



**STEAM<sup>®</sup>**

**STEAM<sup>®</sup> BRANDING GUIDELINES**

Revised December 6, 2017

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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

## STEAM<sup>®</sup> SYMBOL: Hardware Application



The Steam<sup>®</sup> symbol (shown to the left) is what a partner/manufacturer uses for hardware/device applications. Any other application should use the Steam<sup>®</sup> 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.



Locomotive Crank



Minimum Clear Space

### 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

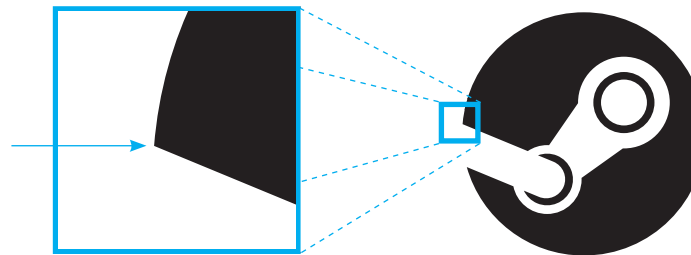
The Steam Symbol should be manufactured at the minimum size of 12mm  $\emptyset$ .

## 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.

Corners should remain sharp with a maximum diameter of 0.2mm (0.1mm radius)



## 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**.



Positive logo

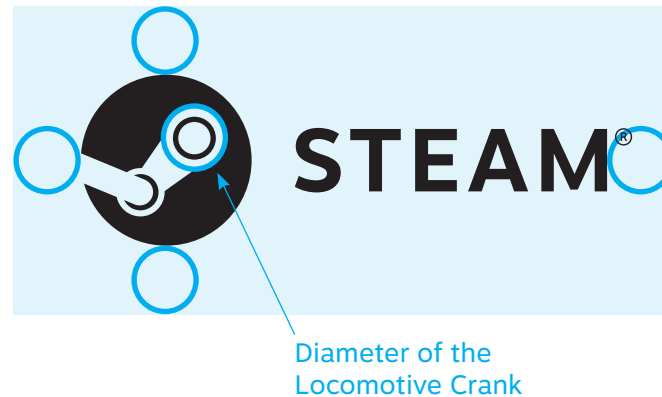


Reversed logo



### 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.

Print: 12.5mm  
On-screen: 50px





## 2 STEAM<sup>®</sup> MACHINES LOGO

Overview

Third-party Packaging

## STEAM<sup>®</sup> MACHINES LOGO: Overview



The Steam<sup>®</sup> 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<sup>®</sup> MACHINE”, “ZOTAC NEN STEAM<sup>®</sup> MACHINE”, or “Abc Xyz1 STEAM<sup>®</sup> MACHINE”.

The words “STEAM<sup>®</sup> MACHINE” should always be set in all caps with a “<sup>®</sup>” (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.

**Abc Xyz1**  
STEAM<sup>®</sup> MACHINE

## 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.



Steam Machines endorser branding 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.



SteamVR™ Logo



SteamVR™ Logo  
for use with  
Feature Designations

SteamVR™  
Compatible Feature  
Designation

SteamVR™  
Tracking Feature  
Designation

### 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**.



Positive logo

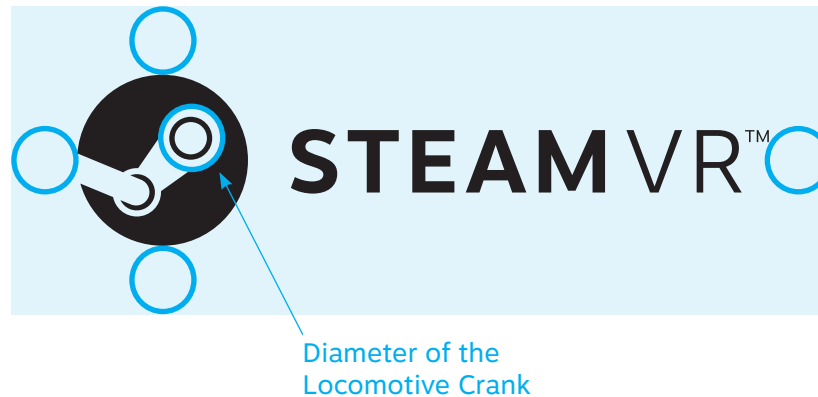


Reversed logo



### 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.

Print: 12.5mm  
On-screen: 50px



## STEAMVR™ COMPATIBLE FEATURE DESIGNATION: On-Screen and Printed Guidelines



Vertical orientation

### 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



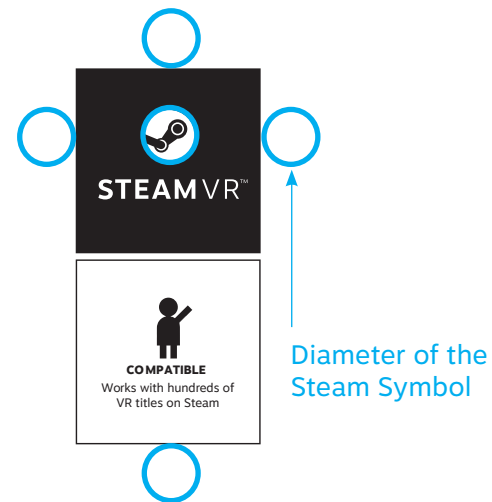
Positive designation



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.

Print: 35 mm  
On-screen: 175 px





Vertical orientation

## STEAMVR™ TRACKING FEATURE DESIGNATION: On-Screen and Printed Guidelines

### STEAMVR™ TRACKING V2.0 FEATURE DESIGNATION

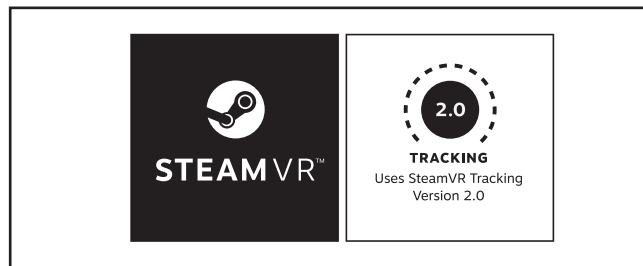
The SteamVR™ Tracking V2.0 feature designation (shown to the left) is comprised of the SteamVR™ tracking icon, plus a feature title and description. It is always used in conjunction with the SteamVR™ logo, to the left or above this designation. Physical alterations should not be made to these elements. 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

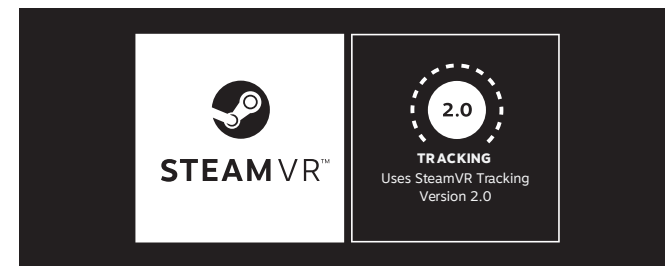
For use on lighter-colored backgrounds. RGB Value is **r=0 g=0 b=0**. On 4-color environments use **c=30 m=30 y=30 k=100**. For spot color applications, use **PANTONE® Black**.

### 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**.



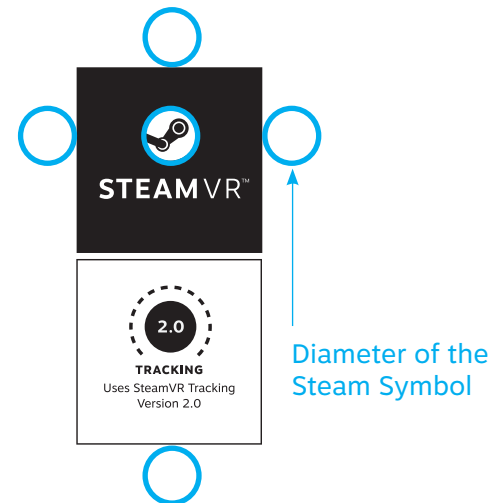
Positive designation



Reversed designation

## 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.

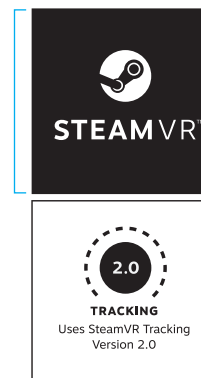


## MINIMUM SIZE

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.

Print: 35 mm  
On-screen: 175 px

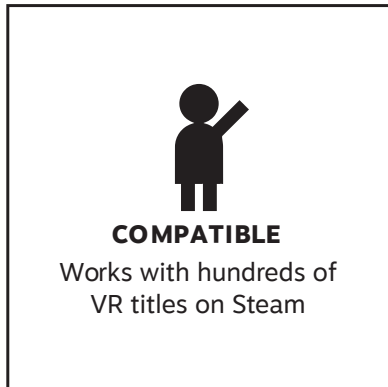




## MULTIPLE FEATURE DESIGNATIONS: On-Screen and Printed Guidelines

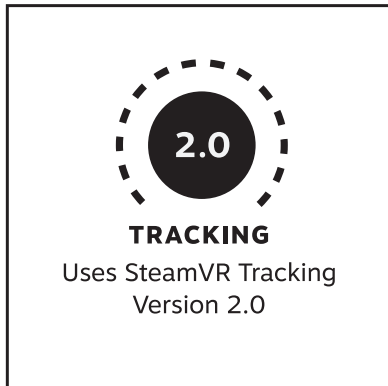
### MULTIPLE FEATURE DESIGNATIONS

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**.

Vertical orientation

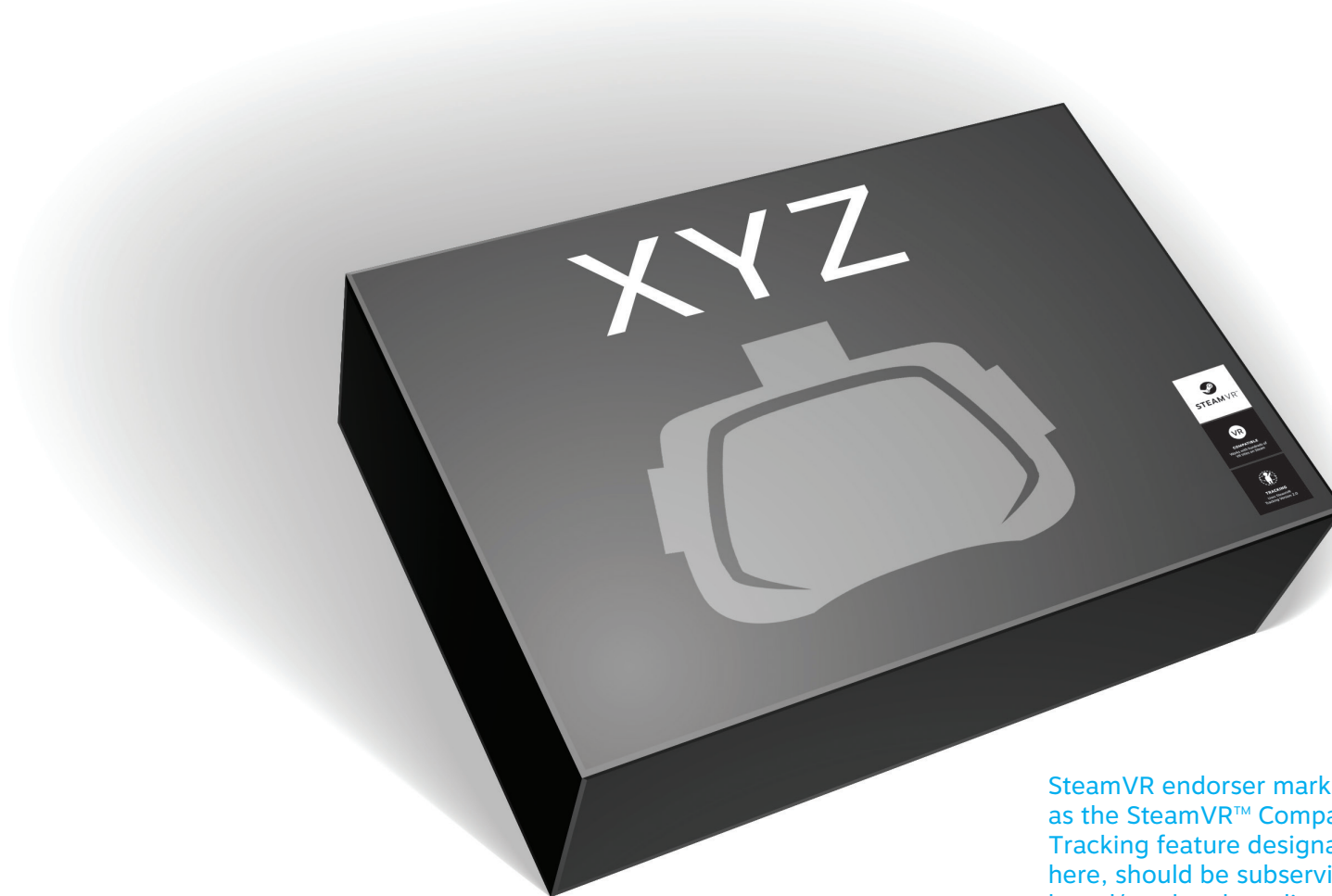


Horizontal orientation

## 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**.



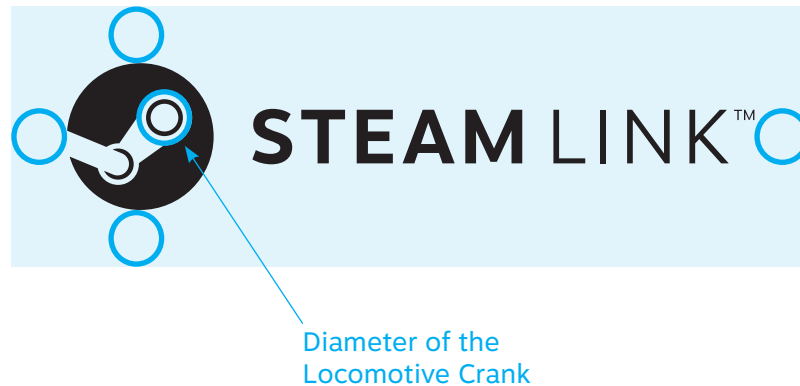
Positive logo



Reversed logo

### 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.

Print: 12.5mm  
On-screen: 50px



## 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**.



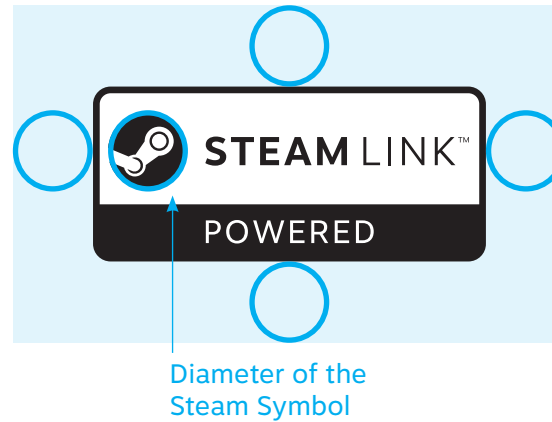
Positive logo



Reversed logo

### 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.

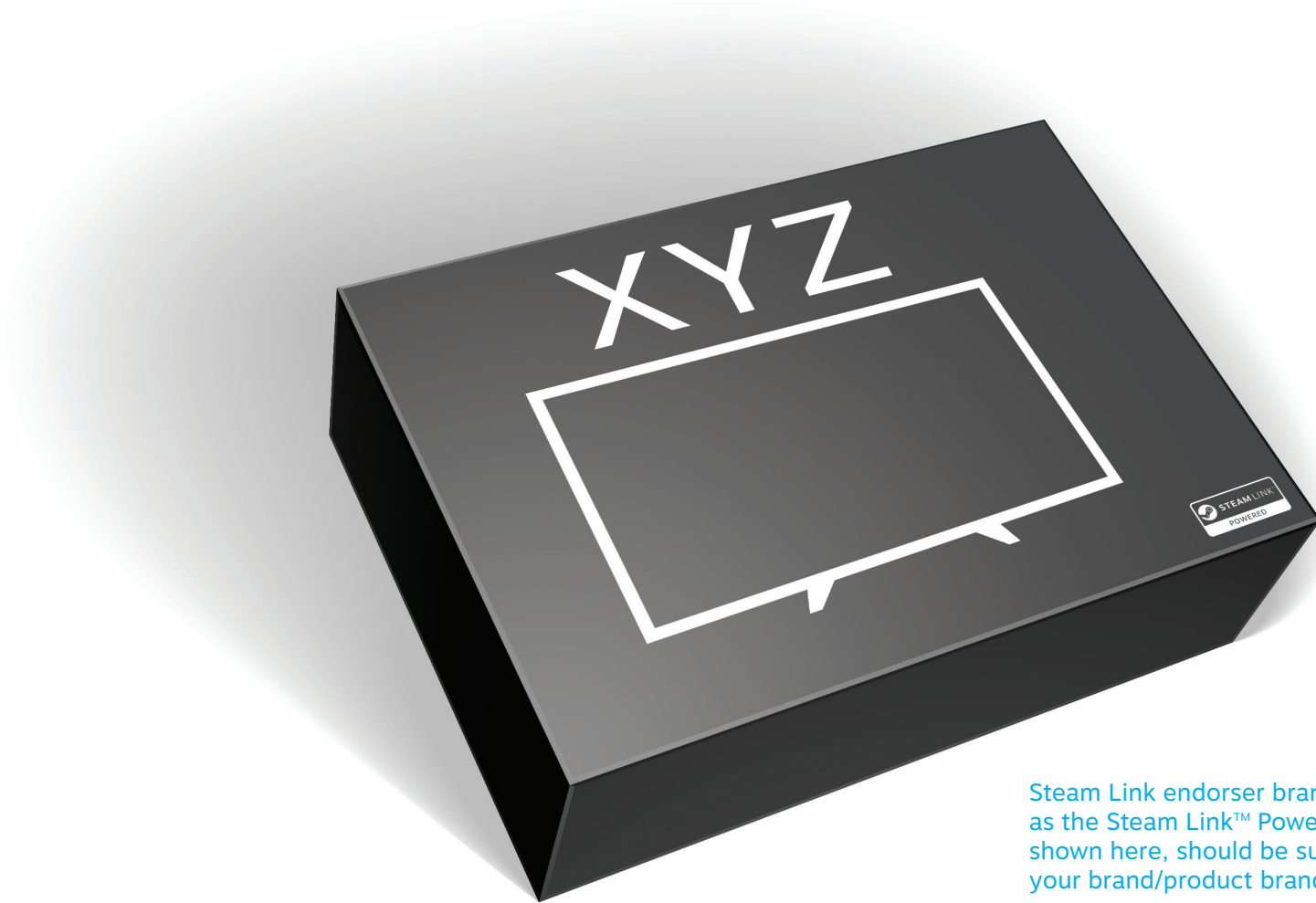
Print: 6.75mm  
On-screen: 50px



## STEAM LINK™ BRANDING: Third-party Packaging

### 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.

### THIRD-PARTY STEAM BRANDING EMAIL:

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



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