twitch

Identity Guidelines (Speedrun Edition)
V 2.0, 01.07.21

Here's the thing: Not everyone's going to get it.

Staring at a screen was fine for a while, but canned content had its day. We're building something better, and we're not alone.

From everyone in chat, to the streamers making sure the show goes on. We're a collective cast of millions going all-in to make moments together, directing the action as we watch it.

We don't always know what's next, and we like it that way. Because multiplayer is everything—our how and our why. It's powered by all of us. And for some reason, by Bob Ross too.

This started as a place to stream. Together, we're making it Twitch.

Search

Get Bits
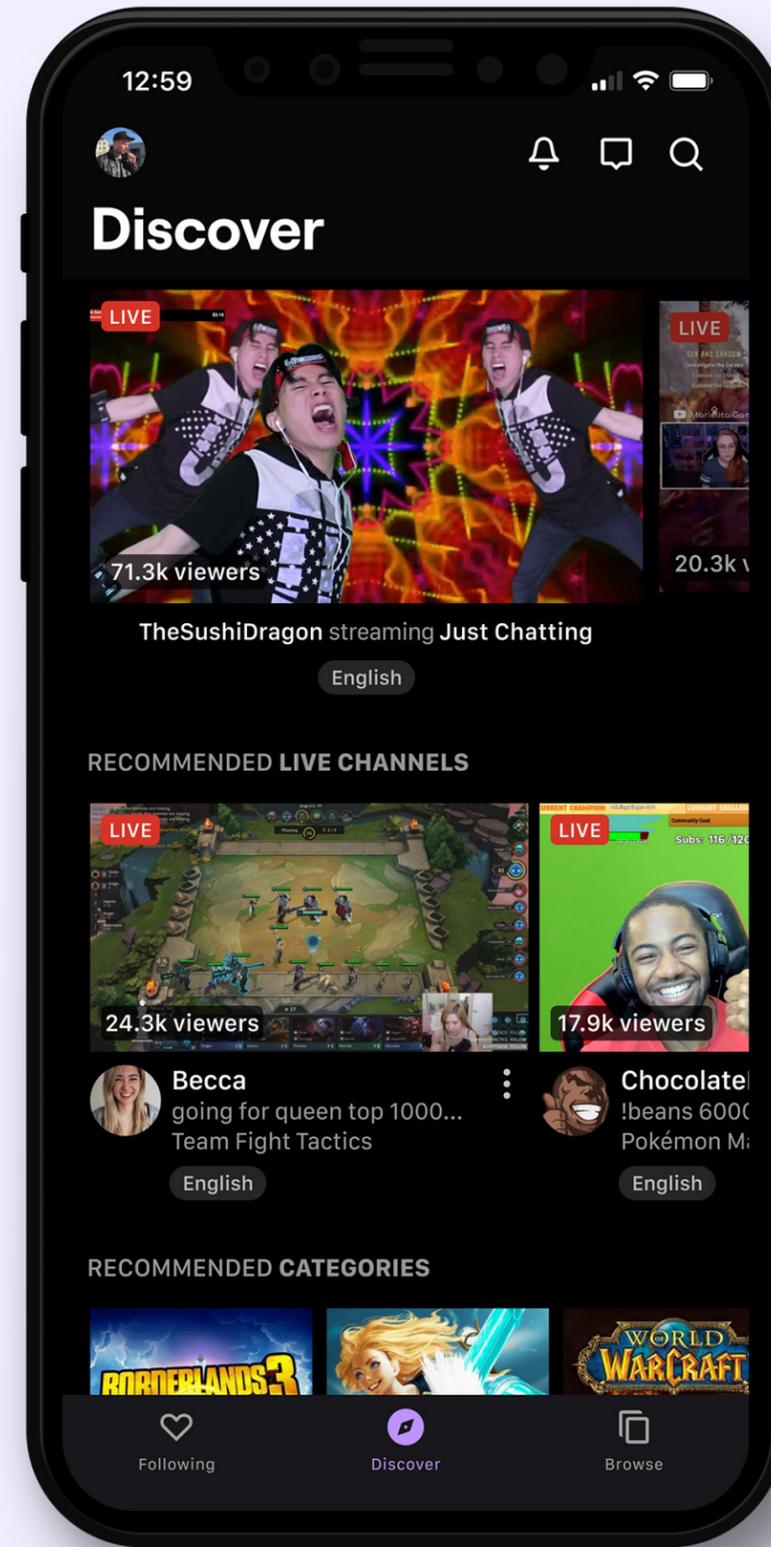
Browse

Categories   Live Channels

Filter by   Add Filter +

Sort by   Viewers (High to Low)

World of Warcraft
189K viewers
MMORPG   RPG

League of Legends
167K viewers
MOBA

Just Chatting
137K viewers
IRL

Grand Theft Auto V
99.5K viewers
Driving/Racing Game

Fortnite
82.1K viewers
Shooter

Counter-Strike: Global O...
73.6K viewers
FPS   Shooter

Borderlands 3
64.5K viewers
RPG   FPS   Shooter

Dota 2
61.2K viewers
MOBA

FIFA 20
61K viewers
Sports Game

Minecraft
49.6K viewers
Adventure Game   Action

PLAYERUNKNOWN'S BA...
39.1K viewers
Shooter   FPS

Overwatch
35.1K viewers
FPS   Shooter

Apex Legends
27.8K viewers
FPS   Shooter

Dead by Daylight
26.9K viewers
Action   Horror

Talk Shows & Podcasts
25.1K viewers
IRL

Just Dance 2019
21.5K viewers
Rhythm & Music Game

Little Misfortune
21.4K viewers
Adventure Game

Teamfight Tactics
20.9K viewers
Strategy   Autobattler
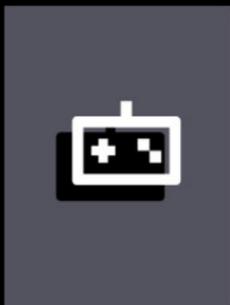
Slots
20.6K viewers
Gambling Game

Euro Truck Simulator 2
20.6K viewers
Driving/Racing Game

Logos

Our most recognizable element, the new Twitch wordmark contains the DNA of our previous iteration to give a sense of nostalgia and evoke our roots in gaming.

Wordmark: This is our representational mark. Primarily used internally on our owned channels, and in partnerships when locked up with other logos.

Extruded Wordmark: Our primary logo, the extruded, dimensional logo is the core expression of Twitch and is used primarily in outbound comms when we want to be the most expressive.

And let's not forget:

Glitch: The quickest way of saying 'Twitch' without spelling it out, Glitch represents everything about us and our community through an ownable mascot.

You can find a more detailed explanation on when and where to use each version of the logo to the right.

Wordmark →

Clearspace →
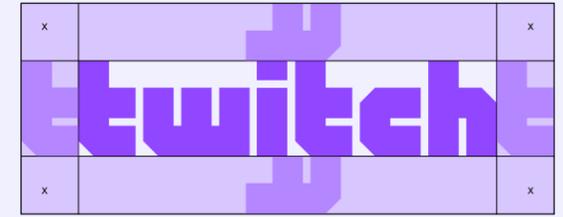
Extruded Wordmark →


Clearspace →

Glitch →

Clearspace →

Logo Lockups

Sometimes our logo likes to team up with other logos or copy. With the proper spacing, it'll play nice with almost anything. Here are some guidelines for those instances.

Internal lockup →

Partnership lockup →
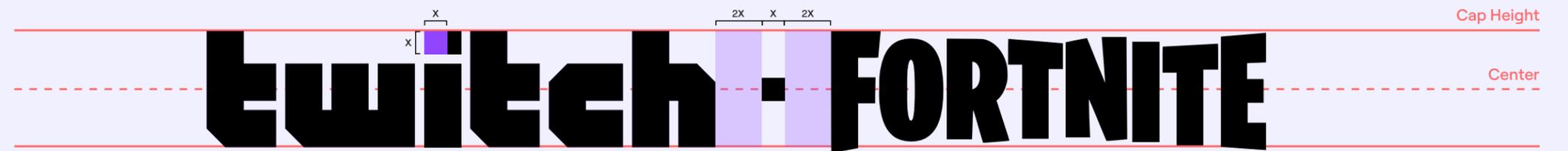
Color
Core Palette

Our core colors are how we express ourselves in the most direct, Twitch way possible.

The Core Palette consists of three swatches:

● Twitch Purple (of course!)
● Black Ops
● Ice

Usage
When designing for digital, use RGB.

When designing for IRL, PMS is preferred. CMYK is the acronym of last resort.

Twitch Purple

R 145	C 57
G 70	M 60
B 255	Y 0
	K 0

H 264.32
S 72.55
B 100

HEX 9146FF
PMS 814 C

Black Ops

R 0	C 100
G 0	M 80
B 0	Y 40
	K 90

H 0
S 0
B 0

HEX 000000
PMS Black 6C

Ice

R 240	C 10
G 240	M 4
B 255	Y 2
	K 1

H 240
S 6
B 100

HEX F0F0FF
PMS 656C

Secondary colors and gradients are for when we activate turbo mode. They're like our ultimate move.

Muted

Ice		Jiggle		Worm		Isabelle		Droid		Wipe Out	
R 240	C 10	R 250	C 0	R 250	C 0	R 254	C 2	R 190	C 26	R 0	C 80
G 240	M 4	G 180	M 32	G 205	M 26	G 238	M 2	G 250	M 0	G 200	M 0
B 255	Y 2	B 255	Y 10	B 205	Y 20	B 133	Y 59	B 225	Y 14	B 175	Y 40
	K 1		K 0		K 0		K 0		K 0		K 0
H 240		H 296		H 0		H 50		H 155		H 172.5	
S 5.88		S 29.41		S 18		S 47		S 24		S 100	
B 100		B 100		B 98.04		B 99		B 98.04		B 78.43	
HEX F0F0FF		HEX FAB4FF		HEX FACDCD		HEX FEEE85		HEX BEFAE1		HEX 00C8AF	
PMS 656C		PMS 920C		PMS 9261C				PMS 621C		PMS 3255C	

Smoke		Widow		Peach		Pac-Man		Felicia		Sonic	
R 210	C 12	R 190	C 30	R 252	C 0	R 255	C 0	R 87	C 58	R 0	C 100
G 210	M 8	G 170	M 25	G 102	M 75	G 202	M 22	G 190	M 6	G 20	M 75
B 230	Y 8	B 255	Y 0	B 117	Y 40	B 95	Y 72	B 230	Y 3	B 165	Y 0
	K 22		K 0		K 0		K 0		K 0		K 0
H 240		H 264.32		H 352		H 39		H 196		H 232.73	
S 8.7		S 72.55		S 59		S 62		S 61		S 100	
B 90.2		B 100		B 98		B 100		B 90		B 64.71	
HEX D2D2E6		HEX BFABFF		HEX FC6675		HEX FFCA5F		HEX 57BEE6		HEX 0014A5	
PMS Cool Gray 3		PMS 270C								PMS 2147C	

Accent

Dragon		Cuddle		Bandit		Lightning		K.O.		Mega	
R 130	C 68	R 250	C 0	R 255	C 10	R 250	C 0	R 190	C 12	R 0	C 45
G 5	M 78	G 30	M 78	G 105	M 7	G 250	M 0	G 255	M 0	G 250	M 0
B 180	Y 0	B 210	Y 0	B 5	Y 0	B 25	Y 100	B 0	Y 80	B 250	Y 0
	K 0		K 0		K 4		K 0		K 0		K 0
H 282.86		H 310.91		H 24		H 60		H 75.29		H 180	
S 97.22		S 88		S 98.04		S 90		S 100		S 100	
B 70.59		B 98.04		B 100		B 98.04		B 100		B 98.04	
HEX 8205B4		HEX FA1ED2		HEX FF6905		HEX FAFA19		HEX BEFF00		HEX 00FAFA	
PMS 2084C		PMS 806C		PMS Orange 021C		PMS 803C		PMS 395C		PMS 9464C	

Nights		Osu		Sniper		Egg		Legend		Zero	
R 65	C 85	R 190	C 45	R 250	C 0	R 0	C 50	R 105	C 40	R 30	C 100
G 20	M 100	G 0	M 100	G 40	M 95	G 250	M 0	G 255	M 0	G 105	M 15
B 95	Y 0	B 120	Y 50	B 40	Y 100	B 5	Y 85	B 195	Y 25	B 255	Y 0
	K 10		K 60		K 0		K 0		K 0		K 0
H 276		H 322.11		H 0		H 121.2		H 156		H 220	
S 78.95		S 100		S 84		S 100		S 58.82		S 88.24	
B 37.25		B 74.51		B 98.04		B 98.04		B 100		B 100	
HEX 41145F		HEX BE0078		HEX FA2828		HEX 00FA05		HEX 69FFC3		HEX 1E69FF	
PMS 2617C		PMS 233C		PMS 032C		PMS 802C		PMS Green 0921C		PMS Process Blue C	

Color
Core Palette

Logo Color Pairings
There are only four color pairings we use when creating 'core communications'. They are:

Solid Backgrounds:
1. ●Twitch Purple on ●Ice
2. ●Black Ops on ●Twitch Purple
3. ●Twitch Purple on ●Black

Wordmark →

Extruded Wordmark →
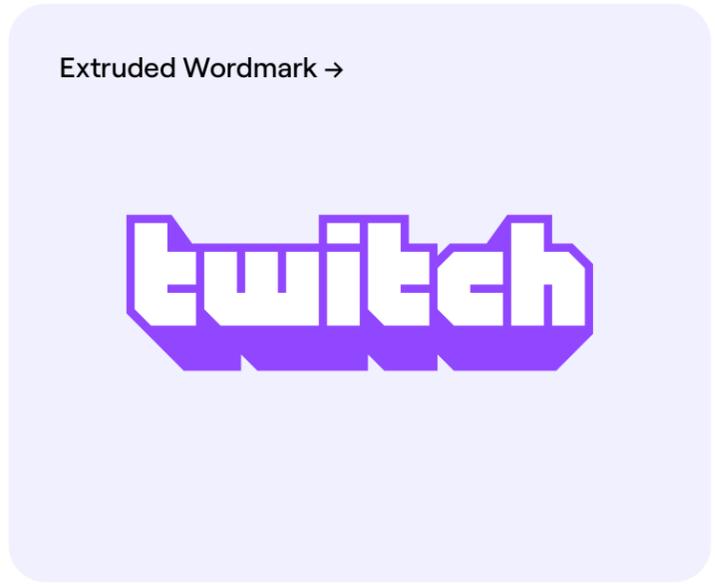
Glitch →
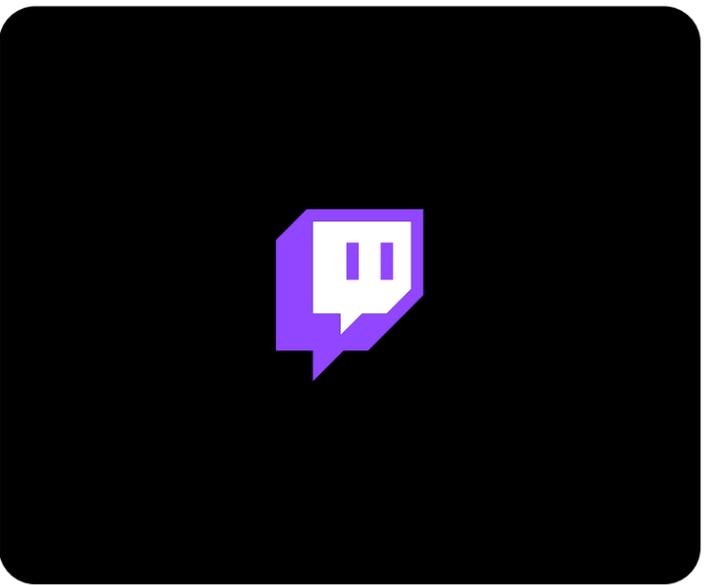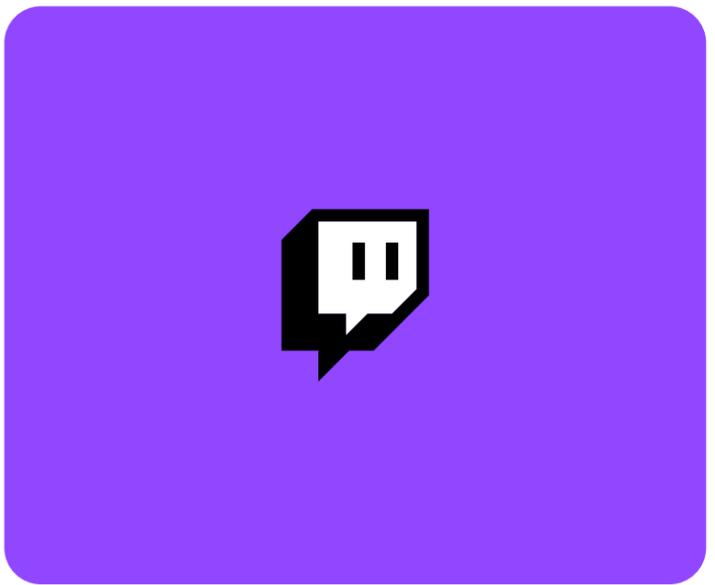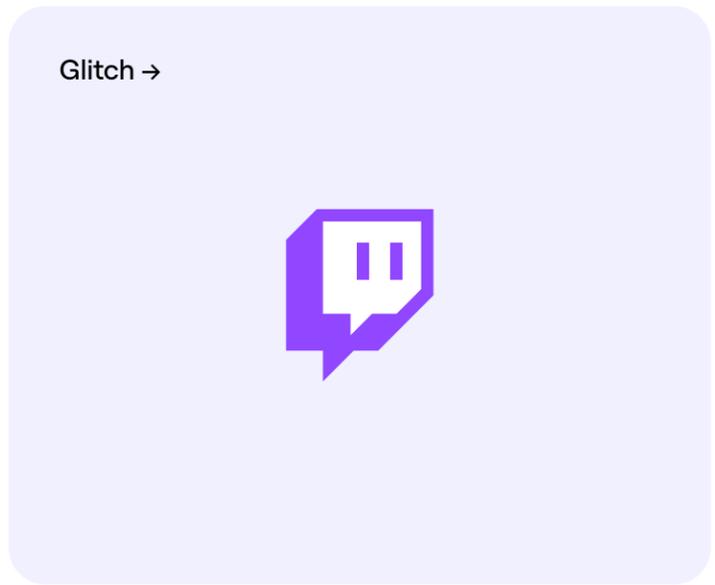
Weights

Our brand typeface, Roobert, comes in six weights from light to heavy.

We most commonly use Regular, Medium, Bold, and Semibold. Light and Heavy should be left for special instances.

Styles

Roobert comes in twelve styles including a full set of italics that can be (tastefully) used to add emphasis.

Headline: Roobert SemiBold
80/80/-20 →

Meet our typeface: Twitch Roobert

Hello
Hello
Hello
Hello

01 → Light
02 → Regular
03 → Medium
04 → **Semibold**
05 → **Bold**
06 → **Heavy**

Highlight/Call Out
Roobert Large 30/33/-15 →

Hentorro et et quam is utam idem abba.

Body Small
Roobert Medium, 11/14,0 →

Suntore, idus non rem custecus, si audia quaepedis diorroreius eatur? Hentorro et et quam is utam idem siti ipsunt et, sitae et unt ut ped eicias venihilitas adipideri occulparibus quaspellabor aut ius vita.

Body: Roobert Medium
16/20/-10 →

Suntore, idus non rem custecus, si audia quaepedis diorroreius eatur? Hentorro et et quam is utam idem siti ipsunt et,

sitae et unt ut ped eicias venihilitas adipideri occulparibus quaspellabor aut ius vitae pero molest aboribusto voluptatiist

Diorroreius eatur? Hentorro et et quam is sitae et unt ut ped eicias venihilitas adipideri occulparibus quaspellabor aut ius
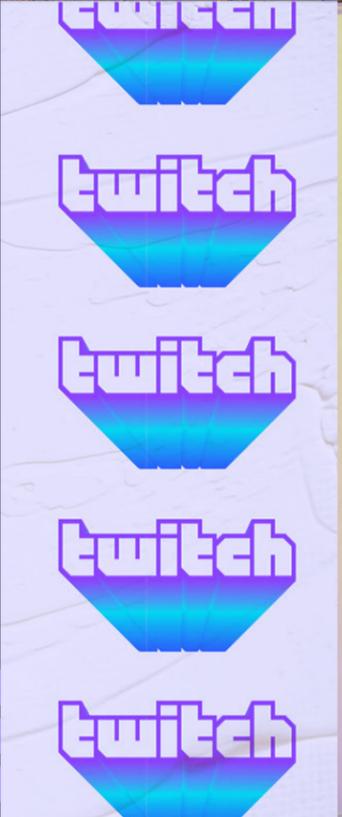
Layout

When laying out typography, don't be afraid to keep things simple. Make it punchy and not too intricate or complex. Avoid using more than 3 type styles and make sure to keep things tight and organized.

Lorem Ipsum

Nus doloriost alicia corete verupid quatem rem asdnet adantris aqui exceproria voluptitincte pa dolorep ers .

Nus doloriost alicia corete verupid quatem rem asdnet adantris aqui exceproria voluptitincte pa dolorep ers .

Nus doloriost alicia corete verupid quatem rem asdnet adantris aqui exceproria voluptitincte pa dolorep ers .
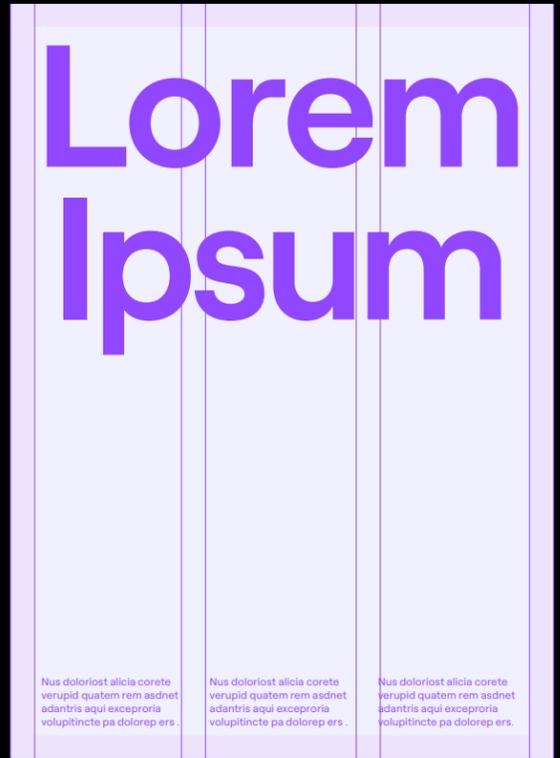
YES
Headline top left and body copy bottom

Lorem ipsum dolar sit amat

Nus doloriost alicia corete verupid quatem rem asdnet adantris aqui exceproria voluptitincte pa dolorep ers .

Nus doloriost alicia corete verupid quatem rem asdnet adantris aqui exceproria voluptitincte pa dolorep ers .

Nus doloriost alicia corete verupid quatem rem asdnet adantris aqui exceproria voluptitincte pa dolorep ers .

YES
Headline centered top, body copy bottom

Lorem ipsum dolar sit amat. Sumquodis et, omnis di arum ratias dolo volum id mantis quae.

Nus doloriost alicia corete verupid quatem rem asdnet adantris aqui exceproria voluptitincte pa dolorep ers .

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Nus doloriost alicia corete verupid quatem rem asdnet adantris aqui exceproria voluptitincte pa dolorep ers .

YES
Headline left-aligned, body copy bottom

Lorem ipsum dolar sit amat

Nus doloriost alicia corete verupid quatem rem asd exceproria voluptitincte pa dolorep erspiducient plit.

Nus doloriost alicia corete verupid quatem rem asd exceproria voluptitincte pa dolorep erspiducient plit.

Nus doloriost alicia corete verupid quatem rem asd exceproria voluptitincte pa dolorep erspiducient plit.

YES
Headline centered and body copy bottom

Lorem ipsum dolar

Sit amat aut et anto
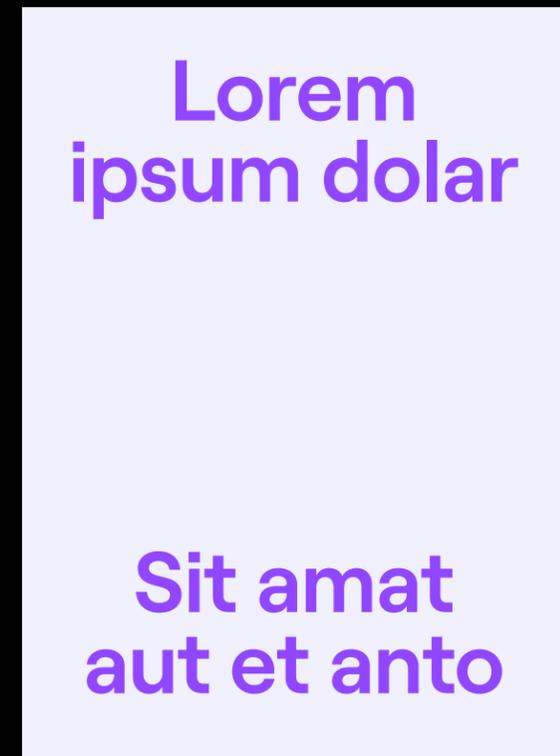
YES
Headline split: Centered top and bottom

Lorem Lorem Lorem Lorem Lorem

YES
Streaming Effect: Crop & Repetition

If you've got a favorite game, favorite meme, or a strong opinion on how to spell favourite. 👍👍 You're already one of us.

twitch

Our voice exists in everything we do, even when words aren't involved. It defines who we are and how we present ourselves to the world. Our community is vast, passionate, funny, clever, supportive and was born fluent in the language of the internet. Our voice seeks to match that energy setting up our brand as a kindred spirit: the friend who plays games with you.

Here are the elements that make the Twitch Voice unique:

Voice

Mischievous
We've got spirit and a sense of humor.

This whole thing is meant to be fun. And it always is, thanks to the limitless levels of lunatic creativity within our community. When we poke fun, it's good natured. It's between friends. And it comes with the understanding that our roast is next.

Purposeful
We're here to help.

We work hard to set the table, but we know it's the guests who make it a party. So we do everything to host, guide, and support our community the best we can.

Iterative
We get things done.

Twitch is a work in progress, much like the internet it came from. We embrace our rawness and speak honestly because the community shares our scrappy do-it-yourself spirit.

Revolutionary
We strive to be different.

Our distinct voice comes from a true place - before this there was nowhere for people like us to go. We still carry that fringe mentality as we question the status quo in favor of making something better for all of us.

Those principles form the foundation of our voice, but our tone can shift depending on the circumstances. Here are two scales we use to make sure our tone is aligning with specific needs. →

Tonal Scales

Functional

Casual
How we'd talk to friends. Go ahead and use slang that would be understood by most internet users.

Ex. social media posts, most brand marketing

Neutral
Straightforward. When we're neutral, we're communicating something by way of the shortest route possible.

Ex. instructions, in product copy

Firm
Assertive, without ever crossing into aggressive.

Ex. Policy updates, apologizing, taking a stance on industry issues

Emotional

Reassuring
Lean this way to boost users' confidence or alleviate concerns. This is the 'don't worry, we've got you' tone.

Ex. Posting a popular clip on social, announcing a marathon, hyping TwitchCon

Encouraging
This is where we dial up the welcoming, friendly side of our voice to make users feel like they can and should do it - whatever 'it' is.

Ex. Event invites, creator tools, new streamer comms

Celebratory
Lean here when we're cheering on our community or commemorating something. The most upbeat of tones.

Ex. Twitch event announcements, product launches, streamer milestones.

Please note that many of the photographic images used in these guidelines are not owned or licensed by Twitch, and are intended only to illustrate the brand mechanics. Under no circumstance should you use any photo or example in the guide for any kind of public facing communications.

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If you are having double with anything in this guide, you are missing brand elements from the Brand Package, or you are unsure if your communication best represents the Twitch Brand, please contact the Twitch design team.