

FORTNITE

THIRD PARTY EVENT STYLE GUIDE



EVENT BRANDING

YOUR EVENT = YOUR BRAND

We want your brand to be front and center of any marketing you have for your event.

Fortnite and its assets should be supplemental to your brand, but your brand should not attempt to copy ours.

When designing for the event, remember the game has an inclusive and positive tone and feel. Fortnite is fun and the event should show it.



DO'S AND DON'TS



FEATURING FORTNITE

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Fortnite should be supplemental to your brand. Any unofficial Fortnite event should use “Featuring Fortnite” and be placed below your logo.

The event logo as well as the font for the word “Featuring” should be used in the brand’s own font style and not in Burbank.



**THE MINIMUM SPACE BETWEEN THE LOGOS
IS THE HEIGHT OF THE FORTNITE “O”.**



DO NOT SKEW, BLUR, DROPShadow, OUTLINE, ROTATE, ARCH, DISTRESS, GRADIA TE OR FILL THE FORTNITE LOGO.



Skew & Distort



Blur



Dropshadow



Outline



Rotate



Arch



Distress or accents



Fill logo with a gradient



Fill logo with images or textures

**THESE LOGOS ARE RETIRED.
DO NOT USE IN ANY WAY.**

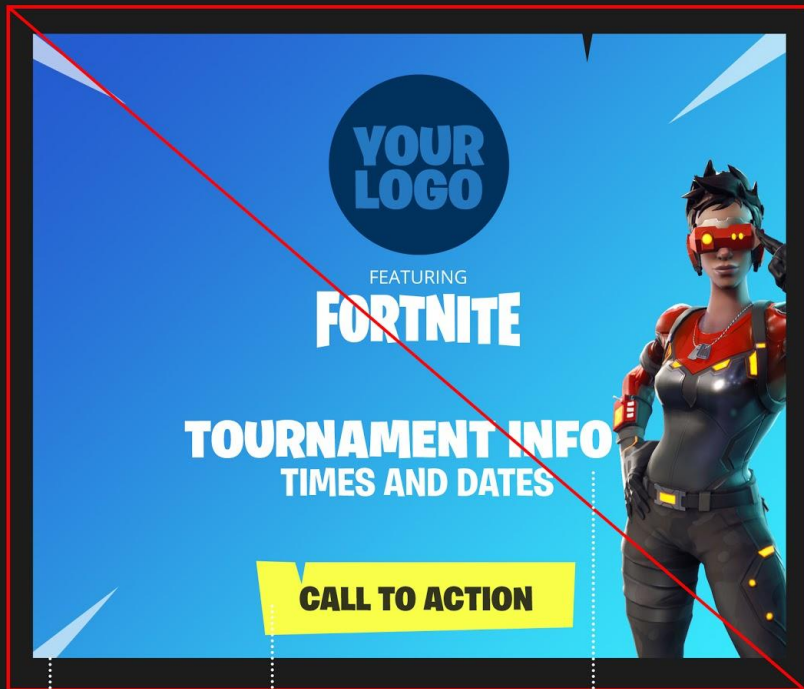


**THIS KEYART IS RETIRED.
DO NOT USE.**



YOUR EVENT SHOULD NOT RESEMBLE AN OFFICIAL FORTNITE EVENT

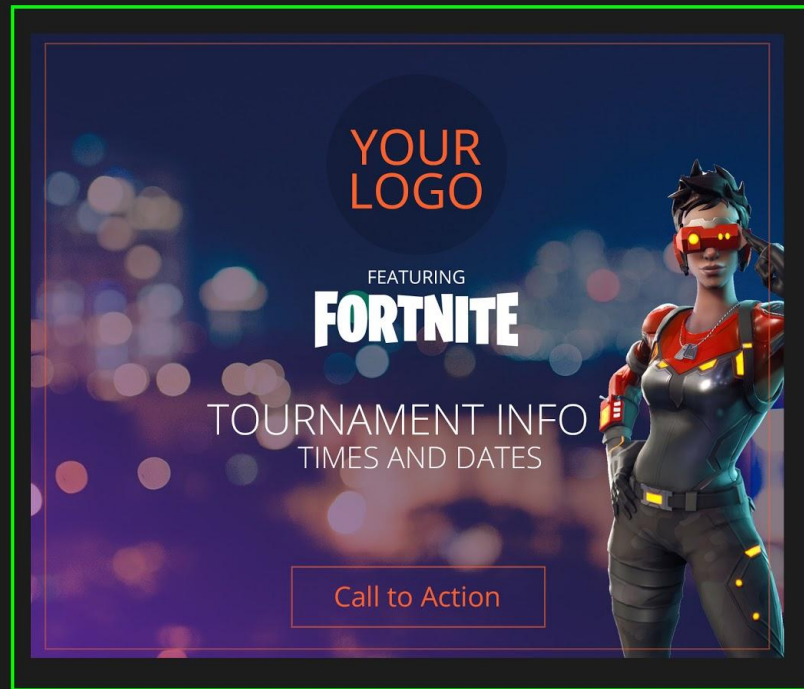
DON'T USE ELEMENTS FROM OUR BRAND SUCH AS OUR:
FONT, BUTTONS, SPIKES AND NOTCHES



Do not use our brand spikes

Do not use our button styles

Do not use our Burbank font



Your event = Your brand

DON'T USE FONTS THAT RESEMBLE BURBANK.

YOUR EVENT NAME

YOUR EVENT NAME

YOUR EVENT NAME

YOUR EVENT NAME

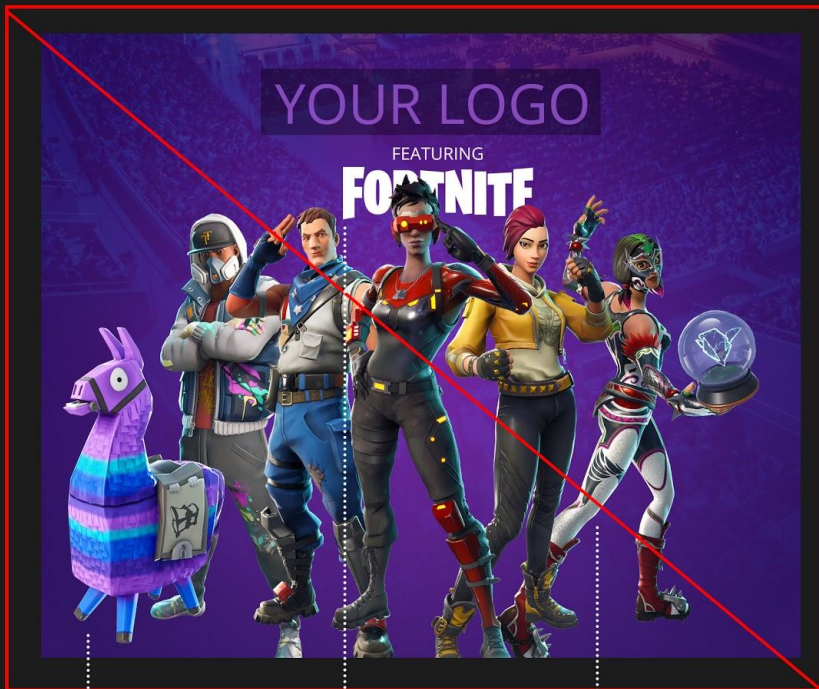
DON'T COVER CHARACTER FACES.



Not using correct
"Featuring Fortnite" logo.

Elements covering faces
of Fortnite characters.

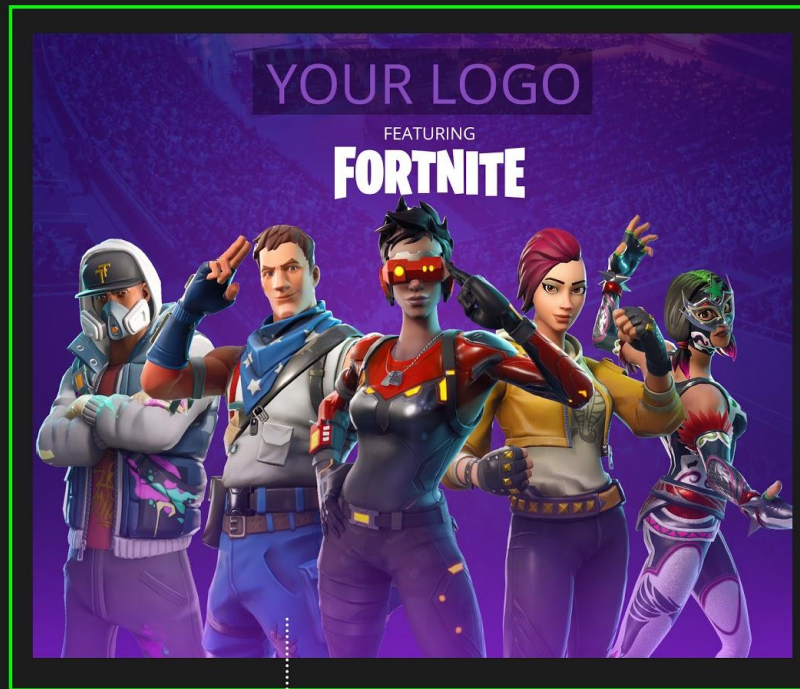
CROP CHARACTERS AT THE THIGHS OR WAIST.
DON'T OVERLAP ITEMS AND CHARACTERS.
DON'T COVER THE LOGO.



Do not add items to a lineup

Do not cover the Fortnite logo

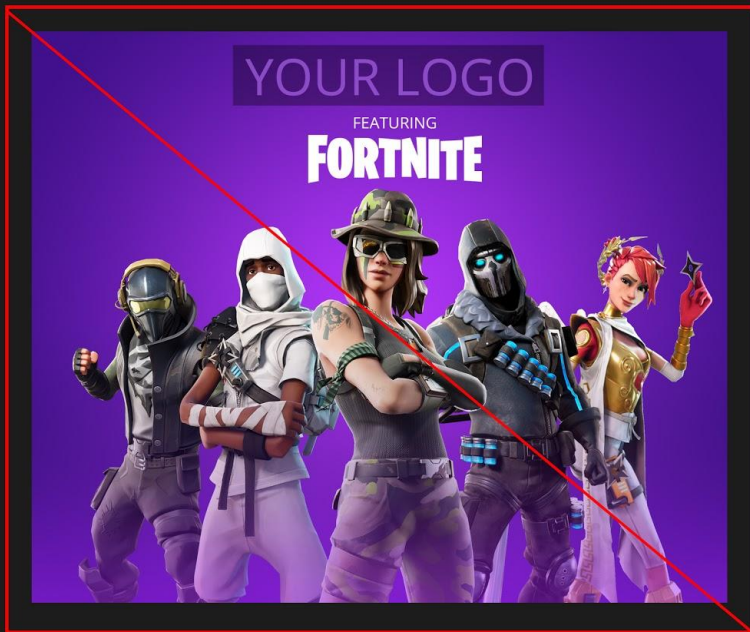
Do not show character's full body



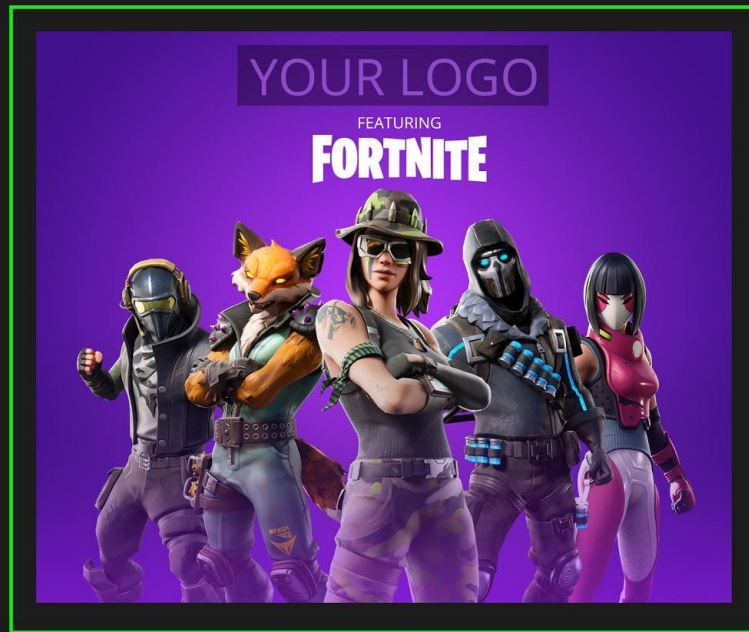
Large and clear charcter lineup

CHARACTERS USED IN MARKETING MATERIALS SHOULD REFLECT THE EVENT'S FEATURED MODE.

FOR EXAMPLE, IF YOU'RE HOSTING A BATTLE ROYALE EVENT, ONLY BATTLE ROYALE CHARACTERS SHOULD BE FEATURED.



Do not add Save the World characters to a Battle Royale line-up.



Large and clear character lineup

GO AND MAKE SOMETHING AWESOME!

A COLLECTION OF APPROVED ASSETS CAN BE FOUND HERE:

<https://epicgames.ent.box.com/s/kj6svwa8ex38hgtsecehigxopwev26n7/folder/54017446147>

