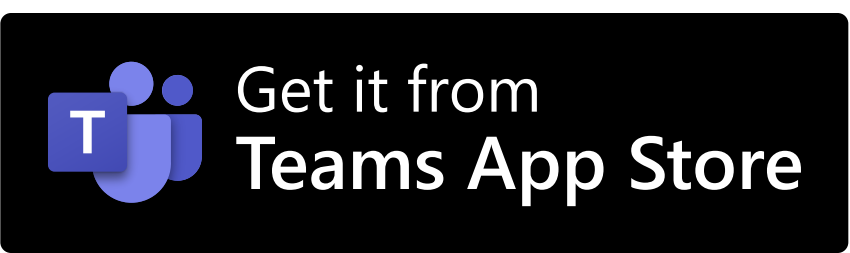


Purpose

What is this guide?

These guidelines will help you correctly and easily promote content available in Teams App Store.

Feature Microsoft Teams App Store badges every time you promote games, apps, software, and other content available in Microsoft Teams Store. We have recently unified our stores to offer a simpler experience—we are introducing a single badge design.



Teams App Store badge

Badge Generator

The [Badge Generator](#) is a simple way to create and get all the badge and hyperlinks to Teams App Store.

Badge artwork

The badge artwork is provided in .png format for low resolution web or onscreen communications and .pdf format for use in printed materials and high resolution web and onscreen placements. Only use the artwork provided here. Never create your own badges or alter artwork in any way.

Requirements

The Teams App Store badge must be legible on all marketing communications in which you promote content offered on Teams App Store. For all web communications you must provide a link to content in the stores.

Minimum size

In print, the logo should never appear smaller than .27in or 7mm tall. On-screen, it must appear at least 32 pixels tall. The "Get" badge is for online use only. Minimum size is 14 pixels and up to 31 pixels tall. When larger than 31 pixels, use the "Get it from Teams App Store" default badge.

Clear space

Preferred clear space is equal to one-quarter of the height of the badge.

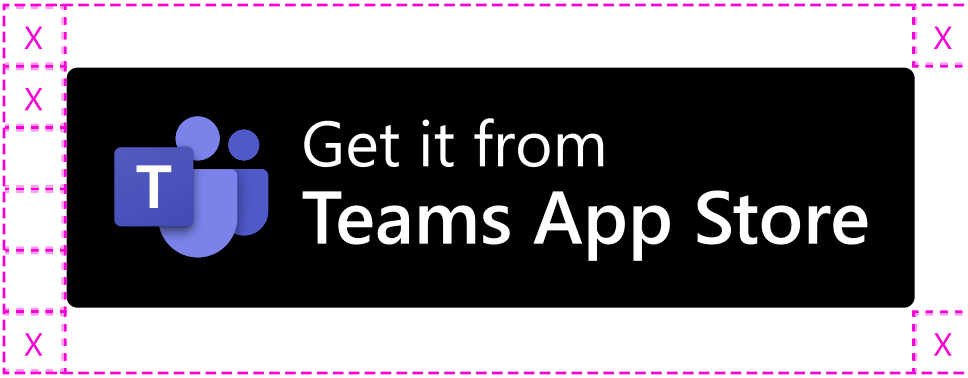
When badge is placed within very limited space, such as mobile device banners, minimum clear space is equal to onetenth of the height of the badge.



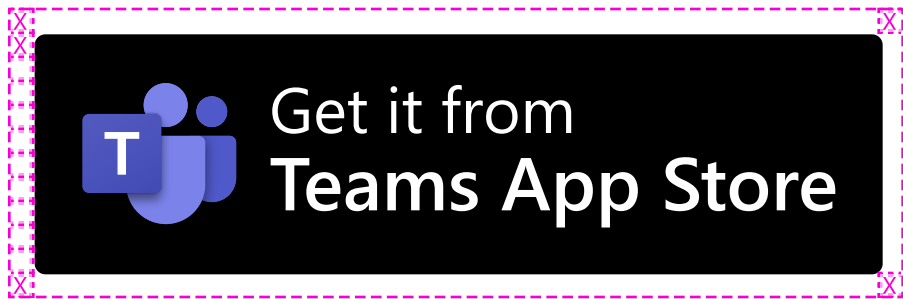
For print: 27 in or 7mm tall  
For online: 32px tall



Minimum: 14px tall  
Maximum: 31px tall



Preferred clear space is 1/4 of the height of the badge



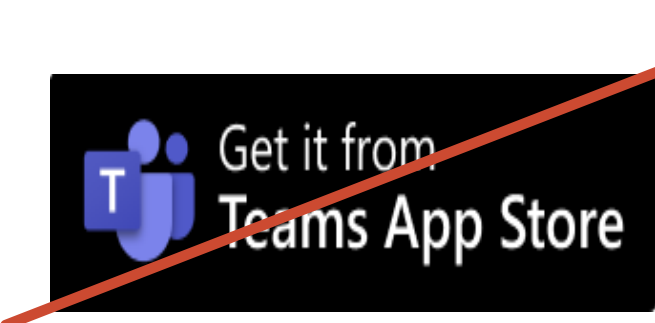
Minimum clear space for limited space is 1/10 of the height of the badge



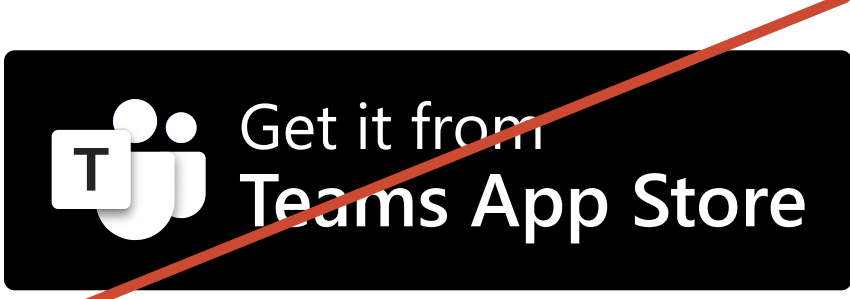
Additional guidance for the Teams App Store badge

Use only the Teams App Store badge artwork provided by Teams.

Do not modify, angle, animate, rotate, or tilt the Teams App Store badge.



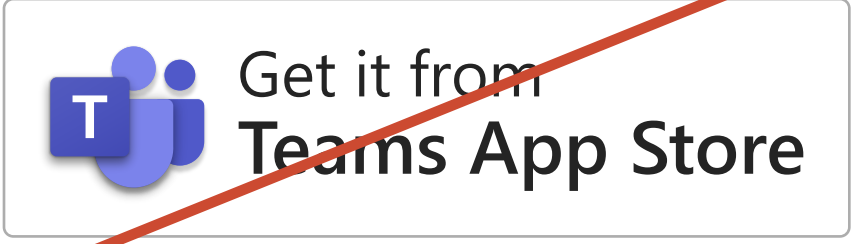
DO NOT compress or stretch the badge



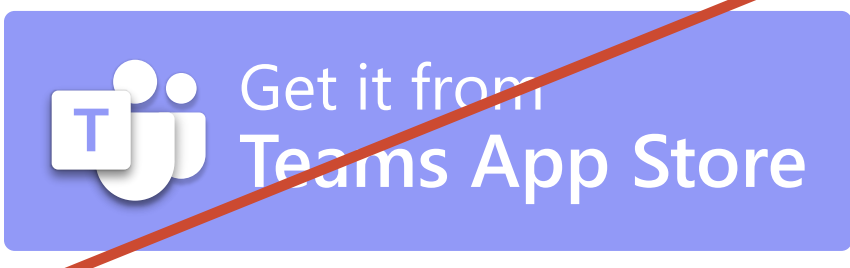
DO NOT use one-color badge



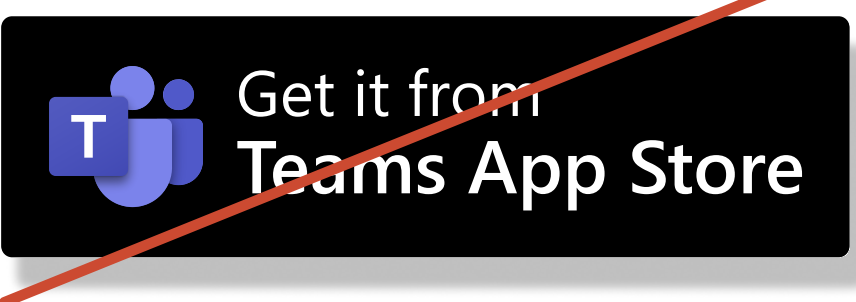
DO NOT rotate the badge



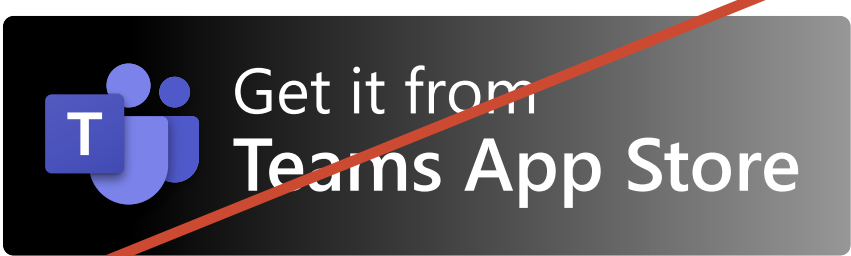
DO NOT reverse background color



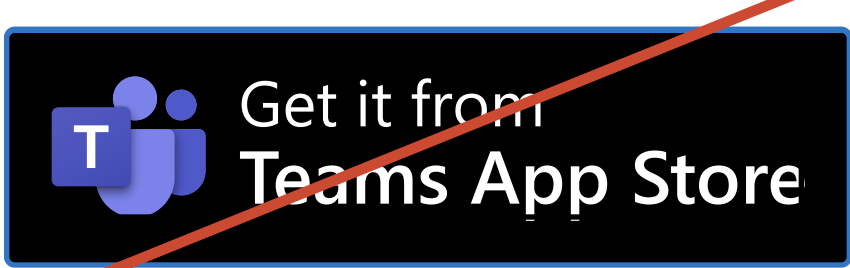
DO NOT change background color



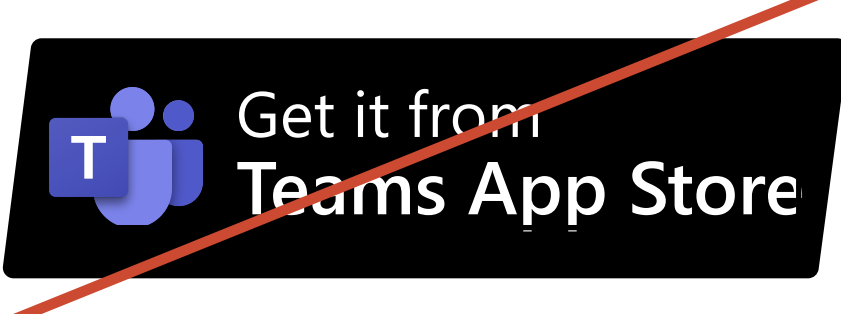
DO NOT add drop shadows



DO NOT use gradient colors



DO NOT alter the border



DO NOT distort the badge



DO NOT change text



DO NOT rearrange the badge

Banners

Want to promote your product, but don't know where to start? We've created these examples to showcase how a simple campaign might look.

Always center-align the badge. Use small badge when space is limited.

