

## LOGO LOCKUPS

The logo lockup is available in three different formats. Each of the formats outlined below has been given consideration in terms of sizes and relationships between other layout elements. It is important that these relationships stay intact.

### Vertical Logo Lockups:

This is our primary logo; it should be used whenever possible.



### Horizontal Logo Lockups:

To be used when there are space restraints.



### Wordmark Only:

To be used when the Sphere cannot be accurately reproduced.



## LOGO LOCKUP COLORS

The Xbox 360™ logo was designed so that the wordmark would stand out in any layout. There are five different logos to fit the various color backgrounds: three are full-color versions and two are for black-and-white executions. They have been developed so that you will be able to maintain the contrast and legibility of the logo while working within any printing or production restraints.



### Four Color Primary

The primary colorway is a full-color Sphere with “Xbox” in green and “360” in gray. Please use this logo lockup whenever possible. This is recommended for use on both black and white backgrounds.



### Four Color Knock Out

This is a full-color Sphere with both “Xbox” and “360” in white. It is designed for use on black, dark, or complex backgrounds where the primary version does not have enough contrast to be used.



### Four Color Black

This is a full-color Sphere with both “Xbox” and “360” in black. It is designed for use on white, light, or complex backgrounds where the primary version does not have enough contrast to be used.



### Grayscale Knock Out

This is a black-and-white Sphere with both “Xbox” and “360” in black. It is designed for use on white, light, or complex backgrounds when full-color printing is not an option:



### Grayscale Black

This is a black-and-white Sphere with both “Xbox” and “360” in white. It is designed for use on black, dark, or complex backgrounds when full-color printing is not an option.

## LOGO LOCKUP SIZE

Each of the logo files contains three sizes. These sizes are in place to accommodate trademark and legal requirements. We've taken care to ensure that the logo can be reproduced so that the trademark has enough presence to pass legal requirements and won't interfere with the wordmark and logo lockups.

All of the size requirements and dimensions refer to the width of the wordmark and do not include the trademark symbols or the Sphere.

### Vertical/Wordmark

The vertical logo lockup and the wordmark have identical rules.

- Use small logo if A = .75" - 1.5"
- Use medium logo if A = 1.5" - 3"
- Use large logo if A = 3" - 6"



### Horizontal

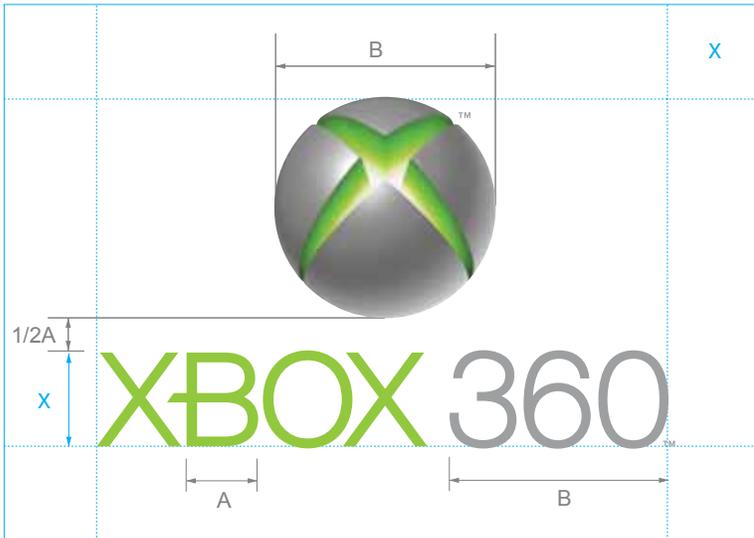
The horizontal logo lockup has slightly different specs due to the relationship of the Sphere to the wordmark.

- Use small logo if B = 1" - 1.5"
- Use medium logo if B = 1.5" - 3"
- Use large logo if B = 3" - 6"

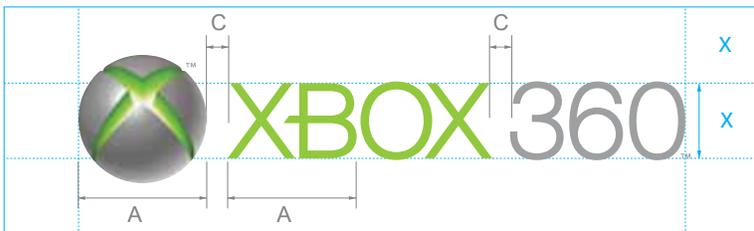


## CLEAR SPACE AND RELATIONSHIPS

The Sphere is locked up with the wordmark to preserve a specific size relationship, so please avoid manipulating them. See below for the wordmark's size relationship to the Sphere and details concerning space that must be maintained around the logo.



Attention must be paid to maintaining the appropriate amount of clear space around the logo. The height and width of the "X" in "Xbox" is used as the guide for vertical and horizontal clear space that you must maintain around the logo. For all executions, the Xbox 360 logo must be at least equal, if not larger, than other logos (3rd party, other brands, etc.) that appear in the layout.



## LOGO LOCKUP DON'TS

Don't modify the Xbox 360 logo file in any way that changes the scale, the relationship between the type and the Sphere, the color, or any other physical aspect of the logo.



A) The Sphere cannot be used on its own; it must be used with the wordmark.

B) Don't change logo element proportions.

C) Don't change logo element relationships.

D) Don't skew.

E) Don't tint.

F) Don't change logo element orientation.

G) Don't add effects or filters.

H) Don't change approved colors.

I) Don't use the Xbox 360 logo or sphere as text.