

Logo Usage.

IN DEVELOPING AWARENESS for any new logo, consistency is of paramount importance. Color and the subtleties of style stick indelibly in people's minds; the inconsistent use of either can ruin efforts to establish visual recognition.

THESSE ARE THE OFFICIAL presentations of the Hasbro corporate logo. The Hasbro logotype must always appear reversed out of the PMS 327 box. The logo must never appear smaller than .50" (13mm). The "TM" should increase/decrease in proportion to the size of the logo. Any alternate application must be approved by Hasbro's Corporate Design Group.



Use this logo when printing one color, like a fax.



Use this logo on white or a very light background, like on a letterhead.



Use this logo on a darker background, like on packaging or in presentations. (Note: black is not part of the logo).

Using the Hasbro Tag line.

THE HASBRO TAG LINE – *Making the World Smile* – must only be used in conjunction with the logo. Use of the tag line should be confined to applications which seek to communicate a message about the corporation as a whole. (Examples would include trade show signage, advertising, and publications geared towards employees, shareholders, analysts or retail representatives.) Any alternate application must be approved by Hasbro's Corporate Design Group. The tag line specifically should not be used on packaging, apparel or other product.



THIS IS THE SCALE and the proper usage of the logo and tag line. The logo should never appear smaller than this in relation to the tag line. You can separate the two as long as both appear on the same page of a presentation or document. The tag line should never be used alone. The tag line font is Gill Sans Extra Bold upper and lower case. The "TM" is to be applied to the tag line in all countries except in Europe and Scandinavia.