BRAND LOGOS
This page shows the main logo variations for BG. The primary logo shown in white, with alternate versions in both black and yellow.
The PUBG BG logotype is used across a variety of applications and varying sizes, this page shows the best way to work out the needed clear space using the B of “Battlegrounds.”

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

Further examples and minimum sizes are shown within the pages of this guide.
This page shows the minimum sizes that the PUBG BG logotype should be used with for both print and digital.

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

*Graphics for illustration, not to scale.
This page shows how the three color versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.

**ALTERATE TINTS:**
- White Logo
- Yellow Logo
- Black Logo

### VALUE GRID

<table>
<thead>
<tr>
<th>90%</th>
<th>80%</th>
<th>70%</th>
<th>60%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="PUBG Battlegrounds Logo" /></td>
<td><img src="image2.png" alt="PUBG Battlegrounds Logo" /></td>
<td><img src="image3.png" alt="PUBG Battlegrounds Logo" /></td>
<td><img src="image4.png" alt="PUBG Battlegrounds Logo" /></td>
<td><img src="image5.png" alt="PUBG Battlegrounds Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>40%</th>
<th>30%</th>
<th>20%</th>
<th>10%</th>
<th>0%</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image6.png" alt="PUBG Battlegrounds Logo" /></td>
<td><img src="image7.png" alt="PUBG Battlegrounds Logo" /></td>
<td><img src="image8.png" alt="PUBG Battlegrounds Logo" /></td>
<td><img src="image9.png" alt="PUBG Battlegrounds Logo" /></td>
<td><img src="image10.png" alt="PUBG Battlegrounds Logo" /></td>
</tr>
</tbody>
</table>
This page shows examples of the PUBG BG logotype used in both central and alternate positioning.

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

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.
This page shows a variety of incorrect treatments, effects and usages that should not be used with the PUBG BG logotype under any circumstances.

SECTION 01: BRAND LOGOS

LOGO MISUSE

LOGOS MAY NOT BE USED WITH GRADIENTS

DO NOT USE THE BATTERY ELEMENT ON ITS OWN

PUBG BATTLEGROUNDS LOGO CAN NOT BE SHOWN BY ITSELF

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

DO NOT ROTATE THE LOGO

THE LOGO CANNOT BE USED WITH TRANSPARENCY
This page shows the main logo variations for the PUBG BG logomark. The primary logo shown in white, with alternate versions in both black and yellow.
The PUBG BG logomark is used across a variety of applications and varying sizes, this page shows the best way to work out the needed clear space using the width of the logomark.

Further examples and minimum sizes are shown within the pages of this guide.
This page shows the minimum sizes that the PUBG BG logomark should be used with for both print and digital.

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

*Graphics for illustration, not to scale.
This page shows how the three color versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.

**ALTERNATE TINTS:**
- White Logo
- Yellow Logo
- Black Logo
This page shows placement guidelines for the PUBG BG logomark. The solid versions show the preferred placement for the logomark, while other usable placements are shown with transparency.
This page shows a variety of incorrect treatments, effects and usages that should not be used with the PUBG BG logomark under any circumstances.

**LOGO MISUSE**

- Logos may not be used with gradients.
- Do not rotate the logo.
- Logos may not be used on a complex background that does not effectively show the logo.
- Do not recolor the logo.
- Do not add logo effects.
- The logo cannot be used with transparency.
This page shows the main logo variations for PUBG STUDIOS, with versions in black, white and PUBG yellow.
The PUBG STUDIOS logo is used across a variety of applications and varying sizes, this page shows the best way to work out the needed clear space using the U of “PUBG.”

As shown there is a preferred clear space using the letter height, which should be maintained wherever possible. However in limited cases this can be reduced to a minimum of the width of the letter U. Further examples and minimum sizes are shown within the pages of this guide.
This page shows the minimum sizes that the PUBG STUDIOS logo should be used with for both print and digital*.

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

*Graphics for illustration, not to scale.
This page shows how the three color versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.

**ALTERNATE TINTS:**
- White Logo
- Yellow Logo
- Black Logo
This page shows examples of the PUBG STUDIOS logotype used in both central and alternate positioning.

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

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.
This page shows a variety of incorrect treatments, effects and usages that should not be used with the PUBG Studios logo under any circumstances.

**LOGO MISUSE**

- **Logos may not be used with gradients**
- **Do not rotate the logo**
- **Logos may not be used on a complex background that does not effectively show the logo**
- **Do not recolor the logo**
- **Do not add logo effects.**
- **The logo cannot be used with transparency**
This is KRAFTON’s logo. The minimum size rules for the use are as follows.
The minimum space rules for KRAFTON logos are as follows. The following regulations are strictly adhered to and cannot be altered arbitrarily to ensure a consistent brand identity.
It is recommended to use a basic color for the background to represent the KRAFTON logo effectively. To maintain consistent brand identity, the colors described in this guide should be the preferred choices.

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

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

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

We recommend using a black logo at 90-50% brightness, and white logo at 0-0% brightness.
KRAFTON logos are prohibited from the following uses.

LOGOS MAY NOT BE USED IN ANY ALTERED FORM.

LOGOS CANNOT BE USED IN COLORS THAT ARE NOT DESIGNATED BY THE BRAND.

THE COLOR OF THE LOGO CANNOT BE PARTIALLY CHANGED.

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

KRAFTON logos are prohibited from the following uses:

- Logos may not be used with gradients.
- Logos may not be used on a similar color background that does not effectively show the logo.
- Logos may not be used with pattern fills.
- Do not add logo effects.
- The logo cannot be used with transparency.
KRAFTON’s main color is black, an achromatic color that can embrace all production studios and conveys the robust and serious image of KRAFTON.

**BLACK**
- **RGB**: 0 / 0 / 0
- **CMYK**: 0 / 0 / 0 / 100
- **HEX**: #000000

**GRAY**
- **RGB**: 153 / 153 / 154
- **CMYK**: 0 / 0 / 0 / 55
- **HEX**: #949495

**LIGHT GRAY**
- **RGB**: 239 / 239 / 239
- **CMYK**: 0 / 0 / 0 / 55
- **HEX**: #EFEFEF

**WHITE**
- **RGB**: 255 / 255 / 255
- **CMYK**: 0 / 0 / 0 / 0
- **HEX**: #FFFFFF
LOGO COMBINATIONS
This page shows the correct method for combining the KRAFTON and PUBG STUDIOS logos. As can be seen from the graphic to the right this is created using the height and width of the KRAFTON logo.
This page shows the correct minimum exclusion zone for the KRAFTON X PUBG STUDIOS logo. This uses the same method of calculation as the logo construction, using the height of the KRAFTON logo. Further examples and minimum sizes are shown within the pages of this guide.
This page shows the minimum sizes that the KRAFTON X PUBG logotype should be used with for both print and digital.

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

*Graphics for illustration, not to scale.
This page shows how the versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast ratio.
This page shows examples of the KRAFTON X PUBG STUDIOS logotype used in both central and alternate positioning.

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

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.
This page shows the correct method for combining the KRAFTON and PUBG BG logos. As can be seen from the graphic to the right this is created using the height and width of the KRAFTON logo.
This page shows the correct minimum exclusion zone for the KRAFTON X PUBG BG logo, this uses the same method of calculation as the logo construction, using the height of the KRAFTON logo. Further examples and minimum sizes are shown within the pages of this guide.
This page shows the minimum sizes that the KRAFTON X PUBG BATTLEGROUNDS logotype should be used with for both print and digital.

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

*Graphics for illustration, not to scale.
This page shows how the versions of the logo can be used across a variety of backgrounds whilst maintaining a strong contrast rate.
This page shows examples of the KRAFTON X PUBG BG logotype used in both central and alternate positioning.

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

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.
PARTNERSHIPS
This page shows horizontal and stacked examples of logo hierarchy when using multiple partners within the same piece, as can be seen on the graphics to the right the PUBG BG logo should always be dominant in this lock up.

**SECTION 01(C): PARTNERSHIPS**

**LOGO HIERARCHY**

**HORIZONTAL VERSION**

```
<table>
<thead>
<tr>
<th>PUBG BATTLEGROUNDS</th>
<th>intel. XBOX ZOWIE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5-2X</td>
<td>0.5X</td>
</tr>
<tr>
<td>0.5X</td>
<td>0.5X</td>
</tr>
</tbody>
</table>
```

**STACKED VERSION**

```
<table>
<thead>
<tr>
<th>PUBG BATTLEGROUNDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5X</td>
</tr>
<tr>
<td>intel. XBOX ZOWIE</td>
</tr>
<tr>
<td>0.5X</td>
</tr>
<tr>
<td>0.5-1X</td>
</tr>
<tr>
<td>0.5-1X</td>
</tr>
<tr>
<td>SPONSOR LOGO HEIGHT = X</td>
</tr>
</tbody>
</table>
```
It is sometimes necessary to create custom logo lockups, for example when there are events with brand collaborations. As can be seen by the graphic on the right, this uses the same styling as the PUBG:BG X PUBG logo lockup.
This page shows a variety of incorrect treatments, effects and usages that should not be used with the partnership logotype under any circumstances.

**MISUSE**

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

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

THE LOGO CANNOT BE USED WITH TRANSPARENCY.

DO NOT RECOLOR PARTNER LOGOS.
This page shows examples of the PUBG X Company logotype used in both central and corner positioning.

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

Please note that on the 9:16 version, the alternate placement is at the top centred rather than the corner. This is to allow for the best crop when viewed on mobile.
There may be some cases or formats where the PUBG BG and partner lock up may not be usable, in this case it is best to split the logos into the bottom corners as can be seen in the graphic on the right.
SECTION 02: BRAND ELEMENTS

COLORS

WINNER WINNER CHICKEN DINNER

PRIMARY - BG YELLOW
- RGB: 255 / 182 / 15
- CMYK: 0 / 32 / 100 / 0
- HEX: #ff60b4
- PMS: 1225C

SECONDARY - BG BLACK
- RGB: 17 / 17 / 17
- CMYK: 73 / 63 / 58 / 88
- HEX: #111111
- PMS: BLACK 6C

SECONDARY - BG DARK GREY
- RGB: 50 / 50 / 50
- CMYK: 64 / 55 / 51 / 69
- HEX: #323132
- PMS: 412C

SECONDARY - BG OFF WHITE
- RGB: 243 / 243 / 243
- CMYK: 6 / 4 / 4 / 0
- HEX: #f3f3f3
- PMS: 663C
This page shows official font A for the PUBG brand. There are two weights for the official BG font. Main use case is "Regular". The textured version is an alternative weight if needed.

<table>
<thead>
<tr>
<th>Fonts</th>
<th>PUBG Battlegrounds: Regular</th>
<th>PUBG Battlegrounds: Textured</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABOGFHJLKNMPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
This page shows the baseline rules for official font A of the PUBG brand. Deviation from these parameters must be approved by the PUBG design team.

**FONT A RULES**

**TRACKING GUIDELINES**
- Minimum: -5
- Maximum: 25 (body copy)
- 75 (headlines)

**LEADING GUIDELINES**
- 100 - 120% of copy pt size

**WINNER WINN**

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

You must have a active Adobe CC License to use this font.
This page shows the baseline rules for official font B of the PUBG brand. Deviation from these parameters must be approved by the PUBG design team.

**Font B Rules**

**Tracking Guidelines**
- **Minimum:** -5
- **Maximum:** 25 (Body Copy)
  75 (Headlines)

**Leading Guidelines**
- 100 - 120% of Copy Pt Size

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

**INTERNATIONAL FONTS**

**HEADLINE // BODY**

**RUSSIAN**
- HEADLINE // BODY
  - REFRIGERATOR DELUXE BOLD, REFRIGERATOR DELUXE REGULAR

**ARABIC**
- HEADLINE // BODY
  - CAIRO BOLD, CAIRO REGULAR

**CHINESE**
  - Simplified
    - HEADLINE // BODY
      - NOTO SANS CJK SC BOLD, NOTO SANS CJK SC REGULAR
  - Traditional
    - HEADLINE // BODY
      - NOTO SANS CJK TC BOLD, NOTO SANS CJK TC REGULAR

**JAPANESE**
- HEADLINE // BODY
  - NOTO SANS CJK JP BOLD, NOTO SANS CJK JP REGULAR

**KOREAN**
- HEADLINE // BODY
  - NOTO SANS CJK KR BOLD, NOTO SANS CJK KR REGULAR

**THAI**
- HEADLINE // BODY
  - NOTO SANS THAI CONDENSED BOLD
  - NOTO SANS THAI CONDENSED REGULAR

**SUPPORTED LANGUAGES**
- Polish, Portuguese (Europe), Portuguese (Brazil), Russian, Spanish (Europe), Spanish (Mexico), Italian, Turkish, French, German, Indonesian, Vietnamese
This page shows examples of how the logo is used on key art, please not that the primary logo color should be used wherever possible, however the logo with the highest contrast ratio should be used in.

As can be seen from the graphic, the logo should be used in a central position wherever possible so that the image can be cropped to portrait without obscuring the logo.
The opening slate should appear for any video content that exceeds 30 seconds. For video content that is less than 30 seconds, use a still-image version of the opening slate (See right for example).

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

PUBG BG LOGO RECOMMENDED SIZE:

- 1080p resolution = 960px wide
- 4k resolution = 1920px wide
The opening slate should appear for any video content that exceeds 30 seconds. For video content that is less than 30 seconds, use a still-image version of the opening slate (See right for example).

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

PUBG STUDIOS LOGO RECOMMENDED SIZE:
- 1080p resolution = 414px wide
- 4k resolution = 830px wide
The opening slate should appear for any video content that exceeds 30 seconds. For video content that is less than 30 seconds, use a still-image version of the opening slate (See right for example).

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

PUBG STUDIOS X KRAFTON LOGO RECOMMENDED SIZE:
- 1080p resolution = 960px wide
- 4k resolution = 1920px wide
LEGAL GUIDELINES

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

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PUBG is a registered trademark or service mark of KRAFTON, Inc.

LEGAL GUIDELINES:
Use KRAFTON, Inc. CI + Copyright on all promotional materials and websites on principle.

OFFICIAL CORPORATE NAME IN ENGLISH:
KRAFTON, Inc.

COPYRIGHT:
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or
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TRADEMARK:
All digital forms of the brand identity must include their respective registered trademarks, trademarks or service marks. Merchandise can be an exception, but must be reviewed and approved by KRAFTON, Inc.
LEGAL GUIDELINES

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Use the trademarks as adjectives followed by appropriate nouns.
Use the correct spelling and format of the trademarks and logos.
Use the trademarks as the original format except for adjusting the overall size.
Use the appropriate trademark symbol ® in the first appearance of the trademark in a headline, and/or the first prominent use, and first appearance in the body of text.
Use the trademarks and logos in the correct contexts.

DO NOT:
Use the trademarks and logos as verb or noun.
Use the trademarks and logos in a plural or possessive or hyphenated form.
Use the trademarks and logos combined with any other mark, hyphenated, abbreviated or displayed in parts.
Use the trademarks and logos in false or misleading advertising.
Mimic any PUBG branding in non-PUBG materials.
Use a PUBG Mark in the domain name of your website’s URL without permission.
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