

MSN Trademark Guidelines

The purpose of this trademark guideline document is to provide guideline and usage specifications for MSN partners and affiliated third parties. This document provides the information you need to include the MSN logo and branded assets in your environment.



Usage requirements

Thank you for your interest in including MSN in your materials. We want to make it as easy as possible for you to utilize the logo; 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 MSN logo
- 2) Include MSN in a customer list or show a supporting relationship
- 3) Indicate MSN's sponsorship or endorsement

If you have existing agreements with MSN, check those first to determine if your desired use of the MSN logo 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](#).

If the use is not covered in any of the above or you are not sure, you will need to obtain a specific, stand-alone authorization or license. Please contact your Microsoft representative to get the MSN 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 MSN logo can only be used in a way that accurately reflects the nature of the relationship between your company/product and MSN and that adheres to the guidelines in this document.

The MSN logo

The MSN logo includes the symbol and logotype, designed to work together in a horizontal lockup. The symbol must not be used by itself.

Stand-alone symbol

The symbol must be used as part of the logo in all communications.

Wordmark

The MSN wordmark should not be used by itself separate from the logo with the Butterfly symbol. Always use “MSN” in upper case in copy. The only place where MSN should be referred to in lower case (msn) is in the logo. All other communications use “MSN.”

While MSN and the Butterfly logo are registered trademarks of Microsoft, there is no need to use a trademark bug [™] or [®] in communications, unless we have expressly asked you to do so.



Reverse/white logo



Black logo

Logo color

The MSN brand color is Blue Pantone 3005. This is the preferred use of the logo. Avoid placing the blue 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.

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



Blue on white



Black on white



White on blue



Blue on photo background



Black on photo background



White on photo background

Logo clear space and minimum size

Clear space

We respect the logo by giving it some space. The preferred clear space that must surround the logo is equivalent to the width of the butterfly symbol.

Minimum size

In print, the logo should never appear smaller than 0.5" (12.7mm) wide. On screen, it must appear at least 36 pixels wide.



X = Width of butterfly symbol



Minimum on-screen: 36px
Minimum print: 0.5" (12.7mm)

Usage example 1

Our content partners may use the MSN logo in a list that showcases places where their content is distributed. With a license, the MSN logo may be used as long as:

- 1) The MSN logo is used in a way that accurately reflects the nature of the relationship between the third party and MSN
- 2) The MSN logo is NOT the only logo used
- 3) The third party partner list must include the logo of at least one or more companies with which the third party has a similar relationship



Usage example 2

Our content partners may use the MSN logo on a screen shot that represents the MSN service. If you want to use an actual MSN screen shot, you must also contact Microsoft for the rights to the content.

