Microsoft

Microsoft® **Hardware** Visual Style Guide

FY08 Update

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Introduction

The Microsoft® Hardware Visual Style Guide was designed to assist you in creating marketing materials for Microsoft Hardware products and maintaining Microsoft Hardware's visual style consistently throughout the world. This guide includes samples and guidelines which you should share with your vendors and agencies.

The Microsoft Hardware visual style should be incorporated in all materials produced for Microsoft Hardware products. Please feel free to contact the Microsoft Hardware marketing communications team in Redmond at **hwmarcom@microsoft.com** if you have any questions.

Updates

Please take note of the following changes that have been made:

- Revised information on Internet communications products
- More detailed packaging architecture specifications
- Microsoft SideWinder® brand guidelines

Microsoft corporate brand

The Microsoft Hardware visual style includes some of Microsoft's corporate visual style elements as well as certain colors and graphics that will be unique to Microsoft Hardware. The Microsoft corporate brand visual style emphasizes customer focus and resonates with the inspirational aspects of our brand. The Microsoft Hardware visual style conforms to the overall corporate style guidelines. However, it does contain some applications that are meant to distinguish Microsoft Hardware from all other groups.

The complete Microsoft Visual Style Guide may be found on the Microsoft Brand Tools Web site at **https://brandtools.partners.extranet.microsoft.com**. Please make sure your agencies have access to this site, since it contains pertinent information that may not be included in this guide.

Usage

Materials herein are not for use by third parties, including but not limited to OEMs, DSPs, ISVs, IHVs, or resellers. Authorized vendors may only use materials pursuant to an express work request and/or agreement from Microsoft.

Microsoft brand and logo

Regardless of the context, the Microsoft logo is our single most powerful visual asset. It is one of the world's most recognized corporate marks. It is a potent symbol of our brand, yet it is flexible and legible in a wide variety of contexts.

However, for our logo to retain its full power, it must be protected by everyone who uses it. And all it takes to do that is a little vigilance and a few simple rules. The Microsoft logo:

• Must be present in all communications from Microsoft.

• Is a trademarked company logo and may not be re-created or modified in any way.

• Should only be reproduced in black or white (preferred). Microsoft gray and silver are reserved for corporate business papers and signage.

• Is typically used as a sign-off in the lower right corner for Microsoft corporate communications. When used with subbrands, it should be used as an "endorser."

• Should never be used in text to represent the word Microsoft, except for approved Microsoft program logos such as Microsoft Learning and the Microsoft Partner Program. For more information on this, please see the Microsoft Exceptions: Strategic Programs section of the corporate branding Web site.

• Can be used with Microsoft's tagline, *Your Potential. Our Passion.*® Please see the Corporate Tagline guidelines for more information on how to use the Microsoft tagline.

Critical aspects of our logo that you need to be aware of are as follows:

• Color
• Controlling the background
• Clearance
• Size and placement

Color

• Preferred Microsoft logo use is reversed white out of a color, photograph, or image background.

• The corporate logo can also be used in black.

Controlling the background

Our logo should always be placed on a simple, uncluttered background to encourage readability and provide a sense of free space. This includes being placed on open fields of solid color; on open fields where translucent color has been placed over a photo, creating an area of simplified texture; or on white.

Clearance

To stage the logo properly, maintain a minimum clearance equal to the cap height, x, around the logo and other elements. Only the tagline, Web address, and descriptive program names, in the Microsoft Logo Program, may be placed closer to the logo.

Size and placement

Research has shown that people are more inclined to purchase a product when they realize it is from Microsoft. Therefore, it is essential to ensure our logo is always legible and placed to establish a clear relationship with the product or service being marketed. To download Microsoft logo artwork, please go to Media Bank at **https://mediabank.partners.extranet.microsoft.com**.

Size

The Microsoft logo has no standard size; it can change size depending on its use. However, the logo must always be readable. To ensure this, the Microsoft logo should never appear smaller than 3/4 of an inch (2 cm) in length or 9-point cap height when printed. Online, the logo should never appear smaller than 60 pixels wide.

	PRINT	WEB
X	0.75 Inch	60 Pixels

Placement

On corporate communications:

- In general, use the Microsoft logo as a sign-off in one of three places — lower right (preferred), upper right, and upper left corner (when Microsoft is "introducing" the communication, e.g., Web, presentations, and events).
- Demos, long animations, and presentations should sign off with the Microsoft logo at the end.

Logo misuses

1. Do not lock up the Microsoft logo with a product name.
2. Do not use the Microsoft logo in text to represent the word Microsoft.
3. Do not rotate the Microsoft logo.
4. Do not place the Microsoft logo inside a box or container of any shape.
5. Do not attach any symbol, icon, or graphic to the Microsoft logo.
6. Do not crop the Microsoft logo.
7. Do not place the Microsoft logo on a non-contrasting background.
8. Do not use the Microsoft logo in any color other than black or white.
9. Do not outline the Microsoft logo.
10. Do not adjust the letter spacing of the Microsoft logo.
11. Do not skew or modify the Microsoft logo.
12. Do not re-create the Microsoft logo.

The examples below show incorrect logo placement:

Font

Microsoft Segoe® is a proprietary font created specifically for our brand and is an approach-able, open, friendly, and versatile typeface that fits our brand perfectly. It was designed to work over a wide range of weights and widths, giving designers a palette for both expressive and functional typography across a range of media. It maintains legibility not only at varying sizes, but in online applications, as well as print work.

Segoe examples:

Microsoft Segoe Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;!@#$%^&*[]

Microsoft Segoe

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;!@#$%^&*[]

Microsoft Segoe Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;!@#$%^&*[]

Microsoft Segoe Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;!@#$%^&*[]

No more than three fonts are allowed to be used at once.

Brand messaging and tone

Every customer interaction, from advertising and marketing materials to executive speeches to press releases and sales calls, carries the potential to create several impressions of Microsoft. Such impressions are derived not only from what we say, but also from how we say it. However, traditionally, Microsoft hasn't considered messaging and tone to be very important; if verbally attacked by competitors, we would fire back in kind.

We need to realize that what's appropriate for others to say isn't appropriate for us. Our position in the marketplace causes us to be held to a higher standard. Therefore, we need to treat messaging as an important marketing discipline that can provide an additional competitive advantage.

The tones of Realizing Potential

Below are the new tones supporting Realizing Potential. These tones should be used to develop all corporate communications.

Empathetic

Customers need to know that we understand their needs and that we share an interest in their goals. Innovation is often born of need, and it's only by our customers pushing our products to their limits that we can see where we need to grow.

Responsible

We know what we believe in, and so must our customers. We should be thoughtful in our actions, forthright with our motivations, and candid in our communications, because we believe that shows us in the best light.

Passionate

We are genuinely motivated, inspired, and excited by the potential of software to improve the lives of people everywhere. Microsoft software has helped, and will continue to help, individuals and organizations find creative solutions to their problems, develop breakthrough ideas in every industry, and foster the communication and understanding that can change the world.

Inspirational

We want to share our inspiration, to open our customers' eyes to the possibilities that technology enables within them, and to encourage them to explore. We are intent on making our software ever better to enable the needs and desires of people worldwide. Our passion for this is contagious.

For more on general brand messaging and the brand tones, please go to Media Bank at **https://mediabank.partners.extranet.microsoft.com.**

Microsoft Hardware photography

Our product photography includes more Expressively Human components than in the past, as well as additional lifestyle environmental shots with the products included. You can use both Microsoft Hardware stock photography and Microsoft corporate stock photography in all materials.

Product-photo cutouts

The Microsoft Hardware visual style includes product photography and close-up feature images. These graphic elements can be used to display a variety of products and features in your marketing materials. The product images must be photography from the Microsoft Hardware image library available at **http://team/sites/mshproducts.**

Environmental

The use of genuine, optimistic, customer-focused photography is perhaps the most integral element in establishing a distinctive Expressively Human brand visual style. Microsoft Hardware product photography incorporates this Expressively Human imagery. A variety of Microsoft Hardware stock photography, as well as Microsoft corporate stock photography, is available for creating your materials. Please use only Microsoft Hardware product and environmental photography or Microsoft corporate stock photography available at **https://mediabank. partners.extranet.microsoft.com**. To download the latest Microsoft Hardware imagery, visit **http://team/sites/mshproducts**.

Microsoft Hardware photo examples:

Microsoft Hardware product naming guidelines

Microsoft Hardware names should always help customers find exactly the product they're looking for. Clear, consistent naming can help customers understand:

- The features and benefits of individual products
- The differences between products
- Which product is right for their needs

The names we choose for Microsoft Hardware should make shopping for, finding, and purchasing exactly what product the customer is looking for as simple and intuitive as possible. A strong brand name gives purchasers a sense of familiarity and reassurance. With the Microsoft name on every package, we have strong equity, and subsequent naming should never distract from that key brand.

This system of names uses standard descriptors and numbers to tell their story as quickly and clearly as possible. It strikes a balance between immediate understanding and the depth of information necessary to our customers.

Name format

All new Microsoft Hardware product names will follow this format:

[Master brand] [Product name] [Descriptor]

For example:

Microsoft® Comfort Optical Mouse 3000: High Definition Technology | Magnifier | Tilt Wheel
Microsoft® Wireless Optical Desktop 5000: Photo Keyboard | Wireless Mouse | Digital Imaging Software

Master brand

Microsoft® is a part of every Microsoft Hardware name. It is always the master brand.

Product name

The product name consists of adjectives, the device type, and a product number. The words within the product name are a straightforward answer to the question "What is it?" The adjectives included are only the features or benefits critical to customer understanding and purchase decisions. The device is called by its industry-standard term when one exists. The product number is a clear, memorable number that helps place the product in the product hierarchy.

Descriptor (optional)

The descriptor provides further information about the product, such as highlighted features, design features, or specific user benefits that aid customer choice. The descriptor is optional.
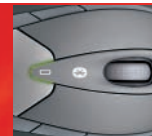
Product names and logos

Our product names are standardized and have logo lockups. Please see examples below. Logos for all Microsoft Hardware products can be found at **http://team/sites/mshproducts**. Microsoft Hardware product names can be shown horizontally or in a vertical stacked position. Product names should appear in one font size, using Segoe (with the exception of SideWinder; see page 18).

Product name lockup specifications:

x	
36 pt	**Microsoft**®	36 pt (-20) Segoe Semibold
9 pt	
36 pt	**Long Product Name**	36 pt / 36 pt (-20) Segoe Semibold
16 pt	
16 pt	**Subhead Text	Subhead Text	Subhead Text**	16 pt / 22 pt (0) Segoe Semibold / Vertical dividers: Segoe Light
x	

x	
36 pt	**Microsoft**®	36 pt (-20) Segoe Semibold
9 pt	
36 pt	**Long Product Name with more**	36 pt / 36 pt (-20) Segoe Semibold
16 pt	
16 pt	**Subhead Text	Subhead Text	Subhead Text**	16 pt / 22 pt (0) Segoe Semibold / Vertical dividers: Segoe Light
x	

Product name lockup examples:

Microsoft®
LifeCam VX-7000
2.0 MP Video | High Definition | Photo Swap

Microsoft®
Bluetooth® **Notebook Mouse 5000**
High Definition Laser | Transceiver-Free Convenience

Packaging segments

Over the past fiscal year, Microsoft Hardware has brought a range of new signature products to market. These products introduced innovative features and new benefits to customers. To help differentiate these products on retail shelves worldwide, a premium visual architecture was developed. The following pages explain the differences between core and premium product visual architectures.

In addition, Microsoft Hardware is re-introducing the SideWinder line of gaming products in FY08. To ensure that these products appeal to a different target customer group than the productivity and digital communications products, a new visual architecture has been developed, keeping red as the primary color to ensure consistency across the Microsoft Hardware portfolio.

Core packaging: defender/cash cow products

- Mouse and keyboard products not designated as signature products
- Internet communications products not designated as signature products
- Game controllers

Premium packaging: signature products

- Mouse and keyboard products designated as signature products
- Entertainment desktop products

Premium packaging: signature Internet communications products

- Internet communications products designated as signature products

Our colors

Microsoft Hardware has three main colors: red, silver, and white. They are an important part of our identity and serve as a strong visual link to help customers recognize our products around the world, as well as differentiate our offerings. Because color impressions are both quick and long-lasting, decisions about color are a critical factor in the success of any visual experience.

Red

PMS 485 will continue to be the primary color for our visual style. Metallics and white are for accent use and should not be used as primary colors in materials. See example below.

Color	Pantone	4-Color Process	RGB (8-Bit)	Hex
Hardware red	PMS 485	C0+M95+Y100+K0	R238+G49+B36	#EE3124
Accent red		C0+M100+Y100+K30	R177+G17+B22	#B11116

Silver

Our secondary color is silver, with an additional metallic for signature products.

Color	Pantone	4-Color Process	RGB (8-Bit)	Hex
Silver	PMS 877C	C0+M0+Y0+K70	R109+G110+B113	#6D6E71
Gunmetal	PMS 8423C	C5+M0+Y0+K85	R77+G77+B79	#4D4D4F

Horizon bands/translucency

Transparency is a key aspect of the Expressively Human visual style. Horizon bands provide a richly layered depth and breadth that suggest an expanding sense of potential and freedom. They also create a natural way to structure information and layout. They can be flexibly sized, positioned, and colored to create a wide range of effects across all media. Translucent bands may be used to lighten or darken an area to facilitate text readability. To keep designs from getting too complex, it is optimal not to exceed a total of three bands within one image area.

Pattern overlays

A pattern overlay has been created to add depth and motion to the front of signature product packages. *This pattern can be used only on packaging and is not, under any circumstances, to be used for merchandising or collateral.*

Infused light or energy patterns

Background visuals, or infused light and energy patterns, have also been incorporated into the Microsoft Hardware visual style to provide rich fields of color and light. They can be used with the photography as backgrounds in display materials or for complex, text-heavy informational pieces. It is recommended to bleed the pattern on at least two sides and to crop a section of the graphic, instead of using the full artwork. The use of any background patterns other than those specified in this guide is prohibited.

Energy pattern for core packaging/defender and cash cow products:

Energy pattern for premium packaging/ signature products:
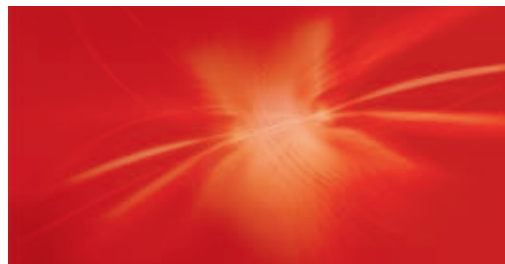
Example of proper usage:

Energy patterns for premium packaging/signature Internet communications products:

Microsoft Hardware theme

The Hardware theme is "Discover the Difference: Microsoft® Hardware." The theme is represented by a graphical lockup. This lockup can be used on all promotional materials and packaging. The preferred usage is reversed out of the red backgrounds. It can also be used in black or red. The preferred size is 2.5″ wide. The minimum size is 1.5″ wide.
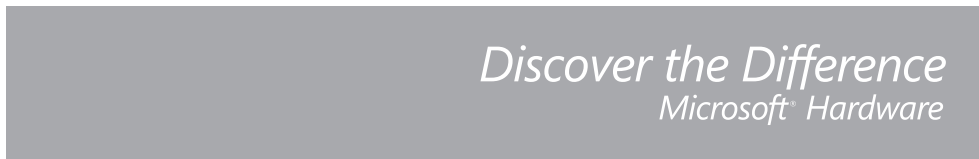
2.5″

x | x

x *Discover the Difference* x

Microsoft® Hardware

x | x

minimum size: 1.5″

Discover the Difference
Microsoft® Hardware

Usage examples:

Discover the Difference
Microsoft® Hardware

Collateral

Discover the Difference
Microsoft® Hardware

Premium packaging (signature products)

Discover the Difference
Microsoft® Hardware

Core packaging (defender/cash cow products)

Localization

The theme logo may be localized for use in subsidiary markets. The typeface (Segoe Italic) and design must not be modified. The use of this logo on multilingual product packaging will either be in English only (unless local laws require translation) or not used at all due to space constraints.

25th Anniversary logo

2007 marks the 25th anniversary for the establishment of Microsoft Hardware. The first PC hardware product produced by Microsoft shipped in 1983, a legacy that is unmatched by most manufacturers. To emphasize this history, a logo has been created for use on marketing materials. Please use this logo for press events, promotional brochures, etc.

preferred size: 1.25"

minimum size: .65"

25th Anniversary logo + band

The logo may be coupled with the two-toned red ribbon for official 25th Anniversary materials. The logo should be placed toward the right or left of the ribbon's edge. This is the only time the logo can appear without the "Microsoft Hardware / Est. 1982" text.

Logo with Anniversary band

Logo halo

Clear space is used to ensure optimal presentation in a layout. The halo area should be kept free of all other logos, objects, and text.

Halo

Channel logos

For materials targeting internal customers, we have developed channel-specific logos for Microsoft Hardware. Use of these logos is limited to internal customers only.

Microsoft®
Hardware
OEM

Microsoft®
Hardware
System Builder

Other logos

Microsoft Optical Technology logo usage
The Microsoft Optical Technology logo appears on Microsoft Hardware optical product packaging. The High Definition Optical Technology logo should be used on High Definition products.

MICROSOFT®
Optical Technology

MICROSOFT®
HIGH DEFINITION
Optical Technology

Microsoft Laser Technology logo usage
The Microsoft Laser Technology logo, appearing on Microsoft Hardware laser product packaging, should be used as shown below. The minimum size of this logo is .75" tall (as shown). The color logo can only be used on white backgrounds. The reversed logo should be used on all colors.

Microsoft®
HIGH DEFINITION
LASER TECHNOLOGY

Microsoft®
HIGH DEFINITION
LASER TECHNOLOGY

Third-party logos *(e.g., Designed for Windows®, Mac, Bluetooth®, Digital Persona)*

Many third-party logos appear on Microsoft Hardware packaging and have been specifically licensed by these third parties for use on packaging only. Using third-party logos on any other materials may require additional licensing and should be used according to third-party published guidelines. If you require assistance with third-party logos and guidelines, please e-mail **hwmarcom@microsoft.com**.

Icon usage

The purpose of the Microsoft Hardware feature icons is to focus on a top product feature. While an icon may not explain the feature or its benefit, it implies both. The use of the icons is retail packaging–centric, though other uses are also approved. There are two sets of icon designs: one for core product visuals and one for premium product visuals. Each set is designed to work in its respective visual architecture and should be used with the appropriate background visual and messaging.

Core icon set

Core feature icons are a blend of Microsoft Blue with 877 silver accents. The icon itself is knocked out to white. Please only use icons that are supplied by Microsoft Hardware marketing communications.
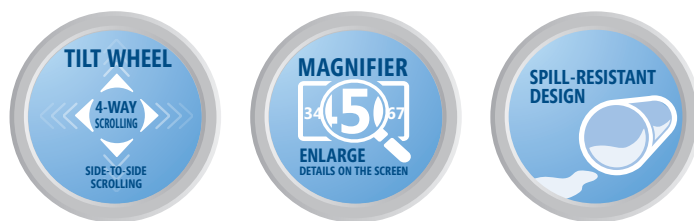
Premium icon set

Premium feature icons are black with 8423 metallic accents. The icon itself is knocked out to white. Please only use icons that are supplied by Microsoft Hardware marketing communications.

SideWinder

To properly target the SideWinder product line toward a gaming audience, new elements were developed. The visual style includes a set of game character–based silhouettes from popular Microsoft Game Studios titles. A custom SideWinder logotype plus unique product name lockups and icon were created. The following section will provide you with an overview of the SideWinder assets and preferred use of these assets.

SideWinder product name lockup

The SideWinder logotype and product name lockups are standardized and should be used similarly to other Microsoft Hardware product lockups. Please see examples below. The SideWinder product lockup uses Segoe, the custom logotype, and Eurostile Extended 2.

Product name lockup specifications:

Preferred use (white on PMS 485 flood):

SideWinder technology icon

The SideWinder technology icon brings focus to the unique capabilities of all SideWinder products. The icon should be displayed in a prominent position secondary to the product lockup. In some instances, the icon is coupled with the SideWinder lockup.

preferred usage: white on red

preferred size: .8"

minimum size: .3"

Icon misuses

1. Do not outline the SideWinder icon.
2. Do not rotate the SideWinder icon.
3. Do not skew or modify the SideWinder icon.
4. Do not place the SideWinder icon inside a box or container of any shape.
5. Do not attach any symbol, icon, or graphic to the SideWinder icon.
6. Do not crop the SideWinder icon.
7. Do not place the SideWinder icon on a non-contrasting background.
8. Do not use the SideWinder icon in any color other than white or black, or add a gradient, filter, or background mask.

The examples below show incorrect icon placement:

1	2	3	4
5	6	7	8

SideWinder font

Eurostile Extended 2 is the primary typeface for the SideWinder brand. The font complements the gaming visual style and offers a distinct look and feel. Eurostile Extended 2 Bold can used to distinguish information hierarchy. Segoe should be used for "Microsoft" in the SideWinder lockup, as well as for legalese, product requirements, and other tertiary information. Please see page 5 for examples of Segoe.

Eurostile examples:
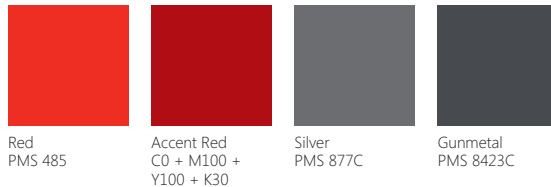
Eurostile Extended 2

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;!@#$%^&*[]

Eurostile Extended 2 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890;!@#$%^&*[]

SideWinder colors

Refer to page 11 for specific information.

Red	Accent Red	Silver	Gunmetal
PMS 485	C0 + M100 + Y100 + K30	PMS 877C	PMS 8423C

SideWinder silhouette and band

The silhouette may be used as a background element for promotional materials, banners, etc. The background provides packaging and marketing materials with the distinctive SideWinder look—energetic, modern, and adventurous. However, these silhouettes should never be reorganized, skewed, or distorted, nor should they have the names of their respective game titles added. The preferred placement of the silhouette is symmetrical, but it may also be cropped in half. Each SideWinder product has its own silhouette artwork; examples shown are from SideWinder Mouse.

Silhouette usage:

Accent Red silhouette on Red background (preferred)

Accent Red silhouette on
White background

Red silhouette on
Accent Red background

Gunmetal silhouette on
50% tint Gunmetal background

SideWinder silhouette misuses

1. Do not outline the silhouette.
2. Do not rotate the silhouette.
3. Do not skew or modify the silhouette.
4. Do not place the silhouette inside a box or container of any shape, or isolate any part of the silhouette.
5. Do not use overlap silhouettes.
6. Do not use the silhouette in any color other than Red, Accent Red, or Gunmetal, or add a gradient, filter, or background mask.

The examples below show incorrect silhouette usage:

SideWinder band

The SideWinder band with angled corner is a container used to highlight product information.

Samples

SideWinder assets may be used in a variety of combinations. Below are examples of packaging and marketing collateral.

Packaging architecture

Microsoft Hardware products strongly leverage the Microsoft brand and offer a powerful family line look. For hardware packaging, a number of design elements and systems comprise the brand. Consistency of application of these design elements is crucial in maintaining a strong brand presence for all Microsoft Hardware products.

To ensure that retail customers can easily comparison-shop and understand the Microsoft Hardware product lineup, many elements of the packaging architecture are kept consistent. At the same time, these elements are used to emphasize differentiating features and benefits versus competitors. This strategy is used on all packaging surfaces. To help ensure that the top differentiating features stand out, packaging front designs are being simplified where possible.

Front-of-box hierarchy

Hierarchy of information is very important for a quick read on the shelf. The list below is a full information hierarchy with maps for placement. These maps are simply examples. If the overall hierarchy can be maintained, the exact placement is flexible to accommodate for changes in box structure and form factor.

1. Product image or cutout
2. Product name lockup
3. Sell headline
4. Product icons
5. Microsoft logo

6. Product features
7. Environmental photography
8. Discover the Difference lockup
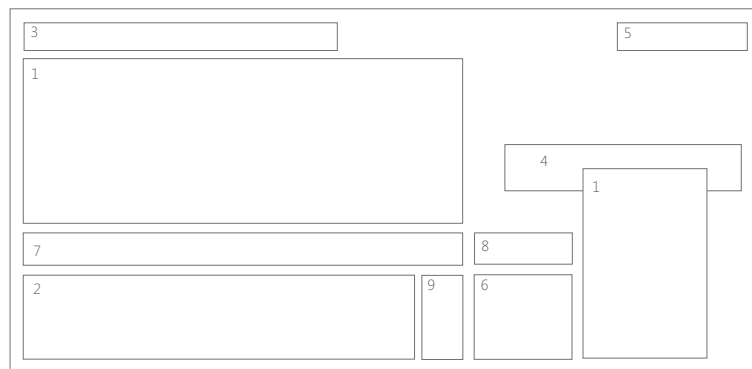9. Support logos and specifications
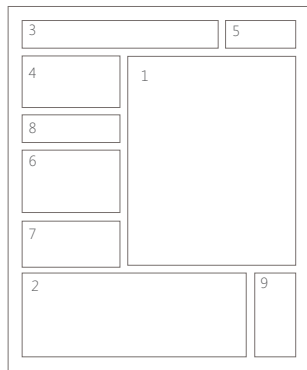
Desktop mouse
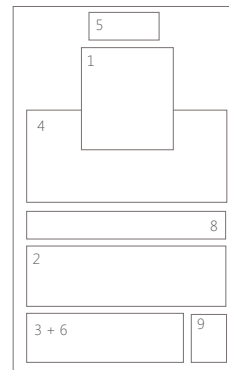
Notebook mouse

Keyboard

Desktop

Back-of-box architecture

The primary purpose of the back of the box is to graphically highlight specific product features and functions. The layout must be clean and structured as consistently as possible with the sample layouts below. However, there is flexibility built into the system to accommodate for changes in form factor.

- **The header** contains the product lockup.
- **The center** is occupied by product photography, feature information, and possible product environmental photography. Notebook mouse packages are limited to product features listed with accompanying icons. Desktop mouse packages and bundles have more room for a product image with numbered callouts.
- **The bottom** area closes with the Microsoft logo and Web site address, part number, USB certification, and other supporting logos.

Spines

The positions of the spine elements vary based on the form factor of the box. For example, notebook mouse clamshells have limited space on the spines, so some of the information may have to move to the back of box. The following information is always on the spines on desktop mouse packages and keyboard/desktop packages (and in most cases, follows the placement in the chart below).

1. Product lockup

2. Product image

3. Microsoft logo

4. Compatibility icons (e.g., Windows Vista™, Mac)

5. System requirements

6. SKU label

7. Microsoft address

| 1 | 2 | 6 |
| | | 7 |

3		3
2		2
1	FRONT OF BOX	5
4		4

| 1 | 2 | 5 |

Windows Live Messenger branding and Internet communications products

Internet communications products are now using the new Windows Live™ branding guidelines for first-party packaging. These guidelines are posted at **http://team/sites/windowslivebrand /default.aspx**.

These guidelines showcase the colors of the Windows Live online presence, while emphasizing the integrated features that tie LifeCam and LifeChat™ products to the Windows Live services. They also distinguish first-party products from third-party products in a clear and appropriate manner. The elements are used consistently across all LifeCam and LifeChat product packaging.

All materials containing the Windows Live Messenger marketing graphics should be submitted to Microsoft for review at least two weeks prior to deadline. Submit materials to *wlbrand@microsoft.com.*

"Nutrition Label"

The Windows Live Messenger panel is used to express the integration between Microsoft Hardware products and Windows Live services. The "Optimized for Windows Live" button is integrated into a "nutrition label" format. Windows Live–integrated features may be placed in this area. The front-of-box nutrition label should be a brief list of those features and icons.
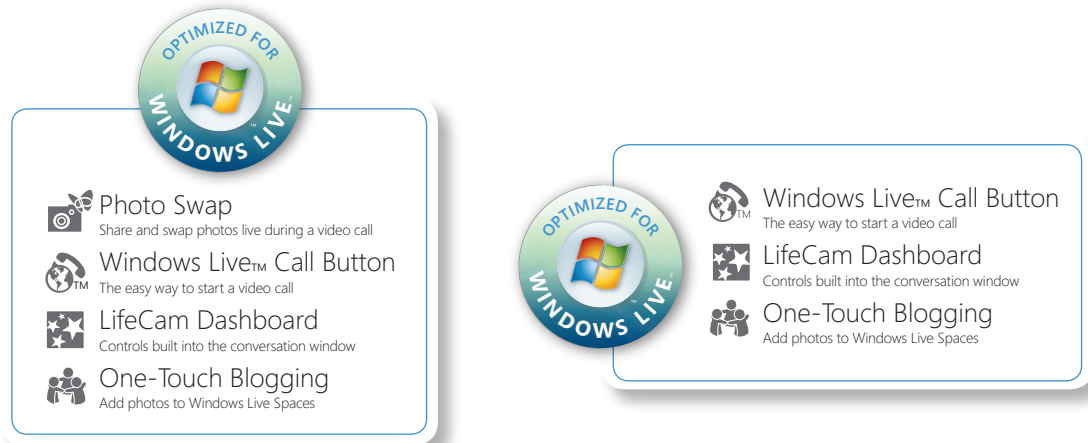
Windows Live Call Button

The Windows Live Call Button icon (as seen above) should be used on a single-color background and be clearly legible. It should always carry a trademark, as shown above (no smaller than 4 points), and should be listed in any trademark attribution listings as "the Windows Live Call Button logo." The logo should be accompanied by the name "Windows Live™ Call Button." The logo may be used alone when space is constrained due to the length of localized text. This is the only icon that may be used outside of the nutrition label area, since it is shown on the product as well.

Other feature icons

Additional feature icons are used to supplement the name of a feature with a visual (as seen above). Use of these icons must include the name of the feature next to the icon. Only icons already in use on packaging or other marketing materials approved by the Microsoft Hardware marketing communications team may be used. All icons other than the Windows Live Call Button may only be used inside a nutrition label area.

Marketing communications

To ensure a visually consistent and integrated marketing program, the visual style guidelines should be implemented throughout all of our communication vehicles.

Public relations:
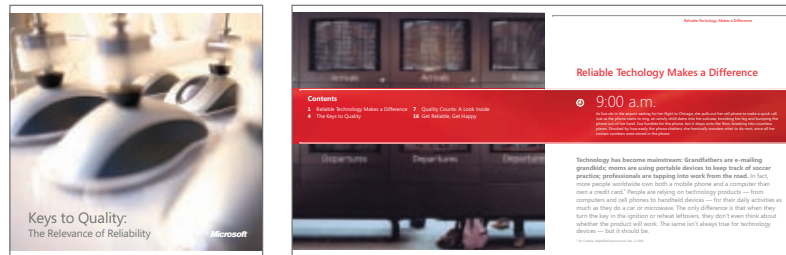
Merchandising:

Collateral:

Samples

The visual elements of Microsoft Hardware may be used in a variety of combinations. By staying within the boundaries of these elements, we can maintain consistency when creating communications. All elements should be used as supplied, with the exception of messaging, which can be localized for your needs.

Signature product material sample:

Defender/cash cow product material sample:

Signature Internet communications:

Gaming:

Web

The Microsoft Hardware visual style applies to Web sites and other online components as well as any printed materials. Below are examples of Web site pages with appropriate text styles and color coding. Please visit the asset handoff Web site at **https://hrdwebdevtest.team.partners.extranet.microsoft.com/handoff/default.aspx** to download source code, production graphics, and content and template specifications.

Home page style sheet

Header graphic
- Environment product photo
- Tab system and Learn More button built into header—refer to Photoshop production file
- Discover the Difference logo
- Tagline text: Segoe Semibold, 36 point
- Subtext: Segoe, 13 point

Live body text
- Verdana
- 11 point
- #000000

Live body links
- Verdana
- 11 point
- #003366
- Add » before text. Example: » Experience convenience and ease
- Don't use periods for text links, even if proper sentences.
- Capitalize only the first word in a text link (as well as any product or proper noun).
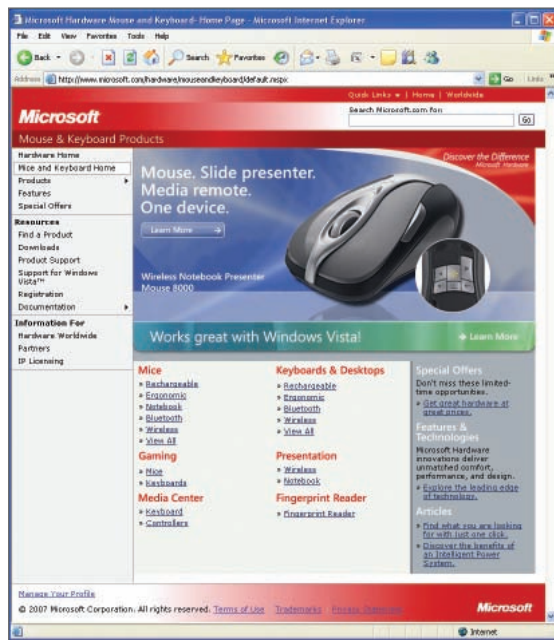
Images
- 1 pixel stroke, #CCCCCC

Small graphical header
- Segoe Semibold, 11 point, all-caps
- #CC0000

Content background color
- #F2F2F2

Mouse and Keyboard main page style sheet

Header graphic
- Product photo over background
- Learn More button built into header—refer to Photoshop production file
- Discover the Difference logo
- Tagline text: Segoe Semibold, 25 point
- Subtext: Segoe Semibold, 14 point

Live body text
- Verdana
- 11 point
- #000000

Live body links
- Verdana
- 11 point
- #003366
- Add » before text. Example:
  » Fingerprint Reader
- Don't use periods for text links, even if proper sentences.
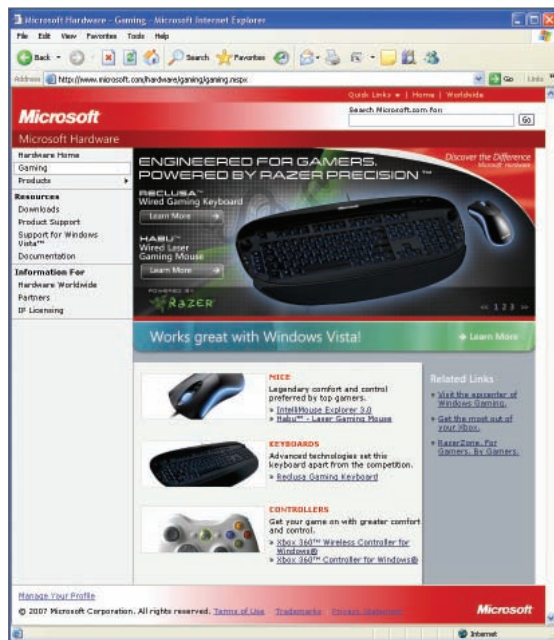- Capitalize only the first word in a text link (as well as any product or proper noun).

Graphical live rules
- #60656A
- 1 pixel width or 1 pixel height

Small graphical header
- Segoe Semibold, 16 point
- #CC0000

Content background color
- #F2F2F2

Right column color
- #A7AFB7

Internet Communications main page style sheet

Header graphic
- Environment product photo and Flash—refer to Photoshop and Flash production files
- Discover the Difference logo
- Tagline text: Segoe, 24 point

Live body text
- Verdana
- 11 point
- #000000

Live body links
- Verdana
- 11 point
- #003366
- Add » before text. Example: » See all headset products
- Don't use periods for text links, even if proper sentences.
- Capitalize only the first word in a text link (as well as any product or proper noun).

Images
- Text: Segoe, 10 point, #A9A9A9

Graphical headers
- Segoe, 20 point, #CC0000
- Segoe, 16 point, #CC0000
- Segoe, 16 point, #8E8E8E

Gaming main page style sheet

Header graphic
- Product photo over background
- Discover the Difference logo
- Tagline text: Segoe Semibold, 25 point
- Subtext: Segoe Semibold, 14 point
- Toggle between 3 images; functionality built into header—refer to Photoshop production file

Live body text
- Verdana
- 11 point
- #000000

Live body links
- Verdana
- 11 point
- #003366
- Add » before text. Example:
  » Get the most out of your Xbox®
- Don't use periods for text links, even if proper sentences.
- Capitalize only the first word in a text link (as well as any product or proper noun).

Graphical live rules
- #60656A
- 1 pixel width or 1 pixel height

Images
- 1 pixel stroke, #CCCCCC

Small graphical header
- Segoe Semibold, 11 point, all-caps
- #CC0000

Content background color
- #F2F2F2

Right column color
- #A7AFB7

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