



# PATH TO PRO GUIDE

v1. 06/05/19



# BRAND BOOK OVERVIEW

**This is a comprehensive document that provides guidelines and information for the Overwatch Path to Pro ecosystem.**

It provides a framework for all communications, designs, partnerships, licensing, and merchandising that are created and consumed internally and externally under the Overwatch brand.

The guidelines are here to protect the brand, streamline the vision, and create cohesion for all the materials associated with the Overwatch branded content worldwide.





# ► **STYLE GUIDE INTRODUCTION**

---

**01**

» **Who is the audience for this style guide?**

- » Blizzard teams globally
- » Partners & sponsors
- » 3rd party event & tournament organizers
- » Vendors

**02**

» **What are our goals with this style guide?**

- » Provide proactive expectations on quality & branding
- » Allow us to invest finite resources wisely
- » Provide a foundation to build trust & stronger partnerships

# ► TABLE OF CONTENTS

---

<b>05</b>	<b>Blizzard Entertainment</b>	<b>30</b>	<b>Gameplay</b>	<b>54</b>	<b>Maps</b>
06	Mission Statement	31	Role Classification	55	Map Usage
07	Core Values	32	Map Types	56	<b>Broadcast Assets</b>
<b>08</b>	<b>Path to Pro Overview</b>	33	Terminology	57	Game Overlay
09	What is Path to Pro?	34	<b>Logo Creation &amp; Usage</b>	58	Map Selection, Replay, Score
10	Introductions	35	3rd Party Logo Creation	59	Team vs. Team
11	Our Mission	36	Approved Logo Examples	60	Talent Lower Third
<b>12</b>	<b>Tournament Approval Process</b>	37	Logo Usage Dont's	61	Sponsorship Assets
14	Types of Licenses	38	Denied Logo Examples	62	<b>Production Requirements</b>
15	Custom License Creation	39	Logo & Color Palette	63	Production
16	Tournament Approval Checklist	40	Overwatch Vector Logo	64	<b>Video Creation Guidelines</b>
17	Naming Requirements	41	Background Color Chart	65	Creative Brief Template
18	3rd Party Sponsorship Requirements	42	Clear Space	66	<b>Trophy</b>
19	3rd Party Tournament Protected Sponsor Categories	43	<b>World Cup Logo Guidelines</b>	67	Trophy Guidelines
20	Broadcasting Requirements	44	Logo & Usage Guidelines	68	<b>Apparel &amp; Merchandise</b>
21	3rd Party Localization	46	Country Flag Restrictions & Guidelines	69	Apparel & Merchandise
22	3rd Party Game Mode Requirements	47	<b>Overwatch Contenders Logo Guidelines</b>	70	<b>Pre-Approved Backgrounds</b>
23	Blizzard Support Guidelines	48	Logo	71	Examples for 3rd Party
24	Venue Internet Whitelisting	49	Logo & Usage Guidelines	72	<b>Asset Package</b>
<b>25</b>	<b>Asset Approval Process</b>	50	Logo & Usage Guidelines		
27	Approval Guidelines	51	Color Palette		
28	Asset Approval Checklist	52	<b>Game IP</b>		
29	Creative Requirements	53	Heroes		



**BLIZZARD ENTERTAINMENT**

► **BLIZZARD ENTERTAINMENT - MISSION STATEMENT**

---

*“DEDICATED TO CREATING THE MOST EPIC  
ENTERTAINMENT EXPERIENCES... EVER.”*



Blizzard Entertainment is a premier developer and publisher of entertainment software. After establishing the Blizzard Entertainment label in 1994, the company quickly became one of the most popular and well-respected makers of computer games. By focusing on creating well-designed, highly enjoyable entertainment experiences, Blizzard Entertainment has maintained an unparalleled reputation for quality since its inception.

# ► BLIZZARD ENTERTAINMENT - CORE VALUES

Blizzard Entertainment's eight core values represent the principles and beliefs that have guided our company throughout the years. These values are reflected in employees' decisions and actions every day.

## 01 **Gameplay First**

Everything we do at Blizzard Entertainment is based on the success of the gaming experiences we provide our players. The goal of each discipline within the company - be it art, programming or customer support - is to make our games as fun as possible for as many people we can reach.

## 02 **Commit to Quality**

"Blizzard polish" doesn't just refer to our gameplay experiences, but to every aspect of our jobs. We approach each task carefully and seriously. We seek honest feedback and use it to improve the quality of our work. At the end of the day, most players won't remember whether the game was late - only whether it was great.

## 03 **Play Nice; Play Fair**

In our business, first impressions are important - but lasting impressions are everything. We strive to maintain a high level of respect and integrity in all interactions with our players, colleagues, and business partners. The conduct of each Blizzard Entertainment employee, whether online or offline, can reflect on the entire company.

## 04 **Embrace Your Inner Geek**

Everyone here is a geek at heart. Cutting-edge technology, comic books, science fiction, top-end video cards, action figures with the kung-fu grip... Whatever it is they're passionate about, it matters that each employee embraces it! Their unique enthusiasm helps to shape the fun creative culture that is Blizzard Entertainment.

## 05 **Every Voice Matters**

Great ideas can come from anywhere. Blizzard Entertainment is what it is today because of the voices of our players and of each member of the company. Every employee is encouraged to speak up, listen, be respectful of other opinions, and embrace criticism as just another avenue for great ideas.

## 06 **Think Globally**

Everywhere on the planet there are people who play Blizzard Entertainment games. While respecting the cultural diversity that makes people unique, we strive to grow and support our global gaming community. We also seek the most passionate, talented people in the world to enrich our company and help us forge the future vision of Blizzard Entertainment.

## 07 **Lead Responsibly**

Our products and practices can affect not only our employees and players, but the industry at large. As one of the world's leading game companies, we're committed to making ethical decisions, always keeping our players in mind, and setting a strong example of professionalism and excellence at all times.

## 08 **Learn and Grow**

The games industry is ever-changing. Technology improves, techniques change, and design philosophies become outdated. Since the founding of Blizzard Entertainment, we've worked to improve through experience, teaching one another and cultivating the desire to be the best at what we do. We see this as both an individual and company-wide responsibility. Employees can count on their peers, managers, and the company itself to be supportive and help them gain the knowledge and training they need.



## *PATH TO PRO OVERVIEW*

## ► *WHAT IS PATH TO PRO?*

Path to Pro is a global initiative dedicated to laying the foundation for an inclusive, fair, and enduring competitive Overwatch ecosystem. To establish a healthy environment, we have created a variety of programs devoted to the discovery and development of Overwatch talent around the world. Path to Pro offers a welcoming space to players, casters, organizers, and fans alike as an entry point to their unique Overwatch journey.

## *THE PATH TO PRO ECOSYSTEM ENCOMPASSES...*



# ► PATH TO PRO PROGRAM INTRODUCTIONS

---



## ► Opportunities for community-organized events

- » Organizers can submit tournament license approval requests to run an event.
- » Organizers can apply for a Community License or Custom License based on event scope, prizeing, and sponsorship.



## ► Open registration for premade teams of all skill levels

- » A tournament platform for players in premade teams to elevate their competitive play to the next level.
- » At the end of each season, the top teams are surfaced to Contenders Trials.
- » Provide the amateur community with a fun, consistent tournament outside of in-game competitive play.



## ► The dedicated training grounds for players to be scouted for the Overwatch League

- » Ensure the talent of tomorrow have a structured competition in which to develop their skills.
- » Celebrate and showcase emerging regional Overwatch talent.
- » Execute the program in a cost-effective manner, while embodying the brand and Overwatch game values.



## ► A global celebration of International Competition

- » World Cup is an exhibition event to celebrate national pride & global talent.
- » Players from smaller nations have the opportunity to be scouted for Overwatch League as they compete with and against players from around the world.

# ► **OUR MISSION**

**To lay the foundation for an inclusive, fair, and enduring competitive Overwatch ecosystem, we must:**

- » **Support the development and sustainability of talent**
  - » Provide dedicated training grounds
  - » Create meaningful prizeing structures
  - » Establish scouting opportunities
- » **Empower the Overwatch community to participate**
  - » Provide guidance, resources, and tools to organize events
  - » Lead responsibly and embody professionalism
- » **Promote sportsmanship and inclusivity**
  - » Produce broadcast content with cultural awareness
  - » Structure consistent, fair formats and policies

*PATH TO PRO PROGRAMS SHARE THESE OBJECTIVES TO  
ACHIEVE OUR MISSION.*

*WILL YOU JOIN US?*



OVERWATCH®

*3RD PARTY*

## *TOURNAMENT APPROVAL PROCESS*

► *THE FOLLOWING TOPICS ARE  
HIGHLIGHTED IN THIS CHAPTER*

---

- » Types of Licenses
- » Custom License Creation & Timeline
- » Tournament Approval Checklist
- » Naming Requirements
- » Broadcasting
- » TV License
- » Tournament Mode
- » Blizzard Support Guidelines
- » Venue Internet Whitelisting



# ► TYPES OF LICENSES

---

Every competitive tournament that is using the Overwatch IP must obtain a license prior to announcing a tournament. There are two types of licenses: the **Community License** and the **Custom License**.

Only tournaments of smaller scale that meet all of the requirements can aim for the Community License. Should your tournament fall out of scope for a Community License, you must request a Custom License.

**A Community License is for you, only when all criteria below are met:**

- » Sponsors must not contribute more than \$1,000 cumulatively towards an event
- » Tournament Name must start with “Overwatch®”, include the word “Community”, and must not have the words “ League, Circuit, Daily, Global, Monthly, Series, Weekly, World, Championship”.
- » Leagues are not allowed (each event must be distinct and not part of a league or any connected series of competitions)
- » Broadcast must not overlap Blizzard-owned Overwatch Programs
- » Organizers must not have annual revenues of more than \$250,000 or be a multinational brand related to the video game industry
- » Tournament must have a start and end date with a specific format (weekly tournaments would need to apply for a new license each week)
- » If you charge players and/or teams an entry fee to participate in the competition, the value of the compensation must be at least equal to the combined value of the entrance fees paid by players.

**If your tournament doesn't meet the above criteria, don't worry! It means you require a Custom License instead.**



# CUSTOM LICENSE CREATION

1. You must start by submitting an online application via <https://communitytournaments.blizzardsports.com/>.
2. You must wait for the tournament license to be routed and signed before announcing the tournament.
3. To allow for an appropriate amount of time for approvals and routing, submit an online application 2-3 months before the intended tournament start date.
4. Once the application is submitted, the organizer will be contacted by the regional Blizzard point of contact who will need additional information for license approval.

## Timeline Expectations

- » **Headquarters (HQ) routing – 3-5 business days**
  - » This is the initial feedback point and soft approval for the event. This happens after the organizer has already provided all their event details.
- » **Legal routing – 5-10 business days**
  - » The time for legal to create the contract between the organizer and Blizzard
- » **Public Relations (PR) approvals – 5-10 business days**
  - » All public messaging related to Blizzard or Overwatch including announcement text, press releases, social promotions, etc. must be approved by Blizzard.
- » **Sponsor approvals – 5-10 business days**
  - » All sponsors must be approved by Blizzard before they are announced.
- » **Asset approvals – Up to 5 business days per draft of asset**
  - » All assets must be approved by Blizzard before they are made public.



# TOURNAMENT APPROVAL CHECKLIST

## Blizzard will require the following information:

- » Announcement Date
- » Start & End Date
- » Tournament Name
- » Type: LAN, Online, Combination
- » Location of Event
- » Expected Attendance/Capacity
- » Player Qualification Method
- » Country/Region Eligibility
- » Number of Teams
- » Tournament Platform
- » Prizing & Payment Details
- » Trophy or Apparel
- » Talent
- » Travel & Hospitality
- » Sponsors
- » Broadcast
- » Primary language & localization
- » Channels & platforms
- » Chat Moderation

- **Important prizing callout:** If you charge players and/or teams an entry fee to participate in the competition, the value of the compensation must be at least equal to the combined value of the entrance fees paid by players.

# ► NAMING REQUIREMENTS

---

- » The name of the tournament must start with “Overwatch®...“ and must contain “Community” if it is a community-licensed event.
- » No punctuation is allowed in tournament names. (Overwatch: Contest)
- » The name must not include any sponsor brand (e.g. “...presented by X”). The only exception to this rule allowed is if it is one of our protected sponsors (Intel, HP).
- » The name must not include terms that would imply a series or a high-profile “Championship”, therefore the following words cannot be used in the name: Championship, Circuit, Daily, Global, League, Monthly, Series, Weekly and World.

## **Examples of approved names:**

- » Overwatch® Schools and Colleges Cup
- » Overwatch® Arena Clash
- » Overwatch® ACENSI Contest
- » Overwatch® Andromeda OMEN by HP
- » Overwatch® PS4 International Tournament
- » Overwatch® University Brawl
- » Overwatch® Puerto Rico Friendly
- » Overwatch® DreamHack Tours

# ► 3RD PARTY SPONSORSHIP REQUIREMENTS

---

All sponsors must be routed through Blizzard for approval. In order to do so, reach out to your regional Blizzard contact to field approvals, questions, and concerns. You must receive written permission from Blizzard to add sponsors to your tournament.

## Forbidden sponsors for 3rd party tournaments and localization streams of Blizzard programs:

- » Pornography (or extremely mature materials)
- » Alcohol and marijuana
- » Tobacco or cigarettes
- » Firearms
- » Organizations associated with gambling;
- » Political candidates or ballot initiatives;
- » Any company that is detrimental to Blizzard's business (hacking, gold services, account selling, key sellers)

# ► 3RD PARTY TOURNAMENT PROTECTED SPONSOR CATEGORIES

## **List of protected categories:**

1. PC/Laptop (Omen by HP)
2. Monitor (Omen by HP)
3. CPU (Intel)
4. Beverage (Coke)
  - 4a. Anything consumed by drinking whether packaged as liquid, frozen, powder, syrup, grounds, concentrates, or packets
  - 4b. Also includes flavor enhancers, liquid water enhancers, shots, and supplements

If you are looking to secure a sponsor associated with a protected category, you must first reach out to the protected sponsor in that category to give them first right of refusal.

- » For Intel you can email [OverwatchIntelExternal@blizzard.com](mailto:OverwatchIntelExternal@blizzard.com) and your regional Blizzard contact in copy.
- » For HP you can email [OverwatchHPEExternal@blizzard.com](mailto:OverwatchHPEExternal@blizzard.com) and your regional Blizzard contact in copy.
- » For Coke you can email [OverwatchCocaColaExternal@blizzard.com](mailto:OverwatchCocaColaExternal@blizzard.com) and your regional Blizzard contact in copy.
- » For the EMEA region, email [OverwatchIntelEurope@blizzard.com](mailto:OverwatchIntelEurope@blizzard.com) for Intel or [OverwatchHPEurope@blizzard.com](mailto:OverwatchHPEurope@blizzard.com) for HP.

## ► **TV LICENSE**

Custom Licenses are only intended for streaming platforms and do not cover linear TV distribution. There must be at least 180 days of lead time to secure all approvals for a linear TV broadcast separately.

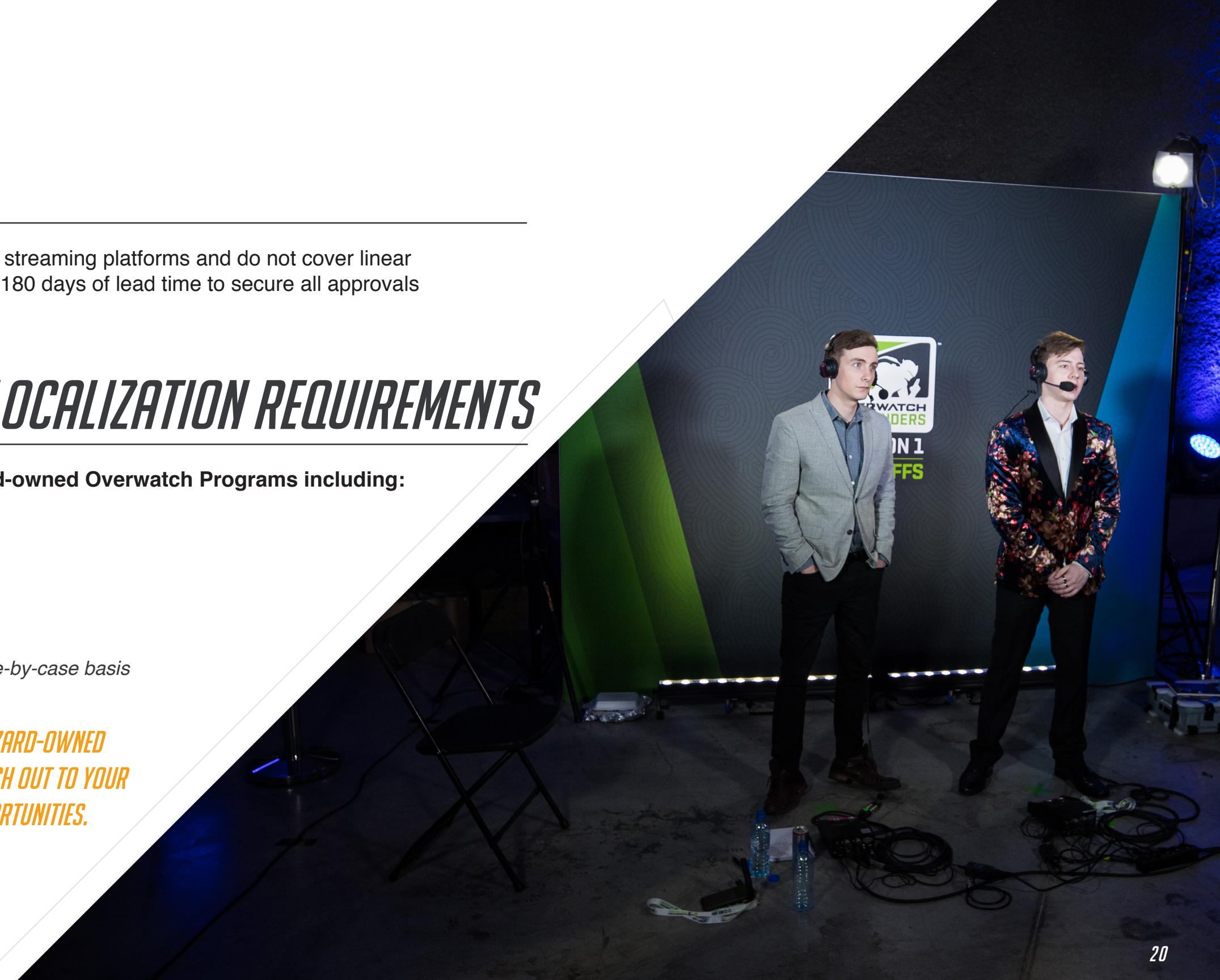
## ► **BROADCASTING & LOCALIZATION REQUIREMENTS**

**Broadcast must not overlap Blizzard-owned Overwatch Programs including:**

- » Overwatch League
- » Overwatch World Cup
- » Overwatch Contenders\*

*\*Exceptions may be made on a case-by-case basis*

**IF YOU ARE INTERESTED IN LOCALIZING BLIZZARD-OWNED  
OVERWATCH PROGRAMS AND EVENTS, REACH OUT TO YOUR  
REGIONAL BLIZZARD POC TO DISCUSS OPPORTUNITIES.**



# ► 3RD PARTY LOCALIZATION: RESTRICTIONS WHEN STREAMING FOR BLIZZARD

## Who does this apply to?

The below applies to all types of 3rd party partners whether they are a community streamer (streaming from home) or a full production company we partner with for Internal Overwatch programs run by Blizzard. The requirements & restrictions apply whether broadcast takes place on our Blizzard owned channel or on the localization channel. You must receive written permission from Blizzard to add any sponsors.

### Broadcast requirements:

- » Broadcaster must adhere to the broadcast standards and requirements set forth by Blizzard.
- » Program may not be broadcast on a sponsor-owned channel.
- » Unless otherwise prohibited by local rule, law or regulation, Broadcaster shall not remove, cover up, or otherwise prevent the display of advertising and/or sponsorship materials embedded in the stream by Blizzard (including but not limited to billboards, lower third graphics, frame and logo rotations).

### Protected sponsorship categories list -

Protected categories may not be sold by broadcaster, unless sponsored by Overwatch® dedicated sponsorship partners:

- » Computer processors (CPUs) (other than Intel)
- » Personal desktop computers, laptop computers (other than HP)
- » Computer monitors (other than HP)
- » Beverage (other than Coca-Cola)
- » Beer/alcohol
- » Gaming memory
- » Payment services

### 3P sponsorship exposure would be restricted to the [language] caster window (ie. picture-in-picture on lower right hand corner only):

- » Sponsor content or logos may not appear on any content delivered via the primary stream nor within the primary stream window (with the exception of the bottom overlay below gameplay)
- » They could appear on the [language] caster window on full screen when not showing primary stream content (clean feed) - i.e. The foreign language pic-in-pic window goes to full screen during specific moments in the broadcast
- » The picture-in-picture window of the [language] stream could display sponsor product placement, logos on caster desk, branded backdrop, and broadcast graphics
- » Sponsor content may not be displayed while Blizzard advertising and/or sponsorship materials embedded in the primary stream are running
- » Sponsor content may not materially detract from the viewing quality of the primary stream
- » Sponsor content (including videos) may only be inserted during breaks in the broadcast when no gameplay is being shown

**For categories not included in the Protected Categories, Blizzard reserves the right to periodically notify all 3P language partners of any additions. Partners will then have 30 days to become compliant with the Blizzard Protected Categories.**

## ► 3RD PARTY TOURNAMENT GAME MODE REQUIREMENTS

### **Custom License Requirements:**

- » No hero bans
- » No map bans
- » No game setting customization
- » Tournament play must be on LIVE, not PTR

### **While Community License events may use PTR:**

- » PTR experience may be interrupted at any time
- » PTR is a testing realm and may have active bugs





# ► BLIZZARD SUPPORT GUIDELINES

---

**Below you will find what type of support may be available vs. what is unavailable pending resources and bandwidth.**

- » **Social promotion on Path to Pro Twitter granted on a case-by-case basis**
  - » The organizer must provide creative asset(s), Twitter text, and dates at least 7 days in advance.
- » **Reddit Sidebar Promotion**
  - » Reddit promotion can be requested. For info on the process reach out to your Blizzard point of contact.
- » **Things Blizzard is not expected to provide:**
  - » Prizing - Blizzard balance or monetary
  - » Swag – Overwatch goodies
  - » Game Licenses/Accounts – All participants are expected to play on their personal Blizzard accounts.



# VENUE INTERNET WHITELISTING

---

- » **For North America:** <https://us.battle.net/support/en/help/product/battlenet/804/1051/ticket>
- » **For other regions:** Please send an email with the following to your regional Blizzard representative:
  - » Event name
  - » Event date(s)
  - » Event location
  - » Event website
  - » Tournament administration platform
  - » Number of players
  - » Franchises/games at the event
  - » Event IP information (IP Range/s)



## *ASSET APPROVAL PROCESS*

# ► *THE FOLLOWING TOPICS ARE HIGHLIGHTED IN THIS CHAPTER*

- » Approval Guidelines
- » Asset Approval Checklist - List of assets
- » Key Creative Requirements
- » Gameplay Terminology
- » Logo Creation & Usage
- » Approved & Denied Logo Examples
- » Logo Colors
- » Blizzard Program Logo Guidelines
- » Game IP Usage
- » Broadcast Assets
- » Production Requirements
- » Video Creation
- » Trophy
- » Apparel & Merchandise
- » Preapproved Backgrounds



# ► APPROVAL GUIDELINES

---

**Concepts and creative executions should not go live, be released, or distributed without approval.**

Contact: [OverwatchEsportsAssetApproval@Blizzard.com](mailto:OverwatchEsportsAssetApproval@Blizzard.com)

» **Review Stages must include:**

- » Concept Approval
- » Mockup Approval
- » Final Approval

» **Requirements:**

- » You must provide context for how the asset will be used.
- » Options to review are appreciated whenever available.
- » You must provide mockups with labels and in different angles for depth perception (ex. material, measurements, purpose).

**All creative asset reviews may take up to 5 business days.**

# ► ASSET APPROVAL CHECKLIST

All assets must be approved by Blizzard before usage. Here are examples of assets we require for review.

- » **Overwatch Tournament Logo**
  - » Callout: If this is a cross-franchise/multi-game event, you must have an event logo and a separate Overwatch logo for those segments of the event
- » **Stage Design**
- » **Caster Desk**
- » **Broadcast Assets**
  - » Lower Thirds
  - » Sponsorship
  - » Game Overlay & Score Bug
  - » Team/Player Lineup
  - » Map Pool
- » **Trophy Design**
- » **Social Promotion Assets**
  - » Twitter
  - » Facebook
  - » Instagram
- » **Videos/Reels**
- » **Swag/Apparel**
  - » Callout: Cannot have Blizzard logo on them

## Physical Assets

- » Cheerfuls & Thundersticks
- » Step & Repeat
- » Etc.

## ► ***KEY CREATIVE REQUIREMENTS: APPLIES TO ALL ESPORTS PROGRAMS & EVENTS***

- » **Graphic design must be clean – No busy, complicated designs**
- » **You must not cover, modify, or break up any of these elements:**
  - » Gameplay
  - » Game UI
  - » Overwatch Logo
  - » Game IP





# GAMEPLAY

# ► ROLE CLASSIFICATION

---

Overwatch has four class roles distributed amongst its Heroes.



## ► Tank

Tank heroes soak damage and break apart fortified positions, like closely-grouped enemies and narrow choke points. If you're a tank, you lead the charge.



## ► Damage

Offense heroes are the damage dealers on their team. Your goal: seek out, engage, and destroy the enemy.



## ► Support

Support heroes empower their allies, healing and shielding them, boosting their damage, and providing vital utility. As support, you're the backbone of your team's survival.



## ► Flex

# ► MAP TYPES

---

Overwatch's map environments are beautiful and complex. Each location has a unique layout and specific win conditions in order to secure a victory.



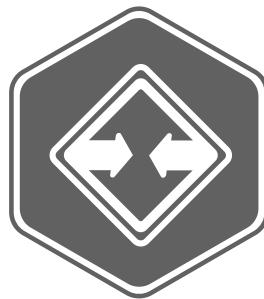
## ► Assault

Attackers fight to capture a series of objectives; defenders hold them off until time runs out.



## ► Assault/Escort

Attackers first capture a payload, then escort it to its destination; defenders attempt to hold them back.



## ► Control

Two teams fight to hold a single objective at a time; the first team to win two rounds wins the match.



## ► Escort

Attackers escort a payload to a delivery point, while defenders strive to keep the payload from reaching its destination before the time elapses.

# TERMINOLOGY

**ability / abilities** - General names for heroes' in-game powers; e.g., Soldier: 76's Helix Rockets are an ability. Capitalize names of specific abilities; e.g., Concussive Blast; Flashbang; Graviton Surge

**alternate fire** - Preferable to secondary fire; for weapons with multiple fire modes, the one that engages when you right-click (PC).

**animated short** - Name for any of the character driven animated CG shorts. Names of individual episodes should be placed in quotation marks, e.g., Watch the Soldier: 76 animated short, "Hero," tomorrow.

**attack / attacking team / on attack** - Terms for the team who must capture a point or escort the payload. Avoid offense to prevent confusion with the role.

**brawl** - game type. Capitalize when using exact game mode name, like "Weekly Brawl"

**capture point** - On Assault or Assault/Escort maps, an area that must be taken or defended to complete an objective.

**checkpoint** - On Escort and Assault/Escort maps, a point on the path of the payload where time is added and a point is scored in Competitive Play.

**Competitive Point** - an in-game currency that can be used to purchase cosmetic weapon skins. Competitive Points are earned through wins in Competitive matches.

**defend / defending team / on defense** - Terms for the team who must defend a point from being taken or prevent a payload from reaching its destination. Avoid defense or when playing defense to prevent confusion with the role.

**comic short**  
Overwatch-based comics distributed in digital formats. Names of individual issues should be in quotation marks, e.g., Read "Going Legit" and learn more about Roadhog and Junkrat!

**emote** - Type of unlockable item found in Loot Boxes. Allows players to perform an expressive animation on the battlefield. Includes dances.

**ex-Overwatch operative** - Because Overwatch was disbanded, this is a common term used by the media or public to describe a hero in the current timeline.

**game** - In any mode, a single round (or multiple rounds, in modes like Control) that are played on the same map, after which a winning team is declared.

**game mode** - Term for Quick Play, Play vs. AI, Competitive Play, etc. Individual game modes are capitalized (Quick Play; Play vs. AI; Competitive Play; Custom Game; Weekly Brawl; Training; Tutorial; Practice Range; Practice vs. AI)

**heroes** - The preferred term for the playable characters in the game, Lowercase, as it is not a proper noun.

**highlight intro** - Type of unlockable item found in Loot Boxes. An animated sequence that plays whenever a hero earns the Play of the Game or before a Highlight clip.

**Loot Box** - In-game boxes containing 4 items, which may be cosmetic items or in-game credits.

**map type** - Term that describes the objectives players must complete on a map. Specific map types are capitalized (Assault; Escort; Control; Assault/Escort).

**match** - A complete set of multiple rounds in Competitive Play mode, after which a victor is declared.

**payload** - On Escort and Assault/Escort maps, the payload is the moving object that must be escorted.

**objective** - Condition for advancing a match to the next phase or winning, such as a capture point on Assault maps or the payload's destination on Escort maps.

**Omnium** - Robotics factories which produce omnics.

**omnics** - Robots

**Overwatch agent (Overwatch operative)** - A common term for Overwatch's heroes, especially in news reports or more serious situations. Avoid blanket military terms like 'soldiers' to describe everyone in Overwatch.

**placement matches** - At the start of each Competitive Play season, the set of matches players participate in before their initial rank is determined.

**Play of the Game** - The exciting or game-changing moment replayed at the end of a game, accompanied by the selected player's chosen highlight intro.

**Play of the Match** - Found in Competitive Play, where multiple matches are played determine the winner of the complete game.

**player icon** - Type of unlockable item found in Loot Boxes. Allows players to customize the portrait/avatar that identifies them in-game and in their profile.

**Primary fire** - For weapons with multiple fire modes, this is the mode that engages when you left-click (on PC).

**Public Test Region (PTR)** - A special service players can use to test patches before they are released to the public.

**role** - In general, try to emphasize unique heroes over the four roles. When you need to discuss roles, lowercase the (offense, defense, tank, support).

**round** - In Competitive Play, completing a single map and earning points toward the final match score. An attacking team escorting a payload on Route 66 and earning 3 points would be considered a single round.

**season** - Competitive Play period. Capitalized when referring to specific season, such as "Season 5."

**skill rating** - In Competitive Play, a number between 1 and 5000 that reflects a player's skill level based on their performance.

**skin** - Type of unlockable item found in Loot Boxes that allows players to customize the look of their hero.

**spray** - Type of unlockable item found in Loot Boxes. Players can paint these on the battlefield to leave their mark.

**tier** - In Competitive Play, a group of players determined by skill rating. Tiers included Bronze, Silver, Gold, Platinum, Diamond, Master, or Grandmaster.

**the Omnic Crisis** - An omnic-led rebellion against mankind

**team shooter** - When speaking to a broad audience, preferred description of the game's genre.

**ultimate ability** - Don't capitalize ultimate, but capitalize the names of the abilities themselves e.g., (Resurrect, Rip-tire, Molten Core).

**victory pose** - One of many in-game hero customizations, the victory pose determines how a hero will pose with their team after a winning match ends.

**voice line** - Type of unlockable item found in Loot Boxes. Allows players to trigger a line of dialogue in-game that other players can hear.

**weapons** - General term for each hero's main weapon; some have primary and alternate fire modes; for example, Roadhog's Scrap Gun or McCree's Peacekeeper. Capitalize the names of specific weapons, e.g., "McCree fires his Peacekeeper revolver."



OVERWATCH®

*3RD PARTY*

*3RD PARTY LOGO CREATION  
& USAGE*

## ► 3RD PARTY LOGO CREATION

---



- » Full Overwatch logo must be used, both sigil & Overwatch® text
- » Include the ® symbol in the logo in both places
- » Do not modify or break up the logo
- » Respect the spacing guidelines provided
- » Do not include sponsors in the logo
- » If this is a combined event with multiple games/events you must have an event logo and an Overwatch-specific event logo (2 logos).

**Default Lockup:** [OW logo] | [Event logo]

*Note: If vertical, Overwatch must have top billing.*

## ► APPROVED LOGO EXAMPLES

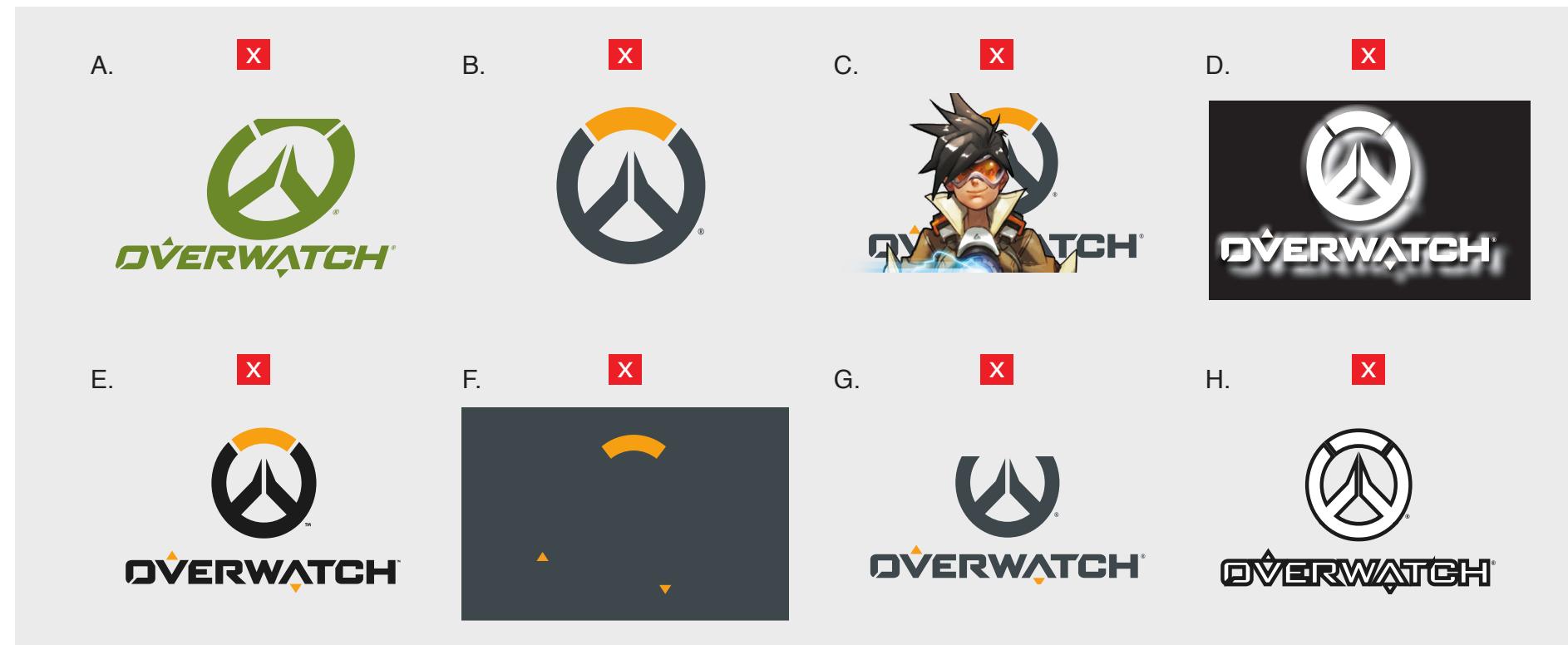


# ► LOGO USAGE DON'TS

A basic visual guideline has been provided to help **AVOID THE MOST COMMON USAGE MISTAKES** with the Overwatch logo.

## Things not to do:

- A. Do not skew, stretch, or compress. Do not modify the logo's approved type, element spacing, or color.
- B. Do not use an isolated sigil as the only form of branding.
- C. The sigil in a full logo may not be obscured by any object or design element. The word Overwatch must be legible and recognizable.
- D. Do not add any visual effects, such as drop shadows or bevels.
- E. Do not substitute the dark gray with black. This is not approved for use.
- F. Do not use logo on a background color value that will affect legibility.
- G. Do not crop the logo.
- H. Do not add a stroke.



## ► DENIED LOGO EXAMPLES



A.



- » A. Altered sigil to be mountain peaks
- » B. Sigil was separated from Overwatch word mark, and spacing guidelines were not followed.
- » C. Bottom of sigil was cut off, and spacing guidelines were not followed. Misleading titling as tournament name was not "Overwatch and Beyond (organizer)."
- » ALL:
  - » Did not include entirety of logo with top billing unaltered.
  - » Registered ® symbol is missing for both sigil and word mark.



B.



C.



# ► LOGO & COLOR PALETTE

Overwatch is optimistic and bright. Use of the brand colors should reinforce this optimism by maintaining the proper brand color balance.

## Primary

PMS (C): 7540  
PMS (U): 433  
RGB: 96 / 97 / 103  
WEB: #606167  
CMYK: 75 / 60 / 57 / 40



## Secondary

PMS (C): 1375  
PMS (U): 2010  
RGB: 239 / 159 / 59  
WEB: #EF9F3B  
CMYK: 00 / 45 / 94 / 00



# ► OVERWATCH VECTOR LOGO

## Vector Logos

To be used in, but not limited to: Marketing materials, printed event graphics, product packaging, web/mobile apps and websites, consumer products, CRM, social media, influencer/caster content

### Usage:

- » **PLEASE NOTE, THE SPACING BETWEEN “OVERWATCH” AND THE SIGIL HAVE BEEN ADJUSTED.** As a quick visual indicator of proper sigil spacing, measure from the baseline to the lowest part of the “I” crossbar in “Overwatch”. Older versions of the logos show the sigil much closer/further away from the wordmark than this “I” indicator.
- » Whenever possible, **USE THE FULL-COLOR VERSION** of the Overwatch Sigil logo. This lock-up features a ® on both elements.
- » **TO DETERMINE** which logo displays best on your background color, please refer to the “Background Color Chart” page.
- » Special circumstances may arise but must be approved by Global MarCom team.
- » **NOTE:** These logos must be requested by Blizzard Entertainment. Small use of the logo must leave ® fully legible.

## Light background logo usage



## Dark background logo usage



# ► BACKGROUND COLOR CHART

While the full-color logo is preferred, please refer to this color chart to determine which logo should be used - **ALL ELEMENTS AND COLORS SHOULD BE LEGIBLE AND EASILY IDENTIFIABLE WITHIN YOUR LAYOUT.**



# CLEAR SPACE

An isolation area safeguards the logo from any other logos, text or icons that might hinder legibility and recognition. **USE THESE DIAGRAMS** to define an imaginary rectangular margin of free space. **ALLOW NO OTHER** visual elements inside it, including the edge of the paper or graphic.



**GUIDELINES TO ENSURE YOUR OVERWATCH LOGO IS UP-TO-DATE:** Measure from the baseline to the bottom of the T's crossbar. Previous iterations will have the sigil much closer/further away from the wordmark.

Width of the sigil should be around the indicated space between the "E" and "I".

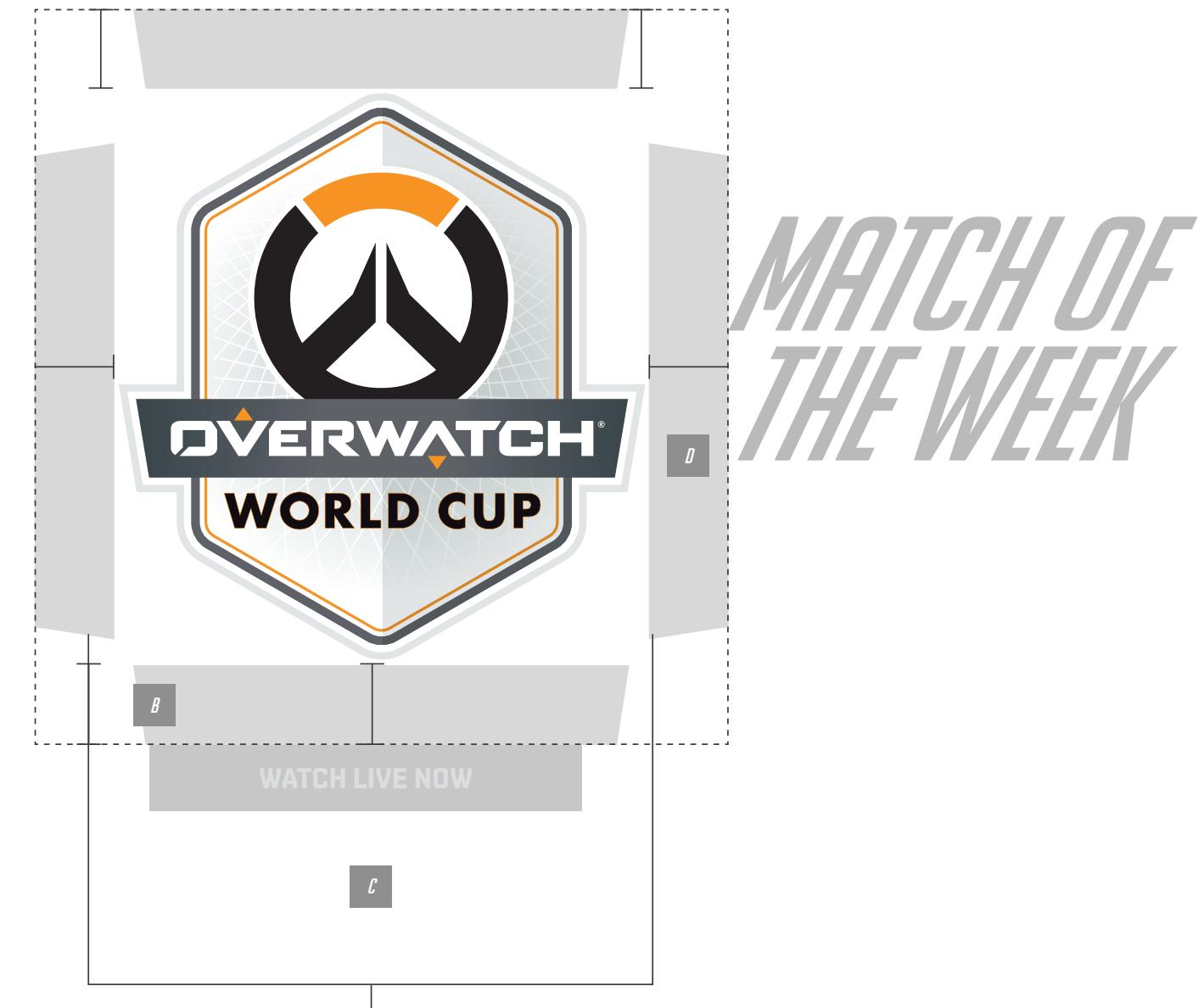


## *WORLD CUP LOGO GUIDELINES*

# ► LOGO & USAGE GUIDELINES

## Clearance and Alignment

- A** This diagram shows the minimum spacing to leave on all sides, as well as some general guidelines for aligning other design elements to the Overwatch World Cup logo.
- B** Any typography or graphics that sit beneath the logo should never be closer than the space equal to the height of the banner behind Overwatch.
- C** Elements that pair with the logo from beneath should be horizontally centered to the logo, which creates a centered composition overall.
- D** Type that is aligned to the right side of the logo should be left justified. This is the way to handle type in a horizontal composition with the logo, so that it reads from left to right as part of the brand. The minimum horizontal spacing is equal to the height of the banner behind Overwatch.



Center align to outer box and ignore trademark symbol.

# ► LOGO & USAGE GUIDELINES

## Unacceptable Uses

The Overwatch World Cup logo is a sacred part of the brand.

All acceptable instances of the logo are provided in the Overwatch World Cup Resource Toolkit. There's no reason to make any modifications to the design, but just in case someone is tempted to take liberties, the chart on the right is a representative cross-section of unacceptable uses.

Please apply this thinking to all configurations of the approved logo artwork.



## Things not to do:

- A. Don't take type out
- B. Don't remove border
- C. Don't modify border
- D. Don't skew
- E. Don't rotate
- F. Don't change color
- G. Don't outline
- H. Don't modify content
- I. Don't add drop shadow
- J. Don't change opacity
- K. Don't mess with Sigil
- L. Don't scale elements





## COUNTRY FLAG RESTRICTIONS & GUIDELINES

If you are considering using your country flag to create any assets or for promotion in-person, you must abide by legal requirements or restrictions unique to your country.





# OVERWATCH CONTENDERS LOGO GUIDELINES

## ► *LOGO*

PMS: 426  
RGB: 32 / 34 / 36  
WEB: #202224  
CMYK (C): 94 / 77 / 54 / 94

PMS: 375  
RGB: 140 / 186 / 17  
WEB: #8CBA11  
CMYK (C): 49 / 03 / 100 / 00

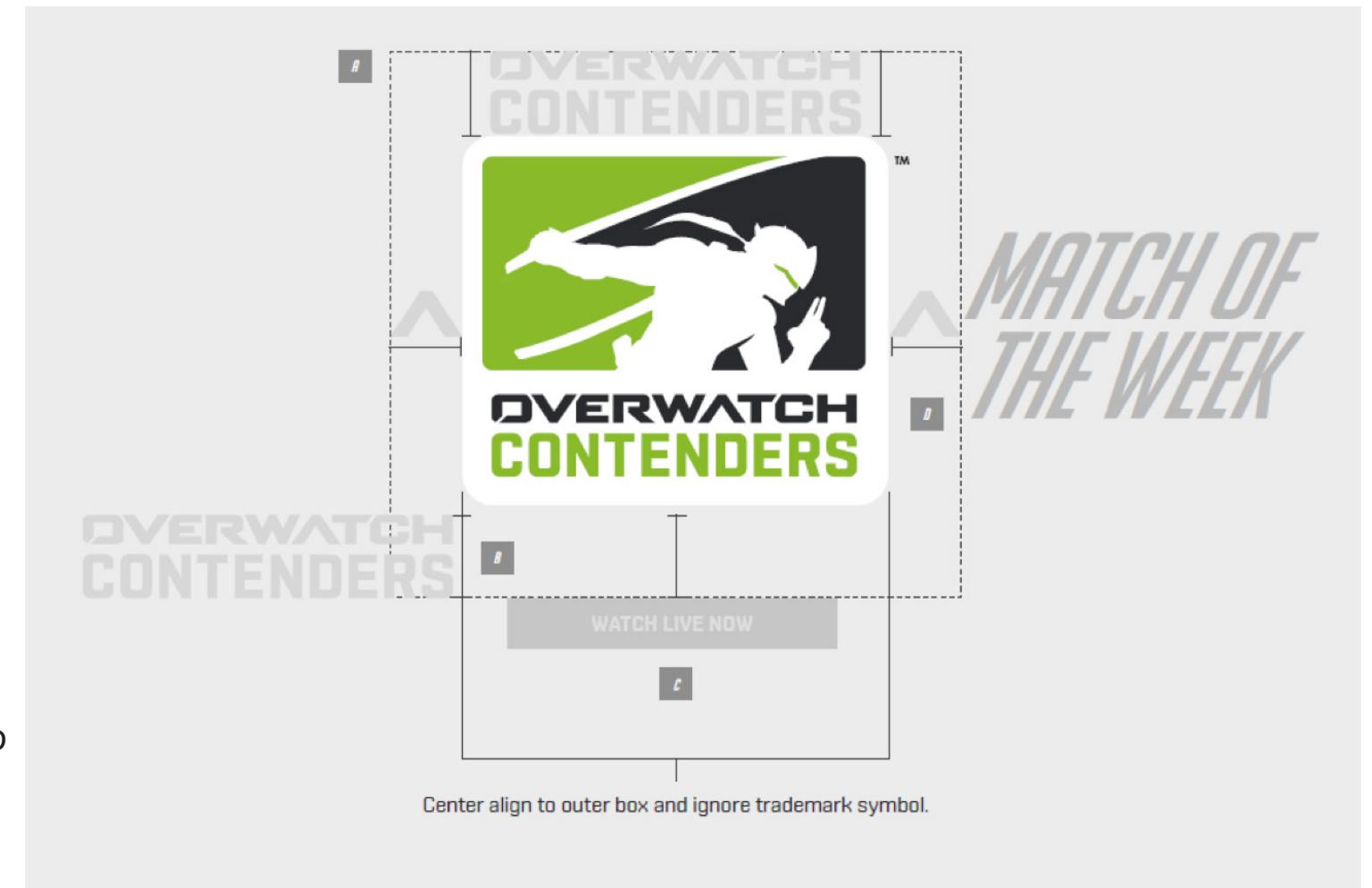
PMS: ----  
RGB: 255 / 255 / 255  
WEB: #FFFFFF  
CMYK (C): 00 / 00 / 00 / 00



# ► LOGO & USAGE GUIDELINES

## Clearance and Alignment

- A This diagram shows the minimum spacing to leave on all sides, as well as some general guidelines for aligning other design elements to the Overwatch Contenders logo.
- B Any typography or graphics that sit beneath the logo should never be closer than the space equal to the height of the Overwatch Contenders logotype.
- C Elements that pair with the logo from beneath should be horizontally centered to the logo, which creates a centered composition overall.
- D Type that is aligned to the right side of the logo should be left justified. This is the way to handle type in a horizontal composition with the logo, so that it reads from left to right as part of the brand. The minimum horizontal spacing is equal to the width of the A from the Overwatch Contenders logotype.



# ► LOGO & USAGE GUIDELINES

## Unacceptable Uses

The Overwatch Contenders logo is a sacred part of the brand.

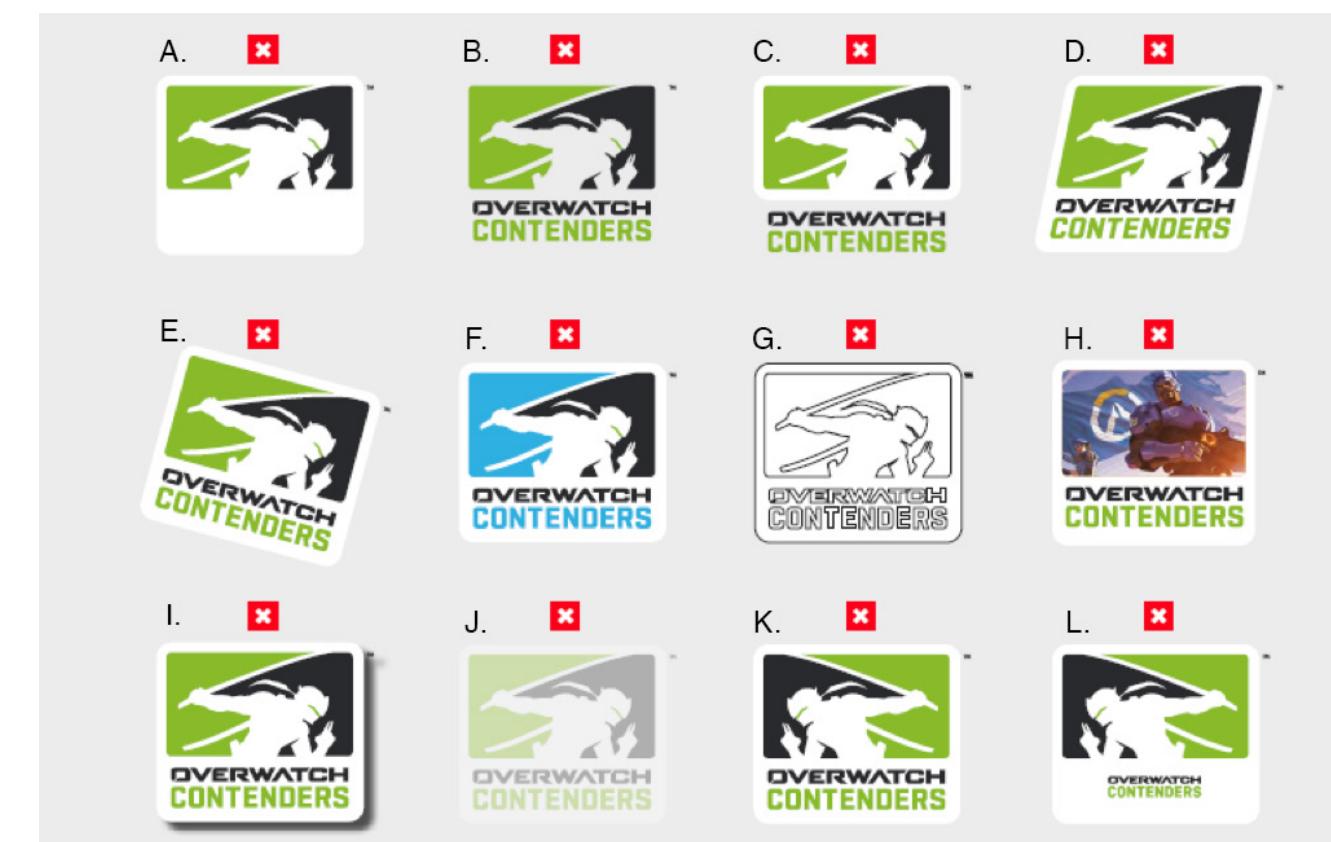
There's no reason to make any modifications to the design, but just in case someone is tempted to take liberties, the chart on the right is a representative cross-section of unacceptable uses.

Please apply this thinking to all configurations of the approved logo artwork.



## Things not to do:

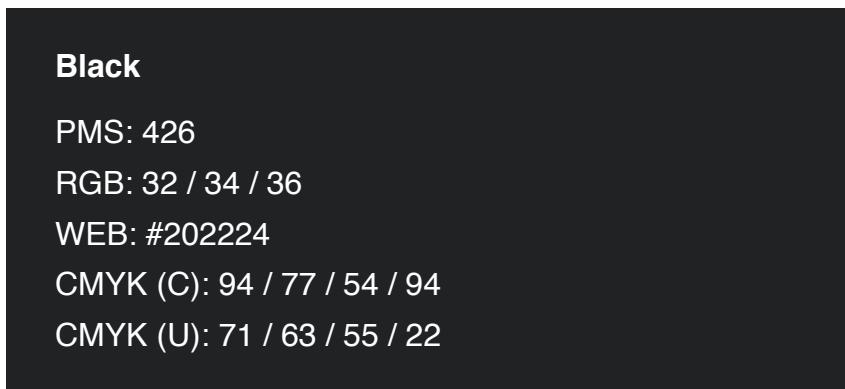
- A. Don't take type out
- B. Don't remove border
- C. Don't modify border
- D. Don't skew
- E. Don't rotate
- F. Don't change color
- G. Don't outline
- H. Don't modify content
- I. Don't add drop shadow
- J. Don't change opacity
- K. Don't mess with Genji
- L. Don't scale elements



# ► COLOR PALETTE

## Primary & Secondary swatches

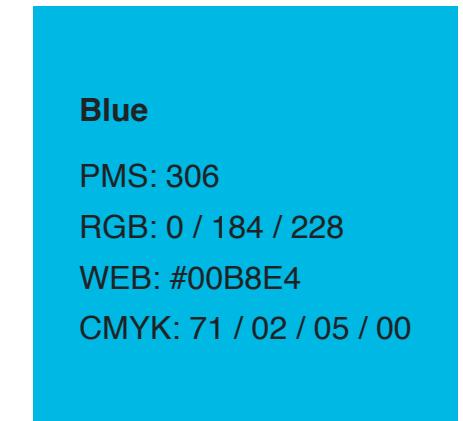
### Primary

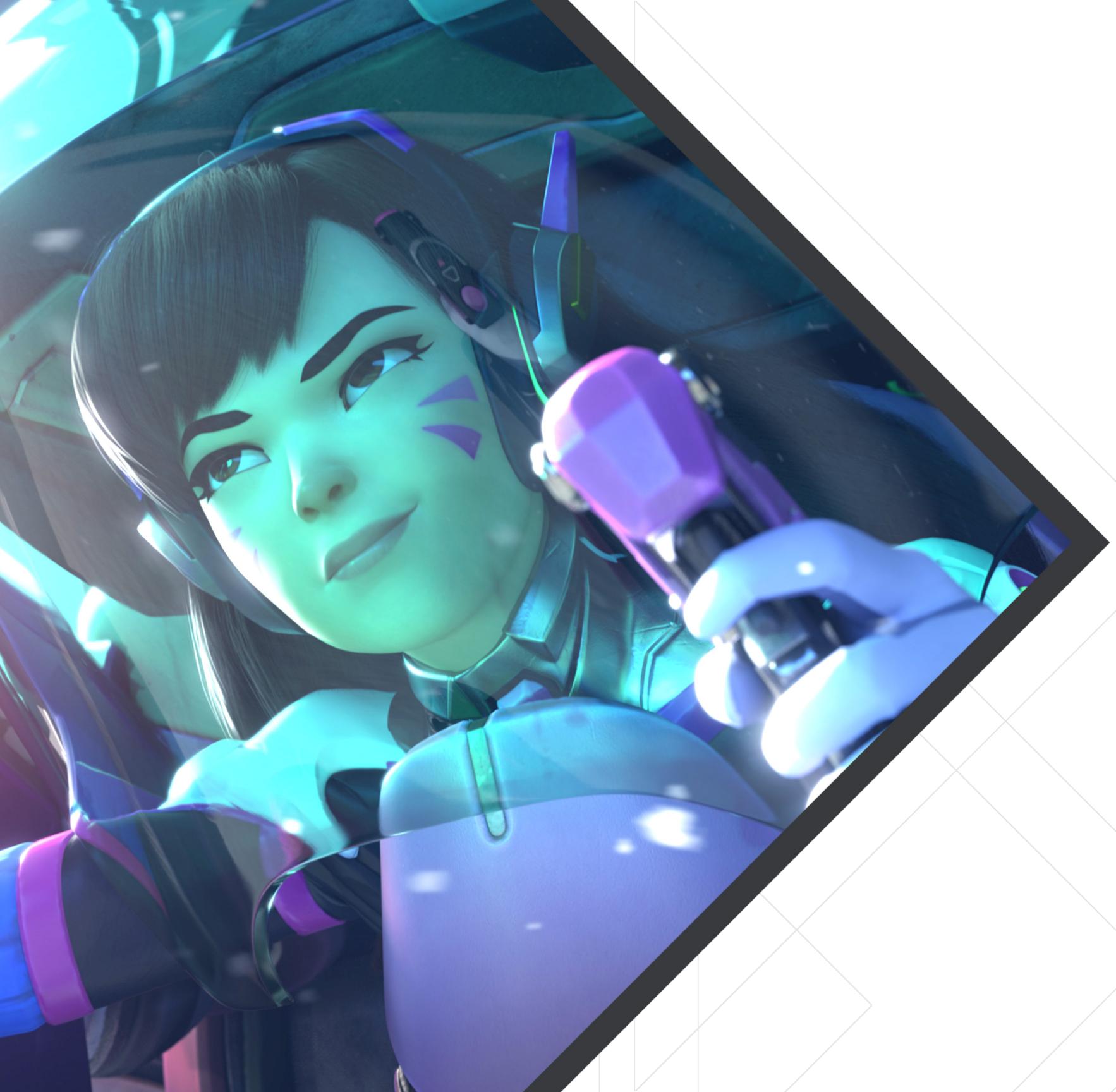


### Secondary



### Accents

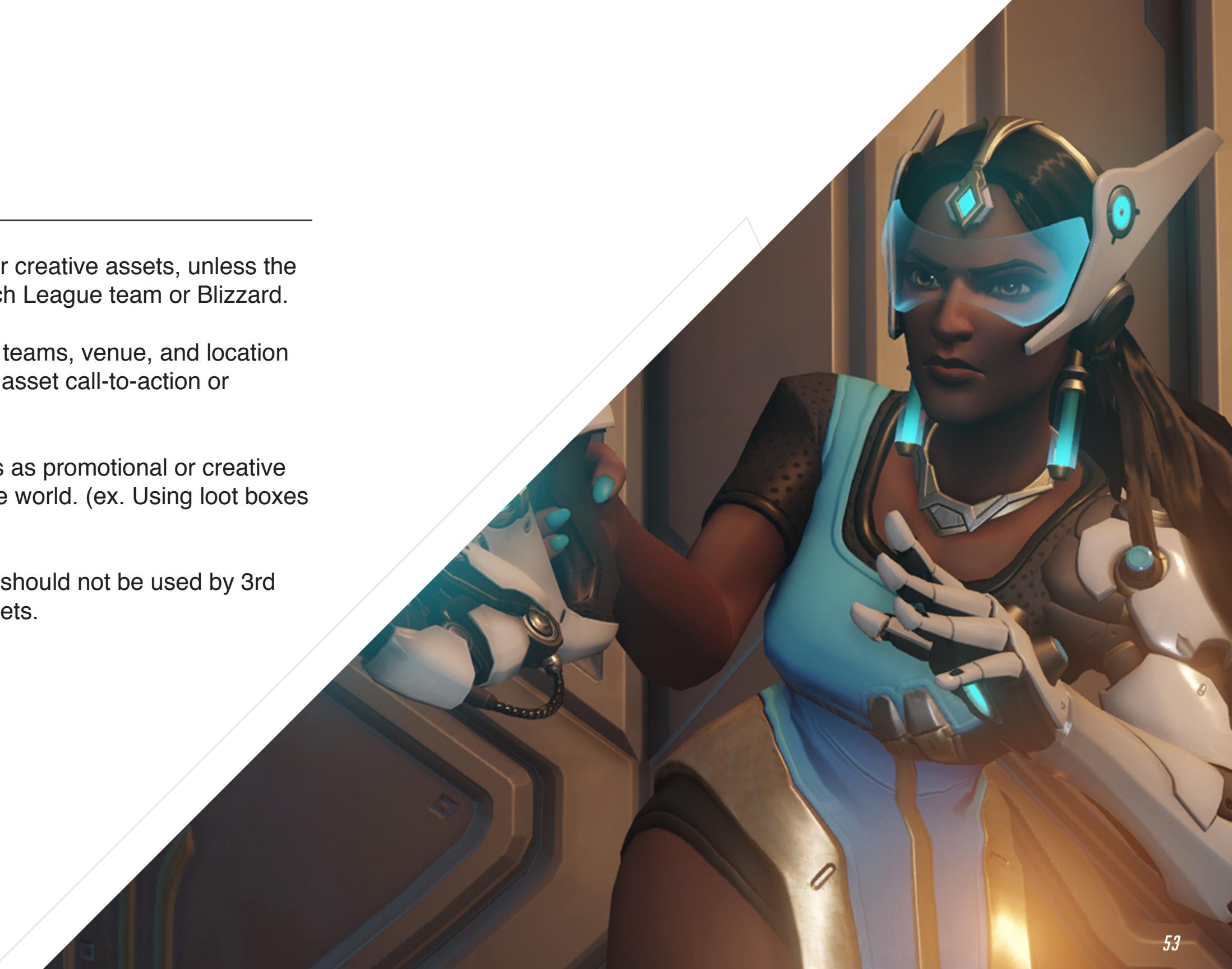




*GAME IP*

## ► **HEROES**

- » Heroes must not be used for creative assets, unless the event is run by an Overwatch League team or Blizzard.
- » Use pictures of the players, teams, venue, and location to illustrate and support the asset call-to-action or narrative instead.
- » Do not use in-game aspects as promotional or creative material outside of the game world. (ex. Using loot boxes to promote an event/raffle)
- » Overwatch League footage should not be used by 3rd party organizers in their assets.





**MAPS**

## ► MAP USAGE

- » Map images approved for usage will be provided by a Blizzard representative.
- » **Note:** Hollywood sign should not be shown. Any event-based maps should not be used for broadcast.

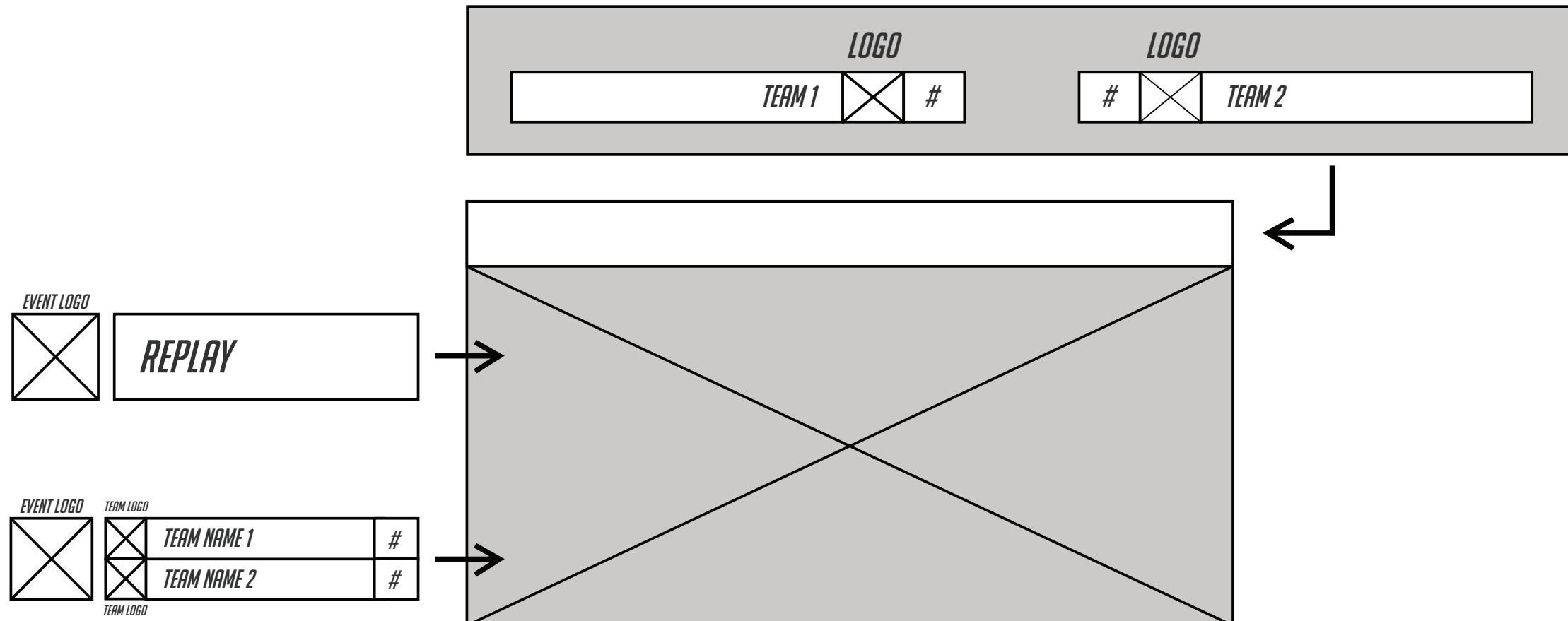




## ***BROADCAST ASSETS***

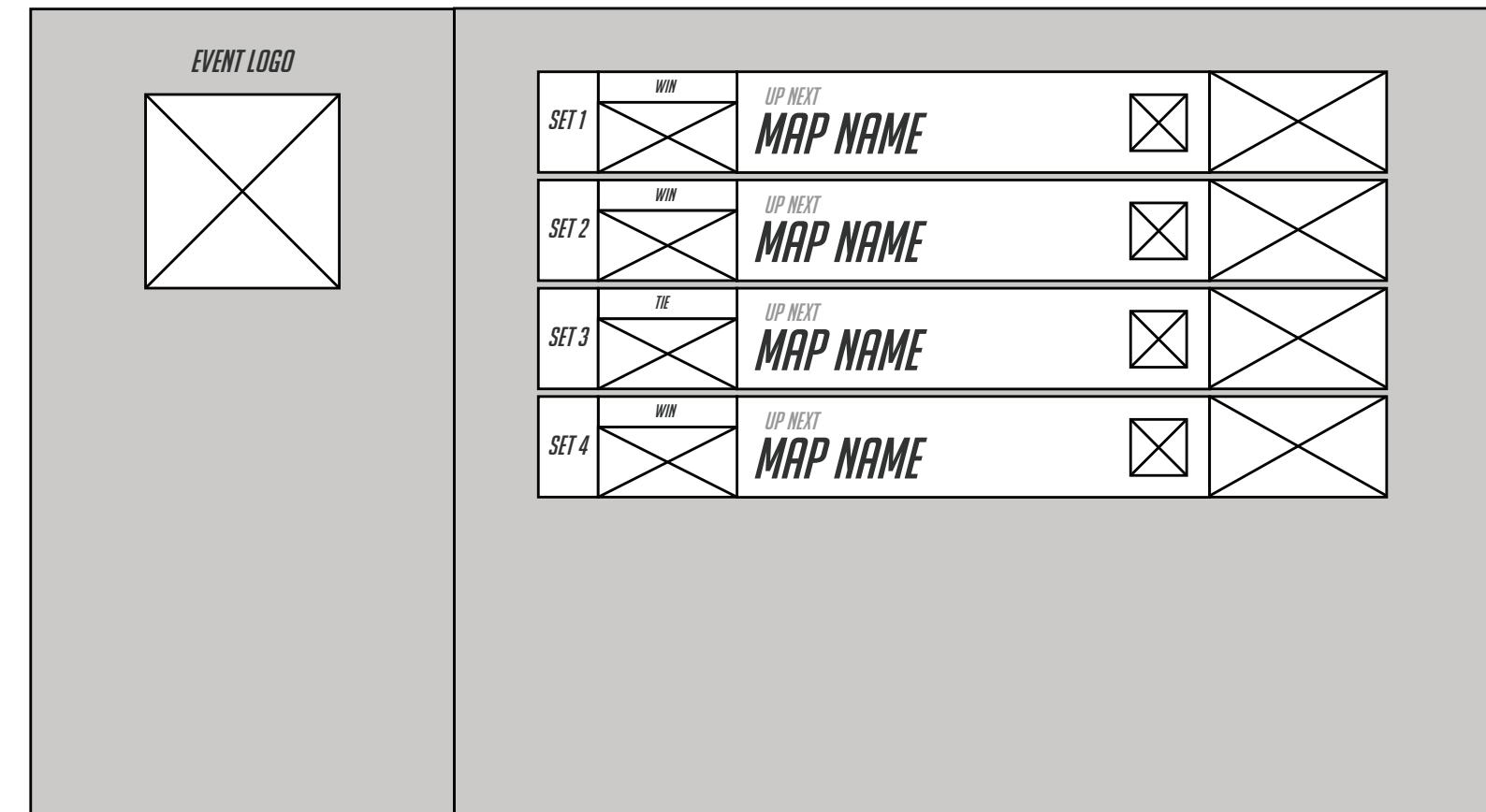
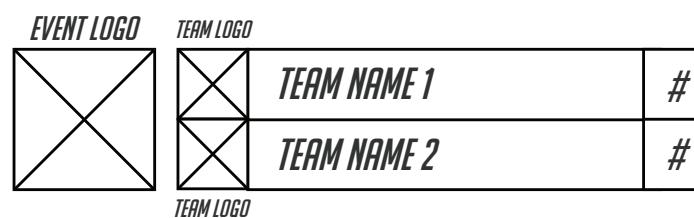
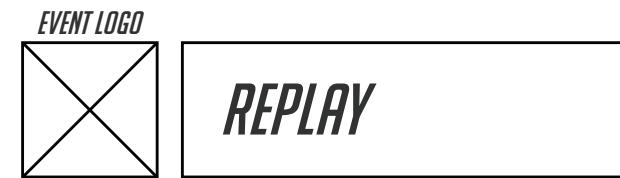
# ► GAME OVERLAY

- » You must not cover or modify gameplay.
- » Assets must be “title-safe” if intended for linear platforms
- » Timers, Replay, Pre-recorded notification bugs must be placed on the overlay



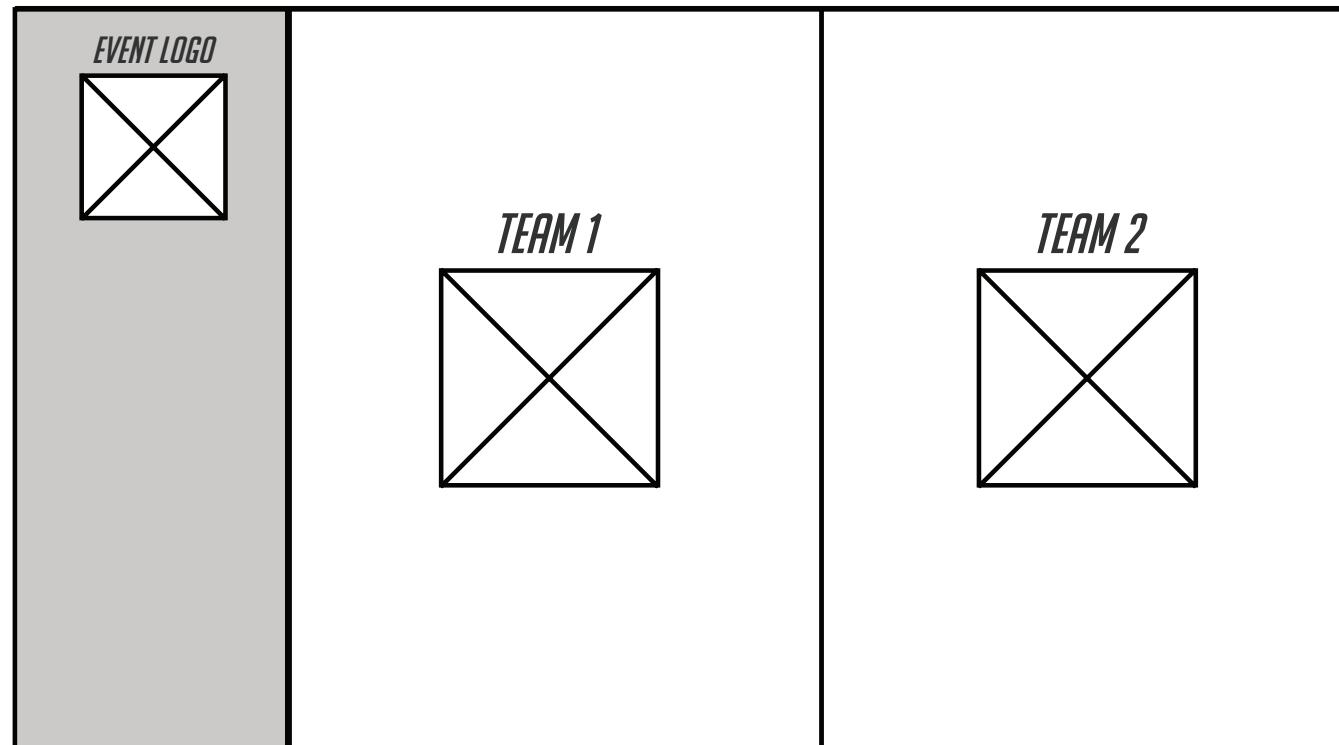
# ► MAP SELECTION, REPLAY, SCORE

- » You must make sure the Replay or Live bug does not cover the Game UI or gameplay



# ► TEAM VS. TEAM

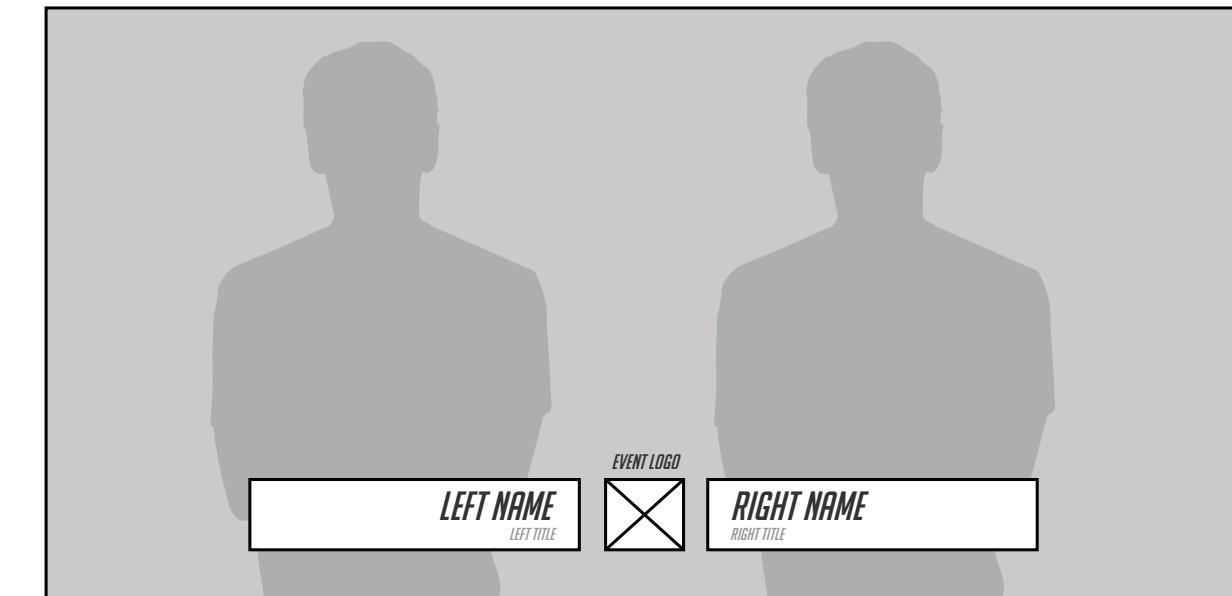
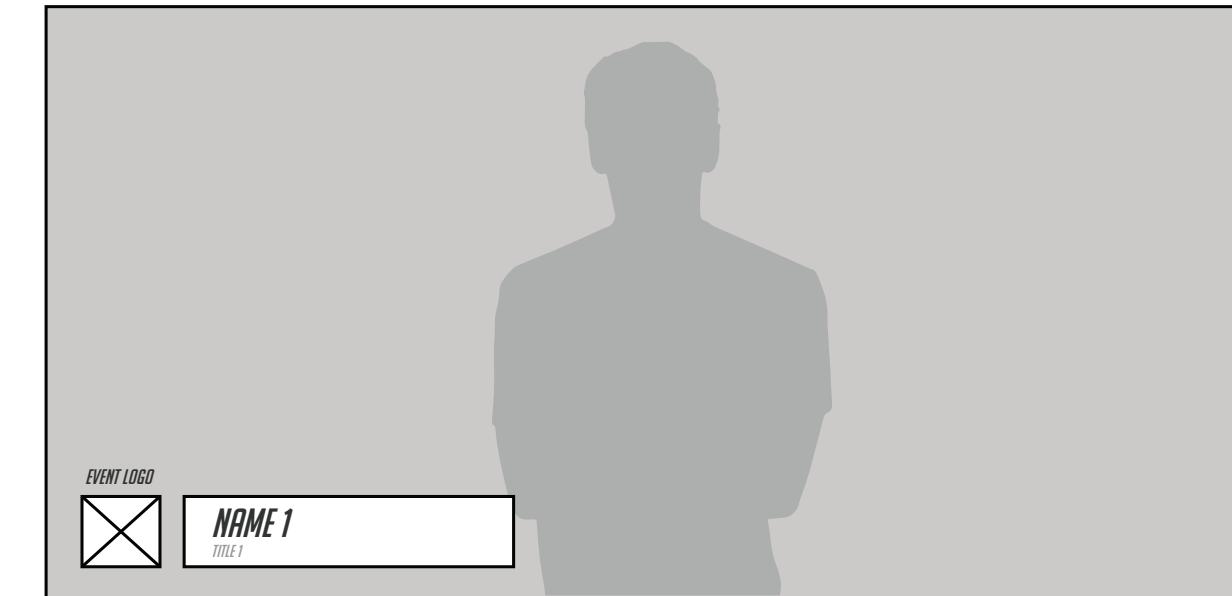
- » Create a space where team logos are the focal point.



# ► TALENT LOWER THIRD

Explore and be creative with:

- » Color
- » Angles & Shapes of Elements
- » Placement of Logo
- » Order/Placement of Text
- » Background Design (within sections/boxes)



## ► SPONSORSHIP ASSETS

- » **Sponsors must never be placed over gameplay or game UI.**
- » **Option 1** - Sponsors must be placed underneath the game UI. (This option is only allowed for 3rd party tournaments, not localization partners)
- » **Option 2** – Sponsorship exposure is allowed during caster segments through physical assets (desk, backdrop) or lower thirds/bugs.
- » **Option 3** – Sponsor logo can be placed below the video player, if stream is on their own Twitch channel.





## ***PRODUCTION REQUIREMENTS***

# ► **PRODUCTION: THE ITEMS LISTED BELOW MUST BE APPROVED FOR USE.**

- » **LED Requirement**
  - » LEDs or projector angles must not be visible by the players during competition to protect competitive integrity. Do not place them directly behind the players as they could look back.
- » **Hardware Minimum Requirements:**
  - » PC Specifications:
    - » I7-6700k 4.0GHz
    - » Nvidia GTX 1080
    - » 16 GB RAM 2100 MHz
    - » SSD: 256GB
  - » Monitor Specifications:
    - » 24 inch or greater display
    - » 144hz or greater refresh rate
    - » Example: ASUS PG258Q
  - » Desk & Chair Specifications:
    - » Chair ideally has adjustable height, arms, wheels
    - » Desk measures 30" high x 4' wide x ~3' deep
- » **Internet Minimum Requirements:**
  - Gameplay – 40Mb/s up/down connection
  - Broadcast – 100Mb/s up/down for each line (primary/backup)



## ***VIDEO CREATION GUIDELINES***

# ► CREATIVE BRIEF TEMPLATE

- » Here is a template example of a creative brief to submit before the creation of a video asset for approval.
- » **No cinematic or animated shorts should be used for esports video content.**

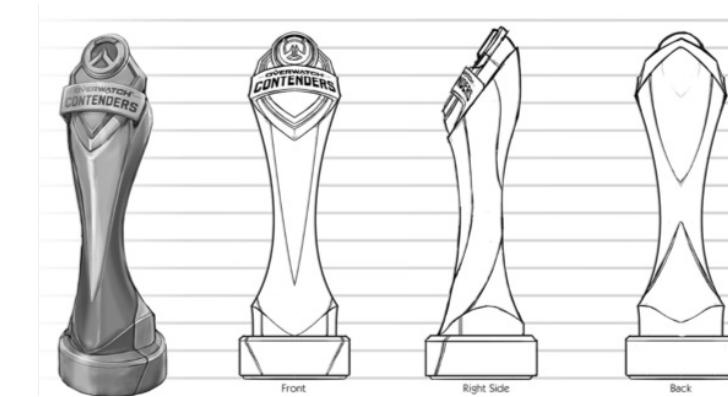
Video Title	Info	Visual References
Overview/Objectives	Purpose & Goals	
Target Audience	Ex. Current OW Esports Fans & Players	
Media Channels	Ex. YouTube, Twitch, Twitter, Instagram	
Tone	Ex. Inclusive, Positive, Professional, Bold	
Key Insight	What are we providing?	
Behavior	Audience/Viewer Call to Action – How should they react?	
Timeline	Project Roadmap	
Content Type/Format	Ex. Shoulder Content	
Genre	Ex. Player Profile, Behind-the-Scenes, etc.	
Locations	Filming Locations	
Filming Needs	# of Filming Days for...	
Music	Overwatch IP, 3rd Party (Licensing)	
Talent	Ex. Host, Caster, Analyst, Game Dev	
GFX Needs	Ex. Title Cards, Lower Thirds, CTA	
Localization	Y/N, Subtitles, Owner	
Delivery Specs	File type, Compressions for	
Point of Contact	Name & Email	



***TROPHY***

# ► TROPHY GUIDELINES

- » The trophy does not require Overwatch branding.
- » However, if Overwatch IP or the Overwatch tournament logo is used, the trophy must follow all creative guidelines.





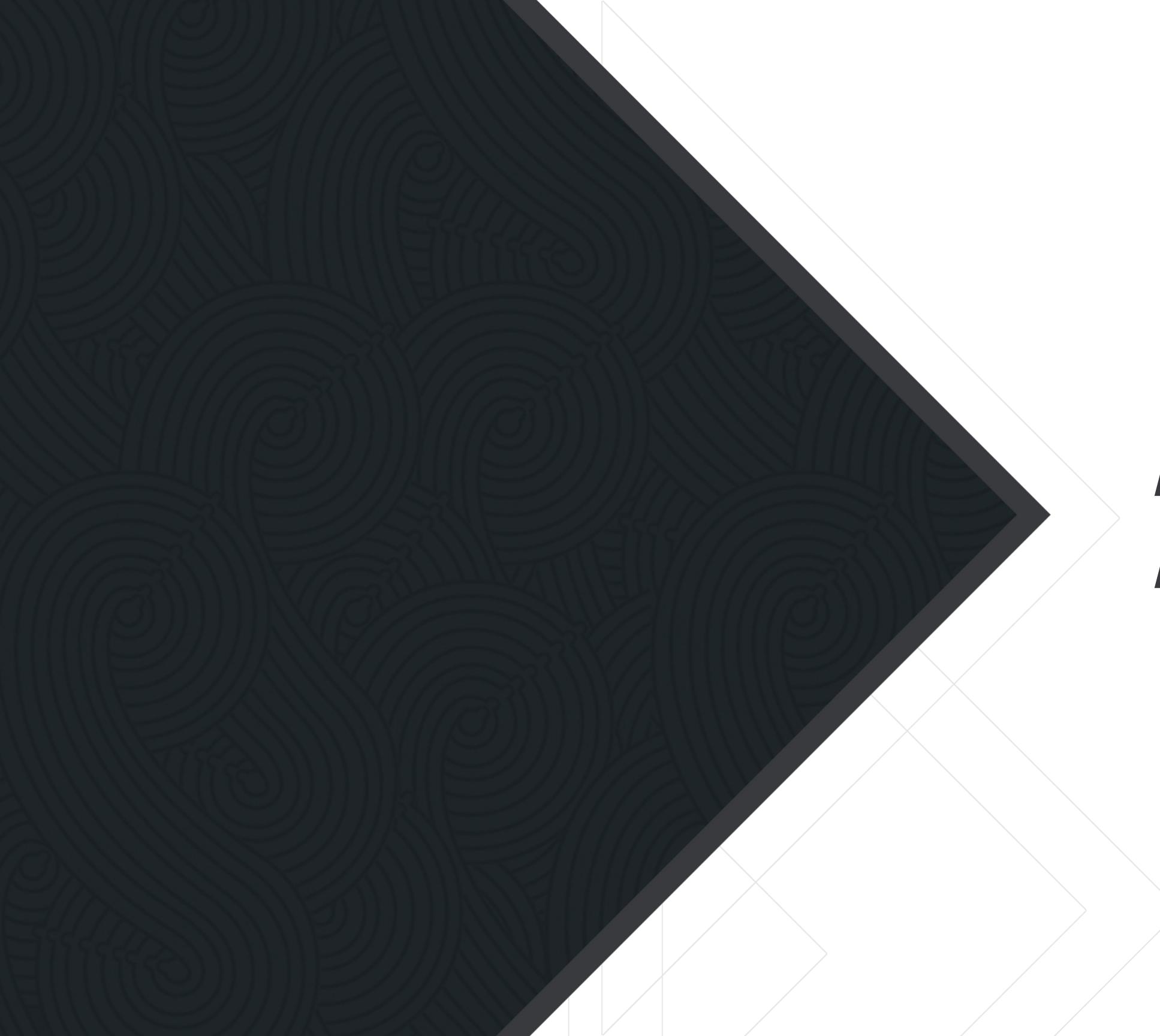
## APPAREL & MERCHANDISE

# ► APPAREL & MERCHANDISE

## 3rd Party Guidelines: Custom or Community

- » Merchandise/items meant for retail may not contain Overwatch branding
- » Blizzard branding may not be used in any cases
- » Apparel or swag created for players or staff may use the approved Overwatch tournament/event logo
- » Jerseys for players to wear for competition may use the tournament logo.





***PRE-APPROVED  
BACKGROUNDS***

# ► EXAMPLES FOR 3RD PARTY

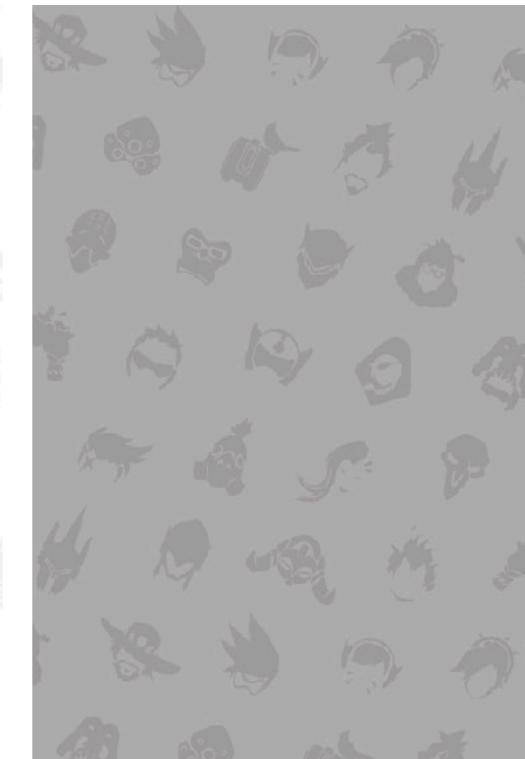
Pattern on orange with  
a 19% overlay



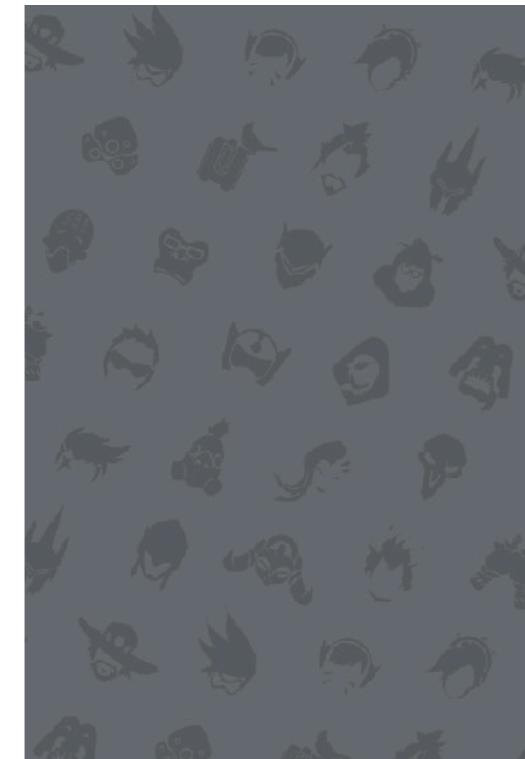
Pattern on white with  
a 6% multiply



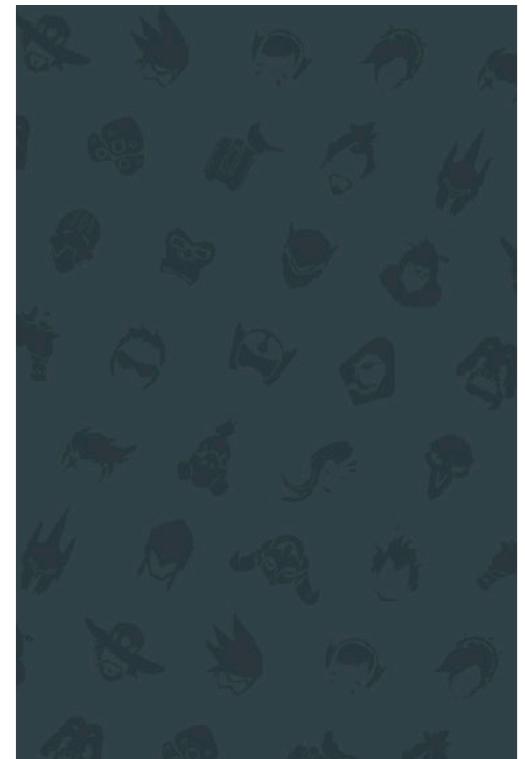
Pattern on light grey with  
a 10% multiply



Pattern on grey with  
a 15% multiply



Pattern on dark grey with  
a 15% multiply



## ► ASSET PACKAGE

Please contact and work with your Blizzard representative to receive approved assets for usage.





***THANK YOU***