

The background of the cover art is a vibrant, action-packed scene from the game. On the left, a large purple Gargantuar with its mouth open is shown eating a smaller plant. In the center, a sunflower character is visible. On the right, a zombie character wearing a red helmet with a skull emblem is shown in a dynamic pose. The overall scene is filled with various plants and zombies in a grassy field under a bright sky with falling petals.

PLANTS vs. ZOMBIES
GARDEN
WARFARE
BRAND GUIDE

REVISED 6/16/14

PopCap 

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to get where you want to go.

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Click this guy wherever you
see him to come back here.





Shooters just got weird!

WELCOME

Plants vs. Zombies™ Garden Warfare digs into the trenches with an explosive new Co-op and Multiplayer action experience. Blast zombies and plants across a mine-blowing world that delivers the depth of a traditional online shooter blended with the refreshing humor of Plants vs. Zombies.

HOW TO USE THIS THING

At PopCap®, our success hinges on a simple formula: hard work, attention to detail, and a fearless passion for making creative, timeless, irresistible games that everyone loves to play.

We've created this guide to help you uphold that promise any time you work with the Plants vs. Zombies Garden Warfare brand. Whether you're an in-house graphic designer or a third-party licensee, you play a huge role in ensuring our customers' trust and letting them experience the best of PopCap fun.

Oh, and feel free to contact brands@popcap.com if you have any questions about this style guide.



LOGO



LOGO PLACEMENT

Minimum clear space for logo placement is equal to lower ligature of 'N'.



LOGO



LOGO USAGE

Here's how NOT to use this logo.



DO NOT CHANGE ALTERNATE STROKE



DO NOT SHEER LOGO



DO NOT ADJUST COLOR



DO NOT ADD EFFECTS



DO NOT ADD STROKE



DO NOT PLACE IN SHAPE

PRIMARY LOGO



PvZGW_Logo_Primary_CMYK.psd
PvZGW_Logo_Primary_CMYK.ai

PvZGW_Logo_Primary_RGB.psd
PvZGW_Logo_Primary_RGB.png

SIMPLIFIED FOR SMALL SIZES

Minimum usage height for Standard Logo is 800x471px.
Use Simplified Logo when below this size.



PvZGW_Logo_CMYK_SmallSize.ai
PvZGW_Logo_CMYK_SmallSize.psd



PvZGW_Logo_CMYK_SmallSize_outline.ai
PvZGW_Logo_CMYK_SmallSize_outline.psd



ALTERNATE LOGOS



PvZGW_Logo_Primary_CMYK_ALT.ai



PvZGW_Logo_Primary_CMYK_Outline.ai



PvZGW_LOGO_primary_1C.ai

SECONDARY LOGOS



HORIZONTAL SECONDARY LOGOS



PvZGW_Logo_SecondaryH_CMYK.ai



PvZGW_Logo_SecondaryH_CMYK_Outline.ai



PvZGW_Logo_SecondaryH_1C.ai

STACKED SECONDARY LOGOS



PvZGW_Logo_SecondaryS_CMYK.ai

PvZGW_Logo_SecondaryS_RGB.psd



PvZGW_Logo_SecondaryS_CMYK_Outline.ai



PvZGW_Logo_SecondaryS_1C.ai

OTHER LOGOS



POPCAP LOGO



Minimum clear space for the PopCap logo placement is equal to the 'o'.



PopCapEA_Logo_Black.ai



PopCapEA_Logo_White.ai

DO NOT USE RED POPCAP LOGO



EA SIGNATURE LOGO



PvZGW_EA_SIGNATURE_CMYK.psd
PvZGW_EA_SIGNATURE_RGB.psd
PvZGW_EA_SIGNATURE_RGB.png

KEY ART



Go back to the start.



PvZGW_KeyArt_Vertical_01 .psd



PvZGW_KeyArt_Horizontal_02 .psd



PvZGW_KeyArt_Square_03 .psd

BACKGROUNDS



Go back to the start.

With effects



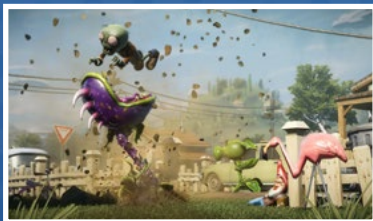
PvZGW_Background1_CMYK_FX.psd
PvZGW_Background1_RGB_FX.psd

Without effects



PvZGW_Background1_CMYK.psd
PvZGW_Background1_RGB.psd

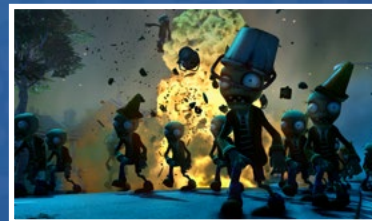
SCREENSHOTS



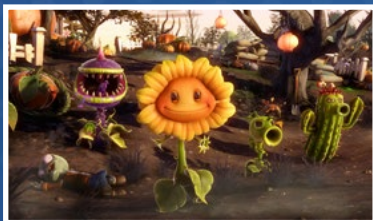
PvZGW_SS01.jpg



PvZGW_SS02.jpg



PvZGW_SS03.jpg



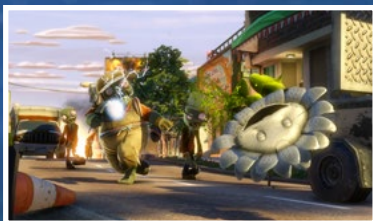
PvZGW_SS04.jpg



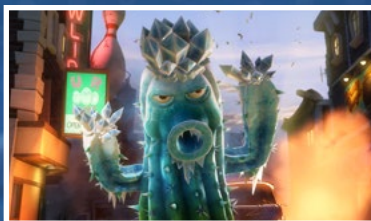
PvZGW_SS05.jpg



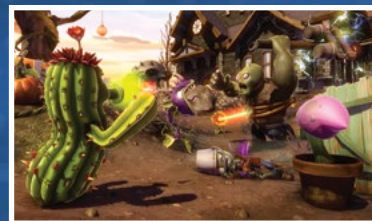
PvZGW_SS06.jpg



PvZGW_SS07.jpg



PvZGW_SS08.jpg

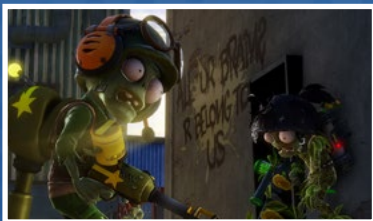


PvZGW_SS09.jpg

SCREENSHOTS



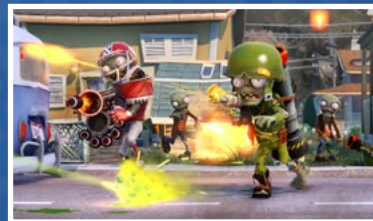
Go back to the start.



PvZGW_SS10.jpg



PvZGW_SS11.jpg



PvZGW_SS12.jpg



PvZGW_SS13.jpg



PvZGW_SS14.jpg



PvZGW_SS15.jpg



PvZGW_SS16.jpg



PvZGW_SS17.jpg



PvZGW_SS18.jpg

Graphic Elements



PRIMARY ELEMENTS

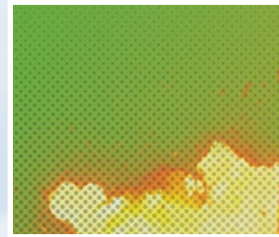
Use these elements for primary graphic messages, front of packagaing and front facing designs.



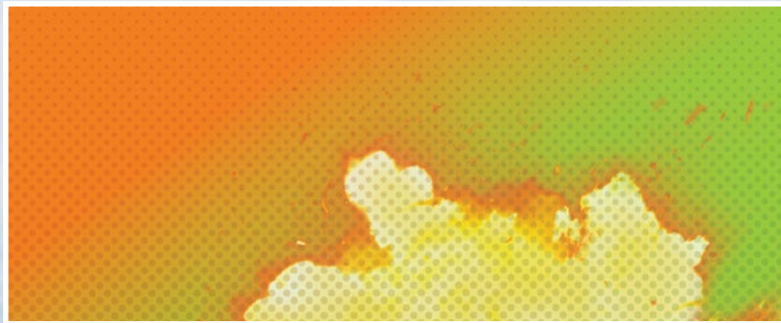
PvZGW_BGelement_1_CMYK.psd
PvZGW_BGelement_1_RGB.psd



PvZGW_BGelement_2.psd



PvZGW_BGelement_3.psd



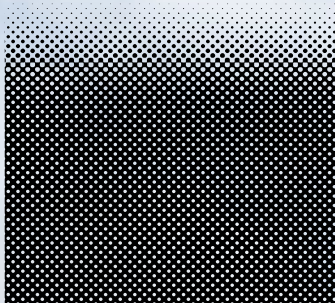
PvZGW_BGelement_4.psd

Graphic Elements

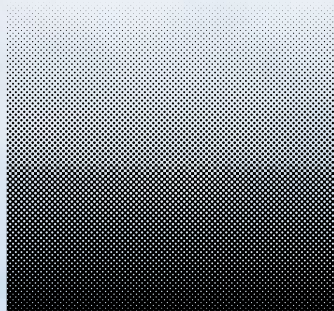


SECONDARY ELEMENTS

Use these elements to create background textures.



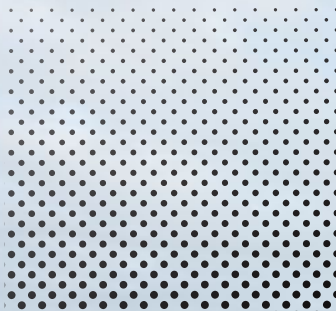
PvZGW_Halftone_1.ai



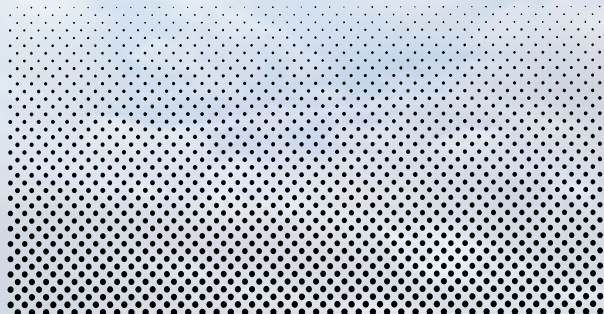
PvZGW_Halftone_2.ai



PvZGW_Halftone_3.ai



PvZGW_Halftone_4.ai



PvZGW_Halftone_5.ai

Graphic Elements



SECONDARY ELEMENTS

Use these elements for backgrounds.



PvZGW_Halftone_Green.ai

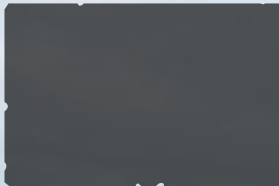


PvZGW_Halftone_Orange_1.ai



PvZGW_Halftone_Orange_2.ai

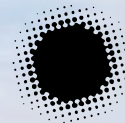
Use these elements as containers for graphic messages and labels.



PvZGW_Shape_01.ai



PvZGW_Shape_02.ai



PvZGW_Burst_01.ai

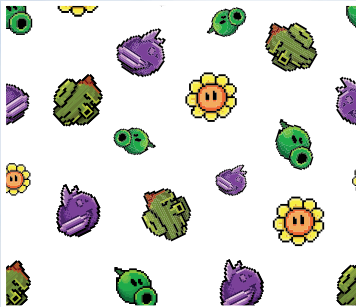


PvZGW_Burst_02.ai

Graphic Elements

SECONDARY ELEMENTS

Use these repeating 8-bit patterns.



PvZGW_Pattern_PlantsColor.ai



PvZGW_Pattern_Characters_1C.ai

Or use the patterns in the combinations shown here as background elements.



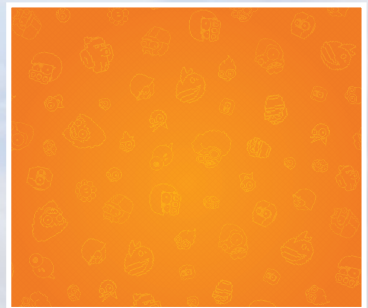
PvZGW_Pattern_1.ai



PvZGW_Pattern_2.ai



PvZGW_Pattern_3.ai



PvZGW_Pattern_4.ai

Graphic Elements



Go back to the start.

8-BIT CHARACTER ART



PvZGW_8_bit_soldier.ai
PvZGW_8_bit_gargantuar.ai

PvZGW_8_bit_allstar.ai
PvZGW_8_bit_browncoat.ai

PvZGW_8_bit_engineer.ai
PvZGW_8_bit_yeti.ai

PvZGW_8_bit_scientist.ai
PvZGW_8_bit_imp.ai

PvZGW_8_bit_cactus.ai
PvZGW_8_bit_peashooter.ai

PvZGW_8_bit_sunflower.ai
PvZGW_8_bit_chomper.ai



PvZGW_8_bit_soldier_1C.ai
PvZGW_8_bit_gargantuar_1C.ai

PvZGW_8_bit_allstar_1C.ai
PvZGW_8_bit_browncoat_1C.ai

PvZGW_8_bit_engineer_1C.ai
PvZGW_8_bit_yeti_1C.ai

PvZGW_8_bit_scientist_1C.ai
PvZGW_8_bit_imp_1C.ai

PvZGW_8_bit_cactus_1C.ai
PvZGW_8_bit_peashooter_1C.ai

PvZGW_8_bit_sunflower_1C.ai
PvZGW_8_bit_chomper_1C.ai

CHARACTERS: Zombies



PvZGW_ZSoldierRGB_01.png
PvZGW_ZSoldierRGB_01.psd
PvZGW_ZSoldierCMYK_01.psd



PvZGW_ZSoldierRGB_02.png
PvZGW_ZSoldierRGB_02.psd
PvZGW_ZSoldierCMYK_02.psd



PvZGW_ZSoldierRGB_03.png
PvZGW_ZSoldierRGB_03.psd
PvZGW_ZSoldierCMYK_03.psd

FOOT SOLDIER ZOMBIE

Armed with an array of Zomboss tech he doesn't understand, he's best at taking out rooted plants and taking high ground via his Rocket Jump.



PvZGW_ZAllStarRGB_01.png
PvZGW_ZAllStarRGB_01.psd
PvZGW_ZAllStarCMYK_01.psd



PvZGW_ZAllStarRGB_02.png
PvZGW_ZAllStarRGB_02.psd
PvZGW_ZAllStarCMYK_02.psd



PvZGW_ZAllStarRGB_03.png
PvZGW_ZAllStarRGB_03.psd
PvZGW_ZAllStarCMYK_03.psd

ALL-STAR ZOMBIE

Always the first one on the battlefield, and the last to leave, he uses suppression fire and his Tackle Dummies to hold plants at bay.

CHARACTERS: Zombies



Go back to the start.



PvZGW_ZEngineerRGB_01.png
PvZGW_ZEngineerRGB_01.psd
PvZGW_ZEngineerCMYK_01.psd



PvZGW_ZEngineerRGB_02.psd
PvZGW_ZEngineerRGB_02.psd
PvZGW_ZEngineerCMYK_02.psd



PvZGW_ZEngineerRGB_03.png
PvZGW_ZEngineerRGB_03.psd
PvZGW_ZEngineerCMYK_03.psd

ENGINEER ZOMBIE

Equipped with the latest Zomboss DIY gear, he is ready and able to build stuff. What it does after he builds it is lost on him.



PvZGW_ZScientistRGB_01.png
PvZGW_ZScientistRGB_01.psd
PvZGW_ZScientistCMYK_01.psd



PvZGW_ZScientistRGB_02.png
PvZGW_ZScientistRGB_02.psd
PvZGW_ZScientistCMYK_02.psd



PvZGW_ZScientistRGB_03.png
PvZGW_ZScientistRGB_03.psd
PvZGW_ZScientistCMYK_03.psd

SCIENTIST ZOMBIE

Able to warp in close to enemies and cause major damage, he can also drop a Zombie Healing Station for himself and his teammates.

CHARACTERS: Plants



PvZGW_PPeashooterRGB_01.png
PvZGW_PPeashooterRGB_01.psd
PvZGW_PPeashooterCMYK_01.psd



PvZGW_PPeashooterRGB_02.png
PvZGW_PPeashooterRGB_02.psd
PvZGW_PPeashooterCMYK_02.psd



PvZGW_PPeashooterRGB_03.png
PvZGW_PPeashooterRGB_03.psd
PvZGW_PPeashooterCMYK_03.psd

PEASHOOTER

Always on the front line of the zombie fight, he likes to play things fast, loose and frantic. When he sneezes he's a danger to himself and others.



PvZGW_PChomperRGB_01.png
PvZGW_PChomperRGB_01.psd
PvZGW_PChomperCMYK_01.psd



PvZGW_PChomperRGB_02.png
PvZGW_PChomperRGB_02.psd
PvZGW_PChomperCMYK_02.psd



PvZGW_PChomperRGB_03.png
PvZGW_PChomperRGB_03.psd
PvZGW_PChomperCMYK_03.psd

CHOMPER

Chomper uses hit-and-run tactics to get in close. He can tunnel underground and surprise zombies from below. He loves the taste of zombie feet.

CHARACTERS: Plants



Go back to the start.



PvZGW_PCactusRGB_01.png
PvZGW_PCactusRGB_01.psd
PvZGW_PCactusCMYK_01.psd



PvZGW_PCactusRGB_02.png
PvZGW_PCactusRGB_02.psd
PvZGW_PCactusCMYK_02.psd



PvZGW_PCactusRGB_03.png
PvZGW_PCactusRGB_03.psd
PvZGW_PCactusCMYK_03.psd

CACTUS

The long-range specialist, Cactus can shoot needles at faraway zombies. When rooted, she sends Garlic Drones to drop corn artillery strikes.



PvZGW_PSunflowerRGB_01.png
PvZGW_PSunflowerRGB_01.psd
PvZGW_PSunflowerCMYK_01.psd



PvZGW_PSunflowerRGB_02.png
PvZGW_PSunflowerRGB_02.psd
PvZGW_PSunflowerCMYK_02.psd



PvZGW_PSunflowerRGB_03.png
PvZGW_PSunflowerRGB_03.psd
PvZGW_PSunflowerCMYK_03.psd

SUNFLOWER

Sunflower is the backbone of the plant army and keeps her teammates in the fight with her superior healing powers and sunny personality.

CHARACTERS: Sizing Chart

Relative character sizes to remain consistent in representation of poses.



Go back to the start.



All-Star Zombie

4.74" Scaled Height in Inches
2.68 Meters



Engineer Zombie

4.46" Scaled Height in Inches
2.25 Meters



Scientist Zombie

4.42" Scaled Height in Inches
2.50 Meters



Foot Soldier Zombie

4.00" Scaled Height in Inches
2.26 Meters



Cactus

4.28" Scaled Height in Inches
2.42 Meters



Chomper

4.12" Scaled Height in Inches
2.33 Meters



Sunflower

3.28" Scaled Height in Inches
1.85 Meters



Peashooter

2.96" Scaled Height in Inches
1.67 Meters

MARKETING



Go back to the start.

PLANTS vs. ZOMBIES
GARDEN WARFARE

AVAILABLE
2.25.14

10
BEST-OF-AWARDS

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PLANTS vs. ZOMBIES
GARDEN WARFARE

10
BEST-OF-AWARDS

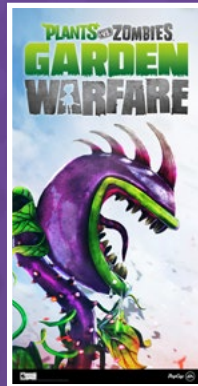
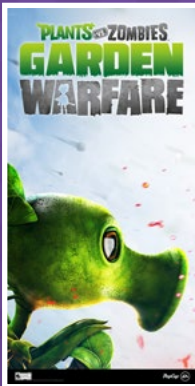
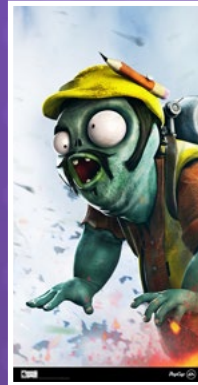
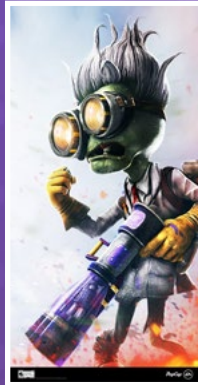
PopCap EA

XBOX ONE XBOX 360

MARKETING



Go back to the start.

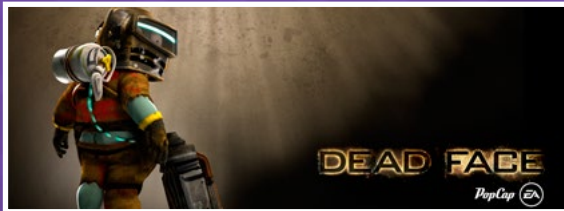


ONLINE MARKETING

FACEBOOK SPOOFS



Go back to the start.



PACKAGING

Single blister card front templates.



Go back to the start.



PvZGW_PkgFront_Template_Zombies.ai



PvZGW_PkgFront_Template_Plants.ai

House of Terror
(All Calps)

PACKAGING

Double blister card template front.



Go back to the start.



House of Terror
(All Calps)

PvZGW_PkgDouble_Template.ai

PACKAGING

Single blister card template back.



Go back to the start.



Brand logo

CACTUS

Cactus is the long-range specialist of the plant team, able to shoot high-velocity needles at faraway zombies. In her rooted form, she can dispatch her flying Garlic Drone.

House of Terror (All Calps)

Product Photo

Use this space to reference other characters in your product line or to cross-sell other Plants vs. Zombies™ Garden Warfare Merchandise



Call-out area
House of Terror
(uppercase and lowercase)

Licensee logo

LICENSEE LOGO

WARNING:
CHOKING HAZARD
Small parts.
Not for children under 3 yrs.

AGES 8 and UP

PopCap EA

PopCap® EA™ logo

Bar code



USE THIS AREA FOR REQUIRED
PRODUCT INFORMATION

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and the EA logo are trademarks of
Electronic Arts Inc.

Legal line
Trade Gothic LT Std.

PvZGW_PkgBack_Template_Single.ai

Required product information

PACKAGING

Double blister card template back.



Product Photos

House of Terror (All Caps)

Brand logo

Call- out area House of Terror (U & lc)

Bar code

Licensee logo

PopCap® EA™ logo

Legal line Trade Gothic LT Std.

Required product information

Use this space to reference other characters in your product line or to cross-sell other Plants vs. Zombies™ Garden Warfare Merchandise

PvZGW_PkgBack_Template_Double.ai

PEASHOOTER

FOOT SOLDIER ZOMBIE

Use this area for a product photo and the product description.

Use this area for a product photo and the product description.

VS.

PLANTS vs. ZOMBIES™ GARDEN WARFARE

POWERSHOWER ZOMBIE

ALL STAR ZOMBIE

ENGINEER ZOMBIE

SCIENTIST ZOMBIE

SHREPPER

CACTUS

SUNFLOWER

Text Goes Here

WARNING: CHOKING HAZARD Small parts. Not for children under 3 yrs. AGES 8 and UP

USE THIS AREA FOR REQUIRED PRODUCT INFORMATION

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PopCap EA

HANG TAGS

Hang tag templates.



PvZGW_hangtag_template_01.ai



PvZGW_hangtag_template_02.ai



PvZGW_hangtag_template_back.ai

HANG TAGS

Hang tag templates.



Go back to the start.



PvZGW_hangtag_template_03.ai



PvZGW_hangtag_template_back_03.ai

COLOR PALETTE



Go back to the start.



PMS 349C
CYMK 90/12/95/40
RGB 4/106/56
HEX 046A38



PMS 355C
CYMK 91/0/100/0
RGB 0/150/57
HEX 009639



PMS 368C
CYMK 65/0/100/0
RGB 120/190/32
HEX 78BE20



PMS 382C
CYMK 28/0/100/0
RGB 196/214/0
HEX C4D600



PMS 7678C
CYMK 74/85/0/0
RGB 104/71/141
HEX 68478D



PMS 2665C
CYMK 70/76/0/0
RGB 125/85/199
HEX 7D55C7



PMS312C
CYMK 88/0/11/0
RGB 0/169/206
HEX 00A9CE



PMS 1535C
CYMK 10/75/100/42
RGB 148/69/11
HEX 94450B



PMS 1655C
CYMK 0/73/98/0
RGB 252/76/0
HEX FC4C02



PMS 1505C
CYMK 0/56/90/0
RGB 255/105/0
HEX FF6900



PMS 201C
CYMK 7/100/68/32
RGB 157/34/53
HEX 9D2235



PMS 186C
CYMK 2/100/85/6
RGB 200/16/46
HEX C8102E



PMS 604C
CYMK 5/0/94/0
RGB 234/218/36
HEX EDDA24



PMS 423C
CYMK 22/14/18/45
RGB 137/141/141
HEX 898D8D



CYMK 36/0/33/0
CYMK 91/0/100/0



CYMK 12/0/44/0
CYMK 28/0/100/0



CYMK 70/76/0/0
CYMK 70/76/0/0



CYMK 0/23/26/0
CYMK 0/73/98/0



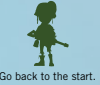
CYMK 8/31/11/0
CYMK 7/100/68/32



CYMK 1/0/31/0
CYMK 5/0/94/0



CYMK 2/16/21/9
CYMK 10/75/100/42



FONTS

Headline Fonts

House of Terror Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Available at www.houseind.com.

BrianneTod Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Included with art assets.

These are for use in headline treatments only. Do not use these below 18pt in size.

Body Copy Fonts

Trade Gothic LT Std Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic LT Std Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic LT Std Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic LT Std Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic LT Std Condensed No.18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic LT Std Condensed No.20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic LT Std Bold Enteded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Available at www.adobe.com/products/type.html

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