

# What to Do.

**THIS IS THE CORRECT** usage of the Hasbro corporate logo. Always refer to this official manual for the proper specifications. Absolute consistency in color and style is key to developing awareness and recognition for any new logo.



(These are good logos.)

**THE LOGO MUST** always appear in PMS 327 or black. The “TM” mark is to be used in all countries with the exception of Europe and Scandinavia.

# What Not to Do.

**THESE ARE NOT** good logos. Never, never change the color or the angle of the logo. Never add an outline to the lettering. Always use the white frame around the logo when applying it on a background. Always use the smile with the logotype. Never add words to the logo.



(These are not good logos!)