Windows Phone Marketing Kit for Windows Phone Store App 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.

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Purpose and Usage Guidelines
The following information is provided to give context and guidelines about Windows Phone Store badge for purposes of marketing by use of the application developers.

Licensing Information
The Windows Phone Store 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 Badges
- 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 to refer to the platform and Windows Phone Store to refer to our app store. Do not refer to the OS for example 'Windows Phone 8', unless it's necessary to distinguish between OS releases, or identify the version of the OS with which your app is compatible.

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 the Windows Phone Store logo] are trademarks of the Microsoft group of companies."

For trademark guidance, please visit:
http://www.microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx

Additional Support

Windows Phone Store App development links
Windows Phone Store badge http://msdn.microsoft.com/en-us/library/windowsphone/help/jj891134(v=vs.105).aspx
Windows Phone Store Badge Download Center http://www.microsoft.com/en-us/download/details.aspx?id=5014
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 App Marketing Guidelines http://go.microsoft.com/fwlink/?LinkId=309176
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

Windows Phone Store Badge

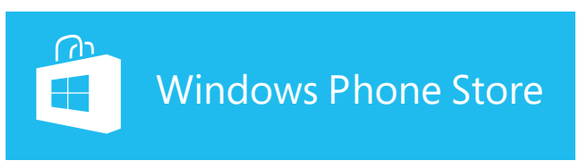
Included in this kit you will find cyan, grey and black Windows Phone Store badges, download badges and icon badges in screen resolution .png files in small, medium and large sizes and high resolution.pdf files for use in display and print advertising.

The term Store in the badge is available in English, French, German, Portuguese and Spanish. You may also use the Windows Phone Store icon badge and any localized Windows Phone Store terms.

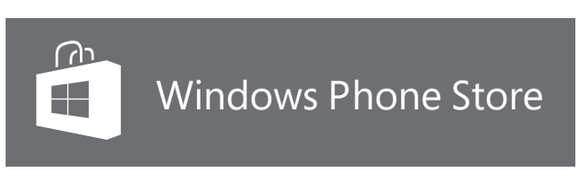
You need to include the term Windows Phone Store or a localized Windows Phone Store term next to the Store icon badge, but not inside the icon badge. Please make sure the icon links to the Windows Phone Store.

Usage specifications
The badge and icon badge 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.)

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



At least 40 pixels high



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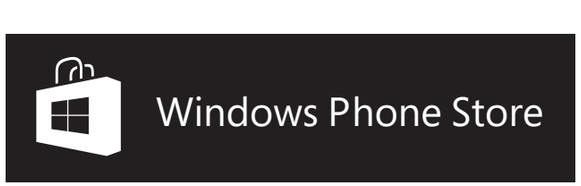
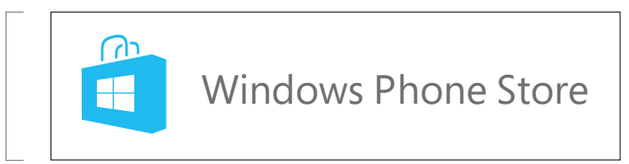
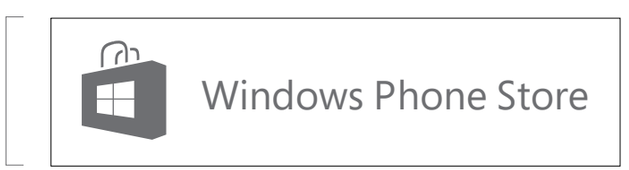
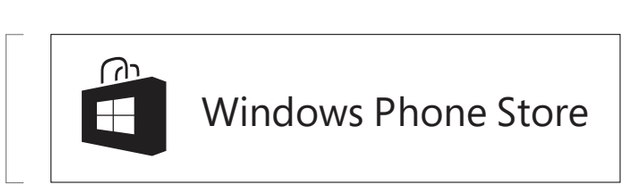


At least 40 pixels high







Reverse out logo

The Windows Phone Store Badge is available in solid and reverse out in cyan, grey and black. Use a reverse out badge on color backgrounds and the solid badge on white backgrounds.

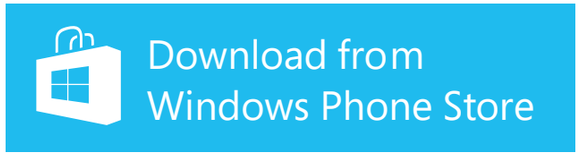
Windows Phone Store Download Badge

In digital executions, the Windows Phone Store Download Badge 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}

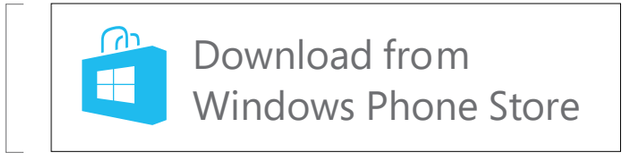
In the above, the {GUID} placeholder is replaced with the app ID of the application you want to link to. The WindowsPhone.com Redirection Service, when it receives a call to the above URL, will direct the caller to the proper location. If they are browsing from a PC, they will be redirected to the Windows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

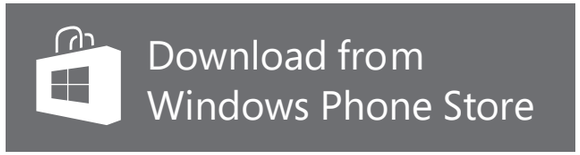
The Windows Phone Store Download Badge must always include the Windows Phone Store Link provided by Microsoft as described here http://msdn.microsoft.com/en-us/library/ff967553 (Except in non-digital executions, such as print or TV.)

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

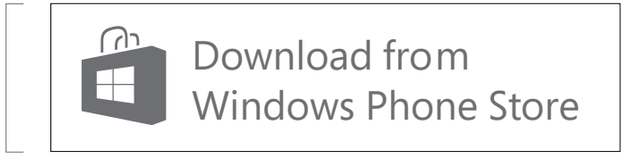


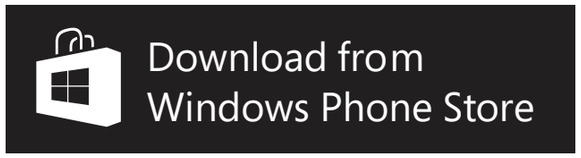
At least 40 pixels high





At least 40 pixels high





At least 40 pixels high

Reverse out logo

The Windows Phone Store Download Badge is available in solid and reverse out in cyan, grey and black.
Use a reverse out badge on color backgrounds and the solid badge on white backgrounds.

Windows Phone Store icon badges

At least 40 pixels high

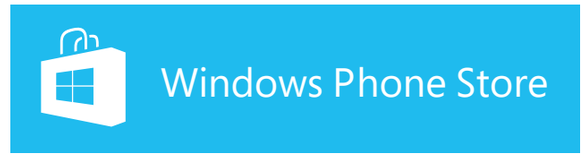
At least 40 pixels high

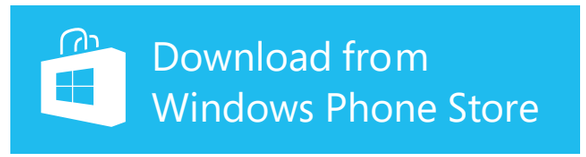
At least 40 pixels high

* We recognize that the square badge is the same for Windows Phone Store and Windows Store, so when using this find a way to make it clear whether the app is for Windows Phone or Windows.

Use the Windows Phone Store Badge *not* the Windows Phone Brand Logo

The Windows Phone Store badge was developed specifically for use by publishers that have a Windows Phone app or game published on the Windows Phone Store. The badge is intended to promote the availability of the app on the Windows Phone platform, and to provide a direct link to the app download page on the Windows Phone Store for the user. The badge should not be confused with the Windows Phone brand logo, which is not intended for this use. Usage of the Windows Phone brand logo is intended for use by Microsoft and OEM and Mobile Operator partners, and requires a signed Logo Licensing Agreement.





Linking Your App 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 app ID of the application you want to link to. The WindowsPhone.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 details in the Windows Phone Store so they can download the app on their phone.

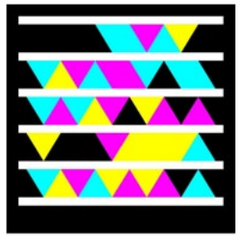
Additional information on linking to Windows Phone Store apps can be found at http://msdn.microsoft.com/en-us/library/ff967553(v=VS.92).aspx

Microsoft TAG

At your option, you can also create and provide a Microsoft TAG, provided by Microsoft for consumers use, to link to your Windows Phone app in the Windows Phone Store.

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

http://tag.microsoft.com/consumer/index.aspx



Windows Phone Store Localized terms

Windows Phone Store is available in over 191 markets and is localized into 7 languages. Please choose the language from the chart that works best for your market. Note that the phrase “Windows Phone” is never localized.

Country	Localized term
English (US)	Download from Windows Phone Store
France	Télécharger à partir du Windows Phone Store
Germany	Aus dem Windows Phone Store herunterladen
Spain	Descárgalo en la Tienda de Windows Phone
Mexico	Descargar desde la Tienda de Windows Phone
Brazil	Baixe na Loja do Windows Phone
Chile	Descargar desde la Tienda de Windows Phone

Telling your app's story with the Start Screen

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

We have provided two Start screen layouts within which you can feature your app. One features a medium live tile and the other features a large live tile. Choose one of the two layouts to show your app. Do not modify the Start screen layout, except to change the UI theme color as described on page 16 of this kit, unless your modified Start screen has been approved by Microsoft. To customize a Start screen please contact wpbrandreq@microsoft.com.

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

Medium tile shown below

Large tile shown below

Windows Phone Chassis

You can also market your app by showing a screenshot of the app in action. 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.

UI Theme Colors

The Windows Phone UI features twenty different theme colors, taking personalization to a whole new level. When you include a Start screen in your app marketing, you can pick from the colors shown here to create a palette that compliments your visual design.

- Colors can be applied to the Start screen or your app tile.
- One theme color is applied to the entire Start screen (you cannot use different colors on different tiles on a single 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

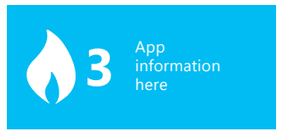
Taupe
HEX #87794E
R135 G121 B78

Start Tile Sizes

Small tile

Medium tile

Large tile



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)

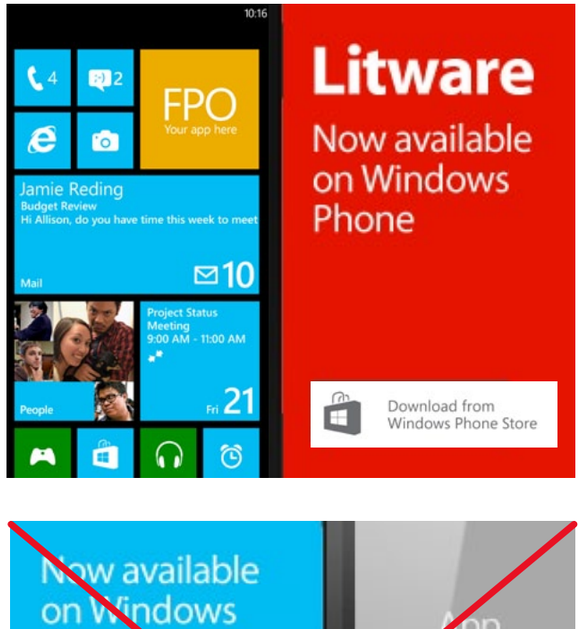
	Actual Tile Size	Asset size required	
		Flip Template	Metro Count Template
Small tile	159x159	159x159	110x110
Medium tile	336x336	336x336	202x202
Large tile	619x336	691x336	n/a
Apps list	100x100	100x100	100x100

Guidance for Ads that Highlight Your App

Please ensure that your app tile or brand is displayed in the primary, more prominent position in your materials with the Windows Phone Store badge displayed in a secondary and smaller manner.

Creative Guidance: Web Banners

- Example 1 features a Start screen with fictional app name or company tile.
- Example 2 features your app screenshot.
- Your app title or company name or logo should be in the primary position (larger) and Windows Phone Store is the supporting logo (smaller)
- Do not stack your logo with the Windows Phone Store Badge as shown in example 3.
- Do not stack your logo with the Windows Phone Store Badge as shown in example 3.



Co-Marketing with Windows Store

There are two stores through which to promote and sell your app based on the platform. The Windows Phone Store is for Windows Phone apps and the Windows Store is for Windows apps.

Windows Store Badge

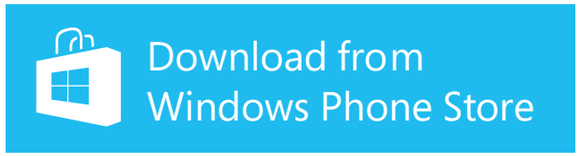
The Windows Store Badge is intended to provide customers with a clear way to download your Windows App. In digital execution, the logo must always provide a link directly to the app's listing on the Windows Store. To link your app to the Windows Store follow the guidance published in the Windows Store App Marketing Guidelines which can be found at http://go.microsoft.com/fwlink/?LinkId=309176

Available at the Windows Phone Store and the Windows Store

There are two stores through which to promote and sell your app based on the platform. The Windows Phone Store is for Windows Phone apps and the Windows Store is for Windows apps.

If your app is available at both the Windows Phone Store and the Windows Store you can show both badges together. Badges should be the similarly sized and should fit in esthetically with any other retail logos included in the design. For digital execution, be sure to confirm that the badge is linking to the appropriate store.

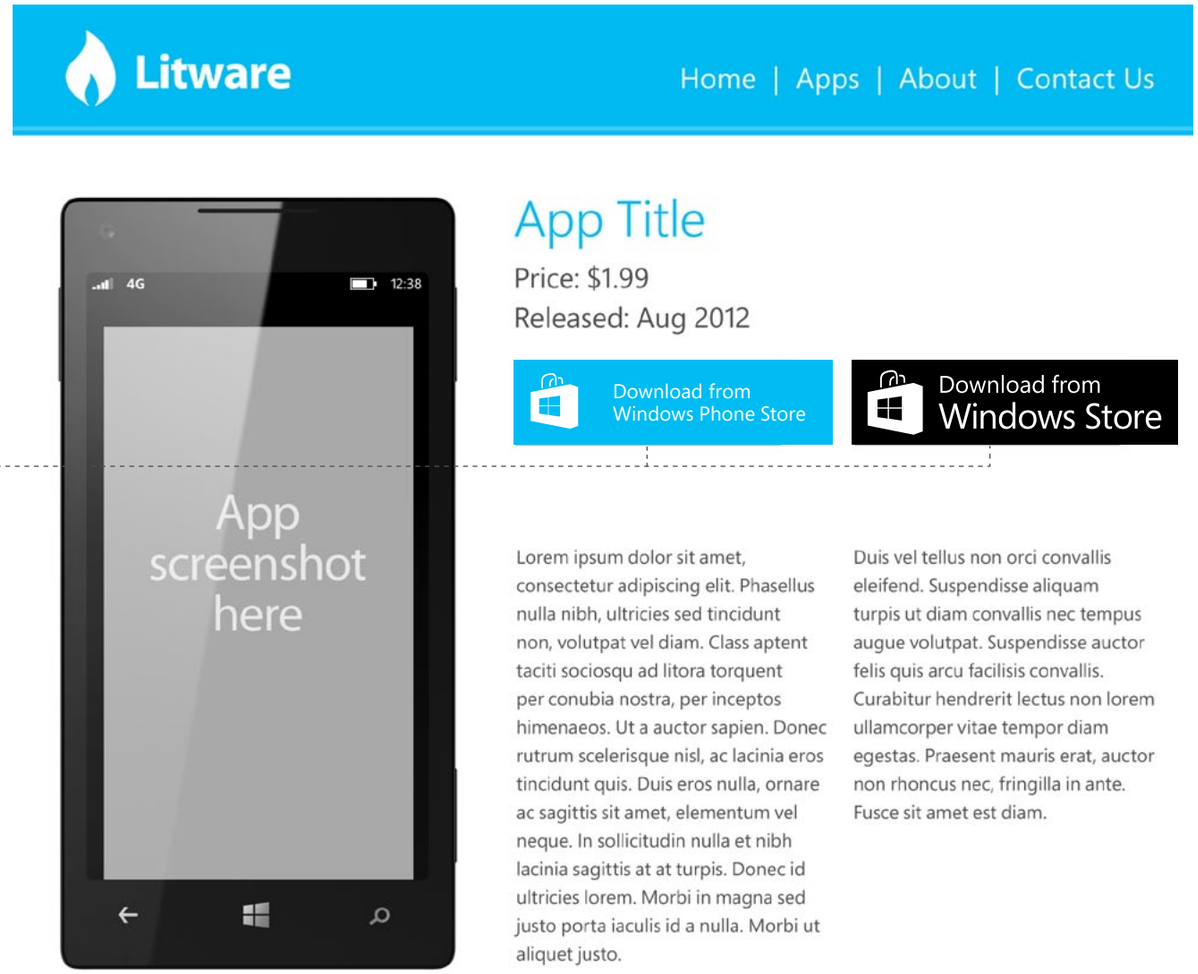
For digital use, use the URL provided on page 9 to link the appropriate icon to the appropriate app store.



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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