



Microsoft Edge Add-ons badge guidelines

September 2025

Millions of users worldwide rely on developers like you to unlock the full potential of *Microsoft Edge*. To make it easier to share your extensions, web apps and more, we've introduced a new, exclusive Microsoft Edge Add-ons badge. You can now use it to promote your work through your own channels or on Microsoft Edge Add-ons.

These guidelines are for developers who want to brand their extensions and web apps as built specifically for Microsoft Edge.

Why should I use the badge?

Microsoft Edge Add-ons badge let you showcase your extensions with Edge-specific branding. To prevent confusion with the broader Microsoft Store, the Microsoft Edge Add-ons badge is intended exclusively for promoting add-ons that are available through the [Microsoft Edge Add-ons site](#). This badge helps users clearly identify content that is built specifically for the Microsoft Edge browser.

Unlike generic Microsoft Store badges—the Microsoft Edge Add-ons badge provides a distinct, trusted visual cue that connects your extension directly to the Edge ecosystem.



What does this guide include?

This guide explains how to apply the Microsoft Edge Add-ons badge to your marketing materials, website, or GitHub account. By following these guidelines, you'll create a badge that helps your audience easily recognize and access your content in Microsoft Edge.

Through this document, we'll show you, how to display the badge, requirements to use the badge, how to use localized badges and examples of best practices



Step 1: Download the badge

You can download the badge in .png format for web and onscreen placements.



Step 2: Tips and guidance

Use the official Microsoft Edge Add-ons badge

The Microsoft Edge Add-ons badge has been carefully designed with the appropriate colors and proportions to ensure clarity and legibility for users. To maintain its integrity and effectiveness:

- Always use the official badge artwork provided by Microsoft.
- Do not create your own version, alter the text color, extract the Microsoft Edge logo, or modify the badge in any way.
- Do not animate, rotate, tilt, stretch, compress, or apply gradients or shadows to the badge.
- Do not use the badge as a decorative element in any context.

Important: The Microsoft Edge Add-ons badge is not the same as the Microsoft brand logo and should not be used interchangeably. The Microsoft Edge Add-ons badge appears in full color with a dark background, and should include the gray border.

Make the badge clickable

Making the badge a clickable active link is a requirement

- The badge must always be an active, clickable link that directs users to your extension's page on the Microsoft Edge Add-ons site.
- It is not permitted to use the badge in static marketing materials (e.g., posters, flyers, or non-clickable images in presentations or videos).
- The badge is intended solely to facilitate direct access to your content on the Edge Add-ons platform.



#091F2C
RGB(9, 31, 44)
#FFFFFF
RGB(255, 255, 255)

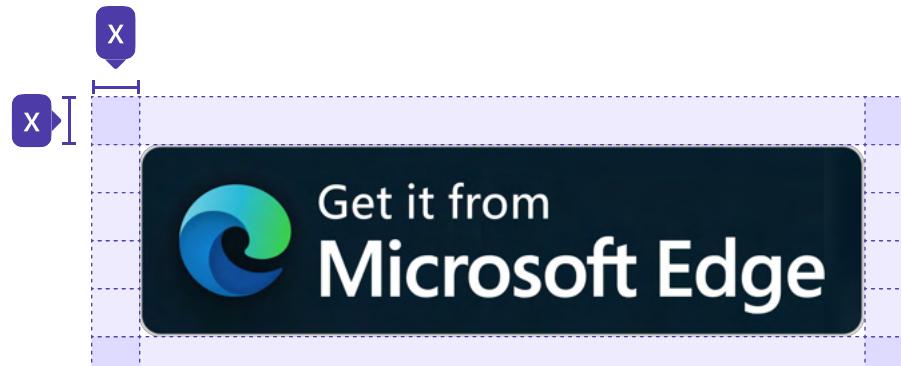


Use the minimum size

To ensure the badge text remains readable, display it at a minimum size of 32px. Avoid using smaller sizes. When scaling the badge, always maintain its aspect ratio, do not stretch or compress it. This helps preserve visual quality and reinforces your product's credibility.



Minimum height(a) : 32px



Preferred clear space is 1/4 of the height of the badge

Write out the full name

When you mention the badge or store in text, always use the full name. For example, "Microsoft Edge" or "Microsoft Edge Add-ons."

Maintain clear space around the badge

To keep the badge prominent and easy to recognize, leave clear space around it. We recommend leaving at least 25% of the badge's height as padding on all sides. This space should be free of logos, text, or other graphics. Don't let any visuals overlap or crowd the badge.



When placing the Microsoft Edge Add-ons badge among other similar, badges, make sure the Microsoft Edge Add-ons badge is the same size or larger than the other badges.

Additional guidance on the badge

Additional guidance

Don't modify the badge dimensions

Only use the Microsoft Edge Add-ons badge artwork provided by Microsoft.

Do not modify, angle, animate, rotate or tilt the Microsoft Edge badge.



✖ Don't compress or stretch the badge.



✖ Don't use one-color badge.



✖ Don't change text.



✖ Don't reverse background color.



✖ Don't change background color.



✖ Don't add drop shadows.



✖ Don't rearrange the badge.



✖ Don't add gradient colors.



✖ Don't alter the border.



✖ Don't distort the badge.

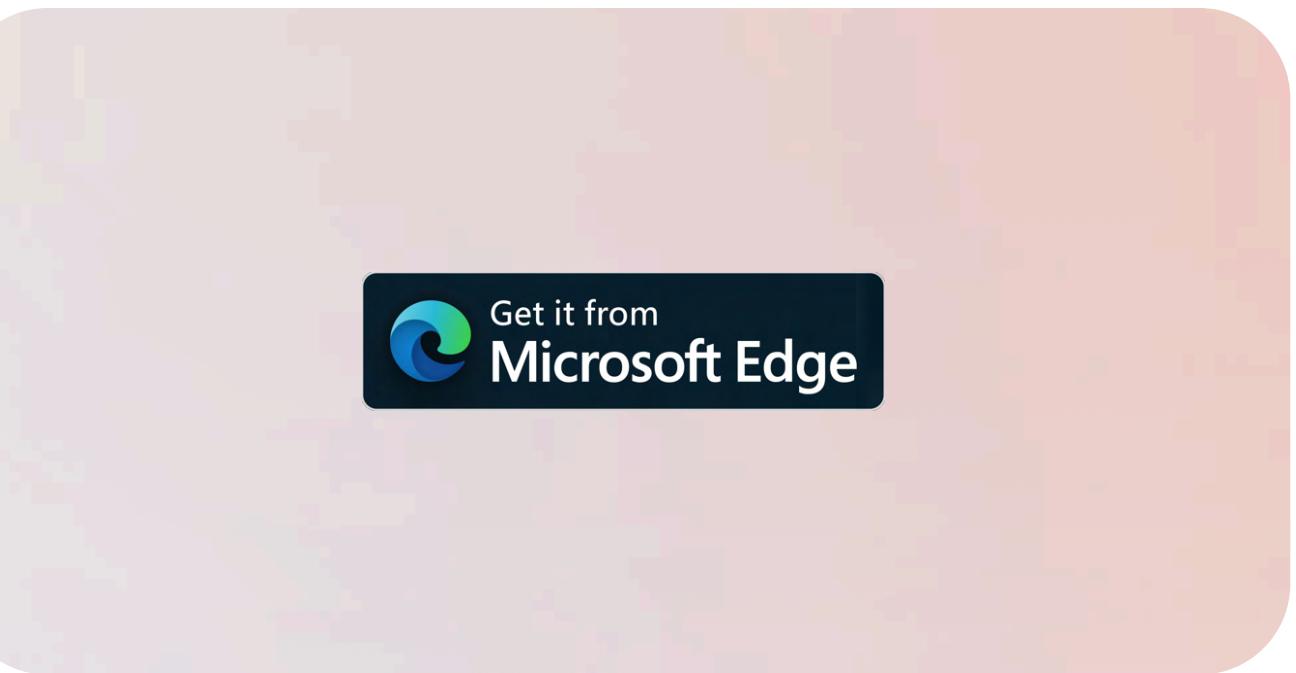


✖ Don't rotate the badge.

Usage of backgrounds

Use a solid or simple background

A solid or simple background image will allow for enough contrast with the badge.

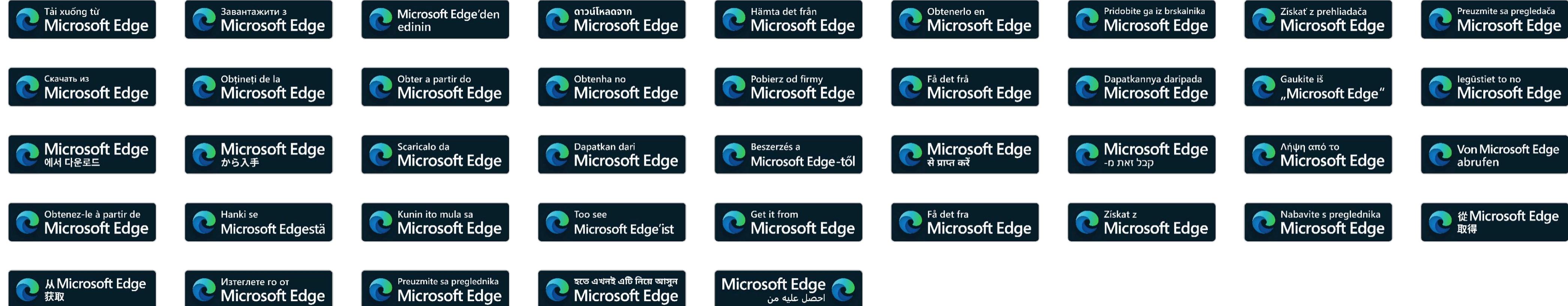


Step 3 (Optional): Download localized badges

For all localized badges, the Microsoft Edge brand name always appears in English. To preserve their quality, please don't translate the text or create your own translation of localized badges.

Available languages: Arabic, Bengali, Bosnian, Bulgarian, Chinese Simplified, Chinese Traditional, Croatian, Czech, Danish, English, Estonian, Filipino, Finnish, French, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Latvian,

Lithuanian, Malay, Norwegian, Polish, Portuguese - Brasil, Portuguese - Portugal, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Thai, Turkish, Ukrainian, and Vietnamese.



Example

Examples of best practices

Ideal spacing in a website

This website followed the recommended spacing guidelines, ensuring the badge remained clear and easily recognizable.

The screenshot shows the Contoso Power Platform website. At the top, there's a navigation bar with the Contoso logo and links for Power Platform, Products, Capabilities, Solutions, Learn, and Community. A red banner below the nav bar says "Experience Contoso in a new way—right from your browser." The main headline is "Contoso – Adapt. Connect. Thrive." followed by a subtext: "Built for today's digital pace, Contoso helps you stay ahead—wherever you are." Below this is a "Get it from Microsoft Edge" badge with the Microsoft Edge logo and the text "17mn+ loyal customers and counting". In the center, there's a large image of a man in a suit using a tablet. At the bottom left, there's a section titled "Introducing to Contoso" with a paragraph about the product's features. On the right, there's a section titled "Seamless. Scalable. Ready." with a paragraph about the tools available. The entire page has a light purple background with subtle wavy patterns.

Introducing to Contoso

Contoso is designed to simplify your workflow, enhance collaboration, and bring clarity to your everyday tasks. Whether you're at home, in the office, or on the move, Contoso adapts to your needs with intuitive tools and seamless integration.

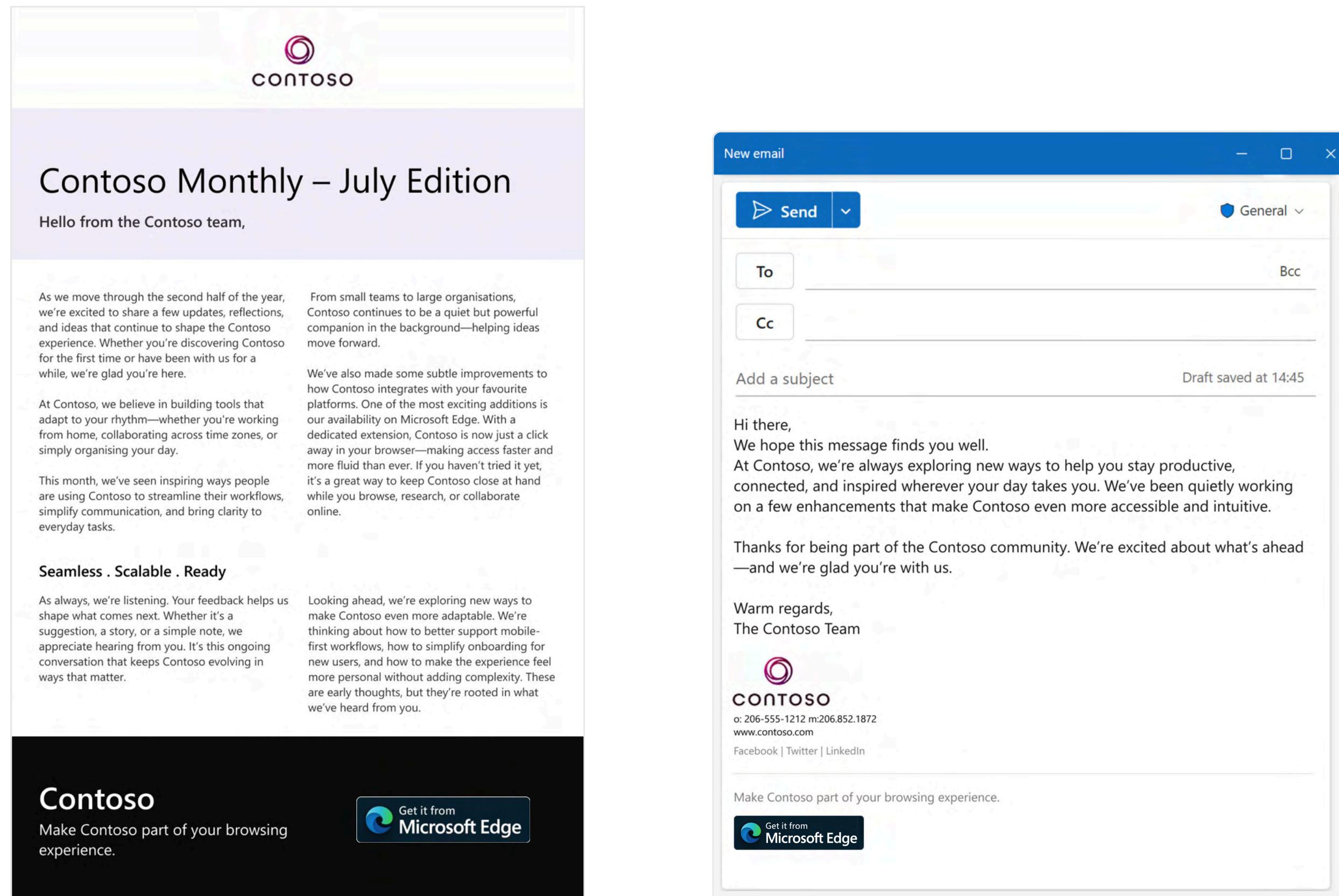
Seamless. Scalable. Ready.

Contoso brings together the tools you need to stay focused, connected, and ready for what's next—wherever work takes you

Example

Ideal spacing in a newsletter and email signature

This newsletter and signature clearly indicate that the associated product is related to the Microsoft Edge brand.



Thank you for reading. We're confident these principles will help you successfully brand your Microsoft Edge Add-ons.

Please share your feedback and questions to Edge Settings > Send Feedback (Alt+Shift+I).