

Streaming Brand Guide

**THE TEXAS
CHAIN SAW
MASSACRE**

A game based on
true events.

Gun.

Brand Elements

Provided are some of the core brand elements for The Texas Chain Saw Massacre. If you would like to incorporate assets from our brand into your content, we ask that you use this guide as reference before finalizing any graphics you may have.



Color

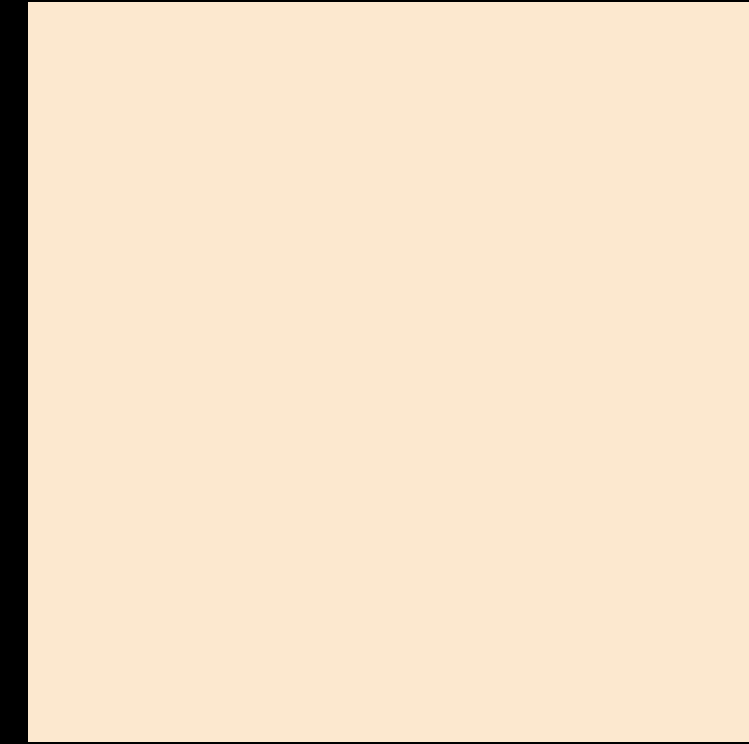
If you are going to theme your stream in Texas Chain Saw Massacre colors, here are the official RGB and Hex code values.

Red



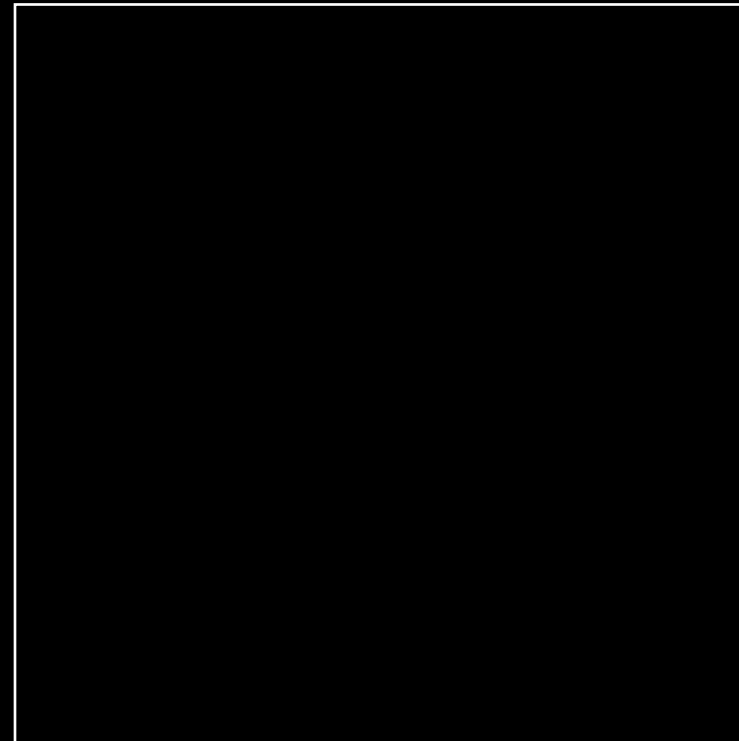
RGB: 206, 0, 25
HEX: #ce0019

Off-White



RGB: 252, 232, 207
HEX: #fce8cf

Black



RGB: 0, 0, 0
HEX: #000000

Gold



RGB: 207, 162, 2
HEX: #cfa202

Logo

Our logo (provided in this kit) should only be used in the exact parameters set by this guide.

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Logo Usage

Each variation of our logo has its specific use case. Please abide by these general rules for integrating our logo into your content.



Off-white / light background: primary logo



Red / dark background: off-white logo



Photo background: white logo



Logo Clear Space

The logo must always be given clear space from any other graphic element. At minimum, this space should be the height of the X in Texas away from any other elements, text or logos.



Logo Misuses

These are just some of the ways logos are often misused or altered. Do not alter our logo in any way, whether that alteration is listed here or not.



Do not alter color



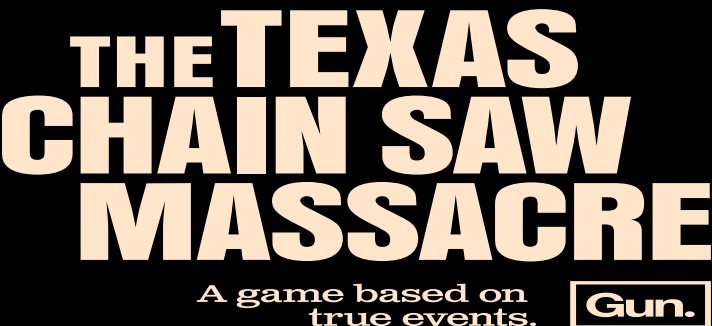
Do not apply effects



Do not rotate



Do not squash/stretch



Do not skew/warp



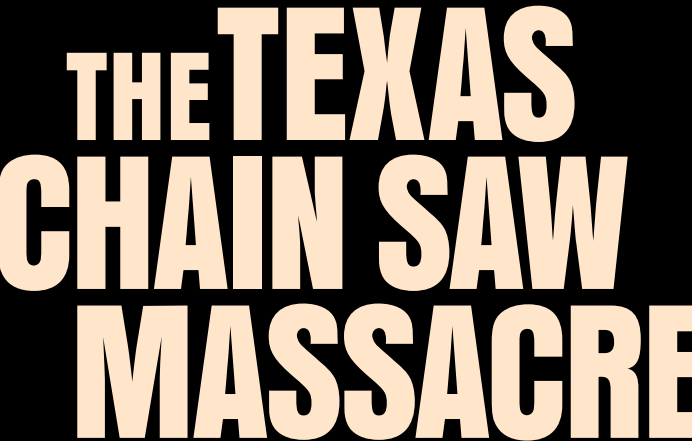
Do not add elements



Do not rearrange elements



Do not remove elements



Typefaces

If you are changing your typography to match that of in-game, we recommend using the typeface Clarendon Text. We can not provide you with Clarendon Text, but it is available as an Adobe Font and is often provided in other text software.

Clarendon Text Pro
Regular, Optical Kerning, 0 Tracking

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Thank you.

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