



DESIGN STYLE GUIDE

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This logo is used in reference to the Xbox Live™ service



## The Logo

### THE LOGO

Building equity in the Xbox™ brand is the highest priority overall. It is the overarching brand umbrella covering all our products.

Keeping this in mind, the Xbox Live logo is our single most important sub-brand icon. Xbox Live is a strong feature and a natural extension of the Xbox brand that capitalizes on existing Xbox brand identity elements and values without competing with the parent brand.

On all printed, online and other materials and applications, the Xbox Live logo must always be featured prominently. These guidelines have been developed to protect the Xbox Live logo's legal status, as well as to

communicate the conceptual power of Xbox Live. Following the Xbox Live guidelines will ensure true Xbox Live logo longevity and versatility over Web, TV ads, games, print and other usage.

The Xbox guidelines apply to all Xbox Live communication and these Xbox Live guidelines should not be used in contrary to the Xbox guidelines.

### SUB BRAND

The Xbox Live logo does not replace the Xbox logo. It is to be used in conjunction with the master brand (Nexus + Xbox lock-up). Therefore, the Live logo is more prominent than the Xbox logo because it is anchored by the master brand in all communication.

### XBOX LIVE IN TEXT

The ™ is only used with the first occurrence of Xbox Live™ in the piece of communication. Live is always in italics.

### MISUSE OF XBOX LIVE

Do not represent or refer to Live in wordplay or visuals. Do not use the graphic logo in a written text. Also, the Live logo should never appear in a game title.

- Don't use "Live" followed by a generic term (for example, Play Tennis Live).

- Don't use "Live" as a suffix or version identifier (for example, Motocross Madness® Live or Moto Live).

- Don't create a coined term for an Xbox game title that begins with the word "Live" (for example, Halo Live). *Exceptions:* Established game titles that are being adapted for the Xbox video game system or existing brands in other areas of use.

- Don't create taglines, sell lines, or marketing copy that emphasize "Live" (for example, "Go Live with Xbox Live").



## Online Enabled

**ONLINE ENABLED**

The descriptor “online enabled” refers to a game’s ability to be played online, and should only be used in association with a specific game -- not in reference to the Xbox Live™ service itself. In order to convey the online component of a particular game, you may include “online enabled” with the Xbox Live logo.

**FONT USAGE AND COLOR**

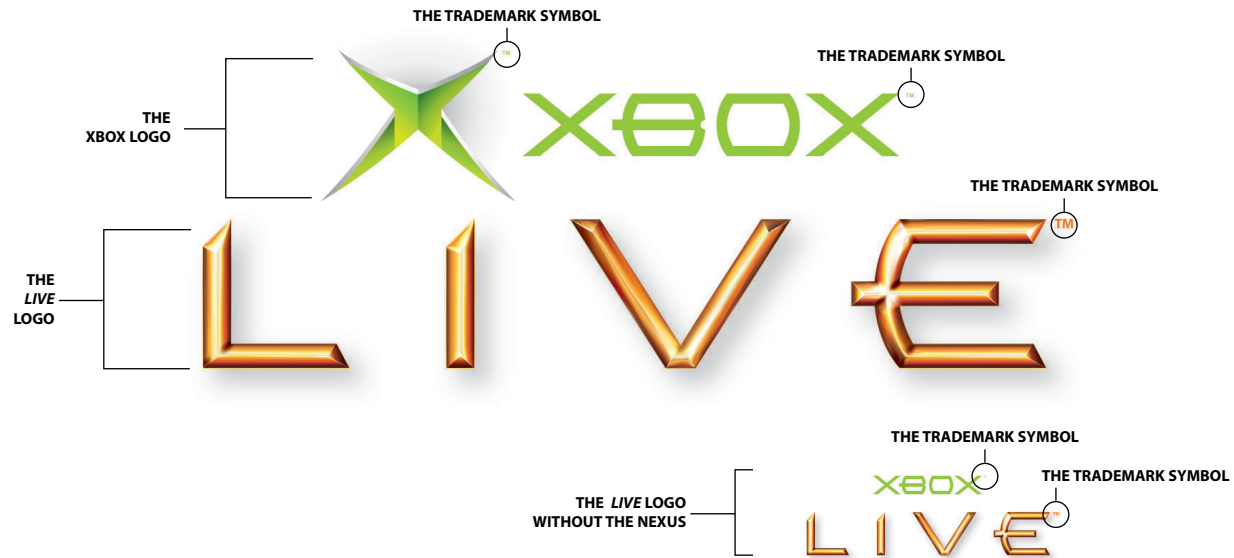
In accordance with the Xbox™ Style Guide, only the Xbox Font should be used for the “online enabled” tagline and never in type sizes smaller than 5 points. The font color should only be white, gray or black.

**ONLINE ENABLED IN TEXT**

When referring to a game in text, “online enabled” is only used to describe a game’s ability to be played online. Here are two examples of how to correctly use the descriptor:

“Whacked is an online enabled Xbox title.”

“Play with your friend on Xbox Live with Whacked, an online enabled game from Microsoft Game Studios.”



**DO NOT**

Use the Live logo by itself. It will only exist in combination with the Xbox logo.



**DO NOT**

Alter the logo in any way.



Logo Components

**THE XBOX LIVE LOGO**

The Xbox Live™ logo is a symbol of youthful, energetic and vibrant online personality, mirroring those who will take full advantage of the feature and identify with its philosophy.

**USE OF THE NEXUS**

When the Xbox Live logo is placed less than three Live word lengths away from the Nexus in the Xbox™ logo, the Nexus within the Live logo is removed. At any length greater than three Live word lengths, the Xbox Live logo with Nexus should be used (see page 10 for details).

**THE TRADEMARK SYMBOL**

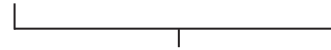
The Xbox and Live logos have been trademarked and the ™ must appear with the logos at all times.

**TRADEMARK NOTICE**

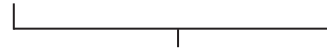
The following trademark notice should be used whenever possible when the Xbox Live logo is displayed. "Microsoft, Xbox, Xbox Live, the Live logo, and the Xbox logos are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries and are used under license from Microsoft."

Regarding use of the ™ symbol, you should start including the ™ symbol behind the "Live" logo in all lockups. Regarding use of the ™ symbol with Xbox Live, for the Xbox Live logo you should still use the ™ symbol with both Xbox and Live; however, when using "Xbox Live" in text you should only use the ™ symbol after the entire name, i.e., "Xbox Live™."





**PRIMARY APPLICATIONS WITH PREFERRED BACKGROUND**



**SECONDARY APPLICATIONS WITH ALTERNATE BACKGROUND**

**DO NOT**

Use the grayscale logo as a line-screen or mezzotint.

**DO NOT**

Screen one-color Live logo.

**DO NOT**

Outline or shade the logo.



Logo Versions

**SETTINGS FOR THE LOGO**

The Xbox Live™ logo must always stand prominently in its representation. In order to avoid distorting the size or shape of the logo, please follow these guidelines for its application and settings.

**PRIMARY APPLICATION**

Use the Xbox Live color logo with a black background in all primary applications. The background color should be solid or without high-contrast texture. If the logo is placed on a high-contrast background, use the black box version or use a black keyline around the white version of the logo.

**OTHER APPLICATIONS**

The alternate color logo is on the white background, for use when the black background is not appropriate. Use the Xbox Live grayscale logo only when you are unable to use a full-color version. Keep in mind that keylines are acceptable, but should never be larger than 1pt. or smaller than .5pt.

## Spacing / Size



3/4 INCH



### DO NOT

Violate the clear space.



### DO NOT

Rotate or distort the logo.



## Spacing / Size

### CLEAR SPACE

A crucial part of maintaining the integrity of the Xbox Live™ logo is proper clear space. It is the area surrounding the logo that must be kept clear of text, other graphic elements or page crops. Maintain a minimum clearance equal to the “x-height”, or the height of the Xbox™ word mark, as illustrated above, between the logo and other elements. The Xbox Live logo should appear only in a vertical position, never horizontally or skewed.

### MINIMUM SIZE

The Xbox Live logo has no standard size; it can be reproduced in larger or smaller sizes, depending on its use. However, the logo must always be readable. To ensure this, the Xbox Live logo should appear at least 3/4” (2 cm) in length or 12-point cap height when printed. Online, the logo should always appear 80 pixels wide or larger.

### RELATIONSHIP TO OTHER LOGOS

The Xbox Live logo must not be incorporated or used in any manner as part of, or in close proximity to, another company’s name, domain name, product or service name, logo, trade dress, design, slogan or other trademarks. The logo must never appear with any other symbol or icon (except the trademarks or when using *ONLINE ENABLED*). Always follow the clear space guidelines while placing the Xbox Live logo near other logos.





## Animation

**LOGO ANIMATIONS**

The animated Xbox *Live*™ logo conveys the company's vision of the excitement, vibrancy, and pulsating energy of live online gaming. This is symbolized by a bright white blast of arc-light fading into the emerging Xbox™ master logo and sub-brand text logo "Live" in orange for differentiation. The white arc-light eventually becomes the orange blazing tip of the letter "l" in "Live".

This logo reflects the values and brand strength of the Xbox master brand as well as the hot energy of the Xbox *Live* brand. Because of its dynamic nature, and in order not to dilute its power as an iconic animated logo, nothing may rest against any part of the logo, hover around it, or pass behind it. Animations must end on the unaltered Xbox *Live* logo on a black or white background.

A 1.5 second animation and a 5 second animation are available in various formats.

To request the pre-approved broadcast Xbox *Live* logo animations, please e-mail:

- [xboxarta@xbox.com](mailto:xboxarta@xbox.com) for North America
- [xboxarte@xbox.com](mailto:xboxarte@xbox.com) for Europe
- [xboxartj@xbox.com](mailto:xboxartj@xbox.com) for Japan



XBOX LIVE™ BRANDING BAR



DO NOT

Alter the logo in the horizontal color bar



XBOX LIVE SPINE



XBOX LIVE DOWNLOAD BUG

Packaging

TEMPLATES

There are two templates that should be used for Xbox Live™ games. The first is for games that can be played online. The second is for games that only support the Xbox Live Content Download feature. Detailed instructions and templates can be downloaded from: <https://xds.xbox.com>

USAGE

For a consistent look of Xbox Live, logo placement on an Xbox Live game package cover is directly beneath the Xbox™ brand-

ing bar. In this case, consider the Xbox branding bar and the Live bar one graphic element. Neither should be altered or changed. Live should appear centered beneath the Nexus as shown in the graphic above.

Follow these rules for other placement areas:

- On packaging spines, *ONLINE ENABLED* should be placed below the Xbox logo so it reads horizontally when the package is placed upright. (see above example)

- The Xbox Live logo is never to be used on spines.

- For disc labels printed in one color (other than black or white), use a knockout of the logo.

- See the packaging template in the Xbox Guide (<https://xds.xbox.com>) for details.

- The Live bar and the Live Download Bug are not to be used together. Please reference the Xbox Guide on <https://xds.xbox.com> for detailed instructions and templates.

SIZE

The Xbox Live logo should never appear smaller than 3/4" (2 cm) in length or 12pt. cap height when printed.

The Xbox Live download bug should never appear smaller than 1" (2.25 cm) in length or 36pt. cap height when printed.

**USE THE NEXUS**



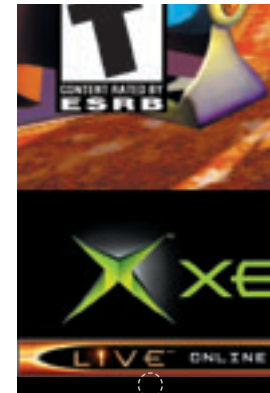
AT LEAST THREE *LIVE* WORD LENGTHS AWAY FROM XBOX NEXUS

**DO NOT USE THE NEXUS**



WITH OPTIONAL ONLINE ENABLED VERBIAGE

**BRANDING BAR**



1/8" BLACK CLEAR SPACE BELOW BAR

**DO NOT**

Alter the vertical lock-up of the logo.



**DO NOT**

Show the logo with any other symbol or icon (except the trademark symbol).

**PMS 1505**

CMYK: C=0 M=65 Y=100 K=0

**Print, Collateral & POS**

**POSITIONING**

The Xbox Live™ logo must be clearly positioned in all marketing and promotions efforts. Two possibilities for logo configuration are listed below:

**1. BRANDING BAR**

The Xbox™ branding bar and Live Bar can be used according to the guidelines laid out on page 9. The two must always be adjacent and locked up vertically.

Additionally, there must be 1/8" clear black space below the Live Bar to ensure it is not nested against the trim of the page.

**2. NO BRANDING BAR - Nexus logo**

When the Xbox Live logo is placed within three Live word lengths away from the Nexus in the Xbox logo, the Nexus is then removed. At any length greater than three Live word lengths, the Nexus Xbox Live logo version should be used.

**COLOR**

Whenever possible, the logo should be presented on a black background. If the application setting is busy or distracting to the logo, it should always be presented in a rich black background box. (C=63 M=52 Y=51 K=100) In order to match the orange in Live, PMS 1505 or C=0 M=65 Y=100 K=0 should be used. Please see above swatch for sample.

**PLACEMENT**

The Xbox Live logo only appears in a vertical lock-up. The logo must stand alone and may not be combined with any other object except the Xbox logo, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features or symbols. For page folds (e.g. magazines), text and graphic elements, the minimum required clear space should be the Live logo height. The logo must never appear with any other symbol or icon (except the trademark symbol or online enabled). Keep the logo the same height relative to other logos except the Xbox logo.

The Xbox logo should be in the "anchor" position in the piece of communication,

preferably the lower right corner. The Xbox Live logo should be placed in a secondary position of prominence to the Xbox logo.

**SIZE**

There is no standard or preferred size of the Xbox Live logo. However, the logo must always be readable. To ensure this, the Xbox Live logo should never appear smaller than 3/4" (2 cm) in length or 12pt. cap height. In addition the Xbox word mark in the **Xbox logo** must always be at least 50% larger than the Xbox word mark in the **Xbox Live logo**.



These are the options for Print Advertising Only.  
There are no variations.

1ST PARTY AD LOGO LOCK-UP



HORIZONTAL XBOX LIVE BAR

3RD PARTY AD LOGO LOCK-UP



XBOX LIVE VERTICAL LOGO

Print Advertising

1ST PARTY AD LOGO LOCK-UP

For 1st party advertisements, a horizontal Xbox Live™ branding bar is used in conjunction with the Xbox™ logo. The Xbox word mark (without the Nexus) is used with the Live logo and then followed by "online enabled."

3RD PARTY AD LOGO LOCK-UP

For 3rd party advertisements, a vertical lock-up of the Xbox logo and the Live logo is used. The Live logo is always centered beneath the Xbox word mark. Please see the example above.



## TV Advertising

**CLOSING BUMPER**

For TV advertisements of Xbox Live™ titles, this animation should appear at the close of the spot.

This 1.5 second animation is available in various formats.

To request the pre-approved broadcast Xbox Live logo animations, please e-mail:

- [xboxarta@xbox.com](mailto:xboxarta@xbox.com) for North America
- [xboxarte@xbox.com](mailto:xboxarte@xbox.com) for Europe
- [xboxartj@xbox.com](mailto:xboxartj@xbox.com) for Japan



Online

**THE LOGO ONLINE**

An online presence for the Xbox Live™ logo reinforces its strong multi-dimensional online personality. Whenever possible, reproduce the logo using standards equal to those used in print and packaging.

Also, when users click the Xbox Live™ logo, they should be directed to [www.xbox.com](http://www.xbox.com) <<http://www.xbox.com/>>

**AUTHORIZATION**

If you do not have a licensing agreement, written approval must first be obtained before displaying the Xbox Live logo online.

To request assets for pre-approved online Xbox Live logo applications, please e-mail:

- [xboxarta@xbox.com](mailto:xboxarta@xbox.com) for North America
- [xboxarte@xbox.com](mailto:xboxarte@xbox.com) for Europe
- [xboxartj@xbox.com](mailto:xboxartj@xbox.com) for Japan

**PIXEL SIZE**

Online, the logo should never appear smaller than 80 pixels wide. All other standards for the color, size and other representation of the logo online are to remain consistent with those used in print and packaging.





## Merchandising

**MERCHANDISING**

Approved apparel colors are black and white.

Only when used on merchandise, the Xbox Live™ logo can be used in varying size to the Xbox™ logo. Both logos need to be included on the product.

**SECONDARY APPLICATIONS**

If neither black nor white backgrounds are possible, the Xbox Live logo in the black box must be used. For Live logo background rules, please refer to the logo background section (*See page 7 for details*).

