Trademark guidelines
Thank you for your interest in including Bing in your materials. We want to make it as easy as possible for you to utilize these trademarks; however, to manage and protect the value of our brand, we have specific usage requirements.

A trademark use license is required in order to:

1) Use the Bing logo
2) Use the Bing icon
3) Use the Microsoft logo
4) Use the trademarks or name to indicate sponsorship or endorsement
5) Indicate a compatibility endorsement from Bing, such as "Results from Microsoft Bing" "Search with Bing" or similar

If you have existing agreements with Bing, such as Bing APIs, check those first to determine if your desired use of the Bing trademark is covered.

If no agreement exists or if the proposed use doesn’t fall within the scope of your existing agreement, check if the use falls within the General Microsoft Trademark Guidelines and/or the Microsoft Corporate Logo Guidelines.

Finally, if the use is not covered in any of the above or you are not sure, it’s best to obtain a specific, stand-alone authorization or license. Such license must be initiated and approved by the Microsoft business owner who you are working with. If you do not have a business owner contact, email the Microsoft brand team (brand@Microsoft.com) to get started.

The Bing trademarks can only be used in a way that accurately reflects the nature of the relationship between your company/product and Bing and adheres to the guidelines in this document.
Our brand name and primary logo are now simply Bing.

It’s important to use the logo, icon, and other brand elements correctly when creating marketing communications.

Do not create additional lockups using the Bing logo or the Bing icon.

**Name**

<table>
<thead>
<tr>
<th>Bing</th>
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**Icon**

- Product experience
- Marketing
- Mobile app/ stores
- Social media pic

**Logo**

- All marketing materials

**Copy for syndication**

Results from Microsoft Bing

**Usage:**

- On first mention, refer to “Microsoft Bing”. Subsequent references can be to Bing
- All marketing materials

**Use for:**

- Text treatment for situations where Bing API’s provide search results for other 3rd party pages and a Microsoft Privacy statement is present.
The Bing logo with is the primary logo for all marketing communications.

For more information on Microsoft logos see General Microsoft Trademark Guidelines and/or the Microsoft Corporate Logo Guidelines.
Logo usage

Please allow for proper clear space and sizing for the Bing logo in all marketing communications.

Minimum clear space

Minimum size

By height. On screen, the Bing icon should never be smaller than 20 pixels tall. In print, it must appear at least .22" (5.5 mm) tall.

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

The old Bing icon and logo should no longer be used.
This is the Bing icon. Use this full color icon whenever possible to represent Bing.

The icon must meet accessibility requirements. If you are unable to adjust the placement of the icon/background, a drop shadow can be added to the icon to ensure the color contrast ratios are met.
Product icon sizing, labeling and scaling

Maintain a clean, visually appealing layout by keeping a healthy clear space around product icons and the associated names.

Because of the vertical nature of the Bing icon, it requires additional consideration when being placed in a bounded space. Please follow the guidance for visual centering vs physically centering the icon in the space provided.

When paired with the product icon, the color of label copy should only be rich black, light gray, or white.

The label height should be about an eighth of the product icon height (X). The spacing between the product icon and name should be a minimum space equal to the height of the name font.

Minimum clear space

Bounding space and visual center

Move icon right of physical center for visual center

Minimum clear space with name

Minimum icon size

Width
0.16 in/ 4.23 mm/ 16 px

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