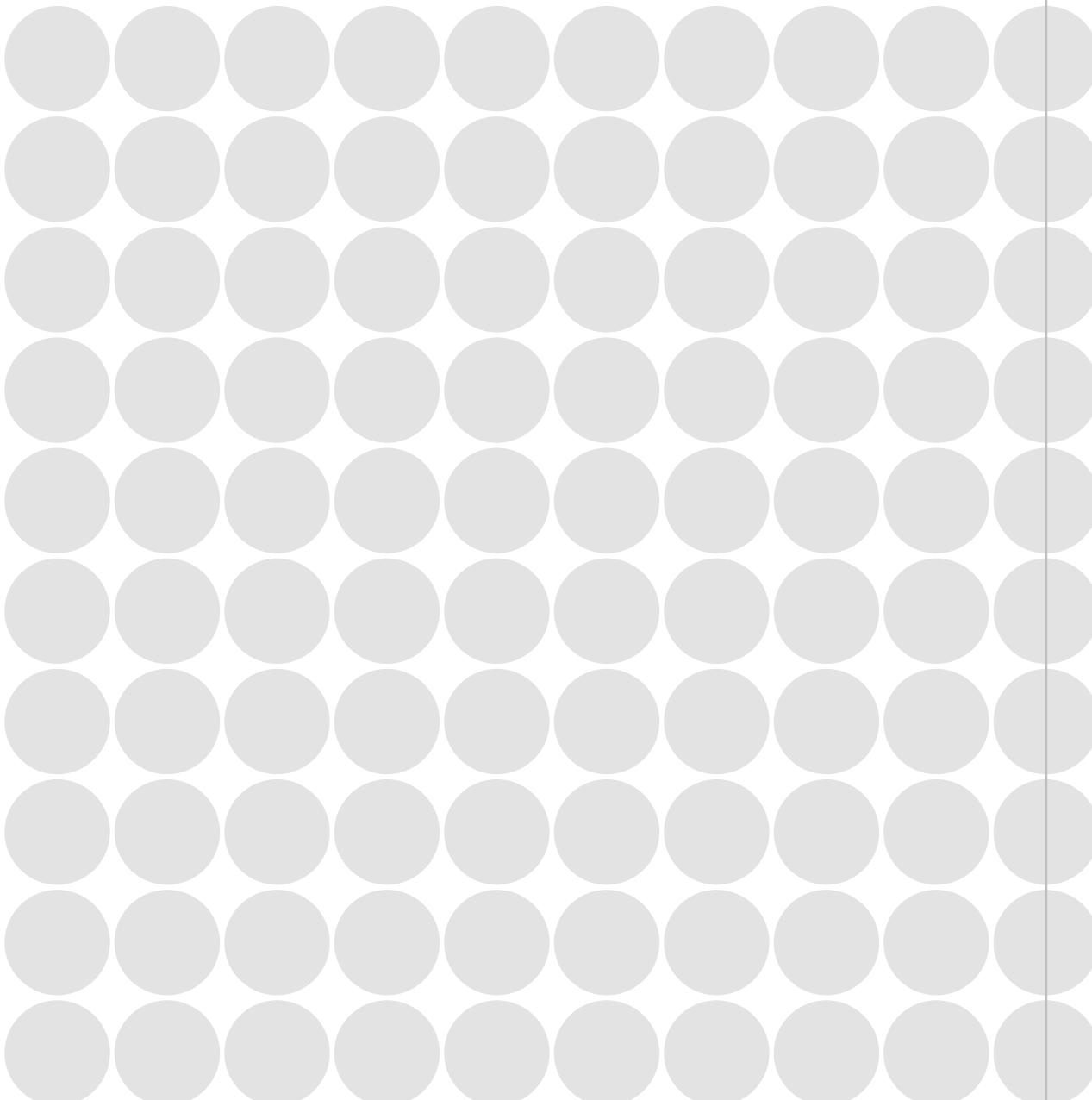


EA PRINCIPAL TOOLKIT style guide



JULY 2007

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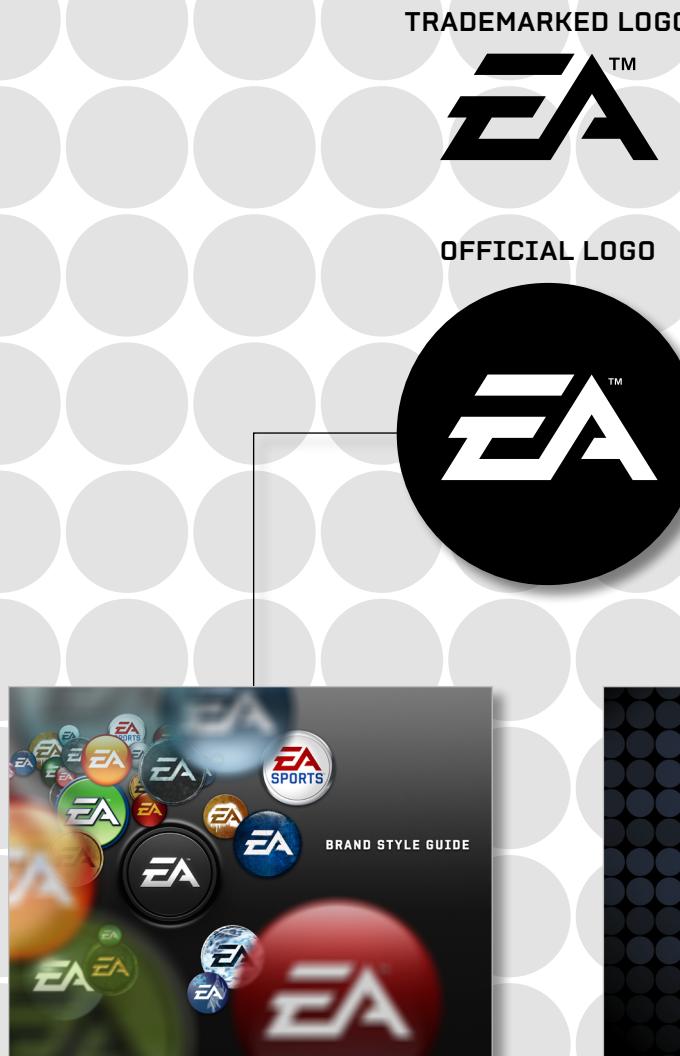
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INTRODUCTION

Many of the examples shown in this guide are for illustration purposes only. All expressions used externally must follow EA legal guidelines. Third party properties can only be used in association with the product(s) with which they are licensed.



EA OFFICIAL LOGO

The EA Official Logo consists of the trademarked EA glyph contained within a circle as pictured in black and white at left.

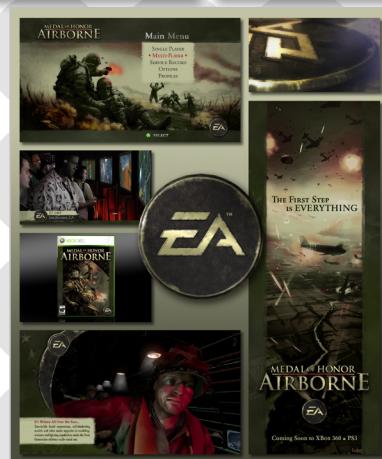
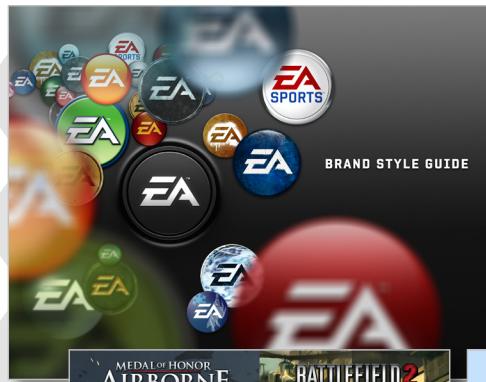
LOGO USAGE

The Official Logo is essentially a template. Upon this basic foundation are built EA Signature Logos and the EA Principal Logo, each of which have their own specific purpose.

EA Signature Logos are custom-designed – each built to represent the EA brand within the context of a specific franchise or product. These are discussed in-depth in the EA Brand Style Guide published in December 2006.

The EA Principal Logo is a singular mark – built to represent the EA brand as a whole. It is appropriate for use with any and all EA products. The Principal Logo and its associated toolkit of brand identity elements are the subject of this style guide.

BRAND STYLE GUIDE



The previously published EA Brand Style Guide set forth a vision for a new EA brand strategy. Key to this new approach are EA Signature Logos and Franchise Toolkits.

EA SIGNATURE LOGOS

Consumers have long had a passion for our games. We can build that same passion towards our brand. Signature Logos bring EA into closer alignment with our products and, therefore, bring EA closer to our consumers.

Individually, these logos represent both brand and franchise. Collectively, they will represent a brand that is defined by the depth and breadth of the company's creativity.

FRANCHISE TOOLKITS

A toolkit of consistent identity elements (i.e., logos, textures, color palettes, fonts, icons, motion graphics, etc.) are used to create a unified expression across all applications – including in-game, broadcast elements, website, print ads and packaging – with each individual piece reinforcing the others.

For more detail on Signature Logos and Franchise Toolkits refer to the EA Brand Style Guide available on TEAMS and EASEL.

PRINCIPAL TOOLKIT



While Signature Logos and their associated Franchise Toolkits will be used for their respective product's identity packages, the Principal Toolkit can be used to represent EA as a whole. It is designed as a system which can accommodate most marketing-communication applications and allow for integration cross-product, cross-platform and throughout the world.

EA PRINCIPAL LOGO

The black EA Principal Logo provides a stable and unified foundation system for cross-product branding and represents multiple products as well as the overall EA brand. As such, the principal logo is designed to work with diverse content in a vast array of applications. It is particularly well-suited for corporate applications, where a cohesive system is necessary for consistent communications.

For more detail on the Principal logo refer to the EA Brand Style Guide Section 7 available on TEAMS and EASEL.

TOOLKIT OVERVIEW



Central to the Principal Toolkit is the “circle pattern” motif. As a graphic element, the circles create a simple, yet distinctive foundation element for the toolkit. Consistent use will ensure a cohesive look across all brand communications.

An added benefit to this motif is that it provides for a visual, thematic connection between the EA Principal Logo and the ever-expanding collection of EA Signature Logos – the circles being an abstract representation of this EA universe and the many diverse experiences of the EA brand.

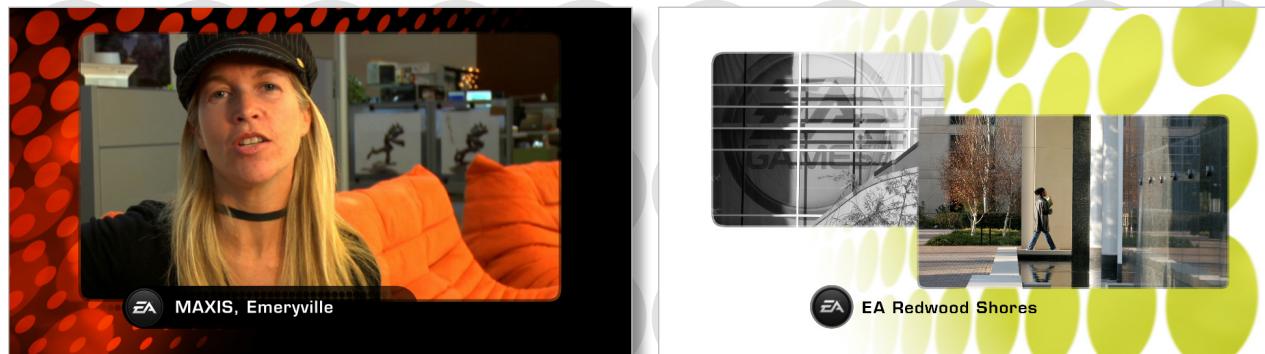
TOOLKIT OVERVIEW



MULTIPLE COLOR PALETTES ALLOWS FOR CREATIVE DIVERSITY

In the development of the EA Principal Toolkit, of primary concern was providing a system which would embody the diverse and creative spirit of EA – something that would be seen as appropriate for use with all products, by all teams, and in all regions.

One of the key features of the Toolkit is the allowance for customization. Not only have the foundation elements of the toolkit been provided in a variety of colors, over black and white, but the opportunity exists for users to shift the colors of these elements according to their needs.



TOOLKIT OVERVIEW



FREEDOM TO REMAIN RELEVANT TO A PARTICULAR FRANCHISE OR TERRITORY

The Principal Toolkit can also be used as a default design aesthetic for products that don't have their own custom toolkit.

By featuring game-specific assets and Signature Logos (rather than the Principal Logo), you can use the identity elements of the Principal Toolkit to effectively represent individual franchises, while still benefiting from the greater association to the entire EA universe.

The use of generic silhouettes can communicate the nature of the franchise being shown without being specific to an athlete or object. Any specific game elements (e.g., Signature logos, game characters, or game objects) used within the Principal Toolkit must be legally approved for use.



VIDEO elements

PRINCIPAL LOGO FAMILY



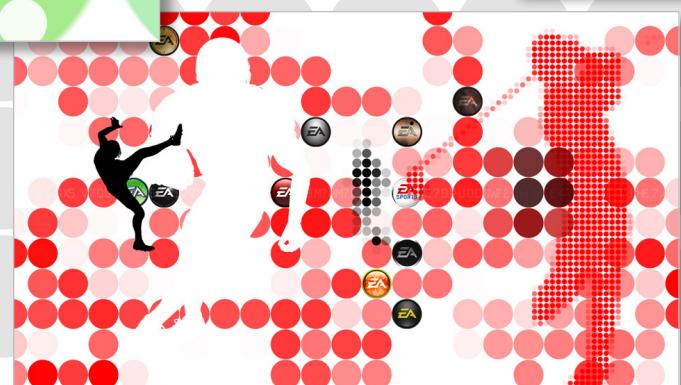
Use the Principal Logo for corporate projects and as an umbrella for the franchises.

ELEMENTS

1. ea_principal_2000_rgb.psd
2. ea_principal_1000_rgb.psd
3. ea_principal_500_rgb.psd
4. ea_principal_250_rgb.psd
5. ea_principal_100_rgb.psd
6. principal_keyable_lg.mov, :01 + :09 loop
7. principal_keyable_sm.mov, :01 + :09 loop
8. principal_keyable_lg_P.mov, :01 + :09 loop
9. principal_keyable_sm_P.mov, :01 + :09 loop

All still elements are RGB, 72dpi. Animations provided in HD NTSC and HD PAL.

SIGNATURE LOGO IDs



Use the Signature IDs for projects that reference the franchises.

ELEMENTS

1. signature_id_black.mov, :11
2. signature_id_white.mov, :11
3. signature_id_black_P.mov, :11
4. signature_id_white_P.mov, :11

Animations provided in HD NTSC and HD PAL.

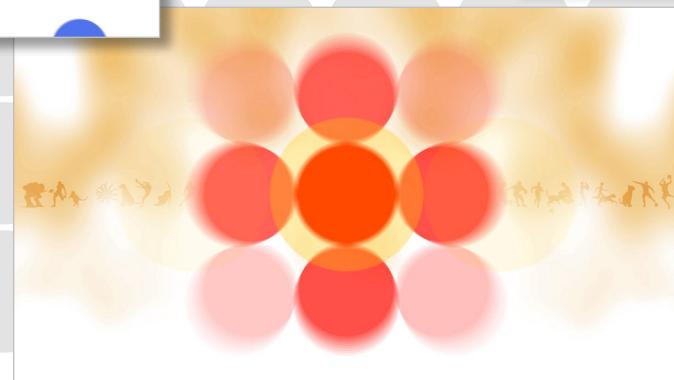
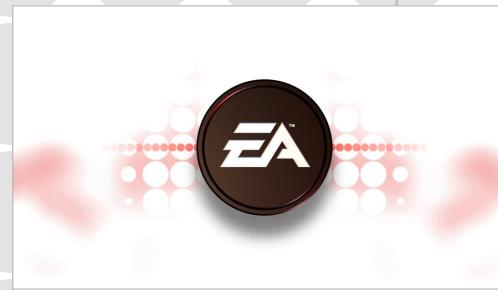
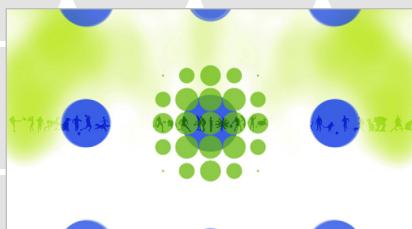
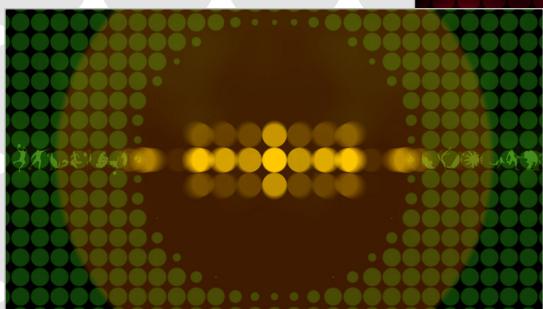
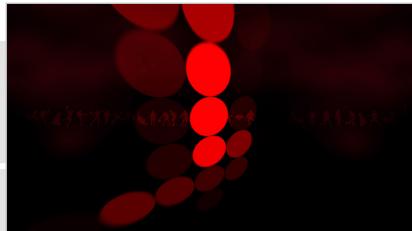
PRINCIPAL LOGO IDs

Use the Principal IDs for corporate projects and as an umbrella for the franchises.

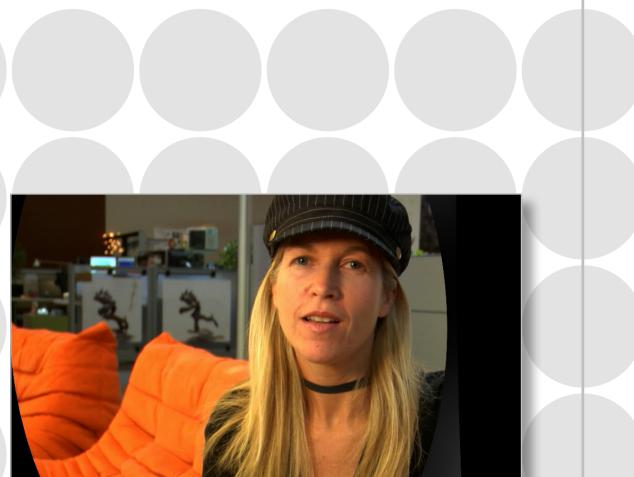
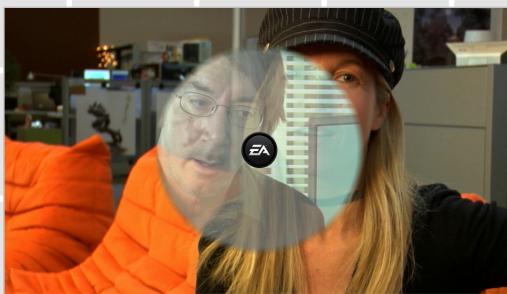
ELEMENTS

1. principal_id_black.mov, :06
2. principal_id_white.mov, :06
3. principal_id_black_P.mov, :06
4. principal_id_white_P.mov, :06

Animations provided in HD NTSC and HD PAL.



VIDEO TRANSITIONS



These transitions use the principal logo. They overlay the video at the transition point. A video matte is provided to wipe the incoming clip on.

ELEMENTS

1. plogo_tran_01.mov, :01
plogo_vidmatte_01.mov, :02
2. plogo_tran_02.mov, :01
plogo_vidmatte_02.mov, :02
3. plogo_tran_01_P.mov, :01
plogo_vidmatte_01_P.mov, :02
4. plogo_tran_02_P.mov, :01
plogo_vidmatte_02_P.mov, :02

Animations provided in HD NTSC and HD PAL.

VIDEO TRANSITIONS



VARIETY OF TRANSITIONS ENABLE CONTINUITY WITHOUT BEING REPETITIVE

These transitions use the circle pattern motif. They simply overlay the video to provide a full frame moment where the outgoing clip can cut to the incoming clip. Additionally, the alpha channel for each transition can be used as a matte to transition from one clip to another without the graphic overlay.

ELEMENTS

1. tran_01.mov, :01
2. tran_02.mov, :01
3. tran_03_.mov, :01
4. tran_04_.mov, :01
5. tran_01_P.mov, :01
6. tran_02_P.mov, :01
7. tran_03_P.mov, :01
8. tran_04_P.mov, :01

Animations provided in HD NTSC and HD PAL.

VIDEO LOWER THIRDS



There are 2 versions - black and white. Choose the one that will read best over your clip or best fit the tone of your content. Both of them will accommodate 1 or 2 lines of text.

ELEMENTS

1. lowerthird_01.mov, :01 + :09 loop
2. lowerthird_02.mov, :01 + :09 loop
3. lowerthird_01_P.mov, :01 + :09 loop
4. lowerthird_02_P.mov, :01 + :09 loop

Animations provided in HD NTSC and HD PAL.

TYPE SPECIFICATIONS

Lower Third 01

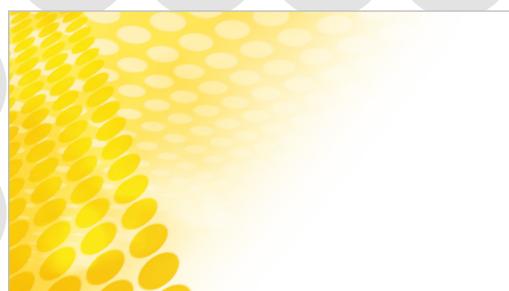
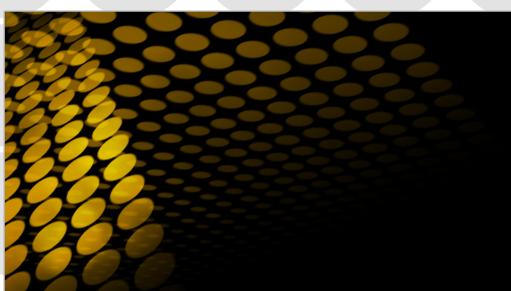
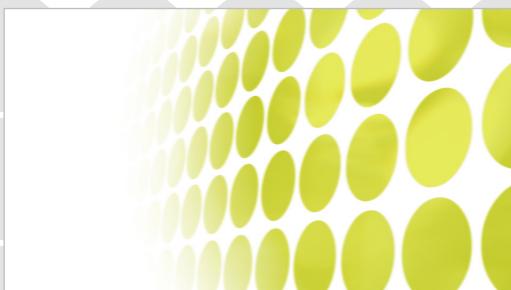
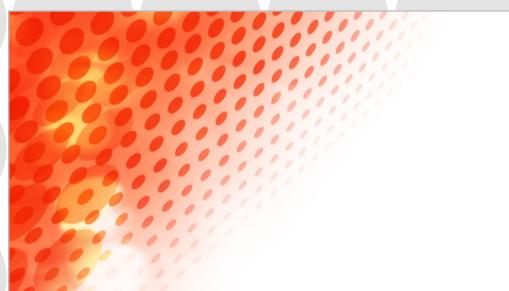
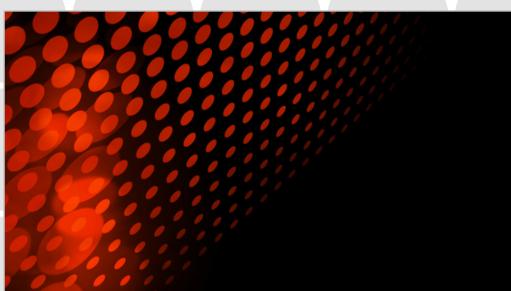
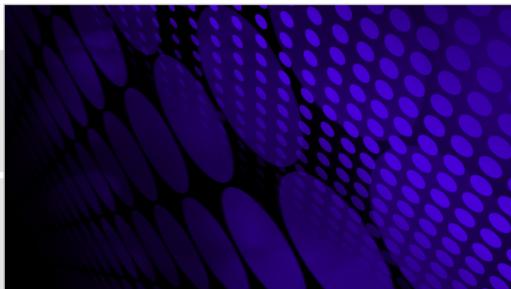
- 1 line - **Eurostile Demi, 50pt., white**
2 line - **Eurostile Demi, 50pt., white**
Eurostile Demi, 40pt., 40% gray

Lower Third 02

- 1 line - **Eurostile Demi, 50pt., black**
2 line - **Eurostile Demi, 50pt., black**
Eurostile Demi, 40pt., 60% gray

Use samples for placement.

VIDEO BACKGROUNDS



ELEMENTS

1. bg_01.mov, :10 loop
2. bg_02.mov, :10 loop
3. bg_03.mov, :10 loop
4. bg_04.mov, :10 loop
5. bg_05.mov, :10 loop
6. bg_06.mov, :10 loop
7. bg_07.mov, :10 loop
8. bg_08.mov, :10 loop
9. bg_01_P.mov, :10 loop
10. bg_02_P.mov, :10 loop
11. bg_03_P.mov, :10 loop
12. bg_04_P.mov, :10 loop
13. bg_05_P.mov, :10 loop
14. bg_06_P.mov, :10 loop
15. bg_07_P.mov, :10 loop
16. bg_08_P.mov, :10 loop

Animations provided in HD NTSC and HD PAL.

VIDEO BEZELS



Video Bezels are supplied in a variety of sizes and aspect ratios. The elements are still mattes that video or still shots can key with. Feel free to cut, fade or scale them on and off. The bezels along with the Principal Logo animation, Lower Thirds and Backgrounds are designed to work in combination if desired.

ELEMENTS

1. mortise_01.jpg
2. mortise_02.jpg
3. mortise_03.jpg
4. mortise_04.jpg

Mattes provided HD format (1920 x 1080).



PRINT elements

PRINCIPAL LOGO FAMILY



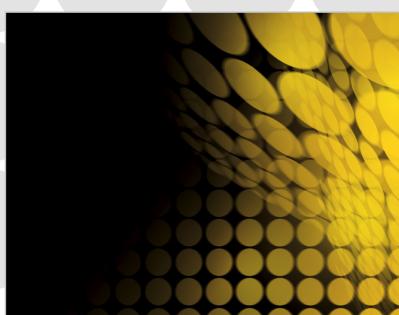
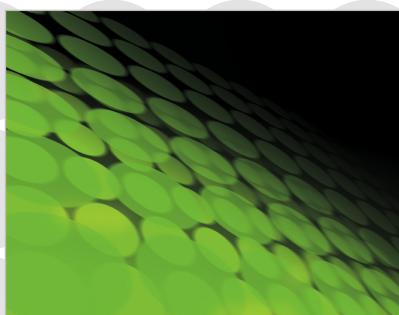
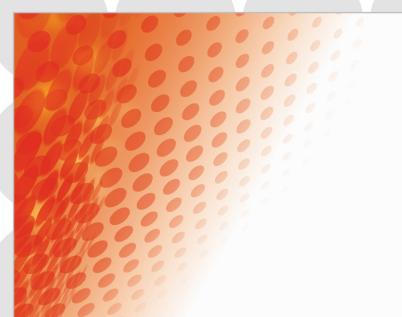
Use the Principal Logo for corporate projects and as an umbrella for the franchises.

ELEMENTS

1. ea_principal_4000_cmyk.psd
2. ea_principal_3000_cmyk.psd
3. ea_principal_2000_cmyk.psd
4. ea_principal_1000_cmyk.psd
5. ea_principal_500_cmyk.psd
6. ea_principal_250_cmyk.psd
7. ea_principal_100_cmyk.psd

All elements are CMYK, 300dpi.

PRINT BACKGROUNDS

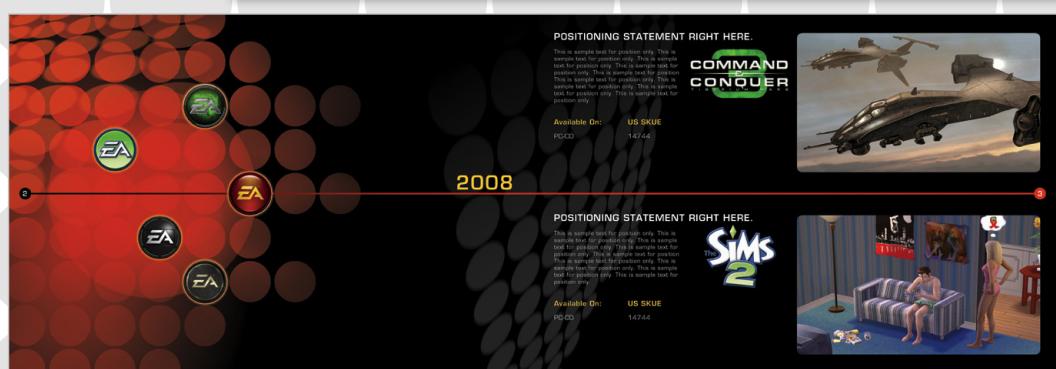


ELEMENTS

1. ea_printbg_01.psd
2. ea_printbg_02.psd
3. ea_printbg_03.psd
4. ea_printbg_04.psd
5. ea_printbg_05.psd
6. ea_printbg_06.psd
7. ea_printbg_07.psd
8. ea_printbg_08.psd

All elements are CMYK, 300dpi.

BROCHURE TEMPLATES

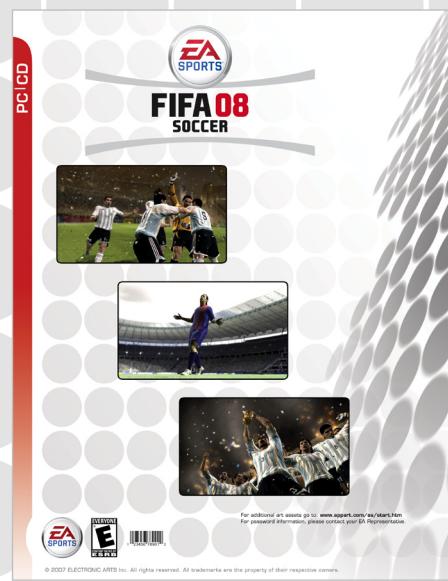
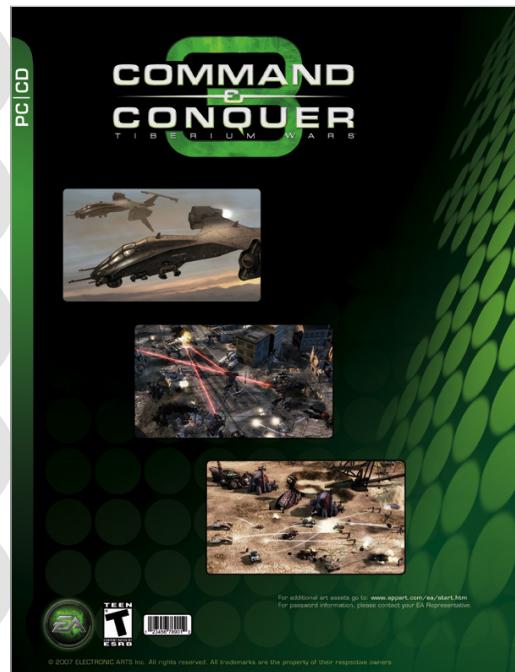
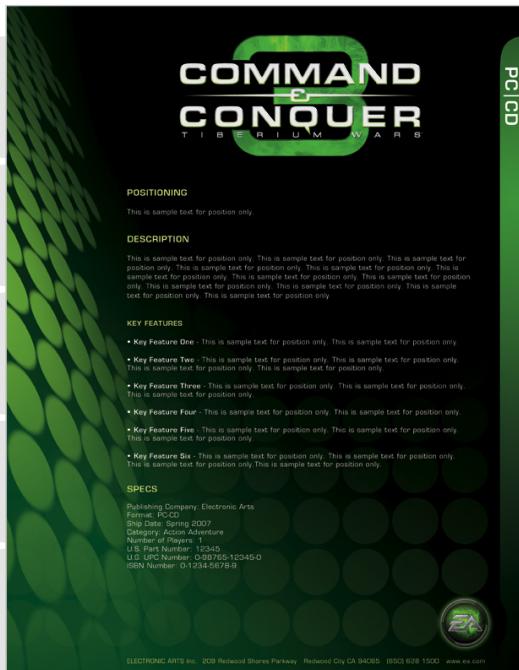


The Brochure template provides a starting point for any EA brochure. It is primarily a guide for use of corporate elements, fonts, color and general layout.

ELEMENTS

1. ea_brochure_01.psd
- Front/back cover design (9.5 x 6.5)
2. ea_brochure_02.psd
- Inside cover/contents
3. ea_brochure_03.psd
- Chapter head/inside page

ONE-SHEET TEMPLATES



These templates provide the structure for a one-sheet. Logos, color and text should be changed to fit the tone of the franchise.

ELEMENTS

1. ea_onesheet_01A.psd (front)
2. ea_onesheet_01B.psd (back)
3. ea_onesheet_02A.psd (front)
4. ea_onesheet_02B.psd (back)

All elements are CMYK, 300dpi.

COMPANY FLYER TEMPLATES



The Company Flyer template provides a starting point for any EA flyer. It is primarily a guide for use of corporate elements, fonts, color and general layout.

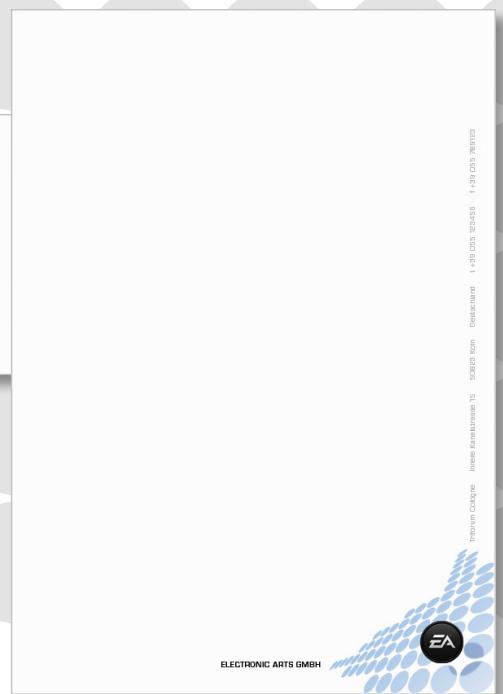
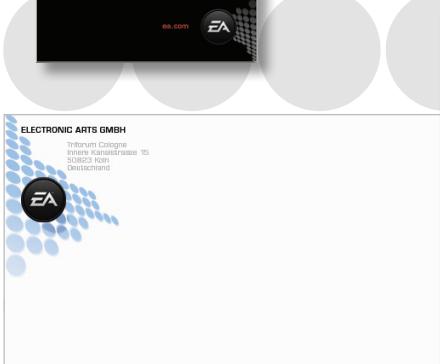
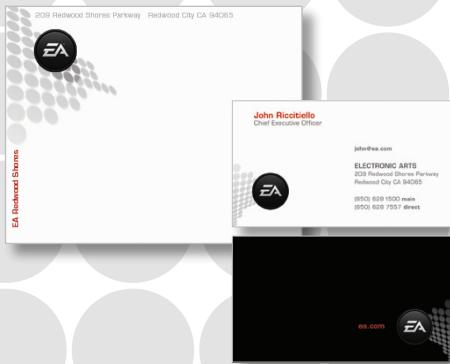
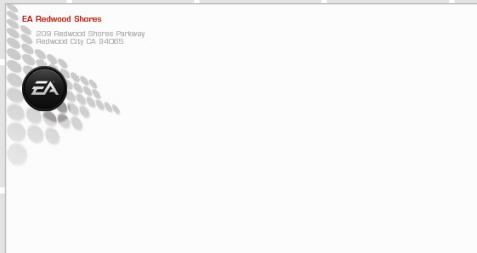
ELEMENTS

1. ea_flyer_01.psd
2. ea_flyer_02.psd
3. ea_flyer_03.psd

All elements are CMYK, 300dpi.

BUSINESS SYSTEMS

Here are some examples of how the dynamic Principal toolkit aesthetic can be applied in a more subtle manner, suitable for business communications.



REPORT/BOOK COVERS

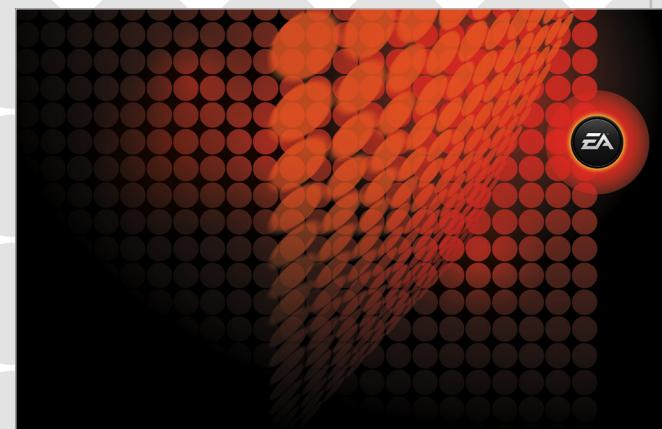
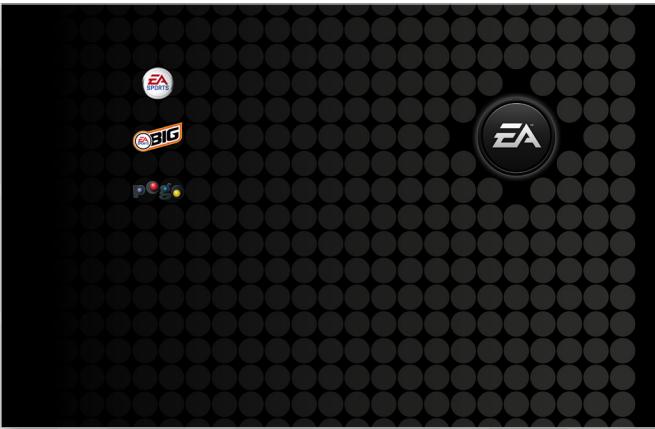
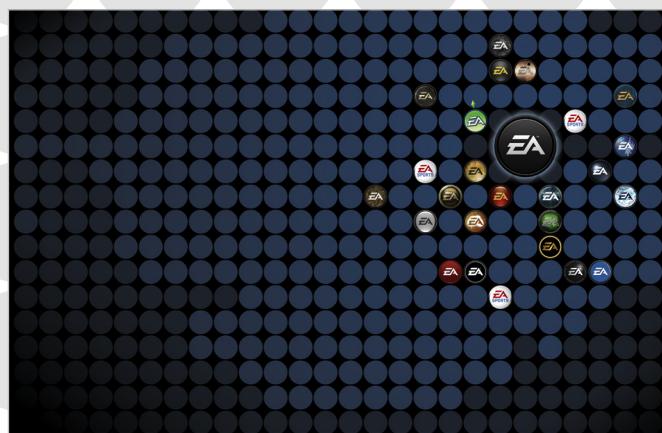
Here is another example of how this design direction can be implemented into corporate collateral.

These images were created as a part of a design study for the 2007 Annual Report cover, but would be equally appropriate for presentation books, folders, binders, press kits, etc.

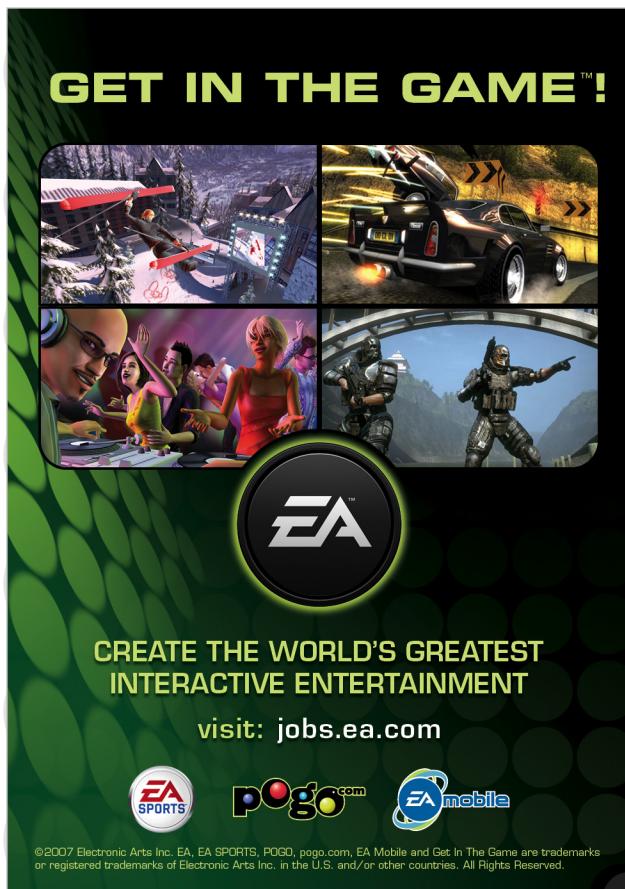
ELEMENTS

1. cover_01.psd
2. cover_02.psd
3. cover_03.psd

All elements are CMYK, 300dpi.



ADVERTISING/RETAIL



For a look at the Principal Toolkit elements and the circle pattern motif being put into practice in advertising and retail applications, here are examples of gift cards created for Toys-R-Us and GameStop retail outlets and a recruiting ad run in Game Developer magazine and The Hollywood Reporter.

ENVIRONMENTAL



An example of how this design direction can be implemented into environmental spaces.

ELEMENTS

1. ea_E3_04.jpg
2. ea_E3_05.jpg
3. ea_E3_06.jpg

ENVIRONMENTAL



Further examples of environmental applications include these mock-ups of multimedia wall installations being considered for display in EA facilities worldwide.



PRESENTATION elements

POWERPOINT TEMPLATES

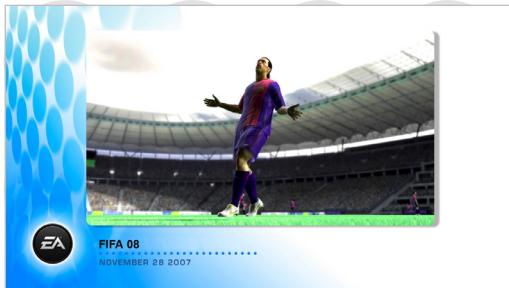
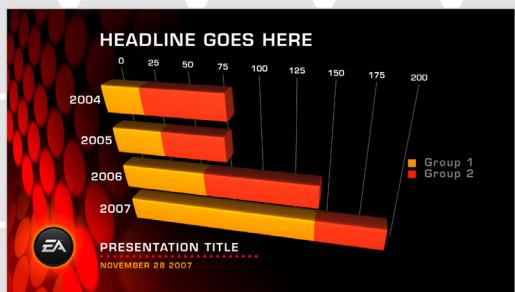


Several color background designs are provided with and without the Principal Logo. Washed backgrounds are included for when the content extends across the screen. Live type is set in PowerPoint - just replace the placeholders with your own titles and dates. An Arial font version is supplied if Eurostile is not readily available.

ELEMENTS

1. ea_pp_templates.ppt
2. ea_pp_templates_arial.ppt

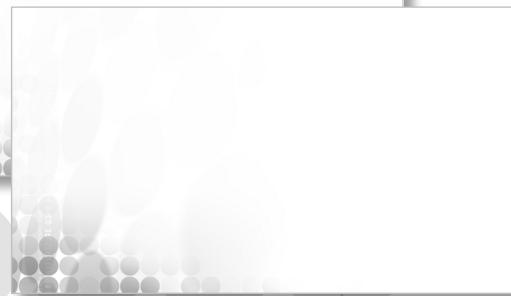
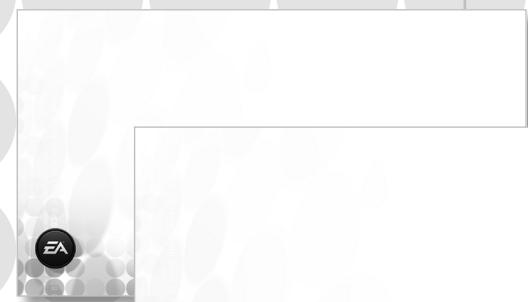
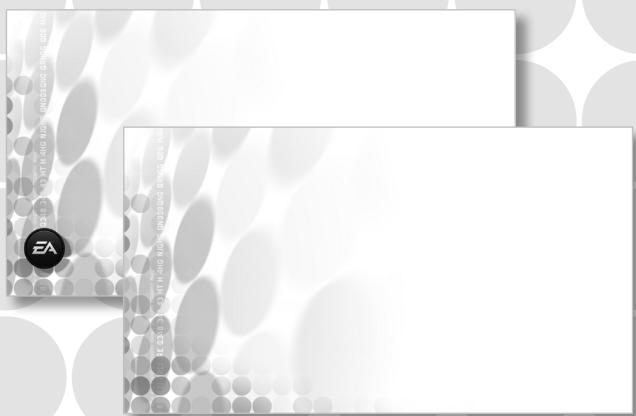
KEYNOTE TEMPLATES



Choose the appropriate color scheme that best fits the tone of your presentation. A variety of page layouts will help you get started placing your own text, bullet points, images and charts. Arial font versions are supplied if Eurostile is not readily available.

ELEMENTS

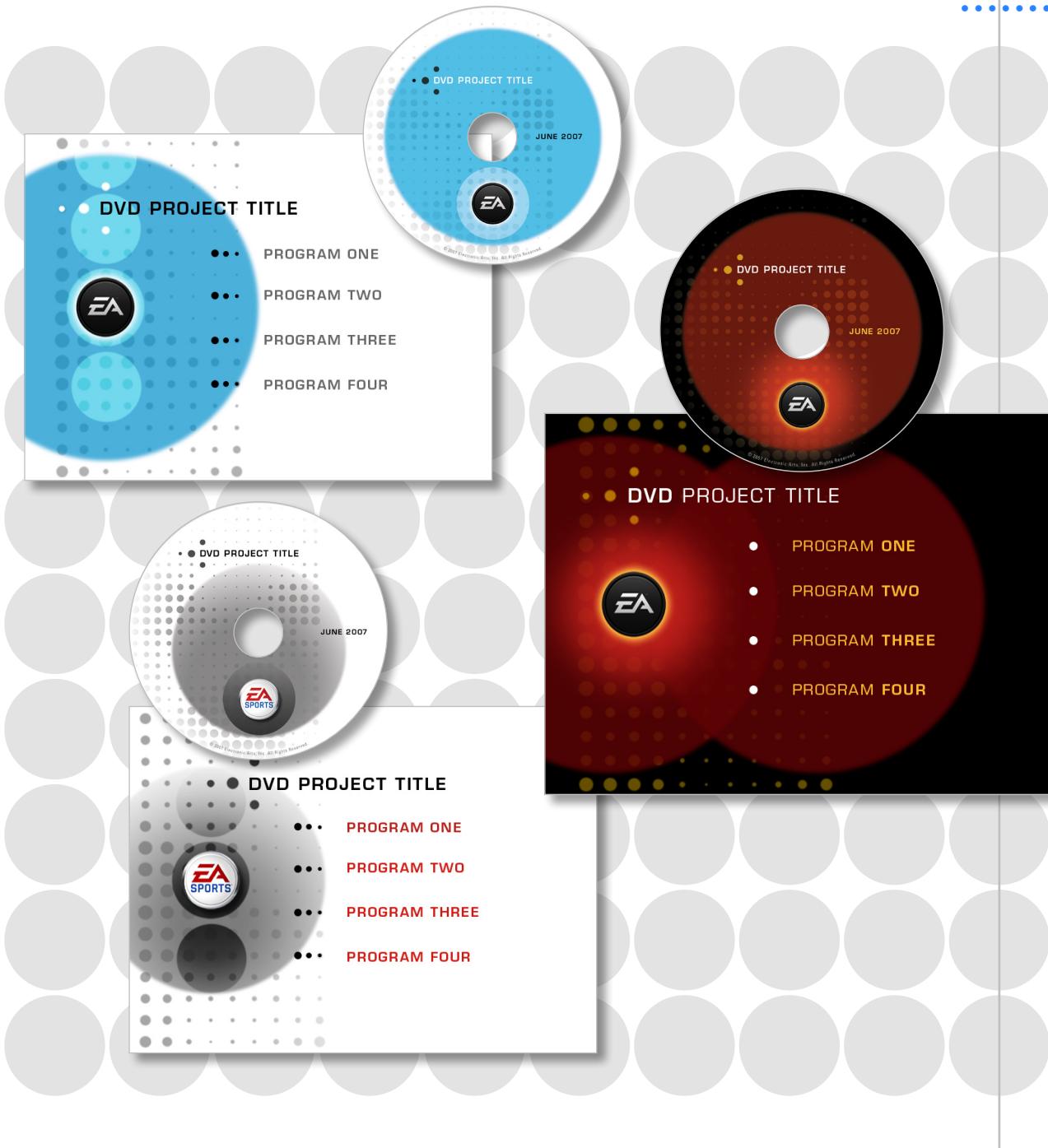
1. ea_keynote_01.key
2. ea_keynote_01_arial.key
1. ea_keynote_02.key
2. ea_keynote_02_arial.key



WEBSITE

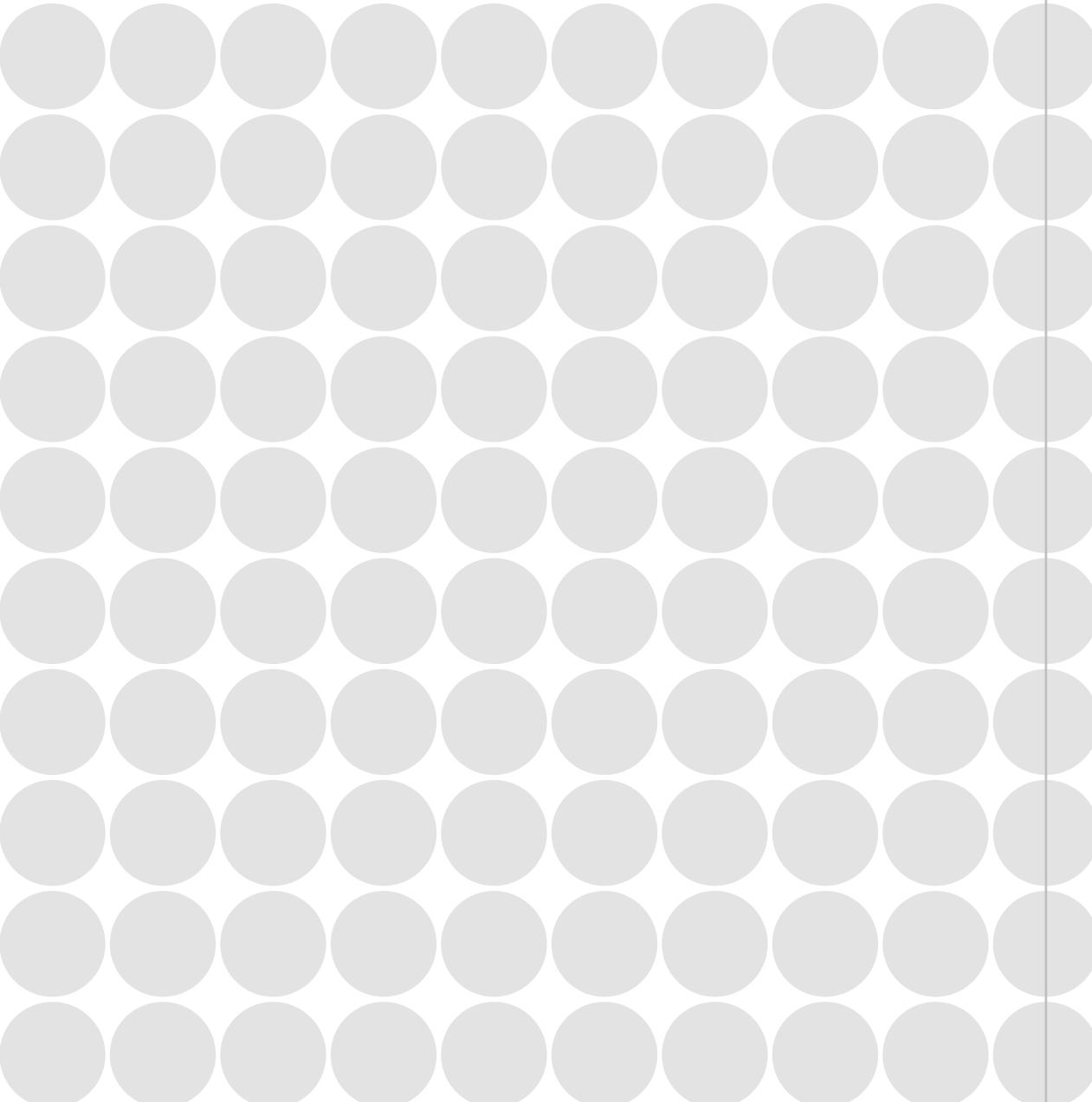


With a simple change in background elements, the EA websites could be quickly brought into alignment with the rest of the EA brand communications.



In the distribution and presentation of product videos, a coordinated system of DVD labels and menus is another method of keeping all communications in line with the new brand aesthetic.

FONTS



Recommended fonts are for use in layout of content (e.g., headlines, body copy, etc.) in presentations, advertising, websites, etc.

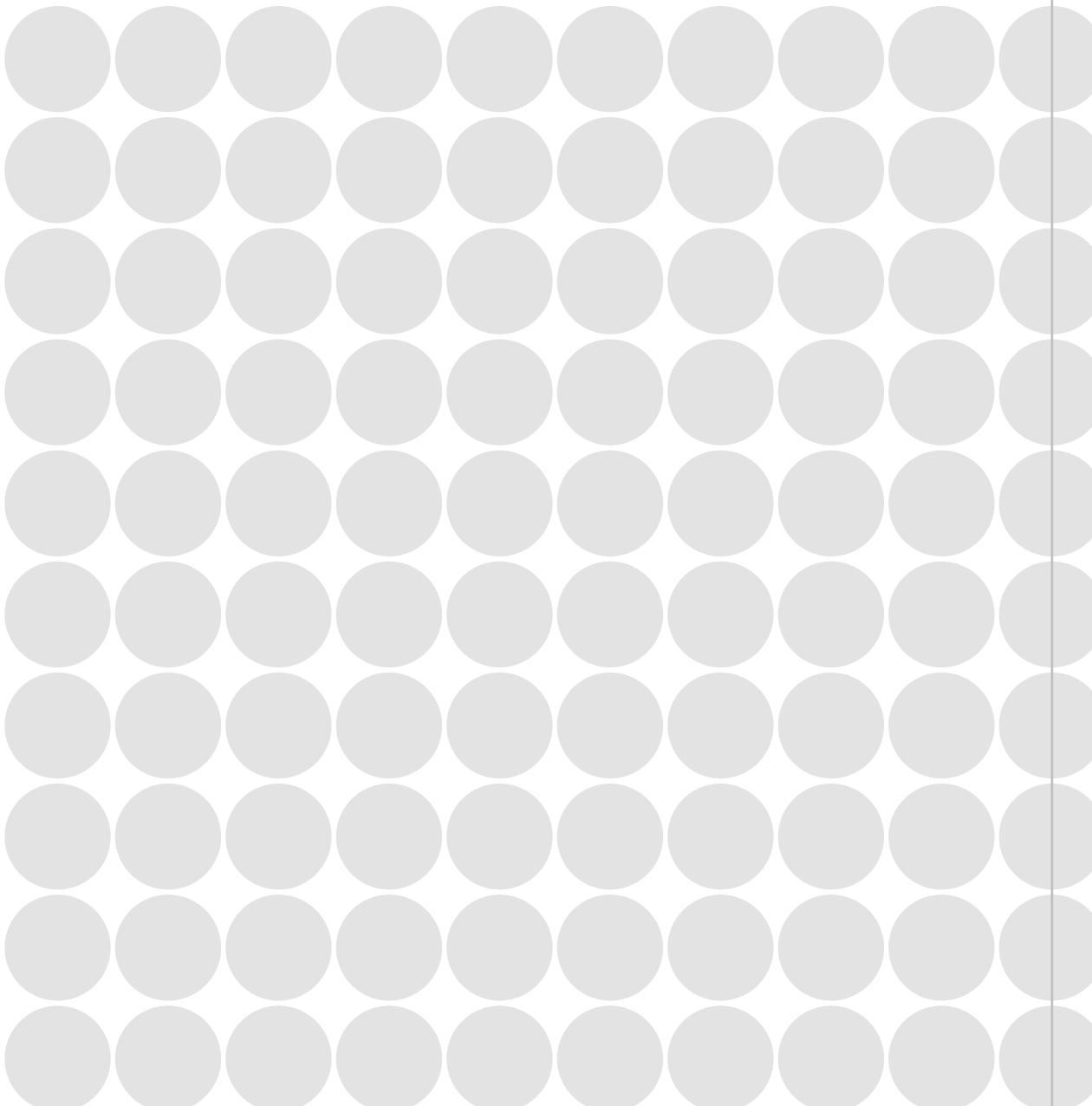
EUROSTILE MEDIUM

1234567890
ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz

EUROSTILE DEMI

1234567890
ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz

FONTS



As a proprietary font, EAS Sans is always a good choice for widespread use. It is a broad family which lends itself well to a variety of applications.

EAS SANS

Light

Regular

Reg Cond

Reg Ext

Italic

Cond Italic

Ext Italic

Bold

Bold Ext

Bold Italic

Black

Black Ext

Black Italic

SMCAPS REG

SMCAPS BOLD

SMCAPS BLACK

SMCAPS COND REG

SMCAPS EXT REG

RESOURCES

All Brand Style Guides and assets are available on TEAMS and EASEL for International. Motion Graphics in HD are available from the respective studio video production groups for both NTSC and PAL.



CONTACT

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Graphic Design Manager

(650) 628 7498

jmaruyama@ea.com