

Microsoft Edge Trademark Usage Guidelines

The purpose of this document is to provide guideline and usage specifications for signifying compatibility with Microsoft Edge by Microsoft Edge partners. These guidelines contain the information you need to include the Microsoft Edge assets in your site and promotional materials.

Usage requirements

Thank you for your interest in including Microsoft Edge in your materials. We want to make it as easy as possible for you to utilize the trademark; 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 Microsoft Edge trademark (the logotype and the UX symbol)
- 2) Indicate Microsoft Edge's sponsorship or endorsement

A license is not required to include the Microsoft Edge name as type only in the case that your site is optimized for Microsoft Edge or to indicate that you have an extension available.

If you have existing agreements with Microsoft Edge, check those first to determine if your desired use of the Microsoft Edge trademark is covered.

If no agreement exists or if the proposed use doesn't fall within the scope of the existing agreement, check if the use falls within the [General Microsoft Trademark Guidelines](#) and/or the [Microsoft Corporate Logo Guidelines](#).

If the use is not covered by any of the above or you are not sure, you will need 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. Please contact your Microsoft representative to get the business owner's approval for the proposed use. If you do not have a business owner contact, email the Microsoft brand team (brand@Microsoft.com) to get started.

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

The Microsoft Edge trademark

The name is “Microsoft Edge.” This is expressed as a text-only logo lockup or in copy.

The name must be used as “Microsoft Edge” in its entirety in every instance. This means that in no instance should the name be used as “Edge” alone. It must always, in all instances, be preceded by “Microsoft.”

While Microsoft Edge is a registered trademark of Microsoft, there is no need to use a trademark bug (TM) or (R) in communications unless we have expressly asked you to do so.

The image shows the Microsoft Edge logo, which consists of the words "Microsoft Edge" in a blue, sans-serif font. The word "Microsoft" is on the left and "Edge" is on the right, with a small gap between them. The letters are all in a uniform blue color.

Logotype color

The name is usually communicated in copy, but there are some exceptions. Files are available for “Microsoft Edge” when it is needed as a logotype.

There are horizontal and stacked versions of the logotype available. The horizontal version is preferred.

The preferred color is white logotype used on a blue background or blue logotype used on a white background. In addition, gray and black versions are available for one color or low contrast situations.

The horizontal logotype – preferred



White on Blue



Blue



Black



Gray

The stacked logotype



Logotype clear space and minimum size

Clear space

The minimum clear space for the Microsoft Edge logotype is equivalent to the height of the “M” in “Microsoft.”

Minimum size

The minimum recommended width of the logo is 0.2” (5mm) for print and 15px wide on-screen.



X = Height of “M” in Microsoft Edge logotype

Minimum on-screen: 15px
Minimum print: 0.2” (5mm)



UX symbol introduction

The “e” symbol only exists to identify Microsoft Edge in the user experience. It is never used in print or digital communications unless shown within a screenshot or as a favicon online linking directly to the download or application extension.

The reverse symbol is the primary version and may be used on color backgrounds. The positive version of the symbol is for use on light or white backgrounds.

While the Microsoft Edge “e” symbol is a registered trademark of Microsoft, there is no need to use a trademark bug (TM) or (R) in communications unless we have expressly asked you to do so.

Primary reverse version



Color positive version



Dos and Don'ts

Do use "Microsoft Edge" as a text statement or use the Microsoft Edge logotype

Do use the "e" symbol as a favicon to direct users to Microsoft Edge or to install a Microsoft Edge extension

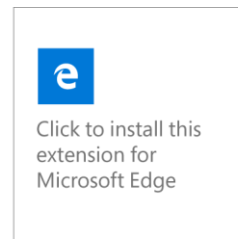
Don't create an "e" and Microsoft Edge lockup

Don't treat the "e" symbol as a logo

Don't abbreviate Microsoft Edge



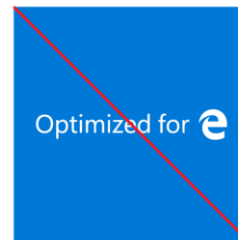
DO use "Microsoft Edge" as a text statement or use the Microsoft Edge logotype



DO use the "e" symbol as a favicon to direct users to Microsoft Edge or to install a Microsoft Edge extension



DON'T create an "e" and Microsoft Edge lockup



DON'T treat the "e" symbol as a logo



DON'T abbreviate Microsoft Edge

Usage example 1

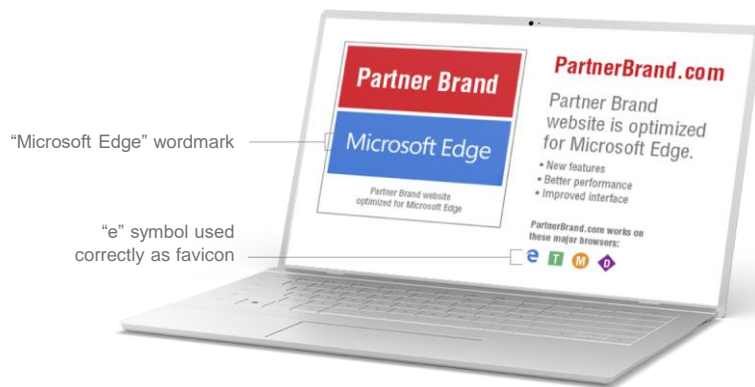
The Microsoft Edge trademark can only be used in a way that accurately reflects the nature of the relationship between your company/product and Microsoft Edge.

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

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

The Microsoft Edge trademark must be readable to the majority of users. Follow minimum size guidelines.

The Microsoft Edge trademark 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 2

In this web example, Microsoft Edge is offered as one of several browser options on which to install a browser button.

In this situation, it is appropriate to display “Microsoft Edge” in text.

