OPEN 3D ENGINE

BRAND GUIDELINES

June, 2021

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OPEN 3D ENGINE

BRAND STANDARDS

Credit
Requirements

OPEN 3D ENGINE

BUT FIRST, THE RULES

For any rules regarding usage of the trademarks and usage of the O3DE logo, please refer to this page for more information: **www.linuxfoundation.org/trademark-usage**.

Brand Guidelines

OPEN 3D ENGINE

Brand
Guidelines

OPEN 3D ENGINE

PRIMARY LOGO

O3DE
OPEN 3D ENGINE

O3DE
OPEN 3D ENGINE

Brand
Guidelines

OPEN 3D ENGINE

PRIMARY LOGO DOs & DON'Ts

O3DE
OPEN 3D ENGINE
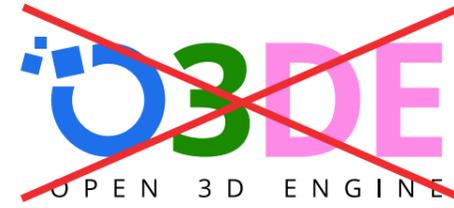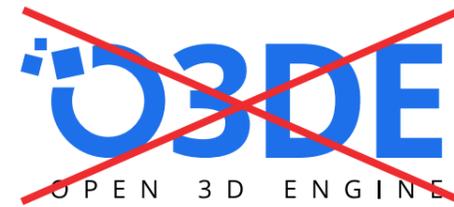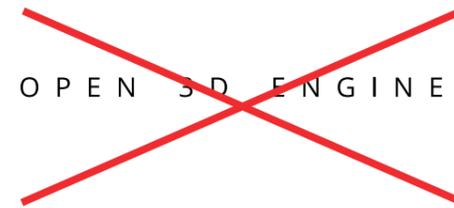

NO COLOR VARIATION

NO STRETCHING

NO COLOR VARIATION

NO RE-ARRANGING ELEMENTS

NO ISOLATED WORDMARK

NO OUTLINING

Brand
Guidelines

OPEN 3D ENGINE

PRIMARY LOGO without Wordmark

Brand
Guidelines

OPEN 3D ENGINE

*PRIMARY LOGO without
Wordmark DOs & DON'Ts*
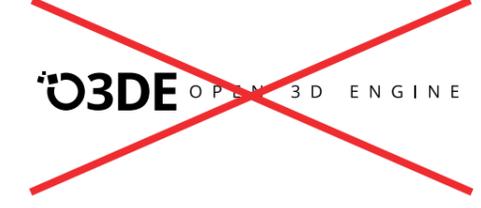
O3DE

NO COLOR VARIATION

NO STRETCHING

NO INCREASING STROKE

NO DECREASING TRACKING

NO WARPING

NO SIDE BY SIDE LAYOUT

Typography

Typography

OPEN 3D ENGINE

Our brand identity revolves around a consistent approach to use typography.

Open Sans

Open Sans is our core font that is used for all our marketing and brand applications throughout our website and print materials.

It is an open source font freely available on line at Google Fonts.

Open Sans

Open Sans Light

Open Sans Regular

Open Sans Semi Bold

Open Sans Bold

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz

0123456789&$%

Shown below are the minimum spacing guidelines.

Please do not attempt to recreate the logo yourself.

Please use the provided logo files found on docs.o3de.org/docs/tools-ui/.

Application Icon

OPEN 3D ENGINE

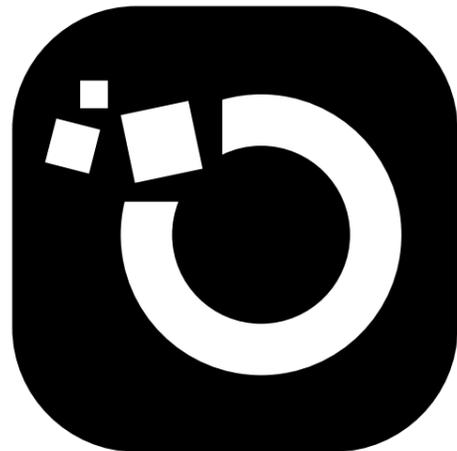# Application Icon

OPEN 3D ENGINE

PRIMARY ICON

Application
Icon

OPEN 3D ENGINE

MONO COLORED ICON
Only to be used in Black and White

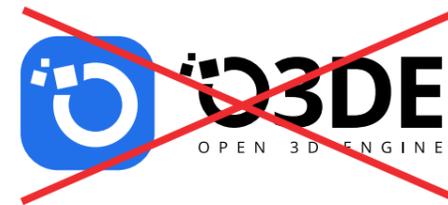# Application Icon

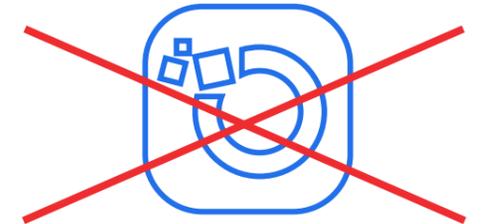## OPEN 3D ENGINE

PRIMARY APPLICATION ICON
DOs & DON'Ts

NO LOGO VARIATIONS

NO ICON STRETCHING

NO REARRANGING ELEMENTS

NO OUTLINING ICON

NO CHANGING COLOR

NO STACKING

Application Icon

PRIMARY LOGO, ICON AND APPLICATION ICON COMPARISONS

Open 3D Engine

Asset Processor

Lua Editor

Application Mock-up

OPEN 3D ENGINE

EXAMPLES OF BRAND APPLIED
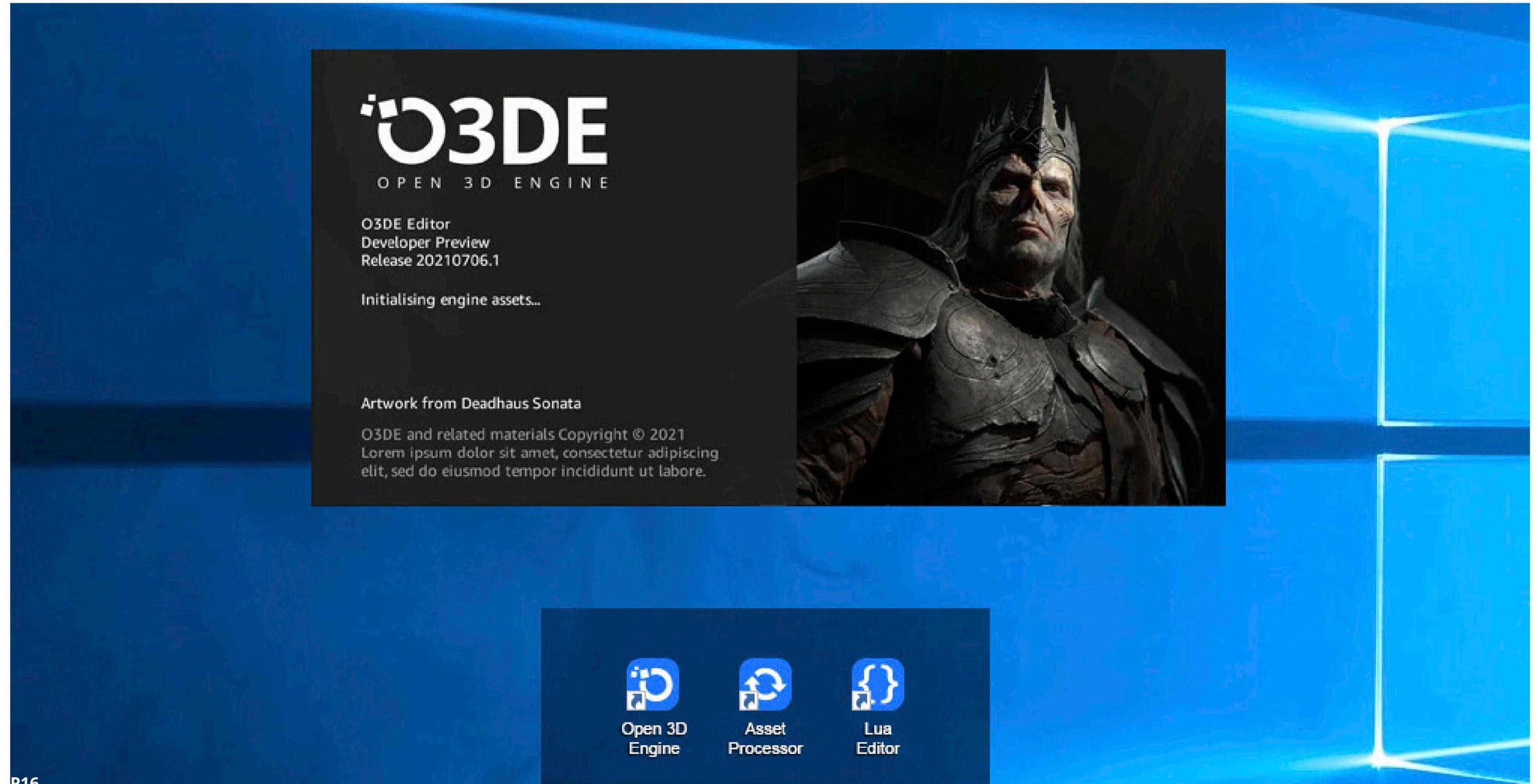
Website Mock-up
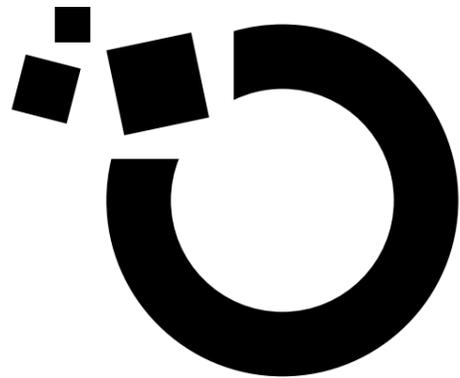
OPEN 3D ENGINE

EXAMPLES OF BRAND APPLIED

O3DE Icon

OPEN 3D ENGINE

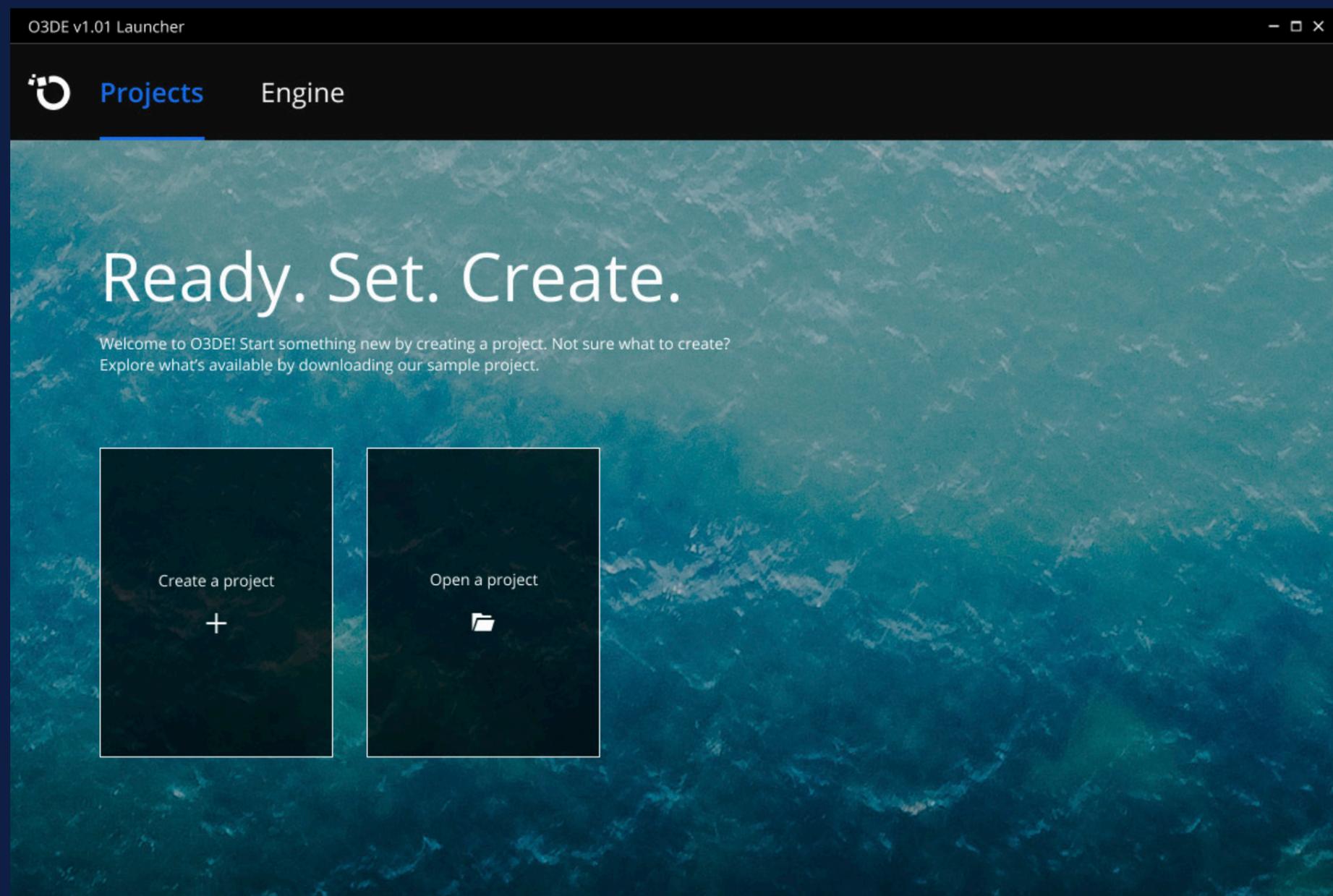*Under certain circumstances the O3DE icon can also be used independently as a brand element.*

For example, on the O3DE Launcher.

O3DE Icon
Mock-up

_____

OPEN 3D ENGINE

_____

*EXAMPLES OF ICON APPLIED TO THE
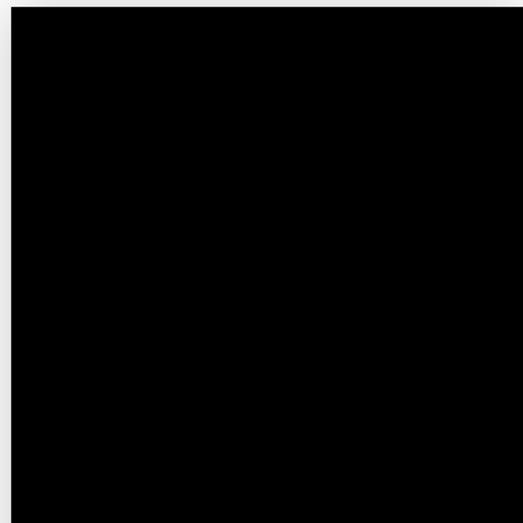O3DE LAUNCHER*

Color
Palette

OPEN 3D ENGINE

Primary
Color Palette

OPEN 3D ENGINE

Black vs. Blue

Although the primary Open 3D Engine logo is represented in black, we still use the blue color palette as our brand color throughout the Engine.
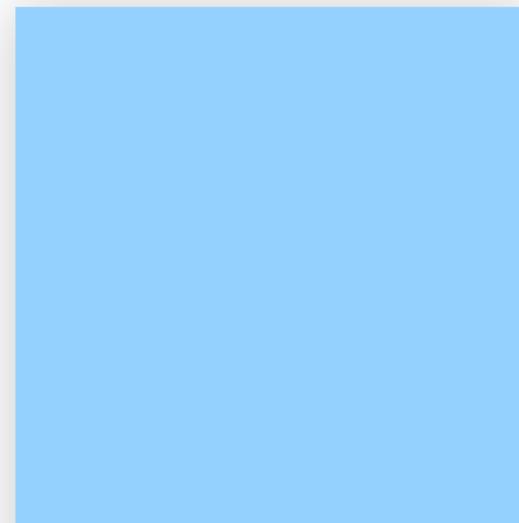
Name:	**Open 3D Engine Black**
PMS®:	289 C
CMYK:	100, 100, 100, 100
RGB:	0, 0, 0
HEX:	#000000

Name:	**Open 3D Engine Blue**
PMS®:	2727 C
CMYK:	80, 57, 0, 0
RGB:	30, 112, 235
HEX:	#1E70EB

Name:	**Open 3D Engine Blue Highlight**
PMS®:	635 C
CMYK:	36, 6, 0, 0
RGB:	148, 210, 255
HEX:	#94D2FF
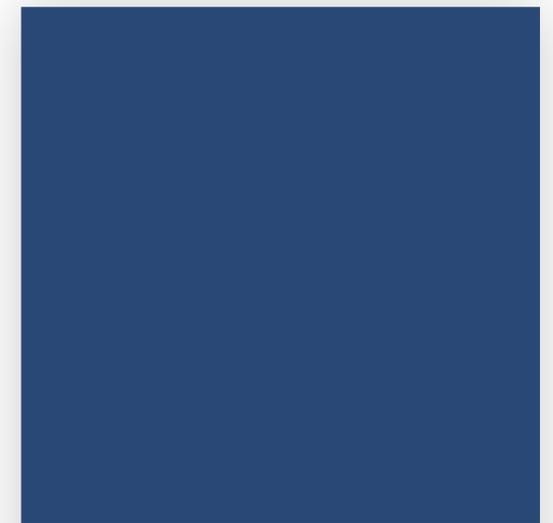
Name:	**Open 3D Engine Blue Disabled**
PMS®:	541 C
CMYK:	93, 76, 29, 14
RGB:	42, 72, 117
HEX:	#2A4875

Alternative
Color Palette

OPEN 3D ENGINE
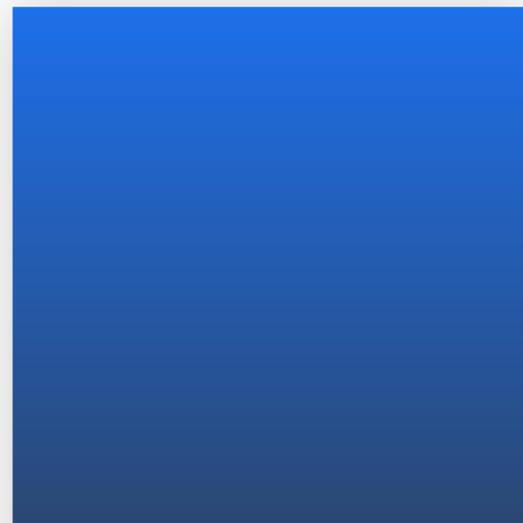
GRADIENT

TOP:
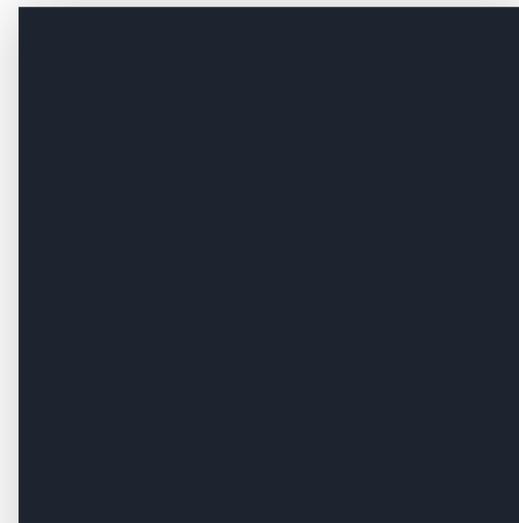**RGB:**   30, 112, 235
HEX: #1E70EB

BOTTOM:
RGB: 42, 72, 117
HEX: #2A4875

Name: Open 3D Engine
            Dark Blue

PMS®:   289 C
CMYK: 81, 71, 56, 64
RGB: 30, 37, 47
HEX: #1E252F

FOR MORE INFORMATION, PLEASE VISIT

docs.o3de.org/docs/tools-ui/

Last Updated June, 2021