

CALL^{OF} DUTY[®] BLACK OPS 7

BRAND STYLE GUIDE



LOGO BRANDING

CALL OF DUTY[®]
BLACK OPS 7

LOGO

The logo carries forward the updated brand guidelines look from 2023. While a new typeface has been used, the overall form factor calls back to a sense of nostalgia within the original Black Ops Keyart.

The height of the typography, the weighting between the alpha and the bravo marks, and the singular use of the branded orange all draw on a sense of visual lineage within the series.

This strategy positions the mark to generate recall for players that had hands on with B01 and builds an inherited connection to the brand for new players.

ALPHA

BRAVO



BRAVO IS 52% OF ALPHA HEIGHT

#f96800



PRIMARY LOGO - NEGATIVE

This logo should be used when ever possible.



1 COLOR LOGO - NEGATIVE

This logo should only be used on dark backgrounds and when the primary full color logo i s prohibited.



PRIMARY LOGO - POSITIVE

This logo should be used when ever the primary negative logo can't be used due to visibility issues.



1 COLOR LOGO - POSITIVE

This logo should only be used on light backgrounds and when the primary full color logo is prohibited.



SAFE SPACE

Use the “7” by placing a copy of it on all four sides to establish the safe spacing the brand logo requires!



Don't flip horizontally or vertically



Don't change the layout



Don't add special effects



Don't rotate clockwise or counter-clockwise



Don't delete any parts of the logo



Don't change the sizing relationship



Don't stretch horizontally or vertically



Don't change the brand colors



Don't change the perspective



CHIMERA ICON

The Chimera icon is the evolution of the Cerberus AND Black Ops shield and recall the handmade unit badging used by early covert operations units created and worn by worn special operators.

The mythological image of the multi-headed beast is a symbol of power and stealth that aligns with the series' focus on covert military operations and special forces.

This hand built look and feel becomes our anchor point for the black ops legacy.



BRAND ICON - NEGATIVE

This icon should be used whenever possible.



1 COLOR ICON - POSITIVE

This icon should only be used on light backgrounds and when the full color logo is prohibited.



Don't flip horizontally or vertically



Don't change the brand colors



Don't stretch horizontally or vertically



Don't add special effects



Don't add special effects

CALL^{OF}DUTY[®]
BLACK OPS 7
CROSS-GEN BUNDLE

CROSS-GEN BUNDLE LOGO

This logo should be used only with the Primary Keyart when it is advertising the Cross-Gen Bundle. Logo should never be seen on the Vault Edition Keyart.

CALL^{OF}DUTY[®]
BLACK OPS 7
VAULT EDITION

VAULT EDITION LOGO

This logo should be used with the Vault Edition Keyart. Logo should never be seen on the Primary Keyart.



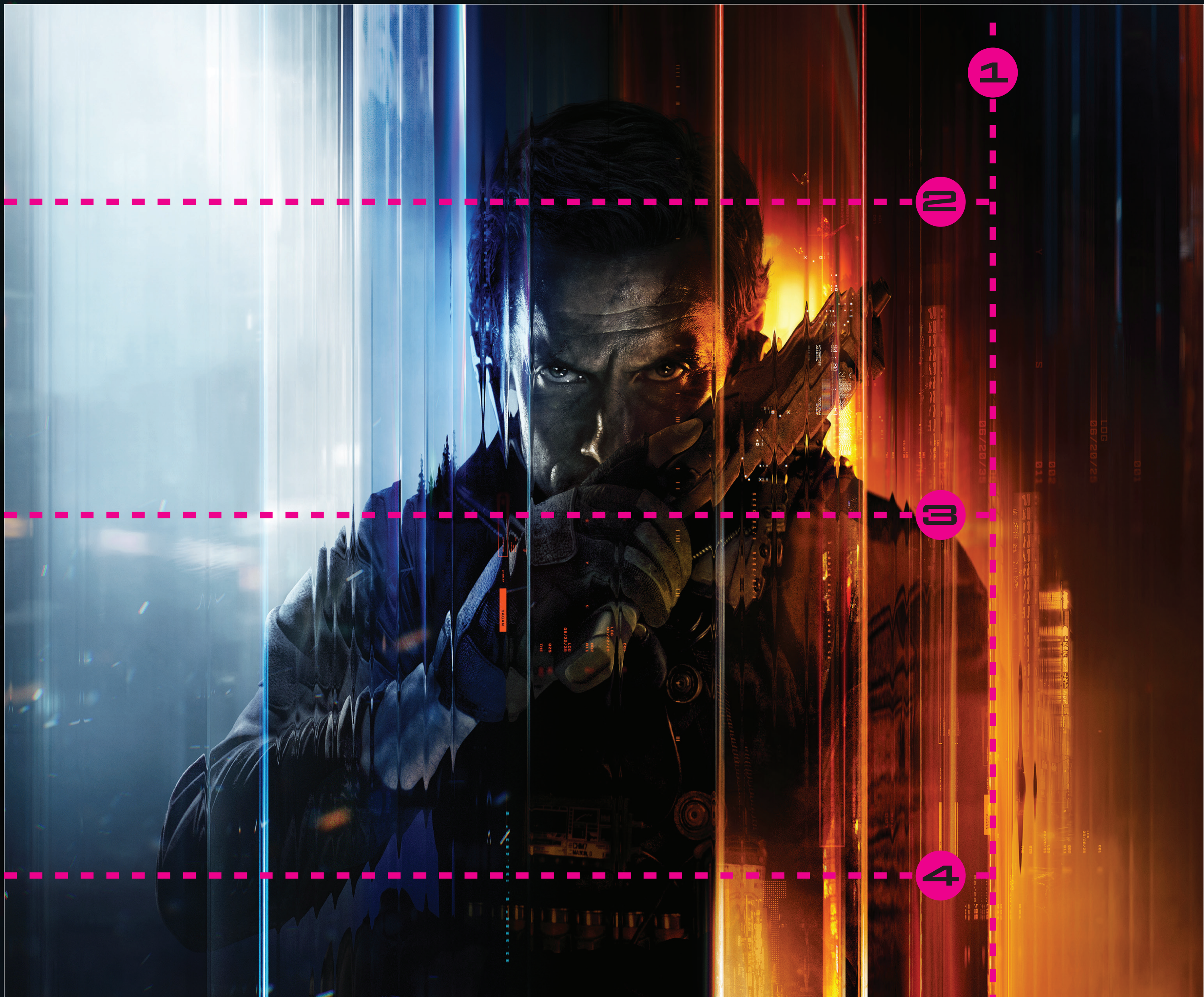
KEYARTS



PRIMARY KEYART

16x9 | Crop

16x9 horizontal formatting should always be represented with the logo placed in the center of the operator.



CROP GUIDELINES

CUSTOM CROPPING

If none of the pre determined crops work for the keyart placement here are some rules that must be applied when cropping the keyart.

1. Be cognizant of the operators left arm/shoulder as it looks wonky and has a hard line. We want to punch in as much as we can to crop at the arm.
2. Do not crop lower than the first curl of the operator. Cropping lower causes an issue of having the operator appearing to have a large forehead.
3. Do not crop higher than between the middle & ring finger. Also do not place anything above the ring finger and should be either placed below or offset to the left or right of the operator.
4. Avoid cropping below this part of the waist.



ULTRA WIDE FORMAT

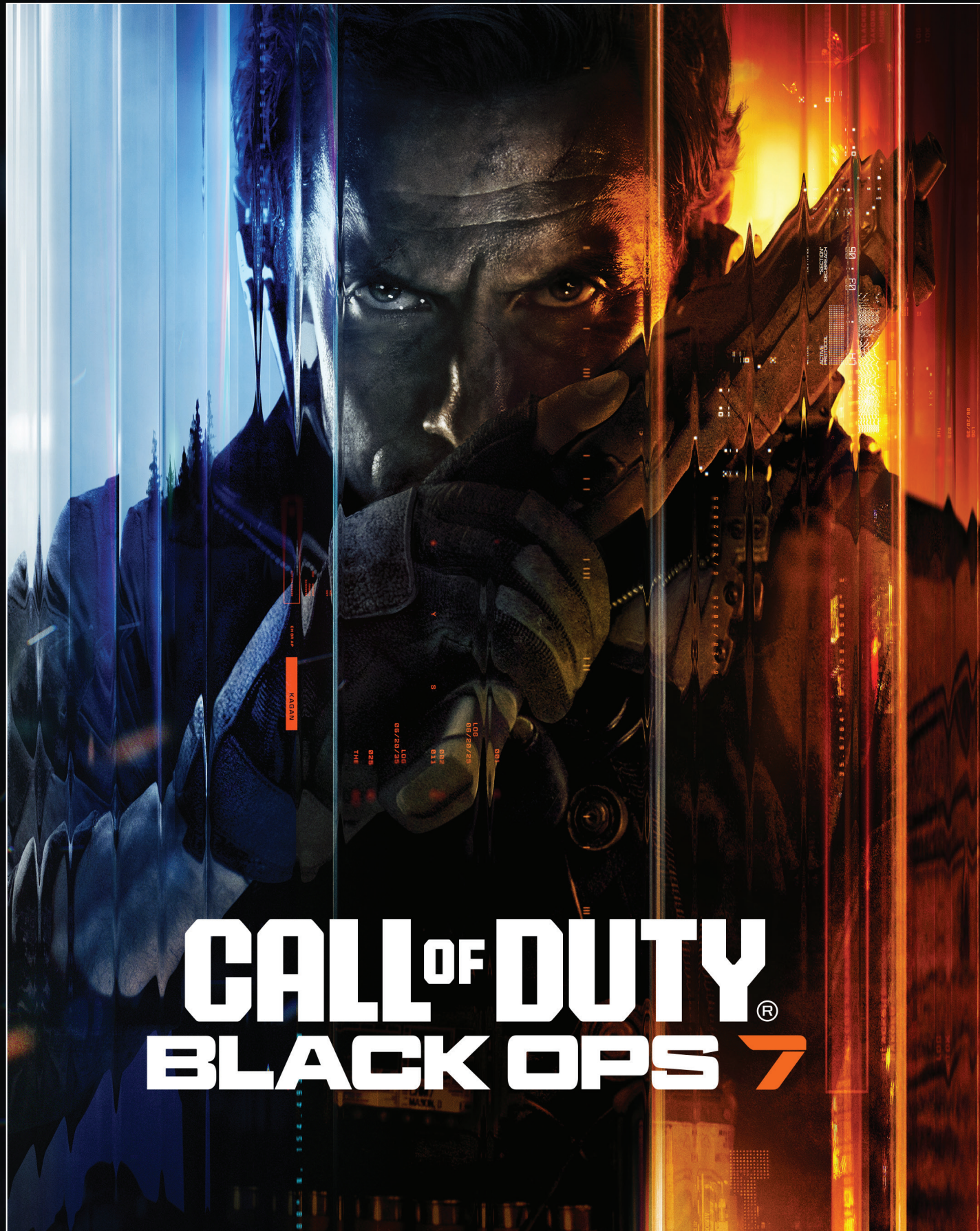
OVERWORKED | Crop

Horizontal formatting with additional side artwork when needed for wider builds.



1x1 | Crop

1x1 crop should always be represented with the logo placed in the bottom of the operator. But staying clear of the orange bar.



4x5 | Crop

4x5 cropping should always be represented with the logo placed in the bottom of the operator. But staying clear of the orange bar.



9x16 | Crop

9X16 cropping should always be represented with the logo placed in the bottom of the operator. But staying clear of the orange bar.



WEAPON OBSCURED

16x9 | Crop

Weapon obscured Keyart should be used when placement requires a weapon safe placement. It should always be represented with the logo placed in the center of the operator.



ULTRA WIDE FORMAT

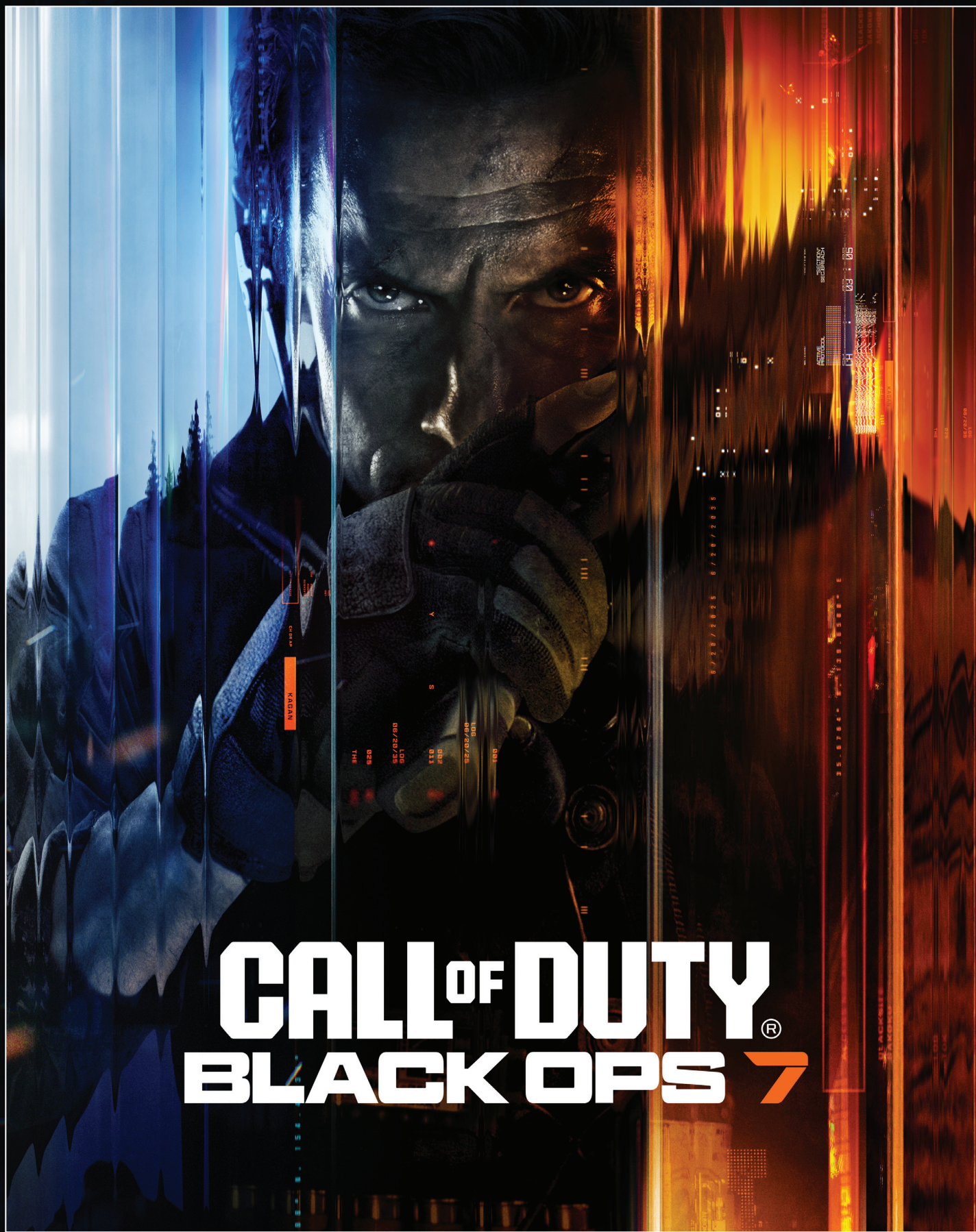
OVERWORKED | Crop

Horizontal formatting with additional side artwork when needed for wider builds.



1x1 | Crop

1x1 crop should always be represented with the logo placed in the bottom of the operator. But staying clear of the orange bar.



4x5 | Crop

4x5 cropping should always be represented with the logo placed in the bottom of the operator. But staying clear of the orange bar.



9x16 | Crop

9X16 cropping should always be represented with the logo placed in the bottom of the operator. But staying clear of the orange bar.



VAULT EDITION KEYART

16X9 | Crop

Primary vault edition keyart that represents the premium SKU of Black Ops 7. Keyart should only be used when marketing the premium SKU of the game.

16x9 cropping should always be represented with the logo placed on the chest of the operator Emma.



VAULT EDITION KEYART

OVERWORKED | Crop

Horizontal formatting with additional side artwork when needed for wider builds.



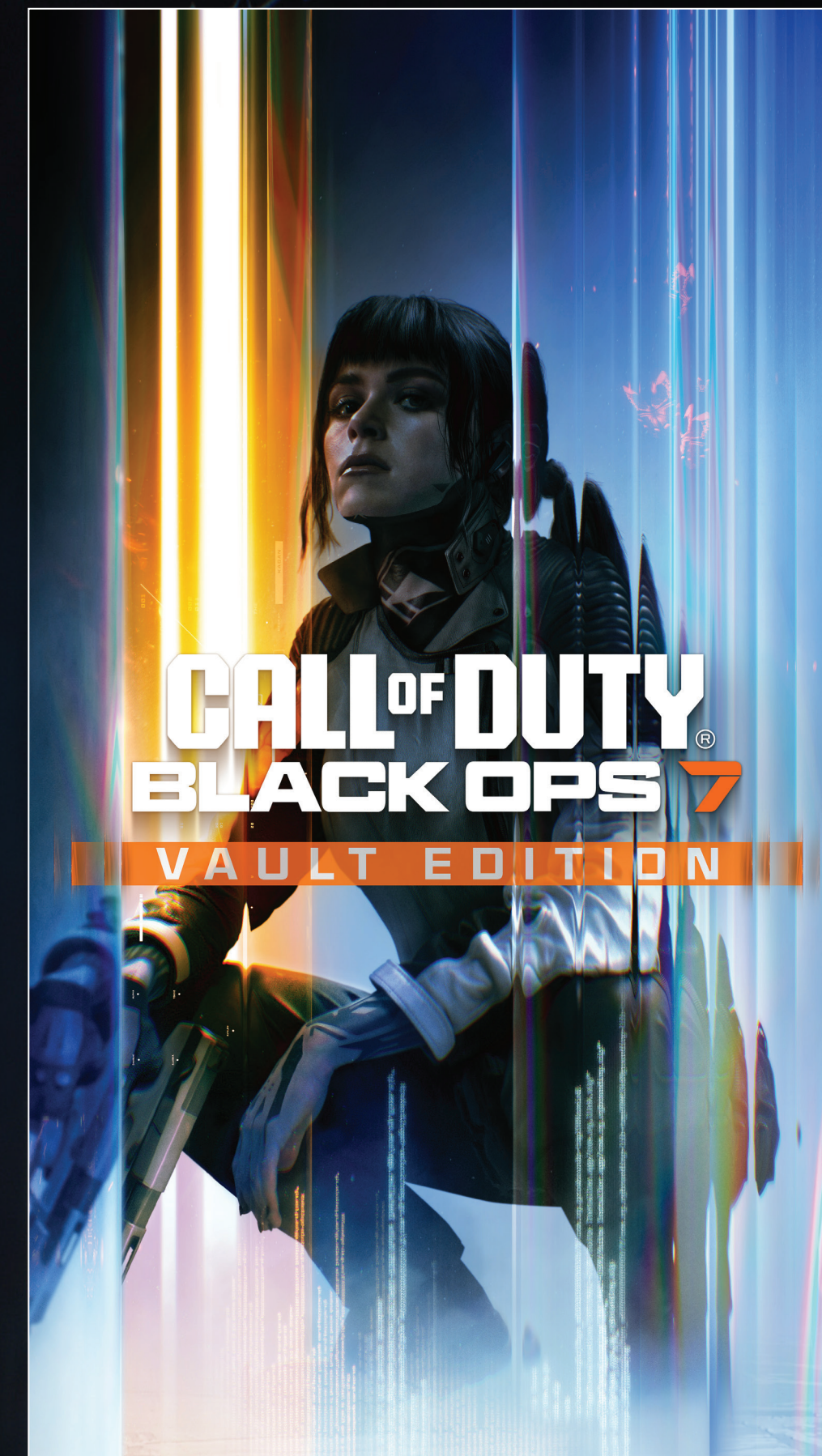
1x1 | Crop

1x1 cropping should always be represented with the logo placed on the chest of the operator Emma.



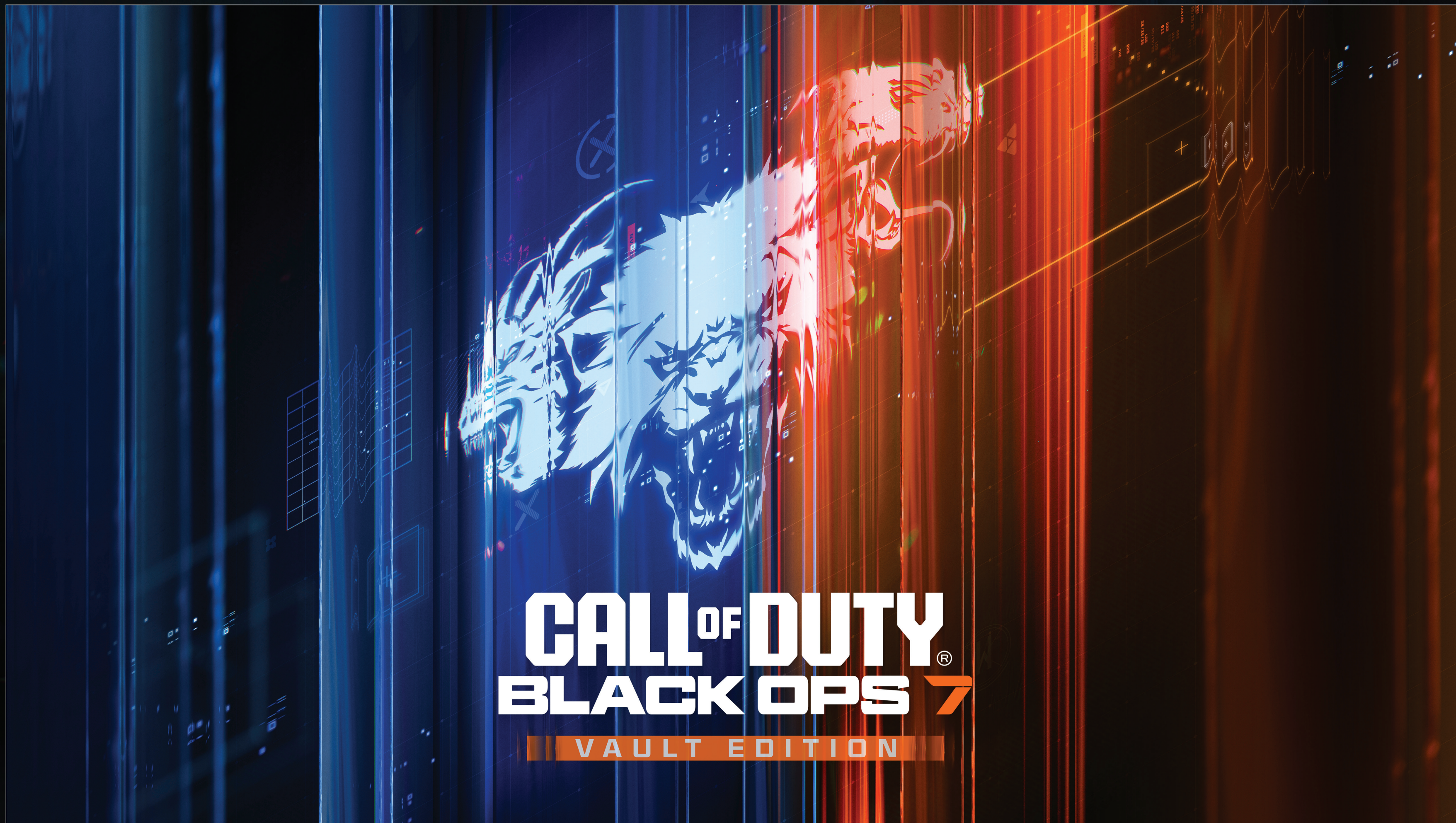
4x5 | Crop

4x5 cropping should always be represented with the logo placed on the chest of the operator Emma.



9x16 | Crop

9X16 cropping should always be represented with the logo placed on the chest of the operator Emma.

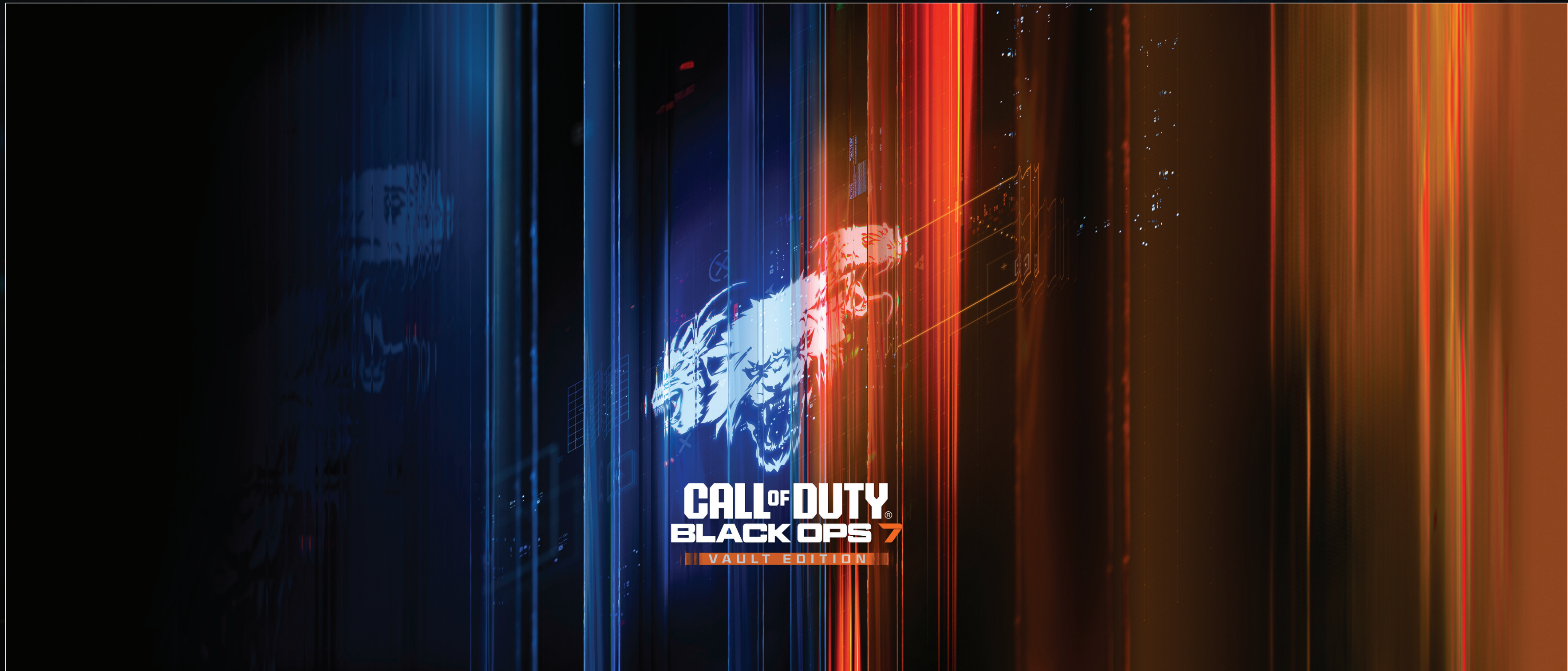


VAULT EDITION KEYART

16X9 | Crop

Secondary vault edition keyart that represents the premium SKU of Black Ops 7. Keyart should only be used when marketing the premium SKU of the game.

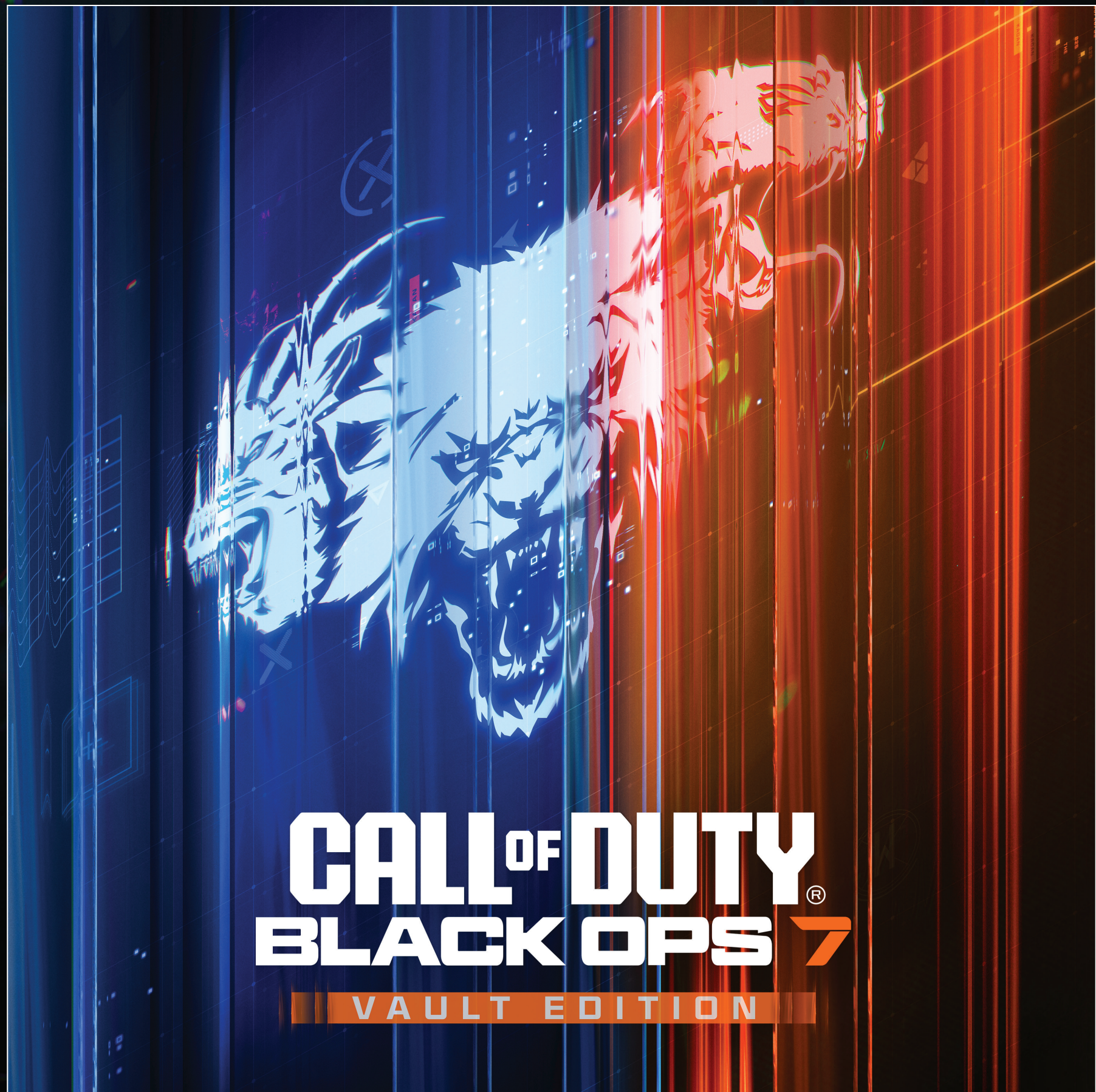
16x9 cropping should always be represented with the logo placed underneath the Chimera Icon.



VAULT EDITION KEYART

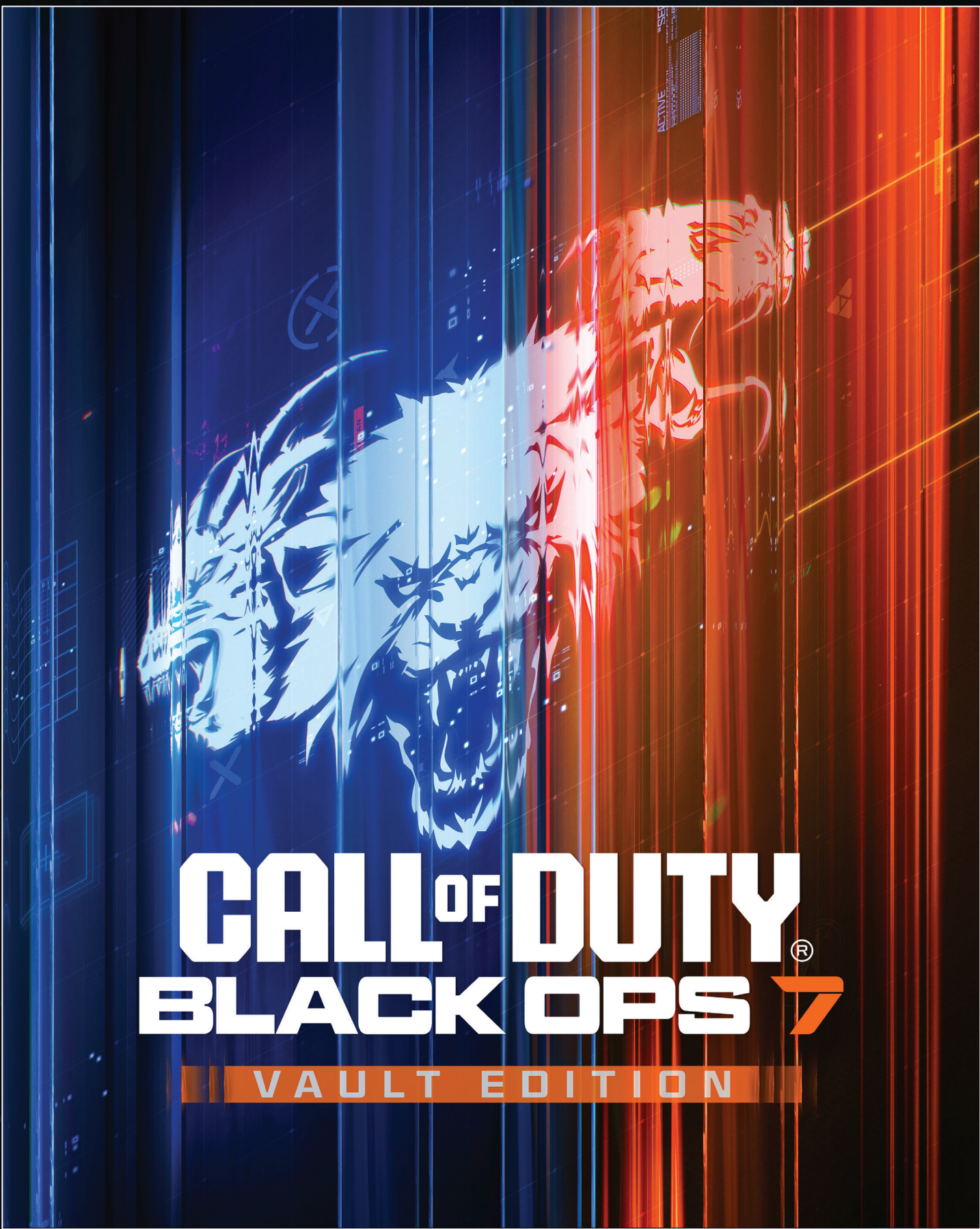
OVERWORKED | Crop

Secondary vault edition keyart. Horizontal formatting with additional side artwork when needed for wider builds.



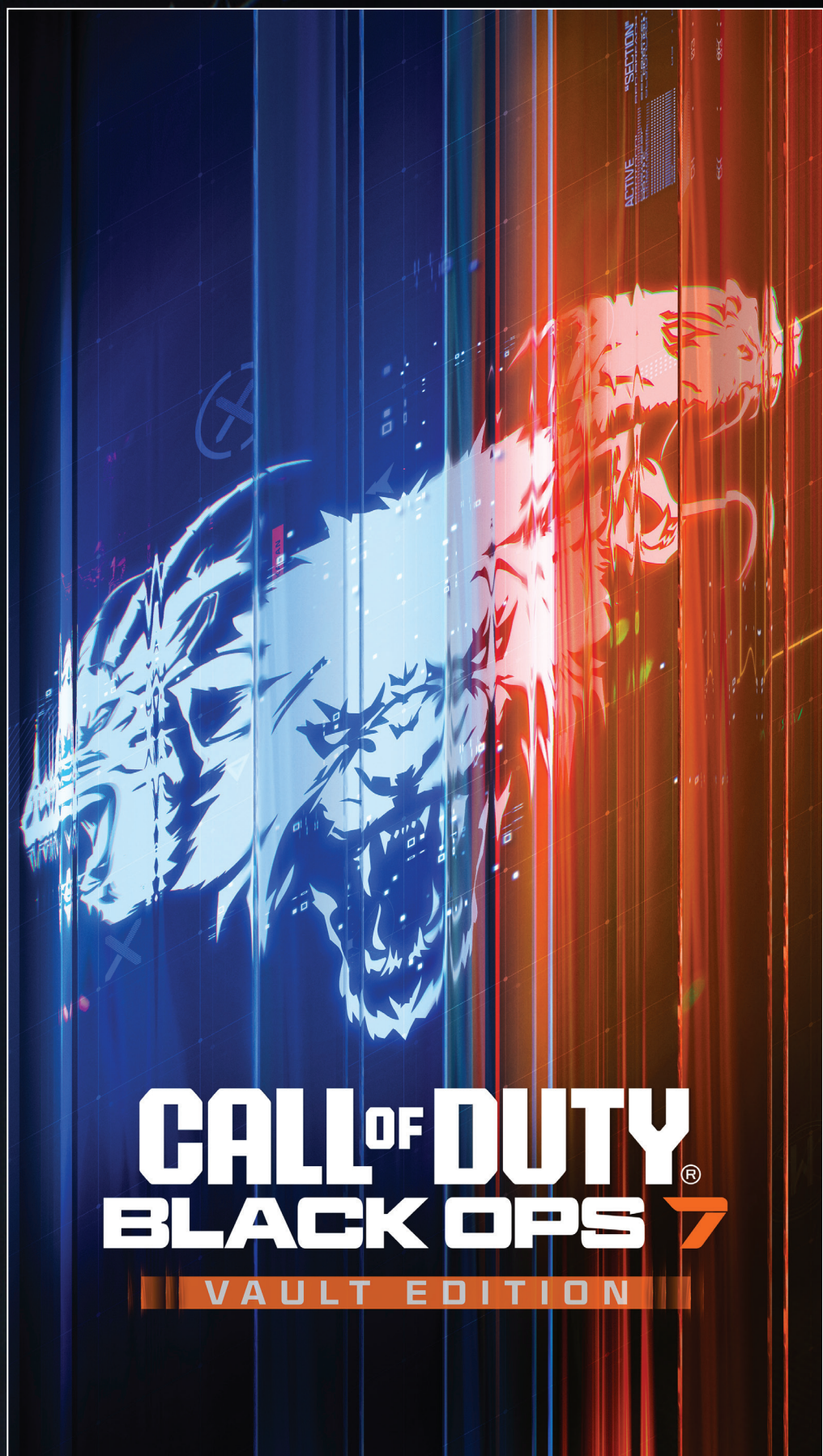
1x1 | Crop

1x1 cropping should always be represented with the logo placed on the chest of the operator Emma.



4x5 | Crop

4x5 cropping should always be represented with the logo placed on the chest of the operator Emma.



9x16 | Crop

9x16 cropping should always be represented with the logo placed on the chest of the operator Emma.

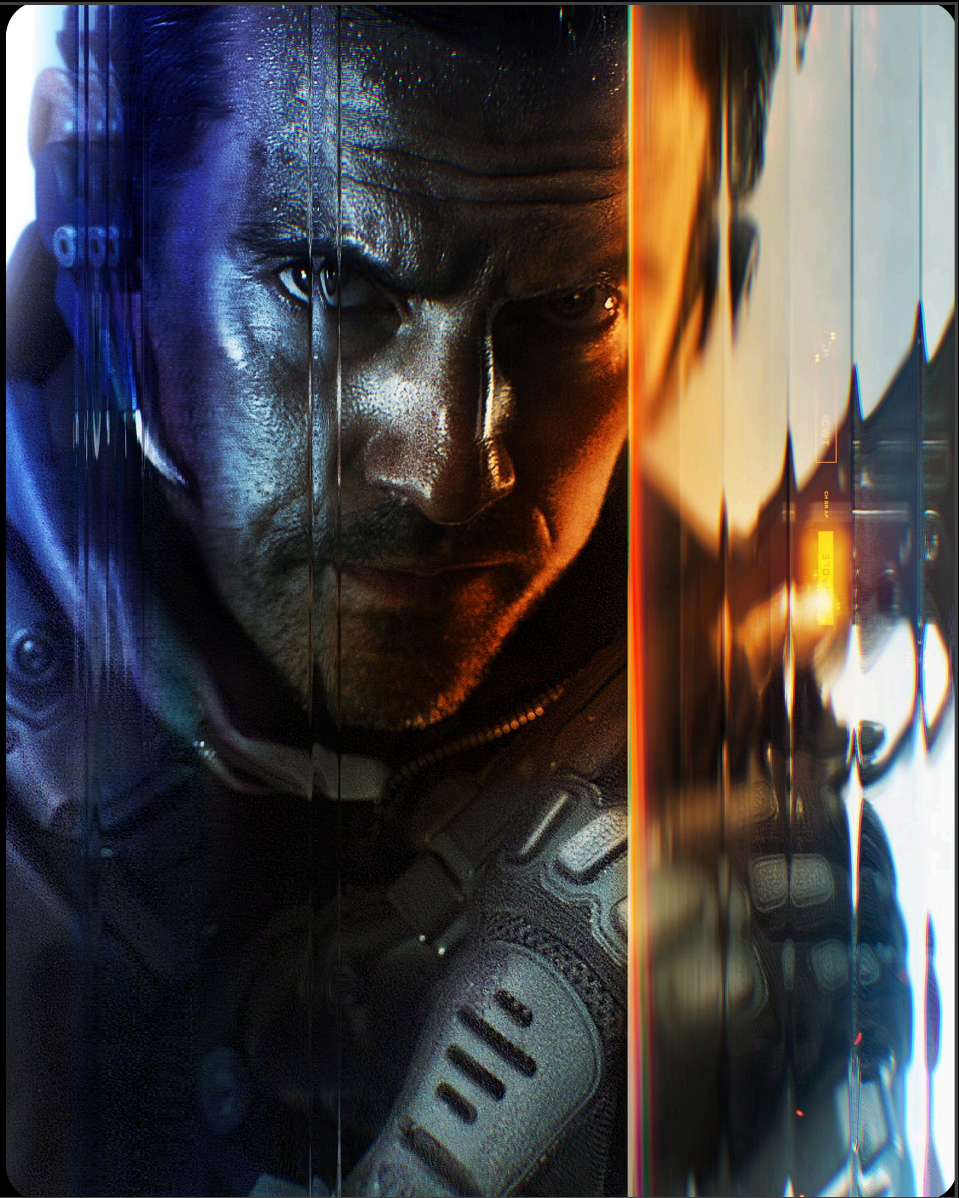
COLOR





#003DA5

#F96800



CALL OF DUTY® BLACK OPS 7

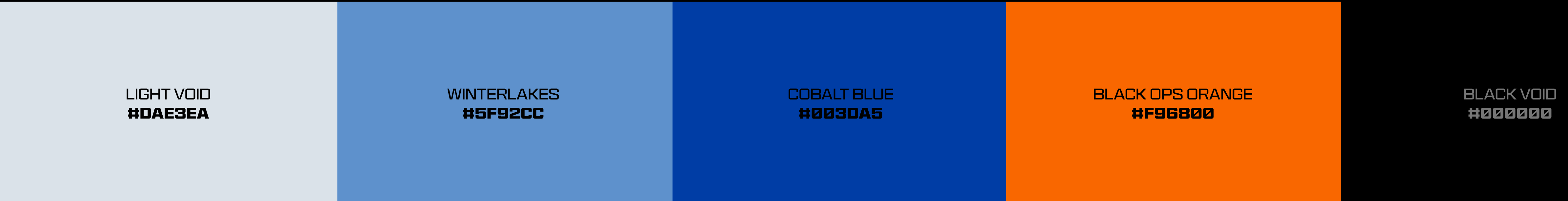


COLOR USAGE WITHIN THE VISUAL IDENTITY

The color palette in the primary key art for Black Ops 7 leans heavily into the motif of fractured perception, anchored by a luminous, mind-bending glass effect that distorts reality and warps identity. A cold, Winterlakes **#5F92CC** blue dominates the composition, symbolizing disorientation and technological interference. This blue progressively deepens into shadows and black, reflecting the series' descent into psychological warfare and moral ambiguity.

Against this shifting spectrum, the franchise's signature orange punctuates the scene as a controlled accent, subtle yet deliberate. It grounds the chaos with brand familiarity, threading legacy into evolution. These orange highlights are used surgically: on symbols, light leaks, or digital data reflected in the glass itself.

The usage of Winterlakes **#5F92CC** blue should always be contrasted through the use of Cobalt Blue **#003DA5**, and a darkening of the space into an abstract void. Winterlakes is our transition point between our Light Void **#DAE3EA** and Black Void **#000000**. It is accented with a burst of the signature Black Ops Orange **#F96800**.



WINTERLAKES
#5F92CC

LIGHT VOID
#DAE3EA

COBALT BLUE
#003DA5

BLACK OPS ORANGE
#F96800

BLACK VOID
#000000



LIGHT VOID
#DAE3EA

WINTERLAKES
#5F92CC

COBALT BLUE
#003DA5

BLACK OPS ORANGE
#F96800

BLACK VOID
#000000

BLACK VOID
#000000

BLACK OPS ORANGE
#F96800

WINTERLAKES
#5F92CC

COBALT BLUE
#003DA5



LIGHT VOID
#DAE3EA

WINTERLAKES
#5F92CC

COBALT BLUE
#003DA5

BLACK OPS ORANGE
#F96800

BLACK VOID
#000000

When showing the Vault Icon, the icon itself takes on the tone of Winterlakes #5F92CC blue through the use of layered glass pillars, against Cobalt Blue #003DA5, and a darkening of the space into the abstract void.

BLACK VOID #000000	COBALT BLUE #003DA5	WINTERLAKES #5F92CC	BLACK OPS ORANGE #F96800	BLACK VOID #000000
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LIGHT VOID #DAE3EA	WINTERLAKES #5F92CC	COBALT BLUE #003DA5	BLACK OPS ORANGE #F96800	BLACK VOID #000000
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MISC. ITEMS

CALL^{OF}DUTY[®] BLACK OPS 7

W I S H L I S T N O W

CTA BAR

CTA bar should use the
hex color code **#003da5**
at a 50% opacity.

This opacity allows some
of the BG elements to
come through.

#003da5



CTA BAR ON KEYART

16X9 | Crop

CTA Bar should always placed
underneath the logo.

PRE-ORDER AND GET
BETA EARLY ACCESS*

HITMARKER VF

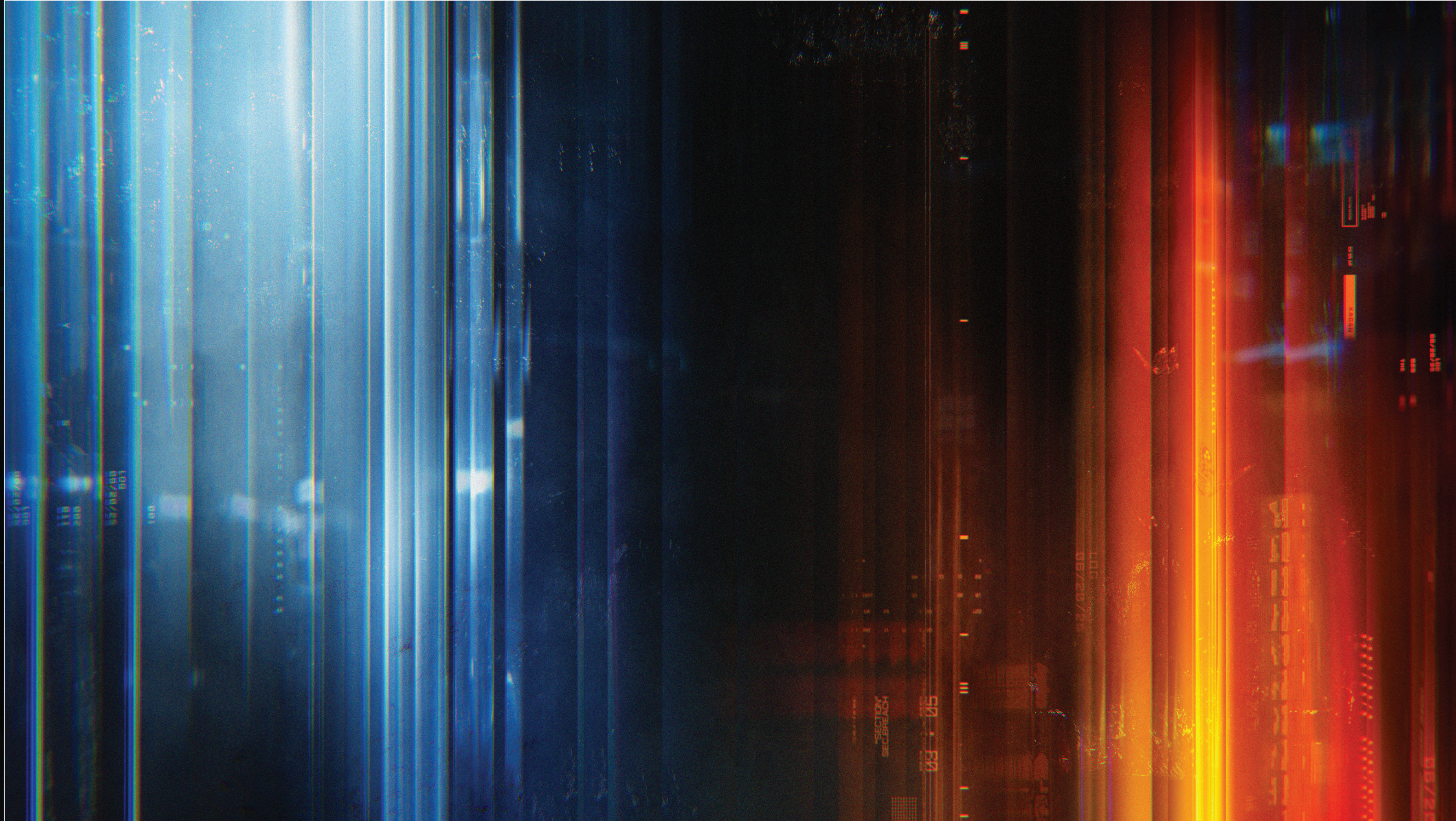
Font Style: NORMAL LIGHT

Font Tracking: 485

HITMARKER VF

Font Style: CONDENSED MEDIUM

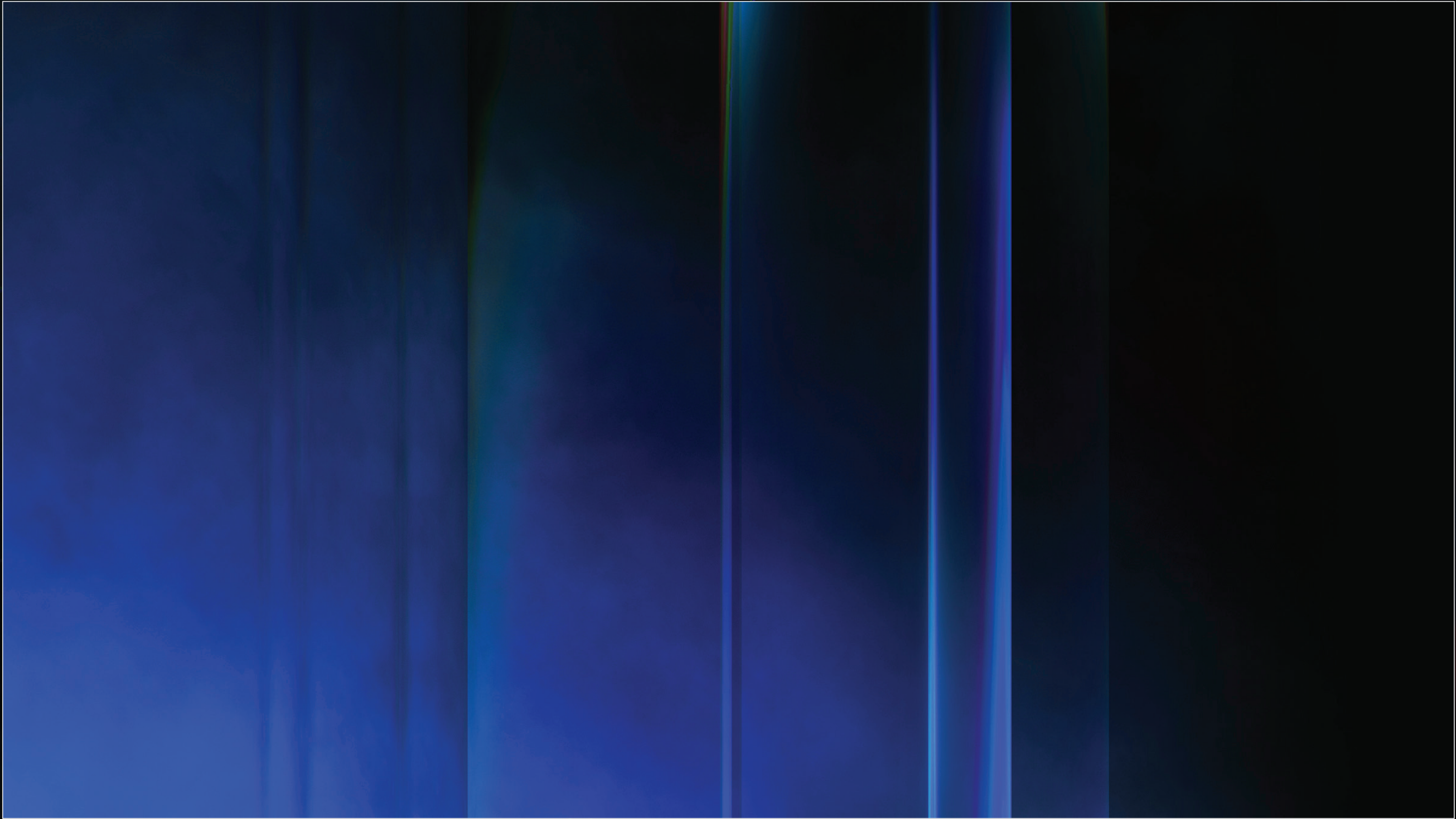
Font Tracking: 20



BACKGROUND TEXTURE 1

NON-SPECIFIC USAGE

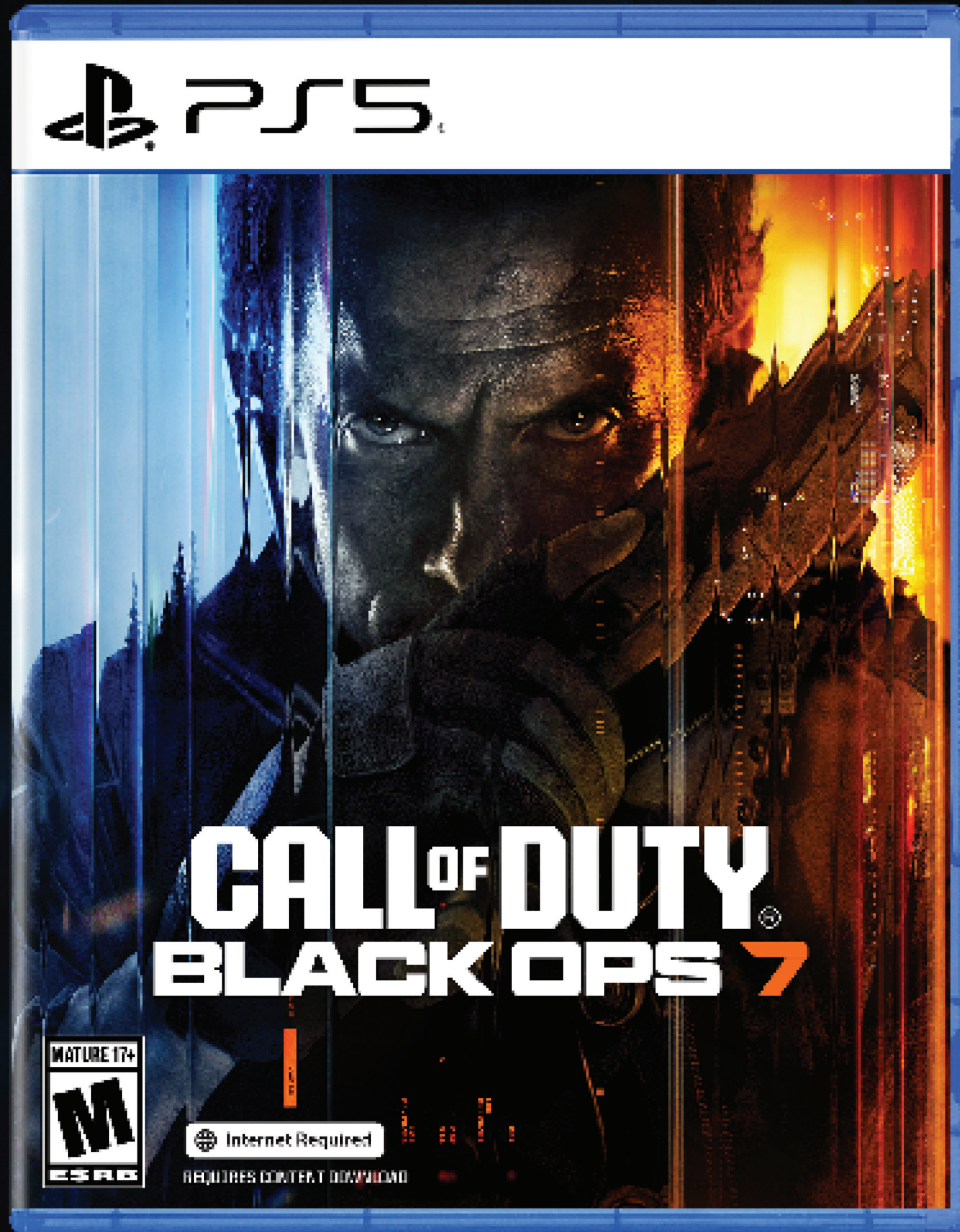
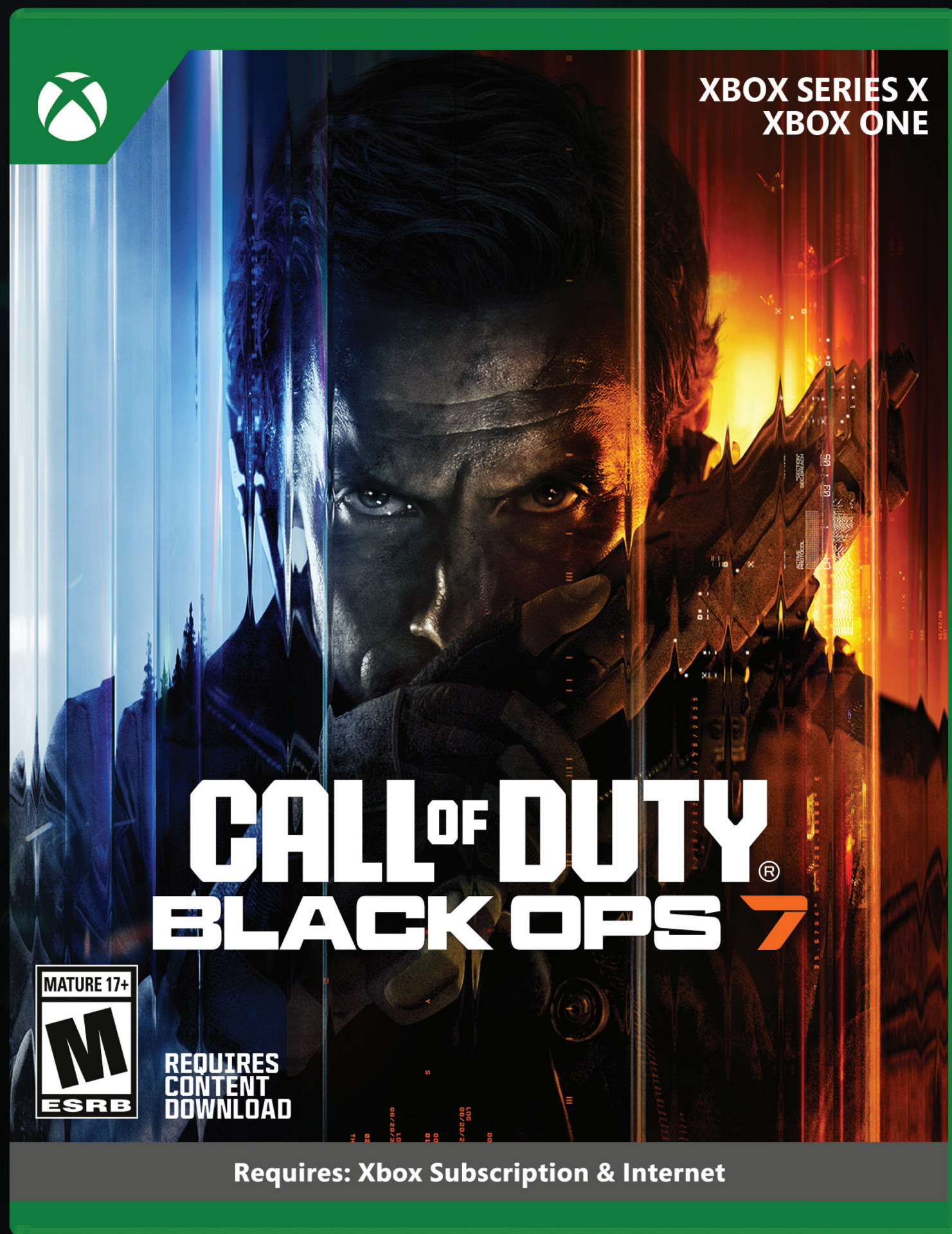
This background texture can be used anywhere that a branded background is needed and the Keyart is not sufficeint.



BACKGROUND TEXTURE 2

NON-SPECIFIC USAGE

This background texture can be used anywhere that a branded background is needed and the Keyart is not sufficeint.



CONSOLE PACKSHOTS

XBOX | PS5

Packaging is set in an Punched in crop, balanced by the traditional orange with the introduction of the future blue.

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LEGAL LINE

Activisions shorten legal line must be use on all Call of Duty assets. This new shorten line encompasses all Call of Duty IPs include Black Ops 7.