

CALL OF DUTY® BLACK OPS 6

BRAND STYLE GUIDE



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01

BRANDING

The logo for Call of Duty Black Ops 6 is displayed in a bold, white, sans-serif font. The words "CALL OF DUTY" are on the top line, with "OF" in a smaller size between "CALL" and "DUTY". A registered trademark symbol (®) is positioned to the right of "DUTY". The words "BLACK OPS" are on the bottom line, and the number "6" is on the right side of the bottom line, rendered in a bright orange color. The background is a dark, textured grey with some faint, lighter-colored patterns.

LOGO

THE LOGO CARRIES FORWARD THE UPDATED BRAND GUIDELINES LOOK FROM 2023. WHILE A NEW TYPEFACE HAS BEEN USED, THE OVERALL FORM FACTOR CALLS BACK TO A SENSE OF NOSTALGIA WITHIN THE ORIGINAL BLACK OPS KEY ART.

THE HEIGHT OF THE TYPOGRAPHY, THE WEIGHTING BETWEEN THE ALPHA AND THE BRAVO MARKS, AND THE SINGULAR USE OF THE BRANDED ORANGE ALL DRAW ON A SENSE OF VISUAL LINEAGE WITHIN THE SERIES.

THIS STRATEGY POSITIONS THE MARK TO GENERATE RECALL FOR PLAYERS THAT HAD HANDS ON WITH B01 AND BUILDS AN INHERITED CONNECTION TO THE BRAND FOR NEW PLAYERS.

BRAND LOGO SIZING RELATIONSHIP

ALPHA

CALL OF DUTY[®]

BRAVO

BLACK OPS 6

BRAVO IS 52% OF ALPHA HEIGHT

#f96800

BRAND LOGO VERSIONS



PRIMARY LOGO – NEGATIVE
ON DARK



PRIMARY LOGO – POSITIVE
ON LIGHT

BRAND LOGO COLORS



PRIMARY LOGO - NEGATIVE

THIS LOGO SHOULD BE USED WHENEVER POSSIBLE.



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: fffffff
PANTONE:



CMYK: 0, 73, 100, 0
RGB: 249, 104, 0
HEX: f96800
PANTONE:



1 COLOR LOGO - NEGATIVE

THIS LOGO SHOULD ONLY BE USED ON DARK BACKGROUNDS AND WHEN THE PRIMARY FULL COLOR LOGO IS PROHIBITED.



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: fffffff
PANTONE:



PRIMARY LOGO - POSITIVE

THIS LOGO SHOULD BE USED WHEN EVER THE PRIMARY NEGATIVE LOGO CAN'T BE USED DUE TO VISIBILITY ISSUES.



CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
HEX: 000000
PANTONE:



CMYK: 0, 73, 100, 0
RGB: 249, 104, 0
HEX: f96800
PANTONE:



1 COLOR LOGO - POSITIVE

THIS LOGO SHOULD ONLY BE USED ON LIGHT BACKGROUNDS AND WHEN THE PRIMARY FULL COLOR LOGO IS PROHIBITED.



CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
HEX: 000000
PANTONE:

BRAND LOGO SAFE SPACE



SAFE SPACE

Use the “6” by placing a copy of it on all four sides to establish the safe spacing the brand logo requires.

BRAND LOGO RULES



DON'T FLIP HORIZONTALLY OR VERTICALLY



DON'T ROTATE CLOCKWISE OR COUNTER-CLOCKWISE



DON'T STRETCH HORIZONTALLY OR VERTICALLY



DON'T CHANGE THE LAYOUT



DON'T DELETE ANY PARTS OF THE LOGO



DON'T CHANGE THE BRAND COLORS



DON'T ADD SPECIAL EFFECTS



DON'T CHANGE THE SIZING RELATIONSHIP



DON'T CHANGE THE PERSPECTIVE



ICON

THE CERBERUS ICON IS THE EVOLUTION OF THE BLACK OPS SHIELD AND RECALL THE HANDMADE UNIT BADGING USED BY EARLY COVERT OPERATIONS UNITS CREATED AND WORN BY WORN SPECIAL OPERATORS .

THE MYTHOLOGICAL IMAGE OF THE MULTI-HEADED HOUND IS A SYMBOL OF POWER AND STEALTH THAT ALIGNS WITH THE SERIES' FOCUS ON COVERT MILITARY OPERATIONS AND SPECIAL FORCES.

THIS HAND BUILT LOOK AND FEEL BECOMES OUR ANCHOR POINT FOR THE BLACK OPS LEGACY.

BRAND ICON VERSIONS



BRAND ICON – NEGATIVE
ON DARK



BRAND ICON – POSITIVE
ON LIGHT

BRAND ICON COLORS



BRAND ICON - FULL COLOR

THIS ICON SHOULD BE USED WHENEVER POSSIBLE.



CMYK: 0, 73, 100, 0
RGB: 249, 104, 0
HEX: f96800
PANTONE:



1 COLOR LOGO - NEGATIVE

THIS ICON SHOULD ONLY BE USED ON DARK BACKGROUNDS AND WHEN THE FULL COLOR LOGO IS PROHIBITED.



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: fffffff
PANTONE:



1 COLOR LOGO - POSITIVE

THIS ICON SHOULD ONLY BE USED ON LIGHT BACKGROUNDS AND WHEN THE FULL COLOR LOGO IS PROHIBITED.



CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
HEX: 000000
PANTONE:

BRAND ICON RULES



DON'T FLIP HORIZONTALLY OR VERTICALLY



DON'T CHANGE THE BRAND COLORS



DON'T STRETCH HORIZONTALLY OR VERTICALLY



DON'T ADD SPECIAL EFFECTS



DON'T DELETE ANY PARTS OF THE LOGO

- PRIMARY
- KEYART

02

KEYART



HEAT RESISTANT

ANODE THERMIST

WARRANT FOR SERVICE

CODENAME SALLY VII P JACKAL POW DMR U COSLO

PRIMARY BRANDED



HORIZONTAL FORMATTING CENTERED

16X9 HORIZONTAL FORMATTING SHOULD ALWAYS BE REPRESENTED WITH THE LOGO PLACED IN THE CENTER OF THE OPERATOR.

PRIMARY BRANDED



CALL OF DUTY
BLACK OPS 6

HORIZONTAL FORMATTING OFFSET

16X9 HORIZONTAL FORMATTING SHOULD ALWAYS BE REPRESENTED AS OFFSET WITHIN THE CROP.

WITH THE LOGO PLACED OPPOSITE OF THE OPERATOR.

PRIMARY BRANDED



VERTICAL FORMATTING
FRONT-OF-BOX CROP

PRIMARY BRANDED



ULTRAWIDE FORMATTING OVERWORK

HORIZONTAL FORMATTING WITH
ADDITIONAL SIDE ARTWORK WHEN NEEDED
FOR WIDER BUILDS.

PRIMARY UNBRANDED



HORIZONTAL FORMATTING CENTERED

16X9 HORIZONTAL FORMATTING WITH THE OPERATOR CENTERED WITHIN THE CROP. TO BE USED WITH METADATA PLACEMENTS.

PRIMARY UNBRANDED

HORIZONTAL FORMATTING OFFSET

16X9 HORIZONTAL FORMATTING WITH THE OPERATOR OFFSET WITHIN THE CROP. TO BE USED WITH METADATA PLACEMENTS.



PRIMARY UNBRANDED



VERTICAL FORMATTING
FRONT-OF-BOX CROP

TO BE USED WITH METADATA PLACEMENTS.

PRIMARY UNBRANDED

ULTRAWIDE FORMATTING OVERWORK

HORIZONTAL FORMATTING WITH
ADDITIONAL SIDE ARTWORK WHEN NEEDED
FOR WIDER BUILDS. TO BE USED WITH
METADATA PLACEMENTS.



PRIMARY BRANDED WEAPONS SAFE



HORIZONTAL FORMATTING CENTERED

16X9 HORIZONTAL FORMATTING SHOULD ALWAYS BE REPRESENTED WITH THE LOGO PLACED IN THE CENTER OF THE OPERATOR.

FOR PHYSICAL AND DIGITAL PLACEMENTS WHERE WEAPONS NEED TO BE OBSCURED.

PRIMARY BRANDED WEAPONS SAFE



CALL OF DUTY
BLACK OPS 6

HORIZONTAL FORMATTING OFFSET

16X9 HORIZONTAL FORMATTING SHOULD ALWAYS BE REPRESENTED AS OFFSET WITHIN THE CROP.

WITH THE LOGO PLACED OPPOSITE OF THE OPERATOR.

FOR PHYSICAL AND DIGITAL PLACEMENTS WHERE WEAPONS NEED TO BE OBSCURED.

PRIMARY BRANDED WEAPONS SAFE



VERTICAL FORMATTING
FRONT-OF-BOX CROP

TO BE USED WITH METADATA PLACEMENTS.

FOR PHYSICAL AND DIGITAL PLACEMENTS WHERE
WEAPONS NEED TO BE OBSCURED.

PRIMARY BRANDED WEAPONS SAFE



ULTRAWIDE FORMATTING OVERWORK

HORIZONTAL FORMATTING WITH
ADDITIONAL SIDE ARTWORK WHEN NEEDED
FOR WIDER BUILDS.

FOR PHYSICAL AND DIGITAL PLACEMENTS
WHERE WEAPONS NEED TO BE OBSCURED.

PRIMARY UNBRANDED WEAPONS SAFE



HORIZONTAL FORMATTING CENTERED

16X9 HORIZONTAL FORMATTING WITH THE OPERATOR CENTERED WITHIN THE CROP.

FOR PHYSICAL AND DIGITAL PLACEMENTS WHERE WEAPONS NEED TO BE OBSCURED.

PRIMARY UNBRANDED WEAPONS SAFE

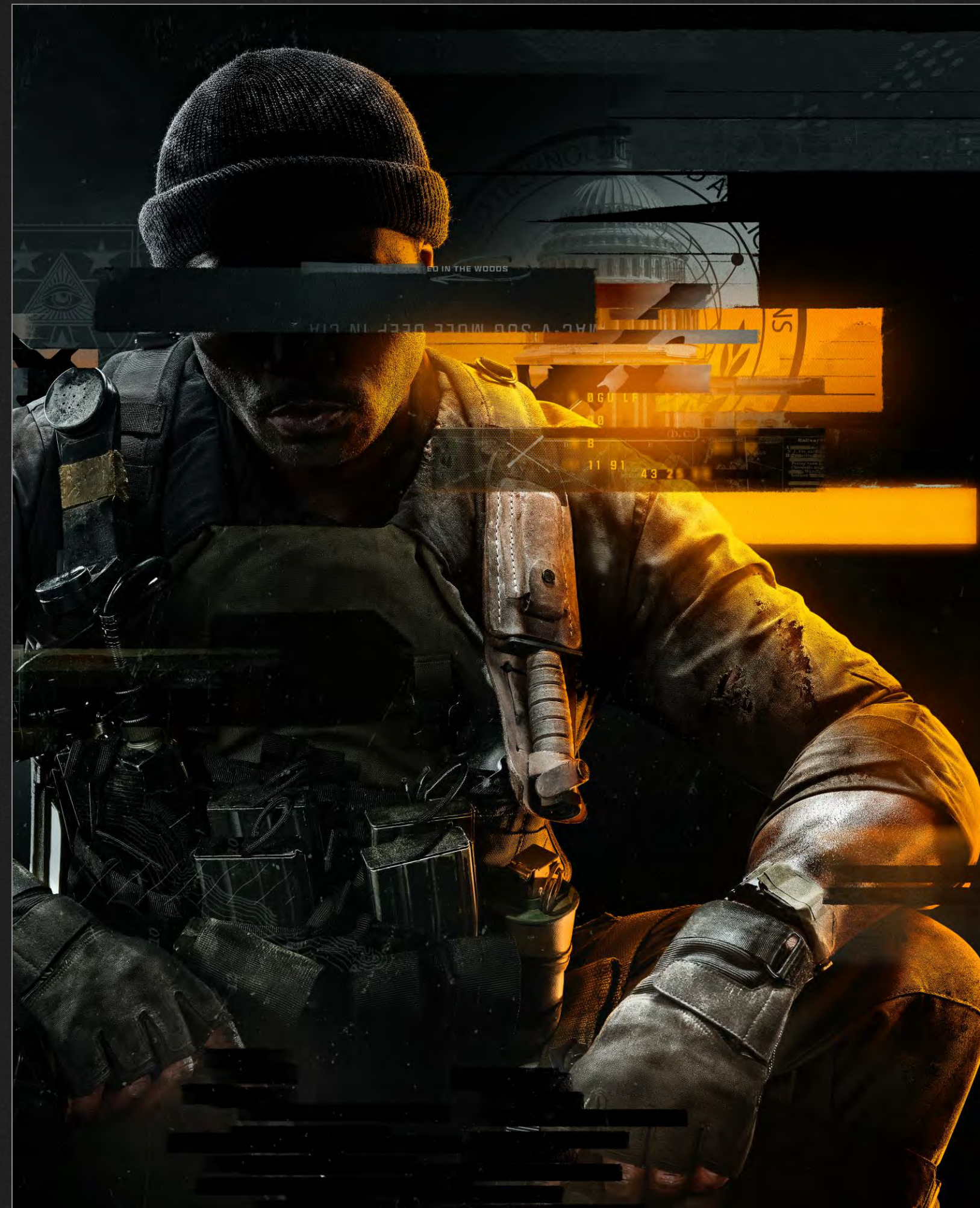
HORIZONTAL FORMATTING OFFSET

16X9 HORIZONTAL FORMATTING THE OPERATOR
OFFSET WITHIN THE CROP.

FOR PHYSICAL AND DIGITAL PLACEMENTS WHERE
WEAPONS NEED TO BE OBSCURED.



PRIMARY UNBRANDED WEAPONS SAFE



VERTICAL FORMATTING FRONT-OF-BOX CROP

TO BE USED WITH METADATA PLACEMENTS.

FOR PHYSICAL AND DIGITAL PLACEMENTS WHERE
WEAPONS NEED TO BE OBSCURED.

PRIMARY UNBRANDED WEAPONS SAFE



ULTRAWIDE FORMATTING OVERWORK

HORIZONTAL FORMATTING WITH
ADDITIONAL SIDE ARTWORK WHEN NEEDED
FOR WIDER BUILDS.

FOR PHYSICAL AND DIGITAL PLACEMENTS
WHERE WEAPONS NEED TO BE OBSCURED.

PACKFRONT WEAPONS SAFE



XBOX PACKAGING



PLAYSTATION PACKAGING

PHYSICAL COPY

PACKAGING IS SET IN AN OFFSET CROP, BALANCED BY THE ORANGE REDACTION TREATMENT ON THE UPPER RIGHT OF THE COMPOSITION.

THE LOWEST POINT OF THE PACKAGING CROPS THE WEAPONS OFF, WHILE STILL INDICATING THEIR PRESENCE.

PACKFRONT



XBOX PACKAGING



PLAYSTATION PACKAGING

DIGITAL COPY

PACKAGING IS SET IN AN OFFSET CROP, BALANCED BY THE ORANGE REDACTION TREATMENT ON THE UPPER RIGHT OF THE COMPOSITION.

THE LOWEST POINT OF THE PACKAGING CROPS THE WEAPONS OFF, WHILE STILL INDICATING THEIR PRESENCE.

SECONDARY BRANDED

VAULT EDITION SQUARE CENTERED

1X1 SQUARE FORMATTING SHOULD ALWAYS BE REPRESENTED WITH THE LOGO PLACED IN THE UPPER CENTER.



SECONDARY BRANDED

VAULT EDITION
VERTICAL CENTERED

4X5 VERTICAL FORMATTING SHOULD ALWAYS BE REPRESENTED WITH THE LOGO PLACED IN THE LOWER CENTER.



SECONDARY BRANDED



VAULT EDITION
HORIZONTAL CENTERED

16X9 HORIZONTAL FORMATTING SHOULD ALWAYS BE REPRESENTED WITH THE LOGO PLACED IN THE LOWER CENTER.

SECONDARY BRANDED



VAULT EDITION
OVERWORK

HORIZONTAL FORMATTING WITH ADDITIONAL SIDE
ARTWORK WHEN NEEDED FOR WIDER BUILDS.

SECONDARY UNBRANDED

VAULT EDITION
SQUARE CENTERED

1X1 SQUARE. TO BE USED WITH METADATA
PLACEMENTS.



SECONDARY UNBRANDED



VAULT EDITION
VERTICAL CENTERED

4X5 VERTICAL. TO BE USED WITH METADATA
PLACEMENTS.

SECONDARY UNBRANDED



VAULT EDITION
HORIZONTAL CENTERED

16X9 HORIZONTAL. TO BE USED WITH METADATA
PLACEMENTS.

SECONDARY UNBRANDED



VAULT EDITION OVERWORK

HORIZONTAL FORMATTING WITH ADDITIONAL SIDE ARTWORK WHEN NEEDED FOR WIDER BUILDS.

TO BE USED WITH METADATA PLACEMENTS.

NARRATIVE
STORYTELLING
IDEAS

04

REDACTION

00

8

11 91

THE REDACTION

MANIPULATION, LIES, DECEPTION, FALSE FLAGS, AND DEEP GOVERNMENT SECRETS.

THIS NEXT CHAPTER OF **BLACK OPS** VISUALLY PORTRAYS THE CONCEPT OF A SOLDIER SHROUDED IN A TANGLED WEB OF NEFARIOUS COLLUSION.

IT IS THE CONVERGENCE OF SITTING BULL AND CONSPIRACY.

ELEMENTS OF NARRATIVE ARE REPRESENTED IN THE FORM OF REDACTION STRIPS, WHICH THEN BECOME THE BASE FOUNDATION FOR THE VISUAL LANGUAGE OF THE KEYART.

FROM THIS BASELINE, ELEMENTS ARE FURTHER PEPPERED IN; DOUBLE LAYERED REDACTION, LAYERED AND OUT OF FOCUS NUMBERS SUSPENDED IN SPACE, GLOWING ANALOG SHAPES, STRIPPED SECTIONS OF MAPS, REFERENCE TO US CURRENCY, GOVERNMENT BUILDINGS, AND SECRET SOCIETY SIGILS.

THE INTENTION IS TO FEEL MODERN WITHIN THE 90'S ERA.

STRIPPED SECTION OF MAPS

STRIPPED US CURRENCY

GLOWING ANALOG SHAPES

REDACTED OPERATOR KIT & LOADOUT

OPERATOR LIKENESS REDACTED

GOVERNMENT BUILDINGS

BLURRED LINES, NUMBERS SUSPENDED IN SPACE

GLOWING ANALOG STRIPS ACT AS A LIGHT SOURCE IN THE SHADOWS

REDACTION OF *Sally*

