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.
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.
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.
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 Identity Guidelines

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

### Color

**Twitch Secondary Palette**

<table>
<thead>
<tr>
<th>Color</th>
<th>Secondary Palette</th>
<th>Secondary colors and gradients are for when we activate turbo mode. They’re like our ultimate move.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ice</td>
<td>R 240 C 10 G 240 M 4 B 255 Y 2 K 1 H 240 S 5.88 B 100</td>
<td>HEX F0F0FF PMS 656C</td>
</tr>
<tr>
<td>Jiggle</td>
<td>R 250 C 0 G 180 M 22 B 250 Y 10 K 0 H 296 S 23.41 B 100</td>
<td>HEX F9FAFF PMS 9220C</td>
</tr>
<tr>
<td>Worm</td>
<td>R 250 C 0 G 205 M 26 B 205 Y 20 K 0 H 50 S 47 B 98</td>
<td>HEX FEFE85 PMS 621C</td>
</tr>
<tr>
<td>Isabelle</td>
<td>R 254 C 2 G 238 M 2 B 133 Y 59 K 0 H 155 S 24 B 98</td>
<td>HEX BEFED1 PMS 3225C</td>
</tr>
<tr>
<td>Droid</td>
<td>R 190 C 26 G 250 M 14 B 225 Y 14 K 0 H 155 S 24 B 98</td>
<td>HEX BEFED1 PMS 3225C</td>
</tr>
<tr>
<td>Wipe Out</td>
<td>R 0 C 80 G 200 M 0 B 175 Y 40 H 172.5 S 100 B 73.43</td>
<td>HEX 00C8AF PMS 3225C</td>
</tr>
<tr>
<td>Smoke</td>
<td>R 210 C 12 G 210 M 8 B 225 Y 8 K 22 H 264.32 S 72.55 B 100</td>
<td>HEX E8E8E8 PMS Cool Gray 3</td>
</tr>
<tr>
<td>Widow</td>
<td>R 190 C 30 G 170 M 25 B 255 Y 0 K 0 H 352 S 62 B 100</td>
<td>HEX FFDDFF PMS 270C</td>
</tr>
<tr>
<td>Peach</td>
<td>R 252 C 0 G 102 M 75 B 177 Y 40 K 0 H 352 S 59 B 98</td>
<td>HEX FCC5AF PMS 57BEE6</td>
</tr>
<tr>
<td>Pac-Man</td>
<td>R 255 C 0 G 202 M 22 B 95 Y 72 K 0 H 39 S 62 B 100</td>
<td>HEX FFDDFF PMS 270C</td>
</tr>
<tr>
<td>Felicia</td>
<td>R 87 C 58 G 190 M 6 B 250 Y 3 K 0 H 196 S 61 B 90</td>
<td>HEX FFDDFF PMS 270C</td>
</tr>
<tr>
<td>Sonic</td>
<td>R 0 C 100 G 20 M 75 B 165 Y 0 K 0 H 232.73 S 100 B 64.71</td>
<td>HEX 00A45 PMS 2147C</td>
</tr>
<tr>
<td>Dragon</td>
<td>R 130 C 68 G 5 M 78 B 180 Y 0 K 0 H 282.86 S 97.22 B 70.59</td>
<td>HEX 820564 PMS 2084C</td>
</tr>
<tr>
<td>Cuddle</td>
<td>R 255 C 0 G 30 M 78 B 210 Y 0 K 0 H 310.91 S 88 B 98.04</td>
<td>HEX FF9AFF PMS 9220C</td>
</tr>
<tr>
<td>Bandit</td>
<td>R 255 C 10 G 105 M 7 B 5 Y 0 K 4 H 24 S 98.04 B 100</td>
<td>HEX FFFAFF PMS 9220C</td>
</tr>
<tr>
<td>Lightning</td>
<td>R 250 C 0 G 250 M 0 B 25 Y 100 K 0 H 60 S 90 B 98.04</td>
<td>HEX FF9AFF PMS 9220C</td>
</tr>
<tr>
<td>Mega</td>
<td>R 13 C 43 G 250 M 0 B 250 Y 0 K 0 H 152 S 100 B 98.04</td>
<td>HEX FF9AFF PMS 9220C</td>
</tr>
<tr>
<td>Nights</td>
<td>R 65 C 85 G 20 M 100 B 95 Y 0 K 10 H 276 S 78.45 B 37.25</td>
<td>HEX 820564 PMS 2084C</td>
</tr>
<tr>
<td>Osu</td>
<td>R 190 C 45 G 0 M 100 B 120 Y 50 K 60 H 322.11 S 100 B 74.51</td>
<td>HEX E60078 PMS 233C</td>
</tr>
<tr>
<td>Sniper</td>
<td>R 250 C 0 G 40 M 95 B 40 Y 100 K 0 H 0 S 84 B 98.04</td>
<td>HEX FA2828 PMS 032C</td>
</tr>
<tr>
<td>Egg</td>
<td>R 0 C 50 G 250 M 0 B 5 Y 85 K 0 H 121.2 S 100 B 98.04</td>
<td>HEX 00FA05 PMS 032C</td>
</tr>
<tr>
<td>Legend</td>
<td>R 105 C 40 G 255 M 0 B 195 Y 25 K 0 H 156 S 100 B 98.04</td>
<td>HEX 00FFFF PMS 032C</td>
</tr>
<tr>
<td>Zero</td>
<td>R 30 C 100 G 30 M 15 B 255 Y 0 K 0 H 220 S 88.24 B 100</td>
<td>HEX 1E69FF PMS 9464C</td>
</tr>
</tbody>
</table>
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

**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.

---

**Meet our typeface: Twitch Roobert**

**Headline:** Roobert SemiBold

80/80/20 →

---

**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 diorroeius 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 diorroeius 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

---

Diorroeius eatur? Hentorro et et quam is sitae et unt ut ped eicias venihilitas adipideri occulparibus quaspellabor aut ius
POKI POKI POKI POKI

She’ll kill you with kindness
Or a no-scope. Or both.
Pokimane
Some call Myth a legend. Most just cry uncle.

Meet /Myth

You're already one of us.
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.
First on the mic, quick on the draw, and usually the last one standing.

Meet LilyPichu
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:

**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

**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

**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.
If you are having double 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.

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.