



**PREMIUM
& PROMOTIONAL**

2024-01-11

**Artwork Guidelines
& Elements Required for Submission**

Order Validation Process for PROMOTIONAL orders

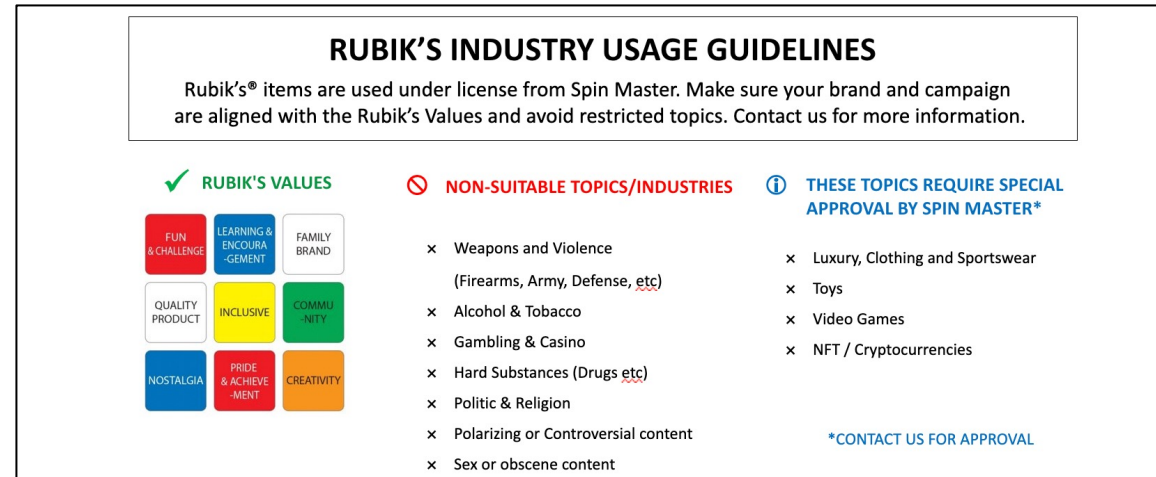
- Order Approval processP 3
 - 1- Prepare your order information.....P 4
 - 2- Make sure your Brand Industry or Cube Topic are allowed.....P 5
 - 3- Design: Use the official Rubik’s Logo.....P 6
 - Alternative logo placements (optional).....P 7
 - Follow the official panel color layout.....P 8
 - Avoid confusion with the Rubik’s Toy items.....P 9
 - Add your brand nameP 10
 - 4-Packaging: Add Rubik's Logo and Legal Line.....P 11
 - 5-Retail Cube: inquire us for retail pricing and royalties.....P 12
 - 6-Image Rights: request authorization for special marketing use..P 13

Order Approval process

- Step 1

> Resellers send the below guidelines to their corporate clients with their quotation

> Before submitting the Artwork for Approval, the Reseller/Agent checks that the order is in-line with those guidelines



- Step 2

> Artwork is sent for Approval to SPIN MASTER (owner of Rubik's)



- Approval criteria :

1/ Submission of the Campaign details (p4)

2/ Respect of Industry guidelines (p5)

3/ Conformity of the Color position (p6) + logo (p7-8) + packaging requirements (p9)

1-Order Information requested by SPIN MASTER :

The following information must be sent with your Artwork:

1. Rubik's item: [XXXXXX](#)
2. Order Quantity : [XXXXXX Pcs](#)
3. Country of distribution: [XXXXXX](#)
4. Brand using/printed on the Cube: [XXXXXX](#)
5. Brand Industry : [Select from industry list herewith.](#)
[When possible, please provide more details on the company activity.](#)
[Those can usually be found on the website profile.](#)
6. Brand Website: <https://www.xxxxxx.com>
7. Usage (Promotion or Retail) [Select application from the below list:](#)
 - a) Promotional Gift (given as part of a campaign or event)
 - b) Premium (given with each purchase or as part of a retail set)
 - c) Retail/Collaboration Cube (sold as a standalone item)

Industry list

- Automotive
- Banking & Finance
- Consumer Goods
- Education
- Energy
- Entertainment & Sport
- Food & Beverage
- Hotel & Travel
- Industrial
- Insurance
- IT & Technology
- Logistics
- Luxury
- Media
- Pharmaceutical
- Service

Important: If your project is for retail, see requirements on page 10

2-List of Restricted Topics / Industries

All Brands using custom Rubik's Cubes must comply with list of approved Topics/Industries

RUBIK'S INDUSTRY 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.



RUBIK'S VALUES



RESTRICTED TOPICS/INDUSTRIES

- × Weapons and Violence (Firearms, Prison, War...)
- × Alcohol & Tobacco
- × Gambling & Casino
- × Hard Substances (Drugs etc)
- × Politic & Religion
- × Polarizing or Controversial content
- × Sex or obscene content



TOPICS/INDUSTRIES REQUIRING CASE BY CASE APPROVAL*









- × Defense and Army
- × Toys
- × Video Games (non-gambling)
- × NFT / Cryptocurrencies

*TO REQUEST AUTHORIZATION FOR THE THEMES ABOVE, CONTACT OUR TEAM WITH YOUR FULL PROJECT DETAIL (QUANTITY, BRAND, WEBSITE, ARTWORK, & INTENDED USE)

3-Design: Logo & Legal Line on Product (PROMOTION)

SPIN MASTER requires all clients to use the logo + Legal line




- The Rubik's logo must be printed only once on each Cube
- The authorized logo and legal line is included on our templates (available on request).

	Standard Logo + Legal Line on artwork	Outline version for plain color backgrounds	White version for busy/photo backgrounds
Rubik's Toy items (2x2, 3x3, 4x4, 5x5, Sensory Cube, Twist/Snake, and Edge)  (Use ® symbol)	 TM & © SMTUK	 TM & © SMTUK	 TM & © SMTUK
All Other items  (Use TM symbol)	 TM & © SMTUK	 TM & © SMTUK	 TM & © SMTUK


- To avoid potential confusions between your brand/marketing message and Spin Master :
 - Your logo and name must both appear on your artwork
 - Your logo/name must be positioned on a different sticker than the Rubik's logo.

Below use of the Rubik's logo/brand are strictly prohibited:


1- Altered or outdated versions of the logo

2- Rubik's logo without cube icon. This version is exclusively for Retail



3- Text on the cube referring to Rubik's or the Rubik's Cube on your design (Rubik's, Rubiks, Rubics, Rubix, Cube, etc)



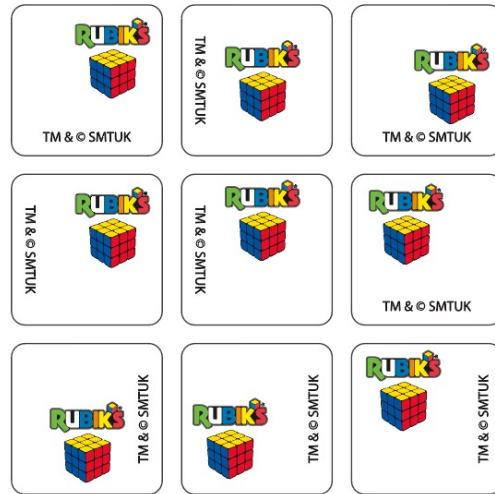
3-Design: Alternative Rubik's Logo size & placement

- To avoid disrupting your artwork design, SPIN MASTER offers the following alternative:

Using a smaller Rubik's logo in Color or B&W + the legal line "TM & © SMTUK" on the same label



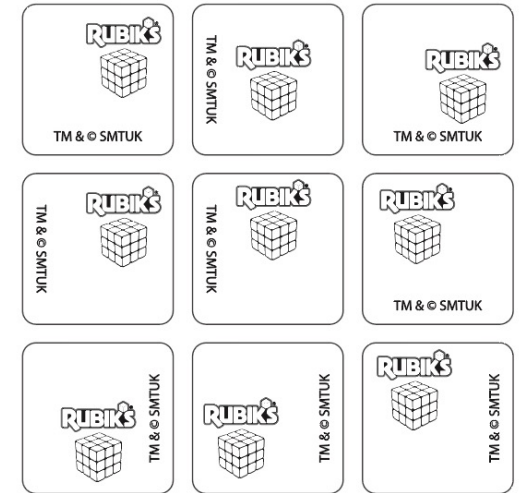
Accepted placements:



Avoid placing the legal line above the logo



Accepted placements:



Avoid placing the legal line above the logo

Alternative Logo size (without legal line) : 8.36mm (w) x 8.58mm (h)

Legal line font & size: Myriad Pro 4pt


3-Design: Panel / Color Position

For brand consistency, Spin Master requires that each Cube follow the Rubik's Toy color layout.

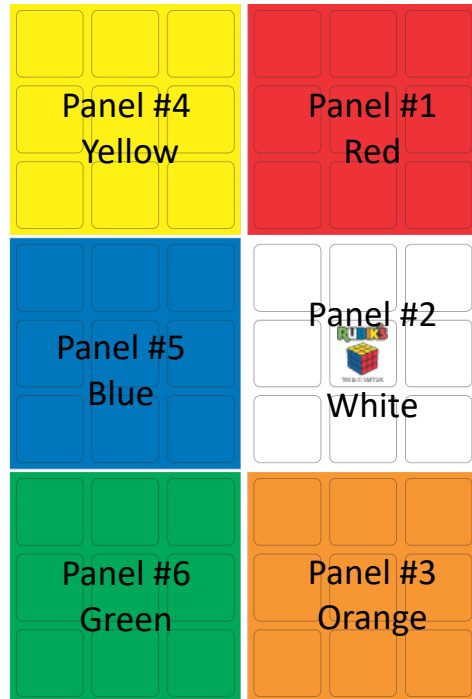
Therefore, if your Cube includes some or all of the Rubik's Colors, panels will need to be arranged closest to the below layout:

**Toy Panel sequence
(correct color placement)**

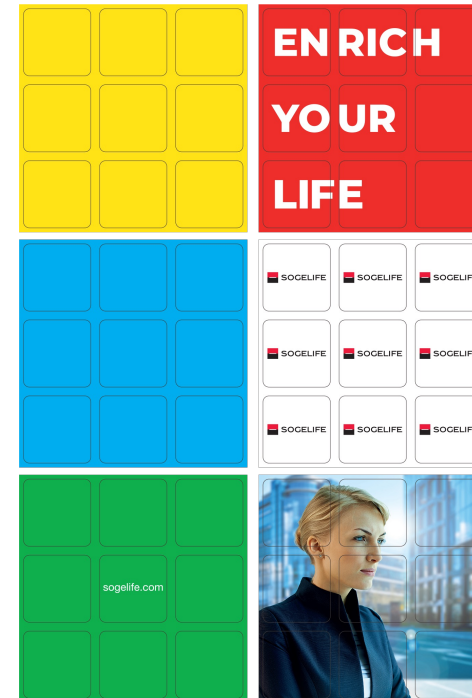
Required placement
(dominant panel color)



- yellow panel opposite white panel
- red panel opposite orange panel
- blue panel opposite green panel



**Example of artwork following
the correct color placement**



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)

3-Design: Avoiding resemblance with Rubik's Toy items

We are unable to accept custom cubes that feature minimalistic designs (containing only a small logo) as they closely resemble existing Rubik's Toy products, potentially causing market confusion.

Please refer to example below:



Exception: there is an exception for 1-panel Promotional Stock Cubes sold in limited quantities. In these cases, minimalistic designs are acceptable as long as the brand is displayed in plain text.

3-Design - Add your brand name on your artwork

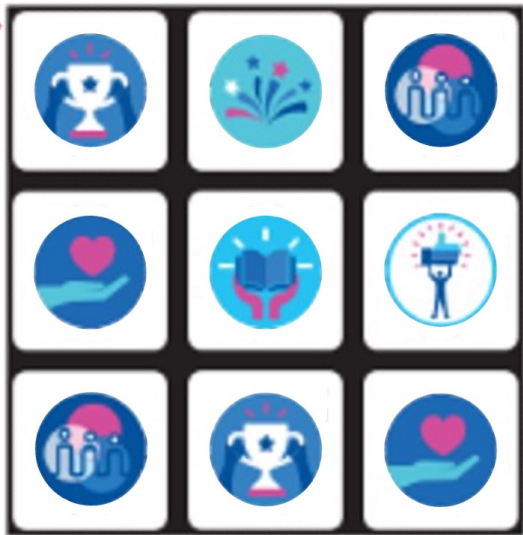
Your brand name MUST appear on the artwork in text format.

It can be included anywhere on the artwork, as part of your logo, or the on the edge of a panel.

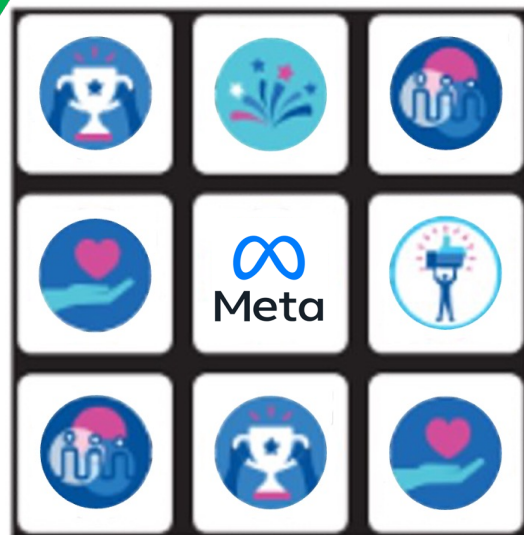
This clarifies that the marketing message/branding is from your brand, and avoids confusion with Spin Master (whose legal line is printed on the product).



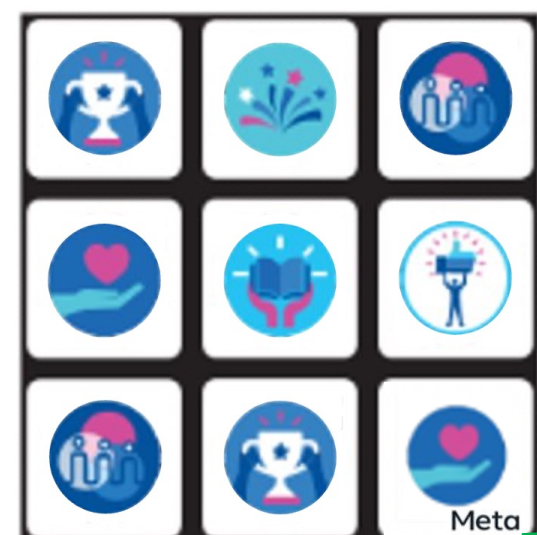
NOT ALLOWED - ARTWORKS WITH NO BRAND NAME



ALLOWED – ARTWORK WITH FULL LOGO



ALLOWED –ARTWORK WITH SMALL BRAND NAME



4-Packaging: Logo and Legal Line

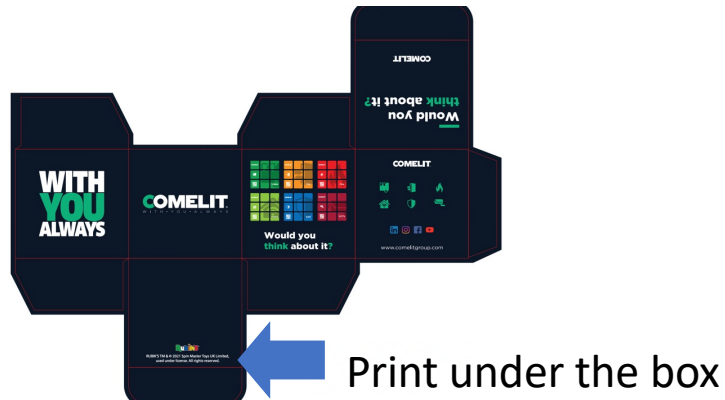
- 1/ **Legal line:** SPIN MASTER requires all Promotional clients to place the logo + full legal line on Gift Boxes:

"RUBIK'S TM & © 2024 Spin Master Toys UK Limited, used under license. All rights reserved."

4C version



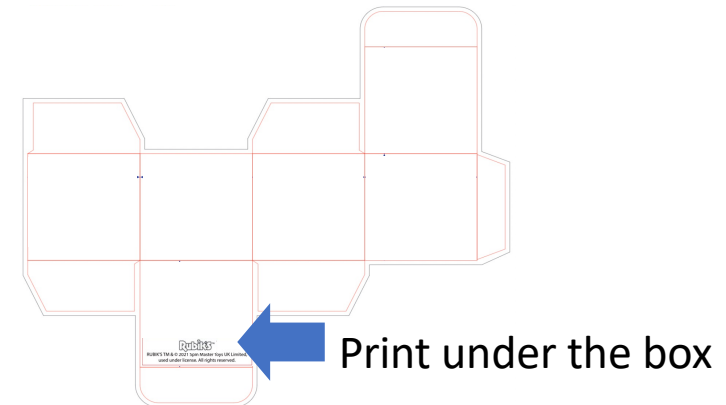
RUBIK'S TM & ©2024 Spin Master Toys UK Limited,
used under license. All rights reserved.



1C version



RUBIK'S TM & ©2024 Spin Master Toys UK Limited,
used under license. All rights reserved.



- To avoid potential confusions between your brand/marketing message and Spin Master, your logo/name must be positioned on a different panel than the Rubik's logo
- The authorized logo/legal lines and recommended position are included on our packaging templates (available upon request). Make sure to send the updated version of the templates to your client

5-Retail Pricing & Royalties

- Brands intending to sell the cube in retail must request our Retail Pricelist including retail royalties.
- **Promotional Cubes/Stock cubes do not have the license/authorization to be sold in retail.** SPINMASTER has made it very clear that their royalties for Promotional cubes are limited, while the royalties used on for all retail cubes are higher.
- Before giving quotes it is important to be aware that Retail usage requires separate prices/authorization. SPIN MASTER strictly monitors the retail market and **brands using their Promotional Cube/Stock order may be asked for compensation as well as taking down all cubes from retail channels.**



PROMOTIONAL CUBES ARE NOT AUTHORIZED FOR RETAIL USE.
FOR RETAIL INQUIRIES & AUTHORIZATION, CONTACT US



Contact us to request our retail pricelist

6-Image Rights / Marketing Use: Authorization Required

Buying a custom Rubik's Cube to distribute it as a Promotional giveaway **does not automatically grant the brand the rights to use visuals of their cubes in their marketing:** Catalog, Websites, PR, Social media, TV or printed Ads...

If one of your client is interested to do so, they will require a **written authorization from SPIN MASTER**. We can help you to get this authorization separately from your order.

To speed up the process your client should provide us full **detail of the brand's marketing plan** including the list of marketing or advertising materials, outlets where the cubes will appear, the duration of the campaign...

Please note that SPIN MASTER's authorization, if granted, will come with a financial compensation.

Marketing usage requires written authorization from Spin Master
CONTACT US FOR MORE DETAIL

