

Nintendo

Visual Asset Guide

for

Digital Distribution and Content

Marketing Platforms

1. Introduction

This guide gives an overview of the various visual assets required to sell games via Nintendo's digital distribution platforms, Nintendo eShop and Nintendo DSi Shop. It also covers the assets needed to present games on Nintendo eShop, Nintendo Channel and the NOE website.

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2. General

2.1. Asset upload

Please create a zip file or folder called e.g. “eshop-assets” for your assets, then upload it to our datacenter server ([ftp.noeplts.de](ftp:noeplts.de)). You can use the same account which you use for software uploads.

Important: Please be sure to always include the four-character game code, the software title, the asset type and the language in the file name of each asset you provide us (for example: XXXX-SteelDiver-SWBanner-ALL.jpg).

2.2. Contact information

If you have any questions, please do not hesitate to contact us using the email addresses below:

Nintendo eShop

eShop_NOE@nintendo.de for queries regarding these guidelines or Nintendo eShop in general.

Nintendo DSiWare

DSiWare_NOE@nintendo.de or eShop_NOE@nintendo.de for queries regarding Nintendo DSiWare.

Nintendo Channel

NintendoChannel_NOE@nintendo.de for queries about Nintendo Channel guidelines or other information regarding the Nintendo Channel.

Advertising

Advertising_publisher@nintendo.de for support regarding advertising and marketing enquiries (videos, pack shots etc.).

2.3. Overview of required assets

	Assets for Nintendo eShop	Assets for Nintendo DSi Shop	Assets for Nintendo Channel	Assets for NOE Website
Nintendo 3DS Download Software	required	n/a	required	required
Nintendo 3DS Packaged Software	recommended	n/a	recommended	recommended
Nintendo DSiWare	required	required	required	required

3. Nintendo eShop

Nintendo eShop is a digital distribution platform available exclusively on Nintendo 3DS. It includes original Nintendo 3DS download software, Nintendo DSiWare, Virtual Console games on Nintendo 3DS as well as information about packaged software.

3.1. Banner for Nintendo eShop

Every software title, video and promotional shelf should have a banner: a fixed image that is shown on the top screen whenever the associated item or shelf is selected.

Recommendations:

- Use artwork and designs consumers will quickly associate with the product, e.g. cover art or character art
- Provide a 3D banner for software or videos that support 3D
- The same banner can be used for software and associated videos

Requirements:

- The image must be suitable for people below the age of 16, even if the software is actually rated for an older audience
- The (localised) software logo must be displayed on the banner
- Banners should be based on the provided template
- The software logo or text must not be placed within the safe margin defined in the template
- Age rating logos must not be used
- 3D banners may not be used for software that does not support the 3D feature
- For 3D banners, the 3D depth effect must be comfortable for the majority of people
- Localisation is required if language-specific elements are included in the banner

Specifications:

- 2D format: 400x168 px, JPG, no progressive encoding, max. 50 KB
- 3D format: 400x168 px, MPO (multi-picture file format), stereoscopic image, max. 100 KB
- IMPORTANT: The 3D depth level of a 3D banner is set when you create it and cannot be adjusted later with the 3D depth slider; it can only be turned on or off. You should therefore make sure that the 3D effect is at a level that the majority will find comfortable. Avoid showing objects that appear to pop out of the screen, especially near the edges.

Examples

	
Pokédex™ 3D Software Banner for Nintendo eShop (all languages) XXXX-Pokedex3D-SWBanner-ALL.jpg	Steel Diver™ Software Banner for Nintendo eShop (all languages) XXXX-SteelDiver-SWBanner-ALL.jpg

3.2. Icons for Nintendo eShop

In Nintendo eShop menus, every software title, video and promotional shelf item is represented by an icon.

Recommendations:

- For videos, create an icon that gives an idea of the topic of the video, or use a representative still shot of the video

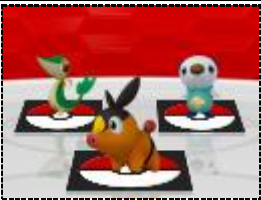
Requirements:

- The image must be suitable for people below the age of 16, even if the software is actually rated for an older audience
- The icon for a software title must be the same as the corresponding icon used in the Nintendo 3DS HOME Menu.
- Icons must be localised if they include text or a localised software logo
- Icons should be based on the provided template
- Thumbnails for videos must not include a “play” arrow or other symbol to indicate that they are videos
- Localisation is required if language-specific elements are shown

Specifications:

- Software Icon (SWIcon): 64x64 px, JPG, no progressive encoding, max. 10 KB
- Video Thumbnail (VidThumb): 120x88 px, JPG, no progressive encoding, max. 20 KB
- Shelf Icon: 128x96 px, JPG, no progressive encoding, max. 20 KB

Examples

	
Pokédex™ 3D Software Icon for Nintendo eShop (all languages) XXXX-Pokedex3D-SWIcon-ALL.jpg	Steel Diver™ Software Icon for Nintendo eShop (all languages) XXXX-SteelDiver-SWIcon-ALL.jpg
	
Pokédex™ 3D Shelf Icon for Nintendo eShop (all languages) XXXX-Pokedex3D-ShelfIcon-ALL.jpg	Steel Diver™ Shelf Icon for Nintendo eShop (all languages) XXXX-SteelDiver-ShelfIcon-ALL.jpg
	
Pokédex™ 3D Video Icon (Thumbnail) for Nintendo eShop (all languages) XXXX-Pokedex3D-VidThumb-ALL.jpg	Steel Diver™ Video Icon (Thumbnail) for Nintendo eShop (all languages) XXXX-SteelDiver-VidThumb-ALL.jpg

3.3. Screenshots for Nintendo eShop

Each software title in Nintendo eShop can have up to three sets of screenshots, which are viewable in the “More Details” section of a software title information page. A screenshot set consists of the upper screen and the corresponding lower screen image, and can be displayed on both screens in full-screen mode.

Recommendations:

- Show in-game scenes that best represent the general game play
- Use region-neutral screenshots if possible (screenshots without elements that would require localisation, e.g. text)
- Prepare Nintendo DSiWare screenshot sets for Nintendo eShop as follows:
 1. Make sure to have the top and bottom screenshots as separate images, without borders and both in their native resolution of 256x192
 2. Resize both screenshots to 320x240 px using cubic interpolation, as the result gets closest to the result on the actual Nintendo 3DS screens
 3. For the top screenshots only, add black bars of 40x240px on both the left and right sides to achieve the size of 400x240 px.

Requirements:

- The images used must be suitable for people below the age of 16, even if the software is actually rated for an older audience
- Localised versions for all screenshots that include language-specific elements should be provided
- Localised screenshots must show the same in-game scene in each language
- Screenshot pairs (corresponding upper and lower screen) should be provided for all three screenshot slots
- For software that supports 3D, upper screenshots must be provided in both 2D and 3D
- 3D screenshots should not be used for software that does not support the 3D feature
- For 3D screenshots, the 3D depth effect must be comfortable for a majority of people and the 3D depth level must not change between screenshots.
- Screenshots must not have any logos or text added (age rating, game logos, developer logos etc.)
- Screenshots must not have borders other than the above mentioned
- Localisation is required if language-specific elements are shown

Specifications:

- Lower screen: 320x240 px, JPG, no progressive encoding, max. 50 KB
- Upper screen 2D: 400x240 px, JPG, no progressive encoding, max. 50 KB
- **Upper screen 3D:** 400x240 px, MPO (multi-picture file format), max. 100 KB
OR left and right images separately, 400x240, JPG, no progressive encoding, max. 50 KB each
- **IMPORTANT:** The 3D depth level of 3D screenshots is set when you create them and cannot be adjusted later with the 3D depth slider; it can only be turned on or off. You should therefore make sure that the 3D effect is at a level that the majority will find comfortable. When capturing in-game screenshots, it is recommended that you set the 3D depth slider to 2/3 or 3/4. In

order to maintain consistency, please also ensure that the 3D depth level does not differ between screenshots.

Examples

	
Pokédex™ 3D Screenshot 1 (top) for Nintendo eShop (English version) XXXX-Pokedex3D-Screen1a-ENG.jpg	Mario vs. Donkey Kong™: Minis March Again Screenshot 2 (top) for Nintendo eShop (English version) XXXX-MarioVsDonkeyKongMMA-Screen2a-ENG.jpg
	
Pokédex™ 3D Screenshot 1 (bottom) for Nintendo eShop (English version) XXXX-Pokedex3D-Screen1b-ENG.jpg	Mario vs. Donkey Kong™: Minis March Again Screenshot 2 (bottom) for Nintendo eShop (English version) XXXX-MarioVsDonkeyKongMMA-Screen2b-ENG.jpg

3.4. Thumbnails for Nintendo eShop

Up to three thumbnails can be displayed on a software information page. If more than one thumbnail is provided, they will alternate automatically, switching every few seconds.

Recommendations:

- Use software logo, cover art, character art or similar images
- Use cropped screenshots only as a last resort

Requirements:

- One thumbnail showing the (localised) software logo must be provided
- Thumbnails must be localised if they include a localised software logo or text
- The images used must be suitable for people below the age of 16, even if the software is actually rated for an older audience
- Localisation is required if language-specific elements are shown

Specifications:

- 112x112 px, JPG, no progressive encoding, max. 50 KB

Examples

	
Pokédex™ 3D Software Thumbnail 1 for Nintendo eShop (all languages) XXXX-Pokédex3D-SWThumb1-ALL.jpg	Steel Diver™ Software Thumbnail 1 for Nintendo eShop (all languages) XXXX-SteelDiver-SWThumb1-ALL.jpg

3.5. Videos for Nintendo eShop

Up to five associated videos can be provided for each software item. They can be found in the “Related Videos” section of a software title information page, and also in various other places within Nintendo eShop. Videos are only played on the upper screen, and can be in either 2D or 3D.

Recommendations:

- Use trailers, game play videos or any other promotional videos related to the software
- Create 3D videos for software that supports the 3D feature

Requirements:

- Age rating logos must not be used
- Competitors’ logos must not be used
- 3D videos (partial or otherwise) should not be made for software that does not support the 3D feature
- The scenes used must be suitable for people below the age of 16, even if the software is actually rated for an older audience
- For 3D videos, the 3D depth effect must be at a level which is comfortable for the majority of people, and must not change between scenes and videos. Avoid showing objects that appear to pop out of the screen, especially near the edges.
- Supplementary assets, such as a video thumbnail and the video registration sheet, must be provided for each video.

Specifications:

- Localisation: Recommended
- Resolution: 400x240 px (5:3)
Cropping videos to achieve this aspect ratio is highly recommended. Otherwise, please letterbox/pillarbox the video accordingly.
- Frame rate: 30 fps for 2D
or 30 fps per video track for 3D if delivered in separate files
or 60 fps for interleaved 3D videos
- Scan mode: Progressive
- File type: AVI

- Video codec: Uncompressed videos preferred. Otherwise, use any common codec, but ensure a high image quality.
- 3D video layout: Left and right video track in separate files
or interleaved (interleaving left and right eye frames)
- Audio: Stereo, no compression (PCM), 44.1 kHz sampling rate, 16 bit depth
- IMPORTANT: The 3D depth level of a 3D video is set when you create it and cannot be adjusted later with the 3D depth slider; it can only be turned on or off. You should therefore make sure that the 3D effect is at a level that the majority will find comfortable. Avoid showing objects that appear to pop out of the screen, especially near the edges. When recording in-game footage, it is recommended that you set the 3D depth slider to 2/3 or 3/4. In order to maintain consistency, please also ensure that the 3D depth level does not differ between scenes or videos.

4. Nintendo DSi Shop

Nintendo DSi Shop is a digital distribution platform exclusively available on Nintendo DSi, offering Nintendo DSiWare. Since Nintendo DSiWare titles are sold on both Nintendo eShop and Nintendo DSi Shop, special assets are needed for both platforms.

4.1. Icon for Nintendo DSi Shop

Each Nintendo DSiWare title in the Nintendo DSi Shop is represented by an icon which is displayed in the search results, on the welcome screen and when browsing through software,.

Requirements:

- The icon used should be the same as that which appears in the Nintendo DSi Menu after downloading the software.

Specifications:

- Localisation not possible
- 32x32 px, GIF, 8-bit colour depth, no animation

Example:

	
Mario vs. Donkey Kong™: Minis March Again Icon for Nintendo DSi Shop XXXX-MarioVsDonkeyKongMMA-DSiIcon-ALL.gif	Usage example: search results

4.2. Screenshots for Nintendo DSi Shop

Each Nintendo DSiWare title in the Nintendo DSi Shop has two sets of screenshots which are displayed on the software information page of the respective title. A screenshot set consists of the upper screen and the corresponding lower screen image.

Recommendations:

- Show in-game scenes that best represent the general game play
- Use region-neutral screenshots if possible (screenshots without elements that would require localisation, e.g. text)

Requirements:

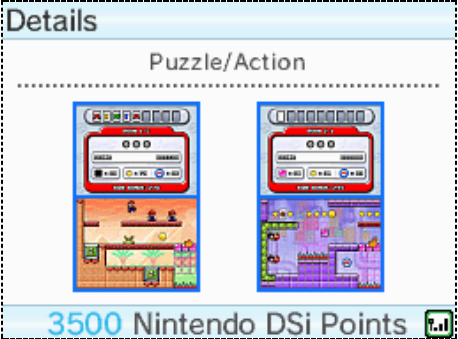
- A localised screenshot must show the same in-game scene in each language
- Screenshot sets (corresponding upper and lower screen) must be provided for both screenshot slots

- Screenshots must not have any logos or text added (age rating, game logos, developer logos etc.)
- Screenshots should not have borders added
- Localisation is required if language-specific elements are shown

Specifications:

- 68x51 px, GIF, 8-bit colour depth, no animation
- Only for titles that are played holding the Nintendo DSi system horizontally the dimensions should be 51x68px.

Example

	
Mario vs. Donkey Kong™: Minis March Again Screenshot Set 1 for Nintendo DSiShop XXXX-MarioVsDonkeyKongMMA-DSiScreen1a-ENG.gif XXXX-MarioVsDonkeyKongMMA-DSiScreen1b-ENG.gif	Usage example: Software details page

4.3. Software title image for Nintendo DSi Shop

The software title image is displayed in the catalogue of games when browsing through the Nintendo DSi Shop.

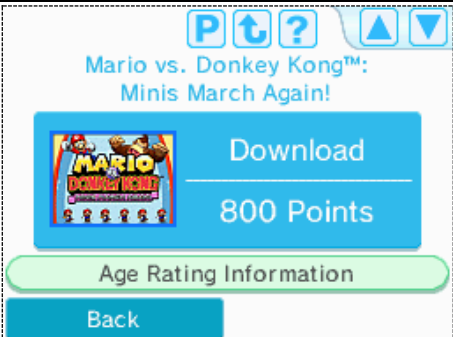
Requirements:

- The game's title screen must be used
- Localisation is required if language-specific elements are shown

Specifications:

- 68x51 px, GIF, 8-bit colour depth, no animation

Example

	
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Mario vs. Donkey Kong™: Minis March Again Title Image for Nintendo DSi Shop XXXX-MarioVsDonkeyKongMMA-DSiTitle-ENG.gif	Usage example: Software details page
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5. Nintendo of Europe Website (nintendo-europe.com)

Please note that these specific requirements concern only downloadable software.

The page dedicated to the game on the NOE site should accurately reflect your product and present an attractive representation of the game to the site's visitors. To achieve this goal, we require the following assets.

Important:

* All publisher and system logos **MUST** be on a separate layer in the PSD file. We have to reject artwork where publisher and gamestudio logos are part of the same layer like artwork. These logos will be added from our system automatically.

* All artwork layers should be turned into scalable smartobjects so we can make adjustments where necessary.

5.1. Software Logo 1

Requirements:

- The title screen image should feature the game logo, with or without background. There should be nothing else on the image.
- Localisation is required if language-specific elements are shown

Specifications:

- 91 x70 px, PSD and JPG file formats

Example:



5.1.1 Software Logo 2

Requirements:

- The title screen image should feature the game logo, with or without background. There should be nothing else on the image.
- Localisation is required if language-specific elements are shown

Specifications:

- 456 x 409 px (72ppi), JPG and PSD file formats

Example:



5.2. Software Banner 1

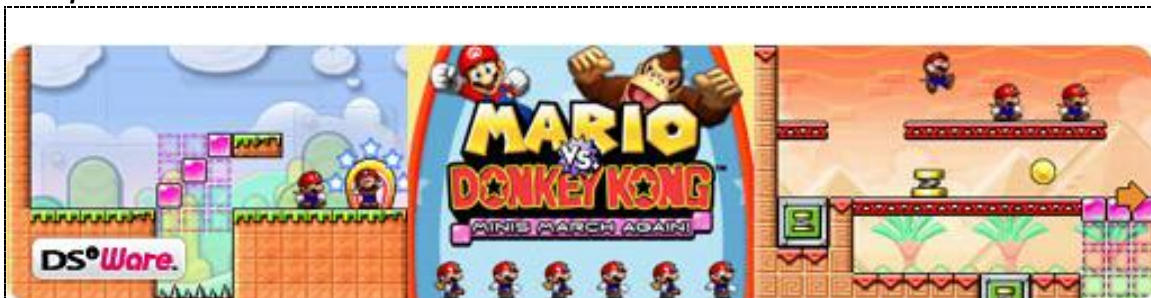
Requirements:

- The banner should feature the game logo, with or without background
- Banners for Nintendo DSiWare titles should feature the Nintendo DSiWare logo in the bottom left-hand corner (standard version with rounded corners)
- Localisation is required if language-specific elements are shown

Specifications:

- 512 x132 px, JPG and PSD file formats
- White border of 17 px at the top
- 10 pixel radius of rounded corner

Example:



5.2.1 Software Banner 2

Requirements:

- The banner should feature the game logo, with background
- Localisation is required if language-specific elements are shown

Specifications:

- 2000 x 425 px (72ppi), JPG and PSD file formats

Example:



5.3. Software Banner 3

Requirements:

- The banner should feature the game logo, with background
- Localisation is required if language-specific elements are shown

Specifications:

- 438 x 370 px (72ppi), JPG and PSD file formats

Example:



5.4. Screenshots

Recommendations:

- Show in-game scenes that best represent the general game play
- Use region-neutral screenshots if possible (screenshots without elements that would require localisation, e.g. text)

Requirements:

- At least four screenshots should be provided (pairs; corresponding upper and lower screens)
- Localised versions must be provided for all screenshots that include language-specific elements
- Localised screenshots must show the same in-game scene in each language
- Screenshots must not have any logos or text added (age rating, game logos, developer logos etc.)
- For software that supports 3D, please add the text “2D image of Nintendo 3DS game”; if the screenshots are localised, please use the translated screenshot disclaimers listed in “Nintendo 3DS Style Guideline” downloadable at www.warioworld.com)

Specifications:

- Taken in natural screen resolution of capture device
- No borders

5.4 Videos

Videos provided by you for the Nintendo Channel/Nintendo eShop will be used online.

Please note that we can only use 2D videos on our website. If you provide us with a 2D video of a Nintendo 3DS game, please add the official disclaimer to it. Please refer to our official “Guideline for Marketing and Advertising Material” or contact advertising_publisher@nintendo.de for more detailed information.

5.5 Other artwork

Ideally, an asset package should be provided, containing the main visuals and logos as high resolution PSD files. This is used if necessary to amend the provided banner, pack shot and background without having to contact the publisher again.

6. Nintendo Channel

The Nintendo Channel is a communication channel accessible on Wii that provides Wii owners with more detailed information about all products on the Nintendo 3DS, Nintendo DS/Nintendo DSi and Wii platform.

6.1. Images

When submitting pack shots or screen shots for Nintendo 3DS software, Nintendo DS/Nintendo DSi software or Wii software please be sure to include all localised versions with the corresponding age-rating logos. Copy and paste your image into the provided template, replacing the front cover.

Specifications:

- Format: 50 KB JPG (save for web)
72 DPI, RGB colour mode

Nintendo 3DS retail software (pack shot)

362x326 pixels

Nintendo DS retail software (pack shot)

362x326 pixels

Wii retail software (pack shot)

256x364 pixels

Virtual Console software (title screen)

Aspect Ratio 4:3, 376x282 pixels

Nintendo 3DS download software (title screen)

362x326 pixels

Nintendo DSiWare (title screen)

362x326 pixels

Nintendo WiiWare (title screen)

368x207 pixels

Recommendations:

- Name the images in accordance with the following model, (where **Type** can either be "Pack" or "Screen" and **All** refers to the localisation region):
GameCode_GameTitle_Type_Platform_All.jpg
- Please see the table below for the correct abbreviations for use in file names:

Platforms		Localisations	
Nintendo 3DS	3DS	Australia	AUS
Nintendo DS	DS	France	FR
Nintendo Wii	Wii	Germany	DE
Virtual Console	VC	Italy	IT
Nintendo 3DS Download	3DSDL	Portugal	PT
Nintendo DSiWare	DSiWare	Spain	ES
Nintendo WiiWare	WiiWare	UK	EN

Requirements:

- At least one localised pack shot per age rating is required; the game information can ONLY be displayed on the German and/or Australian Channel with the required USK and/or OFLC pack shots.

6.2. Video footage

Video footage may include promotional trailers, game play footage or TV advertisements, and must be provided in high quality, high-resolution formats. Videos for a 16+ audience are included in the Channel at the discretion of the ENB Team at Nintendo of Europe. Videos rated 18+ are not included on the Nintendo Channel. Please do not include age ratings in your files as they will be added automatically.

Specifications:

- Format: AVI or MOV
- Codec: H.264
- Resolution 16:9: 1920x1080 or at least 852x480
- Resolution 4:3: 1440x1080 or at least 640x480
- Audio: 128 kbit/s or higher, min. 2 channels (stereo)
- Min. 480p; higher quality will also be accepted.

Recommendations:

- HD format (1080p) is accepted and recommended.

6.3. Nintendo DS Demos

Demos for Nintendo DS titles can also be offered for download via the Nintendo Channel. They are posted for a period of four weeks; a second distribution is permitted after a period of two months. These demos must go through lot check; approval may take up to four weeks (longer during peak season).

Compliance with PEGI, USK and OFLC regulations remains the responsibility of the game publisher. All material submitted to Nintendo must be in a format which includes rating information as required by PEGI, USK and OFLC.