



For use with light backgrounds

For use with Dark backgrounds



Placement: (Always on box front) Next to the ESRB on the right, with equal baseline alignment and height to the ESRB.

SIZE: (Always to match ESRB) Will vary per package or collateral specifications, but should match height of ESRB in every case.

Color: (4 color Black and White) The 4 color black is made up of 40c, 30m, 30y, 100k.

Isolation Zone: Equivalent to height of the "M" in ROM (see sample).

Key Line: For light backgrounds, a key line is not required. For dark backgrounds a white key line is required. (scaled from this size ratio, no smaller than .5 point size).



Actual DVD Size
Minimum Height
Required (11/16")