Brand assets: Customizing the Start screen color



PMS 360 Green



PMS 279 Blue



PMS 123 Yellow



PMS 172 Red

Preferred option for all launch communications.

Customizing Start screen UI color

You can change the theme color of the tiles using any one of the four Windows Phone brand colors shown on this page. We have chosen these four colors to harmonize the Windows Phone Brand across communications. Please use the same color within the UI throughout your communications.

The following Windows Phone 7 partners are allowed to use choose one of their own brand color for the UI tiles:

- AT&T
- Orange, France
- Orange, UK
- T-Mobile, Germany

Don't:

Don't use any colors which fall outside of the guidance given above.

Primary colors

360 Green

PMS 360
C55+Y80
R107+G189+B70
#6BBD46

279 Blue

PMS 279
C70+M30
R85+G126+B185
#4891DC

123 Yellow

PMS 123
M20+Y100
R255+G194+B17
#FFB70F

172 Red

PMS 172
M65+Y85
R254+G88+B21
#FF4819

Secondary colors

Gray 1

PMS Cool Gray 1
K20
R210+G210+B210
#cccccc

Gray 10

PMS Cool Gray 10
K65
R120+G120+B120
#666666

Our brand colors

The communications we create are exceptionally diverse, and we use color to help unify our brand. The colors here are derived from our Windows heritage, and using them will help you build a look and feel that is distinctly "Windows Phone."