

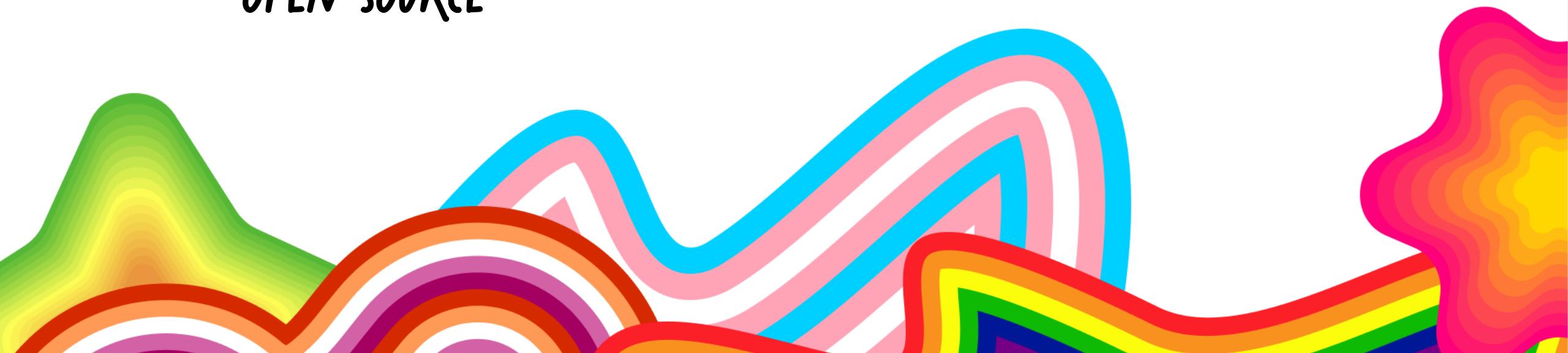


PRIDE^{20 24}

[Open source guide](#)

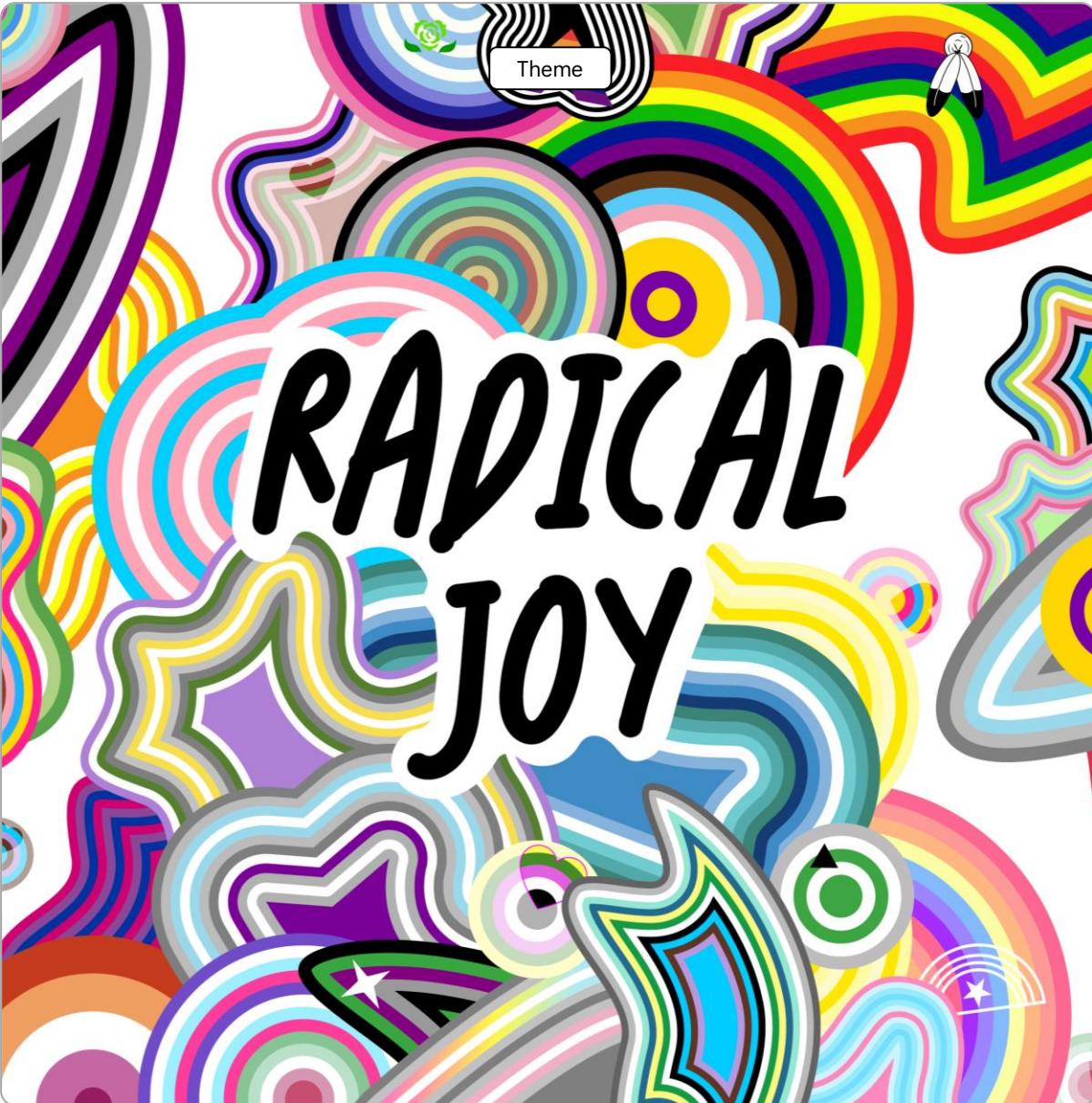
WELCOME

OUR PRIDE IS
OPEN SOURCE



This guide will be updated with future drops, so don't forget to come back for more!

Discover how Microsoft [celebrates and honors Pride](#).



Manifesto

In the face of adversity, existence itself can be resistance and spark change.

Radical joy is more than just a feeling—it's a statement, a movement, and an essential part of the journey toward equality and acceptance. This year's Microsoft Pride campaign is an ode to joy and beauty.

An anthem to those who thrive against all odds. And a reminder that joy is both universal and individual, and we should unite to spread its light everywhere.

ILLUSTRATION

Hero illustration

Our illustration is the hero visual in our campaign. Strategically crafted from 74 different LGBTQIA+ community flags, it symbolizes the triumph of unity and an ode to joy in all its shades and flavors.

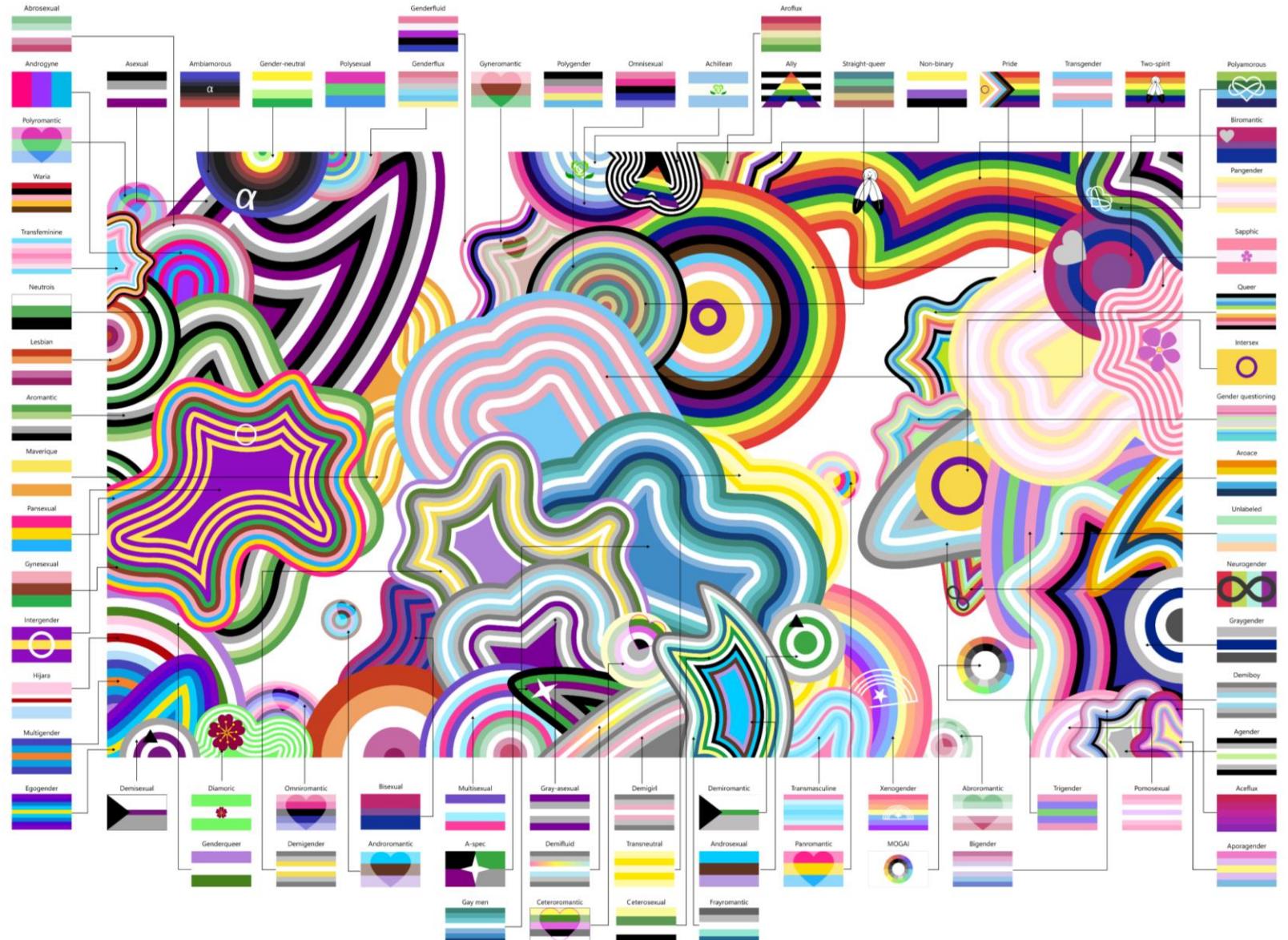
The illustration is scalable and may be used with crops, zooms, photography, text, and more.

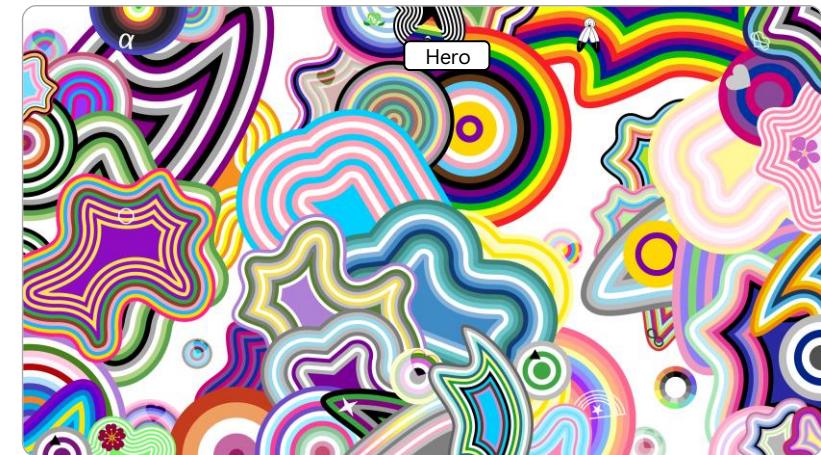
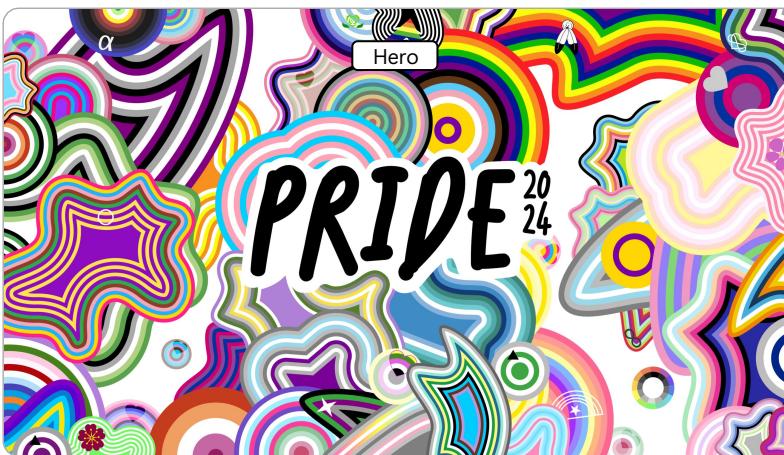
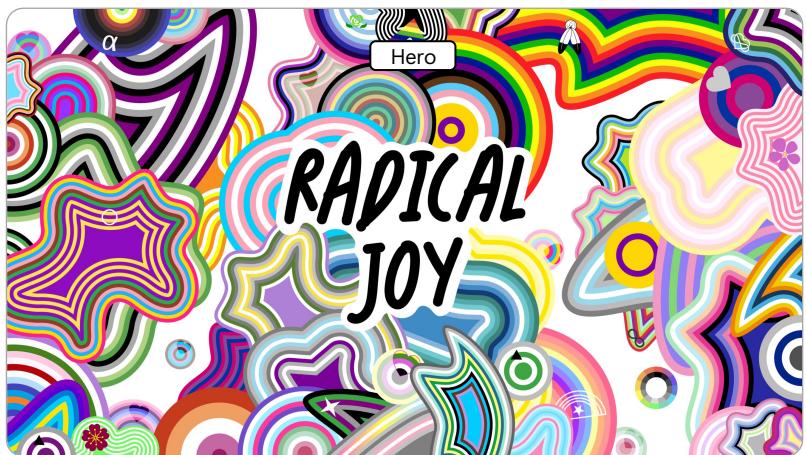
Hero and supportive graphics create a vast design system that can be used in a variety of ways.

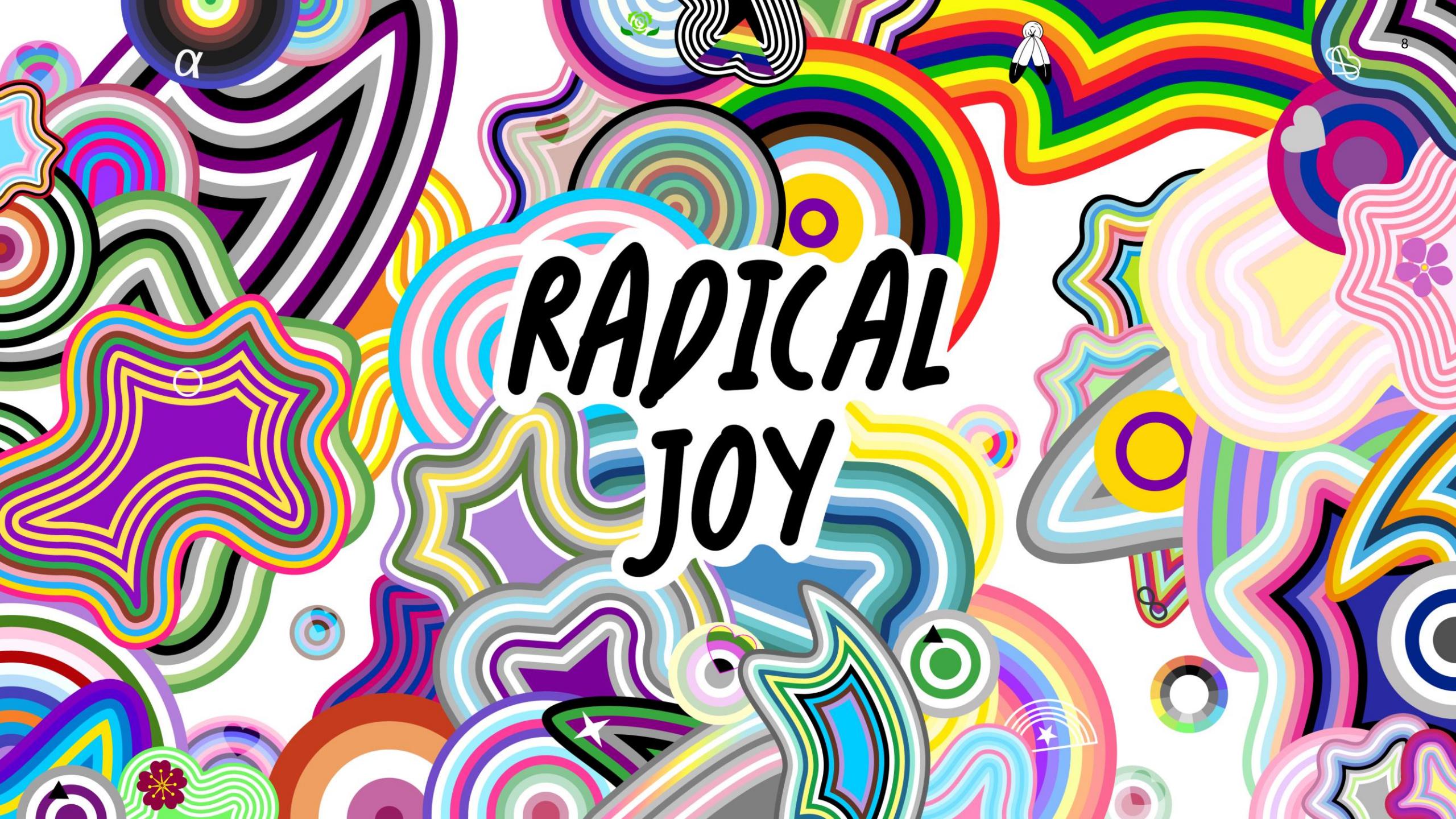


Ode to joy

74 flags, selected by LGBTQIA+ Microsoft employees, make up our hero graphic—celebrating the power and intersectionality of LGBTQIA+ communities.



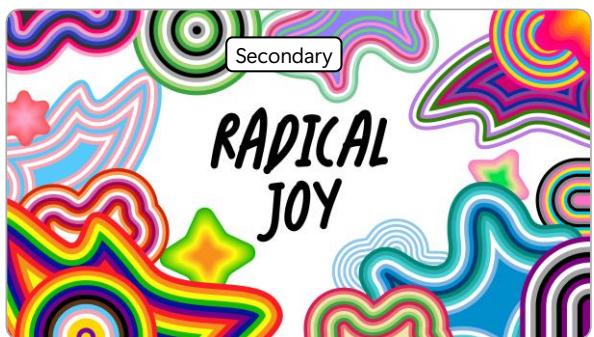
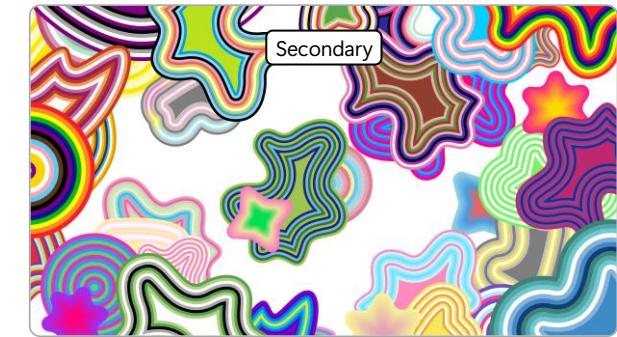




**RADICAL
JOY**



PRIDE
20
24



Secondary graphics can be used in a variety of ways to support the system with and without copy.
Simplified graphics provide more options for focus with text and customization.











Avoid showing type in color



Avoid using effects



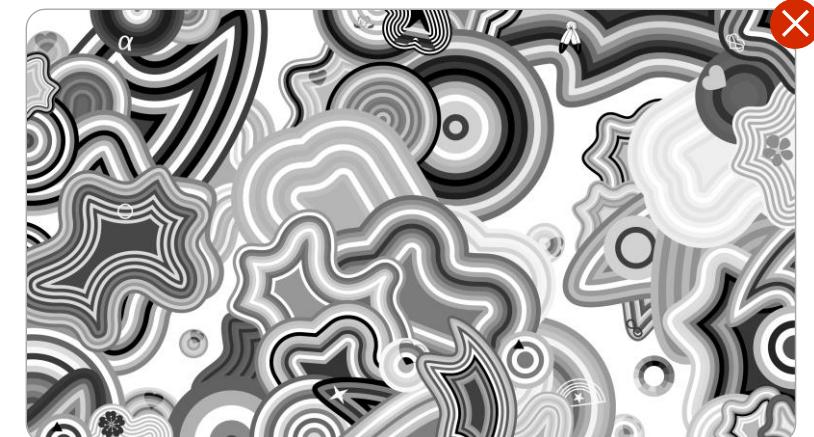
When cropping the hero graphic, ensure that major flags are visible



Avoid using photography other than employee portraits



Avoid displaying small fragments of shapes when cropping



Avoid using illustration in greyscale

FLAGS

Overview

This year, each flag file includes 10 primary shapes made of stripes using colors from its representative flag. Colors layer concentrically and create a radiating, joyful effect. Additionally, each flag file includes 4 secondary shapes made of color blends using 2 or 3 colors from its representative flag. Note: The blended shapes aren't available in every flag color and are only intended to accentuate the radiating effect of each story composition

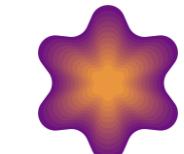
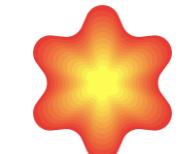
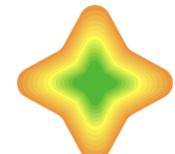
Small Use Flag



Primary Shapes



Secondary Shapes



Symbols



Featured flags

We pride ourselves in having one of the largest number of LGBTQIA+ communities represented in our flag designs. In select instances, you might choose to feature a limited number of flags and can use the chart to the right for guidance.

	Small-use flag	Primary shapes	Secondary shapes	Symbol
Pride				
Lesbian				
Gay				
Bisexual				
Transgender				
Queer				
Intersex				
Asexual				
Aromantic				



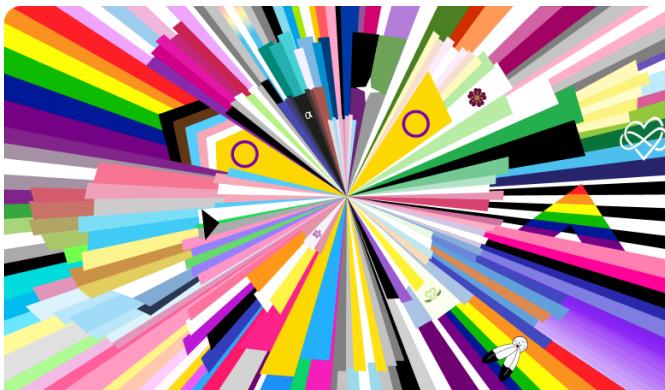
Open-source flag

In 2022, we open sourced our Pride flag design representing 35 LGBTQIA+ identities.

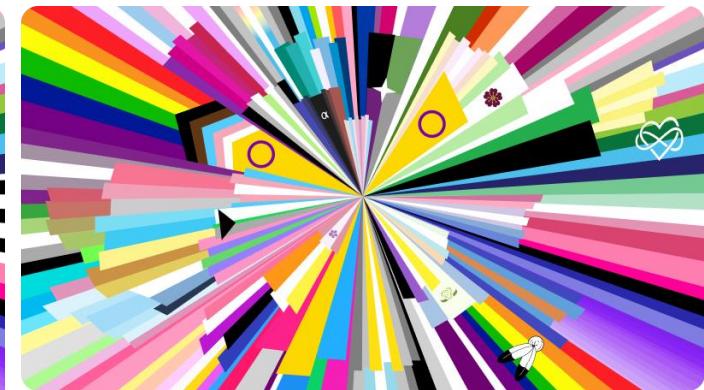
Our latest flag is updated to reflect 74 identities, and comes in center and side burst variations.

There are also options with and without ally flags for each version.

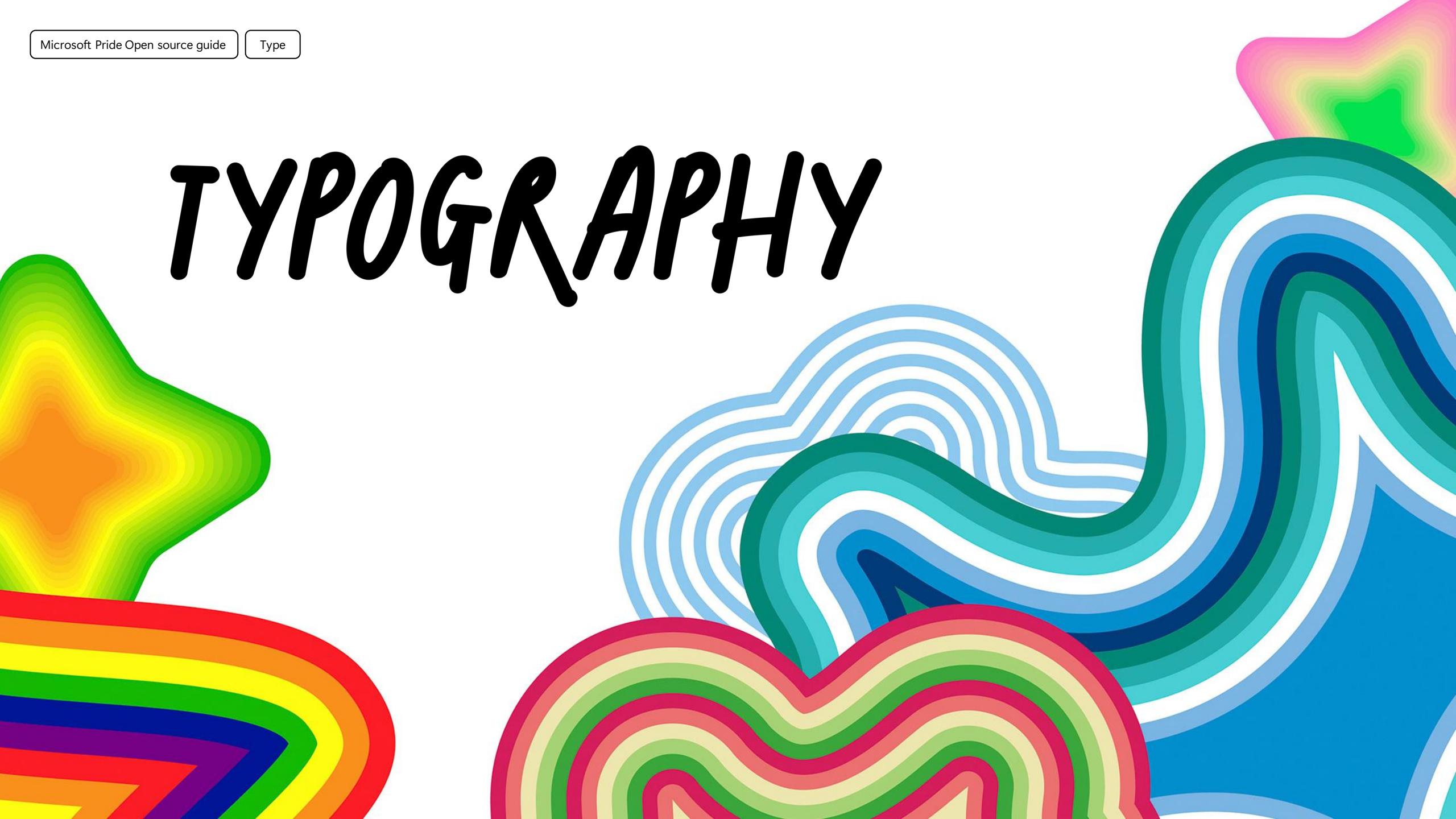
With ally flags



Without ally flags



TYPOGRAPHY



MSFT Pride font

Our campaign typeface is a handcrafted font designed by the artist Jordan Andrew Carter.

MSFT Pride is a TrueType font created from our campaign's handcrafted typography.

This font is available to create new assets showcasing LGBTQIA+ quotes within the framework of this campaign.

To access the alt case of the font—in order to have more letter variation across the quote and for a more handcrafted look—simply switch to lowercase.

The font supports Spanish, French, Italian, Portuguese (European & Brazilian), and German with one exception: the German double-S (ß).

When someone in those regions installs the font, they will get the letter/characters corresponding to the language set on their PC.

When using the same characters multiple times in a word or sentence, shift between default and ALT case (upper- and lowercase).

Default / Uppercase

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

ALT / Lowercase

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

Numbers and Symbols

0 1 2 3 4 5 6 7 8 9
! " # % & ' () * +
- — : ; = @ ? ™ \$ £ €

Tracking, leading, and sizing

The space between lines of copy, called leading, is an important consideration when setting type. The examples on the right show the proportional leading formulas that should be applied to any given communication. To calculate leading, simply multiply the type size by the appropriate leading measurement.

This font should not be used for large amounts of body copy since this typeface becomes illegible in massive amounts. Keep in mind that smaller size assets require extra tracking. 10pt is recommended.

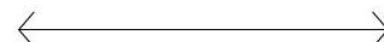
Use your best judgment to select the right type size for your composition, and always look for proper legibility while maintaining a nice balance among layout elements.

Leading

**FOR EVERY 1 POINT OF TYPE SIZE,
SET THE LEADING TO 1.25 POINTS.
FOR INSTANCE, IF YOUR TYPE IS
96PT, USE 120PT LEADING.**

Default tracking

TYPE TRACKING



For most assets, tracking
should be set at 0

Extra tracking

TYPE TRACKING FOR SMALL ASSETS



For small assets,
add 10pt

Helpful tips on installing and using the font

To install on a Mac

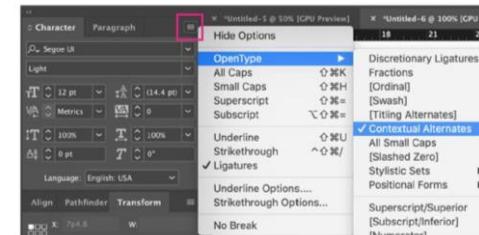
Double-click the MsftPridef.zip in Finder, click Install Font in the font preview window that opens. After your Mac validates the font and opens the Font Book app, the font is installed and available for use.

To install on Windows

To install a font file, either right-click it and select the Install command, or double-click the font to preview and click Install. Once installed, the font will appear in the Fonts window and in other applications on your system.

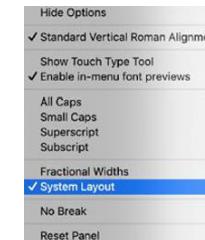
Using the font in Adobe Suite programs

Contextual Alternates can be turned on for all Adobe Suite programs.



Adobe InDesign

Go to **Character** menu panel, click the Options icon. Select **OpenType**, then check **Contextual Alternates**.



Adobe Illustrator or Photoshop

Go to the Use menu panel, click on the Options icon. Check System Layout. This will auto-fill the alternate letter when there are sequential double letters (i.e., in "Queen," the second 'e' will be an alternate).

Using the font in web applications

Store the MSFT PRIDE web font on a server, save path. From there, developer should be able to use the link to add the font to their web document.

Note: Contextual Alternates should be working properly in any web applications.



TO DREAM
A COURAGE
THIS IS MY JOY.

A COURAGE
TO DREAM
THIS IS MY JOY.

A COURAGE
To DREAM
THIS IS MY JOY.

A COURAGE
TO DREAM
THIS IS MY JOY.

Avoid rotating the typography

Avoid right or left aligning the typography

Avoid changing the size of individual letters

Avoid using a color other than black

A COURAGE
TO DREAM
THIS IS MY JOY.

A COURAGE
TO DREAM
THIS IS MY JOY.

A COURAGE
TO DREAM
THIS IS MY JOY.

★ A COURAGE
TO DREAM
THIS IS MY JOY.

Avoid separating the headline from the sign-off

Avoid placing the typography inside a shape

Avoid using one size for the headline and the sign off

Avoid adding other graphic treatments



A vibrant, abstract background composed of thick, wavy lines in various colors including purple, blue, green, yellow, and red, creating a sense of motion and depth.

COLOR

Color palette

The wide range of vibrant colors are intended to celebrate Pride and diversity.

You can choose a color using the color selection tool in PowerPoint and Illustrator.

Ensure color contrast ratios are up to Microsoft accessibility standards.

Pride flag colors can be used in backgrounds for functional pacing in your communications. Or use the colors to highlight information and graphics, such as calls to action (CTAs).

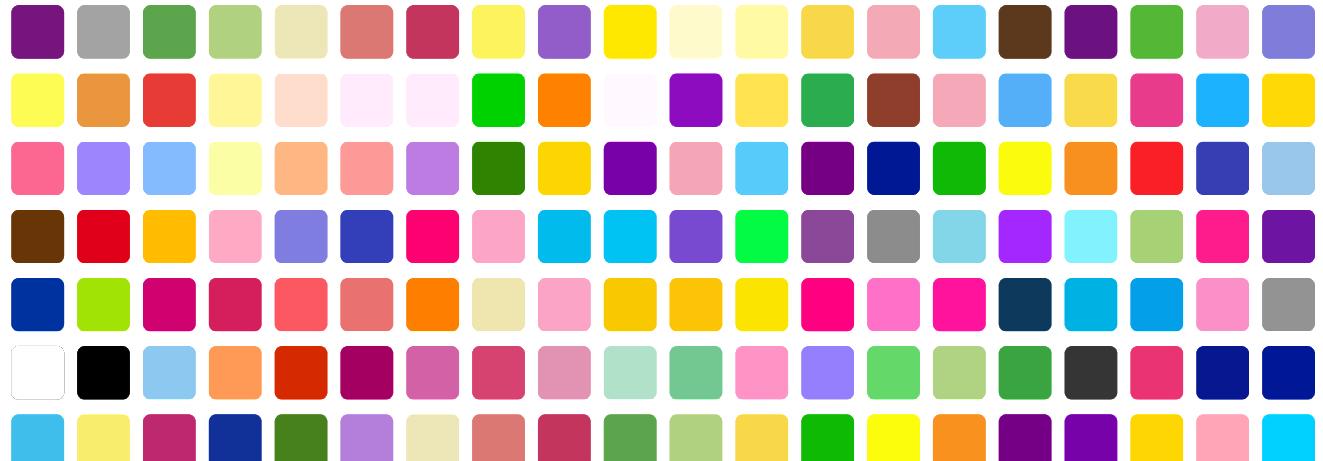
Background Colors

#FFFFFF

Pride (LGBTQIA+) Flag Colors



All Flag Colors





Avoid altering the color of the assets



Avoid altering flag colors.



Avoid using multiple colors in text.



Avoid using a color background and keep it white



Avoid using any gradient on the background



Avoid creating new color combination of secondary graphics

STORIES





1. Choose a portrait

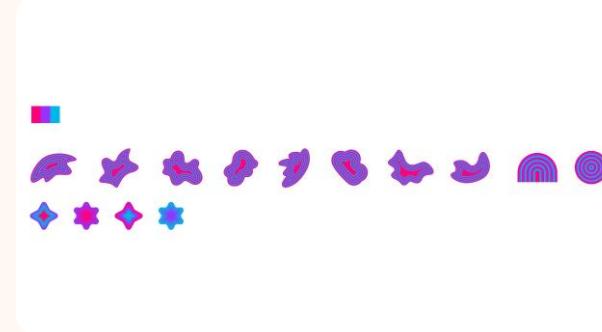
- Choose a portrait and place it in the center of your composition

Example A (Single Flag)



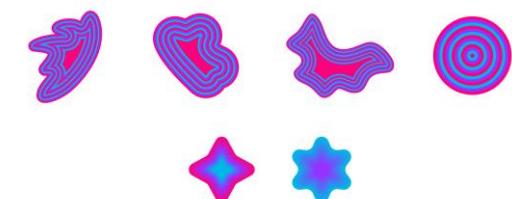
2. Open flag files

- Open the files of the flag elements—primary and secondary shapes
- If you're representing more than one flag, choose all representative flag shapes

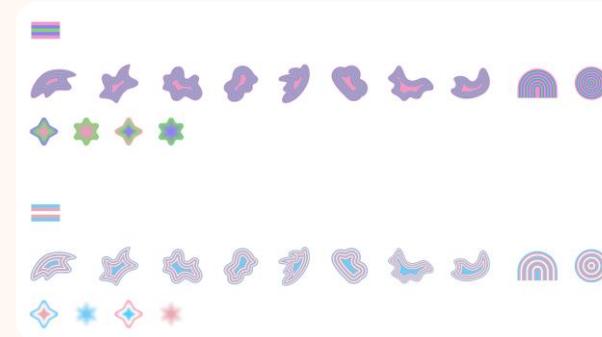


3. Choose flag shapes

- Select 2 or more primary shapes with the right flag colors and 2 secondary shapes for your composition



Example B (2 Flags)



4. Create composition

- Start placing your shapes onto the artboard to create a composition.
- Objects can scale up and down, overlap, and bleed off the side.

Example A (Single flag)



5. Flag + portrait

- Alternate flag components in front of and behind the employee story.
- Group adjust the position and scale of your elements to create a radiant and dynamic feeling.



6. Add statement

- Choose the most important words from the quote and make them larger.
- Adjust sizes in the type to create rhythm and excitement in the statement.



Example B (2 flags)





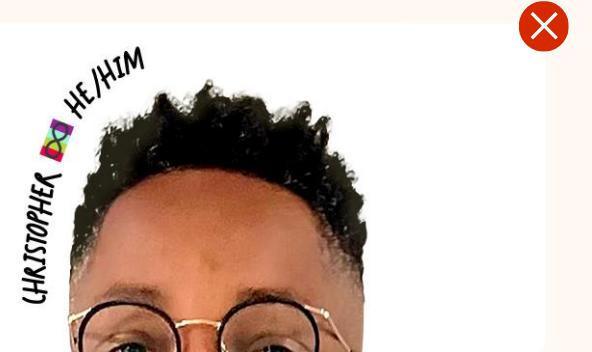
Avoid altering the colors in any of the chosen shapes



Avoid spacing the shapes too far apart



Avoid covering the employee too much; avoid obscuring their face



Avoid setting the type around the portrait



Avoid overlapping typography over shapes



Avoid distorting the shapes in any way



Avoid using any background color other than white



Avoid rotating headline and sign off

BUILDING YOUR OWN COMPOSITION



1. Select

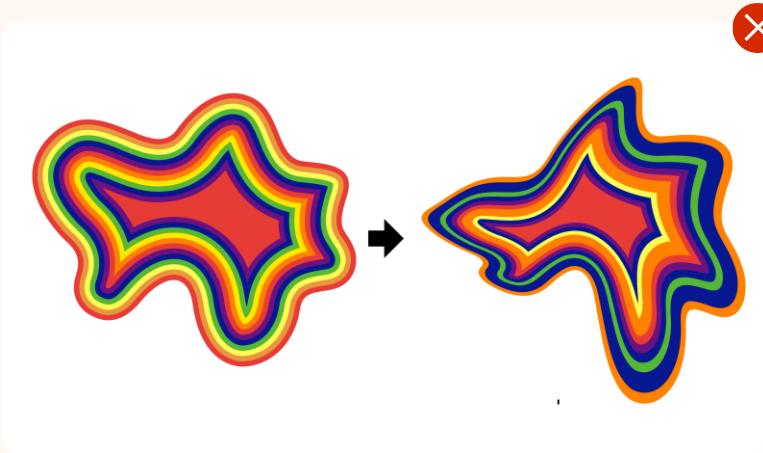
- Select flags and copy them into a new file
- Ensure there's a combination of primary and secondary shapes and vary the scales between them



2. Compose

- Arrange flags to create a dynamic composition
- Zoom in or crop when needed

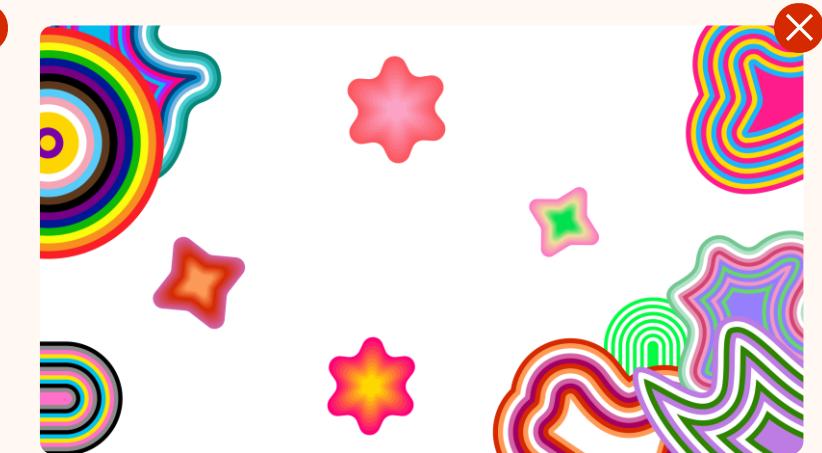




Avoid distorting shapes—shapes can be scaled, rotated, and flipped



Avoid showing too many circles



Avoid using too many small elements in the same layout



Avoid using shapes individually—they must overlap.



Avoid covering shapes too much



Avoid creating drastic scale shift among shapes

