

XBOX ONE



Guidelines

August 9, 2013

Welcome!

Designing for Xbox One?

You've come to the right place.

These guidelines are for Xbox One communications.

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

For asset help, contact: xboxbrandsup@microsoft.com

Identity

5 Principles

Elements

- 7 Overview
- 8 Logo
- 11 Type
- 12 Color pallet
- 13 Console with sensor
- 14 TV with sensor
- 15 Product screenshots

Layout

- 17 100% green
- 18 50% green with green bar
- 19 Placing elements
- 20 Logo sizing
- 21 Placement of type

Showcase

- 23 Platform marketing
- 25 Platform with entertainment marketing

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.

Elements

Overview



Segoe
Pro Light
Regular



Logo

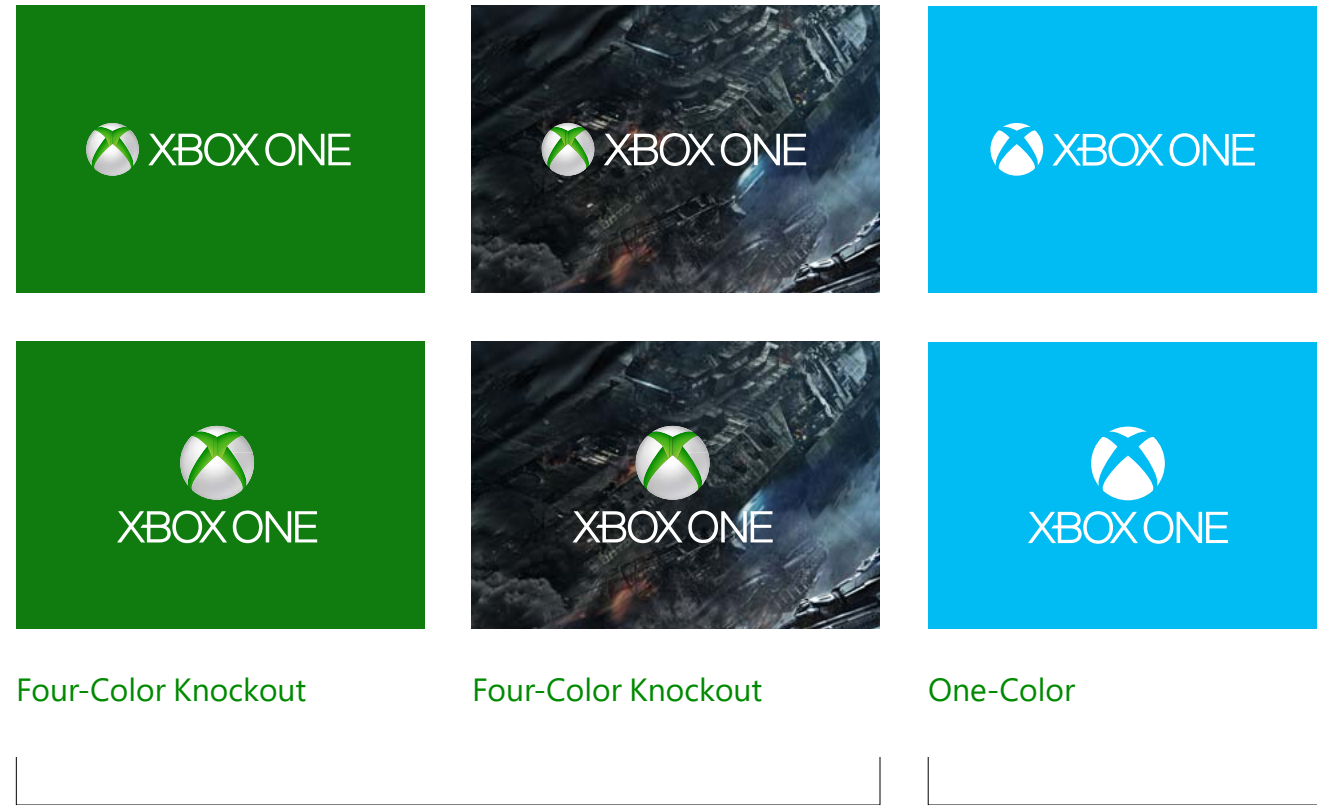


Logo options

The preferred logo should be the logo used 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 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

Height of primary logotype for all logos.



Minimum size



Print .43 inches
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

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



Accent colors



Mid Gray

CMYK 0/0/0/50
RGB 107/107/107
HEX# 6B6B6B



Light Gray

CMYK 0/0/0/20
RGB 194/194/194
HEX# C2C2C2



White

CMYK 0/0/0/0
RGB 241/241/241
HEX# F1F1F1



Light Green

CMYK 50/0/85/0
RGB 93/194/30
HEX# 5DC21E

Console with sensor

Use artwork as provided.

CMYK files are provided in formats specific to application: AI files for Adobe Illustrator, INDD files for Adobe InDesign and PSD files for Adobe Photoshop.

Bleeds and file specific instruction are provided in CMYK versions of the cropped assets. This can be found in non-printing layers for Adobe Illustrator and Indesign, or by turning on the notes pallet in Photoshop and clicking the note in the file. Use these files in accordance to the file-specific guidance provided.

If an off-color box appears around the shadow when placing assets into another application, make sure that the application your placing into is set to overprint preview.



Minimum Size



Print 2 inches
Screen 150 pixels
10% layout



Minimum Size

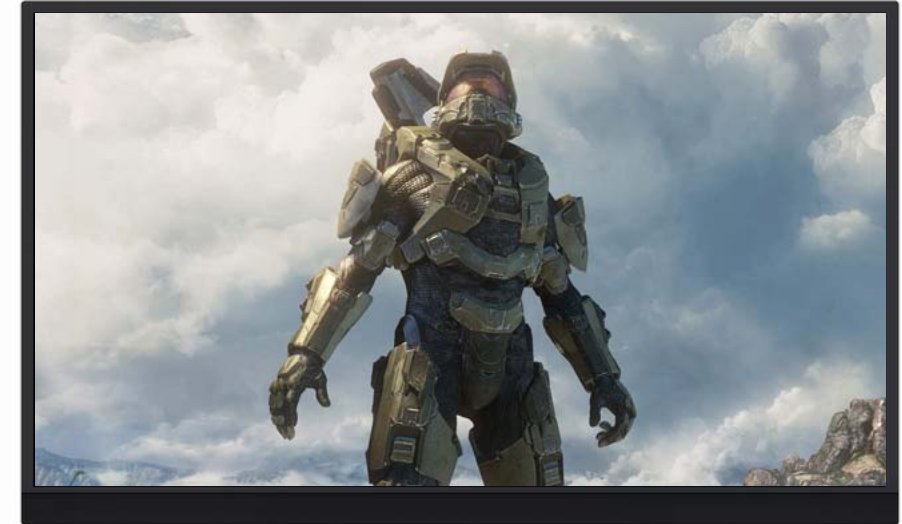
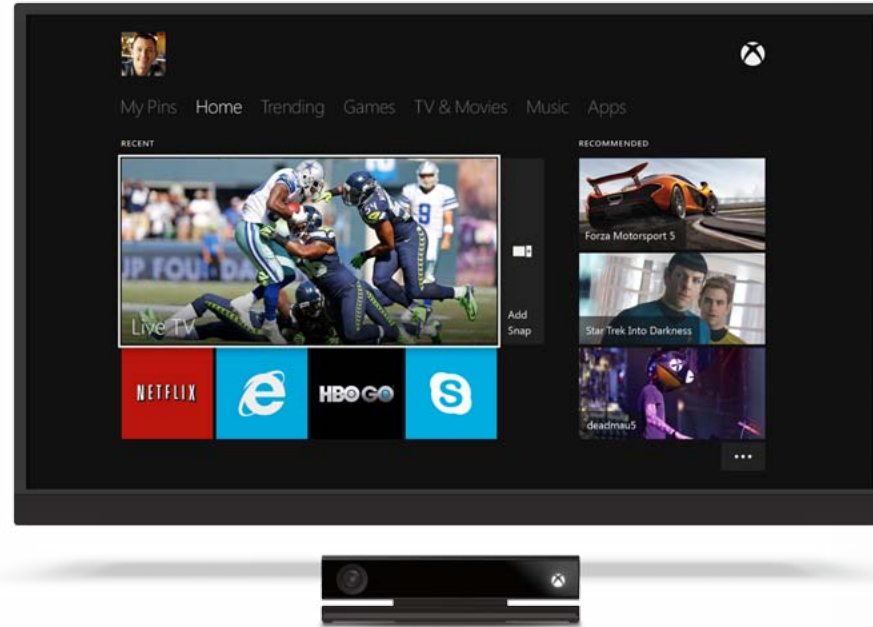


Print 1 inches
Screen 75 pixels
10% layout

TV with sensor

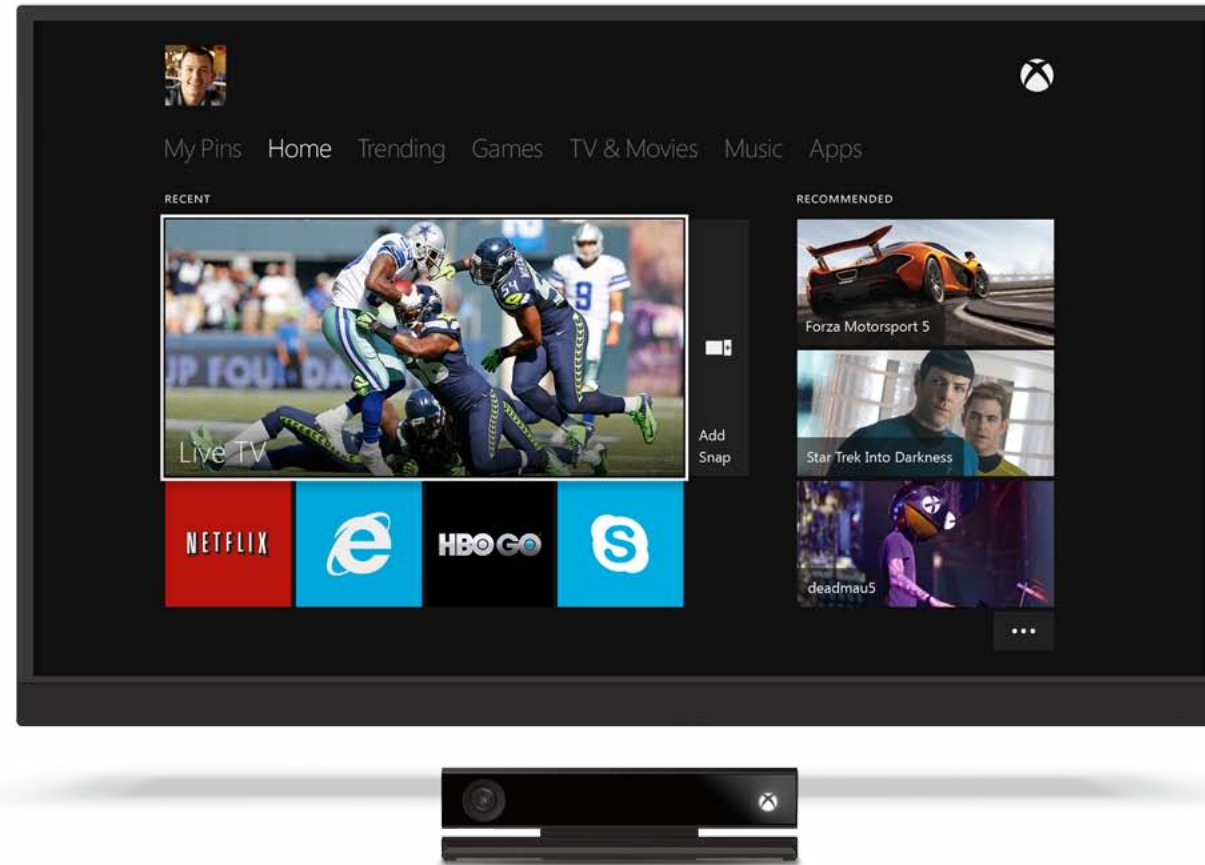
Always place a UI screen shot or content on the TV screen.

A sensor should always appear below the TV unless it appears somewhere else in the layout



Product screenshots

Home screen and other screenshots should always be placed in the TV.



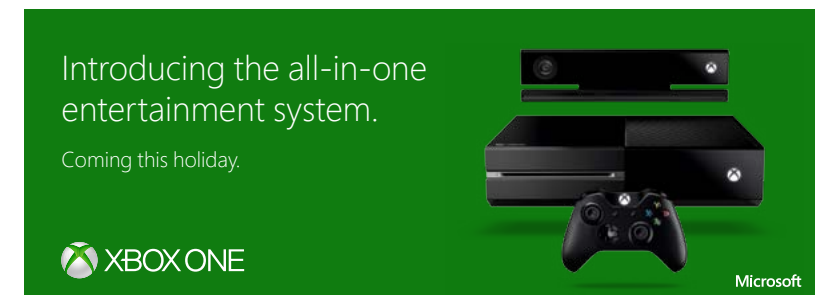
Layout

100% green

Flood green may be used when marketing the console and sensor.



Green canvas
100% of canvas



50% green with green bar

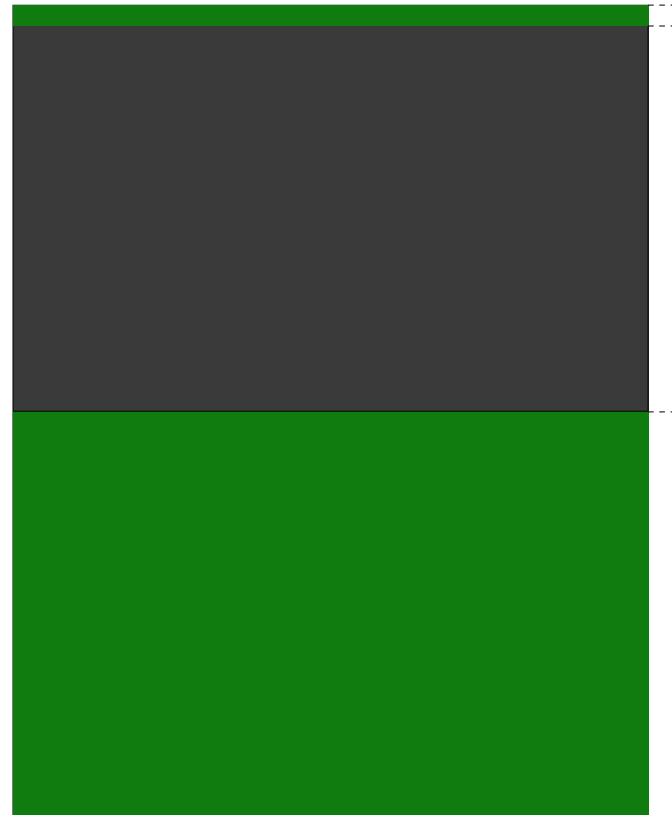
The green bar

Required when using the 50% green panel.

Green panel

Always placed opposite the green bar.

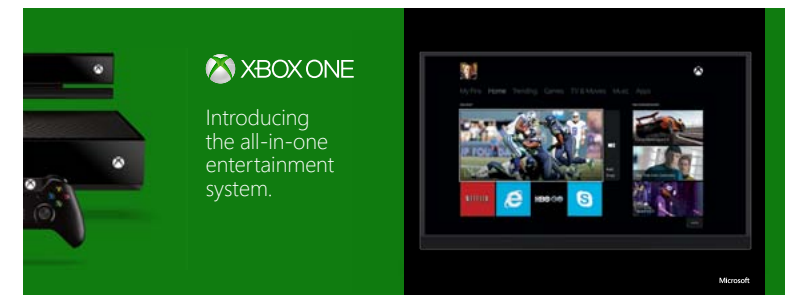
Preferred panel for showcasing hardware.



Green bar width
2.5% of longest edge

Secondary panel
47.5% of longest edge

Green panel
50% of longest edge



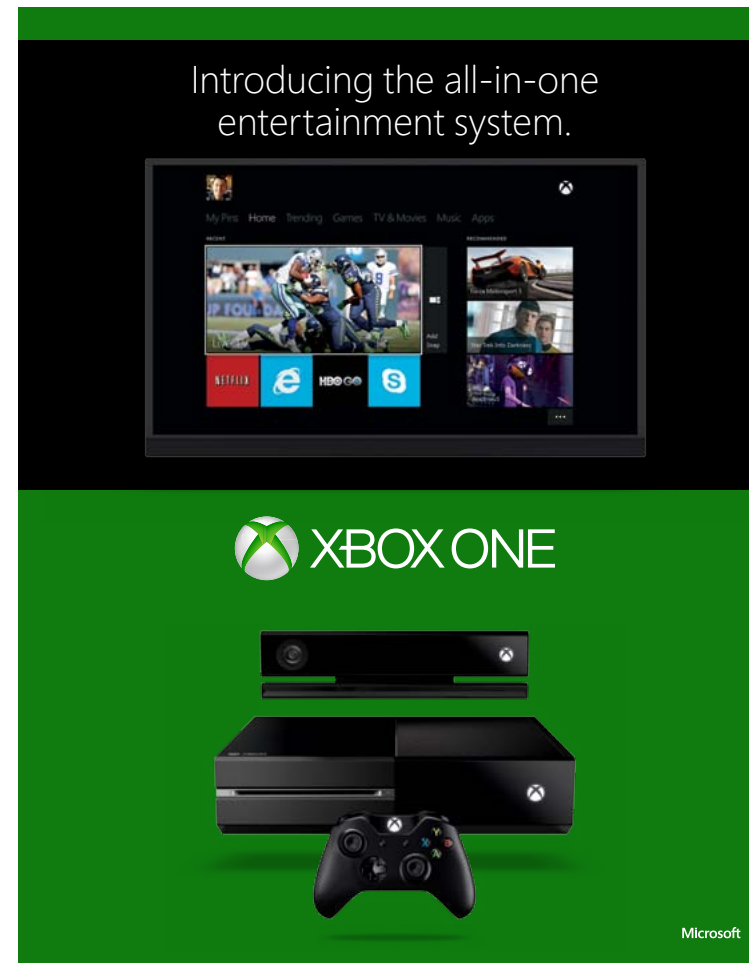
Placing elements

Games and entertainment content can only be placed as a full flood on the secondary panel or filling the TV screen.

Games and entertainment content can only be placed as a single image, not a collage.

UI screen shots, including the home screen, are placed only in the TV screen.

No element should be repeated or extend into another panel.



Logo sizing

Xbox One logo

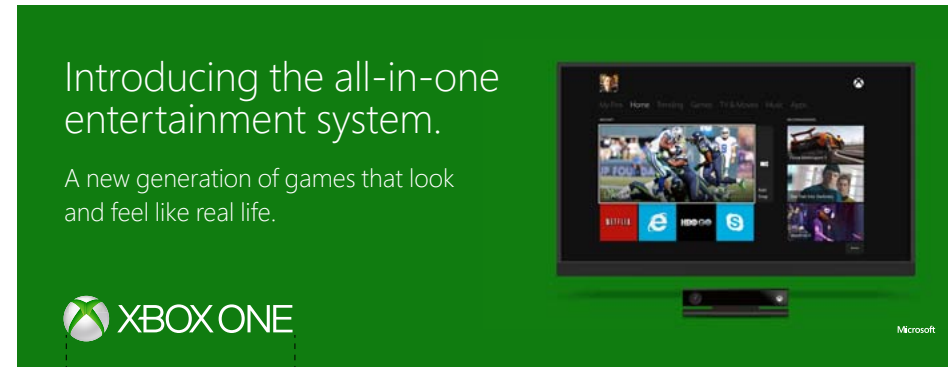
The Xbox One logo must be at least 20% of the layout.

Microsoft logotype

The Microsoft logotype should follow minimum size guidance and should not exceed 50% of the "X" height of the Xbox One logo.

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

Not all creative requires the Microsoft logotype. Please see the Microsoft logo guidelines for Xbox for additional usage guidance.



20% of layout minimum

Minimum size



Print .43 inches
Screen 30 pixels



Minimum scale and shared plane alignment



Print .7 inches
Screen 44 pixels

Placement of type

Placement

Type may be placed on a panel by itself.

Type may be placed on a panel with hardware.

Never place type in a TV, on a panel with a flood of content or on the green bar.

Never place type by itself in multiple panels.

Case

Sentence case is preferred for all communications. All caps may be used sparingly for sub-heads.

Leading

Should be set at +6pt. for all type above 30pt.; should be left at auto for any smaller sizes.

Justification

Type can either be left justified or centered, depending on the layout.

Type should never be set flush right or fully justified.



Showcase



XBOX ONE

Introducing the all-in-one entertainment system.

Coming this holiday.

Microsoft



XBOX ONE

Introducing the all-in-one entertainment system.

Coming this holiday.

Microsoft

Coming Holiday 2013.



The image shows a television screen displaying the Xbox One user interface. The interface features a navigation bar at the top with options: My Profile, Home, Trending, Games, TV & Movies, Music, and Apps. Below this, there are several content tiles, including a large one for 'IP FOUR DAY' and another for 'The Mindy Project'. At the bottom of the screen, there are icons for Netflix, the Xbox logo, HBO GO, and another service. Below the TV, the Kinect sensor is visible.

 XBOX ONE

Microsoft



The image displays the Xbox One console and its wireless controller. The console is a sleek, black, horizontal device with the Xbox logo on the front. The controller is also black with the characteristic Xbox button colors (A, B, X, Y). The Kinect sensor is shown above the console.

 XBOX ONE

Introducing
the all-in-one
entertainment
system.

Microsoft

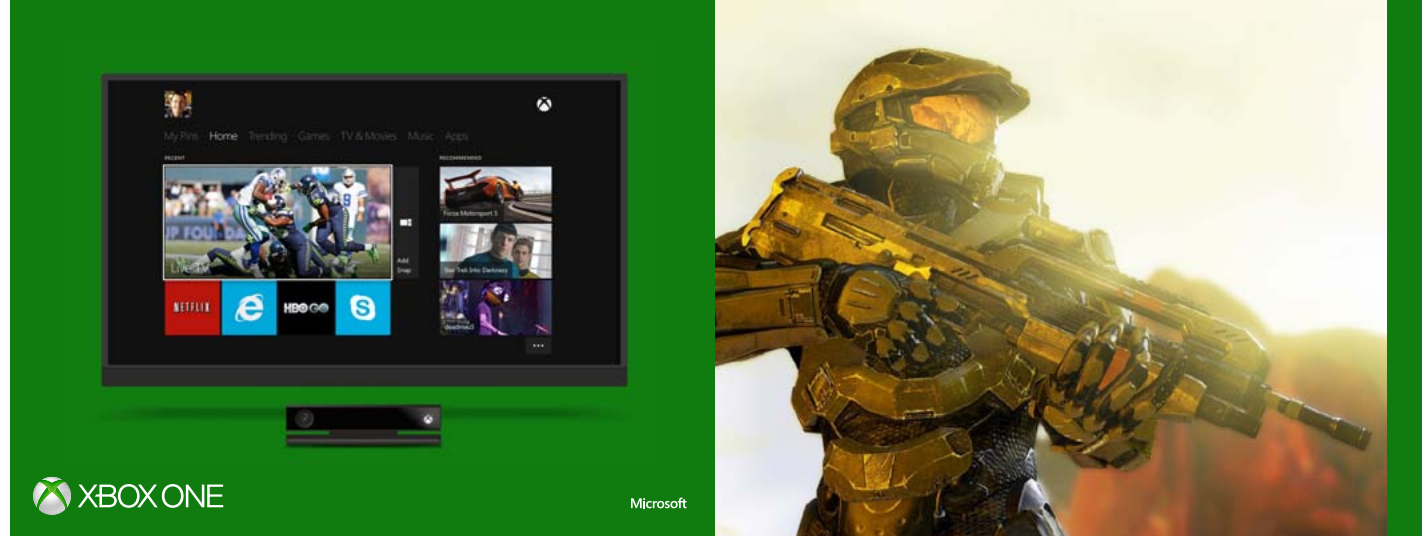


XBOX ONE

Introducing the all-in-one entertainment system.

Games, live TV, movies, music and sports in one place.


Microsoft



XBOX ONE


Microsoft





The image shows a television screen displaying the Xbox One user interface. At the top, there are navigation tabs: My Pins, Home, Trending, Games, TV & Movies, Music, and Apps. Below this, there are two main sections: 'RECENT' on the left and 'RECOMMENDED' on the right. The 'RECENT' section features a large image of a football game. The 'RECOMMENDED' section shows smaller thumbnails for 'Forza Motorsport 5' and 'Star Trek Into Darkness'. At the bottom of the screen, there are four app icons: Netflix, e (ESPN), HBO GO, and S (Sky). The entire interface is set against a dark background.


Introducing the all-in-one entertainment system.



The image shows the Xbox One console and Kinect sensor. The console is a black, rectangular device with the Xbox logo on the front. The Kinect sensor is a black, horizontal device with a camera lens and sensors. A black Xbox One controller is positioned in front of the console.

XBOX ONE

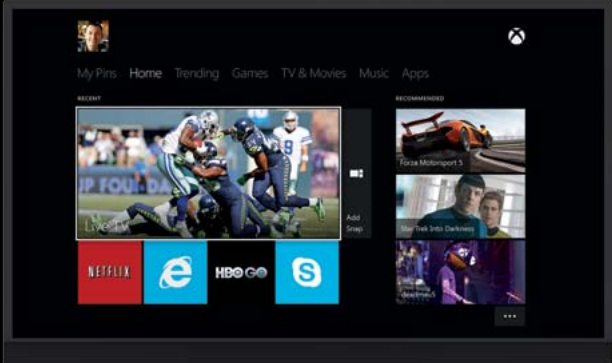
Microsoft



The image shows the Xbox One console and Kinect sensor. The console is a black, rectangular device with the Xbox logo on the front. The Kinect sensor is a black, horizontal device with a camera lens and sensors. A black Xbox One controller is positioned in front of the console.

XBOX ONE

Introducing the all-in-one entertainment system.

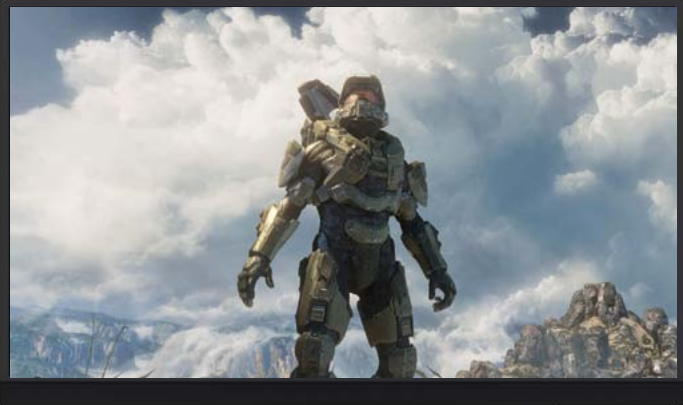



The image shows a television screen displaying the Xbox One user interface, identical to the one in the previous block. It features navigation tabs, 'RECENT' and 'RECOMMENDED' sections, and app icons at the bottom.

Microsoft




The advertisement features a green background. At the top, a still from Star Trek: Enterprise shows two characters in blue and yellow uniforms. Below this, on the left, are images of the Xbox One console and its controller. To the right of these images, the Xbox logo is followed by the text 'XBOX ONE'. Below the logo and text, the phrase 'Introducing the all-in-one entertainment system.' is written in white. In the bottom right corner, the word 'Microsoft' is printed in a small font.




 **XBOX ONE**
Introducing the all-in-one entertainment system.

Microsoft

Introducing the all-in-one entertainment system.



 **XBOX ONE**

Microsoft

A new generation of games that look and feel like real life.



 XBOX ONE

Microsoft





 XBOX ONE

Introducing
the all-in-one
entertainment
system.

Microsoft

Nomenclature

Xbox One

First use

"Xbox One"

Descriptor

The all-in-one entertainment system.

Components

It consists of the Xbox One console, the Xbox One controller and the new Kinect.

Do Not

- use "Xbox" alone to represent the platform or the console.
- refer to Xbox One as "One."
- use "Xbox" or "Xbox One" in a possessive or plural form.
- 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.

