Illustration library

Microsoft

Introduction

Illustrations tell stories and provide metaphors. They are purposeful, not decorative, and can communicate complex and abstract ideas when photos can't.

The illustrations in this library can provide inspiration and a starting point for you to tell your own stories. Illustrations are available on Brand Central as native Adobe Illustrator files and as PNG images (provided with and without backgrounds).

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> Ask a question about illustration

> Microsoft illustration guidelines

> Microsoft illustration color palette

Obtain usage rights

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Review guidelines

Before you create your illustrations, review the Microsoft brand, Corporate External and Legal Affairs (CELA), and Global Readiness guidelines for illustration.

Get signed release forms

Before you commission your illustration, be sure there are clear usage rights established and agreed to for all imagery.

Every illustration must have a signed release from the illustrator that documents where the illustration may be used (worldwide or in specific regions), what media it may be used in, and the duration of the license.
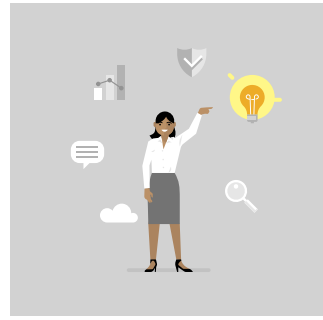
Secure proper approvals

All imagery—photography and illustration—must be approved by Brand, CELA, and your Global Readiness representatives before they can be used in Microsoft marketing or posted to Brand Central.
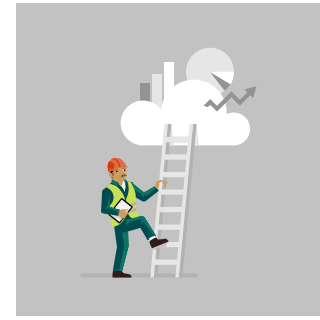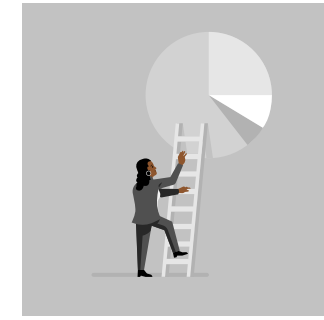
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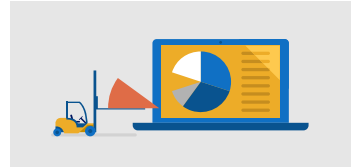
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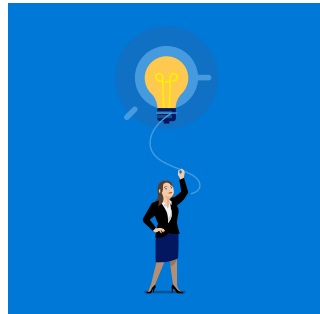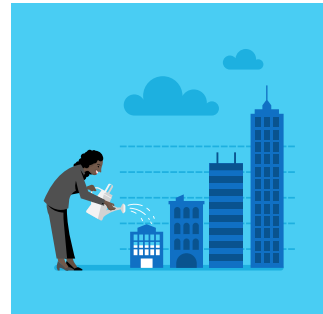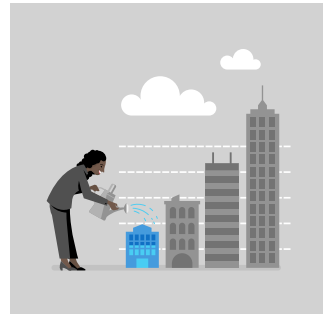

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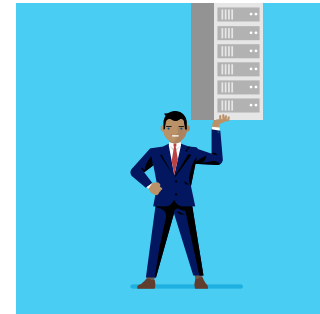
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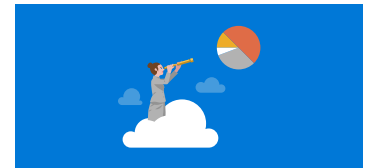
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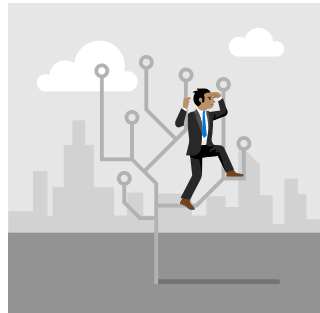
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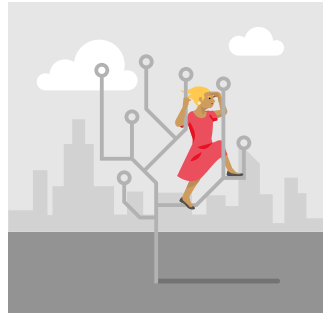
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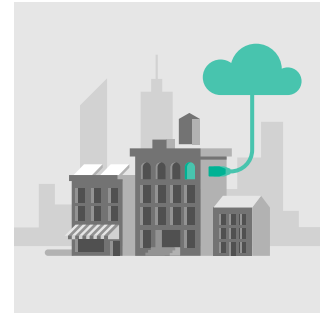
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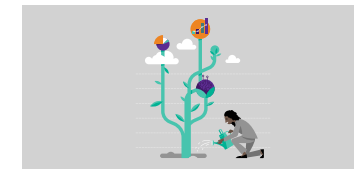
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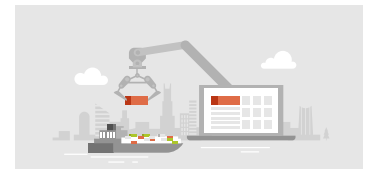
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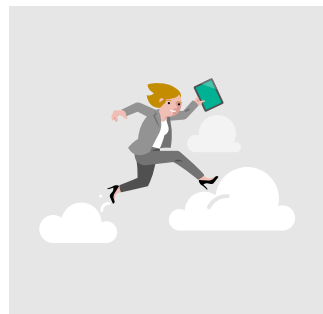
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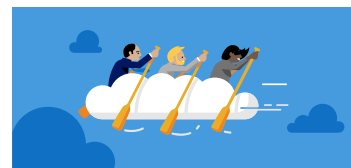
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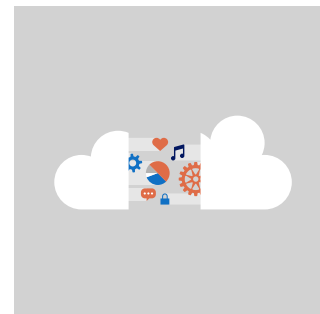
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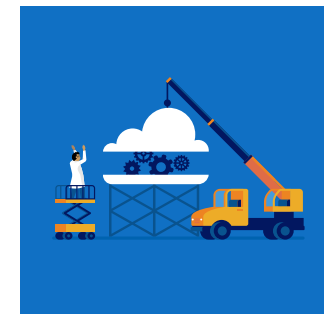
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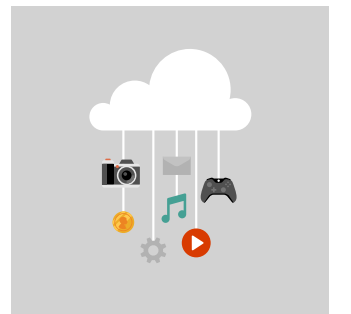
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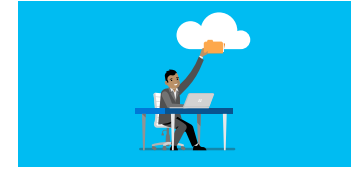
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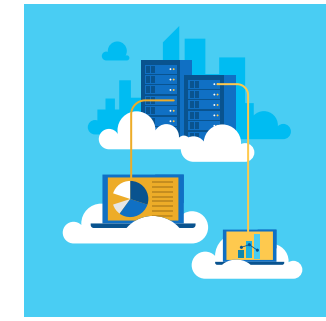
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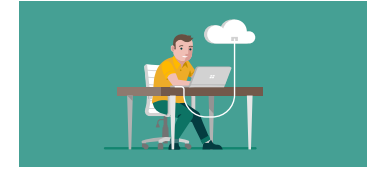
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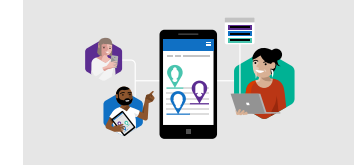
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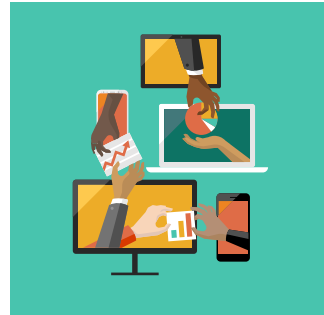
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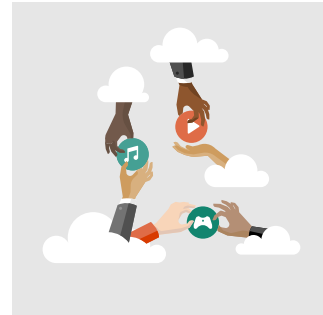
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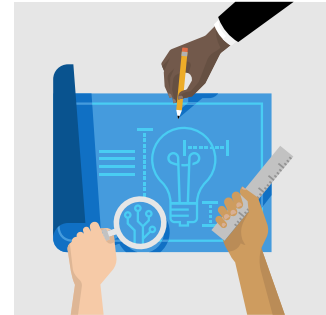
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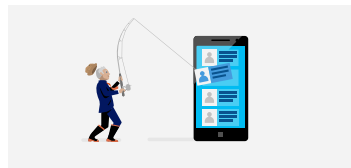
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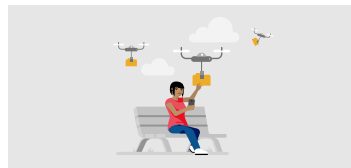
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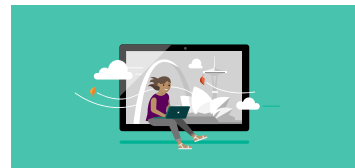
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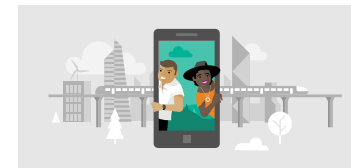
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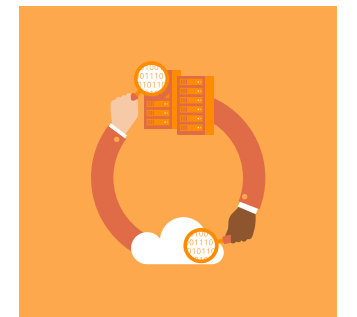
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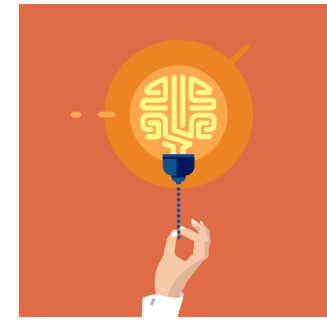
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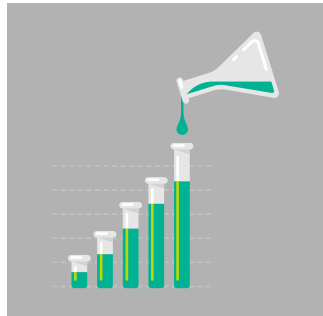
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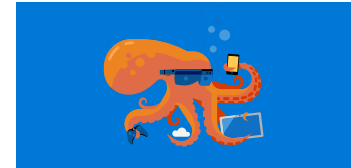
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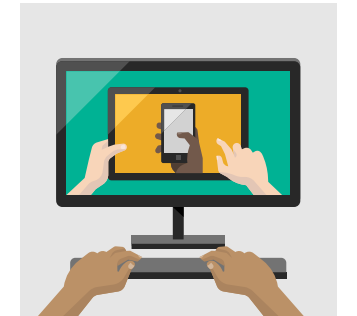
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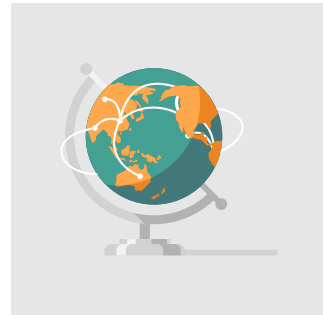
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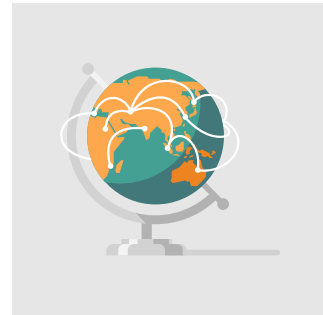
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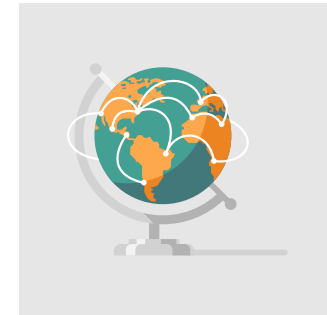
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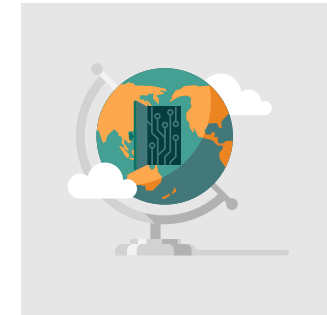
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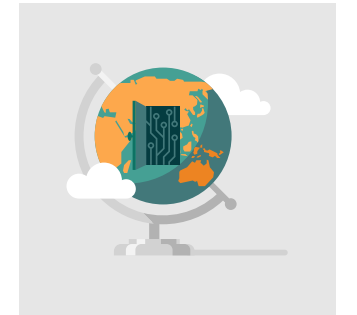
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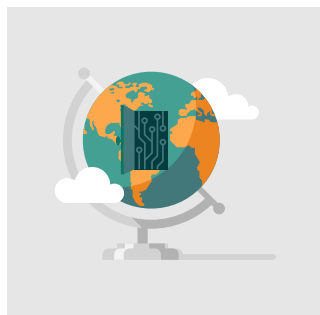
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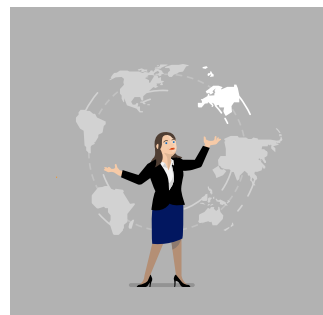
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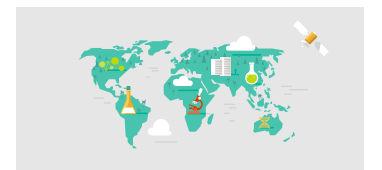
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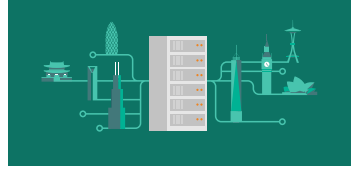
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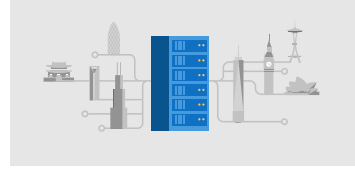
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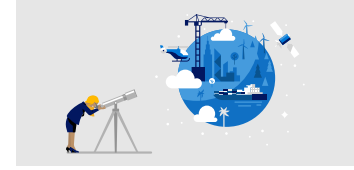
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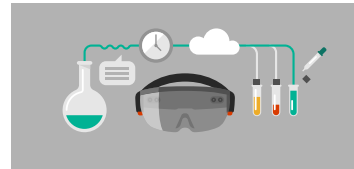
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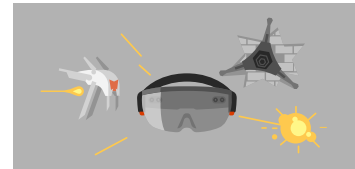
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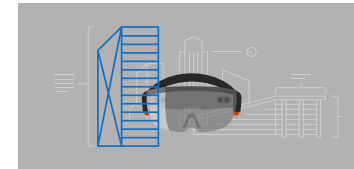
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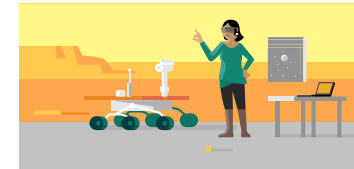
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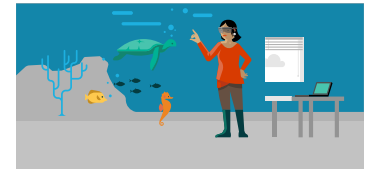
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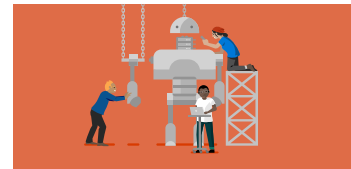
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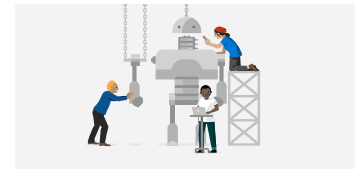
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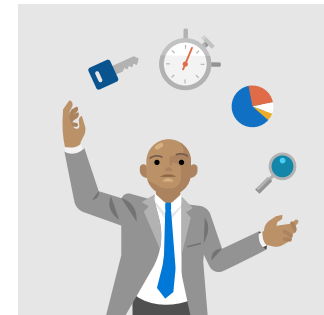
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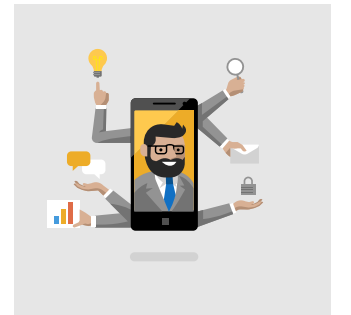
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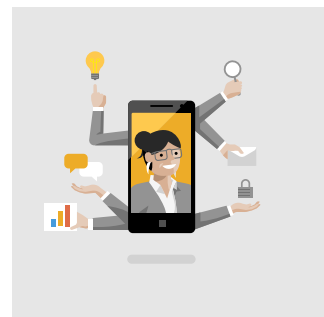
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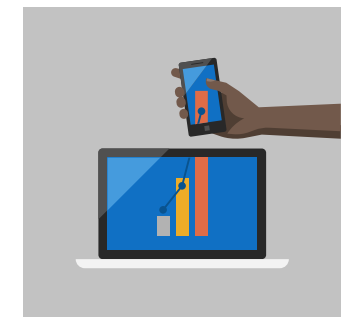
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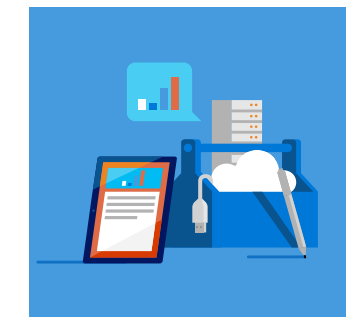
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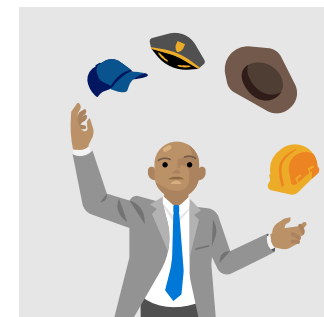
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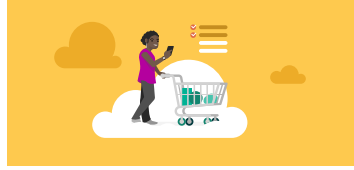
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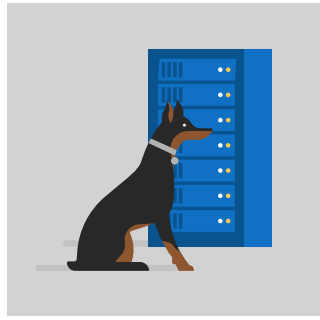
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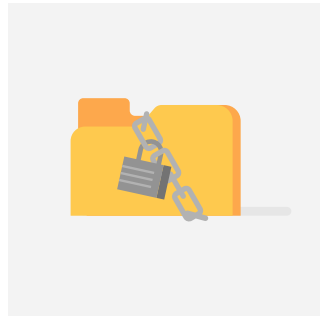
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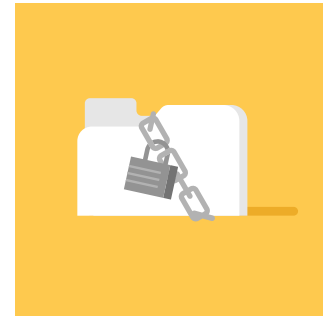
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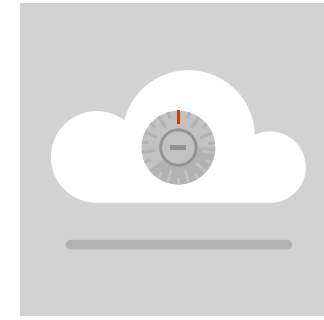
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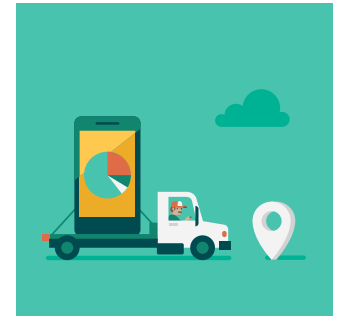
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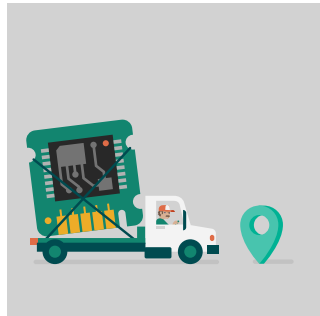
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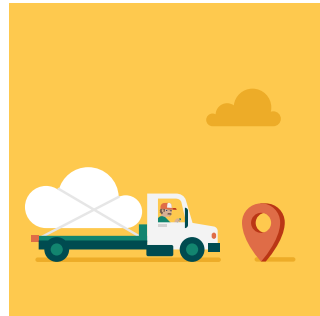
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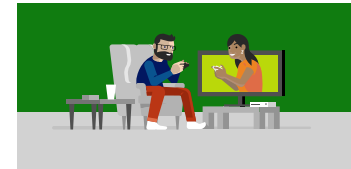
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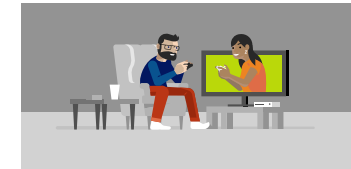
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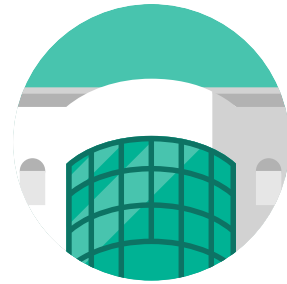
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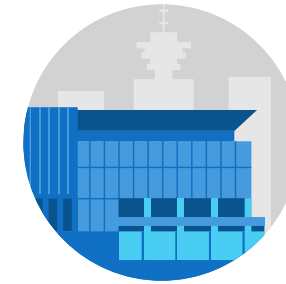
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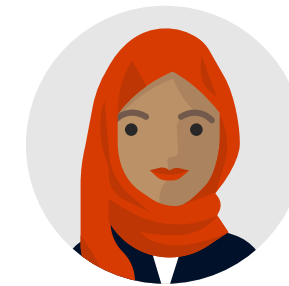
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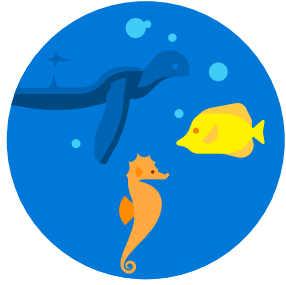
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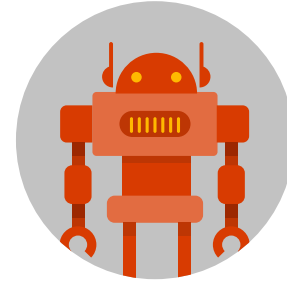
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Microsoft illustrations are more than sketches, they're stories full of character, delightful surprises—and layers of meaning. The following pages show how we define the meaning of each illustration in our library. To download, search the name of the illustration on Brand Central.

Name of illustration	Subject or metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_agriculture_001	Agriculture, data harvesting, and business	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Tractor; Pie chart; Graph; Wheat; Green; Blue
MSC17_business_001	Technology in enterprise and logistics or complete data visibility	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Discrete manufacturing; Process manufacturing and resources	No people	Forklift; Pie chart; Laptop; Yellow; Blue
MSC17_business_002	Getting to lightbulb moment or idea	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Adult; Skirt; Female; Lightbulb; Magnifying glass; Cloud; Shield; Bar graph; Line graph; Text bubble
MSC17_business_003	Firstline worker accessing data in the cloud from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Discrete manufacturing	Adult	Adult; Male; Hard hat; Tablet; Ladder; Cloud; Bar graph; Pie chart; Green
MSC17_business_004	Accessing data analytics	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Female; Suit; Ladder; Pie chart; Gray
MSC17_business_005	Championing or gaining control over data analytics	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Female; Skirt; Smile; Pie chart; Blue; Gray
MSC17_business_006	Lightbulb moment or idea or powering on	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Female; Skirt; Suit; Lightbulb; Balloon; Blue; Yellow
MSC17_business_007	Growing small business	Microsoft; Azure; Dynamics; Microsoft 365	SMB	Adult	Adult; Female; Suit; Smile; Building; Skyscraper; Watering; Cloud; Bar graph; Blue

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_business_008	Growing small business	Microsoft; Azure; Dynamics; Microsoft 365	SMB	Adult	Adult; Female; Suit; Smile; Building; Skyscraper; Watering; Cloud; Bar graph; Gray
MSC17_business_009	Managing big data	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Male; Suit; Smile; Server; Blue
MSC17_business_010	Business data at fingertips	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Female; Skirt; Suit; Smile; Tablet; Blue
MSC17_business_011	Business forecasting, strategy planning, or goal setting based on cloud data insights	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Female; Suit; Telescope; Cloud; PieChart; Blue
MSC17_business_012	Planning with data, data visibility, or endpoint security	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Male; Suit; Tree; Branch; Endpoints; Cloud; City; Gray
MSC17_business_013	Planning with data, data visibility, or endpoint security	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Female; Dress; Tree; Branch; Endpoints; Cloud; City; Gray
MSC17_business_014	Business forecasting, strategy planning, or goal setting	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Adult; Male; Suit; Binoculars; Cloud; Pie chart; Bar graph; Gray
MSC17_business_015	Cloud connectivity in business	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	No people	Building; Skyscraper; Storefront; City; Cloud; Connection; Gray
MSC17_business_016	Growing insights through cloud data	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Adult; Female; Suit; Smile; Watering; Tree; Growth; Cloud; Bar graph; Pie chart
MSC17_business_017	Managing logistics in business and manufacturing industries	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Discrete manufacturing; Process manufacturing and resources	No people	Ocean; Freight; Container; Crane; Laptop; Cloud; City; Port; Gray

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_cloud_001	Cloud connectivity	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Male; Suit; Phone; Jump; Cloud; Blue
MSC17_cloud_002	Cloud connectivity	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Female; Suit; Tablet; Jump; Cloud; Gray
MSC17_cloud_003	Teamwork, productivity, and collaboration in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Cloud; Rowboat; Business; Male; Female; Suit; Blue
MSC17_cloud_004	Variety of services and apps in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Consumer	No people	Cloud; Music; Gear; Text; Image; PieChart; Heart; Gray
MSC17_cloud_005	Business cloud storage or management	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Male; Cloud; Crane; Forklift; Blue
MSC17_cloud_006	Services and apps in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Consumer	No people	Cloud; Camera; Coin; Gear; Music; Mail; Gaming; Video; Gray
MSC17_cloud_007	Services and apps in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Consumer	No people	Cloud; Mail; Credit card; Lab flask; Lightbulb; Documents; Calendar; Gray
MSC17_cloud_008	connecting to consumer cloud services and apps, cloud connectivity	Microsoft; Azure; Dynamics; Microsoft 365	Consumer	Adult	Adult; Male; Astronaut; Space; Cloud; Stars; Laptop; Plug; Music; Gaming; Mail; Documents; Blue
MSC17_cloud_009	Connecting to enterprise cloud storage and apps, cloud connectivity	Microsoft; Azure; Dynamics; Microsoft 365	Consumer	Adult	Adult; Male; Astronaut; Space; Cloud; Stars; Server; Plug; SecureFiles; Graphs; Documents; Blue
MSC17_cloud_010	Business cloud connectivity and storage	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Male; Suit; Desk; Laptop; File; Cloud; Blue

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_cloud_011	Business cloud connectivity and storage	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Laptop; Pie chart; Bar graph; Cloud; Server; Connection; City; Blue
MSC17_cloud_012	Consumer cloud connectivity	Microsoft; Azure; Dynamics; Microsoft 365	Consumer	Adult	Adult; Male; Laptop; Microsoft; Desk; Cloud; Connection
MSC17_cloud_013	Cloud connectivity, portability, accessibility, and types of data storage for personal use	Microsoft; Azure; Dynamics; Microsoft 365	Consumer	Adult	Adult; Male; Bicycle; Commuter; Cloud; Lightbulb; Gear; Infinity; Molecules
MSC17_collaboration_001	Virtual meetings, business brainstorming, and collaboration in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Adult; Male; Female; Bar chart; Cloud; Laptop; Gray
MSC17_collaboration_002	Virtual meetings, business brainstorming, and collaboration in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Adult; Female; Male; Bar graph; Cloud; Laptop; Gray
MSC17_collaboration_003	Virtual meetings, brainstorming, and collaboration in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB; Consumer	Adult	Adult; Male; Female; Phone; Laptop; Tablet; Yellow
MSC17_collaboration_004	Virtual meetings, brainstorming, and collaboration in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB; Consumer	Adult	Adult; Male; Female; Phone; Laptop; Tablet; Gray
MSC17_collaboration_005	Teamwork, productivity, and collaboration	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Male; Female; Suit; Bicycle; Gray
MSC17_collaboration_006	Teamwork, collaboration, and filesharing	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Hands; Sharing; Charts; Graphs; Phone; Laptop; Television; Monitor; Green
MSC17_collaboration_007	Teamwork, collaboration, and filesharing in the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Hands; Sharing; Cloud; Music; Gaming; Video; Gray

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_collaboration_008	Teamwork and collaboration	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Adult; Hands; Collaboration; Blueprint; Lightbulb; Magnifying glass; Ruler; Pencil; Blue; Gray
MSC17_collaboration_009	Global connectivity and collaboration	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Female; Male; Earth; Cities; Connectivity; Laptop; Phone; Tablet; Gray
MSC17_collaboration_010	Global connectivity and collaboration	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Earth; Connectivity; Graph; Chart; File; Calendar; Lightbulb; Cities; White; Green
MSC17_collaboration_011	Global connectivity and collaboration	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Earth; Connectivity; Graph; Chart; File; Calendar; Lightbulb; Cities; White; Blue
MSC17_communication_001	Communication and retrieving customer data from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Consumer; Enterprise	Adult; Senior	Adult; Senior; Male; Suit; Fishing; Contacts; Phone; White; Blue
MSC17_communication_002	Accessing data files in the cloud from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Consumer	Adult	Adult; Female; Park; Bench; Cloud; Phone; Drone; Files; Gray
MSC17_consumer_001	Cloud connectivity while traveling or for seeing the world through your device	Microsoft; Azure; Dynamics; Microsoft 365	Consumer; Hospitatlity and travel	Adult	Adult; Female; Consumer; Laptop; Seattle; Space Needle; Sydney; Opera House; St. Louis; Gateway Arch; Cloud; Green; Gray
MSC17_consumer_002	Cloud connectivity while traveling or for seeing the world through your device	Microsoft; Azure; Dynamics; Microsoft 365	Consumer; Hospitatlity and travel	Adult	Adult; Female; Male; Travel; Phone; City; Rail; Gray; Green
MSC17_data_001	On premise and cloud data hybrid solutions	Microsoft; Azure; Microsoft 365	Enterprise	Adult	Hands; Suit; Magnifying glass; Server; Cloud; Circle; Gray

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_data_002	On premise and cloud data hybrid solutions	Microsoft; Azure; Microsoft 365	Enterprise	Adult	Hands; Suit; Magnifying glass; Server; Cloud; Circle; Orange
MSC17_data_003	On premise and cloud data hybrid solutions	Microsoft; Azure; Microsoft 365	Enterprise	Adult	Hands; Suit; Magnifying glass; Server; Cloud; Circle; Blue
MSC17_data_004	On premise and cloud data hybrid solutions	Microsoft; Azure; Microsoft 365	Enterprise	Adult	Hands; Suit; Magnifying glass; Server; Cloud; Circle; Green
MSC17_data_005	Data sharing among different devices	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Tablet; Phone; Chart; Graph; Gray
MSC17_data_006	Powering ideas with data	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Hand; Lightbulb; Circuits; Light; Orange
MSC17_data_007	Powering applications and services with data	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Hand; Lightbulb; Circuits; Infinity; Cloud; Shield; Molecule; Gray
MSC17_data_008	Cloud computing and data analytics	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Cloud; Numbers; Factory; Magnifying glass; Lightbulb; Lock; Gear; Graph; Chart; Box; Gray
MSC17_data_009	Healthcare data analytics	Microsoft; Azure; Dynamics; Microsoft 365	Health	No people	Lab flask; Test tubes; Chart; Liquid; Green
MSC17_data_010	Healthcare data analytics	Microsoft; Azure; Dynamics; Microsoft 365	Health	No people	Lab flask; Test tubes; Chart; Liquid; Gray
MSC17_data_011	Data analysis	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Document; Magnifying glass; Chart; Graph; Connections; Gray
MSC17_devices_001	Multitasking or for using multiple devices	Microsoft	Consumer	No people	Octopus; Video; Glasses; Phone; Tablet; Cloud; Gaming; Blue

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_devices_002	Multitasking or for using multiple devices	Microsoft	Consumer	No people	Octopus; Video; Glasses; Phone; Tablet; Cloud; Gaming; Gray
MSC17_devices_003	Interconnectivity and users across multiple device types	Microsoft; Azure; Dynamics; Microsoft 365	Consumer	Adult	Hands; Computer; Desktop; Laptop; Tablet; Phone; Screen; Gray.
MSC17_education_001	Use of technology in sceintific analysis and education	Microsoft; Azure; Dynamics; Microsoft 365	Education; Public Sector	Adult; Teen/young adult	Young adult; Student; Scientist; Female; Laptop; Lab flasks; Microscope; DNA; Cells; Molecules; Yellow
MSC17_global_001	global connectivity or data access from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Advertiser; Hospitatlity and travel	No people	Globe; World; Americas; Asia; Australia; Connection; Gray
MSC17_global_002	Global connectivity or data access from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Advertiser; Hospitatlity and travel	No people	Globe; World; Europe; Africa; Asia; Australia; Connection; Gray
MSC17_global_003	Global connectivity or data access from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Advertiser; Hospitatlity and travel	No people	Globe; World; Americas; Europe; Africa; Connection; Gray
MSC17_global_004	Global connectivity or data access from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Advertiser	No people	Globe; World; Cloud; Circuit; Link; Door; Americas; Asia; Australia; Gray
MSC17_global_005	Global connectivity or data access from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Advertiser	No people	Globe; World; Cloud; Circuit; Link; Door; Europe; Africa; Asia; Australia; Gray
MSC17_global_006	Global connectivity or data access from anywhere	Microsoft; Azure; Dynamics; Microsoft 365	Advertiser	No people	Globe; World; Cloud; Circuit; Link; Door; Americas; Europe; Africa; Gray
MSC17_global_007	Global reach and regional focus	Microsoft; Azure; Dynamics; Microsoft 365	Advertiser	Adult	Adult; Female; World; Map; Europe; Gray

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_global_008	Global reach and regional focus	Microsoft; Azure; Dynamics; Microsoft 365	Advertiser	Adult	Adult; Male; World; Map; Asia; Gray
MSC17_global_009	Alternative energy sources around the world	Microsoft; Azure; Dynamics; Microsoft 365	Power and utilities	No people	World; Map; Cloud; Alternative energy; Power; Solar; Wind; Hydroelectric; Natural gas; Gray; Green
MSC17_global_010	Cloud computing use in industry, government, technology, and science sectors around the world	Microsoft; Azure; Dynamics; Microsoft 365	Power and utilities; Government; Discrete manufacturing; Process manufacturing and resources; Enterprise	No people	World; Map; Cloud; Shipping; Industry; Government; Technology; Science; Gray; Green
MSC17_global_011	Cloud computing in science and technology industries around the world	Microsoft; Azure; Dynamics; Microsoft 365	Education; Public Sector	No people	World; Map; Cloud; Lab flask; DNA; Molecule; Satellite; Server; Microscope; Gray; Green
MSC17_global_012	Use of cloud computing in global shipping industry	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Discrete manufacturing; Process manufacturing and resources; Power and utilities	No people	World; Map; Cloud; Shipping; Crane; Containers; Freight; Gray; Green
MSC17_global_013	Global connectivity, representing different locations with images of famous structures around the world	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Server; Connection; Skyscrapers; Seattle; London; Sydney; HongKong; Shanghai; Chicago; Kyoto; Green
MSC17_global_014	Global connectivity, representing different locations with images of famous structures around the world	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Server; Connection; Skyscrapers; Seattle; London; Sydney; HongKong; Shanghai; Chicago; Kyoto; Gray

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_global_015	A global view of various industries using the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Telecom; Power and utilities; Process manufacturing and resources; Discrete manufacturing	Adult	Adult; Female; Telescope; Globe; City; Helicopter; Crane; Shipping; Satellite; Wind power; Blue
MSC17_global_016	A global view of various industries using the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Telecom; Power and utilities; Process manufacturing and resources; Discrete manufacturing	Adult	Adult; Female; Telescope; Globe; City; Helicopter; Crane; Shipping; Satellite; Wind power; Gray
MSC17_Health_001	Multitasking in healthcare industry	Microsoft; Azure; Dynamics; Microsoft 365	Health	Adult	Adult; Male; Doctor; Juggling; Tightrope; Tablet; Pills; Heartrate; Graduation cap; Medical bag; Orange
MSC17_HoloLens_001	HoloLens use in science	HoloLens	Developer; Education; Public Sector	No people	HoloLens; Lab flask; Test tubes; Cloud; Connection; Gray
MSC17_HoloLens_002	HoloLens use in business data analytics and productivity	HoloLens	Enterprise; Developer	No people	HoloLens; Chart; Graph; Calendar; Contacts; Mail; Gray
MSC17_HoloLens_003	HoloLens use in gaming	HoloLens	Developer	No people	HoloLens; Video game; Graphics; Gaming; Gray
MSC17_HoloLens_004	HoloLens use in engineering and architecture	HoloLens	Enterprise; Public Sector	No people	HoloLens; Measurement; Blueprint; Building; Drawing; Gray
MSC17_HoloLens_005	HoloLens use in space and aeronautics engineering	HoloLens	Public Sector; Enterprise	Adult	HoloLens; Adult; Female; Window; Laptop; Rover; Robot; Laptop; Space; Yellow
MSC17_HoloLens_006	HoloLens use for oceanography and underwater exploring	HoloLens	Public Sector; Education; Enterprise	Adult	HoloLens; Adult; Female; Laptop; Window; Ocean; Underwater; Turtle; Fish; Coral; Seahorse; Blue

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_HoloLens_007	Illustration metaphor showing HoloLens use in space and aeronautics education, engineering	HoloLens	Enterprise; Education; Public Sector	Adult	HoloLens; Adult; Female; Space; Planet; Satellite; Drawing
MSC17_manufacturing_001	Robotics manufacturing	Surface; Microsoft	Enterprise; Discrete manufacturing	Adult	Adult; Male; Female; Robot; Manufacturing; Laptop; Phone; Orange
MSC17_manufacturing_002	Robotics manufacturing	Surface; Microsoft	Enterprise; Discrete manufacturing	Adult	Adult; Male; Female; Robot; Manufacturing; Laptop; Phone; Gray
MSC17_music_001	Playing music in gaming, recordings, and personal use; multimedia	Microsoft	Consumer; Media and cable	No people	Record; Music; Gaming; Audio; Volume; Green.
MSC17_productivity_001	Time management and productivity	Microsoft	Enterprise; Partner	Adult	Adult; Male; Suit; Key; Clock; Chart; Magnifying glass; Gray
MSC17_productivity_002	Multi-tasking, productivity, and time management	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Adult; Male; Suit; Business; Phone; Hands; Lightbulb; Mail; Lock; Magnifying glass; Chart; Text; Gray
MSC17_productivity_003	Multi-tasking, productivity, and time management	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Adult; Female; Suit; Business; Phone; Hands; Lightbulb; Mail; Lock; Magnifying glass; Chart; Text; Gray
MSC17_productivity_004	Productivity and connectivity among different devices	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB	Adult	Hand; Laptop; Phone; Chart; Gray
MSC17_productivity_005	Using the cloud as part of data analytics toolbox	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	No people	Toolbox; Tablet; Plug; Cloud; Text; Server; Chart; Blue

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_productivity_006	Productivity, connectivity, and multitasking using phone	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; SMB; Consumer	Adult	Adult; Female; Smile; Phone; Chart; Mail; Lock; Text; Cloud; Download; Heart
MSC17_publicSector_001	Managing public sector divisions	Microsoft; Dynamics	Public Sector	Adult	Adult; Male; Suit; Hats; Baseball; Police; Cowboy; Hard hat; Gray
MSC17_publicSector_002	Teamwork, productivity, and collaboration across the public sector: healthcare, construction, education, government	Microsoft; Azure; Dynamics; Microsoft 365	Public Sector	Adult; Senior	Adult; Male; Female; Suit; Bicycle; Gray
MSC17_retail_001	Shopping and retail purchases online	Microsoft; Azure; Dynamics	Retail and consumer goods	Adult	Adult; Female; Shopper; Phone; Cloud; Checklist; Shopping cart
MSC17_security_001	Data security	Microsoft; Azure; Microsoft 365	Public safety and national security; Telecom	No people	Dog; Guard; Server; Gray
MSC17_security_002	Data security	Microsoft; Azure; Microsoft 365	Public safety and national security; Enterprise	No people	File; Folder; Lock; Chain; Gray; Yellow
MSC17_security_003	Data security	Microsoft; Azure; Microsoft 365	Public safety and national security; Enterprise	No people	File; Folder; Lock; Chain; Yellow; White
MSC17_security_004	Data secuity in the cloud	Microsoft; Azure; Microsoft 365	Public safety and national security; Enterprise	No people	Cloud; Vault; Dial; Gray
MSC17_shipping_001	Data analytics in logistics and shipping using the cloud	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Male; Cloud; Truck; Phone; Graph; Chart; Location pin; Green
MSC17_shipping_002	Shipping services using the cloud data	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise; Retail and consumer goods	Adult	Adult; Male; Cloud; Truck; Bag; Tablet; Phone; Location pin; Gray

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_shipping_003	Delivering technology	Microsoft	Enterprise	Adult	Adult; Male; Truck; Computer chip; Circuit board; Phone; Location pin; Gray
MSC17_shipping_004	Delivering cloud services	Microsoft; Azure; Dynamics; Microsoft 365	Enterprise	Adult	Adult; Male; Cloud; LocationPin; Yellow
MSC17_Xbox_001	Gamers connecting using Xbox	Xbox	Consumer	Adult	Adult; Male; Female; Gamers; TV; Xbox; Green
MSC17_Xbox_002	Gamers connecting using Xbox	Xbox	Consumer	Adult	Adult; Male; Female; Gamers; TV; Xbox; Gray
MSC17_avatars_Bogota_001	Landmark buildings in Bogota, Colombia	Microsoft	Public Sector; Enterprise	No people	Bogota; Colombia; City; Building; Landmark; Orange; Red
MSC17_avatars_Charlotte_001	Landmark buildings in Charlotte, North Carolina	Microsoft	Public Sector; Public Sector; Enterprise	No people	Charlotte; North Carolina; City; Building; Skyscraper; Landmark; Purple
MSC17_avatars_Chicago_001	Landmark buildings in Chicago, Illinois	Microsoft	Public Sector; Enterprise	No people	Chicago; Illinois; City; Building; Landmark; Skyscraper; Green
MSC17_avatars_Dublin_001	Landmark bridge in Dublin, Ireland	Microsoft	Public Sector; Enterprise	No people	Dublin; Ireland; City; Bridge; Landmark; Green
MSC17_avatars_Dulles_001	Building in Dulles, Virginia	Microsoft	Public Sector; Enterprise	No people	Dulles; Building; Landmark; Orange; Red
MSC17_avatars_Fargo_001	Landmark sign in Fargo, North Dakota	Microsoft	Public Sector; Enterprise	No people	Fargo; North Dakota; City; Building; Landmark; Sign; Green
MSC17_avatars_FtLauderdale_001	Skyscraper in Fort Lauderdale, Florida	Microsoft	Public Sector; Enterprise	No people	Ft Lauderdale; Florida; City; Building; Skyscraper; Landmark; Blue

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_avatars_Gurgoan_001	Landmark temple in Gurgoan, India	Microsoft	Public Sector; Enterprise	No people	Gurgoan; India; City; Building; Temple; Landmark; Green
MSC17_avatars_LasVegas_001	Landmark sign in Las Vegas, Nevada	Microsoft	Public Sector; Enterprise	No people	LasVegas; City; Building; Sign; Landmark; Yellow; Purple
MSC17_avatars_London_001	Landmarks in london, UK	Microsoft	Public Sector; Enterprise	No people	London; City; Building; Clock; Landmark; Green; Gray
MSC17_avatars_MexicoCity_001	Landmark buildings in Mexico City, Mexico	Microsoft	Public Sector; Enterprise	No people	Mexico; City; Building; Landmark; Blue
MSC17_avatars_Milan_001	Landmark buildings in Milan, Italy	Microsoft	Public Sector; Enterprise	No people	Milan; City; Building; Landmark; Yellow
MSC17_avatars_Munich_001	Landmark building in Munich, Germany	Microsoft	Public Sector; Enterprise	No people	Munich; City; Building; Landmark; Blue
MSC17_avatars_Paris_001	Landmarks in Paris, France	Microsoft	Public Sector; Enterprise	No people	Paris; City; Landmark; Purple
MSC17_avatars_Portland_001	Landmark buildings in Portland, Oregon	Microsoft	Public Sector; Enterprise	No people	Portland; City; Landmark; Building; Green; Tree
MSC17_avatars_Redmond_001	Microsoft corporate campus building in Redmond, Washington	Microsoft	Enterprise	No people	Redmond; City; Building; Landmark; Blue
MSC17_avatars_Rome_001	Landmarks in Rome, Italy	Microsoft	Public Sector; Enterprise	No people	Rome; City; Building; Landmark; Purple
MSC17_avatars_SanFrancisco_001	Landmarks in San Francisco, California	Microsoft	Public Sector; Enterprise	No people	SanFrancisco; City; Landmark; Building; Yellow; Red
MSC17_avatars_Seattle_001	Landmark and mountain in Seattle, Washington	Microsoft	Public Sector; Enterprise	No people	Seattle; City; Landmark; Building; Blue
MSC17_avatars_Seoul_001	Landmark buildings in Seoul, Korea	Microsoft	Public Sector; Enterprise	No people	Seoul; City; Building; Landmark; Orange; Green

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_avatars_SiliconValley_001	Glass building in Silicon Valley	Microsoft	Public Sector; Enterprise	No people	Silicon Valley; City; Building; Landmark; Green; White
MSC17_avatars_Sydney_001	Landmark buildings in Sydney, Australia	Microsoft	Public Sector; Enterprise	No people	Sydney; City; Building; Landmark; Orange; White
MSC17_avatars_Vancouver_001	Landmark buildings in Vancouver, Canada	Microsoft	Public Sector; Enterprise	No people	Vancouver; City; Building; Landmark; Blue; White
MSC17_avatars_WashingtonDC_001	Landmark buildings in Washington, DC	Microsoft	Public Sector; Enterprise	No people	Washington DC; City; Building; Landmark; Blue; White
MSC17_avatars_people_001	Avatar of female with blonde hair, red lipstick, and red sweater against gray background	Microsoft	Consumer	Adult	
MSC17_avatars_people_002	Avatar of female with short black hair, white earrings, and white blouse against gray background	Microsoft	Consumer	Adult	
MSC17_avatars_people_003	Avatar of male with black hair and beard, glasses, gray suit, white shirt, and blue tie against orange background	Microsoft	Consumer	Adult	
MSC17_avatars_people_004	Avatar of male with styled black hair, goatee, blue eyes, and green turtleneck sweater	Microsoft	Consumer	Adult	
MSC17_avatars_people_005	Avatar of male with brown hat, yellow glasses, black hair, goatee, dark gray suit, and pink tie against lime green background	Microsoft	Consumer	Adult	

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_avatars_people_006	Avatar of female with long black hair and white collared shirt against blue background	Microsoft	Consumer	Adult	
MSC17_avatars_people_007	Avatar of male with green mohawk, sunglasses, black jacket, and blue shirt against orange background	Microsoft	Consumer	Adult; Teen/young adult	
MSC17_avatars_people_008	Avatar of bald male with black beard and white collared shirt against blue background	Microsoft	Consumer	Adult	
MSC17_avatars_people_009	Avatar of female with black hair, orange beanie, yellow headphones, and black shirt against blue background	Microsoft	Consumer	Adult; Teen/young adult	
MSC17_avatars_people_010	Avatar of female with blue hair and bangs, yellow sunglasses, pink earrings, and white shirt against yellow background	Microsoft	Consumer	Adult; Teen/young adult	
MSC17_avatars_people_011	Avatar of male with short black hair and purple shirt against gray background	Microsoft	Consumer	Adult; Teen/young adult	
MSC17_avatars_people_012	Avatar of male with yellow hair, green jacket, and white shirt against orange background	Microsoft	Consumer	Adult; Teen/young adult	
MSC17_avatars_people_013	Avatar of male with brown beard wearing white headdress and white tunic against yellow background	Microsoft	Consumer	Adult	

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_avatars_people_014	Avatar of female with light brown hair and bangs wearing white shirt against orange background	Microsoft	Consumer	Adult	
MSC17_avatars_people_015	Avatar of female with long brown hair wearing red lipstick and a red shirt against a yellow background	Microsoft	Consumer	Adult	
MSC17_avatars_people_016	Avatar of male with gray hair wearing dark gray collared shirt against lime green background	Microsoft	Consumer	Adult; Senior	
MSC17_avatars_people_017	Avatar of female wearing orange headdress, lipstick, and black tunic against light gray background	Microsoft	Consumer	Adult	
MSC17_avatars_people_018	Avatar of female with long yellow hair wearing gold earrings, lipstick, and a green shirt against a light gray background	Microsoft	Consumer	Adult	
MSC17_avatars_people_019	Avatar of female with red hair, freckles, and glasses wearing white earrings and white shirt against a yellow background	Microsoft	Consumer	Adult; Teen/young adult	
MSC17_avatars_people_020	Avatar of male with brown hair and facial hair wearing green collared shirt against orange background	Microsoft	Consumer	Adult	

Name of illustration	Metaphor	Product or service	Audience	Life stage of subject	Literal keywords
MSC17_avatars_people_021	Avatar of male with brown hair and goatee wearing blue shirt against yellow background	Microsoft	Consumer	Adult	
MSC17_avatars_people_022	Avatar of female with brown hair and red lipstick wearing purple shirt against blue background	Microsoft	Consumer	Adult	
MSC17_avatars_people_023	Avatar of female with black braided hair, wearing HoloLens and orange shirt against light gray background	Microsoft; HoloLens	Consumer	Adult	
MSC17_avatars_aquatic_001	Avatar of blue sea turtle, yellow fish, and orange sea horse in aquatic setting	Microsoft	Consumer	No people	
MSC17_avatars_cat_001	Avatar of gray cat against yellow background	Microsoft	Consumer	No people	
MSC17_avatars_dog_001	Avatar of brown dog against lime green background	Microsoft	Consumer	No people	
MSC17_avatars_robot_001	Avatar of red robot against gray background	Microsoft	Consumer	No people	