

# Nintendo eShop

NINTENDO eShop LOGO STYLE GUIDE  
2017.09 Ver. 1.0

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## UPDATE HISTORY

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## PRIMARY LOGO / COLOR

COLOR LOGO



Nintendo eShop

WHITE LOGO



Nintendo eShop

COLOR

PANTONE

144C

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

■ Please note that the Nintendo eShop logo does not have a vignette.

## OPTIONAL LOGO

When using the icon with the logo, please use these versions.

ICON + COLOR LOGO



ICON + WHITE LOGO



## STACKED LOGO

When sizing the logo be sure the logo is legible.

Use this version of the logo only when horizontal space is limited.

STACKED LOGO



ICON + STACKED LOGO



## OLD LOGO

This is the former Nintendo eshop logo.

Please do not use this logo for materials launched after March 2017 (Nintendo Switch launch).



Nintendo eShop



Nintendo eShop



Shopping bag icon Nintendo eShop



Nintendo eShop Shopping bag icon

INCORRECT USE



- Please use the new PRIMARY LOGO for all new material launched after March 2017 (Nintendo Switch launch).
- It is not necessary to revise the OLD LOGO that are already in the market.
- There might be some OLD LOGO used in the Nintendo 3DS / Wii U Application Software, but it is not necessary to revise it.

# RECOMMENDED EXPRESSIONS BY BACKGROUND

**Nintendo eShop**

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**Nintendo eShop**

**Nintendo eShop**

**Nintendo eShop**



STACKED LOGO



OPTIONAL LOGO



STACKED OPTIONAL LOGO





# INCORRECT USE



Nintendo eShop

ADDING A BORDER  
AROUND THE LETTERS



Nintendo eShop

EXCESSIVE GLOW EFFECT  
RESEMBLING A BORDER



Nintendo eShop

DROP SHADOW  
RESEMBLING A BORDER



eShop

PARTIAL USE OF THE LOGO



Nintendo eShop

A LAYOUT THAT  
VIOLATES THE CLEAR SPACE RULE



Nintendo eShop

CHANGING THE COLOR