

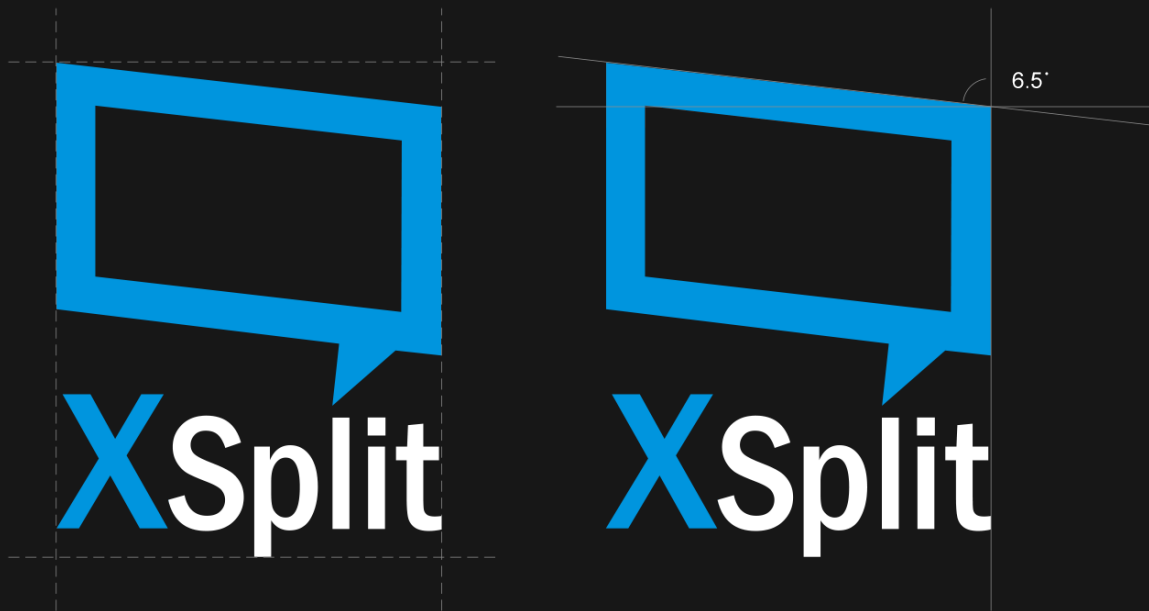


Press Kit Guidelines

# Press Kit Guidelines

This document is a guide to the correct usage of XSplit logos on third party materials. It explains how our brand should be represented as well as demonstrating how it can coalesce to create a coherent and unified visual design that will compliment any third party branding.

- The XSplit Team



# The XSplitt Logo Family



1

**Parent Product Logo** The parent logo represents the complete family of XSplitt products and should only be used in instances when referring to XSplitt in non-product specific terms.



2

**Wide Product Logo** This is the default logo design for instances when referring solely to either XSplitt Broadcaster or XSplitt Gamecaster.



XSplitt | Broadcaster



XSplitt | Gamecaster

3

**Stacked Product Logo** The stacked variation of the XSplitt product logo is intended solely for use in UI and marketing materials with limited space.

# Color Variations



## Black Variation

This is our primary color variation and is intended for use on darker backgrounds (e.g. black, dark grey)



## White Variation

The white variation, featuring darker text is intended for use on white or lighter backgrounds

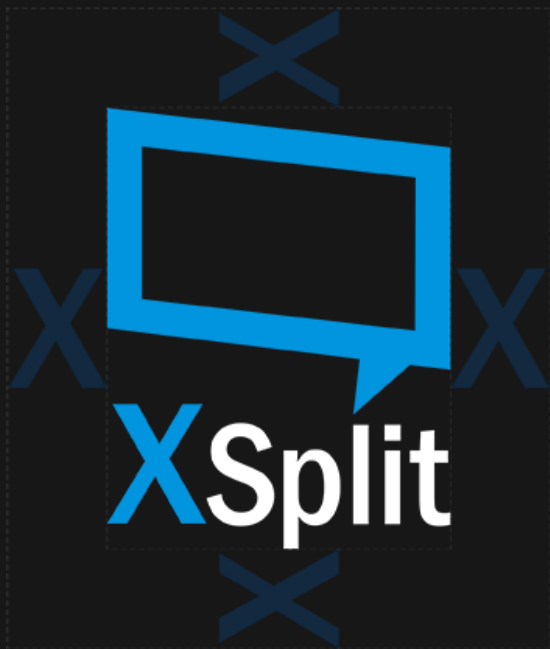


## Single Tone Variation

This single color variation should only be used in instances where the default XSplit colors either clash or lose prominence with other elements.

# Spacing & Color Considerations

We recommend keeping at least a 30% clearspace between logotype and other non-XSplit adjacent elements. We also thank you for not embellishing designs with added drop shadows, patterns or intricate backgrounds.



For smaller images please use the XSplit parent logo. The minimum recommended size for the parent logo is 30mm wide (150 pixels online)

# Nomenclature

When referring to **XSpl** always capitalize both the “X” and “S” in XSpl.

## Do Not

- Hyphenate XSpl e.g. “X-Spl”
- Add a space between X and Spl “X Spl”
- Omit letters e.g. “Xpl” “XPLT”
- Block Capitalize XSpl e.g. “XSPLIT”
- Preface product titles with “The” e.g. “The XSpl Gamecaster”

When referring to **XSpl products** use complete names e.g. XSpl Gamecaster or XSpl Broadcaster.

Avoid using shorthand such as “Broadcaster” or “Gamecaster” as these are general terms and may cause confusion.

| Correct Usage      | Do NOT Use    |
|--------------------|---------------|
| “XSpl Gamecaster”  | “Gamecaster”  |
| “XSpl Broadcaster” | “Broadcaster” |

**Note:** When writing XSpl product names please refrain from capitalizing the “C” in caster” e.g “XSpl GameCaster” or “XSpl BroadCaster”.

When referring to the **developers of XSpl**: Please format the company name as follows “SplitmediaLabs”

## Do Not

- Block capitalize company name e.g. SPLITMEDIALABS
- Add unnecessary spaces e.g Split Media Labs
- Hyphenate company name e.g. Split-Media-Labs

# Official Product & Company Descriptions

To assist with written copy or scripting purposes please feel free to utilize the following pre-written product descriptions.

**XSplrit Gamecaster** is the world's easiest live streaming and recording solution, allowing for users to upload and share their greatest gaming moments to popular video services such as Twitch and YouTube, at just the click of a button.

**XSplrit Broadcaster** is one of the most popular and widely used applications for live Internet broadcasting, with a user base ranging from hobbyists to prominent professional casters around the world and is available in multiple languages. XSplrit allows users to record or live stream any type of media, while taking advantage of Live TV production features that anyone can learn to master.

**SplitmediaLabs Limited** is an innovative, Hong Kong-based software company specializing in the development of multimedia applications and technology. SplitmediaLabs has published extensive multimedia toolkits which have been licensed to some of the world's most prominent companies, some of which are included in the Fortune 500 list. XSplrit Broadcaster & XSplrit Gamecaster are developed and published by SplitmediaLabs Limited.

## Use of our press kit & branding materials

Do not use our name or product logo in a way that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation without first gaining expressed written permission from us first. If you wish to use any of our branding materials for a related event, please do so via our [contact form](#).

## Other Questions?

If you have any other questions or queries please feel free to email [pr@xsplit.com](mailto:pr@xsplit.com). If you intend to use XSplit branding materials it is helpful to also provide a mockup of your intended design so we can be specific in our response.



By using XSplit press kit materials, you agree to follow these press kit guidelines, and all relevant XSplit policies, as may be updated from time to time. You also acknowledge that SplitmediaLabs Limited, developers of XSplit software, are the sole owner of XSplit related trademarks, and you agree not to interfere with SplitmediaLabs' rights in them. SplitmediaLabs may review use of the branding materials at any time and reserves the right to terminate or modify any misuse, unfair use, use that does not comply with these guidelines, use that violates any applicable law, or any other use that might impair SplitmediaLabs' rights in its logos and trademarks.



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