

SPRING 2018



## NERF NITRO BRAND ANTHOLOGY



### Brand Asset Toolkit

Contains all of tools of the brand,  
both graphic and editorial.



### Packaging Asset Toolkit

Contains all reference and  
guidance for this segment's  
packaging lineup.



### Merchandising Asset Toolkit

Contains all of the tools necessary  
to create a retail experience.



When applicable, assets can be found on the Hasbro Content Services Portal website at <http://portal.hcs.hasbro.com>.

### Hasbro Content Server Access

Hasbro employees can register for an account at <http://register.hcs.hasbro.com>. Once registered, internal users can log on to the HCS Portal by using their network username and password. External user account requests are also processed via <http://register.hcs.hasbro.com> and must be submitted by a Hasbro employee sponsor.

### When using the assets and statement designs please adhere to the following legal guidelines:

1. For Hasbro properties: ®/TM's do not apply outside the USA. Do not provide artwork with ®'s or TM's for Hasbro Logo, Hasbro Product names or other Hasbro Graphics/Logos.
2. No asterisks are required to denote names and logos as belonging to Hasbro vs. 3rd Party Licensors.
3. US and Localized signage are covered for ®'s and TM's by US/Localized packages that are in proximity/merchandising area.
4. All signage-wherever possible-should include the Hasbro Logo. The Hasbro logo should NOT include TM or ® (see above)
5. The Hasbro copyright line should be included on all signage wherever possible: ©2016 Hasbro. All rights reserved.
6. Third party licensors DO need to be credited for any merchandising that includes their licensed properties or images.
7. Key to this area will be to obtain specific direction from Licensors with regard to their properties - please address & request this info with Marketing when reviewing new Guides.
8. The content of the licensor credit lines (and whether or not to include their logos) is governed by the particular licensor's stated preferences/ instructions. The marketing team should be in contact with the licensor to establish and confirm the licensor's preferences. This may apply to individual names and logos, usage of TM's and ®, and the associated credit lines.
9. The images, products and logos contained in this publication are owned by Hasbro and its licensors, and include copyrights and trademarks. Use of this publication is limited to Hasbro employees and authorized customers. For Hasbro properties: ®/TM's do not apply outside the USA. Do not provide artwork with ®'s or TM's for Hasbro Logo, Hasbro Product names or other Hasbro Graphics/Logos.

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**NEED ALL THE NITRO  
BRAND ASSETS?**

**Z\_2018\_NER\_NITRO\_BRAND\_ASSETS.ZIP**



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## Nerf Nitro Brand Personality

Show off your sick skills with outrageous stunt challenges and extreme blasting on wheels!  
Experience the thrill of supercharged action, and test your limits by going for bigger, bolder tricks!

The Nerf Nitro brand is...

Daring

Boastful

Thrill-Seeking

Competitive

## Nerf Nitro Brand Tone of Voice

Talk big. Talk bold. Brag about all the extreme stunts and awesome tricks you've pulled off – and the even more amazing ones you'll launch into next. Every blast is more outrageous than the last. Capture the thrill of soaring into the air at high speed and nailing impossible stunts.

## Guidelines

Use strong, active words. **Use superlatives to give a feeling of extreme, over-the-top action.** Use imperatives to evoke a sense of immediacy and create calls to action. Reference the excitement of battling, competition, tactical skill, playing with friends, and having fun. **Capture the fun of blasting and launching cars.** Evoke images and emotions of self-confidence, leadership, daring, and expertise. **Spark imaginations to design endless stunts and tricks. Incorporate the power and performance of the Nerf brand.**

### ALWAYS

- ALWAYS create scenarios that encourage friendly competition.
- ALWAYS use tone and structure to evoke a feeling of excitement and fast-paced action.
- ALWAYS emphasize creating awesome stunts and amazing tricks.

### SOMETIMES

- SOMETIMES talk about honing or practicing your skills.
- SOMETIMES use automotive racing terminology.

### NEVER

- NEVER talk about directly hitting or shooting people or animals; instead, talk about launching cars to achieve amazing tricks and stunts.
- NEVER use the words "kill," "death," "maim," "war," "rifle," "pistol," "ammo," "ammunition," "fully auto-matic," "full-auto," or "sniper."



## Epic Images

- A layer of illustration over images adds a “larger than life” quality to photos. Images ALWAYS depict big stunts and fast motion.
- ALWAYS use a faint stadium in the background with epic lighting.
- Cars should break frame to show height & distance whenever possible.

## Bold Strokes

- Use bold strokes of yellow with white accents to call out features. Paint marks should ALWAYS be at a slight upward angle.
- Nerf Nitro primary brand color is ALWAYS yellow.

## Auto Accents

- Use metallic, automotive accents for a layer of cool, aspiration.
- The depth of the metal should always reflect yellow.
- Brand graphic elements should ALWAYS be “Nerf-cool”, aspirational, bold, loud, and fearless.

## Acceleration

- Arrow gradient illustrates speed and momentum.
- Use as an accent element to add brightness and color.
- Blend is always from the red to the yellow in the Nerf logo.





## Atmosphere

The Nitro atmosphere uses LIGHT to create a stadium or showroom inspired space.

- Yellow may be backlight to attract attention and brighten space.
- Atmosphere should always be 'NERF-cool,' aspirational, bold, loud and fearless.

## Touch

Utilize FOAM textures wherever possible, and communicate that cars are designed for speed and distance.

- Use CHROME and CAR accents to bring in automotive tone.
- Use SHINEY textures and surfaces to contrast the soft foam.
- NEVER use dirt or mud textures.

## Sound

Use automotive sounds (cars speeding by, vroom, screech) whenever possible - but NEVER crashing sounds.

Music should always be fast tempo - rock, electronic, etc.

## DO NOT

- NEVER pull reference from Route 66.
- NEVER use construction elements - dirt, grime, etc.
- NEVER use flames.
- NEVER use tracks or any form of 'lane.'



L\_2018\_NER\_LOGO.ai

- DO NOT change colors or alter in any way.
- DO NOT warp or remove elements of this logo.



PMS 012



PMS 185



HASBRO\_LOGO\_US.ai

- DO NOT change colors or alter in any way.
- DO NOT warp or remove elements of this logo.





L\_2018\_NER\_NITRO\_Logo\_CMYK.tif

Segment Primary Logo CMYK

- Appears on any printed material - ONLY.
- DO NOT change colors or alter in any way.
- DO NOT warp or remove elements of this logo.

PMS 275 C

PMS Cool Gray 5 C



L\_2018\_NER\_NITRO\_Logo\_RGB.tif

Segment Primary Logo RGB

- Appears on any screen applications - ONLY.
- DO NOT change colors or alter in any way.
- DO NOT warp or remove elements of this logo.



L\_2018\_NER\_NITRO\_Logo\_Vector.ai

Segment Primary Logo BW

- Appears on product or as makers mark
- Check with GBT to make sure your usage is appropriate.
- DO NOT warp or remove elements of this logo.



L\_2018\_NER\_NITRO\_Logo\_Vector.ai

Segment Primary Logo BW

- ONLY appears on product when logo is smaller than 1"
- May ONLY appear in black, white, or embossed, unless otherwise approved by GBT.
- Do not use other colors or distort logo in any way.







## Primary Typeface

Used for product name,  
numbers, and headlines.  
Used in ALL CAPS

***Kaijudo Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

## Secondary Typeface

Used as main font if it's  
not a headline

DINOT Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Legal Line Font

7pt

DINOT Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

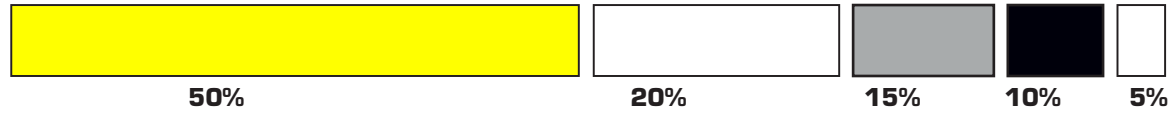
## Item Number Font

DINOT Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890





### Percentage of use of colors



**PMS 275 C**  
Print: C:96 M:99 Y:38 K:45  
Web: R:34 G:22 B:70

**PMS 109 C**  
Print: C:00 M:16 Y:100 K:00  
Web: R:255 G:209 B:00

**PMS Cool Gray 5 CP**  
Print: C:11 M:09 Y:10 K:27  
Web: R:169 G:171 B:172

**PMS Black 6 CP**  
Print: C:100 M:79 Y:44 K:93  
Web: R:00 G:00 B:06

**PMS White**  
Print: C:00 M:00 Y:00 K:00  
Web: R:255 G:255 B:255

**PMS White**  
Print: C:00 M:00 Y:00 K:00  
Web: R:255 G:255 B:255

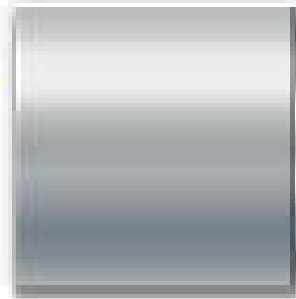
+

+

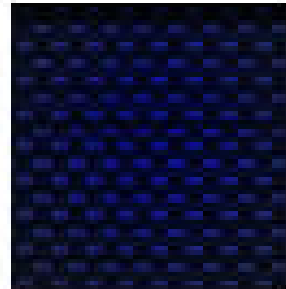
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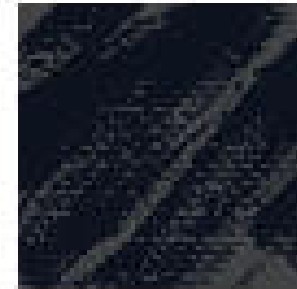
**Yellow Paint**



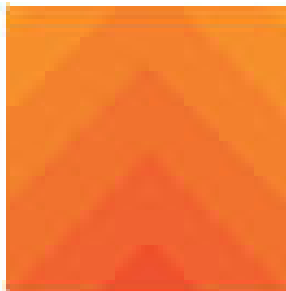
**Chrome**



**Navy Carbon Fiber**



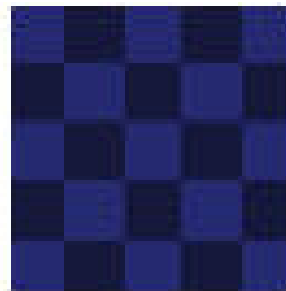
**Tire Tracks**



**Acceleration**



**Car Pattern**



**Navy Checkered Flag**



**Caution Lines**



**B\_2018\_NER\_NITRO\_Stadium.tif**

Segment Primary Background.

Stadium should serve as the stage for all stunt activity.  
Make sure epic lighting is reflected on product/lifestyle.  
DO NOT change colors or adjust saturation, unless otherwise approved by GBT.



# 08 GRAPHIC ELEMENTS

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+

+

BRAND ASSET TOOLKIT



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G\_2018\_NER\_NITRO\_BG\_Wedge.tif

- Use ONLY with Nerf logo.
- Wedge size is determined by dimensions of front-facing panels: 6/10 of top width.



2017\_NER\_NITRO\_Brush\_001.tif



2017\_NER\_NITRO\_Brush\_002.tif



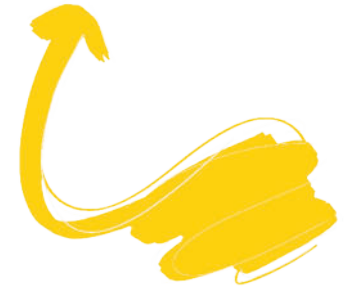
2017\_NER\_NITRO\_Brush\_003.tif



2017\_NER\_NITRO\_Brush\_004.tif



2017\_NER\_NITRO\_Brush\_005.tif



2017\_NER\_NITRO\_Brush\_006.tif



2017\_NER\_NITRO\_BrushSet.psd





## T\_2018\_NER\_NITRO\_Powerpoint.PPTX

This presentation-ready file contains the following:

- Title page
- Background page
- Editable holding shapes and graphic elements
- Branding-supportive font selection
- High-res up-to-date logos

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# PACKAGING ASSET TOOLKIT

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- 02 Front Panel Details
- 03 Insert Panel Details
- 04 Back Panel Details
- 05 Side/Bottom/Top Panel Details
- 06 Lifestyle Visual Details
- 07 Wardrobe/Hairstyle Guide

For high-res files and further instruction on how to create packaging for this line, please contact GBT for access to an extended packaging guide.



Example of flat artwork for packaging.



Example of range of packaging.



# 02 FRONT PANEL DETAILS

Orange Wedge scales with the size of package. Scale photoshop layer "Wedge Orange" to fit dieline.

Top left Nerf Wedge height = 2/7 of pack height. In cases when pack is too thin the wedge width = 6/7 of pack length. Please see dieline for wedge size and location.

- Primary Callout type aligned left and at the same angle of the Orange Wedge
- Primary Callout: Kaijudo - Bold Italic.
- Primary Callout should be behind the top car and overlap Nerf Wedge.
- Use same shape and arrow for all packages, unless approved by GBT.
- Primary Callout is always primary yellow.

- Top Car should break out from top dieline and align with stunt on FIC panel.
- Top Car should be smaller in scale than Primary Car.
- If product does not come with more than two cars, remove Top Car.

- Primary Callout and Top Car appear in top right locked together, do not separate.
- Primary Callout and Top Car may move horizontally to accommodate Blaster placement.



- Lifestyle should break out of left side dieline, but do not cover too much of product. Ensure blaster handle and trigger are always showing.
- Lifestyle should have 1/8" bleed around dieline.

- Caution sizing based on primary panel. See dieline for correct placement - always in the upper right corner.
- Note: 1/8" space away from panel edges. Caution Box: Fill: Dark Blue, Outline/Type: White.
- Caution Title [Myriad Pro - Regular]
- Caution Body [Myriad Pro - Condensed]

Hasbro Logo always in lower right corner.

- Age Grade on solid background, not overlapping lifestyle image.
- Age Grade bullet 2/3 size of font, baseline shift to center.
- Age Grade: Eurostile Condensed. Cap height is equal to CAUTION cap height.

- Car should always be shooting out of blaster.
- Make sure the Car body styles and color match the Cars that come with the product.

- Primary Car should always break up from the bottom panel to illustrate height.
- If blaster only comes with one car, it should be the Primary Car and there should not be additional cars in illustration.

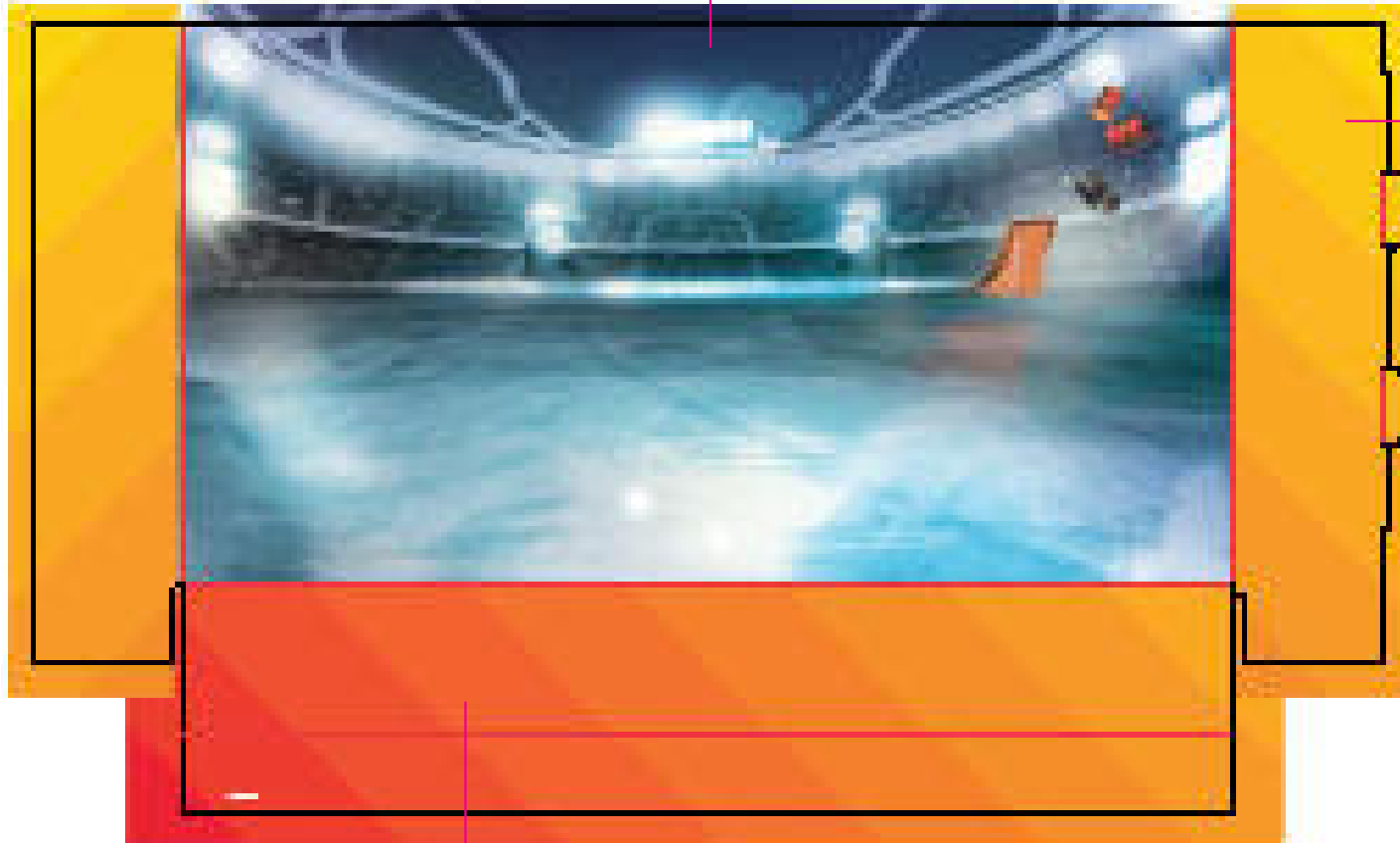
- Nitro Segment Logo breaks up from dieline. Please see dieline for logo sizing and placement.
- Nitro Segment Logo is always in the bottom right corner.

- Stunt Callout is on the right side and should point to the big stunt part. It may move vertically to point to the proper place. It may not break out of the right side further than 1.5 inches for structure stability.

- Illustration should always feature car flying off of the ramp in package and communicate "height." If the product does not come with a ramp, the car should remain on the ground and communicate "speed."
- Product Name should appear to the immediate left of the logo and be centered in bottom bar.
- Product Name is not a typeface and letters need to be individually placed to match Motofury size and kerning.



- Stadium Illustration centered in background
- Illustration should always feature primary stunt element and show in the space above the blaster barrel in window box.



Gradient is vector shape and should scale to fit panel. Only rotate vertically.

Gradient always has red on left side and yellow on right side. Scale to fit panel. Red and Yellow colors are from the Nerf logo and blend in 10 steps.

# 04 BACK PANEL DETAILS

- Nitro Logo always placed in upper left hand corner.
- Nitro Logo same size as front panel.

- Product Name is same size as front panel, but on one line.
- Product Story always under Product Name, aligned left, and in navy box.
- Product Story [Kaijudo]

Stadium Illustration should be subtly in the background.

- Lifestyle should always feature two kids - one kid shooting the blaster in package, and the other kid helping to set up the stunts.
- Blaster Lifestyle should have a serious, aiming face while the Stunt Lifestyle has an excited face, unless otherwise directed by GBT.
- Blaster Lifestyle should be primary focus and take up 40% of the back panel.

- Primary Car should always illustrate height.
- If the set does not come with a ramp, the Primary Car should illustrate speed.
- Primary Car should break into the Cross Sell box.



Instructions shape should always appear under Product Story.

- Caution Box: Fill: White, Outline/Type: Grey
- Caution Title [Myriad Pro - Regular]
- Caution Body [Myriad Pro - Condensed]

Stunt Set should ONLY be the parts that come in the box. Do not show additional pieces, parts or fantasy elements.

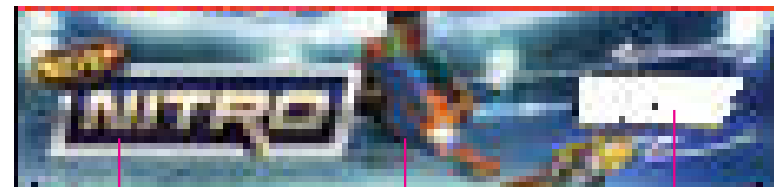
- Feature Callout should be short and quickly communicate primary blaster feature. Limit callouts to 1 or 2.
- Feature Callout [Kaijudo]
- Feature Callout - may create additional holding shapes and drawn arrows, as long as the style is consistent.
- Feature Callout is always primary yellow color.

- Cross Sell box should always be Navy, on the right side of the back panel, and scale with the package size.
- Cross Sell should always have five blasters, unless otherwise directed by GBT or it does not fit.
- Yellow Box should be around product in package.

## SIDE PANELS



Left and right side identical.



Logo should have reflection on stadium ground and be the same size at top and bottom panels when possible.

- Stadium illustration in background.
- Blaster illustration to the left of logo.
- Blaster should always be shooting a car.

- Product Name to the right of illustration and centered in panel.
- Arrow drawing should remain in consistent style unless otherwise directed by GBT.

## TOP PANEL



Background Shape is a blended vector shape in Illustrator - scale as necessary

Primary Callout may overlap Top Panel.

Logos should be same size as top and side panels, when possible

## BOTTOM PANEL



Nerf Logo, NStrike Elite Logo, Social Callout, Bar-code and Legal Information is organized on bottom panel as needed. Information that does not fit must move to other panels or be removed.

Talent should be between the ages of 10-12 with a range of ethnicity and gender representation.

Girls should not be overly styled - keep it simple. Girls should NEVER be wearing pink, purple, or distracting accessories. There should always be a ratio of two boys to one girl.

- Facial expression should either be smiling or focused on aiming blaster toward stunt setup.
- Smiles should always be authentic - never cheesily excited. Focused faces should never look angry, but full of anticipation.

- Wardrobe should be back-to-school style. Shirt color is ALWAYS primarily grey, with yellow or warm color accents.
- NEVER have talent wear a colored shirt - keep the focus on the colorful product. Sleeves should always be pushed up. Hair should be short and trendy.



Consider "stadium style" edgy lighting rather than flat, bright daylight.

Blasters must ALWAYS be shot on the ground. Lifestyle should indicate talent is on the floor.

\* Please contact Nerf GBT or Nerf Brand Design Team if you have any specific questions or asset request.

### Shirts

T-shirts of blues and grays. Layer shirts and sweaters. Newer colors are yellow and light gray. Colors are not over all.

### Pants

2018 pants, jeans in any denim color. Mini shorts, but no jeans and over.

### Shoes

NO sneakers or keep to casual. Spunky shoes okay but on high end.

### Accessories

NO accessories unless they are NERF or related to NITRO.

### Makeup & Hair

Boys should have well-trimmed hair, nothing too wild. Girls long or very GIU. Hair styles of wild vary from pulled back braided and down. Nothing too applied or over all look make a.

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# MERCHANDISING ASSET TOOLKIT

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- 06 Supplementary Lifestyle Photography
- 07 Supplementary Product Photography

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- 09 Snapchat Filter Reference
- 10 Exhibit/Tradeshaw Reference
- 11 Print Ad Reference

The following merchandising examples are intended as guidelines and inspiration for retail execution.



Before designing assets for a specific Nerf segment, please download and reference the Nerf Core Anthology to ensure direction aligns with the Core Nerf Brand.

- Lifestyle and product images may change based on marketing availability.
- Retail merchandising execution should be scaled to market need, but must maintain brand look, feel, and direction.

**Retail merchandising must be approved by Nerf GBT before final production.**

- Please contact Nerf GBT or Nerf Brand Design Team if you have any specific questions or asset request.

Large, principal signage should include the Hasbro logo.  
(The Hasbro logo should not include TM or ® except for U.S. signage.)

Large, principal signage should include the Hasbro copyright line:  
©2017 Hasbro. All Rights Reserved.

In general, no TM's or ®'s should be used in connection with Hasbro products outside the U.S./Canada.



## 02 RETAIL: IN-AISLE EXPERIENCE & DIRECTION

MERCH ASSET TOOLKIT

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M\_2018\_NER\_NITRO\_Header\_01.tif



M\_2018\_NER\_NITRO\_Header\_02.tif



M\_2018\_NER\_NITRO\_Header\_03.tif



M\_2018\_NER\_NITRO\_Header\_04.tif



M\_2018\_NER\_NITRO\_Header\_05.tif



M\_2018\_NER\_NITRO\_Header\_06.tif



M\_2018\_NER\_NITRO\_Blade\_01.tif



M\_2018\_NER\_NITRO\_Blade\_02.tif



M\_2018\_NER\_NITRO\_Blade\_03.tif



M\_2018\_NER\_NITRO\_ShelfStrip.tif



M\_2018\_NER\_NITRO\_Gooseneck.tif



M\_2018\_NER\_NITRO\_Poster.tif

\* NOT created for printing  
only for presentation purposes.  
These displays must be recreated using  
the high-res assets provided



D\_2018\_NER\_NITRO\_InteractiveDisplay.png



D\_2018\_NER\_NITRO\_endcaps.png

E0408 NERF NITRO AEROFURY



E0408\_353010\_NER\_Nitro\_Aerofury\_LS.tif



E0408\_353010\_NER\_Nitro\_Aerofury\_Product.tif



E0408AS00\_353010\_NER\_Nitro\_Aerofury\_illos.tif



E0408AS00\_353010\_NER\_Nitro\_Aerofury\_car.tif

E0892 NERF NITRO TF BUMBLEBEE



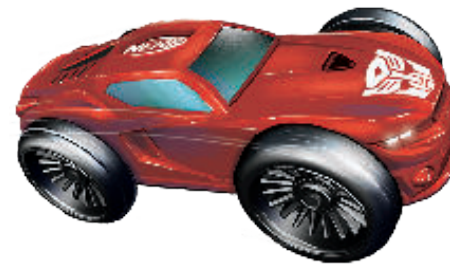
E0892AS00\_353528\_NER\_NITRO\_TF\_BumbleBee\_LS.tif



E0892AS00\_353528\_NER\_NITRO\_TF\_BumbleBee\_product.tif



E0892AS00\_353528\_NER\_NITRO\_TF\_BumbleBee\_illos.tif



E0892AS00\_353528\_NER\_NITRO\_TF\_BumbleBee\_car\_01.tif



E0892AS00\_353528\_NER\_NITRO\_TF\_BumbleBee\_car\_02.tif

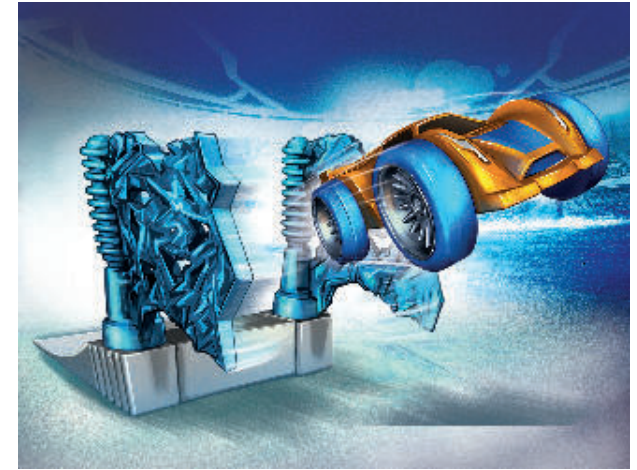
2018 NERF NITRO STUNT SETS



E1271\_353942\_NER\_NITRO\_StuntSet\_BarrelSlam\_illos.tif



E1269\_353940\_NER\_NITRO\_StuntSet\_FlameFury\_illos.tif



E1270\_353941\_NER\_NITRO\_StuntSet\_SparkSmash\_illos.tif



E1271\_353942\_NER\_NITRO\_StuntSet\_BarrelSlam\_Product.tif



E1269\_353940\_NER\_NITRO\_StuntSet\_FlameFury\_Product.tif



E1270\_353941\_NER\_NITRO\_StuntSet\_SparkSmash\_Product.tif





2017\_NER\_Nitro\_LS\_MotoFury\_01.tif



2017\_NER\_Nitro\_LS\_DuelFury\_01.tif



2017\_NER\_Nitro\_LS\_FlashFury\_01.tif



2017\_NER\_Nitro\_LS\_MotoFury\_02.tif



2017\_NER\_Nitro\_LS\_DuelFury\_02.tif



2017\_NER\_Nitro\_LS\_FlashFury\_02.tif



2017\_NER\_Nitro\_LS\_Longshot\_01.tif



2017\_NER\_Nitro\_LS\_ThrottleShot\_01.tif



2017\_NER\_Nitro\_LS\_ThrottleShot\_03.tif



2017\_NER\_Nitro\_LS\_Longshot\_02.tif



2017\_NER\_Nitro\_LS\_ThrottleShot\_02.tif



2017\_NER\_Nitro\_LS\_ThrottleShot\_04.tif



2017\_NER\_Nitro\_Product\_MotoFury.tif



2017\_NER\_Nitro\_Product\_FlashFury.tif



2017\_NER\_Nitro\_Product\_Longshot.tif



2017\_NER\_Nitro\_Product\_DuelFury.tif



2017\_NER\_Nitro\_Product\_ThrottleShot.tif



2017\_NER\_Nitro\_LS\_World\_001.tif



2017\_NER\_Nitro\_LS\_World\_003.tif



2017\_NER\_Nitro\_LS\_World\_005.tif



2017\_NER\_Nitro\_LS\_World\_007.tif



2017\_NER\_Nitro\_LS\_World\_002.tif



2017\_NER\_Nitro\_LS\_World\_004.tif



2017\_NER\_Nitro\_LS\_World\_006.tif



2017\_NER\_Nitro\_LS\_World\_008.tif



2017\_NER\_Nitro\_LS\_World\_009.tif



2017\_NER\_Nitro\_LS\_World\_010.tif



2017\_NER\_Nitro\_Cars\_002.tif



2017\_NER\_Nitro\_Cars\_003.tif



2017\_NER\_Nitro\_Cars\_004.tif



2017\_NER\_Nitro\_Cars\_005.tif



2017\_NER\_Nitro\_Cars\_006.tif



2017\_NER\_Nitro\_Cars\_007.tif



2017\_NER\_Nitro\_Cars\_009.tif



2017\_NER\_Nitro\_Cars\_010.tif



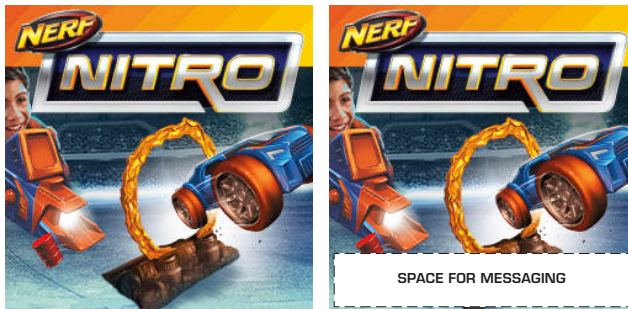
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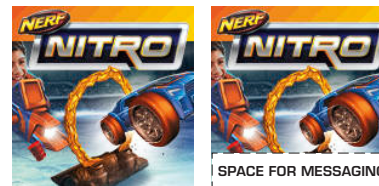
Digital\_2018\_NER\_NITRO\_TCG.tif  
720 X 300 pixels



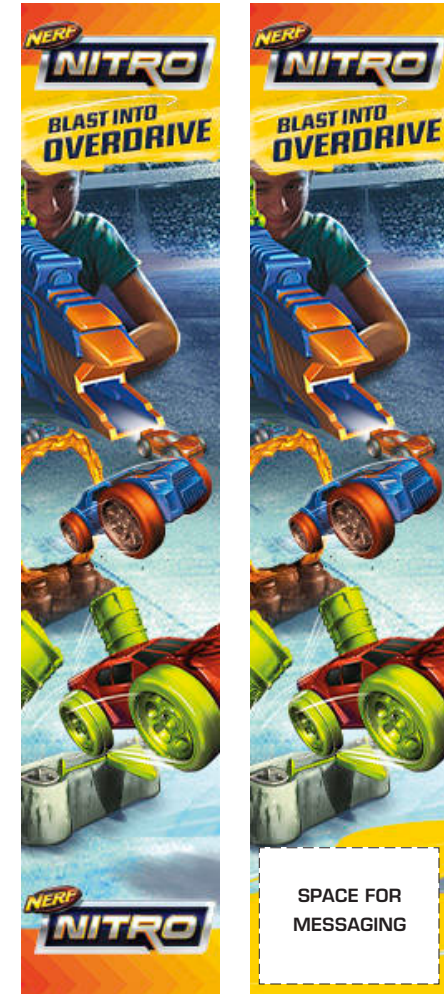
Digital\_2018\_NER\_NITRO\_Full\_Banner.tif  
468 X 60 pixels



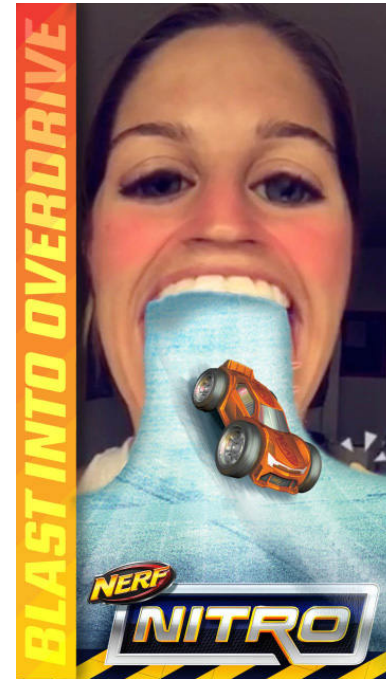
Digital\_2018\_NER\_NITRO\_Square\_250px.tif  
250 X 250 pixels



Digital\_2018\_NER\_NITRO\_Square\_150px.tif  
150 X 150 pixels



Digital\_2018\_NER\_NITRO\_Skyscraper.tif  
120 X 600 pixels





2017\_NER\_Nitro\_Store.jpg





## Give-a-ways

- Give away car inspired swag - air fresheners, racing trophies, pit crew shirts, etc.
- Exclusive foam Nitro cars - with GBT approval.

## Apparel

- Apparel should always be aspirational, trendy with an automotive nod.

## Event environment

- Environment should be fun and edgy, but never too young.
- Use cars and oversized product as design elements, with GBT approval.



2017\_NER\_Nitro\_Ad.psd



2017\_NER\_Nitro\_Ad3.psd