



Brand Guidelines

Today, the Microsoft brand needs to work harder than ever. That means building stronger connections and associations across all we do. We've worked to keep these guidelines to a sensible minimum, so you know exactly what's what. We want everything we do to be clear, simple, authentic, and human. Follow these guidelines to help us be one Microsoft.

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Updated guidance and assets:

[Brand Tools](#)

Help or questions about the brand:

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We all shape what customers see in Microsoft.

A brand is much more than a logo. It's the promise we make to customers. From our mission to our personality, voice, and design principles, our brand influences every experience we deliver. And that means defining, supporting, and protecting the brand is a job for all of us.

Our mission is at the heart of everything we do.

**Help people and businesses throughout
the world to realize their full potential.**



Our personality defines how we express ourselves.

Approachable

We're friendly and outgoing, always ready to engage in conversations and share ideas.

Empathetic

We listen to people, understanding their goals, ambitions, hopes, and concerns.

Determined

We're steadfast in our commitment to improve the lives of our customers.

Real

We're transparent, honest, and direct.

Passionate

We're inspired by the potential of technology to make a difference in people's lives.



Our voice is how we write and speak.

Warm and relaxed

Less formal, more grounded in everyday conversations.

Crisp and clear

To the point. We keep it simple and human.

Ready to lend a hand

We show customers we're on their side.



Our design principles harmonize all the experiences we create.

Pride in craftsmanship

We pay attention to every detail.

Do more with less

We create light, open experiences.

Fast and fluid

We bring content to life.

Authentically digital

We use vibrant type, color, and motion.

Win as one

We're stronger together.



Our shared elements unite us.

These shared design elements—logo, typography, grid, color, and imagery—connect our portfolio of offerings across the company.

Use these shared elements in all communications—whether for a product, device, service, event, competition, program, solution (multiproduct or across businesses), or technology.

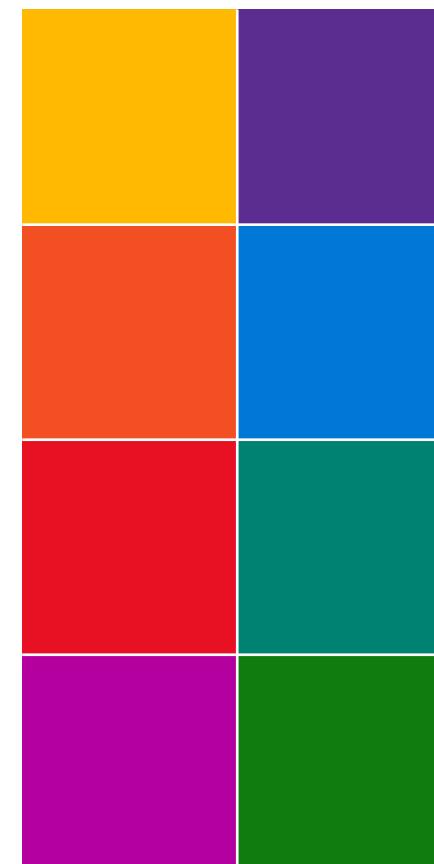
Logo



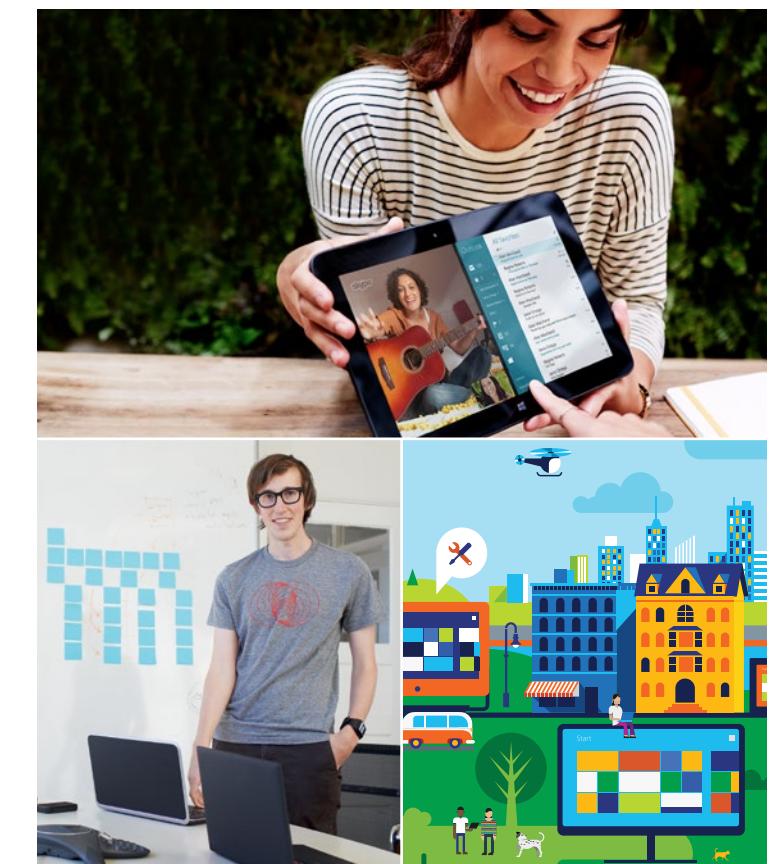
Type and grid



Color



Imagery



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

That's why we 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.

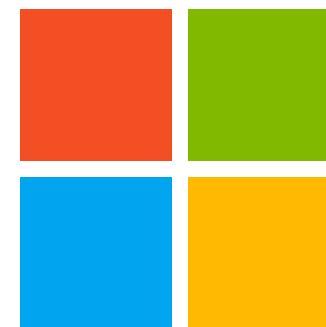
Trademark symbols

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.

 [Get the logo guidelines](#)



Microsoft

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.

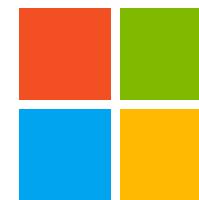
 Contact Help Center with questions

Logotype



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



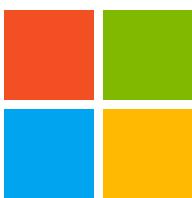
Logo color

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



Microsoft



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



Don't use a one-color logo.

Full-color reverse



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

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



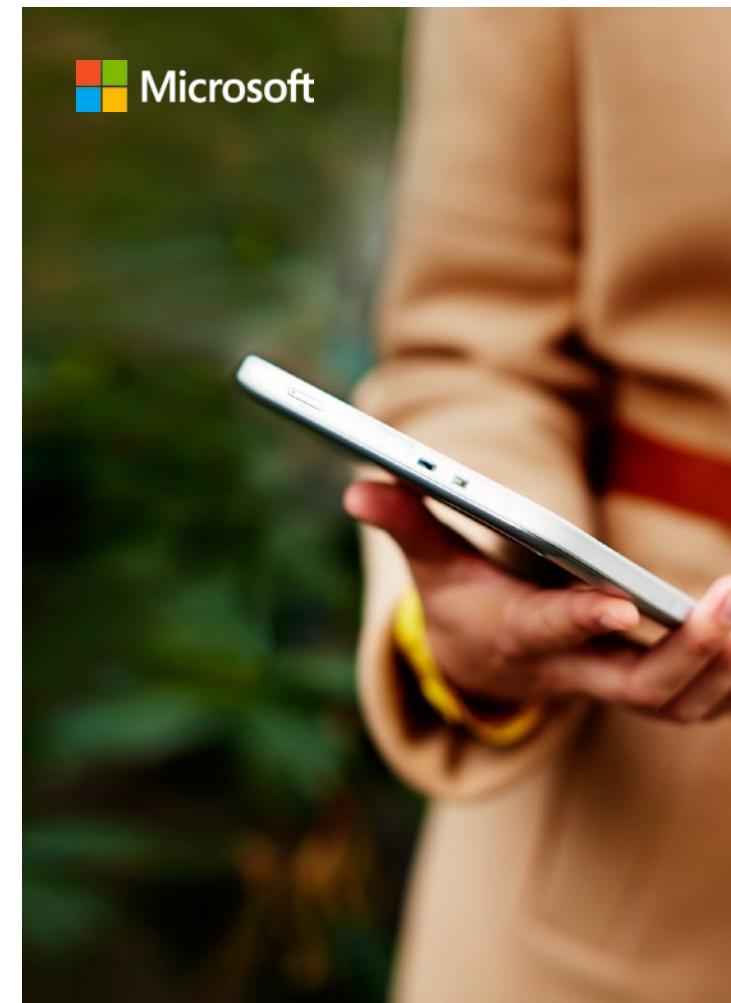
Green



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

Placing the logo on a photograph

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.



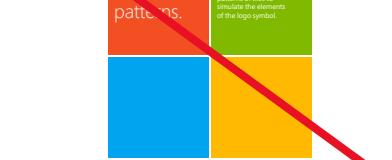
Don't create new versions of the logo.



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.

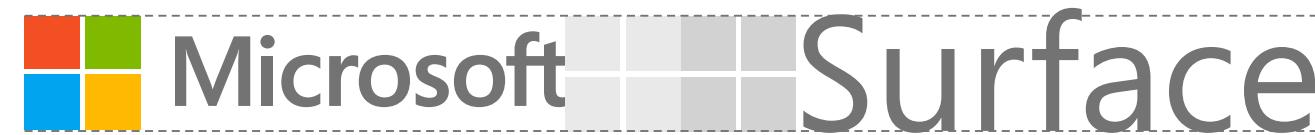
Microsoft-led products and services

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.

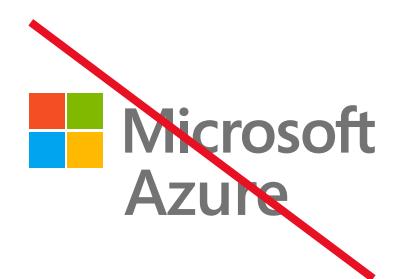
The product name should always be placed to the right of, or below, the logo. We remove the word *Microsoft* from the product name so the logo works with it to create a complete name.

Horizontal



Cap height of product name is equal to the symbol height

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.



Don't create logo "lockups" by adding text immediately next to or below the logo.

Vertical



x-height of product name is equal to the symbol height

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

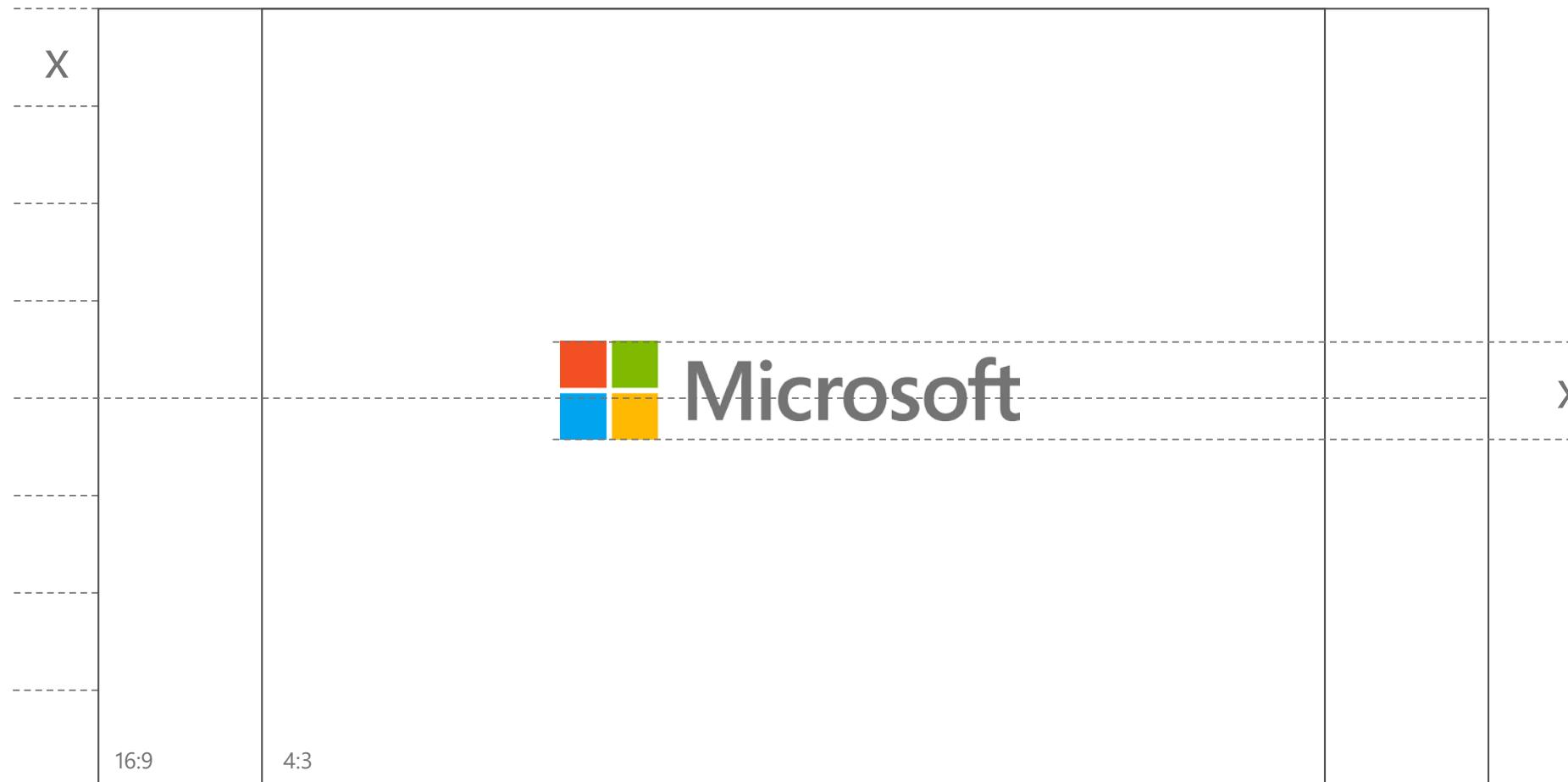
The Microsoft logo must appear for a minimum of one second.

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

Microsoft 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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- DirectX End-User Runtime Web Installer
- Microsoft .NET Framework 4 (Web Installer)
- The 2007 Microsoft Office Suite Service Pack 3 (SP3)
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- MSN default homepage Bing default search engine
- Microsoft .NET Framework 4.5
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Microsoft

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Drive your business in real-time, from apps to insights, using all your data, big and small.
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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

Surface

Microsoft
SQL Server



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

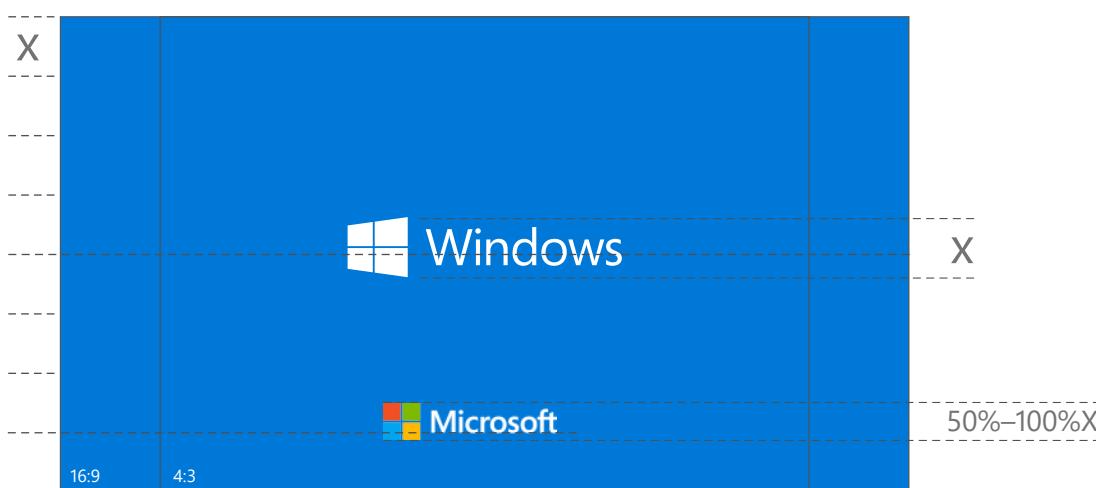
Ensure the selected background provides sufficient contrast against the full-color Microsoft logo.

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.

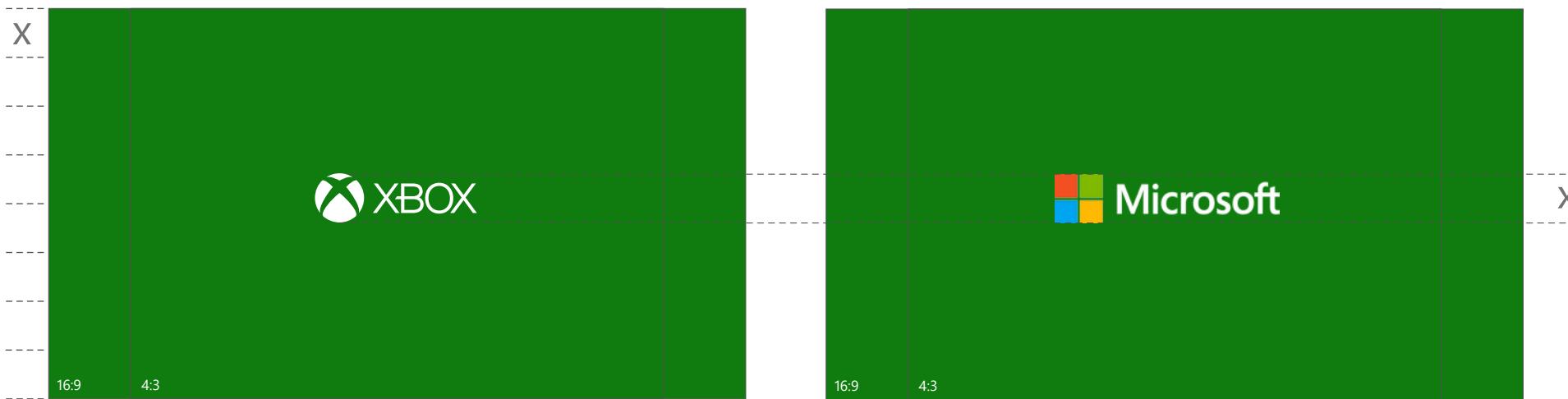
When the Microsoft logo appears by itself, it should be centered horizontally and just slightly above vertical center.

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)

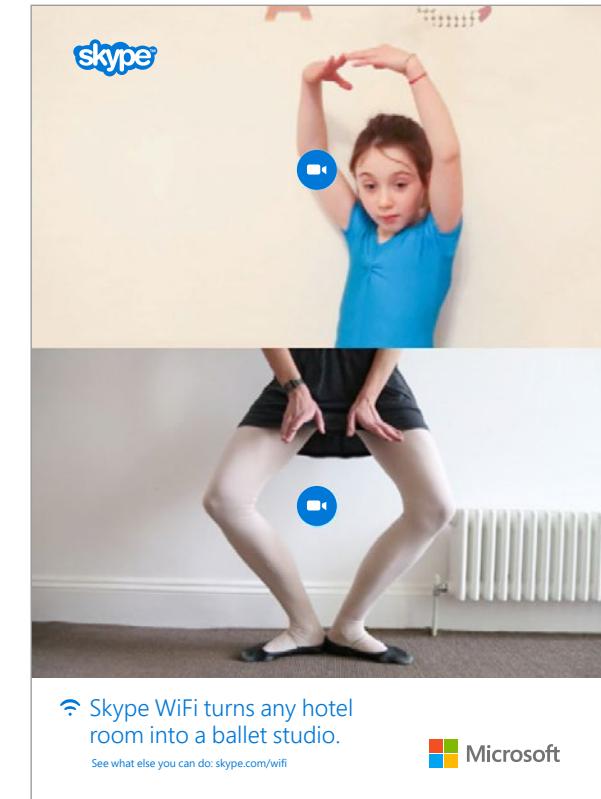
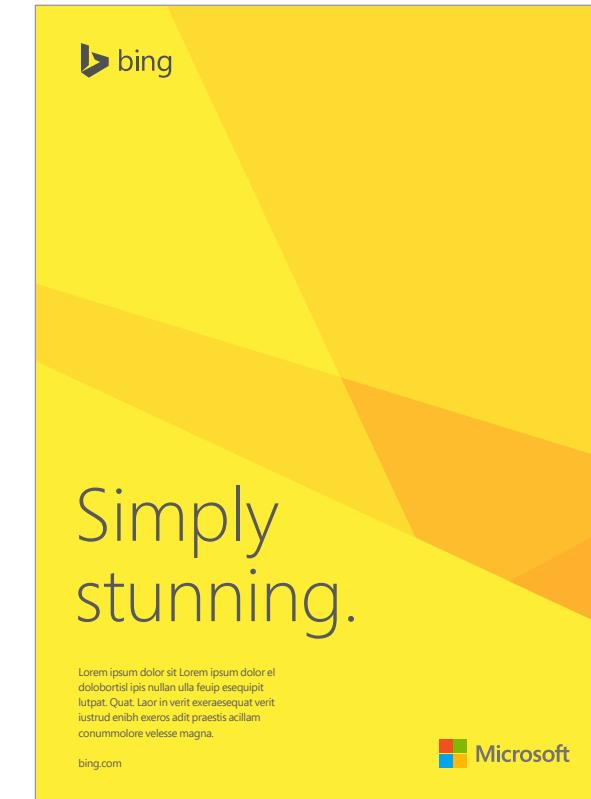
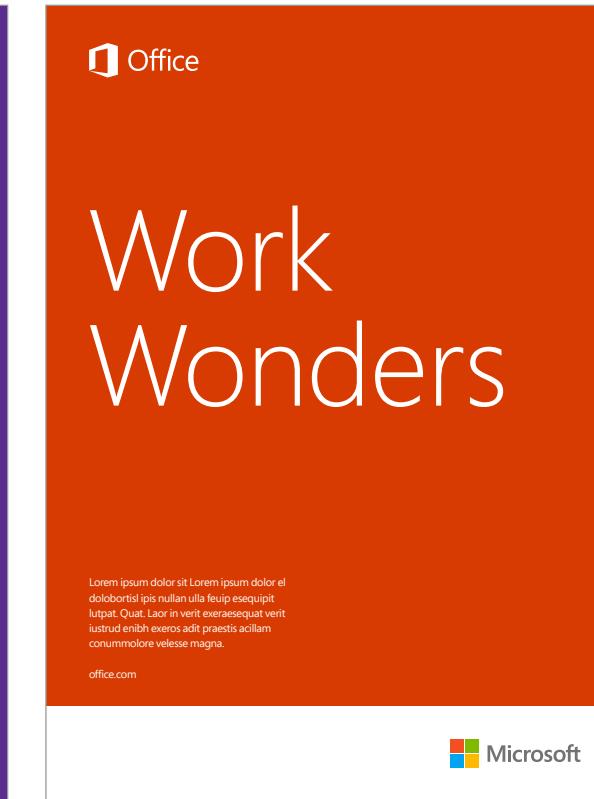
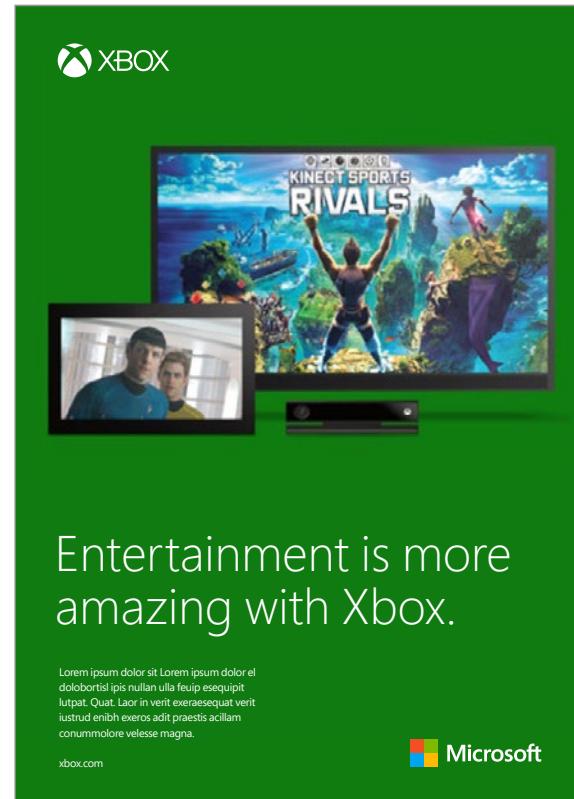


The height of the Microsoft logo is equal to that of the product logo.

Microsoft-endorsed products and services

Our connected system helps us present a unified image

Print advertising (for exhibit only)



Online advertising (for exhibit only)



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

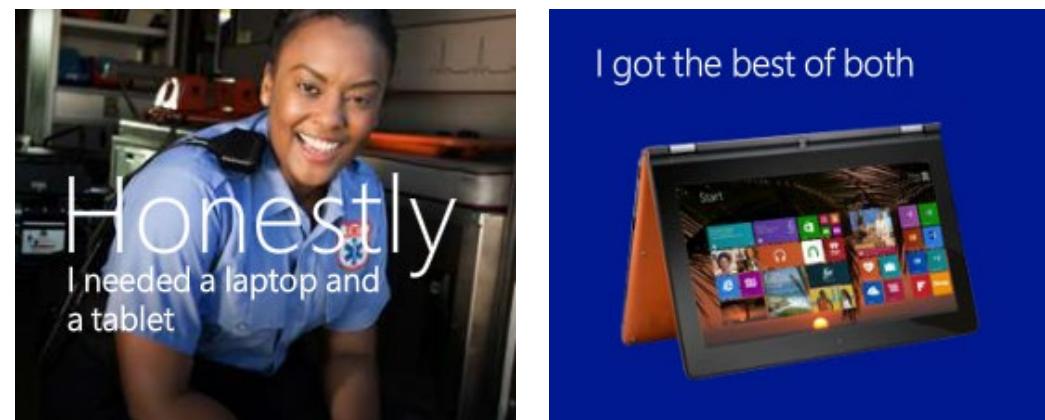
Logo use in digital advertisements

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



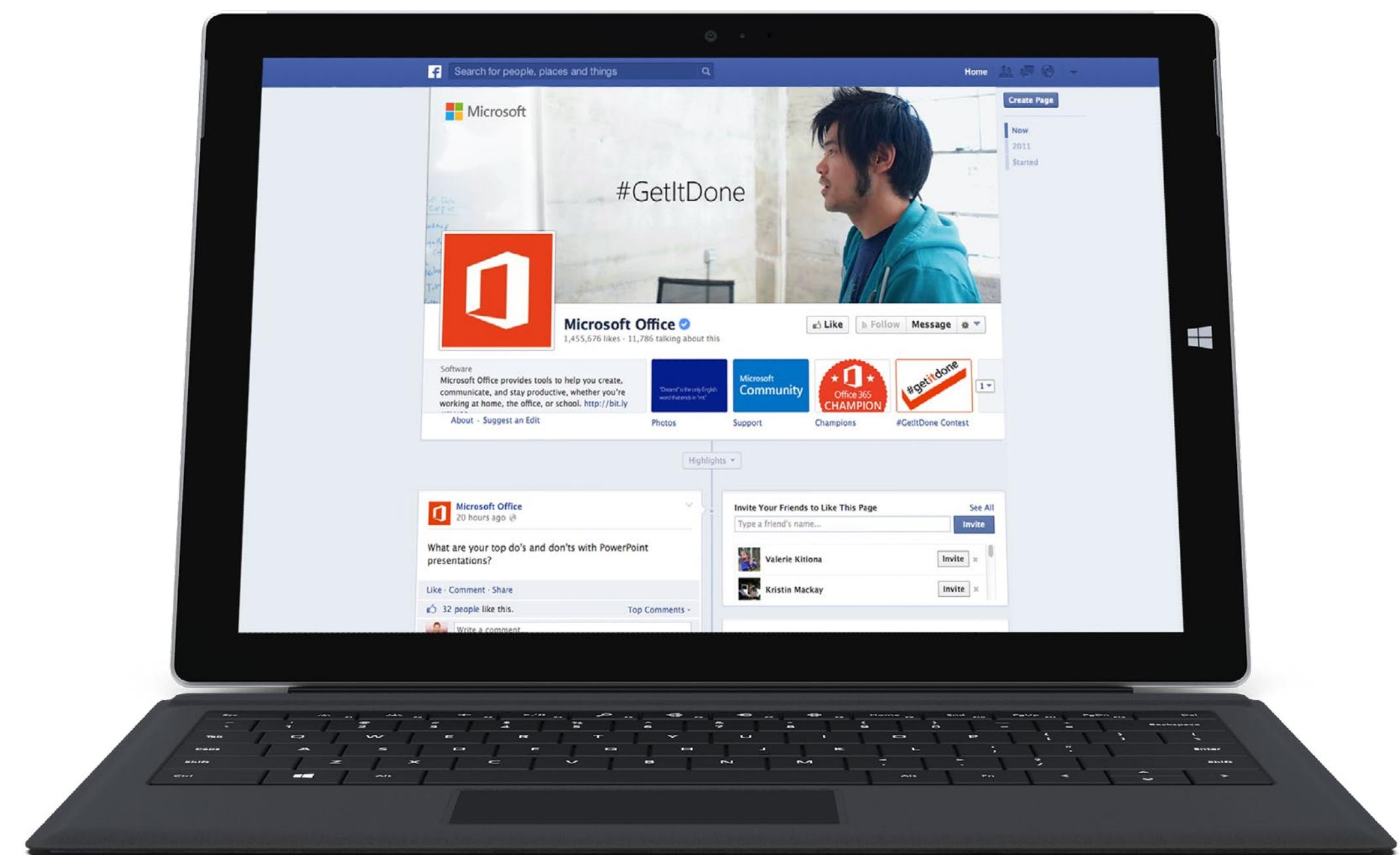
Logo use in social media

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

Type is even more beautiful when it snaps to the grid.

A modern, easy-to-read, and humanist typeface, the Segoe font family is closely aligned with the Microsoft brand personality. Use Segoe to help deliver our messages in a clean, simple, and direct way. It makes our communications feel like they come from Microsoft.

Segoe is our type family

Keep it simple.
Limit type sizes to three.
Keep it flush left.
Use sentence case.

We use Segoe, a completely custom type family created for Microsoft that has become a long-standing core element of our visual identity.

Segoe UI is the font that's used for on-screen and digital executions. Segoe Pro is the font that's used for print and graphic executions.

 [Get Segoe on Brand Tools](#)

Segoe UI

Use for on-screen (e.g., PowerPoint, email, websites).

Segoe UI Light

A B C D E F G H I J K L M N O P Q R S
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Segoe UI Regular

A B C D E F G H I J K L M N O P Q R S
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Segoe UI Semibold

A B C D E F G H I J K L M N O P Q R S
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Segoe UI Bold

A B C D E F G H I J K L M N O P Q R S
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Segoe Pro

Use for all print applications.

Segoe Pro Light

A B C D E F G H I J K L M N O P Q R S
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Segoe Pro Regular

A B C D E F G H I J K L M N O P Q R S
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Segoe Pro Semibold

A B C D E F G H I J K L M N O P Q R S
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Segoe Pro Bold

A B C D E F G H I J K L M N O P Q R S
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 @ # \$ % & *

Type specifications

In general, the following rules apply to communications across the company.

Size and weight

- Limit type to no more than three sizes.
- Use Light for large headlines.
- Use Regular or Semibold for increased legibility at small sizes or over backgrounds.
- Use Semibold or Bold for subheads, but not for headlines.
- Segoe Black or Condensed weights should be used sparingly.

Case

- Sentence case is our standard for all communications.
- Use all-uppercase sparingly—for titles, short headings, or subheadings, and never for full paragraphs.
- Don't use all-lowercase type.

Justification

- Type should always be set flush left, ragged right.
- Segoe should never be justified or centered.
- Avoid widows, orphans, and lines that end with hyphens.

Text style	Line spacing	Letter spacing*
Body text (Segoe Regular <8–14 pt)	120% minimum	0
Subhead text (Segoe Semibold or Bold 14–36 pt)	110% minimum	-15
Headline text (Segoe Light 36 pt and above)	120% maximum	-15

* Segoe is designed so that letter spacing and word spacing are set by default to 0. When text is larger, spacing will need to be adjusted. Make sure that letters never touch one another.

Typography around the world

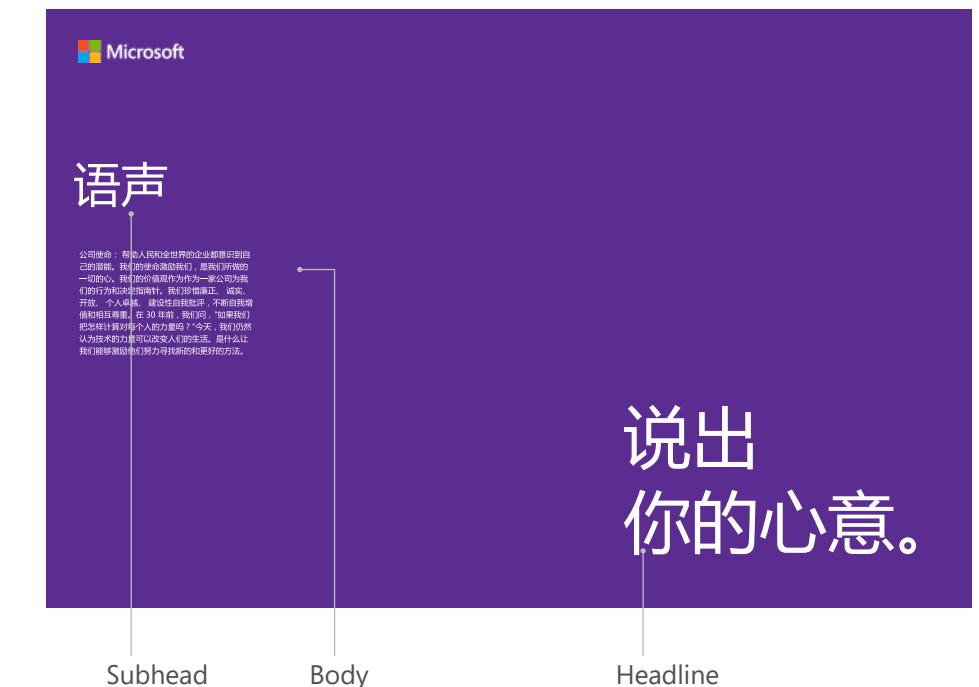
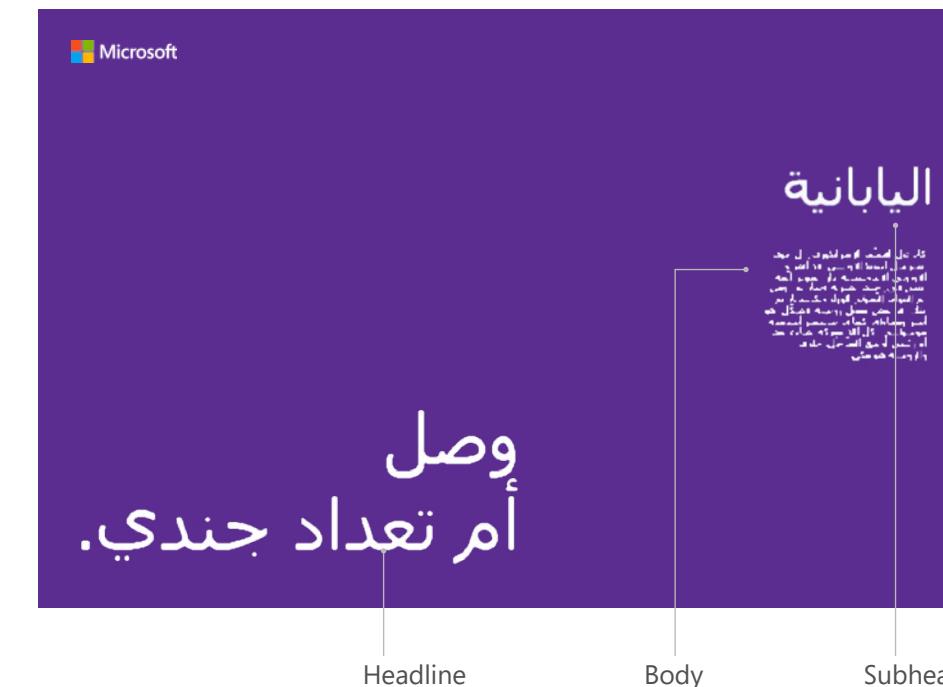
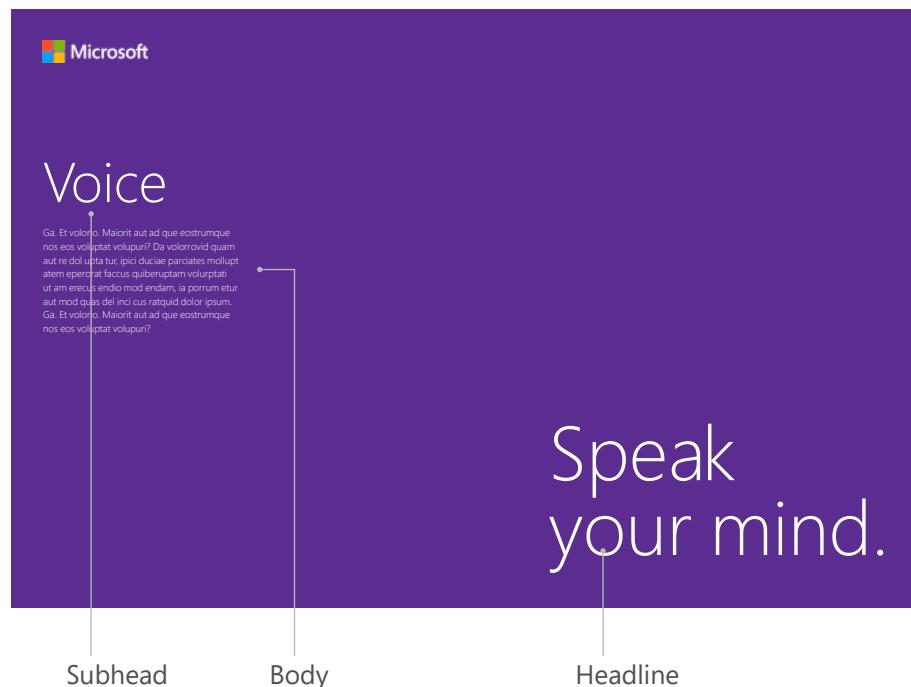
We recommend specific fonts for use around the world. If subsidiaries have identified alternative third-party fonts that they feel align better with Segoe, please send us your suggestion.

[Help Center](#)

Language	Print	On-screen
Latin, Greek, Cyrillic	Segoe Pro	Segoe UI (Windows 8 version)
Hebrew, Armenian, Georgian	Segoe UI (Windows 8 version)	Segoe UI (Windows 8 version)
Arabic	Segoe UI (Windows 8 version); Majalla "Traditional"	Segoe UI (Windows 8 version)
Indian languages	Nirmala UI	Nirmala UI
Thai	Leelawadee	Leelawadee
Indigenous American	Gadugi	Gadugi
Chinese (Simplified)	YaHei	YaHei UI
Chinese (Traditional)	JhengHei	JhengHei UI
Korean	Malgun Gothic	Malgun Gothic
Japanese	Meiryo	Meiryo
Lao	Lao UI	Lao UI
Khmer	DaunPenh	Khmer UI
African languages	Ebrima	Ebrima

Adjust layouts as needed for languages other than English

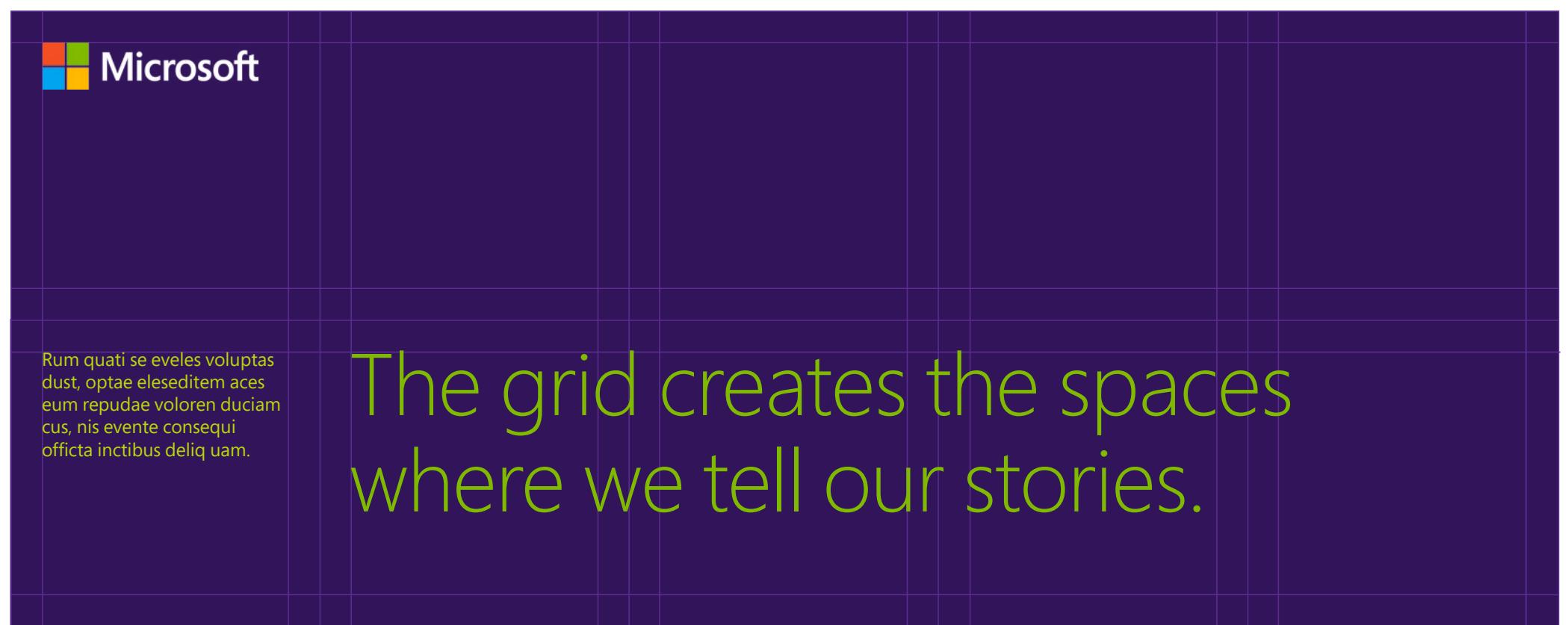
When designing for languages that have a right-to-left reading order, it may be necessary to mirror the layout guidance, with right-alignment replacing left-alignment.



Grids bring structure to simplicity

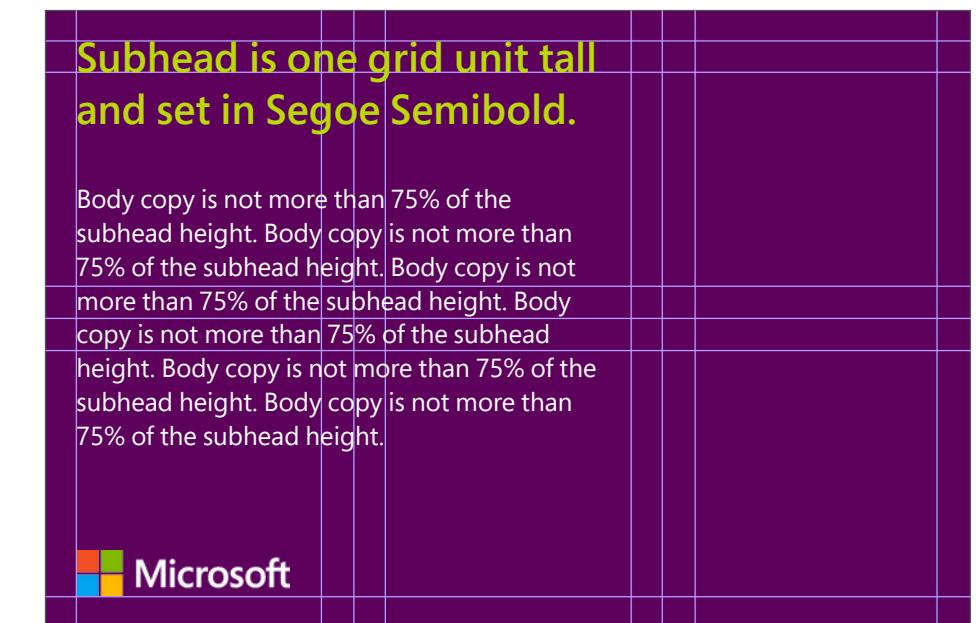
The underlying structure of all Microsoft design, grids help balance your layout, creating the visual organization that will guide customers to the most important messages.

When designing layouts for Microsoft, use square units as the basis of your grid. You can further divide each square into 10x10 smaller units to be used as margins and gutters for the alignment of typography and images.



Type size and relationships

While there are many possibilities in the size and style of type, here are some proven relationships for using Segoe in composition.



This is Segoe Regular with a shadow.

Don't add drop shadows to type.

Don't leave widows in text.

Avoid widows (words by themselves on a line) shorter than seven characters.

THIS TEXT IS SET IN ALL CAPS.

Avoid using all-uppercase letters in typography.

This text is kerned at negative 100.

Don't kern type too tightly or loosely.

This text is right aligned.

Avoid right-aligned type.

This type is stretched.

Don't stretch type.

This type is compressed

Don't compress type. A condensed version of Segoe is available if needed for space-constrained situations.

The line spacing on this text is 200%.

Avoid loose line spacing.

Too Many **TYPE styles** in one layout

Don't use more than one or two type styles in close proximity, and try to follow the rule of three type sizes per page layout.

This 2-column layout of body text leaves an orphan.

Don't leave orphans in your type. (An orphan is a lone word at the top of a page or column.)

Headline

This body copy isn't aligned with the headline above.

Avoid staggering the alignment of typographic elements.

Headline

- Top-level bullet point
 - Second-level bullet point
 - > Third-level bullet

Avoid excessive layering of bullets. Use as few bullets as possible, and try to stick to one or two levels at most.

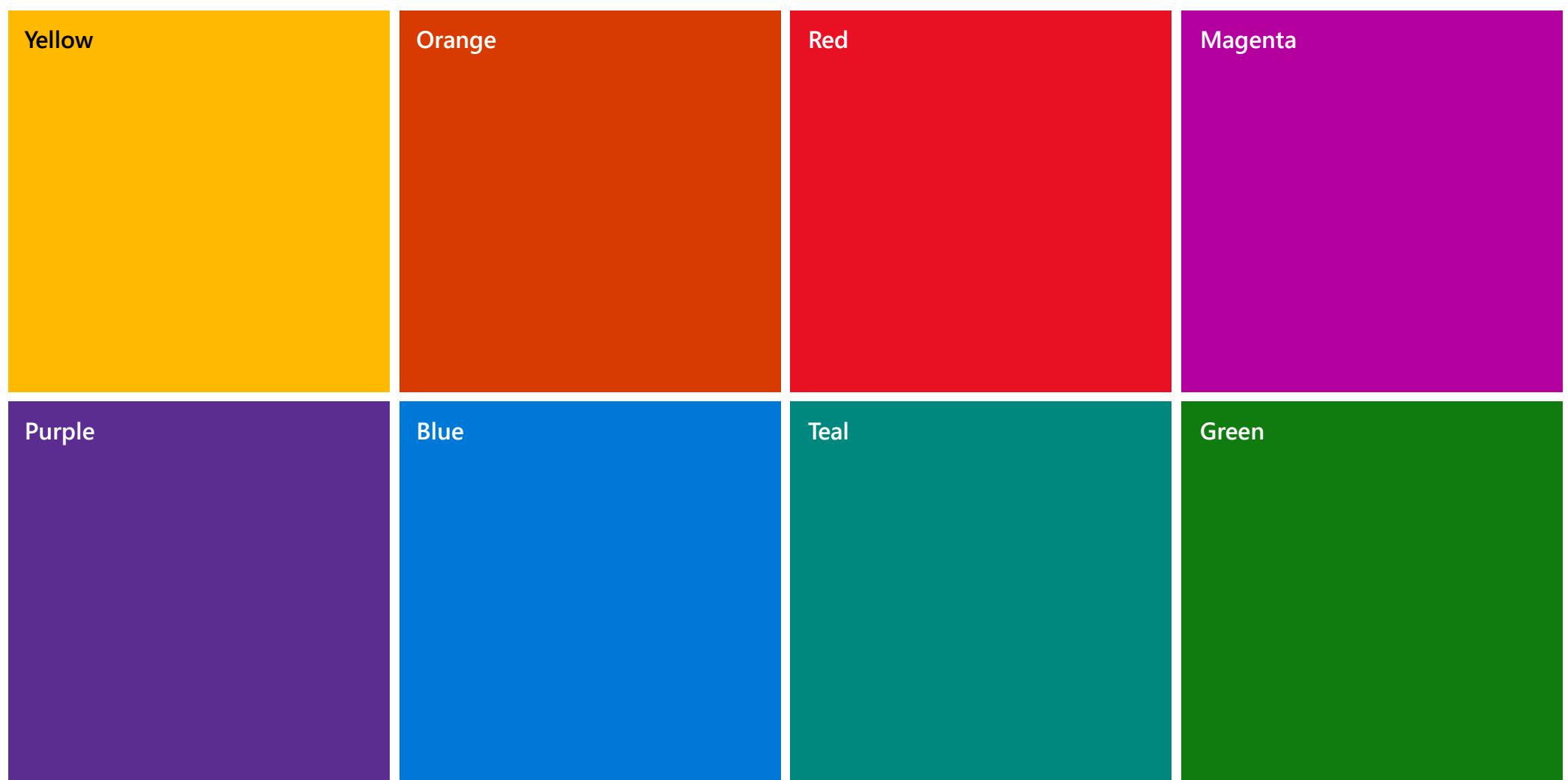
We are colorful.

Life happens in color. Color captures passions, inspires emotions, and connects us. Bright and energetic, our colors add vibrancy. They are among our most recognizable elements. Color helps to unify our visual identity.

Eight brand colors

Our palette has been simplified and made to be more accessible when used with white type. Each brand identity uses a subset of our Microsoft color palette. Together, the colors represent the wide array of connected devices, products, and services that Microsoft offers to help people reach their full potential.

Use our brand colors as the primary palette in all communications.



Accent colors

Use accent colors sparingly

Layouts should utilize the eight brand colors most prominently. Our accent colors provide a wide range of supporting hues. White, gray, and black are additional colors, used for copy and backgrounds.



Color values for digital and print

Use the right color model (digital or print)

Each color has been optimized for on-screen (RGB or hex) or print reproduction (CMYK or PMS).

The exact RGB, hex, CMYK, and PMS color formulas must be specified individually for each color. Don't use the automated color-conversion tools in your software.

Yellow R255 G185 B0 Hex #FFB900 C0 M25 Y100 K0 PMS 124 C, 7406 U	Orange R216 G59 B1 Hex #D83B01 C0 M75 Y100 K0 PMS 166	Red R232 G17 B35 Hex #E81123 C0 M100 Y100 K0 PMS 185	Magenta R180 G0 B158 Hex #B4009E C25 M100 Y0 K0 PMS 241	Purple R92 G45 B145 Hex #5C2D91 C80 M100 Y0 K0 PMS 268	Blue R0 G120 B215 Hex #0078D7 C100 M30 Y0 K0 PMS 3005	Teal R0 G130 B114 Hex #008272 C100 M0 Y50 K25 PMS 3295	Green R16 G124 B16 Hex #107C10 C75 M0 Y100 K0 PMS 362
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Accessibility requirements

The appropriate use of color helps make sure all of our customers can access and understand Microsoft 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 exceed a 4.5:1 contrast ratio for accessibility. The color palette at right demonstrates the correct color and type combinations for use on-screen.

For more information on accessibility, visit:

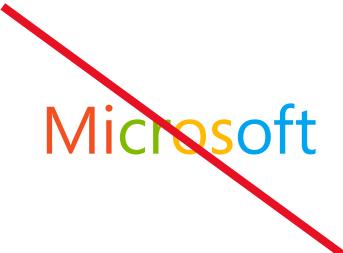
Light Orange R255 G140 B0 Hex #FF8C00 C0 M50 Y100 K0 PMS 144	Light Magenta R227 G0 B140 Hex #E3008C C0 M100 Y0 K0 Process Magenta	Light Purple R180 G160 B255 Hex #B4A0FF C35 M40 Y0 K0 PMS 2645	Light Blue R0 G188 B242 Hex #00BCF2 C100 M0 Y0 K0 Process Cyan	Light Teal R0 G178 B148 Hex #00B294 C100 M0 Y50 K0 PMS 3275	Light Green R186 G216 B10 Hex #BAD80A C25 M0 Y100 K0 PMS 382	Light Yellow R255 G241 B0 Hex #FFF100 C0 M0 Y100 K0 Process Yellow
---	---	---	---	--	---	---

Dark Red R168 G0 B0 Hex #A80000 C20 M100 Y100 K20 PMS 1807	Dark Magenta R92 G0 B92 Hex #5C005C C70 M100 Y30 K25 PMS 261	Dark Purple R50 G20 B90 Hex #32145A C90 M100 Y30 K30 PMS 2617	Mid Blue R0 G24 B143 Hex #00188F C100 M75 Y0 K0 PMS 286	Dark Blue R0 G32 B80 Hex #002050 C100 M75 Y0 K35 PMS 288	Dark Teal R0 G75 B80 Hex #004B50 C100 M50 Y50 K45 PMS 3165	Dark Green R0 G75 B28 Hex #004B1C C95 M45 Y100 K50 PMS 3435
---	---	--	--	---	---	--

White R255 G255 B255 Hex #FFFFFF C0 M0 Y0 K0	Light Gray R210 G210 B210 Hex #D2D2D2 C0 M0 Y0 K20 PMS Cool Gray 3	Mid Gray R115 G115 B115 Hex #737373 C0 M0 Y0 K65 PMS Cool Gray 9	Dark Gray R80 G80 B80 Hex #505050 C0 M0 Y0 K80 PMS Cool Gray 11	Rich Black R0 G0 B0 Hex #000000 C33 M33 Y33 K100
--	---	---	--	--



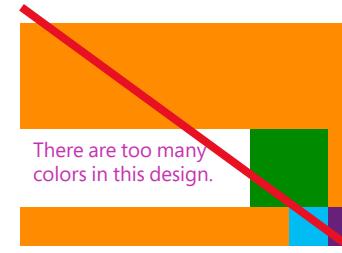
Avoid low-contrast color combinations.



Don't use multiple colors within a single word.



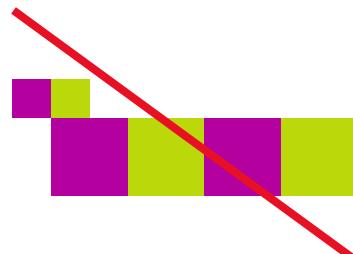
Don't use more than two colors in a single text grouping.



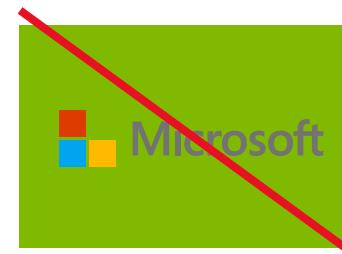
Avoid using more than three colors in a tile layout.



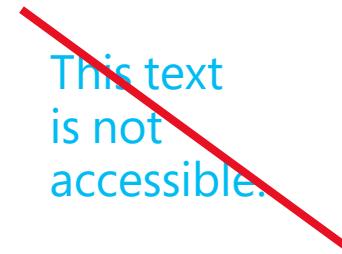
Don't tint the colors except as 80–100 percent opacity over an image.



Don't repeat colors in ways that create a "checkerboard" effect.



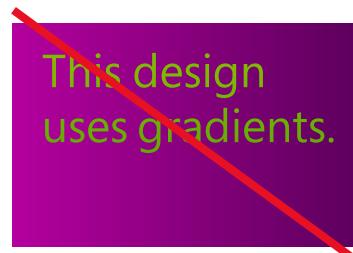
Don't place the logo over any color or background that provides insufficient contrast.



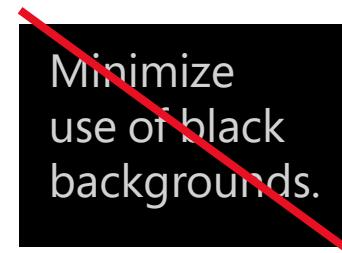
Don't use color combinations (e.g., light blue text on a white background) that fail to meet a 4.5:1 contrast ratio.



Avoid off-brand colors.



Don't create gradients or dimensional color effects. The Microsoft design system uses flat color.



Avoid dominant uses of black. Our brand is colorful.



Be cautious when using colored type on photographic backgrounds. Text may be difficult to read. When in doubt, use white or black instead.

Photos and illustrations tell our story.

The impact of our imagery depends upon how authentically we tell our stories. With every image, we look to tell our audience of people's passion as they realize it through the use of our technology. We're inspired by people's drive for life and their enthusiasm for the future.

Our photos are authentic, optimistic, and brave

Authentic

You believe it and feel like you're there.

Optimistic

We illuminate the joy and triumph of everyday life.

Brave

We aren't afraid to stand out and be ourselves.

Use the Microsoft photo library

An expansive set of shared lifestyle and product photography is available for use in Microsoft communications. Avoid purchasing stock photography whenever possible.

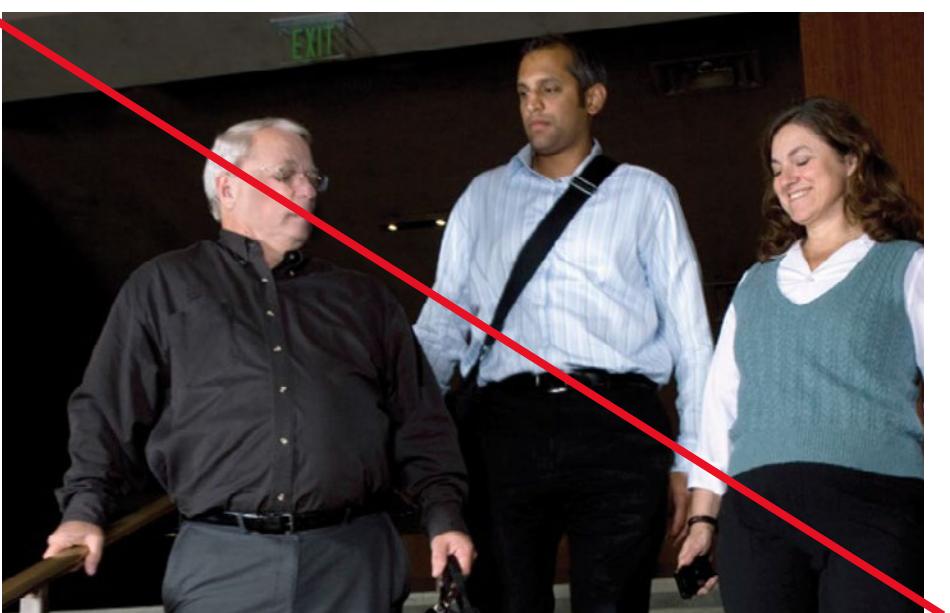
 [Search Brand Tools photos](#)

 [Contact Help Center with questions](#)



Here are some things to avoid when using or producing Microsoft photography:

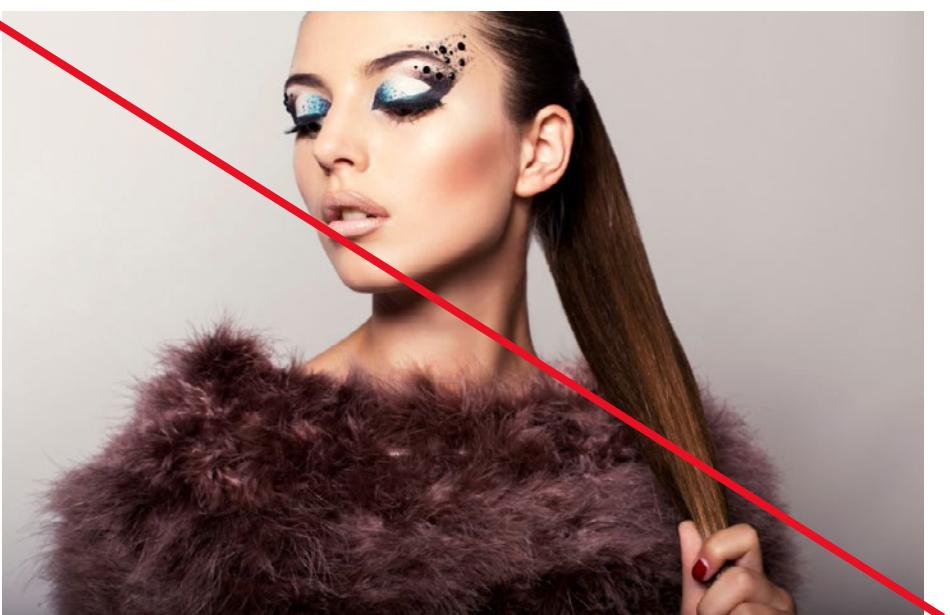
- Avoid storyless images
- No cliché scenarios
- No staged interactions
- No idle or static subjects
- No posing
- No fake emotion
- Avoid bland color
- Avoid contrived settings
- Avoid exclusively "westernized" settings



Don't use images with a lack of color, vibrancy, or a compelling story.



Don't use images that feel staged.



Don't use images that feel posed or glamorized.



Don't use images with an unrealistic scenario.

Our illustrations are engaging, active, and vivid

Tell an engaging story

Illustration must have a purpose beyond decoration. Use illustration to communicate a clear message in a visually surprising way.

Stylize with active geometry

Our illustration style utilizes geometric shapes that feel digital and align with our product UI. Illustration should be simple but never static or sterile.

Use vivid color

Use vivid, flat colors drawn from the Microsoft color palette.

Use the Microsoft illustration library

A range of approved illustrations is available for use in Microsoft communications. Avoid purchasing stock illustration whenever possible.

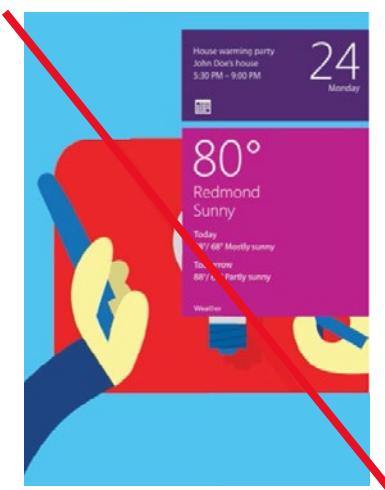
→ Search Brand Tools illustrations

→ Contact Help Center with questions



What to avoid when using or producing Microsoft illustration:

- Avoid decorative illustrations without an informational purpose
- Avoid photo-realistic or 3-D style
- Avoid static illustrations
- Avoid cartoony illustrations
- Avoid off-brand color
- Avoid textures and gradients
- Avoid complex environments that make cropping difficult
- Avoid white backgrounds
- Avoid images that are not flat
- Avoid contoured shapes, shading, and texture
- Avoid shapes that are too detailed and specific
- Don't be simplistic or juvenile
- Avoid illustrations that are too organic



Don't cover key elements of an illustration with color and graphics. Design illustrations and layouts to work well together.



Avoid photo-realistic contours and dimension.



Don't use colors outside the Microsoft color palette, including textures and gradients.



Avoid illustrations floating in white space. Use a background color instead.



Avoid environments too complex to easily crop, as well as illustrations that are too realistic or dimensional.



Avoid contoured shapes and shading that are overly realistic and specific in detail (fingernails, eyes, etc.).



Don't simplify shapes to the point of ambiguity. Also avoid dimension, shape, or shading in the style of Windows 7 icons.



Avoid images too detailed with shape, shading, or texture. Don't use shapes that are too organic or cartoony.

Here's how we put it all together.

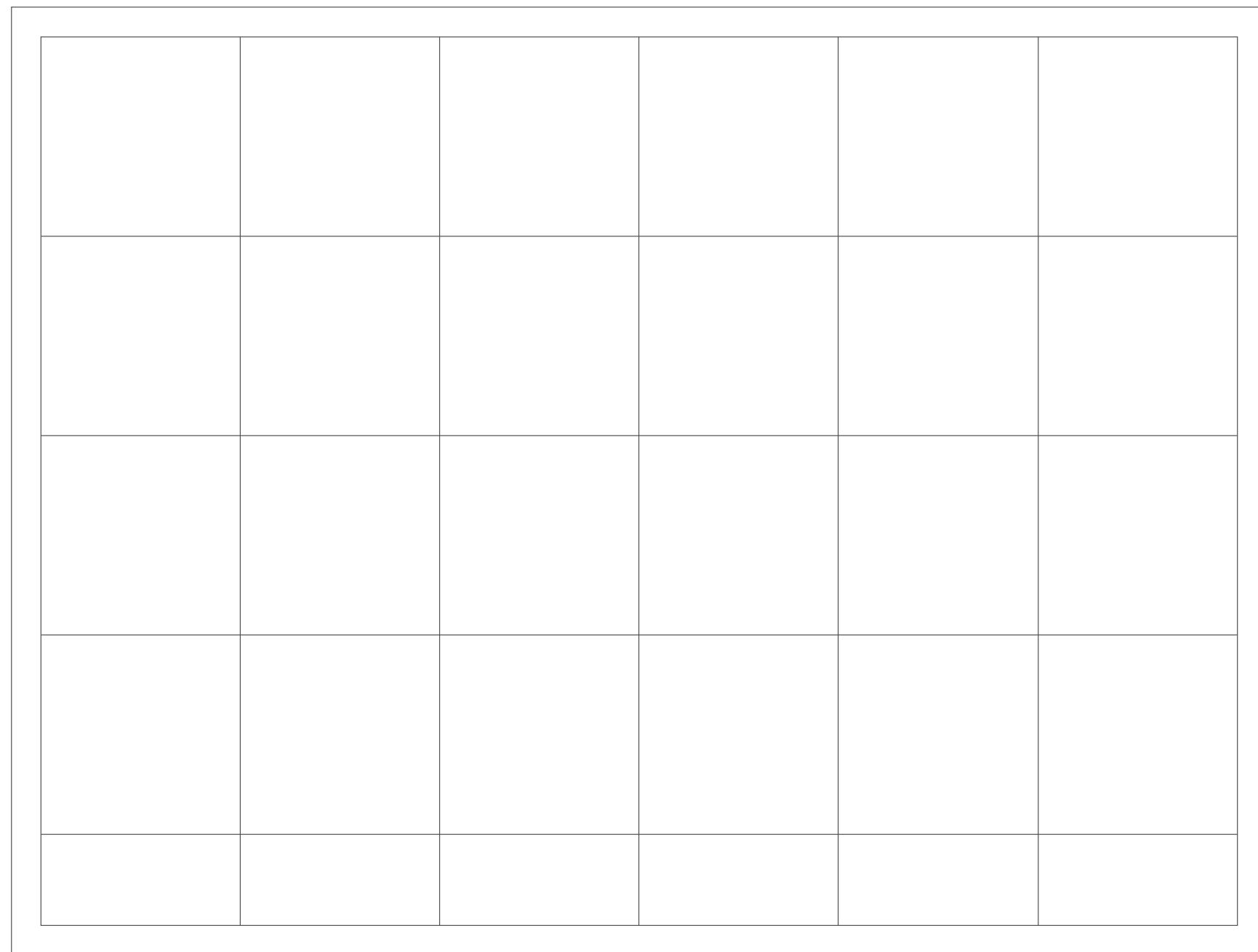
Our brand elements—from our principles of color to imagery, layout, motion, and sound—all come together to tell stunning stories.

1. Begin with a grid of squares

Using an underlying grid made of squares makes it really easy to create designs that feel like Microsoft. You may find it useful to add a margin all the way around the layout as well. Page margins should generally be equal on all sides.

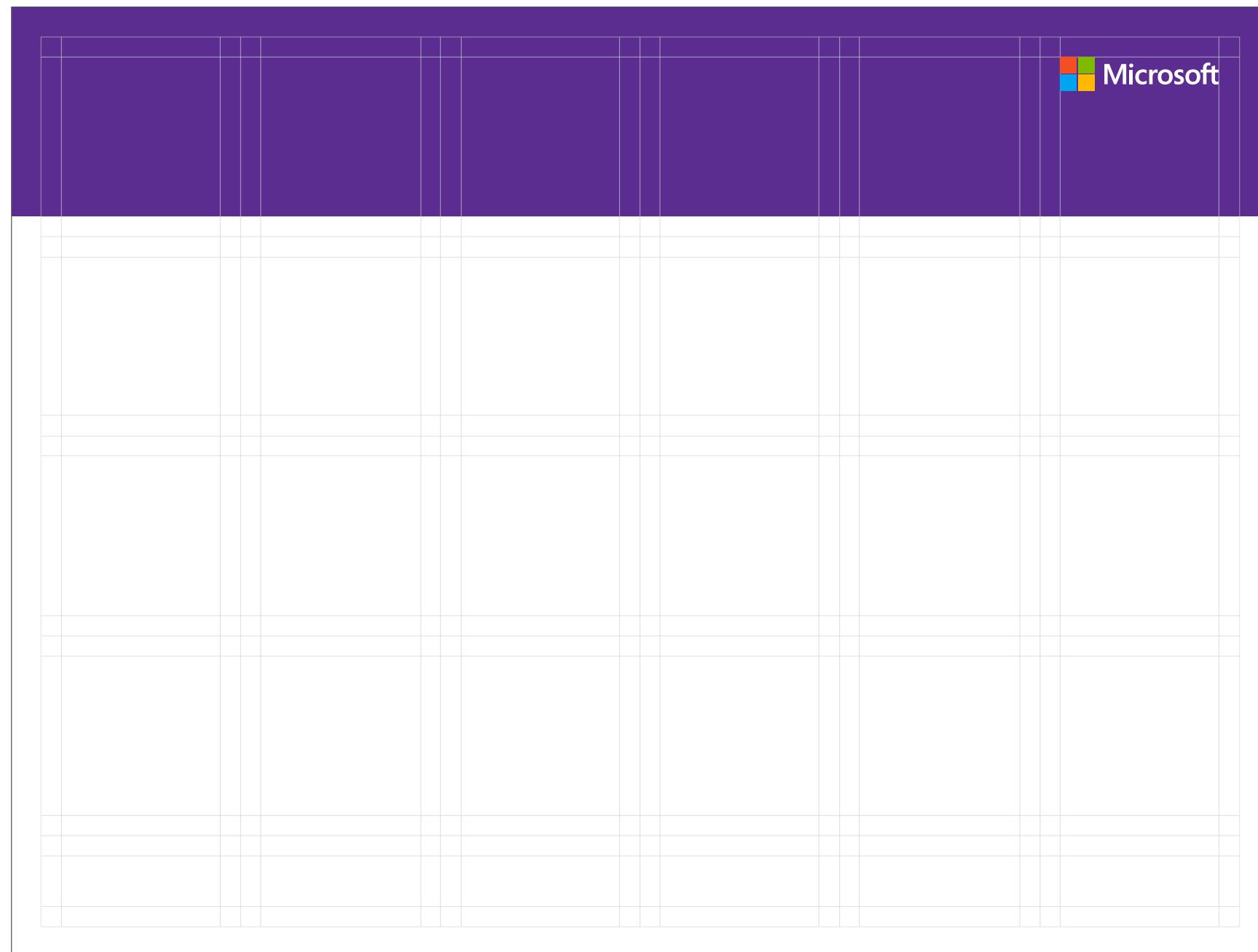
Align graphics and photography to the grid. For the alignment of text elements and the logo, create interior margins and gutters.

Note that not all page sizes will allow you to create a perfect grid of squares. In that case, continue to use a square-based grid, but allow the last row or column to be narrower than the others.



2. Add color and the logo

Fill the entire grid with color or imagery, or use just a portion of the layout. The logo aligns to the same interior margins of the grid that are used for text and inset imagery.



3. Add text and imagery

Text and inset images align to the same interior margins as the logo. Remember to limit the number of type sizes to three or fewer whenever possible, and keep type flush left.

Type aligns to the inner margins

July 2014

Subhead goes here

Vitia quam harum alitatestiam di adi doluptatur mosti idem que re que por suntur. Pa que con consequre od utas iur, cupite eicid mo optiam, ut dolorpo rrumquae andandi ut ut eos at. Mi, omnis simincime consequodit liciass incurestrum rest, quide duntur sus fugit que niandit, ut moluptatio ea valor mod que doloratur? Ehentur. Vitia quam harum alitatestiam di adi doluptatur mosti idem que re que por suntur.

Additional details

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[Learn more](#)

Caption text vitia quam harum alitatestiam di adi doluptatur mosti. Pa que con consequre od utas iur, cupite eicid mo optiam, ut dolorpo rrumquae anda lorem ipsum.

© 2014 Microsoft Corporation. All rights reserved. Terms of use.



Small space design

We need to communicate multiple things digitally, and this gets harder as the spaces get smaller. Our approach addresses this reality.

What it looks like

We use a specific, descriptive image to represent an offering—not a logo.

We communicate Microsoft via design style and a prominent mention in text.

We show family connection via text, not proprietary symbols.

Our style

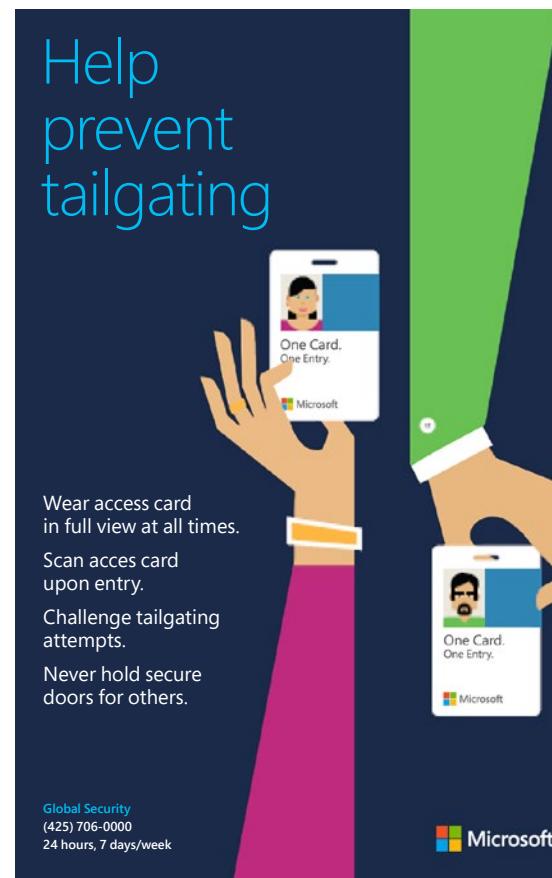
- Simple and direct
- Descriptive and functional iconography
- White iconography
- One accessible background color from our palette



Internal communications

Identify your organization with text

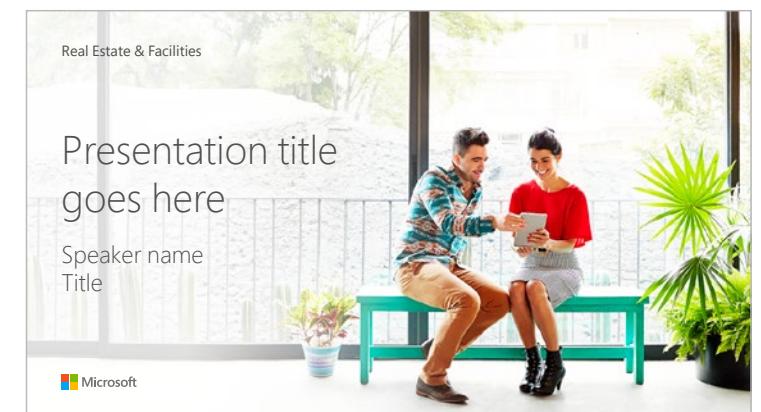
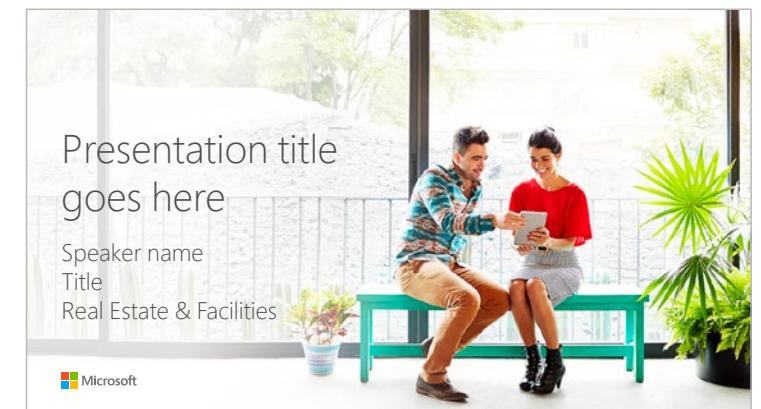
On internal communications, identify the message's sponsor or author in plain text. Place information about your organization in a headline, PowerPoint title information, or the header or footer.



Organization name in the footer



Organization name in the subhead



Organization name on the title slide

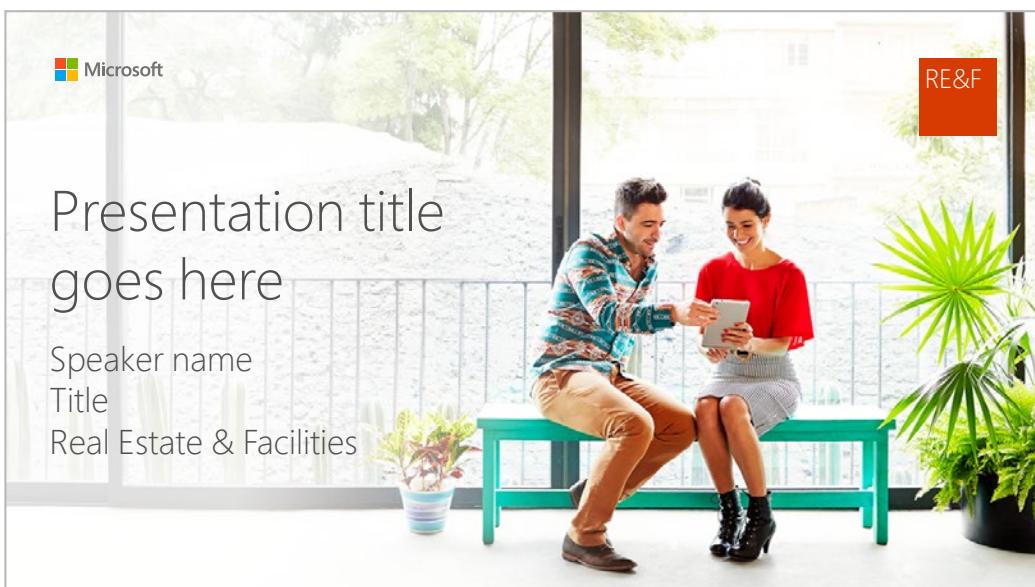
Internal communications

Organization ID tiles

Certain groups may use another visual element called an organization ID tile for Microsoft internal communications. An organization ID tile should not be used in communications to an external audience. Only the highest-level divisional name belongs in an organization ID tile.

This is approved artwork created by Microsoft Brand Studio. Please don't create your own organization ID tiles.

[Contact Help Center with questions](#)



Organization ID tiles or top-level division names are placed in the upper or lower corner of various types of communications.

Note that when the organization ID tile is positioned in the lower left, the text (RE&F, for example) is also in the lower left within the tile. If the tile is in the upper left of the layout, the text is positioned in the upper left of the tile.

Here are some great examples of our brand at work.

Use the full-color Microsoft logo on *all* communications



Microsoft
Surface

Légère. Comme son prix.
Redécouvrez Surface RT,
désormais à partir de
339€*

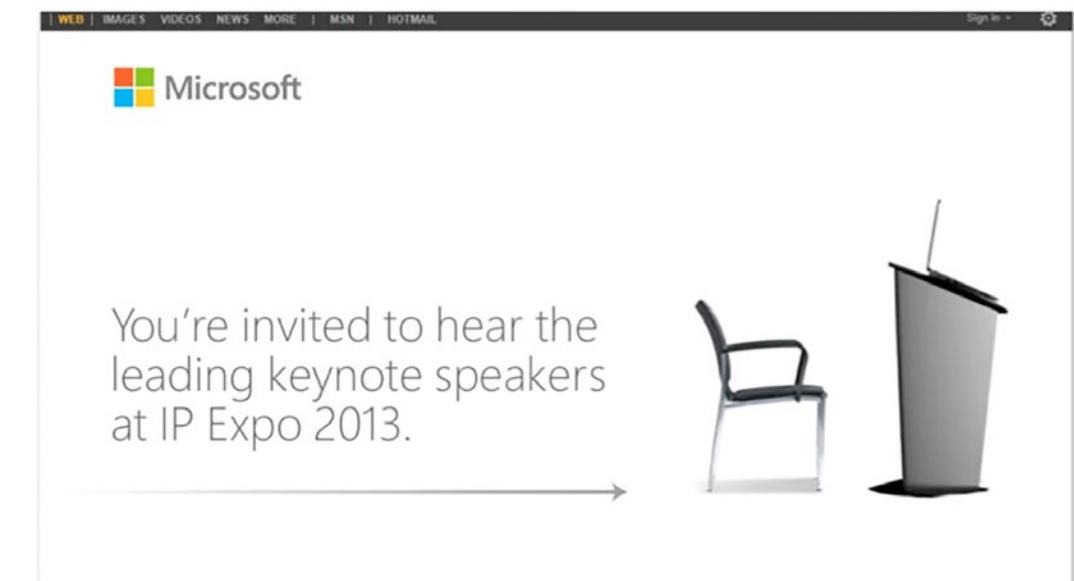
J'EN PROFITE ➔

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April 15, 2014



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Microsoft

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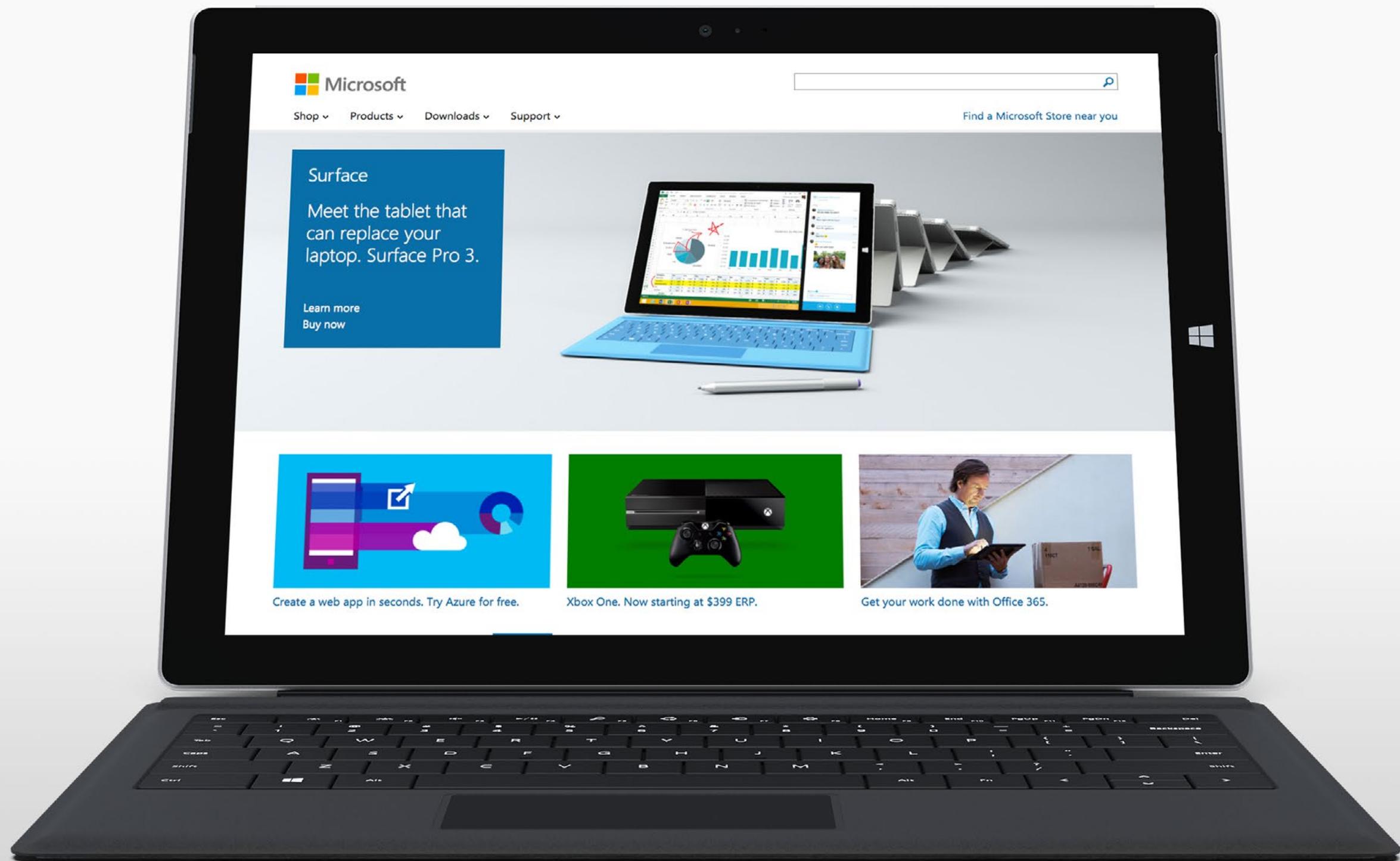


Microsoft

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Presentation



Newsletter

The Microsoft Surface tablet displays a newsletter titled "Cloud + Enterprise field alert" from Edition 24 - July 15, 2014. The page features a Microsoft logo at the top left, a hand-drawn illustration of a person at the top center, and a photo of a smiling man in a blue hoodie on the right. Below the title, there are navigation links: Customer Evidence, News, Compete Insights, Products, Developer Tools, and Cloud OS. The main article is about VMware announcing Cloud Hybrid Service details, mentioning a webcast on May 21st. It includes sections for "Additional details" and "Summary of announcement", which lists key highlights like the service being a VMware-branded public cloud service. There's also a "Sales figures" chart showing vertical bars for months Mar, Apr, May, Jun, Jul, and Aug, with colors alternating between blue and orange. The "Analysis" section discusses the service's appeal to existing VMware customers and its portability. A "What to do next" section provides a list of 14 items for users to follow up on.

Cloud + Enterprise field alert

Edition 24 - July 15, 2014

Customer Evidence | News | Compete Insights | Products | Developer Tools | Cloud OS

VMware announces Cloud Hybrid Service details.

In a webcast on May 21st, VMware announced details for its upcoming vCloud Hybrid Service. Read on for additional details.

Additional details

The vCloud Hybrid Service will be offered in two flavors – “Dedicated Cloud”, and “Virtual Private Cloud”. The Dedicated Cloud will provide customers with a physically isolated infrastructure, giving them their own private cloud instance, and the most control over their resources in the cloud. This seems similar to what is often referred to as a “reserved” cloud. The Virtual Private Cloud will provide logical isolation (as opposed to physical). The service will rely on four locations for its roll-out in the US (Santa Clara, Las Vegas, Dallas and Sterling, VA).

Pricing details for the two offerings have also been announced, and can be seen in the tables below.

The vCloud Hybrid Service will be offered in two flavors – “Dedicated Cloud”, and “Virtual Private Cloud”. The Dedicated Cloud will provide customers with a physically isolated infrastructure, giving them their own private cloud instance, and the most control over their resources in the cloud. This seems similar to what is often referred to as a “reserved” cloud. The Virtual Private Cloud will provide logical isolation (as opposed to physical). The service will rely on four locations for its roll-out in the US (Santa Clara, Las Vegas, Dallas and Sterling, VA).

Summary of announcement

In a webcast on May 21st, VMware announced details for its upcoming vCloud Hybrid Service. Key highlights include:

- The vCloud Hybrid Service is a VMware-branded public cloud service that enables movement of vSphere virtual machines to and from customer datacenters.
- VMware will provide support for customers running the service.
- There continues to be a lack of clarity regarding whether the service will be run in datacenters operated by VMware, or in datacenters operated by select VMware service providers (VSPP) partners.

Sales figures

Month	Sales
Mar	Blue bar
Apr	Blue bar
May	Orange bar
Jun	Blue bar
Jul	Blue bar
Aug	Orange bar

Analysis

- It is our belief that the vCloud Hybrid Service will be most attractive to existing VMware customers, primarily because its central benefit is portability of existing vSphere VMs to the cloud (and back).
- VMware will provide support for customers running the service.
- There continues to be a lack of clarity regarding whether the service will be run in datacenters operated by VMware, or in datacenters operated by select VMware service providers (VSPP) partners.

What to do next:

- Familiarize yourself with the vCloud Hybrid Service website.
- If asked about the vCloud Hybrid Service, remind customers that the service is not available until Q3 in the US
- (date unspecified), and 2014 for APAC and EMEA. By contrast, Microsoft’s hybrid solution, consisting of
- Windows Server, System Center and Windows Azure is available today for use in production environments.
- Utilize existing VMware compete resources in your conversations with customers
- Top 10 questions to ask customers
- The Versus campaign
- WhyMicrosoft? website
- For questions on this topic, contact Varun Chhabra and Rohit Rahi
- For compete escalations on VMware, contact <http://comphot>



Packaging



Brochure cover



Brochure spread

Working responsibly and serving communities around the world

Microsoft has an enduring commitment to fulfilling our public responsibilities and serving the needs of people in communities worldwide. We are a responsible global corporate citizen. We build and maintain the trust of our customers, consumers, partners, and shareholders.

Introduction Compliance Protect Info **Communities** Diversity Assets Program

Responsible Business Leadership
Citizenship and Community Service
Human Rights
Political Activities and Contributions
Quality
Sustainability

The Earth Day Groceries Project

A collage of images includes: a woman looking surprised at a tablet screen; three children looking at a tablet; wind turbines; a woman smiling outdoors; and a man in a white shirt and cap in a grocery store aisle.

Print ad



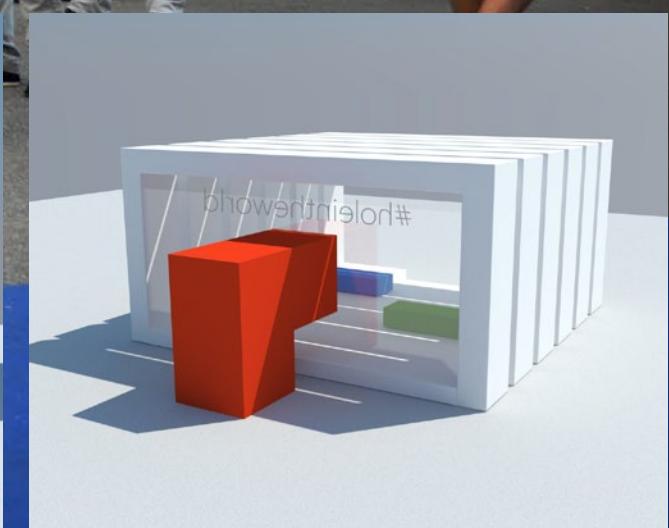
Outdoor ad, Times Square, New York



//oneweek company forum



#holeintheworld installation, Cannes, France





Thank you.

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Microsoft communications will be stronger for it.

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>