UNREAL ENGINE
STYLE GUIDE

CONTENTS

LOGO USAGE

Please use and follow these guidelines whenever using the **Unreal Engine** logo.

The use of the **Unreal Engine** logo is available only to licensed partners and qualified Unreal Engine licensees of Epic Games.

The logo must be presented as-is, without adjustments to the shape or color, except as shown within these guidelines.

PRIMARY BRAND LOGO:

The primary brand logo lock up should be used whenever possible.

This applies to but is not limited to **event/tradeshow signage, advertising, posters, software splash screens, websites, etc**.

SECONDARY LOGO:

The secondary logo (stand alone circle-U logo) should be used directly on **products** and **packaging**.

Be careful to maintain the visibility of the logo when using on various colored backgrounds.

The black outline version of the logo with font, wings and outer circle in all black should be used on white or light backgrounds.

The white outline version of the logo with font, wings and outer circle in all white should be used on black or dark backgrounds.

LOGO USAGE CONT.

INTEGRATED PARTNER PROGRAM (IPP) LOGO:

This is our primary IPP logo lockup designed for use by **Integrated Partner Program** participants only.

The black version of the logo with font, wings and outer circle in all black should be used on white or light backgrounds.

The white version of the logo with font, wings and outer circle in all white should be used on black or dark backgrounds.

HORIZONTAL LOGO:

The horizontal logo is designed for use on spines for packaging purposes only.

LOGO LOCKUPS

Four Color Primary:

Displays the textures, shading and highlights in the red circle background.

Please use the four color logo lockup whenever possible.

Grayscale Primary:

All elements of the logo are in grayscale.

Designed for use when full color printing is not an option.

One Color Knockout:

All elements of the logo are in black or white.

Designed for use when full color printing is not an option and when printing medium is unable to accurately duplicate the background textures of the four color or grayscale primary version.

PRIMARY LOGO LOCKUPS:

This is our primary brand logo lockup and should be used whenever possible.

SECONDARY LOGO LOCKUPS:

To be used when there are space restraints or when the background causes the text in the primary logo to become illegible.
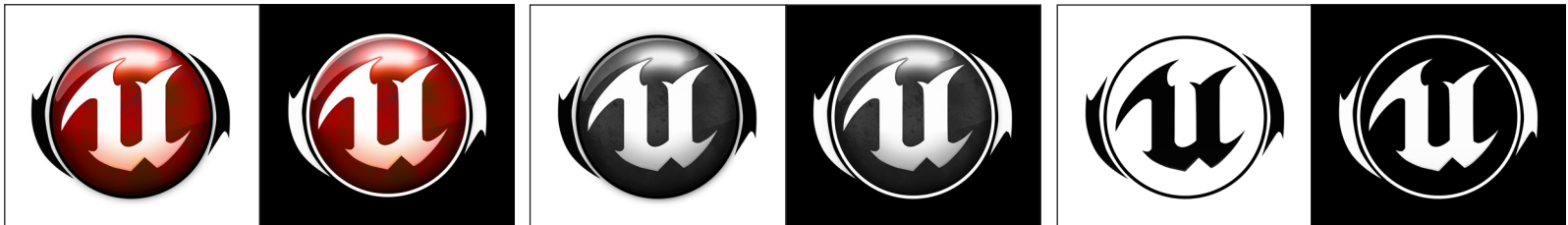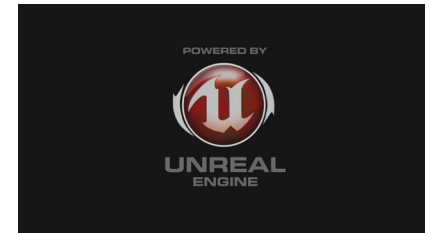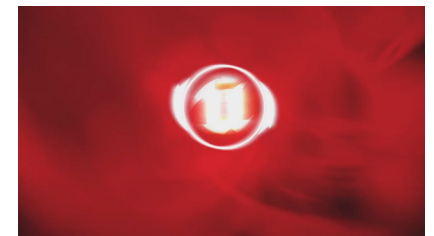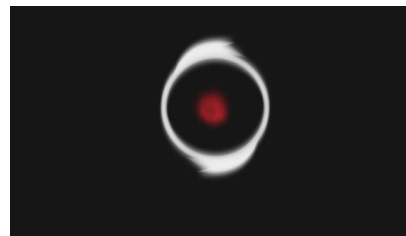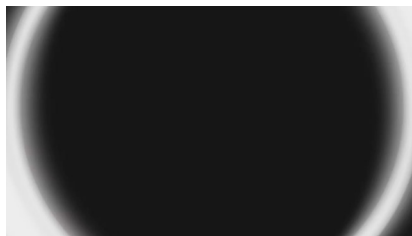
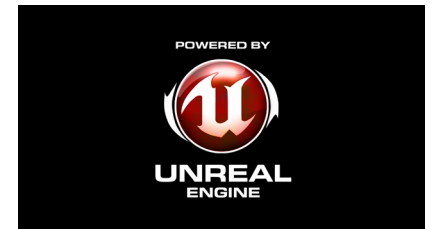# ANIMATED LOGO

ANIMATED SOFTWARE LOGO:

The primary animated software logo is recommended for use during the start-up sequence of licensee software titles. Nothing may rest against any part of the logo, hover around or pass behind it to maintain integrity of the logo. Animations must end on a black background.

A 4 second animation is available in various formats with or without audio.

STATIC SOFTWARE LOGO:

A static software logo is available for display during the startup sequence when the animated logo cannot be accomodated. Nothing may rest against any part of the logo, hover around or pass behind it to maintain integrity of the logo.

TAGLINE

The tagline "POWERED BY" is to only be added during the Animated Logo sequence for software or when full identi-fication (logo, wordmark and tagline) is required.

The circle-U logo and "UN-REAL ENGINE" wordmark must both be present for the tagline to be added.

NOTE:

The tagline's proportion and/or position to the logo can only be set to what is shown to the right.

If the logo size is scaled too small that the tagline is illegible, then it should be removed.
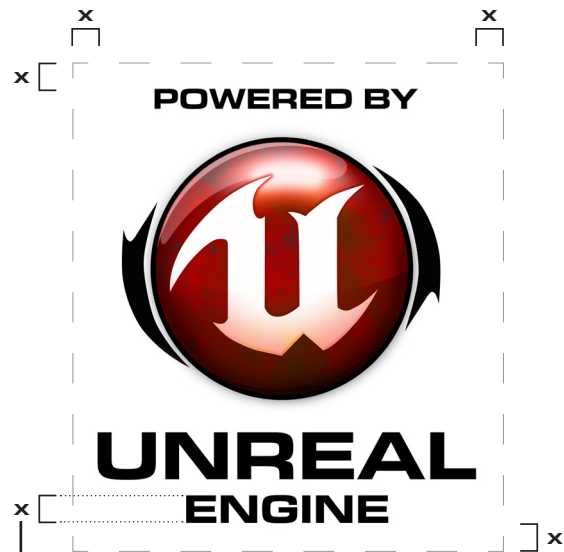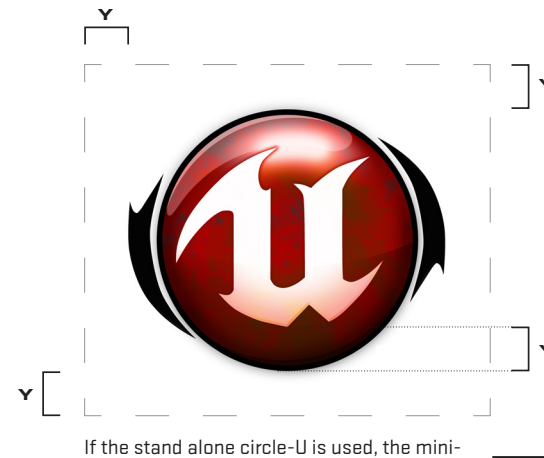
POWERED BY

POWERED BY

CLEARSPACE

CLEARSPACE REQUIREMENTS

The minimum clear space must surround the logo as indicated by the dashed lines. The distance from the logo to the dashed lines is the same as the height of "ENGINE", shown as "X".

If the stand alone circle-U is used, the minimum clear space distance from the logo to the dashed lines is the same as the spacing from the lowest part of the U to the bottom of the circle, shown as "Y".

MINIMUM SIZE

The logo should never appear smaller than the indicated size below.

6mm

LOGO COLOR

POWERED BY

UNREAL
ENGINE

The Pantone color is provided only as a baselayer reference.

DO NOT use the Pantone color as replacement for the texture.

Please refer to the Logo Lockups section for additional printing options.

BLACK		WHITE		PANTONE 1795C	
C	0	C	0	C	21
M	0	M	0	M	100
Y	0	Y	0	Y	100
K	100	K	0	K	15
R	0	R	255	R	174
G	0	G	255	G	0
B	0	B	255	B	2

INCORRECT USE

POWERED BY UNREAL ENGINE

DO NOT ALTER THE LOGO IN ANY WAY. DO NOT MODIFY, UNGROUP, SCALE, OR DISTORT THE LOGO.

POWERED BY UNREAL ENGINE

DO NOT CHANGE LOGO ELEMENT PROPORTIONS.

POWERED BY UNREAL ENGINE

DO NOT SUBSTITUTE POWERED BY UNREAL TECHNOLOGY FOR ANY OTHER FONT.

POWERED BY UNREAL ENGINE

DO NOT CHANGE APPROVED COLORS.

POWERED BY UNREAL ENGINE

DO NOT ROTATE OR TILT THE LOGO.

POWERED BY UNREAL ENGINE

DO NOT ADD EFFECTS OR FILTERS.

POWERED BY UNREAL ENGINE

DO NOT SKEW.

UNREAL

DO NOT REMOVE ELEMENTS FROM THE LOGO.

DO NOT USE THE "U" ON ITS OWN.

POWERED BY UNREAL ENGINE
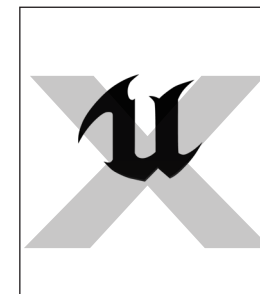
DO NOT USE THE TEXT ON ITS OWN. IT MUST BE USED WITH THE LOGO.

PRINT & PACKAGING

**PRINT & PACKAGING
GUIDELINES:**

The **secondary logo lockup**
(stand alone circle-U logo**)** in
full color or one color knock-
out is preferred for use when
printing on **products** and
packaging. (CD's, DVD's, cases
and outer packaging)

Never place the logo on the
top or bottom of the product
package.

Be careful to maintain
the visibility of the logo
when using on various
colored backgrounds.

Also, be sure
to adhere to
the **clearspace**
and **minimum
size** guidelines
when determin-
ing logo place-
ment.

TRADEMARK/COPYRIGHT

YOU MUST ADHERE TO THE FOLLOWING GUIDELINES WHEN USING THE UNREAL, THE CIRCLE-U LOGO AND POWERED BY UNREAL TECHNOLOGY TRADEMARK OR LOGO.

UNREAL ENGINE LEGAL NOTICE INFORMATION:

The following trademark notice should be used whenever possible when the **Unreal Engine** logo is displayed:

• **Unreal, Unreal Engine, the circle-U logo and the Powered by Unreal Engine logo are trademarks or registered trademarks of Epic Games, Inc**. **in the United States and elsewhere.**

TRADEMARK NOTICE FORMATS:

When written in text, a registered trademark symbol "®" is required on labels, packaging, promotional brochures, data sheets, press releases and advertisement headlines, except where space or style criteria prevent compliance with this requirement.

• **Unreal®**
• **Unreal® Engine #**

TRADEMARK GUIDELINES:

Epic Games' trademarks are brand names and are spelled in a specific way with distinctive capitalization. Never make the trademark possessive, change the spelling, insert hyphens, reorganize where version numbers are placed, make one word into two, or make the trademark plural.

• **"Unreal® Engine #" should never be changed to "Unreal® # Engine" or "Unrealengine #".**