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BRANDING ASSETS

CLICK HERE to download the following Adobe Illustrator (.AI) assets. Usage guidelines are detailed on the following pages of this document.

STEAM® SYMBOL AND LOGO

STEAM® MACHINES LOGO

STEAMVR™ BRANDING

STEAMVR™ HARDWARE LICENSEE BRANDING

STEAM LINK™ BRANDING
Please follow these guidelines for all Steam-related hardware, software, peripherals, and supporting marketing materials with permission under contract with Valve Corporation.

**GENERAL GUIDELINES**

Steam branding may not be used in any manner that might imply that any non-Steam materials are sponsored, endorsed, licensed by, or affiliated with Steam. Use only Valve-approved artwork for branding.

The logos provided must stand alone and may not be combined with any object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

Valve reserves the right, in its sole discretion, to modify guidelines regarding branding and may request that third parties modify or delete any use of the logo that, in Valve’s sole judgment, does not comply with these guidelines or might otherwise impair Valve’s rights in Steam trademarks. Valve further reserves the right to object to unfair uses or misuse of its trademarks or other violations or applicable laws.

Valve also reserves the right to approve any communication using the Steam brand before its distribution.
1  STEAM® SYMBOL AND LOGO
   Hardware Application
   On-screen and Printed Applications
The Steam® symbol (shown to the left) is what a partner/manufacturer uses for hardware/device applications. Any other application should use the Steam® Logo specified on Page 6. Physical alterations should not be made to the logo and it should not be combined with any other branding elements.

ACCEPTABLE METHODS OF APPLICATION
Suitable manufacturing processes for hardware logo placement include: Pad printing, silk screening, laser etching, molding, and high-quality decal. The logo must be in a single color, and should not be illuminated.

MINIMUM CLEAR SPACE AREA
The Steam symbol must always be surrounded by an area of clear, open space based on the size of the diameter of the main locomotive crank, as indicated below.

MAXIMUM SIZE
The Steam Symbol should be manufactured at the maximum size of 20mm Ø. The Steam Symbol should not exceed the size of the partner’s product branding.
**MINIMUM SIZE**
The Steam Symbol should be manufactured at the minimum size of 12mm Ø.

**MOLDING**
Preferable molding depth should be 0.25mm; the maximum acceptable molding depth is 1mm. Please make sure that corners (example shown below) in the logo remain sharp with a maximum diameter of 0.2mm (0.1mm radius).

If the “®” register mark is too small for clear readability in the mold, it may be omitted.
STEAM® LOGO: On-Screen and Printed Applications

STEAM® LOGO
The Steam® logo (shown to the left) is comprised of the Steam symbol and proprietary logotype, and should always have the ® after the Steam trademark. Physical alterations should not be made to the logo and it should not be combined with any other branding elements.

POSITIVE LOGO
For use on lighter-colored backgrounds. RGB Value is \( r=0 \ g=0 \ b=0 \). On 4-color environments use \( c=30 \ m=30 \ y=30 \ k=100 \). For spot color applications, use PANTONE® Black.

REVERSED LOGO
For use on darker-colored backgrounds. RGB Value is \( r=255 \ g=255 \ b=255 \). On 4-color environments use \( c=0 \ m=0 \ y=0 \ k=0 \). For spot color applications, use opaque white ink.
MINIMUM CLEAR SPACE AREA
The Steam® logo must always be surrounded by an area of clear, open space based on the size of the diameter of the main locomotive crank, as indicated below.

MINIMUM SIZE
The height of the logo for print should be at least 12.5mm or 50 pixels for on-screen applications.

If the “®” register marks are too small for clear readability it may be omitted.
2  STEAM® MACHINES LOGO
   Overview
   Third-party Packaging
STEAM® MACHINES LOGO: Overview

The Steam® Machines logo consists of the Steam symbol and proprietary logotype (left). Use this logo on packaging and marketing materials to help customers recognize that your product is a genuine Steam Machine.

Physical alterations should not be made to the logo and it should not be combined with any other branding elements.

Positive and reversed versions of the Steam Machines logo, clear space, and minimum size requirements remain the same as the Steam logo (please refer to page 6).

THIRD-PARTY PRODUCT NAMING

Please use the words “STEAM MACHINE” as part of your product name and whenever possible in paragraph form, e.g., “Alienware STEAM® MACHINE”, “ZOTAC NEN STEAM® MACHINE”, or “Abc Xyz1 STEAM® MACHINE”.

The words “STEAM® MACHINE” should always be set in all caps with a “®” (superscript) directly after STEAM. The text can be set in any typeface that works with your brand. Please do not change the type weight between the two words in this application. It should not try to emulate the Steam Machines logo. Please see example below.
STEAM® MACHINES LOGO: Third-party packaging

GENERAL GUIDELINES
The Steam® Machines logo should be used as an endorser brand to your product branding. Whether a part of the product name, e.g., Abc Xyz1 STEAM® MACHINE or with the approved logo artwork (as depicted below) the presence of Steam Machines should be subservient to your brand/product branding.
3 STEAMVR™ Branding

Overview
SteamVR™ Logo: On-Screen and Printed Guidelines
SteamVR™ Compatible: On-Screen and Printed Guidelines
SteamVR™ Tracking: On-Screen and Printed Guidelines
Third Party Packaging
SteamVR™: Branding Overview

SteamVR™ is an industry- and consumer-facing trademark signaling a quality of experience (enabling not only seated and standing but also room-scale VR with precision motion tracking) and compatibility between various VR hardware and software products and services. By association with the Steam® brand, it also signals a quality of experience as delivered by the Steam platform.

SOFTWARE PRODUCT LOGO USAGE
The SteamVR™ logo may be used with permission by content partners whose software and services work with SteamVR™ Compatible and SteamVR™ Tracking hardware. (See the following definitions.)

The SteamVR™ logo is to be no larger than and no more prominent than first party brands and product names in usage.

HARDWARE PRODUCT LOGO & FEATURE DESIGNATION USAGE
The SteamVR™ logo may be used in conjunction with feature designations to communicate hardware capabilities. The SteamVR™ Compatible designation should be used in reference to hardware which meets the criteria outlined in the SteamVR Compatible Feature Designation section of this document.
The **SteamVR™ Tracking** feature designation should be used in reference to hardware which leverages SteamVR™ Tracking technology to determine and communicate its position and orientation in 3D space.

The SteamVR™ logo and the SteamVR™ Compatible and SteamVR™ Tracking feature designations are to be no larger than and no more prominent than first party brands and product names in usage.

**SteamVR™ TRACKING TERMINOLOGY AND VERSIONING**

The term **SteamVR™ Tracking** should be used on first mention when referencing the tracking technology associated with SteamVR™.

When indicating inclusion of or compatibility with SteamVR™ Tracking, the appropriate version of the technology should be specified, for example: “Compatible with SteamVR™ Tracking V1.0.”

*The term, “Lighthouse”, has been used as an informal nickname for the technology used for SteamVR™ Tracking. Lighthouse should not be used in public-facing communication.*
STEAMVR™ LOGO: On-Screen and Printed Guidelines

STEAMVR™ LOGO
The SteamVR™ logo (shown to the left) is comprised of the Steam symbol and proprietary logotype, and should always have the trademark “TM” after “SteamVR”. Physical alterations should not be made to the logo and it should not be combined with any other branding elements. The logo may be used with permission by content partners whose software and services work with SteamVR™ Compatible and SteamVR™ Tracking hardware. The SteamVR™ logo is to be no larger than and no more prominent than first party brands and product names in usage.

POSITIVE LOGO
For use on lighter-colored backgrounds. RGB Value is \( r=0 \ g=0 \ b=0 \). On 4-color environments use \( c=30 \ m=30 \ y=30 \ k=100 \). For spot color applications, use PANTONE® Black.

REVERSED LOGO
For use on darker-colored backgrounds. RGB Value is \( r=255 \ g=255 \ b=255 \). On 4-color environments use \( c=0 \ m=0 \ y=0 \ k=0 \). For spot color applications, use opaque white ink.
MINIMUM CLEAR SPACE AREA
The SteamVR™ logo must always be surrounded by an area of clear, open space based on the size of the diameter of the main locomotive crank, as indicated below.

MINIMUM SIZE
The height of the logo for print should be at least 12.5mm or 50 pixels for on-screen applications.

If the “TM” mark is too small for clear readability it may be omitted.
STEAMVR™ COMPATIBLE FEATURE DESIGNATION: On-Screen and Printed Guidelines

STEAMVR™ COMPATIBLE FEATURE DESIGNATION
The SteamVR™ Compatible feature designation (shown to the left) is comprised of the SteamVR™ application icon, plus a feature title and description. It is always used in conjunction with the SteamVR logo, in a box to the left or above this designation. Physical alterations should not be made to these elements. The SteamVR™ Compatible designation is to be no larger than and no more prominent than first party brands and product names in usage. This designation should be used in reference to hardware which is compatible with hundreds of VR titles on Steam as defined by the following:

i. Includes a VR headset and input device
ii. Ships with a driver for SteamVR, or one is made available through the Steam store
iii. Operates with the SteamVR Runtime on PC
iv. Includes a system button (reviewed and approved by Valve) that brings up the Steam Dashboard (with access to library and store) when running the SteamVR Runtime
v. Is capable of running hundreds of VR titles available on Steam
vi. Surfaces the Steam store at least on parity with any other store, if Steam client is installed and running

Positive designation

Reversed designation
**MINIMUM CLEAR SPACE AREA**

The SteamVR™ Compatible designation must always be surrounded by an area of clear, open space based on the size of the diameter of the Steam Symbol, as indicated below.

**MINIMUM SIZE**

The height of the logo for print should be at least 35 mm or 175 pixels for on-screen applications.

If the “TM” register mark is too small for clear readability it may be omitted.
STEAMVR™ TRACKING FEATURE DESIGNATION:
On-Screen and Printed Guidelines

STEAMVR™ TRACKING V2.0 FEATURE DESIGNATION
The SteamVR™ Tracking V2.0 feature designation (shown to the left) is comprised of the SteamVR™ tracking icon, plus a feature title and description. It is always used in conjunction with the SteamVR™ logo, to the left or above this designation. Physical alterations should not be made to these elements. The SteamVR™ Tracking designation is to be no larger than and no more prominent than first party brands and product names in usage. This designation should be used in reference to hardware which leverages SteamVR™ Tracking technology to determine and communicate its position and orientation in 3D space.

POSITIVE LOGO
For use on lighter-colored backgrounds. RGB Value is r=0 g=0 b=0. On 4-color environments use c=30 m=30 y=30 k=100. For spot color applications, use PANTONE® Black.

REVERSED LOGO
For use on darker-colored backgrounds. RGB Value is r=255 g=255 b=255. On 4-color environments use c=0 m=0 y=0 k=0. For spot color applications, use opaque white ink.
MINIMUM CLEAR SPACE AREA
The SteamVR™ Tracking designation must always be surrounded by an area of clear, open space based on the size of the diameter of the Steam Symbol, as indicated below.

MINIMUM SIZE
The height of the logo for print should be at least 35 mm or 175 pixels for on-screen applications.

If the “TM” mark is too small for clear readability it may be omitted.
MULTIPLE FEATURE DESIGNATIONS: On-Screen and Printed Guidelines

MULTIPLE FEATURE DESIGNATIONS
When communicating multiple SteamVR™ feature designations, always use a single instance of the square SteamVR™ logo, to the left or above feature designations. The Compatible designation should appear before the Tracking designation, left to right or top to bottom.

POSITIVE LOGO
For use on lighter-colored backgrounds. RGB Value is r=0 g=0 b=0. On 4-color environments use c=30 m=30 y=30 k=100. For spot color applications, use PANTONE® Black.

REVERSED LOGO
For use on darker-colored backgrounds. RGB Value is r=255 g=255 b=255. On 4-color environments use c=0 m=0 y=0 k=0. For spot color applications, use opaque white ink.
STEAMVR™ BRANDING: Third-party Packaging

GENERAL GUIDELINES
The SteamVR™ logo, the SteamVR™ Compatible feature designation, (see p. 16) and the SteamVR™ Tracking feature designation (see p. 18) should be used as endorser marks relative to your product branding. The presence of these marks should be subservient to your brand/product branding.

SteamVR endorser marks, such as the SteamVR™ Compatible and Tracking feature designations shown here, should be subservient to your brand/product branding.
4 STEAM LINK™ Branding

Steam Link™ Logo: On-Screen and Printed Guidelines
Steam Link™ Powered Logo: On-Screen and Printed Guidelines
Third Party Packaging
STEAM LINK™ LOGO: On-Screen and Printed Applications

STEAM LINK™ LOGO
The Steam Link™ logo (shown to the left) is comprised of the Steam symbol and proprietary logotype, and should always have the trademark “TM” after “Steam Link”. Physical alterations should not be made to the logo and it should not be combined with any other branding elements.

POSITIVE LOGO
For use on lighter-colored backgrounds. RGB Value is \(r=0\) \(g=0\) \(b=0\). On 4-color environments use \(c=30\) \(m=30\) \(y=30\) \(k=100\). For spot color applications, use PANTONE® Black.

REVERSED LOGO
For use on darker-colored backgrounds. RGB Value is \(r=255\) \(g=255\) \(b=255\). On 4-color environments use \(c=0\) \(m=0\) \(y=0\) \(k=0\). For spot color applications, use opaque white ink.
MINIMUM CLEAR SPACE AREA
The Steam Link™ logo must always be surrounded by an area of clear, open space based on the size of the diameter of the main locomotive crank, as indicated below.

MINIMUM SIZE
The height of the logo for print should be at least 12.5mm or 50 pixels for on-screen applications.

If the “TM” mark is too small for clear readability it may be omitted.
STEAM LINK™ POWERED LOGO:
On-Screen and Printed Guidelines

STEAM LINK™ POWERED LOGO
The Steam Link™ Powered logo (shown to the left) is comprised of the Steam symbol, proprietary logotype, enclosed in a “Powered” rectangular lockup. Physical alterations should not be made to the logo and it should not be combined with any other branding elements. The Steam Link™ Powered logo is to be no larger than and no more prominent than first party brands and product names in usage. This logo should be used in reference to hardware which ships with or otherwise installs, and enables use of Steam Link™ technology with the Steam® platform.

POSITIVE LOGO
For use on lighter-colored backgrounds. RGB Value is r=0 g=0 b=0. On 4-color environments use c=30 m=30 y=30 k=100. For spot color applications, use PANTONE® Black.

REVERSED LOGO
For use on darker-colored backgrounds. RGB Value is r=255 g=255 b=255. On 4-color environments use c=0 m=0 y=0 k=0. For spot color applications, use opaque white ink.
**MINIMUM CLEAR SPACE AREA**

The Steam Link™ Powered logo must always be surrounded by an area of clear, open space based on the size of the diameter of the Steam Symbol, as indicated below.

**MINIMUM SIZE**

The height of the logo for print should be at least 6.75 mm or 50 pixels for on-screen applications.

If the “TM” register mark is too small for clear readability it may be omitted.

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Print: 6.75mm
On-screen: 50px
GENERAL GUIDELINES

The Steam Link™ Powered logo (see p. 24) should be used as an endorser brand to your product branding. The presence of either logo should be subservient to your brand/product branding.

Steam Link endorser branding, such as the Steam Link™ Powered logo shown here, should be subservient to your brand/product branding.
5 TRADEMARK AND CONTACT INFORMATION
TRADEMARK AND CONTACT INFORMATION

Use the Steam family of logos with the “®” designation, as specified within the vector files provided by Valve. The legal attribution (below) must be used, unless a pre-approved alternative attribution is given.

LEGAL ATTRIBUTION
©2018 Valve Corporation. Steam and the Steam logo are trademarks and/or registered trademarks of Valve Corporation in the U.S. and/or other countries. All rights reserved.

CONTACT US

Please do not hesitate to contact us regarding these guidelines.

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