Microsoft

Microsoft logo third party usage guidance

June 2021

Usage requirements

Thank you for your interest in including the Microsoft logo in your materials. The Microsoft logo is more than a name and symbol—it's one of the most recognizable elements of the Microsoft identity. It is a beacon of the quality, trust, and empowerment that Microsoft delivers to the world everyday.

As a general rule, a formal license is required to use the Microsoft logo, and its use must be pursuant to the specifications on this page.

Microsoft reserves the right in its sole discretion to terminate or modify permission to display the logo and may request that third parties modify or delete any use of the logo that, in Microsoft's sole judgment, does not comply with these guidelines or might otherwise impair Microsoft's rights in the logo. Microsoft further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

Third Parties may only use the logo without a license under the following limited circumstances:

- In advertising, marketing collateral, or website that references your connection with Microsoft (e.g., the material states that you are an authorized distributor or reseller of Microsoft products) provided that the area in which the Microsoft logo is used includes the corporate logo of at least one other company in which you have a similar relationship.

Our suppliers:

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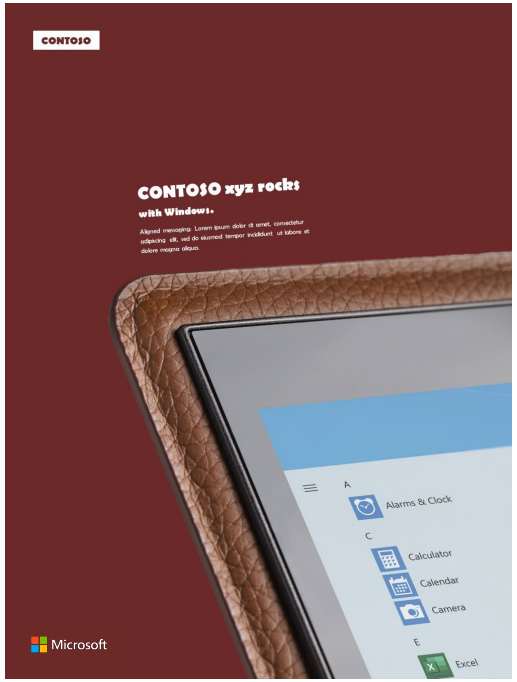
- In an area of a website, advertising, or marketing collateral exclusively dedicated to the sale of Microsoft products, and in such a manner that associates licensed Microsoft software with the Microsoft logo.



Do not use the Microsoft corporate logo in products, product packaging, or other business services without a formal license.

Any use that falls outside of these guidelines is prohibited.

Finally, if the use is not covered in any of the above or you are not sure, reach out to the Microsoft business owner who you are working with for approval and a license from Microsoft.

The Microsoft trademark can only be used in a way that accurately reflects the nature of the relationship between your company/product and Microsoft, and adheres to the guidelines in this document.

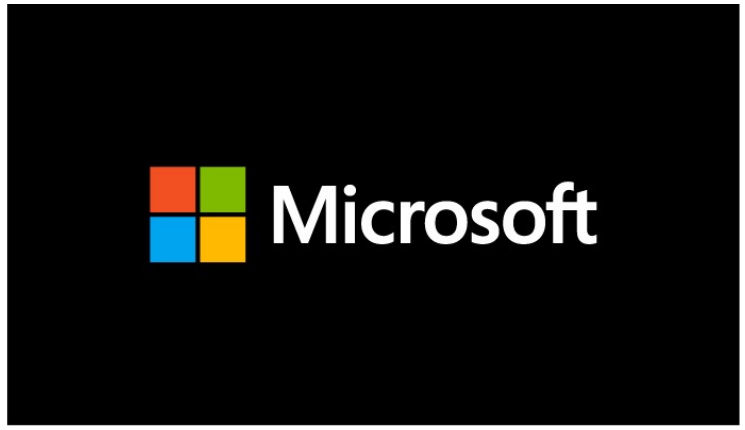
The Microsoft logo

The Microsoft logo is comprised of the symbol and the logotype. The symbol and logotype must be used together.

White or black backgrounds are preferred

Use the positive version (logotype in gray) on light backgrounds. A white background is preferred when the logo is at its minimum size.

Get logo for light background



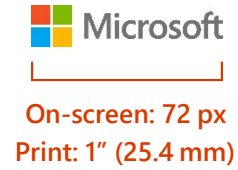
Use the reverse version (logotype in white) on dark backgrounds.

Get logo for dark background

Minimum size and clear space

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

By height. On screen, the symbol should never be smaller than 16 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.

Make the logo stand out by giving it space on all sides equivalent to the height of the symbol.

Minimum clear space (margin)

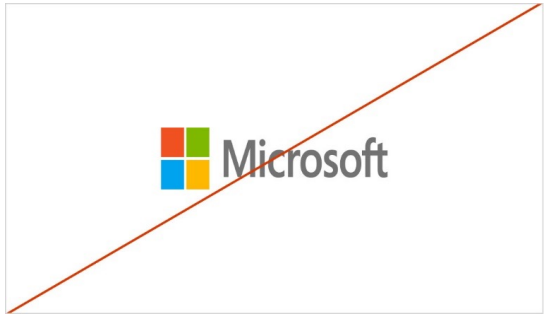
Things to avoid

Don’t make the logo a single color.

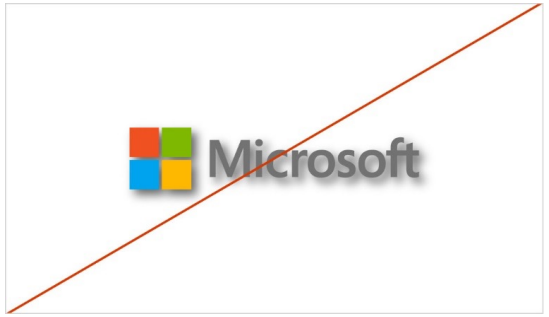
Avoid backgrounds that provide insufficient contrast.

Don’t place the logo over busy backgrounds.

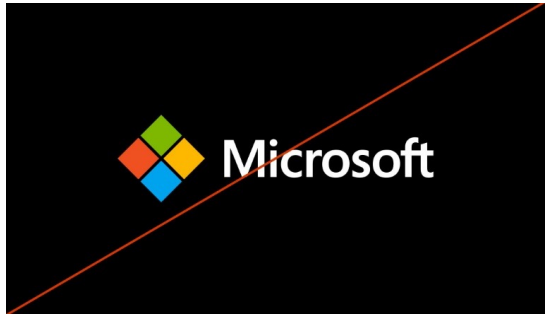
Don’t use a 1-color white or black logo in a full-color communication.



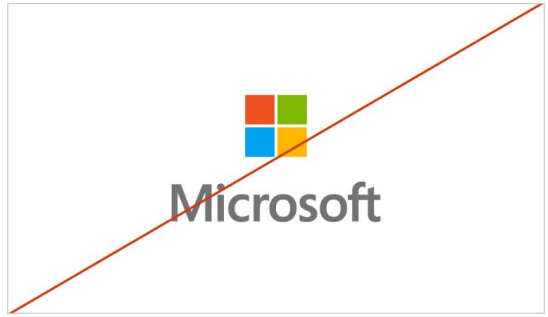
Don’t compress or stretch the logo.



Don’t add effects like shadows or gradients.



Don’t alter the symbol.



Don’t rearrange the elements of the logo.

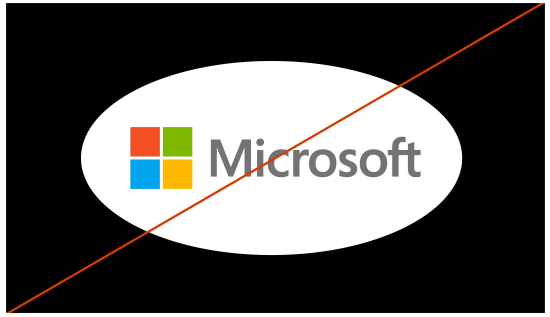
More things to avoid

Don’t attach taglines of any kind to the logo.

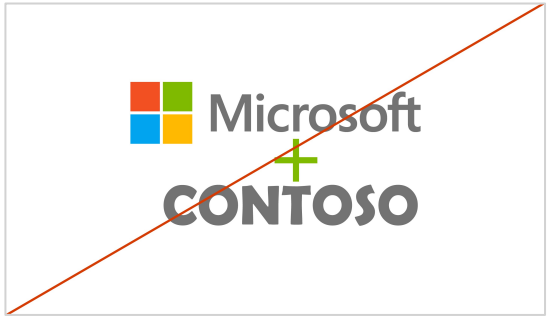
Don’t create new versions of the logo.

Don’t add anything to the symbol.

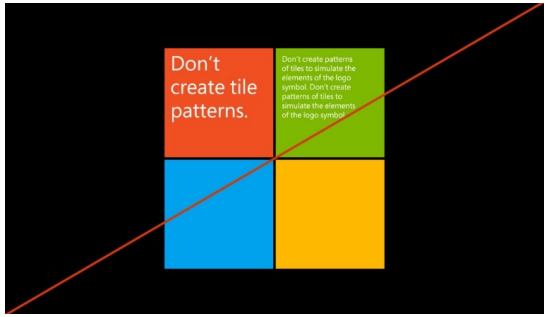
Don’t create new logos with elements from the Microsoft logo.



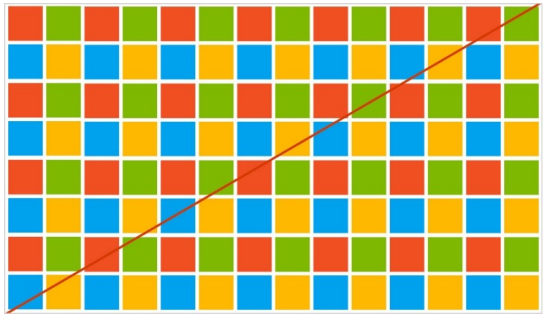
The logo should not be contained within a box, circle, or other shapes.



The logo must never appear with any other symbol, or be combined with any other name, logo, or icon to create a co-branded logo.



Don’t create tile patterns with the symbol.



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

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