

## Introduction

The XBMC logo has been developed to provide a consistent identity to one of the most popular and fastest-growing applications on the Xbox scene. We encourage you to use the logo in your skins, fan sites, merchandise etc. to increase XBMC's exposure through consistent communication. These guidelines are intended to help you decide which version of the logo to use, and to show you how best to incorporate it into your designs.

## The Lozenge logo

This is the main version of the XBMC logo, and the one you'll see most often. It uses the 'MEDIA CENTER' subtitle to better define the software's purpose to the casual viewer (someone to whom 'XBMC' doesn't mean much by itself!).

### When should I use it?

If you want the XBMC logo to be quite prominent in your skins (and over 90 pixels high) then use this version. Its also the best version to use if you'd like to show a picture that represents XBMC on your website, for example if you're writing an article or news story about the software or the team.



The main version of the logo

## Alternate versions of the logo

Although the main version of the logo should be suitable for most applications, there will be times when an alternative version is more appropriate to your needs. The versions that follow should be used in the special circumstances described.



### Alternate Version 1: Powered by XBMC

You might find this version more appropriate when you want a more unique look to your skin, but still want to include a credit to XBMC. Place this logo discreetly into your design to give it the official badge. Make sure it's over 90 pixels high to be legible.



### Alternate Version 2: XBOXMEDIACENTER.COM

This should be used in merchandising applications, in order to attract interest to the XBMC website. If you've decided to create an XBMC T-Shirt, mousemat, or stained-glass window, this is the logo to use. If you're just linking to XBMC from your own website, please use either the main logo or the official linking button.



### Alternate Version 3: XBMC only

This version is designed for on-screen use when you want the XBMC logo to appear less than 90 pixels tall. It avoids the use of small text which may be illegible at small, low-res sizes.



### Alternate Version 4: Single-colour strip version

This is an alternate layout of the logo suitable for use in interface designs, where it should appear over 120 pixels high. It is also useful in situations where reproduction is limited to a single colour (some screen-printing, for example). This version may be reproduced in any single colour.



### Alternate Version 5: XBMC only single-colour strip version

This version of the strip logo should only be used in on-screen designs, and only when it appears less than 120 pixels high. In all other cases, please choose one of the other alternatives.

## Example implementations

These example images are intended to illustrate how each version of the XBMC logo might be used. Many other implementations are possible, so feel free to experiment using this document to guide you.

This idea for an XBMC skin shows the logo enhanced with pseudo-3D effects to create a more television-centric look. (Bitmap versions of this version are available for this purpose). In this design, the application is principally labelled 'XBMC' so the main version of the logo is used. On an internal page, Alternate Version 5 is used to brand a navigation bar.



In a merchandising application such as a T-shirt or mug, the correct logo to use is Alternate Version 2. This version features the XBMC web address, and so helps promote the site and the project in general. Merchandise may be offered by the XBMC team in the future to support the development of the project.

In this example, the skin designer has used the versatility of XBMC's skin engine to create a themed, DVD-like look, appropriate in this case to comic book subject matter. For times like this where the XBMC logo could not easily be thematically incorporated, Alternate Version 1 (the 'Powered by XBMC' badge) can be used. This establishes the overall interface as the designer's own, while acknowledging that XBMC is providing the underlying engine to structure and display the content.



In this detail from an OSD design, the designer has used Alternate Version 3 of the logo, as they expect the logo to appear less than 90 pixels high.

## What not to do...

We hope that the range of logos offered allows a very flexible approach to implementing the XBMC identity. We're sure you'll agree that its important for the logo to always appear as intended, so we've prepared below some common-sense examples of how you really shouldn't use the logo...



### Don't change the colours

The colours used in the XBMC logo are a very important part of our identity. Please don't alter the colour scheme of the logo for your designs. The exception to this is Alternate Versions 4 and 5 which may appear in any single colour



### Don't replace the fonts or text

Consistent appearance of the logo strengthens our identity so it's important that it always looks the same. Please don't edit the logo to replace the fonts or change the default text on any of the options.



### Don't resize elements of the logo

By changing the size or otherwise altering individual elements in the logo, you alter its proportions and its appearance. Please make sure when you're resizing the logo to keep all the elements in proportion.



### Don't blur or fade-out the logo

The logo should always appear crisp and clear, so please don't blur it into the background or use it as a 'watermark'. While the logo doesn't always need to be large, it should always be legible.



### Don't skew or rotate the logo

The logo should always appear in its standard orientation. Please don't rotate or skew it, or in any other way distort that standard proportions.

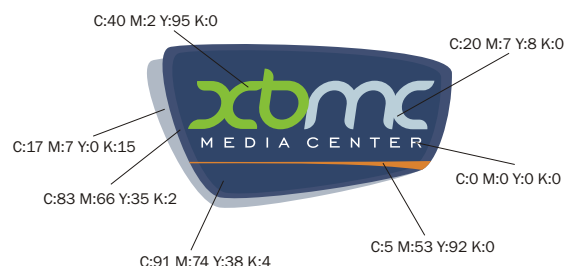
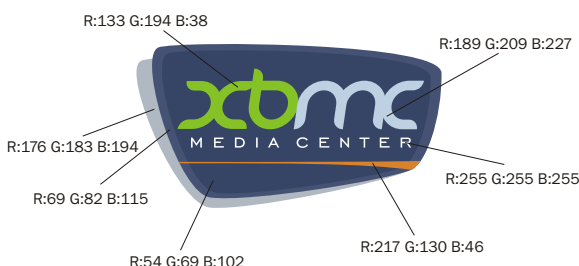


### Don't hide the logo

The logo should always be completely visible. Please don't obscure it behind other elements in your designs.

## Colour reference

We imagine that most of the time you'll be implementing the XBMC identity on-screen, so the logo has been designed using the RGB colours below. We've also provided CMYK colours in case you'd like to print the logo professionally.



## Files

Below are the filenames used to denote each version of the logo. Logo images have been supplied as vector artwork in Adobe Illustrator format (.ai) and as transparent-background bitmaps in PNG format. The bitmaps are supplied at a large size to preserve quality.



main\_logo.ai  
main\_logo.png



alternate\_1\_logo.ai  
alternate\_1\_logo.png



alternate\_3\_logo.ai  
alternate\_3\_logo.png



alternate\_2\_logo.ai  
alternate\_2\_logo.png



alternate\_4\_logo.ai  
alternate\_4\_logo.png



alternate\_5\_logo.ai  
alternate\_5\_logo.png



main\_logo\_3D.png



alternate\_1\_logo\_3D.png



alternate\_3\_logo\_3D.png



### Web linking button

If you want to link to the XBMC website from your own site, you can use this link button. It is supplied in GIF format, as web\_linking\_button.gif