Microsoft MVP Logo Guidelines for Use by MVPs

Microsoft®

Welcome

The guidelines in this document explain proper use of the Microsoft® MVP logo, which you may obtain and display in various formats after you have signed the logo license agreement. The logo may be used only to indicate you have been chosen as and remain a Microsoft MVP. If you do not maintain your award status, you must immediately discontinue use of the logo. You may continue to use the words "Microsoft MVP <insert year>" in type if your award status is not maintained. Thank you for following these guidelines and helping to ensure that the Microsoft MVP logo remains a powerful, recognizable, and meaningful mark.

Program Background

The MVP Award was established by Microsoft more than 11 years ago as a way to recognize amazing individuals for their outstanding contributions in a wide range of worldwide community activities, including participation in newsgroups, top user groups, Web sites and message boards, books, and public speaking engagements. MVP status is awarded to the most active online community experts for their technical expertise, voluntary willingness to share their experience and commitment to helping others realize their potential within Microsoft technical communities.

Now more than ever, online and offline technical communities devoted to one or more Microsoft products are accessed by millions of people worldwide. Each year, Microsoft looks to these communities—message boards, Web sites, USENET newsgroups, book lists, speaker bureaus, and other technical peer-to-peer communities— for the most exceptional, active participants who provide credible and noteworthy contributions.

The Microsoft MVP logo was designed as a tool to visually represent your accomplishment of being chosen as a Microsoft MVP. We've created the following guidelines in order to protect the value and importance of your membership in the Microsoft MVP Program, and encourage you to use the logo to showcase your achievements as an MVP.

Usage Guidelines

Using the Logo

- You may use the logo on your business cards, letterhead stationery, résumé, Web site, and marketing materials for individual service to indicate that you have earned a credential as a Microsoft MVP. You may also use the logo on books or other material authored by a Microsoft MVP.

- Your name, trade name, or company name must appear on any materials where the logo is used. The logo cannot appear larger or more prominent than your name, product or service name, trademark or service mark, logo, or trade or company name.

- You may not display the logo in any manner that suggests you are an employee of Microsoft or in a manner that suggests that "Microsoft" is a part of your company name. Your use of the logo must clearly indicate that you are independent from Microsoft.

- The logo may not be used in any manner that expresses or might imply Microsoft's affiliation, sponsorship, endorsement, certification, or approval, other than as set forth by the Microsoft MVP Program Agreement.

- The logo or Microsoft name may not be included in your trade or business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.

- You may not combine the logo artwork with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, or Web site audio files.

- The logo may not be imitated in any manner in your materials.

- You may use the logo only as provided by Microsoft. Except for size, which is subject to the specifications in these guidelines, the logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.

- The logo may not be translated or otherwise localized into any other language. Any localized versions of the logo must be provided by Microsoft.

- You may not use the logo in any way other than as specified in these guidelines. Failure to comply with these instructions shall constitute a breach of the Microsoft MVP Program Agreement.

Logo Visuals

Preferred Version

This is the preferred version for the Microsoft MVP logo; *it should be used whenever possible*.

For Electronic Use:
(for use in on-screen application, including Web sites and placement inside Microsoft Office programs)
MVP_FullColor_ForScreen.png

For Printed Materials:
MVP_FullColor_ForPrint.tif

Line-Art Version

Single-color vertical format for the Microsoft MVP logo, in black and Microsoft Blue. *Use these when you can't print in full color.*

For Electronic Use:
MVP_BlueOnly.wmf
MVP_BlackOnly.wmf

For Printed Materials:
MVP_BlueOnly.eps
MVP_BlackOnly.eps

Alternate Horizontal Line-Art Version

Single-color horizontal format for the Microsoft MVP logo. *Use these only when a horizontal version is required.*

For Electronic Use:
MVP_Horizontal_BlueOnly.wmf
MVP_Horizontal_BlackOnly.wmf

For Printed Materials:
MVP_Horizontal_BlueOnly.eps
MVP_Horizontal_BlackOnly.eps

Note: EPS, a vector format, is fully editable and used for print. It cannot be "opened" without its associated application, but can be "imported" into various applications, such as InDesign, Word, or PowerPoint.

Logo Spacing

There is a minimum amount of clear space required around the logo on all sides. This space sets the logo apart from any other objects, such as type, other logos, photography, borders, edges, and so on. The minimum required clear space around the logo is one-half the width of "x" wide, where "x" equals the length of the shortest side of the logo.

½ x   ½ x

½ x

½ x   =x

Minimum Size

Take care to maintain the integrity of all elements of the logo. For example, the type notations must be readable; in no case should the logo appear at such a small size that these conditions are not met. For print usage, the shortest side of the logo should measure a minimum of $^1/_2$"; for Web usage, the shortest side of the logo should measure a minimum of 72 pixels.

The logo should be neither larger nor more prominent than your own logo or company name.


$>^1/_2$"

Color Palette

The Microsoft MVP logo is available as a full-color graphic and as one-color line art in either black or Microsoft Blue (PANTONE® 279). When placing the logo on your marketing or promotional materials, use the variation most appropriate. Retain the colors of the logo. Do not alter or change the color.

There is no translucency built into the logo; however, the space outside of the radius corners should be transparent.

Logo Elements

The logo should never be taken apart and recombined in any way to create new artwork. No part of the logo may be changed or resized in any way relative to the rest of the logo.
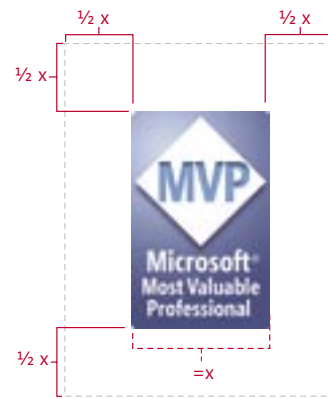
Orientation

The logo should never be displayed in any orientation different from what is provided in the artwork provided by Microsoft.

Aspect Ratio

The original aspect ratio of the logo must be preserved and not distorted in any way. When resizing the logo, take care to lock the aspect ratio so that the type is neither condensed nor extended.

Compliance with Guidelines

Microsoft reserves the right to spot-check all materials bearing the logo and may periodically send out requests for samples. You must correct any deficiencies in your use of the logo. Refusal to correct such deficiencies or to cease publication or distribution could result in revocation of your right to use the logo.

Usage Examples

You may use the Microsoft MVP logo on your business cards, letterhead, résumé, Web sites, e-mails, and marketing materials. Any use of the logo must always follow the rules outlined in the "Usage Guidelines" section. The following section provides more details on sample applications of the logo.

Business Cards/Letterhead

Recommended placement of the logo is in the lower-left or lower-right corner of the card or letterhead. The logo may not be larger or more prominent than your own logo or company name. Spacing requirements, as described in the "Logo Spacing" section, must be respected.
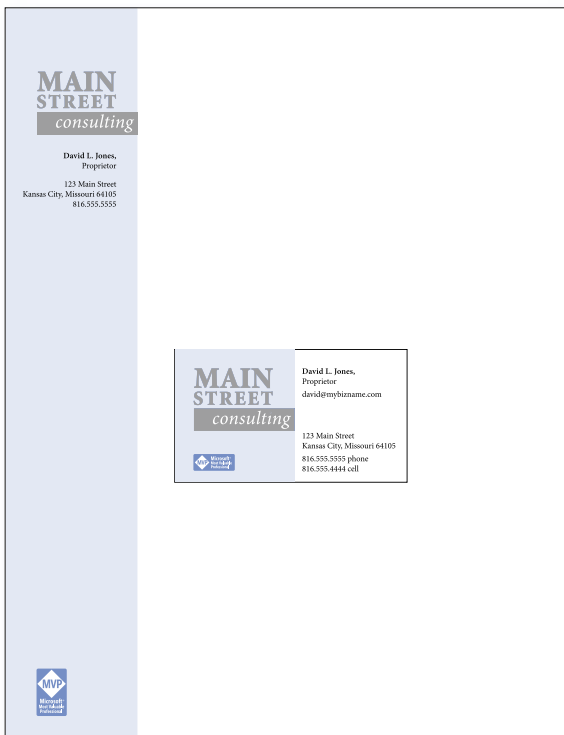
Web Sites

The Microsoft MVP logo may be used as one-color or full color in Web sites. Please use the .PNG files for Web site application. The logo must not be larger than your company logo. If you choose to assign a hyperlink to the MVP logo on a Web site, the URL needs to point to *http://mvp. support.microsoft.com/default.aspx*.

Contacts

Please contact the Microsoft MVP Program if you have questions about using the logo or would like to report misuse of the Microsoft MVP logo.

Contact: MVP Global Administrator mvpga@microsoft.com; Subject: MVP logo usage by MVPs.