



internal brand guidelines

who is nintendo

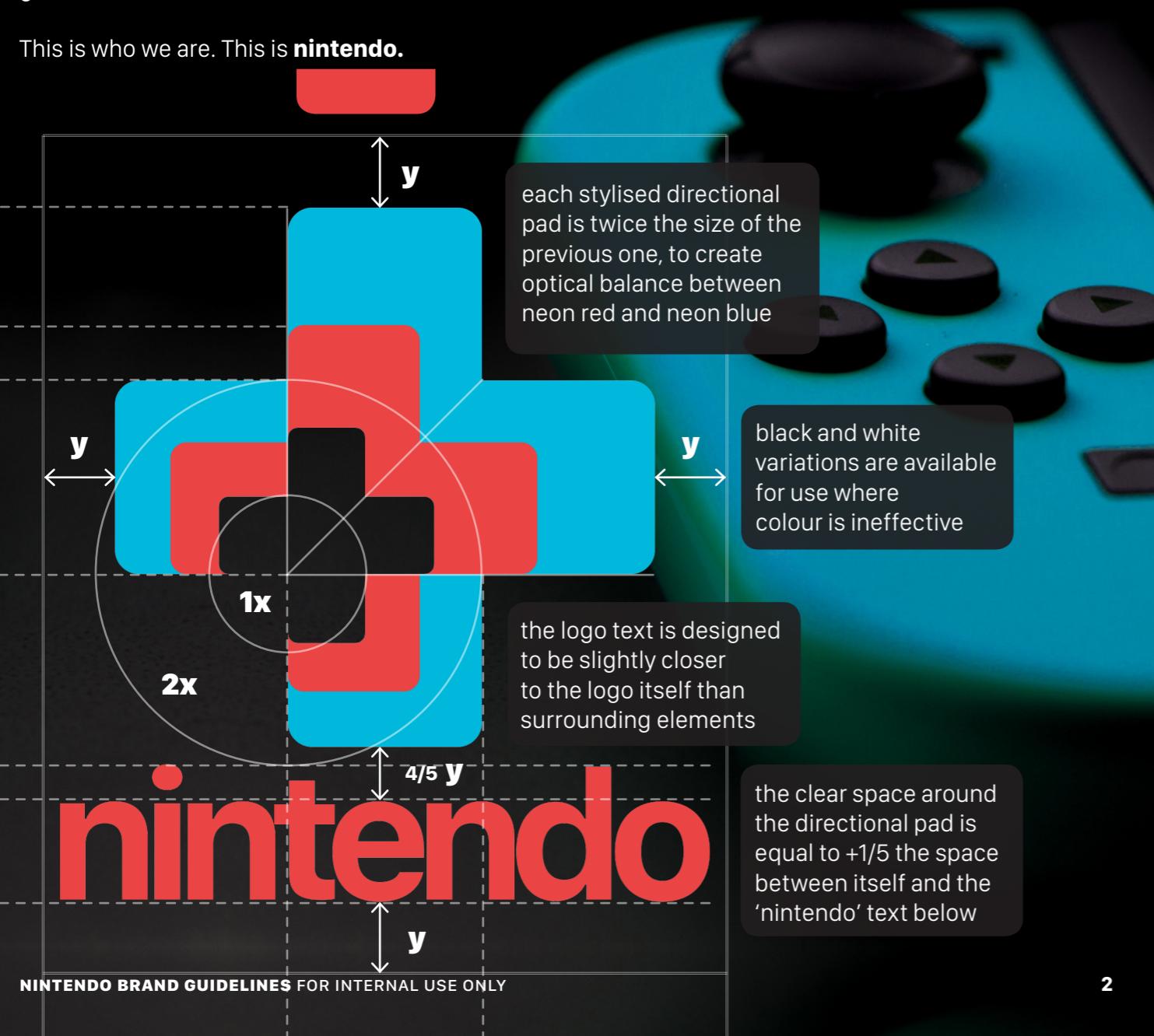
Nintendo has been revolutionising fun for over 130 years, developing its status as both a visionary and pioneering game company.

Nintendo has always maintained utmost respect for its customers, advocating for accessibility to fun for all; never discriminating. Nintendo values the customer above all else, and therefore the experience the customer has above all else.

Our brand incorporates elements of this rich and iconic history; the use of the innovative directional pad in our logo, the bright, modern colours of the Nintendo Switch utilised in all of our marketing and promotional materials, and, perhaps most importantly, the fun that Nintendo is known for is made prevalent in every Nintendo produced product or material.

Our brand reflects our everlasting mission to bring unique, accessible and unforgettable experiences to as many people as possible, and acts as a continuation of our promise to do the same for future generations.

This is who we are. This is **nintendo**.



logo variants

Instantly noticeable, instantly Nintendo.

The logo must be instantly recognisable and must adhere to the following guidelines. The full colour logo must be used in every situation unless it is ineffective from a design standpoint. Black and white variants of the logo are available for these specific situations.



LOGO ISN'T OBSCURED

WHITE LOGO OR BLACK LOGO USED INSTEAD OF COLOUR LOGO



colour palette

NEON RED

Vibrant, classic Nintendo red.

An iconic colour of Nintendo's, a callback to the days of the NES and the red 'racetrack' logo.

Neon red should be used predominantly as the primary colour, but neon blue must also be considered in designs.

CMYK

2 90 76 0

RGB

235 65 68

HEX

#eb4144

NEON BLUE

Modern, inviting Nintendo blue.

Another iconic colour, but from contemporary Nintendo; the Switch. Neon blue should be used in tandem with neon red, acting as the secondary colour; the two must always be optically balanced on the page/design.

CMYK

71 4 10 0

RGB

2 183 218

HEX

#00b8db

FONT VARIANTS

The approachable, sans-serif San Francisco typeface.

All type (except body text) should be in lowercase (as is the logo text) to reflect Nintendo's approachability as a brand. San Francisco must be used in its Compact Display variant for all smaller type, enabling increased legibility.

San Francisco must be used in its Pro Display variant for headings and optically large scale type; as it is designed to be viewed at larger sizes and to be more eye catching.

SIZE: 12
WEIGHT: LIGHT
KERNING: 0

SIZE: 15
WEIGHT: BOLD
KERNING: -30

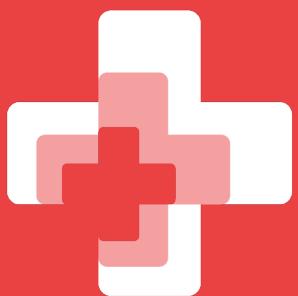
SIZE: 20
WEIGHT: BLACK
KERNING: -30

SIZE: 30
WEIGHT: BOLD
KERNING: -30

SIZE: 60
WEIGHT: BLACK
KERNING: -30



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nintendo