

# msn TMX DDK DESIGN DEVELOPMENT KIT

Welcome to the Design Development Kit for MSN TMX. This guide defines core brand principles and practices to help you align to the MSN Touch Mobile Experience, create compelling and seamless content experiences, across devices, that will delight our audience.

This guide is intended to be used in conjunction with design consultation and review by the MSN UX team.

Contact [msndg@microsoft.com](mailto:msndg@microsoft.com) to schedule a review or to request assets.

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# the grid

The grid offers flexible layout options for page design. It is the fundamental structure on which all pages on MSN are built.

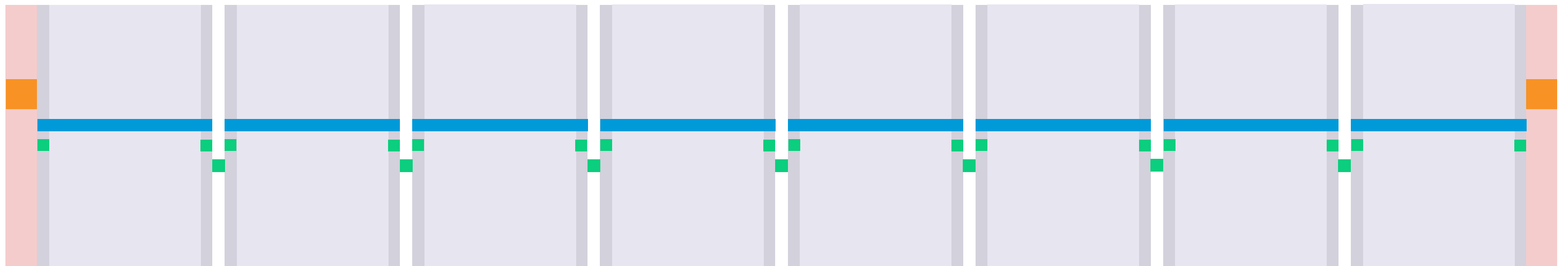
The grid consists of:

- 8 columns for full view (1280 px width)
- 6 columns for fill view (1024 px width)
- 2 columns for snap/mobile view (320 px width).

These columns are used to define the areas in which modules can be placed and to ensure that content designed for MSN remains consistent yet flexible in its layout.

Note: In full view (1280) for article, gallery, and video pages, the page layout changes to accommodate the TOC

- 10 px standard padding
- 145 px column width
- 25 px padding



# regions

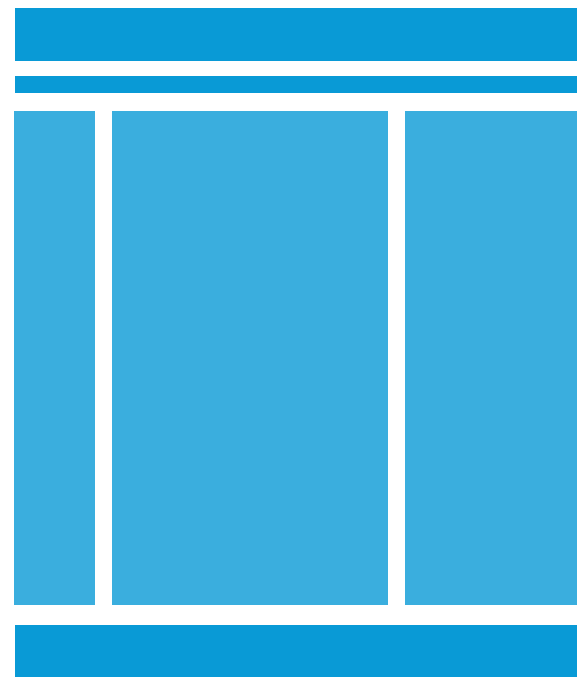
Pages are divided into regions like header, navigation, content areas, and footer.

Modules can be placed in the content areas of a page, the size and placement of which varies based on the page type and the view layout for devices.

## examples: layout regions

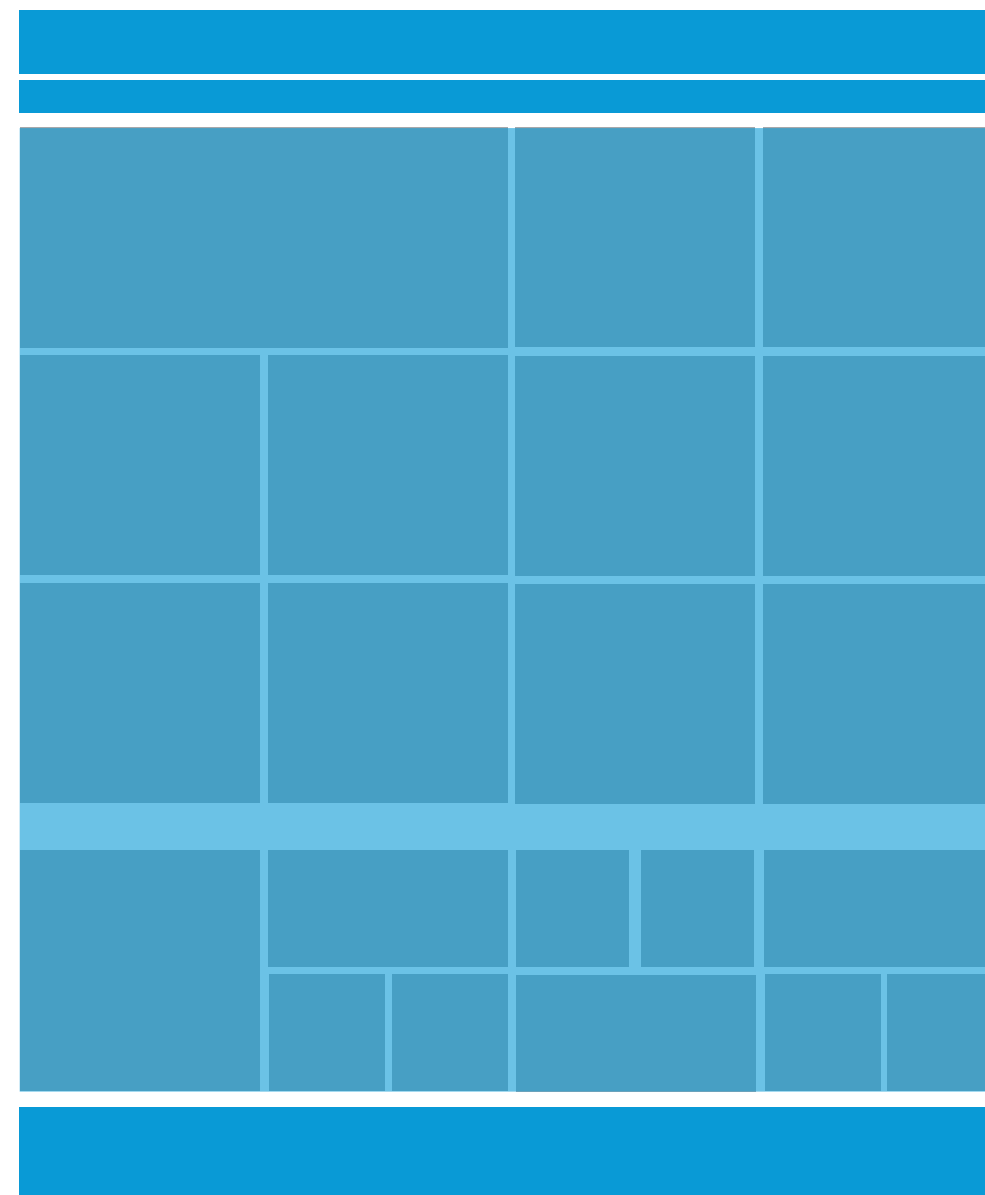


homepage/ channel regions

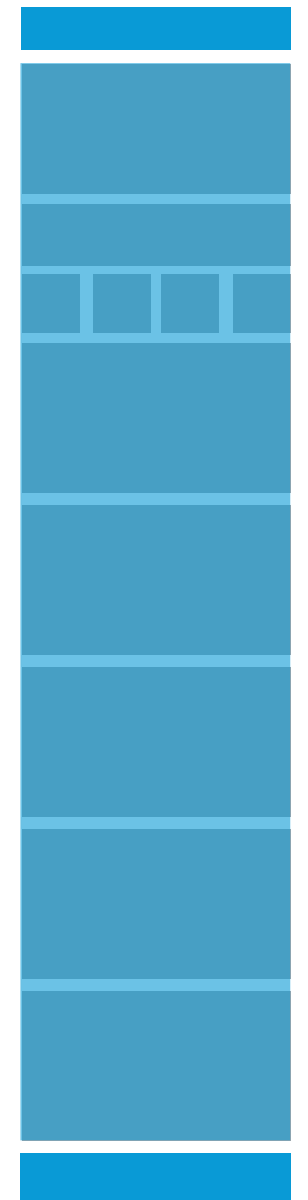


story page regions

## examples: content modules in homepage layout



full view



snap view

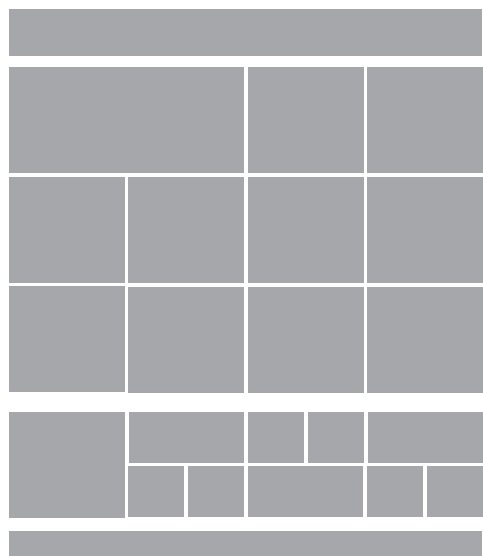
# modules

On MSN pages, content is contained in modules. This enables content to be organized on pages in a structured and reproducible way.

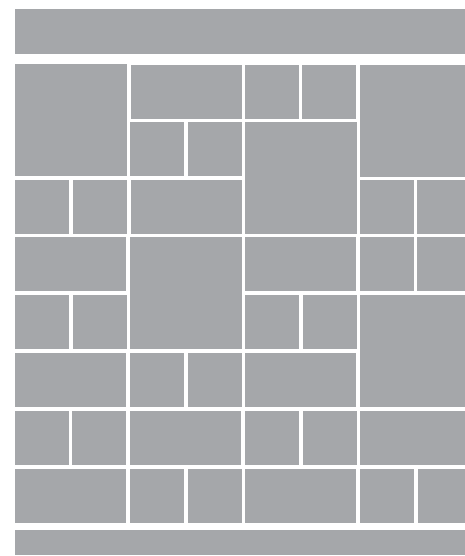
Module widths vary from 1-8 columns but always align to the grid. Heights depend on the type of module and its placement. Module configurations are specific to page types and to the device used to view the content.

Module configurations are specific to the page type and the device it is viewed on. This ensures a consistent hierarchy of content on the page and the site.

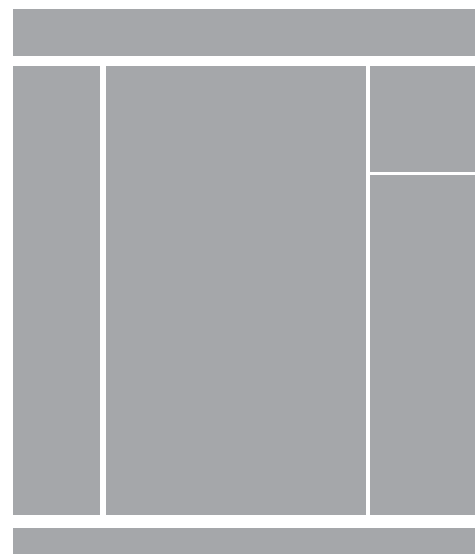
## examples: module layouts on different page



homepage/ channel page

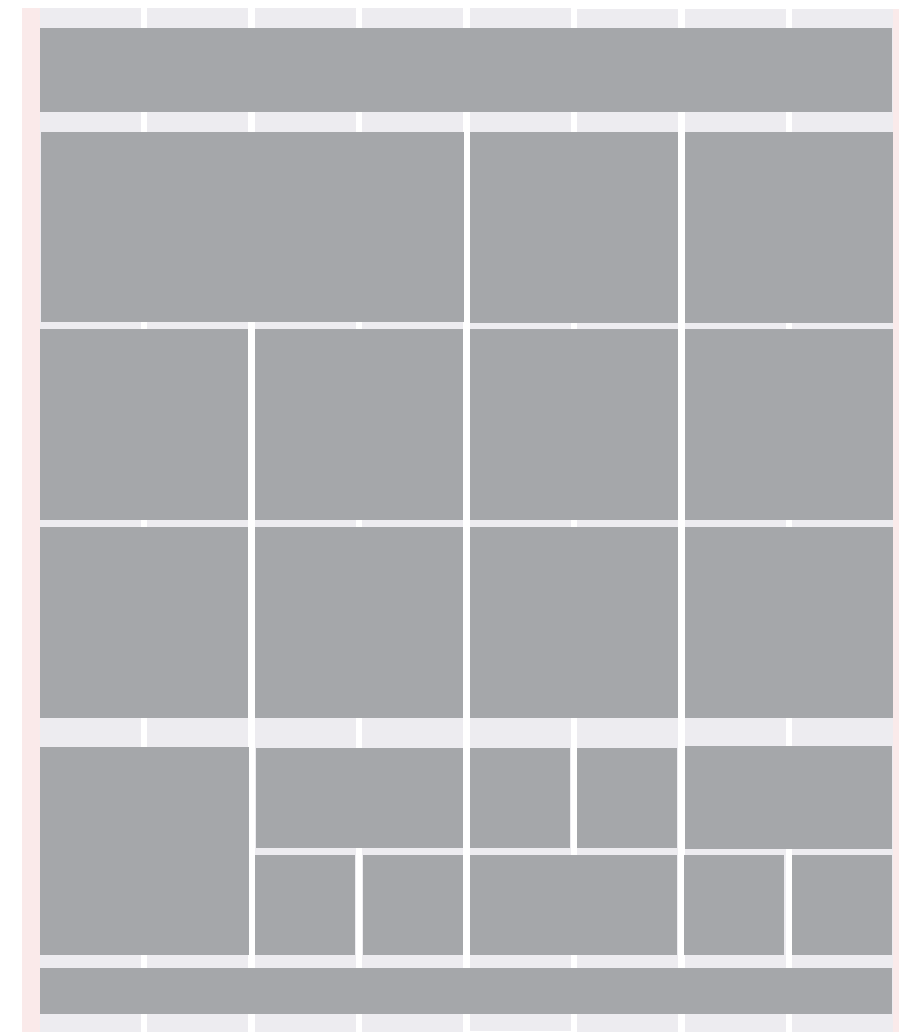


department page

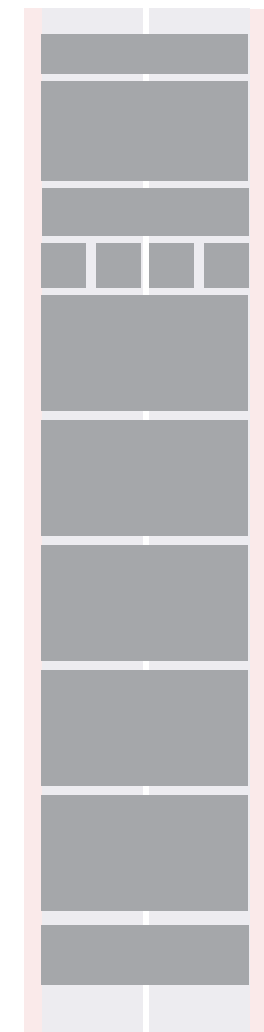


story page

## examples: how modules align to the grid



full view



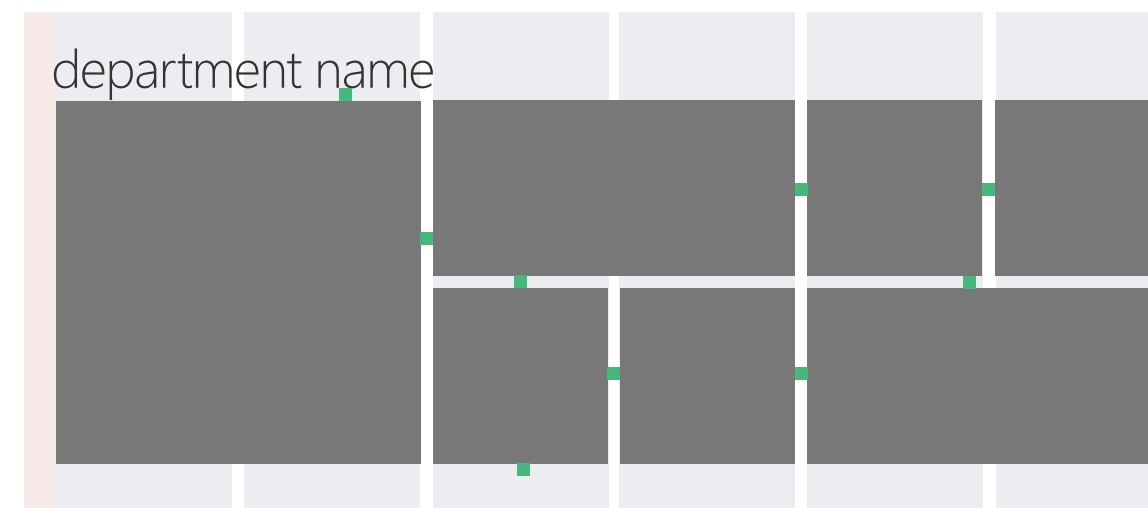
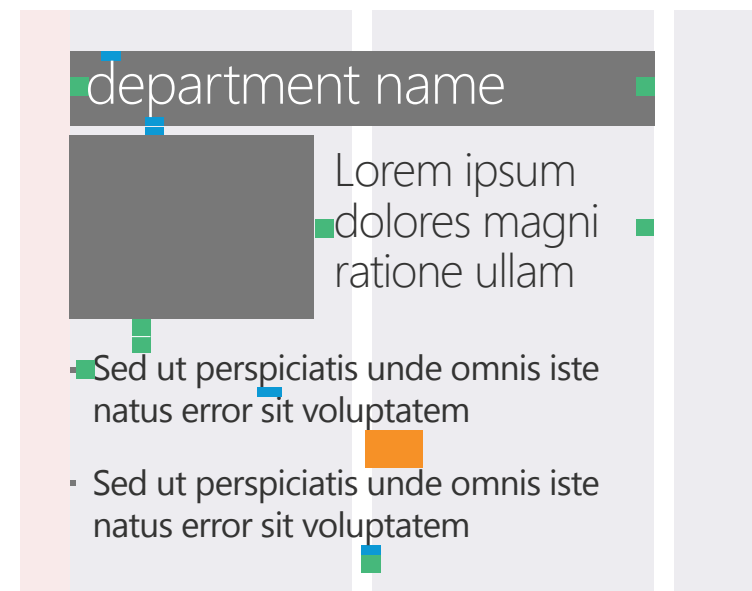
snap view

# padding

Padding is the consistent use of whitespace between individual modules and the content within those modules, such as text, images, and links. This helps with the visual structure, identity, and legibility of the designs.

- 10 px (standard padding)
- 5 px (module titles and smaller elements)
- 18 px (between individual modules)

## examples: common padding guidelines

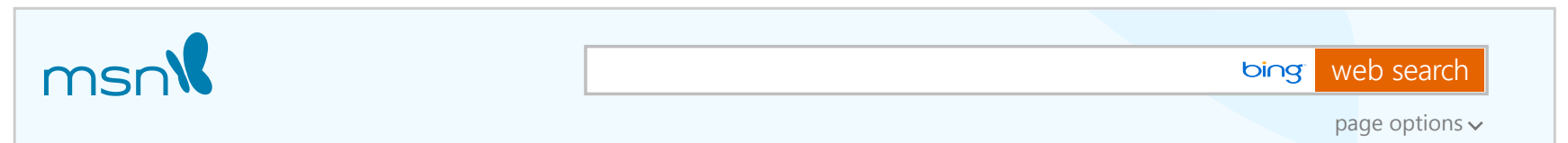


# header

To promote consistency throughout the network, headers are fixed elements that can't be customized. A wide variety of header options are available, depending on market needs, page type, and device requirements.

If you need information about other header variations, contact [msndg@microsoft.com](mailto:msndg@microsoft.com).

examples: homepage header in full view and snap view



example: channel header in full view and department header in snap view



# footer

All MSN pages require a footer to promote consistency and provide links required by MSN LCA (legal) representatives. Footers are fixed elements that can't be customized. The approved links may change according to regional needs along with LCA consent.

example: fill / full view



© 2012 Microsoft Privacy Legal Ad info Data providers

example: snap view



© 2012 Microsoft Privacy Legal  
Ad info Data providers

# navigation

## Browse: full & fill views

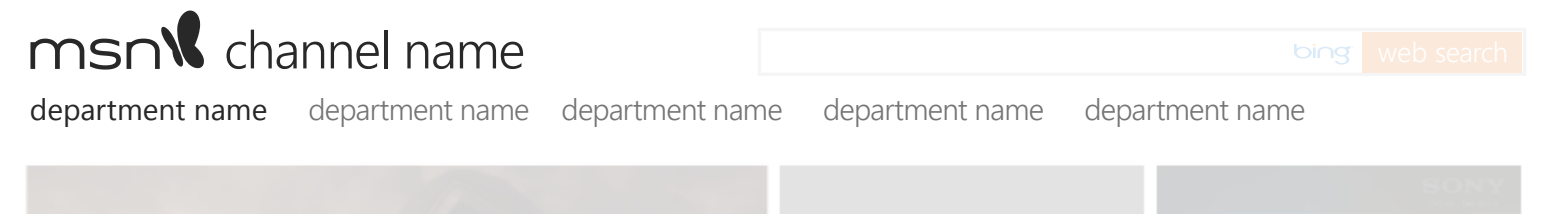
The standard site navigation for MSN experiences in the browser is the site navigation bar. The horizontal navigation model is simple in design and provides a logical and consistent experience, which allows the content to take center stage. MSN site navigation offers the following benefits:

- Consistent site navigation that enables consumers to view all of MSN as one entity
- Simple design, expressed through whitespace and clean typography
- Reduced navigational space ensures visual distinction between page elements and content

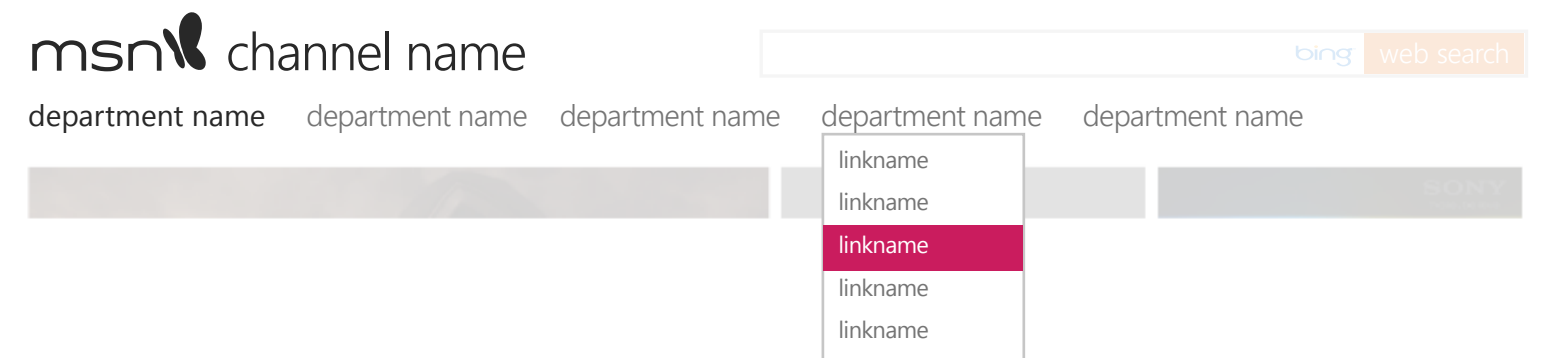
## guidelines

- Single tier of navigation only
- On channel pages, optional drop down list for departments
- MSN logo links back to the homepage
- On channel pages, channel name links the user to the channel hub page

## example: full/fill view navigation bar



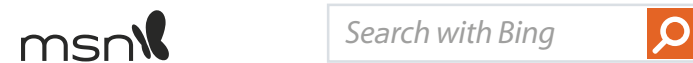
## example: navigation bar with drop-down list





# navigation

Browse: Snap view



## guidelines

- On the homepage, infopane headings are used to navigate to the channel and department pages
- On channel and department pages a drop down menu is used to navigate
- MSN logo links to the homepage

# logo (online only)

The MSN logo is the most important visual element in communicating the MSN identity. When used correctly and consistently, the logo reflects the MSN brand personality and strategy.

Download MSN brand assets from Microsoft Media Bank [www.mediabank.partners.extranet.microsoft.com](http://www.mediabank.partners.extranet.microsoft.com). For Media Bank access, contact MSN Branding [msnbrand@microsoft.com](mailto:msnbrand@microsoft.com).

## logo on white background



## logo on themed backgrounds



## guidelines

- Logos are a single theme color and no longer include trademark symbols.
- The logo is a fixed element and cannot be customized.
- The same logo is used in all markets and there are no international versions.
- Cobranded logos must always follow specific contractual requirements.

## examples: logo variations

standard / homepage	
channel	
co-branded site	
co-branded channel	
live tiles and favicons	









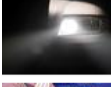



# typography and hierarchy

- MSN uses the Segoe UI font family for typographic elements. For Windows Phone 8, use Segoe WP and Segoe UI.
- There are two primary weights used: Segoe UI light is used for large text and Segoe UI regular is used for small text.
- There are market exceptions for countries that require double-byte character sets. Fonts sizes are modified as appropriate to accommodate the change in font.
  - Japan:** Meiryo UI typeface.
  - China:** Microsoft YaHei typeface for simplified Chinese  
Microsoft JhengHei typeface for traditional Chinese
- There are also exceptions for platforms that do not ship with Segoe. Fonts sizes are modified, as appropriate, to the change in font.
  - iPhone:** Uses Arial
  - Android:** Defaults to Droid


[example: article](#)

A specific set of fonts and styles are used to establish a strong typographical hierarchy that maximises the reading experience.

**NEWS STORIES**

-  Honda Fit EV sales expand to East Coast
-  Classic-car auctions fetch \$223.8 million
-  NBA stars and their cars
-  Auto bailout loss drops to £20B
-  Best and worst movies for car guys
-  Cars of hip-hop stars
-  GM recalls 12,415 cars
-  Ford readies dealers for EV rollout
-  Audi's beams blocked from US
-  The greatest cars in cartoons
-  Top TV car ads of the past 25 years
-  Traffic's becoming a day-long drag

## Classic-car auctions fetch \$223.8 million




1/22/13 | By Clifford Atiyeh of MSN Autos

[SHARE 1896](#)
[TWEET 782](#)
[PIN IT 518](#)
[EMAIL](#)

Several classic-car segments are expected to climb in value; even a 1969 Ford Bronco hits half a million. Last weekend's classic-car auctions in Scottsdale, Ariz., totaled a blistering \$223.8 million, yet another reminder that no price is too high for an old Ferrari.

In fact, three Ferrari 250 GTs were among the 10 highest-grossing sales from all six auction companies, according to Hagerty, an insurer of collector cars. A 1958 California Spider, similar to the replica model seen in "Ferris Bueller's Day Off," sold for \$8.25 million, while a 1960 Competizione Berlinetta went for \$8.14 million.



AdChoices [Ad Feedback](#)

autos top news

- Exotic sports cars made in America
- Gee, what's mpeg?
- Honda Fit EV sales expand to East Coast
- Chrysler's South Africa CEO is shot
- Automotive redesigns of 2013-14
- NBA stars and their cars
- Auto bailout loss drops to \$20B
- Alfa Romeo coupe headed to US
- Best and worst movies for car guys
- Cars of hip-hop stars

# typography quick reference

Style names identify the font and attributes used in designs. Overrides are used when necessary.

## snap/phone

Extra Large

**32px / 36 / #000000**  
Segoe UI Light → article title

Large

**22px / 24 / #333333**  
Segoe UI Light → channelname, department name

Large 2

[Blue bar]

Medium Large

**28px / 30 / #333333**  
Segoe UI Light → subsection header, module titles

Medium

**20px / 24 / #333333**  
Segoe UI Regular → article lead-in paragraph, slide title

Body Copy

**16px / 22 / #333333**  
Segoe UI Regular → body text for article, gallery and video

Normal

**16px / 20 / #333333**  
Segoe UI Regular → infopane, cluster tile text and all link lists, search box, weather hi/lo, read more tab

Small

**12px / 15 / #med gray**  
Segoe UI Regular → captions, footer, gallery count, time stamps

Small 2

**10px / 13 / #med gray**  
Segoe UI Regular → Social count

## full & fill/app

Extra Large

**48px / 58 / #000000**  
Segoe UI Light → article title

Large

**42px / 44 / #333333**  
Segoe UI Light → channelname, department name

Large 2

**34px / 36 / #333333**  
Segoe UI Light → department name **for app**

Medium Large

**30px / 32 / #333333**  
Segoe UI Light → subsection header, module titles, channel infopane

Medium

**24px / 28 / #333333**  
Segoe UI Light → article lead-in paragraph, slide title

Body Copy

**18px / 24 / #333333**  
Segoe UI Regular → body text for article, gallery and video

Normal

**18px / 22 / #333333**  
Segoe UI Light → infopane, cluster tile text and all link lists

Small

**14px / 17 / #med gray**  
Segoe UI Regular → captions, footer, gallery count, time stamps and TOC

Small 2

**12px / 15 / #med gray**  
Segoe UI Regular → Social count

# infopane

The infopane appears in a prime location on the page to entice reader with top stories. An infopane rotates through featured stories, each represented by an image and headline that link to the story. Content is looped and cycles automatically, or viewers can swipe through stories or use the navigation arrows on non-touch devices.

example: infopane



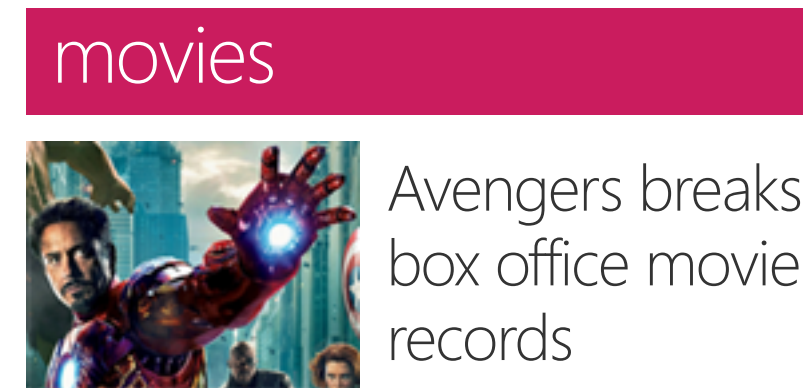
## guidelines

- The infopane should always be the first content block to appear on hub pages
- The horizontal pagination indicator (below the headline) uses the channel theme.

# feature tile

At the top of the MSN homepage and channel hub pages are large feature tiles that highlight content from the individual channels or departments. They consist of an image and headline for the featured story, followed by three additional headlines.

example: feature tile



- 'Hunger Games' lead actress talks about the new release and more
- 'Dark Shadows' movie trailer available now on msn
- Why Daniel Craig takes the crown of best Bond of all

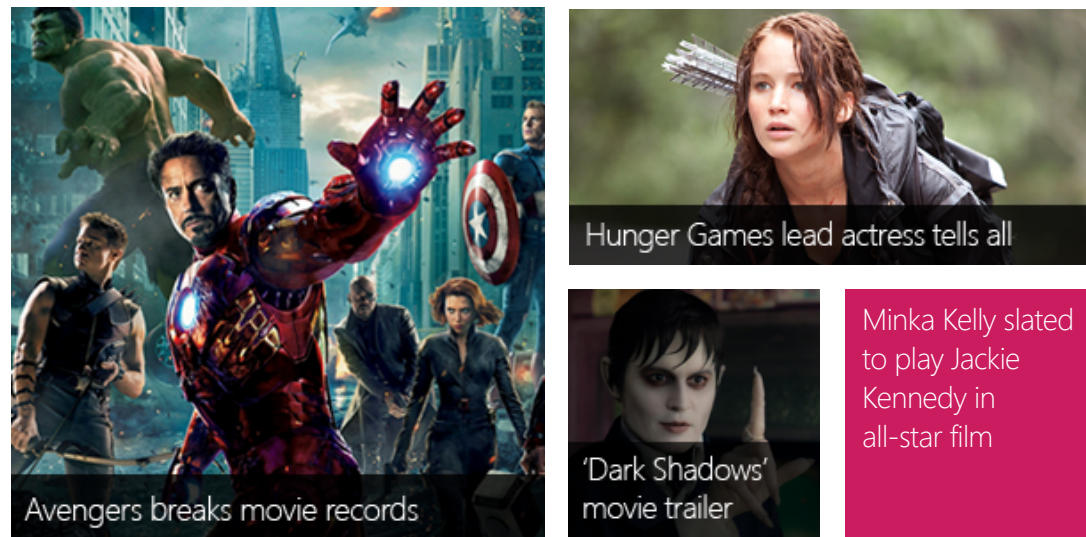
## guidelines

- The headlines should be kept to 2 lines or less
- The heading uses the channel theme and displays the channel or department name

# cluster tiles

Cluster tiles are a visual way of enticing the audience through to article content. When text and image are used in this way, it is important that the headlines that feature within the tiles are legible and accurate with the content it links through to.

## example: cluster tiles



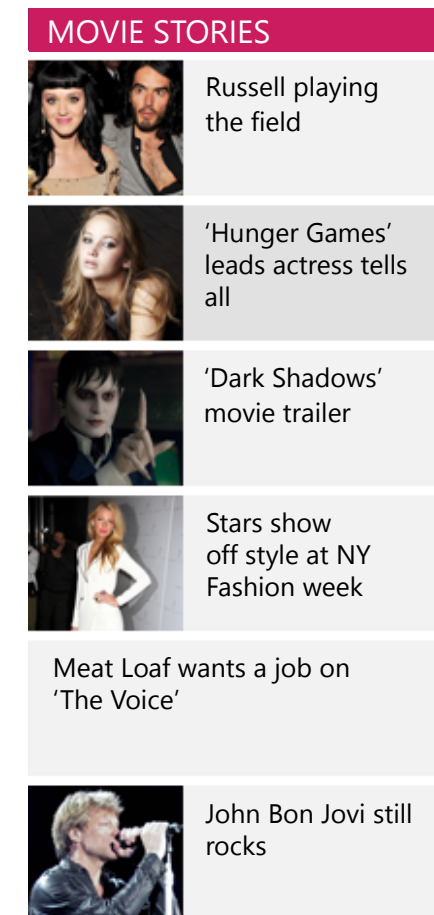
## guidelines

- Where the text overlays an image within a tile, the headline should be kept to 2 lines or less
- Tiles without an image use a theme color for background

# TOC

The Table of Contents (TOC) module lists other content available from that channel or department. Users can scroll through the entries within the TOC and choose from a number of articles, videos, and galleries that may interests them.

## example: TOC



## guidelines

- Keep individual headlines ideally to 2 to 3 lines in length
- Viewable in full view on the article pages,

# social sharing toolbar

An important social feature is the ability to share content via social networks. The sharing toolbar is available on story pages, and allows up to four sharing buttons. The four services for sharing content are Facebook, Twitter, Pinterest, and email.

example: social sharing toolbar



guidelines

- Use all four buttons where space allows

# link list

Often accompanying articles, links lists are displayed to offer more content of a similar format or relative interest. They are typically located to the right or at the end of the main content item.

example: link list

## more living

- Parents use drug-sniffing dogs to monitor kids
- Puppies reign on Super Bowl Sunday
- At 17, I never thought my life would turn out like this
- Quick tips for a happy life

guidelines

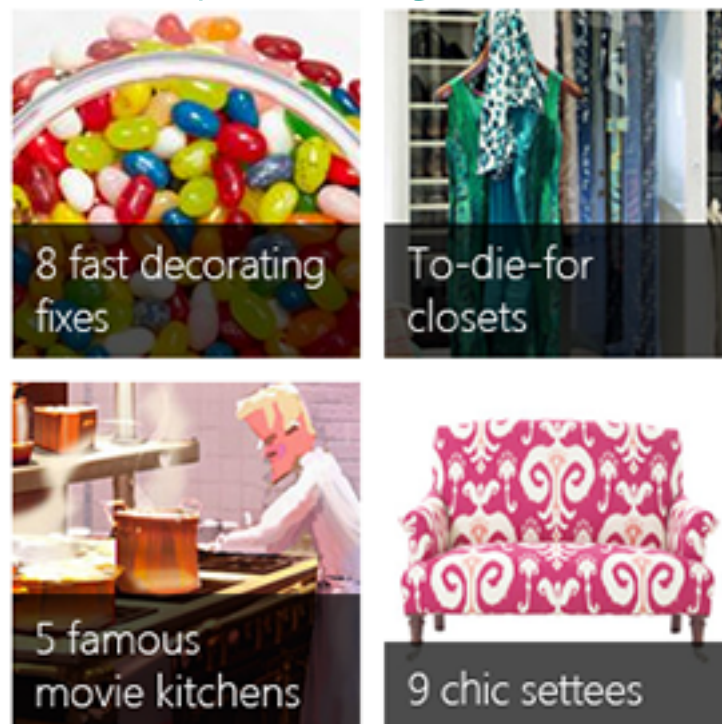
- Individual headline links should not exceed 2 lines
- A maximum of 10 list items is recommended

# image link list

Accompanying articles galleries, image link lists are more visual way to list related content. They are typically located to the right or at the end of the main content item.

example: image link list

## more photo galleries

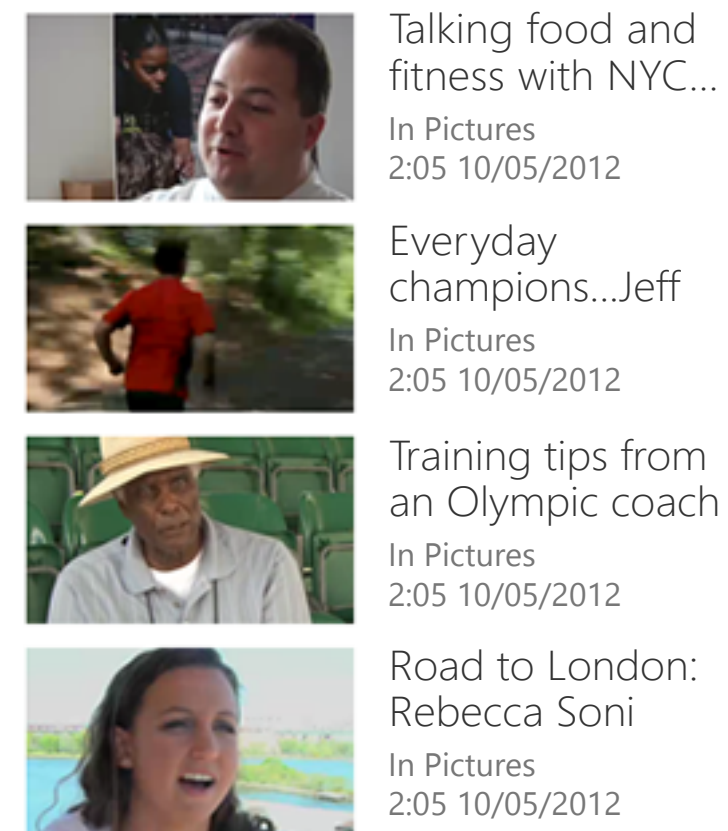


# video list

Video lists are displayed on video pages, offering more content in that media format or content that is of a similar interest. They are typically located to the right or at the end of the main content item.

example: video list

## related videos





# image sizes

Image sizes on MSN have been standardized so that one image (for instance, an image with an aspect ratio of 16:9) can be scaled for use at different sizes across the grid.

## images from existing feeds

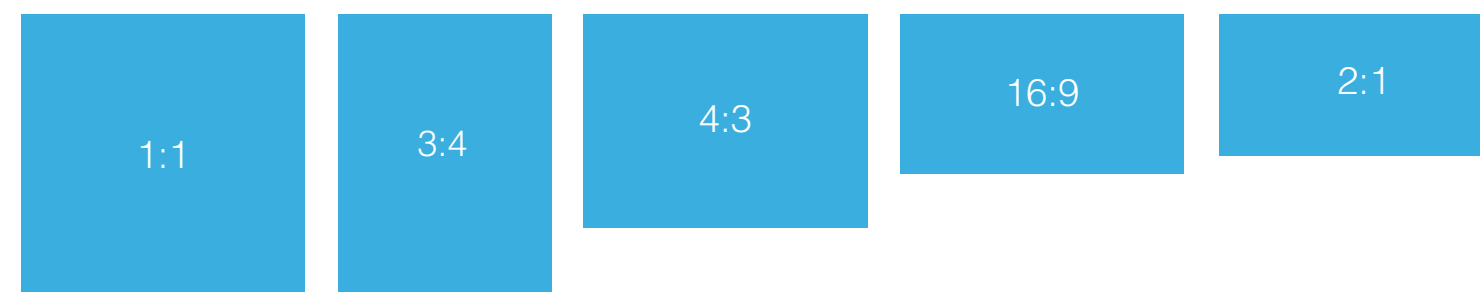
A large percentage of images used on MSN today come from third-party providers. Every attempt should be made to adjust fed images to work with our standard image sizes, in order to promote network consistency. If this isn't possible, contact [msndg@microsoft.com](mailto:msndg@microsoft.com) for advice before using an unapproved image size.

All unit measurements are in pixels

## sizes for tiles and modules

TYPE	ASPECT RATIO	FULL & FILL VIEWS	SNAP VIEW	WIN 8 APP FULL VIEW
infopane	2:1 (approx)	610 x 300	300 x 170	-
Tile: Feature	4:3	125 x 95	-	-
Tile:Large	1:1	300 x 300	300 x 300	-
Tile: Double-Wide	2:1	300 x 145	300 x 145	-
Tile: Square	1:1	145 x 145	145 x 145	-
TOC	1:1 (approx)	80 x 70 (fill view, no TOC)	-	-
Related Videos	16:9 (approx)	136 x 78	122 x 69	-

## examples of aspect ratios



## sizes for story pages

TYPE	ASPECT RATIO	FULL VIEW	FILL VIEW	SNAP VIEW	WIN 8 APP FULL VIEW
Article: Hero	16:9	650 x 366	600 x 338	320 x 210	710 x 399
Article: Accent & Secondary	1:1, 3:4	1:1 300 x 300 3:4 300 x 400	1:1 300 x 300 3:4 300 x 400	1:1 145 x 145 3:4 145 x 193	1:1 145 x 145 3:4 145 x 193
Gallery & Slideshow	16:9, 4:3, 3:4, 1:1	650 x 366	600 x 338	320 x 232	710 x 399
Gallery & Slideshow (full screen)	16:9, 4:3, 3:4, 1:1	Resolution dependent. Scale to fit to max width or height	Resolution dependent. Scale to fit to max width or height	Resolution dependent. Scale to fit to max width or height	Resolution dependent. Scale to fit to max width or height

## sizes for video player

TYPE	ASPECT RATIO	FULL VIEW	FILL VIEW	SNAP VIEW	WIN 8 APP FULL VIEW
Video: In page	16:9	650 width	600 width	320 x 180	710 width
Video: Full screen	16:9	Resolution dependent	Resolution dependent	Resolution dependent	Resolution dependent

# icons and glyphs

Icons are symbolic images that help to convey the visual identity of a site or service. Icons also identify services and interactions. Glyphs can also be simple page elements, such as bullets. Both icons and glyphs aesthetically enhance and assist in the user experience.

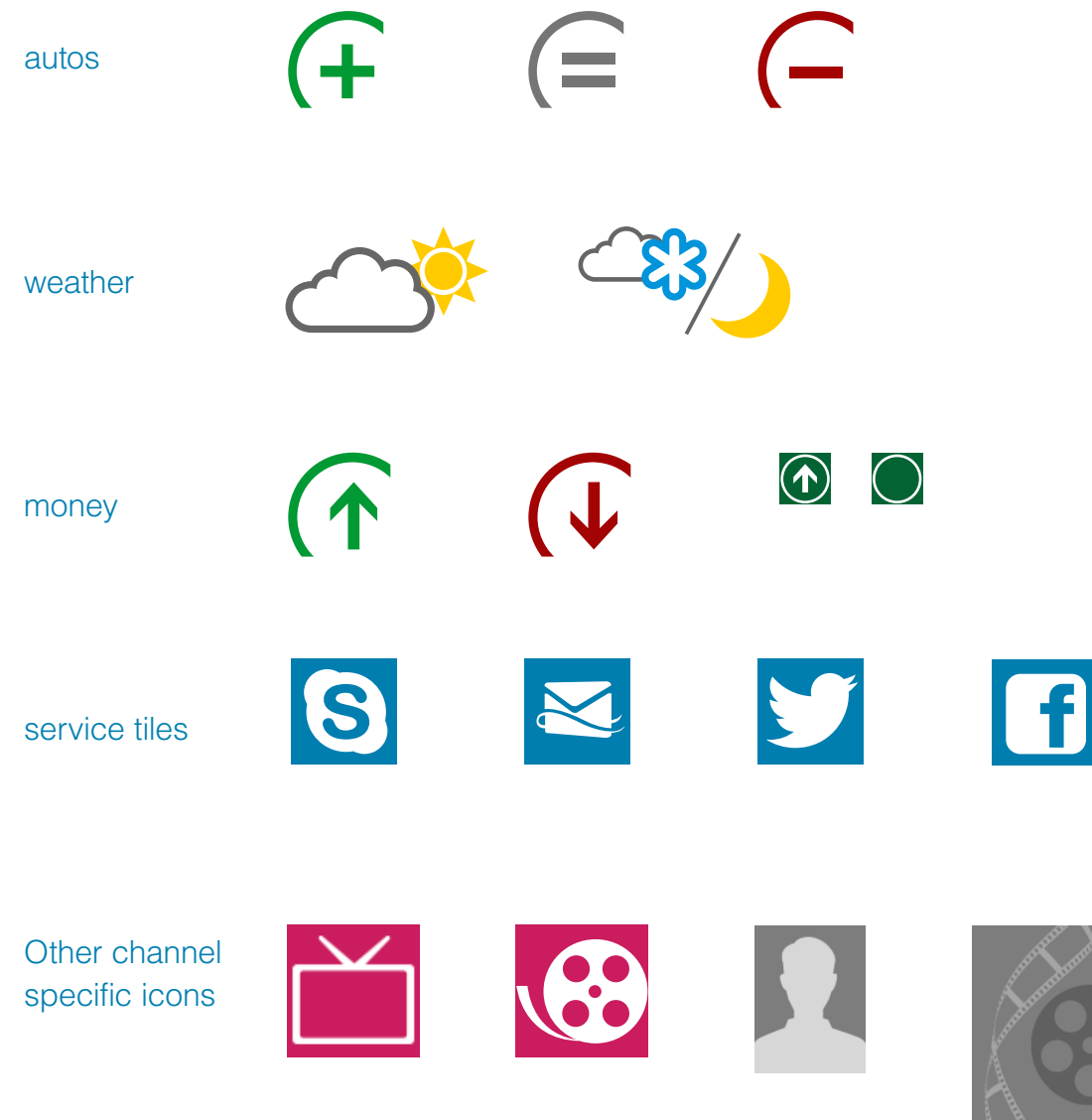
## design

MSN uses icon assets that are simple, clean, and appropriate for use across multiple countries, platforms, and services.

## key elements

- Simple - Do not add unnecessary clutter, lines, or shapes to your icons. Less is more.
- Flat - Do not add gradients, shadows, or any 3D effects to your design.
- Bold - Icons should clearly communicate the message and not be open for interpretation.

## examples: msn styled icons



# color palette

Color expresses the essence of the MSN identity and is used to engage the audience, create hierarchy on the page, and enhance the overall user experience.

The MSN brand palette contains 8 theme colors. Each channel is associated with a single theme color that is used for all markets.

Black, white, and several shades of gray are used for text and backgrounds.

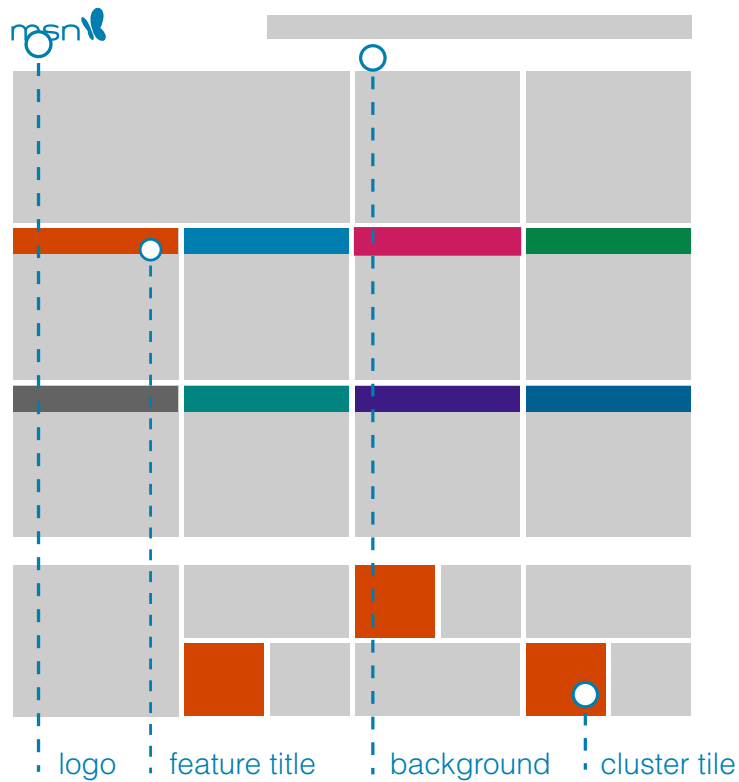
<b>slate</b> #636363 AUTOS	<b>indigo</b> #3C1B85 HEALTH	<b>msn blue</b> #007EB0 HOMEPAGE, WEATHER	<b>blue</b> #006092 SPORTS, MSN NOW	<b>black</b> #000000 ARTICLE TITLES	<b>dark gray</b> #333333 BODY COPY, LINK LISTS	<b>medium gray</b> #757575 ANNOTATIONS, FOOTER
<b>aquamarine</b> #008580 LIVING	<b>green</b> #048444 MONEY	<b>orange</b> #D24400 NEWS	<b>pink</b> #CA1C5E ENTERTAINMENT	<b>dim gray</b> #E1E1E1 TOC SELECTED	<b>light gray</b> #F2F2F2 TABLE BACKGROUND TOC BACKGROUND	<b>white</b> #FFFFFF HEADER TEXT

# theming a page

Themes can use color and background textures to focus content, indicate interaction points and highlight specific content. Using a predefined color from the palette helps to orient the audience as to their location within MSN and help to establish an individual channel brand.

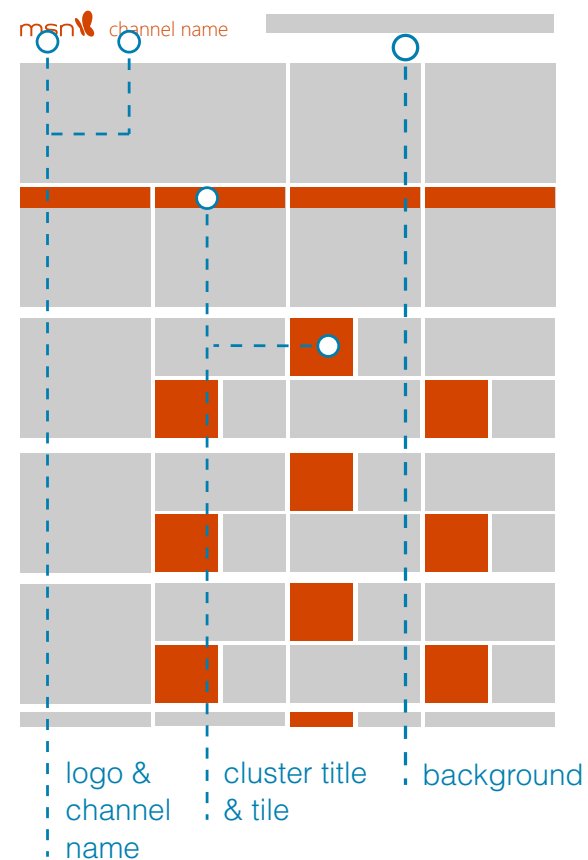
## homepage theming

Logo and page background - MSN Blue  
 Tiles- Channel theme color



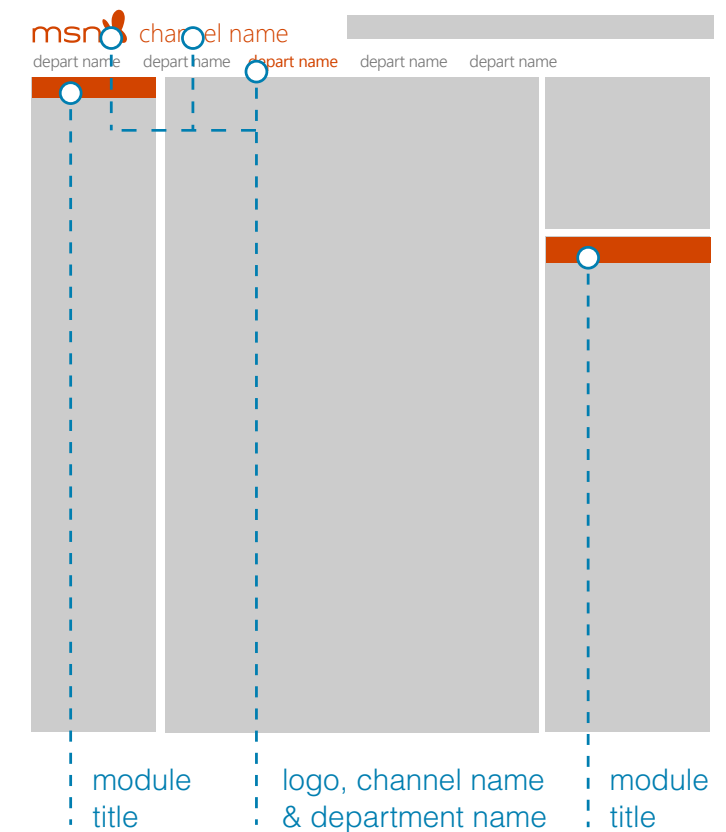
## channel and department page theming

Logo and page background - Channel theme color  
 Tiles- Channel theme color



## article theming

Logo, page background, and module titles use- Channel theme color

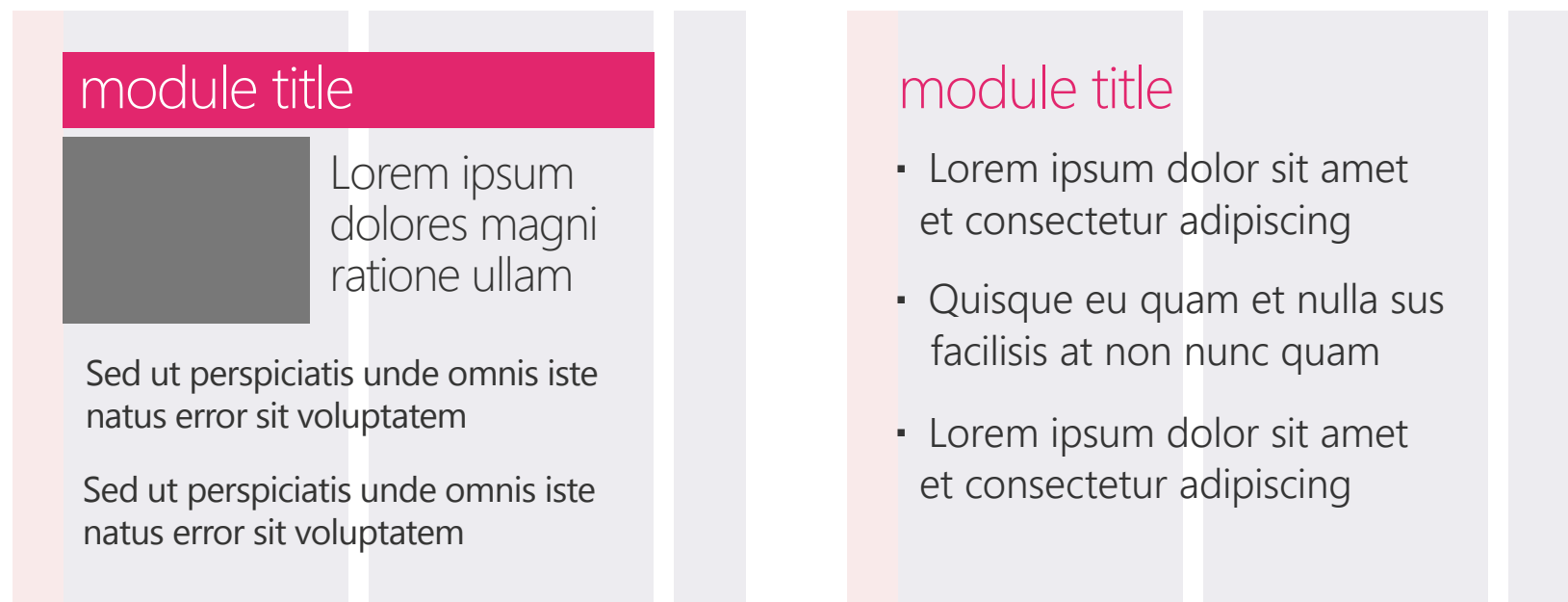


# theming a module

Themes reinforce channel identity and are also used to promote or highlight specific modules on a page.

A channel page and all its department pages use a single theme color, which reinforces the channel identity. The examples illustrate common uses of theme color.

## examples: themed titles



## examples: themed cluster elements



# display advertising

MSN provides a diverse online environment through which advertisers can pay to publicly promote products, reaching broad groups of consumers or targeting niche audiences.

## display ads

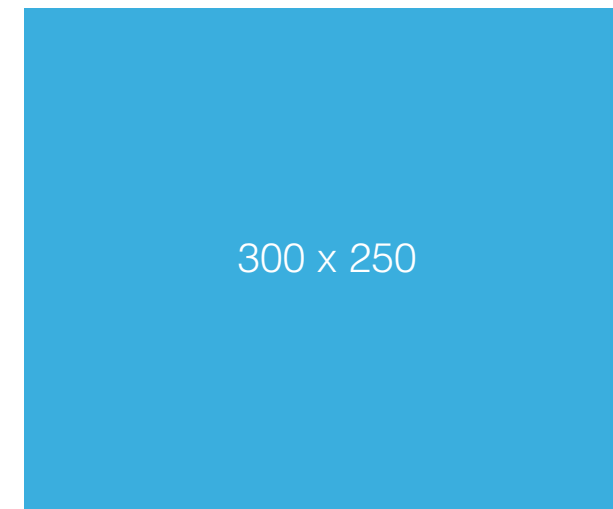
Static or animated advertising visuals are currently available in 3 standard sizes.


- Full and fill views - 300 x 250 and 300 x 600 ad sizes used on all pages.
- Placement is in the top right corner, above the fold.
  
- For mobile views - 300 x 60 ad size used on all pages.
- Placement is below the featured infopane on the homepage, and above the header on other pages.

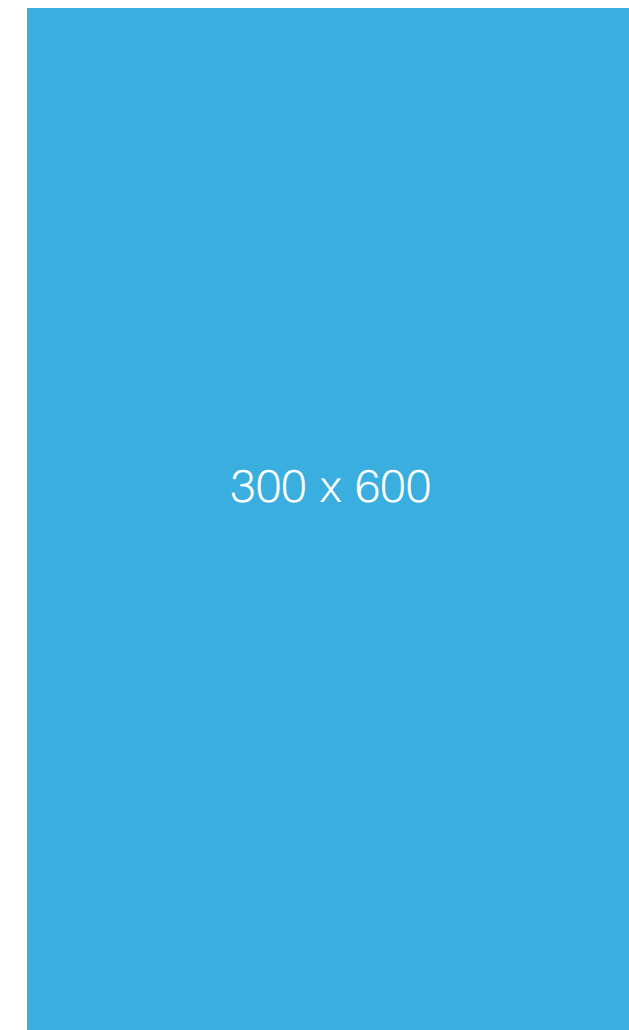
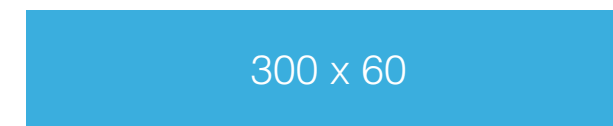
## video ads


Appear inline as the video is played, as a pre/mid/post-roll video advertisement.

## display ad sizes



AdChoice 



AdChoice 

# buttons

Controls, such as buttons, enable users to affect their individual content experiences, such as revealing, concealing, or submitting content. They also help editorial accommodate lengthy content, allowing for it to be divided appropriately for a better user experience.

## pagination

Used to move forward and backwards through pages and content



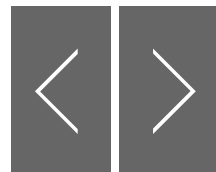
## add button

Used in modules to add multiple choices from a list of items



## infopane and gallery

Used to move forward and backwards through images



## radio button

Used to select from a choice of items



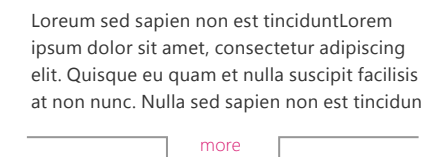
## close button

Used to close modules such as full screen video



## expansion (more/less)

Used to show or hide content

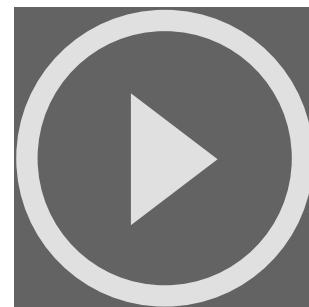


# video and menu controls

Video controls allow the user to decide on what and how they would like to their video experience to be, from viewing full screen to replaying the clips.

## video play button

Denotes and activates the play feature of the video



## replay button

Allows the user to replay the video



## full screen

Used in gallery and video to expand the view to full screen



Menu controls, facilitated by the use of carets, are a useful way to conceal and reveal further content or selection choices in a limited space.

## carets

Used to denote and reveal a hidden list of items for the viewer to choose from. Commonly used in navigation and forms.





# links to resources

This guide is intended to be used in combination with design consultation and review by the MSN UX Team. Please contact [msndg@microsoft.com](mailto:msndg@microsoft.com) to arrange a consultation or to request further assistance or advice.