

October 2011

Windows Live Brand Identity Guidelines

Windows Live
Messenger

Windows Live
Essentials

Hotmail

SkyDrive

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Attributes:

- Fits my needs
- Innovative
- Easy
- Quality

Personality:

- Human
- Vibrant
- Encouraging
- Straightforward



Windows Live product positioning:

Windows Live keeps your life in sync.

Windows Live inherits the attributes and personality of Windows

Overview

The Windows brand sets the stage for how we want customers to think about our products and services.

We have adopted shared personality traits where appropriate and have added others to round out each brand's personality. This keeps the overall Microsoft, Windows, and product brand experiences coherent and cohesive—all part of a big family.

Marketers should use the personality traits to guide tone, style, and manner in all marketing communications.

Windows personality

Human

Real people are our heroes. Individuals alone, and connecting with each other. We embrace human expression in the form of hardware, UI and Web design, music and illustration. The result is real-life, not sci-fi. Natural, not synthetic. Our tone is approachable and down-to-earth, with a sense of humor and a comfort being ourselves. We design for “people” not “users.”

Vibrant

Windows emphasizes the energy, warmth, vivid color, diversity, light and motion of real life. Our tone is warm, energetic and inclusive. It reflects our enthusiasm, without being too intense. As a brand that welcomes everyone, we find vibrancy in environments, dress, and the raw vivacity of individual people from all walks of life.

Encouraging

Windows motivates people to do more, by being supportive and inspiring. Layouts and environments are designed to be helpful, easy to navigate and visually appealing. They simultaneously instill confidence and fuel inspiration. We are confident and optimistic, never arrogant. Our confidence helps people feel more comfortable and try new things.

Straightforward

Design focuses on what customers care about most, establishing a clear, thoughtful hierarchy of elements. Compositions are clean, uncluttered. What we say is laser-focused on what our customers care about most, always relevant to their needs and their life. In simple, direct language, handcrafted for the target audience.

Windows attributes

Fits my needs

We believe people will accomplish more when solutions match their needs. To help us create products and services that are exactly what our customers want and need, we strive to be inquisitive, adaptive, and constructive so that we stay deeply grounded in understanding our customers.

Quality

Quality is the pervasive feeling that “it works the way I expect it to.” Our unwavering commitment to reliability, dependability, and security means products that just work. We believe our customers and partners can’t do their best if we do not do ours.

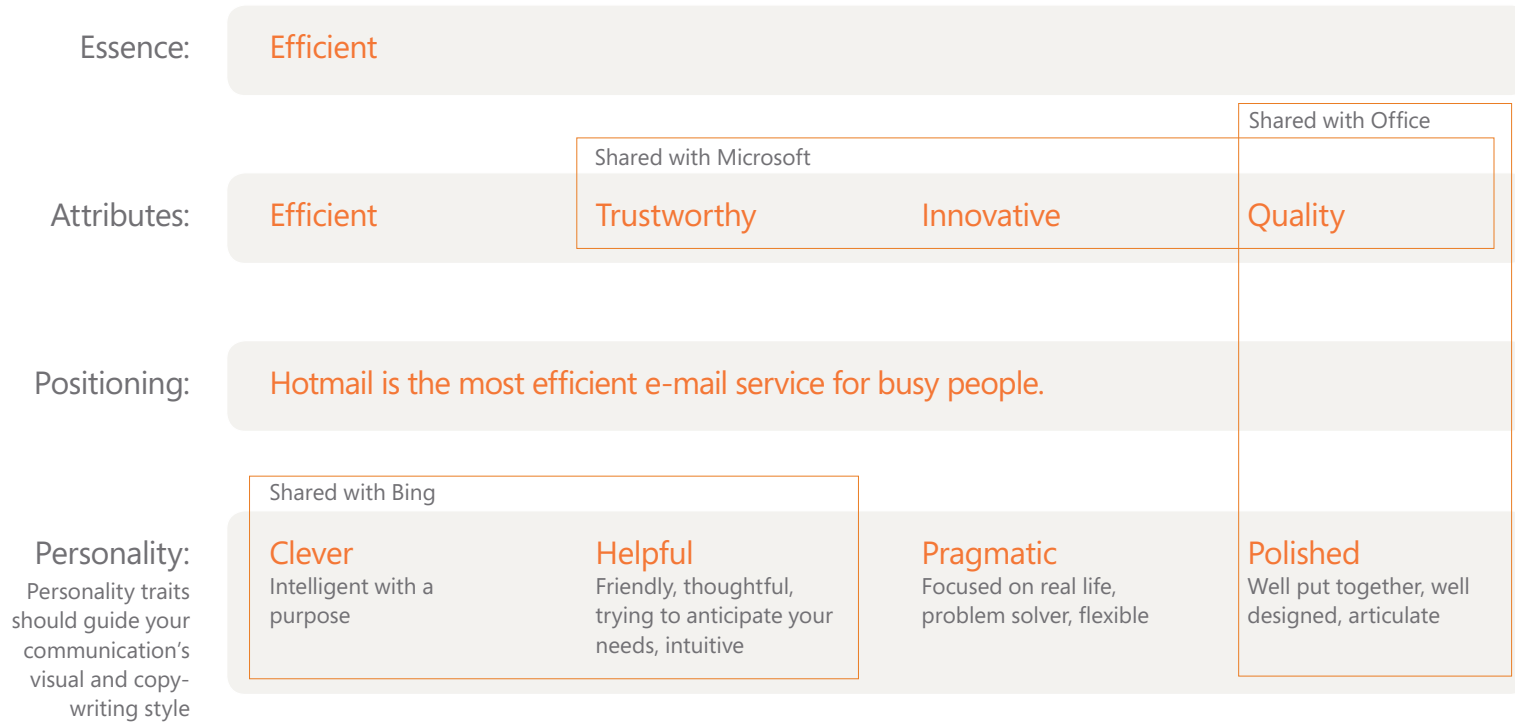
Innovative

We actively pursue purposeful breakthroughs that matter to our customers and partners. We employ imagination, experimentation, and intention to yield real results. We believe that the worth of an idea and the success of innovation are measured in how many lives are improved when ideas and innovation are applied imaginatively.

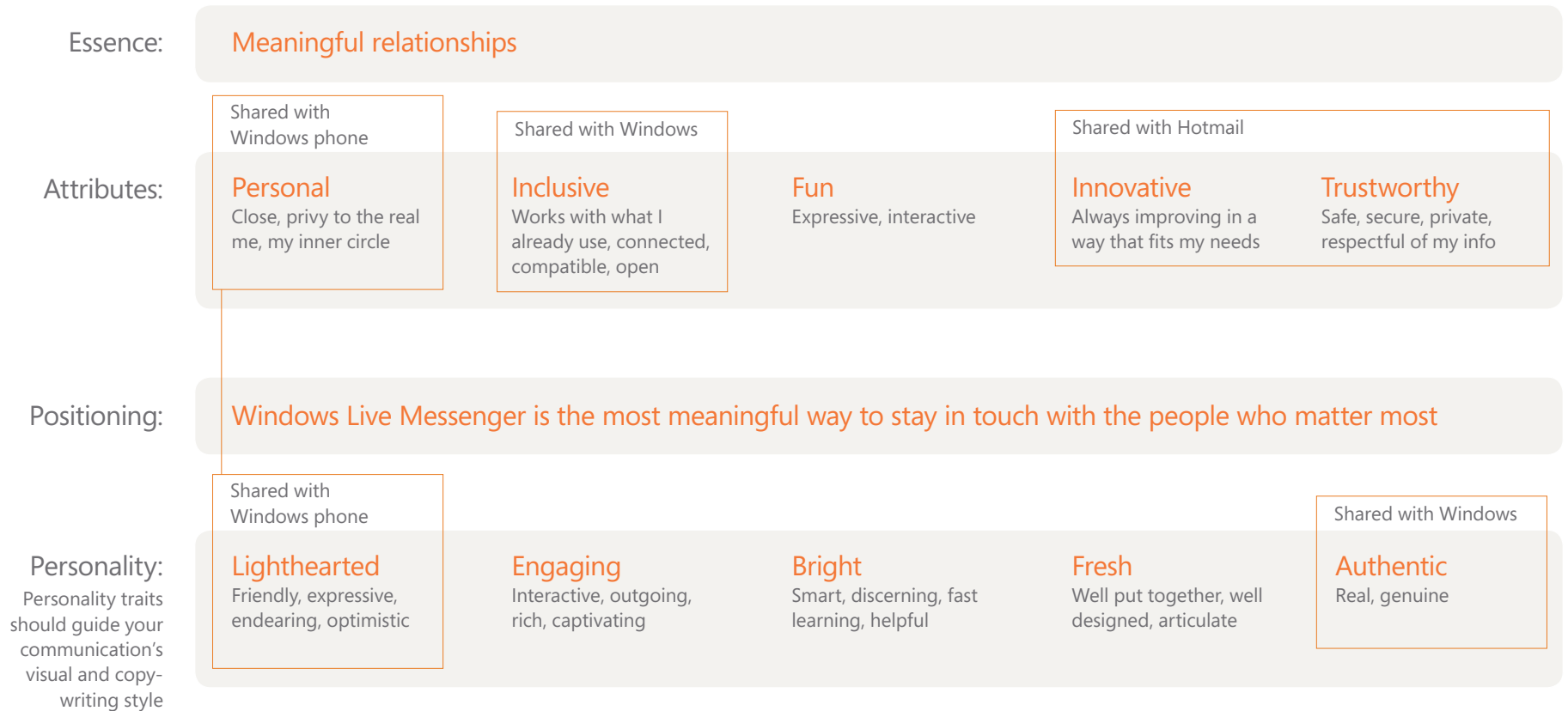
Easy

Easy is being intuitive, approachable, and familiar. Easy means you don’t have to think too much about it; it’s simple to learn and just makes sense. We believe in developing products and services that work the way people do

Hotmail brand framework



Messenger brand framework



SkyDrive brand framework

Essence:

Accessible

Attributes:

Accessible

Shared with Hotmail

Efficient

Trustworthy

Innovative

Quality

Positioning:

SkyDrive is online storage that allows you to easily access and share your photos and documents.

Personality:

Personality traits should guide your communication's visual and copy-writing style

Inherited from Windows

Passionate about technology

Infectious enthusiasm, eager to share new ways of doing things

Shared with Hotmail

Pragmatic

Focused on real life, problem solver, flexible

Helpful

Friendly, thoughtful, trying to anticipate your needs, intuitive

Polished

Well put together, well designed, articulate

The visual elements overview

Logos



Windows Live Messenger logo



Windows Live Essentials logo



Hotmail logo



SkyDrive logo

Backgrounds

Light wave 1



Light wave 2



Fonts

Microsoft Segoe Light, Regular, and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Real handwriting

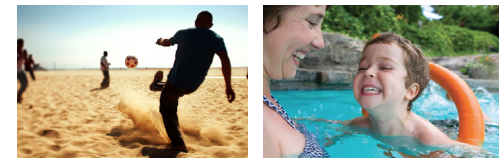
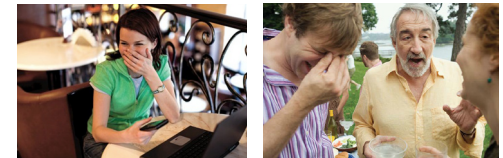
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Handwriting font (Felt Tip Roman)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

Photography

(Directional Only)



The visual elements overview

Color palette

Gradients



Windows
Yellow
Background



Windows
Green
Background



Windows
Blue
Background



Windows Live
Light Blue
Background
(NEW)

Primary colors



BLUE
PMS 279
C70+M30
R85+G126+B185



RED
PMS 172
M65+Y85
R254+G88+B21



GREEN
PMS 360
C55+Y80
R107+G189+B70



LIGHT BLUE
PMS 312
C96+Y11
R15+G161+B184



WHITE

Extended palette



DARK BLUE
PMS 541
C100+M57+K38
R7+G43+B96



DARK YELLOW
PMS 123
M20+Y100
R255+G194+B17



DARK GREEN
PMS 357
C80+Y100+K56
R22+G70+B19



LIGHT BLUE EXT
PMS 291
C33+M3
R171+G217+B233



YELLOW EXT 1
PMS 102
Y95
R255+G255+B17



GREEN EXT 1
PMS 3288
C100+Y54+K20
R1+G118+B96



PURPLE
PMS 2593
C61+M89
R104+G24+B136



DARK ORANGE
PMS 145
M47+Y100+K8
R235+G124+B0



GREEN EXT 3
PMS 397
C10+Y100+K11
R205+G216+B4

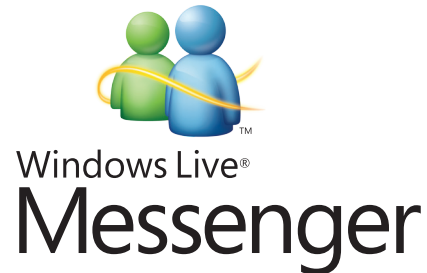
Referencing Windows Live Messenger

The Windows Live Messenger brand logo

Preferred: Full-color horizontal logo



Alternate: Full-color vertical logo



Product-only horizontal logo



Product-only vertical logo



Product icon



One-color (black) logo



For product icons, contact wlicons@microsoft.com.

*The .ico file also contains sizes 256px, 128px, 96px, 72px, 60px, 48px, 40px, 24px, and 20px at 32-bit depth. At 4-bit depth and 8-bit depth, the .ico file contains 48px, 32px, 24px, and 16px sizes.

Limited Use (Only use in cases where Preferred or Alternate cannot be printed)

Where to use

- Use the logo when referencing the brand in marketing communications.
- Do not use in conjunction with the Windows Live brand logo.
- You may use the product icon when describing how multiple applications work together.
- Because the Messenger icon is widely recognized, it can be a lead element in marketing. The Windows Live Messenger logo must be included as a sign-off in any marketing piece featuring Messenger. See [page 22](#) for more guidelines on how to use the Messenger icon.
- Product icons may be used in product pages when listing products. It can be used in combination with the name of the product underneath or beside it, but do not make it look like the logo.

How to use

- Whenever possible, use the horizontal version of the logo in which the symbol appears in full color. When minimum size requirements are not met for the full-color logo, you may use the product-only logo. See [page 20](#) for minimum size requirements.
- In copy, use "Windows Live Messenger" on first mention; in subsequent mentions, "Messenger" may be used.
- Observe all usage rules and "don'ts" shown on [page 21](#).
- Only use the one-color (black) logo in cases where the Preferred or Alternate logo cannot be used in print. Never use this logo online.

Referencing Windows Live Messenger 2011

The Windows Live Messenger 2011 logo

Preferred: Full-color horizontal logo



Alternate: Full-color vertical logo



One-color (black) logo



Limited Use (Only use in cases where Preferred or Alternate cannot be printed)

Where to use

- Use the logo when communicating about download and upgrade scenarios only.
- Do not use in conjunction with the Windows Live brand logo.
- Product icons may be used in product pages when listing products. "2011" can be used in combination with the name of the product underneath or beside it, but do not make it look like the logo.

How to use

- Whenever possible, use the horizontal version of the logo in which the symbol appears in full color. [See page 20 for minimum size requirements.](#)
- In copy, use "Windows Live Messenger" on first mention; in subsequent mentions, "Messenger" may be used. If you have already mentioned Windows Live on the same page and there are space constraints, you may use "Messenger." If mentioned with Windows Live Essentials 2011, you should use "Messenger" only. For example, "*Download Windows Live Essentials 2011 to get the latest version of Messenger.*" Only reference Messenger 2011 in the call to action such as "*Download Windows Live Messenger 2011 to get the latest version.*"
- Observe all usage rules and "don'ts" shown on [page 21.](#)
- Only use the one-color (black) logo in cases where the Preferred or Alternate logo cannot be used in print. Never use this logo online.

Referencing Windows Live Essentials

The Windows Live Essentials brand logo

Preferred: Full-color horizontal logo



Alternate: Full-color vertical logo



One-color (black) logo



Limited Use (Only use in cases where Preferred or Alternate cannot be printed)

Where to use

- Use the logo when referencing the brand in marketing communications.
- Do not use in conjunction with the Windows Live brand logo.

How to use

- Whenever possible, use the horizontal version of the logo in which the symbol appears in full color. [See page 20 for minimum size requirements.](#)
- In copy, use "Windows Live Essentials" on first mention; in subsequent mentions, "Essentials" may be used.
- Observe all usage rules and "don'ts" shown on [page 21.](#)
- Only use the one-color (black) logo in cases where the Preferred or Alternate logo cannot be used in print. Never use this logo online.

Referencing Windows Live Essentials 2011

The Windows Live Essentials 2011 logo

Preferred: Full-color horizontal logo



Alternate: Full-color vertical logo



One-color (black) logo



Limited Use (Only use in cases where Preferred or Alternate cannot be printed)

Where to use

- Use the logo when communicating about download and upgrade scenarios only.
- Do not use in conjunction with the Windows Live brand logo.

How to use

- Whenever possible, use the horizontal version of the logo in which the symbol appears in full color. [See page 20 for minimum size requirements.](#)
- In copy, use "Windows Live Essentials" on first mention; in subsequent mentions, "Essentials" may be used. If you have already mentioned Windows Live on the same page and there are space constraints, you may use "Essentials." Use "2011" in the call to action: *"Download Windows Live Essentials 2011 to get the latest version."*
- Observe all usage rules and "don'ts" shown on [page 21.](#)
- Only use the one-color (black) logo in cases where the Preferred or Alternate logo cannot be used in print. Never use this logo online.

Referencing Hotmail

The Hotmail brand logo

Preferred: Full-color horizontal logo



Alternate: Full-color vertical logo



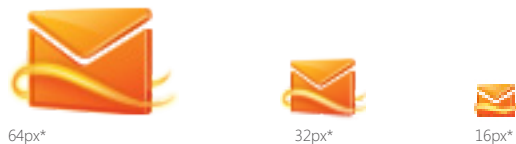
Microsoft version (horizontal)



Microsoft version (vertical)



Product icon



For product icons, contact wicons@microsoft.com.

*The .ico file also contains sizes 256px, 128px, 96px, 72px, 60px, 48px, 40px, 24px, and 20px at 32-bit depth. At 4-bit depth and 8-bit depth, the .ico file contains 48px, 32px, 24px, and 16px sizes.

One-color (black) logo



Limited Use (Only use in cases where Preferred or Alternate cannot be printed)

Where to use

- Use the logo when referencing the brand in marketing communications.
- Do not use in conjunction with the Windows Live brand logo.
- You may use the product icon when describing how multiple applications work together.
- Do not use icons as a primary marketing element or a design element.
- Product icons may be used in product pages when listing products. It can be used in combination with the name of the product underneath or beside it, but do not make it look like the logo.

How to use

- Whenever possible, use the horizontal version of the logo in which the symbol appears in full color. When minimum size requirements are not met for the full-color logo, you may use the product-only logo. See [page 19](#) for minimum size requirements.
- In copy, you can now use "Hotmail" in both the first and subsequent messages. Use the Microsoft Hotmail version of the logo where it is not possible to sign-off with the full "Microsoft" logo elsewhere in the communication. Typically, it will be necessary to use this version in 3rd party and partner communications.
- Observe all usage rules and "don'ts" shown on [page 19-20](#).
- Only use the one-color (black) logo in cases where the Preferred or Alternate logo cannot be used in print. Never use this logo online.

Referencing SkyDrive

The SkyDrive brand logo

Preferred: Full-color horizontal logo



Microsoft version (horizontal)



Product icon



64px*



32px*



16px*

For product icons, contact wicons@microsoft.com.

*The .ico file also contains sizes 256px, 128px, 96px, 72px, 60px, 48px, 40px, 24px, and 20px at 32-bit depth. At 4-bit depth and 8-bit depth, the .ico file contains 48px, 32px, 24px, and 16px sizes.

Alternate: Full-color vertical logo



Microsoft version (vertical)



One-color (black) logo



Limited Use (Only use in cases where Preferred or Alternate cannot be printed)

Where to use

- Use the logo when referencing the brand in marketing communications.
- Do not use in conjunction with the Windows Live brand logo.
- You may use the product icon when describing how multiple applications work together.
- Do not use icons as a primary marketing element or a design element.
- Product icons may be used in product pages when listing products. It can be used in combination with the name of the product underneath or beside it, but do not make it look like the logo.

How to use

- Whenever possible, use the horizontal version of the logo in which the symbol appears in full color. When minimum size requirements are not met for the full-color logo, you may use the product-only logo. [See page 19 for minimum size requirements.](#)
- In copy, you can now use "SkyDrive" in both the first and subsequent messages. Use the Microsoft SkyDrive version of the logo where it is not possible to sign-off with the full "Microsoft" logo elsewhere in the communication. Typically, it will be necessary to use this version in 3rd party and partner communications.
- Observe all usage rules and "don'ts" shown on [page 19-20.](#)
- Only use one-color (black) logo in cases where the Preferred or Alternate logo cannot be used in print. Never use this logo online.

Referencing Windows Live

The Windows Live brand logo

Preferred: Full-color horizontal logo



Alternate: Full-color vertical logo



Alternate: Full-color vertical stacked logo



Color line-art logo



One-color (black) logo



Use only when a full color logo is not possible.

Where to use

Although, the Windows Live brand has taken a less prominent role, it is still an important part of our communications

- Use only when referencing all Windows Live products, in the header of a Windows Live product landing page, or as part of the Windows 7 "to the Cloud" advertising campaign
- Do not use logo as the primary brand when marketing individual products

How to use

- Only in Windows Live marketing materials.
- Never modified in any way. Do not recombine the artwork elements with other logos or graphics to create new artwork. Use the artwork as it is provided on Media Bank.
- Never appear connected to, or as part of, any other type, symbol, or icon (except for the trademark symbols, which should always accompany the logo).

Usage examples for product logos

Product emails

Getting started | Add contacts | Edit profile | Share photos | Go Mobile | Get help

Hotmail

Get your inbox up and running

4 tips to help you get started with Hotmail.

Manage your email accounts in one place
You can access multiple email accounts, like your Gmail, Yahoo! Mail Plus, AOL mail, and other accounts in Hotmail®. That way, you can send and receive email all in one place.
[Check multiple accounts >](#)

Import all of your contacts
If you have contacts on a social network like Facebook or from another email account, you can import them into Hotmail with just a few clicks.
[See how >](#)

Bring emails and friends with you
You can easily read and respond to emails from your other email services—even bring your other contacts—into Hotmail. We'll even let everyone know about your new email address.
[Get started >](#)

Do more with your messages
With Hotmail, you can interact with certain messages. For example, you can interact with emails from services like LinkedIn and Amazon.com, view videos and photo albums from Hulu, YouTube, and Flickr, or even see the shipping status of packages—all without leaving your message window.
[Learn more >](#)

TIP: Access your email and calendar from almost anywhere with Hotmail on your mobile phone.
[See how >](#)

Next time: Learn how Hotmail can help you keep your inbox organized.
Microsoft

Getting started | Add contacts | Edit profile | Share photos | Go Mobile | Get help

Windows Live Messenger

Stay in touch with the people that matter

4 ways to connect with your friends.

Import all of your contacts
Be sure to add all the people who matter as your friends on Messenger. You can easily add contacts from lots of places like social networking sites, Gmail, and more in just a few steps.
[Import contacts >](#)

Express yourself
Personalize the way your Messenger friends see you. Use emoticons and winks, or add customized scenes and dynamic display pictures so you can always express what's on your mind.
[Learn more >](#)

Set up your webcam to talk face-to-face while you chat
Stay in touch in a whole new way using Messenger and a webcam. Try video chatting with your friends to see and talk to them in real time.*
[See how >](#)

More to see in Messenger
You can use Messenger to do more than chat. Use it to see what your friends are doing all across the web too. Messenger helps you keep up with the social updates that matter most—in one place.
[Learn more >](#)

TIP: Stay in touch with the people that matter most with Hotmail® and Messenger on your mobile phone.
[See how >](#)

Next time: Learn how you can get everything you need in one place.
Microsoft

Hotmail

Your inbox called. It says it misses you.

You and your Hotmail® have had some good times over the years. Those trips you planned, the dates you arranged, all the photos you shared with friends. Hotmail is better than ever. Isn't it time to get to know your inbox again?

[Rediscover Hotmail today](#)

Hotmail **Microsoft**

Windows Live Messenger

Put some feeling into it. Your display picture, that is.

Change your display picture in Messenger to match your mood. Use a webcam to capture your moods. When you type an emoticon, your display changes too!

[Capture your moods](#)

Windows Live Messenger **Microsoft**

Banner ad

From: Vivian Atlas
Subject: FWD: Kid vs. Kid

From: Vivian Atlas
Subject: FWD: Kid vs. Kid

From: Vivian Atlas
Subject: FWD: Kid vs. Kid

From: Vivian Atlas
Subject: FWD: Kid vs. Kid

Microsoft

Active View
Watch YouTube videos without leaving your inbox.
Look what you can do. >

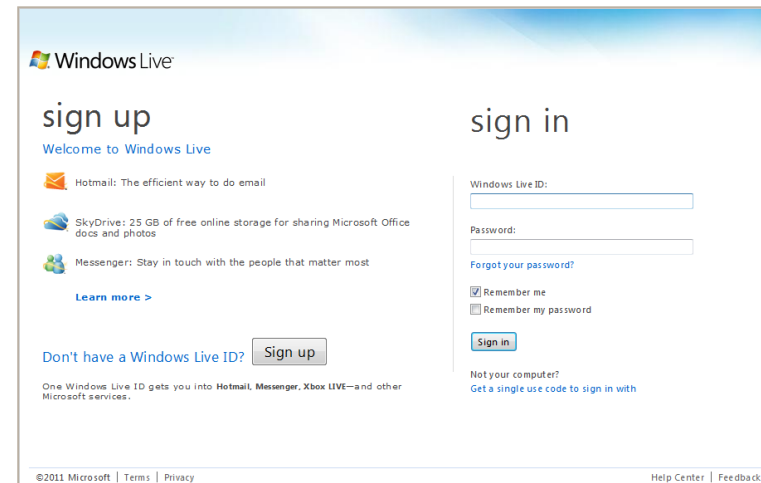
Hotmail

All should use the Microsoft logo in the sign-off position, as shown here.

For new/fresh examples, check out the showcase page on <https://brandtools.partners.extranet.microsoft.com>

Usage examples for Windows Live brand logo

Windows Live web pages



Example of Windows Live in UX.

Example of displaying all products.

Usage details for logos

Clear space



Trademark symbols



Minimum size

In print: x is greater than or equal to 0.2 inches.
On-screen: x is greater than or equal to 18 pixels.



Clear space

The logo should not be placed too tightly against typography, other graphic elements, or page trim. Always surround the logo with a clear space equal to the height of the lowercase letters.

Minimum size

The graphic on the left shows the smallest acceptable size for the logo. Never use the logo smaller than this, either in print or on-screen. If the full-color logo cannot be shown at minimum size, you may use the product-only logo instead.

Trademark symbols

The trademark symbols are included in the logo artwork available on Media Bank. Include all trademark symbols as they are provided.

- In extremely small or large applications, you may need to adjust the size of trademark symbols so that they are legible but not disproportionately large.
- All trademark symbols should be the same size.
- All trademark symbols, including the one next to the Messenger symbol, should be the same color as the logotype.

Logo don'ts



Don't change the color of the logotype.



Don't change the color of the symbol.



Don't skew or stretch the logo.



Don't use the logo in copy.



Don't create new product logos.



Don't change the position of the symbol.



Don't alter the typography in the logotype.



Don't connect other symbols or icons with the logo.



Don't use the Windows Live logo next to the Windows Live product logos.



Don't rotate or tilt the logo.



Don't place the logo over or within other graphic shapes.

Usage details for the Messenger icon

Appropriate modification of the Messenger icon

Both Messenger icons used together

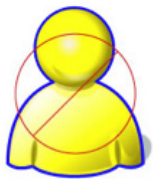


The blue icon used alone



For example only. Do not use these samples in marketing communications.

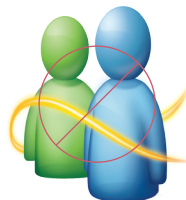
Messenger Icon Don'ts



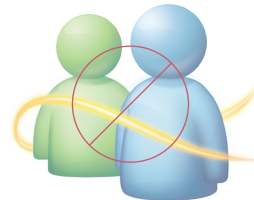
Do not colorize



Do not add inappropriate objects



Do not distort or skew



Do not make transparent

Using the Messenger icon in marketing

The Messenger icon has built up tremendous brand equity, making it widely recognized internationally. You may use the Messenger icon as a “hero” element. Because these icons are trademarked, it is important that you do not alter the icon itself. However, in some cases, you can modify the icon to accessorize it. Any modifications should be minor, however, and should not make the icon less recognizable. If you choose to modify the icon, follow these rules:

- Use the appropriate product icon for the Windows Live service that is the focus of the piece.
- In general, use both figures together in all applications. Use one figure only in personalization stories, where you should use the blue icon.
- Never create new icons. Always use the official icons.
- **Any modifications of the Messenger icon must be sent to wlbrand@microsoft.com for brand review.**

When modifying the Messenger icons, please follow these guidelines:

When using the Messenger icon as a “hero” element, it is okay for the icon to:

- Jump, nod, or move in non-suggestive ways.
- Wear a hat or accessories that do not obscure the body so that it isn't recognizable.
- Be shown with more than one icon.

DO NOT:

- Add facial features to the icon.
- Put clothes on the icon.
- Change the shape of the icon—head, body or arms
- Show the icon being harmed.
- Put the icon in a situation that a person would find embarrassing or humiliating.
- Show the icon involved with anything inappropriate.

Gradient backgrounds



Windows Yellow Background



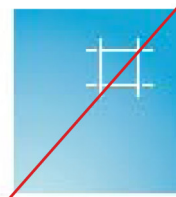
Windows Green Background



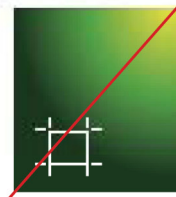
Windows Blue Background



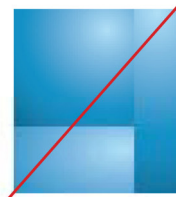
Windows Live Light Blue Background (NEW)



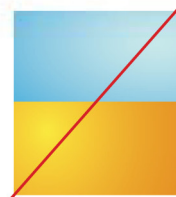
Don't crop in so tightly that the hot spot is excluded.



Don't crop in too tightly on dark areas.



Don't use more than one background.



Don't use multiple colors together.

Overview

The color backgrounds are an important element of the visual identity. Rich and vibrant, they create contrast, help other elements stand out, and create a unified story.

You may use any of the four color backgrounds in your communication. If there are multiple pages in your design, you may use all four color backgrounds, but don't use more than one color background within a particular spread.

A white background may be combined with a color background. For example, a website header would use a color background and the body of the web page would use a white background.

Typography

Segoe Regular, Light, Italic, and Bold

ABCDEFGHIJKLabcdefghijkl
ABCDEFGHIJKLabcdefghijkl
ABCDEFGHIJKLabcdefghijkl
ABCDEFGHIJKLabcdefghijkl

Felt Tip Roman

ABCDEFGHIJKLabcdefghijkl

Copy elements

headline
HEADLINE

Segoe Light

~~seize any moment~~

Don't overuse color in the typography.

~~Body copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer id nunc justo.~~

Don't overly track the letterspacing.

~~seize any moment~~

Don't use Segoe Regular in headlines.

~~seize any moment~~

Don't use Segoe Black.

~~seize any moment~~

Don't use Segoe Script.

Note: This is a change from the previous version of the Windows Live guidelines. This font is no longer recommended for a handwritten look.

~~SEIZE ANY MOMENT~~

Don't set body copy in uppercase.

~~HEADLINE~~

Don't use handwriting for headlines.

Overview

The visual identity uses the exclusive Microsoft Segoe font family.

The preferred weights for use in communications are Segoe Light and Segoe Regular, but other weights and the italic font are available for limited use.

- Use Light for headlines and large subhead copy (14 points or larger).
- Use Regular for body copy or subheads smaller than 14 points. Do not set body copy in uppercase.
- Use Light Italic for pull quotes. May also be used in headlines to emphasize one or two words.
- It is preferred that headlines use sentence-style capitalization, although they may be set in uppercase.

Segoe should be used to create headline graphics and banners for the web. Use Tahoma for interface and navigational elements, and Verdana for the body content of web pages.

Copy may be set in one of the four primary colors or black, white, or gray. Choose a color that provides the best contrast with the background.

Use of handwriting

Use handwriting sparingly. It should be used to communicate someone's voice—either the customer's or a specific person's (for example, a pull quote in an e-mail from a Microsoft employee).

Make sure that handwriting is legible if real handwriting is used.

Sentence-style capitalization is preferred.

Handwriting can be placed horizontally, vertically, or slanted.

Color handwriting on a color background is acceptable to use, but consider the results of color combinations.

Do not use handwriting for headlines.

For more details on our font family, check out the Microsoft brand guidelines.

Secondary elements

Light wave elements

Light wave 1



Light wave 2



Light waves can be placed over flat-color backgrounds.



Place logo inside contrast of light wave for highlight.



When using a vertical background, rotate light wave and scale to fit appropriately if needed.



Scale light wave to fit background for small sizes.

Overview

- Use colored backgrounds with light waves. Backgrounds may be gradient colors or primary or extended palette colors.
- Use to create a visual hot spot to draw attention to one of the Windows Live product logos. Place logo in the lightest part of the light wave.
- When adding graphics on top of light waves, ensure that the resulting combination is not too busy and does not distract from copy.
- There are no prescribed uses for light wave 1 versus light wave 2. You should choose the style that works best for your communication.
- When designing for small spaces, scale light wave down so that it fits the background.

DO NOT:

- Use light waves over photography.
- Colorize the light waves.
- Change the shape or skew the light waves.

Secondary elements

Print ads



Web banners



Product icons –Essentials

In an effort to reduce the number of product brands we market, we have eliminated the individual product logos for Photo Gallery, Movie Maker, Mail, Mesh, and Family Safety.

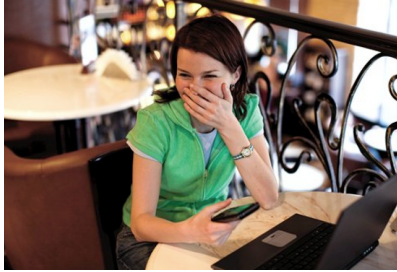
- Use the Windows Live Essentials logo in sign off position
- Use the product icons as an optional “hero” graphic
- Do not lock up the icon with the product name or other text

Messenger emoticons

The Windows Live emoticons should not be used for marketing. However, we understand that sometimes the need arises to show in-product UI elements.

Please contact wbrand@microsoft.com for approval before using.

Photography style



Our photography will capture the connections made in everyday moments.

Our photography library is available on Media Bank. If you need to supplement this library, the style principles below must be followed when choosing photos from other Microsoft photography libraries.

- Active moments—unscripted and natural
- Natural lighting and vivid, rich color
- Sharp focus and strong composition
- “The best snapshot you ever took”
- Focuses on a main character – a “hero”

When choosing photography showing products and people, do not show static moments. For example, a person sitting and staring at a PC or standing alone and looking at a phone.

The Windows Live photo library is located on Media Bank under Active>U-Z>Windows Consumer

Names

Hotmail®:

Online e-mail service

You can now use *Hotmail* stand alone on the first and subsequent mentions. Use *Hotmail* only to refer to the service. Otherwise, use *e-mail* or describe the specific area, such as the inbox or the folders.

Windows Live®
Messenger:

Instant messaging service

Always use *Windows Live Messenger* on first mention. On subsequent mentions, shorten to *Messenger*.

SkyDrive®:

Online storage for file sharing

You can now use *SkyDrive* stand alone on the first and subsequent mentions.

Windows Live®
Essentials:

Free programs for your Windows PC

Use *Windows Live Essentials* on first mention; *Essentials* can be used on subsequent mentions.

Windows Live®:

Parent brand

Use *Windows Live*® on first mention; the trademark symbol may be dropped on subsequent mentions. Always use the full name

Referring to trademarked names

The following properties receive the trademark symbol (™) or registered trademark symbol (®), as shown, on the first reference in the body text of communications that require trademark attribution.

Exceptions:

Symbols are not used in the body of the user interface; instead, trademarks will be attributed through a standard footer at the end of each page. Likewise, trademark symbols are not required in Help files.

Hotmail®

SkyDrive®

Windows Live®

Do not include a registered trademark symbol after Windows when it is part of the Windows Live name. The Windows Live name is a composite trademark.

When referring to a beta version, use a lowercase 'b.'

Note: Windows Live and SkyDrive are now registered trademarks and use ® instead of TM.

Other names

Products included
in Windows Live
Essentials

Windows Live® Family Safety
Windows Live® Mail
Windows Live® Movie Maker
Windows Live® Photo Gallery
Windows Live® Mesh
Windows Live® Writer

Use full name on first mention; on subsequent mentions you may drop *Windows Live*.

Products with
versioning

Windows Live® Essentials 2011
Windows Live® Family Safety 2011
Windows Live® Mail 2011
Windows Live® Messenger 2011
Windows Live® Movie Maker 2011
Windows Live® Photo Gallery 2011
Windows Live® Mesh 2011
Windows Live® Writer 2011

Use the full name on first mention, for example, *Windows Live <product> 2011*. If you have already mentioned *Windows Live* on the same page and there are space constraints you may use *<product> 2011*. On subsequent mentions, you may drop “*Windows Live*” as well as the version number. For example, “*Download Windows Live Essentials 2011 to get the latest version of MovieMaker and capture great memories!*”

Features of Hotmail,
Messenger or
SkyDrive

Calendar + other features
Contacts
Profile

Do not combine with *Windows Live*. Refer to these as features of *Hotmail*, *Messenger* or *SkyDrive*.

For questions and an extensive list of other features, contact the [Windows Live brand alias](#).

Resources

We know these guidelines will not answer every conceivable communication question. For any further questions, please contact **wlbrand@microsoft.com**.

Where to get the logos and other assets:

Go to <http://mediabank> (Active → U-Z → Windows Live)

External: <https://mediabank.partners.extranet.microsoft.com/> (Active → U-Z → Windows Live)

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