

06-10-2021

## New Artwork Validation process

- > Colors
- > Logo & legal line requirements
- > Information required by SPIN MASTER for the validation

# New approval process from SPIN MASTER

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# Approval process from SPIN MASTER

- Step 1

- > Resellers send the below guidelines to their corporate clients with their quotation
- > Before submitting the Artwork, the Reseller/Agent checks that it is in-line with those guidelines

**PROMOTIONAL RUBIK'S USAGE GUIDELINES**

Rubik's® items are used under license from Spin Master. Make sure your brand and campaign are aligned with the Rubik's Values and avoid restricted topics. Contact us for more information.

<p><b>✓ RUBIK'S VALUES</b></p> <table border="0" style="width: 100%;"><tr><td style="background-color: #e91e63; color: white; padding: 5px; text-align: center;">FUN &amp; CHALLENGE</td><td style="background-color: #0070c0; color: white; padding: 5px; text-align: center;">LEARNING &amp; ENCOURAGEMENT</td><td style="background-color: #d9ead3; padding: 5px; text-align: center;">FAMILY BRAND</td></tr><tr><td style="background-color: #d9ead3; padding: 5px; text-align: center;">QUALITY PRODUCT</td><td style="background-color: #ffc000; padding: 5px; text-align: center;">INCLUSIVE</td><td style="background-color: #5cb85c; color: white; padding: 5px; text-align: center;">COMMUNITY</td></tr><tr><td style="background-color: #0070c0; color: white; padding: 5px; text-align: center;">NOSTALGIA</td><td style="background-color: #e91e63; color: white; padding: 5px; text-align: center;">PRIDE &amp; ACHIEVEMENT</td><td style="background-color: #f79646; padding: 5px; text-align: center;">CREATIVITY</td></tr></table>	FUN & CHALLENGE	LEARNING & ENCOURAGEMENT	FAMILY BRAND	QUALITY PRODUCT	INCLUSIVE	COMMUNITY	NOSTALGIA	PRIDE & ACHIEVEMENT	CREATIVITY	<p><b>⊘ NON-SUITABLE TOPICS/INDUSTRIES</b></p> <ul style="list-style-type: none"><li>× Weapons and Violence (Guns etc)</li><li>× Alcohol &amp; Tobacco</li><li>× Hard Substances (Drugs etc)</li><li>× Politics &amp; Religion</li><li>× Polarizing or Controversial content</li><li>× Sex</li></ul>	<p><b>ⓘ TOPICS REQUIRING CASE-BY-CASE APPROVAL</b></p> <ul style="list-style-type: none"><li>× Toys</li><li>× Video Games</li><li>(to avoid conflict of interest with Spin Master)</li><li>× Gambling</li></ul>
FUN & CHALLENGE	LEARNING & ENCOURAGEMENT	FAMILY BRAND									
QUALITY PRODUCT	INCLUSIVE	COMMUNITY									
NOSTALGIA	PRIDE & ACHIEVEMENT	CREATIVITY									

>See list of approved industries on page 11

- Step 2

- > Artwork is sent for Approval to SPIN MASTER



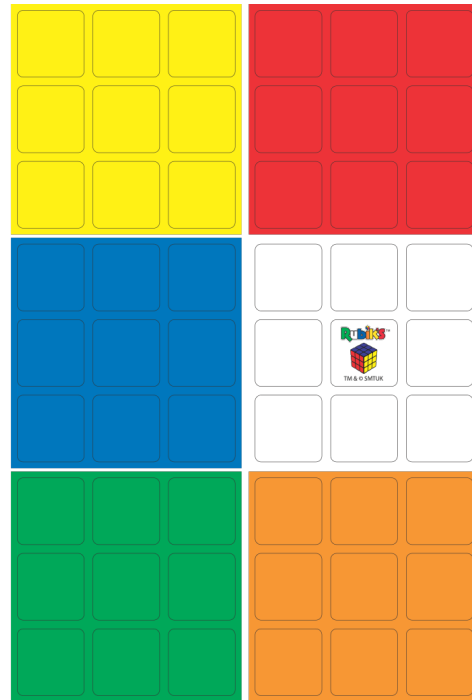
- Approval criteria :

- 1/ Respect of the above guidelines
- 2/ Conformity of the Color position + logo + legal line requirement
- 3/ Submission of the Campaign details

# Panel / Color Position

- If your Artwork is using some of all the Rubiks main colors : The color sequence should be followed for brand consistency
- Only if client believe that this disrupt his design, an exemption request can be submitted to SPIN MASTER to review, but in general the same effect could generally be achieved, by altering the position the panels on the layout

Toy Panel Colors


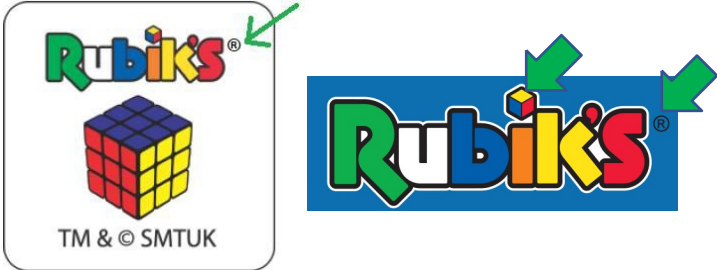


Example of Promotional Artwork  
Not following the Toy color sequence



# Logo & Legal Line on Product

- By Default SPIN MASTER requires all clients to use their full color logo + Legal line

<p style="text-align: center;"><b>✗</b> Old Logo</p>	<p style="text-align: center;"><b>✓</b> New Logo + Legal Line <b>for Toy items</b></p> <ul style="list-style-type: none"> <li>• Rubik's Cube 2x2, 3x3, 4x4</li> <li>• Rubik's Sensory Cube</li> <li>• Rubik's Edge</li> <li>• Rubik's Twist</li> </ul>	<p style="text-align: center;"><b>✓</b> New Logo + Legal Line <b>for All Other items</b></p> <p style="text-align: center;"><u>Applicable to</u> <u>All Other Rubik's items</u></p>
<p style="text-align: center;">with <b>®</b> symbol</p>  <p>The image shows two versions of the old logo. On the left, the word 'Rubik's' is in a stylized, multi-colored font above a 3x3 Rubik's cube. On the right, the word 'Rubik's' is in a similar font but with a blue background behind the letters. Red arrows point to the '®' symbol in both versions.</p>	<p style="text-align: center;">with <b>TM</b> symbol</p>  <p>The image shows two versions of the new logo. On the left, the word 'Rubik's' is in a stylized, multi-colored font above a 3x3 Rubik's cube, with 'TM &amp; © SMTUK' below. On the right, the word 'Rubik's' is in a similar font with a blue background behind the letters, also with 'TM &amp; © SMTUK' below. Green arrows point to the 'TM' symbol in both versions.</p>	

- These logos are already updated in our new templates (request them).  
Please make sure you are sending the updated template to your client

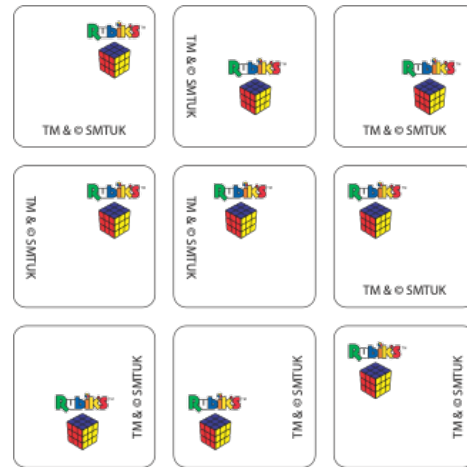
# Logo & Legal Line on Product

- For clients asking not to use the full size color logo to avoid disrupting their design, SPIN MASTER offers 2 Alternatives:

**Alternative 1: Use a smaller Rubik's logo in Color or B&W + the legal line "TM & © SMTUK" on the same label**



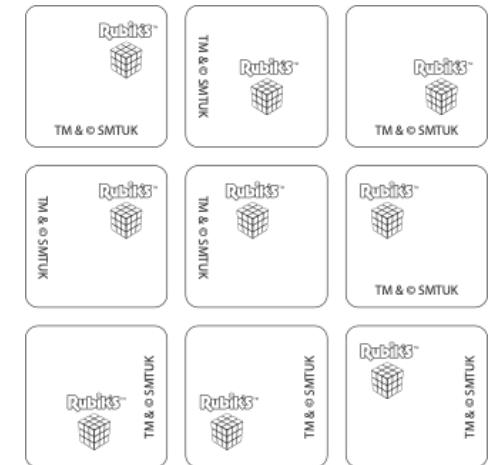
Accepted placement:



Avoid placing the legal line above the logo



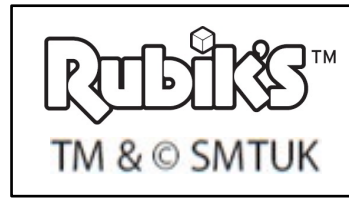
Accepted placement:



Avoid placing the legal line above the logo

# Logo and Legal Line on Product

**Alternative 2: Ask to place a sticker on the Shrink-wrap packaging instead of the product**



sticker dim : 1.4x0.8cm–0.55 x 0.315 inch

# Logo and Legal Line on Gift Box

- For clients ordering a custom Gift Box with Rubik's Logo:

1/ Please use the following Logo on the gift box Artwork  
(contact us to get CMYK logo files)

## Rubik's® for Toy items (Rubik's Cubes, Rubik's Twist, and Rubik's Edge)



## Rubik's™ for all Other items



2/ Legal line to use :

**RUBIK'S TM & © 2021 Spin Master Toys UK Limited, used under license. All rights reserved.**

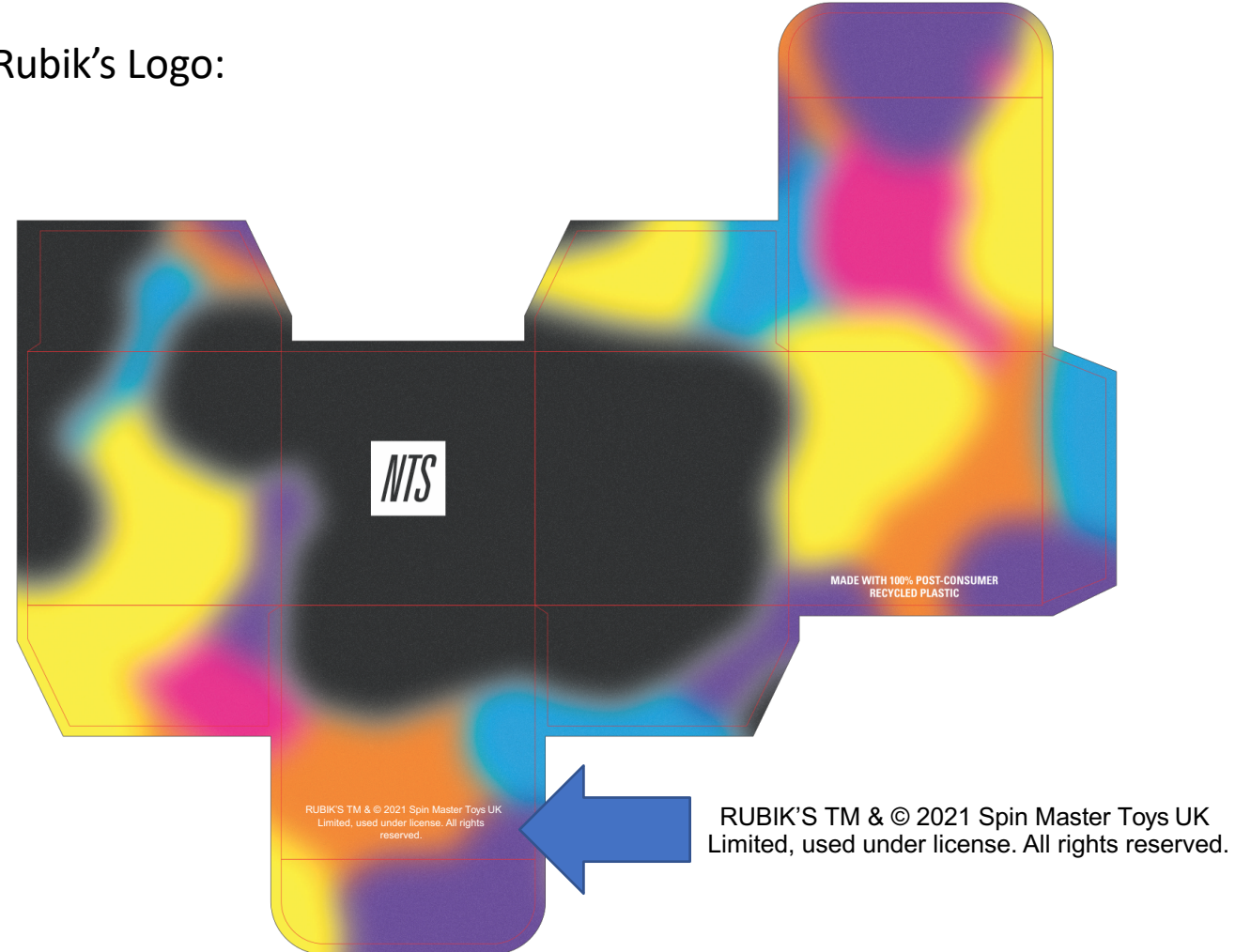


# Logo and Legal Line on Gift Box

- For clients ordering a custom Gift Box without Rubik's Logo:

The Legal line to add on the box is:

**RUBIK'S TM & © 2021 Spin Master  
Toys UK Limited, used under license.  
All rights reserved.**



# Information required by SPIN MASTER for the validation :

The following information must be sent by the Client/Reseller with the Artwork.

1. Territory (country): [XXXXXX](#)
2. Order Quantity : [XXXXXX Pcs](#)
3. Name of the Brand : [XXXXXX](#)
4. Industry : [Select from industry list. When possible, please provide more details on the company activity. Those can usually be found on the website profile.](#)
5. Website: <https://www.xxxxxx.com>
6. Application: [Select application from the below list:](#)
  - a) [Promotional Gift \(given as part of a campaign or event\)](#)
  - b) [Premium \(given with each purchase\) - Specify how it will be distributed](#)
  - c) [Retail/Collaboration Cube \(sold\) - Specify in which outlets](#)

Industry list	Application list
<ul style="list-style-type: none"><li>• Automotive</li><li>• Banking &amp; Finance</li><li>• Consumer Goods</li><li>• Education</li><li>• Energy</li><li>• Entertainment &amp; Sport</li><li>• Food &amp; Beverage</li><li>• Hotel &amp; Travel</li><li>• Industrial</li><li>• Insurance</li><li>• IT &amp; Technology</li><li>• Logistics</li><li>• Luxury</li><li>• Media</li><li>• Pharmaceutical</li><li>• Service</li></ul>	<ul style="list-style-type: none"><li>• Promotional Gift (given as part of a campaign or event).</li><li>• Premium (given with each purchase or as part of a retail set). <u>Please specify how the cube will be distributed / and in which outlets.</u></li><li>• Retail/Collaboration Cube (sold as a standalone item) . <u>Please specify in which outlets the cube will be sold</u></li></ul>

# List of Unauthorized Topics / Industries

## PROMOTIONAL RUBIK'S USAGE GUIDELINES

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### ✓ RUBIK'S VALUES



### ⊘ NON-SUITABLE TOPICS/INDUSTRIES

- × Weapons and Violence (Guns etc)
- × Alcohol & Tobacco
- × Hard Substances (Drugs etc)
- × Politics & Religion
- × Polarizing or Controversial content
- × Sex

### ⓘ TOPICS REQUIRING CASE-BY-CASE APPROVAL

- × Toys
- × Video Games  
(to avoid conflict of interest with Spin Master)
- × Gambling