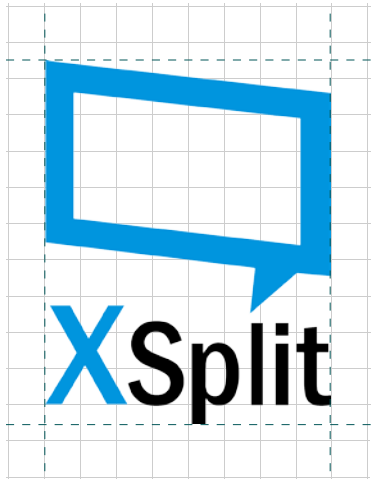
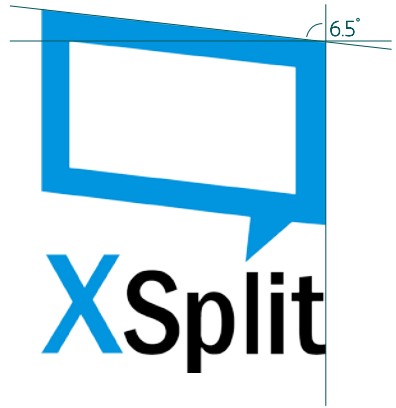
BRANDING GUIDELINES

2016

BRANDING 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.
- <3 The XSplit Team





THE XSPLIT LOGO FAMILY

Note: All full color XSplit logos must adhere to the signature design of the “X” being the same color as the XSplit Canvas icon.

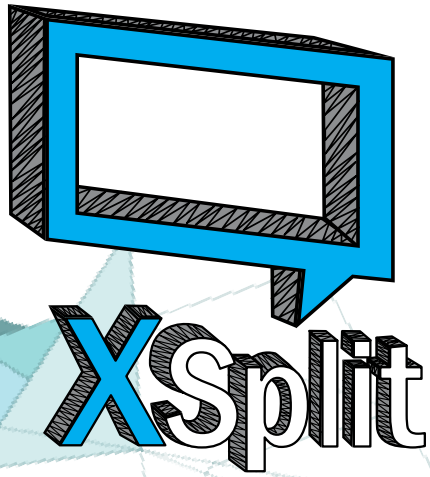
Parent Product Logo The parent logo represents the complete family of XSplit products and should only be used in instances when referring to XSplit in nonproduct specific terms.

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

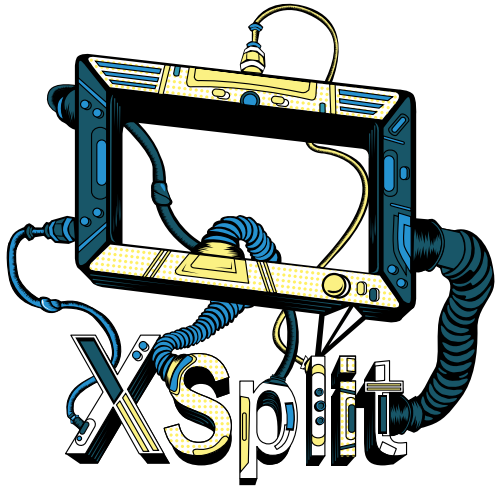
Stacked Product Logo The stacked variation of the XSplit product logo is intended solely for use in UI and marketing materials with limited space.

ADDITIONAL VARIATIONS OF XSPLIT LOGOS

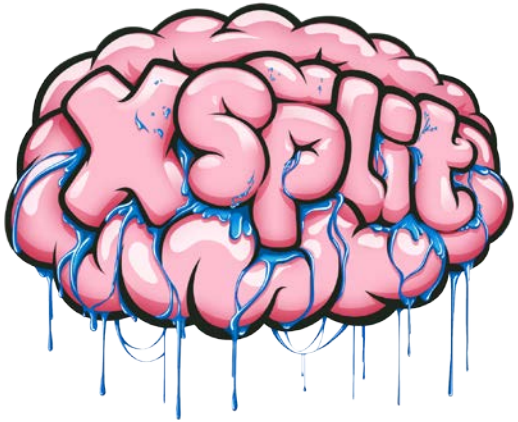
We believe Live Streaming and Broadcasting Gameplay is not just a hobby, but a way of life. This is why we created a range of logo variations specifically for use in the context of our social media, merchandise and community branding. Each logo was created to convey and speak to the lifestyle, interests and tastes of the XSplit community, taking influence from popular gaming culture.



01 XSplit Doodle 1



02 XSplit Tube



03 XSplit Brain

XSPLIT LOGO GRAPHICS

All of these logo variations have been utilized either for our limited run TShirts, or for our external community portals.

01 XSplit Controller

02 XSplit Doodle Art

03 XSplit Retro

COLOR VARIATIONS

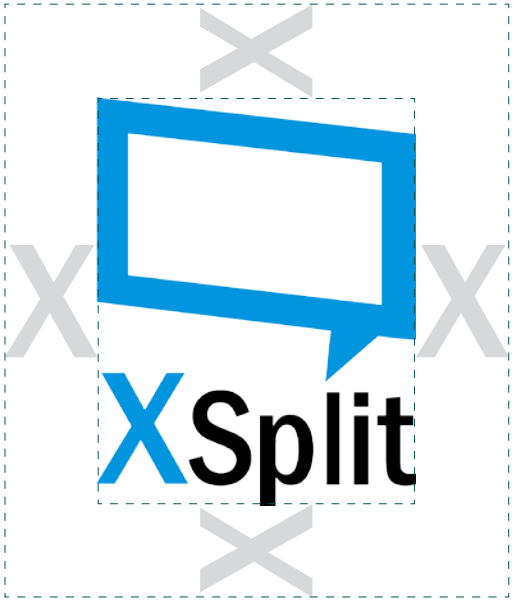
Black Variation
This is our primary color variation and is intended for use on darker backgrounds (e.g. black, dark grey)

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.



PANTONE	CMYK
2925 C	76 - 30 - 0 - 0
RGB	**HEX**
300 - 100 - 87	#0095DE

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 XSplit always capitalize both the “X” and “S” in XSplit.

Do Not
- Hyphenate XSplit e.g. “X-Split”
- Add a space between X and Split “X Split”
- Omit letters e.g. “Xplit” “XPLIT”
- Block Capitalize XSplit e.g. “XSPLIT”
- Preface product titles with “The” e.g. “The XSplit Gamecaster”

When referring to XSplit products use complete names e.g. XSplit Gamecaster or XSplit Broadcaster.
Avoid using shorthand such as “Broadcaster” or “Gamecaster” as these are general terms and may cause confusion.

Correct Usage	Do NOT Use
“XSplit Gamecaster”	~~“Gamecaster”~~
“XSplit Broadcaster”	~~“Broadcaster”~~

Note: When writing XSplit product names please refrain from capitalizing the “C” in caster“ e.g “XSplit GameCaster” or “XSplit BroadCaster”.
When referring to the developers of XSplit: 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 BOILER PLATES

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

XSplit 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.

XSplit 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. XSplit 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. XSplit Broadcaster & XSplit Gamecaster are developed and published by SplitmediaLabs Limited.

XSPLIT DEVELOPERS LOGO

The XSplit Developers brand was launched in September 2015, as part of our new open framework for XSplit Broadcaster. The logo is visible at developers.xsplit.com where the community can submit plugins, extensions and code to improve the application.

COLOR VARIATIONS

As per our product logos, XSplit Developers logos have been created to suit a variety of promotional collaterals. Though ideally we prefer the black variation above all others (that's just how we roll)

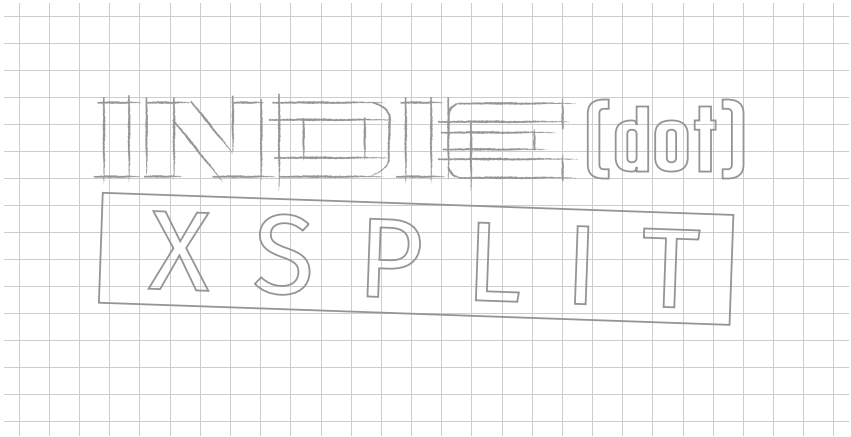
01 Black

02 White

03 Single Tone

INDIE[DOT]XSPLIT LOGO GUIDELINES

Correctly written Indie[dot]XSplit, this logo was created to help launch our game developer support program enabling devs to easily create broadcasts with premium quality software at minimum cost.



INDIE (dot)
XSPLIT

Pantone 2925 C
C 76, M 30, Y 0, K 0
R 300, G 100, B 87
HEX#0095DE

Pantone 173-3 U
C 0, M 0, Y 0, K 40
R 167, G 169, B 172
HEX#a7a9ab

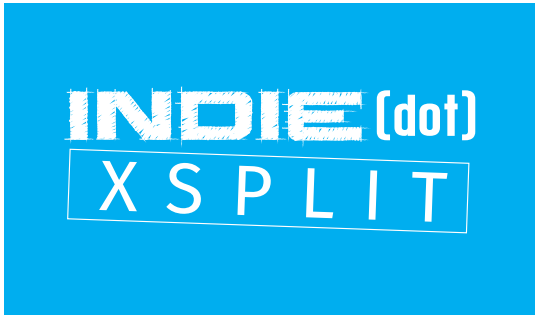
Black
C 0, M 0, Y 0, K 100
R 0, G 0, B 0
HEX#0000

COLOR VARIATIONS

01 Black

02 White

03 Single Tone



XSPLIT ELITE CORE ELEMENTS

Used solely in promotion for our customer loyalty/partner program - XSplit Elite is our special badge of honor for those creators who made the cut and are part of our growing VIP list.

01 Logotype
Use whenever possible.

02 Elite Badge Icon

03 Badgeface
Use in icons, UI with limited space and other promotional materials.

04 Typeface
Use in promotional materials and UI with limited space.

05 Wing

Elite

Pantone 2925 C
C 76, M 30, Y 0, K 0
R 300, G 100, B 87
HEX#0095DE

Veteran

Pantone 415 U
C 43, M 33, Y 37, K 1
R 153, G 155, B 0
HEX#999B98

Legendary

Pantone 612 U
C 26, M 28 Y 88, K 1
R 194, G 170, B 70
HEX#C2AA46

COLOR VARIATIONS

01 Black

03 Single Tone

02 White

02 Gray

NOTICE DIALOG

DIMENSIONS AND REQUIREMENTS

Product logo
Make sure that this is readable and follows the product's brand identity guidelines.

Header text
Font style and size may vary depending on what the adverstisement is about.

Description and information
You may include here more details about the product.

Product image
This should relate with the header text and description

NOTE: Make sure that all texts are readable and doesn't look too dark on top of the images.
Always use photos in high resolution to avoid pixelation.

SOCIAL MEDIA GRAPHICS

DIMENSIONS AND REQUIREMENTS

Facebook (Timeline shared image)
1200px x 900px

Instagram
510px x 510px

Twitter (In stream photo)
506px x 253px

Important keys in designing XSplit Social Media Graphics

Should be visually appealing. The design should catch users' attention and compel them to click.

Always use high quality images to avoid pixelation. Avoid using too much drop shadow. Make sure all texts are readable and product logos are not pixelated. Do not use more than two different font styles. Make it fun and professional looking at the same time.

Brief. Keep the message direct — preferably fewer than five words.

Action-oriented. Set expectations, and make it clear what their click accomplishes.

Focus on value. Be sure to state exactly what visitors will get if they click on the CTA (call to action). "Click here" tells the user nothing, whereas "download your free license here" sets expectations and expresses value.

ON-STREAM BRANDING

The following is an overview on preferred XSplit branding for live stream content. On all accounts we normally prioritize the XSplit Parent logo with white text for darker backgrounds.

Example of XSplit Logo visible in a traditional PiP Setting. Please ensure that height of the logo is equal to that of other partners and that the white text variation is used for darker backgrounds

For break, BRB or title screens again please use the XSplit Parent logo and ensure it is proportioned to that of other partners visible.

In Game please use the XSplit Parent logo, in instances where the logo will be against colors of a similar shade please either opt to use either the single tone variation or apply a light drop shadow in order to accentuate it's features

For lower thirds, please opt to use the XSplit parent logos at all times, ideally prioritizing the lighter variation, unless the background is white or of a similar shade to that of the canvas.

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. 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.

SPLITMEDIA
Labs