

# Microsoft Student Partners

## Visual ID style guide

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Introduction

Who we are

Microsoft Student Partners are student leaders with passion for technology, whom share their knowledge with class mates to build technology communities on their campus.

What we do

- Learn new technologies**  
Microsoft Student Partners receive insider training, attend technology events, and work alongside Microsoft professionals.
- Get free tools**  
Microsoft Student Partners get exclusive access to devices, services, and software to help them learn and share.

**Build Leadership and career experience**  
Microsoft Student Partners have an opportunity to host workshops, run hackathons, and apply their knowledge in their community and beyond.

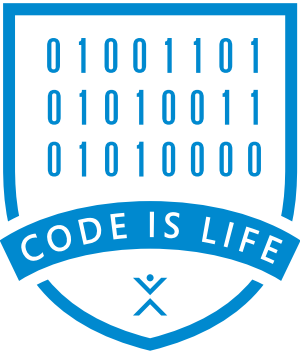
Primary Visual ID (horizontal)

Microsoft Student Partners

Secondary Visual ID (stacked)

Microsoft  
Student  
Partners

Shield logo



Visual ID overview

Promise

Microsoft Student Partners prepares students for careers in technology through opportunities to learn and lead.

Traits

Confident, Curious, Creative, Connected, Determined, Inspired, Novel, Unique, Driven, Independent, Inventive, Optimistic, Pragmatic, Resourceful, Smart

Design principals

**Energetic**  
Microsoft Student Partners is a fun and high-energy program. The visual expression should prompt action by speaking directly to a specific audience while sharing the relevant key benefits in an engaging way.

**Simple**  
Keep messages clear, concise, and compelling. This will enable student developers to easily understand the messages and how they can participate in Microsoft Student Partners. Avoid cluttered or overly busy layouts. Go for simple and straightforward.

**Welcoming**  
Creative should be inviting and unpretentious, demonstrating that the Microsoft Student Partners community is open to student developers of all skill levels.

Primary Visual ID (horizontal)

Microsoft Student Partners

Full-color blue

Microsoft Student Partners

One-color black

Microsoft Student Partners

Full-color light blue

Microsoft Student Partners

Reversed one-color

Secondary Visual ID (stacked)

Microsoft  
Student  
Partners

Full-color blue

Microsoft  
Student  
Partners

One-color black

Microsoft  
Student  
Partners

Full-color light blue

Microsoft  
Student  
Partners

Reversed one-color

“Microsoft” can be shown in black or white, but “Student Partners” should always be shown in blue (brand) on white backgrounds or light blue on black backgrounds unless there are accessibility restrictions present. In such a case, “Microsoft Student Partners” can be shown in full black or full white, but never in full brand blue.

Shield logo overview

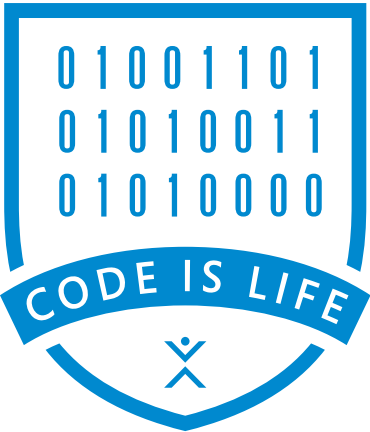
Shield logo and visual ID use

The shield logo is an additional design element. It can never be used in a lockup with the visual ID.

Color use

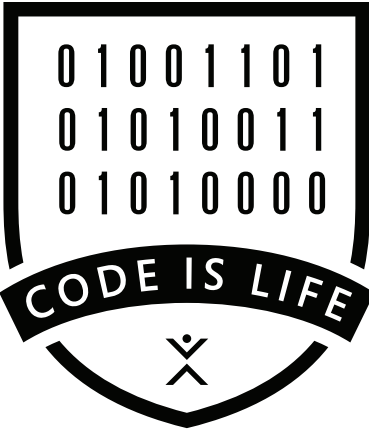
The primary color option is the blue (brand) on white or the inverse. On black backgrounds the light blue shield logo should be used unless using grayscale. In that case, the white shield logo can be used instead.

Primary shield logo

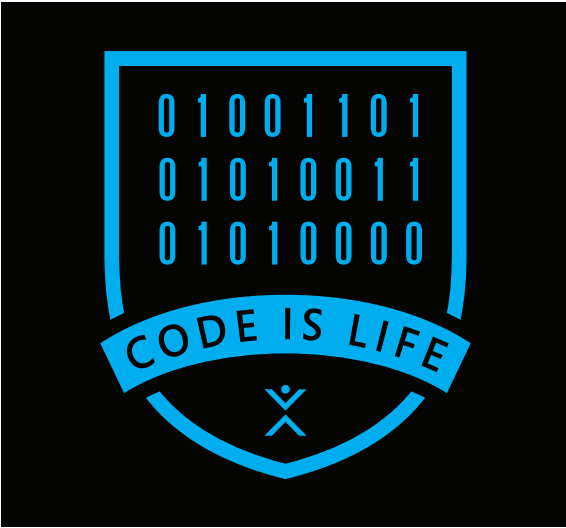


Blue (brand) shield for white backgrounds

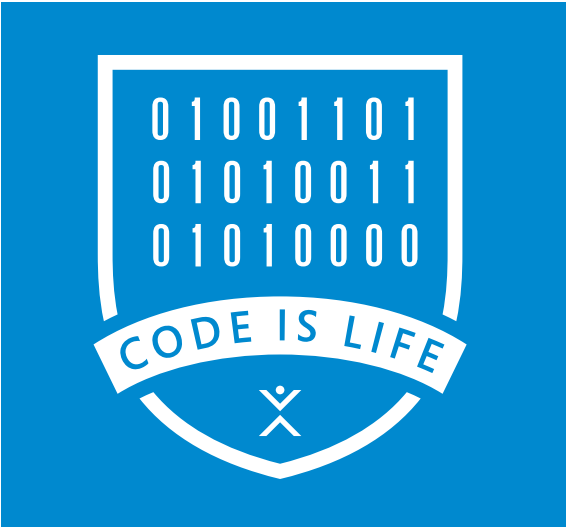
Alternative shield logo options



Black shield for white backgrounds



Light blue shield for black backgrounds



White shield for blue (brand) or black backgrounds

Color palette

Use

Microsoft blue (brand) on white or the inverse is the primary color combination. However, if the format requires the use of black, light blue and white are the only approved colors to use on black backgrounds.

Accent colors

The light blue is reserved for use on black backgrounds, while the green is only available as a web color and should be used selectively.

Main brand colors

Brand Blue  
R0 G120 B215  
Hex #0078D7  
C100 M30 Y0 K0  
PMS 3005

White  
R255 G255 B255  
Hex #FFFFFF  
C0 M0 Y0 K0

Accent colors

Light Blue  
R0 G188 B242  
Hex #00BCF2  
C100 M0 Y0 K0  
Process Cyan

Green  
R165 G206 B0  
Hex #A5CE00

Grayscale colors

Dark Gray  
R80 G80 B80  
Hex #505050  
C0 M0 Y0 K80  
PMS Cool Gray 11

Black  
R0 G0 B0  
Hex #000000  
C33 M33 Y33 K100

Microsoft Student Partners program colors

Microsoft Student Partners’ color palette is the strongest, most crucial visual element of the program identity. It illustrates our values and express the excitement and energy behind this program across all marketing communications.

Accessibility

The appropriate use of color helps make sure all of our customers can access and understand Microsoft Student Partners communications, regardless of their abilities. Avoid relying on color alone to convey information. Always provide text or other graphical cues to guide customers to our message.

Type and background combinations must meet a minimum 4.5:1 contrast ratio for accessibility. Examples below demonstrate correct color use for on-screen applications.

Full-color options



Full-color Visual ID on white



Reversed full-color Visual ID on black

Primary one-color option



Reversed one-color Visual ID on brand blue

The same rules apply to both the primary (horizontal) and secondary (stacked) versions of the Visual ID.

Contrast ratio



Brand blue on white



AAA Compliant at all sizes



Light blue on black



AAA Compliant at all sizes



White on brand blue



AAA Compliant at all sizes



= AAA compliant for all sizes

Secondary one-color options



One-color Visual ID on light blue



Black on light blue



One-color Visual ID on green



Black on green



Microsoft Student Partners with grayscale

Representing the program, Microsoft Student Partners’ visual identity is colorful and energetic, so color should be used in every possible communication. In case of production or accessibility limitations, please use the Microsoft Student Partners Visual ID options below.

Accessibility

The appropriate use of color helps make sure all of our customers can access and understand Microsoft Student Partners communications, regardless of their abilities. Avoid relying on color alone to convey information. Always provide text or other graphical cues to guide customers to our message.

Type and background combinations must meet a minimum 4.5:1 contrast ratio for accessibility. The examples below demonstrate correct grayscale color use for on-screen applications.

One-color options

Microsoft Student Partners

One-color Visual ID on light gray

Contrast ratio

16.8 ✓

Black on light gray

Microsoft Student Partners

One-color Visual ID on gray

Contrast ratio

9.5 ✓

Black on gray

Microsoft Student Partners

Reversed one-color Visual ID on mid gray

9 ✓

White on mid gray

Microsoft Student Partners

Reversed one-color Visual ID on dark gray

9.4 ✓

White on dark gray

Microsoft Student Partners

Reversed one-color Visual ID on black

21 ✓

White on black

The same rules apply to both the primary (horizontal) and secondary (stacked) versions of the Visual ID.

✓ = AAA compliant for all sizes

Primary Visual ID background recommendations

Microsoft Student Partners

0% K

Microsoft Student Partners

20% K

Microsoft Student Partners

40% K

Microsoft Student Partners

60% K

Microsoft Student Partners

80% K

Microsoft Student Partners

100% K

The background ramp above shows the recommended usage of the color, black, and reversed Microsoft Student Partners Visual IDs on a range of black tints to ensure proper contrast. The same rules apply to both the primary (horizontal) and secondary (stacked) versions of the Visual ID.



Space requirements

Giving Microsoft Student Partners room to thrive

We respect the Microsoft Student Partners Visual ID by giving it some space. The minimum clear space that must surround the Visual ID is equivalent to the width of the capital M.

Ensuring clarity

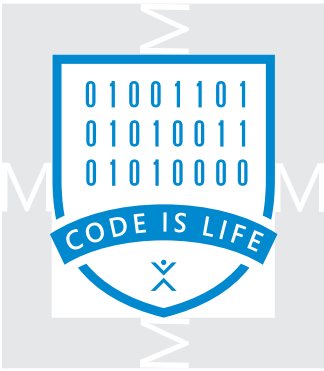
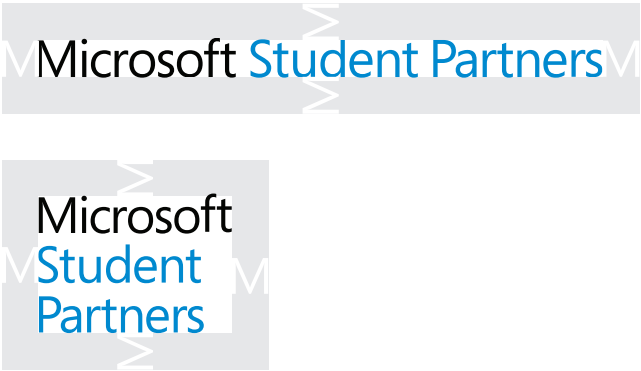
**Minimum size**  
In print, the Microsoft Student Partners Visual ID should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

**Trademarks**  
In marketing, trademark symbols on the Microsoft Student Partners Visual ID are no longer necessary, except on consumer packaging.

Visual ID art files

We use PDFs as our standard vector file format. They can be placed in InDesign as linked graphics or opened in Illustrator.

Clear space



Minimum size

Microsoft Student Partners

On-screen: 90 px  
Print: 1.25" (31.75mm)

Microsoft Student Partners

On-screen: 36 px  
Print: .5" (12.7mm)

On-screen: 47 px  
Print: .65" (16.5mm)

Incorrect Visual ID usage

The integrity of the Microsoft Student Partners Visual ID must be respected at all times. Please do not stretch, squeeze, or otherwise morph or manipulate it. Modification confuses the meaning and diminishes its impact.

✗ Student Partners

Do not separate any of the elements of the Visual ID. The “Student Partners” must always remain with “Microsoft”.

✗ Microsoft Student Partners

Do not use the Visual ID on mixed-color backgrounds, even if using colors within the Microsoft Student Partners brand.

✗ Microsoft Student Partners

Don’t place the Visual ID over busy backgrounds or more complicated areas of a design or photograph.

✗ Microsoft Student Partners

Do not color the entire Visual ID brand blue.

✗ Microsoft Student Partners

Do not use color combinations that are not WCAG AAA compliant when using the Visual ID.

✗ Microsoft Student Partners

Do not rotate the Microsoft Student Partners Visual ID.

✗ Microsoft Student Partners

Do not add style effects or embellishments to the Visual ID.

✗ Microsoft Student Partners

Do not rearrange or change the scale of the individual elements within the Visual ID.

✗ Microsoft Student Partners

Do not skew the Microsoft Student Partners Visual ID.

✗ Microsoft Student Partners

Do not use colors (Microsoft brand colors or otherwise) that are outside of the Microsoft Student Partners color palette.

✗ Microsoft Student Partners Microsoft Student Partners

Do not change the alignment of the Microsoft Student Partners stacked Visual ID.

✗ Microsoft Student Partners

The Microsoft Student Partners shield is a design element, not part of the visual ID. The shield should never be shrunk down and attached to the end of Microsoft Student Partners.

✗ Microsoft Student Partners

Do not use off-brand colors or color combinations.

✗ Microsoft Student Partners Games

Do not create new versions of the Microsoft Student Partners Visual ID.

✗ Microsoft Student Partners

Do not stretch the Microsoft Student Partners Visual ID in any direction.

Do not use the below examples of color combinations or any combinations that do not meet the minimum contrast ratio of 4.5:1 in all Microsoft Student Partners materials.

Non-AAA compliant full-color options on color

Microsoft Student Partners

2.0

✗

Full-color Visual ID on light blue      Blue on light blue

Microsoft Student Partners

2.4

✗

Full-color Visual ID on green      Blue on green

Microsoft Student Partners

2.2

✗

Reversed full-color Visual ID on light blue      White on light blue

Microsoft Student Partners

1.8

✗

Reversed full-color Visual ID on green      White on green

Non-AAA compliant full-color options on grayscale

Microsoft Student Partners

3.6

✗

Full-color Visual ID on light gray      Blue on light gray

Microsoft Student Partners

2.9

✗

Full-color Visual ID on gray      Blue on gray

Microsoft Student Partners

1.0

✗

Reversed full-color Visual ID on mid gray      Blue on mid gray

Microsoft Student Partners

1.7

✗

Reversed full-color Visual ID on dark gray      Blue on dark gray

Non-AAA compliant one-color options on color

Microsoft Student Partners

2.2

✗

Full-color Visual ID on light blue      White on light blue

Microsoft Student Partners

1.8

✗

Full-color Visual ID on green      White on green

Non-AAA compliant one-color options on color

Microsoft Student Partners

1.2

✗

Full-color Visual ID on light gray      White on light gray

Microsoft Student Partners

1.5

✗

Full-color Visual ID on gray      White on gray

Microsoft Student Partners

4.4

✗

Reversed full-color Visual ID on mid gray      Black on mid gray

Microsoft Student Partners

2.6

✗

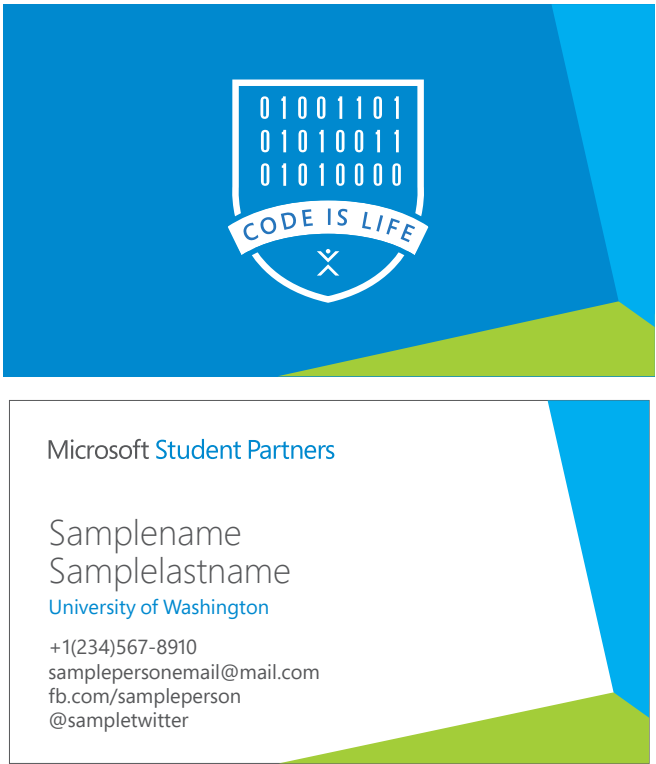
Reversed full-color Visual ID on dark gray      Black on dark gray

✗ = Not AAA compliant

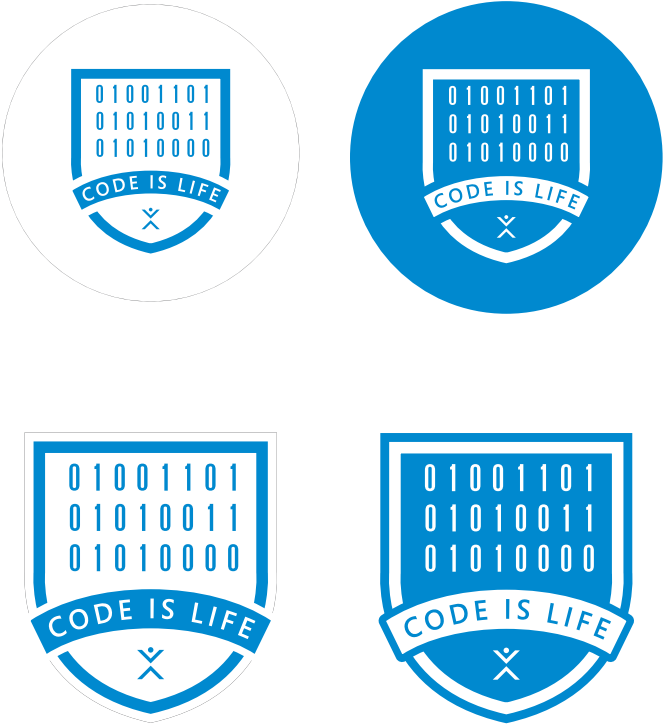
Asset examples

The new Microsoft Student Partners identity is designed for their student leaders in technology. Laptop stickers and personalized business cards help these leaders make connections and grow their Microsoft communities.

Business Cards



Stickers

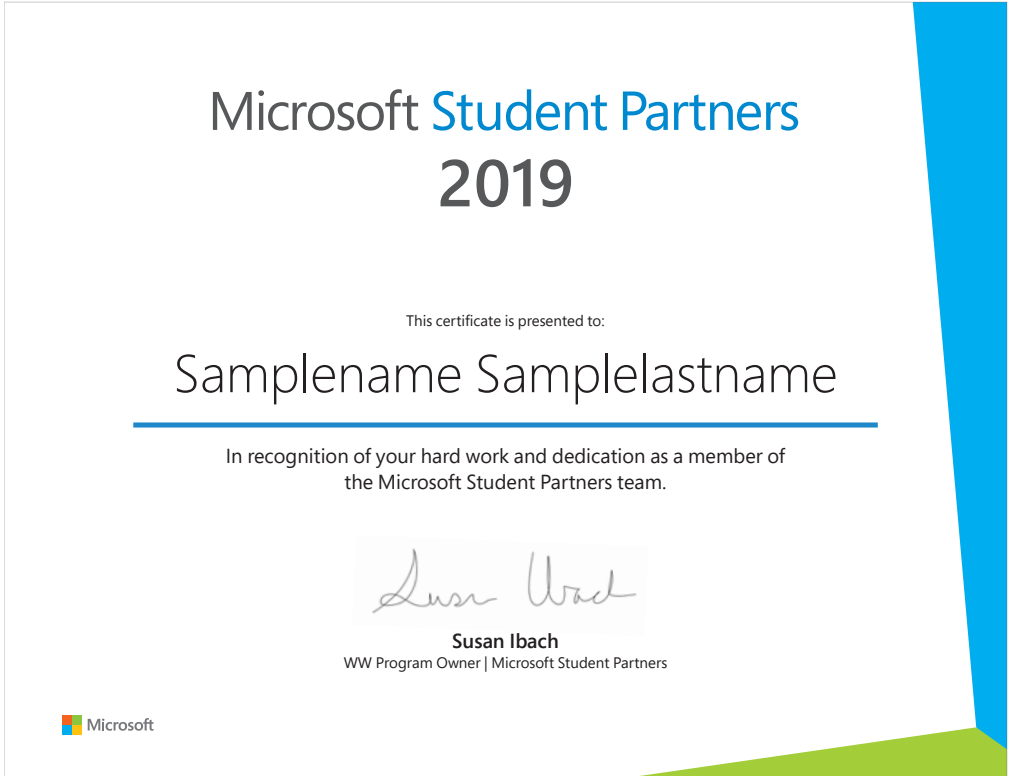


The Microsoft Student Partner colors are an essential piece of the identity.

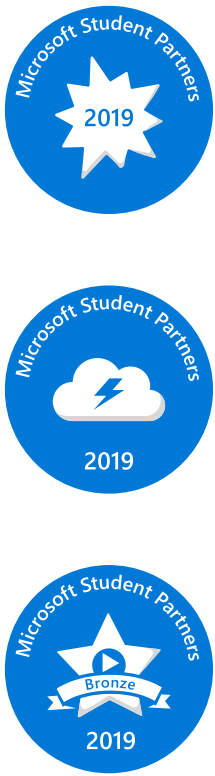
Banner Stand



Certificate



Badges



Microsoft Student Partners' identity is clean and simple so it doesn't distract from the greater Microsoft identity.

Email header

Microsoft

Microsoft [Student Partners](#)

### Watch the 2018 Imagine Cup World Championship on July 25, 2018

Every year, the Imagine Cup brings together the brightest student developers from across the globe to contend for the chance to win cash and prizes. We're excited to announce the [World Finalists](#) who will compete for up to USD100,000 in Microsoft's 16th annual Imagine Cup.

The World Finalist teams emerged as winners from among tens of thousands of students at their national and regional finals. Now these teams will travel to Microsoft headquarters in Redmond, Washington, to present their world-changing projects. Only three teams will be selected to move ahead to the Championship round, and the winner will be chosen by our trio of Imagine Cup World Championship judges.

Tune in to the Imagine Cup World Championship on July 25, 2018 to watch who wins!

Save the date >

[Privacy Statement](#)

Microsoft Corporation, One Microsoft Way, Redmond, WA 98052

Microsoft

Microsoft

Microsoft [Student Partners](#)

White t-shirts



Black t-shirts



## Brand closing

The Microsoft Student Partners' brand is a reflection of who we are. To keep that message clear, the Visual ID, shield logo, colors and all other brand materials should always be presented in a way that is consistent with these guidelines. Consistency ensures Microsoft Student Partners is being presented in a way that clearly and proudly communicates the program.