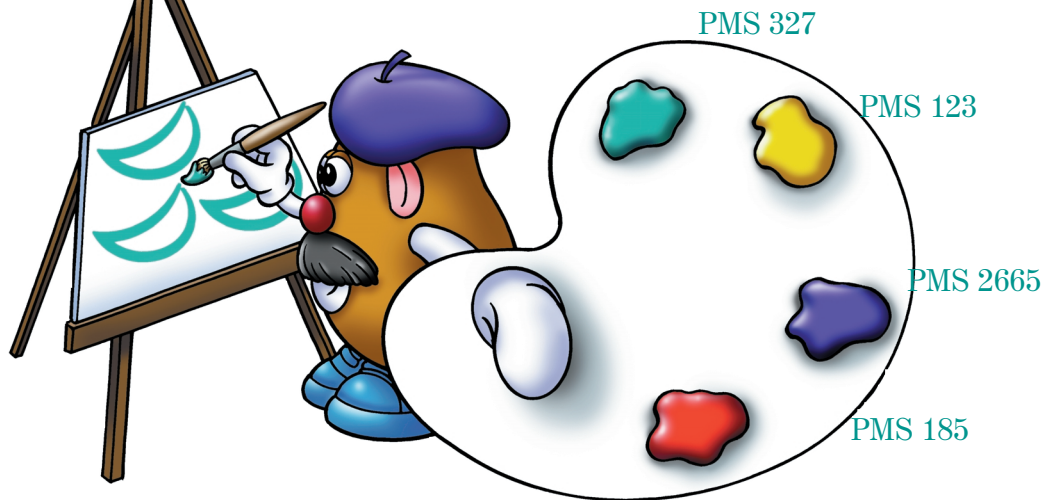


Colors.

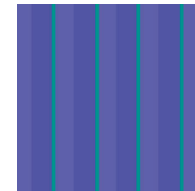
THESE SPECIFICATIONS INDICATE official corporate colors to be used in all published materials, presentations and signage. The logo can only appear in PMS 327 or Black. You can use these other colors in your design.

DO NOT ATTEMPT to match colors by specifying a printer's match color or a generic description such as "teal green" or "light purple." The Pantone Matching System (PMS) should always be used when having something printed. For PowerPoint presentations match the colors as closely as possible in the color palette. The correct PMS numbers and color samples are illustrated below.

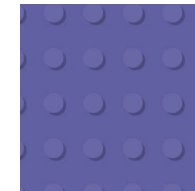


Patterns.

A LIMITED NUMBER OF patterns may also be used in Hasbro published materials and presentations. The patterns may be used as backgrounds or borders. This will provide you with another tool for designing presentations, posters/announcements, and brochures.



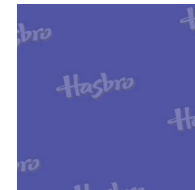
Stripes



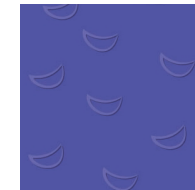
Circles



Logo



Logotype



Smiles Purple



Smiles Green

