

BETHESDA SOFTWAREWORKS

PREY BRAND STYLEGUIDE

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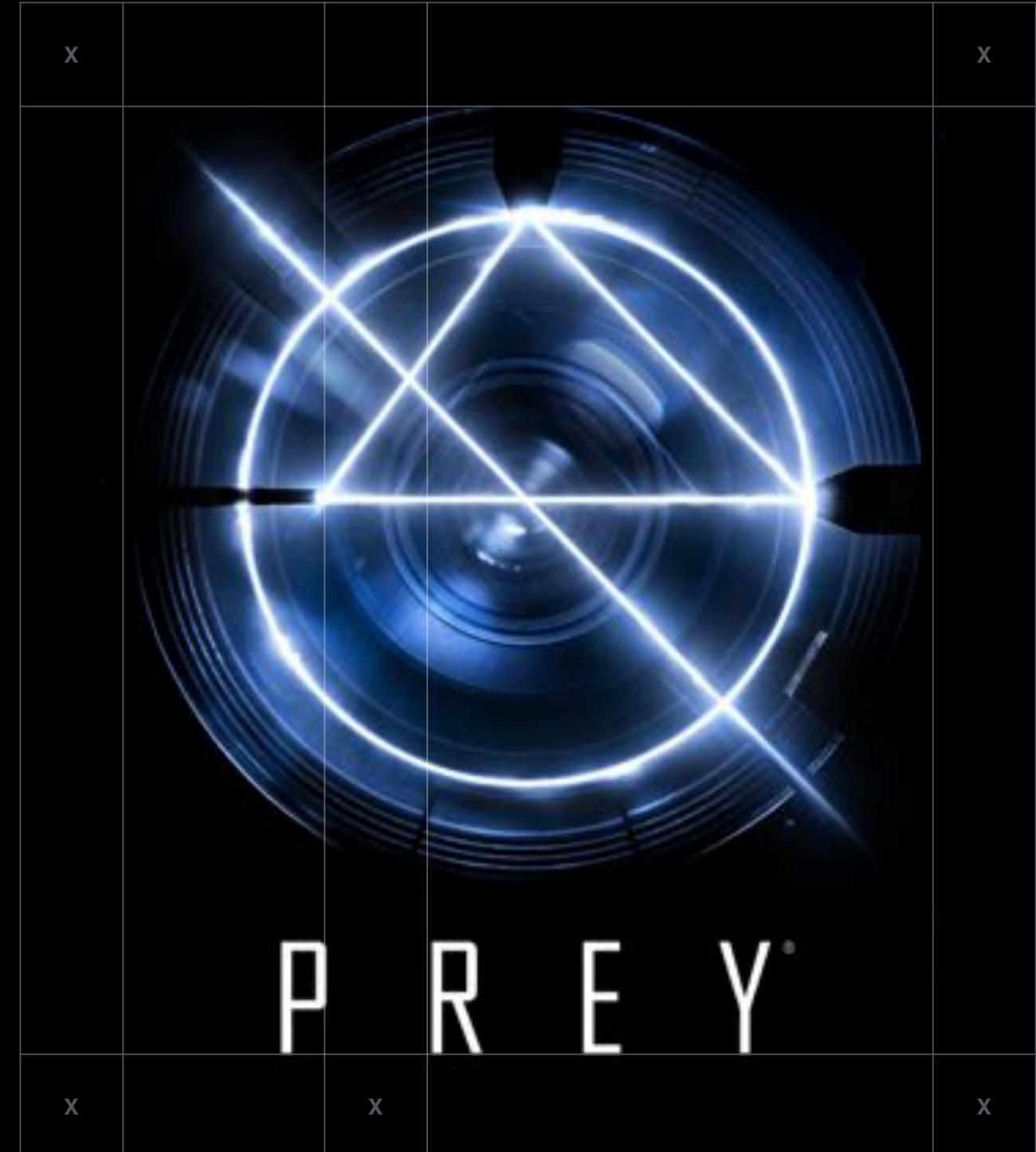
IDENTITY

The Psychoscope Symbol Lock-Up consists of the rendered Psychoscope Symbol and the Prey Logotype. This is the complete, and preferred representation of the Prey identity.



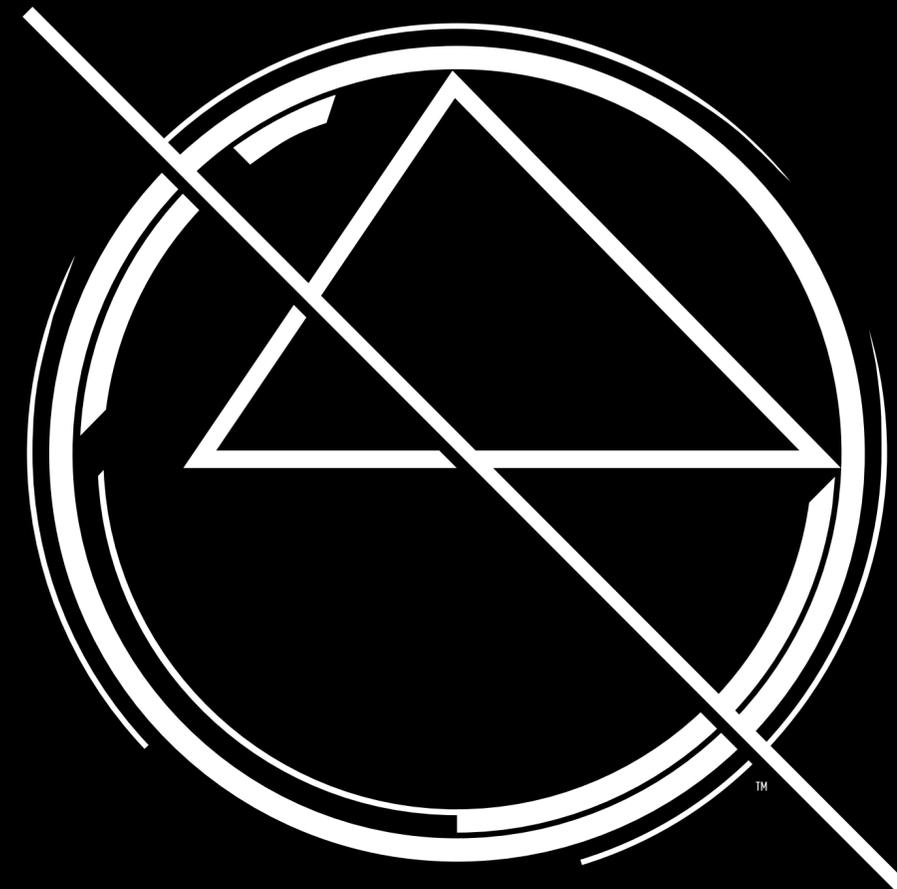
P R E Y[®]

The Lock-Up is always centered, with a margin of "x" on all sides, where "x" = the space between two letters.



In instances where the Psychoscope Symbol Lock-Up cannot be used because of technical or legibility constraints, a one color version of the Lock-Up is available.

The same clearance rules apply.



P R E Y[®]

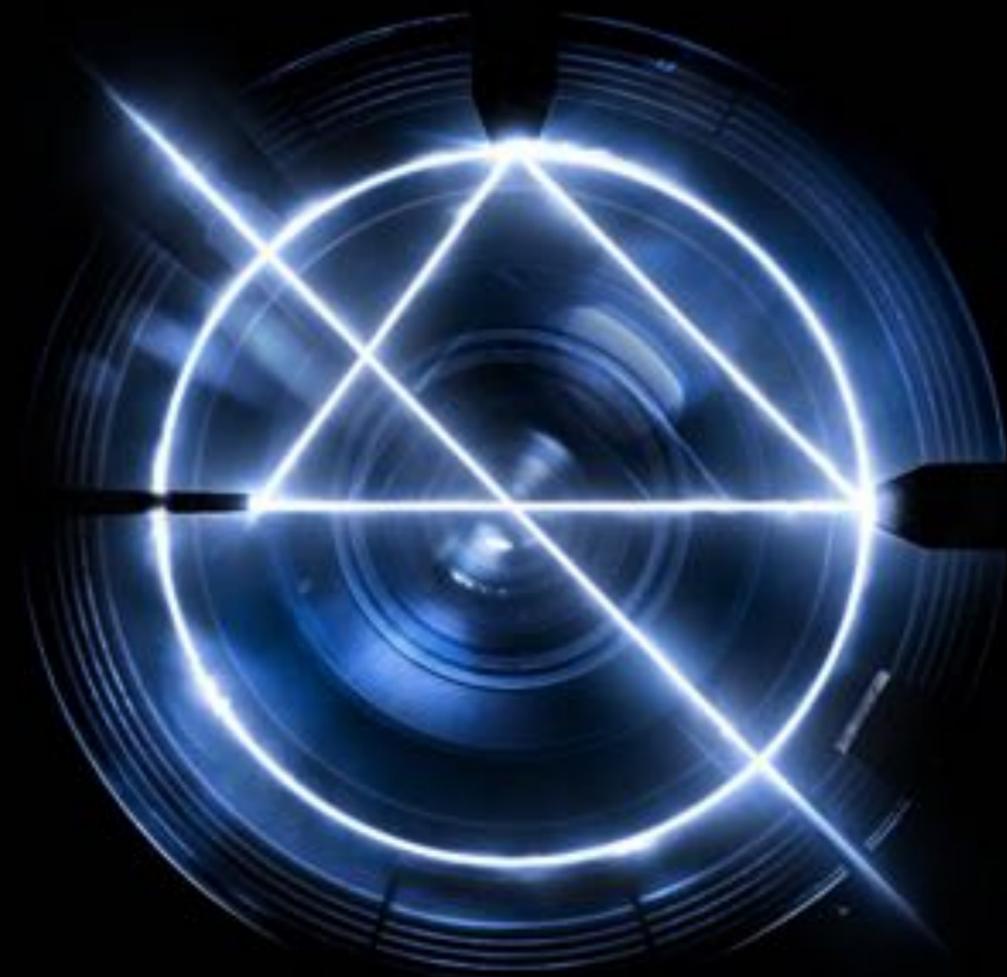
The Prey Logotype can be used alone in instances where the Lock-Up either doesn't fit spatially, or is not preferable for specific reasons.

P R E Y[®]

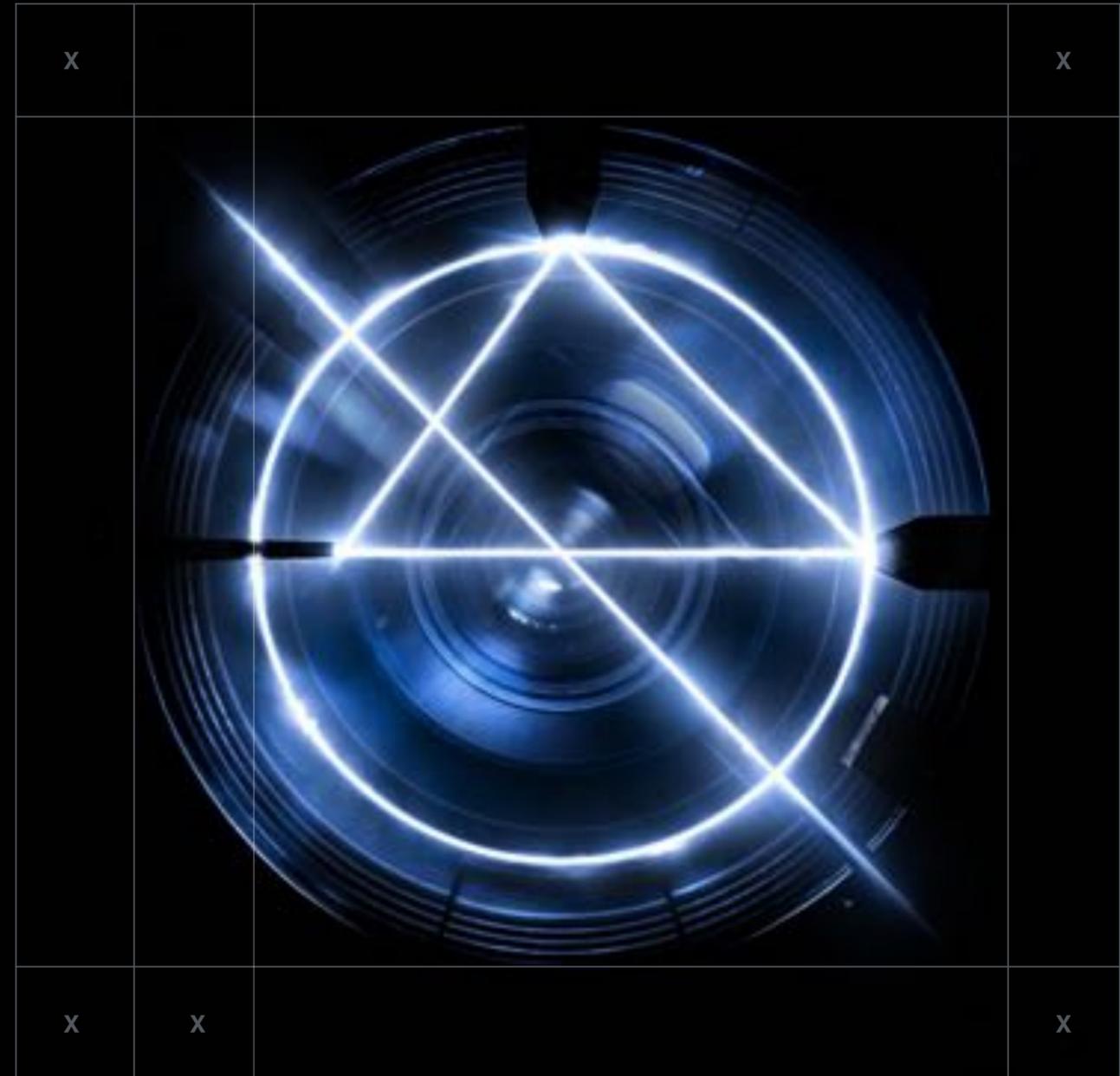
The Prey Logotype should have a recommended clearance of “x” on all sides, where x = the space between two letters.



The Psychoscope Symbol can be used alone in instances where the Logotype is present elsewhere in the layout.

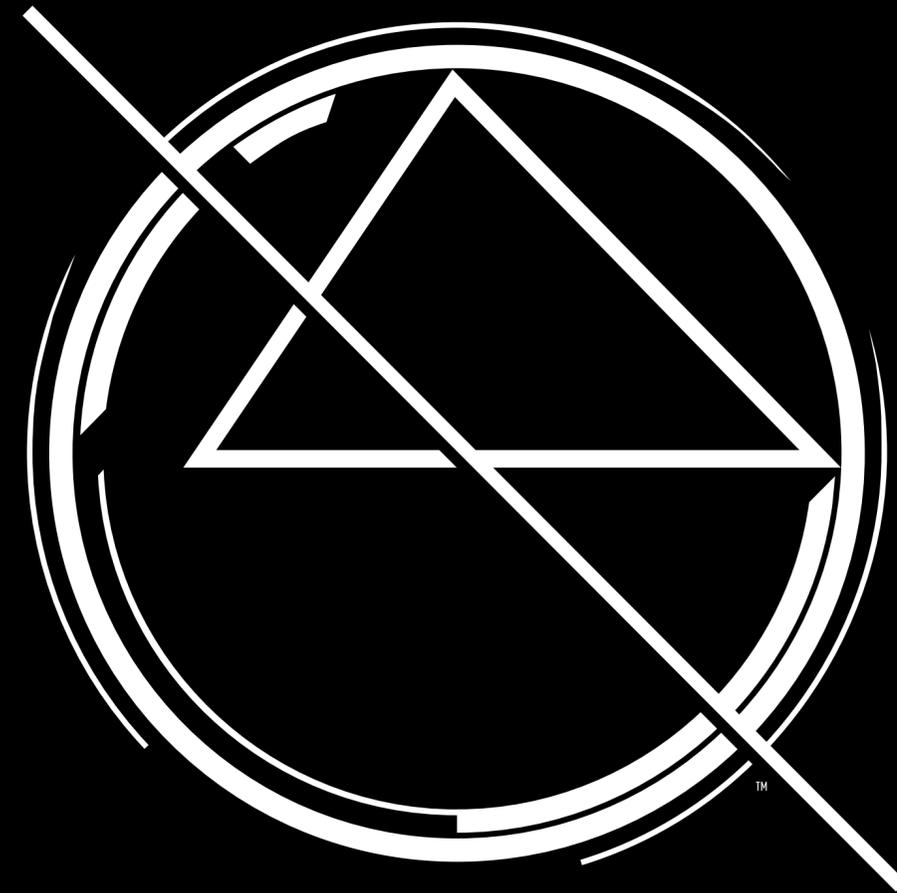


When used alone, it is recommended that the Psychoscope symbol be given a clearance of “x” on all sides, where x = the appx. space between the outermost structural ring and the inner circular scope laser.



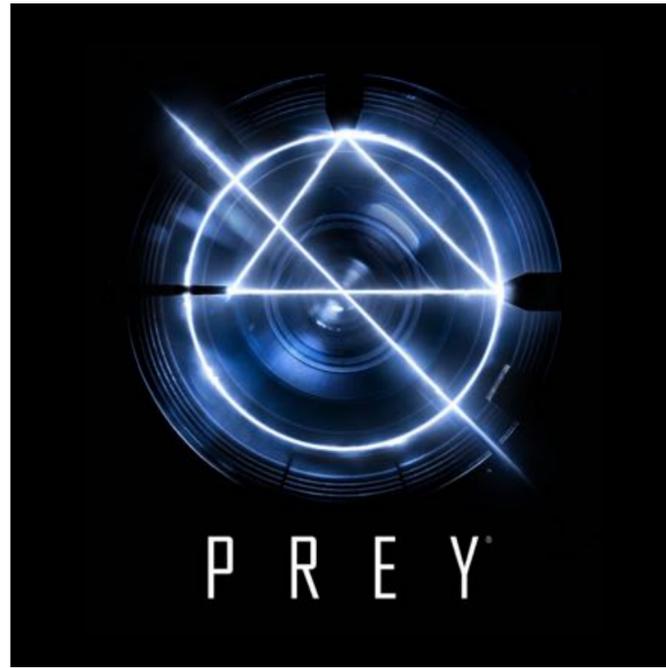
In instances where the full color Psychoscope Symbol cannot be used because of technical or legibility constraints, a one color version of the Symbol is available.

The same clearance rules apply.



IDENTITY: IN USE

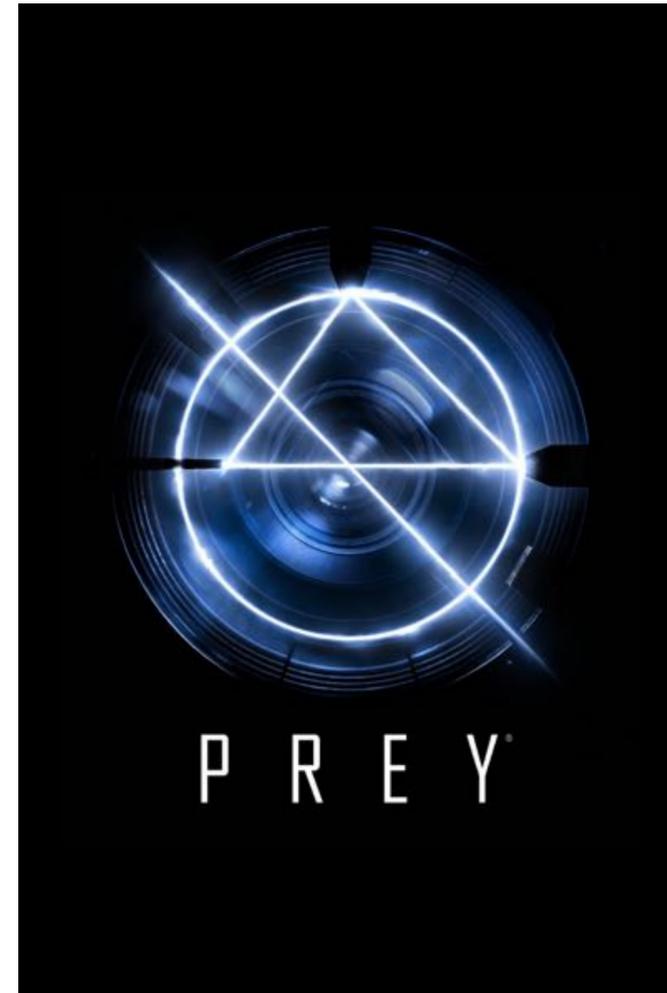
SQUARE



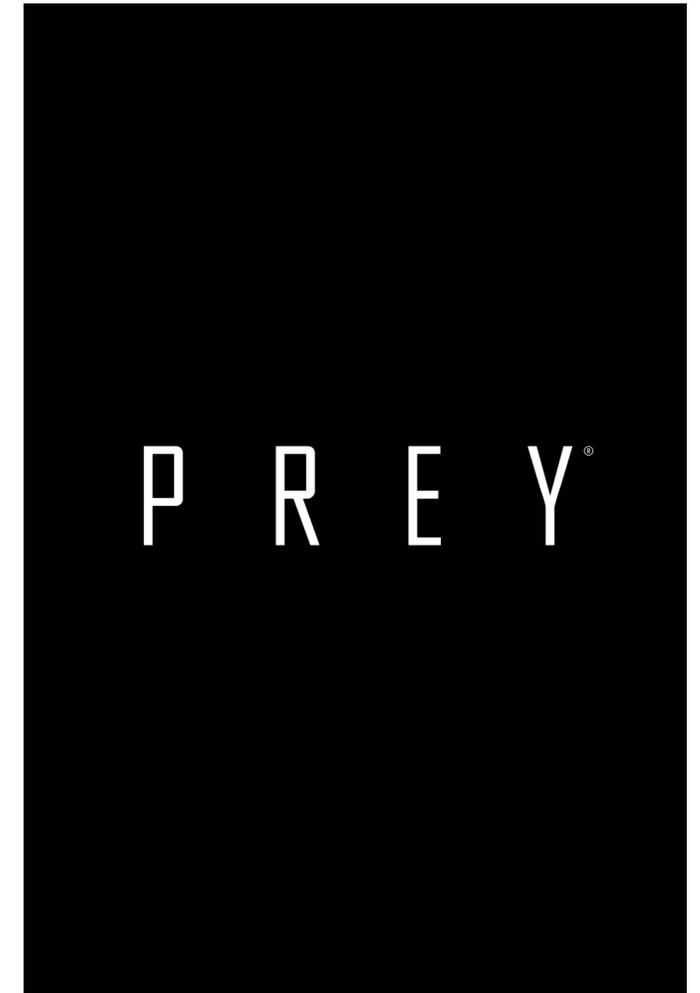
SOCIAL ICON



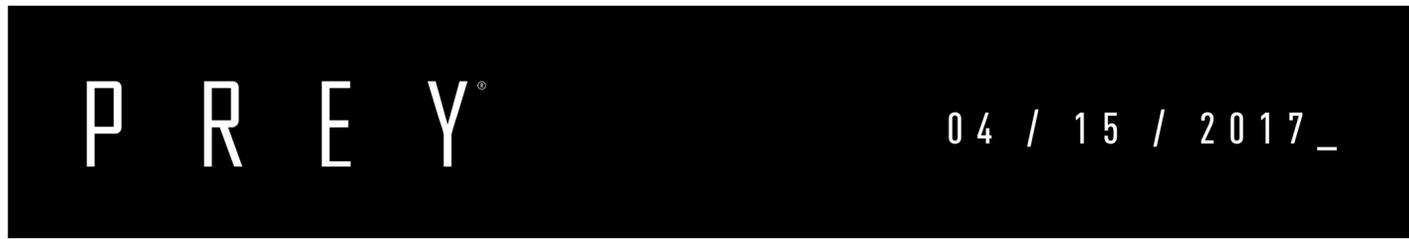
VERTICAL



VERTICAL - LOGOTYPE

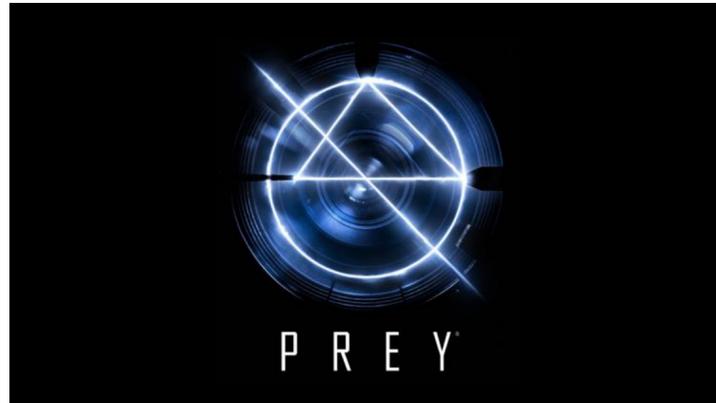


HORIZONTAL - LOGOTYPE



IDENTITY: PSYCHOSCOPE SYMBOL USAGE

DO'S



PREFERRED

The Psychoscope Symbol Lock-Up should always be set center and on a black background.



SINGLE RENDER SYMBOL

In cases where space is limited, the Full Color Psychoscope Symbol can be used alone.



LOGOTYPE

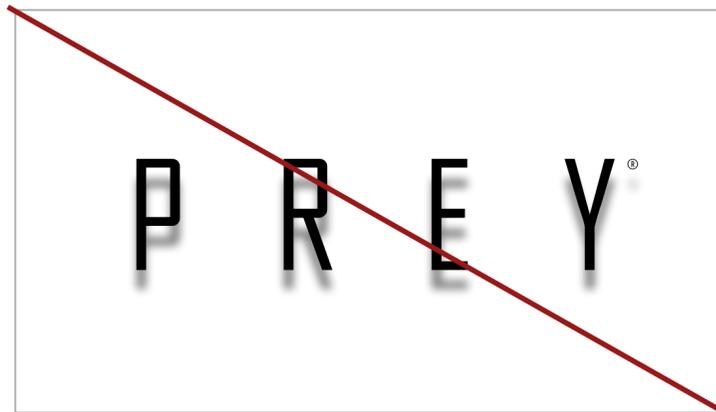
The Prey Logotype may be used alone without symbol.



WHITE BACKGROUND

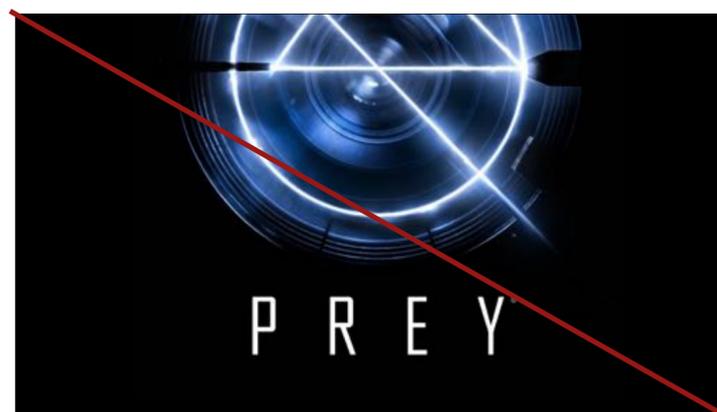
Only in instances where a white background is unavoidable, The Prey Logotype in solid black is allowed.

DO NOT



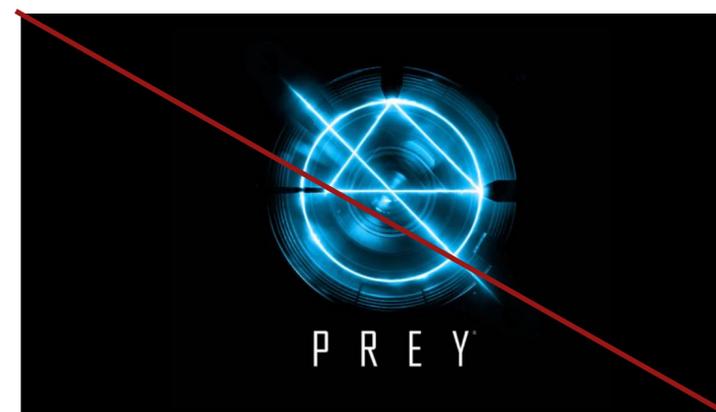
ADDITIONAL EFFECTS

Special effects should not be added to any of the identity elements.



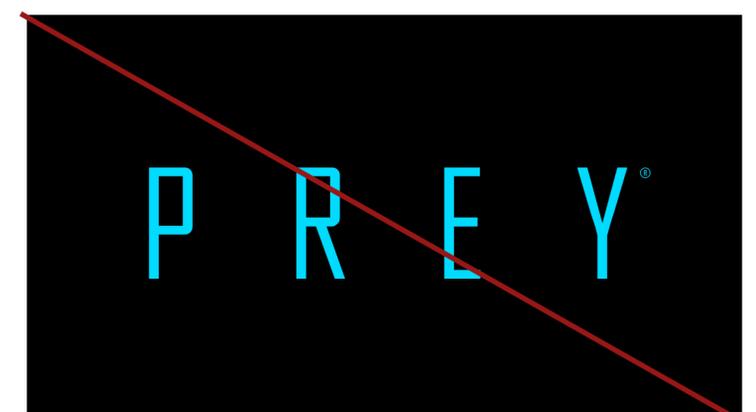
CROPPED LOGO

Never crop or cut off any portion to the Psychoscope Symbol or Prey Logotype.



COLORS

Never alter the color of the Psychoscope Symbol.

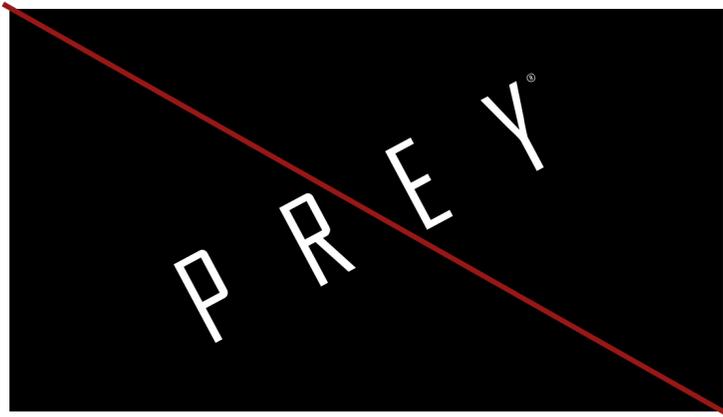


LOGOTYPE COLORS

Do not render the Prey Logotype in any color. The Logotype should only be used in black or white.

IDENTITY: PSYCHOSCOPE SYMBOL USAGE

DO NOT



ROTATION

The Prey Logotype should never be rotated. Always use the set padding as the minimum amount of border around the logo.



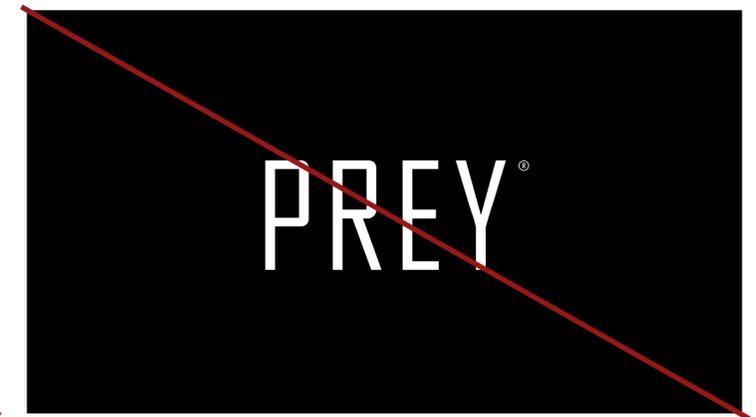
GRADIENT FILL

Never use a gradient fill on the Prey Logotype.



DISTORTION

The Prey Logotype should not be distorted or warp in any way.



KERNING

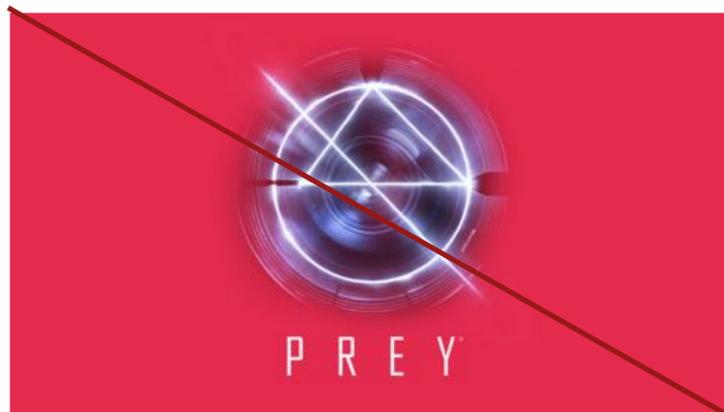
Do not alter the Prey Logotype kerning in any form.

DO NOT



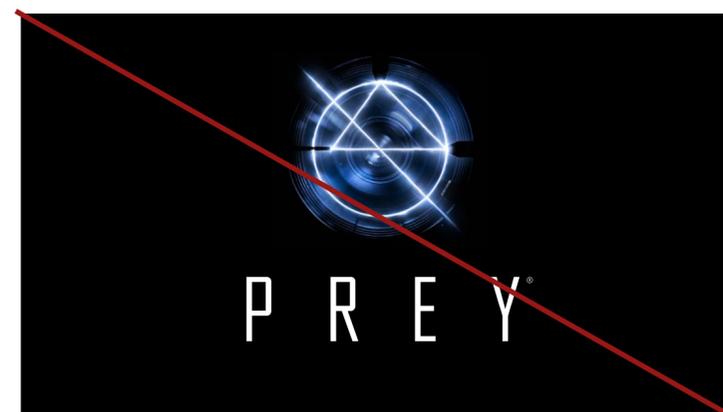
ALTERING

Never position the Prey Logotype on the left or right side to the Psychoscope Symbol. Use the set padding around the Lock-Up.



COLOR BACKGROUND

The Psychoscope Symbol Lock-Up should never be placed over a colored background.



RESIZING

Do not resize the Psychoscope Symbol or the Prey Logotype. Use the set padding around the Lock-Up.



POSITIONING

The Prey Logotype should always be set underneath the Psychoscope Symbol Lock-Up with the set padding around the Prey Logotype.

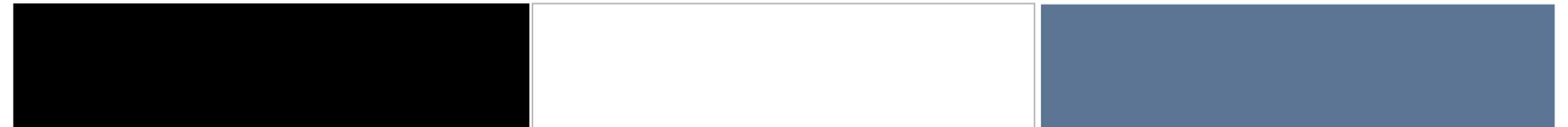
DESIGN SYSTEM

PRIMARY PALETTE

The use of color is extremely important to the success of the brand vision. Tasteful restraint is key.

In order for the vibrant Key Art and Psychoscope Symbol to be the most prominent reads in a particular layout, the design system palette consists of a simple Black & White color scheme with a tertiary “Prey Blue” that is used for non-headline typographic elements.

PRIMARY PALETTE



BLACK

c74 r0
m71 g0
y64 b0
k87

#000000

WHITE

c0 r255
m0 g255
y0 b255
k0

#FFFFFF

PREY BLUE

c68 r74
m45 g96
y17 b130
k4

#5C7595

SUPPORTIVE PALETTE

In instances where an additional accent color is needed outside of the Primary palette, the Supportive Accent colors can be used sparingly.

SUPPORTIVE ACCENTS



SUIT RED

c32 r120
m90 g39
y85 b35
k40

#782723

TRANSTAR GOLD

c23 r201
m23 g183
y62 b121
k0

#C9B779

HEADLINE/SUB HEADS

Condensed Medium / All Caps / 400PX Kerning

FF DIN PRO

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 ! # \$ ^ & * ()

IN USE

MORGAN YU

TRANSTAR CEO

SUB HEADLINE

Condensed Medium / Sentence Case / 0px Kerning

FF DIN PRO

abcdefghijklmnopqrstuvwxyz

1234567890 ! # \$ ^ & * ()

IN USE

A maverick and a rebel, willing to assume a great deal of personal risk. Conducts experiments on himself. The "black sheep" son/daughter of the family. Was eventually convinced by older brother to work aboard the station because of the grandeur of the projects. Also created the January operator.

FULL LEGAL

DIN PRO Medium / All Caps / 0px Kerning

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GAMEPLAY TRAILERS

DIN PRO Medium / All Caps / 0px Kerning

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SHORT LEGAL

DIN PRO Medium / All Caps / 0px Kerning

OLA

© 2016 BETHESDA. ALL RIGHTS RESERVED.

OOH

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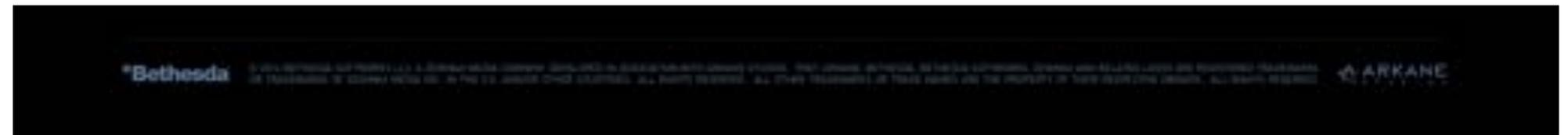
DESIGN SYSTEM: LEGAL COPY LAYOUT

END CARDS

The end card legal copy should always be centered between the publisher and the developer logos with a 20px padding between elements.

All legal should be in solid “Prey Blue” color.

END CARD LEGAL



PRINT

In print, the legal copy should be placed in the bottom-left portion of the layout, just to the right of the ESRB badge, and set in solid white.

Promotional call outs should be placed in the bottom center of print layouts.

Publisher and developer logos should be placed in the bottom-right portion of the layout, and set in solid white color.

PRINT



* PLEASE NOTE. RELEASE DATE IS A PLACE HOLDER. *

DESIGN SYSTEM: TYPOGRAPHY USAGE

ANNOUNCEMENT

Announcement messaging should always be centered above any accompanying date or URL copy.

ANNOUNCEMENT



ANNOUNCEMENT



SALES CTA

When pack art is present for a Pre-Order or In-Stores Now CTA, the messaging should be placed to the right of the pack art, but still centered as in the "Announcement" case above.

PRE LAUNCH



POST LAUNCH



KEY ART

DESIGN SYSTEM: KEY ART

CARPET
PRIMARY



DESIGN SYSTEM: KEY ART

HELMET
SECONDARY



DESIGN SYSTEM: KEY ART VERTICAL CROP



Crop key art to have alien bleed off canvas



Center helmet & psychoscope in composition

DESIGN SYSTEM: KEY ART HORIZONTAL CROP

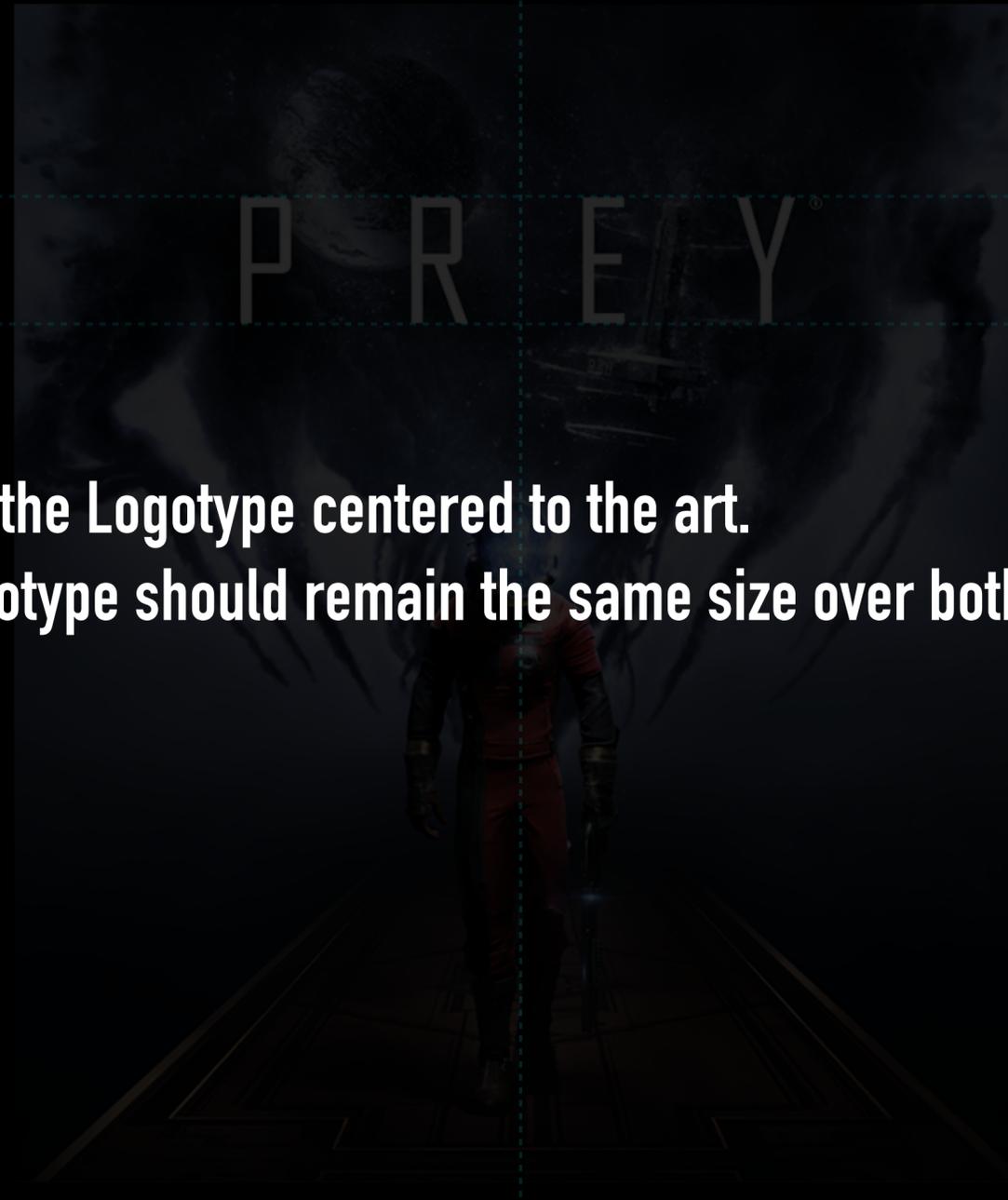


Avoid crops with extreme image cutoff
Always show Morgan's full body



Center helmet with exposed shoulder

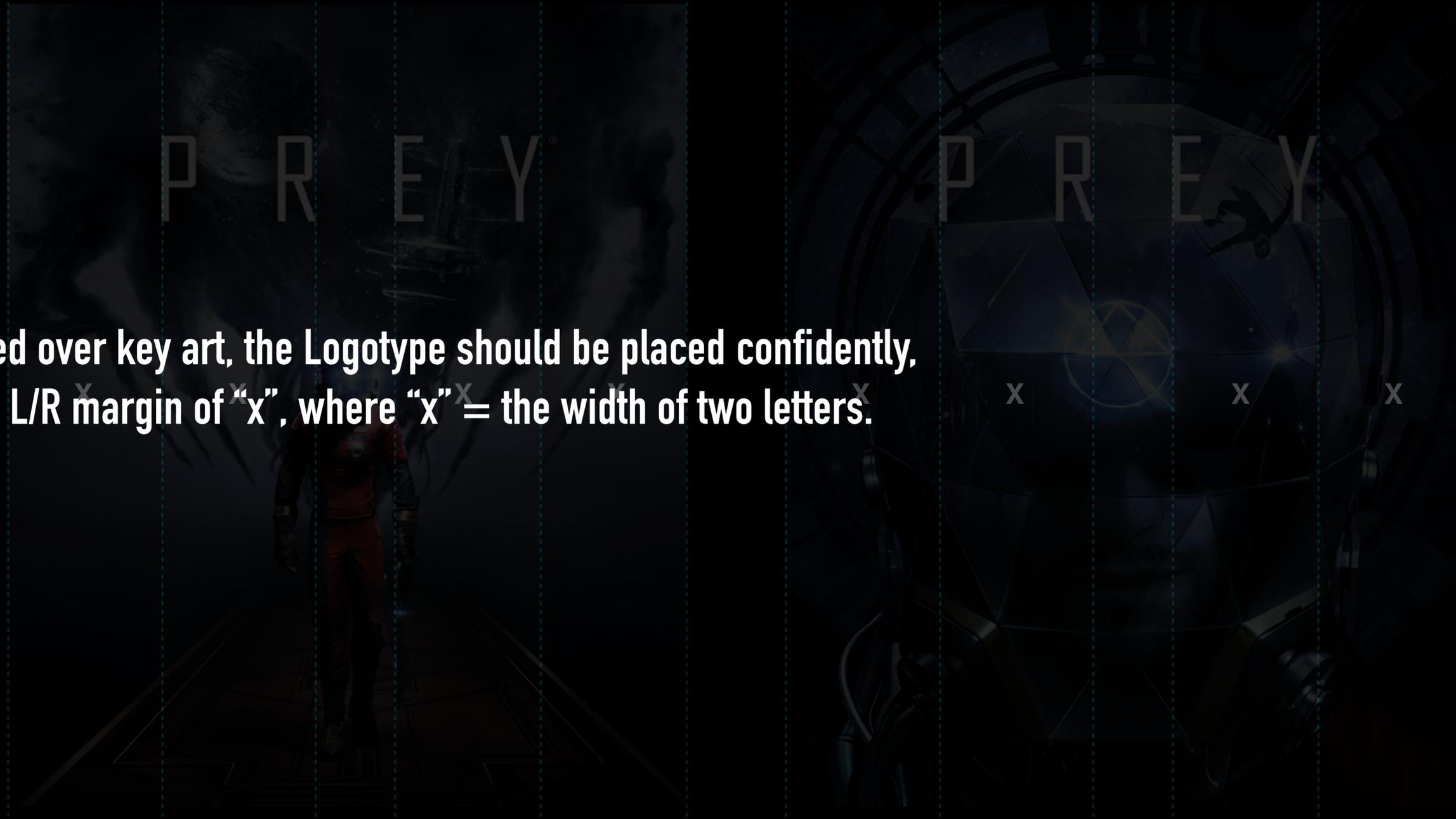




**Always keep the Logotype centered to the art.
The Prey Logotype should remain the same size over both art images.**



When centered over key art, the Logotype should be placed confidently, with an appx. L/R margin of "x", where "x" = the width of two letters.





x P R x E Y

When left aligned over the Helmet key art, the Prey Logotype and Psychoscope should be horizontally centered to each other and vertically centered to the composition.

The Prey Logotype should be placed confidently, with an appx. left margin of "x", where "x" = the width of one letter.

IN USE

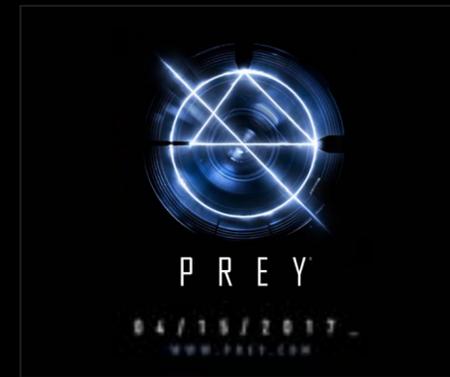
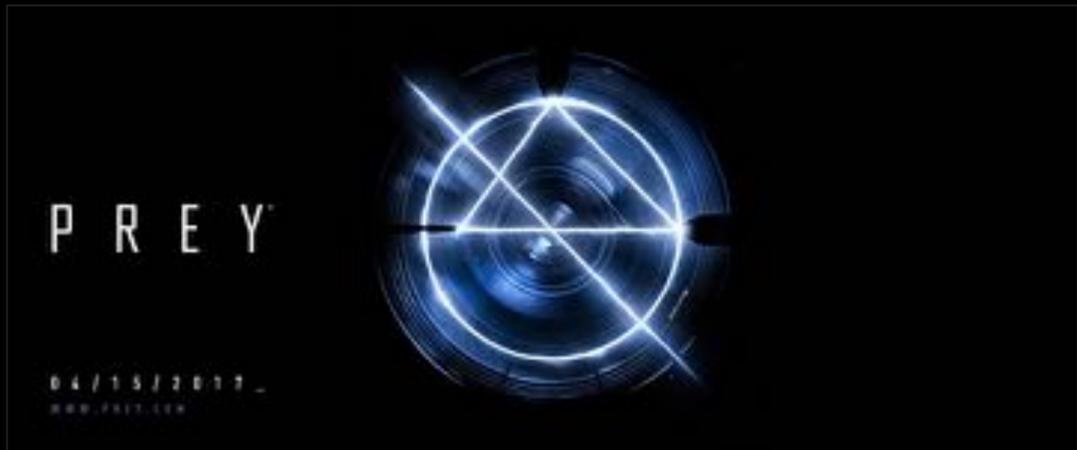
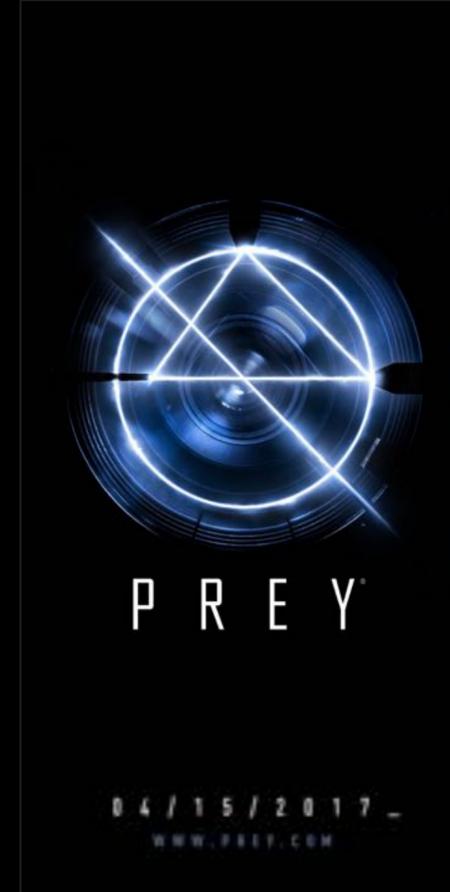


DESIGN SYSTEM: KEY ART / OOH





DESIGN SYSTEM: KEY ART / OLA









THANK YU