



HOMEWORLD 2 Logo Guidelines

January 2003

DEFINITION

There are three representations of the Homeworld 2 logo: (1) stylized text of the title, "Homeworld 2", (2) a symbol of the "Angel Moon" with, stylized text of the title, "Homeworld 2", (3) the symbol of the "Angel Moon" by itself. To maintain the integrity of the logos, the relative size and position of these elements must not be altered. HOMEWORLD is a registered trademark of Sierra Entertainment. It should always be indicated as such on the same page that the logo(s) appear. Homeworld 2 should not be referred to as Homeworld II, HWII, HOMEWORLD., or Homeworld2. The official product name is Homeworld 2, however the abbreviation HW2 is acceptable. The Homeworld 2 logo can be used by anyone to refer to Homeworld 2 so long as they adhere to the rules of presentation described in this document.

CONFIGURATIONS

There are 9 approved versions in total of the Homeworld 2 logos: grayscale, black & white, and full color for each type of logo described above. The version of the logo used should match the media it is being used with. For example, full color materials should use the full color logo. Web pages with no color content and documents that support gray should use the grayscale logo. Black and white applications, such as newspapers, ads, and flyers, should use the black and white logos. Which logo is used does not matter, as long as one of them is being used. Web-ready versions of the logo are available at <http://www.relic.com/corp/mediacentre.php>.

USING THE Homeworld 2 LOGO

The Homeworld 2 logos may be used by anyone to refer to Homeworld 2 on media like webpages or magazine articles. The first time Homeworld 2 is mentioned in text, the name should be written in all caps (HOMEWORLD 2), to acknowledge that it is a trademark of Sierra Entertainment. It must be clear that the user is not affiliated with Sierra Entertainment or Relic Entertainment and any material accompanying the logo is not official press material from Sierra Entertainment or Relic Entertainment, unless actually provided to you by a representative of Relic or Sierra. It cannot be used out of context, and Sierra Entertainment or Relic Entertainment reserve the right to revoke the right to use the Homeworld 2 logos on incorrect or inflammatory material or for any reason, at any time.

Always use the official electronic artwork provided by Sierra Entertainment or Relic Entertainment. Do not alter the Homeworld 2 logo in any way. Do not translate or localize the Homeworld 2 logo. Do not animate, mutate, or otherwise distort it. You may shrink the Homeworld 2 logo to fit a particular application, but you may not shrink it until any part of it is illegible. You cannot scale up an electronic version of the logo or use a pixilated image. The Homeworld 2 logos cannot be used in any way for profit. It cannot be used on T-shirts or other unofficial merchandise, flyers or other promotional material without the written approval of Sierra Entertainment.



For more info: www.homeworld2.com
© 2002 Relic Entertainment
© Sierra Entertainment, Inc.





PRESENTATION

COLOR:

The color logos may be used on a black or white background. The supplied layered Photoshop bitmap files may be used for this purpose:



GRAYSCALE:

The grayscale logo must be used on a white background. The supplied layered Photoshop bitmap files may be used for this purpose: (NOTE: The grayscale logo may not be approximated using a black & white process. The black & white logo must be used in those cases)



BLACK & WHITE:

The black & white logo may appear as white on a black background or as black on a white background. The supplied EPS file contains all necessary art and may be used for this purpose.



For more info: www.homeworld2.com
© 2002 Relic Entertainment
© Sierra Entertainment, Inc.

