

# Digital Asset Requirements for Game Titles

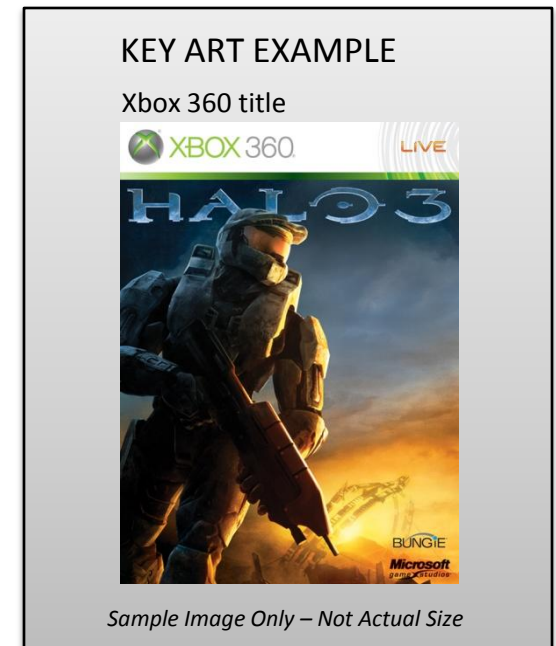
The following section covers the  
creation and use of digital assets  
required to publish Game content on  
Xbox LIVE Marketplace

# Game Key Art

## General requirements for all Game Titles

Key Art is used to represent your title on Xbox.com and Xbox LIVE Marketplace. Key Art for a Game title should be a “box art” style image that represents the game. Key art **MUST** be suitable for *global* use, across all regions. If required, publisher must submit additional *localized* box art and dictate use in specific regions.

- Global Key Art
  - Submit 1 key art asset to be used globally
  - Global Key Art must NOT include region-specific imagery:
    - **NO** parental ratings logos (ESRB, PEGI, CERO), etc)
    - **NO** NTSC/PAL/SECAM logo
- Localized Key Art (if applicable)
  - IF the game requires a localized box shot for a specific region, then publisher must submit the localized key art image(s) and communicate in the XCMT /Web MP TitleInfo sheet the applicable region(s).
  - Localized Key Art must NOT include region-specific imagery:
    - **NO** parental ratings logos (ESRB, PEGI, CERO), etc)
    - **NO** NTSC/PAL/SECAM logo



Note: If key art imagery has not been finalized, publisher may submit an interim image created from screenshots, game logos, iconic character art, advertising materials or other suitable artwork. Interim image must be provided as an 584x800 jpeg image, including 584x100 branding bar.

# Game Key Art Requirements:

Publisher Source key art image:

- **584x800 jpeg** image saved at **maximum quality**
- The appropriate “Branding Bar” must be included at the top of the 584x800 image (see branding bar examples at right)
- The four branding bars at right will be used across all regions. Do NOT localize the text in the branding bar.
- Do NOT include region-specific imagery such as rating (ESRB, PEGI, CERO) or video display type (NTSC, PAL, SECAM)

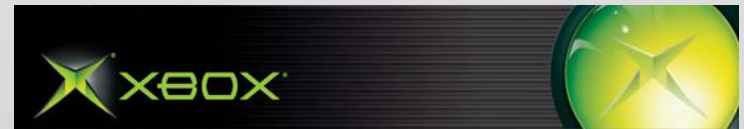
See the next four pages for detailed examples of Key Art for Xbox 360, Xbox Originals, Arcade, and Community Games titles.

## BRANDING BARS

Xbox 360 Branding Bar



Xbox Originals Branding Bar



Arcade Branding Bar

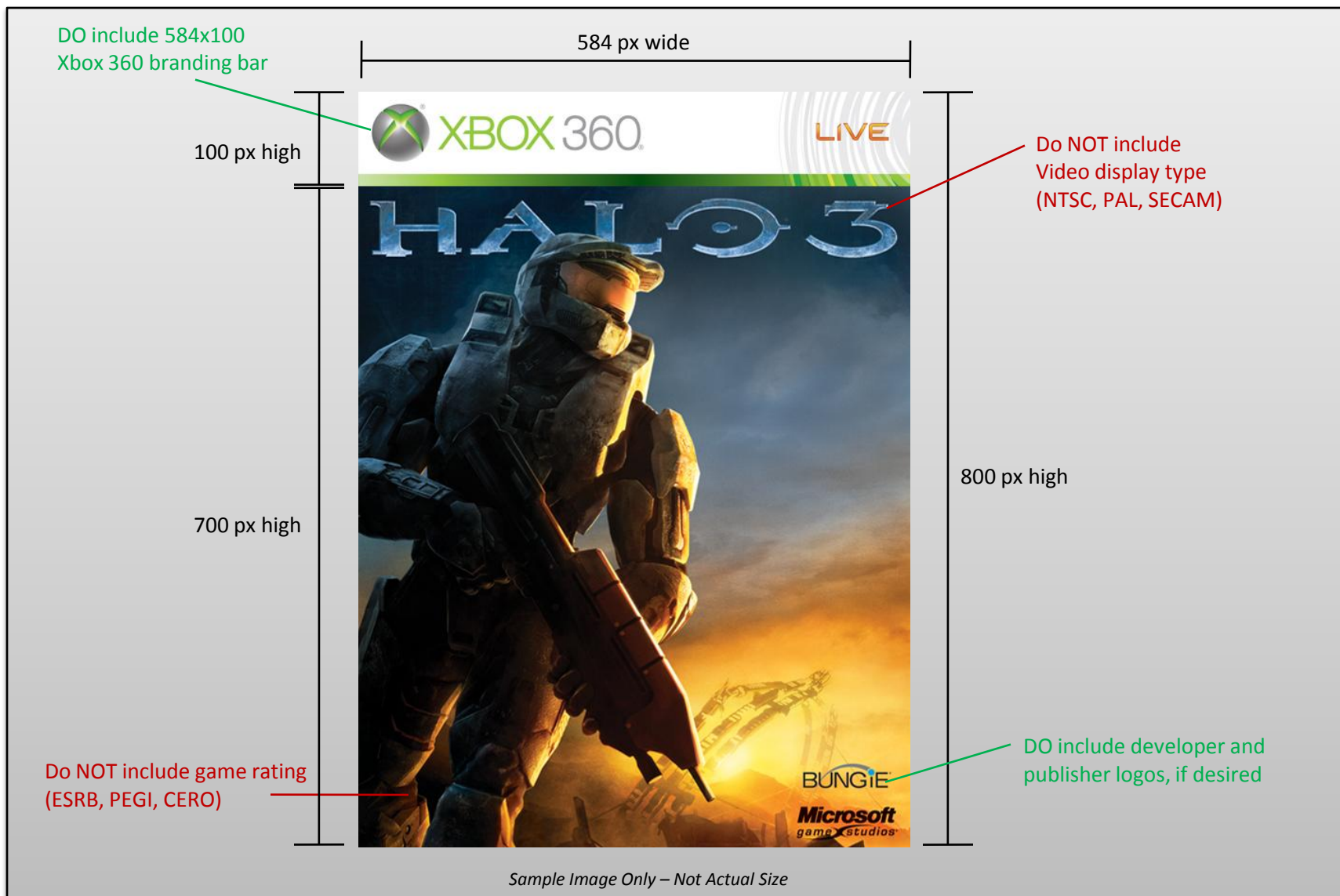


Community Games (XNA) Branding Bar

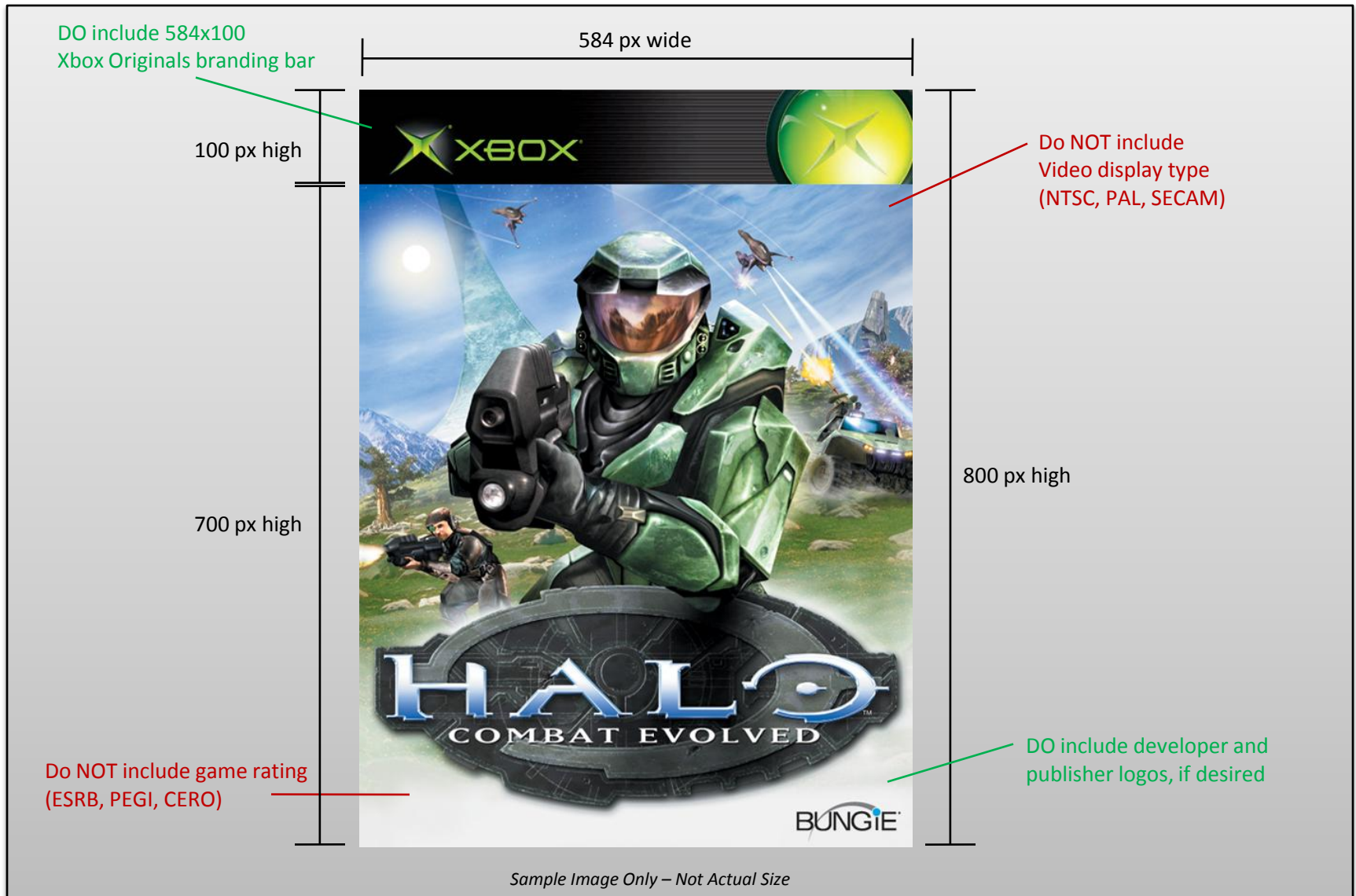


*Sample Images Only – Not Actual Size*

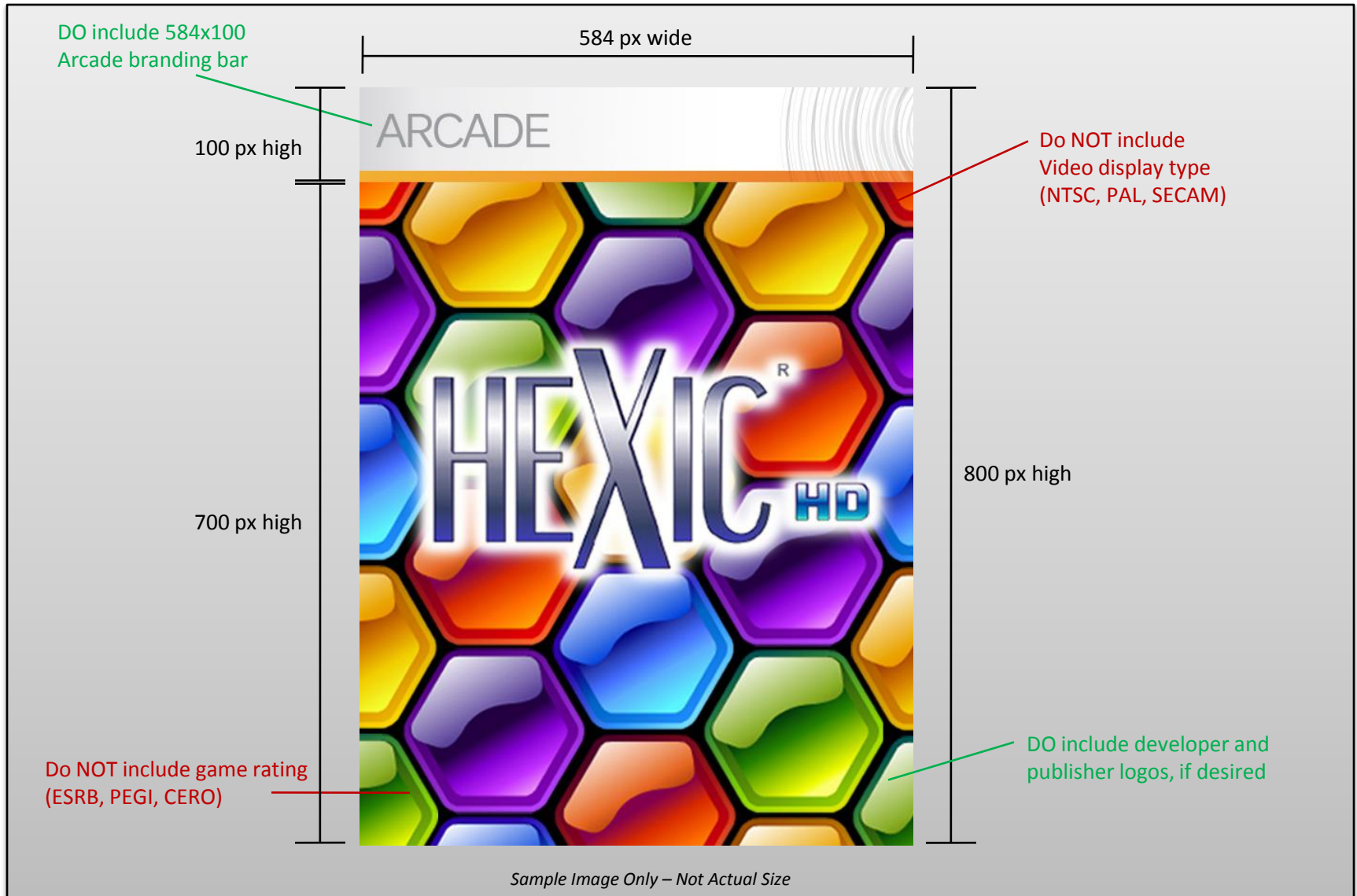
# Game Key Art: Xbox 360 titles



# Game Key Art: Xbox Originals titles

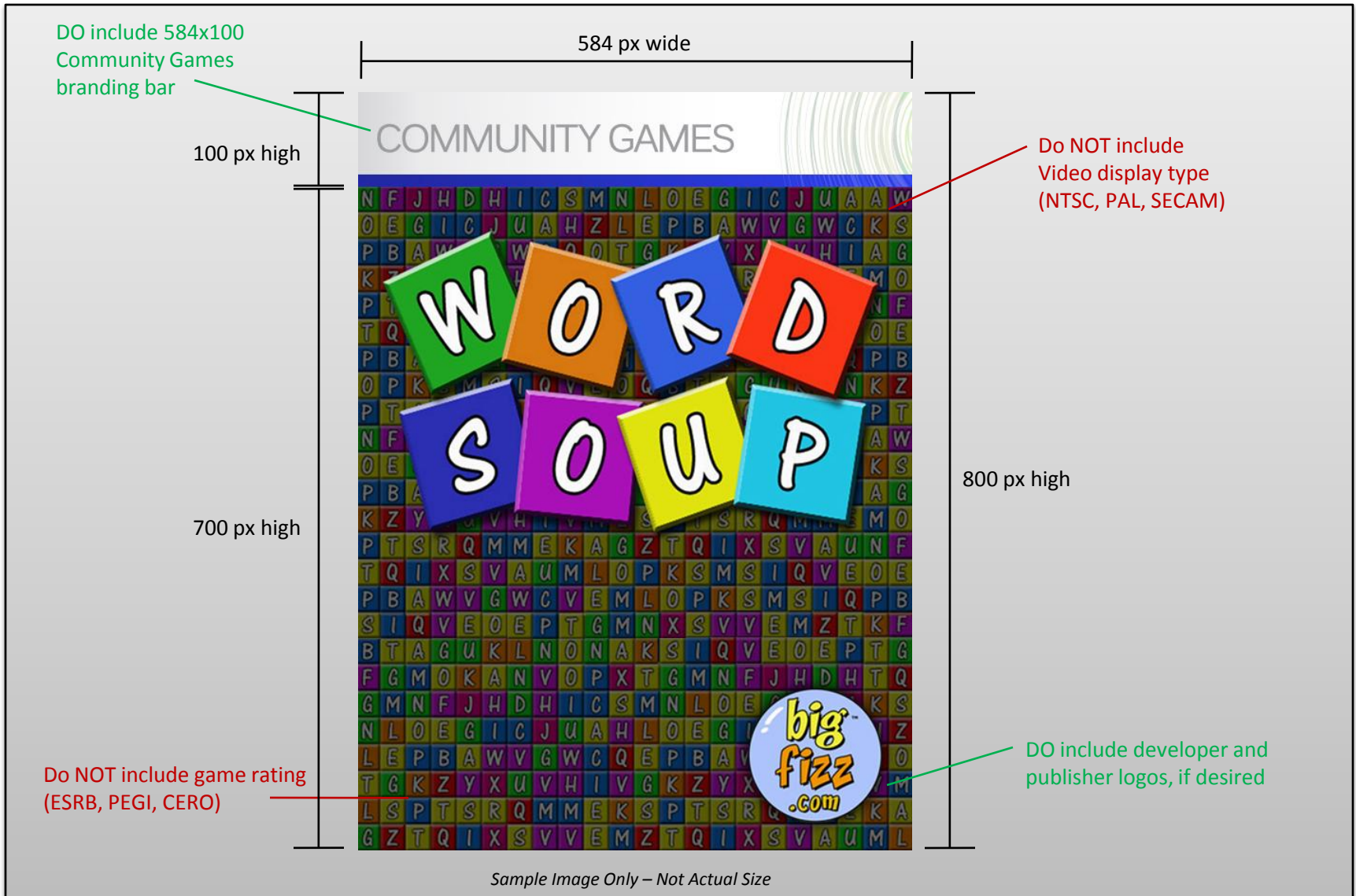


# Game Key Art: Arcade titles

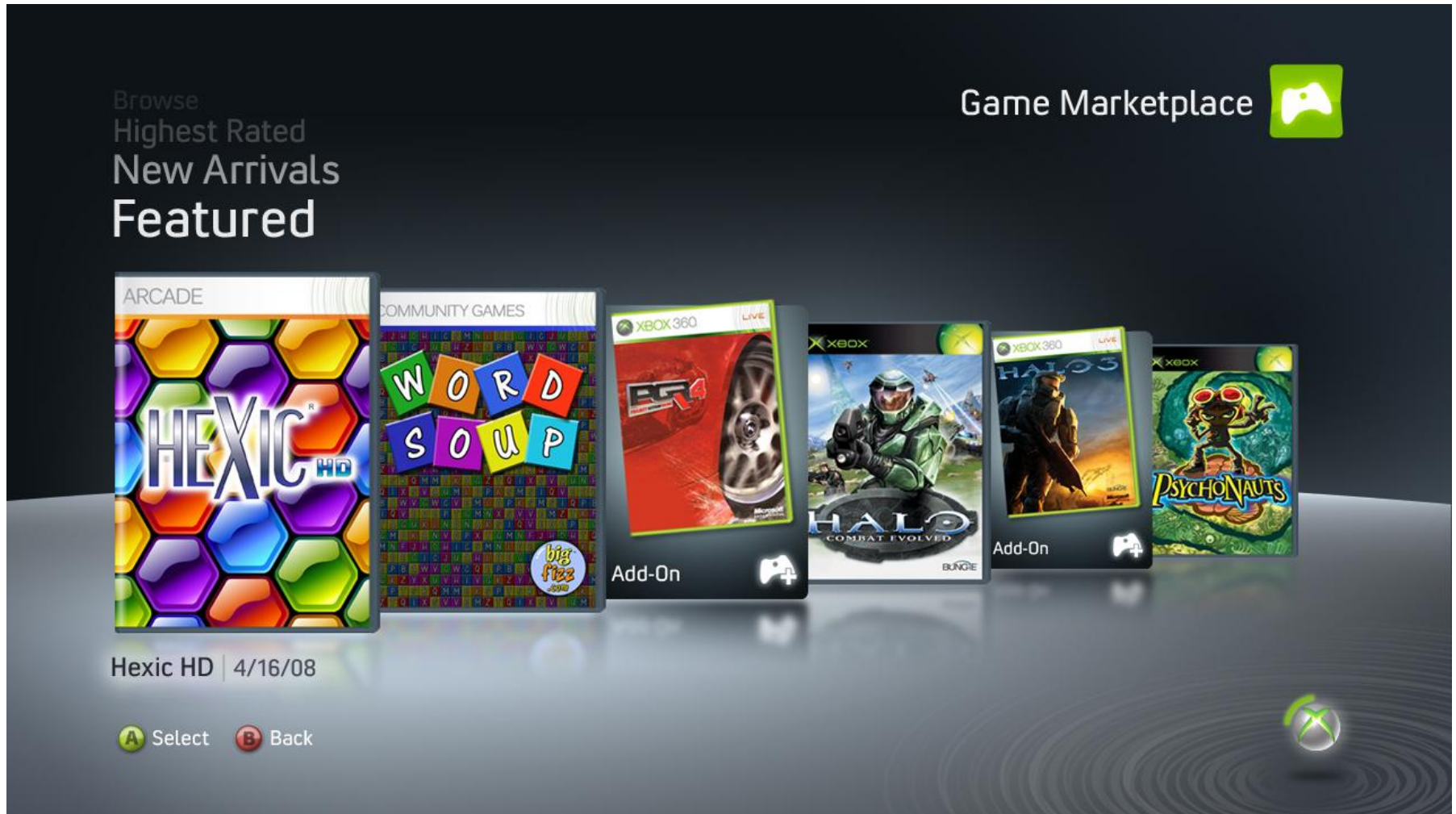




# Game Key Art: Community Games titles



# Game Key Art – Usage



Key Art in Game Marketplace



# Offer Graphic

## Required for downloadable content on Xbox LIVE Marketplace

All content that a user can download from Xbox LIVE Marketplace requires a 420x95 **Offer Graphic**. Examples of downloadable content include full games that can be downloaded (typically Xbox Original, Arcade or Community Games titles) as well as game-related content such as game demos, trailers, themes, gamer pics, or game add-ons such as Map Packs, Expansion Packs, Character Packs, etc.

Game titles without downloadable content do not require a Offer Graphic.

Offer Graphic requirements:

- **420x95 PNG** image
- An Offer Graphic image should be submitted for *each* piece of downloadable content
- Image should represent the downloadable **content**, not just the game title

### OFFER GRAPHIC EXAMPLES

Offer Graphic for Halo Wars picture pack



Offer Graphic for Crackdown theme



Offer Graphic for Hexic 2 arcade title



Offer Graphic for Uno add-on (PGR themed Uno deck)



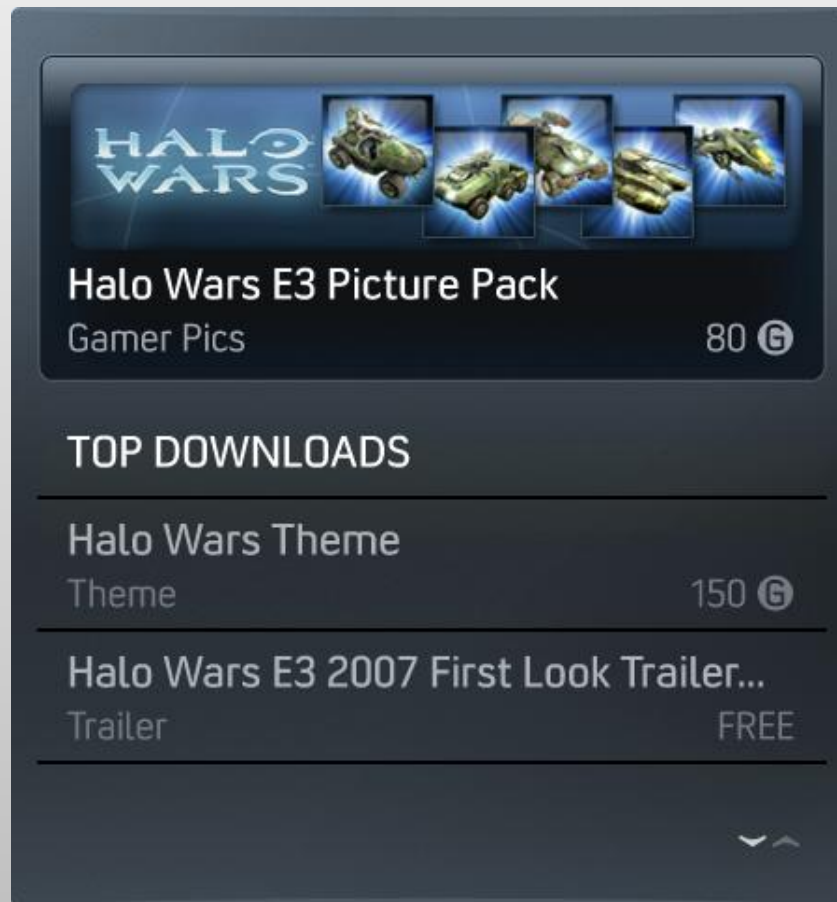
*Sample Images Only – Not Actual Size*

# Offer Graphic – Usage

Content Graphic as provided by publisher



Content Graphic as it may appear in a list of downloads



*Sample images only – not actual size.*

# Game Tile

Every game title must have one 64x64 **Game Tile**, which is used to represent the game title in list formats.

See next page for an example of a list format.

Game Tile image requirements:

- **64x64 PNG** image
- One image per title

## GAME TILE EXAMPLES

Game Tile for Halo 3



Game Tile for Hexic HD

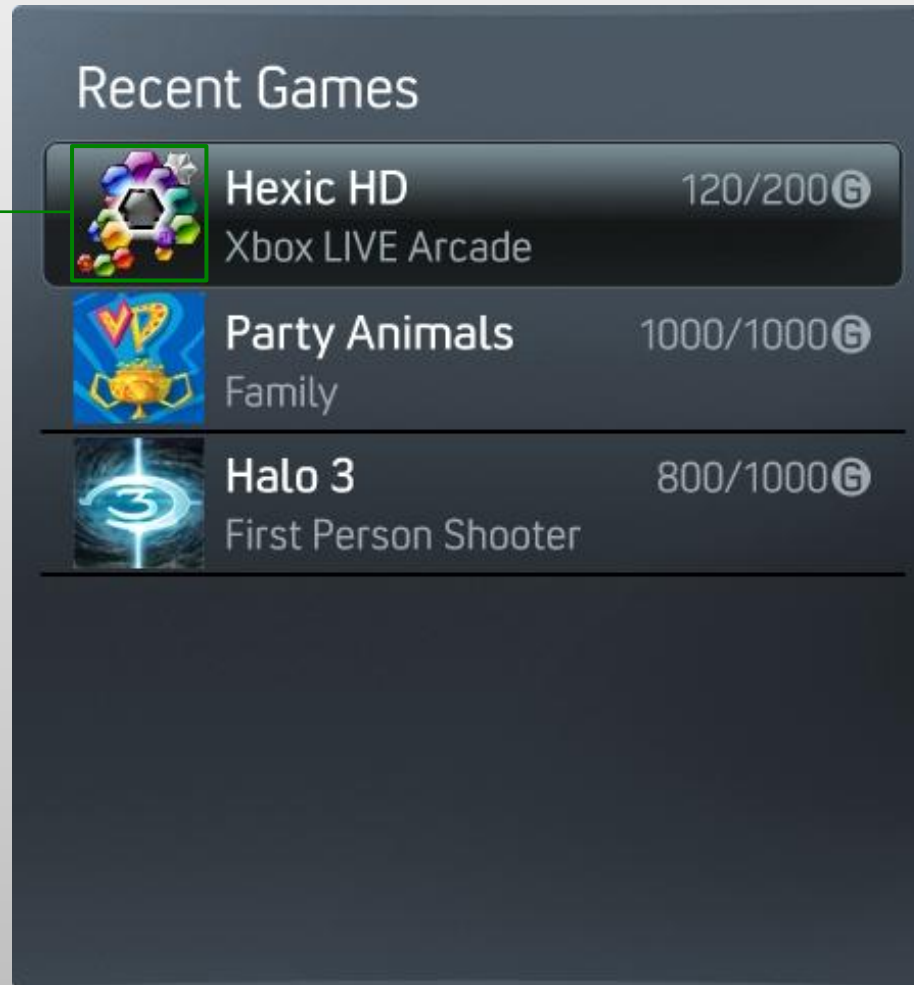


Game Tile for Viva Piñata  
Party Animals



# Game Tile – Usage

Game Tile  
64x64 px



*Sample 64x64 tiles shown in a "Recent Games" list. Images not shown actual size.*

# Disc in Tray Image

All disc based titles must now include a Disc In Tray image. This image will be used to represent the game on the Xbox 360 console when the disc is in the tray.

Disc In Tray image requirements:

- **420x320 JPEG** image, 72 dpi
- Maximum file size: 75 K
- One image per title
- No localized support; one image used worldwide
- Required for disc based titles only

See next page for an example of how the Disc in Tray image may appear on the Xbox 360 console.

## DISC IN TRAY EXAMPLE

Disc in Tray image for Halo 3



*Sample Image Only – Not Actual Size*



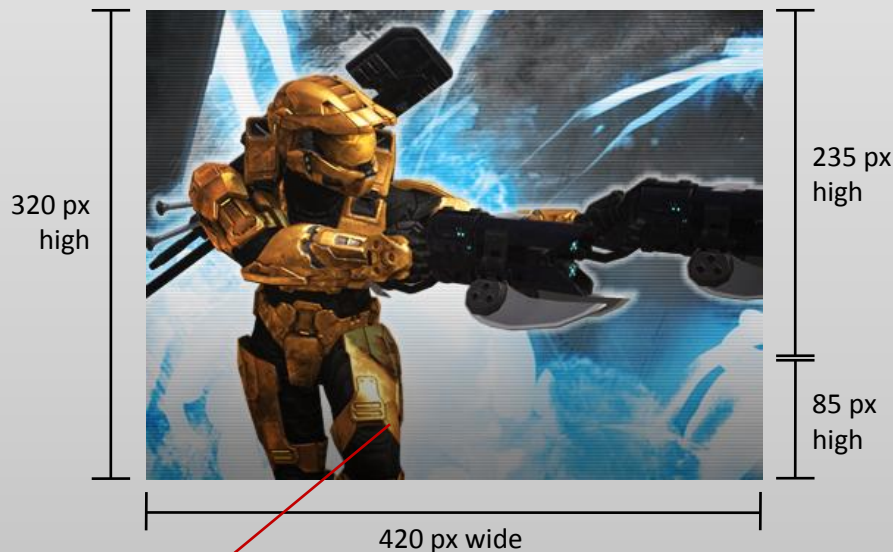
# Disc in Tray Image – Usage

Various text and graphic elements will be overlaid on Disc In Tray images on the Xbox 360:

- Game Tile, text, and black gradient across bottom of image
- Icon in upper right corner
- Rounded corners

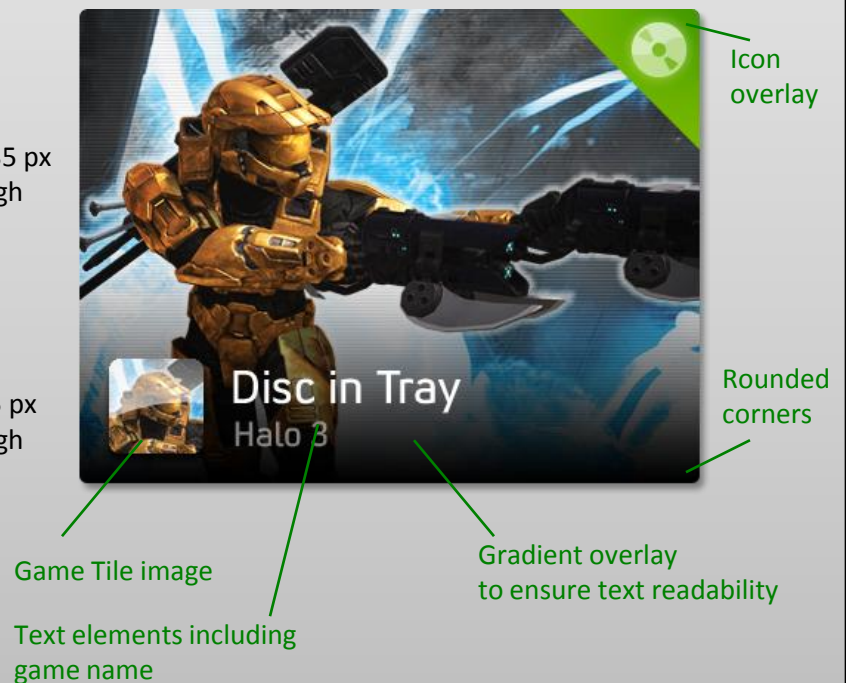
Please keep these elements in mind when designing your Disc In Tray image.

Disc In Tray image



Do NOT include logos, text or other important elements in the bottom 85 px of image. This portion of image will be partially obscured, as shown in example at right.

Disc In Tray image as it may appear on Xbox 360



# Disc In Tray – Best Practices

- Avoid using extremely light or dark colors, especially pure white and pure black, as they interfere with readability on TV screens.
- Avoid using very saturated red/orange colors, as they tend to ‘buzz’ or ‘bleed’ on standard definition televisions.
- Avoid using thin lines of very dark colors alternating with thin lines of very light colors, as this also tends to ‘buzz’ on standard definition televisions.
- The bottom 85 px of the image will be partially obscured by graphic and text overlays, so don’t feature logos or other critical imagery in this area.
- A disc icon will likely be overlaid on the upper right-hand corner of the Disc In Tray image. This icon treatment has not been finalized and is likely to change.
- Do NOT add 3D effects or filters such as lighting, beveling, shine or glass effects to your Disc In Tray image. These kinds of treatments may be added by Xbox to create visual consistency across all images featured in the Xbox dashboard.

# Background Image

All game titles must now provide a **Background Image**. This image will be used as the background for the title's Game Detail page on the Xbox 360 console.

Examples, usage, specs and best practices are covered on the next few pages.

Background Image requirements:

- **1920 x 1080** JPEG, 72 dpi, maximum quality
- No localized support; single image to be used globally
- Image must be suitable for display on both Standard Definition (SD) and High Definition (HD) televisions; see the pages that follow for more detail

## BACKGROUND IMAGE EXAMPLES

Background Image for Halo 3



Background Image for Fable II



*Sample Images Only – Not Actual Size*

# Background Image Example - Image Only



Halo 3 Background Image as provided by Publisher



# Background Image Usage - Image with Content



Halo 3 Background Image in use on an Xbox 360 Game Detail page



# Different TVs have different Display Areas

*See specs on next page for the minimum “safe” visible areas for HD and SD televisions*

Best Case – High Definition  
Maximum visible area on an HD TV



Worst Case – High Definition:  
Minimum visible area on an HD TV



Worst Case – Standard Definition  
Minimum visible area on an SD TV



# Background Image - Specs

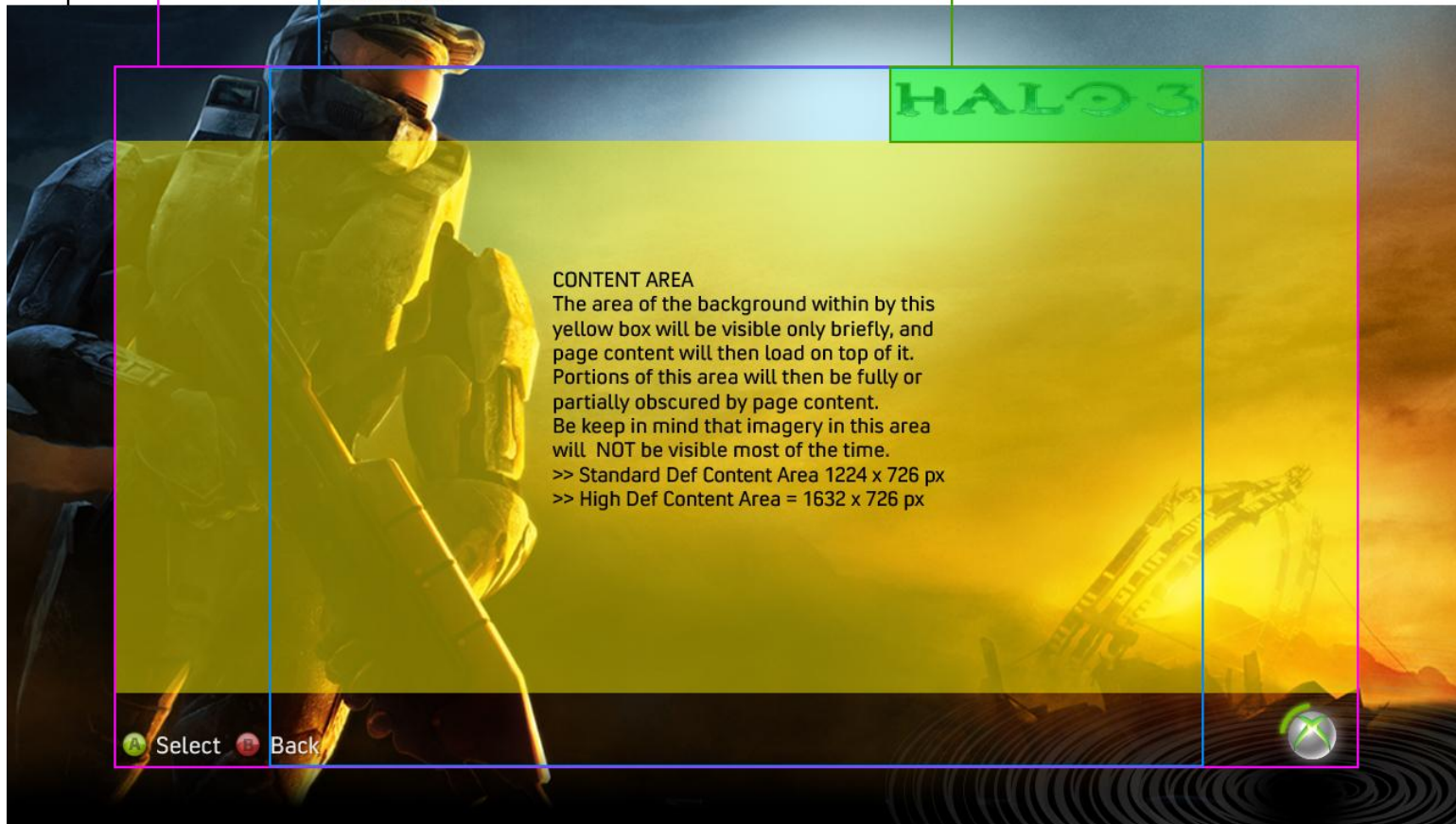
Maximum High Def Visible Area  
1920 x 1080 px

Minimum High Def Visible Area  
1632 x 918 px

Minimum Standard Def Visible Area  
1224 x 918 px

LOGO AREA - 408 x 96 pixels

- >> If desired, include game logo in this portion of background image. Logo is NOT required.
- >> If logo is less than 408 wide, logo should be right-aligned within 408x96 area
- >> Within the 408x96 area, allow a minimum of 5px padding on all sides of logo to ensure visibility and readability



Source Image Size: 1920 x 1080 px  
Target Image Size (after ingestion): 1280 x 720 px

LEGEND AREA

- >> SD: 1224 x 96 px
  - >> HD: 1632 x 96 px
- Xbox buttons and branding will appear on the left and right sides of this 96 px high area

# Background Image – Best Practices

- Avoid using extremely light or dark colors, especially pure white and pure black, as they interfere with readability of text overlays.
- Avoid using very saturated red/orange colors, as they tend to ‘buzz’ or ‘bleed’ on standard definition televisions.
- Avoid using thin lines of very dark colors alternating with thin lines of very light colors, as this also tends to ‘buzz’ on standard definition televisions.
- Keep all critical visual information inside the standard def visible area. This is the only portion of the background guaranteed to be visible on standard definition televisions.
- Note that the “Logo Area” defined in the spec is the only location where the background image is *guaranteed* to be 100% visible at all times. Other portions of the background may be fully or partially obscured by content panels, buttons, or text -- or may be cropped off completely, depending on a particular TV’s viewable area.
- Page content may appear *anywhere* within the “Content Area” defined in the spec. Content panels are interactive and will move and change in size based on user interaction and on the amount of content on the page. Don’t attempt to predict exactly where content panels will be placed within the content area.
- The background image should contain imagery throughout the *entire* 1920x1080 area. Do NOT leave the “Content Area” portion of the background blank, because there will be times when the entire background image is visible.

# Video Preview

If desired, submit a Video Preview to be featured on the Game Detail page for your title. Video Previews are not required but are highly recommended.

Video Preview requirements:

- Localization is supported: submit up to 1 video preview per title, per country
- Video BR: **500-800** Kbps
- Video Format: WMV/WMA
  - Video Mode: Bit rate VBR (peak)
  - Frame Size: 640x360 (16:9 content)
  - Frame Rate: 23.976, 25.0, or 29.97 fps
  - Video Bitrate (avg): 695 Kbps
  - Video Peak Bitrate: 6 Mbps
  - Peak Buffer Size: 8 secs
  - Keyframe Interval: 8 secs
  - Audio Codec: WMA
  - Audio Mode: CBR
  - Audio Format: 96 Kbps; 48 KHz, Stereo CBR

# Slideshow Images

If desired, submit up to 20 screenshots or other images to be featured as a slideshow on the Game Detail page for your title. Slideshow images are not required but are highly recommended.

Slideshow Image requirements:

- **1000 x 562** JPEG (for 16:9 ratio), 72 dpi
- Maximum file size: 150 K
- **No localization** – images must be usable in ALL regions where title will be shipped
- Submit a minimum of 4 images and a maximum of 20 images per title

## SLIDESHOW IMAGE EXAMPLES

Slideshow image for Halo 3



Slideshow image for Fable 2



*Sample Images Only – Not Actual Size*



# Slideshow, Video Preview – Usage



If a Video Preview is available, this button appears. Selecting the button opens the video.

1000x562 slideshow image displayed as a thumbnail on a game detail page. If more than one image is provided, images will rotate within this area. Selecting thumbnail opens full screen slideshow.

# Summary

Asset	Dimensions	Format	Required?	Deliver To	Timing	Requirements
Key Art <b>[NEW]</b>	584x800	JPEG	Required	Interim Key Art delivered to XCMT <b>and</b> Marketing  Final Key Art delivered to Marketing	At time of first Marketplace content availability (interim), or prior to title ship (final)	<ul style="list-style-type: none"> <li>• One global image plus any localized key art if applicable</li> <li>• No rating logo on global image</li> </ul>
Game Tile	64x64	PNG	Required	Disc-based titles: XLAST file via certification submission  Non-disc-based titles: To XCMT	Disc-based titles: Final certification submission  Non-disc-based titles: At time of first Marketplace content availability	<ul style="list-style-type: none"> <li>• One image per title WW</li> </ul>
Offer Graphic	420x95	PNG	Required	XCMT	At time of first Marketplace content availability	<ul style="list-style-type: none"> <li>• One image per Marketplace offer</li> </ul>
Background Image <b>[NEW]</b>	1920x1080	JPEG	Required	Interim Key Art delivered to XCMT <b>and</b> Marketing  Final Key Art delivered to Marketing	At time of first Marketplace content availability	<ul style="list-style-type: none"> <li>• One image per title WW</li> </ul>
Video Preview <b>[NEW]</b>	640x360	WMV or WMA	Recommended	Marketing	Prior to title ship	<ul style="list-style-type: none"> <li>• Localized assets supported: up to 1 video preview per title per country</li> </ul>
Slideshow Image(s) <b>[NEW]</b>	1000x562	JPEG	Recommended	Marketing	Prior to title ship	<ul style="list-style-type: none"> <li>• Global asset: up to 20 screenshots per title WW</li> </ul>
Disc-in-Tray Image <b>[NEW]</b>	420x320	JPEG	Required (Starting Dec 31, 2008)	XLAST file via certification submission	Final certification submission (starting Nov 2008)	<ul style="list-style-type: none"> <li>• One image per title WW</li> </ul>
Background Image Disc-in-Tray <b>[NEW]</b>	1920x1080	JPEG	Required (Starting Dec 31, 2008)	XLAST file via certification submission	Final certification submission (starting Nov 2008)	<ul style="list-style-type: none"> <li>• One image per title WW</li> </ul>

**END**