Microsoft logo overview

Use the full-color Microsoft logo on every communication, whether it features a particular product, a company-wide offering, or anything in between. By using the logo correctly, we align all of our efforts to create a more cohesive Microsoft story.

External and internal communications that require the Microsoft logo include:

- Animation
- Presentations
- Events
- Video
- Marketing
- Advertising
- Social media
- Packaging
- Device badging
- Digital small space
- Websites

All logo artwork is created by Microsoft Brand Studio and is available on Brand Tools.

→ Brand Tools

Logo

Our logo consists of the logotype and symbol. The four color squares of the symbol represent the diversity of our businesses, products, and services.

Clear space

Preferred

Minimum

Minimum size

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

Backgrounds

The full-color logo may appear on any of the colors shown here or on simple areas of photographs. To ensure the integrity and visual impact of the logo when it appears at small sizes, use a white background color (preferred) or one of the dark colors.

White R255 G255 B255

Rich Black R0 G0 B0

Dark Gray R80 G80 B80

Mid Gray R115 G115 B115

Dark Purple R50 G20 B90

Purple R92 G45 B145

Dark Blue R0 G32 B80

Mid Blue R0 G24 B143

Blue R0 G120 B215

Dark Magenta R92 G0 B92

Magenta R180 G0 B158

Dark Red R168 G0 B0

Dark Teal R0 G75 B80

Teal R0 G130 B114

Dark Green R0 G75 B28

Green R16 G124 B16

Photography

Restricted use

Logotype

The Microsoft logotype should not be used by itself, separate from the symbol, other than in specific circumstances approved by Microsoft Brand Studio.

Stand-alone symbol

The symbol may not be used by itself except in a few specific circumstances approved by Microsoft Brand Studio.

One-color logo

Use of the one-color logo is restricted to instances where printing limitations dictate. If required, the preferred option is an all-white logo reversed out of a color. On unprinted finishes, etching or embossing is allowed. An all-black logo can be used for newsprint.
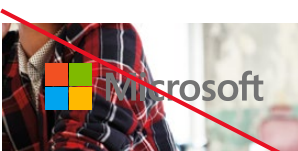
Don'ts
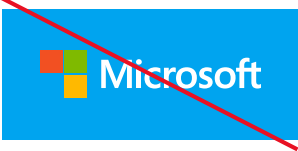
Don't place the logo on backgrounds that provide insufficient contrast.

Don't use a logo that is reversed to white in a full-color communication.

Don't place the logo over busy backgrounds.

Don't create logo "lockups" by adding text below the logo.

Don't create new logos.