



Partner Guidelines
Digital Art Guide for Xbox Fitness

Page Content

Page Number (Hyperlinked)

FAQ	4
Box Art Folder Structure	5
Box Art Tips	6
Box Art Rules	7
Suare Box Art Examples	10
Poster Box Art Examples	12
Landscape Box Art Examples	14
Game Box Art Index	18
Dashboard Box Art Index	22
Game Text String Index	25
Game UI Guide	32
Dashboard UI Guide	44



Box Art FAQ and Overview

What art and information is being created?

1. Box Art to display inside the **Xbox Fitness** game.
2. Box Art to display in the **Xbox One Dashboard** correlating to the Xbox Fitness game.
3. **Text Strings** to inform and/or describe sections about the program workout in the Xbox Fitness game.

How many art assets and text strings are we creating?

1. You are creating between 20-26 Box Art assets and 19 Text Strings.

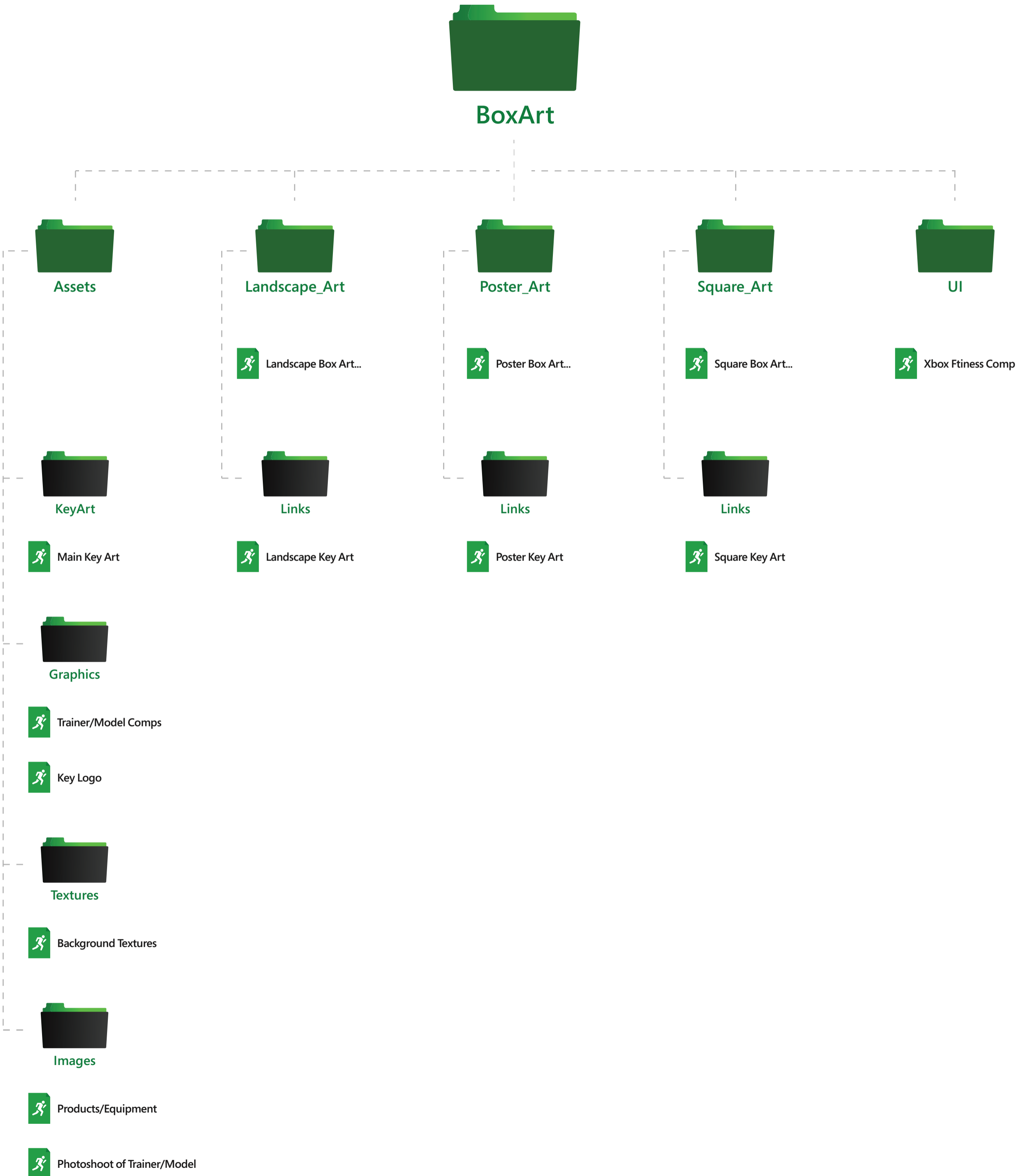
Those are a lot of art assets. About how long will it take to build all the art assets?

1. Creating the Box Art assets are easier than you think! They are actually resized assets of the Main Key Art linked across your box art, if you follow our folder structure and process. It's easy!
2. There are 3 categories of Box Art: **Square Art, Poster Art and Landscape Art**
3. We have provided the **Box Art template folder** with all the sizes to guide the artist through the process.

What are the main art elements used to create the art assets?

1. **Key Logo** - The logotype and title of the program workout.
2. **Key Trainer** - The model or trainer used as the main focus of the art asset.
3. **Key Background** - The background texture in back of the model/trainer and logo.

Folder Structure (Included In Stylguide Package)



Box Art Tips (Templates Included In Stylguide Package)

Linking Core Objects (Linking is new to Photoshop; update if necessary)

1. Import all you core elements by linking to save time across your box art. Store linked elements in an **Assets/** Folder
 - a. In Menu: **File > Place Linked**
2. Core elements are: **Background Texture, Branding Text** and **Trainers/Equipment**
3. Do not Embed because it will kill time for major edits!

Scaling (Across box art dimensions; Square Art is 1:1 ratio so it scales proportionately)

1. Box Art should start at its largest dimensions: (Template included)
 - a. **Landscape Art:** 1920x1080, **Square Art:** 1080x1080 and **Poster Art:** 720x1080
2. Scale down image size **first** using **(ALT + CTRL + I) / (Cmd-Opt-Shift- I)**
 - a. Input the largest number **first** for either width or height
3. Adjust the canvas size second using **(Ctrl + Alt + C) / (Cmd-Opt-Shift-C)**
 - a. Click on the Top Left Corner or Top Center Corner anchor

Background

1. Use a **300PPI** background texture that bleeds out for canvas size adjustments to prevent moving/re-scaling

Image Interpolation

1. Ensures, when linked/smart objects scale up or down, they keep a smooth resolution and sharpness around its contour edges
 - a. In **Menu: Edit > Preferences > General**, and set Image Interpolation to *Bi Cubic Automatic*



Box Art Rules

Rule 1) Do not add text or title to the **bottom 1/3** of all box art.
(System Text will appear over the image and obstruct content)



Example: **Correct**

Library_BigDefaultPortrait.jpg | 424x624
Bottom 1/3 = 208px



Example: **Incorrect**

Library_BigDefaultPortrait.jpg | 424x624
Bottom 1/3 = 208px

Rule 2) Do not include **extraneous information** such as, "2 Workouts of 45 Minutes!"
(Box Art should include the brand and the title of its program workout)



Example: **Correct**

Library_BigDefaultPortrait.jpg | 424x624
Contains the brand logotype and its program workout



Example: **Incorrect**

Library_BigDefaultPortrait.jpg | 424x624
Contains extraneous Information on left-center side



Box Art Rules- Additional Assets

Rule 1) Do not add text or title to the **bottom 1/3** of all link tiles.
(System Text will appear over the image and obstruct content)



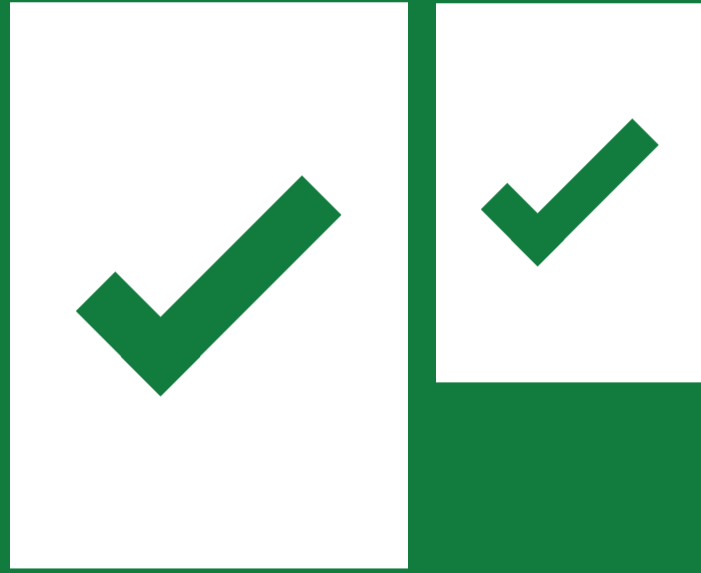
Example: **Correct**

Image_PartnerGoods01.jpg | 424x208
Bottom 1/3 = 69px



Example: **Incorrect**

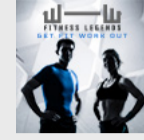
Image_PartnerGoods01.jpg | 424x208
Bottom 1/3 = 69px



Box Art Visual Examples



Thumbnail-64x64.png



Thumbnail-100x100.png



Thumbnail-208x208.png



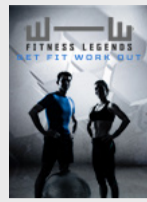
Thumbnail-480x480.png



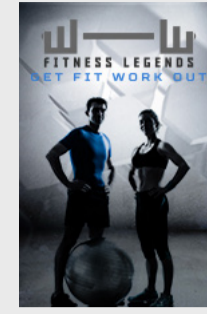
BoxArt.png
1080x1080



SquareArt.png
1080x1080



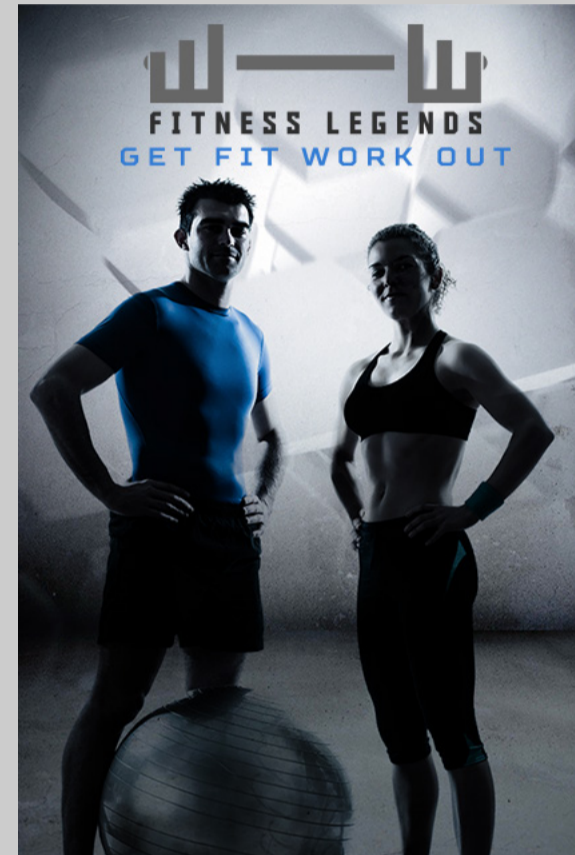
Image_Library_SmallPortrait.jpg
104x144



Image_Landing_LibraryTile.jpg
148x228



Image_Summary_Still.jpg
328x496



Library_BigDefaultPortrait.jpg
424x624



Branded.jpg/.png (2 Image Formats)
584x800



Unbranded.jpg
584x800



Image_Library_BigPromoPortrait.jpg
624x840

Mandatory 200 Pixel Bleed

Live Example: [KeyArt_Parallax_Motion/ 1\)-Image_Library_BigPromoPortrait.mp4](#)
Template: [BoxArt_Templates/BoxArt/Poster_Art/ 02\)-Image_Library_BigPromoPortrait.psd](#)



Poster.png
720x1080



Image_Library_Wide.jpg
410x132



Image_PartnerGoods_#.jpg
424x208



Image_HighlightReel_Still.jpg
448x256



Image_Landing_JustReleasedTile.jpg
952x624

Mandatory 200 Pixel Bleed (Image and Text Safe)

Live Example: [KeyArt_Paralax_Motion/ 2\)-Image_Landing_JustReleasedTile.mp4](#)

Template: [BoxArt_Templates/BoxArt/ 03\)-Image_Landing_JustReleasedTile.psd](#)



TitledHero_Art.png
1920x1080



SuperHero_Art.png
1920x1080



Additional Assets



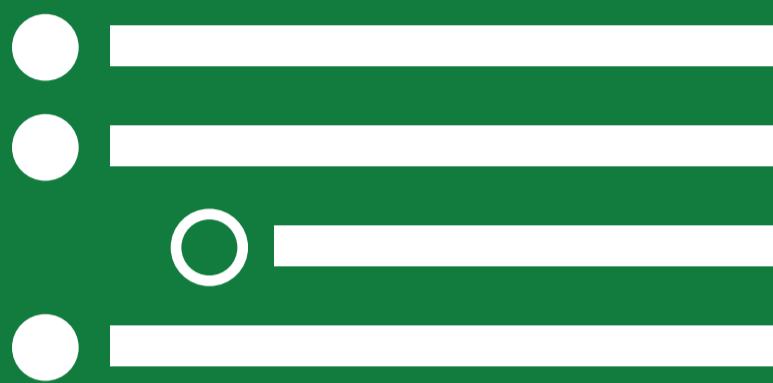
Image_Library_Workout_#.jpg
340x192



Image_PartnerGoods_#.jpg or Image_WebsiteLink_#.jpg
424x208



PartnerGoodsPromo_#.jpg
952x624



Xbox Fitness Box Art List



Xbox Fitness Box Art

#	Asset Name	Type	Page Ref#	Format	Text on Art	Where Used	Notes & Reference Page
1	Image_Library_SmallPortrait 104x144	Poster Box Art	<u>12</u>	JPG	YES	Fitness Profile - Month's Best Workout Box Art Fitness Profile - Workout History Box Art Fitness Profile - Progress - Session Challenges Box Art Tile	Smallest asset size in the product.
2	Image_Landing_LibraryTile 148x228	Poster Box Art	<u>12</u> <u>32</u>	JPG	YES	Landing Page - Box Art in Library Tile	Small version of the Box Art displayed on the Landing Screen.
3	Image_Summary_Still 328x496	Poster Box Art	<u>12</u> <u>38</u>	JPG	YES	Session Summary	Only used if the program is transactional. This box art is used to promote the program for sale.
4	Image_Library_Wide 410x132	Landscape Box Art	<u>12</u> <u>33</u> <u>34</u>	JPG	YES	Content Library - Small Box Art	Small banner Box Art displayed in the Library.
5	Image_PartnerGoods_# 424x208	Landscape Box Art	<u>14</u> <u>35</u>	JPG	YES	Content Details - Link Tiles	Used to advertise the Box Art in other screens of programs by the same brand.
6	Library_BigDefaultPortrait 424x640	Poster Box Art	<u>12</u>	JPG	YES	Content Library - Large Tile	This is used as a default backup in case something goes wrong and the system can't load the proper one.
7	Image_HighlightReel_Still 448x256	Landscape Box Art	<u>14</u> <u>39</u>	JPG	YES	Workout Celebration - Highlight Reel	Displays the Box Art before displaying highlights from the workout.
8	Image_Library_BigPromoPortrait 624x840	Poster Box Art	<u>13</u> <u>32</u>	JPG	NO	Landing Screen - Work Out Now Box Art Content Details - Single Workout Box Art Content Library - Large Tile Fitness Profile - Session Details - Box Art Tile Fitness Profile - Challenge Details - Box Art Tile	The only version of the asset in the product without text baked in. The asset has a static animation when highlighted and requires bleed space.
9	Image_Landing_JustReleasedTile 952x624	Landscape Box Art	<u>14</u> <u>32</u>	JPG	YES	Landing Screen Promo Tile	Promotes the program from the main screen. The asset has a static animation when highlighted and requires bleed space.



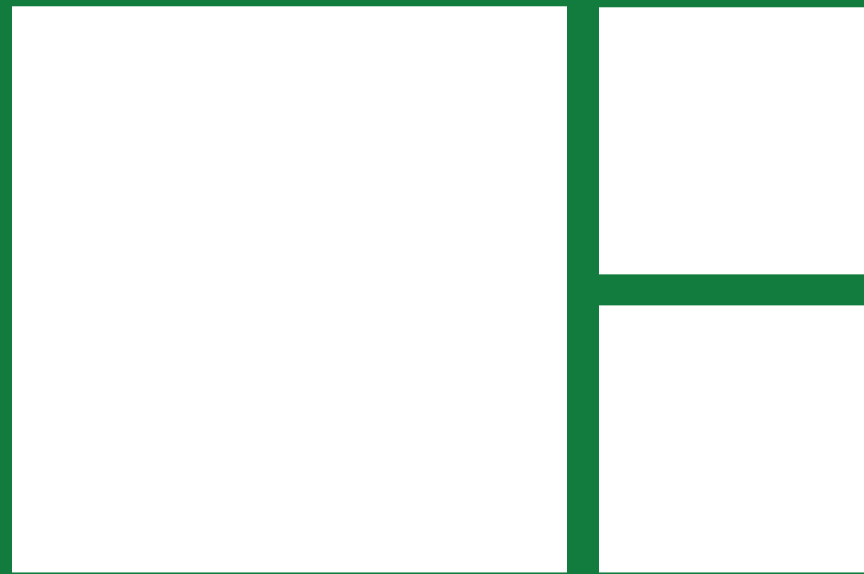
Xbox Fitness Additional Art

#	Asset Name	Type	Page Ref#	Format	Text on Art	Where Used	Notes
1	Image_Library_Workout_# 340x192	Workout Screen Shot	<u>16</u> <u>35</u> <u>37</u>	JPG	NO	Content Details - Workout Image Workout Summary - Next Workout	Workout screenshot representative of the workout within the program selected. Can have as many images as there are workouts.
2	Image_PartnerGoods_# or Image_WebsiteLink_# 424x208	Promotion Image	<u>16</u> <u>35</u>	JPG	YES	Content Details - Link Tiles	Up to 3 unique tiles can be displayed on the screen. Each tile can advertise content outside the product via a link to internet explorer.
3	PartnerGoodsPromo_# 952x624	Promotion Image	<u>16</u> <u>32</u>	JPG	YES	Landing Screen Promo Tile	This is a larger version of the 424x208 Link Tile.



Xbox Fitness Sponsorship Art (optional)

#	Asset Name	Type	Page Ref#	Format	Text on Art	Where Used	Notes
1	Background 1920x1080	Screen background image	<u>40</u> <u>41</u>	JPG	NO	Landing Screen, Content Details Screen	This image will replace the standard Xbox Fitness background image for program sponsoprships.
2	Brand_Logo_Landing 386x100	Logo	<u>32</u>	PNG	N/A	Landing Screen	Your brand logo.
3	Brand_Logo_Content 284x186	Logo	<u>35</u>	PNG	N/A	Content Details	Smaller version of the brand logo; can be different if necessary.



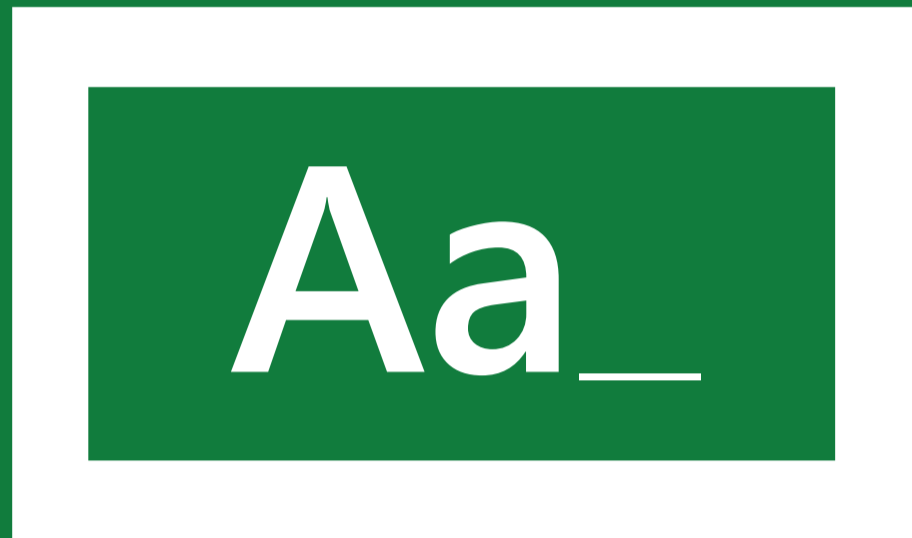
Xbox One Dashboard Box Art List



Xbox One Dash Art

#	Asset Name	Type	Page Ref#	Format	Text on Art	Where Used
1	Thumbnail_64x64	Square Box Art	<u>10</u>	JPG	YES	Bing Search
2	Thumbnail_100x100	Square Box Art	<u>10</u>	PNG	YES	Xbox One Notification and Companion Center
3	Thumbnail_208x208	Square Box Art	<u>10</u>	PNG	YES	Xbox one Dash-Pins (Transactional content only)
4	Thumbnail_480x480	Square Box Art	<u>10</u>	PNG	NO	Xbox One Collections, Notification Center
5	Branded	Poster Box Art	<u>12</u>	JPG/PNG	YES	Xbox.com Marketplace, Activity Feed
6	Unbranded	Poster Box Art	<u>12</u>	PNG	YES	Xbox.com Marketplace, Activity Feed
7	Poster	Poster Box Art	<u>13</u> <u>45</u>	PNG	YES	Workout Celebration - Highlight Reel
8	BoxArt	Square Box Art	<u>10</u> <u>44</u>	PNG	YES	Xbox Live Marketplace, App Details Page, Game Collection, Galleries, Search Results
9	SquareArt	Box Art	<u>11</u>	PNG	NO	Xbox Live Marketplace

#	Asset Name	Type	Page Ref#	Format	Text on Art	Where Used
10	SuperHero_Art 1920x1080	Landscape Box Art	<u>15</u>	PNG	NO	Xbox.com Marketplace
11	TitledHero_Art 1920x1080	Landscape Box Art	<u>15</u> <u>46</u>	PNG	YES	Xbox.com Marketplace



Xbox Fitness Text String List



Xbox Fitness Text Strings

#	Asset Name	Max Char. Length	Page Ref#	Purpose	Example	Required/Optional
1	PROGRAM_TITLE	30	<u>32</u> <u>33</u> <u>34</u> <u>38</u>	Name of the Program	Ripped in 30	Required
2	PROGRAM_DESCRIPTION	700	<u>35</u>	Describes the program in its entirety	Ripped in 30 is comprised of four 24-minute workouts based on Jillian's bestselling body shredding 3-2-1 interval system: 3 minutes of strength, 2 minutes of cardio and 1 minute of abs. All you have to do to get sick, insane, crazy, amazing results fast is stick with the Ripped in 30 diet and exercise program for 30 days.	Required
3	PROGRAM_UPSELL_01	80	<u>38</u>	If the program is meant to be purchasable, this is the first line of text upselling the content.	Get insane ripped results in a hurry	Required
4	PROGRAM_UPSELL_02	80	<u>38</u>	If the program is meant to be purchasable, this is the second line of text upselling the content.	Fusion style workout blending kickboxing, Ju-Jitsu, yoga and weight training	Required
5	PROGRAM_UPSELL_03	80	<u>38</u>	If the program is meant to be purchasable, this is the third line of text upselling the content.	Multi-level: 45 minute workouts to get you in the best shape of your life	Required
6	PROGRAM_BRAND	16	<u>32</u> <u>33</u> <u>34</u> <u>38</u>	Name of the Brand	Jillian Michaels, Beachbody, etc.	Required
8	PROGRAM_DIFFICULTY	N/A	<u>35</u>	May be used to identify the difficulty of the program overall.	Options are: Beginner, Intermediate, Advanced	Required
9	PROGRAM_SPONSOR	30	<u>33</u> <u>34</u> <u>35</u>	If the program is sponsored, this is the text that identifies the sponsorship.	Sponsored by Microsoft; Fueled by Supercardio, etc.	Optional

#	Asset Name	Max Char. Length	Page Ref#	Purpose	Example	Required/Optional
10	PROGRAM_SCHEDULE	30	N/A	This is not displayed in the product but used as information for record keeping.	5-6x per week	N/A
11	WORKOUT_TITLE	16	<u>32</u> <u>33</u> <u>34</u> <u>38</u>	Unique name of the workout within the program. If a program has more than 1 workout, for example 3, we require 3 unique WORKOUT_TITLE text strings.	Cardio Dance	Required
12	WORKOUT_DESCRIPTION	500	<u>35</u>	Describes the specifics of the individual workout. If a program has more than 1 workout, for example 3, we require 3 unique WORKOUT_DESCRIPTION text strings.	A series of fast-paced drills designed to build endurance and help keep you exploding off the line, all game long.	Required
13	WORKOUT_DESCRIPTION_SHORT	60	<u>37</u>	An abbreviated version of the workout description. If a program has more than 1 workout, for example 3, we require 3 unique WORKOUT_DESCRIPTION_SHORT text strings.	A quick, fun workout that delivers visible results fast.	Required
14	WORKOUT_TITLE_LONG	50	<u>35</u>	Combines the name of the program with the brand.	Jillian Michaels: Killer Abs	Required
15	WORKOUT_EQUIPMENT_01	16	<u>35</u>	Describes 1 item of equipment needed in the workout. Max 3 unique pieces of equipment	Dumbbells, Mat, Chair, etc.	Required
16	WORKOUT_EQUIPMENT_02	16	<u>35</u>	Describes 1 item of equipment needed in the workout. Max 3 unique pieces of equipment	Dumbbells, Mat, Chair, etc.	Required
17	WORKOUT_EQUIPMENT_03	16	<u>35</u>	Describes 1 item of equipment needed in the workout. Max 3 unique pieces of equipment	Dumbbells, Mat, Chair, etc.	Required
18	WORKOUT_GENRE	20	<u>35</u>	The type of genre the workout belongs to. May be different from overall program genre. A text string per workout is required.	Sports Training, Cardio, Strength, etc.	Required

#	Asset Name	Max Char. Length	Page Ref#	Purpose	Example	Required/Optional
19	WORKOUT_DIFFICULTY	N/A	N/A	May be used to identify the difficulty of the workout.	Options are: Beginner, Intermediate, Advanced	Required



Xbox Fitness Additional Text Strings

#	Asset Name	Max Char. Length	Page Ref#	Purpose	Example	Required/Optional
1	PROMO_TILE_CALLOUT	30	<u>32</u>	Call to action to the User that appears in the UI over the promo tile asset on the main Landing Screen.	START TRAINING; GET THE FULL PROGRAM	Required
2	LINK_TILE_CALLOUT_01	22	<u>35</u>	Call to action to the User that appears in the UI over the link tile asset in Content Details.	GET THE DVD, VISIT MICROSOFT.COM	Optional
3	LINK_TILE_CALLOUT_02	22	<u>35</u>	Call to action to the User that appears in the UI over the link tile asset in Content Details.	GET THE DVD, VISIT MICROSOFT.COM	Optional
4	LINK_TILE_CALLOUT_03	22	<u>35</u>	Call to action to the User that appears in the UI over the link tile asset in Content Details.	GET THE DVD, VISIT MICROSOFT.COM	Optional
5	LINK_TILE_URL_01	N/A	<u>35</u>	The actual web address or Xbox One dash link that will trigger when selecting the tile.	www.microsoft.com	Required
6	LINK_TILE_URL_02	N/A	<u>35</u>	The actual web address or Xbox One dash link that will trigger when selecting the tile.	www.microsoft.com	Required
7	LINK_TILE_URL_03	N/A	<u>35</u>	The actual web address or Xbox One dash link that will trigger when selecting the tile.	www.microsoft.com	Required
8	PROGRAM_PUBLISHER	N/A	<u>35</u>	The publisher of the program.	Microsoft Studios	Required
9	PROGRAM_TRAINER	N/A	<u>N/A</u>	The trainer in the program.	Jillian Michaels	Required

#	Asset Name	Max Char. Length	Page Ref#	Purpose	Example	Required/Optional
10	PROGRAM_PRODUCER	N/A	N/A	The producer of the program.	Samara Donald and Michelle Tatom	Required
11	PROGRAM_DIRECTOR	N/A	N/A	The director of the program.	Jessica Zahn	Required
12	PROGRAM_DISTRIBUTOR	N/A	N/A	The distributor of the program.	Microsoft Studios	Required
13	PROGRAM_COPYRIGHT	N/A	N/A	The copyright of the program.	Microsoft Studios	Required

Fonts Used

The game uses the font **Segoe WP**. Please don't change the font weight or the font size of Segoe WP in the illustrator files.

Segoe PRO is used to italicize text for visibility in the styleguide. Text is not italicized in the product.



Xbox Fitness UI Guide For Box Art & Text Strings

Box Art | Usage

Landing Screen: Partner Content Assets

TEXT STRING

KEY ART

Main Key Art
Image_Library_BigPromoPortrait.jpg

Promo Key Art
Image_Landing_JustReleasedTile.jpg
OR
PartnerGoodsPromo_#.jpg

Library Thumbnails Large
Image_Landing_LibraryTile.jpg

PROGRAM_BRAND
PROGAM_TITLE
WORKOUT_TITLE



Partner Logo
Brand_Logo_Landing.png

PROMO_TILE_CALLOUT

Box Art | Usage

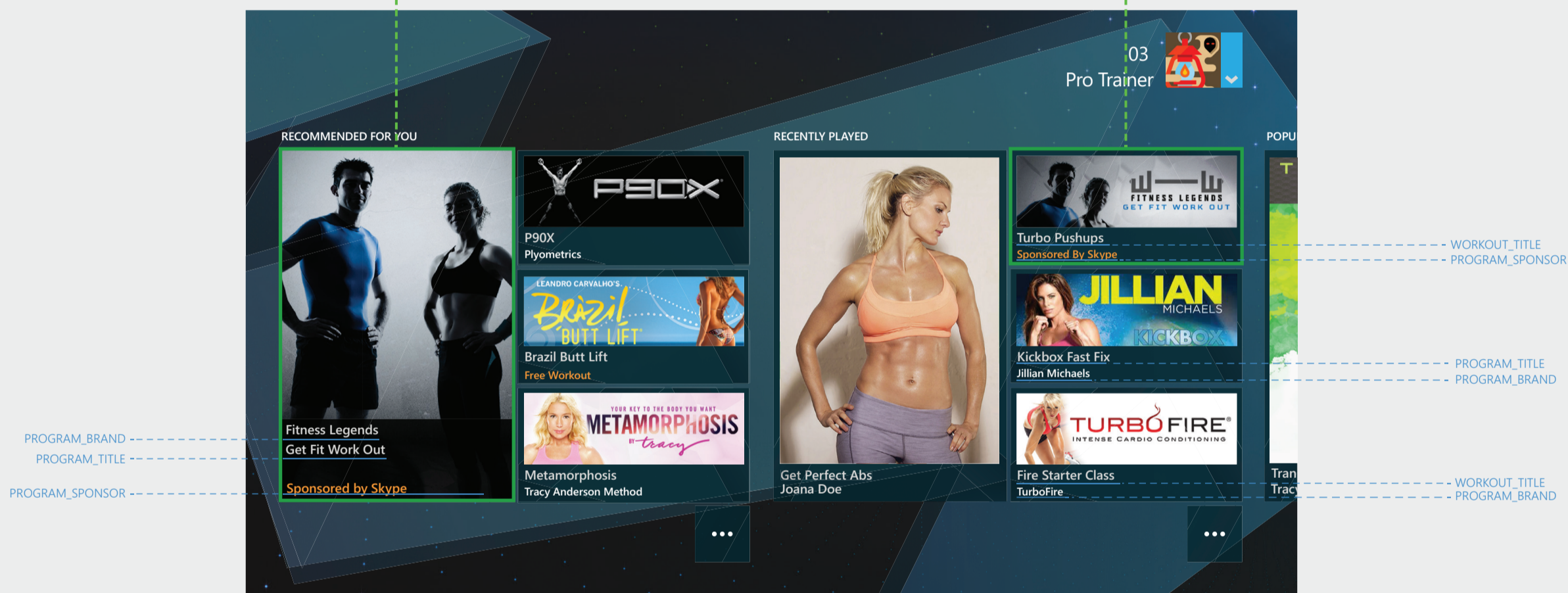
Content Library: Top Level Screen

TEXT STRING

KEY ART

Main Key Art
Image_Library_BigPromoPortrait.jpg

Library Title
Image_Library_Wide.jpg



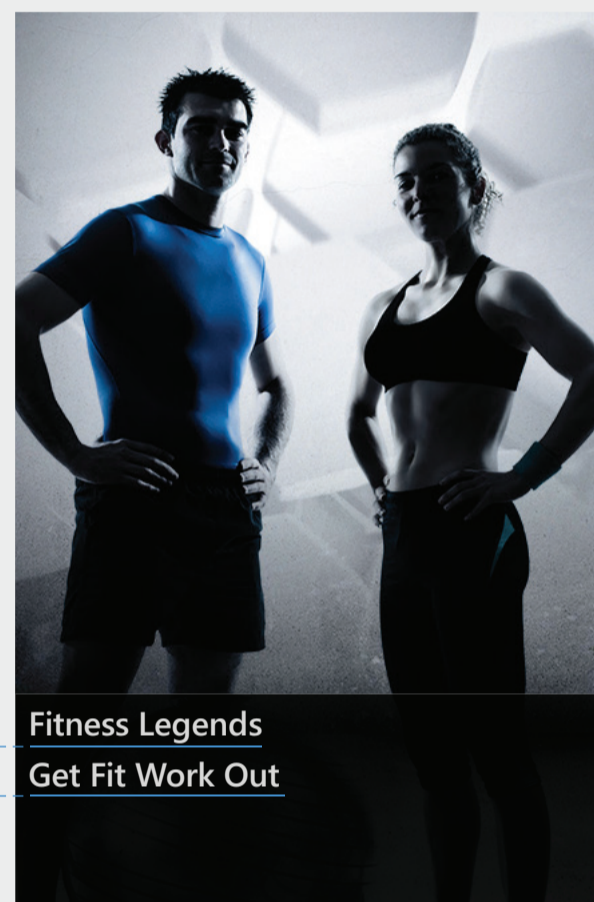
Labeling Examples | USAGE

Content Library: Key Art and Library Tiles

Text String Label variation for *Main Key Art* on Highlighted & Inactive State

Highlighted State

Inactive State



PROGRAM_BRAND
WORKOUT_TITLE
PROGRAM_SPONSOR
or
PROGRAM_PUBLISHER
or
SYSTEM TEXT

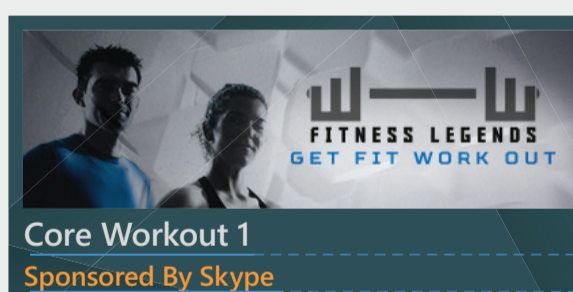
Fitness Legends
Get Fit Work Out
Sponsored by Microsoft Surface

PROGRAM_BRAND
WORKOUT_TILE

Fitness Legends
Get Fit Work Out

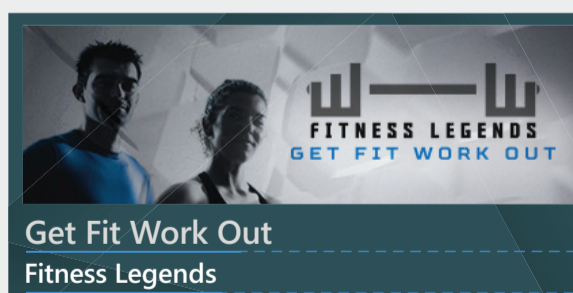
Text String Label Variations for one program *Library Tile Art*

Example 1:



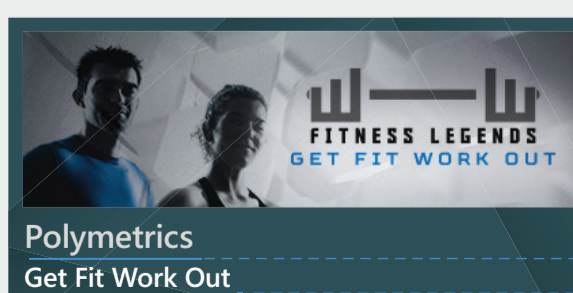
WORKOUT_TITLE
PROGRAM_SPONSOR
or
PROGRAM_PUBLISHER
or
SYSTEM TEXT

Example 2:



PROGRAM_TITLE
PROGRAM_BRAND

Example 3:



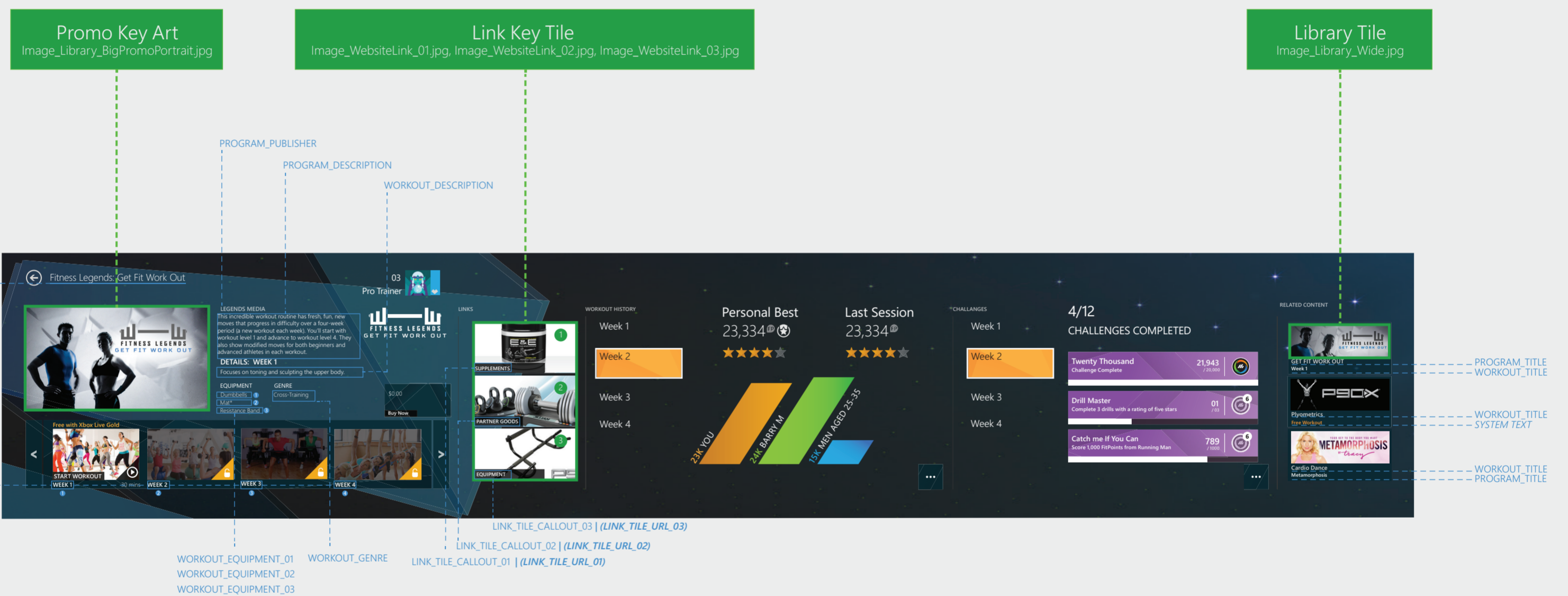
WORKOUT_TITLE
PROGRAM_BRAND

Box Art | Usage

Content Details

TEXT STRING

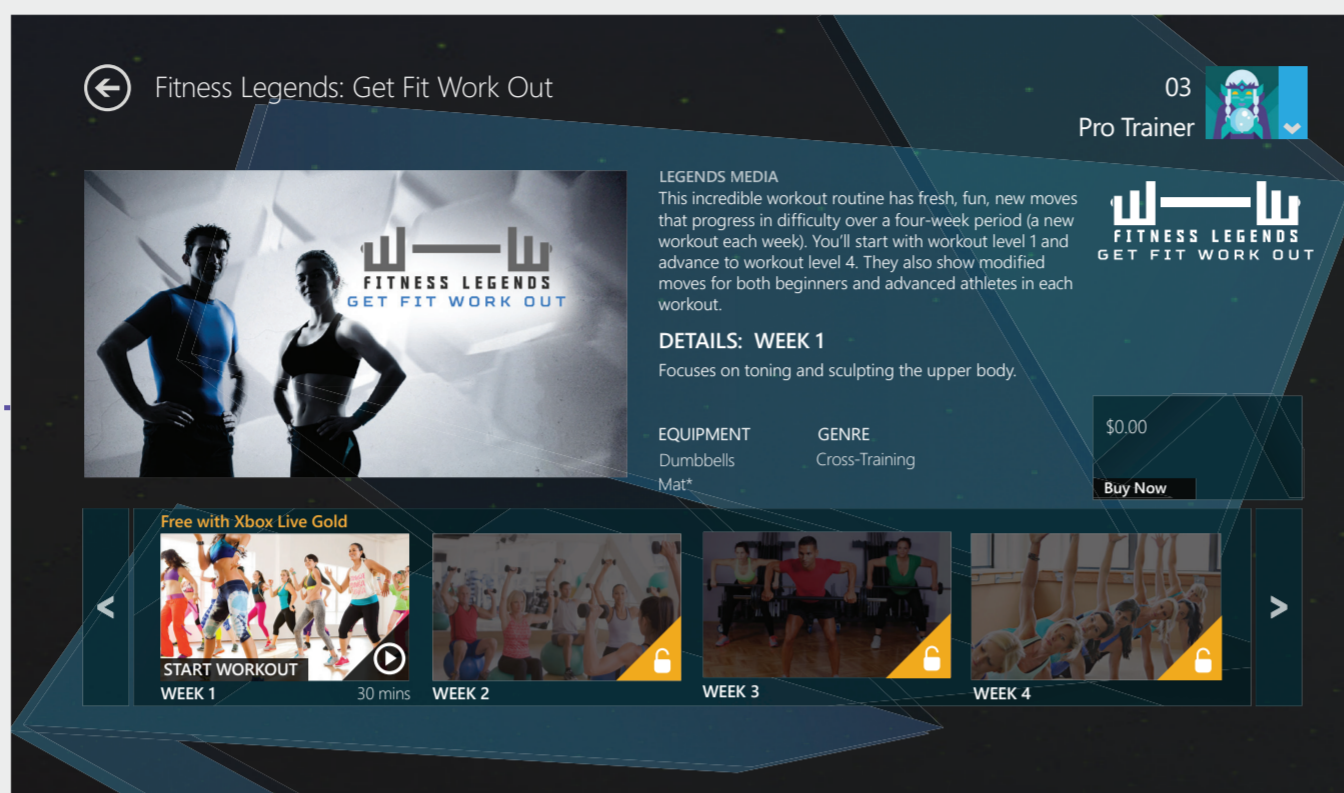
KEY ART



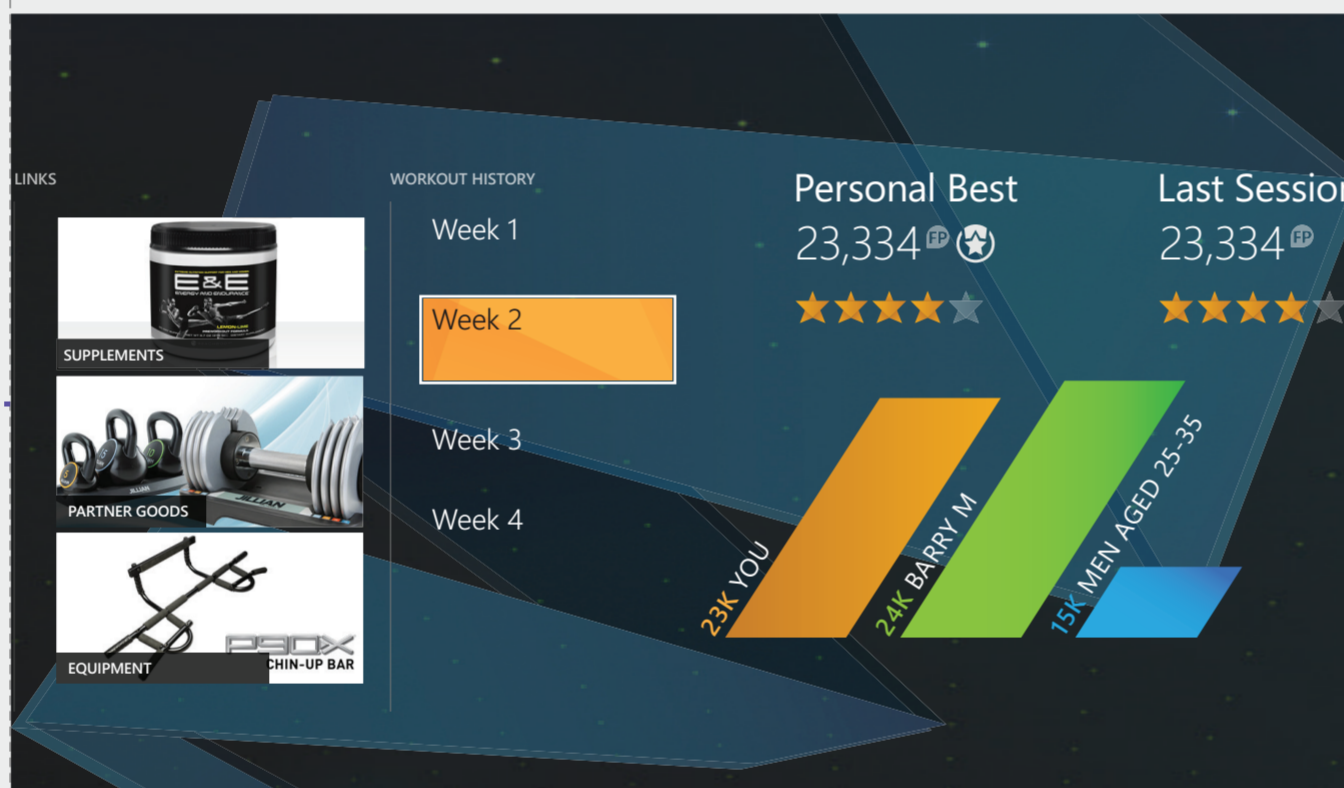
Box Art | Layout

Content Details: Sections

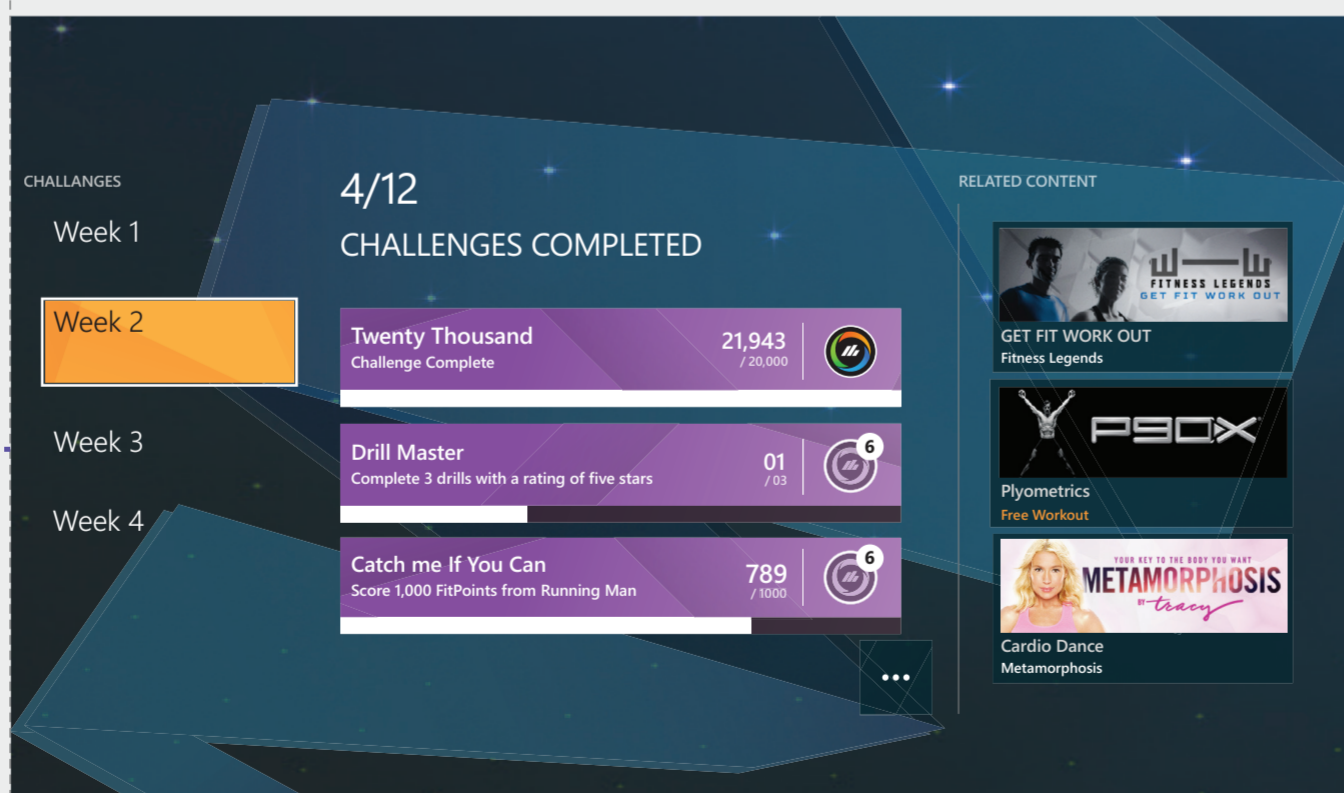
Section 1



Section 2



Section 3



Box Art | Usage

Session Summary

TEXT STRING

KEY ART

Workout Tile
Image_Library_Workout_#.jpg



Box Art | Usage

Session Summary: Upsell

TEXT STRING

KEY ART

Main Key Art
Image_Library_BigPromoPortrait.jpg

The screenshot shows a dark-themed interface for a fitness program. At the top left, it displays 'Session Summary' for 'Fitness Legends: Get Fit Work Out' with a rating of 23,334 and five stars. Below this is a bar chart with three bars labeled '23K YOU' (orange), '24K Richard M' (green), and '15K MEN AGED 25-35' (blue). A 'Session Details' button is at the bottom left. In the center, a 'FULL PROGRAM' section features a key art image of a man and a woman. Below the image is a price tag: 'On Sale! 20% off!' and '\$35 Buy Now'. To the right, a '03 Pro Trainer' profile is shown. Further right, the program title 'Fitness Legends Get Fit Work Out' is displayed, followed by three bullet points: '30-day plan gets you in the best shape of your life.', 'Train in intervals of strength, cardio, and abs.', and 'Modified moves for beginners and advanced athletes.' An 'Exit' button with a home icon is at the bottom right. Callout lines on the right side point to various text elements with labels: PROGRAM_BRAND, PROGRAM_TITLE, PROGRAM_UPSELL_01, PROGRAM_UPSELL_02, and PROGRAM_UPSELL_03.

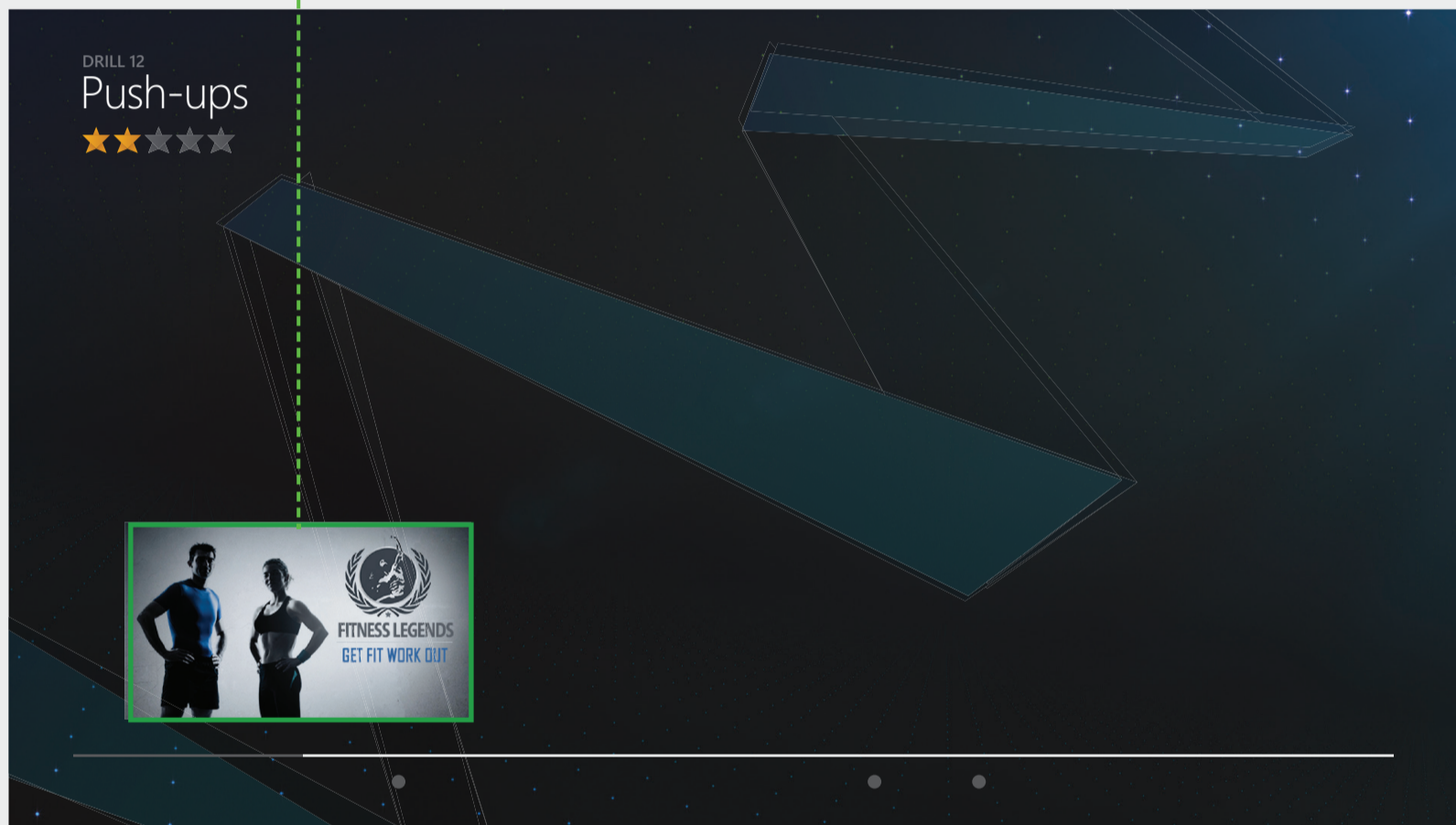
Box Art | Usage

Highlight Reel

TEXT STRING

KEY ART

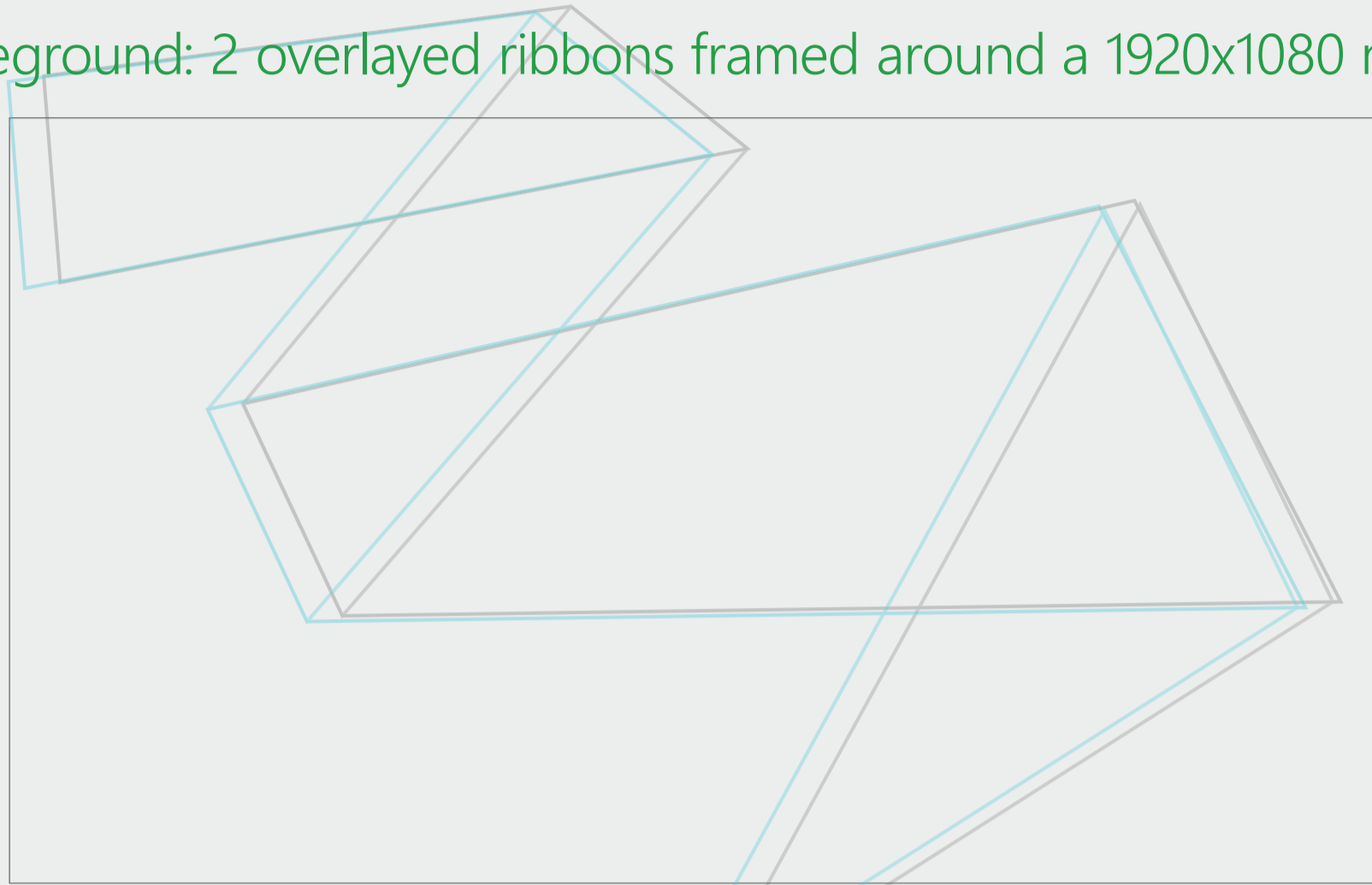
Highlight Reel
Image_HighlightReel_Still.jpg



Background Assets

Background

Foreground: 2 overlaid ribbons framed around a 1920x1080 mask



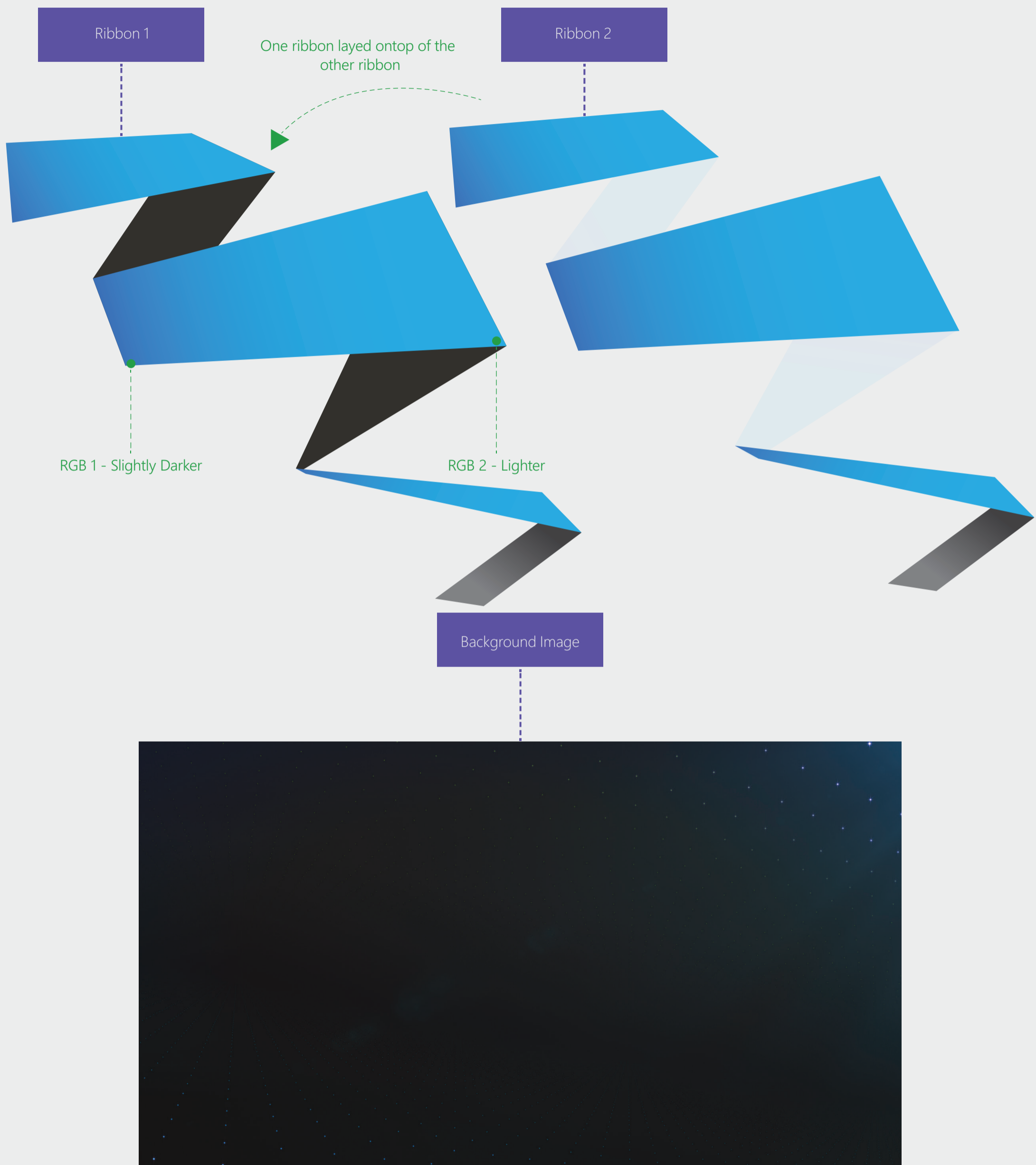
Background: Flattened Image is 1920x1080

Background Image
with Foreground Ribbon



Background Assets | Layout

Background & Ribbons



The ribbons shown above are an example of two combined assets on top of the background. The ribbons change in look to size and shape on each screen. Please do not alter the ribbon shape. Use 2 RGB colors relative to your branding color scheme with hues close in relation.

Foreground Ribbon Specs

1. Do not alter the ribbon.
2. Use your main branding color scheme to color the ribbon. Use 2 color values.

Background Image Specs

1. Must be 1920x1080.
2. Must have Hi-Res image assets or textures that should be imported as 300ppi.
3. Avoid pixelated image or texture assets.
4. Do not include people or objects which will create a busy appearance to the UI.
5. Make the design clean and should contrast the ribbon unless directed otherwise.



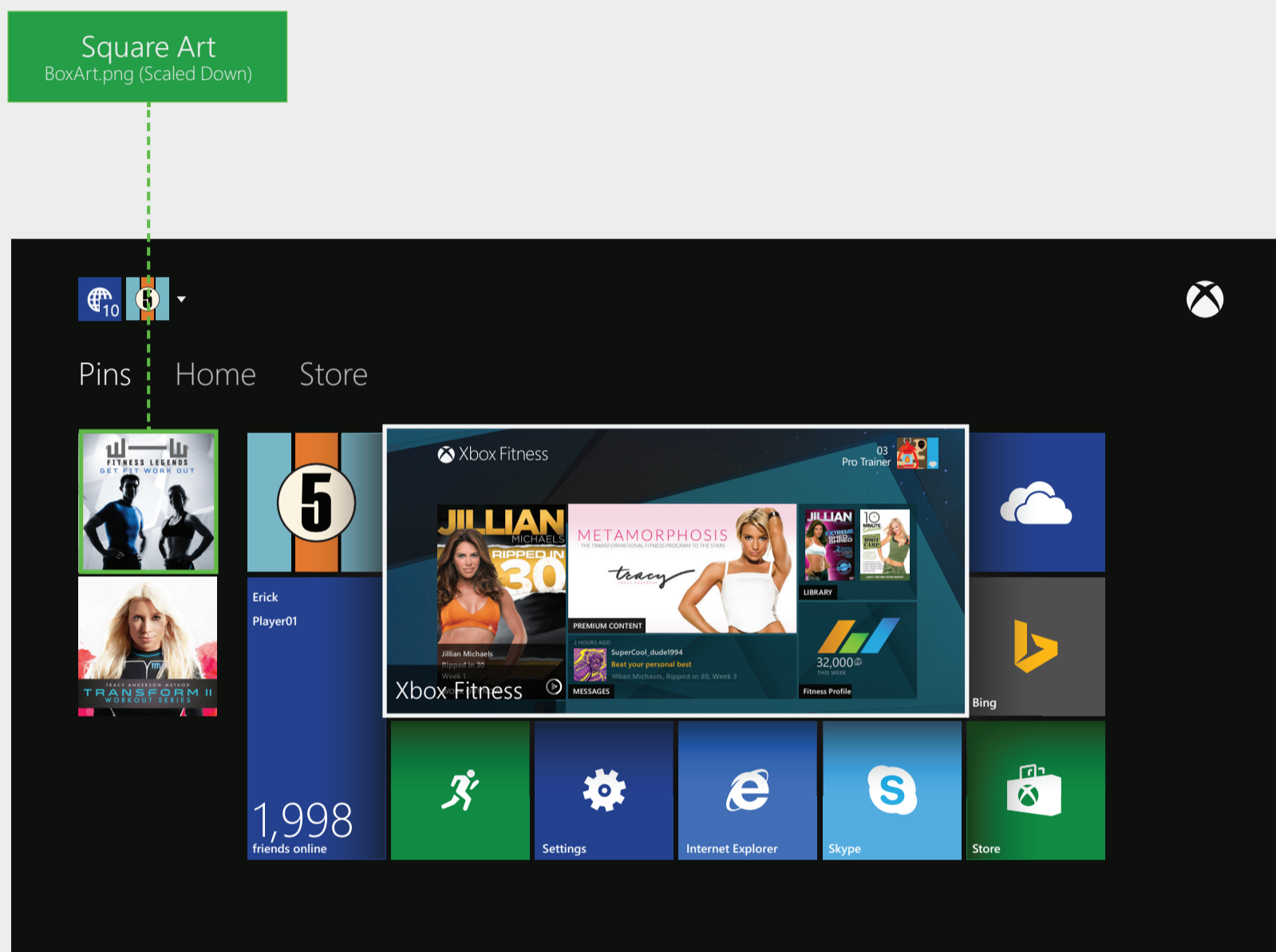
Xbox One Dashboard Guide For Box Art

Box Art | Usage

Home Profile: Square Art

TEXT STRING

KEY ART



Note: System scales down Square Art to fit in its appropriate place within the Xbox One Dashboard

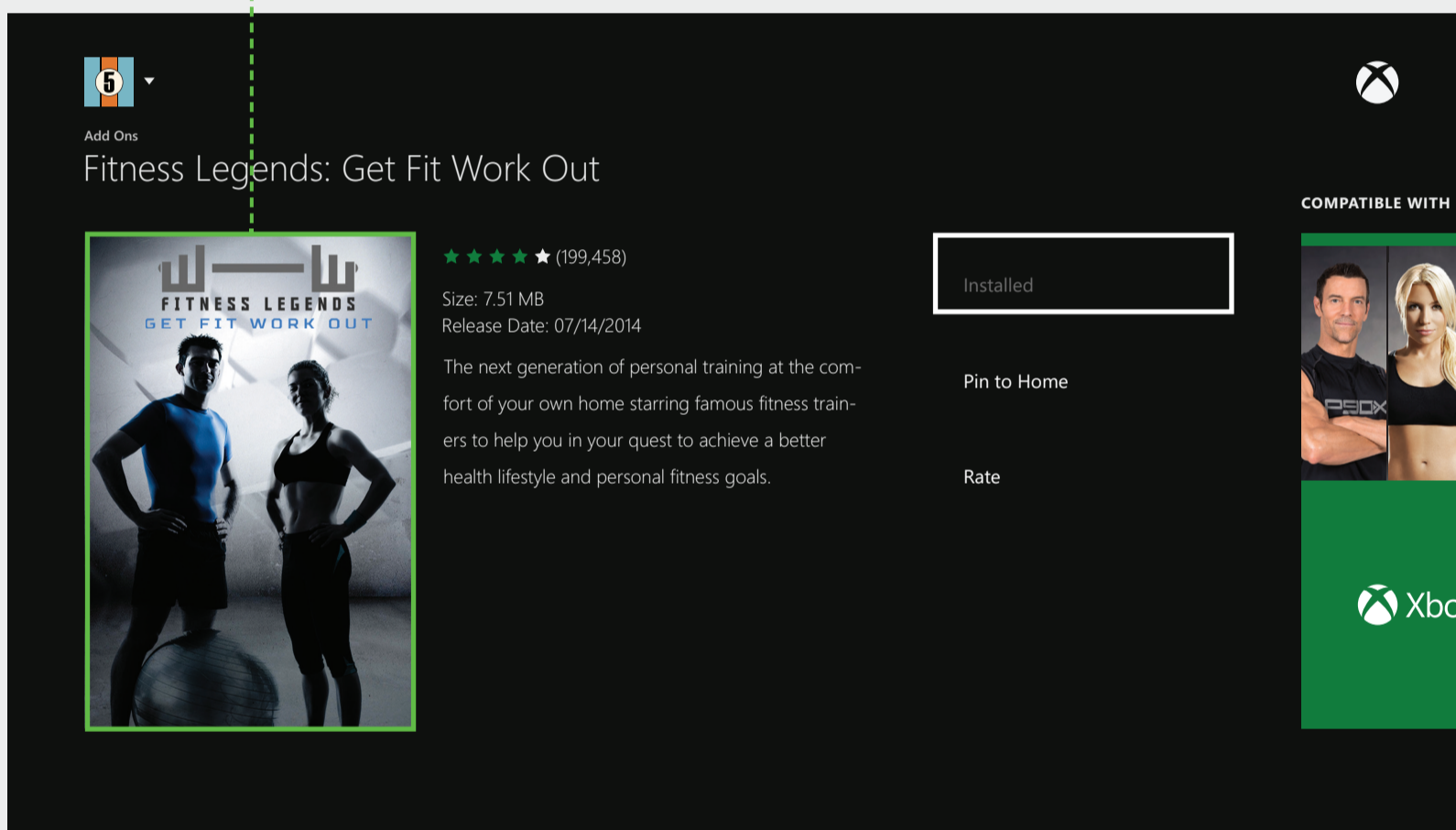
Box Art | Usage

Apps Detail: Poster Art

TEXT STRING

KEY ART

Poster Art
Poster.png (Scaled Down)



Note: System scales down Poster Art to fit in its appropriate place within the Xbox One Dashboard

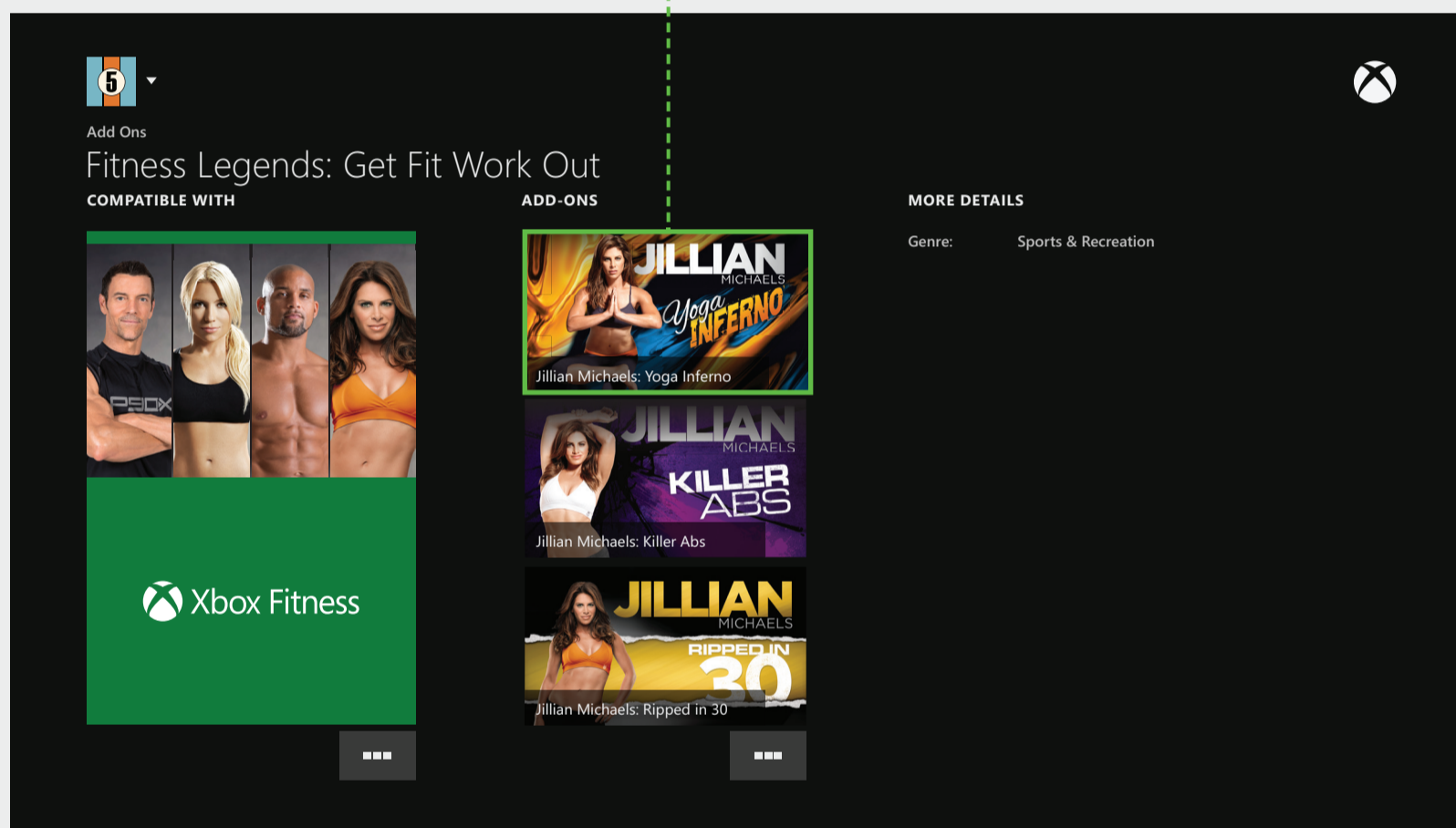
Box Art | Usage

Apps Detail: Landscape Art

TEXT STRING

KEY ART

Landscape Art
TitledHero_Art.png (Scaled Down)



Note: System scales down Landscape Art to fit in its appropriate place within the Xbox One Dashboard