

Microsoft logo guidelines

April 2013



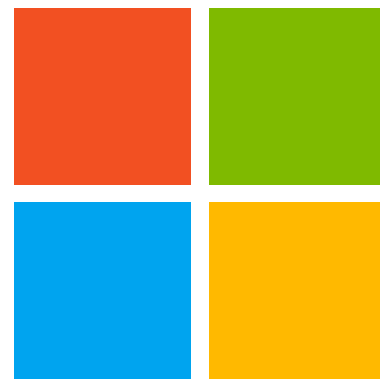
Microsoft confidential.

Perfect time for a new logo

With the recent release of an unprecedented wave of new products and connected experiences across PCs, phones, tablets, and TVs, we felt our logo should evolve as well, visually accentuating this new era.

The new Microsoft logo is familiar and welcoming, drawing upon the heritage of our brand values, typeface, and colors. The symbol is built for the digital world, supporting the diversity of our businesses, representing and endorsing our products and services.

Download the logo from [Brand Tools](#).

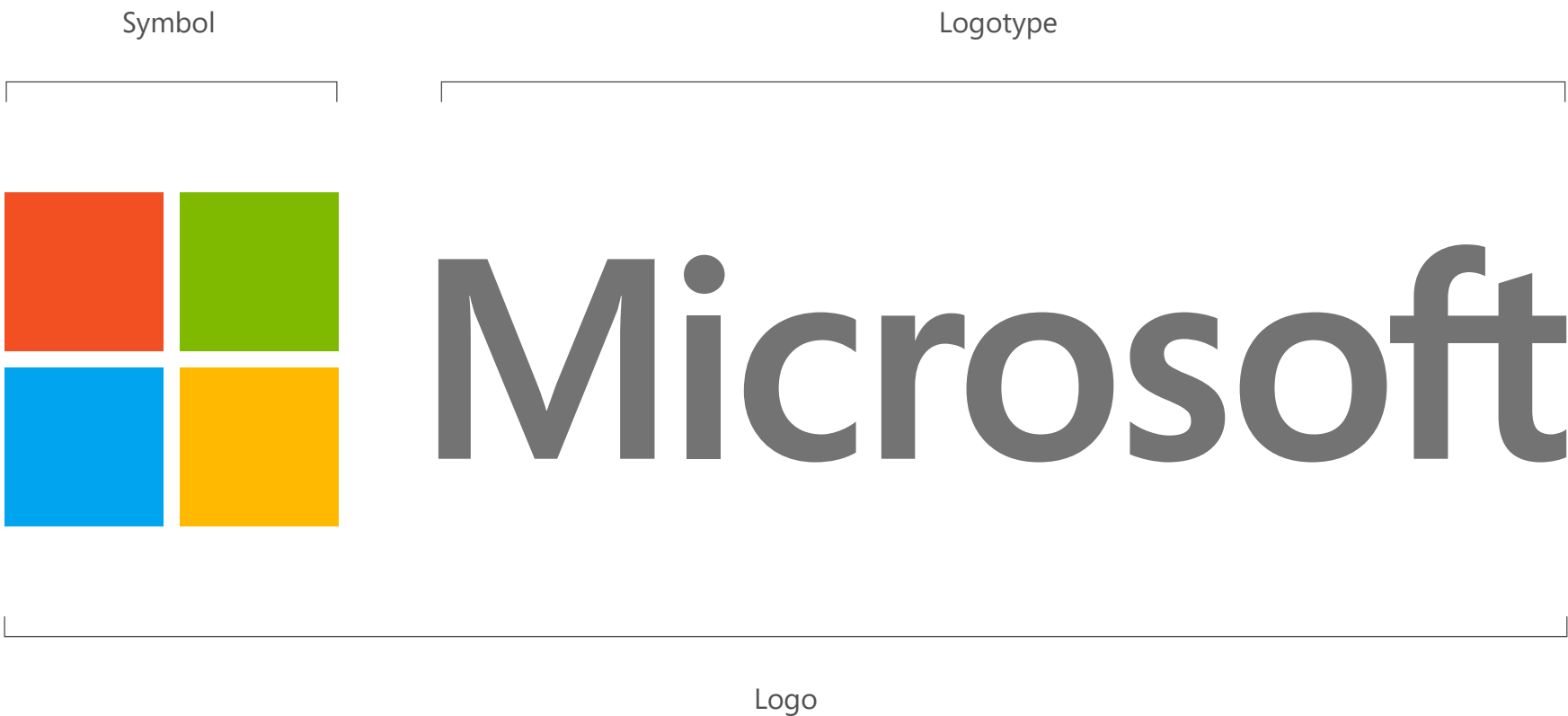


Microsoft

The logo = symbol + logotype

The logo has two components – the symbol with multiple squares of color intended to symbolize the company’s diverse portfolio of products, and the logotype that uses the Segoe typeface used in our products and marketing communications.

The symbol must be used as part of the logo in all communications. The symbol alone is only used as a favorites icon by MSCOM and the Microsoft Store. No other use is allowed at this time. If you have questions, visit [Help center](#).



All Microsoft
marketing and
communications
must use the logo

Use the Microsoft logo on 100% of internal and
external marketing and communications.



Microsoft

Let the logo breathe

Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital M.

Minimum size

In print, the logo should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

Registration marks

In marketing, registration marks on the logo are no longer necessary, except in consumer packaging applications.

Logo art files (PDF or EPS)

We use PDFs as our standard vector file format. Today's PDF is versatile and provides better screen preview and compatibility with other programs than EPS files. PDF files are fully scalable and work like .AI or .EPS files. PDF files can be placed in InDesign as a link graphic or opened in Illustrator. We do not offer AI or EPS files.

Clear space



Minimum size



On-screen: 70 px
Print: 1" (25 mm)

Logo color

The full-color logo is the primary version of the logo and is always preferred. Use the positive version (logotype in gray) on light or white backgrounds.

The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.

Full-color positive



Full-color reverse



One color

Use the full color logo. A one color logo is only acceptable when media reproduction is limited. In these cases, the logo may be reversed to white on a brand color or image. A black logo is allowed when media reproduction is black only.

The logo can be embossed, debossed, etched, or engraved on materials such as glass, brushed aluminum, or wood. Please visit [Help center](#) for guidance on specific executions.

White logo



Black logo



Examples



Etched aluminum sign



Pen

Acceptable backgrounds for the full-color logo

The full-color logo may be shown on any of the colors shown here or on simple areas of photographs.

* To ensure the integrity and visual impact, when the Microsoft logo appears 1.125" or smaller in width use a white background color (preferred), or one of the alternate dark colors marked with an asterisk noted to the right.



White*



Cyan 300



Blue 660



Blue 286*



Blue 288*



Purple 526



Purple 269*



Red 1807



Orange 144



Green 348*



Teal 3295



Cool Gray 7



Cool Gray 11



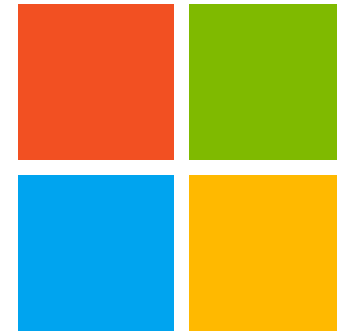
Black*

Use the display version of the logo for very large applications

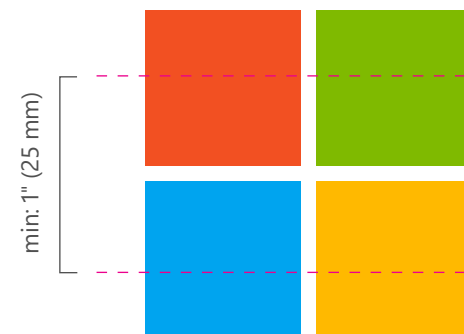
The standard version of the logo is optimized for use at small sizes, making it the best choice for most marketing applications. Subtle adjustments have been made to the standard logo to help it reproduce cleanly and clearly at small sizes. However, these adjustments—called ink traps—are distracting and unnecessary when the logo is enlarged.

If the logo will be displayed at a size where the M in the logotype is more than 1 inch (25 mm) tall, use the display logo artwork.

Standard logo



Display logo



Placement on the end card in TV advertising and video

The Microsoft logo must appear on the end-card screen of every TV advertisement and video to reinforce the association between Microsoft and product.

Timing

The Microsoft logo must appear for a minimum of one second.

Size

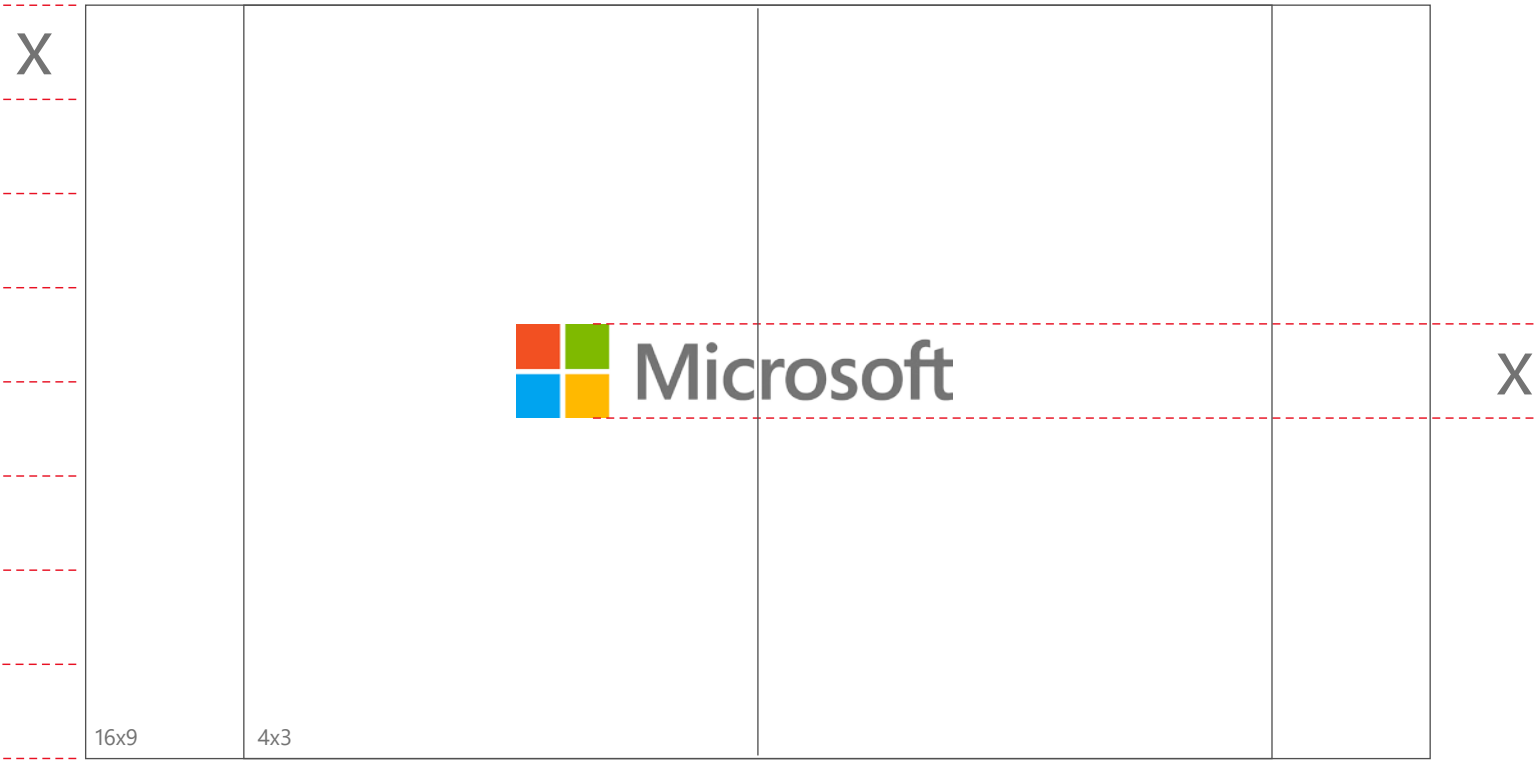
The height of the symbol in the logo must be 1/8 of the vertical height of the video end card frame, or the Microsoft logo cap height must be equal in size to the product logo cap height.

Background

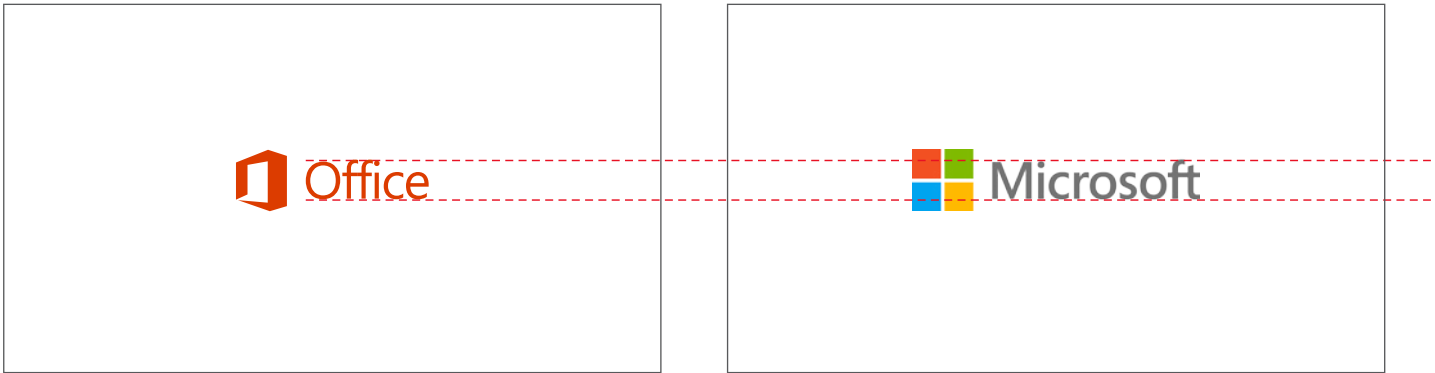
The logo should appear on a white background (preferred). Alternately, it may appear on a black background.

Placement

The Microsoft logo should be centered horizontally and just slightly above vertical center.



The height of the symbol in the logo must be 1/8 the height of the end-card.



The Microsoft logo and product logo are equal cap height.



Do not change the size relationship of the symbol to the logotype.



Don't add effects like shadows, dimensions, and gradients to the logo.



Don't create logo "lockups" by adding text in close proximity to the logotype.



Don't create logo "lockups" by adding text in close proximity to the logo.



Don't stretch the logo.



Don't compress the logo.



Do not add anything to the symbol.



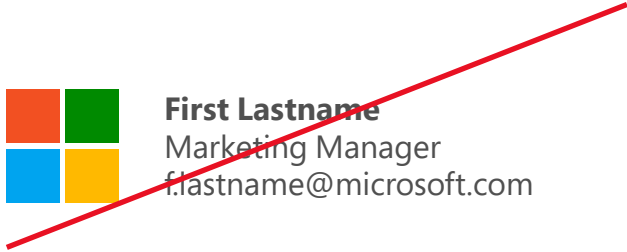
Don't alter the color specifications within the symbol or the logotype.



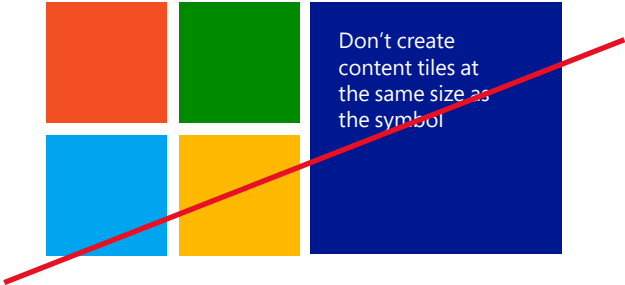
Do not attach text of any kind to the symbol



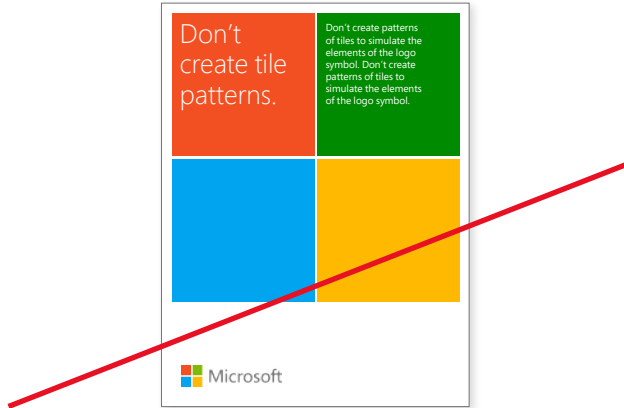
Don't create multi-color logos for any sub-brand, business group or division. Only the master brand may use multiple colors.



Don't use the symbol by itself in email signatures. Refer to page 83 for the approved email signatures.



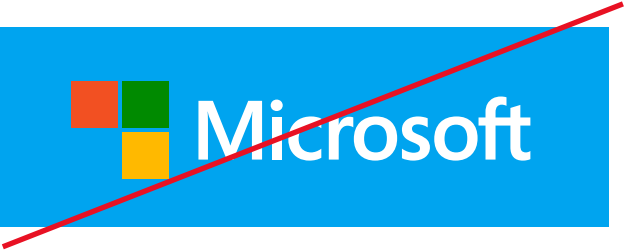
Don't create content tiles at the same size as the symbol



Don't create patterns of tiles to simulate the elements of the logo symbol.



Don't place the logo over busy photographic backgrounds.



Don't place the logo on backgrounds that provide insufficient contrast.

Design matters

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Microsoft communications will be stronger for it.

Brand Tools has additional resources and guidance on the entire Microsoft brand. If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact [Help Center](#).

 <https://brandtools.microsoft.com>

Thank you