



Xbox brand guidelines

April 15, 2019

Welcome

Designing for Xbox?

You've come to the right place.

These guidelines are for Xbox communications.

For assets, brand questions and reviews, contact:
xboxbrand@microsoft.com

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Xbox Elite Series 2
Responsible gaming

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Identity



Creative principles

Premium

Achieve the highest levels of quality and craftsmanship.

Simple

Be clear, focused and direct.

Iconic

Use striking words, engaging imagery and color to stand out.

Experience forward

Lead with gaming experiences to create desire.

Differentiated

Look and sound distinct from the competition.



Messaging principles

Sound and behave premium

Be confident and iconic.

Use language that suggests high-quality, extraordinary experiences.

Avoid overselling, boasting, clichés, and words that suggest “cheap.”

Keep it simple and intuitive

Be straightforward, conversational, and brief.

Know your audience and speak their language.

Avoid every unnecessary word.

Be experience forward

Embrace the most compelling moments of the experience.

Use an active voice that pulls the reader in.

Avoid passive and mechanical language.

Be different from the competition

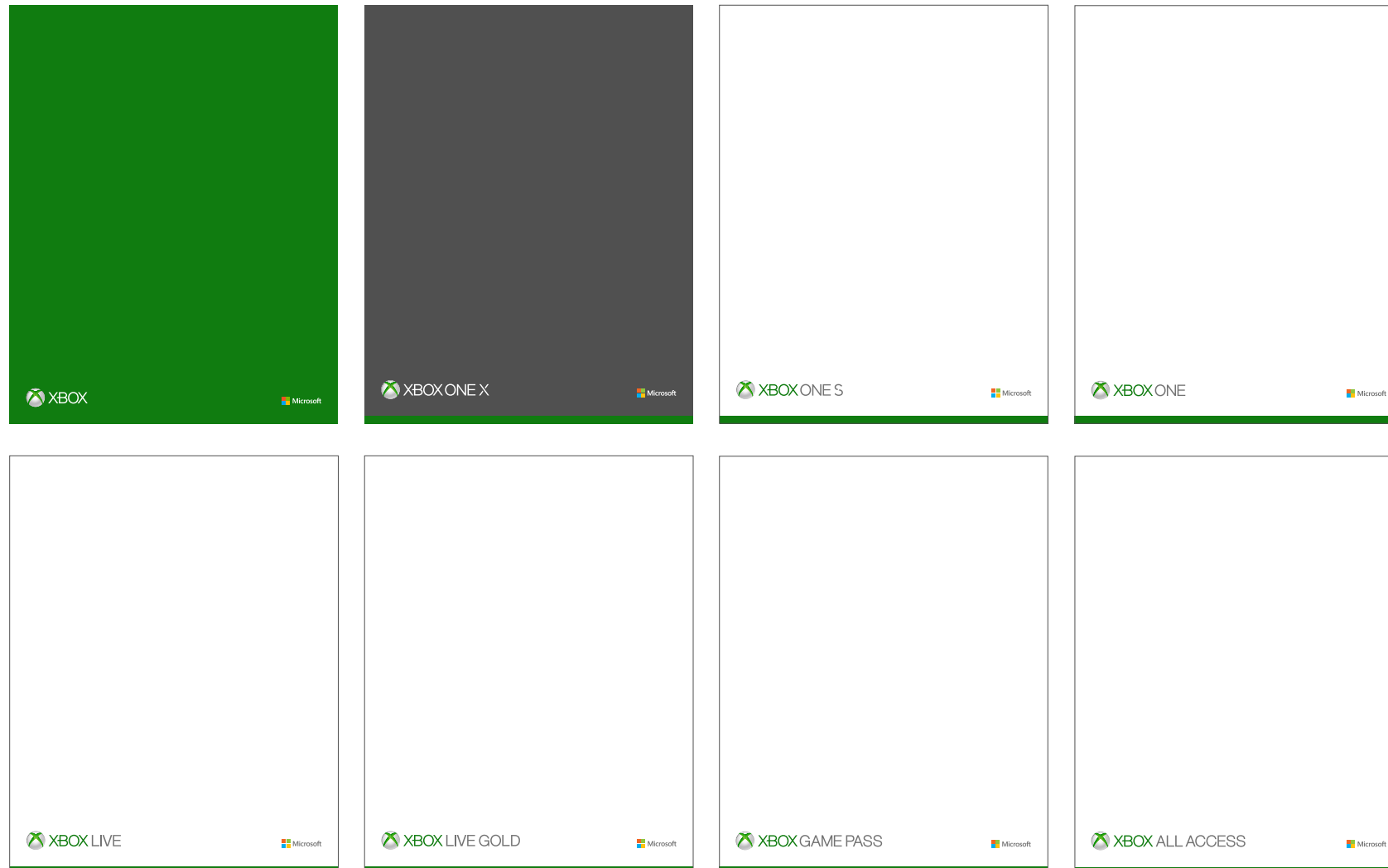
Write uniquely Xbox. Be bold, inviting, fun, and premium, without ever saying those words.

Provoke emotion. Desire. Curiosity. Delight.

Avoid being generic, soulless, neutral.



Xbox signature layouts

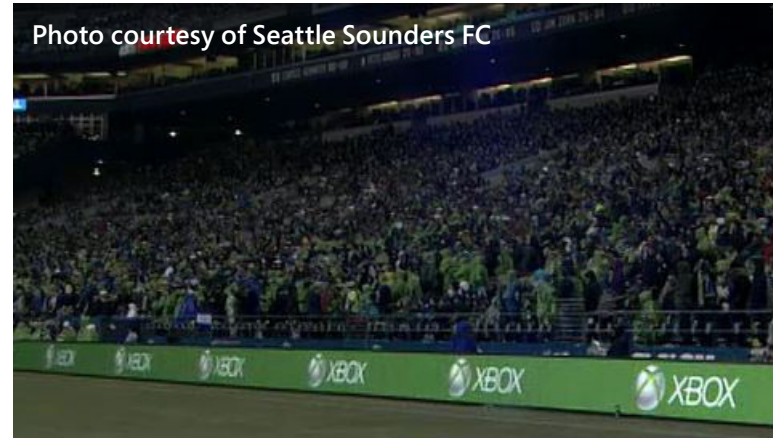


Lead with Xbox

Use the Xbox logo when communicating gaming at events and in sponsorships.

For any sponsorships or events, please reach out to the brand team at xboxbrand@microsoft.com

Sponsorships



Events



Elements

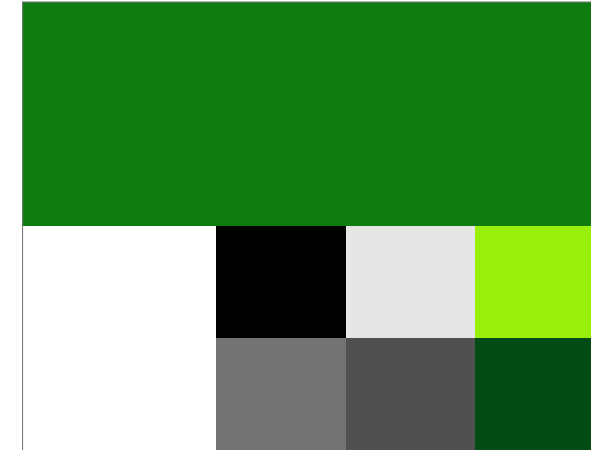


Overview

Logo



Color



Type

Segoe
Pro

SemiLight
Regular
SemiBold

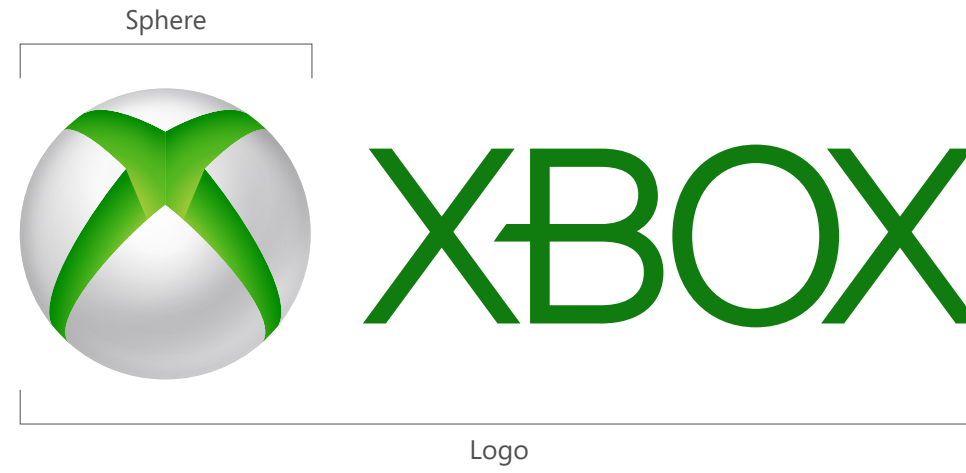
Hardware



Logo

The entire logo should appear in creative.

Refer to **Brand Central** for logo files.



Logo options

Use the preferred logo unless there are production limitations or the logo is being used in joint communications with other Microsoft brands.

The logo does not require trademark bugs in most instances, including advertising and marketing.

The logo is a complex file, and will only display properly when placed into a layout as a linked graphic file. Do not embed or paste the logo into layout programs as it alters the visual integrity of the file.

Please contact xboxbrand@microsoft.com for further guidance if you are using logos for software, hardware, packaging or books and manuals published by Microsoft. Trademark bugs may still be required, per guidance at <https://microsoft.sharepoint.com/sites/lcaweb/Home/Marketing/Marketing-and-Advertising-Content/Branding-and-Notices>

Horizontal (preferred)



Horizontal



Clear space and minimum size

Scale relationship

The Microsoft logotype and symbol should be the same size as the width of the word Xbox.

Alignment

If both the Microsoft logo and the Xbox logo appear on the same horizontal plane, then the baseline of the "M" in Microsoft and the "X" in Xbox should align.

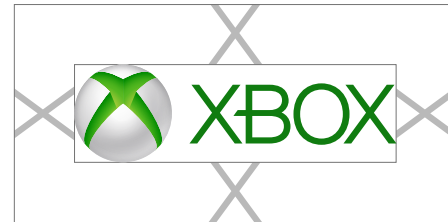
Small layouts

When dimensions are less than 5 in or 127 mm (print) and 320 x 250 px (digital), omit the Microsoft logo and follow the Xbox minimum size guidance.

For Microsoft logo guidance, see [page 62](#).



Clear space (preferred)



Clear space (minimum)



Minimum size



Print .43 in/11 mm
Screen 30 px



Print 1 in/25 mm
Screen 72 px

Logo sizing

The x-height of the logo must be 1.5% of the width + height of the layout.

Digital



728 x 90



160 x 600



540 x 200



300 x 250

Digital example: 728 x 90 px layout
Logo height 4% x (728 + 90) = 32.72 (round to 33 px)

Print



Print example: 22 x 28 in layout
Logo x-height 1.5% x (22 + 28) = 0.75 in



Color

Use white type when using green, rich black, mid gray, dark gray or light green backgrounds.

Use mid gray type when using white or light gray backgrounds.

Do not use the automated color-conversion tools in your software. Each color has been optimized for print reproduction (PMS/CMYK) and on-screen (RGB/HEX).

Rich black

Rich black should be applied when a black background is needed on print deliverables. Do not use in typography.

Broadcast colors

For all broadcast TV, UI and dash applications, white and black should use these alternate broadcast colors.

Broadcast black

R0 G0 B0
HEX #101010

Broadcast white

R235 G235 B235
HEX #EBEBEB

Xbox Light green

*C44 M0 Y100 K0

Print should always use PMS values for Xbox Light Green. Do not use when PMS is not available. Contact xboxbrand@microsoft.com for Xbox light green CMYK usage in small areas.



Xbox green
R16 G124 B16
HEX #107C10
C75 M0 Y100 K0
PMS 362

White
R255 G255 B255
HEX #FFFFFF
C0 M0 Y0 K0

Black (digital)
R0 G0 B0
HEX #000000

Rich Black (print)
C60 M40 Y40 K100

Light gray
R230 G230 B230
HEX #E6E6E6
C0 M0 Y0 K10
PMS Cool Gray 1C

Xbox light green
R155 G240 B11
HEX #9bf00b
*CMYK
PMS 375C

Mid gray
R115 G115 B115
HEX #737373
C0 M0 Y0 K65
PMS Cool Gray 9

Dark gray
R80 G80 B80
HEX #505050
C0 M0 Y0 K80
PMS Cool Gray 11

Xbox dark green
R5 G75 B22
HEX #054b16
C95 M25 Y85 K65
PMS 3435C



Apparel Colors

Use these colors when creating any Xbox apparel.

For all apparel, refer to the Xbox Official Gear guidelines. Please contact Xbox Consumer Products team for approval on promotional merchandise.

Apparel green

Cotton 16-6340 TCX
Plastics PQ-362C
Polyester 16-6264 TSX

Apparel dark green

Cotton 18-6024 TCX
Plastics PQ-357C
Polyester 18-6032 TSX

Apparel light green

Cotton 15-0545 TCX
Plastics PQ-2285C
Polyester 14-0255 TSX
Polyester (alt standalone) 16-0163 TSX

Type

Segoe UI SemiLight is recommended for digital headline type, set in 24 pt or larger.

Segoe UI Regular is used for all supporting type, set in 23 pt type or smaller.

Segoe UI SemiBold may be used for sub-heads, call-outs, and titles.

Sentence case is preferred for all communications. All caps may be used sparingly for subheads.

Leading refers to the space between lines of type. All type sizes should use 120% leading.

Type should be set flush left, rag right whenever possible, but may be set centered when the layout calls for it.

Type should never be set flush right or fully justified.

Segoe Pro

All print communications should use Segoe Pro. The Segoe Pro typeface has been specifically designed for print communications and should never be used in place of Segoe UI.

Segoe

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

Digital Usage

Segoe UI SemiLight
Segoe UI Regular
Segoe UI SemiBold

Print Usage

Segoe Pro SemiLight
Segoe Pro Regular
Segoe Pro SemiBold

Style it right

Headline

Subhead

Body copy

Size and weight

Limit type to no more than three sizes or weights.

For Segoe UI digital usage, use SemiLight for large headlines, and Regular or SemiBold for increased legibility at small sizes.

For Segoe Pro print usage, use Segoe Pro SemiLight for large headlines, and Segoe Pro SemiBold for increased legibility at small sizes.

After the first word, all other words are lowercase, except proper nouns.

Case

Sentence case is our standard for all communications.

Use all-uppercase sparingly for titles, short headings, or subheadings—and never for full paragraphs.

Don't use all-lowercase type.

Flush left text is aligned along the left margin.

Alignment

For languages that read left-to-right set type flush left, ragged right.

Center type very rarely.

Avoid widows, orphans, and lines that end with hyphens.

Lorem ipsum dolor sit amet, eum libris oblique
reprimique ad, sed hinc liber fuisset id. Adhuc
timeam dolores ei usu. Meis affert neglegentur
pro ex, elit nostro perpetua qui at. Ex eos labores
commune, habeo quando fuisset et hi.

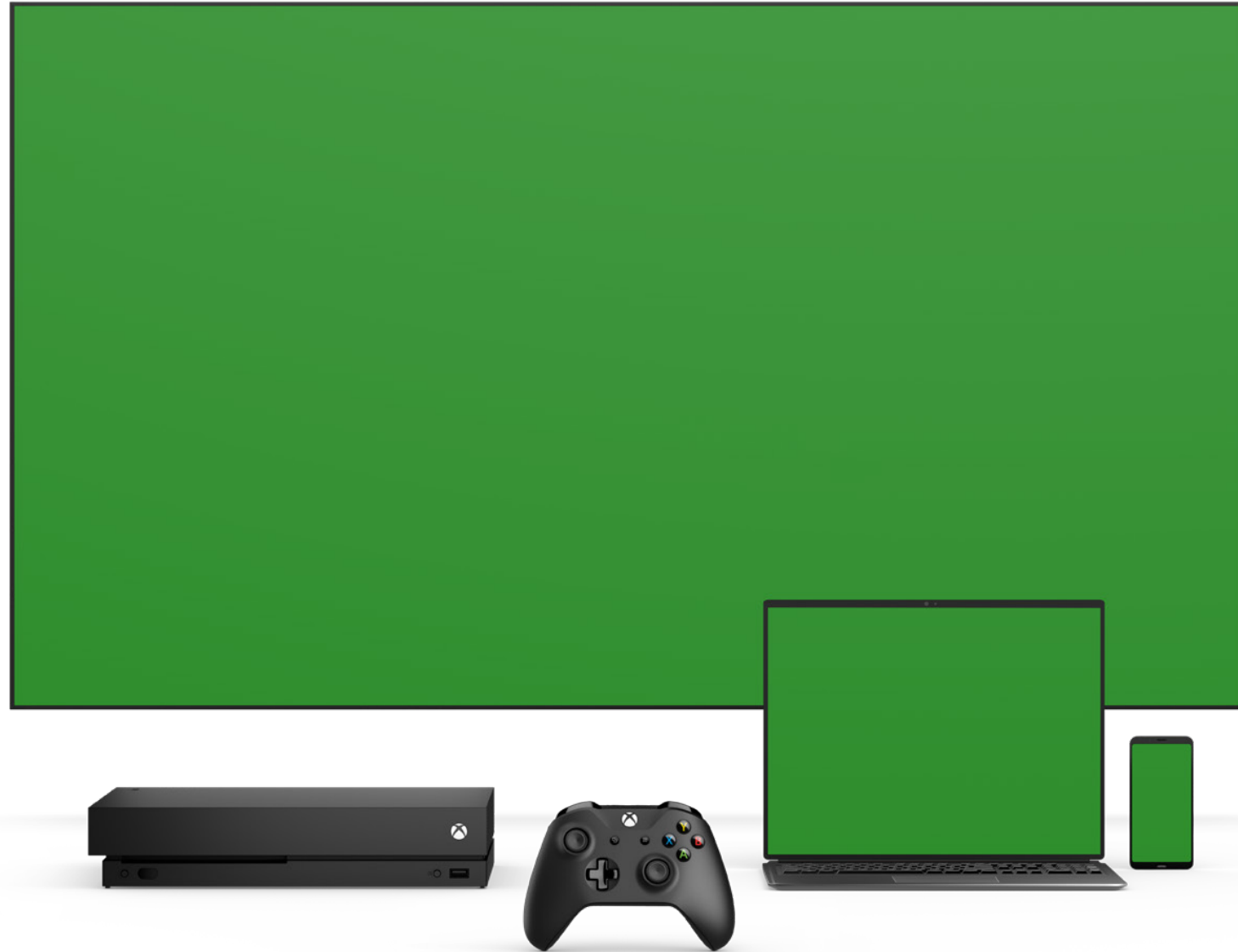
Spacing

Segoe is designed so that letter spacing and word spacing are set to 0 by default. In some cases, spacing may need to be adjusted. Make sure that letters never touch one another, except for ligatures.

Hardware

Xbox experiences are available on various types of hardware. Please see **Brand Central** for Xbox One and Windows device assets.

See **asset index** for additional device lockups.



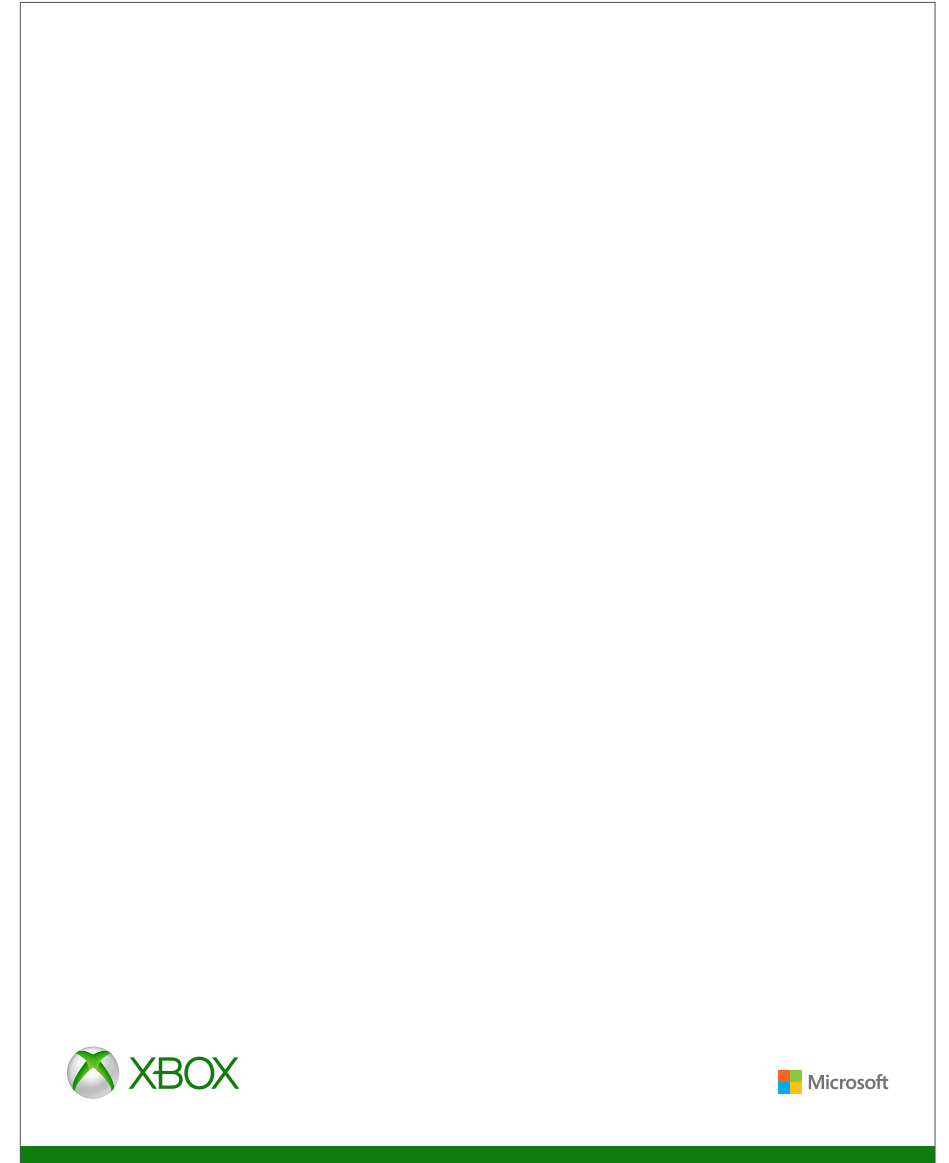
Xbox layout



Placement of elements

Xbox uses a variety of layouts for different communications.

The following pages of guidance detail the placement of type, logos, color, hardware renders and game art by layout.



Margins and type

Digital margins

When a horizontal logo is used in a digital layout, the entire logo height is 4% of the width + height of the layout rounded up to the whole pixel.

Digital margins are defined by 100% of the x-height of the logo.

Print margins

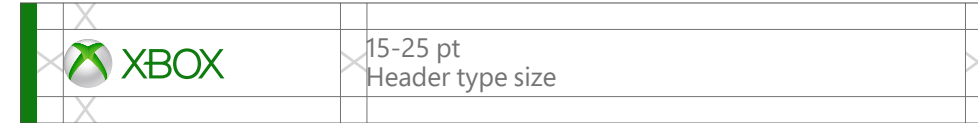
Print margins are defined by 150% of the x-height of the logo.

Green bar

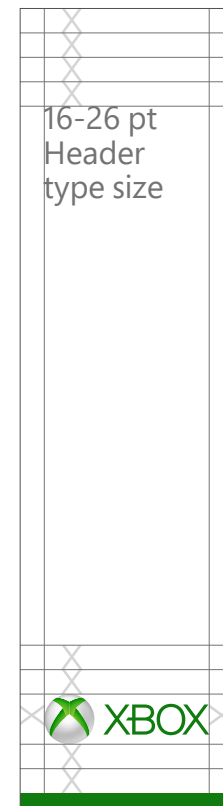
This is the narrow bar along the bottom edge in vertical layouts and left edge in horizontal layouts.

For horizontal layouts, the left margin begins to the right of the green bar. When the layout is square, position the green bar to the bottom of the layout.

Digital



728 x 90



160 x 600

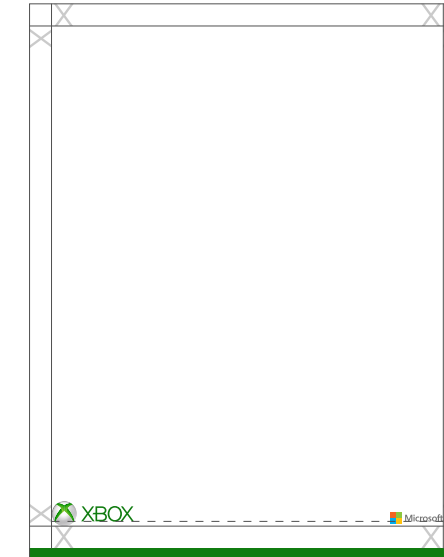


540 x 200



300 x 250

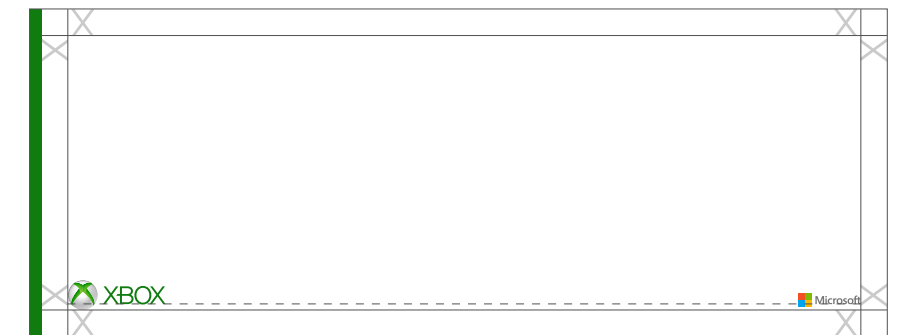
Print



Example: 22 x 28 in layout with green bar.

Green bar thickness
 $1\% \times (22 + 28) = 0.5 \text{ in}$

Margins
 $150\% \text{ Xbox x-height } (0.75 \text{ in}) = 1.125''$



Green bar

Usage

This layout should be used to showcase hardware. Use a white background with 1% green bar.

Green bar

This is the narrow bar along left edge in horizontal layouts and the bottom edge in vertical layouts.

In digital, green bar thickness (round up to the whole pixel) is 1.5% x (layout width + layout height). Minimum green bar thickness is 12 px.

In print the green bar thickness equals 1% of the layout width + layout height. Minimum green bar thickness is 2 mm.

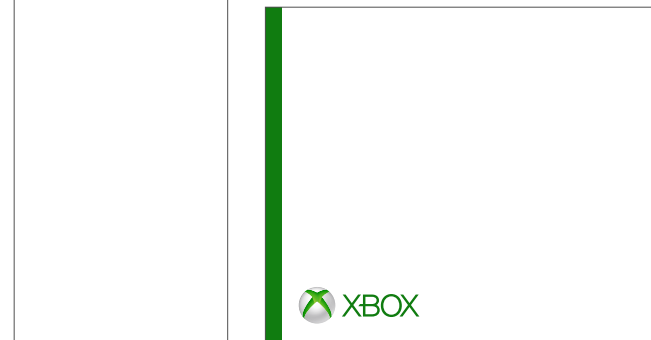
Digital



728 x 90



540 x 200



300 x 250



160 x 600

Green bar thickness (round up to whole pixel)
= 1.5% x (layout width + layout height)
Minimum green bar thickness = 12 px

Print



White
99% of
layout

Green bar
1% of width
+ height



Xbox and Windows



Determining the primary brand

For any communication or event, determine the single, primary brand from Microsoft, based on the audience and context.

Xbox is the gaming brand for Microsoft and is typically the lead brand for gaming focused communications.

The visual and verbal identity of the communication or event is that of the primary brand.

For events that are gaming focused, such as GDC, E3, and GamesCom, Xbox is the primary brand. Please refer to and apply the **Xbox brand guidelines**.

For non-gaming events that are Windows-focused, such as BUILD, Windows is the primary brand. Please refer to and apply the **Windows brand guidelines**.

For events spanning a broad array of Microsoft products and services, such as the Worldwide Partner Conference, Microsoft is the primary brand. Please refer to and apply the **Microsoft brand guidelines**.

Within a given communication or event space, secondary brands may be present, including for way-finding or to highlight specific benefits.

Multiple brands may communicate about or amplify an event or topic. Each may do so using its own brand identity and audience.



Determining which logo to use

Communicating the gaming brand at events and in sponsorships

Use the full color Xbox logo.

Communicating the experience/brand benefits of Xbox and Windows together

Use the Windows and Xbox logos.

Windows logo leads.

Use a line between the logos to show the relationship between the brands.

Use vector (one color) logos for both brands.

Communicating specific platforms/versions*

Use the Xbox One and Windows 10 logos (or Windows, if on multiple versions).

Xbox One logo leads.

Do not use a line between the logos.

If using both Xbox One and Windows logos, use vector logos for both brands. If only using the Xbox One logo, use the full color logo.

*Mnemonics are an exception. See details on [page 37](#).

Communicating the gaming brand at events and in sponsorships



Communicating the experience/benefits of Xbox and Windows together



Communicating specific platforms/versions



Use when the game is available on Xbox One and Windows 10.



Use when the game is available on Xbox One.



Use when the game is available on Windows 10.

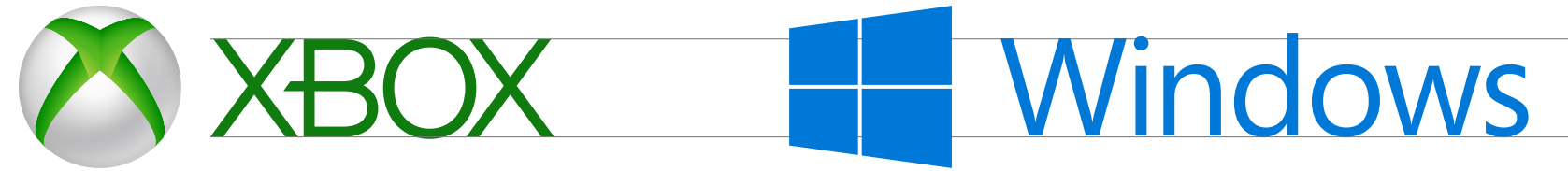


Use when the game is available on multiple versions of Windows.

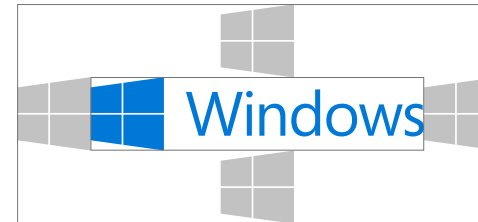
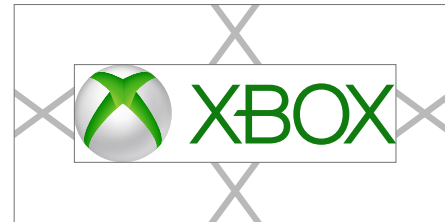
Clear space and minimum size

Scale relationship

The Xbox and Windows logo should be the same height.



Clear space (preferred)



Minimum size



Print .43 in/11 mm
Screen 30 px



Print 1 in/25 mm
Screen 72 px

Windows color

Set all type in white.

Do not use the automated color-conversion tools in your software. Each color has been optimized for print reproduction (PMS/CMYK) and on-screen (RGB/HEX).

See Xbox colors on [page 15](#).



Blue
R0 G120 B212
Hex #0078D4
PMS 3005
C100 M30 Y0 K0

Imagery

Xbox leads with experiences (games, entertainment, UI) and/or hardware. We do not use lifestyle photography.

Xbox and Windows device lock-up images should be used when referencing the union of Xbox and the Windows experiences.

These images and device lock-ups are available on **Brand Central**.

Xbox and Windows iconic device lock-up



Xbox App

Xbox leads with experiences (games, entertainment, UI) and/or hardware. We do not use lifestyle photography.

Xbox and Windows device lock-up images should be used when referencing the union of Xbox and the Windows experiences.

These images and device lock-ups are available on **Brand Central**.



Multiplatform branding bars for game advertising

Usage

Branding bars communicate platform availability. Select the appropriate branding bar for the game on **page 26**.

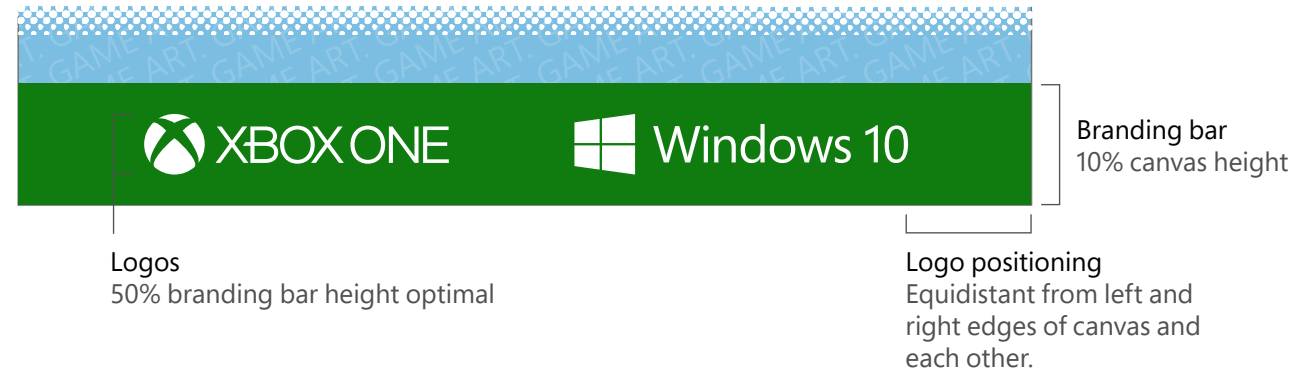
To create branding bars

The branding bar should be 10% of the height of the layout and extend to the left and right edges of your layout.

Logo symbols should be 50% of the height of the green bar and vertically centered.

Logos should be positioned equidistant from each other, and the left and right edges.

Xbox One and Windows 10



Xbox One



Windows 10



Windows



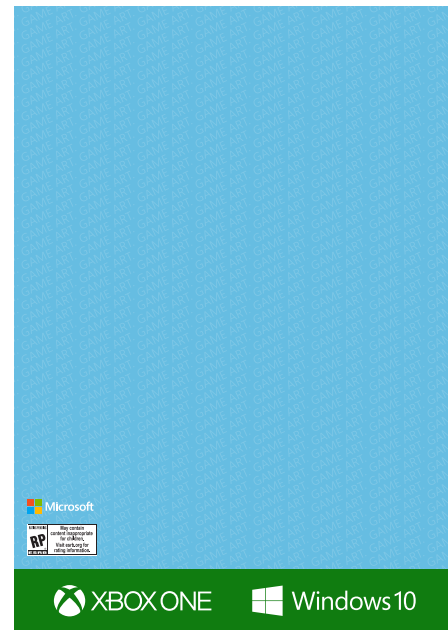
Game advertising: Print

Usage

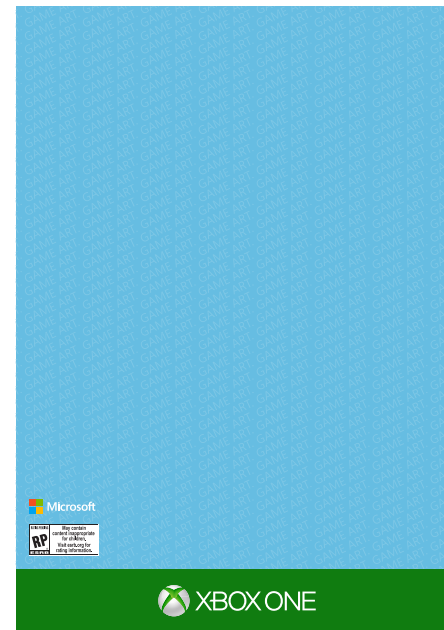
Branding bars communicate platform availability. Select the appropriate branding bar for the game on **page 26**.

If a 3rd Party Platform game requires Windows 10 to appear first, please contact xboxbrand@microsoft.com for guidance and assets.

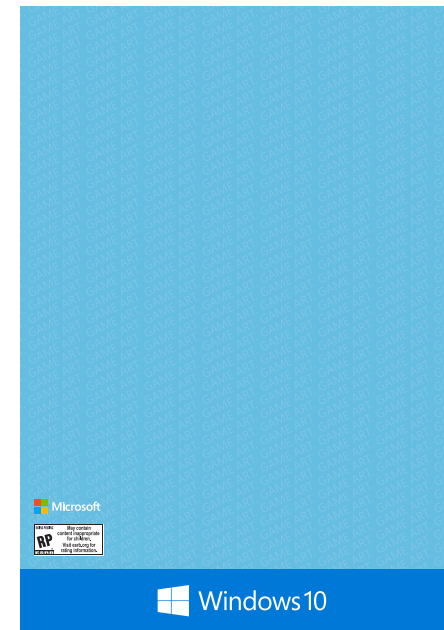
Xbox One and Windows 10



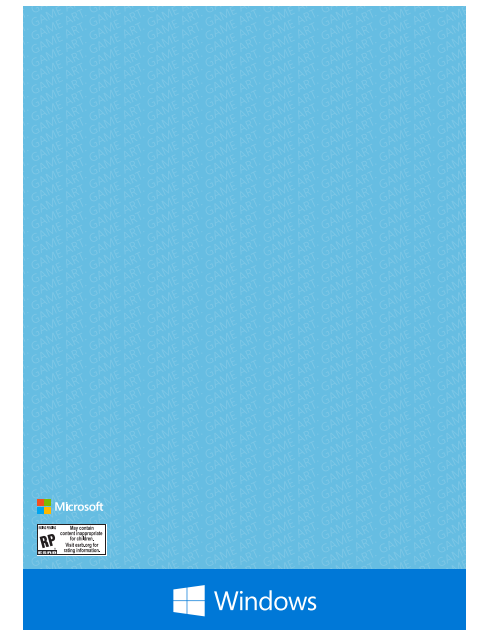
Xbox One



Windows 10



Windows



Multiplatform: Digital Banners

Use the Xbox One and Windows 10 branding bar if the game is available on both platforms.

If a 3rd Party Platform game requires Windows 10 to appear first, please contact xboxbrand@microsoft.com for guidance and assets.

Xbox One and Windows 10



160x600



600x400



728x90



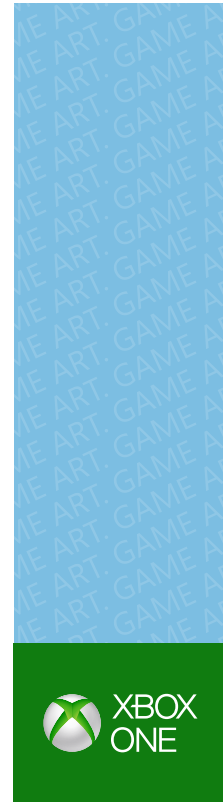
300x250



Single platform Xbox One: Digital Banners

Use the Xbox One branding bar if the game is only available on Xbox One.

Xbox One only



160x600



600x400



728x90

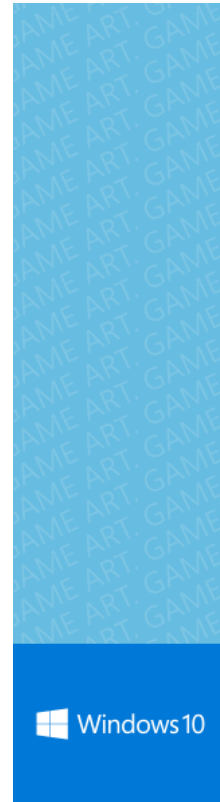


300x250

Single platform Windows 10: Digital Banners

Use the Windows 10 branding bar if the game is only available on Windows 10.

Windows 10 only



160x600



600x400



728x90



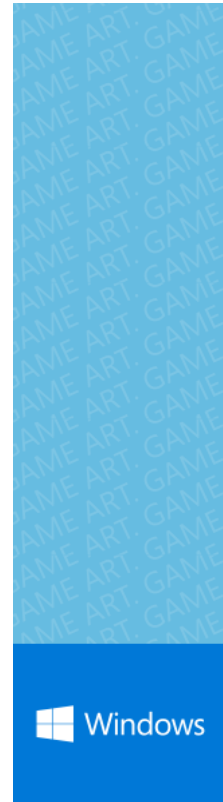
300x250



Single platform Windows: Digital Banners

Use the Windows branding bar if the game is available on multiple versions of Windows.

Windows only



160x600



600x400



728x90



300x250



TV/Video

Xbox usage

The sphere is in the intro and Xbox logo is used in the mnemonic.

Windows usage

The symbol is in the intro and the platform logo is used in the mnemonic.

Find additional guidance in the

Mnemonic guidelines

Assets

For mnemonic asset help, contact:
xboxvideosupport@microsoft.com

Xbox One, Xbox One and Windows 10



Windows 10 only



Event: Monitor topper

Usage

Branding bars communicate platform availability.

Select the appropriate branding bar for the game on **page 26**.

Clear space and sizing

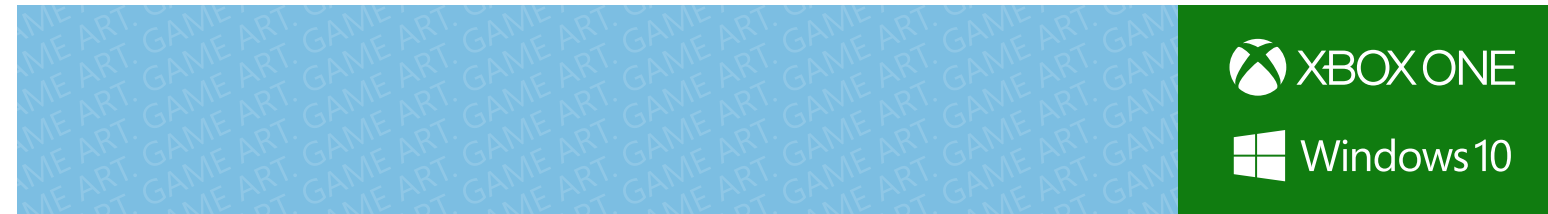
Monitor toppers should have a 75/25 split with branding bar on the right.

Logos should be stacked with Windows 10 below Xbox One and centered horizontally within the branding bar.

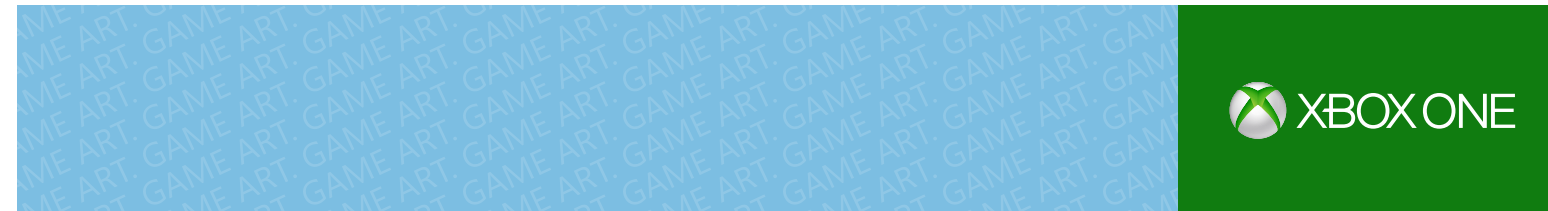
The width of the Windows 10 logo should be 97% of the Xbox One logo.

The logos should have a minimum clearance of the "X" in Xbox One on all sides.

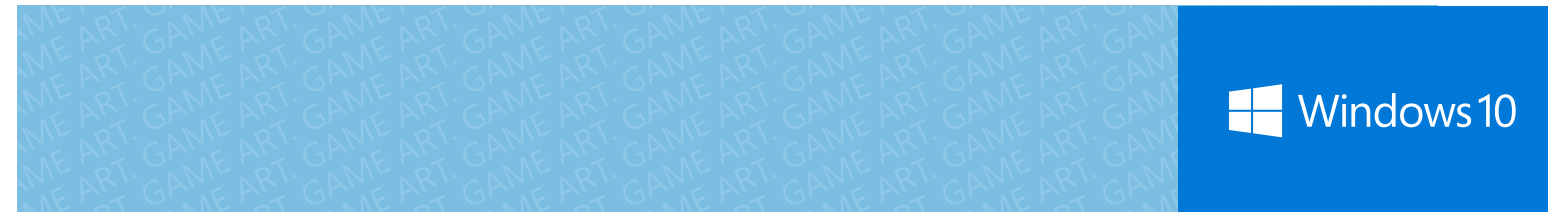
Xbox One and Windows 10



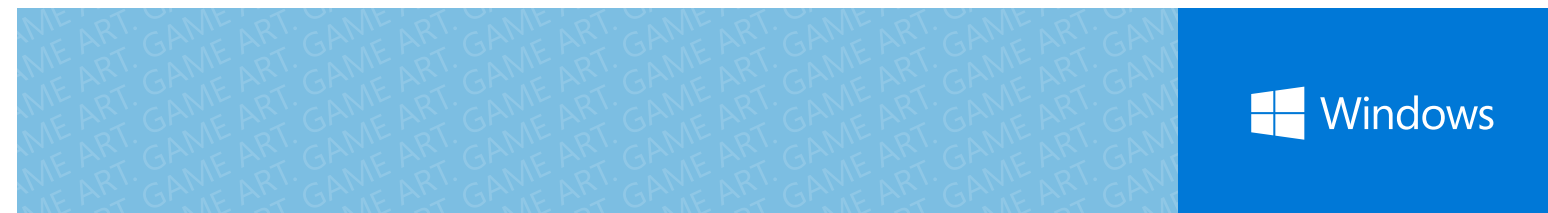
Xbox One only



Windows 10 only



Windows only



Xbox accessories



Xbox Accessories

Use the flood green background and layout with the evergreen accessory visuals (Black and White). For accessories that have unique colors or patterns that may conflict with Xbox green as a background, or Xbox Design Lab accessories, set it on a white background with green bar layout.

Green bar

This is the narrow bar along the bottom edge in vertical layouts and left edge in horizontal layouts.

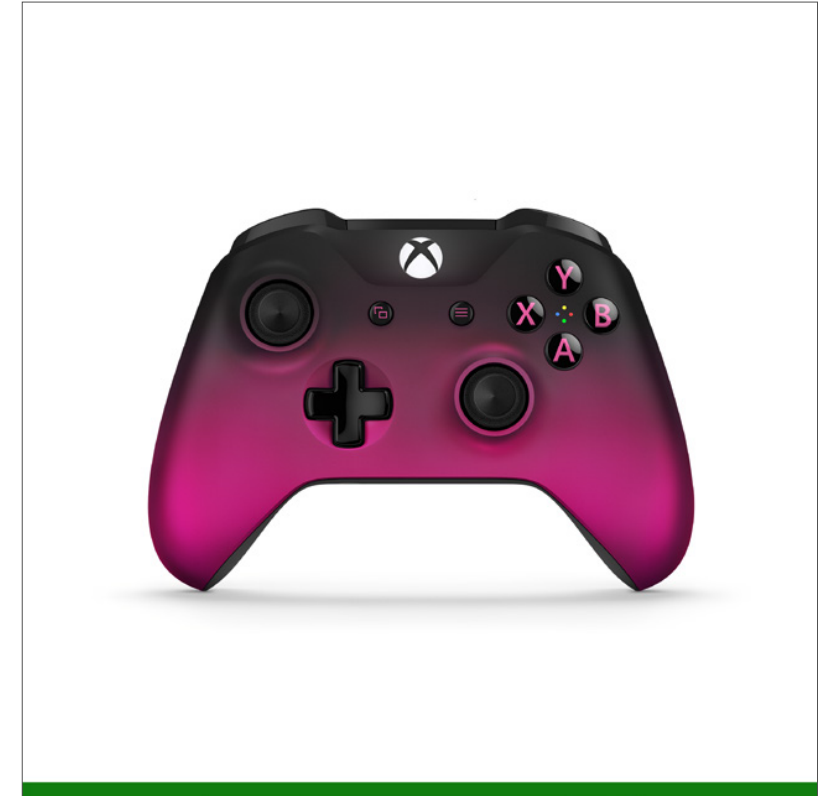
For horizontal layouts, the left margin begins to the right of the green bar. When the layout is square, position the green bar at the bottom of the layout.

Xbox Design Lab

Xbox Design Lab is a feature of xbox.com from Microsoft that allows people to customize Xbox Wireless Controllers. It is not a product itself, nor is it a brand.

Use the Xbox logo and visual ID system. When multiple product categories (controllers and consoles for example) are in a communication together, use the Xbox brand and visual ID system. Most often this is the green bar layout with a white background.

For guidance on how to speak to Xbox accessories customized with Xbox Design Lab please see the Nomenclature guidance on **page 54**.



Xbox Elite Wireless Controller Series 2 placement of elements

Xbox Elite Wireless Controller Series 2 uses the green bar layout with black background for different communications.

The following pages of guidance detail the placement of type, logos, color and hardware renders.



Overview

See **page 13** for logo clear space and minimum size guidance.

See **page 15** for specific black and green color values to use with Xbox Elite.

See **page 17** for type guidance. Only use white type.

The image displays four distinct brand elements on a black background:

- Logo:** The Xbox logo (a white sphere with a green 'X') followed by the word 'XBOX' in white, uppercase, sans-serif font.
- Icon:** The word 'ELITE' in a large, white, uppercase, sans-serif font, with 'Series 2' in a smaller, white, uppercase, sans-serif font directly below it.
- Color:** A horizontal bar divided into two equal sections: a black section on the left and a vibrant green section on the right.
- Hardware:** A top-down view of a black Xbox Elite Series 2 wireless controller.

Logo

Use the Xbox logo in Xbox Elite Wireless Controller Series 2 materials.



Clear space and minimum size

The entire icon lockup should appear in creative.
Do not crop or modify the icon.

Refer to **Brand Central** for icon files.

Clear space (preferred)



Minimum size



Print 1 in/25 mm
Screen 80px

Controller hardware: primary product photography

The Front Tilt Fade image is preferred. If the layout doesn't allow for this image, use either the Front/Back Lockup or the Angled Right options.

Files are available in both CMYK and RGB. Images are provided on a Rich Black background. Use the asset that matches the color space and background color.

Additional hardware images are available.
Please contact: xboxbrand@microsoft.com.

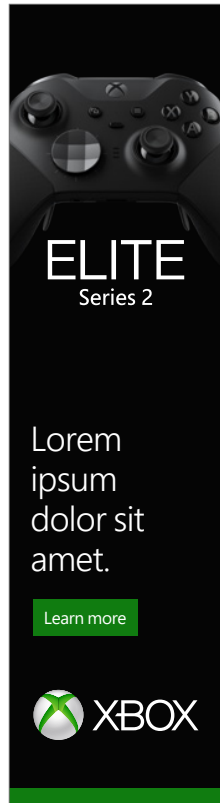


Green bar showcase

Digital



728 x 90



160 x 600



540 x 200



300 x 250

Print



Partnerships



Partnering with Xbox

Designing for a partnership with Xbox? Use the following guidance for communications that are led by a partner brand. Do not use this section for Xbox led communications including any partnerships from Microsoft.

For guidance with sponsorships, game advertising, entertainment app partners, or hardware Designed for Xbox, along with assets, brand questions and reviews, contact: xboxbrand@microsoft.com.

Overview

With Xbox, we look for authentic ways to integrate that excite fans.

In partnership communications, start with the Creative Principles when applying the Xbox Brand elements to the communication. This guideline captures the essence of these principles (premium, simple, iconic, experience forward, differentiated) in relation to each element.

The constants in communications with Xbox products that reflect its iconic nature, and distinctiveness are the Xbox logos, the Xbox green color, and product imagery.

Logo



Color



Hardware



Hierarchy

The Xbox brand has many offerings.

Pair the correct offering with your activation.

If multiple offerings are available, consult with your Microsoft or Brand contact for an order of precedence to reflect throughout communications.

Brand



Offerings



Additional

Xbox Design Lab

Xbox Wireless Controller (Xbox Accessories)



Name and logo

Pair the correct name with the prize information in your communication.

For complete details on offering names and how Xbox refers to people, please reference the nomenclature section near the end of this document.

A few tips

- Say “Win <name>” rather than “Win an <name>”.
Example: “Win Xbox One X.”
- Do not use just “Xbox” when referring to a specific offering such as “Xbox One X” or “Xbox Game Pass”
- Do not make the name plural or possessive. Example: “Xbox One X’s incredible speed.” Or “Xbox’s most popular game.”

Logo

Generally, use a single logo from Xbox per communication. An exception is instances where there is a prize page depicting multiple prizes separately, not collectively.

A suite of logos is available for each offering in both RGB and CMYK color spaces. Please ensure the medium you have chosen has the colors available to reproduce the logo.

The logos with the full color sphere are preferred. Use the full color sphere with white logotype on dark or busy backgrounds. Only use the 1-color logo when there are printing limitations.

Do not use a logo from Xbox in a sentence.

The Microsoft logo should not be used in partnership communications with Xbox.

For complete details on the logo, logo options, clear space and minimum size, trademark bug guidance and placing the logo into layout see the respective sections earlier in this guideline.

Example



Product lockup

Do not overlap or place elements or products in front of an Xbox console render. Place items in the safe zone.

- Green is a safe zone for other products to family in or tuck behind the console.
- Yellow is an 'OK' zone but not preferred.
- Red is an area where nothing should be placed.

If a console needs cropped, please review the guidance available earlier in this document.



Proportion

When locking up other products as part of a partnership with an Xbox product, please size them in relative proportion to each other. Be mindful of making an Xbox product either too large, or too small.

For complete details on minimum hardware size, please review the guidance earlier in this document.



Appendix



Nomenclature

In efforts to expand the meaning of the Xbox brand and shift perception always refer to “Xbox” the brand as something you play “with”, rather than Xbox as something one plays “on”, e.g. “I play with Xbox”. To aid this effort also do not use “Xbox” as shorthand for meaning “Xbox One” or “Xbox console”. A person plays “on” specific platforms. e.g. “I play on Xbox One and Windows 10”.

Xbox

Xbox is not Xbox Live. Refer to the Xbox Live guidelines for more detailed nomenclature.

First use

“Xbox”

Additional use:

“Xbox”

Components

Use “with” in conjunction with the Xbox brand (e.g., “Games are more fun with Xbox”).

Do not

- Shorten Xbox One to just Xbox.
- Use Xbox console.
- Translate “Xbox,” because it is a trademark.
- Add a space between “X” and “box”.
- Capitalize the “b” in “Xbox”.
- “X” by itself to represent “Xbox”.
- Create new “X” names to indicate association with Xbox.

Xbox Design Lab

Xbox Design Lab is a feature of Xbox.com that allows people to customize Xbox products.

First use

Xbox Design Lab

Additional use

Xbox Design Lab

Do

- Use the “Xbox Design Lab” name when referring to the means by which a product can be customized from Xbox.
Example: “I made this custom controller with Xbox Design Lab.”
- Use official product names, even if able to be customized in Xbox Design Lab.
Example: “Xbox Wireless Controller”.

Do not

- Use “Xbox Design Lab” in a product name. **Example:** “Xbox Wireless Controller” is the correct name of an Xbox product, even if able to be customized with Xbox Design Lab.
- Use the phrase “Xbox Design Lab Wireless Controller”
- Classify a group of products as “Xbox Design Lab”.
Example: “See these Xbox Design Lab controllers.”
- Shorten to “Design Lab”
- Add a space between “X” and “box”.
- Capitalize the “b” in “Xbox”.
- Use “X” by itself to represent “Xbox”.

Create new “X” names to indication association with Xbox.

Xbox Elite

Name

Xbox Elite Wireless Controller Series 2

For example:

“Today we are introducing the Xbox Elite Wireless Controller Series 2, the world’s most advanced controller.”

Additional use:

If the name ends up feeling repetitive, it’s acceptable to shorten to “controller”.

Do not

- Use “Elite” by itself without “Xbox”.
- Use “Xbox One” with the controller, use only “Xbox”.
- Capitalize the entire word ELITE. The correct capitalization is Xbox Elite. Use “|” between the words “Xbox | Elite”.
- Translate “Elite”, keep it in English.

If you have any questions on usage please reach out to xboxbrand@microsoft.com for assistance.



Nomenclature

People

Identifying groups of people:

There are two ways to refer to the groups of people who engage with Xbox products and services.

Xbox Fans

- People who love Xbox.
- These people don't have to have an account.
- Xbox speaks to humans and has "fans" or "people". Not "users" or "consumers".

Xbox Live Community

- People who have an account on Xbox Live, which means they have an Xbox profile (gamertag, etc.)
- A Xbox Live Gold membership is not required to be part of the Xbox Live Community.

Identifying individual people

Microsoft account

- Each person has one account.
- It's free, and used across Microsoft products and services like Skype, Outlook.com and Xbox Live.

Xbox profile

- Each person has one profile.
- It's free, and contains the details and stats on you and your gaming activity. You need a profile to play Xbox Live multiplayer, set up an Xbox Avatar, earn achievements, or gamerscore.
- There is no "Xbox account".

Membership

- Use 'membership' or 'member' in marketing communications as a modifier to Xbox Live, Xbox Live Gold or Xbox Game Pass when describing the state of a person when they have begun using one of these products.

Subscription

- Use 'subscription' or 'subscriptions' in marketing communications for paid services such as Xbox Live Gold and Xbox Game Pass in legal disclaimers, billing and auto renewal language.

Xbox and Windows

Key terms

Xbox
 Xbox One
 Windows
 Windows 10
 Xbox on Windows 10
 Gaming on Windows 10
 DirectX 12
 The Xbox app
 Game bar
 Game DVR
 Xbox Live, the world's premier gaming community
 Achievements
 Gamerscore
 Avatars
 Xbox Avatars app
 Xbox Live games
 Cross-device multiplayer
 In-home streaming from Xbox One to Windows 10

Features and experiences

- Use "games on Windows 10" not "Windows 10 games" when referring broadly to all games from 1PP or 3PP across all of Windows 10, this applies if the game is an Xbox Live game or not.
- Use "Xbox Game Studios franchises" when referring to 1PP games in general. Do not call them "Xbox games". Example, "Xbox Game Studios is bringing its best franchises to Windows 10".
- Use "Xbox Live games" when referring to 1PP and 3PP titles enabled on the Xbox Live service for achievements, Gamerscore and sometimes multiplayer. Do not call these type of games "Xbox games". Example, "Get the latest Xbox Live games on Windows 10 and enjoy them with your friends". This is a distinct class of games on Windows 10.
- Use "multiplayer", not "multi-player".
- Use "cross-device multiplayer" and "cross device resume".
- Use "Game bar," not "Gamebar" or "Game Bar".
- Use "Xbox app" e.g., "...the Xbox app brings new...", not "Xbox App" with capital A
- Use "in-home streaming".
- Use "Game DVR," not "GameDVR".



Responsible gaming nomenclature

Xbox is committed to providing a safe and inclusive gaming space for everyone, regardless of where and how they play. Xbox wants everyone in the Xbox community (and the gaming community as a whole) to participate in a responsible and well-balanced lifestyle. Play is important as one aspect of a balanced life.

We believe:

We strive to make life more fun for billions of people around the world by creating gaming experiences that everyone can enjoy. This is the core philosophy that drives our business, our brand and our actions.

Because, when everyone plays, we all win.

Gaming that's inclusive for everyone.

Diversity is a strength. Xbox strives to be inclusive by welcoming all people to our community, being open to new ideas, and by celebrating the uniqueness of our fans.

Gaming that's accessible to everyone

Nothing should come between you and the games you love. Xbox strives to eliminate barriers, and to empower gamers to customize the way they play.

Gaming that's safe for everyone.

Gaming is a fun part of a balanced life. Xbox strives to create a place where everyone can play responsibly, within the boundaries they set, and do so free from fear and intimidation.

The promise of jump in:

Jump in is our invitation to gamers everywhere to join us on this journey. Our tagline invites gamers to play the games they want, with the people they want, on the devices they want. And they'll become part of a vibrant, diverse community of gamers that are united by our common love of the game.



Responsible gaming nomenclature

Guidance

In order to promote a healthy play-life balance, these words and phrases should be avoided and excised from any and all communications.

Words to avoid:

Addicted, addiction, addictive; compulsive, compulsion; crave, craving; dependent, dependence, dependency; endless; fixated, fixation; gamble, gambler, gambling; impulse, impulsion, impulse control; irresistible; obsessed, obsession, obsessive; uncontrollable; unending; limitless; no restraint; consuming, all-consuming.

Phrases and images to avoid:

- Commenting on game design or a game as “addictive” or “time-consuming.”
Example: “We tried to make X as intuitive and addictive as possible.” “X was a surprise hit this past summer and became an addiction.”
- Endless play and playing for hours.
Example: “Xbox Game Pass is your ticket to endless play” and “You’ll want to play for hours at a time.” Instead use the alternative: “Join Xbox Game Pass and discover your next favorite game.”
- Encouraging the collection of rewards and achievements in a short amount of time.
Example: “I earned X Gamerscore in Y hours!”

- Anything related to gaming addiction, addictive gameplay, or video game addiction.
Example: “Addictive gameplay,” “video games are our addiction,” “X game can be addicting,” “I played in an X hours long gaming marathon.”
- Highlighting or celebrating hours played by the community rather than skill or variety.
Example: “The Xbox Community spent X hours playing Y in the first 24 hours after its launch!”
- Use of humor to allude to prioritizing gaming over other healthy parts of a balanced life.
Example: “Take a day off from work to play X!” and “don’t worry about dinner, keep playing!”
- Using language related to playing many different titles in a short amount of time.
Example: “We require you to play the over 100 great games included in your membership—no negotiation.”
- Momentum and success metrics related to time played.
Example: “The Xbox Community spent X percent more time playing games.”
- Promoting or spotlighting the duration of a gaming session or a game’s length.
Example: “X hours of gameplay.”
- Using language that promotes extended gaming sessions on devices where this is possible.
Example: “Play for up to 35 continuous hours on a single battery charge!”

- Supporting lengthy in-game challenges or events.
Example: “This challenge lasts for 12 hours!”
- Aggressive behavior related to a gaming session.
Example: “Make your opponents rage quit!” “Get ready for a game so challenging you’ll throw your controller!”
- Depiction of “gamers” as being irresponsible, unclean, or not living a normal and healthy life.
Example: depiction of a 35-year-old male living in his parents’ basement covered in chip crumbs.

Additional responsible gaming guidelines—avoid the following:

- The over-promotion or evangelization of violence in video games and violent gaming phrases.
Example: “Kill shot,” “head shot,” “tracking kills,” “sniper kills,” or kills associated with locations.
- Depicting guns pointed at the viewer/audience, guns firing, or guns that have just been fired.
- Depicting guns pointing at another character, person, or living thing.

Note: additional review and consideration will be given to the depiction of guns in gameplay trailers or gameplay footage.

Final note: This is not intended to be an all-inclusive list; please use these as guidelines and employ your best judgement when creating materials.



Video and photoshoots

Xbox preferably uses renders of its products and does not recommend shooting custom photography of the hardware or products. In some cases that may be necessary with video. Please allow additional time for preparation to be made for review of these elements. In particular, to allow for script, storyboard, potential on-site support, and post-production review.

If you're planning a video or photoshoot, please reach out to xboxbrand@microsoft.com for more details.

A few things to keep in mind when capturing Xbox One consoles or controller hardware in a video or photoshoot.

All Xbox Hardware

- Clean all dust and fingerprints from TV monitor, controllers and the console.
- Hide all the cords. Should look like a nice clean setup.
- Do not show the hardware from behind.
- Nothing should sit directly on top of the game console.

TV

- Hide logos on the TV if it is branded when possible.
- The TV shouldn't sit directly on the floor and should be elevated.
- Aim for equal or greater than 55"+ screen TV. (not a PC monitor)

Console

- Ensure the console does not have any Microsoft asset tags or stickers visible. This includes an HDMI sticker if on the front of the console under the disc drive (it may not be).
- Keep the console horizontal. Generally, the console is sold without a stand except for if provided as part of a limited-edition SKU. Never set the console on its side without a stand.
- While filming, ensure the console is on. You can tell this by the white Xbox Sphere on the front right of the console being illuminated white.
- Position the console near the TV, same as you would a cable box. Do not set other devices on Xbox One or under (have it be the only electronics other than the TV in its vicinity).
- Use the version of the Xbox One console that fits the intended audience for the communication, either Xbox One X or Xbox One S. Reach out to Xbox Brand for more details.
- Do not use the Xbox 360 console in any communications.

Controllers

- Also ensure stickers and tags are removed if present from all sides of the controller
- Ensure the controller is on while filming, this also will have an Xbox Sphere illuminated in white in the center of the controller.
- Ensure only modern Xbox wireless controllers are used, (2017 or later). Pending the audience and communication focus, use the evergreen white or black controllers that comes with the console.

Setup

- Setup the console ahead of time if possible.
- Put batteries (2 AA for each controller) and would recommend pairing them to the console as well.
- Put the game in the console once set up to ensure it loads and is ready to go.

Cast

- Use a tone that is fun/friendly competition (not mean spirited).
- Please confirm any necessary ratings clearances are obtained (such as the ESRB for the US, etc.). Your game partner approver will be able to assist with that likely.



Tagline use

"Jump in." is the Xbox brand tagline. It is an invitation.

The tagline is limited in use for select Xbox brand led communications which may include advertising, video, retail or event signage and collateral as a hero statement.

Do not pair the tagline with any logo other than the Xbox logo.

The tagline has been incorporated into the brand mnemonic.

When looking to use the tagline, please contact xboxbrand@microsoft.com for the development and review of materials.

Tagline

The tagline is always presented in sentence case with a capital "J", and ends with a period.

Tagline

Jump in.

Clear space and minimum size

Scale relationship

The tagline should be sized so the bottom of the “p” and top of the “i” match the height of X in the Xbox wordmark. Size the Xbox logo based on the guidance in the logo sizing page in this document.

Alignment

With the horizontal Xbox logo place the tagline to the right of the logo, and align the cap-height of the tagline to the center of the Xbox wordmark.

With the stacked Xbox logo, place the tagline to the left edge of the Xbox wordmark.

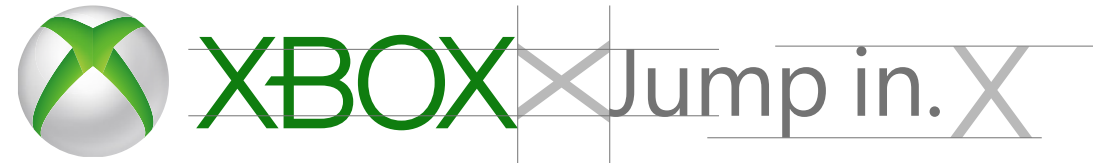
The distance between the logo and the tagline is the vertical height of X in the wordmark.

Do not place a line between the logo and tagline.

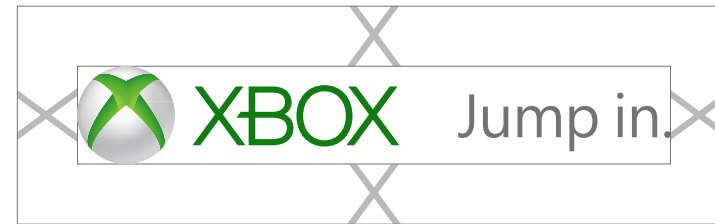
Clear space

When the tagline is paired with the Xbox logo it uses the same clear space as the logo.

Horizontal



Clear space



Minimum size



Print .43 in/11 mm
Screen 30 px

Stacked



Treatment

Type & Weight

The tagline is treated in Segoe regular.

Color

Use the color mid-gray on white or light backgrounds.

Use the color white on green, dark or busy backgrounds.

Horizontal



Stacked



Microsoft logo guidance

Usage

Use the Microsoft logo in any communications noted by the following chart.

| Events | |
|--------------------------------------------------------------------------------------------|------------|
| Booths and installations: Use in a single, visible location in the space, avoid repetition | Yes |
| On stage: Use in a single, visible location in the space, avoid repetition | Yes |
| Advertising | |
| TV / video - mnemonics | Yes |
| Print advertising | Yes |
| Out of home advertising | Yes |
| 3 rd -party advertising of partnership materials | No |
| Digital | |
| Digital advertising | Yes |
| Xbox.com (if not in universal Microsoft header, use in footer only) | Yes |
| Consumer engagement email (footer only) | Yes |
| Material with dimensions less than 300 X 250 px | No |

| Retail | |
|---------------------------------------------------------|------------|
| Point of purchase | Yes |
| Material with dimensions less than 5 in or 12.7 cm | No |
| 3 rd -party game advertising | No |
| Instructional and wayfinding material | No |
| Joint marketing materials with retailer or other brands | No |
| Displays | Yes |
| Permanent materials owned by retailers | Yes |
| Console and accessory product packaging | No |
| Other | |
| Internal communications | Yes |
| Partnerships | No |
| Sponsorships | No |



Logo

Do not modify the logo.

The logo should not act as or be part of a headline or copy.

The Microsoft logo and the Xbox logos should be independent from each other and should never be used in a lockup together.

Logo options

The logo does not require trademark bugs in most instances, including advertising and marketing.

Please contact xboxbrand@microsoft.com for further guidance if you are using logos for software, hardware, packaging or books and manuals published by Microsoft. Trademark bugs may still be required, per guidance at <https://microsoft.sharepoint.com/sites/lcaweb/Home/Marketing/Marketing-and-Advertising-Content/Branding-and-Notices>



Logo



Preferred for on green
MSFT_logo_c_C-Wht.pdf
MSFT_logo_rgb_C-Wht.pdf



Preferred for on white
MSFT_logo_c_C-Gray.pdf
MSFT_logo_rgb_C-Gray.pdf

Asset index

Logos



XboxOne_2017_horizontal



Xbox_2016_horizontal



XboxOne_2017_horizontal



Xbox_2016_horizontal



MSFT_logo

Icons



Xbox_EliteSeries2_icon_2019_Whit



Xbox_Windows



Windows10



Windows

Hardware



Xbox_Windows10_Iconic_Device_Lockup



XboxEco_Cntrlr_Lptp_Pcrig_Tblt_Phn



*Additional color spaces, file formats and files may be available.

Ecosystem lockups



XboxDynEco_Tblt_Phn



XboxDynEco_XboxOne_S_X_CnslCntrl_TV



XboxDynEco_XboxOneS_CnslCntrl_Lptp_Phn



XboxDynEco_XboxOneS_CnslCntrl_Lptp_TV



XboxDynEco_XboxOneS_CnslCntrl_TV_CnslCntrl_TV



XboxDynEco_XboxOneX_CnslCntrl_TV_Lptp_Cntrl



XboxDynEco_XboxOneX_CnslCntrl_TV_Lptp_Phn



XboxDynEco_XboxOneX_CnslCntrl_TV



XboxEco_Cntrl_Lptp_Pcrig



XboxEco_Cntrl_Lptp_Pcrig_Tblt_Phn



XboxEco_Cntrl_Lptp_Tblt_Phn



XboxEco_Cntrl_Pcrig



XboxEco_Lptp_Cntrl



XboxEco_TV_Cntrl



XboxEco_XboxOneS_CnslCntrl_TV_Lptp_Pcrig_Tblt



XboxEco_XboxOneS_CnslCntrl_TV_Pcrig



XboxEco_XboxOneS_CnslCntrl_TV_Pcrig



XboxEco_XboxOneS_CnslCntrl_TV_Lptp_Pcrig



XboxEco_XboxOneX_CnslCntrl_TV_Lptp_Pcrig



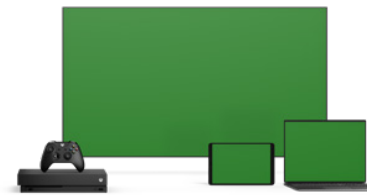
XboxEco_XboxOneX_CnslCntrl_TV_Lptp_Pcrig_Tblt_Phn



XboxEco_XboxOneX_CnslCntrl_TV_Lptp_Phn



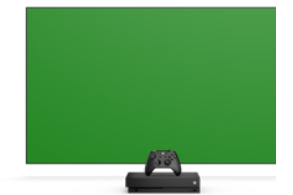
XboxEco_XboxOneX_CnslCntrl_TV_Lptp



XboxEco_XboxOneX_CnslCntrl_TV_Lptp_Tblt



XboxEco_XboxOneX_CnslCntrl_TV_Pcrig



XboxEco_XboxOneX_CnslCntrl_TV



*Additional color spaces, file formats and files may be available.

Thank you

For additional guidance, access the entire library of brand guidelines **here**.

For assets, brand questions and reviews, contact: **xboxbrand@microsoft.com**



