

# BRAND OVERVIEW



The Elder Scrolls™  
ONLINE



# Fonts

## Primary

A D O B E G A R A M O N D P R O

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.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

Adobe Garamond Pro

Marketing copy that requires longer messaging (and localization) 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.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

# FONTS

## 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.

ABCDEF
GHIJKL
MNOPQR
STUVWX
YZ  
123456
7890

### FUTURA STD MEDIUM

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

ABCDEF
GHIJKL
MNOPQR
STUVWX
YZ  
123456
7890

# PALETTE

## PRIMARY

### NEW BRONZE

New flat bronze color is used in text lockup of the logo and in most typographic and vector elements through the design system.

HEX#

705c28

CMYK

C47

M52

Y98

K31

PMS

7560 C

### LIGHT BRONZE

In instances where bronze is too rich or there needs to be a visual distinction between elements on a lighter background, light bronze maybe used. This should be used sparingly and limited to small, subdued elements.

HEX#

AB9871

CMYK

C34

M35

Y61

K3

PMS

7503 C

### DARK BRONZE

In instances where bronze is too rich or there needs to be a visual distinction between elements on a dark background, dark bronze maybe used. This should be used sparingly and limited to small, subdued elements.

HEX#

3C341E

CMYK

C59

M59

Y83

K62

PMS

7533 C

## SECONDARY

### LEGACY GOLD

An accent color for use on CTAs and supporting elements when a more saturated, vibrant color is called for.

RGB - 242 / 194 / 61

HEX - #F2C23D

CMYK - 5 / 23 / 88 / 0

PMS - 123 C

### BACKGROUND AND TYPE

The basics for type and supporting elements

### BLACK

RGB - 0 / 0 / 0

HEX - #000000

CMYK - 75 / 68 / 67 / 90

PMS - BLACK 6 C

### WHITE

RGB - 255 / 255 / 255

HEX - #FFFFFF

CMYK - 0 / 0 / 0 / 0

### MORNING LIGHT

RGB - 254 / 228 / 210

HEX - #FEE4D2

CMYK - 0 / 11 / 15 / 0



# GRADIENT

## BACKGROUND

#FEE4D2



#FFFFFF



## TYPE

#705C28



#AB9871





# ESO LOGOTYPE

NOISE LOGOTYPE



VECTOR LOGOTYPE



The logotype will often be used without the Ouroborus. The noise version can be used at larger scales and where contrast is high enough for easy readability. Color selection should be based on legibility.



# ESO LOGOTYPE



For elements OTHER THAN Season or release names and logos, the recommended safe zone around the ESO logo is 1x the height of the logo on all sides.

## LOGOTYPE STANDARD

The Elder Scrolls™

— O N L I N E —

## LOGOTYPE MICRO

The Elder Scrolls™

— O N L I N E —

A “micro” version has been created for the smallest applications to maintain legibility as much as possible.



# ESO LOGOTYPE

RENDERED LOGOTYPE



The rendered version can act as an alternate for the most high resolution applications, where the added detail gives the impression of classic fantasy and where the flatter versions seem anachronistic.



# ESO LOCK UP



The lock-up should be used to represent the ESO base game and The Elder Scrolls Online IP in general only where it's shown large enough to be easily read. It's recommended to use the 2 color variation so that The Elder Scrolls Online is clearly legible. A version for both a light and a dark background are available.



# ESO LOCK UP

The recommended safe zone around the ESO lock up is 1x the height of the E in the 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

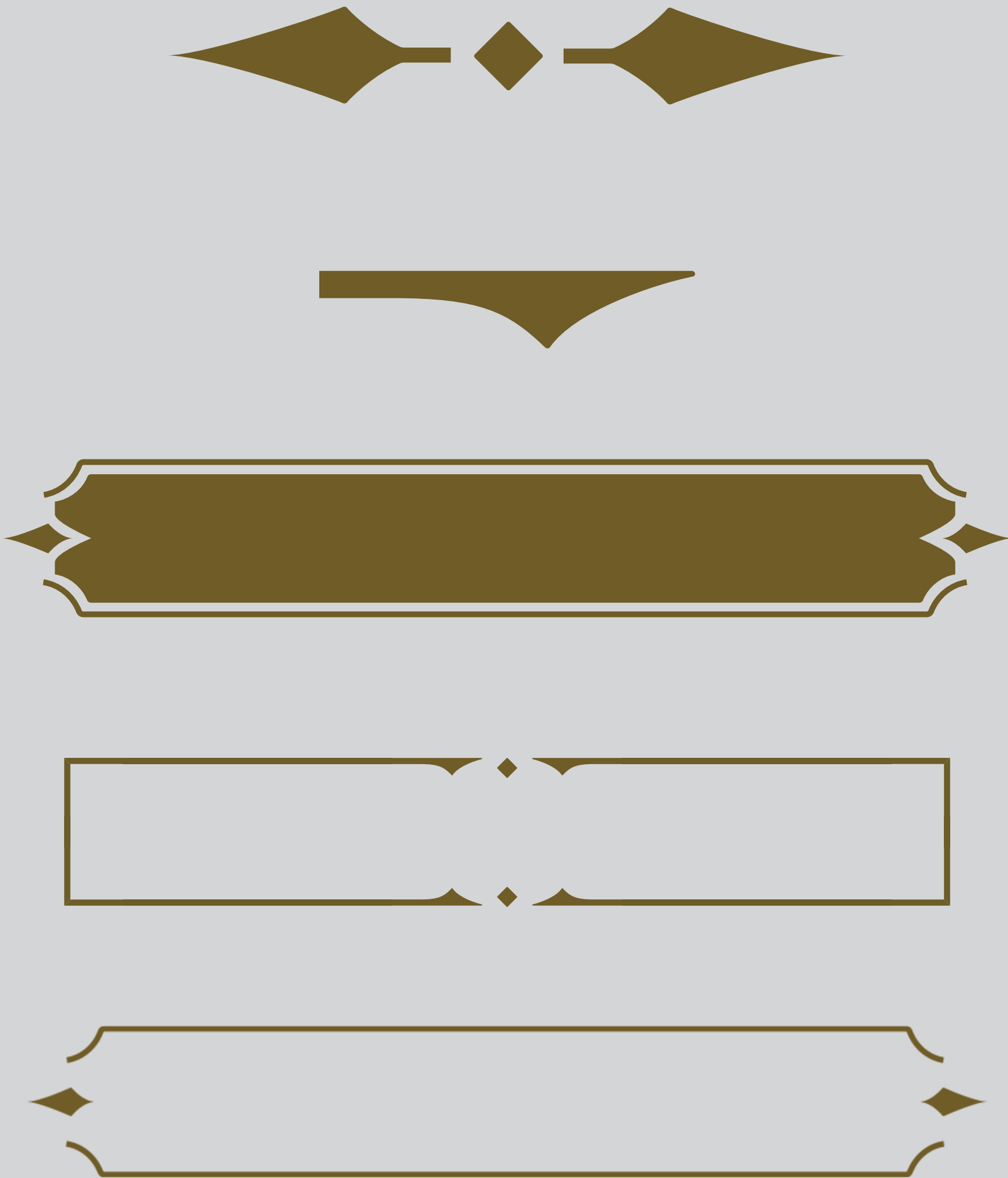
These are examples that break the consistency and quality of brand. Unnecessary manipulation or visual effects should be avoided. For any special or unique usage, please seek design direction from ZeniMax Online Studios.



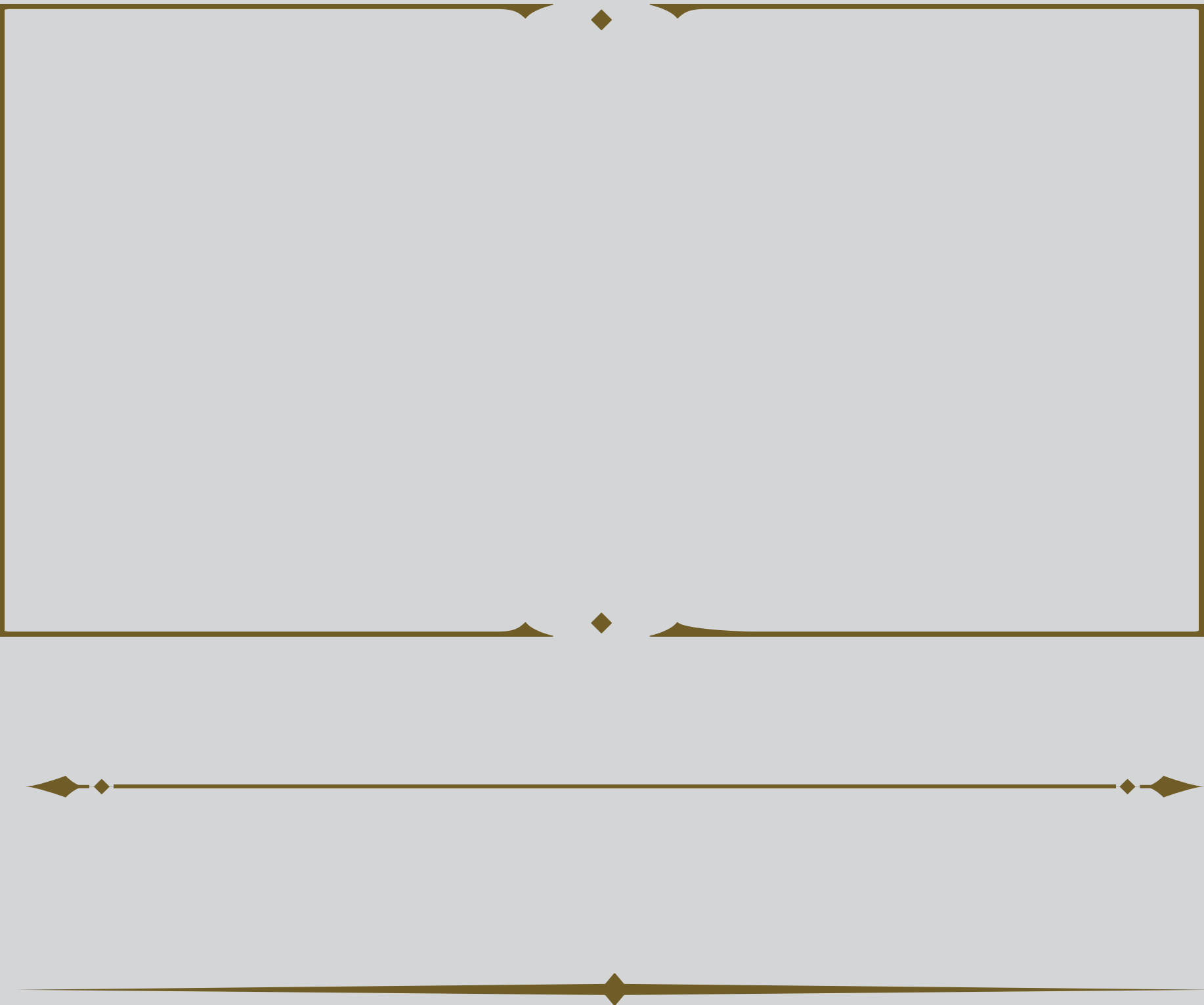


# SUPPLEMENTAL ASSETS

## CTA EMBELLISHMENTS AND BUTTONS



## DECORATIVE FRAME





# KEY ART

