



# Brand guidelines

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

#### **GENERAL GUIDELINES**

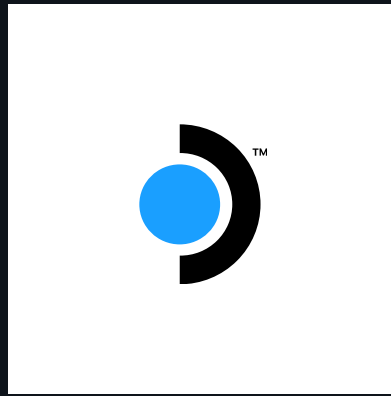
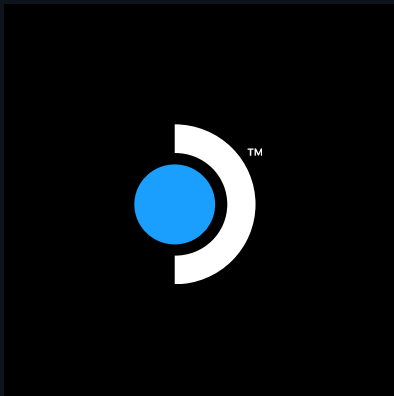
Steam Deck™ branding may not be used in any manner that might imply that any non-Steam Deck materials are sponsored, endorsed, licensed by, or affiliated with Steam Deck. Use only Valve-approved artwork for branding.

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 Deck brand before its distribution.

## CYAN CENTER



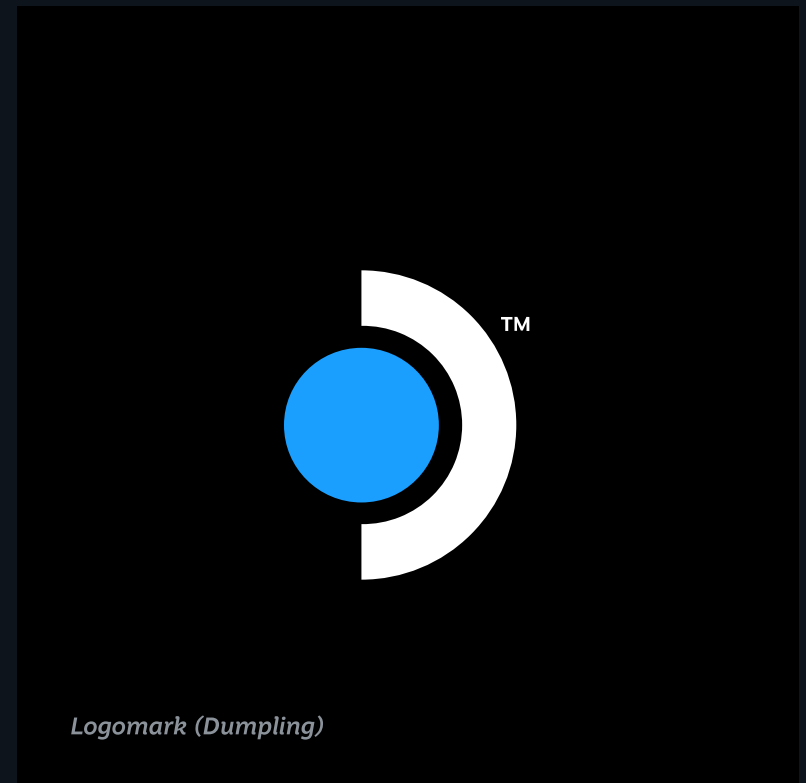
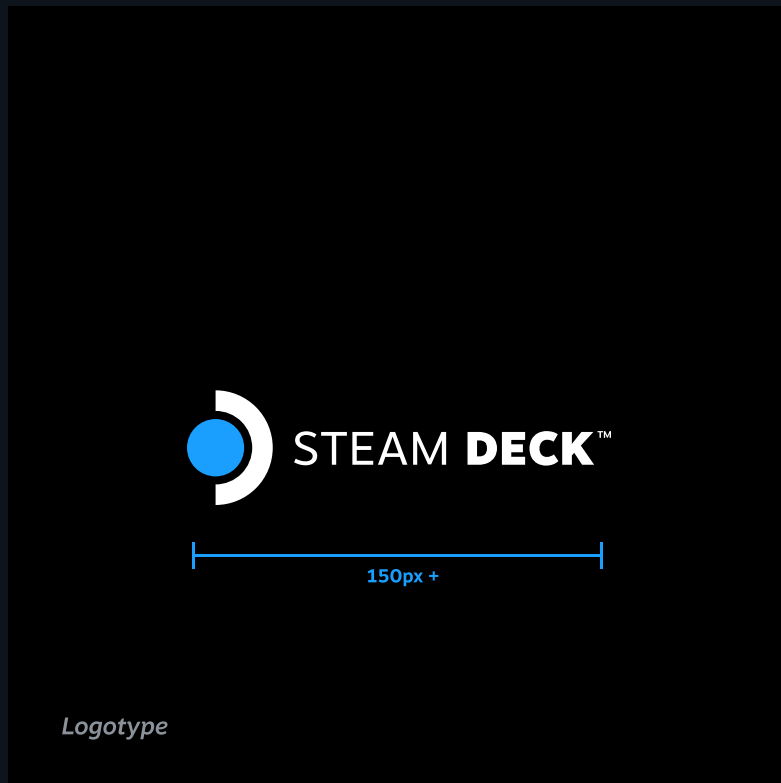
## MONOCHROMATIC



There are four colorways; use a version with a cyan center if placing the logo on black or white. Use a monochromatic version if there is color or imagery behind the logo.

Steam Deck™ blue is 100% Cyan, or RGB 26, 159, 255.

You can find .EPS versions of each colorway [here](#).



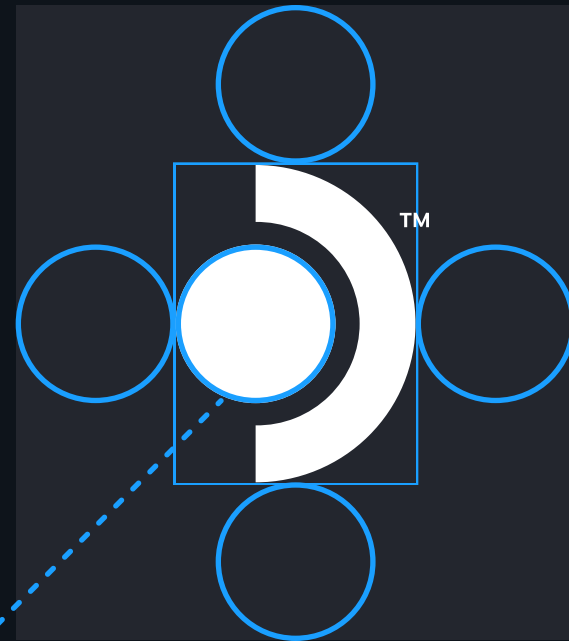
There are two lockups of the Steam Deck™ logo: a logotype, and a logomark (we call it the Dumpling). If the logotype is below 150px in your application, please use the Dumpling alone. If the Trademark symbol is too small for clear readability, it may be omitted. You can find .EPS versions of each logo [here](#).

However, at any size, use the mark that is most appropriate for your application. If using the Dumpling alone, the words Steam Deck™ should be visible in the same composition.



TM

**Steam Deck™ has arrived.**



DUMPLING'S CENTER

The Steam Deck™ logo must always be surrounded by an area of clear, open space based on the diameter of the Dumpling's center, as indicated above.

Use the Steam Deck logo 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**

©2021 Valve Corporation. Steam Deck and the Steam Deck logo are trademarks and/or registered trademarks of Valve Corporation in the U.S. and/or other countries. All rights reserved.

Please do not hesitate to contact us regarding these guidelines.

**THIRD-PARTY STEAM DECK BRANDING EMAIL**

[steambranding@valvesoftware.com](mailto:steambranding@valvesoftware.com)



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