

BRAND GUIDE



24/7 Closed Alpha

**Branding in this document is not final and applies only to the current Closed Alpha release.*

Updated August 28, 2024

BRAND POSITIONING

THE BATTLEGROUND OF THE GODS

EVOLVED

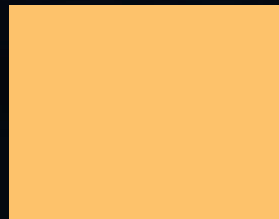
LOGO



SMITE 2 Alpha Logos

LOGO FILES

LOGO: COLORS



SMITE GOLD

HEX **#f2c572**

RGB **(253,194,107)**

Pantone **135**

CMYK **(0,26,67,0)**

Wherever possible the logo should use the primary gold color.

The color of the logo can be swapped for white or black in situation where the primary color doesn't provide high enough contrast with its background.

SMITE 2 Alpha Logos

LOGO FILES

LOGO: SPACING

The *SMITE 2* logo's letter "S" should dictate the minimum space around the main rectangle shape of the logo to keep clear of other logos and text.



SMITE 2 Alpha Logos

LOGO FILES

LOGO: INCORRECT USAGE

Keep the *SMITE 2* logo consistent. Do not stretch, tilt or add effects.
The logo should always contrast with its background to maintain legibility.

Do not stretch or distort



Do not use a low contrast color to the background
(See Watermark/Slide 9 for exceptions)



Do not tilt or display at an angle on assets



Do not add your own effects
Effects may be added by Titan Forge for thematic events.



Do not use on complicated backgrounds without an appropriate drop shadow
or adjustment to the background



SMITE 2 Alpha Logos

LOGO FILES

LOGO: CORRECT USAGE

Keep the *SMITE 2* logo clearly visible on all backgrounds.
While the gold version of the logo is preferred, high contrast between the logo and its background is most important.



SMITE 2 Alpha Logos

LOGO FILES

PRIMARY KEY ART

Closed Alpha 1



KEY ART

SECONDARY KEY ART

Announce Key Art



KEY ART

GLOSSARY

Gods: Player Characters (i.e. Champions in League of Legends, Legends in Apex Legends, Agents in Valorant)

Lanes: One of three paths players progress through on the map, where they complete objectives and battle other players

Jungle: The Jungle refers to the area of the map that surrounds the lanes.

Conquest: Conquest is our premiere competitive mode and features a three-lane map surrounded by a jungle area. Your base, defended by three Phoenixes and a Titan, sits on one end. Your enemy's base is on the other. Your primary objectives are to destroy opposing towers, phoenixes, and Titan.

Arena: A brawling deathmatch where your goal is to defeat enemy players and their minions by reducing their side's ticket count to zero.

Titan: The Titans of Order and Chaos are the main objectives in most of SMITE's game modes, and when one is defeated the match is over.

Fire Giant: A secondary map objective where players must battle a strong NPC opponent. When beaten it grants a buff that provides significant damage, and regeneration as well as bonus percent damage to towers and phoenixes.

Ultimate: A God's strongest ability

In-Hands / Basics: These are the default attacks that Gods do. These are not their abilities, which are triggered via a separate attack input.

Items: Items in SMITE are objects and artifacts that provide special benefits and/or abilities to a god beyond their basic capabilities

LEGAL LINES AND TRADEMARKS

LEGAL LINE

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Will need EULA updated for SMITE 2

- <https://webcdn.hirezstudios.com/hirez-studios/legal/SMITE-End-User-License-Agreement-2016-10-21.pdf>

Will need to Trademark SMITE 2 possibly?

- At minimum refresh the trademark
- <https://trademarks.justia.com/863/16/smite-86316478.html>
- Check with Legal