



EA GAMES IT'S ALL IN THE GAME

In such an ultra-competitive sector, it takes something special for a new video game to succeed. So gaming leaders EA asked us to apply our branding expertise to Zubo, their rich and immersive new adventure game.

Inspired by the visual language of the game, and the charmingly irreverent world of its characters, we created a multi-dimensional brand identity system including wordmark, typeface, colour palette, packaging design and bespoke roundel. With this firm foundation in place, the brand is now free to develop and progress over time, with exciting new sub-brands and brand extensions becoming a very real possibility.