Co-Marketing Guidelines

Windows® Phone

Put people first.

Partnering with Windows Phone

Content

We've put together this guidance to help you easily implement the Windows® Phone brand. Doing so will leverage the growing Windows® Phone brand equity, and in-turn elevate the consumer effectiveness of our marcoms.

Guiding principle: be clear
It should be clear to customers who is speaking to them: Windows Phone, the OEM, or the mobile operator. The identity systems of these three parties should never be blended.

When a partner company is the leading voice of a communication, the design follows the partner company's visual ID (colors, fonts, and so on)—not the Windows Phone ID—however the **mandatory Windows Phone elements (see next page) must always be present.**

Please check with your field representative if you need clarity or more information.

Brand mandatories*

1 Logo lock-up including tagline

Windows Phone
Put people first.

2 Start Screen

3 'Windows Phone' in copy

'OEM PHONE NAME running Windows Phone'

or

'OEM PHONE NAME with Windows Phone'

4 Mango Messaging inclusion.
Please refer to pages 8.

* Please refer to checklist on page 16 for detailed information.

Brand messaging

The story behind "Put people first."

Smartphones today all take the same basic approach based on a grid of icons and a collection of applications. They have gotten away from what is most important – connecting with people. The more you have to open and close these separate apps, the further out of the loop you feel. Windows Phone does things differently. We put people first.

Windows Phone puts people at the center making it easier to connect and share with friends, family and colleagues, so you never miss a moment.

With the latest release of Windows Phone we're giving you what you need in a truly modern smartphone.

Modern communications built in. Only Windows Phone has a People Hub with one touch access to Facebook, LinkedIn and Twitter, all built right in. You can group your friends, pin them to your Start screen to get live updates and easily text, email and IM them all at once. Windows Phone even has Facebook Chat, check-ins, photo tagging and Messenger all built in so you can stay connected without missing a moment.

A smarter way to app. Windows Phone has the apps you need but takes them a step further. Pin your apps to your Start screen for live updates at a glance. And only Windows Phone connects apps to your searches making them easier to discover and use.

The internet beyond the browser. Windows Phone delivers a fast, beautiful web experience with Internet Explorer 9 and hardware acceleration – but it doesn't stop there. Local Scout provides suggestions and prioritized local search results on restaurants, shopping and things to do so you can live like a local no matter where you are.

Focus is on Connecting with People

Connecting to PEOPLE is most important to our target customers
68% preference: Easily being able to connect with the people I care about
74% preference: My mobile phone is important to my social life

Windows Phone differentiates on PEOPLE
People Hub, Groups and Threads are points of differentiation and make it easier to connect and share
Our unique approach to apps and search also put people first.

PEOPLE focus resonates with press
"...it's striking how much more connected to PEOPLE Windows Phone now feels than any other phone, even Android." Gizmodo

"Microsoft's platform doesn't treat apps as destinations so much as one of many ways to get the information you're looking for. Your favorite PEOPLE, as evidenced by features like Groups, also take priority over apps. And from where we sit, that approach is perfectly valid." Laptop Magazine

"A bit of mental adjusting is required since Mango operates differently than most smartphones: Actions focus on PEOPLE rather than apps." WSJ

Windows Phone vs the Competition

It's the only phone that gives you:

• A People Hub with one-touch access to keep up with friends on Facebook, Twitter, and LinkedIn

• Groups of family, friends, or co-workers on your Start screen, text, IM or email everyone at once

• Threads that bring text, IM, and Facebook chat all into one conversation

• Photo sharing and tagging built in

Android relies on apps and skins for communications creating an inconsistent user experience.
iPhone doesn't build in social networking relying on apps for communicating and sharing.
Blackberry is lagging in modern communication features.

VS Android 2.3

• Social networking access varies device to device

• Not all apps work on all devices

• No app certification

• No conversation switching between text, IM and Facebook chat

• No universal e-mail search

• No linked inboxes

VS iPhone 4

• No social networking integration

• Can't create groups

• Can't pin contacts to the homescreen

• No live updates on the homescreen

• No conversation switching between text, IM and Facebook chat

• No linked inboxes

• No integrated conversation history

• No built in photo sharing or tagging

Vs. Blackberry 6

• No automatic sync of Facebook contacts

• Silo'd contact list for BBM

• Can't pin contacts to the homescreen

• No live updates on the homescreen

• No conversation switching between text, IM and Facebook chat

• No built in voice to text

• No linked inboxes, no pinning folders, no built in IRM

"It's (Windows Phone) full of people-centric features that make it easier to stay in touch with friends and family, to communicate, and to share ideas. It's easier to use than Android, and in many ways slicker than Apple's iOS." Sascha Segan, Lead Analyst, Mobile Windows Phone "Mango" Preview PCMag.com June 2011

Landing the Messaging

Messaging Guidance

The messaging guidance provides:

1. Focus on key messages that differentiate Windows Phones in the marketplace

2. Prioritization of features

3. Correct naming and technically accurate descriptions of features

4. For top features we've provided scenarios to highlight the customer benefit and provide more context around the value of the feature

5. The messaging can be used to inform partner copy and executions or it can stand on its own.

Put people first.

The tagline is used to tell the story of the product. The tagline of 'people first' speaks to the way Windows Phone is designed around people with a focus on contacts and communications. This sets up the core differentiation of Windows Phone versus competitor phones which are built around individual apps.

The tagline can be used to create headlines or body copy. It can be used as an opening or a closing line.

When used as a tagline do not translate/localize the line. When used in copy it is acceptable to translate the line.

Main Message and Communication Pillar Message

Modern communications built in.

Windows Phone makes it easier to connect and share with the people who matter.

The main message is focused on the communications features of the phone and defines the customer benefit.
Use this line to support the tagline, set up the key differentiation and introduce the communications features.
The word "easier" can be swapped out for "easy" in markets or situations where comparative messaging is not desired.

Pillar Messages

Communications

Modern communications built in. Windows Phone makes it easier to connect and share with the people who matter.

Apps

A smarter way to app. Now it's easier to discover smarter apps, and do more with the apps you have.

Web

Internet beyond the browser. Windows Phone brings you fast web browsing with Internet Explorer Mobile 9 and new Local Scout for recommendations on restaurants, shopping, and events closest to you.

Pillars prioritize the top points to land in the areas of communications, apps and web. They provide structure for talking about the product in long form or specific audience venues, for example a press release, PowerPoint presentation or a 20 minute demo. The pillar messages are used to introduce features or can be used on their own if there are space or time constraints.

The most important pillar is the Communications pillar which is the main message "Easier to connect and share with the people who matter most.." The Apps and Web pillars are secondary to the Communications pillar in terms of priority but provide critical structure to landing top features of the product. There will also be instances where you will focus on these pillars based on a audience needs for example a press interview or a developer conference.

Feature messages

The features are our key to selling Windows Phone. Whenever possible messaging specific features is a priority and provides support for the tagline and the benefit statement, and details our differentiation.

The features are listed in priority order with the Communications features being the most important to land with RSPs and customers.

The features messaging is written to provide points of differentiation and technical accuracy. The scenarios provide additional context to help guide copywriters, agencies and the field who may not be as familiar with the product.

You can use the tagline an d communication features messages together, however Apps and Web features should not be used with the tagline without the Apps and Web pillar messages. Any of the feature messages can be used on their own.

Please see the next two pages for feature meassaging…

Communications Key Features

Feature Name	Message	Scenario
People Hub	The phone that pulls together your contacts plus Facebook, Twitter, LinkedIn, Windows Live, and Xbox LIVE friends so you can easily follow them and stay connected.	Simply add your existing accounts to tap into your social networks. Check your People Hub to see all of your contacts across your social networks and their status updates all in one place, and add your own posts and comments.
Groups	Organize your contacts in groups, pin a group to your Start screen so you can get updates or text, email, or IM the whole group at once.	You are in charge of setting up a guys' night out. Create a group for your friends and pin it to your Start screen so that you can easily send updates on the plan via text, email or IM.
Threads	The phone where your conversations can flow continuously across text, Windows Live Messenger, or Facebook chat in one place.	Using your phone to chat on Facebook with a friend? Your friend has to leave and this is not a problem. Why? Because you can easily switch to text and pick up where you left off without losing the conversation thread on your phone.
Email	Email is easy on Windows Phone with the ability to link inboxes, search, scan, and filter email, plus support for multiple Exchange Server email accounts, Hotmail, Google Mail, Yahoo! and other popular email providers.	You've left the office but you want to stay on top of a key project. With Windows Phone at a glance you can see you have new emails and filter to just the urgent messages so you can quickly read and respond.
Linked Inbox	Linked Inbox lets you combine the email accounts you choose according to your preferences.	You've got your work email account, as well as Google Mail and Hotmail personal accounts. Make it easier to keep up and organize your email by combining your personal inboxes but keeping your work account separate.
Voice	Go hands free by using your voice to respond to text messages, run a search query or ask for directions. [1]	Want to respond to a text but your hands are tied up? Create and send texts using your voice.
Keyboard	World class touch keyboard with auto suggestions and Quick Correct on the fly.	Whether you're responding to emails, texts or posting an update, the Windows Phone soft keyboard makes typing on your phone easier and faster.
Photo Tagging and Sharing	The quick way to take photos without having to unlock your phone and share to Facebook with tagging built in.	You've got just a second to capture a great moment. With one click of the dedicated camera button you capture the photo, no scrambling to unlock your phone or open a camera app. Not only is face detection, tagging and sharing to Facebook built in, photos are also automatically uploaded to Skydrive so you can view it on your PC when you get home.
Live Tiles	Bring your Start screen to life with glance and go updates not just from your favorite apps but also from your favorite people.	Use Live Tiles to make your next family vacation easier. Pin your house sitter, boarding pass, flight status and weather info right on your Start screen.
Me Tile	Your personal Live Tile where you can initiate check-ins and post and receive updates on Facebook, Twitter, LinkedIn and Windows Live Messenger.	You're out on a cross country bike trip and you want to share updates, photos and check-ins with all of your social circles. Use your Me Tile to share check-ins and updates across Facebook, LinkedIn, Windows Live and Twitter at the same time.
Visual voicemail	See a list of voicemail messages in your inbox and prioritize which ones you listen to first.	You've been in meetings all day, you finally get time to go through your voicemail and you've got a bunch of messages. Using visual voicemail you can review a list of voicemail messages and then pick and choose the ones that you want to listen to. Note: Currently only available at AT&T in the US and Orange in France.

Apps and Web Key Features

Web Key Features		Apps Key Features	
Internet Explorer Mobile 9	The phone with Internet Explorer Mobile 9 plus hardware acceleration.	App Connect	Offers up relevant apps for your consideration based on what you are doing on your phone.
Bing for Mobile	Bing makes searching easy with new ways to find information including Local Scout, and music and visual search built-in.	Multitasking	Makes it easy to play music in the background and quickly switch between apps, picking up where you left off.
Local Scout	Get prioritized local search results and recommendations for restaurants, shopping, and activities that are closest to you in an easy-to-use guide. [2]	Marketplace	An engaging showplace for apps and games, making it fast and easy to find what you're looking for or to discover something you didn't expect.
Search (For markets where Bing is unavailable)	Search the web, map an address, find an answer, the web is at your fingertips with search and Bing maps.	Xbox LIVE	Always be in the game with the phone with Xbox LIVE built in. Connect and play with friends wherever you are – use your Avatar and gamer profile to keep track of scores and wins. [3]
SkyDrive	Auto wi-fi sync photos and videos from your phone to your PC, save docs and notes, with free online storage on SkyDrive.	Games Marketplace	Try games for free before you buy them. The Games Marketplace offers great games, rated by players, and certified by Microsoft.
Office Mobile	Stay productive on the go with Office and Outlook built-in. Sort, scan, and respond to emails with ease and use built-in versions of Word, Excel and PowerPoint for reviewing, editing and saving docs.		
Music	A personal DJ in your pocket. Smart DJ builds customized music playlists from your collection. Or add an optional music subscription, to access millions of songs from Zune.		
My Windows Phone	Find, lock and erase your lost phone from the web for free, plus easy access to apps, photos, and docs. [4]		

Brand assets

Checklist

Every Windows Phone partner communication must include the logo, the Start screen UI, and a reference to the Windows Phone name in copy. And your messaging for Windows Phone should be consistent with the guidance provided.

1 **Mandatory: Logo lock-up including tagline**
The new Windows Phone logo including tagline *must appear in your communication*. (See the "Licensing" section in these guidelines for information about logo licensing.)

• Don't separate the logo's symbol from the logotype or modify the logo in any other way. Use the logo artwork *as it is provided*.
• Ensure that logos are sized so that the Windows Phone logo and and your logo and/or trade name are of *equal weight*.
• Place the Windows Phone logo so that it and your logo are at the same hierarchy and share equal prominence.
• Use only one of the four color variations of the Windows Phone logo (green, blue, yellow, or red).

3 **Mandatory: Start screen**
• Always feature the Start screen UI in your design.
• Ensure the Start screen UI color matches the color of the Windows Phone logo.
• Never modify the top two rows of tiles in the Start screen UI.
• Do not use photos provided for the Start screen UI graphic outside of that graphic asset. These photos are not licensed for TV.
• Although it is preferred that the Start screen lead communications, a Product UI screen or Hub screen may be the primary/featured screen, provided that the Start screen is also present as a supporting element.

3 **Mandatory: 'Windows Phone' in copy**
Include a reference to Windows Phone in copy in one of two ways:

• Feature "Windows Phone" in the headline.
• Feature "[OEM Phone Name] with Windows Phone" as a caption below the Start screen UI. The caption should be no smaller than 7 points.

In most instances, talk about the brand—"Windows Phone." Rarely will the operating system release name—"Windows Phone x.x"—be mentioned in marketing copy to customers.

The release name (for example "Windows Phone 7.5") may be used in customer-facing communications when giving the customer technical details, such as in product documentation, fact cards. system requirements, and packaging.

4 **Mango messaging inclusion**
When you talk about Windows Phone in your communications, emphasize how Windows Phone is designed for people and what they want to do with their phone, not just individual apps.

• Capture the spirit of the "Put people first" tagline in your headline or in body copy—anywhere that effectively conveys what differentiates Windows Phone from competitors.
• Focus on the features that are most important to users and how they differentiate Windows Phones in the marketplace.
• Highlight the benefit and value that top features can bring to customers.
• Use the messaging text provided to correctly position the key features and benefits.

Referring to Windows Phone

The brand is Windows® Phone

Use Windows Phone whenever you're referring to the brand or overall device category. Referring simply to Windows Phone consistently helps us to build one category brand.

Don't use Windows Phone in the plural (that is, Windows Phones), even in references to devices that are Windows Phone branded.

The operating system release number is Windows Phone x.x

In general, communications to customers should use the brand name, Windows Phone. In certain materials, such as fact cards, specifications lists, and packaging, where it's necessary to give customers detail about the OS release number of their device, use this format:

Windows Phone x.x
For example, "Windows Phone 7.5."

Referring to the device

Whenever possible, refer to a specific OEM device, using this pattern:
[Device name] with Windows® Phone
For example, "HTC Trophy with Windows Phone."

Don't combine Windows Phone with the OEM name. Instead, use natural language to describe the relationship between Windows Phone and the hardware, such as "HTC HD7 with Windows Phone." Don't use compound modifiers, such as in "Windows Phone–based Samsung Focus."

Trademark requirements

Do not include Microsoft in the name. Windows Phone is not preceded by Microsoft.

Never alter or shorten the Windows Phone name in any way. For example, do not use Winphone or WP.

In general, the first reference in text 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. Thereafter, in text, the ® symbol may be omitted if the repetition would become awkward (for example, if there are multiple mentions within a paragraph or on a page), although it is recommended that the ® symbol be included in the first text reference to Windows Phone on each page of a communication.

A logo is not considered to be the first mention. It is the first reference in text that must be trademarked.

In communications that include references to Windows Phone or the Windows Phone logo, include a statement attributing ownership of the trademarks to Microsoft:

Microsoft, Windows, and [list in alphabetical order all other trademarks referenced, including trademarked logos such as the Windows logo] are trademarks of the Microsoft group of companies.

Please refer to Windows Phone naming guide : For moew details please contact your field represenitve.

Windows Phone logo

Only these examples are allowed.

Logotype

Windows® Phone
Put people first.

Symbol

Windows® Phone
Put people first.

MINIMUM SIZE

x

Windows® Phone
Put people first.

Print: x is greater than or equal to 0.9 inches (23 mm)
On-screen: x is greater than or equal to 64 pixels

x

Windows® Phone
Put people first.

CLEAR SPACE

X · X · X
X **Windows® Phone** X
Put people first.
X · X · X

TRADEMARK SYMBOLS

Windows® Phone
Put people first.

There are some simple but important rules to follow.

The Windows symbol always precedes *Windows Phone*. There should never be an instance where the symbol, *Windows*, or *Phone* should be rearranged.

All three elements should remain together as a whole, and no one element should be resized.

Use the logo as it is provided.

The minimum clear space is equal to the height of the letter o in the logotype. The minimum clear space is for applications with restricted size or technical limitations, such as signage, websites, and banners. Whenever possible, the clear space should be greater. The clear space shown applies to all logo variants.

In communications that include the Windows Phone logo, include a statement attributing ownership of the trademark to Microsoft:

Microsoft, Windows, and the Windows logo are trademarks of the Microsoft group of companies.

Windows Phone logo

Only these examples are allowed.

Use the preferred red tile symbol and black type

Choosing a color

1.If your design has a colored background, use the Windows Phone logo color that corresponds most closely to that color, according to these guidelines. For example, in a blue background, use the blue Windows Phone logo.

2.If your creative is using a white, black, or gray background instead of a color, use the Windows Phone logo color that corresponds most closely to your brand visual identity, or to the Start screen UI color shown.

Use the preferred red tile symbol and white type

Note: If you need clarity and more information, or if your printing situation allows printing in only one color, please consult your field representative.

LOGO ON BACKGROUND: DON'T

Use the preferred reversed tile symbol with red flag and white type with red background

Windows Phone logo

Only these examples are allowed.

Use the preferred red tile symbol and black type

Choosing a color

1.If your design has a colored background, use the Windows Phone logo color that corresponds most closely to that color, according to these guidelines. For example, in a blue background, use the blue Windows Phone logo.

2.If your creative is using a white, black, or gray background instead of a color, use the Windows Phone logo color that corresponds most closely to your brand visual identity, or to the Start screen UI color shown.

Use the preferred red tile symbol and white type

Note: If you need clarity and more information, or if your printing situation allows printing in only one color, please consult your field representative.

Use the preferred reversed tile symbol with red flag and white type with red background

LOGO ON BACKGROUND: DON'T

1. Don't skew or stretch the logo.

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

3. Don't Don't add 7.5 to the logo.

4. Don't place the black type logo over any color other than white.

5. Don't use the reversed tile symbol with red flag and white type on a dark background.

6. Don't create new product logos.

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

8. Don't place the logo over patterned, midtone, or busy area of photography.

9. Don't rotate or tilt the logo.

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

11. Don't use the logo in copy.

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

Logo "don'ts"
2 of 2

START SCREEN

Start screen UI: Mandatory

Aside from the logo, the Start screen is the most visible, recognizable, and powerful brand asset for Windows Phone. When showing the Windows Phone UI, the Start screen is preferred visual element for use as the primary focus.

If you don't have an agreed-upon personalized start screen color for the out-of-box experience, you must use the Start screen UI in one of the four available brand colors—blue, green, yellow, and red—and with a variety of featured Microsoft products.

Use the Start screen associated with the product you are promoting (for example, Microsoft Office, Xbox LIVE, or Windows Internet Explorer).

Do not use any parts or elements of the Start screen UI outside of images of the device, or in any other way that doesn't accurately portray the phone UI.

PRODUCT TILE START SCREEN
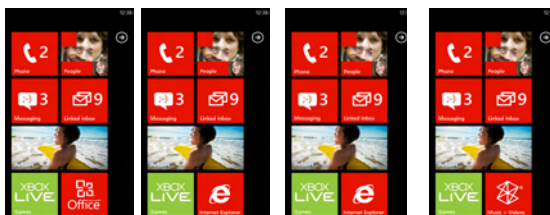
Office tile
Start screen

Games tile
Start screen

Internet Explorer
tile Start screen

Music + Videos tile
Start screen

PRODUCT UI

Office
product screen
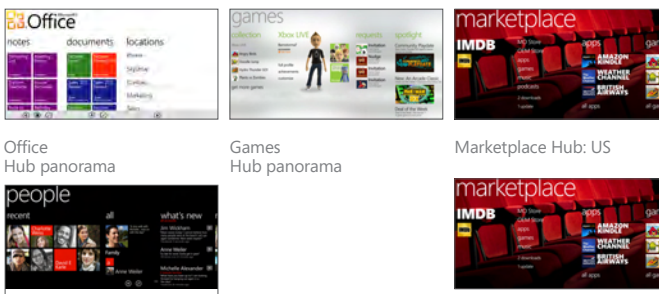
Games
product screen

Marketplace
product screen

Music+Videos
product screen

Bing
product screen

Product UI screen

The product UI screen for Windows Phone is an iconic and quickly understood representation of the product experience on Windows Phone. Use the product UI screen assets to promote the Microsoft product experience when telling a deeper Microsoft product story for Windows Phone. Product screens may lead a communication visually (be the 'hero'), but must be supported by a second device showing the Start screen UI. See the Cross-Marketing guidelines for more information.

HUB SCREENS

Office
Hub panorama

Games
Hub panorama

Marketplace Hub: US

People
Hub panorama

Marketplace Hub: ROW

Windows Phone Hub panorama

Hub screens for Windows Phone are detailed panoramic representations of the product experience on Windows Phone.

Used with the same guidance as the Product UI screens above, the Hub screens give visibility into the unique Windows Phone user experience of the Microsoft product Hubs, representing the additional content seen when swiping the screen. Hub screens must be shown horizontally, whether in a vertically positioned device or on their own, to portray the actual user experience.

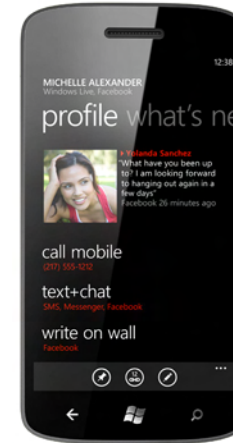Windows Phone Co-Marketing Guidelines

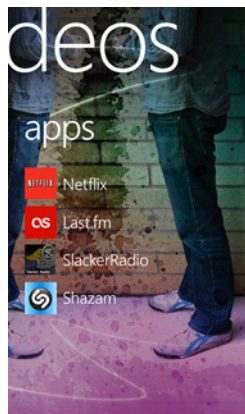COMMUNICATIONS PILLAR
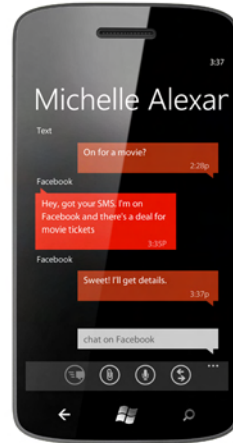
Threads: Chat*

Groups: Family

People Hub: What's new

People Hub: Contact card

APPS PILLAR

WEB PILLAR

App Connect :
Music+Video*
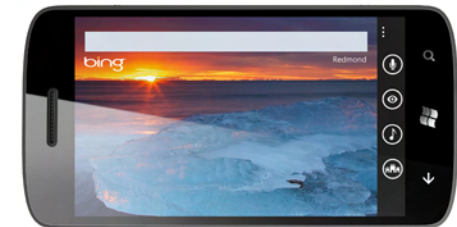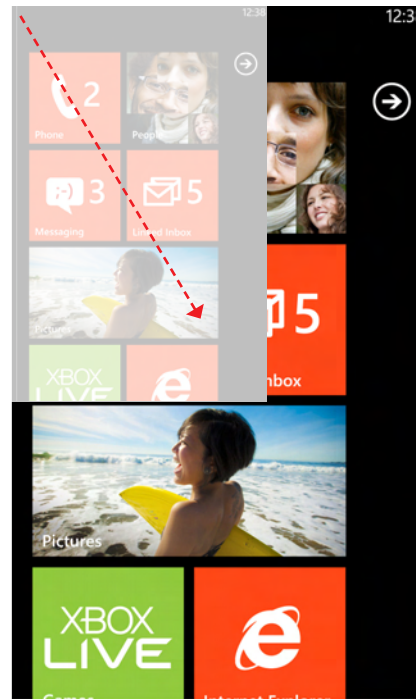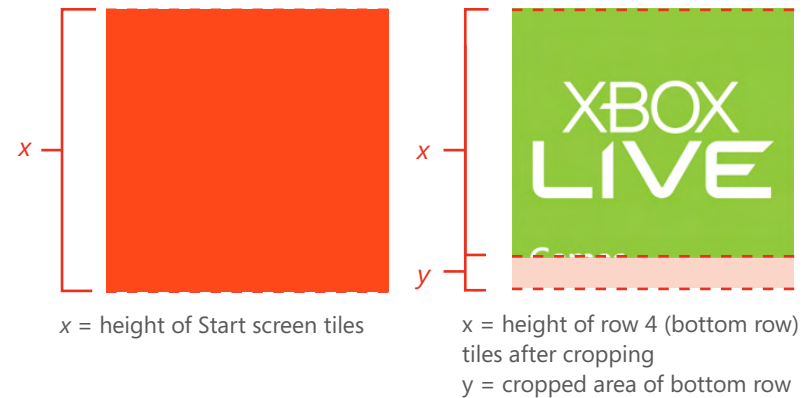
Local Scout: Eat+Drink

Bing home.

Bing home.

* Disclaimer: Publisher approval needed before use – please be aware you are responsible for securing approval.

Cropping the screen UI

Scale the UI image proportionally.

x = height of Start screen tiles

x = height of row 4 (bottom row) tiles after cropping
y = cropped area of bottom row

Scaling and cropping

Place the UI screen image so that it fits within your hardware frame, scaling porportionally from the upper left corner.

Note that row 4 is intentionally cropped to indicate that there is more content available when scrolling. **This is mandatory.**

Start screen content

Row 1

Row 2

Row 3

Row 4

Not customizable

Customizable
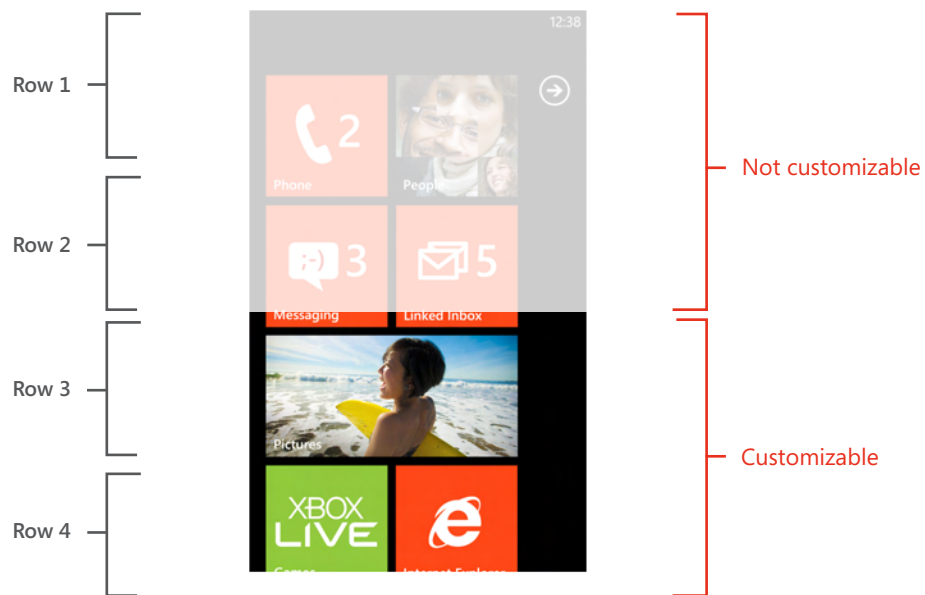
Intergrating custom content into the UI

Integrating custom content into the UI

The Start screen UI contains four rows of tiles. You may not customize the tiles in rows 1 and 2 in any way. You may customize the tiles in rows 3 and 4 with content that you plan to ship on your phone. Tiles can be single or double width, so you can include one or two tiles in each row.

Row 4 must be cropped to indicate that there is more content available when scrolling. Everything else *must* remain exactly as-is in the provided image.

Licensing photography

Images provided in the People tile and Pictures tile have no pass-through rights for other usage, and are not licensed for use outside the UI tiles.

Partners may use their own images in place of those provided by Windows Phone, provided those images are fully licensed by the partner, and imagery is non-offensive photography that aligns with with the Windows Phone brand image.

Using multiple screens

Start screen
and Games Hub

Product tile in the
screen UI is shown
in any cropping or scaling

Start screen
and Groups Hub

Product tile in the
screen UI is shown
in any cropping or scaling

Start screen + Product UI screen

When telling a deeper Windows Phone story by promoting one of the Microsoft products featured on Windows Phone, two devices may be shown: one featuring the required Start screen UI, and one with the Product UI screen you wish to promote. The Product screen may be the "hero" element, **but the Start screen UI must also be shown.**

This approach should be used only when the size of the design allows and where the use of more than one device does not make a communication look cluttered or busy.

Do not use the Microsoft product logos in your design. The product story should be told through the Start screen UI and Product UI screens only.

For details and more information about how to lay out multiple devices and screens, please work with your field representative.

Co-Marketing examples

Mandatory Creative Review and Approval Process

All marketing materials referencing or showing Windows Phone products or features must be reviewed and approved by Microsoft.

Process:

• First, ensure all branding guidelines are adhered to within the creative execution

• Then, submit creative files via email to **wpbrand@microsoft.com**, including your company name plus type of marketing in the Subject line. CC your primary Microsoft representative on all email submissions.

• You will get a first response within two business days, with comments or approval – please build this into your creation timelines. Note: Full review of materials, comments or approval may slightly take longer, depending on the complexity of creative.

Any questions on process? Email **wpbrand@microsoft.com** OR contact your local representative.

Putting it all together: Brand assets & Messaging in action.

Poster with OEM logo.
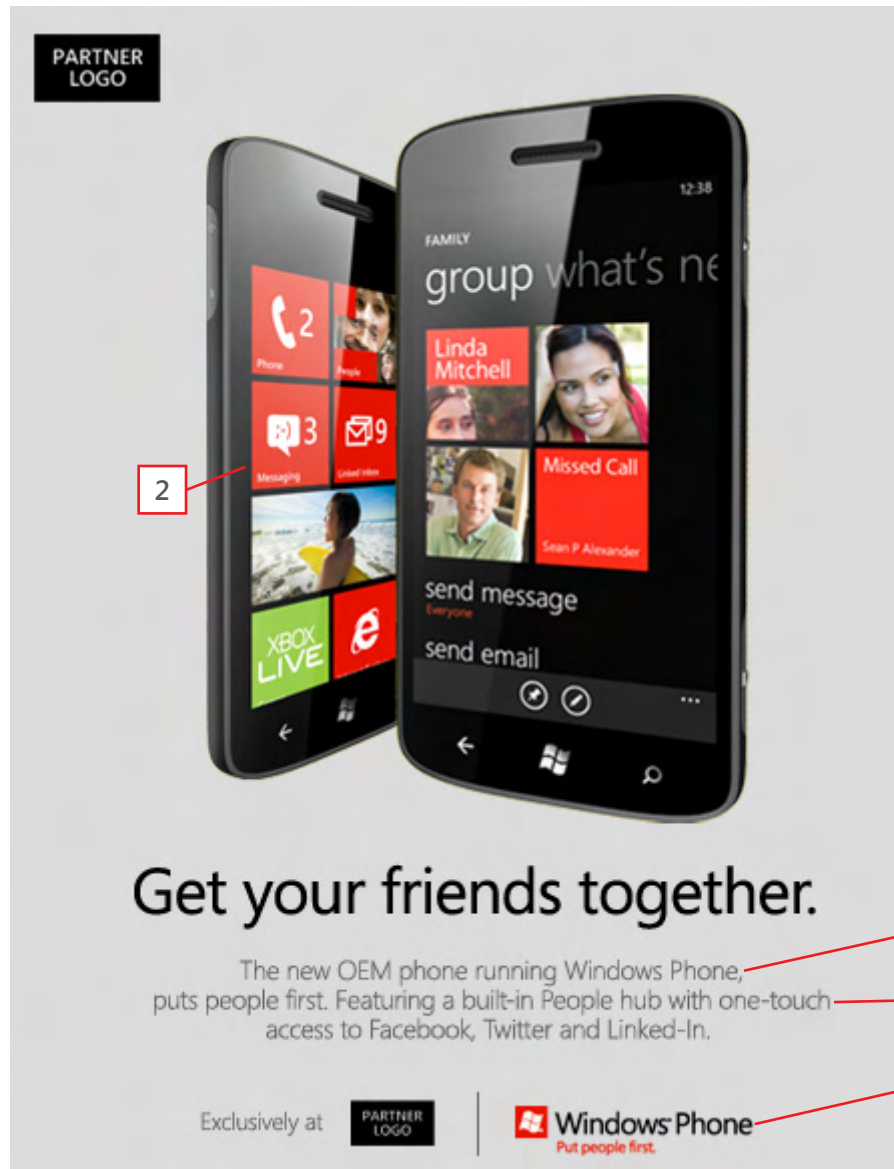
1 Logotype including tagline.

2 Start screen UI.

3 OS Naming in copy.

4 Mango messaging.

Dont.

- Do not show devices with blank screens.
- Do not use the Start screen UI tiles outside of the UI/devices.
- Do not use blank shapes, squares, or tiles in marketing communications. The UI is always meaningful, never decorative–creative choices should be deliberate to help amplify and support this.
- Do not show items flying in or out of the phone UI. If animating, try to mimic the actual behavior and movement of the phone, which is grid-based and structured. Other movement only distracts and detracts from the benefits of the unique Windows Phone experience and UI.
- Do not clutter: Design should have a clean, minimal, reductive feel. This supports and enhances our positioning as purposefully and simply designed.

Comarketing
examples

PARTNER
LOGO

group what's ne
FAMILY
Linda
Mitchell
Missed Call

send message
send email

Get your friends together.

The new OEM PHONE running Windows Phone,
puts people first. Featuring a built-in People hub with one-touch
access to Facebook, Twitter and Linked-In.

Exclusively at   PARTNER LOGO   Windows Phone
Put people first

*Some features and services may require a Windows Live ID, network connectivity, availability of features and services in your area

Comarketing examples

Grab insider info on the fly.

The new OEM PHONE running Windows Phone.
Feel like a local everywhere you go with Local Scout.
Two taps will get you the best places to grab a bite,
a drink, a new wardrobe...

Exclusively at

*Some features and services may require a Windows Live ID, network connectivity, availability of features and services in your area

PARTNER LOGO

PARTNER LOGO

Windows Phone
Put people first

Comarketing examples

Comarketing
examples

Packaging

Mandatory:

- The Windows Phone logo and tagline must be used on packaging that features Windows Phone content. Please refer to pages 18, 19 and 20 for guidance.

- **Do:**

- List "Windows Phone OS X.X" (for example, "Windows Phone 7.5") in the product specifications on the box.

- Size the Windows Phone logo so that it is equal the weight of the partner's logo and/or trade name. (Note, placement preference - side and back.)

- Feature, "OEM phone name with Windows Phone" as a caption below the Start screen UI using a font size no smaller than 7 point.

Use the approved legal disclaimer for packaging as outlined on page 16.
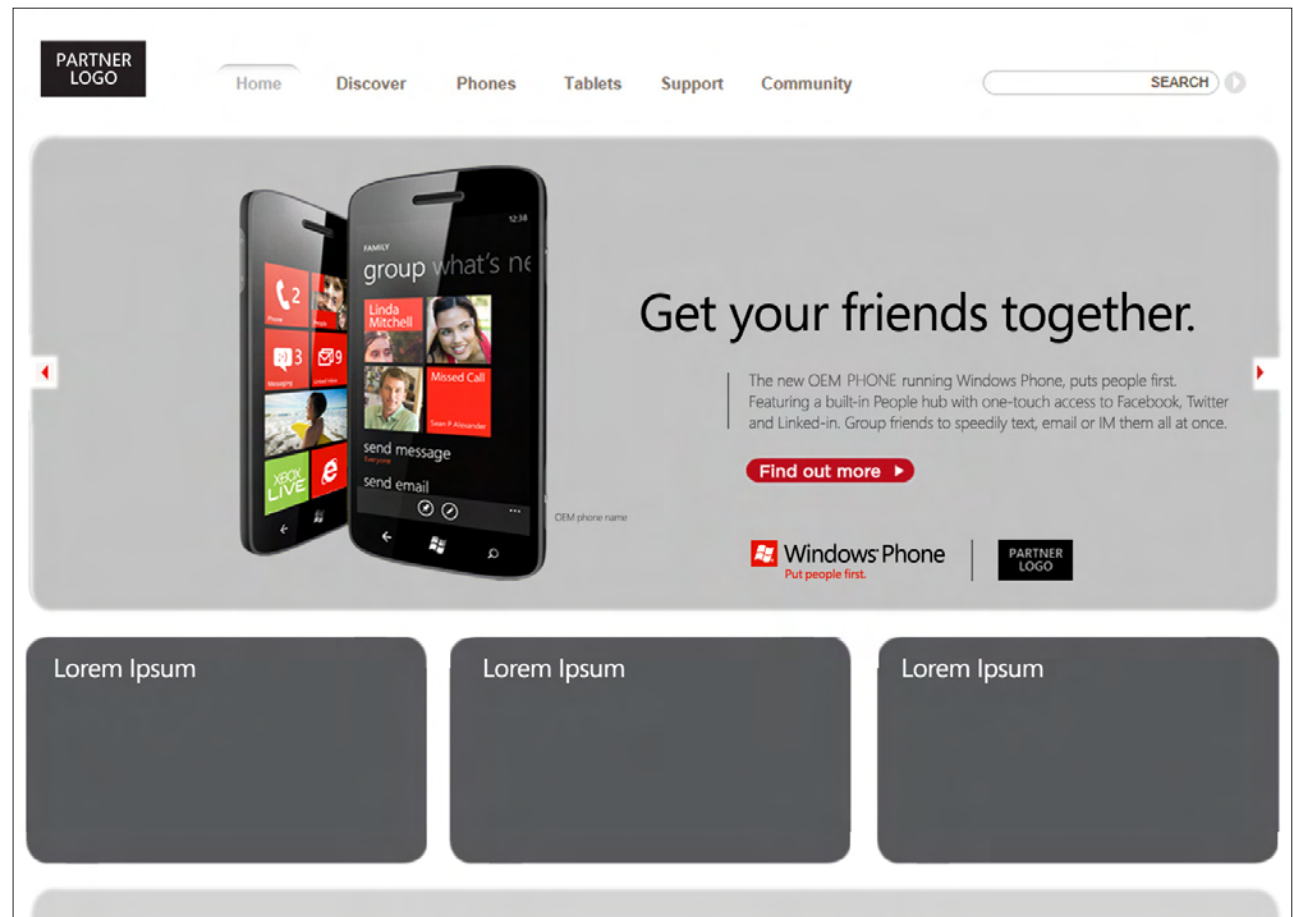
Don't

- Don't use the Windows Phone logo in a manner that could create confusion as to the source of the products or services, or ownership of the logo.

- Don't use the Windows Phone logo smaller than the partner's logo, or smaller than its minimum size requirement.

Comarketing examples

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OEM phone name

OEM phone name

Windows Phone
Put people first.

PARTNER
LOGOS

partner.com | 1-867-phone
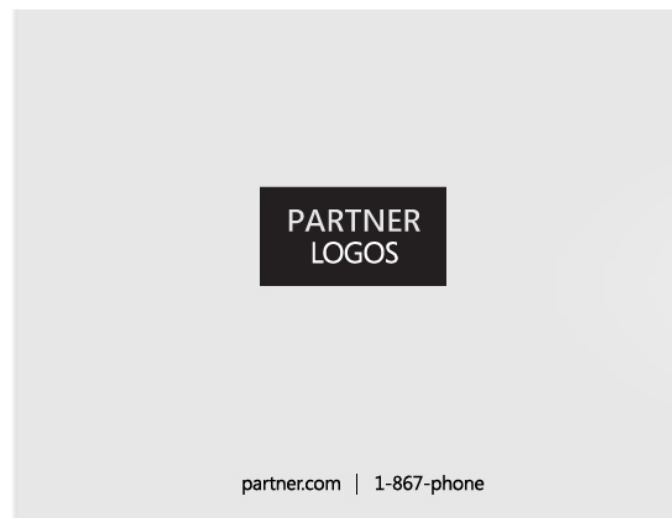
Comarketing examples

Main ad segment:

Incorporate one or more key WP features to bring the People First idea to life. Example only of language to incorporate (please use Messaging guidance for language that matches your needs/offering best).

People Hub: Finally, a phone that pulls together your contacts plus Facebook, Twitter, LinkedIn, Windows Live, and Xbox LIVE friends so you can easily follow them and stay connected all at a glance.

Finally, a phone that pulls together your contacts plus Facebook, Twitter, LinkedIn, Windows Live, and Xbox LIVE friends so you can easily follow them and stay connected all at a glance.

End sequence: (MANDATORY)

The OEM PHONE NAME with Windows Phone. Put people first. And now for a limited time get yours for only $xx at your local XX location. Offer ends X so hurry in today. OEM/MO sign off. LEGAL JARGON.

Comarketing examples

Main ad segment:

Suggested direction: Incorporate one or more key WP features to bring the People First idea to life. Example only of language to incorporate (please use Messaging guidance for language that matches your needs/offering best).

Communications Pillar: Making it easier to connect and share with the people who matter.

End sequence: (MANDATORY)

The OEM PHONE NAME with Windows Phone. Put people first. Get yours today for just $xx at XX. MO/OEM TAG. LEGAL JARGON
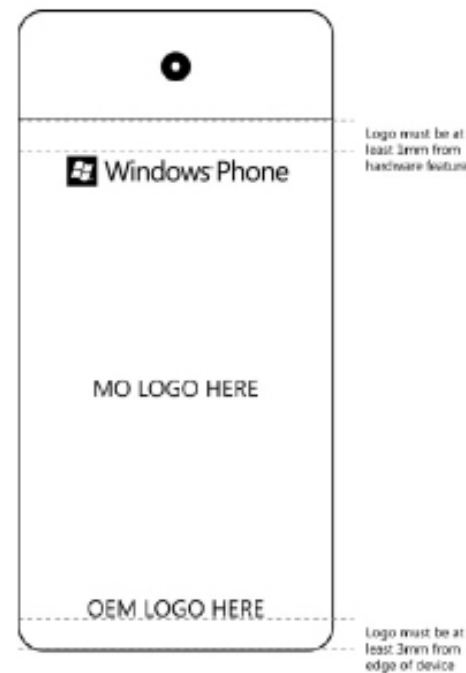
Chassis specification

Consistent type placement, and visual treatment of important controls are essential to ensure a dependable Windows Phone experience and to minimize the learning curve.

Microsoft designed the Windows Phone device logo for use on phone hardware. The logo consists of the Windows symbol and the word mark 'Windows Phone'. The logo does not contain trademark symbols.

The Windows Phone device logo shall not be manipulated or altered in any way to change the design of the logo; disallowed manipulations include, but are not limited to, changes to line weights, spacing, shape, rotation, orientation, or skewing.

The Windows Phone device logo shall be placed on the back of the phone hardware, in conjunction with the logos of the mobile-network operator and original equipment manufacture (OEM) partner logos.

For the Windows Phone chassis specifications and technical document agreement, see your field representative.

Logo must be at least 3mm from hardware feature

⊞ Windows Phone

MO LOGO HERE

OEM LOGO HERE

Logo must be at least 3mm from edge of device

Back of phone example.

Device disclaimers

The partner must disclose any limitations the advertised Windows Phone device may have when operating with the edition of the Windows Phone operating system preinstalled, in accordance with applicable laws. Devices identified with the Windows Phone name must meet the following requirements:

i. The device is preinstalled with Windows Phone (version) or later under a valid license with a Microsoft licensing affiliate.

ii. A device that does not include hardware components required to support all the features of the edition of Windows Phone installed on it must include a notice that advanced or additional hardware may be required to use the advanced features of Windows Phone.

iii. A device that does not support specific functionality of the edition of Windows Phone installed on it must include notice of that fact, and notice that some programs may need to be purchased separately.

iv. All notices must be provided in a clear and conspicuous manner to customers prior to any purchase.

The following or an equivalent notice must be included in all advertisement, websites, packaging, and point-of-purchase material:

• To be included in all materials for Windows Phone:

  Features and services may require a Windows Live ID, network connectivity, and an appropriate service plan. Fees may apply. See windowsphone.com and your service provider for more information.

• To be included in materials that talk about or promote features or functionality that vary with different OS releases of Windows Phone:

  Features and services may vary by phone, Windows Phone software, carrier, and service plan. Fees may apply. See windowsphone com and your service provider for more information.

Licensing

Mobile operators, original equipment manufacturers, and other authorized partners are licensed to use only the Windows Phone brand elements shown in these guidelines, such as logos, subject to the terms of a signed Brand Kit Agreement and/or Logo License Agreement. No other logos or Windows Phone elements may be used.

Partners should use their own branding such as color palettes, fonts, and other graphic elements in all communications. All graphics within this document are included as examples only. Artwork files are provided separately and pursuant to the terms and conditions of a signed Brand Kit License Agreement (for mobile operators and other partners) or Logo License Agreement (for OEMs). Any use of the Windows Phone graphics and artwork constitutes acceptance of the terms of said agreement.

In general, partners and other third parties may not use Microsoft logos, icons, symbols, and UI elements in marketing materials without a license from Microsoft. This includes, but is not limited to, all logos, icons, symbols, and UI elements (including wallpapers) for Windows Phone, Windows Mobile, Windows XP, Windows Vista®, Windows 7, Microsoft Office and its component applications (for example, Word, Excel, and PowerPoint), MSN®, Windows Live, Bing, Windows Media® Player, and ActiveSync®.

If you have a license, you can use product icons and UI elements in limited-use scenarios:

• Screen shots may include icons that appear in the user interface.

• In retail advertising, product icons must be accompanied by the product name.

• Do not modify or alter artwork in any way.

Help

We know these guidelines don't cover every design or messaging possibility you might encounter. Contact your field representative or account manager for additional guidelines referenced here, and if you have questions.

Need an asset?
Logos and other related brand assets are available to you on the web at sites that are tailored to your type of organization.

All Windows Phone devices marketed using Microsoft logos and brand assets must have an associated and approved Brand Kit Agreement (for mobile operators and other partners) or Logo License Agreement (for OEMs).

To confirm that the appropriate licensing is in place, please contact your field representative or account manager, or contact wplogo@microsoft.com.

Where to get help
Please contact the Windows Phone brand team at wpbrand@microsoft.com, or your field representative or account manager.

Windows® Phone

Put people first.

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