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BLUEHOLE STUDIO BRAND GUIDELINES



CONTENTS

1. Primary Logo	03
2. Minimum Size	04
3. Clear Space	05
4. Color Palette	06
5. Color Usage on Background	07
6. Incorrect Usage	08
7. Logo Combination	10
8. Font	13
9. Copyright & Trademark Notice	15

Bluehole Studio Brand Guidelines
1. Primary Logo

This is the primary logo of Bluehole Studio.



Bluehole Studio Brand Guidelines

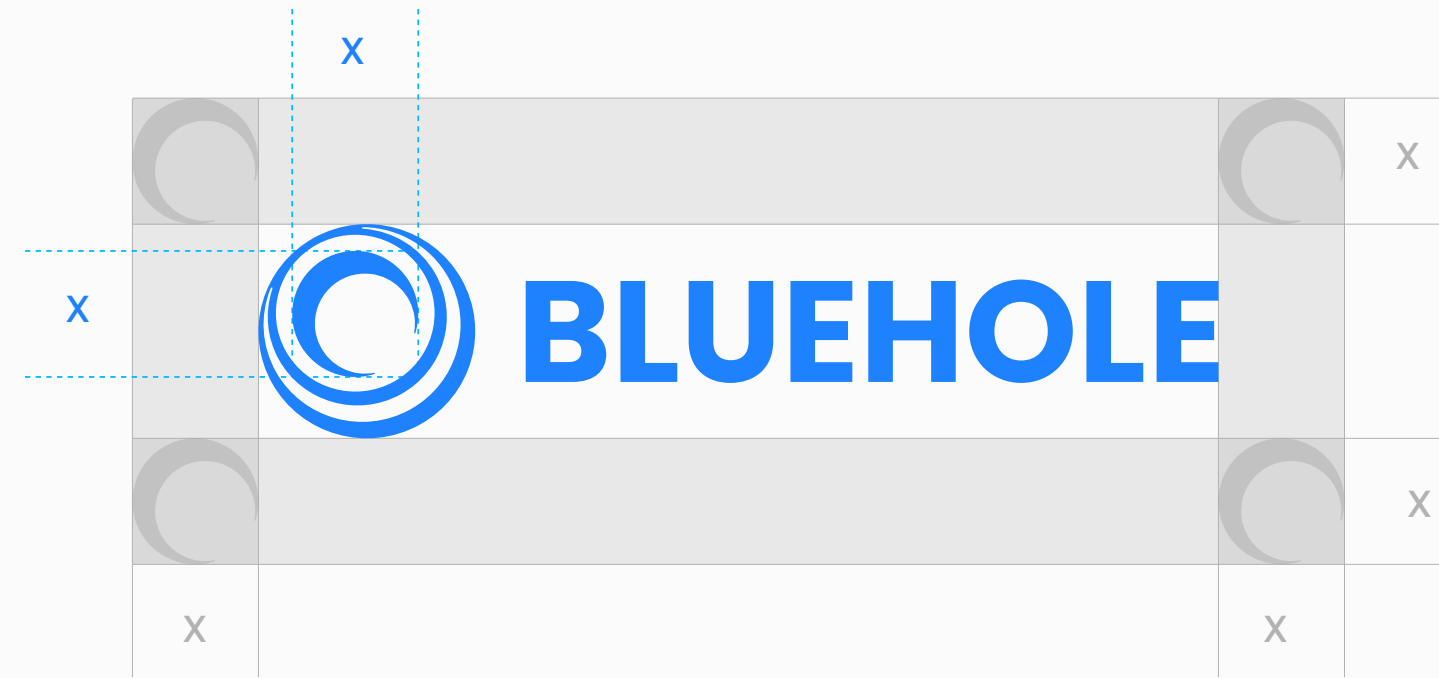
2. Minimum Size

The minimum size rules for the use of the primary logo are as follows.



Bluehole Studio Brand Guidelines
3. Clear Space

The minimum space rules for the primary logo are as follows.



4. Color Palette

It is recommended to use Bluehole Studio Blue, black, and white color to represent the logo effectively.



Color Pallette

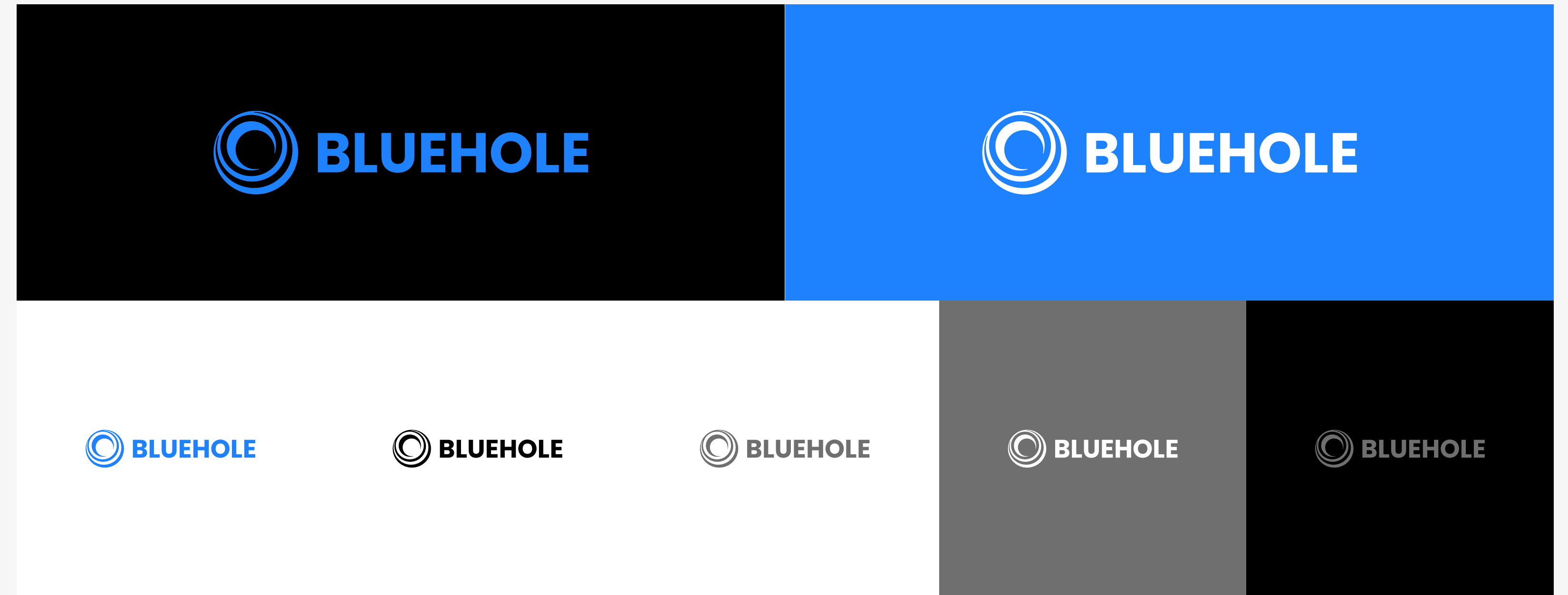
Bluehole Studio Blue C81 M43 Y0 K0 R30 G130 B255 PANTONE 2172C HEX #1e82ff	Black C0 M0 Y0 K100 R0 G0 B0	White C0 M0 Y0 K0 R255 G255 B255	Gray 70 C0 M0 Y0 K70 R102 G102 B102	Gray30 C0 M0 Y0 K30 R198 G198 B198
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Bluehole Studio Brand Guidelines

5. Color Usage on Background

The black or white logos are also acceptable when there are color constraints.

Combination Example



Black & White Color Usage (on black and white backgrounds)



Bluehole Studio Brand Guidelines

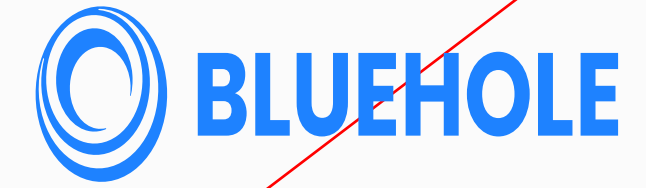
6. Incorrect Usage 01

The color, shape, and proportionality of the logo representing Bluehole Studio 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.

Bluehole Studio logos are prohibited from the following uses.



The proportion of each symbol and the wordmark may not be altered in any form.



The shape of the logo may not be altered in any form.



The proportion of the logo may not be altered in any form.



The logo may not be used in strokes.



The logo may not be used in any other colors that are not designated by the brand.



The color of the logo cannot be partially changed.

Bluehole Studio Brand Guidelines
6. Incorrect Usage 02

When using a logo with a color background or photo elements, it must follow the prescribed shown beside. If you have any questions about the use or need to discuss the situation, please contact the relevant department.

Bluehole Studio logos are prohibited from the following uses.



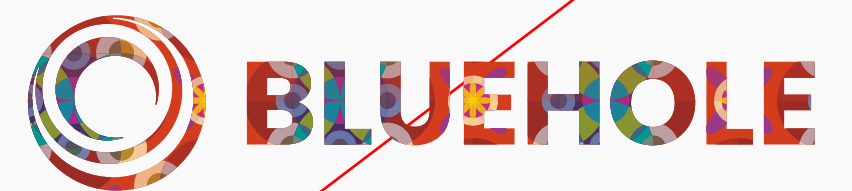
The logo may not be used with gradient colors.



The logo may not be used on a background color that does not effectively show the logo.



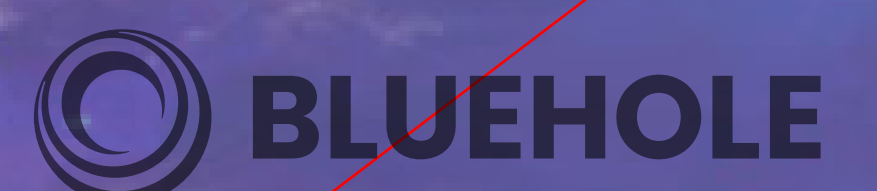
The logo may not be used on a complex background that does not effectively show the logo.



The logo cannot be applied with patterns.



The logo cannot be applied with effects.



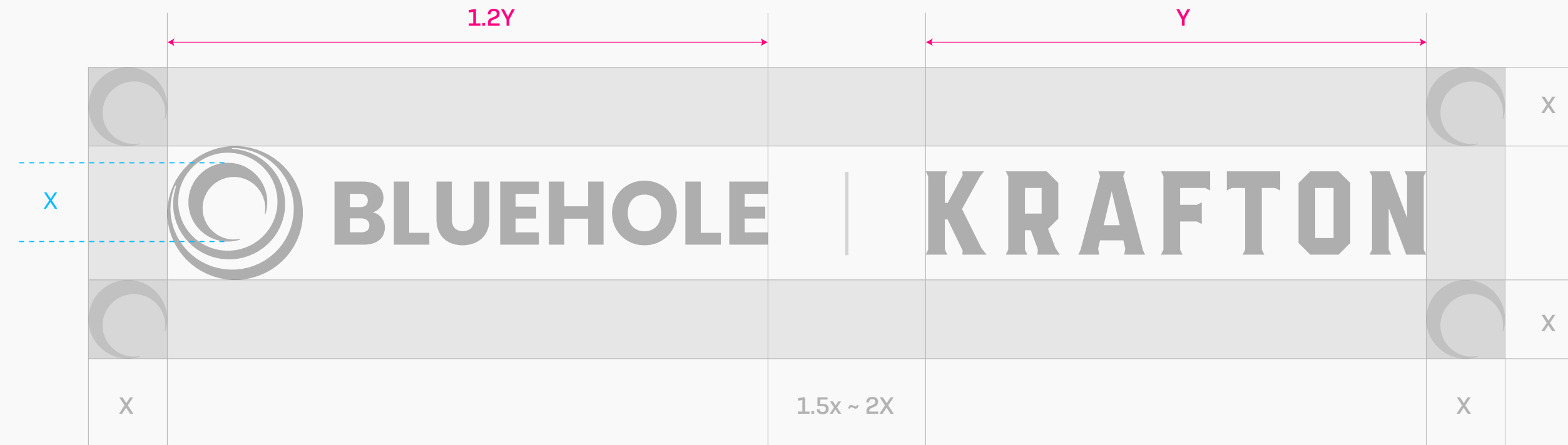
The logo cannot be applied with transparency.

Bluehole Studio Brand Guidelines

7. Logo Combination 01

For concurrent use of the KRAFTON logo and the Bluehole Studio logo, follow these rules. To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form. If you have any questions about the use or need to discuss the situation, please contact the relevant department.

- ※ The clear space between the logos of HQ/studios can be adjusted from 1.5X to 2X.
- ※ The line between the logos of HQ/Studios can be omitted.
- ※ The Bluehole Studio logos can be used in blue, black, white colors.



Bluehole Studio Brand Guidelines

7. Logo Combination 02

For the credits on in-game splash screens and intro sequences, the following order is recommended. In the event of space or time constraints in intro sequences, the KRAFTON logo may be omitted at the relevant department's discretion.

※ The clear space between the logos of HQ/studios can be adjusted from 1.5X to 2X.

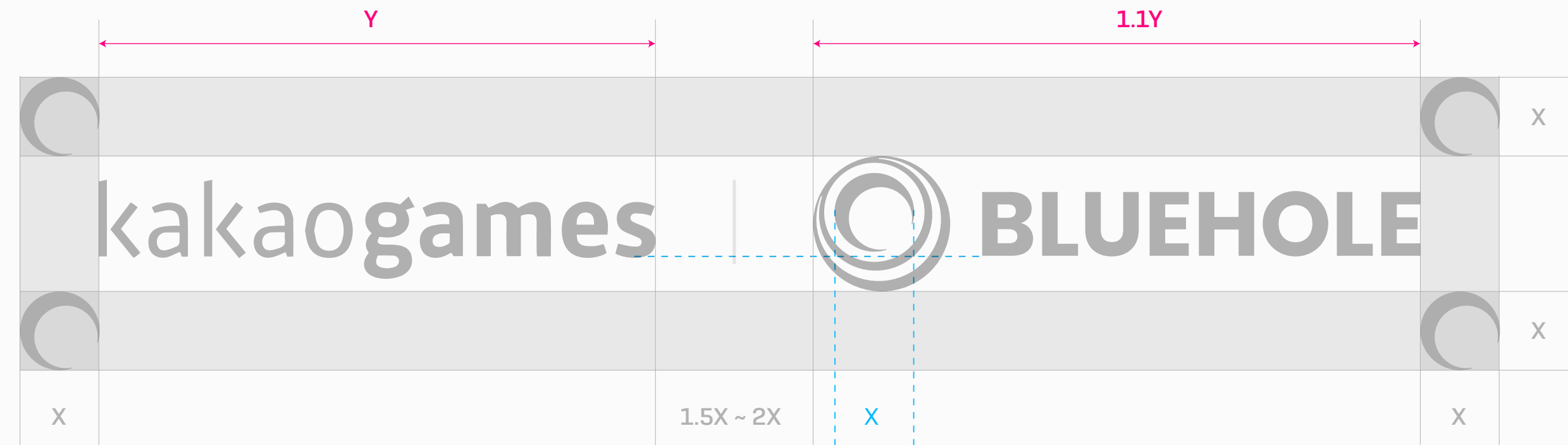
※ The line between the logos of HQ/Studios can be omitted.



Bluehole Studio Brand Guidelines
7. Logo Combination 03

For concurrent use of the Bluehole Studio logo and the Kakaogames logo, follow these rules.

- ※ The clear space between the logos of HQ/studios can be adjusted from 1.5X to 2X.
- ※ The line between the logos of HQ/Studios can be omitted.
- ※ The sequence of the logos is subject to discussions of relevant departments.



The recommended English fonts are as follows.

Poppins can be used for both headlines and body.

The hierarchy of typography must be designed based on the flow of information, allowing the users to see the information they need at a glance.

Different weights of typeface can be used depending on the situation.

Poppins

Headcopy : Poppins – Bold 0 Tracking / Metrics 0-100 / Tight Leading

A leading game production company in the MMORPG genre

Bodycopy : Poppins – Medium 0 Tracking / Metrics 0-100 / Open Leading

As a production game studio that has innovated the genre of MMORPG,
Bluehole Studio aims to bring fun and inspiration to our global users.

Poppins – Thin

As a production game studio that has innovated the
genre of MMORPG, Bluehole Studio aims to bring fun and
inspiration to our global users.

Poppins – SemiBold

As a production game studio that has innovated the
genre of MMORPG, Bluehole Studio aims to bring fun and
inspiration to our global users.

Poppins – Light

As a production game studio that has innovated the
genre of MMORPG, Bluehole Studio aims to bring fun and
inspiration to our global users.

Poppins – ExtraBold

As a production game studio that has innovated the
genre of MMORPG, Bluehole Studio aims to bring fun and
inspiration to our global users.

The recommended Korean fonts are as follows. Noto Sans CJK can be used for both headlines and body.

The hierarchy of typography must be designed based on the flow of information, allowing the users to see the information they need at a glance.

Different weights of typeface can be used depending on the situation.

Noto Sans CJK KR Font Family

Headcopy Noto Sans CJK KR-Bold / -20 Tracking / Metrics 0 / Tight Leading

MMORPG 장르를 대표하는 게임 제작사

Bodycopy Noto Sans CJK KR-Regular / -20 Tracking / Metrics 0 / Open Leading

블루홀스튜디오는 MMORPG의 새로운 장을 연 게임 제작 스튜디오로서,
전 세계 이용자들에게 재미와 감동을 주는 것을 목표로 합니다.

Noto Sans CJK KR-DemiLight

블루홀스튜디오는 MMORPG의 새로운 장을 연 게임 제작 스튜디오로서,
전 세계 이용자들에게 재미와 감동을 주는 것을 목표로 합니다.

Noto Sans CJK KR-Medium

블루홀스튜디오는 MMORPG의 새로운 장을 연 게임 제작 스튜디오로서,
전 세계 이용자들에게 재미와 감동을 주는 것을 목표로 합니다.

Noto Sans CJK KR-Regular

블루홀스튜디오는 MMORPG의 새로운 장을 연 게임 제작 스튜디오로서,
전 세계 이용자들에게 재미와 감동을 주는 것을 목표로 합니다.

Noto Sans CJK KR-Black

**블루홀스튜디오는 MMORPG의 새로운 장을 연 게임 제작 스튜디오로서,
전 세계 이용자들에게 재미와 감동을 주는 것을 목표로 합니다.**

Bluehole Studio Brand Guidelines

9. Copyright & Trademark Notice (TERA and ELYON)

This is the copyright notice regulation for TERA and ELYON. It is recommended to use the basic type at all times. The abbreviated or long types can be used depending on space constraints.

For notating years :

- Use the release year for games
- Use the most recent year on websites.

Copyright Regulation

Basic Type

© 2021 Bluehole Studio, Inc. All rights reserved.
© 2021 KRAFTON, Inc. All rights reserved.

Abbreviated Type

© 2021 Bluehole Studio, Inc. © 2021 KRAFTON, Inc.

Copyright Regulation (with Publisher)

Basic Type

© 2021 Bluehole Studio, Inc. All rights reserved.
© 2021 KRAFTON, Inc. All rights reserved.
© 2021 Kakao Games Corp.

Abbreviated Type

© 2021 Bluehole Studio, Inc. © 2021 KRAFTON, Inc. © 2021 Kakao Games Corp.

Trademark Notice

Trademark Notice for TERA & ELYON

TERA® , 테라® , The Exiled Realm of Arborea®

TERA, 테라 and these trademarks are trademarks or registered trademarks of KRAFTON, Inc., in Korea and/or other countries.

ELYON® , 엘리온® , ELYON ASCENT : INFINITE REALM®

ELYON, 엘리온 is a trademark or registered trademark of KRAFTON, Inc., in Korea and/or other countries.

Bluehole Studio Brand Guidelines

9. Copyright & Trademark Notice (Other IPs)

This is the copyright notice regulation for other IPs. It is recommended to use the basic type at all times. The abbreviated or long types can be used depending on space constraints.

For notating years :

- Use the release year for games
- Use the most recent year on websites.

Copyright Regulation

Basic Type

© 2021 Bluehole Studio, Inc. All rights reserved.

Abbreviated Type

© 2021 Bluehole Studio, Inc.

Long Type

Copyright 2021 Bluehole Studio, Inc. All rights reserved.