FOOTBALL WORLD
ONLINE STYLE GUIDE

MARCH 2008

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 FOOTBALL WORLD must be aligned with the top of the word SPORTS. The placement of the Football World logo is upper left.

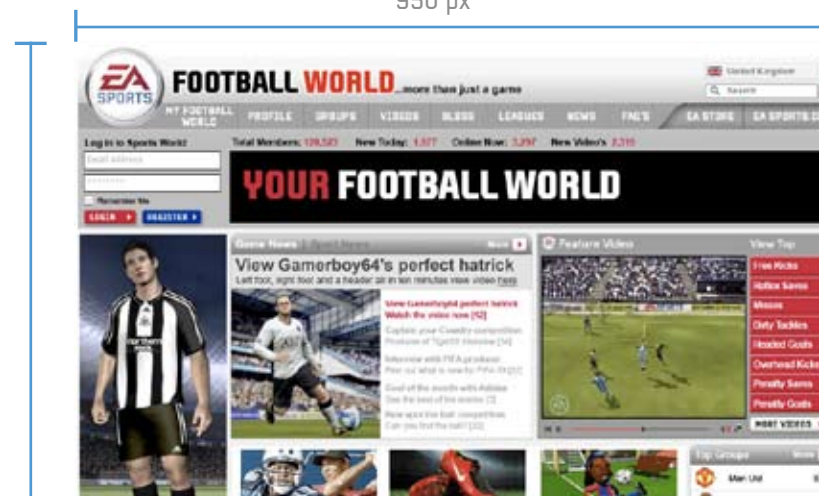Minimum buffer zone

10 px

10 px

PAGE WIDTH

Since most of EA SPORTS FOOTBALL WORLD.com visitors are at a screen resolution of 1024 x 768 or higher, the ideal page width is 960 pixels or less. Avoid exceeding 960 pixel, 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.
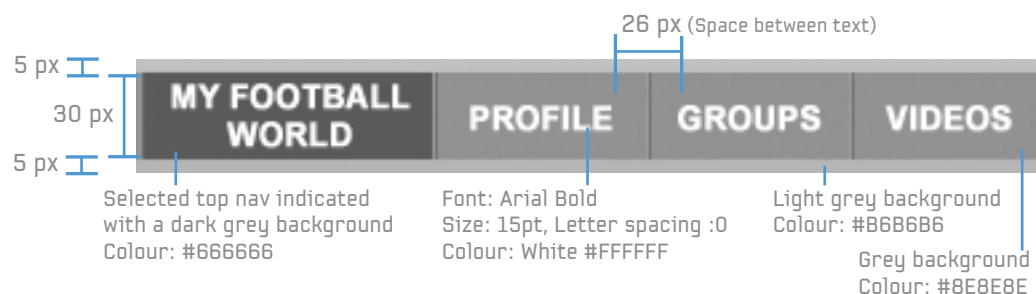
950 px

580 px

DESIGN ELEMENTS

TOP NAVIGATIONAL DESIGN AND FORMATTING

26 px (Space between text)

5 px

30 px

5 px

MY FOOTBALL WORLD   PROFILE   GROUPS   VIDEOS

Selected top nav indicated
with a dark grey background
Colour: #666666

Font: Arial Bold
Size: 15pt, Letter spacing :0
Colour: White #FFFFFF

Light grey background
Colour: #B6B6B6

Grey background
Colour: #8E8E8E

BUTTONS

Buttons on EA SPORTS FOOTBALL WORLD.com are standardized
to one design with role over variation.

6 px   6 px

20 px
Including shadow

BUTTON ▶

BUTTON ▶

Primary action button
Font: Arial Bold
Size: 11pt, Letter spacing :0
Colour: Text   Black #000000
        Arrow: Red   #CC0028

Rollover Colour:
Text: White #FFFFFF
Arrow: White #FFFFFF

20 px

20 px
Including shadow

6 px

Widget control buttons
Close, Minimize, Expand
Colour: Icon   Red   #CC0028
        Rollover   White   #FFFFFF

LINKS

There are three standardized link types to ensure
consistency and make users aware of the internal
and external link functionality on the site.

External Link

External link
Font: Arial Bold underlined
Size: 11pt, Letter spacing :0
Colour: Blue #00218F

External Link

External link hover
Font: Arial Bold underlined
Size: 11pt, Letter spacing :0
Colour: Blue #0063FF

by **Immaterial** [9]

Internal link
Font: Arial Bold
Size: 11pt, Letter spacing :0
Colour: Red #CC0028

by **Immaterial** [9]

Internal link hover
Font: Arial Bold underlined
Size: 11pt, Letter spacing :0
Colour: Red #CC0028

▶ **Read More**

Article expansion link
Font: Arial Bold with arrow
Size: 11pt, Letter spacing :0
Colour: Red #CC0028

▶ **Read More**

Article expansion link
Font: Arial Bold underlined with arrow
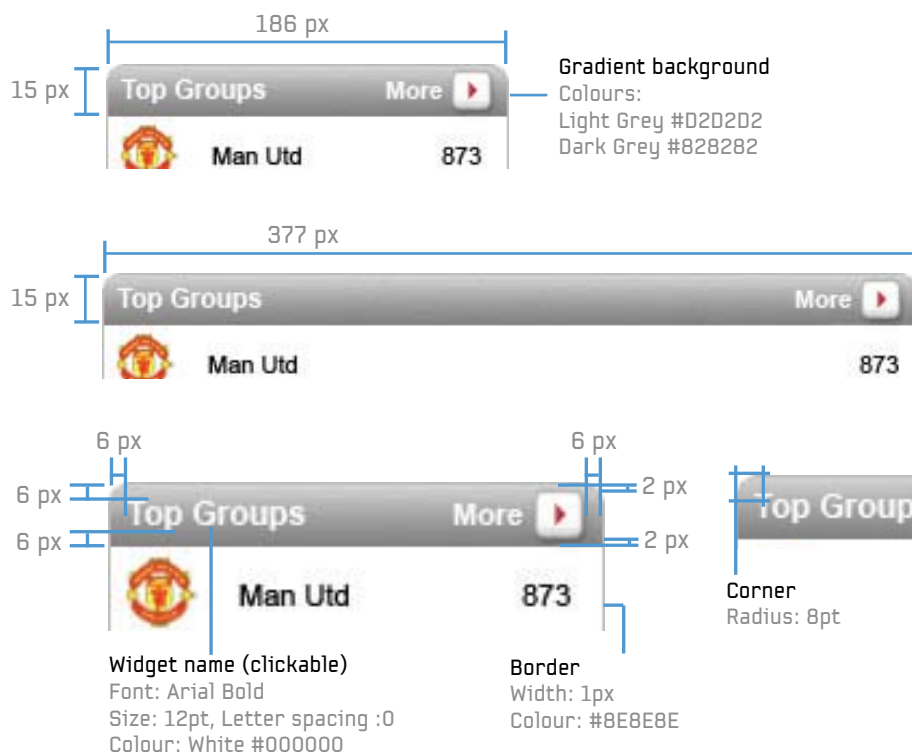Size: 11pt, Letter spacing :0
Colour: Red #CC0028

EA SPORTS™

DESIGN ELEMENTS

WIDGET FRAMING

The EA SPORTS FOOTBALL WORLD.com website hosts a series of widgets that act as a window into other areas of the site. Widgets can be designed for one or two column usage using these standard generic frame guidelines.

186 px

15 px

Top Groups — More ▶

Man Utd — 873

Gradient background
Colours:
Light Grey #D2D2D2
Dark Grey #828282

377 px

15 px

Top Groups — More ▶

Man Utd — 873

6 px — 6 px — 2 px
6 px
6 px — 2 px

Top Groups — More ▶

Man Utd — 873

Top Group

Corner
Radius: 8pt

Widget name (clickable)
Font: Arial Bold
Size: 12pt, Letter spacing :0
Colour: White #000000

Border
Width: 1px
Colour: #8E8E8E

GRAPHICAL WIDGETS

Graphical widgets for in-game features can be designed following the style and guidelines from the package good and these EA SPORTS FOOTBAL WORLD.com minimum requirements.

Feature name needed
Style taking from Package Good

Game title needed
Style taking from Package Good

170 px
minimum

Battle of the Nations

UEFA**EURO**2008™

POS	NATION		AVG
1	FRANCE	🇫🇷	340.45
2	ENGLAND		337.05
3	POLAND		333.68
4	GERMANY		330.34
5	SPAIN		327.04

377 px

A two column widget is
186 (single column width) x 2 + 5 = 377
There is 5px padding between each column

ONLINE STYLE GUIDE

EA SPORTS

WEB SAFE COLOURS

PRIMARY COLOUR PALETTE

The EA SPOPRTS FOOTBALL WORLD.com colour palette for online use is:

RED HEX VALUE: **CC0028**	BLUE HEX VALUE: **00218F**
BLACK HEX VALUE: **000000**	GREY HEX VALUE: **8E8E8E**

ACCENT TINT

Use as a background colour to accentuate or separate content:

LIGHT GREY
HEX VALUE:
EEEEEE

FONT INFORMATION

To ensure consistency throughout the entire site, we limit the use of typefaces to EAS Sans (black/bold) and Arial (regular/bold). Use Arial for all system text (HTML) since it is available on most computers

EAS SANS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

EAS SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL (Regular/Bold)

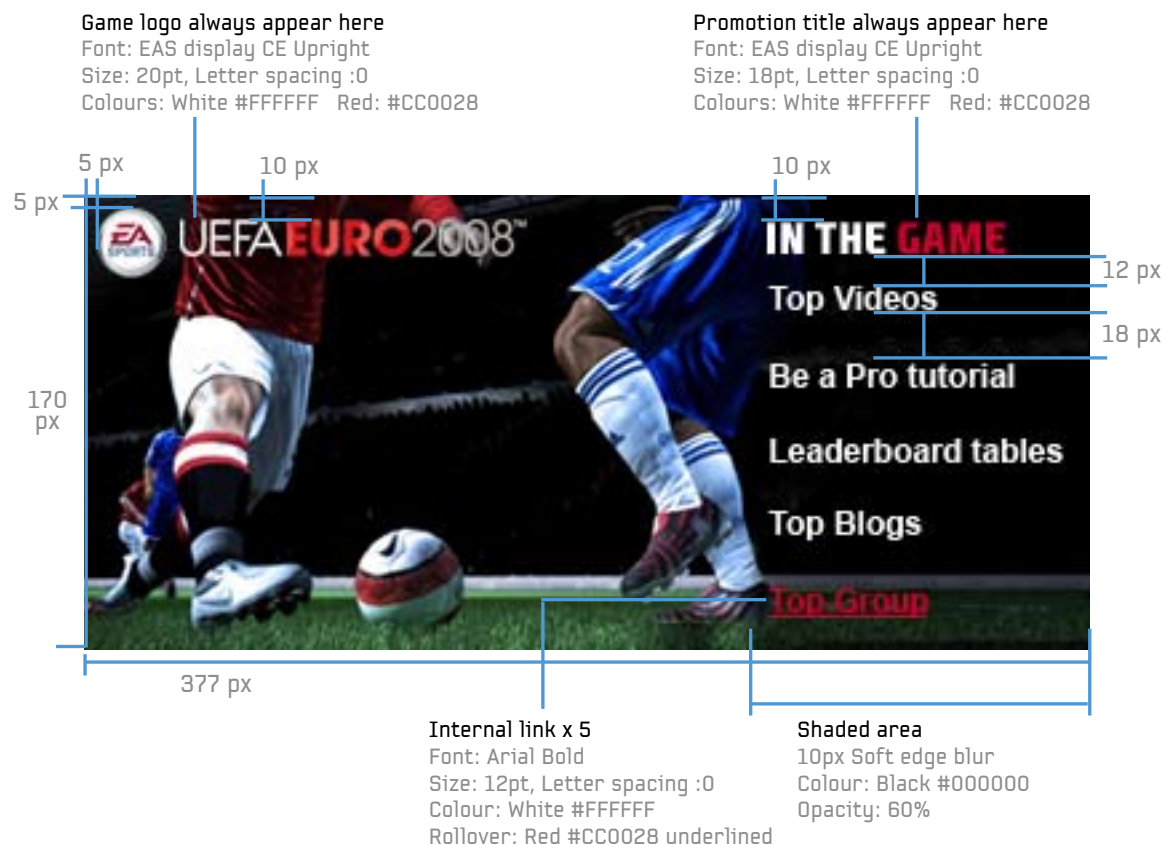ABCDEFGHIJKLMNO**PQRSTUVWXYZ**
abcdefghijklmno**pqrstuvwxyz**

EA SPORTS™

PROMOTIONAL UNITS

PRIMARY PROMOTIONAL UNIT
Follow the simple guidelines below when preparing artwork for promotional game space on EA SPORTS FOOTBALL WORLD.com

SECONDARY PROMOTIONAL UNIT
Follow the simple guidelines below when preparing artwork for promotional space on the EA SPORTS FOOTBALL WORLD.com homepage. The artwork will appears in a set of three.

Game logo always appear here
Font: EAS display CE Upright
Size: 20pt, Letter spacing :0
Colours: White #FFFFFF   Red: #CC0028

Promotion title always appear here
Font: EAS display CE Upright
Size: 18pt, Letter spacing :0
Colours: White #FFFFFF   Red: #CC0028

5 px
5 px
10 px
10 px

IN THE GAME

Top Videos

Be a Pro tutorial

Leaderboard tables

Top Blogs

Top Group

12 px
18 px

170 px

377 px

Internal link x 5
Font: Arial Bold
Size: 12pt, Letter spacing :0
Colour: White #FFFFFF
Rollover: Red #CC0028 underlined

Shaded area
10px Soft edge blur
Colour: Black #000000
Opacity: 60%

26 px
(Space between images)

10 px
(Space between image and edge)

110 px

Love multi sports? Check out
www.easportsworld.com

New Nike football avatar items available at the avatar store

New amazing FIFA 08 for the Wii but now at www.eastore.com

568 px

170 px

7 px

75 px

4 px

Love multi sports? Check out
www.easportsworld.com

4 px

Text copy (with appropriate link style)
Font: Arial Bold
Size: 11pt, Leading: 12pt Letter spacing :0
Colour: Black #000000