



TONY HAWK'STM PRO SKATERTM 1+2

STYLE GUIDE

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GAME OVERVIEW

Game Overview



BREAK SKATEBOARDING BOUNDARIES

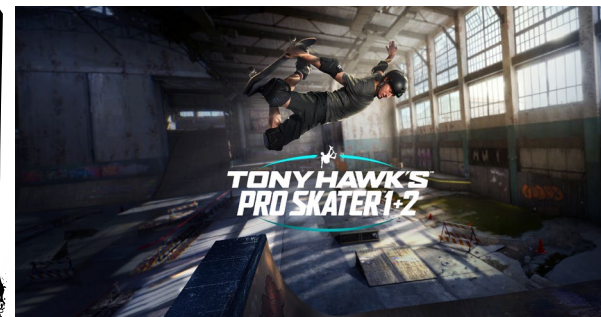
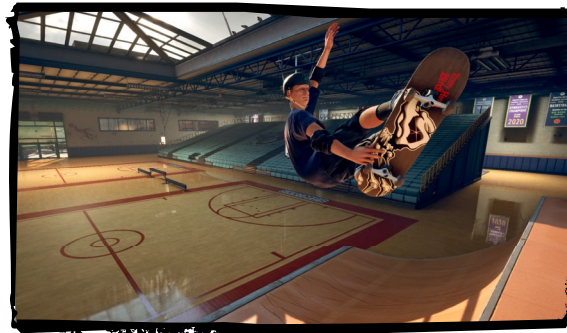
Tony Hawk's™ Pro Skater™ 1 + 2

Drop back in with the most iconic skateboarding games ever made. Play Tony Hawk's™ Pro Skater™ & Tony Hawk's™ Pro Skater™ 2 in one epic collection, rebuilt from the ground up in incredible HD. All the pro skaters, levels and tricks are back and fully-remastered, plus more.

- Skate as the legendary Tony Hawk and the full pro roster, plus new pros
- Skate to songs from the era-defining soundtrack along with new music
- Hit insane trick combos with the iconic handling of the Tony Hawk's™ Pro Skater™ series
- Play all the original game modes and go head-to-head with local 2-Player modes
- Show off your style and creativity with upgraded Create-A-Park and Create-A-Skater features
- Take your sessions online and compete against players from around the world in multiplayer modes and leaderboards

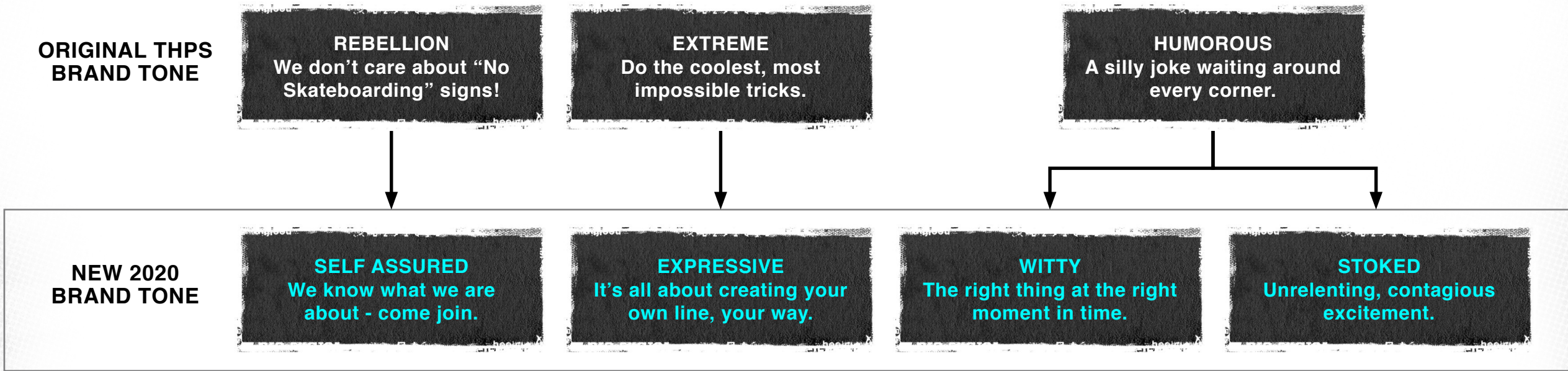
Break skateboarding boundaries, show off your own style, and be part of the next generation of skaters and creators with Tony Hawk's™ Pro Skater™ 1 + 2.

SKATE LIKE A LEGEND



Brand Tone

OUR NEW BRAND TONE



SOCIAL TONE & VOICE

Social Tone & Voice

HOW WE TALK

Just like our frontman Tony Hawk, we're the oldest teenager on the block. Skateboarding and the love of skate culture pumps through our veins.

We're energetic, enthusiastic, and passionate about the skate community past and present, always expressing a genuine interest in skateboarding. We share the love of those who just want to play and have a blast – whether it's on a board or playing the THPS game with friends while showing off your best line.

Like Tony, we're confident yet approachable. We're always thrilled to bring other people who share our excitement into the fold, and we relish the opportunity to share our excitement with our community.

Above all else, we're authentic in everything we do, never trying to fit in a specific box or persona. We understand that skateboarding is about being your true self and casting your inhibitions to the side.

With that in mind, we will strive to fuel that same sense of self-expression within our audience.



Social Tone & Voice

KEY CHARACTERISTICS



AUTHENTIC

We respect and understand the skate community and authentically share their attitudes and passions. Just like our audience, we have a deep love of skate culture past and present and that genuine passion comes through in all of our communications with our fans.



SELF-EXPRESSIVE

Our creative fuels the community and maintains an honest sense of self-expression. But it's not just about us. Anyone can be a skater, and we embrace that. We want to champion the individuality and self-expression of our audience at large and shine a spotlight on their diverse POV.



NEW + NOSTALGIC

We want to deliver a feeling reminiscent of our fans' memories of the old titles, while still staying fresh and relevant, featuring new exciting content and spotlighting new gameplay that maintains a distinct counterculture spirit.

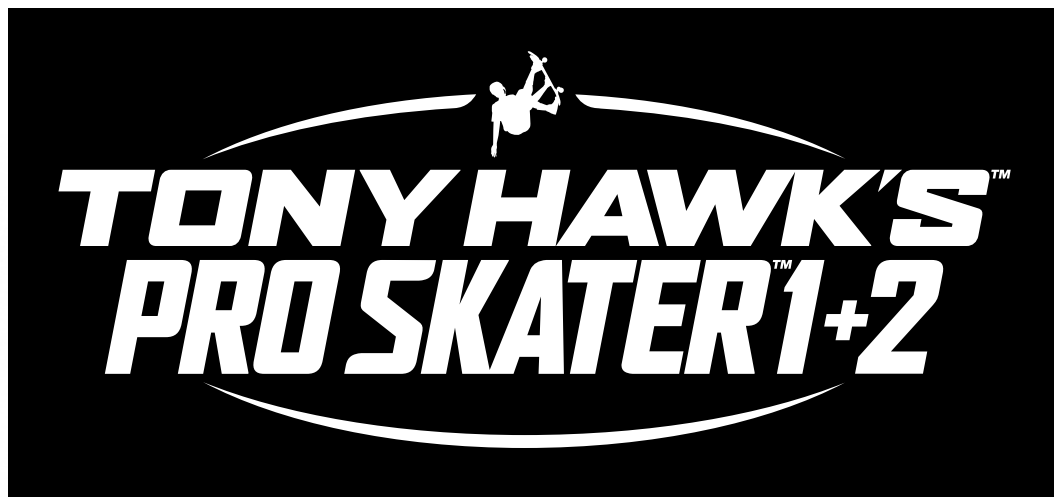
LOGOS

Logos | Naming

Primary Logo



Full Color



Negative







Positive

Notes: Black and white background colors shown behind the logos are used for visibility purposes only, and are not a part of the logo.

Logos | Colors





Turquoise

	CMYK:	c-87	m-0	y-19	k-0
	RGB:	R-0	G-252	B-255	
	Hex:	00fcff			
	Pantone:	PMS 3252 C			







Primary Horizontal - Full Color

Black

	CMYK:	c-0	m-0	y-0	k-100
	RGB:	R-0	G-0	B-0	
	Hex:	000000			
	Pantone:	PMS Black			

White

	CMYK:	c-0	m-0	y-0	k-0
	RGB:	R-255	G-255	B-255	
	Hex:	FFFFFF			
	Pantone:	PMS White			



Primary Horizontal - Positive



Primary Horizontal - Negative

Notes: Black and white backgrounds colors shown behind the logos are used for visibility purposes only, and are not a part of the logo.

Logos | Spacing

Primary Logo Horizontal

$\frac{1}{2}x$		$\frac{1}{2}x$
$\frac{1}{2}x$		$\frac{1}{2}x$
		x
$\frac{1}{2}x$		$\frac{1}{2}x$
$\frac{1}{2}x$		$\frac{1}{2}x$

Primary Horizontal - Positive

SAFE SPACE FORMULA (X)
Measure the height of the logo to get “X” and divide that number in half or reduce it 50% to get the safe space.

Notes: Safe spacing rules shown here apply to the Full Color and Negative color versions of the logo as well.

Logos

Rules (What Not To Do)

Primary Logo Horizontal



Resizing Horizontally or vertically



Changing the game title



Tilting



Cutting Off Part of Logo



Rotating



Deleting Parts



Adding FX



Flipping



Changing Colors



Changing Arch Colors



Changing Icon Colors



Changing Icon

Notes: Rules shown here apply to the Full Color and Negative color versions of the logo as well.

KEY ART SUITE

Key Art Suite | Primary

Vertical



Vertical - No Logo



Key Art Suite

Primary Vertical Crops

Standard



Vertical



Square



Notes: Allow breathing room when cropping the vertical key art. Don't crop too close to the logo or Tony Hawk.

Key Art Suite | Wide Crops

Horizontal



Horizontal - No Logo



Standard



Wide

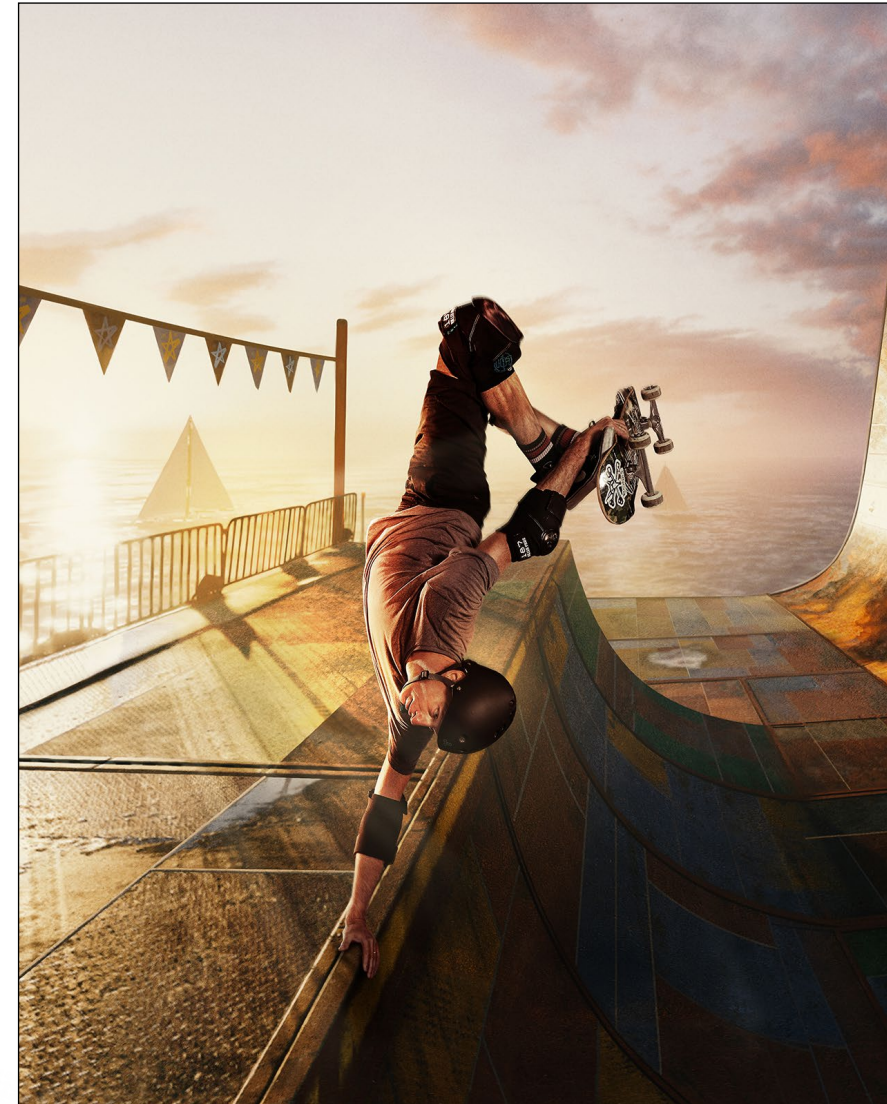


Key Art Suite | Secondary

Vertical



Vertical - No Logo



Key Art Suite | Secondary

Horizontal

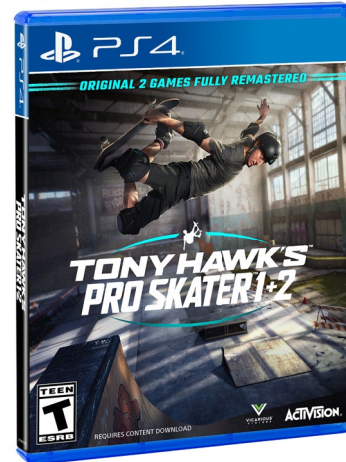


Horizontal - No Logo

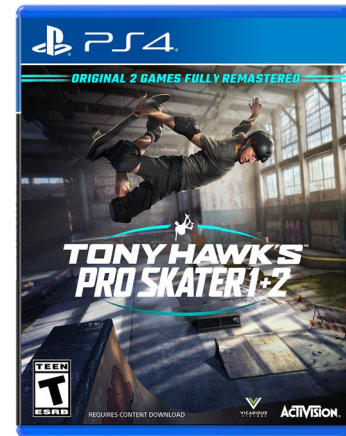


Key Art Suite | Standard Edition

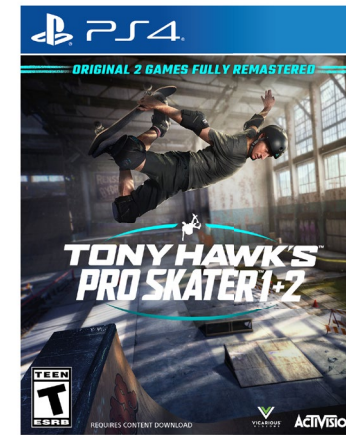
Pack Shots



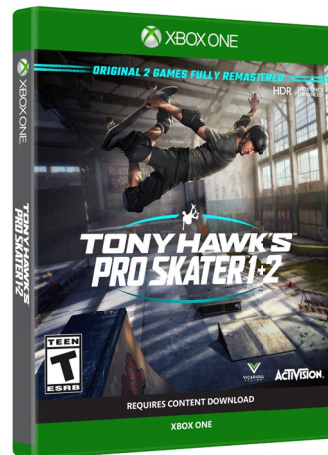
PS4 - Left



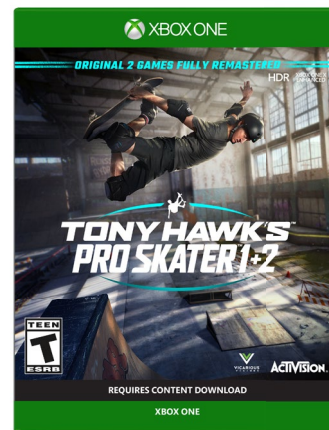
PS4 - Front



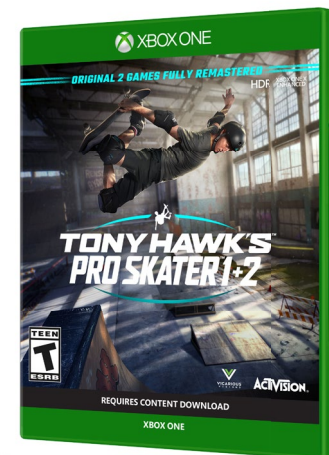
PS4 Digital Download



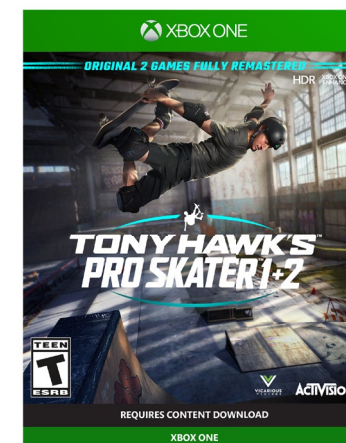
XBOX ONE - Left



XBOX ONE - Front



XBOX ONE - Right



XBOX ONE Digital Download

Notes: The PC version is a digital download.

Key Art Suite | Digital Deluxe Edition



Digital Deluxe Download



French Digital Deluxe Download

Notes: The PC version is a digital download.

Key Art Suite | Collector's Edition Box

PS4 Version



PS4 Collector's Edition - Left



PS4 Collector's Edition - Right

XBOX ONE Version



XBOX ONE Collector's Edition - Left



XBOX ONE Collector's Edition - Right

Key Art Suite | Collector's Edition Beauty Shot

Wide Version



PS4 Collector's Edition



XBOX ONE Collector's Edition



All SKUs Collector's Edition

1900 x 1690



PS4 Collector's Edition



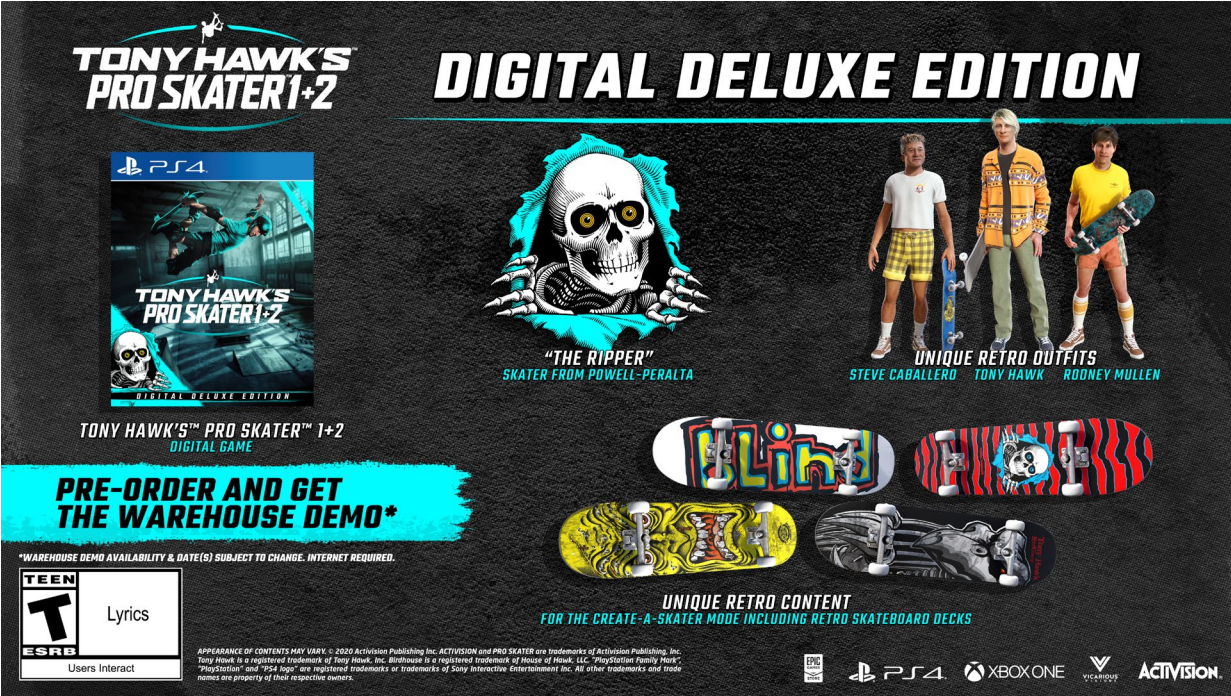
XBOX ONE Collector's Edition

Key Art Suite | Digital Deluxe Edition Beauty Shot

Wide Version



PS4 Digital Deluxe Edition - Launch Version



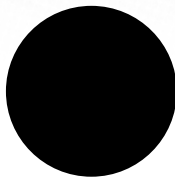
PS4 Digital Deluxe Edition - Pre-Order Version

COLOR PALETTE

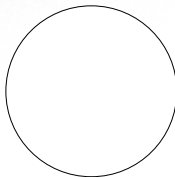
Color Palette | Brand

Primary Colors

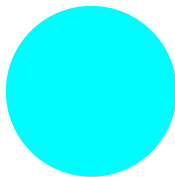
Based on the color scheme of the primary key art, these colors are intended to preserve the theme of the brand look.



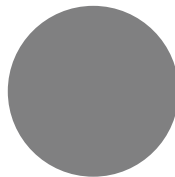
CMYK:	50	50	50	100
RGB:	0	0	0	
HEX:	000000			
Pantone:	Black			



CMYK:	0	0	0	0
RGB:	255	255	255	
HEX:	ffffff			
Pantone:	0			



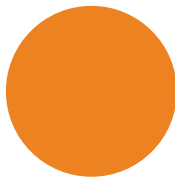
CMYK:	87	0	19	0
RGB:	0	252	255	
HEX:	00fcff			
Pantone:	3252 C			



CMYK:	52	43	42	7
RGB:	128	128	129	
HEX:	808081			
Pantone:	0			

Secondary Color

Based on colors used in the UI and secondary artwork, this color can be used to bridge the key art with the in-game look.



CMYK:	4	58	100	0
RGB:	237	131	34	
HEX:	ed8322			
Pantone:	0			

CMYK Colors
For use on printed materials.

HEX Colors
For use in web and digital applications.

RGB Colors
For use in web and other on-screen materials.

Pantone Colors
For use in spot color printing as in screen printing, offset printing or embroidery.

FONT/TYPE

TREATMENTS

Font/Type | Treatments

On Dark

ALL CAPS USAGE

TEKO BOLD

HEADLINE 1A

HEADLINE 1B

HEADLINE 1C

TEKO MEDIUM

SUB-HEADLINE 2A

SUB-HEADLINE 2B

SUB-HEADLINE 2C

SENTENCE CASE USAGE

NEO SANS BOLD ITALIC

Headline 3A

Headline 3B

Headline 3C

NEO SANS MEDIUM ITALIC

Sub-Headline 4A

Sub-Headline 4B

Sub-Headline 4C

NEO SANS ITALIC

Body Copy

Liquam ea simus qui ulpa de peribust,
quam sime de magniet ullautfugit omni
tenihita nitia apiderferiti alibus, cuptat.

NEO SANS REGULAR

Body Copy

Liquam ea simus qui ulpa de peribust,
fugit omni tenihita nitia apiderferiti
Non prerum laborio dem volupta quam
que prem faccupatae mo blandicilit

On Light

ALL CAPS USAGE

TEKO BOLD

HEADLINE 5A

HEADLINE 5B

HEADLINE 5C

TEKO MEDIUM

SUB-HEADLINE 6A

SUB-HEADLINE 6B

SUB-HEADLINE 6C

SENTENCE CASE USAGE

NEO SANS BOLD ITALIC

Headline 7A

Headline 7B

Headline 7C

NEO SANS MEDIUM ITALIC

Sub-Headline 8A

Sub-Headline 8B

Sub-Headline 8C

NEO SANS ITALIC

Body Copy

Liquam ea simus qui ulpa de peribust,
quam sime de magniet ullautfugit omni
tenihita nitia apiderferiti alibus, cuptat.

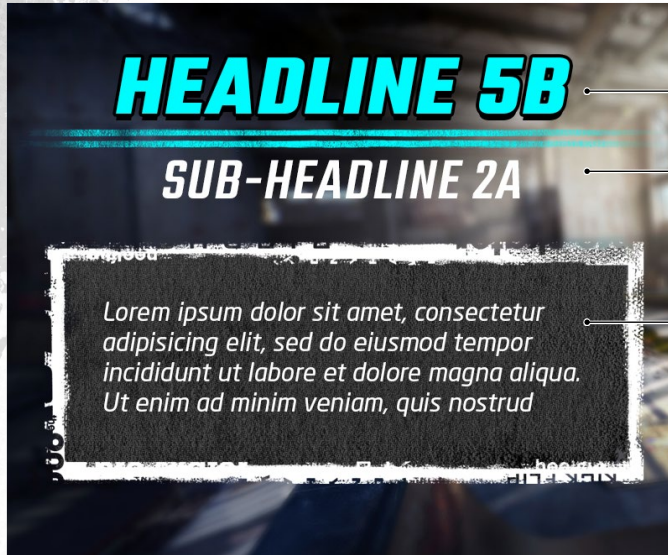
NEO SANS REGULAR

Body Copy

Liquam ea simus qui ulpa de peribust,
fugit omni tenihita nitia apiderferiti
Non prerum laborio dem volupta quam
que prem faccupatae mo blandicilit

Font/Type | Recommendations

In-Game Locations



Headline: 5B

Sub-Headline: 2A

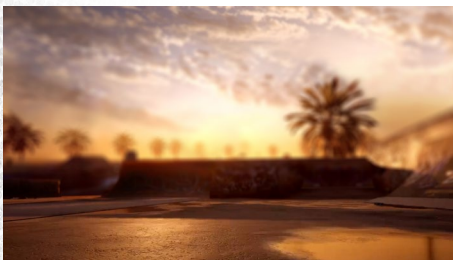
Body Copy: Neo San Italic

When using any of the following backgrounds we recommend the shown type treatment and color combinations for best results.



Warehouse - A1

Additional Backgrounds



Venice - A1



Venice - A2

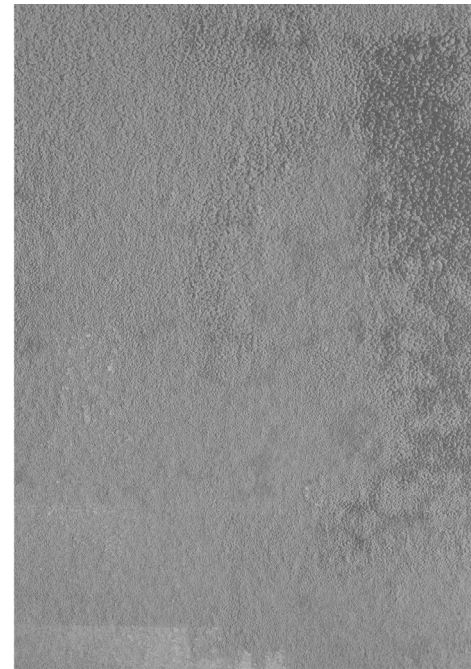
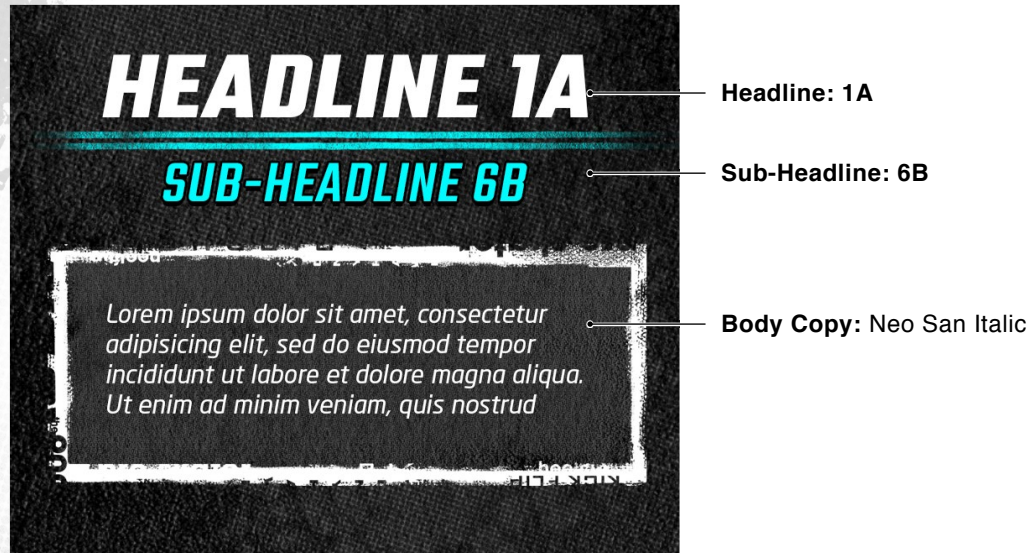


Warehouse - A2

Font/Type | Recommendations

Backgrounds

When using any of the following backgrounds we recommend the shown type treatment and color combinations for best results.



A



B

Recommendations

On Solid Black Background

**SKATE
LIKE A
LEGEND**

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SKATE LIKE A LEGEND

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1A

1B

Notes: The headlines use Teko font and the body copy uses Neo Sans

Recommendations

On Solid Black Background

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1C

Notes: The headlines use Teko font and the body copy uses Neo Sans

Font/Type | Recommendations

On Solid Black Background

BREAK SKATEBOARDING BOUNDARIES

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BREAK SKATEBOARDING BOUNDARIES

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BREAK SKATEBOARDING BOUNDARIES

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2A

On Solid White Background

BREAK SKATEBOARDING BOUNDARIES

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BREAK SKATEBOARDING BOUNDARIES

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BREAK SKATEBOARDING BOUNDARIES

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2B

Notes: The headlines use Teko font and the body copy uses Neo Sans font.

Font/Type | Recommendations

On Solid Black Background

BREAK SKATEBOARDING BOUNDARIES

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 congue id, luctus a quam. Donec ut
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 justo. Nunc vitae malesuada tellus. Sed
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 imperdiet condimentum neque.
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BREAK SKATEBOARDING BOUNDARIES

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BREAK SKATEBOARDING BOUNDARIES

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 mauris nec, imperdiet condimentum neque. Pellentesque hendrerit nisi sit amet

2C

Notes: The headlines use Teko font and the body copy uses Neo Sans

Font/Type | Bullets

Primary Bullets

On Light

BULLET STYLE 1

BULLET STYLE 1

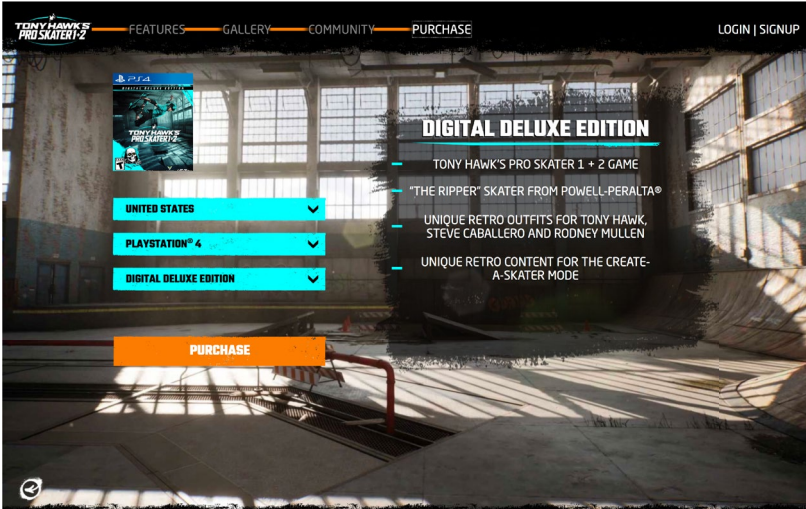
BULLET STYLE 1

On Dark

BULLET STYLE 1

BULLET STYLE 1

BULLET STYLE 1



Usage Example

Secondary Bullets

On Light

BULLET STYLE 2

BULLET STYLE 2

BULLET STYLE 2

On Dark

BULLET STYLE 2

BULLET STYLE 2

BULLET STYLE 2

GRAPHIC ASSETS

Graphic Assets

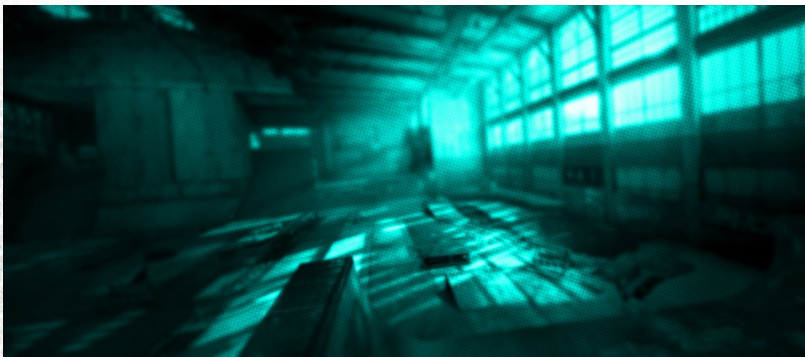
Primary Backgrounds In-Game Locations



Warehouse - A1



Venice - A1



Warehouse - A2



Venice - A2



Usage Example

Graphic Assets

Secondary Backgrounds In-Game Locations



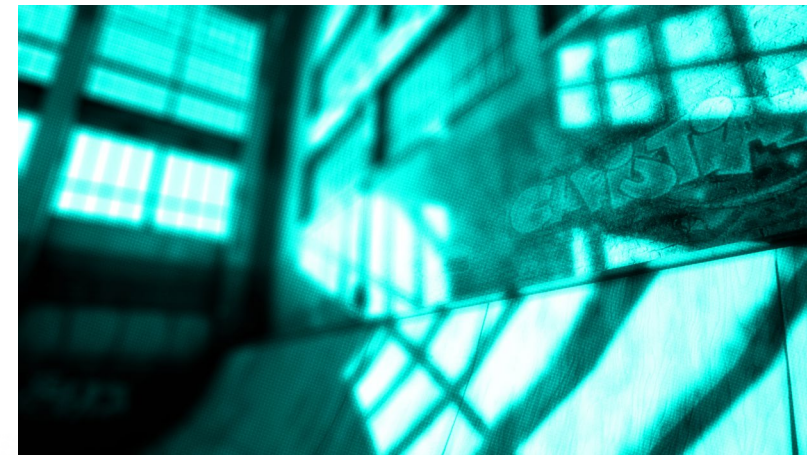
Downhill Jam - A1



Warehouse - B1



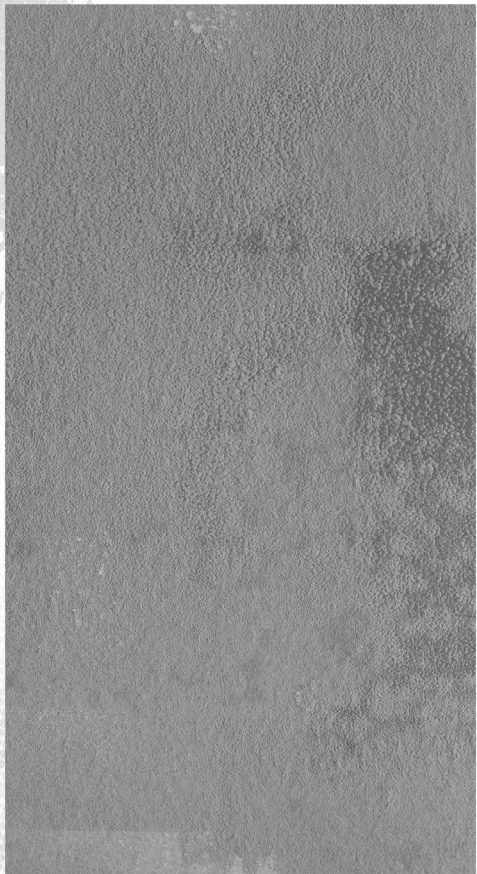
Downhill Jam - A2



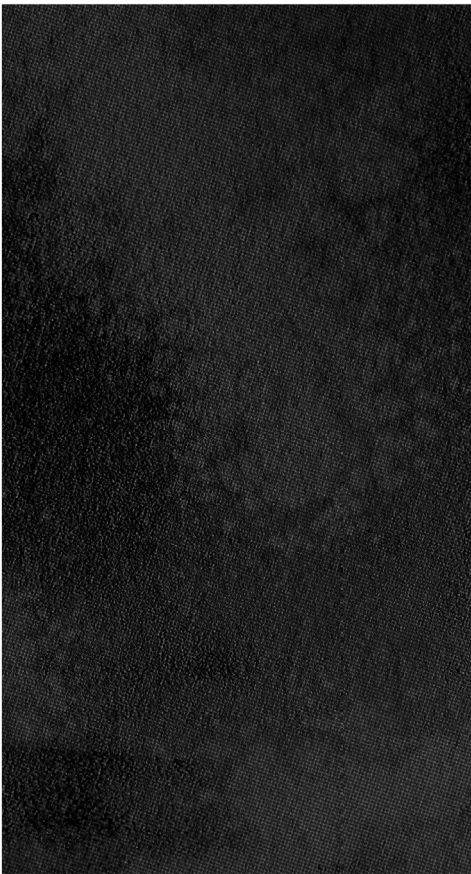
Warehouse - B2

Graphic Assets

Textured Backgrounds



A



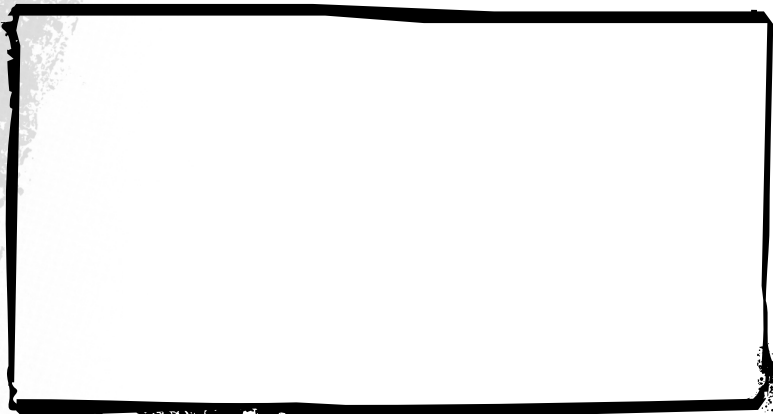
B



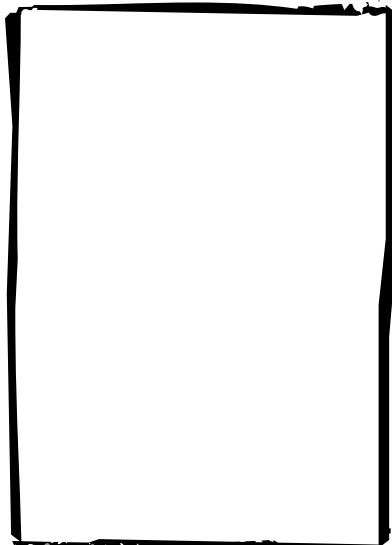
Usage Example: B

Graphic Assets

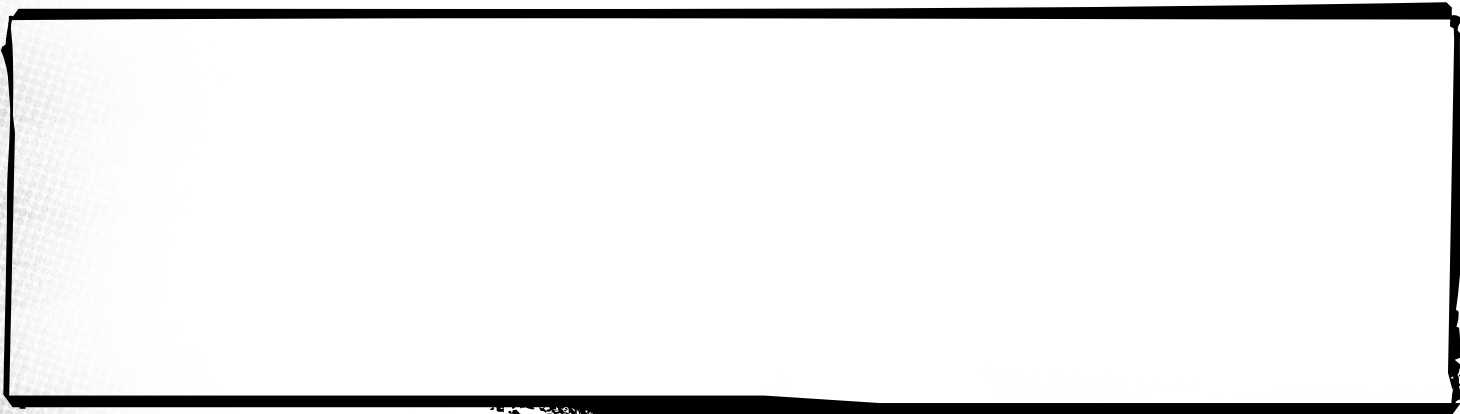
Frames Containing Devices



A



B



C

Color Options

To ensure visibility, the frame color may be changed to any of the colors shown below.



CMYK: 50 50 50 100
RGB: 0 0 0
HEX: 000000
Pantone: Black



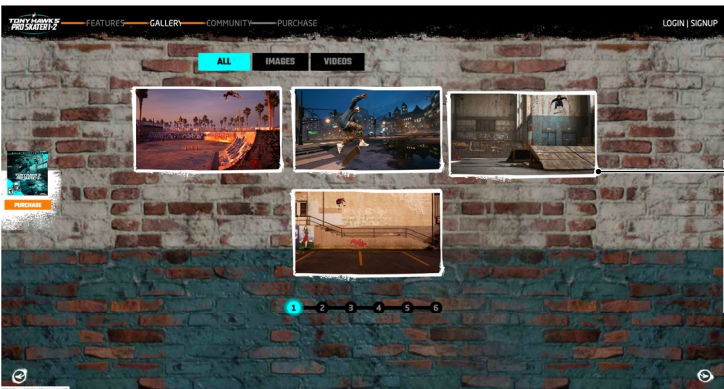
CMYK: 4 58 100 0
RGB: 237 131 34
HEX: ed8322
Pantone: 0



CMYK: 87 0 19 0
RGB: 0 252 255
HEX: 00fcff
Pantone: 3252 C



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: ffffff
Pantone: 0

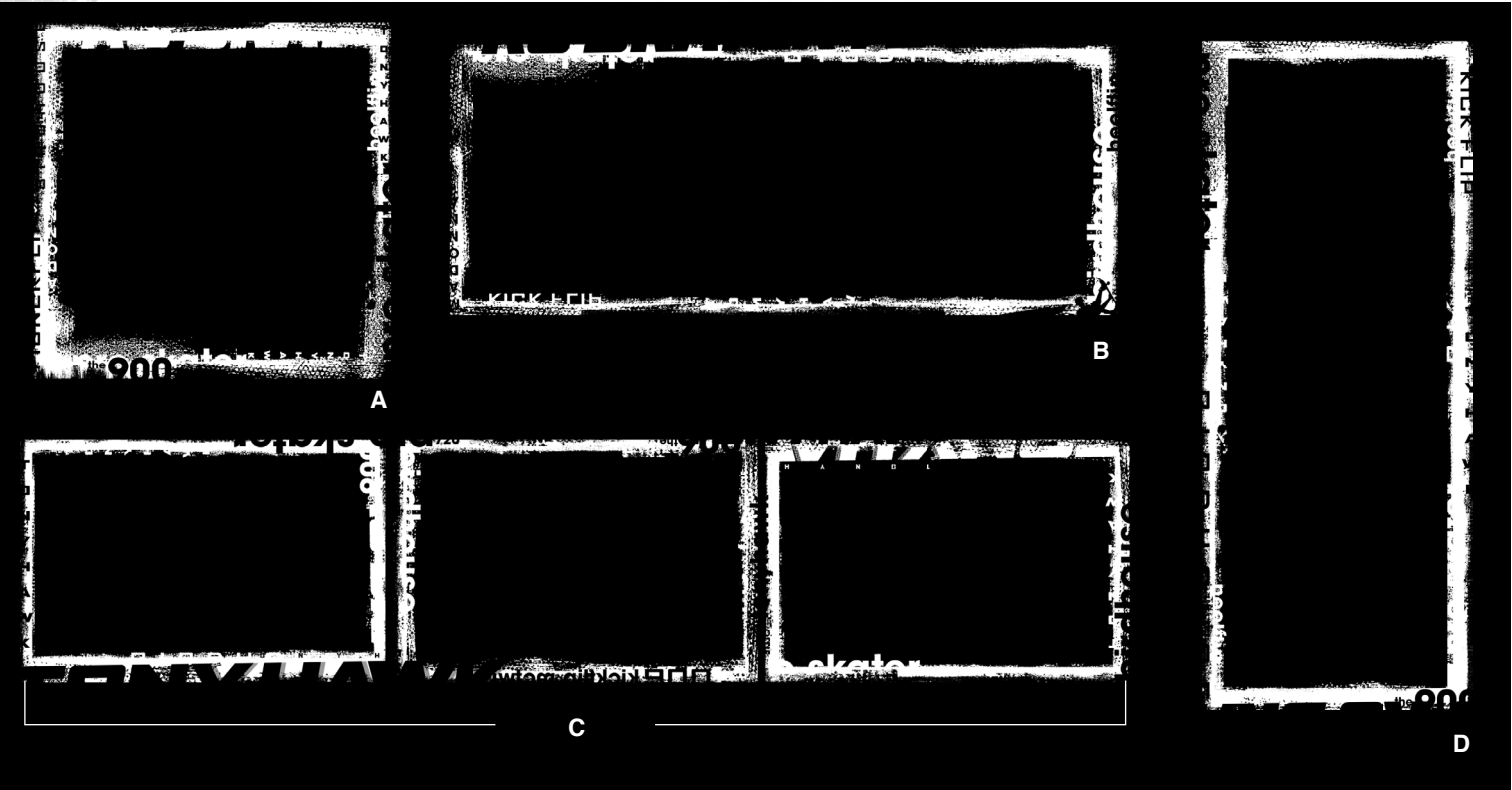


Frame: A

Usage Example

Graphic Assets

Frames Containing Devices



Color Options

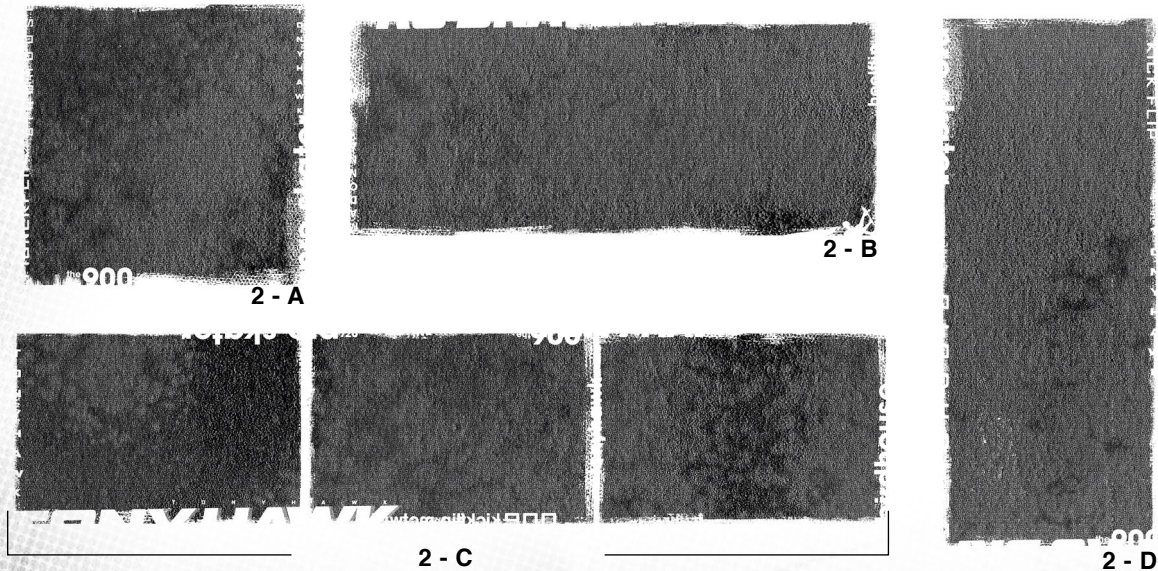
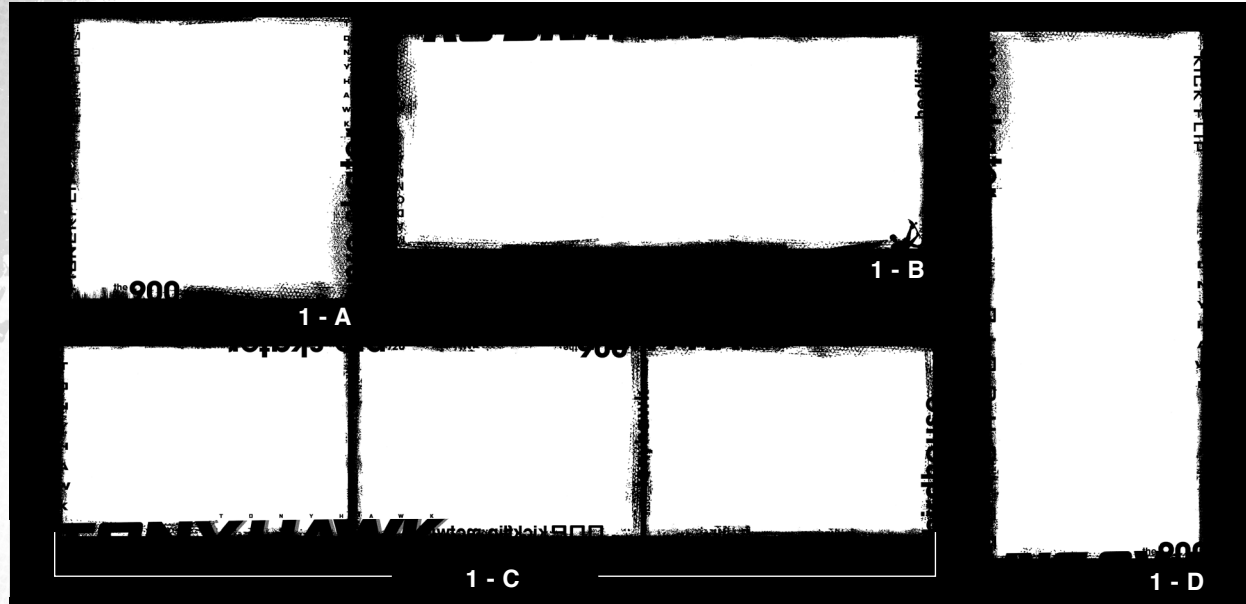
To ensure visibility, the frame color may be changed to any of the colors shown below.



CMYK:	0 0 0 0
RGB:	255 255 255
HEX:	ffffff
Pantone:	0

Graphic Assets

Frames Containing Devices

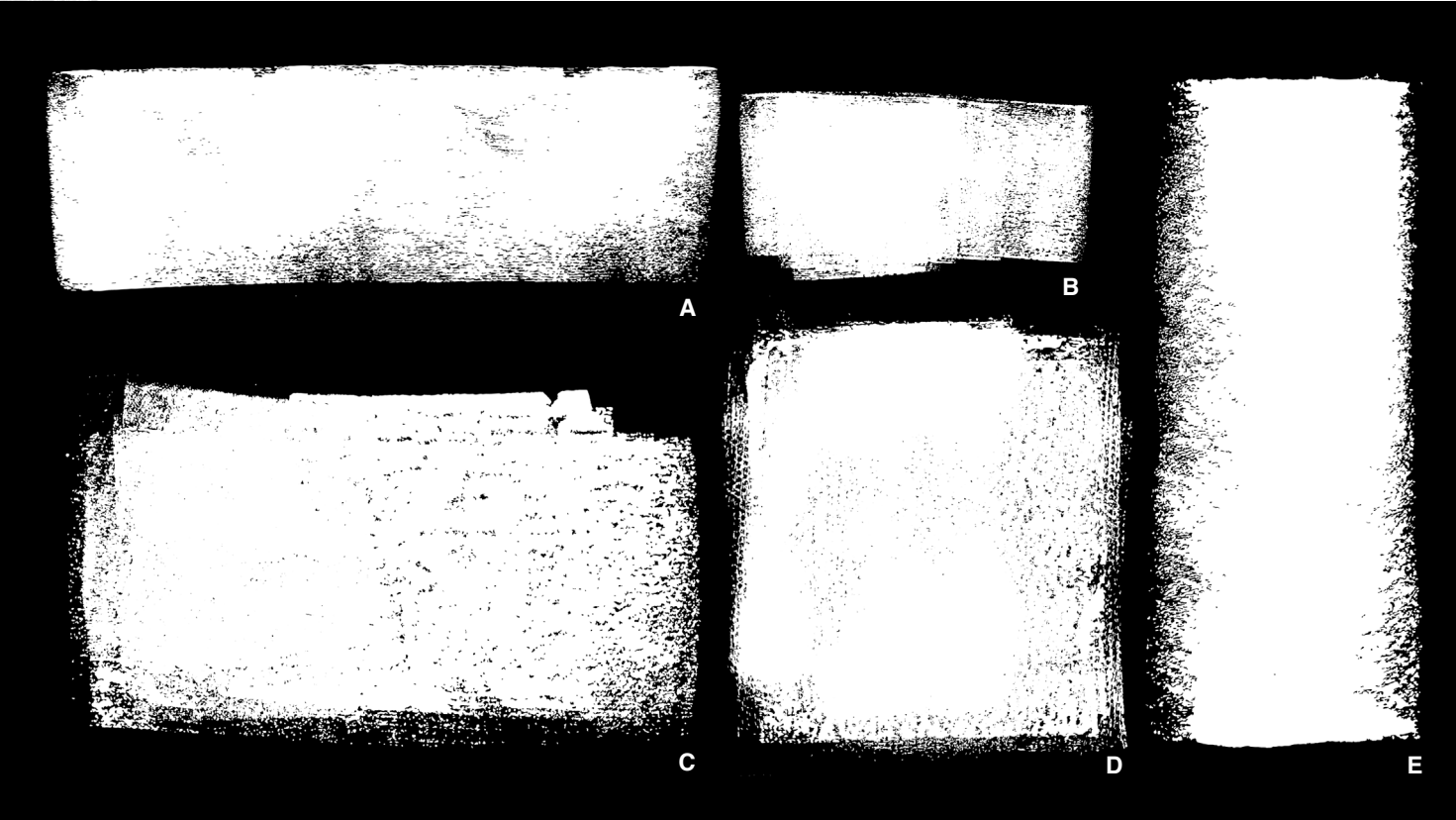


Note:

To ensure visibility, these containing devices may not be changed and only to be used as shown.

Graphic Assets

Background Textures/Validators



Color Options

To ensure visibility, the frame color may be changed to any of the colors shown below.



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: ffffff
Pantone: 0



Background Violator: A

Usage Example




Graphic Assets

Background
Content Burst/Violators



Color Options

To ensure visibility, the frame color may be changed to any of the colors shown below.

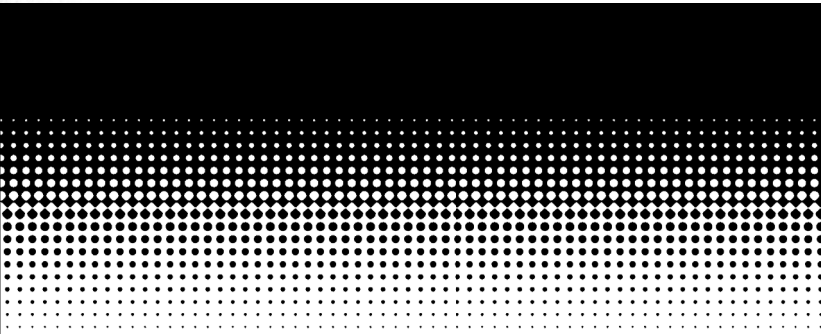
		
CMYK: 0 0 0 0	CMYK: 4 58 100 0	CMYK: 87 0 19 0
RGB: 255 255 255	RGB: 237 131 34	RGB: 0 252 255
HEX: ffffff	HEX: ed8322	HEX: 00fcff
Pantone: 0	Pantone: 0	Pantone: 3252 C

Graphic Assets

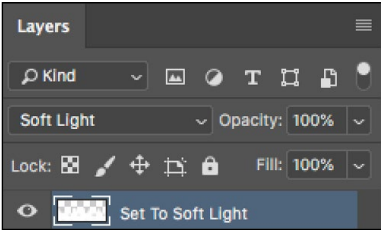
Background Textures



Scuff Texture
The background scuff texture should always set to 30% opacity. This texture can be placed on either the left or right side of the design and can be rotated to create the desired angle.



Pattern Texture
The background pattern texture should always be white and set to “Soft Light” in the Layer Blending Mode. It should also always be placed at the bottom of the design.



Notes: Textures have custom opacity settings for visual style.

Color Options Textures

To ensure visibility, the texture color may be changed to any of the colors shown below.



CMYK: 50 50 50 100
RGB: 0 0 0
HEX: 000000
Pantone: Black



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: ffffff
Pantone: 0

Graphic Assets

Content/Copy Swipe



Swipe Texture - A



Swipe Texture - B



Swipe Texture - C

Swipe Texture
These textures may be used as backing plates for headlines, buttons and images. See Usage example showing the swipe texture [orange] - wide being used to create a CTA button.




Font Shown: Teko - Bold

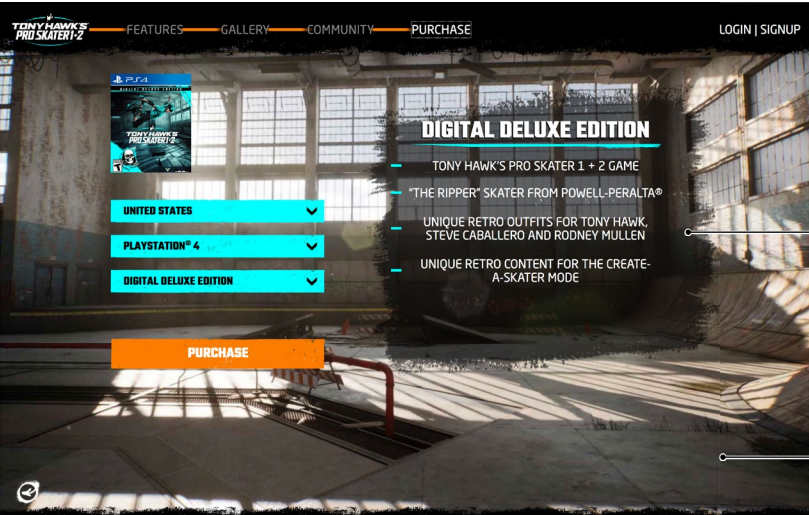


Swipe Texture - D

Color Options

To ensure visibility, the swipes color may be changed to any of the colors shown below.

		
CMYK: 50 50 50 100	CMYK: 4 58 100 0	CMYK: 87 0 19 0
RGB: 0 0 0	RGB: 237 131 34	RGB: 0 252 255
HEX: 000000	HEX: ed8322	HEX: 00fcff
Pantone: Black	Pantone: 0	Pantone: 3252 C



Usage Example

Graphic Assets

Buttons CTA 1



CTA Button 1 - A



CTA Button 1 - B



CTA Button 1 - C



CTA Button 1 - D

Font Shown: Teko - Bold

Rules

CTA 1 button is recommended to be used when ever the primary key art and a violator is present in the design.

Color Options

To ensure visibility, the button color may be changed to any of the colors shown below.



CMYK: 50 50 50 100
RGB: 0 0 0
HEX: 000000
Pantone: Black



CMYK: 4 58 100 0
RGB: 237 131 34
HEX: ed8322
Pantone: 0



CMYK: 87 0 19 0
RGB: 0 252 255
HEX: 00fcff
Pantone: 3252 C



Usage Example



Usage Example

CTA Button: 1 - D

CTA Button: 1 - D

Graphic Assets

Buttons CTA 2



CTA Button 2 - A



CTA Button 2 - E



CTA Button 2 - B



CTA Button 2 - F



CTA Button 2 - C



CTA Button 2 - D

Rules

CTA 2 button is recommended to be used when ever a violator is not present in the design.

Color Options

To ensure visibility, the button color may be changed to any of the colors shown below.



CMYK: 50 50 50 100
RGB: 0 0 0
HEX: 000000
Pantone: Black



CMYK: 4 58 100 0
RGB: 237 131 34
HEX: ed8322
Pantone: 0



CMYK: 87 0 19 0
RGB: 0 252 255
HEX: 00fcff
Pantone: 3252 C

Font Shown: Teko - Bold

Graphic Assets

Buttons

CTA 3



CTA Button 3 - A



CTA Button 3 - B



CTA Button 3 - C



CTA Button 3 - D

Rules

CTA 3 button is recommended to be used when there is no violators and the key art is not featured in the design.

Note:

Recommend using the button that works best for each background to get the best results.

Font Shown: Teko - Bold

Color Options

To ensure visibility, the button color may be changed to any of the colors shown below.



CMYK: 50 50 50 100
RGB: 0 0 0
HEX: 000000
Pantone: Black



CMYK: 4 58 100 0
RGB: 237 131 34
HEX: ed8322
Pantone: 0



CMYK: 87 0 19 0
RGB: 0 252 255
HEX: 00fcff
Pantone: 3252 C



Usage Example

CTA Button: 3 - A

Graphic Assets

Recommendations

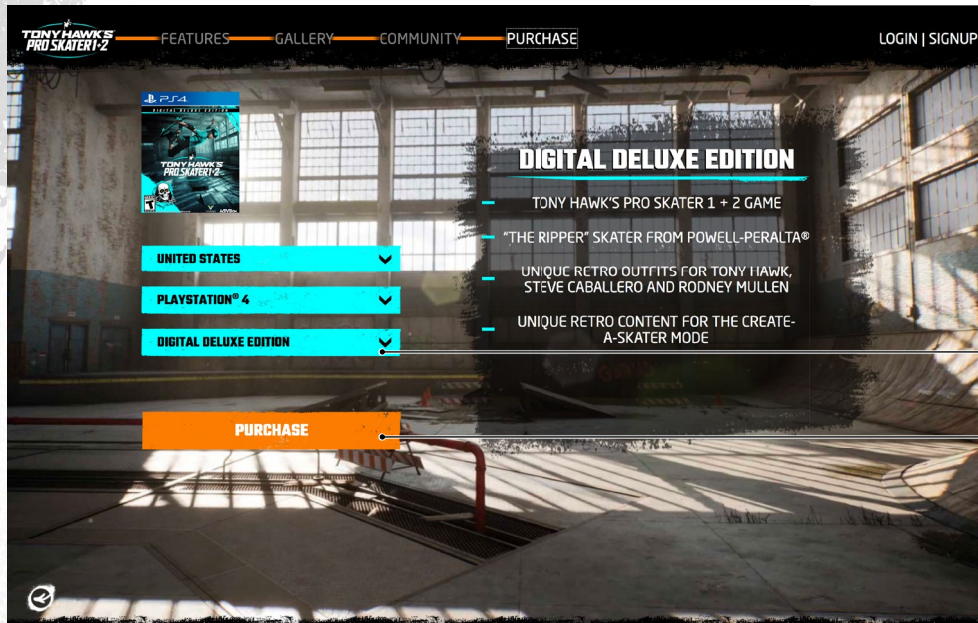
Buttons

CTA 1

Backgrounds

Key Art

When using the key art background we recommend using the button shown for best results.



Button: 1 - D

Button: 1 - C

Usage Example



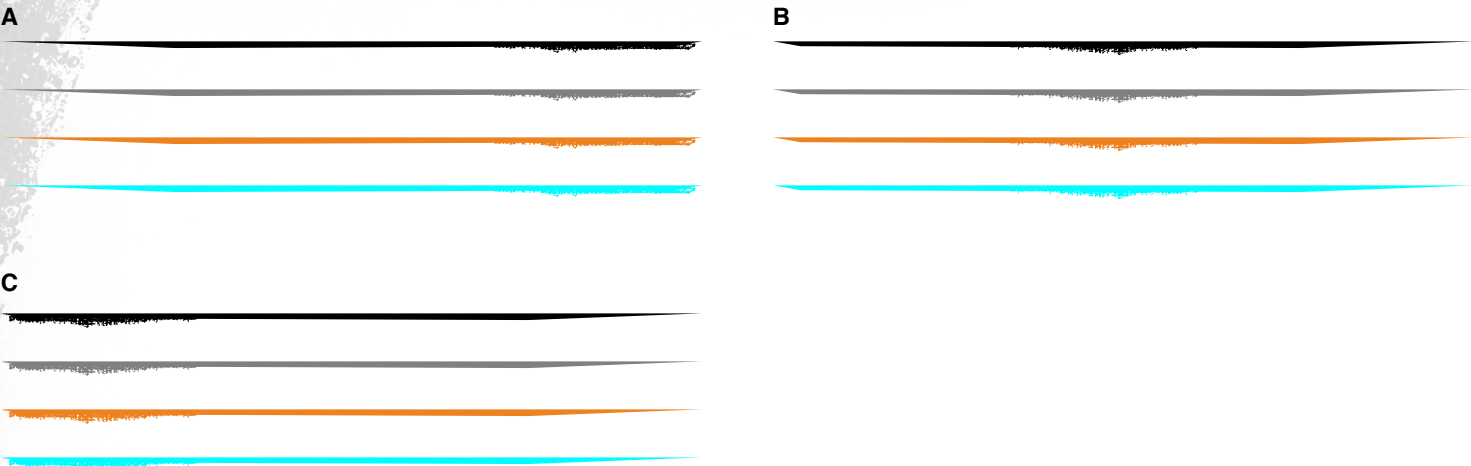
Usage Example



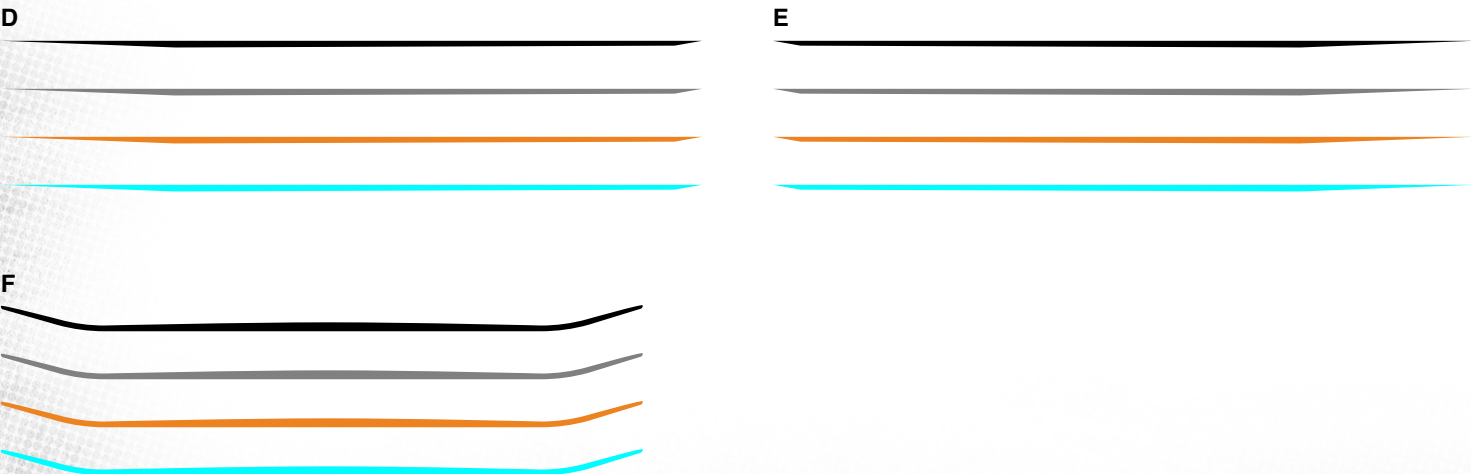
Usage Example

Graphic Assets

Divider Lines Distressed








Divider Lines Clean



Color Options

To ensure visibility, the divider line color may be changed to any of the colors shown below.

		
CMYK: 52 43 42 7	CMYK: 4 58 100 0	CMYK: 87 0 19 0
RGB: 128 128 129	RGB: 237 131 34	RGB: 0 252 255
HEX: 808081	HEX: ed8322	HEX: 00fcff
Pantone: 0	Pantone: 0	Pantone: 3252 C

	
CMYK: 50 50 50 100	CMYK: 0 0 0 0
RGB: 0 0 0	RGB: 255 255 255
HEX: 000000	HEX: ffffff
Pantone: Black	Pantone: 0

HEADLINE

SUB-HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Header (Font: Teko)

Divider: A

Sub Header (Font: Teko)

Body Copy (Font: Neo Sans)

Background: Venice

Usage Example

Graphic Assets

Divider Lines Distressed

A



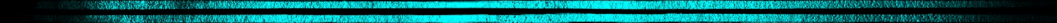
B



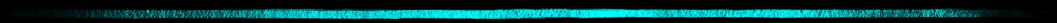
C



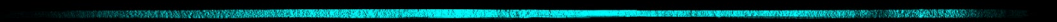
D



E



F



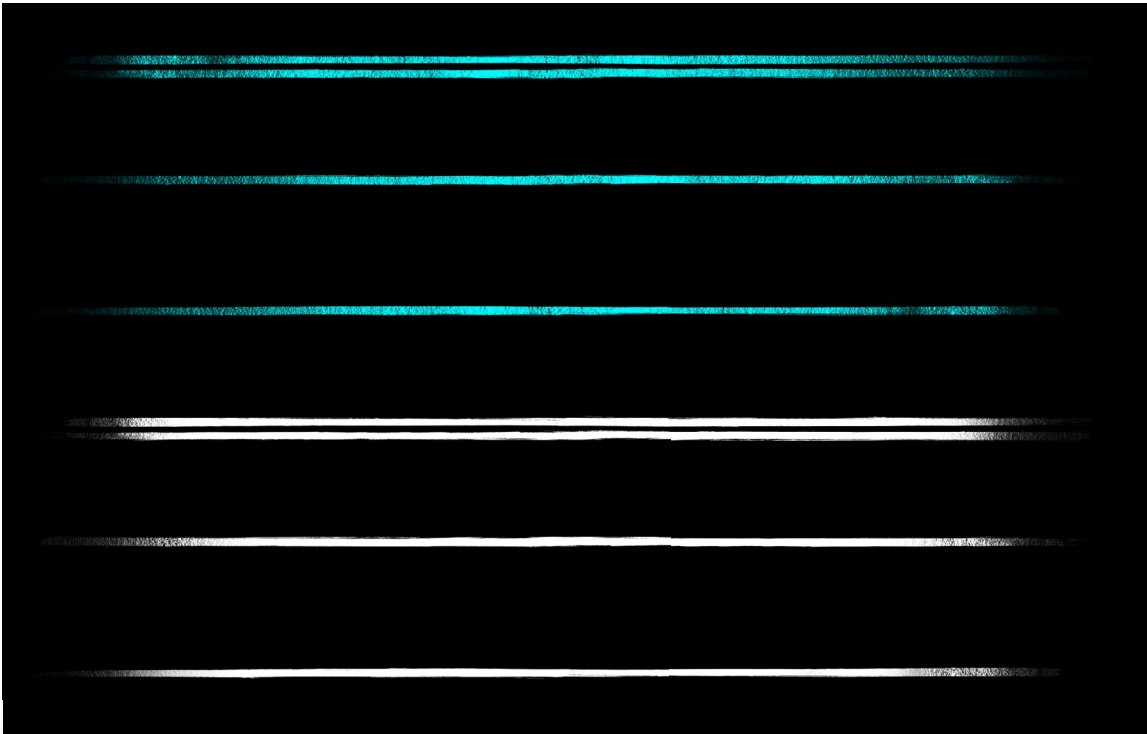
G



H



I



Color Options

To ensure visibility, the divider line color may be changed to any of the colors shown below.



CMYK: 50 50 50 100
RGB: 0 0 0
HEX: 000000
Pantone: Black



CMYK: 87 0 19 0
RGB: 0 252 255
HEX: 00fcff
Pantone: 3252 C



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: ffffff
Pantone: 0

**BREAK SKATEBOARDING
BOUNDARIES**

Header (Font: Teko)

Divider: D

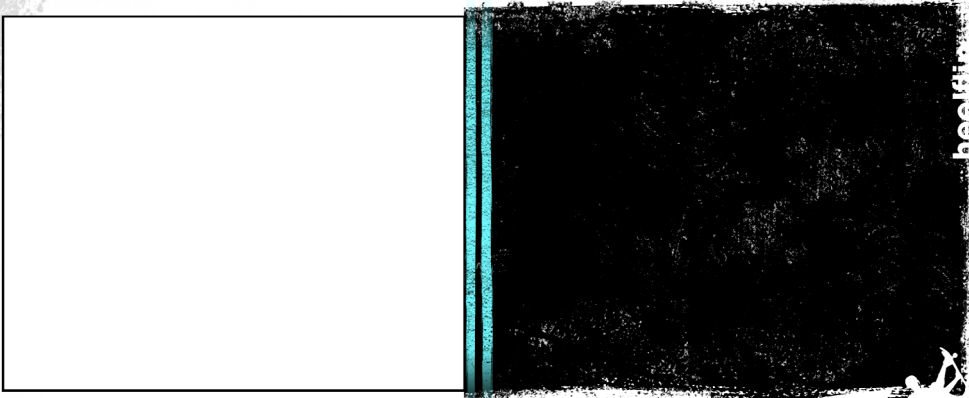
Body Copy (Font: Neo Sans)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed maximus ligula quis neque lacinia, vel semper elit sagittis. Morbi vestibulum ex eget fells hendrerit vestibulum. Vestibulum pretium accumsan arcu vel feugiat. Nulla sapien leo, faucibus eu tempor a, congue nec turpis. Nunc consequat porta arcu vitae porttitor. Fusce suscipit leo neque, eget tincidunt erat condimentum at. Maecenas turpis lorem, maximus iaculis congue id, luctus a quam. Donec ut neque posuere, pharetra sem eu, lacinia justo. Nunc vitae malesuada tellus. Sed neque enim, maximus a mauris nec, imperdiet condimentum neque. Pellentesque hendrerit nisi sit amet

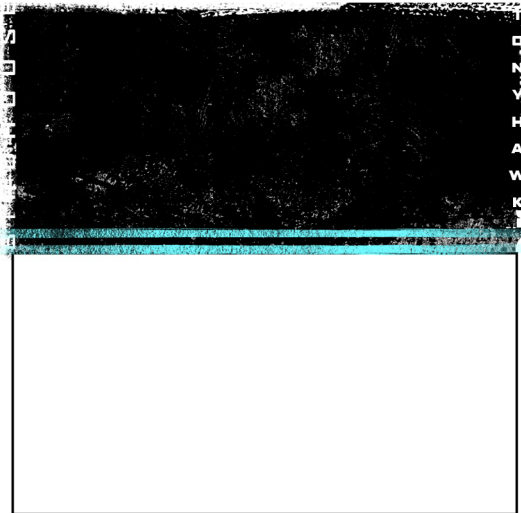
Usage Example

Graphic Assets

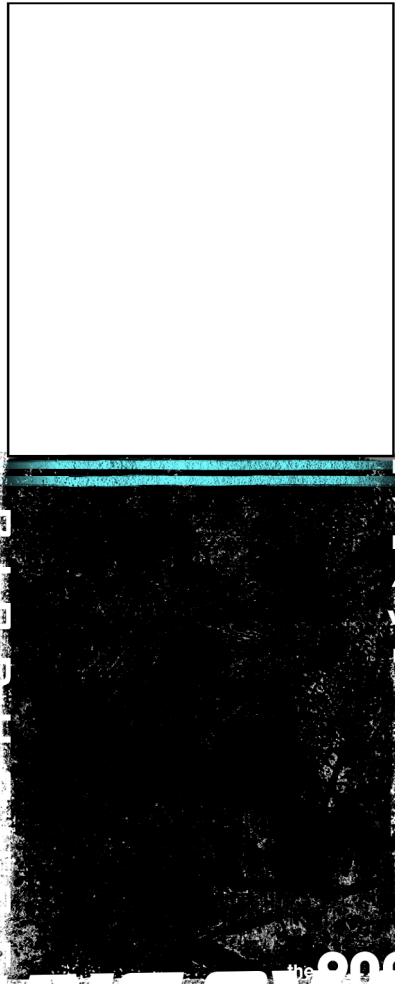
Content Dividers Distressed



Divider: A



Divider: B



Divider: C



Content Divider: C

Usage Example

Notes: The black area is where the photo or screen shot is contained.

Graphic Assets

Icons



A



B



C



D

Icon Rules

- Don't rotate
- Don't apply FX treatments
- Don't flip

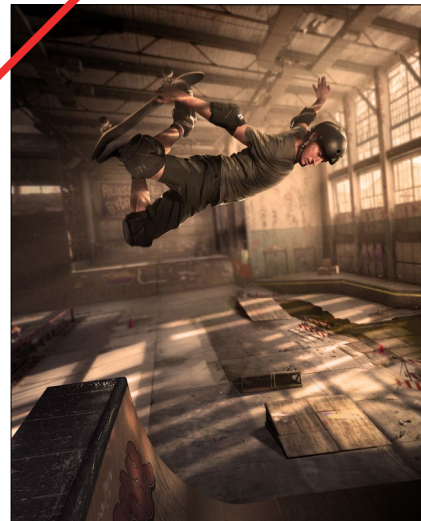
Graphic Assets

Photography Guidelines

Rules

You may only use photographic assets provided by Activision publishing.

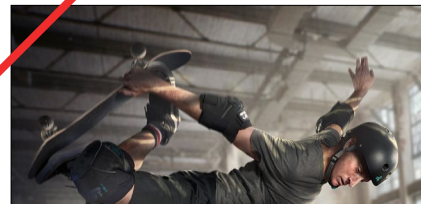
- The photographic assets may not be altered, retouched, or otherwise manipulated.
- The photographic assets may not be rotated, flipped vertically, flipped horizontally, skewed.
- Photographic assets may only be scaled proportionally
- Cropping the photographic assets - the crop must include a visual reference between the ramp, skateboard and athlete.
- The crop must show the entirety of Tony Hawk.



Don't alter the photo



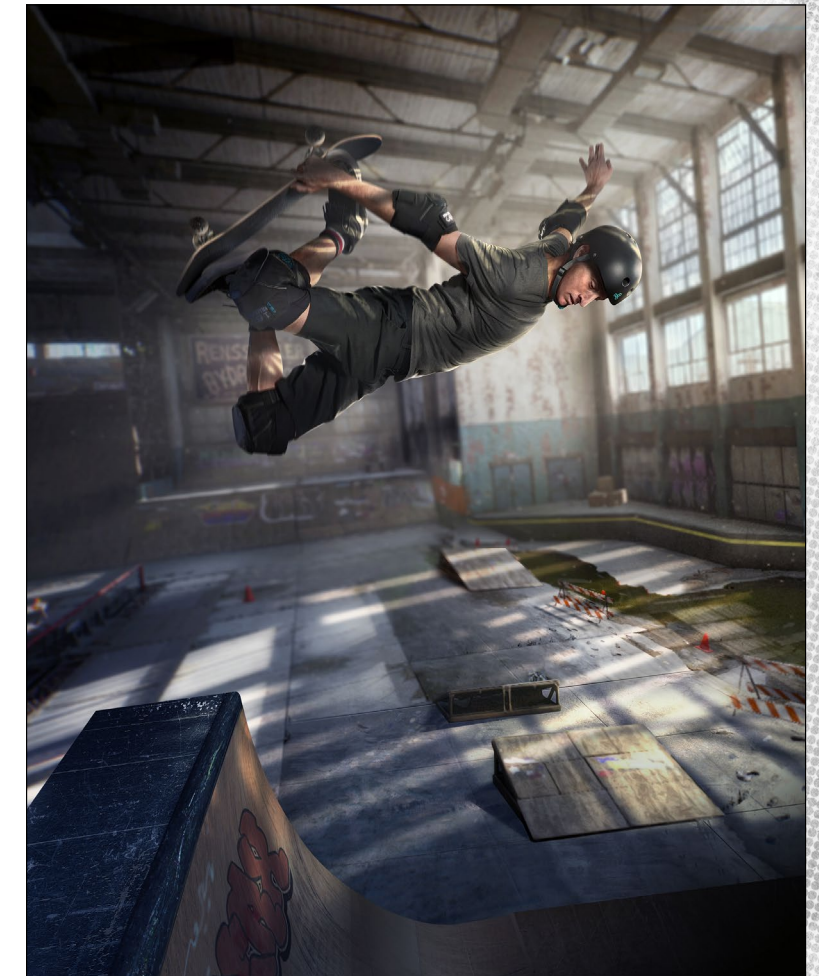
Don't flip or rotate the photo



Don't crop Tony Hawk



Don't scale photo disproportionately



Approved Retouched Photography

USAGE EXAMPLES

Usage Examples | Digital Banners

Pre-Order Now Set

Rules

All creative must follow a messaging hierarchy which promotes the brand by positioning the main design elements in order of importance.

Hierarchy:

1. THPS 1+2 Logo
2. Headline
3. CTA



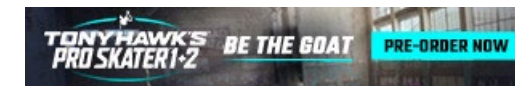
160 x 600



300 x 600



300 x 250



320 x 50



728 x 90



970 x 66



970 x 250

Usage Examples | Digital Banners

Buy Now Set



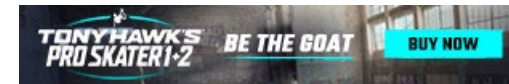
160 x 600



300 x 600



300 x 250



320 x 50



728 x 90



970 x 66



970 x 250

Rules

All creative must follow a messaging hierarchy which promotes the brand by positioning the main design elements in order of importance.

Hierarchy:

1. THPS 1+2 Logo
2. Headline
3. CTA

MANDATORIES

LEGALS / RATINGS

Mandatories | Legals

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Mandatories | Ratings

With Out Descriptors



With Descriptors



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