



EVOLUTION 3

BRAND GUIDELINES

HIGHLY CONFIDENTIAL - DO NOT SHARE

Contents

When creating assets for Jurassic World Evolution 3, it is important to capture the essence and attributes of this iconic brand. This guide will show you how to carry that throughout the different types of media, such as logo and key art application, as well as the use of colour, typography, imagery, tone of voice and other elements; ensuring brand consistency across all platforms.

This is a living document that will continue to be developed as we refine the brand further in the coming months.

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CREATIVE PILLARS

As part of our brand guidelines, we're introducing three key visual pillars - **Natural**, **Scientific & Technical**, and **Powerful** - to guide all creative work. **Natural** emphasizes authenticity and simplicity through organic elements. **Scientific & Technical** reflects precision and expertise, conveying authority and innovation. **Powerful** highlights strength and impact. By aligning with these pillars, we ensure our visual identity remains cohesive, compelling, and true to our core values.

1

Natural

Organic, Nurturing, Environmental, Authentic

2

Scientific & Technical

Precision, Innovation, Discovery

3

Powerful

Bold, Dangerous, Strong, Grand, Impactful

COLOUR PALETTE

Core Palette

Our core palette reflects our intentions to introduce more natural elements into the brand. The contrast and vibrancy takes cues from our technical UI whilst tones are inkeeping with our natural pillar.

RICH BLUE
#123C52

OFF-WHITE
#EEE6D2

POSITIVE GREEN
#61E38B

AMBER ALERT
#FE992C

ELECTRIC YELLOW
#FFE223

TYPOGRAPHY

CHAKRA PETCH BOLD

HELP
LIFE
FIND A
WAY

CHAKRA PETCH BOLD

ABC 123

DECOTURA ICG

ABC 123

CHAKRA PETCH SEMIBOLD

ABC 0123

CHAKRA PETCH LIGHT

ABC 123

CHAKRA PETCH MEDIUM

abc 0123

LARGE, BOLD
HEADLINES

ALTERNATIVE LARGE,
BOLD HEADLINES

SECONDARY, BOLD INFORMATION

Main Body Text - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris dapibus rhoncus turpis, sed molestie risus dictum eu. In hac habitasse platea dictumst. Vivamus tempus suscipit enim non vestibulum. dolor vitae elit auctor, at facilisis mauris pretium.

INFORMATIVE, PRECISE INFORMATION

TYPOGRAPHY

EVOLUTION 3

TYPOGRAPHIC

IMMERSION

To transport audiences into our universe, typography can be layered into screenshots and videos to create memorable, impactful visuals that show off our spectacular dinosaurs.

VISUAL COMPONENTS

Breaking Frame

Previously, our static marketing assets featured full-sized screenshots with titles and UI elements decorating the edges. For Anning, we propose occasionally breaking the frame by allowing dinosaurs to 'roam free.' This approach will make the content feel more dynamic, evolved, and immersive.

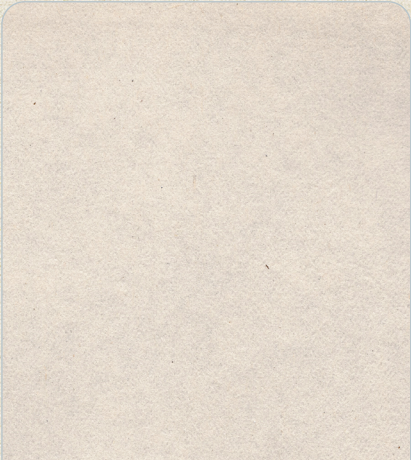




Rounded Edges

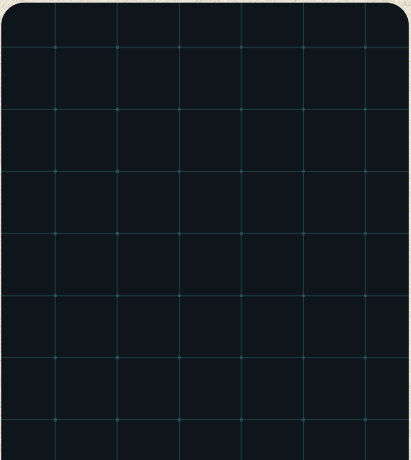
Previously, JWE used sharp corners across design and marketing, lending a technical and somewhat sterile feel. To add a more natural touch and enhance softness and approachability, we're introducing rounded corners for containers, which will frame content like screenshots and text, creating a cohesive and inviting visual style.

VISUAL COMPONENTS




Paper introduces a natural texture to our otherwise smooth and polished backgrounds, transforming assets from digital to tactile, with a sense of depth and texture.

Paper



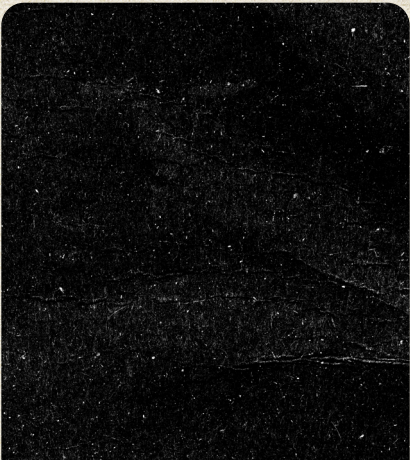
Grids are a recurring motif throughout our UI, reinforcing the structured and methodical nature of our brand. This element seamlessly aligns with our focus on Science and Technology.

Grids



Topography refers to the detailed representation of natural landforms, shaping two-dimensional patterns that reflect the diverse features of our biomes and terrain.

Topography



Grit adds a layer of texture and distress, giving design assets a more natural, lived-in quality and preventing them from feeling too sterile or refined.

Grit

LOGO

 EVOLUTION 3



JURASSIC WORLD

EVOLUTION 3

LOGO GUIDELINES

Core Logos

The Jurassic World logo represents the entirety of the franchise - past, present and future lending consistency to all Jurassic World content and products. It is a mark of authenticity and is the highest expression of the brand.

This full colour primary logo is to be used in almost every instance where possible, and is available as a fully editable PSD and PNG on various backgrounds.

Please note, to allow for a highly textured logo with various colouring and effects, the primary Jurassic World Evolution 3 logo was created in Photoshop and therefore a vector / AI version is not available.

CORE



CORE SECONDARY



LOGO GUIDELINES

Mono Logos

In situations where the primary full-color logo may not be ideal—such as in tight spaces or on complex backgrounds that affect legibility—we use a secondary mono landscape logo. This version is perfect for narrow horizontal banners and merchandise. It is also applied as the game's watermark on screenshots, videos, and social media assets (at 50% opacity).

The mono portrait logo should be used sparingly, for example, on t-shirts and other merchandise. For contrast, use the white logo on dark backgrounds and the black logo on light backgrounds. Both the landscape and portrait mono logos are vector-based, ensuring they remain fully scalable and printable at any size. These secondary mono logos are available in AI, EPS, and PNG file formats.

MONO WHITE



EVOLUTION 3

MONO LANDSCAPE WHITE



EVOLUTION 3

MONO BLACK



EVOLUTION 3

MONO LANDSCAPE DARK



EVOLUTION 3

LOGO GUIDELINES



Clear Space

We have minimum sizes that our logos should be used at. In most cases we should use the primary vertical logo but in some instances legibility and / or space restricts the use of the primary logo, therefore the secondary landscape logo maybe the best usage case.

It is also important that the logo has space to breathe. The clear space measurement is the height of the '3' and should be used around the full edge of the logo.

MINIMUM SIZING



20mm - 75px



CLEAR SPACE



HEIGHT
OF '3'

HEIGHT
OF '3'

HEIGHT
OF '3'

LOGO GUIDELINES



Improper Uses

The Jurassic World logo represents the brand and delivers on the experiences audiences want. This mark is among the most iconic and recognized on the globe and serves as the sole visual entry point to all aspects of the franchise. The Jurassic World Evolution 3 logo has been carefully constructed, with everything being considered down to the smallest detail and it must not be misused in any way. The highlighted rules here apply to all associated Jurassic World and Jurassic World Evolution logos.



DON'T change the dinosaur or logo fonts.



DON'T recolour any part of the logo.



DON'T stretch unproportionally or reshape any part of the logo.



DON'T tilt or skew any part of the logo.



DON'T place on backgrounds that impact legibility.



DON'T resize or rearrange any part of the logo.

LEGAL LINES & RATINGS

Legal Lines

Jurassic World Evolution 3 legal lines to be used where necessary:

Jurassic World Evolution 3 © 2025 Universal City Studios LLC and Amblin Entertainment, Inc. All Rights Reserved. © 2025 Frontier Developments plc. All rights reserved.

Please add the following Playstation legal lines when using any assets which mention or advertise on the specific platform:

@ 20_ _ Sony Interactive Entertainment LLC. "Playstation Family Mark", "Playstation", "PS5 Logo", "PS5", "PS4 Logo", "PS4", "Playstation Shapes Logo" and "Play Has No Limits" are registered trademarks or trademarks of Sony Interactive Entertainment inc.

For clarity, it should look like this:

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**RATINGS
COMING SOON**



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