

EA SPORTS™ 2001 BRAND STYLE GUIDE

February 21, 2000

OVERVIEW

1

To all EA SPORTS brand contributors and creative partners

EA SPORTS today is the single strongest software brand in our industry. As you might expect, we want to grow and strengthen the brand with the launch of PlayStation 2 and EA.com while maintaining our leadership position across all platforms.

No other brand has the depth and breadth of EA SPORTS. This is a powerful advantage in a growing and competitive entertainment marketplace. It is important that we leverage this strength with consistent brand communications.

This style guide is the result of the combined and united efforts of our Publishing and Studio teams. Adoption of this style guide can strengthen our brand by establishing a common 'line look' in all media, improved ease of use and playability of products, and the integration of a consistent brand message in products, marketing and advertising.

Both of us have reviewed and approved the development of this brand style guide at key milestones. We ask that brand contributors around the world follow this 'guide' to achieve a unified brand expression.

Sincerely,

John Riccitiello, President and COO

Don Mattrick, President Worldwide Studios

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Product
- Something produced to function and exist in reality.

Product Qualities
- Have a dramatic influence on brand qualities.

Brand Qualities
- The thoughts, feelings, associations and expectations created by a brand identity.

Franchise
- Product line within a brand that has annual product releases (e.g. Madden)

Brand
- Has meaning beyond functionality and exists in the mind.
- Allows us to differentiate and distinguish.

Brand Identity
- The aspiration of the brand.
- The planned perception.
- Defined by the company.
- *Expression*

Brand Image
- The brand experience.
- The actual perception.
- Defined by the consumer.
- *Impression*

Brand Aesthetics
- Sensory markers that represent the brand
- The total experience of what we see, hear, taste, smell and feel.

Note: Hundreds of people around the world contribute to EA SPORTS™ brand aesthetics.

Creative Platform
- An umbrella concept for motivating and unifying the visual expression of a brand identity.
- It is not a singular design but a theme that can be extended into all forms of creative and media.
- It is flexible and leaves room for creative interpretation.
- The creative platform serves the vision, mission, and position of the brand.
- It is not a tag line or a promotional campaign concept.
- The creative platform can grow and evolve with the products and services it supports.

A Guide

It should be noted that although this document includes standards for logos, graphics and user interface, it is also meant as a guide to all creative partners. This is a 'style guide' not a 'rule book'. No rule can apply to all applications. Care has been taken to review and verify the information contained in this document with the appropriate contributors. However franchise titles may change and new or revised logos may be required. All of the example applications contained are provided for reference or are work in progress from teams. It is intended for all creative partners to adopt this style guide and use their creative expertise to achieve the highest quality brand expressions for all applications.

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Last year the EA SPORTS 2000 Brand Style Guide set a precedent for sharing brand identity elements globally. As a result we improved the consistency of our brand expression and captured billions of brand impressions in our products.

Of course the EA SPORTS brand is more than logos, graphics or an advertising campaign. Our brand identity is who we are as an organization. It represents what we value and what we think. Our identity is expressed in many ways, which include our facilities, products, packaging, online sites, advertising, and events.

Our brand image is a public reflection of our identity. The more we think of ourselves as a unified brand, the more our 'image' will reflect this. A unified brand and a consistent message will allow us to create greater consumer awareness, which has the potential to translate into greater market share for our products.

To that end, numerous people from studios and publishing groups worldwide collaborated to determine standards, guidelines, and develop the strategic brand identity elements included in this style guide. The process was initiated by a task force in September and resulted in guidelines published in December. This enabled early planing for integration of a brand 'line look' among products, packaging, advertising and online.

EA task force team members

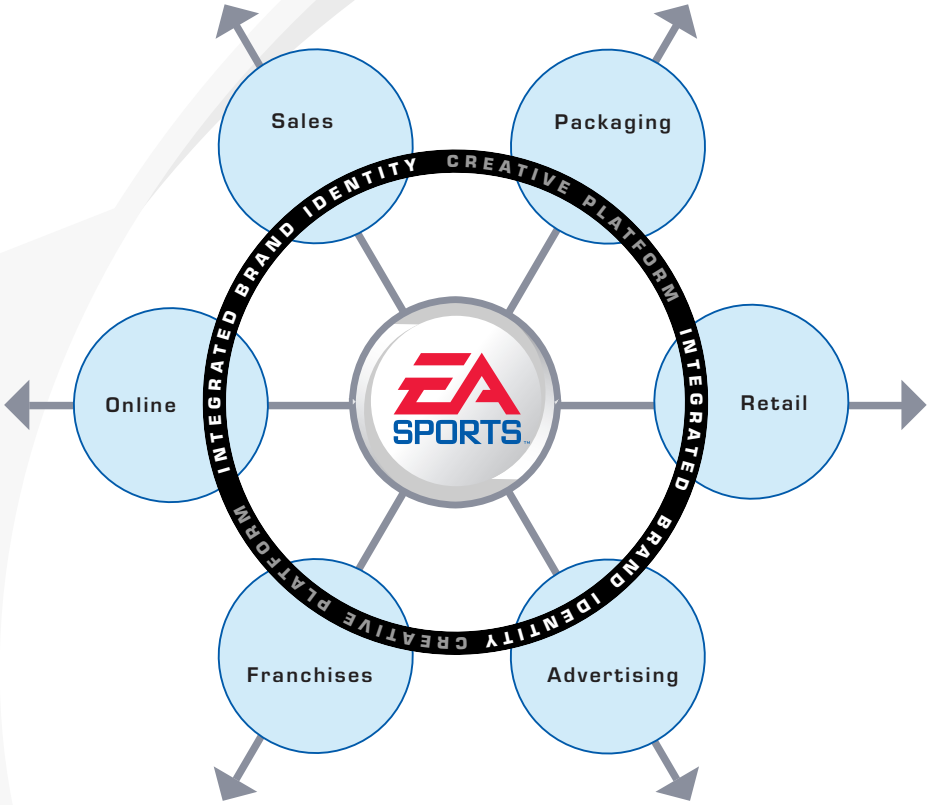
Marc Aubanel	EAC Studio Representative
Mark Blecher	EA SPORTS.com
Corey Higgins	EAHQ Design Director Creative Services
Brent Iverson	EAHQ PS2 Technical Director
Scott Orr	EARS Studio Representative
Rod Swanson	EAHQ Project Director
John Turk	TIBURON Studio Representative
Don Transeth	EA SPORTS Marketing
Matt Webster	EAUK Studio Representative
Michael Wilde	OWN+P Creative Director

FIFA and Madden participated as 'lead franchises' in the design process.

Pittard Sullivan (Design Company)

EA team members evaluated multiple design companies with the following consideration in mind: EA SPORTS competes for consumer's time and money in a larger world of entertainment choices than interactive games. Pittard Sullivan's expertise in designing brand identities for entertainment companies throughout the world, and their working experience in new and traditional mass media were the main reasons EA selected Pittard Sullivan.

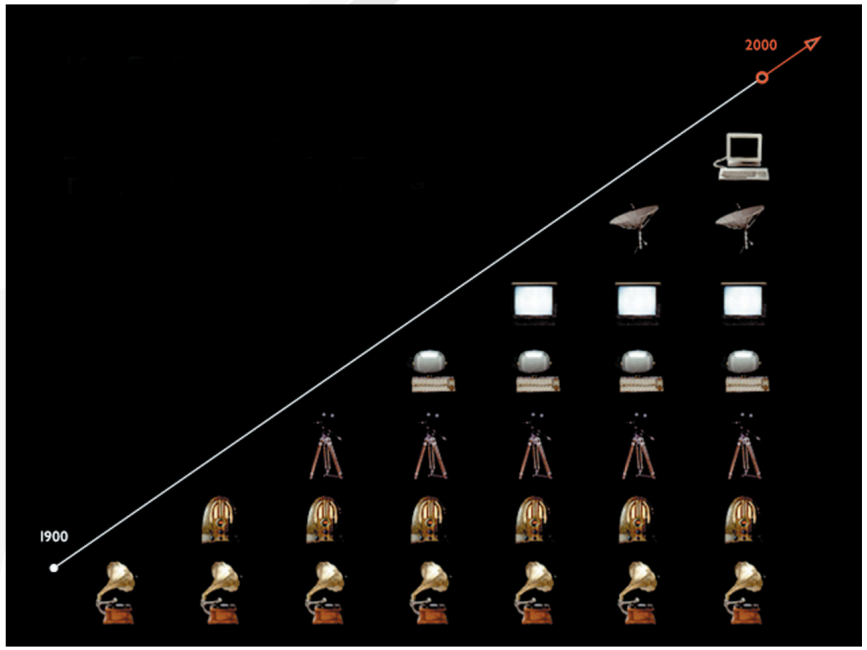
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To develop a comprehensive design for the integration of EA SPORTS brand aesthetics forming a foundation for in-game expressions, marketing, communications, and advertising. Develop a style guide that establishes standards, guidelines and creative direction for strategic brand identity elements to be used by all brand contributors worldwide.

- Unify brand message (marketing & communication)
- Unify brand style and theme across products (line look).
- Establish standards for primary menu functionality.
- Establish standards for game controls.
- Establish guidelines and creative direction that guide in-house production of:
    - In-game Components
    - Packaging
    - Product and Promotional and Print Collateral
    - Marketing Videos
    - Online Elements
    - Advertising Print and TV Signatures

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Technologies like the phonograph, radio, film, and television have transformed our culture in this century. For decades television (the fifth estate) has dominated the 'language' of communication. TV networks have built strong brand recognition not by advertising but by consistently weaving hundreds of brand identity elements throughout their distribution of programming. Like a television network, EA SPORTS has millions of users; not just viewers. We have millions of users who experience an interactive brand billions of times.

Research shows that for each EA SPORTS unit sold, 2.5 customers play the game 50 times. With 10 million units sold and 125 impressions per unit, our products gain 1.25 billion impressions with only one brand impression per play. If we create 50 brand impressions per play, by weaving hundreds of brand identity elements into our products, the customer impressions gained become astronomical (62 billion).

Advertising can reach millions of customers with a brand message. EA SPORTS products provide billions of opportunities for building customer relationships, loyalty and retention. Integrating these two powerful expressions with strategic brand identity elements has been the guiding philosophy of the design process.

Brand Design Content 'the Game'

TV is yesterday's technology. Today computer technologies are transforming the 'language' of communication to be interactive. As interactive entertainment matures with growing numbers of users, better graphic qualities and online potentials EA SPORTS is perfectly positioned for what the future holds. We can simply be who we are; the leading brand in interactive entertainment.

We no longer need to borrow our identity from TV. This is expressed in marketing's 'In the Game' positioning for EA SPORTS. It should also be reflected in the imagery used. Early PlayStation 2 game art is featured throughout this style guide. The 'game' is the recommended imagery to be featured in menu screens, front-end videos, and even TV advertising.

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CD-ROM

This book and CD-ROM contain 2D & 3D electronic files of all the elements required to adopt the standards found within the EA SPORTS 2001 Style Guide.

FTP

An internal ftp site has been established for transferring files to provide better security. No one outside EA can access this site. Users can read, write and rename files but not delete. In the Franchise folder is a folder for each franchise. Individual EAS franchises can post their front-end screens as they develop them to enable others to see how the 2001 line-look is being adopted by other franchises. This ftp site can also be used for teams to share art assets.

NOTE: If you have any questions or problems using FTP contact Jesse Abney ext: 7170

For either Netscape or Internet Explorer you can browse the FTP using this link, ftp://eas2001@studio-fs.ea.com/ a password screen will appear, enter **nodelete**.

We recommend the use of an FTP client. For some this may be simpler way of accessing this area. They are included in a folder named 'FTP Clients' on the site. **FTPX** and **CuteFTP** are two of the more popular, (simpler) ones. Either of which can be found and kept up to date at their respective web sites. http://www.ftpx.com . Version 1.00.10 and http://www.cuteftp.com Version 3.5.

Enter this information in the appropriate spaces.

Address **studio-fs.ea.com**
Login **eas2001**
Password **nodelete**

Video

All CG elements for video applications have been modeled and rendered using SoftImage software. These will be delivered to studios as 3D data files and pre-rendered video animations on digital videotape on March 10, 2000.

Online

EA.com group will create all online elements.

Who to contact

Questions about overall style guide and applications
Rod Swanson, EAHQ

Questions about print and packaging applications
Corey Higgins, EAHQ

Questions about accessing and downloading from ftp site
Jesse Abney, EAHQ

Questions about CG models and video animation
Bob Rossman, EAHQ

Pittard Sullivan (Design Company)
Todd Arnson, PSLA
Tel 310.845.1000
Fax 310.845.1001

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Circular Energy

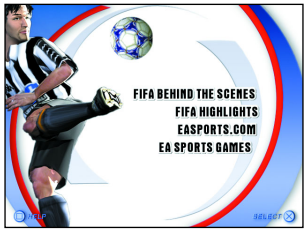
- Circular Energy is the creative platform. Circular Energy is a perpetual experience that is dynamic and energized.
- The EA SPORTS brand is the center of the Circular Energy and is introduced in the brand logo medallion.
- This energy can draw attention inward and outward to unite various elements.
- Circular Energy takes the EA SPORTS brand into the game.
- It provides a canvas with graphic design elements for expressing the brand message.
- It provides a unified 'line look' (graphic design) for products and packaging.
- Circular Energy creates a transforming 3D object uniting the franchise logos to the brand logo.
- Circular Energy provides the motivation for camera movement for front-end three-dimensional navigation.
- It creates opportunity for many interpretations and expressions by brand contributors worldwide.
- It allows for continued growth and development in the game and all related marketing and communications.

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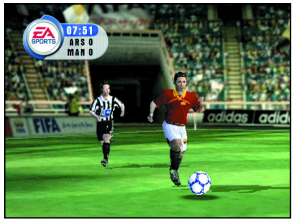




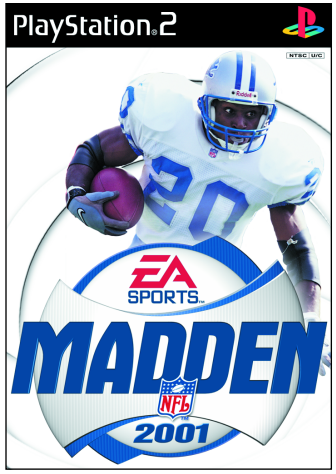




















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BRAND LOGO

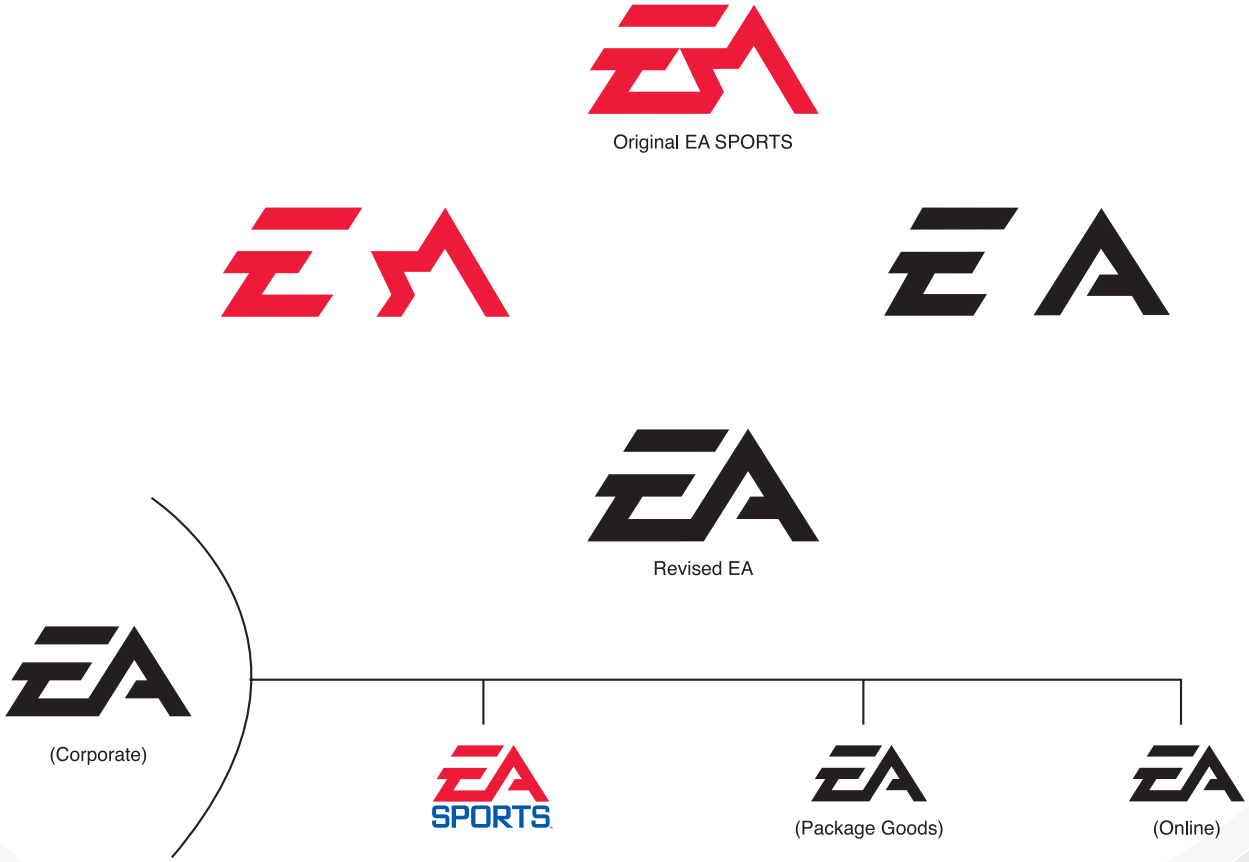


The 'EA' in the EA SPORTS logo has been modified for several reasons.

- Improve readability of the brand name
- Retain clear brand recognition among core customers
- Leverage strength of the mark into branding other EA products and services

The only change in the logo itself is the shape of the 'EA'. The word 'SPORTS', the historic colors, and the proportions have remained the same.

The new logo should be used in all applications going forward. It is not required to change existing uses of the previous logo for example, in existing products or packaging. The intent is to launch the new logo at E3 and use it for all 2001 products and marketing applications.

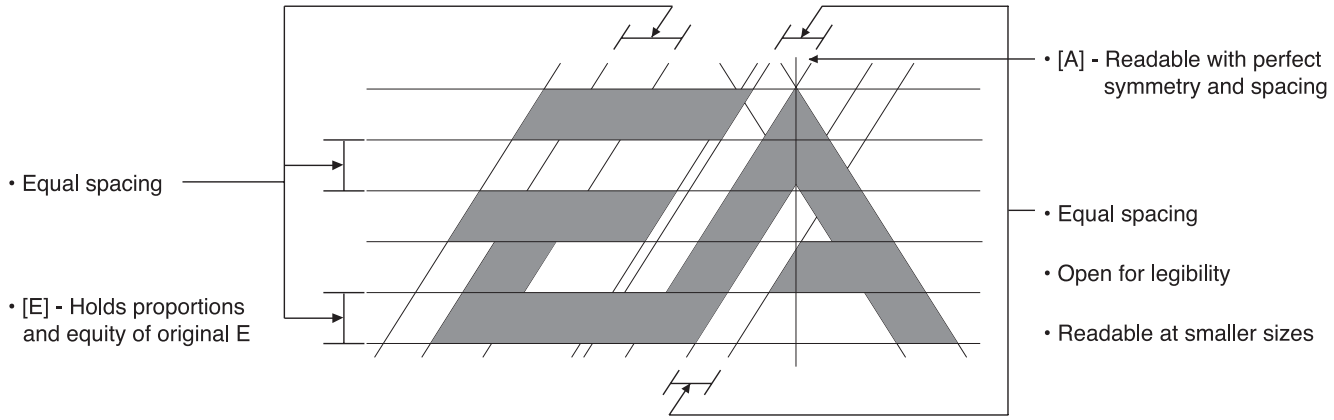


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Revised EA



Revised EA



20% Bug



10% Bug



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Note: Logo renderings found below do not represent final designs.

There are parallel brand design efforts underway for branding entertainment products and online services with the modified 'EA'. The design process being used is similar to that used for EA SPORTS. A task force is guiding the strategy and development of brand aesthetics (strategic brand identity elements). Pittard Sullivan is participating as the design partner. It is our intention to publish a style guide for these new brands by the end of April. It is our intention to launch the new brands at E3.

EA type is consistent across all brands Modifier			
Target Consumer	14-24 Male	14-29 Male	18-34 Male/Female
Association	ESPN TV-Sports Simulation	HBO Monumental entertainment	AOL / VH1 Playful and accessable
Creative Platform	Circular Energy	TBD	TBD
Tag Line	It's in the game	TBD	The place to play

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A medallion has been created for the brand logo. It is based on the 'emblem brand logo' found in last years style guide. The purpose is to imbue the brand logo with circular energy. The still frame for print and legal title screens in games maintains the sense of motion and energy most apparent in the animation of the logo.

The EA SPORTS Medallion is the recommended expression of the brand logo for all applications.

Utilize the medallion as a 3D object in games. This allows for the brand logo to be more than a logotype. It allows for the dynamic and energizing character of EA SPORTS to be part of the logo. Think of it as the competitive gene captured by EA SPORTS. Examples are given in later sections, which demonstrate the medallion's transforming qualities and character.









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TOP VIEW

BRAND MEDALLION IS IN "LOCKED" POSITION
FRANCHISE LOCKUP IS IN "HIDDEN" POSITION

FRONT VIEW



ELEMENTS



GAME RENDERED MEDALLION NOTES

- IN THE HI-RES 3D RENDERED VERSION OF THE MEDALLION ENERGY RINGS ARE CUT INTO THE EDGES OF THE MEDALLION. THIS PROCESS CREATES A MODEL THAT IS TOO COMPLEX FOR IN GAME USE.

WHEN USED AS GAME RENDERED ELEMENT, THE MEDALLION NEED NOT BE CUT. A TEXTURE-MAP OF THE ENERGY RING SHOULD BE APPLIED.

LOGO ANIMATION NOTES

- TRADEMARK SYMBOL NEED NOT BE ATTACHED TO LOGO DURING ANIMATION.* WHEN LOGO COMES TO REST TM SHOULD BE DISSOLVED UP IN PLACE.

* AN EXCEPTION OCCURS WHEN LOGO IS IN CYCLICAL ROTATION THEN TM MUST BE IN PLACE.

- JUST AS YOU WOULD ANIMATE LETTERS SEPARATELY INTO FRAME, THE TM SHOULD DISSOLVE UP.

- ENERGY RINGS ON THE FACE OF THE MEDALLION SIGNIFY BREAK POINTS ON THE LOGO. THE BREAK POINTS ARE THE ANGULAR EDGES AT THE WIDEST POINT OF THE ENERGY RINGS. THESE BREAK POINTS ALLOW THE LOGO TO OPEN & TRANSFORM INTO THE FRANCHISE TITLE ON THE OPPOSITE SIDE. THE MEDALLION FACE BREAKS AND SLIDES AS IT ROTATES AROUND TO THE FRANCHISE SIDE. WHERE IT CREATES A "COUNTER-CLOCK-WISE ENERGY RING".

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Logos, Legal Copy, and Instructions

The EA SPORTS™ logo and name are to be used exactly as indicated on the hard copy logo sheet and the electronic file provided by EA Headquarters' Graphic Services Dept.

• other logo



For all EA SPORTS™' products this logo must be used in its entirety and no portion of the logo may be dropped or altered.



Using the 'EA' portion of the logo by itself, defines an association with the corporation, not with EA SPORTS™.

EA SPORTS™

EA SPORTS™

EASPORTS™

The NAME, when used in place of the logo is presented in all capital letters with a space between EA and SPORTS.

When the logo appears, the LEGAL notice reads:
"EA SPORTS™ and the EA SPORTS™ logo are trademarks of Electronic Arts™."

When the brand logo is used as a splash screen in products, the following notice must appear on the same screen:
EA SPORTS™ is an Electronic Arts™ brand.

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The LOGO exists in two formats: “stacked” and “long”.

The stacked logo is the preferred version.

The long version is to be used only in areas where the space prohibits the usage of the stacked version. It is only a default, not a choice. In both cases, a ™ should be placed in the lower right corner of the last S in SPORTS.





This version of the EA SPORTS™ logo refers customers to our web site. The leading and kerning of the address in relation to the brand logo must be used as is.

The inclusion of “ELECTRONIC ARTS” under either version of the logo is optional. It is not used in North America but is optional in other territories.

This type should print in black when the logo is printed in color, or it should print in the same solid as the rest of the logo if the logo is printed 1/color.

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"IT'S IN THE GAME"™ is the brand tag line. Use the file provided; do not typeset differently without prior approval. The tag line should always appear in black. The legal copy for the tag line reads: "It's in the game" is a trademark of Electronic Arts™.



"IF IT'S IN THE GAME, IT'S IN THE GAME"™ is also an approved brand tag line. Usage with the logo is optional. Use the file provided; do not typeset differently without prior approval. The tag line should always appear in black.



The legal copy for this tag line reads:
"If it's in the game, it's in the game" is a trademark of Electronic Arts™.



The logo COLORS to be used are:
PMS 186 Red (for the stylized EA portion of the logo)
PMS 287 Blue (for the SPORTS portion of the logo).
The 4/color process equivalents that work best are:
80% Yellow + 100% Magenta for the Red.
70% Magenta + 100% Cyan for the Blue.

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If a project is limited to 1 or 2 colors, the entire logo should be in White or Black. If those colors are not available, the entire logo can be used as a solid color of what is available.

Pastel colors can never be used, especially pinks.

DO NOT use any other colors and/or any other color break, unless it is specifically approved by the EA SPORTS™ VP of Marketing.

EA SPORTS™ Logo Reproduction Line Art

The EA SPORTS ™ name and logo are trademarks of Electronic Arts™.

The EA SPORTS™ logo must be reproduced in the two colors specified in this document, or in one color only. There are no exceptions. TM symbols must appear on all applications of this logo. Follow these guidelines for correct placement.

The EA SPORTS™ brand represents quality, and this must be reflected in every usage. While budgets should always be adhered to and not wasted on excess, it is important to keep the value of the brand in mind at all times.

Most notably, in clothing and accessories, try to use higher quality materials and constuction. The overall feel and the reproduction of the logo will have a higher perceived value. The EA SPORTS™ logo should never appear on low quality material.

Any questions or concerns about the use of the EA SPORTS™ logo should be addressed to Nancy Fong, Vice President of Marketing Services at EA Headquarters.

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EA SPORTS™ Color Specs

PMS Colors



EA SPORTS BLUE
PANTONE 287

EA SPORTS RED
PANTONE 186

CMYK Colors

	C	M	Y	K
Red:	20	100	80	0
Blue:	100	69	0	11

Process Colors

Red: 80% Yellow + 100% Magenta
Blue: 70% Magenta + 100% Cyan

On-Air (Video) Colors

	R	G	B
Red:	204	0	51
Blue:	0	51	102
Background:	242	242	242

Web Safe Colors

Red HTML: CC0033
Blue HTML: 003366

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Applications

The logo should be printed on a white background. In cases where the background is already white, use the logo as specified above.

Exceptions can be made if a color is very light and no more than a 10% value. (A)

If the background is anything other than white or a very light tint, the logo must be placed in a white field. See examples for placement within the white window. (B)

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For clothing, accessories, or other non-standard printed material, the guidelines for the logo are the same

Pastel colored materials are never to be used for EA SPORTS™ products.

Since the logo colors do not show up on medium to dark backgrounds, it is necessary to either print a white field (B) behind the Red and Blue logo; OR, reverse the entire logo to white if the background is dark. (C)

If the background tone ranges from a 10% value to a mid tone, the logo may appear more readable in all black. Do not add any key lines or highlights to the logo other than those approved and published in this Style Guide. (D)

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Logo Size

The EA SPORTS™ logo should not be used smaller than 8mm wide when the stacked logo is used and no smaller than 17mm for the long logo. When using it small, make sure the artwork is reduced from a larger size or used directly from the digital file to ensure the integrity of the logo.

EA SPORTS™ International Logo

The EA SPORTS™ logo may be used in conjunction with any of the Electronic Arts™ territories that have marketing and/or distribution offices. These applications are intended for internal use only. If an item is designated for retail sale or distribution externally, the "territory" logo use must be approved by the EA SPORTS™ VP of Marketing.

The determination of the actual name (e.g. city, state, province or country) is up to the discretion of the originating territory. Examples include:
EA SPORTS™ - California or
EA SPORTS™ - U.S.A.
EA SPORTS™ - Vancouver or
EA SPORTS™ - Canada
EA SPORTS™ - Madrid or
EA SPORTS™ - Spain

TYPE SPECS: BankGothic Md Bt, justified under the EA SPORTS™ logo.

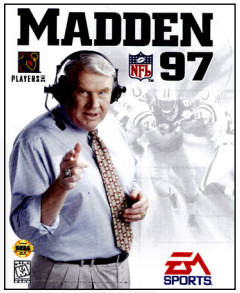
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EA SPORTS™ 2001
FRANCHISE LOGOS

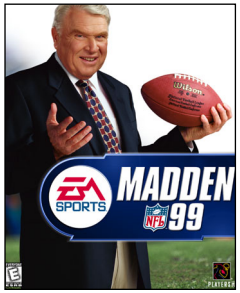
3

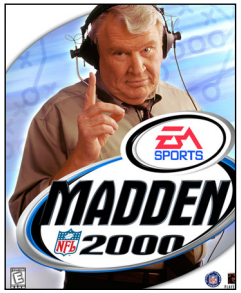
The Logo Lockup System

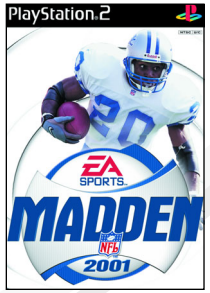
- Franchise logo becomes more than just a graphic
- It can transform into many uses within the game
- Franchise logos can transform into brand logo
- Transforms into other franchise logos
- Transforms into functional in-game graphic (menu titles, clock, scoreboard, etc.)
- Components become graphic design elements of the line-look (front-end and packaging)
- Components become transitional elements for all associated videos
- Use as main element on packaging
- Use as main element on product title screen
- Use as a tag on videos
- Use for advertising (TV and print)





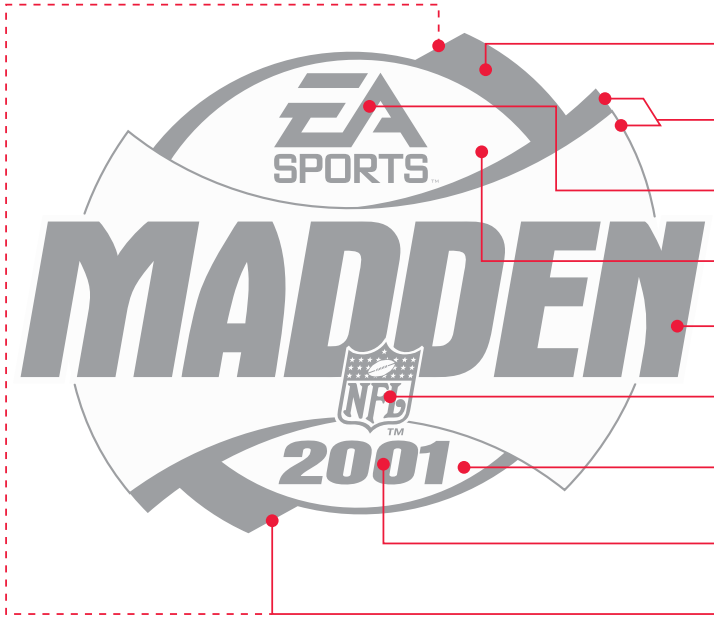






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KEY



CIRCULAR ENERGY RING

WINGS (2)

EA BRAND LOGO

BRAND LOGO AREA

FRANCHISE TITLE

LEAGUE LOGO

DATE AREA

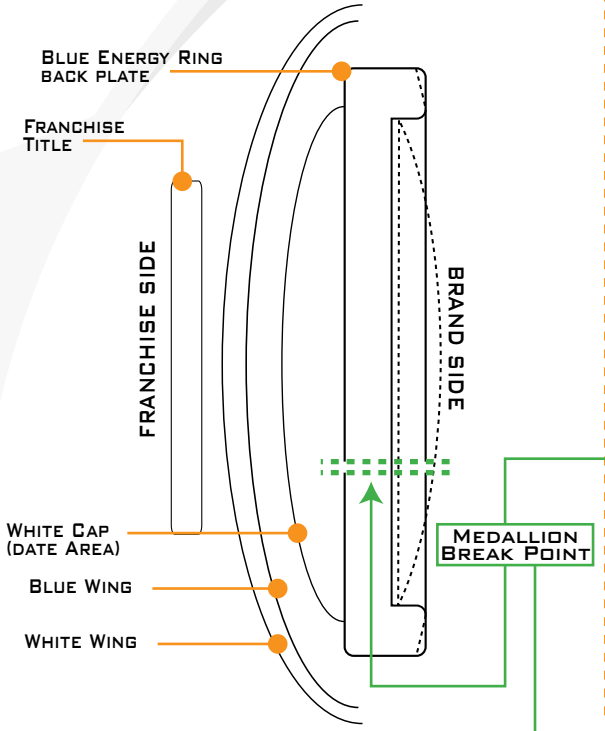
DATE

CIRCULAR ENERGY EDGES

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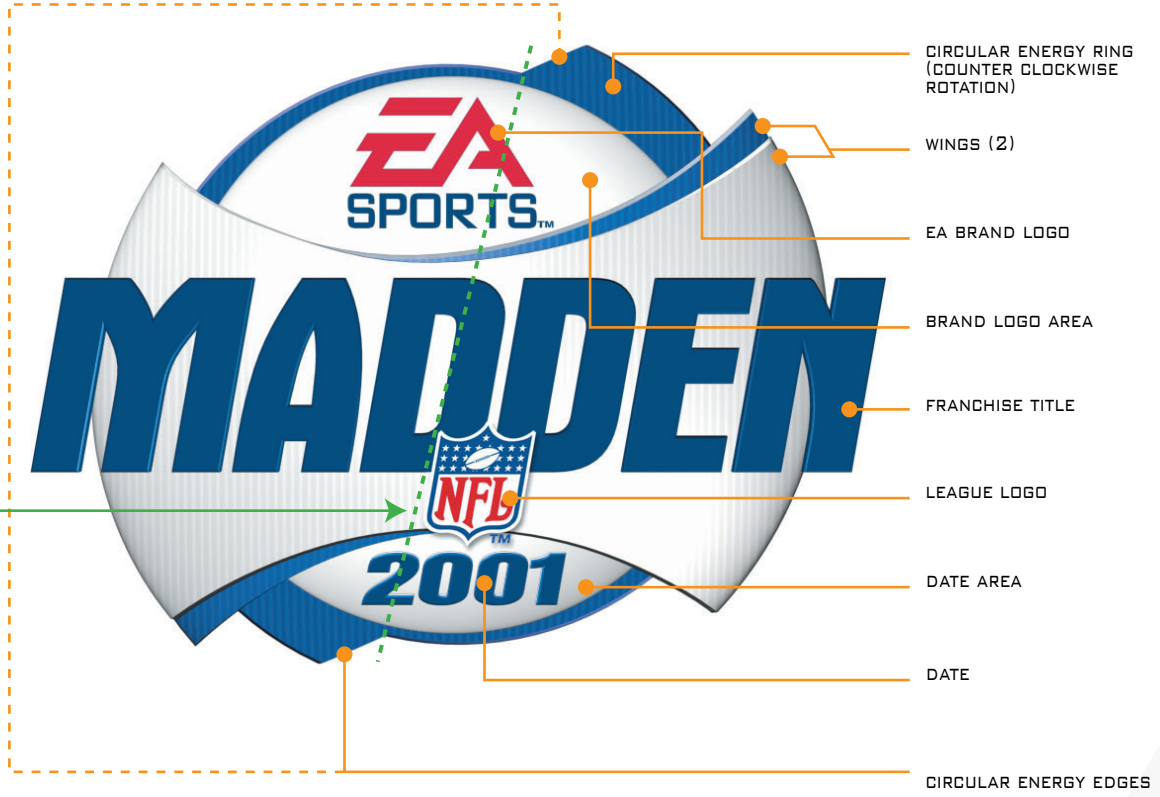
TOP VIEW

FRANCHISE LOCK-UP IS IN "LOCKED" POSITION
BRAND MEDALLION IS IN "HIDDEN" POSITION

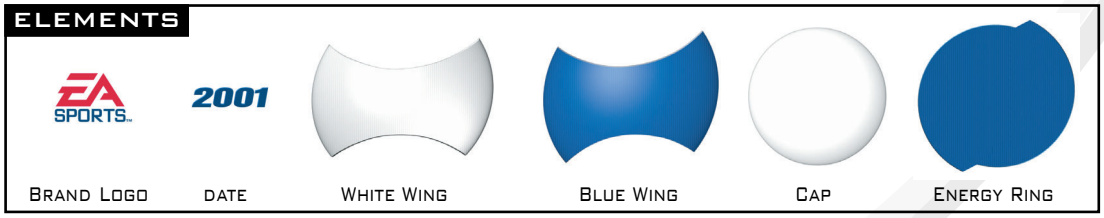


(THE ENERGY RING ELEMENT ON THE FRANCHISE SIDE OF THE FUNCTIONAL LOGO IS COMPRISED OF THE TWO HALVES OF THE MEDALLION RING.)

FRONT VIEW



ELEMENTS



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NOTE: Franchise logos appear in alphabetical order.



1



2



3



4



5



6



7



8



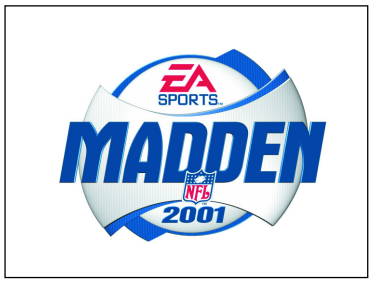
9



10



11



12



13



14



15

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NOTE: Franchise logos appear in alphabetical order.



16



17



18



19



20



21



22



23



24



25

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NOTE: Franchise logos appear in alphabetical order.



1



2



3



4



5



6



7



8



9



10



11



12



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NOTE: Franchise logos appear in alphabetical order.



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Font

OPTI Aurora Grotesk Nine

Font Skew

10°

Design Specifics

No legal trademarks, no league logos

Color Specifications

	C	M	Y	K
Red:	20	100	80	0
Blue:	100	69	0	11

Process Colors

Red: 80% Yellow + 100% Magenta

Blue: 70% Magenta + 100% Cyan

	R	G	B
Red:	204	0	51
Blue:	0	51	102

Web Safe Colors

Red HTML: CC0033

Blue HTML: 003366

PMS Colors

EA SPORTS BLUE PANTONE 287

EA SPORTS RED PANTONE 186



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Font

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Font Skew

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Design Specifics

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Color Specifications

	C	M	Y	K
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EA SPORTS RED PANTONE 186

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Font

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Font Skew

10°

Design Specifics

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Font

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Font Skew

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Design Specifics

Need correct info

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Font

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Font Skew

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Design Specifics

Trademark: superscript™ after Kings™

Color Specifications

	C	M	Y	K
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Font

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Font Skew

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Design Specifics

Trademark: sub-script™ after NFL shield logo



Color Specifications

	C	M	Y	K
Red:	20	100	80	0
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Process Colors

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PANTONE 287

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Font

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Font Skew

10°

Design Specifics

Trademarks: sub-script™ after the word NASCAR®. NASCAR must appear in all caps and can never be violated (i.e. graphics cannot overlap any letters or cover the ®.



Color Specifications

	C	M	Y	K
Red:	20	100	80	0
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Font

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Font

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Font Skew

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Design Specifics

Trademark: superscript® after NCAA®

Color Specifications

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Font Skew

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Design Specifics

Trademarks: superscript® after NCAA™

after March Madness™





Color Specifications

	C	M	Y	K
Red:	20	100	80	0
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Font Skew

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Design Specifics

Trademark: superscript® after NHL®

Color Specifications

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Font

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Font Skew

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Design Specifics

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Font

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Font Skew

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Font

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Font Skew

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Design Specifics

Supercross is one word, never hyphenated; no legal trademarks. For logo purposes, the EA SPORTS logo 'counts' toward the title (i.e., '[EA SPORTS logo} Supercross 2001'}, but when written out it must appear as 'EA SPORTS™ Supercross 2001'.





Color Specifications

	C	M	Y	K
Red:	20	100	80	0
Blue:	100	69	0	11

Process Colors

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Blue: 70% Magenta + 100% Cyan

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EA SPORTS RED PANTONE 186

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Font

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Font Skew

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Design Specifics

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Color Specifications

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PMS Colors

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EA SPORTS RED PANTONE 186

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Font

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Font Skew

10°

Design Specifics

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Color Specifications

	C	M	Y	K
Red:	20	100	80	0
Blue:	100	69	0	11

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Font

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Font Skew

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Design Specifics

Trademarks: superscript® after PGA TOUR®.
'PGA Tour®' must always appear in caps;
the swing logo must be near the words
'PGA TOUR®' and cannot be italicized.



Color Specifications

	C	M	Y	K
Red:	20	100	80	0
Blue:	100	69	0	11

Process Colors

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Font

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Design Specifics

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In-Game Applications

4



Although individual studio teams are responsible for the layout and implementation of their respective front-end menus and in-game graphics, our goal is to establish a unified line-look. This allows the consumer to experience a consistent brand identity from advertising, to in-store, to handling the package, to navigating the purchased product, and finally in the game.

White backgrounds

Use white as the background color for front-end screens. White has significant equity as a brand identity element.

Circular Energy shapes

Use graphic shapes that echo circular energy and the logo (lockup) system. The consistent use these elements will offer a unified 'line look' throughout all EA SPORTS franchises.

EA SPORTS medallion

The EA SPORTS medallion within menus, videos, animations, and in-game graphics will serve as a cornerstone for the overall branding of the in-game experience.

Game art

Feature game art specific to your franchise such as player models, sports icons (i.e., balls, gloves, wheels), field markings, etc. Use game players or objects rendered in real-time, a pre-rendered movie of game art, or a bitmap of rendered art. The art can be based on game art, but enhanced by using a better 3D shape or adding rendered effects.

Color

Use bold colors that contrast well on the white background. This is particularly true for type.

Shape

Use circular graphic shapes.

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Readability

The primary function is to give the user clear instructions. Use consistent type families. Use consistent nomenclature. Use dynamic text for ease of implementation & localization.

Composition

Compose screens that appear visually simple. This will help the readability and ease of use of the front-end.

Complexity

Front-end screens should not be complex or ornate. The classic discipline of design is to simplify. Remove whatever elements may detract from user ease of use.

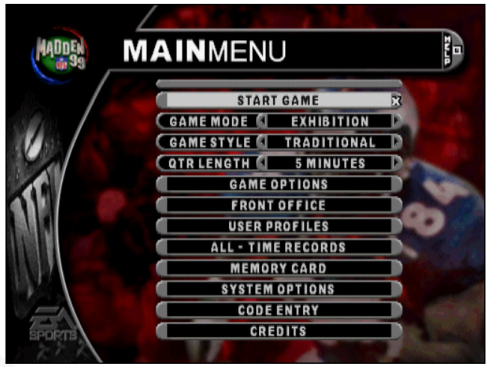
Movement

Transitions should be very brief (5-10 frames). If possible create a dynamic circular energy experience, but keep it simple to not confuse or distract the user from finding information.

Audio

Audio feedback should not be annoying when repeated frequently.

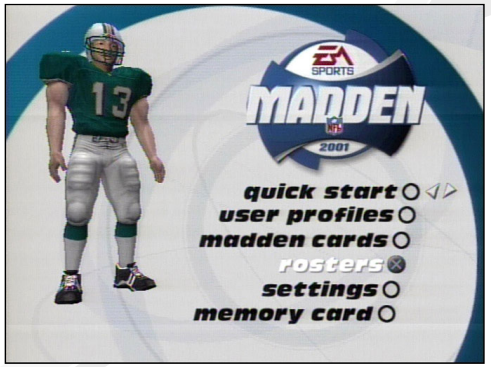
Example from Tiburon for Madden front-end simplification, and adaption of the (Circular Energy) 2001 line look.



Madden past 1999

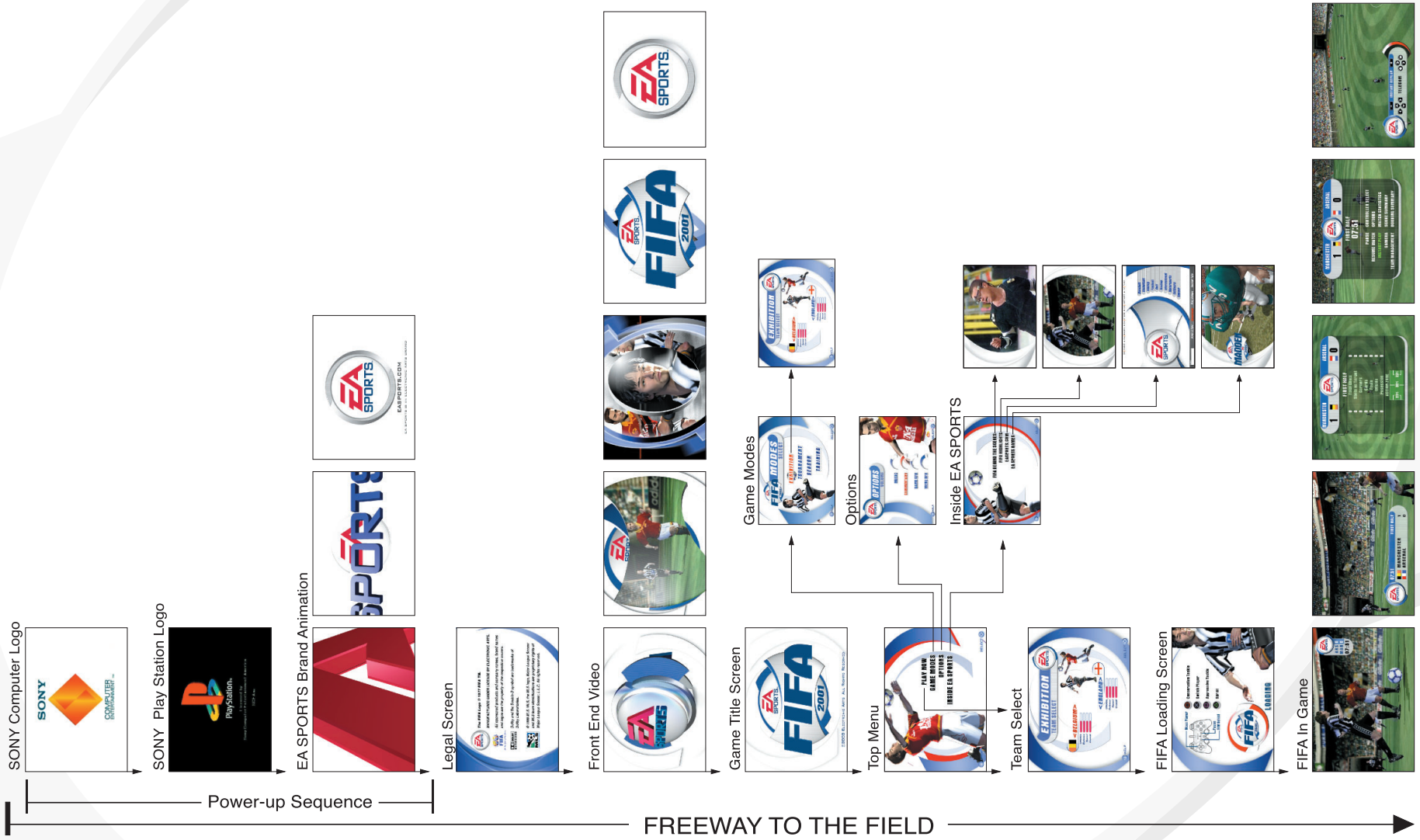


Madden present 2000

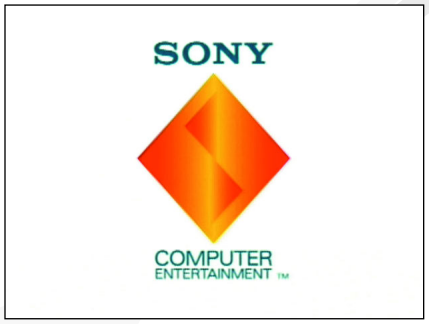


Madden future 2001

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minimum / maximum time in PlayStation ROM **0:07 - 0:09**



minimum / maximum time 0:07 - 0:09

Power-Up Sequence

can not be buttoned through

The standard power-up sequence for SONY PlayStation products will include the EA SPORTS™ logo as a 4 second (120 frame) video animation. The animation uses Andrew Anthony voice over: ‘EA SPORTS, it’s in the game’.

It also contains the text; ‘EA SPORTS is an Electronic Arts™ Brand.’ for piracy protection. This is version II of the EA SPORTS™ brand logo animation.

Do not modify the brand power-up animation.



minimum / maximum time **0:04 - 0:05**

Legal Screen(s)

can not be buttoned through

The legal screen is for 3rd party licensees. It communicates; ‘This is an official licensed product of the NFL’. Use EA SPORTS™ logo as meta brand. If licensees object to logo being larger than theirs or space is limited, omit EA SPORTS™ logo.

All sponsor logos should appear within a defined space of equal size. Legal copy should appear within a defined space of equal sizein the same FONT, all CAPS.

The background image should allow for high contrast and readability.







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All load screens should contain some brand identification. Using the franchise logo system locks both the franchise title and brand logo together. All screens should contain some brand identification such as the EA SPORTS™ medallion logo.

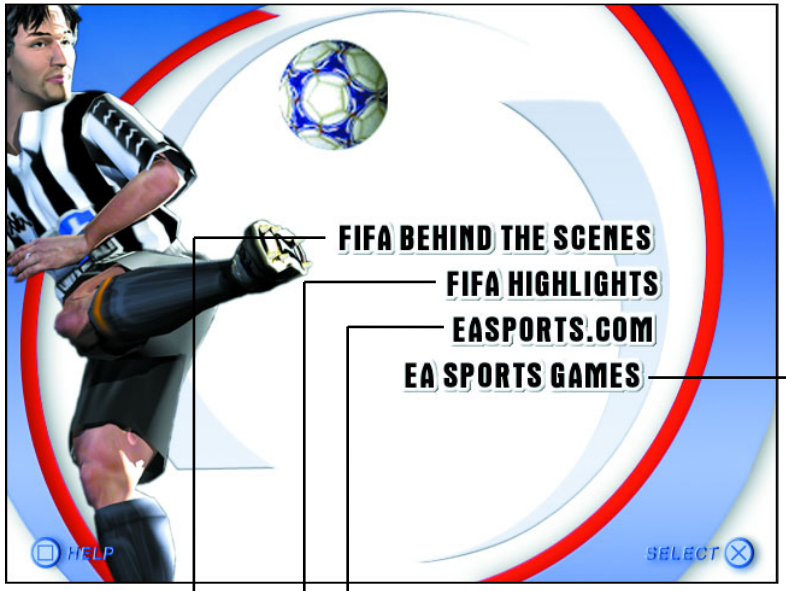
The addition of an entertaining element to load screens is recommended Using audio / music during load times may increase entertainment value.

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No other brand has the breadth of products like EA SPORTS for building a dominant way of experiencing interactive sports. The front-end offers a unique opportunity to build customer habits and preferences through time invested in the experience of EA SPORTS. PlayStation 2 represents an opportunity to gain significant value in a 'learn once' user interface for EA SPORTS.

The standard that is required for PlayStation 2 titles is a consistent top menu.







Behind the Scenes



Highlights



EASPORTS.COM Video



EA SPORTS Games

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Play Now

After you select Play Now from the top menu, you are taken to one or two screens where you answer basic questions about the kind of game you'll be playing.

Football, baseball, soccer, etc:	SELECT TEAMS
Driving games:	SELECT CAR, SELECT TRACK
Boxing:	SELECT FIGHTER, SELECT OPPONENT
Golf:	SELECT PLAYER, SELECT COURSE

For teams/fighters, there are two areas where a player can make their choice. The first player selects the first team. A prompt says "Second player press any button to join." If a button is pressed on another controller, that player gets to select the second team. Otherwise, the first player gets to select the second team, which is the computer's team. This is modeled after the way players join arcade games. Although this doesn't adequately describe the behavior for all the types of sports games listed above it is a recommended way to simplify access to the game.

Game Modes

After you select Game Modes from the Top Menu, you are taken to this screen lets the user select the traditional or classic modes of game play specific to the franchise (e.g. for NASCAR; Single Race, Championship Season, Race against the King, etc.) This is the menu the hard-core gamer and franchise lover will immediately go to.

Options

After you select Options from the top menu, this screen lets you select what type of options you're going to change. Selecting the type takes you to the screen where you change that type of option. For example:

GAME
CONTROLLER
SOUND
DISPLAY
MEMORY CARD

The "MEMORY CARD" lets you delete saved games, format your memory card, and also load a game. If a game has few enough options that they all fit on one screen, put all the options here instead of on sub screens. Your last choices for each option should be automatically saved on the memory card, and used next time on this screen.

Inside EA SPORTS

After you select Options from the top menu, this screen is similar to a DVD front-end, where the user can browse information. At a minimum the EA SPORTS cross sell video should be selectable from here. Other user selections could include information about the franchise such as hi-lights and behind the scenes content as well as trailers of other franchises.

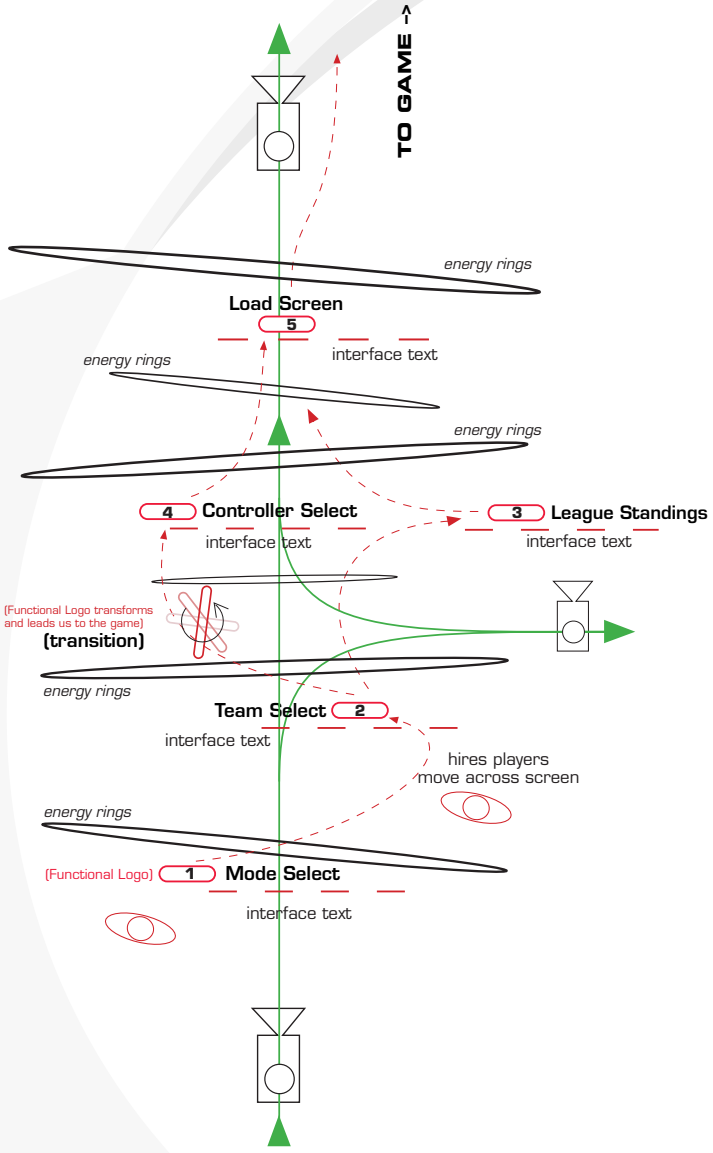
Developer credits should be a selection on the "Inside EA Sports" screen. They should not be on an "Options" screen, or on the "Top Menu".

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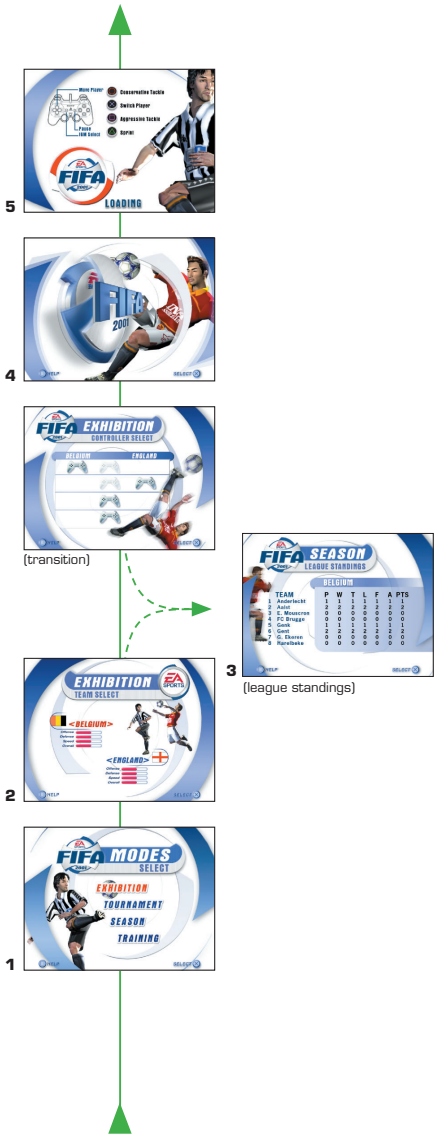
Vortex 3D Navigation

Vortex is presented as a recommended (optional) three-dimensional front-end navigation for the PlayStation 2 platform. All platforms can adopt the Circular Energy look within their respective front-end navigation using two-dimensional graphics.

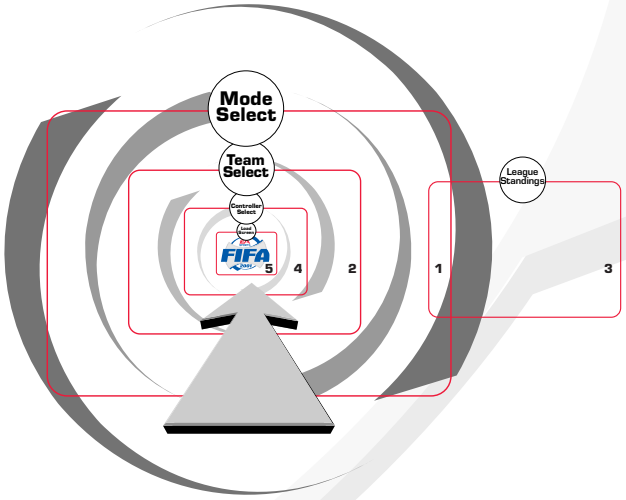
Each Menu becomes visible when passing through the Circular Energy rings, which sit in a white field. The rings rotate during transitions and lock in place for menu selection. Traveling through this gets you into the game.



Top View



Screen View



Front View

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1



(Transition Example) 2



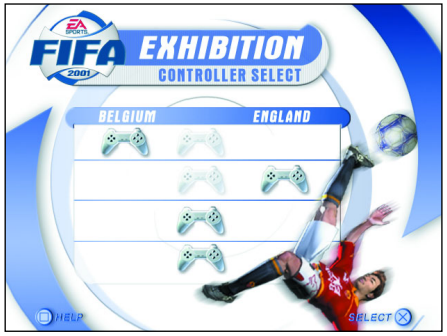
3



4



5



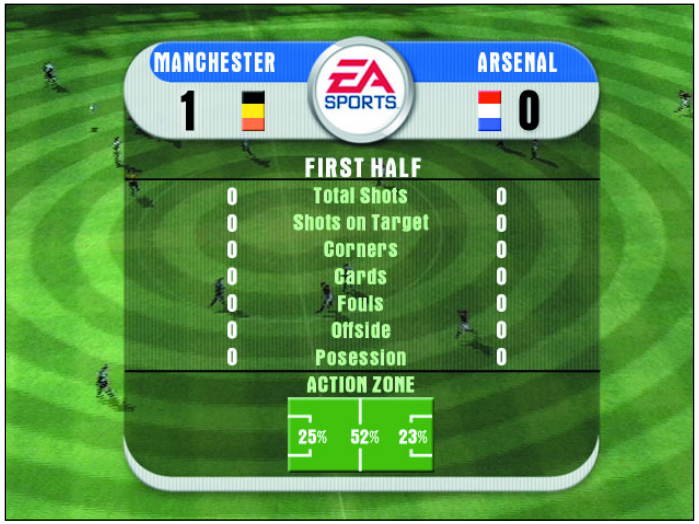
6



7

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It is recommended that all EA SPORTS products adopt the use of the brand medallion, franchise lock-up, and the circular energy graphic design for in-game graphics. Individual studio teams will be responsible for creation and implementation of in-game elements.



Half time 1



Time Clock 2



Lower Third 3



Replay Controller 4



Options/Pause 5

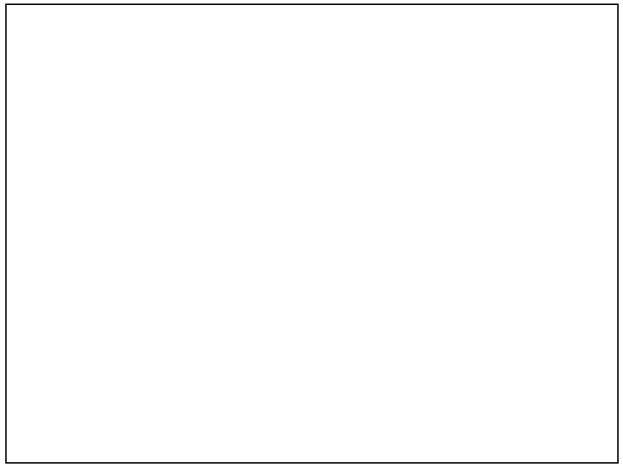


Time Clock Alt. 6

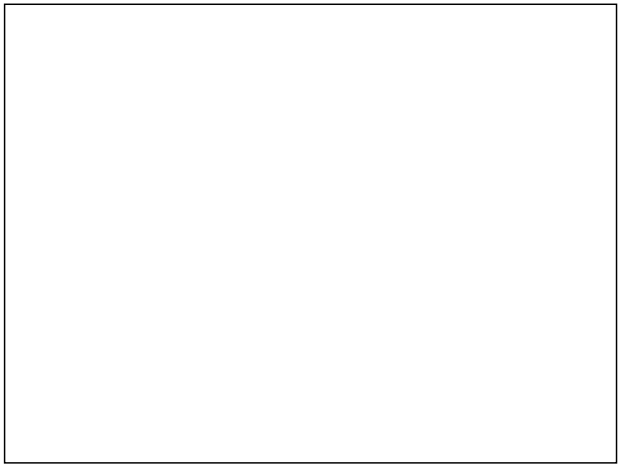
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• supplied by EA

These screens are work in progress examples of studios adopting the 2001 line look.



1



2



3



4

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These screens are work in progress examples of studios adopting the 2001 line look.



1



2



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User Interface

5

The User Interface (UI of the GUI) can be far more important than the Graphics. Establishing consistent user controls will help leverage playability across the breadth of the brand. Conforming to the SONY PlayStation Software Requirements, Guidelines & Standards allows for our games to be more accessible to all PlayStation users.

One lesson that can be learned from other leading software developers like Microsoft and AOL is that dominance can be gained through consistency and simplicity. Gains made in this area should remain constant year to year to build familiarity. Unifying the user interface for EA SPORTS should be an ongoing goal of all developers.

PlayStation 2 represents an opportunity to make significant progress in unifying the user interface for EA SPORTS.

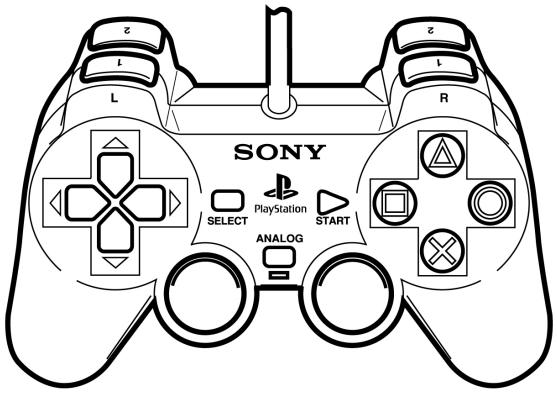
The standard that is required for all PlayStation 2 titles is consistent primary menu and game controls.

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The following standards for EA SPORTS primary menu controls are based on the current SONY PlayStation Software Requirements, Guidelines & Standards found on the internal EA.com Studio Operation's section. To date we have not received PlayStation 2 Software Requirements, Guidelines & Standards, which will presumably, address the new dual shock analog controller.

It should be noted that the exact language SONY uses has been edited to focus on specific buttons and menu applications. Teams should continue to follow all SONY PlayStation Software Requirements, Guidelines & Standards.

Text comments appropriate for EA SPORTS products have been added in red for clarification.



GAME PAD CONTROL	MENU ACTION
X BUTTON	Select menu item
TRIANGLE BUTTON	Return to previous menu
SQUARE BUTTON	Access on screen HELP
CIRCLE BUTTON	No use in menus
D - PAD	Highlight menu item
D - PAD	Cycle choices / menu items
START BUTTON	Accept advance to next screen
START BUTTON	Pause game
SELECT BUTTON	No use in menus

All EA SPORTS manuals should contain a standardized graphic and text description of primary menu controls.

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X Button
On screens where the selection of a single item takes the user to another screen, pressing the X button should make the choice and advance. All of the same menu/list rules that applied to the original screen also apply to the new screen. Selection (activation) of any option or menu item should be accomplished by pressing the X button. Once the user selections are completed, the user should either 1) press Start to proceed or 2) highlight an EXIT option and then press the X or Start buttons to proceed.

The X button is the primary button used in menus and for primary game action/s.

Triangle Button
The triangle button should be used to take the user to the previous menu.

When you exit a screen with TRIANGLE, it should preserve any option changes you made.

Square Button
The square button should be used to access on screen HELP.

The square button brings up help dialog box explaining menu control functions or game specific help.

Circle Button
No use in menus.

Directional Button
For any list of options or a menu of items, all movement of the cursor or highlight area should be performed with the Directional Buttons. In cases involving a range of settings for a single menu or list item, the Left/Right Directional Buttons should be used to change between the various settings.

Try to fit all selections in one column, to avoid having to use LEFT and RIGHT to move between columns of buttons.

Start Button
The start button should be used to advance to the next screen.

START should always take you toward the game. If you're in a dead-end screen (one that doesn't take you toward the game), START should back you out toward the path that leads to the game.

Select Button
No use in menus.

Audio and Visual Feedback
All user menu selections should have visual and audio feedback. Clicks, dings, highlights, etc. should occur within 1/10 of pressing an action button.

Button Prompts
Any option screen where the user is able to take an action should have an on-screen prompt, indicating which buttons perform which actions (i.e., "Press the X button to select").

Use dynamic text for button prompts in the area provided at bottom of screen.

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How Pause Works

Pressing Start during gameplay must pause the gameplay, music and sound effects. A clear visual indication of the paused state is necessary, and the word PAUSED, or other appropriate graphic, word, or phrase must be prominently displayed on the screen. Pressing Start a second time must resume gameplay at exactly the same point as when paused. Music and sound effects must resume as closely as possible to the same point they were at when paused. Background animations, etc. are allowable during pause, as long as they have no effect on gameplay. In a multi-player game, only the person that pauses the game should be able to un-pause. Additionally, it is permissible to present setup and options menus when the game is paused. All controller rules apply for pause menus.

START invokes a "pause menu" with game options, etc. Pressing PAUSE again returns you to the game.

Main Menu Options

Options available should include controller setup, and music and sound effects adjustment. If the Link Cable is supported, the linking option should also be available. Other settings may include difficulty settings, audio tests, and other settings, which allow the user to customize gameplay. In addition, access to Memory Card utilities such as loading data, duplicating saved games, and copying cards may be done from the Options screen.

Main Menu Options are a selection from the EA SPORTS Top Menu. The terminology required is to use "options" instead of "preferences," "settings", or whatever (i.e. "Sound options" instead of "Sound settings.")

Adjusting Music and Sound Effects Volume

Music volume and sound effects volume controls should be independently and incrementally adjustable. A representative sound effect and/or music sample should play at a volume relative to the control position. If the music and sound effects are mixed, then there should be an overall volume control implemented as described above. Note that when any volume control is moved to the "zero position," representing a zero volume, no volume should be present. This function can be selectable from the main options menu, and/or from an options menu when in pause mode.

Spelling

All critical text should be in English. It should also be spelled (American spelling) and punctuated correctly.

Text Legibility

All text should be clear and legible. Single pixel width text is highly discouraged.

Display Duration

Any text displays should remain on screen long enough to allow the average user sufficient time to read them.

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Safe Screen Region for Text and Critical Game Objects

All text and critical game objects should not be cut off on the screen. A safe region smaller than the actual screen dimensions should be used for all text and important gameplay (i.e., user-controlled ships, basketball players, etc.). This smaller region is used because NTSC television displays (particularly older ones) can differ from one another. Some shift the picture up or down, some left or right, while others simply do not display the whole image. The following guidelines should be used:

(The following pixel values are based on a 640X240 display. Other resolutions should modify these values proportionally.)

	Lowest Pixel Value for Text	Highest Pixel Value for Text
X	20	615
Y	20	225

Re-mapping Controls

While the controls used outside of gameplay (i.e., menus) should remain constant, all in-game controls should be re-mappable by the user. Two exceptions are the Start and Select button. Start should not be used as gameplay controls except as follows: Start pauses and un-pauses the game. Select should not be used as gameplay controls except as follows: Select can be used to open hidden menus, switch to alternate screens, or to cycle through inventory or other lists. Additionally, it is permissible to present setup and options menus when the game is paused. All controller rules apply for hidden menus.

The controls used outside of gameplay (i.e., menus) should remain constant.

Soft Reset

The user should be able to reset to the title screen during a game using the following method: Press the Start button (to pause the game) and an options screen with "Continue" and "Quit" options appears. (This options screen can contain other game options). "Continue" continues gameplay from the same point at which the user paused and must be the default selection. Selecting "Quit" brings up the message "Quit game?", with "Yes" and "No" options, with "No" being the default selection. If the user selects "Yes," the game is reset to the title screen. Note that this must be mentioned in the game manual.

All EA SPORTS manuals should contain a standardized graphic and text description of primary game controls.

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Primary Game Controller Functions

The X button is the button used for primary game action/s.

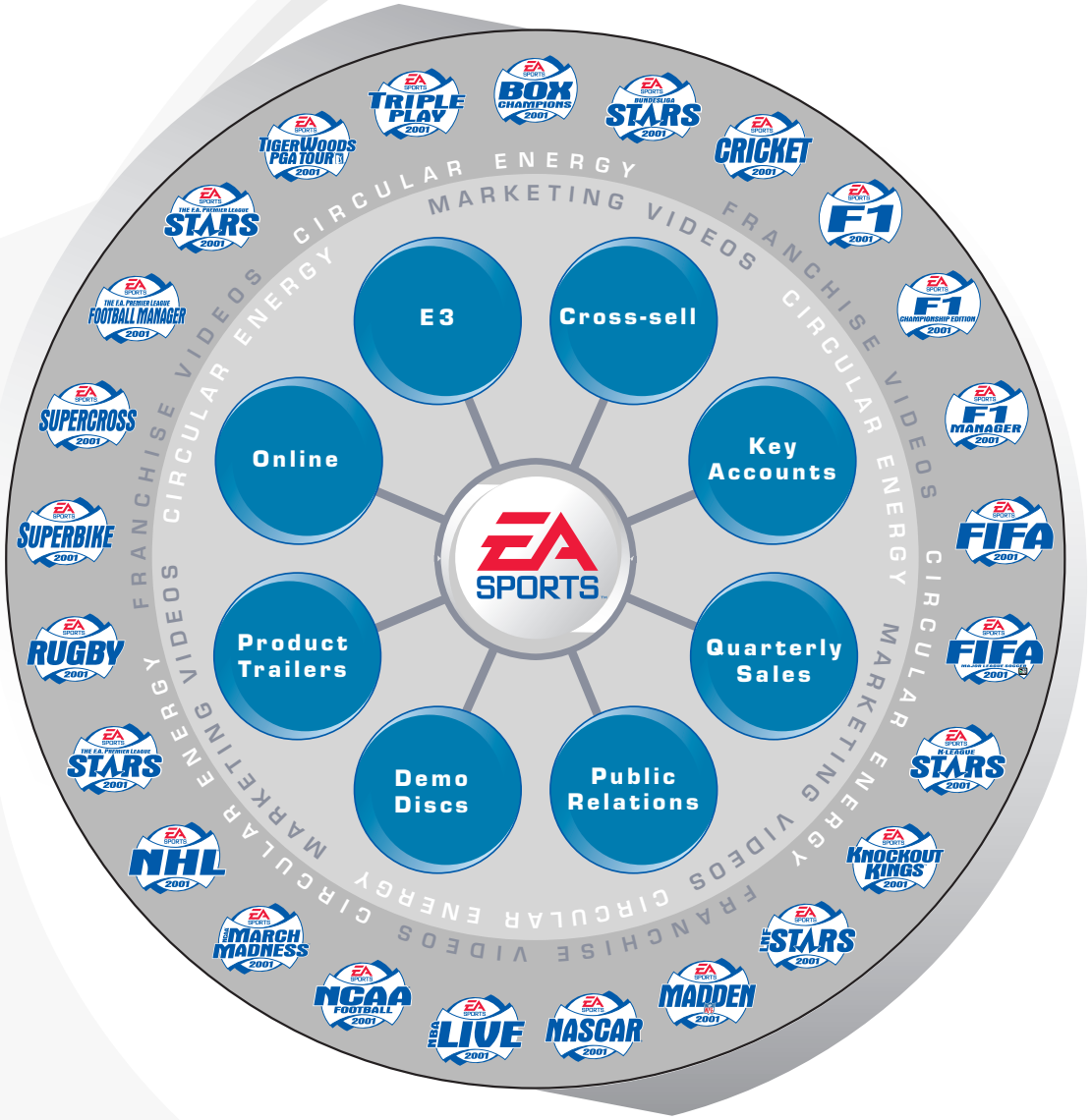
PSX Controller	X	CIRCLE	SQUARE	TRIANGLE	L1	R1	L2	R2
Madden	Kick Snap/Call up pass symbols Speed burst - offense Switch player X/CIRCLE	Spin Power move/tackle Speed burst - defense	Dive Dive tackle	Jump/Hurdle	Juke left	Juke right	Lateral	Stiff arm
NCAA Football	Kick Snap/Call up pass symbols Speed burst - offense Switch player X/CIRCLE	Spin Speed burst - defense	Dive Dive tackle	Jump/Hurdle	Pitch left	Pitch right	Juke	Stiff arm
FIFA	Pass Switch player	Shoot Conservative tackle	Aggressive tackle	Speed burst	Hurdle	Through pass	Sideways shimmy	360 degree spin
NBA Live	Pass Switch player	Shoot Handcheck	Steal	Jump	Direct pass	Turbo	Direct shoot	Faceup Stutter step/fake
NHL	Pass Switch player	Shoot Body check	Speed burst Poke check	Deke Big hitr	Side block	Last man back	Line change	Icon pass
Triple Play	Speed burst Normal swing Throw conservative	Bunt	Jump/Dive Power swing Throw aggressive	Switch player Steal	Advance baserunners	Return baserunners	Outfield positioning menu	Infield positioning menu
Supercross	Throttle	Camera	Brake	Stunt	Shift up	Back view	Shift down	Unclutch
NASCAR	Gas	Driving view	Brake	Reverse	Upshift (manual trans. only)	Toggle rear view mirror	Downshift (manual only)	Toggle damage overlay
F1	Accelerate	Reverse	Brake	Instant replay	Rear view	Change camera	Shift down	Shift up
Knockout Kings	Hook	Cross	Jab	Uppercut	Block high	Flurry	Block low	Lunge punch
Rugby	Drop kick	Speed burst	Up and under kick	Grubber	Pass left	Pass right	Cut-off pass left L1+L2	Cut-off pass right R1+R2
Cricket	Normal hit Sprint (press repeatedly) Make a run Bowling meter start/stop	Defensive	Strong hit Run to closest crease					
Local League Stars	Pass Tackle	Powered shot Powered clearance (own half)	Powered lob Aggressive tackle	Sprint (hold)	Powered thru-ball Foul		Still mode	Still mode

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Video Applications

6





Video

The goal is to gain more consistency of the theme and message across all franchise videos both in the product and in sales and marketing videos. The brand, franchise and transitional animation elements addressed is this section are designed to provide flexibility to those developing and executing videos. They provide studios and marketing with thematic elements to combine with source video (primarily Playstation 2 game footage).

It is our intention to feature Playstation 2 game footage in the E3 video and TV advertising. Collaborative work has begun between studios, marketing and the advertising agency to identify the content. Follow-up and continued collaboration with individual teams will be required to meet the challenges and opportunities of achieving the goal of a unified theme and message in broadcast applications.

Audio / Music

No matter what the visuals are, at least half the emotional experience is driven by the audio whether it is voice over, music or sound effects. This document does not address music and audio. However it does not diminish the importance of this element. Careful attention and planning must be given to the emotional impact of audio.

It is our intention to leverage the equity of voice talent Andrew Anthony as the ‘brand voice’ in videos.

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We have added dimension and energy to the brand signature animation while maintaining significant equity in the voice, tone and pacing of "EA SPORTS, It's in the game". We have removed the www. to gain readability of EA SPORTS.com.

There are two approve version. Both versions use Andrew Anthony (the voice of EA SPORTS™ in North America) saying; "EA SPORTS It's in thye game." Both versions are exactly the same except for the text used in Version II.



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Version I

1. EA SPORTS™ brand logo with www.easports.com. This version is for use within products, advertising or promotional other than the power-up sequence.



Version II

2. EA SPORTS™ brand logo with www.easports.com, with text "EA SPORTS™ is an Electronic Arts™ brand." This version is the standard animation (splash screen for the brand logo) to be used in the power-up sequence for SONY PlayStation, PC titles and demos discs to protect EA SPORTS™ from piracy worldwide.

All guidelines and instructions already given regarding the brand logo, apply to all broadcast applications. Do not make changes to the brand logo choreography, pacing and appearance. If variations of the EA SPORTS™ logo become necessary for broadcast they should be coordinated with Rod Swanson, at EA Headquarters.

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This is the brand animation to be used in the Power-up Sequence. It contains the piracy protection text; "EA SPORTS is an Electronic Arts brand".

Brand to Franchise



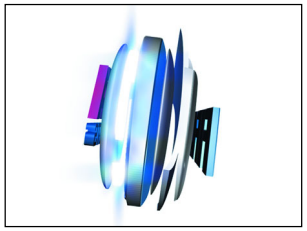
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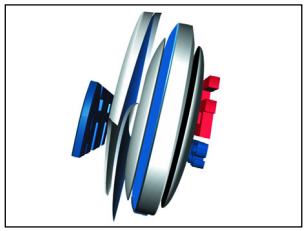
Franchise to Brand



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These style frames represent a recommended use of the brand, franchise and transitional animation elements. Briefly introduce the brand. Use the transforming medallion to franchise as a 'live bug' in the lower corner occasionally. End with the franchise transforming the brand medallion.

Use of the animated franchise logo with a key matte transition to end the video is required of all EA SPORTS franchises. Recommended length of front-end videos is 30 seconds.

The co-promotion opportunities music videos offer (FIFA & Knockout Kings 2000) should continue to be explored.



1

Front-end video opens with EA SPORTS brand animation fly in.



2

Resolves into medallion logo which begins to transform...



3

...and moves towards us. As the medallion turns, one of the "wings" serves as a transitional device into the front-end video.



4

The brand logo comes on periodically.



5

Circular Energy transitions the various segments of the video.



6

Highlights of new game features.



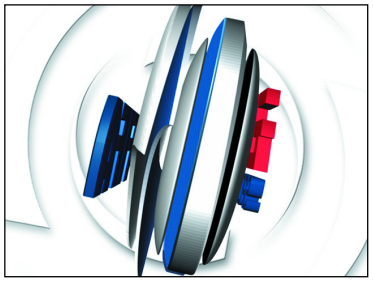
7

Transition from video...



8

...resolves into franchise lockup.



9

Circular Energy elements move into frame and energize the transformation...



10

...into the EA SPORTS medallion.

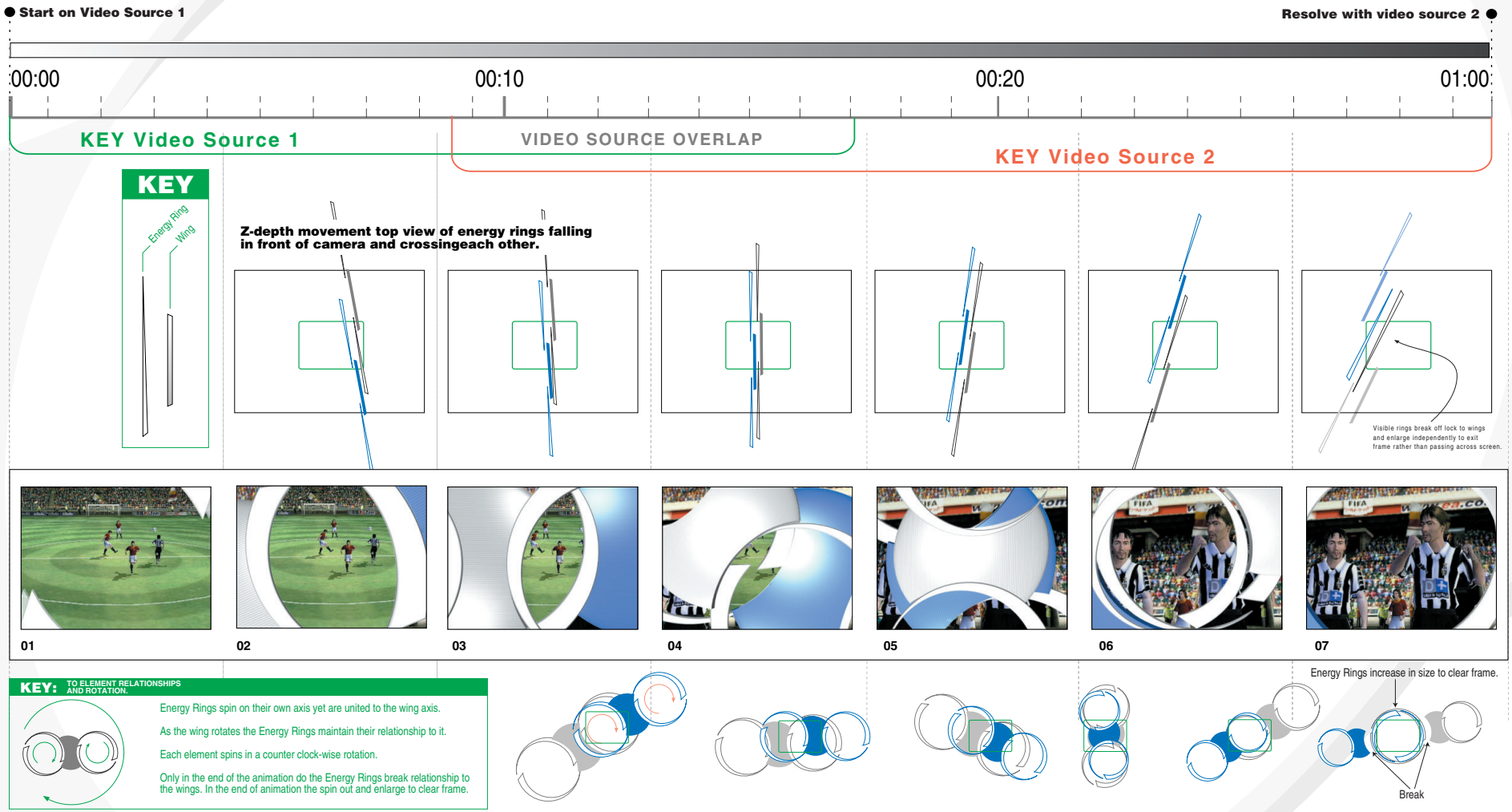
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The following transitions illustrate how the various brand medallion and franchise lockup elements can be used to create additional elements.

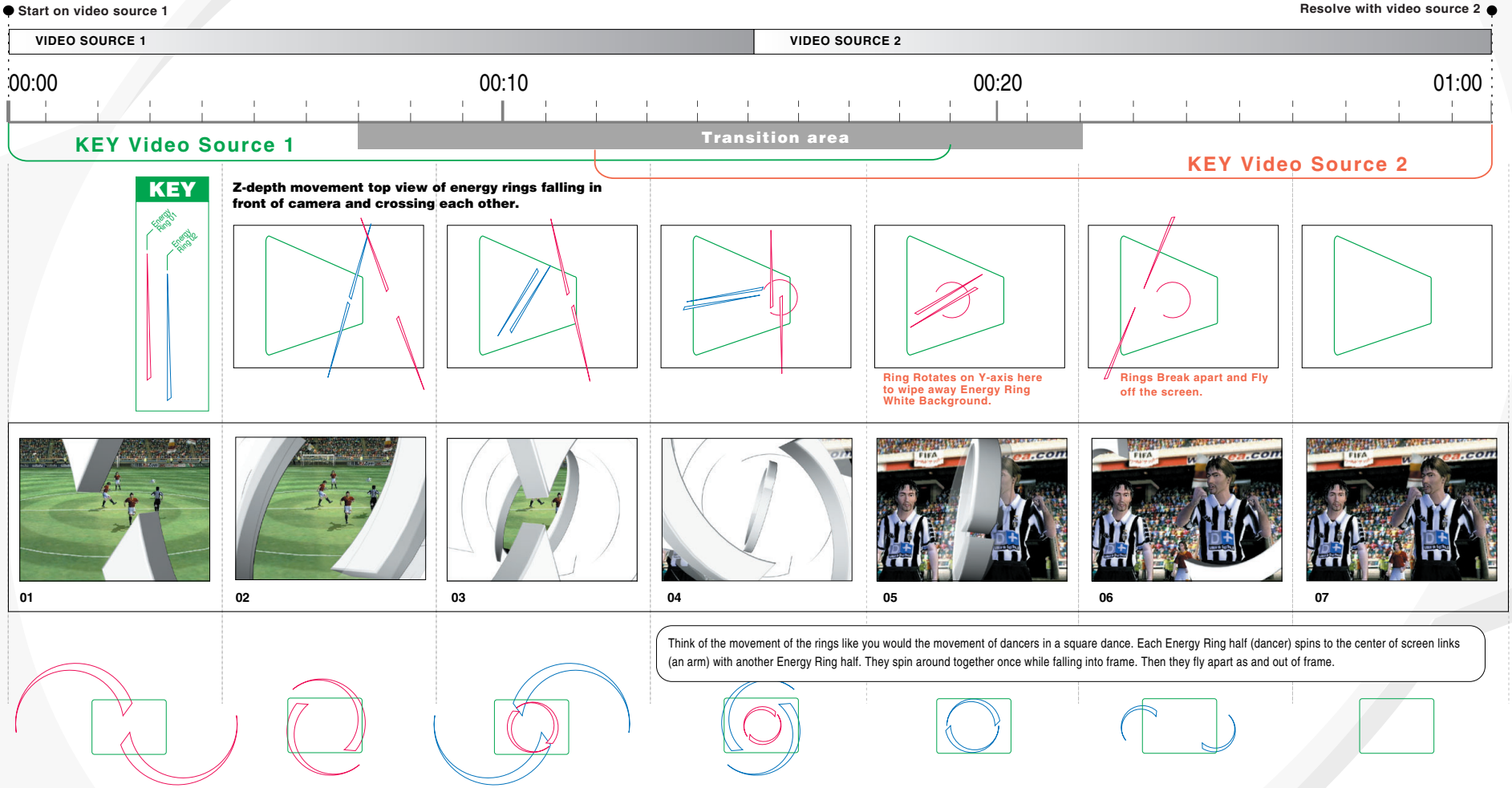
Derivations of energy rings and franchise lockup “wings” were used to build the video transitions.

The transitions illustrate the use of energy rings with a variety extrusion and motion on all axis. They are designed to extend the brand look while “energizing” the supported material. They also illustrate how elements can be taken from the EA SPORTS line look and integrated into individual graphic layouts.

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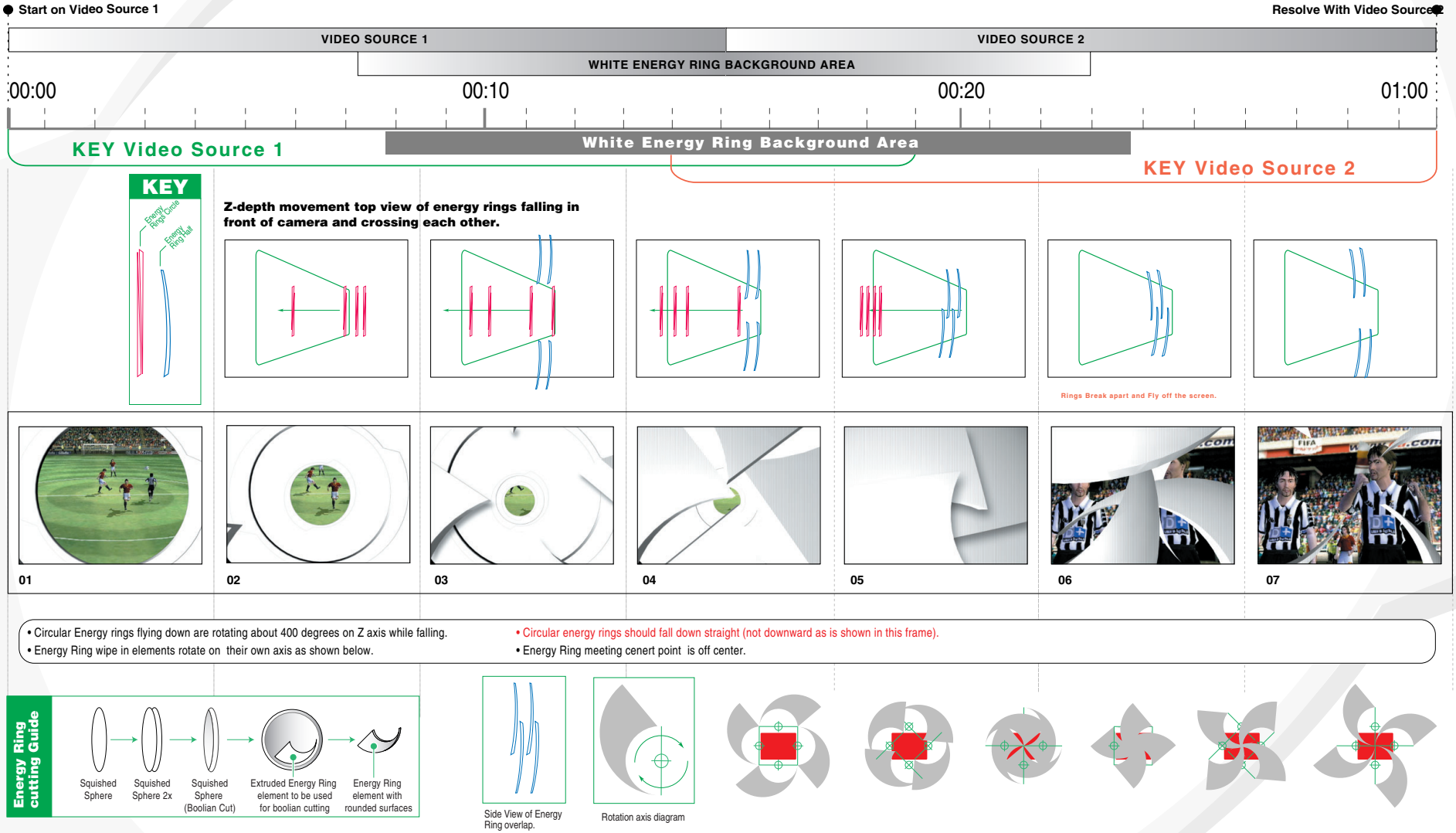


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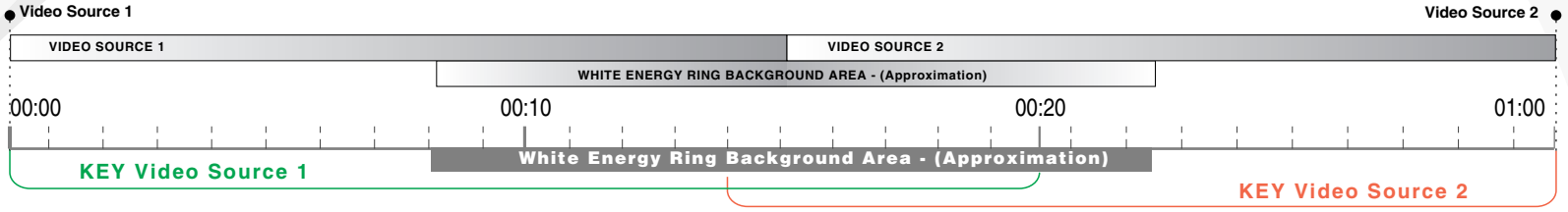
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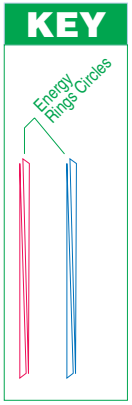
Circular Energy Transition 3



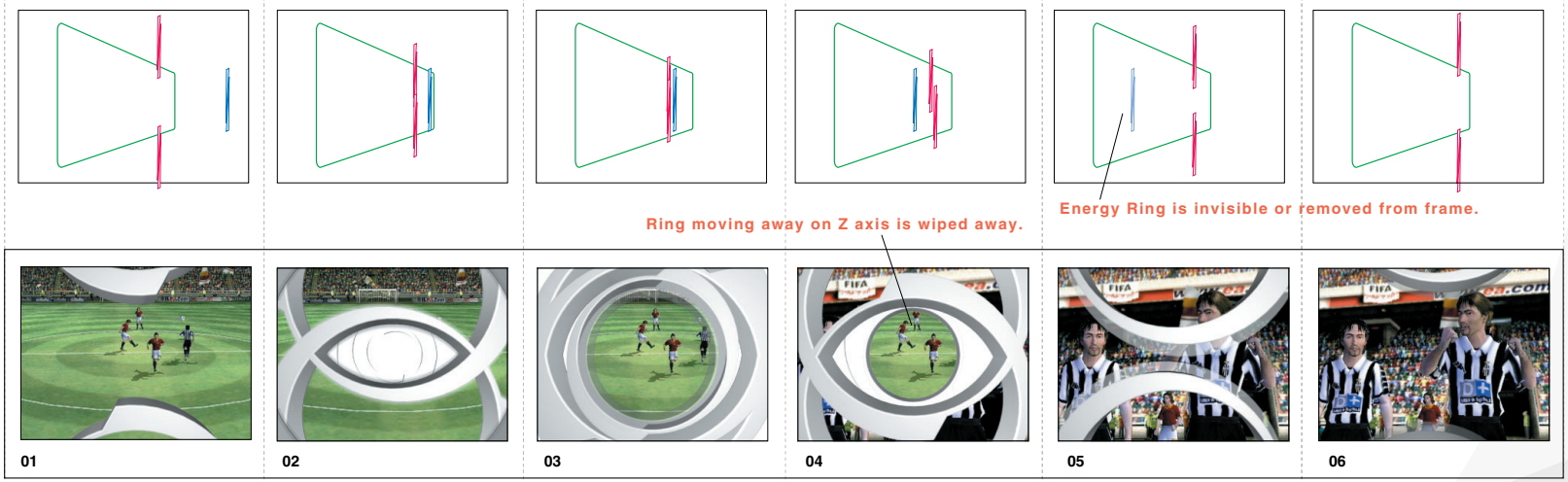
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Circular Energy Transition 4



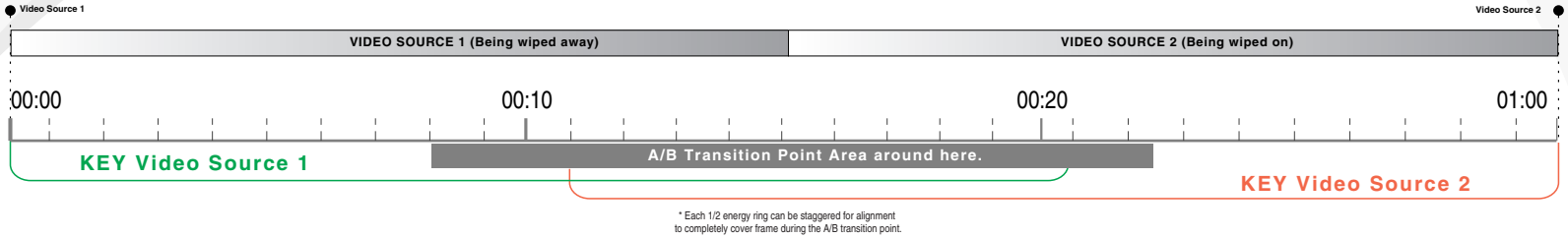


Z-depth movement top view of energy rings falling in front of camera and crossing each other.

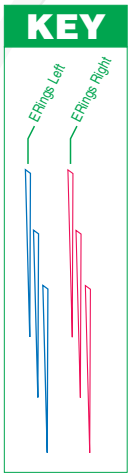


- The Y Axis rings are moving slightly back in Z axis but their left and right edges should be wiping video source A.
- The Z axis ring is rotating on the Z axis approximately one full (360degree) turn.
- The Y axis rings are rotating on the Z axis approximately one full (360degree) turn as they cross each other.

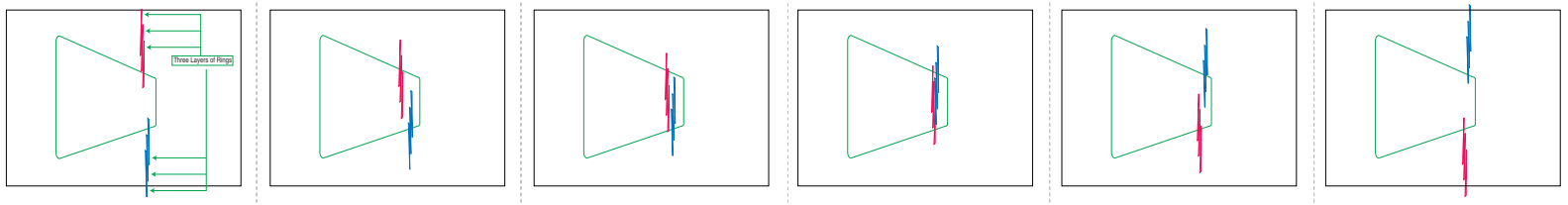
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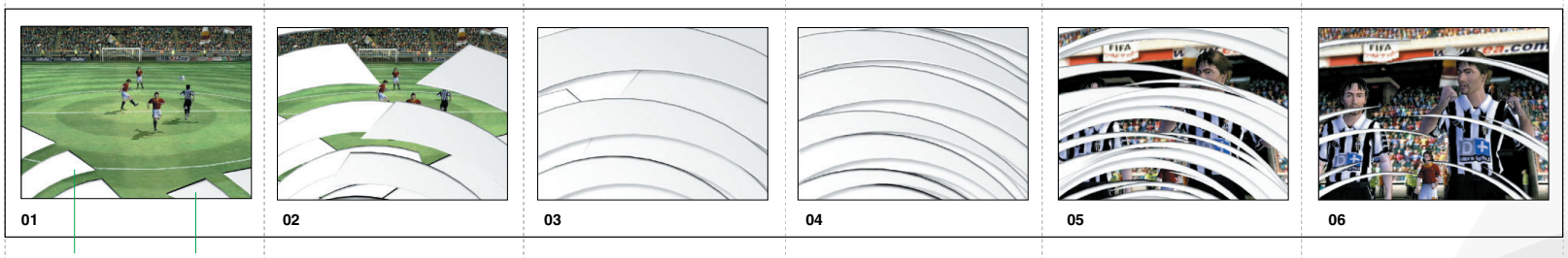


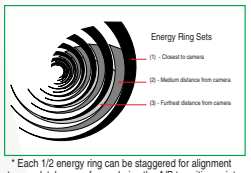
* Each 1/2 energy ring can be staggered for alignment to completely cover frame during the A/B transition point.



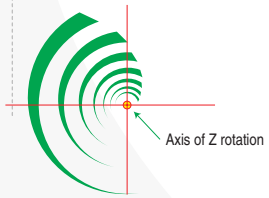
Z-depth movement top view of energy rings falling in front of camera and crossing each other.

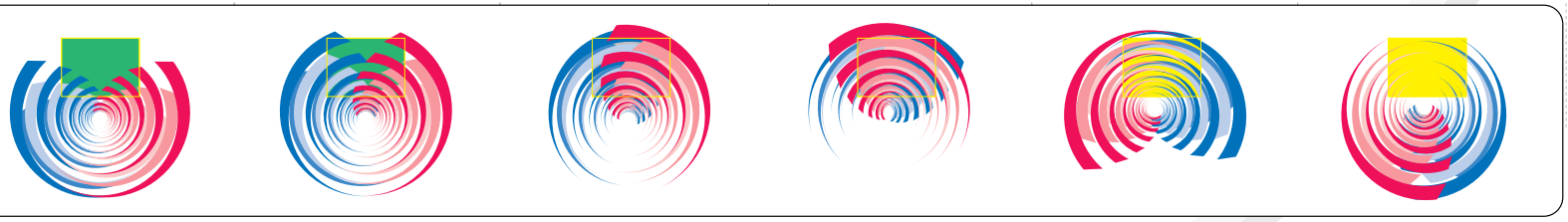




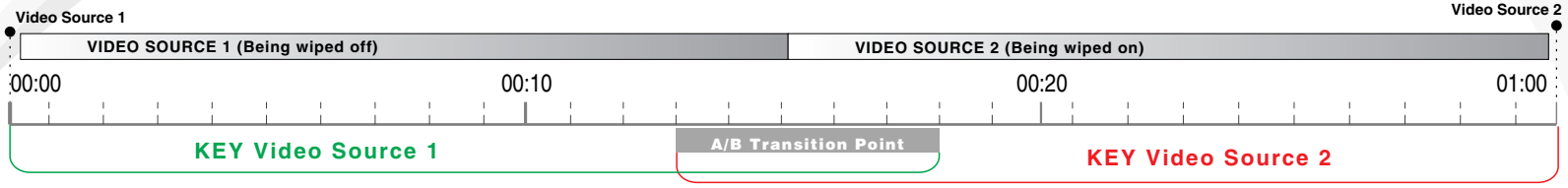


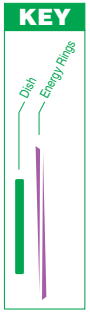
* Each 1/2 energy ring can be staggered for alignment to completely cover frame during the A/B transition point.





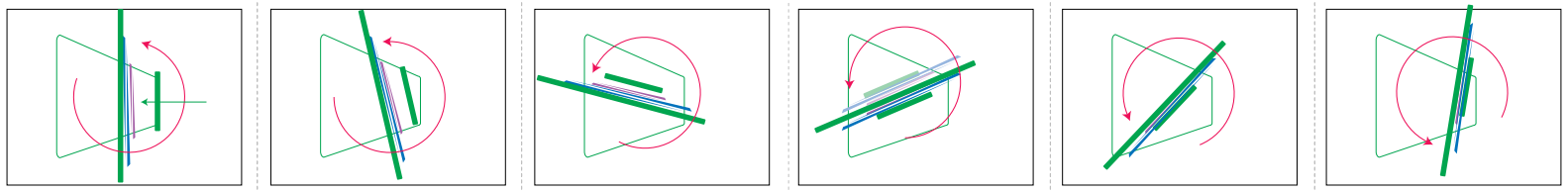
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Z-depth movement shows how rings and disks rotate and move away from camera.
The disk on Video B side can be larger to accommodate a further distance from camera.

Energy Rings and Disks appear on other side as Energy ring edges pass frame.



Energy Rings

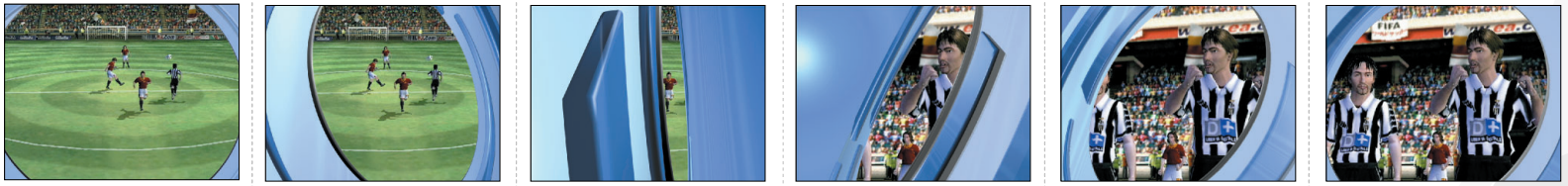
Energy rings should be approximately 40% translucent.
Energy Rings are rotating and have environmental reflections.
Energy Ring surface is also refractive (about 2) to cause distortions.

Front Dish

Front of Disk should be 100% opaque white front (or video hole black).
Edges of disk is to catch shadow.

Back Dish

Back Dish is made of same translucent/reflective material as energy rings.



01 02 03 04 05 06

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Advertising has unique needs for brand and franchise signatures. Unique brand signatures required for print and TV advertising will be created. They will be consistent with the creative platform adopted by all other brand contributors and use the same brand identity elements and logo systems. The following frames are one example of how a TV signature could work.



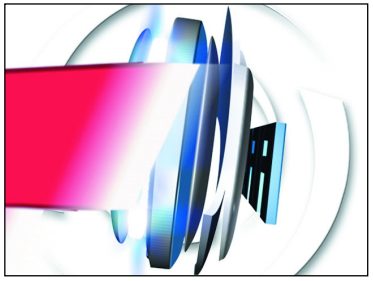
1



2



3



4



5



6



7



8



9



10

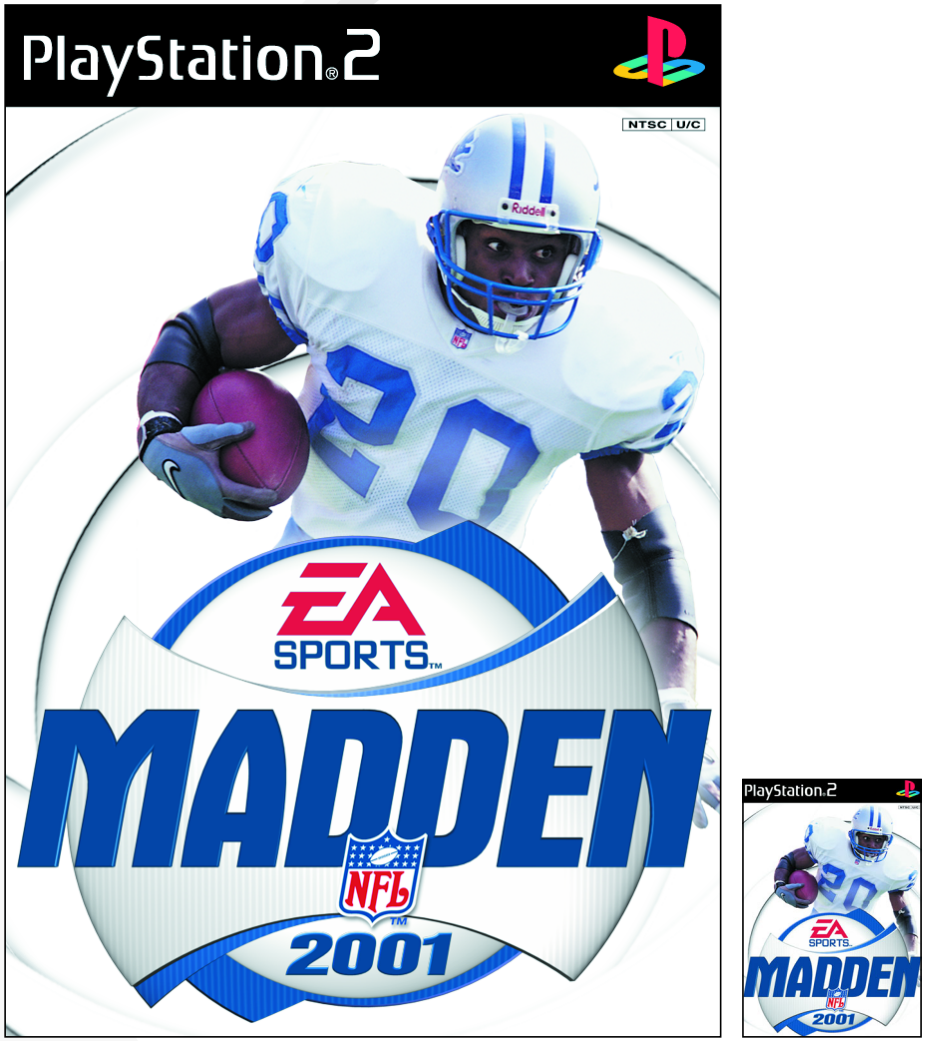
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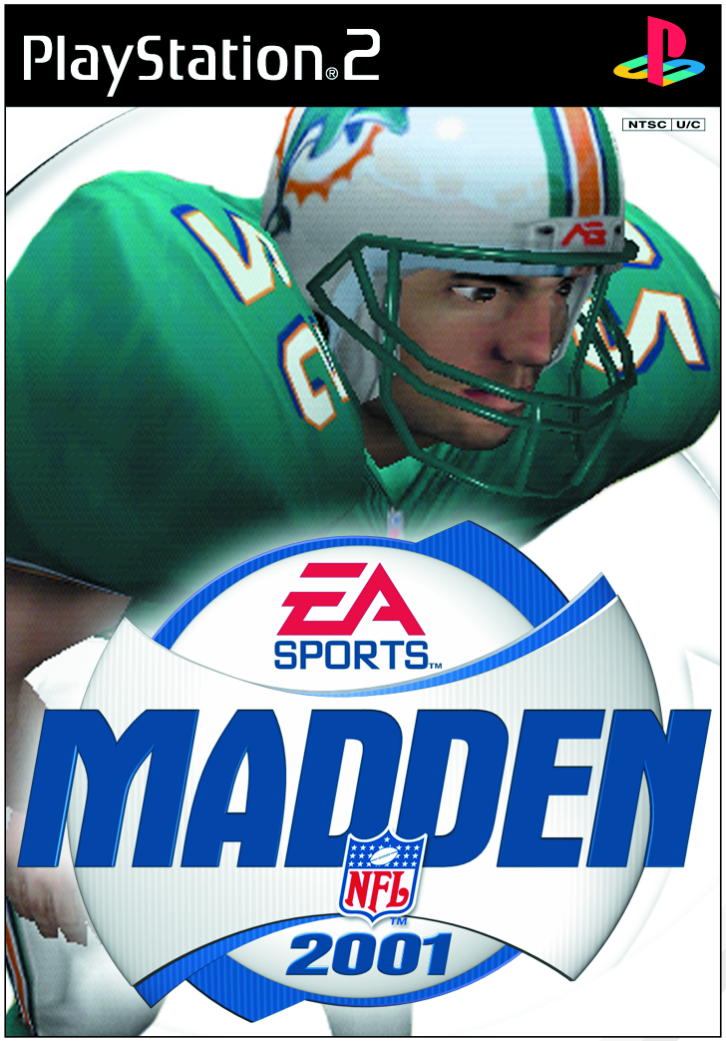
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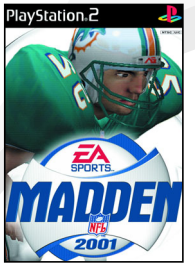
7

The following section on packaging applications uses placeholder background imagery for the package. The final background imagery and package design will be determined with the collaboration of Production, EA SPORTS Marketing and Graphic Services. Once again, the goal is to unify the brand message in product, packaging and advertising.

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- update

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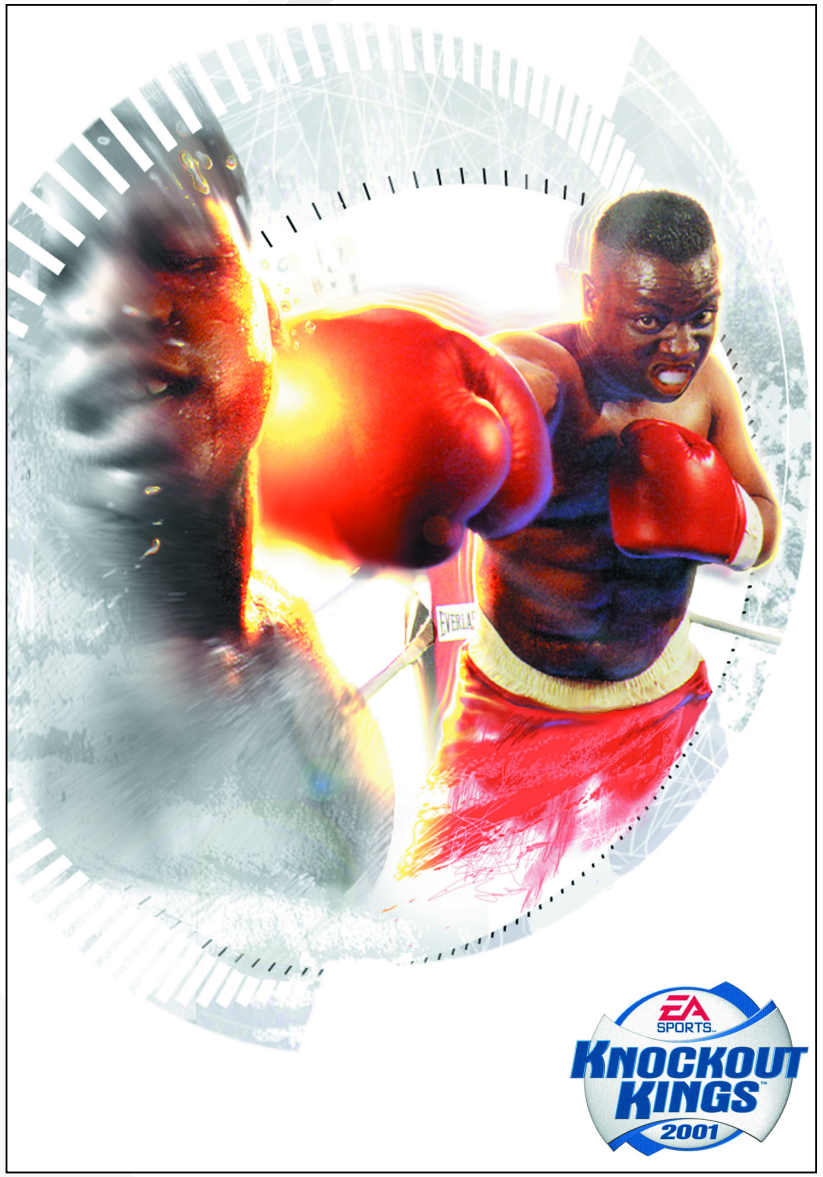
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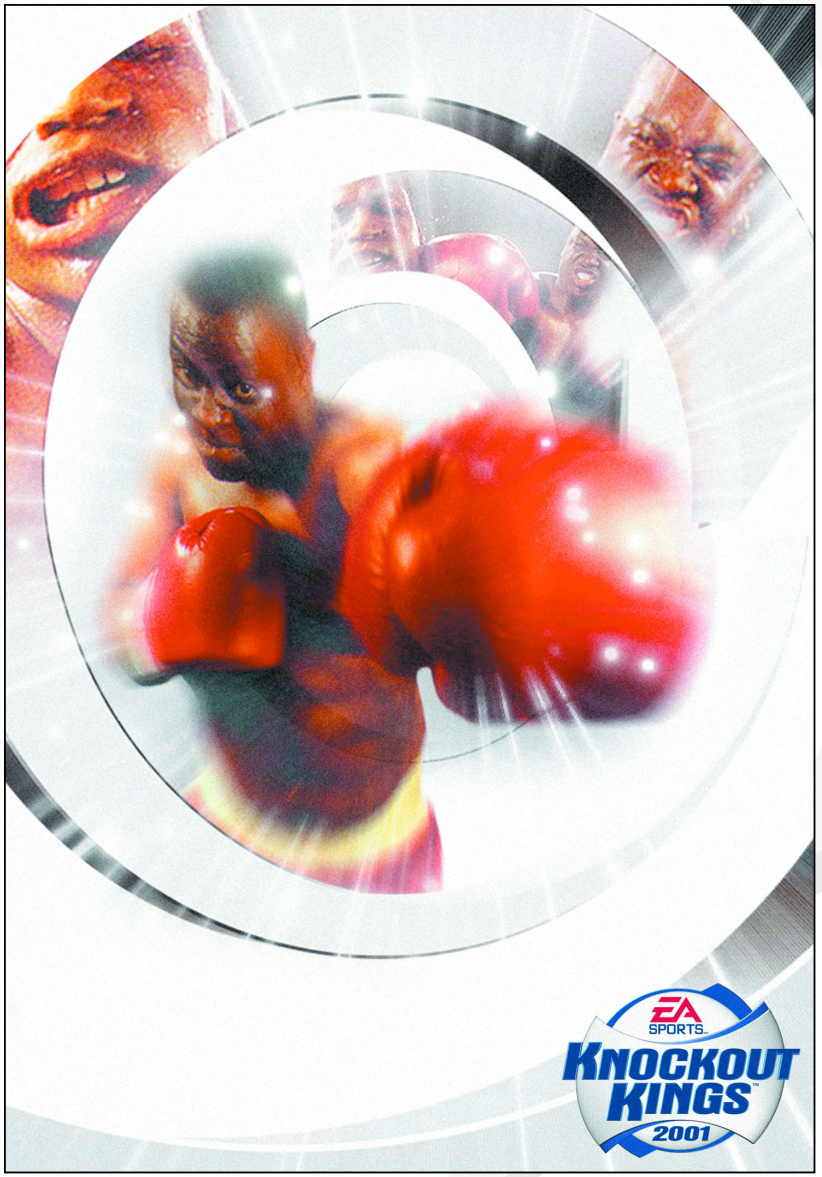
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Online Applications

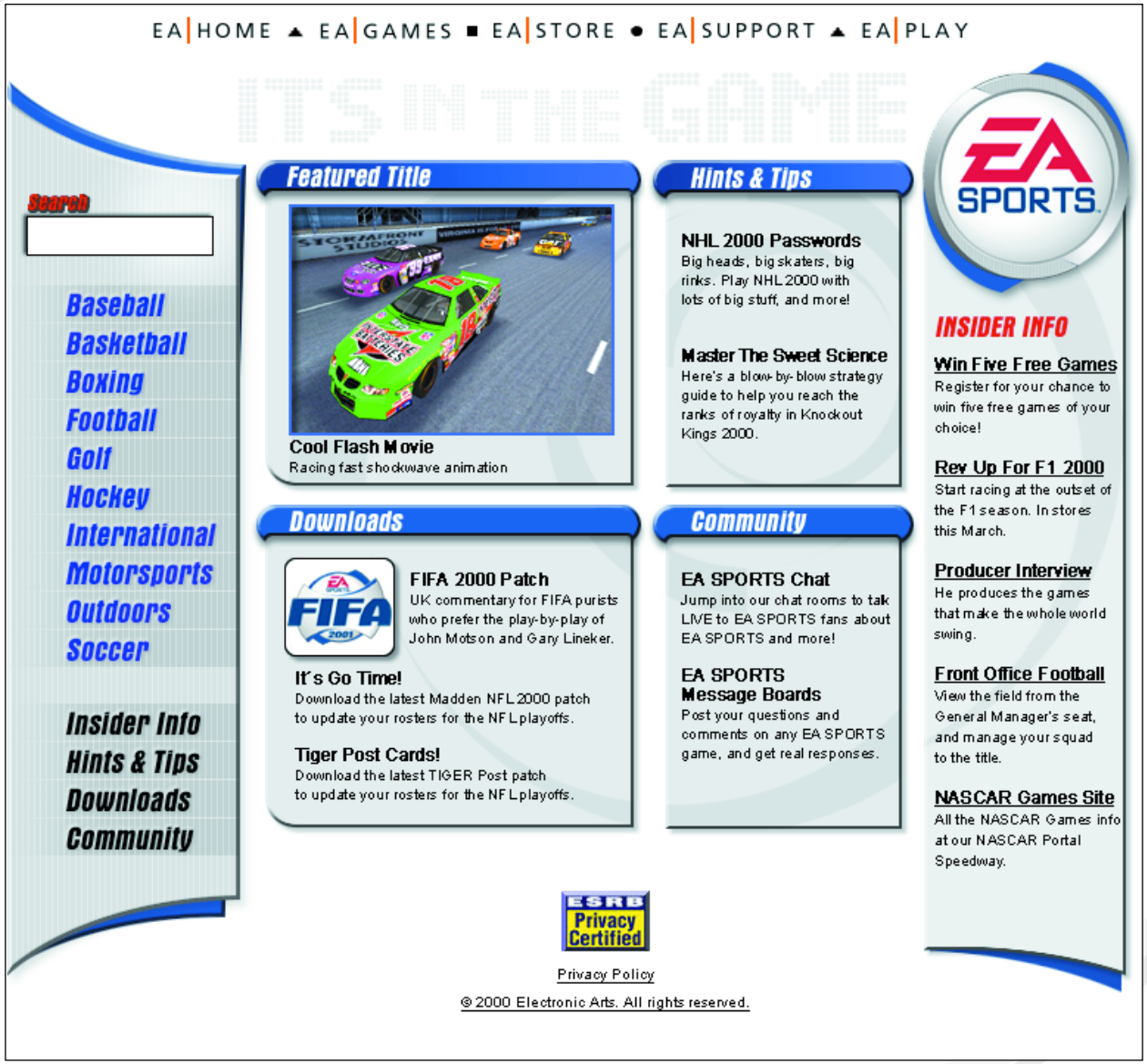
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This screens is a work in progress example of EA SPORTS.com adopting the 2001 line look.



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This screens is a work in progress example of EA SPORTS.com adopting the 2001 line look.



Summary

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Standard (required) PlayStation 2

- Brand animation in power-up sequence
- Branded legal screens
- Coordinated theme (message & style) to front-end videos
- 2001 franchise logo system used for Front-end video tag
- 2001 franchise logo system used for Game title screen
- Branded load screens
- Front-end graphic design (line-look) uses the circular energy creative platform
- Use white backgrounds for front-end
- Standard top menu (function, and user choices) across all franchises
- Standard User Interface menus controls consistent for all franchises
- Standard User Interface game controls as outlined for franchises
- Brand medallion (or franchise medallion) used as in-game elements (clock, scoreboard, lower 3rd titles, etc.)

Optional (recommended) PlayStation 2

- Vortex 3D navigation in front-end
- Dynamic use of elements in front-end

Standard (required) for all EA SPORTS products

- Brand animation in power-up sequence
- Branded legal screens
- 2001 franchise logo system used for Game title screen
- 2001 franchise logo system used for Front-end video tag
- Branded load screens

Optional (recommended) for all EA SPORTS products

- Coordinated theme (message & style) to front-end videos
- Front-end graphic design (line-look) uses the circular energy creative platform
- Use white backgrounds for front-end
- Standard top menu (look, function, and user choices) across all franchises
- Standard User Interface controls for menus consistent for all franchises
- Standard User Interface game controls as outlined for franchises
- Brand medallion (or franchise medallion) used as in-game elements (clock, scoreboard, lower 3rd titles, etc.)

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Just as in our personal lives, it takes time to build recognition and trust with others. EA SPORTS has established a high degree of recognition among loyal consumers, and gained their trust through the fulfillment of quality products.

We want to grow with the existing consumers, and extend our reach to new fans and next generation interactive gamers.

We plan to maintain the circular energy (creative platform) and evolve the shape of the lock-up next year. This would reduce the need to start from scratch each year. This builds visual familiarity and equity in the creative platform.

Sharing Tools

iStudio is Tiburon's next generation interface development tool which facilitates accurate placement and integration of primitives, text, bitmaps, 3D objects, and sound. IStudio supports an open architecture and allows the development teams to create task-specific plug-ins to meet franchise-specific requirements.

Sharing assets

As groups implement these guidelines, they can their post art files on the ftp site. This could include fonts, logo bitmaps, renderings, mockups, etc. Other teams may be able to reuse these files. Developers may want to make the effort to create some of these bitmaps, shapes, etc, to be shared, or at least make sure they're converted to formats everyone can read. Developers can check with other groups to share art assets.

User Interface

Unifying the user interface for EA SPORTS is an evolutionary process that may take several product cycles. There will be an on-going effort for the unification of the user interface of the menu systems and game controls.

Future goals identified to date are:

- Standardize font families
- Standardize grid systems
- Standardize REPLAY controls.
- Standardize MEMORY CARD screen.
- Standardize CONTROLLER screen.
- Standardize terminology on GUI screens.

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This style guide is the result of many people from Studios, Marketing, Publishing, Online and EA SPORTS' creative partners. It is representative of the change occurring in the way we value ourselves as a unified brand. It your adoption and contributions that will build the foundation for integrated brand aesthetics of product, marketing, communications, on line and advertising expressions.

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