This logo is used in reference to the Xbox *Live*™ service

THE LOGO
Building equity in the Xbox™ brand is the highest priority overall. It is the overarching brand umbrella covering all our products.

Keeping this in mind, the Xbox *Live* logo is our single most important sub-brand icon. Xbox *Live* is a strong feature and a natural extension of the Xbox brand that capitalizes on existing Xbox brand identity elements and values without competing with the parent brand.

On all printed, online and other materials and applications, the Xbox *Live* logo must always be featured prominently. These guidelines have been developed to protect the Xbox *Live* logo's legal status, as well as to

communicate the conceptual power of Xbox *Live*. Following the Xbox *Live* guidelines will ensure true Xbox *Live* logo longevity and versatility over Web, TV ads, games, print and other usage.

The Xbox guidelines apply to all Xbox *Live* communication and these Xbox *Live* guidelines should not be used in contrary to the Xbox guidelines.

SUB BRAND
The Xbox *Live* logo does not replace the Xbox logo. It is to be used in conjunction with the master brand (Nexus + Xbox lock-up). Therefore, the *Live* logo is more prominent then the Xbox logo because it is anchored by the master brand in all communication.

XBOX *LIVE* IN TEXT
The ™ is only used with the first occurrence of Xbox *Live*™ in the piece of communication. *Live* is always in italics.

MISUSE OF XBOX *LIVE*
Do not represent or refer to *Live* in wordplay or visuals. Do not use the graphic logo in a written text. Also, the *Live* logo should never appear in a game title.

• Don't use "*Live*" followed by a generic term (for example, Play Tennis Live).

• Don't use "*Live*" as a suffix or version identifier (for example, Motocross Madness® *Live* or Moto *Live*).

• Don't create a coined term for an Xbox game title that begins with the word "*Live*" (for example, Halo *Live*). *Exceptions:* Established game titles that are being adapted for the Xbox video game system or existing brands in other areas of use.

• Don't create taglines, sell lines, or marketing copy that emphasize "*Live*" (for example, "Go Live with Xbox *Live*").

ONLINE ENABLED
The descriptor "online enabled" refers to a game's ability to be played online, and should only be used in association with a specific game -- not in reference to the Xbox *Live*™ service itself. In order to convey the online component of a particular game, you may include "online enabled" with the Xbox *Live* logo.

FONT USAGE AND COLOR
In accordance with the Xbox™ Style Guide, only the Xbox Font should be used for the "online enabled" tagline and never in type sizes smaller than 5 points. The font color should only be white, gray or black.

ONLINE ENABLED IN TEXT
When referring to a game in text, "online enabled" is only used to describe a game's ability to be played online. Here are two examples of how to correctly use the descriptor:

"Whacked is an online enabled Xbox title."

"Play with your friend on Xbox *Live* with Whacked, an online enabled game from Microsoft Game Studios."
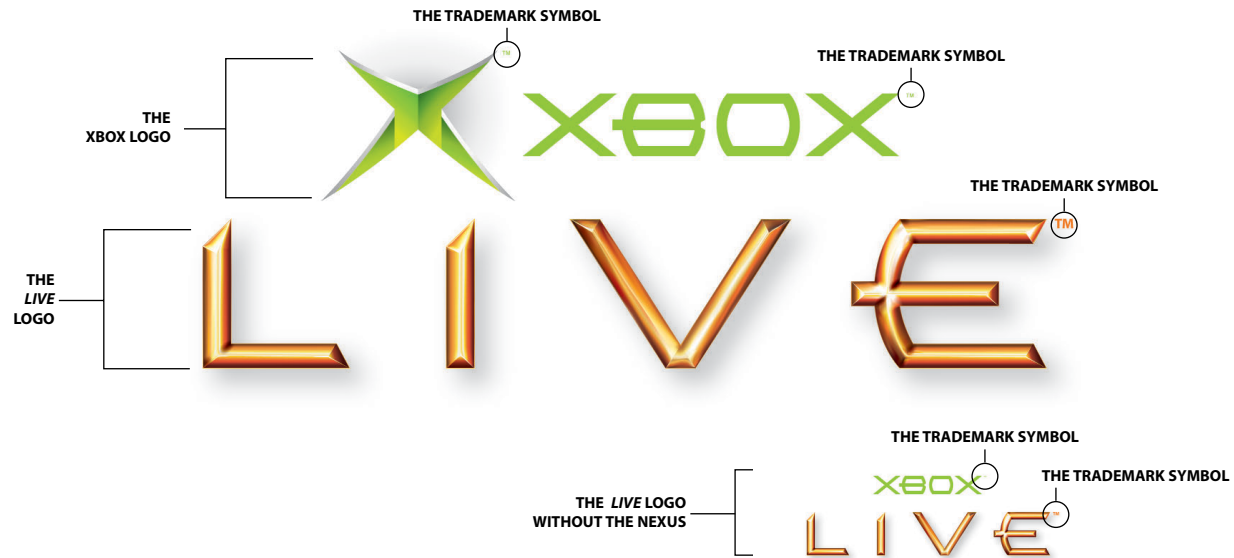
THE TRADEMARK SYMBOL

THE TRADEMARK SYMBOL

THE
XBOX LOGO

THE TRADEMARK SYMBOL

THE
LIVE
LOGO

THE TRADEMARK SYMBOL

THE TRADEMARK SYMBOL

THE *LIVE* LOGO
WITHOUT THE NEXUS

Logo Components

THE XBOX *LIVE* LOGO
The Xbox *Live*™ logo is a symbol of youthful, energetic and vibrant online personality, mirroring those who will take full advantage of the feature and identify with its philosophy.

USE OF THE NEXUS
When the Xbox *Live* logo is placed less than three *Live* word lengths away from the Nexus in the Xbox™ logo, the Nexus within the *Live* logo is removed. At any length greater than three *Live* word lengths, the Xbox *Live* logo with Nexus should be used *(see page 10 for details)*.

THE TRADEMARK SYMBOL
The Xbox and *Live* logos have been trade-marked and the ™ must appear with the logos at all times.

TRADEMARK NOTICE
The following trademark notice should be used whenever possible when the Xbox *Live* logo is displayed. "Microsoft, Xbox, Xbox Live, the Live logo, and the Xbox logos are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries and are used under license from Microsoft."

Regarding use of the ™ symbol, you should start including the ™ symbol behind the "Live" logo in all lockups. Regarding use of the ™ symbol with Xbox Live, for the Xbox Live logo you should still use the ™ symbol with both Xbox and Live; however, when using "Xbox Live" in text you should only use the ™ symbol after the entire name, i.e., "Xbox *Live*™."
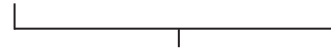
**PRIMARY
APPLICATIONS
WITH
PREFERRED
BACKGROUND**
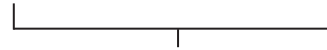
**SECONDARY
APPLICATIONS
WITH
ALTERNATE
BACKGROUND**

DO NOT

Use the grayscale logo as a line-screen or mezzotint.

DO NOT

Screen one-color *Live* logo.

DO NOT

Outline or shade the logo.

SETTINGS FOR THE LOGO
The Xbox *Live*™ logo must always stand prominently in its representation. In order to avoid distorting the size or shape of the logo, please follow these guidelines for its application and settings.

PRIMARY APPLICATION
Use the Xbox *Live* color logo with a black background in all primary applications. The background color should be solid or without high-contrast texture. If the logo is placed on a high-contrast background, use the black box version or use a black keyline around the white version of the logo.

OTHER APPLICATIONS
The alternate color logo is on the white background, for use when the black background is not appropriate. Use the Xbox *Live* grayscale logo only when you are unable to use a full-color version. Keep in mind that keylines are acceptable, but should never be larger than 1pt. or smaller than .5pt.

X-HEIGHT

X

X

X

X

3/4 INCH

Spacing / Size

CLEAR SPACE
A crucial part of maintaining the integrity of the Xbox *Live*™ logo is proper clear space. It is the area surrounding the logo that must be kept clear of text, other graphic elements or page crops. Maintain a minimum clearance equal to the "x-height", or the height of the Xbox™ word mark, as illustrated above, between the logo and other elements. The Xbox *Live* logo should appear only in a vertical position, never horizontally or skewed.

MINIMUM SIZE
The Xbox *Live* logo has no standard size; it can be reproduced in larger or smaller sizes, depending on its use. However, the logo must always be readable. To ensure this, the Xbox *Live* logo should appear at least 3/4" (2 cm) in length or 12-point cap height when printed. Online, the logo should always appear 80 pixels wide or larger.

RELATIONSHIP TO OTHER LOGOS
The Xbox *Live* logo must not be incorporated or used in any manner as part of, or in close proximity to, another company's name, domain name, product or service name, logo, trade dress, design, slogan or other trademarks. The logo must never appear with any other symbol or icon (except the trademarks or when using *ONLINE ENABLED*). Always follow the clear space guidelines while placing the Xbox *Live* logo near other logos.

LOGO ANIMATIONS
The animated Xbox *Live*™ logo conveys the company's vision of the excitement, vibrancy, and pulsating energy of live online gaming. This is symbolized by a bright white blast of arc-light fading into the emerging Xbox™ master logo and sub-brand text logo "*Live*" in orange for differentiation. The white arc-light eventually becomes the orange blazing tip of the letter "I" in "*Live*".

This logo reflects the values and brand strength of the Xbox master brand as well as the hot energy of the Xbox *Live* brand. Because of its dynamic nature, and in order not to dilute its power as an iconic animated logo, nothing may rest against any part of the logo, hover around it, or pass behind it. Animations must end on the unaltered Xbox *Live* logo on a black or white background.

A 1.5 second animation and a 5 second animation are available in various formats.

To request the pre-approved broadcast Xbox *Live* logo animations, please e-mail:
 • xboxarta@xbox.com for North America
 • xboxarte@xbox.com for Europe
 • xboxartj@xbox.com for Japan

XBOX _LIVE_™ BRANDING BAR

XBOX _LIVE_ SPINE

XBOX _LIVE_ DOWNLOAD BUG

DO NOT

Alter the logo in the horizontal color bar

TEMPLATES
There are two templates that should be used for Xbox _Live_™ games. The first is for games that can be played online. The second is for games that only support the Xbox _Live_ Content Download feature. Detailed instructions and templates can be downloaded from: https://xds.xbox.com

USAGE
For a consistent look of Xbox _Live_, logo placement on an Xbox _Live_ game package cover is directly beneath the Xbox™ brand-ing bar. In this case, consider the Xbox brand-ing bar and the _Live_ bar one graphic ele-ment. Neither should be altered or changed. _Live_ should appear centered beneath the Nexus as shown in the graphic above.

Follow these rules for other placement areas:

• On packaging spines, _ONLINE ENABLED_ should be placed below the Xbox logo so it reads horizontally when the package is placed upright. (see above example)

• The Xbox _Live_ logo is never to be used on spines.

 • For disc labels printed in one color (other than black or white), use a knockout of the logo.

• See the packaging template in the Xbox Guide (https://xds.xbox.com) for details.

• The _Live_ bar and the _Live_ Download Bug are not to be used together. Please reference the Xbox Guide on **https://xds.xbox.com** for detailed instructions and templates.

SIZE
The Xbox _Live_ logo should never appear smaller than 3/4" (2 cm) in length or 12pt. cap height when printed.

The Xbox _Live_ download bug should never appear smaller than 1" (2.25 cm) in length or 36pt. cap height when printed.
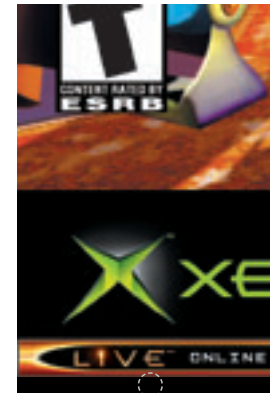
USE THE NEXUS

AT LEAST THREE *LIVE* WORD LENGTHS AWAY FROM XBOX NEXUS

DO NOT USE THE NEXUS

WITH OPTIONAL ONLINE ENABLED VERBIAGE

BRANDING BAR

1/8" BLACK CLEAR SPACE BELOW BAR

DO NOT

Alter the vertical lock-up of the logo.

DO NOT

Show the logo with any other symbol or icon (except the trademark symbol).

PMS 1505

CMYK: C=0 M=65 Y=100 K=0

POSITIONING
The Xbox *Live*™ logo must be clearly positioned in all marketing and promotions efforts. Two possibilities for logo configuration are listed below:

1. BRANDING BAR
The Xbox™ branding bar and *Live* Bar can be used according to the guidelines laid out on page 9. The two must always be adjacent and locked up vertically.

Additionally, there must be 1/8" clear black space below the *Live* Bar to ensure it is not nested against the trim of the page.

2. NO BRANDING BAR - Nexus logo
When the Xbox *Live* logo is placed within three *Live* word lengths away from the Nexus in the Xbox logo, the Nexus is then removed. At any length greater than three *Live* word lengths, the Nexus Xbox *Live* logo version should be used.

COLOR
Whenever possible, the logo should be presented on a black background. If the application setting is busy or distracting to the logo, it should always be presented in a rich black background box. (C=63 M=52 Y=51 K=100) In order to match the orange in *Live*, PMS 1505 or C=0 M=65 Y=100 K=0 should be used. Please see above swatch for sample.

PLACEMENT
The Xbox *Live* logo only appears in a vertical lock-up. The logo must stand alone and may not be combined with any other object except the Xbox logo, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features or symbols. For page folds (e.g. magazines), text and graphic elements, the minimum required clear space should be the *Live* logo height. The logo must never appear with any other symbol or icon (except the trademark symbol or online enabled). Keep the logo the same height relative to other logos except the Xbox logo.

The Xbox logo should be in the "anchor" position in the piece of communication,

preferably the lower right corner. The Xbox *Live* logo should be placed in a secondary position of prominence to the Xbox logo.

SIZE
There is no standard or preferred size of the Xbox *Live* logo. However, the logo must always be readable. To ensure this, the Xbox *Live* logo should never appear smaller than 3/4" (2 cm) in length or 12pt. cap height. In addition the Xbox word mark in the **Xbox logo** must always be at least 50% larger than the Xbox word mark in the **Xbox *Live* logo.**

These are the options for Print Advertising Only.
There are no variations.

1ST PARTY AD LOGO LOCK-UP

HORIZONTAL XBOX *LIVE* BAR

3RD PARTY AD LOGO LOCK-UP

XBOX *LIVE* VERTICAL LOGO

1ST PARTY AD LOGO LOCK-UP
For 1st party advertisements, a horizontal Xbox *Live*™ branding bar is used in conjunction with the Xbox™ logo. The Xbox word mark (without the Nexus) is used with the *Live* logo and then followed by "online enabled."

3RD PARTY AD LOGO LOCK-UP
For 3rd party advertisements, a vertical lock-up of the Xbox logo and the *Live* logo is used. The *Live* logo is always centered beneath the Xbox word mark. Please see the example above.

CLOSING BUMPER
For TV advertisements of Xbox *Live*™
titles, this animation should appear at
the close of the spot.

This 1.5 second animation is available in
various formats.

To request the pre-approved broadcast
Xbox *Live* logo animations, please e-mail:
• xboxarta@xbox.com for North America
• xboxarte@xbox.com for Europe
• xboxartj@xbox.com for Japan

DESIGN STYLE GUIDE

THE LOGO ONLINE

An online presence for the Xbox *Live*™ logo reinforces its strong multi-dimensional online personality. Whenever possible, reproduce the logo using standards equal to those used in print and packaging.

Also, when users click the Xbox *Live*™ logo, they should be directed to www.xbox.com <http://www.xbox.com/>

AUTHORIZATION

If you do not have a licensing agreement, written approval must first be obtained before displaying the Xbox *Live* logo online.

To request assets for pre-approved online Xbox *Live* logo applications, please e-mail:
• xboxarta@xbox.com for North America
• xboxarte@xbox.com for Europe
• xboxartj@xbox.com for Japan

PIXEL SIZE

Online, the logo should never appear smaller than 80 pixels wide. All other standards for the color, size and other representation of the logo online are to remain consistent with those used in print and packaging.

MERCHANDISING
Approved apparel colors are black and white.

Only when used on merchandise, the Xbox *Live*™ logo can be used in varying size to the Xbox™ logo. Both logos need to be included on the product.

SECONDARY APPLICATIONS
If neither black nor white backgrounds are possible, the Xbox *Live* logo in the black box must be used. For *Live* logo background rules, please refer to the logo background section *(See page 7 for details)*.