



The purpose of this document is to provide guidelines and usage specifications for Bing partners and affiliated third parties, such as those using and syndicating Bing Maps or Bing Search on Bing partner sites. This document provides the information you need to include the Bing trademark and branded assets in your environment.

Throughout this document, we use the term “Bing Trademark,” which is defined as the logo (including the wordmark and symbol) in its various formats as provided and specific references to Bing in copy.



Usage requirements

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 trademarks (the complete logo or symbol alone)
- 2) Use the trademarks or name to indicate sponsorship or endorsement
- 3) Indicate a compatibility endorsement from Bing, such as “powered by,” “search with” or similar

If you have existing agreements with Bing, such as Bing API or Bing Maps agreements, 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.

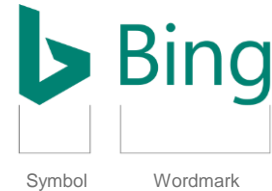
The Bing trademarks can only be used in a way that accurately reflects the nature of the relationship between your company/product and Bing and adheres to the guidelines in this document.

The Bing logo

The Bing logo has two components: the stylized “b” symbol and the wordmark, which is based on the Segoe typeface. Do not alter the logo provided to you in any way, including the colors, angle or relationship between the elements. Do not typeset the wordmark within the logo.

Do not use the Bing wordmark alone, without the “b” symbol.

While Bing and the Bing symbol are registered trademarks of Microsoft, there is no need to use a trademark bug ™ or the © symbol in communications, unless Microsoft has expressly asked you to do so.



Logo color

The Bing brand color is Teal Pantone 3295. This is the preferred use of the logo. Avoid placing the teal logo on a colored background.

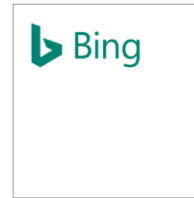
The logo should be reversed to white where contrast is limited (i.e., a colored background or image). A black logo is allowed when media reproduction is black only. A gray logo is also provided for use on light color backgrounds. No other colors of the logo are permissible.

The logo may be embossed, debossed, etched or engraved on materials such as glass, brushed aluminum or wood.

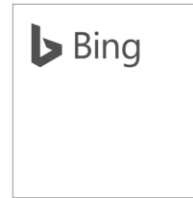
When placing the logo on a photographic background, strive to meet the accessibility contrast requirements ratio of 4.5:1.

As needed, a 25-35 percent black overlay increases text legibility on images.

Brand Color



Teal on White



Gray on White



White on Teal



Teal on photo background



Gray on photo background



White on photo background

Logo clear space and minimum size

Clear space

The minimum clear space for the Bing logo is equivalent to the height of the “B” in the Bing wordmark.

Minimum size

The minimum recommended width of the logo is 0.5” (12.5mm) for print and 50px wide on-screen.



X = Height of “B” in
Bing wordmark



Minimum on-screen: 50px
Minimum print: 0.5” (12.5mm)

Using the Bing symbol

By default, you should use the complete logo. This is the lockup that includes both the Bing symbol and the wordmark.

Restrictions in shape or space may require that the Bing symbol be used alone, such as on small tiles, social media, websites and so on. In these situations, it's acceptable to use the Bing symbol separated from the wordmark; however, "Bing" should appear in text adjacent to the Bing symbol whenever possible.

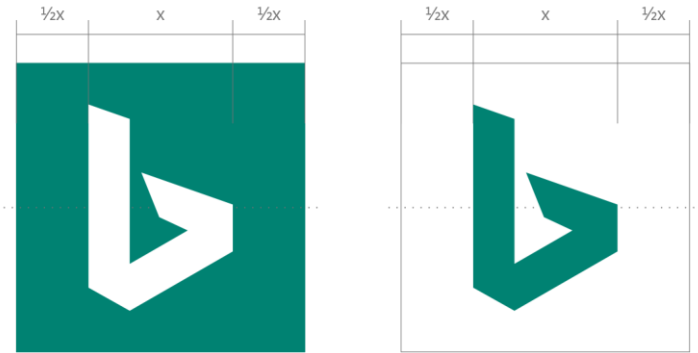
Clear space

When the Bing symbol is used alone, place it within a holding shape.

The clear space on either side of the Bing symbol within the holding shape should be equal to half the width of the symbol.

Minimum size

The minimum recommended height of the symbol is 0.2" (5mm) high for print and 15px on-screen.



Print: 0.2" (5mm)
Screen: 15px

Relationship between elements

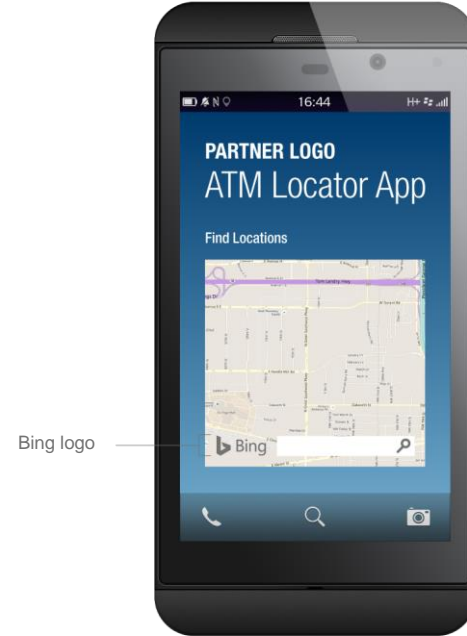
The Bing trademarks can only be used in a way that accurately reflects the nature of the relationship between your company/product and Bing.

The Bing logo cannot be used to imply an endorsement or promotion where one does not exist. For example, the Bing logo cannot be larger or more prominent than your logo.

The Bing logo can be placed anywhere in your communication, but must be clearly associated with the Bing services you are offering. It may appear in the context of a screen shot, as in the example on the right.

The Bing logo must be readable to the majority of users. Follow minimum size guidelines.

The Bing logo and the Bing wordmark should never appear connected to any other symbol or icon, contained in another shape, obscured/cropped/covered or modified in any way. Follow logo clear space guidelines.



Usage example 1

In this web example, Bing is providing a site search so the logo is used next to the service.

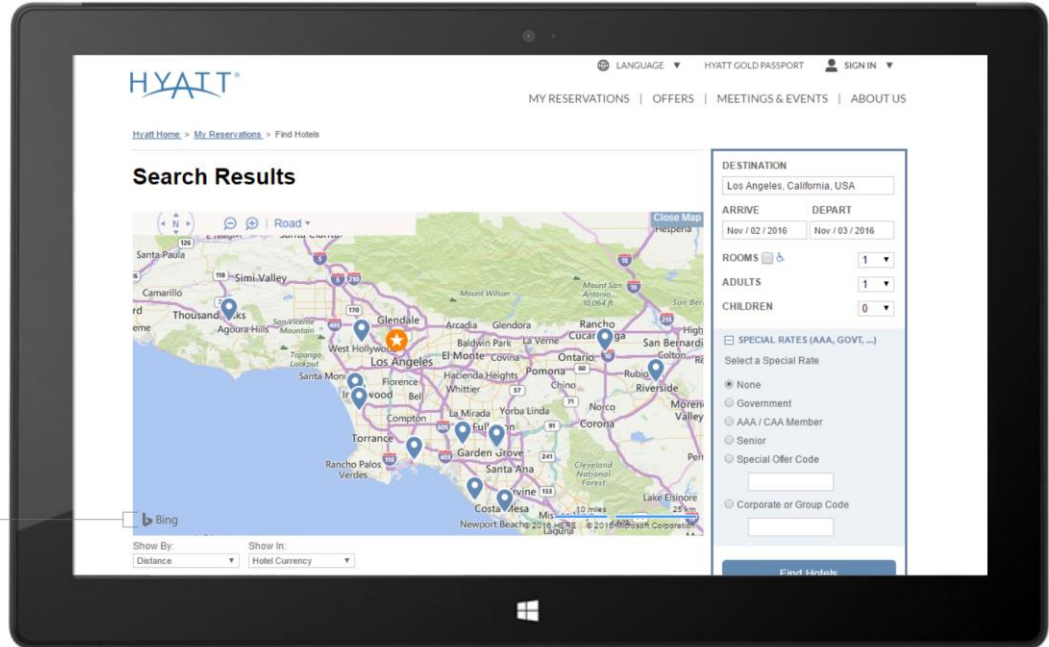
Note that Bing search functionality may be added to a website without including the Bing logo.



Bing logo

Usage example 2

In this web example, Bing is providing map results for Hyatt.



Powered by Bing logo

The Powered by Bing logo is being phased out. The full Bing logo is the preferred attribution for any new implementation. However, if you are currently using the Powered by Bing logo, follow these guidelines:

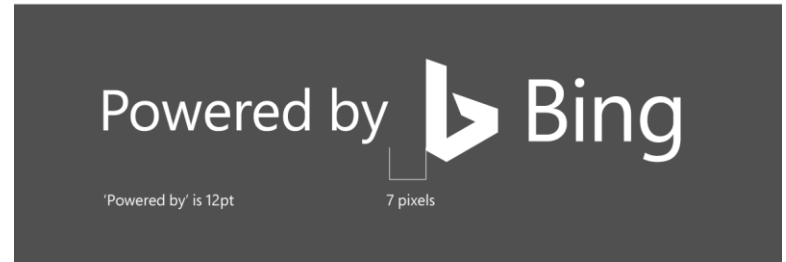
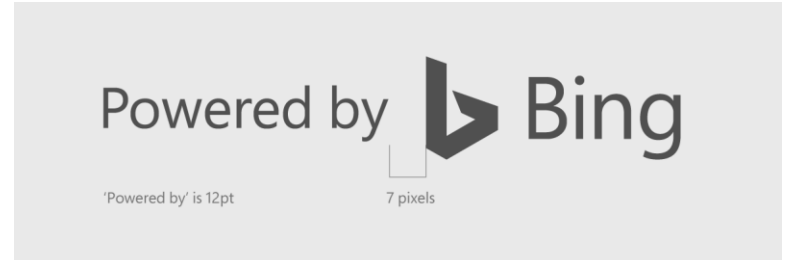
The Powered by Bing logo is only to be used on search engine results pages (SERPs) when attribution is needed.

The phrase preceding the brand is “Powered by” and it is translated as well as localized.

When the text + logo version is used in a market that requires “Powered by” text to be used, system text can be used.

When using system text, the font for “Powered by” is Arial, 12pt.

There are 7 pixels of space between the text and the logo.



Usage example 3

In this web example, Bing is providing search engine results for USA.gov, so the Powered by Bing logo is used.

Note that any new implementation should use the Bing logo in place of the Powered by Bing logo.

Powered by Bing logo

