

November, 2016

# Combo logo guidelines



## The combo logo

The combo logo combines Glitch and the Twitch logo into the ultimate expression of the Twitch brand mark.

## Visual components

The combo logo includes both Glitch and the Twitch logo. Each of these contain three main components that should remain consistent regardless of usage.

### A. Glitch

### B. Twitch logo

1. The outline
2. The knocked out interior
3. The sense of depth



# Usage

In most cases, the Twitch logo or Glitch provide enough visual branding on their own. However, if the following conditions apply, the combo logo may be preferable.

1. There is no other copy or imagery.
2. It can be applied to a backdrop that provides high contrast.
3. There is ample negative space around it.
4. The canvas height is equal to or taller than the width.



## Color and contrast

Similarly to when Glitch or the Twitch logo are used on their own, the combo logo should always be applied against a color or background that provides for high contrast.

The three supplied color options (black, white, and purple) should provide a usable asset for any situation.



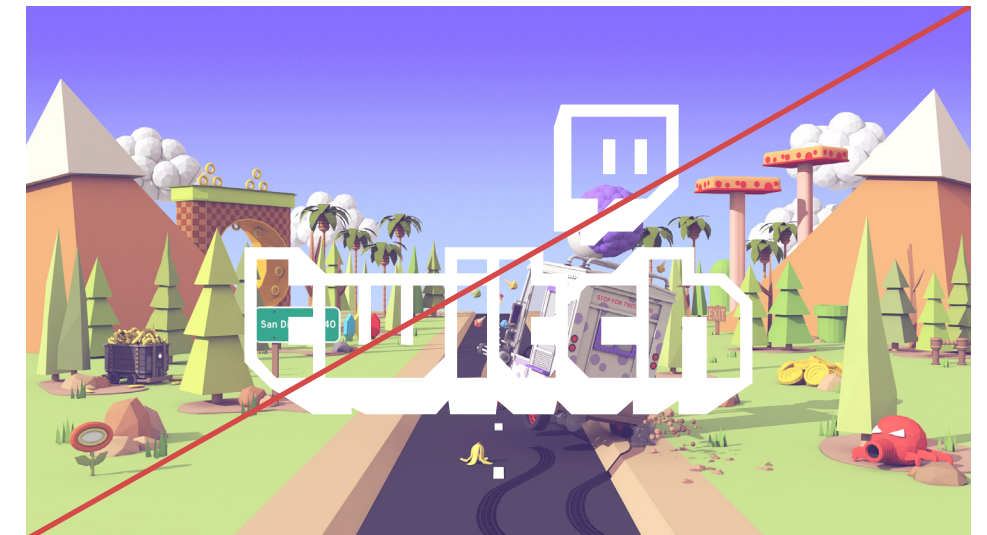
**Do** apply a darker logo to a lighter background.



**Do** apply a lighter logo to a darker background.



**Don't** fill the combo logo with crazy colors, it looks weird.



**Don't** place the combo logo on a busy background.



## Shape and form

Together the Twitch logo and brand mark that comprises the ‘combo logo’ must remain unaltered in both layout and structure.



**Don't** change the size of either of the components. They like to stay in sync.



**Don't** move either component outside of their natural positions.



Questions?

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