The Elder Scrolls® ONLINE

2023 BRAND GUIDE

FONTS
PRIMARY

ADOBE GARAMOND PRO

The primary type should be set in all caps and set to a tracking of between 200 and 300, based on relative scale and readability.

Adobe Garamond Pro

Copy that requires longer messaging should be set in title case, and full sentences and paragraphs should be set in sentence case. The tracking should be lessened to around 100, based on relative scale and readability.

SECONDARY

FUTURA STD EXTRA BOLD COND

Used to contrast with the primary type when necessary. Primarily used as H1 on the web, but also for lower thirds on live streams.

FUTURA STD MEDIUM
For use where sans-serif body copy is needed. Use sentence case for readability.

PRIMARY PALETTE

TESO GOLD
Pale gold is used for most typographic and vector elements
through the design system.

HEX# 948159	CMYK C40 M42 Y71 K11	PMS 4495 U

TESO GOLD DARK
In instances where the pale gold is too bright a darker golden brown can be used.
This should be used sparingly and limited to small, subdued elements.

HEX# 695c40	CMYK C51 M52 Y76 K31	PMS 4485 U

EPIC BLACK
Black is used as the primary background color. Content should be set on black and images
should bleed to black (when applicable)

HEX# 000000	CMYK C75 M65 Y65 K90	PMS PROCESS BLACK

AMBER ORANGE
An amber orange is used as an accent color when needed. Calls-to-actions and other
interactive elements can leverage this accent color.
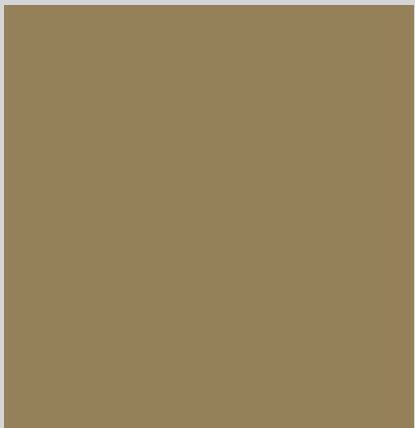
HEX# 8f5015	CMYK C29 M62 Y100 K16	PMS 139

FROST WHITE
White is used as the primary font color and vector logo color for
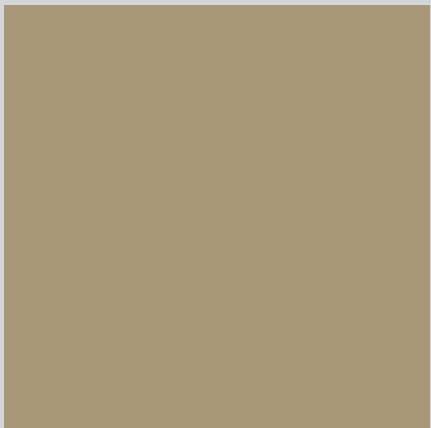contrast and readability.

HEX# ffffff	CMYK 0 0 0 0

GRADIENT

#A89877

#948159

SIGN UP FOR BETA

ESO LOGOTYPE

RENDERED LOGOTYPE

VECTOR LOGOTYPE

The logo type may often be used without the Ouroborus. The rendered version can be used at larger scales and where contrast is high enough for easy readability. The vector version may be used in all other cases.

ESO LOGOTYPE

LOGOTYPE NARROW

The Elder Scrolls®

O N L I N E

LOGOTYPE WIDE

The Elder Scrolls®

O N L I N E

For elements OTHER THAN chapter/DLC names and logos, the recommended safe zone around the ESO logo is 1x the height of the logo on all sides.
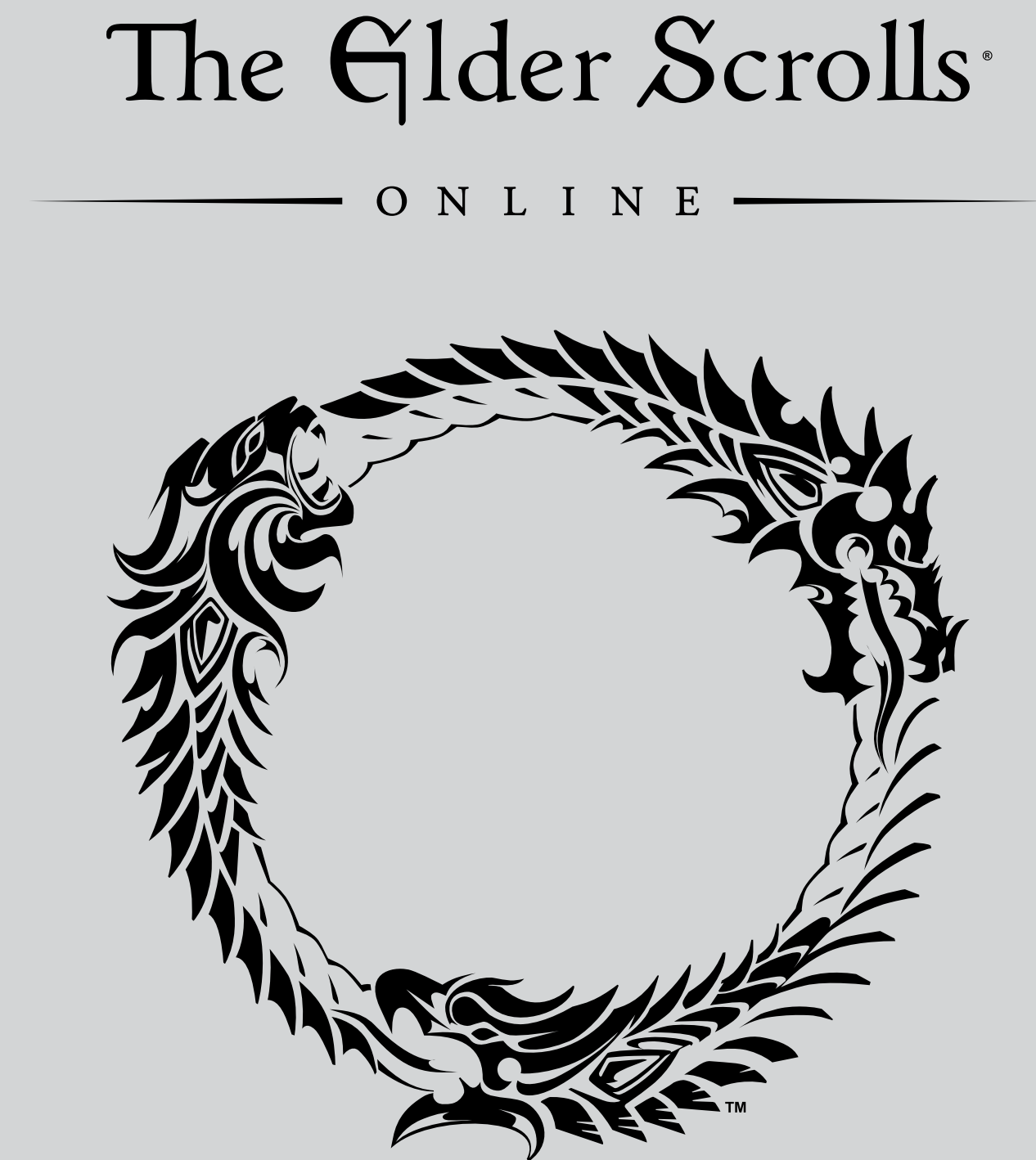
The narrow version of the ESO logo type is preferred for all uses *except* in chapter name or DLC lockups.
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ESO LOCK UP

The lock up should be used to represent the ESO base game and The Elder Scrolls Online IP in general. As a rule, the Ouroboros without the wordmark should not be used as the primary logo. The rendered version can be used at larger scales and where contrast is high enough for easy readability. The vector version may be used in all other cases.
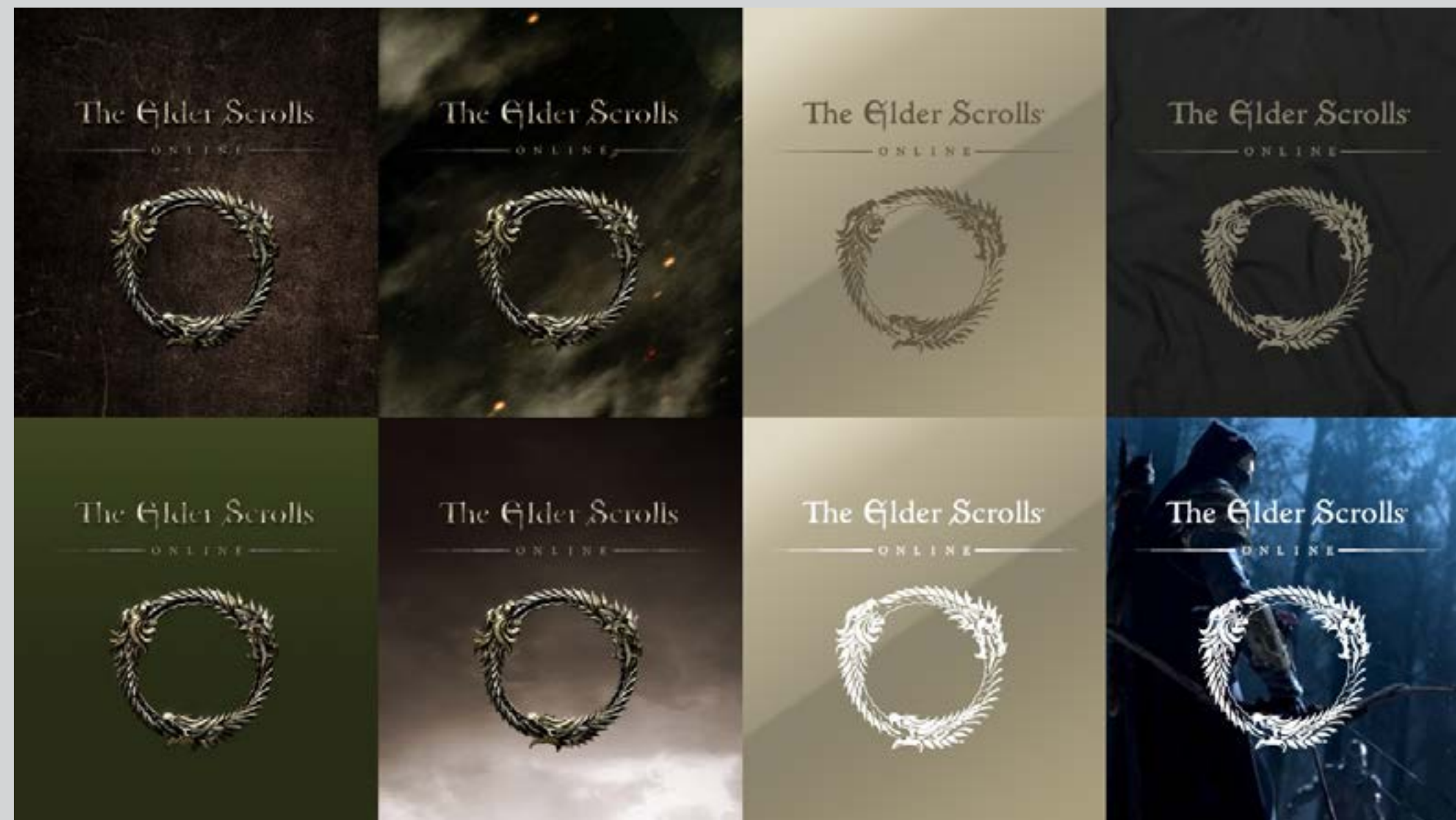
ESO LOCK UP

The recommended safe zone around the ESO lock up is
1x the height of the ESO logotype on all sides.

USAGE

The Logotype and lock-ups should be laid out against simple backgrounds to maintain its visual quality and integrity in various mediums.
When it must be used on complex background imagery or at a small scale, the vector version in one solid color is recommended.

USAGE

These are examples that break the consistency and quality of brand. Unnecessary manipulation or visual effects should be avoided. For any special or unique usage, please seek design direction from ZeniMax Online Studios.