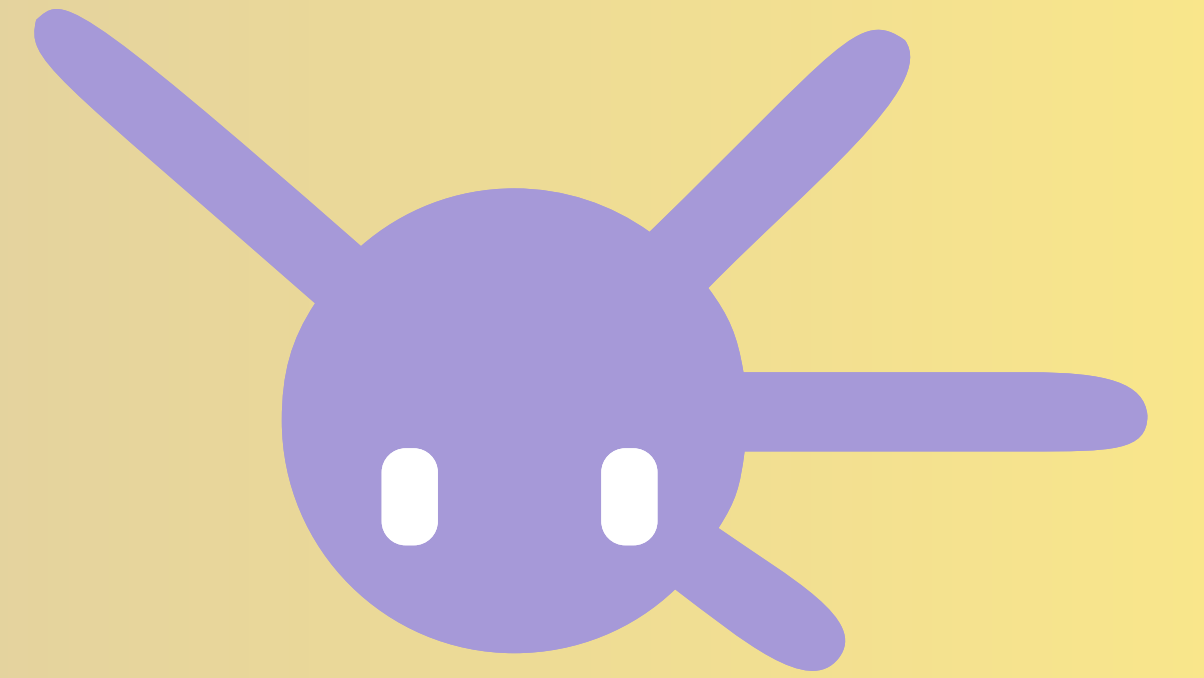
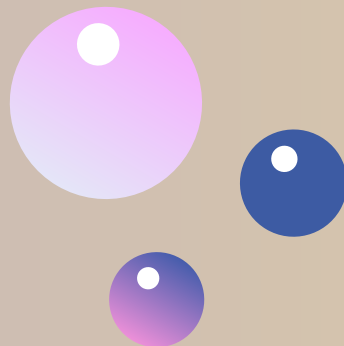




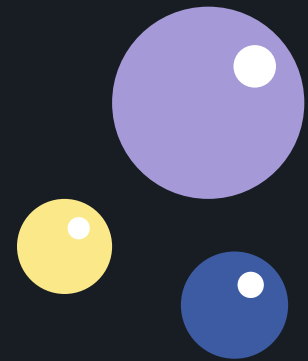
Brand Guidelines

Introduction



This guide reflects how we wish to show the nature and maintain the integrity of our brand, Opal.

Opal is what you make of it. Start with an idea, bring it to Opal, and discover endless outcomes.



Every color of
OPAL is you.

The brilliance of OPAL is through you.

You and OPAL.

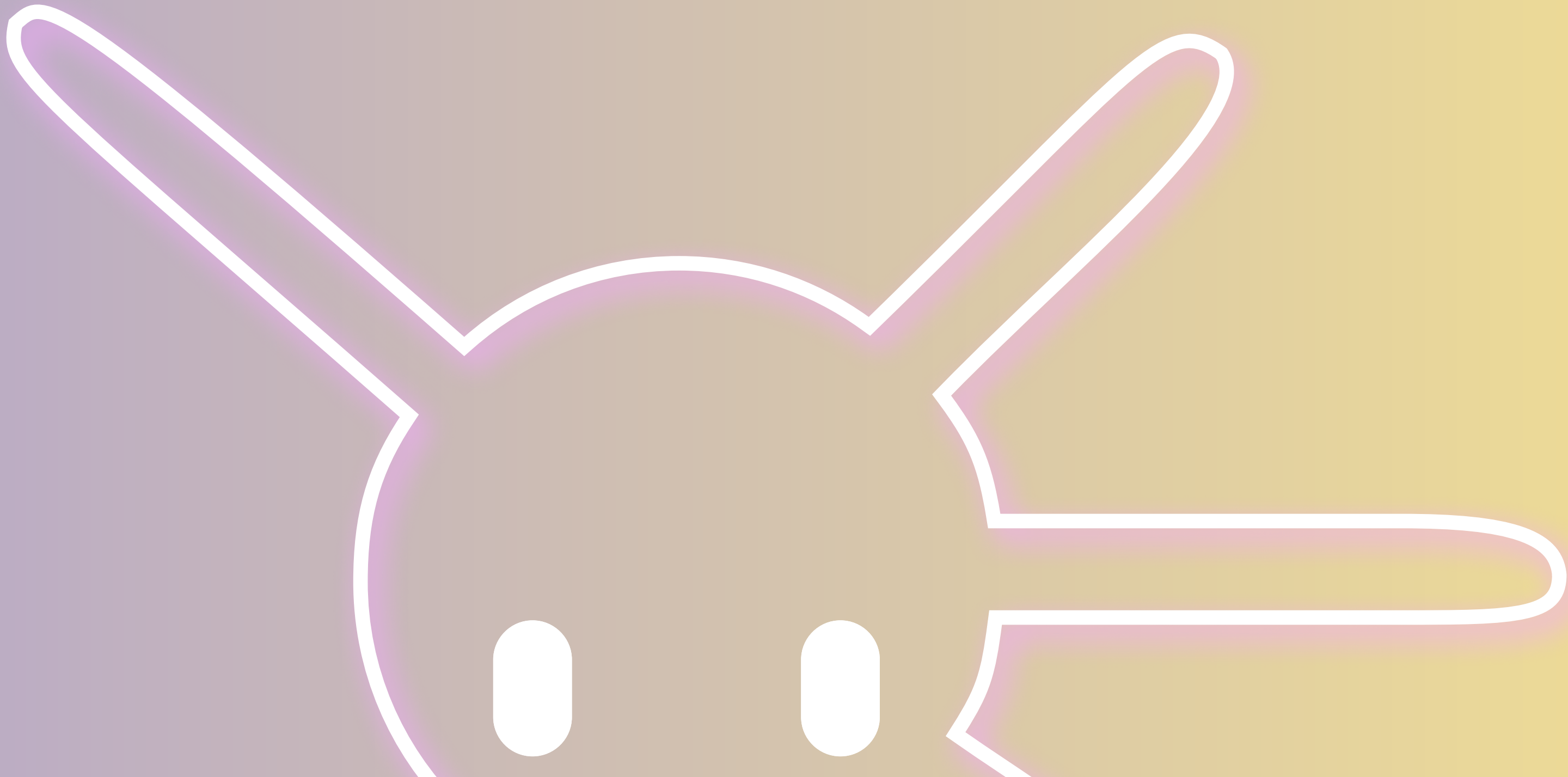
From the first engine to the finished game. It handles:



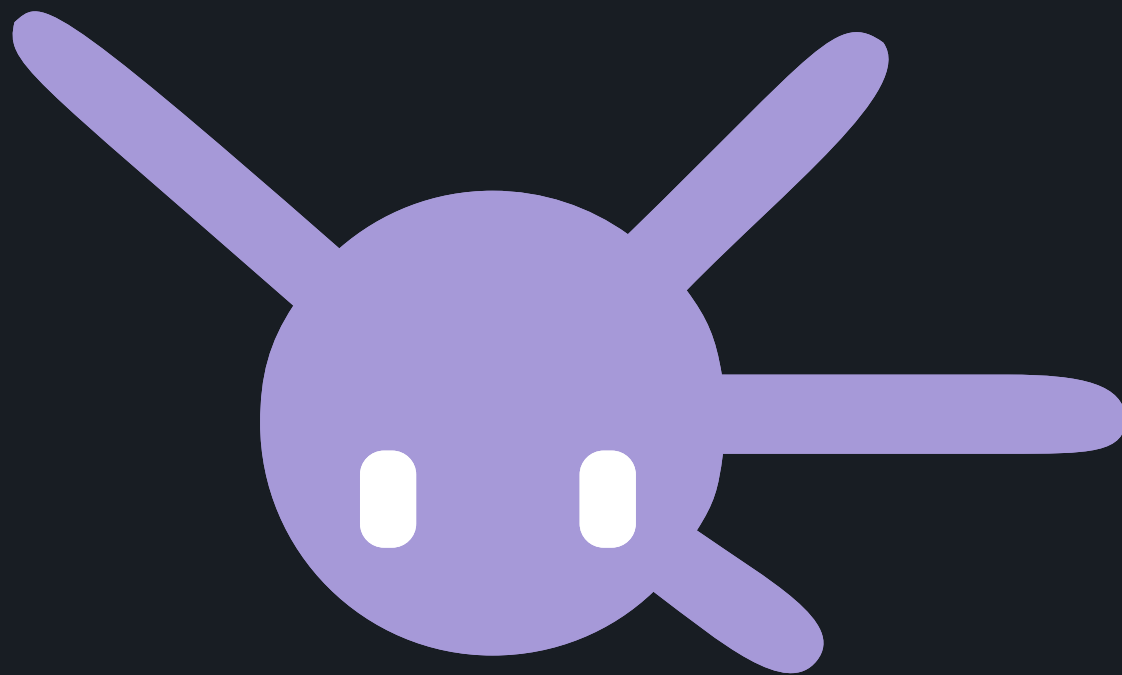
So **making** is all that's left. The brilliance is yours;
OPAL makes sure it shines.



The Logo



Primary Logomark

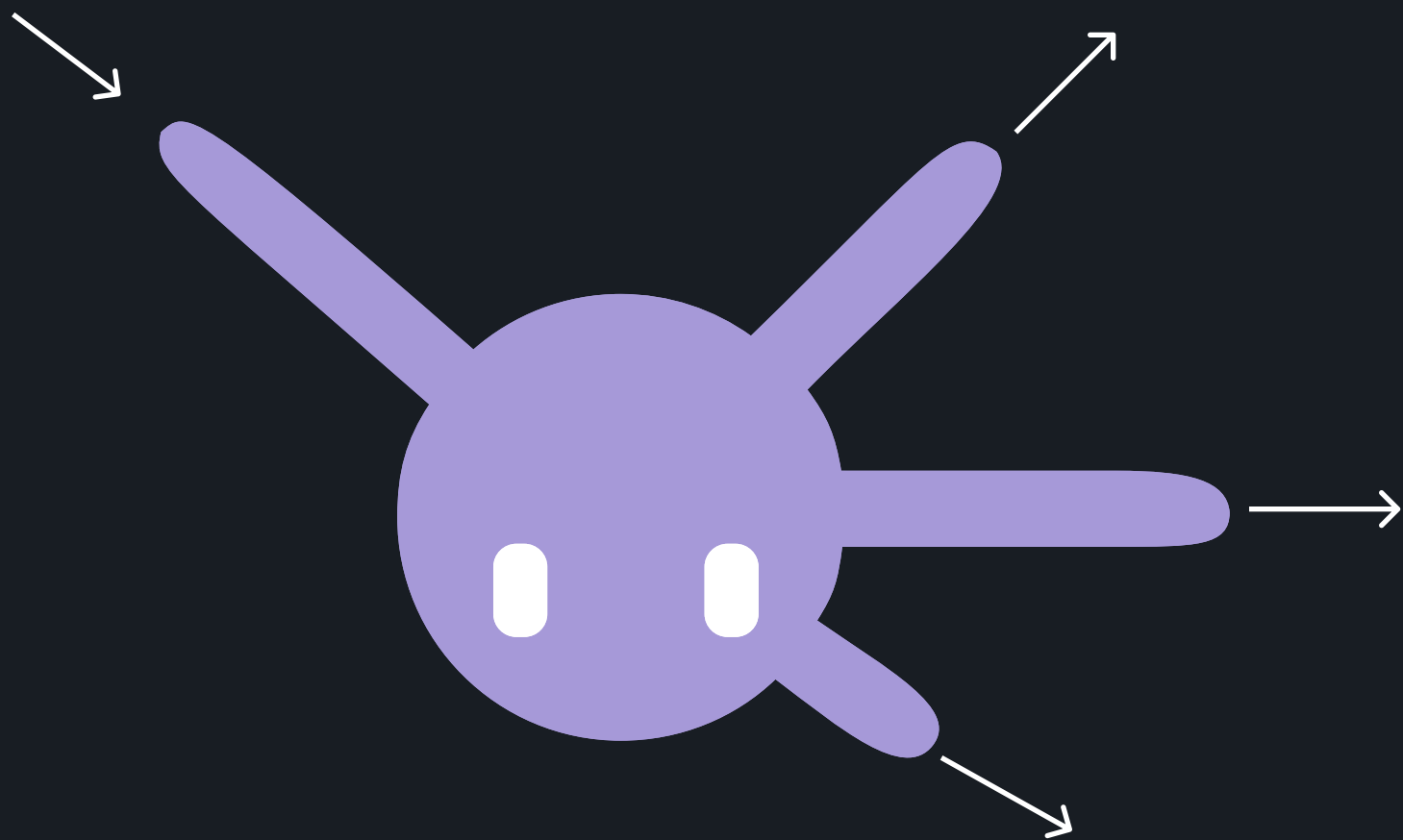


An introduction to Opal

The logo (Pal) is a companion that visually embodies the values and intentions behind Opal.

Opal’s play-of-colour: Opal stones own a unique trait of shining colors of the rainbow. How does this happen? When light hits an opal’s surface, it diffracts and splits into multiple pure spectral colors due to its body being made of silica spheres.

Primary Logomark



With opal stones, one light source splits into multiple, beautiful colors.

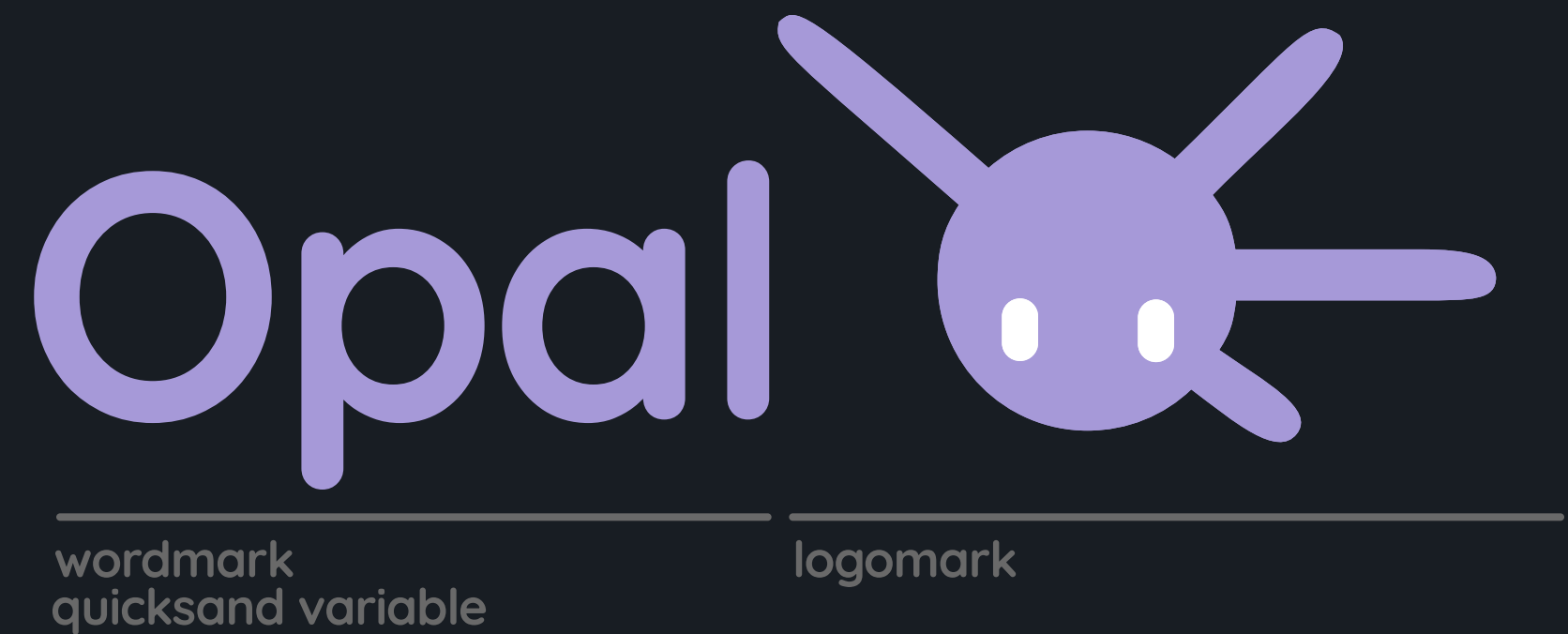
Opal’s message is similar.

One software, multiple projects

One application, countless assets and tools

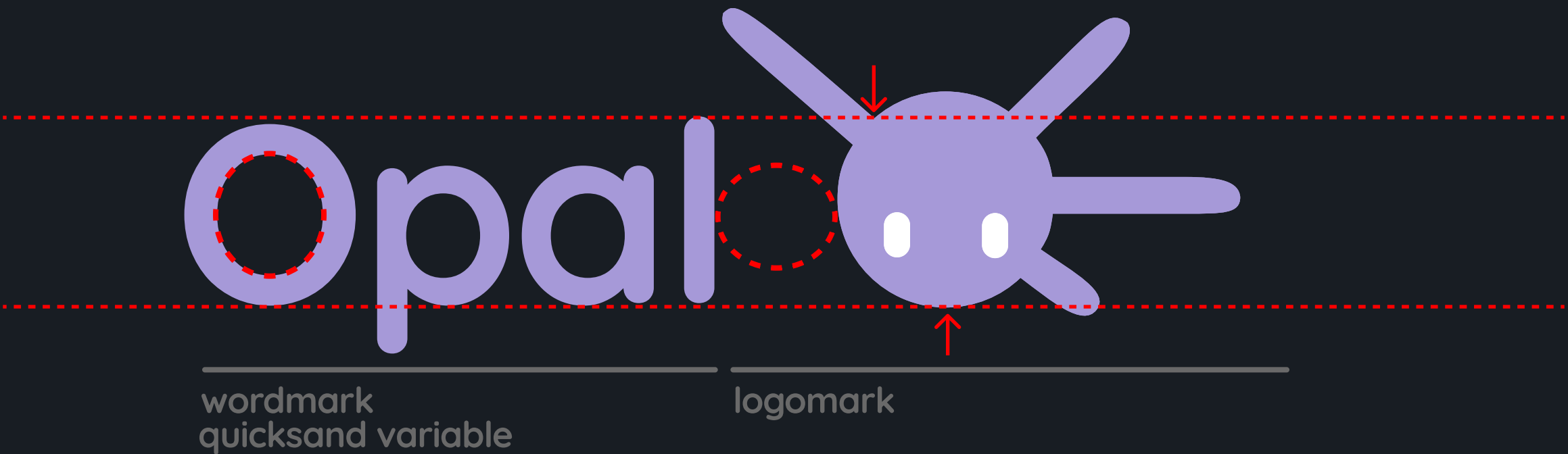
Take one idea, bring it to Opal, and discover endless outcomes.

Logomark & Wordmark



Correct application of the Opal logo is required in order to retain brand integrity. Ensure that the colors, proportions, and postion of the logo is maintained. When applicable, the wordmark and logomark should always exist hand-in-hand with each other. The wordmark appears on the left-hand side of the logomark to create a balanced visual.

Logomark & Wordmark Alignment and Spacing



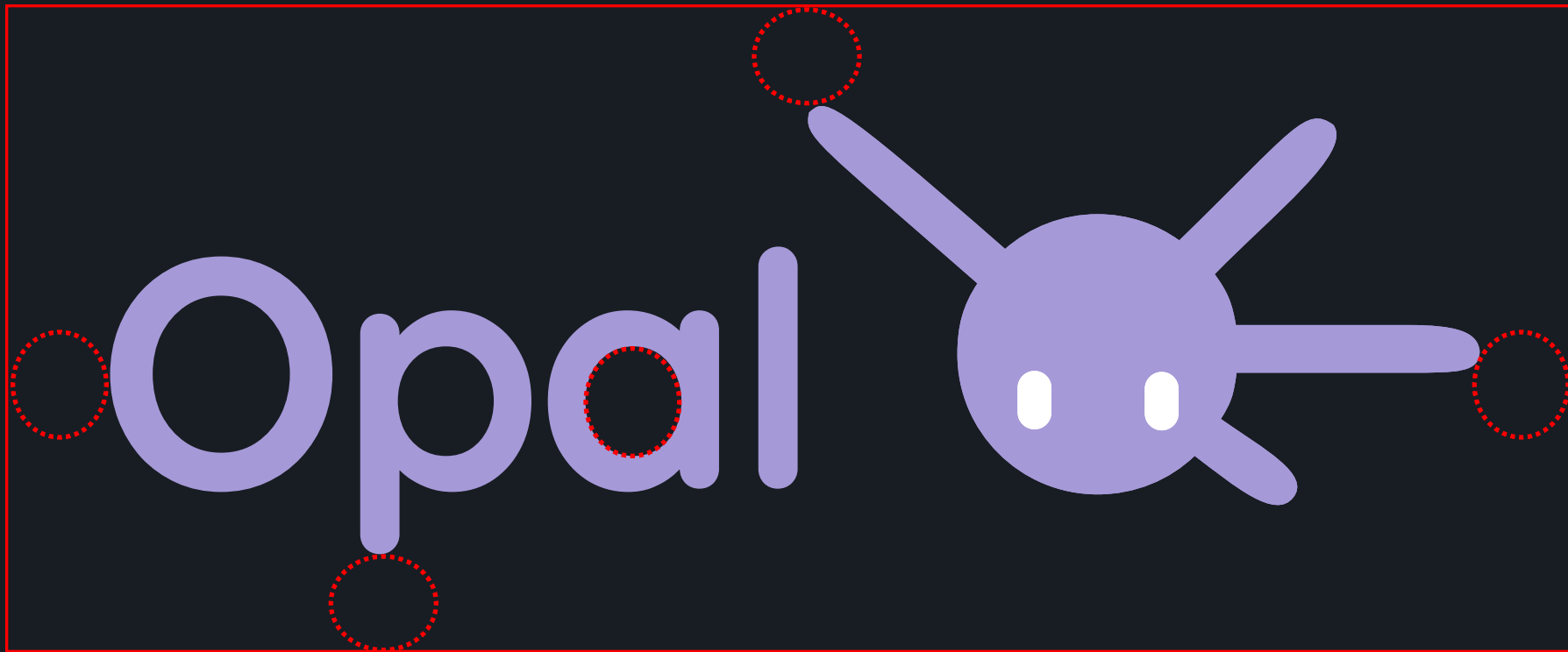
Alignment

The height of the wordmark should line up accurately with the horizontal dash lines indicated above. The bottom of the wordmark should line up horizontally with the bottom of the Pal’s circular body, while the top of the wordmark should line up horizontally with the highest point on intersection between the Pal’s body and leftmost ray.

Spacing

In order to ensure the accurate amount of space between the wordmark and logomark, take the inside strokeline of the O from Opal, and rotate it 90 degrees. Use this guide to insert the correct amount of breathing space between the two elements.

Logomark & Wordmark Clear Space

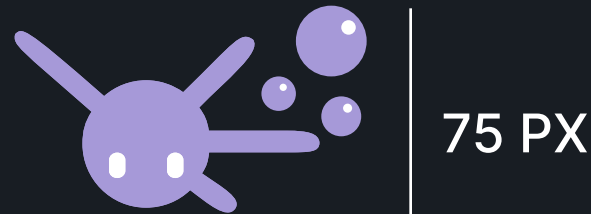
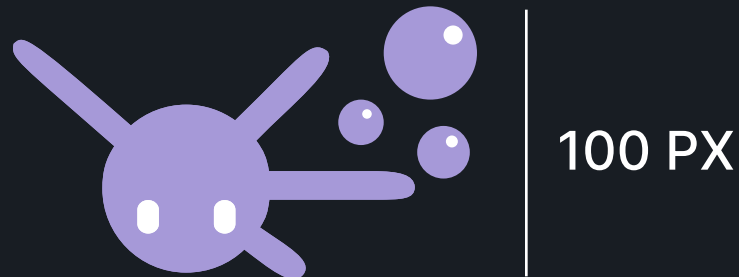


Minimum Clear Space

The logo must always be surrounded by an area of clear space based on the inside strokeline of the *a* from Opal. For the very top and bottom space, rotate the inside strokeline of the *a* at 90 degrees.

Logomark

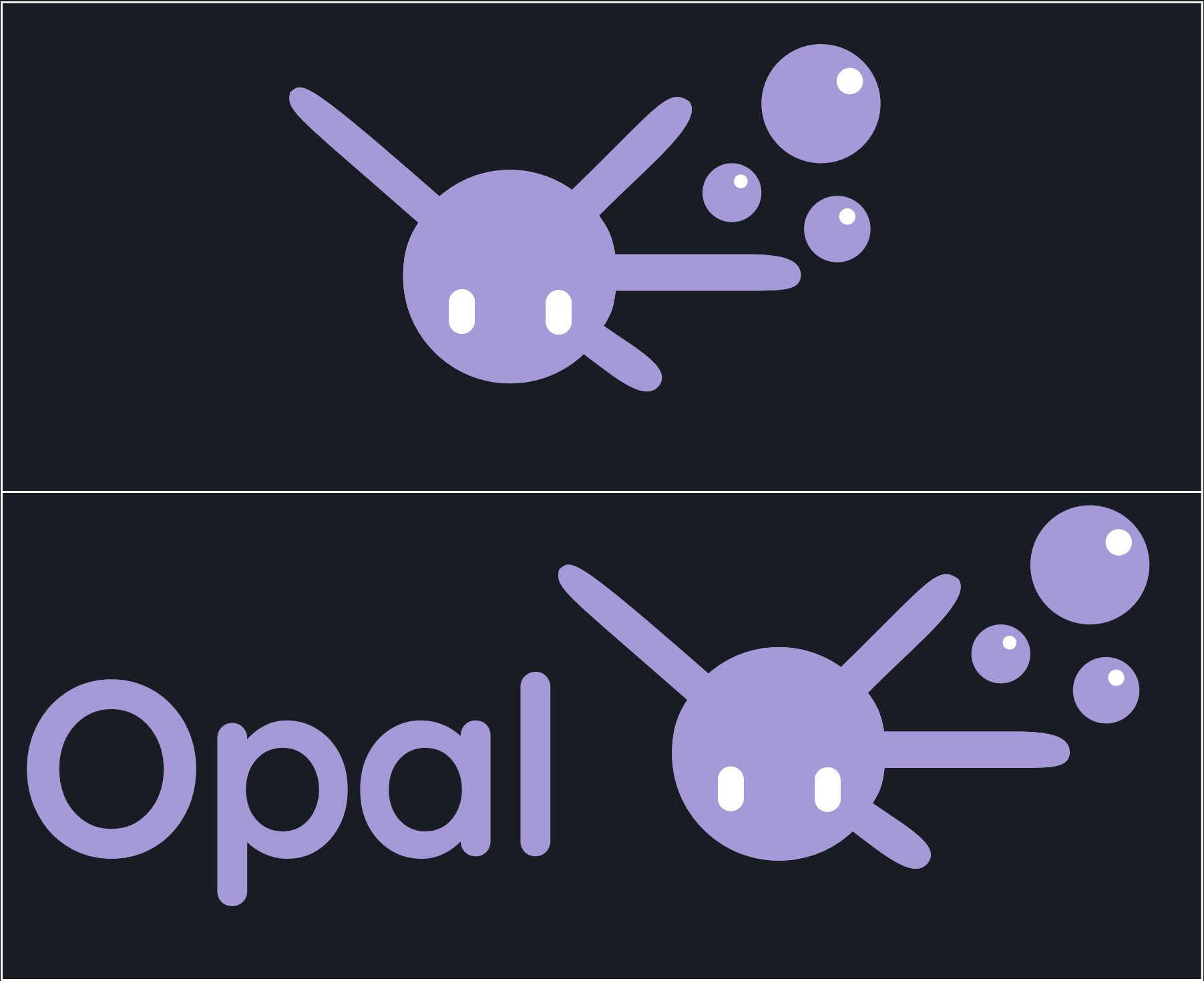
Minimum Size



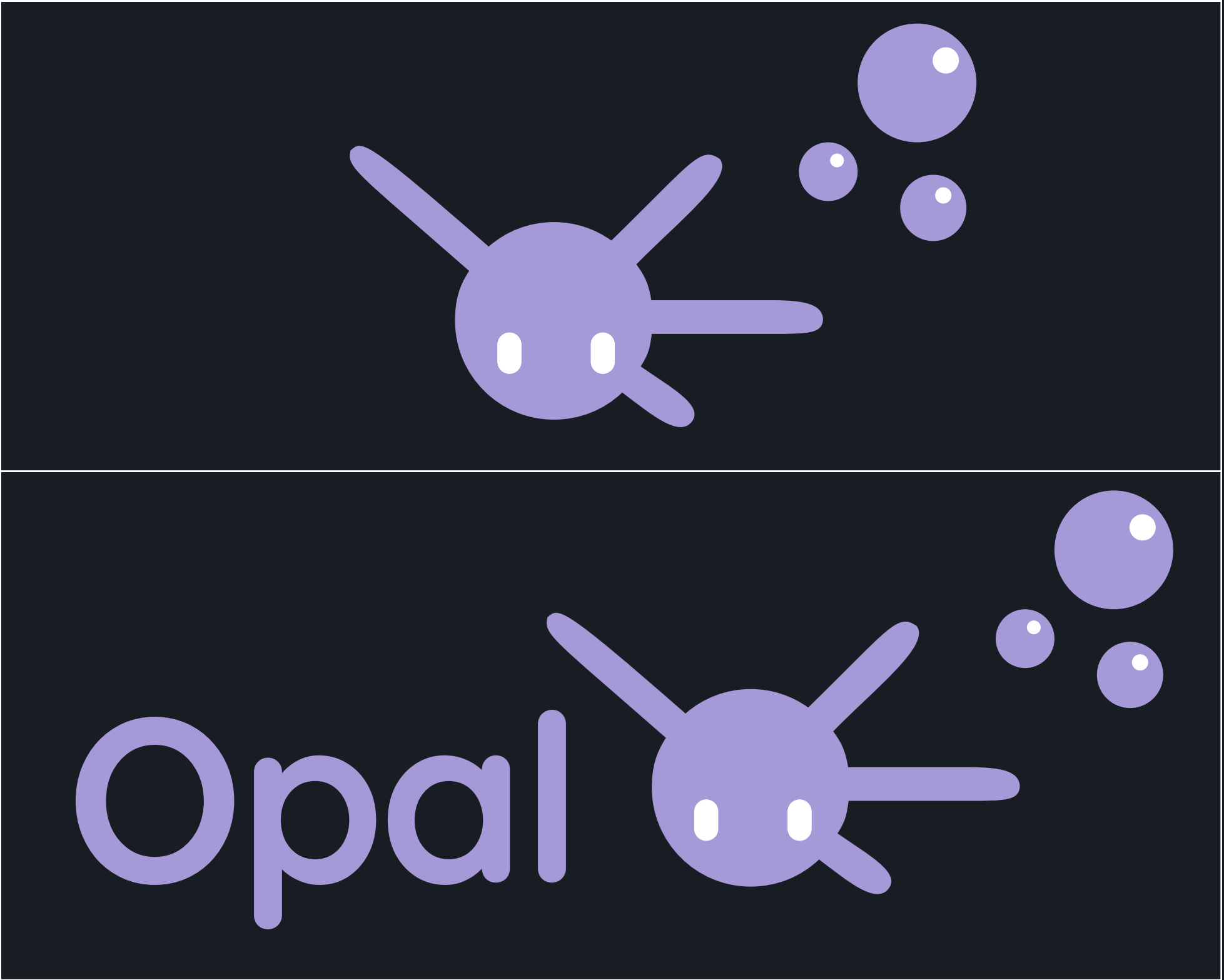
In order to protect the legibility of the logo, the recommended minimum size should not be less than 16 pixels in height for web/digital use.

Logomark

Bubbles Variants



Bubbles Logo



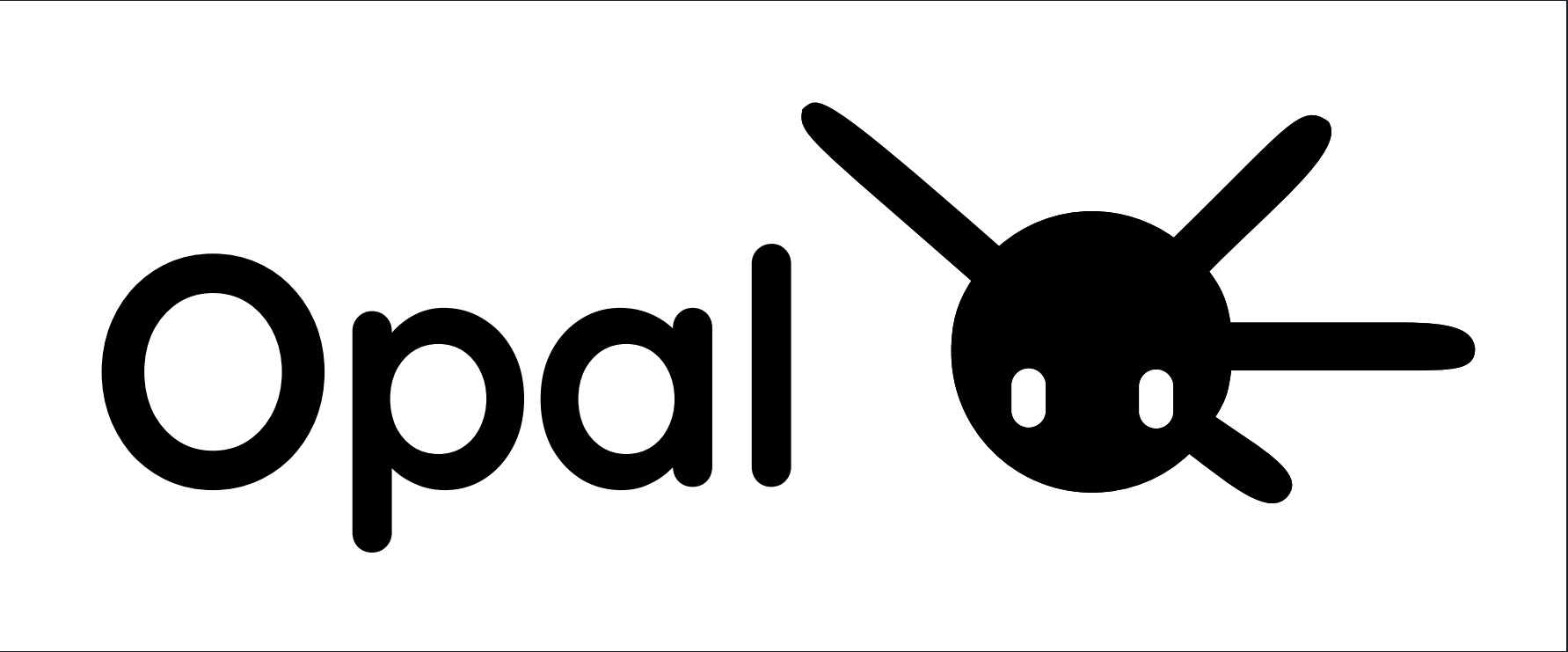
Wide Bubbles Logo

A Variant of Opal with bubbles exists, and serves as a more robust version for occasions where a bigger footprint is required. Because the Pal’s original logo has a wider composition, the bubbles may be primarily used to fill out empty spaces for better balance.

Logomark Options



Full-Color Version



Black Version



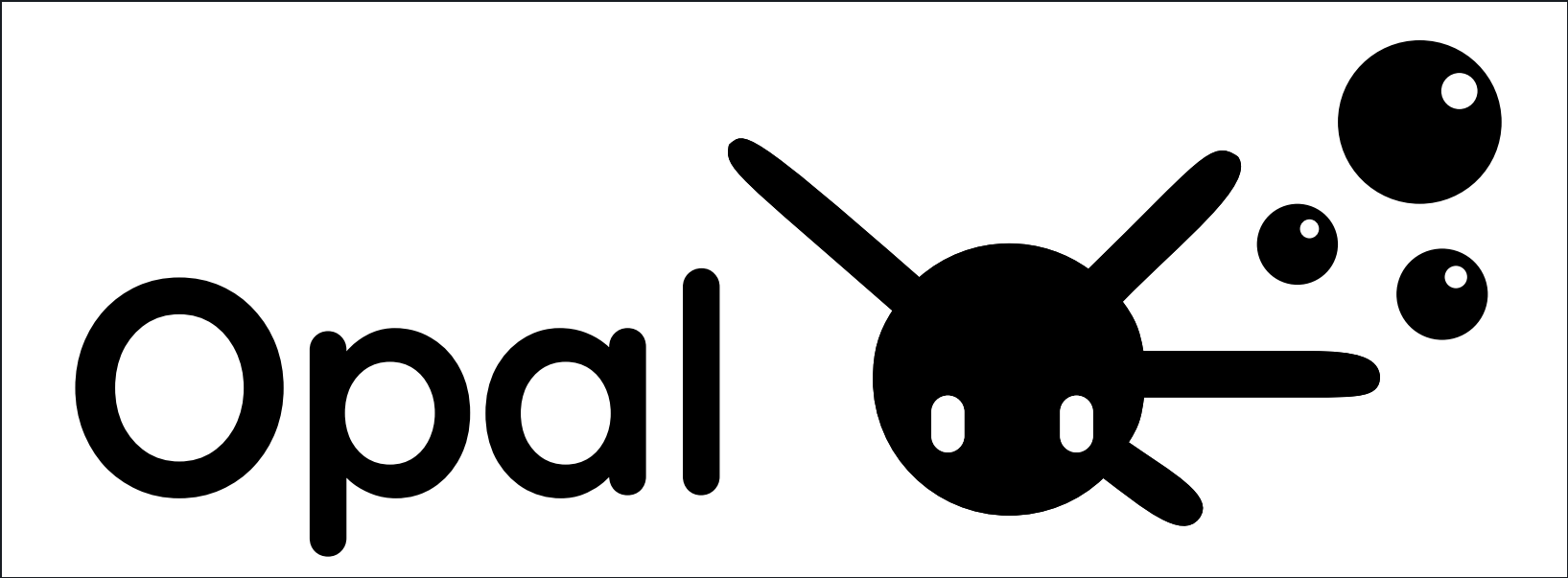
White Version

Logomark

Bubbles Options



Full-Color Version



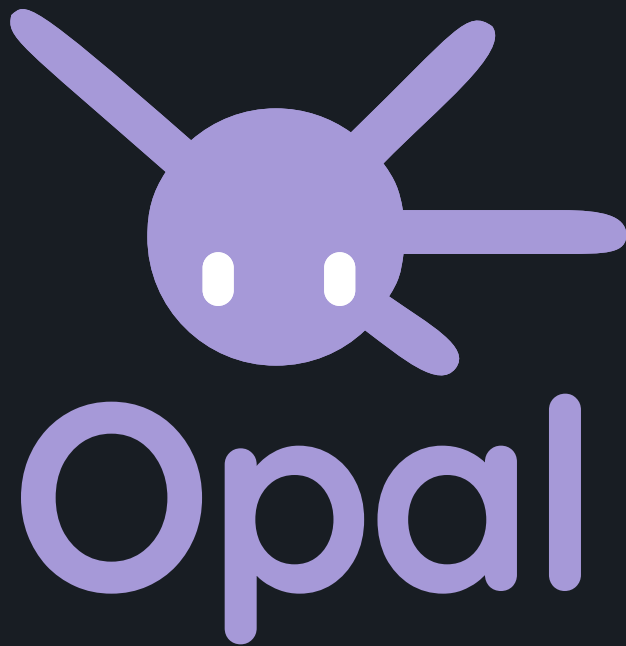
Black Version



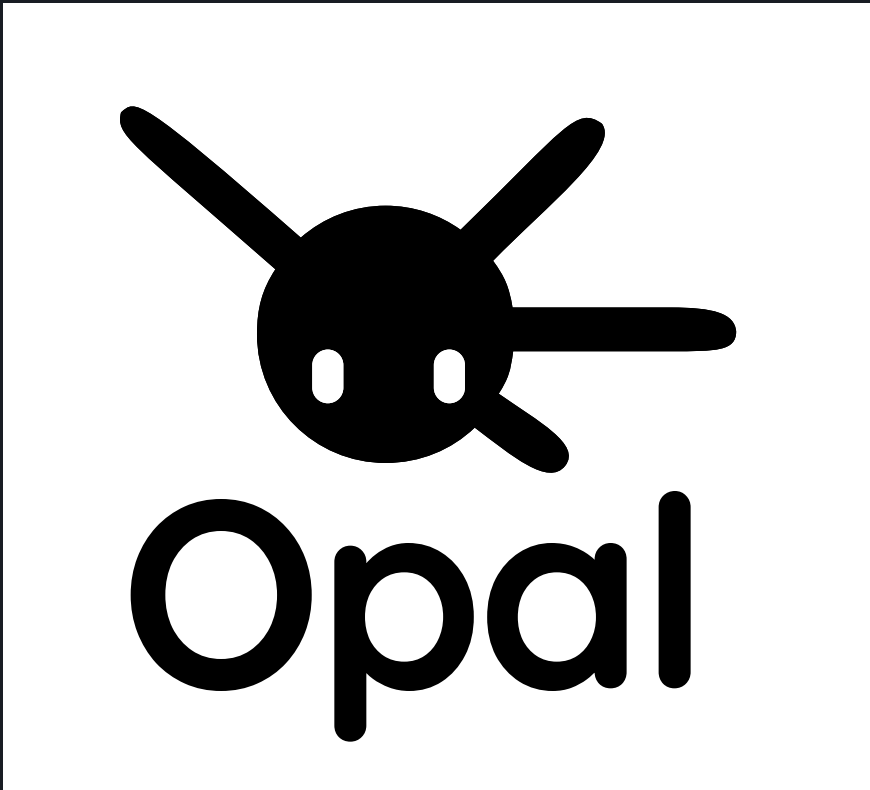
White Version

Logomark

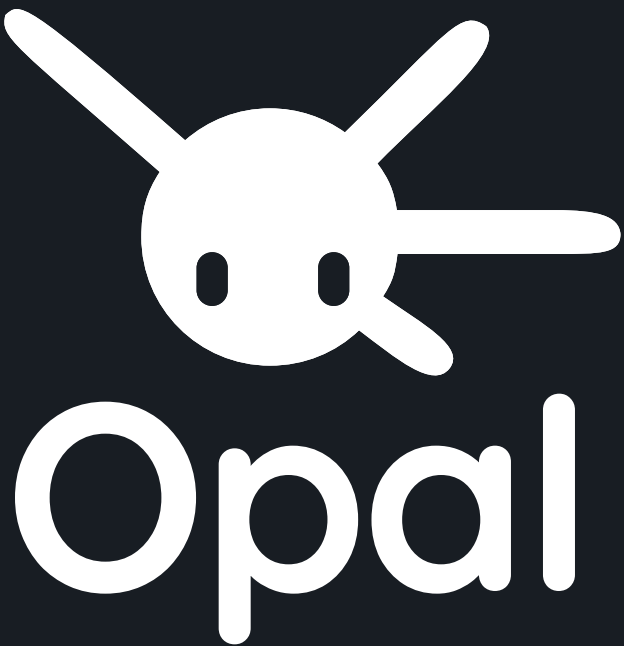
Vertical Options



Full-Color Version



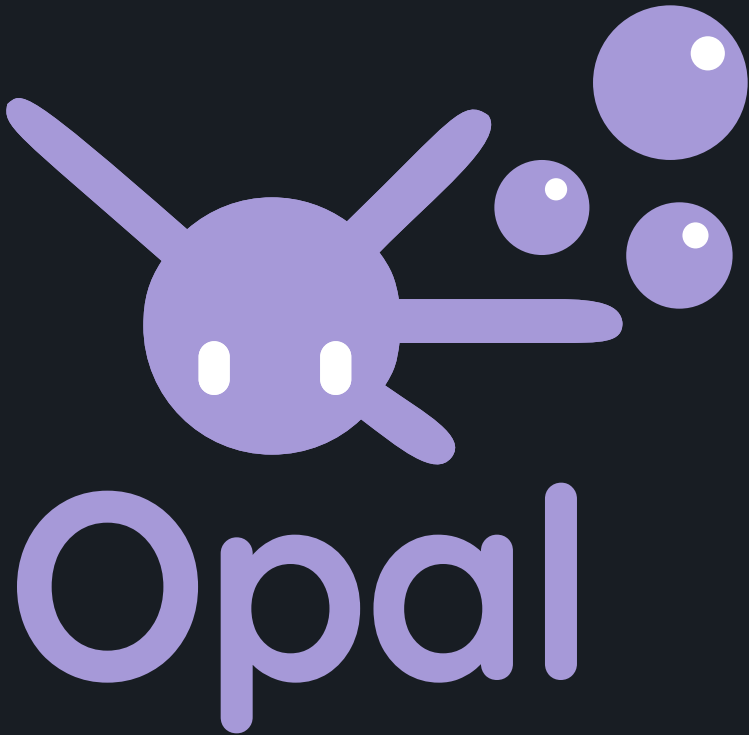
Black Version



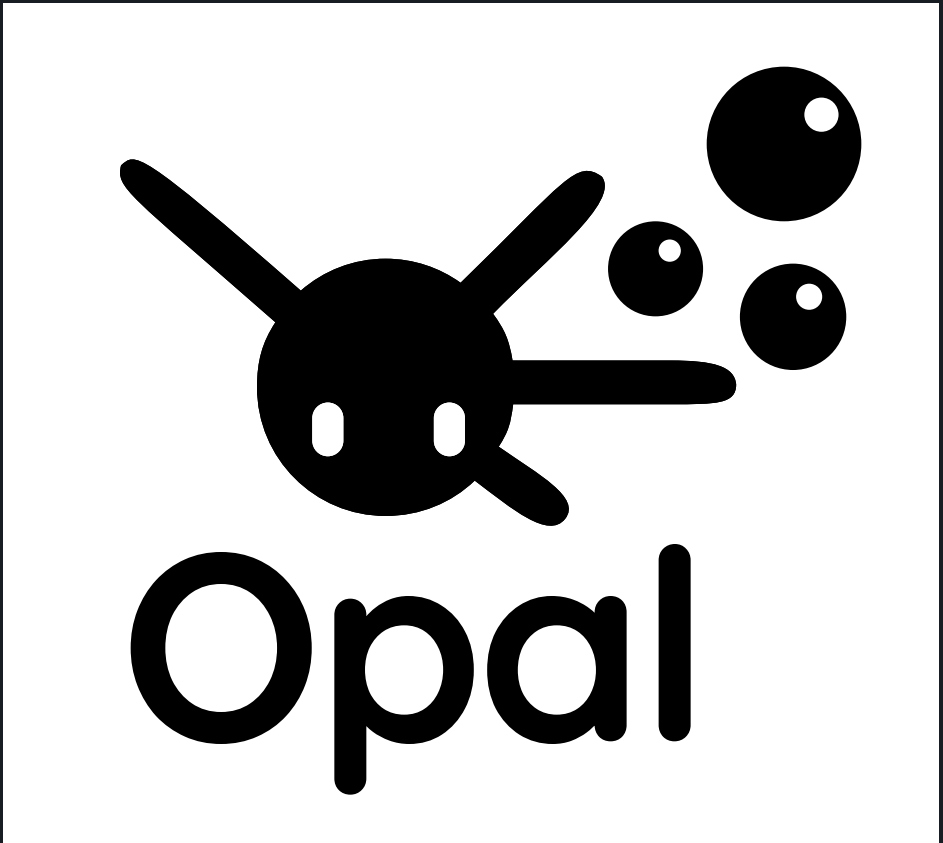
White Version

Logomark

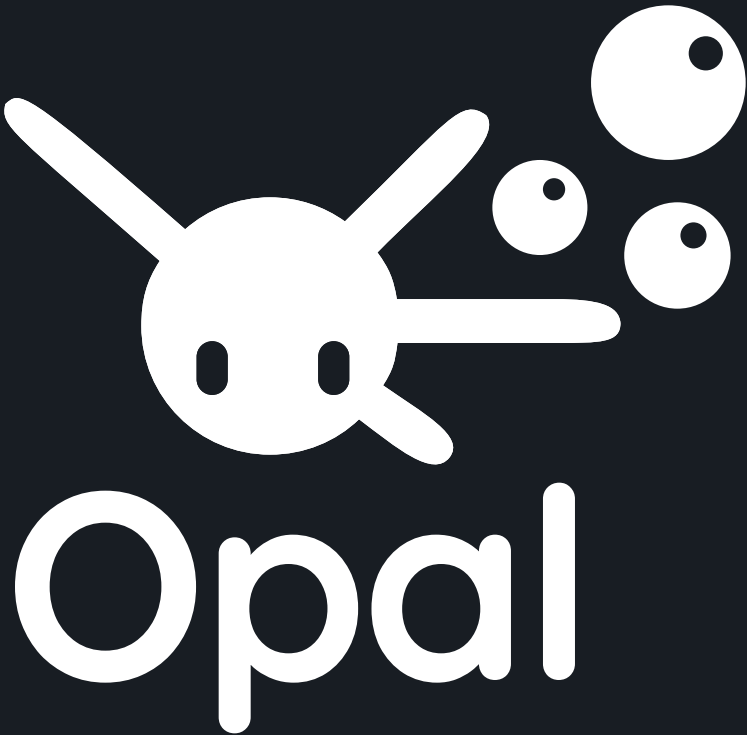
Bubbles Vertical Options



Full-Color Version



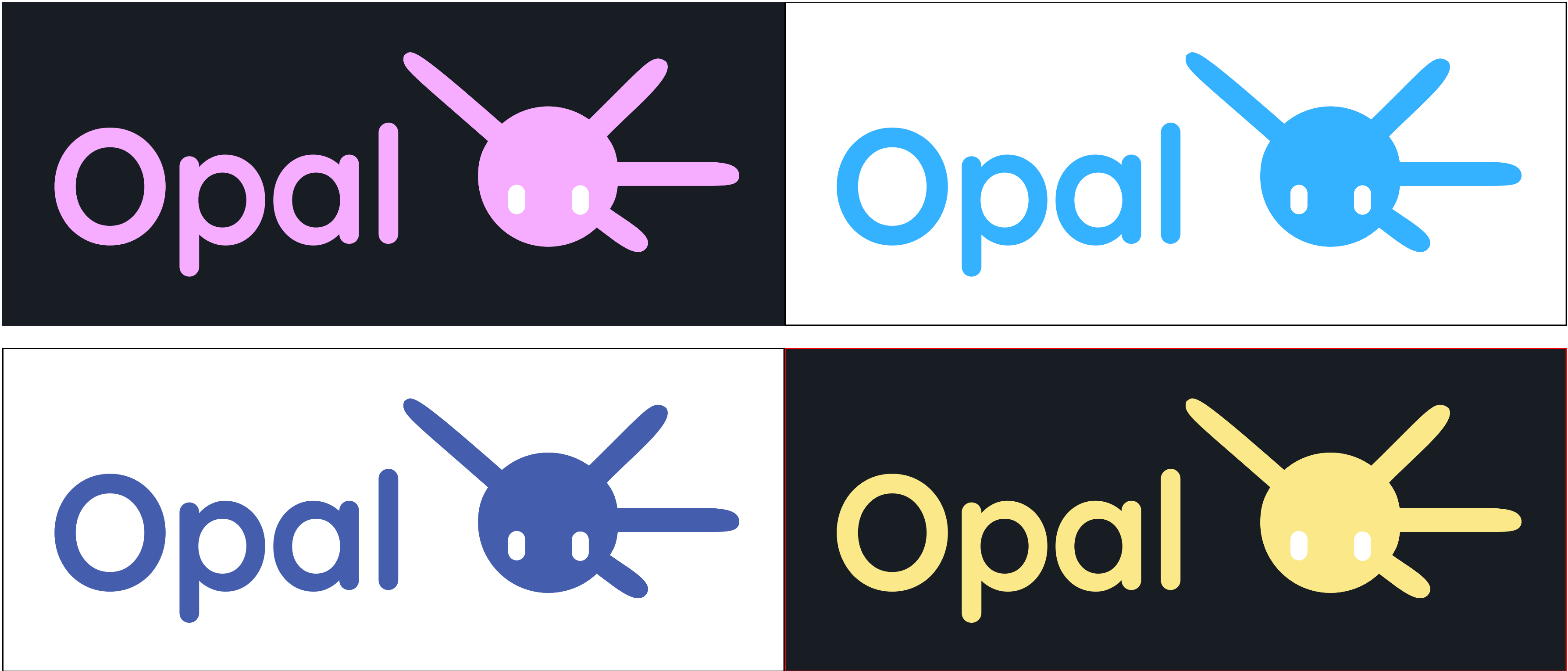
Black Version



White Version

Logo

Colour Variations



Variations

On occasions where the default color is not being used, the logo can exist in these colors as secondary options.

Logo

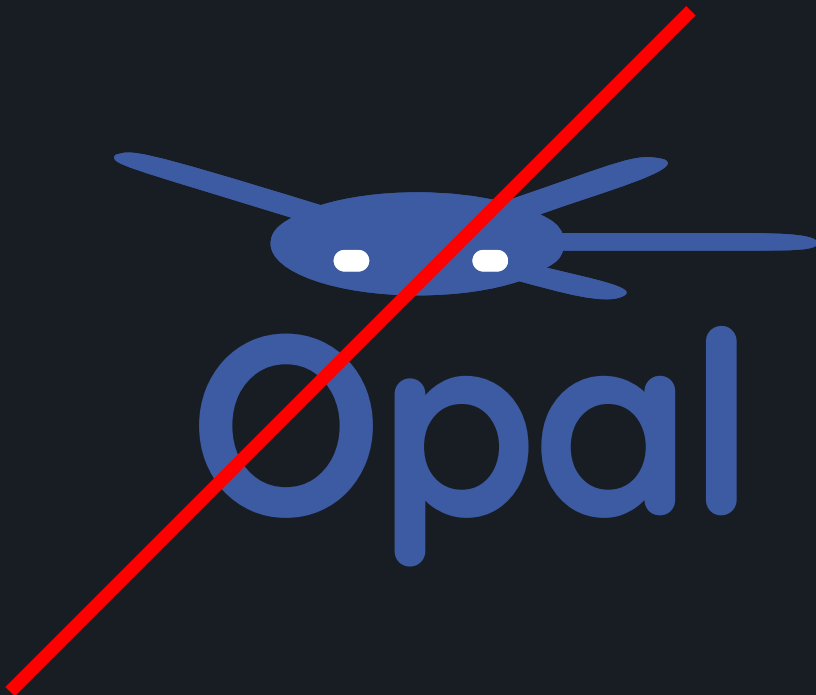
Incorrect Usage Examples

Please do NOT do the following in order to retain brand identity consistency and integrity:

Use colors inconsistent with the brand's colors



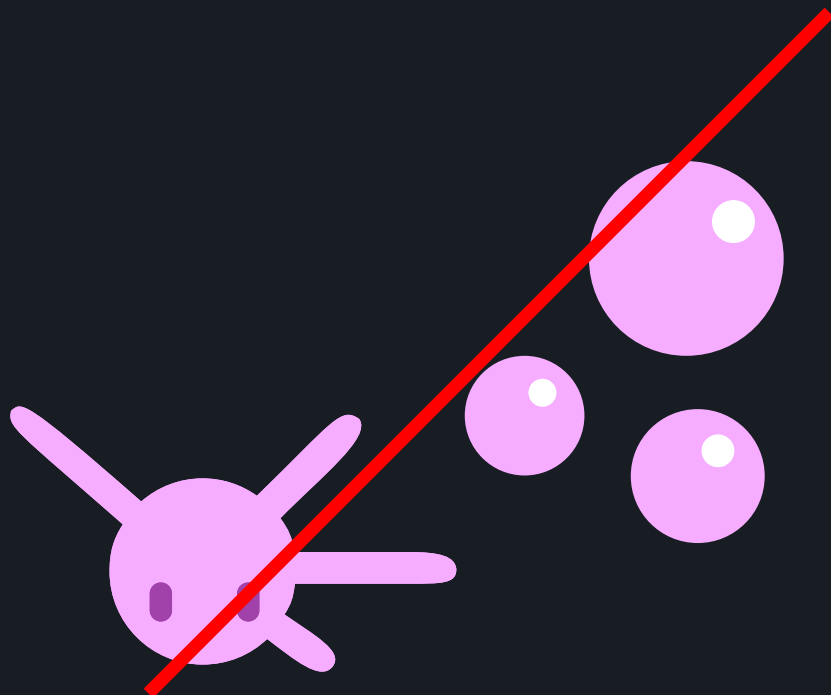
Distort the logo



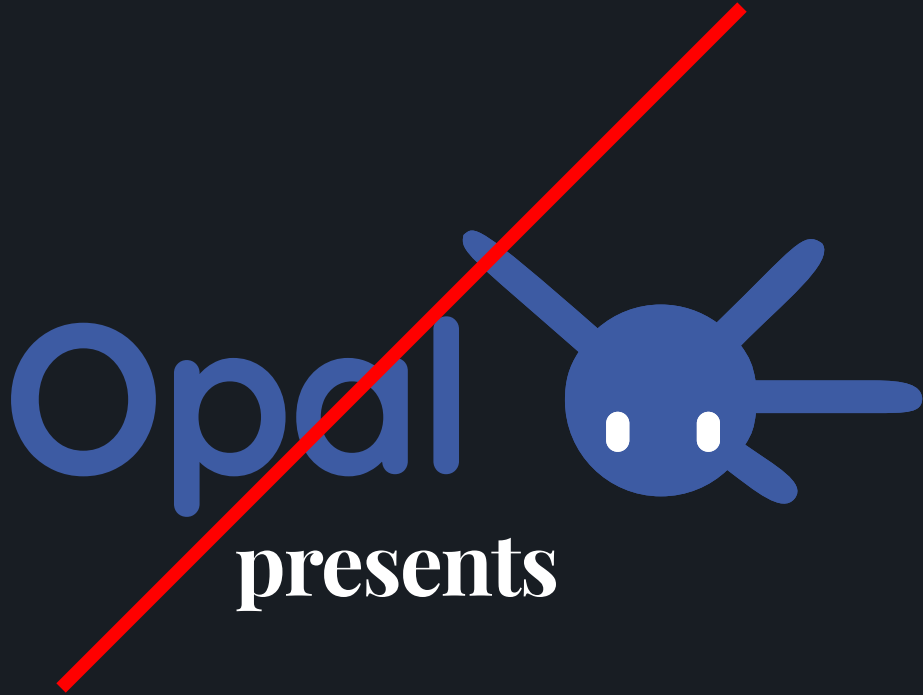
Change the typeface



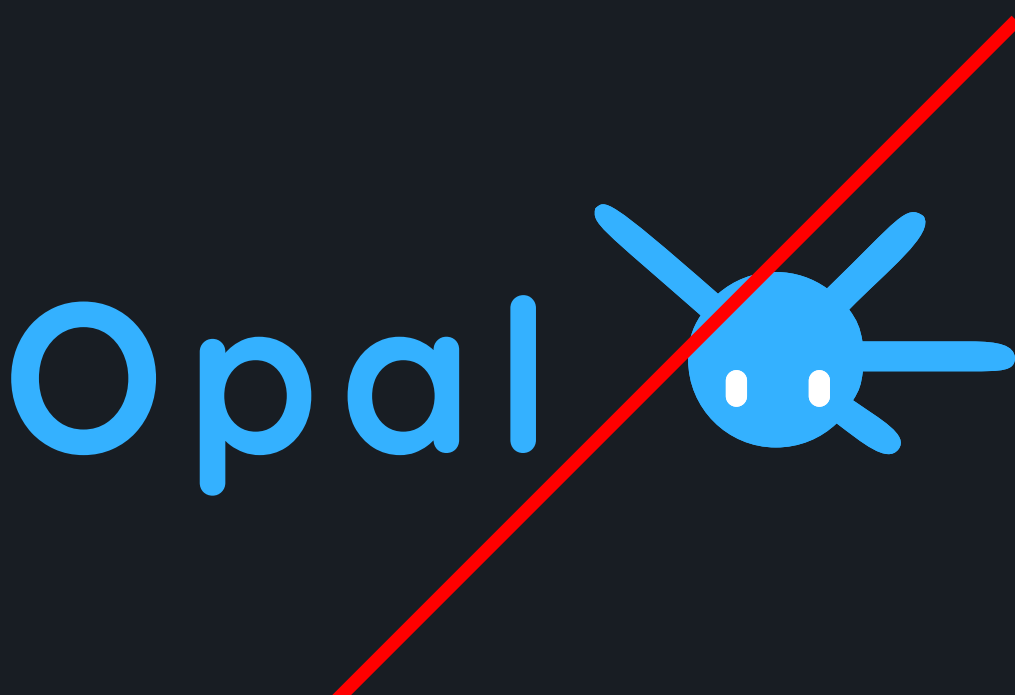
Resize any elements of the logo



Use within a phrase



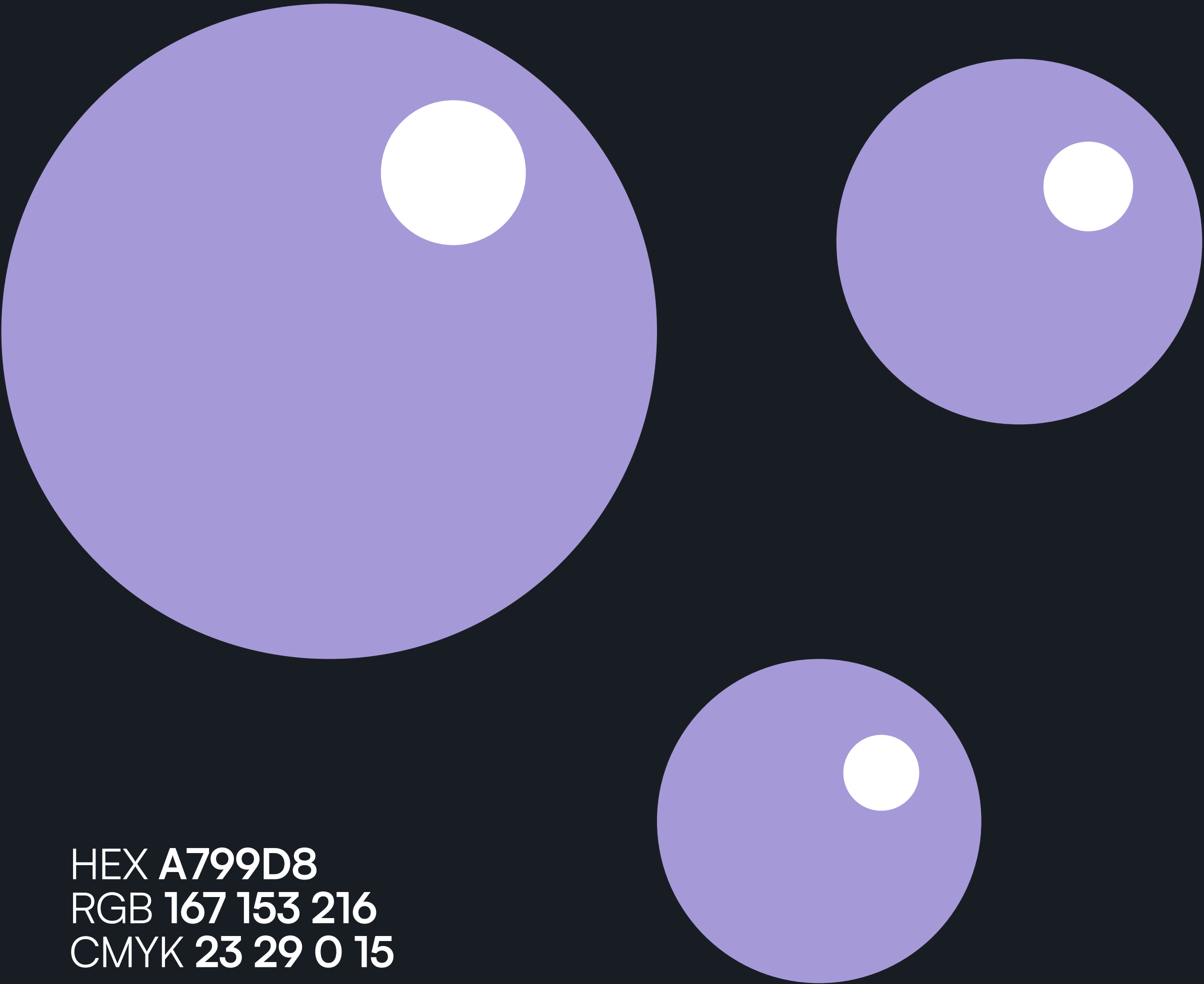
Alter the letter spacing of the typeface



Colour Palette

Primary Colour

The violet displayed in the bubbles is the core colour of OPAL. It is to be primarily used in its logo, and known as it’s default colour.



HEX **A799D8**
RGB **167 153 216**
CMYK **23 29 0 15**

Primary Palette

This main colour palette is set and established in order to maintain consistency as well as visual recognition for OPAL.



Violet

HEX **A799D8**
RGB **167 153 216**
CMYK **23 29 0 15**



Yellow

HEX **FCE989**
RGB **252 233 137**
CMYK **0 8 46 1**



Pink

HEX **ED90D9**
RGB **237 144 217**
CMYK **0 39 8 7**



Navy

HEX **455DAC**
RGB **69 93 172**
CMYK **60 46 0 33**

Primary Palette - DARK HIGH CONTRAST

Using the dark high contrast version of our palette gives our brand flexibility, while still maintaining readability and visual consistency across applications.



D Violet

HEX **7B6CBA**
RGB **123 108 186**
CMYK **34 42 0 27**



D Yellow

HEX **F7D35C**
RGB **247 211 92**
CMYK **0 15 63 3**



D Pink

HEX **DA63BC**
RGB **218 99 188**
CMYK **0 15 63 3**



D Navy

HEX **273881**
RGB **39 56 129**
CMYK **70 57 0 49**

Primary Palette - Software Styling Legend

Blue Background Palette



High
8E9AA8



Mid
181E25



Back
13191F



D Back
0F1319



Footer
09090B

Purple Background Palette



High
8C92A9



Mid
171A25



Back
12151F



D Back
0E1019



Footer
09090B

Alert Palette



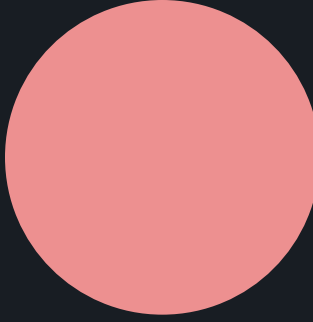
Blue
A4C5EB



Green
B1EBA4



Orange
FCC289



Red
ED9090

Alert Dark High Contrast Palette



D Blue
78A2D6



D Green
89D678



D Orange
F79D5C



D Red
DA6363

Gradients

Gradients appear frequently in Opal elements. They are used in components such as the fill in primary or secondary buttons found within it's program. The following gradient pairings are suggested for use.

Violet 0%
A799D8

D Violet 100%
7B6CBA

Pink 0%
ED90D9

D Pink 100%
DA63BC

Yellow 0%
FCE989

D Yellow 100%
F7D35C

Navy 0%
455DAC

D Navy 100%
273881

Blue 0%
A4C5EB

D Blue 100%
78A2D6

Green 0%
B1EBA4

D Green 100%
89D678

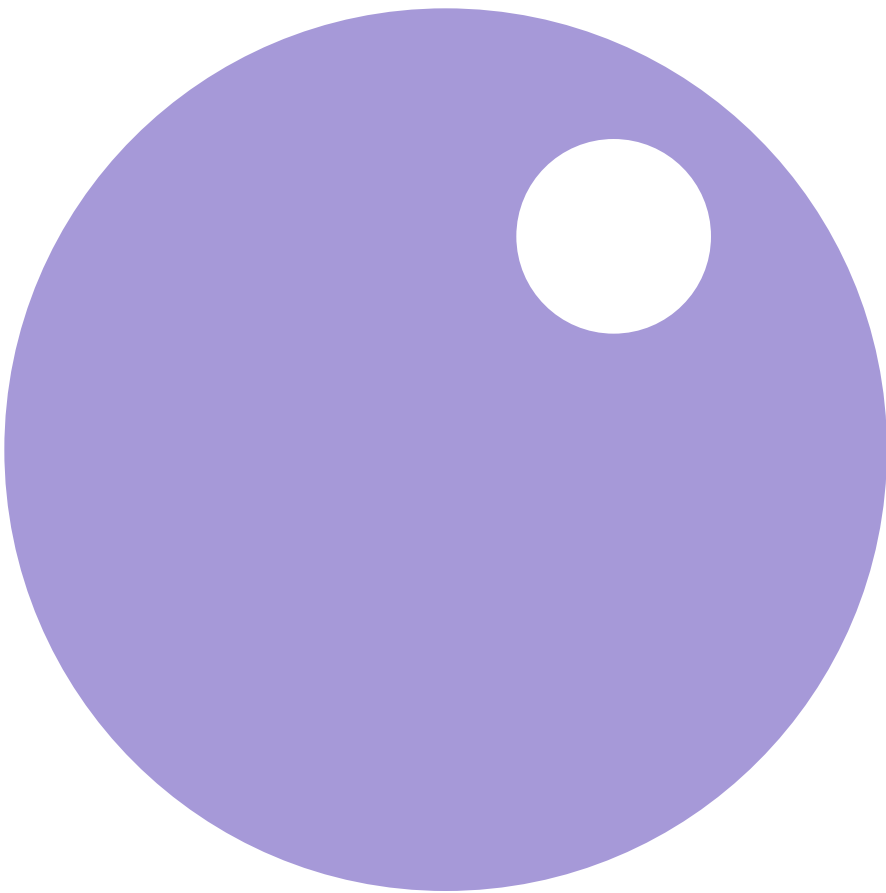
Orange 0%
FCC289

D Orange 100%
F79D5C

Red 0%
ED9090

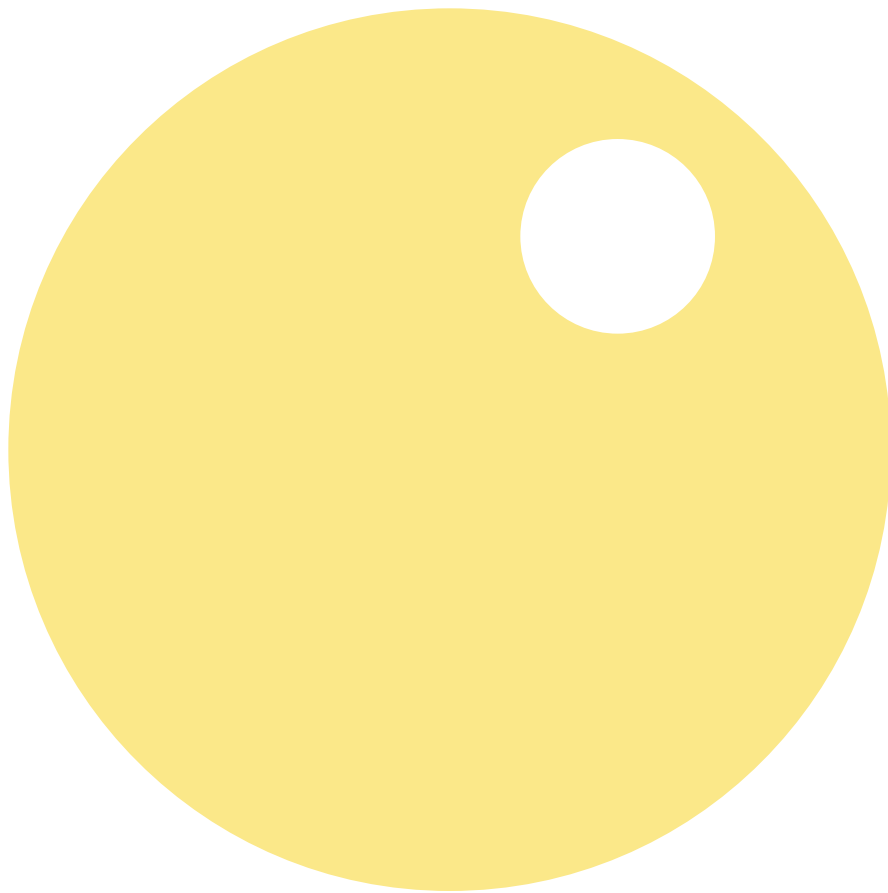
D Red 100%
DA6363

Primary Palette - Light



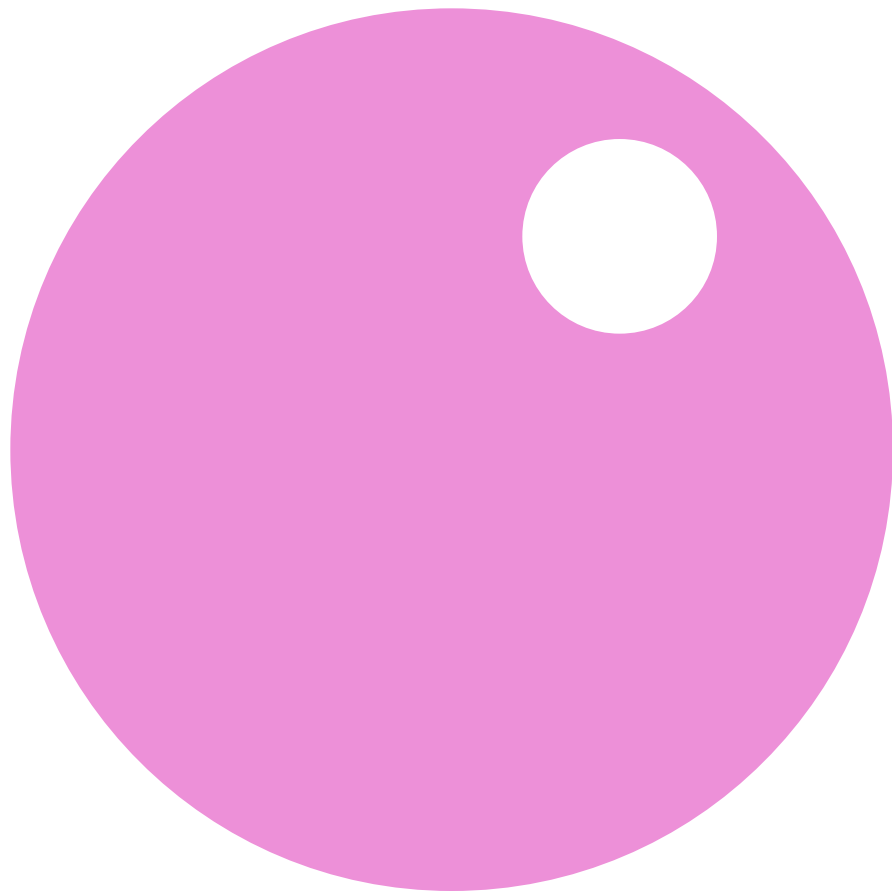
Violet

HEX **A799D8**
RGB **167 153 216**
CMYK **23 29 0 15**



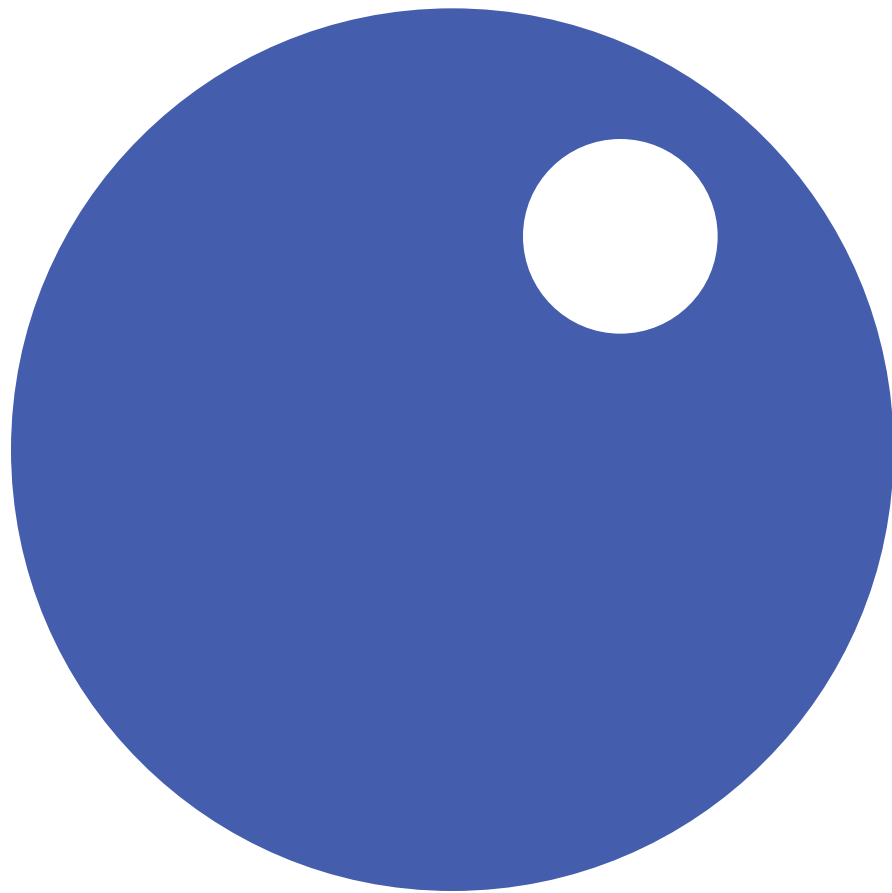
Yellow

HEX **FCE989**
RGB **252 233 137**
CMYK **0 8 46 1**



Pink

HEX **ED90D9**
RGB **237 144 217**
CMYK **0 39 8 7**

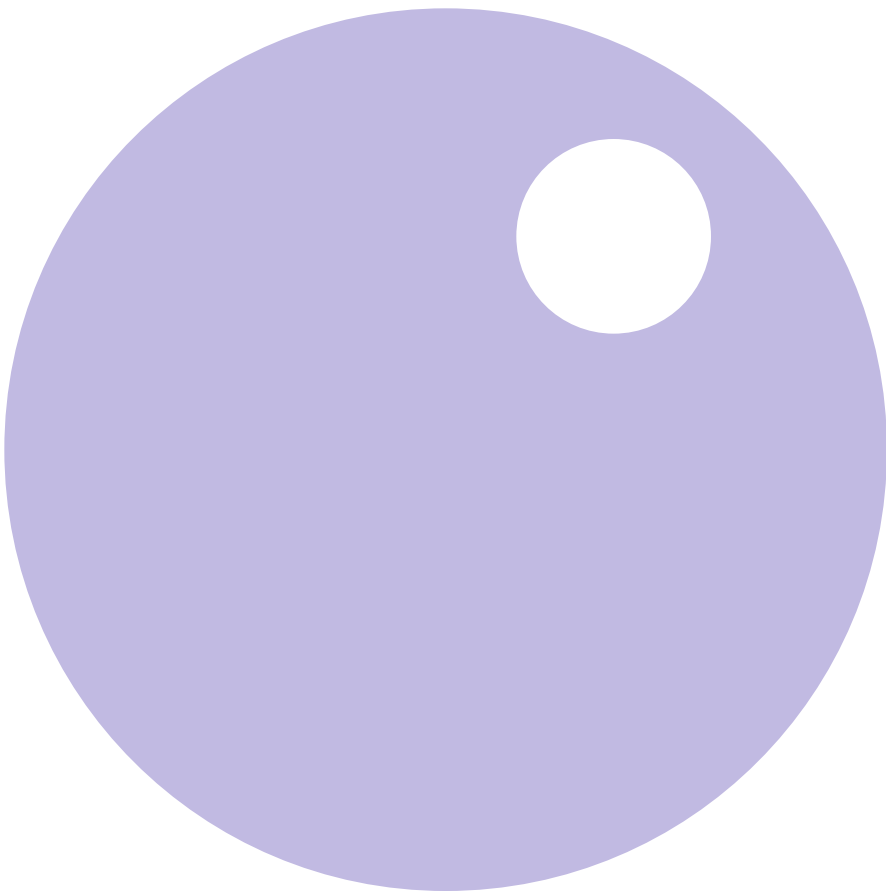


Navy

HEX **455DAC**
RGB **69 93 172**
CMYK **60 46 0 33**

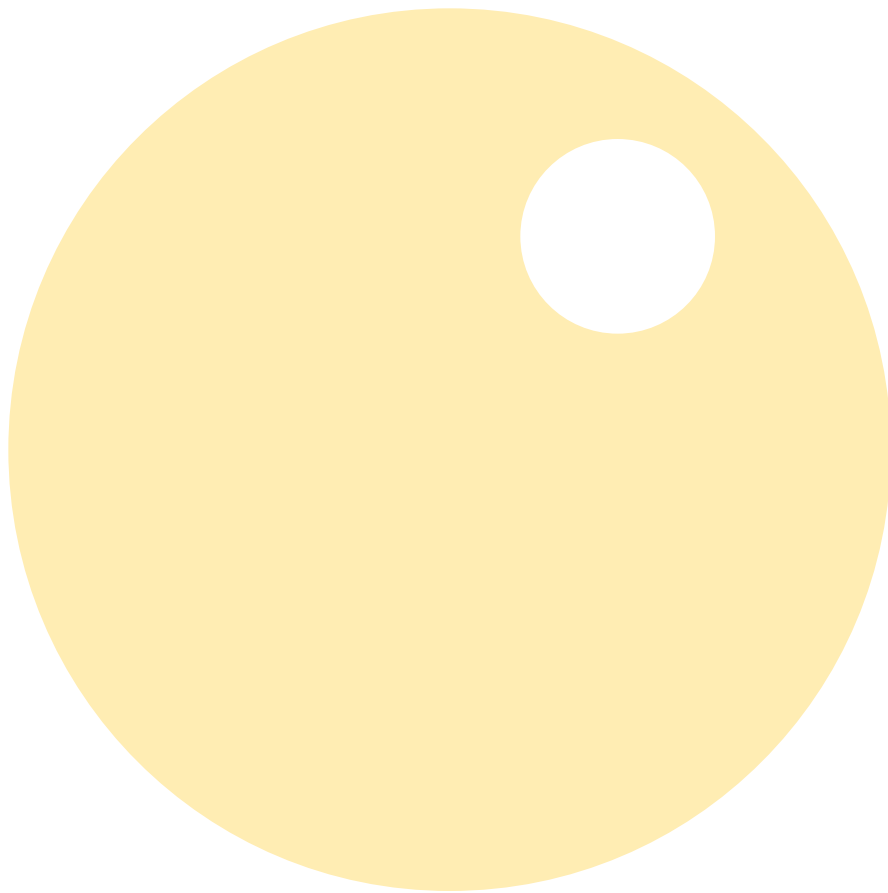
Primary Palette - LIGHT HIGH CONTRAST

Using the light high contrast version of our palette gives our brand flexibility, while still maintaining readability and visual consistency across applications.



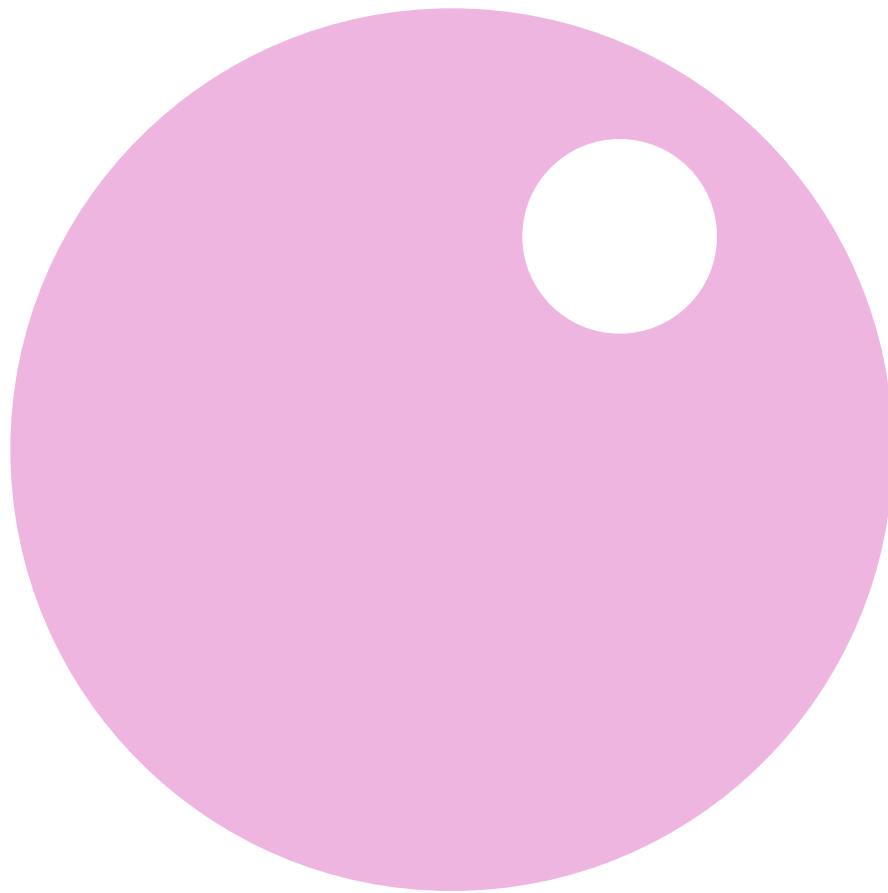
L Violet

HEX **C1BAE3**
RGB **193 186 227**
CMYK **15 18 0 11**



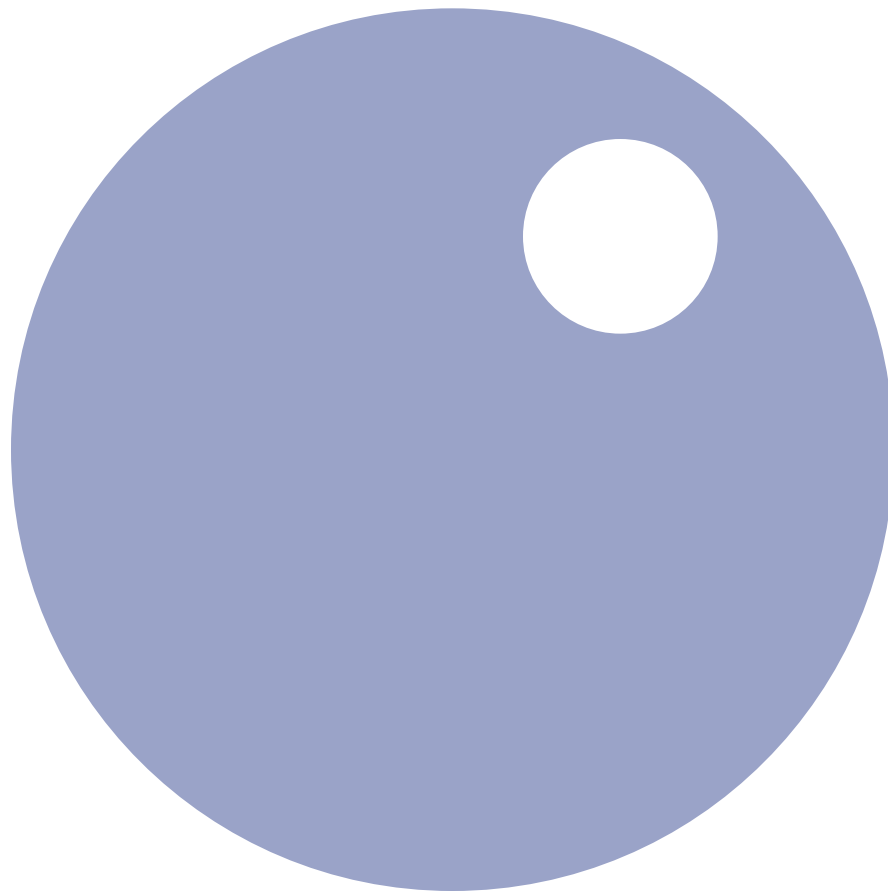
L Yellow

HEX **FFEDB3**
RGB **255 237 179**
CMYK **0 7 30 0**



L Pink

HEX **FOB5E1**
RGB **218 99 188**
CMYK **0 25 6 6**

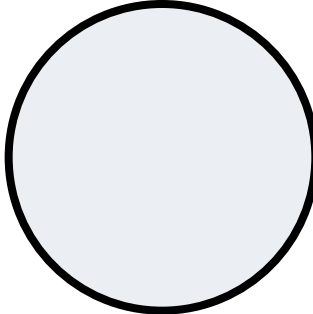


L Navy

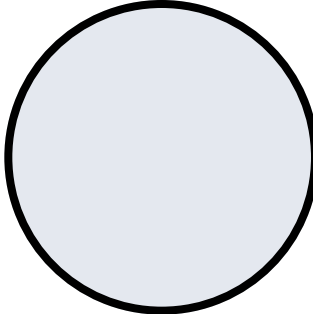
HEX **9BA3C8**
RGB **155 163 200**
CMYK **23 19 0 22**

Primary Palette - Software Styling Legend

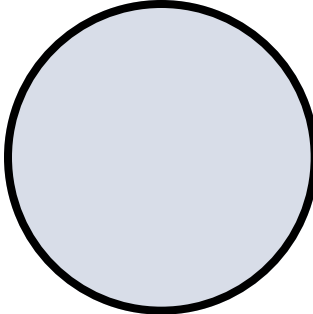
Blue Background Palette



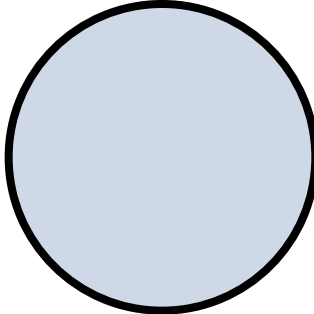
High
ECEFF4



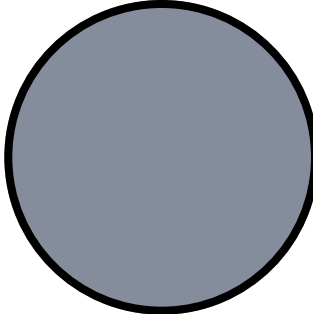
Mid
E5E9F0



Back
D8DEE9

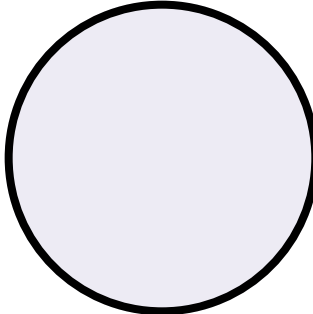


D Back
CFD8E6

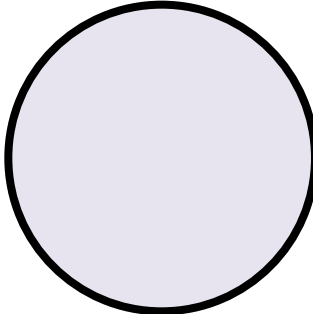


Footer
858D9C

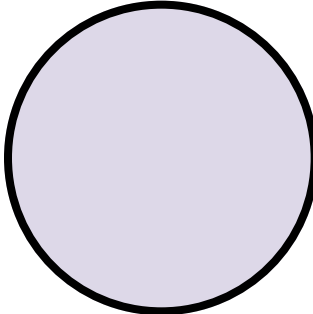
Purple Background Palette



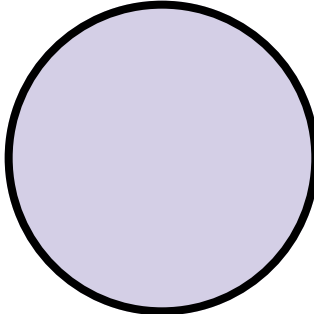
High
EEEECF4



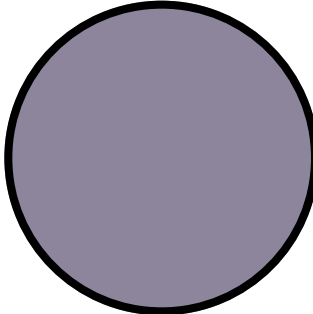
Mid
E8E5F0



Back
DDD8E9

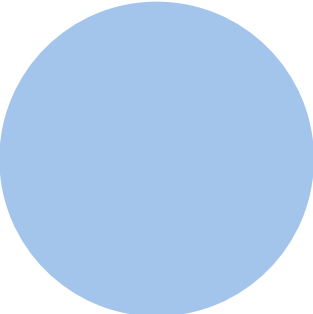


D Back
D5CFE6

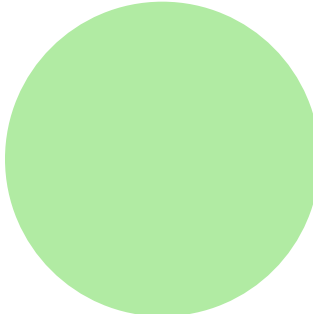


Footer
8C859C

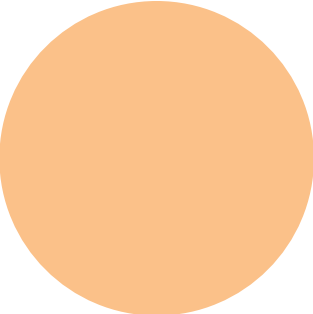
Alert Palette



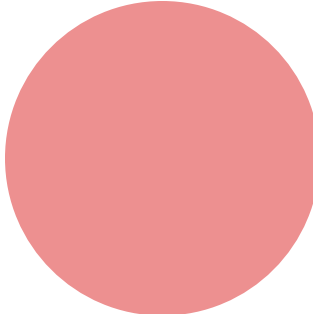
Blue
A4C5EB



Green
B1EBA4

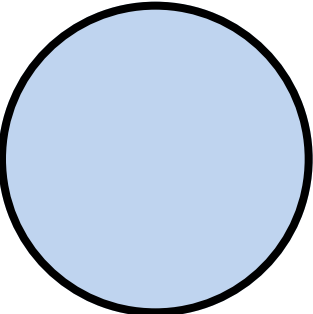


Orange
FCC289

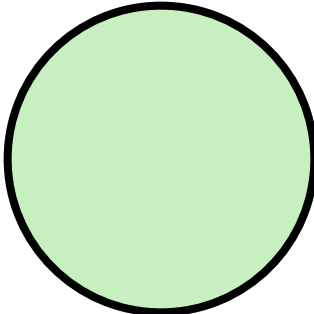


Red
ED9090

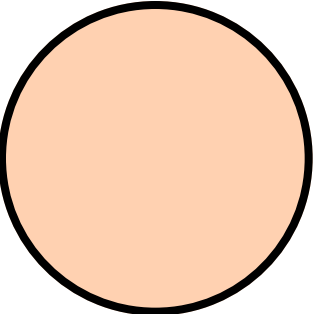
Alert Dark High Contrast Palette



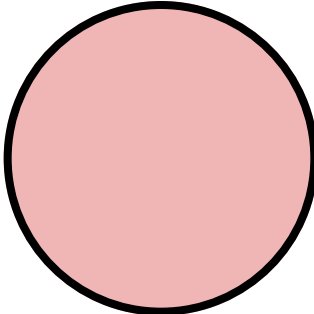
L Blue
BFD5EF



L Green
C8EFBF



L Orange
FFD2B1



L Red
F1B5B5

Gradients

Gradients appear frequently in Opal elements. They are used in components such as the fill in primary or secondary buttons found within it’s program. The following gradient pairings are suggested for use.

L Violet 0%
C1BAE3

Violet 100%
A799D8

L Pink 0%
FOB5E1

Pink 100%
ED90D9

L Yellow 0%
FFEDB3

Yellow 100%
FCE989

L Navy 0%
9BA3C8

Navy 100%
455DAC

L Blue 0%
BFD5EF

Blue 100%
A4C5EB

L Green 0%
C8EFBF

Green 100%
B1EBA4

L Orange 0%
FFD2B1

Orange 100%
FCC289

L Red 0%
F1B5B5

Red 100%
ED9090

Typography

Typefaces

PRIMARY - Quicksand Variable

We find that the Quicksand Variable typeface exudes an elegant, smooth, edgeless look that perfectly pairs with the Opal logo and it’s overall visual.

SECONDARY - Arial

Arial will be used for body copy, labels, paragraphs, as well as UI/ Interface text such as navigation and button text. It compliments the primary typeface chosen, while also maintaining consistence and readability across digital applications.

Every color of
OPAL is you.

PRIMARY - Quicksand Variable

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

SECONDARY - Arial

Typefaces

PRIMARY HEADLINE

Typeface: Quicksand Variable, Bold

Should be used for the wordmark as well as all headlines, for bold and attention-grabbing instances.

SECONDARY HEADLINE

Typeface: Quicksand Variable, Medium

Should be used for smaller headlines.

BODY, PARAGRAPHS, UI / INTERFACE TEXT

Typeface: Arial, Regular

Used for body copy, labels, paragraphs, and button text. It compliments the primary typeface chosen, while also maintaining consistence and readability across digital applications.

QUICKSAND VARIABLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Quicksand Variable, Bold

QUICKSAND VARIABLE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Quicksand Variable, Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Arial, Regular

Headlines Line Height Usage

For headlines, the line height should be around 105-110% for optimal legibility. Anything below creates a visual that may be too compact.

Short Copy

Quicksand Variable, Bold, 105-110% line height

Longer Copy

Quicksand Variable, Medium, 110-115% line height

Lorem ipsum
dolor sit amet

Short Copy

Quicksand Variable, Bold, 105% line height

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit. Aenean
commodo ligula eget dolor. Aenean
massa. Cum sociis natoque
penatibus et magnis dis parturient
montes, nascetur ridiculus mus.

Longer Copy

Quicksand Variable, Medium, 110% line height

Type Variation

Successful Examples

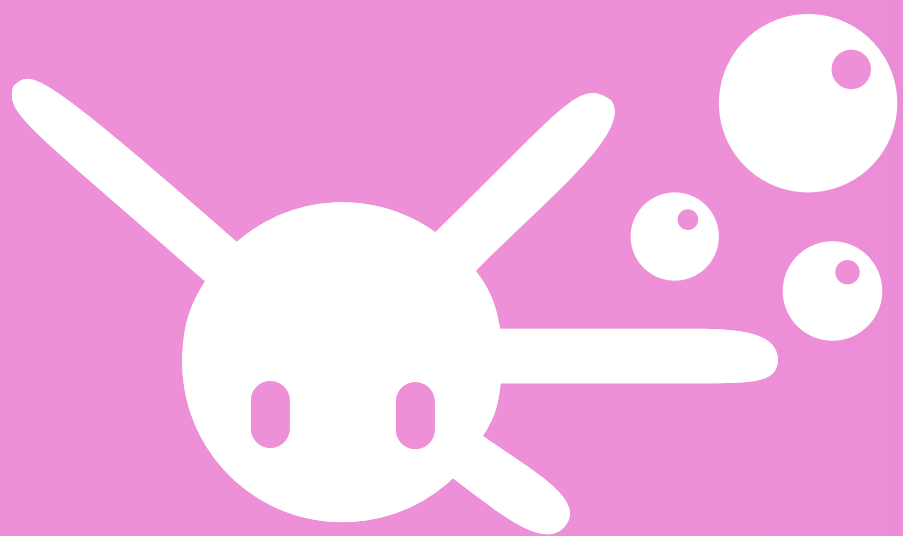


(A) When text is the primary content of a visual, make sure it is aligned in the center.



(B) Give proper space between visuals and text (logo and text) to let each element breathe.

Brand Use



Take one idea,
bring it to Opal,
and discover
endless outcomes.

One download.
Every O3DE engine,
one click away.

Install Opal, open it, and pick the engine you want. Opal handles the rest - download, install, register. You never have to visit the O3DE downloads page again.



