

# FEATURING FORTNITE

Third Party Event Brand Guide

## **YOUR EVENT + YOUR BRAND**

We want your brand to be front and center of any marketing you have for your event.

Fortnite and its assets should be supplemental to your brand, and your brand should not attempt to copy ours.

When designing for the event, remember the game has an inclusive and positive tone and feel. Fortnite is fun and the event should show it.

# YOUR ASSETS

- All assets created for your event should be **DIGITAL ONLY**.

Do not print any assets with Fortnite IP.

- Please legibly place the following legal line on all promotional material that feature Fortnite assets:

*[This event is not sponsored, endorsed, or administered by Epic Games, Inc.](#)*

- Please only use the approved Fortnite assets in your event designs [found here](#).

- Do not use the Epic Games logo anywhere on your assets.

Following these guidelines will help avoid action from Epic Games. Requests for changes to your event's assets must be completed within 24 hours to maintain compliant status.

If you have any questions about the guidelines or the assets you are creating, reach out to your Epic Games contact or [tournamentsrequest@epicgames.com](mailto:tournamentsrequest@epicgames.com).

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Take the following into consideration when naming your event:

- “Featuring Fortnite” and its assets will not be paired with tournament names that promote discrimination or are overly violent.
  - Example: *The Killer Cup*
- Also please do not use names that include or relate to any Fortnite terminology.
  - Example: *The Llama Cup, The Battle Bus Bowl*

**FEATURING  
FORTNITE**

**FEATURING FORTNITE LOGO**

Fortnite should be a supplemental element to your brand. Any unofficial Fortnite event should use “Featuring Fortnite” and be placed below your logo.

**FEATURING  
FORTNITE**

Do not incorporate the Fortnite logo, elements or any Fortnite IP into your event name or logo design. Use the provided Featuring Fortnite logo.

**X****✓**

The minimum space before and after the “Featuring Fortnite” logo is the height of the Fortnite “O”.





The Featuring Fortnite logo should be **1/3** the size of your event branding. You can increase the size of the Featuring Fortnite logo if legibility starts to break down at certain sizes.



When using the “Featuring Fortnite” logo for your assets, always keep it and your official logo in the stacked position.



**FEATURING  
FORTNITE**

For assets with smaller vertical dimensions, where the event's logo legibility may be compromised, it is okay to place the "Featuring Fortnite" logo in a corner with equal padding or as an alternating pattern.

In both cases, the "Featuring Fortnite" logo should still remain  $\frac{1}{3}$  the size of your logo, and **your event logo should always be front and center.**



Do not skew, blur, drop shadow, outline, rotate, arch, mask,  
Distress, gradient or fill the Fortnite or Featuring Fortnite logo.



Skew &amp; Distort



Blur



Drop Shadow



Outline



Rotate



Arch



Distress or Accents

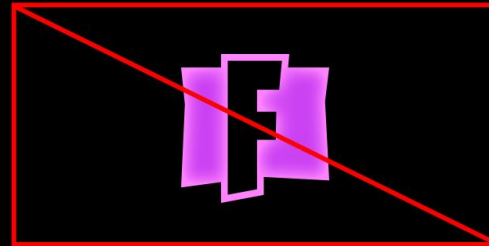


Fill with Gradient



Fill with Images or Textures

These logos are retired. Do not use these or any adaptation of these logos in your assets.



Only one sponsor that is integrated into your logo is allowed when using Fortnite branding.

Note: Please avoid using “Powered by” or “Presented by”

If other sponsors are desired in your branding, ALL Fortnite assets must be removed from the images.

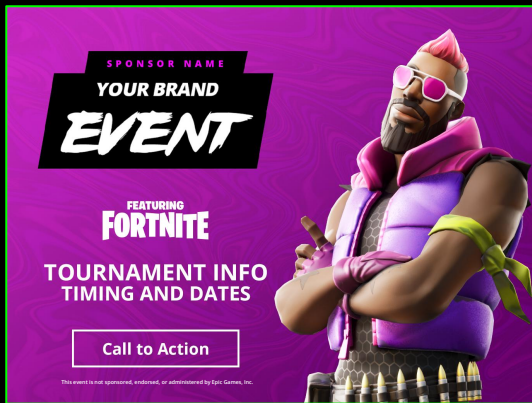
This includes the “Featuring Fortnite” logo and Fortnite characters.



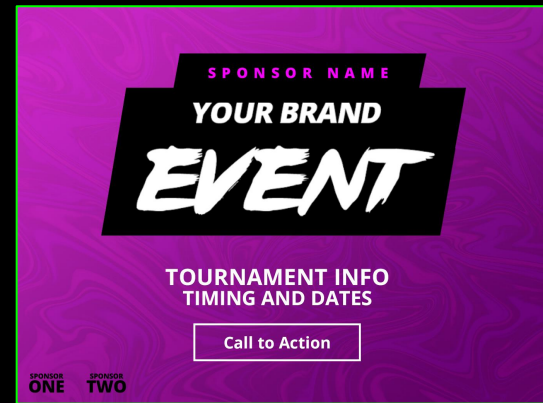
Sponsor is not integrated into event logo



If featuring multiple sponsors is desired, the Featuring Fortnite logo and character must be removed



One sponsor, integrated into logo



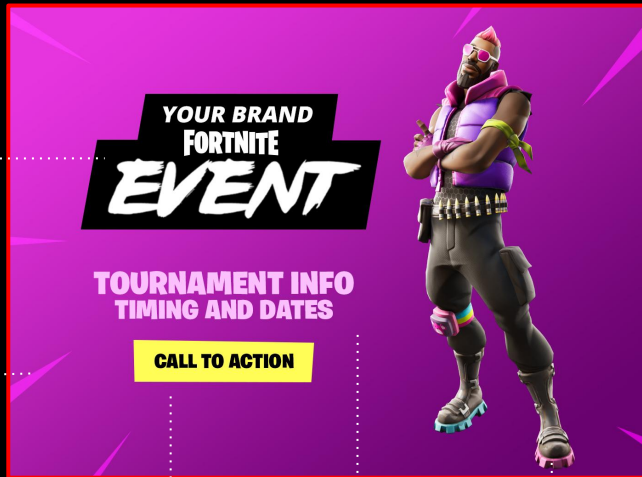
Multiple sponsors, all Fortnite assets removed

Your event should not resemble an official Fortnite event.  
Do not use elements from our brand such as our:  
font, buttons, spikes and notches.



Do not use the  
Fortnite logo as  
part of your logo

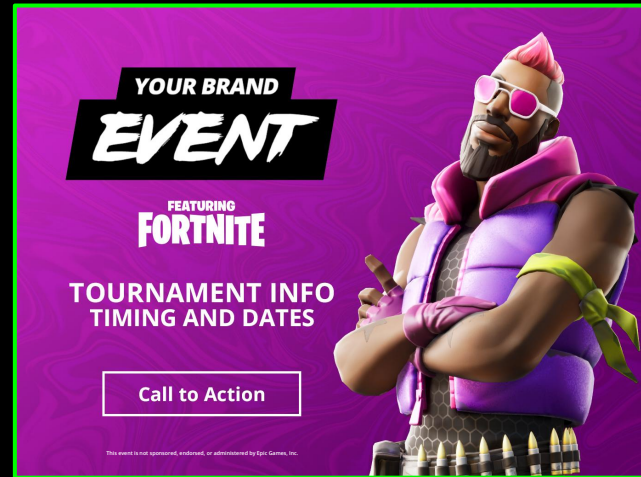
Do not use  
our brand  
spikes



Do not use skewed boxes,  
similar to our CTA style

Incorrect character cropping

Do not use our Burbank font  
or similar looking fonts



Your event = Your brand

Do not use fonts that resemble Burbank in your logo or supporting text.

**YOUR EVENT NAME**

**YOUR EVENT NAME**

**YOUR EVENT NAME**

**YOUR EVENT NAME**



When Fortnite characters are used in your event assets, the “Featuring Fortnite” logo must be present.  
Fortnite characters and branding should not be mixed with branding or items from other IPs.

X



Do not use characters without the “Featuring Fortnite” logo

✓



“Featuring Fortnite” logo is present

Crop characters at the thighs or waist. Do not place items/props with characters. Do not overlap or cover the logo.

X



Do not add  
weapons/items into  
characters hands

Do not show character's  
full body

Do not add props or  
items into a lineup

✓



Large and clear character lineup that is  
cropped in close to show off detail

Crop characters at the thighs or waist. Do not overlap characters. Do not cover the logo.



Logo Covering faces of  
Fortnite characters.



Not using correct  
"Featuring Fortnite" logo.



If using a character line-up in your materials, use the pre-approved line-ups provided [here](#).

Characters should remain as is. Overlays, effects, color adjustments, modifications to their skins (i.e., your logo placed on their apparel), etc. should **not** be implemented.

**X**

Do not adjust color of characters

**✓**

No gradient placed over characters

Characters with visible text, numbers or symbols should not be mirrored.



Do not cover logo



Do not mirror characters with visible text



Character with text not mirrored or covering logo



Characters should be used as is. Any Fortnite IP asset should not be used as a background element/texture.

X



Do not use characters as background elements.

✓



Character applied to asset as is

Your on-site event **SHOULD NOT** resemble a Fortnite event.

This includes, but is not limited to the following:

- Awards
- Booth design/build outs
- Fortnite-themed fan activations such as photo booths, props or cosplayers.
- Merch: Do not use Fortnite items or logos to create any of your merchandise (for sale or giveaway).

## **AWARDS + TROPHY**

Any awards or trophy created for your event should not include any Fortnite IP or try to represent any type of Fortnite-related items -- this includes the “Featuring Fortnite” logo.

Trophies should be unique to your brand and/or event.  
The only time “Fortnite” should appear on the item is as a descriptor.



The “Featuring Fortnite” logo and approved characters should never be printed on any of your event’s materials. This includes promotional material such as posters or flyers, pieces of your booth’s design, etc.

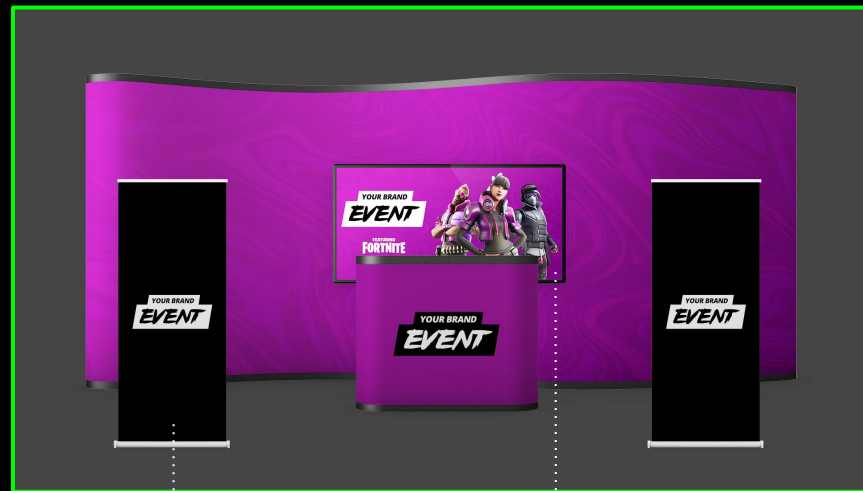


Do not print Fortnite logo.  
Do not use the logo as the center of  
your branding.



Do not print Fortnite logo  
or characters

Do not feature characters  
without the “Featuring  
Fortnite” logo



Only event branding is  
printed

All Fortnite assets are  
featured digitally

All broadcast elements should feature your own branding and not use Fortnite elements or branding from another IP. This includes elements such as:

- Lower Thirds
- Intermission Screens
- Leaderboards/Results
- Video segments



YOUR BRAND  
**EVENT**  
FEATURING  
FORTNITE

## TOP PLAYERS

PLACEMENT	PLAYER	POINTS	VICTORY ROYALES
#1	PLAYER 1	500	1
#2	PLAYER 2	400	1
#3	PLAYER 3	300	1
#4	PLAYER 4	200	0
#5	PLAYER 5	100	0

Do not use a font similar to the Fortnite font

Do not use our CTA styles

Do not use notches/spikes



YOUR BRAND  
**EVENT**  
FEATURING  
FORTNITE

## TOP PLAYERS

PLACEMENT	PLAYER	POINTS	VICTORY ROYALES
#1	PLAYER 1	500	1
#2	PLAYER 2	400	1
#3	PLAYER 3	300	1
#4	PLAYER 4	200	0
#5	PLAYER 5	100	0

Multiple sponsor logos should not be visible on any broadcast elements during a Fortnite event.  
Only one sponsor that is integrated into your logo is allowed.



Do not use our CTA styles

Do not use a font similar to the Fortnite font

Do not feature multiple sponsors on broadcast elements

Do not use notches/spikes

YOUR BRAND EVENT FEATURING FORTNITE			
TOP PLAYERS			
PLACEMENT	PLAYER	POINTS	VICTORY ROYALES
#1	PLAYER 1	500	1
#2	PLAYER 2	400	1
#3	PLAYER 3	300	1
#4	PLAYER 4	200	0
#5	PLAYER 5	100	0
SPONSOR ONE		SPONSOR TWO	



One sponsor integrated into event logo

YOUR BRAND EVENT FEATURING FORTNITE			
TOP PLAYERS			
PLACEMENT	PLAYER	POINTS	VICTORY ROYALES
#1	PLAYER 1	500	1
#2	PLAYER 2	400	1
#3	PLAYER 3	300	1
#4	PLAYER 4	200	0
#5	PLAYER 5	100	0

Sponsor logos should not be visible on any broadcast elements during Fortnite gameplay.



All approved assets can be found in the link below.

If an asset is not included in the folder it, or any adaptation of it, is not approved for use.

We will update the folder contents as needed and without notice, so be sure to check back regularly.

<https://epicgames.box.com/s/hzo0ttv16c69y5mu7585ya30rprphl8r>

Questions? Please reach out to your Epic Games contact or [tournamentsrequest@epicgames.com](mailto:tournamentsrequest@epicgames.com).

This event is not sponsored, endorsed, or administered by Epic Games, Inc.