

# Logo Guidelines

# Our logo lets people know who we are. It's our calling card.

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

# Use the full-color Microsoft logo on *every communication*

The logo has two components: the symbol with multiple squares of color, which symbolizes the company's diverse portfolio of products; and the logotype in the Segoe typeface, which is used in our products and marketing communications.

## **Display version of the logo**

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" version of the artwork provided on Brand Tools.

## **Trademark symbols**

In marketing, trademark symbols are no longer required on the logo, except when the logo appears on consumer packaging.

## **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 do. PDF files are fully scalable and work like AI or EPS files. PDF files can be placed in InDesign as link graphics or opened in Illustrator. We don't provide the logo art in AI or EPS files.



# Restricted uses

There are circumstances that the logotype, symbol, and one-color logo may be used. These uses must be approved by Microsoft Brand Studio.

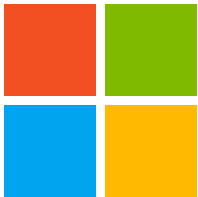
[➔ Contact Help Center with questions](#)

## Logotype

Microsoft

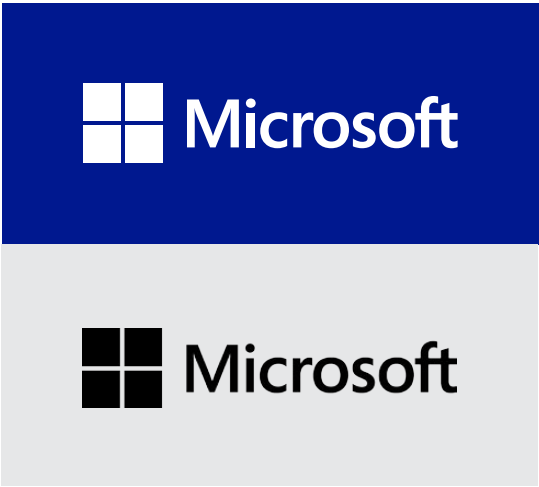
The Microsoft logotype should not be used by itself, separate from the symbol, other than in specific circumstances approved by Microsoft Brand Studio.

## 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.

# Clear space and minimum size

**Clear space**

We respect the logo by giving it some space. The preferred clear space is equivalent to the height of the symbol. 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.

Preferred



Minimum size



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

Minimum



# Logo color

**Full-color logo**

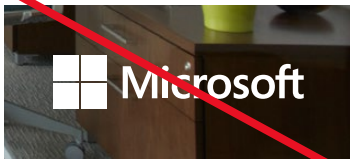
The full-color logo is the primary version of the logo and is always preferred. Use the positive version (logotype in gray) on light or white backgrounds.

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

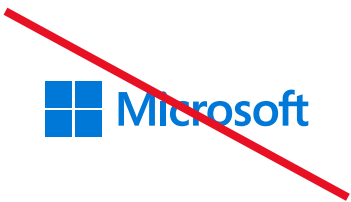
Full-color positive



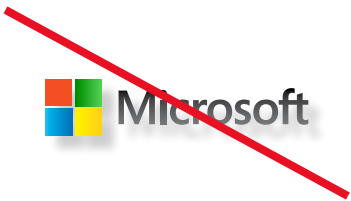
Full-color reverse



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



Don't use a one-color logo.



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

# Background colors

The full-color logo may appear on any of the colors shown here.

To ensure the integrity and visual impact of the Microsoft logo when it appears at small sizes, use a white background color (preferred), or one of the dark colors.



White



Rich Black



Dark Gray



Mid Gray



Dark Magenta



Magenta



Dark Purple



Purple



Dark Blue



Mid Blue



Blue



Dark Red



Dark Teal



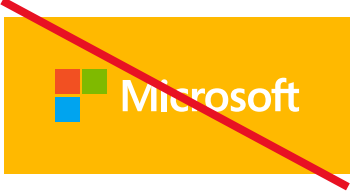
Teal



Dark Green



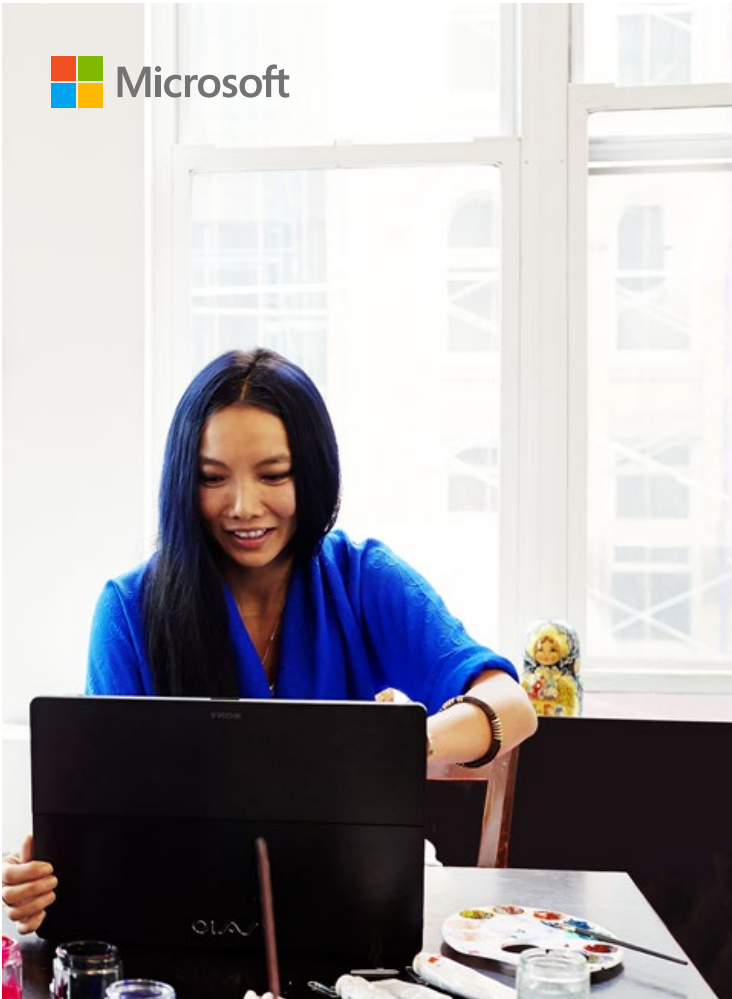
Green



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

# Background photography

The full-color logo needs to appear on simple areas of photographs. Please select photography that follows Microsoft guidelines.

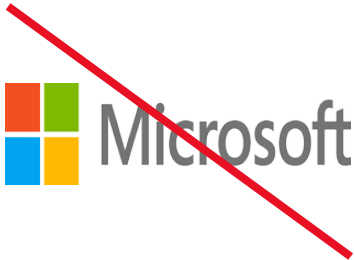


Don't place the logo over busy backgrounds.

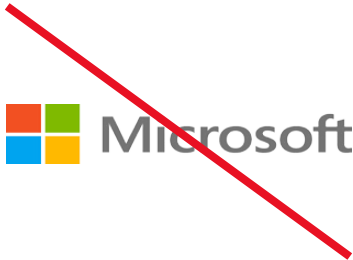


Don't use a logo that is reversed to white in a full-color communication.

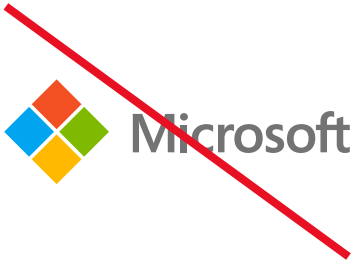




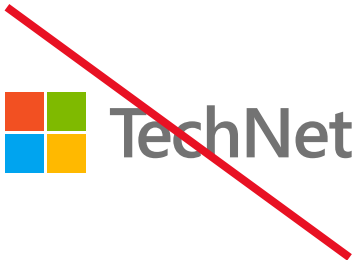
Don't compress the logo.



Don't stretch the logo.



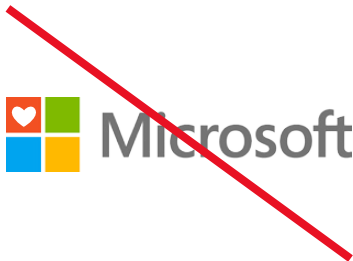
Don't alter the symbol in any way.



Don't attach text of any kind to the symbol.



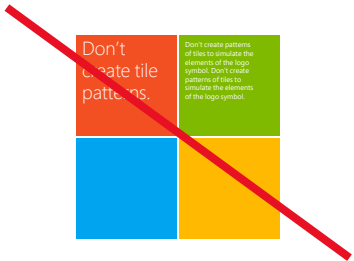
Don't create new versions of the logo.



Don't add anything to the symbol.



Don't create new logos.



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

# Microsoft-led products and services

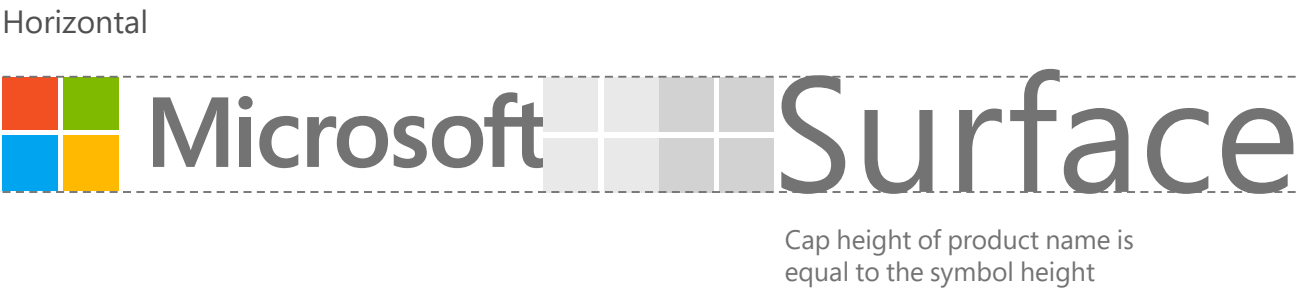
A Microsoft-led communication is branded by  
just the Microsoft logo.

Microsoft-led products and services

# Order, proximity, and size

There are some simple guidelines to apply when you're placing a product or service name on the same layout with the Microsoft logo.

The product name should always be placed to the right of, or below, the logo. We remove the word *Microsoft* from the product name so the logo works with it to create a complete name.



The product name can be no closer than two symbol-widths to the right of the Microsoft logo. The baseline of the product name aligns to the baseline of the symbol.



The lowercase letters in the product name can be no closer than one symbol-height below the Microsoft logo. The left edge of the product name aligns to the left edge of the symbol.

Microsoft-led products and services

# Logo placement in video and TV advertising

The Microsoft logo must appear on the end-card screen of every TV advertisement and video.

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

**Background**  
Ensure the selected background provides sufficient contrast against the full-color Microsoft logo.


**Placement**  
The logo should be centered horizontally. Vertically, it should be centered based on the height of the lowercase letters in the logo.



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


Microsoft-led products and services

# Marketing examples




Download Center

Shop Products Categories Support Security




Microsoft Update

Keep your PC up to date with the latest security patches and updates.




Clean your PC

Get the free tool that helps detect and remove infections.



Download Office


Compare Office suites and purchase the one that fits your needs.



Visual Studio

Host your code in the cloud with Visual Studio Online

Get started



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Watch live on April 15, 2014



# Microsoft-endorsed products and services

A Microsoft-endorsed communication leads with a product logo and is endorsed by the Microsoft logo.

# Microsoft-endorsed products and services

A select few products and services have their own logos. The symbols feature a common visual style, and the logos follow strict typographic and scale relationships so they work together as a family and help us present a consistent and singular image of Microsoft.

Logotypes are typeset in Segoe Pro Regular. In the case of logos that include symbols, the typography takes on the same color as the symbol.

All logos are created by Microsoft Brand Studio.

[➔ Contact Help Center with questions](#)

Logos with symbols



Stand-alone logotypes



Don't create new logos without prior consent, review, and approval from Microsoft Brand Studio.



Product logos should use typography consistent with the rest of the Microsoft product logo family.

Microsoft-endorsed products and services

# We use the full-color Microsoft logo on *every communication*

Use the full-color Microsoft logo with a one-color or reversed product logo. The height of the capital letter *M* in the Microsoft logo can be anywhere between 50 percent and 100 percent of the height of the capital letters in the product logo. However, the preferred relationship is to size the Microsoft logo between 75 and 100 percent of the product logo.

\* Preferred sizes

100%\*



75%\*



50%





Microsoft-endorsed products and services

# Logo placement in video and TV advertising

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

**Timing**

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

**Size**

Size requirements vary, depending on whether the Microsoft logo appears by itself or with a product logo. See the guidance at right.

**Background**

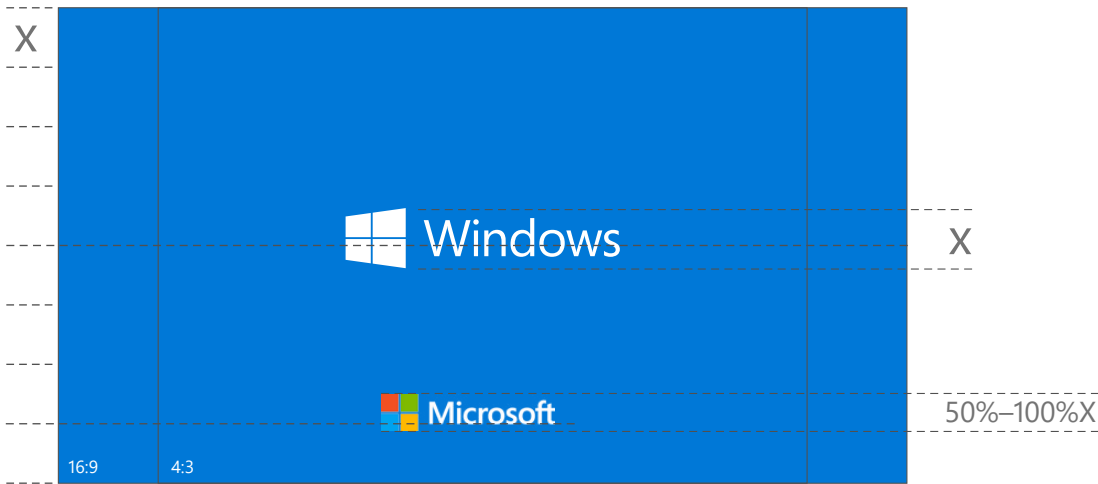
Ensure the selected background provides sufficient contrast against the full-color Microsoft logo.

**Placement**

The logos should be centered horizontally. When a product logo shares a screen with the Microsoft logo, the product logo should be slightly above the horizontal center of the screen, and the Microsoft logo should be placed near the bottom of the screen.

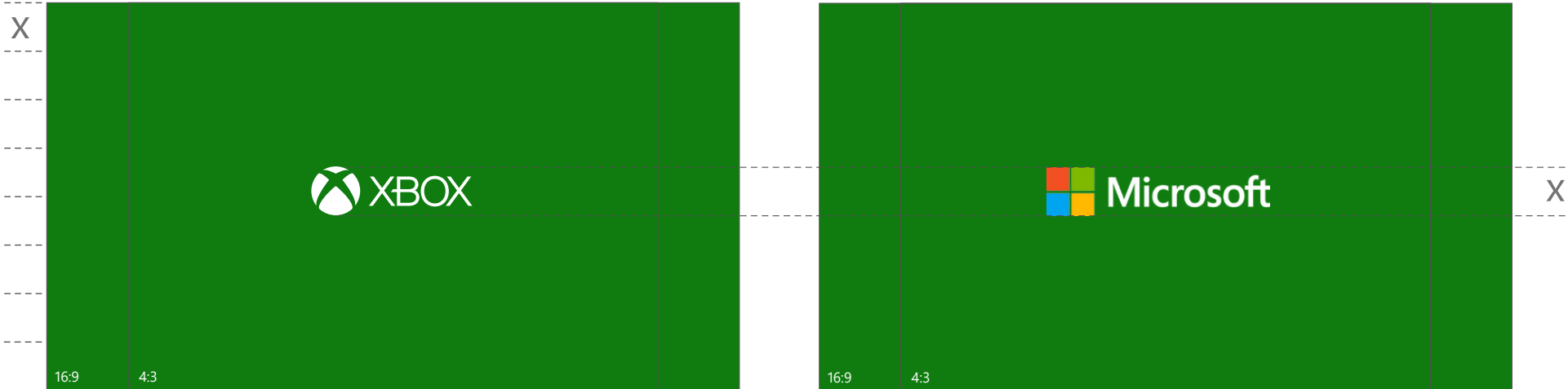
When the Microsoft logo appears by itself, it should be centered horizontally and just slightly above vertical center.

Combined end card (broadcast)



The height of the symbol in the product logo is 1/8 the height of the end-card screen.  
The height of the symbol in the Microsoft logo is at least 1/2 the height of the symbol in the product logo.

Two-screen end card (video)



The height of the Microsoft logo is equal to that of the product logo.

Microsoft-endorsed products and services

# Our connected system helps us present a unified image

Print advertising (for exhibit only)



XBOX

KINECT SPORTS RIVALS

Entertainment is more amazing with Xbox.

Microsoft



Windows

Start

Apps for work and play.

Microsoft



Office

Work Wonders

Microsoft



bing

Simply stunning.

Microsoft



skype

Skype WiFi turns any hotel room into a ballet studio.

Microsoft

Online advertising (for exhibit only)



XBOX ONE

Entertainment is more amazing with Xbox.

Microsoft

Learn more



Windows 8

Game on. Build for Windows Store.

Microsoft

Get started



Office 365

Now the most productive workspace is wherever your team is working.

Microsoft

Learn more



bing

See what you can do when search goes social.

Microsoft

Try it now



skype

Group video calls with up to 10 people (or sockosaurus).

Microsoft

Try it now

Microsoft-endorsed products and services

## Align the logo with other elements in the layout

The logo should be placed in an area at the periphery of the layout, away from the focal point. Placing the logo in one corner of the layout is a good way to signal that it's an endorsement, rather than the lead brand. Regardless of where it's placed, use care in positioning the logo so it aligns with the layout grid or with other graphic elements in the design.

See the guidelines for the product you're working with for details on logo placement and alignment.





Microsoft-endorsed products and services

# Logo use in digital advertisements

Research shows that users are more likely to click, download, or read digital ads if the ads include the full-color Microsoft logo in addition to the logo for the featured product.

In animated ads, it's not necessary to have the logo on every frame—placement on the last frame of the animation is sufficient.

As with other media, make sure the logo is at least one-half the size of the product logo and that the background is suitable for the full-color logo.

Animated ad



Static ads



Product tile



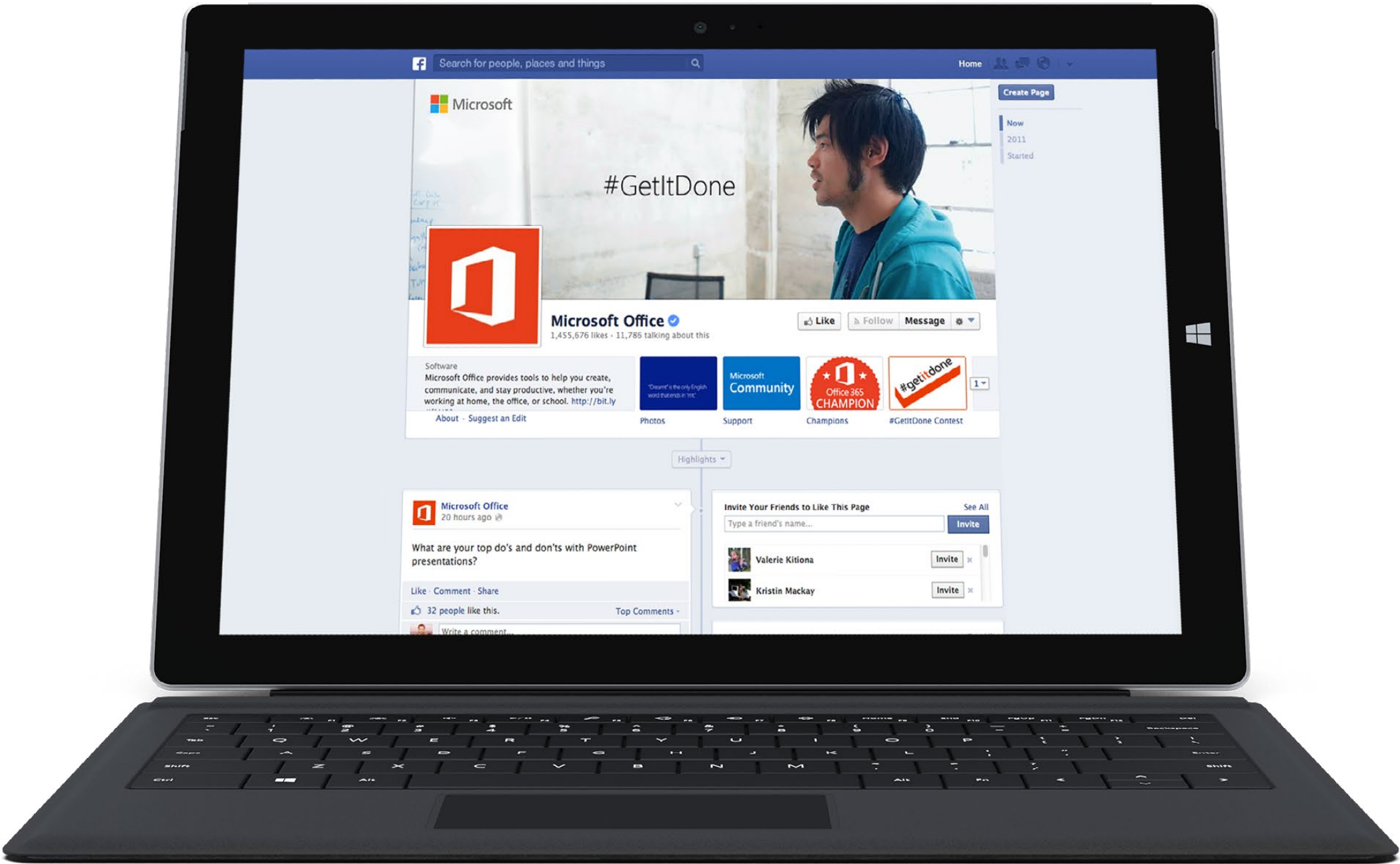
# Logo use in social media

In social media applications like Facebook and Twitter, place the full-color Microsoft logo within the hero image area. The product logo or icon appears in the profile image. Make sure to include *Microsoft* in the name of the page/profile.

For social media pages that use the Microsoft symbol as the profile image (for example, the Microsoft corporate Facebook page), the Microsoft logo should be omitted from the hero image.



Microsoft Azure on Twitter



Microsoft Office on Facebook



### Thank you.

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

➔ <https://brandtools.microsoft.com>