GLOBAL BRAND GUIDELINES

Logo Guidelines

Hasbro Logo

Our logo is a core element of our brand identity. Consistent and correct usage strengthens brand recognition and protects brand integrity.

PRIMARY
FOUR-COLOR
LOGO

Hasbro Wordmark

Our wordmark is a distinctive typographic expression of our brand. Because it relies entirely on letterform integrity, careful handling in single-color and large-scale applications is essential to maintaining clarity and impact.

WORDMARK
ONE-COLOR
LOGO PMS 300

Logo Rules

- Only approved logo files should be used
- The logo contains a white border that must be utilized in every application
- Do not rotate
- Do not stretch, recreate, redraw or alter the logo in any way
- Do not modify the colors
- Do not alter the transparency

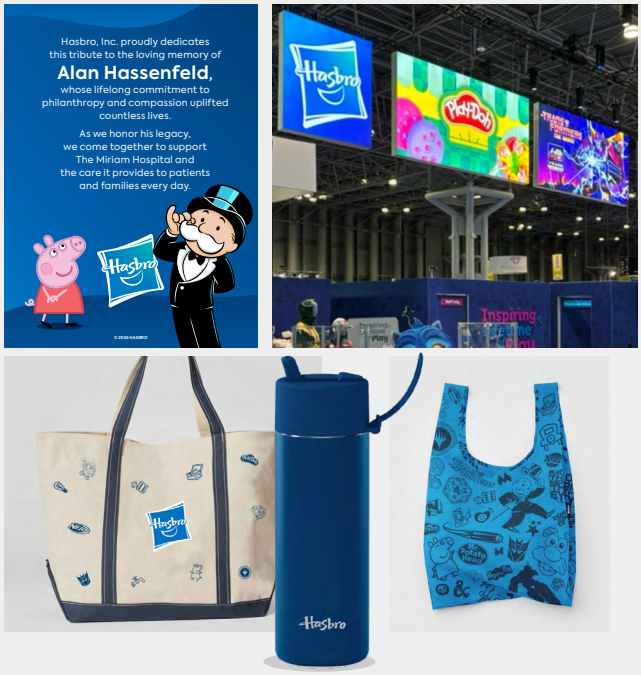
Color Swatches

Our corporate colors are a foundational element of our visual identity. They create immediate recognition, reinforce brand personality, and ensure consistency.

PRIMARY

PMS 300	C100 M0 Y0 K0	C100 M55 Y10 K48
C100 M50 Y0 K0 R0 G94 B184 005EB8	R0 G174 B239 00AEEF	R0 G60 B119 003C77

Application Examples



Contact the Corporate Brand Team, for any branding related questions at **jamee.farinella@hasbro.com**

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