

**meld**

# Logos

**Wordmark:** Simple and clean. Very straightforward.

**Extruded Wordmark:** Is used primarily in outbound comms when we want to be the most expressive.

Wordmark

The word "meld" is written in a bold, lowercase, sans-serif font in white, centered on a solid black background.The word "meld" is written in a bold, lowercase, sans-serif font in black, centered on a solid white background.

Extruded Wordmark

The word "meld" is written in a bold, lowercase, sans-serif font in white with a thick black outline, centered on a solid white background.The word "meld" is written in a bold, lowercase, sans-serif font in white with a thick black outline, centered on a solid black background.

# Usage

## Sizing

Optimize the use of our logo to be crystal clear and legible. Avoid minimizing the size of it.



## Clear Space

Clear space buffers the logo from images, text, or other graphics that compromise its impact and visibility. The more breathing room you give our logo, the greater the impact it can have.

The clear space around the logo must be equal to or greater than the size of the triangle (▲) in the icon.



# Do's

- Use the Meld logo to describe the products, services, and technologies that we offer.
- Use Meld logo to state that you are a customer and are using our product.
- Use the logo to promote Meld on your channels or streams, like YouTube thumbnails.
- Use the logo to link to Meld.



# Don'ts

- Modify, distort, angle, animate, rotate, blur, or tilt the logo.
- Add the "studio" terminology to the logo.
- Place the symbols above or under the logo.
- Place the text above or under the logo.
- Change or add colors to the font.

The word "meld" is written in a white, lowercase, sans-serif font, tilted at an angle.

The word "meld" is written in a white, lowercase, sans-serif font, appearing blurred.

The word "meld" is written in a white, lowercase, sans-serif font, in a bold weight.

The word "meld" is written in a white, lowercase, sans-serif font, with a 3D effect and a shadow.

The word "meld" is written in a lowercase, sans-serif font, with a blue-to-green gradient.

The word "meld" is written in a white, lowercase, sans-serif font, followed by the word "studio" in a smaller, white, lowercase, sans-serif font.

The word "meld" is written in a white, lowercase, sans-serif font, with the word "livestream" in a smaller, blue, lowercase, sans-serif font below it.

The word "meld" is written in a white, lowercase, sans-serif font.

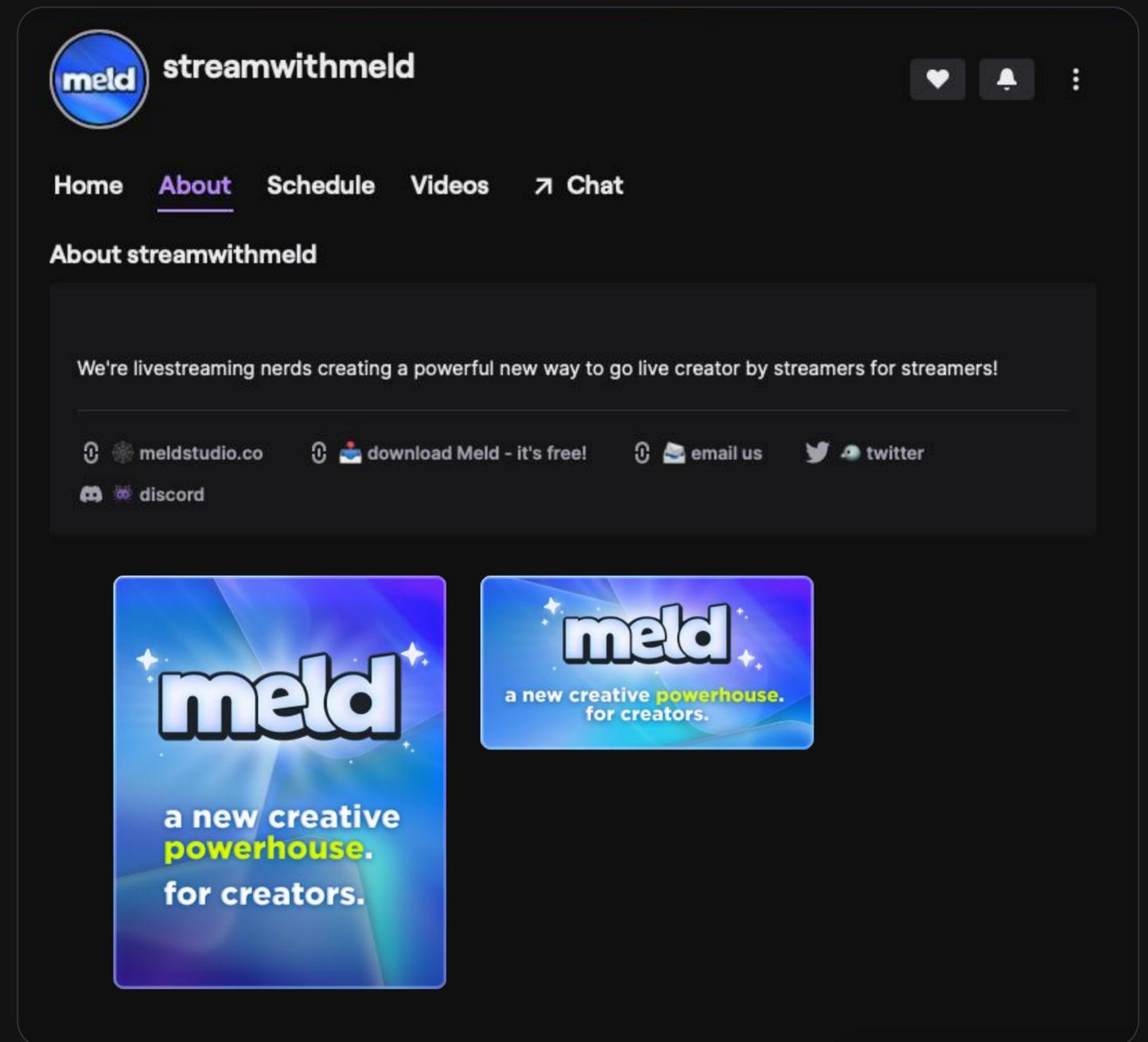
# Promo Kit

We've created a kit for users who are looking to promote Meld on their streams and Twitch panels.

This kit will be updated over time and may include new assets. For now you'll find:

- **Gradient animated Extruded Wordmark overlay;**
- **Medium and Large size Twitch panels;**

For Twitch panels, use the one that suits you better.

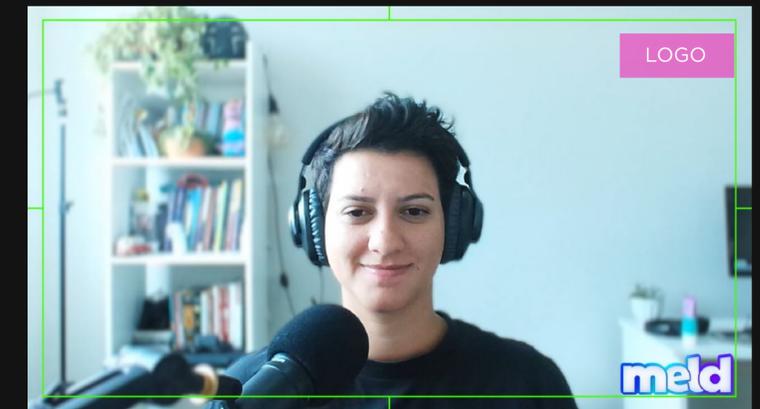
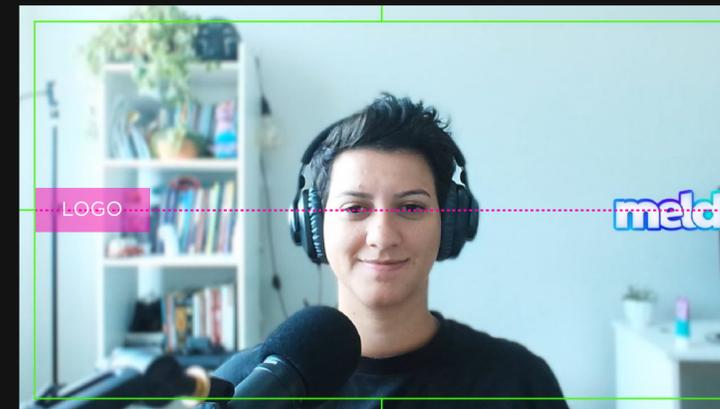


# Logo Overlay Usage

Feel free to make use of our canvas [Safe Area Guide](#) when positioning the Meld logo in the scene.

We suggest that you keep a cozy 40-pixel distance from the edges of the canvas.

We recommend positioning the logo at the corners or alternatively, at the right or left center.



## On camera overlay:

You can also explore placing it on your camera overlay.



# Thanks!

If you have questions or need guidance on a specific use case not covered here, please don't hesitate to reach out.

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