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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](http://www.linuxfoundation.org/trademark-usage).
Brand Guidelines

OPEN 3D ENGINE

PRIMARY LOGO
Brand Guidelines

OPEN 3D ENGINE

**PRIMARY LOGO DOs & DON'Ts**

- **DO: No color variation**
- **DO: No stretching**
- **DO: No isolating wordmark**
- **DO: No outlining**

- **DON'T: No color variation**
- **DON'T: No stretching**
- **DON'T: No re-arranging elements**
- **DON'T: No isolating wordmark**
- **DON'T: No outlining**
Brand Guidelines

OPEN 3D ENGINE

PRIMARY LOGO without
Wordmark DOs & DON'Ts

NO COLOR VARIATION
NO INCREASING STROKE
NO WARPING

NO STRETCHING
NO DECREASING TRACKING
NO SIDE BY SIDE LAYOUT
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://fonts.google.com).

Open Sans
Open Sans Light
Open Sans Regular
Open Sans Semi Bold
Open Sans Bold

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz
0123456789&$%
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
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
Application Mock-up

OPEN 3D ENGINE

EXAMPLES OF BRAND APPLIED
Website Mock-up

OPEN 3D ENGINE

EXAMPLES OF BRAND APPLIED

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 upon O3DE with well-defined templates, styles, and
Under certain circumstances the O3DE icon can also be used independently as a brand element.

For example, on 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.

<table>
<thead>
<tr>
<th>Name</th>
<th>PMS®</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open 3D Engine</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>289 C</td>
<td>100, 100, 100, 100</td>
<td>0, 0, 0</td>
<td>#000000</td>
</tr>
<tr>
<td><strong>Blue</strong></td>
<td>2727 C</td>
<td>80, 57, 0, 0</td>
<td>30, 112, 235</td>
<td>#1E70EB</td>
</tr>
<tr>
<td><strong>Blue Highlight</strong></td>
<td>635 C</td>
<td>36, 6, 0, 0</td>
<td>148, 210, 255</td>
<td>#94D2FF</td>
</tr>
<tr>
<td><strong>Blue Disabled</strong></td>
<td>541 C</td>
<td>93, 76, 29, 14</td>
<td>42, 72, 117</td>
<td>#2A4875</td>
</tr>
</tbody>
</table>
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