally capitalized "P". Feature that allows Nintendo 3DS systems connect with wireless hotspots or the consumer's wireless router to download new content, downloadable games and system updates from Nintendo.
/	Mii™	Mii™ character(s)	Please note that the name is only "Mii", not "Miis". Alternatively you can use "Mii character" and for plural, please use "Mii characters". Mii is always written with the double-i in lowercase. Even if other text is in all caps, the double-i in Mii should not be capitalized (MII is an incorrect use). Italics (*Mii*) are incorrect. Note that Mii is a standalone term and should not be modified (e.g. WiiMii, Nintendo Mii). Special note about Mii usage in marketing materials: Only one Mii can be shown at a time in marketing materials. Groups of Mii characters are not permitted. Mii use is to be limited and not a focal point of marketing materials, and the use of Mii characters for marketing purposes is limited to games that support Mii character usage. Nintendo concept approval is required before any Mii character in a game may be used.
/	StreetPass™ Mii Plaza™		Three words. Two "TMs" are required. Software that allows Mii characters to gather via communications.
/	AR Cards	Augmented-reality Cards	Two words. "AR" always capitalized.
/	Nintendo eShop	shop (OK after use of the full brand only)	Two words, "eShop" should always written with a lower case "e" and a upper case "S". Application used to access downloadable content.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Only for Australian territories

- Use only the Australian version of a packshot for marketing materials for Australia.
- Please show in all marketing and advertising materials for Nintendo 3DS the following note:
  "Recommended for 7+ years" (this line should not be too small and legible)

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Nintendo 3DS logos

Please use these guidelines whenever using the Nintendo 3DS logo in marketing material (please refer to "Preface" on page 6 for some examples of marketing material). It is important to consistently follow these guidelines in order to maintain a strong and consistent brand image and maintain the proper legal trademarks. Use of the logo in a sentence is not permitted.

Brand logos

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".

x = Height of "NINTENDO"

This is also applicable for the Nintendo 3DS XL, new Nintendo 3DS, new Nintendo 3DS XL and Nintendo 2DS logo.

Trademark

• Make sure you use the trademark symbol "TM" as provided in the logo files. The location of the TM must always be the bottom, right of the "Nintendo 3DS".

• It is acceptable to reduce the size of the TM when used with a large-scale application of the logo.

• For applications where a logo is very small, it might be acceptable to remove the TM if the size is unreadable or cannot be reproduced clearly. Please always consult advertising_publisher@nintendo.de from NOE's Publisher Business.

• Please refer to page 9 for the current legal lines.

Colours

Primary logo

Appropriate for any type of marketing material use these versions of logo whenever possible:

• Use this logo on white or light coloured backgrounds:

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

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

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

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• Use this logo on black or dark coloured backgrounds:

WHITE				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

• Additional colours for the new Nintendo 3DS and new Nintendo 3DS XL:

PANTONE 185C (RED)

	C	0	R	230
	M	100	G	0
	Y	90	B	30
	K	0		

PANTONE 375C (LIGHT GREEN)

	C	43	R	165
	M	0	G	200
	Y	100	B	15
	K	0		

PANTONE 2995C (BLUE)

	C	90	R	0
	M	0	G	155
	Y	0	B	235
	K	0		

PANTONE 3285C (GREEN)

	C	100	R	0
	M	0	G	150
	Y	60	B	130
	K	0		

PANTONE 137C (ORANGE)

	C	0	R	245
	M	40	G	170
	Y	100	B	0
	K	0		

PANTONE 225C (PINK)

	C	0	R	230
	M	90	G	45
	Y	0	B	140
	K	0		

In case if you are intend to display on liquid crystal display of Nintendo 3DS system or on the particular kind of printing method and the colour changes depending on the characteristic of the printing/display media, it is possible to make an adjustment matching to the result of above mentioned colour codes.

Monochrome logo

When a colour printing is not possible, for example when making monochrome prints, use the monochrome version of the logo.

• Use this logo on white or light coloured backgrounds:

• Use this logo on black or dark coloured backgrounds:

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

WHITE				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

This is also applicable for the new Nintendo 3DS, Nintendo 3DS XL, new Nintendo 3DS XL and Nintendo 2DS logo.

Minimum size

The logo should never appear smaller then the indicated size:

20mm

This is also applicable for the new Nintendo 3DS, Nintendo 3DS XL, new Nintendo 3DS XL and Nintendo 2DS logo.

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Logo usage

Relationship of logo colour to background

Primary usage

Appropriate for any type of marketing material. Be careful to maintain the visibility of the logo – especially the "3" and "grey rectangle" elements, when using it on a coloured backgrounds.

This is also applicable for the new Nintendo 3DS, Nintendo 3DS XL, new Nintendo 3DS XL and Nintendo 2DS logo.

Monochrome usage

Appropriate for any type of marketing material. For use in special situations where the background colour makes legibility a problem.

• Use this logo on grey or light coloured backgrounds:

• Use this logo on dark or multi-coloured backgrounds:

This is also applicable for the new Nintendo 3DS, Nintendo 3DS XL, new Nintendo 3DS XL and Nintendo 2DS logo.

Vertical orientation

The Nintendo 3DS logo may also be rotated 90 degrees and used vertically, with the letters "up" as shown. Never rotate the 3DS letters or Nintendo logotype elements independently of each other. When displayed in vertical orientation the clearspace rules on still apply.

Preferred orientation   Preferred orientation

This is also applicable for the new Nintendo 3DS, Nintendo 3DS XL, new Nintendo 3DS XL and Nintendo 2DS logo.

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Incorrect logo usage

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.

 • Do not change the desgin of the logo.

 • Do not surround logo with a border.

 • Do not change the colours.

 • Do not change the colours.

 • Do not stretch logo.

 • Do not manipulate individual elements of the logo.

 • Do not outline the logo.

 • Do not skew or alter the shape.

 • Do not show 3DS portion by itself.

This is also applicable for the new Nintendo 3DS, Nintendo 3DS XL, new Nintendo 3DS XL and Nintendo 2DS logo.

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Specials

2D-screenshot disclaimer

Whenever you show a Nintendo 3DS screenshot it is mandatory that the 2D disclaimer is placed next to it. Do not write the disclaimer directly onto the screenshot itself but next to it.

2D disclaimer next to a single screenshot
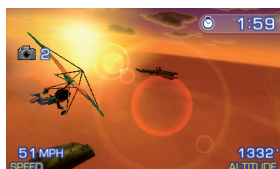
2D image of Nintendo 3DS game.

Localised versions of the 2D-screenshot disclaimer (next to a single screenshot):

Language	Screenshot Disclaimer
UKV	2D image of Nintendo 3DS game.
FRA	Image 2D d'un jeu Nintendo 3DS.
ITA	Immagine in 2D di un gioco per Nintendo 3DS.
GER	2D-Bild eines Nintendo 3DS-Spiels.
ESP	Imagen 2D de un juego para Nintendo 3DS.
HOL	2D-afbeelding van een Nintendo 3DS-spel.
POR	Imagem 2D de um jogo para a Nintendo 3DS.
RUS	Скриншот из игры системы Nintendo 3DS в 2D.

<u>Please note:</u> If you need further localisation please translate to the respective language or show the English version of the disclaimer.

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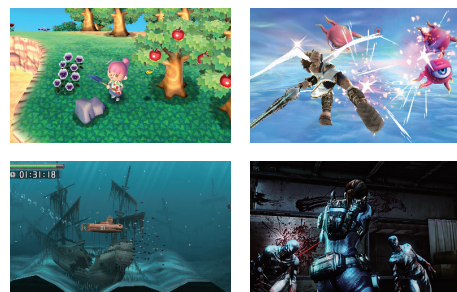
The 3D effect can only be seen when using a Nintendo 3DS system. These screenshots are in 2D.

<u>Please note:</u> If you need further localisation please translate to the respective language or show the English version of the disclaimer.

2D-footage disclaimer

In trailers and video footage (e.g. TVCs, online trailer) people can only see 2D-footage. Seeing the 3D effect is only possible on the Nintendo 3DS screen (e.g. trailer on the Nintendo eShop). Whenever showing a 2D video the 2D-footage disclaimer has to be added and localised, please make sure to follow these guidelines when showing it:

- The localised 2D-footage disclaimer (please refer to next page) needs to be shown before or during the first sequences of footage.
- Show the disclaimer for at least 2 seconds.
- You can either show it on a single screen like shown below on the left or during the first sequences of Nintendo 3DS footage like shown on the right .

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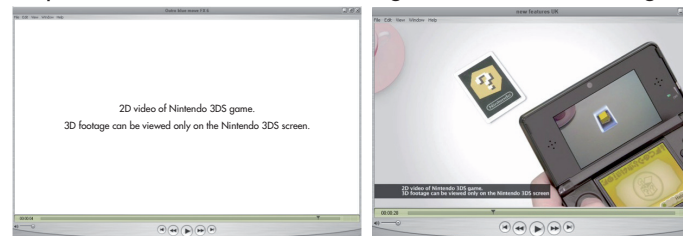
• Trailer and video footage which shows multiplatform titles don´t need to show the 2D-footage disclaimer on general footage. It´s only mandaroty if you show specific Nintendo 3DS sequences in multiplatform trailers.

Localised versions of the 2D-footage disclaimer:

Language	2D footage disclaimer
UKV	2D video of Nintendo 3DS game. 3D footage can be viewed only on the Nintendo 3DS screen.
FRA	Vidéo en 2D d'un jeu Nintendo 3DS. Les séquences en 3D ne peuvent être visualisées que sur l'écran de la Nintendo 3DS.
ITA	Video in 2D di un gioco per Nintendo 3DS. I video in 3D possono essere visualizzati correttamente solo sullo schermo della console Nintendo 3DS.
GER	2D-Video des Nintendo 3DS-Spiels. 3D-Material kann nur auf dem Nintendo 3DS-Bildschirm betrachtet werden.
ESP	Video en 2D de un juego Nintendo 3DS. Las imágenes en 3D solo pueden verse en la pantalla de la consola Nintendo 3DS.
HOL	2D-beelden van Nintendo 3DS-spel. 3D-beelden kunnen alleen worden ervaren via het Nintendo 3DS-scherm.
POR	Vídeo 2D de um jogo para a Nintendo 3DS. As imagens em 3D só podem ser vistas no ecrã da Nintendo 3DS.
RUS	Видео игры Nintendo 3DS в 2D. Видеозапись в 3D можно увидеть только на экране системы Nintendo 3DS.

Please note: If you need further localisation please translate to the respective language or show the English version of the disclaimer.

Educational message

For all Nintendo 3DS exclusive software titles an educational message about the use of the 3D feature must be featured by using localised versions of the message below:

"**For more information about the 3D feature of Nintendo 3DS, please visit the official website at [LOCAL NINTENDO 3DS WEBSITE]**"

This type of notice will be required for print ads, online media, Point of sale, Out of Home and promotions. For software titles that are advertised as multi-platform titles (i.e. also released on Wii, Nintendo DS and/or on other competitor platforms), no educational message is required.

Localised versions of the educational message:

Language	Educational message
UKV	For more information about the 3D feature of Nintendo 3DS, please visit the official website at nintendo3ds.co.uk
FRA/Swiss	Pour en savoir plus sur la fonction 3D de la Nintendo 3DS, veuillez vous référer au site web officiel: nintendo3ds.fr Pour en savoir plus sur la fonction 3D de la Nintendo 3DS, veuillez vous référer au site web officiel: nintendo3ds.be
ITA	Per ulteriori informazioni sulla funzionalità 3D di Nintendo 3DS, ti preghiamo di visitare il sito ufficiale www.nintendo-3ds.it
GER	Weitere Informationen zur 3D-Funktion des Nintendo 3DS finden Sie auf der offiziellen Webseite unter nintendo3ds.de
Austrian/Swiss	Weitere Informationen zur 3D-Funktion des Nintendo 3DS finden Sie auf der offiziellen Webseite unter nintendo3ds.de
ESP	Para obtener más información sobre el efecto 3D de la consola Nintendo 3DS, visita la página web oficial en nintendo3ds.es
HOL/Belgium	Bezoek de officiële Nintendo 3DS-website (www.nintendo3ds.nl) voor meer informatie over de 3D-mogelijkheid van de Nintendo 3DS. Bezoek de officiële Nintendo 3DS-website (www.nintendo3ds.be) voor meer informatie over de 3D-mogelijkheid van de Nintendo 3DS.

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Language	Educational message
POR	Para mais informações sobre a função 3D da Nintendo 3DS, visite o site oficial da consola em nintendo3ds.com.pt
RUS	Для получения более подробной информации о 3D-функции системы Nintendo 3DS посетите официальный веб-сайт nintendo3ds.ru
POL	Więcej informacji na temat biezpiecznego użytkowania funkcji 3D zawarto na oficjalnej stronie producenta pod adresem http://www.nintendo.pl/3ds.
CZE	Ohledně dalších informací o funkci 3D zařízení Nintendo 3DS navštivte prosím oficiální webové stánky na mojenintendo.cz.
TUR	Nintendo 3DS'in 3B özelliği hakkında daha ayrıntılı bilgi için lütfen www.nintendo.com.tr adresindeki resmi web sitesini ziyaret edin.
GRE	Για περισσότερες πληροφορίες σχετικά με το χαρακτηριστικό 3D του Nintendo 3DS, παρακαλούμε επισκεφτείτε τον επίσημο ιστότοπο στη διεύθυνση www.nintendo.gr.
HUN	A Nintendo 3DS 3D funkciójának biztonságos használatáról a nintendo.hu/3ds címen elérhető hivatalos weboldalon talál további információkat.
SWE	Mer information om 3D-funktionen i Nintendo 3DS finns på den officiella webbplatsen på http://www.nintendo.se/3DS/3DS.
DAN	For yderligere information vedrørende 3D-funktionen i Nintendo 3DS, besøg venligst den officielle hjemmeside på http://www.nintendo.dk/3ds/3ds.
FIN	Lisätietoa Nintendo 3DS -järjestelmän 3D-ominaisuudesta löydät virallisilta kotisivuilta osoitteesta www.nintendo.fi/3ds.
NOR	Vennligst besøk den offisielle nettsiden http://www.nintendo.no/3ds/3ds for mer informasjon om Nintendo 3DS' 3D-funksjon.
South Africa	For more information about the 3D feature of Nintendo 3DS, please visit the official website at www.nintendo3ds.co.za.
AUS	For more information about the 3D feature of Nintendo 3DS, please visit the official website at nintendo3ds.com.au.

Please note: If you need further localisation please contact advertising_publisher@

nintendo.de from NOE´s Publisher Business. Do not translate the educational message by yourself.

Special advertising requirements

Print advertising

1) Media buying that explicitly includes kids aged 6 and under is prohibited (e.g. kids 4 – 8 y.o.).

2) Kids, or any other media buying that predominantly excludes kids aged 6 and under is allowed (e.g. kids 4 – 14 y.o., 20 – 49 y.o.).

3) All print executions must feature the notice for safe 3D usage (educational message) in a legible and visible way.

4) Lifestyle photos/video: For images depicting consumer use of Nintendo 3DS, images of children who appear must be 7 years of age or older.

Point of sale advertising

It's not possible to control the exposure of Point of sale materials to certain audiences. That's why the educational message about safe usage of the 3D feature must be shown on each material in a legible and visible way.

Online advertising

Nintendo will use marketing that portrays Nintendo 3DS as a product that is designed for a general audience when advertising online.

1) Media buying that explicitly includes kids aged 6 and under is prohibited (e.g. kids 4 – 8 y.o.)

2) Kids, or any other media buying that predominantly excludes kids aged 6 and under is allowed (e.g. kids 4 – 14 y.o., 20 – 49 y.o.).

3) For online media units sized smaller than 175,000 square pixels, the educational message can be omitted from the ad unit as long as it appears on the landing page to which the ad clicks through. Notice may be no further than one click away from the ad unit.

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Cinema advertising

1) Media buying pattern does not allow making sure that kids aged 6 and under can be securely excluded.

   Therefore, in the case of cinema advertising, it is mandatory to show the educational message of safe usage of the 3D feature throughout the full ad.

Radio advertising

1) Media buying does not allow excluding kids aged 6 and under. Therefore the voice over disclosure of the short form of the educational message for safe usage of the 3D feature is mandatory.

Hardware images

Nintendo 3DS system

Height: 74 mm • Width: 134 mm • Depth: 21 mm

*Dimensions when extended

134 mm

74 mm

101,3 mm*
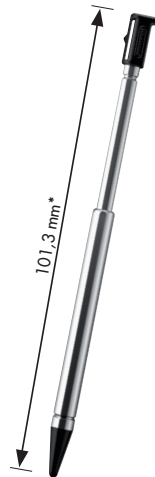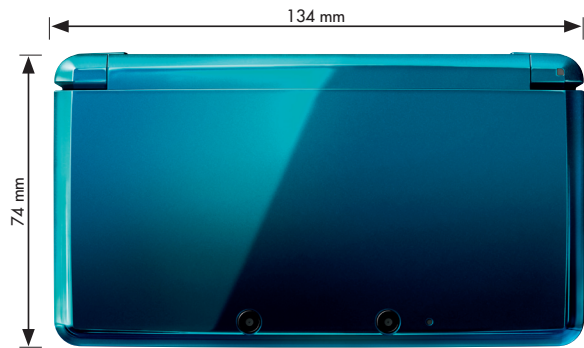
new Nintendo 3DS system

Height: 80,6 mm • Width: 142 mm • Depth: 21,6 mm

142 mm

80,6 mm

Nintendo 3DS XL system

Height: 93 mm • Width: 156 mm • Depth: 22 mm

156 mm

93 mm

95 mm

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new Nintendo 3DS XL system

Height: 93,5 mm • Width: 160 mm • Depth: 21,5 mm

160 mm

93,5 mm

Nintendo 2DS system

Height: 127 mm • Width: 144 mm • Depth: 20,3 mm

144 mm

127 mm

98 mm

Accessories

Circle Pad Pro

Official Nintendo 3DS family images

• Hi-Res images of the Nintendo 3DS systems are available on our marketing download server (please refer to page 6).

• Do not alter the hardware images by changing colour, design, stretching or manipulating individual elements.

• The name of the Nintendo 3DS system must appear underneath the hardware image, "Nintendo 3DS™" or "Nintendo 3DS™ XL" system must appear underneath the hardware image.

• Whenever Nintendo 3DS hardware is shown, please show the power indicator LED coloured.

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

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- The Nintendo 3DS system can only be shown in the coloured mentioned below at "Hardware colours".
- Please note that it is prohibited to show development hardware, tools or kits in all marketing materials.
- If you have any questions please contact advertising_publisher@nintendo.de from NOE´s Publisher Business.

Hardware colours

The Nintendo 3DS hardware can be shown in all available colours for the respective market. Please note that all colours marked with a * are only available across Europe. If you create any marketing material for Australia please don´t use those colours.

Nintendo 3DS

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

METALLIC RED				
	C	0	R	160
	M	100	G	0
	Y	85	B	35
	K	25		

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

CORAL PINK				
	C	8	R	235
	M	40	G	175
	Y	10	B	195
	K	0		

ICE WHITE*				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

New Nintendo 3DS

WHITE				
	C	0	R	240
	M	0	G	240
	Y	5	B	230
	K	8		

BLACK				
	C	5	R	80
	M	0	G	80
	Y	0	B	80
	K	80		

Additional Colours for the A/B/X/Y-Buttons:

PANTONE 485C (RED)				
	C	0	R	230
	M	100	G	0
	Y	100	B	20
	K	0		

PANTONE 7405C (YELLOW)				
	C	0	R	250
	M	25	G	200
	Y	100	B	0
	K	0		

PANTONE 2935C (BLUE)				
	C	100	R	0
	M	60	G	90
	Y	0	B	170
	K	0		

PANTONE 355C (GREEN)				
	C	95	R	0
	M	0	G	155
	Y	100	B	65
	K	0		

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Nintendo 3DS XL

RED + BLACK

C	30	R	180
M	100	G	30
Y	100	B	35
K	0		

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

BLUE + BLACK

C	100	R	0
M	30	G	130
Y	0	B	200
K	0		

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

SILVER + BLACK

C	10	R	135
M	10	G	135
Y	10	B	135
K	55		

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

BLACK

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

WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

PINK

C	0	R	205
M	75	G	95
Y	5	B	150
K	0		

New Nintendo 3DS XL

METALLIC BLUE

C	100	R	0
M	65	G	80
Y	0	B	160
K	10		

METALLIC BLACK

C	15	R	85
M	0	G	95
Y	0	B	100
K	75		

Further information about the additional Colours for the A/B/X/Y-Buttons, please refer to the colour definitions for „new Nintendo 3DS" on previous page.

Nintendo 2DS

RED + WHITE

C	20	R	165
M	100	G	15
Y	90	B	40
K	0		

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

PINK + WHITE

C	0	R	250
M	40	G	180
Y	5	B	200
K	0		

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

BLUE + BLACK

C	100	R	0
M	65	G	85
Y	0	B	180
K	0		

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

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Trailers and video footage

General information

- The following guidelines are binding for trailers and video footage independent of the purpose (e.g. TVCs, online trailer).
- All trailers, spots and videos must be approved by Nintendo prior to public release.
- Please send the script or rough layout, including the voice over, if you want to double-check with us first.

Nintendo 3DS family trailer and video requirements

- Age Rating:
  - ➔ If your video is supposed to be for the **Nintendo eShop or Nintendo website** please don't show an Age Rating at the beginning of the trailer because the Nintendo systems will add the Age Rating automatically.
  - ➔ If your video is supposed to be for an **external platform (e.g. YouTube, TVC, etc.)**, please show the respective Age Rating of your game at the beginning.

  Please also refer to page 8 for general information about Age Ratings.

- Intro:
  - ➔ The **Nintendo 3DS intro is mandatory** if a Nintendo 3DS game is advertised or if Nintendo 3DS gameplay is shown.
  - ➔ The intro must be used unaltered without change to length or sound.
  - ➔ If your video is a **gameplay video only** and does not show any Nintendo brands or additional information no intro is needed.
  - ➔ If your video is a **multi-platform trailer** no intro is needed.
  - ➔ The transition from the Nintendo 3DS intro to the trailer can be achieved through a dissolve to the trailer.

- 2D-footage disclaimer:
  - ➔ If your game supports the 3D-function and you show a **2D video** of this game on any platform the **2D-footage disclaimer has to be shown** (please refer to page 54).
  - ➔ Please show the disclaimer during the before, or during the first sequences of gameplay.

- Showing hardware and real life situations:
  - ➔ Please note that Nintendo is **not providing a 3D model** for Nintendo 3DS/Nintendo 3DS XL and it is not planned to create and provide a 3D model in the near future. The creation of a Nintendo 3DS/Nintendo 3DS XL 3D model on your own is not allowed.
  - ➔ If possible please include **dual screen gameplay footage** simultaneously when showing gameplay. The gameplay should always be shown in a **natural way.**
  - ➔ Showing damage or misuse of the hardware is not acceptable.

- End slate:
  - ➔ At the end of the trailer an end slate with the following information needs to be shown: **Publisher logo, Nintendo 3DS logo, packshot or game title, corresponding legal line** (please refer to page 8).
  - ➔ If the title will be available for purchase in the Nintendo eShop, the **Nintendo eShop logo** also needs to be shown on the end slate (please refer to page 63).
  - ➔ No voice over disclosure of the educational message is necessary.

- Educational message:
  - ➔ All videos must feature the educational message about the usage of the 3D feature (also if the game is available in 2D only). The **educational message has to be displayed on the screen for 5 seconds** and be clearly visible. It has to be both, visible and legible.
  - ➔ Please show the educational message in the localised version, depending on the countries, where your video will be displayed. For localised texts and further information please refer to page 55.
  - ➔ You can either add the educational message on the endslate or show it on a separate slate as shown in the example on the right:

- Outro:
  - ➔ There is **no TV outro** available for Nintendo 3DS.

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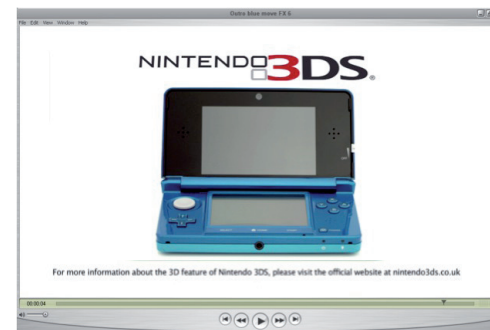
- Additional information:
  - → Kids media buying that explicitly includes kids aged 6 and under is prohibited (e.g. kids 4 – 8 y.o.).
  - → Kids, or any other media buying that is expected to predominantly exclude kids aged 6 and under is allowed (e.g. kids 4 – 14 y.o., 20 – 49 y.o.).
  - → In case of buying a target group that includes kids aged 6 and under (e.g. kids 4 – 14 y.o.), a separate briefing to the media agency is recommended to select only programmes that aim at the part of the age bracket, where kids aged 6 and under are excluded (e.g. 7 – 14 y.o.).

Lifestyle footage

Please consider the following trailer and video footage recommendations:

- Show the two screens together in one shot.
- Pan from upper to lower screen.
- Use depth to show the 3D features, the player is entering the 3D world.
- Include the Nintendo 3DS stylus in gameplay.
- Use lifestyle sequences to complement gameplay sequences.
- Feature different lifestyle demographics.
- All children appearing in Nintendo 3DS marketing material must be 7 years of age or older.
- Demonstrate the game's unique control scheme and include footage of both players and gameplay.
- Lifestyle footage can be included in various ways; such as,
  1. Green screen insertion of gameplay footage.
  2. Picture-in-picture of gameplay footage or lifestyle footage.
  3. Over-the-shoulder of the player so both player controller activity and game screen are in one frame.
  4. Lifestyle footage leading into multiple sequences of gameplay.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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Nintendo eShop logo

Please use and follow these guidelines whenever using the Nintendo eShop 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. Use of the logo in a sentence is not permitted.

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

Brand 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 the letter "n" (shown as x).

x = Height of the lower case "n" in Nintendo

Trademark

• There is no TM for the Nintendo eShop logo required.

• If you have any questions on how to show the Nintendo eShop logo please contact advertising_publisher@nintendo.de from NOE´s Publisher Business.

Nintendo eShop brand

• In text, the Nintendo eShop should be written as "Nintendo eShop" and not shortened to "eShop."

• Always use a lower case "e"even if the surrounding content is all caps. The "e" in eShop should never be capitalized.

• Once the full brand is used, it is okay to use "shop" as a generic reference to the Nintendo eShop.

General Guidelines

• Use Nintendo eShop as a noun. You can refer to it as "the Nintendo eShop" or "Nintendo eShop."

Colours

Primary logo

Appropriate for any type of use (print, poster, ad, etc.).

CMYK colour codes: For printed materials; RGB colour codes: For websites and videos

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

PANTONE 144C*			
C	0	R	255
M	55	G	125
Y	90	B	0
K	0		

WHITE			
C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

* Note: when printe d in CMYK, the colour build for PMS 144C may vary between stock, inks, printing processes, etc. Change colour build for best visual match of PMS 144C.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop
Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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Minimum size

The size of the Nintendo eShop logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

Logo usage

Relationship of logo colour to background

Appropriate for any use (poster, ad, online etc.), is shown to the right. In order to increase awareness of the eShop brand the logo with the shopping bag icon should be used whenever possible.

• Use this logo on white or light coloured backgrounds:

• Use this logo on backgrounds where the logo becomes lost or is difficult to read:

• Use this knock-out version of logo on backgrounds where the outlined version becomes lost or is difficult to read.

Alternate logos

Logo without shopping bag

When horizontal space is limited or the shoping bag icon is featured nearby, then it is acceptable to use the non-shopping bag version of the logo. When sizing the logo be sure the logo is legable.

Please choose the best logo colour depending on the relationship of logo colour to background.

Stacked logo

Appropriate for any use (poster, ad, online etc.), is shown below. When sizing the logo be sure the logo is legable. Use this version of the logo only when horizontal space is limited.

• Stacked logos with shopping bag:

Please choose the best logo colour depending on the relationship of logo colour to background.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Logo usage

• Stacked logos without shopping bag:

When the shoping bag icon is featured nearby, then it is acceptable to use the non-shopping bag version of the logo.

Nintendo eShop

Nintendo eShop

Please choose the best logo colour depending on the relationship of logo colour to background.

Shopping Bag icon

The shopping bag icon may be used separate from the Nintendo eShop logo as long as the Nintendo eShop logo is also included somewhere in the layout. This rule does not apply to in-system content.

eShop Button Icon

Lock-up logo usage

Primary lock-up logo

Use this variation as shown below as the primary lock-up when inluding messaging with the Nintendo eShop logo.

• Examples when the logo appears on a white or light coloured background:

AVAILABLE ON **Nintendo eShop**

FULL GAME DOWNLOAD AVAILABLE ON **Nintendo eShop**
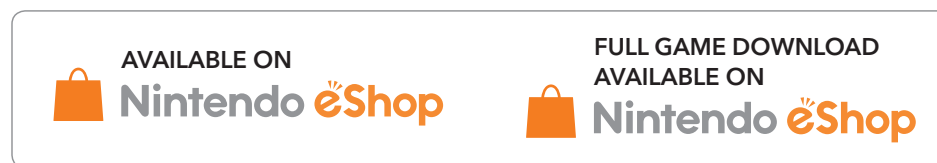
• Examples on backgrounds where the logo becomes lost or is difficult to read:

AVAILABLE ON **Nintendo eShop**

FULL GAME DOWNLOAD AVAILABLE ON **Nintendo eShop**

Secondary lock-up logo

The contained snipe alternate is for use when the design does not lend it self to using the primary logo lock-up because of the background or layout. This can help to seporate the Nintendo eShop element from other artwork or messaging.

AVAILABLE ON **Nintendo eShop**

FULL GAME DOWNLOAD AVAILABLE ON **Nintendo eShop**

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Logo usage

Lock-up logo usage examples

Reference the PROBLEM and SOLUTIONS examples below when inluding messaging
with the Nintendo eShop logo.

PROBLEM

SOLUTIONS

Add drop shadow if needed

Move artwork for legibility

✕ : Prohibited

⚠ : Avoid if possible

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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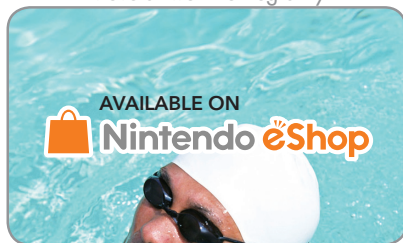
Logo usage

PROBLEM

SOLUTIONS

Add drop shadow if needed

Change text from black to white for legibility

✕ : Prohibited

⚠ : Avoid if possible

Incorrect logo usage

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.

• Do not change the desgin of the logo.

• Do not surround logo with a border.

• Do not change the width to height ratio.

• Do not manipulate individual elements of the logo.

• Do not skew or alter the shape.

• Do not outline the logo.

• Do not change the colours.

• Do not show eShop portion by itself.

• Do not show "e" by itself.

General Information   Wii™   WiiWare™   Wii U™   Nintendo DS™ Family   Nintendo DSiWare™   Nintendo 3DS™ Family   Nintendo eShop

Nintendo Network™   Virtual Console™   Miiverse™   amiibo™   In-Game advertising & product placement   Guidelines for URLs   FAQ   Contact Information

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Nintendo Network logo

Please use and follow these guidelines whenever using the Nintendo Network 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. Use of the logo in a sentence is not permitted.

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

Brand logo

Clearspace

A minimum amount of clear space must surround the logo as indicated by the dashed lines. The distance from the logo to the dashed lines is the same as the width of the vertical leg section of the "n", shown as "X".

X = Width of the "n" of Network Icon

X = Width of the "n" of Network Icon
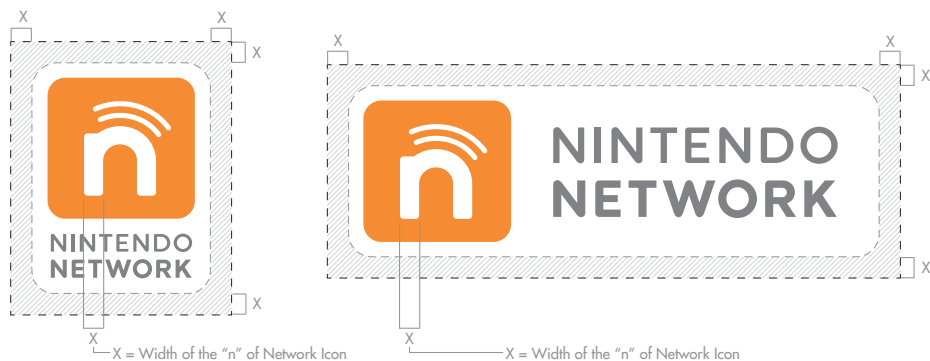
Trademark

• There is no TM for the Nintendo Network logo required.

• If you have any questions on how to show the Nintendo Network logo please contact advertising_publisher@nintendo.de from NOE's Publisher Business.

Colours

Primary logo

Appropriate for any type of use (print, poster, ad, etc.). Use white as the background colour whenever possible. On non-white backgrounds, use the surrounding white rectangle as shown (this is a designed logo element – do not change the shape of the white rectangle).

• Use this logo on white or light coloured backgrounds:

• Use this logo on black or dark coloured backgrounds:

PANTONE 144C				
	C	0	R	255
	M	55	G	125
	Y	90	B	0
	K	0		

WHITE				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

PANTONE COOL GREY 9C				
	C	0	R	120
	M	0	G	120
	Y	0	B	120
	K	60		

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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Monochrome logo

When a colour printing is not possible, for example when making monochrome prints, use the monochrome version of the logo.

• Use this logo on white or light coloured backgrounds:

• Use this logo on black or dark coloured backgrounds:

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

WHITE				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

Minimum Size

The size of the Nintendo Network logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

Logo usage

Drop Shadow

Normally it´s not allowed to show a drop shadow on the Nintendo Network logo. In some situations a drop shadow may be added to maintain contrast.

Please always contact advertising_publisher@nintendo.de from NOE´s Publisher Business if you would like to add a drop shadow.

Logo without text

Normally it´s not allowed to show the logo without the text. In certain situations, the logo may be used without the text (e.g. as an in-game menu icon). Please always contact advertising_publisher@nintendo.de from NOE´s Publisher Business if you would like to show the logo without text.

Horizontal orientation

For use in special situations where the vertical space is limited, or only a horizontal layout space is available the following logo can be used:

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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Incorrect logo usage

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.

• Do not change the logo colours.

• Do not reconstruct the logo.

• Do not change proportions of portions of the logo.

• Do not change the font and/or logo font.

• Do not add decorative.

• Do not skew the logo.

• Do not change perspective of the logo.

• Do not add an outline.

• Do not change perspective of the logo.

• Do not add a shadow when showing on a white background.

• Do not swap the colour of the logo.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

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Virtual Console logo

Virtual Console logo

"Virtual Console" is the term for a service housing downloadable games that were released on past consoles or in gaming arcades. The logos below show the user that this is software available via "Virtual Console".

Please follow these guidelines when using the Virtual Console 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.

Brand logos

There are 3 types of the logo available. Use white as the background colour whenever possible. Please use the most suiteable logo on your layout:

• Single line • Double line • Boxed logo

Virtual Console™ *Virtual Console*™ *Virtual Console*™

Clearspace

A minimum amount of clear space must surround the logo as indicated by the dashed lines. Minimum space that must be secured around the dashed line: maximum width of "n" (shown as X).

x = maximum width of "n"
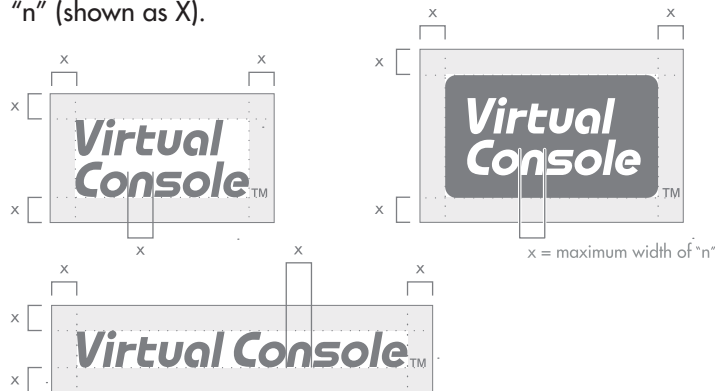
Examples

Both the perimeter of the sign and the grey area conform to the required clear space.

As long as the logo is clearly visible, it may overlap with the background illustration.

Trademark

• Make sure you use the trademark symbol "TM" as provided in the logo files. The location of the TM must always be the bottom right.

• It is acceptable to reduce the size of the TM when used with a large-scale application of the logo.

• For applications where a logo is very small, it might be acceptable to remove the TM if the size is unreadable or cannot be reproduced clearly. Please always consult advertising_publisher@nintendo.de from NOE's Publisher Business.

Virtual Console Legal Notice Information

• A copyright notice is not required for this service.

• For advertising that includes only the Virtual Console logo, please use the following legal notice:

Virtual Console is a trademark of Nintendo. © 2006 Nintendo.

• Please use the following disclaimer on materials the feature Wii U Virtual Console content: Broadband Internet access required for online features. For more information, go to [support.nintendo.com.] For localised versions of this disclaimer, please refer to page 79.

• Please use the following disclaimer on materials the feature Nintendo 3DS Virtual Console content: Wireless Broadband Internet access required for online features. For more information, go to [support.nintendo.com.] For localised versions of this disclaimer, please refer to page 79.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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General Trademark Guidelines

- For proper trademark use, please write the first instance of the brand as follows: Virtual Console™ service

Colours

Primary logo

Use the Nintendo grey logo when not specifiying the platform.

CMYK colour codes: For printed materials; RGB colour codes: For websites and videos

Virtual Console™

Virtual Console™

Virtual Console™

Nintendo Grey (Pantone Cool Grey 8C)			
C	0	R	140
M	0	G	140
Y	0	B	140
K	50		

WHITE			
C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

Secondary logo

When applying platform colour, please use the assigned logo colour of each platform.

- Wii

Wii Blue (Pantone 298C)			
C	69	R	52
M	7	G	190
Y	0	B	237
K	0		

Virtual Console™

Virtual Console™

Virtual Console™

RGB colour codes specified above are used for both colour profile "sRGB" and "Adobe RGB".

- Nintendo 3DS

3DS Red (Pantone 1797C)			
C	0	R	206
M	100	G	24
Y	100	B	30
K	15		

Virtual Console™

Virtual Console™

Virtual Console™

RGB colour codes specified above are used for colour profile "sRGB". If the colour profile is "Adobe RGB", R176:G30:B35 is used.

- Wii U

Wii U Blue (Pantone 313C)			
C	100	R	0
M	0	G	150
Y	18	B	200
K	0		

Virtual Console™

Virtual Console™

Virtual Console™

RGB colour codes specified above are used for both colour profile "sRGB" and "Adobe RGB".

Minimum size

The size of the Virtual Console logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

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Logo usage

Drop Shadow and Glow Effects

When placing the Virtual Console logo over an illustration or a solid colour that compromises visibility, you may use glow effects or a drop shadow.

Incorrect logo usage

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.

• Do not change the desgin of the logo.

• Do not frame around the logo.

• Do not manipulate individual elements of the logo.

• Do not add a border around the letters.

• Do not display only the outline.

• Do not use a layout that violates the clearspave rule.

• Do not use excessive glow effect resembling a border.

General Information   Wii™   WiiWare™   Wii U™   Nintendo DS™ Family   Nintendo DSiWare™   Nintendo 3DS™ Family   Nintendo eShop

Nintendo Network™   Virtual Console™   Miiverse™   amiibo™   In-Game advertising & product placement   Guidelines for URLs   FAQ   Contact Information

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• Do not use drop shadow resembling a border.

• Do not use reserved-out logo.

• Do not change the width to height ratio.

• Do not change the colour.
(When printing using only one special colour ink please consult the relevant Nintendo contact.)

• Do not use different logo color when a platform is specified.

• Do not use different logo color when a platform is specified.

Specials

Miiverse & Virtual Console disclaimer (please refer to)

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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Miiverse logo

Miiverse logo

Please use and follow these guidelines whenever using the Miiverse 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. Use of the logo in a sentence is not permitted.

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

Brand logo

Clearspace

A minimum amount of clear space must surround the logo as indicated by the dashed lines. Minimum space that must be secured around the dashed line: maximum width of "i" (shown as X).

x = maximum width of "i"

Trademark

Trademark on the logo design

- The location of the TM is set at the lower right of the "e".
- For applications where a logo is very small, it might be acceptable to remove the TM if the size is unreadable or cannot be reproduced clearly. Please always consult advertising_publisher@nintendo.de from NOE's Publisher Business.

Trademark and brand name in text

- When writing the brand in text, place a TM symbol as follows (first instance only): Miiverse™
- The following terms are also prohibited: MiiVerse, MeVerse, Meverse
- The Mii in the Miiverse brand should never be replaced with "Me" or "Mee".
- Miiverse is an online gaming community. Do not refer to it as a social network.

Miiverse Legal Notice Information

- A copyright notice is not required for this software.
- For advertising that includes only the Miiverse logo, please use the following legal notice:

  Miiverse is a trademark of Nintendo. © 2012 Nintendo.

- Please use the following disclaimer on materials the feature Wii U Miiverse content: Broadband Internet access required for online features. For more information, go to [support.nintendo.com.] For localised versions of this disclaimer, please refer to page 79.
- Please use the following disclaimer on materials that feature Nintendo 3DS Miiverse content: Wireless Broadband Internet access required for online features. For more information, go to [support.nintendo.com.] For localised versions of this disclaimer, please refer to page 79.

Colours

Appropriate for any type of use (print, poster, ad, etc.). Use white as the background colour whenever possible.

CMYK colour codes: For printed materials; RGB colour codes: For websites and videos

Miiverse Green (Pantone 354C)				
	C	65	R	0
	M	0	G	200
	Y	85	B	0
	K	0		

White				
	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

Minimum size

The size of the Miiverse logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

Logo usage

Relationship of logo colour to background

Whenever possible, use the Miiverse Green and White version of the Miiverse Logo on a white or black background.

Drop Shadow and Glow Effects

When placing the Miiverse logo over an illustration or a solid colour that compromises visibility, you may use glow effects or a drop shadow.

Recommended Expressions by Background

Depending on the colour image reproducibility of the monitor or output environment, there is a case the logo colour is inconsistent with the most recommended expressions. Please use as a reference.
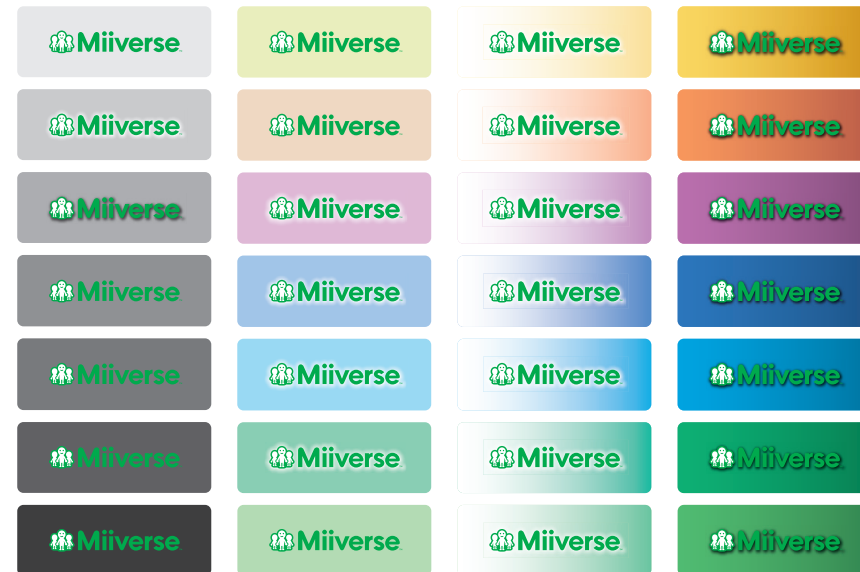
General Information   Wii™   WiiWare™   Wii U™   Nintendo DS™ Family   Nintendo DSiWare™   Nintendo 3DS™ Family   Nintendo eShop

Nintendo Network™   Virtual Console™   Miiverse™   amiibo™   In-Game advertising & product placement   Guidelines for URLs   FAQ   Contact Information

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Incorrect logo usage

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.

• Do not change the design of the logo.

• Do not add a frame around the logo.

• Do not modify individual elements of the logo.

• Do not change the width to height ratio.

• Do not add a border around the letters.

• Do not display only the outline.

• Do not show a layout that violates the clear space rules.

• Do not use excessive glow effect resembling a border.

• Do not use drop shadow resembling a border.

• Do not use reversed-out logo.

• Do not change the colour.

• Do not exclude the Miiverse icon.

• Do not change the layout of the icon.

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Nintendo Network™   Virtual Console™   Miiverse™   amiibo™   In-Game advertising & product placement   Guidelines for URLs   FAQ   Contact Information

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Specials

Miiverse & Virtual Console disclaimer

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.

For advertisements using the Miiverse or Virtual Console logo, the following disclaimer must be displayed:

Language	
UKV	For Nintendo 3DS: Wireless broadband Internet access required for online features. For more info, go to support.nintendo.com. For Wii U: Broadband Internet access required for online features. For more info, go to support.nintendo.com.
FRA	For Nintendo 3DS: Accès à Internet à haut débit sans fil requis pour les fonctions en ligne. Pour plus d'information, rendez-vous sur support.nintendo.com. For Wii U: Accès à Internet à haut débit requis pour les fonctions en ligne. Pour plus d'information, rendez-vous sur support.nintendo.com.
ITA	For Nintendo 3DS: Le opzioni di gioco online richiedono una connessione ad Internet wireless a banda larga. Per ulteriori informazioni, visita la pagina support.nintendo.com. For Wii U: Le opzioni di gioco online richiedono una connessione ad Internet a banda larga. Per ulteriori informazioni, visita la pagina support.nintendo.com.
GER	For Nintendo 3DS: Für Online-Funktionen wird ein drahtloser Breitband-Internetanschluss benötigt. Weitere Informationen finden Sie unter: support.nintendo.com. For Wii U: Für Online-Funktionen wird ein Breitband-Internetanschluss benötigt. Weitere Informationen finden Sie unter: support. nintendo.com.

Language	
ESP	For Nintendo 3DS: Las funcionalidades online requieren una conexión inalámbrica de banda ancha a internet. Para más información: support.nintendo.com. For Wii U: Las funcionalidades online requieren acceso a internet de banda ancha. Para más información: support.nintendo.com.
HOL	For Nintendo 3DS: Draadloze breedband internetverbinding vereist voor online opties. Ga voor meer informatie naar support.nintendo.com. For Wii U: Breedband Internet verbinding vereist voor online opties. Ga voor meer informatie naar support.nintendo.com.
POR	or Nintendo 3DS: As opções de jogo online requerem acesso à Internet de banda larga sem fios. Para mais informações consulta support.nintendo.com. For Wii U: As opções de jogo online requerem acesso à Internet de banda larga. Para mais informações consulta support.nintendo.com.
RUS	For Nintendo 3DS: Для использования онлайн функций необходим доступ к широкополосному беспроводному Интернет-соединению. Для получения более подробной информации зайдите на support.nintendo.com. For Wii U: Для использования онлайн функций необходим доступ к широкополосному Интернет-соединению. Для получения более подробной информации зайдите на support.nintendo.com.

General Information | Wii™ | WiiWare™ | Wii U™ | Nintendo DS™ Family | Nintendo DSiWare™ | Nintendo 3DS™ Family | Nintendo eShop

Nintendo Network™ | Virtual Console™ | Miiverse™ | amiibo™ | In-Game advertising & product placement | Guidelines for URLs | FAQ | Contact Information

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amiibo logo

Please use and follow these guidelines whenever using the amiibo 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. Use of the logo in a sentence is not permitted.

The logo must be reproduced as-is, without changes to the shape or colour, except as shown in these guidelines. Do not add a border or outline around the logo.

Please use our terminologies, we will always double-check the use of our terms whenever they appear in text or voice over. Full terminologies are available for download on our marketing download server.

amiibo is always written as one word and with a small „a" at the beginning. Even if other text is in all caps, the brand name amiibo should not be capitalized. Italics (*amiibo*) are incorrect, there is no plural or possessive form (amiibos or amiibo´s). If you want to include Nintendo information, you may state "Nintendo´s amiibo"and for plural please use "amiibo characters".

Brand logo

Clearspace

A minimum amount of clear space must surround the logo as indicated by the dashed lines. Minimum space that must be secured around the dashed line: maximum width of "i" (shown as X).

x = maximum width of "i"
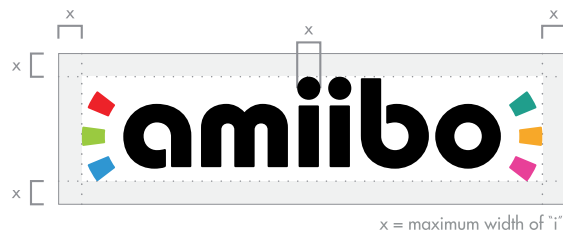
Trademark

• There is no need to add TM on amiibo logo.
• If amiibo is mentioned in text TM should be added either the first time it appears or somewhere noticeable.

amiibo Legal Notice Information

• A copyright notice is not required for this software.
• For advertising that includes only the amiibo logo, please use the following legal notice:
  amiibo is a trademark of Nintendo. © 2014 Nintendo.

Colours

Primary logo

Appropriate for any type of use (print, poster, ad, etc.). Use white as the background colour whenever possible.

CMYK colour codes: For printed materials; RGB colour codes: For websites and videos

PANTONE BLACK

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

PANTONE 185C (RED)

C	0	R	230
M	100	G	0
Y	90	B	30
K	0		

PANTONE 375C (LIGHT GREEN)

C	43	R	165
M	0	G	200
Y	100	B	15
K	0		

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PANTONE 2995C (BLUE)

	C	90	R	0
	M	0	G	155
	Y	0	B	235
	K	0		

PANTONE 3285C (GREEN)

	C	100	R	0
	M	0	G	150
	Y	60	B	130
	K	0		

PANTONE 137C (ORANGE)

	C	0	R	245
	M	40	G	170
	Y	100	B	0
	K	0		

PANTONE 225C (PINK)

	C	0	R	230
	M	90	G	45
	Y	0	B	140
	K	0		

Secondary logo

Use this logo on black or dark coloured backgrounds:

PANTONE WHITE

	C	0	R	255
	M	0	G	255
	Y	0	B	255
	K	0		

For the 6 additional colours please refer to „Primary logo" colours.

Monochrome logo

When a colour printing is not possible, for example when making monochrome prints, use the monochrome version of the logo.

• Use this logo on white or light coloured backgrounds:

• Use this logo on black or dark coloured backgrounds:

Minimum size

The size of the amiibo logo is optional. Please just make sure that the logotype is visible well enough when showing a small version of the logo. If you have any questions on small logoprints please consult advertising_publisher@nintendo.de from NOE´s Publisher Business.

Logo usage

Drop Shadow and Glow Effects

When placing the amiibo logo over an illustration or a solid colour that compromises visibility, you may use glow effects or a drop shadow.

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Policy on In-Game advertising and product placement

The increasing use of television, cinema, music and home entertainment media as commercial advertising vehicles has prompted periodic inquiries from our Publishers as to Nintendo's policy regarding advertising in video games. This info confirms Nintendo's current policy. Nintendo believes that excessive commercialism negatively impacts game quality and enjoyment. Alternatively, some commercial elements can serve to increase authenticity and thereby enhance the game experience. Authentic stadium billboards in a baseball simulation game would be one example. Although Nintendo evaluates each game on a case-by-case basis, there are some basic guidelines to which we adhere:

1) For brand integrity purposes, Nintendo will not approve games that contain references to our competitors' products.

2) All commercial aspects must generally fit the context of the game and not be merely gratuitous product placements.

3) All commercial aspects must be age-appropriate given the target age group for the game (e.g. alcoholic beverage or tobacco product references may not appear in games targeted at consumers who are not legally able to purchase such products).

4) Games may not incorporate a "free standing" commercial or product promotion segment that must be viewed by the user in order to get to the game. Segments that can be bypassed entirely by the user (by way of a menu feature, for example) are acceptable.

In keeping with the objective of consumer satisfaction, Nintendo's policy is to not allow advertising or product placements for real-world products, services, or brands in games carrying Nintendo trademarks, whether within the game itself (i.e. before, during or after gameplay) or as add-on-content. In particular, Nintendo will not approve games that contain references to any interactive entertainment products or devices or that include a "freestanding" commercial or product promotion segment.

On a case-by-case basis, Nintendo may consider allowing the in-game inclusion of third party products, services or logos ("Additional Content") if its inclusion enhances the game experience, fits the context of the game, is not excessive, it is observable within the "true to life" experience the game is simulating, and the third party beneficiary of the Additional Content does not pay for its inclusion in the game.

The inclusion of Additional Content must be in compliance with all applicable laws and codes and not give rise to any risk of infringement of third party rights. Nintendo may call for further clarification from the Publisher on any issue such as evidence that the inclusion of Additional Content complies with any applicable laws or codes, that the third party beneficiary of the Additional Content does not pay any kind of compensation for its inclusion in the game and that the Publisher has obtained all necessary approvals and consents to feature any third party branding, intellectual property or other rights. Nintendo may ask for a declaration in writing.

We encourage your creative pursuit of new ways to improve video game quality and consumer enjoyment. Please also take below points into consideration:

Movie & game trailer

- Age Rating equal to the game.
- Same platform (not possible to promote Nintendo DS games in a Wii game).
- No website or advice to website.
- Nintendo needs to see the concept for an in-game trailer before the Publisher submits it to Lotcheck or at least at the same time.

Common way for In-Game advertising approval

- Publisher submits a concept of In-Game Advertising to NOE´s Publisher Business advertising team.
- Approval process at NOE 9 - 14 days.
- Software submission to Lotcheck.

The inclusion of the Additional Content must be approved by NOE´s Publisher Business in writing prior to the game being submitted to Lotcheck. In any event the approval is always at Nintendo's sole discretion.

The Publisher submits the concept for approval to advertising_publisher@nintendo.de, with the following information:

- An explanation of how the Additional Content will enhance the game play experience, description why the product fits to the game.
- A list of each location within the game (including any location before, during or after gameplay) where the Additional Content will appear along with how it appears and how

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many times the product placement appears within the game, i.e. on a uniform, banner, etc.

- Screenshots, if they are available. If screenshots are not available, provide conceptual drawings if possible.
- A size ratio of the logo or image of the product/service to the scenario.
- A true-to-life photograph of the Additional Content being displayed in a similar real life situation (e.g. for product placement).

This policy does not apply to games that include characters or plotlines from TV shows, books, movies, or other similar media as long as the Publisher owns such characters or plotlines or has been granted all necessary approvals and consents by the third party rights owners, and as long as they do not directly attempt to promote the TV show, book, movie or any other product and/or service related to the TV show, book or movie. (For example, a game with a TV show character like "SpongeBob Squarepants™" as the main character is acceptable, but it would not be acceptable to point out what time and channel the TV show is on or the availability of a DVD movie based on the same character.)

Likewise, games based on recreational products such as board games and toys are acceptable (such as a Monopoly™ game); however, directly encouraging users to purchase the real-world product is not.

This policy does not apply to the provision of information on the existence of accessories that consumers may use with the game concerned.

We encourage your creative pursuit of new ways to improve the video game quality and consumer enjoyment. Please contact advertising_publisher@nintendo.de from NOE´s Publisher Business if you have any questions regarding this policy.

Guidelines game-to-web & web-to-game/social networking

All gaming features where the user leaves the Nintendo platform gaming environment to interact or enter a website must have written prior approval from NOE´s Publisher Business during the pre-alpha stage of the game. The website interaction must enhance gameplay and only be an added feature and not the core element of the gameplay. The decision to allow game-to-web and web-to-game features is completely within NOE´s Publisher Business.

Please provide the following information on unlockable content to advertising_publisher@nintendo.de from NOE´s Publisher Business:

> Explanation of how unlock feature works (by a code, barcode, etc.).
> List of unlockable items.
> Details on where the data is stored.
> Details on where the content is unlocked.

Please also make sure to be in compliance with the following Guidelines:

- **The game** on the Nintendo platform must be...
  > ... a stand-alone product.
  > ... fully enjoyable without leaving the Nintendo platform gaming environment for any linked content.

- **The content**, which will be shown on the linked website, ...
  > ... must be an added bonus feature.
  > ... might be costumes, furniture, accessories, etc. appropriate for the Age Rating on the game.
  > ... must be in compliance with the in-game advertising and product placement Guidelines

- **The website**, to which the player is directed, must...
  > ... only have content appropriate for the Age Rating on the game.
  > ... comply with all applicable laws, including data protection laws.
  > ... be managed or owned by the Publisher. When entering the website the player must be informed that he is now leaving the Nintendo platform gaming environment. If such an information is not provided, the website must be designed in a way, that the player becomes aware that he left the Nintendo platform gaming environment.
  > ... be Nintendo specific or neutral.

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- **If the bonus features/content is advertised on the title sheet, the title sheet must include appropriate information on the internet connection requirement.**

- **It´s not allowed to**...
    - > ... add features or unlockable content for monetisation.
    - > ... transfer personal data of the user between the Nintendo server and the third party server (i.e. IP address, age, console ID, etc.).

The collection of data on the Publishers server is the responsibility of the Publisher. Nintendo recommends, that no data is collected for marketing purposes or that users consent has been obtained prior to any such collection.

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General URLs

Since URLs may change or become inactive and since this may affect the user experience, Nintendo has a no in-game URL policy.

It is prohibited to display any URL or advertisement or anything resembling either of these within an application without Nintendo's prior approval. However, you do not need to contact Nintendo if your application uses BOSS to distribute notifications or data containing URLs or advertisements, since the user must opt in to receiving such content in advance, and an opt-out feature is provided. Likewise, it is not necessary to contact Nintendo when displaying the following URLs:

• URLs for the publisher's official site

• URLs for support sites

• URLs appearing in the user terms of service agreement within the game

• URLs contained in official legal notices

Please also refer to the CTR Guidelines v6.0, 2.22.8 and Wii U Guidelines v2.1, 2.1.5, both are available on warioworld.com.

Nintendo does not allowed to show URLs, that are directly hyperlinked to a webpage. Please only show the URL as normal text, without hyperlinks. URLs that show any kind of Online Shops are not permitted at all.

If an URL appears on an adboard or product/apparel please refer to the Policy on In-game Advertising and Product Placement for submission of the URL as a brand that appears as part of the game environment.

For any other considerations regarding the inclusion of URLs in-game, please contact advertising_publisher@nintendo.de from NOE's Publisher Business. Please include the following information:

• List of URLs.

• Reasons for their inclusion in the game.

Please note: URLs are allowed in the printed game manual if they have a valid connection to the game. URLs that show any kind of Online Shops are not permitted for printed materials (e.g. manuals, inserts etc.) and marketing materials (e.g. trailers, print ads etc.)

Customer Support URLs

Please always bear in mind that Nintendo trademarks, e.g. "Wii U", "Nintendo 3DS", "WiiWare", "Nintendo DSiWare", "Virtual Console", cannot be part of a domain name. They should always be separated by a slash, e.g.:

www.publishername.com/NintendoDSiWare

Please never use "DSiWare" or "3DS" not preceded by "Nintendo" but always together as in "Nintendo DSiWare" or "Nintendo 3DS".

Customer Support page linked to a URL:

• Not include any third party product or service (e.g. Online Shop).

• Include only relevant Customer Support information.

In case you cannot show a Customer Support URL which fits your guidelines please contact advertising_publisher@nintendo.de from NOE's Publisher Business.#

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FAQ

• Do all of my marketing materials need to be approved by Nintendo?

Yes, all marketing materials must be approved by Nintendo prior to release. Marketing materials related to games meant for distribution in Europe & Australia should be sent to advertising_publisher@nintendo.de.

• How many days should I allow for Nintendo to review marketing materials?

Please allow at least 2-3 working days, during peak time up to 10 working days.

• Can I reveal a release date for my game?

You can only announce a specific release date if your game has passed Lotcheck and in case of games for the Nintendo eShop the release date has been confirmed by Nintendo. Prior to that, you can announce a projected development completion date.

• My release includes information regarding competitive platforms. Is that okay?

You're free to develop your own marketing materials as you see fit, though we prefer that you keep your announcement specific to respective platforms.

• Where can I go to obtain Nintendo logos and artwork?

You can download various logos and images from our marketing download server. Please refer to page 6 for login details.

• Will Nintendo help me edit my release or make sure I'm compliant with all industry rules and regulations, etc.?

No, Nintendo only reviews marketing materials to ensure that our intellectual property is used in a legally compliant manner. You are responsible for ensuring that your creative materials comply with all rules and regulations, such as Age Rating bodies like the Pan European Game Information (PEGI) and any other national equivalent.

• Can I get a quote from a Nintendo executive for my press release?

Unfortunately, no. With so many projects underway, it's impossible to create customized quotes.

• Can I use "Wii", "WiiWare" or other Nintendo trademarks in my URL?

Yes, as long as it is not part of the actual domain name. Nintendo will not allow developers to register domains like DeveloperNameWiiWare.com. However, an example of an acceptable URL would be www.developername.com/WiiWare. Please also refer to the "Guidelines for URLs" at page 85.

• Can I reveal a price for my downloadable game (e.g. a WiiWare game) in marketing material?

WiiWare or Nintendo DSiWare games can be bought with Nintendo Points from the Wii console or Nintendo DSi system. If a Nintendo DSiWare or Nintendo 3DS download game will be bought on the Nintendo 3DS system or a Wii U game on the Wii U console the consumer has to pay by cash. If you would like to announce a price of your WiiWare game, please show the Nintendo Points price only. In case of promoting a Nintendo DSiWare game please show both, the Nintendo Points and cash price, of your game. For Nintendo 3DS and Wii U download games please show the cash price only. Please note, that the price can only be announced once your game has passed Lotcheck and for Nintendo DSiWare and WiiWare the price of your game has been decided and confirmed by Nintendo.

• Can I talk about how my title is performing?

The specific download numbers and revenue generated by your title are considered confidential information and may not be disclosed except as may be required by law. You may, however, discuss the number of downloads in general terms, such as whether or not sales met with your expectations. If you have any questions on this please contact digital_publisher@nintendo.de from NOE's European Publisher Business for Nintendo 3DS and Wii U or eShop_NOE@nintendo.de from NOE's European Network Business for Nintendo DSiWare and WiiWare.

• Is the 2D-screenshot disclaimer the same as the 2D-footage disclaimer?

No, those are slightly different. Please always use the respective disclaimer texts. Please refer to page 54 for the 2D-screenshot and 2D-footage disclaimers.

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FAQ

- **Are there localised versions for the 2D-screenshot disclaimer next to a range of screenshots?**

  No, please translate it into the respective language. Please also refer to page 54.

- **Do we need to show the 2D disclaimer and the educational message in one advert?**

  Yes, the 2D disclaimer is additional to the educational message.

- **Do we need to show the 2D screenshot disclaimer and the 2D footage disclaimer together with the educational message?**

  Yes, if you show both kind of data (2D screenshots, 2D footage etc.) in the marketing material, both 2D disclaimers and the educational message need to be shown.

- **What should we do if we need further translations of the 2D disclaimers?**

  Please translate it by yourself or show the English version.

- **What should we do if we need further translations of the educational message?**

  Please contact advertising_publisher@nintendo.de from NOE´s Publisher Business. Do not translate it into any other languages by yourself.

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Contact Information

Advertising team

If you have any further questions related to marketing material issues, please do not hesitate to contact advertising_publisher@nintendo.de

Nintendo eShop

Please contact digital_publisher@nintendo.de for further information.
Refer to the Guidelines available on the artwork fileshare server.

Wii Shop Channel (WiiWare)

Please contact eShop_NOE@nintendo.de for further information.
Refer to the separate WiiWare marketing guidelines, available on the marketing download server and WarioWorld.com.

Nintendo DSi Shop (DSiWare)

Please contact eShop_NOE@nintendo.de for further information.
Refer to the NOE Visual Asset Guidelines, available on the marketing download server.

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