CALL OF DUTY®
MODERN WARFARE® III

STYLE GUIDE

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LOGO

This section introduces our logo. It is a lockup comprised of our Call of Duty franchise logo alongside Modern Warfare III.

PRIMARY LOGO

Whenever possible, the Primary logo should be white with red. If the background is light, use the black logo.

LOGO SAFE AREA

The logo's safe zone is equivalent to the width of the "C" on all sides. Never crowd the logo.

ALL BLACK

BLACK + RED

ALL WHITE

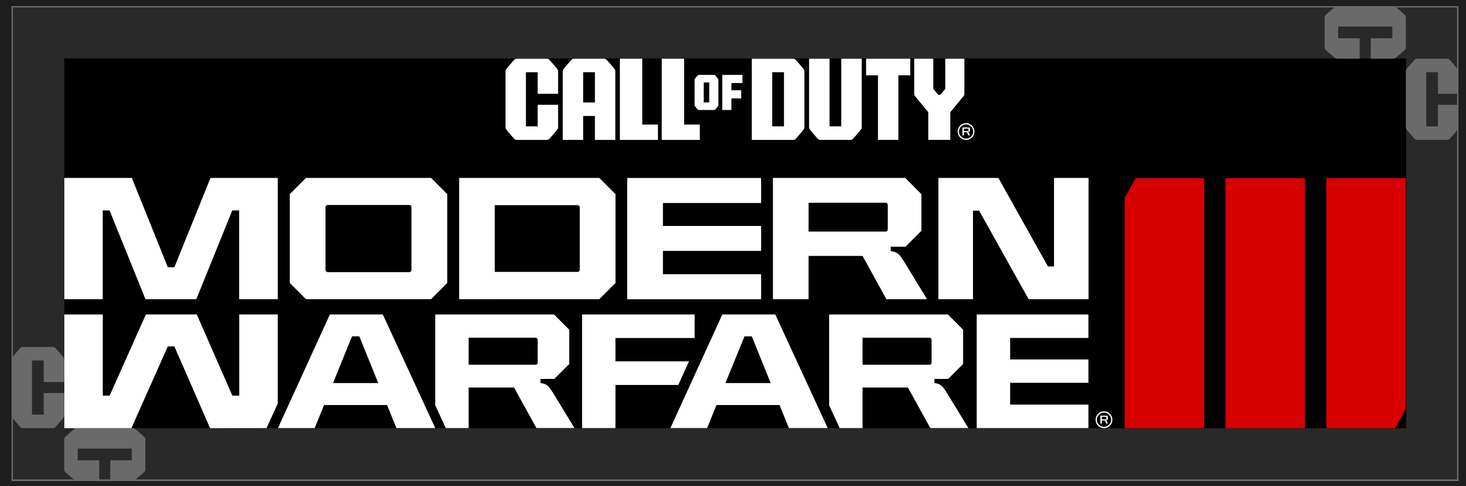
WHITE + RED

ALTERNATE LOGOS

Whenever possible, the Primary logo should be white + red. If the background is light, use the black + red logo. All color combinations are shown above.

SECONDARY LOGO

Only to be used in horizontal placements where the Primary logo doesn't fit. If the background is light, use the black + red logo.



SECONDARY LOGO SAFE AREA

The logo's safe zone is equivalent to the width of the "C" on all sides. Never crowd the logo.

ALL BLACK

BLACK + RED

ALL WHITE

WHITE + RED

SECONDARY ALTERNATE LOGOS

Whenever possible, the logo should be white + red. If the background is light, use the black + red logo. All color combinations are shown above.

① MISUSE

② MISUSE

③ MISUSE

④ MISUSE

⑤ MISUSE

⑥ MISUSE

LOGO MISUSE

① Don't distress
② Don't crop
③ Don't add gradients
④ Don't change ratio of COD
⑤ Don't add strokes
⑥ Don't re-color

① MISUSE

② MISUSE

③ MISUSE

④ MISUSE

⑤ MISUSE

⑥ MISUSE

LOGO MISUSE

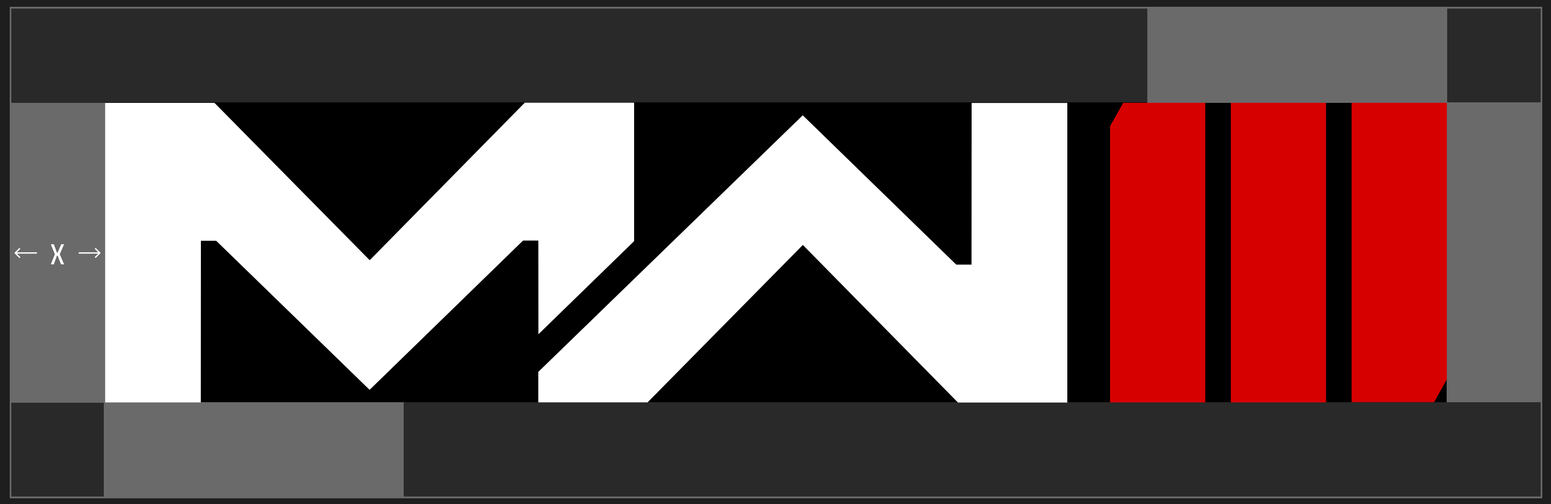
① Don't re-order
② Don't re-write logo in different font or style
③ Don't skew
④ Don't stretch
⑤ Don't rotate
⑥ Don't adjust spacing between elements

ICON

This section gives guidance on our icon use. Used when space is limited, it acts as a stamp on all things Modern Warfare III.

MODERN WARFARE ICON

Whenever possible, the white + red icon should be used. If the background is light, use the black + red icon.



ICON SAFE AREA

The logo's safe zone is equivalent to the width of the "I" on all sides (X). Never crowd the logo.

ALL BLACK

BLACK + RED

GRAYSCALE

ALL WHITE

WHITE + RED

GRAYSCALE

ALTERNATIVE ICONS

Whenever possible, the icon should be white + red. If the background is light, use the black + red logo. All color combinations are shown above.

TYPOGRAPHY

Our primary typeface, Hitmarker, is used throughout our identity. This section outlines specific typographic use.

BLACK CTA

CONTAINER

CMYK 0, 0, 0, 100
HEX #000000

TEXT

FONT HITMARKER VF NORMAL BOLD

CMYK 0, 0, 0, 0
HEX #FFFFFF

WHITE CTA

CONTAINER

CMYK 0 / 0 / 0 / 0
HEX #FFFFFF

TEXT

FONT HITMARKER VF NORMAL BOLD

CMYK 0 / 0 / 0 / 100
HEX #000000

CTA GUIDELINES

CTA color and font combinations should follow as shown above.

CTA SAFE AREA

The CTA's safe zone is equivalent to the height of the "Pre-order Now" box (X) on all sides. Never crowd the CTA.

① MISUSE

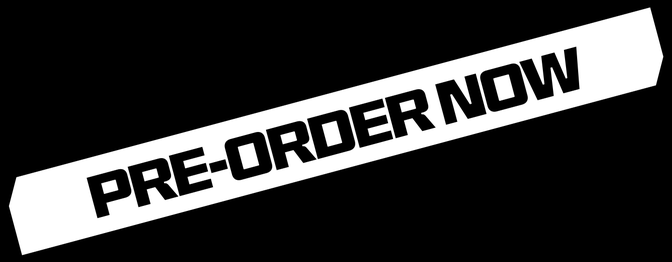
② MISUSE

③ MISUSE

④ MISUSE

⑤ MISUSE

⑥ MISUSE



CTA MISUSE

① Don’t add strokes
② Don’t change color
③ Don’t add gradients
④ Don’t skew
⑤ Don’t stretch
⑥ Don’t rotate

DATED EXAMPLES

When using the Key Art and date only, date should always be placed below the Primary logo and center aligned. Use Hitmarker VF Weight-375 Width-70 + Tracking-150.

COLOR

This section details the color palette of Modern Warfare III.

RGB: 215 / 0 / 0
CMYK: 9 / 100 / 100 / 2
#D70000
Pantone: 2035c

RGB: 0 / 0 / 0
CMYK: 0 / 0 / 0 / 100
#000000

RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
#ffffff

RGB: 167 / 167 / 166
CMYK: 37 / 29 / 31 / 0
#A7A7A6

PRIMARY COLORS

This range of colors represent the Call of Duty MWIII brand identify. Red is the primary color. Black is secondary color and is used over red for backgrounds. White is used for typography. Gray is used for subtext when white does not work.

KEY ART

This section outlines our key art to be used across our brand communications. It includes our primary, vaulted and steelbook key art, along with approved crops and usage with our logo.

PRIMARY KEY ART + LOGO

The Key Art sets the tone for the Call of Duty MWIII brand. Use only supplied artwork from Activision. Preference to place comms on the darker sections of the Key Art when possible. Have caution placing content over the red background.

1X1

4X5

9X16

APPROVED CROPS + LOGO

Whenever possible, use the Key Art in it's entirety. Never infringe on the central figure with imagery or text. However, if cropping the image is required, follow these guidelines. The "O" in the logo needs to frame the flag on background Hero Image.

PRIMARY KEY ART

The Key Art sets the tone for the Call of Duty MWIII brand. Use only supplied artwork from Activision. Preference to place comms on the darker sections of the Key Art when possible. Have caution placing content over the red background.

1X1

4X5

9X16

APPROVED TEXTLESS CROPS

Whenever possible, use the Key Art in it's entirety. Never infringe on the central figure with imagery or text. However, if cropping the image is required, follow these guidelines.

VAULT EDITION KEY ART + LOGO

Whenever possible, use the Key Art in it's entirety. Never infringe on the central figure with imagery or text. Use only supplied artwork from Activision.

1X1

4X5

9X16

APPROVED CROPS + LOGO

Whenever possible, use the Key Art in it's entirety. Never infringe on the central figure with imagery or text. However, if cropping the image is required, follow these guidelines.

VAULT EDITIOIN KEY ART

Whenever possible, use the Key Art in it’s entirety. Never infringe on the central figure with imagery or text. However, if cropping the image is required, follow these guidelines.

1X1

4X5

9X16

APPROVED TEXTLESS CROPS

Whenever possible, use the Key Art in it's entirety. Never infringe on the central figure with imagery or text. However, if cropping the image is required, follow these guidelines.

SECONDARY PRICE KEY ART

Whenever possible, use the Key Art in its entirety. Never infringe on the central figure with imagery or text. Use only supplied artwork from Activision.

1X1

4X5

9X16

APPROVED CROPS + LOGO

Whenever possible, use the Key Art in it's entirety. Never infringe on the central figure with imagery or text. However, if cropping the image is required, follow these guidelines.

SECONDARY PRICE KEY ART

Whenever possible, use the Kkey Art in it's entirety. Never infringe on the central figure with imagery or text. Use only supplied artwork from Activision.

1X1

4X5

9X16

APPROVED CROPS

Whenever possible, use the Key Art in it's entirety. Never infringe on the central figure with imagery or text. However, if cropping the image is required, follow these guidelines.

SECONDARY MAKAROV KEY ART

Whenever possible, use the Kkey Art in it's entirety. Never infringe on the central figure with imagery or text. Use only supplied artwork from Activision.

1X1

4X5

9X16

APPROVED CROPS

Whenever possible, use the Key Art in it's entirety. Never infringe on the central figure with imagery or text. However, if cropping the image is required, follow these guidelines.

① MISUSE

② MISUSE

③ MISUSE

MISUSE

① Don’t combine elements from different key art into one composition
② Don’t convert key art into a duotone image
③ Don’t add gradients to the background of key art

THANK YOU