



Microsoft® Store

Style Guide

MicrosoftStore.com Version 2

Updated February 24, 2010

Introduction

The purpose of this style guide is to provide the necessary reference for designers and developers who are tasked with maintaining or modifying the Microsoft Store web site. As it is imperative that all additions and modifications to the site remain true to its brand, this guide provides technical specifications and an overall brand summary aimed at preserving a coherent visual system and style for scheming additional pages, updating typographic elements, replacing graphics, incorporating multimedia, etc.

The guide begins with a description of the Microsoft Store and the branding elements that provide its backbone, followed by an overview of the site architecture and navigation. The guide then outlines the basic page types and page elements and explains how the various modules can be modified. Sections on Visual Design Goals, Typography, and Color provide additional information on these topics. Careful adherence to all of these guidelines will ensure the delivery of a consistent brand message across all Microsoft Store sites.

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Microsoft Store Overview

MicrosoftStore.com is dedicated to providing the Microsoft community with a single-source, online retail outlet for all first-party and key third-party products. The Store integrates consolidated product information into a cohesive and intuitive e-commerce environment with the intent of streamlining the purchase process directly through Microsoft.

It also acts as the online equivalent to Microsoft's brick-and-mortar retail stores, and as such provides a complimentary clean, approachable, and high-end experience as the physical stores.

Since the primary focus of Microsoft Store is on selling, not informing, the site contains only concise product features and details, which are aimed at confirming a buyer's notion of a product they are considering for purchase. This enables the site to maintain a clean and uncluttered look, avoids overwhelming visitors with an overload of information, and keeps them focused on buying. The site design is aimed at providing a welcoming, personal and easy shopping experience for the small business and home consumer markets.

Microsoft Store Objective

Provide visitors with an easy, approachable online shopping environment for Microsoft and key third-party products.

Target Audience

Home consumer and small business markets.

Brand Summary

Keep it simple

MicrosoftStore.com is the online companion to the brick-and-mortar retail stores. As much as possible given the differences in media, branding between the online store and the brick-and-mortar stores are synchronized so as to provide a consistent experience online and off.

MicrosoftStore.com is unique in that it features every Microsoft product and its associated brand, in addition to key third-party products and their associated brands. To keep the user experience clean and uncomplicated, the site's own brand plays a supporting role. The branding is designed to enhance the products, not compete with them. Subtle design elements and an intuitive UI combine to provide a transparent framework which supports the products on display.

Hardware products are photographed unboxed, and software products are represented by their box shots. Products are organized in neat rows to resemble products on a store shelf. This allows for simplified browsing and keeps visitors from becoming distracted by too much information.

Keep it fresh

A variety of hero modules provide flexibility and variation to many of the page layouts and can be used to provide editorials, showcase a product, call out a special promotion, or highlight an upgrade or new feature. Hero modules also serve as a flexible space where design cues can be synchronized with the brick-and-mortar retail experience.

The site's fonts and navigational elements appear in soft grays, whites, and blues to minimize visual clutter, while category-specific colors provide graphic punch and are a consistent cue to the customer's location within the site's structure.

Key Design and UI Elements

- Welcoming, approachable shopping environment
- Clean, uncluttered layout
- Subtle site branding to promote product brands
- Brief, key information to keep visitors focused on purchase
- Traditional and familiar e-commerce UI
- Minimal number of clicks required to finalize purchase

User Experience

Driving the User Experience are the following core concepts: familiarity, comfort, ease of use, and clear calls to action.

A traditional e-commerce UI is a key component of the site. Standard navigational elements such as **Shopping Cart**, **Add to Cart**, and **Checkout** are easily identifiable to everyone – even a first time user.

The site allows visitors to shop for products in three ways. They can browse categorically, employ task-based navigation and filtering, and search by product name. When shopping by category, the site's navigation assists visitors in filtering down to a desired product. Filtering helps narrow down large groups of products in an approachable and targeted manner, using concise terminology free of jargon.

To keep the customer engaged, each page of the site presents users with a focused and intentional call to action. The site's navigation intuitively leads users to the next step so that there is never any confusion about which action they should take.

User Experience Core Concepts

- Familiarity
- Comfort
- Ease of use
- Clear calls to action

Visual Design Goals

The visual design of Microsoft Store was influenced by the following key design principles: **simplicity**, **consistency**, **usability**, **accessibility**, and **visual appeal**.

Simplicity is promoted through clean and straightforward pages which contain plenty of white space. A disciplined design approach paired with globally shared elements brings consistency across pages.

To maximize usability and accessibility, all pages are well organized and easy to scan. Navigation and customer interaction areas are clearly defined, and all pages are built with attention to accessibility guidelines.

Finally, the systematized color palette, use of dynamic imagery in hero modules, and parity with the design aesthetic of the brick-and-mortar stores all contribute to the overall visual appeal.

Simplicity

Page design and module variations are clean and straightforward and contain plenty of white space.

Consistency

Pages share many common elements and utilize the same color palette and fonts.

Usability

Pages are easy to scan and contain clearly defined navigation and customer interaction areas.

Accessibility

Pages have been implemented following recommended guidelines for accessibility.

Visual Appeal

Products are elegantly showcased through a systematized color palette, use of dynamic imagery in hero modules, and a parallel relationship to the design of the brick-and-mortar stores.

Site Architecture: Catalog

Home page



Category page



Results page



Detail page



The architecture for Microsoft Store revolves around four basic page types: home, category, results, and detail. All of these pages are designed to help visitors navigate as well as to provide opportunities to display product information, context-based product suggestions, and advertisements. On the home page, product suggestions are drawn from the entire site. As visitors navigate categories and subcategories, the product suggestions become increasingly focused. Detail pages contain information about a single product but can also feature a companion purchase option.

Site Architecture: Purchase Conversion Funnel

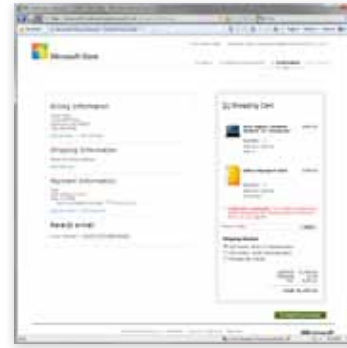
Upsell page



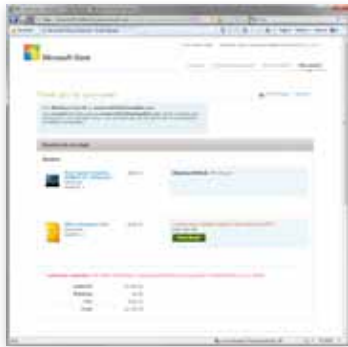
Customer info page



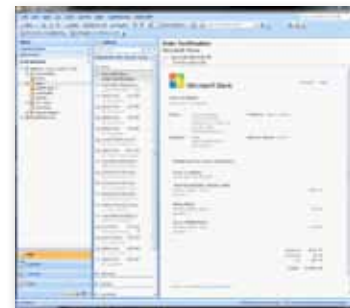
Confirmation page



Receipt page

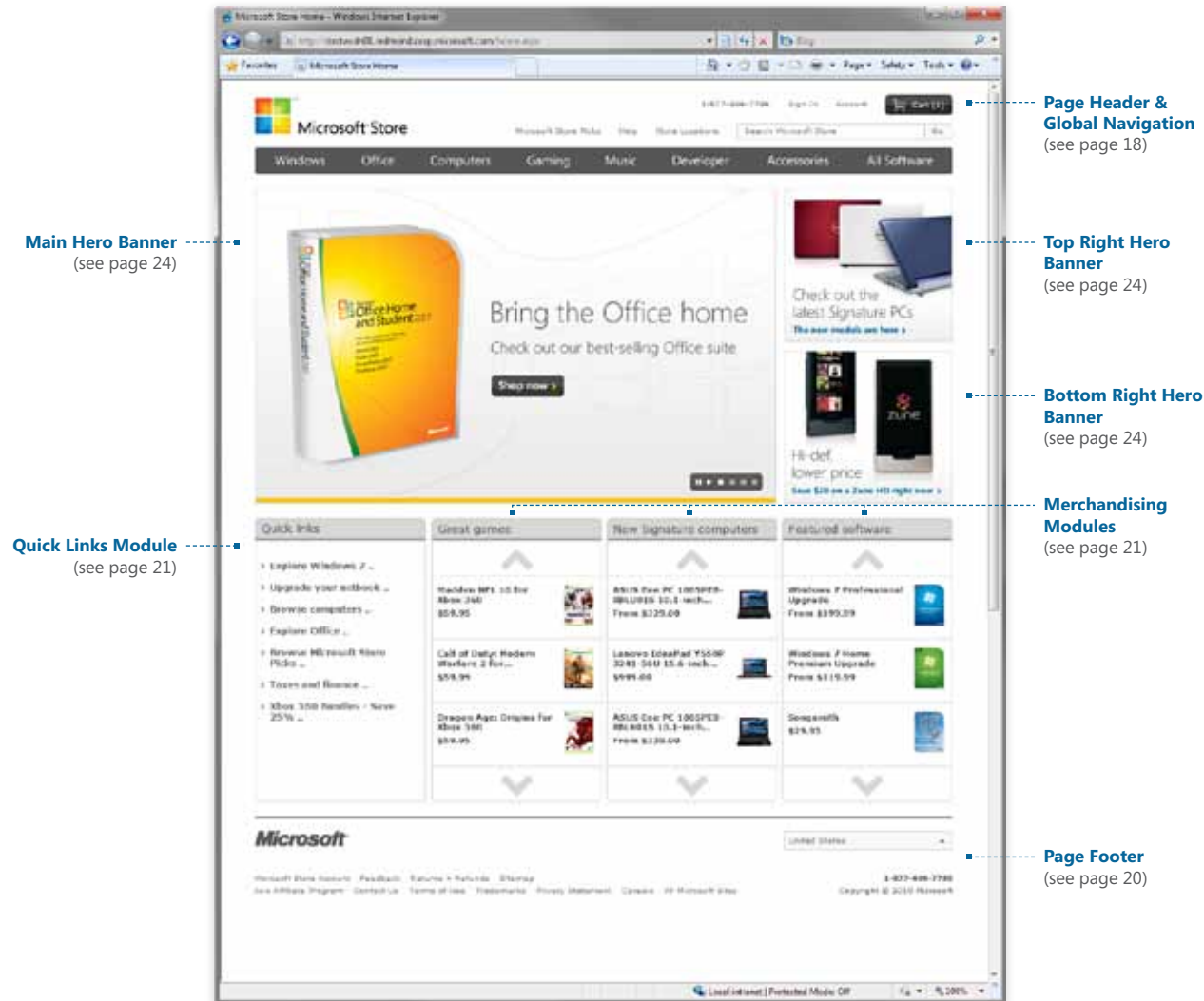


Receipt email



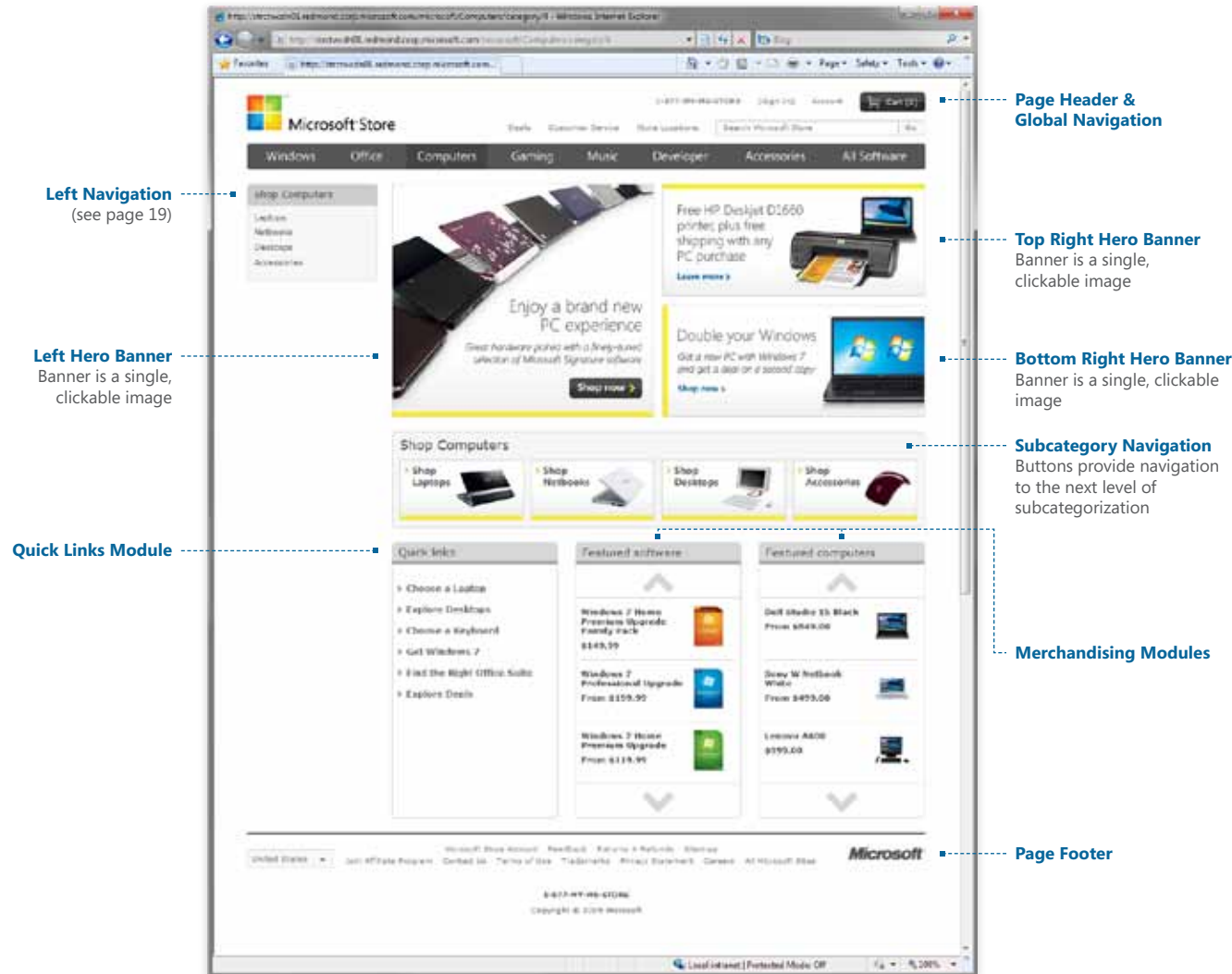
The purchase conversion funnel (PCF) is the page flow initiated when the user clicks "Checkout now" in the shopping cart. It can be navigated regardless of whether or not the customer has signed in. Emphasis is placed on efficiency in getting the user through the PCF and clicking "Place order" on the Confirmation page, and as such requires the customer to enter only the most essential information to complete the purchase.

Home Page



The home page is the first page visitors see when they visit MicrosoftStore.com. Its primary purpose is to provide editorial recommendations and showcase products. Flexibility built into the hero module adds visual appeal and variation as visitors return to the site.

Category & Subcategory Pages



When visitors click a heading on the category bar, they are shown a category page. Category pages contain a left navigation menu, and act as home pages for products within a category. The hero modules, Quick Links module, and merchandising modules give visitors a sense of what the category is about and help set their expectations.

Navigation to subcategories takes place in the left navigation, by clicking the graphic buttons in the subcategory navigation section, or by clicking on hero banners if they feature a subcategory. Successive subcategory pages use this same layout unless they are a terminal subcategory (no deeper subcategories), in which case they use the results page layout.

Results Pages

The screenshot shows the Microsoft Store interface for Xbox 360 Games. The page features a top navigation bar with categories like Windows, Office, Computers, Gaming, Music, Developer, Accessories, and All Software. A left sidebar contains a 'Shop Gaming' section with sub-categories like PC Games, Xbox 360 Games, Xbox 360 Consoles, Xbox 360 Accessories, Xbox LIVE, and PC Gaming hardware. Below this is a 'Filtering' section with 'Narrow your results' options for Price (All prices, \$20.99 and less, \$20 to \$49.99, \$50 to \$99.99, \$100 to \$199.99, \$200 or more) and Genre (All games, Action, Adventure, Arcade, Card & board, Classics, Educational, Family, Fighting, Horror, Home games, Multiplayer, Puzzle, Racing, Role-playing, Shooter, Simulation, Single player, Sports, Strategy, Third). A 'Current Offers' section is also present. The main content area is titled 'What kind of game are you looking for?' and includes five filter presets: 'Top-selling games', 'New releases', 'Great games at great prices', 'Family game night', and 'Games to exercise your mind'. Below this is a 'Grouping Header' for 'Action' games, displaying a grid of product modules. Each product module includes a thumbnail image, a title, a list of bullet points (e.g., 'Free pricing game for Xbox 360', '2010 rating: Mature', 'Battle behind enemy lines'), a price, and a 'Details' button.

Left Navigation

Filtering
Narrows down product results to a more manageable set based on key product characteristics

Page Header & Global Navigation

Filter Presets (select pages only)
Activates a predetermined set of filters to narrow down the product results in a curated manner

Grouping Header
Sorts the product results into buckets determined by the merchandising team

Product Modules
Provides a thumbnail image, high-level bullet points, pricing, discounts and specials (if applicable), and a button linking to the product's detail page. In fact, the entire module is clickable and links to the detail page.

Results pages are the intermediary between a category page and a details page. When there are no further subcategories in a flow, the results page serves up the product assortment for that subcategory.

There are three main components to a results page: the product modules, filtering, and on select pages, filter presets. The product modules provide a thumbnail of the product, a few high-level bullet points, pricing, discounts or specials if applicable, and a button linking to that product's detail page (although the entire module is in fact clickable.)

Filters provide an intuitive method of narrowing down a large set of product modules, and vary from page to page to suit the particular subcategory's products. On certain key pages, a row of buttons along the top of the page activate a predetermined set of filters, narrowing down the product results in a curated manner.

Detail Pages: Software & Hardware

Page Header & Global Navigation

Left Navigation

Delivery Options
Allow the customer to choose between downloading or receiving a physical copy

Add to cart Button

Help me decide Module
Lists differentiating features to help the customer make a buying decision

Before you buy Module
Communicates legal information pertaining to the product

System Requirements
Technical prerequisites needed to run the product

Product overview Module
Product features in bullet list format

Add to cart Button

Main Product Image

Cross-sell Product Modules
Modules use the same format as results page product modules

Page Footer

When visitors click a product, they are shown a detail page. Detail pages display various types of product and purchase information and can contain companion buying options, upgrade/download information, or any other customizable information. Detail pages can also contain a multimedia module which displays a video clip or image to further explain or advertise the product.

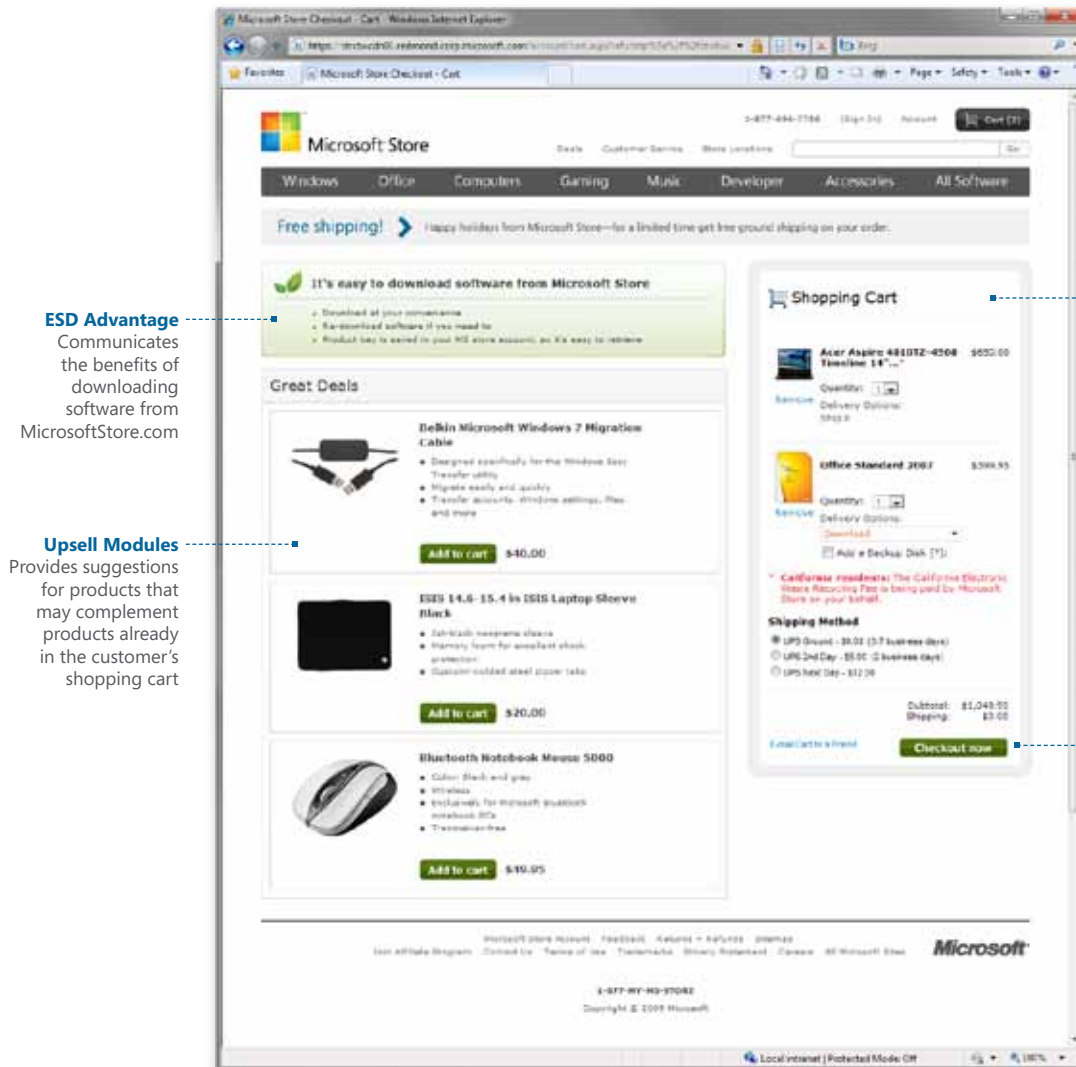
Detail Pages: Computers

The image shows a screenshot of the Microsoft Store website for a Lenovo ThinkPad T400s laptop. The page is annotated with several callout boxes pointing to specific elements:

- Page Header & Global Navigation:** Points to the Microsoft Store logo and the top navigation bar with categories like Windows, Office, Computers, Gaming, Music, Developer, Accounts, and All Software.
- Left Navigation:** Points to the left sidebar menu with options like Home, Computers, Tablets, and Accessories.
- Main Product Image:** Points to the large image of the laptop showing a "14.1\" Screen".
- Add to cart Button:** Points to the green "Add to cart" button with the price "\$1,349.00".
- Help me decide Module:** Points to a section titled "Linked time offset" with descriptive text.
- Before you buy Module:** Points to a section titled "Help the device" with a "Buy now" button.
- Multimedia Module:** Points to a set of three product thumbnails with navigation arrows.
- Technical Specifications:** Points to a detailed list of specifications including Processor, Memory, Hard drive, Operating System, etc.
- Product Overview Module:** Points to a section with product features in a bullet list format.
- Add to cart Button:** Points to a second "Add to cart" button at the bottom of the product details.
- Page Footer:** Points to the Microsoft logo and copyright information at the bottom of the page.

The detail page for computers differs from other detail pages in that it does not contain upsell or cross-sell modules. This is done to try and focus the customer's attention on a complicated and high-revenue product – it can be assumed that there would be no product we would rather the customer focus on than a computer, so we don't give them the opportunity.

Purchase Funnel: Shopping Cart / Upsell Page



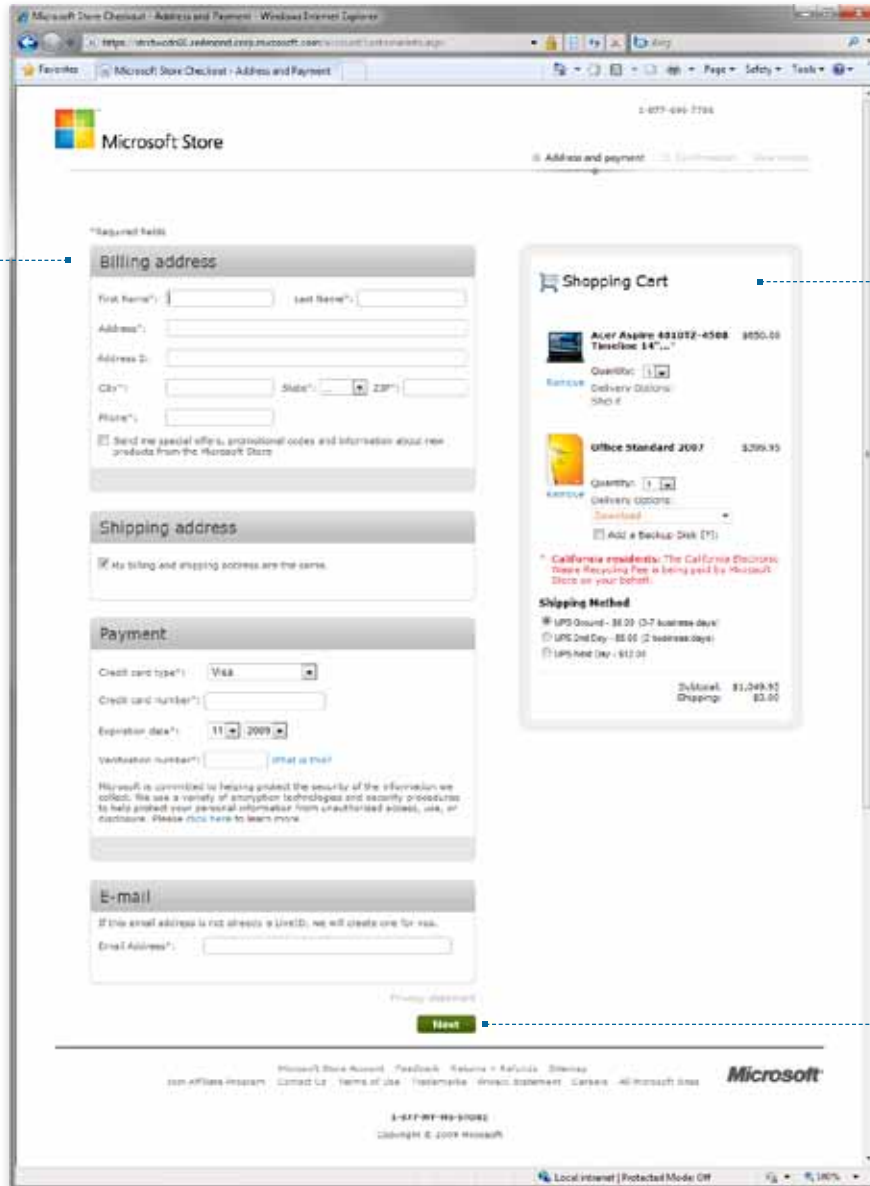
When visitors click **Shopping Cart** or any **Add to Cart** button, they arrive at the purchase funnel home – the first in a series of pages dedicated to completing a purchase. From this page, visitors can review items in their shopping cart and initiate the checkout process. The purchase funnel has been optimized for purchase intent and offers purchase suggestions based on products a customer has chosen.

When visitors click the **Checkout Now** button in the shopping cart on the purchase funnel home page, they initiate the checkout process.

The checkout process is comprised of a series of three screens: **Customer Information**, **Confirmation**, and **Receipt**. Each of these screens has been carefully designed to streamline the purchase process through well organized, easy-to-scan pages, clear customer messaging, and effective indications where customer actions are required.

Purchase Funnel: Customer Information Page

Customer Information Entry Fields
Required fields are marked by an asterisk



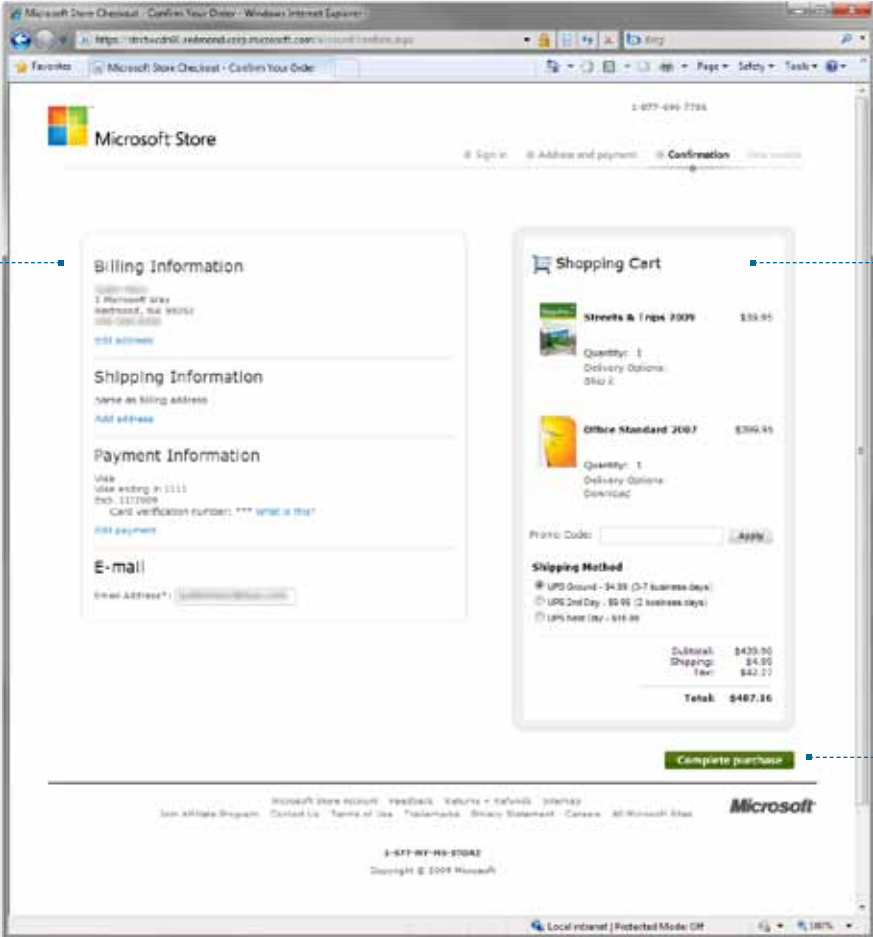
Shopping Cart
Products are still editable at this stage in the PCF

Next Button
Takes the customer to the next page in the PCF

The first page in the PCF asks the customer to provide billing, shipping, and payment information. Products in the shopping cart and the shipping method are still editable at this stage.

Purchase Funnel: Confirmation Page

The confirmation page provides the customer a final look at their order before submitting it.



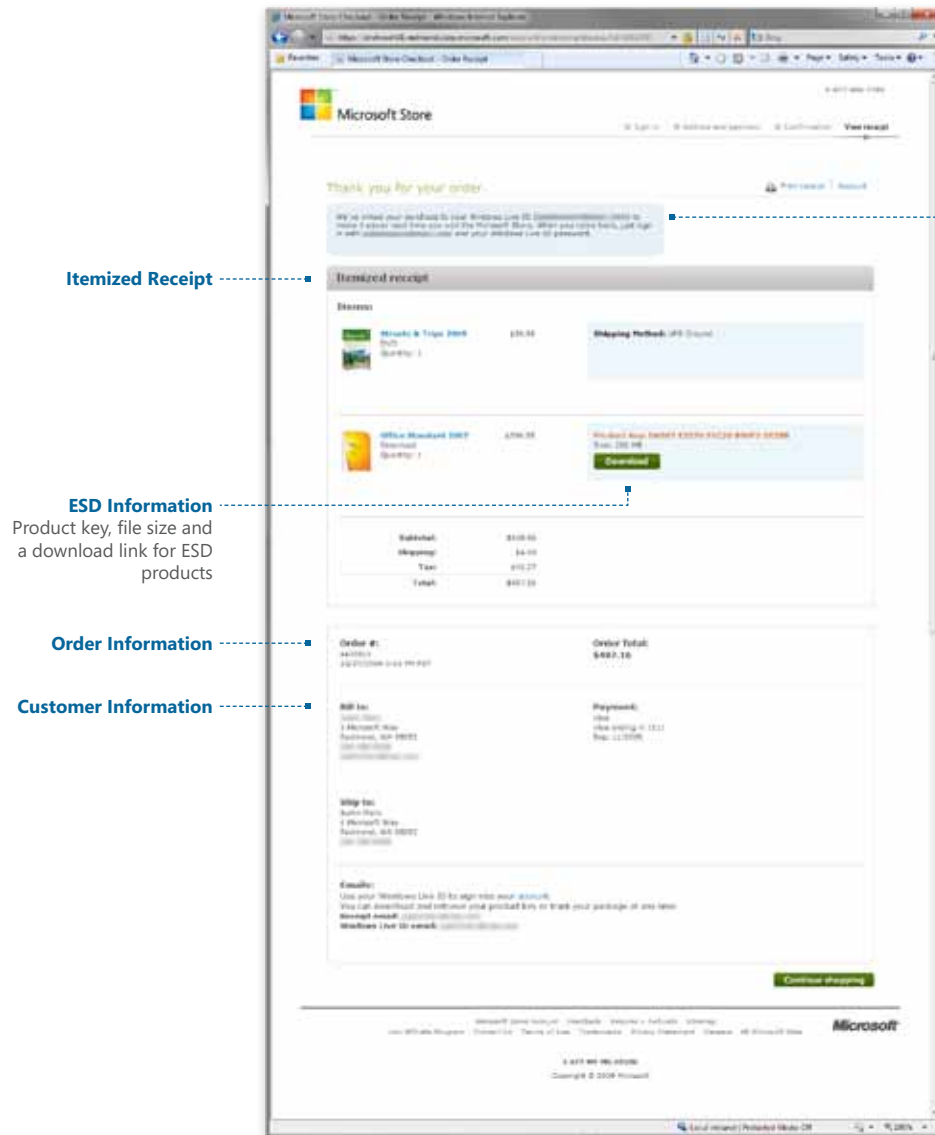
The screenshot shows the Microsoft Store Confirmation Page in a Windows Internet Explorer browser. The page is titled "Microsoft Store" and features a navigation bar with "Sign in", "Address and payment", and "Confirmation" links. The main content area is divided into two columns. The left column contains sections for "Billing Information", "Shipping Information", "Payment Information", and "E-mail". The right column contains a "Shopping Cart" section with a table of items, a "Shipping Method" section, and a "Complete purchase" button. The shopping cart table lists two items: "Streets & Trips 2009" and "Office Standard 2007". The shipping method section shows three options: "UPS Ground - \$4.99 (2-7 business days)", "UPS 2nd Day - \$9.99 (2 business days)", and "UPS Next Day - \$19.99". The total amount is \$467.16. The "Complete purchase" button is highlighted in green.

Customer Information Review

Shopping Cart
Products are no longer editable at this stage in the PCF

Complete Purchase Button
Submits the customer's shipping and payment information and places the order

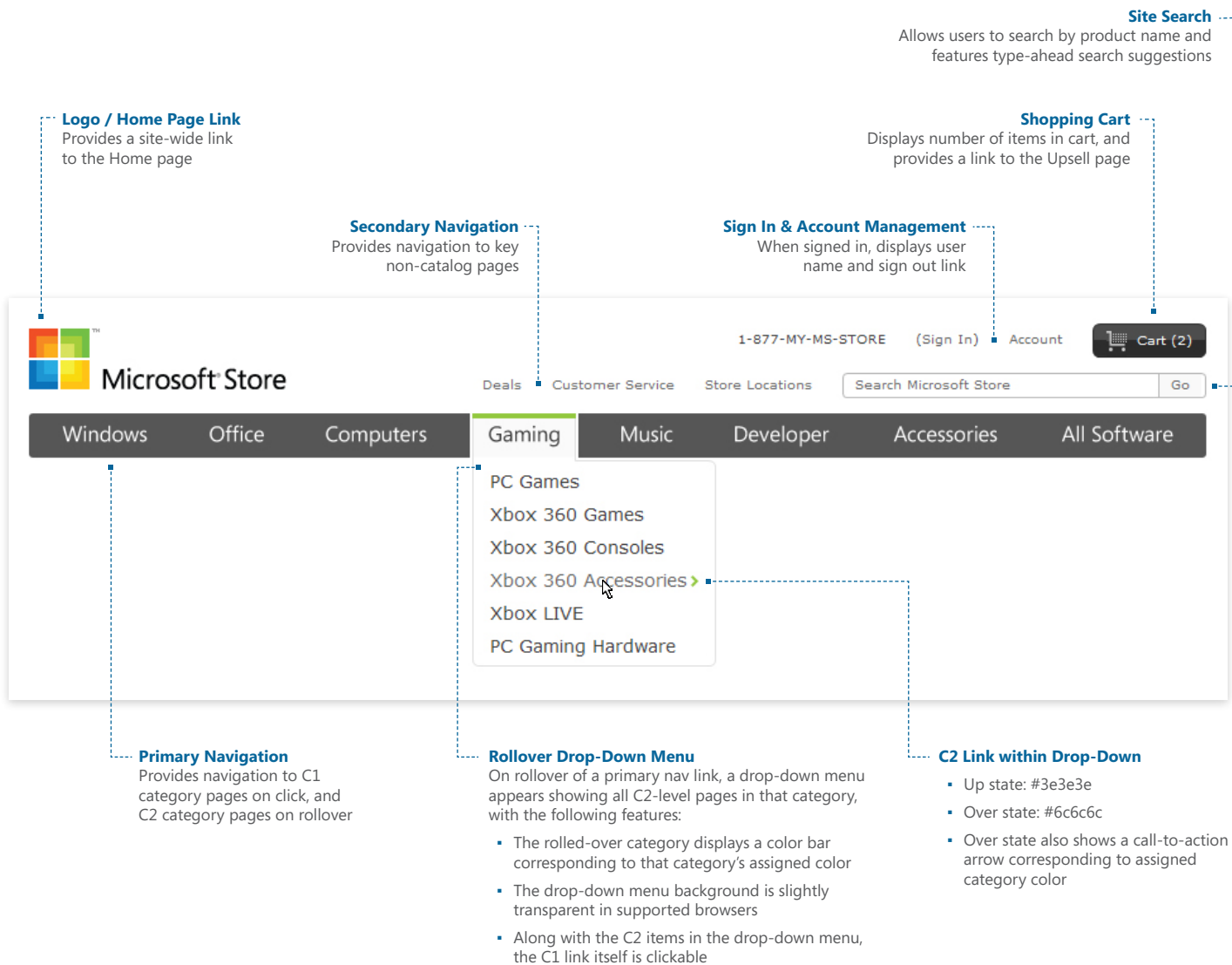
Purchase Funnel: Receipt



Account Creation / Link
If the customer signed in prior to completing the PCF, alerts the customer that this purchase has been linked to their account. If the customer completed the PCF without signing in, alerts the customer that an account has been created using the email address provided

In addition to this on-screen receipt, a duplicate receipt is emailed to the customer at the email provided on the customer information page.

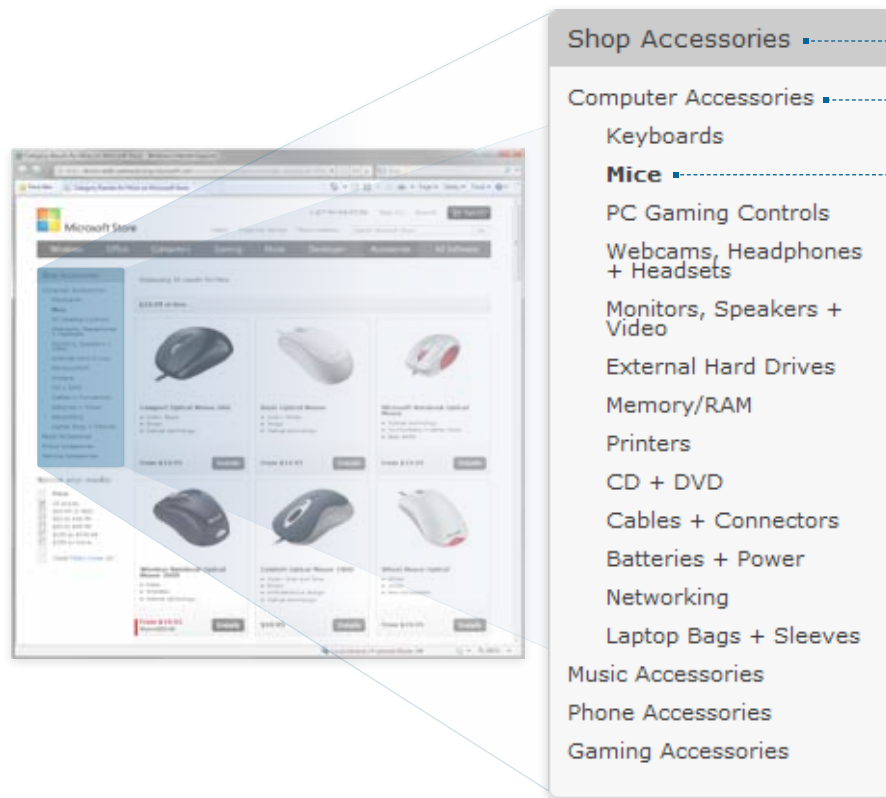
Global Navigation & Menus



Navigation at its highest level is handled in the page header. The page header appears on every page and contains navigation into both the catalog and non-catalog sections of the site. The primary navigation directs users into the catalog by way of carefully selected categories that streamline browsing, yet are broad enough to ensure future expandability. When the user rolls over a primary navigation link, a drop-down menu appears containing the second level of subcategorization under that category.

The secondary navigation directs users into key sections of the non-catalog section of the site (additional links to non-catalog pages are found in the page footer.) Site search, account sign-in and management, and the shopping cart link are also found in the page header. The Microsoft Store logo provides a persistent link to the home page.

Left Navigation



Top-Level Product Category (C1)

Clicking here will take the user to this category's top-level page (see Category Page entry in this guide)

Sub-Category (C2)

This is one of four C2-level pages in this category — the other three can be identified by their similar level of indent. There is one more set of subcategory pages beneath this one, identified by their deeper indent

Category Results (C3)

When no further subcategories exist, the page is referred to as a results page, and it displays the assortment of product modules that live in that subcategory (see Results Page entry in this guide). Note that this link is in **bold** to indicate that it is the current page

The left navigation module represents the structure of a given product category, acting as a navigation menu, a breadcrumb, and a site map all in one. Subcategorization is revealed as the user links deeper into the category, with each subsequent level denoted by a further level of indent. The current page is denoted by bold text, and the user can always jump to an equal or higher level of categorization by clicking any visible page links within the module. The header of the module is also a link, taking the user to the top-level (C1) page in that category.

When there are no more subcategories under the current page, that page is referred to as a results page, containing a product assortment. Note that product detail pages are never represented in the left nav. For more on the relationship between category pages and results pages, see pages 10 and 11.

Page Footer

Country Selector Drop-up Menu

Drops up instead of down because it's at the bottom of the page. Link styles:

- Up state: #676767
- Over state: #00649a

Australia
Belgique (MS Store France)
België (MS Store Nederland)
Deutschland
España
France
India
Italia
Nederland
Österreich (MS Store Deutschland)
United Kingdom
United States
日本
대한민국
United States

United States



United States

Corporate Logo

Links to microsoft.com

Microsoft

Microsoft Store Account Feedback Returns + Refunds Sitemap
Join Affiliate Program Contact Us Terms of Use Trademarks Privacy Statement Careers All Microsoft Sites

United States

1-877-696-7786
Copyright © 2010 Microsoft

Secondary Navigation

Provides navigation to non-catalog pages.
Link styles:

- Up state: #676767
- Over state: #00649a

Country Selector

Menu drops up on rollover (see above)

Support Phone Number & Legal Text

The footer appears on every page of the site, and contains the country selector, corporate logo, support phone number, legal text, and secondary navigation. No other content appears below the footer.

Quick Links & Merchandising Modules

Quick Links Module

Provides the merchandising team an opportunity to link directly to any page inside or outside the category. Link style:

- Up state: #676767
- Over state: #00649a

Merchandising Module

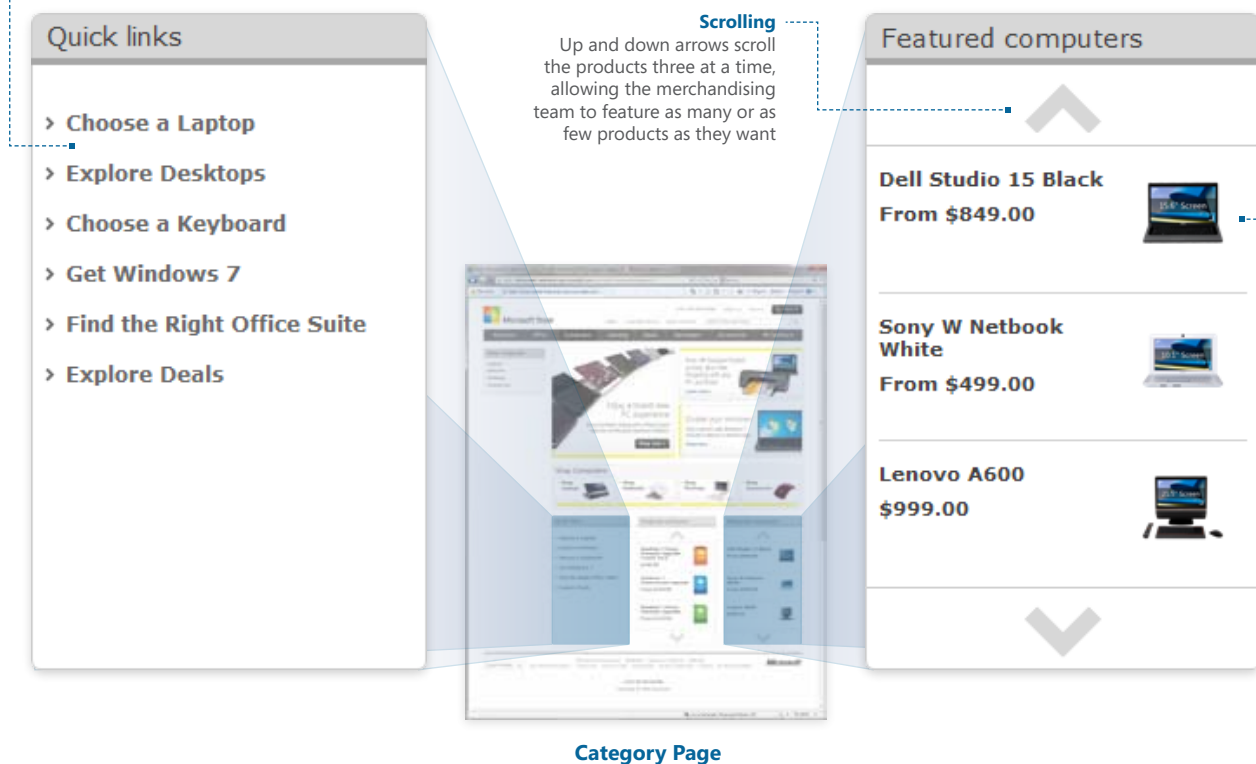
Mini product modules allow the merchandising team to highlight products in a space-efficient manner, without having to commit an entire hero banner. The title in the header is editable, so the module can be customized to any page and any product type

Quick Links

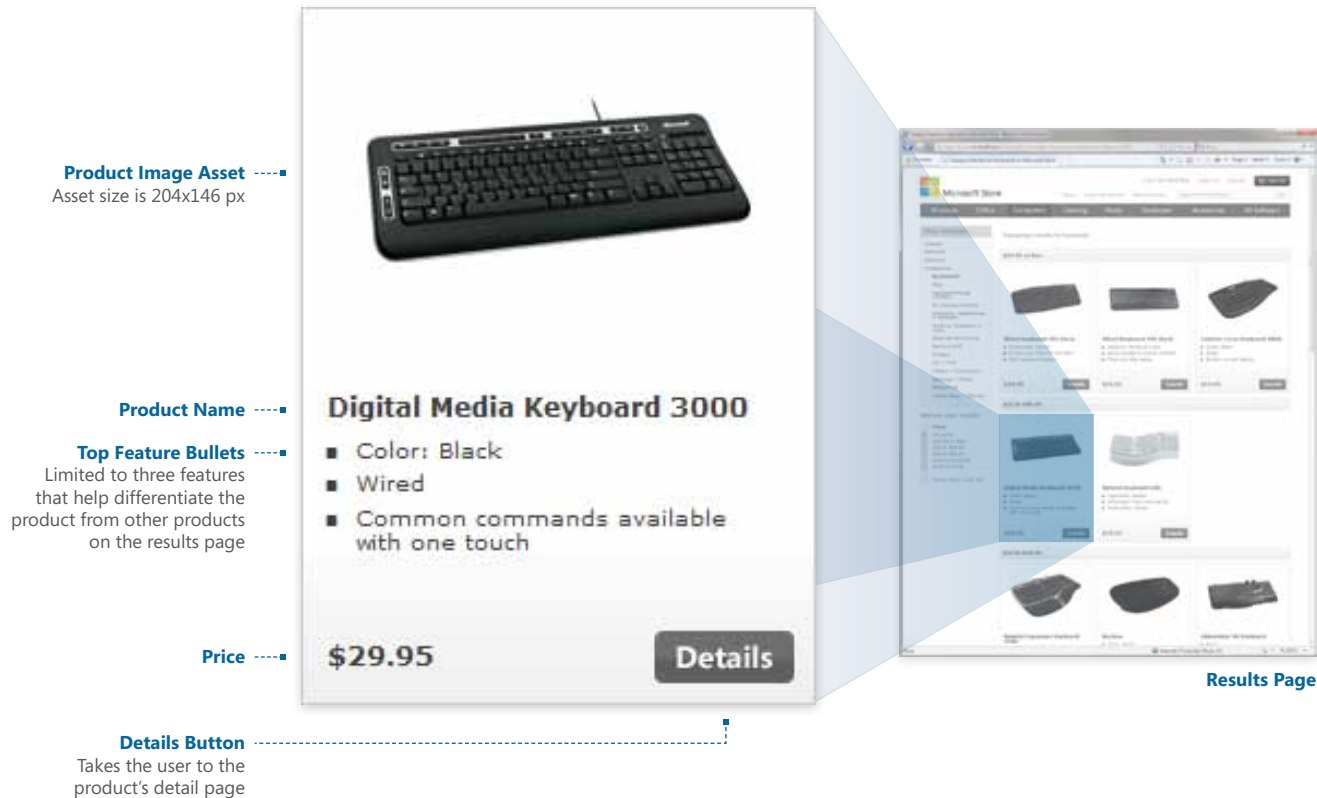
The Quick Links module appears on the home page and all category pages. It gives the merchandising team a central place to gather links to pages they want to highlight. On category pages the links generally go to pages within the category, but the merchandising team has the flexibility to link anywhere on or off the site if it suits their needs.

Merchandising Module

Merchandising modules appear alongside the Quick Links module on the home page and all category pages. They contain mini product modules that link to product detail pages, and provides a small-footprint space to feature a product without committing an entire hero banner. They generally appear two at a time and highlight products housed within the category, or outside products that are related to the category.



Product Modules



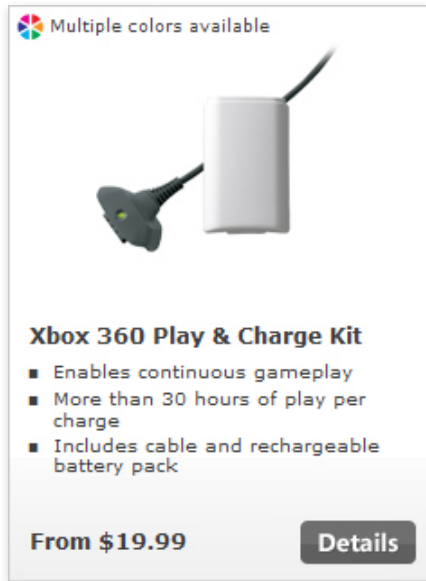
The product module is the first look the user gets into the specific details of a given product. It is primarily used as the display method for products on a results page, but is also used for cross-selling on the product detail page.

Product modules are displayed in three columns on the results page. They are sized to provide the user just enough information to make an informed decision about which product they'll select to see more details, while not taking up an undue amount of real estate on the results page.


Layout of the module is optimized to allow one basic design to be used for all products on the site. It can accommodate variations in the design for the display of sales, promotions, and multiple color options without having to use a separate layout (see next page for examples.)

Product Modules: Variations

Available Colors Tag
Indicates that the customer will be able to choose from a range of colors on the detail page



Multiple colors available



Xbox 360 Play & Charge Kit


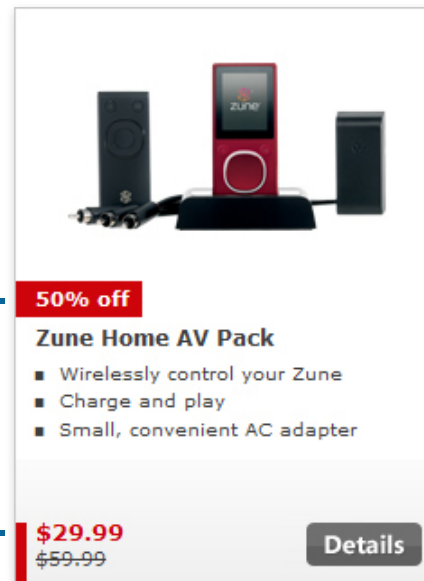
- Enables continuous gameplay
- More than 30 hours of play per charge
- Includes cable and rechargeable battery pack

From \$19.99 [Details](#)

Price Range
Displays the lowest price for products that are offered in a range of prices

Promotion Badge
Contains a dynamic string that can be written by the merchandising team in CET. This tag is independent of price, so it can contain promotions that do not alter the product's price (such as "Free Shipping")

Sale Price
When a product is discounted, the old price has a strikethrough and the discount price is displayed in red



50% off

Zune Home AV Pack

- Wirelessly control your Zune
- Charge and play
- Small, convenient AC adapter

\$29.99
~~\$59.99~~ [Details](#)

The product module was designed to allow a single layout to be used for all products on the site, and to allow the communication of promotions or sales without altering the basic layout. The variations seen at left do not require any elements within the basic module to be moved to accommodate additional information.

Hero Banners: Home Page

Main banner (rotating banner for users with Silverlight installed)



Top and bottom right banners



The home page contains one large marquee banner and two smaller banners. The main banner is presented as a four-slide rotating banner for users with Silverlight installed, but is replaced with a single static banner when Silverlight is not detected. The two smaller banners are always static images.



Home page

Hero Banners: Category Pages

Left banner

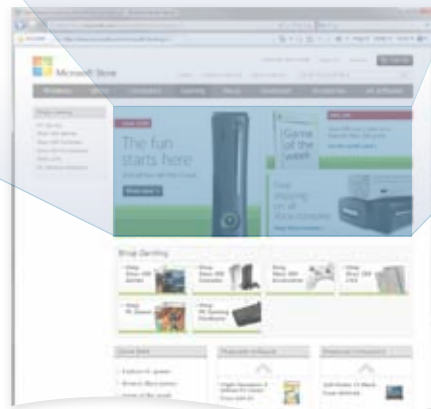
The image shows three distinct hero banners for Xbox 360. The left banner features a vertical Xbox 360 Elite Console with the text "Save \$100", "The fun starts here", "\$100 off Xbox 360 Elite Console", and a "Shop now >" button. The top right banner promotes a "Game of the week" with a "30% off" badge, stating "Save 30% every week on a featured Xbox 360 game" and a "See this week's pick >" link. The bottom right banner advertises "Free shipping on all Xbox consoles" with a "Shop Xbox consoles >" link and an image of an Xbox 360 console.

Top right banner

Every category page contains space for three hero banners: one large and two smaller banners. They are used to merchandise products found at any deeper level in the category, and in most cases link to either a product detail page or a deeper category or results page.

The category's primary assigned color or color progression is used as ornament, and will always appear in some form on every banner.

Bottom right banner



Category page

Hero Banners: Anatomy of a banner

Home page main/rotating banner



Product image

Color stripe

Can also be a color progression, but is usually a stripe on this banner. Color is dictated by the category of the product being merchandised

Gradient and background image/texture

This banner has more flexibility for textural or background graphics in support of the brand being merchandised than the other banners. Imagery should be sourced from brand guidelines when appropriate

Rotating banner controls

Dynamically generated by Silverlight to control the playback of the rotating banner. This should not be included in the final banner output, but should still be taken into account in the design as it always appears in the same location and will cover any content placed in that location

Headline

Subheadline

Call to action

Almost always a button on this banner, but can be a text string if the button doesn't work with the design

Home page right banners



Product image

Headline

Call to action

No room on these banners for a button, so a text string with arrow is used

Background gradient

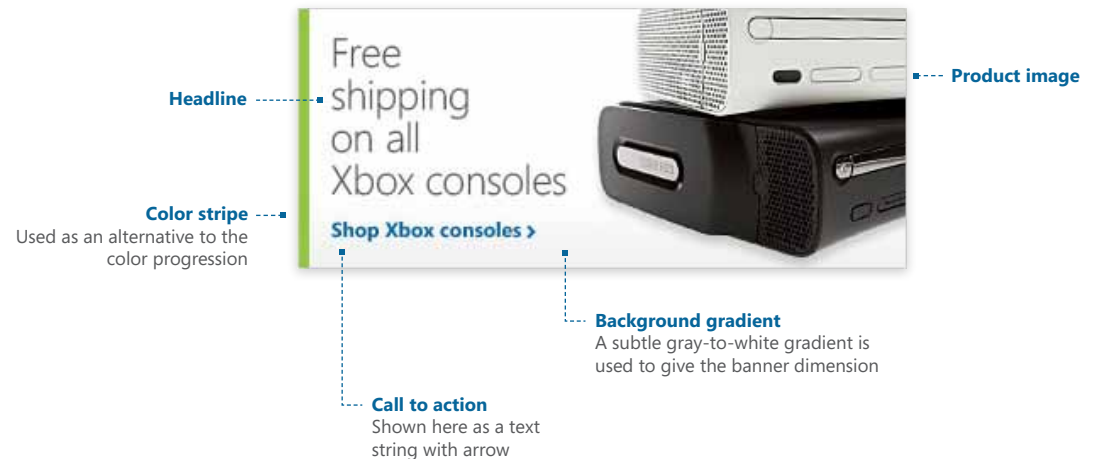
A subtle gray-to-white gradient is used to give the banner dimension

Hero Banners: Anatomy of a banner, continued

Category page left banner



Category page right banners



Hero Banners: Design guidelines, Home page main banners

Headline

Headline should always be set in Segoe Light. Size is variable depending on length of headline and available space, but should fall somewhere between 38pt and 46pt. Leading is dependent on point size, but should look balanced to the design. Color should be #565656 on a light background, or #ffffff on a dark background. A primary category color can also be used at the designer's discretion (however, it must conform to MATS accessibility guidelines explained elsewhere in this document.)

Subheadline

Subheadline should always be set in Segoe Light, 21pt., #565656 on a light background or #ffffff on a dark background. The subheadline can also double as the call to action when an arrow is appended to the end.

Call to action

The banner should always contain a call to action. A button or a text string with arrow can be used at the designer's discretion, but the button should always read "Shop now" or "Shop <category>" with the arrow set in the primary category color. If a more descriptive call to action is needed, a text string should be used, with the text set in Segoe Light, 21pt., #565656 on a light background or #ffffff on a dark background, with the arrow also set in either the text color or the product's primary category color if a product from a single category is being merchandised.

Color stripe/progression

The choice between a color stripe or a color progression is up to the designer's discretion. Factors influencing that choice should include the presence and location of stripes/progressions in other banners on the page, and the aesthetic balance between the stripe/progression and the other elements in the banner. The progression can be implemented vertically or horizontally, on any edge, and either dark-to-light or light-to-dark. The width of the stripes doubles with each successive stripe, small to large.

Promo badge

The promo badge should be present if requested by the merchandising team, and should always be #ce040b, with the text set in Segoe, bold, 14pt, #ffffff. Text should always align with the headline, subheadline, and call to action group.

Product image

The product image can be sized and placed at the designer's discretion. If a product image intersects with a color stripe or progression, it should always sit on top of the stripe or progression. Drop shadows can be applied at the designer's discretion, with settings that create a subtle shadow used more to create contrast with the background than to create a lighting effect. Drop shadows should be masked out of non-color progression/stripe areas, except in the case of very light products where contrast needs to be established with the light background. If the product bleeds off the edge of the banner, a gradient can be applied on the image to imply a shadow being cast on the product by the edge of the banner.

Padding/placement

The headline, subheadline, call to action, and promo badge should all be horizontally aligned as a group, and justified uniformly to the left when on the left side of the banner or to the right when on the right side of the banner. Because of the large amount of available space and the wide variety of imagery used in this banner, padding does not follow the strict guidelines used in other banners. Care should be taken by the designer to achieve a balanced relationship between all the elements, and to match or complement the other banners in the rotation.



General design notes

The guidelines for the home page main banners are not as strict as those for other banners on the site. Because of its marquee position and the large amount of available space, more freedom in design can be taken with this banner, with emphasis placed on visual impact and a recognition that these banners are likely to make the site's first impression on the user.

As illustrated by the bottom banner at left, brand guidelines from other business groups can be incorporated into the design of the banner, but the designer should always follow the typographical rules established on this page to ensure a baseline of continuity with the design of the rest of the site.

As always, the designer should rely on precedent established by existing banners, as well as their own experience, to create banner designs that appropriately reflect the design integrity of the site as a whole.

Hero Banners: Design guidelines, Home page right banners

Headline

Headline should always be set in Segoe Light, 21 pt, #565656.

Subheadline

There are rarely subheadlines on these banners, since space is so limited. When they are requested, subheadlines should always be set in Segoe Light, italic, 14pt, #565656. Spacing to the headline should always be 12px from the baseline of the headline to the x height of the subheadline.

Call to action

The banner should always contain a call to action. Due to limited space, a text string should be used, with the text set in Segoe, bold, 12pt, #00649a, and the arrow also set in #00649a.

Color stripe/progression

So as not to compete visually with the main banner, color stripes or progressions are not employed on the home page right banners.

Promo badge

The promo badge should be present if requested by the merchandising team, and should always be #ce040b, with the text set in Segoe, bold, 14pt, #ffffff. Text should always align with the headline, subheadline, and call to action group. Spacing should be no less than 12px from any other element except the product image, which it can overlap if desired.

Product image

The product image can be sized and placed at the designer's discretion. Drop shadows can be applied at the designer's discretion, with settings that create a subtle shadow used more to create contrast with the background than to create a lighting effect. If the product bleeds off the edge of the banner, a gradient can be applied on the image to imply a shadow being cast on the product by the edge of the banner.

Padding/placement

Due to the small size of this banner, padding is tighter than on other banners. The headline, subheadline, call to action, and promo badge should all be horizontally aligned as a group, and justified uniformly to the left when on the left side of the banner or to the right when on the right side of the banner. There must be no less than 12px padding from any edge of the banner to the top, bottom, or justified edge of the group. There should always be 12px padding from the promo badge background to the caps height of the headline, 15px from the baseline of the headline to the x height of the subheadline, and 15px from the baseline of the subheadline to the top of the call to action button or x height of the call to action text string.



General design notes

Every home page right banner must contain the following elements: border stroke, background gradient, headline, call to action as a text string with arrow, and product image. Optional elements: subheadline, promo badge.

The border stroke and gradient are already built into the template. The stroke should not be altered, but the gradient can be moved if the color progression masks it in its default location.

When sizing a product image, particular care should be taken to preserve image quality. If warranted, Unsharp Mask should be lightly applied to create sharpness.

The designer's discretion should always be used in creating a well-balanced layout. If a guideline established here causes the layout to feel awkward, the designer should feel free to use their experience to break the guidelines in order to achieve a well-designed banner.

Hero Banners: Design guidelines, Category page left banners

Headline

Headline should always be set in Segoe Light. Size is variable depending on length of headline and available space, but should fall somewhere between 28pt and 36pt. Leading is dependent on point size, but should look balanced to the design. Color should be #565656, but the primary category color can also be used at the designer's discretion (however, it must conform to MATS accessibility guidelines explained elsewhere in this document.)

Subheadline

Subheadline should always be set in Segoe Light, italic, 14pt, #565656. Spacing to the headline should always be 20px from the baseline of the headline to the x height of the subheadline.

Call to action

The banner should always contain a call to action. A button or a text string with arrow can be used at the designer's discretion, but the button should always read "Shop now" or "Shop <category>" with the arrow set in the primary category color. If a more descriptive call to action is needed, a text string should be used, with the text set in Segoe, bold, 12pt, #00649a, and the arrow also set in #00649a.

Color stripe/progression

The choice between a color stripe or a color progression is up to the designer's discretion. Factors influencing that choice should include the presence and location of stripes/progressions in other banners on the page, and the aesthetic balance between the stripe/progression and the other elements in the banner. The progression can be implemented vertically or horizontally, on any edge, and either dark-to-light or light-to-dark. The width of the stripes doubles with each successive stripe, small to large.

Promo badge

The promo badge should be present if requested by the merchandising team, and should always be #ce040b, with the text set in Segoe, bold, 14pt, #ffffff. Text should always align with the headline, subheadline, and call to action group. Spacing should be no less than 20px from any other element except the product image, which it can overlap if desired.

Product image

The product image can be sized and placed at the designer's discretion. If a product image intersects with a color stripe or progression, it should always sit on top of the stripe or progression. Drop shadows can be applied at the designer's discretion, with settings that create a subtle shadow used more to create contrast with the background than to create a lighting effect. Drop shadows should be masked out of non-color progression/stripe areas, except in the case of very light products where contrast needs to be established with the light background. If the product bleeds off the edge of the banner, a gradient can be applied on the image to imply a shadow being cast on the product by the edge of the banner.

Padding/placement

The headline, subheadline, call to action, and promo badge should all be horizontally aligned as a group, and justified uniformly to the left when on the left side of the banner or to the right when on the right side of the banner. There must be no less than 20px padding from any edge of the banner to the top, bottom, or justified edge of the group. There should always be 20px padding from the promo badge background to the caps height of the headline, 20px from the baseline of the headline to the x height of the subheadline, and 20px from the baseline of the subheadline to the top of the call to action button or x height of the call to action text string.



General design notes

Every category page left banner must contain the following elements: border stroke, background gradient, color progression or stripe, headline, call to action as a button or text string with arrow, and product image. Optional elements: subheadline, promo badge.

The border stroke and gradient are already built into the template. The stroke should not be altered, but the gradient can be moved if the color progression masks it in its default location.

When sizing a product image, particular care should be taken to preserve image quality. If warranted, Unsharp Mask should be lightly applied to create sharpness.

The designer's discretion should always be used in creating a well-balanced layout. If a guideline established here causes the layout to feel awkward, the designer should feel free to use their experience to break the guidelines in order to achieve a well-designed banner.

Hero Banners: Design guidelines, Category page right banners

Headline

Headline should always be set in Segoe Light. Size is variable depending on length of headline and available space, but should fall somewhere between 21pt and 24pt. Leading is dependent on point size, but should look balanced to the design. Color should be #565656.

Subheadline

Subheadline should always be set in Segoe Light, italic, 14pt, #565656. Spacing to the headline should always be 20px from the baseline of the headline to the x height of the subheadline.

Call to action

The banner should always contain a call to action in the form of a text string, with the text set in Segoe, bold, 12pt, #00649a, and the arrow also set in #00649a.

Color stripe/progression

The choice between a color stripe or a color progression is up to the designer's discretion. Factors influencing that choice should include the presence and location of stripes/progressions in other banners on the page, and the aesthetic balance between the stripe/progression and the other elements in the banner. The progression can be implemented vertically or horizontally, on any edge, and either dark-to-light or light-to dark. The width of the stripes doubles with each successive stripe, small to large.

Promo badge

The promo badge should be present if requested by the merchandising team, and should always be #ce040b, with the text set in Segoe, bold, 14pt, #ffffff. Text should always align with the headline, subheadline, and call to action group. Spacing should be no less than 20px from any other element except the product image, which it can overlap if desired.

Product image

The product image can be sized and placed at the designer's discretion. If a product image intersects with a color stripe or progression, it should always sit on top of the stripe or progression. Drop shadows can be applied at the designer's discretion, with settings that create a subtle shadow used more to create contrast with the background than to create a lighting effect. Drop shadows should be masked out of non-color progression/stripe areas, except in the case of very light products where contrast needs to be established with the light background. If the product bleeds off the edge of the banner, a gradient can be applied on the image to imply a shadow being cast by the edge of the banner.

Padding/placement

The headline, subheadline, call to action, and promo badge should all be horizontally aligned as a group, and justified uniformly to the left when on the left side of the banner or to the right when on the right side of the banner. There must be no less than 20px padding from any edge of the banner to the top, bottom, or justified edge of the group. There should always be 20px padding from the promo badge background to the caps height of the headline, 20px from the baseline of the headline to the x height of the subheadline, and 20px from the baseline of the subheadline to the x height of the call to action text string.



General design notes

Every category page right banner must contain the following elements: border stroke, background gradient, color progression or stripe, headline, call to action as a text string with arrow, and product image. Optional elements: subheadline, promo badge.

The border stroke and gradient are already built into the template. The stroke should not be altered, but the gradient can be moved if the color progression masks it in its default location.

When sizing a product image, particular care should be taken to preserve image quality. If warranted, Unsharp Mask should be lightly applied to create sharpness.

The designer's discretion should always be used in creating a well-balanced layout. If a guideline established here causes the layout to feel awkward, the designer should feel free to use their experience to break the guidelines in order to achieve a well-designed banner.

Segoe

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Segoe Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Segoe Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

There are four fonts specified for use in Microsoft Store: Segoe, Segoe Bold, Segoe Light, and Verdana.

Segoe, Segoe Bold and Segoe Light should be used for bitmap text — text which is integrated into a custom image and does not recognize browser font size settings. Verdana is used for all page content and UI elements and should never be used for bitmap text.

Color

CATEGORY COLOR PROGRESSIONS (Primary color in **bold**)

Windows

Hex: #0073b1
RGB: 0/115/177

Hex: #008de1
RGB: 0/141/225

Hex: #54b3fe
RGB: 84/179/254

Office

Hex: #f2662a
RGB: 242/102/42

Hex: #f58a1f
RGB: 245/138/31

Hex: #ffc30b
RGB: 255/195/11

Computers

Hex: #ffc316
RGB: 255/195/22

Hex: #fada10
RGB: 250/218/16

Hex: #fdf016
RGB: 253/240/22

Gaming

Hex: #78ae23
RGB: 120/174/35

Hex: #92c83e
RGB: 146/200/62

Hex: #afea54
RGB: 175/234/84

Music

Hex: #b60163
RGB: 182/1/99

Hex: #d00271
RGB: 208/2/113

Hex: #ed0080
RGB: 237/0/128

Developer

Hex: #afddff
RGB: 175/221/255

Hex: #d0ebfe
RGB: 208/235/254

Hex: #e8f4fc
RGB: 232/244/252

Accessories

Hex: #9000a1
RGB: 144/0/161

Hex: #bd00d3
RGB: 189/0/211

Hex: #ec48ff
RGB: 236/72/255

All Software

Hex: #009a8d
RGB: 0/154/141

Hex: #00c1b1
RGB: 0/193/177

Hex: #03ebd8
RGB: 3/235/216

Category Color Progressions

Mirroring the experience in the brick-and-mortar retail stores, each product category in the site has a corresponding color progression. The category color is utilized in the category's hero banners, subcategory buttons, call-to-action buttons, and rollovers in the global navigation. The primary color for the category is identified at left in bold, and should be used as the identifying color in a given category.

When applying color bars to a category asset (see section in this guide about hero banners) use the progressions identified at left.

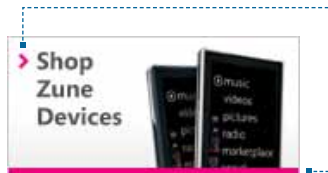
Color Progression

When employing color bands, all three colors in the category's progression are used, in order of light to dark or dark to light



Primary Category Color Only

When using only a single color, use the primary color identified in bold in the above palettes



Color, continued

TEXT COLOR

Headline (bitmap) text color



Browser text color



Text link color



Text link color (alternate)

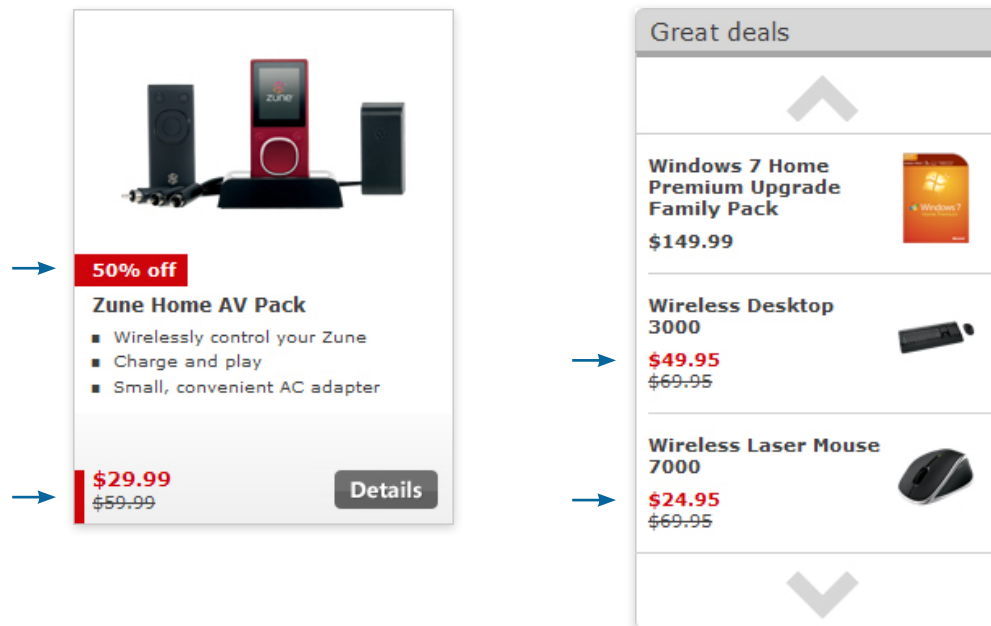


Text Color

Color for text is provided at left. Note that the color for bitmap text is different than that for browser text. The primary color for text links is blue with a gray rollover, but the opposite can be used when blue would be distracting (such as in the left nav, where there is a high concentration of text links.)

SALE MESSAGING

Red



→ **50% off**

Zune Home AV Pack

- Wirelessly control your Zune
- Charge and play
- Small, convenient AC adapter

→ **\$29.99**
~~\$59.99~~ [Details](#)

Great deals

Windows 7 Home Premium Upgrade Family Pack
\$149.99

Wireless Desktop 3000
→ **\$49.95**
~~\$69.95~~

Wireless Laser Mouse 7000
→ **\$24.95**
~~\$69.95~~

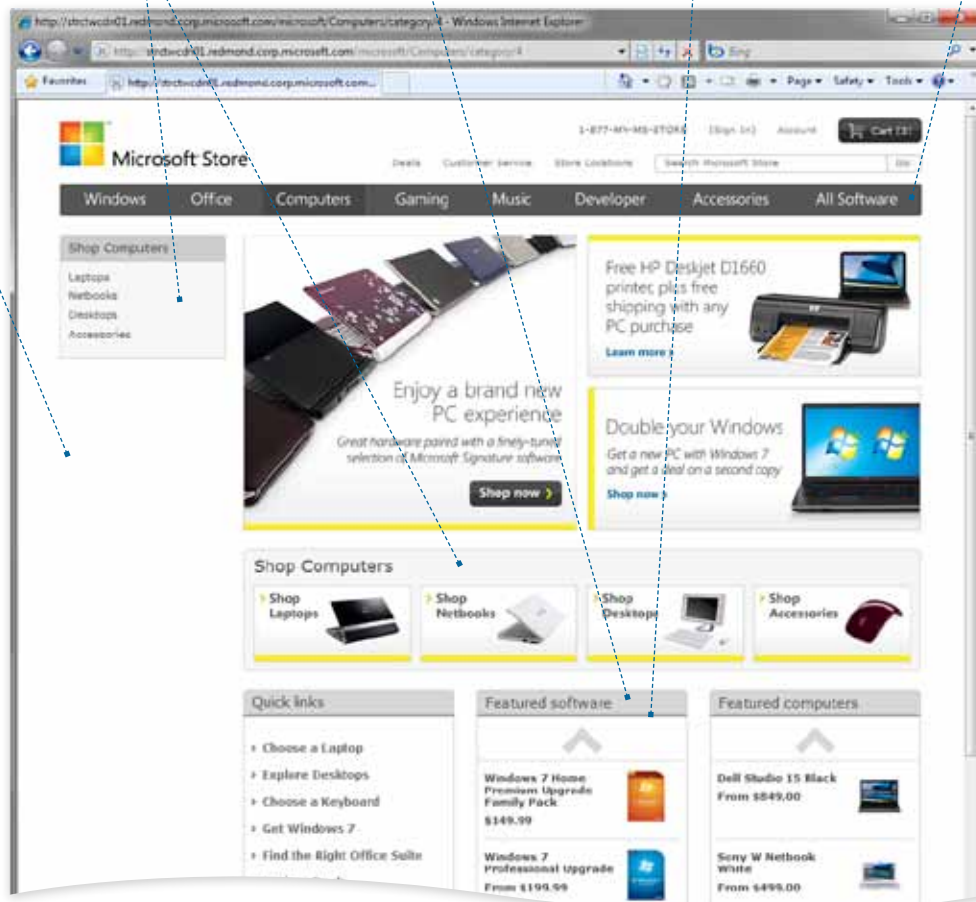
Sale Messaging

Red is reserved for sale messaging, such as promotion badges and sale prices.

Color, continued

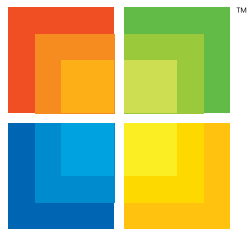
UI ELEMENTS PALETTE

White	Extra Light Gray	Light Gray	Medium Gray	Dark Gray
 Hex: #ffffff RGB: 255/255/255	 Hex: #f7f7f7 RGB: 247/247/247	 Hex: #d7d7d7 RGB: 215/215/215	 Hex: #a7a7a7 RGB: 167/167/167	 Hex: #565656 RGB: 86/86/86



UI Elements Palette

Structural elements in the site are done in grayscale, so as not to compete with the category color coding or product imagery. With a few exceptions, these elements are executed using white plus the four shades of gray shown at left.



Microsoft® Store



The logo for MicrosoftStore.com is a variation of the official brick-and-mortar Microsoft Store logo. It can only be used on white or black — it should never be used on a color or shade of gray, and should never be used on a patterned background or photo.

Logo: Clear Space



Clear space around the logo should equal twice X , where X equals both the width and height of one stripe in the square mark.

Logo: Things to Avoid



Proportions

Don't change the proportions between the mark and the logotype



Effects or Filters

Don't apply any effects, such as drop shadows or bevels, to the logo



Color Background

Don't place the logo on a color background — it should only appear on black or white



Rotation

Don't rotate the logo



Rounded Corners

Don't apply rounded corners or any other corner effects to the mark



Gray Background

Don't place the logo on a gray background — it should only appear on black or white



Skew or Distort

Don't skew or distort the logo



Additional Text

Don't add additional text within the clear space boundaries defined on the previous page



Gradient Background

Don't place the logo on a gradient background — it should only appear on black or white



Stretch

Don't stretch the logo horizontally or vertically



Alternate Typeface

Don't type 'Microsoft Store' using live text, even if it's Segoe — only use the logo as supplied



Photo / Patterned Background

Don't place the logo on a patterned background or on a photo — it should only appear on black or white

Microsoft Accessible Technology Standards (MATS)

In the interest of making MicrosoftStore.com accessible to customers with visual impairments and other disabilities, the Microsoft Accessible Technology Standards (MATS) should be referenced whenever changes are being made to the site design.

We encourage anyone producing design assets for the site to familiarize themselves with the requirements document (see URL in the sidebar at right.) In particular, section 2.16 should be kept in mind at all times:

2.16 Text Contrast

By default, text must have a minimum luminosity contrast ratio of 5:1 against the background.

Although this is a Level 2 Standard and is not strictly required, we consider this section to be of prime importance, and as such should be treated as a required standard.

All other standards found in the MATS document should be treated based on their Standards Level.

Determining luminosity contrast ratio

To determine the luminosity contrast ratio of any two colors, use one of a number of online tools, such as the one found at Juicy Studio:

<http://www.juicystudio.com/services/luminositycontrastratio.php>

The Microsoft Accessible Technology Standards (MATS) document can be found at the following link:

<http://enable/Pages/HomePage.aspx>