INTRODUCTION

Given the large size and diversity of the Nyko product line, the new packaging system was designed to clearly differentiate the various platforms for which the products are made at the same time that it unites the products under one clear, overarching brand look and feel. These packaging guidelines serve to define that look and feel, to establish the brand voice so future applications put forth the same unified brand expression. They are not meant to limit creativity, rather these guidelines give a graphic frame to build on and provide a toolbox with which to create extensions of the packaging line. By following these guidelines, you will continually achieve successful designs that promote and maintain the quality and unity of the Nyko brand.

PACKAGING ELEMENTS

Distinguished
Listed to the right are the various elements of every Nyko package design, along with a few words about their significance. Discussed in more detail in the following pages, each of these elements has its own characteristics, some variable some immutable, which must be thoughtfully applied in order to contribute to the unified package experience.

Unified
Flexibility is an important feature of the Nyko packaging system, but it is important to consider the entire system when creating a single package. Proper color use depends on the platform category to which the product belongs, logo placement must match prior usage and icons and violators must be appropriate to a given product line or campaign, to name just a few caveats.

[Elements Table]
LOGO
The Nyko logo is a key component on every package. It reassures the consumer that they are buying a true Nyko quality product. It only varies in a few ways, to be chosen carefully based on the application.
COLORS
The primary use of color on Nyko packaging is to easily differentiate the three families of products, based on the gaming console platforms. Consistent execution is essential to convey a unified brand message.
TYPOGRAPHY
Specific fonts and styles are used for the various message types and must be used properly to consistenly communicate in the Nyko brand voice.
PHOTOGRAPHY
Bold, dynamic, detailed images bring the products to life, animate the brand story and help define the look and feel of the Nyko brand.
ICONS & VIOLATORS

Icons and violators provide clear differentiation and classification of the various products while drawing consumers to key features and selling points. Both must be used precisely and sparingly.

STRUCTURE

Every Nyko product requires its own unique packaging, but all the structures share certain signature features. In this way, the different structures within the Nyko packaging system work together to solidify the unified Nyko brand.

BRAND IDENTITY

As the single most important ambassador of the Nyko brand identity, the Nyko logo must be used consistently to maintain brand presence. Especially since Nyko products are used with other branded equipment, the Nyko logo must appear prominently alongside those other brand names in order to ensure the consumer associates the quality product they are purchasing with the Nyko brand.

Usage and placement of the Nyko logo

The Nyko logo appears in four places on every package: on the hang tab, in the corner window, on the left side panel and on the largest panel of the inner box. Size and color are different across these locations, but constant for each.

The table at right shows the primary color arrangements for the Nyko logo. The color field behind the logo is determined by the platform category, except on the side panel where the color is background white. White reversed out of color is used for the hang tab, black on color is used for the corner window and the side panel (where the color is background white). The white reversed out of black version of the Nyko logo is a special case used for the Playstation platform products and appears on the left side panel along with the Playstation brand name. The logo on the largest panel of the inner box is another special case, it is simply a varnish.

The size of the Nyko logo on the hang tab is always XXmm x XXmm and is positioned XXmm from the left edge and XXmm from the bottom edge.

The size and position of the Nyko logo in the corner window is determined by the template in which it appears, in lockup. The same applies for the side panel logo. These templates should always be used for the logo in these positions as they not only control the size and position of the logo, but also its relationship to the platform brand name.

COLOR

Look and feel

The overall color scheme of all Nyko packaging contributes in an important way to the unified look and feel of the entire product line. The prominent white background on the outer sleeve highlights and enhances the product photography while contrasting with the secondary colors, used to categorize the product families according to the

gaming platform to which they belong. Used together in a consistent manner, the colors simplify selectability and give the whole packaging system much of its unique, recognizable brand presence.

Selectability
The hang tab and the entire inner box carry the color indicating a product's platform category. The color is exposed through the outer sleeve at the package top, next to the hang tab, and through the lower front corner window cutout.

The chart at right indicates the appropriate color for each platform category. Note that packages in the Playstation category get one additional color treatment: the left side panel is colored rich black.

Adhere to the specifications in the standards and use qualified vendors and reliable reproduction methods to ensure consistency of colors. To ensure color accuracy when matching colors for printed materials, use the PANTONE® Color Matching System as your reference.

[Chart disclaimer]
In lieu of the colors listed on this page, you may use the PANTONE® Colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

TYPOGRAPHY

The Nyko packaging system intentionally uses the minimum amount of text needed to describe the products and aid selectability. This is to avoid clutter and an overly "busy" look. To support the resulting clean look, a simple, sans serif font is used for all text and color and capitalization are used sparingly.

Nyko packaging's primary font is Verlag. The specific styles used are Verlag Light, Book and Bold. Helvetica Neue 57 Condensed is used for legal copy only. Type sizes will vary depending on the size of the package, as well as the nature and placement of the text and are left to the individual designer's discretion.

VERLAG LIGHT
Product name is in all caps, 40% Process Black.

Nyko Web address is in all lowercase, 85% Process Black.

VERLAG BOOK
Product descriptor is in title case, 100% platform category color.

Key selling points are in sentence case, 65% Process Black.

VERLAG BOLD
Violators are in all caps, 85% Process Black. The bounding box around them appears in the color appropriate for the platform category.

Product name sometimes uses Verlag Bold for special characters such as for the "S" on the Charge Base 360 S. This is done in the platform category color.

HELVETICA NEUE 57 CONDENSED
Legal copy is in sentence case, 65% Process Black.

[Example table]

PHOTOGRAPHY

Given the mostly closed nature of the Nyko packaging, the onus is on the photography to represent the superior style, sophistication and quality of the products inside. Every package features a hero shot of the product in a photographic style that is clean and simple, highlighting the products' sleek form and straightforward function.

The shooting angle must not be a static straight-on view, with a ¾ view of the product being the recommended ideal. The lighting should be gentle, never so harsh as to create reflections on the contours that exaggerate them and make the product look too flashy. All products should appear on a white background. Never use a colored, textured or other non-white background. A slight shadow should be used to bring the products to life and help them pop from the white background.

Wherever possible, the usability of the product should be demonstrated, such as showing a controller lifting out of a charging station, but don't bother if the resulting image is too busy. Showing hands on the products is counter to the clutter-free design and is strictly prohibited. Any lights on the products should be lit in the photographs.

VIOLATORS & ICONS

Two graphic elements figure prominently in the Nyko package design system: violators to call out product features and advantages, and icons to illustrate package contents and available accessories. Both have specific uses and locations and are not to be used to excess. The violators in particular are not to be used as an ad hoc feature, pasted onto the package every time there's a new promotional offer.

Violators

The Nyko packaging violators, contrary to the function implied by the name, are an integrated feature of the design, intended to communicate the main benefits of the product in a prominent but non-jarring fashion.

Framed in a Xpt line of the appropriate platform category color, in the signature shape, the violator almost always begins on the right side of the front panel, wraps across the right panel and ends up on the back of the package. Two current exceptions are the freestanding violator on the window box and the complete lack of room for the violator on the front panel of the package for the XBox 360 Charge Base (see the Structure section for illustrations). In the latter case, the violator starts on the right panel and wraps to the back. Similar situations may arise in the future when a package simply does not have room for the violator or demands a variation in the violator. If the position cannot be maintained, the same shape and highlight color must still be used.

Most of the time, the violator will be above the product imagery, but sometimes it will be below it. When above, the pointing part of the shape goes on the bottom of the violator, when below, it goes on the top.

Icons
A standard set of black silhouette icons has been created to represent the various Nyko products. These are placed on the right side panel to indicate the contents of the package and available accessories that may be used with the product. For packages that have no side panel, the icons should be placed on the back.

The icons should be presented in a clean, uncluttered manner, without shading, shadows or color of any kind. No attempt should be made to show separate icons interacting with one another.

STRUCTURE

Although comprised of several different structures, each with its own idiosyncrasies, the Nyko packaging system carries certain key physical features that contribute to a unified look and feel. These include the color coding system, with the square window in the corner, the hang tab, the co-branding information on the left panel and the consistent location of contents and other product information on the right side and/or back of the packages.

The four styles
There are four basic structures in the Nyko packaging system, illustrated at right. The first three; the standard box, the center hang tab box and the window box; all have outer sleeves and an inner box. The fourth is the blister pack, which is a more ordinary plastic-sandwiched-in-cardboard structure.

The blister pack and the see-through window on the window box are rather obvious differences. The center hang tab box differs from the standard box more subtly, though the name says it all.

The hang tabs
The hang tab on the standard and window boxes extends from the back panel of the outer sleeve. The center hang tab box is necessitated by boxes that are more than three inches deep, which need the hang tab in the center of the top panel, in order that the box hang properly. In this case, the hang tab is part of the top panel of the inner box. The hang tab is always colored, on both sides, according to the platform category of the product inside.

Whichever style, standard or center, the hang tab is always 1.5 inches tall. The width varies depending on the width of the package. The Nyko logo should be placed on the lower left of the hang tab XXmm from the left edge and XXmm from the bottom edge. Hash marks for the security seal mark a space XXmm x XXmm and are XXmm from the right edge and XXmm from the bottom edge. No other imagery or text should be placed on either side of the hang tab.

Front & back
One feature is common to both the front and the back panels of every Nyko package: the colored square in the lower left corner indicating the platform category. This is a cutout window in the outer sleeve that reveals the inner box for all package styles except the blister pack. For the blister pack, it is a debossed colored square that gives it a similar appearance to the cutout window. The location and size of the square are clearly defined on the dieline for all package types, inner and outer layers.

Other front panel features are the product hero image, the product name and descriptor and the violator. The product name and descriptor are written sideways, using the font and style parameters given in the Typography section of these guidelines. All of the above, except the hero image, appear on the back panel as well, with the product name and descriptor written normally. Also on the back panel are the key selling points, the barcode, the Nyko URL and any other necessary technical and contact information.

Sides
The left side of the three package styles that have sides (the blister pack does not) is referred to as the co-branded panel. It carries the brand name of the platform for which the Nyko product is made, along with the Nyko logo. The text is written sideways with the size and co-branded logos relationship defined by the available templates. Only the Playstation (3 or Move) platform category features color on this panel; a rich black background with red co-brand text and a white reversed Nyko logo. All other platform categories use white as the background color here.

The right side of the relevant packages, the conents panel, carries the second panel of the violator and the contents list and icons. All packages use a white background here.