



Brand Logo at-a-Glance

Primary Logo

The primary logo is available in a wide variety of color executions to support a range of backgrounds and production techniques. Please note that each file is layered accordingly based on size and color build. Print logos include legal marks and the digital (on-screen use) versions do not.



RGB



RGB Rendered (dark background)

CMYK



CMYK Rendered (dark background)

Pantone



Pantone Continuous Tone – Standard



White Reverse



Black



Two Color - Simplified
(PMS and CMYK options)

The Brand Palette

Our brand palette is dominated by black, neutrals, and a range of purples. Use accents of blue and magenta in small quantities to provide contrast.

WIZARDS PURPLE	INTENSE PURPLE	DEEP PURPLE	MIDNIGHT	RICH BLACK
PMS 2725 C C68 M66 Y0 K0 R115 G95 B226 #735FE2	PMS 2665 C C68 M76 Y0 K0 R112 G74 B207 #704ACF	PMS 2695 C C92 M100 Y32 K44 R41 G13 B72 #290D48	PMS 5255 C C83 M77 Y54 K70 R25 G25 B40 #191928	C60 M40 Y40 K100 R0 G0 B0 #000000
ACTION BLUE	BLUE AURA	MAGENTA	WHITE	LIGHT GRAY
PMS 285 C C73 M40 Y0 K0 R0 G145 B255 #0091FF	PMS 297 C C42 M2 Y0 K0 R133 G212 B255 #85D4FF	PMS 252 C C32 M74 Y0 K0 R214 G69 B240 #D445F0	C0 M0 Y0 K0 R255 G255 B255 #FFFFFF	PMS COOL GRAY 2 C C0 M0 Y0 K7 R232 G232 B232 #E8E8E8
LIGHT GRADIENT INTENSE PURPLE ————— WIZARDS PURPLE ————— BLUE AURA				
DARK GRADIENT DEEP PURPLE ————— WIZARDS PURPLE ————— BLUE AURA				

Improper Usage



Don't stretch or compress the logo.



Don't create new lockups by changing the words below "WIZARDS."



Don't place the logo on busy backgrounds.

Please refer to the Wizards Brand Guidelines for more information and details on usage.
Questions? Contact us at: franchise@wizards.com