



# GLOBAL BRAND GUIDE

## TABLE OF CONTENTS

Logo with Registration Mark	<b>3</b>
Logo without Registration Mark	<b>4</b>
Logos for Asia	<b>5</b>
“Licensed by” Logo Lock-up	<b>6</b>
Logo Guidelines	<b>7</b>
Logo Do’s & Don’ts	<b>8</b>
Primary Color	<b>9</b>
Secondary Colors	<b>10</b>
Color Usage Ratio	<b>11</b>
Typography	<b>12</b>

## Logo **with** Registration Mark

In the U.S. and Canada, the logo with the ® symbol should be used on the following:

- Product packaging, instruction sheets, sewn-in labels for toys and games
- Gaming, digital/mobile apps
- Television and film programming
- Brand and product advertising including: displays, outdoor/environmental, television, print and email for toys & games
- Point of purchase displays
- Pop-up retail kiosks

When using the logo at a very large size (trade shows/environmental), the ® symbol should be re-proportioned to a smaller size, keeping in mind that it should always be legible without being intrusive.

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

### PRIMARY LOGO

#### FOUR-COLOR LOGO



#### ONE-COLOR WHITE LOGO

The one-color white logo can **ONLY** be used when printing on blue.



### SECONDARY LOGO

#### ONE-COLOR LOGO PMS 2925



**Only use the one-color logo when four-color printing is not an option.**

## Logo **without** Registration Mark

The Hasbro logo without the ® symbol should be used on the following:

- Internal & External Event Graphics
- Facilities Signage
- Corporate Communications Messaging & Graphics
- Presentation Templates
- Stationery: letterhead, envelopes & business cards

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

### PRIMARY LOGO

#### FOUR-COLOR LOGO



### SECONDARY LOGO

#### ONE-COLOR LOGO PMS 2925



### ONE-COLOR WHITE LOGO

The one-color white logo can **ONLY** be used when printing on blue.



**Only use the one-color logo when four-color printing is not an option.**

## Logos for Asia

The Hasbro Asia logos follow all the same usage guidelines outlined on pages 7–8.

### Taiwan and China

For Taiwan and China, use the logos shown on this page. Always make sure that the characters lock up with the logo and are never used separately.

**The ® symbol should never be used on any of the logos for Asia.**

### TAIWAN

#### FOUR-COLOR LOGO



#### ONE-COLOR LOGO PMS 2925



### CHINA

#### FOUR-COLOR LOGO



#### ONE-COLOR LOGO PMS 2925



**Only use the one-color logo when four-color printing is not an option.**

## Licensed Logo Lock-up

The Licensed logos follow all the same usage guidelines outlined on **pages 7–8**.

This logo should appear on all materials and products licensed by Hasbro. The “Licensed by” text must never be changed, resized or moved.

**Please contact your Licensing Account Manager for usage guidelines.**

### PRIMARY LOGO

#### FOUR-COLOR LOGO

Licensed by



### SECONDARY LOGO

#### ONE-COLOR LOGO PMS 2925

Licensed by



### ONE-COLOR WHITE LOGO

The one-color white logo can **ONLY** be used when printing on blue.

Licensed by



**Only use the one-color logo when four-color printing is not an option.**

## Logo Guidelines

In order to best protect the integrity of the logo, please follow the guidelines below regarding safe area, minimum size and correct angle. These guidelines help to ensure the logo's clarity, legibility and consistency.

### SAFE AREA

Clarity is important for ensuring that our brand is recognized in every application. It is critical to maintain an appropriate amount of clear space around the logo.

Please leave a buffer of "safe area" around the logo, approximately equal to the size of the "o" in the Hasbro logo font.



### MINIMUM SIZE

The logo should never be used in sizes too small to be clearly legible. The logo should never be shown smaller than ½-inch.

When using the logo at ½-inch wide, the ® symbol should be re-proportioned to match the size of a 3pt capital "R" in Proxima Nova.



### CORRECT ANGLE

When installing the logo at an event or creating signage, always show the logo at its required 16-degree angle.



## Logo Do's & Don'ts

### Do's

- Use the four-color logo as your first choice
- Scale the logo proportionately
- Be certain you are using the correct version of the logo; see guidelines on [page 3–6](#)

### Don'ts

- Do not remove the smile
- Do not remove the badge shape
- Do not remove the white border
- Do not rotate the logo
- Do not stretch the logo
- Do not modify the colors of the logo
- Do not apply any effects
- Do not attempt to make the logo three-dimensional in any way
- Do not alter the transparency of the logo
- Do not make the logo smaller than ½-inch wide; see logo guidelines on [page 8](#)

### DO'S



### DON'TS





## Primary Color

Hasbro's primary color is PMS 300.

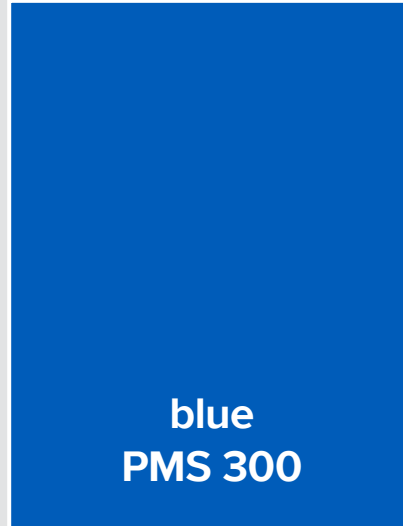
Please use only the provided PMS, CMYK, RGB or HEX values shown here.

See **page 11** for additional guidelines on using the color palette.

When preparing files for final production, always make sure that your color values are consistent with the values shown here.

**The primary gradient can be used for a variety of visual communication needs, as well as a graphic background element.**

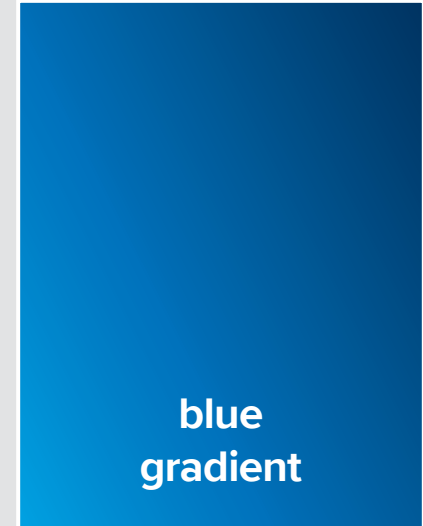
### PRIMARY COLOR



blue  
PMS 300

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

### PRIMARY GRADIENT



blue  
gradient

## Secondary Colors

All five secondary colors and gradients are used as accents to complement our primary color, PMS 300.

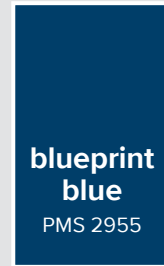
Please use only the provided PMS, CMYK, RGB or HEX values shown here.

See **page 11** for additional guidelines on using the color palette.

When preparing files for final production, always make sure that your color values are consistent with the values shown here.

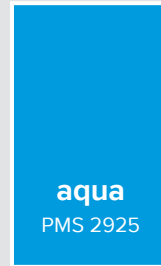
The secondary gradients can be used for a variety of visual communication needs as well as a graphic background element.

### SECONDARY COLORS



**blueprint blue**  
PMS 2955

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



**aqua**  
PMS 2925

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



**orange**  
PMS 144

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



**lime**  
PMS 375

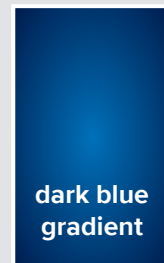
C.46 M.0 Y.90 K.0  
R.151 G.215 B.0  
HEX: 97D700



**plum**  
PMS 241

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

### SECONDARY GRADIENTS



**dark blue gradient**



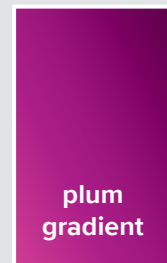
**aqua gradient**



**orange gradient**



**lime gradient**

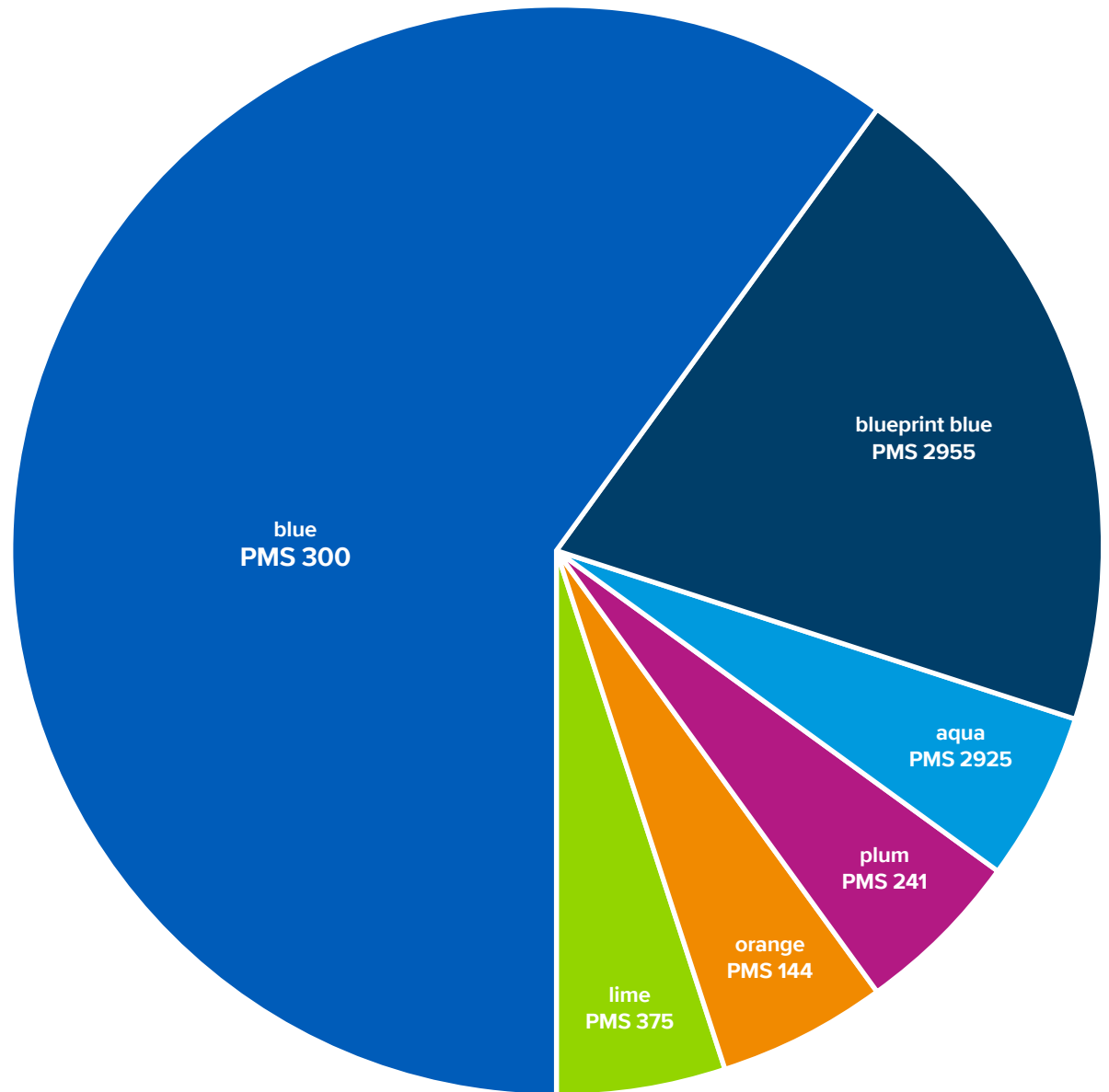


**plum gradient**

## Color Usage Ratio

Hasbro's primary color is **PMS 300** and should be used as the dominant color in all applications. The secondary colors are to be used as accents only and never without the primary color.

For all of your Hasbro-centric, branded communications, use the pie chart to the right to help guide you in balancing your usage of our primary blue with our secondary colors.



## Typography

Typography can be defined as the way letter forms are arranged and displayed in print or electronically.

A consistent brand look is key, including the typeface, which plays an important role in the appearance of our brand. Hasbro's primary font is **Proxima Nova (TT)**, which should be used on all corporate communications.

### PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789