



Our brand



7

Windows Phone 7  
Brand Identity Guidelines

## We wrote this guide just for you.

**From internal communications to advertising, from copywriting to graphic design, the brand guidelines and reasoning gathered here help all of us stick together.** Developing an ad campaign or a product launch? Writing an instruction manual or designing a business card? Scoring a commercial or rethinking a Web site? We bring Windows Phone to life in many different ways, and we must do them all as one.

Because no one can know it all, it's all here.

Whatever we work on, using the same playbook lets us create and present a consistent brand personality that consumers can grow closer to. After all, to know us is to love us is to buy us is to recommend us, so it's easy to see the huge advantages in putting a familiar face forward every time.

Think of these guidelines however you'd like—rulebook, playbook, handbook—but know that they offer exactly the leg up you'll be looking for, every single day.

**All aboard.**

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Complete guidelines for the Microsoft brand are available on Brand Tools: <https://brandtools.partners.extranet.microsoft.com>.  
Artwork for Windows Phone 7 is available from Media Bank: <https://mediabank.partners.extranet.microsoft.com>.

If you have questions about these guidelines, send e-mail to [wpbrand@microsoft.com](mailto:wpbrand@microsoft.com).

Chapter 1

Our story



# Our position

**Windows Phone 7 is a different kind of phone,  
designed to bring together what you care about most.**

### **Smart design**

Windows Phone 7 is created to do just what you need, quickly and efficiently.

- Go further, do more in fewer steps
- Gives the information and updates at a glance

### **Windows Phone hubs**

Windows Phone 7 hubs bring together what you most want to see and do on the phone.

- Organizes the Web and applications to simplify everyday activities
- Lets you enjoy more and quickly accomplish what you need to do

# Our audience

The target audience for Windows Phone 7 is the Life Maximizer, defined as an adult—the primary age target is 25-49 years old (approximately 80% of the budget should be focused on primary target), and 18-24 years old is the secondary age target. Life Maximizers are busy personally and professionally, and they enjoy a multi-faceted lifestyle. They are confident and optimistic, and they enjoy sharing their lives with others. Achievement-oriented and successful, Life Maximizers tend to be proud, responsible individuals; they view technology as an enabler in achieving what they need accomplished in their personal and professional lives.

### Key audience insights

**Meaningful life.** Life Maximizers want meaning in their lives, and helping others and contributing to society are two ways they do this.

**Staying connected.** Feeling connected but in control is critical to Life Maximizers. They want to make the most of moments—and share them with family and friends—but on their terms.

**Fluid lifestyle.** Living life to the fullest and living in the moment are twin goals of this target audience. They want to make the most of each day while also embracing spontaneity, and could be thought of as “Moment Maximizers.”

**Passionate.** Life Maximizers consider their phones an extension of themselves—“always on”—but they simultaneously love and hate them. Although phones make their lives easier, Life Maximizers feel they must be responsive to family, friends, work, and other aspects of their lives as phone owners.

**Function over form.** People in this group want a phone that works for them. They value function over form and weigh benefits when considering and purchasing a phone.

# Personality overview

**Why does a brand need a personality at all?** Why don't we just get on with selling software and phones? Because the Windows Phone personality gives our brand qualities that people can easily relate to. Because it lets them think of us like they think of a friend—they can get to know us, like us, or even love us, choose to spend time with us, recommend us to others. In short, the Windows Phone personality lets us be an important, personal presence in people's lives.

And as we present Windows Phone around the world, it's our North Star, guiding how we bring the brand to life in every interaction, across every touchpoint. You'll help build the Windows Phone brand, and from words to images to music, you'll do it on this foundation.

**Meet Windows Phone ...**

# Our personality

Ever watch someone trying too hard? They come off as all swagger, no substance. Knowing our strengths—and playing to them—gives us an inner certainty to carry things off with grace and finesse. **We value being ourselves** because who we are is more than enough.

That **genuine** nature lends a magnetism that's backed up by our name. You might not have met us, but we're a familiar presence, so you trust us to design for a life in motion. We know how hectic the days can get, and filling yours with meaning gives us a charge, too.

Now, here's a tantalizing thought: What if we were this authentic, but also full of life? What if there was sizzle in everything we said? What if people who'd just met us found us familiar, yet surprising?

### **We're always on our toes.**

You sense our **spirit** right away, and the more engaged we are, the more alive we feel. The pace picks up. Your energy feeds ours. Together, nothing feels impossible, and in the blink of an eye, the flick of a finger, we get you on your way.

We start with a different viewfinder. One that's mind-opening. Seductive. Because a new angle just might suit the way you live better. And along the way, we remember to have fun. We smile. We wink in agreement. We're too adult to make a joke out of everything, but no one here signed up for boring.

The big question: How do we harness our passions and direct them toward yours? Easy. By gathering what you love into captivating experiences that are always at hand. By exercising a **balanced** approach that weighs rich against uncomplicated. And by remembering that stimulating doesn't have to mean "showtime."

**We'd rather move at your speed**, let you call the shots. Because as much as we love forging ahead, we realize that exploring is a lot more fun than follow-the-leader.

What you see isn't everything you get with us, but you'll never have to look twice. Clarity aids discovery. We present ideas thoughtfully, editing the panorama and stripping away distractions so you think less, experience more.

We're ready. Add your ideas, your potential, and we'll flow, build, and adapt right alongside. Sound **supportive**? **We're your biggest fan**, and spotlighting what's important to you is everything to us. From compass to copilot, you'll find us a worthy companion. Doing fine? We're never in the way. Need help? Count on us for an idea, a suggestion, a nudge.

That's us. A familiar face with a fresh spirit. A reliable resource with a knack for getting more out of life. And a trusted companion who talks your talk but knows when to keep quiet, too. Ready? Let's go.

# Our personality, in brief

### Who do you like to be around?

**Genuine.** Honesty is magnetic, so we value being ourselves. But that doesn't mean sincerity has to be boring. Our passion gives a charge to everything we do, finding better ways to let you make the most of your life.

**Spirited.** We look at your world from new angles because a fresh viewpoint invigorates and inspires. There's a spring in our step, but breathless isn't our speed.

**Balanced.** Rich doesn't have to be complicated. We gather what you love into captivating experiences, then edit the panorama and strip away distractions so you experience more.

**Supportive.** We're a trusted companion who's never in your way. You run the show, but we spotlight the things you care about—talking when it's helpful, quiet when it's not.

**That's who we like to be around. So that's who we are.**

**Windows Phone**

Clip out and keep for quick reference.

# How we speak

**Understanding the Windows Phone voice is important for everyone at the brand, not just writers.** A consistent writing style—a voice—lets customers recognize and trust us. And because we interact with millions of people every day, we've got to sound right to millions of ears, every time.

Windows Phone was designed to be adaptive and engaging, and our voice reflects that. Its four qualities work together to create copy that's human but efficient, clean but engaging, and supportive but never in the way. It flows nimbly from one situation to the next, just like the product, getting people where they're going without drawing too much attention to itself. It's memorable, for all the right reasons. Here are the four qualities of our voice:

### Genuine

We speak in a relaxed, natural style that's grounded, friendly, and professional.

#### Key ideas:

- Talk like a human being, avoiding jargon and technical terms.
- Be as straightforward as possible without being blunt.
- Don't try to make something sound more special than it is.
- Be careful not to overexplain or get defensive.

### Spirited

We keep the copy fresh and alive without trying to be too "different" or jokey.

#### Key ideas:

- Avoid clichés and overused marketing words. If everyone else is saying it your way, it might be time for a new approach.

- Vary sentence lengths to keep the pace lively.
- Enjoy the moment without being cutesy or sarcastic.
- Show our passion without using exclamation points.

### Balanced

Copy doesn't have to be wordy or fancy or funny to be engaging and perfect for the brand. We simplify information and strip away distractions so it's always an enjoyable experience.

#### Key ideas:

- Don't be too casual or full of slang. Stay edited and professional, just not corporate.
- Remember the context you're writing in: a headline sparkles, an instruction book is clear and concise, but both are human.
- Always try to say more with less; it's not about dazzling copy, it's about delivering a fluid, easy, engaging read..

### Supportive

We remember what's important to people and make sure that it's always easy to find and understand.

#### Key ideas:

- Write smart copy, but it has to be clear first.
- Writing more than needs to be said wastes the reader's time.
- Clarity is critical: If they have to reread a line to understand it, we haven't done our job.

Chapter 2

Our look

# How we look

**It's important to remember that visually our communications always elevate the Windows Phone logo and UI to hero status.** The other elements of our identity system help support and showcase our hero elements as well, helping to communicate our stories and messaging clearly and effectively.

The visual aspects of our identity system are based on the product experience, which in turn was inspired by the International Typographic Style (Swiss Style) of the late 1950s and 1960s.

Stay true to this aesthetic. The principles of clarity and purity, clear space, structure, and overall minimalism let our brand stand out in today's visual noise. And remember that approaching design challenges with the creative mindset of Muller-Brockmann, Ruder, Hoffman and Weingart will help ensure a successful execution.

### **So, how does our brand personality come alive visually?**

#### **A genuine look**

We value being ourselves. The visual equity that Microsoft has established is partly related to the use of white within our communications, and the role white plays in relation to the four Microsoft brand colors. So white is a fundamental and essential element of our Windows Phone visual identity, giving our personality an open, optimistic, and welcoming feel.

There's an honesty to our visual language, and every mark we make has a purpose. We avoid decoration at all costs because it trivializes the powerful story we have to tell.

#### **A spirited look**

You sense our spirit right away. A considered, purposeful application of color elevates the tonality of our communications, bringing energy, sizzle, and overall freshness to our messaging. We celebrate our unique typeface by giving scale to headlines, allowing the character and humanistic qualities of the font to shine.

#### **A balanced look**

We exercise a balanced approach. With a foundation of white space, we apply color sensitively to bring an honest level of energy to our communications. Overuse of color would feel too loud, too "showtime," but not enough would be too sterile and quiet.

Our typography juxtaposes larger point sizes against less intrusive secondary weights to create contrast, guiding the eye by establishing clear visual hierarchies.

Clean lines and structure help create a sense of balance and stability, and relate directly to the form found within our product experience. That means the backbone of our visual identity system depends on adhering to grids when laying out the various elements.

#### **A supportive look**

Our audience lives to maximize each moment—they're always on the move. Clarity aids their discovery, so we make sure to spotlight what's important, "speaking" clearly, without visual clutter, so our stories can be easily digested.

**Working together, these qualities create our visual identity, establishing a look that's uniquely Windows Phone, and beautiful and special in its own right.**



# Our look: Visual elements

## Brand logo

(Available in the brand's four primary colors for use on white or light gray backgrounds only)



## Alternate logo

(Available in the brand's four primary colors for use on non-white backgrounds only)



## Colors

Primary



Secondary



## Start screen UI artwork



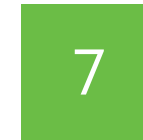
## Windows Phone 7 lockup

(Available in four variations)



## Secondary graphics

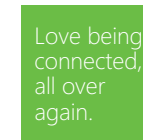
(Available in the brand's four primary colors)



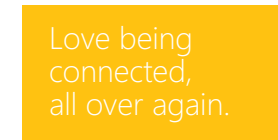
"7" in large square container



"7" in small square container



Headline in large square container



Headline in large rectangle container

Love being connected, all over again.

Headline outside a container



Microsoft product symbols in small gray containers



Brand logo



Alternate logo

Our green logo is the preferred color option.

The core expression of our brand

Our logo is the core of our visual identity system. It anchors communications and over time comes to symbolize the meaning people associate with the brand experience.

# Our look: Logo orientations



Brand logo vertical orientation



Brand logo horizontal orientation



Alternate logo single orientation

## Brand logo orientations

There are two orientations of the Windows Phone brand logo: horizontal and vertical. Both orientations are acceptable, although the vertical orientation is preferred.

## Alternate logo orientations

The Windows Phone alternate logo has one orientation.

## Logo placement

The brand logo should always be placed on a white or light gray background.

The alternate logo should be used when placing the logo on a non-white background.

As a general rule, marketing materials should display the Windows Phone logos in the top left corner or in an area with abundant clear space.

## Our look: Logo color variations

Green logos  
(preferred)



Blue logos



Yellow logos



Red logos



One-color logos



N/A

### Logo color variations

The full-color, “illuminated” versions of the Windows Phone logo represent the richness of the brand and should be used whenever possible. The green variation is preferred; blue, yellow, and red logos are also available.

When use of the full-color logo is not possible, use the one-color line-art logo. Two-color line-art logos are available for limited use. The Windows Phone logotype should always be black.

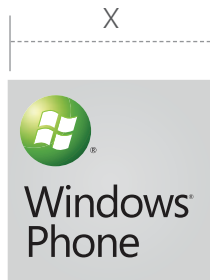
## Our look: Logo size



### Brand logo minimum size

**Print:** x is greater than or equal to 0.75 inches (19 mm)

**On-screen:** x is greater than or equal to 54 pixels



### Alternate logo minimum size

**Print:** x is greater than or equal to 0.9 inches (23 mm) wide.

**On-screen:** x is greater than or equal to 65 pixels.

### Brand logo minimum size

The illustration at left shows the smallest acceptable size for the brand logo. Note that the minimum size is the same for the horizontal and vertical orientations.

Always ensure that the color variations in the symbol remain intact and visible.

### Alternate logo minimum size

The illustration at left shows the smallest acceptable size for the Windows Phone alternate logo.

## Our look: Logo clear space



Brand logo clear space



Alternate logo clear space

A minimum clearance must be maintained between the logo and other graphical elements.

### Clear space: Brand logo

The clear space ( $x$ ) around the signature is equal to the height of the lowercase letters in *Phone*.

### Clear space: Alternate logo

The clear space ( $x$ ) around the Windows Phone alternate logo is equal to the height of the Windows Phone symbol.

### Trademark symbols

When using the Windows Phone logo, include the registered trademark symbol (®) next to the Windows "flag" symbol and after *Windows*, as they appear in the logo artwork. For small applications, adjust the size of the trademark symbols so that they are legible but not disproportionately large. Trademark symbols should not be removed.



Trademark symbols

# Our look: Example brand logo "don'ts"



**Don't** add "7 Series" to the logo.



**Don't** typeset the logo with a 7 in lockup.



**Don't** change the color of the symbol.



**Don't** skew or stretch the logo.



**Don't** create new product logos.



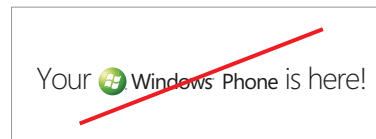
**Don't** change the position of the symbol.



**Don't** alter the typography in the logotype.



**Don't** separate the symbol from the logotype.



**Don't** use the logo in copy.



**Don't** change the color of the logotype.



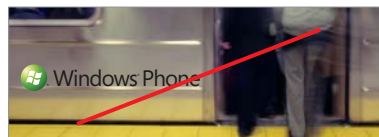
**Don't** rotate or tilt the logo.



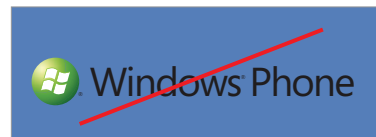
**Don't** lock up the logo with other graphic elements.



**Don't** enclose the logo within a box, circle, or other shape.



**Don't** place the logo over photography.



**Don't** place the logo over any color other than white.

## Don'ts

These examples illustrate some ways the Windows Phone brand logo should not be used.

In addition, the elements of the logo should never be taken apart and recombined to create new artwork. If none of the approved artwork meets a communication's needs, contact [wpbrand@microsoft.com](mailto:wpbrand@microsoft.com).

## Usage guidelines

Remember that the Windows Phone brand logo should:

- Only be used for marketing Windows Phone brand products, services, features, and programs.
- Never be modified in any way. Use the artwork as it is provided on Media Bank.
- Never appear connected to, or part of, any other type, symbol, or icon (except the trademark symbols, which always accompanies the logo).
- Not be used by third parties without written permission from Microsoft and approval from the Microsoft Legal and Corporate Affairs (LCA) department. Contact your account manager for more information.

To start the permission process, contact [wpbrand@microsoft.com](mailto:wpbrand@microsoft.com).

# Our look: Example alternate logo "don'ts"



**Don't** add "7 Series" to the logo.



**Don't** use the old symbol.



**Don't** change the color of the symbol.



**Don't** change the color of the container.



**Don't** create new product logos.



**Don't** lock up the logo with other graphic elements.



**Don't** change the position of the symbol.



**Don't** change the color of the logotype.



**Don't** use the logo in copy.



**Don't** skew or stretch the logo.



**Don't** rotate or tilt the logo.



**Don't** alter the typography in the logotype.



**Don't** change the shape of the container.



**Don't** remove the gray container from the logo.



**Don't** use the symbol without the logotype and container.

## Don'ts

These examples illustrate some ways the Windows Phone alternate logo should not be used.

In addition, the elements of the Windows Phone alternate logo should never be taken apart and recombined to create new artwork. If none of the approved artwork meets a communication's needs, contact [wpbrand@microsoft.com](mailto:wpbrand@microsoft.com).

## Usage guidelines

Remember that the Windows Phone alternate logo should:

- Only be used for marketing Windows Phone brand products, services, features, and programs.
- Never be modified in any way. Use the artwork as it is provided.
- Never appear connected to, or part of, any other type, symbol, or icon (except the trademark symbols, which always accompany the logo).
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To start the permission process, contact [wpbrand@microsoft.com](mailto:wpbrand@microsoft.com).



## Our look: Windows Phone 7 Start screen UI



### The Start screen UI

The Windows Phone 7 Start screen is our second most powerful visual brand asset—after our logo—helping deliver our differentiated story.

## Our look: Windows Phone 7 lockup



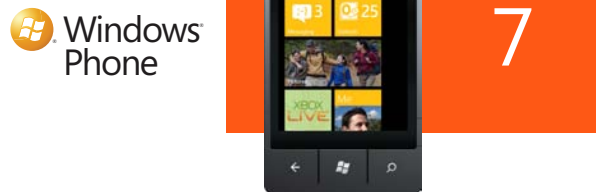
### The Windows Phone 7 lockup

This unique visual element immediately indicates that a communication is about Windows Phone 7, not a 6.5 version of the operating system.

# Our look: Lockup use



Preferred version



## Overview

The Windows Phone 7 lockup is a graphic element that identifies a communication about the Windows Phone 7 brand.

The Windows Phone 7 lockup is a powerful asset that ties to our brand, and must be presented according to these guidelines.

- The Windows Phone 7 lockup, should never be modified in any way.
- Use the artwork as it is provided on Media Bank.

## Colors

The Windows Phone 7 lockup is available in four versions. The version with the green UI, green logo, and yellow background “container” is the preferred version for Windows Phone 7 communications.

Use only the color combinations of the Windows Phone 7 lockups shown on this page.

## Where do I use this asset?

When I need to visually communicate “Windows Phone 7” but have no more additional space to include any further messaging.

## Where don't I use this asset?

When I am already using the Windows Phone brand identity framework system to communicate my message.

# Our look: Lockup orientation and size



## Orientation and size

The Windows Phone 7 lockup is available in vertical and horizontal orientations. Choose the orientation that best suits your layout.

Each orientation also comes in two sizes, small and big, to ensure readability when the lockup is scaled to fit a layout. In the small version, the elements of the lockup have been enlarged to retain readability and visual quality at small reproduction sizes.

Choosing the correct size depends on the width of the background "container" (x) when the lockup is placed in a layout and sized.

## Horizontal small version

This lockup is best for horizontal applications. Use it when the size of (x) is reproduced smaller than 3.5" wide. The proportion of elements in this option have been enlarged to improve readability for small reproduction sizes. Never use lockup option 1 with (x) smaller than 1.5" wide.

## Horizontal big version

This lockup is best for horizontal applications. Use it when the size of (x) is reproduced larger than 3.5" wide.

# Our look: Lockup orientation and size

## Vertical small version

**Size:** x is greater than or equal to 1.5" (38 mm), but less than 3.5" (89 mm)



## Vertical small version

This lockup is best for vertical applications. Use it when the size of (x) is reproduced smaller than 3.5" wide. The proportion of elements in this option have been enlarged to improve readability for small reproduction sizes. Never use lockup option 1 with (x) smaller than 1.5" wide.

## Vertical big version

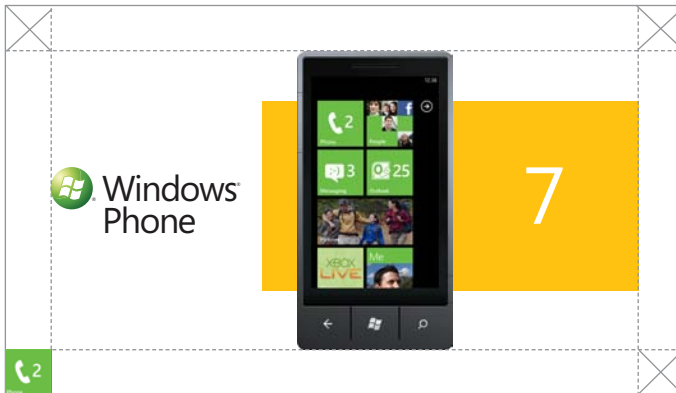
This lockup is best for vertical applications. Use it when the size of (x) is reproduced larger than 3.5" wide.

## Vertical big version

**Size:** x is greater than or equal to 3.5" (89 mm)



## Our look: Lockup clear space



Clear space

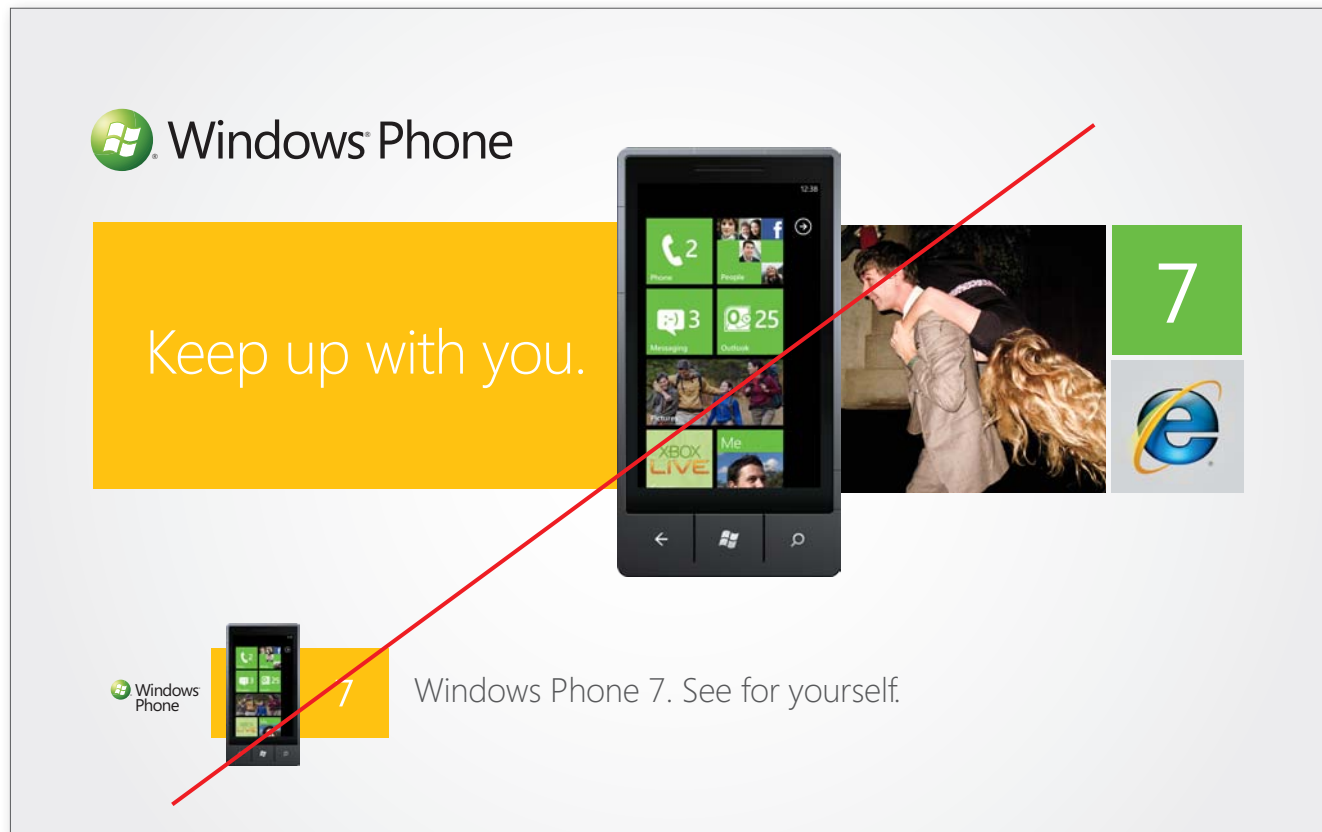
### Clear space

A minimum clearance must be maintained between the Windows Phone 7 lockup and other graphical elements. The clear space (x) around the lockup is equal to the height of a square "tile" in the interface. (In these examples, the Phone tile is used for the measurement.)

### Placement on backgrounds

The lockup should always be placed on a white background so that it stands out.

## Our look: Example lockup “don'ts”



**Don't** use the Windows Phone 7 lockup when you are already using the Windows Phone brand identity framework system.

## Segoe Light

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Segoe Regular

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Segoe Semibold

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

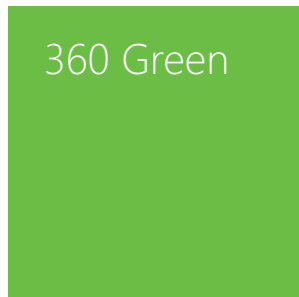
## Our brand fonts

All communications use the exclusive Microsoft Segoe font family. Segoe evokes the open, approachable, and humanistic characteristics of the Windows Phone brand.

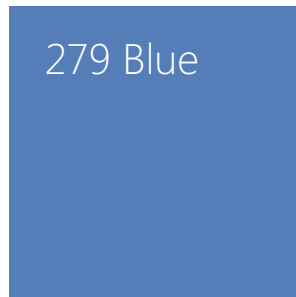
Segoe Bold or Semibold can be used for subheads or for highlighting words or phrases within a paragraph. Never use Segoe Bold or Semibold for typesetting an entire paragraph of body copy.



### Primary colors



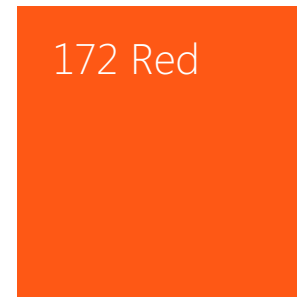
PMS 360  
C55+Y80  
R107+G189+B70  
#6BBD46



PMS 279  
C70+M30  
R85+G126+B185  
#4891DC



PMS 123  
M20+Y100  
R255+G194+B17  
#FFB70F



PMS 172  
M65+Y85  
R254+G88+B21  
#FF4819

### Secondary colors



PMS Cool Gray 1  
K20  
R210+G210+B210  
#cccccc



PMS Cool Gray 10  
K65  
R120+G120+B120  
#666666

## Our brand colors

The communications we create are exceptionally diverse, and we use color to help unify our brand. The colors here are derived from our Windows heritage, and using them will help you build a look and feel that is distinctly “Windows Phone.”

## Our look: Photography



### Our brand photography

Photography can help to tell our story in an emotionally engaging way.

There is a brand approved set of images available as well as guidance here on creating your own imagery.

# Photographic values

### Key insights

**Our approach.** Our photography should feel like it's had the benefit of an artist's eye—an uncommon, not avant-garde, perspective.

Our imagery is always meaningful, never decorative—it helps support and enhance the message we are conveying.

**Our storytelling.** Our stories show a life that's in full flow, and yet one that's in control—where satisfaction and peacefulness have replaced chaos and complexity.

We tell visual stories that our audience can relate to—real-life moments about relationships and interactions which focus on the benefit which our product has brought to their lives—allowing more time to engage with the people and moments that matter most to them.

They're human stories—whether actually involving people, or simply showing traces of humanity (e.g. two bikes propped against a park tree), we capture the activity and movement of a rich, involved life.

**Our composition.** Our imagery has a graphic clarity, just like our product experience. It's not simplistic or sterile and never busy or complex. There is a considered balance between content and clear space, with the latter used effectively to draw the eye to the content.

**Our style.** Taking inspiration from our Windows Phone 7 product experience which has a very structured and angular visual language. We strive to have a trace of structure within our compositions—at minimum a clean horizontal or vertical edge apparent within the image—most commonly shown within the background environment of the story.

### Important notes:

- Please ensure that a feeling of spontaneity and believability comes across in the image—making sure the image does not feel posed or staged.
- This style should be apparent in all static Windows Phone imagery. When creating moving image work, this stylistic approach should be apparent throughout but does not have to appear in every frame.

See page 33 for photography examples.

## Our look: Photographic personality examples

Personality	IS:	ISN'T:	Summary
Genuine	Sincere	Posed	It's a real moment in time, not posed for the camera—I believe it and feel like I'm there.
Spirited	Alive	Excited	I sense the spirit and optimism. There's a genuine energy that's coming across. The emotions feel real, not fake or posed.
Balanced	Edited Rich	Basic Complicated	Use of clear space draws me in and captivates me - and lets my imagination go. The composition is dynamic and surprising, not ordinary or expected.
Supportive	Involved	Spectator	I feel involved in the moment, and not a spectator. It feels welcoming and not confrontational or aggressive.

# Our look: Photography samples



## Windows Phone 7 photo library

Windows Phone 7 photography features the Life Maximizer's lifestyle in action. Their lives—at work, at home, with friends, and with family.

Use these images along with creative messaging to tell the story of Windows Phone.

There are two sections to the photographic library: Lifestyle and Business.

## Structure

Windows Phone 7 photography is placed inside both large and small containers within the design framework. Photography is never "full bleed". We never place logos or type over photography.

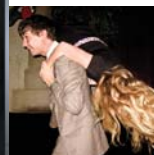
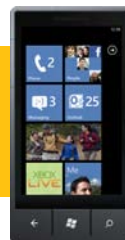
## Legal requirements

All photography in the Windows Phone library is licensed for global commercial use. Visit Media Bank to download Windows Phone 7 photography.



Photography is placed in square and rectangle containers within the design framework.

Keep up with you.



7

## Our look: Microsoft product symbols



Microsoft Office



Zune



Windows Internet Explorer



Bing

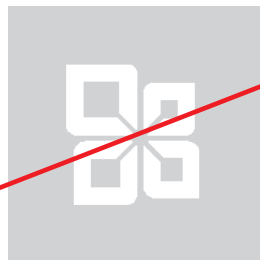


Xbox LIVE

## Microsoft product symbols

The select Microsoft products we showcase in our visual identity system are brands in their own right and should be treated with care.

## Our look: Microsoft product symbols



Don't create your own Microsoft product symbols.

Microsoft product symbols are used to support the story of a communication, but they are never the main element of a design. Five product symbols are available for use in Windows Phone 7 communications:

- Microsoft Office
- Zune
- Windows Internet Explorer
- Bing
- Xbox LIVE

Do not use any other product's symbol.

The symbols are prebuilt and available on Media Bank. Do not create your own symbols or artwork. The prebuilt artwork includes the symbol centered in a small square of Cool Gray 1, with built-in clear space and trademark symbols.

Usage guidelines of the symbols in your layout are on page 49.

Chapter 3

# Putting it together



# Putting it together: Our visual hierarchy

## Windows Phone 7 lockup

The Windows Phone 7 lockup, a combination of the logo, UI and a “7” can be used to visually communicate “Windows Phone 7” when you have no more additional space to include any further messaging.



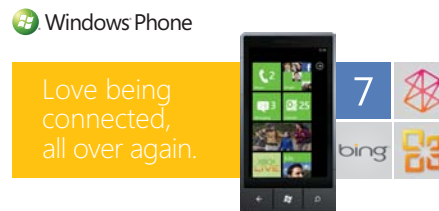
## Logo + Start screen UI + 7 + Headline

Headline messages belong within a container in the framework and almost never appear outside of one. Body copy never goes inside the framework.



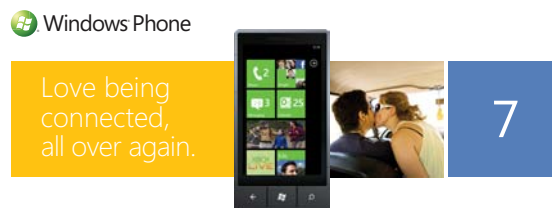
## Logo + Start screen UI + 7 + Headline + Product symbols

Although the products available on a Windows Phone are a big part of our value, they are never the “feature” of our stories. Therefore, product symbols are not allowed in large containers.



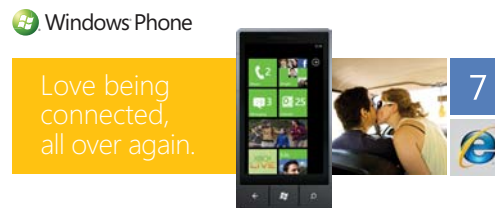
## Logo + Start screen UI + 7 + Headline + Photography

Photography is limited to three images per layout, with one image always featured as the always featured as the “hero” of the story.



## Logo + Start screen UI + 7 + Headline + Photography + Product symbols

Photography used with the product symbols can create an engaging story about Windows Phone 7.



## Overview

There isn't just one way to build a layout that is on-brand. Instead, general principles allow for broad creativity while maintaining consistency. The hierarchy at left illustrates the order in which elements are added as a communication becomes increasingly complex. Use the layout that best suits your communication.

## Logo and Start screen UI

Every Windows Phone 7 story begins with the brand logo. The logo should always be clearly placed and should not compete with any other graphic.

The UI pictured on a device is often the core graphic element in our stories.

# Putting it together: Design framework using UI

Containers in the design framework are proportional to the Windows Phone 7 user interface.



## Overview

The design framework, inspired by the tiles in the product experience, is a grid of rectangular and square containers that hold design elements from the Windows Phone 7 visual identity system. The framework unifies the design, reinforces the Windows Phone 7 story (personality and positioning), and also helps tell the story expressed by the photography and headline. These elements, held together by the framework, create stories in communications and are a fundamental aspect of the Windows Phone 7 visual identity.

There are many potential story executions possible using the framework, and the UI always figures prominently as the introduction of a communication's story. In pieces that are longer than one page, the UI may be dropped from the framework (see next page).

**Note:** If a communication is a single page, the UI image must be used in the layout.

## Structure

Containers physically connect to a Windows Phone device in a horizontal layout. The containers can be filled with a headline, photography, Microsoft product symbols, or the "7" graphic. The brand logo aligns with the left edge and is positioned above the framework.

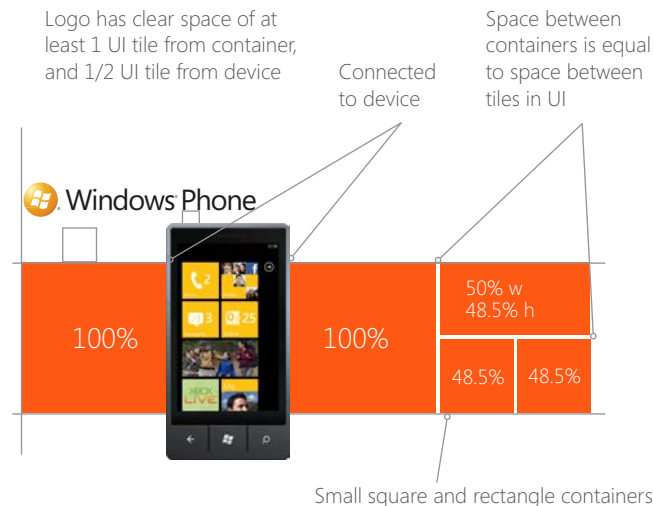
All containers must have content; do not leave a container empty.

## Proportions

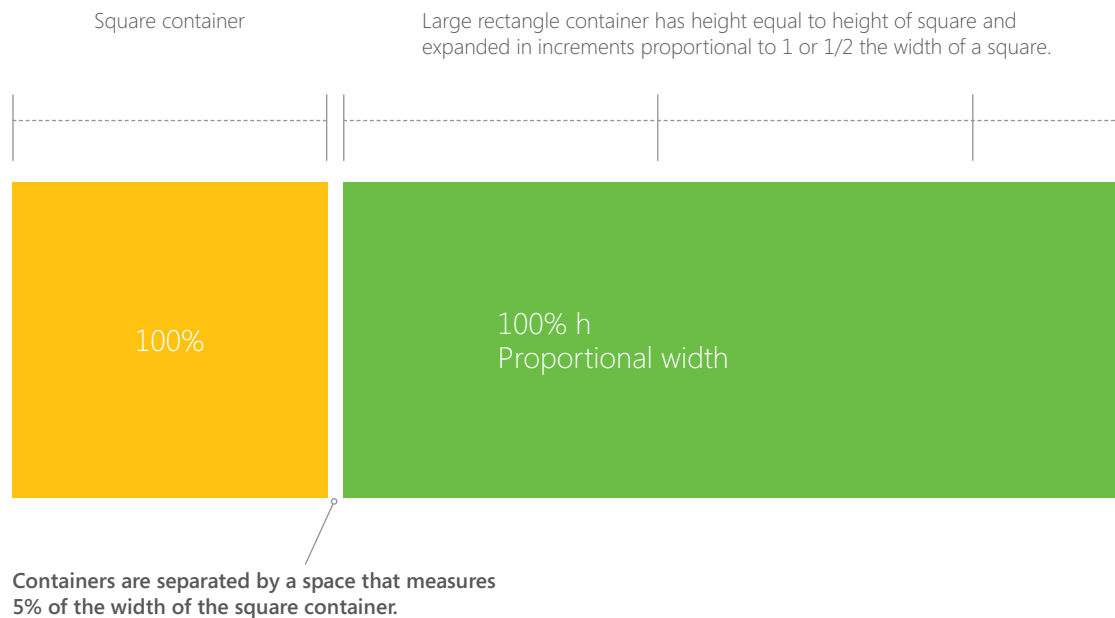
The UI size dictates the size of the framework used with it. The height of squares and rectangles in the framework directly relate to the height of the UI being used. See example graphic.

Note the space between the tiles in the UI. The containers in the design framework have the same space between them. Also note the clear space for the Windows Phone logo.

The framework can be expanded with proportionally sized square and rectangle containers. The space between containers is equal to the space between elements within the device UI.



# Putting it together: Design framework without UI



## Overview

Once the UI has been shown and Windows Phone 7 brand has been clearly established, a variation of the framework may be used that does not show the UI.

**Note:** If a communication is a single page, the UI image must be used in the layout.

## Structure

The framework without the UI is a grid of containers (rectangles and squares). However, instead of building a story about Windows Phone, the containers are utilitarian graphics that serve as section dividers within a multi page document or as a header or footer in a presentation.

The containers can be filled with messaging or photography. All containers must have content; do not leave a container empty.

## Proportions

The height of squares and rectangles in the framework is always the same, and the width of the rectangle is based on the square. Small containers are not mixed with large containers in the design framework without UI.

## Spacing

All containers in the framework are separated by a space measuring 5% of the width of the square container being used.

Adhere to clear space requirements identified on the next page.

# Putting it together: Design framework mandates



The Windows Phone logo and UI are always the same brand color.

## Always coordinate colors

**The Windows Phone logo is always the same color as the UI.**

## Use generous clear space

Designing a page that easily lets the eye travel from one element to the next is always the best solution. Elements that compete for space distract eyes from seeking other elements. The Windows Phone 7 brand uses clear space liberally between elements and at the margins to simplify and clarify.

Each application should communicate the brand through a dynamic use of the brand assets, with attention to clear space and the goals of simplicity and clarity.



Use the size of a small square container as guide for clear space in your layouts. The "7" in this example is positioned in a small square container.

# Putting it together: Design framework mandates



## 7 in a large container

The 7 is one-third the height of the large square and is centered both vertically and horizontally.



## 7 in a small container

The 7 is one-half the height of the small square and is centered both vertically and horizontally.

## Correctly size the 7

The 7 is an important element in our storytelling. The 7 is always in Segoe Regular and placed in a large or small square container, as shown.

## Correctly position the 7 in a small container

The 7 placed in a container is a graphic that indicates the phone's OS version is Windows Phone 7. Never place the 7 in a container where it could be confused as an OS version for one of the Microsoft product symbols.

Always position the 7 in a small container as the top left container in a grouping of Microsoft product symbols in the design framework.



Position the 7 graphic in the upper left when with a grouping of Microsoft product symbol containers.

# Putting it together: Typography



Headlines should be centered horizontally and vertically in a container.

Keep up with you.



Body copy should be placed outside the container in a way that allows a continuous read.

Keep up with you.



Quickly see everything you care about, live on the start screen.  
Windows Phone 7. See for yourself.



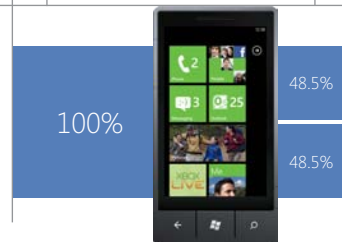
Headline copy outside a container is only acceptable:

When there is not enough room horizontally for the type to fit legibly.

OR

When used as informational headings or as section headings in multi page documents or presentations.

Love being connected,  
all over again.



Message centered horizontally.

Logo is placed on top of layout in headline out-of-container scenarios.

Items spaced vertically based on size of the UI tile within the device.

## Headlines in the framework

Headlines are a key element in the overall brand voice and are white type in colored containers. All headlines are centered both horizontally and vertically in their container.

**Please ensure headlines are no longer than 4 lines or more than 45 characters.**

## Headlines outside the framework

In extreme, vertical scenarios, headlines may be set outside a container in the layout, as shown.

Headlines do not need to be inside containers when used as section titles or informational headers in multi page documents.

## Color

Headlines set inside containers are white. When the headline is set outside of a container, set the headline in a brand color that coordinates with your layout. Subheads should be set in a brand color that coordinates with your layout. Body copy should be typeset the color equivalent of Cool Gray 10.

## Body copy

Do not place body copy inside containers. Place body copy outside of the framework in a way that allows a continuous, flowing read of the story and messaging. Subheads may be in any of the four brand colors; body copy should be the color equivalent of Cool Gray 10. Make sure all subheads and body copy have a light, open feel and are legible.

When designing with Segoe, do not use:

- Extreme kerning (either tight or loose).
- Colors other than those specified in these guidelines.
- The Black weight of Microsoft Segoe.
- A mixture of fonts and sizes—particularly in the same headline, block of copy, or subhead.

# Putting it together: Using primary colors



Always use the same color for the Windows Phone logo and UI. Use a different color or colors for the headline container.



**Don't** use the same color for all your containers.



**Don't** use large red containers with green UI, or vice versa.



**Don't** use headline containers that are the same color as the UI.

## Overview

Our primary brand colors are used throughout the design framework and are specified on page 26.

Use color for emphasis. When a layout includes the UI, be sure the colors used complement the UI image.

## In the framework

The containers in the design framework can be in our primary colors. However, as specified earlier in this document, the brand logo and UI color always coordinate. Therefore, the container colors should complement, not distract from, the brand logo and UI.

## In headlines and subheads

Headlines placed in a container are white. Headlines placed outside of the framework are in one of the primary brand colors or, when produced in a one-color medium, are black.

Subheads for body copy may be in one of the primary colors. Be consistent with font colors throughout a communication.

## Don'ts

- Avoid using the same color for all your containers.
- Don't use large red containers with green UI or vice versa.
- Avoid using headline containers the same color as the Windows Phone logo and UI.
- Avoid using black type in containers; always use white type.

## Putting it together: Green logo and UI options





# Putting it together: Blue logo and UI options

Windows Phone

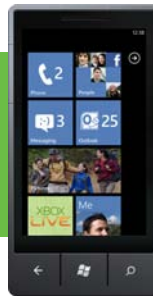
Love being connected, all over again.



7

Windows Phone

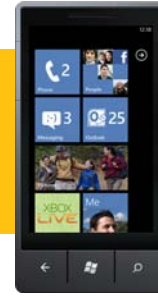
Love being connected, all over again.



7

Windows Phone

Love being connected, all over again.



7

Windows Phone

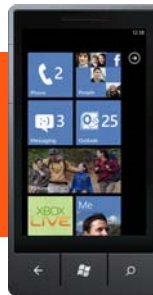
Love being connected, all over again.



7

Windows Phone

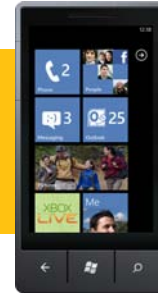
Love being connected, all over again.



7

Windows Phone

Love being connected, all over again.



7

Windows Phone

Love being connected, all over again.



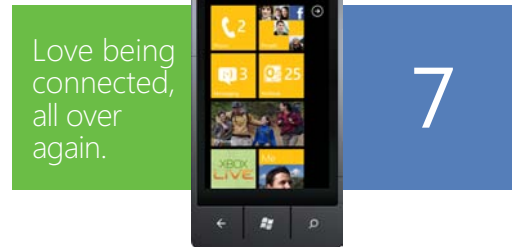
7

## Putting it together: Yellow logo and UI options

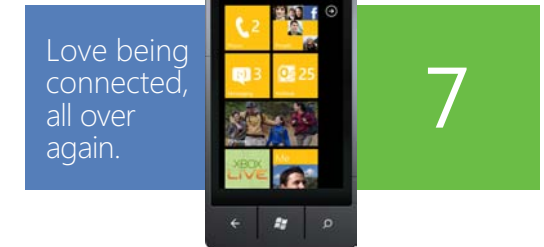
Windows  
Phone



Windows  
Phone



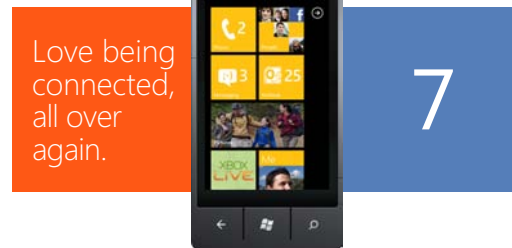
Windows  
Phone



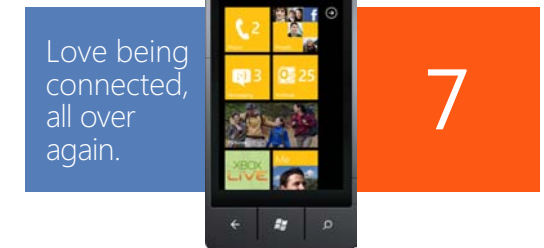
Windows  
Phone



Windows  
Phone



Windows  
Phone



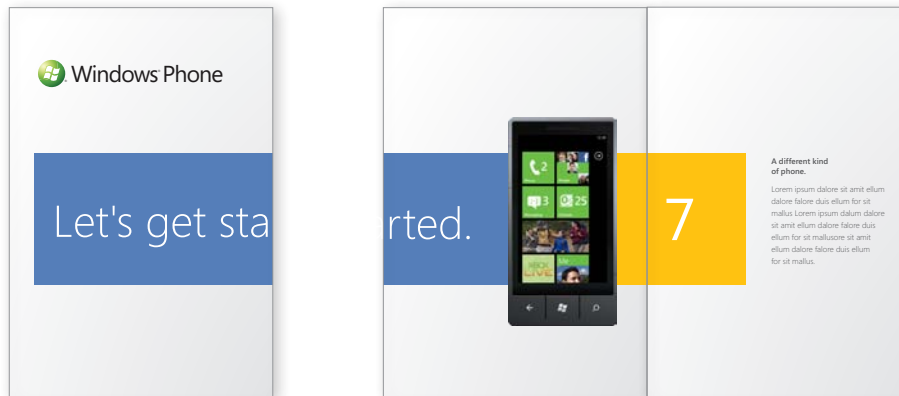
Windows  
Phone



## Putting it together: Red logo and UI options



# Putting it together: Using secondary colors



Brochure with body copy in Cool Gray 10.



Event booth using Cool Gray 1 as an accent color.

## Overview

Our secondary colors are neutral in their color and tone, and therefore have a very different application from our primary colors. The secondary colors are specified on page 29.

## In the framework

The only application of secondary color in the design framework is Cool Gray 1, used as the container color for the Microsoft product symbols. These assets are premade and available on Media Bank.

## In body copy

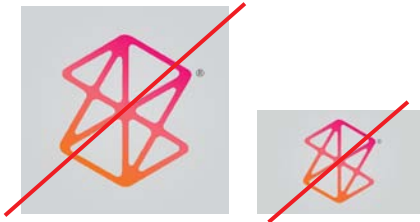
Body copy should be Cool Gray 10. Never use Cool Gray 1 as body copy.

## Miscellaneous applications

It is impossible to identify every potential application of color in media and communications. In rare situations, our secondary colors may be used even if not specified in these guidelines. As an example, see the event booth pictured here with walls accented in Cool Gray 1.

If you have questions about uses of color not covered here, contact [wpbrand@microsoft.com](mailto:wpbrand@microsoft.com).

# Putting it together: Using product symbols



**Don't** use Microsoft product symbols in large squares or rectangles.

 Windows Phone



Use product symbols that are a clear part of the story being told.

## Placing product symbols

The Microsoft product symbols that can be used in Windows Phone 7 communications are available on Media Bank. These prebuilt assets are in full color, with a product symbol centered both horizontally and vertically in a small container. The container is Cool Gray 1.

Use only the product symbols identified on page 28.

Product symbols are not used in a large container because:

- It makes the product brand larger and more emphasized than the Windows Phone brand.
- No story should focus solely on a product symbol. The story is Windows Phone 7.

## Use product symbols that help tell the story

If a story only communicates that Windows Phone 7 uses Microsoft products, it may be too one-dimensional. A story that only focuses on the phone's features doesn't adequately communicate a human and emotive side to the brand.

Try to go beyond the phone's features to tell a story supporting why the audience wants the device. The product symbols should then support that story.

## Use four or fewer symbols

Microsoft product symbols are restricted to four per design framework.

Chapter 4

Identity in action

# Identity in action: Retail display



Retail display

## Identity in action: Collateral and poster



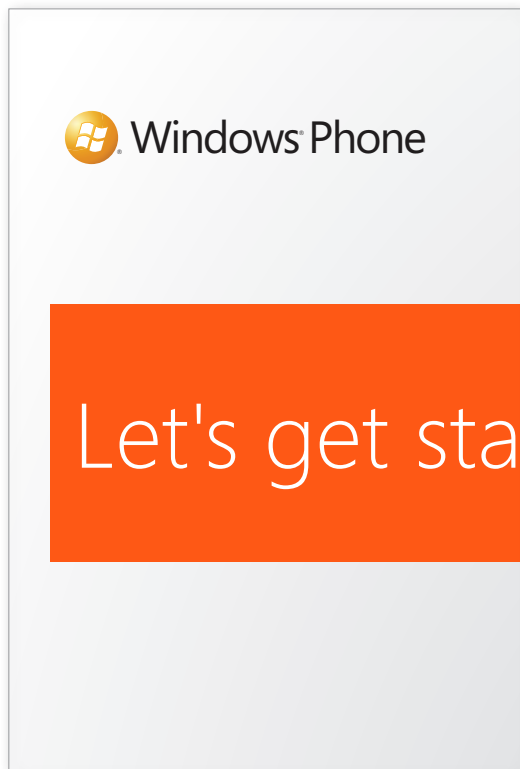
Binder cover



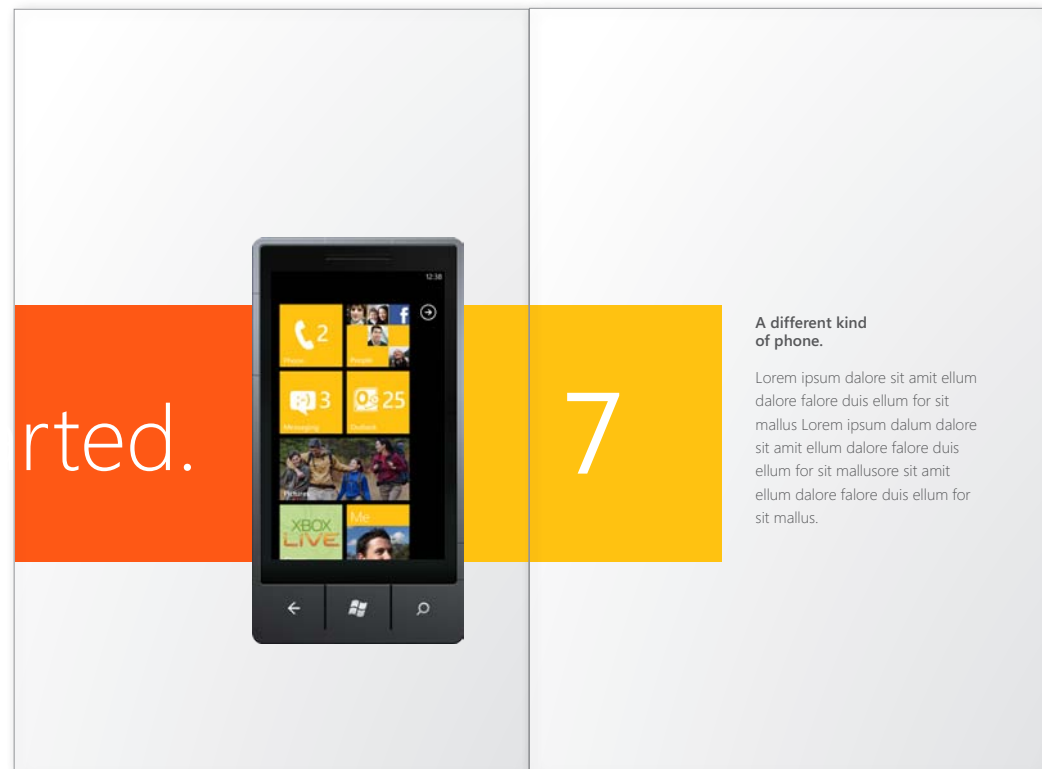
Poster



## Identity in action: Brochure collateral



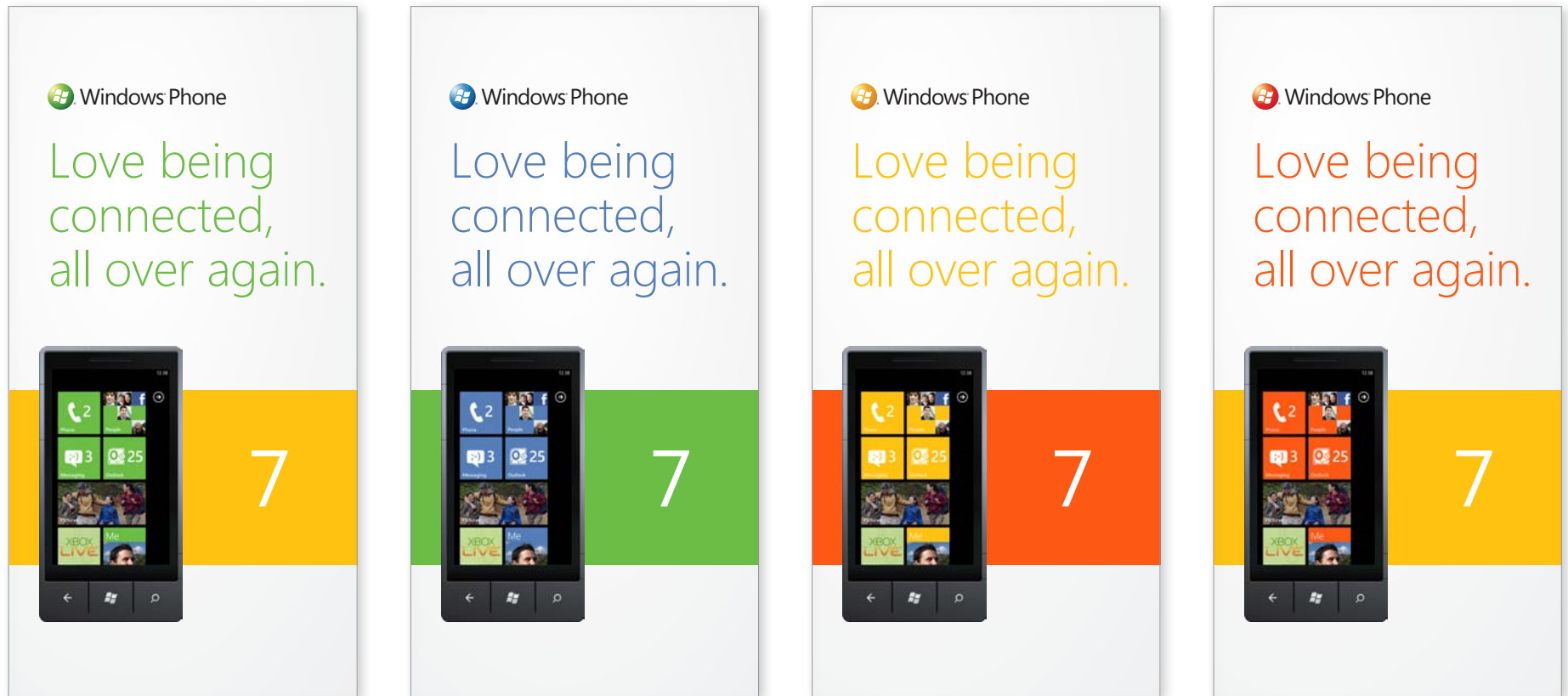
Quick start guide





Event graphic

## Identity in action: Advertisements



Vertical advertisements

## Identity in action: Example "don'ts"

Windows Phone



**Don't** use Microsoft product icons in large containers (square or rectangle).

Windows Phone



**Don't** place any copy, other than headlines, inside containers.

Windows Phone



**Don't** fill the headline container with the same color used in the logo and UI.

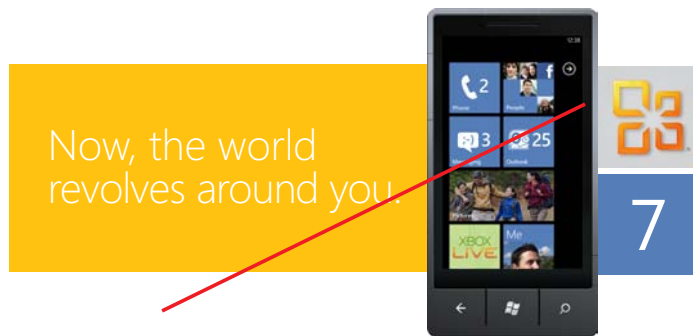
Windows Phone



**Don't** use 1/4 sized containers. Only use the size proportions outlined in these guidelines.

## Identity in action: Example "don'ts"

Windows Phone



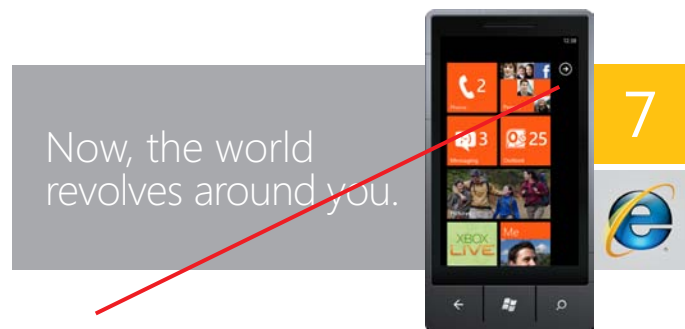
**Don't** place the 7 in a container at the bottom of a grouping of Microsoft product symbols.

Windows Phone



**Don't** use more than 4 Microsoft product symbols in the design framework.

Windows Phone



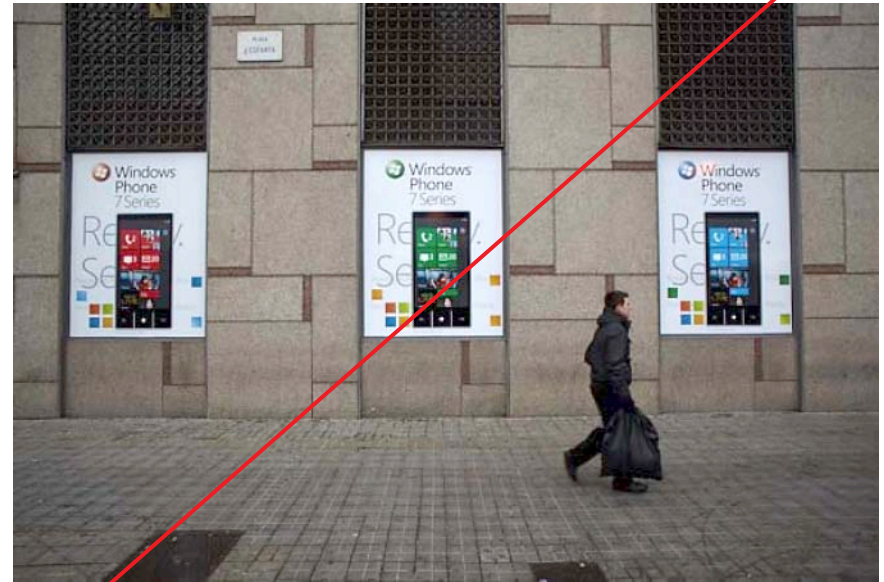
**Don't** use gray-colored containers, other than the Microsoft product symbol assets.

Windows Phone



**Don't** use the Start screen UI in a color other than that of the Windows Phone logo.

## Identity in action: Example “don'ts”



**Don't** use previously seen identity elements that aren't identified in these guidelines. The visual identity shown above was a temporary execution used at Mobile World Congress 2010. Please do not use this approach now, including showing any empty and repeated colored squares.

Chapter 5

Our sound

# Our sound: Examples

So, how does our brand personality come to life in sound? The following IS/ISN'T examples explore the nuances of these expressions.

Personality	IS:	ISN'T:	Summary
Genuine	<ul style="list-style-type: none"><li>- Humanistic</li><li>- Familiar</li></ul>	<ul style="list-style-type: none"><li>- Manufactured</li><li>- Cliché</li></ul>	<ul style="list-style-type: none"><li>- An artist is behind this music, not a marketing team or synthesizer.</li><li>- You feel like you know it, even if you can't name it.</li></ul>
Spirited	<ul style="list-style-type: none"><li>- Alive</li><li>- Less is more</li></ul>	<ul style="list-style-type: none"><li>- Over the top</li><li>- Empty</li></ul>	<ul style="list-style-type: none"><li>- They're real emotions which move me. They don't hit me.</li><li>- Just a few notes or a few instruments can still have depth and feeling.</li></ul>
Balanced	<ul style="list-style-type: none"><li>- Measured</li><li>- Rich</li></ul>	<ul style="list-style-type: none"><li>- Background</li><li>- Overstimulating</li></ul>	<ul style="list-style-type: none"><li>- Never steals the show, but doesn't fade away, either.</li><li>- Full doesn't have to mean complex.</li></ul>
Supportive	<ul style="list-style-type: none"><li>- Friendly</li><li>- Welcoming</li></ul>	<ul style="list-style-type: none"><li>- Sugary</li><li>- Obvious</li></ul>	<ul style="list-style-type: none"><li>- We're likable but not because we're all warm and fuzzy.</li><li>- We draw people in without sounding like everyone else.</li></ul>

Sound clips of the IS/ISN'T examples are available on Media Bank.



# Our sound: Examples

These artists exemplify the spirit of our brand. These are directional and more locally relevant artists may be chosen.

## On brand examples

- Sigur Ros, Hoppipolla
- Jack Johnson, You and your heart
- Jason Mraz, I'm yours
- Kevin Drew, Safety Bricks
- Hello Seahorse, Won't say anything
- I'm from Barcelona, Oversleeping
- I'm from Barelona, Barcelona loves you
- \*Vampire Weekend, M79
- Rodrigo y Gabriela, Savitri
- Eliane Elias, Jammin
- Toots and the Maytals, Never you change
- Toots and the Maytals, Pressure Drop [single version]

The following are suggestions for event-based opportunities, these may also be relevant for other marketing scenarios:

- Tosca, Gute Laune
- Eliane Elias, Jammin
- Zero 7, In The Waiting Line [Dorfmeister Remix]
- Isley Bros, It's Your Thing [Original]
- Party Ben, Calling Up The Pieces
- Party Ben, Live Your Life Punk
- Paul Oakenfold, Elvis Rubberkneckin

## Off brand examples

- Christina Aguilera, Soar
- Fantasia, I believe
- Kool & the Gang, Take it to the top
- C+C Music Factory, Live Happy
- Diana Ross, I'm coming out
- Earth, Wind, & Fire, Shining Star
- Bachman-Turner Overdrive, You ain't seen nothing yet
- All-4-One, Something's coming
- Chicago, Alive Again
- Creed, Higher
- Robert Randolph & The Family Band, Ain't nothing wrong with that
- Fab Again, Revolution
- Aretha Franklin, Hold on, I'm coming
- DJ Bobo, Games people play
- Michael Jackson, Come together
- Michael Jackson, Bad

\* Note: only specific sections of \*certain tracks [see asterix] listed above are brand relevant. Eg. Lyrical content might not be appropriate to your communication scenario but all of the suggestions are musically on-brand.

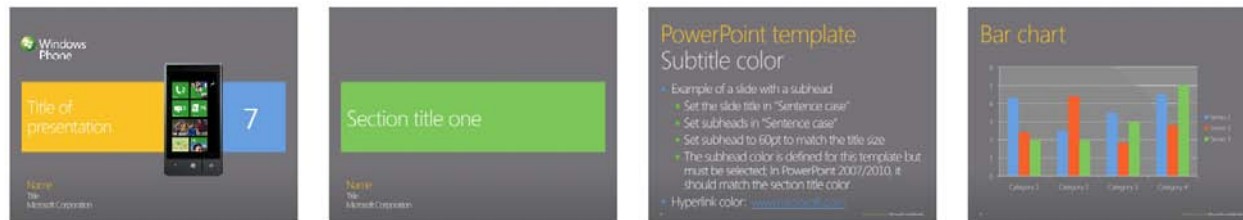
Chapter 6

# Templates

# Templates: Microsoft® PowerPoint



**PowerPoint template**  
(Light background version for typical screen viewing)



**PowerPoint template**  
(Dark background version for presenting in dark rooms)

## PowerPoint template

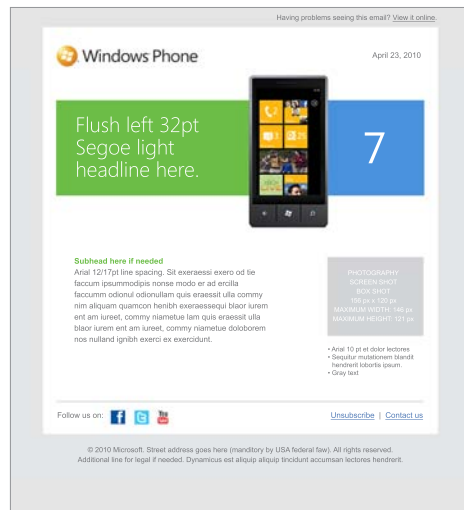
If you need to create a presentation in Microsoft Office PowerPoint, please use the approved template. The PowerPoint template contains a style guide. Refer to the PowerPoint template for details on proper use.

Visit Media Bank to download the PowerPoint template.

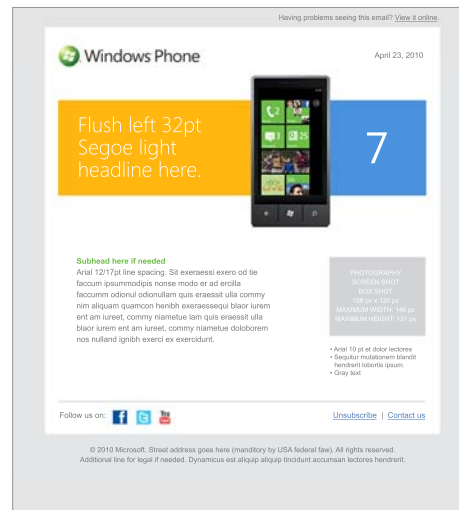
## Things to remember when using this template

- Images and color containers should not bleed off the edges.
- Use a white background for your pages, unless you are presenting in a theater, then use the dark background.
- Typeset copy in "upper and lower case characters", not "all caps".
- Keep your titles and headlines concise. We recommend a 45 character limit.
- Ensure that you limit your color use to only our brand's four primary colors and two secondary colors.
- Don't create your own template design.
- Don't create slides that are too complex. Instead, use Notes pages and Presenter View to store and recall talking points.
- Don't incorporate visuals that are off-brand to convey a point or for inside jokes.

# Templates: E-mail message



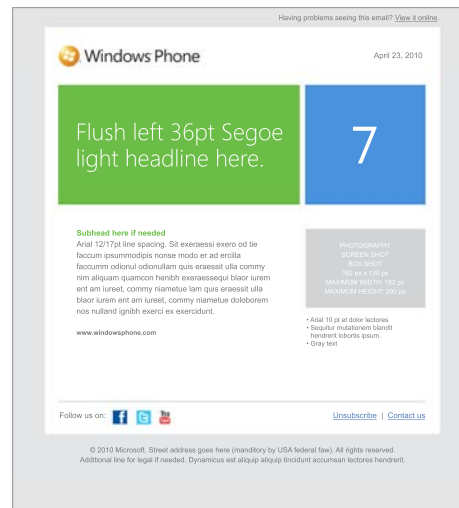
E-mail template 1



E-mail template 2



E-mail template 3



E-mail template 4

## E-mail message templates

There are four templates for sending e-mail communications for Windows Phone 7.

Simply populate the template with your messaging following the defined layout. You can also insert photography, a screen shot, or a phone photo in the designated space.

The options for e-mail templates are available for download on Media Bank.

## E-mail template 1 and 2

These templates contain the Windows Phone 7 UI and are used for all initial mailings.

## E-mail template 3 and 4

These templates do not contain the Windows Phone 7 UI and are to be used for continued mailings after your recipient has already received e-mail template 1 or 2.

## Things to remember when using these templates

- Don't create your own e-mail template design.
- Don't edit or modify the existing e-mail templates.
- Don't send an e-mail without giving your recipient an "Unsubscribe" option.
- Don't send an e-mail without providing your street address in the footer.
- Promote Windows Phone by using the Facebook, Twitter, and YouTube links when relevant to your market.

# Templates: E-mail signature

**Andy Jacobs** *Director*

Windows Phone | Brand Strategy | Microsoft Corporation

T: +1 123.456.7890 M: +1 123.456.7890 [Facebook](#) [LinkedIn](#)

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**Andy Jacobs** *Director*

Windows Phone | Brand Strategy | Microsoft Corporation

T: +1 123.456.7890 M: +1 123.456.7890 [Facebook](#) [LinkedIn](#)

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## E-mail signature

There are 2 approved e-mail signature templates for all Windows Phone employees. Simply populate the template with your contact information following the defined layout.

The options for e-mail signature templates are available for download on Media Bank.

## Things to remember when using this template

- Don't create your own e-mail signature design.
- Promote Windows Phone 7 by using the Facebook and LinkedIn links when relevant to your market.

# Templates: Microsoft Word® document



Cover page 1



Inside page 1



Cover page 2



Inside page 2

## Word document template

We have created approved Microsoft Word document templates for all Windows Phone employees. Simply choose a template and populate it with your messaging following the defined layout.

The options for the Word document template are available for download on Media Bank.

## Things to remember when using this template

- Don't create your own template design.
- Don't edit or modify the existing template.

### Chapter 7

# Our name

# What we call ourselves

### **The brand is Windows Phone.**

**In most cases, we want to use this name.** Many customers don't know us yet, and we want them to remember and talk about Windows Phone, not just a version of the product.

### **The product version is Windows Phone 7.**

To help customers find their way—and to confirm they're looking at our latest and best—we will show “7” in our communications. In industry communications, we'll refer to the version more often, since this audience cares more about the specific release.

### **The operating system is Windows Phone OS 7.**

When describing in greatest detail, we make sure customers know the exact operating system version in fact cards, online specs and packaging. List the operating system as “Windows Phone OS 7.”



# Our name: Use across communications

Communication type	Usage
On device	Windows Phone device logo on the back of phone (+ Windows flag as "start" button)
Ads <ul style="list-style-type: none"><li>- Visual</li><li>- Voice-over</li></ul>	<ul style="list-style-type: none"><li>- Sign off with Windows Phone logo</li><li>- "Get all the benefits of the new Windows Phone with the Contoso Alpha from The Phone Company"</li></ul>
Retail <ul style="list-style-type: none"><li>- Category</li><li>- Point of purchase (POP)</li><li>- Fact card</li></ul>	<ul style="list-style-type: none"><li>- (Category) Windows Phone logo</li><li>- (POP) Windows Phone logo ("7" will show up in other branding elements)</li><li>- (Fact card details) Windows Phone OS 7 or Windows Mobile 6.5</li></ul>
Packaging	Windows Phone logo in prominent place on packaging
PR <ul style="list-style-type: none"><li>- Exec announcement</li><li>- Press release</li></ul>	<ul style="list-style-type: none"><li>- (Announcement) "I'm excited to announce the new Windows Phone software" or "Windows Phone 7 is our best release ever"</li><li>- (Press release: industry-focused) "Windows Phone 7 developer tools roll out at MIX10"</li><li>- (Press release for a phone) "Today, Contoso releases its newest Windows Phone"</li></ul>
Events	Windows Phone logo in signage; use <i>Windows Phone 7</i> in copy to talk about new version ("7" may show up in other branding elements)
In product <ul style="list-style-type: none"><li>- Help</li><li>- Auto-sig</li></ul>	<ul style="list-style-type: none"><li>- (Help) Windows Phone OS 7</li><li>- (Auto-sig) Sent from my Windows® Phone</li></ul>
Internal only	"When we present the Windows Phone 7 info, we need to give partners details on how Windows Phone 7 and Windows Phone 6.5 are different"
Generic category reference	"Windows Phone 7 is the bestselling smartphone OS in the market's history."

Chapter 8

Expert guidance  
for writers

# Why does our voice matter?

**Imagine a poster for Windows Phone.** The images of the Windows Phone 7 UI, the design of the phone itself, are attention grabbing. But what do we want people to do with what they're feeling? Copy is what turns emotions into actions, motivating and guiding people as they experience our brand.

Why does our voice matter? For the same reasons it matters when you speak personally. Your voice identifies you. Friends are familiar with how you speak, and that consistency lets them recognize you and trust you. People you meet notice the tone of your voice and the ways you phrase ideas and suggestions, which helps them form lasting opinions of you—even decide if they like you.

We speak with millions of people worldwide every day, so we must sound just right to millions of ears. Most people are familiar with Microsoft, and the credibility behind our name means we don't have to prove anything, but we do have a reputation to maintain.

The Windows Phone experience was designed to be adaptive and engaging, and the way we speak reflects that.

The four qualities, or traits, of the Windows Phone voice are *Genuine*, *Spirited*, *Balanced*, and *Supportive*. They work together to create copy that's human but efficient, clean but inviting, and supportive but never in the way. And always, copy flows nimbly from one situation to the next, just like the experience of the Windows Phone 7 UI.

Writers who jot a clever line and think they're finished are really only halfway there. Does the line serve the situation? Does it serve the consumer? Our goal is to engage and attract people, smoothing their experience and getting them where they want to go. But effortlessly. Without distracting from our message or their goals. Without saying "look at me." Copy should do exactly what it needs to in the moment, and then evaporate. No heaviness, no echo, no residue—just a clean vapor trail. It's not about the copy, it's about the customer and their life.

Understanding the nuances of the Windows Phone voice is what this section is all about. Take a spin through, then read it line by line. Peel back the layers. Soon, you'll be writing with the rich, varied personality and familiar consistency of the Windows Phone brand.

# Genuine

Microsoft is a name that's known and relied upon by people around the globe. People feel they know us, and we remember this when we speak. Newcomers and upstarts sound like they have something to prove. We speak with the confidence and easy rhythms of someone who knows that what they're saying is worth listening to. Genuine is our soul.

**Like a natural-born leader, we're true to who we are because it lends confidence and trust to everything we say.**

### Person:

A natural leader

### Cross-reference

Genuine is our bedrock trait, and the rest of our personality depends on the honest self-assurance it provides. Without Genuine, Spirited sounds trivial, Balanced has no baseline, and Supportive seems insincere.

### How Genuine sounds

**A natural leader.** An experienced guide. A sincere, thoughtful assistant. Think of someone you trust, then think about why. It's usually because they have a track record of knowing what they're talking about, and telling it like it is. And because there's a reliable, comforting consistency every time you're with them.

Our voice takes this inborn confidence and pairs it with a natural humanity, so we come across as a person who's trustworthy, rather than as a Big Brand saying "Trust me." We approach conversations with measured but unmistakable authority, and with a consistent, recognizable mood and manner. And because we value our time, we don't waste anyone else's. After all, someone who knows themselves and who's on their game has only good thoughts, helpful advice, and straight talk.

## Writing Genuinely

At our core we're adult, professional, friendly, helpful, and focused on people's needs. Because we're confident about everything we do and sell, we don't need to defend ourselves or brag.

**Don't overstate attributes or presume to know how customers will react.**

**NO: Cool apps that keep you at the center of your social circle.**

This turn of phrase sounds like we'll make people more popular and misses the actual benefit. Also, not every app is "cool"—many are just very helpful or engaging.

**YES: Apps that let you talk, share, and socialize however you like.**

Here's what we really mean—and we let customers pass judgment.

**NO: So many choices. No wrong answers.**

This blanket statement doesn't sound believable—everyone's bought an app that's a dud, or been less than satisfied with something others love. Use absolutes carefully.

**YES: So many ways to do so much more.**

**Speak directly, in a straightforward, concise manner. Windows Phone is not chatty or wordy, never frivolous in manner or message. Avoid redundancy.**

**NO: One of the nice things about having a calendar on your phone is that you can schedule meetings any time you think of it, even when you're away from your desk. Another perk: You can easily set up reminders for yourself for appointments, birthdays, vacations, or just time to set aside for an errand you've been meaning to get to.**

Very talky about a very simple point.

**YES: Having your calendar on your phone means it's with you wherever you go—and whenever you need to schedule a meeting. Setting personal reminders for appointments, birthdays, and even quiet time is simple, too.**

Gets to the point, illuminates a feature without making it more than it is.

**NO: Wireless is the way to go for a lot of things, but sometimes a good old-fashioned cable works best.**

Unnecessary editorializing masquerading as a "conversational" style.

**YES: Wireless is the way to go for most things, but sometimes a cable works best.**

Conversational tone that gets to the point.

**We're positive, seeing opportunities and solutions rather than problems.**

**NO: Well, this is embarrassing. We're having trouble recovering your windows and tabs. This is usually caused by a recently opened Web page...**

Anytime we've failed a customer, we try to make it right—right away. But that doesn't mean we have to call attention to mistakes (theirs or ours).

**YES: We're having trouble restoring your windows and tabs. Because this is usually the result of a recently opened Web page, try...**

Own up to the issue, then explain and resolve it quickly.

**We're adults, so we present a smart (not juvenile, not complicated) conversation.**

**NO: Facebook, e-mail & more (oh my)**

Headline about social networking on Windows Phone references a line from the movie *The Wizard of Oz*: "Lions and tigers and bears, oh my!" By trying too hard to be clever, the headline almost succeeds in making something innovative seem silly.

**YES: The more, the merrier**

**YES: Facebook, e-mail and more**

Both new versions are clean and inviting.

**We have a reputation to uphold—so we’re scrupulously accurate and concise.**

**NO: From your desktop to your fingertips.**

Using “fingers” or “fingertips” to represent mobile innovation is a common mistake. People use only their fingers on their PC, too. Or a corded phone, for that matter.

**YES: From your PC to your front pocket.**

**YES: Take Windows with you.**

Focuses on the benefit and makes the difference clear.

**NO: When setting up many kinds of e-mail accounts, your contacts are imported automatically. But if you have any contacts saved on a SIM from an old phone, you can put your old SIM in your new phone, and we’ll guide you through the process of importing them.**

Wording is vague (“many kinds”). And always speaking to “you” doesn’t warm up the copy, it bogs it down.

**YES: When you set up multiple e-mail accounts, your contacts are imported automatically. But for contacts saved on a SIM from an old phone, put the old SIM in your new phone and we’ll guide you through importing them.**

Straightforward and specific; cuts out the deadwood in a situation where even a clear explanation is somewhat complicated.

**NO: Forget one-size-fits-all.**

We’re a revolutionary phone, but we’re not the only one that’s customizable. Always state the Windows Phone benefit in fresh, proprietary, accurate ways.

**YES: A better way of being you.**

Gets to the heart of the benefit without having to fudge facts.

**We’re always sincere—never coy, never cute.**

**NO: See the button on the right? This one? That’s your Search button.**

Why play guessing games when people are looking for an answer?

**YES: Here is your Search button.**

**NO: The speech feature lets you use your melodious voice to call people, start apps, and search the Web without using your hands.**

“Melodious” is either trying to charm a reader that the writer does not know, or trying to be cute in the middle of a line of instructions. Either way, it’s insincere and distracting.

**YES: The speech feature lets you call people, start apps, and search the Web, hands-free.**

Crisp and concise, but not dull.

**We don’t sugarcoat the facts or beat around the bush.**

**NO: Oooooops ... We run out for 1 minute to negotiate some deals for you and look what happens. We swear we’ll fix it in a minute. Come back shortly—it’ll be fixed ... promise!**

Indirect, made-up, juvenile, overpromising, too long.

**YES: We’re not sure why this page isn’t loading. Try again, but if it still won’t load, contact tech support at X for immediate assistance.**

Calm, professional, friendly, honest, and helpful.

**NO: When setting up your phone for the first time, we ask that you sign in with a Windows Live ID.**

Since you can’t sign in any other way, treating it like a request rather than a requirement isn’t straightforward or clear.

**YES: When you set up your phone for the first time, you’ll need to sign in with a Windows Live ID.**

**Write in a natural voice, using natural punctuation. Avoid cliché ad copy.**

**NO: Search. And Find.**

Breaking up a thought with periods to create a punchline is overused and actually makes the key point anticlimactic.

**YES: Search Becomes Find.**

Written fluidly, this headline now emphasizes the benefit and the difference.

**We don’t call attention to ourselves unnecessarily.**

**NO: Remember the old days, when you had to wait until you were home to check your e-mail? Ah, the memories. Of course now you can set up all your e-mail accounts on your phone, and your contacts ...**

Indulgent, look-at-me instructional copy that also oddly speaks to the past—e-mail on phones was an innovation years ago.

**YES: When you set up different e-mail accounts, your contacts are imported automatically. For contacts saved on a SIM, ...**

Start at the point where people care—in clean, clear text.

## Spirited

An established brand goes stale without a spark. We never forget the excitement that our software brings to people, and the important, inspiring ways it can change and improve their lives. That spirit lights us up. We're Microsoft, but we're the freshest, most welcome member of the family yet.

**People gravitate to things that sparkle, so we make sure we always do.**

### Person:

A gifted conversationalist

### Cross-reference

Without Spirited, Genuine is fuddy-duddy, Balanced skews toward businesslike, and Supportive lacks oomph.

### How Spirited sounds

**At every party, there always seems to be one group having more fun, and it's often thanks to a single person whose light shines just a little bit brighter.** They're gifted at keeping the conversation moving, with a keen sense of their audience and an ability to see the lighter side without gunning for laughs. Their spark is contagious, magnetic, and people feel real pleasure in the exchange.

We're that person. Always on our toes, we look for fresher ways to talk about the everyday, with sharp word choice and active, natural pacing that draws people in to experiences they enjoy. We're smart. We smile.\* Our energy is never overwhelming, though—we're happy to step back quietly and be engaged by others. Because even though we always know where we're taking the conversation, we aim to have everyone enjoy getting there.

*\* The subtlety of the Windows Phone "smile" is critical. In fact, it might better be said that we smile inside. It's like the feeling people have when they read something that's enjoyable without necessarily being humorous.*

## Writing Spiritedly

We make life interesting without ever sacrificing our Genuine nature.

**There's a zip in the writing—always a pleasant, engaging rhythm.**

**NO: Imagine you are at a café waiting for the next customer meeting—now you can access your presentation for a quick rehearsal using your phone.**  
The long setup bogs down the rather interesting example.

**YES: Prepare anywhere. Access your presentation on your phone, then review it before your meeting—in a park, a café, wherever you are.**  
Fun to read; focuses on the benefit; presents an example quickly, clearly.

**NO: Get the features and apps to manage your life just the way you want.**  
Boring, instructional, commanding.

**YES: Keep life lively and under control with innovative new features and apps.**  
Sense of fun and energy; focuses on the benefit rather than the purchase.

**NO: Take care of a personal matter from work. A work task from home. Or either one from somewhere in between. With Windows Mobile, you'll always be ready for whatever life throws at you.**  
This line tries to sparkle, but gets too complicated along the way. Also, sounds task-driven rather than excited by life's possibilities.

**YES: Home is where your heart is. Work is wherever you're sitting. With Windows Phone, enjoy life's pleasures and challenges whenever the mood strikes you, anywhere you are.**

**Take pleasure in revealing the unexpected.**

**NO: We keep talking about how your Windows Phone looks more and more like you the more you use it.**  
Not enthusiastic, doesn't draw one in, sounds like we're admitting to overstatement.

**YES: In time, your Windows Phone looks more and more like you, which means you're always closer to exactly the things that make your day.**

We're restating a key feature, so we make sure our point is clear.

**Be comfortable with enthusiasm.**

**NO: Don't just make it yours, make it you.**  
This goes too far—Windows Phone knows you, but it isn't the same as you. Don't inflate promises just to sound exciting, and don't anthropomorphize the phone.

**YES: Make it social. Make it sing. Make it yours.**  
Gives an exciting sense of customization options, landing on the key idea.

**NO: But wait, there's more!**  
This reference to a manic infomercial isn't a fresh or appropriate way into the idea that Windows Phone offers many possibilities. The exclamation point only emphasizes the carnival-barker aspect of the line.

**YES: There's always more.**  
This positive, inspiring statement invites people in, rather than grabbing them by the shirt collar. Let the words convey meaning without resorting to exclamation points.

**We're not speaking for our enjoyment or to hear ourselves be clever—we always keep the listener in mind.**

**NO: If even the quadruple-flash camera isn't doing anything—except blinding the family—do what I did: download Windows Live Photo Gallery. Now, finally, one click, and ... no more red eye!**  
Rambling, trying too hard to sound "real."

**YES: Windows Live Photo Gallery helps you eliminate red eye, adjust brightness, color correct, and more—all in just a few clicks.**

**YES: With Windows Live Photo Gallery, red eyes go back to blue, brightness adjusts, colors correct, and more—all with just a few clicks.**  
With either a straightforward or more playful tone, there's a stronger sell and more room for more benefits, too.



# Balanced

Balance keeps us relatable and accessible. We always make sure to give people exactly what they need, clear away distractions so they can focus, but keep things lively enough that they don't fall asleep at the wheel. Windows Phone brings life down to size and keeps it at their speed.

**We're an experienced concierge who helps people make the world their oyster.**

### Person:

Concierge

### Cross-reference

Balanced is the hallmark of the Windows Phone 7 experience, letting people interact and relate with their world in ways that are well-paced and uncomplicated. Balanced keeps Genuine from becoming too self-important, brings Spirited down to earth, and keeps Supportive from grabbing the spotlight.

### How Balanced sounds

**Imagine the concierge of a 5-star hotel. What would you expect—a fast-talking showman who takes you on a talking tour of the city?**

A flurry of maps and phone numbers for you to figure out? Someone interrupting you, trying to make you laugh, constantly proving how much they know? Hardly. You'd expect to get exactly the help you needed, quickly and clearly, and the conversation would be enjoyable, respectful ... and all about you.

Balanced modulates our voice everywhere we speak. It knows when to keep things light, and when to get down to business. It livens up dry material but reins in the wordplay when it's distracting or indulgent. And it helps us to always be close by without ever getting in anyone's personal space. After all, we're friendly, not friends.

Think of Balanced as a pause that lets you read what you've written before it goes live, to ensure harmony between all the voice traits. It's necessary, because Windows Phone always presents smart, insightful ways to let people do their own thing. And when they know what they want, we're ready to deliver.

## Writing with Balance

We always keep the moment, the audience, and the message in mind—and make sure our voice flows and adapts to match.

### Avoid slang and be careful with colloquialisms.

#### **NO: Lose your phone? No worries.**

Regionalisms aren't right for an international brand, and if we're trying to reassure people, we need to do it professionally.

#### **YES: Lose your phone? Nothing's lost.**

Makes the point more strongly, without sounding like a teenager has got your back.

#### **NO: Get your Windows stuff to go.**

"Stuff" treats our brand too carelessly; find a more respectful way of referring to Windows programs and apps as a group (or avoid constructions that require it).

#### **YES: Everything Windows, to go.**

#### **YES: Your Windows, to go.**

#### **NO: Trick out your phone with games, movies, music, ringtones, and more.**

When copy sounds like a kid at a mall store selling you something, it's time to revise.

#### **YES: Get going with games, movies, music, ringtones, and more.**

### Get to the point—and the point is always how something benefits the user.

#### **NO: Take your office on the road.**

Sounds like a command—and an effort—and the benefit could be emphasized better.

#### **YES: Your office goes on the road.**

#### **YES: Your office goes global.**

#### **YES: Your office is where you are.**

### We remember where we are. The voice is always appropriate for the situation—from headline to body copy to instructions.

Here are pointers and examples based on context:

### Headlines are intended to pull people in. In most cases they are both genuine and spirited, and they need to be understood—at least the gist—on first read.

#### **NO: Speech, Speech!**

This headline refers to speech-activated phone use, but the headline is a fairly unoriginal choice and doesn't really illuminate the service, either.

#### **YES: Speak Easy.**

Playful with words, but directly references the service benefit described.

#### **NO: Get more out of your busy life.**

Not engaging, spells out too much, sounds like we've heard it before.

#### **YES: Full can be fulfilling.**

Gets the point across, is a pleasure to read, leaves something for the reader to follow up on.

### Body copy expands on ideas. It needs to be direct and well-paced, but engaging to read.

#### **NO: Your passwords are the keys you use to access personal information on your computer and in your online accounts. Fortunately, it is not hard to create strong passwords and keep them well protected.**

Clear and straightforward, but slow pacing and no sparkle.

#### **YES: Passwords grant you access to personal information in your computer and online, and it just takes a few moments and a few tips to create and protect strong ones.**

### Calls to action are direct, energetic.

#### **NO: View new models.**

Corporate, not inviting.

#### **YES: Find my phone.**

Sense of anticipation, personalization.

**NO: Check it out**

Too generic; "check out" is too informal and slang-y

**YES: See the possibilities**

Direct but intriguing

**NO: Want to know more? Visit windowsphone.com for the full story.**

Too wordy; if they answer "no" to the question, they don't make it to the real call to action.

**YES: Get the full story at windowsphone.com****Instructions, alerts, and warnings**

Enliven the boring or how-to, not with bells and whistles but with clean copy that moves. Never distract from the task at hand.

**NO: You don't have any mail! Our servers are feeling unloved.**

Cutesy, chummy, sugarcoating.

**YES: Sorry, you have no new mail right now.**

Direct, but with an emotion attached.

**NO: Hey, this is important: If you ever lose access to your account, you can send password reset info to X.**

Important information deserves straight talk, not off-the-cuff grabbers.

**YES: Can't access your account? Send password reset information to X.****"Human" doesn't mean unedited. Avoid asides, "ahems", and trying too hard to be conversational.****NO: Getting high-quality pictures used to require a darkroom, a photo lab, or, well, a professional photographer. Now all you need is your camera and computer.**

The faux stream-of-consciousness wording ("or, well") is trying too hard to sound human and conversational.

**YES: Getting high-quality pictures doesn't require a professional camera or even a professional photographer. Now all you need is your camera and a computer.**

Direct, articulate, more accurate (darkrooms and photo labs haven't been necessary for some time, and not because of Windows Phone).

**NO: Mail had a major outage early this morning: For about two and a half hours starting at 1:30 a.m. PST while many of our users in the U.S. were asleep, many people couldn't access their e-mail. Lots of people around the world who rely on Mail were disrupted during their waking and working hours, and we're very sorry. We did everything we could to restore access as soon as possible, and the issue is now resolved. Thank you for bearing with us.**

Tries too hard to sound human; ends up sounding talky and a bit dramatic.

**YES: Early this morning West Coast time, Mail customers worldwide experienced a major outage, leaving them unable to get to their e-mail. Access was restored within two-and-a-half hours, but we're already investigating what happened to prevent a recurrence. We apologize to everyone who was affected.**

Straight talk that isn't corporate, isn't chatty.

**Focus on benefits.****NO: Your PC just grew legs.**

Tries for clever and misses: anthropomorphizing is odd, and an opportunity to talk about the benefit of "having legs" is lost.

**YES: Your PC now fits in your hand.****YES: Wherever you go, here we are.**

Gets at the "portable computer" benefit of Windows Phone without trying too hard.

## Supportive

As a brand, Windows Phone helps people access and enjoy what's most important to them. As a voice, we make sure they always have exactly the help and information they need, exactly when they need it. Some brands talk like they're a best friend, others as though life is all business. But our voice has more depth than merely a reference tool or a sidekick. We're an approachable, helpful presence that helps people get the most out of life.

**Like a coach or a copilot, we're with you all the way.**

### Person:

Coach and copilot

### Cross-reference

Supportive is what gives Windows Phone a heart ... and a purpose. Without Supportive, Genuine comes across as aloof, Spirited loses its reason for sparkling, and Balanced has no one to be considerate of.

### How Supportive sounds

**Some people just know how to put you at ease: This isn't going to be difficult, their manner says, I can help you with that.** And they know how to make you feel good about yourself at the same time: I think you're going to like this. This reminded me of you. That's the supportive tone we take in any situation.

Like a coach, we frame things positively, with a friendly demeanor that makes it easy to ask questions. Like a copilot, we highlight things that are important to you, but stay in the background when you're doing well on your own. The key to this trait? Coaches and copilots are professionals, not best friends. They've absolutely got your back, but that doesn't mean they talk like a pal, or use in-jokes, or engage in chit-chat. Our voice maintains an approachable, appropriate tone that gets people what they need without ever getting in their way.

Most important of all, supportive doesn't mean sympathy. We're not telling them, "You can do it!" But we're always reminding people, "You can do anything."

## Writing Supportively

We're here to help people make the most of their lives, so we're always ready, always helpful when they need it, but never calling attention to ourselves unnecessarily.

**Our confident tone—never arrogant or self-congratulatory—offers answers, or ways to answers.**

**NO: Ensure that your wireless network is secure. Otherwise it will be vulnerable to hackers.**

Gives a dire warning without any hint of helping.

**NO: Your firewall is not turned on.**

We're left hanging, with no real sense of what to do next.

**YES: Windows doesn't have a built-in antivirus program, but check Security Center to see if your computer manufacturer installed one.**

**YES: Before you run this program, turn on your firewall by going to Security Center and checking "firewall."**

**We keep an appropriate distance—friendly, but not a best friend. We're here to support people, not be their pal.**

**NO: You helped us test Windows Phone 7. We want to return the favor. Preorder now, and get the retail version for a fabulous price. (Supplies are limited, so try not to procrastinate.)**

Too chummy, too cute. Assumes the reader's reactions.

**YES: To thank you for being part of our Windows Phone 7 test group, we're offering the retail version at a reduced price. You helped us make Windows Phone 7 great, and we'd like to help you enjoy it. (Supplies limited)**

Direct but engaging.

**NO: More apps you'll love.**

We can't assume that we know what they'll love.

**YES: Apps that keep life interesting.**

Framing the apps without telling people what to think.

**We let them run the show.**

**NO: You can add pictures of your favorite people and events, link to your address book for quick texting, access Office programs for getting work done, or download games and other fun apps so every moment is exciting.**

There are times to do a walk-through, but do this too often and it takes the fun out of discovery.

**YES: Try it yourself now. And if you'd like ideas on how to customize this page for more fun, visit X.**

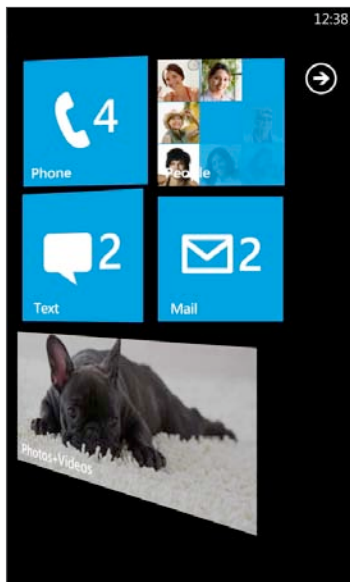
Chapter 9

Expert guidance  
for animators



## Our motion experience

When we want Windows Phone communications to feature moving brand identity elements, we solely copy the way elements move within our product experience.

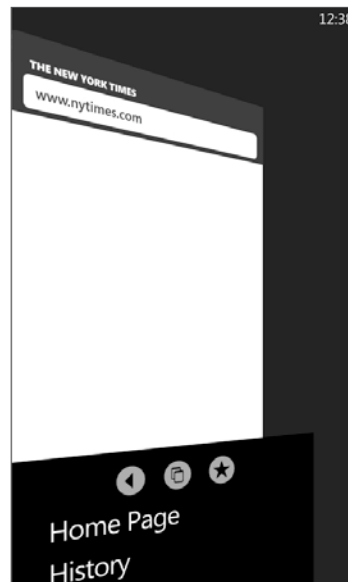


## 1a. Turnstile Basic

Turnstile Basic is used to create the sense that a user has left one space and entered another.

View example:  
<https://mediabank.partners.extranet.microsoft.com>

Content can be found by following this path: Active --> U-Z --> Windows Phone 7 --> Animations



## 1b. Turnstile Feather

Turnstile Feather is a slight variation of Turnstile Basic.

View example:  
<https://mediabank.partners.extranet.microsoft.com>

Content can be found by following this path: Active --> U-Z --> Windows Phone 7 --> Animations

## The product experience inspires and informs the way we bring our brand to life through motion graphics.

The guidance here will help in executing any of the five key movements within the user experience. Please adhere to these standards and refrain from creating any new movements.

### Movements

All transitions in Windows Phone 7 have an entrance and an exit, and some are also directional. For instance, if you navigate from start to Mail, the Start screen will rotate toward you and off the screen. Then, your e-mail screen will appear rotated back in z-space and then rotate forward until it is flat on the screen. If you then press the 'back' button, you will see this sequence in reverse.

### 1. Turnstile

Turnstile is the most pronounced spatial animation in our library. It is used to create the sense that a user has left one space and entered another. It deliberately is heavier visually than the other animations. It is also a directional transition. Turnstile comes in two variations: Turnstile Basic and Turnstile Feather. (Easing is explained on page 73.)

**Turnstile Basic**—rotation axis is 25 pixels to the left of the content

**a. Forward IN:** 15 frames rotate from -80 to 0 on Y axis using easing A

**b. Forward OUT:** 10 frames rotate from 0 to 50 on Y axis using easing B

**c. Backward IN:** 15 frames rotate from 50 to 0 on Y axis using easing A

**d. Backward OUT:** 10 frames rotate from 0 to -80 on Y axis using easing B

**Turnstile Feather**—Same settings as Turnstile Basic

**a.** Applied per item on the page, offset by 2 frames each

**b.** Only applies to scenes containing a list of items





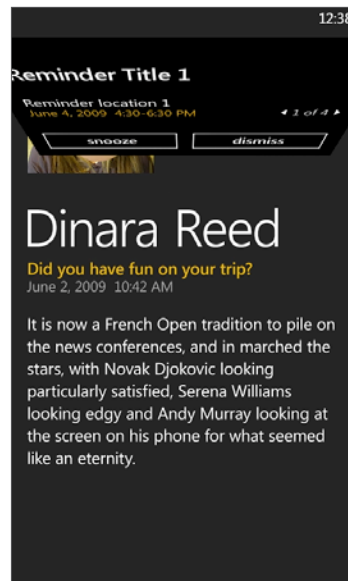
## 2. Continuum

Continuum is used in the product to give the sense of working within a single, continuous space.

View example:

<https://mediabank.partners.extranet.microsoft.com>

Content can be found by following this path: Active --> U-Z --> Windows Phone 7 --> Animations



## 3. Swivel

Swivel is used for transient UI and is not directional. Transient UI is a scene that the user must visit quickly to accomplish a task, but it is not a final destination.

View example:

<https://mediabank.partners.extranet.microsoft.com>

Content can be found by following this path: Active --> U-Z --> Windows Phone 7 --> Animations

## 2. Continuum

Continuum is used in the product to give the sense of working within a single, continuous space. It is lighter weight than turnstile and assures the user that the item they've tapped becomes the 'subject' of the next page. Continuum is directional, but the back animation is not the inverse of the forward motion.

**Forward**—continuous element dips down from its starting position and tends toward a point located at 680,400 (this is 200 pixels off the right side of the screen and centered horizontally). 10 frames using easing B.

From here, the element swoops up and into its resting position at the top of the incoming page. 15 frames using easing A.

**Backward**—10 frames scale from 100 to 80% with easing B. Opacity from 100 to 0 with easing continuous element curves in from 400 pixels left of screen and 200 pixels higher than finishing position using easing A.

## 3. Swivel

Swivel is used for transient UI and is not directional. Transient UI is a scene that the user must visit quickly to accomplish a task, but is not a final destination. The swivel was created to help the transient UI feel lightweight and to let the user know they have not been removed from their task.

**IN:** 15 frames rotate from -30 to 0 on X axis using easing A.

**OUT:** 10 frames rotate from 0 to 80 on X axis using easing B.

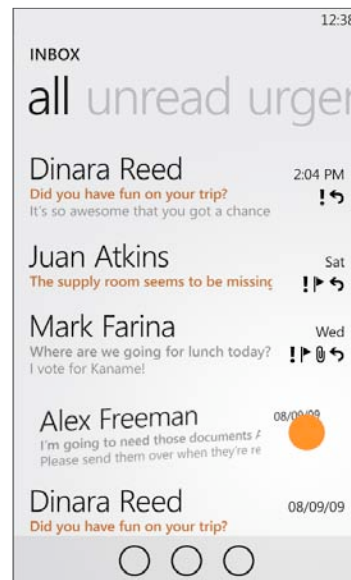
## 4. Tilt

Tilt (shown on next page) is the animation that occurs upon selection. There is no color change or state change upon selection, only Tilt.

**Frame 0:** rest

**Frame 1:** item is scaled to 90% and tilted 10 degrees in the direction of the tap.

**Frame 10-20:** item returns to its rest state.



#### 4. Tilt

Tilt is the animation that occurs upon selection. There is no color change or state change upon selection, only Tilt.

View example:

<https://mediabank.partners.extranet.microsoft.com>

Content can be found by following this path: Active --> U-Z --> Windows Phone 7 --> Animations

#### Exponential key frame easing

A very basic understanding of exponential key frame easing is enough to create the basic transitions of Windows Phone 7. Keep in mind that these animations were created in Adobe After Effects. Therefore, explicit settings discussed below are specific to this software. Assume 30 frames per second (fps) for all animations.

Exponential easing on the incoming key frame is used to realistically ease an element into its resting position. It should feel like sliding across a hardwood floor in your socks. To achieve this falloff, change the incoming key frame velocity to a speed of zero and an influence of 100%. This particular easing setting will be referred to as 'easing A' in these guidelines.

Most transitions do not fade or change opacity. For instance, the incoming turnstile items appear on-screen at frame 0 of the animation. The applied easing creates the feeling that the items flew onto the screen at a very high velocity. Similarly, items disappear from the screen at frame 10 with the applied velocity, creating the feel that the items have simply reached a speed at which they are no longer visible. This easing is generally used when moving left, right, up, or entering a scene.

In general, exponential easing on the outgoing key frame is used for elements leaving a scene. It should feel as if the item is building up energy, then bursts off of the screen. To achieve this falloff, change the outgoing key frame velocity to a speed of zero and an influence of 100%. This particular easing setting will be referred to as 'easing B' in these guidelines. In general, this easing is used when moving down or exiting the scene.

Chapter 10

# The fine print

## Legal requirements

### Trademark usage

In general, the first reference to Windows Phone must include the registered trademark symbol (®) after Windows, even if the Windows trademark has already been marked in another reference—for example, Windows® 7.

The ® symbol should be included on all prominent references as well, including headlines, titles, captions, and callouts. On subsequent references, the registered trademark may be omitted in text if the repetition would be awkward (for example, with multiple mentions in a paragraph or on a page), but it is recommended that the ® symbol be included in the first text reference to Windows Phone on each page of a communication.

- The ® symbol is not required in internal-facing materials and e-mail, except in the case of broadly distributed announcements.
- On Web sites, the first prominent reference must include the ® symbol. It does not need to appear later in body copy.
- Third parties must properly attribute the Windows trademark to Microsoft in a footnote or other “notice” line.

### Legal notices

Any printed piece that includes a reference to Windows Phone should include the following legal notice:

© 2010 Microsoft Corporation. All rights reserved.

Microsoft, [list Windows and all other trademarked names and logos that are referenced in the materials, in alphabetical order] are trademarks of the Microsoft group of companies.

The following notice must be included in all advertisements, Web sites, packaging, and point of purchase materials:

“Features and services may vary by area, phone, carrier, plan and version of Windows Phone software. Fees may apply. See [windowsphone.com/](http://windowsphone.com/) versions and your phone provider for more information.”

# The fine print: Trademarks

Term	Trademark status	Usage
ActiveSync	®	Microsoft® Exchange ActiveSync® (first mention) Exchange ActiveSync (permitted after first mention)
Bing	TM	Should <i>not</i> be preceded by "Microsoft."
Communicator	None	Microsoft® Communicator Mobile (first mention) Communicator Mobile (permitted after first mention) <i>Can drop "Mobile" in the Windows Phone 7 UI.</i>
Excel	®	Microsoft® Excel® Mobile (first mention) Excel Mobile (permitted after first mention) <i>Can drop "Mobile" in the Windows Phone 7 UI.</i>
Hotmail	®	Windows Live™ Hotmail® (first mention) Hotmail (permitted after first mention)
Internet Explorer	®	Windows® Internet Explorer® Internet Explorer® Mobile <i>Can drop "Mobile" in the Windows Phone 7 UI.</i>
Office	None	Microsoft® Office Mobile (first mention) Office Mobile (permitted after first mention) <i>Can drop "Mobile" in the Windows Phone 7 UI.</i>
OneNote	®	Microsoft® OneNote® Mobile (first mention) OneNote (permitted after first mention) <i>Can drop "Mobile" in the Windows Phone 7 UI.</i>
Outlook	®	Microsoft® Outlook® Mobile (first mention) Outlook (permitted after first mention) <i>Can drop "Mobile" in the Windows Phone 7 UI.</i>

# The fine print: Trademarks

Term	Trademark status	Usage
PowerPoint	®	Microsoft® PowerPoint® Mobile (first mention) PowerPoint Mobile (permitted after first mention) <i>Can drop "Mobile" in the Windows Phone 7 UI.</i>
Windows	®	Windows®
Windows Live	®	Windows® Live Windows Live (subsequent mentions)
Windows Live Hotmail	® and ®	Windows Live™ Hotmail® Hotmail (subsequent mentions)
Windows Phone Marketplace	®	Windows® Phone Marketplace (first mention) Marketplace (second mention or in UI) Marketplace (space constrained)
Windows Media	®	Windows Media® Player Windows Media Player (subsequent mentions) Windows Media® Player Mobile Windows Media Player Mobile (subsequent mentions)
Windows Phone	®	Windows® Phone Windows Phone (subsequent mentions)
Word	None	Microsoft® Word Mobile (first mention) Word Mobile (permitted after first mention) <i>Can drop "Mobile" in the Windows Phone 7 UI.</i>
Xbox LIVE	®	Xbox LIVE® (first mention) Xbox LIVE (subsequent mentions)
Zune	®	Zune® (first mention) Zune (subsequent mentions)

## Chapter 11

# Getting help

# Frequently asked questions

### **Why was the name changed from “Windows Phone 7 Series”?**

We changed the name to simplify the naming system, making it easier for people to say and use the correct version name consistently. This change also allows us to focus more on the brand and software we offer than the range of phones.

### **How do I identify communication as being about Windows Phone 7?**

Although a logo specific to version 7 of Windows Phone is not available, you can easily identify that a communication is talking about Windows Phone 7 by including the “7” graphic in the design framework. Using the Windows Phone 7 lockup will quickly identify your communication as a Windows Phone 7 piece. However, the lockup should not be used as a sign-off of a Windows Phone communication.

### **When do I use Windows Phone vs. Windows Phone 7?**

When talking to end consumers, speak primarily about the brand, Windows Phone. Use Windows Phone 7 when referring to the product version. Rarely will the operating system be mentioned with end customers; most often, it will be seen in specs such as a reference on the fact card. In industry communications, “Windows Phone 7” can be used to promote the new release, but the sign-off brand is still “Windows Phone.” When clear distinction is needed, say “Windows Phone 7.”

### **How do I distinguish between Windows Phone 7 and Windows Phone 6.5?**

We will use operating system information and visual identity to distinguish devices in communications, especially at retail. The version will be listed in specs such as the fact card or phone details online.

In industry communications, “Windows Phone 7” can be used to promote the new release, but the sign-off brand is still “Windows Phone.”



# Frequently asked questions

## When can I start using the new Windows Phone brand identity?

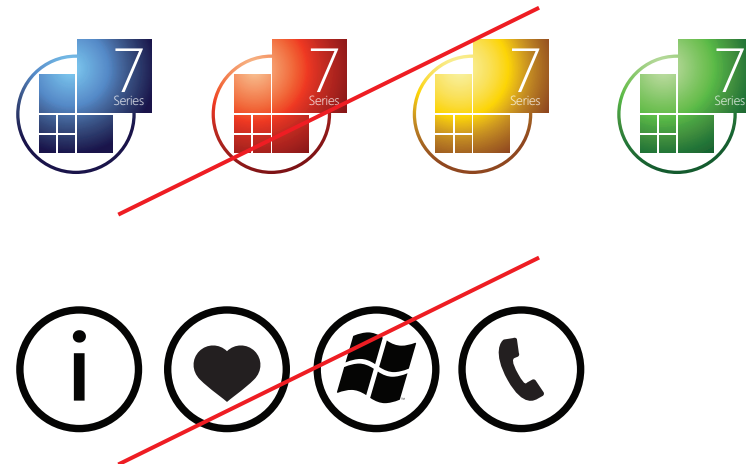
Our new Windows Phone brand identity which is detailed in this document is now ready to utilize within Windows Phone communications.

HOWEVER, it is important to note that the Start screen and hub assets which are now available in conjunction with these guidelines are placeholder and must only be used for internal communications. **These assets must not be used in ANY consumer-facing marketing communications.**

Final go-to-market Start screen and hub assets will be available by **May 31, 2010** for use within consumer-facing communications.

## Can I use previously seen identity elements that aren't identified in these guidelines?

No. Only use the elements identified in these guidelines. The below elements are no longer part of our identity system.



# Here are 10 questions for evaluating a Windows Phone communication:

### Keep this page for quick reference

1. Does the overall execution feel Genuine, Spirited, Balanced, and Supportive?
2. Does the copy reflect the voice principles and guidance?
3. Are the messages clear and focused on what the customer cares about?
4. Is the new Windows Phone logo used, with correct clear space?
5. Is the UI “hero” of the communication?
6. Is the color for the Windows Phone logo and UI the same?
7. Is the communication using color correctly?
8. Is the Segoe font used?
9. Do the Microsoft product symbols, if used, help tell the story?
10. Are the correct legal notices included?

# Need more help?

We know these guidelines don't cover every design or messaging scenario, so there are additional resources to help answer questions that come up when creating Windows Phone materials.

**For any questions, please contact [wpbrand@microsoft.com](mailto:wpbrand@microsoft.com).**

### **Need an asset?**

Visit Media Bank to download brand assets.

<https://mediabank.partners.extranet.microsoft.com>

Content can be found by following this path:

Active --> U-Z --> Windows Phone 7

### **Where to get help**

E-mail: [wpbrand@microsoft.com](mailto:wpbrand@microsoft.com)