

Nintendo 3DS Family Image and Illustration Usage Guidelines

2015-08-18 Version 2.0



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Official System Images

This page contains the official Nintendo 3DS and Nintendo 3DS XL system images. In addition to the system colors shown in this document, images using other colors of already released systems are also provided. If you would like to use these images, contact the Nintendo Corporate Communication Department to get the associated files.

Alteration of the official system images is strictly prohibited. If you need product images from angles that are not represented in the official system images, you may take new pictures of the system. Make sure to contact Nintendo in advance for more information. If you are using the official system images as is and without any alterations, you do not need to contact Nintendo for approval in advance. You also do not need to contact Nintendo for approval in advance for lifestyle shots that show people holding and playing with the system.

Nintendo 3DS Images



Nintendo 3DS XL Images



Official System Images

New Nintendo 3DS Images



New Nintendo 3DS XL Images



Switching Display Layers

Some of the system images have layers for displaying the states of each of the system LEDs. Enable or disable these layers as necessary to display the system in the appropriate state.

△ Be sure to delete all screenshot and system LED layers when showing the system with the power off.

Screen

North America

Europe/Australia

Japan

The specs for this screen are different in each region. Select the appropriate option.

Only for the New Nintendo 3DS and the New Nintendo 3DS XL

The stylus and game card are at the bottom of the system. Enable or disable the stylus and game card as necessary to display the system in the appropriate state.

Stylus



When the stylus is removed.

Game Card



When the game card is inserted.

Screenshot Area

See the next section, *Replacing Screenshots*, before creating your screenshots.

△ When using the Adobe Photoshop CS2 and earlier illustrations, use the screenshot area path and put a black outline around the screenshot to maintain the margin. Ensure that no white space is visible between the screenshot area and the black outline.



○



Get rid of this white space.

×



Don't make it too thick or have rounded corners.

×

3D LED

Illuminated when 3D display is enabled. Can be shown in the ON or the OFF state. Make sure to show the 3D LED turned off when depicting the system with the power off. The Nintendo 3DS XL, New Nintendo 3DS, and New Nintendo 3DS XL systems do not have this LED.

3D Depth Slider

Switchable between two states. Select the appropriate option.



3D depth slider_max



3D depth slider_min

Notification LED



When SpotPass data is received: **Blue**



When a StreetPass communication is received: **Green**



When a friend comes online: **Orange**



When the battery power is very low: **Red**

Power LED



When the battery is charged: **Blue**



When the battery is low: **Red**

Recharge LED



When the battery is charging: **Orange**

Wireless LED



When wireless communication is enabled.

Replacing Screenshots

If you are using Adobe Photoshop CS3 or later, you can replace the screenshot shown on the system using the following method.

1. Double-click the Upper Screen or the Lower Screen layer.



Double-click icon

2. The screen opens as a separate file.



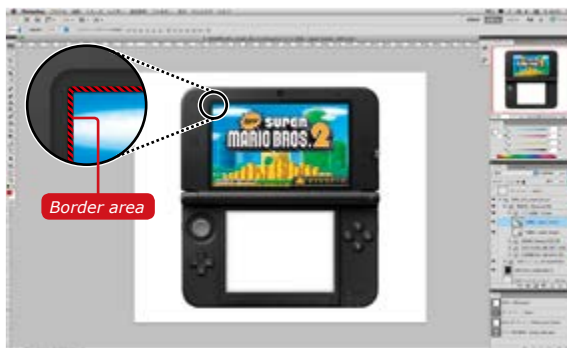
3. Paste the desired screenshot.



4. Paste the desired screenshot.



5. The screenshot will be displayed with the border area on the LCD screen displayed properly.



Border area

For Photoshop CS2 and Earlier

The Path window contains a path for the screenshot area. Display the screenshot as large as the frame around this path will allow.



Select this option to display the screenshot in the appropriate area.

System Image Usage Examples and Notes

Modifying images of the system is prohibited in most cases. However, the following types of alterations are permitted to provide more information about system features that cannot be seen from the official system images or in other cases when absolutely necessary.

Features of the L Button/R Button



Indirectly overlaying parts of other official system images over an image.



Indirectly overlaying official icons over an image.

Prohibited Use Example

 : Use Is Prohibited



Directly pasting other images on top of the official system images is prohibited.



Alterations that make the system's overall shape or specs appear different are prohibited.

System Image Usage Examples and Notes

Cropping Part of the Images



Indirectly overlaying parts of other official system images over an image.



Indirectly overlaying official icons over an image.

Prohibited Use Example

✕ : Use Is Prohibited

△ : Not prohibited, but not recommended.



Directly pasting other images on top of the official system images is prohibited.



Alterations that make the system's overall shape or specs appear different are prohibited.

System Image Usage Examples and Notes

Composing System Images on a Background



Modify the background colors to make the overall shape of the system more clear.



Modify the background colors so that they don't blend in with the outline of the system.

Prohibited Use Example

Modifying image colors is prohibited in most cases. If you would like to alter image colors to match a background you are using, contact the Nintendo Corporate Communication Department for approval in advance.

 : Use Is Prohibited



Modifications that make the system appear to be a color that it is not are prohibited.



Alterations that make the system's overall shape or specs appear different are prohibited.

System Image Usage Examples and Notes

Displaying the Stylus With the System

There are two images of the stylus. Each image shows the stylus in a different orientation. It does not matter which image you use. However, you must maintain the size proportion between the system and the stylus.



Prohibited Use Example

Do not change the size proportion between the system and the stylus.

 : Use Is Prohibited



Modifications that make the system appear to be a color that it is not are prohibited.



Alterations that make the system's overall shape or specs appear different are prohibited.

System Image Usage Examples and Notes

Examples of Lining Up the Systems

Maintain the actual size proportions when arranging the Nintendo 3DS Family systems side by side.



Prohibited Use Example

X : Use Is Prohibited



Making the systems all the same size is prohibited.

System Image Usage Examples and Notes

Examples of Lining Up the Systems

The opening angle for the Nintendo 3DS/3DS XL systems are different from that of the New Nintendo 3DS/New Nintendo 3DS XL systems. Take note of this when placing the system images side by side.



Align the hinges when lining up the New Nintendo 3DS and the New Nintendo 3DS XL systems.

Use the angle shown above when lining up the Nintendo 3DS/3DS XL systems with the New Nintendo 3DS/New Nintendo 3DS XL systems.

Prohibited Use Example

 : Use Is Prohibited

 : Not prohibited, but not recommended.



We do not recommend lining up the bottom of the units when displaying both the New Nintendo 3DS system and the New Nintendo 3DS XL system.

Using the angle shown above when lining up the Nintendo 3DS/3DS XL systems with the New Nintendo 3DS/New Nintendo 3DS XL systems is prohibited.

System Image Usage Examples and Notes

Note: Only for the New Nintendo 3DS and the New Nintendo 3DS XL

Example Using Drop Shadow

For the New Nintendo 3DS and New Nintendo 3DS XL images, light is shone from the upper right corner to the bottom left corner. Therefore, when using drop shadows, place them appropriately based on the light direction.



Prohibited Use Example

 : Use Is Prohibited



Placing drop shadows against the direction of light is prohibited.

System Image Usage Examples and Notes

Note: Only for New Nintendo 3DS system

Example of Unit with Cover Plates

When combining the New Nintendo 3DS system with cover plates, do not display the cover plate tabs.



Prohibited Use Example

 : Use Is Prohibited



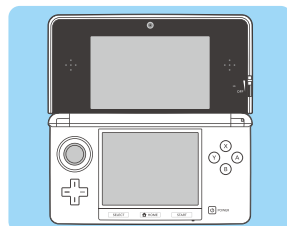
Displaying the tabs is prohibited.
Covering the buttons is also prohibited.

Official System Illustrations

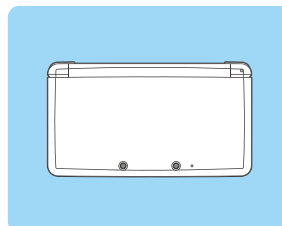
This page contains the official Nintendo 3DS and Nintendo 3DS XL system illustrations. To use any of the illustrations, get the resource data from the Artwork Collection of each system.

△ If you need illustrations that show the system from angles that are not represented in the official system illustrations, you can create them yourself. Be sure to follow the guidelines in the document, however.

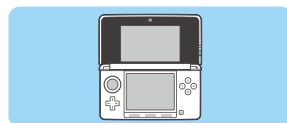
Nintendo 3DS Illustrations



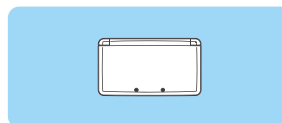
CTRS_illust_L01



CTRS_illust_L02



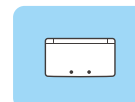
CTRS_illust_M01



CTRS_illust_M02



CTRS_illust_S01



CTRS_illust_S02



CTRS_illust_S07



CTRS_illust_S08



CTRS_illust_S03



CTRS_illust_S04



CTRS_illust_S09



CTRS_illust_S10



CTRS_illust_S05

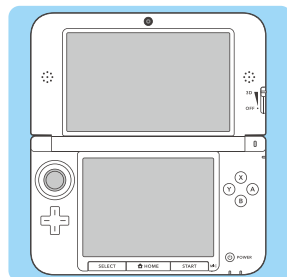


CTRS_illust_S06

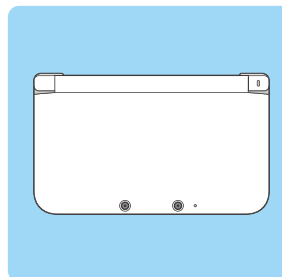


CTRS_illust_S_pen

Nintendo 3DS XL Illustrations



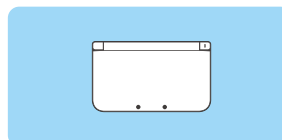
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SPRS_illust_L02



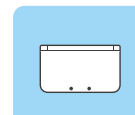
SPRS_illust_M01



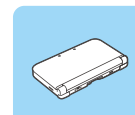
SPRS_illust_M02



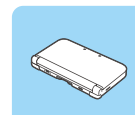
SPRS_illust_S01



SPRS_illust_S02



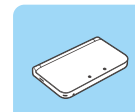
SPRS_illust_S07



SPRS_illust_S08



SPRS_illust_S03



SPRS_illust_S04



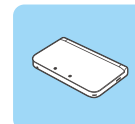
SPRS_illust_S09



SPRS_illust_S10



SPRS_illust_S05



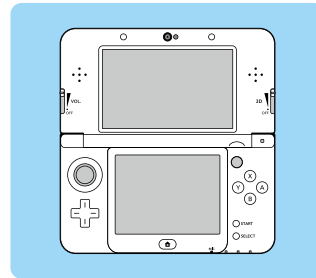
SPRS_illust_S06



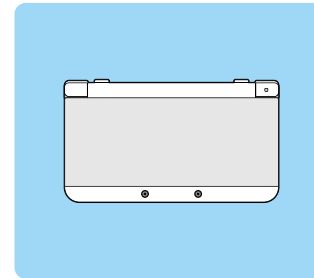
SPRS_illust_S_pen

Official System Illustrations

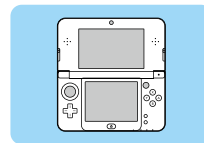
New Nintendo 3DS Illustrations



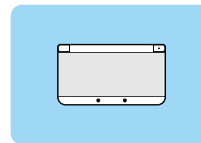
KTRS_illust_L01



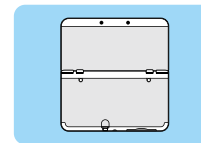
KTRS_illust_L02



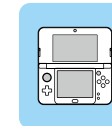
KTRS_illust_M01



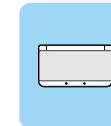
KTRS_illust_M02



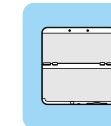
KTRS_illust_M03



KTRS_illust_S01



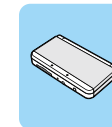
KTRS_illust_S02



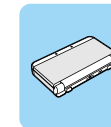
KTRS_illust_S03



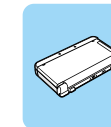
KTRA_illust_M_pen



KTRS_illust_S04



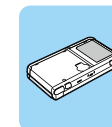
KTRS_illust_S05



KTRS_illust_S06



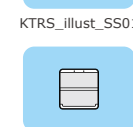
KTRA_illust_S_pen



KTRS_illust_S07



KTRS_illust_S08

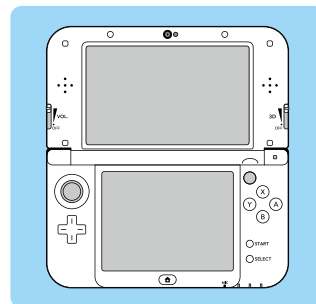


KTRS_illust_SS01

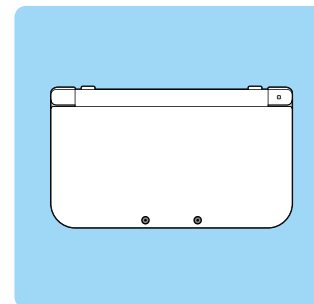


KTRS_illust_SS02

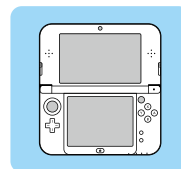
New Nintendo 3DS XL Illustrations



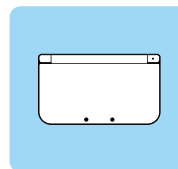
REDS_illust_L01



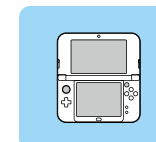
REDS_illust_L02



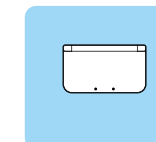
REDS_illust_M01



REDS_illust_M02



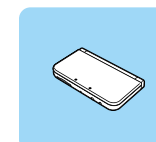
REDS_illust_S01



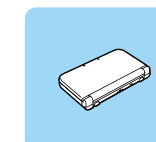
REDS_illust_S02



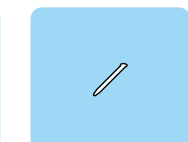
REDA_illust_M_pen



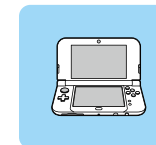
REDS_illust_S03



REDS_illust_S04



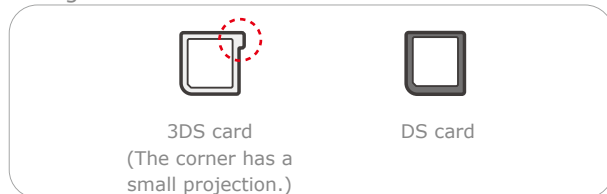
REDA_illust_S_pen



REDS_illust_S05A

Official System Illustrations

△ When including illustrations of game cards with the system, make sure that you use the right type of game card.



△ Button icons are the same for all Nintendo 3DS Family systems. Although newly created images can be used for representing buttons in the various systems, make sure that they resemble the actual buttons in the respective systems.

3DS Card Illustrations



CTRA_illust_M_card



CTRA_illust_S_card

Icon Illustrations

Nintendo 3DS System Icons



HOME Button



Buttons



A Button



B Button



X Button



Y Button



L Button



ZL Button



R Button



ZR Button



+Control Pad



+Control Pad (Up)



+Control Pad (Down)



+Control Pad (Left)



+Control Pad (Right)



+Control Pad (Up/Down)



+Control Pad (Left/Right)



POWER Button



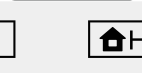
Circle Pad



C Stick



SELECT Button



HOME Button



START Button

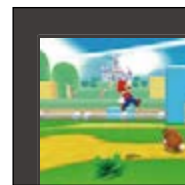
Illustration Size and Screen Composition

There are three illustration sizes: small, medium, and large. Select the illustration size best suited for the printed materials you are creating.

Use illustrations of the stylus and game cards that match the size of the system illustrations you are using. When expanding or shrinking illustrations, resize all lines and effects equally.

Screenshot Area

Use the path indicated by the red line. Put a black outline around the screenshot to maintain the margin. Ensure that no white space is visible between the screenshot area and the black outline.



○



×



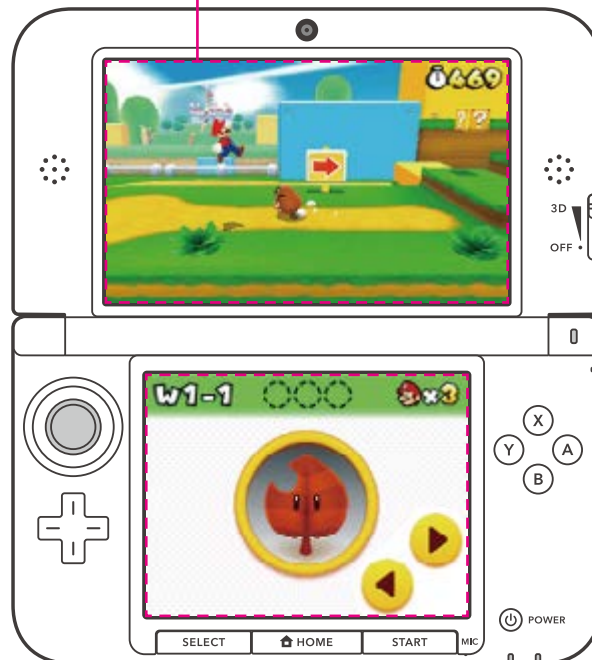
×

Get rid of this white space.

Don't make it too thick or have rounded corners.



Upper screen size: 38.40mm × 23.04mm
Lower screen size: 30.72mm × 23.04mm.



Upper screen size: 53.10 mm × 31.86 mm
Lower screen size: 42.48mm × 31.86mm.

L

Screenshot Area Layer



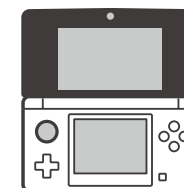
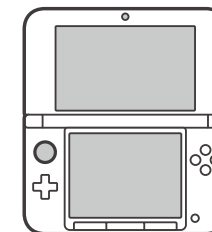
Upper screen size: 26.55mm × 15.93mm
Lower screen size: 21.24 mm × 15.93 mm.



Upper screen size: 19.20mm × 11.52mm
Lower screen size: 15.36mm × 11.52mm.

M

Screenshot Area Layer



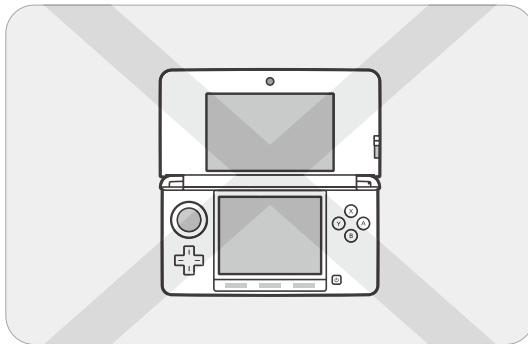
S

No screenshot area layer

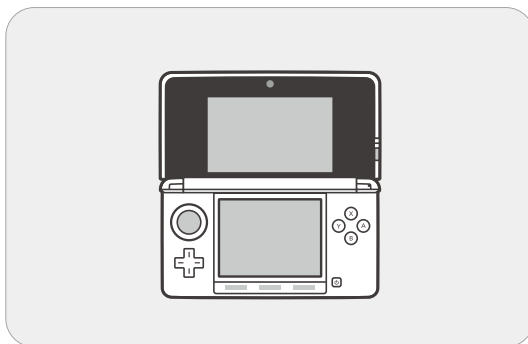
Colors

X : Use Is Prohibited

Modifying the color of the area around the upper screen on the Nintendo 3DS is prohibited. (It is always black.)
This area is not always black on the Nintendo 3DS XL, New Nintendo 3DS, and New Nintendo 3DS XL.

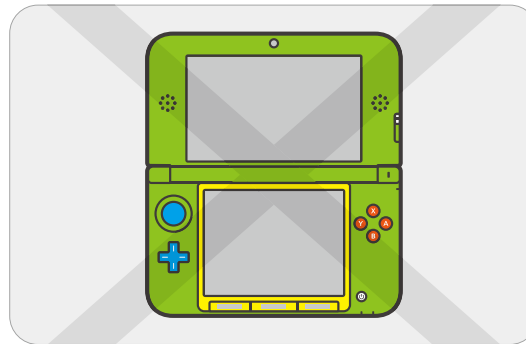


Improved

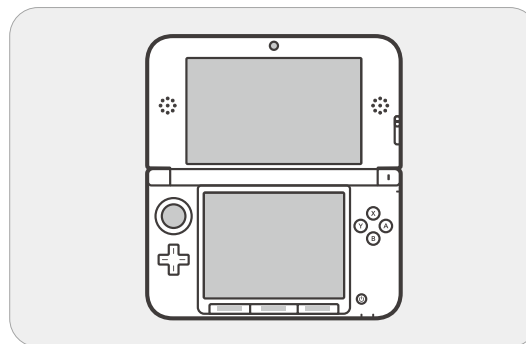


Always make the area around the upper screen on the Nintendo 3DS is black.

Unreleased colors and made-up color combinations are prohibited.

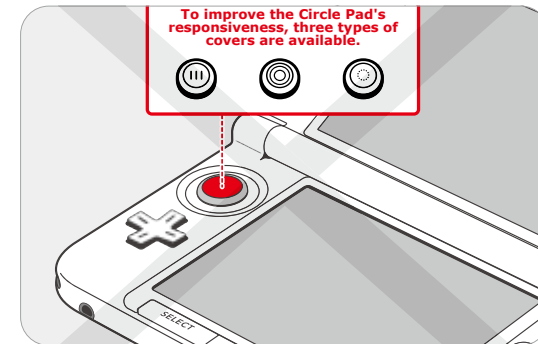


Improved

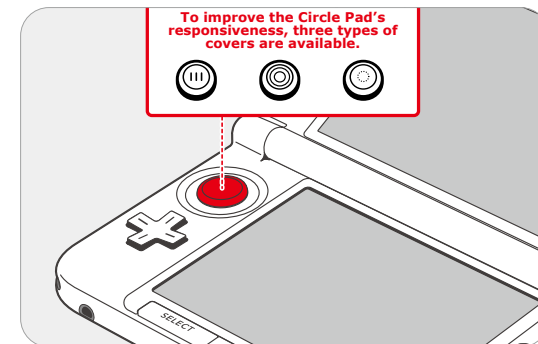


Only use colors of systems that have been launched.

Partially coloring an item differently than it is on the system in real life.





Improved



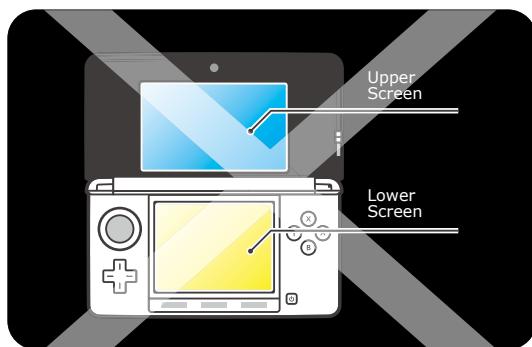
Do not use partial color changes.

Notes About Visibility

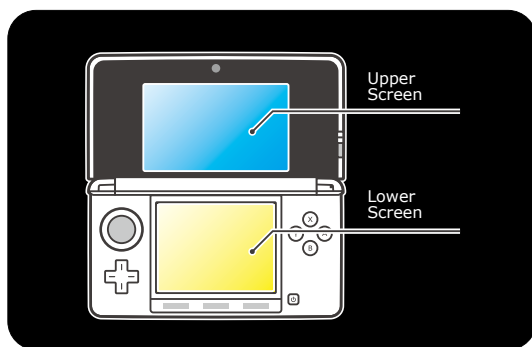
 : Use Is Prohibited

 : Not prohibited, but not recommended.

It is hard to see the overall system shape.

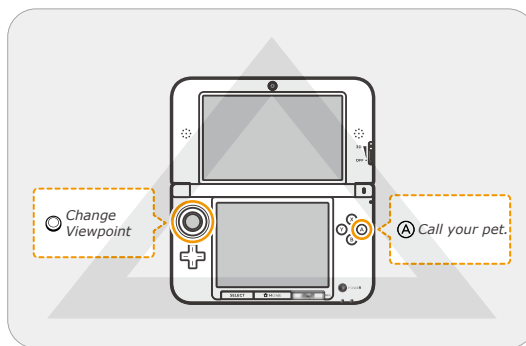


Improved

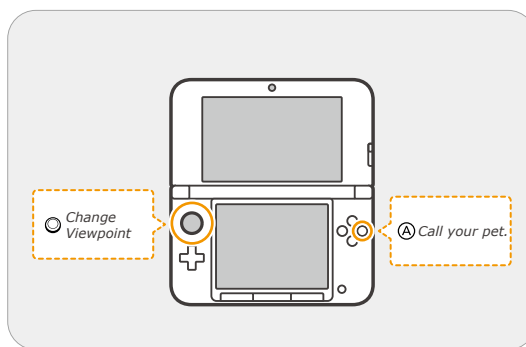


Use a white outline.

Making the illustration smaller such that the lines start to lose definition.



Improved

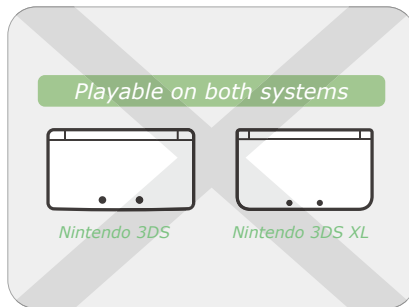


Select the illustration best suited for the size that is being displayed.

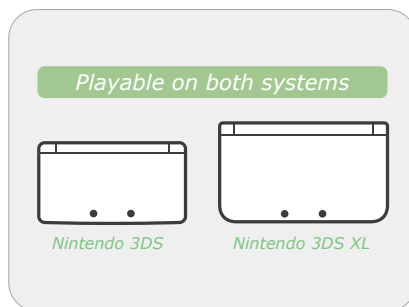
Other Important Info

X : Use Is Prohibited

The Nintendo 3DS, 3DS XL, New Nintendo 3DS, and New Nintendo 3DS XL systems are sized identically.

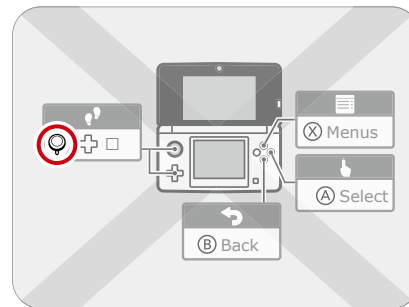


Improved

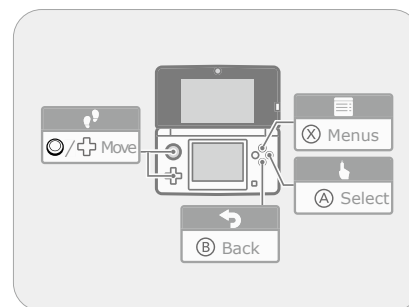


Maintain the size proportion between the Nintendo 3DS, 3DS XL, New Nintendo 3DS, and New Nintendo 3DS XL systems.

The shape of the Circle Pad is obviously different than in real life.

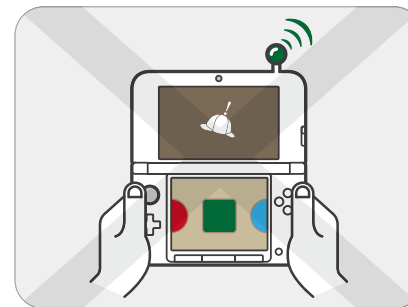


Improved

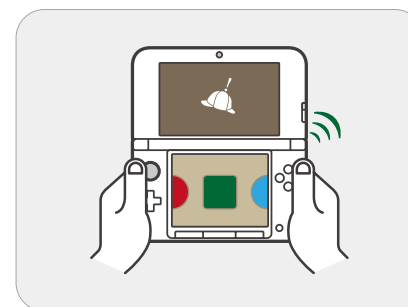


Make the buttons look like they appear in real life.

Obviously different than the actual shape of the system.



Improved

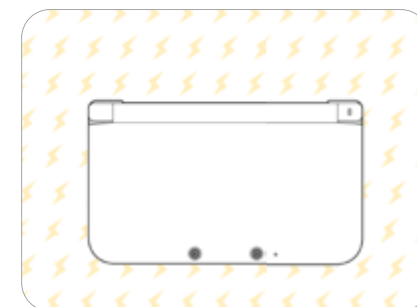


Apply the effect with the system depicted with its actual shape.

The system is covered by a background pattern.



Improved

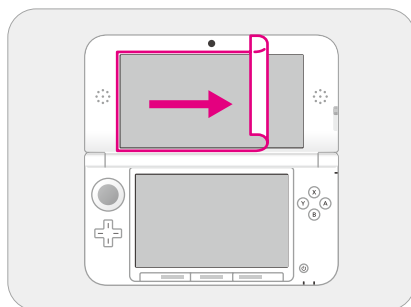


Display the system in the foreground.

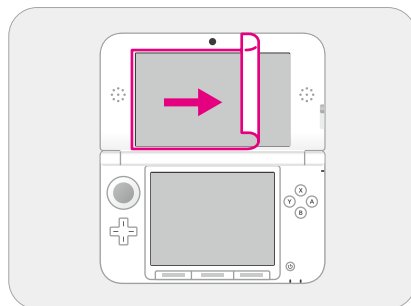
Creating New Illustrations

X : Use Is Prohibited

Modifying the aspect ratios of the upper and lower screens is prohibited.



Improved



Maintain the actual aspect ratios of the upper and lower screens.

Changing the size, placement, or number of buttons is prohibited.



Improved



Maintain the actual size and placement of buttons.

Modifying the system's overall aspect ratio is prohibited.

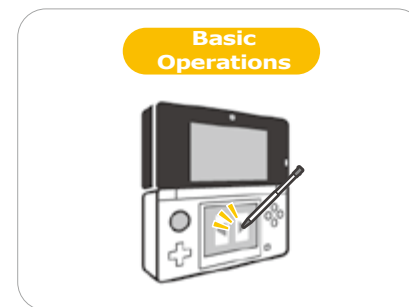


Improved

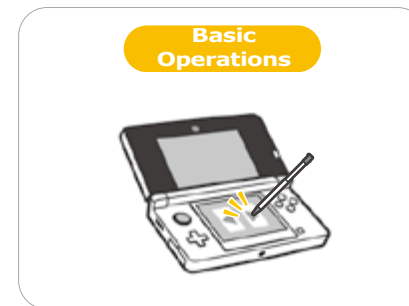


Maintain the actual aspect ratio of the overall system.

Obviously different than the actual shape of the system.



Improved

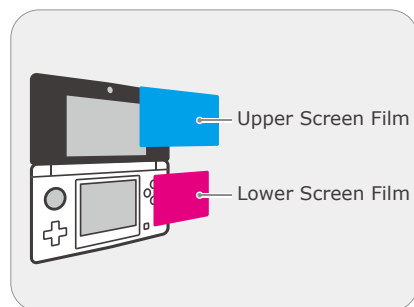


Use the official illustrations to make the system appear like it actually does in real life.

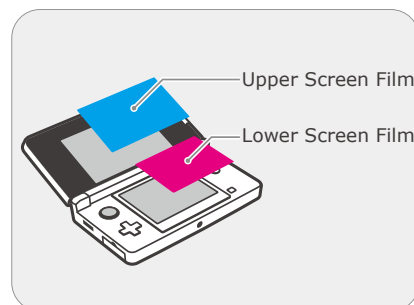
Creating New Illustrations

X : Use Is Prohibited

Applying Perspective to a Planar Illustration

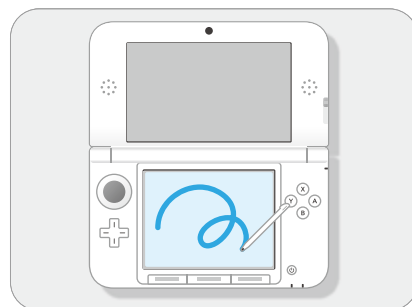


Improved

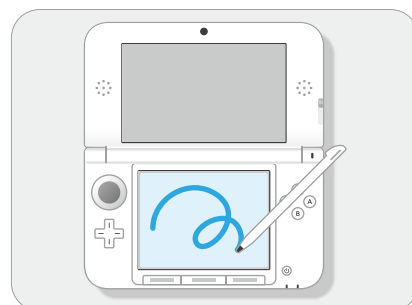


Use the official illustrations to make the system appear like it actually does in real life.

The size proportion of the system and stylus are obviously different than in real life.

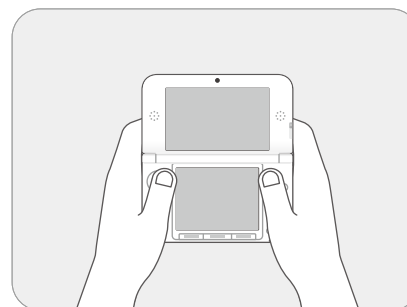


Improved

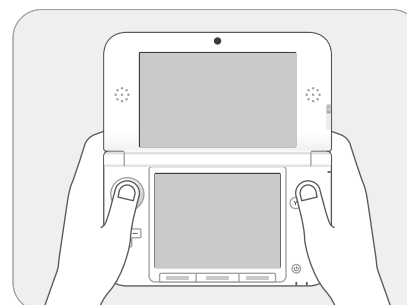


Maintain the size proportion between the system and the stylus.

The user's hands are obviously too big compared to the system, or vice versa.



Improved



Use a size that accurately shows the size proportion between the system and the user's hands.

Revision History

Version	Revision Date	Description
2.0	2015-08-18	Added the New Nintendo 3DS and New Nintendo 3DS XL systems.