



SPORTS WORLD ONLINE STYLE GUIDE

MARCH 2008

ONLINE STYLE GUIDE

GLOBAL SPECIFICATIONS

POSITIONING + DIMENSIONS

LOGO POSITIONING AND SPACING

The EA SPORTS medallion must always be buffered by at least 10 pixels of negative space to protect and safeguard the integrity of the mark. The text SPORTS WORLD must be aligned with the top of the word SPORTS. The placement of the SPORTS WORLD logo is upper left.



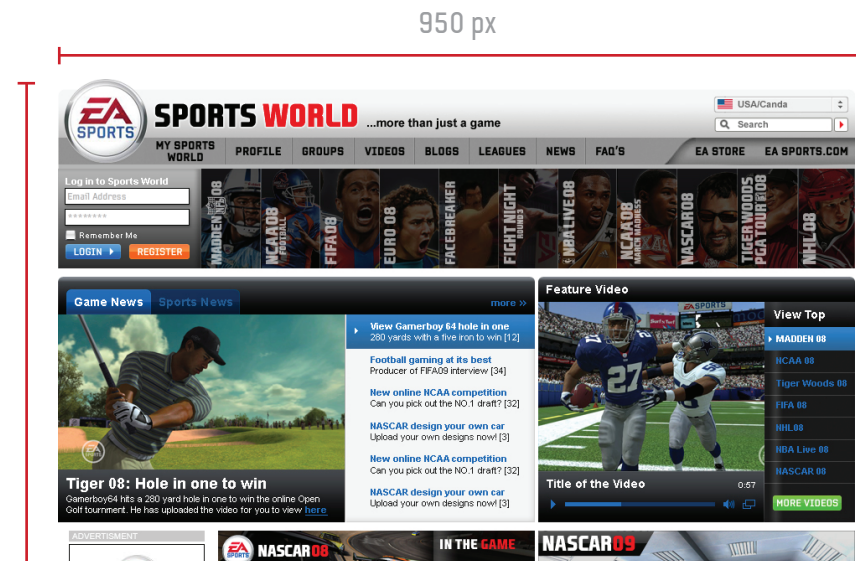
PAGE WIDTH

Since most of EA SPORTS WORLD.com visitors are at a screen resolution of 1024 x 768 or higher, the ideal page width is 950 pixels or less. Avoid exceeding 950 pixels, which will trigger a horizontal scroll bar in the browser.

PAGE HEIGHT

The designated above-the-fold page height measurement is 580 pixels. Primary messaging and content should be displayed within this area.

580 px



DESIGN ELEMENTS

TOP NAVIGATIONAL DESIGN AND FORMATTING



Primary action button

Primary action button - Rollover

Rollover



MORE



WIDGET ELEMENTS

Close



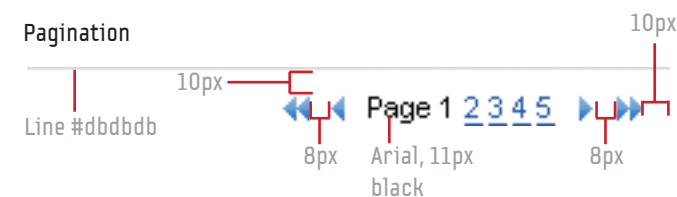
Font: EA Sans, Bold, #c8361d

New



Font: EA Sans, Bold, #006ed3

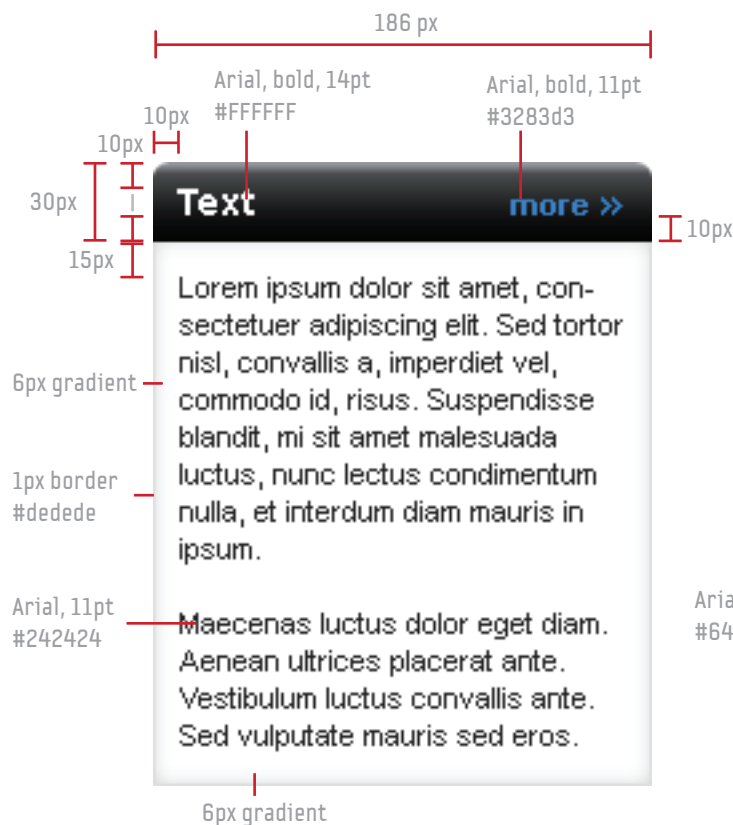
Pagination



ONLINE STYLE GUIDE

DESIGN ELEMENTS CONTINUED

WIDGET FRAMING



ONLINE STYLE GUIDE

DESIGN ELEMENTS CONTINUED



LINKS

There are three standardized link types to ensure consistency and make users aware of the internal and external link functionality on the site. Some links have general guide lines throughout the site like the external and internal links, but there are special cases like the Blog, and forums pages that are formatted differently.

External Link

External Link: Off State

Font: Arial, underlined

Size: 11pt, letter spacing: 0

Colour: #006bcc

External Link

External Link: On State

Font: Arial, underlined

Size: 11pt, letter spacing: 0

Colour: #01549f

By Username [9]

Internal Link: Off State

Font: Arial

Size: 11pt, letter spacing: 0

Colour: #006bcc

By Username [9]

Internal Link: Off State

Font: Arial, underlined

Size: 11pt, letter spacing: 0

Colour: #01549f

► Read More

Open Article Link

Font: Arial, bold

Size: 11pt, letter spacing: 0

Colour: #006bcc

► Read More

Open Article Link

Font: Arial, bold, underlined

Size: 11pt, letter spacing: 0

Colour: #006bcc

Blog Entry Title

Blog Entry Title Link: Off State

Font: Arial, bold, underlined

Size: 14pt, letter spacing: 0

Colour: #006bcc

Blog Entry Title

Blog Entry Title Link: On State

Font: Arial, bold, underlined

Size: 14pt, letter spacing: 0

Colour: #01549f

Forum Subject Link

Forum Subject Link: Off State

Font: Arial, bold

Size: 11pt, letter spacing: 0

Colour: #006bcc

Forum Subject Link

Forum Subject Link: On State

Font: Arial, bold underlined

Size: 11pt, letter spacing: 0

Colour: #006bcc

ONLINE STYLE GUIDE

COLOUR PALLETTE & TYPOGRAPHY



COLOUR PALETTE

PRIMARY COLOUR PALETTE

The EA SPORTS WORLD.com colour palette for online use:



Blue
#006bcc



Grey
#767676



Light Blue
#45b7e6



Light Grey
#f6f6f6



Black
#000000



Dark blue
#003d75



Tealish Blue
#1c5b75



Medium Grey
#e6e6e6

PRIMARY COLOUR PALETTE

Background colour used to accentuate or separate content:

TYPOGRAPHY

To ensure consistency throughout the entire site, we limit the use of typefaces to EAS Sans and Arial. Use Arial for all system text (HTML).

EA SANS DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EA SANS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL (Regular/bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

