

Microsoft brand guidelines

Core elements

Logo

Introduction

Our logo unites us

Our logo is more than a name, symbol, and some colors. It signals we're a family. It unites every employee, every product, every division, and every region worldwide. It's our company's signature, and it's the foundation for how we build brand love.

02 The Microsoft logo

11 Device logos

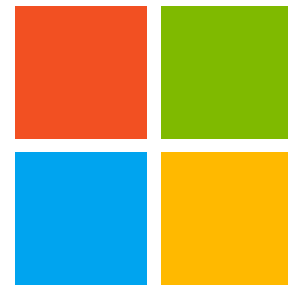
12 Product logos

14 Summary

17 Resources

Using the logo

We place the Microsoft logo on all of our materials. It's comprised of the symbol and the logotype. The symbol is four colored squares that represent our diverse portfolio of products. The logotype showcases our name in the same Segoe typeface we use in all of our products and marketing. The symbol and logotype must be used together.



Symbol

Microsoft

Logotype

Full-color logo

Use the positive version (logotype in gray) on light or white backgrounds.

Use the reverse version (logotype in white) on dark backgrounds, including dark areas in photographs.

[> Microsoft logo](#)



Full-color positive



Full-color reverse

Clear space and margin

Make the logo stand out by giving it space on all sides equivalent to the height of the symbol. In digital and print communications, place the logo in the corner on a grid.

The width of the margin is flexible. For print and many digital designs, the margin is determined by the size of the logo. The minimum margin is equivalent to the height of the symbol. Use multiples of the symbol height for larger margins.

[> Microsoft grid guidelines](#)



Minimum clear space



Margin = Height of 1 symbol



Margin = Height of 1.5 symbols



Margin = Height of 2 symbols

Logo and margin sizing

In most cases, the size of the layout determines the size of the logo and margin. Use this equation: Height of the symbol = 1.5% (width + height of the layout).

Remember not to go below the minimum size.

Example:
22W + 28H = 50
50 x 1.5% = 0.75
Symbol height = 0.75”
Min. margin = 0.75”

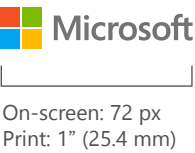


Minimum size

There are two ways to measure the minimum size of the logo.

By height. On screen, the symbol should never be smaller than 15.5 pixels tall. In print, it must appear at least .22” (5.5 mm) tall.

By width. On screen, the Microsoft logo should never be smaller than 72 pixels wide. In print, it must appear at least 1 inch (25.4 mm) wide.



Background colors

For readability, only place the logo on approved background colors. In small sizes, use a white background (preferred), or one of the dark neutral colors for the best visibility and impact.



White



Mid Gray



Dark Gray



Rich Black



Blue



Mid Blue



Dark Blue



Green

Legibility on images

Take extra care on photo backgrounds. Place the full-color logo on simple areas of photos for readability.



Video end-cards

The Microsoft logo must appear on the end-card screen of every video or TV advertisement, we produce. By ending your video with the Microsoft logo, you align your individual efforts to create a more cohesive Microsoft story and, in doing so, you help our company amplify the brand’s presence and create positive perceptions in the marketplace.

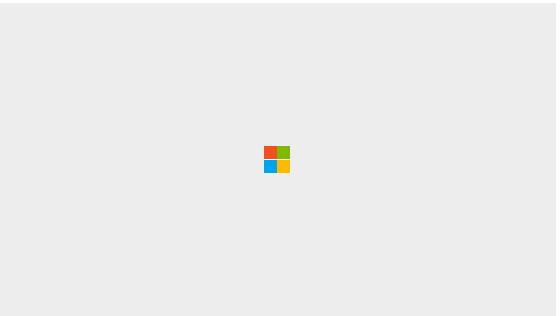
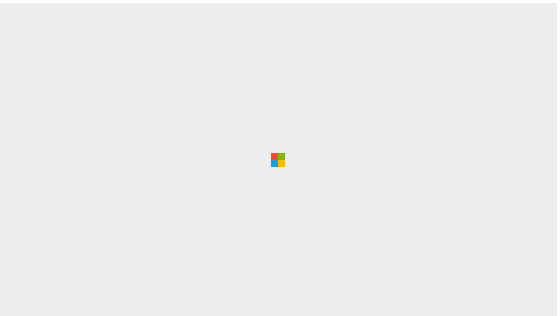
We have two versions for you to use—the preferred animated “signature” end-card and the “simple” end-card for videos shorter than 30 seconds. Both of these assets can be downloaded from Brand Central.

[> Microsoft logo end-cards](#)

Signature (Preferred)

The “Signature” animated end-card brings our logo to life. It is our preferred animation, and should be used on any video or TV commercial that is 30 seconds or longer. It may be used on shorter clips as well, if desired.

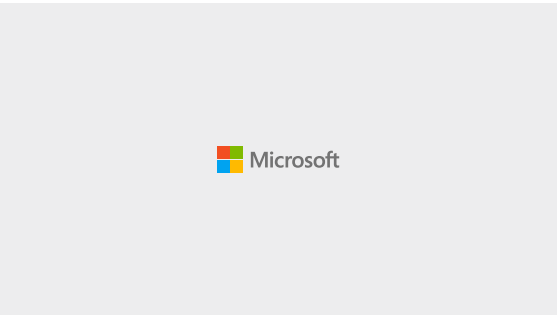
Example of the end-card animation after a lifestyle segment



Simple

The “Simple” animation may be used on videos shorter than 30 seconds.

When used on TV commercials, it must remain on screen for a minimum of one second.



Restricted use

The stand-alone symbol is only used in a few situations and must be approved in advance. Use it in small spaces, in social, and in other specific marketing and product use cases that represent the ecosystem or company as a whole—for example, to signal a Microsoft account sign-in and CSS social page. Each use must be approved by Microsoft Brand Studio.

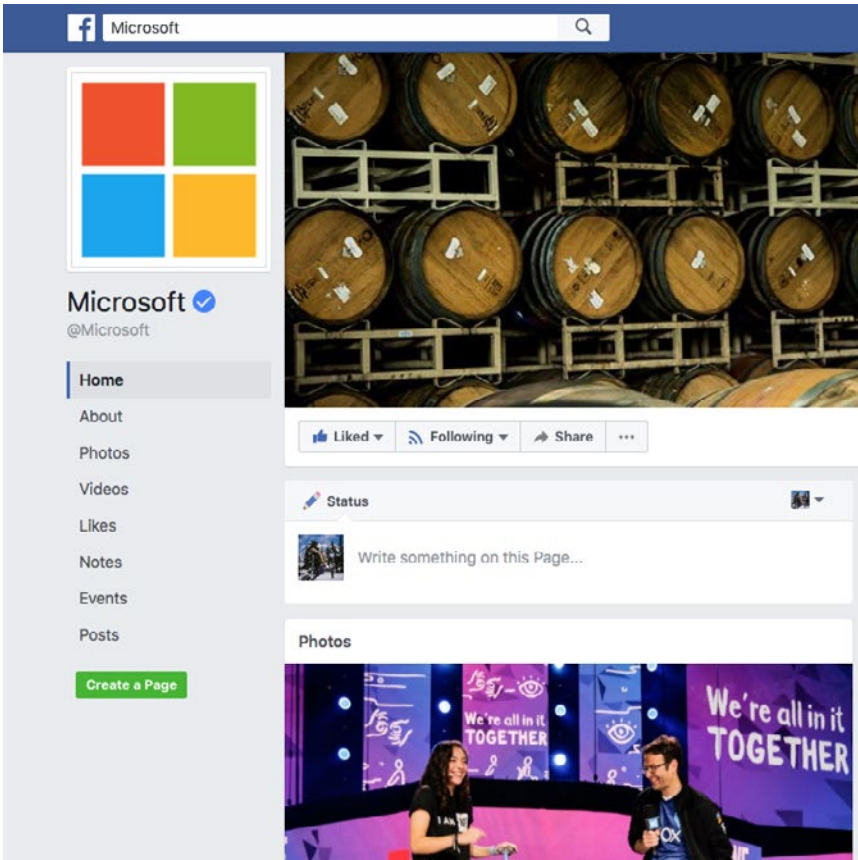
[> Brand Central Help Center](#)



Approved building signage usage



Approved promotional usage



Approved social media page

On hardware

Use the Microsoft symbol in metallic form on physical devices. This symbol is not a replacement for the full-color Microsoft Surface logo. Each use must be approved by the Microsoft Brand Studio.

[> Brand Central Help Center](#)



Device logos

Microsoft Surface and Microsoft HoloLens are the only products that have their own logos. The same rules regarding clear space and minimum sizes apply. These logos are always displayed in full-color. Don't create new device logos without approval from Microsoft Brand Studio.

[> Brand Central Help Center](#)



Microsoft Surface horizontal logo

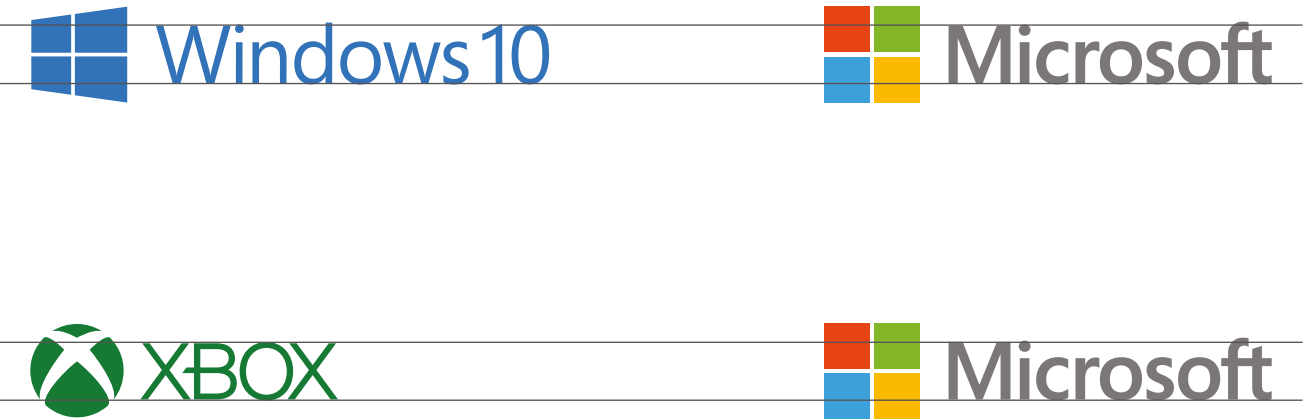


Microsoft HoloLens stacked logo

Endorsing product logos

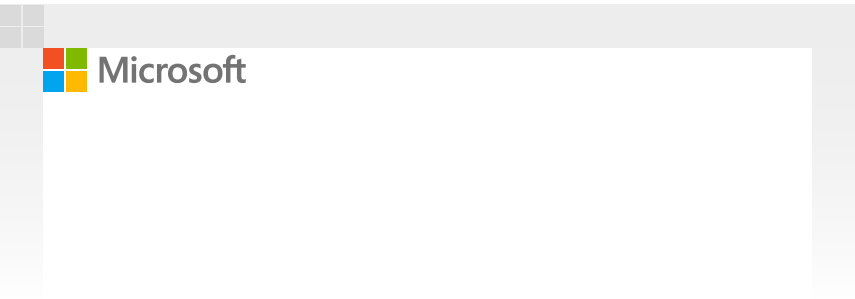
Endorse product logos with the Microsoft logo. Use a one color or reversed product logo when endorsing with the full-color Microsoft logo.

For correct sizing, make the height of the “M” in the Microsoft logo the exact height of the capital letter in the product logo.

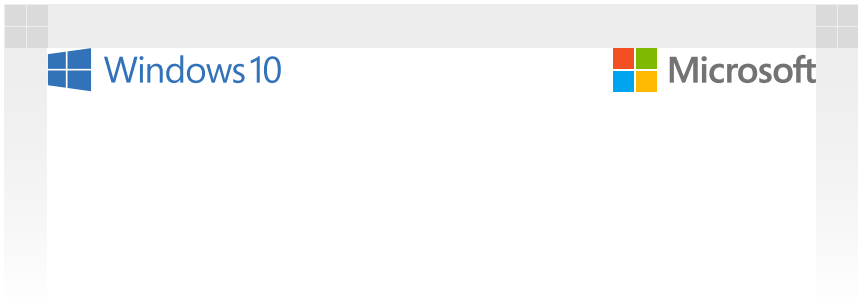


Exceptions

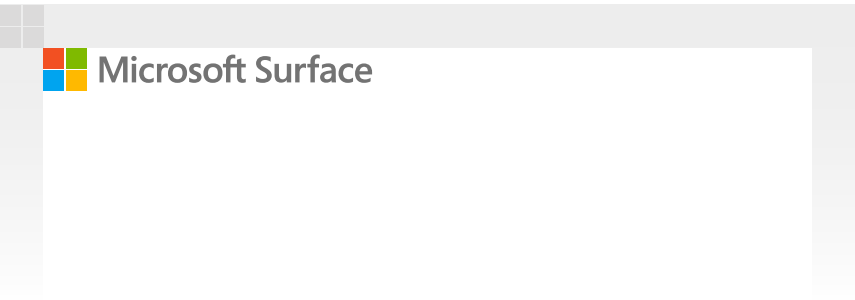
Device logos are the exception and don't need to be supported by a Microsoft logo.



Leading

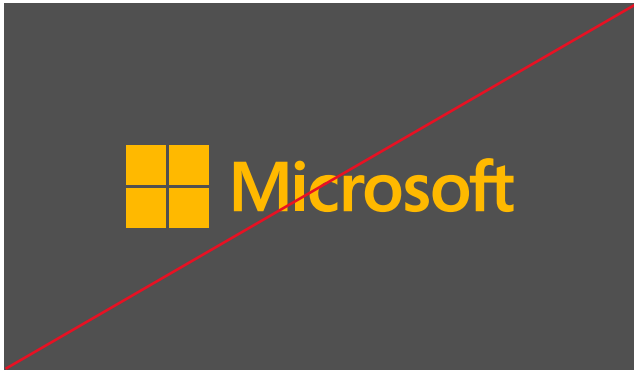


Endorsing

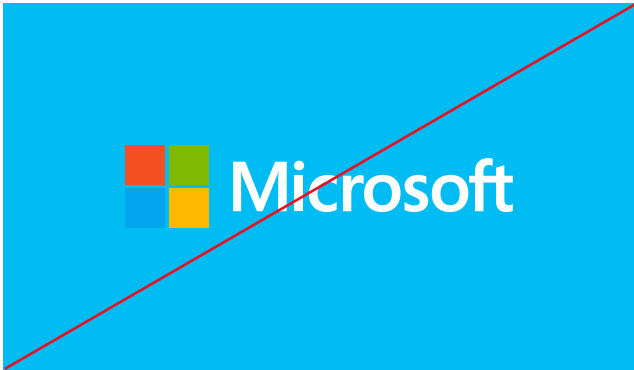


Exception

Things to avoid



Don't use a one-color logo.



Avoid backgrounds that provide insufficient contrast.



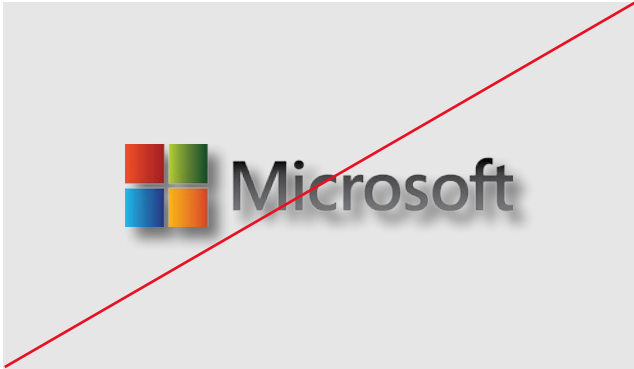
Don't place the logo over busy backgrounds.



Don't use a logo that is reversed to white in a full-color communication.



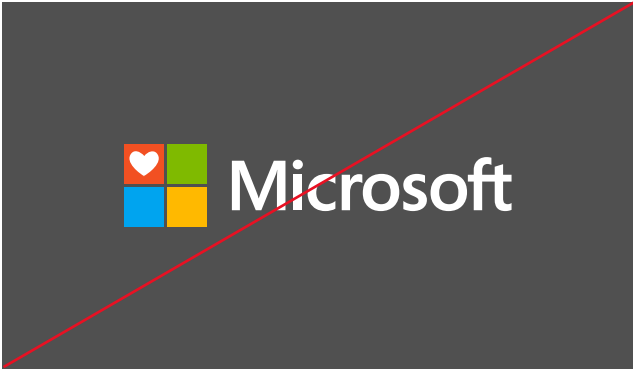
Don't compress or stretch the logo.



Don't add effects like shadows or gradients.



Don't alter the symbol.



Don't add anything to the symbol.

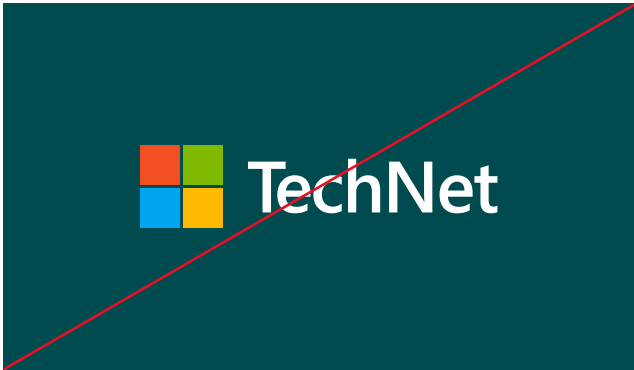
Things to avoid



Don't create logo "lockups".



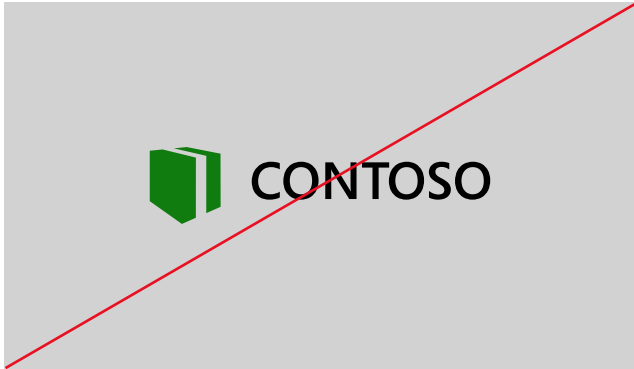
Don't create new versions of the logo.



Don't attach text of any kind to the symbol.



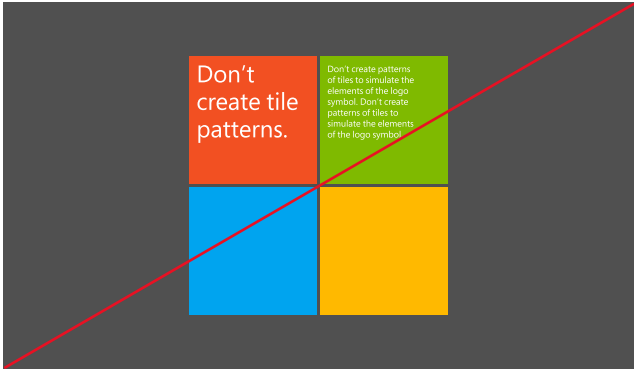
Don't create new logos.



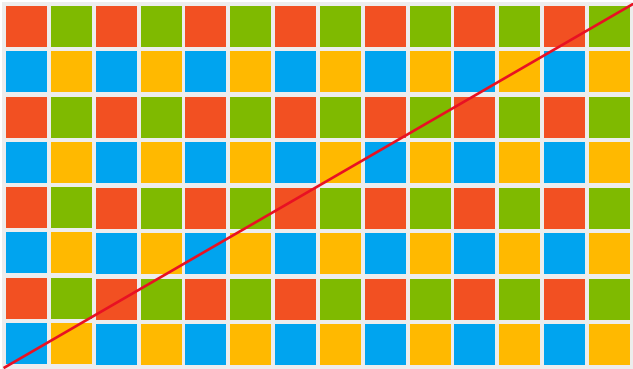
Don't create product logos using type that's different from the rest of the Microsoft product family.



Don't create new logos without prior consent, review, and approval from Microsoft Brand Studio.



Don't create tile patterns with the logo symbol.



Don't create patterns of tiles to simulate the elements of the logo symbol.

Things to keep in mind

- Include the full-color Microsoft logo.
- Place the logo in the corner of the page.
- Make sure the logo has enough clear space around it, with large enough margins.
- Adjust the logo size to be appropriate for the size of the piece.
- Place the logo on an approved background color, so there's enough contrast.
- If your logo is on a photograph, make sure the logo is legible.
- On Microsoft-endorsed pieces, use the Microsoft logo in its approved size relationship to the product logo. Make sure the logos align either vertically or horizontally.