The Microsoft visual identity system capitalizes on our current wave of product offerings. It helps us be simple, clear, and direct. It elevates the content that matters most. It highlights the role we play in many consumers’ lives today.
Our visual elements express our brand

These guidelines are your introduction to how we can use the visual identity as a thread that ties Microsoft together. They are a call to action to align our creative work and bring a new focus on our connected visual identity system.

Our shared elements unite the things we offer, and when they’re used together—again and again—they become the foundation for the stories that we want our brand, our products, and our services, to tell.

For questions regarding the new visual identity system, please see Brand Tools or visit Help center.

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2. Identity system elements
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One Microsoft, shared elements

We have a united vision and these shared design elements—logo, color, type, and imagery—connect our portfolio of offerings across the whole company.

If your communication is leading with a product brand, such as Bing, Office, Skype, Windows, Visual Studio, or Xbox, use these shared design elements as outlined for each product.

If you are not leading with one of these products brands, then you lead with the Microsoft brand—whether an event, competition, program, service, solutions (multi-product or cross business), device, or a Microsoft product or technology. Use these elements as outlined in these guidelines for your communications.
Microsoft visual identity guidelines

Identity system elements

Logo

Tile

Layout grids

Content tiles

Color

Type

Segoe Light

Segue Regular

Segue Bold

Photography

Illustration
Perfect time for a new logo

With the recent release of an unprecedented wave of new products and connected experiences across PCs, phones, tablets, and TVs, we felt our logo should evolve as well, visually accentuating this new era.

The new Microsoft logo is familiar and welcoming, drawing upon the heritage of our brand values, typeface, and colors. The symbol is built for the digital world, supporting the diversity of our businesses, representing and endorsing our products and services.

Download the logo from Brand Tools.
Microsoft visual identity guidelines

Logo

All Microsoft marketing and communications must use the logo

Use the Microsoft logo on 100% of internal and external marketing and communications.
The logo = symbol + logotype

The logo has two components – the symbol with multiple squares of color intended to symbolize the company’s diverse portfolio of products, and the logotype that uses the Segoe typeface used in our products and marketing communications.

The symbol must be used as part of the logo in all communications. The symbol alone is only used as a favorites icon by MSCOM and the Microsoft Store. No other use is allowed at this time. If you have questions, visit Help center.
Let the logo breathe

Clear space
We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital M.

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

Registration marks
In marketing, registration marks on the logo are no longer necessary, except in consumer packaging applications.

Logo art files (PDF or EPS)
We use PDFs as our standard vector file format. Today's PDF is versatile and provides better screen preview and compatibility with other programs than EPS files. PDF files are fully scalable and work like .AI or .EPS files. PDF files can be placed in InDesign as a link graphic or opened in Illustrator. We do not offer AI or EPS files.
Logo color

The full-color logo is the primary version of the logo and is always preferred. Use the positive version (logotype in gray) on light or white backgrounds.

The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.
One color

Use the full color logo. A one color logo is only acceptable when media reproduction is limited. In these cases, the logo may be reversed to white on a brand color or image. A black logo is allowed when media reproduction is black only.

The logo can be embossed, debossed, etched, or engraved on materials such as glass, brushed aluminum, or wood. Please visit Help center for guidance on specific executions.
Acceptable backgrounds for the full-color logo

The full-color logo may be shown on any of the colors shown here or on simple areas of photographs. See page 33 for color values.

* To ensure the integrity and visual impact, when the Microsoft logo appears 1.125” or smaller in width use a white background color (preferred), or one of the alternate dark colors marked with an asterisk noted to the right.
Use the display version of the logo for very large applications

The standard version of the logo is optimized for use at small sizes, making it the best choice for most marketing applications. Subtle adjustments have been made to the standard logo to help it reproduce cleanly and clearly at small sizes. However, these adjustments—called ink traps—are distracting and unnecessary when the logo is enlarged.

If the logo will be displayed at a size where the M in the logotype is more than 1 inch (25 mm) tall, use the display logo artwork.
The Microsoft logo must appear on the end-card screen of every TV advertisement and video to reinforce the association between Microsoft and product.

**Placement**
The Microsoft logo should be centered horizontally and just slightly above vertical center.

**Timing**
The Microsoft logo must appear for a minimum of one second.

**Size**
The height of the symbol in the logo must be 1/8 of the vertical height of the video end card frame, or the Microsoft logo cap height must be equal in size to the product logo cap height.

**Background**
The logo should appear on a white background (preferred). Alternately, it may appear on a black background.

The height of the symbol in the logo must be 1/8 the height of the end-card.

The Microsoft logo and product logo are equal cap height.
Do not create logo “lockups” by adding text in close proximity to the logo.

Don’t add effects like shadows, dimensions, and gradients to the logo.

Don’t create logo “lockups” by adding text in close proximity to the logotype.

Don’t stretch the logo.

Don’t compress the logo.

Do not add anything to the symbol.

Don’t alter the color specifications within the symbol or the logotype.

Do not attach text of any kind to the symbol.
Don't create multi-color logos for any sub-brand, business group or division. Only the master brand may use multiple colors.

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

Don't use the symbol by itself in email signatures. Refer to page 83 for the approved email signatures.

Don't create content tiles at the same size as the symbol.

Don't place the logo over busy photographic backgrounds.

Don't place the logo on backgrounds that provide insufficient contrast.
Product brand led marketing and communications use the logotype

Use the Microsoft logotype on single frame print or digital communications, or packaging. The Microsoft logo is used as a sign-off for video, television commercials, animated banners, or any multi-screen communication. See page 11 for use in animated banners or multi-screen communications. See Video end-card guidelines PDF for more information on animated logos.
The logotype complements the product logo

Shown here is the ideal color and scale relationship. The Microsoft logotype is available in the core brand colors and dark tints, as well as Cool Gray 9, black and white. Use a color logotype on white backgrounds and a white logotype on color backgrounds. For contrast, when the logotype is used on a photo background, use a color logotype on light images and a white logotype on dark images.

Consult Brand Tools for the product brand you are working with for additional details on scale and color.
Place the logotype so it aligns with other elements in the layout

The logotype should be placed in an area at the periphery of the layout, away from the focal point of the layout. Placing the logotype in one corner of the layout is a good way to signal that it is an endorsement, rather than the lead brand. Regardless of where it's placed, use care in positioning the logotype so it aligns with the layout grid or with other graphic elements in the design.

See the guidelines for the product you're working with for details on logo placement and alignment.
Let the logotype breathe

Clear space
We respect the logotype by giving it some space. The minimum clear space that must surround the logotype is equivalent to the height of its capital M.

Minimum size
In print, the logo should never appear smaller than 0.7“ (18 mm). On-screen, it must appear at least 44 pixels wide.

Logo art files (PDF or EPS)
We use PDFs as our standard vector file format. Today’s PDF is versatile and provides better screen preview and compatibility with other programs than EPS files. PDF files are fully scalable and work like .AI or EPS files. PDF files can be placed in InDesign as a link graphic or opened in Illustrator. We do not offer .AI or EPS files.
Use the display version of the logotype for very large applications

The standard version of the logotype is optimized for use at small sizes, making it the best choice for most marketing applications. Subtle adjustments have been made to the standard logotype to help it reproduce cleanly and clearly at small sizes. However, these adjustments—called ink traps—are distracting and unnecessary when the logotype is enlarged.

If the logotype will be printed at sizes larger than 1 inch tall, use the display logotype artwork.
Logotype placement in digital communications

The Microsoft logotype must appear in one of two positions for a minimum of one second in all digital communications (e.g. ads, banners, etc.):

1. Call-to-action end-panel (shared)
2. Alone on the end-panel

The Microsoft logotype should be placed in one of the 4 corners of the ad, equal distance from two edges in space constrained communications. Accompanying subbrand logos should be placed no closer than two (2) “M” spaces next to the logotype.
Small space banners

The Microsoft logotype must appear in all banner advertising, with a few exceptions. The Microsoft logotype may be dropped when the ad sizes are smaller than 120 x 90 and using the Microsoft logotype would prohibit appropriate subbrand sponsorship and messaging.

In the rare instance when the Microsoft logotype is not used, it must appear on the “call-to-action” (CTA) landing page.

Microsoft logo appears in at least one frame of the animated ad

120 x 90 ad with proper clear space

120 x 60 ad does not allow proper clear space.

Microsoft logo appears in at least one frame of the animated ad
Make every minute count by getting more done every day—whether you're in the office, at home, or on the go. With technology that helps you simplify tasks, connect with others, and make smarter decisions, you can get more done in less time.

Your business is our business.

microsoft.com/business

Microsoft visual identity guidelines

Don’t stretch or extend the logotype

Don’t compress the logotype

Don’t use light colored logotype artwork on white or light backgrounds.

Don’t group the logotype with other text, product names, or product logos

Don’t use legacy logotype artwork on new materials

Don’t place the logotype over busy backgrounds

Don’t place the logotype within a cornerstone tile

Don’t apply gradients, dropshadows or other effects to the logotype

don’t create the logotype by typing “Microsoft” in Segoe font. Use the provided artwork.
Type is beautiful, and it matters

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Modern, easy to read, and humanist, the Segoe type family is closely aligned with the Microsoft brand personality. We use it within products and in communications across brands.

Segoe is straightforward, allowing our messages—from the enthusiastic to the practical—to be easily understood.

Use Segoe
Keep it simple
Limit type sizes to three
Keep it flush left
Use sentence case
Segue Pro
Use for all print applications.

Segue Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segue Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segue Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segue Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segue UI
Use for on-screen applications like PowerPoint, email, and websites.
Typography

Size and weight
- Limit type to no more than three sizes.
- Use Light for large headlines.
- Use Regular or Semibold for increased legibility at small sizes or over backgrounds.
- Use Semibold or Bold for subheads, but not for headlines.
- Segoe Black or Condensed weights should be used sparingly.

Case
- Sentence case is our standard for all communications.
- Use all-uppercase sparingly—for titles, short headings, or subheadings, and never for full paragraphs.
- Do not use all-lowercase type.

Line spacing
- Line spacing refers to the space between lines of type. See the chart at right for line spacing guidelines.

Letter spacing
- Letter spacing (also known as tracking) is the space between letters.
- Segoe is designed so that letter spacing and word spacing are set by default to 0. In some cases, spacing may need to be adjusted. Make sure that letters never touch one another. See the chart at right for tracking guidelines.

Justification
- Type should always be set flush left, ragged right.
- Segoe should never be justified or centered.
- Avoid widows, orphans, and lines that end with hyphens.
Type size and relationships

While there are many possibilities in the size and style of type, here are some proven relationships for using Segoe in composition.

- **Headline set in Segoe Light, two units tall.**
- **Body copy is one grid unit tall or less, set in Segoe Regular.**
- **Subhead is one grid unit tall and set in Segoe Semibold.**
- **Headline is same height as logo, set in Segoe Light.**
- **Body copy is 75% of the subhead height, or less, and set in Segoe Regular.**
- **Headline twice logo height.**
- **Body copy is one grid unit tall or less, set in Segoe Regular.**

Microsoft visual identity guidelines
### Segoe works around the world

We recommend specific fonts for use around the world. If subsidiaries have identified alternate third party fonts they feel align better with Segoe please visit [Help center](#).

<table>
<thead>
<tr>
<th>Language</th>
<th>Print</th>
<th>On Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latin, Greek, Cyrillic</td>
<td>Segoe Pro</td>
<td>Segoe UI (Win 8 version)</td>
</tr>
<tr>
<td>Hebrew, Armenian, Georgian</td>
<td>Segoe UI (Win 8 version)</td>
<td>Segoe UI (Win 8 version)</td>
</tr>
<tr>
<td>Arabic</td>
<td>Segoe UI (Win 8 version)</td>
<td>Majalla “Traditional”</td>
</tr>
<tr>
<td>Indian languages</td>
<td>Nirmala UI</td>
<td>Nirmala UI</td>
</tr>
<tr>
<td>Thai</td>
<td>Leelawadee</td>
<td>Leelawadee</td>
</tr>
<tr>
<td>Indiginios American</td>
<td>Gadugi</td>
<td>Gadugi</td>
</tr>
<tr>
<td>China (simplified)</td>
<td>YaHei</td>
<td>YaHei UI</td>
</tr>
<tr>
<td>China (traditional)</td>
<td>JhengHei</td>
<td>JhengHei UI</td>
</tr>
<tr>
<td>Korea</td>
<td>Malgun Gothic</td>
<td>Malgun Gothic</td>
</tr>
<tr>
<td>Japan</td>
<td>Meiryo</td>
<td>Meiryo</td>
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<tr>
<td>Lao</td>
<td>Lao UI</td>
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<tr>
<td>Khmer</td>
<td>DaunPenh</td>
<td>Khmer UI</td>
</tr>
<tr>
<td>African languages</td>
<td>Ebrima</td>
<td>Ebrima</td>
</tr>
</tbody>
</table>
Layouts

When designing for right-to-left reading language communications, it may be necessary to mirror the layout guidance, with right-alignment replacing left-alignment.

Go to page 58 to read more about how to design the grid layout.
Keep type aligned with the grid

Clear, organized messages are easier for our audiences to read and respond to. Align all type, regardless of messaging category or whether it appears inside a color block, to the same grid.
This is Segoe Regular with a shadow.

Don’t add drop shadows to type.

Don’t leave widows in text.

Avoid widows (words by themselves on a line) shorter than 7 characters.

THIS TEXT IS SET IN ALL CAPS.

Avoid using all-capital letters in typography.

This text is kerned at negative 100.

Don’t kern text too tightly or loosely.

This text is right aligned.

Avoid right-aligned type.

This type is stretched.

Don’t stretch type horizontally or vertically.

The line spacing on this text is 200%.

Avoid loose line spacing measures.

Too Many TYPE styles in one layout.

Don’t use more than 1 or 2 type styles in close proximity, and try to follow the rule of 3 type sizes per page layout.

This two-column layout leaves an orphan.

Don’t leave orphans in your text. (An orphan is a lone word at the top of a page or column—the last word in a sentence carried over from the prior text block.)
Don’t use more than one headline per layout. Always maintain a clear hierarchy when there is more than one level of information.

Don’t place body copy in more than one tile. Body copy within a single tile may be arranged into multiple columns.

Don’t set type too large within a tile. Generally, headline text no larger than 75% of the tile width will provide the best results.
We are colorful

Life happens in color. Color captures passions, inspires emotions, and connects people. Bright and energetic, pure and beautiful, the Microsoft colors add vibrancy to communications and are among the most recognizable and unifying elements in our visual identity.

Choose one of the 10 core colors (the labeled ring in the color wheel shown here) as the primary color in your layout. The lighter and darker tints may be used as highlights and accents.
Use the 10 core colors in the right places

Use RGB and HEX formulas for on-screen and digital use. CMYK builds and PMS colors are for print applications.

Please note that each color has been optimized for on-screen (RGB) or print (solid or 4CP) reproduction. The specific RGB color formula, PMS color, and CMYK color formula are provided here and must be specified individually for each color. Do not use the automated color conversion tools in your software.
Our 10 core colors have lighter and darker tints

Layouts should utilize the 10 core colors most frequently. Our secondary palettes of lighter and darker tints provide a wide range of supporting colors.

White, gray, and black are additional supporting colors, used for copy. White may also be used as a background color.

These colors have been optimized for on-screen (RGB or HEX) or print (PMS or CMYK) use. Use the color specifications provided here. Do not use the automated color conversion tools in your software.
Our colors are accessible

The appropriate use of color helps make sure all of our customers can access and understand Microsoft 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.

Note: Type reversed to white, or black type over a colored background, should exceed the minimum 4.5:1 contrast ratio for accessibility. Examples at right demonstrate correct color use for on-screen (RGB) applications.

For more information on accessibility at Microsoft, visit www.microsoft.com/enable.
Powerful color combinations

These sample analogous color groups demonstrate the use of color pairings derived from relationships in the Microsoft color wheel. Pick a minimum of one and a maximum of four colors from your chosen group per application (not including white, gray, and black). It’s recommended that you choose no more than one light tint per application to maintain vibrancy.
Colored type can be used against a white background as long as the color is represented somewhere else in the composition.

You can as few as one or two colors from the group.

Multiple colors from the dark or mid-range zones can be used in one composition.

Black or gray type can be used on white or light colored backgrounds.
Avoid low-contrast color combinations.

Don't tint the brand colors. Choose a color from the secondary palette—or white, black, or gray—if the core colors aren't sufficient.

Don't use more than two colors in a single text grouping.

Avoid using more than three colors in a tile layout.

Don't place the logo over any color or background that provides insufficient contrast.

Don't repeat colors in ways that create a "checkerboard" effect.
The underlying grid brings structure to simplicity. It creates the spaces where we tell our stories.

Grids: invisible but critical

Even when you can’t see it, the grid is the most important organizational tool in the visual identity. It’s what every layout is built on. It helps deliver our messages in a clean, simple, and direct way. It makes our communications feel like they come from Microsoft. Starting with a well-defined grid will give your design a solid foundation.
Grids provide organization, with or without tiles

The underlying structure of all Microsoft design, grids help balance your layout, creating the spacing and information organization that will guide customers to the most important visual elements and messages.

Dark Magenta lines = margins within the grid

Gray lines = grid columns and rows

For details on how to build the grid foundation, go to page 58.
Tiles: a defining design element

A new part of the Microsoft visual identity system and a connection to our product experience, tiles bring a fresh, captivating element to layouts, and are our primary vehicle for sending messages with type or identifying the author of internal communications.

Tiles provide a colorful starting point for a conversation. They contain important wayfinding information, letting the reader know who’s talking.
What is a content tile?

Content tiles provide an opportunity for interesting and bold color combinations, and create strong areas in which to place type.

A content tile may contain the primary communication information—headline, subhead, body copy and call to action. It may also identify who the communication is from, contain illustration, photography, and color.
Content tiles align to the layout grid

Content tiles align to the layout grid (shown as blue lines in this example) in at least one dimension (height or width). It is preferable that they align to both.

Punchy Microsoft headline belongs right here.

www.microsoft.com/url

External communication
Placing the logo inside a content tile

It is not necessary to place the logo within a tile. Content tiles must be at least two tiles wide if they will contain the logo.
Placing the logo outside a tile

If you choose to use tiles in your layout but wish to place the Microsoft logo outside of the tile, be sure it aligns to the grid, and try to align it with other typographic elements in the layout. This simplifies the composition.

Punchy Microsoft headline belongs right here.
Using transparency when content tiles interact with photos

While cornerstone tiles must always be 100% opaque, content tiles may be set to a variety of transparency levels when applied over imagery. Colors will react differently in combination with different photos, but transparency levels should generally fall between 80 and 100 percent opaque. The goal is to maintain the color's vibrancy while creating a softening effect as it interacts with the image.
The fewer tiles the better

Tiles establish a consistent visual language across all Microsoft brand communications. Tiles form natural structures for placing type, especially on photographic backgrounds, giving us an opportunity to start meaningful conversations with customers.

As useful and memorable as tiles can be, overusing them can dilute their impact and crowd your layout.

Limit the number of tiles to as few as possible. A good rule of thumb is to incorporate two tiles (including the cornerstone tile for internal communications). Add a third tile only if needed.

Punchy headline goes here.

Rum quai se eves volup tas dush, optae elesiditem aces eum repuiae voloren duciam cus, nis evente consequi officia incibus deliq uam.

Punchy headline goes here.
Microsoft visual identity guidelines

Content tiles (don’ts)

- Avoid flush shapes—create movement, not blocks.
- Don’t overuse tiles.
- Don’t use tiles as decoration. Tiles are purposeful and must contain content.
- Don’t align tiles diagonally.
- Avoid excessive use of tiles. Use them sparingly to create maximum impact.
- Don’t separate tiles with gaps or margins in marketing collateral. This is a design scheme for use in user interface and PowerPoint, and is not intended for marketing collateral.
- Don’t place the logo in a single tile. The logo may only be placed in areas two tiles or more in width.
- Don’t use different internal margins for different elements with a layout. Using consistent margins allows all text and logo elements to align.
- Don’t align type to the tile grid. It should align to the interior margins.
- Don’t use different internal margins for different elements with a layout. Using consistent margins allows all text and logo elements to align.
- Don’t use tiles as decoration. Tiles are purposeful and must contain content.

Microsoft is vibrant and colorful.
For internal facing communications only

The cornerstone tile is used in internal Microsoft communications to identify the source of the content.

When used, the cornerstone tile is the first tile placed in a layout. It is placed in one corner of the layout, and all other tiles are dependent on its position and size.

Cornerstone tiles are always colorful. They are not translucent and do not appear white, gray, or black.

Even when the cornerstone tile is used, keep in mind that the Microsoft logo must also appear on all communications.

Do not create your own cornerstone tiles. To request a group cornerstone tile please visit Help center.
Identifying internal groups that don’t have a cornerstone tile

Not all groups within the Microsoft organization should have a cornerstone tile. The highest-level divisional name belongs in the cornerstone tile.

Sub-group designations may be handled elsewhere within the layout. For instance, a communication from the “Dining” sub-group would use the parent group’s cornerstone tile (“Real Estate and Facilities”).
Don’t place the Microsoft logo or logotype in a cornerstone tile.

Don’t create group name lock-ups with the Microsoft logo or logotype.

Don’t create lockups of group names together with the Microsoft name, logo or logotype, either inside or outside a tile.

Cornerstone tiles are never black. Use provided artwork.

Don’t create branded tile groupings or use the cornerstone tile to identify sub-groups within the organization.

Don’t align type to the tile grid. It should align to the interior margins.

The cornerstone tile should always align to one of the four corners of the layout.

Cornerstone tiles are never white. Use provided artwork.

Don’t use more than one cornerstone tile in a single layout.

Additional tiles should never be smaller than the cornerstone tile.

Don’t use transparency with cornerstone tiles.
Photos that capture the real world we live in—authentic, optimistic, and brave
Use the Microsoft photo libraries

Approved lifestyle and product photography is available for use in Microsoft communication materials. Avoid purchasing stock photography whenever possible.

For more information on creating photography assets, please visit Brand Tools or Help center.
Avoid off-brand treatments

The following is a short list of what to avoid when producing Microsoft photography.

- Emotionless images
- Device-focused images that are not part of a bigger human story
- Clichéd scenarios or contrived settings
- Staged interactions
- Obvious posing
- Bland color
- Obvious post-production or Photoshop effects

Avoid emotionless images.

Don’t use photographs in which the models are obviously posing.

Avoid device-focused images that don’t tell a human story.

Avoid staged interactions and bland color.
Illustrate to communicate

Illustration is an engaging way to convey ideas and tell stories. It should always have a purpose and never be used as decoration.

Illustration can be an effective solution when photography isn’t available or if you want to create an even more distinctive impression— but within the Microsoft visual identity family.
Use distinctive, ownable images unique to Microsoft

Illustration is an important element of the Microsoft visual system. As with photography, you should not purchase stock illustration.

If you need to create illustrations for your communication, please visit Help center.

- Illustrations tell stories and convey ideas.
- They are simple and made up of geometric shapes.
- Use flat colors from the Microsoft palette.
- Use illustration when photography won’t work.
- Illustrations should be witty but not cartoonish.
- They are vector-based artwork.
- Never use illustration as decoration.
Icons inform

Icons are functional and used as a call-to-action in product and marketing. If an icon for a certain action exists, don’t use or create another icon with the same meaning. Please visit Help center for any questions.

Go to Brand Tools to get the icons.
Use icons to convey information, not for decoration

Icons are primarily used in onscreen scenarios where they are actionable. They should be used rarely in print and marketing communication.

Microsoft has many icons and icon libraries. Do not create a new icon if one already exists.

Please visit Help center for additional information or visit BrandTools.

• Use icons where there is a clear function or where words won’t work.

• Icons should only appear in white or black. They may be placed within tiles or separately.

• Icons should never be used decoratively.

• Stay true to the medium. Don’t try to make an icon look realistic.

• Don’t use an icon to represent a complex message.

• Don’t use an icon if the message can be communicated in another way.

• Don’t overuse icons.
Putting it all together

Our brand elements come together to tell stunning stories that celebrate and delight people across the planet.
Step 1: Determine whether your layout will have a border

Your layout may “bleed” to the edges of the working area, or you may add a border which can later be filled with color or imagery. The size of the border is flexible, but it must have an equal thickness on all sides. In some cases the “live area” will determine what the border needs to be so you do not lose important content because of projection or print limitations.

Once a grid has been established, the same grid needs to be used through the entire multi-page document or layout.
Step 2: Define your columns or rows and the base grid unit

Choose the width or height of your layout (usually the larger of the two, but not always) as your defining dimension. Divide that dimension into the minimum number of columns or rows needed for the composition (maximum of 13).

Use this dimension (“X” in the diagrams at right) to create a square in one corner of your layout. This is the base grid unit from which you will derive the rest of your grid elements.
Step 3: Finish the base grid and establish margins

Fill in the rest of the base grid (shown here in blue lines) using the unit established in step 2. If you began by establishing columns, this means drawing the rows. If you started with rows, this means drawing the columns.

Next, divide the base grid unit into exactly 10 equal parts in both directions. Use one or two of these units as the exterior margin for your document. If your layout will include a cornerstone tile, use one grid unit as your margin to ensure proper alignment.

Use this same measurement as the interior margin between your rows and columns. If your design includes an outer border, then this margin is an additional space inside that border.

Note: When you create an equal margin on all sides of your layout, it’s acceptable if the margin guide doesn’t align perfectly with the grid along one edge.
Step 4: Add a background photo or color

Backgrounds may be left blank or filled with color or imagery.
Step 5: Add the logo (and the cornerstone tile for internal communications)

The logo is generally placed in one corner of the layout. Regardless of where it’s placed on the page, it should be left-aligned within the text grid.

If your communication will contain a cornerstone tile, it may be placed in any corner of the layout. Whichever corner you select will become the singular point from which all other layout elements emanate.

The cornerstone tile occupies exactly one full unit of the base grid (shown here as blue lines).

If there is an outer border around your layout, the cornerstone tile aligns inside the border.
Step 6: Add content tiles

Content tiles align to the document grid (blue lines) and may be any whole number of grid units in size. The first one must be adjacent to the cornerstone tile. Additional tiles are added adjacent to one another.
Step 7: Add headlines and text

Align blocks of text to the interior margins that you established when building the grid (shown here in magenta). Text blocks may span multiple columns and rows, but they should always align in the upper-left corner of established margin lines.

Remember to limit the number of type sizes to three whenever possible, and keep type flush left.
Tips for type and hierarchy

There are three primary categories of messaging that we use in the layouts in addition to the group name:

1. Headlines
2. Subheads
3. Copy

When the cornerstone tile is the same height as a second color field, the subhead should be the same type size as the logo or group name.

When two or more categories of messaging are used, there should be a clear type size hierarchy.
Showcase: some examples of what’s possible with our visual identity system.

What we want people to think:

It’s fresh
It’s simple and easy
It’s helpful
It’s beautiful—I want it
It feels like Microsoft
Windows Phone and international copyright law

October 29, 2012

Microsoft
External web page
Internal email banner
Internal email communication

Our visual identity works together with our voice to create communications that are both friendly and powerful.
Showcase

Learn about Microsoft’s education programs.

Posters
Microsoft visual identity guidelines

We move forward together.

Be the spark of change.

Back to Contents
External brochure
Report covers
Make every minute count by getting more done every day—whether you’re in the office, at home, or on the go. With technology that helps you simplify tasks, connect with others, and make smarter decisions, you can get more done in less time.

Your business is our business.

microsoft.com/business
It’s time for the next wave

Ideas for a better world coming soon.
The latest features will be unveiled.
Vote for your favorites at:
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Vertical event banners

Internal Event Banner

External Event Banner
Signage

Askel huomiseen yhdessä.
Signage

Microsoft visual identity guidelines
Apparel

Embroidered t-shirt

Silkscreened t-shirt

Embroidered bag

Hat

Knit cap

Athletic cap
Promotional items

If you are creating promotional items or giveaways, please contact Promotional Product Requests.
Templates

Please visit Brand Tools to view and download templates.
Design matters

If you’ve just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Microsoft communications will be stronger for it.

Brand Tools has additional resources and guidance on the entire Microsoft brand. If you ever have additional questions about our visual identity and its application in design, don’t hesitate to contact Help Center.

https://brandtools.microsoft.com
Thank you