



Media Kit Guidelines

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Overall Materials Usage Guidelines

This media kit is designed to guide the appropriate use of Shadowverse: Evolve brand assets across various platforms, including digital, print, retail, and broadcast. Please follow the guidelines to ensure consistent and professional representation of the brand.

1. All of the materials provided are free to use for the purpose of publicity for Shadowverse: Evolve.
2. When using a material without a visible copyright, please credit it accordingly to the “Copyright” line provided in the included text file.
3. The materials **must not** be used for non-Bushiroad products, unauthorized merchandise, or digital games without prior approval from Bushiroad.
4. The materials **must not** be used in anything that damages the reputation, image, etc., of this work, our company or companies, products, contents, casts, or authors related to this work, or anything that damages the image or reputation of a third party.
5. The materials **must not** be used in posts that give, or are likely to give, the misunderstanding as being sponsored, officially recognized or affiliated with this product, or being associated with this product or the companies related to this product.
6. Bushiroad reserves the right in its sole discretion to terminate or modify permission to display the materials and may request that third parties modify or delete any use of the materials that, in Bushiroad’s sole judgment, does not comply with these guidelines or might otherwise impair Bushiroad’s rights in the materials. Bushiroad further reserves the right to object to unfair uses or misuses of its assets or other violations of applicable law.
7. Please note that the content of these guidelines is subject to change without notice. In addition, the changed guidelines shall take effect from the time they are displayed on this website.

Brand Name Usage Guidelines

Always refer to the product as Shadowverse: Evolve.



Examples:

ShadowverseEvolve

Missing a colon.

ShadowverseEVOLVE

Do not capitalize "Evolve" in full.

Brand Logo Usage Guidelines

The brand logo must **not** be altered in any way, including changing its color, orientation, or proportions.

The logo should always be presented in its entirety, with no additional text, graphics, or elements surrounding it unless specified in the media kit or authorized by Cygames or Bushiroad.

Please use the appropriate version of the logo depending on the background color.

For dark background:



For light background:



Product Logo Usage Guidelines

The product logo must **not** be altered in any way, including changing its color, orientation, or proportions.

The logo should always be presented in its entirety, with no additional text, graphics, or elements surrounding it unless specified in the media kit or authorized by Cygames or Bushiraod.



Examples:



The logo is used in the correct proportion without any alteration.



The product logo must be clearly visible.

Product Logo Usage Guidelines

The product logo must **not** be altered in any way, including changing its color, orientation, or proportions.

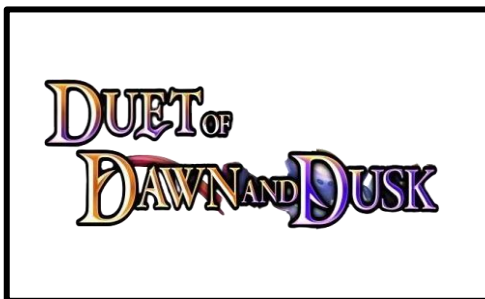
The logo should always be presented in its entirety, with no additional text, graphics, or elements surrounding it unless specified in the media kit or authorized by Cygames or Bushiraod.



Examples:



Do not add text or effects.



Do not alter the logo in any way.



Do not tilt or rotate the logo.



Do not change the color of the logo.



Do not enlarge or shrink the logo disproportionately.



Do not place the logo on backgrounds that clash with the logo colors or make it hard to read.



Do not use blurry or low-quality version of the logo.



Do not create a background for the logo.

Product Logo Usage Guidelines

The logo must not cover or obstruct the characters' faces.



Examples:



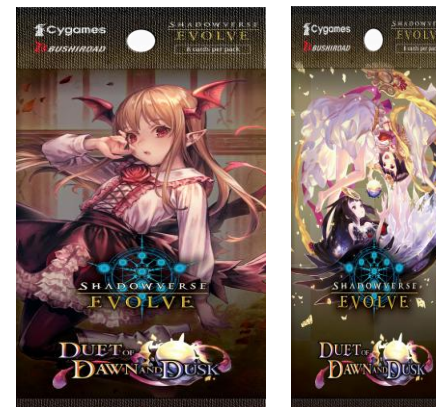
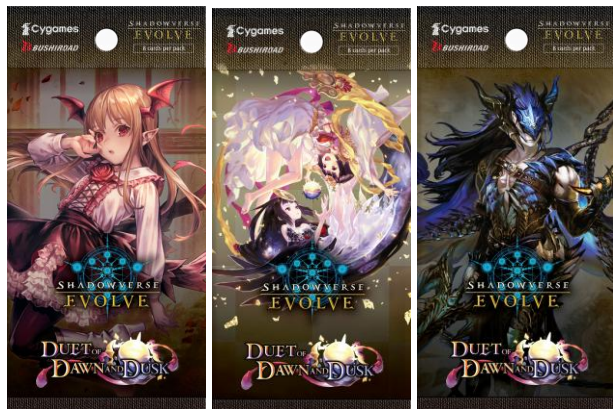
Product Package Usage Guidelines

The product package must **not** be altered in any way, including changing its color, orientation, or proportions.

The logo should always be presented in its entirety, with no additional text, graphics, or elements surrounding it unless specified in the media kit or authorized by Cygames or Bushiraod.



Examples:



Do not enlarge or shrink the package materials disproportionately.



Do not edit, modify, or apply additional effects (such as text, shadows, glows, or filters) to the original materials.

Cygames' Copyright Usage Guidelines

When using any materials that do not include a copyright, please ensure that Cygames' copyright is added accordingly.

Please use the copyright in **Arial** font.



© Cygames, Inc.



Examples:

©Cygames, Inc. **Or** Cygames, Inc.

Cygames' Copyright Usage Guidelines

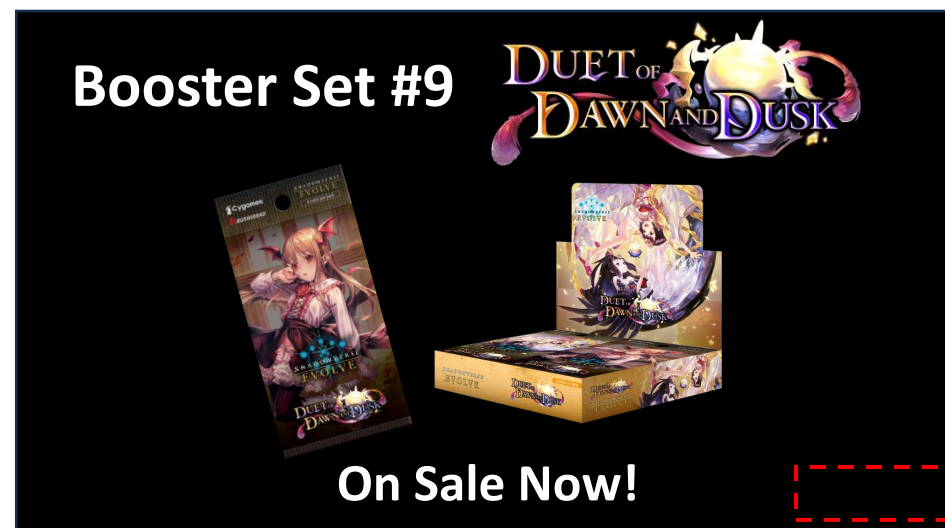
When using any materials that do not include a copyright, please ensure that Cygames' copyright is added accordingly.

Please use the copyright in **Arial** font.

Examples:



No additional copyright is required when using ready-to-use images or templates provided by us.



When creating new images using the product logo and official assets, please make sure to include Cygames copyright.

Bushiroad's Copyright Usage Guidelines

When using product package materials that do not already include a copyright, please ensure that Bushiroad's copyright is also added.

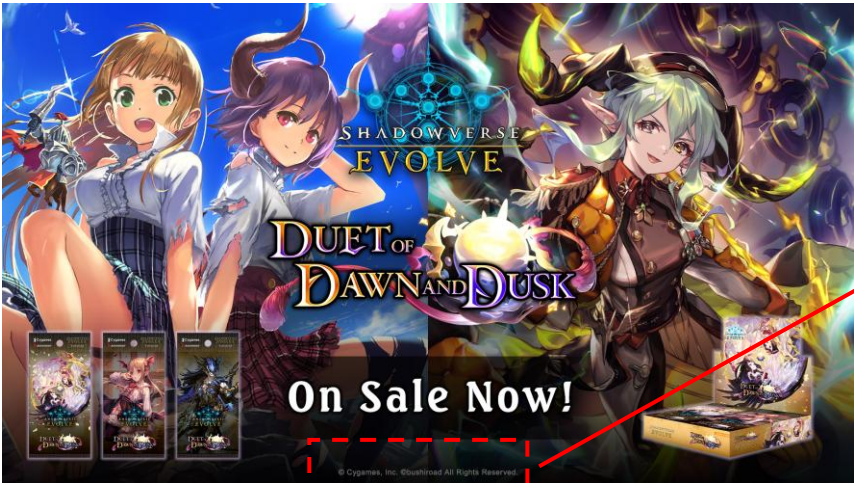


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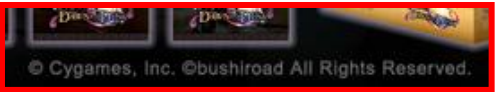


© bushiroad All Rights Reserved. Or ©Bushiroad All Rights Reserved.

Examples:



No additional copyright is required when using ready-to-use images or templates provided by us.



When creating new images using product package materials, please be sure to include Bushiroad's copyright in addition to Cygames' copyright.

Product Release Template Guidelines

Distributors and shops may insert their logos in the designated area provided on the templates.

Examples:



Release Tournaments Templates Guidelines

Templates are provided for shops to input the date and time of their release tournaments.

Examples:



Thank you!