

Nintendo Switch Marketing Guidelines and Assets

Please find below important information for Nintendo Switch.

Please always add the Nintendo Switch legal line **“Nintendo Switch is a trademark of Nintendo.”** whenever you mention or show Nintendo Switch.

Please use the English legal line for all NOE countries except France.

For France please use the French legal line **“Nintendo Switch est une marque de Nintendo.”**

Please use only the official assets exactly as provided. Making amendments like changing colour, design, stretching or manipulating individual elements and adding effects like glow or drop shadow is prohibited. Logos need to be displayed statically. When you show game play on the hardware please display only pure gameplay without adding any additional elements like texts or animations.

Trailer requirements can be found on page 13 of the Brand Guide.

The animated Nintendo Switch intro can be found in the Trailer Assets file.

Please note that we need to receive all kind of marketing material (like press releases, trailers, posters, etc.) which shows/mentions Nintendo IP for prior approval.

Please note that **eShop trailers** need to be submitted via NCMS only. More details can be found in the FAQ on the NCMS dashboard.

Please send **trailers for use on the internet** and any marketing material via the Nintendo Developer Portal (NDP). Please choose “DEVELOPER SUPPORT”, “PUT/GET” on NDP to upload your assets. Our NDID is: noe_artwork_publisher

Please send an e-mail to advertising_publisher@nintendo.de once you have uploaded assets for approval on NDP.

Please send trailers at latest 10 business days before planned release date.

Usually you receive our feedback within 3 to 5 business days. In peak season it might take up to 10 business days.

For posts/tweets or social media comments in general you don't need our approval. But please make sure to always show only official hardware images/logos and to show the legal line “Nintendo Switch is a trademark of Nintendo.” when you display the hardware and logo.

If you have questions left, please don't hesitate to ask.

Kind regards,
Your Advertising Team

E-Mail: advertising_publisher@nintendo.de