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**Icon**

This icon identifies the GameMaker brand with a single 'G'. It is provided for situations where the logo cannot be used.
Logo
This is the GameMaker logo. It is constructed from the wordmark and icon and should be used wherever possible.
Icon representation
The GameMaker icon represented on dark and light backgrounds.
Logo representation
The GameMaker logo represented on dark and light backgrounds.
Icon construction
The icon construction is a good indicator of how to determine clear space.
**Logo clear space**
The logo requires a clear space to remain visible and legible across platform.
Logo Misuses
In order to maintain brand integrity the logo should not be modified, added to or changed in any way.
Partnership Lockup
Partnership lockup - Horizontal
The baseline is a good indicator for how to feature partnerships.
Partnership lockup - Vertical
Keep logos symmetrically aligned, and observe the space clearance.
**Partnership lockup**
The updated GameMaker logo pairs well with the Opera main brand logo.
Colors
The GameMaker color palette consists primarily of solid black and white. Frozen Cyan and Deep Cyan can be used as accent colors to draw attention.
**Color usage ratios**

Black and white accounts for the majority of the color palette. Color usage ratios across the color palette should account for this at all times.
Accent color
Accent colors should be used in areas that guide the audience, such as CTAs, Buttons, UI Toggles, etc.
Secondary builds color palette

The secondary color palette is strictly reserved for different build tiers and exists separately from the main build color palette.
Build logos
The main build uses a white icon on a black background, while secondary builds use a black icon on color coded backgrounds.
Typography
Wordmark font
The font used for the wordmark is Luz Sans in Book weight.
Open Sans

Beautiful 2D games

Copy font
The font used for copy text is Open Sans.
Ident
Design
Ident
The ident is a dynamic brand asset that can either be used as a standalone or as a mask to house content, provided it conforms to the compositions outlined here.
**Ident with content**

To make promoted content aligned with the GameMaker brand, materials are layered with 25% transparent Frozen Cyan

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Clean Swag