

Memo and Notepads.

MEMO FORMS AND NOTEPADS are available for your use. Simply order them from the Purchasing Department in your location.



Packaging.

FOR PACKAGING, the Hasbro logo is of tertiary importance; in order of priority, the package should communicate the product, then the brand, then Hasbro. The logo should appear on all 6 package panels. It should also appear on sewn-in labels and collateral materials, such as instruction sheets. For the product itself, the silhouette of the logo should be molded in.

Positioning/Sizing

The Hasbro logo should be added to each panel of a package. The lower left or right position is the preferred placement. You will need to vary your design accordingly to accommodate small parts warnings, age coding or other logos. The minimum size should be .50 inch or 13mm measuring along any edge of the green box (not including the white trap/frame).

Color

PMS 327 is the corporate color translated in CMYK- 100% Cyan, 47% Yellow, and 15% Black. Please refer to the Logo Usage and Do's and Don'ts sections of this guide for more detail.

Trademark

The trademark symbol should appear with the logo on packaging originating and published in all countries with the exception of European and Scandinavian countries. The "TM" should increase/decrease in proportion to the size of the logo and should appear in PMS 327 or black. On a dark background you can reverse out the "TM."

Due to the variety in structure and printing specifications, every brand's packaging should be regarded individually. Please forward all questions regarding exceptions to these guidelines to the Hasbro Corporate Creative Group.