



Microsoft MVP Logo Guidelines

Program Background..... 3

Usage Guidelines 4

Logo Visuals 6

Contact..... 9

A History of Recognition

Established over 20 years ago, the Microsoft Most Valuable Professional (MVP) Award is our way of saying thank you to exceptional, independent community leaders who share their passion, technical expertise, and real-world knowledge of Microsoft products with others.

It is part of Microsoft's commitment to supporting and enriching technical communities. Even before the rises of the Internet and social media, people have come together to willingly offer their ideas and best practices in technical communities.

The official Microsoft MVP Award Logo recognizes your achievements and contributions to technical communities and is a way for you to visually represent your accomplishment of being awarded as a Microsoft MVP.

MVP Award Logo Guidelines

Microsoft has established the following Logo Guidelines to ensure that the Logo remains a powerful, recognizable and meaningful mark. Licensee must comply with the specifications set forth in these Logo Guidelines. Capitalized terms not defined in these Logo Guidelines are as defined in the MVP Award Logo License Agreement.

1. Licensee must have a valid Microsoft MVP Award Logo License Agreement in place to use the Logo.
2. **Permitted Use of the Logo:** To indicate that Licensee has been recognized as a Microsoft MVP, the Logo may be used in the following ways, subject to the restrictions and specifications set forth in the Logo Guide:
 - a. On business cards, letterhead, stationery, résumés, and marketing materials promoting Licensee's services. Because MVP status is awarded to individuals, not companies, the Licensee's name must accompany the Logo.
 - b. In other written communications, such as email, provided the Logo appears only with the Licensee's name or electronic signature.
 - c. On websites if located with the Licensee's name, image or biographical information, for example, on the about us page. Use of the MVP Avatar in this manner is also acceptable.
 - d. In materials authored, produced, or presented by the Licensee, including but not limited to books, articles, blogs, presentation materials, instructional videos or other recordings, the Logo must be clearly associated with Licensee and not the content (i.e., in the about the author or about the presenter section, appearing with the Licensee's name). This section applies even if materials displayed are not printed, duplicated, published, posted, or otherwise distributed.
 - e. In social media, the Logo or MVP Avatar may be used on the Licensee's page(s) and in tech-related messages and posts. The Logo, Avatar, or "MVP" must appear with the Licensee's name or alias and cannot be used to 1) identify the overall social media page or account, or 2) replace the Licensee's name or alias.
 - f. Notwithstanding Section 2(a)(i) of the Logo Agreement, and subject to the same permissions, restrictions, and specifications set forth in the Logo Guide, Licensee may indicate MVP alumni status after the expiration or termination of the Logo Agreement by using the Logo or the words "Microsoft MVP" followed by the years of past MVP recognition (e.g., "Microsoft MVP <insert year(s)>"), provided, however, Microsoft retains sole discretion to not allow such use.

MVP Award Logo Guidelines

3. **Restrictions on Use of the Logo:** The following uses of the Logo are not allowed:

- a. No part of the Logo, "MVP," or Microsoft name may be included in any non Microsoft domain name, business name, "dba," trade name, product or service name, logo, trade dress, design, slogan, domain name, or other trademark. The Logo or "MVP" cannot be used in connection with a business name or in any manner that implies a company, organization, or other entity has been awarded MVP status.
- b. The Logo may not be used in any manner that expresses or implies Microsoft's affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by the Logo Agreement.
- c. Licensee may not display the Logo in any manner that suggests that Licensee is an employee of Microsoft. Licensee's use of the Logo must clearly indicate that Licensee is independent of Microsoft.
- d. The Logo may not be used on clothing, banners, signs, products, or "swag."
- e. The Logo cannot be used after the expiration or termination of the Logo Agreement except as set forth in Section 2(f) of these Logo Guidelines.

4. **General Specifications for Logo Use:**

- a. Licensee may use the Logo only in the form as provided by Microsoft. Except for size as set forth in the Logo Guide, the Logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- b. Licensee's name must appear on any materials where the Logo is used. The Logo must be less prominent than Licensee's name and any product or service name, trademark or service mark, logo, trade name, or company name appearing in the same materials.
- c. The Logo may not be combined with any other image, object or symbol including, but not limited to, words, logos, icons, graphics, photos, slogans, numbers, audio files or other design elements.
- d. The Microsoft MVP Award is a worldwide annual award. The Logo cannot be modified or adapted to suggest any regional, national or local affiliation.
- e. Licensee may not translate or otherwise localize the Logo into any other language. Any localized versions of the Logo will be provided by Microsoft.
- f. The Logo must include the ® symbol as shown in this Logo Guide.
- g. Licensee will use best efforts to attribute the Logo in all printed materials where it is used, with the attribution clause: "Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries."
- h. The appearance of the Logo (size, color, etc.) must comply with the visual specifications set forth in this Logo Guide.

For Questions regarding the Logo, contact: mvpga@microsoft.com.

Brand Colors



Preferred Color
Cyan 300
C:100 M:50 Y:0 K:0
R:0 G:114 B:198

This is the default color for the Microsoft MVP Logo.

The logo consists of a blue rectangle with white internal elements.



Color Variation 1
Blue 286
C:100 M:75 Y:0 K:0
R:0 G:24 B:143

Approved Color Variations

If print methods or background colors exclude using the default logo, the above variations may be used. Please use them in the order shown, with Variation 1 being most preferred, and Variation 4 being least preferred.



Color Variation 2
Blue 288
C:100 M:75 Y:0 K:25
R:0 G:32 B:80



Color Variation 3
Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

This is the preferred variation of the Microsoft MVP logo for black-only printing.

If color printing is unavailable, use Variation 3 in a black-only printing situation. If the background is too dark for it to read clearly, you may use Variation 4.



Color Variation 4
White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Brand Colors



Preferred Color
Cyan 300
C:100 M:50 Y:0 K:0
R:0 G:114 B:198
This is the default color for the Microsoft MVP Logo.
The logo consists of a blue rectangle with white internal elements.



Color Variation 1
Blue 286
C:100 M:75 Y:0 K:0
R:0 G:24 B:143
Approved Color Variations
If print methods or background colors exclude using the default logo, these variations may be used. Please use them in the order shown, with Variation 1 being most preferred, and Variation 4 being least preferred.



Color Variation 2
Blue 288
C:100 M:75 Y:0 K:25
R:0 G:32 B:80



Color Variation 3
Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
This is the preferred variation of the Microsoft MVP logo for black-only printing.
If color printing is unavailable, use Variation 3 in a black-only printing situation. If the background is too dark for it to read clearly, you may use Variation 4.



Color Variation 4
White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Logo Basics

Logo Spacing

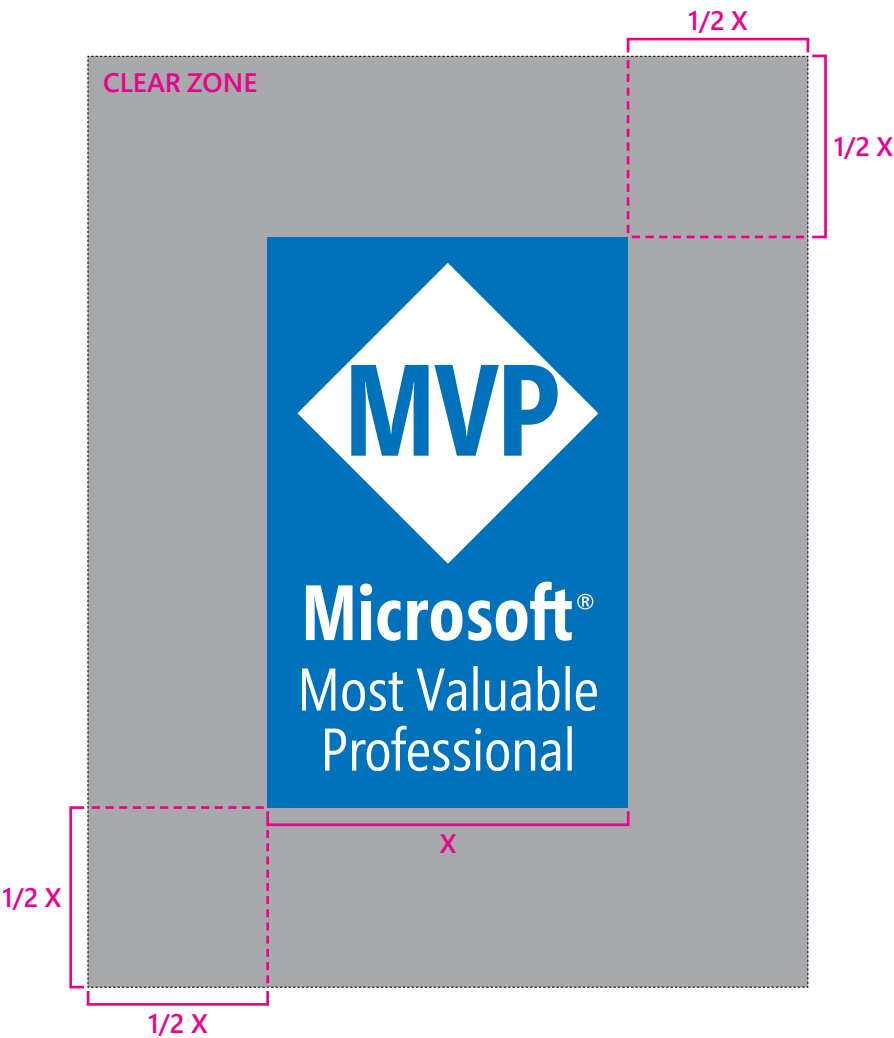
There is a minimum amount of clear space required around the logo on all sides. This space sets the logo apart from any other objects, such as type, other logos, photography, borders, edges, and so on. The minimum required clear space around the logo is one-half the width of “x” wide, where “x” equals the length of the shortest side of the logo.

Minimum Size

Take care to maintain the integrity of all elements of the logo. For example, the type notations must be readable; in no case should the logo appear at such a small size that these conditions are not met. For print usage, the shortest side of the logo should measure a minimum of 1/2”; for Web usage, the shortest side of the logo should measure a minimum of 72 pixels. The logo should be neither larger nor more prominent than your own logo or company name.

Logo Elements

The logo should never be taken apart and recombined in any way to create new artwork. No part of the logo may be changed or resized in any way relative to the rest of the logo.



Orientation

The logo should never be displayed in any orientation different from what is provided in the artwork provided by Microsoft.

Aspect Ratio

The original aspect ratio of the logo must be preserved and not distorted in any way. When resizing the logo, take care to lock the aspect ratio so that the type is neither condensed nor extended.

Compliance with Guidelines

Microsoft reserves the right to spot-check all materials bearing the logo and may periodically send out requests for samples. You must correct any deficiencies in your use of the logo. Refusal to correct such deficiencies or to cease publication or distribution could result in revocation of your right to use the logo.

Do Not:



Please contact the Microsoft MVP Award Program if you have questions about using the logo or would like to report misuse of the Microsoft MVP logo.

Contact: MVP Award Logo Support
mvpga@microsoft.com

Subject: MVP Award Logo Inquiry