











Ultima Forever

IS

ISN'T

Shape defined by color



Lit by warm, ambient occlusion



Simple interior detail



Shape defined by outline



Lit by strong, directional light



Detailed



Ultima Forever

The tone is

Instant
Action
Heroic
Layered
Historic
Consequential
Fun
Humorous
Exaggerated
Accessible
Evocative

The tone isn't

Slow
Passive
Timid
Linear
Unimportant
Disposable
Angry
Gritty
Realistic
Complex
Shallow

Ultima Forever

Glossary of Ultima Forever terminology:

- * Freemium MTX MMORPG
- * RPG Action meets co-op dungeoneering
- * Epic, branching storyline
- * Cross-Platform MMORPG
- * Social Game for a connected generation
- * Seamless Play between devices
- * Morale Choices through Virtues
- * Become the Avatar
- * Old School vibe meets New School look

Masterbrand colors: These colors relate directly to our logo:

BLUE
100%
61C 47M 30Y 4K
112R 123G 146B

75% 50% 25%

ORANGE
11C 60M 62Y 1K
220R 126G 99B

RED
100%
21C 78M 72Y 8K
184R 83G 73B

75% 50% 25%

ORANGE
11C 60M 62Y 1K
220R 126G 99B

Support colors: These colors are used in association with our game, but never as the logo color:

Spirituality R 200 G 193 B 177 22C 20M 29Y 0K	Honour R 84 G 64 B 101 72C 80M 35Y 22K	Valour R 133 G 51 B 39 30C 86M 88Y 32K	Sacrifice R 177 G 117 B 45 26C 55M 98Y 10K	Humility R 52 G 42 B 41 63C 67M 64Y 65K	Compassion R 202 G 185 B 55 24C 20M 96Y 0K	Justice R 95 G 119 B 23 64C 35M 100Y 19K	Honesty R 57 G 81 B 117 85C 69M 32Y 15K
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Primary typeface: This is the primary typeface associated with our game (use a 2px stroke):

GEORGIA BOLD

12345678

ABCDEFGHIJKLMN

Secondary Typeface is Arial Bold:


ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tertiary Typeface is Old English Text MT:


ABCDEFGHIJKLMNOPQRSTUVWXYZ

For Characters, Neutral is warm, shadows are warm Avoid pure black and pure white


Normal Skin




Suntanned




Sickly



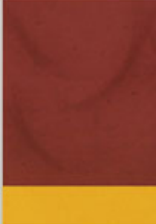



Leather Bronze Steel, Gold Accent Black Iron, Silver Accent Copper





Ultima Forever


Character Material and Color Palette




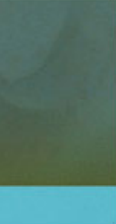








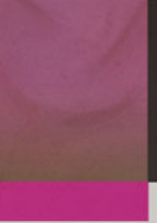


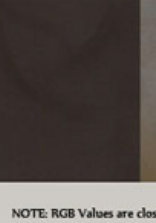





















NOTE: RGB Values are close estimates

R	212	86	132	179	56	204	100	58
G	204	70	52	120	46	189	124	82
B	193	106	41	50	44	60	26	118

Spirituality

Honour

Valour

Sacrifice

Humility

Compassion

Justice

Honesty

























Lady British: "The Codex of Ultimate Wisdom is a powerful artifact, filled with the power of the Virtues. It has been stolen and I need you to get it back."







OPEN CHAT









OPEN CHAT



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