

Windows Phone

WINDOWS PHONE STORE APPS | STANDARD ICON SIZES | [START SCREEN](#)

See “Start screen” folder for .psd and .png templates

Scale-240 assets must be provided at **minimum**; preferably **all**.

Start screen assets should have a transparent background. In your app manifest, set the property name to “Assets\<assetname>.png” and set a value for VisualElements@BackgroundColor.

Square71x71Logo

(Start screen small tile)

100

<assetname>.scale-100.png

71x71px | 19, 19px padding | 32x32px logo

140

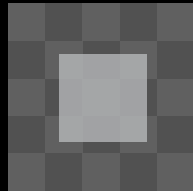
<assetname>.scale-140.png

99x99px | 27, 27px padding | 45x45px logo

240

<assetname>.scale-240.png

170x170px | 46, 46px padding | 77x77px
logo



Square150x150Logo

(Start screen medium tile)

100

<assetname>.scale-100.png

150x150px | 45, 45px padding | 60x60px logo

140

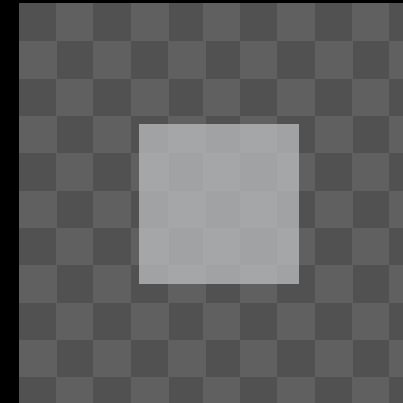
<assetname>.scale-140.png

210x210px | 63, 63px padding | 84x84px logo

240

<assetname>.scale-240.png

360x360px | 108, 108px padding | 144x144px
logo



Wide310x150Logo

(Start screen wide tile)

100

<assetname>.scale-100.png

310x150px | 125, 45px padding | 60x60px
logo

140

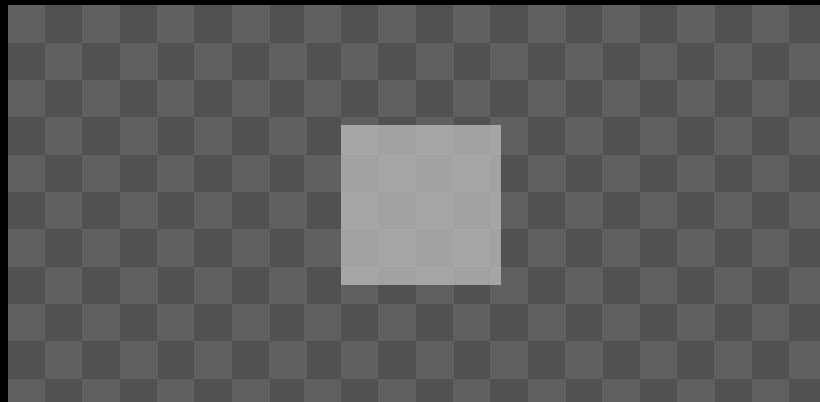
<assetname>.scale-140.png

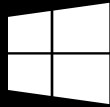
434x210px | 175, 63px padding | 84x84px
logo

240

<assetname>.scale-240.png

744x360px | 300, 108px padding | 144x144px
logo





Windows Phone

WINDOWS PHONE STORE APPS | STANDARD ICON SIZES | [APPLICATION & STORE ICONS](#)

See “Application and store icons” folder for .psd and .png templates

Scale-240 assets must be provided at **minimum**; preferably **all**.
[Application and store icons assets should have transparent background](#). In your app manifest, set the property name to “Assets\<assetname>.png” and set a value for VisualElements@BackgroundColor.

Square44x44Logo

(“All apps” list tile)

100

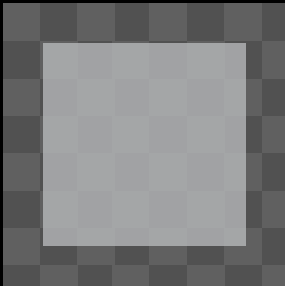
<assetname>.scale-100.png
44x44px | 6, 6px padding | 32x32px logo

140

<assetname>.scale-140.png
62x62px | 9, 9px padding | 44x44px logo

240

<assetname>.scale-240.png
106x106px | 15, 15px padding | 76x76px logo



StoreLogo

(Package/Properties/Logo)

100

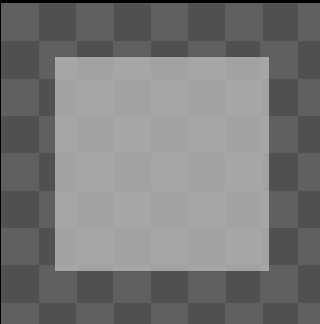
<assetname>.scale-100.png
50x50px | 9, 9px padding | 32x32px logo

140

<assetname>.scale-140.png
70x70px | 12, 12px padding | 46x46px logo

240

<assetname>.scale-240.png
120x120px | 20, 20px padding | 80x80px logo



Windows Phone

WINDOWS PHONE STORE APPS | STANDARD ICON SIZES | [FILE TYPE AND PROTOCOL ASSOCIATIONS ICONS](#)
See “File protocol and association icons” folder for .psd and .png templates

Provide all assets.
[File type and protocol association icons](#) should have a solid background, and should match your app’s tile logos. In your app manifest, set FileTypeAssociation/Logo or Protocol/Logo to “Assets\<assetname>.png”.

<assetname>.targetsize-63.png

63x63px



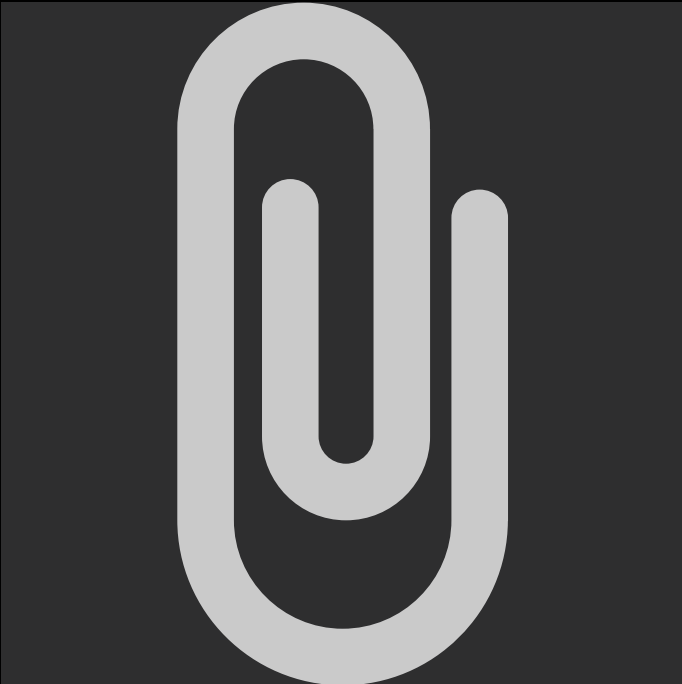
<assetname>.targetsize-129.png

129x129px



<assetname>.targetsize-336.png

336x336px



(shown at reduced size)



Windows Phone

WINDOWS PHONE STORE APPS | [HUB BACKGROUND](#)
See “Hub background” folder for .psd and .png templates

Scale-240 assets must be provided at **minimum**; preferably **all**.
A dark, soft, and low-contrast background is best. Solid colors and gradients work well. Optionally, append “_theme-dark” or “_theme-light” to indicate that a particular asset should be loaded by the system depending on the theme in effect. For example, “MyHubBackground.scale-240_theme-dark.png” will be loaded when it’s the best sized asset for the scaling factor and the theme is set to dark.

Hub background

- 100

<assetname>.scale-100.png

640x533px
- 140

<assetname>.scale-140.png

1097x914px
- 240

<assetname>.scale-240.png

1536x1280px



(shown at reduced size)

Windows Phone

WINDOWS PHONE STORE APPS | [SPLASH SCREEN](#)

See “Splash screen” folder for .psd and .png templates

Scale-240 assets must be provided at **minimum**; preferably **all**.

[Splash screen assets](#) should have a transparent background. In your app manifest, set SplashScreen@Image to “Assets\<assetname>.png” and set a value for SplashScreen@BackgroundColor.

SplashScreen@Image

100

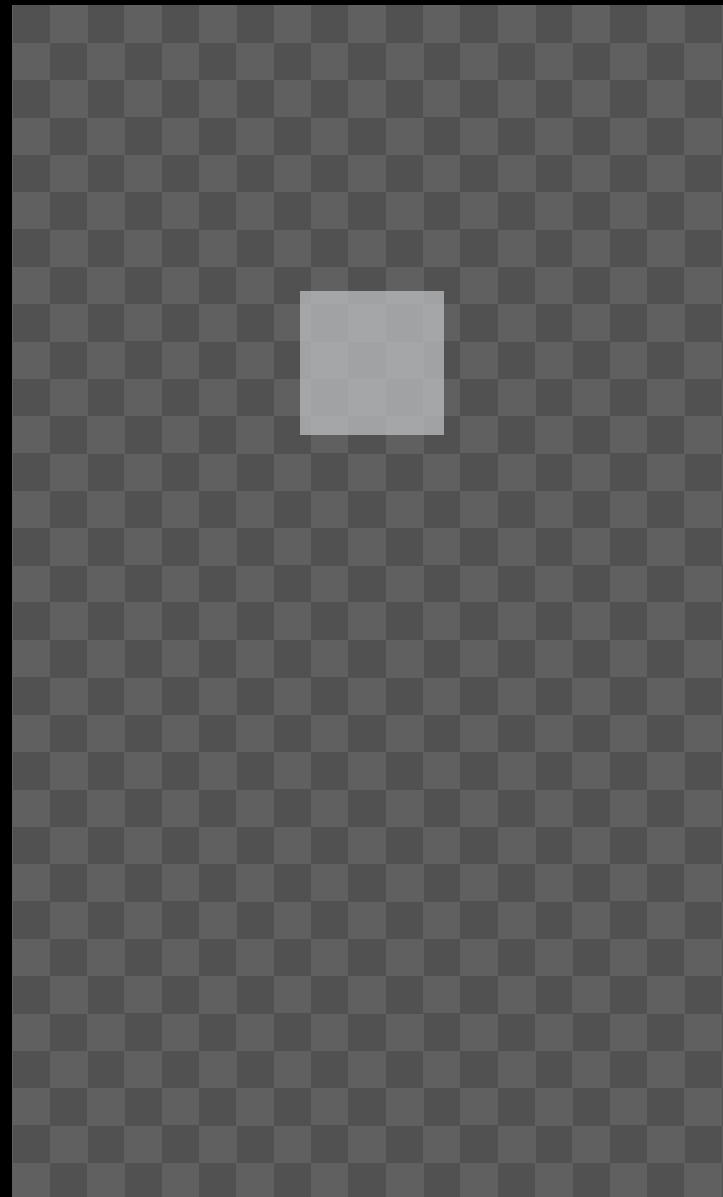
<assetname>.scale-100.png
480x800px

140

<assetname>.scale-140.png
672x1120px

240

<assetname>.scale-240.png
1152x1920px



(shown at reduced size)

Windows Phone

WINDOWS PHONE STORE APPS | STANDARD ICON SIZES | [APP BAR BUTTON](#)

See “App Bar Button” folder for .psd and .png templates

Scale-240 assets must be provided at **minimum**; preferably **all**.

[Assets used in a bitmap icon in an app bar button](#) should have a transparent background; they essentially function as opacity masks and they work with both dark and light themes.

App bar button

100

<assetname>.scale-100.png

32x32px | 7, 7px padding | 18x18px icon



140

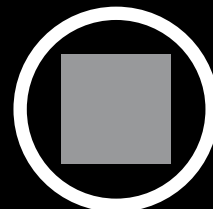
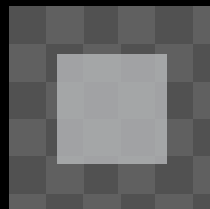
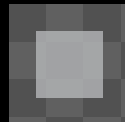
<assetname>.scale-140.png

45x45px | 10, 10px padding | 25x25px icon

240

<assetname>.scale-240.png

77x77px | 18, 18px padding | 41x41px icon



as rendered