

BATTLEFIELD 3

JICE™



TOOLKIT
04.20.11

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KEY ART



BATTLEFIELD 3

DICE



KEY ART

PRIMARY KEY ART



100% – BF3_KeyArt_RGB.psd
25% – BF3_KeyArt_QuarterSize_RGB.psd

100% – BF3_KeyArt_CMYK.psd
25% – BF3_KeyArt_QuarterSize_CMYK.psd

Primary Key Art

The Primary Art should be used to the greatest extent possible.



KEY ART

PRIMARY KEY ART – EXTENSIONS



HORIZONTAL PRIMARY KEY ART 1

BF3_Prmary_KA_Extsn_Hrzntl_01_CMYK.psd
BF3_Prmary_KA_Extsn_Hrzntl_01_RGB.psd



HORIZONTAL PRIMARY KEY ART 2
The main soldier should always be placed on the same visible ground plane as the other elements.

BF3_Prmary_KA_Extsn_Hrzntl_02_CMYK.psd
BF3_Prmary_KA_Extsn_Hrzntl_02_RGB.psd



HORIZONTAL PRIMARY KEY ART 3
When the ground plane is not visible, the main soldier should always appear alone in the image and light-streaks are removed.

BF3_Prmary_KA_Extsn_Hrzntl_03_CMYK.psd
BF3_Prmary_KA_Extsn_Hrzntl_03_RGB.psd

Horizontal Key Art

The Battlefield logo should always be centered when placed in front of the main soldier.

KEY ART

PRIMARY KEY ART – EXTENSIONS



CLOSE CROP

Main focus should be the face of the main soldier and the signature element.

BF3_Prmary_KA_Extsn_Vrtcl_CloseCrop_CMYK.psd
BF3_Prmary_KA_Extsn_Vrtcl_CloseCrop_RGB.psd



SQUARE PRIMARY KEY ART

BF3_Prmary_KA_Extsn_Square_CMYK.psd
BF3_Prmary_KA_Extsn_Square_RGB.psd



VERTICAL PRIMARY KEY ART

When narrowly cropped on the main soldier, light-streaks are removed and no other soldiers or vehicles appear in the image.

BF3_Prmary_KA_Extsn_Vrtcl_CMYK.psd
BF3_Prmary_KA_Extsn_Vrtcl_RGB.psd

Horizontal Key Art

The Battlefield logo should always be centered when placed in front of the main soldier.



KEY ART

PRIMARY KEY ART – LOGO PLACEMENT



PRIMARY LOGO PLACEMENT & SCALING – FOR REFERENCE ONLY

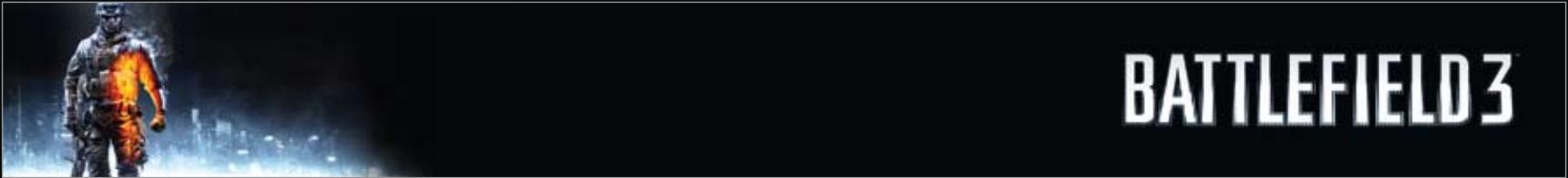
The logo should always be centered on the main soldier. The top of the logo should always be aligned with the top of the colored light element on the main soldier. Scale can vary, but should always extend outside the main soldier.

KEY ART

PRIMARY KEY ART – LOGO PLACEMENT



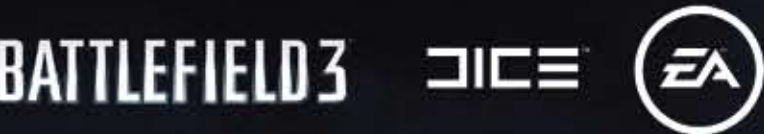
BF3_Prmary_KA_Extsn_Hrzntl_04_CMYK.psd
BF3_Prmary_KA_Extsn_Hrzntl_04_RGB.psd



BF3_Prmary_KA_Extsn_Hrzntl_05_CMYK.psd
BF3_Prmary_KA_Extsn_Hrzntl_05_RGB.psd

ALTERNATE LOGO PLACEMENT

In cases where logo can't be placed in center and/or on the main character, it should not be placed in front of any other elements.



KEY ART

LOGO APPLICATION & TREATMENT

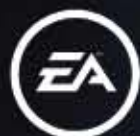


CREATING GLOW EFFECT ON LOGO WHEN PLACED ON KEY ART – FOR REFERENCE ONLY

Create a duplicate of the logo and make it solid black. Set the blending mode to "soft light" at 100% opacity.

Place the original logo on top. Set the blending mode to "Screen" at 100% opacity.

BATTLEFIELD 3



PACK FRONTS



BATTLEFIELD 3

DICE



PACK FRONTS

STANDARD EDITION – 3D SHOTS

XBOX 360



BF3x360PFTleft.psd

BF3x360PFTfront.psd

BF3x360PFTright.psd

PLAYSTATION 3



BF3ps3PFTleft_PSM.psd

BF3ps3PFTfront_PSM.psd

BF3ps3PFTright_PSM.psd

PC



BF3pcPFT_SGL_left.psd

BF3pcPFT_SGL_front.psd

BF3pcPFT_SGL_right.psd

LOGOS

BATTLEFIELD 3

DICE



LOGOS

PRIMARY LOGO

BATTLEFIELD 3™

BF3_logoPRIMARYcmk.psd

Primary Logo

The primary logo, vertical logo, should be used to the greatest extent possible.



LOGOS

PRIMARY LOGO VARIATIONS



PRIMARY LOGO
Should be used to greatest extent possible.

BF3_logoPRIMARYcmyk.psd
BF3_logoPRIMARYrgb.psd



VECTOR PRIMARY LOGO
Should be used only for monochromatic images
and documents.

BF3_logoPRIMARYpms.eps



PRIMARY LOGO - Bright background
Should be used to greatest extent possible.

BF3_logoPRIMARY-WHTcmyk.psd
BF3_logoPRIMARY-WHTrgb.psd



VECTOR PRIMARY LOGO - Bright background
Should be used only for monochromatic images
and documents.

BF3_logoPRIMARY-WHTpms.eps

LOGOS

ALTERNATE LOGO

BATTLEFIELD 3™

BF3_logoALTERNATEcmyk.psd

Alternate Logo

The alternate logo, horizontal logo, should only be used when a subtitle is required or in case the aspect ratio of an image, such as banners, footers and headers, makes primary logo illegible. Usage of the alternate logo should at all times be considered a last resort.



LOGOS

ALTERNATE LOGO VARIATIONS



ALTERNATE LOGO
Should be used only when usage of the primary logo is illegible.

BF3_logoALTERNATEcmyk.psd
BF3_logoALTERNATErgb.psd



VECTOR ALTERNATE LOGO
Should be used only for monochromatic documents when usage of the primary logo is illegible.

BF3_logoALTERNATEpms.eps



ALTERNATE LOGO - Bright background
Should be used only when usage of the primary logo is illegible.

BF3_logoALTERNATE-WHTcmyk.psd
BF3_logoALTERNATE-WHTrgb.psd



VECTOR ALTERNATE LOGO - Bright background
Should be used only for monochromatic documents when usage of the primary logo is illegible.

BF3_logoALTERNATE-WHTpms.eps

LOGOS

STUDIO & SIGNATURE LOGOS



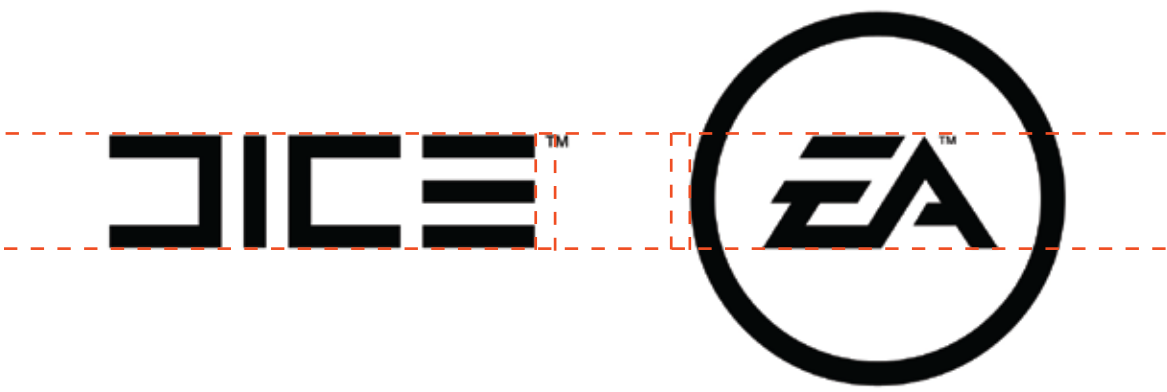
STUDIO & SIGNATURE LOGOS
Should to greatest extent possible be white.
No color, treatments or textures should be applied.

BF3_logoDICEcmk.psd
BF3_logoSIGNATUREcmk.psd



STUDIO & SIGNATURE LOGOS – Bright background
Use only when white versions can't be used.

BF3_logoDICE-WHTcmk.psd
BF3_logoSIGNATURE-WHTcmk.psd



STUDIO & SIGNATURE LOGOS RELATIONS – **FOR REFERENCE ONLY**
Cap height of "DICE" typography should always be the same height as "EA" typography. When appearing close together, the space between should hold an invisible extra "DICE" typography square character plus kerning.

DIGITAL MARKETPLACE



BATTLEFIELD 3

DICE



DIGITAL MARKETPLACE

XBOX 360



MARKETPLACE BACKGROUND

BF3_360Marketplace_Background_Image.jpg



DISC IN TRAY

BF3_360Marketplace_Disc_In_Tray.jpg



GAME TILE

BF3_360Marketplace_GameTile.png



OFFER GRAPHIC

BF3_360Marketplace_OfferGraphic.png



MARKETPLACE BOX

BF3_360Marketplace_KeyArt.jpg

DIGITAL MARKETPLACE

PLAYSTATION NETWORK



TITLE US
BF3_PlaystationNetwork_US_TitleThumb.png



MARQUEE
BF3_PlaystationNetwork_Marquee.jpg

BUSINESS TOOLS

BATTLEFIELD 3

DICE



BUSINESS TOOLS

POWERPOINT



OPENING SLIDE

BF3_PPT_Opening.psd



TITLE & SECTION SLIDE

BF3_PPT_TitleSection.psd



TABLE OF CONTENTS SLIDE

BF3_PPT_TableOfContents.psd



CONTENT SLIDE

BF3_PPT_Content.psd

BUSINESS TOOLS

DESKTOP WALLPAPERS



16:9 CLEAN

BF3_Wallpaper_16x9_Clean.jpg



16:9 LOGO

BF3_Wallpaper_16x9_Logo.jpg



16:10 CLEAN

BF3_Wallpaper_16x10_Clean.jpg



16:10 LOGO

BF3_Wallpaper_16x10_Logo.jpg



4:3 CLEAN

BF3_Wallpaper_4x3_Clean.jpg



4:3 LOGO

BF3_Wallpaper_4x3_Logo.jpg

TYPOGRAPHY



BATTLEFIELD 3

DICE



THE MOST PHYSICAL BATTLEFIELD EVER.

HEADLINE COPY

Purista Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBHEAD COPY

Purista Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ACCENT BODY COPY

Purista Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY is the only mixed case

Purista Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Suggested fonts for marketing purposes. Font purchase and legal approval is the responsibility of the user.

Typography

Body copy is the only mixed case font allowed.

PALETTE



BATTLEFIELD 3

DICE



PALETTE

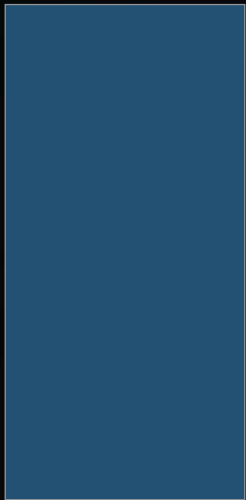
COLORS USED FOR BATTLEFIELD 3™



R 148
G 171
B 195

C 43
M 25
Y 13
K 0

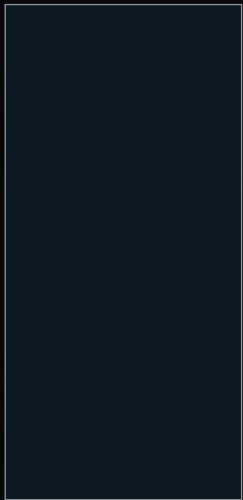
PMS 535 C



R 37
G 80
B 114

C 92
M 67
Y 34
K 17

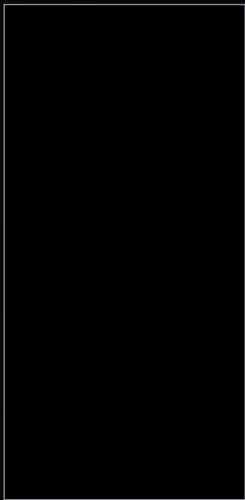
PMS 302 C



R 6
G 22
B 33

C 86
M 73
Y 58
K 74

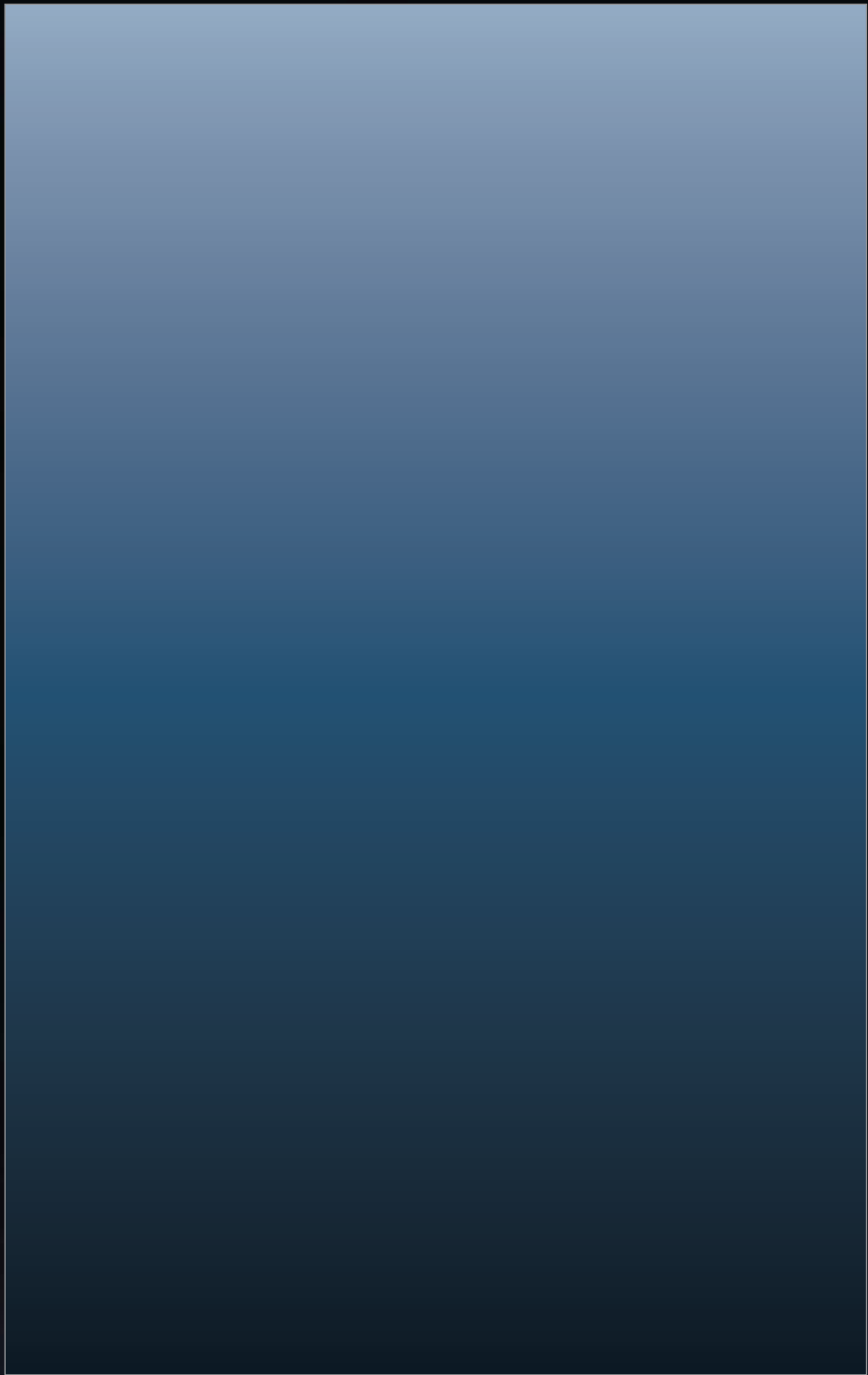
PMS 7547 C



R 0
G 0
B 0

C 0
M 0
Y 0
K 100

PMS PROCESS BLACK C



C 43
M 25
Y 13
K 0

R 148
G 171
B 195

PMS 535 C

C 92
M 67
Y 34
K 17

R 37
G 80
B 114

PMS 302 C

C 86
M 73
Y 58
K 74

R 6
G 22
B 33

PMS 7547 C

ACCENT COLOR



R 247
G 134
B 19

C 0
M 58
Y 100
K 0

PMS 158 C

ADDITIONAL ASSETS



BATTLEFIELD 3

DICE



ADDITIONAL ASSETS

BACKGROUNDS



KEY ART BACKGROUND

BF3_Background_KeyArt.psd



ABSTRACT BACKGROUND

BF3_Background_Abstract.psd