

OPEN 3D ENGINE

BRAND GUIDELINES

June, 2021

Table of Contents

OPEN 3D ENGINE

BRAND STANDARDS

05 - PRIMARY LOGO

06 - PRIMARY LOGO DOs & DON'Ts

07 - PRIMARY ICON without Wordmark

08 - PRIMARY ICON without Wordmark DOs & DON'Ts

10 - TYPOGRAPHY

12 - PRIMARY ICON

13 - PRIMARY ICON MONO

14 - PRIMARY ICON DOs & DON'Ts

16 - APPLICATION MOCK-UP

17 - WEBSITE MOCK-UP

18 - ISOLATED O3DE ICON

19 - ISOLATED O3DE ICON MOCK-UP

21 - PRIMARY COLOR PALETTE

22 - ALTERNATIVE COLOR PALETTE

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

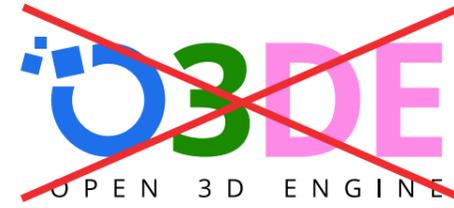
PRIMARY LOGO



Brand Guidelines

OPEN 3D ENGINE

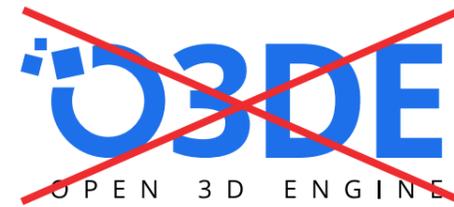
PRIMARY LOGO DOs & DON'Ts



NO COLOR VARIATION



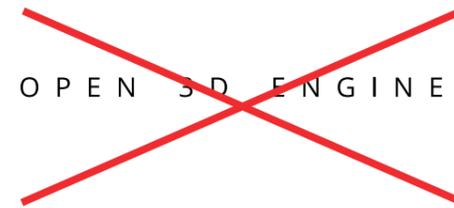
NO STRETCHING



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



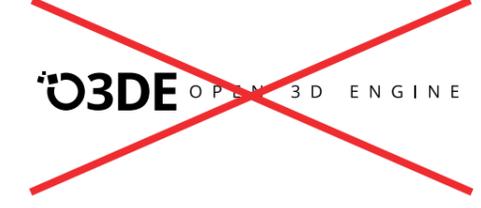
NO INCREASING STROKE



NO DECREASING TRACKING



NO WARPING



NO SIDE BY SIDE LAYOUT

Typography

OPEN 3D ENGINE

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](https://www.google.com/fonts/specimen/Open+Sans).

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



PRIMARY ICON on dark backgrounds

If the Primary blue has a contrast ratio of 3.15:1, then using the blue icon on dark is allowed.

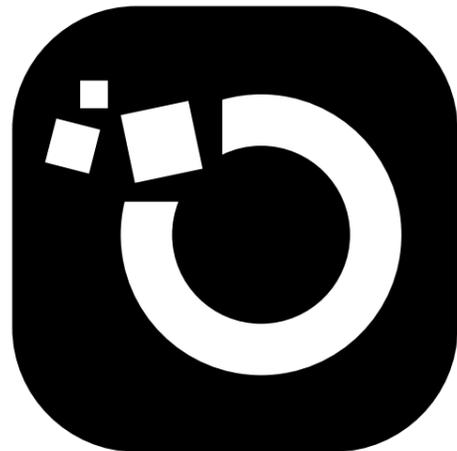


Application Icon

OPEN 3D ENGINE

MONO COLORED ICON

Only to be used in Black and White



MONO COLORED ICON



Application Icon

OPEN 3D ENGINE

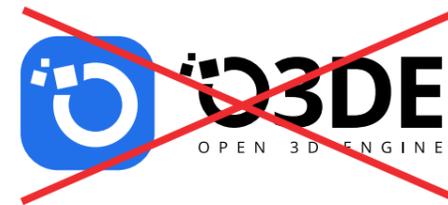
PRIMARY APPLICATION ICON
DOs & DON'Ts



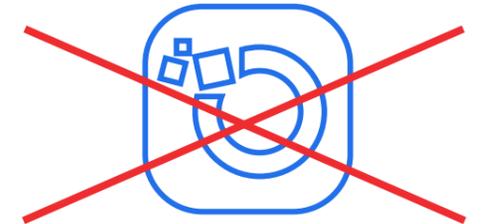
NO LOGO VARIATIONS



NO ICON STRETCHING



NO REARRANGING ELEMENTS



NO OUTLINING ICON



NO CHANGING COLOR



NO STACKING

Application Icon

OPEN 3D ENGINE

*PRIMARY LOGO, ICON AND APPLICATION
ICON COMPARISONS*

O3DE
O P E N 3 D E N G I N E



Open 3D
Engine



Asset
Processor

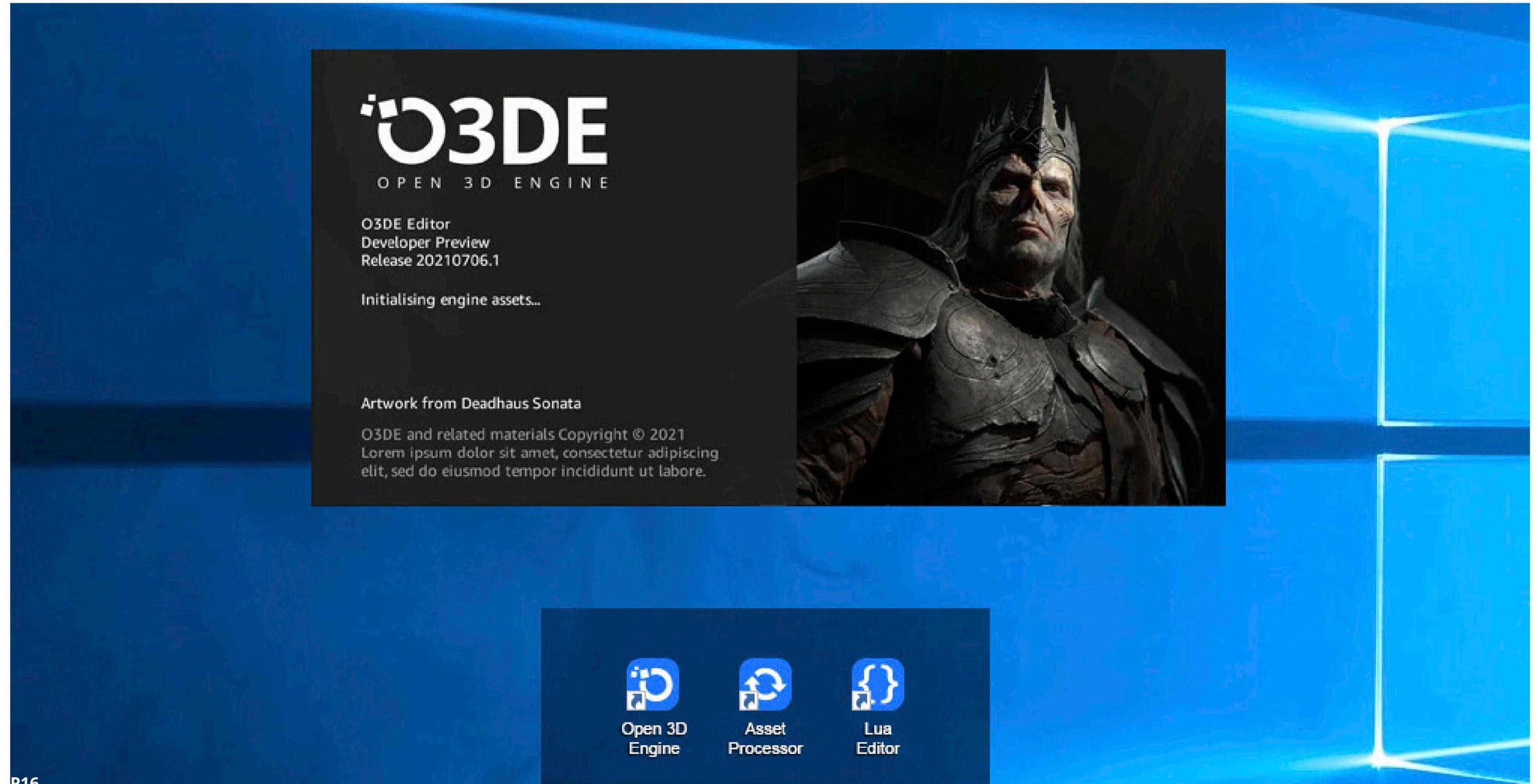


Lua
Editor

Application Mock-up

OPEN 3D ENGINE

EXAMPLES OF BRAND APPLIED



Website Mock-up

OPEN 3D ENGINE

EXAMPLES OF BRAND APPLIED



DOWNLOAD COMMUNITY LEARN CONTRIBUTE

Open 3D Engine

An open-source, real-time 3D development engine

Open 3D Engine is an open-source, real-time 3D game and simulation engine. Whether you are a AAA game studio, indie developer, or simulation creator, The engine provides you with a physically based photorealistic renderer and game development tools to build cinema quality 3D worlds for games, video production, and high-fidelity simulations **with zero licensing fees or obligations.**

Get Started

Learn more

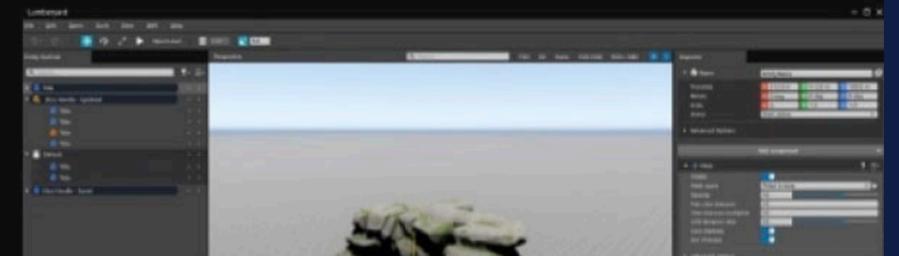


Create the highest quality visualizations

O3DE has been developed by the community for cutting-edge photorealistic graphics and complex, real-time interactions. Build deep player experiences using the visual scripting tools provided with Script Canvas, and deliver your product to multiple platforms, from top-shelf gaming PCs to mobile devices. Use high-performance, high-precision math libraries and native PhysX support to develop realistic interactions and behaviors. Create rich, believable worlds with our terrain tools while building interactive experiences.

Build with modular components

O3DE is built for extensibility and customization. Add new shaders, new editing tools, new features—and even entirely new development workflows to your O3DE-based project. Use established languages and tools like C++, CMake, and Qt to build atop O3DE with well-defined templates, styles, and

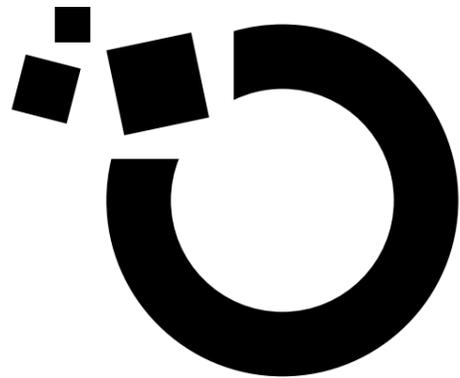


O3DE Icon

OPEN 3D ENGINE

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

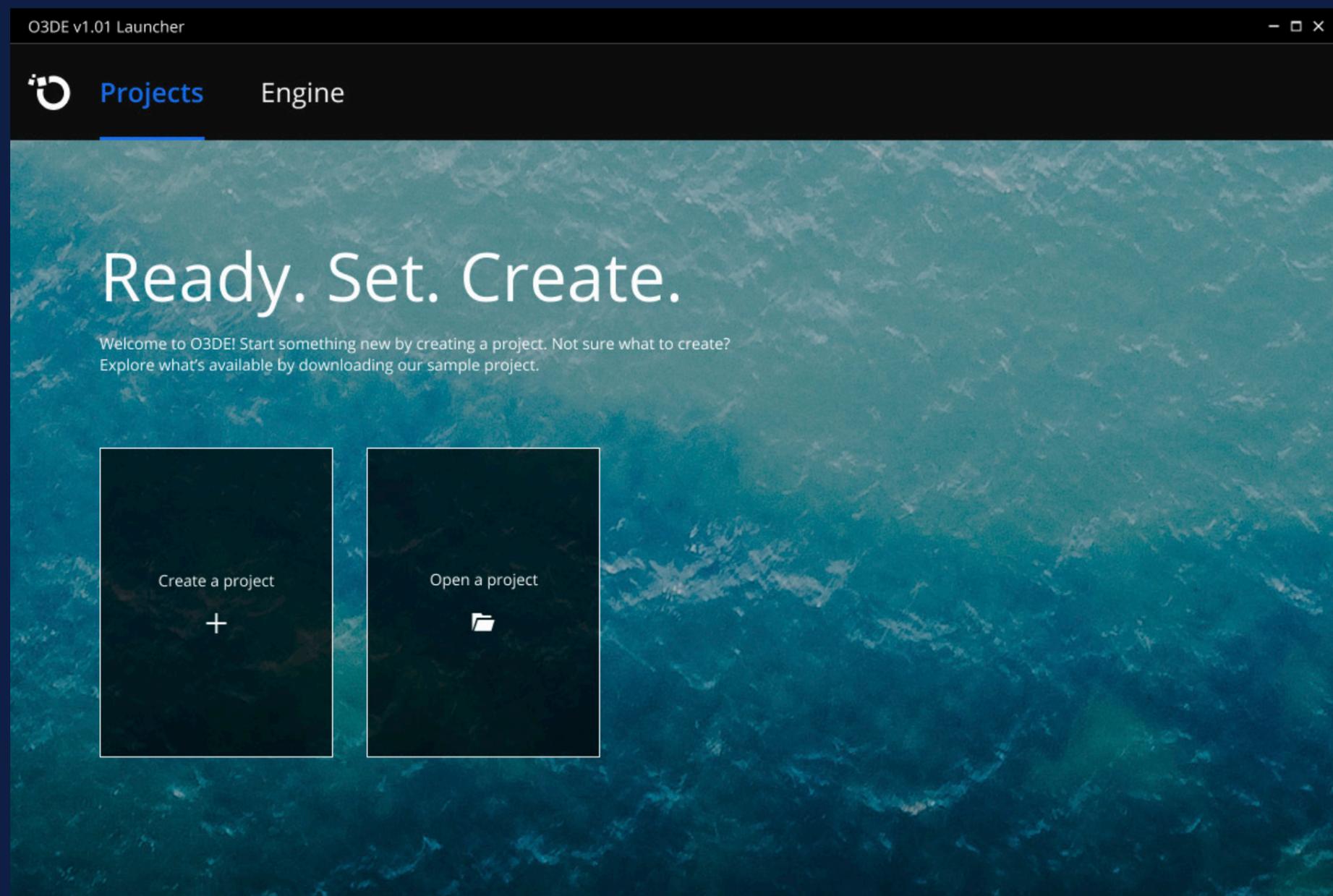
For example, on the O3DE Launcher.



O3DE Icon Mock-up

OPEN 3D ENGINE

*EXAMPLES OF ICON APPLIED TO THE
O3DE LAUNCHER*



Color Palette

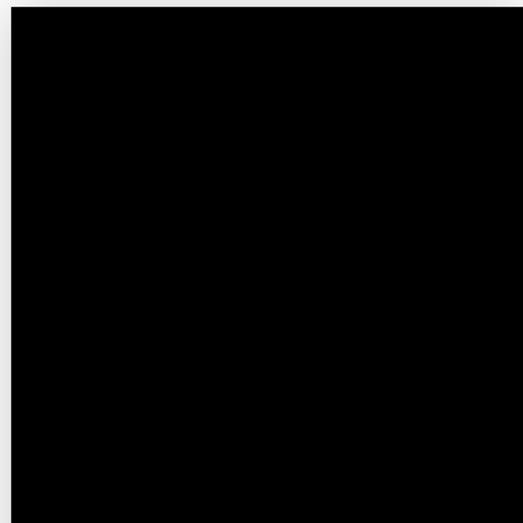
OPEN 3D ENGINE

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.



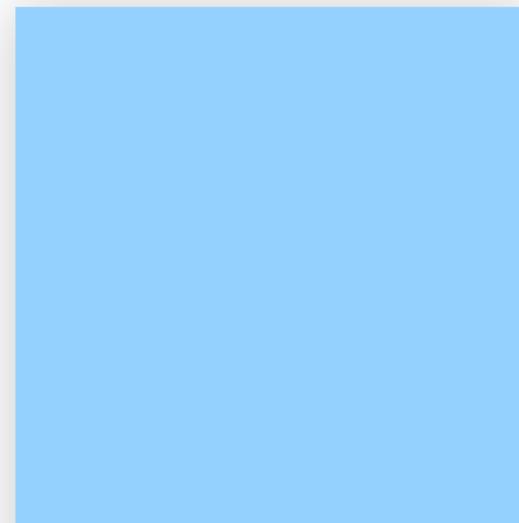
Name: Open 3D Engine
Black

PMS®: 289 C
CMYK: 100, 100, 100, 100
RGB: 0, 0, 0
HEX: #000000



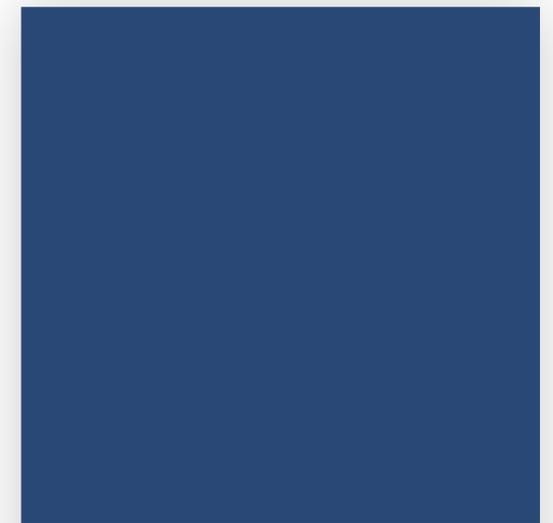
Name: Open 3D Engine
Blue

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

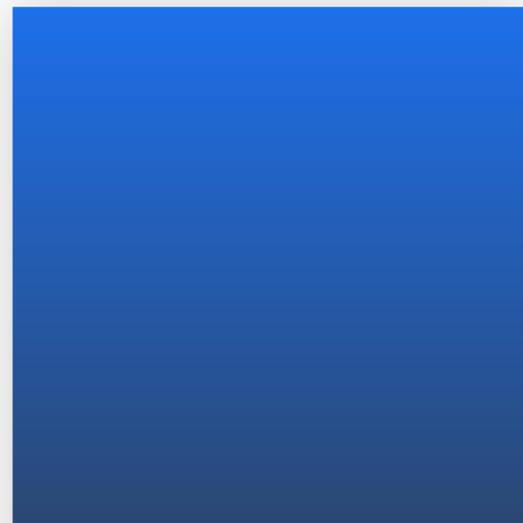


Name: Open 3D Engine
Blue Disabled

PMS®: 541 C
CMYK: 93, 76, 29, 14
RGB: 42, 72, 117
HEX: #2A4875

Alternative Color Palette

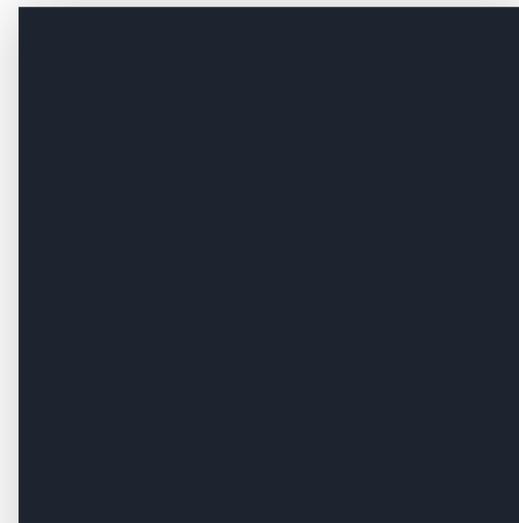
OPEN 3D ENGINE



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