



N I N T E N D O
S W I T C H™

Nintendo Switch™ BRAND GUIDE

EXTERNAL VERSION

2020.4 Ver. 2.3



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UPDATE HISTORY

DATE	VERSION	PAGE NO.	UPDATE DETAILS
2016.10	1.0	-	-Publish (Interim version)
2016.11	2.0		-Update (Interim version)
2017.1	2.1		-LOGO MODEL, LOGO PROPORTION, COMBINED LOGOS, COLORS, COLOR PERCENTAGE, FONTS, VIDEO IDENTITY, BRAND EXAMPLES & ASSETS, DESIGN SAMPLES, LEGAL INFORMATION
2017.3	2.2		-DESIGN SAMPLES
2020.4	2.3		-REMOVAL OF WHITE LOGO WITH BLACK VIGNETTE AND LEGAL LINE UPDATE



LOGO USAGE / COLORS / FONTS





ICON



This symbol uses Joy-Con™ as a motif, which is a new element of Nintendo Switch.

WORD MARK



Conveys the history and reputation of Nintendo.



NINTENDO
SWITCH™

- Do not separate "NINTENDO" and "SWITCH".
- Do not use "SWITCH" as a verb to describe features of the console.

RED VIGNETTE LOGO (PRIMARY)

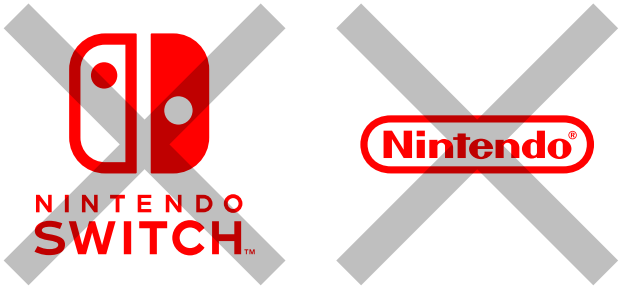


STANDARD LOGO (WITHOUT VIGNETTE)

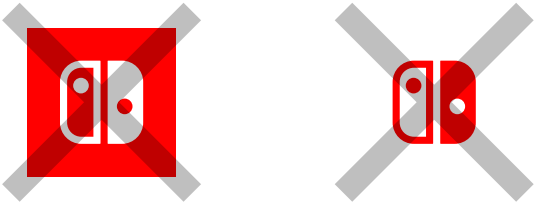


Please use the color white when applying the standard logo without the vignette.

PROHIBITED USE



Do not apply red to the logo.



Do not use icon by itself.

PRIMARY FORM



It is recommended to use this logo in primary form which can appeal icon strongly/effectively.

SECONDARY FORM



Please use this logo only when you cannot use the primary logo due to limited space.



MINIMAL SIZE

RED VIGNETTE LOGO (PRIMARY)



MINIMUM 16mm



STANDARD LOGO (WITHOUT VIGNETTE)

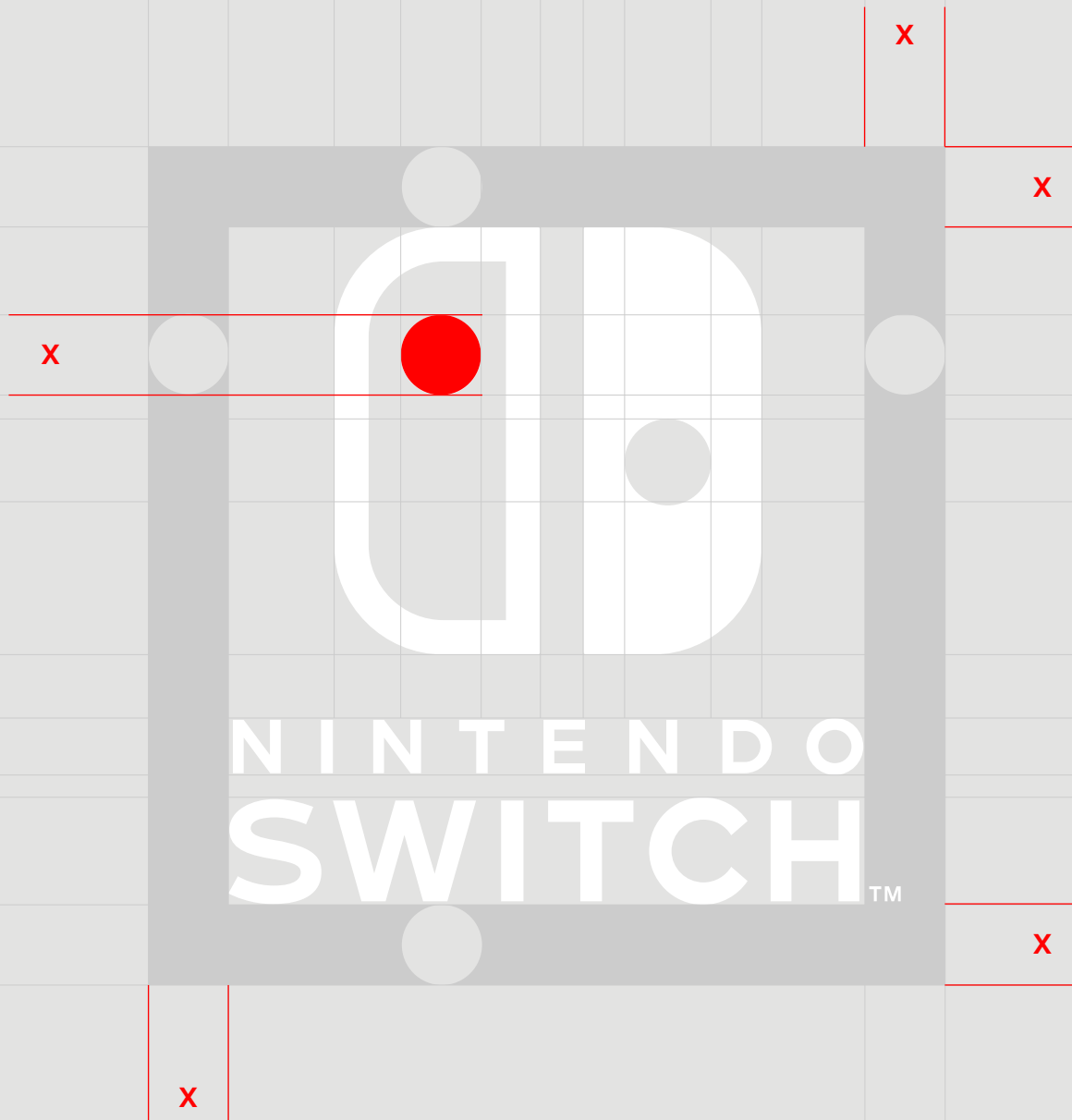


MINIMUM 12mm



CLEAR SPACE

A minimum amount of clear space must surround the logo as indicated by the gray box. The width of the gray box is the same as the "dots" of the icon element, shown as "X".





COMBINED LOGOS



COLORS

.....



SINGLE COLOR

.....



BASE COLORS



Nintendo RED
(PRIMARY COLOR)

CMYK
C0 M100 Y100 K0
RGB - sRGB color (ONLINE)
R230 G0 B18
RGB - Adobe RGB color (ONLINE)
R197 G0 B25
RGB - sRGB color (MOVIE)
R228 G18 B23
HEX
#e60012
PANTONE
485C

WHITE

CMYK
C0 M0 Y0 K0
RGB
R255 G255 B255
HEX
#ffffff

ACCENT COLORS



CHARCOAL
BLACK

CMYK
C0 M0 Y0 K90
RGB
R60 G60 B60
HEX
#3c3c3c
PANTONE
Black 7C

Nintendo GRAY

CMYK
C0 M0 Y0 K50
RGB
R140 G140 B140
HEX
#8c8c8c
PANTONE
Cool Gray 8C

DARK GRAY

CMYK
C0 M0 Y0 K75
RGB
R102 G102 B102
HEX
#646464
PANTONE
Cool Gray 10C

TURQUOISE

CMYK
C85 M0 Y50 K0
RGB
R62 G182 B160
HEX
#3eb6a0

ULTRAMARINE

CMYK
C85 M75 Y0 K0
RGB
R57 G70 B160
HEX
#3946a0

YELLOW

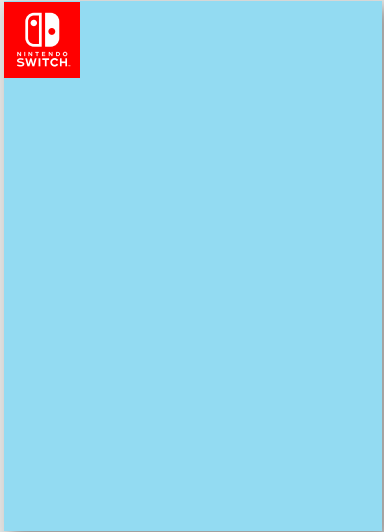
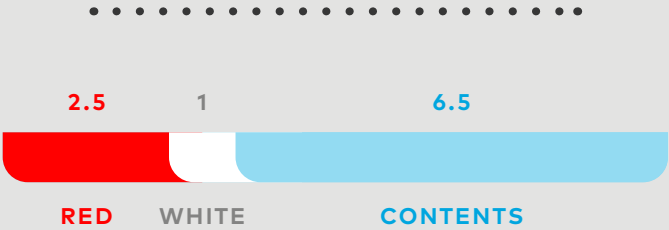
CMYK
C15 M0 Y100 K0
RGB
R245 G248 B28
HEX
#f5f81c

PINK

CMYK
C0 M85 Y50 K0
RGB
R215 G60 B92
HEX
#d73c5c

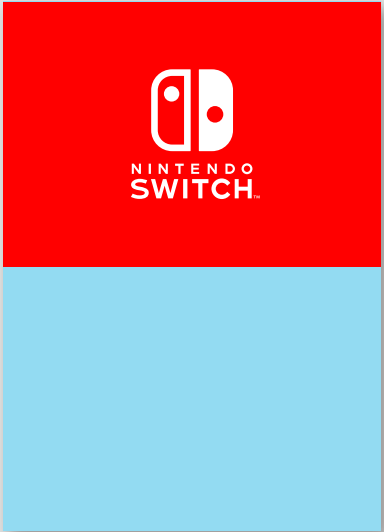
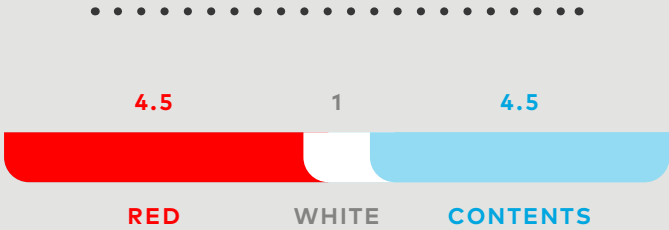
COLOR PERCENTAGE - Nintendo Switch LOGO

TYPE A (STANDARD)



This is to appeal "content" preferentially.
Please use this as a standard layout when
you create promotional materials for
software etc.

TYPE B



This is to appeal "Red" and "content" equally.
Please use this when you appeal Nintendo
Switch platform preferentially.

Roboto

HEAD LINE

.....

Roboto - Bold

**1234567890 Nintendo Switch
ABCDEFGHIJK abcdefghijk**

BODY COPY

.....

Roboto - Medium

**1234567890 Nintendo Switch
ABCDEFGHIJK abcdefghijk**

Please note that it is the responsibility of each publisher to be in compliance with all relevant Age Ratings necessary for each country.



30 fps version:
Resolution: 1280 x 720 px
Frame Rate: 29.97 fps
Video Bitrate (Target): 4000 kbps
Video Bitrate (Maximum): 4500 kbps
Keyframe Distance (frames): 60
File Format: mp4

or

60 fps version:
Resolution: 1280 x 720 px
Frame Rate: 59.94 fps
Video Bitrate (Target): 7300 kbps
Video Bitrate (Maximum): 8000 kbps
Keyframe Distance (frames): 60
File Format: mp4



PRIMARY VISUALS



ASSETS - PRIMARY VISUAL (Joy-Con COLOR : NEON BLUE, NEON RED)



HACS_001_heroBR01_R_ad-0

ASSETS - PRIMARY VISUAL (Joy-Con COLOR : GRAY)



HACS_001_heroGG03_R_ad-0



SECONDARY VISUALS

ASSETS - SECONDARY VISUALS (Joy-Con COLOR : NEON BLUE, NEON RED)



TV mode

HACS_001_imgePL01_BR_R_ad-0
HACS_001_imgePL01_BR2_R_ad-0

Please use "TV mode" if you need to choose one shot.



Tabletop mode

HACS_001_imgePL02_BR_R_ad-0



Handheld mode

HACS_001_imgePL03_BR_R_ad-0

ASSETS - SECONDARY VISUALS (Joy-Con COLOR : GRAY)



TV mode

HACS_001_imgePL01_GG_R_ad-0
HACS_001_imgePL01_GG2_R_ad-0

Please use "TV mode" if you need to choose one shot.



Tabletop mode

HACS_001_imgePL02_GG_R_ad-0



Handheld mode

HACS_001_imgePL03_GG_R_ad-0



PLAY STYLE VISUALS (WITH HAND)

Joy-Con™

Joy-Con™ + Joy-Con™ strap



HACS_001_play06_GA_R_ad-0



HACS_001_play08_GG_R_ad-0



HACS_001_play05_GA_R_ad-0



HACS_001_play08_BR_R_ad-0



HACS_001_play06_BA_R_ad-0



HACS_001_play05_RA_R_ad-0



HACS_001_play10_GK_R_ad-0



HACS_001_play11_GK_R_ad-0



HACS_001_play10_BK_R_ad-0



HACS_001_play11_RK_R_ad-0



HACS_001_play09_GGK_R_ad-0



HACS_001_play09_BRK_R_ad-0



HACS_001_play07_GGK_R_ad-0



HACS_001_play07_BRK_R_ad-0



ASSETS - PLAY STYLE VISUALS (WITH HAND)

*Background colors can be changed into gray, ultramarine, yellow, turquoise and pink.

Joy-Con™ + Joy-Con™ grip

.....



HACS_001_play01_GG_R_ad-0

Nintendo Switch™ Pro Controller

.....



HACS_001_play03_KA_R_ad-0

Nintendo Switch™ console (Handheld mode)

.....



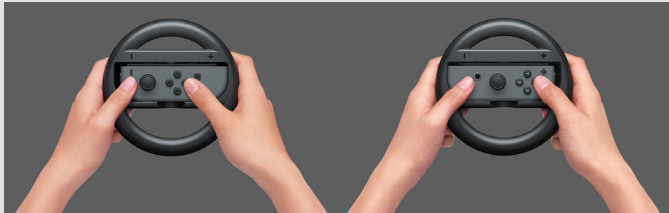
HACS_001_play04_GG_R_ad-0

Joy-Con™ Wheel

.....



HACS_001_play01_BR_R_ad-0



HACS_001_play12_GA_R_ad-0

HACS_001_play13_GA_R_ad-0



HACS_001_play12_BA_R_ad-0

HACS_001_play13_RA_R_ad-0



HACS_001_play04_BR_R_ad-0



ASSETS - PLAY STYLE VISUALS (WITH HAND)

*Background colors can be changed into gray, ultramarine, yellow, turquoise and pink.

Nintendo Switch™ console + Nintendo Switch™ dock



HACS_001_play14_GG_R_ad-0



HACS_001_play15_GG_R_ad-0



HACS_001_play16_GG_R_ad-0



HACS_001_USplay17_R_ad-0



HACS_001_play14_BR_R_ad-0



HACS_001_play15_BR_R_ad-0



HACS_001_play16_BR_R_ad-0

A man and a woman are shown from the waist up, sitting on a light-colored sofa in a living room. They are both smiling and holding Nintendo Switch controllers, appearing to be in the middle of a game. The woman, on the left, has long brown hair and is wearing a light pink t-shirt and blue jeans. The man, on the right, has dark curly hair, wears glasses, a blue t-shirt, and blue jeans. He is also wearing a black cord and a brown leather bracelet on his left wrist. The background features a red brick wall. On the wall, there is a white shelf with a vase of white and pink flowers on the left and a white frame containing a grid of 16 small, identical black-and-white photographs of scissors. To the right, there is a wooden shelving unit with glass doors, displaying various blue and white ceramic bowls and vases. The overall lighting is warm and indoor.

PLAY STYLE VISUALS



TV mode



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX01_01_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX01_02_R_ad-1
Joy-Con (GRAY) :
HACS_001_imgeEX01_07_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX01_03_R_ad-1
Joy-Con (GRAY) :
HACS_001_imgeEX01_08_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX01_04_R_ad-1
Joy-Con (GRAY) :
HACS_001_imgeEX01_09_R_ad-1



HACS_001_imgeEX01_05_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX01_06_R_ad-1
Joy-Con (GRAY) :
HACS_001_imgeEX01_10_R_ad-1



ASSETS - PLAY STYLE VISUALS

Tabletop mode

Handheld mode



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX02_01_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX02_02_R_ad-1
Joy-Con (GRAY) :
HACS_001_imgeEX02_08_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX02_03_R_ad-1
Joy-Con (GRAY) :
HACS_001_imgeEX02_09_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX03_01_R_ad-1
Joy-Con (GRAY) :
HACS_001_imgeEX03_02_R_ad-1



Joy-Con (NEON BLUE, NEON RED) :
HACS_001_imgeEX02_04_R_ad-1
Joy-Con (GRAY) :
HACS_001_imgeEX02_10_R_ad-1



HACS_001_imgeEX02_06_R_ad-1
HACS_001_imgeEX02_07_R_ad-1



HACS_001_imgeEX02_05_R_ad-1



OTHER ASSETS



Joy-Con™



HACA_01516_imgeGG_F_R_ad-0



HACA_01516_imgeGG_ALL_R_ad-0



HACA_01516_imgeBB_ALL_R_ad-0



HACA_01516_imgeBR_F_R_ad-0

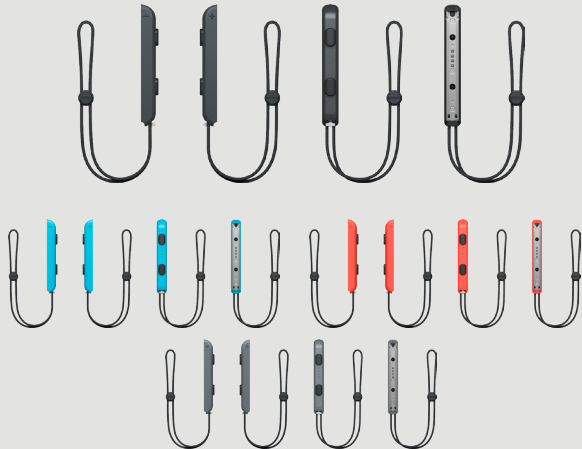


HACA_01516_imgeRR_ALL_R_ad-0

Joy-Con™ + Joy-Con™ strap



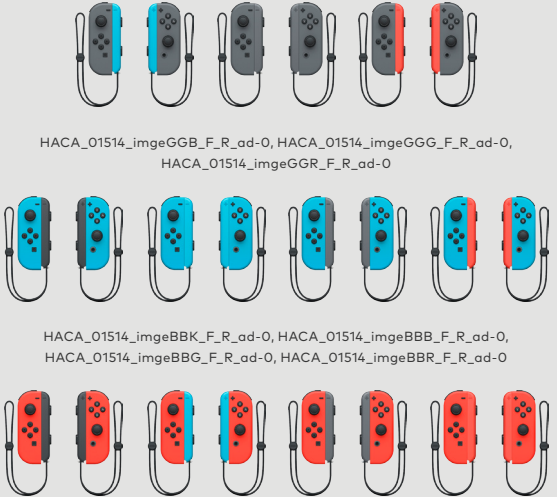
HACA_01514_imgeGK_F_R_ad-0



HACA_014_imgeKA_ALL_R_ad-0
HACA_014_imgeBA_ALL_R_ad-0, HACA_014_imgeRA_ALL_R_ad-0
HACA_014_imgeGA_ALL_R_ad-0



HACA_01514_imgeBRK_F_R_ad-0



HACA_01514_imgeGGB_F_R_ad-0, HACA_01514_imgeGGG_F_R_ad-0,
HACA_01514_imgeGGR_F_R_ad-0

HACA_01514_imgeBBK_F_R_ad-0, HACA_01514_imgeBBB_F_R_ad-0,
HACA_01514_imgeBBG_F_R_ad-0, HACA_01514_imgeBBR_F_R_ad-0

HACA_01514_imgeRRK_F_R_ad-0, HACA_01514_imgeRRB_F_R_ad-0,
HACA_01514_imgeRRG_F_R_ad-0, HACA_01514_imgeRRR_F_R_ad-0

Joy-Con™ + Joy-Con™ grip

Joy-Con™ + Joy-Con™ charging grip



HACA_011_imgeGG_F_R_ad-0



HACA_011_imgeGG_B_R_ad-0



HACA_011_imge_F_R_ad-0, HACA_011_imge_B_R_ad-0



HACA_011_imgeBR_F_R_ad-0



HACA_011_imgeBR_B_R_ad-0



HACA_012_imgeGG_F_R_ad-0



HACA_012_imgeGG_B_R_ad-0



HACA_012_imge_F_R_ad-0, HACA_012_imge_B_R_ad-0



HACA_012_imgeBR_F_R_ad-0



HACA_012_imgeBR_B_R_ad-0

Nintendo Switch™ Pro Controller

Joy-Con™ Wheel



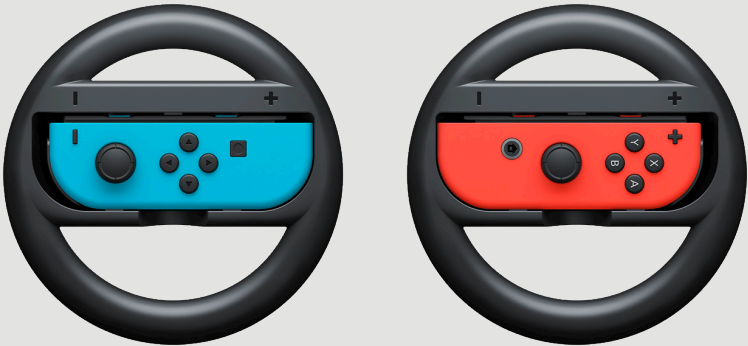
HACA_013_imgeKA_F_R_ad-0



HACA_017_imgeGG_F_R_ad-0



HACA_013_imgeKA_B_R_ad-0



HACA_017_imgeBR_F_R_ad-0

Nintendo Switch™ console + Nintendo Switch™ dock

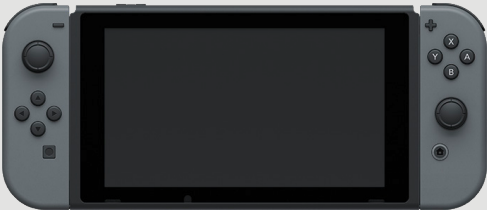
Nintendo Switch™ console



HACS_00107_imgeGG_F_02_R_ad-0



HACS_00107_imgeGG_B_02_R_ad-0



HACS_001_imgeGG_F_01_R_ad-0



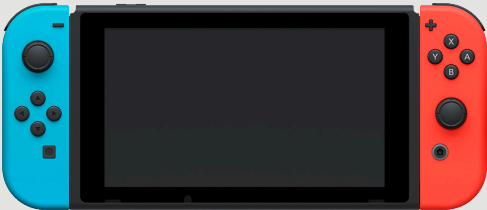
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HACS_00107_imgeBR_F_02_R_ad-0



HACS_00107_imgeBR_B_02_R_ad-0



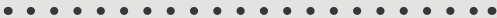
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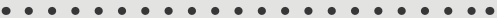
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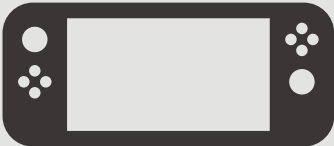
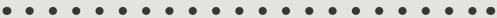
TV mode



Tabletop mode



Handheld mode





DESIGN SAMPLES





HEADLINE HEAD
Text text text text text text text text
Text text text text text text text text
Text text text text text text text text



HEADLINE HEAD
Text text text text text text text text
Text text text text text text text text
Text text text text text text text text



HEADLINE HEAD
Text text text text text text text text
Text text text text text text text text
Text text text text text text text text





When using "Nintendo Switch" and "Joy-Con" for the first time in a sentence, please add TM to "Nintendo Switch" and "Joy-Con".

When using assets, please add Nintendo Switch legal lines "Nintendo Switch is a trademark of Nintendo." somewhere.

APPROVED USE	NOT APPROVED USE
Nintendo Switch™ console	Nintendo Switch console
Joy-Con™ Joy-Con™ (R) Joy-Con™ (L) Joy-Con™ grip Joy-Con™ charging grip Joy-Con™ strap	Joy-Con Joy-Con (R) Joy-Con (L) Joy-Con grip Joy-Con charging grip Joy-Con strap
Nintendo Switch™ dock Nintendo Switch™ AC adapter Nintendo Switch™ Pro Controller	Nintendo Switch dock Nintendo Switch AC adapter Nintendo Switch Pro Controller