

The logo for 'The Walking Dead: The Ones Who Live Game' is centered on a background of a city skyline at night, partially obscured by a large, bright orange and yellow fire or explosion. The text 'THE WALKING DEAD' is at the top in a white, sans-serif font. Below it, 'THE ONES WHO LIVE' is written in large, bold, yellow, distressed block letters. At the bottom, the word 'GAME' is written in a smaller, white, sans-serif font. A small 'TM' trademark symbol is to the right of 'LIVE'.

© 2025 AMC FILM HOLDINGS LLC. ALL RIGHTS RESERVED.

BRAND GUIDELINES FOR CREATING MARKETING MATERIALS

1. Only use graphics provided in the client area, not from any other source.
2. All online marketing materials should include the legal line:
**© 2025 AMC Film Holdings LLC.
All rights reserved.**
3. Talent images must not be cropped in an unnatural way or transformed from original asset supplied in the approved marketing kit.
4. Game title to be written as **The Walking Dead: The Ones Who Live™ Game**
5. Please take care when designing creative – images should be visually appealing and not cluttered.
6. If supplying in any language other than English, please provide a translation.

Note: For any TV approvals please contact your Account Manager, allowing longer than 7 days, as a special approval is required.

All materials should be sent to be submitted to our [Brand Approvals form](#) for approval. Please allow up to 14 working days.