



Your Brand	3
Your Assets	4
Naming Your Event	5
Logo	6-13
Featuring Fall Guys Logo	6
Treatments	7-8
Featuring Fall Guys and Your Logo	9
Spacing	10
Sizing	11
Positioning	12-13
Making Assets	14-20
Fonts	14
Elements	15
Characters	16-19
Sponsors	20
Event Designs	21
Awards and Trophies	22
Broadcast Elements	23
Rating	24
Assets and Questions	25



YOUR BRAND

FALL GUYS EVENT GUIDELINES

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

Fall Guys and its assets should be supplemental to your brand, and your brand should not attempt to copy ours.

When designing for the event, remember the game has an inclusive and positive tone and feel.

Fall Guys is fun and the event should show it!



YOUR ASSETS

FALL GUYS EVENT GUIDELINES

- All assets created for your event should be **DIGITAL ONLY**. Do not print any assets with Fall Guys IP.
- Please legibly place the following legal line on all promotional material that feature Fall Guys assets: This event is not sponsored, endorsed, or administered by Mediatonic, Ltd.
- Please only use the approved Fall Guys assets in your event designs found here.
- Do not use the Mediatonic or Epic Games logo anywhere on your assets.

Following these guidelines will help avoid action from Mediatonic.

Requests for changes to your event's assets must be completed within 24 hours to maintain compliant status. If you have any questions about the guidelines or the assets you are creating, go to our support page at <https://support.fallguys.com/hc>.



NAMING YOUR EVENT

FALL GUYS EVENT GUIDELINES

Take the following into consideration when naming your event:

- “Featuring Fall Guys” and its assets will not be paired with tournament names that promote discrimination or are overly violent.
 - Example: The Killer Cup
- Also please do not use names that include or relate to any Fall Guys terminology.
 - Example: The Blunderdome, The Slime Climb



FEATURING FALL GUYS LOGO

Fall Guys should be a supplemental element to your brand.

Any unofficial Fall Guys event should use “Featuring Fall Guys” and be placed below your logo.

FEATURING

FALLGUYS

FEATURING

FALLGUYS

GUIDANCE

Do not skew, blur, outline, arch, distress, apply glows, mask, gradient or fill the Fall Guys or Featuring Fall Guys logo.

Do not edit the Fall Guys face plate in any way.

Do not edit the “Featuring” text in any way, or add additional text to the logo.



GUIDANCE

These logos are retired.

Do not use these or any adaptation of these logos in your assets



GUIDANCE

Do not incorporate the Fall Guys logo, elements or any Fall Guys IP into your event name or logo design.

Use the provided Featuring Fall Guys logo.



FALLGUYS
EVENT



YOUR BRAND
EVENT
FEATURING
FALLGUYS

GUIDANCE

The minimum space before and after the “Featuring Fall Guys” logo is the height of the Fall Guys “F”.

YOUR BRAND

F

FEW EVENT

FEATURING

FALLGUYS

F

GUIDANCE

The Featuring Fall Guys logo should be 1/2 the size of your event branding.

You can increase the size of the Featuring Fall Guys logo if legibility starts to break down at certain sizes.



GUIDANCE

When using the “Featuring Fall Guys” logo for your assets, always keep it and your official logo in the stacked position.



YOUR BRAND

EVENT

FEATURING

FALLGUYS



YOUR BRAND

EVENT

FEATURING

FALLGUYS

GUIDANCE

For assets with smaller vertical dimensions, where the event’s logo legibility may be compromised, it is okay to place the “Featuring Fall Guys” logo in a corner with equal padding or as an alternating pattern.

In both cases, the “Featuring Fall Guys” logo should still remain 1/2 the size of your logo, and your event logo should always be front and center.



GUIDANCE

Do not use fonts that resemble Titan One in your logo or supporting text

✗ YOUR EVENT NAME

✗ YOUR EVENT NAME

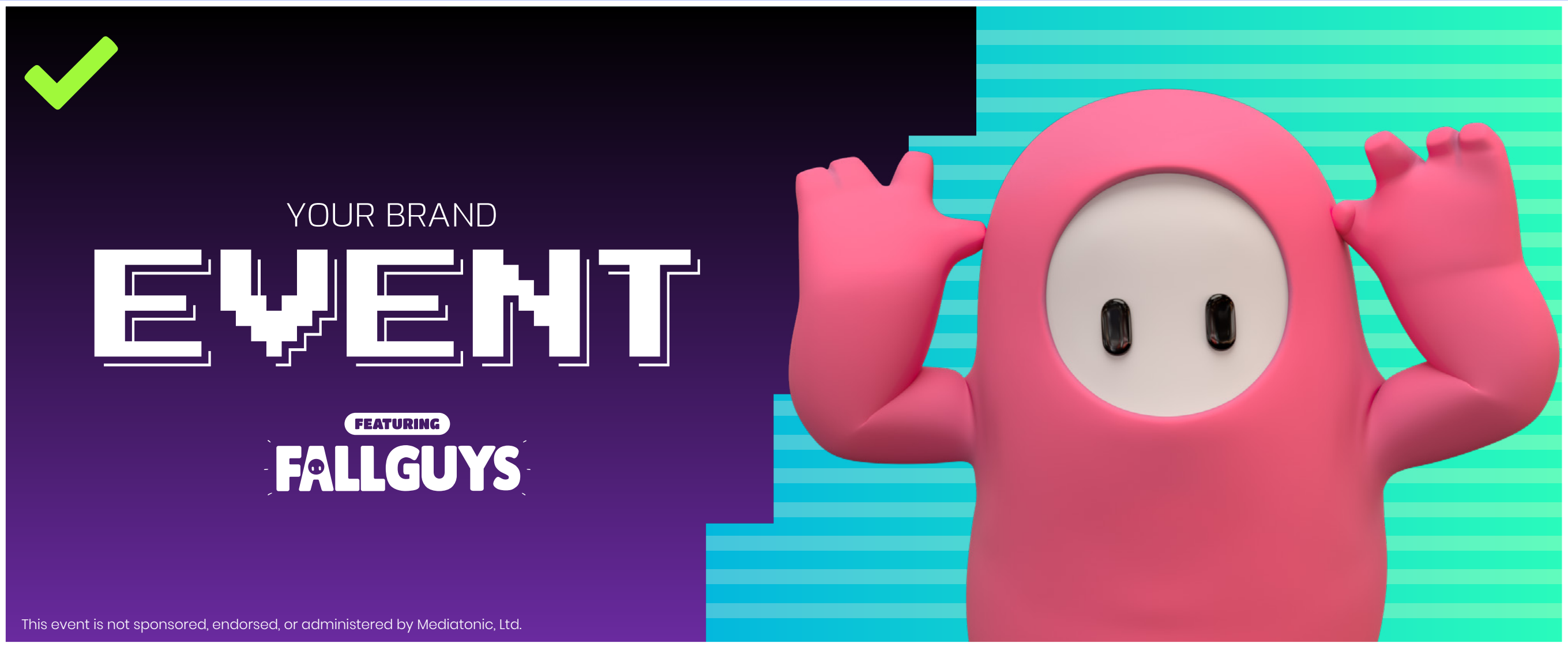
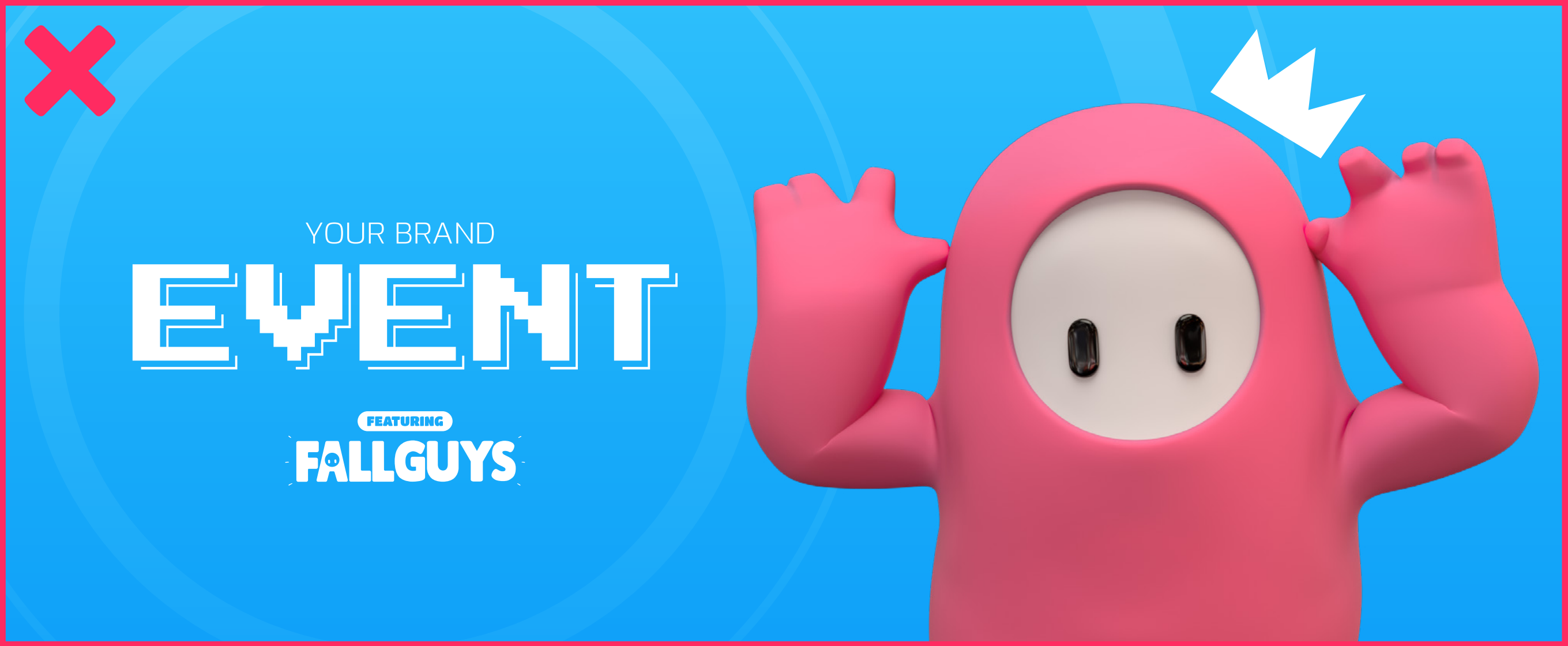
✗ YOUR EVENT NAME

✓ YOUR EVENT NAME

GUIDANCE

Your event should not resemble an official Fall Guys event.

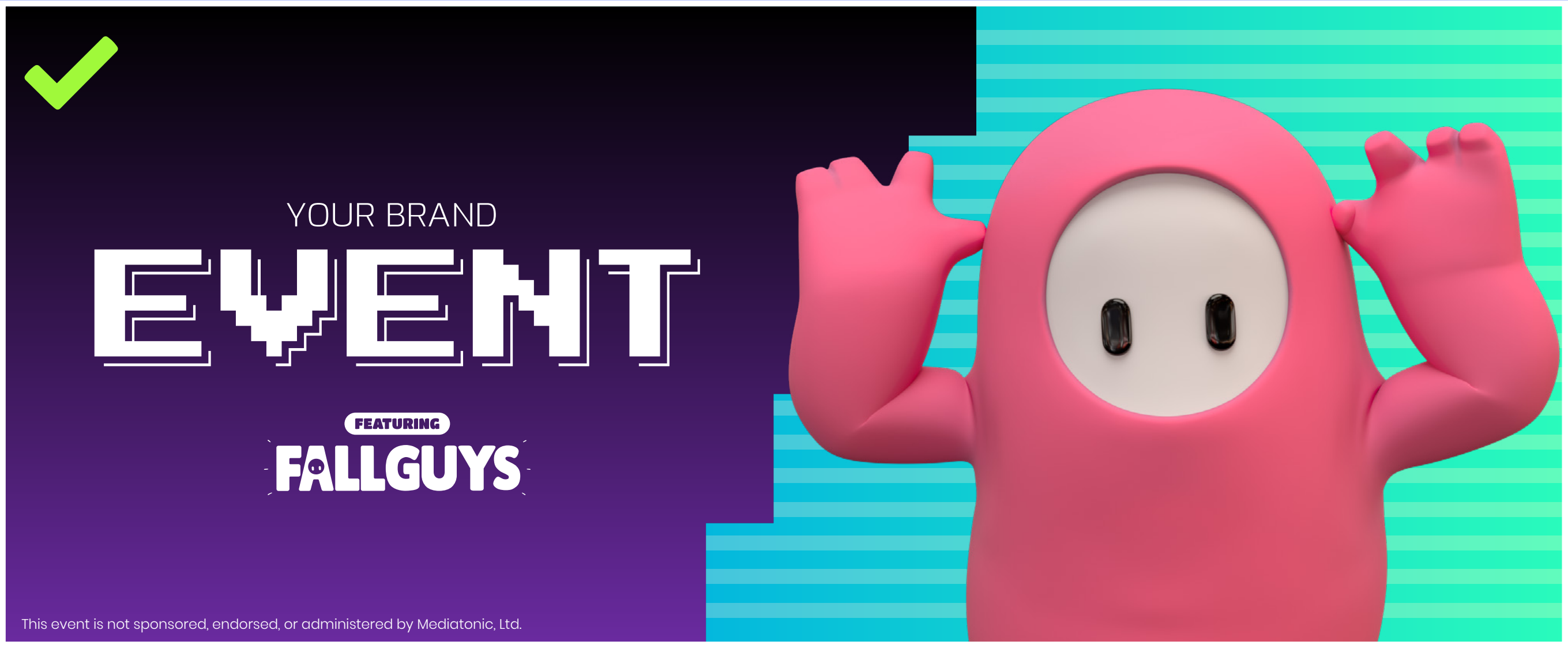
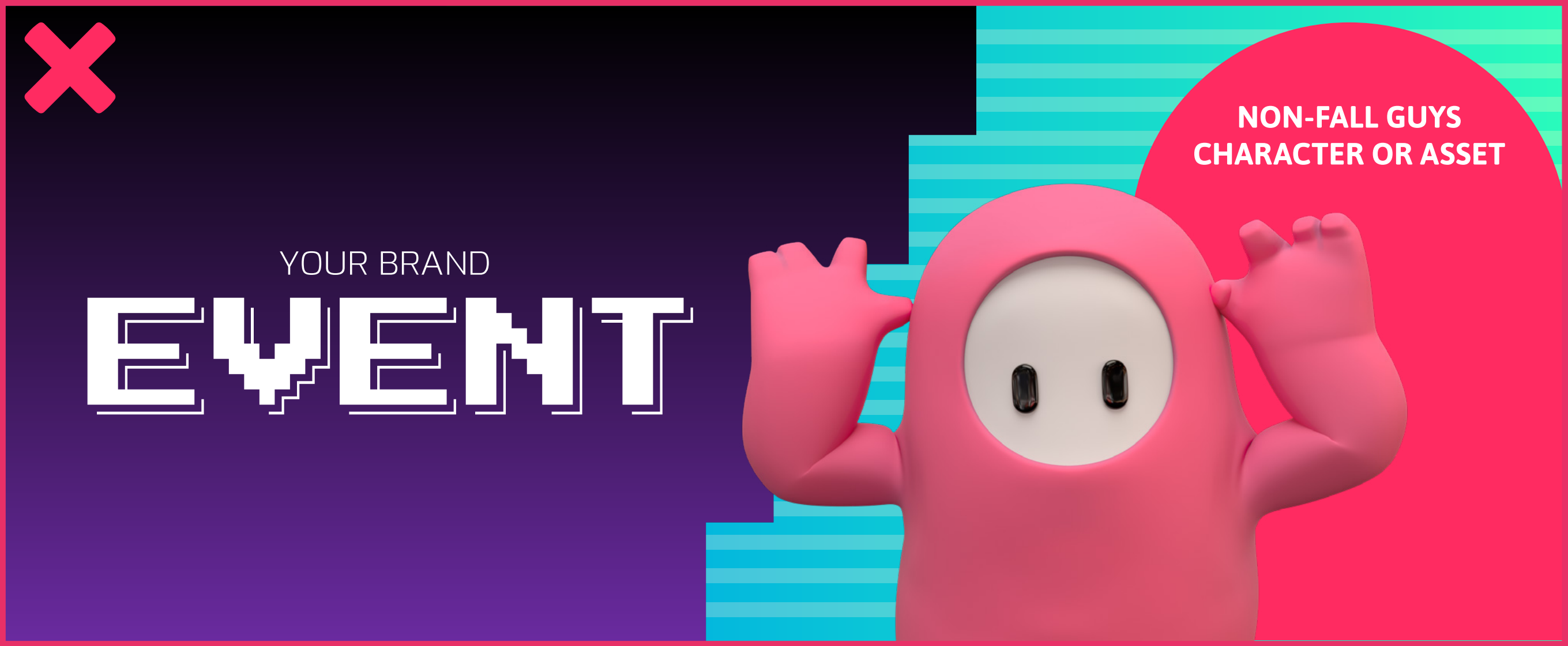
Do not use elements from our brand such as our: font, flourishes, face plates, crowns, backgrounds.



GUIDANCE

When Fall Guys characters are used in your event assets, the “Featuring Fall Guys” logo must be present.

Fall Guys characters and branding should not be mixed with branding or items from other IPs.



GUIDANCE

Do not crop or obscure the Fall Guys face plate in any way.

All artwork should feature a forward facing Fall Guy.

Fall Guys are all the same size, do not scale them to be different sizes to each other on the same asset.

Do not add props, weapons or items of clothing. Use character assets as provided.

Do not overlap logos with the characters.



GUIDANCE

Characters with visible text, numbers or symbols should not be mirrored.

Characters with costumes that are not symmetrical should not be mirrored.

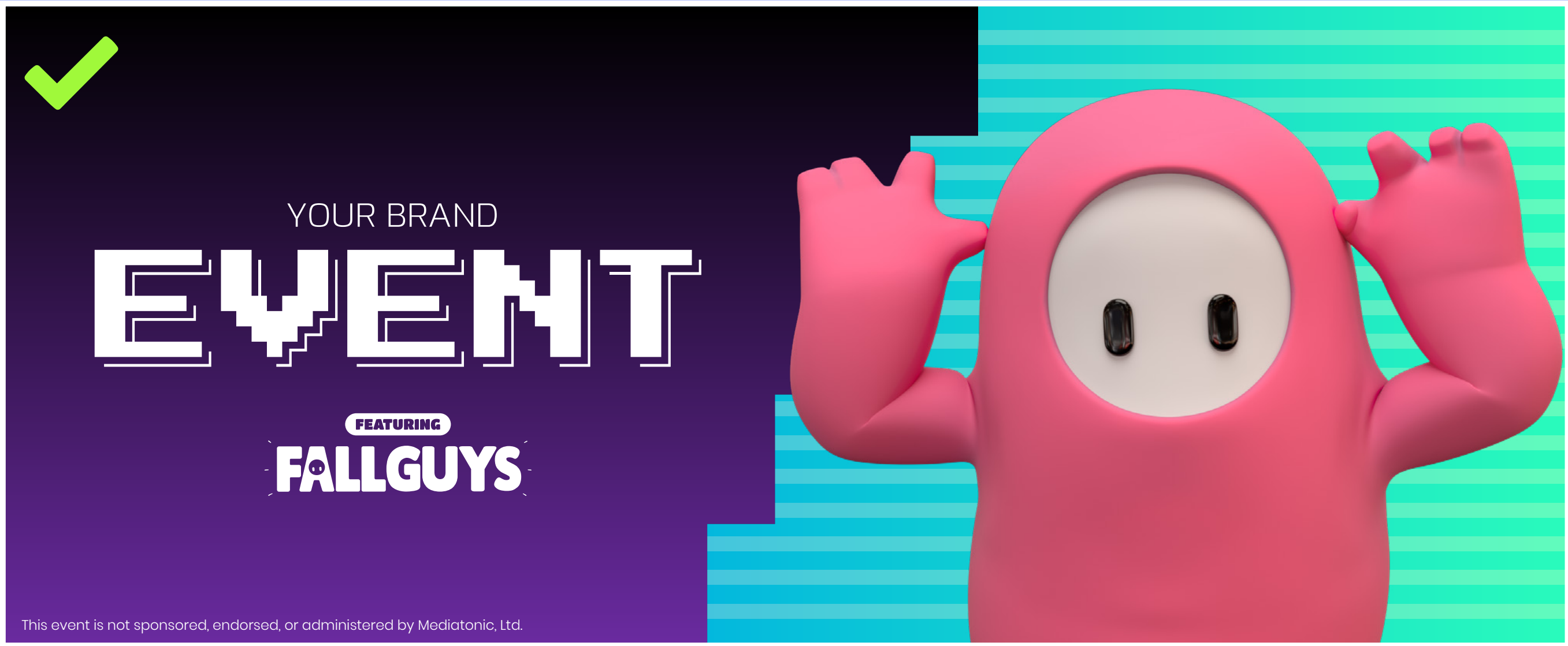
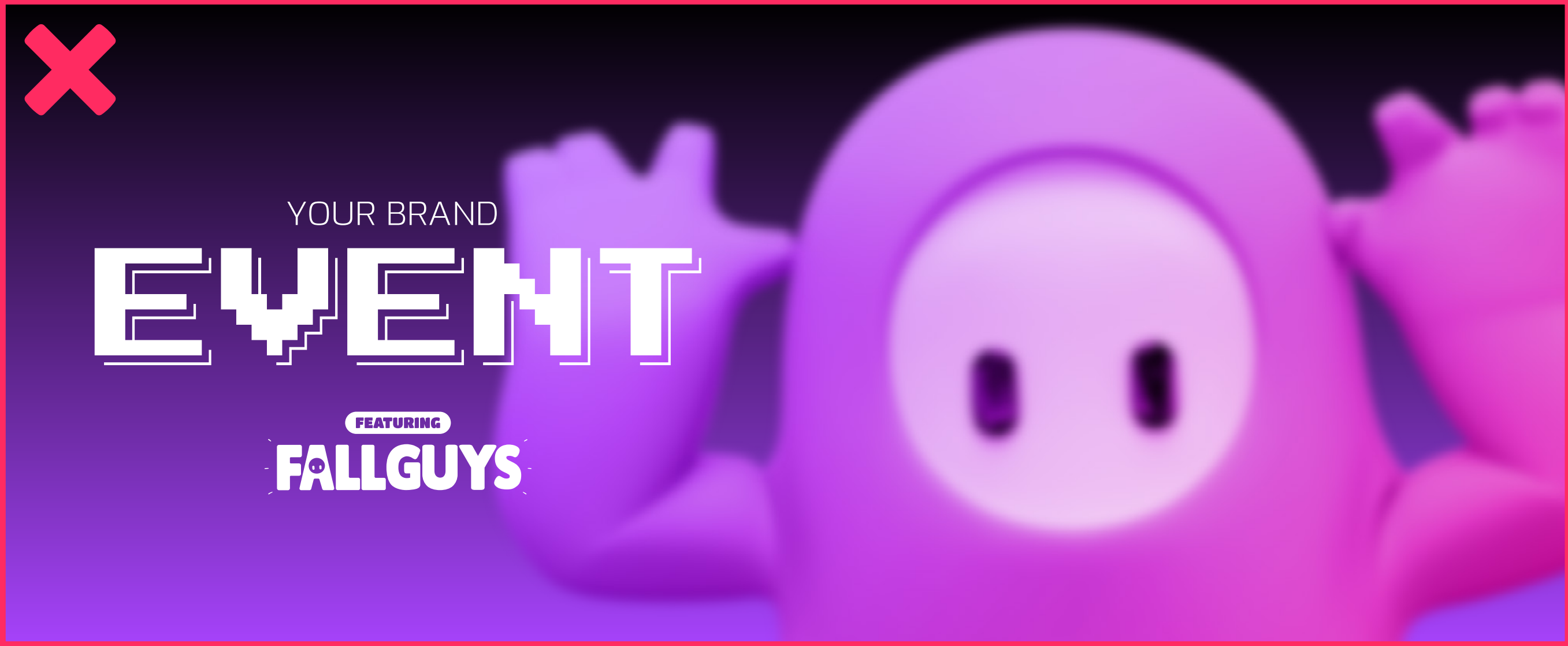


GUIDANCE

Characters should be used as is.

Do not recolour any Character or apply effects.

Any Fall Guys IP asset should not be used as a background element/texture.



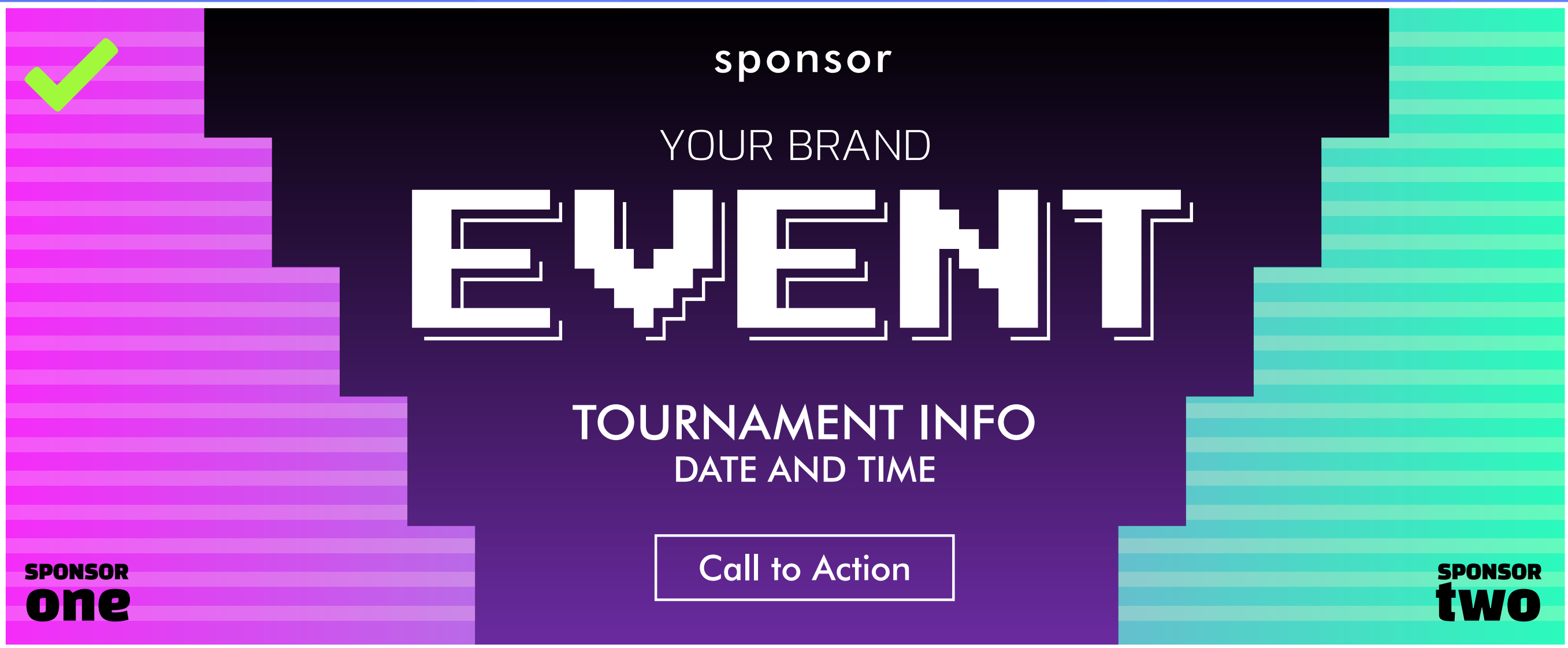
GUIDANCE

Only one sponsor that is integrated into your logo is allowed when using Fall Guys branding.

KEY NOTE

Please avoid using “Powered by” or “Presented by”.

If other sponsors are desired in your branding, ALL Fall Guys assets must be removed from the images. This includes the “Featuring Fall Guys” logo and Fall Guys characters.



GUIDANCE

Your on-site event **SHOULD NOT** resemble a Fall Guys event.

This includes, but is not limited to the following:

- Awards
- Booth design/build outs
- Fall Guys-themed fan activations such as photo booths, props or cosplayers.
- Merch: Do not use Fall Guys items or logos to create any of your merchandise (for sale or giveaway).

GUIDANCE

Any awards or trophy created for your event should not include any Fall Guys IP or try to represent any type of Fall Guys-related items - this includes the “Featuring Fall Guys” logo.

Trophies should be unique to your brand and/or event. The only time “Fall Guys” should appear on the item is as a descriptor.

GUIDANCE

All broadcast elements should feature your own branding and not use Fall Guys elements or branding from another IP.

This includes elements such as:

- Lower Thirds
- Intermission Screens
- Leaderboards/Results
- Video segments

Multiple sponsor logos should not be visible on any broadcast elements during a Fall Guys event.

Only one sponsor that is integrated into your logo is allowed.

GUIDANCE

Make sure your event follows the guidelines of our game rating.



All approved assets can be found in the link below.

If an asset is not included in the folder it, or any adaptation of it, is not approved for use.
We will update the folder contents as needed and without notice,
so be sure to check back regularly.

<https://epicgames.box.com/s/9abm140wk8qf6jue0g1i2q12tertdrkn>

Questions? go to our support page at
<https://support.fallguys.com/hc>.

This event is not sponsored, endorsed, or administered by Mediatonic, Ltd.





For approved partner use only.

© 2022 Mediatonic Limited. All rights reserved. The Mediatonic and Fall Guys marks, logos and characters are trademarks of Mediatonic Limited.