GLOBAL BRAND GUIDE

UPDATED MARCH 2024

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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

> Point of purchase displays

> Commercial advertising

When using the logo at a very large size 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 300

⊙

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 & extenal event graphics

> Facilities signage

> Corporate communications messaging & graphics

> Presentation templates

> Stationery: letterhead, envelopes & business cards

> Television and film programming

> Brand and product advertising including: displays, outdoor/environmental, television, print and email for toys & games

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 300

(!)

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 5-6**.

Taiwan and China

For Taiwan and China, use the logos shown on this page. Never separate the characters lock up from the logo.

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

TAIWAN

FOUR-COLOR LOGO

ONE-COLOR LOGO
PMS 300

CHINA

FOUR-COLOR LOGO

ONE-COLOR LOGO
PMS 300

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

Licensed Logo Lock-up

The Licensed logos follow the same usage guidelines outlined on **pages 5-6**.

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

PRIMARY LOGO

FOUR-COLOR LOGO

Licensed by

ONE-COLOR WHITE LOGO

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

Licensed by

SECONDARY LOGO

ONE-COLOR LOGO
PMS 300

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.

"o" from letterform

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.

½-inch

½-inch

CORRECT ANGLE

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

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 **pages 1-5**

Don'ts

> Do not remove the smile from the logo

> 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 5**

DO'S

DON'TS

Primary Color

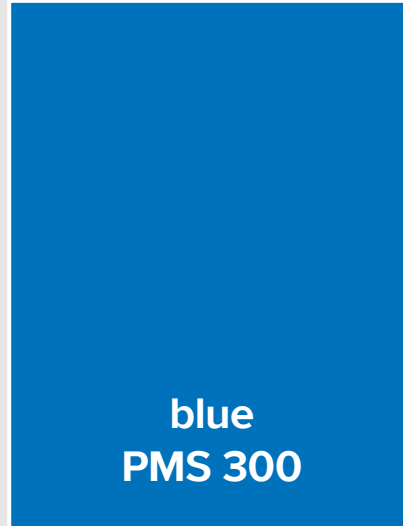Hasbro's primary color is **PMS 300**.

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

See **page 9** 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.
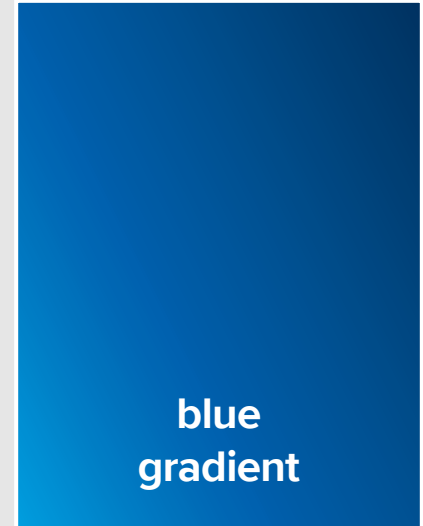
The primary gradient can be used for a variety of visual communication needs, as well as a graphic background element.

PRIMARY COLOR

blue
PMS 300

C.100 M.50 Y.0 K.0
R.0 G.114 B.188
0072BC

PRIMARY GRADIENT

blue
gradient

Secondary Colors and Gradients

All seven secondary colors and gradients should be used as accents to complement our primary color, PMS 300.

See **page 9** 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.

Additional secondary gradients are available for limited use, refer to color wheel on **page 9**.

SECONDARY COLORS

| c100 m20 y0 k0	c50 m0 y100 k0	c0 m22 y100 k0	c0 m50 y100 k0	c20 m100 y10 k0	c69 m69 y2 k2	c100 m55 y10 k48
R.0 G.149 B.218 0095DA	R.141 G.198 B.63 8DC63F	R.255 G.199 B.9 FFC709	R.247 G.148 B.29 F7941D	R.199 G.24 B.130 C71882	R.98 G.93 B.163 625DA3	R.0 G.62 B.105 003E69

SECONDARY GRADIENTS

gradient_ aqua_ cmyk.ai	gradient_ green_ cmyk.ai	gradient_ yellow_ cmyk.ai	gradient_ orange_ cmyk.ai	gradient_ plum_ cmyk.ai	gradient_ purple _cmyk.ai	gradient_ navy_ cmyk.ai

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-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.
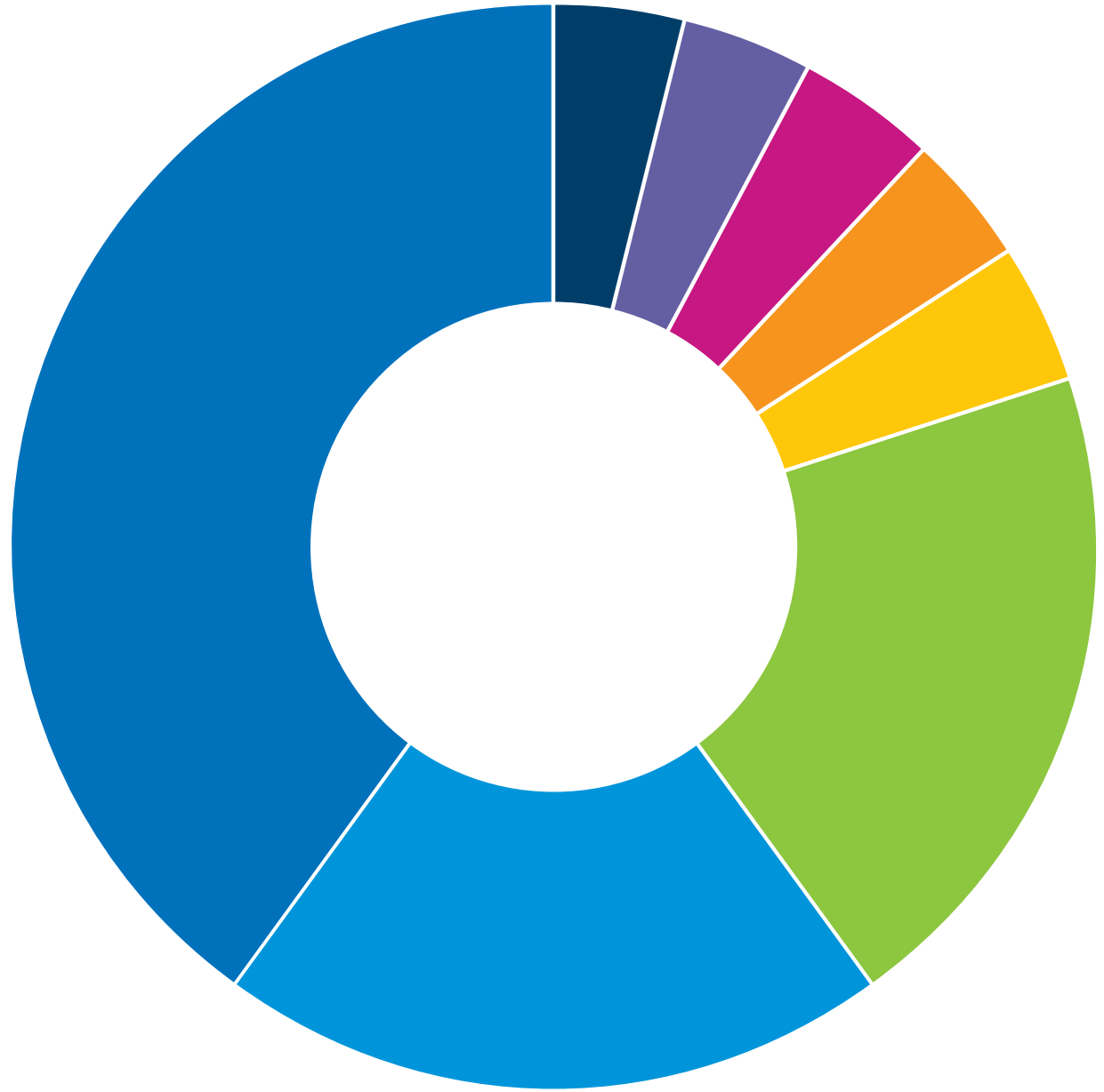
Typography

A consistent brand look is key, including the typeface. 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

Questions?

Contact Corporate Design, for any branding related questions at **CorporateBranding@hasbro.com**