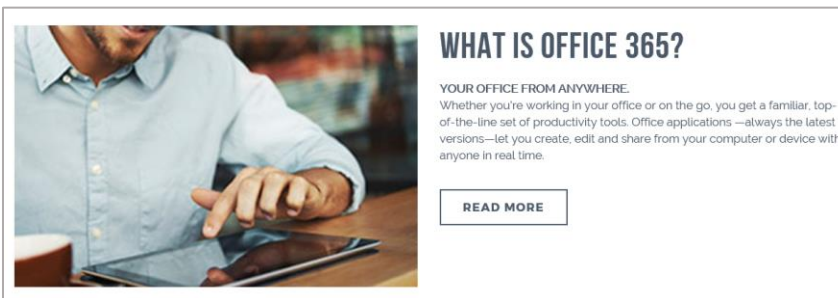Microsoft Office 365 FastTrack brand guidelines

1. Branding should be that of the company (logo, font, colors, photography, voice, etc.) and should not use the Microsoft logo, colors, or font.
   Correct:
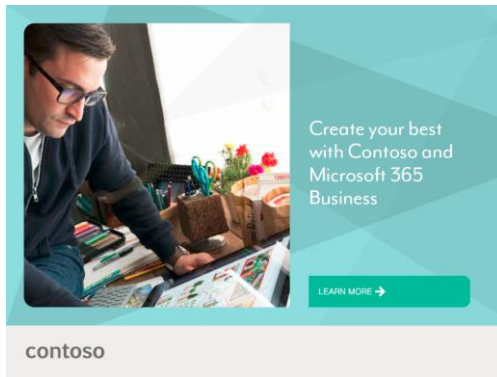
2. Refer to Microsoft products in body copy, without use of logos or icons (see Section 5 below for exceptional use of icons).
   Correct:

3. Write Microsoft product names correctly. Please refer to "Microsoft Office product names" below for Office product names and **here** for other Microsoft names.
   Incorrect: We're using O365 and you'll want to store your files in Sharepoint.
   Correct: We're using Office 365 and you'll want to store your files in SharePoint.

4. All Microsoft products must be attributed to Microsoft in one of the following ways:
   a. If talking about multiple Microsoft products, establish that they're all Microsoft products.
   Correct: "We're launching Microsoft Office 365, where you may use Outlook, Word, PowerPoint…"
   b. If only talking about one Microsoft product, establish that it's Microsoft at first mention.
   Correct: "Learn how to use Microsoft Outlook. Outlook is a…"
   c. Select Office products (as noted in the "Microsoft Office product names" below) must include both "Microsoft Office" at first mention.
   Correct: "Microsoft Office Lens" or "Microsoft Office Mix"
   d. In addition, certain products (also noted in "Microsoft Office product names") never include "Microsoft" before the name. These products must be attributed to Microsoft by saying something like, "Skype, a Microsoft product" or "GroupMe, by Microsoft."
   Incorrect: "Our company is using Microsoft Skype…"
   Correct: "Our company is using Skype, a Microsoft product…"
   e. If talking about Microsoft and other products within the same context, ensure that it's clear which ones are Microsoft by either including Microsoft in the name at first mention of each product or by indicating them in an ownership notice.
   Incorrect: "You'll want to use both Microsoft Office and Acrobat."

Correct: "You'll want to use both Microsoft Office and Adobe Acrobat."

5. Office app icons may be used as follows:
   a. In current Microsoft product UI, shown in device screens. Device screens may be zoomed in and cropped to show more detail in the screen.
   b. In onboarding exercises, where the goal is to properly identify the app with its icon. In these instances, the positive or negative version of the app icon may be used in or outside the context of UI.

   Negative   Positive

   c. To launch an app. In this instance, the positive or negative icon must be used with the product name labeled in body copy below it.

   Word   Word

   d. In a lineup of products that are indicated with logos or icons. In this case, the positive or negative icon may be used with the product name labeled in body copy below it, as in the example above.

6. Office app icons may not be used as follows:
   a. As logos – defined as the icon with the name locked up horizontally with it in the same color font or the name or icon in a branded or decorative position (i.e. a corner)

   b. In a sentence
   c. Outside of the list of acceptable uses above in Section 5

Microsoft Office 365 FastTrack brand guidelines

Microsoft Office product names:

Microsoft [Name]:

Access
Bookings
Intelligent Search & Discovery
Excel
Exchange
Forms
GigJam
MyAnalytics
OneDrive
OneDrive for Business
OneNote
Outlook
Planner
PowerApps
Power BI

PowerPoint
Project
Publisher
SharePoint
StaffHub
Stream
Sway
Teams*
To-Do*
Visio
Word
Workplace Analytics

Microsoft Office [Name]:

Lens
Mix

Remote
Researcher
Video

Other Microsoft attribution:

GroupMe
MileIQ
Skype
Skype for Business
Skype Meeting Broadcast
Skype Lite (India only)
Skype Radio
Skype Room Systems
Skype TX
Yammer

*Must always include "Microsoft" in front of the name, even after first mention.