Windows Phone Marketing Kit for Windows Phone Store Application Developers

Windows Phone

Windows Phone lives or dies by our app ecosystem. We understand developers are a critical part of the Windows Phone platform.

Quite simply, we would not be where we are today if so many devs haven't taken us on faith and built apps for the device. Now that you have that app built, you want to show it off to the world.

This marketing kit is intended to give you the tools for you to best position your Windows Phone app. We'll start with the basics, describing the icons, and how to use them, and then we'll dive into more advanced stuff, such as how to use the Windows Phone Start screen to bring your app's story to life.

This document is intended for App Development for Windows Phone 8. For Windows 7.5 support please contact us at wpappmktsupport@microsoft.com.

Thanks for your support of the platform and your belief in us.

Purpose and Usage Guidelines
The following information is provided to give context and guidelines about Windows Phone for purposes of joint marketing for application developers.

Licensing Information
The Windows Phone assets that Microsoft provides to you may only be used pursuant to the guidance provided here.

Assets included in this Kit

In addition to this document, the Marketing Kit also includes the following visual assets:

- Windows Phone Store Icon
- Windows Store Icon
- Start screen (in lockup with chassis)
- Windows Phone Chassis
- Windows Phone Start Screen Guidance

Windows Phone Naming Guidance

Windows Phone Name

The brand is Windows Phone
In most instances, you should simply use our brand name – Windows® Phone. Do not refer to the OS for example 'Windows Phone 8', unless it's necessary to distinguish between OS releases, and typically only in specs, supported OS's and fine print.

Trademark Requirements

Unless otherwise specified in the Windows Phone 8 Logo License Agreement or other applicable License Agreement, you are not required to include the registered trademark symbol (®) after Windows in marketing materials.

However, if you include a trademark footnote to give notice of your own trademarks or other third party trademarks in materials where you also use our trademarks, you should add the following wording to your trademark footnote: "Microsoft, Windows, and [list in alphabetical order all other Microsoft trademarks referenced, including trademarked logos such as the Windows Phone logo] are trademarks of the Microsoft group of companies."

For copy trademark guidance, please visit:
http://www.microsoft.com/about/legal/en/us/IntellectualProperty/Trademarks/Usage/General.asp

Additional Support

Windows Phone Store App development links
Windows Phone Dev Center https://dev.windowsphone.com//en-us
Windows Phone Dev Center Forums http://social.msdn.microsoft.com/Forums/en-us/category/wpapps

Windows Store App development links
Windows Store apps Dev Center http://msdn.microsoft.com/en-us/windows/apps
Windows Store for developers blog http://blogs.msdn.com/b/windowsstore
Windows 8 design resources http://design.windows.com
About the Windows Store http://msdn.microsoft.com/en-US/library/windows/apps/br230836
Windows 8 app developer blog http://blogs.msdn.com/b/windowsappdev/

Visual Assets

There are two stores to promote and sell your app based on the platform. The Windows Phone Store is for Windows Phone applications and the Windows Store is for Windows 8 applications. Please make sure you are using the appropriate icon and, for digital use, make sure it links to your application in the appropriate store.

If you have an app for both platforms and want to promote the location of each app you should include both icons in marketing materials. For digital use, use the URL provided on page 10 to link the appropriate icon to the appropriate store.

Windows Phone Store Icon

Digital Use
The Windows Phone Store icon is intended to provide customers with a clear way to download your Windows Phone App. The button must always provide a link directly to the app's listing on the Windows Phone Store. The link format should use the following URL format: http://windowsphone.com/s?appId={GUID}

In the above, the {GUID} placeholder is replaced with the ID of the application you want to link to. The WindowePhone.com Redirection Service, when it receives a call to the above URL, will direct the caller to the proper location – if they are browsing from a PC, they will be redirected to the Windows Phone Store website; if they are browsing from a Windows Phone, they will be redirected directly to the app so they can download the app on their phone.

Additional information on linking to Windows Phone Store apps can be found at http://msdn.microsoft.com/en-us/library/ff967553(v=VS.92).aspx

Please Note:
As with any asset, this may not be modified or altered in anyway except for resizing, as a whole, for placement.

Windows Store Icon

The Windows Store icon is intended to provide customers with a clear way to download your Windows 8 App. In digital execution, the logo must always provide a link directly to the app's listing on the Windows Store. To link your app to the Windows Store follow the guidance published by the Windows Store Team which can be found at http://msdn.microsoft. com/en-us/windows/apps

Available at the Windows Phone Store and the Windows Store

If your app is available at both the Windows Phone Store and the Windows Store you can show both logos together. Logos should be the same size and should fit in esthetically with the other retail logos included in the design. For digital execution, be sure to confirm that the button is linking to the appropriate store.

Linking Your Apps to Windows Phone Store

The link format should use the following URL format when you use these methods to link to your app:

http://windowsphone.com/s?appId={GUID}

In the above, the {GUID} placeholder is replaced with the ID of the application you want to link to. The WindowePhone.com Redirection Service, when it receives a call to the above URL, will direct the caller to the proper location – if they are browsing from a PC, they will be redirected to the Windows Phone Store website; if they are browsing from a Windows Phone, they will be redirected directly to the app so they can download the app on their phone.

Additional information on linking to Windows Phone Store apps can be found at http://msdn.microsoft.com/en-us/library/ff967553(v=VS.92).aspx

Microsoft TAG

At your option, you can also create and provide a Microsoft TAG provided by Microsoft for consumers

For details including size and requirements please refer to the link below.

http://tag.microsoft.com/consumer/index.aspx
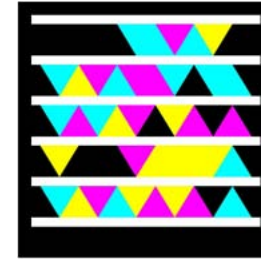
Telling your app's story with the Start Screen

Windows Phone is designed to bring your app to the forefront. Windows Phone's Live App feature creates a dynamic experience for the user and provides an opportunity to surface relevant information to the Windows Phone Start screen.

You can customize your application tile and promote that users can "pin your app to their Start screen."

A few things to note when designing a Start screen:

- The Start screen should be contextually relevant to the story being told and you should integrate your app into the storyline.
- Feature the Windows Phone Start screen within the device chassis unless otherwise agreed with Microsoft.
- Pay close attention when customizing the Start screen, focusing on accurate spacing between tiles, font weight and placement within the tiles.
- Any caption under the start screen should be one-third as wide as the device, however never smaller than 7 point.
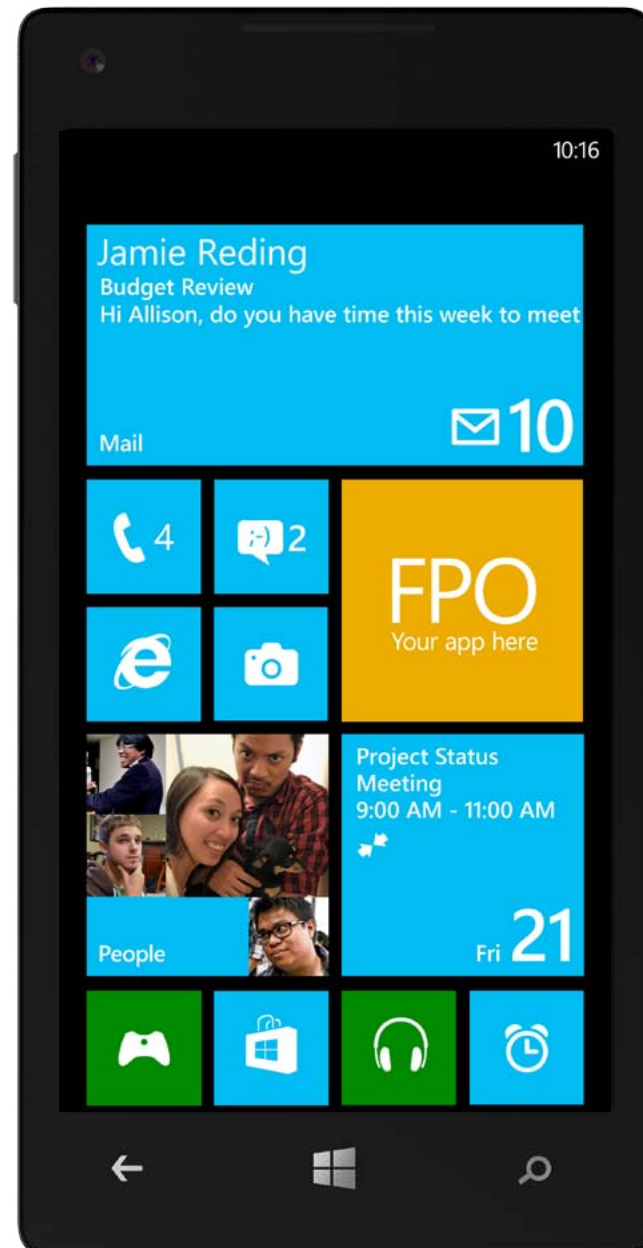
Windows Phone Chassis

Always feature the Windows Phone Start screen (preferred) or Windows Phone application screenshot (second choice) within the Windows Phone device chassis unless otherwise agreed with Microsoft.

Place UI screen image so that it fits within the device chassis, scaling proportionally from the upper left corner.

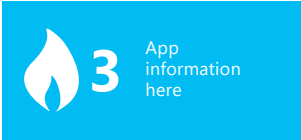The generic chassis images are available as a part of this marketing kit.
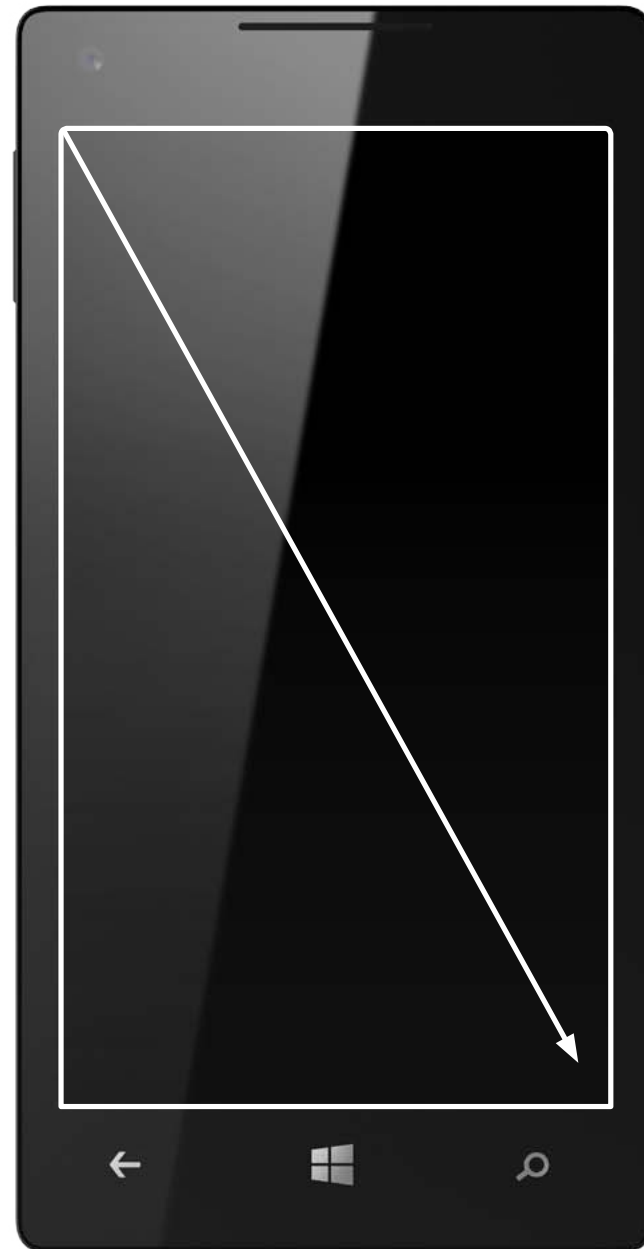
Start Tile Sizes

Small tile

Medium tile

Large tile

App information here

App list tile

WVGA (480x800)

	Actual Tile Size	Asset size required	
		Flip Template	Metro Count Template
Small tile	99x99	99x99	69x69
Medium tile	210x210	210x210	126x126
Large tile	432x210	432x210	n/a
Apps list	62x62	62x62	62x62

720p (720x1280)

	Actual Tile Size	Asset size required	
		Flip Template	Metro Count Template
Small tile	149x149	149x149	103x103
Medium tile	315x315	315x315	189x189
Large tile	648x315	648x315	n/a
Apps list	93x93	93x93	93x93

WXGA (768x1280)

	Actual Tile Size	Asset size required	
		Flip Template	Metro Count Template
Small tile	159x159	159x159	110x110
Medium tile	336x336	336x336	202x202
Large tile	619x336	691x336	n/a
Apps list	100x100	100x100	100x100

UI Theme Colors

The Windows Phone UI features twenty different theme colors, taking personalization to a whole new level. You can pick from the colors below to create a palette that compliments your visual design.

- Colors can be applied to the Start screen or a tile
- One theme color is applied to the entire start screen (you cannot combine colors on the start screen)

Windows Phone UI theme colors are available in HEX and RGB formulas.

Lime
HEX #A4C400
R164 G196 B0

Green
HEX #60A917
R96 G169 B23

Emerald
HEX #008A00
R0 G138 B0

Teal
HEX #00ABA9
R0 G171 B169

Cyan
HEX #1BA1E2
R27 G161 B226

Cobalt
HEX #0050EF
R0 G80 B239

Indigo
HEX #6A00FF
R106 G0 B255

Violet
HEX #AA00FF
R170 G0 B255

Pink
HEX #F472D0
R244 G114 B208

Magenta
HEX #D80073
R216 G0 B115

Crimson
HEX #A20025
R162 G0 B37

Red
HEX #E51400
R229 G20 B0

Orange
HEX #FA6800
R250 G104 B0

Amber
HEX #F0A30A
R240 G163 B10

Yellow
HEX #E3C800
R227 G200 B0

Brown
HEX #825A2C
R130 G90 B44

Olive
HEX #6D8764
R109 G135 B100

Steel
HEX #647687
R100 G118 B135

Mauve
HEX #76608A
R118 G96 B138

Taupe
HEX #87794E
R135 G121 B78

Guidance for Ads that Highlight Your App

Please ensure that your logo is displayed in the primary, more prominent position in your materials with the Windows Phone logo displayed in a secondary and smaller manner.

Creative Guidance: Web Banners
- Example 1 features a start screen with fictional company tile.
- Example 2 features your customized Start screen.
- Your logo should be the primary logo (larger) and Windows Phone is the supporting logo (smaller)
- Do not stack your logo with the Windows Phone buttons as shown in example 3.
- If you are using a call to action, like a "Learn More" button, it should link directly to the Windows Phone website or the Windows Store website.

Joint Marketing Guidance

Creative Guidance: Featured Page
- Make sure that the appropriate Store link is embedded.
- You can encourage customers to pin the application to their Start screen.

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