UBISOFT

UBISOFT BRAND STYLE GUIDE

2018

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WELCOME TO THE NEW UBISOFT STYLE GUIDE!

THIS DECK GIVES YOU THE TOOLS TO EXPRESS THE UBISOFT BRAND AND A TASTE OF HOW IT CAN COME TO LIFE.

GO FORTH AND MAKE AMAZING, BEAUTIFUL COMMUNICATIONS.

CONTACT US IF YOU HAVE ANY QUESTIONS.

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BRAND AMBITION

WE WANT TO

BE A SINGULAR AND MEANINGFUL BRAND FOR ALL AUDIENCES.

"Our aim is to create positive gaming experiences that will stay with the players long after they put down their gamepad."

YVES GUILLEMOT
CEO

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BRAND ATTRIBUTES

WE ARE...

ENTHUSIASTIC

Enthusiasm is our collective excitement for creating original & memorable experiences. We catch it from each other and use it to craft stuff that inspires our fans who serve it right back to us.

Enthusiasm inspires us to make our mark in the world. It give us the permission to fail in the service of crafting something truly special, because that potential for greatness is at our fingertips every single day.
It lets us embrace who we are and be unabashedly optimistic.

IMAGINATIVE

Imagination can make a magician out of anyone. With it, everyone has to power think anything into existence and create something original.

We use it to transform dreams into fantastical worlds and epic stories that surprise and excite. And it lets anyone immerse themselves to escape and explore.

NEW PERSPECTIVES*

*Ok, it's not an adjective :)

New perspectives is about stepping out of your comfort zone, stepping into someone else's shoes, or taking a step back or a moment to pause and reflect which enables you to see yourself and the world around you in a whole new light and to find new meaning.

We want there to be a "before" and an "after" a Ubisoft experience.

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GUIDING PRINCIPLES

2 TWO BIG IDEAS THAT KEEP THE UBISOFT BRAND ON TRACK & GUIDE ALL COMMUNICATIONS

SIMPLICITY

Simplicity is the best way to show we are confident in who we are and what we do. That's why the new design system for the Ubisoft brand is built with fewer assets that are easier to use and easier to manage. Less is more.

&

TRANSPARENCY

Transparency is all about letting our beautiful content shine through and inviting people to dive into and explore our worlds. It also translates the close relationship we aim to build with our players. Content is king.

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CENTERED LAYOUT

Our headline messages should always be centered. Copy should be kept as short snappy statements. This will sit on top of a full bleed image of our worlds or a solid color.

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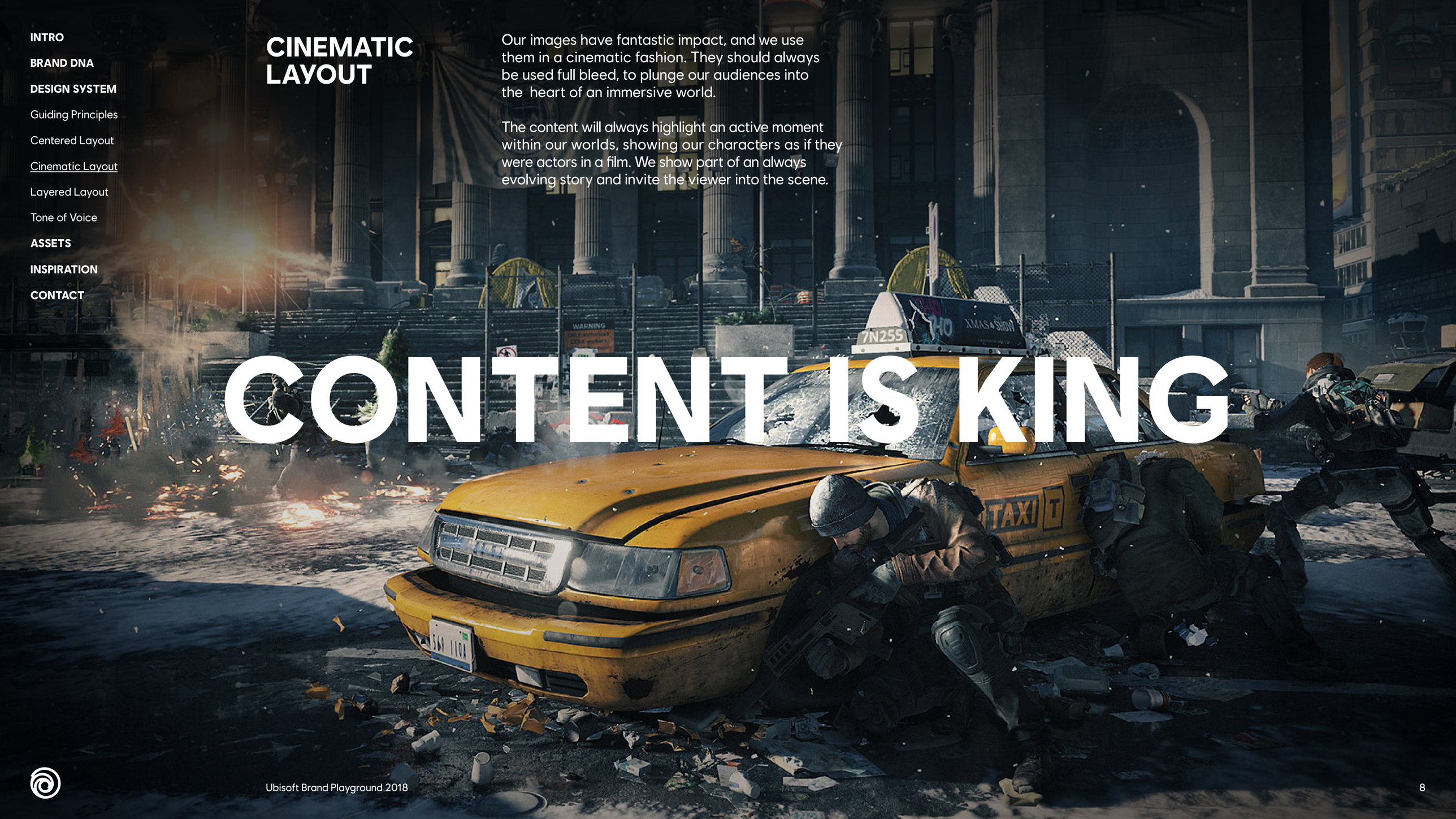
CINEMATIC LAYOUT

Our images have fantastic impact, and we use them in a cinematic fashion. They should always be used full bleed, to plunge our audiences into the heart of an immersive world.

The content will always highlight an active moment within our worlds, showing our characters as if they were actors in a film. We show part of an always evolving story and invite the viewer into the scene.



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LAYERED LAYOUT

When overlaying a centered message on top of an image, we can create the impression of depth. This helps to draw the viewer into the image and creates a synergy between the brand and the world(s) we have created.

By cutting out sections of the type we create the illusion that key parts of the image are sitting in front of the message.

1. Look for key elements within the image to create the layered process.

2.Characters can sit in front of the text.

3. Subtle layering of parts of the landscape help add depth to the overall design.

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TONE OF VOICE

THE UBISOFT BRAND VOICE IS BASED ON TWO GUIDING PRINCIPLES:

ENTHUSIASTIC & CONVERSATIONAL.

OUR WRITING IS ALWAYS ENTHUSIASTIC

We love gaming and everything around it. This is our passion, and this comes across in how we write. We are super excited about this stuff. We all know the feeling... that one-of-a-kind buzz. The sheer charge you get from gaming action.

Our writing is our connection to the players and should inspire them to come and discover the worlds of Ubisoft. Let's uncover all the magic of gaming together.

OUR WRITING IS ALWAYS CONVERSATIONAL

Our writing should feel like a straight up conversation with a pal or trusted friend. To the point, sometimes chatty, always with a little wit, and never ever taking ourselves too seriously.

We avoid using jargon, we're a gaming company. Keep it real people!

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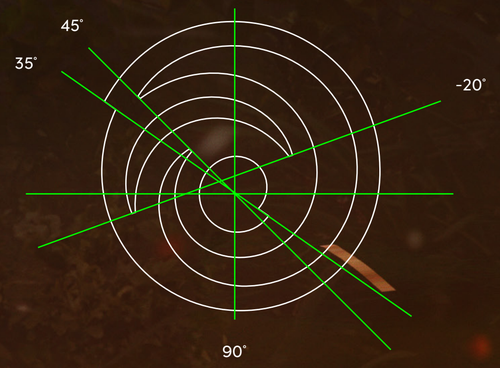
LOGO

Our Logo is our symbol of pride. Evolved from our existing Logo, keeping the heritage and equity of the original swirl, it is now stripped back, modern and iconic. Feel the retinal burn!

UBISOFT



1

1. This diagram shows the construction of the Logo symbol. The stroke width of the symbol is consistent, and the terminals of the inner parts of the Symbol end at complimentary angles.

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The Logo is made up of two parts:
the symbol and the wordmark.
Both parts can be used individually,
or together.

1

2

3

+

4

1. In most cases we should use the stacked version of the Logo.

2. When there is less vertical space, like at the top of a website, and in other digital assets, we can use the horizontal version of the logo.

3. +4. Sometimes we can separate the symbol from the wordmark but they always need to co-exist. This approach works well on apparel or merchandising.

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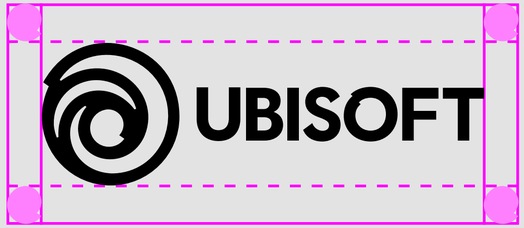
LOGOTYPE

To give our Logotype the space it deserves, we've defined specific parameters for our Logo's clear space. The clear space is where no other graphic element can encroach upon it.



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LOGO RESPONSIVE

Our Logos should always be legible.
Never use the Logos below the minimum sizes illustrated below.

1

150 px

2

100 px

3

40 px

1. The stacked Logo should never be used smaller than 150 px width.

2. The horizontal Logo should never be used smaller than 100 px width.

3. The symbol should never be used smaller than 40 px width.

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LOGO COLOR

Our logo should be white or black. The white version is the one we should use whenever possible (when working on a light background, add a subtle shadow). In real life, we can also add textures to bring life to the Ubisoft logo.

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LOGO DON'TS

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2

3

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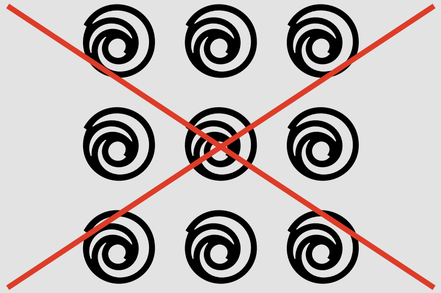
5

6



7

1. Don't stretch it.

2. Don't change the proportion.

3. Don't change the color.

4. Don't stick something on it.

5. Don't create logos that don't exist.

6. Don't use the swirl as a graphic element (pattern, background, bullet point...).

7. Don't transform it into a figurative object.

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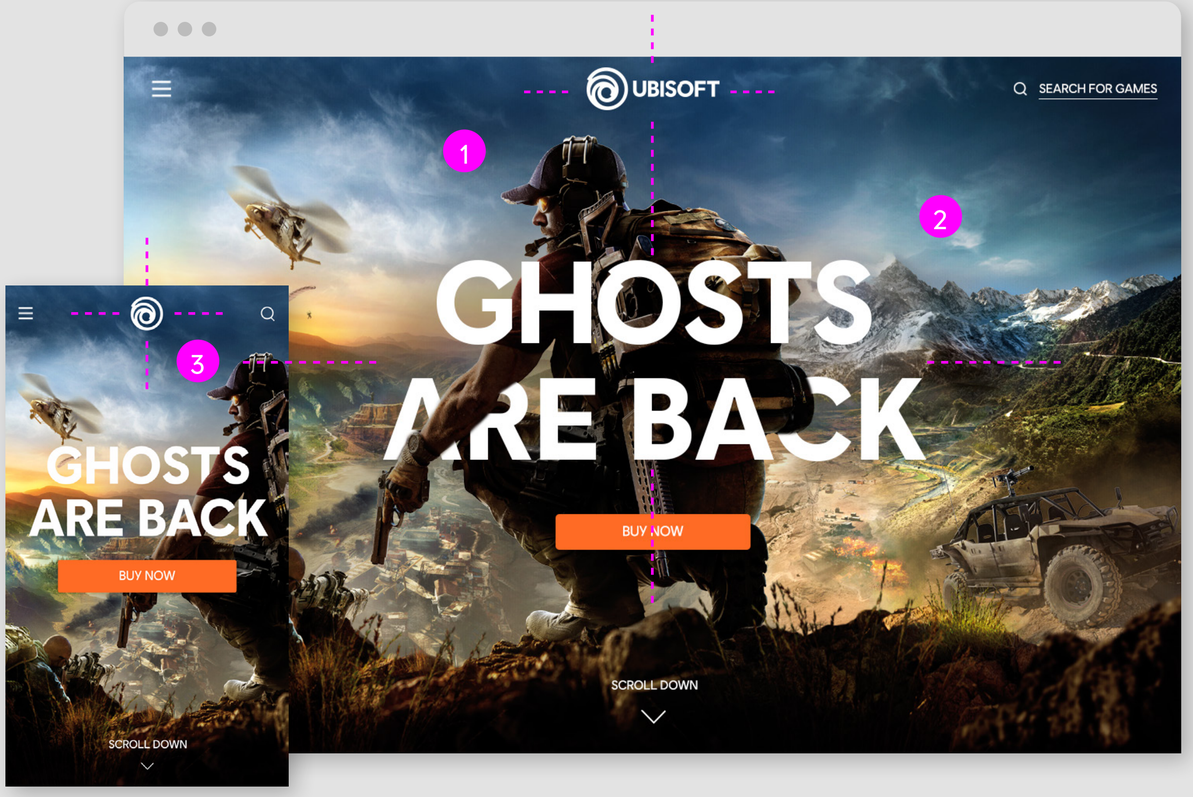
LOGO POSITIONING PRINCIPLE

It's important that our Logo be clearly visible on all communications. Although there are no strict rules when it comes to positioning it, we recommend that where possible we use the Logo centered within our designs.



1. When space isn't available, the horizontal version of the Logo should be used.

2. Text should be placed at the center of the image.

3. When the space is reduced it is recommended to use just the symbol.

4. Text should be placed at the center of the image.

5. The stacked version of the Logo is used when ample space is available.

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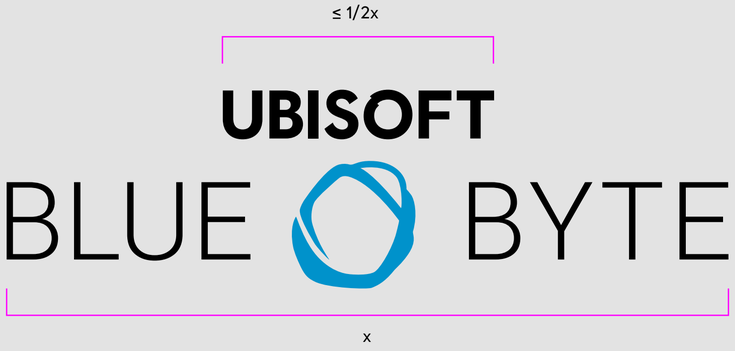
STUDIOS

These are the only studios logos you should use.



1. The studio name should always be two thirds the height of the Ubisoft wordmark. It is centered under the stacked Logo and should be set in Ubisoft Sans Regular caps.

2. The line space between the word Ubisoft and the studio name should match the space between the word Ubisoft and the symbol.

3. When there is less vertical space, like at the top of a website, and in other digital assets, we can use the horizontal version of the logo.

At Ubisoft we are all one big family, so when we create logos for our in-house studios they follow the brand style. The studio name is centered under the stacked Logo. The studio name is always two thirds the height of the Ubisoft wordmark.

All of Ubisoft's acquired studios have the wordmark 'UBISOFT' centered above their own logo. This shows our pride as one collective creative family. The line should be at least 50% of the overall acquired studio logo width.

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UBISOFT SERVICES

Ubisoft services are part of the player's experience - that's why they should be represented with the swirl in addition to the service name (which will always sit next to the swirl and is set in caps in Ubisoft Sans Regular).

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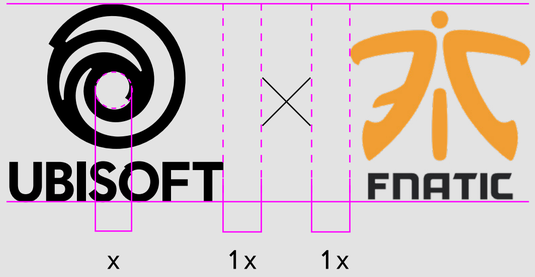
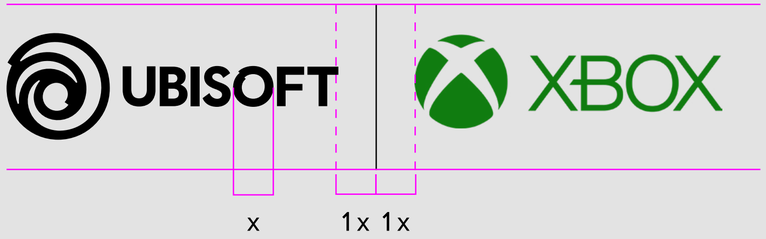
CO-BRANDING

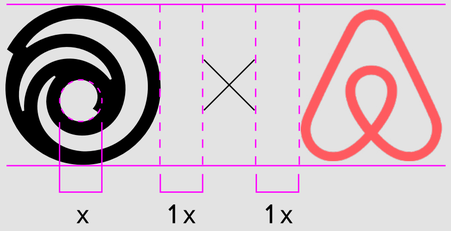
1



2



3



Co-branding lock-ups should be created with either a line or an X between the two logos.

1. When the relationship is a partnership, we recommend using an X between the two logos. This suggests a multiply effect that celebrates the partnership.

2. When co-branding next to another horizontal logo, use the horizontal Ubisoft Logo. If the relationship is not a direct partnership, we recommend dividing the logos with the line.

3. If the co-branding lock-up is with a company that uses just a symbol, then we should use just the Ubisoft symbol.

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UBISOFT TYPEFACE

HELLO, I AM UBISOFT SANS ☺

This is Ubisoft Sans. This is our very own custom typeface created specifically for us and all of our communications. It has been created to match our symbol and has special unique characters that bring personality to our typesetting.

There are two type weights, Bold and Regular.

Use it with pride. This is our voice. Whenever possible we should always lead with this typeface.

When we set key messages or headlines we should use it in Ubisoft Sans Bold Caps. When we write longer paragraphs or body copy, we should use it in mixed case in either the Bold or Regular weight.

1. The capital O and cap Q both have alternate characters that can be used in headlines (by activating the option in graphic design software). These recall the personality that is in the O from the Ubisoft Logo.

1

O → O

Q → Q

abcdefghijklmn
opqrstuvwxyz

abcdefghijklmn
opqrstuvwxyz

1234567890
!"§$%&/()

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890
!"§$%&/()

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Aa

123

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TYPESETTING EXAMPLES

The combination of type and image is a key part of our brand identity. Engaging messages and exciting visual worlds tell our story. We can use type on top of images and also use images through type. In all cases, ensure the copy is legible.

1. When using type on top of images it should always be either black or white. The color should come from the Ubisoft worlds.

2. Always ensure your type sits on top of part of the image that gives it contrast. In this case we show ranged left type that fills the image area top to bottom.

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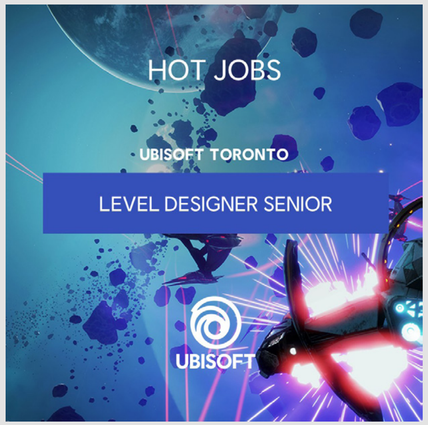
COLOR PALETTE

The Ubisoft color palette is unlimited. Picking colors from all of Ubisoft's different worlds helps you create harmonious visual assets. To do so, never mix different colors from different worlds, keep them as specific sets.



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WORLDS IMAGERY

When we use product imagery, it should always hero the worlds we create. The images entice the viewer in and help them imagine playing in these worlds. Characters can be shown, but they should always be seen as part of the wider scene – never focus just on them.

1. In this example, the focus is only on characters. The visual does not tell a lot about the world behind and the static posing does not invite you to jump in.

2. We talk about worlds, not characters, that's why our imagery should focus first and foremost on the world and put the spectator in the position of the main character

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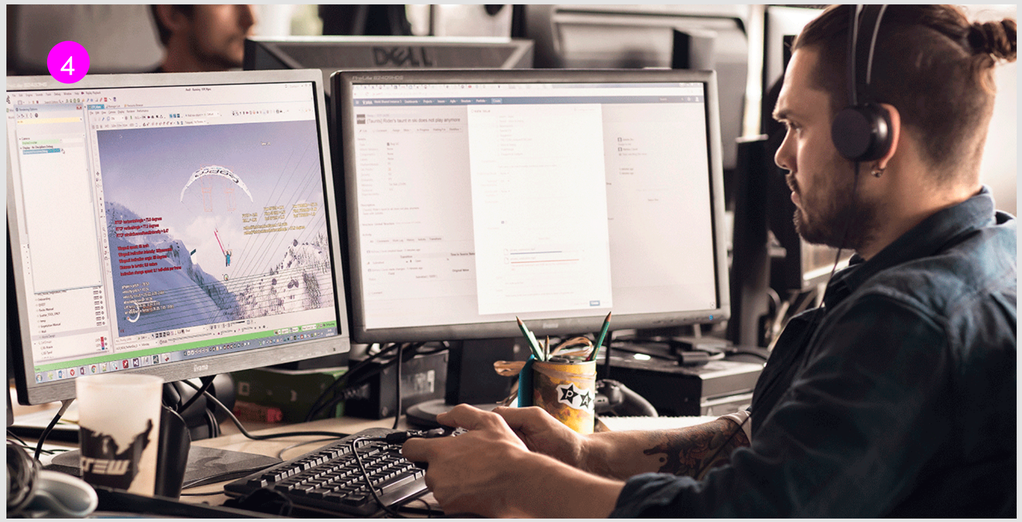
TEAMS IMAGERY

Ubisoft is one great big creative family. We value our friendly culture and encourage individuality in our people and in our offices. We try to show this off as naturally as possible in the images we use of our teams. For best results, always try to use a professional photographer.



1. Straight up portraits are a great way to show individual people. We always shoot these images with natural light and in context.

2. Groups of people working, socializing, or meeting up is good. This shows our community spirit. Always try to capture emotion and spontaneous expressions.

3 / 4. Showing how we work in our images is a great way to give insights into the Ubisoft working culture. Include the tools and equipment we use to create our games. Always check that there is nothing top secret in your images before sending them out to the wider world.

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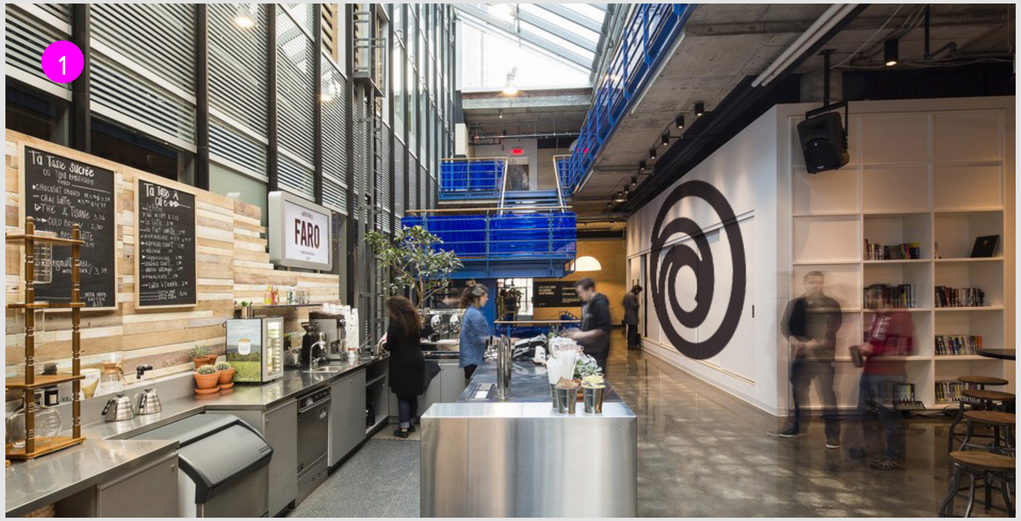
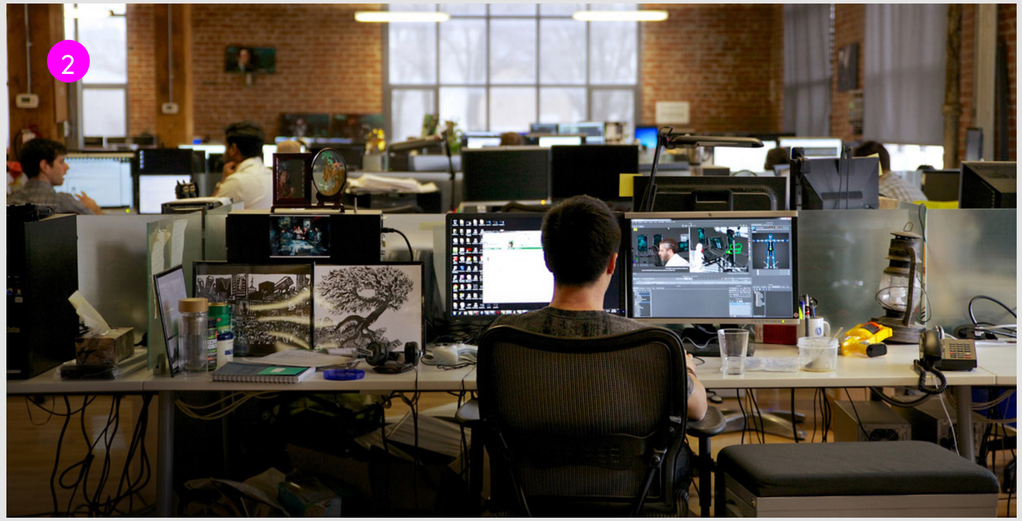
OFFICE IMAGERY

The spaces we work in help shape who we are and how we work. Showing our spaces in our images helps give a glimpse into what it's like to work at Ubisoft. For best results, always try to use a professional photographer.





1. Subtly showing Ubisoft branding is a great way to get our name out there. Look for environments that have our new identity and messages.

2. Show people at work and the tools they use.

3 / 4. Images of our workspace should always feel active and full of people. Shots of more social spaces such as canteens or break out spaces help communicate our cultural side.

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YOUR TOOL BOX

This is our identity tool box and these are our identity assets that we combine in lots of different ways to create our communications. The following pages contain some inspirational designs that show how Ubisoft can begin to look and feel.

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2. Typeface, Ubisoft Sans
3. Layout Style
4. Colors
5. Worlds Imagery
6. Teams & Spaces Images

WEB

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SEARCH FOR GAMES
GHOSTS
ARE BACK
BUY NOW
SCROLL DOWN

GHOSTS
ARE BACK
BUY NOW
SCROLL DOWN

GAME LOADING SCREEN

CUSTOM LOGOS

ICONS

SAMSUNG
12:45
SEARCH
A - Z
EDIT
Phone
Messages
Camera
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Clock
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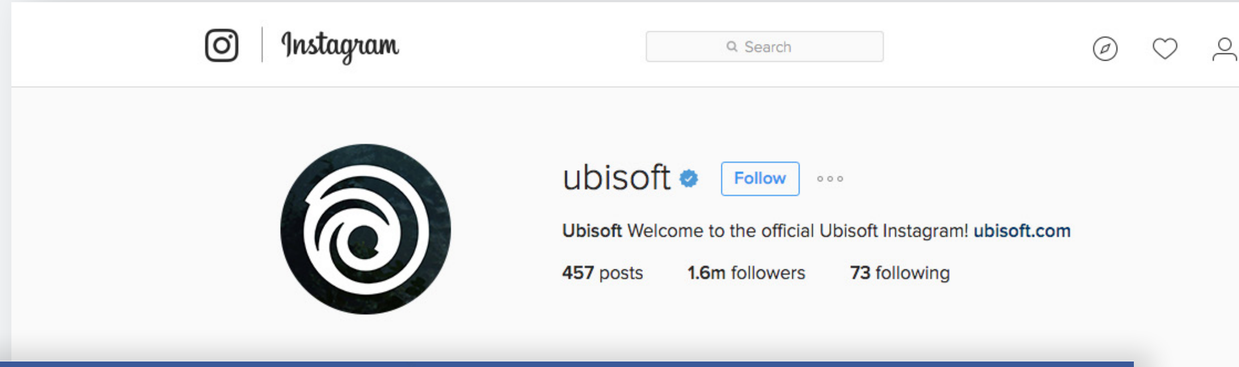
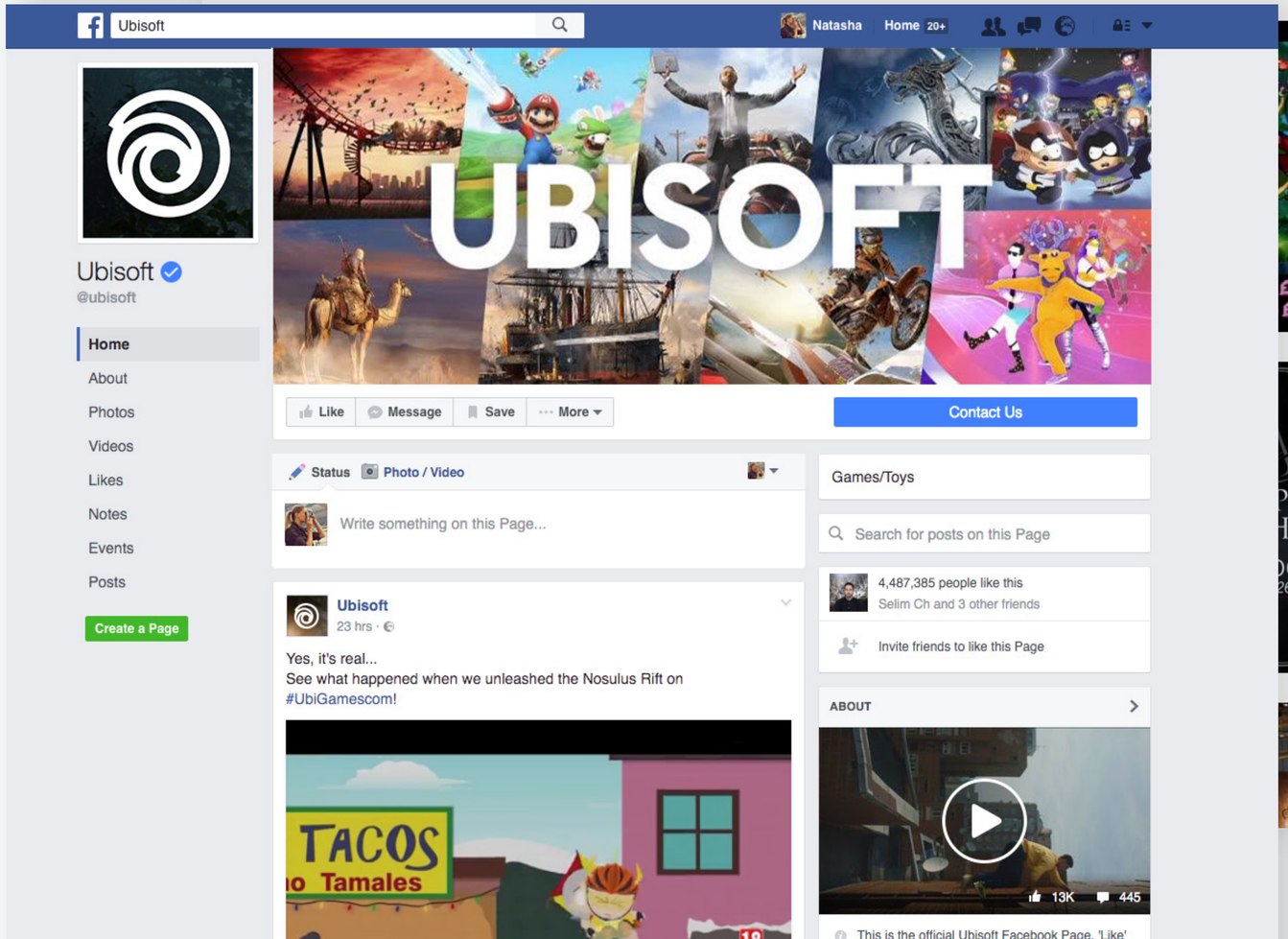
MON
30
S Planner


Instagram
Search
ubisoft
Follow
Ubisoft Welcome to the official Ubisoft Instagram! ubisoft.com
457 posts
1.6m followers
73 following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Natasha
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Likes
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Message
Save
More
Contact Us
Status
Photo / Video
Write something on this Page...
Games/Toys
Search for posts on this Page
4,487,385 people like this
Selim Ch and 3 other friends
Invite friends to like this Page
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23 hrs
Yes, it's real...
See what happened when we unleashed the Nosulus Rift on #UbiGamescom!
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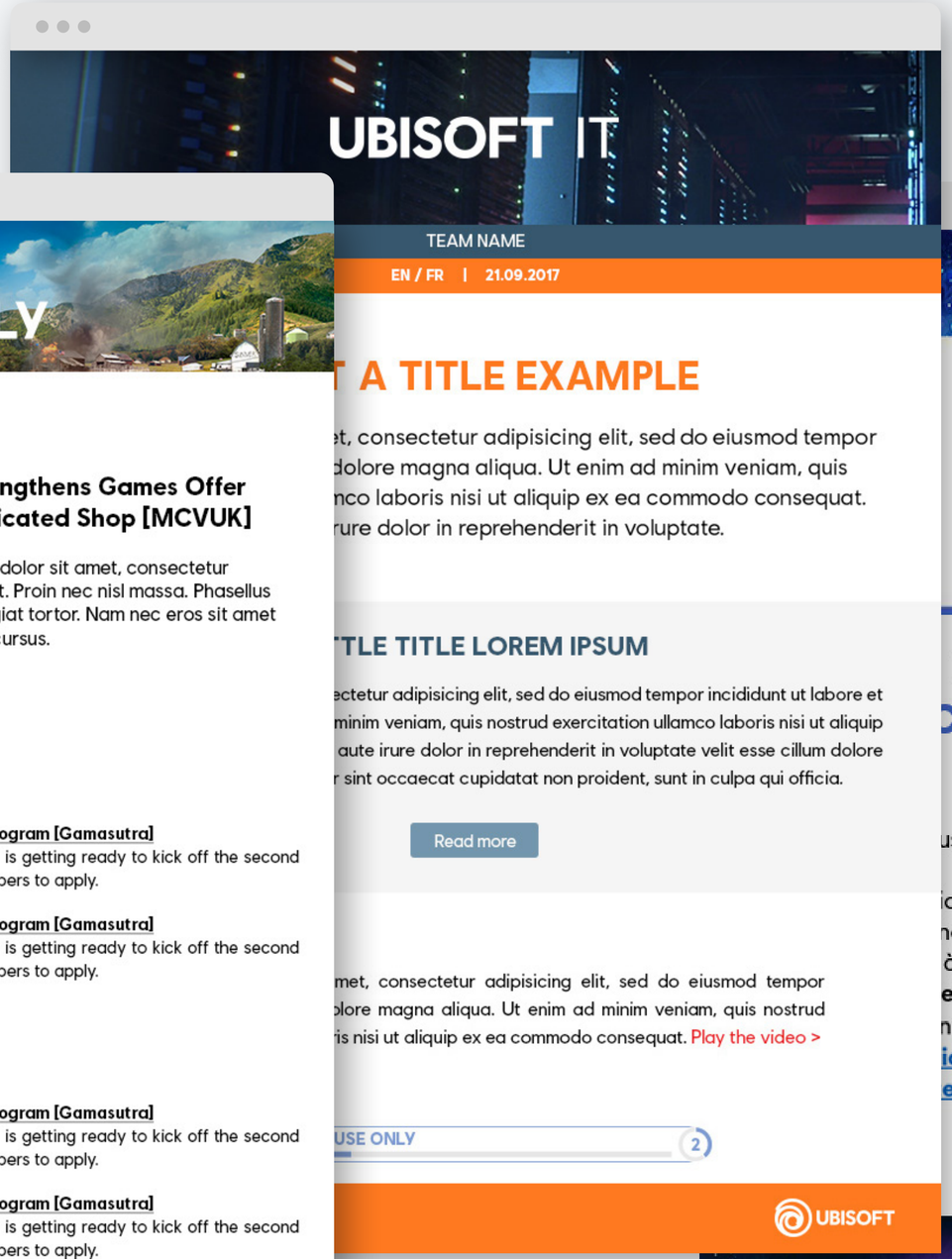

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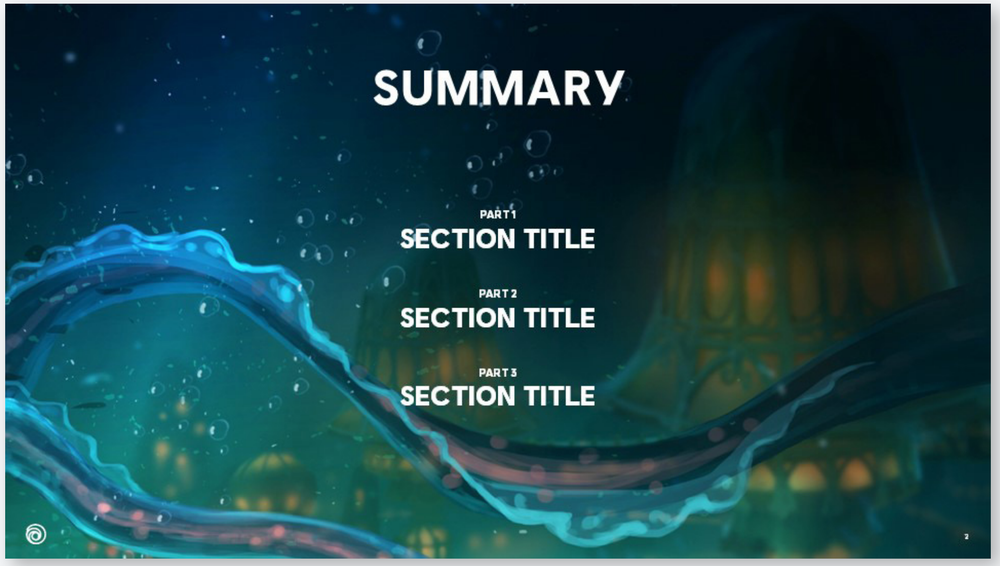

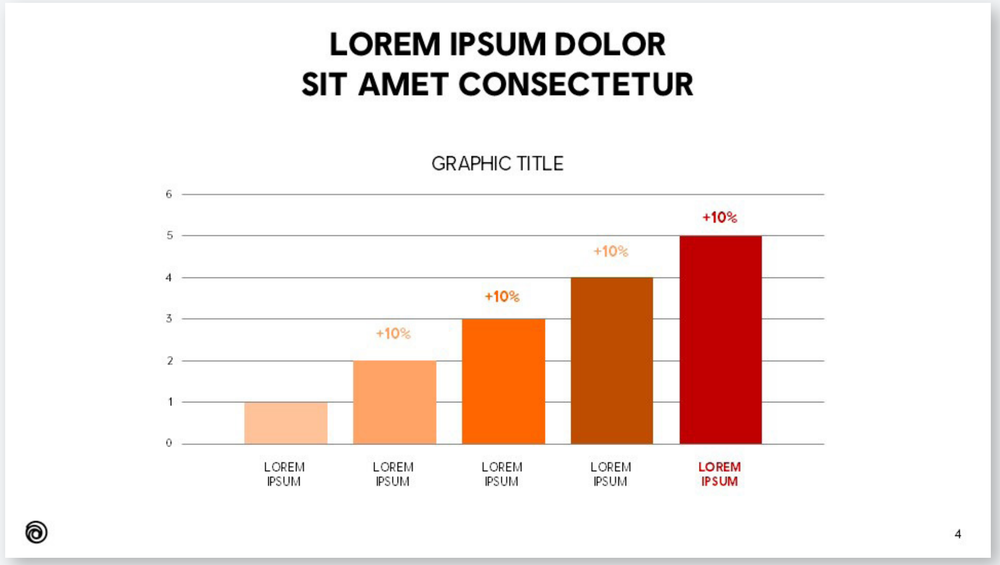

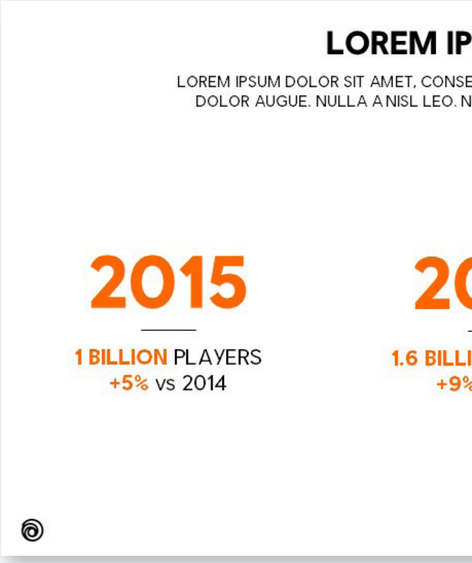

APPAREL & MERCHANDISE

Ubisoft Brand Playground 2018

HELP & CONTACT

Any questions, comments, suggestions or demonstrations of love, please drop us an email. We'll get back to you pronto!

Brand Identity Team

logo-team@ubisoft.com