Microsoft 365

Trademark guidelines

Thank you for your interest in including Microsoft 365 in your materials. We want to make it as easy as possible for you to utilize these trademarks; however, to manage and protect the value of our brand, we have specific usage requirements.

A trademark use license is required in order to:
1) Use the Microsoft 365 logo
2) Use the Microsoft 365 app icons
3) Use the trademarks or name to indicate sponsorship or endorsement

If you have existing agreements with Microsoft 365 check those first to determine if your desired use of the Microsoft 365 trademark and/or app icons is covered.

If no agreement exists or if the proposed use doesn't fall within the scope of your existing agreement, check if the use falls within the General Microsoft Trademark Guidelines and/or the Microsoft Corporate Logo Guidelines.
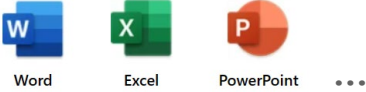
Finally, if the use is not covered in any of the above or you are not sure, it's best to obtain a specific, stand-alone authorization or license. Such license must be initiated and approved by the Microsoft business owner who you are working with. If you do not have a business owner contact, email the Microsoft brand team (brand@Microsoft.com) to get started.

The Microsoft 365 trademarks can only be used in a way that accurately reflects the nature of the relationship between your company/product and Microsoft 365 and adheres to the guidelines in this document.

Microsoft 365 visual elements

The Microsoft 365 product is based on the Microsoft brand so you will need to familiarize yourself with the Microsoft brand guidelines as well.

This table provides an overview of the different brand assets and when to use them in marketing.

Asset	Visual elements	Platform
Microsoft 365 logo		Use for all marketing and platforms (the logo has not changed with the brand transition).
Microsoft 365 app icon		**Use immediately for Microsoft365.com; the Microsoft 365 mobile app; Microsoft 365 Windows app (PWA)** This document provides guidance where the new Microsoft 365 app launcher icon should be used. Only use this app icon for new Microsoft 365 app
App icons	Word Excel PowerPoint • • •	Application icons are not logos. The primary function of application icons is to launch app experiences from the system tray, start menus, hardware buttons, etc. These are also one of the most recognized assets to represent Microsoft 365. Applications icons should not be used as decoration in your marketing creative. See additional icons on page 12

Overview of elements

Office has changed to Microsoft 365. With this brand transition, we have assigned new rules for how and when to use both the logo and app icon.

We have moved away from the Office approach, where the icon also served as the logo.

It's important to ensure you're using the logo, and app icon correctly when creating marketing communications.

Do not create additional lockups using the Microsoft 365 logo or the new Microsoft 365 app icon.

Logo

Microsoft 365

Use for:
- For use on all Microsoft 365 communications across consumer and commercial

New app icon

Use ONLY for:
- To replace the current Office app icon on platforms that have transitioned to become Microsoft 365 (iOS/Android)
- To represent Microsoft365.com (formerly Office.com) web page (replacing the old Office icon and name)
- To represent the Microsoft 365 app on Windows (PWA) formerly the Office app.

Logo

It's important to ensure you're using the correct logo in your creative execution.

Use the Microsoft 365 logo in 3rd party marketing, where competitors are represented with a logo, and a logo license agreement is in place.

For more information on the Microsoft logo see General Microsoft Trademark Guidelines and/or the Microsoft Corporate Logo Guidelines.

Microsoft 365

Microsoft 365

There is no stacked version of the Microsoft 365 logo available

Logo use

The Microsoft 365 logo should appear on all our materials.

The Microsoft symbol and logotype must be used together.

For more information on the Microsoft logo see General Microsoft Trademark Guidelines and/or the Microsoft Corporate Logo Guidelines

Clear space

Symbol **Logotype**

Minimum sizes

 On screen: 16 pixels
Print: .22" (5.5 mm)
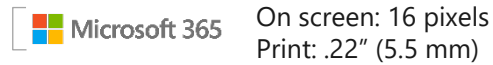
By height
On screen, the symbol should never be smaller than 20 pixels tall.
In print, it must appear at least 0.28 in. (7.12 mm) tall

 On screen: 72 pixels
Print: 1" (25.4 mm)
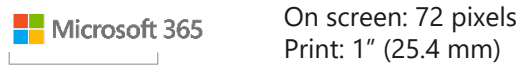
By width
On screen, the Microsoft logo should never be smaller than 72 pixels wide.
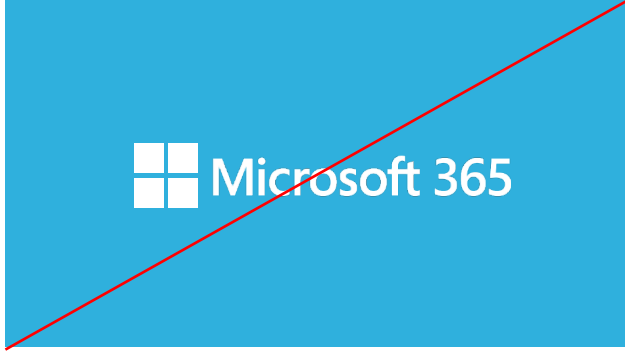In print, it must appear at least 1" in. (25.4 mm) wide

Logo misuse

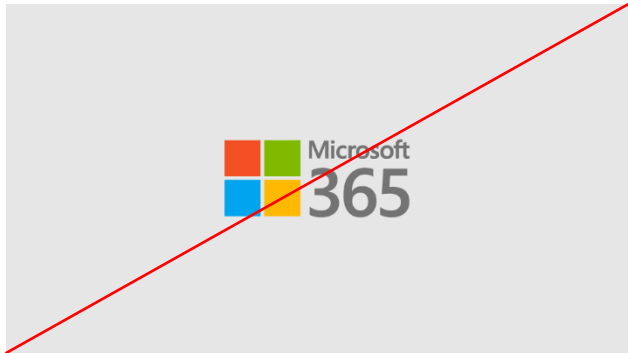**Don't** use the logo in an unapproved color or add effects like drop shadows or gradients.

Don't use backgrounds that provide insufficient contrast with the logo colors.

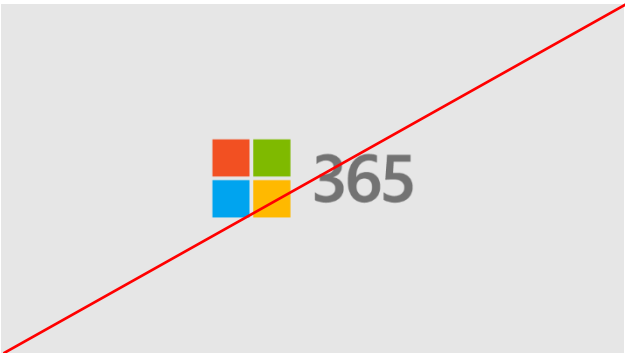**Don't** use the logo as one color (symbol should be in full color whenever possible)
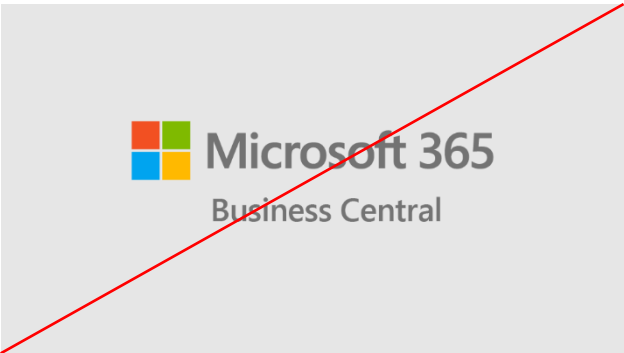
Don't modify or add anything to the logo

Don't rearrange or resize any elements of the logo
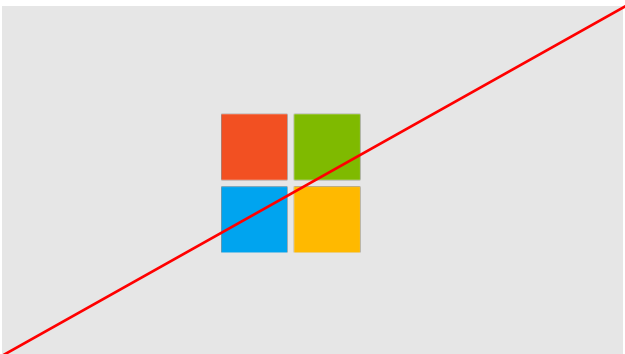
Don't re-stack the elements of the logo

Don't delete any elements of the logo

Don't add service or SKU names to the logo.

Don't place the logo over busy backgrounds.

Don't use the 4 square symbol as a standalone element

How to use the Microsoft 365 app icon

As part of the brand transition, we are phasing out the Office icon and introducing the Microsoft 365 app icon. This icon is not interchangeable with the previous version of Office.

Microsoft 365

Office

Microsoft 365

Use for:
- To replace the current Office app launcher icon on platforms that have transitioned to become Microsoft 365 (iOS/Android)
- To represent Microsoft365.com (formerly Office.com) web page (replacing the old Office icon and name)
- To represent the Microsoft 365 app on Windows (PWA) formerly the Office app.

DO NOT use for:
- Label the Microsoft 365 app launcher icon as "Office"
- Label the Office icon as "Microsoft 365"
- In any 3rd party marketing to represent Microsoft 365. Use the Microsoft 365 logo instead.
- To represent any of the Microsoft 365 SKUs (Microsoft 365 Basic, Microsoft 365 Personal; Microsoft 365 Family) in marketing assets. Use the Microsoft 365 logo instead.
- In combination with other app icons that are part of the Microsoft 365 set of apps (should not appear in a line up with other apps).
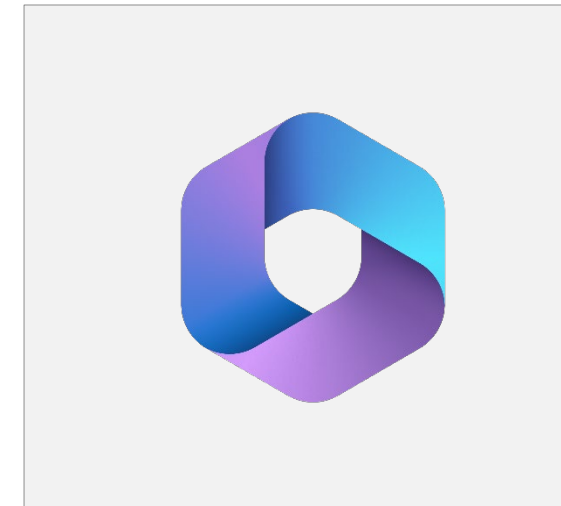
Microsoft 365 app icon

This is the Microsoft 365 app icon.

Use it to represent the Microsoft 365 application experiences on Web, Mobile and Desktop.

For accessibility compliance, when using on a dark background please use a drop shadow.

Do not rotate the icon or change any of the colors.
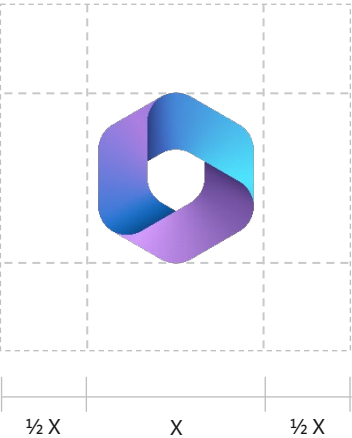
Icon sizing, labeling, and scaling

To maintain a clean, visually appealing layout consistent with Microsoft standards, keep a healthy clear space around product icons and the associated names and copy.

When paired with the icon, the color of all product names should only be rich black, light gray, or white.
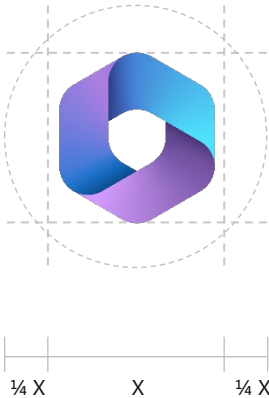
When a name appears next to or beneath a product icon, the name height should be about an eighth of the product icon height (X). The name "Microsoft 365" should always appear on the same line for labeling, and in general

The spacing between the product icon and name should be a minimum space equal to the height of the name font.
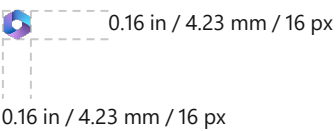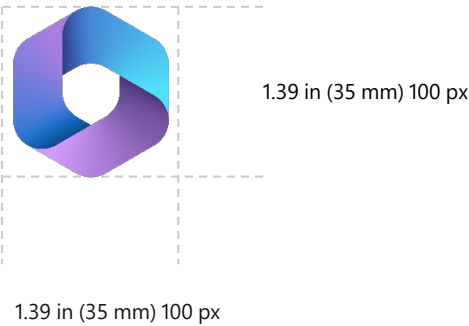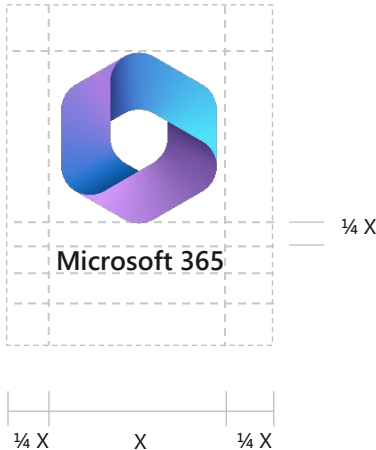
Minimum clear space

½ X   X   ½ X

Minimum bounding space

¼ X   X   ¼ X

Minimum icon size

          0.16 in / 4.23 mm / 16 px

0.16 in / 4.23 mm / 16 px

Maximum icon size

          1.39 in (35 mm) 100 px

1.39 in (35 mm) 100 px

Minimum clear space and labeling

¼ X

Microsoft 365

¼ X   X   ¼ X

Example of app launcher icon labeling

Word   Excel   PowerPoint

Do not combine the Microsoft 365 icon with copy or other logos. The icon is not a logo and should not be locked up with copy under any circumstance.
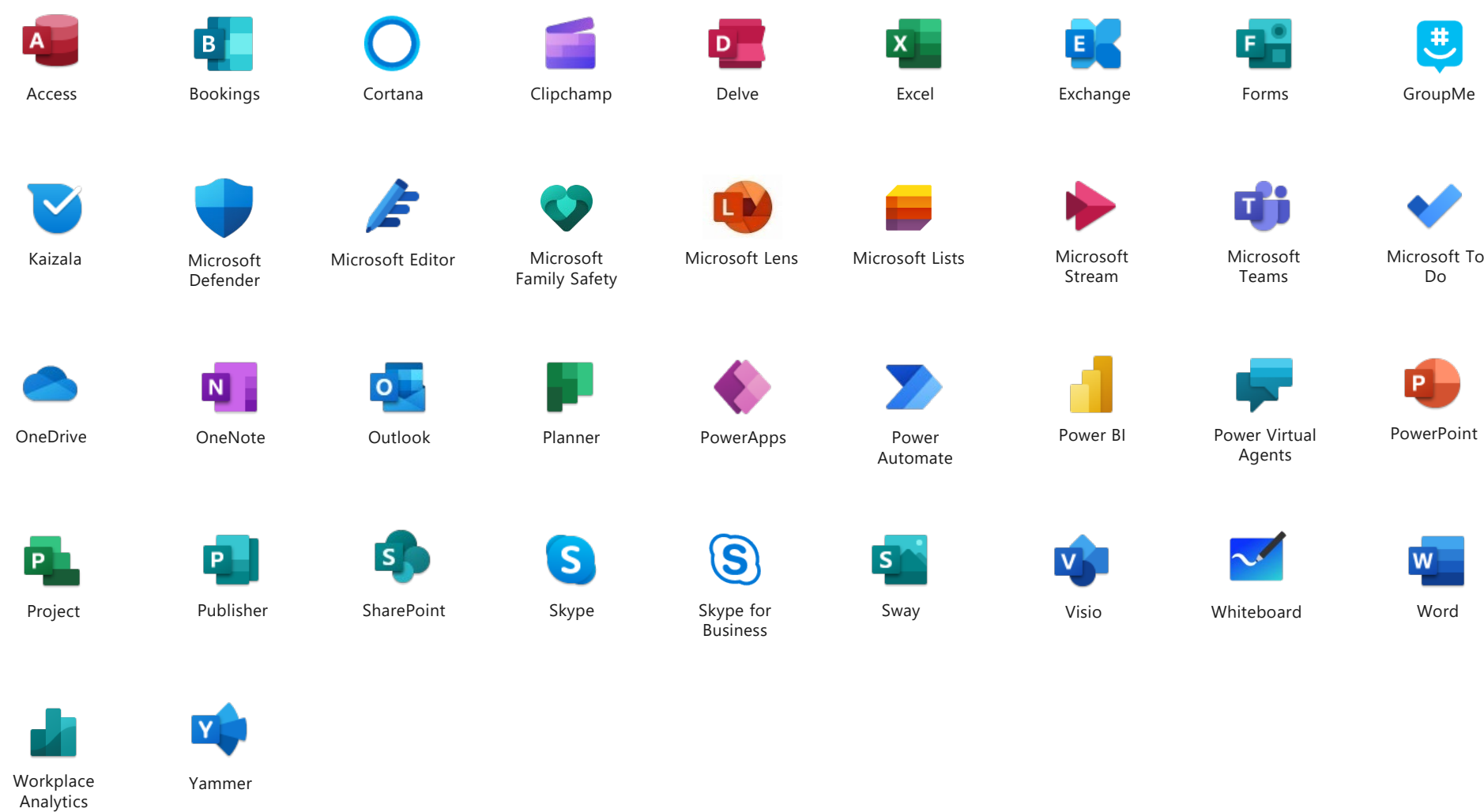
The examples to the right are not permitted because the app launcher icon is used in ways that appear to represent a product logo. Please see page 10 for the correct Microsoft 365 product logo.

There is a way to properly label the app launcher icon when used for way finding or product listing. Please see page 16 for details.
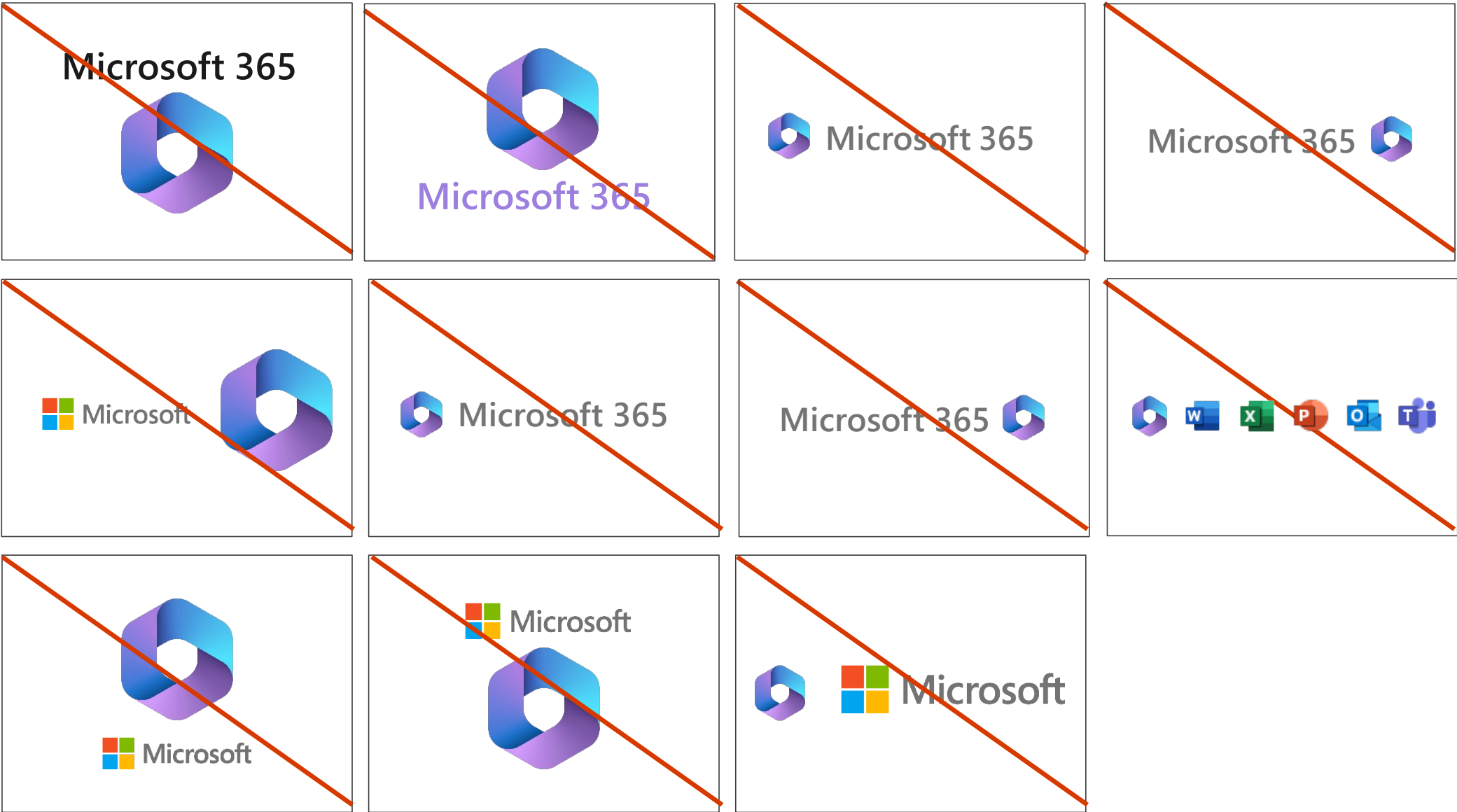
Additional app icons
in Microsoft 365

This page contains a broad, non-exhaustive set of Microsoft 365 product icons.

Access	Bookings	Cortana	Clipchamp	Delve	Excel	Exchange	Forms	GroupMe
Kaizala	Microsoft Defender	Microsoft Editor	Microsoft Family Safety	Microsoft Lens	Microsoft Lists	Microsoft Stream	Microsoft Teams	Microsoft To Do
OneDrive	OneNote	Outlook	Planner	PowerApps	Power Automate	Power BI	Power Virtual Agents	PowerPoint
Project	Publisher	SharePoint	Skype	Skype for Business	Sway	Visio	Whiteboard	Word
Workplace Analytics	Yammer							

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