

Windows Phone Start Screen Guidance



Windows Phone

The Start Screen

The Windows Phone Start screen is simple by design but complex in nature. The UI is completely flexible, totally personal and unique to every single user. Once a user starts to dive into the Windows Phone experience, their Start screen comes alive as a unique representation of their personality and the people and things that matter in their lives.

So how do you build a Windows Phone Start screen? First you start with a chassis...

Place Windows Phone UI screen image so that it fits within the device chassis, scaling proportionally from the upper left corner. Windows Phone UI should always be shown within the chassis.

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



Just add tiles

Now that you have a chassis, it's time to add the tiles.

There are three different sizes for start tiles:
small, medium and large.

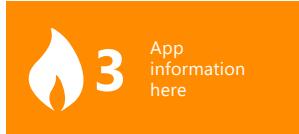
Small tile



Medium tile



Large 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

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

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	691x336	691x336	n/a

Use grid to lay out the screen

To the right, you'll see a redline of a **WVGA (480x800)** resolution specific Start Screen. Screen and tile proportions will change for 720p and WXGA resolutions, so please adjust according to the appropriate proportions. (All measurements based off of a 96dpi phone screen resolution)

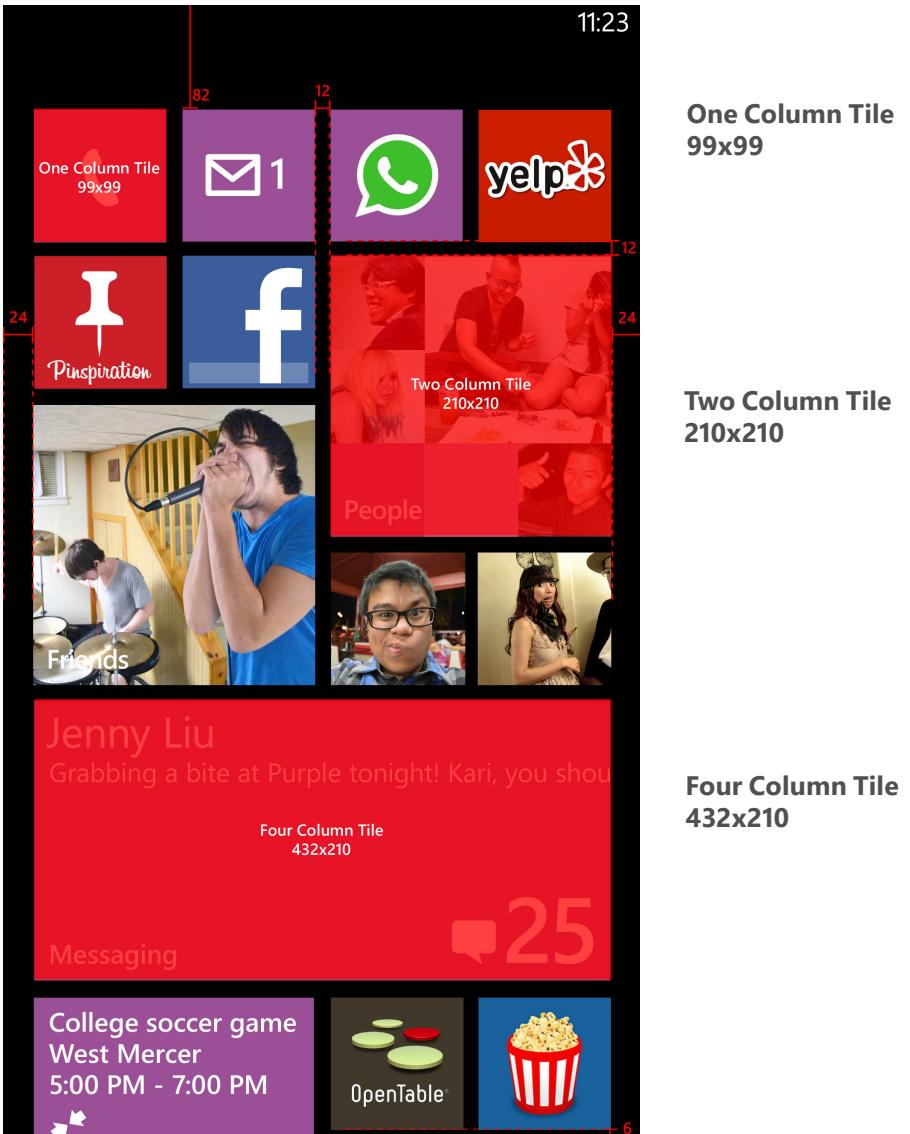
Tiles are presented as either one (**99x99**) or two column (**210x210**) squares, or a four column rectangle (**432x210**).

Tiles should never stretch to three columns. Keep small/single column tiles in one column. Left and right margins should always be 24 pixels wide, and top margin should be 82 pixels tall. Bottom margin is 6 pixels tall when using single column tiles, but two and four wide column tiles will bleed off the bottom of the screen. Keep all tiles 12 pixels away from each other.

The most interesting challenge of the Windows Phone UI is telling a compelling story that displays a dynamic, purposeful personality without feeling cluttered.

Let's make sure we are communicating the stories of the people behind the phone. Tune your tile content to the audience you're talking to, think about a blend of tiles—from features to apps, to location specific content. Make it feel highly relevant and unique to the context.

The easiest way to really tell a strong visual story through the UI is to imagine you're building the phone for a specific person. What kind of apps would be pinned to their Start screen? What contacts would be important enough to be on the Start screen? Tell a story through the messaging and calendar tiles.



**One Column Tile
99x99**

**Two Column Tile
210x210**

**Four Column Tile
432x210**

Proportion on Start Screen

There are three different resolutions for the Start Screen:

WVGA (480x800)

Small tile: 99x99
Medium tile: 210x210
Large tile: 432x210

720p (720x1280)

Small tile: 149x149
Medium tile: 315x315
Large tile: 648x315

WXGA (768x1280)

Small tile: 159x159
Medium tile: 336x336
Large tile: 691x336

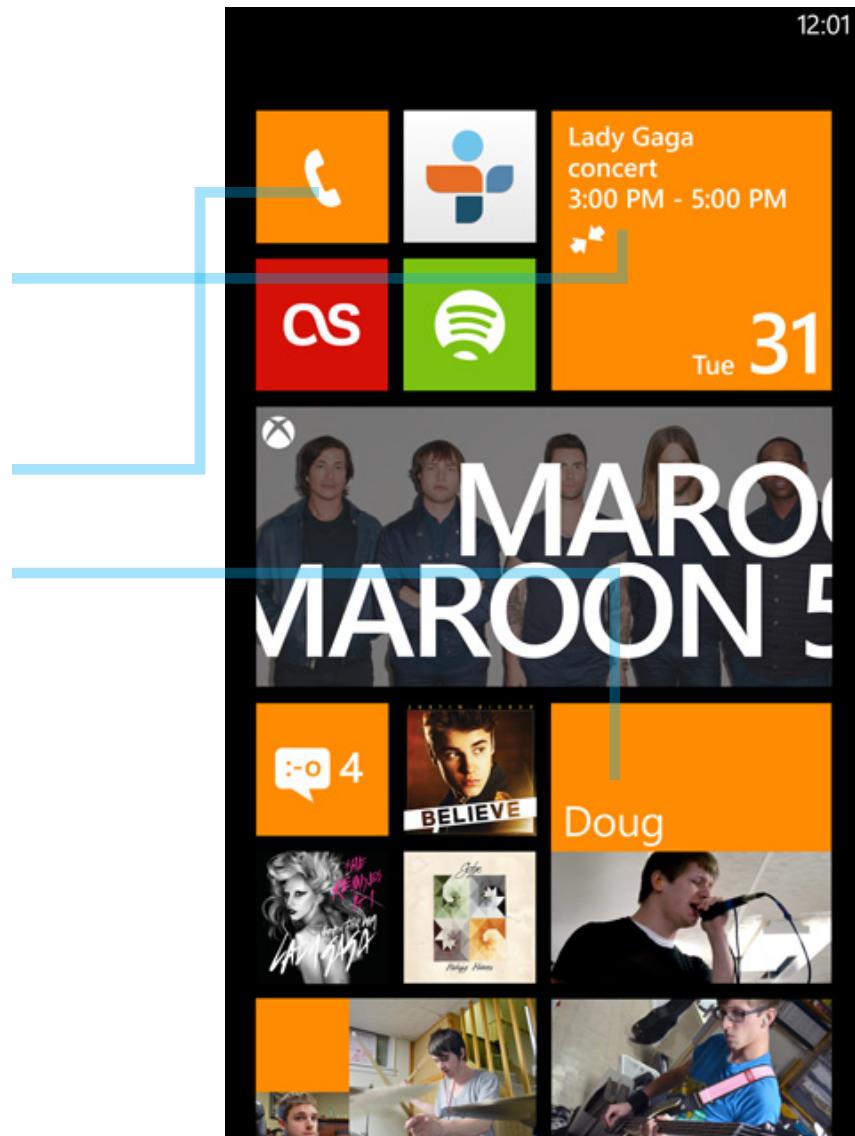
Screen and tile proportions should adjust accordingly to the appropriate proportions. **Tiles should never stretch.**



This is where the fun starts

Here's some critical UI guidance:

1. Above all, make the content personal and people-focused—the phone should look like it came from someone's pocket, not a box.
2. Our product is alive—whenever possible, use tiles and apps with live content (e.g. text messages, emails, social media updates, calendar info, etc.). Live content isn't animated on a static screen, but make sure to show social content as if it's coming in live.
3. Always feature a phone tile—it can be the smallest tile size.
4. Feature a "me tile" and consider changing the word "me" to the name of the person featured in your communication to help make it feel personal.
5. Any People tiles (Me/Family/Group/etc.) showing a photo of a person require photo attribution.
6. Represent the UI truthfully—make sure that the way you're displaying it is how someone would experience it if it was in their hand—it must be exactly the same.
7. Ensure that any apps you are featuring have the correct approvals from publishers/legal, etc.



Windows Phone is a colorful brand.

Our new colors are handpicked from the new Microsoft palette to maximize vibrancy, and are aligned with the Windows rebrand.

Windows Phone colors are available in PMS, CMYK, RGB, and HEX formulas.

Use only one theme color per start screen.



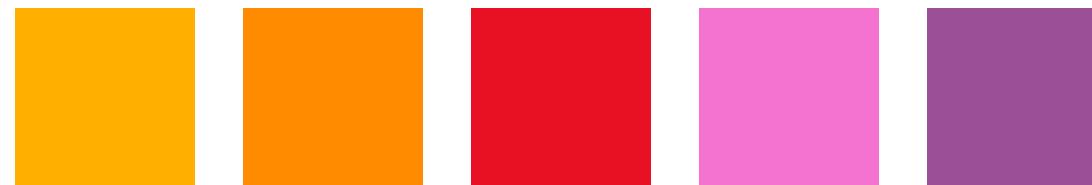
Pantone 286
C100 M75 Y0 K0
R0 G24 B143
HEX #00188F

Pantone Process Cyan
C100 M0 Y0 K0
R0 G188 B242
HEX #00BCF2

Pantone 325
C65 M0 Y30 K0
R0 G216 B204
HEX #00D8CC

Pantone 376
C50 M0 Y100 K0
R127 G186 B0
HEX #7FBA00

Pantone 382
C25 M0 Y100 K0
R186 G216 B10
HEX #BAD80A



Pantone 124
C0 M25 Y100 K0
R255 G175 B0
HEX #FFB900

Pantone 144
C0 M50 Y100 K0
R255 G140 B0
HEX #FF8C00

Pantone 185
C0 M100 Y100 K0
R232 G17 B35
HEX #E81123

Pantone 218
C0 M75 Y0 K0
R244 G114 B208
HEX #F472D0

Pantone 258
C60 M85 Y0 K0
R155 G79 B150
HEX #9B4F96

Use of color in Start Screen

1. Background colors should always match the color of the start screen.
2. The only exception to this is when showing multiple start screens in one composition. We generally try to avoid this approach, but In this case, the first screen (e.g. the one on the left) should match the background color.
3. Never use a background color that differs from the Start screen's theme color.



Small Medium Large

An Overview of Tile Use

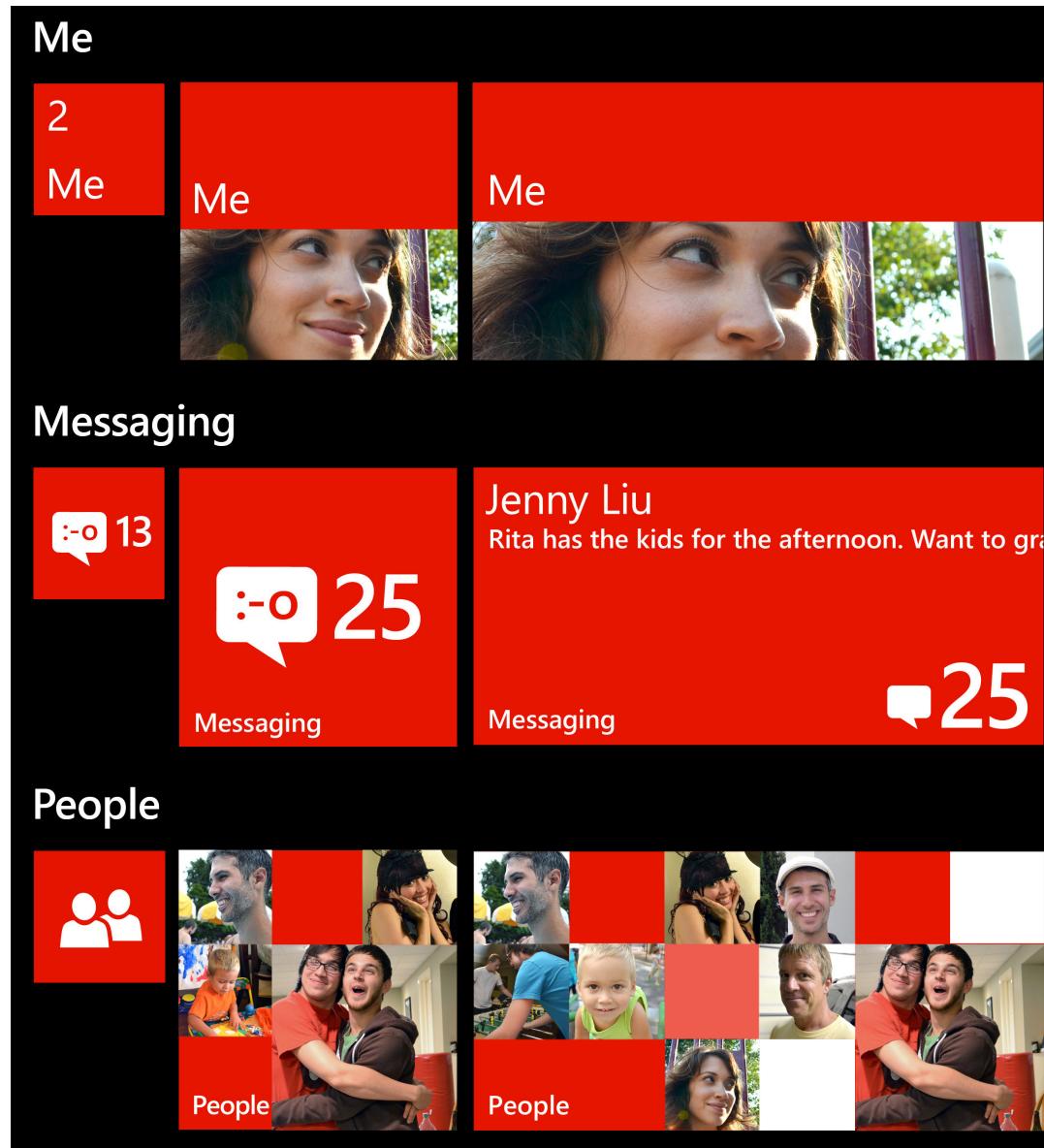
There are multiple tiles that appear on Windows Phone. Here is a quick overview of the tiles, as well as a graphic showcasing their various states.

Some of the most frequently used tiles in Windows Phone include:

ME: This is a live tile, showing all interactive/social activity directed toward the user.

MESSAGING: This shows text messages.

PEOPLE: This is a live tile, showing off your various contacts (phone book, Facebook, Twitter, etc).



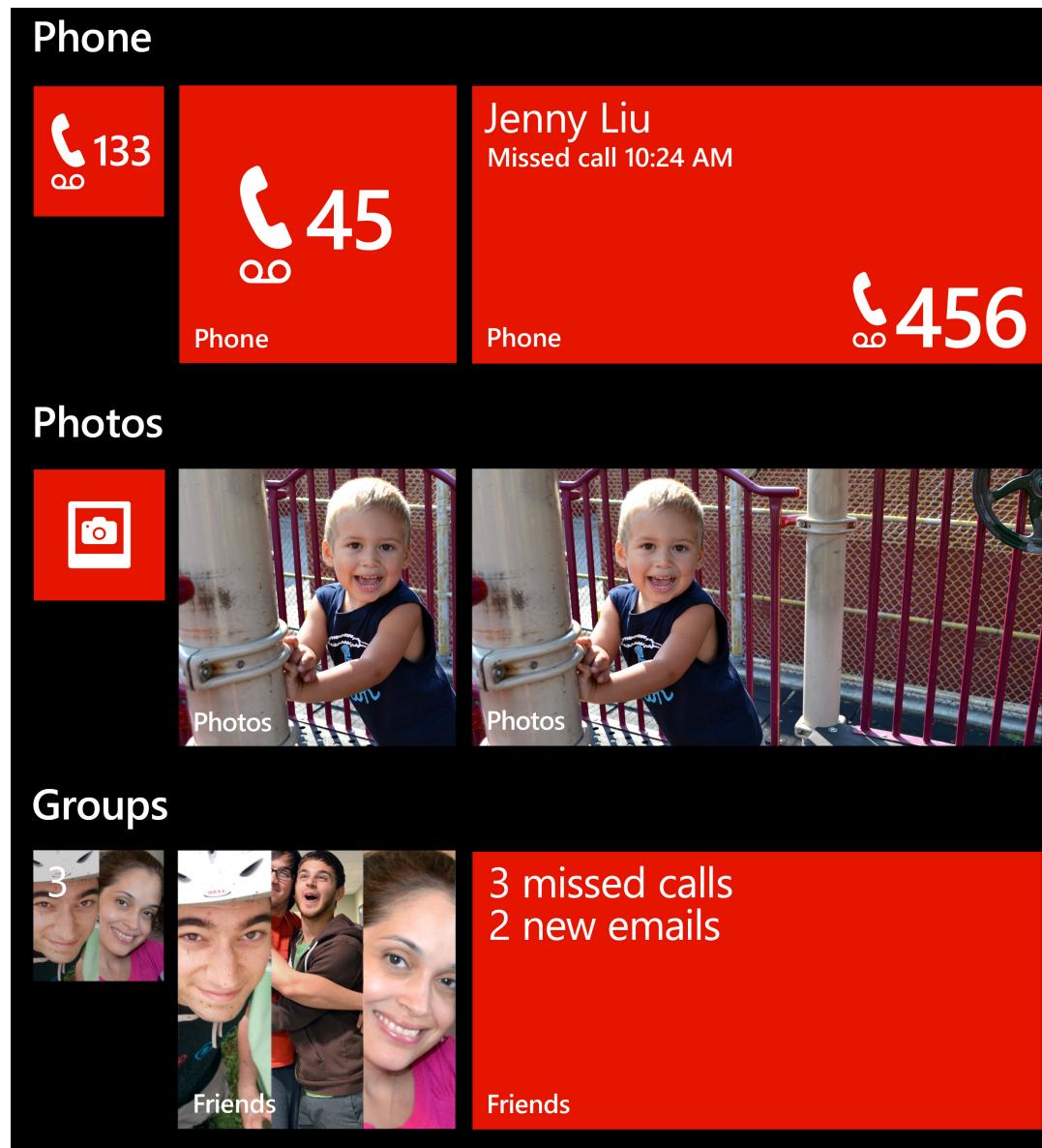
Small Medium Large

An Overview of Tile Use

PHONE: This shows missed calls and voicemails.

PHOTOS: This shows camera shots as well as linked Flickr albums.

GROUPS: This is a family-style filter used to keep your closest friends even closer with live updating.



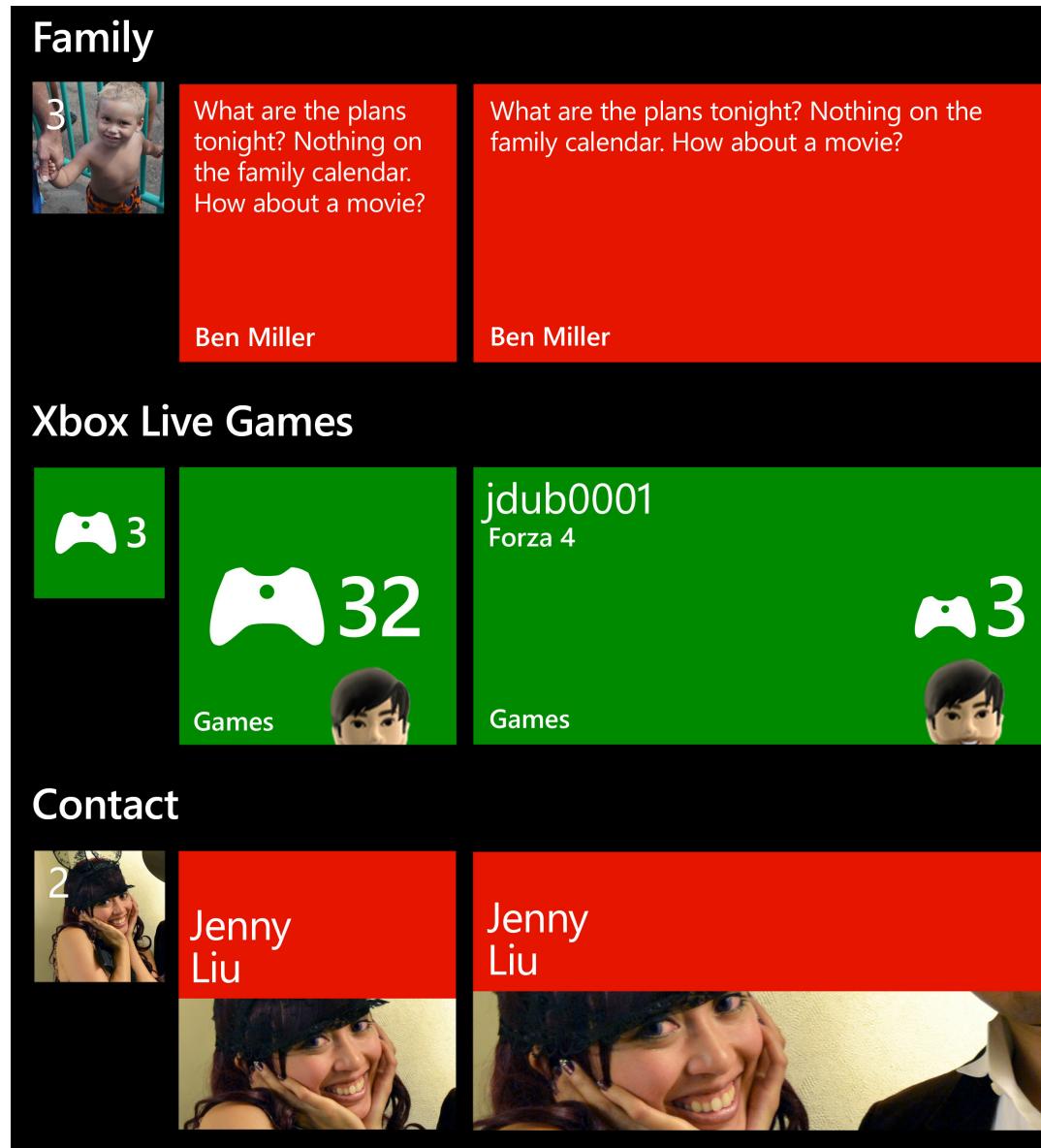
Small Medium Large

An Overview of Tile Use

FAMILY: This filters all family activity (social/calls/emails/texts) into its own constantly updating live tile.

XBOX LIVE GAMES: This is an Xbox Live-connected tile, showing Xbox Live games and friend activity.

PEOPLE: This is an individual's contact card.



Small Medium Large

An Overview of Tile Use

EMAIL: This is a tile connected to email, showing unread/new messages.

MUSIC & VIDEO: This tile is connected to the phone's music and video collection, as well as the Xbox Live music store.

CALENDAR: This tile is constantly updated with the user's upcoming appointments, keeping them everpresent and top of mind.



Tile Use Guidelines

Aside from general proportions, there are things you can and can't do with live tiles.

Alignment:

Make sure medium live tiles are aligned as pictured on the right.

The tile color should always come from the top, and should visually align with the header line of a second row of small tiles. Type baseline should correspond with the baseline of the first row of small tiles.

Medium Tiles showing the live tile drop down color space should adhere to the following measurements:

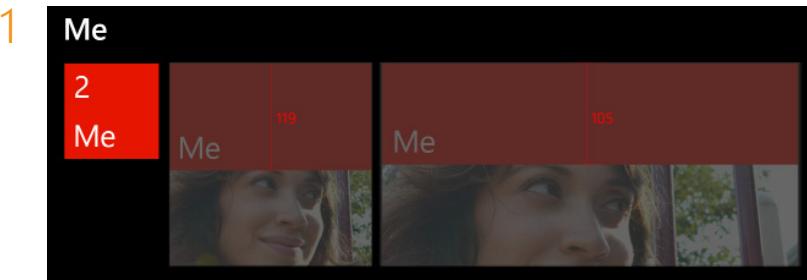
1. For WVGA, tile color space should be 119px tall, and font is 24pt Segoe WP regular.
2. For 720p, tile color space should be 179px tall, and font is 36pt Segoe WP regular.
3. For WXGA, tile color space should be 191px tall, and font is 38.5pt Segoe WP regular.

Large Tiles showing the live tile drop down should retain the same font size, but heights are slightly different measurements:

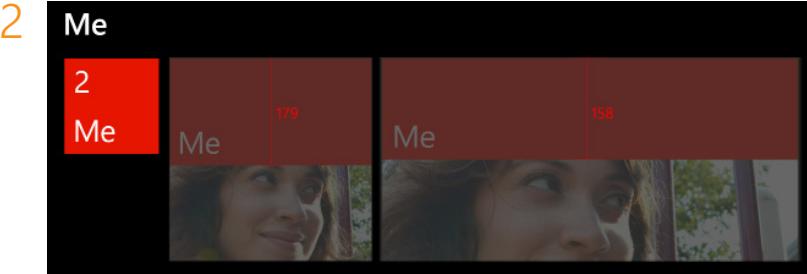
1. For WVGA, tile color space should be 105px tall.
2. For 720p, tile color space should be 158px tall.
3. For WXGA, tile color space should be 168px tall.



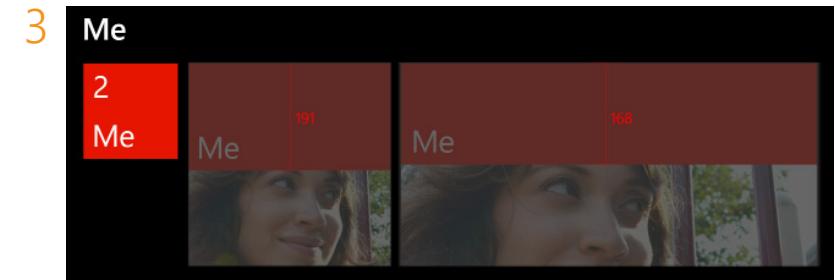
WVGA



720p



WXGA



Tile Use Guidelines

DON'TS

1. Do not let the live tile color take up less space than the above measurements:

Medium Tiles

WVGA: 119px tall

720p: 179px tall

WXGA, tile color space should be 191px

Large Tiles

WVGA: 105px tall

720p: 158px tall

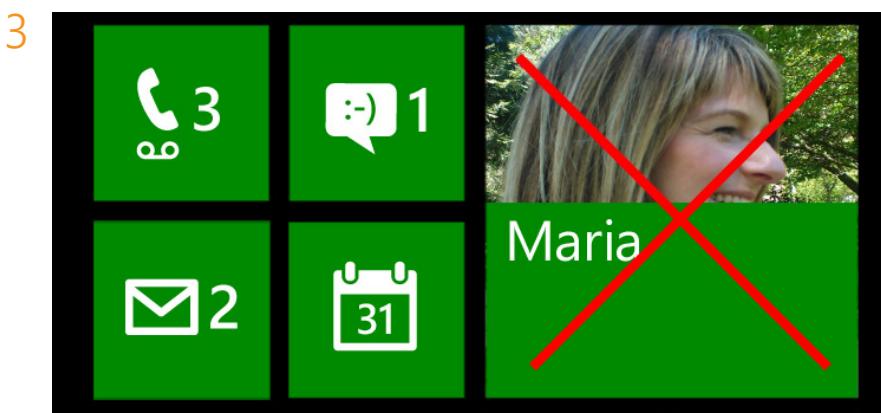
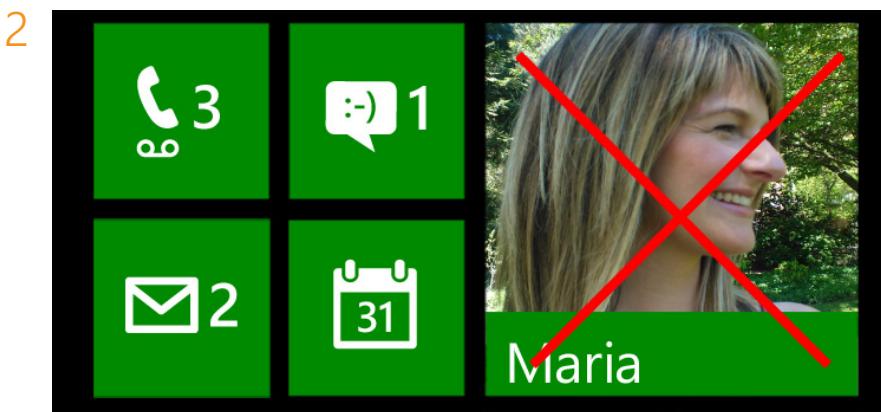
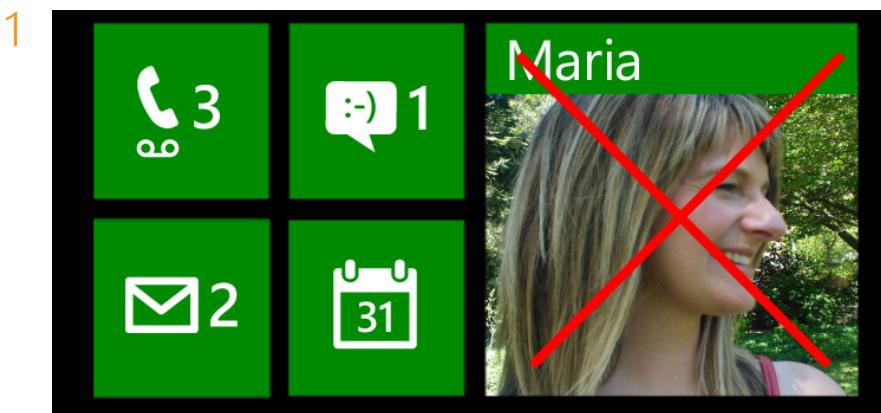
WXGA: 168px tall

- 2-3. Do not show the live tile color coming up from the bottom.

4. Do not display a photo tile without some sort of attribution.

5. Certain brand tiles should never have their background colors changed.

Microsoft-specific app tiles such as Xbox (Xbox Live and Music/Video store), Office tiles (Office, Word, Excel, Powerpoint, OneNote) and Skydrive should always retain their brand color and never have their background color changed to correspond with a theme. Brand-specific tiles (Skype and PGA, in this example) should also always retain their brand color and not change to meet the theme.



Correct usage

Incorrect usage

Group tiles

There is multiple ways of displaying tiles for the Group feature:

SMALL TILE:

Two images from the group.

MEDIUM TILE:

[Recommended] Three images from the group: divided into three columns evenly.

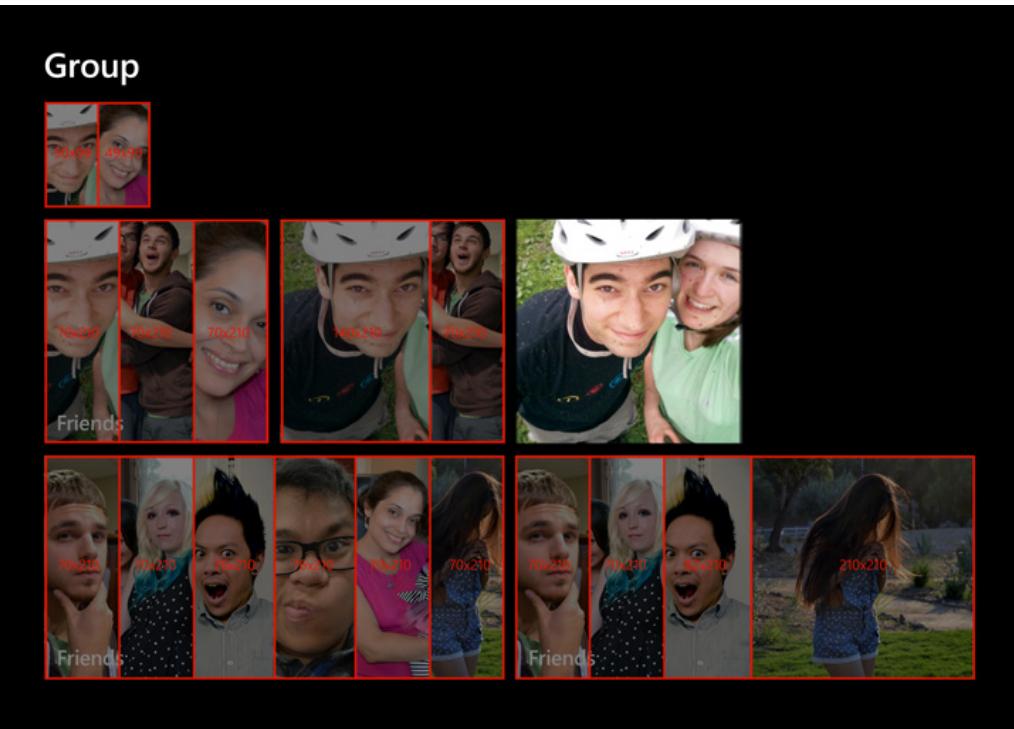
Two images from the group: out of the three columns that is devided evenly, one image covers two columns area and the other image covers one column area.

One image from the group.

LARGE TILE:

[Recommended] Six images from the group: devided into six columns (four same columns, two same columns; please refer to the size on the right)

Four images from the group: devided into four columns (two same size columns, others vary; please refer to the size on the right)



WVGA

720p

WXGA

SMALL TILE

50x99
49x99

SMALL TILE

75x149
74x149

SMALL TILE

80x159
79x159

MEDIUM TILE

1. 70x210
70x210
70x210

MEDIUM TILE

1. 105x315
105x315
105x315

MEDIUM TILE

1. 112x336
112x336
112x336

2. 140x210
70x210

2. 210x315
105x315

2. 224x336
112x336

LARGE TILE

1. 70x210
70x210
76x210
76x210
70x210
70x210

LARGE TILE

1. 105x315
105x315
114x315
114x315
105x315
105x315

LARGE TILE

1. 112x336
112x336
121x336
122x336
112x336
112x336

2. 70x210
70x210
82x210
210x210

2. 105x315
105x315
123x315
315x315

2. 112x336
112x336
131x336
336x336

Family Room tiles

There is multiple ways of displaying tiles for the Family Room feature:

SMALL TILE:

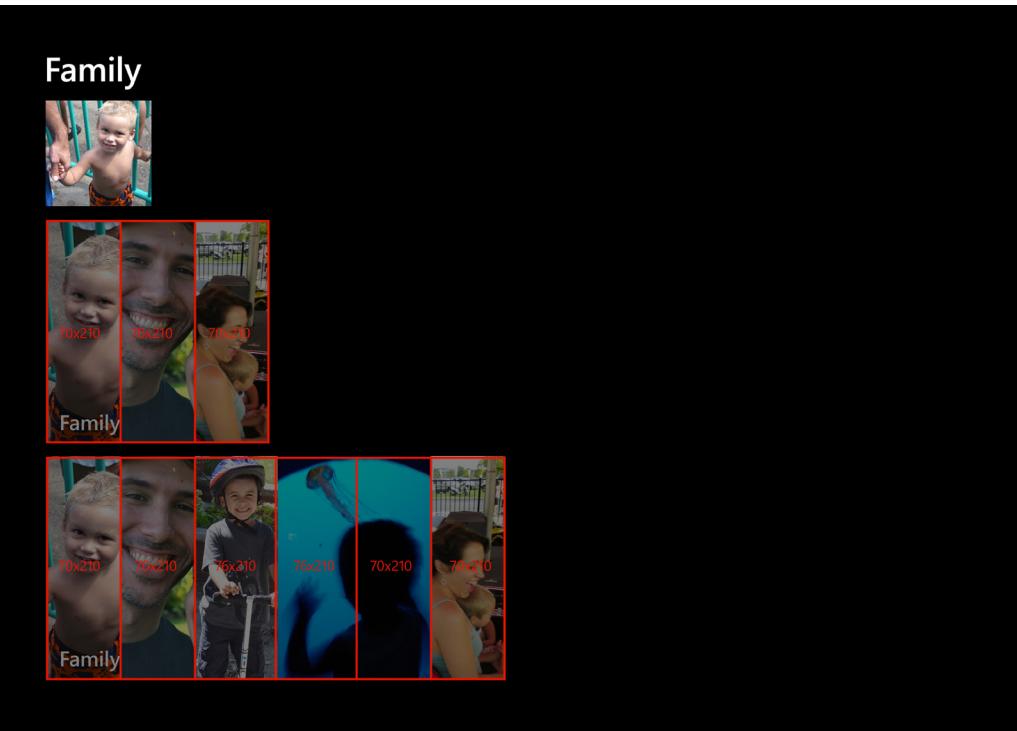
One image from the group.

MEDIUM TILE:

[Recommended] Three images from the group: divided into three columns evenly.

LARGE TILE:

[Recommended] Six images from the group: devided into six columns (four same columns, two same columns; please refer to the size on the right)



WVGA

720p

WXGA

SMALL TILE

50x99
49x99

SMALL TILE

75x149
74x149

SMALL TILE

80x159
79x159

MEDIUM TILE

1. 70x210
70x210
70x210

MEDIUM TILE

1. 105x315
105x315
105x315

MEDIUM TILE

1. 112x336
112x336
112x336

LARGE TILE

1. 70x210
70x210
76x210
76x210
70x210
70x210

LARGE TILE

1. 105x315
105x315
114x315
114x315
105x315
105x315

LARGE TILE

1. 112x336
112x336
121x336
122x336
112x336
112x336

People tiles

There is multiple ways of displaying tiles for the People feature:

SMALL TILE:

Four images from the group.

MEDIUM TILE:

Max. nine images from the group (However, always mix with solid square): divided into nice squares evenly.

LARGE TILE:

Max. 18 images from the group. (However, always mix with solid square): divided into 12 same size squares and 6 same size squares. (Please refer to the size on the right)



WVGA

720p

WXGA

SMALL TILE

Row 1:
50x50
49x50

Row 2:
50x49,
49x49

SMALL TILE

Row 1:
75x75
74x75

Row 2:
75x74
74x74

SMALL TILE

Row 1:
80x80
79x80

MEDIUM TILE

Row 1, 2, 3:
(70x70)x3

MEDIUM TILE

Row 1, 2, 3:
(105x105)x3

MEDIUM TILE

Row 1, 2, 3:
(112x112)x3

LARGE TILE

Row 1:
(70x70)x2
(76x70)x2
(70x70)x2

Row 2:
(70x70)x2
(76x70)x2
(70x70)x2

Row 3:
(70x70)x2
(76x70)x2
(70x70)x2

LARGE TILE

Row 1:
(105x105)x2
(114x105)x2
(105x105)x2

Row 2:
(105x105)x2
(114x105)x2
(105x105)x2

Row 3:
(105x105)x2
(114x105)x2
(105x105)x2

LARGE TILE

Row 1:
(112x112)x2
121x112
122x112
(112x112)x2

Row 2:
(112x112)x2
121x112
122x112
(112x112)x2

Row 3:
(112x112)x2
121x112
122x112
(112x112)x2

Live Content Guidelines

There is live content that appears on start tiles.

Here is a quick overview of the tiles, as well as description of text size, line limits, and behavior of the live content.

Some of the features display the live content only on large tile:

2 lines

PHONE

MESSAGING

3 lines

MAIL

EMAIL FOLDER

EMAIL INBOX LINKING

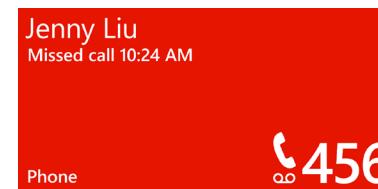
Calendar has a different behavior for the live content:

2 separate strings

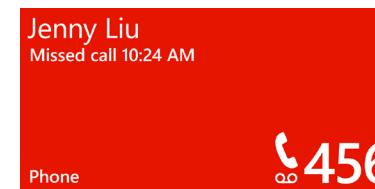
3 lines

Metro Count

PHONE



MESSAGING



Line 1:
Segoe Regular
size: 24
leading: 24

Max: 1 line
Never Wraps

Line 2:
Segoe Semibold
size: 15
leading: 17.5

Max: 1 line
Never Wraps

MAIL



EMAIL FOLDER



EMAIL INBOX LINKING



Line 1:
Segoe Regular
size: 24
leading: 24

Max: 1 line
Never Wraps

Line 2:
Segoe
Semibold
size: 15
leading: 17.5

Max: 1 line
Never Wraps

Line 3:
Segoe
Semibold
size: 15
leading: 17.5

Max: 1 line
Never Wraps

Calendar



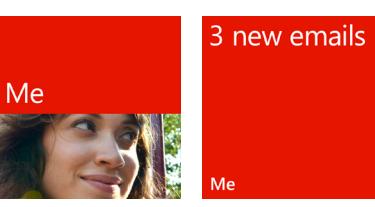
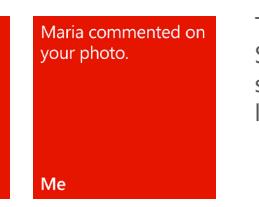
Medium tile & Large tile:
Segoe Semibold
size: 15
leading: 15

Two separate strings.
Line one wraps to line two. Bleeds off edge.
Line 3 bleeds off edge.
Max: 3 lines

Live Content Guidelines

Some of the features display the live content in different ways on all sizes of the tiles:

ME CARD
CONTACT
GROUP
FAMILY

 Me	2 Me	Segoe Regular size: 24 leading: 24	first and second line truncate Design specific to tiles with no photo.
 Me	 Me	3 new emails Me	Maria commented on your photo. Me
 Me	 Me	3 new comments 2 new tweets Me	Maria commented on your photo. Me
Tile 1: Segoe Regular size: 24 leading: 24	Tile 2: Segoe Regular size: 24 leading: 24	Tile 3: Segoe Regular size: 15 leading: 17.5	Segoe Semibold size: 15 leading: always single line
3 text strings. Bleeds off the edge. Never wraps. Max: 4 lines (for localization)	Segoe Semibold size: 15 leading: always single line	Max: 4 lines (for localization)	Segoe Semibold size: 15 leading: always single line
Wraps to 6 line then bleeds off edge. Max: 6 lines	Segoe Semibold size: 15 leading: always single line	Segoe Semibold size: 15 leading: always single line	Segoe Semibold size: 15 leading: always single line

Live Content Guidelines

Some of the features display the live content only on medium size tile:

OFFICE

**PLAYLIST
GRNRE**

**LOCATION
PDF
TO DO**

**SKYDRIVE
MOVIE`**

Games has a different behavior for the live content:

2 lines

Deep Link

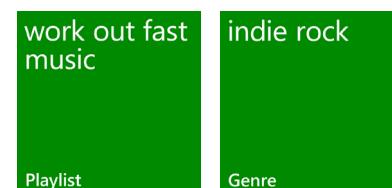
OFFICE: WORD, POWERPOINT, EXCEL, ONENOTE



LOCATION, PDF, TO DO



PLAYLIST, GENRE



SKYDRIVE, MOVIE`



Games



Line 1:
Segoe Regular
size: 24
leading: 24

Line 2:
Segoe Semibold
size: 15
leading: 17.5

Max: 1 line
Never Wraps

Max: 1 line
Never Wraps

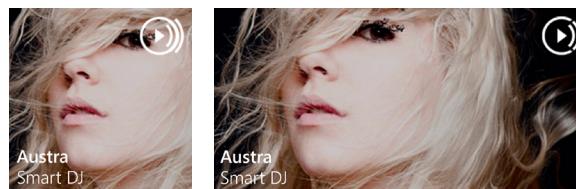
Live Content Guidelines

Some of the features display the live content on both medium and large tiles:

SMART DJ
ARTIST
PHOTO ALBUM

Deep Link

SMART DJ

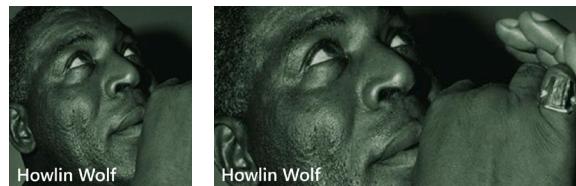


Medium tile & Large tile:

Segoe Semibold (second line is semil-light)
size: 15
leading: 15

Two separate strings.
The first string is for the name of the artist.
The second is always for the Smart DJ label.
Text never wraps. Bleeds off the right edge.
Max: 2 lines

ARTIST



Medium tile & Large tile:

Segoe Semibold
size: 15
leading: 15

One string bleeds off right edge.

PHOTO ALBUM



Medium tile & Large tile:

Segoe Semibold (second line is semil-light)
size: 15
leading: 15

Two text strings.
One for name of the photo album, one for the source.
Never wraps. Bleeds off the edge.
Max: 2 lines

Live Content Guidelines

Some of the features display the live content on both medium and large tiles:

**3RD PARTY
LOCAL SCOUT
OEM/MO
BADGE**

Flip

3RD PARTY



Medium tile:
Segoe Regular
size: 24
leading: 24

String one wraps to four lines.
4th line bleeds off the edge.
Max: 4 lines

Large tile:
Segoe Regular
size: 24
leading: 24

String one wraps to three lines.
3rd line bleeds off the edge.
Max: 3 line

LOCAL SCOUT



Medium tile:
Segoe Regular
size: 24
leading: 24

String one wraps to four lines.
4th line bleeds off the edge.
Max: 4 lines

Large tile:
Segoe Regular
size: 24
leading: 24

String one wraps to three lines.
3rd line bleeds off the edge.
Max: 3 line

OEM/MO



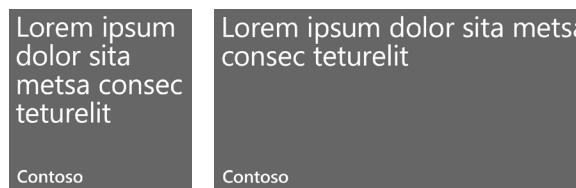
Medium tile:
Segoe Regular
size: 24
leading: 24

String one wraps to four lines.
4th line bleeds off the edge.
Max: 4 lines

Large tile:
Segoe Regular
size: 24
leading: 24

String one wraps to three lines.
3rd line bleeds off the edge.
Max: 3 line

BADGE



Medium tile:
Segoe Regular
size: 24
leading: 24

String one wraps to four lines.
4th line bleeds off the edge.
Max: 4 lines

Large tile:
Segoe Regular
size: 24
leading: 24

String one wraps to three lines.
3rd line bleeds off the edge.
Max: 3 line

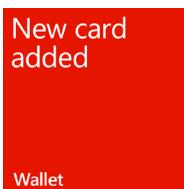
Live Content on Flip

Some of the features display the live content only on medium size tiles:

WALLET
DATASMART
QUICK CARD

Flip

WALLET



Segoe Regular
size: 24
leading: 24
tracking:

String one wraps to four lines.
4th line bleeds off the edge.
Max: 4 lines

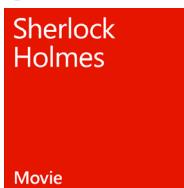
DATASMART



Segoe Regular
size: 24
leading: 24
tracking:

String one wraps to four lines.
4th line bleeds off the edge.
Max: 4 lines

QUICK CARD



Segoe Regular
size: 24
leading: 24
tracking:

String one wraps to four lines.
4th line bleeds off the edge.
Max: 4 lines

Adding it all together

Imagine someone you know when designing the start screen. If this was their phone, what kind of apps would they have? Arrange icons in a way that helps tell a story about that person and pick apps that you think they would use.

For example, these Start screens tell a story about their user:

1. Keeping up with current events is a big priority
2. Staying connected with friends and knowing what's happening around town is crucial
3. Access to music and entertainment is an important element to this user

Make sure you have a phone icon somewhere in the top two rows. After all, it is a phone.

Think about who you're designing the phone for (your sister, your mom, your best friend) and select apps that fit with the person. Use every piece of real estate on the screen to tell a story. (Particularly, use tiles like calendar, messaging and email where you can create a storyline within the static screen.)

Steve's phone



Amy's phone



David's phone

