twitch.json

copyright

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Terms and Conditions Events Code Of Conduct Transparency Report Community Guidelines FAQ Modern Day Slavery Statement State-Specific Privacy Disclosures Advertising Blog Brand Developers Security Help Jobs Last modified on 07/11/2018 Trademark Guidelines Download our assets from our assets page .

Introduction We support and encourage ideas, services, tools and other creative works that use and supplement Twitch Brand Assets (meaning Twitch’s trademarks, logos, trade dress, web pages, copyrighted designs, original content, or other brand assets), but we’re required to protect our reputation and brand identity.

If there is express language on this page stating that you can use particular Twitch Brand Assets, advance written permission is not necessary.

By using Twitch Brand Assets you agree to follow these guidelines, Twitch’s Terms of Service, and all other Twitch rules and policies, and, in situations where Twitch provided express permission, any other terms associated with that permission.

Twitch reserves the right to cancel, modify, or change any permissive uses under these guidelines at any time at its sole discretion.

Questions If you have any questions regarding these guidelines, please contact brandquestions@twitch.tv .

If you are a licensee of a Twitch Brand Asset, please consult your agreement as it may contain special terms or terms different than our general guidelines.

You are required to follow your agreement regardless of the terms below.

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Please refer to the brand assets page .

Don’t incorporate Twitch’s Brand Assets, or variants, in domain names, social media accounts, corporate names, app names, or as a part of any on-line or in person event (including community events or meet-ups), unless we have given express permission Don’t combine Twitch Brand Assets as part of a name of a product or service.

Don’t use Twitch Brand Assets in a way that suggests an affiliation, partnership, sponsorship or endorsement by or with Twitch.

Don’t include Twitch Brand Assets in editorial content that suggests it’s been authored by, or represents the views or opinions of, Twitch or any Twitch personnel or affiliate.

Don’t present Twitch Brand Assets in a manner that is misleading, defamatory, libelous, obscene, infringing or otherwise in a manner that violates the spirit of Twitch’s Community Guidelines .

Don’t use Twitch Brand Assets on material that infringes the trademark, copyright or any other rights of any third party.

Don’t infringe, derogate, dilute, or impair the rights of Twitch in the Twitch Brand Assets.

Specific Usage Guidelines Logos We generally do not approve the use of the Twitch logos in third-party marketing materials.

This includes online and offline advertising collateral such as: Client and referral lists Sales presentations Print, broadcast, outdoor or online ads Product demos Signage Trade show booths Websites

It is acceptable to use the Glitch logo, if followed by your channel name, on social media accounts.

Please refer to the social media icon page .

Apparel Like you, we have an insatiable appetite for purple shirts with Twitch Brand Assets.

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Merchandise Other than apparel noted above, Twitch doesn’t permit the use of our Brand Assets on merchandise or manufactured items, this includes uploading images of such products on 3rd party printing or production sites.

You must obtain written permission from Twitch for such items.

Business Cards We do not allow uses of Twitch Brand Assets on your business card to indicate any employment or business relationship with Twitch.

However, you may use the Glitch logo alongside your channel name to reference your channel on Twitch.

Emotes Without express permission, we do not allow use of emotes.

Twitch and/or third parties own rights such as copyrights, trademarks, and/or rights of publicity in emotes on Twitch.

Please note that in addition to us, the use of an emote may require permission from such third parties.

If you are a partner, check out our Partner Emoticon and Badge Guide .

User Names and Domain Names We do not allow use of Twitch Brand Assets, in whole or in part, as a domain name or user name.

This prohibition extends to the name of a business, product, or service.

Twitch APIs

We are thrilled you want to explore the use of our APIs, SDKs, or other materials available for developers.