

Nintendo eShop Icon Style Guide for Application Development (Nintendo 3DS/3DS XL)



This icon represents Nintendo eShop. Its expected placement is on a link button or similar object. Before using the icon, read the following cautions to ensure that it is used correctly.

Basic Design



Minimum Margin

When displaying the Nintendo eShop icon, provide a minimum margin around the icon to avoid any overlap with other markings. As a general rule, place no text, shapes, or other markings in the minimum margin.

For standards on the minimum margin, see the minimum margin layer in the icon data.



Designated Color



R	255
G	125
B	0

Usage Precautions

In general, icons cannot be modified. When changing the icon temporarily, such as when the icon is clicked, make sure the basic design is still recognizable.

- × **The shape cannot be changed.**
Do not add elements or alter the design.
- × **The color cannot be changed.**
Use the specified colors except under special circumstances. White, black, and gray may be used in cases where there is a problem with visibility or fit with other UI graphics.
- **The size can be changed.**
Use a fixed aspect ratio. The smallest side has a length of **24 px**, not including the minimum margin. Minimal size layout data is only provided for the main icon.

If any of the instructions are unclear, contact your Nintendo representative.