



Identity Guidelines (Speedrun Edition)  
V 2.0, 01.07.21

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# 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.

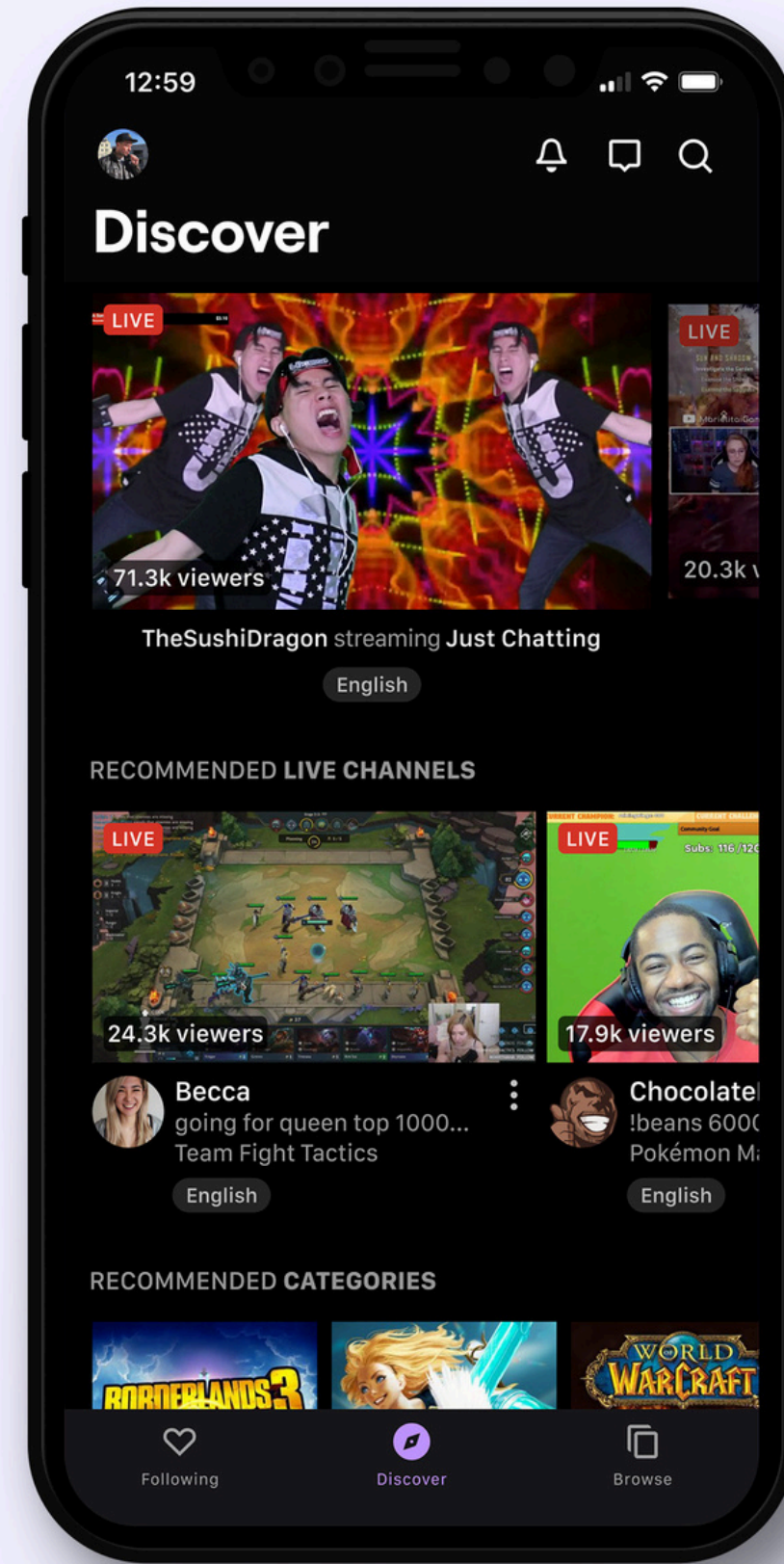
From everyone in chat, to the streamers making sure the show goes on. We're a collective cast of millions going all-in to make moments together, directing the action as we watch it.

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.

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# Browse

Categories Live Channels

Filter by Add Filter + Sort by Viewers (High to Low) v

<p><b>World of Warcraft</b> 189K viewers MMORPG RPG</p>	<p><b>League of Legends</b> 167K viewers MOBA</p>	<p><b>Just Chatting</b> 137K viewers IRL</p>	<p><b>Grand Theft Auto V</b> 99.5K viewers Driving/Racing Game</p>	<p><b>Fortnite</b> 82.1K viewers Shooter</p>	<p><b>Counter-Strike: Global O...</b> 73.6K viewers FPS Shooter</p>	<p><b>Borderlands 3</b> 64.5K viewers RPG FPS Shooter</p>	<p><b>Dota 2</b> 61.2K viewers MOBA</p>	<p><b>FIFA 20</b> 61K viewers Sports Game</p>	<p><b>Minecraft</b> 49.6K viewers Adventure Game Action</p>
<p><b>PLAYERUNKNOWN'S BATTLEGROUND</b> 39.1K viewers Shooter FPS</p>	<p><b>Overwatch</b> 35.1K viewers FPS Shooter</p>	<p><b>Apex Legends</b> 27.8K viewers FPS Shooter</p>	<p><b>Dead by Daylight</b> 26.9K viewers Action Horror</p>	<p><b>Talk Shows &amp; Podcasts</b> 25.1K viewers IRL</p>	<p><b>Just Dance 2019</b> 21.5K viewers Rhythm &amp; Music Game</p>	<p><b>Little Misfortune</b> 21.4K viewers Adventure Game</p>	<p><b>Teamfight Tactics</b> 20.9K viewers Strategy Autobattler</p>	<p><b>Slots</b> 20.6K viewers Gambling Game</p>	<p><b>Euro Truck Simulator 2</b> 20.6K viewers Driving/Racing Game</p>
<p><b>TOM CLANCY'S RAINBOW SIX SIEGE</b></p>	<p><b>CALL OF DUTY WARZONE</b></p>	<p><b>SPECIAL EVENTS</b></p>	<p><b>HEARTHSTONE</b></p>	<p><b>POKER</b></p>	<p><b>CALL OF DUTY BLACK OPS</b></p>	<p><b>PATH OF EXILE</b></p>	<p><b>HOGWARTS LEGACY</b></p>	<p><b>OVERWATCH</b></p>	

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# Logos

Our most recognizable element, the new Twitchwordmark 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 →



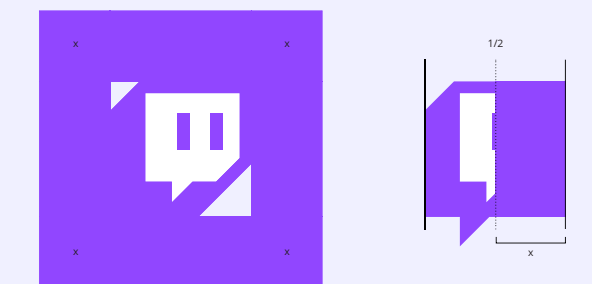
Clearspace →



Glitch →



Clearspace →



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## 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 G 0 B 0

100

H 0 S 0 M 80

HEX 000000

PMS Black 60

Ice R 240 G

240 B 255

C 10

H 240 S 100

100 HEX F0F0FF

PMS 656C

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## Color

### Twitch Secondary Palette

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


## Muted

<p>Ice R 240 G 240 B 255 C 10 H 240 S 5.08 4 B 100 HEX K FOFOFF PMS 656C</p>	<p>Jiggle R 250 G 180 C 0 B 255 M 32 Y 10 H 296 K 0 S 29.41 B 100 HEX FAB4FF PMS 920C</p>	<p>Worm R 250 G 205 B 205 C 0 H 0 S 18.26 98.04 HEX FACDCD PMS 9261C</p>	<p>Isabelle R 254 G 238 B 133 C 2 M 2 H 50 S 47.59 99 HEX FEEE85</p>	<p>Droid R 190 G 250 C 26 B 225 M 0 Y 14 H 155 K 0 S 24 B 98.04 HEX BEFAE1 PMS 621C</p>	<p>Wipe Out R 0 G 200 C 80 B 175 M 0 Y 40 H 172.5 K 0 S 100 B 78.43 HEX 00C8AF PMS 3255C</p>
<p>Smoke R 210 G 210 B 230 C 12 H 240 S 18.78 B 90.2 Y 8 HEX D2D2E6 22 PMS Cool Gray 3</p>	<p>Widow R 190 G 170 C 30 B 255 M 25 Y 0 K H 264.32 0 S 72.55 B 100 HEX BFABFF PMS 270C</p>	<p>Peach R 252 G 102 C 0 B 117 M 75 Y 40 H 352 K 0 S 59 B 98 HEX FC6675</p>	<p>Pac-Man R 255 G 202 B 95 C 0 M 22 H 39 S 62.72 100 HEX FFCA5F</p>	<p>Felicia R 87 G 190 C 58 B 230 M 6 Y 3 K H 196 0 S 61 B 90 HEX 57BEE6</p>	<p>Sonic R 0 G 20 C 100 B 165 M 75 Y 0 K H 232.73 0 S 100 B 64.71 HEX 0014A5 PMS 2147C</p>

## Accent

<p>Dragon R 130 G 5 C 68 B 180 M 78 Y 0 K H 282.86 0 S 97.22 B 70.59 HEX 8205B4 PMS 2084C</p>	<p>Cuddle R 250 G 30 C 0 B 210 M 78 Y 0 K H 310.91 0 S 88 B 98.04 HEX FA1ED2 PMS 806C</p>	<p>Bandit R 255 G 105 C 10 B 5 M 7 Y 0 K H 24 4 S 98.04 B 100 HEX FF6905 PMS Orange 021C</p>	<p>Lightning R 250 G 250 B 0 M 100 Y 0 K 100 H 60 S 90 98.04 HEX FAFA19 PMS 803C</p>	<p>K.O. R 190 G 255 C 12 B 0 M 0 Y 80 H 75.29 K 0 S 100 B 100 HEX BEFF00 PMS 395C</p>	<p>Mega R 0 G 250 B 250 C 45 H 180 S 100 0 B 98.04 HEX K 00FAFA PMS 9464C</p>
<p>Nights R 65 G 20 B 95 C 85 H 276 M 100 78.95 B 0 37.25 HEX 10 41145F PMS 2617C</p>	<p>Osu R 190 G 0 C 45 B 120 M 100 Y 50 K H 322.11 60 S 100 B 74.51 HEX BE0078 PMS 233C</p>	<p>Sniper R 250 G 40 B 40 C 0 M 95 H 0 S 84.30 98.04 HEX FA2828 PMS 032C</p>	<p>Egg R 0 G 250 C 50 B 5 M 0 Y 85 H 121.2 K 0 S 100 B 98.04 HEX 00FA05 PMS 802C</p>	<p>Legend R 105 G 255 C 40 B 195 M 0 Y 25 H 156 K 0 S 58.82 B 100 HEX 69FFC3 PMS Green 0921C</p>	<p>Zero R 30 G 105 C 100 B 255 M 15 Y 0 K H 220 0 S 88.24 B 100 HEX 1E69FF PMS Process Blue</p>

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You're already one of us.



You're already one of us.



You're already one of us.



NO STANDING  
Anytime  
Tuesday  
Friday  
Midnight - 3am

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@COLLOSSALMEDIA

## 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 →



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Typography  
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

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 →

Hello  
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

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POKI  
Poki  
Poki  
Poki

twitch



Pokimane

She'll kill you  
with  
kindness



Or a  
no-scope.  
Or both.

twitch



Pokimane

PO  
PO  
PO  
PO



You're already one of us.



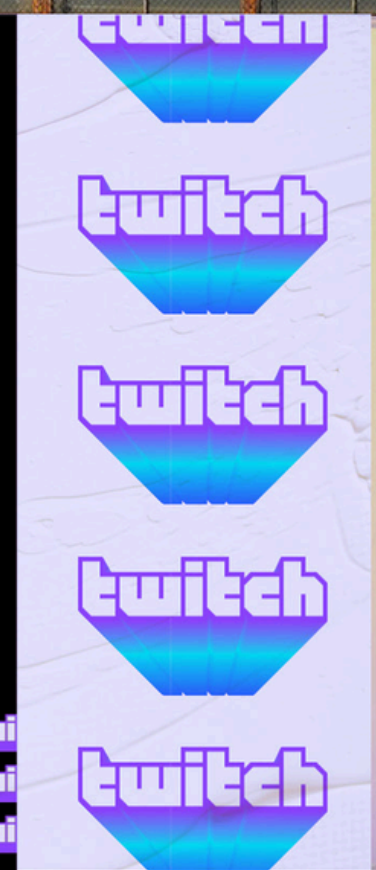
Some call Myth a legend. Most just cry uncle. 

Meet /Myth



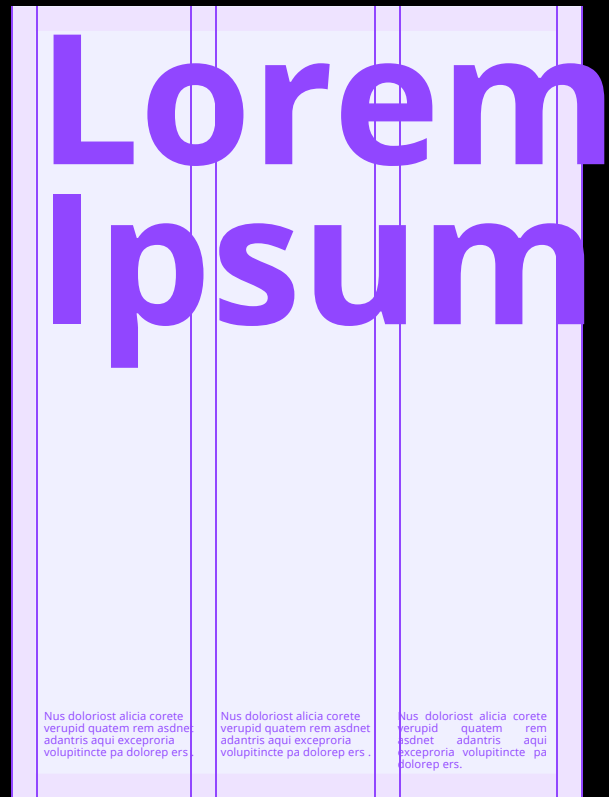
You're already one of us.

twitch twitch twitch twitch twitch twitch



# Layout

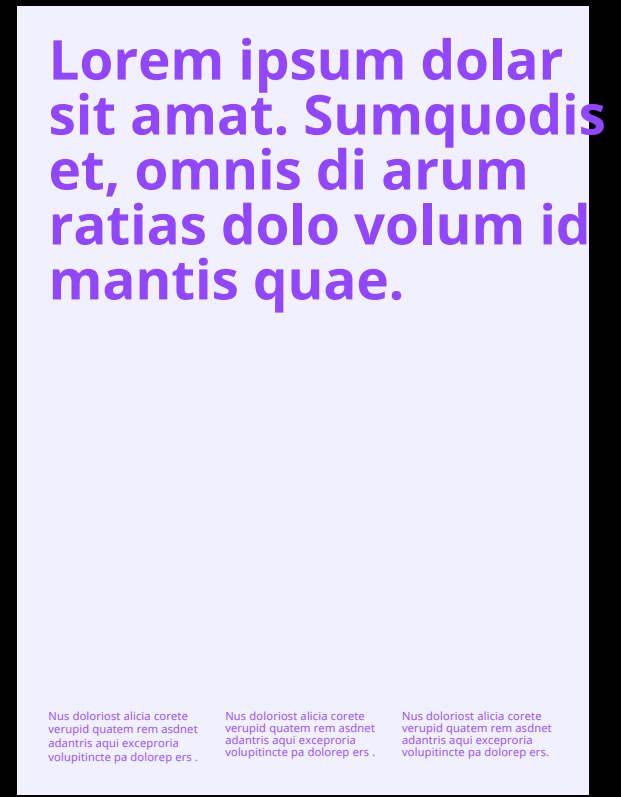
When laying out typography, don't be afraid to keep things simple. Make it punchy and not too intricate or complex. Avoid using more than 3 type styles and make sure to keep things tight and organized.



YES  
Headline top left and body copy bottom



YES  
Headline centered top, body copy bottom



YES  
Headline top left and body copy bottom



YES  
Headline centered and body copy bottom



YES  
Headline split: Centered top and bottom



YES  
Streaming Effect: Crop & Repetition

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



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842-201



You're already one of us.



First on the mic, quick on the draw, and usually the last one standing. 🗝️

Meet LilyPichu



You're already one of us.



## The Twitch Voice

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.

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If you are having trouble 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.