

# Microsoft Cloud Partner Program

## Badge usage guide

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## Overview

### Partnering to achieve more

It's our mission to empower every person and every organization on the planet to achieve more. Our partnerships are central to that mission and to our business.

We believe that partners make more possible. Together, we have an opportunity to continue meeting the evolving needs of our customers.

As a member of the Microsoft Cloud Partner Program, you are part of the largest partner ecosystem in the world—400,000 strong. Whether you offer simple applications or complex integrations, you're at the center of how we deliver technologies, transform businesses, and drive positive customer outcomes. You're also part of our own transformation, as we enable more organizations to capitalize on the full potential of the Microsoft Cloud.

### About the badge program

Microsoft provides partners with badges to help customers identify Microsoft partners, partners who have technical capability and expertise in particular areas, and partners who have won awards.

Badges also provide additional credibility, so customers immediately associate you and your organization with the trust and reliability of the Microsoft brand.

Our official badges and descriptors can be valuable differentiators for your company, services, or applications. Badging also helps prospective customers identify the right partner to meet their needs. Partners can create and download their badges from [Logo Builder](#) in the Partner Center.

# Overview

## How to use this guide

It's our goal to make it simple for you to promote your organization as a Microsoft Solutions Partner and to display your designation with pride in all your communication formats and channels.

This guide provides standards to help partners generate and display badges correctly. It reviews the badges that you will be eligible to use and provides language to describe your proficiency in the Microsoft solution areas, deep technical expertise in specializations, awards you've earned from us, and your relationship to Microsoft.

To create and download badges, visit [Logo Builder](#) in the Partner Center.

## Making partners part of the Microsoft brand

For partners who have invested, at minimum, in the Microsoft Action Pack, Microsoft provides a text badge indicating that the organization is a Microsoft Partner.

Partners who have attained Solutions Partner designations, earned specializations, or earned Azure Expert Managed Service Provider (AEMSP) can access additional badges. Solutions Partner, specialization and AEMSP badges include the Microsoft logo, showing your relationship to Microsoft and providing your organization with a halo of brand equity and trust. As you use the power of our network to scale, innovate, and differentiate solutions, you also will drive business growth for you and your customers.

This naming and badge system has been developed according to Microsoft guidelines for accessibility and inclusion. To better serve our partners operating outside English-language markets, localization options are available in 12 languages.

## Resources

[Requirements for Solutions Partner designations](#)

[Partner Center Logo Builder](#)

[Microsoft Terms of Use](#)

[Microsoft Company logo and trademark guidelines](#)

# Badge depictions

Partners of various types are eligible to download and display different badges to indicate their capabilities, credentials, and relationship with Microsoft.

# Badge depictions

## Microsoft Partner

Microsoft partners who have purchased Microsoft Action Pack will have access to the basic Microsoft Partner badge. This badge can also be used by Solutions Partners and partners with a specialization or partners who have earned Microsoft Azure Expert Managed Solution Provider (AEMSP).

Partners who have purchased legacy benefits also may be eligible to use the Microsoft Partner badge.

Visit [Logo Builder](#) in the Partner Center to create and download these badges.

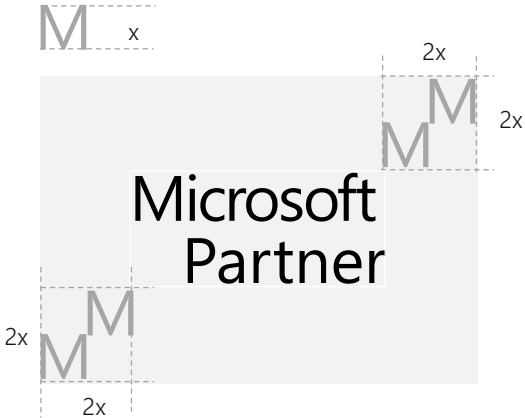
Microsoft  
Partner

Microsoft Partner

Minimum size



Clear space



# Badge depictions

## Azure Expert MSP

Partners can become an [Azure Expert Managed Service Provider](#) (AEMSP) to further showcase their proven MSP capabilities and experience by passing a rigorous audit.

Visit [Logo Builder](#) in the Partner Center to create and download this badge.



Minimum size



Clear space



## Badge depictions

# Partner of the Year Awards

The Partner of the Year Awards recognize the outstanding successes and innovations of our global and diverse partner ecosystem in areas of social impact, cloud technologies, and more.

We're pleased to provide award badges for this recognition to help our leading partners create new or stronger business opportunities and gain greater market awareness.

Partner of the Year Awards winners and finalists receive a badge use guide, and badges are available for download from Logo Builder.

Note: Badges are available to partners for the full year following the announcement of the award winners and finalists. Badges are updated each July. New badges aligning to the Solutions Partner designation will be released for 2023 Partner of the Year awards.



2022 Partner of the Year Winner  
Device Award



2022 Partner of the Year Winner  
Device Award



# Badge depictions

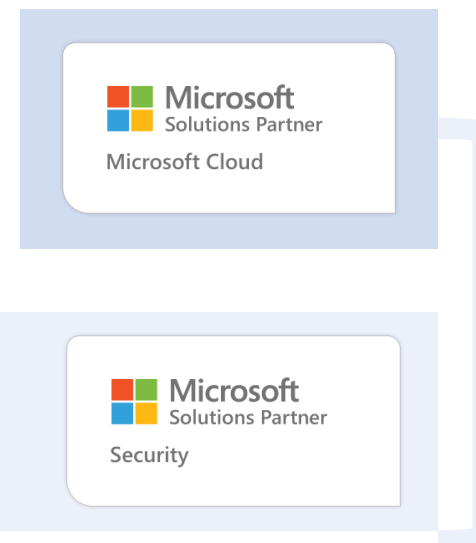
## Microsoft Solutions Partner – Solution areas

Partners who have attained a Microsoft Solutions Partner designation for their proficiency in Modern Work, Business Applications, Security, and/or Azure—in the areas of Data & AI, Infrastructure, and/or Digital & App Innovation—are eligible to display the corresponding solution area badge(s). These partners have demonstrated their ability to successfully deliver solutions built on Microsoft technology. Success is measured by performance, skilling, and customer success.

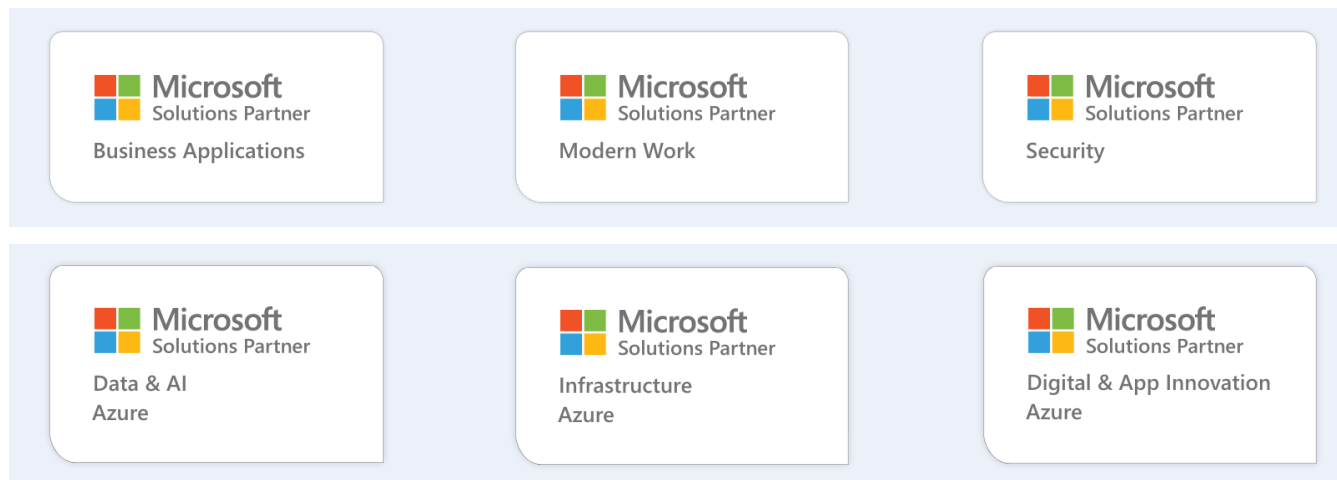
Partners who attain all six designations are eligible to display a Microsoft Cloud badge, recognizing their organization's proficiency across all solution areas within the Microsoft Cloud.

Visit [Logo Builder](#) in the Partner Center to create and download these badges.

The Microsoft Cloud badge demonstrates broad proficiency in all six solution areas shown below.



### Solution area badges



### How to talk about your Solutions Partner designation

[Company name] is a **Microsoft Solutions Partner** for [solution area(s)].

[Company name] has earned a **Microsoft Solutions Partner designation for proficiency in** [solution area(s)].

**We are a Microsoft Solutions Partner for** [solution area(s)].

**We are a Microsoft Solutions Partner with proficiency in** [solution area(s)].

**We are a Microsoft Solutions Partner for** [Azure-specific solution area(s)] **(Azure)**.

**We are a Microsoft Solutions Partner for the Microsoft Cloud.**

# Badge depictions

## Microsoft Solutions Partner – Specializations

Partners can earn [specializations](#) to further showcase their organization's deep technical expertise in specific technical scenarios aligned to the solutions areas and listing them on the relevant solution area badge(s). Partners who have earned a specialization are eligible to display the corresponding specialization badge(s). You have the option to highlight a single specialization or, if applicable, to list multiple specializations.

Microsoft Solutions Partners for multiple solution areas must list specializations for each on distinct badges aligned to their respective solution area.

Your account in Logo Builder will dynamically offer the specializations you are eligible to display. Visit [Logo Builder](#) in the Partner Center to create and download this badge.

### Specialization badges



### How to talk about your specialization

[Company] is a specialist in [specialization(s)].

We specialize in [specialization(s)].

[Company] is a Microsoft Solutions Partner for [solution area], specializing in [specialization(s)].

[Company] is a Microsoft Solutions Partner for [solution area] and a specialist in [specialization(s)].

## Badge depictions – Key terminology

PARTNER OFFERS SERVICES			
TERM	ALTERNATIVE	EXAMPLES/VARIATIONS	CONTEXT
Microsoft Solutions Partner for [solution area]		Contoso is a Microsoft Solutions Partner for Modern Work.  Earn your designation as a Microsoft Solutions Partner for Security.	<b>“Microsoft Solutions Partner” encompasses naming and badging associated with a partner’s proficiency and specialization(s).</b> It is required that partners qualify their Microsoft Solutions Partner status with their proficiency in a solution area (ex. “We are a Microsoft Solutions Partner for Security”) and avoid describing themselves or their organizations simply as a “Microsoft Solutions Partner.” Please note capitalization (i.e., not “Microsoft solutions partner”). Do not shorten to “MSP.”
Microsoft Cloud		Contoso is a Microsoft Solutions Partner for Microsoft Cloud.	Microsoft Solutions Partners who attain proficiency in all six solutions areas are eligible to display a Microsoft Cloud badge.
Competency	Microsoft Solutions Partner for [solution area(s)].  proficiency in [solution area(s)]	Become a Microsoft Solutions Partner for Data & AI (Azure). Contoso is a Microsoft Solutions Partner for Business Applications. We are a Microsoft Solutions Partner with proficiency in Business Applications. Contoso has earned a Microsoft Solutions Partner designation for proficiency in Business Applications.	<b>The term “competency” will no longer be in use.</b> The new badging system frames proficiency as part of the partner organization’s identity and the designation as a Microsoft Solutions Partner as something they attain (“we are” vs. “we have”). Further, proficiency’s positive connotation will inspire greater confidence in a partner’s demonstrated abilities.
Solution area(s)		Contoso is a Microsoft Solutions Partner for Security. We are a Microsoft Solutions Partner for Security and Infrastructure (Azure). We are a Microsoft Solutions Partner with proficiency in Security.	The six solution areas are already naturally defined by their labels: Modern Work, Business Applications, Security, Data & AI (Azure), Infrastructure (Azure), and Digital & App Innovation (Azure). <b>We recommend that partners call solution areas by their specific names, using “solution area(s)” only when needed to reduce confusion. Do not refer to proficiency in Azure without specifying focus area(s).</b>
Advanced specialization	[Partner] is a specialist in ...  [Partner] specializes in ...	Contoso is a specialist in Linux & OSS DB Migration. We are specialists in Windows Server & SQL Server Migration. Contoso is a Microsoft Solutions Partner for Security, specializing in Identity Management.	Specializations are aligned to solution areas. A Microsoft Solutions Partner for any solution area who earns a specialization is an expert in a specific scenario related to a Microsoft technology. <b>It’s unnecessary to modify this term with “advanced.”</b> “Specialist” is used as a header on specialization badging to indicate a partner’s areas of specialization. It conserves space in the limited badge area and is quickly understood.
Certified	Microsoft Solutions Partner for [solution area(s)].	Contoso is a Microsoft Solutions Partner for Modern Work.	<b>“Certified” is used to refer to the status learners achieve when they have taken and passed a Microsoft Certified Professional exam.</b> It is not applicable when referencing the Microsoft Cloud Partner Program. Use “Microsoft Solutions Partner” instead.
<del>Microsoft Gold partner</del> <del>We are a Microsoft partner with a silver/gold [solution area] competency.</del>	Microsoft Solutions Partner for [solution area(s)].	Contoso is a Microsoft Solutions Partner for Modern Work. Contoso is a Microsoft Solutions Partner for Business Applications.	<b>Competencies and silver and gold tiering are no longer in use.</b> See the Overview section of these guidelines for further guidance.
Azure Expert Managed Service Provider		Contoso is an Azure Expert Managed Service Provider for Microsoft customers.	Azure Expert Managed Service Providers have met prerequisites, passed an audit, and continue to meet ongoing requirements to qualify for this designation. Can be shortened to “MSP.”
Learning partner		Contoso is a Microsoft learning partner with a Training Services designation in Security.	Partners who have demonstrated depth of knowledge in one or more solution areas can attain a learning partner badge with a Training Services designation in one or more solution areas.

# Usage guidance

In addition to the minimum sizing requirements stated for each badge category, these specifications ensure compliance with Microsoft brand, legibility, and clear information hierarchy.

## Usage guidance

# Color options

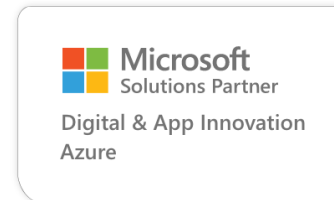
The Microsoft Solutions Partner badge system has two color options. Use the full-color version in most scenarios. When color is limited, use the single-color option. When choosing the logo badge for your scenario, use the version that will best suit the background color of the execution.

In digital and print assets that do not allow sufficient space, a borderless logotype can be used at a minimum size; eligible partners may use the logotype lockup on its own to display their partnership with Microsoft.

Black-and-white versions of all Solutions Partner badges are available on [Logo Builder](#) in the Partner Center for limited use in one-color or black-and-white communications. All badge options and colors pass accessibility requirements.

For further details around the Microsoft logo, please see [the full trademark and brand guidelines](#).

### Full-color badge (preferred in all instances)



### Single-color badge (limited use)



## Usage guidance

# Requirements and restrictions

Microsoft Cloud Partner Program badges and recognition must comply with the standards provided in this guide, including layout, required components, logo use, colors, and wording.

- All Solutions Partner badges must be generated in [Logo Builder](#) in the Partner Center. Modifications to badges and wording outside of Logo Builder are strictly prohibited.
- Scale badge elements together proportionally. ([See pages 13-14 for size and spacing guidance.](#))
- Height of specialization badges will vary depending on the specializations listed. ([See pages 13-14 for size and spacing guidance.](#))
- Microsoft Solutions Partner badges may only be used by partner organizations and their teams. **No sublicensing is permitted.**
- Use of Microsoft Solutions Partner badges by individuals or organizations must cease when qualifications, including Solutions Partner status and specializations, are no longer maintained.
- Usage must cease if network membership becomes inactive or when instructed by Microsoft.
- In digital or print assets, the preferred placement of the badge is the lower left corner or the top/bottom right corner of the marketing material.
- In instances where cover space is not available, badge use on spines or backs of publications is allowed. ([See page 14 for small-space guidance.](#))

## Usage guidance

# Sizing and spacing

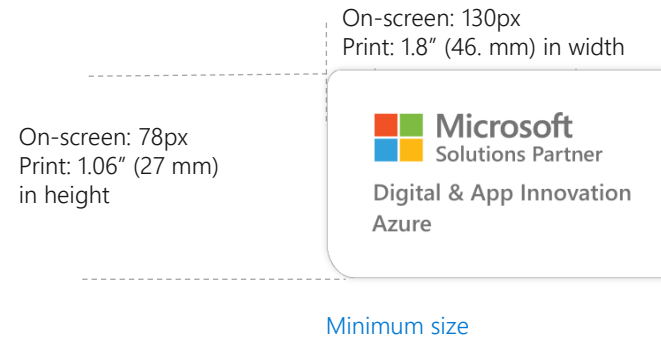
The Microsoft Solutions Partner logo lockup may not be smaller than **1.75 inches or 168 pixels** wide within the eligible badges.

Clear space—or minimum distance between the Solutions Partner badge and other visual elements (including the edge of another asset)—should be equivalent to two Microsoft symbols at the same scale as those used in the Microsoft Solutions Partner logo lockup.

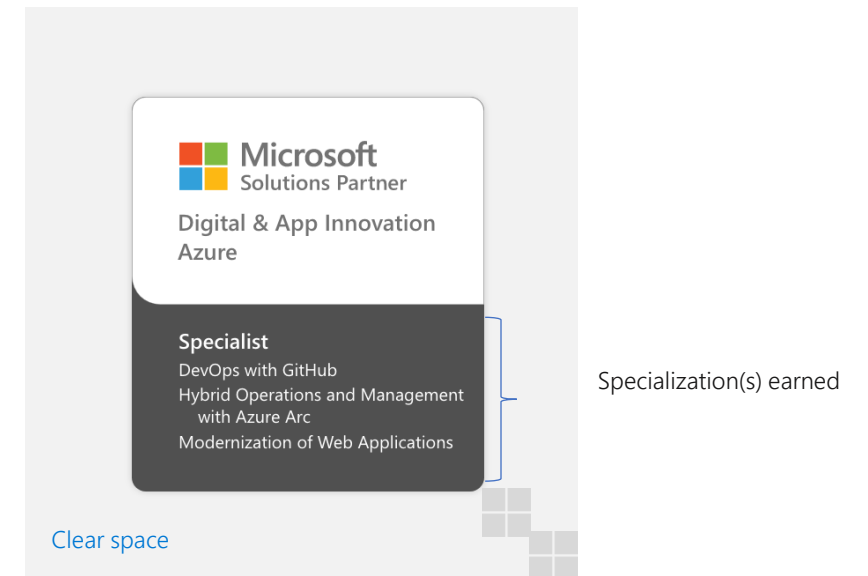
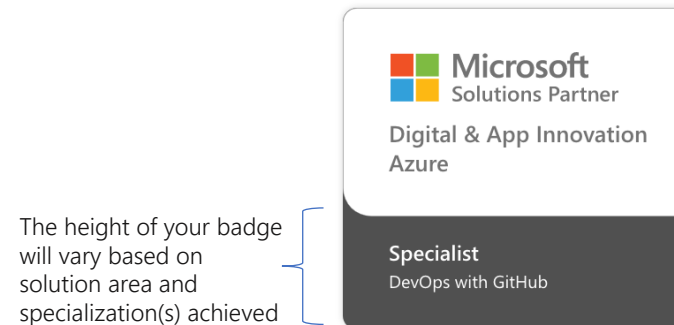
When using a Microsoft Solutions Partner logo lockup in conjunction with other logos, please follow the clear space guidelines.

Please pay special attention when using multiple badges in one location or on a single asset.

### Solution area badges



### Multiple specializations badge



## Usage guidance

# Sizing and spacing – Small logo

In digital and print assets that do not allow sufficient space for the solution area or specialization badges to be used at minimum size, eligible partners may use the logo lockup image on its own to display their partnership with Microsoft. This logo lockup can be used in environments where its relationship to the partner and solution area is clear.

Give this logo space on all sides equivalent to the height of the Microsoft symbol. The Microsoft Solutions Partner logo lockup may not be smaller than **1 inch or 72 pixels** wide within the eligible badge lockup.

Black-and-white versions of all solution area and specialization badges are available on [Logo Builder](#) in the Partner Center for limited use in one-color or black-and-white communications. All badge options and colors pass accessibility requirements.

## Small space solution

There are two ways to measure the minimum size of the logo.

On-screen: 16px  
Print: 22" (5.5 mm)

1 symbol height @ X

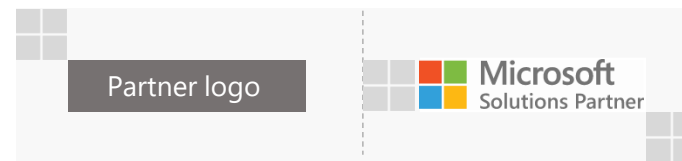
On-screen: 72px  
Print: 1" (25.4 mm)



Minimum size



Clear space



Clear space



# Usage examples

These examples indicate appropriate usage for each badge type, as well as guidance for scenarios to avoid.

## Usage examples

# Putting it all together

Partners may use Microsoft Solutions Partner badges wherever they make sense in their digital, print, physical, and virtual or mixed reality environments. Please note layout guidance and requirements from previous section, particularly when using badges on small printed items or digital specs, paying close attention to accessibility with regards to assets that will be viewed on a mobile device.

### Typical uses

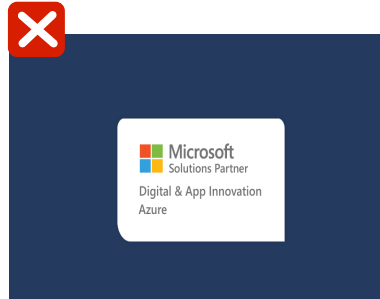
- [Website](#)\*
- [Digital banner ads](#)\*
- [Event signage and tradeshow booths](#)\*
- [Email newsletter and signature](#)\*
- Print ads
- Out-of-home ads
- Video bumper
- Business card
- White paper/letterhead
- Social media posts and images
- Mailers and other print materials

\*Examples included in this section.

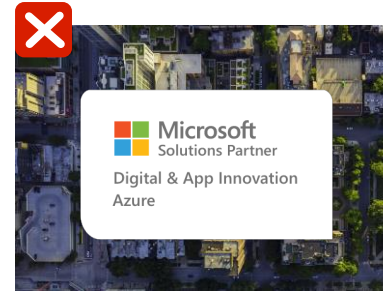
## Usage examples

# Scenarios to avoid

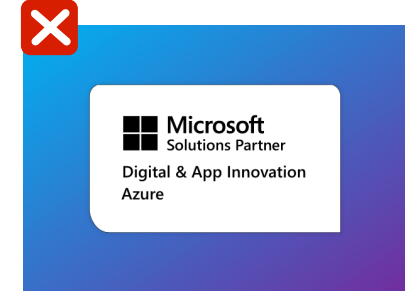
The Microsoft Solutions Partner badges should be reproduced according to the specifications set in these guidelines. Our visual identity is an essential element of our brand. Adhering to these requirements assures quality and makes it possible for us to properly protect our brand. Avoid the following common incorrect uses:



**Do not** stretch, compress, or distort the badge.



**Avoid** placing on busy, textured, or photographic backgrounds.



**Do not** use single-color badges in full-color communications. It is only intended for limited print use.



**Avoid** placing on busy, textured, or photographic backgrounds.



**Avoid** backgrounds that provide insufficient contrast.

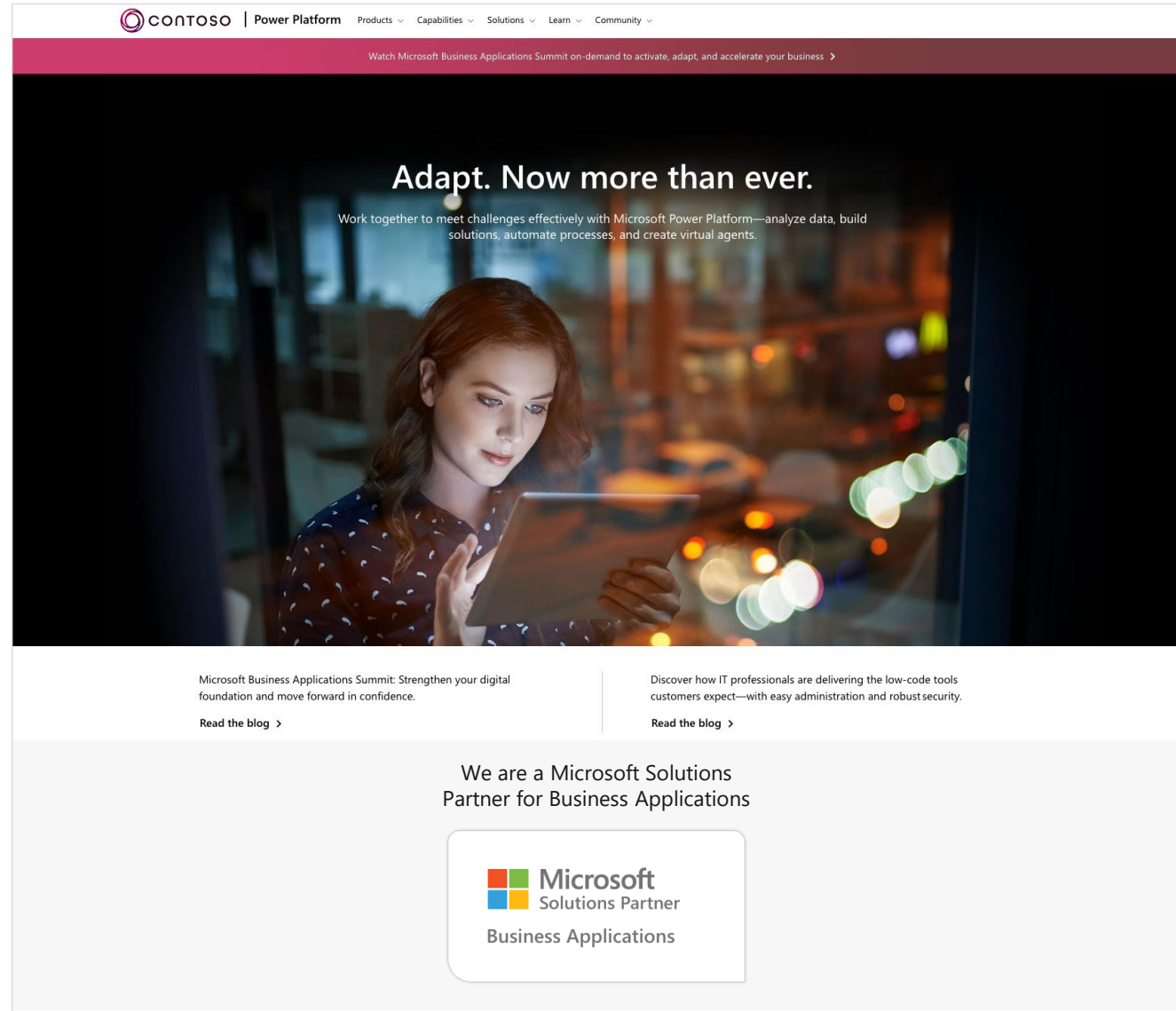


**Do not** use a one-color, white, or black logo in a full-color communication.

## Usage examples

# Website

When using a Microsoft Solutions Partner badge in conjunction with the other logos, please follow the clear space guidelines.



## Usage examples

# Digital banner ads

Recommended placement is to the right of the partner's name/logo. Maintain sufficient amount of clear space all around the graphic.

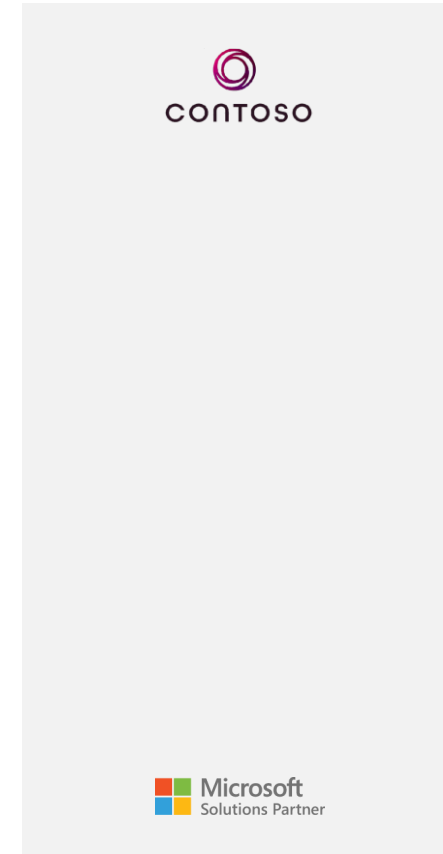
Small logo depicted in examples at right.

[\(See pages 13-14 for size and spacing guidance.\)](#)

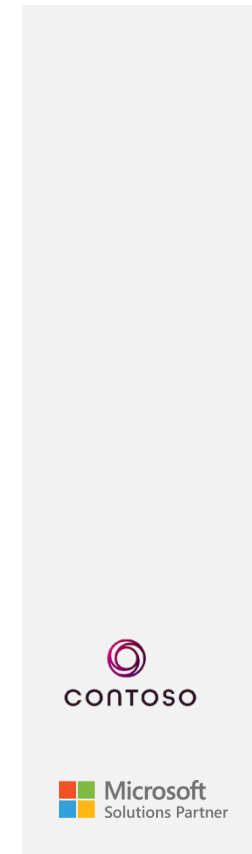
300 x 250



300 x 600



160 x 600



728 x 90



540x200

## Usage examples

# Event signage and trade show booths



# Usage examples

## Email newsletter and signature





### Cloud Services

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla blandit mattis enim vitae porta. Donec blandit auctor condimentum. Mauris lacinia ex nec molestie scelerisque. Vestibulum ornare malesuada ultricies. Etiam ut mi tempus augue gravida facilisis sed sollicitudin tortor.

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Facebook Twitter LinkedIn



Good morning,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum euismod lobortis lacus, et mollis erat dignissim scelerisque. Vivamus ac nibh sed nisi lacinia imperdiet vel sed augue. Curabitur congue volutpat lectus, quis venenatis justo maximus eget. Donec finibus maximus elit, id lacinia augue condimentum a. Phasellus semper tincidunt elit, nec efficitur ligula. Integer dictum aliquam enim at auctor.

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Lorem	20%	\$2M
Ipsum	60%	\$3.2M

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Draft saved just now

# Thank you