BLUEHOLE STUDIO
BRAND GUIDELINES

INTRO

This guide outlines the fundamental principles and detailed instructions for applying the Bluehole Studio brand identity.
It serves as a guide to accurately represent the brand identity across various media and maintain a consistent brand image.
Familiarize yourself with the basic principles presented in this guide and utilize them freely. If modifications or additional
materials are required, please consult with the relevant department before proceeding.
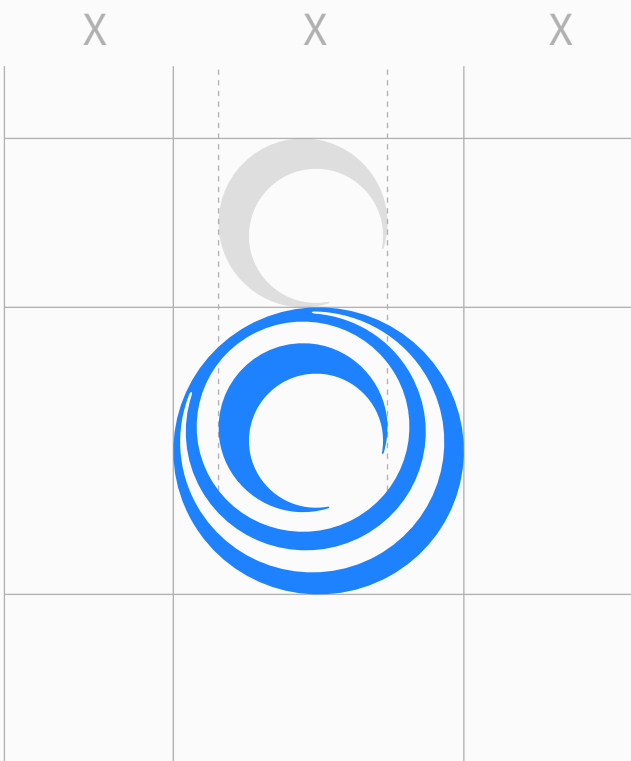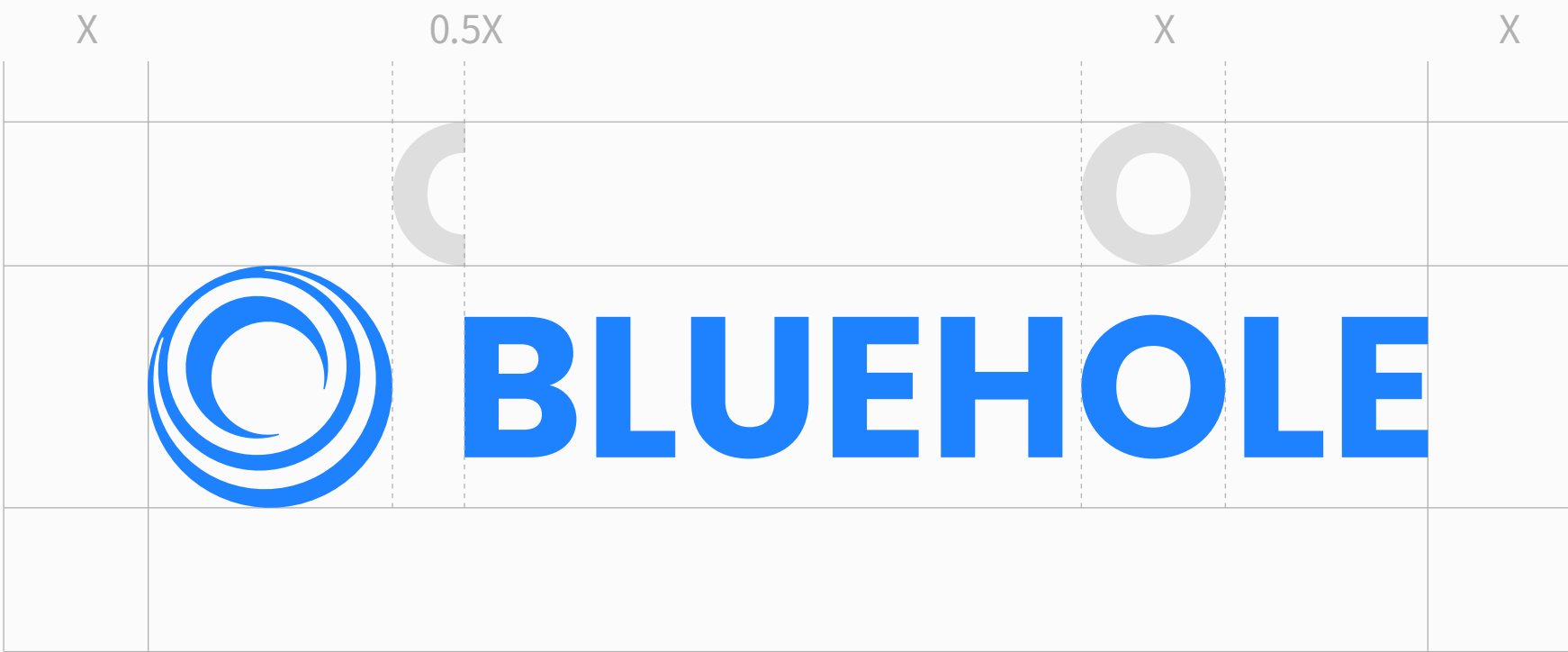
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This is the primary logo of Bluehole Studio.

This is the symbol logo of Bluehole Studio.

The minimum size rules for the use of
the primary logo are as follows.
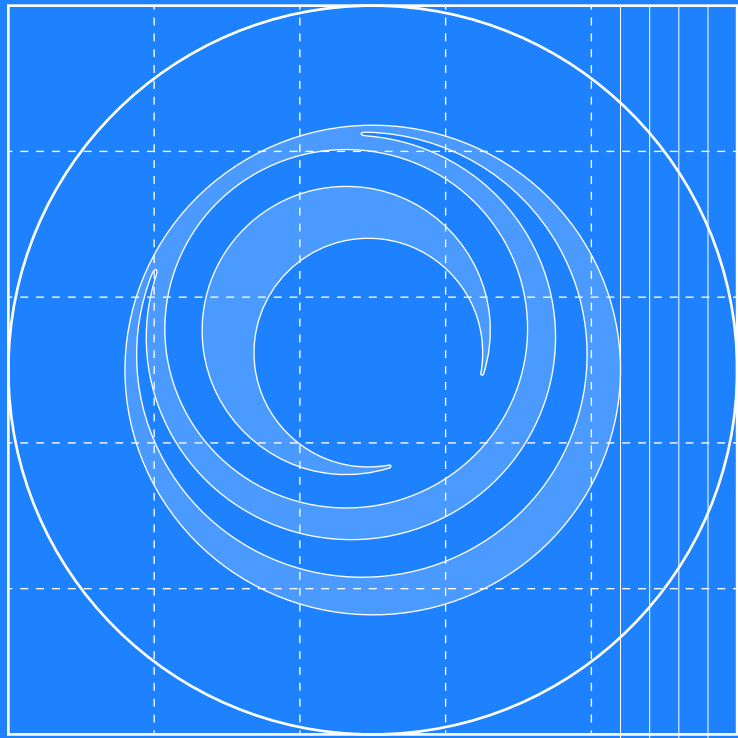
BLUEHOLE 40px, 4mm

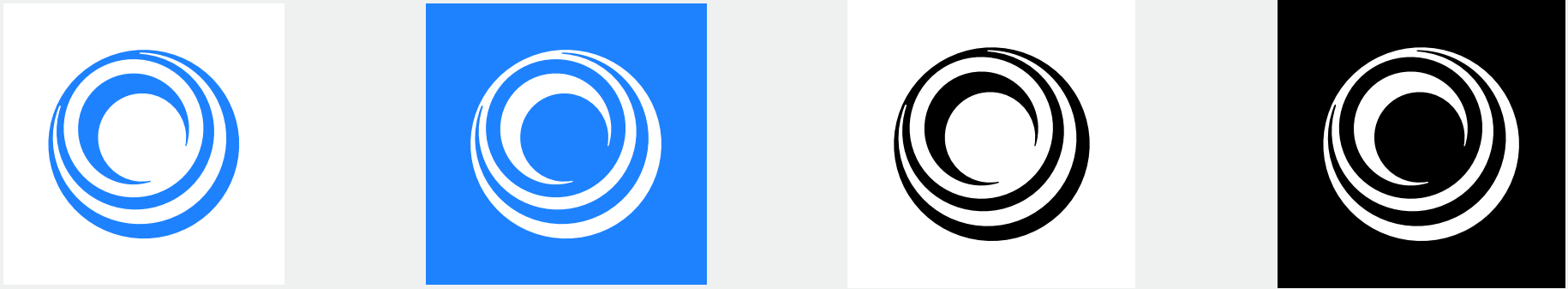The minimum space rules for the primary
logo are as follows.

This is the icon guide for the Bluehole Studio symbol logo. It can be utilized across various applications such as icons and profile images.


Icon (round)

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.

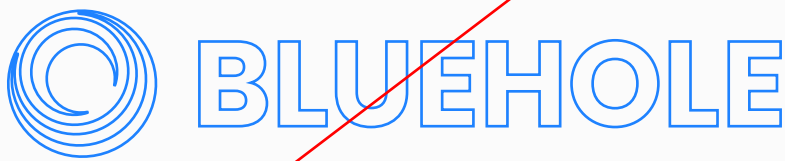Bluehole Studio logos are prohibited from the following uses.

Do not alter the proportion of each symbol and the wordmark in any form.
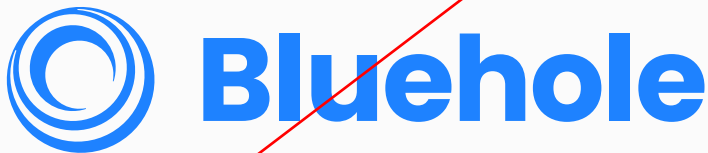
Do not arbitrarily change the capitalization of the logo.

Do not modify the proportion of the logo in any way.

Do not use the logo in strokes.

Do not use the logo in any colors other than those designated by the brand.

Do not partially change the color of the logo.

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
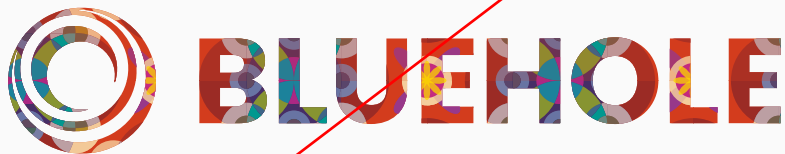
Do not use gradient colors in the logo.

Do not place the logo on background colors where it is not clearly visible.

Do not place the logo on complex backgrounds where it is not clearly visible.

Do not apply patterns to the logo.

Do not apply effects to the logo.

Do not apply transparency to the logo.

6. Incorrect Usage – Symbol

The prohibited uses of the Bluehole Studio symbol are as follows. The color, shape, and proportions of the symbol representing Bluehole Studio must not be altered. When using the symbol alongside colored backgrounds, photographic elements, or other design elements, the prescribed format must be strictly followed.
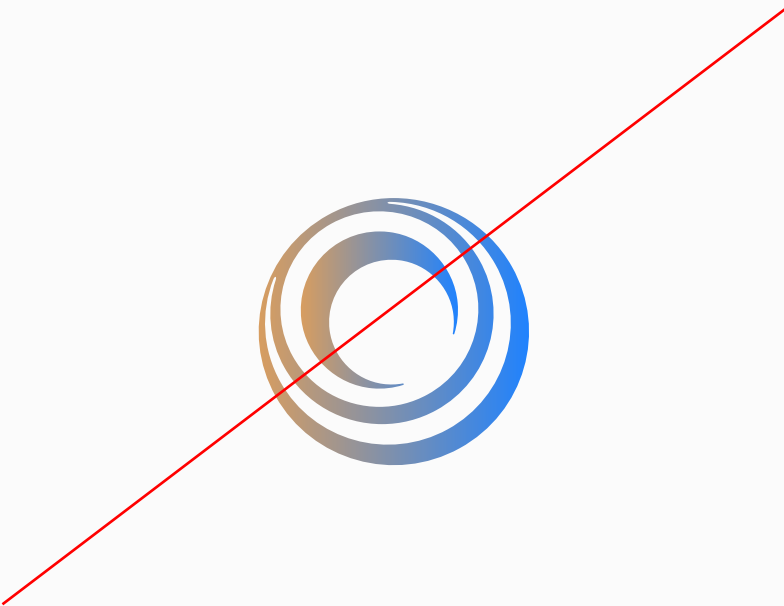
If you have any questions about its usage or require consultation based on specific circumstances, please contact the relevant department.
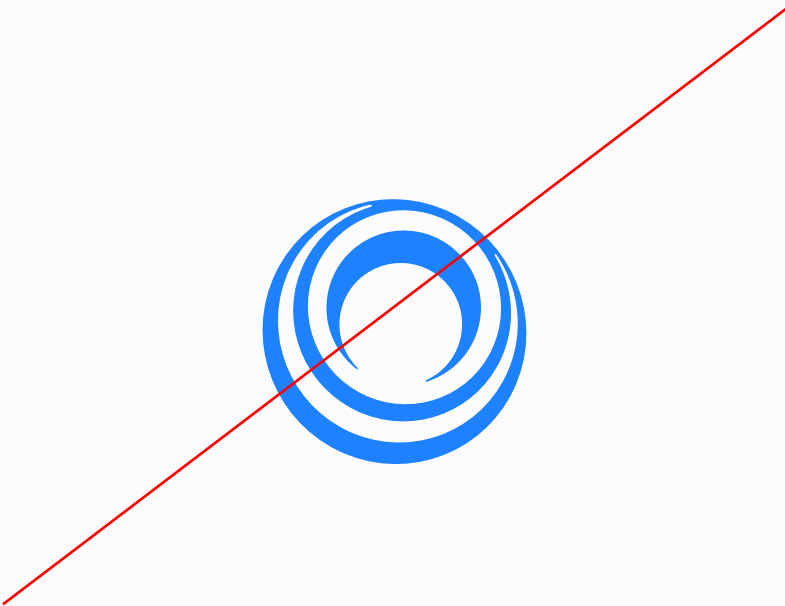
Do not rotate or change the orientation of the symbol arbitrarily.
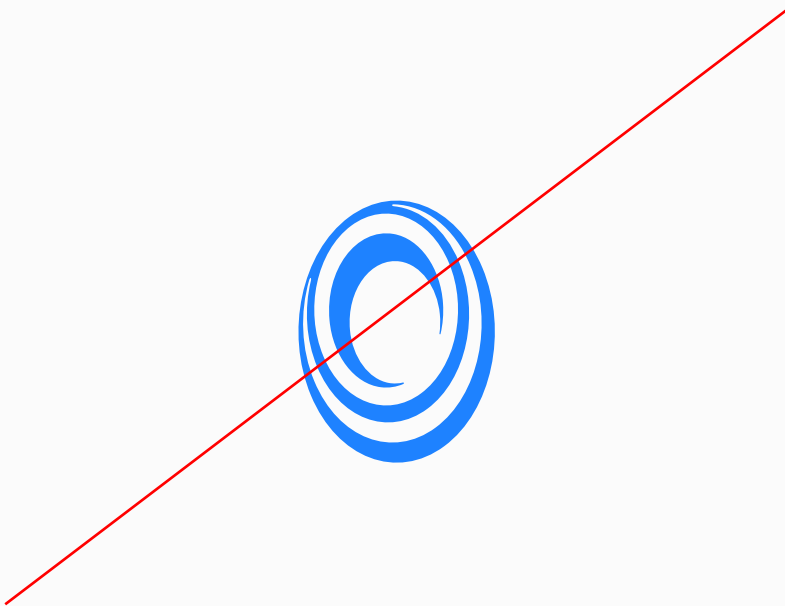
Do not alter the shape or proportions of the symbol arbitrarily.

Do not use gradient colors in the symbol.
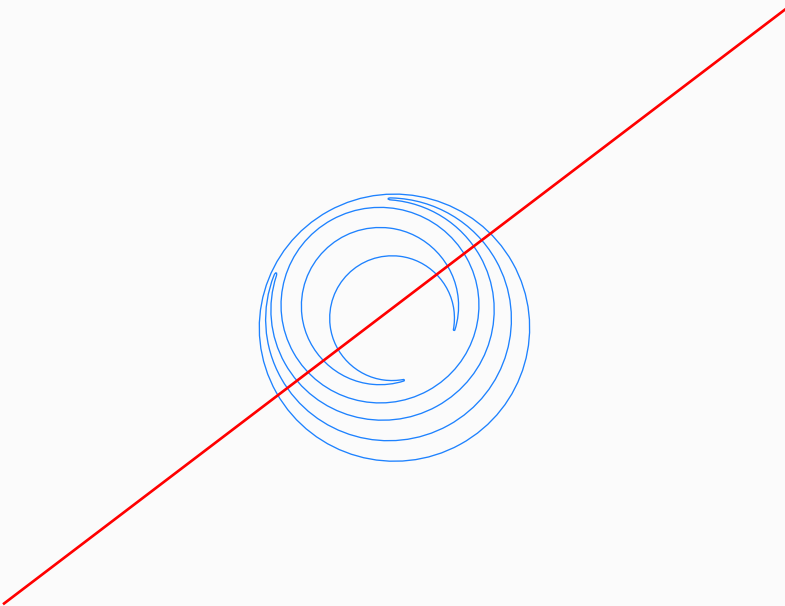
Do not transform the symbol into a line-based design.
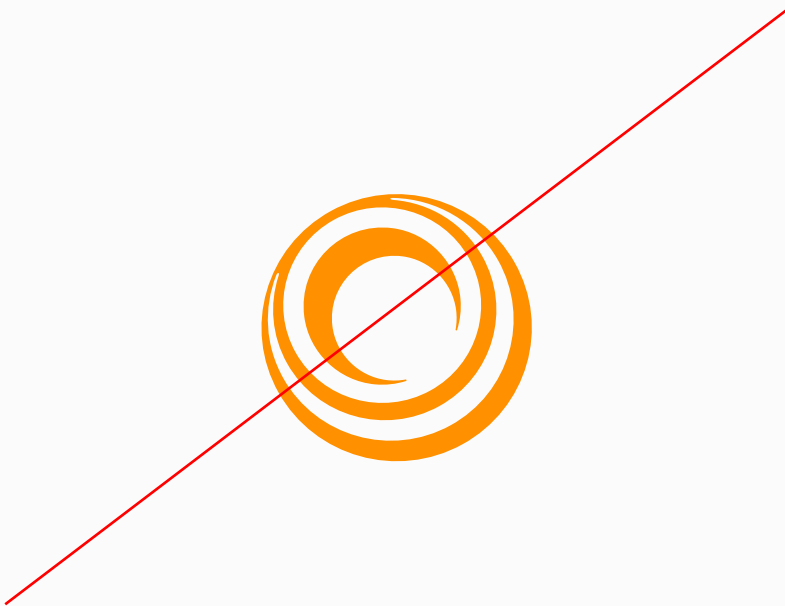
Do not use colors for the symbol that are not designated by the brand.
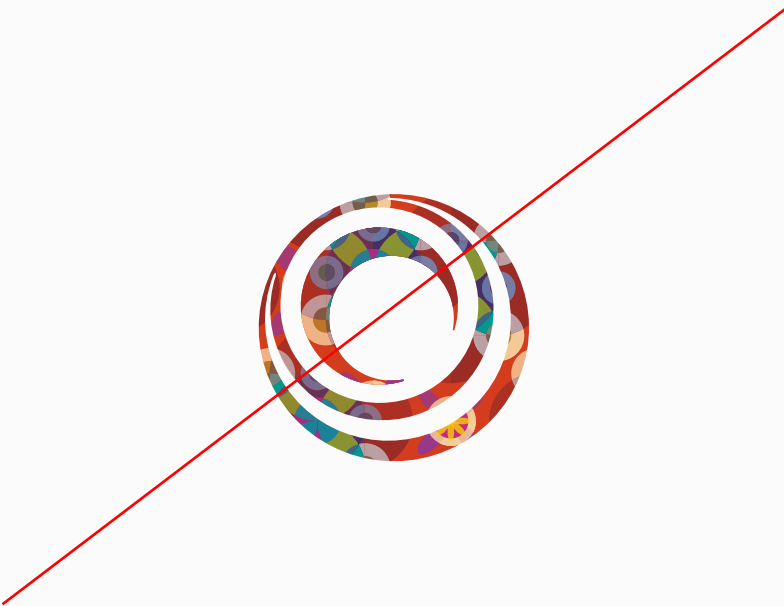
Do not apply patterns to the symbol.
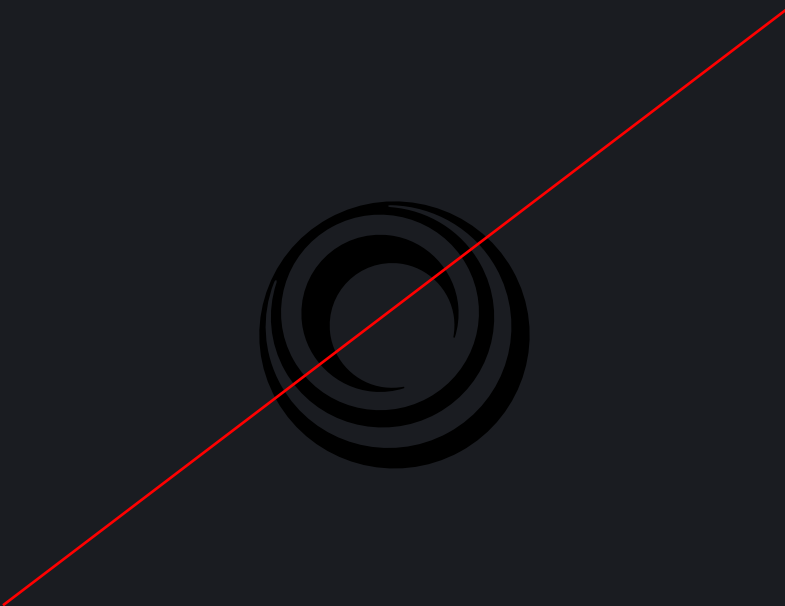
Do not place the symbol on background colors where it is not clearly visible.
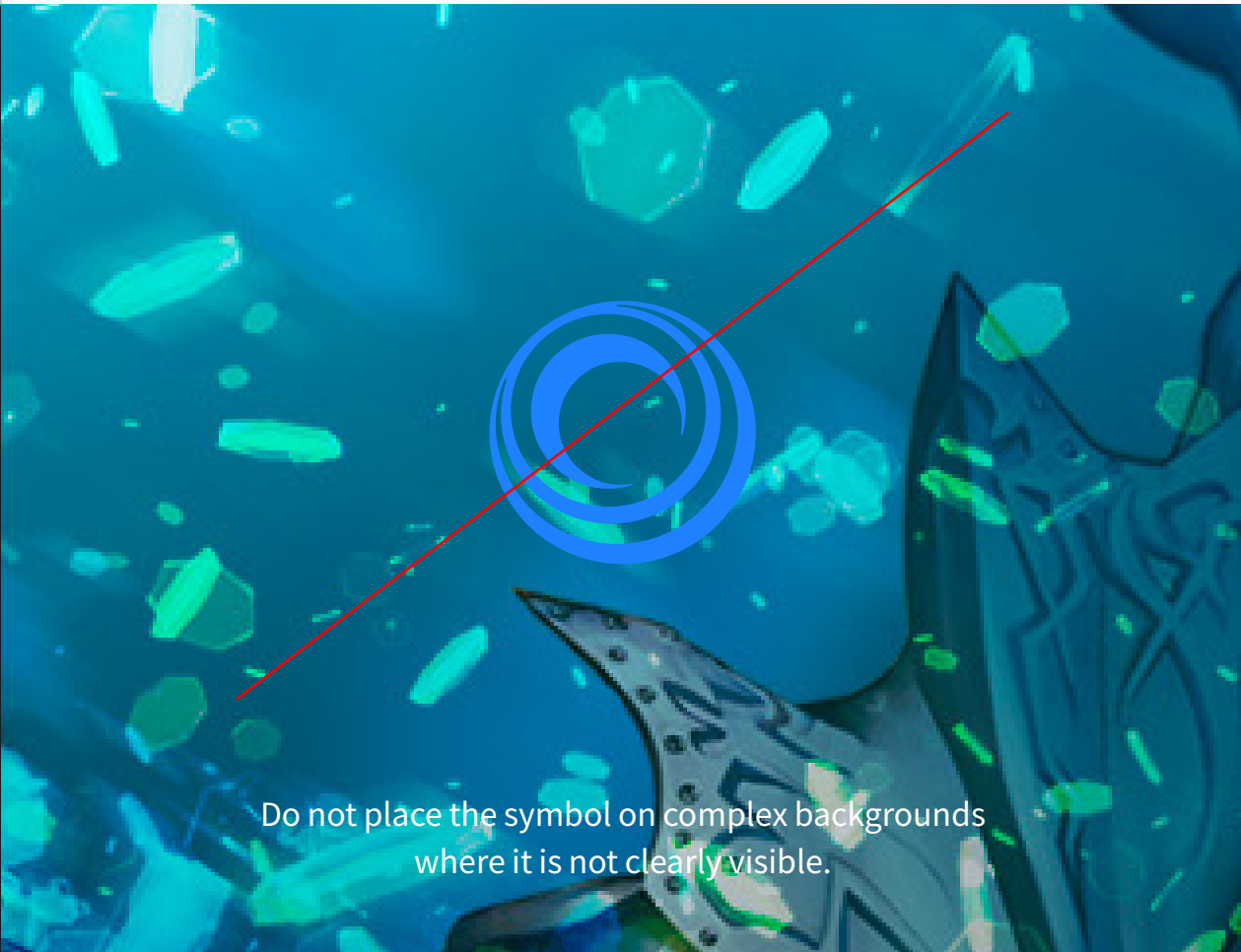
Do not place the symbol on complex backgrounds where it is not clearly visible.
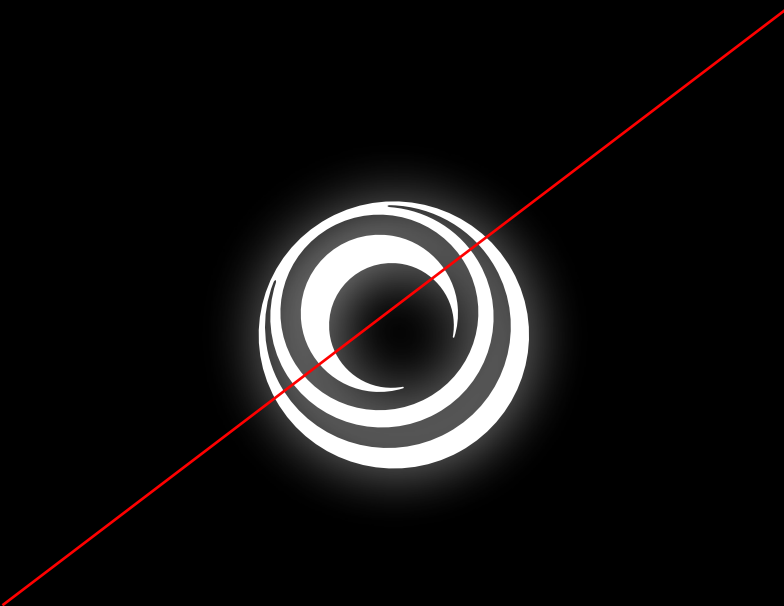
Do not apply effects to the symbol.

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

Color Pallete

Bluehole Studio Blue	Black	White	Gray 70	Gray 30
C81 M43 Y0 K0 R30 G130 B255 PANTONE 2172C HEX #1e82ff	C0 M0 Y0 K100 R0 G0 B0	C0 M0 Y0 K0 R255 G255 B255	C0 M0 Y0 K70 R102 G102 B102	C0 M0 Y0 K30 R198 G198 B198

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

Combination Example

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

Black	K 90	K 80	K 70	K 60	K 50

White	K 10	K 20	K 30	K 40	K 50

8. Color Usage on Background -Symbol

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

Combination Example

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

Black	K 90	K 80	K 70	K 60	K 50

White	K 10	K 20	K 30	K 40	K 50
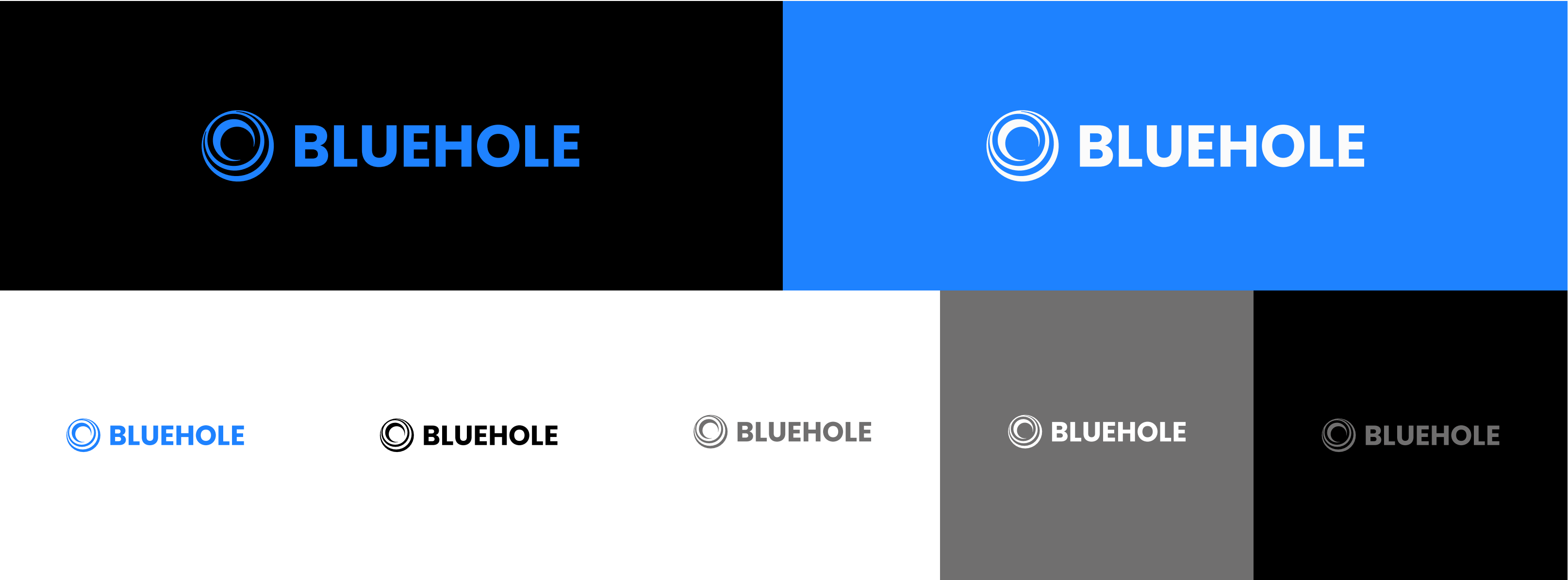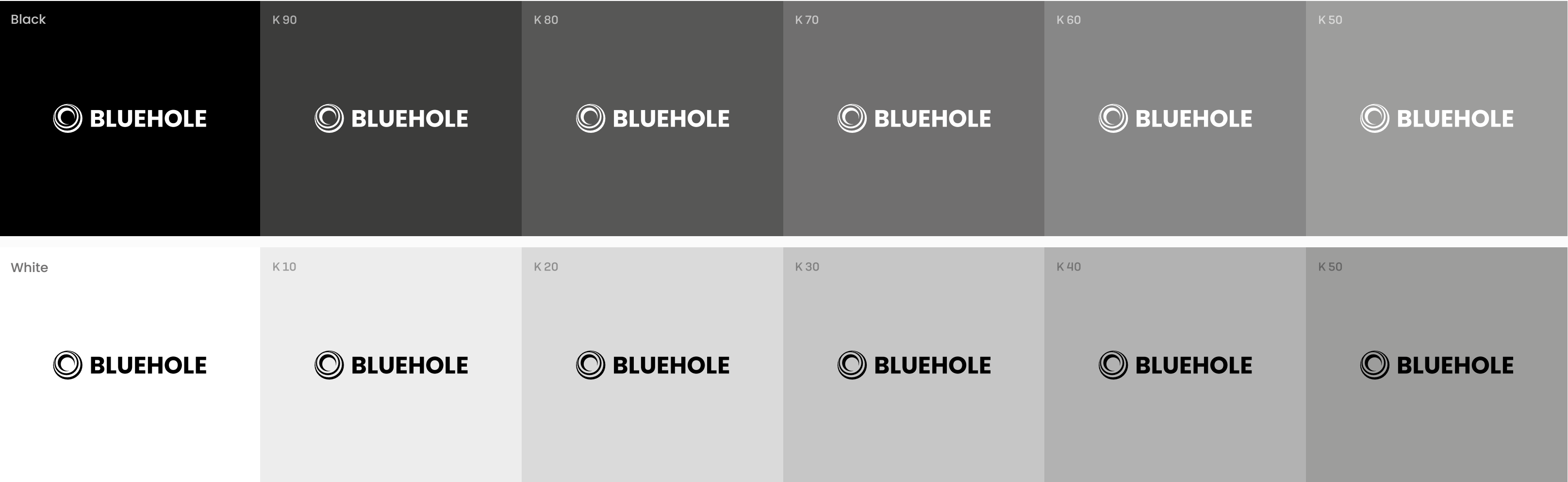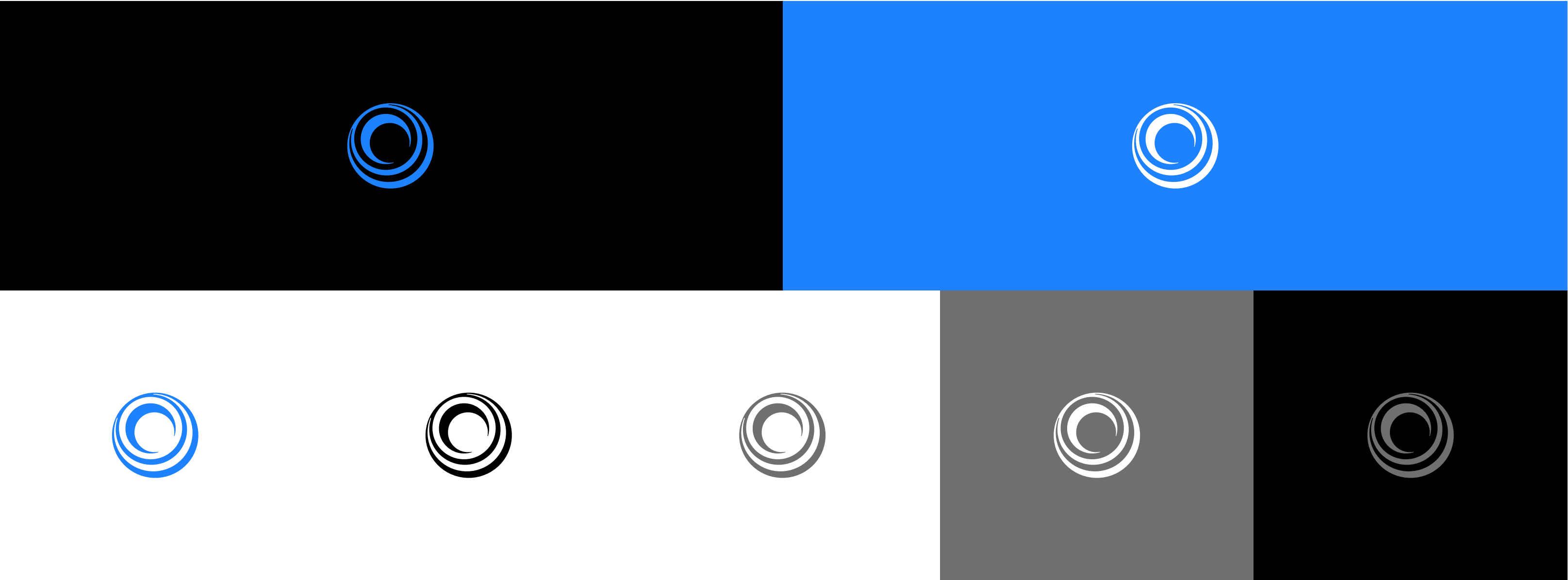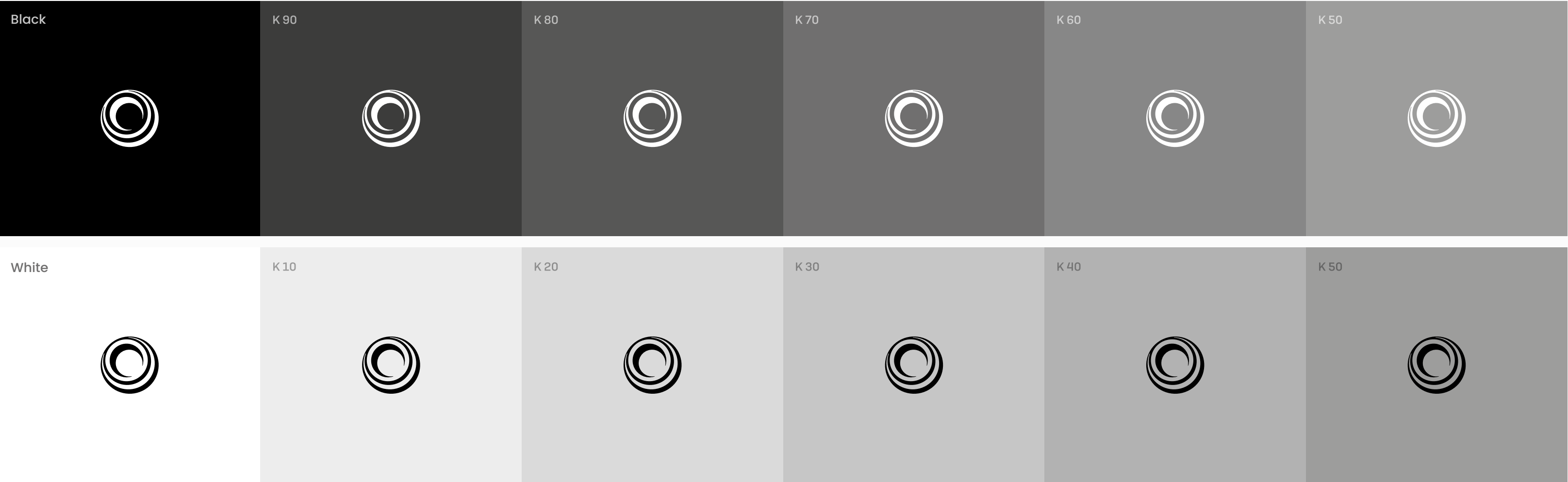
For concurrent use of the KRAFTON logo and the Bluehole Studio logo, follow these rules. To create a consistent image of the brand, the following regulations are strictly adhered to and cannot be altered in any form. If you have any questions about the use or need to discuss the situation, please contact the relevant department.

※ The divider between affiliated companies may be omitted depending on the context.
※ The Bluehole Studio logo can be used in Blue, Black, or White.
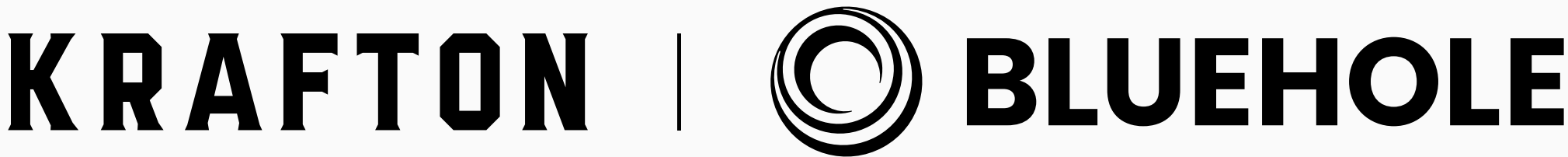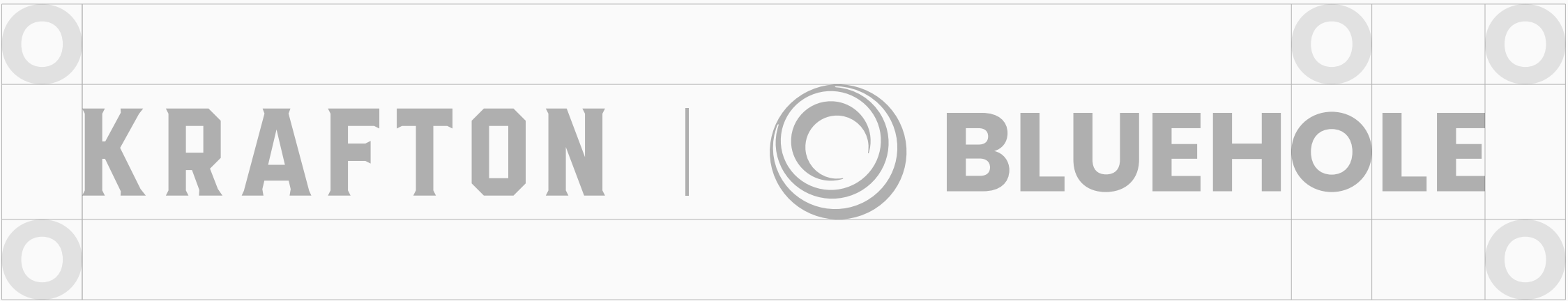
For the credits on in-game splash screens and intro sequences, the following order is recommended. In the event of space or time constraints in intro sequences, the KRAFTON logo may be omitted at the relevant department's discretion.

※ The divider between affiliated companies may be
   omitted depending on the context.

These are the basic guidelines for the order and format of logos to be displayed together in an in-game splash screen. The sequence on this page is the standard structure, but if a shorter sequence is required, it can be optimized with a combined frame like **C**. For more diverse utilization strategies, please contact the relevant department.

A **External Publisher Logo**
Represents external publisher brands related to the product. It is typically placed at the beginning but may be positioned before the product logo (**F**) depending on the marketing strategy. If there is no external publisher, it can be omitted.

B **KRAFTON Logo (Master Brand)**
As KRAFTON's master brand logo, it serves as the primary identifier of the brand and should always be prioritized and placed first whenever possible.

C **Master Brand & Studio Logo**
For a more concise sequence, a combined logo that includes both the KRAFTON master brand and the Bluehole Studio logo may be used as a replacement.

D **Studio Logo**
Represents the logo of Bluehole Studio.

E **Partner Logo (License)**
Represents partner or licensed brands, such as Unreal Engine. If no partner exists, it can be omitted.

F **Product Logo**
Represents a specific product logo, such as "Dark and Darker Mobile."
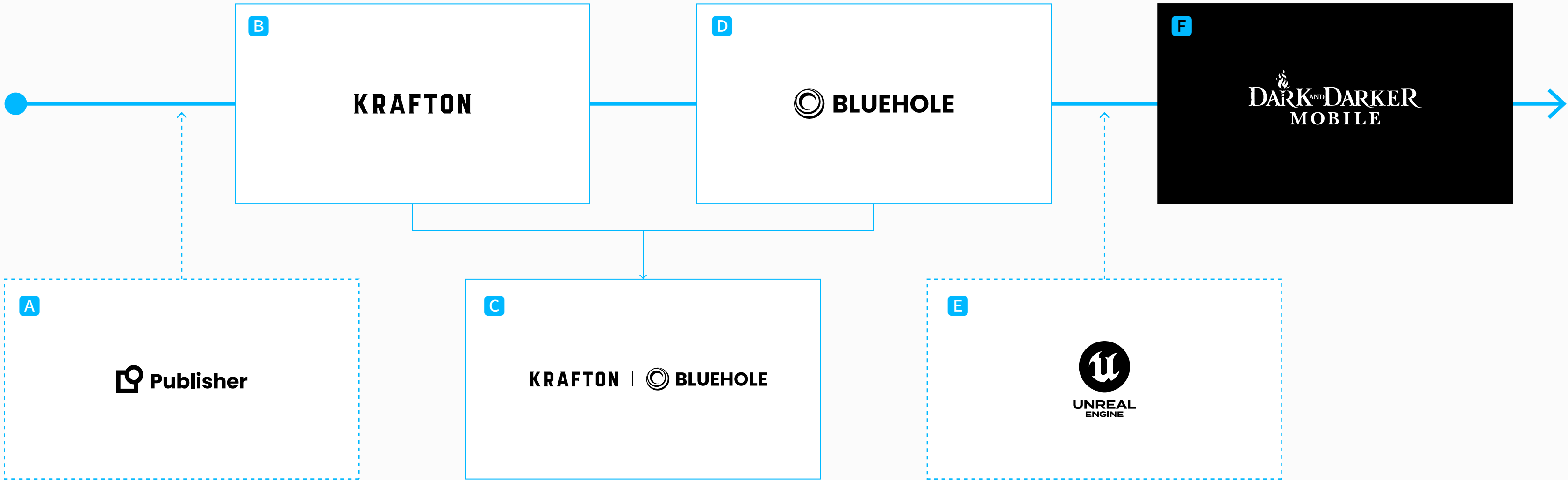
The recommended English fonts are as follows.
Poppins can be used for both headlines and body.
The hierarchy of typography must be designed
based on the flow of information, allowing the
users to see the information they need at a glance.
Different weights of typeface can be used
depending on the situation.

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 - 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 - 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 - 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

Headcopy Noto Sans CJK KR-Black / -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,
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Noto Sans CJK KR-Regular

블루홀스튜디오는 MMORPG의 새로운 장을 연 게임 제작 스튜디오로서,
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Noto Sans CJK KR-Medium

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Noto Sans CJK KR-Bold

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

This is the copyright notice regulation. 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

Type	Formatting Guidelines
Basic Type	© 2024 Bluehole Studio, Inc.
Extended Type	© 2024 Bluehole Studio, Inc. All rights reserved.
Descriptive Type	Copyright 2024 Bluehole Studio, Inc. All rights reserved.

Trademark Notice

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