



# DRAGONFLIGHT STYLE GUIDE

UPDATED: SEPTEMBER 6, 2022





This document provides guidelines and information for the World of Warcraft®: Dragonflight expansion.

It provides a framework for all communications, designs, partnerships, licensing, and merchandising that are created and consumed internally and externally under the World of Warcraft®: Dragonflight expansion.

The guidelines are here to protect the brand, streamline the vision, and create cohesion for the all materials associated with the World of Warcraft®: Dragonflight expansion content worldwide.







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INTRODUCTION  
EXPANSION OVERVIEW

DISCOVER THE DRAGON ISLES

The Dragonflights of Azeroth have returned, called upon to defend their ancestral home, the Dragon Isles. Surging with elemental magic and the life energies of Azeroth, the Isles are awakening once more, and it's up to you to explore their primordial wonder and discover long-forgotten secrets.

Dragons group in five dragonflights that claim ancestry to the greatest of their kind. Each color is proud of its heritage and lineage and remembers the name of all those who have gone before. These flights are further separated into small family groups known as broods. Each occupies and holds territory within Azeroth's less populated areas. Some are commonly seen; others have nearly been driven to extinction by wars among their own kind.

Each of these five flights keeps secrets of its own and adheres to separate ideologies from the rest. They are led by powerful entities known as Aspects, one from each color, who rule over their flights as powerful gods looking down on their less fortunate descendants. For the most part, all dragons are of the same species with similar bone structure, anatomy, and physical capacity. Each flight, however, is distinct with different goals, interests, and ideals. The cautious traveler remembers the ancient words spoken by one of Azeroth's most powerful mages: Let sleeping dragons lie.







# BRAND GUIDELINES





BRAND GUIDELINES  
PRIMARY LOGO



PREFERRED USE

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 GUIDE

Must be presented in its unaltered original form.

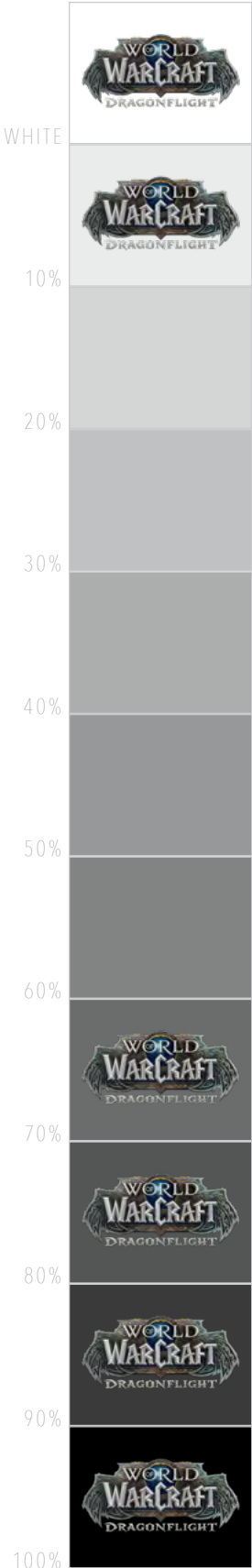
None of the elements may be broken down  
to their components and the proportions  
must remain the same.

The logo must be accompanied by the correct  
registered trademark notice.

Special circumstances may arise but must be  
approved by Global Brand team.



WOW\_10.0\_Logo\_Primary.png





BRAND GUIDELINES  
SECONDARY LOGO



PREFERRED USE

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 GUIDE

Must be presented in its unaltered original form.

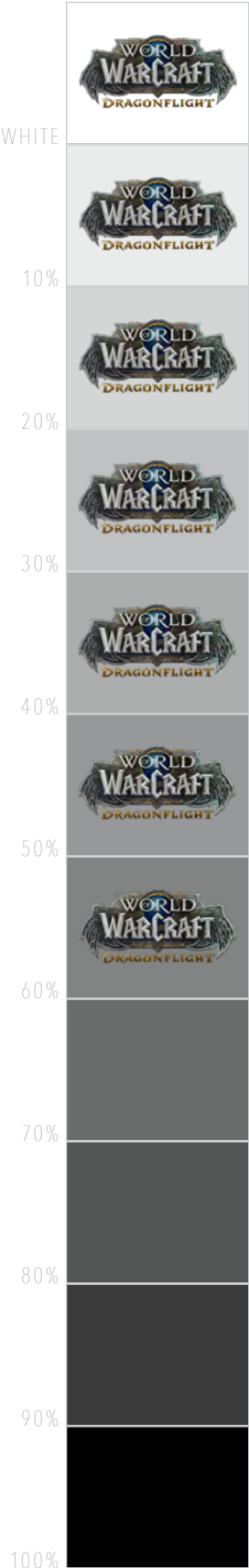
None of the elements may be broken down  
to their components and the proportions  
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WOW\_10.0\_Logo\_Secondary.png







CLEAR SPACE

For maximum visual impact, an isolation area has been created to safeguard the logo from any other logos, text, or icons that might hinder legibility.

Use the provided 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.

At minimum, the separation should be equal or greater than the width of the letter C found within the World of Warcraft®: Dragonflight primary logo.







IMPROPER USAGE

A basic visual guideline has been provided to help avoid the most common mistakes when incorporating the World of Warcraft®: Dragonflight logo.

RESTRICTED ADJUSTMENTS

Do not modify the approved type, element spacing, or color of the logo.

Do not crop the logo.

Do not skew, stretch, or compress.

Do not add a stroke or gradient.

Do not obscure the logo with any characters, objects, or design element.

Do not use logo on a background color value or pattern that will affect legibility.







LIMITED USE

When the use of the primary World of Warcraft®: Dragonflight logo is not possible or preferred, this simplified logo can be used as a replacement.

USAGE GUIDE

Must be presented in its unaltered original form.

None of the elements may be broken down to their components and the proportions must remain the same.

The logo must be accompanied by the correct registered trademark notice.

This logo option provides flexibility that other options do not. Modifying the logo color and/or layer style to compliment the graphic is allowed. All instances of color or style adjustments must be approved by Global Brand team.

All use cases for this version of the logo must be approved by Global Brand team.



WOW\_VectorLogo\_2021\_Black.ai



WOW\_VectorLogo\_2021\_White.ai





LIMITED USE

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USAGE GUIDE

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This logo option provides flexibility that other options do not. Modifying the logo color and/or layer style to compliment the graphic is allowed. All instances of color or style adjustments must be approved by Global Brand team.

All use cases for this version of the logo must be approved by Global Brand team.



WOW\_VectorLogo\_2021\_Color.ai



WOW\_VectorLogo\_2021\_Color.ai





LIMITED USE

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USAGE GUIDE

Must be presented in its unaltered original form.

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This logo option provides flexibility that other options do not. Modifying the logo color and/or layer style to compliment the graphic is allowed. All instances of color or style adjustments must be approved by Global Brand team.

All use cases for this version of the logo must be approved by Global Brand team.



WOW\_VectorLogo\_2021\_Gradient\_Lt\_BG.psd



WOW\_VectorLogo\_2021\_Gradient\_Dk\_BG.psd

BRAND GUIDELINES  
PRIMARY ICON



PREFERRED USE

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 GUIDE

Must be presented in its unaltered original form.

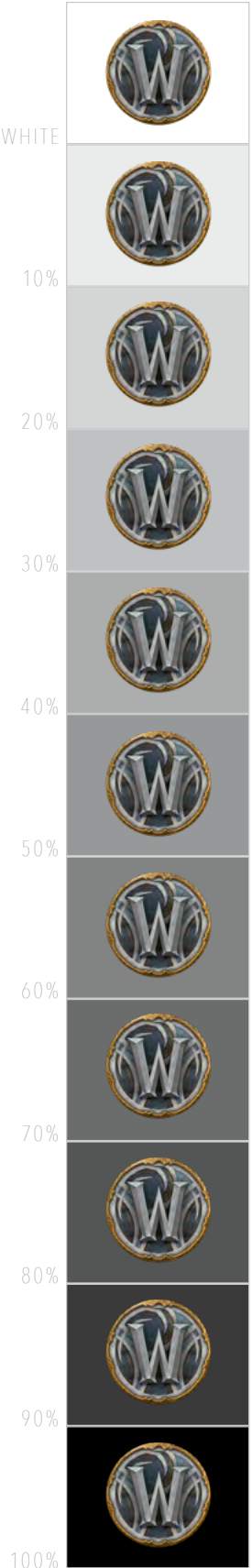
None of the elements may be broken down  
to their components and the proportions  
must remain the same.

The logo must be accompanied by the correct  
registered trademark notice.

Special circumstances may arise but must be  
approved by Global Brand team.



WOW\_10.0\_Icon\_Icon\_Primary.psb





BRAND GUIDELINES  
GAME TIME ICON



PREFERRED USE

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 GUIDE

Must be presented in its unaltered original form.

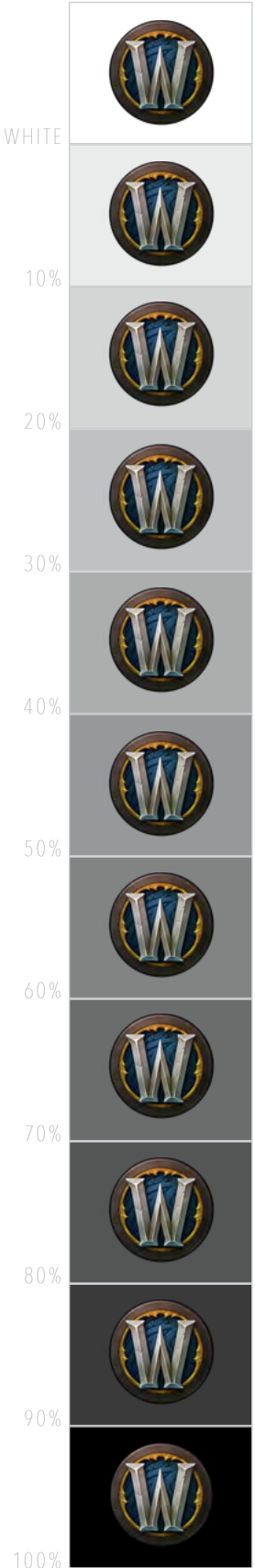
None of the elements may be broken down  
to their components and the proportions  
must remain the same.

The logo must be accompanied by the correct  
registered trademark notice.

Special circumstances may arise but must be  
approved by Global Brand team.



WOW\_10.0\_Icon\_Icon\_Gamtime.psd





BRAND GUIDELINES  
VECTOR ICON



PREFERRED USE

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 GUIDE

Must be presented in its unaltered original form.

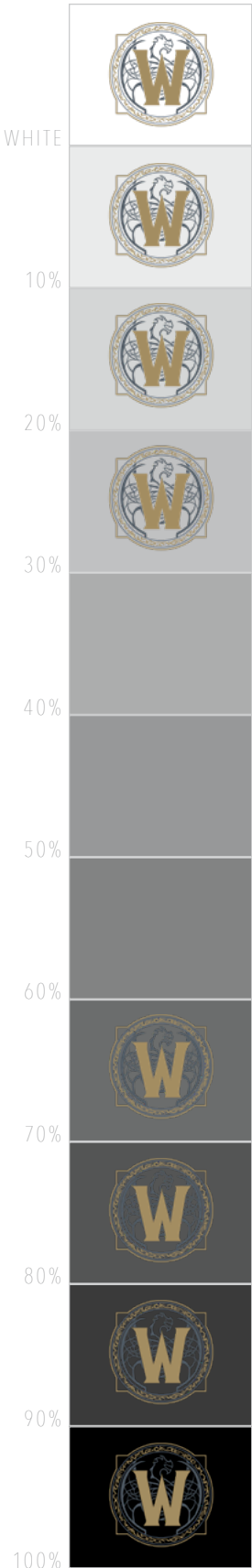
None of the elements may be broken down  
to their components and the proportions  
must remain the same.

The logo must be accompanied by the correct  
registered trademark notice.

Special circumstances may arise but must be  
approved by Global Brand team.



WOW\_10.0\_Icon\_Icon\_Vector.psd





BRAND GUIDELINES  
WARCRAFT ICON



PREFERRED USE

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 GUIDE

Must be presented in its unaltered original form.

None of the elements may be broken down  
to their components and the proportions  
must remain the same.

Must be presented only in black or white.

Special circumstances may arise but must be  
approved by Global Brand team.



WOW\_W\_Icon\_Black.ai



WOW\_W\_Icon\_White.ai

BRAND GUIDELINES  
WARCRAFT THEMED BLIZZARD LOGO



PREFERRED USE

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 GUIDE

Whenever possible, use the full-color  
version of the World of Warcraft themed  
Blizzard Entertainment logo.

Must be presented in its unaltered original form.

None of the elements may be broken down  
to their components and the proportions  
must remain the same.

To find the appropriate legal line to use within  
your layout, please refer to the Legal Guidelines  
page within this guide.

The logo must be accompanied by the correct  
registered trademark notice.

BACKGROUND COLOR CHART

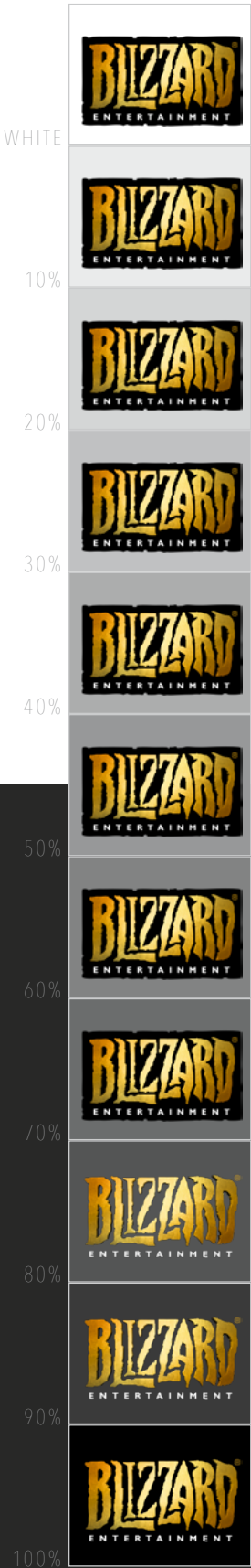
Please refer to this color chart to determine  
which logo should be used—all elements  
and colors should be legible and easily  
identifiable within your layout.



BLIZ\_WarCraft\_2013\_framed\_sm.png



BLIZ\_WarCraft\_2013sm.png





BRAND GUIDELINES  
WARCRAFT THEMED VECTOR LOGO



LIMITED USE

To be used in unique cases where color is limited and art style informs use case.

USAGE GUIDE

Must be presented in its unaltered original form.

Must be presented only in gold, black or white.

None of the elements may be broken down to their components and the proportions must remain the same.

The logo must be accompanied by the correct registered trademark notice.

Special circumstances may arise but must be approved by Global Brand team.

BACKGROUND COLOR CHART

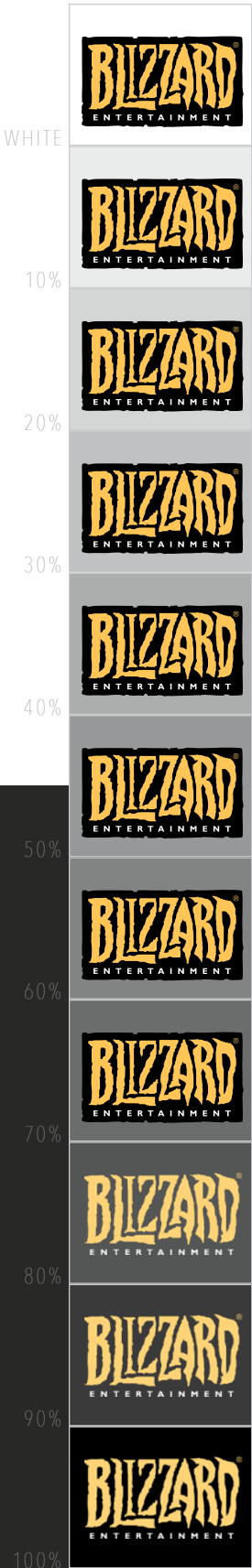
Please refer to this color chart to determine which logo should be used—all elements and colors should be legible and easily identifiable within your layout.



BLIZ\_WarCraft\_2013\_vector\_framed\_solid.png



BLIZ\_WarCraft\_2013\_vector\_solid.png





LIMITED USE

When the use of the primary Blizzard Entertainment logo is not possible, this vector logo can be used as a replacement.

USAGE GUIDE

Must be presented in its unaltered original form.

None of the elements may be broken down to their components and the proportions must remain the same.

The logo must be accompanied by the correct registered trademark notice.

Must be presented only in black or white.

All use cases for this version of the logo must be approved by Global Brand team.



Blizz\_Corp\_Logo\_Black.png



Blizz\_Corp\_Logo\_White.png



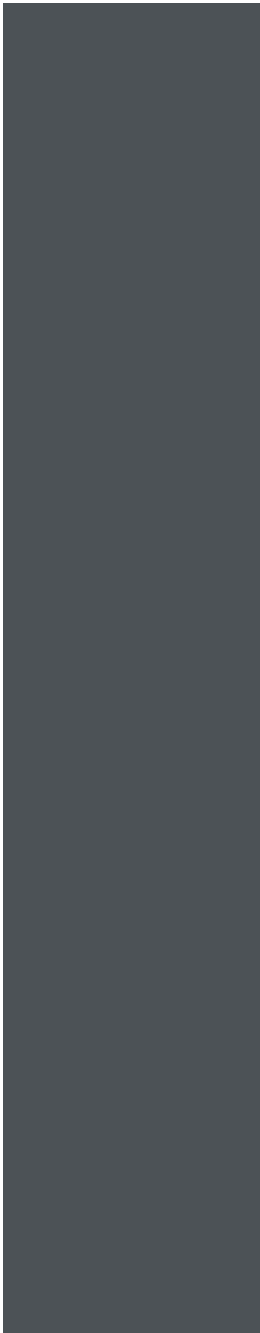


COLOR PALETTE

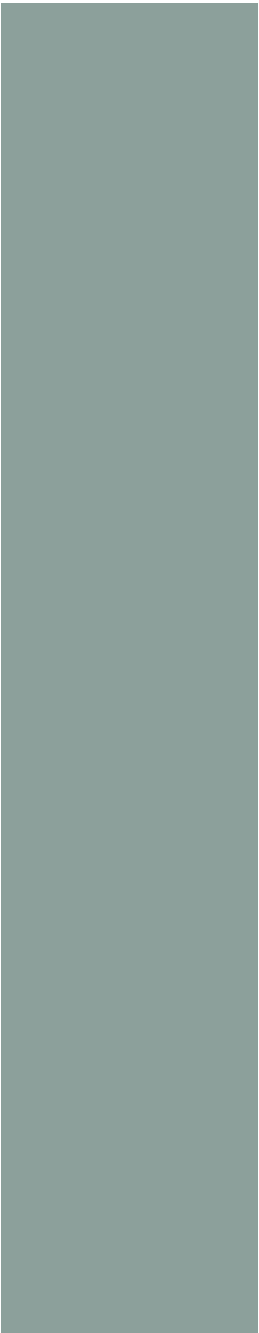
The colors selected for the World of Warcraft®: Dragonflight style guide are an integral part of the identity. They are as important as the World of Warcraft®: Dragonflight logo itself.

These colors are mandatory when creating marketing and promotional materials.

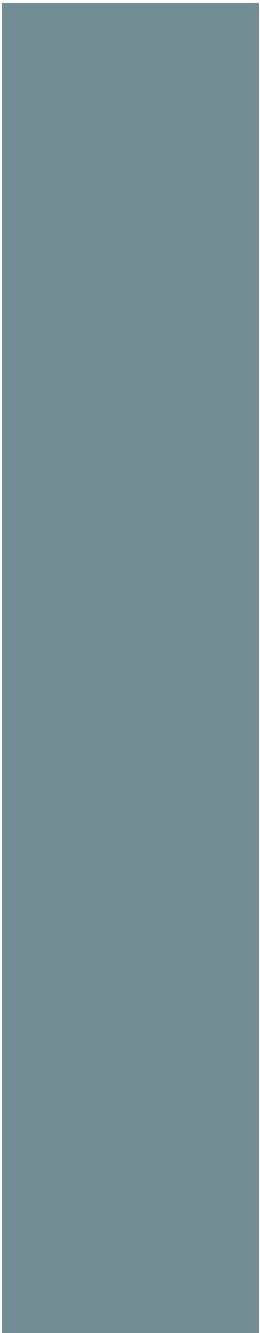
Please refer to the color values on this page to ensure their correct reproduction.



CMYK: 69,56,53,53  
RGB: 76,82,86  
WEB: #4C5256  
PANTONE 7540 C



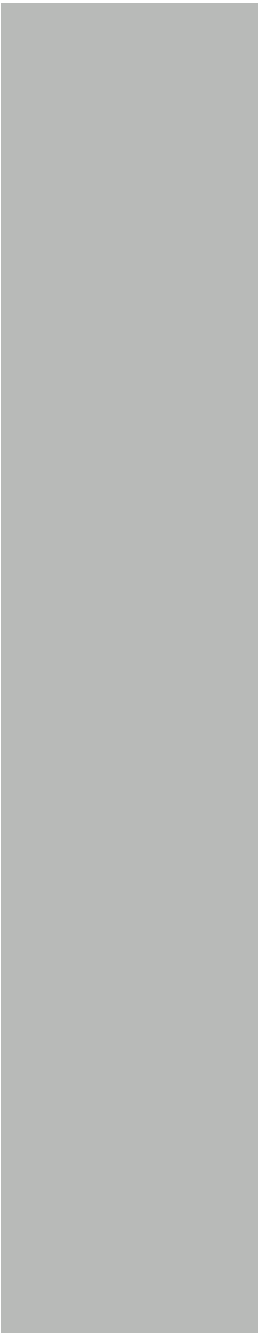
CMYK: 50,28,37,2  
RGB: 140,160,155  
WEB: #8CA09B  
PANTONE 5497 C



CMYK: 59,34,35,7  
RGB: 115,141,148  
WEB: #738D94  
PANTONE 7544 C



CMYK: 33,40,70,1  
RGB: 180,150,96  
WEB: #B49660  
PANTONE 7562 C



CMYK: 31,22,24,0  
RGB: 184,186,184  
WEB: #B8BAB8  
PANTONE Cool Gray 4 C



COLOR PALETTE

Dragonflight: Red

The colors selected for the World of Warcraft®: Dragonflights style guide are an integral part of the identity. They are as important as the World of Warcraft®: Dragonflight logo itself.

The colors found in this section represent the Red Dragonflight color palette. They represent the varying species, characters, and landscapes associated with the Red Dragonflight.

These colors are mandatory when creating marketing and promotional materials.

Please refer to the color values on this page to ensure their correct reproduction.



CMYK: 62,73,67,83  
RGB: 29,05,05  
WEB: #1D0505  
PANTONE NEUTRAL BLACK C

CMYK: 16,95,72,04  
RGB: 198,46,69  
WEB: #C62E45  
PANTONE 7636 C

CMYK: 16,67,38,01  
RGB: 208,113,125  
WEB: #D0717D  
PANTONE 701 C





COLOR PALETTE

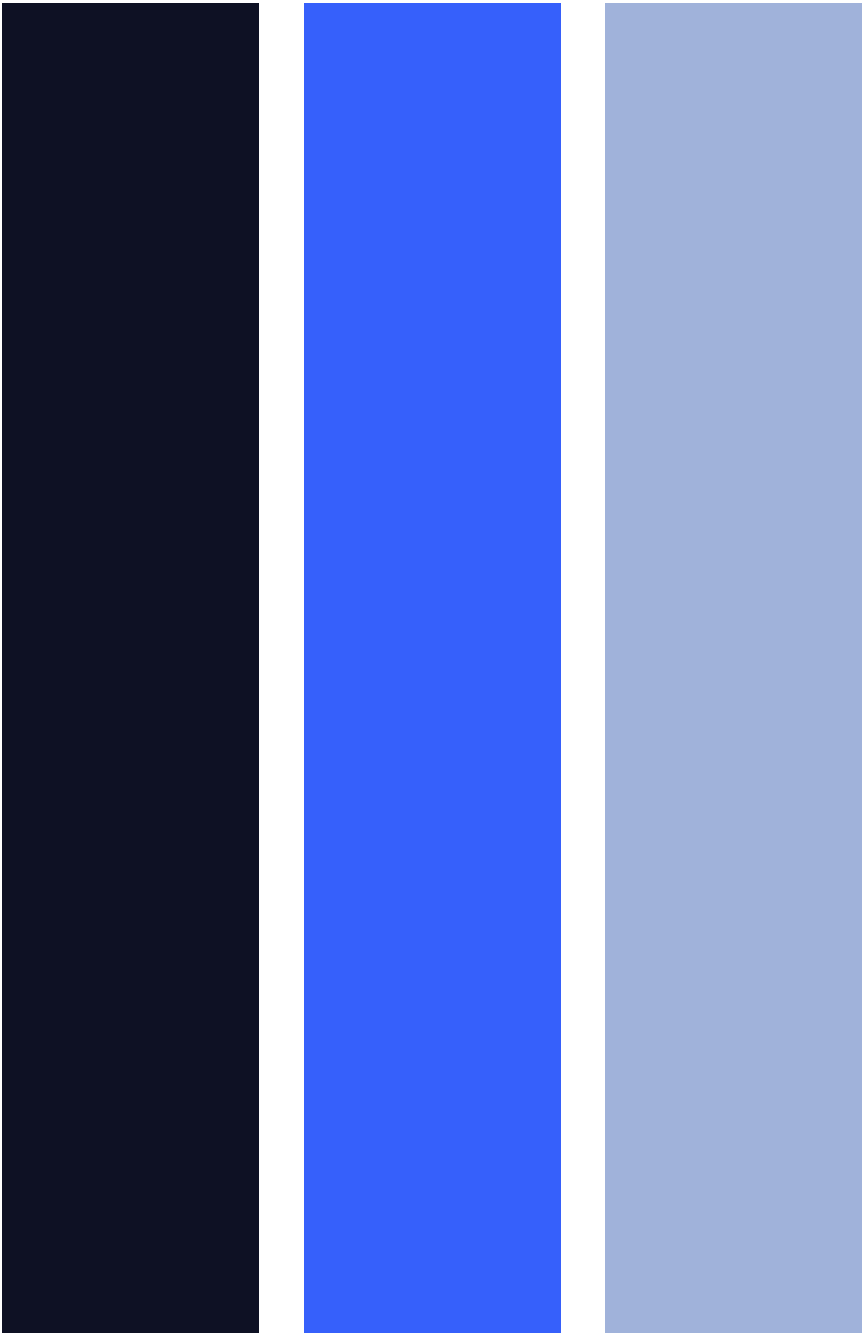
Dragonflight: Blue

The colors selected for the World of Warcraft®: Dragonflights style guide are an integral part of the identity. They are as important as the World of Warcraft®: Dragonflight logo itself.

The colors found in this section represent the Blue Dragonflight color palette. They represent the varying species, characters, and landscapes associated with the Blue Dragonflight.

These colors are mandatory when creating marketing and promotional materials.

Please refer to the color values on this page to ensure their correct reproduction.



CMYK: 85,78,57,75  
RGB: 06,09,32  
WEB: #060920  
PANTONE 296 C

CMYK: 82,63,00,00  
RGB: 00,96,255  
WEB: #0060FF  
PANTONE 2728 C

CMYK: 37,22,00,00  
RGB: 157,180,222  
WEB: #9DB4DE  
PANTONE 7681 C



COLOR PALETTE

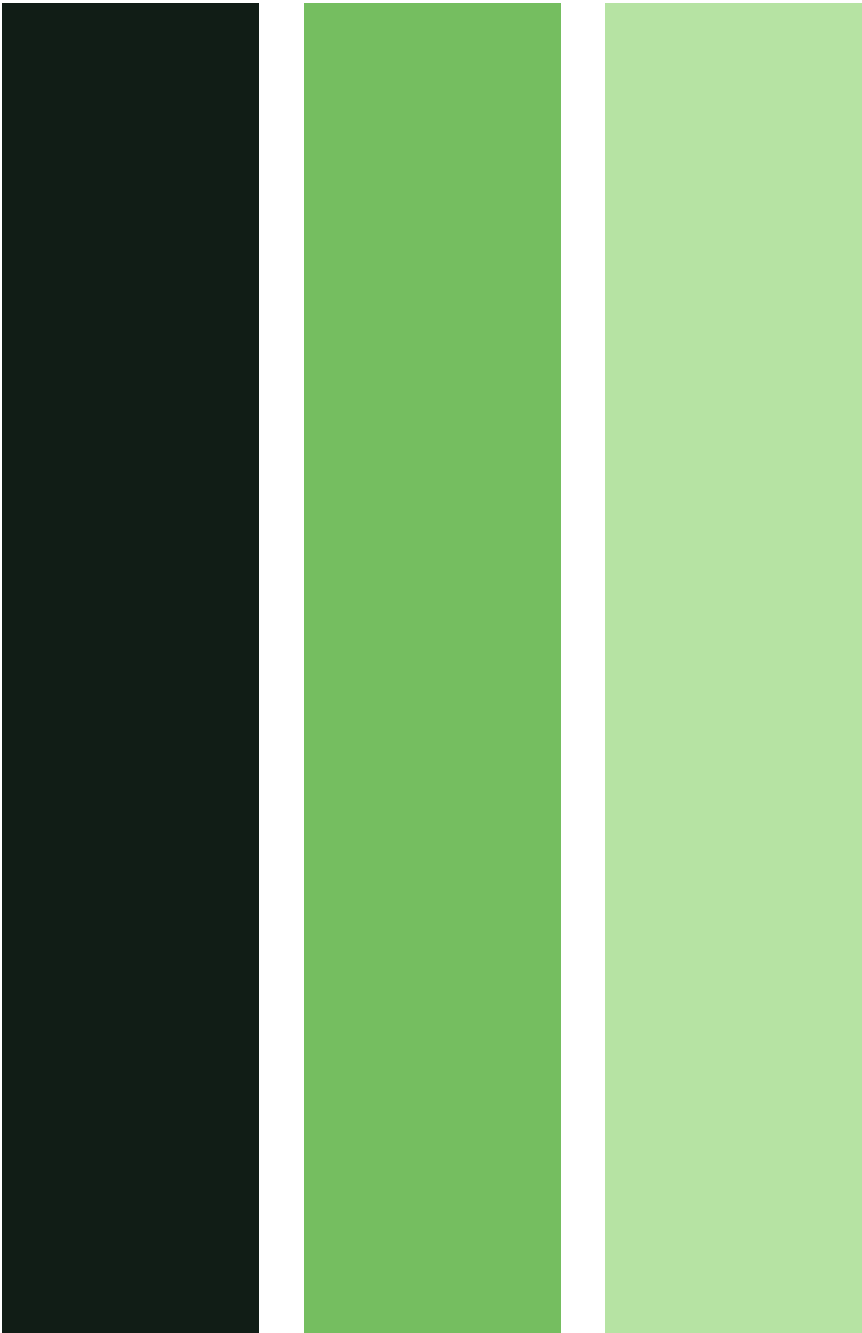
Dragonflight: Green

The colors selected for the World of Warcraft®: Dragonflights style guide are an integral part of the identity. They are as important as the World of Warcraft®: Dragonflight logo itself.

The colors found in this section represent the Green Dragonflight color palette. They represent the varying species, characters, and landscapes associated with the Green Dragonflight.

These colors are mandatory when creating marketing and promotional materials.

Please refer to the color values on this page to ensure their correct reproduction.



CMYK: 79,59,71,81  
RGB: 00,24,14  
WEB: #00180E  
PANTONE BLACK 3 C

CMYK: 71,00,88,00  
RGB: 59,191,90  
WEB: #3BBF5A  
PANTONE 360 C

CMYK: 36,00,49,00  
RGB: 161,229,161  
WEB: #A1E5A1  
PANTONE 358 C





COLOR PALETTE

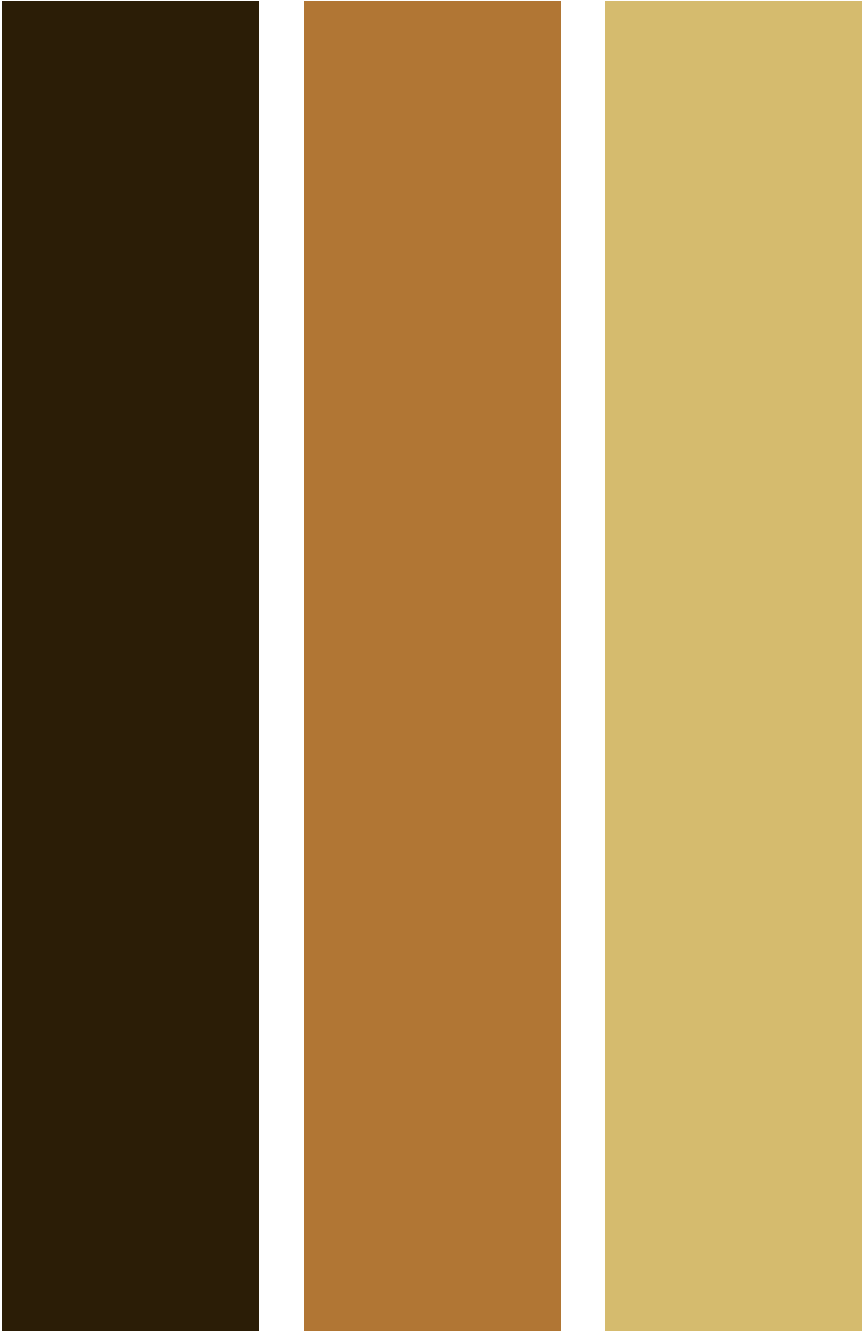
Dragonflight: Bronze

The colors selected for the World of Warcraft®: Dragonflights style guide are an integral part of the identity. They are as important as the World of Warcraft®: Dragonflight logo itself.

The colors found in this section represent the Bronze Dragonflight color palette. They represent the varying species, characters, and landscapes associated with the Bronze Dragonflight.

These colors are mandatory when creating marketing and promotional materials.

Please refer to the color values on this page to ensure their correct reproduction.



CMYK: 57,68,78,77  
RGB: 44,24,00  
WEB: #2C1800  
PANTONE BLACK 4 C

CMYK: 19,58,98,05  
RGB: 197,120,41  
WEB: #C57829  
PANTONE 7571 C

CMYK: 13,24,70,00  
RGB: 223,189,106  
WEB: #DFBD6A  
PANTONE 7403 C

BRAND GUIDELINES  
BLACK DRAGONFLIGHT PALETTE



COLOR PALETTE

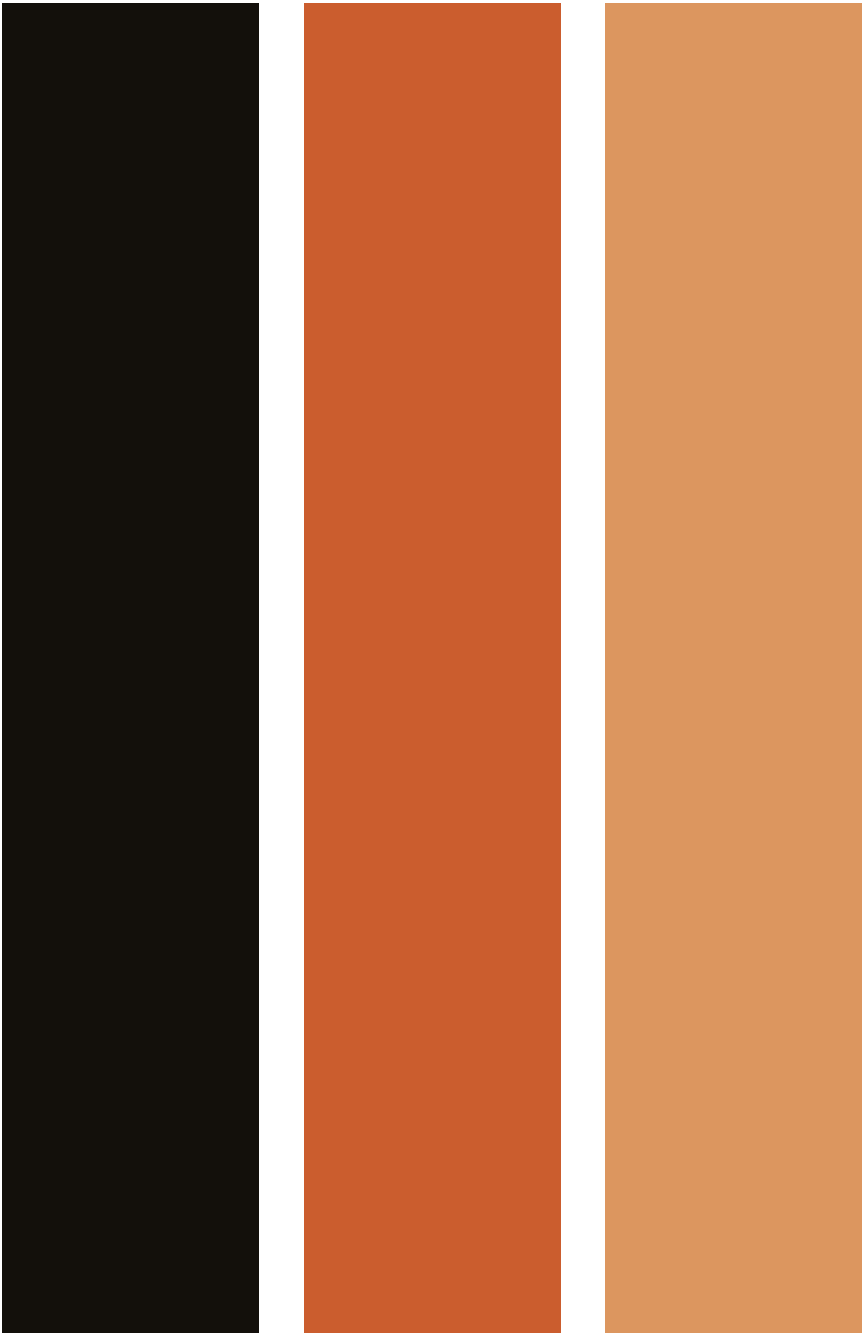
Dragonflight: Black

The colors selected for the World of Warcraft®: Dragonflights style guide are an integral part of the identity. They are as important as the World of Warcraft®: Dragonflight logo itself.

The colors found in this section represent the Black Dragonflight color palette. They represent the varying species, characters, and landscapes associated with the Black Dragonflight.

These colors are mandatory when creating marketing and promotional materials.

Please refer to the color values on this page to ensure their correct reproduction.



CMYK: 71,67,68,85  
RGB: 13,08,04  
WEB: #0D0804  
PANTONE BLACK 6 C

CMYK: 04,78,98,00  
RGB: 232,94,39  
WEB: #E85E27  
PANTONE 7579 C

CMYK: 02,48,70,00  
RGB: 242,152,92  
WEB: #F2985C  
PANTONE 1565 C





**FONTS**  
Metamorphous works well when used for large headers and sub headers substantial enough in size.

Semplicita Pro works well for information blocks and legal lines.

Metamorphous can be purchased at:  
<https://www.fontsquirrel.com/fonts/metamorphous>

Semplicita Pro can be purchased at:  
<https://fonts.adobe.com/fonts/semplifica>

METAMORPHOUS REGULAR  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVv WxYyZz0123456789  
SEMPlicita PRO  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789



PREFERRED USE

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 GUIDE

Must be presented in its unaltered original form.

Reference files include live type with layer  
styles applied.

Do not use paragraph returns when using  
these layer styles.

To preserve layer style application, each line  
of copy must be its own individual layer.

Special circumstances may arise but must  
be approved by Global Brand team.

DRAGONFLIGHT HEADLINE TEXT

SUB HEAD STYLE  
BODY TEXT STYLE

WOWDRA\_FontsTreatment\_TypeStyle\_01.psd

DRAGONFLIGHT HEADLINE TEXT

SUB HEAD STYLE  
BODY TEXT STYLE

WOWDRA\_FontsTreatment\_TypeStyle\_02.psd

DRAGONFLIGHT HEADLINE TEXT

SUB HEAD STYLE  
BODY TEXT STYLE

WOWDRA\_FontsTreatment\_TypeStyle\_03.psd

DRAGONFLIGHT HEADLINE TEXT

SUB HEAD STYLE  
BODY TEXT STYLE

WOWDRA\_FontsTreatment\_TypeStyle\_04.psd





LEGAL REQUIREMENTS

All logos for the World of Warcraft®; Dragonflight must display the proper Registered Trademark (®) symbols as provided.

The symbol must always be legible.

Standard preferred legal line, if space allows:

© 2022 Blizzard Entertainment, Inc. World of Warcraft and Blizzard Entertainment are trademarks or registered trademarks of Blizzard Entertainment, Inc. in the U.S. and/or other countries. All other trademarks referenced herein are the properties of their respective owners.

Abbreviated (only use where space is limited):

© 2022 Blizzard Entertainment, Inc. All trademarks referenced herein are the properties of their respective owners.



ESRB REQUIREMENTS

ESRB requirements can be found at:  
<https://www.esrb.org/ratings-guide/>

The ESRB Teen rating logo is a black square with a white border. Inside, the word 'TEEN' is at the top, a large 'T' is in the center, and 'ESRB' is at the bottom.	<div><div>Descriptors</div><div>Violence Blood and Gore Suggestive Themes Mild Language Use of Alcohol Crude Humor</div></div>
--	--

image.png





# ART ASSETS







**PREFERRED USE**  
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.



WOW\_10.0\_Key\_Art.psd





**PREFERRED USE**  
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.



WOW\_10.0\_Art\_Assets\_Alextrasza.psd





PREFERRED USE  
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.



WOW\_10.0\_Art\_Assets\_Nozdormu.psd





**PREFERRED USE**  
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.



WOW\_10.0\_Art\_Assets\_Kalecgos.psd





**PREFERRED USE**  
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.



WOW\_10.0\_Art\_Assets\_Ysera.psd





**PREFERRED USE**  
**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.



WOW\_10.0\_Art\_Assets\_Wrathion.psd



ART ASSETS  
CINEMATIC: DRAGONFLIGHT



**CINEMATIC: DRAGONFLIGHT**  
This cinematic is the introductory showcase of World of Warcraft: Dragonflight. It depicts the expansion's main setting of the Dragon Isles emerging from their 10,000 years of concealment.

**PREFERRED USE**  
**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.



DI1070\_delivery\_2khdsg\_rgb.1032.psd



DI1080\_delivery\_2khdsg\_rgb.1032.psd



DI2170\_delivery\_2khdsg\_rgb.1049.psd



DI3140\_delivery\_2khdsg\_rgb.1022.psd



DI3230\_delivery\_2khdsg\_rgb.1049.psd



ART ASSETS  
CINEMATIC: DRAGONFLIGHT



**CINEMATIC: DRAGONFLIGHT**  
This cinematic is the introductory showcase of World of Warcraft: Dragonflight. It depicts the expansion's main setting of the Dragon Isles emerging from their 10,000 years of concealment.

**PREFERRED USE**  
**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.



DI3260\_delivery\_2khdsg\_rgb.1005.psd



DI4085\_RETouched\_001.jpg



DI4090\_delivery\_2khdsg\_rgb.1117.psd



DI4130\_delivery\_2khdsg\_rgb.1057.psd



DI4150\_delivery\_2khdsg\_rgb.1072.psd



ART ASSETS  
PRESS KIT SCREENSHOTS



**PREFERRED USE**  
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.



WoW\_PK\_10.0Announcement\_BeautyShot\_0010.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_0018.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_025.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_026.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_027.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_028.jpg



ART ASSETS  
PRESS KIT SCREENSHOTS



PREFERRED USE  
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.



WoW\_PK\_10.0Announcement\_BeautyShot\_029.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_030.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_031.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_033.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_035.jpg



WoW\_PK\_10.0Announcement\_BeautyShot\_036.jpg



ART ASSETS  
PRESS KIT SCREENSHOTS



PREFERRED USE  
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WoW\_PK\_10.0Announcement\_CentaurNPCs\_001.jpg



WoW\_PK\_10.0Announcement\_DracthyrAbilities\_002.jpg



WoW\_PK\_10.0Announcement\_DragonAspects\_004.jpg



WoW\_PK\_10.0Announcement\_TuskarrNPCs\_0001.jpg



WoW\_PK\_10.0Announcement\_TuskarrNPCs\_0002.jpg



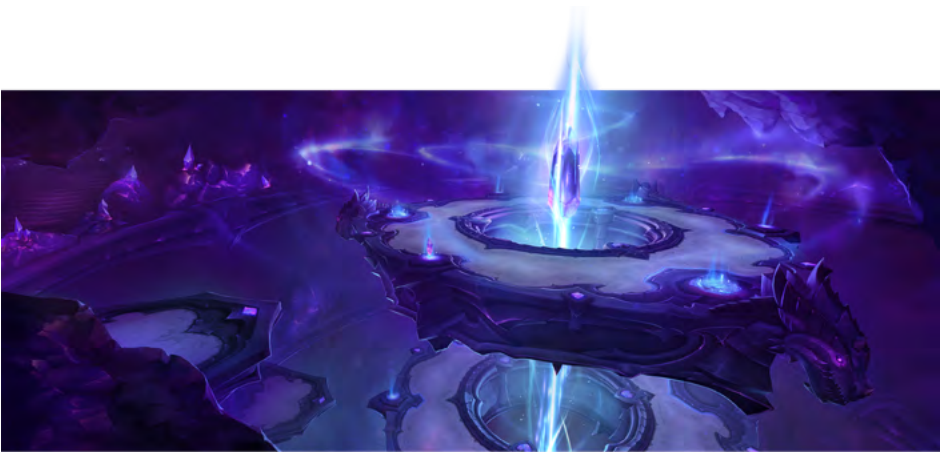
WoW\_PK\_10.0Announcement\_DragonAspects\_006.jpg



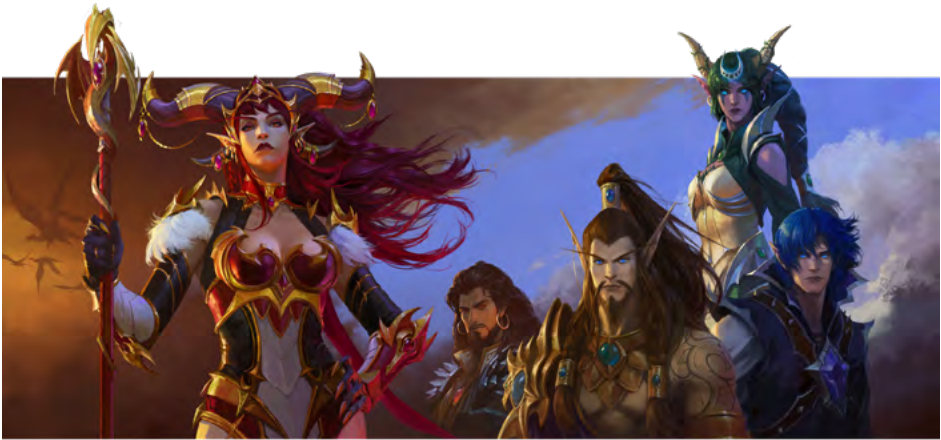
ART ASSETS  
LOADING SCREENS



**PREFERRED USE**  
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.



LoadScreen\_ArcaneVaultsDungeon.psd



LoadScreen\_DragonIslesContinent.psd



LoadScreen\_HallsOfInfusion.psd



LoadScreen\_LifePoolsDungeon.psd



LoadScreen\_TheAcademyDungeon.psd



LoadScreen\_UldamanDungeon.psd





COLLECTOR'S EDITION

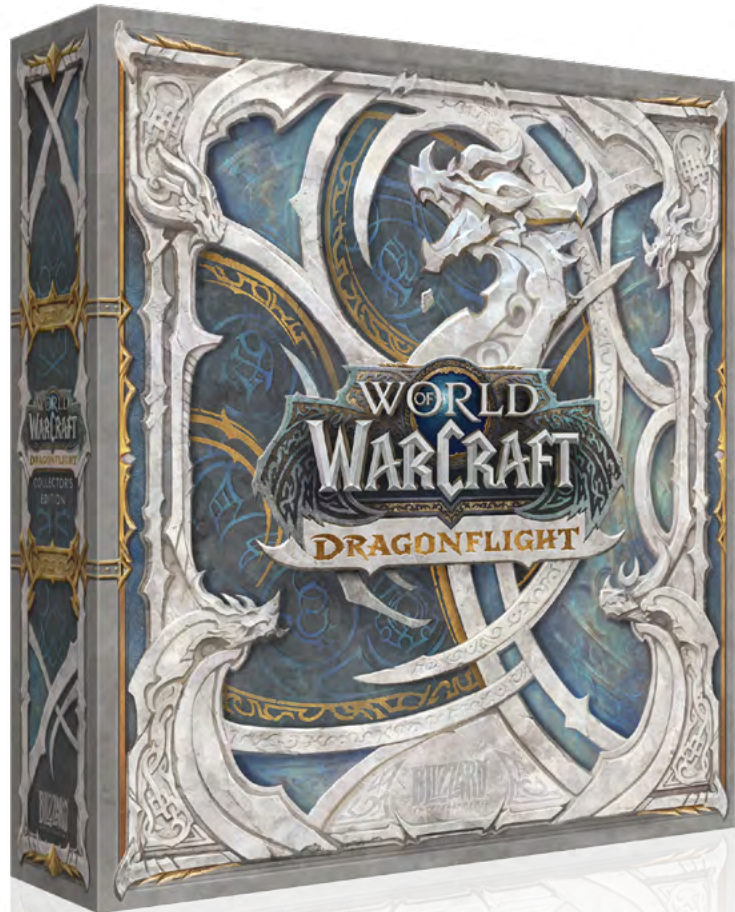




COLLECTOR'S EDITION  
PACKAGING



PREFERRED USE  
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.



WOW\_DF\_Box\_Shot\_3D-L.png



WOW\_DF\_Box\_Shot\_3D-F.png

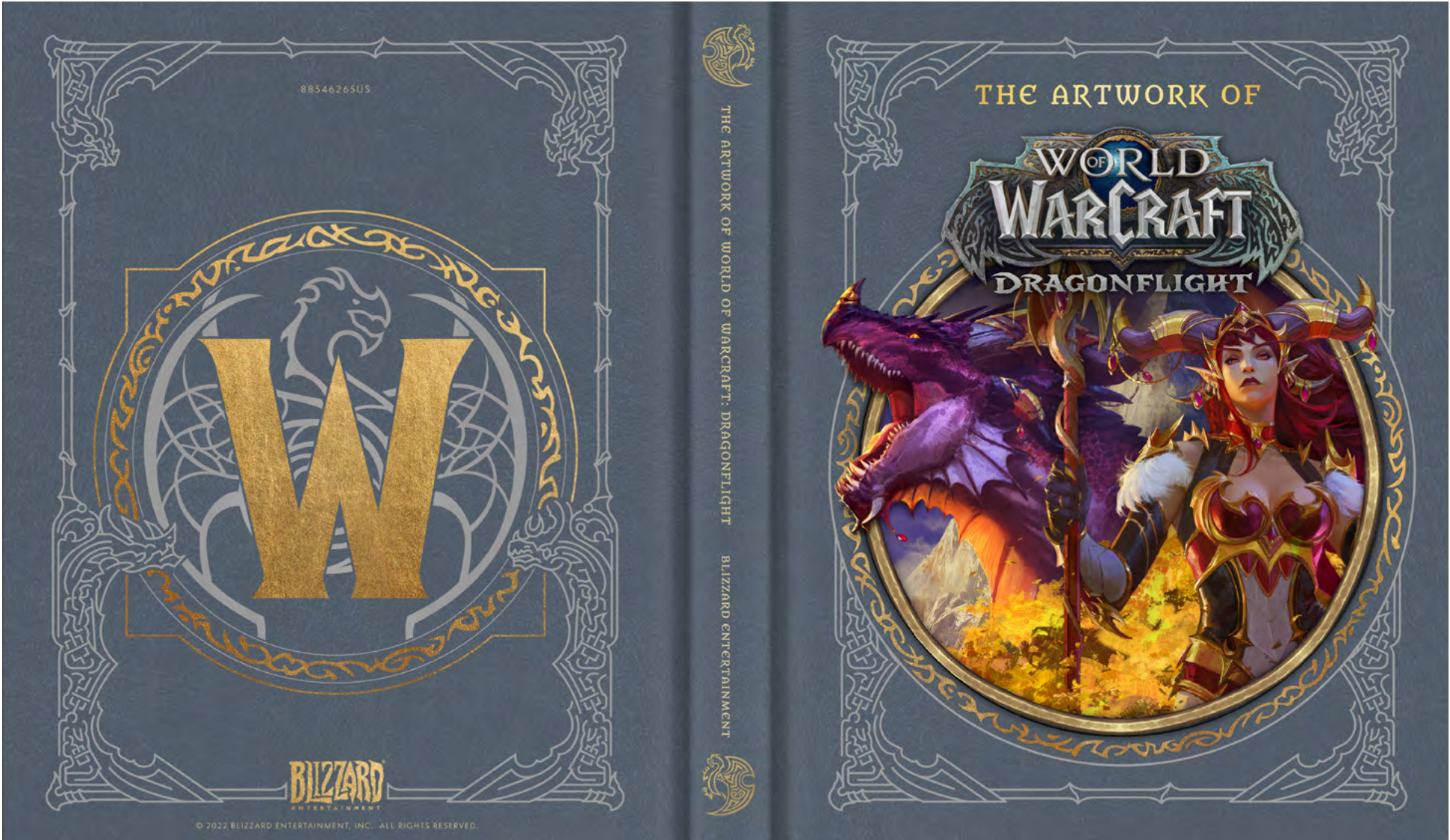


WOW\_DF\_Box\_Shot\_3D-R.png





**PREFERRED USE**  
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.

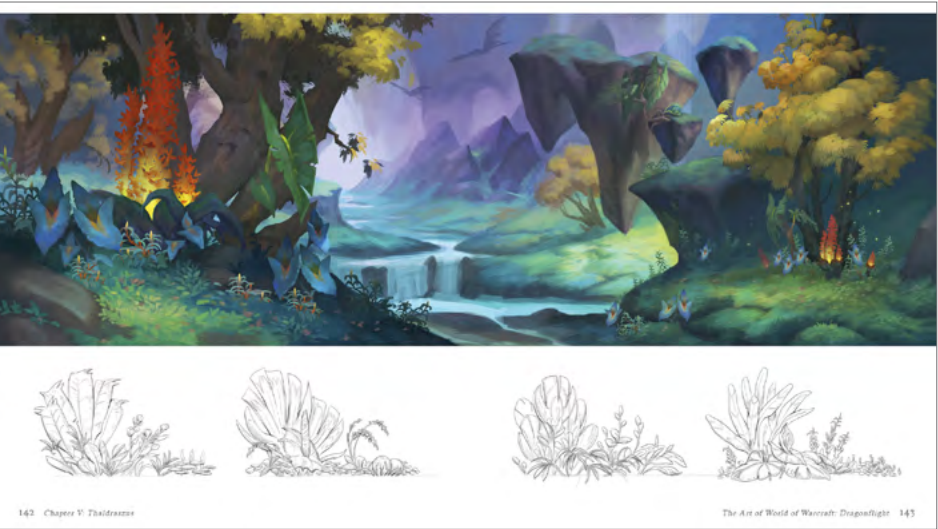
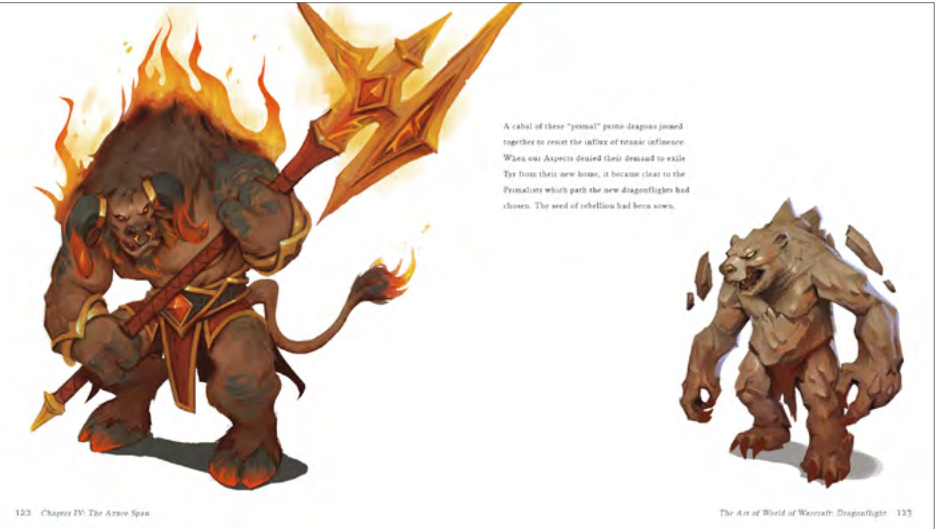
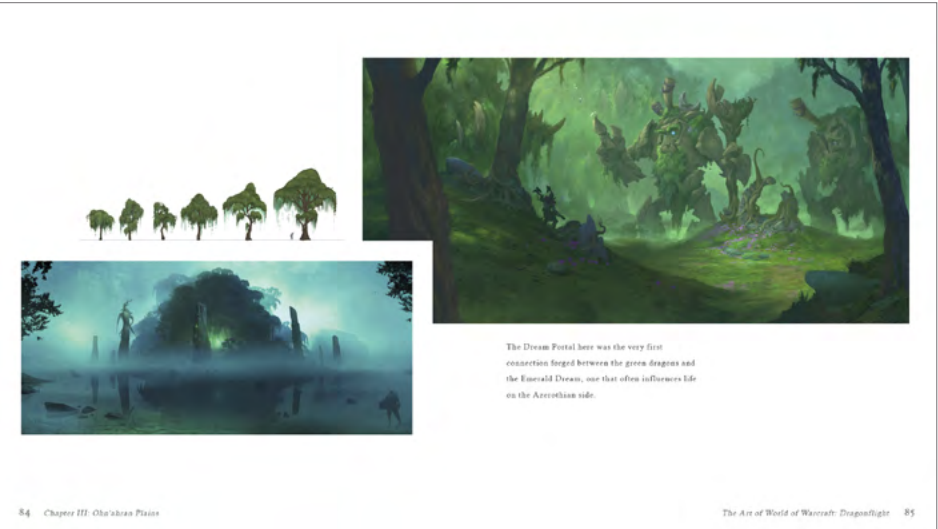


WOW\_10.0\_Artbook\_Cover\_Full.psd





**PREFERRED USE**  
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.



COLLECTOR'S EDITION  
PINS AND PIN BACK



PREFERRED USE  
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.



Red Dragonflight



Green Dragonflight



Blue Dragonflight



Bronze Dragonflight



Black Dragonflight

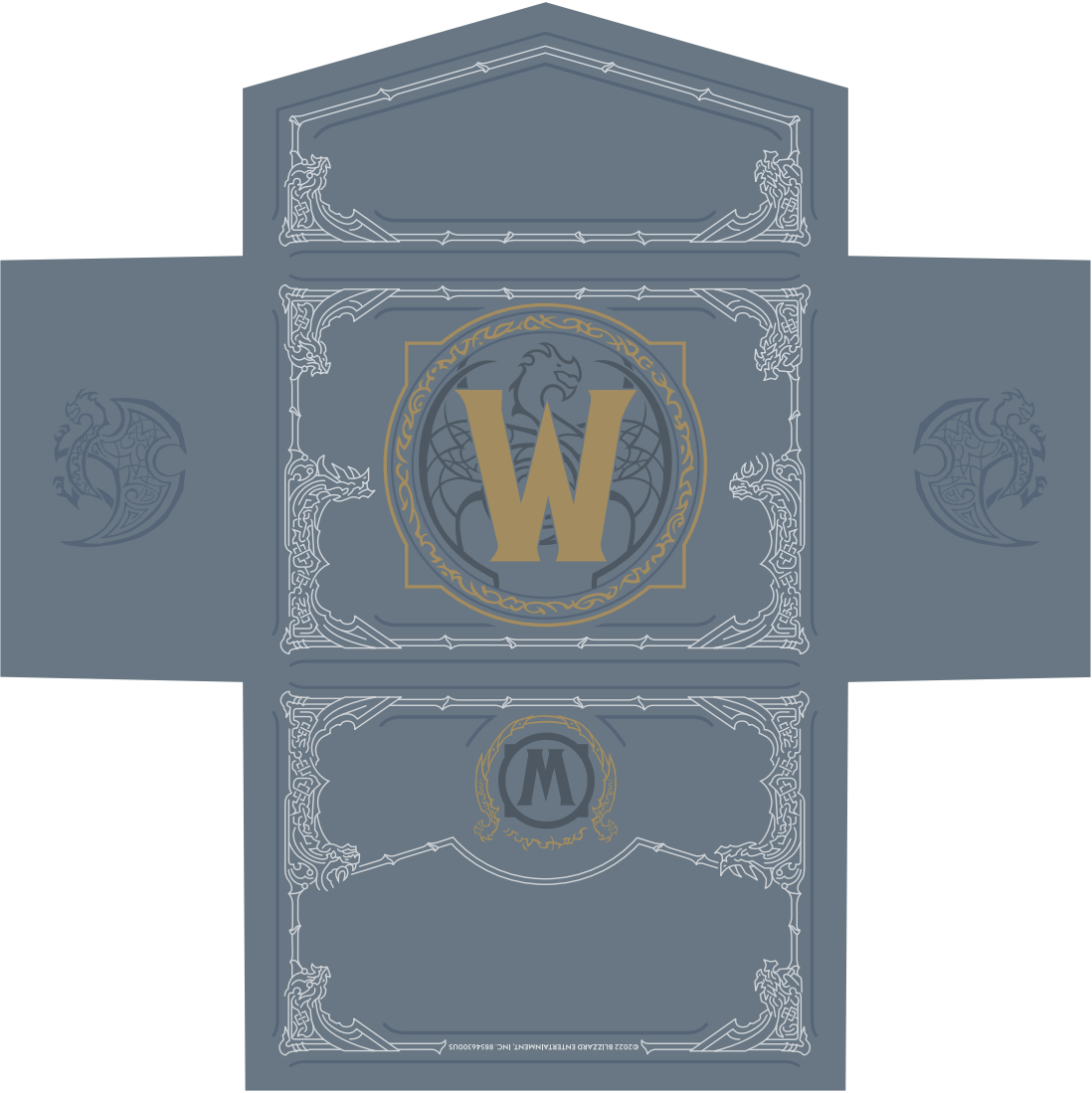




COLLECTOR'S EDITION  
BACK SHEET AND ENVELOPE



PREFERRED USE  
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.



88546491US\_WOWDF\_CE\_BACKSHEET\_PF10.jpg

WOW\_DF\_ENVELOPE\_03.ai



COLLECTOR'S EDITION  
KEY CODE CARD AND MOUSE PAD



PREFERRED USE  
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.



WOW\_10.0\_Key\_Code\_Card\_Front.psd



WOW10\_CE\_Mousepad\_m04b.jpg



WOW\_10.0\_Key\_Code\_Card\_Back.psd





# CREATIVE ASSETS







LOGO TREATMENT

WOW\_VectorLogo\_2021\_White

TYPE TREATMENT

WOWDRA\_FontsTreatment\_TypeStyle\_01

BUTTON TREATMENT

WoW\_10.0\_Buttons\_03



PRE-PURCHASE ITEMS

- WoW\_GS\_10.0\_Heroic\_EpicItems\_Dreamweaver\_Mount
- WoW\_GS\_10.0\_Heroic\_EpicItems\_Diadem\_Spellkeeper
- WoW\_GS\_10.0\_Heroic\_EpicItems\_Timewalkers\_HS\_Effect
- WoW\_GS\_10.0\_Heroic\_EpicItems\_Character\_Boost
- WoW\_GS\_10.0\_Heroic\_EpicItems\_30day\_Gametime
- WoW\_GS\_10.0\_Heroic\_EpicItems\_Murkastrasza\_Pet
- WoW\_GS\_10.0\_Heroic\_EpicItems\_Wings\_of\_Awakening

wow-10-dragonflight-social-epic-FB-TW-RD01-1920x1080.psd



CREATIVE ASSETS  
PRE-PURCHASE BANNERS



PREFERRED USE  
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.



WOW\_10.0\_Epic\_Edition\_Banners\_970x250.psd

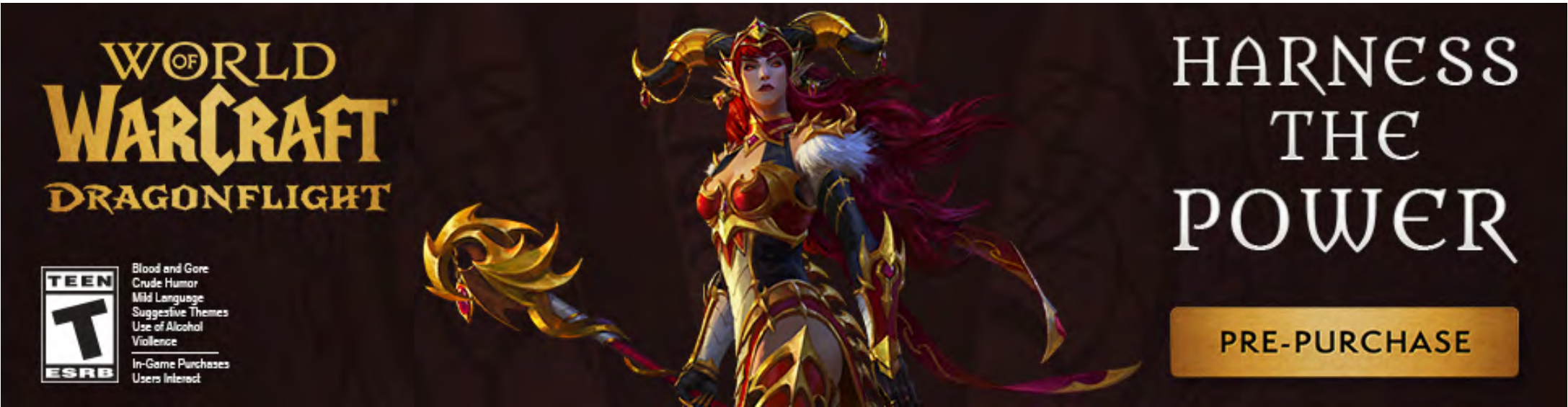


WOW\_10.0\_Epic\_Edition\_Banners\_300x250.psd

CREATIVE ASSETS  
KEY ART BANNERS



PREFERRED USE  
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.



WOW\_10.0\_Key\_Art\_Human\_Form\_970x250.psd



WOW\_10.0\_Key\_Art\_Human\_Form\_300x250.psd



CREATIVE ASSETS  
KEY ART BANNERS



PREFERRED USE  
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.



WOW\_10.0\_Key\_Art\_Dragon\_Form\_970x250.psd



WOW\_10.0\_Key\_Art\_Dragon\_Form\_300x250.psd

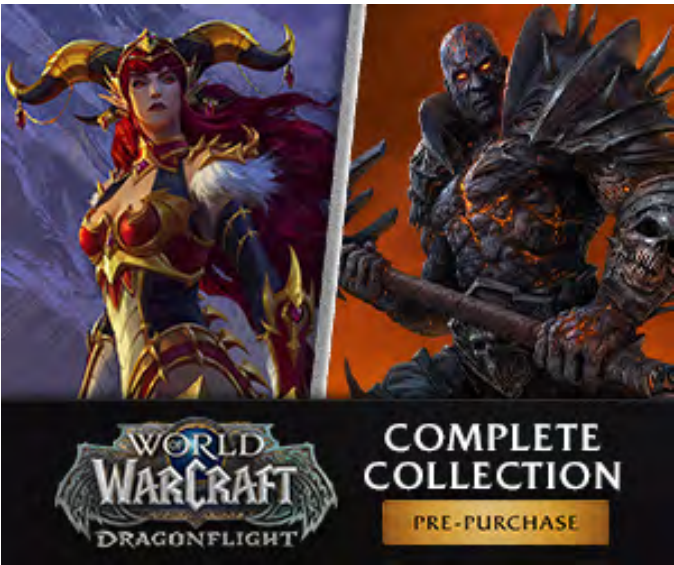
CREATIVE ASSETS  
COMPLETE COLLECTION BANNERS



PREFERRED USE  
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.



WOW\_10.0\_Key\_Art\_Banners\_CC\_970x250.psd



WOW\_10.0\_Key\_Art\_Banners\_CC\_300x250.psb



CREATIVE ASSETS  
EXPANSION THUMBNAILS



PREFERRED USE  
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.



WOW\_10.0\_Key\_Art\_Editions\_Base.psb



WOW\_10.0\_Key\_Art\_Editions\_Heroic.psb



WOW\_10.0\_Key\_Art\_Editions\_Epic.psb



CREATIVE ASSETS  
EXPANSION THUMBNAILS



**PREFERRED USE**  
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.



WOW\_10.0\_PrePurchase\_Editions\_Base.psd



WOW\_10.0\_PrePurchase\_Editions\_Heroic.psd



WOW\_10.0\_PrePurchase\_Editions\_Epic.psd



CREATIVE ASSETS  
CTA BUTTONS



PREFERRED USE

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 GUIDE

Button choice should align with art style and color palette.



WoW\_10.0\_Buttons\_01.psd



WoW\_10.0\_Buttons\_02.psd



WoW\_10.0\_Buttons\_03.psd

CREATIVE ASSETS  
DIVIDERS



PREFERRED USE

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.



WoW\_10.0\_Dividers\_01.psd



WoW\_10.0\_Dividers\_02.psd



CREATIVE ASSETS  
FRAMES



PREFERRED USE

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.



WoW\_10.0\_Frames\_01.psd



WoW\_10.0\_Media\_Frames\_01.psd



WoW\_10.0\_Media\_Frames\_02.psd



BLIZZARD ENTERTAINMENT





BLIZZARD ENTERTAINMENT  
MISSION STATEMENT

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

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 employee's decisions and actions every day.



› 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 as we can reach.

› 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.

› 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.

› 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.

› 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.

› 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.

› 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.

› 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.





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