



# Brand Guidelines at-a-Glance

## PRIMARY LOGO

### FOUR-COLOR LOGO



- Please leave a buffer of “safe area” around the logo, approximately equal to the size of the “o” in the Hasbro logo font.
- The logo should never be shown smaller than ½-inch.
- Always show the logo at its required 16-degree angle.



The logo contains a white border that must be utilized in every application.

## IMPROPER USAGE



- Do not remove the smile
- Do not remove the badge shape

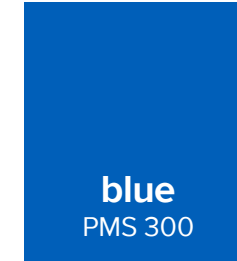


- Do not modify the colors of the logo



- Do not remove the white border

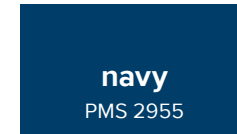
## PRIMARY COLOR



C.100 M.50 Y.0 K.0  
R.0 G.94 B.184  
HEX: 005EB8

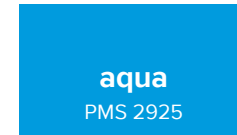
blue  
PMS 300

## SECONDARY COLORS



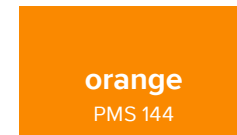
C.100 M.55 Y.10 K.48  
R.0 G.60 B.105  
HEX: 003C69

navy  
PMS 2955



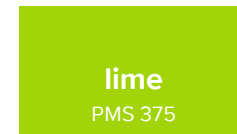
C.84 M.21 Y.0 K.0  
R.0 G.152 B.219  
HEX: 0098DB

aqua  
PMS 2925



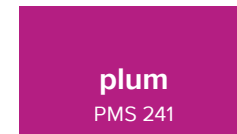
C.0 M.51 Y.100 K.0  
R.237 G.139 B.0  
HEX: ED8B00

orange  
PMS 144



C.46 M.0 Y.90 K.0  
R.151 G.215 B.0  
HEX: 97D700

lime  
PMS 375



C.30 M.100 Y.2 K.2  
R.175 G.22 B.133  
HEX: AF1685

plum  
PMS 241

## Questions?

Contact Jamee Farinella for any brand related questions at [jamee.farinella@hasbro.com](mailto:jamee.farinella@hasbro.com)