



Microsoft Pride 2023

Open source
Guide

V1 | JUNE 1

MAKE PRIDE



Welcome

This Guide will be frequently updated. Come back for [more](#).

Discover how Microsoft honors [Pride](#).

Latest updates

V1: Hero graphic, type



HERO GRAPHIC



Hero graphic

Make Pride

Use in most cases

Our main Pride graphic brings together 50 different LGBTQIA+ flags in a stunning design that celebrates intersectionality and the nuance of the LGBTQIA+ communities.



With Ally flag



Without Ally flag

Remixing and making: infinite compositions

Hero graphic is just a start. Make it your own.

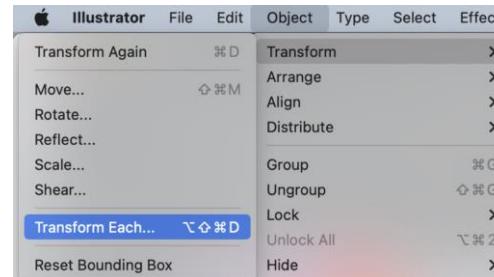
1. Select Flags

- Open the file in Adobe Illustrator.
- Unlock all layers leaving the layer for "PRIDE 2023" locked.
- Select all flags.



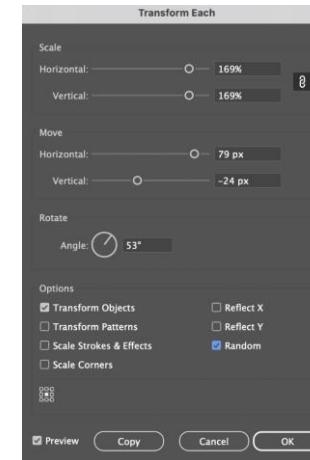
2. Transform

- Select Object > Transform > Transform Each.



3. Random

- Select the Random checkbox.
- Click Preview to view your layout as you change settings.



4. Save

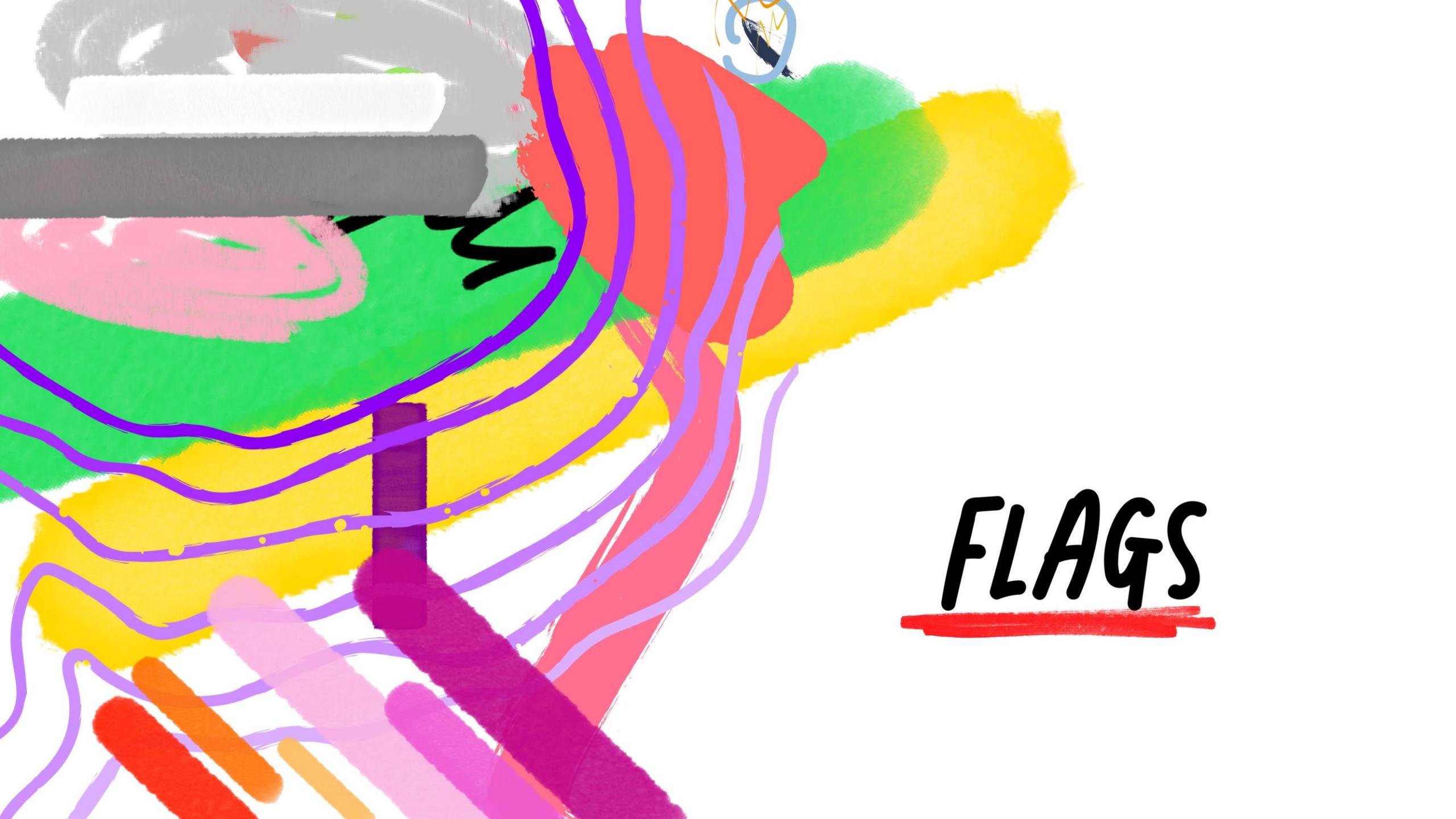
- Save your file as a high-res jpeg or png.



Examples

Below are examples of randomized hero graphics.





FLAGS

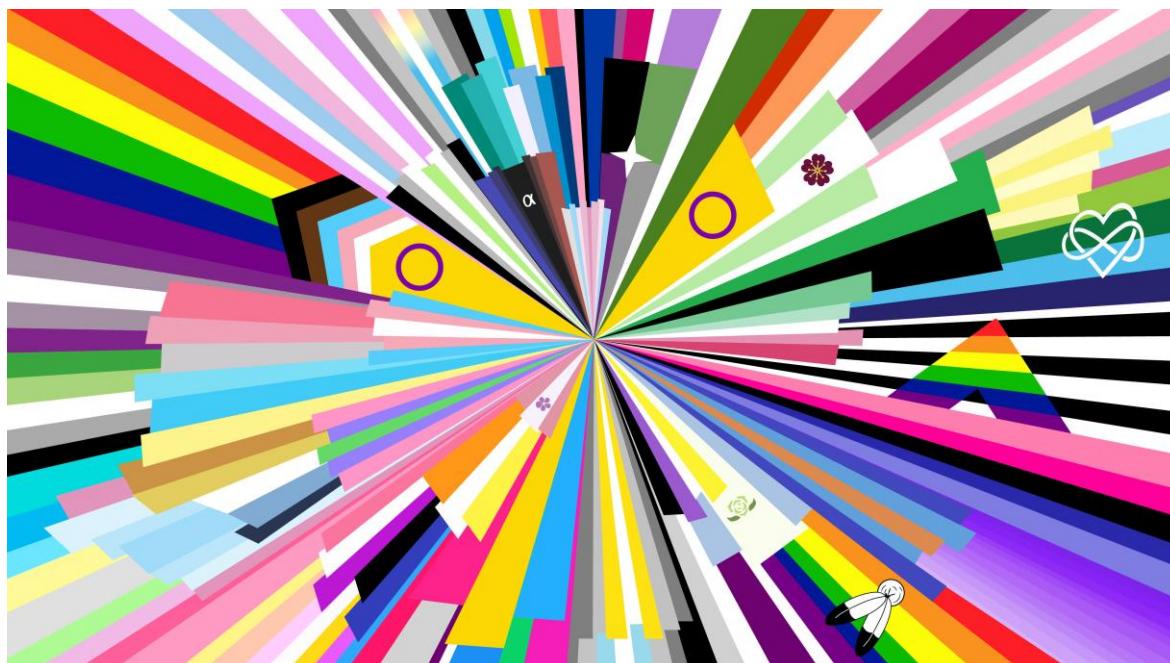
Open-source flag

Last year, we open sourced our Pride flag design representing 35 LGBTQIA+ identities.

Our latest flag is updated to reflect 50+ identities. Plus, we are adding a version, when all stripes start on one side.

We have versions with the Ally flag and without the Ally flag, and versions of the flag bursting from the left side of the frame.

New: updated flag with 50+ identities

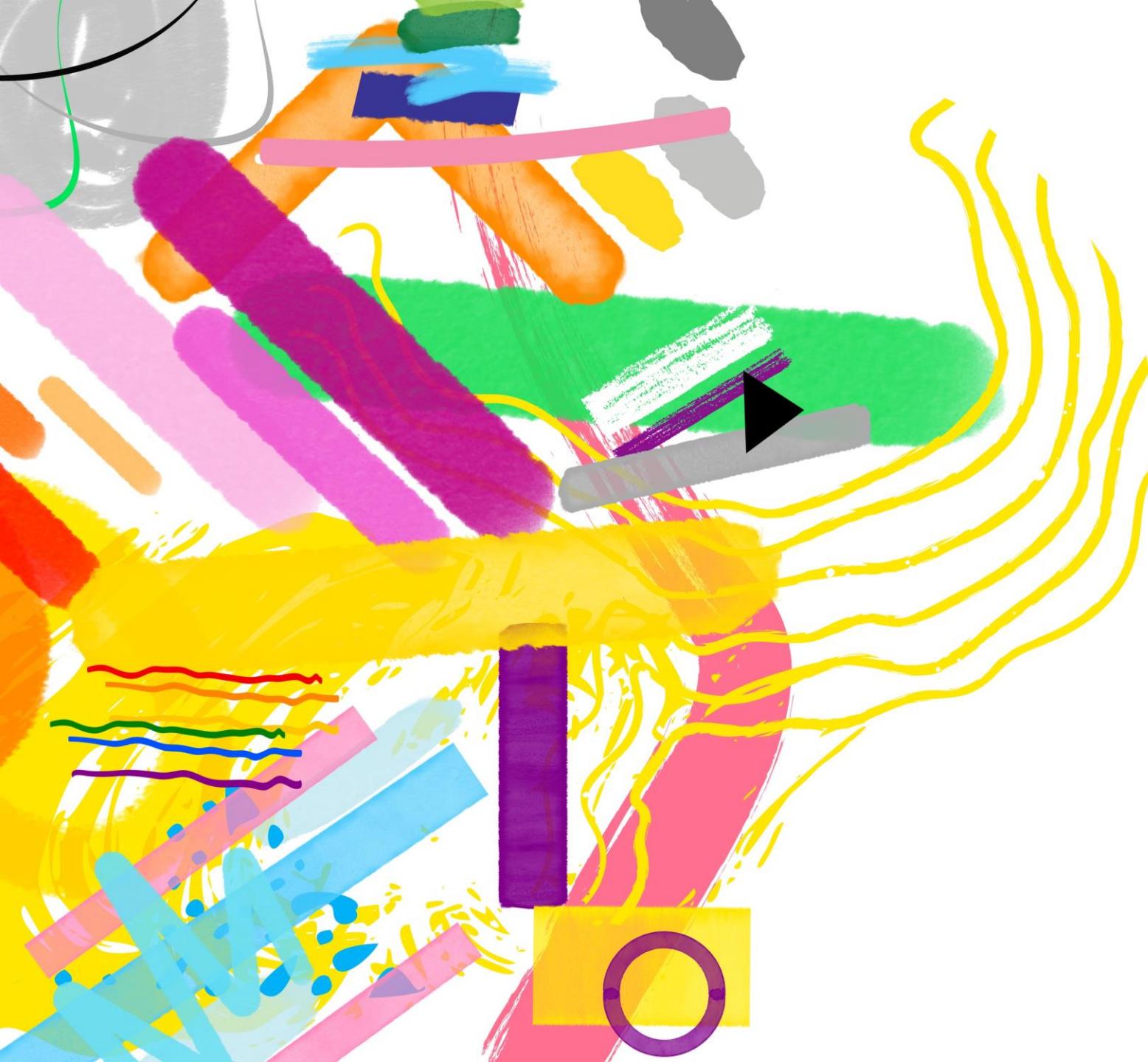


FY23Pride-Open_Source_PrideFlag_Cropped

New: left-side flag



FY23_Pride_Opensourceflag_Side_1280x720



COLOR

Campaign color palette

The wide range and neon bright colors are intended to celebrate Pride and diversity.

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

With any color selections, ensure color contrast ratios are up to Microsoft accessibility standards.

Pride Flag Colors

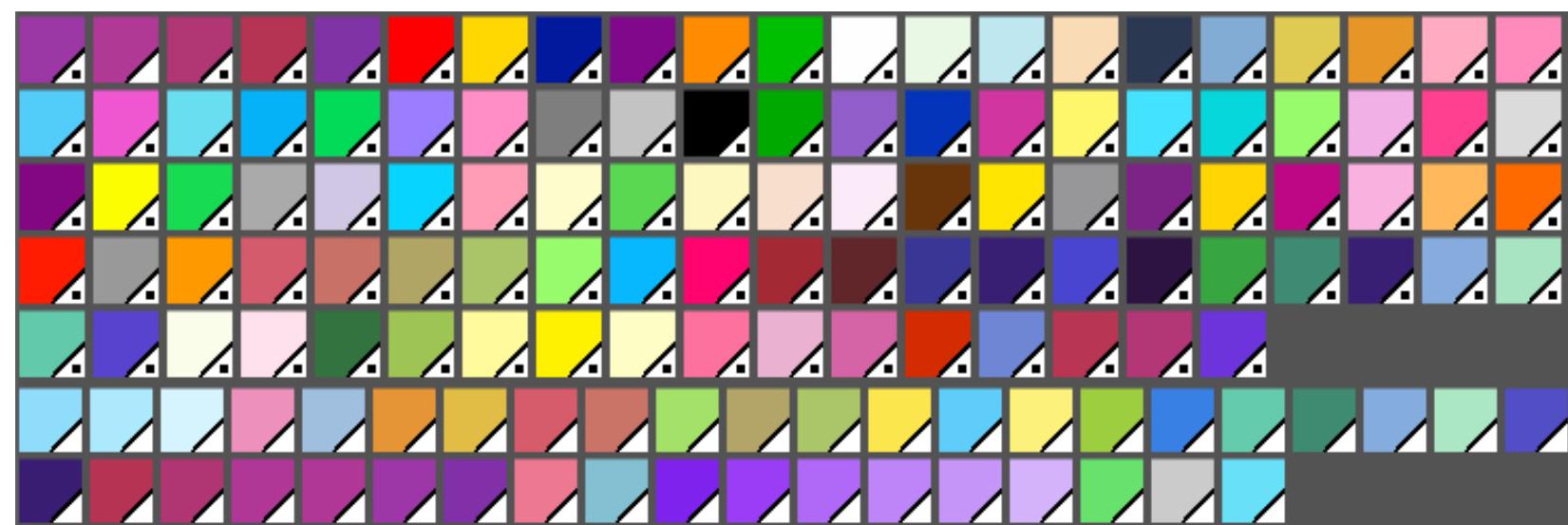
#81008A	#00119D
#FF0003	#693509
#FF9A00	#52CCFB
#FFD800	#FFACC3
#00BF00	

Background Color



#FFFFFF

All Other Flag Colors



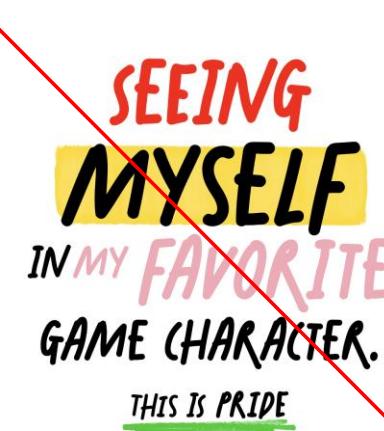
Color: incorrect uses

To use color consistently, please follow the established rules.

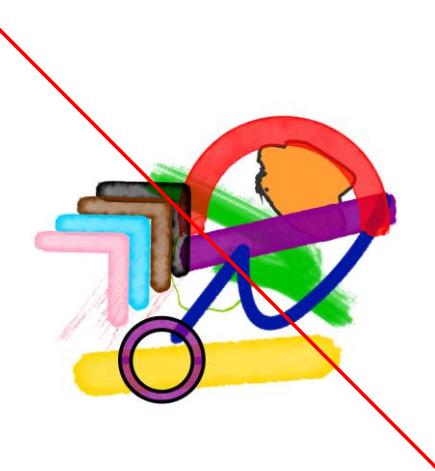
We recommend you use flag deconstructions as-is and avoid adjusting to make your own.



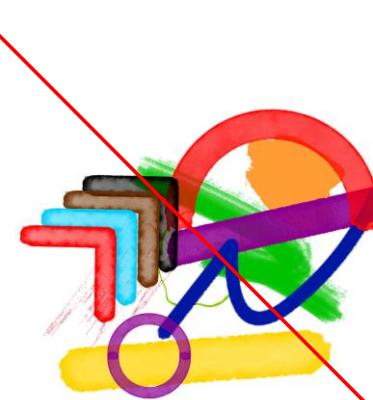
Never add more than two highlight colors.



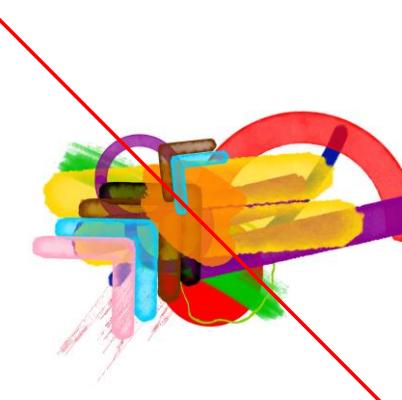
Always use types in black.



Never add a stroke to the shapes that are already filled with a color.

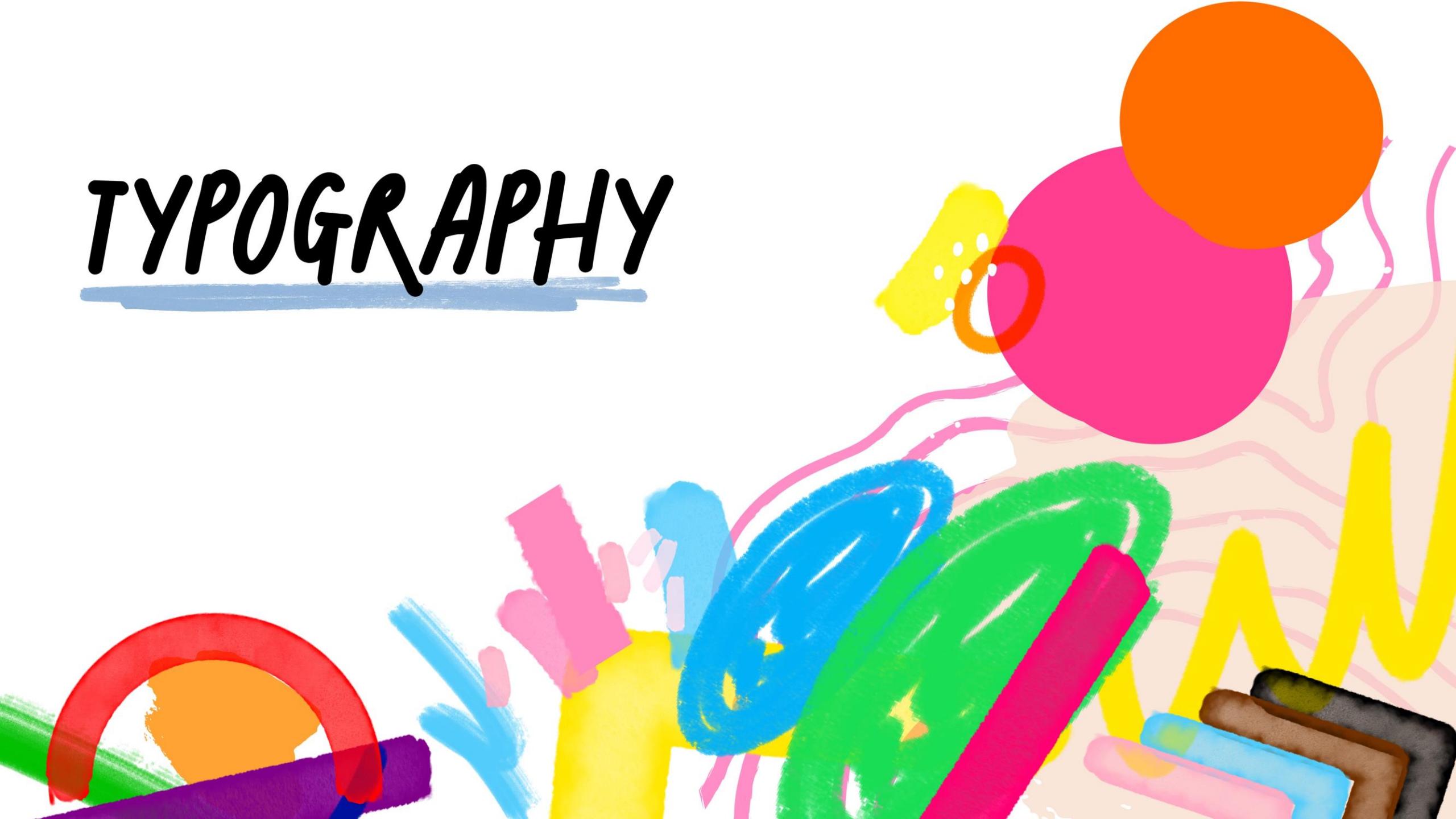


Never change colors of flags.



Don't have illustrations obstruct the flag too much.

TYPOGRAPHY



Font

We've created custom-made MSFT Pride fonts for you to use. We apply it the following scenarios.

Make Pride

Use in most cases
Always highlighted
using accent colors



FY23Pride-Lockup_MakePride_Blue

Pride 2023

Use in supporting cases
Always followed with the year



FY23Pride-Lockup_Pride_DarkGreen

Headlines

Use when creating statements or
stories



FY23Pride-Employee_Story_A

Titles

Limited use, such as titles in this deck



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 frame of this campaign.

Note that whenever we use a quote, the use of quotation marks (") is mandatory.

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, vary between default and ALT case (upper- and lowercase).

DEFAULT CASE

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 CASE

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. This also calls for extra tracking for smaller size assets. 10pt is the recommended tracking for them.

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.

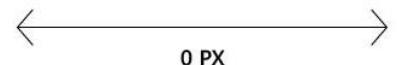
TYPE LEADING

1pt:1.25pt

**FOR EVERY 1 POINT OF TYPE USED,
SET THE LEADING TO 1.25 POINTS
PROPORTIONALLY. EXAMPLE HERE:
96PT—120PT**

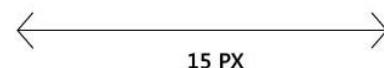
TYPE TRACKING / REGULAR ASSETS

TYPE TRACKING



TYPE TRACKING / SMALL ASSETS

TYPE TRACKING FOR SMALL ASSETS



Helpful tips on installing and using font

HOW-TO INSTALL MSFTPRIDE FONT ON YOUR MACHINE

MAC

Double-click the **MsftPridef.zip** in the **Finder**, then 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.

WINDOWS

To install a font file, either **right-click it and select the “Install” command** or double-click the font to preview it, and then click the “Install” button. The font will appear in the **Fonts** window and in other applications on your system after it's installed.

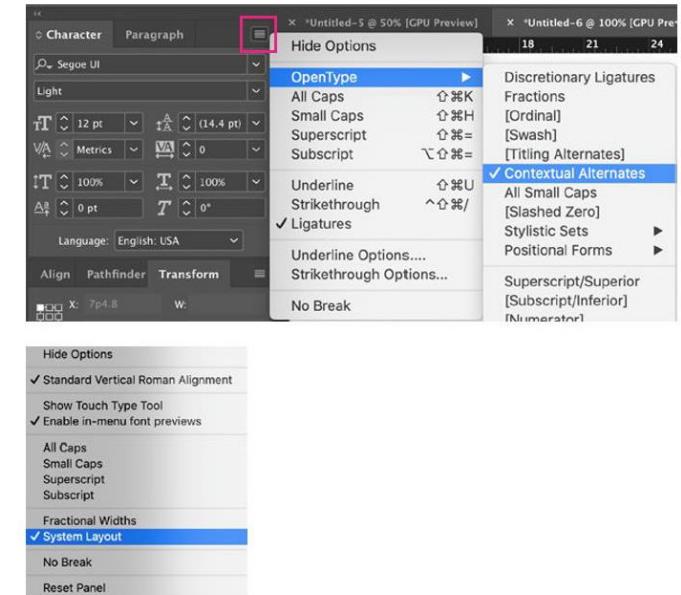
TURNING ON CONTEXTUAL ALTERNATES

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

In **Adobe InDesign**
Go to Character Menu Panel> Options>
OpenType>
Check Contextual Alternates

In **Adobe Illustrator** or **Photoshop** make sure that **System Layout** is checked.

This will auto fill the alternate letter when there are sequential double letters. (ex: 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 link to add the font to their web document.

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

Designing headlines

Headlines are shown as a focal point. A cohesive lockup style has been created with clear hierarchy for legibility and impact. Headlines can be shown with and without photography.

Type for headlines

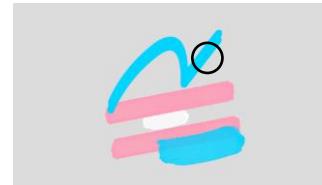
SEEING
MYSELF
IN MY FAVORITE
GAME CHARACTER.

Choose the most important words from your headline and make them bigger.

Change size of other words to create rhythm in the statement.

SEEING
MYSELF
IN MY FAVORITE
GAME CHARACTER.

Choose a color from the flag to highlight the larger word in your statement.



SEEING
MYSELF
IN MY FAVORITE
GAME CHARACTER.
THIS IS PRIDE

Add "THIS IS PRIDE" or your own call-out below.

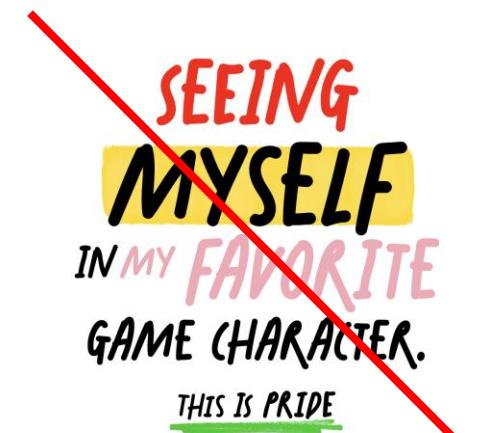
Align all centered.

Designing headlines: incorrect uses

To use the typography consistently across the different campaign assets, follow the established rules.



Never add a second color as a highlight. Always match the underline color to the highlight color.



Always use typography in black.



Don't use the same type size within a statement.



Always center type.



Don't add a stroke or any effect to headlines.



Never tilt headlines.



Compositions: statement and flag

Any of the flags can be used
as a hero graphic when the
employee story is anonymous.



FY23Pride-Employee_Story_C

SEEING
MYSELF
IN MY FAVORITE
GAME CHARACTER.

THIS IS PRIDE

Headline

Headline with highlight

Signoff

Compositions: statement and person

Pronouns _____

Small use flags are used
with names only _____

Name _____

CARLOS  HE/HIM

Headline _____

Headline with highlight _____

BEING
UNAFRAID
AT WORK
THIS IS PRIDE

Campaign signoff _____

Illustration

Person



Building a composition

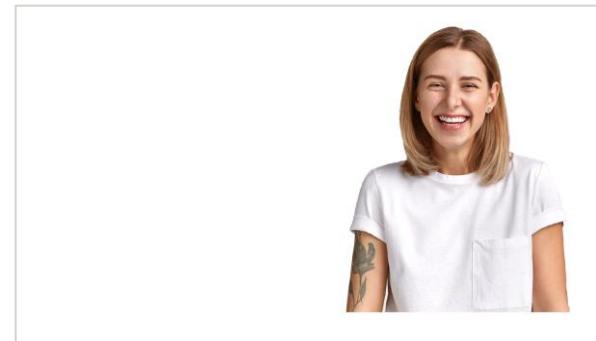
1. Choose a flag

- Place flag onto a white artboard. Each flag has its own colors and brush strokes.



2. Choose a Portrait

- Choose your portrait and place it on either the right or left side of your composition.



3. Flag elements

- Ungroup the elements of your flag.



- You may add some elements from the abstract background graphic. If you choose shapes from other flags, recolor them to match the flag used.

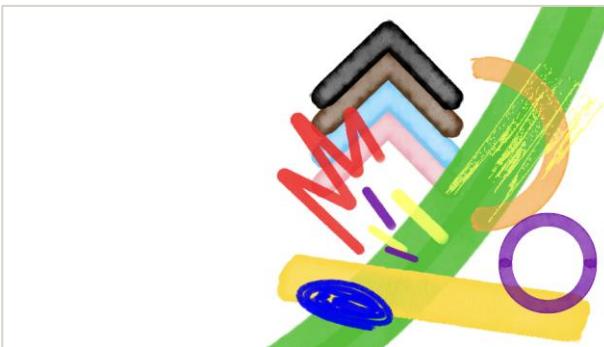


Building a composition

4. Create Composition

- Group your elements in a way that feels celebratory and joyful.

Example A



Example B



5. Flag + Portrait

- Alternate flag components in front of and behind the employee story.
- Apply a brushstroke over the bottom of your employee story, so the employee to avoid seeing the crop.

Example A



Example B



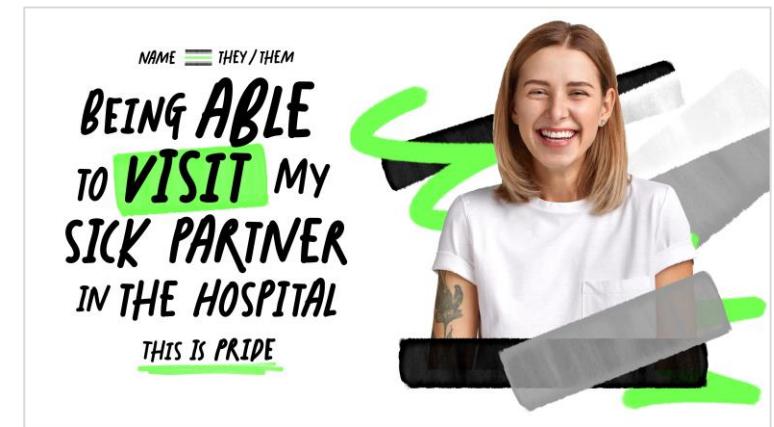
6. Add Statement

- Choose the most important words from your statement and make them larger.
- Adjust sizes to create rhythm in the statement.
- The biggest size should be 155pts and the smaller should be 90pts.
- Choose a color from the chosen flag(s) to highlight the larger word in your statement. You can change color for strokes (.tiff) only to a spot color.
- Add your name, the small use flag and pronouns (size: 32pts.)
- Add "THIS IS PRIDE" below.
- Match color of underline to highlight color.
- Center align the statement.



FY23Pride-Employee_Story_B

Successful compositions



FY23Pride-Employee_Story_B



FY23Pride-Employee_Story_A

Ensure symbols in flags are not obstructed by other flags

Incorrect use



Never place flags just in the background.



Never place flags just in the foreground.



Never use the Multi-Flag Hero Graphic as the foreground.



Never place flag components far apart from each other.



Never use the small use flag except directly after the name.



Never use any background color other than white.

Incorrect use

Ensure familiarity of the flag and ensure the composition always feels joyful and inclusive.



Resources

[GitHub](#)

Get the assets

[Microsoft Pride](#)

Explore all Pride at Microsoft