

How to Smile. The Hasbro Corporate Graphic Standards

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Our logo.
Our promise.

A Smile is Universal.



IT IS THE MOST universal form of communication in the whole wide world. Whatever your language, whatever your culture, a smile says friendliness, happiness, humor and fun.

AND THAT'S WHAT HASBRO is all about. Every day, of every year, with everything we do – We try to bring fun to everyone: our customers, consumers, employees and shareholders. In short, we try to make the world smile.

That's our logo,
and that's our promise.

The Hasbro Story.

ONCE UPON A TIME... (1923 to be exact), two brothers, Henry and Hillel Hassenfeld, set out to make their mark in American business. They decided to make that mark with pencils. Specifically, they came up with a fresh idea on how to get the lead out of pencil box sales: by wrapping those boxes in fabric. They named their new company the Hassenfeld Brothers Textile Company.

With those pencils writing up tidy profits, Henry's sons Harold and Merrill kept the pencils – and the ball – rolling. By 1943, at the ripe old age of 24, Merrill became President of Hassenfeld Brothers, while Harold headed to Tennessee to run the Hassenfeld's newest acquisition, the Empire Pencil Company.

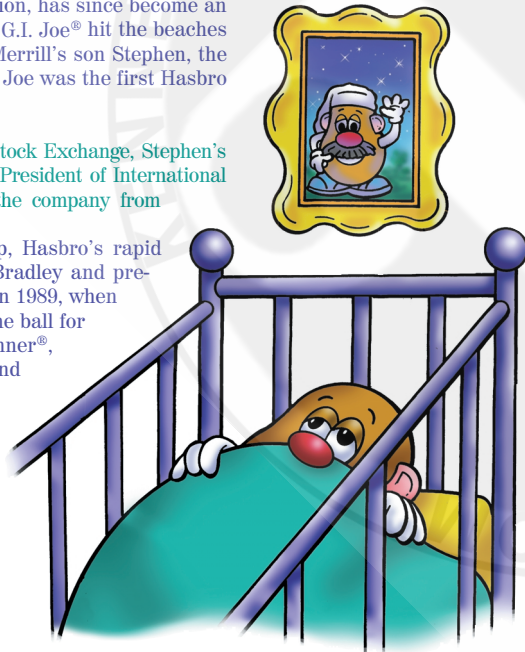
Under Merrill's leadership, the newly re-named Hasbro first began to develop toys: paint sets, crayons, and doctor and nurse kits. By the end of the 1940s, total sales had increased to over \$3 million a year.

The year 1952 saw the introduction of Hasbro's original flagship brand: Mr. Potato Head®, the first toy ever advertised on network television, has since become an American icon, and is more popular than ever today. In 1964, G.I. Joe® hit the beaches – and the playrooms – running. And under the command of Merrill's son Stephen, the senior member of the third generation of Hassenfeld siblings, Joe was the first Hasbro toy to become a *worldwide* phenomenon.

In 1972, the same year that Hasbro debuted on the American Stock Exchange, Stephen's younger brother Alan came on board, and by 1974 was named Vice President of International Operations. That same year, Stephen assumed the presidency of the company from his father.

As Merrill stepped down and Stephen stepped up, Hasbro's rapid growth had the whole world spinning. Games giant Milton Bradley and pre-school sensation Playskool soon joined the Hasbro fold. And in 1989, when Stephen's untimely passing left Alan to carry on, he carried the ball for score after score, successfully acquiring brands like Kenner®, Tonka®, Parker Brothers®, Play-Doh®, Nerf®, Monopoly® and Tiger Electronics®, as well as licenses like Star Wars®, Barney™ and Teletubbies™.

The story of Hasbro is the story of a family-owned, family-run company that in the course of its 75-plus years has grown from 8 employees working in a shop in Providence, Rhode Island, to a company that employs close to 9,000 people in facilities all across the globe. That's the past. As for the future, well, the fun's only just begun.



Why a New Logo?

THE HASBRO FAMILY has come to include a dazzling array of companies and brands: Playskool®, Milton Bradley®, Parker Brothers®, Tiger®, Tonka®, Galoob®, Microprose®, Oddz On®, Hasbro Interactive® and many more. The general public, is scarcely aware that all of these great names exist under the same colorful umbrella. And so, from now on, to demonstrate that these classic brands are all proud members of the same family, we will feature the Hasbro logo, the Hasbro smile, on every product we make.

AT HASBRO, we searched for a visual icon that would communicate our mission and our values as a company: the idea that everything we do is all about fun. And the icon we kept coming back to, again and again, was a smile. It was a natural. So we took our existing logo – keeping the Hasbro “cornerstone” and its distinctive color – and added a big smile and a fun, jazzy new typeface for our name. After all, as a leader in the children’s and family leisure time and entertainment industry, a simple, ear-to-ear smile is the bottom line of everything we do.

THEY SAY A PICTURE is worth a thousand words. So too can a logo, in a single image, express just what a company is all about.



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.

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!)



Our Alphabets.

Display Font

For our corporate displays and signage, we've had a typeface designed especially for us - Hasbro Regular! It is to be used only in upper and lower case together; never as all upper case or all lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$¢%:;,!?' A B C A D H I A O T P

Primary Font

Gill Sans is our font for headlines and subheads in corporate collateral materials.

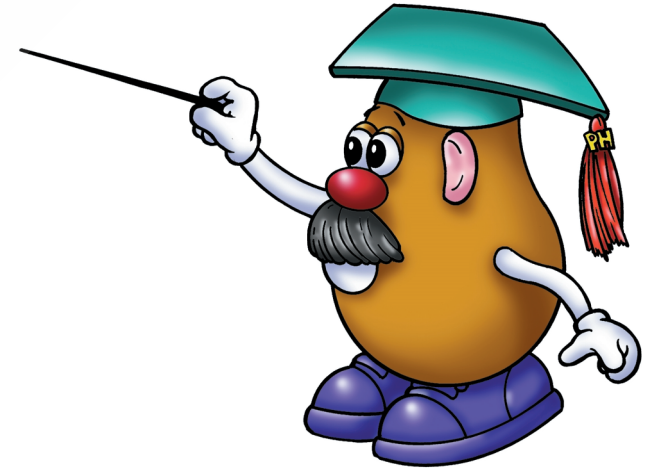
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$¢%:;,!?'

When using a PC format you may substitute with CG Omega (WI).

Secondary Font

Times Roman is our font for text in corporate collateral materials, presentations and other print vehicles. It is to be used only in upper and lower case together.

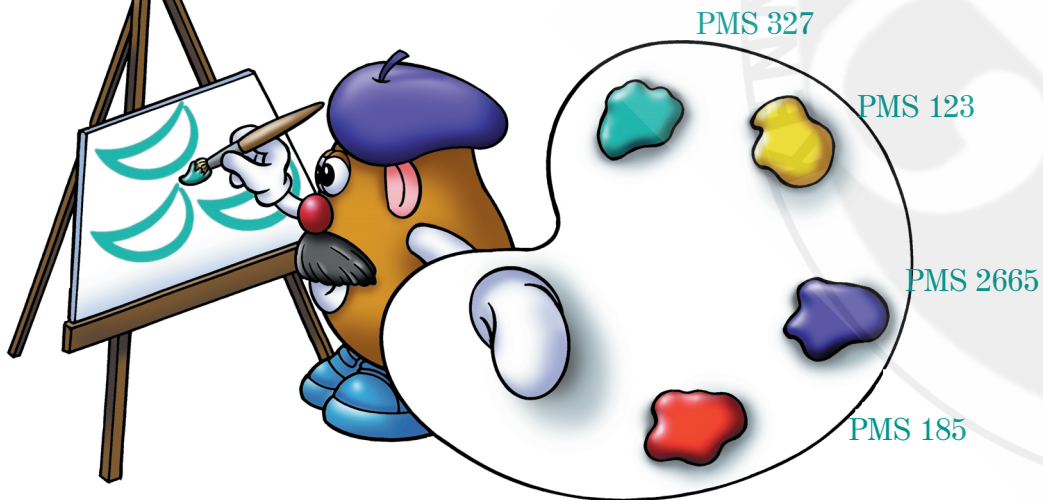
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$¢%:;,!?'



Colors.

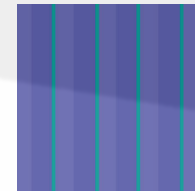
THESE SPECIFICATIONS INDICATE official corporate colors to be used in all published materials, presentations and signage. The logo can only appear in PMS 327 or Black. You can use these other colors in your design.

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.

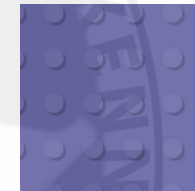


Patterns.

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.



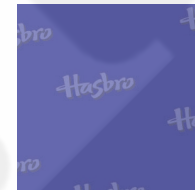
Stripes



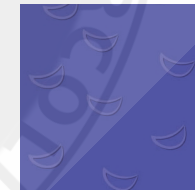
Circles



Logo



Logotype



Smiles Purple

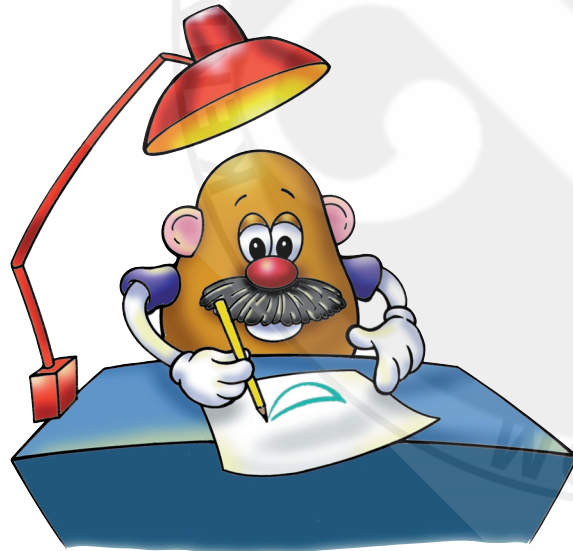


Smiles Green



Library.

CONSISTENT COMMUNICATION is essential to building a strong corporate identity. Using the same business card across all divisions is just one way to show that strength.



A VARIETY OF LETTERHEAD STYLES and sizes have been developed for your use. There are also all standard sizes of envelopes. Please place your orders as you have in the past. If you need to design a letterhead for a specific use, please contact the Hasbro Corporate Creative Group.



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.

Signage.

THE FOLLOWING SPECIFICATIONS are shown to provide you a template when designing signage for your location.

Monolith Signs

Entire sign including face and logo is lit from inside.

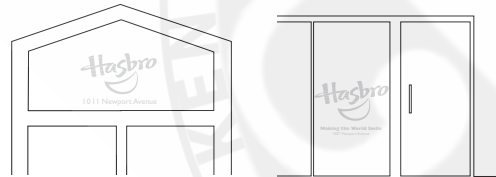
Font: Gill Sans Regular
Materials: Sign Face = Lexan
Cabinet + Base = .090 Aluminum
Colors: Face and Sides of Sign: Match PMS 327
Base: Match PMS 123
Logo: White



Entry Signs for Glass

Material: Frosted Vinyl Letters
Fonts: Address = Gill Sans Regular U+lc

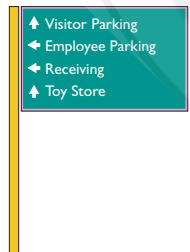
Tag line if used = Gill Sans Extra Bold U+lc
Address = Gill Sans Regular U+lc



Directional Signs

Colors: Body of Sign: Match PMS 327
Font: Gill Sans Regular
Posts: Match PMS 123
Border: Match PMS 2665
Type: White

Charleston Industries, Inc.
Series 225 Sign - Square Post



Presentations.

A TEMPLATE HAS BEEN DEVELOPED for PowerPoint Presentations. This will give you a general idea of how to build your presentation to communicate clearly, creatively and consistently within Hasbro corporate standards.

Hasbro Corporate Standards Guide Introduction

- This is a PowerPoint Presentation Template
- You can use this template as a guide for applying the new corporate standards to your own presentations



Need Help? Have Questions?

If you need files to **download** please consult

Hasbro's corporate **CD-ROM** or **Intranet**.

intranet.hasbro.com

Corporate Graphic Standards **OR**
email at corporateidentity@hasbro.com

