



Website Style Guide

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- 1 Typography
- 4 Colors
- 5 Grid Layout
- 6 Module Spacing
- 7 Home Page Specifications
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1

Typography

Segoe UI Bold
Used for headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$%&*•({[]})/|?\\

Segoe UI Semibold
Used for subheadings and lower.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$%&*•({[]})/|?\\

Segoe UI
Special uses such as highlighted news stories, tag cloud, nav sections, etc.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$%&*•({[]})/|?\\

Arial
Used for all body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#\$%&*•({[]})/|?\\

Left Rail	Center	Right Rail
Top Nav Headers: Segoe UI Ic: 20/30px, #666666	Page Titles, Module Titles, General Usage: Segoe UI Semibold U&lc 24/24px, #63524a	Module Titles: Segoe UI Bold UC: 16px, #63524a
Sub Nav Links: Arial U&lc: 12/20px, #666666	Segoe UI U&lc: 24/24px, #63524a 13/18px, #63524a	Module Content Header Title: Segoe UI U&lc: 18/24px, #d64c32
	Segoe UI Bold UC: 16px, #63524a	Module content (body, links, misc titles):
	Segoe UI Semibold U&lc: 14px, #63524a	Arial U&lc: 12/15px, #333333 #d64c32 (link)
	Header links: Segoe UI U&lc 24/24px, #d64c32 18/24px, #d64c32 16/variable px, #d64c32	11/15px, #333333 #999999 13/25px, #333333 12/24px, #d64c32 (link)
	Segoe UI U&lc: 13/18px, #d64c32	Arial UC Bold: 11/15px, #397fbb Underline on rollover
	General body / module content: Arial U&lc 12/15px, #333333 11/15px, #333333 10/15px, #333333	Segoe UI U&lc: 13/18px, #63524at
	Body content links: Spec as above + #d64c32 Underline on rollover	
	Context body content link: Arial Bold UC 11px, #397fbb Underline on rollover	Key
		Key: Designation: Typeface with case (UC/U&lc) size/leading: (20/30px) color: (# 666666)

Typography Usage Example

Left Rail

segoe ui 20/30
Arial 12/20

Center

Segoe UI 24px/24px
Segoe UI 18px/24px
Segoe UI 16px/variable
Segoe UI 13px/18px

Segoe UI Semibold 24/24
Segoe UI 24/24
SEGOE UI BOLD 16PX
SEGOE UI SEMIBOLD 14PX
Segoe UI 13/18px

Arial 12/15
Arial 11/15
Arial 10/15
ARIAL BOLD 11PX

Right Rail

Segoe UI 18/24
Arial 12/15
Arial 12/15
Arial 11/15
Arial 11/15

Segoe UI 13px/18px
Arial 12/15
ARIAL 11/15

Arial 13px/25px

Arial 12/24

2 Colors

Primary Colors

Dark Brown

#3d342b
r61, g52, b43

Grey 1

#7c7c7c
r124, g124, b124

Red

#d64c32
r214, g76, b50

Seafom

#8bd3d8
r139, g211, b216

Blue

#29b3cd
r41, g179, b205

Light Blue

#ddf0f5
r221, g240, b245

Secondary Colors

Grey 2

#333
r51, g51, b51

Grey 3

#666
r102, g102, b102

Grey 4

#999
r153, g153, b153

Grey 5

#bababa
r186, g186, b186

Grey 6

#ccc
r204, g204, b204

Grey 7

#dad8d7
r218, g216, b215

Grey 8

#f3f3f3
r243, g243, b243

White

#ffffff
r255, g255, b255

Brown

#63524a
r99, g82, b74

Light Brown

#da6a62
r122, g106, b98

3

Grid Layout

Left Nav, One Column Center, One Column Right Rail



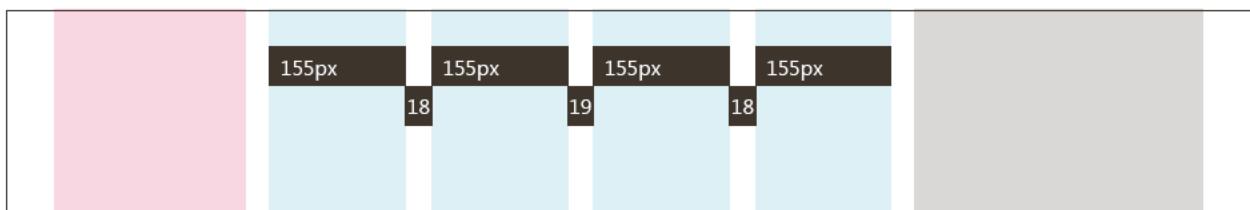
Left Nav, Two Column Center, Two Column Right Rail



Left Nav, Three Column Center, One Column Right Rail

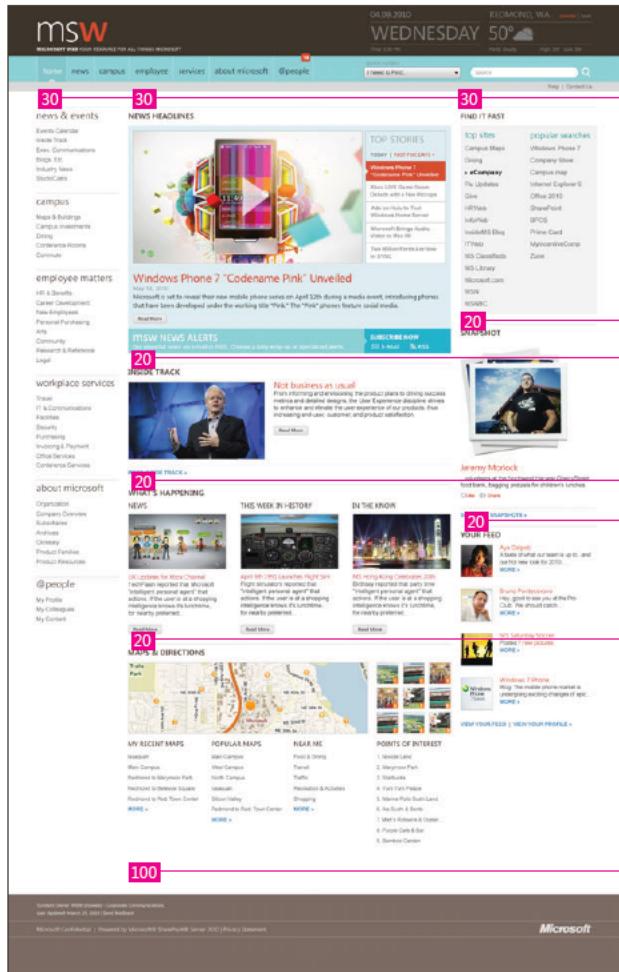


Left Nav, Four Column Center, One Column Right Rail



Module Spacing

Vertical Module Placement and Spacing



Global vertical placement:
All 3 module groups; left rail, center and right rail groups are all placed 30pixels below the site header.

The site's footer block will reside 50pixels below the lowest reaching one of the 3 top module groups.

Individual module vertical placement:

Each of the modules within the 3 top groups are placed uniformly at 20pixels below the module above.

Home Page Specifications

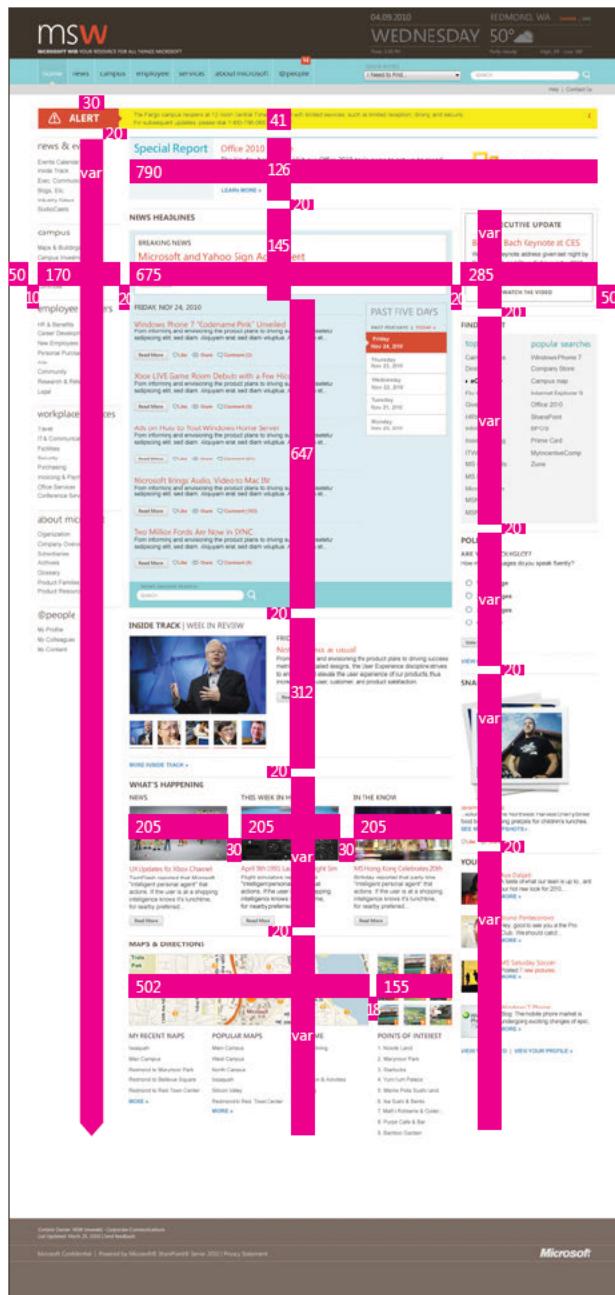
Home Page

The Microsoft Home Page (msw) is a complex web interface with numerous sections and interactive elements. The page is framed by a pink border with arrows pointing to specific features. The main sections include:

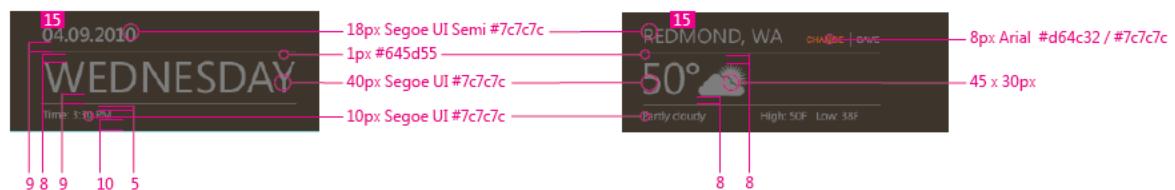
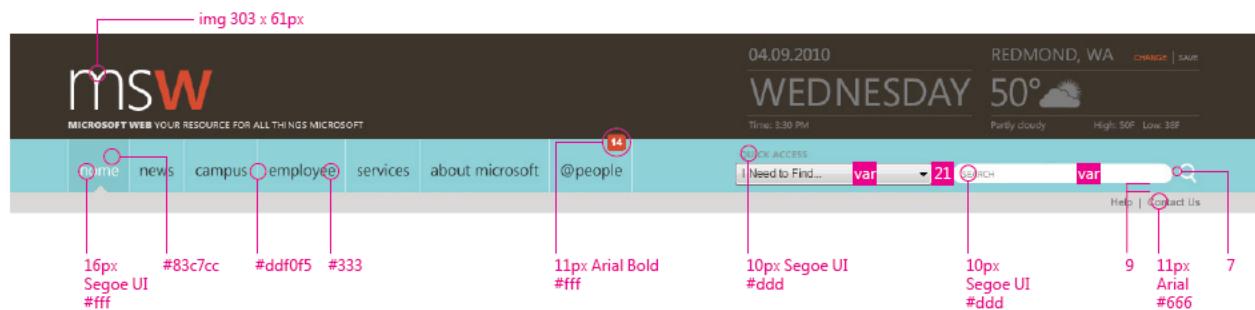
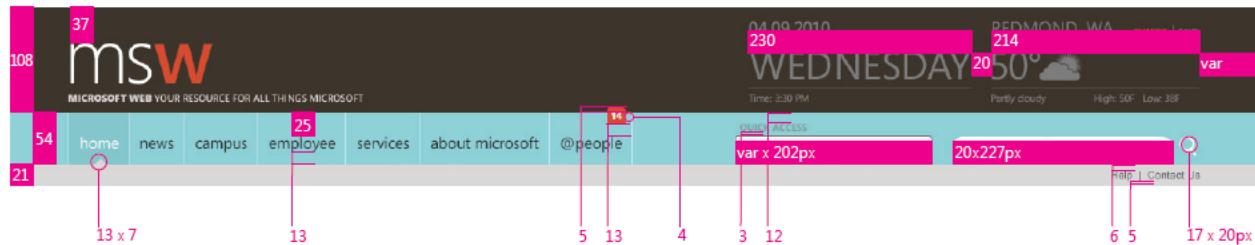
- Top Navigation:** Home, news, campus, employee, services, about.microsoft, @people, Need to Find... (with a magnifying glass icon), and a search bar.
- Header:** Date (04.09.2010), Location (REDMOND, WA), Weather (50°), and a 'Partly cloudy' icon.
- Left Sidebar:** News, Events, Campus, Employee, Work, Workspaces, About, and People sections, each with a count of items (e.g., 30 news items, 170 events).
- News Headlines:** Windows Phone 7 "Codename Pink" Unveiled (with a video thumbnail and a count of 675).
- Top Stories:** Windows Phone 7 "Codename Pink" Unveiled (with a count of 20).
- Find It Fast:** Top sites (e.g., Camera, Doing, eComps, Flu Updates, Give, HRWeb, Infodesk, MS Classifieds, MS Library, MSN, MSNBC), Popular searches (e.g., Windows Phone 7, Company Store, Campus map, Internet Explorer 9, Office 2010, SharePoint, BPOS), and a Snapshot section.
- Inside Track:** News (e.g., Microsoft launches Windows Phone 7, Microsoft launches Windows Phone 7, Microsoft launches Windows Phone 7), Alerts (e.g., Microsoft launches Windows Phone 7, Microsoft launches Windows Phone 7, Microsoft launches Windows Phone 7), and a 'Not business as usual' section.
- What's Happening:** News (e.g., Microsoft launches Windows Phone 7, Microsoft launches Windows Phone 7, Microsoft launches Windows Phone 7), This Week in History (e.g., April 9th 2011 Launches Flight Sim, April 9th 2011 Launches Flight Sim, April 9th 2011 Launches Flight Sim), and In the Know (e.g., Microsoft launches Windows Phone 7, Microsoft launches Windows Phone 7, Microsoft launches Windows Phone 7).
- Maps & Directions:** Recent locations (e.g., Issaquah, Main Campus, Redmonds Market, Redmonds Bike Center, Redmonds Pet Center, MORE), Popular Maps (e.g., Main Campus, West Campus, North Campus, Issaquah, Salton Valley, Fremont & Kent, Town Center, MORE), and Points of Interest (e.g., Food & Dining, Transit, Traffic, Recreation & Activities, Shopping, MORE).
- Bottom Footer:** Copyright information (Copyright © 2010 Microsoft Corporation. All rights reserved. Legal Notices | Privacy Statement | Feedback), a Microsoft logo, and a page number (7).

Home Page Specifications

Home Page Expanded View



Global Top Navigation



Global Footer



Global Left Navigation

news & events

- Events Calendar
- Inside Track Inside Track Hover State 12px Arial Bold
- Exec. Communications
- Blogs, Etc.
- Industry News
- StudioCasts
- 
- campus 1px #ddd 20px / 30px Segoe UI #63524a
- Maps & Buildings 12px / 20px Arial #666
- Campus Investments
- Dining
- Conference Rooms
- Commute
- employee matters 8px 16px
- HR & Benefits 8px
- Career Development
- New Employees
- Personal Purchasing
- Arts
- Community
- Research & Reference
- Legal

workplace services

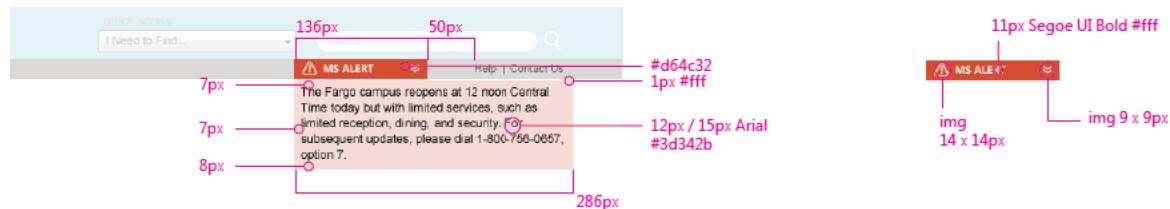
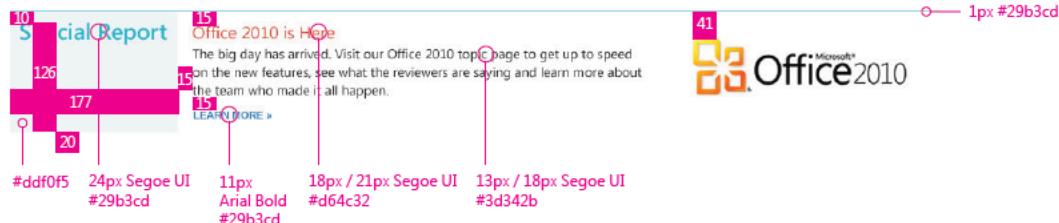
- Travel
- IT & Communications
- Facilities
- Security
- Purchasing
- Invoicing & Payment
- Office Services
- Conference Services

about microsoft

- Organization
- Company Overview
- Subsidiaries
- Archives
- Glossary
- Product Families
- Product Resources

@people

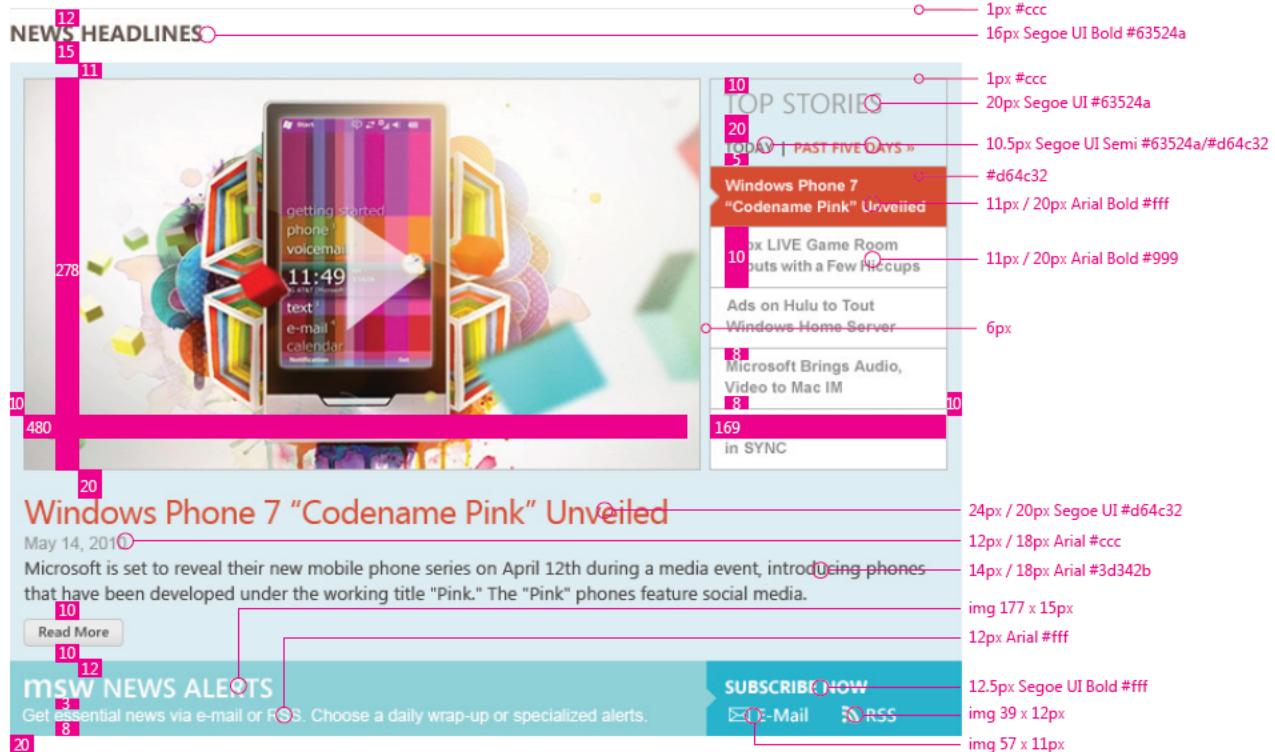
- My Profile
- My Colleagues
- My Content

Center Notifications - Alert**Center Notifications - Alert Residual, Open / Closed****Center Notifications - Special Event/Report**

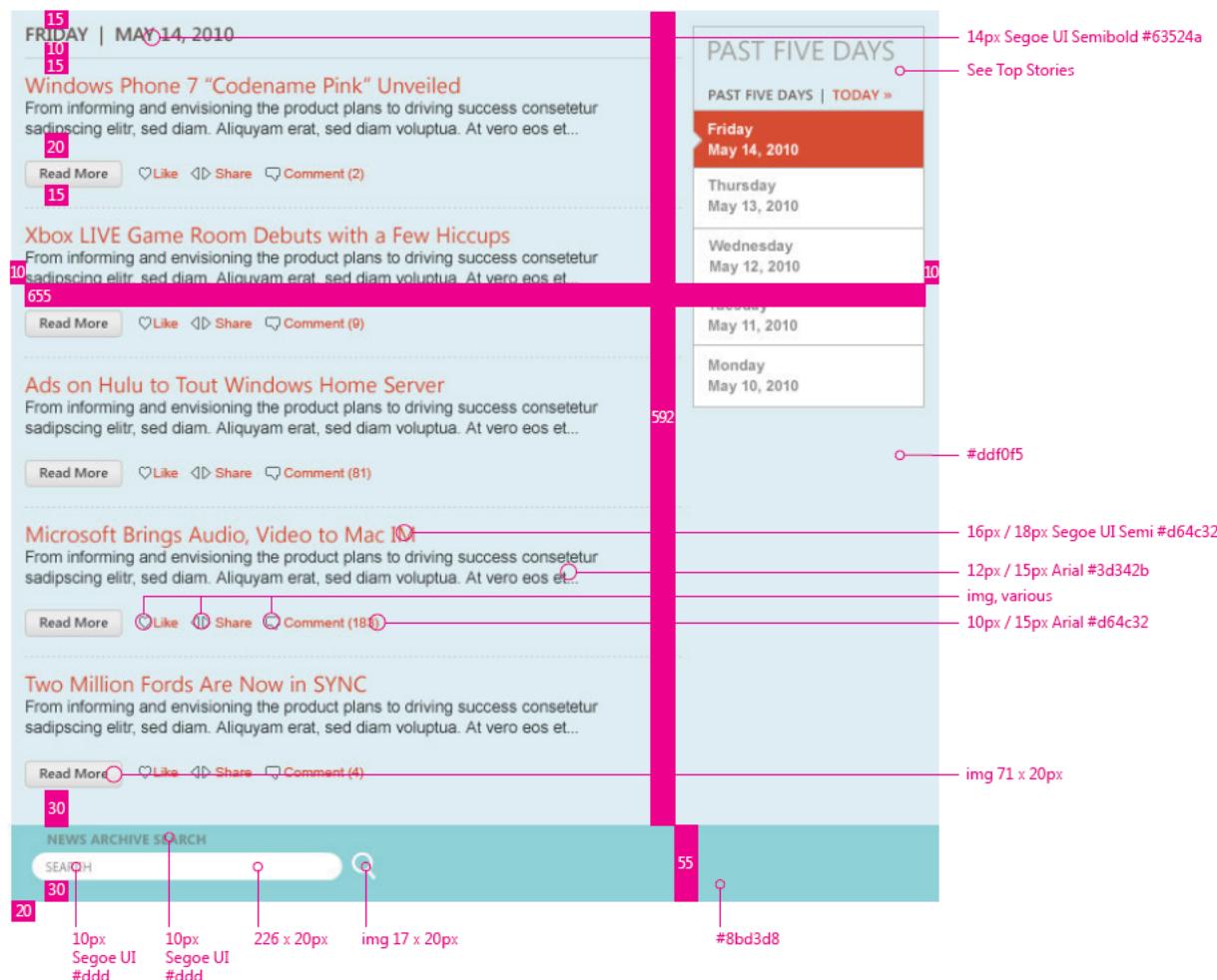
1px #29b3cd

Center Notifications - Breaking News

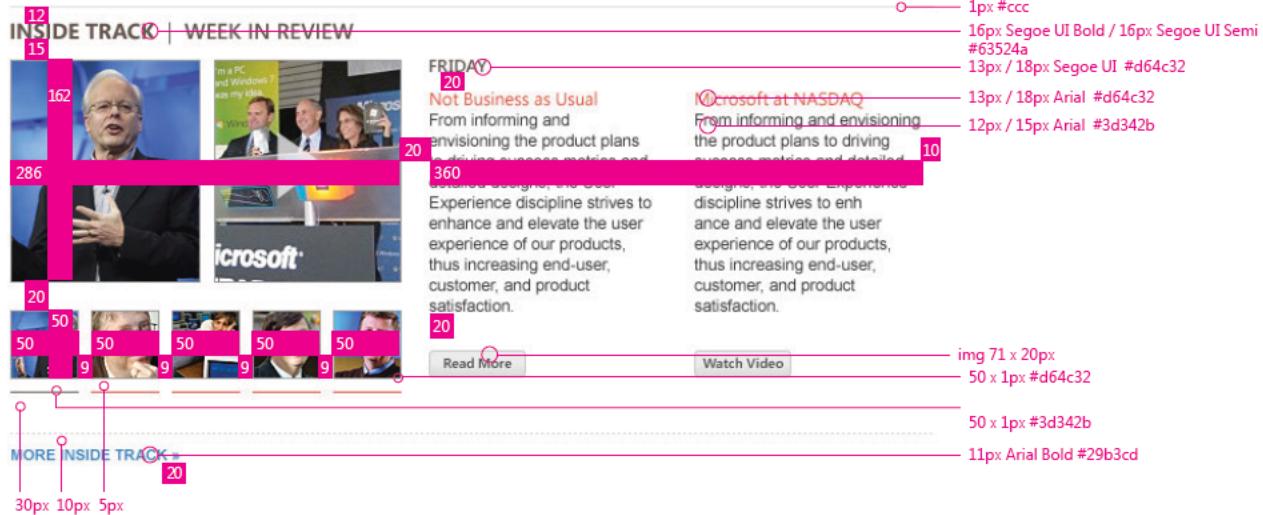
Center Feature Box - News Headlines



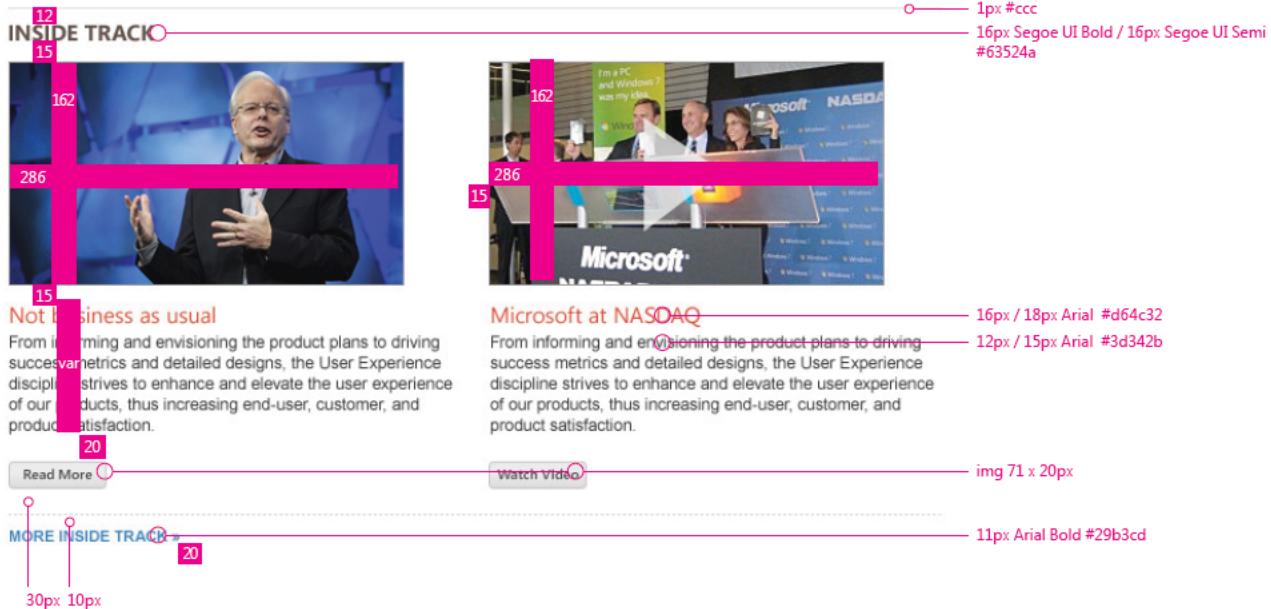
Center Feature Box - News Headlines



Center Inside Track Content - Week In Review



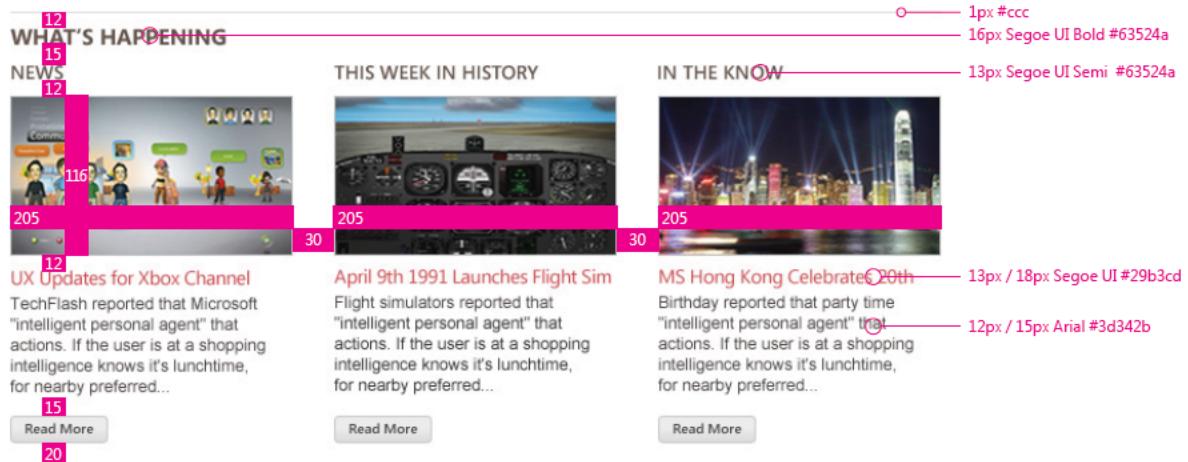
Center Inside Track Content - Double (Use Two Column Grid)



Center Inside Track Content - Home Page



Center Three Column - What's Happening



Center Maps - Maps & Directions

12 **MAPS & DIRECTIONS** **15**

149 **502** **155** **18**

15 **MY RECENT MAPS** **15**
Issaquah
Main Campus
Redmond to Marymoor Park
Redmond to Bellevue Square
Redmond to Red. Town Center
MORE »

15 **POPULAR MAPS**
Main Campus
West Campus
North Campus
Issaquah
Silicon Valley
Redmond to Red. Town Center
MORE »

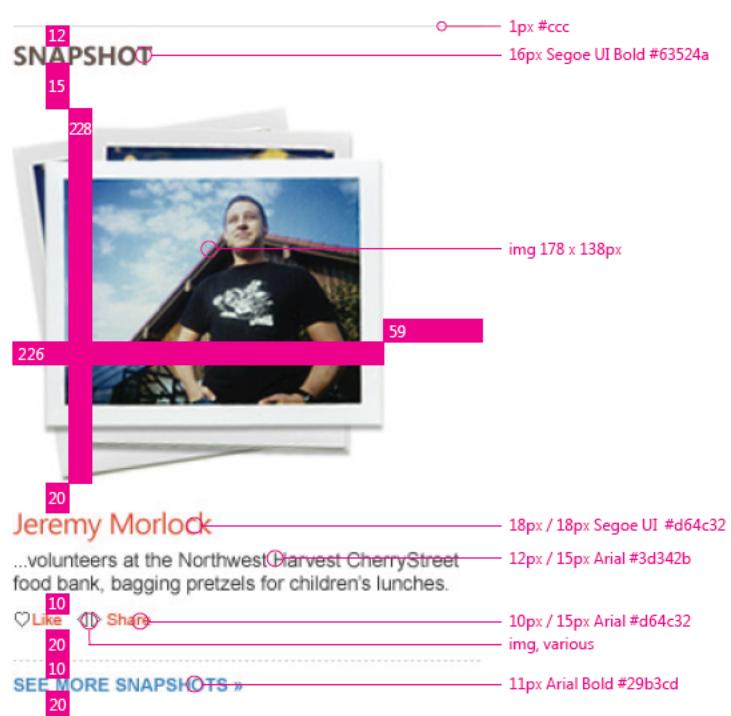
15 **NEAR ME**
Food & Dining
Transit
Traffic
Recreation & Activities
Shopping
MORE »

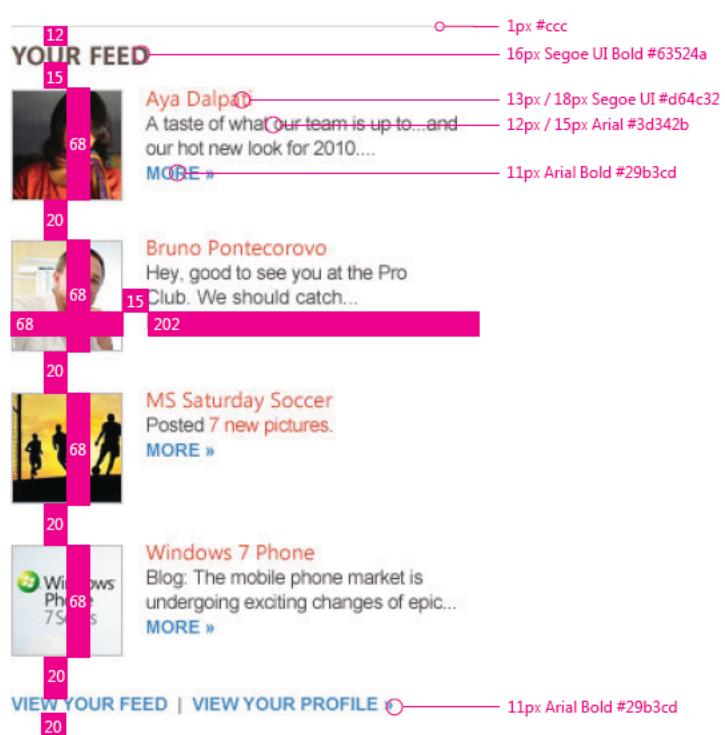
13px / 18px Segoe UI Semi #63524a
1. Noodle Land **11px / 22px Arial #63524a**
2. Marymoor Park
3. Starbucks
4. Yum Yum Palace
5. Marine Polis Sushi Land
6. Ika Sushi & Bento **11px Arial Bold #29b3cd**
7. Matt's Rotisserie & Oyster...
8. Purple Cafe & Bar
9. Bamboo Garden

1px #ccc
16px Segoe UI Bold #63524a
img 45 x 45px
7px
10px

**Right Highlighted List -
Find It Fast**

FIND IT FAST	1px #ccc	
12	16px Segoe UI Bold #63524a	
15		
top sites	18px / 25px Segoe UI #399	
Campus Maps	13px / 25px Arial #666	
Dinner	Company Store	img 4 x 7px
Company	Campus map	13px Arial Bold #000
Flu Updates	Internet Explorer 9	
Give	Office 2010	
125	135	
10	15 SharePoint	
Info	BPOS	#f3f3f3
Inside MS Blog	Prime Card	
ITW	MyIncentiveComp	
MS Classifieds	Zune	
MS Library		
Microsoft.com		
MSN		
MSN C		
18		
20		

Right Text Block - Snapshot

Right Medium Image List-Your Feed

Executive Update


Pre Poll

POLD 1px #ccc 16px Segoe UI Bold #63524a

ARE YOU A POLYGLOT? 14px Segoe UI Semi #63524a

How many languages do you speak fluently? 12px / 15px Arial #3d342b

12 1px #ccc 16px Segoe UI Bold #63524a

15 1px #ccc 14px Segoe UI Semi #63524a

20 12px Arial Bold #63524a

1 Language 12px Arial Bold #63524a

2 Languages img 13 x 13px

10 **3 Languages**

4 or more

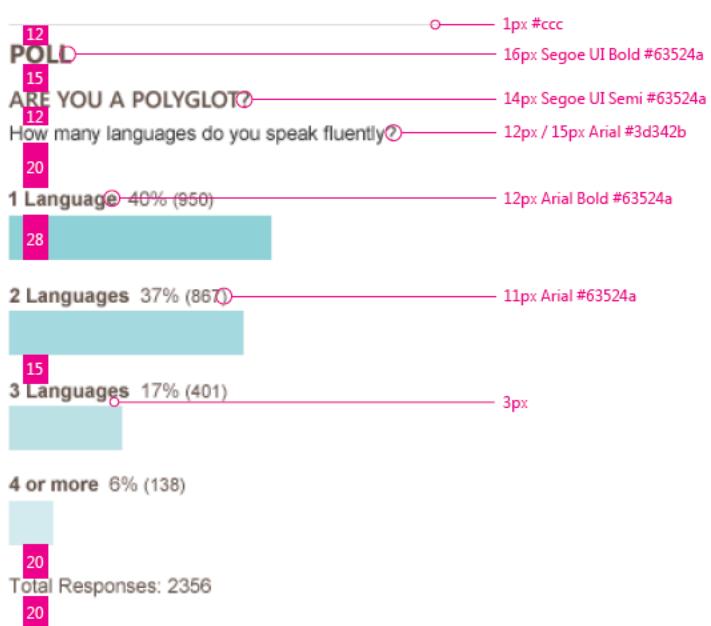
25 1px #ccc 16px Segoe UI Bold #63524a

Vote Now img 23 x 20px

20 11px Arial Bold #29b3cd

10 **VIEW RESULTS** 11px Arial Bold #29b3cd

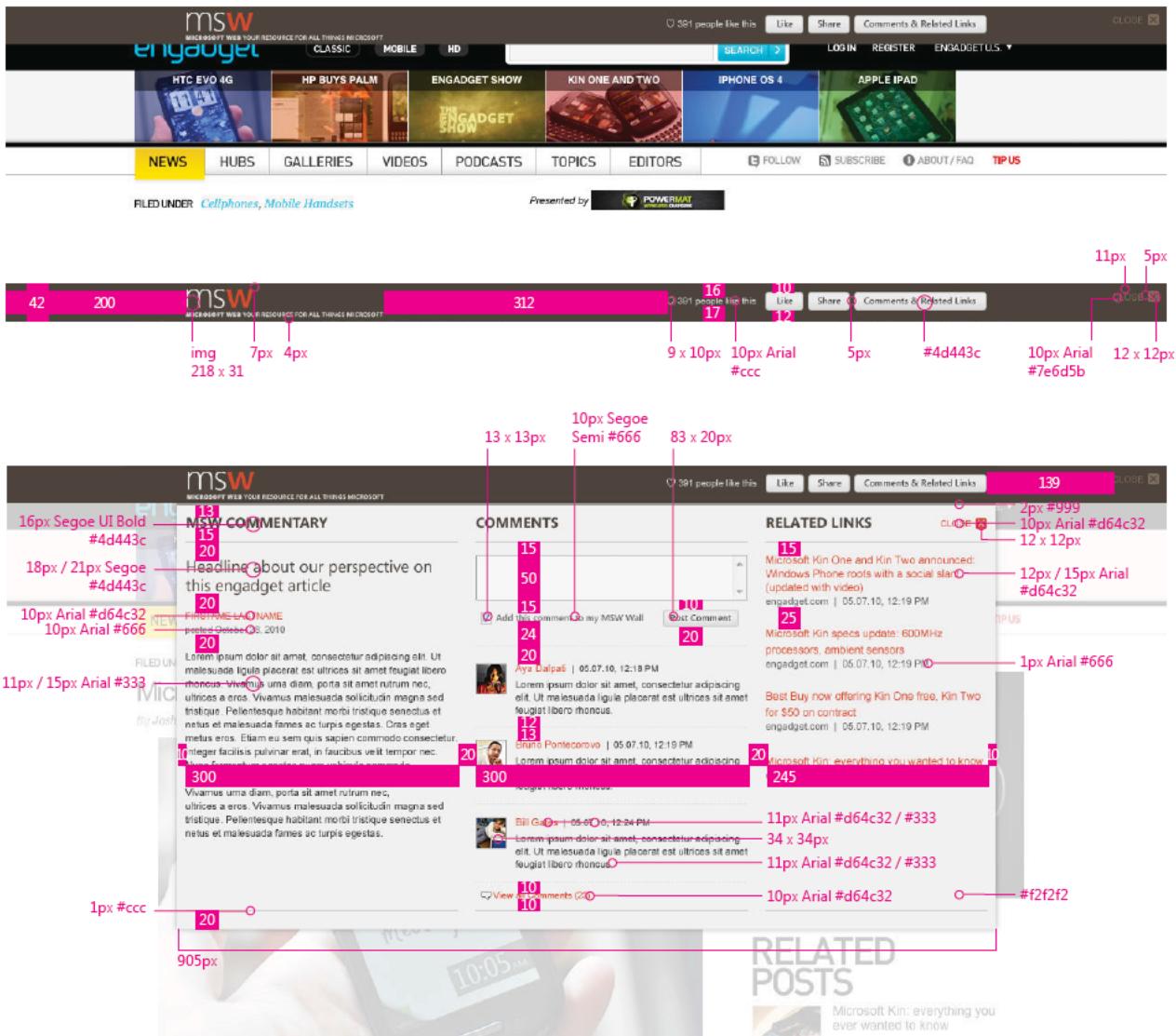
20 1px #ccc 16px Segoe UI Bold #63524a

Post Poll

6

Link Wrapper

Link Wrapper



Link Wrapper - No Commentary



@people hover

When the user mouses over the @people nav item and there are updates since the user's last visit, an overlay appears to list the last five updates the user has received.

Wednesday
Time: 3:30 PM

QUICK ACCESS
I Need to Find...

14

@people

Last Five Updates

Rob McMurray wants to be your colleague.
11 colleagues in common - [Accept](#)

Amy Durer commented on Bruno Pontecorovo's status on Sunday.

Bruno Pontecorovo posted a status update on Sunday.

Hardy Smith commented on Simon Sullivan's video on Sunday.

Julian Strait posted a new video on Saturday.

[See More Updates](#)

TODAY'S TOP STORIES

[T FIVE DAYS >](#)

Codename 7
"Pink" Unveiled

Time Room
Few Hiccups
to Tout
ne Server
ngs Audio,
IM
ords Are Now

Codename Pink" Unveiled

new mobile phone series on April 12th during a media event, introducing
under the working title "Pink". The "Pink" phones feature social media

Social Interactions

Follow

Follow links change to unfollow when clicked.



RSS Follow

IE June Security Update Now Available



RSS Unfollow

IE June Security Update Now Available

Follow controls can also be found on the user's profile page (accessed through @people item in the top nav)

FOLLOWING

Inside MS	✖ Unfollow
MS Archives	✖ Unfollow
Windows 7 Updates	✖ Unfollow
Xbox 360 Kinect Launch Updates	✖ Unfollow
Employee Town Hall Q4 2010	✖ Unfollow

[SHOW ALL »](#)

Report a Comment

Reporting a comment marks the comment for review and possible removal by a content administrator.



Aya Dalpati | 05.23.10, 12:10 PM

Smartphones, while growing still aren't the majority of the market. Lots of people want "just a phone". Kids, however, want messaging, but the parents that pay for it probably don't want smart phone fees or for that matter, connection to the internet. There was a story on /. just yesterday by a parent asking how to filter his teenage kids access to the internet. It seems like a perfectly valid market that is probably no more niche than smartphones. Not everybody needs or wants a smart phone, and I'm sure there are plenty of people who want a messaging phone. I think the real test will be if it followed good design and they are indeed "very good messaging phones."

Like | Report



Aya Dalpati | 05.23.10, 12:10 PM

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Like | Comment Reported

Social Interactions

Replying to an update in @people

 **Steve Ballmer** | 05.23.10, 1:21 PM
I'm really excited to pwn n3bz in Gear of War 3!!! My buddies at Epic got me an advanced copy and I'm <3ing it!! If anyone wants to come play, just hit me up.
[Like](#) [Comment](#)

 **Frank X. Shaw** Yeah right Steve! You can't even beat Skifree!
05.23.10, 1:21 PM · [Reply](#) · [Like](#)

 **Steve Ballmer** | 05.23.10, 1:21 PM
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[Like](#) [Comment](#)

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05.23.10, 1:21 PM · [Reply](#) · [Like](#)


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[Like](#) [Comment](#)

 **Frank X. Shaw** Yeah right Steve! You can't even beat Skifree!
05.23.10, 1:21 PM · [Reply](#) · [Like](#)
 **Melissa Wilson** I'd love to play, Steve! We can take Frank on any day!
05.23.10, 3:15 PM · [Reply](#) · [Like](#)

Social Interactions

Replying to a reply in @people

Not only can updates be replied to, but also the first level reply after an update.

video it was (directed) handmade by IRINA DZHEVA
@ WIZZit is composed of approx 2000

Like Comment

Tom Pilla and 65 other people like this.

See all 13 comments

Amy Durer Aya! I do love it! I picked it up as soon as it came out! When they come to town lets go see them.
05.23.10, 1:21 PM · Reply · Unlike · 2 people

Write a comment...

video it was (directed) handmade by IRINA DZHEVA
@ WIZZit is composed of approx 2000

Like Comment

Tom Pilla and 65 other people like this.

See all 13 comments

Amy Durer Aya! I do love it! I picked it up as soon as it came out! When they come to town lets go see them.
05.23.10, 1:21 PM · Reply · Unlike · 2 people

Write a comment...

Comment

video it was (directed) handmade by IRINA DZHEVA
@ WIZZit is composed of approx 2000

Like Comment

Tom Pilla and 65 other people like this.

See all 13 comments

Amy Durer Aya! I do love it! I picked it up as soon as it came out! When they come to town lets go see them.
05.23.10, 1:21 PM · Reply · Unlike · 2 people

Oh I'd love to see them! Can I join you two on this adventure?

Comment

video it was (directed) handmade by IRINA DZHEVA
@ WIZZit is composed of approx 2000

Like Comment

Tom Pilla and 65 other people like this.

See all 13 comments

Amy Durer Aya! I do love it! I picked it up as soon as it came out! When they come to town lets go see them.
05.23.10, 1:21 PM · Reply · Unlike · 2 people

Erin Brodevich Oh I'd love to see them!
Can I join you two on this adventure?
05.23.10, 1:21 PM · Like

Write a comment...

Social Interactions

Commenting on an article

COMMENTS

[Post Comment](#)

[Add this comment to my MSW Wall](#)



[Aya Dalpati](#) | 05.23.10, 12:34 PM

Smartphones, while growing still aren't the majority of the market. Lots of people want "just a phone". Kids, however, want messaging, but the parents that pay for it probably don't want smart phone fees or for that matter, connection to the internet. There was a story on /. Just yesterday by a parent asking how to filter his teenage kids access to the internet. It seems like a perfectly valid market that is probably no more niche than smartphones. Not everybody needs or wants a smart phone, and I'm sure there are plenty of people who want a messaging phone. I think the real test will be if it followed good design and they are indeed "very good messaging phones."

[! Like](#) [! Report](#)

Comments should be short and to the point; they should show a courteous regard for the presence of other voices in the discussion. We reserve the right to edit or delete comments that do not adhere to this standard.

COMMENTS

[Post Comment](#)

[Add this comment to my MSW Wall](#)



[Aya Dalpati](#) | 05.23.10, 12:34 PM

Smartphones, while growing still aren't the majority of the market. Lots of people want "just a phone". Kids, however, want messaging, but the parents that pay for it probably don't want smart phone fees or for that matter, connection to the internet. There was a story on /. Just yesterday by a parent asking how to filter his teenage kids access to the internet. It seems like a perfectly valid market that is probably no more niche than smartphones. Not everybody needs or wants a smart phone, and I'm sure there are plenty of people who want a messaging phone. I think the real test will be if it followed good design and they are indeed "very good messaging phones."

[! Like](#) [! Report](#)

Comments should be short and to the point; they should show a courteous regard for the presence of other voices in the discussion. We reserve the right to edit or delete comments that do not adhere to this standard.

COMMENTS

[Post Comment](#)

[Add this comment to my MSW Wall](#)



[Melissa Wilson](#) | 05.24.10, 4:19 PM

This looks like a lot of fun! I have some birthday shopping to do soon and this may be on the list!

[! Like](#) [! Report](#)



[Aya Dalpati](#) | 05.23.10, 12:34 PM

Smartphones, while growing still aren't the majority of the market. Lots of people want "just a phone". Kids, however, want messaging, but the parents that pay for it probably don't want smart phone fees or for that matter, connection to the internet. There was a story on /. Just yesterday by a parent asking how to filter his teenage kids access to the internet. It seems like a perfectly valid market that is probably no more niche than smartphones. Not everybody needs or wants a smart phone, and I'm sure there are plenty of people who want a messaging phone. I think the real test will be if it followed good design and they are indeed "very good messaging phones."

[! Like](#) [! Report](#)

Social Interactions

Like function

A user "likes" a previously unliked post, causing a notification to appear. Other users will see the "liking" user's name rather than "you", as below.



Steve Ballmer | 05.23.10, 1:21 PM

I'm really excited to pwn n3bz in Gear of War 3!!! My buddies at Epic got me an advanced copy and I'm <3ing it!! If anyone wants to come play, just hit me up.

[Like](#) [Comment](#)



Frank X. Shaw Yeah right Steve! You can't even beat Skifree!

05.23.10, 1:21 PM · [Reply](#) · [Like](#)



Steve Ballmer | 05.23.10, 1:21 PM

I'm really excited to pwn n3bz in Gear of War 3!!! My buddies at Epic got me an advanced copy and I'm <3ing it!! If anyone wants to come play, just hit me up.

[Unlike](#) [Comment](#)



Frank X. Shaw Yeah right Steve! You can't even beat Skifree!

05.23.10, 1:21 PM · [Reply](#) · [Like](#)

In this example, the user "likes" a post by another user that has previously been "liked" by other users.



Steve Ballmer | 05.23.10, 1:21 PM

I'm really excited to pwn n3bz in Gear of War 3!!! My buddies at Epic got me an advanced copy and I'm <3ing it!! If anyone wants to come play, just hit me up.

[Like](#) [Comment](#)

Tom Pilla and 4 other people like this.



Frank X. Shaw Yeah right Steve! You can't even beat Skifree!

05.23.10, 1:21 PM · [Reply](#) · [Like](#)



Steve Ballmer | 05.23.10, 1:21 PM

I'm really excited to pwn n3bz in Gear of War 3!!! My buddies at Epic got me an advanced copy and I'm <3ing it!! If anyone wants to come play, just hit me up.

[Unlike](#) [Comment](#)

You and 5 other people like this.



Frank X. Shaw Yeah right Steve! You can't even beat Skifree!

05.23.10, 1:21 PM · [Reply](#) · [Like](#)

Like function cont'd

Selecting the "n other users" link will display an overlay window with all of the users who like that this post.

Amy Durer Aya! I do love it! I picked it up as soon as it.

People who like this

Aya Dalpati

Steve Ballmer Add as Colleague

Bruno Pontecorovo

Hardy Smith

Close

Like Comment

UX D 06.25.

Bill G 06.25.

New E 06.25.

STOCK TICKER

MSFT 25.69

-0.58 ▼-2.1

EXECUTIVE E

EMPLOYEE TOWN

Employee Tc

Watch Steve Ballmer Elop at Employee up to be one of Mi upcoming product strategy.

Unlike function

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Steve Ballmer | 05.23.10, 1:21 PM

I'm really excited to pwn n3bz in Gear of War 3!!! My buddies at Epic got me an advanced copy and I'm <3ing it!! If anyone wants to come play, just hit me up.

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Frank X. Shaw Yeah right Steve! You can't even beat SkFree!

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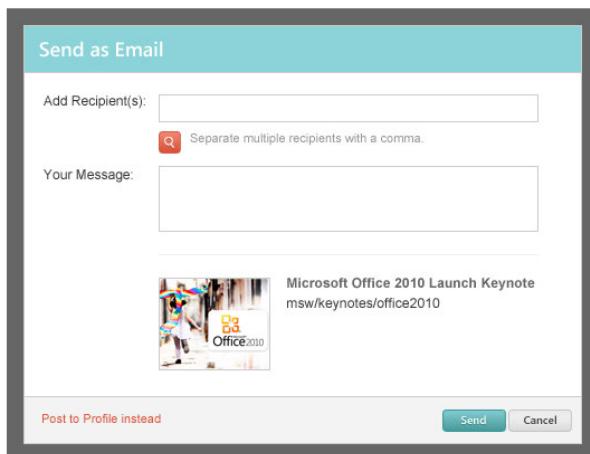
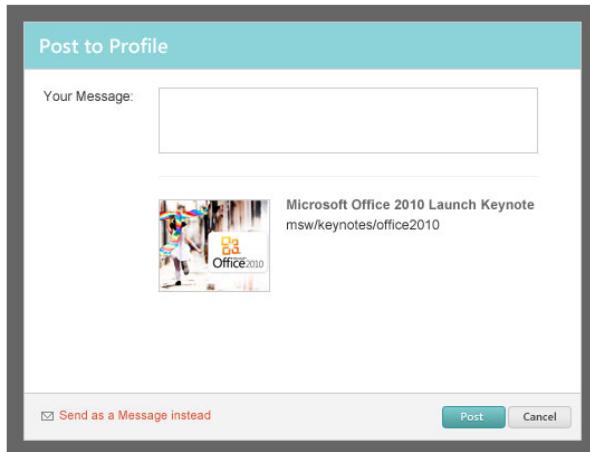
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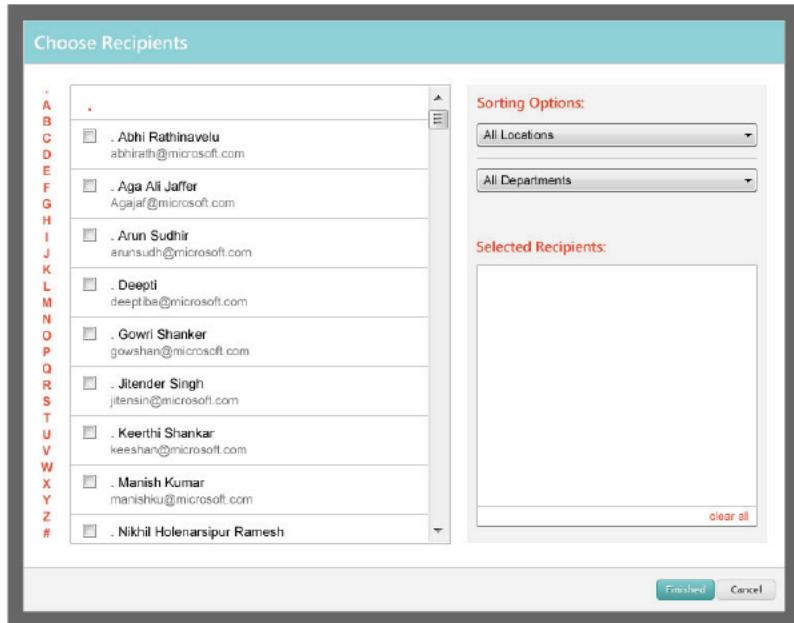
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