



Brand guidelines

INCLUDES GUIDELINES FOR SOFTWARE, HARDWARE & GAMES

CONTENTS

STEAM®, FAMILY OF BRANDS & FEATURE DESIGNATIONS	4
Logo Assets	
Overview	
STEAM®	6
Logo & Brand Guidelines for Games	
Distributing Steam Games with Printed Materials	
STEAM® INCLUDED	11
Logo & Brand Guidelines	
Third Party Packaging	
POWERED BY STEAMOS™	15
Logo & Brand Guidelines	
STEAM® COMPATIBLE	18
Logo & Brand Guidelines	
STEAM® PLAY HERE	23
Logo & Brand Guidelines	

CONTENTS

STEAMVR®	26
Overview	
Feature Designations	
Logo & Brand Guidelines	
STEAMVR® FEATURE DESIGNATIONS	32
Compatible Logo & Brand Guidelines	
Tracking Logo & Brand Guidelines	
Brand Guidelines for Multiple Feature Designations	
Third Party Packaging	
STEAM LINK® COMPATIBLE	40
Logo & Brand Guidelines	
TRADEMARK & CONTACT INFO	44

STEAM® FAMILY OF BRANDS & FEATURE DESIGNATIONS

Logo Assets

Usage guidelines are detailed on the following pages of this document.



*Download the full set of
Adobe Illustrator (.eps) assets.*



*For hardware running the SteamOS
operating system, implemented in close
collaboration with Valve*



*For VR hardware compatible with
specific Steam VR features*



For games on Steam



*For hardware shipping with Valve
approved controller inputs*



*For VR hardware: communicates different
Steam VR feature integration*



*For hardware shipping with the
Steam Client*



*For brick & mortar establishments
offering Steam on public computers*



*For hardware shipping with Valve
approved Steam Link compatibility*

STEAM® FAMILY OF BRANDS & FEATURE DESIGNATIONS

Overview

Please follow these guidelines when using the Steam trademarks or logos in connection with your Steam-related hardware, software, peripherals, and supporting marketing materials. Nothing in these guidelines conveys any rights to use any Steam trademarks or logos. To make such use, you must receive a separate license from Valve.

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 family of brands before its distribution.

Please do not hesitate to contact us regarding these guidelines. When in doubt please send artwork for approval to steambranding@valvesoftware.com



Logo & Brand Guidelines for Games

STEAM® Logo & Brand Guidelines for Games

The **Steam** logo indicates that a game is available and runs on Steam. This logo 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**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications, use

Pantone Black



INVERSE LOGO

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

For spot color applications, use

opaque white ink.

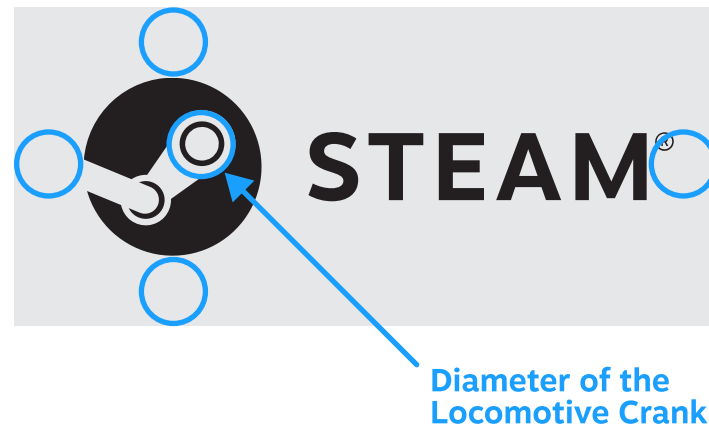


STEAM®

Logo & Brand Guidelines for Games

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 CLEAR SPACE AREA

The height of the logo for print should be at least 12.5mm or 50 pixels for onscreen applications. If the “®” register mark is too small for clear readability, it may be omitted.



DISTRIBUTING STEAM® GAMES WITH PRINTED MATERIALS

Overview

When using printed materials to distribute a game, you must include the following instructions and legal language. This language must be prominently displayed on a background color that is different from the primary color of the packaging. For example, if the packaging is primarily black the language must be displayed on a background color significantly different than black. It is also appropriate to include the Steam logo as well. Examples of printed materials include a PC box product or distributing a Steam key on a card at a live event.

Up to date legal attribution, SSA reference, legal language, territory/localization requirements can be found at: <https://partner.steamgames.com/doc/marketing/branding>.

Please follow these instructions to activate a new retail purchase on Steam:

1. If you are a first time Steam user, download the Steam installer at store.steampowered.com.
2. Launch the Steam client software and log into your Steam account.
3. Click the Games menu option at the top of the Steam client.
4. Choose Activate a Product on Steam.
5. Follow the onscreen instructions to complete the process.

DISTRIBUTING STEAM® GAMES WITH PRINTED MATERIALS

Legal Language

REQUIRES INTERNET CONNECTION AND FREE STEAM ACCOUNT TO ACTIVATE.
Notice: Product offered subject to your acceptance of the Steam Subscriber Agreement ("SSA"). You must activate this product via the Internet by registering for a Steam account and accepting the SSA. Please see store.steampowered.com/subscriber_agreement/ to view the SSA prior to purchase. If you do not agree with the provisions of the SSA, you should return this game unopened to your retailer in accordance with their return policy.

©2024 Valve Corporation. Steam and the Steam logo are trademarks and/or registered trademarks of Valve Corporation in the U.S. and/or other countries.

Please find the SSA and Legal Attribution in more languages online.

SSA

<https://partner.steamgames.com/doc/marketing/branding/ssa>

Legal Attribution

<https://partner.steamgames.com/doc/marketing/branding/attribution>



Logo & Brand Guidelines for Hardware Third Party Packaging

STEAM® INCLUDED

Logo & Brand Guidelines for Hardware

The **Steam Included** logo indicates that the Steam client is included with a hardware product. Manufacturers of these products will have accepted the terms of the Steam Client Distribution Agreement, and will include the Steam client with the product in the form for which they are licensed (bootloader or fully compiled.) 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**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications, use

Pantone Black



INVERSE LOGO

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

For spot color applications, use

opaque white ink.

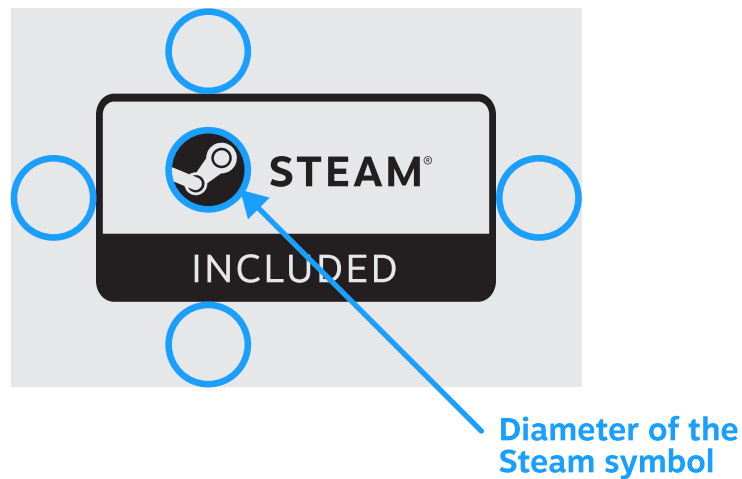


STEAM® INCLUDED

Logo & Brand Guidelines for Hardware

MINIMUM CLEAR SPACE AREA

The Steam Included 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 CLEAR SPACE AREA

The height of the logo for print should be at least 12.5mm or 50 pixels for onscreen applications. If the “®” register mark is too small for clear readability, it may be omitted.

Print: 12.5mm
On-screen 50px

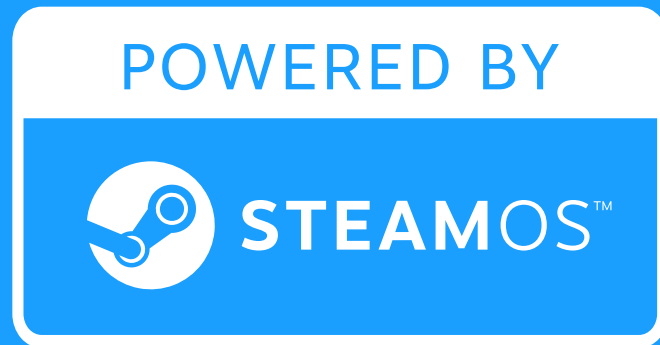


STEAM® INCLUDED Third Party Packaging

The Steam Included logo should always be less prominent than your product's own branding. This logo communicates that the Steam client is already installed on the product they are purchasing. It must not be used in a way that suggests the product is designed or endorsed by Valve.

Samples of physical packaging should be provided to Valve for approval in advance of shipping the product.





Logo & Brand Guidelines

POWERED BY STEAMOS™ Logo & Brand Guidelines

The **Powered by SteamOS** logo indicates that a hardware device will run the SteamOS and boot into SteamOS upon powering on the device. Partners / manufacturers will ship hardware with a Steam image in the form provided by and / or developed in close collaboration with Valve. 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**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications, use

Pantone Black



INVERSE LOGO

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

For spot color applications, use

opaque white ink.

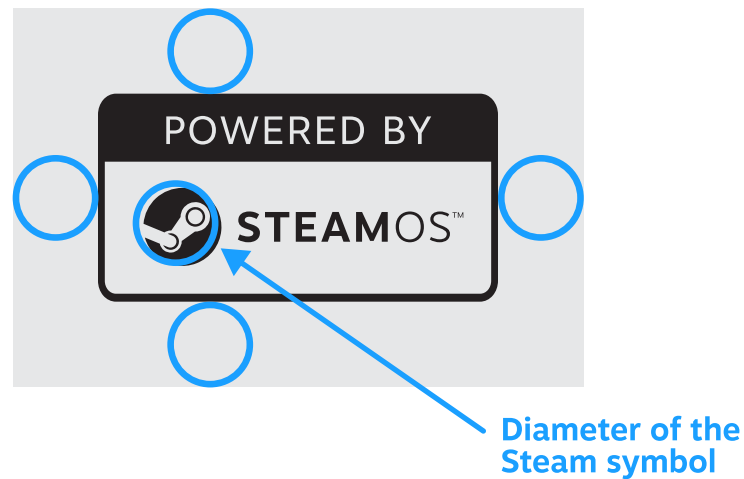


POWERED BY STEAMOS™

Logo & Brand Guidelines

MINIMUM CLEAR SPACE AREA

The Powered by Steam OS 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 CLEAR SPACE AREA

The height of the logo for print should be at least 12.5mm or 50 pixels for onscreen applications. If the “TM” register mark is too small for clear readability, it may be omitted.

Print: 12.5mm
On-screen 50px





Logo & Brand Guidelines for Hardware Third Party Packaging

STEAM® COMPATIBLE

Logo & Brand Guidelines for Hardware

The **Steam Compatible** logo indicates that a non-Valve input peripheral works with Steam on PCs by meeting the criteria listed below. Valve grants licenses to the Steam Compatible logo to partners / manufacturers of input peripherals, where Valve has reviewed the device and the implementation of the criteria below. Physical alterations should not be made to the logo and it should not be combined with any other branding elements. The Steam Compatible designation is to be no larger than and no more prominent than first party brands and product names in usage.

STEAM COMPATIBLE REQUIREMENTS FOR INPUT PERIPHERAL DEVICES

Inputs

The buttons below must be dedicated, and not overloaded with different functionality

- Steam Button
- Quick Access Menu Button
- View and Menu buttons, with glyphs that match Steam Deck
- ABXY in a layout that matches Steam Deck
- Rear / Auxiliary re-bindable buttons (2 or more)

Required Features

- Gyroscopic controls
- Capacitive Touch Sensing Thumbsticks

Other

- The controller must be able to directly interface with Steam running on a device (without a Steam Link).

STEAM® COMPATIBLE Logo & Brand Guidelines for Hardware

POSITIVE LOGO

For use on lighter-colored backgrounds.

RGB value is **r=0 g=0 b=0**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications, use

Pantone Black



INVERSE LOGO

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

For spot color applications, use

opaque white ink.

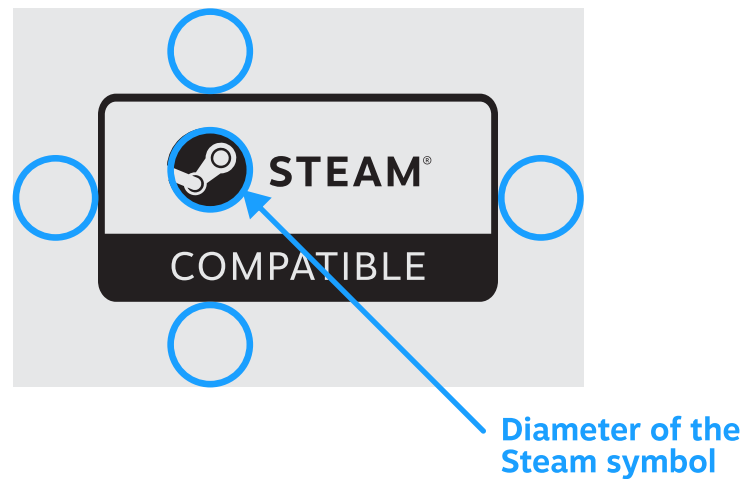


STEAM® COMPATIBLE

Logo & Brand Guidelines for Hardware

MINIMUM CLEAR SPACE AREA

The Steam Compatible 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 CLEAR SPACE AREA

The height of the logo for print should be at least 12.5mm or 50 pixels for onscreen applications. If the “®” register mark is too small for clear readability, it may be omitted.

Print: 12.5mm
On-screen 50px



STEAM® COMPATIBLE Third Party Packaging

The Steam Compatible logo should always be less prominent than your product's own branding. This logo communicates that the product works with Steam on PCs by meeting some minimum requirements. It must not be used in a way that suggests the product is designed or endorsed by Valve.

Samples of physical packaging should be provided to Valve for approval in advance of shipping the product.





Logo & Brand Guidelines

STEAM® PLAY HERE Logo & Brand Guidelines

The **Steam Play Here** logo indicates that players can play Steam games at a brick-and-mortar establishment. Commercial locations such as PC Cafes who have the Steam PC Café Server running may use this to promote Steam Play Here in their window or on a sign in the establishment. It can also be used in locations such as University computer labs, libraries, trade shows and other locations using the Steam PC Café system. More about the PC Café System can be found here. <https://partner.steamgames.com/pccafe>

POSITIVE LOGO

For use on lighter-colored backgrounds.

RGB value is **r=0 g=0 b=0**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications, use

Pantone Black



INVERSE LOGO

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

For spot color applications, use

opaque white ink.

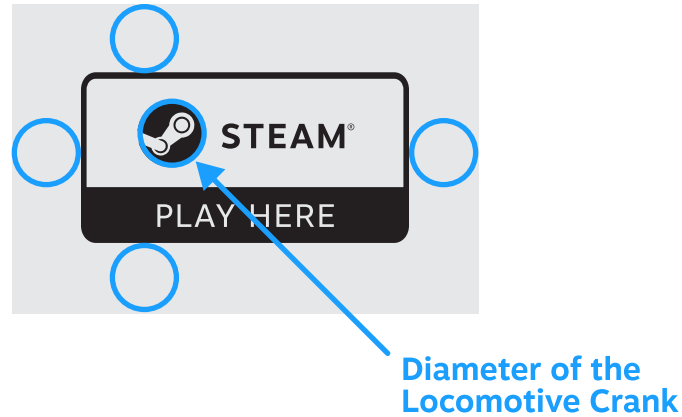


STEAM® PLAY HERE

Logo & Brand Guidelines

MINIMUM CLEAR SPACE AREA

The Steam Play Here 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 CLEAR SPACE AREA

The height of the logo for print should be at least 12.5mm or 50 pixels for onscreen applications. If the “®” register mark is too small for clear readability, it may be omitted.

Print: 12.5mm
On-screen 50px





Overview

Feature Designations

Logo & Brand Guidelines

STEAMVR® 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.) It may also be used by hardware manufacturers whose products run SteamVR software.

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

STEAMVR® Feature Designations

HARDWARE PRODUCT LOGO & FEATURE DESIGNATION USAGE

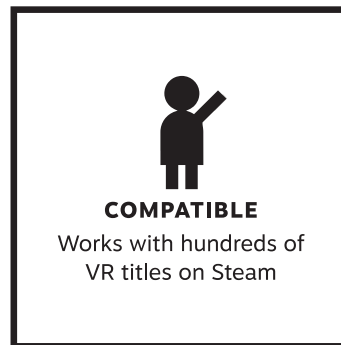
The **SteamVR** logo may be used in conjunction with feature designations to communicate hardware capabilities. The SteamVR Compatible designation should be used in reference to hardware which meets the criteria outlined in the SteamVR Compatible Feature Designation section of this document.

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 Logo
for use with
Feature Designations



SteamVR Compatible
Feature Designation



SteamVR Tracking
Feature Designation

STEAMVR®

Feature Designations

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 communications.

STEAMVR® Logo & Brand Guidelines

The **SteamVR logo** may be used with permission by content partners whose software and services work with SteamVR Compatible hardware. It may also be used by hardware manufacturers whose products run SteamVR software. The logo is comprised of the Steam symbol and proprietary logotype, and should always have the registered ® mark after the “SteamVR.” Physical alterations should not be made to the logo and it should not be combined with any other branding elements. 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**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications,
use **Pantone Black**



INVERSE LOGO

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

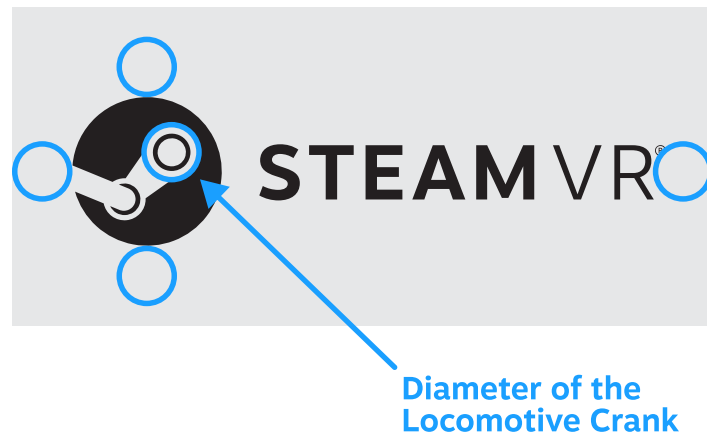
For spot color applications,
use **opaque white ink**.



STEAMVR® Logo & Brand Guidelines

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 CLEAR SPACE AREA

The height of the logo for print should be at least 12.5mm or 50 pixels for onscreen applications. If the “TM” mark is too small for clear readability, it may be omitted.





FEATURE DESIGNATIONS

Compatible Logo & Brand Guidelines

Tracking Logo & Brand Guidelines

Guidelines for Multiple Feature Designations

Third Party Packaging

STEAMVR® COMPATIBLE Logo & Brand Guidelines

The **SteamVR® Compatible feature designation** indicates that a hardware device is compatible with SteamVR by meeting the criteria below. This feature designation 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.

STEAMVR® COMPATIBLE

Logo & Brand Guidelines

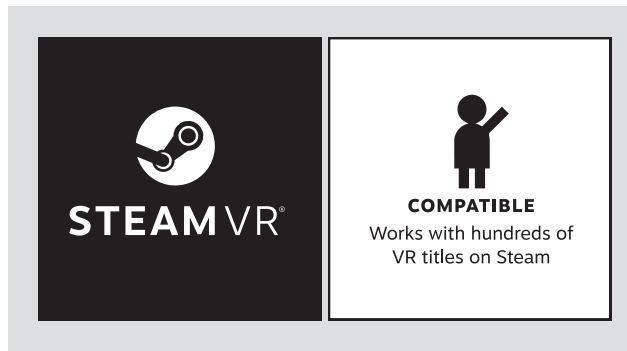
POSITIVE DESIGNATION

For use on lighter-colored backgrounds.

RGB value is **r=0 g=0 b=0**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications,
use **Pantone Black**



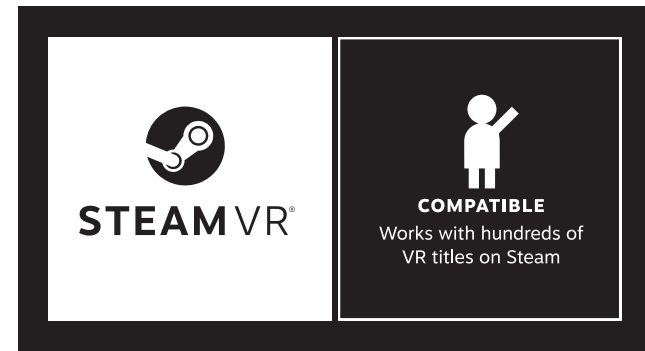
INVERSE DESIGNATION

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

For spot color applications,
use **opaque white ink.**



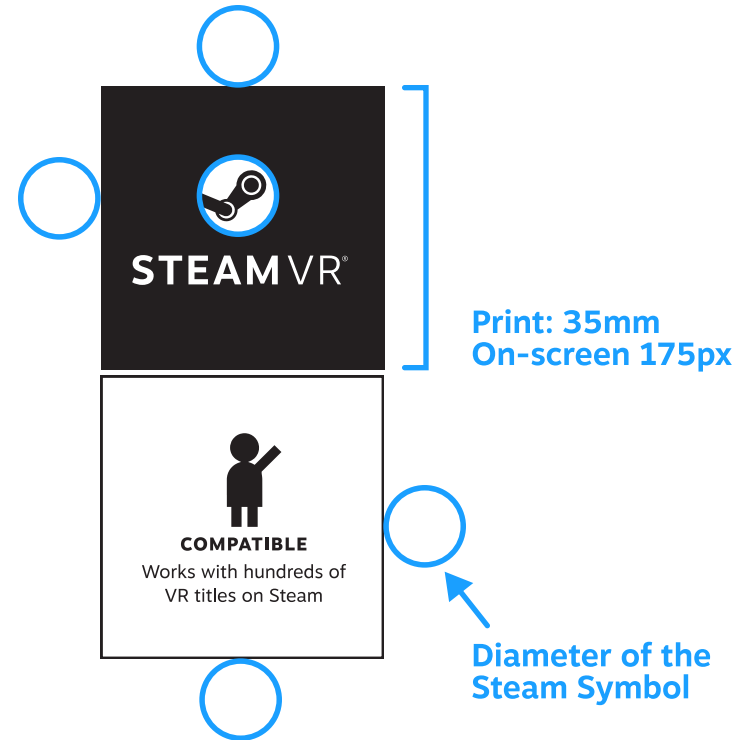
STEAMVR® COMPATIBLE Logo & Brand Guidelines

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 35mm or 50 pixels for onscreen applications. If the “TM” mark is too small for clear readability, it may be omitted.



STEAMVR® TRACKING Logo & Brand Guidelines

The **SteamVR® Tracking V2.0 feature designation** indicates that a hardware product leverages SteamVR Tracking technology to determine and communicate its position and orientation in 3D space. The designation 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.

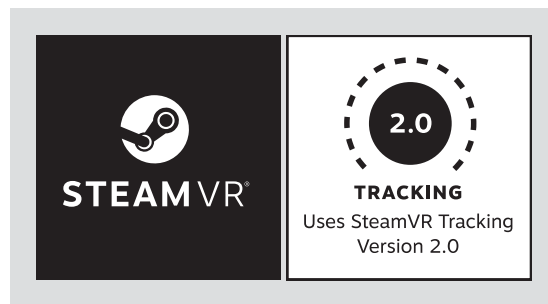
POSITIVE DESIGNATION

For use on lighter-colored backgrounds.

RGB value is **r=0 g=0 b=0**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications,
use **Pantone Black**



INVERSE DESIGNATION

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

For spot color applications,
use **opaque white ink.**



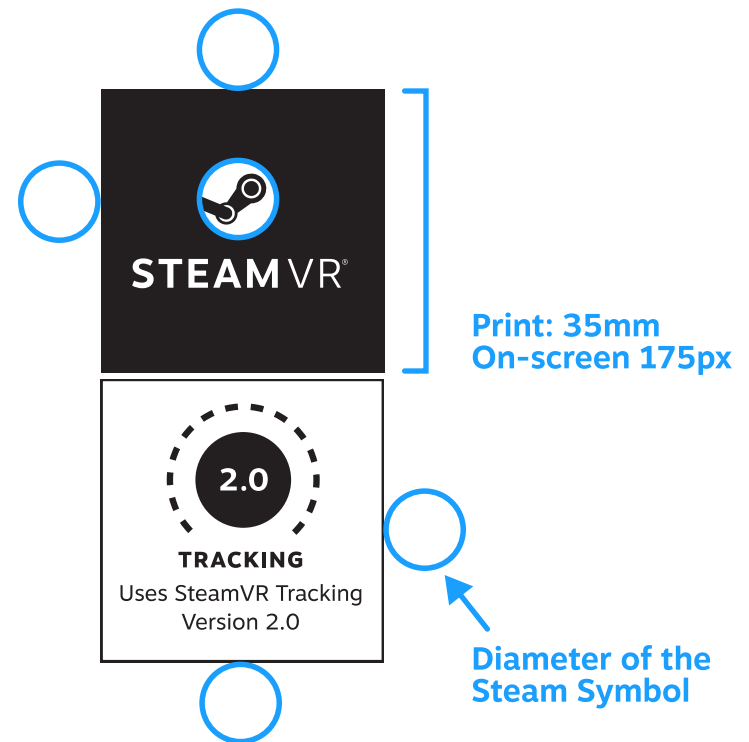
STEAMVR® TRACKING Logo & Brand Guidelines

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

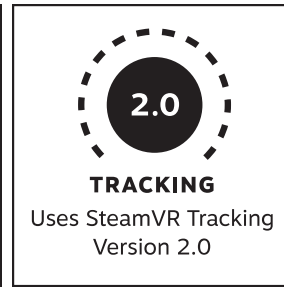
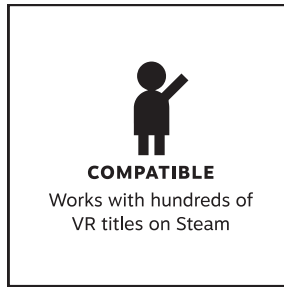
The height of the logo for print should be at least 35mm or 50 pixels for onscreen applications. If the “®” mark is too small for clear readability, it may be omitted.



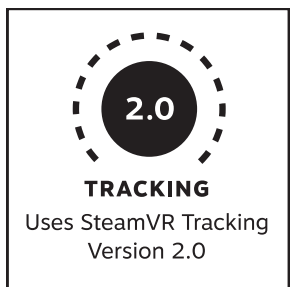
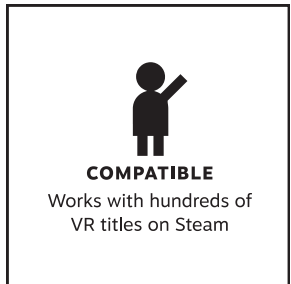
STEAMVR® FEATURE DESIGNATIONS

Brand Guidelines for 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.



Horizontal orientation



Vertical orientation

POSITIVE DESIGNATION

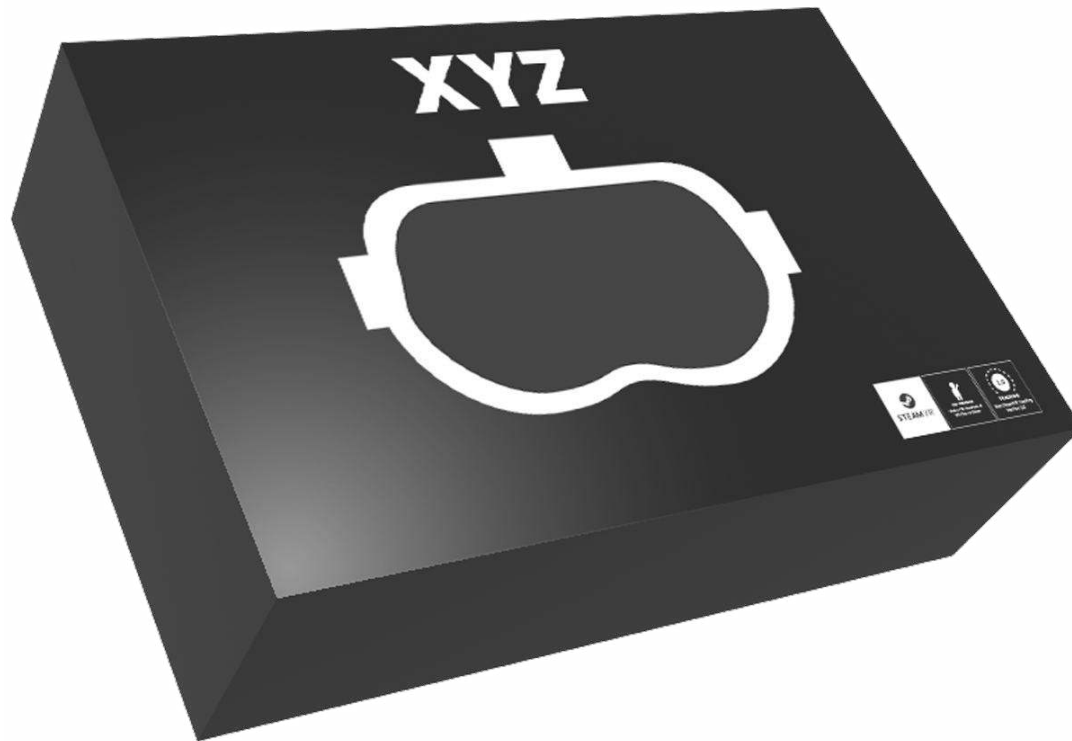
For use on lighter-colored backgrounds.
 RGB value is **r=0 g=0 b=0**
 CMYK value is **c=30 m=30 y=30 k=100**
 For spot color applications,
 use **Pantone Black**

INVERSE DESIGNATION

For use on darker-colored backgrounds.
 RGB value is **r=255 g=255 b=255**
 CMYK value is **c=0 m=0 y=0 k=0**
 For spot color applications,
 use **opaque white ink.**

STEAMVR® & FEATURE DESIGNATIONS Third Party Packaging

The SteamVR logo, the SteamVR Compatible feature designation, and the SteamVR Tracking feature designation should always be less prominent than your product's own branding. These marks communicate your product's compatibility with other hardware and/or software that bears the same branding. They must not be used in a way that suggests the product is designed or endorsed by Valve except where expressly agreed between Valve and you.





Logo & Brand Guidelines for Hardware Third Party Packaging

STEAM LINK® COMPATIBLE

Logo & Brand Guidelines for Hardware

The **Steam Link Compatible logo** indicates that Steam Link works with a hardware product. Valve grants licenses to the Steam Link Compatible logo to partners / manufacturers when Valve has reviewed the device and classifies it as a Steam Link-compatible product. 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**

CMYK value is **c=30 m=30 y=30 k=100**

For spot color applications, use

Pantone Black



INVERSE LOGO

For use on darker-colored backgrounds.

RGB value is **r=255 g=255 b=255**

CMYK value is **c=0 m=0 y=0 k=0**

For spot color applications, use

opaque white ink.

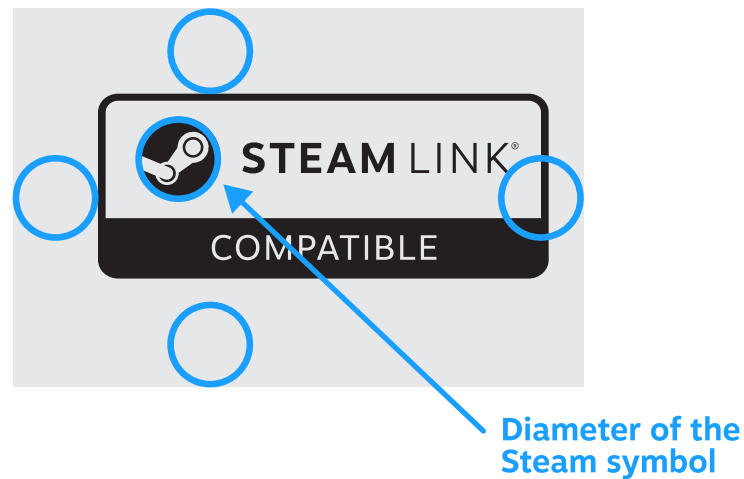


STEAM LINK® COMPATIBLE

Logo & Brand Guidelines for Hardware

MINIMUM CLEAR SPACE AREA

The Steam Link Compatible 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 CLEAR SPACE AREA

The height of the logo for print should be at least 12.5mm or 50 pixels for onscreen applications. If the “®” register mark is too small for clear readability, it may be omitted.

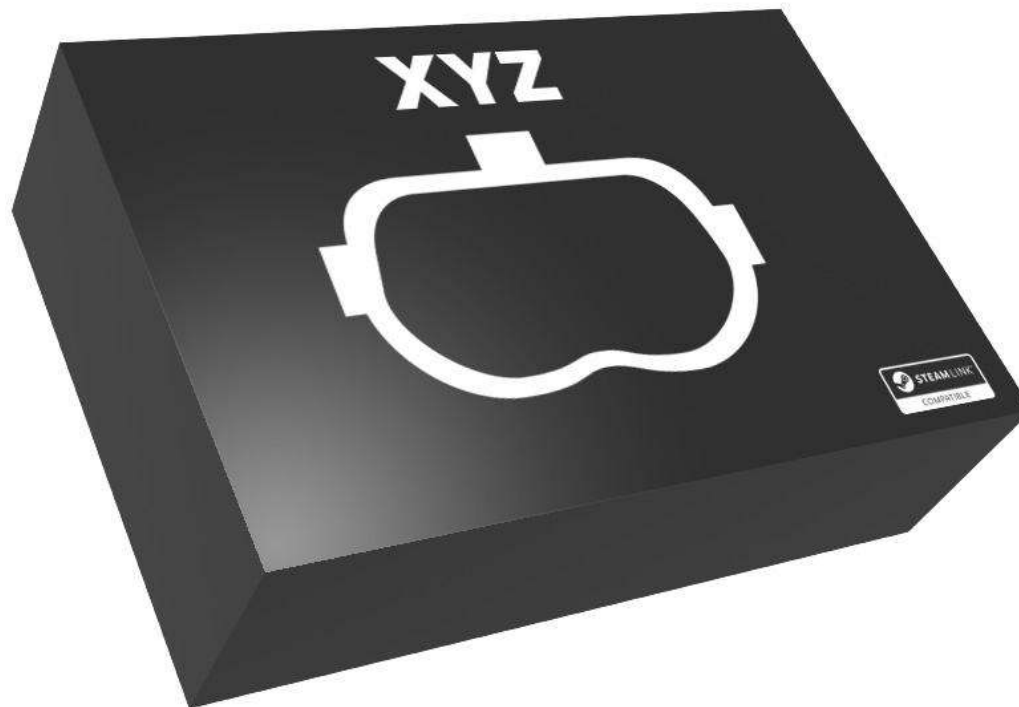
Print: 12.5mm
On-screen 50px



STEAM LINK® COMPATIBLE Third Party Packaging

The Steam Link Compatible logo should always be less prominent than your product's own branding. This logo indicates that Steam Link works with a hardware product. It must not be used in a way that suggests the product is designed or endorsed by Valve.

Samples of physical packaging should be provided to Valve for approval in advance of shipping the product.





Trademark & Contact Information

TRADEMARK & CONTACT INFORMATION

Use the Steam family of logos with the ® or TM designations, 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

©2024 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.

Please find the Legal Attribution in more languages online.

<https://partner.steamgames.com/doc/marketing/branding/attribution>

CONTACT US

Please do not hesitate to contact us regarding these guidelines. When in doubt, please send artwork for approval to steambranding@valvesoftware.com.