



N I N T E N D O  
S W I T C H<sup>TM</sup>

**Nintendo Switch<sup>TM</sup> 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

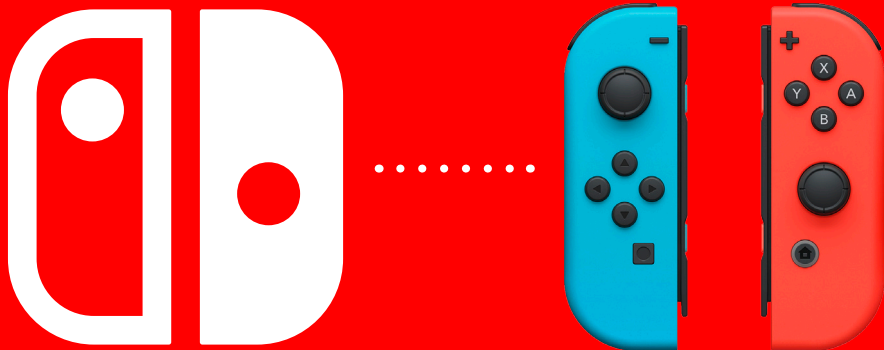


## LOGO USAGE / COLORS / FONTS





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)

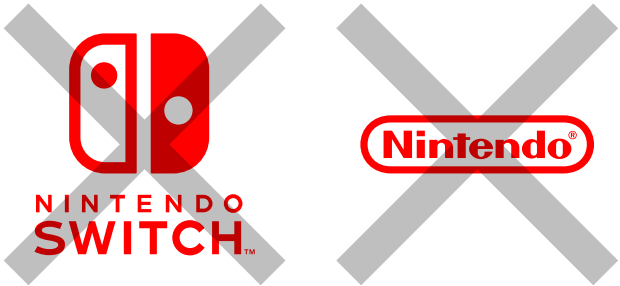


STANDARD LOGO (WITHOUT VIGNETTE)

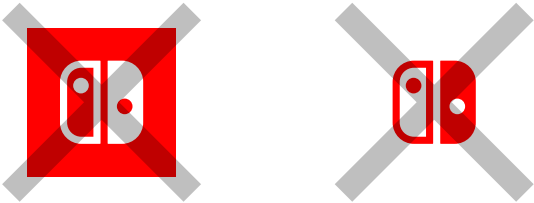


Please use the color white when applying the standard logo without the vignette.

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)

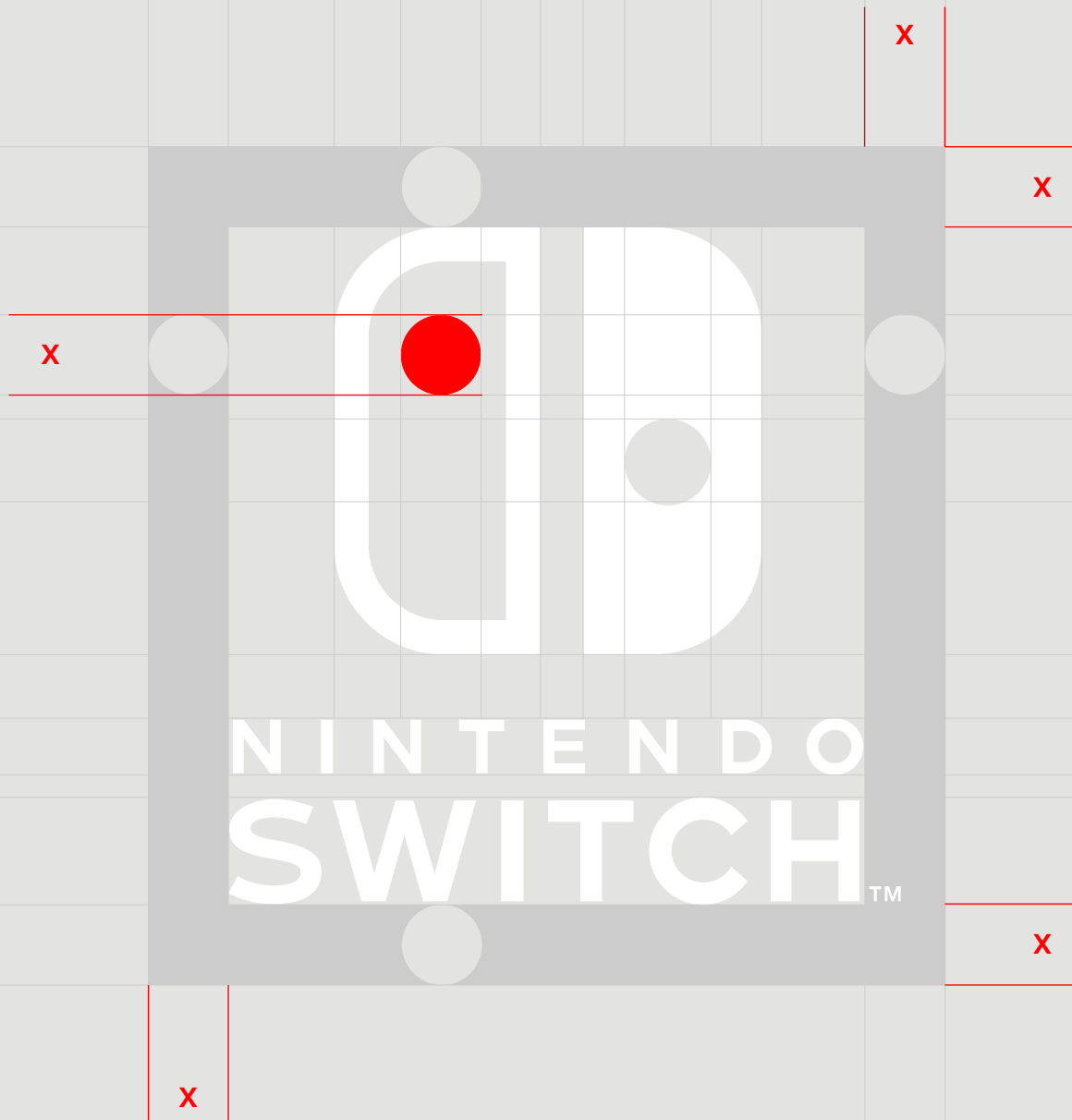


MINIMUM 12mm



## 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

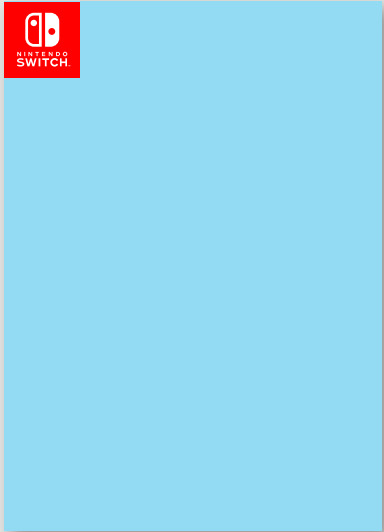
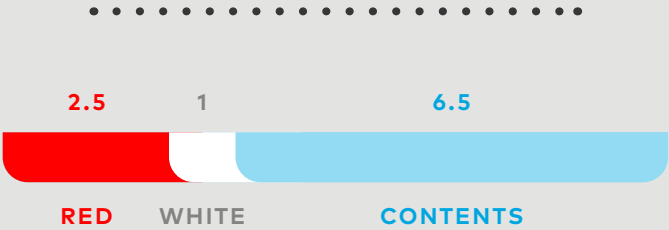
CMYK  
C15 M0 Y100 K0  
RGB  
R245 G248 B28  
HEX  
#f5f81c

PINK

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

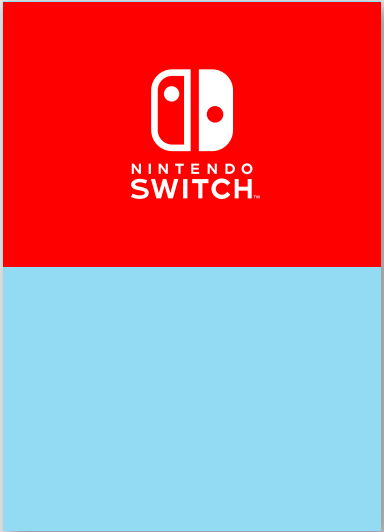
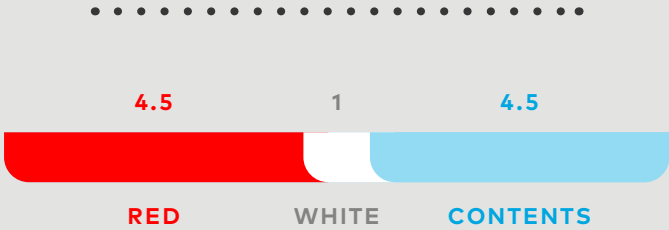
COLOR PERCENTAGE - Nintendo Switch LOGO

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



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



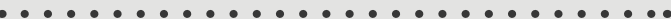
HACS\_001\_play07\_BRK\_R\_ad-0



# 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 modern 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 with a white shelf holding a vase of flowers and a framed picture of various scissors. To the right, there is a wooden cabinet with glass doors displaying blue and white ceramic items. The text "PLAY STYLE VISUALS" is centered over the image in a bold, white, sans-serif font.

## 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\_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

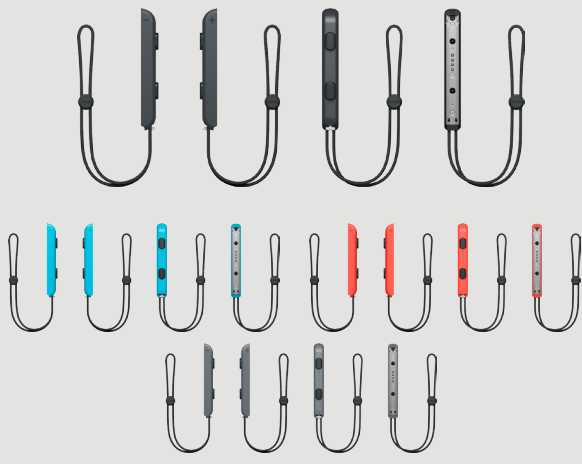
Joy-Con™ + Joy-Con™ strap



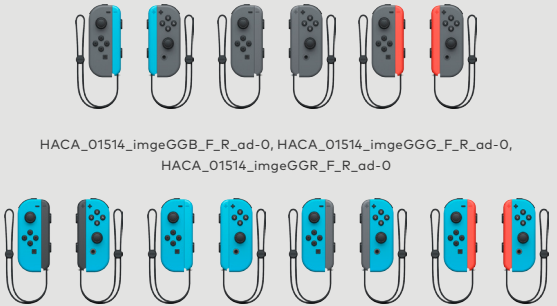
HACA\_01514\_imgeGK\_F\_R\_ad-0



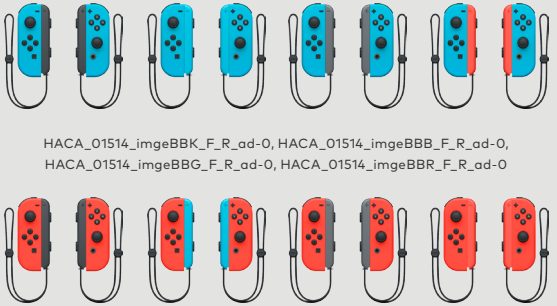
HACA\_01514\_imgeBRK\_F\_R\_ad-0



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\_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



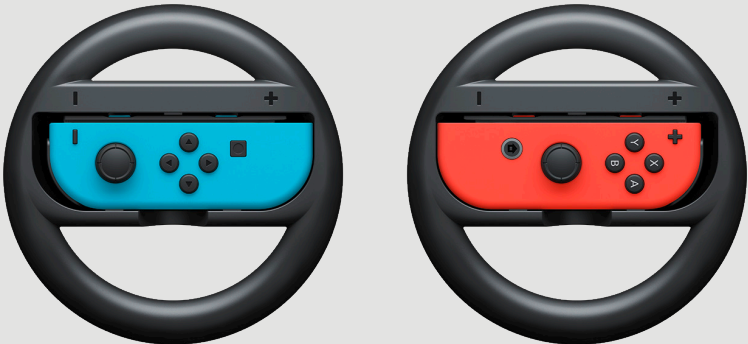
HACA\_013\_imgeKA\_F\_R\_ad-0



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



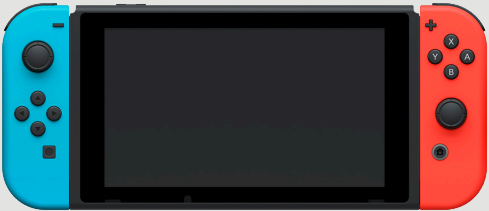
HACS\_001\_USimgeGG\_B\_01\_R\_ad-0



HACS\_00107\_imgeBR\_F\_02\_R\_ad-0



HACS\_00107\_imgeBR\_B\_02\_R\_ad-0



HACS\_001\_imgeBR\_F\_01\_R\_ad-0



HACS\_001\_USimgeBR\_B\_01\_R\_ad-0

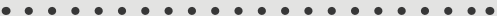


ASSETS - ICONS

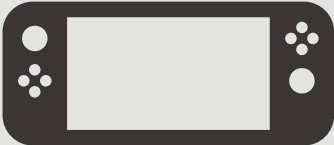
TV mode



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