

Windows Store logo usage specifications



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The latest version of these specifications and logo downloads are available at:

<http://go.microsoft.com/fwlink/?LinkId=266840>

Table of contents

Table of contents.....	2
License to Microsoft Marks	3
Windows Store badge usage specifications	3
Windows Store tile usage specifications.....	4
Tablet device chassis usage specifications.....	4
Laptop device chassis usage specifications	5
Windows Store messaging guidelines and localized terms	5
Frequently asked questions (FAQ) about Windows Store logos.....	10

License to Microsoft Marks

Microsoft Marks means the logos *Windows Store badge* and the *Windows Store tile* described on this page. To use these logos, you must:

- Have your app available in the Windows Store.
- Comply with [Section 3i “License to Microsoft Marks”](#) of the [App Developer Agreement](#).
- Follow the logo usage specifications described on this page.

Windows Store badge usage specifications

The download includes green and black logos in screen resolution .png files in small, medium, and large sizes and high resolution .pdf files for use in display and print advertising. The term *Store* in the badge is available in Chinese (Simplified), English, Japanese, Russian, and Spanish. You may also use the Windows Store tile and any of the localized Windows Store terms.



Logo usage specifications:

- The logo comes in recommended sizes but you can resize the logo as long as it's at least 40 pixels high (0.56 inches or 14.11 mm).
- When used online, you must [link the logo to your Windows Store app listing page](#).
- The green colored logo is preferred, but you may use either green or black.
- See Windows Store messaging guidelines for text that can accompany the Windows Store logos.
- Always comply with [Section 3i “License to Microsoft Marks”](#) of the App Developer Agreement.

Windows Store tile usage specifications

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

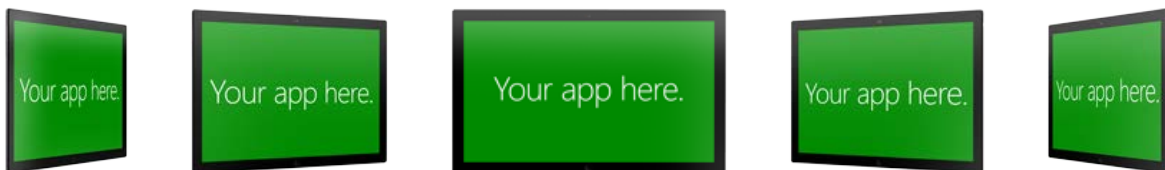


Logo usage specifications:

- You need to include the term *Windows Store* or a localized Windows Store term next to the Store tile, but not inside the tile.
- The logo comes in recommended sizes but you can resize the logo as long as it's at least 40 pixels high (0.56 inches or 14.11 mm).
- When used online, you must [link the logo to your Windows Store app listing page](#).
- The green colored logo is preferred, but you may use either green or black.
- Always comply with [Section 3i "License to Microsoft Marks"](#) of the App Developer Agreement.

Tablet device chassis usage specifications

You may use the tablet device chassis to show screenshots of your app in advertising. The download includes layered, high resolution .psd files (Photoshop) in the following five perspectives for you to choose from.



Usage specifications:

- You must show a screenshot of your app in the device.
- You may resize the images, but you must only use the perspectives provided.
- Never show the Windows 8 Start Screen or apps and tiles that are not yours.

Laptop device chassis usage specifications

You may use the laptop device chassis to show screenshots of your app in advertising. The download includes layered, high resolution .psd files (Photoshop) in the following five perspectives for you to choose from.



Usage specifications:

- You must show a screenshot of your app in the device.
- You may resize the device, but you must only use the perspectives provided.
- Never show the Windows 8 Start Screen or apps and tiles that are not yours.

Windows Store messaging guidelines and localized terms

The following messaging guidelines describe how to properly use the *Windows Store* term in your advertising.

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 tile.

Examples of correct usage:

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

Examples of incorrect usage:

- ~~Windows 8 Store~~
- ~~Windows 8 App Store~~
- ~~Microsoft Windows Store~~
- ~~Certified for the Windows Store~~
- ~~Certified for Windows 8~~
- ~~WinStore~~

- ~~Compatible with Windows 8~~
- ~~Windows 8 compatible~~
- ~~Works with Windows 8~~

Localized Windows Store terms:

The 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	Windows Store localized term	Language code
Afrikaans	Windows Winkel	af-ZA
Albanian	Dyqani i Windows	sq-AL
Amharic	Windows ማከማቻ	am-ET
Arabic	Windows متجر	ar-SA
Armenian	Windows Խանութ	hy-AM
Assamese	Windows বিপণি	as-IN
Azerbaijani (Latin)	Windows Mağaza	az-Latn-AZ
Bangla	Windows স্টোর	bn-BD
Basque	Windows denda	eu-ES
Belarusian	Крама Windows	be-BY
Bengali	Windows স্টোর	bn-IN
Bosnian (Latin)	Windows prodavnica	bs-Latn-BA
Bulgarian	Магазин на Windows	bg-BG
Catalan	Botiga del Windows	ca-ES
Central Kurdish (Arabic)	Windows فروشگاه	ku-Arab-IQ
Central Kurdish (Arabic)	Windows فروشگاه	ku-Arab-IQ
Cherokee (Cherokee)	Windows ᏄᏐᏍᏏ	chr-Cher-US
Chinese Simplified	Windows 应用商店	zh-CN
Chinese Traditional (Taiwan)	Windows 市集	zh-TW
Croatian	Windows trgovina	hr-HR
Czech	Windows Store	cs-CZ
Danish	Windows Store	da-DK
Dari	Windows فروشگاه	prs-AF
Dutch	Windows Store	nl-NL

English	Windows Store	en-GB
English (US)	Windows Store	en-US
Estonian	Windowsi pood	et-EE
Filipino	Store ng Windows	fil-PH
Finnish	Windows-kauppa	fi-FI
French	Windows Store	fr-FR
Galician	Tenda Windows	gl-ES
Georgian	Windows მალაზია	ka-GE
German	Windows Store	de-DE
Greek	Windows Store	el-GR
Gujarati	Windows સ્ટોર	gu-IN
Hausa (Latin)	Wurin Adana Windows	ha-Latn-NG
Hebrew	Windows חנות	he-IL
Hindi	Windows स्टोर	hi-IN
Hungarian	Windows Áruház	hu-HU
Icelandic	Windows-netverslunin	is-IS
Igbo	Ebenchekwa Windows	ig-NG
Indonesian	Bursa Windows	id-ID
Inuktitut (Latin)	Windows Niuvirvik	iu-Latn-CA
Irish	Siopa Windows	ga-IE
isiXhosa	Ivenkile yeWindows	xh-ZA
isiZulu	Isitolo Se-Windows	zu-ZA
Italian	Windows Store	it-IT
Japanese	Windows ストア	ja-JP
Kannada	Windows ಸ್ಟೋರ್	kn-IN
Kazakh	Windows дүкені	kk-KZ
Khmer	កម្មវិធីផ្គត់ផ្គង់កម្មវិធីនៃ 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 ഏറ്റവും	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
Norwegian (Bokmal)	Windows Store	nb-NO
Norwegian (Nynorsk)	Windows Store	nn-NO
Odia	Windows ଷୋରୁ	or-IN
Persian	Windows فروشگاه	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 روتسا	pa-Arab-PK
Punjabi (Arabic)	Windows روتسا	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 (Cyrillic, Bosnia and Herzegovina)	Windows продавница	sr-Cyrl-BA
Serbian (Cyrillic, Serbia)	Windows продавница	sr-Cyrl-CS
Serbian (Latin)	Windows prodavnica	sr-Latn-CS
Sesotho sa Leboa	Lebenkele la Windows	nso-ZA
Setswana	Lebentlele la Windows	tn-ZA
Sindhi (Arabic)	Windows روتسا	sd-Arab-PK

Sinhala	Windows ගබඩාව	si-LK
Slovak	Windows Obchod	sk-SK
Slovenian	Trgovina Windows	sl-SI
Spanish	Tienda Windows	es-ES
Swedish	Windows Store	sv-SE
Tajik (Cyrillic)	Дӯкони 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 روٹسٹا	ur-PK
Uyghur	Windows كىنىكۇد	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

Frequently asked questions (FAQ) about Windows Store logos

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

Yes. In order to use the logos, you must have an app published in the Windows Store, comply with [Section 3i “License to Microsoft Marks” of the App Developer Agreement](#), and follow the logo usage specifications.

Where can I see the App Developer Agreement?

The [App Developer Agreement](#) is available in the Windows Dev Center. Section 3i “License to Microsoft Marks” describes the license for using the Windows Store logo and Windows Store badge.

What is meant by *Microsoft Marks*?

In the context of the Windows Store App Developer Agreement, *Microsoft Marks* refers to the logos *Windows Store badge* and *Windows Store tile*.

Where can I download the logos and device images?

You can download the logos and device images from the 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 Chinese Simplified, English, Japanese, Russian, and Spanish. You may also use the Windows Store tile with any of the localized Windows Store terms.

What file formats and color values are the logos?

Logos are provided in formats optimized for screen and print use. For screen use, .png files are provided in small, medium, and large sizes and 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 logo is R0, G138, B0 and the black logo it is R0, G0, B0. For print use, the CMYK color of the green logo is C86, M20, Y100, K8 and the black logo is C0, M0, Y0, K100 or process black.

Can I resize the logos?

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

I have a brand question. Who can help me?

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