

Wii U LOGO AND TRADEMARK GUIDELINES

E3 DRAFT

Wii U™

Nintendo®

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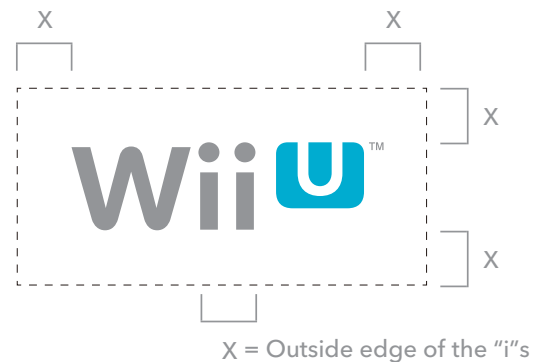
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INTRODUCTION



CLEARSPACE

A minimum amount of clearspace must surround the logo as indicated by the dashed lines. The distance from the logo to the dashed lines is the same as the height of the letter "i", shown as "X".



Please use and follow these guidelines whenever using the **Wii U** logo. It is important to consistently follow these guidelines in order to maintain a strong and consistent brand image and maintain the proper legal trademarks.

The logo must accompany all illustrations and be present on all merchandise.

The logo must be reproduced as-is, without changes to the shape or color, except as shown in these guidelines.

It is acceptable to reduce the size of the **TM** when used with a large-scale application of the logo. The location of the **TM** must always be the top right, after the "U" logo element. For applications where a logo is very small, please consult with the NOA IP Group if the **TM** size is unreadable or cannot be reproduced clearly.

LOGO COLOR




PRIMARY PRINT LOGO

Appropriate for any type of use (print, poster, ad, etc.), is shown.

- Use logos 1 white or light colored backgrounds.



- Wii U brand colors

PANTONE 313C	PANTONE COOL GREY 8C	PANTONE WHITE
		
C 100	C 0	C 0
M 0	M 0	M 0
Y 18	Y 0	Y 0
K 0	K 50	K 0
R 0	R 140	R 255
G 150	G 140	G 255
B 200	B 140	B 255
#009AC7	#A1A1A4	

INCORRECT USE

X :Prohibited



DO NOT USE THE PANTONE 639 LOGO



THE USE OF THE "U" LOGO ELEMENT BY ITSELF IS NORMALLY RESTRICTED, DISCUSS WITH DESIGN DEPT.



DO NOT CHANGE THE DESIGN OF THE LOGO



DO NOT SURROUND LOGO WITH A BORDER



DO NOT CHANGE THE COLORS



DO NOT CHANGE THE WIDTH TO HEIGHT RATIO



DO NOT CHANGE THE WIDTH TO HEIGHT RATIO



DO NOT MANIPULATE INDIVIDUAL ELEMENTS OF THE LOGO



DO NOT OUTLINE THE LOGO



DO NOT SKEW OR ALTER THE SHAPE



DO NOT SKEW OR ALTER THE SHAPE

To ensure consistency, the logo may be scaled and resized proportionally and used as shown on the other pages of this guide, but do not alter the logo in any other way.

ASSOCIATED FONTS

Avenir Next

Avenir Next should be used as the primary font for text associated with the Wii U logo.

AVENIR NEXT REGULAR

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT MEDIUM

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT DEMI

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT BOLD

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT HEAVY

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT CONDENSED

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT MEDIUM CONDENSED

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT DEMI CONDENSED

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT BOLD CONDENSED

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

AVENIR NEXT HEAVY CONDENSED

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;'"[]{}-+=\|?<>!@#\$\$%^&*()

PENDING

To ensure consistency,
use this font with
all **Wii U** materials.

LEGAL GUIDELINES

Wii U LEGAL NOTICE INFORMATION

For advertising including the Wii U logo, please use the following legal notice:

Wii U is a trademark of Nintendo. © 2012 Nintendo.

Wii U GUIDELINES

- The Wii U brand must always be written as Wii U. Even if your headline is in all caps, the double -i in Wii U should not be capitalized.
- Names not approved include WII U, wii u, Nintendo Wii U (although it is acceptable to say "Wii U from Nintendo," "Wii U system from Nintendo," or "Nintendo's Wii U system.")
- The term "Wii" is always to be used by itself. It should never be used in direct connection with another term or to modify the term "Wii" (as in Wii Mii, Wii's Miis, WiiWorld or Nintendo Wii). For plural or possessive forms, please use "Wii consoles" or "Wii systems."
- The name Wii U includes an unusual "ii" spelling, suggesting the unique Wii controllers and the image of people gathering to play. In addition, it is helpful to note that the word has the sound of the English word "we", which reflects that users are able to play together.
- The controller is a Wii Remote. The Nunchuk controller attaches to the Wii Remote controller for certain games.
- The Wii U logo must be included on all pieces that reference the Wii U console or Wii U products.
- The Wii U brand should never be used in place of We, Wee or Oui (as in Wii Rock, Wii love New York, etc.)
- The required legal notice should appear on all surfaces where the Wii U logo is used.

PENDING