

A promotional image for Call of Duty: Advanced Warfare. It features a soldier in the foreground, wearing a futuristic combat suit with a backpack and holding a high-tech rifle. The soldier is looking towards the right. In the background, there is a large suspension bridge, likely the Golden Gate Bridge, with smoke and debris in the air, suggesting a battle scene. Two other soldiers are visible in the distance, also armed with futuristic weapons. The overall tone is gritty and action-oriented.

CALL OF DUTY
ADVANCED WARFARE

EMAIL TEMPLATE STYLE GUIDE.

June 6, 2014

FONTS

PROXIMA NOVA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

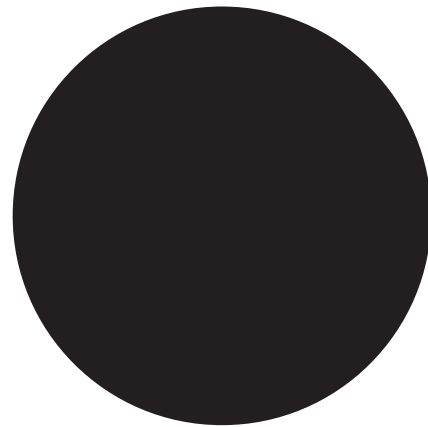
BOURGEOIS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

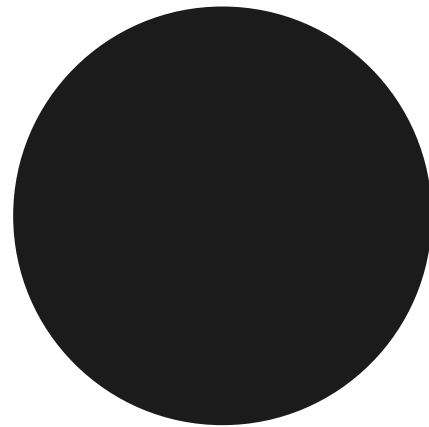
abcdefghijklmnopqrstuvwxyz

1234567890

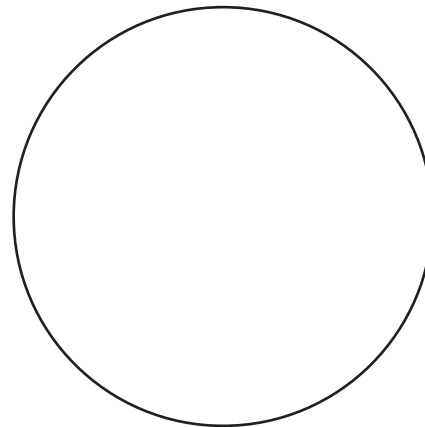
COLORS



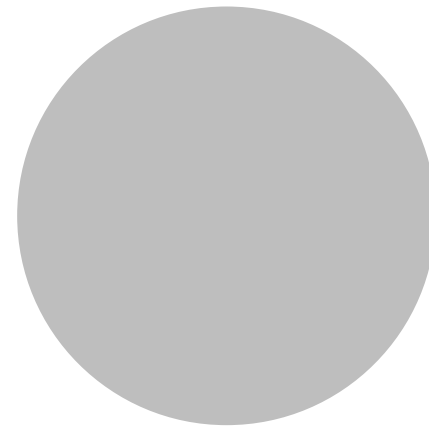
Black
Hex #000000
RGB (0,0,0)



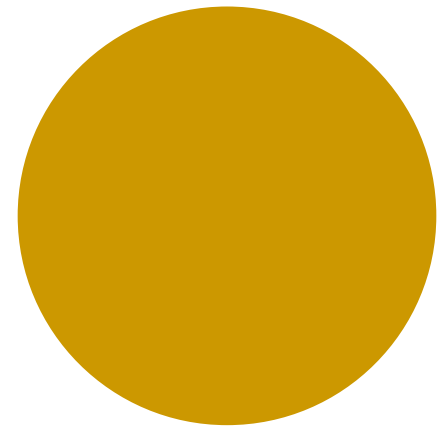
Dark Gray
Hex #1B1B1B
RGB (27,27,27)



White
Hex #FFFFFF
RGB (255,255,255)



Light Gray
Hex #BEBEBE
RGB (190,190,190)



Yellow
Hex #CC9800
RGB (204,152,0)

BRAND HEADER



Desktop



Mobile

HERO MODULE

LOREM IPSUMA SIT DOLO
SECOND LINE GOES HERE

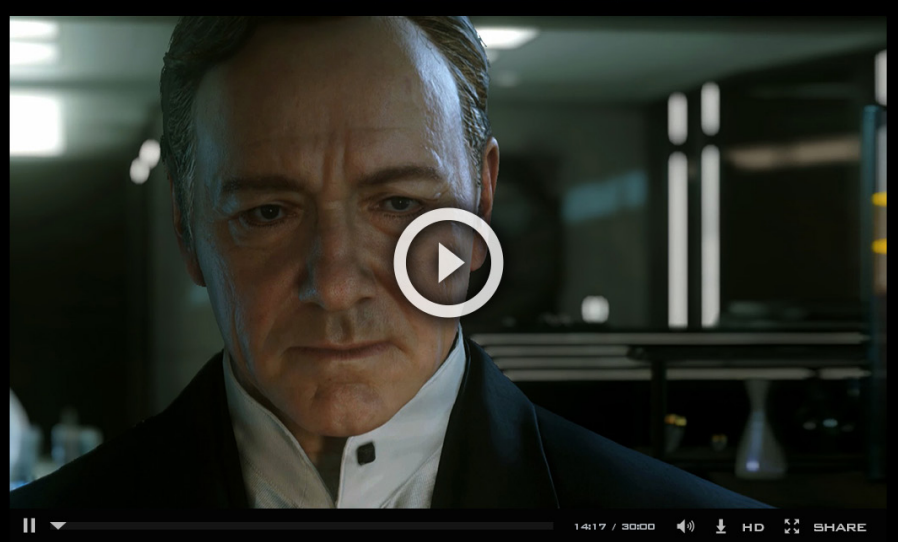


200 Character body sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec qu.

CALL TO ACTION

Desktop

POWER CHANGES
EVERYTHING



200 Character body sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec qu.

CALL TO ACTION

LOREM IPSUMA SIT DOLO
SECOND LINE GOES HERE



200 Character body sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec qu.

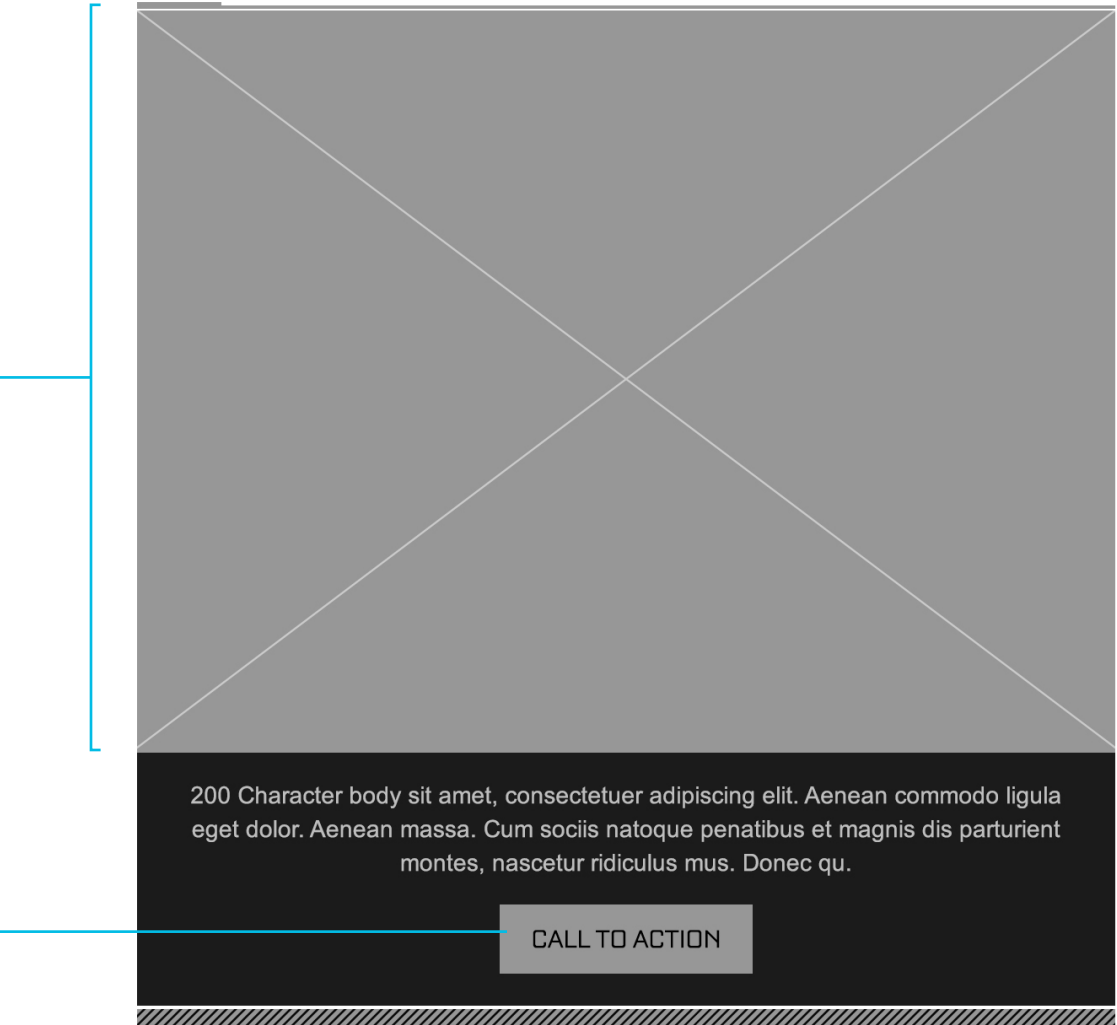
CALL TO ACTION

Mobile

HERO MODULE / ANNOTATED

Hero Image Area
Recommend using image for font (Proxima Nova
Black) in the hero space for brand consistency.
Width: 580px
Height: 350px minimum / Variable

Live Text CTA Button
Web Font: Bourgeois Medium



Live Body Text
Character Count: TBD (Recommended, Max)

LARGE IMAGE MODULE

FONT SIZES FOR LARGE IMAGE MODULE

**PROXIMA NOVA
44 PT FONT**

BOURGEOIS MED 30 PT

Arial size 24 pt

FONT SIZES FOR LARGE IMAGE MODULE

**PROXIMA NOVA
44 PT FONT**

BOURGEOIS MED 30 PT

Arial size 24 pt

FONT SIZES FOR LARGE IMAGE MODULE

**PROXIMA NOVA
44 PT FONT**

BOURGEOIS MED 30 PT

Arial size 24 pt

FONT SIZES FOR LARGE IMAGE MODULE

**PROXIMA NOVA
44 PT FONT**

BOURGEOIS MED 30 PT

Arial size 24 pt

Desktop

FONT SIZES FOR LARGE IMAGE MODULE

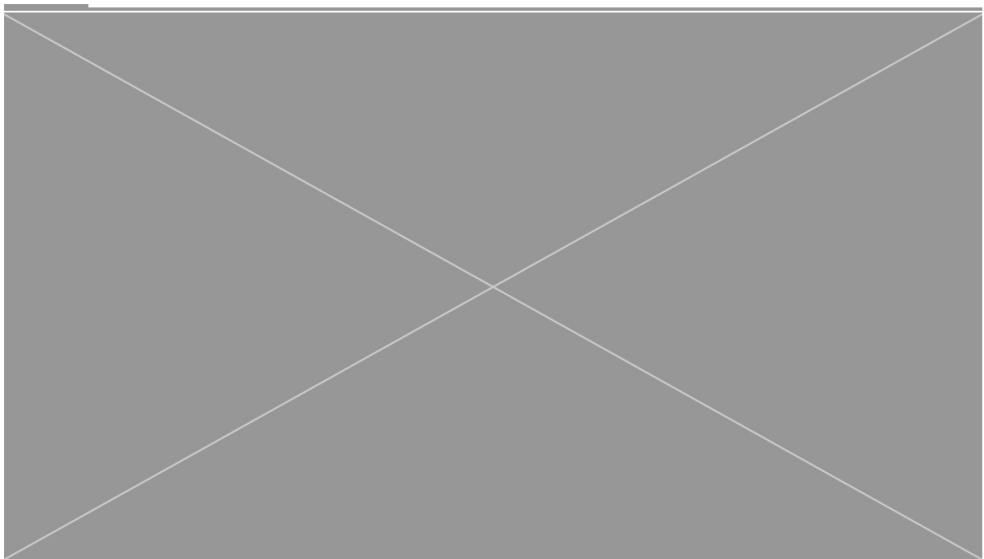
**PROXIMA NOVA
44 PT FONT**

BOURGEOIS MED 30 PT

Arial size 24 pt

Mobile

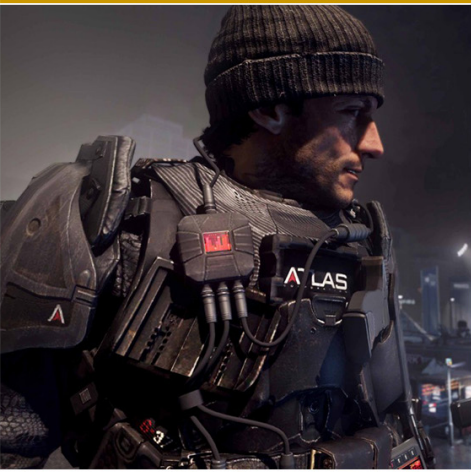
LARGE IMAGE MODULE / ANNOTATED



Large Image Module
Width: 580px
Height: 230px minimum / Variable

Font usage
Headline: Proxima Nova 44 pt
Subheadline: Bourgeois Med 30 pt
Body: Arial 24pt

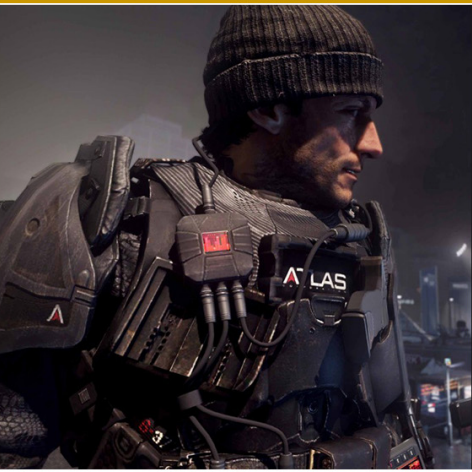
50/50 IMAGE TEXT MODULE



3 LINE HEADLINE LOREM IPSUM A ENE AN VULPUT AT EELE IFEND TEL LEE.

200 Character body sit amet, cons ectet uer adipiscing elit. Aenean comm od oli gula eget dolor. Aenean massa. Cuma sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus

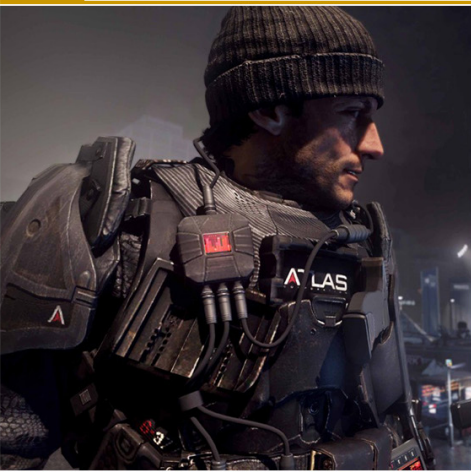
CALL TO ACTION



3 LINE HEADLINE LOREM IPSUM A ENE AN VULPUT AT EELE IFEND TEL LEE.

200 Character body sit amet, cons ectet uer adipiscing elit. Aenean comm od oli gula eget dolor. Aenean massa. Cuma sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus

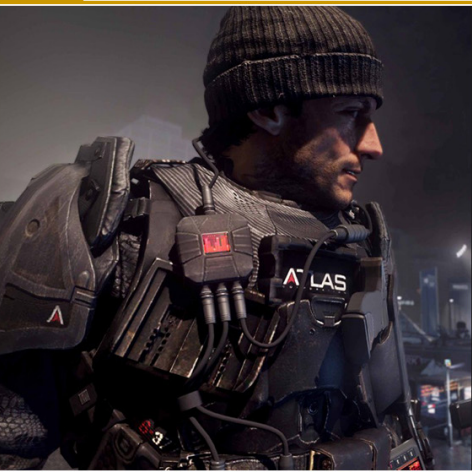
CALL TO ACTION



3 LINE HEADLINE LOREM IPSUM A ENE AN VULPUT AT EELE IFEND TEL LEE.

200 Character body sit amet, cons ectet uer adipiscing elit. Aenean comm od oli gula eget dolor. Aenean massa. Cuma sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus

CALL TO ACTION



3 LINE HEADLINE LOREM IPSUM A ENE AN VULPUT AT EELE IFEND TEL LEE.

200 Character body sit amet, cons ectet uer adipiscing elit. Aenean comm od oli gula eget dolor. Aenean massa. Cuma sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus

CALL TO ACTION

Desktop



3 LINE HEADLINE LOREM IPSUM A ENE AN VULPITAT EELEIFEND

200 Character body sit amet, cons ectet uer adipiscing elit. Aenean comm od oli gula eget dolor. Aenean massa. Cuma sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus.

CALL TO ACTION

Mobile

50/50 IMAGE TEXT MODULE / ANNOTATED

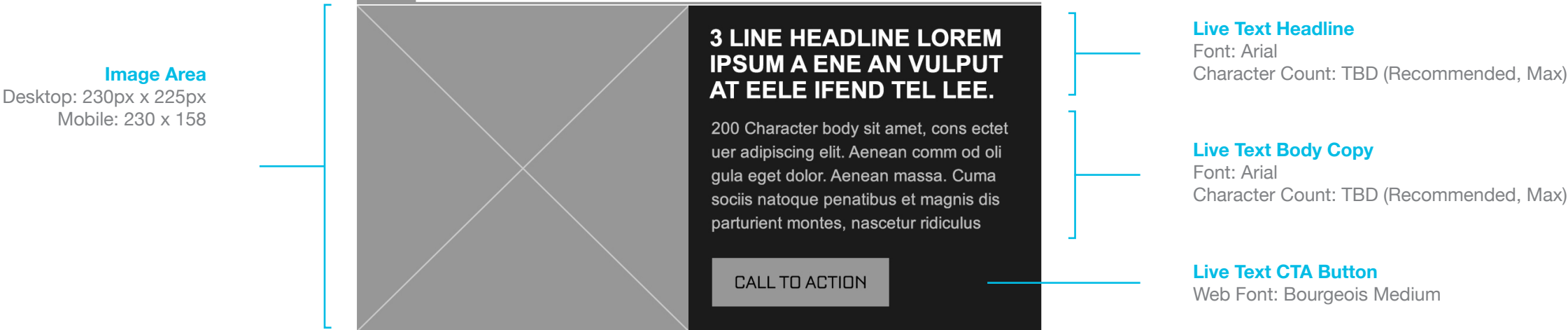


IMAGE TEXT MODULE

HEADLINE LOREM IPSUM AENEAN VULP UTAT EEL EIFE ND US NEA



200 Character body sit amet, consectetur adipiscing elit. [Text link](#) commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec qu.

CALL TO ACTION

HEADLINE LOREM IPSUM AENEAN VULP UTAT EEL EIFE ND US NEA



200 Character body sit amet, consectetur adipiscing elit. [Text link](#) commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec qu.

CALL TO ACTION

HEADLINE LOREM IPSUM A ENE AN VULPITAT EELEIFEND



200 Character body sit amet, consectetur adipiscing elit. Aenean comm od oli gula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec qu.

CALL TO ACTION

HEADLINE LOREM IPSUM AENEAN VULP UTAT EEL EIFE ND US NEA



200 Character body sit amet, consectetur adipiscing elit. [Text link](#) commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec qu.

CALL TO ACTION

HEADLINE LOREM IPSUM AENEAN VULP UTAT EEL EIFE ND US NEA



200 Character body sit amet, consectetur adipiscing elit. [Text link](#) commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec qu.

CALL TO ACTION

Desktop

Mobile

IMAGE TEXT MODULE / ANNOTATED



SMALL IMAGE MODULE

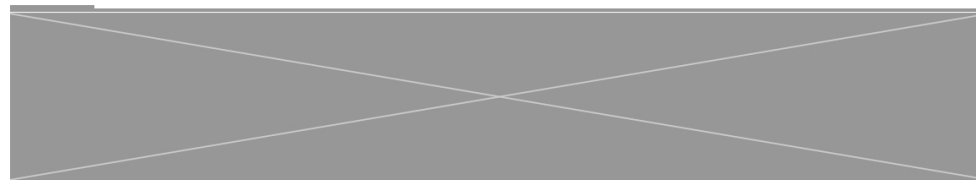


Desktop



Mobile

SMALL IMAGE MODULE / ANNOTATED



Small Image Module
580px x 100px

FOOTER

DESIGN TO BE UPDATED TO
MATCH PROTOTYPE

ACTIVISION®

SLEDGEHAMMER
GAMES



[Legal](#) | [Privacy Policy](#) | [Terms of Use](#)

© 2014 Activision Publishing, Inc. ACTIVISION, CALL OF DUTY, and CALL OF DUTY ADVANCED WARFARE are trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners.



This promotional message has been sent to you because you are currently subscribed to "Call of Duty" newsletters. To opt out of future promotional messages, please click [here](#).

Activision Publishing Inc., 3100 Ocean Park Blvd., Santa Monica, CA 90405

Desktop

ACTIVISION®

SLEDGEHAMMER
GAMES



[Legal](#) | [Privacy Policy](#) | [Terms of Use](#)

© 2014 Activision Publishing, Inc. ACTIVISION, CALL OF DUTY, and CALL OF DUTY ADVANCED WARFARE are trademarks of Activision Publishing, Inc. All other trademarks and trade names are the properties of their respective owners.

This promotional message has been sent to you because you are currently subscribed to "Call of Duty" newsletters. To opt out of future promotional messages, please click [here](#).

Activision Publishing, Inc., 3100 Ocean Park Blvd., Santa Monica, CA 90405

Mobile