

# CCP's Brand Guidelines and Examples of CCP Trademarks

## 1. Introduction

These Brand Guidelines set out the requirements relating to quality and mode of use of CCP's Trademarks. Proper use of CCP's Trademark is important. Licensees to use CCP's Trademarks may use CCP's Trademark or product names to refer to CCP products and services provided they follow these Guidelines. The use must not mislead consumers as to any CCP sponsorship, affiliation, or endorsement of licensee's company, products or services.

## 2. Revised Guidelines

- 2.1. The status of CCP's trademarks is subject to change and it may be necessary to revise these Guidelines from time to time. It is the responsibility of the licensee to comply with the most current version of these Guidelines. Please refer to the [ccpgames.com](http://ccpgames.com) web page for updated versions of these Guidelines.
- 2.2. For questions regarding these Guidelines, please contact CCP at [info@ccpgames.com](mailto:info@ccpgames.com)

## 3. Requirements for use

- 3.1. Licensee shall not adopt, use or attempt to register any trademark which is the same or similar to any CCP Trademark.
- 3.2. Licensee shall use CCP's Trademarks only in the form in which they have been registered or are being claimed. To maintain the integrity of a CCP Trademark, licensee shall never use it in a possessive, plural, hyphenated, or abbreviated form, never alter it by adding letters or numbers or incorporating it into another word, always use the proper spelling, punctuation, capitalization, and font type.
- 3.3. Licensee shall never alter a CCP Trademark.  
**Correct:** EVE ONLINE®  
**Incorrect:** Eveonline®
- 3.4. Licensee shall use proper capitalization for a CCP Trademark.  
**Correct:** CCP®  
**Incorrect:** ccp®
- 3.5. Licensee shall always use the appropriate descriptive generic noun written in lowercase letters after a CCP Trademark.  
**Correct:** CCP® core  
**Incorrect:** CCP® Core
- 3.6. Licensee shall always distinguish a CCP Trademark from surrounding text. Methods of distinguishing a mark include printing in CAPITALS, *italicised text*, using **bold faced text**, Initial Capitalization, putting the mark in "quotation marks", and/or using the appropriate trademark symbol.  
**Correct:** EVE ONLINE®  
**Incorrect:** eve online

## 4. Attribution

- 4.1. Where any registered CCP Trademark is applied to any product packaging, advertising material or promotional, technical or other documentation relating to any product distributed under license from CCP then for each prominent use and the first use in any text of any such mark must appear with the symbol "®" at the upper right corner of the mark.
- 4.2. Where any unregistered CCP Trademark is applied to any product packaging, advertising material and promotional, technical or other documentation relating to any product distributed under license from CCP, then for each prominent use and the first use in any text of any such mark the mark must appear with the symbol "™" at the upper right corner of the mark.
- 4.3. Licensee shall use a Registered Trademark Symbol (®) when using CCP as a trademark or brand name, but not as a trade name.  
**Correct:** CCP announces its new line of CCP® developer tools.  
**Incorrect:** CCP® hf or CCP® Games.
- 4.4. Licensee shall always use the appropriate symbols with a CCP Trademark in a heading, as well as on the first occurrences of the trademark in a text. The same standards apply to attributing CCP's Trademarks on a web page. Since each web page has the potential to be viewed individually, trademark symbols should be used on each page, even if part of a multi page section or site. Licensee shall attribute CCP's Trademarks on the first occurrence within sidebars, charts, tables, graphics, diagrams, marketing slides, banners, "Related information" links, and other links on a web page, because these elements have greater potential to be read or placed independently.
- 4.5. Licensee shall include appropriate notices in substantially the following form on any product packaging, advertising material and promotional, technical or other documentation relating to any product distributed under licence from CCP if such material contains a CCP Trademark.  
**For registered Trademarks:** [List of CCP's Trademarks] are the registered trademarks of CCP in Iceland and other countries.  
**For unregistered Trademarks:** [List of CCP's Trademarks] are the trademarks of CCP in Iceland and other countries.
- 4.6. In addition to the rules set out above CCP may provide licensees with additional instructions relating to the use of the CCP's Trademarks from time to time which licensee shall follow in its future use of the Trademarks.

## 5. Logo design guide

- 5.1. By default, the mark must appear exactly as shown in this Logo design guide: the elements, colours, proportions and relationships must not change. When printed on black/grey background, the mark must appear as shown at [http://www.ccpgames.com/press/press\\_kit.asp](http://www.ccpgames.com/press/press_kit.asp), as shown with the Examples of CCP Trademarks here below.  
The marks are available in high quality formats (.eps) for Macintosh and PC platforms on [http://www.ccpgames.com/press/press\\_kit.asp](http://www.ccpgames.com/press/press_kit.asp)  
These formats ensure the highest possible reproduction quality. However, if another format is needed for a specific project, please contact CCP at [www.ccpgames.com](http://www.ccpgames.com) for advice.

## 5.2. CCP logo

**CMYK Printing:** When specifying the colour of the logo in CMYK, the correct colour mix is:

**Black colour:**

C - M - Y - K: 0 - 0 - 0 - 100

**Gray colour**

C - M - Y - K: 0 - 0 - 0 - 50

**Pantone printing:** When produced in Pantone the correct colours are:

**Black colour:** Pantone Process Black

**Gray colour:** Pantone 877(Silver)

**RGB / Web:** When produced for screen/web the correct colours are:

**Black colour:**

R - G - B: 0 - 0 - 0

**Gray colour:**

R - G - B: 153 - 153 - 153

When the logo is printed on darker background, it should be white with the CCP logotype in black

### 5.2.1

#### EVE Online logo

**CMYK Printing:** When specifying the colour of the logo in CMYK, the correct colour mix is:

C - M - Y - K: 0 - 0 - 0 - 100

**Pantone printing:** When produced in Pantone the correct colour is:

**Black colour:** Pantone Process Black

**RGB / Web:** When produced for screen/web the correct colours are:

R - G - B: 0 - 0 - 0

When the logo is printed on darker background, it should be white.

### 5.2.2

#### EVE logo

**CMYK Printing:** When specifying the colour of the logo in CMYK, the correct colour mix is:

C - M - Y - K: 0 - 0 - 0 - 100

**Pantone printing:** When produced in Pantone the correct colour is:

**Black colour:** Pantone Process Black

**RGB / Web:** When produced for screen/web the correct colours are:

R - G - B: 0 - 0 - 0

When the logo is printed on darker background, it should be white.

### 5.2.3

#### Quafe logo

**CMYK Printing:** When specifying the colour of the logo in CMYK, the correct colour mix is:

C - M - Y - K: 100 - 0 - 50 - 0

**Pantone printing:** When produced in Pantone the correct colour is:  
**Black colour:** Pantone 3268 C

**RGB / Web:** When produced for screen/web the correct colours are:  
R - G - B: 0 - 163 - 151

In all usage of the logos please note these Guidelines. If questions arise, please contact CCP at [info@ccpgames.com](mailto:info@ccpgames.com)

- 5.3. Do not alter, deform animate or distort in perspective or appearance the shape or colours of the logo. The logo must be scaled proportionally to maintain visual integrity
- 5.4. Do not replace the logotype with a different typeface or attempt to mimic the logotype typeface.
- 5.5. Do not place competing visual elements (including but not limited to other Trademarks) close to the logo.
- 5.6. Do not set type near to the logo that could be construed as a corporate slogan or motto.
- 5.7. Do not attempt to combine the logo with other art or logos.
- 5.8. The logo may not be imitated or used as a design feature in any manner.
- 5.9. The logo should always appear horizontal, never vertical.
- 5.10. The logo may not be used as a background element, part of a wallpaper background on a web page or screened back behind type.
- 5.11. For web, the logo must always be at least 40px in height.
- 5.12. For print, the logo must always be at least 1 cm in height.
- 5.13. For readability and professionalism, do not use a low-resolution web version (jpg file) of the logo in print.
- 5.14. The logo may not be used in a manner that would disparage CCP or its products or services.

## **6. Reservation of rights.**

These Guidelines are not a definitive statement of proper trademark use. CCP reserves the right to oppose to any use of its Trademarks that CCP, in its sole discretion, deems unlawful or improper, even if such use is not expressly prohibited hereunder. CCP further reserves the right to revise these Guidelines at any time.

**Issued by CCP Ltd.  
February 25, 2008**

Examples of CCP Trademarks: (Examples on the right showing the logos on dark background).

