

## Microsoft® BizSpark Startup Wordmark



### Guidelines

These guidelines are designed to address proper usage of Microsoft BizSpark startup Wordmark.

### Using the Wordmark

Listed below are general restrictions and recommendations for using the Microsoft BizSpark startup Wordmark.

### Restrictions

- The wordmark is considered artwork and may not be recreated or modified in any way.
- The wordmark should never appear connected to or as part of any other symbol, icon, or artwork.
- Do not create new graphical devices, wordmarks, or staging visuals. Always follow the brand guidelines.
- Follow all placement and sizing guidelines for the Microsoft BizSpark startup Wordmark as outlined in this guide.
- Only include one Microsoft BizSpark startup Wordmark on a page.

## Minimum Size

1.25" or 155 pixels wide



## Sizing

- The wordmark has no standard size; it can change size depending on its use. Use the following guideline when sizing the wordmark.
- The wordmark must always be readable. To ensure this, it should never appear smaller than 1.25" when used in printed full color. Online, the wordmark should never appear smaller than 155 pixels wide.

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## Clear Space



## Clear space

To stage the wordmark properly, a minimum clearance must be maintained around the logo equal to the height of the letter M in the Microsoft.



Don't place any of the lockups on busy backgrounds or on backgrounds that do not provide enough contrast for the wordmark to be read easily.



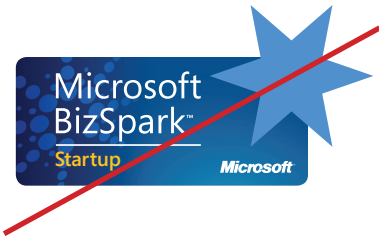
Do use backgrounds that provide sufficient contrast to the lockups. White is the preferred background color.

### Placement on backgrounds

The preferred method of reproducing the lockup artwork is to place it on a white or light-colored background.

Do not place the lockup on a background that does not provide enough contrast to make it completely legible.

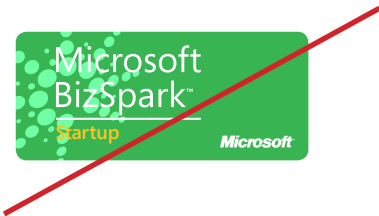
Do not add anything to a wordmark.



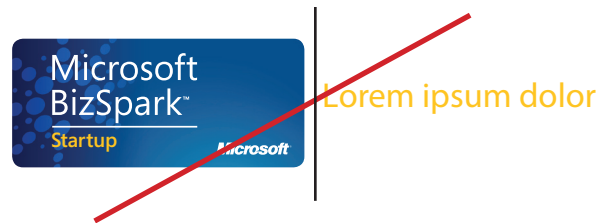
Do not alter the wordmark shape.



Do not change the colors of a wordmark.



Do not combine with additional text.



Do not rotate a wordmark.



### General requirements

- Never appear connected to, or as part of, any other symbol, icon, or graphic element.
- Never be modified in any way. Use the artwork as it is provided.
- Never be combined with any additional text or descriptor.

### Questions

If you have questions or can't find artwork that meets your communications needs, please contact [bizspark@microsoft.com](mailto:bizspark@microsoft.com).