



N I N T E N D O
SWITCH™

Nintendo Switch™ BRAND GUIDE

EXTERNAL VERSION

2017.3 Ver. 2.2

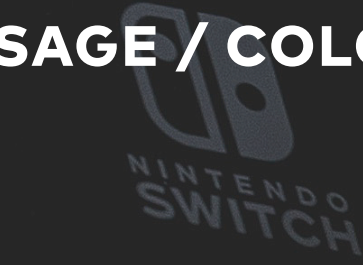
LOGO USAGE / COLORS / FONTS	03	ASSETS - PRIMARY VISUALS	14-16
LOGO MODEL	04	ASSETS - SECONDARY VISUALS	17-19
LOGO PROPORTION	05-06	ASSETS - PLAY STYLE VISUALS (WITH HAND)	20-23
MINIMAL SIZE	07	ASSETS - PLAY STYLE VISUALS	24-26
CLEAR SPACE	08	ASSETS - OTHER ASSETS	27-32
COMBINED LOGOS	09	DESIGN SAMPLES	33-36
COLORS	10	LEGAL INFORMATION	37
COLOR PERCENTAGE	11		
FONTS	12		
VIDEO IDENTITY	13		

UPDATE HISTORY

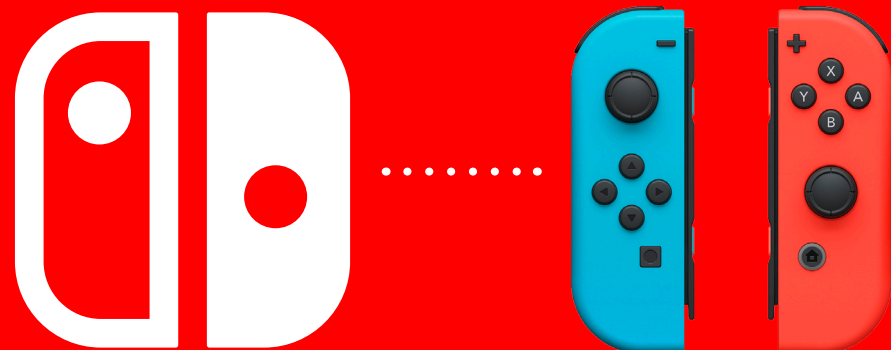
DATE	VERSION	PAGE NO.	UPDATE DETAILS
2016.10	1.0	-	-Publish(Interim version)
2016.11	2.0		-Update(Interim version)
2017.1	2.1		-LOGO MODEL, LOGO PROPORTION, COMBINED LOGOS, COLORS, COLOR PERCENTAGE, FONTS, VIDEO IDENTITY, BRAND EXAMPLES & ASSETS, DESIGN SAMPLES, LEGAL INFORMATION
2017.3	2.2		-DESIGN SAMPLES



LOGO USAGE / COLORS / FONTS



ICON



This symbol uses Joy-Con™ as a motif, which is a new element of Nintendo Switch.

WORD MARK

Conveys the history and reputation of Nintendo.

N I N T E N D O
S W I T C H™

- Do not separate "NINTENDO" and "SWITCH".
- Do not use "SWITCH" as a verb to describe features of the console.

LOGO - PROPORTION

RED VIGNETTE LOGO (PRIMARY)

.....



STANDARD LOGO (WITHOUT VIGNETTE)

.....



Normally, use the color white when applying the standard logo without the vignette.

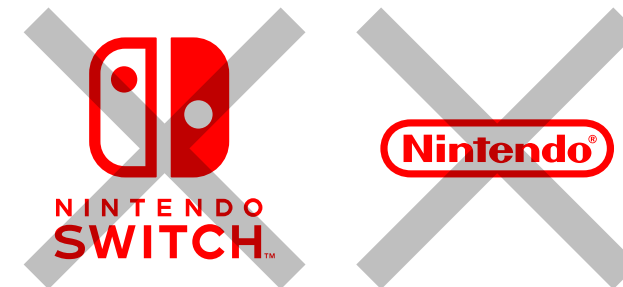
SINGLE COLOR LOGO

.....

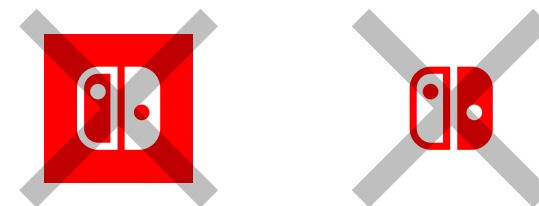


PROHIBITED USE

.....



Do not apply red to the logo.



Do not use icon by itself.

PRIMARY FORM



It is recommended to use this logo in primary form which can appeal icon strongly/effectively.

SECONDARY FORM



Please use this logo only when you cannot use the primary logo due to limited space.

RED VIGNETTE LOGO (PRIMARY)



MINIMUM 16mm



STANDARD LOGO (WITHOUT VIGNETTE)

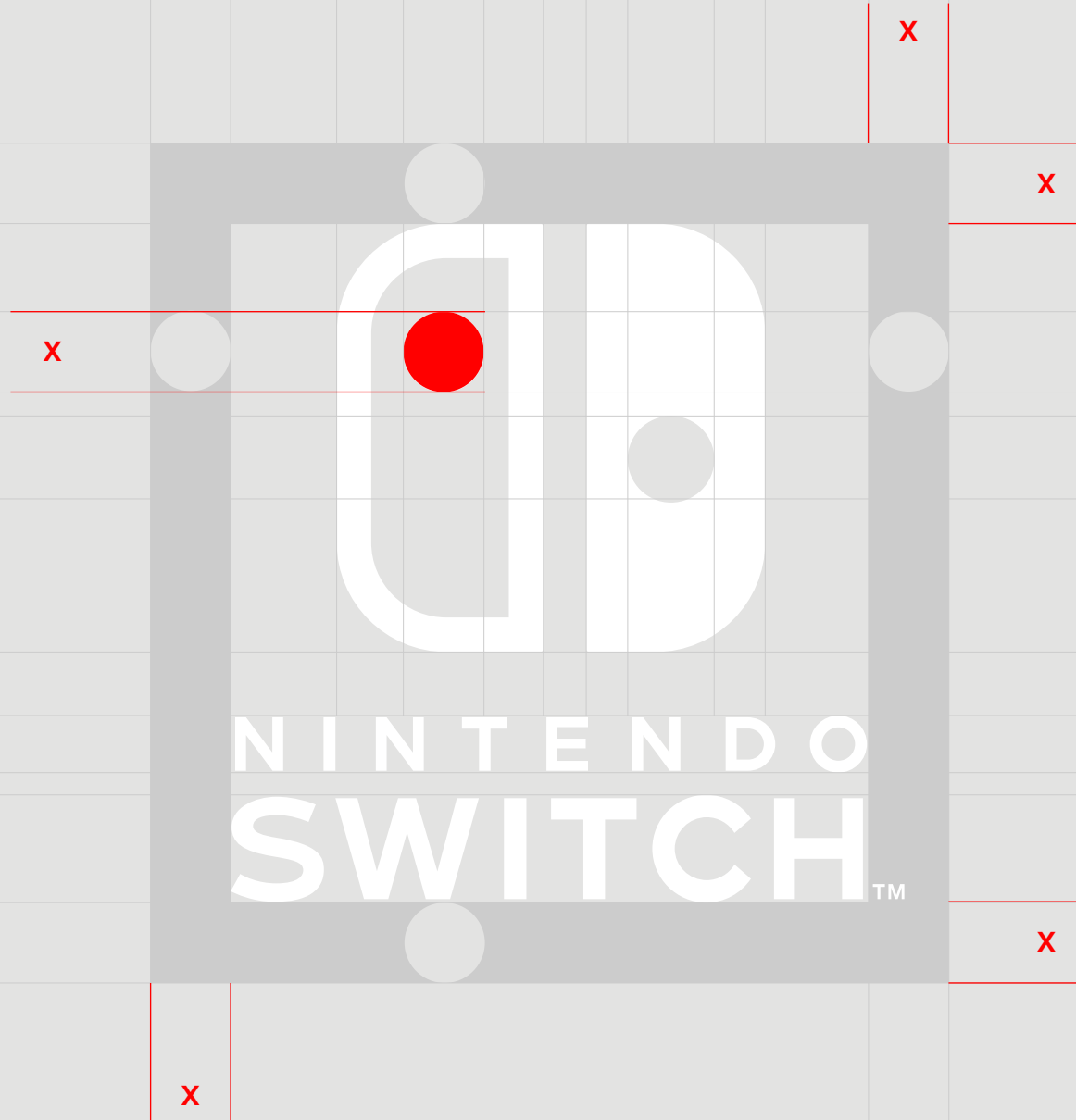


MINIMUM 12mm



CLEAR SPACE

A minimum amount of clear space must surround the logo as indicated by the gray box. The width of the gray box is the same as the "dots" of the icon element, shown as "X".

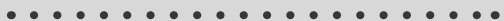




COMBINED LOGOS



COLORS



SINGLE COLORS



BASE COLORS



Nintendo RED
(PRIMARY COLOR)

CMYK
C0 M100 Y100 K0
RGB - sRGB color (ONLINE)
R230 G0 B18
RGB - Adobe RGB color (ONLINE)
R197 G0 B25
RGB - sRGB color (MOVIE)
R228 G18 B23
HEX
#e60012
PANTONE
485C



WHITE

CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
HEX
#ffffff

ACCENT COLORS



CHARCOAL
BLACK

CMYK
C0 M0 Y0 K90
RGB
R60 G60 B60
HEX
#3c3c3c
PANTONE
Black 7C



DARK GRAY

CMYK
C0 M0 Y0 K75
RGB
R102 G102 B102
HEX
#646464
PANTONE
Cool Gray 10C



TURQUOISE

CMYK
C85 M0 Y50 K0
RGB
R62 G182 B160
HEX
#3eb6a0



YELLOW

CMYK
C15 M0 Y100 K0
RGB
R245 G248 B28
HEX
#f5f81c



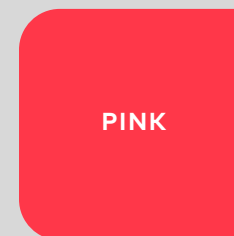
Nintendo GRAY

CMYK
C0 M0 Y0 K50
RGB
R140 G140 B140
HEX
#8c8c8c
PANTONE
Cool Gray 8C



ULTRAMARINE

CMYK
C85 M75 Y0 K0
RGB
R57 G70 B160
HEX
#3946a0

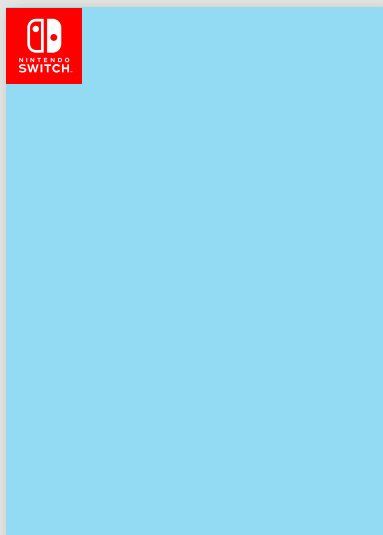


PINK

CMYK
C0 M85 Y50 K0
RGB
R215 G60 B92
HEX
#d73c5c

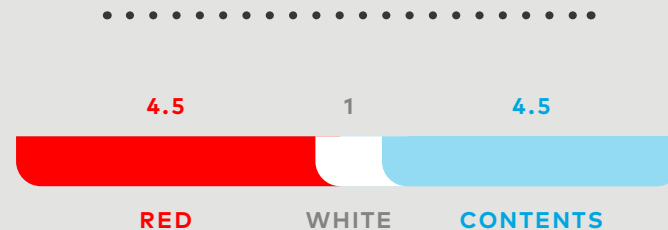
COLOR PERCENTAGE - Nintendo Switch LOGO

TYPE A (STANDARD)



This is to appeal "content" preferentially.
Please use this as a standard layout when
you create promotional materials for
software etc.

TYPE B



This is to appeal "Red" and "content" equally.
Please use this when you appeal Nintendo
Switch platform preferentially.



Roboto

HEAD LINE

.....

Roboto - Bold

1234567890 Nintendo Switch
ABCDEFGHIJK abcdefghijk

BODY COPY

.....

Roboto - Medium

1234567890 Nintendo Switch
ABCDEFGHIJK abcdefghijk

VIDEO IDENTITY

Please show the animated Nintendo Switch intro at the beginning and create an end slate which contains: Publisher logo, game title, Nintendo Switch logo, Nintendo Switch legal lines and Nintendo eShop logo (for digital games).

If the video is for the Nintendo eShop please do not show any age ratings because they will be added automatically on the Nintendo eShop.

If the video is for use on the internet please show the respective age rating of your game at the beginning before the animated intro.

Please note that it is the responsibility of each publisher to be in compliance with all relevant Age Ratings necessary for each country.

START →

END

animated Nintendo Switch intro

Main content

End slate



1 second + 20 frames

Video formats for Nintendo eShop:

30 fps version:

Resolution: 1280 x 720 px

Frame Rate: 29.97 fps

Video Bitrate (Target): 4000 kbps

Video Bitrate (Maximum): 4500 kbps

Keyframe Distance (frames): 60

File Format: mp4

or

60 fps version:

Resolution: 1280 x 720 px

Frame Rate: 59.94 fps

Video Bitrate (Target): 7300 kbps

Video Bitrate (Maximum): 8000 kbps

Keyframe Distance (frames): 60

File Format: mp4



PRIMARY VISUALS



ASSETS - PRIMARY VISUAL (Joy-Con COLOR : NEON BLUE, NEON RED)



HACS_001_heroBR01_R_ad-0

ASSETS - PRIMARY VISUAL (Joy-Con COLOR : GRAY)



HACS_001_heroGG03_R_ad-0



SECONDARY VISUALS

ASSETS - SECONDARY VISUALS (Joy-Con COLOR : NEON BLUE, NEON RED)



TV mode

HACS_001_imgePL01_BR_R_ad-0
HACS_001_imgePL01_BR2_R_ad-0

Please use "TV mode" if you need to choose one shot.



Tabletop mode

HACS_001_imgePL02_BR_R_ad-0



Handheld mode

HACS_001_imgePL03_BR_R_ad-0

ASSETS - SECONDARY VISUALS (Joy-Con COLOR : GRAY)



TV mode

HACS_001_imgePL01_GG_R_ad-0
HACS_001_imgePL01_GG2_R_ad-0

Please use "TV mode" if you need to choose one shot.



Tabletop mode

HACS_001_imgePL02_GG_R_ad-0



Handheld mode

HACS_001_imgePL03_GG_R_ad-0

A photograph showing two people playing Mario Kart on a Nintendo Switch. The person on the left is holding the console, and the person on the right is also holding it. The screen displays a race track with three racers: Mario, Luigi, and Peach. The background is a dimly lit room with a desk and some papers.

PLAY STYLE VISUALS (WITH HAND)

Joy-Con™



HACS_001_play06_GA_R_ad-0



HACS_001_play08_GG_R_ad-0



HACS_001_play05_GA_R_ad-0



HACS_001_play08_BR_R_ad-0



HACS_001_play06_BA_R_ad-0



HACS_001_play05_RA_R_ad-0

Joy-Con™ + Joy-Con™ strap



HACS_001_play10_GK_R_ad-0



HACS_001_play09_GGK_R_ad-0



HACS_001_play11_GK_R_ad-0



HACS_001_play09_BRK_R_ad-0



HACS_001_play10_BK_R_ad-0



HACS_001_play07_GGK_R_ad-0



HACS_001_play11_RK_R_ad-0



HACS_001_play07_BRK_R_ad-0

Joy-Con™ + Joy-Con™ grip

.....



HACS_001_play01_GG_R_ad-0

Nintendo Switch™ Pro Controller

.....



HACS_001_play03_KA_R_ad-0

Nintendo Switch™ console (Handheld mode)

.....



HACS_001_play04_GG_R_ad-0

Joy-Con™ Wheel

.....



HACS_001_play01_BR_R_ad-0



HACS_001_play12_GA_R_ad-0

HACS_001_play13_GA_R_ad-0



HACS_001_play12_BA_R_ad-0

HACS_001_play13_RA_R_ad-0



HACS_001_play04_BR_R_ad-0

ASSETS - PLAY STYLE VISUALS (WITH HAND)

*Background colors can be changed into gray, ultramarine, yellow, turquoise and pink.

Nintendo Switch™ console + Nintendo Switch™ dock



HACS_001_play14_GG_R_ad-0



HACS_001_play15_GG_R_ad-0

Joy-Con™ + Joy-Con™ grip



HACS_001_play16_GG_R_ad-0

Nintendo Switch™ console



HACS_001_USplay17_R_ad-0



HACS_001_play14_BR_R_ad-0



HACS_001_play15_BR_R_ad-0



HACS_001_play16_BR_R_ad-0

A man and a woman are shown in a living room, both smiling and holding video game controllers. The woman is on the left, wearing a light pink t-shirt and blue jeans, holding a red and white controller. The man is on the right, wearing a blue t-shirt and glasses, holding a blue controller. They are standing in front of a brick wall with a white shelf holding various scissors. A wooden cabinet with glass doors is visible on the right side of the frame.

PLAY STYLE VISUALS

TV mode



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX01_01_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX01_02_R_ad-1

Joy-Con (GRAY) :

HACS_001_imgeEX01_07_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX01_03_R_ad-1

Joy-Con (GRAY) :

HACS_001_imgeEX01_08_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX01_04_R_ad-1

Joy-Con (GRAY) :

HACS_001_imgeEX01_09_R_ad-1



HACS_001_imgeEX01_05_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX01_06_R_ad-1

Joy-Con (GRAY) :

HACS_001_imgeEX01_10_R_ad-1

Tabletop mode

Handheld mode



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX02_01_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX02_02_R_ad-1

Joy-Con (GRAY) :

HACS_001_imgeEX02_08_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX02_03_R_ad-1

Joy-Con (GRAY) :

HACS_001_imgeEX02_09_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX03_01_R_ad-1

Joy-Con (GRAY) :

HACS_001_imgeEX03_02_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :

HACS_001_imgeEX02_04_R_ad-1

Joy-Con (GRAY) :

HACS_001_imgeEX02_10_R_ad-1



HACS_001_imgeEX02_06_R_ad-1

HACS_001_imgeEX02_07_R_ad-1



HACS_001_imgeEX02_05_R_ad-1

A group of people are sitting on the floor in a dimly lit room, playing video games. In the foreground, a person is holding a black Nintendo Switch controller. In the background, several other people are also playing games, some using handheld consoles. A Nintendo Switch console is visible on the floor in the bottom-left corner.

OTHER ASSETS

Joy-Con™



HACA_01516_imgeGG_F_R_ad-0



HACA_01516_imgeGG_ALL_R_ad-0



HACA_01516_imgeBB_ALL_R_ad-0



HACA_01516_imgeBR_F_R_ad-0



HACA_01516_imgeRR_ALL_R_ad-0

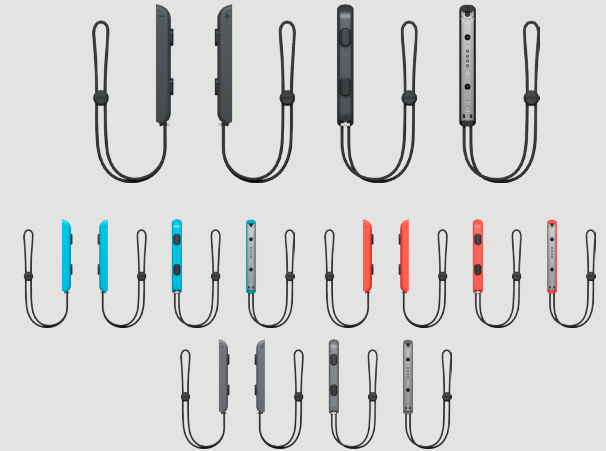
Joy-Con™ + Joy-Con™ strap



HACA_01514_imgeGK_F_R_ad-0



HACA_01514_imgeBRK_F_R_ad-0



HACA_014_imgeKA_ALL_R_ad-0
HACA_014_imgeBA_ALL_R_ad-0, HACA_014_imgeRA_ALL_R_ad-0
HACA_014_imgeGA_ALL_R_ad-0



HACA_01514_imgeGGB_F_R_ad-0, HACA_01514_imgeGGG_F_R_ad-0,
HACA_01514_imgeGGR_F_R_ad-0



HACA_01514_imgeBBK_F_R_ad-0, HACA_01514_imgeBBB_F_R_ad-0,
HACA_01514_imgeBBG_F_R_ad-0, HACA_01514_imgeBBR_F_R_ad-0



HACA_01514_imgeRRK_F_R_ad-0, HACA_01514_imgeRRB_F_R_ad-0,
HACA_01514_imgeRRG_F_R_ad-0, HACA_01514_imgeRRR_F_R_ad-0

Joy-Con™ + Joy-Con™ grip



HACA_011_imgeGG_F_R_ad-0



HACA_011_imgeGG_B_R_ad-0



HACA_011_imge_F_R_ad-0, HACA_011_imge_B_R_ad-0



HACA_011_imgeBR_F_R_ad-0



HACA_011_imgeBR_B_R_ad-0

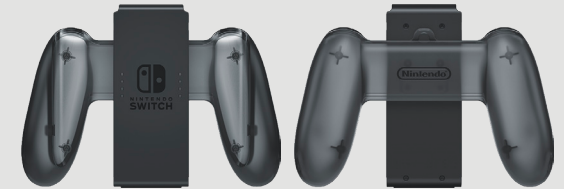
Joy-Con™ + Joy-Con™ charging grip



HACA_012_imgeGG_F_R_ad-0



HACA_012_imgeGG_B_R_ad-0



HACA_012_imge_F_R_ad-0, HACA_012_imge_B_R_ad-0



HACA_012_imgeBR_F_R_ad-0



HACA_012_imgeBR_B_R_ad-0

Nintendo Switch™ Pro Controller

Joy-Con™ Wheel



HACA_013_imgeKA_F_R_ad-0



HACA_017_imgeGG_F_R_ad-0



HACA_013_imgeKA_B_R_ad-0



HACA_017_imgeBR_F_R_ad-0



Nintendo Switch™ console + Nintendo Switch™ dock



HACS_00107_imgeGG_F_02_R_ad-0



HACS_00107_imgeGG_B_02_R_ad-0



HACS_00107_imgeBR_F_02_R_ad-0



HACS_00107_imgeBR_B_02_R_ad-0

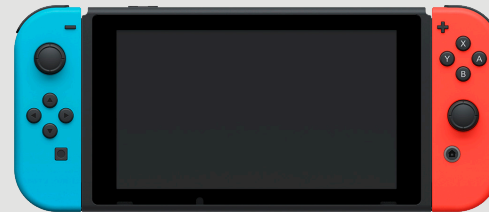
Nintendo Switch™ console



HACS_001_imgeGG_F_01_R_ad-0



HACS_001_USImgeGG_B_01_R_ad-0

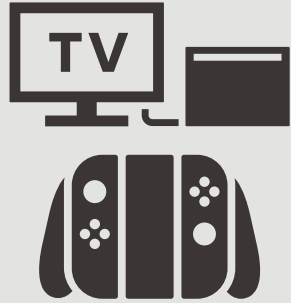


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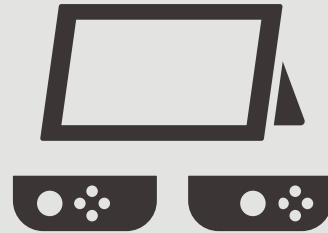
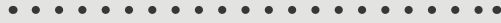


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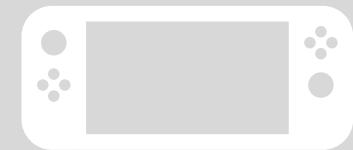
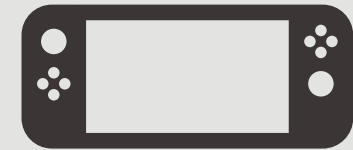
TV mode



Tabletop mode



Handheld mode





DESIGN SAMPLES







When using "Nintendo Switch" and "Joy-Con" for the first time in a sentence, please add TM to "Nintendo Switch" and "Joy-Con".
 When using assets, please add Nintendo Switch legal lines "© 2017 Nintendo. Nintendo Switch and Joy-Con are trademarks of Nintendo." somewhere.

APPROVED USE	NOT APPROVED USE
Nintendo Switch™ console	Nintendo Switch console
Joy-Con™ Joy-Con™ (R) Joy-Con™ (L) Joy-Con™ grip Joy-Con™ charging grip Joy-Con™ strap	Joy-Con Joy-Con (R) Joy-Con (L) Joy-Con grip Joy-Con charging grip Joy-Con strap
Nintendo Switch™ dock Nintendo Switch™ AC adapter Nintendo Switch™ Pro Controller	Nintendo Switch dock Nintendo Switch AC adapter Nintendo Switch Pro Controller