**Caffeine
Brand Guidelines**

The best gamers, entertainers, & athletes.
All Live.

Our social broadcasting platform makes it simple for people to create their own shows and watch new interactive content with friends. We feature content at the intersection of gaming, sports, and entertainment from partners like FOX Sports, ESPN, BIG EAST Digital Network, DreamHack, Riot Games, and top entertainers, athletes, and gamers. Caffeine has a zero-tolerance policy for bullying, hate speech and racism.

Welcome to the new Caffeine!

Ben ✓

Logo Usage

caffeine

caffeine

caffeine
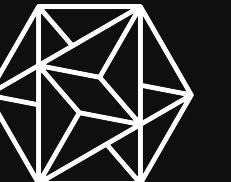
Side by Side
Wordmark + Logo

This is the primary usage of the logo, using the left aligned logo with the wordmark. The logo should never be overlapped with other shapes, or used in colors other than black/white/brand blue.

Logo
Solo Logo Usage

The solo icon is best used for smaller designs where the word mark becomes illegible or cut off. The logo should not be used on its own out of the context of the product or other branded elements.
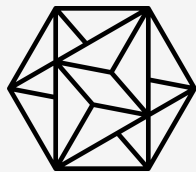
Please do not...

Add a drop shadow of any kind

Apply / overlay an image on top of the logo

Add a stroke or modify it in any way

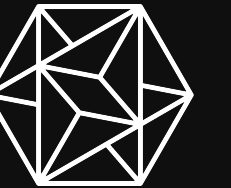Place the image on top of a pattern

caffeine

Live streaming.
Reinvented.

caffeine

Live streaming.
Reinvented.
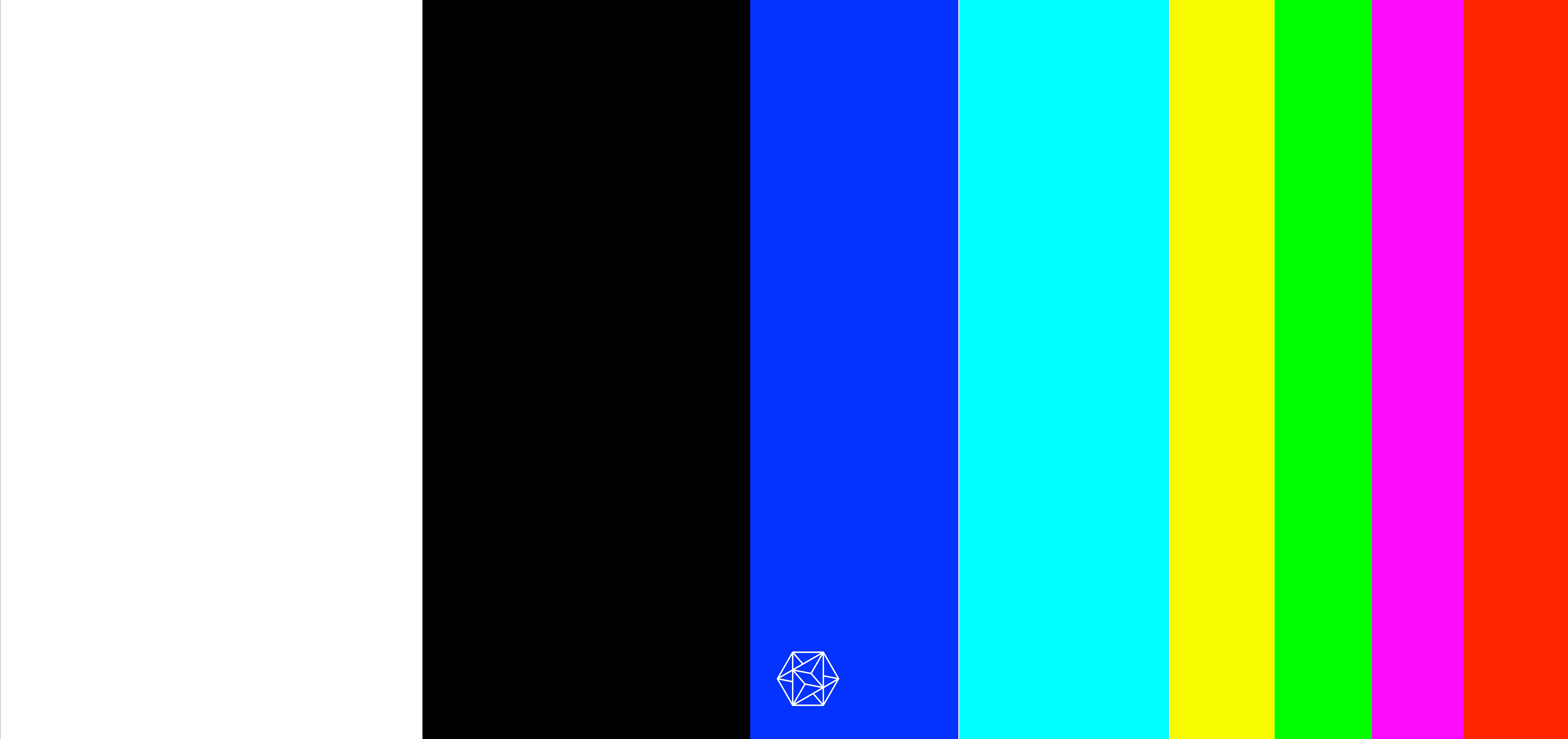
10

100

10

10

Construct and spacing

The logo should always have
enough space around it to avoid
colliding with other typography,
assets, or borders.

Color

Gallery White
#FFFFFF
Primary

Designed to show off the amazing content and creators of Caffeine the brand should never be a detractor. That's why the simplicity of black and white base's with color accents is key.

Stage Black
#000000
Primary

Brand / Status Blue
#0000FF
Secondary

Primarily used for "Live" status and logo mark

Activity Cyan
#00FFFF
Secondary

Used to highlight activity

Highlights
#FFFF00   #00FF00   #FF00FF   #FF0000
Tertiary

Used to highlight specific information and differentiate between users/items

Thanks!