

General Information

Nintendo

Nintendo of Europe GmbH

Nintendo Switch Download Card Guideline

UKV (English for UK) | Front Side

Version: 2.0 | 07-2018

Be careful not to leak unnecessary information, such as guideline data, when sending materials to be printed.

Basic Colour

CMYK

- Total amount of colouration should not exceed 320%.

Font

Roboto | Roboto Condensed

- Freely available on <https://fonts.google.com/> as Open Source font (TrueType format).

Colour Key

RED

Highlighting for information about **FIXED** elements, measurements, positions, etc.

GREEN

Highlighting for information about **FLEXIBLE** elements, measurements, positions, etc.

Adjustable Guideline Components

1 Download Content

Position | Font | Colour:

[FIXED]

Font Size

[FIXED]

Complete the "Activation code for" with XX hour(s)/day(s)/week(s)/month(s)

DOWNLOAD CODE FOR DOWNLOADABLE CONTENT

ACTIVATION CODE FOR XX XXXXXX

2 Additional Software Information Disclaimers

Only use if needed.

Adjust the placeholder Xs with the respective software title.

Position (right side) | Font | Colour:

[FIXED]

Height | Width | Position on the y-axis:

[FLEXIBLE] Preferably on the top right.

3 Age Rating

Use the corresponding age rating

Position | Size:

[FIXED]

4 Limited Software Language

Only use if needed.

Position (right side) | Width | Font | Colour:

[FIXED]

Height | Position on the y-axis:

[FLEXIBLE] Preferably on the bottom right.

Fixed Guideline Components

Position | Font | Size | Colour:

[FIXED]

1 NINTENDO SWITCH Logo

2 Software title / logo on front

Always show the software title / logo.

3 Publisher name / logo

1

NINTENDO SWITCH

2

SOFTWARE TITLE/LOGO

3

?

www.pegi.info

1

DOWNLOAD CODE FOR FULL GAME

2

To use this content, Xxxx Xxxx is needed (sold separately).

To use this content, Xxxx Xxxx is needed (free download in Nintendo eShop).

4

Game in English/French only

Game in English only

3

Publisher name / logo

Guideline Belt

Contains guidelines for the software among other mandatory elements.

Note: The pink text is just a placeholder. Please adjust it accordingly to the correct information and change the colour from **TBD_TBC** to **Switch_Grey_Dark**.

Basic Information

- **Position:**
 - **[FIXED]** Always at the bottom of the format.
- **Dimensions:**
 - **[FIXED]** The width of the belt is fixed.
 - **[FLEXIBLE]** Please adjust the height of the guideline belt depending on the volume of information to be displayed.
- Two basic heights are defined for the following versions:
Single Language | French (FRA)
- When creating the UKV Download Card, keep in mind that its height also needs to be applicable to all other single language Download Cards, except FRA.
- **Background colour:**
 - **[FIXED]** White (C0 / M0 / Y0 / K0)
- **Spacing:**
 - **[FIXED]** Minimum space between each element (horizontal/vertical): 0.5mm

Guideline | Descriptions

1 eShop information and Redeem sentence

- **Position | Size | Font | Colour:**
 - **[FIXED]** The IMPORTANT box must always be shown at the top of the belt.

2 Legal information

- **Position | Size | Font | Colour:**
 - **[FIXED]**

3 Play mode

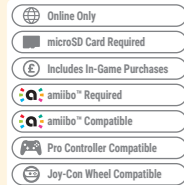
- **Position | Size | Font | Icons | Border | Colours:**
 - **[FIXED]** Always show the complete table with all three modes.

4 Number of players

- **Position | Size | Font | Border | Colours:**
 - **[FIXED]** Add the appropriate number for each offline play mode.

5 "Required"/"Compatible"/"Includes" icons

- **Size | Font | Icons | Colour:**
 - **[FIXED]** Always list "Required" icons first.
- **Position:**
 - **[FLEXIBLE]** Preferably as displayed.

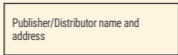


6 Publisher name and address

or name and address of distributor located in the EU, if Publisher has no EU address.

Font | Colour | Style:

- **[FIXED]**
- **Position | Size:**
 - **[FLEXIBLE]** Preferably as shown.



7 Additional information regarding play modes and supported controllers

- **[FIXED]** Add a footnote after the number of players for each play mode and list below the play mode table the number and kind of controllers that can be used by each player. The shown footnotes are only placeholders and must be adjusted in relation to the software.
- For multiplayer modes, display the footnote 1 and / or 2 for required Joy-Con setups. If there is accessory available which enhances the gameplay use 3.
- List any other notes and usage precautions, and mention things such as accessories and additional controllers that may need to be purchased for playing multiplayer.
- The number of notes can be increased or decreased.
- **Size | Font | Colour:**
 - **[FIXED]**
- **Position:**
 - **[FLEXIBLE]** Preferably next to the play mode table, as displayed.

► Be careful that users do not end up making unnecessary additional purchases!

- If the player can choose to use either one or two Joy-Con controllers, treat the software as requiring one Joy-Con when listing the number of controllers required for each player.
- When listing required additional controllers and accessories, start from the assumption that the user has one Nintendo Switch console with the two Joy-Con controllers and one Joy-Con grip (non-recharging) that come with it.
- When the type or number of required controllers differs depending on how they are used or held, it is acceptable to list only the standard controller(s) on the title sheet, and include a link to the software's official webpage where users can find more detailed information.
- For information about selling points for the software (online multiplayer, special controller usages or accessories that may be used to enhance the user's experience, etc.), please use the Software Area.

Fixed Guideline Components

- **Position | Font | Size | Colour:**
 - **[FIXED]**

1 Text only for Print

2 "Required space" information

3 Storage space information

1 Take this card to the counter to purchase the code.

2 Required space:
X.XX XB

3 Please make sure you have enough storage space.

Additional storage may be needed on your console for installation or software updates.

1 **IMPORTANT:** This code can be redeemed on Nintendo eShop on your Nintendo Switch™ console, or directly via our website at ac.nintendo.com/redeem • This code can only be redeemed on one console.
2 This product contains technological protection measures. • The use of an unauthorised device or software that enables technical modification of the Nintendo Switch console or software may render this game unplayable. • A system update may be required to play.

3 Play mode	TV	GO	HD
4 Players	X-X ¹	X-X ² 3	X-X ³ 4 5

¹ One pair of Joy-Con™ controllers is required per player.
² Can be played with one Joy-Con™ per player.
³ Using XXXX enhances gameplay.
4 XXXX.

5 Online Only	6 Includes In-Game Purchases	7
8 Pro Controller Compatible	9 amiibo™ Compatible	8a
6 Publisher/Distributor name and address	10 Visit amiibo.nintendo.eu for the latest information. • XXXX • XXXX	8c

9 Software
EN, DE, FR, NL, RU, ES, PT, IT, JA



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8 Additional information and notes on the game before purchase

Use one of the two defined sizes.

[a] Download specifications for games that do not have online play:

- **Font | Colour:**
 - **[FIXED]**
- **Size:**
 - **[FIXED]**
- **Position:**
 - **[FLEXIBLE]** Preferably as displayed.

• Using download codes and online services requires a wireless internet connection. You may also be required to create or link a Nintendo Account and accept the related terms and privacy policy. Some online services may not be available in all countries.

• Using download codes and online services requires a wireless internet connection. You may also be required to create or link a Nintendo Account and accept the related terms and privacy policy. Some online services may not be available in all countries. From the full launch of the online membership service in 2018, online play requires a paid membership.

[b] Download specifications for games that have online play:

- **Font | Colour:**
 - **[FIXED]**
- **Size:**
 - **[FIXED]**
- **Position:**
 - **[FLEXIBLE]** Preferably as displayed.

• Using download codes and online services requires a wireless internet connection. You may also be required to create or link a Nintendo Account and accept the related terms and privacy policy. Some online services may not be available in all countries. From the full launch of the online membership service in 2018, online play requires a paid membership.

• Using download codes and online services requires a wireless internet connection. You may also be required to create or link a Nintendo Account and accept the related terms and privacy policy. Some online services may not be available in all countries. From the full launch of the online membership service in 2018, online play requires a paid membership.

[c] Please add the following footnote(s) as shown in the title sheet:

- **Font | Colour:**
 - **[FIXED]**
- **Size:**
 - **[FIXED]**
- **Position:**
 - **[FLEXIBLE]**

• Visit amiibo.nintendo.eu for the latest information.
• This software may contain product placement and advertisement.
• Basic reading ability in one of the software languages is needed to fully enjoy this software.

A grey frame can be used to emphasise information. Multiple notes can be combined in one grey box.

- Visit amiibo.nintendo.eu for the latest information.
- This software may contain product placement and advertisement.
- Basic reading ability in one of the software languages is needed to fully enjoy this software.

9 Language table

Always show the language table.

- **Font | Colour | Height:**
 - **[FIXED]**
- **Width | Position:**
 - **[FLEXIBLE]** Preferably as displayed.

10 Age rating and descriptor icons

► **[FIXED]** If the age rating is above PEGI 3, it must always be displayed in the guideline belt, with the respective descriptor icon(s).

● **Position | Size | Layout:**

► **[FIXED]** Size of the PEGI age rating icon and descriptor icons is fixed and precisely defined by the PEGI age rating rules and guidelines.

► **It is not allowed to adjust the size of the icons under any circumstances!**

- The PEGI age rating and descriptor icons must always be placed in a frame, as displayed.

● **Versions | Spacing:**

► **[FIXED]** Always use the versions shown below on the guideline belt.

- Space between and around the icons: 1mm



Age rating and IARC descriptor

Adjust the PEGI icon and the text as required for each software title.



11 Copyright, trademark text and Licensed by Nintendo text

► **[FIXED]** Copyright text must be English only.

● **Size | Font | Colour | Position:**

► **[FIXED]**

12 Universal Product Code (UPC-A) and Print code,

Adjust the placeholder Xs as necessary for each software title.

● **Position | Size | Font | Colour:**

► **[FIXED]**