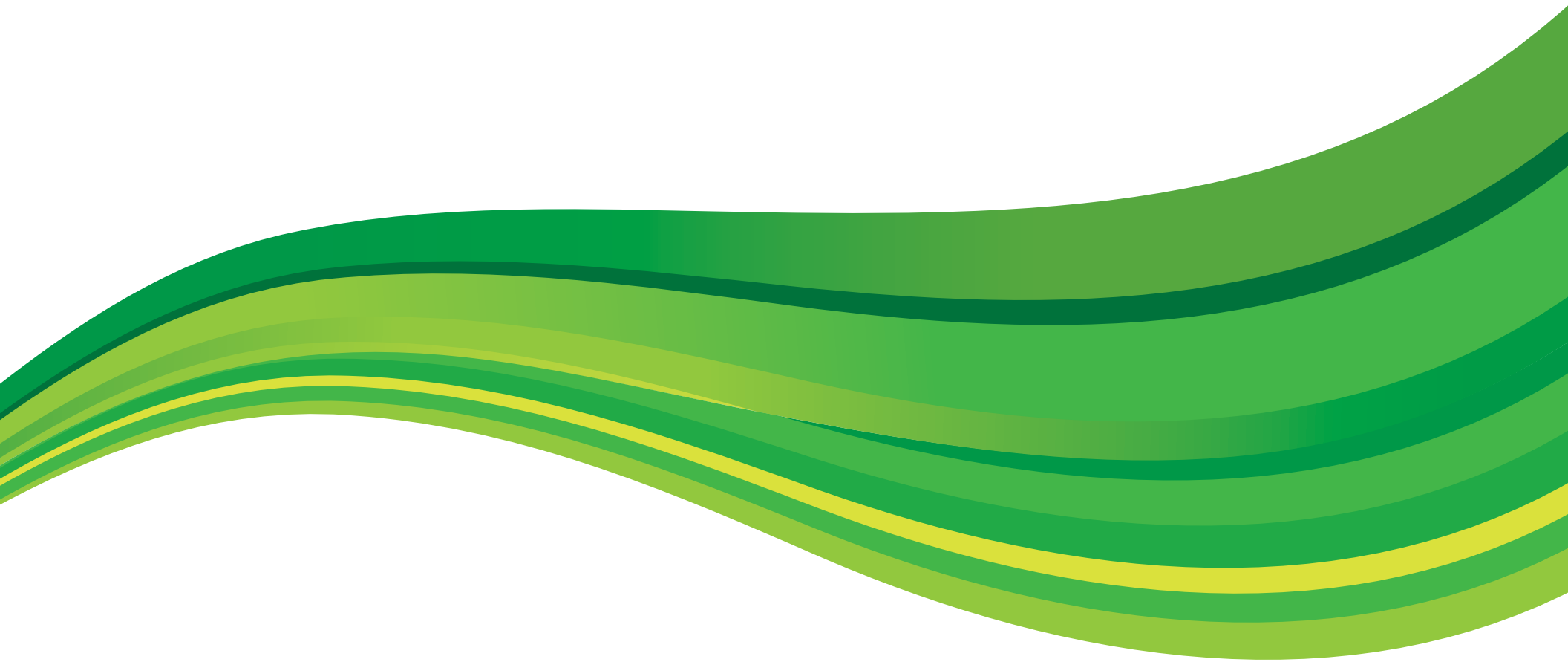


Xbox Brand Overview

11.2010

Our Brand Manifesto

Xbox transforms.

The mundane to the fantastic.

The expected to the surprising.

The everyday to the I've-never-seen-that-before.

Xbox transforms the way people play, communicate, socialize, and dream.

People won't seek out these new experiences for themselves, but they're amazed when they have one.

Someone has to transform entertainment from what it is today to what it's going to be.

And somebody has to make this future accessible to everyone.

That someone is Xbox.

And that somebody is you.

Brand Architecture Overview

XBOX

The parent brand behind the products and services.

XBOX 360

The current platform that consists of consoles, games, and accessories.

KINECT™ for XBOX 360

Kinect is a set of experiences and products on the Xbox 360 platform.

XBOX LIVE

The connected service for gaming, entertainment, and social experiences.

Xbox Brand Positioning

Our Brand Positioning is the message, commitment, and vision that guides our work, products, and services. It is made up of our **Positioning Statement**, our **Values**, and our **Traits**.

The Positioning Statement amplifies the transition from a product-centric brand to an experience-centric brand.

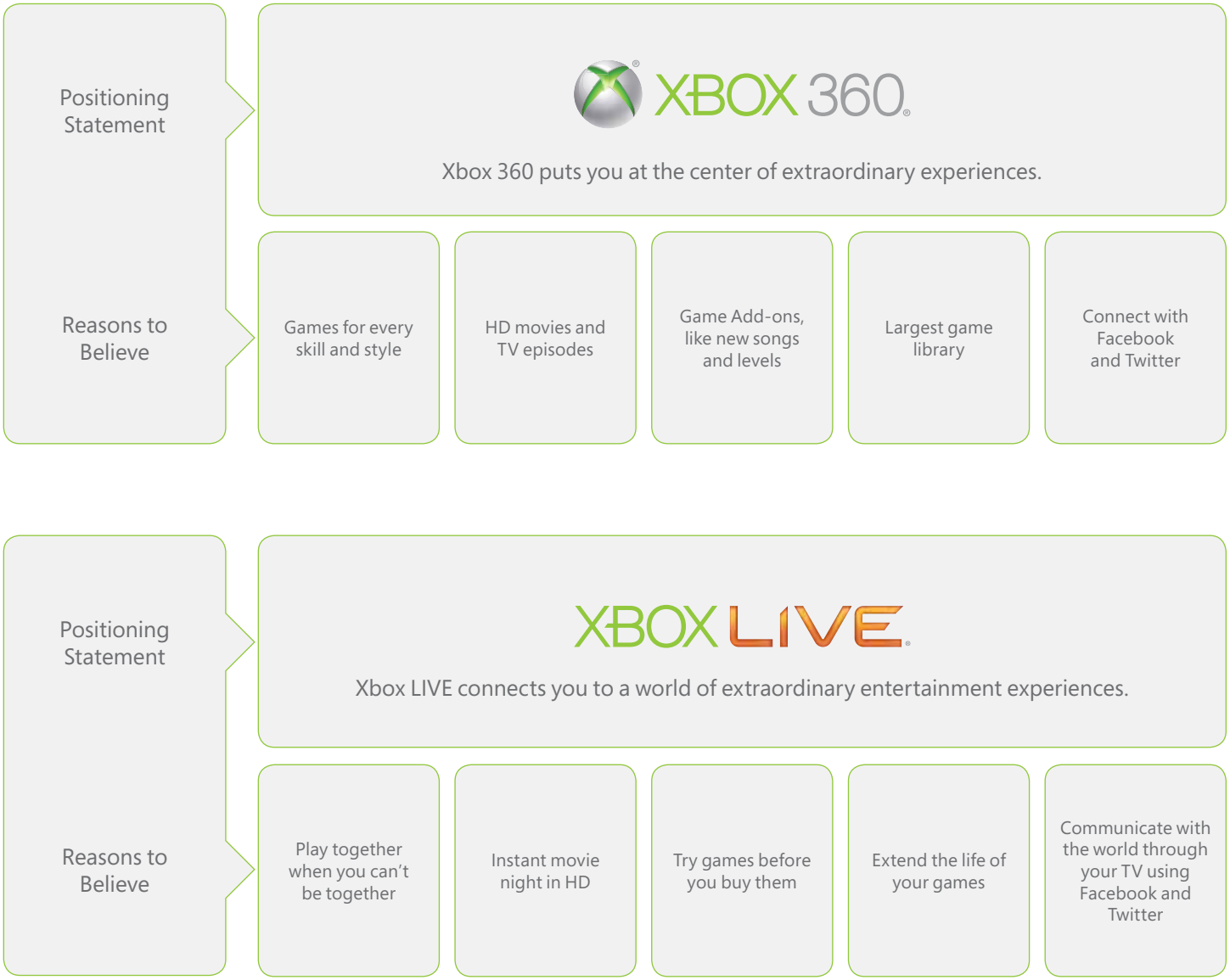
The Values make our work, products, and services distinctively Xbox.

The Traits define how our brand looks, feels, and sounds.

The positioning, values, and traits apply to both the Xbox 360 platform and the Xbox LIVE service.

Source Material: http://edweb/xboxtransforms

Xbox 360 and Xbox LIVE Positioning



Xbox 360 is a sub-brand of Xbox, and is the hub for gaming, entertainment, and social experiences.

Xbox 360 is the games you love, the entertainment you love, and the people you love.

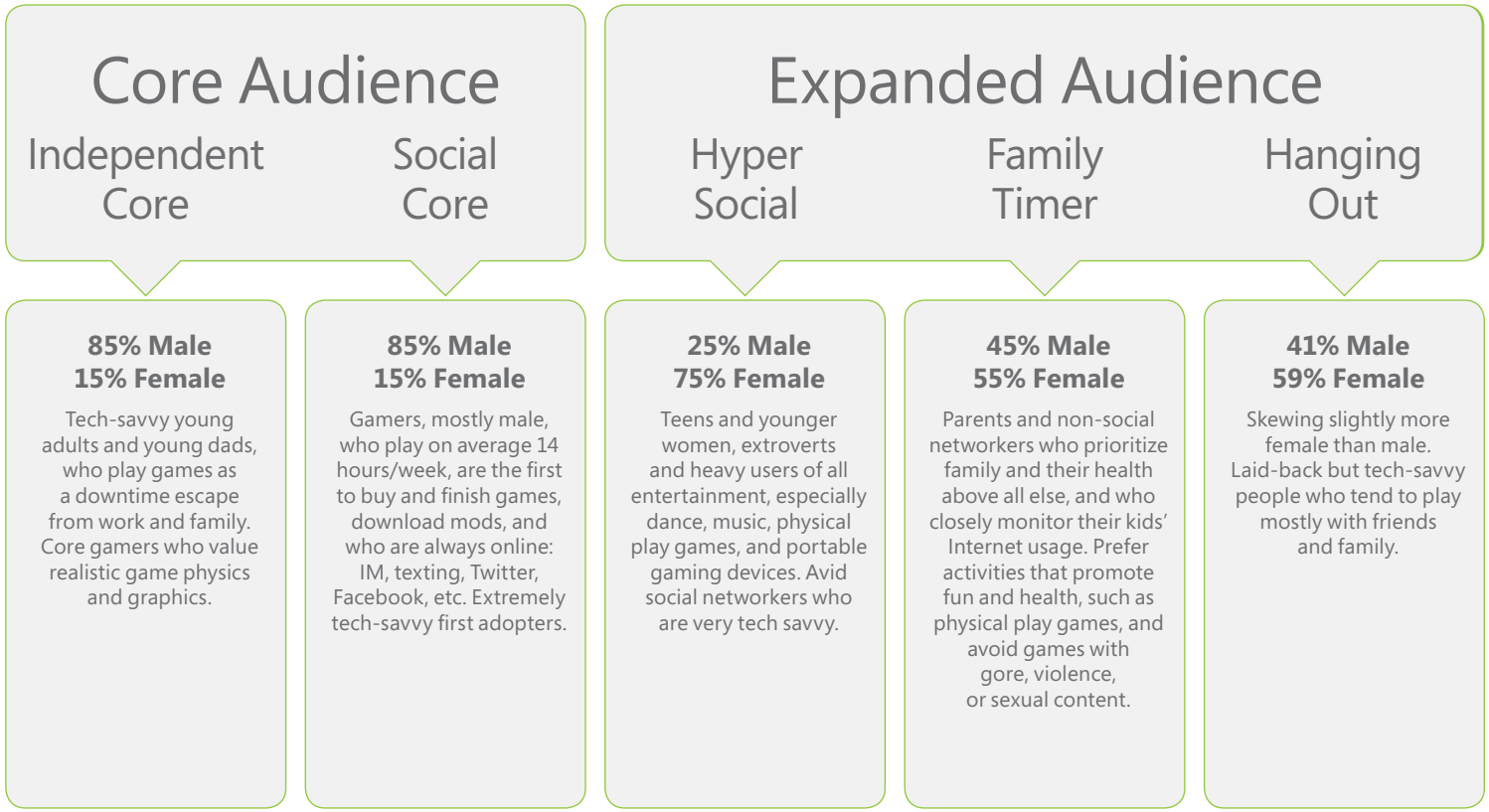
Xbox LIVE is a sub-brand of Xbox, and is the online service of the Xbox 360 Console and a complete entertainment experience.

Play, watch, and connect with friends around the world—Xbox LIVE is your connection to more games, entertainment, and fun.

Kinect is not a brand, Kinect is a set of experiences and products on the Xbox 360 platform and follows the same positioning and reasons to believe as Xbox 360.

Source Material: http://edweb/xboxtransforms

Expanding Our Audience



The core gaming audience will always be important to us. We will continue to develop experiences and games that interest the core.

With **Kinect** for **Xbox 360**, we have an experience that allows us to reach out to groups who are not comfortable with a controller and invite them into the amazing world of Xbox.

Contents

The guidelines are divided into three sections. Use the appropriate section for your product and message.

Xbox 360 Guidelines (page 8)

When To Use

1. When creating communications that feature the Xbox 360 platform that consists of consoles, games, and accessories.
2. With communications that feature controller- as well as Kinect-based experiences, if the primary call to action of the piece is platform oriented.
3. If there is no clear call to action in a mixed-experience piece, Xbox 360 branding should take preference over Kinect and Xbox LIVE branding.

Kinect Guidelines (page 57)

When To Use

1. When creating communications that feature only the Kinect experience, products, or games.
2. With communications that feature Kinect as well as Xbox 360 or Xbox LIVE experiences, if the primary call to action of the piece is Kinect oriented.
3. If there is no clear call to action in a mixed-experience piece, Kinect branding should take preference over Xbox LIVE.

Xbox LIVE Guidelines (page 99)

When To Use

1. When creating communications that feature only Xbox LIVE experiences, products, or games.
2. With communications that feature Xbox LIVE as well as Kinect or Xbox 360 experiences, if the call to action of the piece is Xbox LIVE oriented.
3. If there is no clear call to action in a mixed-experience piece, Kinect branding should take preference over Xbox LIVE.

Assets are not shown to scale.

XBOX 360

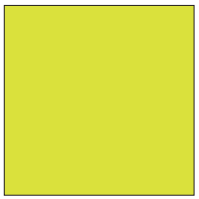
Xbox 360 Guidelines

11.2010

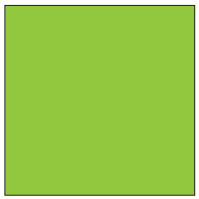
Contents

10 Color Palette
12 Typography
13 Logos
16 Green Patterns
28 Photography
55 Xbox Platform Nomenclature and Usage
56 Copy Library

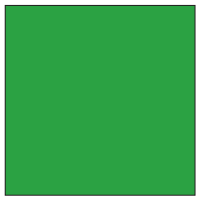
Color Palette



Xbox Energy Green
(or PANTONE® 381)
CMYK 18/0/91/0
RGB 219/225/60
HEX #DAE23F



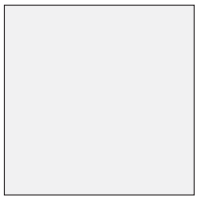
Xbox Primary Green
(or PANTONE 376)
CMYK 48/0/100/0
RGB 146/200/62
HEX #77BB44



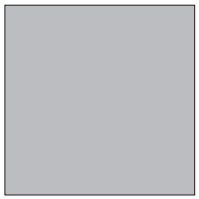
Xbox Deep Green
(or PANTONE 362)
CMYK 76/0/100/11.5
RGB 44/162/67
HEX #2B9646

Xbox Dark Green 1
(or PANTONE 356)
CMYK 100/0/100/40
RGB 0/114/54
HEX #00723B

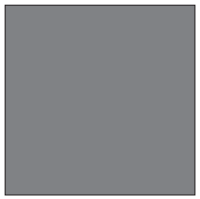
Xbox Dark Green 2
(or PANTONE 350)
CMYK 100/0/100/70
RGB 0/75/28
HEX #094B25



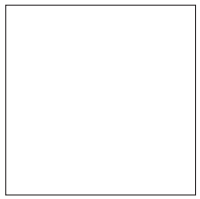
Xbox Chill Gray
(or PANTONE Cool Gray 1)
CMYK 0/0/0/5
RGB 241/242/242
HEX #E2E3E2



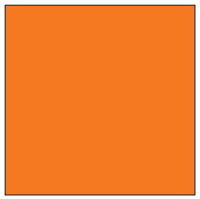
Xbox Alloy Gray
(or PANTONE Cool Gray 4)
CMYK 0/0/0/30
RGB 188/190/192
HEX #BDBEC1



Xbox Carbon Gray
(or PANTONE Cool Gray 9)
CMYK 0/0/0/60
RGB 128/130/133
HEX #848589



White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF



Xbox LIVE Orange
(or PANTONE 1505)
CMYK 0/65/100/0
RGB 244/121/32
HEX #F17922

When To Use

1. Use Xbox Primary Green for any color need outside of the Patterns.

When To Use

1. Xbox LIVE Orange is an accent color for platform communications and should only be used in text and headlines to provide variety or a splash of color.
2. It should not exceed 10% of the layout.

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.
PANTONE® is the property of Pantone LLC.

Color Palette

How To

1. Do not alter any of the colors from how they have been provided.
2. White is a very important color that allows the other colors in the palette to stand out. Always incorporate white space into your communication.

Assets are not shown to scale.

Segoe Light

Segoe Regular

Segoe Italic

Segoe Semibold

Segoe Bold

How To

1. Headlines and subheads can be set in title case, sentence case, or uppercase and should have leading of +4 pt. and kerning of 0.
2. Body copy should have leading of +2 pt. and kerning of 0.
3. Do not use italics in headlines.
4. Typography should be no smaller than 4 pt.

When To Use

1. Segoe is the typeface used in all Xbox marketing materials.
2. Use Segoe UI for web based communications.

Horizontal Logo

When To Use

1. The Horizontal logo should be the primary logo that represents Xbox 360 in all communications.

Stacked Logo

When To Use

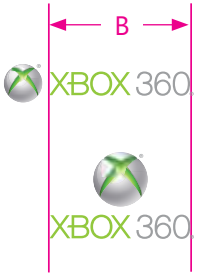
1. The Stacked logo can be used if spacing does not permit the use of the Horizontal logo.

Clear Space

The height of the word "Xbox 360," represented by "A" in the example below, is the basis for the amount of space surrounding the logo that needs to remain free of any other graphic element. The logo can sit over photography, but no other logo, type, or graphic should enter the clear space.

Minimum Size

The Xbox 360 logo may not be re-sized to the point where the length of "B" is less than .75" for print or 54 pixels for web. Each example below is shown at the minimum size. The maximum size is big as your project allows. Remember—bigger is not always necessarily better.



How To

1. Do not alter any of the components of the logo.
2. Do not modify the logo with outlines, drop shadows, or any other filters or treatments.
3. Use the four-color logo whenever possible.
4. Comply to the clear space and minimum size rules, as noted on the left.
5. The logo should not act as or be part of a headline or copy.

Logos Library

Four-Color Optimized for use on both white and light backgrounds; use whenever possible.	**Four-Color Knockout** For use on dark or complex dark backgrounds, or for when the four-color logo is too hard to read.	**Grayscale Knockout** For use on dark one-color black print jobs.	**Grayscale Black** For use on light or complex light backgrounds and one-color black print jobs.	**One-Color** For use when silkscreen printing or when the resolution of the grayscale logo can't be maintained.
 Xbox360_4CP_horizontal.eps	 Xbox360_4CKO_horizontal.eps	 Xbox360_GscaleKO_horizontal.eps	 Xbox360_GscaleK_horizontal.eps	 Xbox360_Konly_horizontal.eps
 Xbox360_4CP_stacked.eps	 Xbox360_4CKO_stacked.eps	 Xbox360_GscaleKO_stacked.eps	 Xbox360_GscaleK_stacked.eps	 Xbox360_Konly_stacked.eps

These assets may be downloaded at https://www.microsoftprosource.com

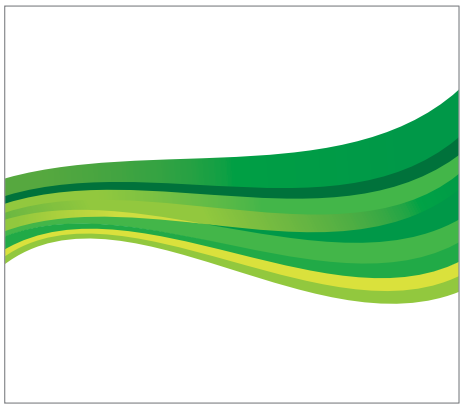
If you don't see the asset you need, please contact *xboxbran@microsoft.com*.

For more information about spot-color/two-color versions of the Xbox 360 logos for use in flexo, litho, or silkscreen printing, please contact *xboxbran@microsoft.com*.

Green Patterns

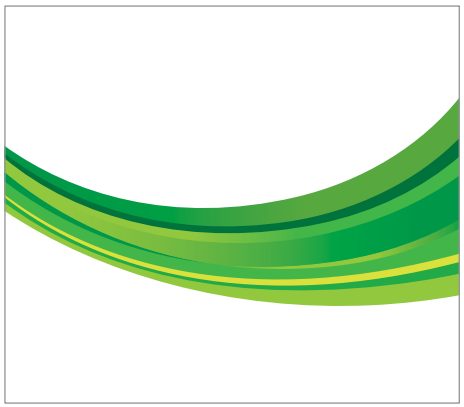
Use green Patterns for communications that feature the Xbox 360 platform (consoles, games, and accessories), and combined controller- and Kinect-based experiences (when the primary call to action is platform oriented). Give preference to Xbox 360 branding over Kinect and Xbox LIVE branding when there is no clear call to action.

Preferred Versions



Ribbon

The Ribbon Patterns represent an imaginative, inviting journey. They communicate flowing, unified energy with depth and discovery.



Arc

The Arc Patterns represent accessible, fun energy. They communicate simple motion that is optimistic and uplifting.

When To Use

1. Ribbons and Arcs are the primary Patterns used to represent the brand and should be used in communications whenever possible.
2. Monochromatic and Full-Saturation Patterns are available for backgrounds or color alternatives to white.

Alternate Version

Circles

The Circle Patterns represent diverse social interactions. They communicate individual and group social energy from friends and family circles.

When To Use

1. Only use in applications where the space does not have a clear beginning or end, or for variety when multiple Patterns are being used.
2. See page 19 for help using multiple Patterns.

Assets are not shown to scale.

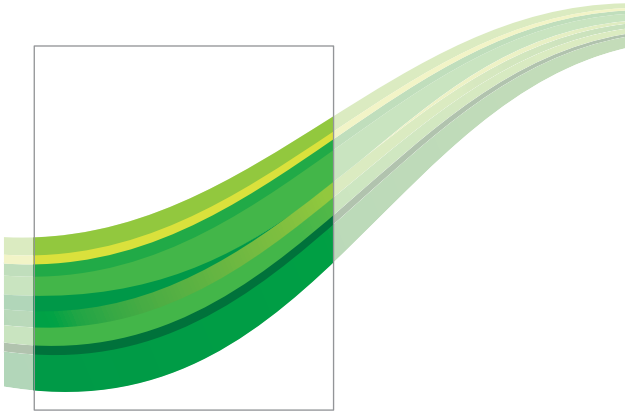
Ribbon and Arc Patterns

Original Asset

green_ribbon_11.eps

Sample Crops

Scaled and cropped.
20% of layout.



Scaled, rotated, and cropped.
40% of layout.

Scaled, flopped, and cropped.
60% of layout.

How To

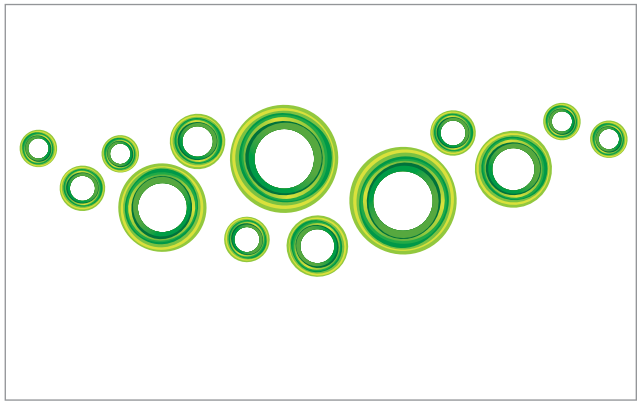
1. Patterns must be cropped to bleed and can be scaled, rotated, or flopped. But they must retain their original proportion.
2. Do not stretch the Pattern to fit.
3. Patterns should be 20%-60% of layout. Do not crop Patterns too tightly.
4. Keep a white background whenever possible.
5. Only use Motional Patterns that have been provided—do not make up your own.
6. Follow directions on page 19 for how to use multiple Patterns.

When To Use

1. Ribbons and Arcs are the primary Patterns used to represent the brand and should be used in communications whenever possible.
2. Monochromatic Patterns are available for backgrounds or color alternatives to white.

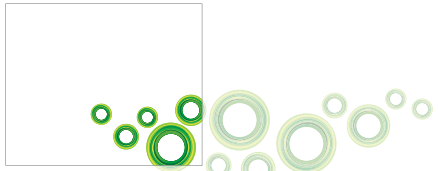
Circle Patterns

Original Asset

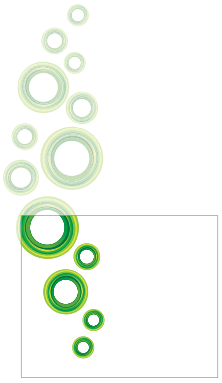


green_circle_HD.eps

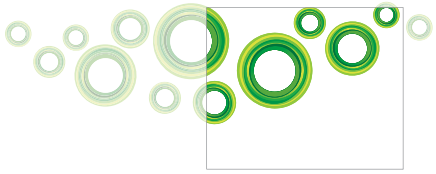
Sample Crops



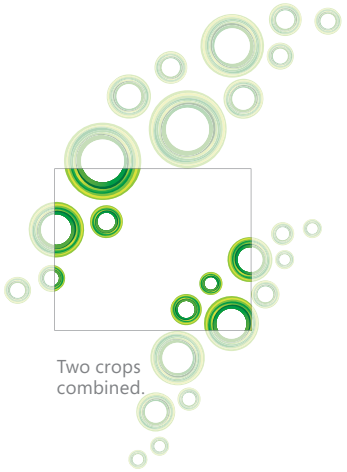
Scaled and cropped.
20% of layout.



Scaled, rotated, and cropped.
40% of layout.



Scaled, flopped, and cropped.
60% of layout.



Two crops
combined.

Assets are not shown to scale.

How To

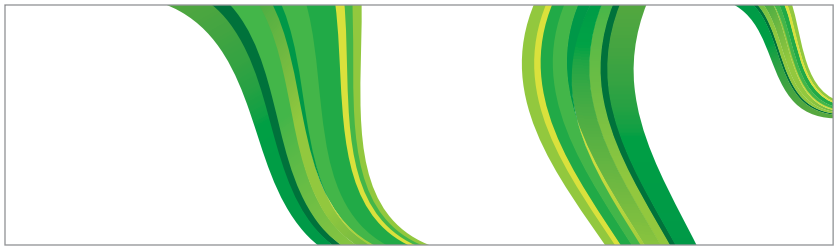
1. Patterns must be cropped and can be scaled, rotated, or flopped. But they must retain their original proportion.
2. Do not stretch the Pattern to fit.
3. Patterns should be 20%-50% of layout.
4. Use a white background whenever possible.
5. Strive to use between four and eight Circles per crop.
6. The Circle Pattern should always bleed off one, two, or three sides of the layout.
7. Two different crops of the Pattern may be combined but should not overlap.
8. The minimum size of the smallest Circle should be no less than .75" in print, or 54 pixels online.
9. Never create your own Pattern. Use only the existing Patterns.

When To Use

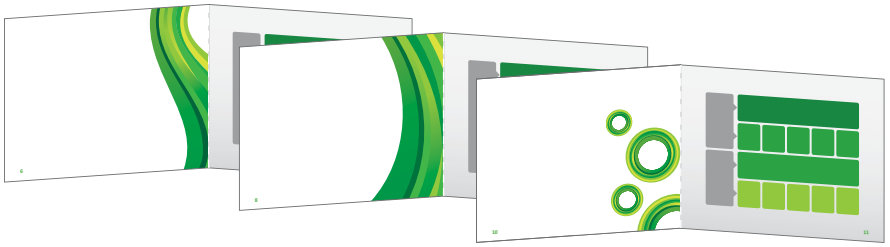
1. Only use in applications where the space does not have a clear beginning or end or for variety when multiple Patterns are being used.
2. See page 19 for help using multiple Patterns.

Multiple Patterns

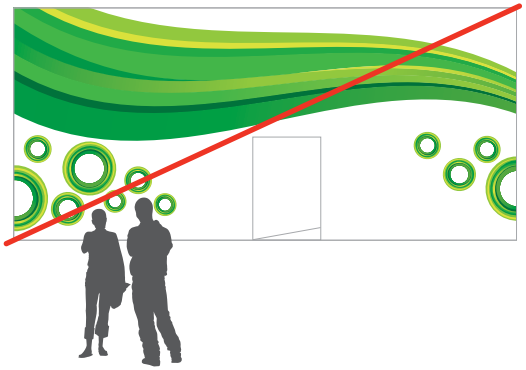
Multiple Patterns On One Plane



Multiple Planes



Pattern In Front of Another



Do not place two Patterns on the same plane.

Do not mirror the Ribbon Patterns.

Do not mirror the Arc Patterns.

Assets are not shown to scale.

How To

1. Individual Patterns may be combined on the same plane to make it appear as though the Pattern is continuous, but all the Patterns on the same plane should be from only one category (e.g., Ribbons, Arcs, and Circles).
2. The edges of the Patterns should not touch each other.
3. Different categories of Patterns may be used in the same environment (but never on the same surface) or on consecutive spreads in a book (but never on the same spread).
4. Circle Patterns are used to add variety, or when you need to place a Pattern in front of a Ribbon or Arc.
5. Do not place a Pattern around any 360-degree object to create a continuous Pattern.
6. Do not mirror the Patterns.

When To Use

1. Use multiple Patterns in an environment—such as a trade show, or throughout a book, Web site, or video/animation—to show the breadth and variety of our brand.

Pattern Transition to Color

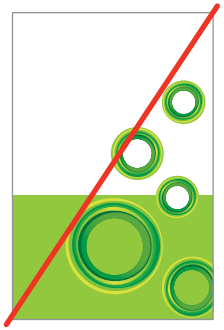
Fills

Xbox Primary Green
(or PANTONE® 376)
CMYK 48/0/100/0
RGB 146/200/62
HEX #77BB44

gradient_color_fill.eps*

Xbox Primary Green

gradient_color_fill.eps



Do not transition to color with Circle Patterns.

Do not transition to color when using an Environmental photo.

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.
PANTONE® is the property of Pantone LLC.

Assets are not shown to scale.

*This asset may be downloaded at https://www.microsoftprosource.com

How To

1. Keep a white background whenever possible.
2. Xbox Primary Green or the gradient color fill can be added to the background on one side of the Ribbon or Arc Pattern.
3. Do not use a transition to color with Circle Patterns.
4. The fill should only be on the Xbox Primary Green side of the Pattern.
5. The flare of the gradient color fill should be next to the Pattern.
6. Gradients and color fills can be increased in size as needed. Do not stretch the proportions of the gradient fill file.
7. Do not use a transition to color if an Environmental photo is being used, as it does not allow for any white space.
8. Do not fill with any color other than Xbox Primary Green or the gradient color fill.

When To Use

1. For variety, when there is too much white space.

Monochromatic and Full-Saturation Backgrounds

Monochromatic Backgrounds

monogreen_arc_32x18.eps

Full-Saturation Backgrounds

green_arc_bkgrd_32x18.eps

Front

Back

How To

1. Always ensure a full-color Pattern is seen somewhere else in the communication.

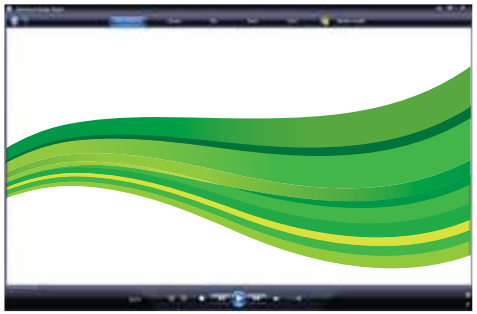
When To Use

1. For backgrounds.
2. In a copy-heavy on-screen presentation.
3. For a visual break in an environment that is dominated by the Patterns.

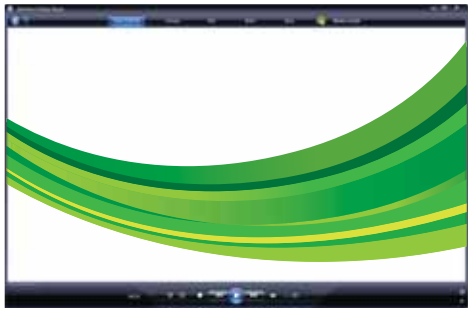
Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

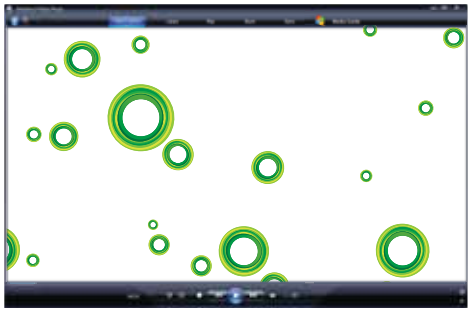
Animated Patterns Library



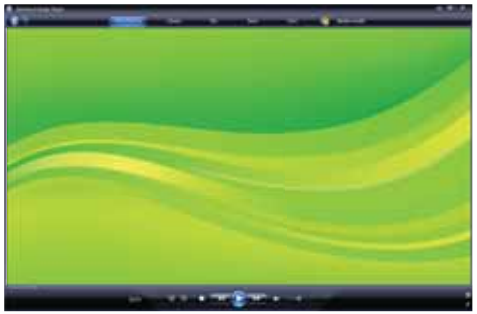
green_ribbon.mov
green_ribbon.wmv



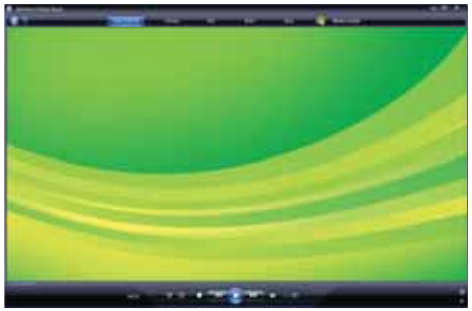
green-arc.mov
green-arc.wmv



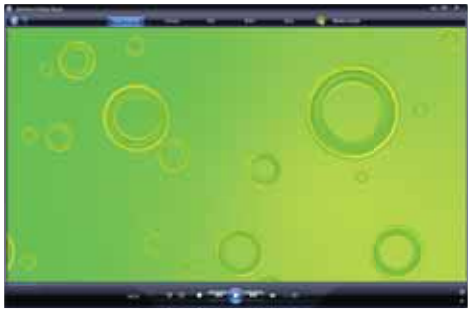
green_circle.mov
green_circle.wmv



green_ribbon_bkgrd.mov
green_ribbon_bkgrd.wmv



green-arc_bkgrd.mov
green-arc_bkgrd.wmv



green_circle_bkgrd.mov
green_circle_bkgrd.wmv

How To

1. It is OK to use multiple Patterns in a video piece, but they should not be seen at the same time, and they should not morph into each other.

When To Use

1. When you need an ambient background.
2. Use Ribbons and Arcs before Circles.

These assets are available upon request, please contact *xboxbran@microsoft.com*. If you want to create a custom animation contact *xboxbran@microsoft.com* for guidance.

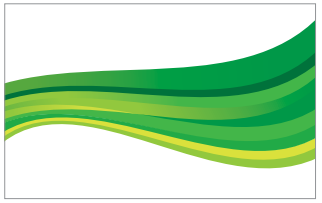
Ribbon Patterns Library

green_ribbon_1.eps

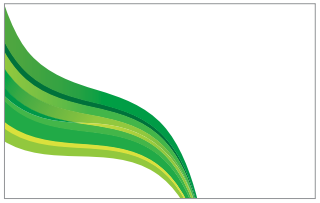
green_ribbon_2.eps

green_ribbon_3.eps

green_ribbon_4.eps


green_ribbon_5.eps

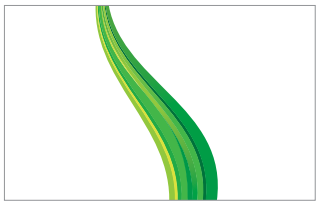
green_ribbon_6.eps


green_ribbon_7.eps

green_ribbon_8.eps

green_ribbon_9.eps

green_ribbon_10.eps


green_ribbon_11.eps

green_ribbon_12.eps

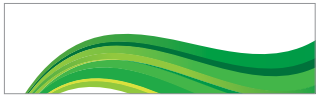
green_ribbon_13.eps

green_ribbon_14.eps

green_ribbon_15.eps

green_ribbon_16.eps

green_ribbon_17.eps


green_ribbon_18.eps

green_ribbon_19.eps

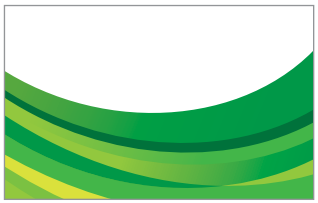
green_ribbon_20.eps

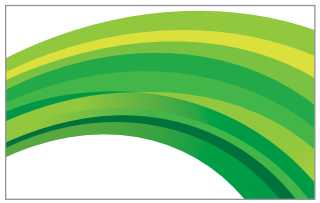
green_ribbon_21.eps

green_ribbon_22.eps

green_ribbon_23.eps

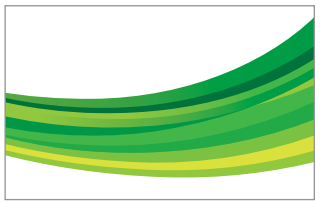
Arc Patterns Library


green_arc_1.eps


green_arc_2.eps

green_arc_3.eps

green_arc_4.eps


green_arc_5.eps

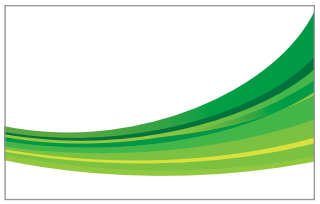
green_arc_6.eps

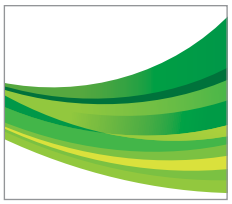
green_arc_7.eps

green_arc_8.eps

green_arc_9.eps

green_arc_10.eps


green_arc_11.eps


green_arc_12.eps

green_arc_13.eps

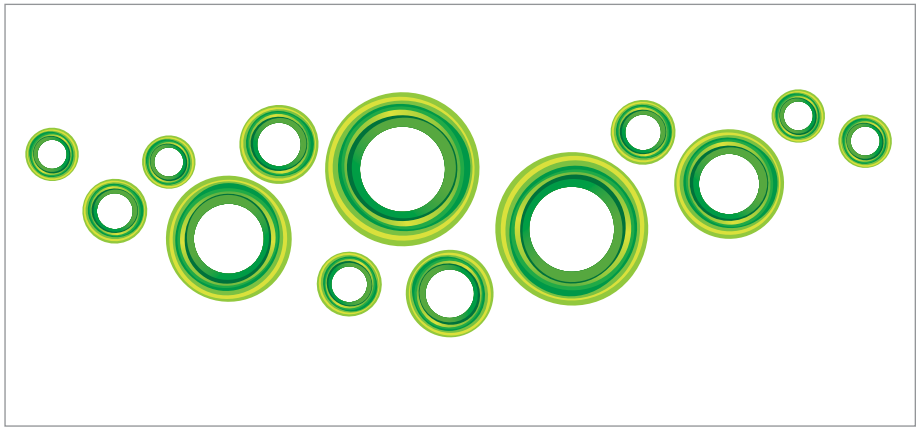
green_arc_14.eps

green_arc_15.eps

Circle Patterns Library

High-definition Circles

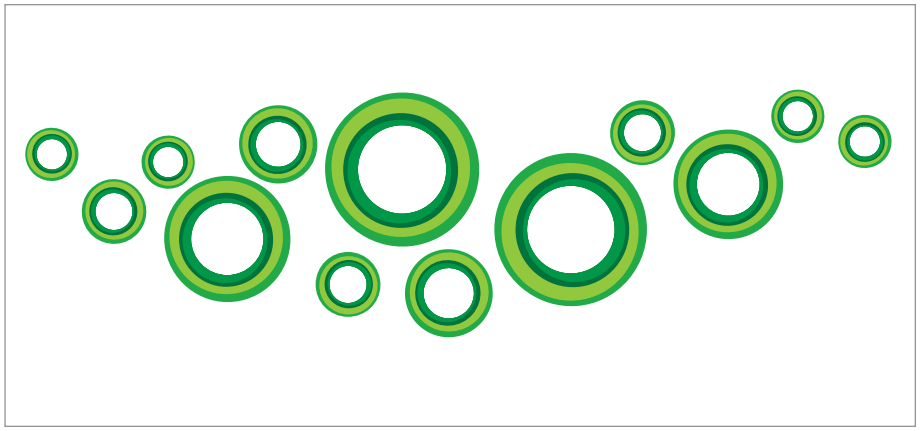
For high-quality production needs, such as 32-bit color or offset printing.



green_circle_HD.eps

Low-definition Circles

For lower-quality production needs, such as 8-bit color or flexo printing.



green_circle_LD.eps

Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

Monochromatic Background Patterns Library

monogreen_ribbon_
bkgrd_4x5.eps

monogreen_ribbon_
bkgrd_2x3.eps

monogreen_ribbon_bkgrd_32x18.eps

monogreen_ribbon_bkgrd_6x3.eps

monogreen_ribbon_bkgrd_2x6.eps

monogreen_ribbon_bkgrd_15x3.eps

monogreen_arc_
bkgrd_4x5.eps

monogreen_arc_
bkgrd_2x3.eps

monogreen_arc_bkgrd_32x18.eps

monogreen_arc_bkgrd_6x3.eps

monogreen_arc_bkgrd_2x6.eps

monogreen_arc_bkgrd_15x3.eps

monogreen_circle_
bkgrd_4x5.eps

monogreen_circle_
bkgrd_2x3.eps

monogreen_circle_bkgrd_32x18.eps

monogreen_circle_bkgrd_6x3.eps

monogreen_circle_bkgrd_2x6.eps

monogreen_circle_bkgrd_15x3.eps

Full-saturation Background Patterns Library

green_ribbon_
bkgrd_4x5.eps

green_ribbon_bkgrd_
2x3.eps

green_ribbon_bkgrd_32x18.eps

green_ribbon_bkgrd_6x3.eps

green_ribbon_bkgrd_2x6.eps

green_ribbon_bkgrd_15x3.eps

green_arc_
bkgrd_4x5.eps

green_arc_bkgrd_
2x3.eps

green_arc_bkgrd_32x18.eps

green_arc_bkgrd_6x3.eps

green_arc_bkgrd_2x6.eps

green_arc_bkgrd_15x3.eps

green_circle_
bkgrd_4x5.eps

green_circle_bkgrd_
2x3.eps

green_circle_bkgrd_32x18.eps

green_circle_bkgrd_6x3.eps

green_circle_bkgrd_2x6.eps

green_circle_bkgrd_15x3.eps

The Xbox 360 platform contains both controller- and Kinect-based experiences. When showcasing the platform, use both experiences if possible.

Controller-based Photography

Captures controller-based game and entertainment experiences.

When To Use

1. For communications that feature controller-based experiences and specific accessories.

Kinect Environmental Photography

Environmental photography shows real people having real Kinect experiences on screen. It shows the space, setup, and how the sensor makes you the controller.

When To Use

1. For communications that feature the Kinect experiences, products, or games.

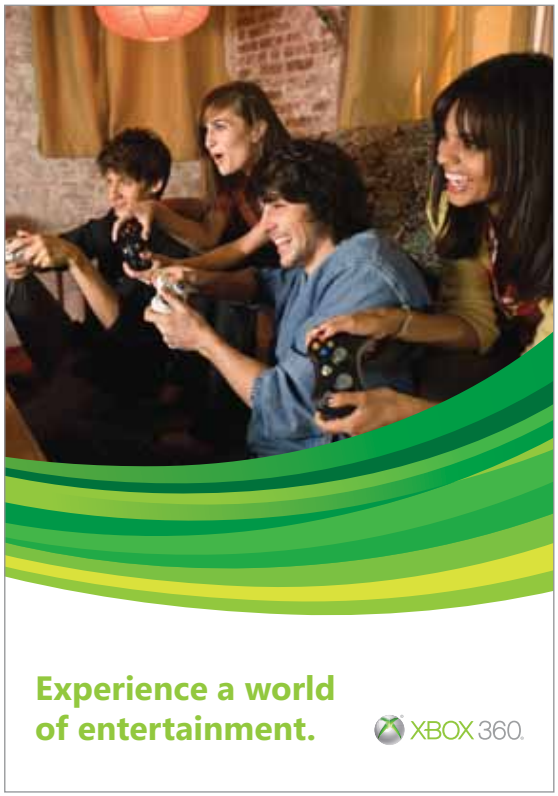
Kinect Seamless Photography

Seamless photography captures the spirit and movement of Kinect.

When To Use

1. For Xbox 360 communications that feature Kinect experiences, products, or games.
2. Effective in large areas for creating maximum visual impact, such as banners, billboards, and posters.

Controller-based Photography



How To

1. These photos should not be retouched in any way.
2. Photos should always be on the dark green edge of the Pattern.
3. Ensure that the photograph reflects the appropriate age ratings for the game experiences in your communication.

When To Use

1. For communications that feature controller-based experiences and specific accessories.

Assets are not shown to scale.

Kinect Environmental Photography

How To

1. These photos should not be retouched in any way.
2. Photos **must** be cropped to look like a real living-room environment.
3. Photos should not show a lot of wall or floor within the crop.
4. Always keep the television, console, sensor, and player(s) in the photo.
5. Photos should always be on the dark green edge of the Pattern.
6. Ensure that the photograph reflects the appropriate age ratings for the game experiences in your communication.

Sample Crop

Removing floor and ceiling from photo.

Sample Crop

Removing other people from photo.

When To Use

1. For communications that feature the Kinect experiences, products, or games.

Assets are not shown to scale.

Kinect Seamless Photography

Sample Crop

Examples

Combined photos, playing the same game.

Multiple photos combined, playing different games.

Assets are not shown to scale.

How To

1. These photos should not be retouched in any way.
2. When combining separate photos to represent a multiplayer scenario, the individuals must be close together and must be interacting in a manner that is possible during gameplay.
3. When combining separate photos to represent more than one game scenario, differentiate the players with size or space so that it is clear they are not playing together.
4. It is preferable to use an Environmental photograph together with Seamless photography to show game space and sensor in context.
5. Ensure that the photograph reflects the appropriate age ratings for the game experiences in your communication.

When To Use

1. For Xbox 360 communications that feature Kinect experiences, products, or games.
2. Effective in large areas for creating maximum visual impact, such as banners, billboards, and posters.

Console Product Photography

Gloss Console with Sensor

When To Use

1. As the **primary photo** for promoting the Xbox 360 platform and Kinect experience.
2. When promoting the Xbox 360 250GB with Kinect bundle.

Matte Console with Sensor

When To Use

1. When promoting the Xbox 360 4GB with Kinect bundle.

Gloss Console

When To Use

1. When promoting the Xbox 360 250GB console.

Matte Console

When To Use

1. When promoting the Xbox 360 4GB console.

Matte and Gloss Consoles

When To Use

1. Only when comparing features and benefits of the two consoles.

Console Product Photography

Minimum Size

The console photography should be no smaller than 2" in height, represented by "A" in the example below, and no less than 10% of the layout or 150 pixels in height online.

Examples

How To

1. These photos should not be retouched in any way.
2. The console or sensor photography should be no less than 10% of the layout.
3. Photos of the sensor should only be used with the Xbox 360 S console, not with the original Xbox 360.
4. Do not combine different sensor and console photos. Use the files as they were provided.
5. When pairing console photography with game-box art, the game art may be enlarged relative to the console, so long as the console is not dwarfed.

Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

Controller-based Photography Library

Images can be used in material that is produced prior to May 2011.

36UK_FAM_CTRL_040

36UK_FAM_CTRL_113

NEU_CTRL_383

NEU_CTRL_384

NEU_CTRL_414

NEU_CTRL_429

NEU_CTRL_530

NEU_CTRL_535

NEU_FAM_LPR_097

NEU_FAM_LPR_130

NEU_FAM_LPR_141

NEU_FAM_SCENEIT_207

NEU_FAMILYMOVIE_196

NEU_FAMILYMOVIE_296

NEU_FAMILYMOVIE_353

NEU_FAMILYMOVIE_360

SEU_FAM_CTRL_045

SEU_FAM_CTRL_182

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Titles rated **E (Everyone)** have content that may be suitable for ages 6 and older. Titles in this category may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.

Controller-based Photography Library

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SEU_FAM_CTRL_189

SEU_FAM_CTRL_260

SEU_FAM_CTRL_289

SEU_FAM_CTRL_304

SEU_FAM_LPR_112

SEU_FAM_LPR_123

SEU_FAM_LPR_145

SEU_FAM_SCENEIT_101

UK_FAM_BOYS_030

UK_FAM_BOYS_128

UK_FAM_BOYS_154

UK_FAM_BOYS_164

UK_FAM_BOYS_245

UK_FAM_BOYS_247

UK_FAM_BOYS_278

UK_FAM_BOYS_295

UK_TEEN_LPR2_067

UK_TEEN_LPR2_073

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Controller-based Photography Library

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NEU_TEEN_LIPS_034

NEU_TEEN_LIPS_063

NEU_TEEN_LIPS_084

NEU_TEEN_LIPS_095

NEU_TEEN_LPR_008

NEU_TEEN_LPR_010

NEU_TEEN_LPR_044

NEU_TEEN_LPR_059

NEU_TEEN_LPR_085

UK_TEEN_LIPS_030

UK_TEEN_LPR_046

UK_TEEN_LPR_059

UK_TEEN_LPR_077

UK_TEEN_LPR_125

UK_TEEN_LPR_151

UK_TEEN_LPR_163

UK_TEEN_LPR_164

UK_TEEN_LPR_169

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Titles rated **T (Teen)** have content that may be suitable for ages 13 and older. Titles in this category may contain violence, suggestive themes, crude humor, minimal blood, simulated gambling, and/or infrequent use of strong language.

Controller-based Photography Library

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UK_TEEN_LPR_178

UK_TEEN_LPR_232

UK_TEEN_LPR2_016

UK_TEEN_LPR2_032

UK_TEEN_LPR2_037

UK_TEEN_LPR2_039

UK_TEEN_LPR2_046

UK_TEEN_LPR2_047

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Controller-based Photography Library

Images can be used in material that is produced prior to May 2011.

NEU_MOVIES_2_226

NEU_MOVIES_2_231

NEU_MOVIES_2_328

NEU_MOVIES_138

NEU_MOVIES_221

NEU_MOVIES_261

NEU_TEEN_LPR_109

NEU_TEEN_LPR_195

NEU_TEEN_LPR_206

NEU_TEEN_LPR_221

NEU_TEEN_LPR_240

NEU_TEEN_LPR_246

NEU_TEEN_LPR_247

NEU_UNI_LIPS_017

NEU_UNI_LIPS_035

NEU_UNI_LIPS_036

NEU_UNI_LIPS_039

NEU_UNI_LIPS_042

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Titles rated **M (Mature)** have content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content and/or strong language.

Controller-based Photography Library

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NEU_UNI_LIPS_049

NEU_UNI_LIPS_059

NEU_UNI_LIPS_060

NEU_UNI_LIPS_069

NEU_UNI_LIPS_078

NEU_UNI_LIPS_081

NEU_UNI_LIPS_104

NEU_UNI_LIPS_125

NEU_UNI_LPR_087

NEU_UNI_LPR_092

NEU_UNI_LPR_118

NEU_UNI_LPR_124

NEU_UNI_LPR_218

NEU_UNI_LPR_224

NEU_UNI_LPR_225

NEU_UNI_SCENEIT_023

NEU_UNI_SCENEIT_026

NEU_UNI_SCENEIT_027

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NEU_UNI_SCENEIT_028

NEU_UNI_SCENEIT_036

NEU_UNI_SCENEIT_052

NEU_UNI_SCENEIT_065

NEU_UNI_SCENEIT_066

NEU_UNI_SCENEIT_067

NEU_UNI_SCENEIT_126

NEU_UNI_SCENEIT_127

NEU_UNI_SCENEIT_134

NEU_UNI_SCENEIT_140

NEU_UNI_SCENEIT_141

SEU_CTRL_2_219

SEU_CTRL_2_243

SEU_CTRL_2_245

SEU_CTRL_2_251

SEU_CTRL_2_271

SEU_CTRL_257

SEU_MOVIES_2_094

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Controller-based Photography Library

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SEU_MOVIES_2_228

SEU_MOVIES_2_326

SEU_MOVIES_225

SEU_MOVIES_311

SEU_TEEN_LIPS_058

SEU_TEEN_LIPS_094

SEU_TEEN_LIPS_258

SEU_TEEN_LIPS_285

SEU_TEEN_LIPS_293

SEU_TEEN_LIPS_311

SEU_TEEN_LPR_048

SEU_TEEN_LPR_104

SEU_TEEN_LPR_126

SEU_TEEN_LPR_149

SEU_TEEN_LPR_167

SEU_TEEN_LPR_182

SEU_TEEN_LPR_186

SEU_TEEN_LPR2_019

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Controller-based Photography Library

Images can be used in material that is produced prior to May 2011.

SEU_TEEN_LPR2_025

SEU_TEEN_LPR2_103

SEU_TEEN_LPR2_113

SEU_TEEN_LPR2_122

SEU_UNI_LIPS_009

SEU_UNI_LIPS_018

SEU_UNI_LIPS_042

SEU_UNI_LIPS_058

SEU_UNI_LPR_079

SEU_UNI_LPR_090

SEU_UNI_LPR_108

SEU_UNI_LPR_113

SEU_UNI_LPR_145

SEU_UNI_LPR_151

SEU_UNI_LPR_183

SEU_UNI_LPR_184

SEU_UNI_LPR_192

SEU_UNI_LPR_229

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Controller-based Photography Library

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SEU_UNI_LPR_238

SEU_UNI_LPR_247

SEU_UNI_LPR_249

SEU_UNI_SCENEIT_024

SEU_UNI_SCENEIT_078

SEU_UNI_SCENEIT_079

SEU_UNI_SCENEIT_125

UK_TEEN_LIPS_005

UK_TEEN_LIPS_136

UK_UNI_LIPS_196

UK_UNI_LPR_031

UK_UNI_SCENEIT_031

UK_UNI_SCENEIT_044

UK_UNI_SCENEIT_056

UK_UNI_SCENEIT_069

UK_UNI_SCENEIT_070

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Titles rated **M (Mature)** have content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content and/or strong language.

Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Room_Bowling_SGL_2030

AA_Room_Driving_DBL_1938

AA_Room_Driving_DBL_2080

AA_Room_Soccer_SGL_1986

AA_Room_Rafting_DBL_2229

AA_Room_Volleyball_DBL_2140

Brunette_AA_Room_Volleyball_DBL_1057

Brunette_AA_Room_Rafting_DBL_1264

Brunette_AA_Room_Rafting_DBL_1171

Brunette_AA_Room_Volleyball_DBL_1105

Asia_Room_Volleyball_DBL_4837

Asia_Room_Driving_DBL_4941

Asia_Room_Ricochet_DBL_4908

Asia_Room_Rafting_DBL_4890

Asia_Room_Bowling_SGL_4745

Asia_Room_Rafting_SGL_005

Asia_Room_Rafting_SGL_004

Asia_Room_Soccer_DBL_4753

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Kinect Environmental Photography Library

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Asia_Japan_Room_Rafting_DBL_5460

Asia_Japan_Room_Rafting_DBL_5413

Asia_Japan_Room_Rafting_DBL_5513

Asia_Japan_Room_Volleyball_DBL_5424

Blond_Room_Rafting_DBL_2987

Blond_Room_Rafting_DBL_3030

Blond_Room_Driving_DBL_2944

Blond_Room_Soccer_SGL_2881

Blond_Room_Driving_DBL_2845

Blond_Room_Rafting_DBL_3014

Blond_Hispanic_Room_Rafting_DBL_3079

Blond_Hispanic_Room_Rafting_DBL_3168

Blond_Hispanic_Room_Volleyball_DBL_3200

Blond_Hispanic_Room_Rafting_DBL_3208

Brunette_Room_Bowling_SGL_0623

Brunette_Room_Rafting_DBL_0957

Brunette_Room_Rafting_DBL_0734

Brunette_AA_Room_Rafting_DBL_1171

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Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

Brunette_Room_Ricochet_DBL_0766

Brunette_Room_Volleyball_ DBL_0713

Brunette_Room_Rafting_DBL_1019

Brunette_AA_Room_Rafting_ DBL_1171

Brunette_AA_Room_Volleyball_ DBL_1057

Brunette_AA_Room_Rafting_ DBL_1264

Brunette_AA_Room_Volleyball_ DBL_1105

Hispanic_Room_Driving_DBL_3914

Hispanic_Room_Driving_DBL_3801

Hispanic_Room_Volleyball_DBL_3956

Hispanic_Room_Rafting_SGL_008

Hispanic_Room_Rafting_SGL_08_041

Hispanic_Room_Soccer_SGL_3832

Hispanic_Room_Rafting_DBL_4005

Hispanic_Room_Rafting_DBL_4067

Blond_Hispanic_Room_Rafting_ DBL_3079

Blond_Hispanic_Room_Rafting_ DBL_3168

Blond_Hispanic_Room_Volleyball_ DBL_3200

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Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

Blond_Hispanic_Room_Rafting_DBL_3208

Japan_Room_Driving_DBL_6263

Japan_Room_Driving_DBL_6342

Japan_Room_Petting_SGL_6073

Japan_Room_Volleyball_DBL_6374

Japan_Room_Rafting_DBL_6493

Japan_Room_Soccer_SGL_6285

Asia_Japan_Room_Volleyball_DBL_5424

Asia_Japan_Room_Rafting_DBL_5460

Asia_Japan_Room_Rafting_DBL_5513

Asia_Japan_Room_Rafting_DBL_5413

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Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Room_Driving_DBL_07_035

AA_Room_Rafting_DBL_07_025

AA_Room_Rafting_SGL_004

AA_Room_Rafting_SGL_005

AA_Room_Rafting_SGL_018

AA_Room_Rafting_SGL_020

Asia_Room_Rafting_SGL_011

Asia_Room_Rafting_DBL_04_022

Asia_Room_Rafting_SGL_009

Asia_Room_Rafting_SGL_020

Blond_Room_Rafting_DBL_06_010

Blond_Room_Rafting_SGL_002

Blond_Room_Rafting_SGL_009

Blond_Room_Rafting_SGL_020

Blond_Room_Rafting_SGL_2_003

Brunette_Room_Rafting_SGL_001

Brunette_Room_Rafting_SGL_009

Hispanic_Room_Rafting_DBL_08_041

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Titles rated **M (Mature)** have content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content and/or strong language.

These assets may be downloaded at https://www.microsoftprosource.com

Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

Hispanic_Room_Rafting_SGL_001

Hispanic_Room_Rafting_SGL_006

Hispanic_Room_Rafting_SGL_006b

Hispanic_Room_Rafting_SGL_016

Hispanic_Room_Rafting_SGL_019

Hispanic_Room_Rafting_SGL_020

Japan_Room_Rafting_DBL_01_024

Japan_Room_Rafting_SGL_005

Japan_Room_Rafting_SGL_017

Japan_Room_Rafting_SGL_055

Japan_Room_Soccer_SGL_019

Japan_Room_Rafting_SGL_016

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Kinect Seamless Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Seamless_Driving_DBL_1516

AA_Seamless_Rafting_DBL_1404

AA_Seamless_Rafting_DBL_1570

AA_Seamless_Volleyball_DBL_1361

Asia_Seamless_Bowling_SGL_4119

Asia_Seamless_Rafting_DBL_4305

Asia_Seamless_Rafting_DBL_4615

Asia_Seamless_Rafting_DBL_4646

Blond_Seamless_Bowling_SGL_2280

Blond_Seamless_Driving_DBL_2500

Blond_Seamless_Rafting_DBL_2588

Blond_Seamless_Volleyball_DBL_2315

Brunette_Seamless_Driving_DBL_0139

Brunette_Seamless_Driving_DBL_0475

Brunette_Seamless_Rafting_DBL_0273

Brunette_Seamless_Volleyball_SGL_0072

Hispanic_Seamless_Bowling_SGL_3290

Hispanic_Seamless_Driving_DBL_3564

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Kinect Seamless Photography Library

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Hispanic_Seamless_Rafting_DBL_3414

Hispanic_Seamless_Volleyball_DBL_3343

Japan_Seamless_Bowling_SGL_5559

Japan_Seamless_Driving_DBL_5706

Japan_Seamless_Rafting_DBL_5812

Japan_Seamless_Volleyball_DBL_5653

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Kinect Seamless Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Seamless_Bowling_SGL_186

AA_Seamless_Rafting_SGL_002

AA_Seamless_Soccer_SGL_107

AA_Seamless_Soccer_SGL_140

Asia_Seamless_Dodgeball_SGL_019

Asia_Seamless_Rafting_SGL_006

Asia_Seamless_Soccer_SGL_028

Asia_Seamless_Volleyball_SGL_008

Blond_Seamless_Bowling_SGL_013

Blond_Seamless_Bowling_SGL_194

Blond_Seamless_Soccer_SGL_121

Blond_Seamless_Soccer_SGL_144

Blond_Seamless_Tennis_SGL_068

Blond_Seamless_Volleyball_SGL_025

Brunette_Seamless_Bowling_SGL_021

Brunette_Seamless_Soccer_SGL_225

Brunette_Seamless_Volleyball_SGL_035

Brunette_Seamless_Volleyball_SGL_242

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Kinect Seamless Photography Library

Images can be used in material that is produced prior to June 2012.

Hispanic_Seamless_Rafting_SGL_013

Hispanic_Seamless_Rafting_SGL_017

Japan_Seamless_Rafting_SGL_007

Hispanic_Seamless_Rafting_SGL_010

Hispanic_Seamless_Soccer_SGL_054

Japan_Seamless_Bowling_SGL_096

Japan_Seamless_Rafting_SGL_007

Japan_Seamless_Soccer_SGL_039

Japan_Seamless_Soccer_SGL_133

Japan_Seamless_Volleyball_SGL_004

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Console Product Photography Library

Xbox360_Gloss_Sensor_7-8View

Xbox360_Matte_Sensor_7-8View

Xbox360_Gloss_7-8View

Xbox360_Gloss_Controller_7-8View

Xbox360_Gloss_StraightOn

Xbox360_Gloss_3-4View_Shadow

Xbox360_Gloss_SideStraightOn

Xbox360_Gloss_HorizOnLowerTilt

Xbox360_Gloss_HorizStraightOn

Xbox360_Matte_7-8View

Xbox360_Matte_Controller_7-8View

Xbox360_Matte_StraightOn

Xbox360_Matte_3-4View_Shadow

Xbox360_Matte_SideStraightOn

Xbox360_Matte_HorizOnLowerTilt

Xbox360_Matte_HorizStraightOn

Xbox360_Matte_Gloss_7-8View

Xbox Platform Nomenclature and Usage

XBOX:

The entity behind the products and services of Xbox 360 and Xbox LIVE.

XBOX 360 IN TEXT:

"Xbox 360" is a trademark owned by Microsoft. Rules have been created around how "Xbox 360" appears in text to protect the brand equity of Xbox. All instances of the word "Xbox 360" should be treated as outlined below to protect the brand and the trademark.

DO NOT:

- Use "Xbox" alone to represent the platform or the console.
- Refer to Xbox 360 as "360."
- Use "Xbox" or "Xbox 360" in a possessive or plural form.
- Make the ® smaller than 4 pt. type (the ® should appear as superscript).
- Add a space between "X" and "box."
- Capitalize the "b" in "Xbox."
- Use "X" by itself to represent "Xbox."
- Create new "X" names to indicate association with Xbox.

Xbox 360

Official name of the console:
Xbox 360 (you can also say "Xbox 360 console" e.g.: manuals, contents, lists, PR, etc.)

Versions of the Xbox console:

Original Xbox

Original Xbox 360

Xbox 360

When differentiating the new Xbox 360 from original Xbox 360:

Xbox 360 S
Xbox 360 S 4GB
Xbox 360 S 250GB

First use:
Xbox 360® or Xbox 360® console

Additional uses:
Xbox 360 or console

Example:
There are many cool new features available on the Xbox 360®. The new console is your complete gaming and entertainment solution.

Trademark Notice

Work with your regional LCA contact for the appropriate legalese for your collateral or campaign.

Copy Library

The copy libraries for the Xbox 360® platform, console, and accessories have already been approved by LCA for use as consumer-facing language for any number of marketing communications. These libraries' features are prioritized by the various Global Business groups. The libraries will be updated on a quarterly basis or as major features come on line.

If you don't see what you are looking for, use the existing copy as a guide to inform you of the top messaging points and the voice and personality that should be used by the writer. Copy and features can be altered to meet your needs but should be reviewed and approved by your regional LCA contacts.

The copy library is available in U.S. English. Use caution when translating to be sure that the text is still meaningful in your language. Some copy points may not work as a direct translation.

CORRECT COPY USAGE:

- Rewrite features and benefits to suit your marketing or regional needs.
- Rewritten copy will need to be approve new copy with LCA.

AVAILABLE LIBRARIES:

- Xbox 360 Platform Copy Library
- Xbox 360 Console Copy Library
- Xbox 360 Accessories Copy Library

KINECT™
for XBOX 360

Kinect Guidelines

11.2010

Contents

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97 Xbox Platform Nomenclature and Usage
98 Copy Library

Color Palette

Xbox Energy Green
(or PANTONE® 381)
CMYK 18/0/91/0
RGB 219/225/60
HEX #DAE23F

Xbox Primary Green
(or PANTONE 376)
CMYK 48/0/100/0
RGB 146/200/62
HEX #77BB44

Xbox Deep Green
(or PANTONE 362)
CMYK 76/0/100/11.5
RGB 44/162/67
HEX #2B9646

Xbox Dark Green 1
(or PANTONE 356)
CMYK 100/0/100/40
RGB 0/114/54
HEX #00723B

Xbox Dark Green 2
(or PANTONE 350)
CMYK 100/0/100/70
RGB 0/75/28
HEX #094B25

Xbox Chill Gray
(or PANTONE Cool Gray 1)
CMYK 0/0/0/5
RGB 241/242/242
HEX #E2E3E2

Xbox Alloy Gray
(or PANTONE Cool Gray 4)
CMYK 0/0/0/30
RGB 188/190/192
HEX #BDBEC1

Xbox Carbon Gray
(or PANTONE Cool Gray 9)
CMYK 0/0/0/60
RGB 128/130/133
HEX #848589

White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Kinect Purple
(or PANTONE 2607)
CMYK 86/100/0/3
RGB 77/44/141
HEX #532E8E

When To Use

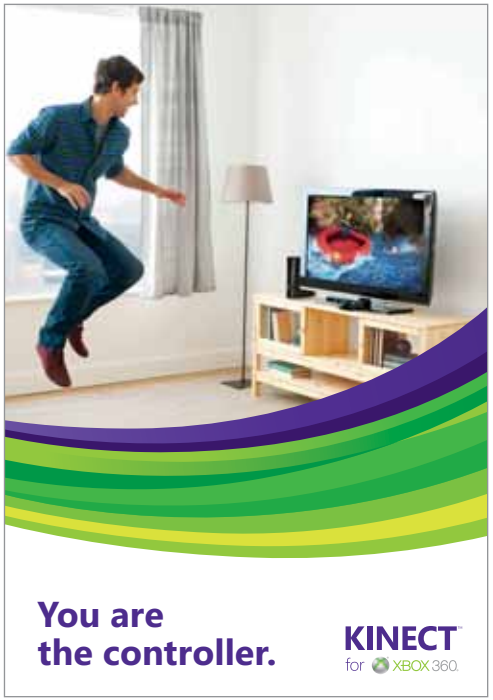
1. Use Xbox Primary Green as the first choice for any green color need outside of the Patterns.

When To Use

1. Kinect Purple should only be used for Kinect communications.

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.
PANTONE® is the property of Pantone LLC.

Color Palette



How To

1. Do not alter any of the colors from how they have been provided.
2. White is a very important color that allows the other colors in the palette to stand out. Always incorporate white space into your communication.

When To Use

1. Use Xbox Primary Green as the first choice for any green color need outside of the Patterns.
2. Kinect Purple should only be used for Kinect communications.

Assets are not shown to scale.

Segoe Light

Segoe Regular

Segoe Italic

Segoe Semibold

Segoe Bold

How To

1. Headlines and subheads can be set in title case, sentence case, or uppercase and should have leading of +4 pt. and kerning of 0.
2. Body copy should have leading of +2 pt. and kerning of 0.
3. Do not use italics in headlines.
4. Typography should be no smaller than 4 pt.

When To Use

1. Segoe is the typeface used in all Xbox marketing materials.
2. Use Segoe UI for web based communications.

Preferred Versions

Stacked Logo

When To Use

1. The Stacked logo should be the primary logo that represents the sensor or the Kinect experience in all communications.

Horizontal Logo

When To Use

1. The Horizontal logo can be used if spacing does not permit the use of the Stacked logo.

Alternate Versions

Wordmark

When To Use

1. The Wordmark is for use in communications that are very clearly Xbox 360 branded and already contain the Xbox 360 logo.

Logo with Sensor

When To Use

1. The Logo with Sensor is for use in isolated communications where there is no other photo of the sensor in the communication. Usage must be approved by brand team at *xboxbran@microsoft.com*.

Clear Space

The height of the word "Kinect," represented by "A" in the example below, is the basis for the amount of space surrounding the logo that needs to remain free of any other graphic element. The logo can sit over photography, but no other logo, type, or graphic should enter the clear space.

Minimum Size

The versions with the Xbox 360 logo may not be re-sized to the point where the length of "B" is less than .75" for print or 54 pixels for web. Each example below is shown at the minimum size. The maximum size is big as your project allows. Remember—bigger is not always necessarily better.

The Kinect wordmark may not be re-sized to the point where the length of "C" is less than .625" for print and 45 pixels for web.

1. Do not alter any of the components of the logo.
2. Do not modify the logo with outlines, drop shadows, or any other filters or treatments.
3. Use the four-color logo whenever possible.
4. Comply to the clear space and minimum size rules, as noted on the left.
5. The logo should not act as or be part of a headline or copy.

Logos Library

	Four-Color Optimized for use on both white and light backgrounds; use whenever possible.	Four-Color Knockout For use on dark or complex dark backgrounds, or for when the four-color logo is too hard to read.	Grayscale Knockout For use on dark one-color black print jobs.	Grayscale Black For use on light or complex light backgrounds and in one-color black print jobs.	One-Color For use when silkscreen printing or when the resolution of the grayscale logo can't be maintained.
Preferred Versions	 Kinect4Xbox360_4CP_stacked.eps	 Kinect4Xbox360_4CKO_stacked.eps	 Kinect4Xbox360_GscaleKO_stacked.eps	 Kinect4Xbox360_GscaleK_stacked.eps	 Kinect4Xbox360_Konly_stacked.eps
	 Kinect4Xbox360_4CP_horizontal.eps	 Kinect4Xbox360_4CKO_horizontal.eps	 Kinect4Xbox360_GscaleKO_horizontal.eps	 Kinect4Xbox360_GscaleK_horizontal.eps	 Kinect4Xbox360_Konly_horizontal.eps
Alternate Versions	 Kinect_wordmark_4CP.eps	 Kinect_wordmark_4CKO.eps			 Kinect_wordmark_K.eps
	 Kinect4Xbox360_withSensor_4CP.eps				

Assets are not shown to scale.

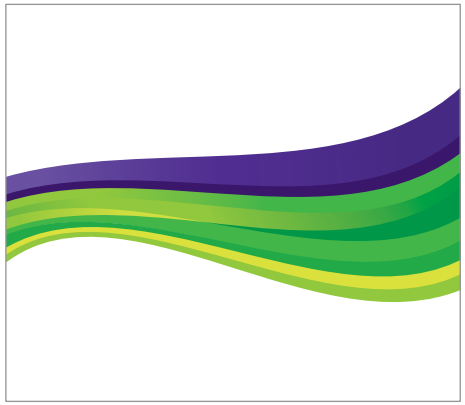
These assets may be downloaded at https://www.microsoftprosource.com

If you don't see the asset you need, please contact *xboxbran@microsoft.com.*

For more information about spot-color/two-color versions of the Kinect logos for use in flexo, litho, or silkscreen printing, please contact *xboxbran@microsoft.com.*

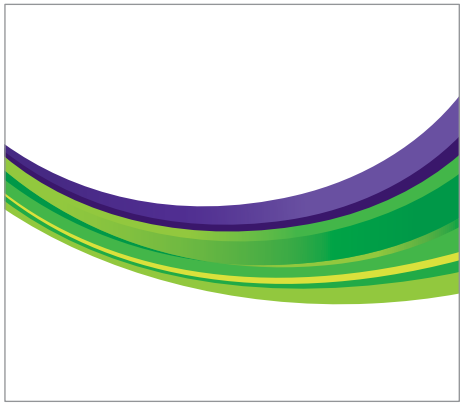
Use purple Patterns for communications that feature Kinect-only experiences, products, or games, and combined Kinect and Xbox LIVE experiences (when the primary call to action is Kinect oriented). Give preference to Kinect branding over Xbox LIVE branding when there is no clear call to action.

Preferred Versions



Ribbon

The Ribbon Patterns represent an imaginative, inviting journey. They communicate flowing, unified energy with depth and discovery.



Arc

The Arc Patterns represent accessible, fun energy. They communicate simple motion that is optimistic and uplifting.

When To Use

1. Ribbons and Arcs are the primary Patterns used to represent the brand and should be used in communications whenever possible.
2. Monochromatic Patterns are available for more color saturation.

Alternate Version

Circles

The Circle Patterns represent diverse social interactions. They communicate individual and group social energy from friends and family circles.

When To Use

1. Only use in applications where the space does not have a clear beginning or end, or for variety when multiple Patterns are being used.
2. See page 68 for help using multiple Patterns.

Assets are not shown to scale.

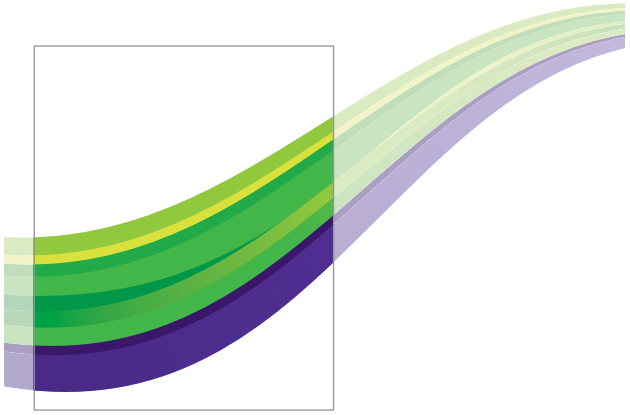
Ribbon and Arc Patterns

Original Asset

purple_ribbon_11.eps

Sample Crops

Scaled and cropped.
20% of layout.



Scaled, rotated, and cropped.
40% of layout.

Scaled, flopped, and cropped.
60% of layout.

How To

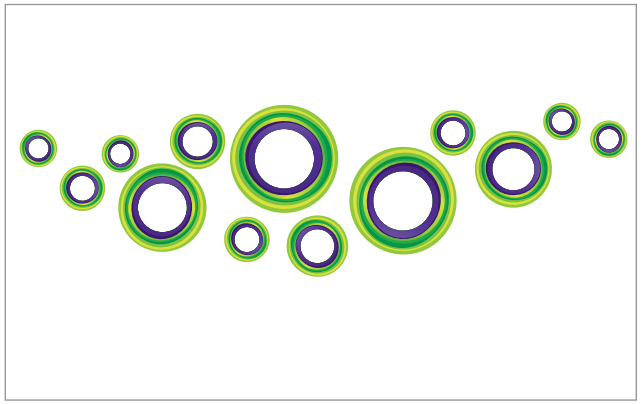
1. Patterns must be cropped to bleed and can be scaled, rotated, or flopped. But they must retain their original proportion.
2. Do not stretch the Pattern to fit.
3. Patterns should be 20%-60% of layout. Do not crop Patterns too tightly.
4. Keep a white background whenever possible.
5. Only use Motional Patterns that have been provided—do not make up your own.
6. Follow directions on page 68 for how to use multiple Patterns.

When To Use

1. Ribbons and Arcs are the primary Patterns used to represent the brand and should be used in communications whenever possible.
2. Monochromatic Patterns are available for backgrounds or color alternatives to white.

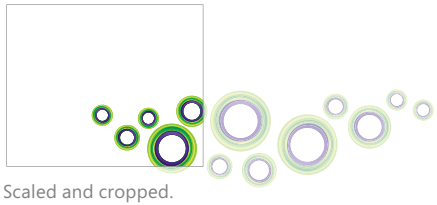
Circle Patterns

Original Asset

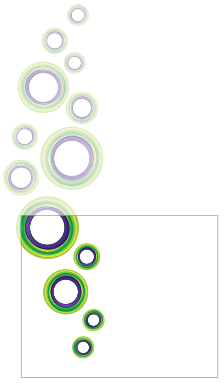


purple_circle_HD.eps

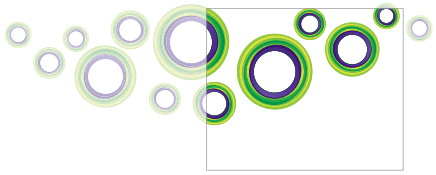
Sample Crops



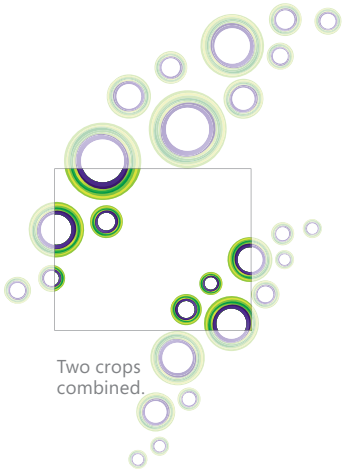
Scaled and cropped.
20% of layout.



Scaled, rotated, and cropped.
40% of layout.



Scaled, flopped, and cropped.
60% of layout.



Two crops
combined.

Assets are not shown to scale.

How To

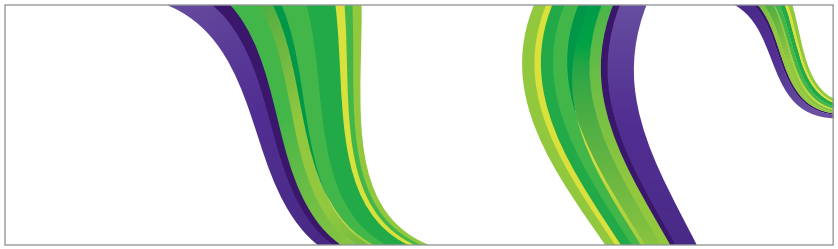
1. Patterns must be cropped and can be scaled, rotated, or flopped. But they must retain their original proportion.
2. Do not stretch the Pattern to fit.
3. Patterns should be 20%-50% of layout.
4. Use a white background whenever possible.
5. Strive to use between four and eight Circles per crop.
6. The Circle Pattern should always bleed off one, two, or three sides of the layout.
7. Two different crops of the Pattern may be combined but should not overlap.
8. The minimum size of the smallest Circle should be no less than .75" in print, or 54 pixels online.
9. Never create your own Pattern. Use only the existing Patterns.

When To Use

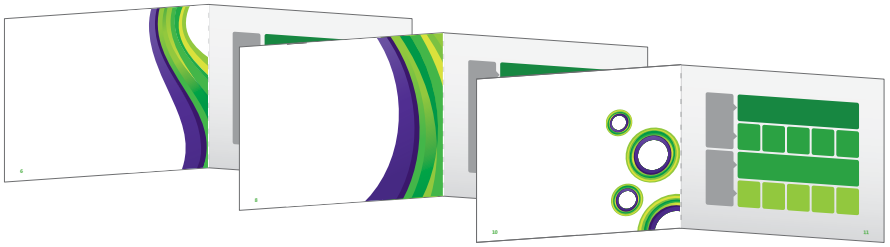
1. Only use in applications where the space does not have a clear beginning or end or for variety when multiple Patterns are being used.
2. See page 68 for help using multiple Patterns.

Multiple Patterns

Multiple Patterns On One Plane

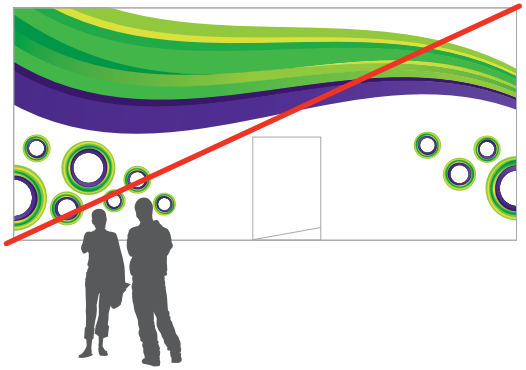


Multiple Planes



Pattern In Front of Another

Assets are not shown to scale.



Do not place two Patterns on the same plane.

Do not mirror the Ribbon Patterns.

Do not mirror the Arc Patterns.

How To

1. Individual Patterns may be combined on the same plane to make it appear as though the Pattern is continuous, but all the Patterns on the same plane should be from only one category (e.g., Ribbons, Arcs, and Circles).
2. The edges of the Patterns should not touch each other.
3. Different categories of Patterns may be used in the same environment (but never on the same surface) or on consecutive spreads in a book (but never on the same spread).
4. Circle Patterns are used to add variety, or when you need to place a Pattern in front of a Ribbon or Arc.
5. Do not place a Pattern around any 360-degree object to create a continuous Pattern.
6. Do not mirror the Patterns.

When To Use

1. Use multiple Patterns in an environment—such as a trade show, or throughout a book, Web site, or video/animation—to show the breadth and variety of our brand.

Pattern Transition to Color

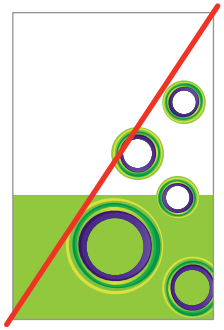
Fills

Xbox Primary Green
(or PANTONE® 376)
CMYK 48/0/100/0
RGB 146/200/62
HEX #77BB44

gradient_color_fill.eps*

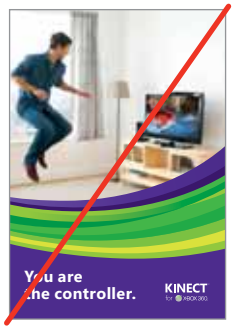
Xbox Primary Green

gradient_color_fill.eps



Do not transition to color with Circle Patterns.

Do not transition to color when using an Environmental photo.



Do not use any color other than Xbox Primary Green as a color fill.

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.
PANTONE® is the property of Pantone LLC.

Assets are not shown to scale.

*This asset may be downloaded at https://www.microsoftprosource.com

How To

1. Keep a white background whenever possible.
2. Xbox Primary Green or the gradient color fill can be added to the background on one side of the Ribbon or Arc Pattern.
3. Do not use a transition to color with Circle Patterns.
4. The fill should only be on the Xbox Primary Green side of the Pattern, not on the purple side.
5. The flare of the gradient color fill should be next to the Pattern.
6. Gradients and color fills can be increased in size as needed. Do not stretch the proportions of the gradient fill file.
7. Do not use a transition to color if an Environmental photo is being used as it does not allow for any white space.
8. Do not fill with any other color other than Xbox Primary Green or with the gradient color fill.

When To Use

1. For variety, when there is too much white space.

Monochromatic Backgrounds

Fill

Kinect Purple
(or PANTONE® 2607)
CMYK 86/100/0/3
RGB 77/44/141
HEX #532E8E

Monochromatic Backgrounds

purple_arc_bkgrd_32x18.eps

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.
PANTONE® is the property of Pantone LLC.

Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

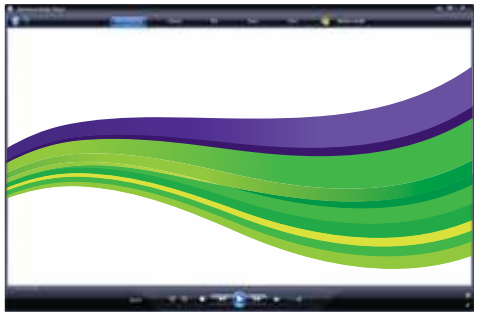
How To

1. Always ensure a full-color Pattern is seen somewhere else in the communication.

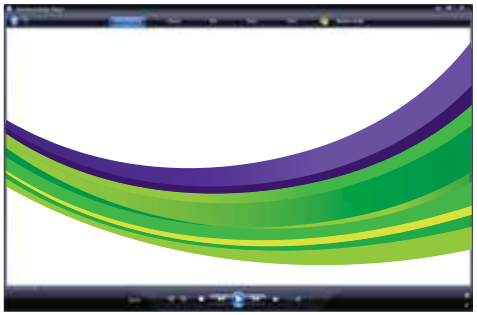
When To Use

1. For backgrounds.
2. In a copy-heavy on-screen presentation.
3. For a visual break in an environment that is dominated by the Patterns.
4. If there are a lot of Patterns in the area, consider using Kinect Purple and not a Monochromatic Pattern.

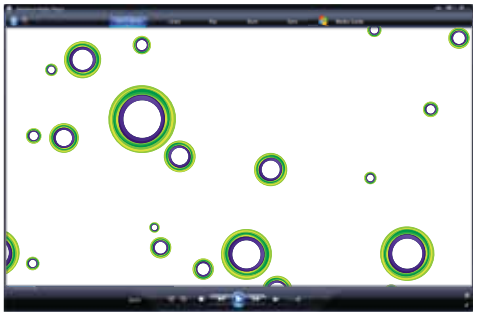
Animated Patterns Library



purple_ribbon.mov
purple_ribbon.wmv



purple_arc.mov
purple_arc.wmv



purple_circle.mov
purple_circle.wmv

How To

1. It is OK to use multiple Patterns in a video piece, but they should not be seen at the same time, and they should not morph into each other.

When To Use

1. When you need an ambient background.
2. Use Ribbons and Arcs before Circles.

These assets are available upon request, please contact *xboxbran@microsoft.com*. If you want to create a custom animation contact *xboxbran@microsoft.com* for guidance.

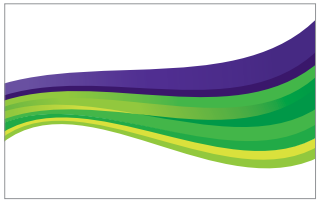
Ribbon Patterns Library

purple_ribbon_1.eps

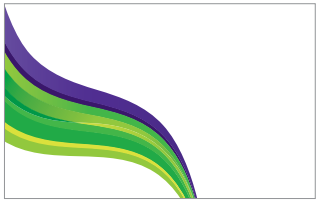
purple_ribbon_2.eps

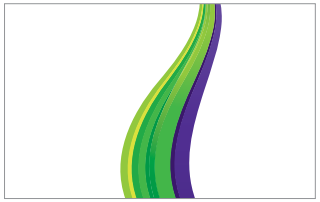
purple_ribbon_3.eps

purple_ribbon_4.eps


purple_ribbon_5.eps

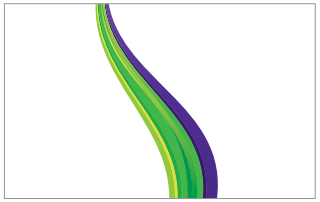
purple_ribbon_6.eps


purple_ribbon_7.eps


purple_ribbon_8.eps

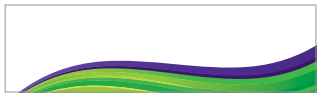
purple_ribbon_9.eps

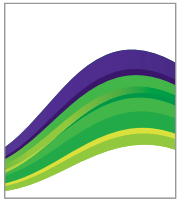
purple_ribbon_10.eps


purple_ribbon_11.eps

purple_ribbon_12.eps

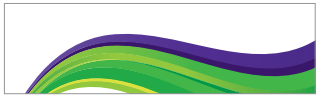
purple_ribbon_13.eps

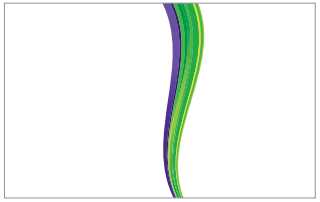

purple_ribbon_14.eps

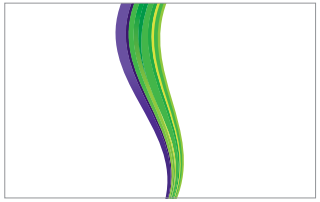

purple_ribbon_15.eps

purple_ribbon_16.eps

purple_ribbon_17.eps


purple_ribbon_18.eps


purple_ribbon_19.eps

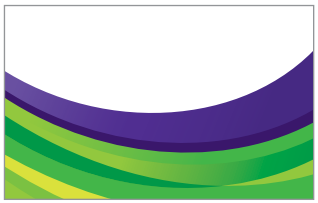

purple_ribbon_20.eps

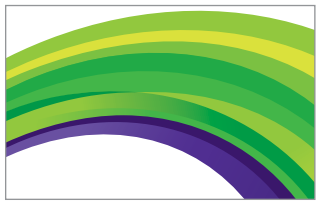
purple_ribbon_21.eps

purple_ribbon_22.eps

purple_ribbon_23.eps

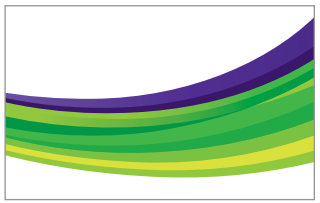
Arc Patterns Library


purple_arc_1.eps


purple_arc_2.eps

purple_arc_3.eps

purple_arc_4.eps


purple_arc_5.eps

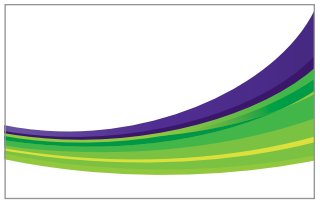
purple_arc_6.eps

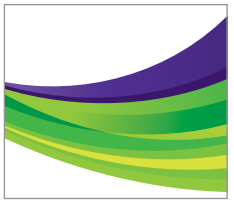
purple_arc_7.eps

purple_arc_8.eps

purple_arc_9.eps

purple_arc_10.eps


purple_arc_11.eps


purple_arc_12.eps

purple_arc_13.eps

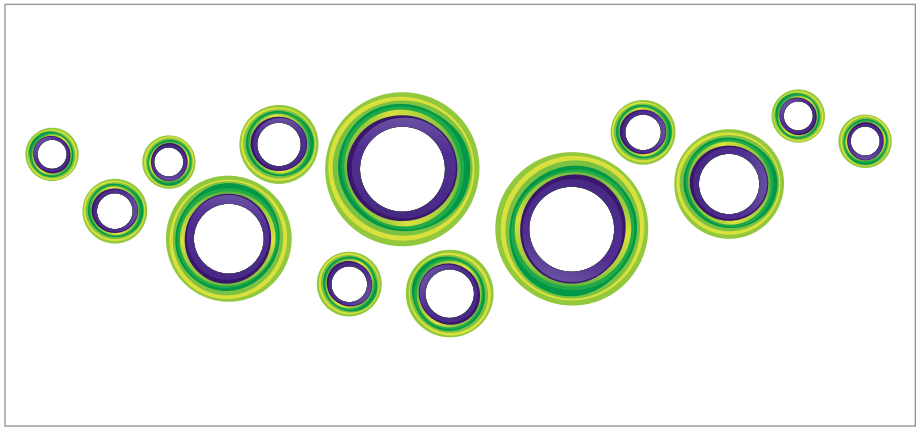
purple_arc_14.eps

purple_arc_15.eps

Circle Patterns Library

High-definition Circles

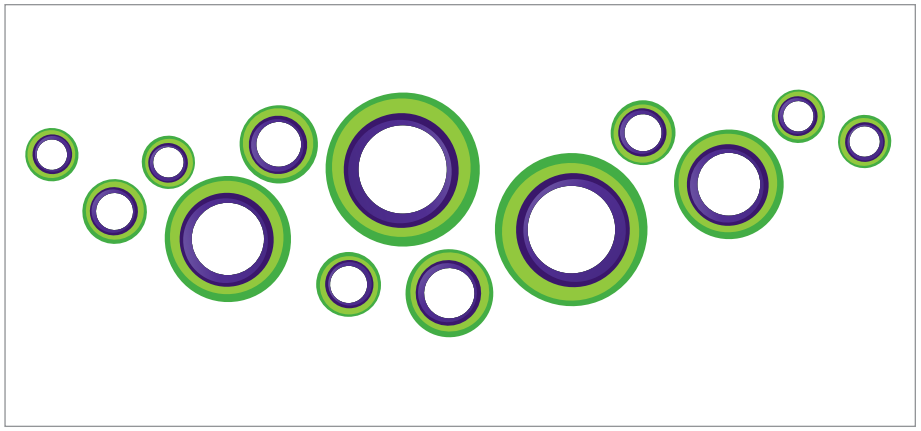
For high-quality production needs, such as 32-bit color or offset printing.



purple_circle_HD.eps

Low-definition Circles

For lower-quality production needs, such as 8-bit color or flexo printing.



purple_circle_LD.eps

Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

Monochromatic Background Patterns Library

monopurple_ribbon_
bkgrd_4x5.eps

monopurple_ribbon_
bkgrd_2x3.eps

monopurple_ribbon_bkgrd_32x18.eps

monopurple_ribbon_bkgrd_6x3.eps

monopurple_ribbon_bkgrd_2x6.eps

monopurple_ribbon_bkgrd_15x3.eps

monopurple_arc_
bkgrd_4x5.eps

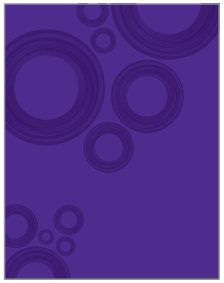
monopurple_arc_
bkgrd_2x3.eps

monopurple_arc_bkgrd_32x18.eps

monopurple_arc_bkgrd_6x3.eps

monopurple_arc_bkgrd_2x6.eps

monopurple_arc_bkgrd_15x3.eps



monopurple_circle_
bkgrd_4x5.eps

monopurple_circle_
bkgrd_2x3.eps

monopurple_circle_bkgrd_32x18.eps

monopurple_circle_bkgrd_6x3.eps

monopurple_circle_bkgrd_2x6.eps

monopurple_circle_bkgrd_15x3.eps

Photography

Kinect Environmental Photography

Environmental photography shows real people having real Kinect experiences on screen. It shows the space, setup, and how the sensor makes you the controller.

When To Use

1. For communications that feature the Kinect experiences, products, or games.

Kinect Seamless Photography

Seamless photography captures the spirit and movement of Kinect.

When To Use

1. For communications that feature the Kinect experiences, products, or games.
2. Effective in large areas for creating maximum visual impact, such as banners, billboards, and posters.

Xbox LIVE Avatars with Seamless Photography

Avatars paired with seamless photography show the 1:1 experience of controlling an Avatar with your body.

When To Use

1. For communications that feature the Kinect experiences, products, or games.

Kinect Environmental Photography

How To

1. These photos should not be retouched in any way.
2. Photos **must** be cropped to look like a real living-room environment.
3. Photos should not show a lot of wall or floor within the crop.
4. Always keep the television, console, sensor, and player(s) in the photo.
5. Photos should always be on the purple edge of the Pattern.
6. Ensure that the photograph reflects the appropriate age ratings for the game experiences in your communication.

Sample Crop

Removing floor and ceiling from photo.

Sample Crop

Removing other people from photo.

When To Use

1. For communications that feature the Kinect experiences, products, or games.

Assets are not shown to scale.

Kinect Seamless Photography

Sample Crop

Examples

Combined photos playing the same game.

Multiple photos combined playing different games.

Assets are not shown to scale.

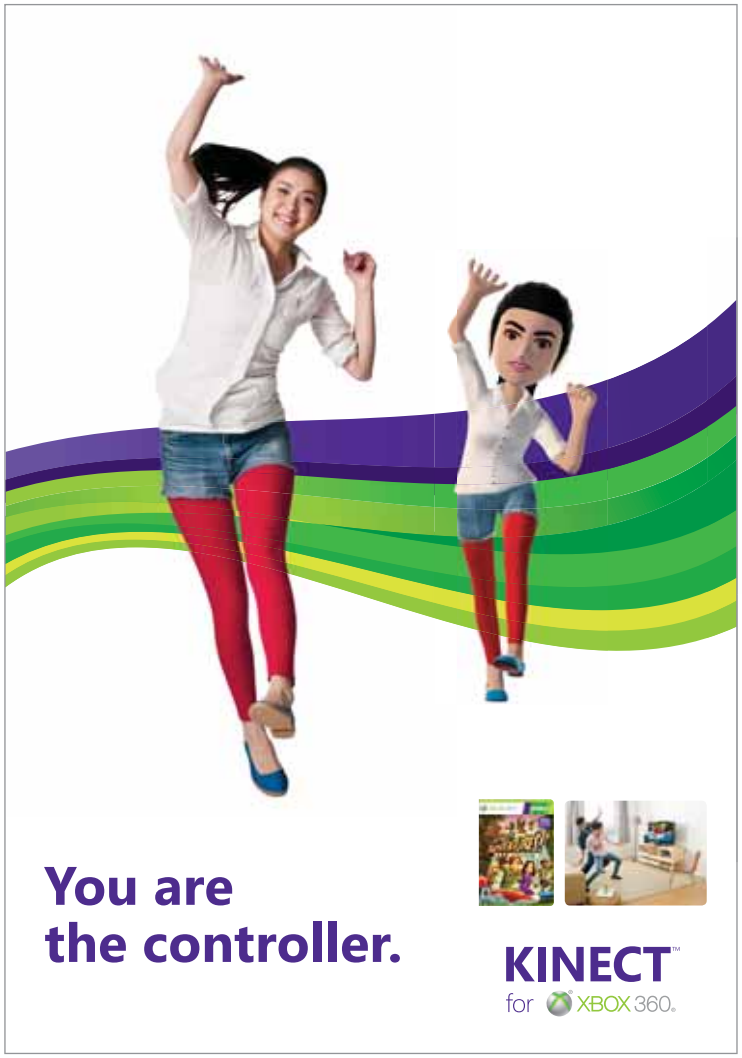
How To

1. These photos should not be retouched in any way.
2. When combining separate photos to represent a multiplayer scenario, the individuals must be close together and must be interacting in a manner that is possible during gameplay.
3. When combining separate photos to represent more than one game scenario, differentiate the players with size or space so it is clear they are not playing together.
4. It is preferable to use an Environmental photograph together with Seamless photography to show game space and sensor in context.
5. Ensure that the photograph reflects the appropriate age ratings for the game experiences in your communication.

When To Use

1. For communications that feature the Kinect experiences, products, or games.
2. Effective in large areas for creating maximum visual impact, such as banners, billboards, and posters.

Xbox LIVE Avatars with Seamless Photography



How To

1. The Avatars should not be retouched in any way.
2. Avatars should only be paired with their matching human counterpart and should be in the same pose.
3. The Avatar should be 60%-80% the size of its human counterpart.
4. To use a stand-alone Avatar, see the Xbox LIVE guidelines.

When To Use

1. For communications that feature the Kinect experiences, products, or games.

Assets are not shown to scale.

Kinect Product Photography

Gloss Console with Sensor

When To Use

1. As the **primary photo** for promoting the Kinect experience and Xbox 360 platform.
2. When promoting the Xbox 360 250GB with Kinect bundle.

Matte Console with Sensor

When To Use

1. When promoting the Xbox 360 4GB with Kinect bundle.

Kinect Sensor

Sensor stand-alone

When To Use

1. In promotions that feature only the sensor accessory.

Minimum Size

The console photography should be no smaller than 2" in height, represented by "A" in the example below, and no less than 10% of the layout or 150 pixels in height online.

The sensor photography should be no smaller than .625" in height, represented by "B" in the example below, and no less than 10% of the layout or 45 pixels in height online.

Examples

How To

1. These photos should not be retouched in any way.
2. The console or sensor photography should be no less than 10% of the layout.
3. Photos of the sensor should only be used with the Xbox 360 S console, not with the original Xbox 360.
4. Do not combine different sensor and console photos. Use the files as they were provided.
5. When pairing console photography with game-box art, the game art may be enlarged relative to the console, so long as the console is not dwarfed.

Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Room_Bowling_SGL_2030

AA_Room_Driving_DBL_1938

AA_Room_Driving_DBL_2080

AA_Room_Soccer_SGL_1986

AA_Room_Rafting_DBL_2229

AA_Room_Volleyball_DBL_2140

Brunette_AA_Room_Volleyball_DBL_1057

Brunette_AA_Room_Rafting_DBL_1264

Brunette_AA_Room_Rafting_DBL_1171

Brunette_AA_Room_Volleyball_DBL_1105

Asia_Room_Volleyball_DBL_4837

Asia_Room_Driving_DBL_4941

Asia_Room_Ricochet_DBL_4908

Asia_Room_Rafting_DBL_4890

Asia_Room_Bowling_SGL_4745

Asia_Room_Rafting_SGL_005

Asia_Room_Rafting_SGL_004

Asia_Room_Soccer_DBL_4753

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Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

Asia_Japan_Room_Rafting_DBL_5460

Asia_Japan_Room_Rafting_DBL_5413

Asia_Japan_Room_Rafting_DBL_5513

Asia_Japan_Room_Volleyball_DBL_5424

Blond_Room_Rafting_DBL_2987

Blond_Room_Rafting_DBL_3030

Blond_Room_Driving_DBL_2944

Blond_Room_Soccer_SGL_2881

Blond_Room_Driving_DBL_2845

Blond_Room_Rafting_DBL_3014

Blond_Hispanic_Room_Rafting_DBL_3079

Blond_Hispanic_Room_Rafting_DBL_3168

Blond_Hispanic_Room_Volleyball_DBL_3200

Blond_Hispanic_Room_Rafting_DBL_3208

Brunette_Room_Bowling_SGL_0623

Brunette_Room_Rafting_DBL_0957

Brunette_Room_Rafting_DBL_0734

Brunette_AA_Room_Rafting_DBL_1171

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Kinect Environmental Photography Library

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Brunette_Room_Ricochet_DBL_0766

Brunette_Room_Volleyball_ DBL_0713

Brunette_Room_Rafting_DBL_1019

Brunette_AA_Room_Rafting_ DBL_1171

Brunette_AA_Room_Volleyball_ DBL_1057

Brunette_AA_Room_Rafting_ DBL_1264

Brunette_AA_Room_Volleyball_ DBL_1105

Hispanic_Room_Driving_DBL_3914

Hispanic_Room_Driving_DBL_3801

Hispanic_Room_Volleyball_DBL_3956

Hispanic_Room_Rafting_SGL_008

Hispanic_Room_Rafting_SGL_08_041

Hispanic_Room_Soccer_SGL_3832

Hispanic_Room_Rafting_DBL_4005

Hispanic_Room_Rafting_DBL_4067

Blond_Hispanic_Room_Rafting_ DBL_3079

Blond_Hispanic_Room_Rafting_ DBL_3168

Blond_Hispanic_Room_Volleyball_ DBL_3200

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Kinect Environmental Photography Library

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Blond_Hispanic_Room_Rafting_DBL_3208

Japan_Room_Driving_DBL_6263

Japan_Room_Driving_DBL_6342

Japan_Room_Petting_SGL_6073

Japan_Room_Volleyball_DBL_6374

Japan_Room_Rafting_DBL_6493

Japan_Room_Soccer_SGL_6285

Asia_Japan_Room_Volleyball_DBL_5424

Asia_Japan_Room_Rafting_DBL_5460

Asia_Japan_Room_Rafting_DBL_5513

Asia_Japan_Room_Rafting_DBL_5413

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Kinect Environmental Photography Library

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AA_Room_Driving_DBL_07_035

AA_Room_Rafting_DBL_07_025

AA_Room_Rafting_SGL_004

AA_Room_Rafting_SGL_005

AA_Room_Rafting_SGL_018

AA_Room_Rafting_SGL_020

Asia_Room_Rafting_SGL_011

Asia_Room_Rafting_DBL_04_022

Asia_Room_Rafting_SGL_009

Asia_Room_Rafting_SGL_020

Blond_Room_Rafting_DBL_06_010

Blond_Room_Rafting_SGL_002

Blond_Room_Rafting_SGL_009

Blond_Room_Rafting_SGL_020

Blond_Room_Rafting_SGL_2_003

Brunette_Room_Rafting_SGL_001

Brunette_Room_Rafting_SGL_009

Hispanic_Room_Rafting_DBL_08_041

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Titles rated **M (Mature)** have content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content and/or strong language.

Kinect Environmental Photography Library

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Hispanic_Room_Rafting_SGL_001

Hispanic_Room_Rafting_SGL_006

Hispanic_Room_Rafting_SGL_006b

Hispanic_Room_Rafting_SGL_016

Hispanic_Room_Rafting_SGL_019

Hispanic_Room_Rafting_SGL_020

Japan_Room_Rafting_DBL_01_024

Japan_Room_Rafting_SGL_005

Japan_Room_Rafting_SGL_017

Japan_Room_Rafting_SGL_055

Japan_Room_Soccer_SGL_019

Japan_Room_Rafting_SGL_016

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Kinect Seamless Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Seamless_Driving_DBL_1516

AA_Seamless_Rafting_DBL_1404

AA_Seamless_Rafting_DBL_1570

AA_Seamless_Volleyball_DBL_1361

Asia_Seamless_Bowling_SGL_4119

Asia_Seamless_Rafting_DBL_4305

Asia_Seamless_Rafting_DBL_4615

Asia_Seamless_Rafting_DBL_4646

Blond_Seamless_Bowling_SGL_2280

Blond_Seamless_Driving_DBL_2500

Blond_Seamless_Rafting_DBL_2588

Blond_Seamless_Volleyball_DBL_2315

Brunette_Seamless_Driving_DBL_0139

Brunette_Seamless_Driving_DBL_0475

Brunette_Seamless_Rafting_DBL_0273

Brunette_Seamless_Volleyball_SGL_0072

Hispanic_Seamless_Bowling_SGL_3290

Hispanic_Seamless_Driving_DBL_3564

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Kinect Seamless Photography Library

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Hispanic_Seamless_Rafting_DBL_3414

Hispanic_Seamless_Volleyball_DBL_3343

Japan_Seamless_Bowling_SGL_5559

Japan_Seamless_Driving_DBL_5706

Japan_Seamless_Rafting_DBL_5812

Japan_Seamless_Volleyball_DBL_5653

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Kinect Seamless Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Seamless_Bowling_SGL_186

AA_Seamless_Rafting_SGL_002

AA_Seamless_Soccer_SGL_107

AA_Seamless_Soccer_SGL_140

Asia_Seamless_Dodgeball_SGL_019

Asia_Seamless_Rafting_SGL_006

Asia_Seamless_Soccer_SGL_028

Asia_Seamless_Volleyball_SGL_008

Blond_Seamless_Bowling_SGL_013

Blond_Seamless_Bowling_SGL_194

Blond_Seamless_Soccer_SGL_121

Blond_Seamless_Soccer_SGL_144

Blond_Seamless_Tennis_SGL_068

Blond_Seamless_Volleyball_SGL_025

Brunette_Seamless_Bowling_SGL_021

Brunette_Seamless_Soccer_SGL_225

Brunette_Seamless_Volleyball_SGL_035

Brunette_Seamless_Volleyball_SGL_242

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Kinect Seamless Photography Library

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Hispanic_Seamless_Rafting_SGL_013

Hispanic_Seamless_Rafting_SGL_017

Japan_Seamless_Rafting_SGL_007

Hispanic_Seamless_Rafting_SGL_010

Hispanic_Seamless_Soccer_SGL_054

Japan_Seamless_Bowling_SGL_096

Japan_Seamless_Rafting_SGL_007

Japan_Seamless_Soccer_SGL_039

Japan_Seamless_Soccer_SGL_133

Japan_Seamless_Volleyball_SGL_004

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Xbox LIVE Avatars with Seamless Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Seamless_Driving_DBL_1516

AA_Avatar_Daughter_
Driving_DBL_1516
AA_Avatar_Dad_Driving_DBL_1516

Blond_Seamless_Rafting_DBL_2588

Blond_Avatar_Daughter_
Rafting_DBL_2588
Blond_Avatar_Mom_Rafting_
DBL_2588

Brunette_Seamless_
Volleyball_SGL_0072

Brunette_Avatar_
Volleyball_SGL_0072

Hispanic_Seamless_
Rafting_DBL_3414

Hispanic_Avatar_Brother_
Rafting_DBL_3414
Hispanic_Avatar_Sister_
Rafting_DBL_3414

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Xbox LIVE Avatars with Seamless Photography Library

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AA_Seamless_Rafting_SGL_002

AA_Avatar_Rafting_SGL_002

AA_Seamless_Soccer_SGL_107

AA_Avatar_Soccer_SGL_107

Asia_Seamless_Rafting_SGL_006

Asia_Avatar_Rafting_SGL_006

Asia_Seamless_Volleyball_SGL_008

Asia_Avatar_Volleyball_SGL_008

Blond_Seamless_Bowling_SGL_013

Blond_Avatar_Bowling_SGL_013

Blond_Seamless_Tennis_SGL_068

Blond_Avatar_Tennis_SGL_068

Brunette_Seamless_Bowling_SGL_021

Brunette_Avatar_Bowling_SGL_021

Brunette_Seamless_Soccer_SGL_225

Brunette_Avatar_Soccer_SGL_225

Brunette_Seamless_Volleyball_SGL_035

Brunette_Avatar_Volleyball_SGL_035

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Xbox LIVE Avatars with Seamless Photography Library

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Hispanic_Seamless_Rafting_SGL_010

Hispanic_Avatar_Rafting_SGL_010

Hispanic_Seamless_Rafting_SGL_017

Hispanic_Avatar_Rafting_SGL_017

Japan_Seamless_Rafting_SGL_007

Japan_Avatar_Rafting_SGL_007

Japan_Seamless_Soccer_SGL_039

Japan_Avatar_Soccer_SGL_039

Japan_Seamless_Volleyball_SGL_004

Japan_Avatar_Volleyball_SGL_004

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Kinect Product Photography Library

Xbox360_Gloss_Sensor_7-8View

Xbox360_Matte_Sensor_7-8View

Xbox360_Sensor_StraightOnLowerTilt

Xbox360_Sensor_7-8View

Xbox360_Sensor_StraightOn

Kinect Nomenclature and Usage

KINECT IN TEXT:

"Kinect" is a trademark owned by Microsoft. Rules have been created around how "Kinect" appears in text to protect the brand equity of Kinect and Xbox. All instances of the word "Kinect" should be treated as outlined below to protect the brand and the trademark.

DO NOT:

- Use as verb.
- Use to mean "connect."
- Make into a word: "Kinecting," "Kinection."
- Make similar words: "Kintastic," "Kinspiracy."

Kinect Experience	Stand-alone Kinect Sensor	Xbox 360 and Kinect Sensor Bundle
Official name of the experience: Kinect™ for Xbox 360®	**Official name of the product:** Xbox 360® Kinect™ Sensor	**Official name of the product:** Xbox 360® with Kinect™
First use: Kinect™ for Xbox 360®	**First use:** Xbox 360® Kinect™ Sensor	**First use:** Xbox 360® with Kinect™
Additional uses: Kinect	**Additional uses:** Kinect Sensor or sensor	**Additional uses:** Xbox 360 with Kinect

Trademark Notice

Work with your regional LCA contact for the appropriate legalese for your collateral or campaign.

Xbox Platform Nomenclature and Usage

XBOX:

The entity behind the products and services of Xbox 360 and Xbox LIVE.

XBOX 360 IN TEXT:

"Xbox 360" is a trademark owned by Microsoft. Rules have been created around how "Xbox 360" appears in text to protect the brand equity of Xbox. All instances of the word "Xbox 360" should be treated as outlined below to protect the brand and the trademark.

DO NOT:

- Use "Xbox" alone to represent the platform or the console.
- Refer to Xbox 360 as "360."
- Use "Xbox" or "Xbox 360" in a possessive or plural form.
- Make the ® smaller than 4 pt. type (the ® should appear as superscript).
- Add a space between "X" and "box."
- Capitalize the "b" in "Xbox."
- Use "X" by itself to represent "Xbox."
- Create new "X" names to indicate association with Xbox.

Xbox 360

Official name of the console:
Xbox 360 (you can also say "Xbox 360 console" e.g.: manuals, contents, lists, PR, etc.)

Versions of the Xbox console:

Original Xbox

Original Xbox 360

Xbox 360

When differentiating the new Xbox 360 from original Xbox 360:

Xbox 360 S
Xbox 360 S 4GB
Xbox 360 S 250GB

First use:
Xbox 360® or Xbox 360® console

Additional uses:
Xbox 360 or console

Example:
There are many cool new features available on the Xbox 360®. The new console is your complete gaming and entertainment solution.

Trademark Notice

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Copy Library

The copy libraries for the Kinect™ Sensor have already been approved by LCA for use as consumer-facing language for any number of marketing communications. These libraries' features are prioritized by the various Global Business groups. The libraries will be updated on a quarterly basis or as major features come on line.

If you don't see what you are looking for, use the existing copy as a guide to inform you of the top messaging points and the voice and personality that should be used by the writer. Copy and features can be altered to meet your needs but should be reviewed and approved by your regional LCA contacts.

The copy library is available in U.S. English. Use caution when translating to be sure that the text is still meaningful in your language. Some copy points may not work as a direct translation.

CORRECT COPY USAGE:

- Rewrite features and benefits to suit your marketing or regional needs.
- Rewritten copy will need to be approve new copy with LCA.

AVAILABLE LIBRARIES:

- Xbox 360 Kinect Copy Library
- Xbox 360 Kinect Sensor Copy Library

XBOX LIVE

Xbox LIVE Guidelines

11.2010

Contents

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107 Xbox LIVE Service Logos
110 Orange Patterns
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124 Photography
152 Xbox LIVE Nomenclature and Usage
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Color Palette

Xbox Energy Green
(or PANTONE® 381)
CMYK 18/0/91/0
RGB 219/225/60
HEX #DAE23F

Xbox Primary Green
(or PANTONE 376)
CMYK 48/0/100/0
RGB 146/200/62
HEX #77BB44

Xbox Deep Green
(or PANTONE 362)
CMYK 76/0/100/11.5
RGB 44/162/67
HEX #2B9646

Xbox Dark Green 1
(or PANTONE 356)
CMYK 100/0/100/40
RGB 0/114/54
HEX #00723B

Xbox Dark Green 2
(or PANTONE 350)
CMYK 100/0/100/70
RGB 0/75/28
HEX #094B25

Xbox Chill Gray
(or PANTONE Cool Gray 1)
CMYK 0/0/0/5
RGB 241/242/242
HEX #E2E3E2

Xbox Alloy Gray
(or PANTONE Cool Gray 4)
CMYK 0/0/0/30
RGB 188/190/192
HEX #BDBEC1

Xbox Carbon Gray
(or PANTONE Cool Gray 9)
CMYK 0/0/0/60
RGB 128/130/133
HEX #848589

White
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

Xbox LIVE Orange
(or PANTONE 1505)
CMYK 0/65/100/0
RGB 244/121/32
HEX #F17922

When To Use

1. Use Xbox Primary Green as the first choice for any green color need outside of the Patterns.

When To Use

1. Xbox LIVE Orange is used to distinguish Xbox LIVE communications.
2. Should be 20% of the layout through it's combined use in Patterns, headlines, and text.

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.
PANTONE® is the property of Pantone LLC.

Color Palette

How To

1. Do not alter any of the colors from how they have been provided.
2. White is a very important color that allows the other colors in the palette to stand out. Always incorporate white space into your communication.

When To Use

1. Use Xbox Primary Green as the first choice for any green color need outside of the Patterns.
2. Xbox LIVE Orange is used to distinguish Xbox LIVE communications.
3. Should be at least 20% of the layout through the Patterns, headlines, and text.

Assets are not shown to scale.

Segoe Light

Segoe Regular

Segoe Italic

Segoe Semibold

Segoe Bold

How To

1. Headlines and subheads can be set in title case, sentence case, or uppercase and should have leading of +4 pt. and kerning of 0.
2. Body copy should have leading of +2 pt. and kerning of 0.
3. Do not use italics in headlines.
4. Typography should be no smaller than 4 pt.

When To Use

1. Segoe is the typeface used in all Xbox marketing materials.
2. Use Segoe UI for web based communications.

Stacked Logo

When To Use

1. The Stacked logo should be the primary logo that represents Xbox LIVE in all communications.

Horizontal Logo

When To Use

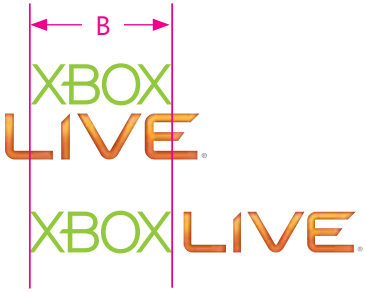
1. The Horizontal logo can be used if spacing does not permit the use of the Stacked logo.

Clear Space

The height of the word "Xbox," represented by "A" in the example below, is the basis for the amount of space surrounding the logo that needs to remain free of any other graphic element. The logo can sit over photography, but no other logo, type, or graphic should enter the clear space.

Minimum Size

The logo may not be re-sized to the point where the length of "B" is less than .75" for print or 54 pixels for web. Each example below is shown at the minimum size. The maximum size is big as your project allows. Remember—bigger is not always necessarily better.



How To

1. Do not alter any of the components of the logo.
2. Do not modify the logo with outlines, drop shadows, or any other filters or treatments.
3. Use the four-color logo whenever possible.
4. Comply to the clear space and minimum size rules, as noted on the left.
5. The logo should not act as or be part of a headline or copy.

Logos Library

Four-Color Optimized for use on both white and light backgrounds; use whenever possible.	**Four-Color Knockout** For use on dark or complex dark backgrounds, or for when the four-color logo is too hard to read.	**Knockout** For use on dark or complex dark backgrounds.	**One-Color** For use when silkscreen printing or when the resolution of the grayscale logo can't be maintained.
 XboxLIVE_4CP_stacked.eps	 XboxLIVE_4CKO_stacked.eps	 XboxLIVE_KO_stacked.eps	 XboxLIVE_K_stacked.eps
 XboxLIVE_4CP_horizontal.eps	 XboxLIVE_4CKO_horizontal.eps	 XboxLIVE_KO_horizontal.eps	 XboxLIVE_K_horizontal.eps

These assets may be downloaded at https://www.microsoftprosource.com

If you don't see the asset you need, please contact *xboxbran@microsoft.com.*

For more information about spot-color/two-color versions of the Xbox LIVE logos for use in flexo, litho, or silkscreen printing, please contact *xboxbran@microsoft.com.*

Xbox LIVE Service Logos

The Xbox LIVE service logos are a system of logos that have been developed for key programs that are marketed outside of the service.

When To Use

1. For marketing in highly targeted communications to console owners.
2. Do not use these for communications that have spill-over to people who do not own consoles. Use the Xbox LIVE logo in this instead.

Clear Space

The height of the word "Xbox," represented by "A" in the example below, is the basis for the amount of space surrounding the logo that needs to remain free of any other graphic element. The logo can sit over photography, but no other logo, type, or graphic should enter the clear space.

Applies to all Xbox LIVE service logos.

Minimum Size

The logo may not be re-sized to the point where the length of "B" is less than .75" for print or 54 pixels for web. Each example below is shown at the minimum size. The maximum size is big as your project allows. Remember—bigger is not always necessarily better.

How To

1. Do not alter any of the components of the logo.
2. Do not modify the logo with outlines, drop shadows, or any other filters or treatments.
3. Use the four-color logo whenever possible.
4. Comply to the clear space and minimum size rules, as noted on the left.
5. The logo should not act as or be part of a headline or copy.

Xbox LIVE Service Logos Library

	Four-Color Optimized for use on both white and light backgrounds; use whenever possible.	**Four-Color Knockout** For use on dark or complex dark backgrounds, or for when the four-color logo is too hard to read.	**Knockout** For use on dark or complex dark backgrounds.	**One-Color** For use when silkscreen printing or when the resolution of the grayscale logo can't be maintained.
Xbox LIVE Arcade	 XboxLIVE_Arcade_4CP.eps	 XboxLIVE_Arcade_4CKO.eps	 XboxLIVE_Arcade_KO.eps	 XboxLIVE_Arcade_K.eps
Xbox LIVE Games on Demand	 XboxLIVE_GamesOnDemand_4CP.eps	 XboxLIVE_GamesOnDemand_4CKO.eps	 XboxLIVE_GamesOnDemand_KO.eps	 XboxLIVE_GamesOnDemand_K.eps
Xbox LIVE Indie Games	 XboxLIVE_IndieGames_4CP.eps	 XboxLIVE_IndieGames_4CKO.eps	 XboxLIVE_IndieGames_KO.eps	 XboxLIVE_IndieGames_K.eps
Xbox LIVE Rewards	 XboxLIVE_Rewards_4CP.eps	 XboxLIVE_Rewards_4CKO.eps	 XboxLIVE_Rewards_KO.eps	 XboxLIVE_Rewards_K.eps

Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

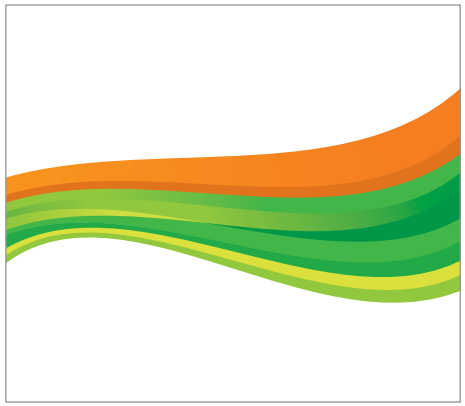
If you don't see the asset you need, please contact *xboxbran@microsoft.com*.

For more information about spot-color/two-color versions of the Xbox LIVE service logos for use in flexo, litho, or silkscreen printing, please contact *xboxbran@microsoft.com*.

Orange Patterns

Use orange Patterns for communications that feature Xbox LIVE-only experiences, products, or games, and combined Xbox LIVE and Kinect or Xbox 360 experiences (when the primary call to action is Xbox LIVE oriented). Give preference to Kinect branding over Xbox LIVE branding when there is no clear call to action.

Preferred Versions



Ribbon

The Ribbon Patterns represent an imaginative, inviting journey. They communicate flowing, unified energy with depth and discovery.

Arc

The Arc Patterns represent accessible, fun energy. They communicate simple motion that is optimistic and uplifting.

When To Use

1. Ribbons and Arcs are the primary Patterns used to represent the brand and should be used in communications whenever possible.
2. Monochromatic Patterns are available for backgrounds or color alternatives to white.

Alternate Version

Circles

The Circle Patterns represent diverse social interactions. They communicate individual and group social energy from friends and family circles.

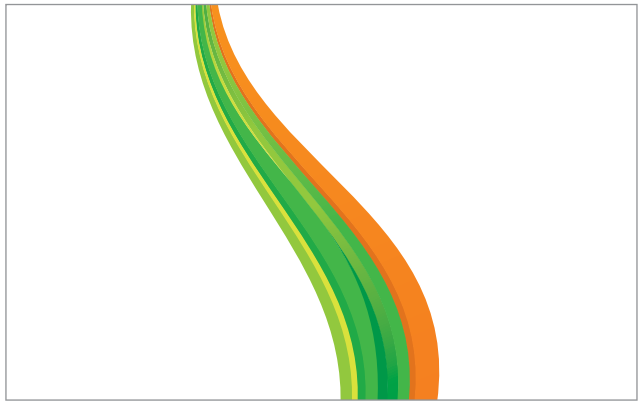
When To Use

1. Only use in applications where the space does not have a clear beginning or end, or for variety when multiple Patterns are being used.
2. See page 113 for help using multiple Patterns.

Assets are not shown to scale.

Ribbon and Arc Patterns

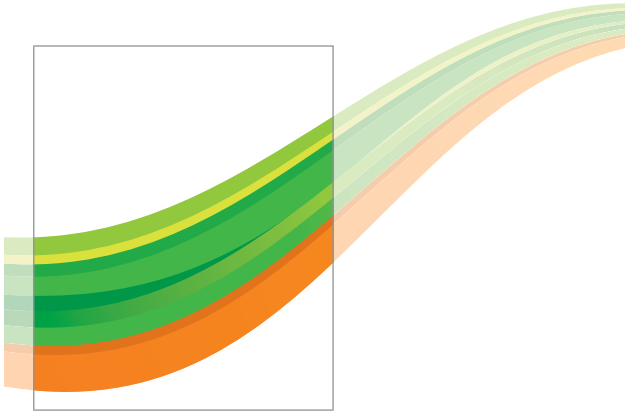
Original Asset



orange_ribbon_11.eps

Sample Crops

Scaled and cropped.
20% of layout.



Scaled, rotated, and cropped.
40% of layout.

Scaled, flopped, and cropped.
60% of layout.

How To

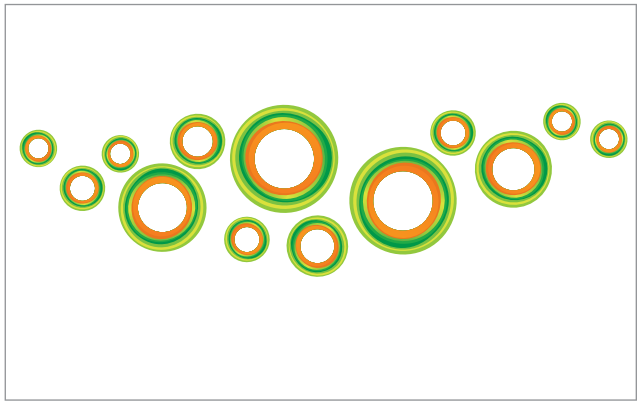
1. Patterns must be cropped to bleed and can be scaled, rotated, or flopped. But they must retain their original proportion.
2. Do not stretch the Pattern to fit.
3. Do not crop out the Xbox LIVE Orange.
4. Patterns should be 20%-60% of layout. Do not crop Patterns too tightly.
5. Keep a white background whenever possible.
6. Only use Motional Patterns that have been provided—do not make up your own.
7. Follow directions on page 113 for how to use multiple Patterns.

When To Use

1. Ribbons and Arcs are the primary Patterns used to represent the brand and should be used in communications whenever possible.
2. Monochromatic Patterns are available for backgrounds or color alternatives to white.

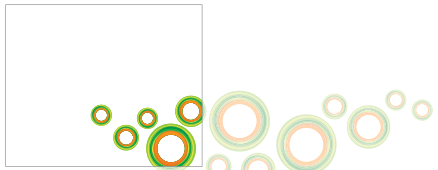
Circle Patterns

Original Asset

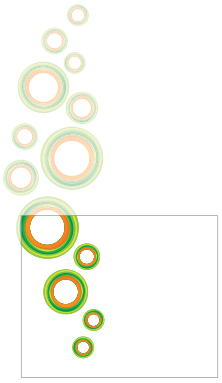


orange_circle_HD.eps

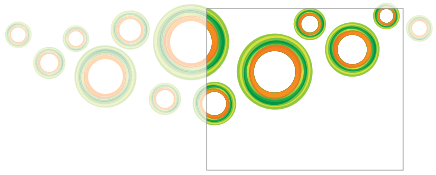
Sample Crops



Scaled and cropped.
20% of layout.



Scaled, rotated, and cropped.
40% of layout.



Scaled, flopped, and cropped.
60% of layout.

Two crops
combined.

Assets are not shown to scale.

How To

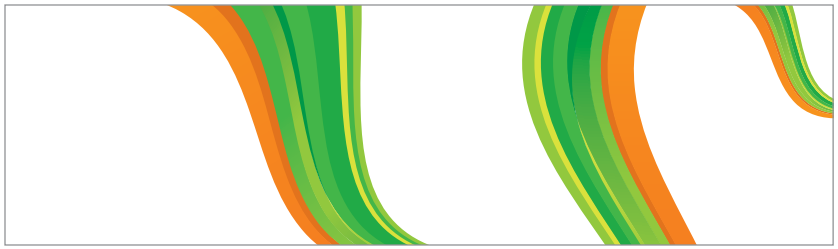
1. Patterns must be cropped and can be scaled, rotated, or flopped. But they must retain their original proportion.
2. Do not stretch the Pattern to fit.
3. Patterns should be 20%-50% of layout.
4. Use a white background whenever possible.
5. Strive to use between four and eight Circles per crop.
6. The Circle Pattern should always bleed off one, two, or three sides of the layout.
7. Two different crops of the Pattern may be combined but should not overlap.
8. The minimum size of the smallest Circle should be no less than .75" in print, or 54 pixels online.
9. Never create your own Pattern. Use only the existing Patterns.

When To Use

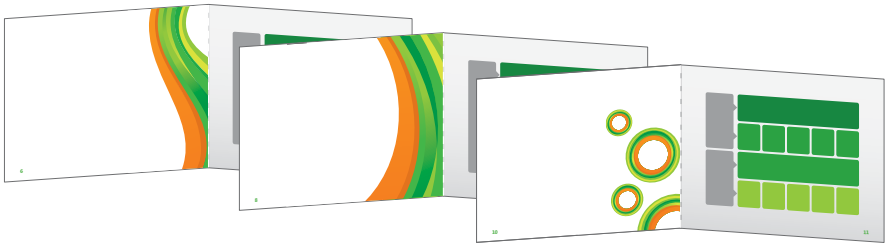
1. Only use in applications where the space does not have a clear beginning or end or for variety when multiple Patterns are being used.
2. See page 113 for help using multiple Patterns.

Multiple Patterns

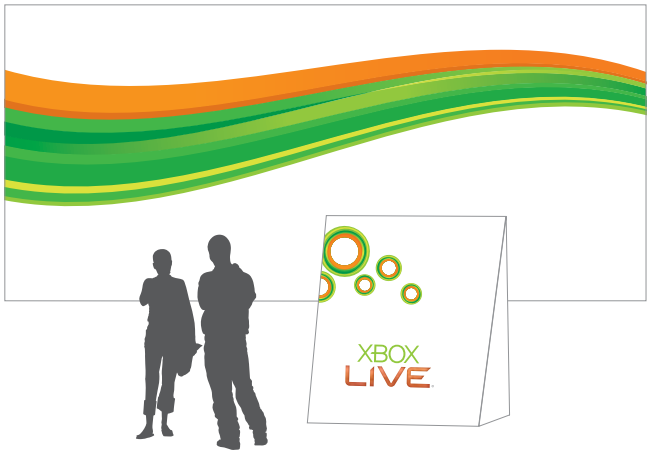
Multiple Patterns On One Plane

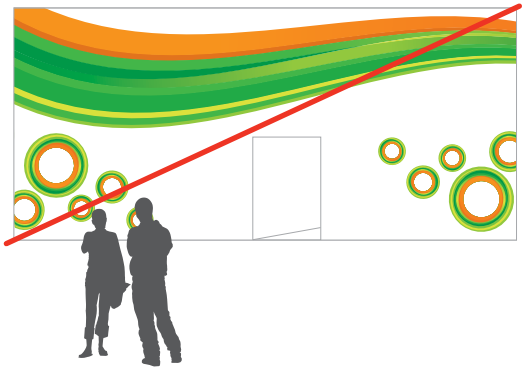


Multiple Planes

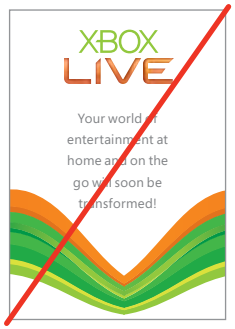


Pattern In Front of Another





Do not place two Patterns on the same plane.



Do not mirror the Ribbon Patterns.

Do not mirror the Arc Patterns.

Assets are not shown to scale.

How To

1. Individual Patterns may be combined on the same plane to make it appear as though the Pattern is continuous, but all the Patterns on the same plane should be from only one category (e.g., Ribbons, Arcs, and Circles).
2. The edges of the Patterns should not touch each other.
3. Different categories of Patterns may be used in the same environment (but never on the same surface) or on consecutive spreads in a book (but never on the same spread).
4. Circle Patterns are used to add variety, or when you need to place a Pattern in front of a Ribbon or Arc.
5. Do not place a Pattern around any 360-degree object to create a continuous Pattern.
6. Do not mirror the Patterns.

When To Use

1. Use multiple Patterns in an environment—such as a trade show, or throughout a book, Web site, or video/animation—to show the breadth and variety of our brand.

Pattern Transition to Color

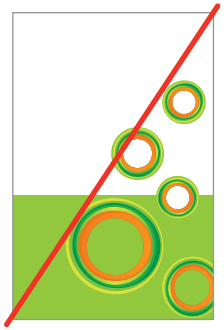
Fills

Xbox Primary Green
(or PANTONE® 376)
CMYK 48/0/100/0
RGB 146/200/62
HEX #77BB44

gradient_color_fill.eps*

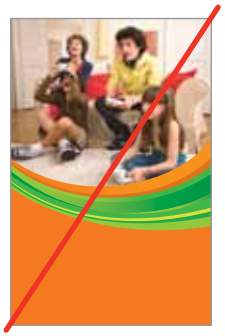
Xbox Primary Green

gradient_color_fill.eps



Do not transition to color with Circle Patterns.

Do not transition to color when using an Environmental photo.



Do not use any color other than Xbox Primary Green as a color fill.

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.
PANTONE® is the property of Pantone LLC.

Assets are not shown to scale.

*This asset may be downloaded at https://www.microsoftprosource.com

How To

1. Keep a white background whenever possible.
2. Xbox Primary Green or the gradient color fill can be added to the background on one side of the Ribbon or Arc Pattern.
3. Do not use a transition to color with Circle Patterns.
4. The fill should only be on the Xbox Primary Green side of the Pattern.
5. The flare of the gradient color fill should be next to the Pattern.
6. Gradients and color fills can be increased in size as needed. Do not stretch the proportions of the gradient fill file.
7. Do not use a transition to color if an Environmental photo is being used, as it does not allow for any white space.
8. Do not fill with any color other than Xbox Primary Green or the gradient color fill.

When To Use

1. For variety, when there is too much white space.

Monochromatic Backgrounds

Fill

Xbox LIVE Orange
(or PANTONE® 1505)
CMYK 0/65/100/0
RGB 244/121/32
HEX #F17922

Monochromatic Backgrounds

orange_arc_bkgrd_32x18.eps

Front

Back

How To

1. Always ensure a full-color Pattern is seen somewhere else in the communication.

When To Use

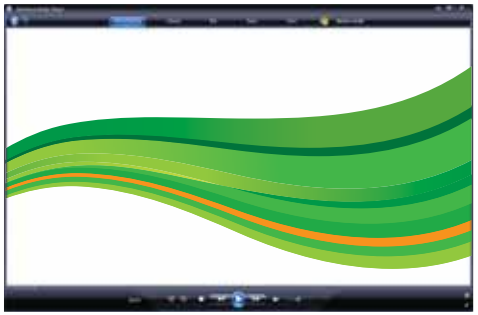
1. For backgrounds.
2. In a copy-heavy on-screen presentation.
3. For a visual break in an environment that is dominated by the Patterns.
4. If there are a lot of Patterns in the area, consider using Xbox LIVE Orange and not a Monochromatic Pattern.

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.
PANTONE® is the property of Pantone LLC.

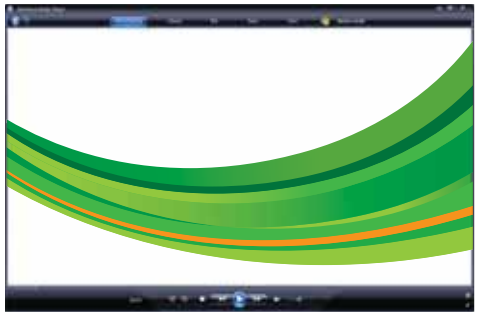
Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

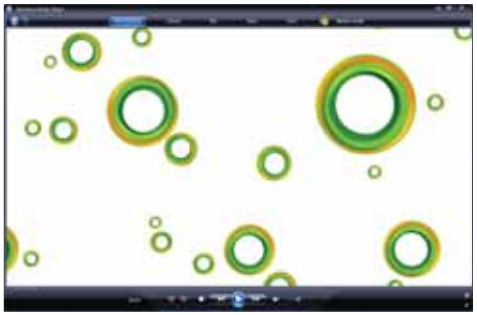
Animated Patterns Library



orange_ribbon.mov
orange_ribbon.wmv



orange_arc.mov
orange_arc.wmv



orange_circle.mov
orange_circle.wmv

How To

1. It is OK to use multiple Patterns in a video piece, but they should not be seen at the same time, and they should not morph into each other.

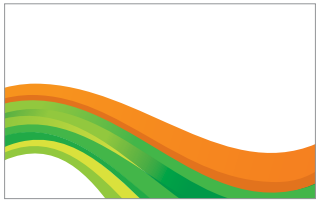
When To Use

1. When you need an ambient background.
2. Use Ribbons and Arcs before Circles.

These assets are available upon request, please contact *xboxbran@microsoft.com*. If you want to create a custom animation contact *xboxbran@microsoft.com* for guidance.

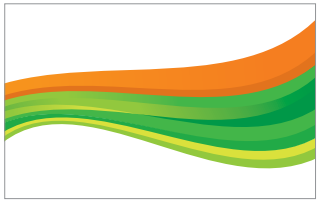
Ribbon Patterns Library

orange_ribbon_1.eps

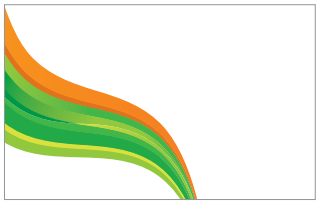

orange_ribbon_2.eps

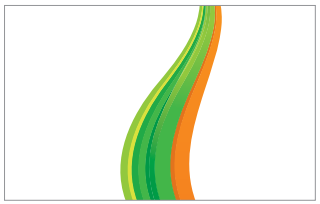
orange_ribbon_3.eps

orange_ribbon_4.eps


orange_ribbon_5.eps

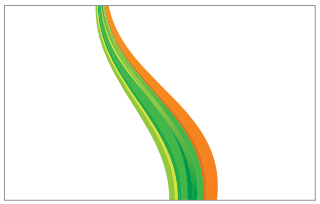
orange_ribbon_6.eps


orange_ribbon_7.eps


orange_ribbon_8.eps

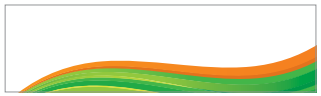
orange_ribbon_9.eps

orange_ribbon_10.eps


orange_ribbon_11.eps

orange_ribbon_12.eps

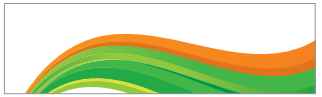
orange_ribbon_13.eps

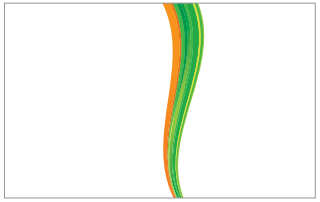

orange_ribbon_14.eps

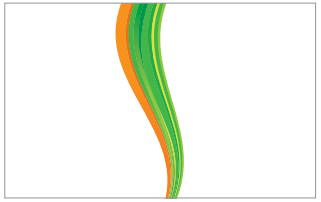
orange_ribbon_15.eps

orange_ribbon_16.eps

orange_ribbon_17.eps


orange_ribbon_18.eps


orange_ribbon_19.eps

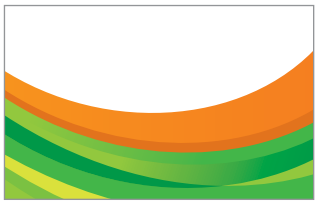

orange_ribbon_20.eps

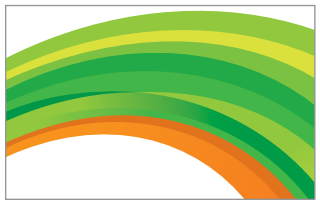
orange_ribbon_21.eps

orange_ribbon_22.eps

orange_ribbon_23.eps

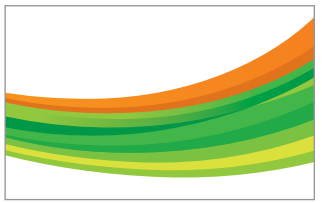
Arc Patterns Library


orange_arc_1.eps


orange_arc_2.eps

orange_arc_3.eps

orange_arc_4.eps


orange_arc_5.eps

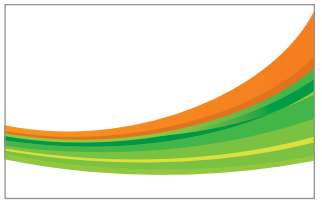
orange_arc_6.eps

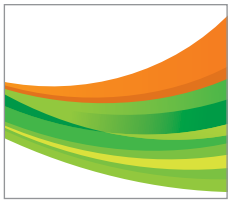
orange_arc_7.eps

orange_arc_8.eps

orange_arc_9.eps

orange_arc_10.eps


orange_arc_11.eps


orange_arc_12.eps

orange_arc_13.eps

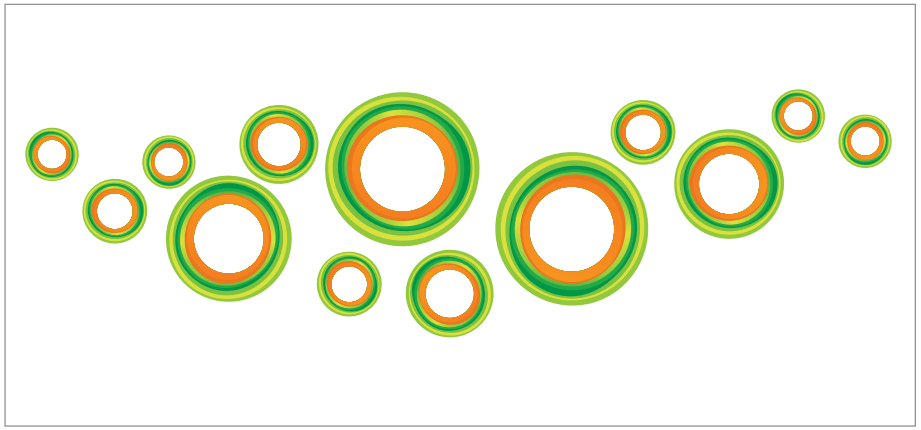
orange_arc_14.eps

orange_arc_15.eps

Circle Patterns Library

High-definition Circles

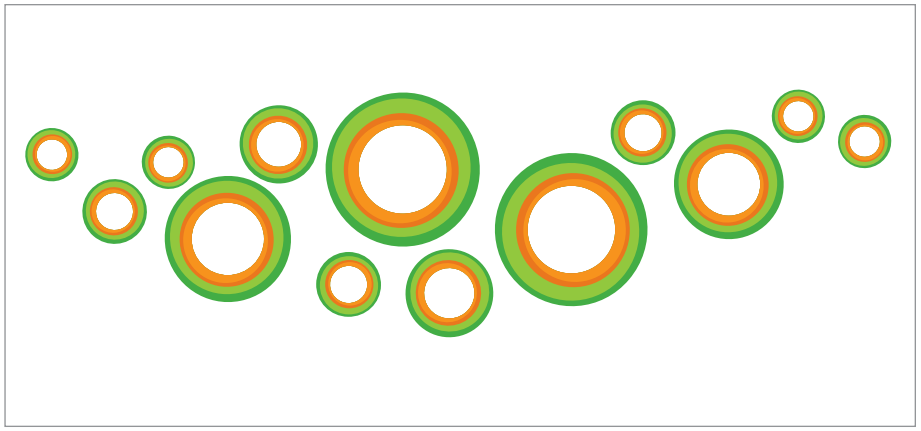
For high-quality production needs, such as 32-bit color or offset printing.



orange_circle_HD.eps

Low-definition Circles

For lower-quality production needs, such as 8-bit color or flexo printing.



orange_circle_LD.eps

Assets are not shown to scale.

These assets may be downloaded at https://www.microsoftprosource.com

Monochromatic Background Patterns Library

monoorange_ribbon_
bkgrd_4x5.eps

monoorange_ribbon_
bkgrd_2x3.eps

monoorange_ribbon_bkgrd_32x18.eps

monoorange_ribbon_bkgrd_6x3.eps

monoorange_ribbon_bkgrd_2x6.eps

monoorange_ribbon_bkgrd_15x3.eps

monoorange_arc_
bkgrd_4x5.eps

monoorange_arc_
bkgrd_2x3.eps

monoorange_arc_bkgrd_32x18.eps

monoorange_arc_bkgrd_6x3.eps

monoorange_arc_bkgrd_2x6.eps

monoorange_arc_bkgrd_15x3.eps

monoorange_circle_
bkgrd_4x5.eps

monoorange_circle_
bkgrd_2x3.eps

monoorange_circle_bkgrd_32x18.eps

monoorange_circle_bkgrd_6x3.eps

monoorange_circle_bkgrd_2x6.eps

monoorange_circle_bkgrd_15x3.eps

Xbox LIVE Avatars

Avatars are the digital representation of the player within the Xbox LIVE experience.

When To Use

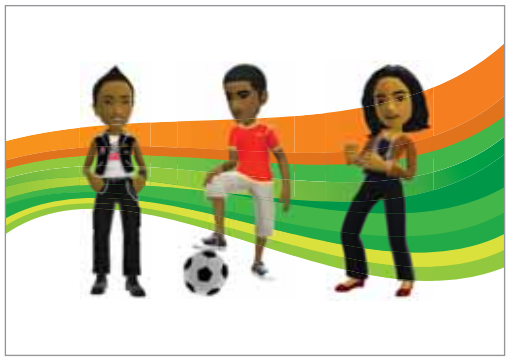
1. As a supporting asset in Xbox LIVE branded materials.

Minimum Size

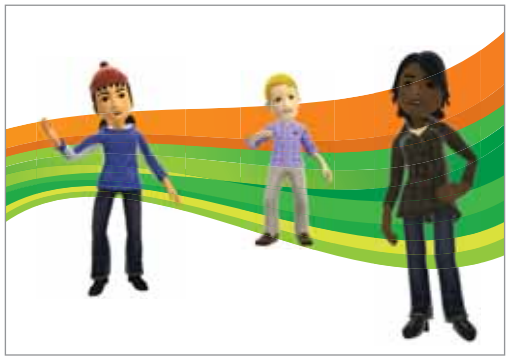
The Avatars should be no smaller than 1"/72 pixels in height, represented by "A" in the example below, and no larger than 12.5"/900 pixels.

Examples

Avatars interacting with type and anchored outside the boundaries of the layout.



Avatars in a group.



Avatars on different planes.

Reflections may be added.

Shadows may be added.

How To

1. The Avatars should not be retouched in any way.
2. Avatars must be playful, not devious or inappropriate.
3. Avatars can be anchored outside the boundaries of the layout.
4. Avatars can interact with type as part of their environment, but real-world and human constraints apply.
5. Avatars can be cropped, but should always be shown from the waist up.
6. Reflections or shadows may be added.
7. When there are three or more Avatars in a group, one should be facing forward and looking at the viewer and one must be female. Including different ethnicities should be considered.
8. Avatars should be referred to as "Xbox LIVE Avatars" in text.

When To Use

1. As a supporting asset in Xbox LIVE branded materials.

Xbox LIVE Avatars Library

F_1soccer_1012_asian_1_RGB

F_1_1318_Brunette_2_RGB

F_11_1925_afam_1_rgb

F_1driving_2635_latam_1_RGB

F_10_2635_afam_1_RGB

F_1yoga_1012_asian_2_RGB

M_1soccer_1318_afam_1_RGB

M_1_1925_latam_1_RGB

M_10_2635_latam_1_RGB

M_11_2635_blond_2_RGB

Photography

Controller-based Photography

Captures controller-based game and entertainment experiences.

When To Use

1. For communications that feature controller-based experiences on Xbox LIVE.

Kinect Environmental Photography

Environmental photography shows real people having real Kinect experiences on screen. It shows the space, setup, and how the sensor makes you the controller.

When To Use

1. For communications that feature the Kinect experience on Xbox LIVE.

Kinect Seamless Photography

Seamless photography captures the spirit of movement of Kinect.

When To Use

1. For communications that feature the Kinect experience on Xbox LIVE.
2. Effective in large areas for creating maximum visual impact, such as banners, billboards, and posters.

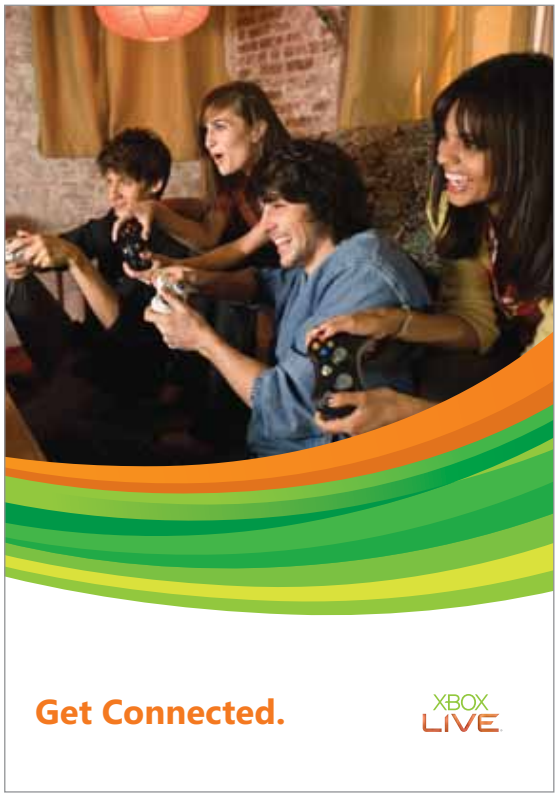
Avatars with Seamless Photography

Avatars paired with seamless photography show the 1:1 experience of controlling an avatar with your body.

When To Use

1. For communications that feature the Kinect experience on Xbox LIVE.

Controller-based Photography



1. These photos should not be retouched in any way.
2. Photos should always be on the orange edge of the Pattern.
3. Ensure that the photograph reflects the appropriate age ratings for the game experiences in your communication.

When To Use

1. For communications that feature controller-based experiences on Xbox LIVE.

Assets are not shown to scale.

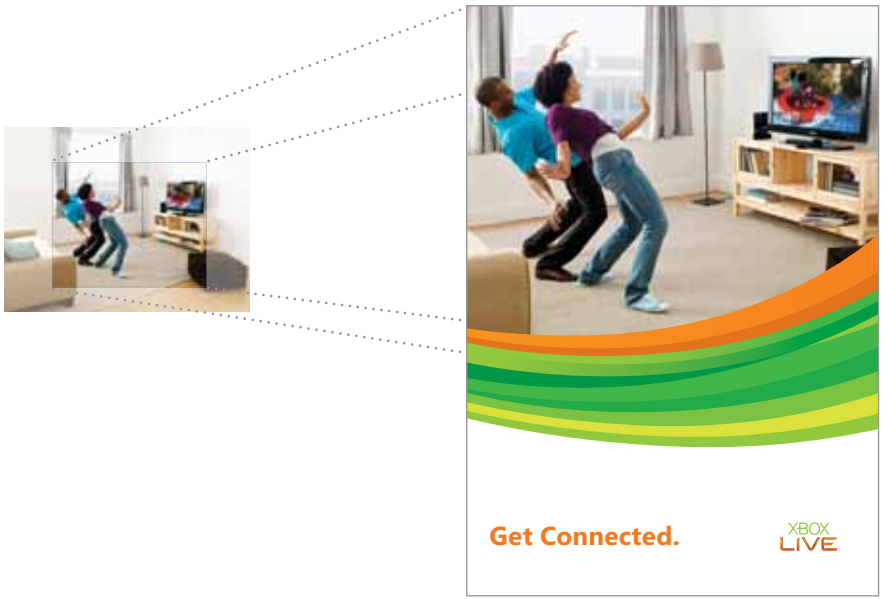
Kinect Environmental Photography

How To

1. These photos should not be retouched in any way.
2. Photos **must** be cropped to look like a real living-room environment.
3. Photos should not show a lot of wall or floor within the crop.
4. Always keep the television, console, sensor, and player(s) in the photo.
5. Photos should always be on the orange edge of the Pattern.
6. Ensure that the photograph reflects the appropriate age ratings for the game experiences in your communication.

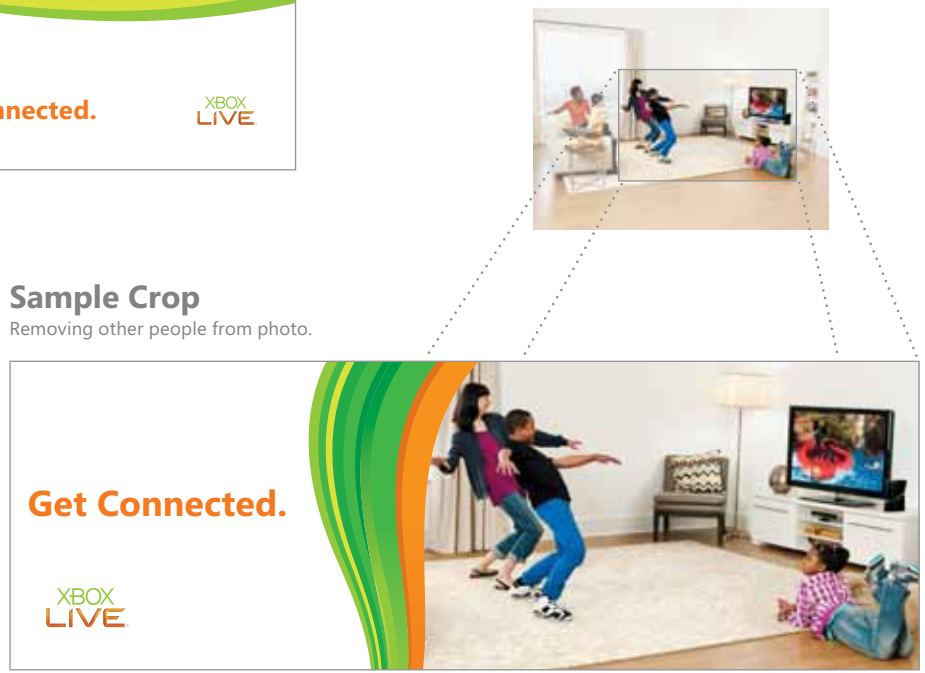
Sample Crop

Removing floor and ceiling from photo.



Sample Crop

Removing other people from photo.



When To Use

1. For communications that feature the Kinect experience on Xbox LIVE.

Assets are not shown to scale.

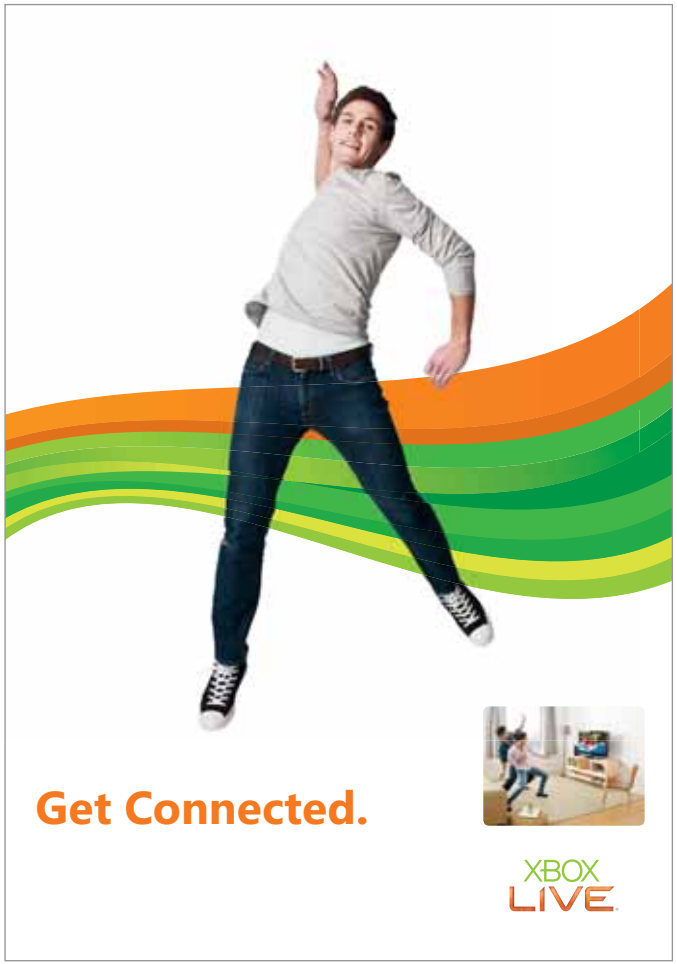
Kinect Seamless Photography

Sample Crop

Examples

Combined photos playing the same game.

Multiple photos combined playing different games.



Assets are not shown to scale.

How To

1. These photos should not be retouched in any way.
2. When combining separate photos to represent a multiplayer scenario, the individuals must be close together and must be interacting in a manner that is possible during gameplay.
3. When combining separate photos to represent more than one game scenario, differentiate the players with size or space so that it is clear they are not playing together.
4. It is preferable to show an Environmental photograph together with Seamless photography to show game space and sensor in context.
5. Ensure that the photograph reflects the appropriate age ratings for the game experiences in your communication.

When To Use

1. For communications that feature the Kinect experience on Xbox LIVE.
2. Effective in large areas for creating maximum visual impact, such as banners, billboards, and posters.

Xbox LIVE Avatars with Seamless Photography

How To

1. The Avatars should not be retouched in any way.
2. Avatars should only be paired with their matching human counterpart and should be in the same pose.
3. The Avatar should be 60%-80% the size of its human counterpart.
4. To use a stand-alone Avatar, see page 121.

When To Use

1. For communications that feature the Kinect experience on Xbox LIVE.

Assets are not shown to scale.

Controller-based Photography Library

Images can be used in material that is produced prior to May 2011.

36UK_FAM_CTRL_040

36UK_FAM_CTRL_113

NEU_CTRL_383

NEU_CTRL_384

NEU_CTRL_414

NEU_CTRL_429

NEU_CTRL_530

NEU_CTRL_535

NEU_FAM_LPR_097

NEU_FAM_LPR_130

NEU_FAM_LPR_141

NEU_FAM_SCENEIT_207

NEU_FAMILYMOVIE_196

NEU_FAMILYMOVIE_296

NEU_FAMILYMOVIE_353

NEU_FAMILYMOVIE_360

SEU_FAM_CTRL_045

SEU_FAM_CTRL_182

Images on this page may be used for communications featuring games with this rating:

Titles rated **E (Everyone)** have content that may be suitable for ages 6 and older. Titles in this category may contain minimal cartoon, fantasy or mild violence and/or infrequent use of mild language.

Controller-based Photography Library

Images can be used in material that is produced prior to May 2011.

SEU_FAM_CTRL_189

SEU_FAM_CTRL_260

SEU_FAM_CTRL_289

SEU_FAM_CTRL_304

SEU_FAM_LPR_112

SEU_FAM_LPR_123

SEU_FAM_LPR_145

SEU_FAM_SCENEIT_101

UK_FAM_BOYS_030

UK_FAM_BOYS_128

UK_FAM_BOYS_154

UK_FAM_BOYS_164

UK_FAM_BOYS_245

UK_FAM_BOYS_247

UK_FAM_BOYS_278

UK_FAM_BOYS_295

UK_TEEN_LPR2_067

UK_TEEN_LPR2_073

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Controller-based Photography Library

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NEU_TEEN_LIPS_034

NEU_TEEN_LIPS_063

NEU_TEEN_LIPS_084

NEU_TEEN_LIPS_095

NEU_TEEN_LPR_008

NEU_TEEN_LPR_010

NEU_TEEN_LPR_044

NEU_TEEN_LPR_059

NEU_TEEN_LPR_085

UK_TEEN_LIPS_030

UK_TEEN_LPR_046

UK_TEEN_LPR_059

UK_TEEN_LPR_077

UK_TEEN_LPR_125

UK_TEEN_LPR_151

UK_TEEN_LPR_163

UK_TEEN_LPR_164

UK_TEEN_LPR_169

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Titles rated **T (Teen)** have content that may be suitable for ages 13 and older. Titles in this category may contain violence, suggestive themes, crude humor, minimal blood, simulated gambling, and/or infrequent use of strong language.

These assets may be downloaded at https://www.microsoftprosource.com

Controller-based Photography Library

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UK_TEEN_LPR_178

UK_TEEN_LPR_232

UK_TEEN_LPR2_016

UK_TEEN_LPR2_032

UK_TEEN_LPR2_037

UK_TEEN_LPR2_039

UK_TEEN_LPR2_046

UK_TEEN_LPR2_047

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Controller-based Photography Library

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NEU_MOVIES_2_226

NEU_MOVIES_2_231

NEU_MOVIES_2_328

NEU_MOVIES_138

NEU_MOVIES_221

NEU_MOVIES_261

NEU_TEEN_LPR_109

NEU_TEEN_LPR_195

NEU_TEEN_LPR_206

NEU_TEEN_LPR_221

NEU_TEEN_LPR_240

NEU_TEEN_LPR_246

NEU_TEEN_LPR_247

NEU_UNI_LIPS_017

NEU_UNI_LIPS_035

NEU_UNI_LIPS_036

NEU_UNI_LIPS_039

NEU_UNI_LIPS_042

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Titles rated **M (Mature)** have content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content and/or strong language.

Controller-based Photography Library

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NEU_UNI_LIPS_049

NEU_UNI_LIPS_059

NEU_UNI_LIPS_060

NEU_UNI_LIPS_069

NEU_UNI_LIPS_078

NEU_UNI_LIPS_081

NEU_UNI_LIPS_104

NEU_UNI_LIPS_125

NEU_UNI_LPR_087

NEU_UNI_LPR_092

NEU_UNI_LPR_118

NEU_UNI_LPR_124

NEU_UNI_LPR_218

NEU_UNI_LPR_224

NEU_UNI_LPR_225

NEU_UNI_SCENEIT_023

NEU_UNI_SCENEIT_026

NEU_UNI_SCENEIT_027

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NEU_UNI_SCENEIT_028

NEU_UNI_SCENEIT_036

NEU_UNI_SCENEIT_052

NEU_UNI_SCENEIT_065

NEU_UNI_SCENEIT_066

NEU_UNI_SCENEIT_067

NEU_UNI_SCENEIT_126

NEU_UNI_SCENEIT_127

NEU_UNI_SCENEIT_134

NEU_UNI_SCENEIT_140

NEU_UNI_SCENEIT_141

SEU_CTRL_2_219

SEU_CTRL_2_243

SEU_CTRL_2_245

SEU_CTRL_2_251

SEU_CTRL_2_271

SEU_CTRL_257

SEU_MOVIES_2_094

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Controller-based Photography Library

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SEU_MOVIES_2_228

SEU_MOVIES_2_326

SEU_MOVIES_225

SEU_MOVIES_311

SEU_TEEN_LIPS_058

SEU_TEEN_LIPS_094

SEU_TEEN_LIPS_258

SEU_TEEN_LIPS_285

SEU_TEEN_LIPS_293

SEU_TEEN_LIPS_311

SEU_TEEN_LPR_048

SEU_TEEN_LPR_104

SEU_TEEN_LPR_126

SEU_TEEN_LPR_149

SEU_TEEN_LPR_167

SEU_TEEN_LPR_182

SEU_TEEN_LPR_186

SEU_TEEN_LPR2_019

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Controller-based Photography Library

Images can be used in material that is produced prior to May 2011.

SEU_TEEN_LPR2_025

SEU_TEEN_LPR2_103

SEU_TEEN_LPR2_113

SEU_TEEN_LPR2_122

SEU_UNI_LIPS_009

SEU_UNI_LIPS_018

SEU_UNI_LIPS_042

SEU_UNI_LIPS_058

SEU_UNI_LPR_079

SEU_UNI_LPR_090

SEU_UNI_LPR_108

SEU_UNI_LPR_113

SEU_UNI_LPR_145

SEU_UNI_LPR_151

SEU_UNI_LPR_183

SEU_UNI_LPR_184

SEU_UNI_LPR_192

SEU_UNI_LPR_229

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Controller-based Photography Library

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SEU_UNI_LPR_238

SEU_UNI_LPR_247

SEU_UNI_LPR_249

SEU_UNI_SCENEIT_024

SEU_UNI_SCENEIT_078

SEU_UNI_SCENEIT_079

SEU_UNI_SCENEIT_125

UK_TEEN_LIPS_005

UK_TEEN_LIPS_136

UK_UNI_LIPS_196

UK_UNI_LPR_031

UK_UNI_SCENEIT_031

UK_UNI_SCENEIT_044

UK_UNI_SCENEIT_056

UK_UNI_SCENEIT_069

UK_UNI_SCENEIT_070

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Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

AA_Room_Bowling_SGL_2030

AA_Room_Driving_DBL_1938

AA_Room_Driving_DBL_2080

AA_Room_Soccer_SGL_1986

AA_Room_Rafting_DBL_2229

AA_Room_Volleyball_DBL_2140

Brunette_AA_Room_Volleyball_DBL_1057

Brunette_AA_Room_Rafting_DBL_1264

Brunette_AA_Room_Rafting_DBL_1171

Brunette_AA_Room_Volleyball_DBL_1105

Asia_Room_Volleyball_DBL_4837

Asia_Room_Driving_DBL_4941

Asia_Room_Ricochet_DBL_4908

Asia_Room_Rafting_DBL_4890

Asia_Room_Bowling_SGL_4745

Asia_Room_Rafting_SGL_005

Asia_Room_Rafting_SGL_004

Asia_Room_Soccer_DBL_4753

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These assets may be downloaded at https://www.microsoftprosource.com

Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

Asia_Japan_Room_Rafting_DBL_5460

Asia_Japan_Room_Rafting_DBL_5413

Asia_Japan_Room_Rafting_DBL_5513

Asia_Japan_Room_Volleyball_DBL_5424

Blond_Room_Rafting_DBL_2987

Blond_Room_Rafting_DBL_3030

Blond_Room_Driving_DBL_2944

Blond_Room_Soccer_SGL_2881

Blond_Room_Driving_DBL_2845

Blond_Room_Rafting_DBL_3014

Blond_Hispanic_Room_Rafting_DBL_3079

Blond_Hispanic_Room_Rafting_DBL_3168

Blond_Hispanic_Room_Volleyball_DBL_3200

Blond_Hispanic_Room_Rafting_DBL_3208

Brunette_Room_Bowling_SGL_0623

Brunette_Room_Rafting_DBL_0957

Brunette_Room_Rafting_DBL_0734

Brunette_AA_Room_Rafting_DBL_1171

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Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

Brunette_Room_Ricochet_DBL_0766

Brunette_Room_Volleyball_ DBL_0713

Brunette_Room_Rafting_DBL_1019

Brunette_AA_Room_Rafting_ DBL_1171

Brunette_AA_Room_Volleyball_ DBL_1057

Brunette_AA_Room_Rafting_ DBL_1264

Brunette_AA_Room_Volleyball_ DBL_1105

Hispanic_Room_Driving_DBL_3914

Hispanic_Room_Driving_DBL_3801

Hispanic_Room_Volleyball_DBL_3956

Hispanic_Room_Rafting_SGL_008

Hispanic_Room_Rafting_SGL_08_041

Hispanic_Room_Soccer_SGL_3832

Hispanic_Room_Rafting_DBL_4005

Hispanic_Room_Rafting_DBL_4067

Blond_Hispanic_Room_Rafting_ DBL_3079

Blond_Hispanic_Room_Rafting_ DBL_3168

Blond_Hispanic_Room_Volleyball_ DBL_3200

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Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

Blond_Hispanic_Room_Rafting_DBL_3208

Japan_Room_Driving_DBL_6263

Japan_Room_Driving_DBL_6342

Japan_Room_Petting_SGL_6073

Japan_Room_Volleyball_DBL_6374

Japan_Room_Rafting_DBL_6493

Japan_Room_Soccer_SGL_6285

Asia_Japan_Room_Volleyball_DBL_5424

Asia_Japan_Room_Rafting_DBL_5460

Asia_Japan_Room_Rafting_DBL_5513

Asia_Japan_Room_Rafting_DBL_5413

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Kinect Environmental Photography Library

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AA_Room_Driving_DBL_07_035

AA_Room_Rafting_DBL_07_025

AA_Room_Rafting_SGL_004

AA_Room_Rafting_SGL_005

AA_Room_Rafting_SGL_018

AA_Room_Rafting_SGL_020

Asia_Room_Rafting_SGL_011

Asia_Room_Rafting_DBL_04_022

Asia_Room_Rafting_SGL_009

Asia_Room_Rafting_SGL_020

Blond_Room_Rafting_DBL_06_010

Blond_Room_Rafting_SGL_002

Blond_Room_Rafting_SGL_009

Blond_Room_Rafting_SGL_020

Blond_Room_Rafting_SGL_2_003

Brunette_Room_Rafting_SGL_001

Brunette_Room_Rafting_SGL_009

Hispanic_Room_Rafting_DBL_08_041

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These assets may be downloaded at https://www.microsoftprosource.com

Kinect Environmental Photography Library

Images can be used in material that is produced prior to June 2012.

Hispanic_Room_Rafting_SGL_001

Hispanic_Room_Rafting_SGL_006

Hispanic_Room_Rafting_SGL_006b

Hispanic_Room_Rafting_SGL_016

Hispanic_Room_Rafting_SGL_019

Hispanic_Room_Rafting_SGL_020

Japan_Room_Rafting_DBL_01_024

Japan_Room_Rafting_SGL_005

Japan_Room_Rafting_SGL_017

Japan_Room_Rafting_SGL_055

Japan_Room_Soccer_SGL_019

Japan_Room_Rafting_SGL_016

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Kinect Seamless Photography Library

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AA_Seamless_Driving_DBL_1516

AA_Seamless_Rafting_DBL_1404

AA_Seamless_Rafting_DBL_1570

AA_Seamless_Volleyball_DBL_1361

Asia_Seamless_Bowling_SGL_4119

Asia_Seamless_Rafting_DBL_4305

Asia_Seamless_Rafting_DBL_4615

Asia_Seamless_Rafting_DBL_4646

Blond_Seamless_Bowling_SGL_2280

Blond_Seamless_Driving_DBL_2500

Blond_Seamless_Rafting_DBL_2588

Blond_Seamless_Volleyball_DBL_2315

Brunette_Seamless_Driving_DBL_0139

Brunette_Seamless_Driving_DBL_0475

Brunette_Seamless_Rafting_DBL_0273

Brunette_Seamless_Volleyball_SGL_0072

Hispanic_Seamless_Bowling_SGL_3290

Hispanic_Seamless_Driving_DBL_3564

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Hispanic_Seamless_Rafting_DBL_3414

Hispanic_Seamless_Volleyball_DBL_3343

Japan_Seamless_Bowling_SGL_5559

Japan_Seamless_Driving_DBL_5706

Japan_Seamless_Rafting_DBL_5812

Japan_Seamless_Volleyball_DBL_5653

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AA_Seamless_Bowling_SGL_186

AA_Seamless_Rafting_SGL_002

AA_Seamless_Soccer_SGL_107

AA_Seamless_Soccer_SGL_140

Asia_Seamless_Dodgeball_SGL_019

Asia_Seamless_Rafting_SGL_006

Asia_Seamless_Soccer_SGL_028

Asia_Seamless_Volleyball_SGL_008

Blond_Seamless_Bowling_SGL_013

Blond_Seamless_Bowling_SGL_194

Blond_Seamless_Soccer_SGL_121

Blond_Seamless_Soccer_SGL_144

Blond_Seamless_Tennis_SGL_068

Blond_Seamless_Volleyball_SGL_025

Brunette_Seamless_Bowling_SGL_021

Brunette_Seamless_Soccer_SGL_225

Brunette_Seamless_Volleyball_SGL_035

Brunette_Seamless_Volleyball_SGL_242

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Hispanic_Seamless_Rafting_SGL_013

Hispanic_Seamless_Rafting_SGL_017

Japan_Seamless_Rafting_SGL_007

Hispanic_Seamless_Rafting_SGL_010

Hispanic_Seamless_Soccer_SGL_054

Japan_Seamless_Bowling_SGL_096

Japan_Seamless_Rafting_SGL_007

Japan_Seamless_Soccer_SGL_039

Japan_Seamless_Soccer_SGL_133

Japan_Seamless_Volleyball_SGL_004

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Xbox LIVE Avatars with Seamless Photography Library

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AA_Seamless_Driving_DBL_1516

AA_Avatar_Daughter_
Driving_DBL_1516
AA_Avatar_Dad_Driving_DBL_1516

Blond_Seamless_Rafting_DBL_2588

Blond_Avatar_Daughter_
Rafting_DBL_2588
Blond_Avatar_Mom_Rafting_
DBL_2588

Brunette_Seamless_Volleyball_
SGL_0072

Brunette_Avatar_Volleyball_
SGL_0072

Hispanic_Seamless_Rafting_
DBL_3414

Hispanic_Avatar_Brother_
Rafting_DBL_3414
Hispanic_Avatar_Sister_
Rafting_DBL_3414

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Xbox LIVE Avatars with Seamless Photography Library

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AA_Seamless_Rafting_SGL_002

AA_Avatar_Rafting_SGL_002

AA_Seamless_Soccer_SGL_107

AA_Avatar_Soccer_SGL_107

Asia_Seamless_Rafting_SGL_006

Asia_Avatar_Rafting_SGL_006

Asia_Seamless_Volleyball_SGL_008

Asia_Avatar_Volleyball_SGL_008

Blond_Seamless_Bowling_SGL_013

Blond_Avatar_Bowling_SGL_013

Blond_Seamless_Tennis_SGL_068

Blond_Avatar_Tennis_SGL_068

Brunette_Seamless_Bowling_SGL_021

Brunette_Avatar_Bowling_SGL_021

Brunette_Seamless_Soccer_SGL_225

Brunette_Avatar_Soccer_SGL_225

Brunette_Seamless_Volleyball_SGL_035

Brunette_Avatar_Volleyball_SGL_035

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Hispanic_Seamless_Rafting_SGL_010

Hispanic_Avatar_Rafting_SGL_010

Hispanic_Seamless_Rafting_SGL_017

Hispanic_Avatar_Rafting_SGL_017

Japan_Seamless_Rafting_SGL_007

Japan_Avatar_Rafting_SGL_007

Japan_Seamless_Soccer_SGL_039

Japan_Avatar_Soccer_SGL_039

Japan_Seamless_Volleyball_SGL_004

Japan_Avatar_Volleyball_SGL_004

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Xbox LIVE Nomenclature and Usage

XBOX LIVE IN TEXT:

"Xbox LIVE" is a trademark owned by Microsoft. Rules have been created around how "Xbox LIVE" appears in text to protect the brand equity of Xbox. All instances of the word "Xbox LIVE" should be treated as outlined below to protect the brand and the trademark.

DO NOT:

- Refer to Xbox LIVE as "LIVE."
- Use Xbox LIVE in a possessive or plural form.
- Make the ® smaller than 4 pt. type (the ® should appear as superscript).
- Write out "LIVE" lowercase.

Xbox LIVE
Official name of the service: Xbox LIVE **First use:** Xbox LIVE® **Additional uses:** Xbox LIVE **Example:** There are many cool new features available on Xbox LIVE®.

Trademark Notice

Work with your regional LCA contact for the appropriate legalese for your collateral or campaign.

Copy Library

The copy libraries for Xbox LIVE® have already been approved by LCA for use as consumer-facing language for any number of marketing communications. These libraries' features are prioritized by the various Global Business groups. The libraries will be updated on a quarterly basis or as major features come on line.

If you don't see what you are looking for, use the existing copy as a guide to inform you of the top messaging points and the voice and personality that should be used by the writer. Copy and features can be altered to meet your needs but should be reviewed and approved by your regional LCA contacts.

The copy library is available in U.S. English. Use caution when translating to be sure that the text is still meaningful in your language. Some copy points may not work as a direct translation.

CORRECT COPY USAGE:

- Rewrite features and benefits to suit your marketing or regional needs.
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AVAILABLE LIBRARIES:

- Xbox LIVE Copy Library
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- Xbox LIVE New Markets Copy Library