Microsoft Student Partners

Visual ID style guide

Welcome

Introduction

Who we are

Microsoft Student Partners are on-campus leaders with a passion for making a difference, building vibrant communities, and sharing the latest tech with their peers.

What we do

Help others
Make a difference, expand your impact, and share your passions through original content, peer mentoring, and facilitating opportunities such as workshops and events.

Be a tech insider
Get unique access to Microsoft resources and personnel that help you lead in your community and provide opportunities to be part of a team while you prepare for graduation.

Grow your skills
Master career and tech skills and build your leadership reputation with access to tools, learning resources, and special offers.

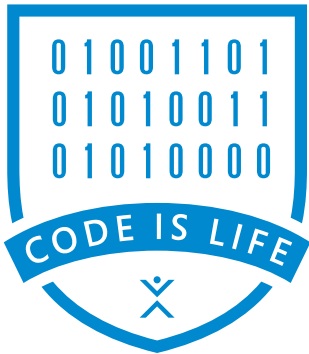**Primary Visual ID (horizontal)**

Microsoft Student Partners

Secondary Visual ID (stacked)

Microsoft Student Partners

Shield logo

01001101
01010011
01010000

CODE IS LIFE

Visual ID overview

Promise

Microsoft Student Partners prepares students for careers in technology through opportunities to learn and lead.

Traits

Confident, Curious, Creative, Connected, Determined, Inspired, Novel, Unique, Driven, Independent, Inventive, Optimistic, Pragmatic, Resourceful, Smart

Design principals

Energetic
Microsoft Student Partners is a fun and high-energy program. The visual expression should prompt action by speaking directly to a specific audience while sharing the relevant key benefits in an engaging way.

Simple
Keep messages clear, concise, and compelling. This will enable student developers to easily understand the messages and how they can participate in Microsoft Student Partners. Avoid cluttered or overly busy layouts. Go for simple and straightforward.

Welcoming
Creative should be inviting and unpretentious, demonstrating that the Microsoft Student Partners community is open to student developers of all skill levels.

Primary Visual ID (horizontal)

Microsoft **Student Partners**

Full-color blue

Microsoft Student Partners

One-color black

Microsoft **Student Partners**

Full-color blue on black

Microsoft Student Partners

Reversed one-color on blue

Microsoft Student Partners

Reversed one-color

Secondary Visual ID (stacked)

Microsoft **Student Partners**

Full-color blue

Microsoft Student Partners

One-color black

Microsoft **Student Partners**

Full-color blue on black

Microsoft Student Partners

Reversed one-color

"Microsoft" can be shown in black or white, but "Student Partners" should always be shown in blue (brand) unless there are accessibility restrictions present. In such a case, "Microsoft Student Partners" can be shown in full black or full white, but never in full brand blue.
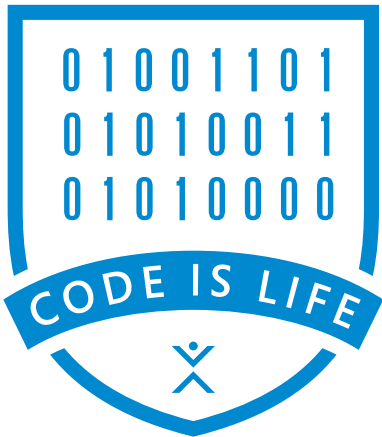
Shield logo overview

Shield logo and visual ID use

The shield logo is an additional design element. It can never be used in a lockup with the visual ID.
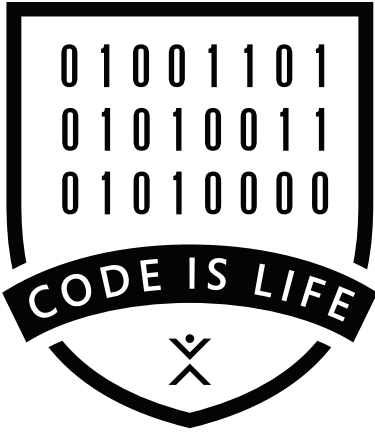
Color use

The primary color option is the blue (brand) on white or the inverse. On black backgrounds the blue (brand) shield logo should be used unless using grayscale. In that case, the white shield logo can be used instead.
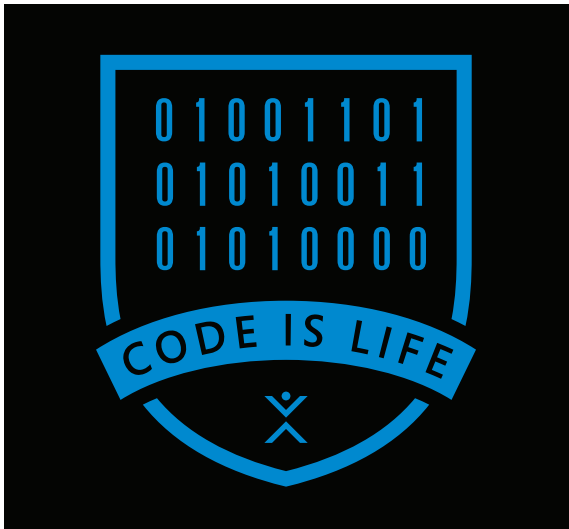
Primary shield logo
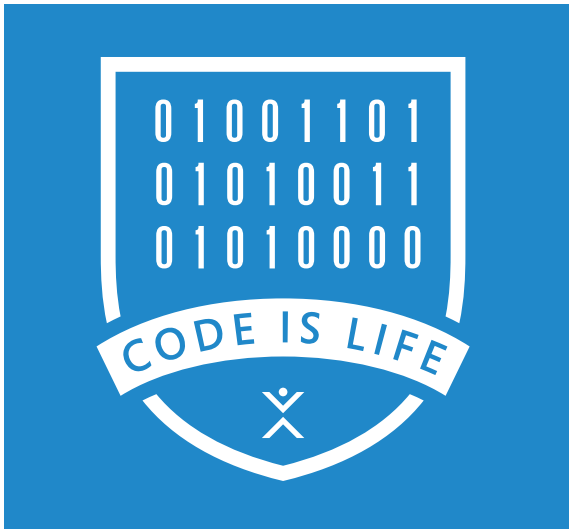
Blue (brand) shield for white backgrounds

Alternative shield logo options

Black shield for white backgrounds
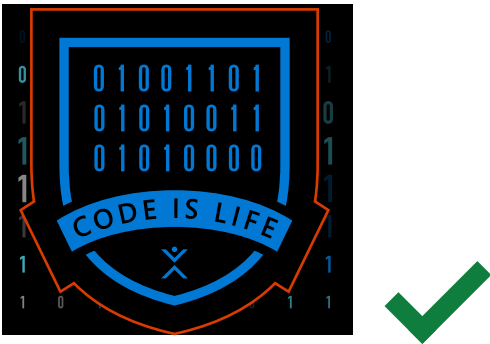
Blue shield for black backgrounds

White shield for blue (brand) or black backgrounds

Binary pattern overview

Binary pattern and visual ID use

The binary pattern is an additional design element that has been used as a background on various assets. When incorporating the Visual ID or shield on the pattern, the background around the logo or shield should be knocked out and follow the clear space guidelines.
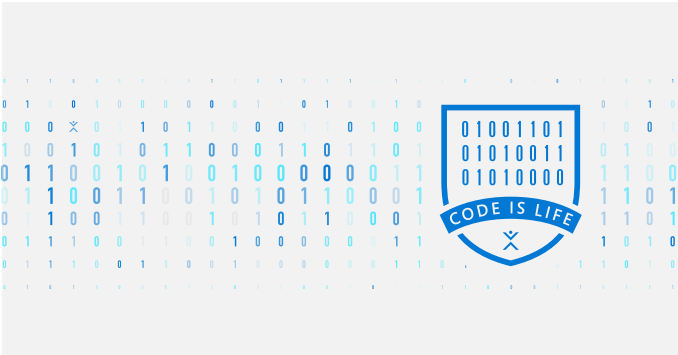
Color use

The binary pattern can be placed on a white, blue or a black background.

Blue shield on binary pattern with black solid layer (see red outline for example)
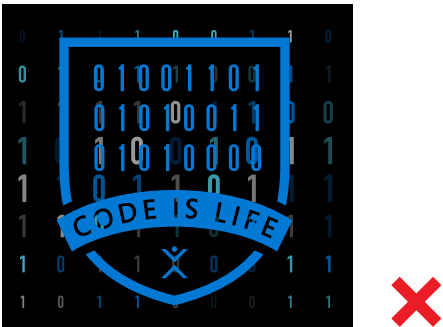
DO NOT place shield on binary pattern without adding a solid color background layer

Binary pattern on white or extra light gray with shield

Blue (brand) shield for white or extra light gray backgrounds

Binary pattern on black with shield

Blue shield for black backgrounds

Binary pattern on blue with shield

White shield for blue (brand) or black backgrounds

Color palette

Use

Microsoft blue (brand) on white or the inverse is the primary color combination. However, if the format requires the use of black, blue and white are the only approved colors to use on black backgrounds.

Accent colors

The accent colors can be used on social assets and laptop stickers but should not be used on other MSP branded assets such as business cards, name badges, posters and email.

Main brand colors

Brand Blue
R0 G120 B212
Hex #0078D4
C100 M30 Y0 K0
PMS 3005 C

White
R255 G255 B255
Hex #FFFFFF
C0 M0 Y0 K0

Accent colors

Green
R16 G124 B16
Hex #107C10
C75 M0 Y100 K0
PMS 362 C

Dark Green
R5 G75 B22
Hex #054B16
C95 M25 Y85 K65
PMS 3435 C

Purple
R134 G97 B197
Hex #8661C5
C60 M75 Y0 K0
PMS 2587 C

Dark Purple
R59 G46 B88
Hex #3B2E58
C90 M100 Y30 K30
PMS 669 C

Yellow
R255 G185 B0
Hex #FFB900
C0 M25 Y100 K0
PMS 124 C / 7406 U

Orange
R216 G59 B1
Hex #D83B01
C0 M75 Y100 K0
PMS 166 C

Grayscale colors

Extra Light Gray
R242 G242 B242
Hex #F2F2F2
C0 M0 Y0 K5

Dark Gray
R80 G80 B80
Hex #505050
C0 M0 Y0 K80
PMS Cool Gray 11

Rich Black
R0 G0 B0
Hex #000000
C60 M40 Y40 K100

Accessibility guidelines
Color backgrounds

Microsoft Student Partners program colors

Microsoft Student Partners' color palette is the strongest, most crucial visual element of the program identity. It illustrates our values and expresses the excitement and energy behind the program across all marketing communications.

Accessibility

The appropriate use of color helps make sure all of our customers can access and understand Microsoft Student Partners communications, regardless of their abilities. Avoid relying on color alone to convey information. Always provide text or other graphical cues to guide customers to our message.

Type and background combinations must meet a minimum 4.5:1 contrast ratio for accessibility.
Examples below demonstrate correct color use for on-screen applications.

Full-color options

Microsoft **Student Partners**

Full-color Visual ID on white

Reversed full-color Visual ID on black
Microsoft Student Partners

Contrast ratio

4.5
Brand blue on white
✓ AAA Compliant at all sizes

4.6
Brand blue on black
✓ AAA Compliant at all sizes

Secondary one-color options   Contrast ratio

Microsoft Student Partners
One-color Visual ID on secondary color

5.4
White on green
✓

Microsoft Student Partners
One-color Visual ID on secondary color

12.2
White on purple
✓

Primary one-color option

Microsoft Student Partners

Reversed one-color Visual ID on brand blue

4.5
White on brand blue
✓ AAA Compliant at all sizes

The same rules apply to both the primary (horizontal) and secondary (stacked) versions of the Visual ID.

✓ = AAA compliant for all sizes

Accessibility guidelines
Grayscale backgrounds

Microsoft Student Partners with grayscale

Representing the program, Microsoft Student Partners' visual identity is colorful and energetic, so color should be used in every possible communication. In case of production or accessibility limitations, please use the Microsoft Student Partners Visual ID options below.

Accessibility

The appropriate use of color helps make sure all of our customers can access and understand Microsoft Student Partners communications, regardless of their abilities. Avoid relying on color alone to convey information. Always provide text or other graphical cues to guide customers to our message.

Type and background combinations must meet a minimum 4.5:1 contrast ratio for accessibility.
The examples below demonstrate correct grayscale color use for on-screen applications.

One-color options   Contrast ratio

Microsoft Student Partners	**16.8** ✓
One-color Visual ID on light gray	Black on light gray

Microsoft Student Partners	**9** ✓
Reversed one-color Visual ID on mid gray	White on mid gray

Microsoft Student Partners	**21** ✓
Reversed one-color Visual ID on black	White on black

Contrast ratio

Microsoft Student Partners	**9.5** ✓
One-color Visual ID on gray	Black on gray

Microsoft Student Partners	**9.4** ✓
Reversed one-color Visual ID on dark gray	White on dark gray

The same rules apply to both the primary (horizontal) and secondary (stacked) versions of the Visual ID.

✓ = AAA compliant for all sizes

Primary Visual ID background recommendations

Microsoft Student Partners	0% K
Microsoft Student Partners	20% K
Microsoft Student Partners	40% K
Microsoft Student Partners	60% K
Microsoft Student Partners	80% K
Microsoft Student Partners	100% K

The background ramp above shows the recommended usage of the color, black, and reversed Microsoft Student Partners Visual IDs on a range of black tints to ensure proper contrast. The same rules apply to both the primary (horizontal) and secondary (stacked) versions of the Visual ID.

Space requirements

Giving Microsoft Student Partners room to thrive

We respect the Microsoft Student Partners Visual ID by giving it some space. The minimum clear space that must surround the Visual ID is equivalent to the width of the capital M.
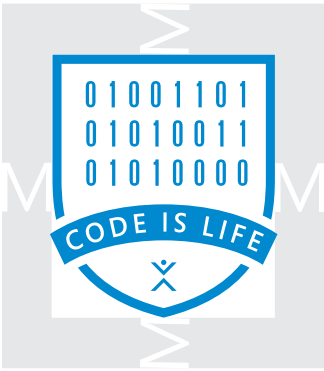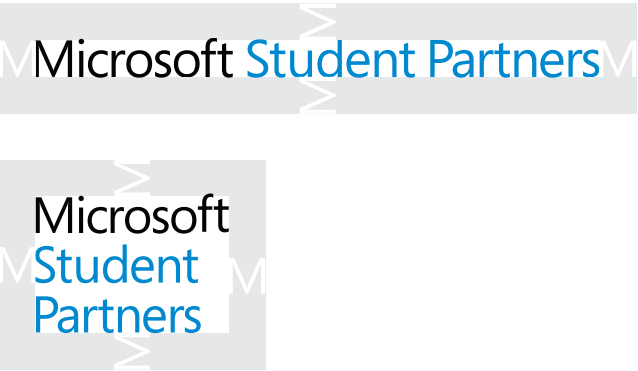
Ensuring clarity

Minimum size
In print, the Microsoft Student Partners Visual ID should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

Trademarks
In marketing, trademark symbols on the Microsoft Student Partners Visual ID are no longer necessary, except on consumer packaging.

Visual ID art files

We use PDFs as our standard vector file format. They can be placed in InDesign as linked graphics or opened in Illustrator.

Clear space

Minimum size

On-screen: 90 px
Print: 1.25" (31.75mm)

On-screen: 36 px
Print: .5" (12.7mm)

On-screen: 47 px
Print: .65" (16.5mm)
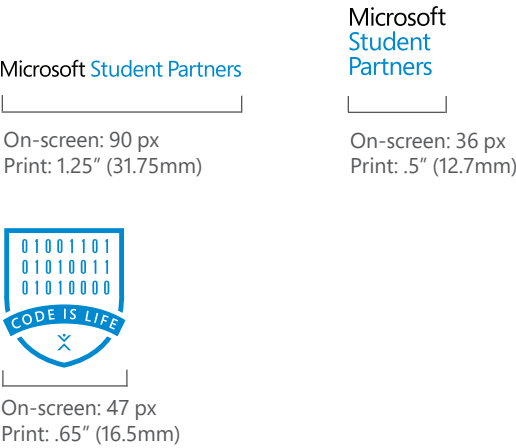
Incorrect Visual ID usage

The integrity of the Microsoft Student Partners Visual ID must be respected at all times. Please do not stretch, squeeze, or otherwise morph or manipulate it. Modification confuses the meaning and diminishes its impact.

✖ **Student Partners**

Do not separate any of the elements of the Visual ID. The "Student Partners" must always remain with "Microsoft".

✖ **Microsoft Student Partners**

Do not color the entire Visual ID brand blue.

✖ **Microsoft Student Partners**

Do not add style effects or embellishments to the Visual ID.

✖ Microsoft Student Partners

Do not use colors (Microsoft brand colors or otherwise) that are outside of the Microsoft Student Partners color palette.

✖ **Microsoft Student Partners**

Do not use off-brand colors or color combinations.

✖ Microsoft Student Partners

Do not use the Visual ID on mixed-color backgrounds, even if using colors within the Microsoft Student Partners brand.

✖ Microsoft Student Partners

Do not use color combinations that are not WCAG AAA compliant when using the Visual ID.

✖ **Microsoft**
Student Partners

Do not rearrange or change the scale of the individual elements within the Visual ID.

✖ Microsoft   Microsoft
  Student   Student
  Partners   Partners

Do not change the alignment of the Microsoft Student Partners stacked Visual ID.

✖ **Microsoft Student Partners Games**

Do not create new versions of the Microsoft Student Partners Visual ID.

✖ Microsoft Student Partners

Don't place the Visual ID over busy backgrounds or more complicated areas of a design or photograph.

✖ Microsoft Student Partners

Do not rotate the Microsoft Student Partners Visual ID.

✖ *Microsoft Student Partners*

Do not skew the Microsoft Student Partners Visual ID.

✖ Microsoft Student Partners ▢

The Microsoft Student Partners shield is a design element, not part of the visual ID. The shield should never be shrunk down and attached to the end of Microsoft Student Partners.

✖ Microsoft Student Partners

Do not stretch the Microsoft Student Partners Visual ID in any direction.

Incorrect Visual ID usage
Accessibility

Do not use the below examples of color combinations or any combinations that do not meet the minimum contrast ratio of 4.5:1 in all Microsoft Student Partners materials.

Non-AAA compliant full-color options on color

Microsoft Student Partners — 1.6 ❌
Full-color Visual ID on light blue — Blue on light blue

Microsoft Student Partners — 1.9 ❌
Reversed full-color Visual ID on green — Blue on green

Microsoft Student Partners — 1.6 ❌
Reversed full-color Visual ID on light blue — White on light blue

Microsoft Student Partners — 1.6 ❌
Reversed full-color Visual ID on purple — White on purple

Non-AAA compliant full-color options on grayscale

Microsoft Student Partners — 3.6 ❌
Full-color Visual ID on light gray — Blue on light gray

Microsoft Student Partners — 2.9 ❌
Full-color Visual ID on gray — Blue on gray

Microsoft Student Partners — 1.0 ❌
Reversed full-color Visual ID on mid gray — Blue on mid gray

Microsoft Student Partners — 1.7 ❌
Reversed full-color Visual ID on dark gray — Blue on dark gray

Non-AAA compliant one-color options on color

Microsoft Student Partners — 2.7 ❌
Reversed Visual ID on light blue — White on light blue

Microsoft Student Partners — 1.7 ❌
Reversed Visual ID on green — White on yellow

Non-AAA compliant one-color options on color

Microsoft Student Partners — 1.2 ❌
Reversed Visual ID on light gray — White on light gray

Microsoft Student Partners — 1.5 ❌
Reversed Visual ID on gray — White on gray

Microsoft Student Partners — 4.4 ❌
Black Visual ID on mid gray — Black on mid gray
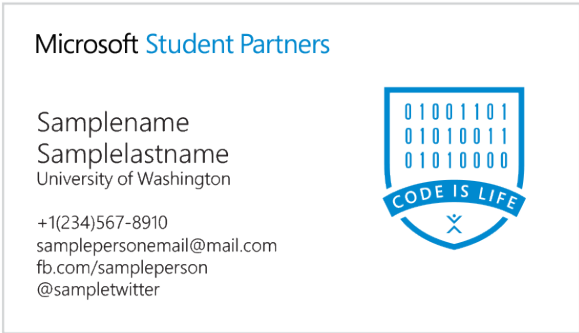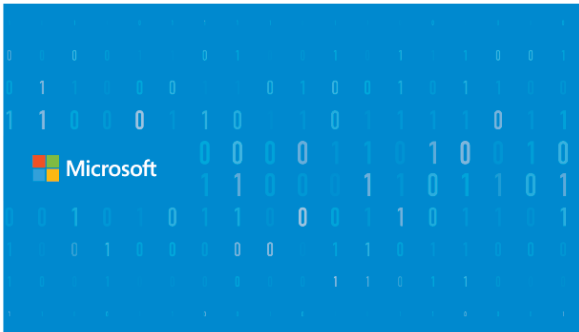
Microsoft Student Partners — 2.6 ❌
Black Visual ID on dark gray — Black on dark gray

❌ = Not AAA compliant

Asset examples

Microsoft Student Partners will receive a downloadable certificate and badge when each milestone has been reached. Badges are available for use on printed collateral as well as digital properties to highlight program achievement.

Business cards

Name badges

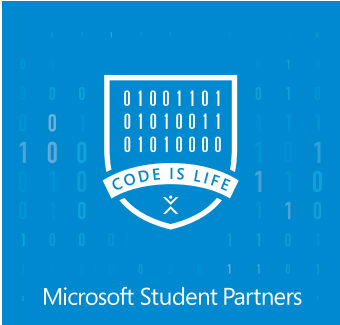**Samplefirstname1**
Samplefirstname2
Samplelastname

Asset examples

Microsoft Student Partners will receive a downloadable certificate and badge when each milestone has been reached. Badges are available for use on printed collateral as well as digital properties to highlight program achievement.
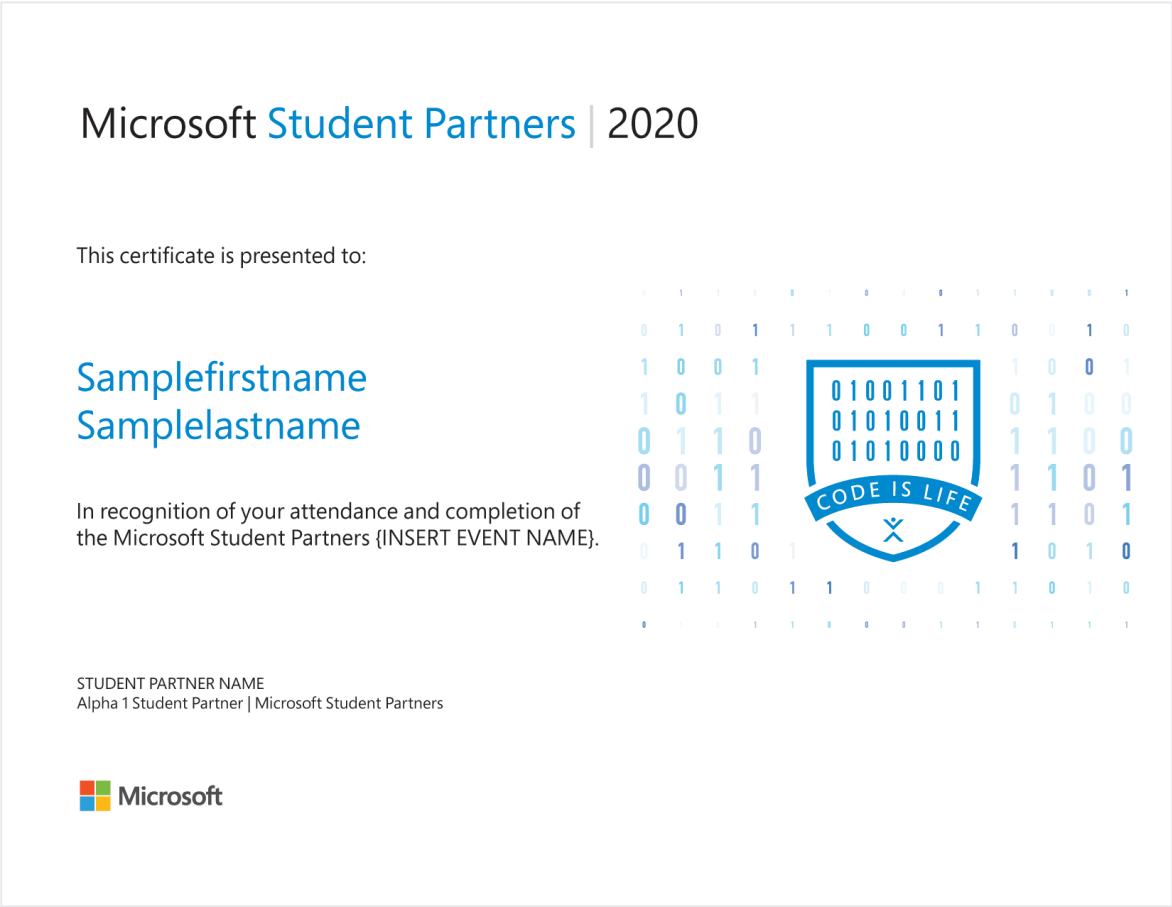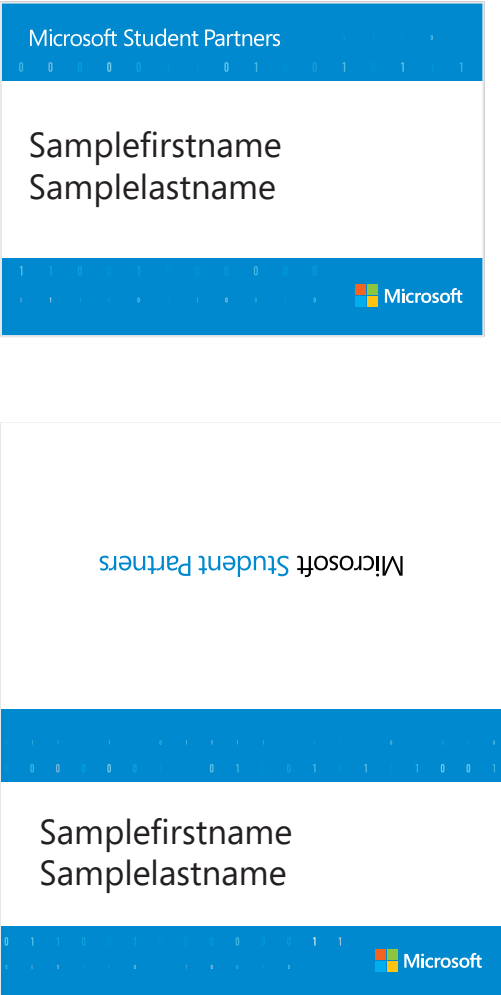
MSP certificate

Milestone badges

Microsoft Student Partners | 2020

This certificate is presented to:

Samplefirst Samplelastname

Beta Student Partner

In recognition of your hard work and dedication as a Beta member of the Microsoft Student Partners team.

Pablo Ve—
Pablo Veramendi
Global Program Lead | Microsoft Student Partners

Microsoft

Event attendee certificates, name tags or name tents are available for Microsoft Student Partners to distribute and use at workshops or hackathons they host.

Event attendee certificate

Name tag or table tent

Microsoft Student Partners | 2020

This certificate is presented to:

Samplefirstname
Samplelastname

In recognition of your attendance and completion of the Microsoft Student Partners {INSERT EVENT NAME}.

CODE IS LIFE

STUDENT PARTNER NAME
Alpha 1 Student Partner | Microsoft Student Partners

Microsoft

Microsoft Student Partners

Samplefirstname
Samplelastname

Microsoft

Microsoft Student Partners

Samplefirstname
Samplelastname

Microsoft

Asset examples

Social assets incorporating the binary pattern are available to help promote the program and reinforce the overall brand identity.

Social assets with binary pattern

Asset examples
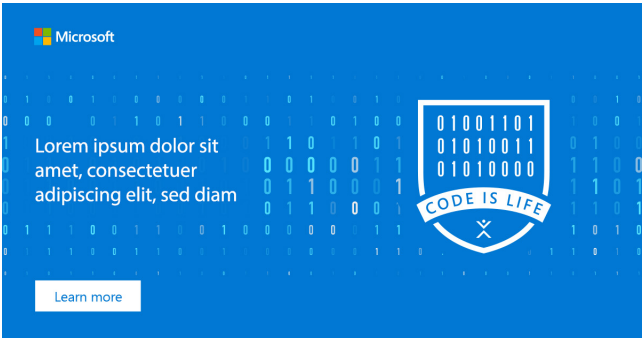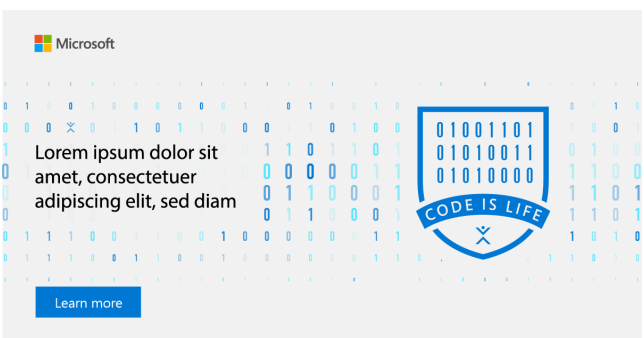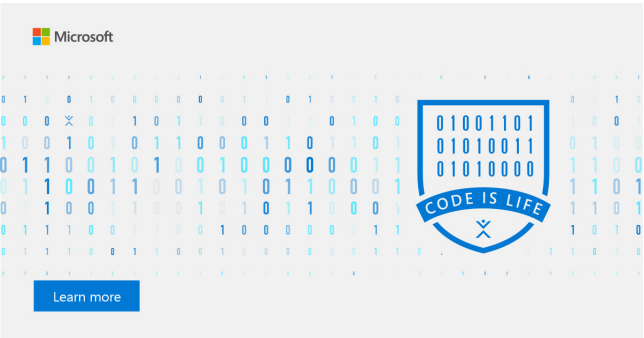
Microsoft Student Partners' identity is clean and simple so it doesn't distract from the greater Microsoft identity.

Email header

Headline goes here goes here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

[REGISTER NOW >]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

1. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
2. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
3. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
4. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Happy coding,
{Signature}

White t-shirts

Front   Back

Black t-shirts

Back   Front
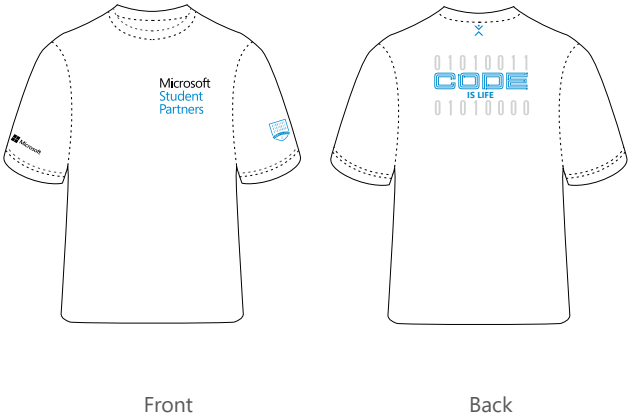
Asset examples

When a Student Partner achieves the Beta milestone, they may receive a swag kit including the Beta milestone sticker as well as program stickers and other swag for distribution in their local community. Student Partners who have not yet reached the Beta milestone may elect to print the program stickers for their own use, but may not distribute milestone stickers.

Milestone stickers
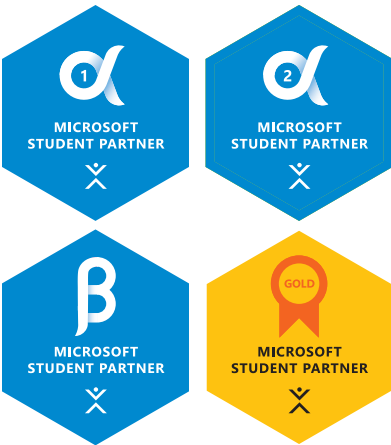
Program stickers

Brand closing

The Microsoft Student Partners' brand is a reflection of who we are. To keep that message clear, the Visual ID, shield logo, colors and all other brand materials should always be presented in a way that is consistent with these guidelines. Consistency ensures Microsoft Student Partners is being presented in a way that clearly and proudly communicates the program.