

# ZELDATHON + K• KINSTONE

## LOGO GUIDELINES

Summer 2023  
Logo Guidelines for Zeldathon & Kinstone Media.

### Current Logo Variations



**ZELDATHON**



**Acceptable logo variations include:**  
Full Color, Black, and White.

*Please do not break away from these styles unless given direct permission.*

### Proper Logo Use *You may only use the logos provided in this press kit.*

- When placing any logo, there should be enough space around it so it does not touch other elements of the canvas and/or edges of the container it is placed in.
- Description text should be placed below or to the right of any logo.
- Do not rotate, change the direction, skew, distort, crop, stretch/squish, or arch any logo.
- Do not change the color, use outlines, or use drop shadows on any logo.
- Do not change the kerning of any logo's lettering.
- Do not use any dark logo on a dark background or light logo on a light background.
- Do not change and/or add any typefaces or fonts to any logo.

### Logo Guidelines

**Do not use any of the logos in ways that :**

- (1) imply an association with and/or endorsement of any other product, service, event, sponsorship, or organization;
  - (2) can be reasonably interpreted to suggest that editorial content was authored by Kinstone; or
  - (3) suggest that you are representing the views or opinions of Kinstone or Kinstone personnel. All of the aforementioned usages must be approved via written permission.
- Never display a Zeldathon or Kinstone logo in a manner that is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Kinstone.
  - Never display a Zeldathon or Kinstone logo on any website or user interface that contains or displays adult content, promotes gambling, promotes violence, contains hate speech, involves the sale of tobacco or alcohol to persons under twenty-one years of age, violates other applicable laws or regulations, or is otherwise objectionable.
  - Any Zeldathon or Kinstone logo used must link back to [Zeldathon.com](https://Zeldathon.com), an official Zeldathon social media account, or [Twitch.tv/Zeldathon](https://Twitch.tv/Zeldathon) (if applicable).