

UNREAL ENGINE STYLE GUIDE



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LOGO USAGE

Please use and follow these guidelines whenever using the **Unreal Engine** logo.

The use of the **Unreal Engine** logo is available only to licensed partners and qualified Unreal Engine licensees of Epic Games.

The logo must be presented as-is, without adjustments to the shape or color, except as shown within these guidelines.

PRIMARY BRAND LOGO:

The primary brand logo lock up should be used whenever possible.

This applies to but is not limited to **event/tradeshow signage, advertising, posters, software splash screens, websites, etc.**

The black outline version of the logo with font, wings and outer circle in all black should be used on white or light backgrounds.



The white outline version of the logo with font, wings and outer circle in all white should be used on black or dark backgrounds.



SECONDARY LOGO:

The secondary logo (stand alone circle-U logo) should be used directly on **products** and **packaging**.

Be careful to maintain the visibility of the logo when using on various colored backgrounds.



LOGO USAGE CONT.

The black version of the logo with font, wings and outer circle in all black should be used on white or light backgrounds.

The white version of the logo with font, wings and outer circle in all white should be used on black or dark backgrounds.

INTEGRATED PARTNER PROGRAM (IPP) LOGO:

This is our primary IPP logo lockup designed for use by **Integrated Partner Program** participants only.

INTEGRATED



PARTNER

INTEGRATED



PARTNER

HORIZONTAL LOGO:

The horizontal logo is designed for use on spines for packaging purposes only.



UNREAL ENGINE



UNREAL ENGINE

LOGO LOCKUPS

Four Color Primary:

Displays the textures, shading and highlights in the red circle background.

Please use the four color logo lockup whenever possible.

Grayscale Primary:

All elements of the logo are in grayscale.

Designed for use when full color printing is not an option.

One Color Knockout:

All elements of the logo are in black or white.

Designed for use when full color printing is not an option and when printing medium is unable to accurately duplicate the background textures of the four color or grayscale primary version.

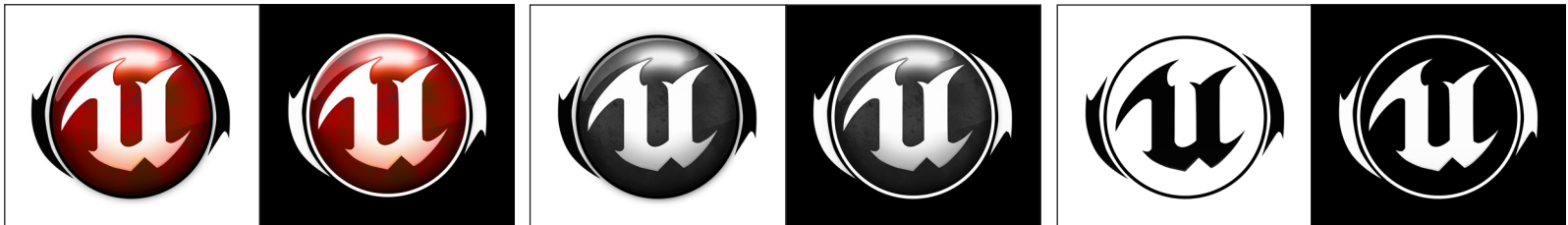
PRIMARY LOGO LOCKUPS:

This is our primary brand logo lockup and should be used whenever possible.



SECONDARY LOGO LOCKUPS:

To be used when there are space restraints or when the background causes the text in the primary logo to become illegible.

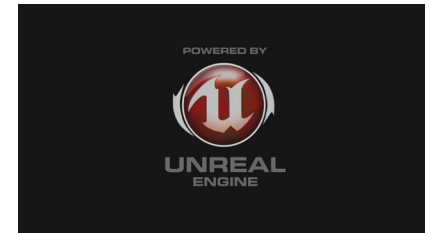
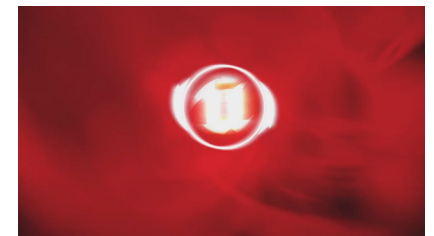
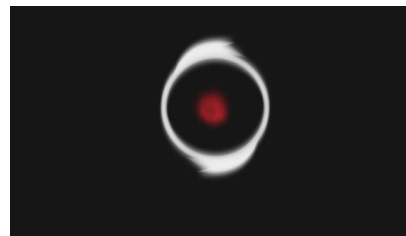
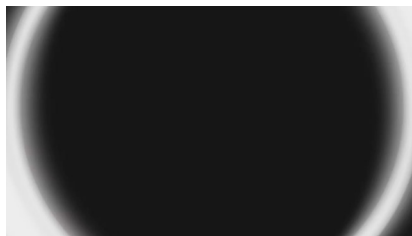


ANIMATED LOGO

ANIMATED SOFTWARE LOGO:

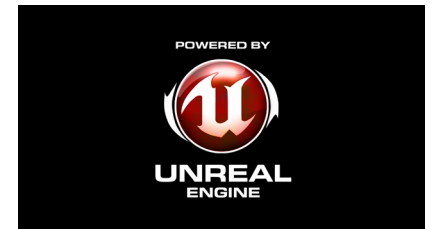
The primary animated software logo is recommended for use during the start-up sequence of licensee software titles. Nothing may rest against any part of the logo, hover around or pass behind it to maintain integrity of the logo. Animations must end on a black background.

A 4 second animation is available in various formats with or without audio.



STATIC SOFTWARE LOGO:

A static software logo is available for display during the startup sequence when the animated logo cannot be accommodated. Nothing may rest against any part of the logo, hover around or pass behind it to maintain integrity of the logo.



TAGLINE

TAGLINE:

The tagline "POWERED BY" is to only be added during the Animated Logo sequence for software or when full identification (logo, wordmark and tagline) is required.

The circle-U logo and "UNREAL ENGINE" wordmark must both be present for the tagline to be added.

POWERED BY

POWERED BY

NOTE:

The tagline's proportion and/or position to the logo can only be set to what is shown to the right.

If the logo size is scaled too small that the tagline is illegible, then it should be removed.

POWERED BY



**UNREAL
ENGINE**

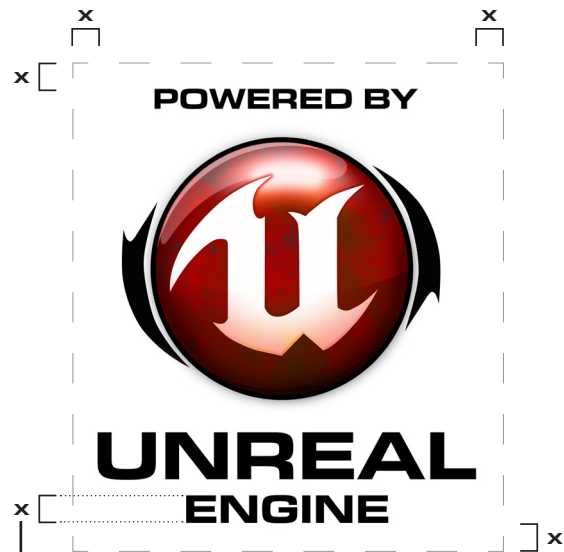
POWERED BY



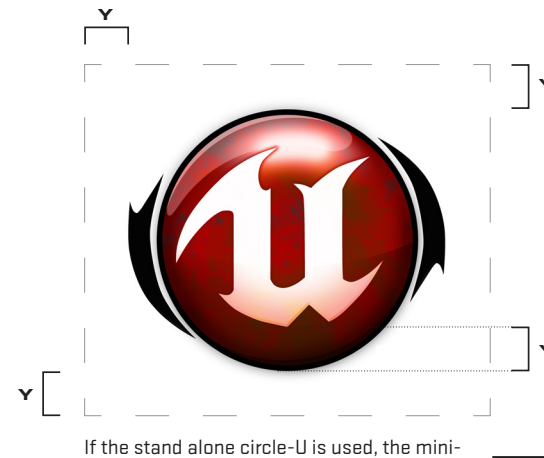
**UNREAL
ENGINE**

CLEARSPACE

CLEARSPACE REQUIREMENTS



The minimum clear space must surround the logo as indicated by the dashed lines. The distance from the logo to the dashed lines is the same as the height of "ENGINE", shown as "X".



If the stand alone circle-U is used, the minimum clear space distance from the logo to the dashed lines is the same as the spacing from the lowest part of the U to the bottom of the circle, shown as "Y".

MINIMUM SIZE

The logo should never appear smaller than the indicated size below.



LOGO COLOR

POWERED BY



**UNREAL
ENGINE**



The Pantone color is provided only as a baselayer reference.

DO NOT use the Pantone color as replacement for the texture.

Please refer to the Logo Lockups section for additional printing options.

BLACK



C	0
M	0
Y	0
K	100
R	0
G	0
B	0

WHITE



C	0
M	0
Y	0
K	0
R	255
G	255
B	255

PANTONE 1795C



C	21
M	100
Y	100
K	15
R	174
G	0
B	2

INCORRECT USE



DO NOT ALTER THE LOGO IN ANY WAY. DO NOT MODIFY, UNGROUP, SCALE, OR DISTORT THE LOGO.



DO NOT CHANGE LOGO ELEMENT PROPORTIONS.



DO NOT SUBSTITUTE POWERED BY UNREAL TECHNOLOGY FOR ANY OTHER FONT.



DO NOT CHANGE APPROVED COLORS.



DO NOT ROTATE OR TILT THE LOGO.



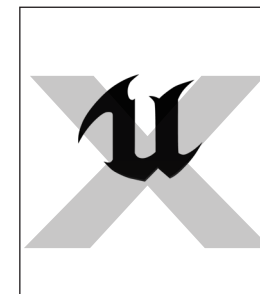
DO NOT ADD EFFECTS OR FILTERS.



DO NOT SKEW.



DO NOT REMOVE ELEMENTS FROM THE LOGO.



DO NOT USE THE "U" ON ITS OWN.



DO NOT USE THE TEXT ON ITS OWN. IT MUST BE USED WITH THE LOGO.

PRINT & PACKAGING

PRINT & PACKAGING GUIDELINES:

The **secondary logo lockup** (stand alone circle-U logo) in full color or one color knock-out is preferred for use when printing on **products and packaging**. (CD's, DVD's, cases and outer packaging)

Never place the logo on the top or bottom of the product package.



Be careful to maintain the visibility of the logo when using on various colored backgrounds.

ACTIVATE YOUR BATMAN: ARKHAM CITY PASS TO UNLOCK CATWOMAN AS AN EXCLUSIVE PLAYABLE CHARACTER! **

Output 80i • 1080P

DUALSHOCK™3

6mm min.

DC rocksteady™

magenation™

Scaleform™

with an HDMI input supporting HDCP. • PS3 firmware v3.30 or later, Full HD 3D television with compatible 3D active glasses and highspeed software © Warner Bros. Entertainment Inc. Developed by Rocksteady Studios, Unreal® Engine, copyright 1998-2011 Epic Games, Inc. Unreal, trademarks of Epic Games, Inc. Uses Scaleform GFX © 2011 Scaleform Corporation. All other trademarks and copyrights are the property of their respective owners. Manufactured and printed in the U.S.A. • "Blu-ray Disc" and "Blu-ray Disc" logo are trademarks. Separate cables may be required for some systems. DTS and the DTS Symbol are registered trademarks of DTS, Inc. and DTS Digital Surround is a trademark of DTS, Inc. Arkham City Pass single use serial code enclosed with retail purchase expires October 18, 2016. Batman: Arkham City Pass single use code is subject to change at any time.

Elements are trademarks of DC Comics © 2011. All Rights Reserved.

dts Digital Surround

DOLBY DIGITAL

Blu-ray Disc™

PSY OR SEIZURES. CONSULT A DOCTOR BEFORE USE. CERTAIN PATTERNS MAY TRIGGER

THIS IS IT; embody Commander Shepard for the last time in Mass Effect's final chapter. The greatest Space Opera of them all finally came to the end. Enjoy until his Hollywood ending.

Optimized for hard drive

HDTV 720p/1080i/1080p

voice

systems with "PAL" designation. Unauthorized public performance, rental, pay for play, or distribution prohibited.

system & games: Paid subscription required for some Xbox LIVE services required additional hardware service and associated hardware are not available for more information. Features may change without notice. Broadband Internet service required. Some broadband services vary. Under 13 requires parental consent.

Redmond, WA 98052-6399, USA.

See www.havok.com for more information. Sold Separately. Dolby and Dolby Digital. Sold Separately. All rights reserved. © 2007 Microsoft Corporation. All rights reserved. Halo logos, the Microsoft Game Studios logo, Xbox, and the Microsoft Game Studios logo are trademarks of Microsoft group of companies.

Instruction manual for information about system and health information.

Supports Parental Controls

DOLBY DIGITAL

Microsoft

www.masseffect.com

18

www.pegi.info

8 82224 44447 7

Made in U.S.A.

PROOF OF PURCHASE

RCK 39115 PAL

Also, be sure to adhere to the **clearspace** and **minimum size** guidelines when determining logo placement.

TRADEMARK/COPYRIGHT

YOU MUST ADHERE TO THE FOLLOWING GUIDELINES WHEN USING THE UNREAL, THE CIRCLE-U LOGO AND POWERED BY UNREAL TECHNOLOGY TRADEMARK OR LOGO.

UNREAL ENGINE LEGAL NOTICE INFORMATION:

The following trademark notice should be used whenever possible when the **Unreal Engine** logo is displayed:

- **Unreal, Unreal Engine, the circle-U logo and the Powered by Unreal Engine logo are trademarks or registered trademarks of Epic Games, Inc. in the United States and elsewhere.**

TRADEMARK NOTICE FORMATS:

When written in text, a registered trademark symbol “®” is required on labels, packaging, promotional brochures, data sheets, press releases and advertisement headlines, except where space or style criteria prevent compliance with this requirement.

- **Unreal®**
- **Unreal® Engine #**

TRADEMARK GUIDELINES:

Epic Games’ trademarks are brand names and are spelled in a specific way with distinctive capitalization. Never make the trademark possessive, change the spelling, insert hyphens, reorganize where version numbers are placed, make one word into two, or make the trademark plural.

- **“Unreal® Engine #” should never be changed to “Unreal® # Engine” or “Unrealengine #”.**