



Introducing  
Windows® Phone  
design system,  
codename: Metro

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As we go through the process of building Windows Phone, we want to think about how we design and develop in ways that will set us apart.

This is a book that explains how we plan to do that – through our design language, internally code named Metro, through our seven areas of differentiation, and through our Red Threads, or guiding principles.

To help tell the story, we introduce our muses, Anna, Miles and their son, Luca. They represent classic Life Maximizers – busy personally and busy professionally, constantly juggling priorities, settled rather than seeking, and valuing technology as a means to an end, a way to get things done. Sound familiar?

Whether you're new to Windows Phone, or you've been around for a while, we hope you'll find in here the principles and values that will guide us moving forward.

Welcome to Windows Phone







# METRO

METRO IS OUR CODE  
NAME FOR OUR  
DESIGN LANGUAGE.  
WE CALL IT METRO  
BECAUSE IT'S MODERN  
AND CLEAN. IT'S FAST  
AND IN MOTION.  
IT'S ABOUT CONTENT  
AND TYPOGRAPHY.  
AND IT'S ENTIRELY  
AUTHENTIC.

READ THIS NOW,  
BEFORE WE PUT IT  
IN MOTION.

Life is in motion. So are we.  
Motion brings Metro to life, moving swiftly,  
responding to input, tying everything together.  
You know how good that feels?

A UI that feels light and responsive.  
A UI that is clean, light, and open.  
A UI with white space.  
How's that for a new possibility?

WE LOVE  
BRAND NEW  
POSSIBILITIES-  
CLEAN, LIGHT,  
OPEN.

LET'S BE HONEST.  
IT IS WHAT IT IS.

Let's be authentic. After all, our hardware is naturally simple and modern. No decoration, no ornamentation, no need.



Words are a common element across all UI designs. Let's make them feel welcome. Let's think about weight, balance, and scale. Let's make words beautiful.

TYPOGRAPHY  
IS BEAUTIFUL.  
PERIOD.

WHEN ALL  
IS SAID  
AND DONE,  
CONSUMERS  
WANT  
CONTENT.

We think content should be elevated, and everything else should be minimized. Especially with touch interfaces, content is UI, and users should be able to interact directly. Simple as that.



WINDOWS  
PHONE  
LETS YOU BE  
CONNECTED.

METRO LETS  
YOU LOVE  
BEING  
CONNECTED.





This is Miles.

The Start Experience

Anna and Miles start each other up.  
That's because the people and things you care  
about most appear as soon as you start up.  
And when their status changes, you'll be  
immediately notified.

TO WHAT  
MATTERS FIRST  
AND FOREMOST.

TO  
THE HERE  
AND NOW.



This is Anna.

Social Communications

Anna connects to Miles. Miles connects to work.  
Work connects to friends. Friends connect to  
Facebook. Facebook connects to Anna.  
You get the picture.



#### Hardware Choices

Miles doesn't just design buildings. He designs buildings for people. To Anna and Miles, their phones are expressions of individual choices they make every day.

TO  
HAVING  
CHOICES  
ALONG  
THE WAY.

TO  
YESTERDAY  
AND TO  
ONE DAY.



Photos

Anna takes a picture and sends it to Miles, in a matter of seconds. The camera is quick, you can upload photos instantly to the web, and it takes amazing images.





Location Aware Search

Driving directions get Anna and Miles to wherever they're going. Start with your location, and our map and compass will deliver you to the door.

TO WHEN YOU  
DON'T KNOW  
HOW TO GET  
THERE.

TO  
YOUR KID  
AND THE KID  
IN YOU.



Gaming

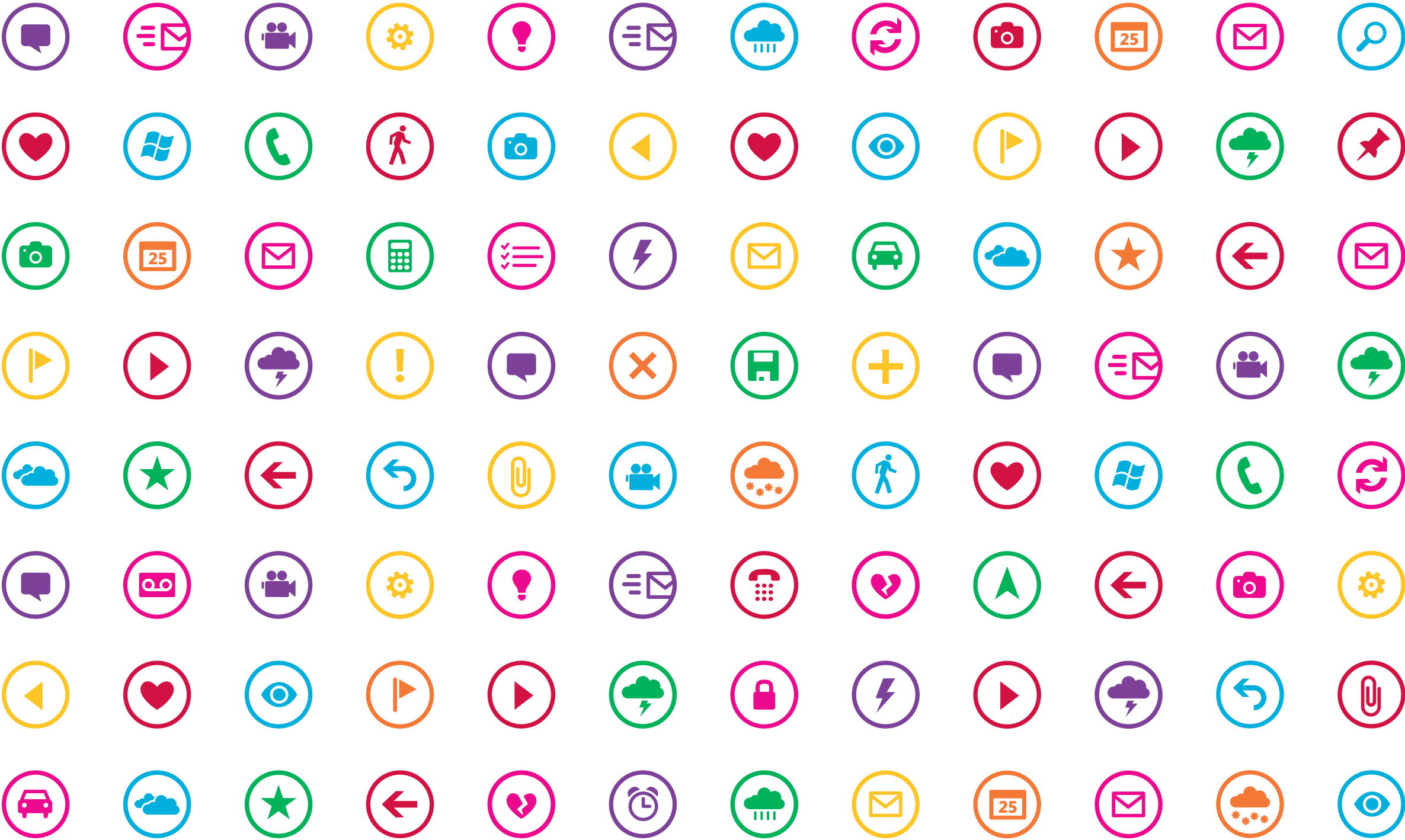
Anna and Miles' son, Luca, plays Xbox LIVE games on his dad's phone, just like he would on his Xbox. No matter where you play, either online or on other Windows Phones, you can play with friends and keep adding more and more achievements to your profile.



Best in Business

Miles stays in touch with work through simple, efficient features that make it easy for him to be wherever he needs to be, at all hours.

TO  
WORKING  
9 TO 5,  
AND  
5 TO 9.





RED THREADS.

THESE ARE  
THE PRINCIPLES  
THAT GUIDE  
THE EXPERIENCES  
WE BUILD.

PERSONAL:  
YOUR DAY,  
YOUR WAY.

Your Windows phone contains your life, and is  
unique as you are.

RELEVANT:  
YOUR PEOPLE,  
YOUR LOCATION.

Your Windows phone knows where you are  
and who you care about to give you what you  
need, just when you need it.

CONNECTED:  
YOUR STUFF, YOUR  
PEACE OF MIND.

Your Windows phone connects you to what you need and keeps it safe – across your PC, the web, and beyond.