

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.

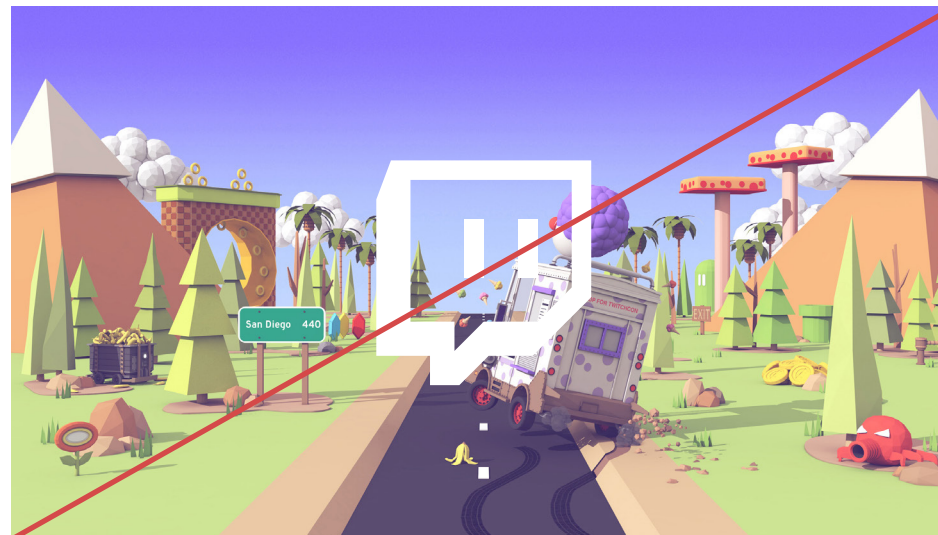
The three supplied color options (black, white, and purple) should provide a usable asset for any situation.



Do apply a darker Glitch to a lighter background.



Do apply a lighter Glitch to a darker background.

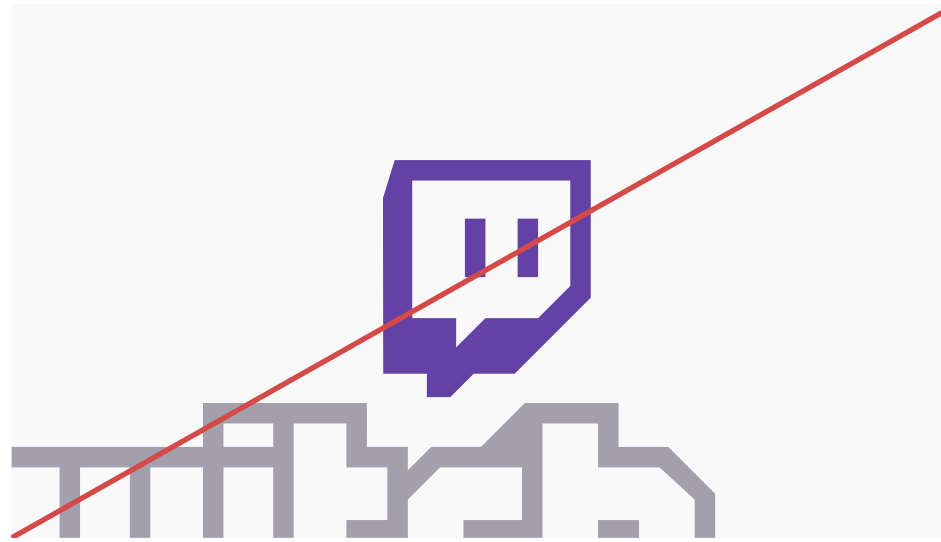


Don't place Glitch on a busy background.

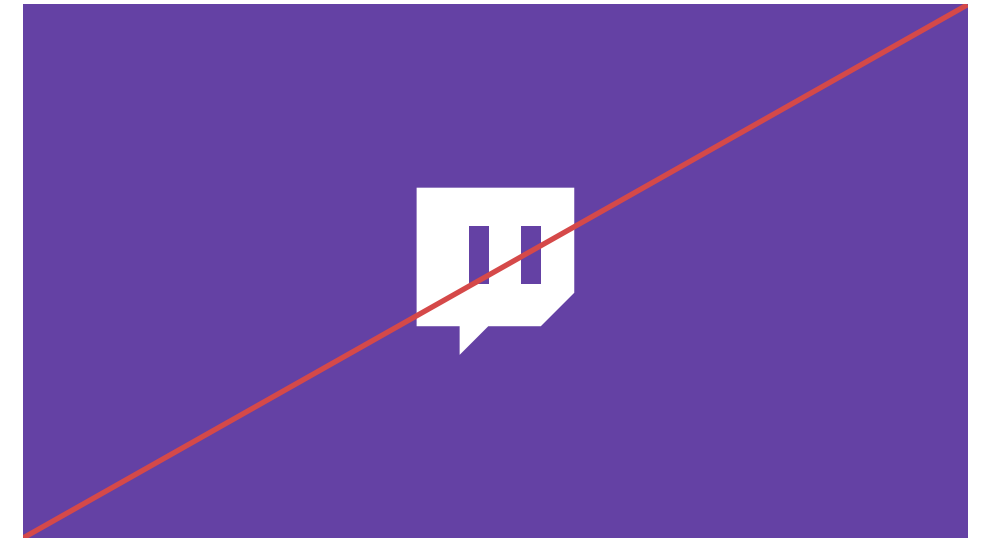


Shape and form

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.



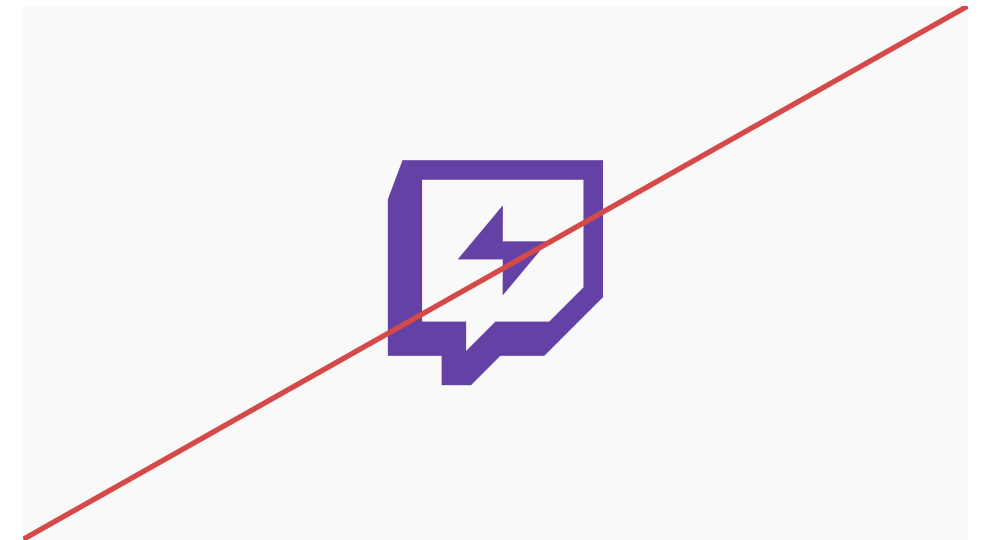
Don't isolate the version of Glitch that appears in the Twitch combo logo. Its depth is different from the official version.



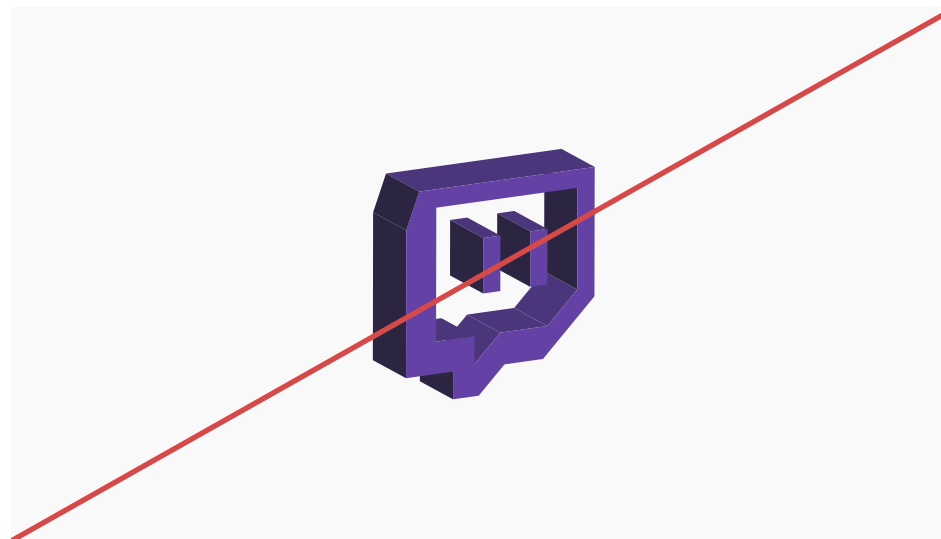
Don't use the knockout on its own.



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



Don't replace its face with other design elements.

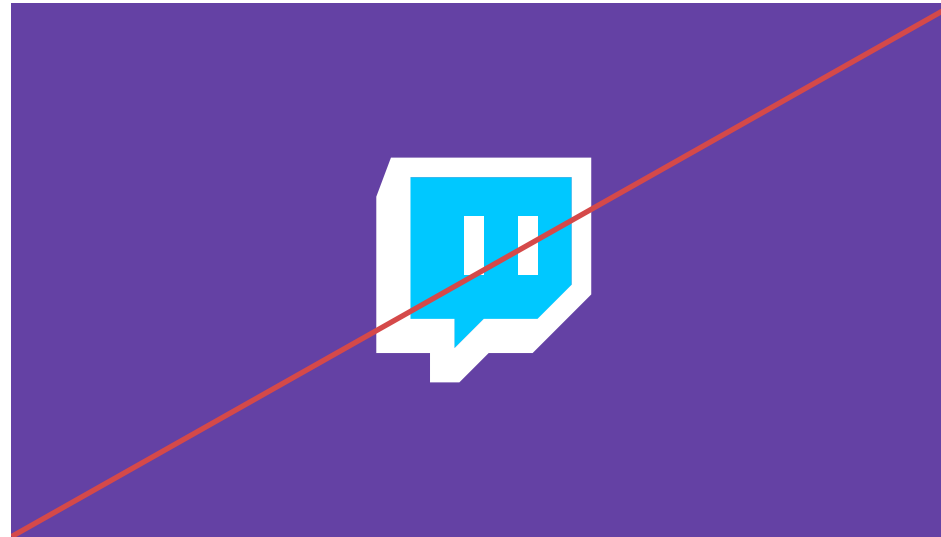


Don't recreate Glitch in 3D.



Embellishments

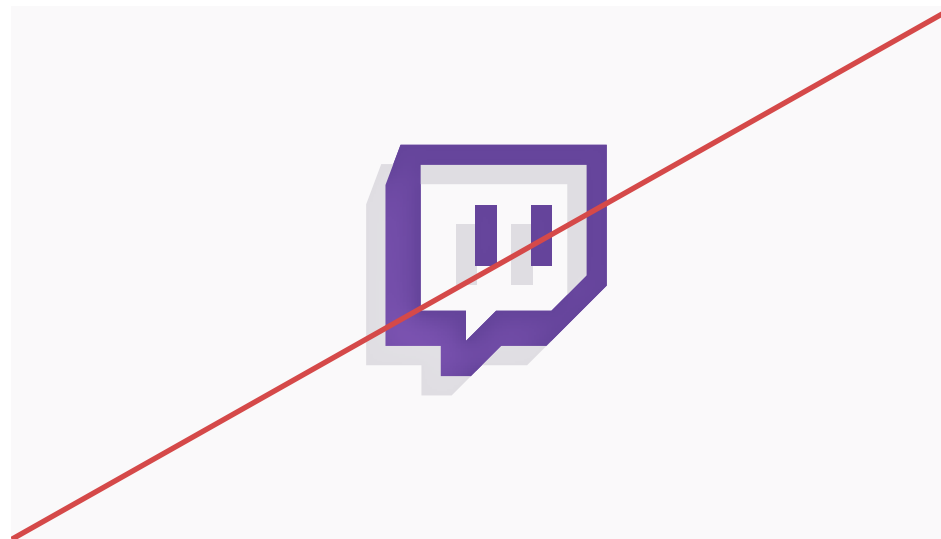
Glitch likes to keep it simple and doesn't need embellishments to stand out.



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.

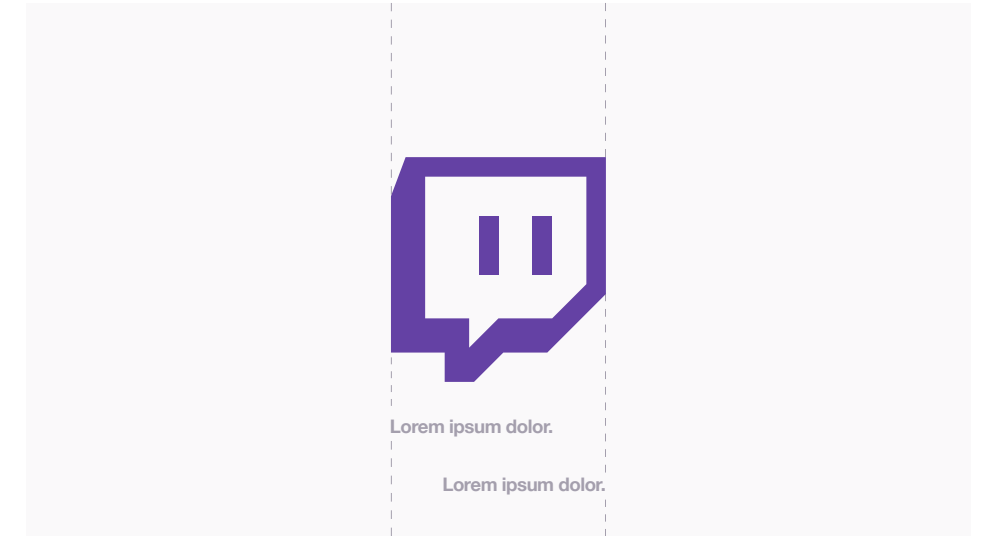


Placing and spacing

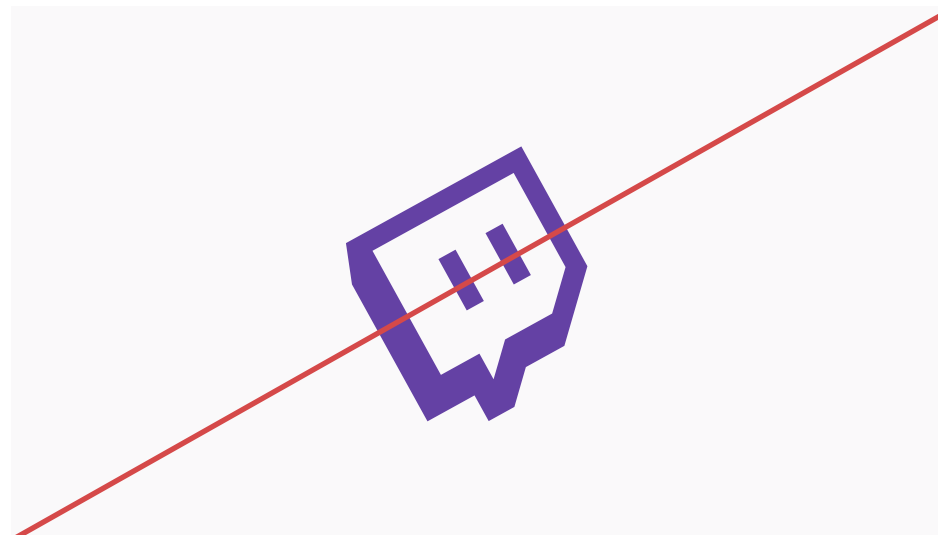
Glitch needs space to shine, so make sure it's not placed too close to other elements.



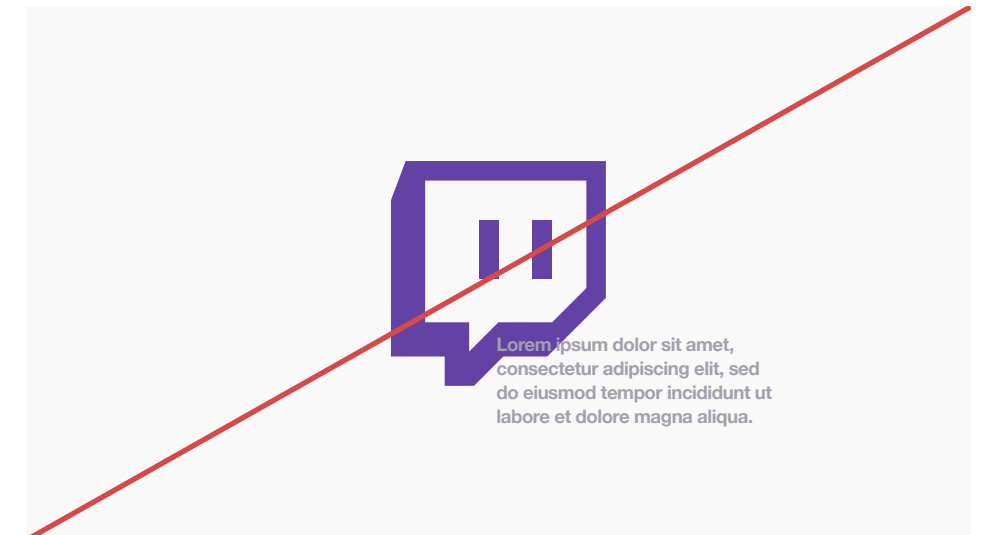
Do give Glitch space, generally about 50% of its size in either direction.



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:

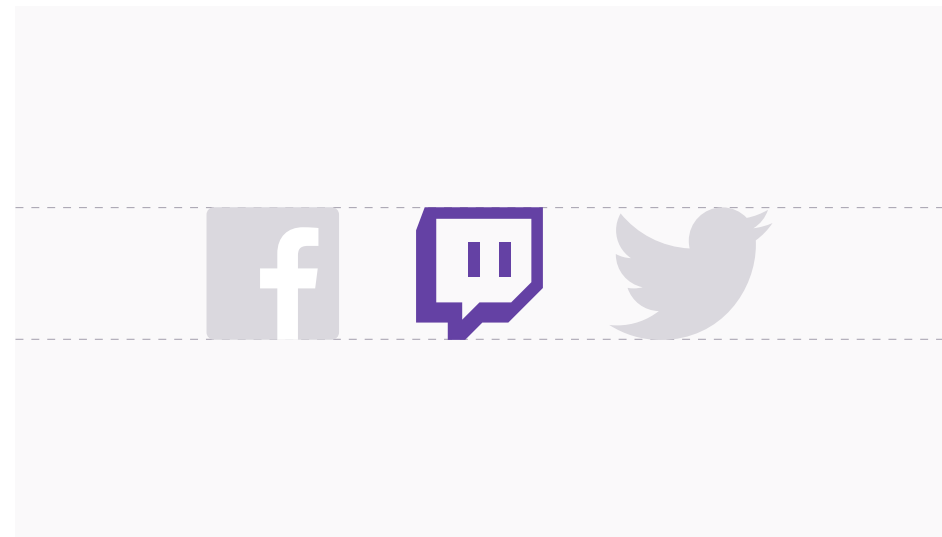
1. **Solo:** Glitch on its own. This is the preferred usage.
2. **Badge:** Glitch is placed within a square to add more weight.

 /ChannelName /ChannelName

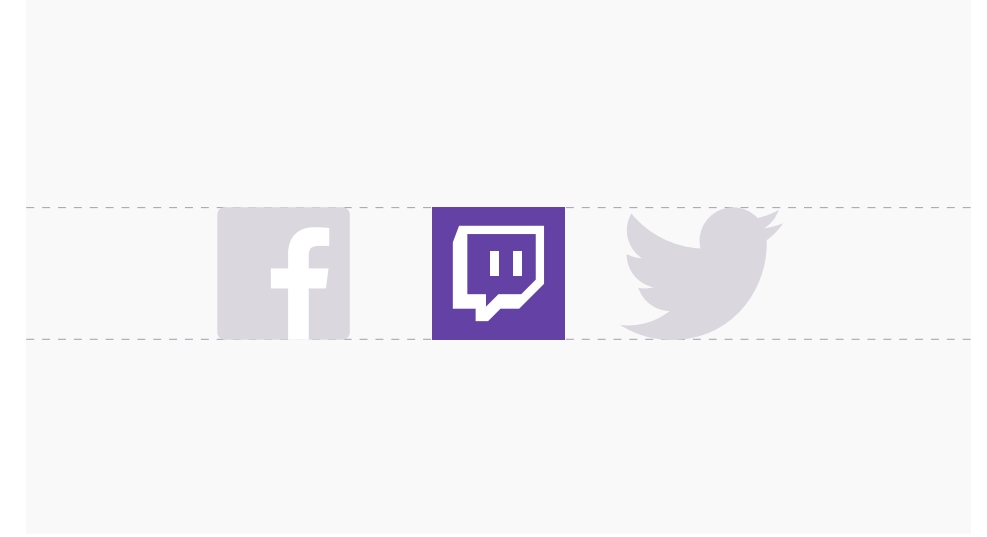
Formatting

Glitch can and should be used in social media contexts. Glitch on its own represents Twitch and the Twitch website while Glitch coupled with a Twitch channel name represents a user's Twitch identity.

We like pairing Glitch with Helvetica Neue, but other font choices can be used to reflect a specific personality.



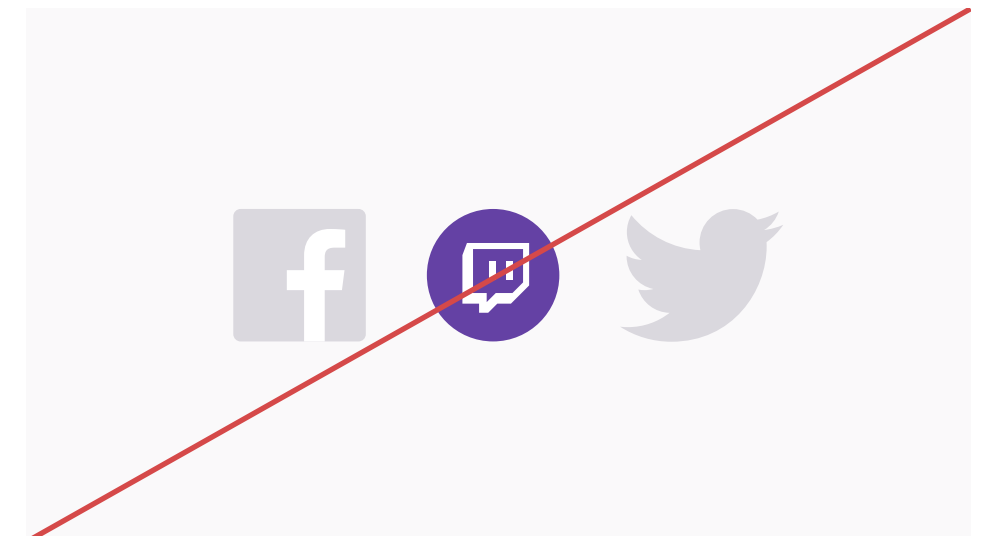
Do display Glitch at the same size as other social media icons (A).



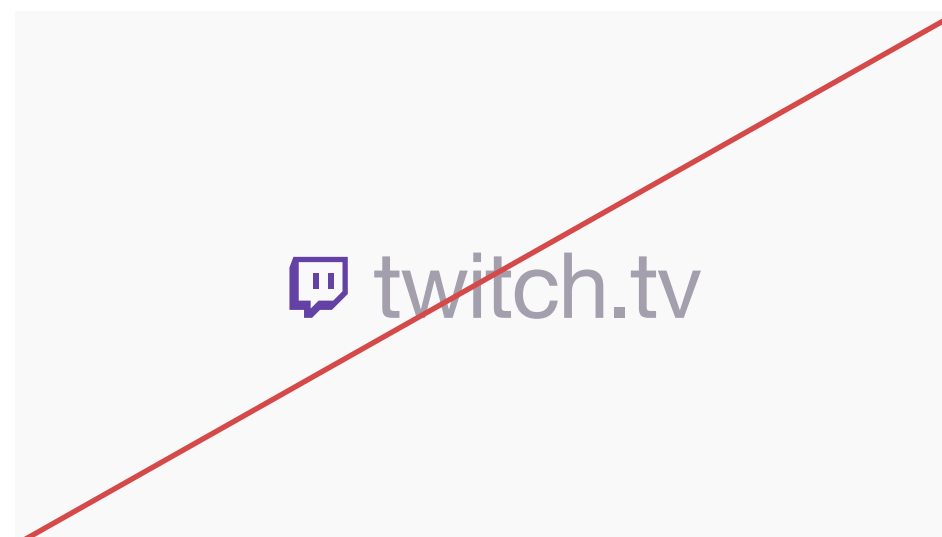
Do display Glitch at the same size as other social media icons (B).



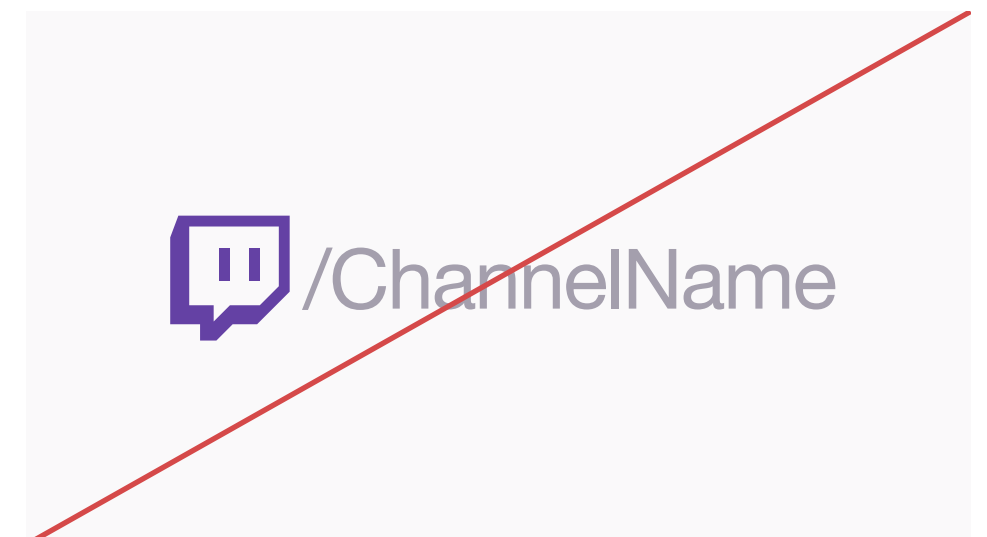
Don't use any other symbols in front of your Twitch ID, like @'s and #'s.



Don't contain Glitch in anything other than a square.



Don't use Glitch with the Twitch URL.



Don't overemphasize one element over the other.

Color and contrast

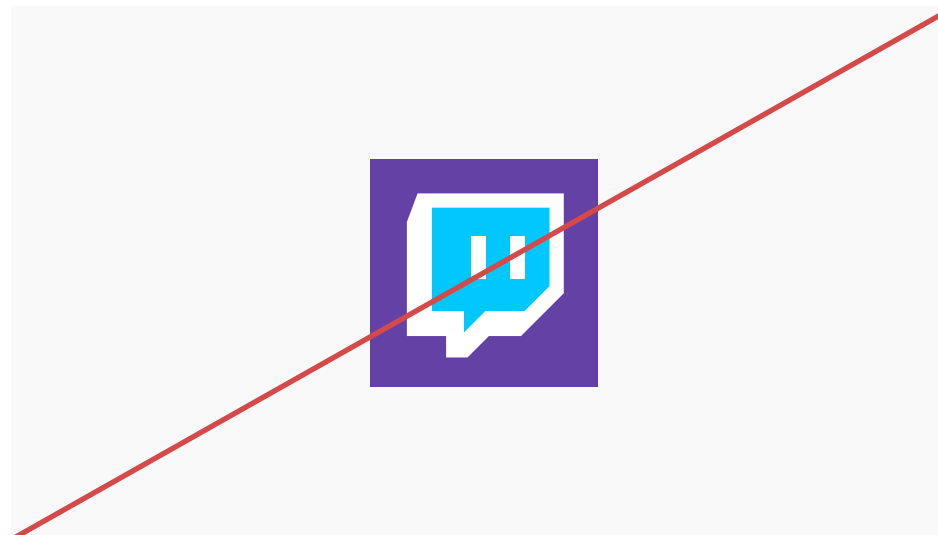
When using Glitch as a social media icon, it should still be placed atop a contrasting background.



Do apply a darker Glitch to a lighter background.



Do apply a lighter Glitch to a darker background.



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



Don't alter Glitch within the badge, i.e. making it transparent.



Questions?

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