

A man with dark hair and glasses, wearing a bright yellow polo shirt and dark jeans, is captured mid-jump in front of a vibrant, colorful mural. The mural features a blue background with white tree branches, a large butterfly, and various abstract shapes in green, purple, and orange. The man's arms are outstretched, and he has a joyful expression. The scene is set outdoors with trees visible in the background.

We go with you.

Windows Store App Marketing Guidelines
June 2013



Microsoft

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Microsoft Marks

Microsoft Marks are Windows Store badge and icon.

The download includes green and black badges and icon in screen resolution .png files in small, medium, and large sizes and high resolution .pdf files for use in display and print advertising.

Badges are available in 13 languages: English, Arabic, Brazilian Portuguese, Chinese Simplified, Chinese Traditional, Dutch, French, German, Italian, Japanese, Korean, Russian, Spanish. You may also use the Windows Store icon and any localized Windows Store terms.

The latest version of these guidelines and specifications is available at: <http://go.microsoft.com/fwlink/?LinkId=309176>

Usage specifications

The badge and icon comes in recommended sizes but resizing is permitted as long as it is at least 40 pixels high (0.56 inches or 14.11 mm).

When used online, you must link the badge to your app listing in Windows Store. Learn how: <http://go.microsoft.com/fwlink/?LinkId=267273>.

The green colored badge and icon is preferred, but you may use black to improve legibility.

See Windows Store messaging guidelines for text that can accompany the Windows Store badges.

Always comply with Section 3i "License to Microsoft Marks" of the App Developer Agreement. http://msdn.microsoft.com/en-us/library/windows/apps/hh694058.aspx#license_to_mark

Download Windows Store badge and icon from <http://go.microsoft.com/fwlink/?LinkId=266840>.



Incorrect usage

DON'T rotate the badge



DON'T use Windows 8 logo



DON'T use inverted colors



DON'T use multiple colors, gradients or patterns



DON'T use the green badge on a green background



DON'T use alternate colors



DON'T distort the badge



DON'T add drop shadows or other effects



DON'T use the black badge on a black background



DON'T use keylines



DON'T use the Windows Store icon or typography outside of badge



DON'T replace or rearrange elements within badge



Windows Store term usage

Windows Store name usage

Use the term Windows Store or any of the localized languages in your marketing content and when using the Windows Store badge and icon.

DO:

- Get a free trial of <app name> from Windows Store
- Download <app name> from Windows Store
- Get <app name> on Windows Store
- Available on Windows Store
- Windows Store app

DON'T:

- Windows 8 Store
- Windows 8 App Store
- Microsoft Windows Store
- Certified for Windows Store
- Certified for Windows 8
- WinStore
- Compatible with Windows 8
- Windows 8 compatible
- Works with Windows 8

Windows Store localized terms

Windows Store is available in over 200 markets and is localized into nearly 100 languages. Please choose the language from the chart that works best for your market. Note that Windows is never localized.

Language	Localized term	Language code	Language	Localized term	Language code
Afrikaans	Windows Winkel	af-ZA	Dari	Windows ف رو شځاه	prs-AF
Albanian	Dyqani i Windows	sq-AL	Dutch	Windows Store	nl-NL
Amharic	Windows ማከማቻ	am-ET	English (US)	Windows Store	en-US
Arabic	Windows م تجر	ar-SA	Estonian	Windowsi pood	et-EE
Armenian	Windows Խաւսկութ	hy-AM	Filipino	Store ng Windows	fil-PH
Assamese	Windows বিপনি	as-IN	Finnish	Windows-kauppa	fi-FI
Azerbaijani (Latin)	Windows Mağaza	az-Latn-AZ	French	Windows Store	fr-FR
Bangla	Windows স্টোর	bn-BD	Galician	Tenda Windows	gl-ES
Basque	Windows denda	eu-ES	Georgian	Windows მაღაზია	ka-GE
Belarusian	Крама Windows	be-BY	German	Windows Store	de-DE
Bengali	Windows স্টোর	bn-IN	Greek	Windows Store	el-GR
Bosnian (Latin)	Windows prodavnica	bs-Latn-BA	Gujarati	Windows સ્ટોર	gu-IN
Bulgarian	Магазин на Windows	bg-BG	Hausa (Latin)	Wurin Adana Windows	ha-Latn-NG
Catalan	Botiga del Windows	ca-ES	Hebrew	חנות Windows	he-IL
Central Kurdish (Arabic)	Windows ف رو شځه ی	ku-Arab-IQ	Hindi	Windows स्टोर	hi-IN
Cherokee (Cherokee)	Windows ᏃᎠᏏᎠ	chr-Cher-US	Hungarian	Windows Áruház	hu-HU
Chinese Simplified	Windows 应用商店	zh-CN	Icelandic	Windows-netverslunin	is-IS
Chinese Traditional (Taiwan)	Windows 市集	zh-TW	Igbo	Ebenchekwa Windows	ig-NG
Croatian	Windows trgovina	hr-HR	Indonesian	Bursa Windows	id-ID
Czech	Windows Store	cs-CZ	Inuktitut (Latin)	Windows Niuvirvik	iu-Latn-CA
Danish	Windows Store	da-DK	Irish	Siopa Windows	ga-IE
			isiXhosa	Ivenkile yeWindows	xh-ZA
			isiZulu	Isitolo Se-Windows	zu-ZA

Language	Localized term	Language code
Italian	Windows Store	it-IT
Japanese	Windows ストア	ja-JP
Kannada	Windows ಸ್ಟೋರ್	kn-IN
Kazakh	Windows дүкені	kk-KZ
Khmer	កម្មវិធីផ្គត់ផ្គង់កម្មវិធីនេះនៅលើ Windows	km-KH
K'iche'	Uk'ayib'al Windows	qut-GT
Kinyarwanda	Ububiko bwa Windows	rw-RW
KiSwahili	Duka la Windows	sw-KE
Konkani	Windows स्टोर	kok-IN
Korean	Windows 스토어	ko-KR
Kyrgyz	Windows Интернет дүкөнү	ky-KG
Latvian	Windows veikals	lv-LV
Lithuanian	„Windows“ parduotuvė	lt-LT
Luxembourgish	Windows Store	lb-LU
Macedonian	Windows продавница	mk-MK
Malay	Gedung Windows	ms-MY
Malayalam	Windows സ്റ്റോർ	ml-IN
Maltese	Ħanut Windows	mt-MT
Maori	Pātaka Windows	mi-NZ
Marathi	Windows संग्रह	mr-IN
Mongolian (Cyrillic)	Windows дэлгүүр	mn-MN
Nepali	Windows पसल	ne-NP

Language	Localized term	Language code
Norwegian (Bokmal)	Windows Store	nb-NO
Norwegian (Nynorsk)	Windows Store	nn-NO
Odia	Windows ଷ୍ଟୋର	or-IN
Persian	فروشگاه Windows	fa-IR
Polish	Sklep Windows	pl-PL
Portuguese (Brazil)	Windows Store	pt-BR
Portuguese (Portugal)	Loja Windows	pt-PT
Punjabi	Windows ਸਟੋਰ	pa-IN
Punjabi (Arabic)	Windows ا س د ثور	pa-Arab-PK
Punjabi (Arabic)	Windows ذ خ يره	pa-Arab-PK
Quechua	Windows Tienda	quz-PE
Romanian	Magazin Windows	ro-RO
Russian	Магазин Windows	ru-RU
Scottish Gaelic	Bùth Windows	gd-GB
Serbian	Windows продавница	sr-Cyrl-BA
(Cyrillic, Bosnia and Herzegovina)		
Serbian	Windows продавница	sr-Cyrl-CS
(Cyrillic, Serbia)		
Serbian (Latin)	Windows prodavnica	sr-Latn-CS
Sesotho sa Leboa	Lebenkele la Windows	nso-ZA
Setswana	Lebentlele la Windows	tn-ZA
Sindhi (Arabic)	Windows ا س د ثور	sd-Arab-PK
Sinhala	Windows ගබඩාව	si-LK

Language	Localized term	Language code
Slovak	Windows Obchod	sk-SK
Slovenian	Trgovina Windows	sl-SI
Spanish	Tienda Windows	es-ES
Swedish	Windows Store	sv-SE
Tajik (Cyrillic)	Дүкони Windows	tg-Cyrl-TJ
Tamil	Windows ஸ்டோர்	ta-IN
Tatar	Windows кибете	tt-RU
Telugu	Windows స్టోర్	te-IN
Thai	Windows Store	th-TH
Tigrinya	Windows መደብር	ti-ET
Turkish	Windows Mağazası	tr-TR
Turkmen	Windows Dükany	tk-TM
Ukrainian	Магазин Windows	uk-UA
Urdu	Windows ا س د ثور	ur-PK
Uyghur	Windows دۇكانى	ug-CN
Uzbek (Latin)	Windows do'koni	uz-Latn-UZ
Valencian	Botiga del Windows	ca-ES-valencia
Vietnamese	Cửa hàng Windows	vi-VN
Welsh	Siop Windows	cy-GB
Wolof	Màngasiinu Windows	wo-SN
Yoruba	Ìpàtẹ̀ Èròjà Windows	yo-NG
Yoruba	Ìtajà oníforìkorí Windows	yo-NG

Device chassis

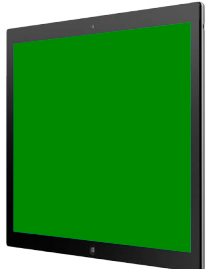
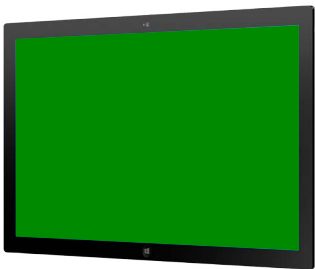
You may use the tablet, convertible, laptop, and all-in-one device chassis to show screenshots of your app in advertising. The downloadable files are layered, high resolution .psd files (Photoshop) in five perspectives of each form factor.

Usage specifications

You must show a screenshot of your app in the device. You may resize the images, but only use the perspectives provided.

Download device chassis from <http://go.microsoft.com/fwlink/?LinkId=266840>.

Tablet



Convertible



Device chassis,
continued

Laptop



All-in-one



Frequently asked questions (FAQ)

Do I need to have an app available in Windows Store in order to use Windows Store badges?

Yes. In order to use the badges, you must have an app published in Windows Store, comply with Section 3i “License to Microsoft Marks” of the App Developer Agreement, and follow the badge usage specifications. http://msdn.microsoft.com/en-us/library/windows/apps/hh694058.aspx#license_to_mark

Where can I see the App Developer Agreement?

The App Developer Agreement is available from <http://go.microsoft.com/fwlink/p/?LinkId=221922>. Section 3i “License to Microsoft Marks” describes the license for using Windows Store badges and icons.

What is meant by Microsoft Marks?

In the context of Windows Store App Developer Agreement, Microsoft Marks refers to Windows Store badges and icons.

Where can I download the badges, icon badges and device images?

You can download the badges, icons and device images from Windows Dev Center. <http://go.microsoft.com/fwlink/?LinkId=266840>.

Are localized versions of the Windows Store badge available?

Yes. The Windows Store badge is available in 13 languages: English, Arabic, Brazilian Portuguese, Chinese Simplified, Chinese Traditional, Dutch, French, German, Italian, Japanese, Korean, Russian, Spanish. You may also use the icon with any of the localized Windows Store terms.

In what file formats and color values are the badges and icons?

Badges and icons are provided in formats optimized for screen and print use. For screen use, .png files are provided in small, medium, and large sizes. A higher resolution .pdf file is included for larger digital displays. For print use, high resolution .pdf files are provided.

For screen use, the RGB color value of the green badges and icon badges is R0, G138, B0 and the black badges and icon badges is R0, G0, B0. For print use, the CMYK color of the green badges and icon badges is C75, M0, Y100, K0 and the black badges and icon badges is C0, M0, Y0, K100 or process black.

Can I resize the badges and icons?

Yes, the badges and icon badges come in the recommended sizes but you can resize them as long as it remains proportional and is at least 40 pixels high (0.56 inches or 14.11 mm).

Where can I find answers to my technical questions?

Visit the Windows Dev Center. <http://dev.windows.com>

I have a brand question. Who can help me?

Email the Windows Brand Team at winbrand@microsoft.com.

Print

Placement

The recommended badge position for print is the lower left corner. You may also place the badge where it's most appropriate in your design. Also consider showing a screenshot of your app in a provided device chassis.

Clear space required

The minimum clear space around the Windows Store badge should be at least half the badge height.

Vertical



Horizontal



TV

Placement

The recommended badge position for broadcast TV is centered at the bottom of the screen. You may also place the badge where it's most appropriate in your design. Also consider showing a screenshot of your app inside a provided device chassis.

Clear space required

The minimum clear space around the Windows Store badge should be half the badge height.



Digital ad units

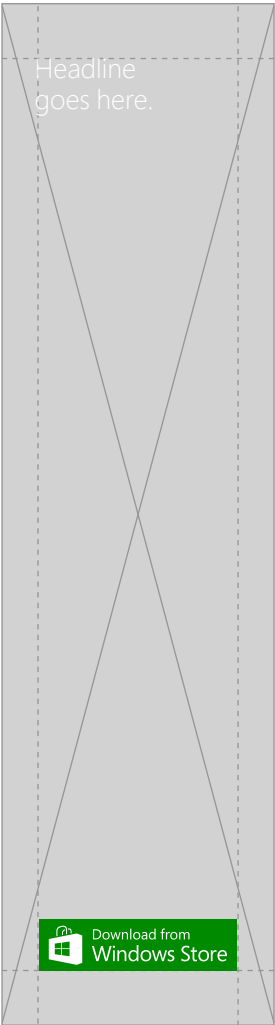
Placement

Here are recommended badge positions for standard-size digital ad units. You may also place the badge where it's most appropriate in your design. Also consider showing a screenshot of your app in a provided device chassis.

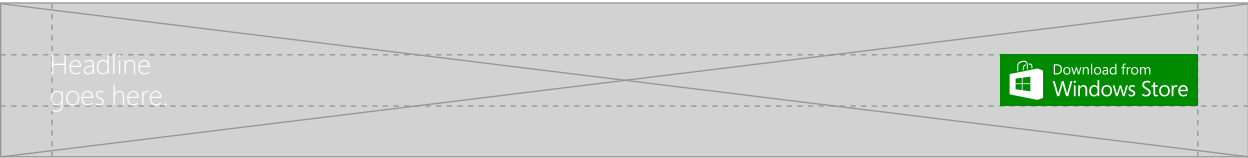
Windows Dev Center how-to

For how to link to your app in Windows Store, visit:
<http://go.microsoft.com/fwlink/?LinkId=267273>.

160 x 600 px



728 x 90 px



300 x 250 px



Social networks

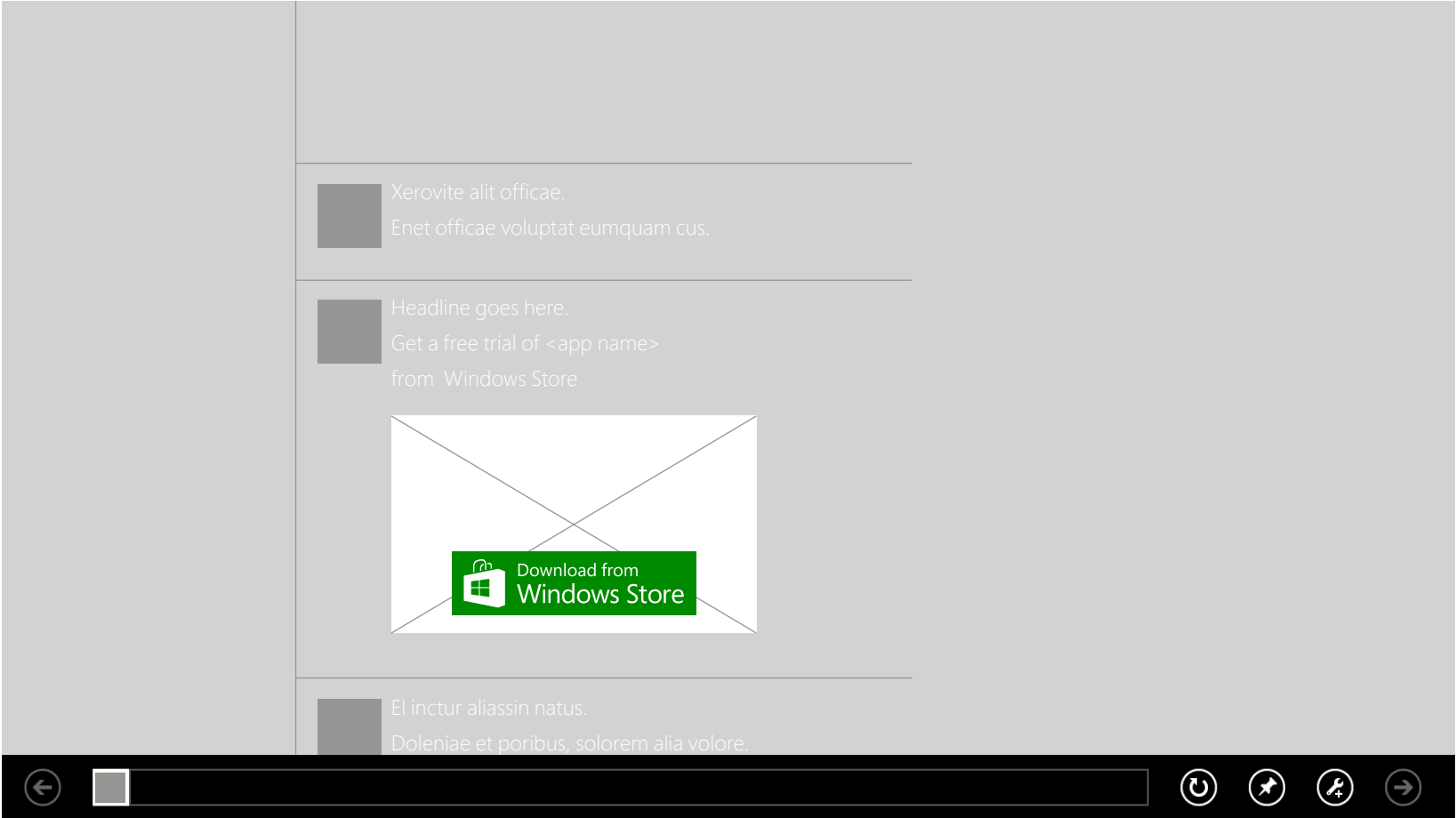
When posting to social networks, link to your app in Windows Store. Also consider including a Windows Store badge or screenshot of your app in a provided device chassis.

Suggested text

- Get a free trial of <app name> from Windows Store
- Download <app name> from Windows Store
- Get <app name> on Windows Store
- Available on Windows Store

Windows Dev Center how-to

For how to link to your app in Windows Store, visit:
<http://go.microsoft.com/fwlink/?LinkId=267273>.

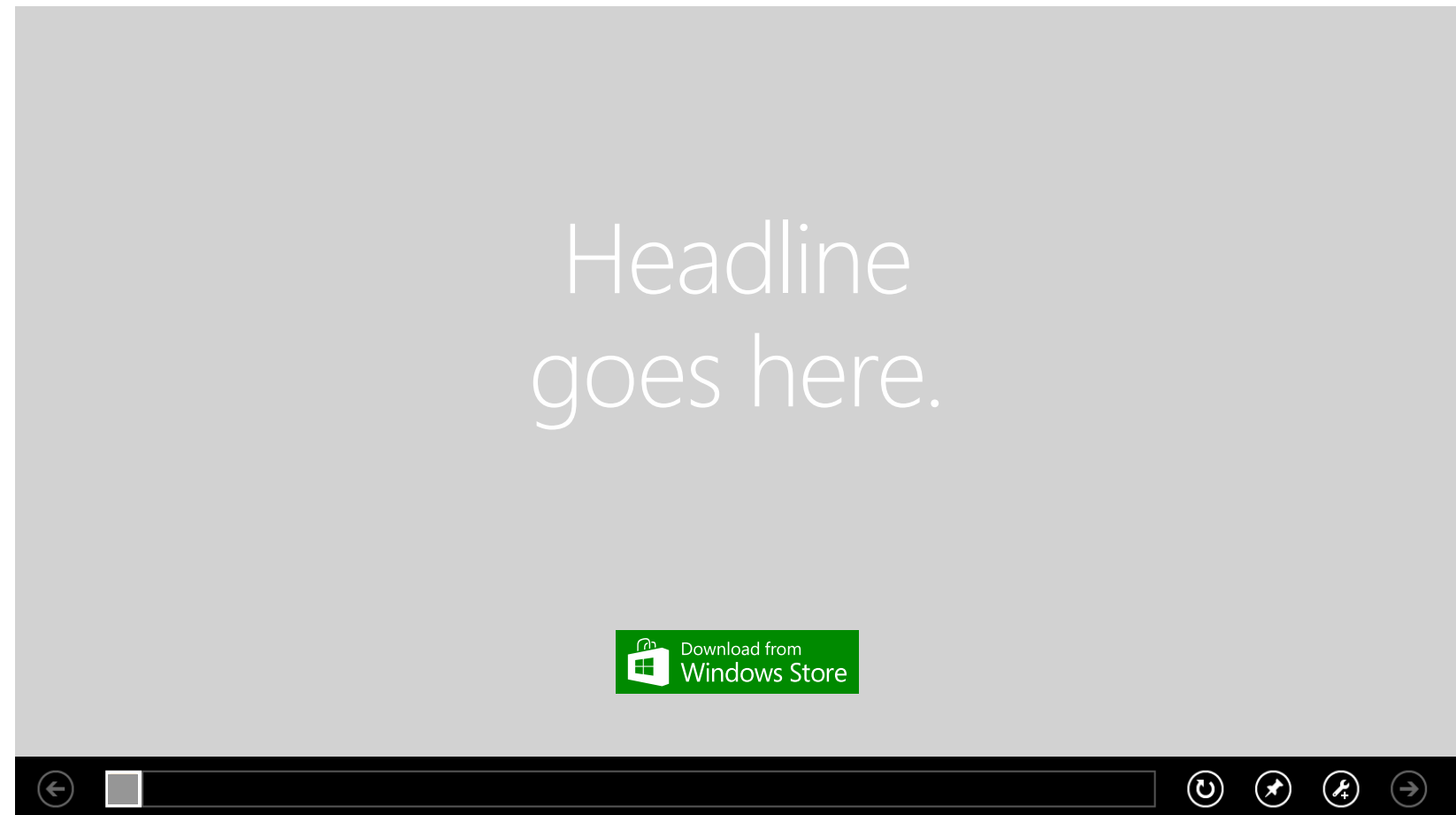


Website takeover

Consider targeting customers who are running Windows 8 with a takeover on your website. This is a highly effective way to drive downloads of your app. Also consider showing a screenshot of your app inside a provided device chassis.

Windows Dev Center how-to

For sample code and how to link to your app in Windows Store, visit: <http://go.microsoft.com/fwlink/?LinkId=267273>.

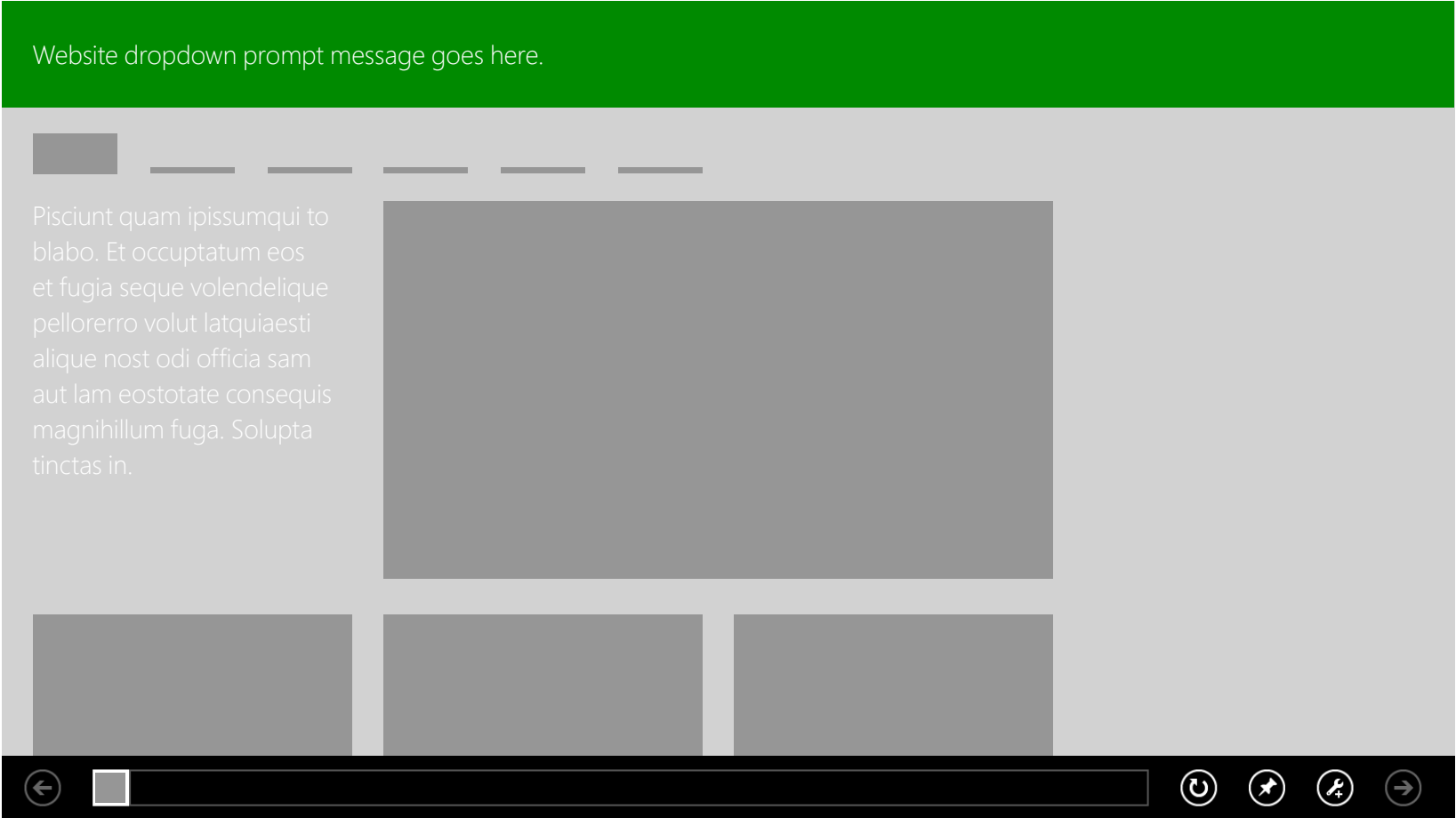


Website dropdown

You can also promote your app to customers running Windows 8 by implementing a dropdown on your website. This is less intrusive than a website takeover, but still an effective way to drive downloads of your app.

Windows Dev Center how-to

For sample code and how to link to your app in Windows Store, visit: <http://go.microsoft.com/fwlink/?LinkId=267273>.



Explore

