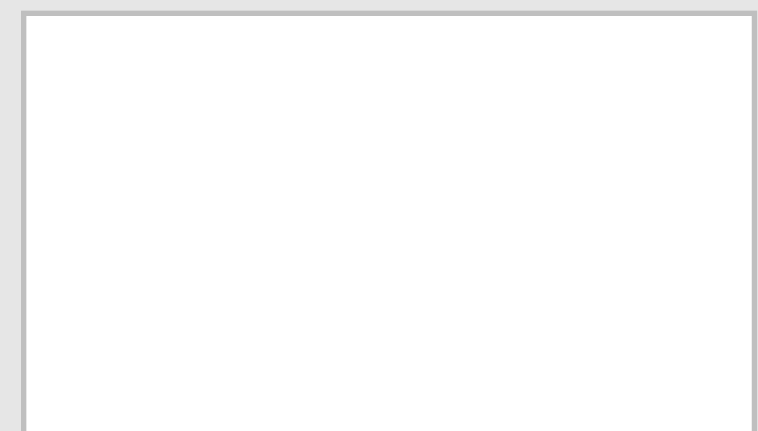


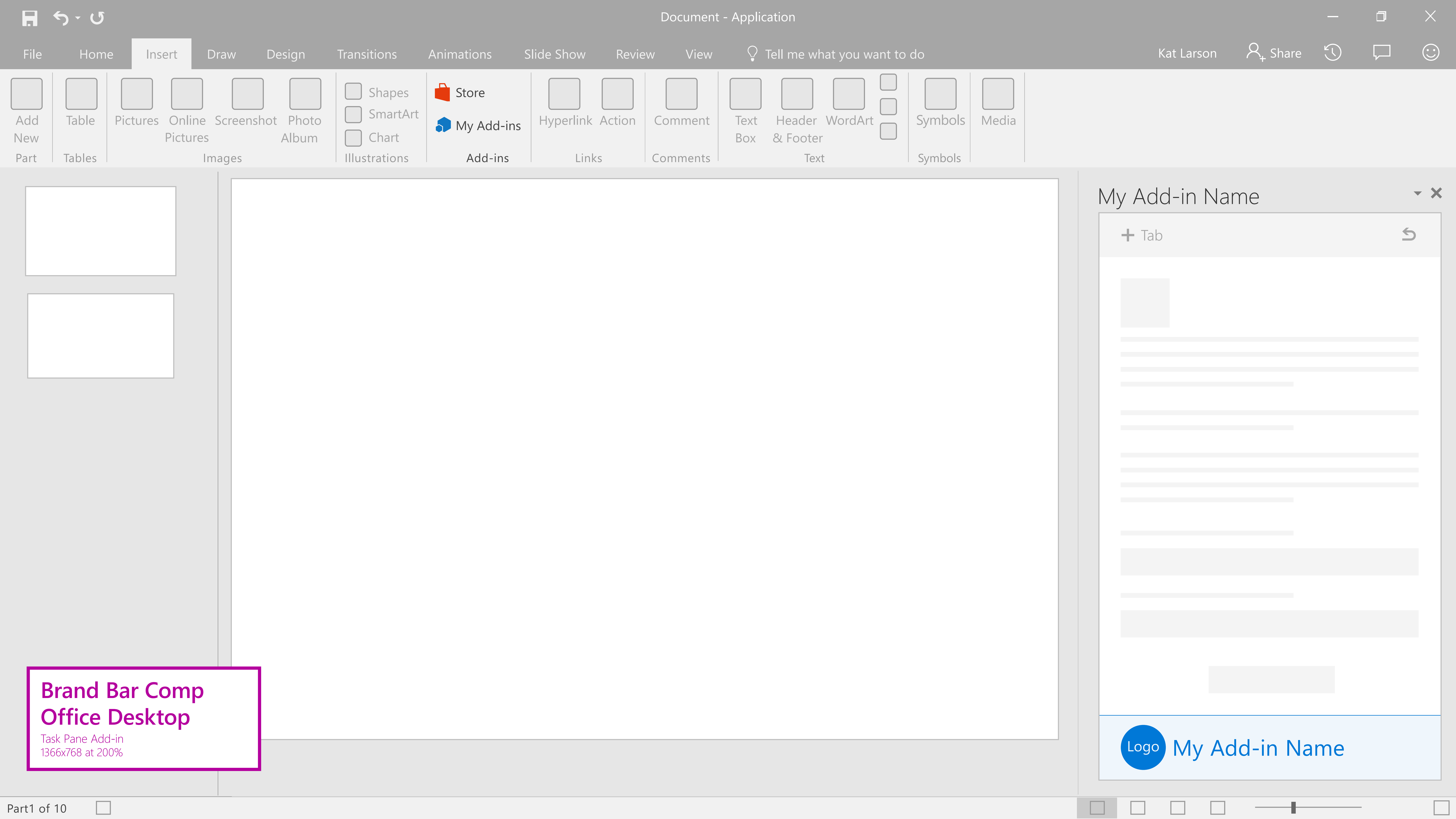
Brand Bar

# Office Add-in UX Pattern



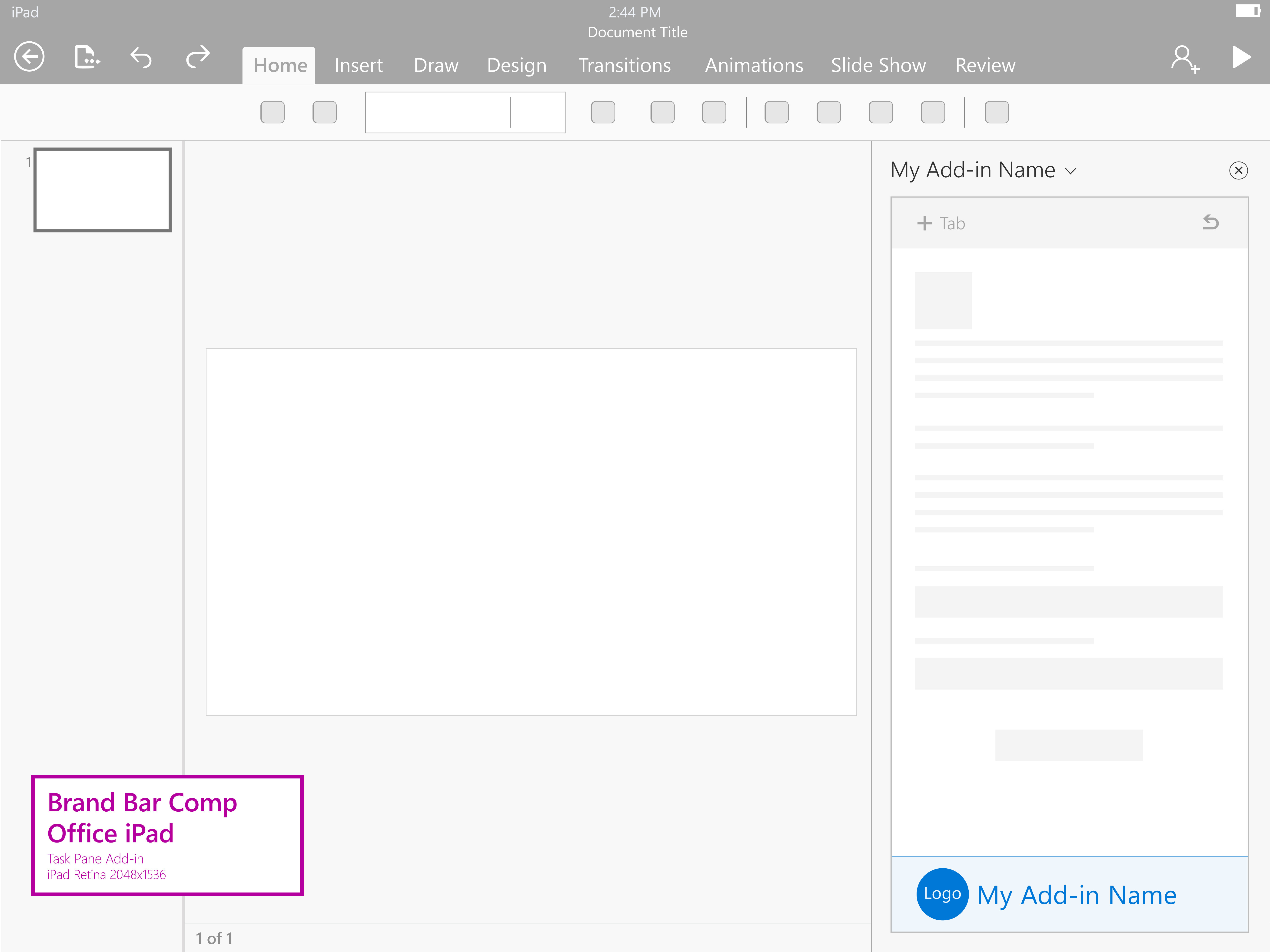
\*Adjust size proportionally to the resolution of your device.

Diagram illustrating the layout of a ribbon button. The button contains a logo (blue circle) and the text "My Add-in Name". The dimensions are specified as 20px for the top and bottom padding, and 60px for the height of the text area.



Brand Bar Comp  
Office Desktop

Task Pane Add-in  
1366x768 at 200%



FileHomeInsertDrawDesignTransitionsAnimationsSlide ShowReviewViewTell me what you want to do

Kat LarsonShare

Add New Part

Table

Pictures

Online Pictures

Screenshot

Photo Album

Shapes

SmartArt

Chart

Store

My Add-ins

Hyperlink

Action

Comment

Text Box

Header & Footer

WordArt

Symbols

Media

Illustrations

Add-ins

Links

Comments

Text

Symbols

Logo and HTML Text

Logo

My Add-in Name

VARIANT B

Graphical Logotype

My *add-in* Name

VARIANT C

Brand Bar Specs

Office Desktop

Content Add-in  
1366x768 at 200%

Components

Square Logo Image  
10px minimum padding

Vertically Centered

Add-in Name

Segoe UI Regular  
21pt

\*Adjust size proportionally to  
the resolution of your device.

+ Tab

Brand Bar

Brand element alignment is done in image-only, text-only and image-text styles. The entire brand bar area is a container available for add-in branding.

Left Alignment

Left-align brand elements to the 20px padding.

Horizontal Center Alignment

Center-align brand elements for simplicity.

Graphics

The brand elements rendered in the image follow visual design standards for alignment and padding.

20px

Logo

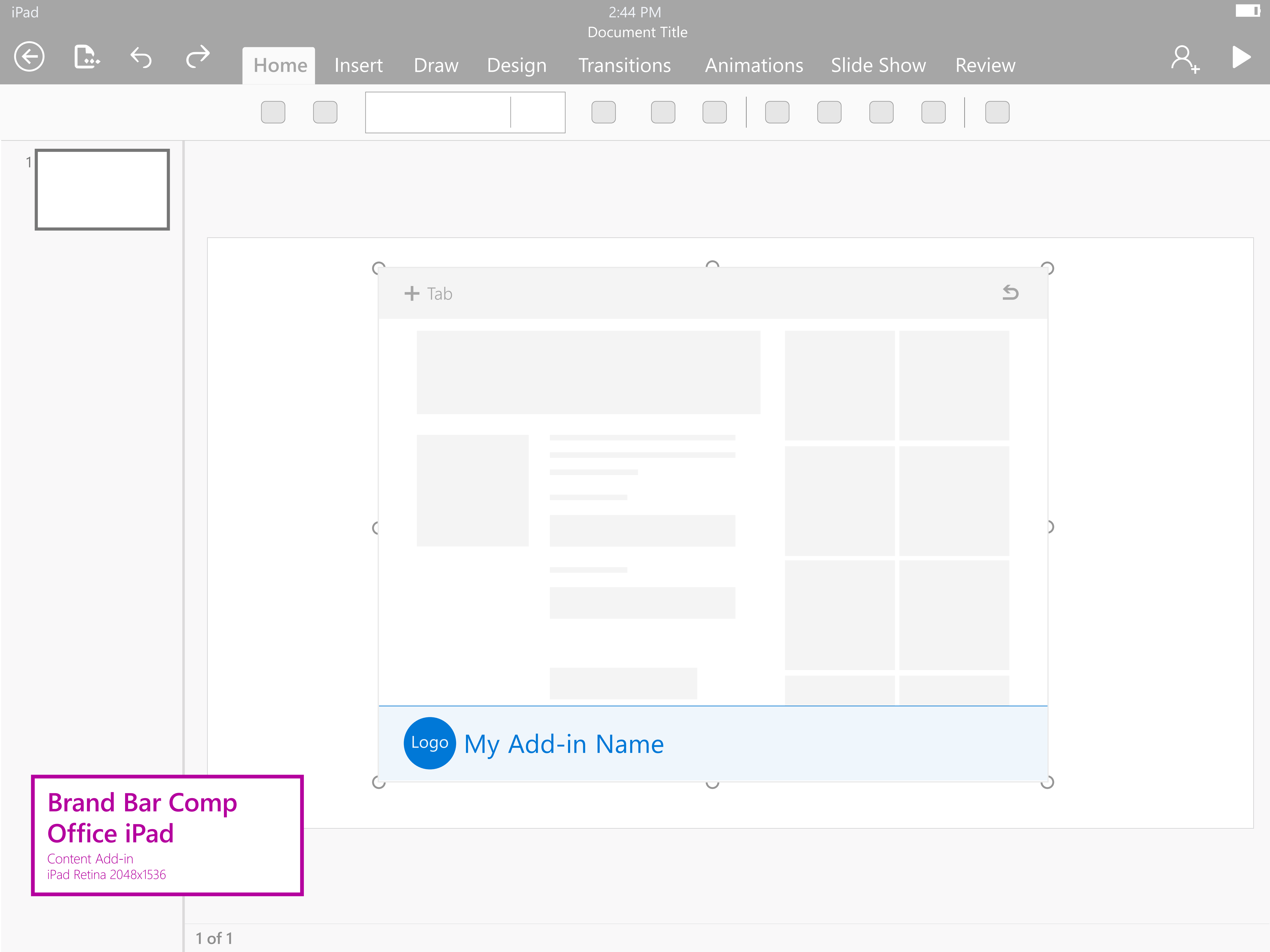
My Add-in Name

60px

20px

Part1 of 10





## Brand Bar Comp Office iPad

Content Add-in  
iPad Retina 2048x1536