

Microsoft®
Expression®

Visual Identity System

Version 2, April 2006

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Microsoft®

The Microsoft Expression Story

Creative expression defines the human experience. Since the dawn of time, we have striven for new ways to visually and artistically interpret the world around us. We have drawn, painted, sculpted and molded our ideas using ever more sophisticated tools. This unique human quality has inspired the creation of the Microsoft Expression family of products.

Microsoft Expression is much more than a suite of software products; it is a conduit for new creative experiences. Designed for the creative professional, Microsoft Expression provides tools that help bring vision to life in brilliant new ways. From the initial spark of inspiration to the final output, Microsoft Expression fosters new ways of collaboration and self-expression at every step in the creative process.

In today's marketplace, even the most functional products may be short-lived and threatened by cheaper and more abundant alternatives; however, a product that inspires new creative possibilities offers added value on a level far beyond need—it creates an emotional connection that is unique and irreplaceable. As a community builds around Microsoft Expression, shared experiences, feelings, and values will nurture loyal and lasting relationships.

To help tell the Expression story, use the following guidelines faithfully and measure everything you do for Expression against the values expressed here. As you create Expression communications, let your inspiration guide you.

The Microsoft Expression Promise

Microsoft Expression is the most advanced suite of design tools created for interactive, Web and user interface design professionals. It provides technology and tools that help professional designers express their creativity with the creation of richer and more interactive experiences.

The Microsoft Expression Personality

Microsoft Expression is a product family that is part of the Microsoft master brand. The Microsoft Expression product family conveys three key personality traits that support the Microsoft brand and provide a foundation for a unique look and attitude: *Credible, Professional, and Compelling*.

The Microsoft Expression Audience

Microsoft Expression targets two primary audiences:

- *Professional Designers* focused on Web, interactive, and UI design. This audience values tools that help them fully realize their creative vision.
- *Designer/Developers* who perform a variety of design and development tasks. They often use Microsoft technologies and tools such as ASP.NET, IIS server, and Visual Studio IDE.

The Microsoft Expression Product Family

Microsoft Expression is a suite of professional design tools intended for professional designers and designer/developers who: work in user interface design, information architecture, and interactive content design; create HTML layouts and graphics; and build interactive presentations and multimedia.



Microsoft®
Expression® Studio

Microsoft Expression Studio is a collection of four individual Expression line of products. They are:



Microsoft®
Expression® Design
The professional creative design tool.



Microsoft®
Expression® Web
The professional web design tool.



Microsoft®
Expression® Blend™
The professional interactive design tool.



Microsoft®
Expression® Media
The professional asset management design tool.

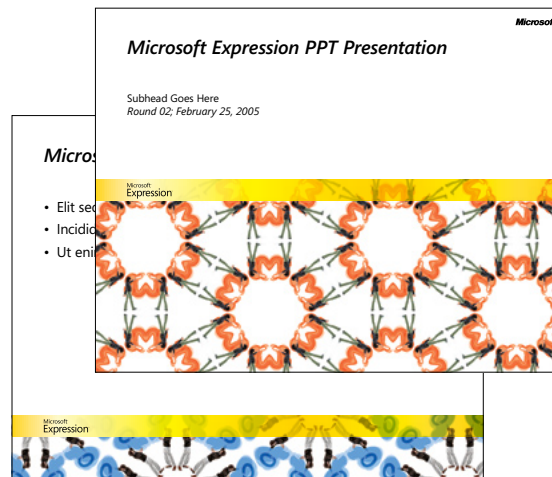
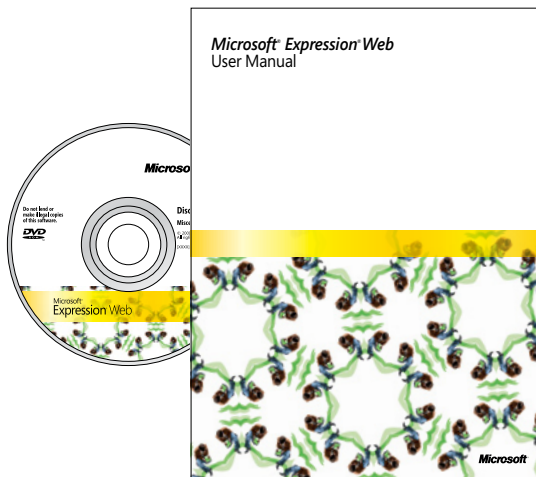
The Microsoft Expression Visual Identity

Microsoft Expression is a product family that leverages the Microsoft “Expressively Human” visual style. It is a distinct and compelling system of identity elements that visually and emotionally connects the customer to the limitless creative possibilities that Microsoft Expression enables. Consistent execution of this visual style and use of its identity elements will ensure a consistent, distinctive look across all visual communications.

Visual Identity Elements

The Microsoft Expression visual identity system includes the following elements:

- Microsoft Expression product logotype system
- Yellow Band
- Photoshop imagery
- Microsoft logo
- Microsoft Segoe® font family



The Microsoft Expression Typography

Type Family

The exclusive Microsoft Segoe® font family is used for all Microsoft Expression applications. Available font weights are Segoe Regular, Segoe Italic, and Segoe Semibold. Refrain from using other fonts and/or font weights.

Font Color

Microsoft Expression typography is always black.

Segoe Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Segoe Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Segoe Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Improper Usage

Do not track letter spacing.

~~Typography~~

Do not use colors other than black.

~~Typography~~

Do not use font weights outside of the chosen three.

~~**Typography**~~

Do not use other fonts.

~~Typography~~

The Microsoft Expression Product Logotype System

The Microsoft Expression product logotype system leverages the Microsoft brand to lend credibility and value to the Microsoft Expression product family. The Expression product logo is consists of a specifically designed form of the company name and Expression product name.

The Expression product logotype is always placed on the Expression Yellow Band with Opacity Mask.

These product logotypes are optimized to be optically balanced at all usage sizes.

Microsoft Expression is a registered trademark of the Microsoft Corporation. The ® and the TM must appear with the product logotypes at all times. When referring to Microsoft Expression in written text, always capitalize the "M" in Microsoft, and the "E" in Expression. Do not use the product logotypes in written text.

In print, the ® after Microsoft and the TM for Expression need to appear at the first mention of the product within the piece. On the Web, the ® and TM should appear at the first mention of the product in each "topic" or "article," not necessarily on each "page." On subsequent mentions, it is not necessary to precede the Expression name with "Microsoft" for both print and Web use.

Please include the following trademark notice: *Microsoft Expression is either a trademark or a registered trademark of Microsoft Corporation in the U.S. and/or other countries.*

The Corporate Marketing Group brand team creates all product logotypes. Any logotype queries should be directed to expbrand@microsoft.com

Approved Lock-ups

Microsoft®
Expression®

Microsoft®
Expression® Design

Microsoft®
Expression Blend™

Microsoft®
Expression® Web

Microsoft®
Expression® Media

Microsoft®
Expression® Studio

Clear Space

For clarity of presentation and legibility, maintain a minimum clearance around the product logotype, equal to the height of the lower-case x in Expression.



Minimum Size

To preserve the legibility and integrity of the logotype at small sizes, the Microsoft Expression product logotype should never be reproduced any smaller than 0.75 inches wide.



Improper Usage

Do not alter the color of the product logotype.

Microsoft
Expression

Do not rearrange the elements.

Microsoft Expression

Do not re-size the elements.

Microsoft
Expression

Do not recreate the elements in other weights or proportions.

Microsoft®
Expression®

The Microsoft Expression Yellow Band and Opacity Mask

The Microsoft horizon band suggests richly layered depth and a sense of potential and freedom. It is a strong and colorful icon that adds visual impact.

The Microsoft Expression Yellow Band is a version of the Microsoft horizon band that has been specifically created for Microsoft Expression. It unifies the graphic identity system with a consistent visual element and color.

The Yellow Band and Opacity Mask

The Yellow Band consists of two separate supplied graphic elements that are multiplied on top of one another in order to achieve a unique visual effect.

Yellow Band

The Yellow Band provides rich color saturation, while the Opacity Mask lets the Expression Photoscope imagery underneath show through the band. Both of these assets are supplied as electronic artwork.

Opacity Mask

In order for the Photoscope imagery to properly show through the Yellow Band, it must always be multiplied on top of the Opacity Mask in the layout application. These two elements must always be used in conjunction with one another.

Note: The supplied Opacity Mask is not gray (as shown in the visual on the right). The actual Opacity Mask element is white, fading to transparency.

Yellow Band Details

The highlight is always positioned at 90-degrees to the band.

In cases that require added area at the sides of the Yellow Band (e.g. to wrap around a package) solid yellow may be added to the left side of the band. On the right side, the existing multiplied translucent yellow may be extended with a continuous 10% Opacity Mask.

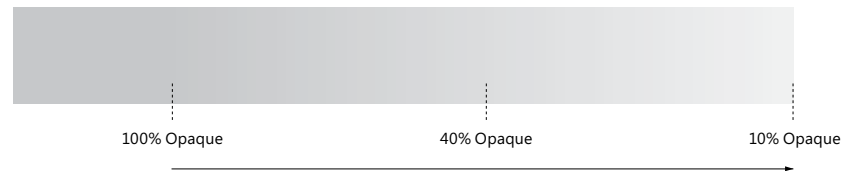
Use the following formulas for the solid yellow additions to the Yellow Band:

CMYK – M15+Y100
RGB – R253+G201+B0
Hex – FDC900

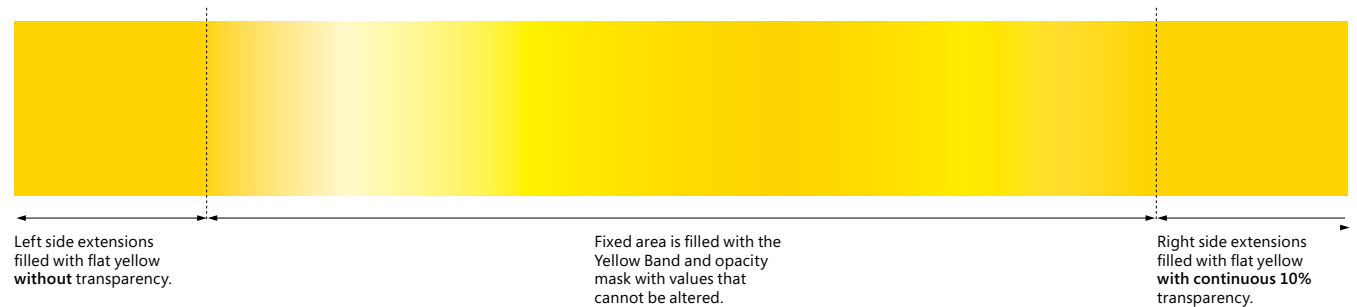
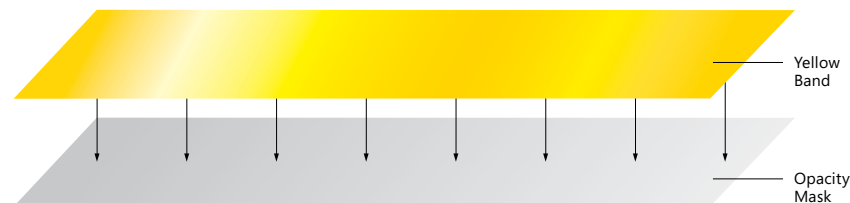
Yellow Band



Opacity Mask (Note, Actual Opacity Mask is not gray, but white fading to transparency).



For the translucent effect, the Yellow Band needs to be multiplied on top of the Opacity Mask of the exact same dimensions.



Improper Usage

Do not move the highlight in the Yellow Band.



Do not angle the gradient of the Yellow Band.



Do not rotate the Yellow Band.



Do not change the color of the Yellow Band.

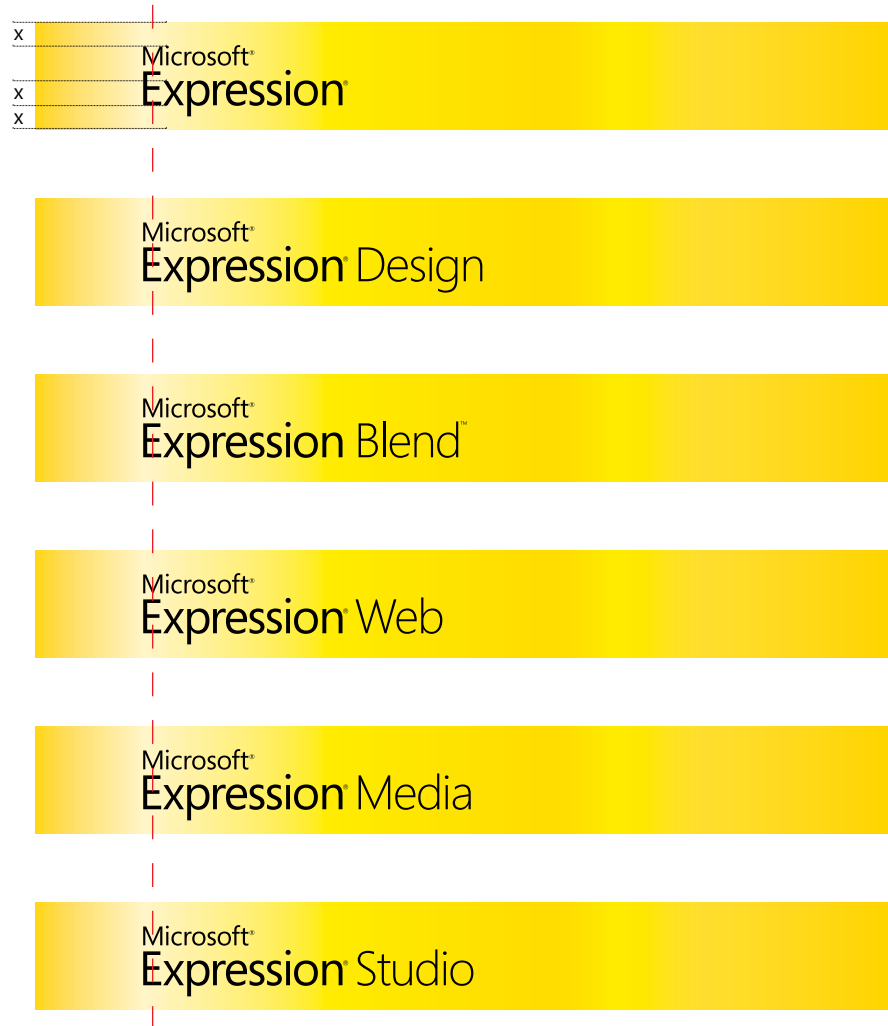


Do not use the Yellow Band without the Opacity Mask.

The Microsoft Expression Yellow Band with Product Logotype

The product logotype is always placed over the brightest highlight of the yellow band as shown.

For clarity of presentation and legibility, maintain a minimum clearance around the product logotype, equal to the height of the lower-case x in Expression.



Improper Usage

Do not alter the color of the product logotype.



Do not rearrange the elements.



Do not alter the proportions.



Do not rotate the product logotypes.



Do not place the Expression product logotype outside of the Yellow Band.

Placement of the Microsoft Expression Yellow Band and Opacity Mask

Requirements

Use only one Yellow Band and Opacity Mask in combination per piece. The Yellow Band and Opacity Mask always bleeds from edge to edge. When designing with the Yellow Band and the Opacity Mask, first scale the supplied band artwork to the width of your design. If a narrower band is desired, you may crop it in height to fit your design.

In certain uses, the Yellow Band can wrap around a three-dimensional product, such as packaging. In such cases use left and right extensions to the Yellow Band and Opacity Mask.

Whenever possible, use the Yellow Band and Opacity Mask positioned over Photoscope imagery.

When used with the Photoscope, the Yellow Band and Opacity Mask are always overlaid on top of the Photoscope so that the Photoscope shows through the translucent right side of the Yellow Band.

Positioning

Ideally, the Yellow Band and Opacity Mask are positioned in the middle of a piece as the top layer. However, if more open space is needed, they may be placed closer to the top or bottom.

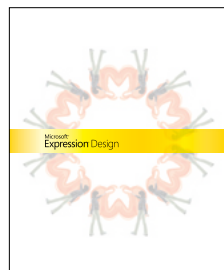
Dimensions

The Yellow Band and Opacity Mask can be scaled to accommodate a wide variety of designs, but it should never be more than 20% of the height of the piece. The Yellow Band and Opacity Mask should never appear less than .75 inches (54 pixels) in height.

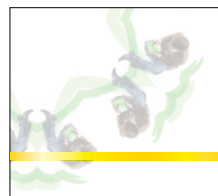
The Thin Yellow Band

The Thin Yellow Band has been created for more subtle accent branding purposes. It should never be reproduced thicker than 0.5 inches (36 pixels) or thinner than 0.125 inches (9 pixels) in height. The Thin Yellow Band does not hold the Expression product logotype.

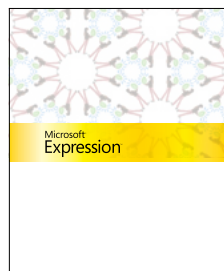
Examples of the Yellow Band and Opacity Mask with Photoscope Starburst.



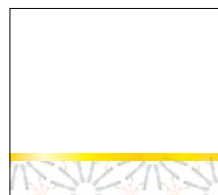
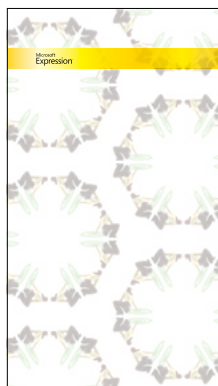
Preferred placement and dimension.



Examples of the Yellow Band and Opacity Mask with Photoscope Pattern.



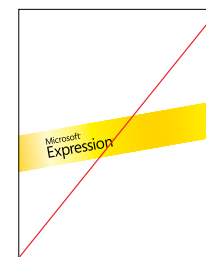
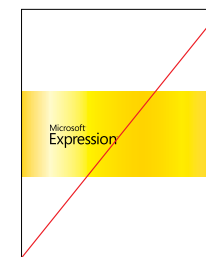
Preferred placement and dimension.



Improper Usage

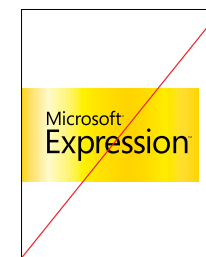
Do not use bands thicker than 20% of the height of the design.

Horizon bands are always horizontal: do not rotate the band or place it at an angle.



Do not stop the Yellow Band, it always bleeds off both right and left sides.

Do not use more than one band on a single piece.



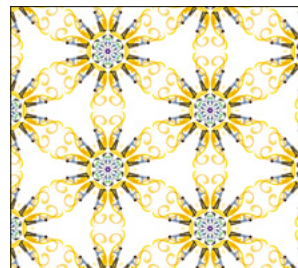
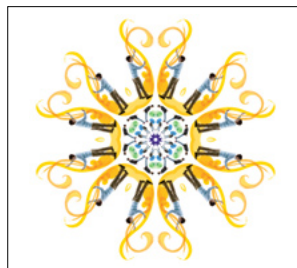
Photoscopes – Product Specific

The photography used for Microsoft Expression is treated in a technique called a *Photoscope*. It is a kaleidoscopic treatment of photography showing people expressing themselves in interaction with abstract graphic elements. The Photoscope gives the Expression product line an edge that relates to the target audience while adhering to the principals of Microsoft's Expressively Human visual style.

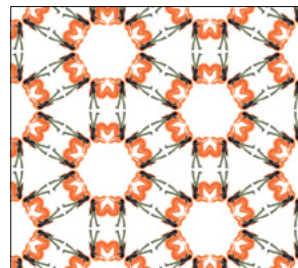
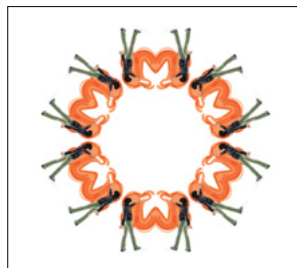
Product Specific Photoscopes

The Expression image library consists of eight Photoscopes. Five Photoscopes — Studio, Design, Blend, Web and Media are exclusively used in product specific communications. They are offered as single Photoscope Starburst treatments, as well as Photoscope Patterns.

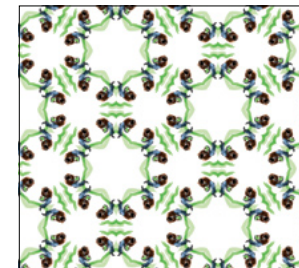
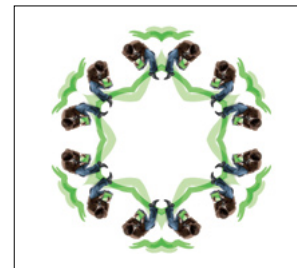
Studio Photoscopes



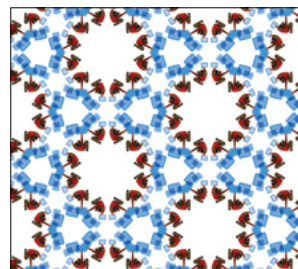
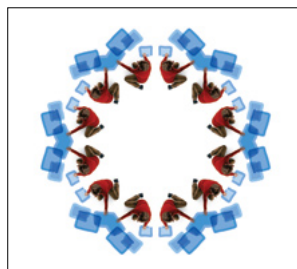
Design Photoscopes



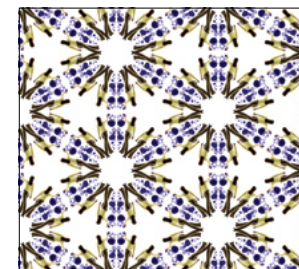
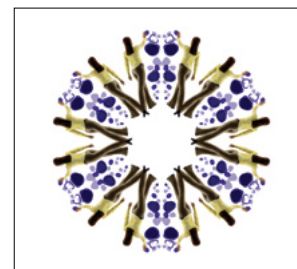
Web Photoscopes



Blend Photoscopes



Media Photoscopes



Using Product Specific Photoscopes

Placement

Only product specific Photoscopes can be used in the Single Starburst arrangement. When using a Single Starburst Photoscope, the preferred placement is centered. As a secondary alternative, it can be cropped to show a section of the Photoscope.

Pattern Photoscopes should always bleed off edges except when stopped by a Yellow Band, in which case the band overlays the Photoscope so that it shows through the translucent right side.

Cropping and Scale

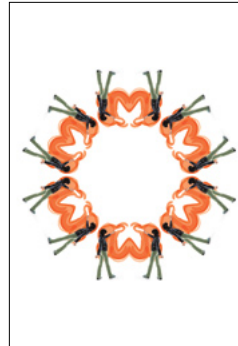
All Photoscopes can be cropped to bring flexibility to the visual style of Expression.

However, a Photoscope should never be cropped into image of people, or so tightly that it loses the repetitive kaleidoscopic effect that makes the Expression style unique.

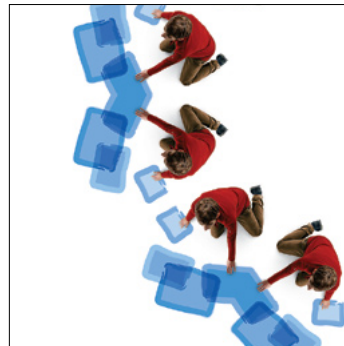
Rotation

Photoscopes may be rotated plus or minus 30° to add variation. Do not rotate the Photoscopes at any other angles, as this will offset the symmetry of the Photoscope imagery.

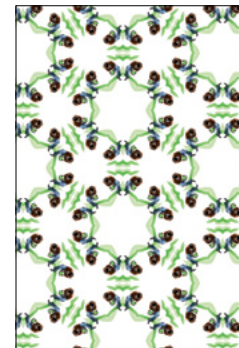
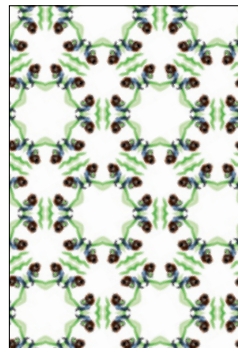
Product Specific
Photoscope
Single Starburst



Product Specific
Photoscope
Cropped Single Starburst

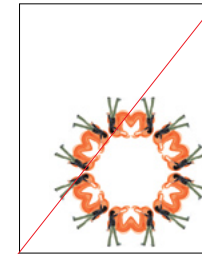


Product Specific
Photoscope
Pattern rotated 30°

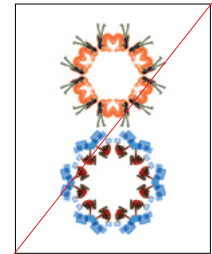


Improper Usage

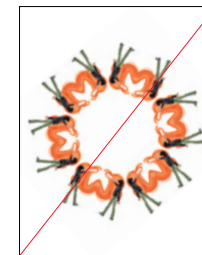
Do not place an uncropped Single Starburst Photoscope off-center.



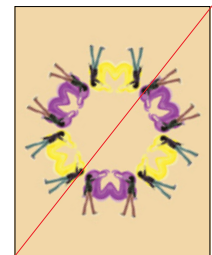
Do not use more than one Single Starburst Photoscope in one area.



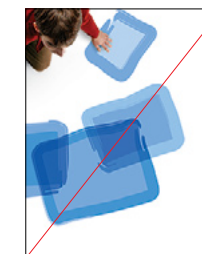
Do not rotate Photoscopes at angles other than 30%.



Do not alter any element or color of a Photoscope.



Do not crop so tight as to lose the repetitive kaleidoscopic effect.



Do not create a new Photoscope.



Photoscopes – Non Product Specific

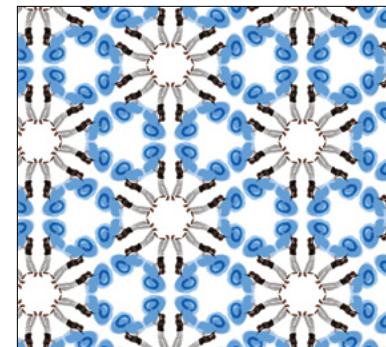
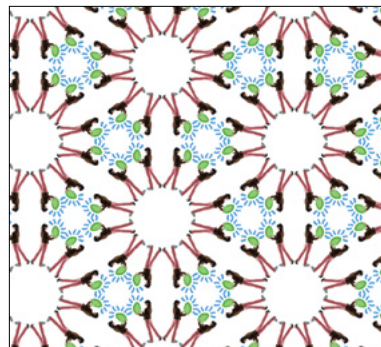
The photography used for Microsoft Expressions is called a *Photoscope*. It is a kaleidoscopic treatment of people expressing themselves in interaction with abstract graphic elements. The Photoscope gives the Expression product line an edge that appeals to the target audience while adhering to the principals of Microsoft's Expressively Human visual style.

Non Product Specific Photoscopes

Five Photoscopes are *non product specific*. These Photoscopes exist only in pattern form and are meant to be used for all visual communications not directly related to a specific product.

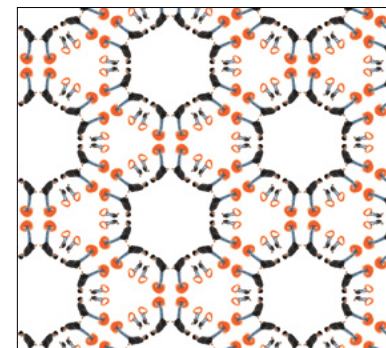
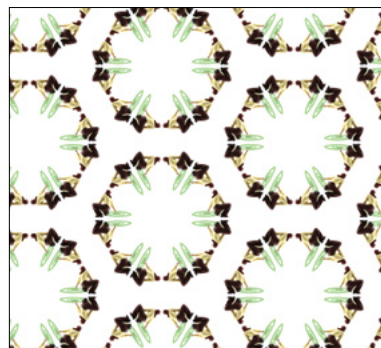
Non Product Specific
Photoscope A and B

Pattern



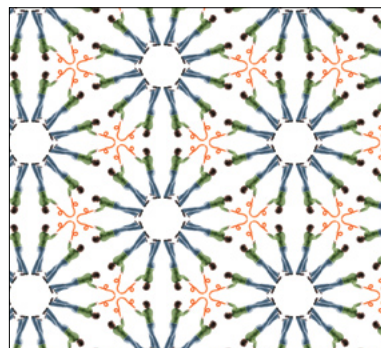
Non Product Specific
Photoscope C and D

Pattern



Non Product Specific
Photoscope E

Pattern



Using Non Product Specific Photoscopes

Placement

Pattern Photoscopes should always bleed off edges except when stopped by a Yellow Band in which case the yellow band overlays the pattern.

When placing the Photoscopes, carefully watch for cropping details along the edges.

Cropping and Scale

All Photoscopes can be scaled and cropped to bring flexibility to the visual style of Expression.

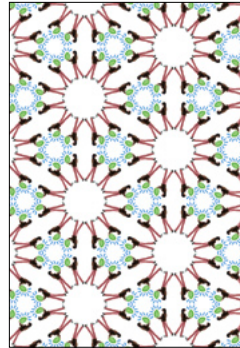
However, a Photoscope should never be scaled so large or cropped so tightly that it loses the repetitive kaleidoscopic effect that makes the Expression style unique.

Rotation

Photoscopes may be rotated plus or minus 30° to add variation. Do not rotate the Photoscopes at any other angles as this will offset the symmetry of the Photoscope imagery.

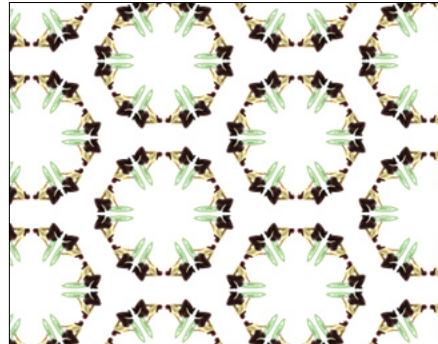
Non Product Specific
Photoscope

Micro-scaled pattern



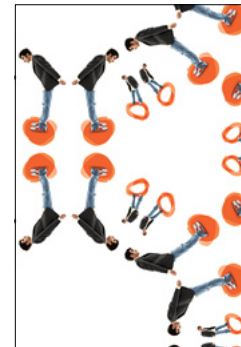
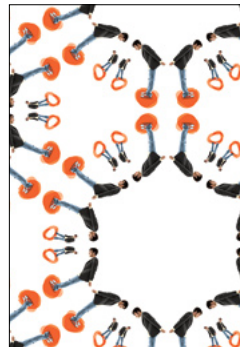
Non Product Specific
Photoscope

Medium-scaled pattern



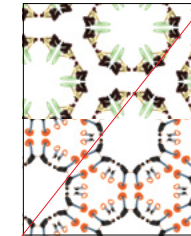
Non Product Specific
Photoscope

Macro-scaled pattern

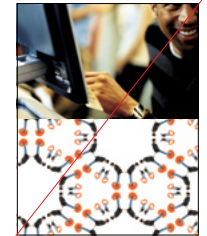


Improper Usage

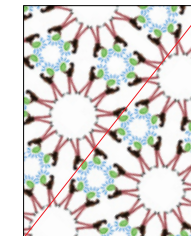
*Do not combine
Photoscopes.*



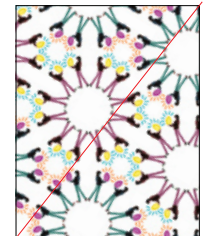
*Do not use
Photoscope in
combination with
other photography.*



*Do not rotate
Photoscope at angles
other than 30%.*



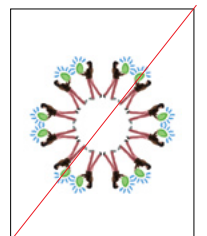
*Do not alter any
element or color of
a Photoscope.*



*Do not create new
Photoscope Patterns.*



*Do not use Non
Product Specific
Photoscopes as
Single Starbursts.*

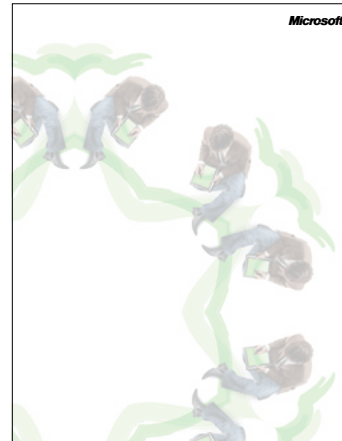
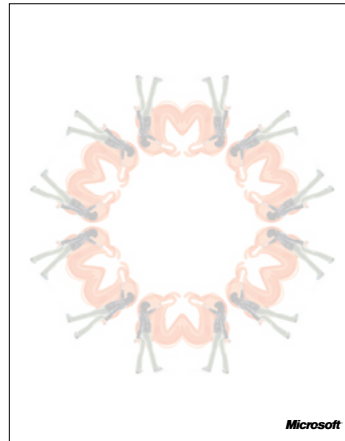


Using Photoscopes with the Microsoft Logo

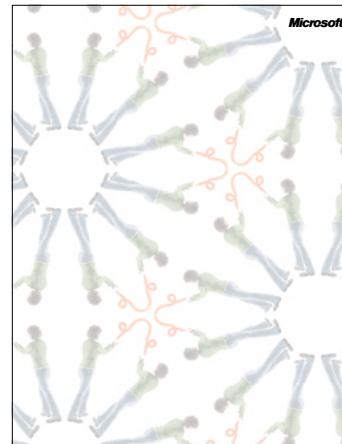
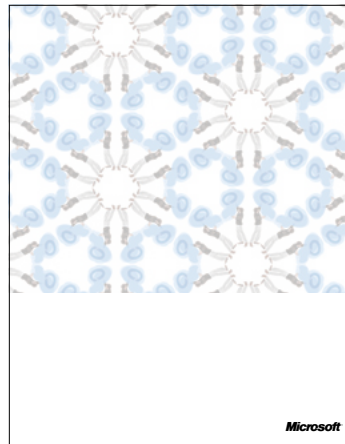
When using the Microsoft logo with a Photoscope, always give it proper clearance space and place the Microsoft logo as a sign-off in the upper or lower right corner. The Microsoft logo may be placed against a solid white background (preferred placement) or within the white space inside the Photoscopes.

When working with pattern Photoscopes, this will – in most cases – mean that the pattern Photoscope needs to be positioned and cropped to accommodate proper placement of the Microsoft logo.

Acceptable Uses With Single Starburst Photoscope



Acceptable Uses With Pattern Photoscope

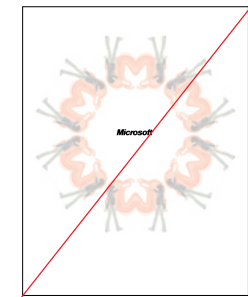


Microsoft Logo Clear Space Guide

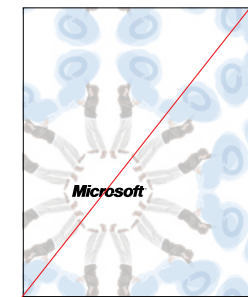


Improper Usage

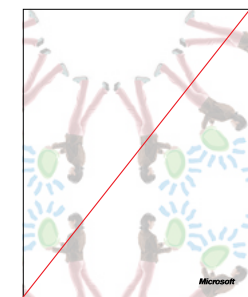
Do not place the Microsoft logo in any place other than the upper or lower right corners.



Do not place the Microsoft logo in violation of its clear space requirements.

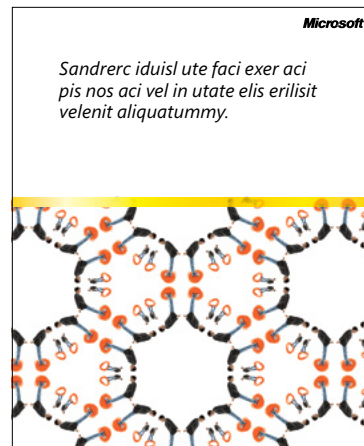
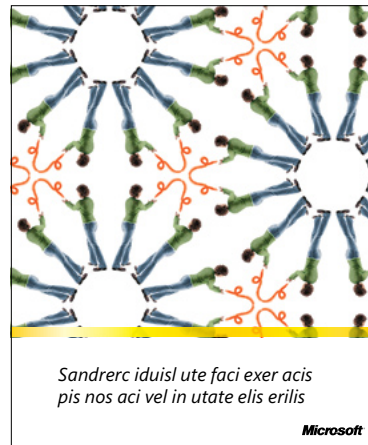


Do not place the Microsoft logo on a colored image background.



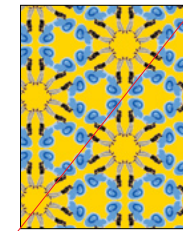
The Microsoft Expression Color Palette

The Expression color palette consists of the colors contained in the Expression Photoscopes, the Yellow Band, a white background, and black typography. No additional colors should ever be used in imagery, type treatments, or backgrounds.

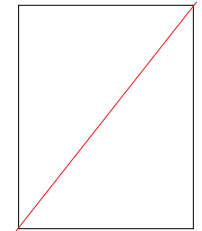


Improper Usage

Do not alter the white background color.



Do not alter any color within a Photoscope.



Do not use bands of any color other than yellow.

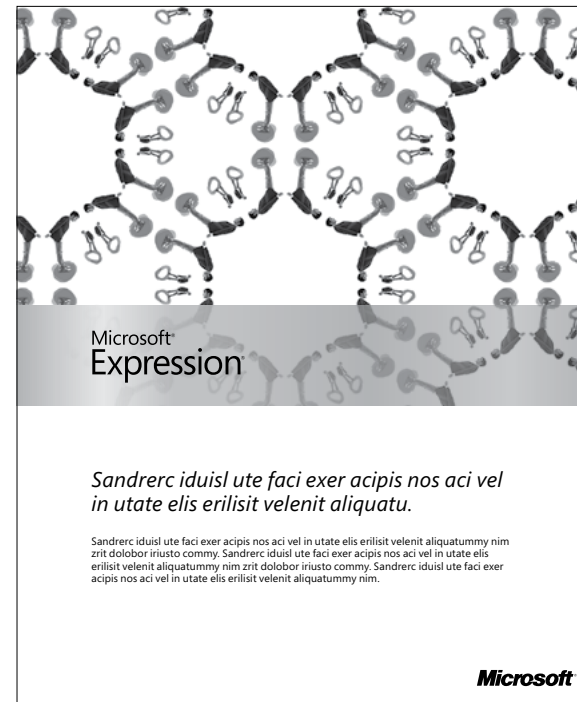
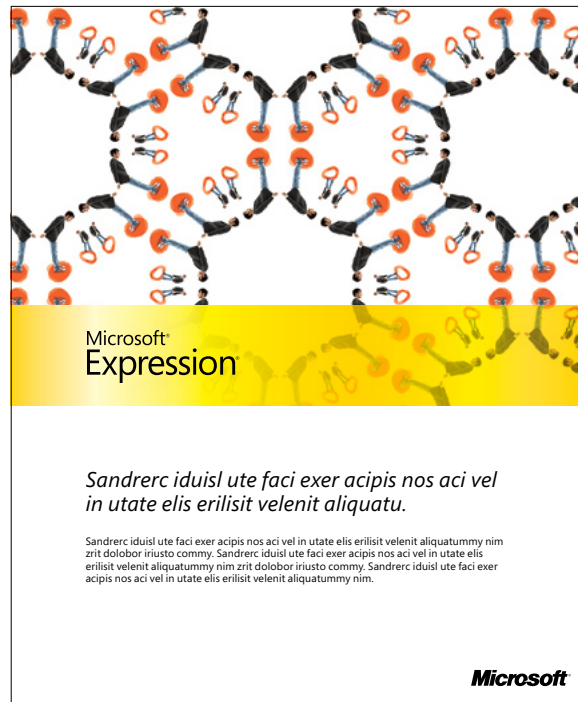


Do not use a colored typeface.



Microsoft Expression in Grayscale

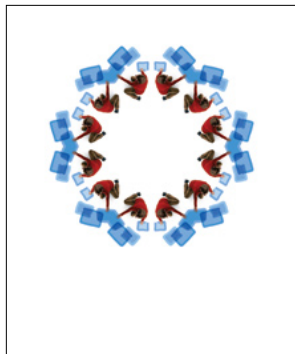
The Expression Visual Identity thrives in color. However, for instances where color cannot be used, grayscale versions of the Yellow Band with Opacity Mask have been provided. For black and white versions of the Photoscopes, please convert existing Photoscopes directly to grayscale. Please note that this is not a recommended use of the Expression identity and should only be used if color is not an option.



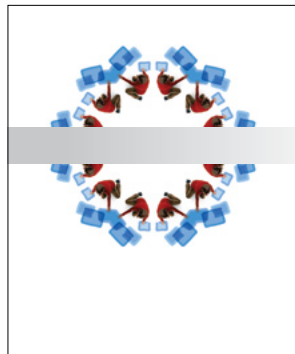
Putting the Microsoft Expression System Together Using a Starburst

Follow these four basic steps when designing with the Expression Visual Identity System.

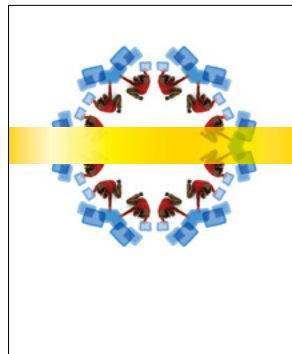
Using the Photoscope Single Starburst (Product specific uses only):



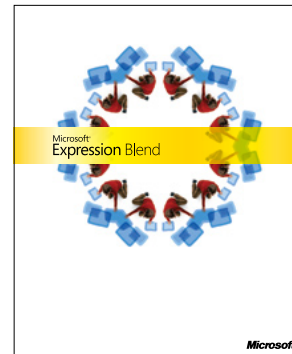
Step 1: Select a product specific Photoscope. Preferred placement is horizontally centered.



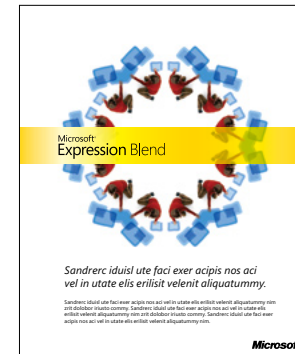
Step 2: Place Opacity Mask over Starburst, scaling it to bleed from edge to edge. Note: the supplied Opacity Mask is not gray. This is only a visual representation of the Opacity Mask. The supplied Opacity Mask asset is white, fading to transparency.



Step 3: Place sized Yellow Band over Opacity Mask and Starburst, scaling it to bleed from edge to edge. Make sure highlight is positioned for desired placement of product logotype.
If Yellow Band needs to be lengthened, add solid yellow to the right side, and/or translucent yellow to the left. If needed, adjust height of Yellow Band and Opacity Mask to fit the design.



Step 4: Add the appropriate product logotype, vertically centered on the brightest highlight of the Yellow Band. Add the Microsoft logo in upper or lower right-hand corner.



Step 5: Add typographic content.

Putting the Microsoft Expression System Together Using a Pattern

Follow these four basic steps when designing with the Expression Visual Identity System.

Using the Photoscope Pattern:



Step 1: Select a pattern Photoscope and designate an amount of coverage.



Step 2: Place Opacity Mask over pattern, scaling it to bleed from edge to edge, and aligning it to the bottom of the Photoscope pattern.
Note: the supplied Opacity Mask is not gray. This is only a visual representation of the Opacity Mask. The supplied Opacity Mask asset is white, fading to transparency.



Step 3: Place sized Yellow Band on top of Opacity Mask to overlay the edge of the Photoscope, scaling it to bleed from edge to edge, and aligning it to the bottom of the Photoscope.
Make sure highlight is positioned for desired placement of product logotype.
If Yellow Band needs to be lengthened, add continuous solid yellow to the right side, and/or continuous 10% translucent yellow to the left. If needed, adjust height of yellow band and Opacity Mask to fit the design.



Step 4: Add appropriate product logotype, vertically centered on the brightest highlight. Add the Microsoft logo in upper or lower right hand corner.

Note: if Microsoft logo is placed within the Photoscope, make sure Photoscope is scaled and positioned to allow for proper Microsoft logo placement and clear space.



Step 5: Add typographic content.

Electronic Assets – Photoscopes

Electronic Artwork

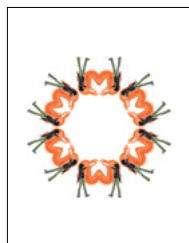
Electronic artwork including the Expression Photoscopes can be downloaded from the Microsoft Brand Tools site, <https://brandtools.partners.extranet.microsoft.com/Corporate/Guidelines/Other+Guidelines/Microsoft+Expression.htm>, or requested on a CD from the Expression Brand Group.

To request access to the Expression brand site, or to request a CD, please submit an e-mail to: expbrand@microsoft.com

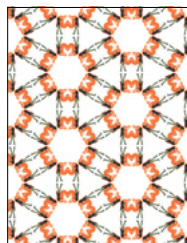
All Expression Photoscopes are delivered in two formats:

- TIF (300 dpi, color corrected, CMYK)
- PNG (72 dpi, RGB)

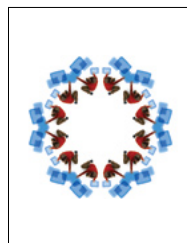
Product Specific Photoscope Assets



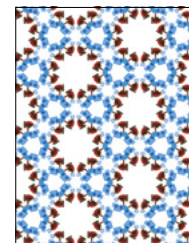
PS_Dsgn.tif
PS_Dsgn.png



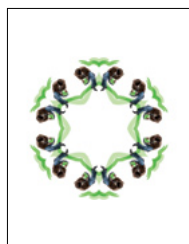
PS_Dsgn_pattern.tif
PS_Dsgn_pattern.png



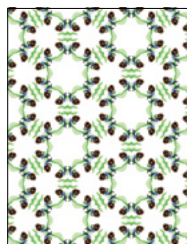
PS_Blend.tif
PS_Blend.png



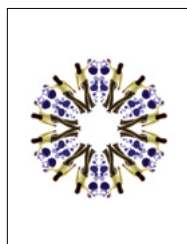
PS_Blend_pattern.tif
PS_Blend_pattern.png



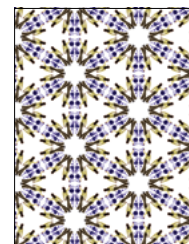
PS_Web.tif
PS_Web.png



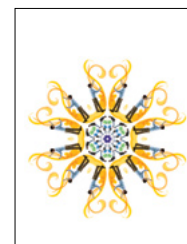
PS_Web_pattern.tif
PS_Web_pattern.png



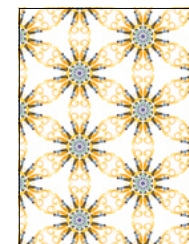
PS_Media.tif
PS_Media.png



PS_Media_pattern.tif
PS_Media_pattern.png

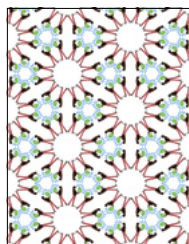


PS_Studio.tif
PS_Studio.png

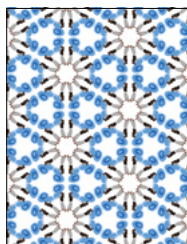


PS_Studio_pattern.tif
PS_Studio_pattern.png

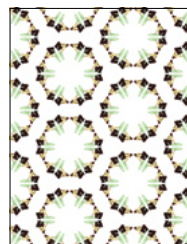
Non-Product Specific Photoscope Assets



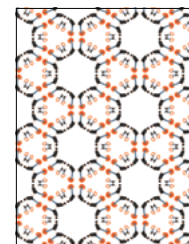
PS_pattern_A.png
PS_pattern_A.tif



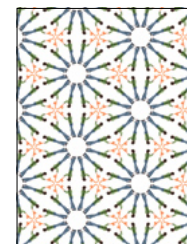
PS_pattern_B.png
PS_pattern_B.tif



PS_pattern_C.png
PS_pattern_C.tif



PS_pattern_D.png
PS_pattern_D.tif



PS_pattern_E.png
PS_pattern_E.tif

Electronic Assets and Production Notes

Electronic Artwork

Electronic artwork, including the Expression Yellow Bands, Opacity Masks, product logotypes, Microsoft logo, and fonts, can be downloaded from the Microsoft Brand Tools site, <https://brandtools.partners.extranet.microsoft.com/Corporate/Guidelines/Other+Guidelines/Microsoft+Expression.htm> or requested on a CD from the Expression Brand Group.

Refer to these file names when locating the digital files.

To request access to the Expression brand site, or to request a CD, please submit an e-mail to: expbrand@microsoft.com

Design Approval

To have a design reviewed and approved by the Expression Brand Group, please submit a PDF to: expbrand@microsoft.com

Yellow Band and How to Avoid Banding

Reproducing the Yellow Band in CMYK can easily generate 'banding' where Magenta meets Yellow. Therefore, please follow this step before files are handed off to a pre-press vendor:

After the Yellow Band is placed and cropped within a design, import the 'AI' file into Photoshop and add 1% of noise in the 'Yellow' and 'Magenta' channels. Note: do not add noise to all channels as this will make the band appeared mottled and dirty. This step will, in most cases eliminate any banding issues.

Grayscale Band

The Expression Visual Identity thrives in color. However, for instances where color cannot be used, grayscale versions of the band have been provided. For black and white versions of the Photoscopes, please convert existing Photoscope Imagery directly to grayscale.

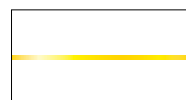
Yellow Band



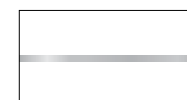
YB_c.ai



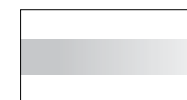
YB_gs.ai



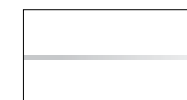
YB_thin_c.ai



YB_thin_gs.ai



YB_OpMask.ai



YB_OpMask_thin.ai

Logotypes



Expression_bL.eps



Expression-Design_bL.eps



Expression-Blend_bL.eps



Expression-Web_bL.eps



Expression-Media_bL.eps



Expression-Studio_bL.eps

Microsoft Logo



MS_Logo_bL.eps

Microsoft Font_Segoe (OpenType®)



Segoe.zip