






## Promotional Guidelines Checklist

	Checklist	Guidelines	OK / REVISE <input checked="" type="checkbox"/> <input type="checkbox"/>
Order information	<p>1. Did you submit the <b>Approval information</b> to your Rubik's supplier (list herewith)?</p> <p>SPIN MASTER requires information about your cube to ensure each Rubik's item that is ordered is aligned with the guidelines.</p>	<p>1. Rubik's Item: 2. Quantity: 3. Country of distribution: 4. Brand using/printed on the Cube: 5. Brand Industry: 6. Brand Website: 7. Usage (Promotion or Retail): <i>(For Retail use, request a quotation including retail license)</i></p>	<input type="checkbox"/> <input type="checkbox"/>
Industry Topic	<p>2. Are the <b>Industry and artwork theme (images/texts)</b> allowed?</p> <p>As a family brand, Rubik's brand must never be associated with brands/topics that do not share its core values.</p> <p>Some topics may require case-by-case approval to ensure there is not conflict with existing campaigns, or other SPIN MASTER toy lines.</p>	<p><b>NON-AUTHORIZED INDUSTRIES/THEMES:</b></p> <ul style="list-style-type: none"> <li>-Weapons and Violence (including Military, Defense, etc.)</li> <li>-Alcohol &amp; Tobacco</li> <li>-Hard Substances (Drugs etc.)</li> <li>-Casino, Gambling, Politics &amp; Religion</li> <li>-Polarizing or Controversial content</li> <li>-Sex or obscene content</li> </ul> <p><b>REQUIRING SPIN MASTER PRE-APPROVAL:</b></p> <ul style="list-style-type: none"> <li>-Retail / Luxury / Clothing / Sportswear</li> <li>-Toys / Video Games / Gambling / Casino</li> <li>-Cryptocurrencies/ NFT</li> </ul>	<input type="checkbox"/> <input type="checkbox"/>
Product Artwork	<p>3. Does your artwork have the <b>Rubik's logo?</b> (Color, outline or fill formats accepted)</p> <ul style="list-style-type: none"> <li>Make sure the logo is not placed next to a negative word or photo</li> </ul>	 <p>Rubik's logo and legal line must be printed on the Cube (printing the logo on the packaging only is not sufficient)</p>	<input type="checkbox"/> <input type="checkbox"/>
	<p>4. Is <b>your logo and your name</b> clearly printed on the artwork?</p> <p>Your logo &amp; name must appear clearly on your artwork. This is to avoid potential confusions between your marketing message/branding and the Rubik's brand.</p>	<p>If you do not wish to use your logo, or if your logo does not include your name, please include a small brand name on the side of one of the panels.</p>	<input type="checkbox"/> <input type="checkbox"/>
	<p>5. Are your <b>panel colors</b> arrangement following the same positions as the toy? (See example herewith)</p> <p>The color sequence is part of the RUBIK'S brand identity: when using any of the original colors (white, yellow, red, orange, green, blue), make sure to arrange your panels accordingly (see example herewith).</p> <p>On the other hand, panels that are not using Rubik's original color backgrounds do not need to be follow a specific panel sequence (ex: black)</p>	<p>Your panel colors MUST follow the official color layout (see screenshot):</p>  <ul style="list-style-type: none"> <li>yellow panel opposite white panel</li> <li>red panel opposite orange panel</li> <li>blue panel opposite green panel</li> </ul>	<input type="checkbox"/> <input type="checkbox"/>
	<p>6. <b>QR Codes:</b> Is the link ready to be used?</p> <ul style="list-style-type: none"> <li>Link is active / no error message</li> <li>Link has no restricted topics (see point #2)</li> </ul>	<p>If the QR code is not active, ask your client for a screenshot or demo link of the landing page for approval. Spin Master requires it for approval</p>	<input type="checkbox"/> <input type="checkbox"/>
Packaging	<p>7. Does your <b>box have the Rubik's logo and long legal line?</b> (Request our latest template)</p>	 <p>Boxes must be printed with Rubik's logo and the long legal line (color or B&amp;W)</p>	<input type="checkbox"/> <input type="checkbox"/>
	<p>8. Is <b>your logo clearly printed on the box?</b> (see point #4)</p> <ul style="list-style-type: none"> <li>Make sure there is no confusing (like "Samsung Cube", "Rubix")</li> </ul>	<p>Box can highlight a partnership (Samsung logo X Rubik's logo) but should not imply the Cube is manufactured by their company (Samsung Cube)</p>	<input type="checkbox"/> <input type="checkbox"/>

[See complete Rubik's Promotion Guidelines here](#)