



# Brand Guidelines

October 4, 2013

# Welcome!

These guidelines are for Xbox Live.  
For asset assistance, please see the contacts below.

**Brand help and reviews:** [xboxbrand@microsoft.com](mailto:xboxbrand@microsoft.com)

**Brand asset help:** [xboxbrandsup@microsoft.com](mailto:xboxbrandsup@microsoft.com)

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# Identity

# Principles

## Premium

Achieve the highest levels of quality and craftsmanship.

## Iconic

Use striking imagery and memorable language.

## Simple

Be focused, with clean layouts and tight copy.

## Experience forward

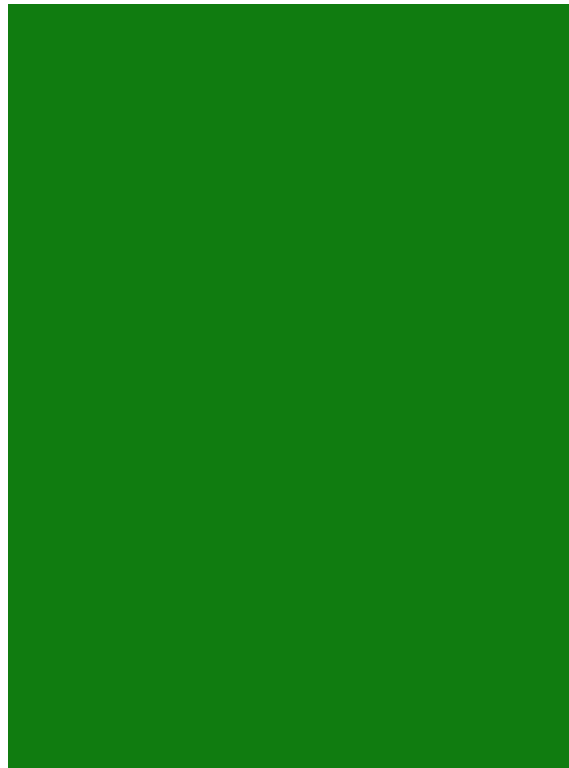
Lead with games and entertainment experiences that create desire.

## Differentiated

Look and sound uniquely Xbox.

# Signature layouts

Xbox



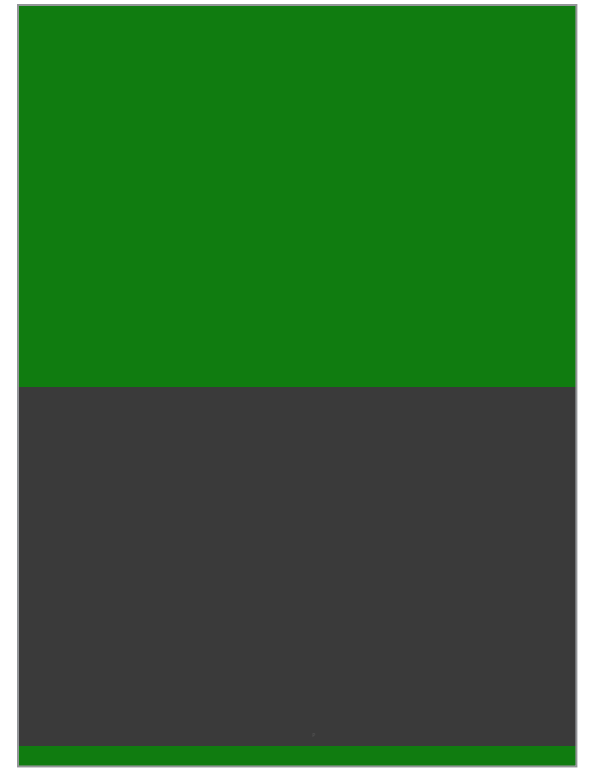
Xbox One



Xbox 360



Xbox Live



# Elements

# Overview

## Logo



## Type



## Color



## Layouts



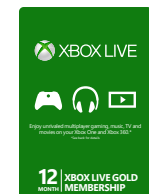
Flood

50% green with green bar

## Hardware



## Retail Card



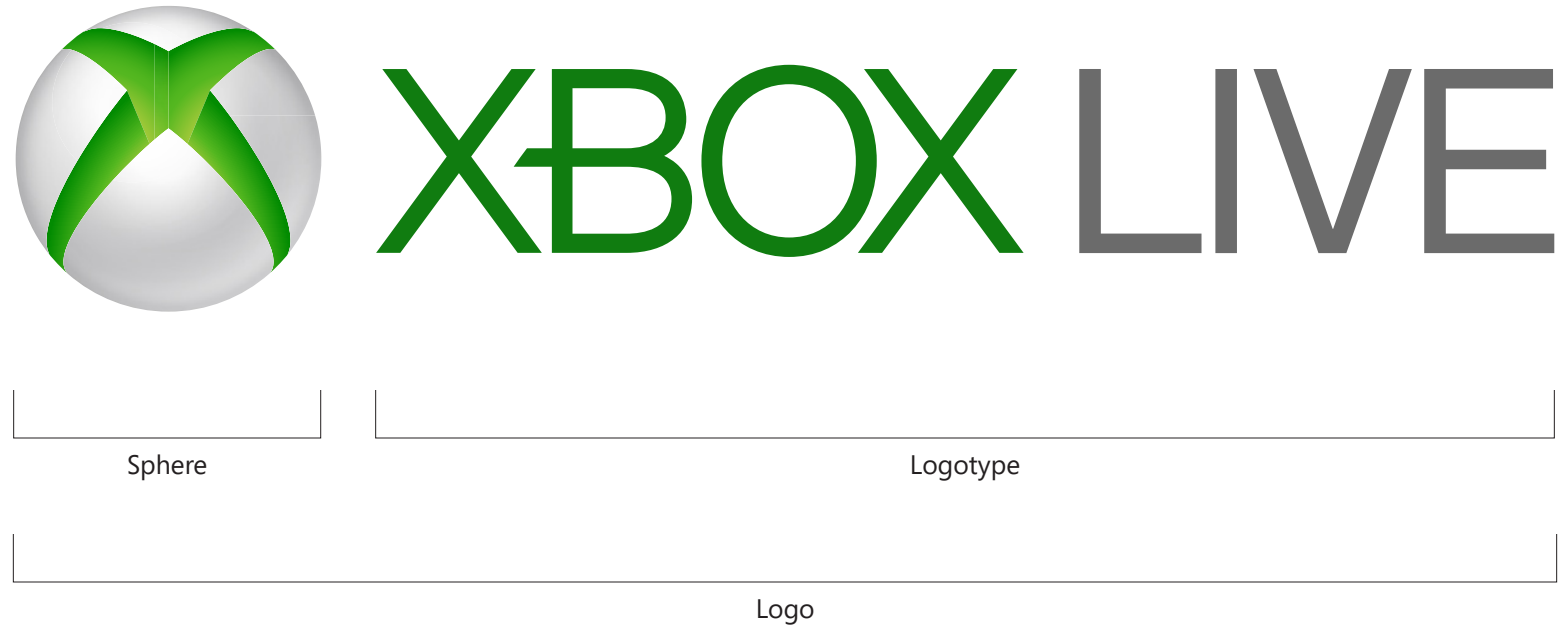


# Logo

When to use Xbox Live:

In communications featuring Xbox Live Gold. The Xbox Live logo should be used instead of Xbox One or Xbox 360 logos.

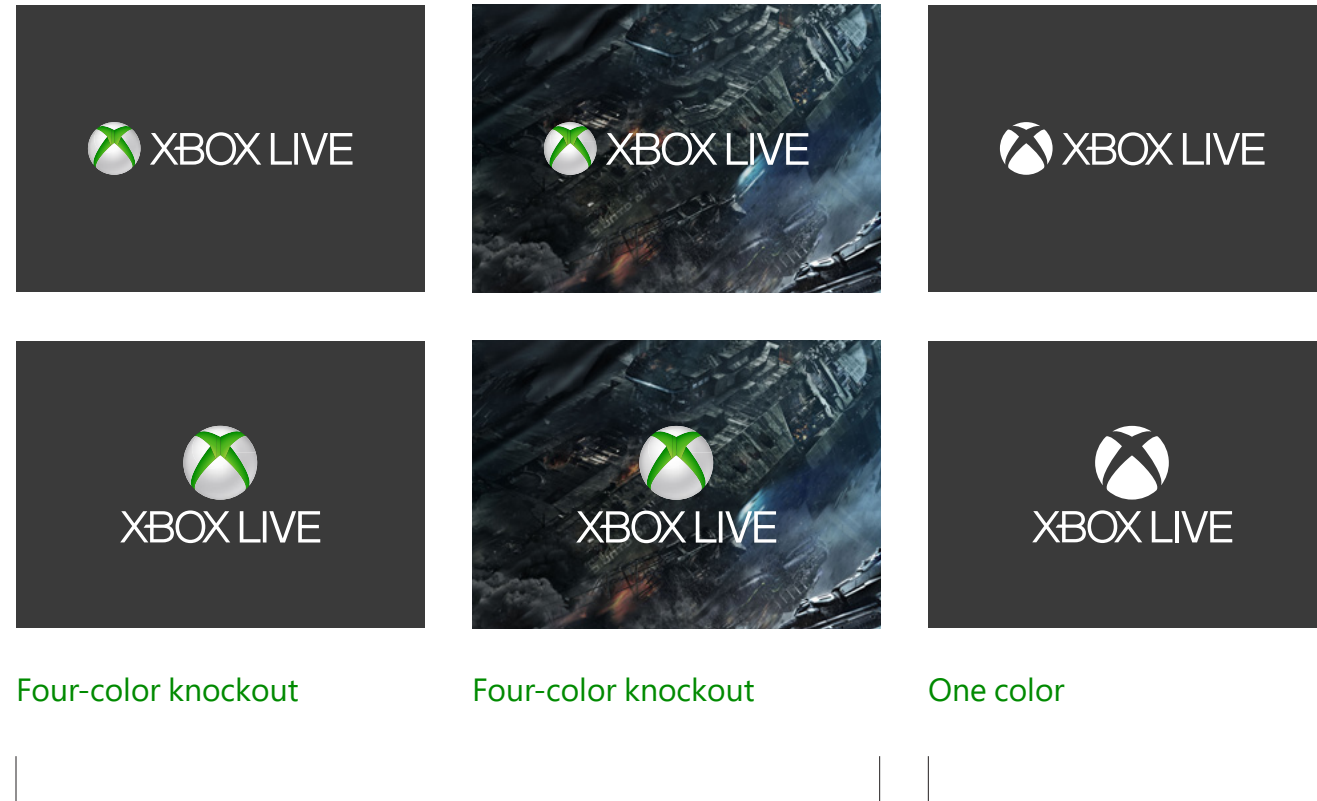
In communications that are promoting programs being featured on the service (Games with Gold, Deal of the week, Summer of Arcade etc.).



## 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.

Please contact [xboxbrand@microsoft.com](mailto: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 <http://lcaweb/marketing/Pages/Branding.aspx>



Four-color knockout

Four-color knockout

One color

Preferred

The provided one-color version may be used as a single color or as a knockout for joint communications with other Microsoft brands.

## Clear space and size

Minimum clear space



Minimum size



Print .43 inch / 11 mm  
Screen 30 pixels

## Type

### Headlines and sub-headlines

Light is recommended for type 24pt. and larger.

SemiLight or Regular should be used for web or where legibility is an issue.

### Body copy

Regular is recommended.

Seggøe

Pro

Light

Regular

## Color palette

Slate Gray is the primary color for Xbox Live. It should be the primary color in Xbox Live communications.

Set all type in white.

White and black should use the alternate broadcast colors for all broadcast TV, UI and dash.

### Broadcast Black

RGB 16/16/16

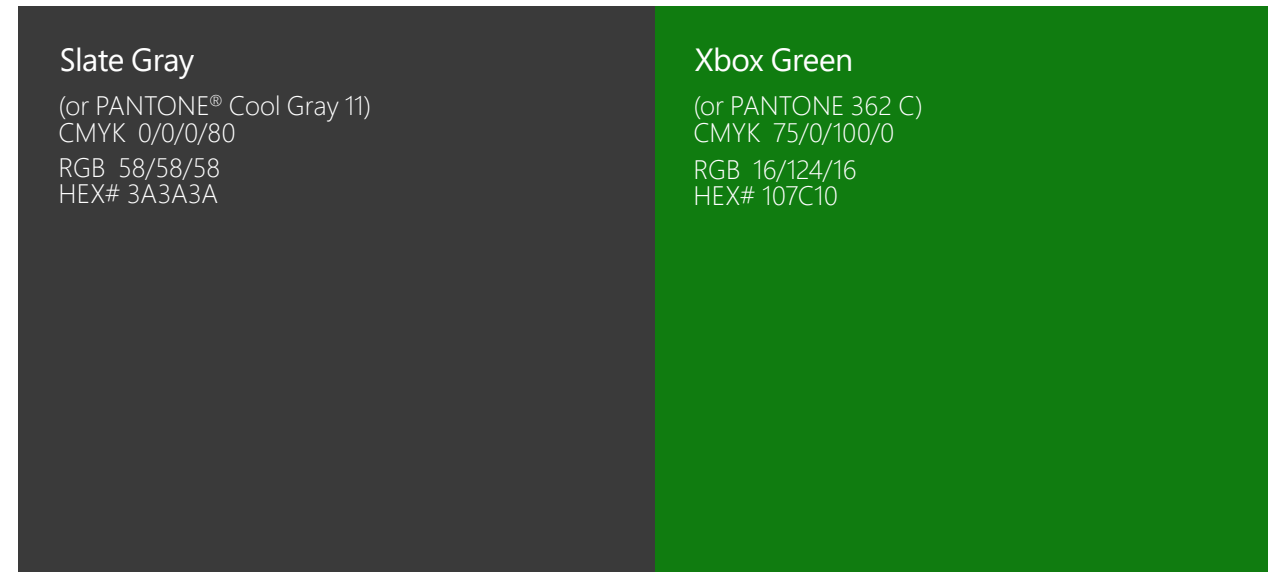
HEX# 101010

### Broadcast White

RGB 235/235/235

HEX# EBEBEB

## Fill colors



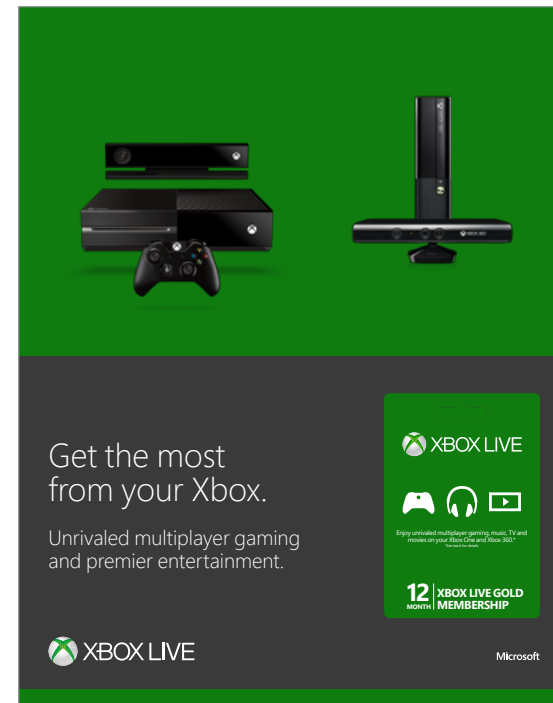
# Layout

Keep the Xbox Live logo on Slate Gray whenever possible.

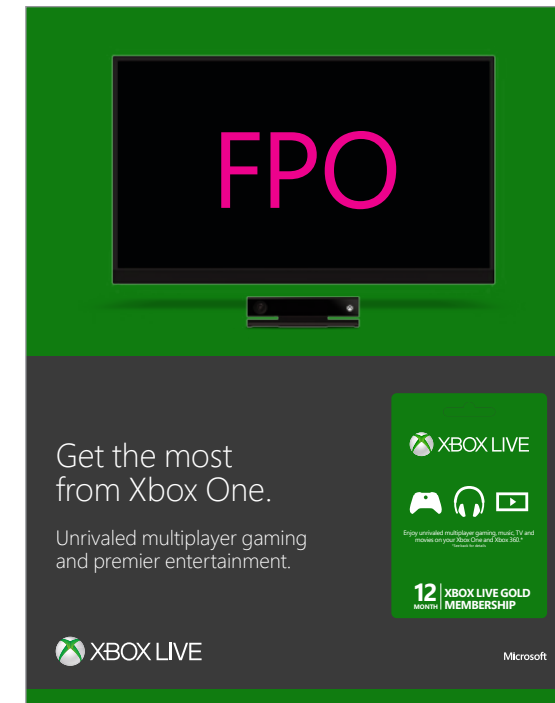
When Xbox Live is being messaged or merchandised outside of an Xbox branded area, and for communications promoting programs on Xbox Live (Games with Gold, Deal of the week, Summer of Arcade etc.), Xbox Green should be at least 50% of a given layout. Follow guidance for the 50% green with green bar layouts in the Xbox One Brand guidelines.

Don't combine the Xbox Live logo with Xbox One or Xbox 360 logos. If the communication's purpose is to sell Gold, use the Xbox Live logo. If it is a platform communication featuring the benefits of Xbox Live, the platform branding should lead.

Xbox One and Xbox 360



Xbox One



Xbox 360



## Hardware

Showcase the benefits of Xbox Live through experiences that feature Xbox Live Gold, whenever possible. These should be shown on a TV screen with consoles, to represent the living room.

Apps, promotional programs graphics and UI can be used if in-experience art is not available.

Communications featuring both Xbox One and Xbox 360 should not use UI experiences as they vary from Xbox One to Xbox 360.

Refer to the Xbox Brand Guidelines for detailed information on screen content.

For screen content assets and approvals:

Xbox Music and Xbox Video:  
[XboxVideoMusicAssets@microsoft.com](mailto:XboxVideoMusicAssets@microsoft.com)

Xbox SmartGlass:  
[smartglassmarketing@microsoft.com](mailto:smartglassmarketing@microsoft.com)



## Retail card

Xbox Live retail card should be used in marketing as this is the primary way consumers buy membership to Xbox Live.





# Showcase

# Xbox 360 marketing

Microsoft




FPO



Get the most from Xbox 360.  
Unrivaled multiplayer gaming and premier entertainment.




Microsoft



Get the most from Xbox 360.  
Unrivaled multiplayer gaming and premier entertainment.



XBOX LIVE



# Xbox One marketing



Get the most from Xbox One.

Unrivaled multiplayer gaming and premier entertainment.

 XBOX LIVE



Enjoy unrivaled multiplayer gaming, music, TV and movies on your Xbox One and Xbox 360.  
Play back to Xbox.

**12** MONTH XBOX LIVE GOLD MEMBERSHIP

 XBOX LIVE

Microsoft



Get the most from Xbox One.

Unrivaled multiplayer gaming and premier entertainment.

 XBOX LIVE




Enjoy unrivaled multiplayer gaming, music, TV and movies on your Xbox One and Xbox 360.  
Play back to Xbox.

**12** MONTH XBOX LIVE GOLD MEMBERSHIP

 XBOX LIVE

Microsoft

# Multi-platform marketing



Get the most from your Xbox.  
Unrivaled multiplayer gaming and premier entertainment.

XBOX LIVE

Enjoy unrivaled multiplayer gaming, music, TV and movies on your Xbox One and Xbox 360.  
Play back to back.

12 MONTH XBOX LIVE GOLD MEMBERSHIP

XBOX LIVE

Microsoft



Get the most from your Xbox.  
Unrivaled multiplayer gaming and premier entertainment.

XBOX LIVE

Enjoy unrivaled multiplayer gaming, music, TV and movies on your Xbox One and Xbox 360.  
Play back to back.

12 MONTH XBOX LIVE GOLD MEMBERSHIP

XBOX LIVE

Microsoft

# Nomenclature

## Xbox Live

### Name in text

"Xbox Live delivers an unrivaled multiplayer gaming experience..."

### Do

- Add the descriptor of "service" to Xbox when talking about Xbox Live branded services. They need to be distinguished from the Xbox consoles.
- Use the word "on" when referring to content or experiences on the Xbox Live services (e.g., "Conquer the Universe with your crew on Xbox Live").
- Use "on" in conjunction with Xbox Live, Xbox One, Xbox 360 and other platforms, like Windows 8 (e.g., "Gaming is more amazing on Xbox Live," "With Xbox Music on Windows Phone).
- Use "with" in conjunction with the Xbox Live brand (e.g., "Entertainment is more amazing with Xbox Live").

### Do not

- Refer to Xbox Live as "Live."
- Refer to Xbox Live as "Xbox."
- Use Xbox Live in a possessive or plural form. It will be confused with "My Xbox" on the iOS and Android platforms.
- Write out "Live" lowercase.
- Make the ® smaller than 4 pt. (the ® should appear as superscript).
- Translate Xbox Live.

## Xbox Live Gold

## Xbox Games

## Xbox Music

## Xbox Video

All branded experiences follow similar guidance.

### Name in text

#### Xbox Live

"Get the most from Xbox with Xbox Live Gold."

#### Xbox Games

"Xbox Games has the widest range of games available across all of your devices..."

#### Xbox Music

"Xbox Music brings you all the music you love..."

#### Xbox Video

"Xbox Video has the best video..."

### Do

- Always typeset in a font from the Segoe Pro family.
- Always use title case in marketing materials.

### Do not

- Shorten to "Xbox" or the experience name (e.g., "Music").
- Translate "Xbox Live Gold," "Xbox Games," "Xbox Music" or "Xbox Video," because they are trademarks.
- Add a space between "X" and "box."
- Capitalize the "b" in "Xbox."
- Use "X" by itself to represent "Xbox."
- Create new "X" names to indicate association with Xbox.

