

1

Xbox 360

Brand Vocabulary Guidelines

1-2

Xbox 360

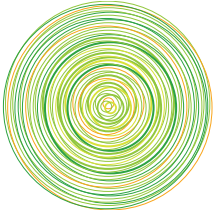

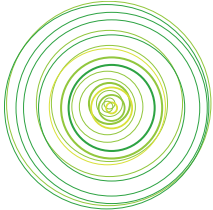
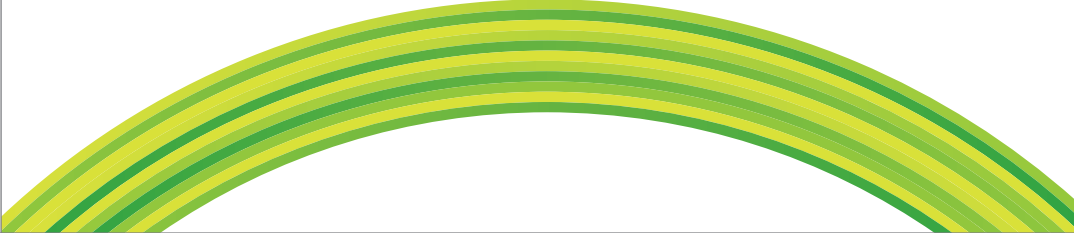
Brand Vocabulary Guidelines

1-3	Xbox 360® Brand Vocabulary Overview
2-1	Ring of Light – Original and Updated
3-1	Ring of Light – Less Tech
4-1	Ring of Light – Lite
5-1	Arcs
6-1	Backgrounds
7-1	Patterns
8-1	Circle Connection Swirls
9-1	Family Overview
10-1	Jellies
11-1	Trademark Notice

Overview




All assets may be downloaded at www.microsoftprosource.com

Xbox 360 Family: Please see section 9 of this document for family-specific audience assets.

	Xbox 360 General: Use anytime with non-family-specific audiences.
Updated Ring of Light <ul style="list-style-type: none">Aside from the Xbox 360 logo, the Ring of Light is the primary visual element for the Xbox 360 brand. It communicates the energy, connection, community, and sophistication of the Xbox 360. This is the most appropriate asset to use when creating marketing pieces that speak to the overarching Xbox brand.	
Ring of Light – Less Tech More Fun <ul style="list-style-type: none">The Ring of Light - Less Tech More Fun assets have been created as playful interpretations of the primary Ring of Light. These can be used more loosely and playfully than the standard Ring of Light. Use these when creating fun and playful compositions.	
Ring of Light – Lite <ul style="list-style-type: none">The Ring of Light - Lite is a reduced version of the standard Ring of Light. This element should be used when looking to apply the Ring of Lite to photography.	
Arcs <ul style="list-style-type: none">The Arcs have been created as sweeping rainbow-like graphics that reference the variety and connection of the ring in the Ring of Light. These elements should be used to create playful interconnected compositions.	

Overview

Xbox 360 Family: Please see section 9 of this document for family-specific audience assets.

	Xbox 360 General: Use anytime with non-family-specific audiences.
Backgrounds <ul style="list-style-type: none">The Backgrounds have been created to visually reference the energy and the circular nature of the Ring of Light, but in larger graphic fields. These elements may be used as larger graphic backgrounds for layouts or cropped into typography.	
Patterns <ul style="list-style-type: none">The Patterns have been created to visually reference the energy, connection, community, and circular nature of the Xbox 360 brand. These elements have all be constructed as working repeat patterns and may be used as larger graphic backgrounds for layouts or cropped into typography.	
Circle Connection Swirls <ul style="list-style-type: none">The Circle Connection Swirls have been created to visually reference the energy, connection, community, and circular nature of the Xbox 360 brand. These elements should be used to create flowing compositions. The Circle Connection Swirls may be used as a foreground graphics over photography or as tonal background elements.	

2-1

▼ Xbox 360® Brand Vocabulary

▼ All Media

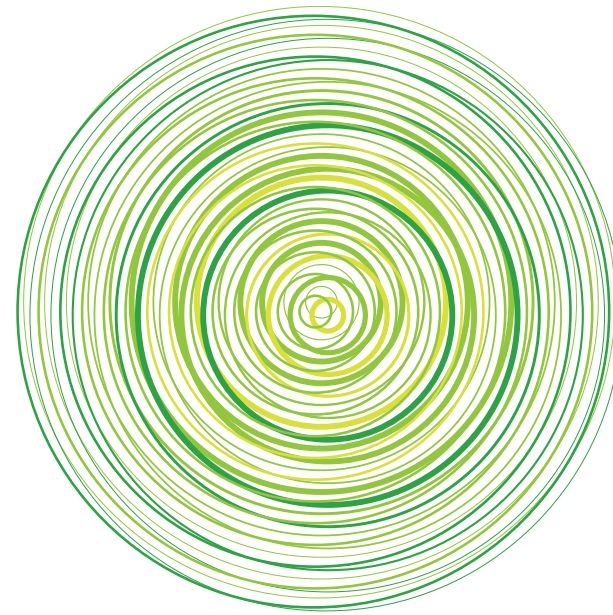
▼ Ring of Light

► Assets

For all types of advertisements and marketing collateral.

POSITION:

- The Ring of Light may be scaled, rotated, or cropped as needed.
- It may bleed off the page.
- The same variation may be used in groups together.
- It may be used over an image, so long as it does not take away from the communication of the image.



Ring of Light

2-2

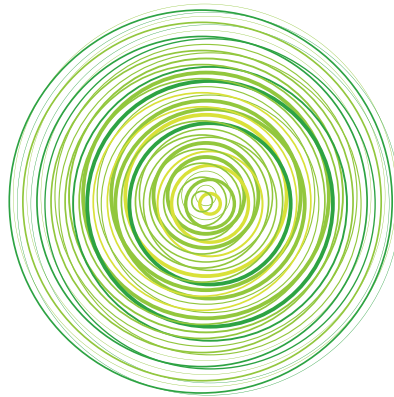
▼ Xbox 360® Brand Vocabulary

▼ All Media

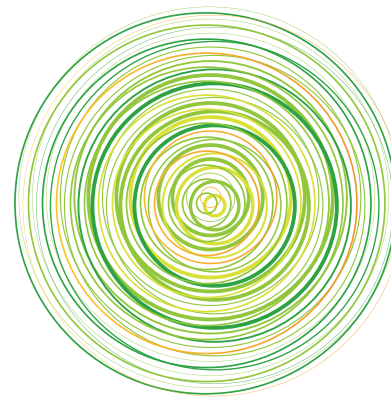
▼ Ring of Light

► Requirements

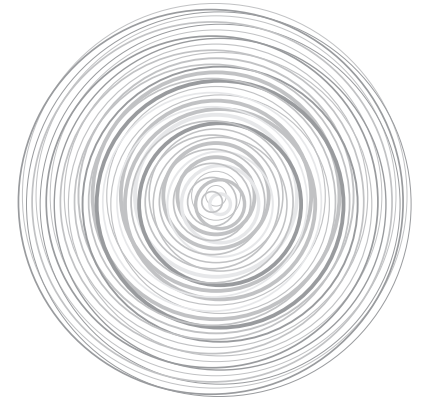
- An additional color variation of the Ring of Light has been created that includes Xbox green and the addition of the Xbox LIVE orange.
- The greens and oranges are CMYK builds.
- A gray version of the Ring of Light has been provided for when production does not allow for full-color printing.



Ring of Light
ROL4c.eps



Updated Ring of Light
ROL_updated_4c.eps



Gray Ring of Light
ROLgray.eps

2-3

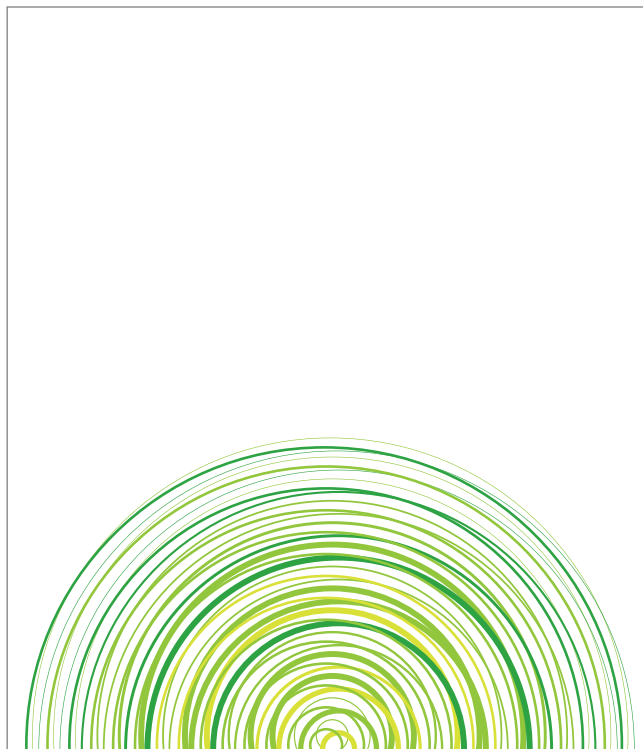
▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Ring of Light

► Guidelines for Construction

- The Ring of Light has the most impact when it is larger than life. Therefore, making it a small element on the page is contrary to our communication goals.
- The size of the Ring of Light also relates to cropping. Cropping allows the overall size of the Ring of Light to be larger in proportion to the rest of the layout.
- When cropping the Ring of Light, you must make sure to maintain its center within the layout; it is important for your audience to see and understand that the rings radiate from a center.
- The Ring of Light represents amplified energy; any cropping and orientation should not confuse or cover up its living, energized quality and personality.
- When using the Ring of Light, it should appear as the singular dominant element of the layout.



Ring of Light crops



2-4

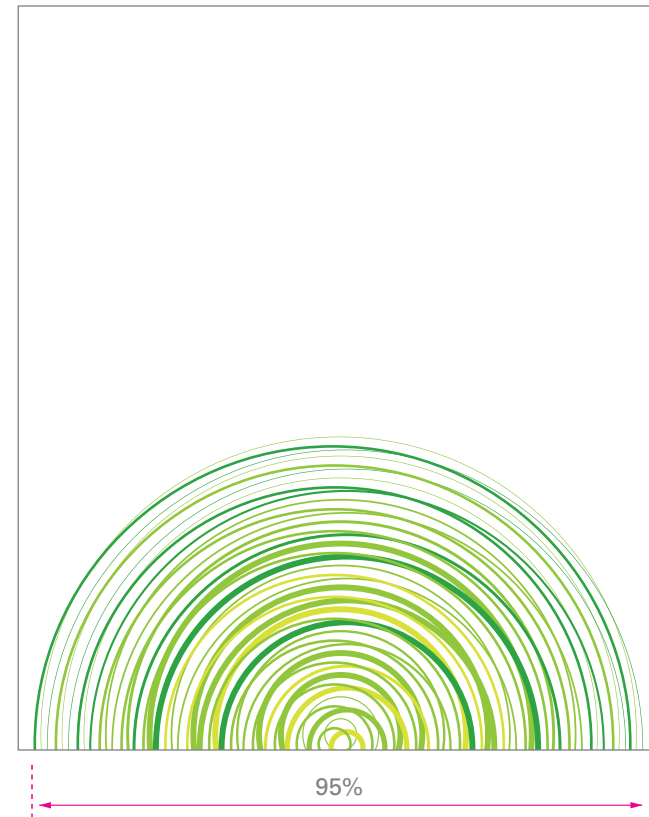
▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Ring of Light

► Minimum Size Requirements

- The minimum size for the Ring of Light should be no less than 95% of the shortest side of the layout it is being used in.



2-5

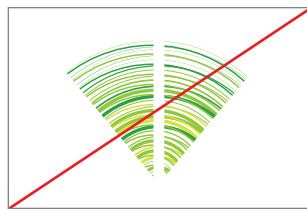
▼ Xbox 360® Brand Vocabulary

▼ All Media

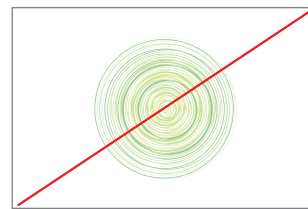
▼ Ring of Light

► Incorrect Usage

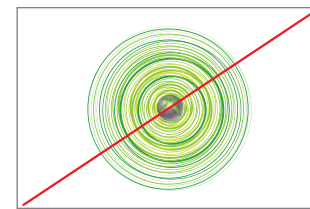
1. Don't split crops.
2. Don't tint the Ring of Light.
3. Don't place the Sphere over the Ring of Light.
4. Don't alter the color palette.
5. Don't mix the lockup and the Ring of Light.
6. Don't mix the Ring of Light with other graphics or patterns.
7. Don't skew or modify the rings.
8. Don't alter the stroke weights.
9. Do not use multiple Rings of Light on a single plane within any given piece of communication.
10. Don't use the Ring of Light smaller than the minimum size requirement allows.
11. Don't use the Ring of Light over imagery.



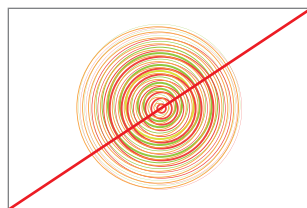
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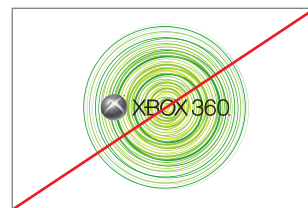
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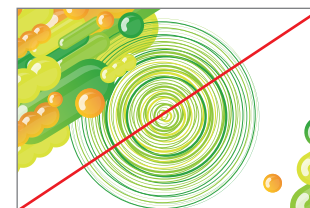
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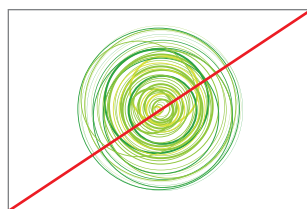
4



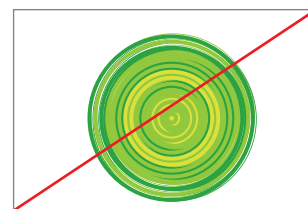
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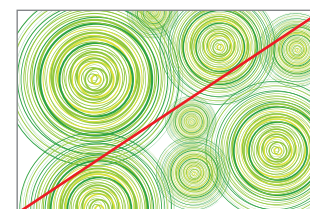
6



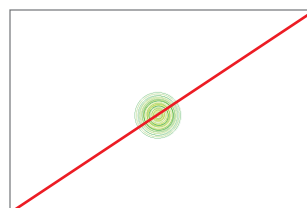
7



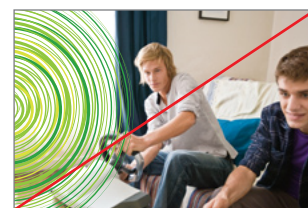
8



9



10



11

3-1

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Ring of Light – Less Tech More Fun

► Assets

For all types of advertisements and marketing collateral.

POSITION:

- The Ring of Light - Less Tech More Fun and Lite are graphic variations derived from the standard Ring of Light.
- They may be used in ways that the standard Ring of Light can't.
- They may be scaled, rotated, or cropped as needed.
- They may bleed off the page.
- The same variation may be used in groups together.
- They may be used over white backgrounds, green backgrounds, and photography.



Ring of Light – Less Tech More Fun

3-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Ring of Light – Less Tech More Fun

► Requirements

- Each variation of the Ring of Light has been created in different colorways that represent Xbox green and the addition of the Xbox LIVE orange.
- The greens and oranges are CMYK builds.
- Photos or screenshots may be used behind the Ring of Light, so long as the primary content of the image is not obscured.



ROL_lesstech_1.eps



ROL_lesstech_2.eps



ROL_lesstech_3.eps



ROL_lesstech_4.eps



ROL_lesstech_5.eps



ROL_lesstech_6.eps



ROL_lesstech_7.eps



ROL_lesstech_8.eps



ROL_lesstech_9.eps

3-3

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Ring of Light – Less Tech More Fun

► Guidelines for Construction

- Multiple variations of the Ring of Light have been provided (see the file-name chart at the end of this section for further information).
- Use multiple sizes of the same variation on photography and backgrounds to create patterns.
- Maintain an equal amount of visual space between circles in dense portions of the pattern.
- When cropping, you must make sure to maintain the Ring of Light's center within the layout; it is important for your audience to see and understand that the rings radiate from a center.
- The Ring of Light represents amplified energy; any cropping and orientation should not confuse or cover up its living, energized quality and personality.



Ring of Light – Less Tech More Fun applications

3-4

▼ Xbox 360® Brand Vocabulary

▼ All Media

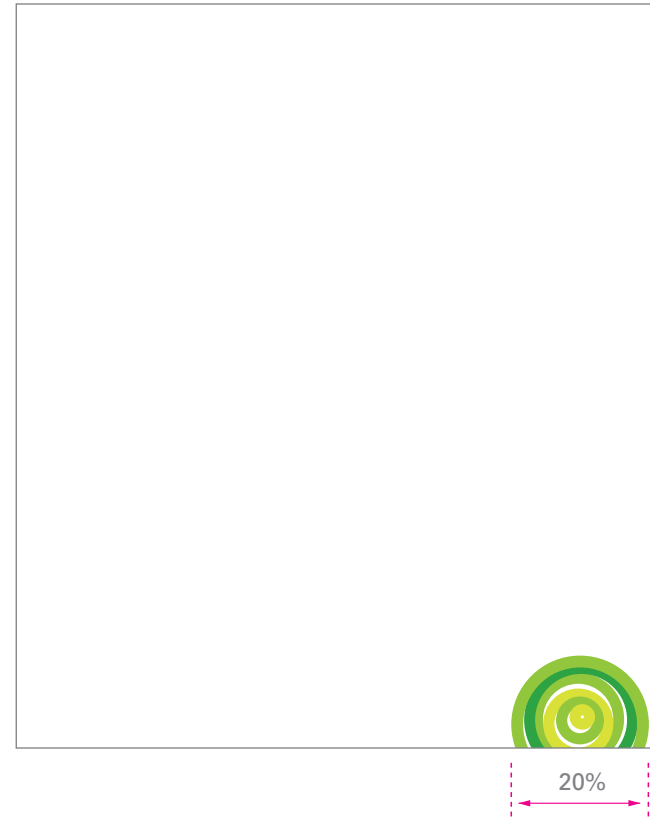
▼ Ring of Light – Less Tech More Fun

► Minimum Size Requirements

For all types of advertisements and marketing collateral.

POSITION:

- The minimum size for the Ring of Light - Lite should be no less than 20% of the shortest side of the layout it is being used in.
- The minimum size for the Ring of Light - Lite should be no less than 95% of the shortest side of the layout it is being used in.



3-5

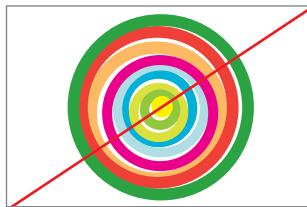
▼ Xbox 360® Brand Vocabulary

▼ All Media

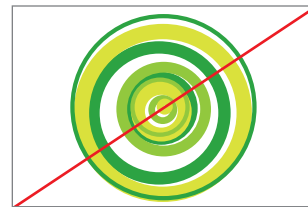
▼ Ring of Light – Less Tech More Fun

► Incorrect Usage

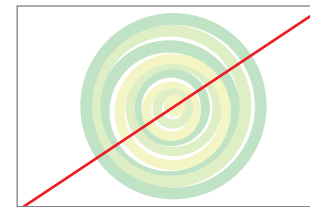
1. Don't change the color of the assets provided.
2. Don't change the proportions.
3. Don't tint.
4. Don't skew.
5. Don't add effects or filters.
6. Don't place text or photos over the Ring of Light.
7. Don't mix the variations of the Rings of Light



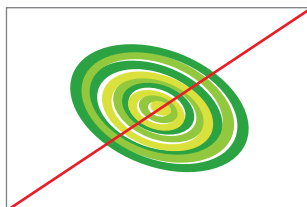
1



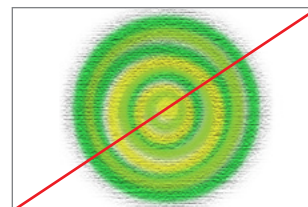
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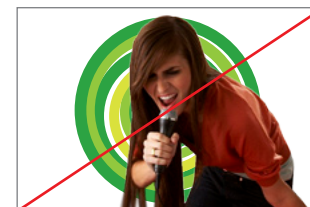
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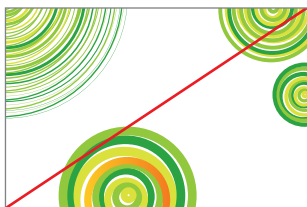
4



5



6



7

4-1

▼ Xbox 360® Brand Vocabulary

▼ All Media

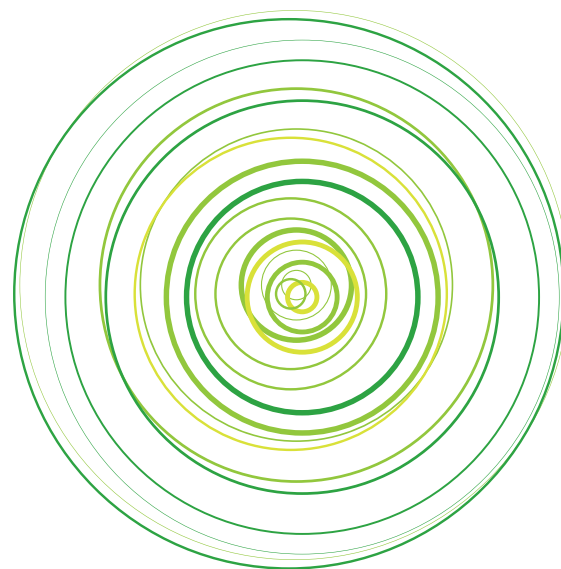
▼ Ring of Light – Lite

► Assets

For all types of advertisements and marketing collateral.

POSITION:

- The Ring of Light - Lite is a graphic variation derived from the standard Ring of Light.
- It may be used in ways that the standard Ring of Light can't.
- It may be scaled, rotated, or cropped as needed.
- It may bleed off the page.
- It may be used over photography ONLY.



Ring of Light – Lite

4-2

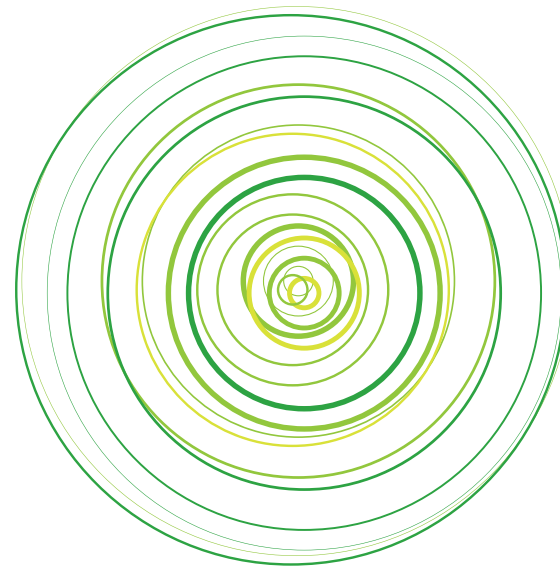
▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Ring of Light – Lite

► Requirements

- The Ring of Light - Lite has been created in a single colorway.
- The greens are CMYK builds.
- It may ONLY be used over photography



Ring of Light – Lite
ROL_lite_4c.eps

4-3

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Ring of Light – Lite

► Guidelines for Construction

- Multiple variations of the Ring of Light have been provided (see the file-name chart at the end of this section for further information).
- Use multiple sizes of the same variation on photography and backgrounds to create patterns.
- Maintain an equal amount of visual space between circles in dense portions of the pattern.
- When cropping, you must make sure to maintain the Ring of Light's center within the layout; it is important for your audience to see and understand that the rings radiate from a center.
- The Ring of Light represents amplified energy; any cropping and orientation should not confuse or cover up its living, energized quality and personality.



Ring of Light – Lite applications

4-4

▼ Xbox 360® Brand Vocabulary

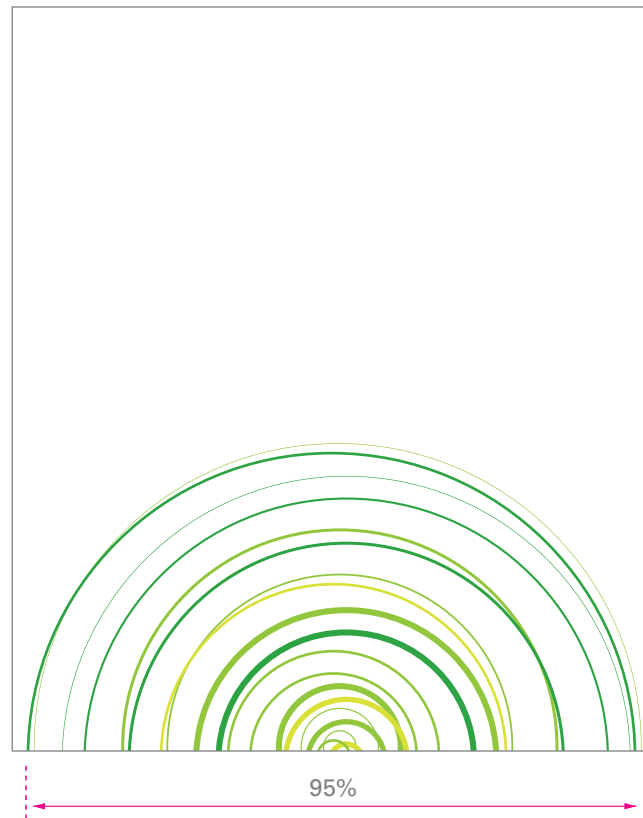
▼ All Media

▼ Ring of Light – Lite

► Minimum Size Requirements

POSITION:

- The minimum size for the Ring of Light - Lite should be no less than 95% of the shortest side of the layout it is being used in.



4-5

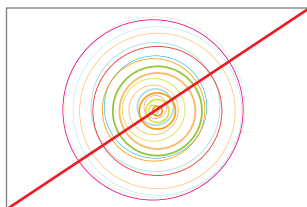
▼ Xbox 360® Brand Vocabulary

▼ All Media

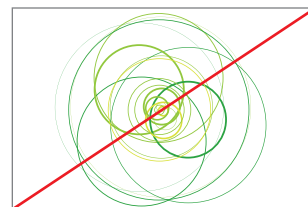
▼ Ring of Light – Lite

► Incorrect Usage

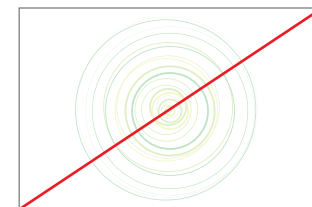
1. Don't change the color of the assets provided.
2. Don't change the proportions.
3. Don't tint.
4. Don't skew.
5. Don't add effects or filters.
6. Don't place text or photos over the Ring of Light.
7. Don't mix the variations of the Rings of Light



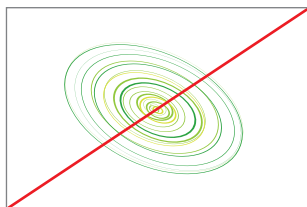
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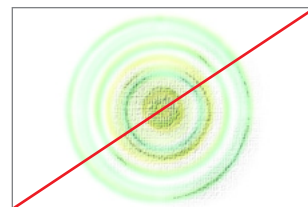
2



3



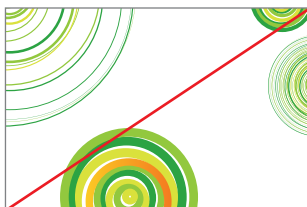
4



5



6



7

5-1

▼ Xbox 360® Brand Vocabulary

▼ All Media

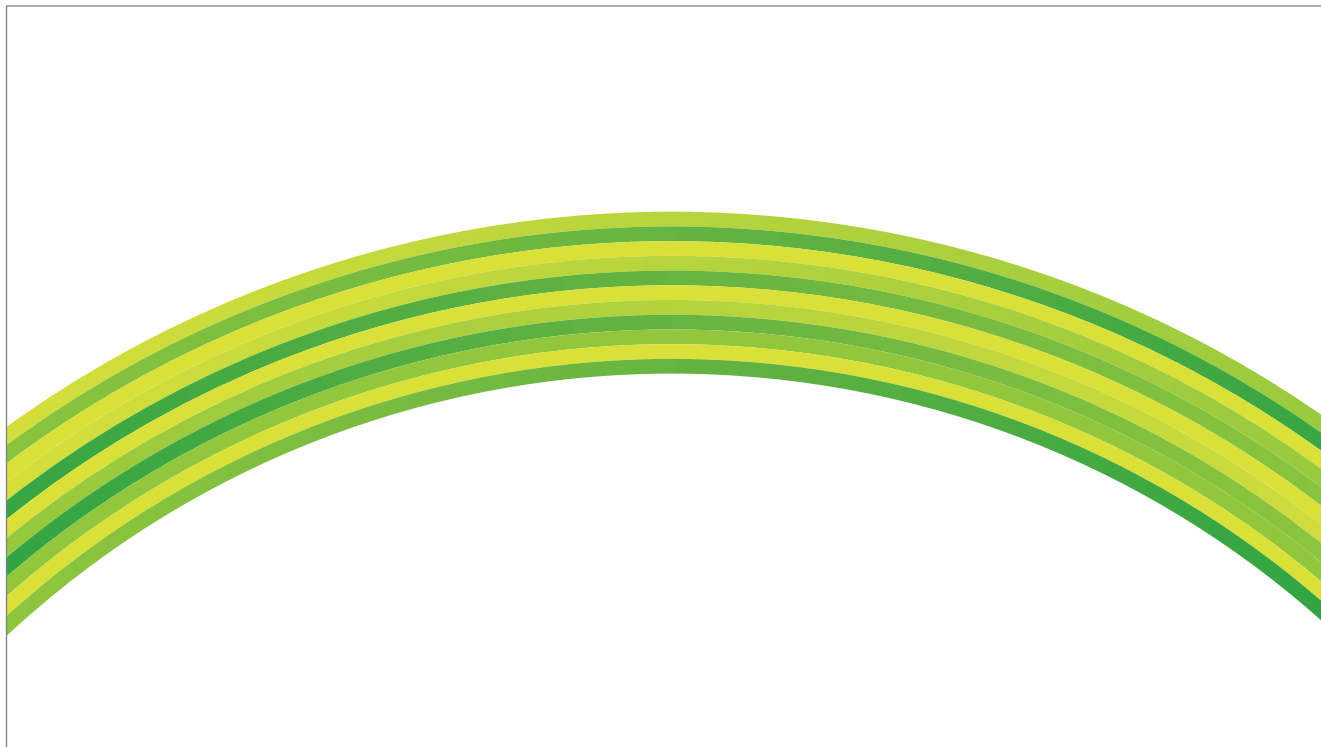
▼ Arcs

► Assets

For all types of advertisements and marketing collateral.

POSITION:

- Color Arcs may be used as individual elements.
- They may be used to create interlocking compositions.
- They may be scaled and rotated.
- When scaling the Arcs, be sure to scale all the arcs equally.
- They may be used over white backgrounds, green backgrounds, or photography.
- They should always bleed off the edges of the layout.



Color Arc

5-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

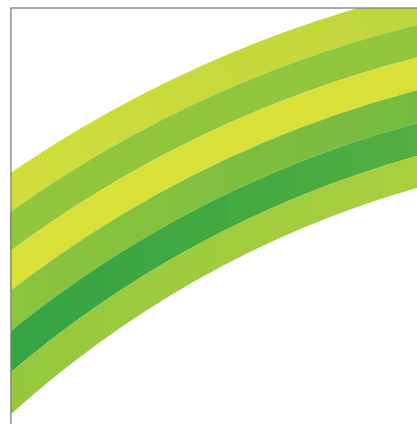
▼ Arcs

► Requirements

- Each variation of the Arc has been created in different colorways that represent Xbox green and the addition of Xbox LIVE orange.
- The greens and oranges are CMYK builds.
- Photos or screenshots may be used behind the Arcs, so long as the primary content of the image is not obscured.



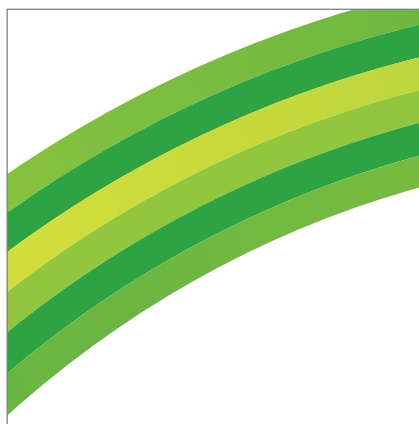
arc1.eps



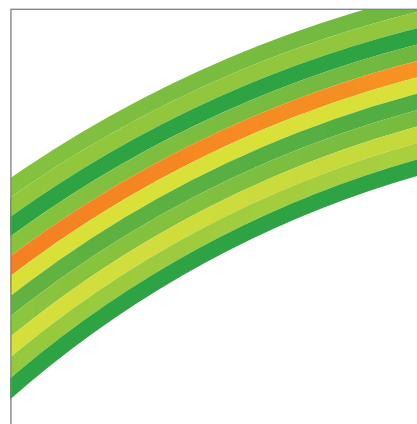
arc2.eps



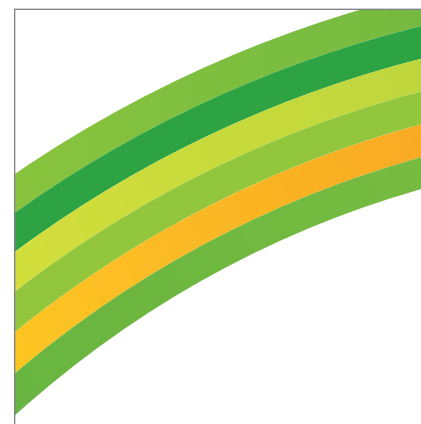
arc3.eps



arc4.eps



arc5.eps



arc6.eps

5-3

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Arcs

► Guidelines for Construction

- Multiple variations of the Arcs have been provided (see the file-name chart at the end of this section for further information).
- Use multiple Arcs to create playfulness.
- They may overlap or cross but should not distract from the message or image presented.
- Each Arc should touch at least two sides of the layout.
- The thickness of the Arcs should never be more than 50% of the length of the shortest side of a layout.



Color Arc applications



5-4

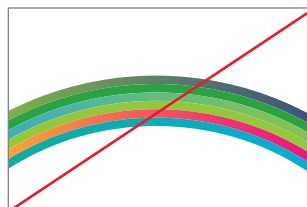
▼ Xbox 360® Brand Vocabulary

▼ All Media

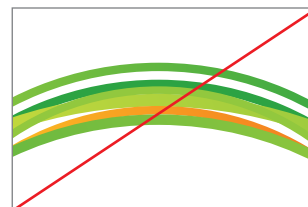
▼ Arcs

► Incorrect Usage

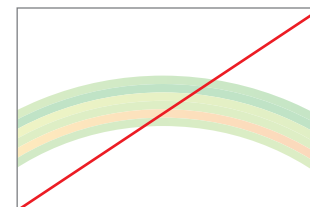
1. Don't change the color of the assets provided.
2. Don't change the proportions.
3. Don't tint.
4. Don't skew.
5. Don't add effects or filters.
6. Don't place photos over the Arc.
7. Don't mix Arcs of different types.



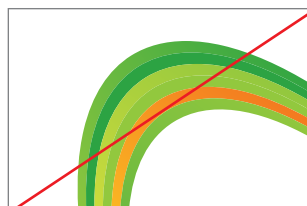
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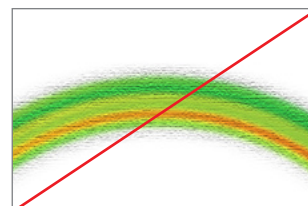
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3



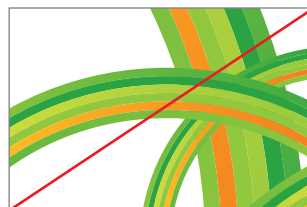
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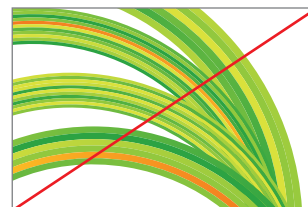
5



6



7



8

6-1

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Backgrounds

► Assets

For all types of advertisements and marketing collateral.

POSITION:

- Backgrounds may be used as tonal graphic fields for layouts.
- They should always be cropped or allowed to fully bleed off the edges of the layout.
- They should be scaled to fit when necessary.
- Typography and photography may be used on top of the Backgrounds.
- The Backgrounds may be cropped into typography.
- Although multiple colors are used in the Backgrounds, green should always remain the dominant color.



Interlock Backgrounds



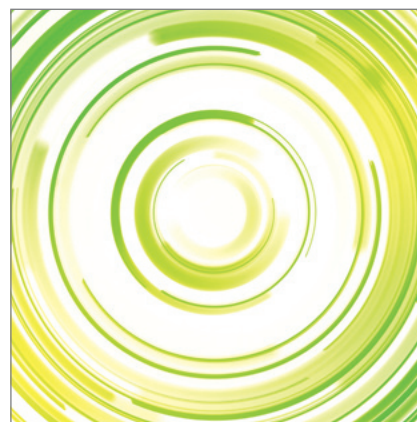
Energy Flow Backgrounds



Soft Glow Backgrounds



Sunshine Flow Backgrounds



Spin Cycle Backgrounds



Twirl Backgrounds

6-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Backgrounds

► Requirements

POSITION:

- Backgrounds may be used as tonal graphic fields for layouts.
- They should always be cropped or allowed to fully bleed off the edges of the layout.
- They should be scaled to fit when necessary.
- Typography and photography may be used on top of the Backgrounds.
- The Backgrounds may be cropped into typography.
- Although multiple colors are used in the Backgrounds, green should always remain the dominant color.



interlock_bkgd_1.eps



interlock_bkgd_2.eps



interlock_bkgd_3.eps



interlock_bkgd_4.eps



interlock_bkgd_5.eps



interlock_bkgd_6.eps



interlock_bkgd_7.eps



interlock_bkgd_8.eps



interlock_bkgd_9.eps

6-3

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Backgrounds

► Requirements

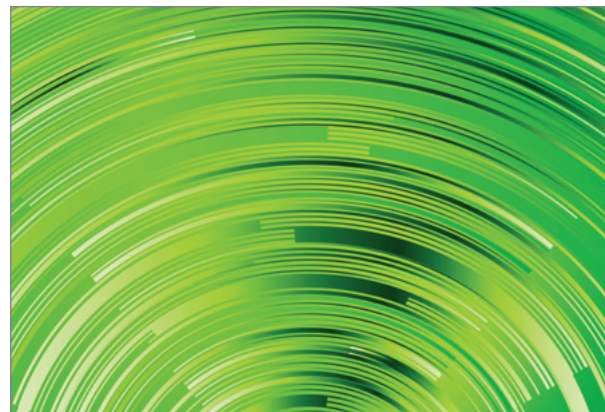
- Requirements from the previous page apply to these assets.



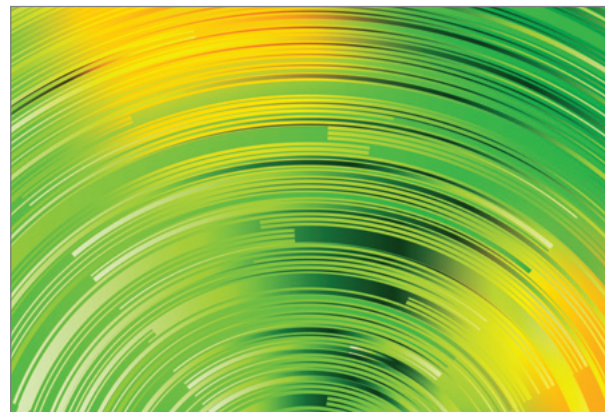
energyflow_bkgd_1.tif



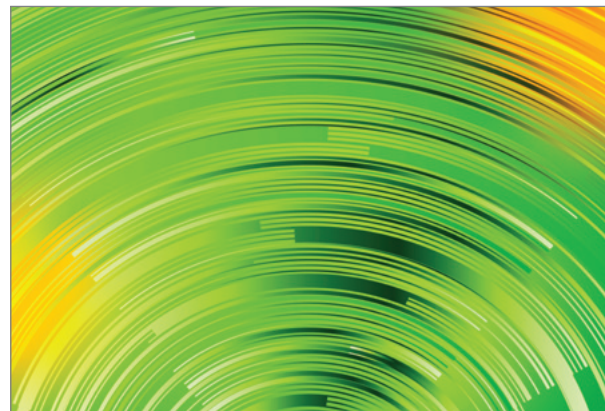
energyflow_bkgd_2.tif



energyflow_bkgd_3.tif



energyflow_bkgd_4.tif



energyflow_bkgd_5.tif

6-4

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Backgrounds

► Requirements

POSITION:

- Backgrounds may be used as tonal graphic fields for layouts.
- Backgrounds should always be cropped or allowed to fully bleed off the edges of the layout.
- Each variation of the Background has been created in different colorways that represent Xbox green.
- The greens and oranges are CMYK builds.
- Multiple variations of the Backgrounds have been provided (see the file-name chart at the end of this section for further information).
- Use Backgrounds with text, photography, and vector assets to create Xbox 360-branded communications.
- Typography and photography may be used on top of the Backgrounds.
- The Backgrounds may be cropped into typography.
- Although multiple colors are used in the Backgrounds, green should always remain the dominant color, when other colors are present.



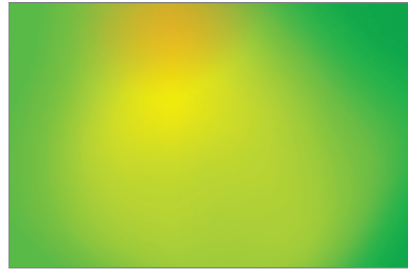
softglow_bkgd_1.tif



softglow_bkgd_5.tif



softglow_bkgd_9.tif



softglow_bkgd_2.tif



softglow_bkgd_6.tif



softglow_bkgd_10.tif



softglow_bkgd_3.tif



softglow_bkgd_7.tif



softglow_bkgd_4.tif



softglow_bkgd_8.tif

6-5

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Backgrounds

► Requirements

- Requirements from the previous page apply to these assets.



sunshineflow_bkgd_1.tif



sunshineflow_bkgd_3.tif



sunshineflow_bkgd_5.tif



sunshineflow_bkgd_2.tif



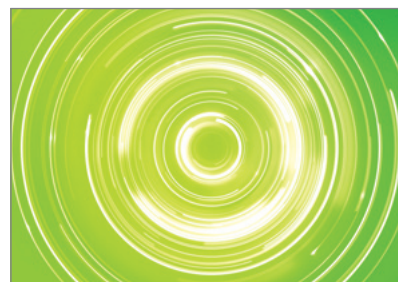
sunshineflow_bkgd_4.tif



sunshineflow_bkgd_6.tif



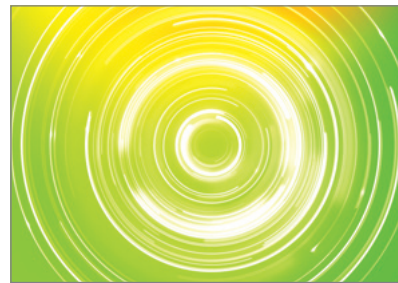
sunshineflow_bkgd_7.tif



sunshineflow_bkgd_9.tif



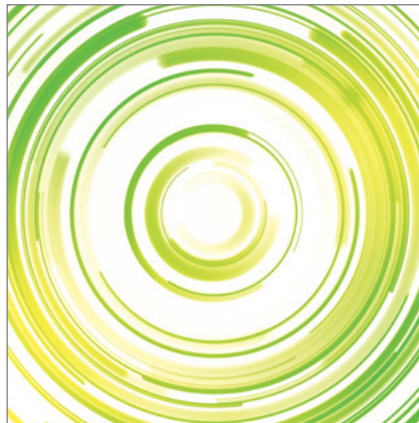
sunshineflow_bkgd_8.tif



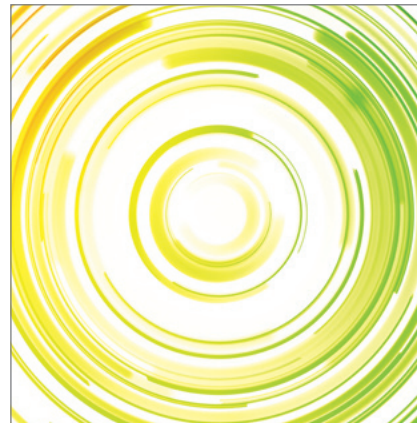
sunshineflow_bkgd_10.tif

► Requirements

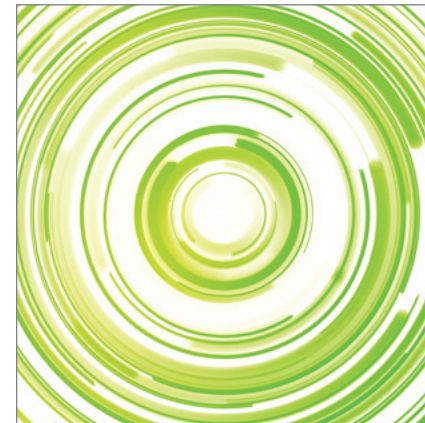
- Requirements from the previous page apply to these assets.



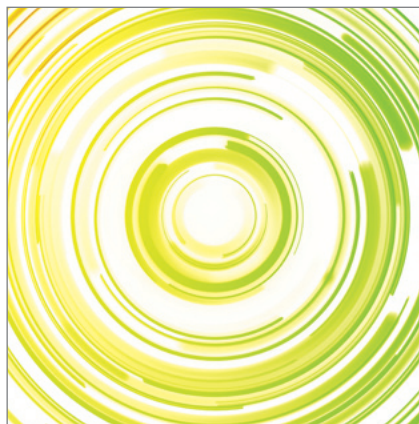
spincycle1.eps



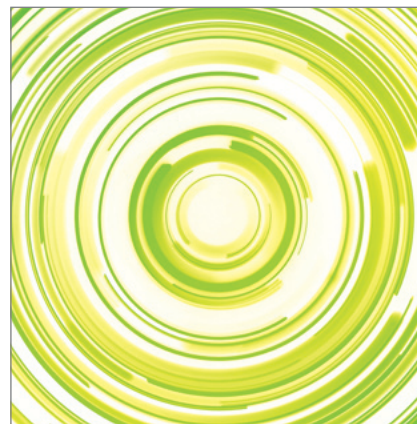
spincycle2.eps



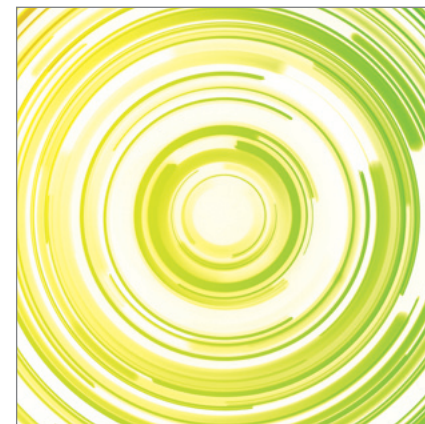
spincycle3.eps



spincycle4.eps



spincycle5.eps



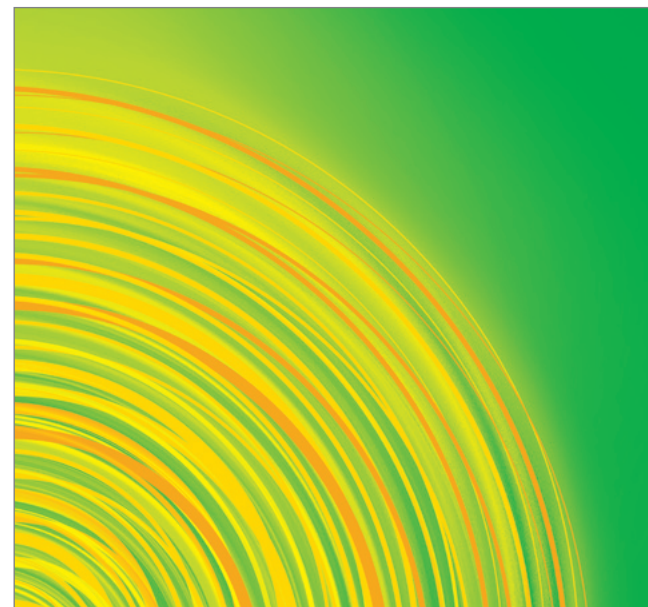
spincycle6.eps

► Requirements

- Requirements from the previous page apply to these assets.



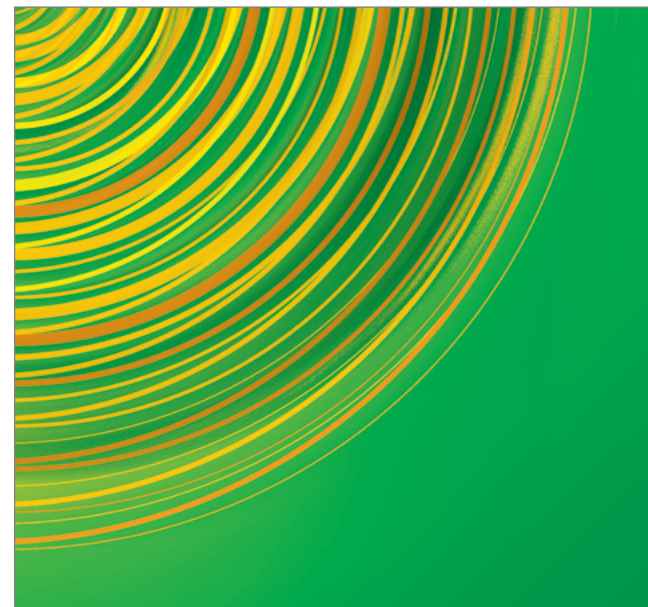
twirl_bkgd_1.tif



twirl_bkgd_2.tif



twirl_bkgd_3.tif



twirl_bkgd_4.tif

► Guidelines for Construction

- Multiple variations of the Backgrounds have been provided.
- Use Backgrounds with text, photography, and vector assets to create Xbox 360-branded communications.
- Typography and photography may be used on top of the Backgrounds.
- The Backgrounds may be cropped into typography.

**WE
ARE ALL
CONNECTED**

Jump in.



Background applications



**WE
ARE ALL
CONNECTED**

Jump in.



6-9

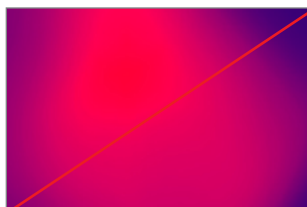
▼ Xbox 360® Brand Vocabulary

▼ All Media

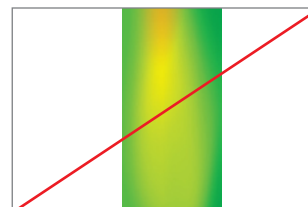
▼ Backgrounds

► Incorrect Usage

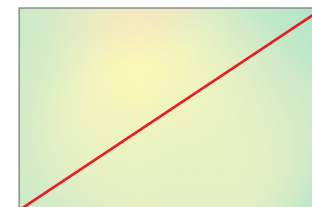
1. Don't change the color of the assets provided.
2. Don't change the proportions.
3. Don't tint.
4. Don't skew.
5. Don't add effects or filters.
6. Don't stretch the Backgrounds.
7. Raster Backgrounds should not be scaled beyond their natural size.



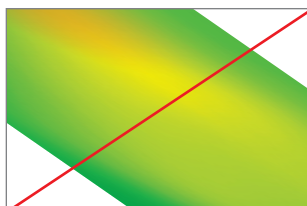
1



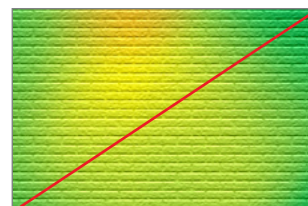
2



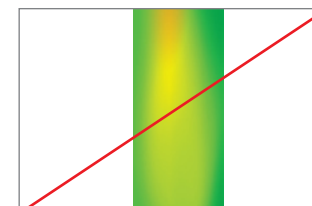
3



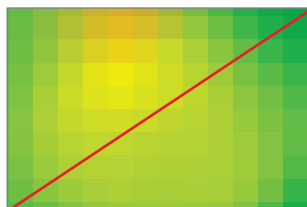
4



5



6



7

7-1

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

► Assets

For all types of advertisements and marketing collateral.

These Patterns represent the overall Xbox 360 experience.

POSITION:

- The Patterns may be scaled and rotated as needed.
- The Patterns may be cropped as needed.
- Always maintain an area of clear space around the Patterns.



Universe Pattern (detail)

7-2

▼ Xbox 360® Brand Vocabulary

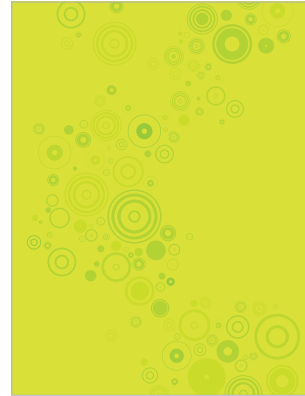
▼ All Media

▼ Circle Connection

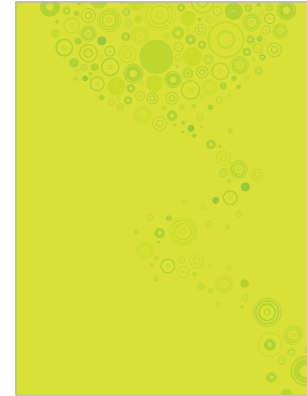
► Requirements



XBOX_pattern_lightgreen_flat_universe.ai



XBOX_pattern_lightgreen_flat_flow.ai



XBOX_pattern_lightgreen_flat_contact.ai



XBOX_pattern_lightgreen_flat_focus.ai



XBOX_pattern_lightgreen_gradient_universe.ai



XBOX_pattern_lightgreen_gradient_flow.ai



XBOX_pattern_lightgreen_gradient_contact.ai



XBOX_pattern_lightgreen_gradient_focus.ai

7-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

► Requirements



XBOX_pattern_green_flat_universe.ai



XBOX_pattern_green_flat_flow.ai



XBOX_pattern_green_flat_contact.ai



XBOX_pattern_green_flat_focus.ai



XBOX_pattern_green_gradient_universe.ai



XBOX_pattern_green_gradient_flow.ai



XBOX_pattern_green_gradient_contact.ai



XBOX_pattern_green_gradient_focus.ai

7-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

► Requirements



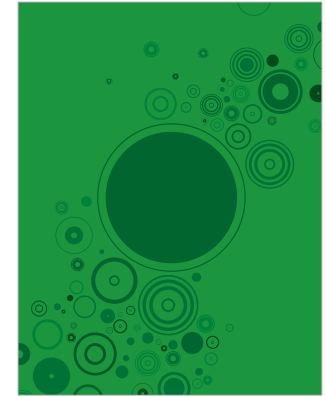
XBOX_pattern_darkgreen_flat_universe.ai



XBOX_pattern_darkgreen_flat_flow.ai



XBOX_pattern_darkgreen_flat_contact.ai



XBOX_pattern_darkgreen_flat_focus.ai



XBOX_pattern_darkgreen_gradient_universe.ai



XBOX_pattern_darkgreen_gradient_flow.ai



XBOX_pattern_darkgreen_gradient_contact.ai



XBOX_pattern_darkgreen_gradient_focus.ai

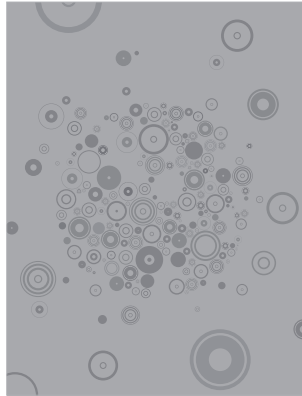
7-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

► Requirements



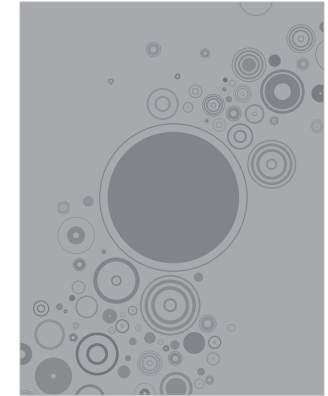
XBOX_pattern_silver_flat_universe.ai



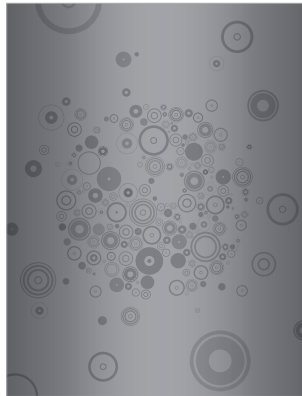
XBOX_pattern_silver_flat_flow.ai



XBOX_pattern_silver_flat_contact.ai



XBOX_pattern_silver_flat_focus.ai



XBOX_pattern_silver_gradient_universe.ai



XBOX_pattern_silver_gradient_flow.ai



XBOX_pattern_silver_gradient_contact.ai



XBOX_pattern_silver_gradient_focus.ai

7-2

▼ Xbox 360® Brand Vocabulary

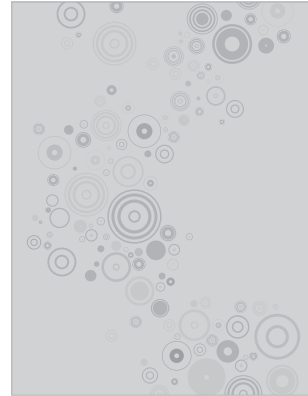
▼ All Media

▼ Circle Connection

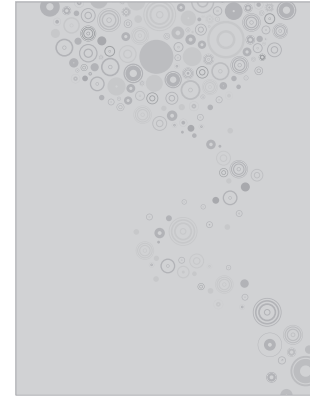
► Requirements



XBOX_pattern_gray_flat_universe.ai



XBOX_pattern_gray_flat_flow.ai



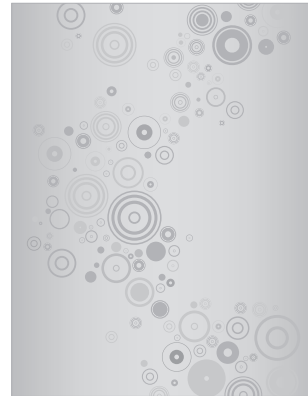
XBOX_pattern_gray_flat_contact.ai



XBOX_pattern_gray_flat_focus.ai



XBOX_pattern_gray_gradient_universe.ai



XBOX_pattern_gray_gradient_flow.ai



XBOX_pattern_gray_gradient_contact.ai



XBOX_pattern_gray_gradient_focus.ai

7-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

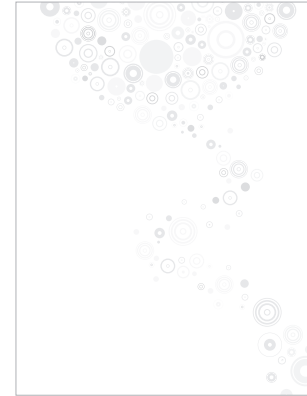
► Requirements



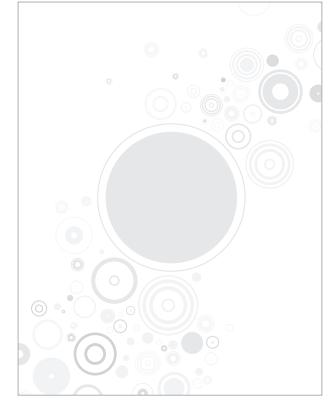
XBOX_pattern_white_flat_universe.ai



XBOX_pattern_white_flat_flow.ai



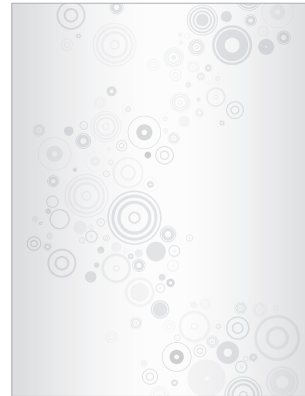
XBOX_pattern_white_flat_contact.ai



XBOX_pattern_white_flat_focus.ai



XBOX_pattern_white_gradient_universe.ai



XBOX_pattern_white_gradient_flow.ai



XBOX_pattern_white_gradient_contact.ai



XBOX_pattern_white_gradient_focus.ai

7-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

► Requirements



LIVE_pattern_orange_flat_universe.ai



LIVE_pattern_orange_flat_flow.ai



LIVE_pattern_orange_flat_contact.ai



LIVE_pattern_orange_flat_focus.ai



LIVE_pattern_orange_gradient_universe.ai



LIVE_pattern_orange_gradient_flow.ai



LIVE_pattern_orange_gradient_contact.ai



LIVE_pattern_orange_gradient_focus.ai

7-3

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

► Requirements

COLOR:

- Each Pattern has been created in seven different colorways: green, dark green, light green, orange, silver, gray, and white.
- Green, dark green, light green, orange, gray, and white are CMYK builds and the silver is a solid color.

Green

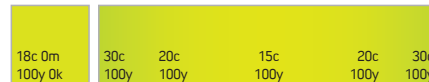
- Although multiple colorways have been provided, green should always remain the dominant color of any Xbox LIVE communication.
- Logo and Pattern files should be used to create an overall impression of green.
- Each colorway has two variations to the Background: one flat Background and one gradient Background.
- Gradient Backgrounds should only be used in high-quality offset printing; when using low-quality printing techniques, flexography printing, or one-color applications, use the flat Background color.
- The Pattern should maintain a subtle monochromatic look, relative to the Background.



Flat Background



Gradient Background



Swatches for Background Only



Swatches for Circles Only

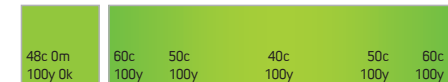
Light Green



Flat Background



Gradient Background



Swatches for Background Only



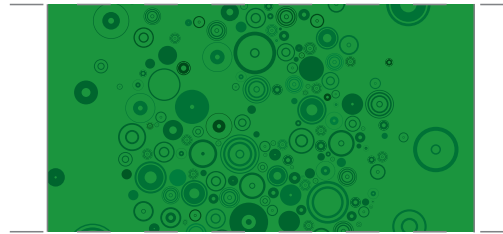
Swatches for Circles Only

Green

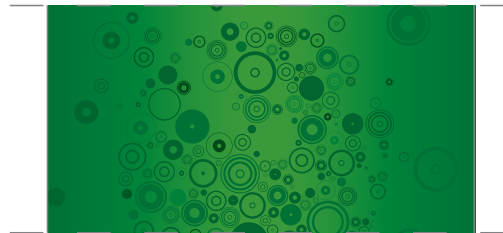
► Requirements

Silver

- Use the silver colorway whenever production allows the use of metallic ink.



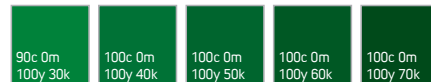
Flat Background



Gradient Background



Swatches for Background Only



Swatches for Circles Only

Dark Green



Flat Background



Gradient Background



Swatches for Background Only



Swatches for Circles Only

Silver (or PANTONE® 877 C)

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone, Inc.

7-5

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

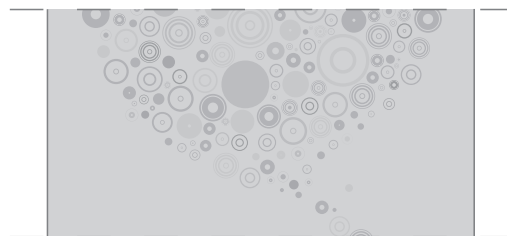
► Requirements

Gray

- Use the gray colorway in online applications or when production does not allow the use of metallic ink.

White

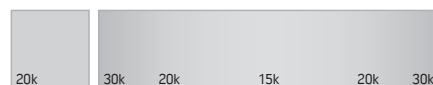
- Use the white colorway whenever necessary.



Flat Background



Gradient Background



Swatches for Background Only



Swatches for Circles Only

Gray



Flat Background



Gradient Background



Swatches for Background Only



Swatches for Circles Only

White

7-6

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection

► Requirements

Orange

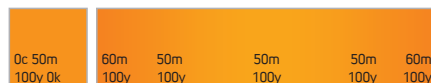
- When working on materials for Xbox LIVE, use the orange colorway whenever possible.



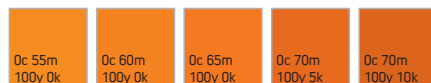
Flat Background



Gradient Background



Swatches for Background Only



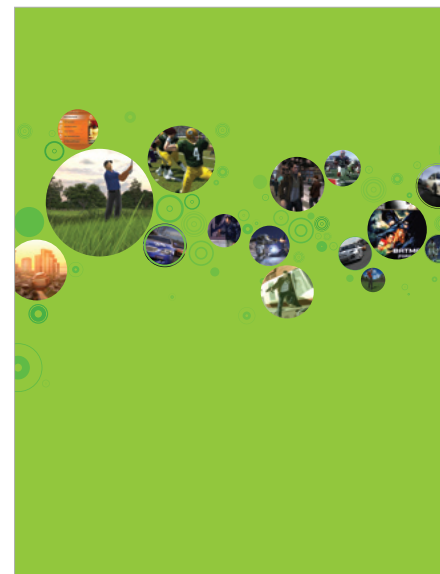
Swatches for Circles Only

Orange

► Requirements

PHOTOS & SCREENSHOTS:

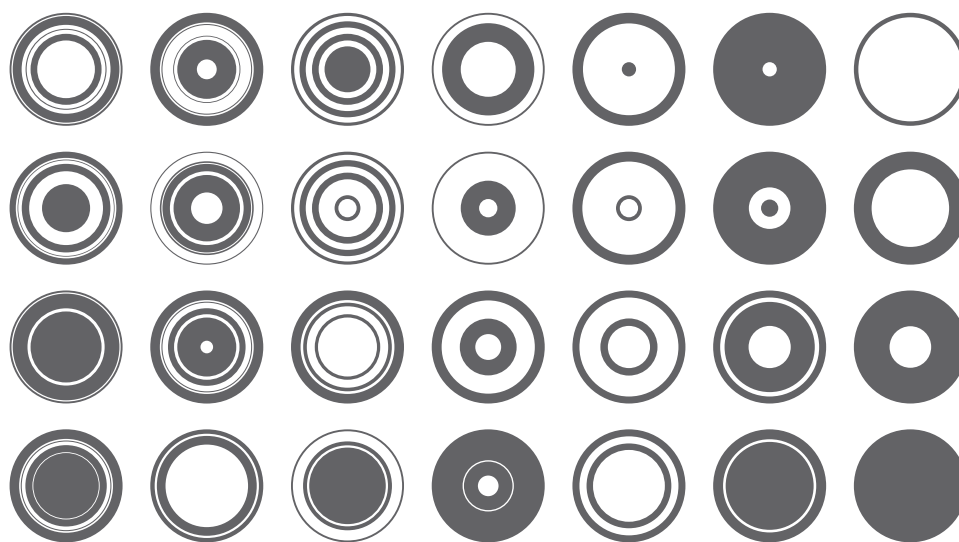
- Content such as photos, screenshots, or icons may be placed inside circles within the Patterns.
- You may use larger individual circles to amplify the presence of a particular image.



► Guidelines for Construction

CIRCLES:

- Use a variety of different circles in any one area when creating new Patterns.
- Maintain an equal amount of visual space between circles in the dense portions of the Patterns.
- The circles in a new Pattern should be organized into “streams” leading to “clusters” of other circles.
- When creating new Patterns, maintain the concept demonstrated by the Pattern structures shown in this document.
- All Patterns should be constructed around circular formations, S-curved formations, or a combination of the two.
- Circular formations work to represent the Xbox universe and its various individuals.
- S-curved formations represent the flowing connection of individuals.
- When building S-curved formations, the circles should create a clear visual path.



Circles

► Guidelines for Construction

COLOR BREAKS:

- Although multiple colorways have been provided, green should always remain the dominant color of any communication. Logo and Pattern files should be used to create an overall impression of green.
- Color Breaks should be used when it is necessary to use multiple background colors for organizing content.
- Color Breaks should be straight divisions in the layout.
- If the Pattern touches the edge of a Color Break, its structure should continue through the next color.
- When crossing colors, the Pattern structure should shift to match the colorway of that background.
- The Pattern should remain in the same position if it crosses the line where the color breaks.



Color Breaks

7-10

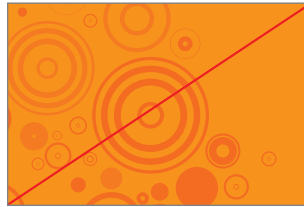
▼ Xbox 360® Brand Vocabulary

▼ All Media

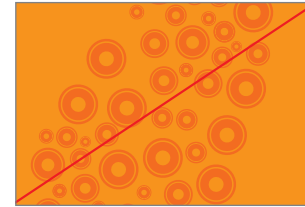
▼ Circle Connection

► Incorrect Usage

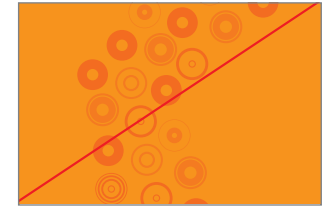
1. Don't enlarge or crop the Pattern structures to the point that the overall Pattern is indistinguishable.
2. Don't use the same circle graphic for all circles in a Pattern.
3. Don't use all circles at the same size in a Pattern.
4. Don't make Patterns too organized or regimented.
5. Don't overlap circles.
6. Don't add new colors to the color palettes.
7. Don't mix colors from one colorway with another.
8. Don't justify text.



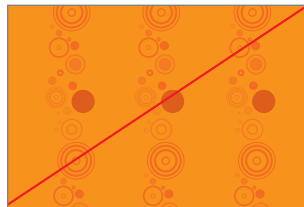
1



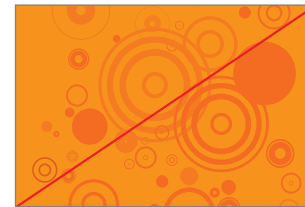
2



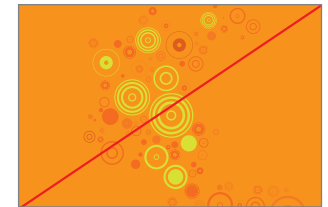
3



4



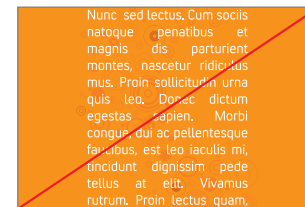
5



6



7



8

8-1

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection Swirls

► Assets

For all types of advertisements and marketing collateral.

POSITION:

- Circle Connection Swirls may be used as individual elements.
- They may be used to create interlocking compositions.
- They may be scaled and rotated.
- They may be used over white backgrounds, green backgrounds, or photography.
- They should always bleed off the edges of the layout.



Circle Connection Swirl

8-2

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Circle Connection Swirls

► Requirements

- Each variation of the Circle Connection Swirl has been created in different colorways that represent Xbox green and the addition of Xbox LIVE orange.
- The greens and oranges are CMYK builds.
- Photos or screenshots may be used behind the Circle Connection Swirls, so long as the primary content of the image is not obscured.



circle_connection_swirl_1.ai



circle_connection_swirl_2.ai



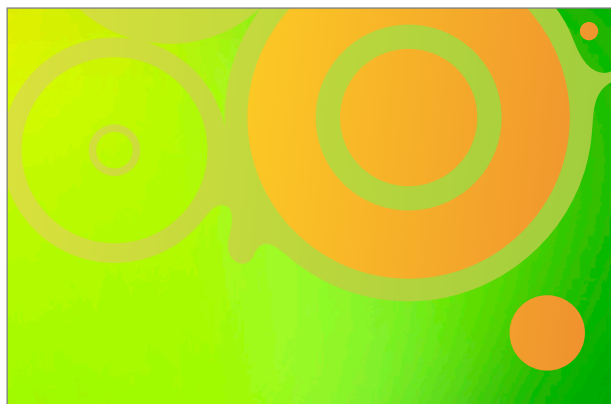
circle_connection_swirl_3.ai



circle_connection_swirl_4.ai

► Guidelines for Construction

- Multiple variations of the Circle Connection Swirls have been provided (see the file-name chart at the end of this section for further information).
- Use multiple Circle Connection Swirls to create playfulness.
- Each Circle Connection Swirl should touch at least two sides of the layout.
- The size of the Circle Connection Swirl should never be less than 50% of the length of the shortest side of a layout.



Circle Connection Swirl applications



8-4

▼ Xbox 360® Brand Vocabulary

▼ All Media

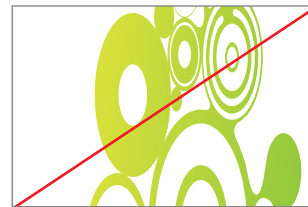
▼ Circle Connection Swirls

► Incorrect Usage

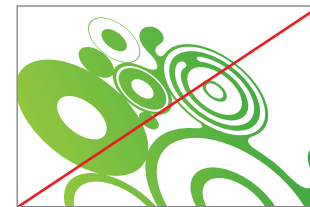
1. Don't change the color of the assets provided.
2. Don't stretch.
3. Don't skew.
4. Don't tint.
5. Don't add effects or filters.
6. Don't overlap Circle Connection Swirls.



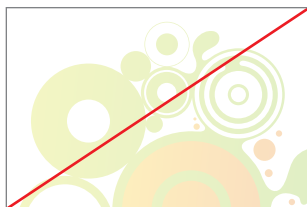
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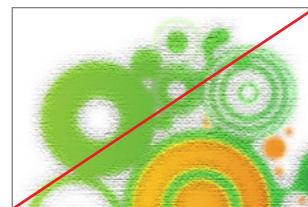
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3



4

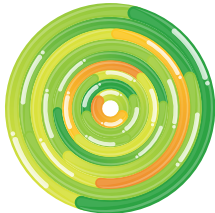
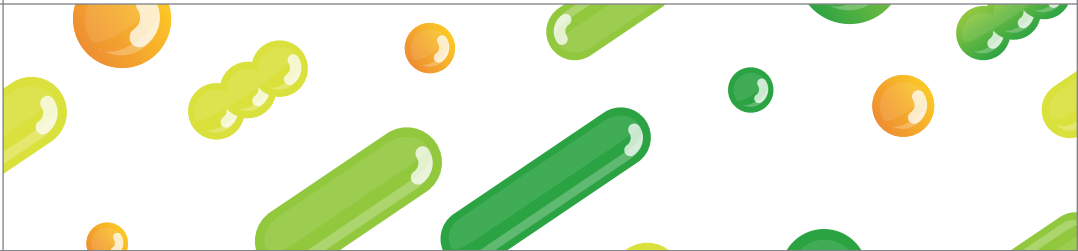
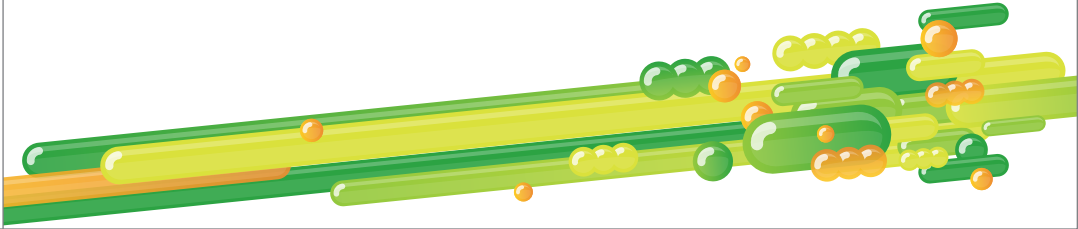


5



6

Family Overview

	Family: Use when speaking exclusively to families or a younger audience.
Jelly Ring of Light <ul style="list-style-type: none">The Jelly Ring of Light has been created as a playful candy-like interpretation of the standard Ring of Light. The Jelly Ring of Light should be used as a primary element when creating marketing materials that speak specifically to families or younger audiences.	
Jelly Bits <ul style="list-style-type: none">The Jelly Bits have been created as playful candy-like graphic elements. The Jelly Bits may be used as a foreground element or as a larger background pattern when creating marketing materials that speak specifically to families or younger audiences.	
Jelly Bars <ul style="list-style-type: none">The Jelly Bars have been created as playful candy-like graphic elements. The Jelly Bars may be used as a linear directional graphic, or as a visual divider when creating marketing materials that speak specifically to families or younger audiences.	

10-1

▼ Xbox 360® Brand Vocabulary

▼ All Media

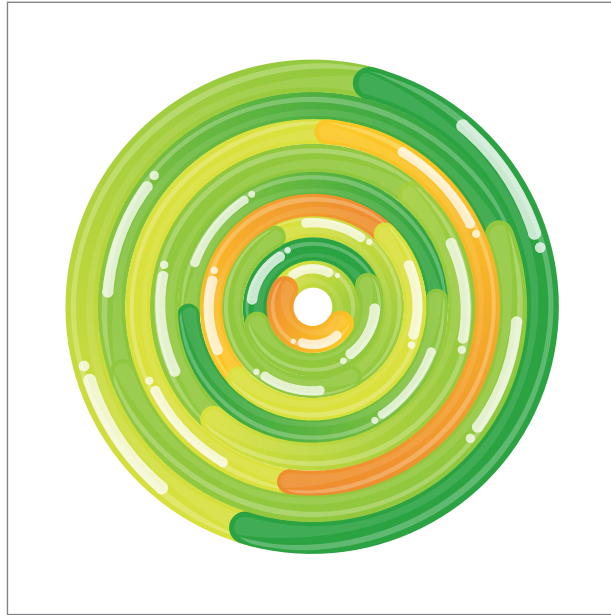
▼ Jellies

► Assets

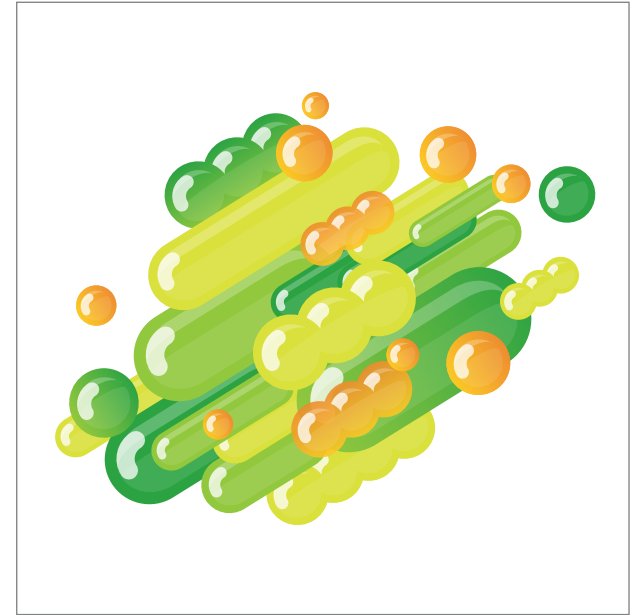
For all types of advertisements and marketing collateral that speak to family audiences.

POSITION:

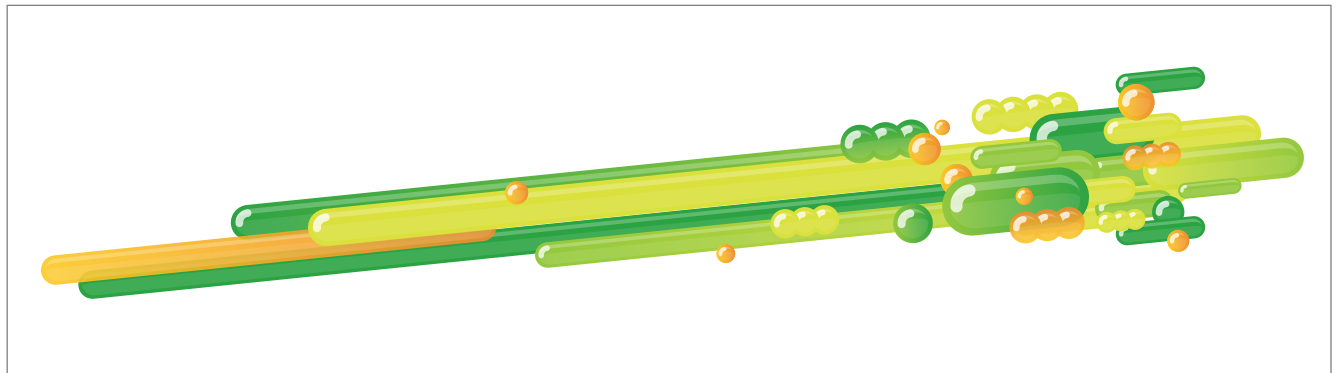
- Jelly Swirls, Bits, and Bars may be used as individual elements.
- Jelly Swirls, Bits, and Bars should be used only when speaking to family audiences.



Jelly Swirls



Jelly Bits



Jelly Bars

10-2

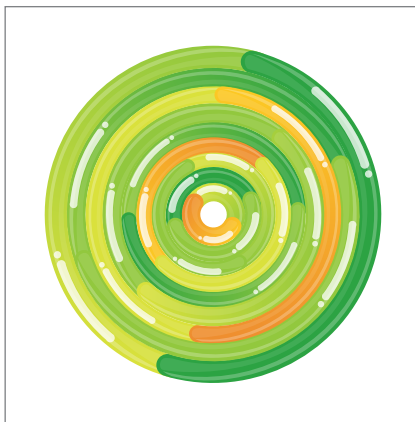
▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Jellies

► Requirements

- Each variation of the Jellies has been created in different colorways that represent Xbox green and the addition of Xbox LIVE orange.
- The greens and oranges are CMYK builds.
- They may be used over white backgrounds, green backgrounds, or photography.
- The Jellies should always bleed off the edges of the layout.
- Although multiple colors are used in the backgrounds, green should always remain the dominant color.



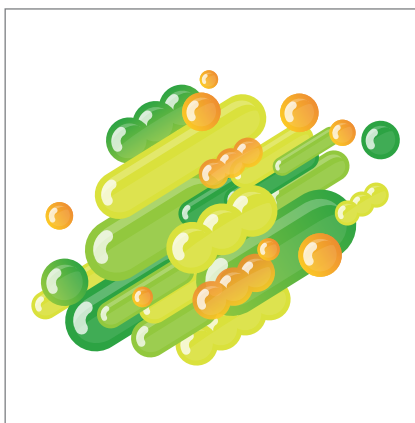
jelly_swirl_1.ai



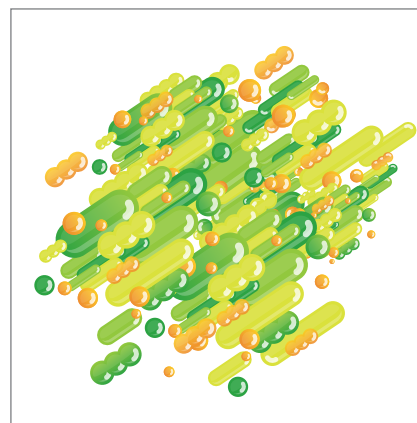
jelly_swirl_2.ai



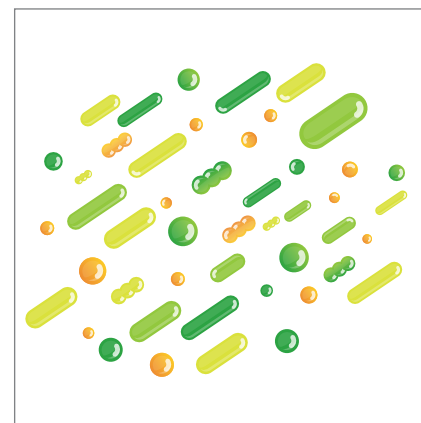
jelly_swirl_3.ai



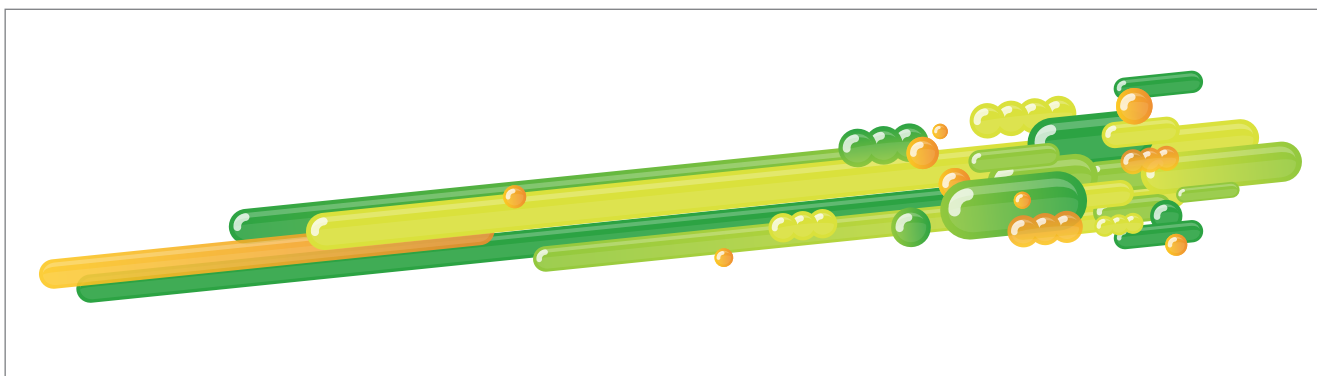
jelly_bits_1.ai



jelly_bits_2.ai



jelly_bits_3.ai



jelly_bar.ai

10-3

▼ Xbox 360® Brand Vocabulary

▼ All Media

▼ Jellies

► Guidelines for Construction

- Multiple variations of the Jellies have been provided.
- Use multiple Jellies of the same variation to create playfulness.
- Photos or screenshots may be used behind the Jellies, so long as they do not distort or take away from the communication of the image.
- The Jellies may be cropped into typography.
- Jellies may overlap, but should not distract from the message or image presented.
- The minimum size for the Jellies should be no less than 95% of the shortest side of the layout they are being used in.



Jelly Swirls



Jelly Bits



Jelly Bars

10-4

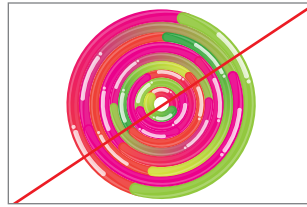
▼ Xbox 360® Brand Vocabulary

▼ All Media

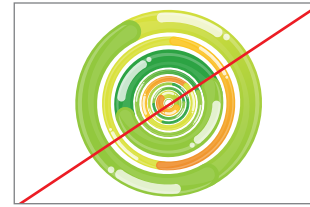
▼ Jellies

► Incorrect Usage

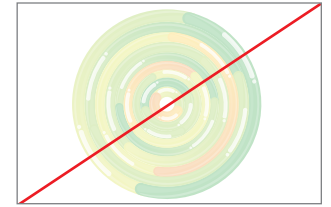
1. Don't change the color of the assets provided.
2. Don't change the proportions.
3. Don't tint.
4. Don't skew.
5. Don't add effects or filters.
6. Don't place photos over the Jellies.
7. Don't stretch the Jellies.



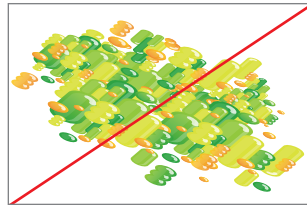
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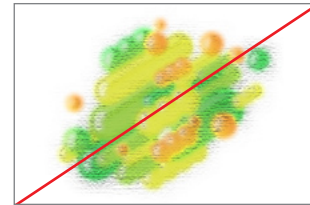
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3



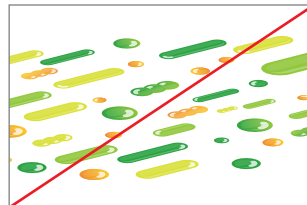
4



5



6



7

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