

LUMBERYARD | BRAND GUIDELINES

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LUMBERYARD

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Credit Requirements

LUMBERYARD

BUT FIRST, THE RULES

1

You must include the following text in the credits, “about” screen, or in close proximity to the copyright notice of your Lumberyard Project: “This product was developed using the Amazon Lumberyard engine, <https://aws.amazon.com/lumberyard>.”

2

If any packaging, marketing, or advertising materials (including print, TV, or online) for your Lumberyard Project include the logo of any other middleware product, it must also include the Lumberyard logo in no less prominent a manner.

3

If your Lumberyard Project is or likely would be rated higher than M (ESRB), R (MPAA), or similar, then the logo requirement above does not apply and you must not use the Lumberyard logo in connection with your Lumberyard Project without our prior written consent.

4

You may only use the most recent versions of the Lumberyard logo available on this page and must immediately stop using any version we remove from this page. You may not alter the Lumberyard logo in any manner, including by changing the proportion, color, or font, or by adding or removing any element(s) to or from the logo.

5

[The AWS Trademark Guidelines](#) and [Acceptable Use Policy](#) apply to your use of the Lumberyard logo and trademark.

Brand Guidelines

LUMBERYARD

Brand Guidelines

LUMBERYARD

PRIMARY LOGO



lumberyard

LOGO FILES

MECHANICALS

Logo_LY.ai
Logo_LY.pdf



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Brand Guidelines

LUMBERYARD

PRIMARY WORDMARK

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LOGO FILES

MECHANICALS

Wordmark_LY.ai
Wordmark_LY.pdf

Brand Guidelines

LUMBERYARD

PRIMARY ICON



LOGO FILES

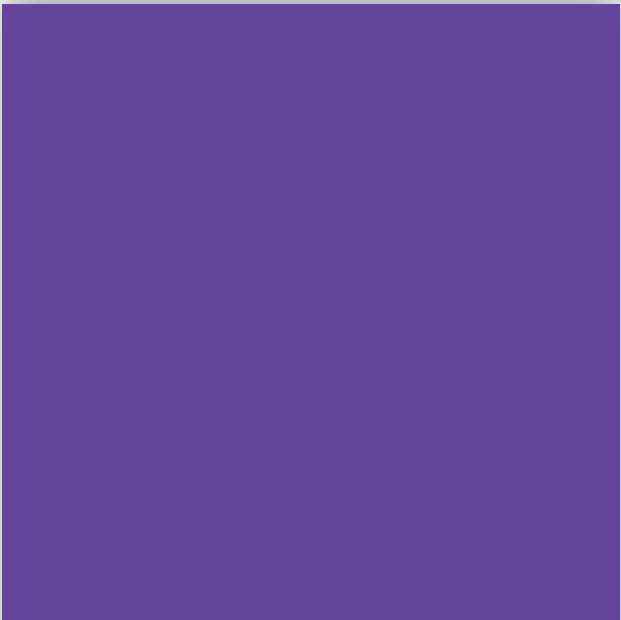
MECHANICALS

Icon_LY.ai
Icon_LY.pdf

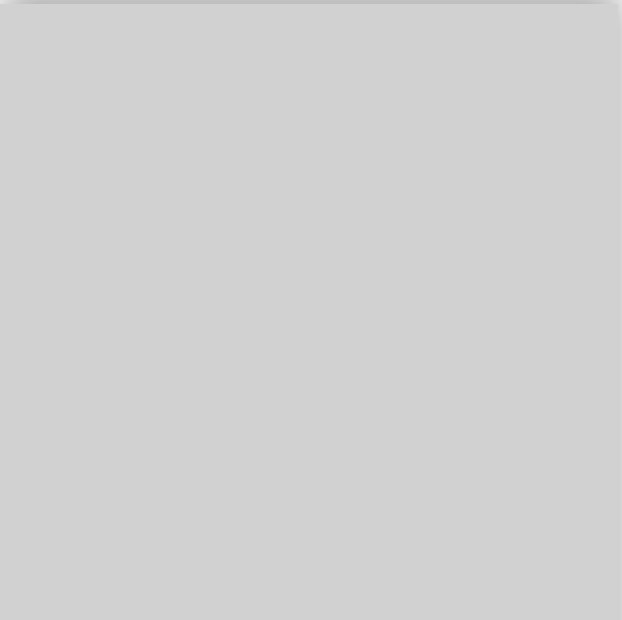
Brand Guidelines

LUMBERYARD

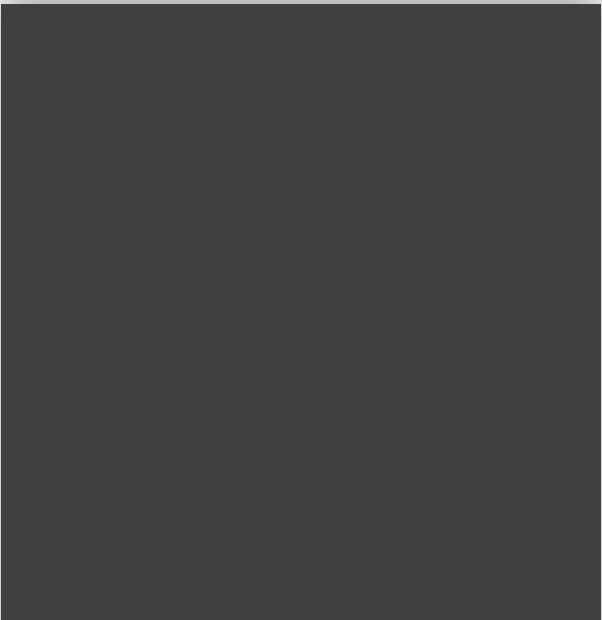
PRIMARY COLOR PALETTE



PMS® 2077 C
CMYK: 72, 86, 0, 0
RGB: 101, 70, 155
HEX: 66459b



PMS® COOL GRAY 3 C
CMYK: 17, 13, 13, 0
RGB: 209, 209, 209
HEX: D1D1D1

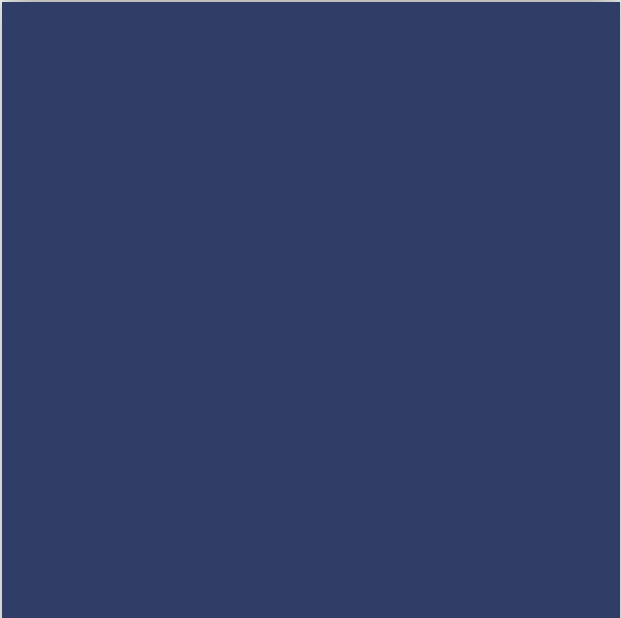


PMS® COOL GRAY 11 C
CMYK: 68, 61, 60, 47
RGB: 64, 64, 64
HEX: 3F3F3F

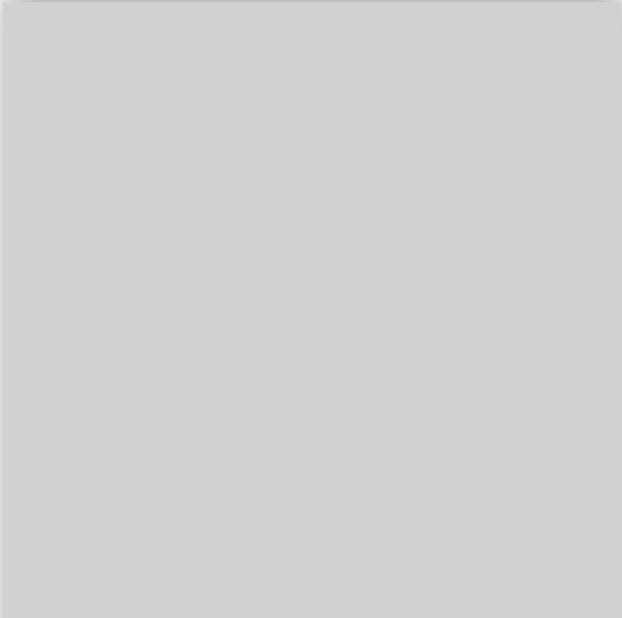
Brand Guidelines

LUMBERYARD

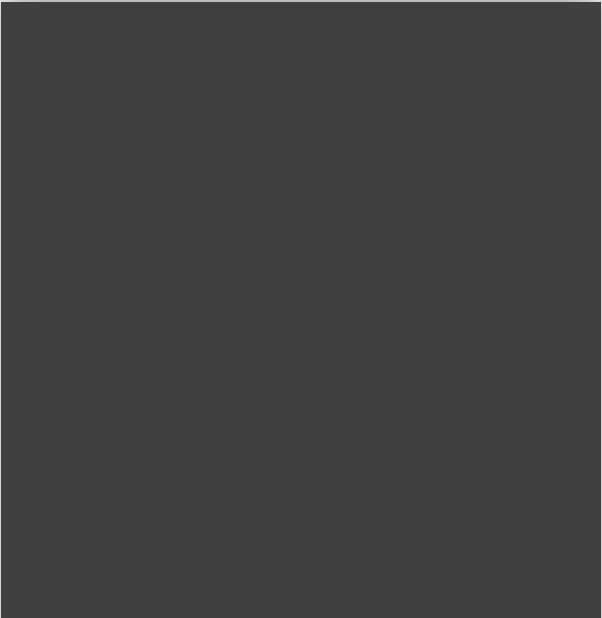
ALTERNATIVE COLOR PALETTE



PMS® 280 U
CMYK: 90, 80, 35, 22
RGB: 49, 62, 102
HEX: 313EGG



PMS® COOL GRAY 3 C
CMYK: 17, 13, 13, 0
RGB: 209, 209, 209
HEX: D1D1D1



PMS® COOL GRAY 11 C
CMYK: 68, 61, 60, 47
RGB: 64, 64, 64
HEX: 3F3F3F

Brand Guidelines

LUMBERYARD

PRIMARY LOGO DOs & DON'Ts



lumberyard



NO COLOR VARIATION



NO STRETCHING



NO REARRANGING ELEMENTS



NO RE-SIZING ELEMENTS



NO COLOR FILL



NO OUTLINING

Brand Guidelines

LUMBERYARD

PRIMARY WORDMARK DOs & DON'Ts

lumberyard

lumberyard

NO COLOR VARIATION

lumberyard

NO STRETCHING

lumberyard

NO INCREASING STROKE

lumberyard

NO DECREASING TRACKING

lumberyard

NO WARPING

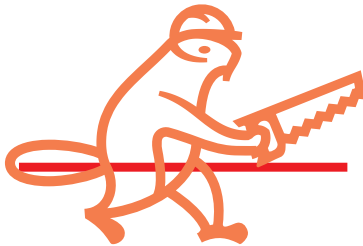
lumberyard

NO OUTLINING

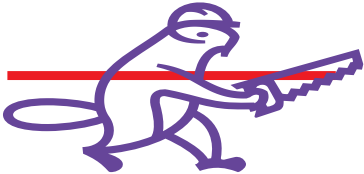
Brand Guidelines

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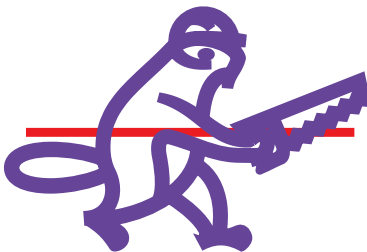
PRIMARY ICON DOs & DON'Ts



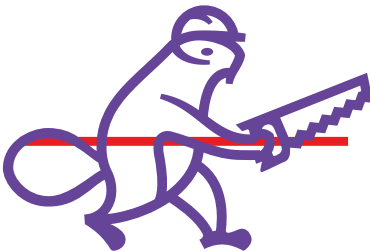
NO COLOR VARIATION



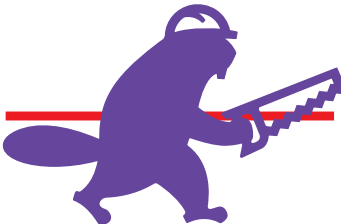
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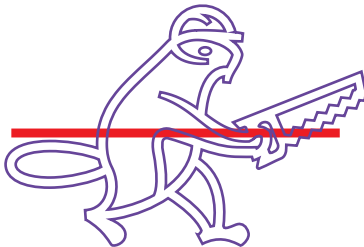
NO INCREASING STROKE



NO RE-SIZING ELEMENTS



NO COLOR FILL



NO OUTLINING