

**PUBG**<sup>®</sup>

**BATTLEGROUNDS**

## CONTENTS

### SECTION 01: BRAND LOGOS

#### PUBG BATTLEGROUNDS LOGOTYPE

• MAIN LOGO .....	4
• EXCLUSION ZONE .....	5
• MINIMUM SIZE PRINT AND DIGITAL .....	6
• VALUE GRID .....	7
• PLACEMENT GUIDELINES.....	8
• LOGO MISUSE .....	9

#### PUBG BATTLEGROUNDS LOGOMARK

• MAIN LOGO VARIATIONS .....	10
• EXCLUSION ZONE .....	11
• MINIMUM SIZE PRINT AND DIGITAL .....	12
• VALUE GRID .....	13
• PLACEMENT GUIDELINES.....	14
• LOGO MISUSE .....	15

#### PUBG STUDIOS

• MAIN LOGO .....	16
• EXCLUSION ZONE .....	17
• MINIMUM SIZE PRINT AND DIGITAL .....	18
• VALUE GRID .....	19
• PLACEMENT GUIDELINES.....	20
• LOGO MISUSE .....	21

#### KRAFTON

• MAIN LOGO .....	22
• EXCLUSION ZONE .....	23
• VALUE GRID .....	24
• LOGO MISUSE.....	25
• LOGO MISUSE.....	26
• COLORS .....	27

### SECTION 01(B): LOGO COMBINATIONS

#### KRAFTON X PUBG STUDIO

• COMBINATION METHOD .....	29
• EXCLUSION ZONE .....	30
• MINIMUM SIZE PRINT AND DIGITAL .....	31
• VALUE GRID .....	32
• PLACEMENT GUIDELINES.....	33

#### KRAFTON X PUBG BATTLEGROUNDS

• COMBINATION METHOD .....	34
• EXCLUSION ZONE .....	35
• MINIMUM SIZE PRINT AND DIGITAL .....	36
• VALUE GRID .....	37
• PLACEMENT GUIDELINES.....	38

### SECTION 01(C): PARTNERSHIPS

• SPONSOR HIERARCHY.....	40
• PUBG BG X COMPANY.....	41
• MISUSE.....	42
• PLACEMENT GUIDELINES.....	43

### SECTION 02: BRAND ELEMENTS

#### BRAND COLOURS

• COLORS .....	46
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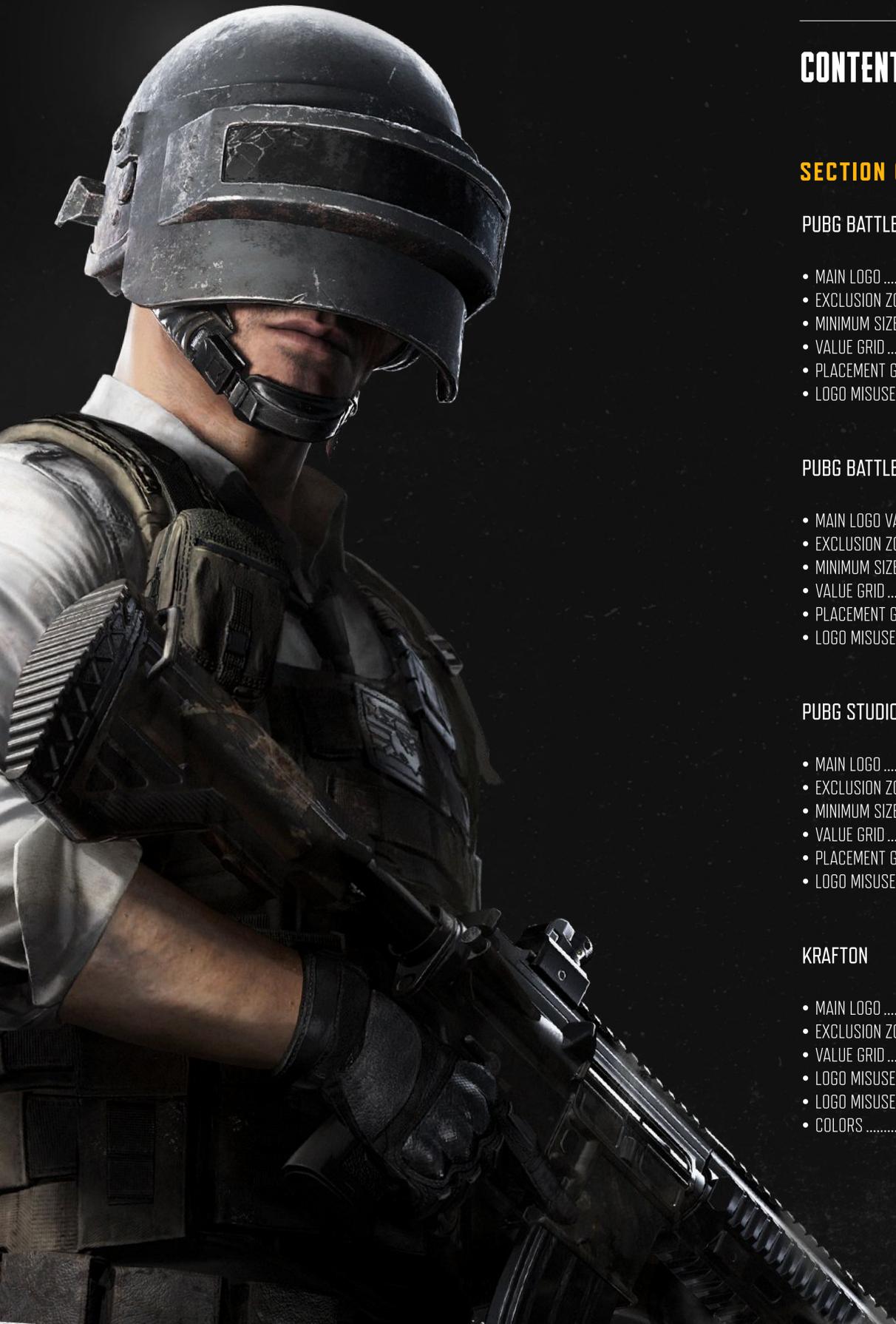
#### FONTS

• OFFICIAL FONT A .....	47
• FONT A RULES.....	48
• OFFICIAL FONT B .....	49
• FONT B RULES.....	50
• INTERNATIONAL FONTS .....	51

### SECTION 03: BRAND ELEMENTS

#### ELEMENTS IN USE

• KEY ART.....	53
• VIDEO GUIDELINES.....	54
• LEGAL GUIDELINES.....	57





# BRAND LOGOS

## PUBG BG LOGOTYPE

## MAIN LOGO

This page shows the main logo variations for BG. The primary logo shown in white, with alternate versions in both black and yellow.



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**BATTLEGROUNDS**

## ALTERNATE VERSIONS



**PUBG**<sup>®</sup>



**BATTLEGROUNDS**



**PUBG**<sup>®</sup>



**BATTLEGROUNDS**

## PUBG BG LOGOTYPE

## EXCLUSION ZONE

The PUBG BG logotype is used across a variety of applications and varying sizes, this page shows the best way to work out the needed clear space using the B of “Battlegrounds.”

As shown there is a preferred clear space using the letter height which should be maintained wherever possible. However in limited cases this can be reduced to a minimum of the width of the letter B.

Further examples and minimum sizes are shown within the pages of this guide.

## PREFERRED CLEAR SPACE

## MINIMUM CLEAR SPACE

PUBG®

BATTLEGROUND

## MINIMUM SIZE PRINT AND DIGITAL

This page shows the minimum sizes that the PUBG BG logotype should be used with for both print and digital\*.

This page also give the clear space value for both at their minimum sizes.

\*Graphics for illustration, not to scale.

## PRINT - MINIMUM SIZE GUIDE



**MINIMUM SIZE 1"/2.54CM (WIDTH)**  
**PREFERRED CLEAR SPACE 1/2"/1.27CM**  
**MINIMUM CLEAR SPACE 1/3"/8MM**

## DIGITAL - MINIMUM SIZE GUIDE



**HD**  
**MINIMUM SIZE 72PX (WIDTH)**  
**PREFERRED CLEAR SPACE 36PX**  
**MINIMUM CLEAR SPACE 24PX**

**4K**  
**MINIMUM SIZE 144PX (WIDTH)**  
**PREFERRED CLEAR SPACE 72PX**  
**MINIMUM CLEAR SPACE 58PX**

PUBG BG LOGOTYPE

This page shows how the three color versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.

ALTERNATE TINTS:

- White Logo
- Yellow Logo
- Black Logo

VALUE GRID

The value grid displays the logo on various background shades. The top row shows the logo on a black background with a white 'PUBG' box and white text. The second row shows the logo on a black background with a yellow 'PUBG' box and yellow text. The third row shows the logo on a grey background with a white 'PUBG' box and white text. The fourth row shows the logo on a white background with a black 'PUBG' box and black text. Below these are five columns representing contrast ratios: 90%, 80%, 70%, 60%, and 50% (top row); 40%, 30%, 20%, 10%, and 0% (bottom row). Each cell contains the logo and a pair of colored dots representing the contrast ratio.

90%	80%	70%	60%	50%
40%	30%	20%	10%	0%

## PUBG BG LOGOTYPE

This page shows examples of the PUBG BG logotype used in both central and alternate positioning.

These are shown at 16:9, 1:1 and 9:16 ratios, each maintaining proper clear space.

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.

## PLACEMENT GUIDELINES

## PUBG BATTLEGROUNDS GUIDELINES

## CENTRAL PLACEMENT



## ALTERNATE PLACEMENT



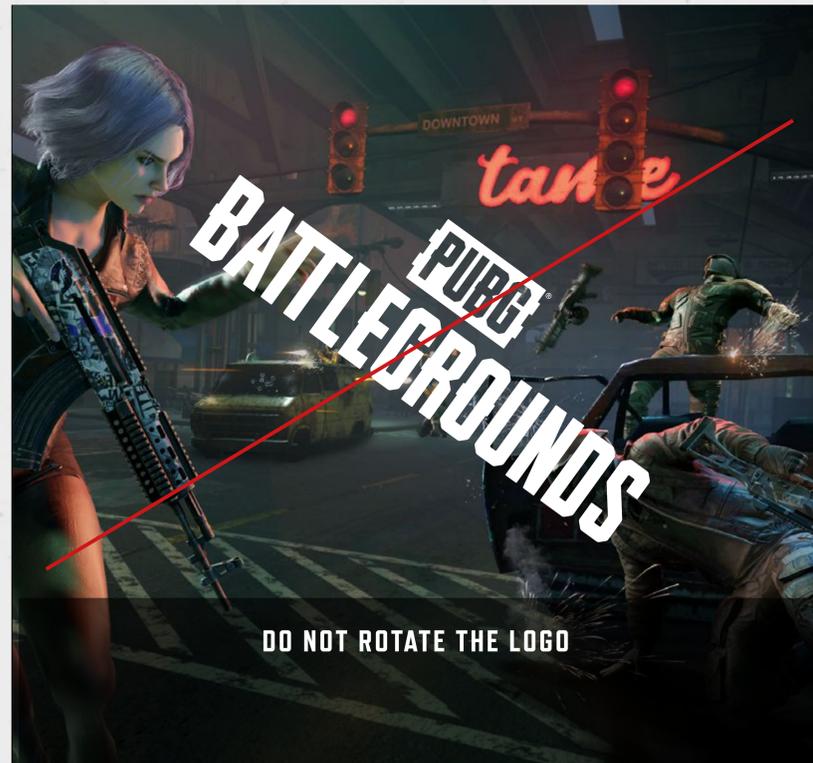
**PUBG BG LOGOTYPE**

**LOGO MISUSE**

This page shows a variety of incorrect treatments, effects and usages that should not be used with the PUBG BG logotype under any circumstances.



LOGOS MAY NOT BE USED WITH GRADIENTS



DO NOT ROTATE THE LOGO



LOGOS MAY NOT BE USED ON A COMPLEX BACKGROUND THAT DOES NOT EFFECTIVELY SHOW THE LOGO



DO NOT USE THE BATTERY ELEMENT ON ITS OWN



BATTLEGROUNDS LOGO CAN NOT BE SHOWN BY ITSELF



THE LOGO CANNOT BE USED WITH TRANSPARENCY

## PUBG BG LOGOMARK

## MAIN LOGO

This page shows the main logo variations for the PUBG BG logomark. The primary logo shown in white, with alternate versions in both black and yellow.



## ALTERNATE VERSIONS



## PUBG BG LOGOMARK

## EXCLUSION ZONE

The PUBG BG logomark is used across a variety of applications and varying sizes, this page shows the best way to work out the needed clear space using the width of the logomark.

Further examples and minimum sizes are shown within the pages of this guide.



## MINIMUM SIZE PRINT AND DIGITAL

## PRINT - MINIMUM SIZE GUIDE

This page shows the minimum sizes that the PUBG BG logomark should be used with for both print and digital\*.

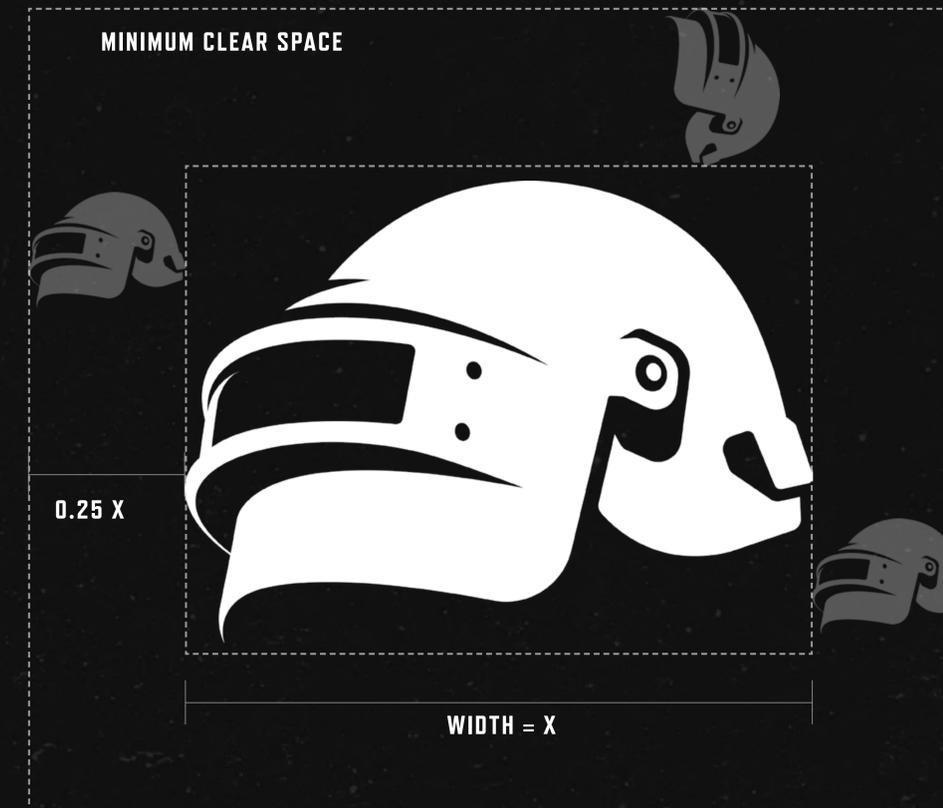
This page also give the clear space value for both at their minimum sizes.

\*Graphics for illustration, not to scale.



**MINIMUM SIZE 3/4"/1.9CM (WIDTH)**  
**MINIMUM CLEAR SPACE 1/4"/6.5MM**

## DIGITAL - MINIMUM SIZE GUIDE



**HD**  
**MINIMUM SIZE 60PX (WIDTH)**  
**MINIMUM CLEAR SPACE 15PX**

**4K**  
**MINIMUM SIZE 120PX (WIDTH)**  
**MINIMUM CLEAR SPACE 30PX**

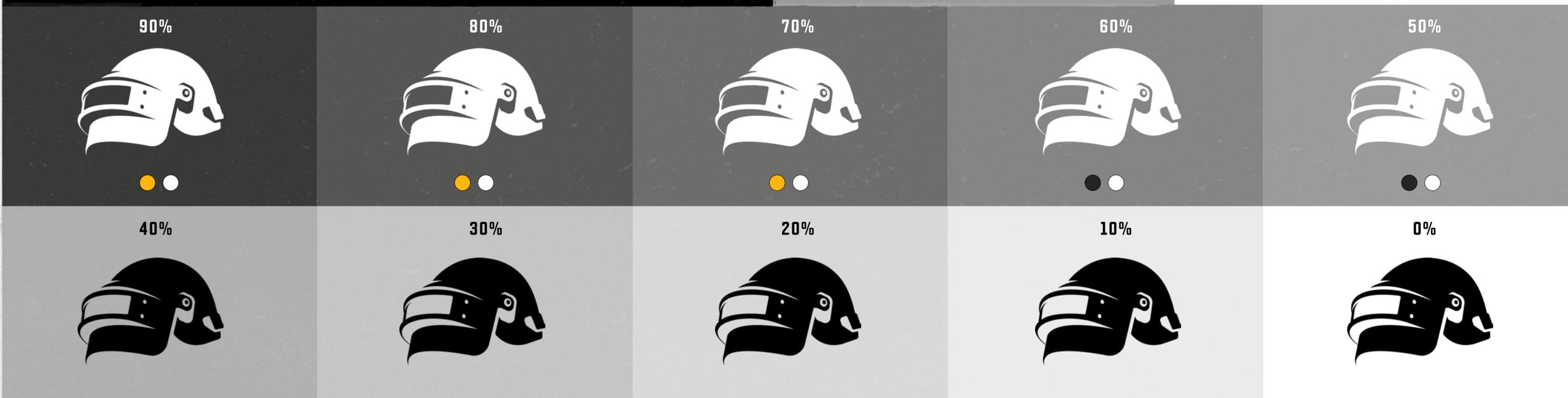
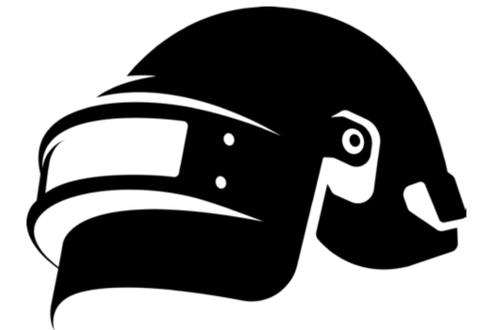
PUBG BG LOGOMARK

This page shows how the three color versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.

ALTERNATE TINTS:

- White Logo
- Yellow Logo
- Black Logo

VALUE GRID

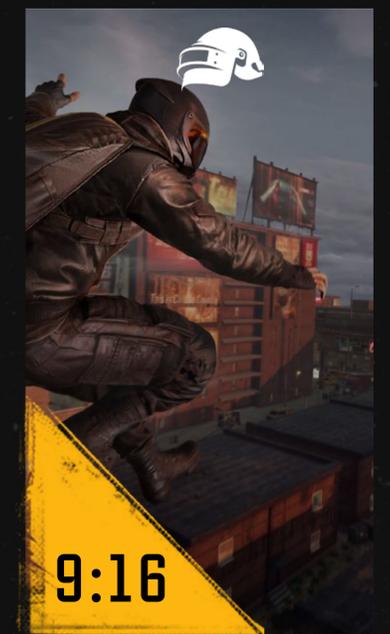


## PUBG BG LOGOMARK

This page shows placement guidelines for the PUBG BG logomark, the solid versions show the preferred placement for the logomark, while other usable placements are shown with transparency.

## PLACEMENT GUIDELINES

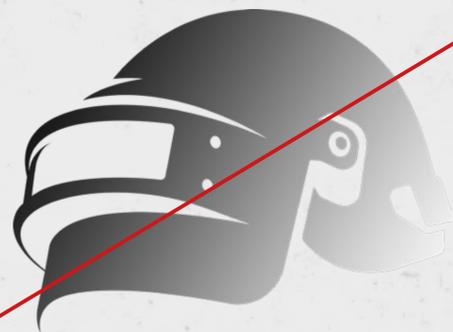
PUBG BATTLEGROUNDS GUIDELINES



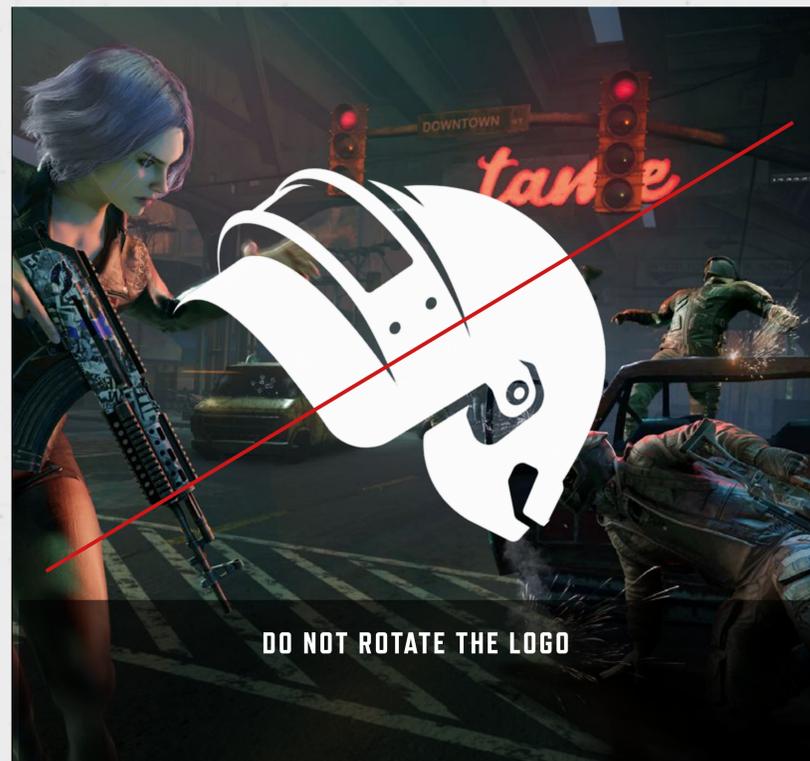
**PUBG BG LOGOMARK**

**LOGO MISUSE**

This page shows a variety of incorrect treatments, effects and usages that should not be used with the PUBG BG logomark under any circumstances.



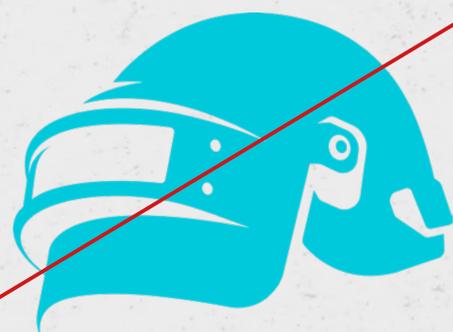
**LOGOS MAY NOT BE USED WITH GRADIENTS**



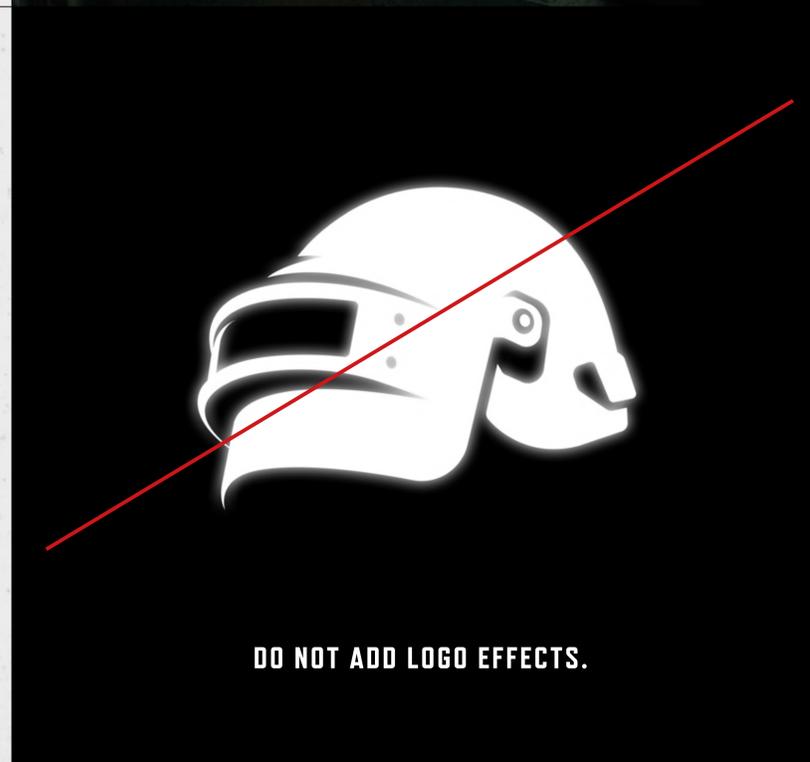
**DO NOT ROTATE THE LOGO**



**LOGOS MAY NOT BE USED ON A COMPLEX BACKGROUND THAT DOES NOT EFFECTIVELY SHOW THE LOGO**



**DO NOT RECOLOR THE LOGO**



**DO NOT ADD LOGO EFFECTS.**



**THE LOGO CANNOT BE USED WITH TRANSPARENCY**

MAIN LOGO

This page shows the main logo variations for PUBG STUDIOS, with versions in black, white and PUBG yellow.



## EXCLUSION ZONE

The PUBG STUDIOS logo is used across a variety of applications and varying sizes, this page shows the best way to work out the needed clear space using the U of “PUBG.”

As shown there is a preferred clear space using the letter height, which should be maintained wherever possible. However in limited cases this can be reduced to a minimum of the width of the letter U. Further examples and minimum sizes are shown within the pages of this guide.

## PREFERRED CLEAR

## MINIMUM CLEAR SPACE



PUBG  
STUDIOS

## MINIMUM SIZE PRINT AND DIGITAL

This page shows the minimum sizes that the PUBG STUDIOS logo should be used with for both print and digital\*.

This page also give the clear space value for both at their minimum sizes.

\*Graphics for illustration, not to scale.

## PRINT - MINIMUM SIZE GUIDE



**MINIMUM SIZE 1"/2.54CM (WIDTH)**  
**PREFERRED CLEAR SPACE 1/2"/1.27CM**  
**MINIMUM CLEAR SPACE 1/3"/8MM**

## DIGITAL - MINIMUM SIZE GUIDE



**HD**  
**MINIMUM SIZE 72PX (WIDTH)**  
**PREFERRED CLEAR SPACE 36PX**  
**MINIMUM CLEAR SPACE 24PX**

**4K**  
**MINIMUM SIZE 144PX (WIDTH)**  
**PREFERRED CLEAR SPACE 72PX**  
**MINIMUM CLEAR SPACE 58PX**

**PUBG STUDIOS**

This page shows how the three color versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.

ALTERNATE TINTS:

- White Logo
- Yellow Logo
- Black Logo

**VALUE GRID**



## PUBG STUDIOS

This page shows examples of the PUBG STUDIOS logotype used in both central and alternate positioning.

These are shown at 16:9, 1:1 and 9:16 ratios, each maintaining proper clear space.

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.

## PLACEMENT GUIDELINES

## PUBG BATTLEGROUNDS GUIDELINES

## CENTRAL PLACEMENT



## ALTERNATE PLACEMENT



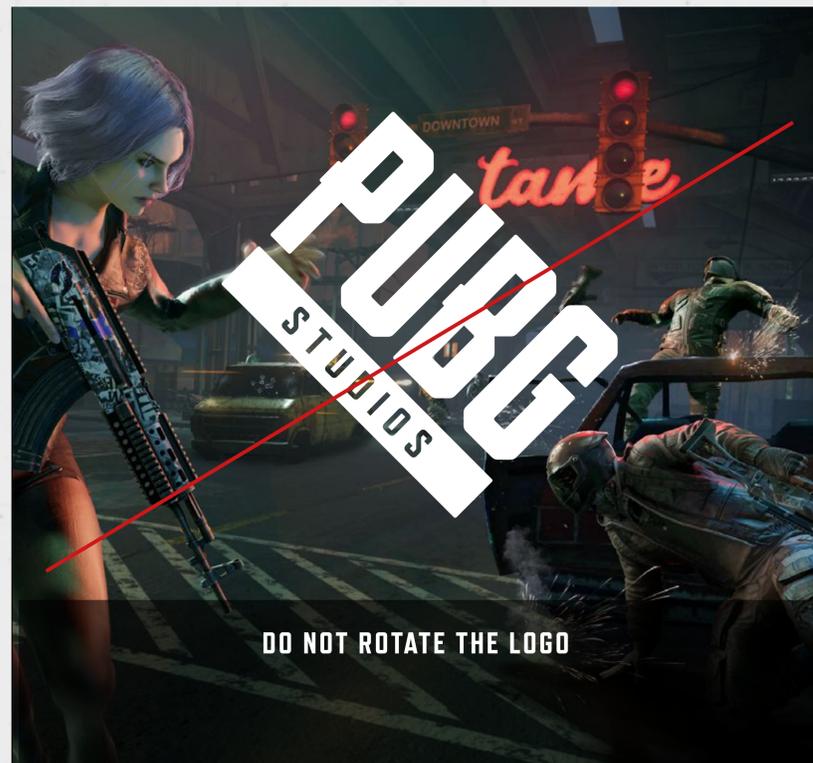
9:16

# LOGO MISUSE

This page shows a variety of incorrect treatments, effects and usages that should not be used with the PUBG Studios logo under any circumstances.



LOGOS MAY NOT BE USED WITH GRADIENTS



DO NOT ROTATE THE LOGO



LOGOS MAY NOT BE USED ON A COMPLEX BACKGROUND THAT DOES NOT EFFECTIVELY SHOW THE LOGO



DO NOT RECOLOR THE LOGO



DO NOT ADD LOGO EFFECTS.



THE LOGO CANNOT BE USED WITH TRANSPARENCY

**KRAFTON**

**MAIN LOGO**

This is KRAFTON's logo. The minimum size rules for the use are as follows.

**KRAFTON**

20PX/3MM | **KRAFTON**

**KRAFTON****EXCLUSION ZONE**

PUBG BATTLEGROUNDS GUIDELINES

The minimum space rules for KRAFTON logos are as follows. The following regulations are strictly adhered to and cannot be altered arbitrarily to ensure a consistent brand identity.

**MINIMUM CLEAR SPACE****KRAFTON**

**KRAFTON**

It is recommended to use a basic color for the background to represent the KRAFTON logo effectively. To maintain consistent brand identity, the colors described in this guide should be the preferred choices.

On a black background, we recommend using a white or gray logo.

On a white background, we recommend using a black or gray logo.

On a gray background, we recommend using a black or white logo.

We recommend using a black logo at 90-50% brightness, and white logo at 0-0% brightness.

**VALUE GRID**

**KRAFTON**

**KRAFTON**

**KRAFTON**

**KRAFTON**

**KRAFTON**

**KRAFTON**

90%

80%

70%

60%

50%

**KRAFTON**

**KRAFTON**

**KRAFTON**

**KRAFTON**

**KRAFTON**

40%

30%

20%

10%

0%

**KRAFTON**

**KRAFTON**

**KRAFTON**

**KRAFTON**

**KRAFTON**

**KRAFTON**

The color, shape, and proportionality of the logo representing KRAFTON cannot be altered and must follow the prescribed form. If you have any questions about the use or need to discuss the situation, please contact the relevant department.

KRAFTON logos are prohibited from the following uses.

**LOGO MISUSE****KRAFTON**

LOGOS MAY NOT BE USED IN ANY ALTERED FORM.

**KRAFTON**

LOGOS MAY NOT BE USED IN ANY ALTERED FORM.

**KRAFTON**

LOGOS MAY NOT BE USED IN ANY ALTERED FORM.

**KRAFTON**

LOGOS MAY NOT BE USED IN STROKES.

**KRAFTON**

LOGOS CANNOT USE COLORS THAT ARE NOT DESIGNATED BY THE BRAND.

**KRAFTON**

THE COLOR OF THE LOGO CANNOT BE PARTIALLY CHANGED.

**KRAFTON****LOGO MISUSE**

The color, shape, and proportionality of the logo representing KRAFTON cannot be altered and must follow the prescribed form. If you have any questions about the use or need to discuss the situation, please contact the relevant department.

KRAFTON logos are prohibited from the following uses.

**KRAFTON****LOGOS MAY NOT BE USED WITH GRADIENTS****KRAFTON****LOGOS MAY NOT BE USED ON A SIMILAR COLOR BACKGROUND THAT DOES NOT EFFECTIVELY SHOW THE LOGO****KRAFTON****LOGOS MAY NOT BE USED ON A COMPLEX BACKGROUND THAT DOES NOT EFFECTIVELY SHOW THE LOGO****KRAFTON****LOGOS MAY NOT BE USED WITH PATTERN FILLS.****KRAFTON****DO NOT ADD LOGO EFFECTS.****KRAFTON****THE LOGO CANNOT BE USED WITH TRANSPARENCY**

**KRAFTON**

KRAFTON'S main color is black, an achromatic color that can embrace all production studios and conveys the robust and serious image of KRAFTON.

## COLORS

PUBG BATTLEGROUNDS GUIDELINES

### BLACK

RGB 0 / 0 / 0  
CMYK 0 / 0 / 0 / 100

### GRAY

RGB 153 / 153 / 154  
CMYK 0 / 0 / 0 / 55  
HEX #949495

### LIGHT GRAY

RGB 239 / 239 / 239  
CMYK 0 / 0 / 0 / 55  
HEX #EFEFEF

### WHITE

RGB 255 / 255 / 255  
CMYK 0 / 0 / 0 / 0  
HEX #949495

# LOGO COMBINATIONS

## COMBINATION METHOD

This page shows the correct method for combining the KRAFTON and PUBG STUDIOS logos. As can be seen from the graphic to the right this is created using the height and width of the KRAFTON logo.



KRAFTON HEIGHT = X

KRAFTON

KRAFTON WIDTH = Y

**EXCLUSION ZONE**

This page shows the correct minimum exclusion zone for the KRAFTON X PUBG STUDIOS logo, this uses the same method of calculation as the logo construction, using the height of the KRAFTON logo. Further examples and minimum sizes are shown within the pages of this guide.



## MINIMUM SIZE PRINT AND DIGITAL

This page shows the minimum sizes that the KRAFTON X PUBG logotype should be used with for both print and digital\*.

This page also give the clear space value for both at their minimum sizes.

\*Graphics for illustration, not to scale.

## PRINT - MINIMUM SIZE GUIDE



MINIMUM SIZE 2.5"/6.35CM (WIDTH)  
MINIMUM CLEAR SPACE 5/6"/21MM

## DIGITAL - MINIMUM SIZE GUIDE



HD  
MINIMUM SIZE 180PX (WIDTH)  
MINIMUM CLEAR SPACE 64PX

4K  
MINIMUM SIZE 360PX (WIDTH)  
MINIMUM CLEAR SPACE 128PX

# VALUE GRID

## KRAFTON X PUBG STUDIO

This page shows how the versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.



90%



80%



70%



60%



50%



40%



30%



20%



10%



0%



**KRAFTON X PUBG STUDIO**

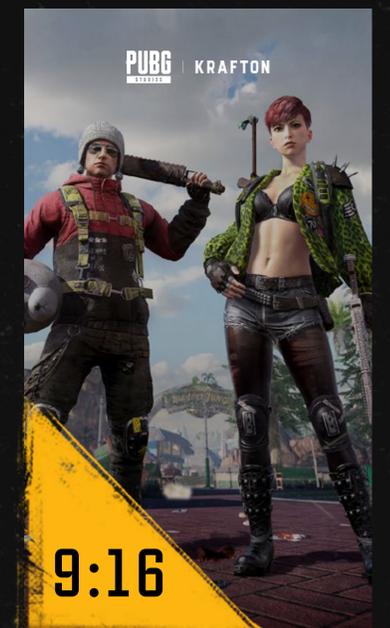
This page shows examples of the KRAFTON X PUBG STUDIOS logotype used in both central and alternate positioning.

These are shown at 16:9, 1:1 and 9:16 ratios, each maintaining proper clear space.

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.

**PLACEMENT GUIDELINES**

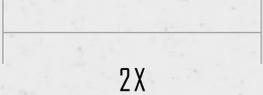
PUBG BATTLEGROUNDS GUIDELINES

**CENTRAL PLACEMENT****ALTERNATE PLACEMENT**

# COMBINATION METHOD

## KRAFTON X BG

This page shows the correct method for combining the KRAFTON and PUBG BG logos. As can be seen from the graphic to the right this is created using the height and width of the KRAFTON logo.



KRAFTON HEIGHT = X

# KRAFTON

KRAFTON WIDTH = Y

**EXCLUSION ZONE**

This page shows the correct minimum exclusion zone for the KRAFTON X PUBG BG logo, this uses the same method of calculation as the logo construction, using the height of the KRAFTON logo. Further examples and minimum sizes are shown within the pages of this guide.



## MINIMUM SIZE PRINT AND DIGITAL

This page shows the minimum sizes that the KRAFTON X PUBG BG logotype should be used with for both print and digital\*.

This page also give the clear space value for both at their minimum sizes.

\*Graphics for illustration, not to scale.

### PRINT - MINIMUM SIZE GUIDE



**MINIMUM SIZE 2.5"/6.35CM (WIDTH)**  
**MINIMUM CLEAR SPACE 5/6"/21MM**

### DIGITAL - MINIMUM SIZE GUIDE



**HD**  
**MINIMUM SIZE 180PX (WIDTH)**  
**MINIMUM CLEAR SPACE 64PX**

**4K**  
**MINIMUM SIZE 360PX (WIDTH)**  
**MINIMUM CLEAR SPACE 128PX**

KRAFTON X BG

VALUE GRID

PUBG BATTLEGROUNDS GUIDELINES

This page shows how the versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.

**PUBG**  
BATTLEGROUNDS | KRAFTON

**PUBG**  
BATTLEGROUNDS | KRAFTON

**PUBG**  
BATTLEGROUNDS | KRAFTON

**PUBG**  
BATTLEGROUNDS | KRAFTON

90%

**PUBG**  
BATTLEGROUNDS | KRAFTON

80%

**PUBG**  
BATTLEGROUNDS | KRAFTON

70%

**PUBG**  
BATTLEGROUNDS | KRAFTON

60%

**PUBG**  
BATTLEGROUNDS | KRAFTON

50%

**PUBG**  
BATTLEGROUNDS | KRAFTON

40%

**PUBG**  
BATTLEGROUNDS | KRAFTON

30%

**PUBG**  
BATTLEGROUNDS | KRAFTON

20%

**PUBG**  
BATTLEGROUNDS | KRAFTON

10%

**PUBG**  
BATTLEGROUNDS | KRAFTON

0%

**PUBG**  
BATTLEGROUNDS | KRAFTON

## KRAFTON X BG

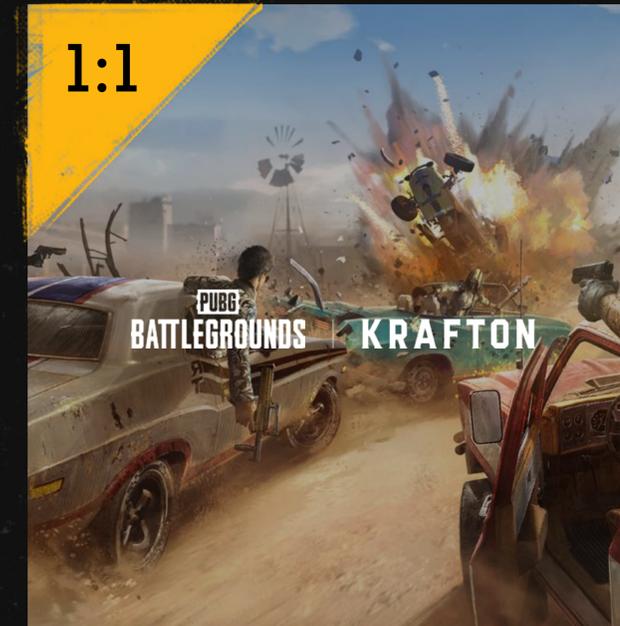
This page shows examples of the KRAFTON X PUBG BG logotype used in both central and alternate positioning.

These are shown at 16:9, 1:1 and 9:16 ratios, each maintaining proper clear space.

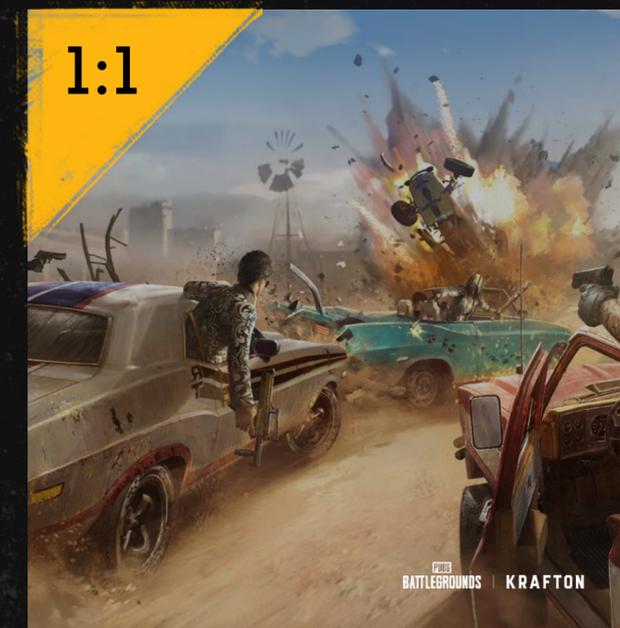
Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.

## PLACEMENT GUIDELINES

## CENTRAL PLACEMENT



## ALTERNATE PLACEMENT



# **PARTNERSHIPS**

SPONSORS

LOGO HIERARCHY

HORIZONTAL VERSION

This page shows horizontal and stacked examples of logo hierarchy when using multiple partners within the same piece, as can be seen on the graphics to the right the PUBG BG logo should always be dominant in this lock up.



STACKED VERSION



# PUBG BG X COMPANY

## PARTNERSHIPS

It is sometimes necessary to create custom logo lockups, for example when there are events with brand collaborations. As can be seen by the graphic on the right this uses the same styling as the PUBG:BG X PUBG logo lock up.



**PARTNERSHIPS**

This page shows a variety of incorrect treatments, effects and usages that should not be used with the partnership logotype under any circumstances.

**MISUSE**



DO NOT LET PARTNER LOGOS APPEAR VISUALLY LARGER THAN THE BG LOGO.



DO NOT RECOLOR PARTNER LOGOS.



LOGOS MAY NOT BE USED ON A COMPLEX BACKGROUND THAT DOES NOT EFFECTIVELY SHOW THE LOGO



THE LOGO CANNOT BE USED WITH TRANSPARENCY

## PARTNERSHIPS

This page shows examples of the PUBG X Company logotype used in both central and corner positioning.

These are shown at 16:9, 1:1 and 9:16 ratios, each maintaining proper clear space.

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.

## PLACEMENT GUIDELINES

## CENTRAL PLACEMENT



## ALTERNATE PLACEMENT



**PARTNERSHIPS**

There may be some cases or formats where the PUBG BG and partner lock up may not be usable, in this case it is best to split the logos into the bottom corners as can be seen in the graphic on the right.

**PLACEMENT GUIDELINES**

**ADDITIONAL PLACEMENT**





# BRAND ELEMENTS

## BRAND COLOR

## COLORS

WINNER  
 WINNER  
 CHICKEN  
 DINNER

## PRIMARY - BG YELLOW

RGB 255 / 182 / 15  
 CMYK 0 / 32 / 100 / 0  
 HEX #ffb60e  
 PMS 1235C

## SECONDARY - BG BLACK

RGB 17 / 17 / 17  
 CMYK 73 / 63 / 58 / 88  
 HEX #111111  
 PMS BLACK 6C

## SECONDARY - BG DARK GREY

RGB 50 / 50 / 50  
 CMYK 64 / 55 / 51 / 69  
 HEX #323132  
 PMS 412C

## SECONDARY - BG OFF WHITE

RGB 243 / 243 / 243  
 CMYK 6 / 4 / 4 / 0  
 HEX #f3f3f3  
 PMS 663C

## FONTS

## OFFICIAL FONT A

**PUBG BATTLEGROUNDS: REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**PUBG BATTLEGROUNDS: TEXTURED**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

PUBG BATTLEGROUNDS GUIDELINES

This page shows official font A for the PUBG brand. There are two weights for the official BG font. Main usecase is "Regular". The textured version is an alternative weight if needed.

**BG REGULAR**

**BG TEXTURED**

## FONT A RULES

This page shows the baseline rules for official font A of the PUBG brand. Deviation from these parameters must be approved by the PUBG design team.

## TRACKING GUIDELINES

MINIMUM: -5

MAXIMUM: 25 (BODY COPY)

75 (HEADLINES)

## LEADING GUIDELINES

100 - 120% OF COPY PT SIZE

WINNER WINN  
CHICKEN DINNER

## FONTS

## OFFICIAL FONT B

REFRIGERATOR DELUXE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REFRIGERATOR DELUXE EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PUBG BATTLEGROUNDS GUIDELINES

This page shows official font B for the PUBG brand Refrigerator Deluxe. This is used in both regular and bold weights as a secondary font, or in instances where official font A cannot be used.

You must have a active Adobe CC License to use this font.

REFRIGERATOR  
REFRIGERATOR

## FONT B RULES

This page shows the baseline rules for official font B of the PUBG brand. Deviation from these parameters must be approved by the PUBG design team.

## TRACKING GUIDELINES

MINIMUM: -5

MAXIMUM: 25 (BODY COPY)

75 (HEADLINES)

**WINNER WINNER****LEADING GUIDELINES**  
100 - 120% OF COPY PT SIZE**CHICKEN DINN**

## INTERNATIONAL FONTS

# LAND LOOT SURVIVE

This page references and classifies which fonts to use for international and regional coms needs.

**HEADLINE**

PUBG BATTLEGROUNDS REGULAR // REFRIGERATOR DELUXE BOLD

**BODY**

REFRIGERATOR DELUXE REGULAR

**SUPPORTED LANGUAGES**

Polish, Portuguese (Europe), Portuguese (Brazil), Russian, Spanish (Europe), Spanish (Mexico), Italian, Turkish, French, German, Indonesian, Vietnamese

**RUSSIAN****HEADLINE // BODY**

REFRIGERATOR DELUXE BOLD, REFRIGERATOR DELUXE REGULAR

**ARABIC****HEADLINE // BODY**

CAIRO BOLD, CAIRO REGULAR

**CHINESE**

Simplified

**HEADLINE // BODY**

NOTO SANS CJK SC BOLD, NOTO SANS CJK SC REGULAR

**CHINESE**

Traditional

**HEADLINE // BODY**

NOTO SANS CJK TC BOLD, NOTO SANS CJK TC REGULAR

**JAPANESE****HEADLINE // BODY**

NOTO SANS CJK JP BOLD, NOTO SANS CJK JP REGULAR

**KOREAN****HEADLINE // BODY**

NOTO SANS CJK KR BOLD, NOTO SANS CJK KR REGULAR

**THAI****HEADLINE // BODY**

NOTO SANS THAI CONDENSED BOLD  
NOTO SANS THAI CONDENSED REGULAR

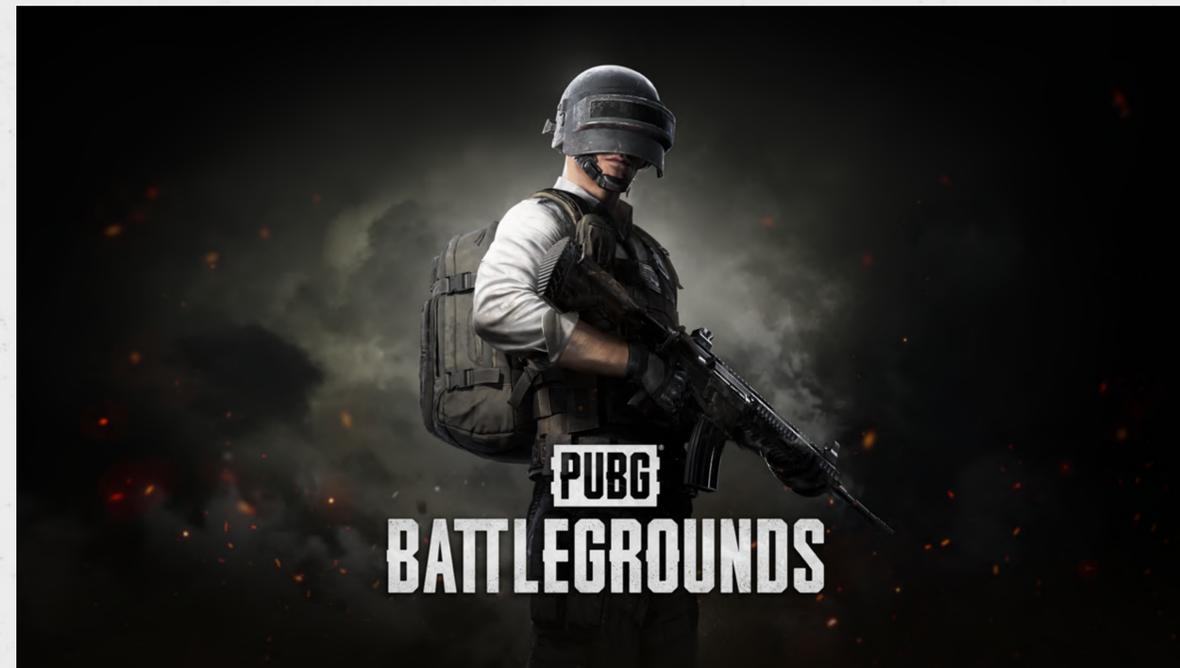
**ELEMENTS IN USE**

## ELEMENTS IN USE

## KEY ART

This page shows examples of how the logo is used on key art, please note that the primary logo color should be used wherever possible, however the logo with the highest contrast ratio should be used in.

As can be seen from the graphic, the logo should be used in a central position wherever possible so that the image can be cropped to portrait without obscuring the logo.



## ELEMENTS IN USE

The opening slate should appear for any video content that exceeds 30 seconds. For video content that is less than 30 seconds, use a still-image version of the opening slate (See right for example).

- Display Rating System icon for 2-4 seconds (Check with Brand Manager on proper usage)
- If the Rating icon is displayed then immediately following, fade into the PUBG Corporate logo for 2.5 - 4 seconds.
- Due to the wide array of content we produce, It is at the discretion of the creator of the video when to include this slate. It is still required to have the Opening Slate near the beginning of the video content.

## PUBG BG LOGO RECOMMENDED SIZE:

- 1080p resolution = 960px wide
- 4k resolution = 1920px wide

## VIDEO GUIDELINES

## OPENING SLATE (VIDEO)



## OPENING SLATE (STILL)



## ELEMENTS IN USE

The opening slate should appear for any video content that exceeds 30 seconds. For video content that is less than 30 seconds, use a still-image version of the opening slate (See right for example).

- Display Rating System icon for 2-4 seconds (Check with Brand Manager on proper usage)
- If the Rating icon is displayed then immediately following, fade into the PUBG Corporate logo for 2.5 - 4 seconds.
- Due to the wide array of content we produce, It is at the discretion of the creator of the video when to include this slate. It is still required to have the Opening Slate near the beginning of the video content.

## PUBG STUDIOS LOGO RECOMMENDED SIZE:

- 1080p resolution = 414px wide
- 4k resolution = 830px wide

## VIDEO GUIDELINES

## OPENING SLATE (VIDEO)



## OPENING SLATE (STILL)



## ELEMENTS IN USE

The opening slate should appear for any video content that exceeds 30 seconds. For video content that is less than 30 seconds, use a still-image version of the opening slate (See right for example).

- Display Rating System icon for 2-4 seconds (Check with Brand Manager on proper usage)
- If the Rating icon is displayed then immediately following, fade into the PUBG Corporate logo for 2.5 - 4 seconds.
- Due to the wide array of content we produce, It is at the discretion of the creator of the video when to include this slate. It is still required to have the Opening Slate near the beginning of the video content.

PUBG STUDIOS X KRAFTON LOGO RECOMMENDED SIZE:

- 1080p resolution = 960px wide
- 4k resolution = 1920px wide

## VIDEO GUIDELINES

PUBG BATTLEGROUNDS GUIDELINES

## OPENING SLATE (VIDEO)



## OPENING SLATE (STILL)



## LEGAL GUIDELINES

The legal copy should appear on all first or third party PUBG marketing materials, localized by region. This includes packaging, promotional items, and any place where the associated brand marks or intellectual property are present. If any other franchise from the PUBG universe is mentioned, the legal line will need to be amended to reflect that.

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KRAFTON, Inc.

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or

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Use the correct spelling and format of the trademarks and logos.

Use the trademarks as the original format except for adjusting the overall size.

Use the appropriate trademark symbol ® in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.

Use the trademarks and logos in the correct contexts.

### DO NOT:

Use the trademarks and logos as verb or noun.

Use the trademarks and logos in a plural or possessive or hyphenated form.

Use the trademarks and logos combined with any other mark, hyphenated, abbreviated or displayed in parts.

Use the trademarks and logos in false or misleading advertising.

Mimic any PUBG branding in non-PUBG materials.

Use a PUBG Mark in the domain name of your website's URL without permission.

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