MVP

Microsoft®
Most Valuable
Professional

Microsoft MVP Badge Guidelines

MVP

MVP Award Program

The Microsoft Most Valuable Professional (MVP) Award is our way of saying thank you to exceptional, independent community leaders who share their passion, technical expertise, and real-world knowledge of Microsoft products with others.

It is part of Microsoft's commitment to supporting and enriching technical communities.

The official Microsoft MVP Award Badge recognizes your achievements and contributions to technical communities and is a way for you to visually represent your accomplishment of being awarded as a Microsoft MVP.

MVP Award Badge Guidelines

Microsoft has established the following Badge Guidelines to ensure that the badge remains a powerful, recognizable and meaningful mark. Licensee must comply with the specifications set forth in these Badge Guidelines. Capitalized terms not defined in these Badge Guidelines are as defined in the MVP Award Badge License Agreement.

1. Licensee must have a valid Microsoft MVP Award Badge License Agreement in place to use the badge.

2. **Permitted use of the badge:** To indicate that Licensee has been recognized as a Microsoft MVP, the badge may be used in the following ways, subject to the restrictions and specifications set forth in the Badge Guide:

    a. On business cards, letterhead, stationery, resumes, and marketing materials promoting Licensee's services. Because MVP status is awarded to individuals, not companies, the Licensee's name must accompany the badge.

    b. In other written communications, such as email, provided the badge appears only with the Licensee's name or electronic signature.

    c. On websites if located with the Licensee's name, image or biographical information, for example, on the about us page. Use of the MVP Avatar in this manner is also acceptable.

    d. In materials authored, produced, or presented by the Licensee, including but not limited to books, articles, blogs, presentation materials, instructional videos or other recordings, the badge must be clearly associated with Licensee and not the content (i.e., in the about the author or about the presenter section, appearing with the Licensee's name). This section applies even if materials displayed are not printed, duplicated, published, posted, or otherwise distributed.

    e. In social media, the badge or MVP Avatar may be used on the Licensee's page(s) and in tech-related messages and posts. The badge, Avatar, or "MVP" must appear with the Licensee's name or alias and cannot be used to 1) identify the overall social media page or account, or 2) replace the Licensee's name or alias.

    f. Notwithstanding Section 2(a)(i) of the Badge Agreement, and subject to the same permissions, restrictions, and specifications set forth in the Badge Guide, Licensee may indicate MVP alumni status after the expiration or termination of the Badge Agreement by using the badge or the words "Microsoft MVP" followed by the years of past MVP recognition (e.g., "Microsoft MVP <insert year(s)>"), provided, however, Microsoft retains sole discretion to not allow such use.

MVP Award Badge Guidelines

3. **Restrictions on use of the badge:** The following uses of the badge are not allowed:

   a. No part of the badge, "MVP," or Microsoft name may be included in any non Microsoft domain name, business name, "DBA," trade name, product or service name, badge, trade dress, design, slogan, domain name, or other trademark. The badge or "MVP" cannot be used in connection with a business name or in any manner that implies a company, organization, or other entity has been awarded MVP status.

   b. The badge may not be used in any manner that expresses or implies Microsoft's affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by the Badge Agreement.

   c. Licensee may not display the badge in any manner that suggests that Licensee is an employee of Microsoft. Licensee's use of the badge must clearly indicate that Licensee is independent of Microsoft.

   d. The badge cannot be used after the expiration or termination of the Badge Agreement except as set forth in Section 2(f) of these Badge Guidelines.

   e. Badge uses not mentioned here must be approved by Microsoft.

4. **General specifications for badge use:**

   a. Licensee may use the badge only in the form as provided by Microsoft. Except for size as set forth in the Badge Guide, the badge may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.

   b. Licensee's name must appear on any materials where the badge is used. The badge must be less prominent than Licensee's name and any product or service name, trademark or service mark, badge, trade name, or company name appearing in the same materials.

   c. The badge may not be combined with any other image, object or symbol including, but not limited to, words, badges, icons, graphics, photos, slogans, numbers, audio files or other design elements.

   d. The Microsoft MVP Award is a worldwide annual award. The badge cannot be modified or adapted to suggest any regional, national or local affiliation.

   e. Licensee may not translate or otherwise localize the badge into any other language. Any localized versions of the badge will be provided by Microsoft.

   f. The badge must include the ® symbol as shown in this Badge Guide.

   g. Licensee will use best efforts to attribute the badge in all printed materials where it is used, with the attribution clause: "Microsoft is a registered trademark of Microsoft Corporation in the United States and/or other countries."

   h. The appearance of the badge (size, color, etc.) must comply with the visual specifications set forth in this Badge Guide.

For questions regarding the badge, contact: **mvpga@microsoft.com**.

Brand Colors

Blue
PMS 3005
C:100 M:30 Y:0 K:0
R:0 G:120 B:22

This is the default color for the Microsoft MVP badge.

The badge consists of a blue rectangle with white internal elements.

Dark Blue
PMS 7694
C:100 M:60 Y:10 K:50
R:36 G:58 B:94

Approved Color Variation

If print methods or background colors exclude using the default badge, this variation may be used.

Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

This is the preferred variation of the Microsoft MVP badge for black-only printing.

If color printing is unavailable, use this badge in a black-only printing situation. If the background is too dark for it to read clearly, you may use the white badge variation.

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Brand Colors

Blue
PMS 3005
C:100 M:30 Y:0 K:0
R:0 G:120 B:22

This is the default color for the Microsoft MVP badge.

The badge consists of a blue rectangle with white internal elements.

Dark Blue
PMS 7694
C:100 M:60 Y:10 K:50
R:36 G:58 B:94

Approved Color Variation

If print methods or background colors exclude using the default badge, this variation may be used.

Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

This is the preferred variation of the Microsoft MVP badge for black-only printing.

If color printing is unavailable, use this badge in a black-only printing situation. If the background is too dark for it to read clearly, you may use the white badge variation.

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
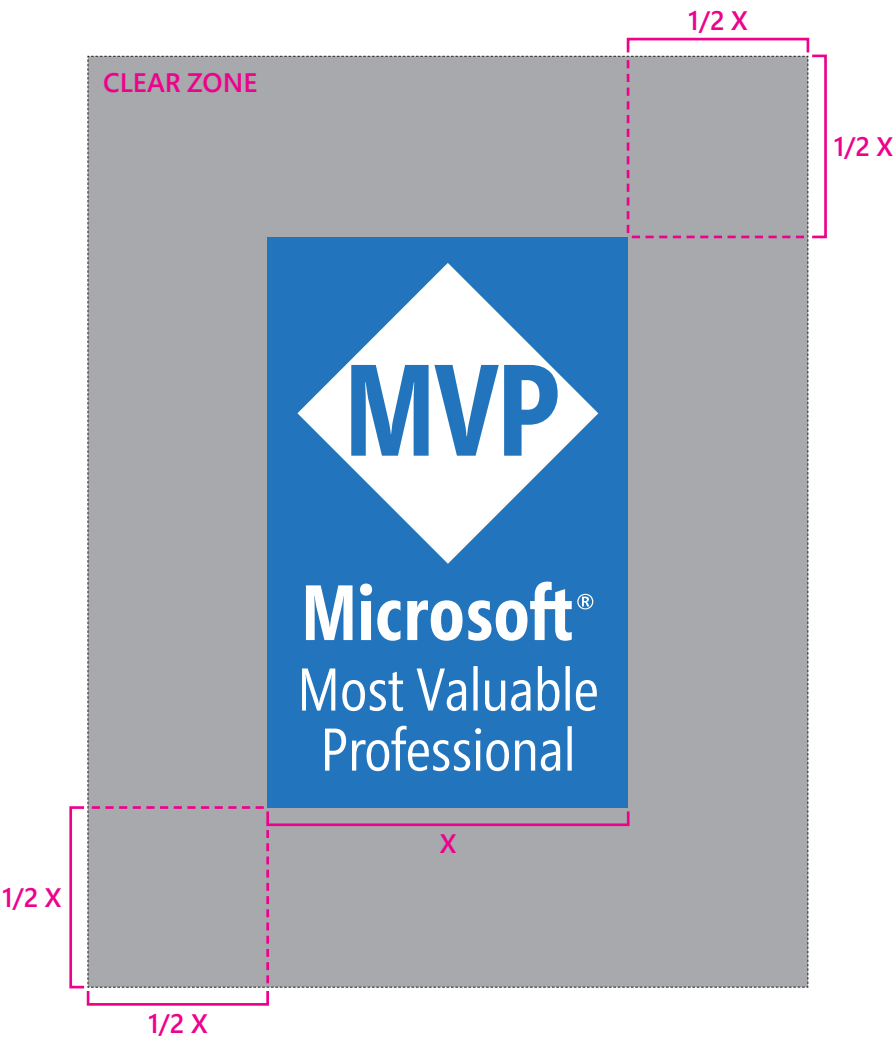
Badge Basics

Badge Spacing

There is a minimum amount of clear space required around the badge on all sides. This space sets the badge apart from any other objects, such as type, other badges, photography, borders, edges, and so on. The minimum required clear space around the badge is one-half the width of "x" wide, where "x" equals the length of the shortest side of the badge.

Minimum Size

Take care to maintain the integrity of all elements of the badge. For example, the type notations must be readable; in no case should the badge appear at such a small size that these conditions are not met. For print usage, the shortest side of the badge should measure a minimum of 1/2"; for Web usage, the longest side of the badge should measure a minimum of 72 pixels. The badge should be neither larger nor more prominent than your own badge or company name.

Badge Elements

The badge should never be taken apart and recombined in any way to create new artwork. No part of the badge may be changed or resized in any way relative to the rest of the badge.

Orientation

The badge should never be displayed in any orientation different from what is provided in the artwork provided by Microsoft.

Aspect Ratio

The original aspect ratio of the badge must be preserved and not distorted in any way. When resizing the badge, take care to lock the aspect ratio so that the type is neither condensed nor extended.

Compliance with Guidelines

Microsoft reserves the right to spot-check all materials bearing the badge and may periodically send out requests for samples. You must correct any deficiencies in your use of the badge. Refusal to correct such deficiencies or to cease publication or distribution could result in revocation of your right to use the badge.

Do Not:

Extend or Compress   **Rotate**   **Do not allow background elements to show through badge text or diamond.**

Render Color   **Add Drop Shadow**   **Add Transparency**

Please contact the Microsoft MVP Award Program if you have questions about using the badge or would like to report misuse of the Microsoft MVP badge.

Contact: MVP Award Badge Support
              mvpga@microsoft.com

Subject: MVP Award Badge Inquiry