

November, 2016

Logo guidelines



Twitch

This is the Twitch logo. It's the most common way the Twitch brand is represented.

Visual components

The Twitch logo has three main components.

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



Color and contrast

When applying the Twitch logo, it should contrast with whatever background it's placed upon.

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.



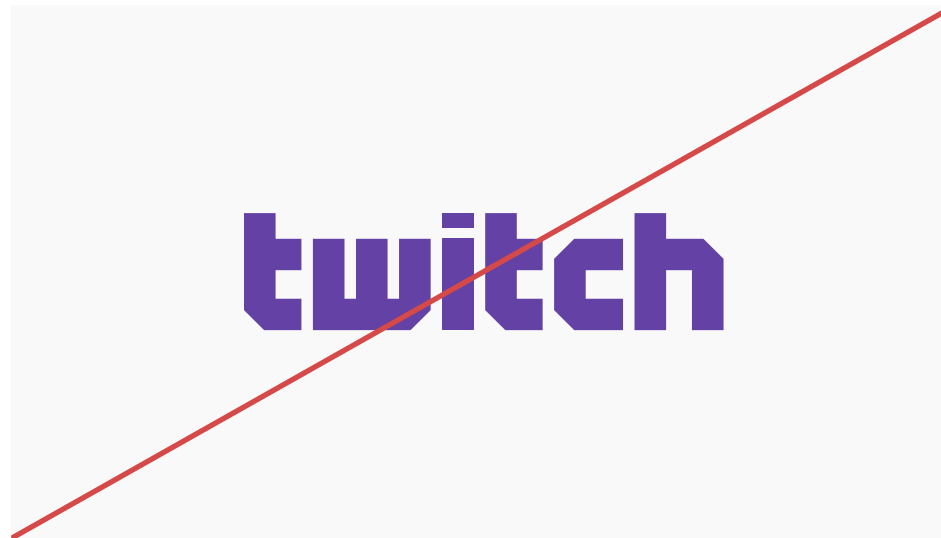
Do apply a lighter logo to a darker background.



Don't place the logo on a busy background.

Shape and form

The Twitch logo should remain consistent in shape and form however it's applied. Individual components of the logo should not be isolated.



Don't isolate or fill the knockout.



Don't crop the logo in any way.



Don't outline the logo.



Don't recreate the logo in 3D, it doesn't like it.

Embellishments

The Twitch logo works best without unnecessary pieces of flair.



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



Don't use outer/inner glows or other similar effects.



Don't use shadows or other effects to create additional depth.



Don't apply color gradients.



Placing and spacing

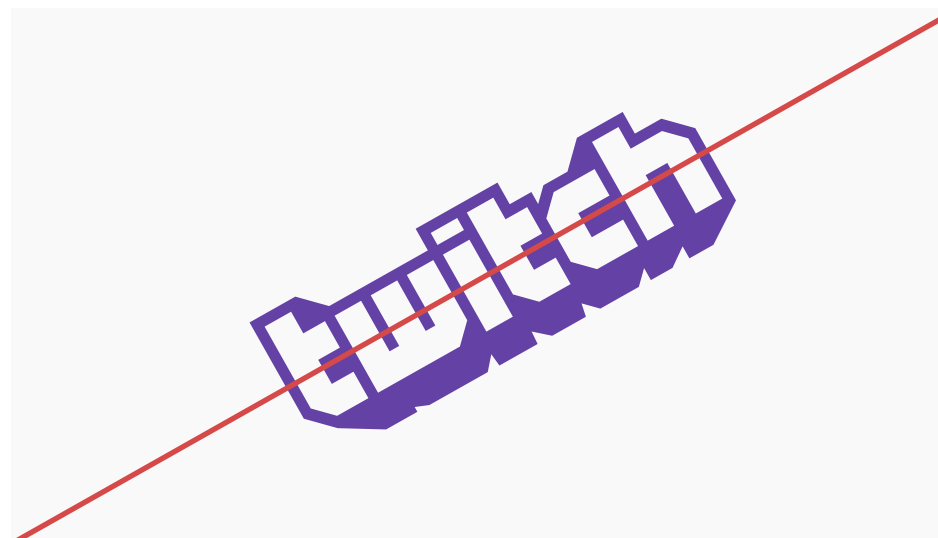
The Twitch logo likes a little room to breath. Make sure it's not crowded by or linked to other elements.



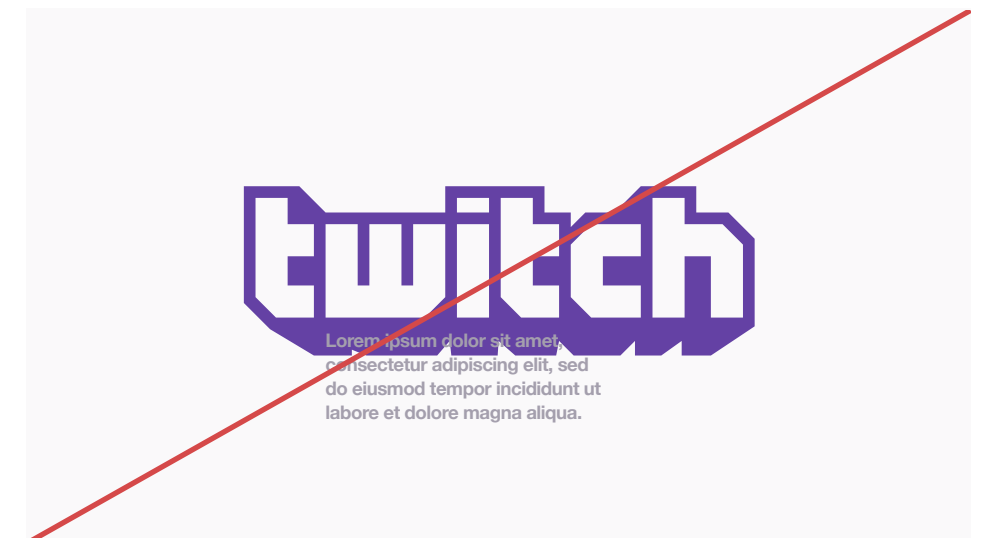
Do provide clearance around the logo. Generally, the width or height of the 'W' is the sweet spot.



Do align text or other elements to the left or right of the logo.



Don't rotate the logo.



Don't have other text or objects overlap the logo.

Questions?

brandquestions@twitch.tv

November, 2016

Glitch guidelines



Brand mark

This is Glitch, Twitch's unofficial mascot and logo. It's sometimes paired with the Twitch logo, but usually shows up alone to express the brand in a more personal, casual way.

Visual components

Glitch has three main components.

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



Color and contrast

When applying Glitch, it should contrast with whatever background it's placed upon.

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



Do apply a darker Glitch to a lighter background.



Do apply a lighter Glitch to a darker background.

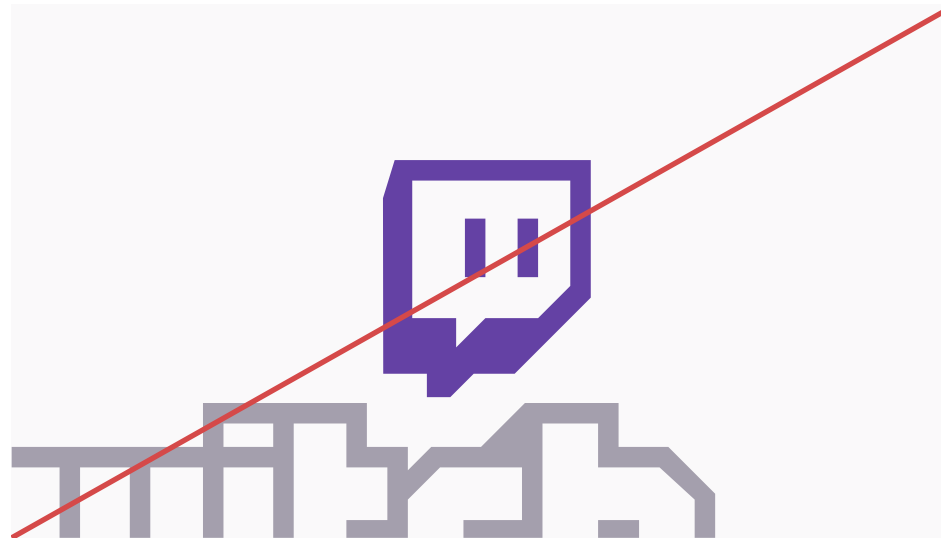


Don't place Glitch on a busy background.

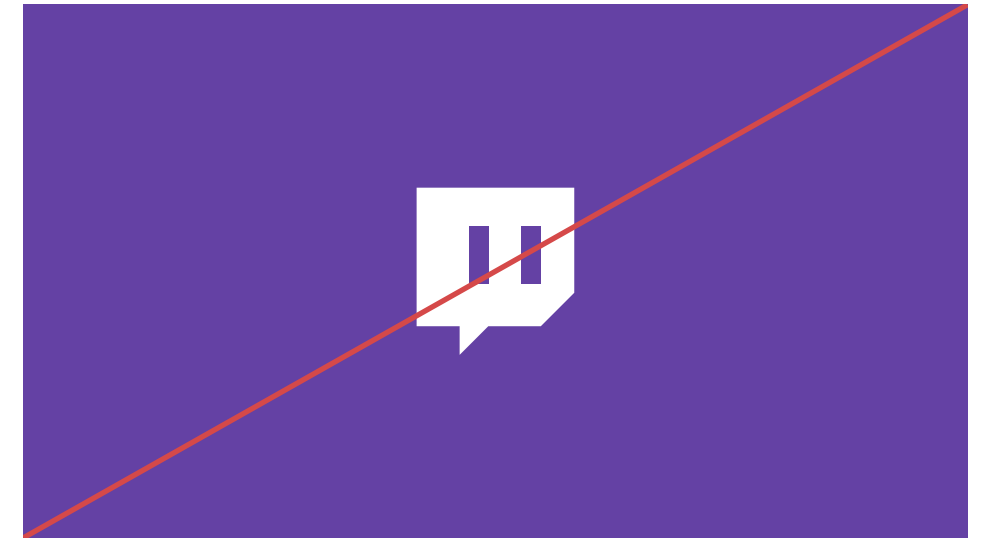


Shape and form

Glitch doesn't like to be messed with, and you wouldn't like it when it's angry. So keep Glitch true to form in all instances.



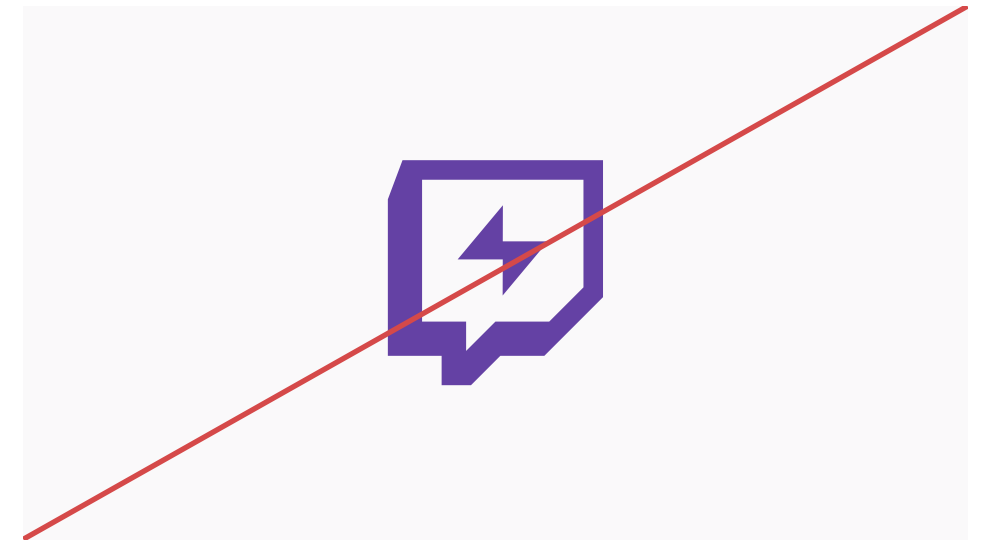
Don't isolate the version of Glitch that appears in the Twitch combo logo. Its depth is different from the official version.



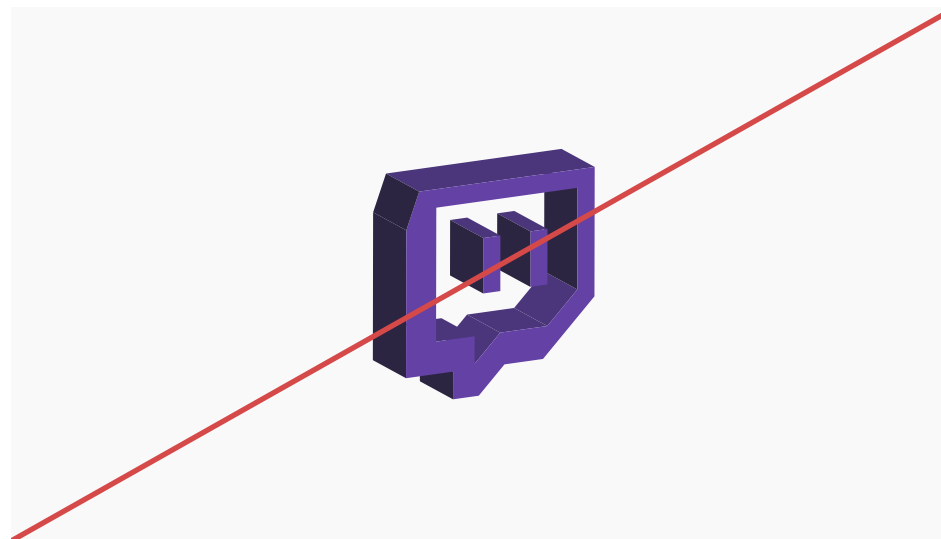
Don't use the knockout on its own.



Don't anthropomorphize Glitch. It's perfectly happy without arms.



Don't replace its face with other design elements.

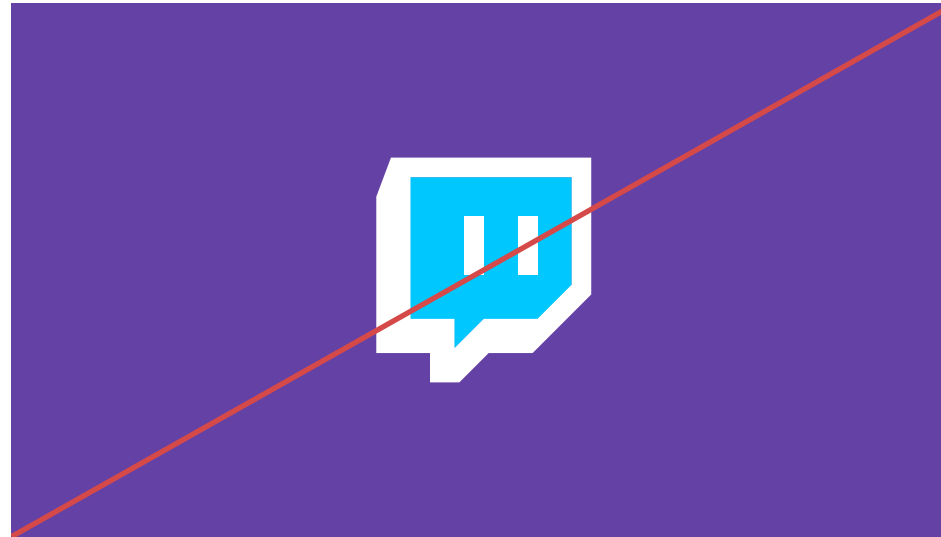


Don't recreate Glitch in 3D.



Embellishments

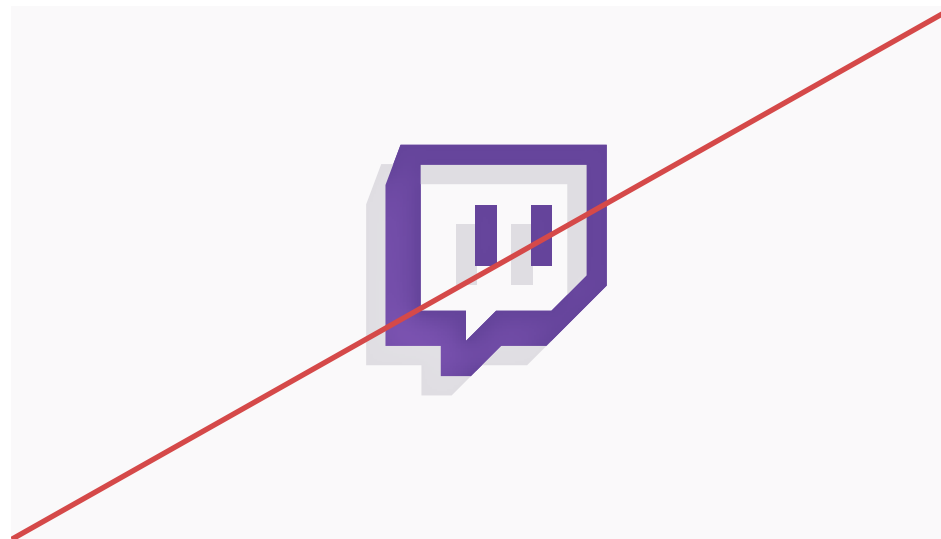
Glitch likes to keep it simple and doesn't need embellishments to stand out.



Don't fill Glitch with crazy colors, it looks weird.



Don't use outer/inner glows or other similar effects.



Don't use shadows or other effects to create additional depth.

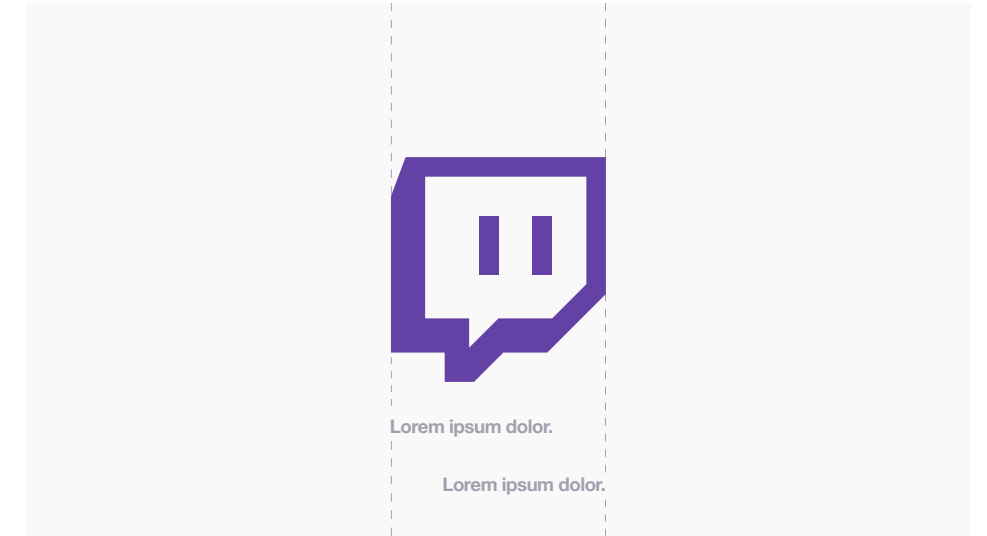


Placing and spacing

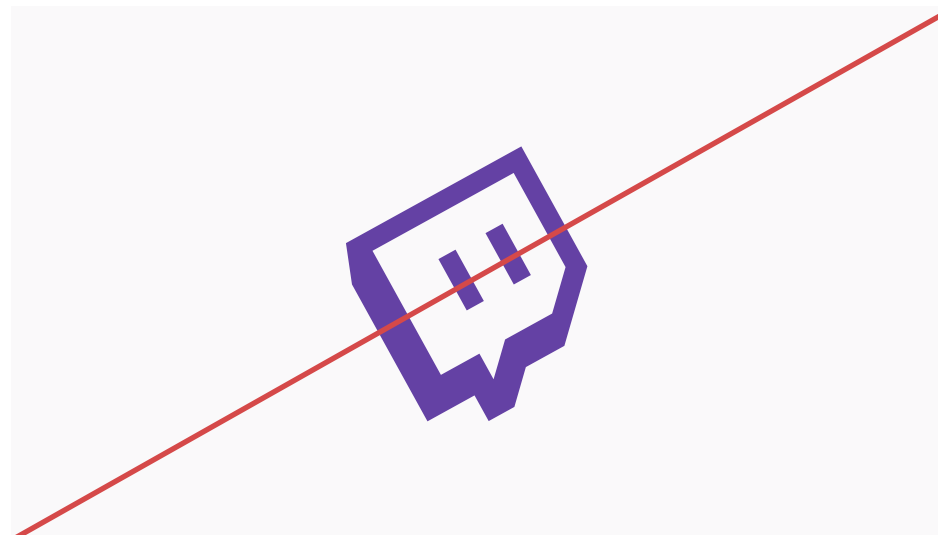
Glitch needs space to shine, so make sure it's not placed too close to other elements.



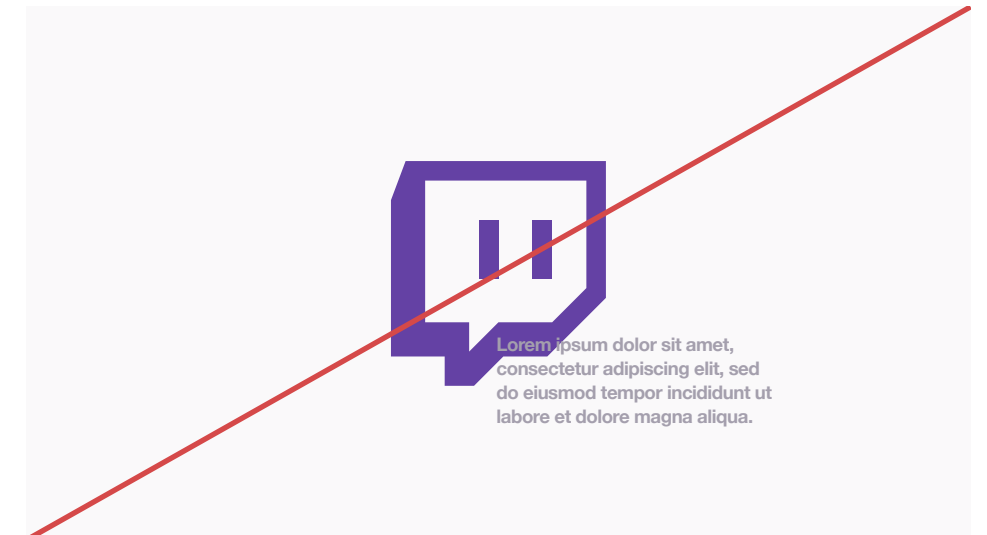
Do give Glitch space, generally about 50% of its size in either direction.



Do align text or other elements to the left or right of Glitch.



Don't rotate Glitch.



Don't have other text or object overlap Glitch.



Visual variants

Glitch is also used alongside a Twitch channel name to declare one's Twitch identity. Sometimes it will be paired with other social icons, which is just fine. When Glitch is used in these instances, all the general usage guidelines still apply.

Two options are available in this case:

1. **Solo:** Glitch on its own. This is the preferred usage.
2. **Badge:** Glitch is placed within a square to add more weight.

 /ChannelName /ChannelName