GUILD WARS 2™

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ARENANET COMMUNITY TEAM

EMAIL:
community@arena.net

LOGO USAGE AND COLORS

The logo for Guild Wars 2 consists of the logotype of Guild Wars in combination with the dragon 2 icon. The primary logo is the full color centered logo. For projects that require spot colors there is a 2 color version.
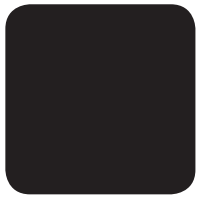
Primary Logo

4-Color

2-Color

Color breakdown for 2-color and 1-color logos

Pantone 485 C
CMYK 0/96/100/0
RGB 220/36/31

Pantone Black C
CMYK 0/0/0/100
RGB 0/0/0

1-Color

LOGO USAGE: Margin and size regulations

To preserve the logo shape characteristic, its form factor, and importance of the *Guild Wars 2* symbol, follow these minimum spacing and size rules.
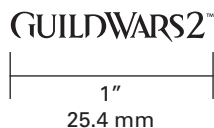
LOGO MARGINS

The *Guild Wars 2* logo should have 25% of its total width used as white space around the logo. So, if the logo is 1" in width, the logo should have .25" of white space surrounding it.

25%

.25"

LOGO SIZES FOR PRINT AND WEB

The ensure that the logo meets the requirements for readability and sharpness, the *Guild Wars 2* logo should follow the minimum size constraints below.

Minimum Size for Print

1"
25.4 mm

1"
25.4 mm

Minimum Size for Web

140 pixels

LOGO USAGE: Background color and patterns

To preserve the readability of the logo, the background color and patterns displayed around it should be kept to a minimum. If the logo is displayed against a color background, it needs to provide enough contrast for the logo to be clear. Also, the color used should be subtle or natural. Use no fluorescent or unnaturally bright colors.

APPROVED EXAMPLES

NOT APPROVED EXAMPLES

This isn't the black album, so the logo needs to read well from the background.

The gray background is easier to read but the Guild Wars 2 logo still does not pop.

The harsh yellow makes the logo look like a warning sign.

Any colors that look like they are fugitives from the 1980s should not be used.

Sometimes it's the thought that counts, but not in these instances. Here the *Guild Wars 2* logo is being represented with some of the basic elements of the world, but unfortunately the execution is done poorly. Displaying the logo against photography, and especially stock photography, is a no-no. In addition, these backgrounds are very busy and make the logo hard to read.

FONTS AND TYPE

The main fonts for the *Guild Wars 2* brand are Eason Pro and Cronos. These fonts are strongly recommended to be used for all print and web materials and can be purchased from most type foundries.

EASON PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*()?"

Use Eason Pro for headlines and body copy.

Do not use the inline caps version of Eason unless it will be used at a very large point size (see examples). In most cases, display caps should be used instead.

CRONOS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789!@#$%^&*()?"

Use Cronos for numbers (prices and so on), small type (captions, callouts, and so on), and other special uses.

Try to avoid the bold and semibold versions of Cronos.
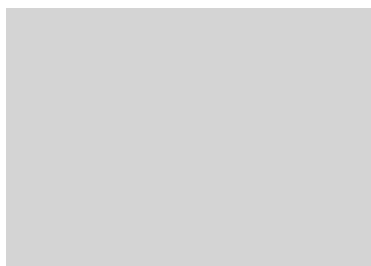
HEADERS USE EASON PRO DISPLAY CAPS

Subheaders use Eason Pro Bold

This body copy uses Eason Pro Regular set at 9.5 points with 14 point leading. The subheader above is set at 14 points. Dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit.

Use Cronos Pro for numbers, captions, and small type

Below is a hypothetical image gallery showing possible use of Cronos for numbers and captions and Eason Pro Display Caps for the image titles.
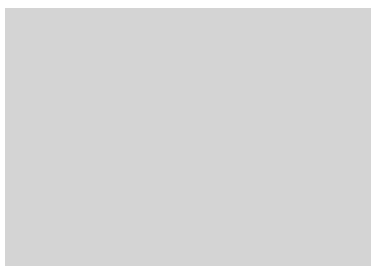
IMAGE TITLE ONE

1   This is an example of small type using Cronos Pro Light Caption set at 8 points. The number to the left is Cronor Pro Regular.
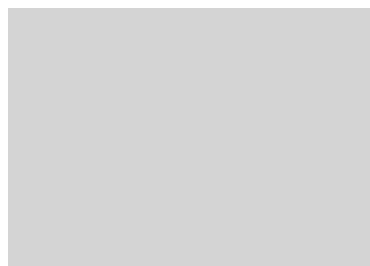
IMAGE TITLE TWO

2   This is an example of small type using Cronos Pro Light Caption set at 8 points. The number to the left is Cronor Pro Regular.

IMAGE TITLE THREE

3   This is an example of small type using Cronos Pro Light Caption set at 8 points. The number to the left is Cronor Pro Regular.

$54.99

This is an example of a price using Cronos Pro Display at 36 points.

$54.99

The bold and semi-bold variants of Cronos Pro should be avoided in most cases. At the thinner weights Cronos Pro is an elegant and friendly sans-serif font. The thicker weights start to feel a little too friendly, bordering on cartoonish. It's ok to use bold or semi-bold in the flow of copy **like this**, but where the font is used for stand-alone text like above it is discouraged.

SAMPLE TITLE

Eason Pro Inline Caps can be used sparingly for very large stand-alone titles and headlines.

GRAPHIC ELEMENTS

These patterns can be used to give key art a painterly effect on the edges.

BORDER EXAMPLES

Print Ad

Large Format Banners