



# TABLE OF CONTENTS

3	<b>INTRODUCTION</b>
4	<b>STORYLINE</b>
5	<b>BRAND ESSENCE AND TONE OF VOICE</b>
6	<b>DESIGN ELEMENTS</b>
	- KEY VISUALS
	- ALTERNATIVE KEY VISUAL
	- LOGOTYPE
	- LOGO USAGE
	- BANNERS
	- PAGE LAYOUTS
	- SPIRITS PATTERNS
	- TYPOGRAPHY
	- TYPOGRAPHY EXAMPLES
16	<b>COLOUR PALETTE</b>
17	<b>ILLUSTRATIONS</b>
	- SPIRITS
	- CHARACTERS
21	<b>PACKAGING</b>
22	<b>TRAILER</b>
23	<b>SCREENSHOTS</b>
24	<b>GENERAL GUIDELINES</b>

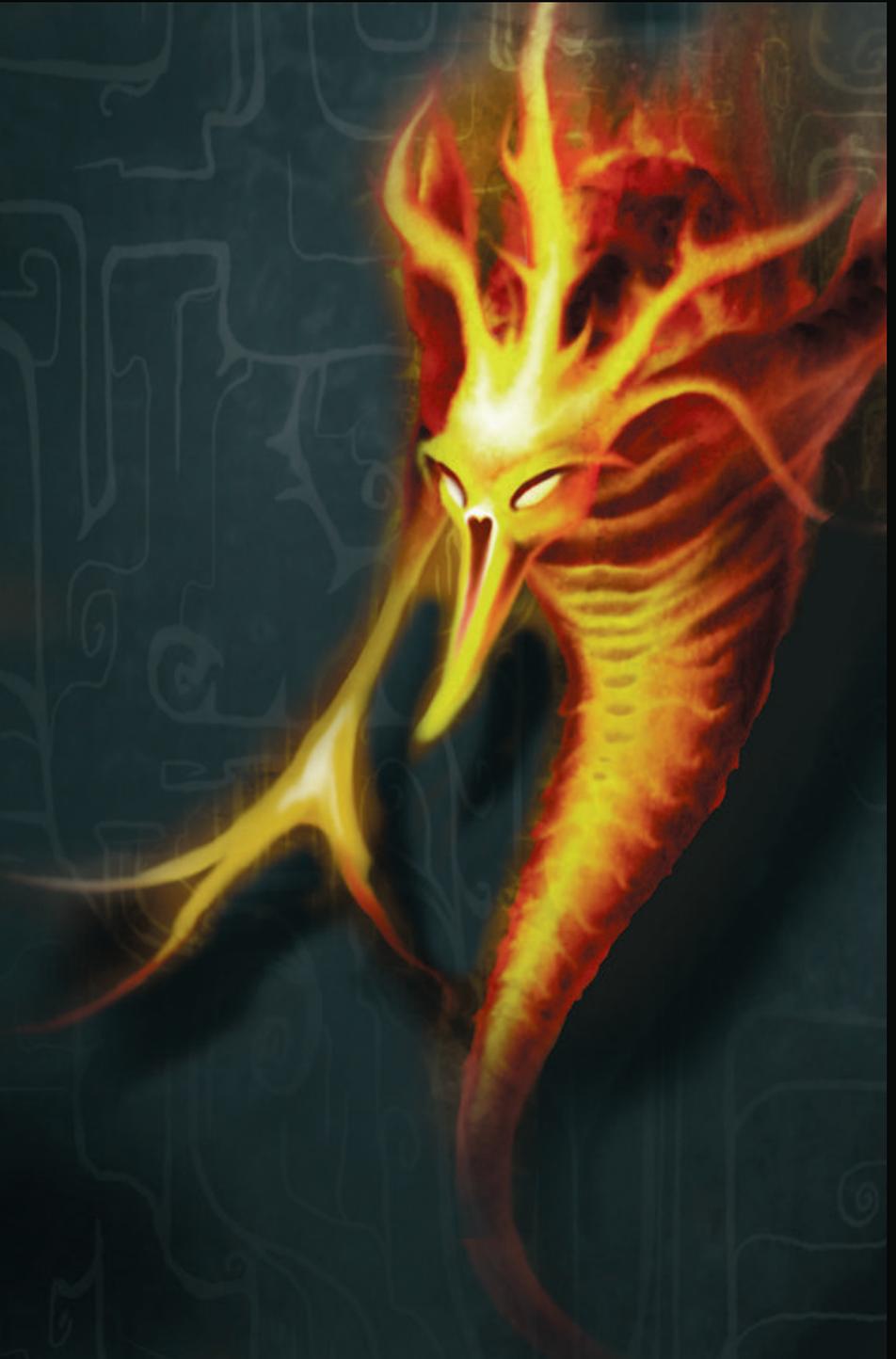
# INTRODUCTION

**W**e have always sensed their importance. Throughout the history of mankind, the four elements have been linked with mysterious forces. From ancient religious lore to the mythical pursuits of medieval alchemists.

The true nature of the elemental powers is both wonderful and frightening. Our planet is teeming with mysterious and powerful spirit beings, connected to the four elements: earth, water, wind and fire. They can't be seen, but they influence stretches from the slightest whiff of wind to the most fearsome earthquake.

In the game SPIRITS, modern technology has closed the gap between our world and the spirit dimension. The immense power of the elements can now be used for good or evil.

Unfortunately, evil is a step ahead...



# STORY LINE

The main storyline starts with a young girl who has the unusual power to see the spirits. In the late 1960s she is abducted in order to be used for military research. The goal is to turn elemental energy into powerful weapons.

Things go wrong, however, and raw elemental energy is unleashed, with disastrous consequences. As a result, the research program is abruptly terminated. The girl is hidden away in a drug induced state of coma.

Many decades later – in the present time – she is found and captured by the Japanese leader of a mysterious sect. Wanting to decimate Earth's overpopulation, the plan is to use her as a doomsday weapon. An unsuspecting humanity is facing enormous casualties.

The only thing that stands between the sect and global holocaust is an underground network of youths – the Vivid Resistance. Secretly brought together by the old, remorseful leader of the original arms research program, they use specially equipped cellphones to master the art of spirit control.

With the lives of millions of innocent people at stake, the player is called upon to join the Vivids and face the deadly agents.

To stand even a remote chance, he must master the elements.



# BRAND ESSENCE AND TONE OF VOICE

On a deep level, the SPIRITS mythos is about man's relationship with nature. The spirits represent the life power of the planet and the brand's key themes revolve around these questions:

Can we control this power? Should we? How should such power be used?

For the player, it's about stepping up to the challenge of wielding the spirit power. If he or she wants to succeed, there is only one thing to do: Master the Elements.

The world of SPIRITS is a unique and exciting blend of ancient nature mysticism, cold hard technology and the street smart underground culture of the resistance network. These aspects should ideally be reflected in texts related to the game.

Some things should be kept in mind:

- don't describe SPIRITS with any fantasy related terminology. There is no magic involved and no spells are cast.
- don't mix up spirits with the usual meaning of the word, i.e. the disembodied essence of people – dead or alive.
- do treat the SPIRITS reality as our reality, i.e. in subtle ways reinforce the immersive notion that the spirits are actually out there – in our world.

# DESIGN ELEMENTS, KEY VISUALS



**WITHOUT TAGLINE**



**WITH TAGLINE**

The key visual is the main carrier of the SPIRITS visual identity. It consists of the SPIRITS logotype (the wordmark combined with the symbol) superimposed on a specially designed version of the SPIRITS pattern background. The key visual may appear with or without the tagline: Master the Elements.

# DESIGN ELEMENTS, ALTERNATIVE KEY VISUAL



## WIDESCREEN FORMAT

The key visual also exists in a secondary, widescreen format, which may be used if need be due to space limitations.

## WITHOUT TAGLINE



## WITH TAGLINE

# DESIGN ELEMENTS, LOGOTYPE



The SPIRITS logo exists in both a rendered bitmap version and in a simpler monochrome vector format.

The bitmapped version is used primarily in situations where the use of the key visual is impossible due to layout restrictions. This version, which is identical to the one in the key visual except that it is not spatially tied to the background, may be used on top of the SPIRITS dark pattern background or on any black surface.

The vector version is available in both positive and negative versions, with and without the symbol.

# DESIGN ELEMENTS, LOGO USAGE

## FREE SPACE SURROUNDING LOGOTYPE

- use minimum the size of the Spirit "S" for space



Certain restrictions apply to the usage of the SPIRITS logo. It must always be surrounded with a minimum amount of free space, as illustrated on this page.

As usual with logotypes, you must never:

- distort or alter the proportions of the logo
- in any way change the color of the logo
- manipulate the logo using filters or effects of any kind
- add or remove elements beyond what is described above
- create a new element which resembles the logo in any way

# DESIGN ELEMENTS, BANNERS



As an alternative to the simpler key visual, there are also banner shaped elements, which are primarily designed for online purposes. The frame shall always be included when using these design elements.

# DESIGN ELEMENTS, PAGE LAYOUTS



To facilitate the design of visually appealing and consistent pages, there are prerendered page layout design elements on which white text may be superimposed.

These designs may be used both online and for print purposes.

The frame shall always be included when using these design elements.

# DESIGN ELEMENTS, SPIRITS PATTERN



## PATTERN

The SPIRITS pattern is a highly distinctive and unique identifier of the brand. It serves much the same purpose as the well-known green pattern of falling screen characters which was used to good effect in the marketing of the Matrix movies.

The pattern, which always accompanies the spirits themselves and the people commanding them, can be both light and dark. The shapes may vary, but always have the characteristic mix of square lines and curly twirls.



## CENTRIC PATTERN

For marketing purposes, a dark grey pattern has been created as a suitable background element. It can be used as a background in many different applications.

There are two different versions:

- normal
- centered

# DESIGN ELEMENTS, TYPOGRAPHY

Fonts matching the visual world of the SPIRITS can be found at [www.myfonts.com](http://www.myfonts.com). For merchandise, these typefaces must be used to maintain consistency in retail. For marketing communications, typefaces beyond these may NOT be used.

The basic SPIRITS fonts work best against a dark background, preferably the SPIRITS grey pattern background.

## DISPLAY

---

**MASTER.**

**MASTER THE ELEMENTS.**  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ  
01234567890

---

Font: Carimbo

From Misprinted type at [www.myfonts.com](http://www.myfonts.com). Use as a display font with big contrast in size, especially in market communication. Dont be afraid to go big in contrast to running text.

Try to reduce the wordspacing in your layout program. Try also to reduce letter space especially between letters A and Y, A and V etc.

## SMALL HEADINGS

---

**MASTER.**

**MASTER THE ELEMENTS.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ**  
**01234567890**

---

Font: Berthold Akzidenz Grotesk

Use in small size headings such as running text headings, as type in web buttons etc.

## RUNNING TEXT

---

Master.

Master the elements.

abcdefghijklmnopqrstuvwxyåö  
01234567890

---

Font: Berthold Akzidenz Grotesk

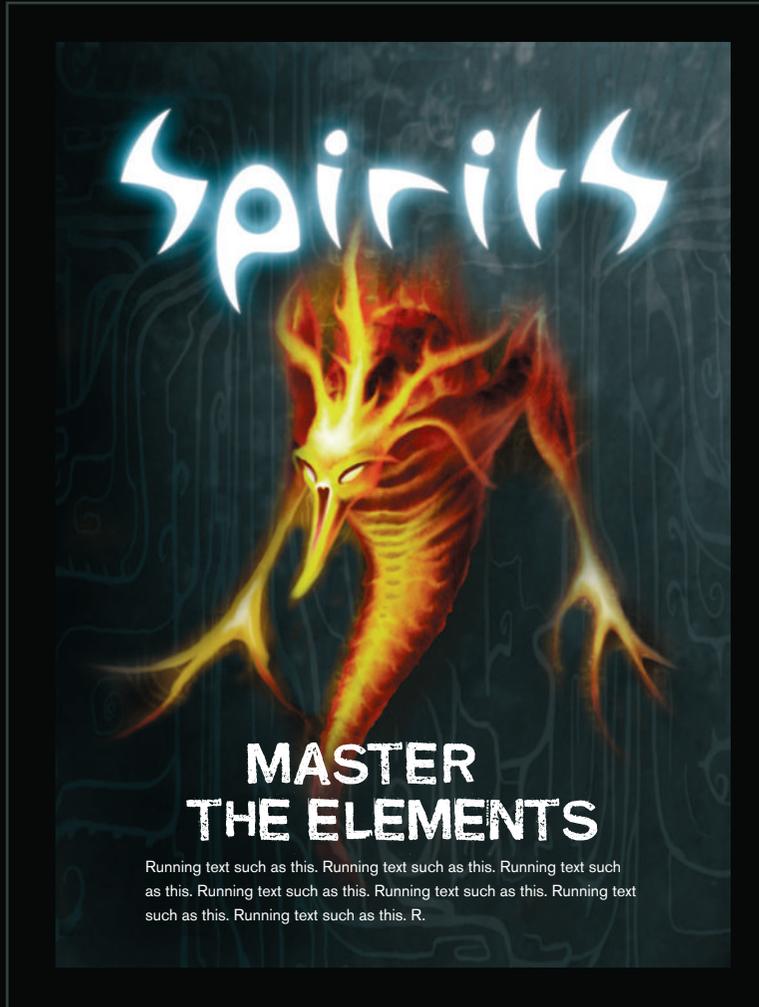
Use in running text and in text such as tagline near the logo.

# SPIRIT TYPOGRAPHY EXAMPLES



Here is an example of contrast in size between the different text groups. The big heading should never be in the same group as the SPIRITS logo to avoid visual competition.

# SPIRIT TYPOGRAPHY EXAMPLES



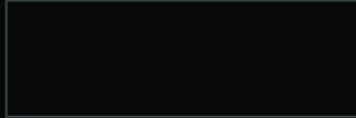
Here is an example of contrast in size between the different text groups. The big heading should never be in the same group as the SPIRITS logo to avoid visual competition.

# COLOUR PALETTE

The main colour is black. In print you can experiment highlighting different elements with varnish over the printed surface.



**BLACK**  
Pantone Black C  
C: 0, M: 0, Y: 0, K: 100  
R: 0, G: 0, B: 0



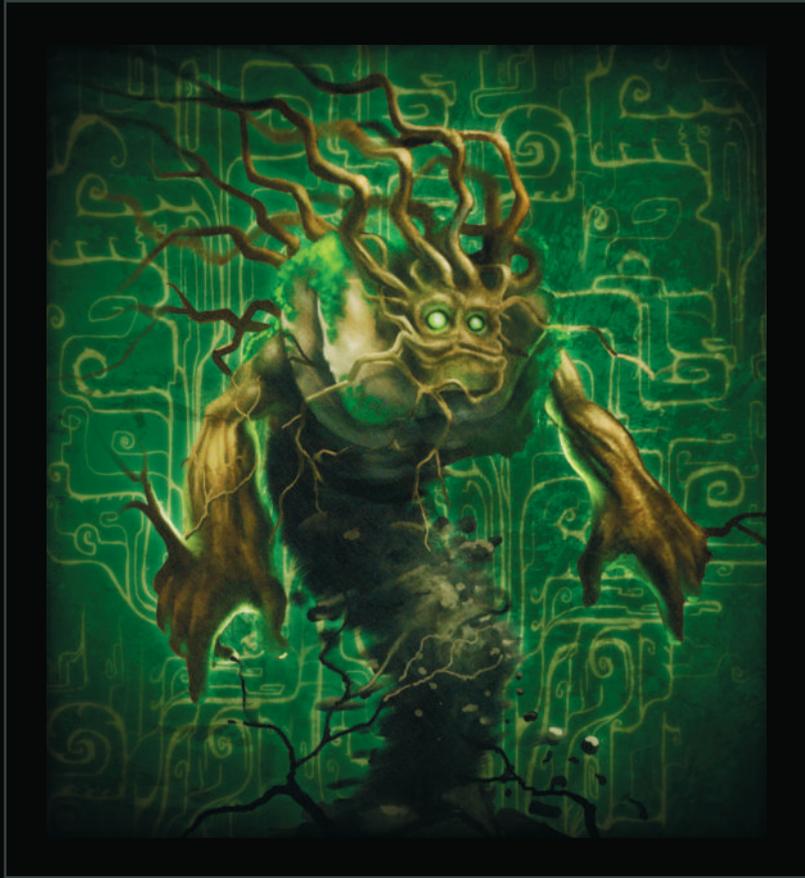
**ADDITIONAL BLACK**  
Pantone Black 7C  
C: 0, M: 5, Y: 5, K: 100  
R: 0, G: 0, B: 0

# ILLUSTRATIONS, SPIRITS

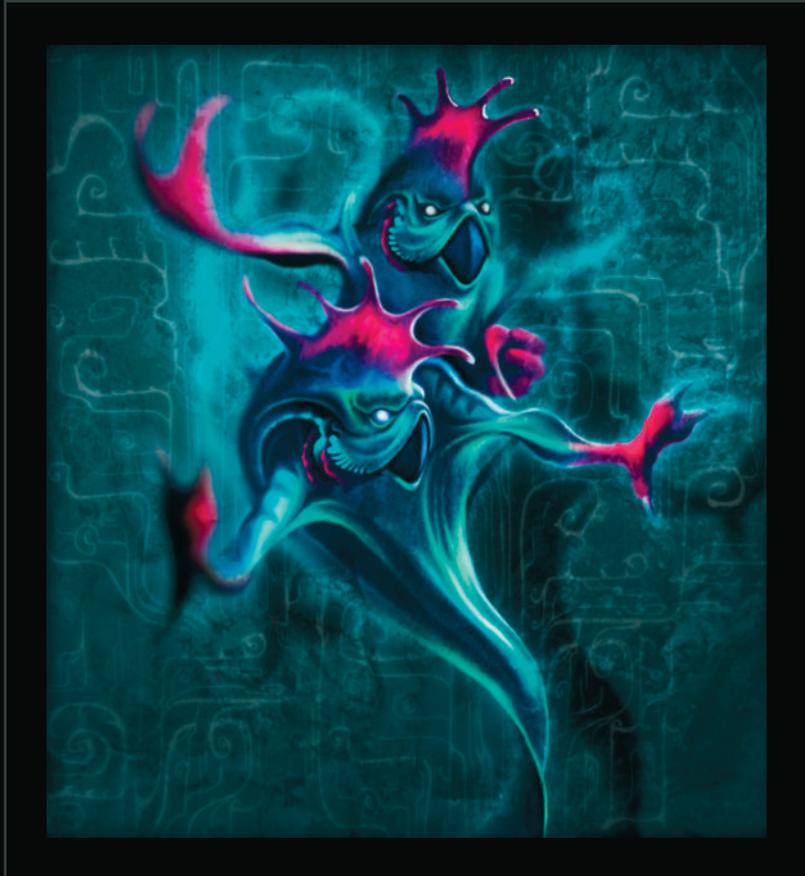


A limited number of spirit illustrations (one from each element) are made available in the form of what looks like collector's cards.

# ILLUSTRATIONS, SPIRITS



# ILLUSTRATIONS, SPIRITS



# ILLUSTRATIONS, CHARACTERS



Three of the key characters in the game are made available as portraits.

# PACKAGING



Packaging remains to be finalized. This is a draft version for illustrative purposes only.

# TRAILER

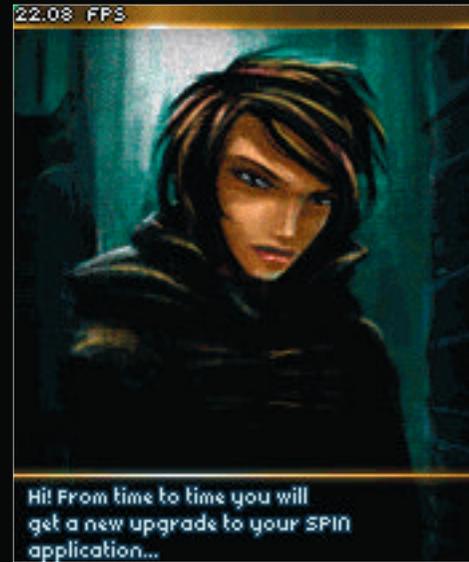


A high quality trailer is available for DVD PAL or NTSC playback.

The trailer exists in two versions:

1. CGI dramatic visualization only.
2. CGI dramatic visualization followed by in-game visuals.

# SCREENSHOTS



There is a large selection of screenshots from the game that can be used for marketing purposes.

# GENERAL GUIDELINES

## THE NAME OF THE GAME

The correct spelling of the name is capitalized: "SPIRITS".

## COPYRIGHT LINES

The following copyright lines must appear in all materials featuring elements from this style guide:

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## APPROVAL POLICY

Marketing communications and merchandise created from the assets in this guide are subject to approval from Nokia Multimedia, Games Business Unit.

Before production, low-resolution versions of executions are uploaded for prompt final approval to the N-Gage Marketing Asset Manager (MAMA) at [mama.n-gage.com](http://mama.n-gage.com) in JPEG, PDF or AVI format.

Draft versions can be submitted for feedback at any time through MAMA as well. After production, hard copies of material are submitted for the Nokia games publishing archives to the following address: Nokia Multimedia Games Business Unit, Games Publishing EMEA Team Keilalahdentie 2-4, 02150 Espoo, Finland.