



Identity Guidelines (Speedrun Edition)
V 1.1, 06.26.20

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

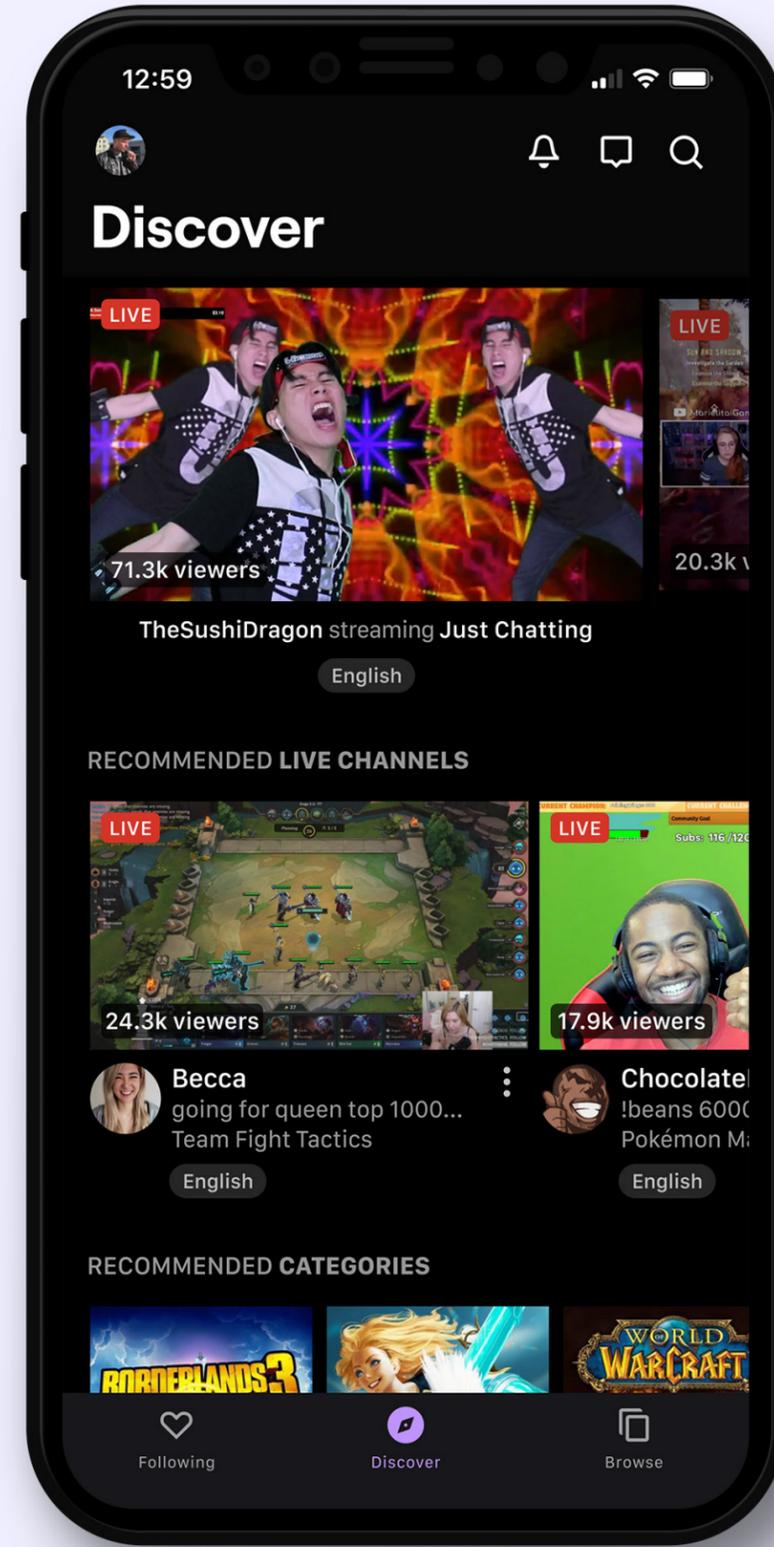
Staring at a screen was fine for a while, but canned content had its day. We're building something better, and we're not alone.

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.







Discover

Following

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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



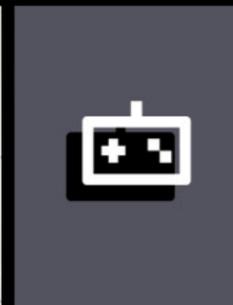
Dead by Daylight
26.9K viewers
Action Horror



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



TOM CLANCY'S RAINBOW SIX SIEGE



CALL OF DUTY WARZONE



SPECIAL EVENTS



HEARTHSTONE



POKER



CALL OF DUTY BLACK OPS



PATH OF EXILE



PATH OF EXILE



CALL OF DUTY WARZONE



CALL OF DUTY WARZONE

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:

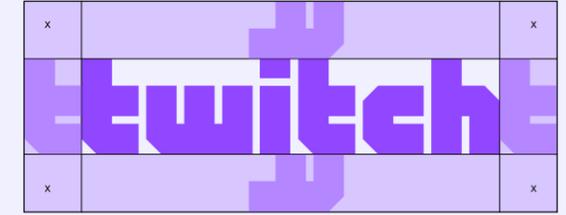
Glitch: The quickest way of saying 'Twitch' without spelling it out, Glitch represents everything about us and our community through an ownable mascot.

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 →



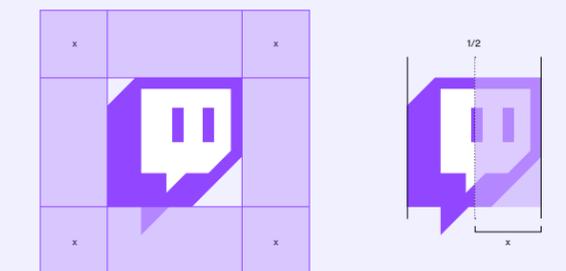
Clearspace →



Glitch →



Clearspace →



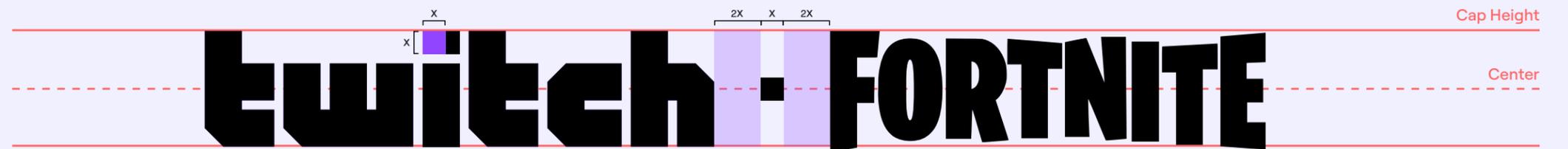
Logo Lockups

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

Color
Twitch Secondary Palette

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

Muted

<p>Ice</p> <p>R 240 C 10 G 240 M 4 B 255 Y 2 K 1</p> <p>H 240 S 5.88 B 100</p> <p>HEX F0F0FF PMS 656C</p>	<p>Jiggle</p> <p>R 250 C 0 G 180 M 32 B 255 Y 10 K 0</p> <p>H 296 S 29.41 B 100</p> <p>HEX FAB4FF PMS 920C</p>	<p>Worm</p> <p>R 250 C 0 G 205 M 26 B 205 Y 20 K 0</p> <p>H 0 S 18 B 98.04</p> <p>HEX FACDCD PMS 9261C</p>	<p>Isabelle</p> <p>R 254 C 2 G 238 M 2 B 133 Y 59 K 0</p> <p>H 50 S 47 B 99</p> <p>HEX FEEE85</p>	<p>Droid</p> <p>R 190 C 26 G 250 M 0 B 225 Y 14 K 0</p> <p>H 155 S 24 B 98.04</p> <p>HEX BEFAE1 PMS 621C</p>	<p>Wipe Out</p> <p>R 0 C 80 G 200 M 0 B 175 Y 40 K 0</p> <p>H 172.5 S 100 B 78.43</p> <p>HEX 00C8AF PMS 3255C</p>
<p>Smoke</p> <p>R 210 C 12 G 210 M 8 B 230 Y 8 K 22</p> <p>H 240 S 8.7 B 90.2</p> <p>HEX D2D2E6 PMS Cool Gray 3</p>	<p>Widow</p> <p>R 190 C 30 G 170 M 25 B 255 Y 0 K 0</p> <p>H 264.32 S 72.55 B 100</p> <p>HEX BFABFF PMS 270C</p>	<p>Peach</p> <p>R 252 C 0 G 102 M 75 B 117 Y 40 K 0</p> <p>H 352 S 59 B 98</p> <p>HEX FC6675</p>	<p>Pac-Man</p> <p>R 255 C 0 G 202 M 22 B 95 Y 72 K 0</p> <p>H 39 S 62 B 100</p> <p>HEX FFCA5F</p>	<p>Felicia</p> <p>R 87 C 58 G 190 M 6 B 230 Y 3 K 0</p> <p>H 196 S 61 B 90</p> <p>HEX 57BEE6</p>	<p>Sonic</p> <p>R 0 C 100 G 20 M 75 B 165 Y 0 K 0</p> <p>H 232.73 S 100 B 64.71</p> <p>HEX 0014A5 PMS 2147C</p>

Accent

<p>Dragon</p> <p>R 130 C 68 G 5 M 78 B 180 Y 0 K 0</p> <p>H 282.86 S 97.22 B 70.59</p> <p>HEX 8205B4 PMS 2084C</p>	<p>Cuddle</p> <p>R 250 C 0 G 30 M 78 B 210 Y 0 K 0</p> <p>H 310.91 S 88 B 98.04</p> <p>HEX FA1ED2 PMS 806C</p>	<p>Bandit</p> <p>R 255 C 10 G 105 M 7 B 5 Y 0 K 4</p> <p>H 24 S 98.04 B 100</p> <p>HEX FF6905 PMS Orange 021C</p>	<p>Lightning</p> <p>R 250 C 0 G 250 M 0 B 25 Y 100 K 0</p> <p>H 60 S 90 B 98.04</p> <p>HEX FAF4A9 PMS 803C</p>	<p>K.O.</p> <p>R 190 C 12 G 255 M 0 B 0 Y 80 K 0</p> <p>H 75.29 S 100 B 100</p> <p>HEX BEFF00 PMS 395C</p>	<p>Mega</p> <p>R 0 C 45 G 250 M 0 B 250 Y 0 K 0</p> <p>H 180 S 100 B 98.04</p> <p>HEX 00FAFA PMS 9464C</p>
<p>Nights</p> <p>R 65 C 85 G 20 M 100 B 95 Y 0 K 10</p> <p>H 276 S 78.95 B 37.25</p> <p>HEX 41145F PMS 2617C</p>	<p>Osu</p> <p>R 190 C 45 G 0 M 100 B 120 Y 50 K 60</p> <p>H 322.11 S 100 B 74.51</p> <p>HEX BE0078 PMS 233C</p>	<p>Sniper</p> <p>R 250 C 0 G 40 M 95 B 40 Y 100 K 0</p> <p>H 0 S 84 B 98.04</p> <p>HEX FA2828 PMS 032C</p>	<p>Egg</p> <p>R 0 C 50 G 250 M 0 B 5 Y 85 K 0</p> <p>H 121.2 S 100 B 98.04</p> <p>HEX 00FA05 PMS 802C</p>	<p>Legend</p> <p>R 105 C 40 G 255 M 0 B 195 Y 25 K 0</p> <p>H 156 S 58.82 B 100</p> <p>HEX 69FFC3 PMS Green 0921C</p>	<p>Zero</p> <p>R 30 C 100 G 105 M 15 B 255 Y 0 K 0</p> <p>H 220 S 88.24 B 100</p> <p>HEX 1E69FF PMS Process Blue C</p>



twitch

You're already one of us.



twitch



twitch

You're already one of us.

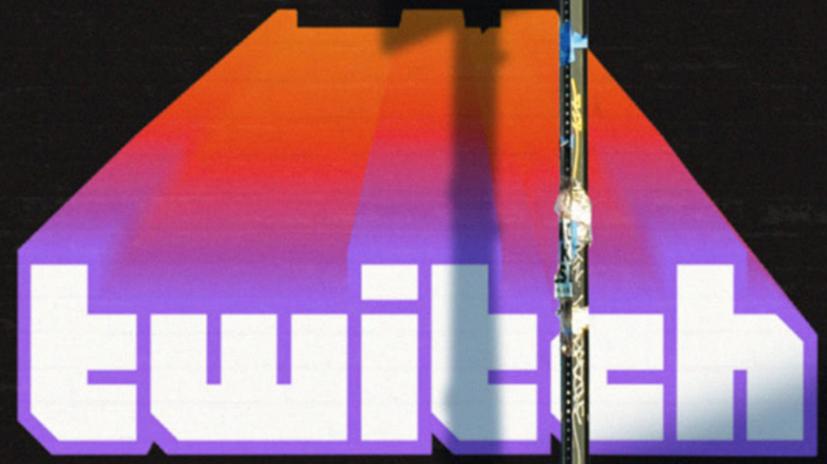


twitch



twitch

You're already one of us.



twitch

NO STANDING
Anytime
Tuesday
Friday
Midnight - 3am

@COLLOSSALMEDIA

Color
Core Palette

Logo Color Pairings

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

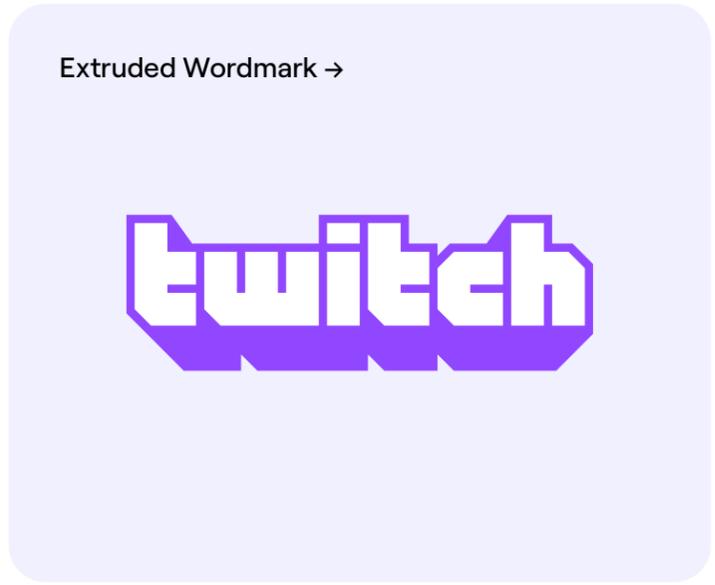
Solid Backgrounds:

1. Twitch Purple on Ice
2. Black Ops on Twitch Purple
3. Twitch Purple on Black

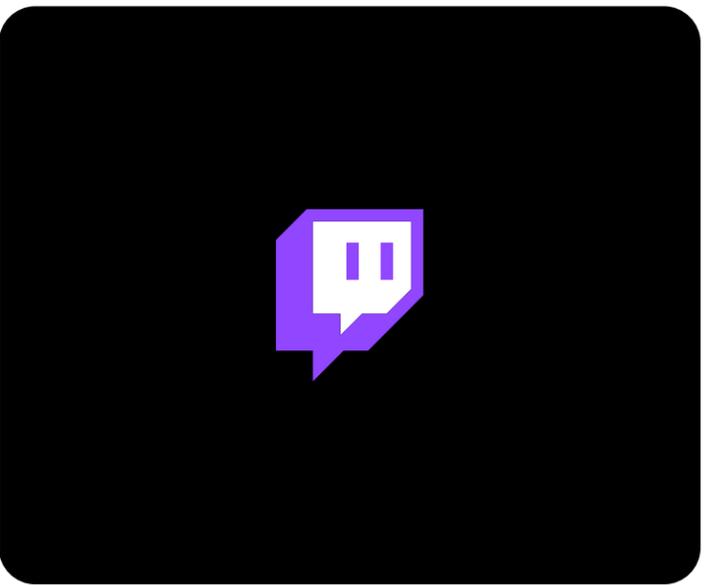
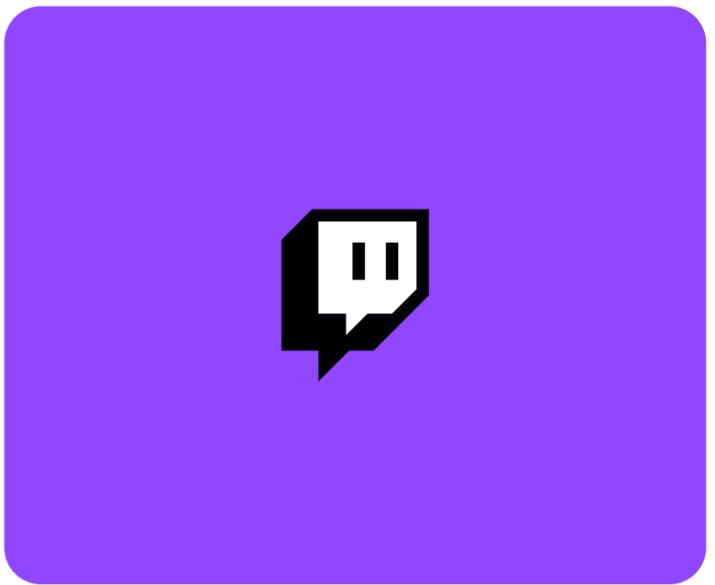
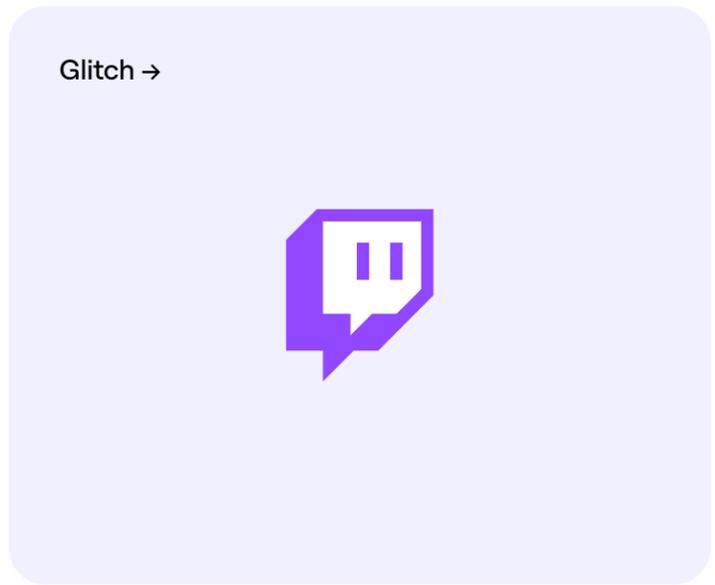
Wordmark →



Extruded Wordmark →



Glitch →



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



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

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.



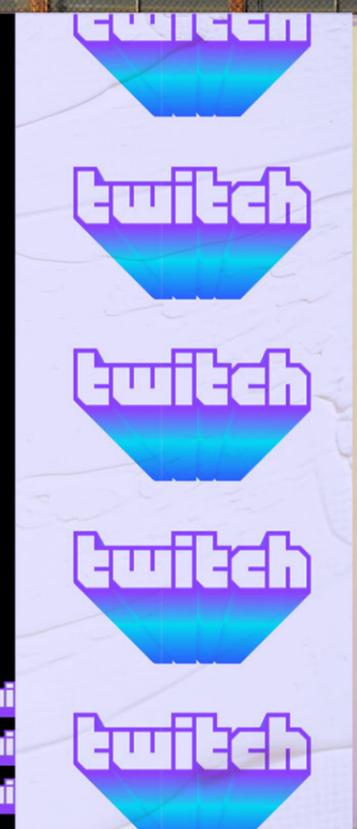
Some call Myth a legend. Most just cry uncle. 

Meet /Myth



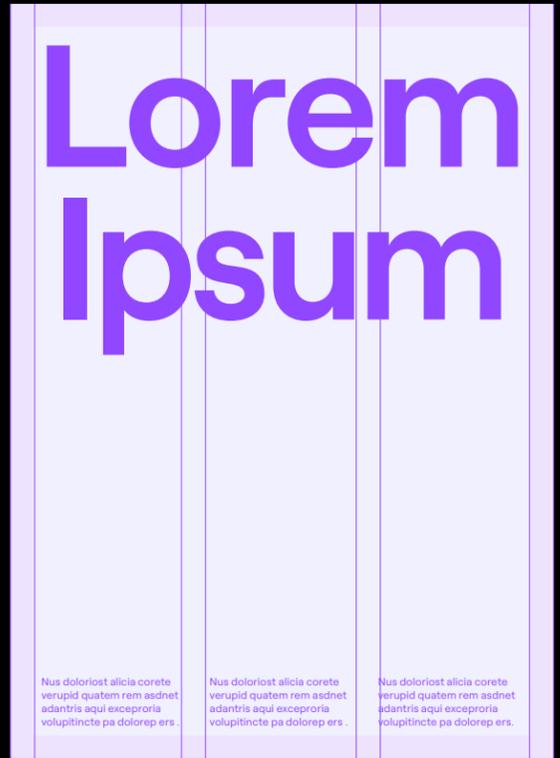
You're already one of us.

twitch twitch twitch twitch twitch twitch



Layout

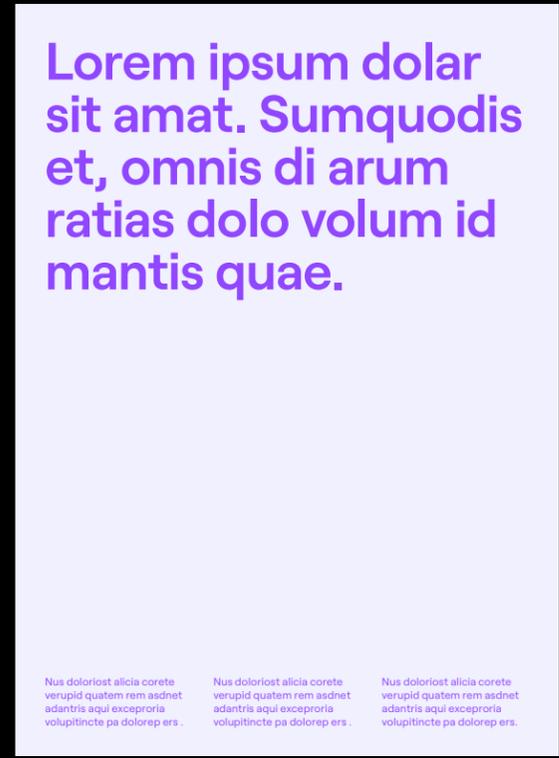
When laying out typography, don't be afraid to keep things simple. Make it punchy and not too intricate or complex. Avoid using more than 3 type styles and make sure to keep things tight and organized.



YES
Headline top left and body copy bottom



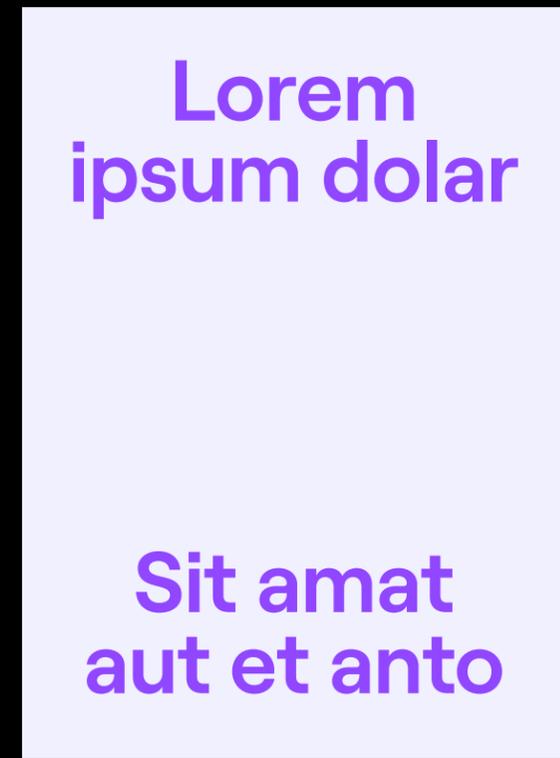
YES
Headline centered top, body copy bottom



YES
Headline left-aligned, body copy bottom



YES
Headline centered and body copy bottom



YES
Headline split: Centered top and bottom



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



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.

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.

Always ensure that you have the approval of the appropriate copyright owners before using a photographic image in a Twitch communication.

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.