Microsoft 365

# Microsoft 365
# trademark guidelines

# Welcome.

Thank you for your interest in including Microsoft 365 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 Microsoft 365 logo and Microsoft 365 app icons
2) Use the trademarks or name to indicate sponsorship or endorsement

If you have existing agreements with Microsoft 365 check those first to determine if your desired use of the Microsoft 365 trademark and/or app icons 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.

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.

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 have a question, please consult your legal counsel or your Microsoft business contact.

# Microsoft 365 visual elements

The Microsoft 365 product is based on the Microsoft brand so you will need to familiarize yourself with the Microsoft brand guidelines as well.

This table provides an overview of the different brand assets and when to use them in marketing.

| Asset | Visual elements | Timing & platform |
|---|---|---|
| **Microsoft 365 logo** |  Microsoft 365 | Use for all marketing and platforms (the logo has not changed with the brand transition). |
| **Microsoft 365 mobile app icon** |  | **Use for Microsoft365.com; the Microsoft 365 mobile app; Microsoft 365 Windows app (PWA)** <br><br> Only use this app icon for new versions of the app called "Microsoft 365 (Office)" |
| **App icons** |  Word  Excel  PowerPoint | Application icons are not logos. The primary function of application icons is to launch app experiences from the system tray, start menus, hardware buttons, etc. These are also one of the most recognized assets to represent Microsoft 365. Applications icons should not be used as decoration in your marketing creative. |

# Overview of elements

Office has changed to Microsoft 365. With this brand transition, we have assigned new rules for how and when to use both the logo and app icon.

We have moved away from the Office approach, where the icon also served as the logo.

It's important to ensure you're using the logo, and app icon correctly when creating marketing communications.

Do not create additional lockups using the Microsoft 365 logo or the new Microsoft 365 app icon.

**Logo**

**Microsoft 365**

**Use for:**
- For use on all Microsoft 365 communications across consumer and commercial

**New app icon**

**Use ONLY for:**
- Microsoft 365 mobile app
- Microsoft365.com
- Microsoft 365 Windows app (PWA)

# Logo

Use the Microsoft 365 logo (on the right):

1. When promoting Microsoft 365 outside of a Microsoft context, such as in advertising or paid campaigns
2. When promoting individual apps that are part of the Microsoft 365 set
3. In 3rd party marketing, where competitors are represented with a logo, and a logo license agreement is in place

Do not alter the logo in any way from how it was provided.

Use in full color in all instances unless there is a production limitation.





**There is no stacked version of the Microsoft 365 logo available**
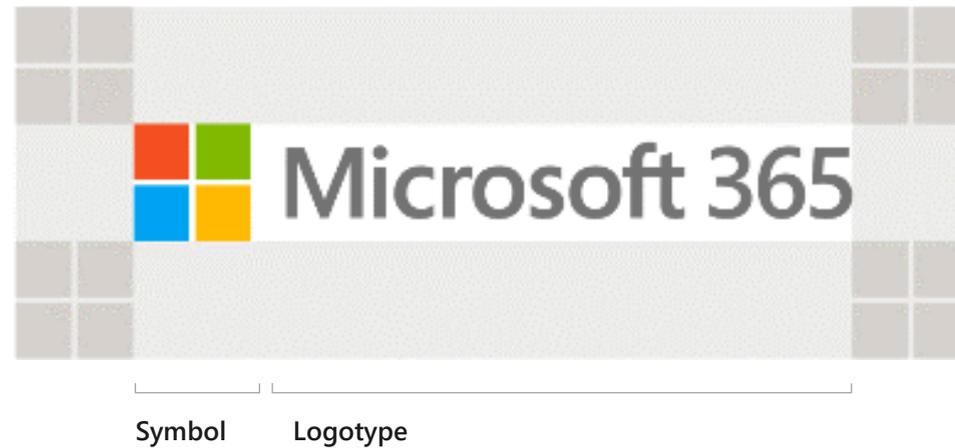
# Logo use

For use on all Microsoft 365 communications across consumer and commercial.

The Microsoft symbol and logotype must be used together.

Clear space is equal to one 4 square symbol on each side, top and bottom, of the logo
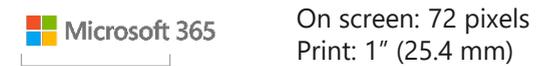
**Clear space**



**Symbol**     **Logotype**

**Minimum sizes**

 On screen: 16 pixels
Print: .22" (5.5 mm)

**By height**
On screen, the symbol should never be smaller than 20 pixels tall.
In print, it must appear at least 0.28 in. (7.12 mm) tall

 On screen: 72 pixels
Print: 1" (25.4 mm)

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

# How to use the icon

## There is a new app icon

As part of the brand transition, we are phasing out the Office icon and introducing the new Microsoft 365 app icon. As part of this transition, it's important that we use the new icon correctly. The new icon is not interchangeable with the previous version of Office.



**Microsoft 365**

**Office**　　　　**Microsoft 365**

**Use for:**
- To replace the current Office app icon on platforms that have transitioned to become Microsoft 365 (iOS/Android)
- To represent Microsoft365.com (formerly Office.com) web page (replacing the old Office icon and name)
- To represent the Microsoft 365 app on Windows (PWA) formerly the Office app.
- To represent Microsoft 365 on Microsoft-owned digital placements (free/paid; consumer/ commercial) when only one visual element is permitted (i.e.: PWA app; app stores; Microsoft Support etc.)

**DO NOT use for:**
- Label the new Microsoft 365 app icon as "Office"
- Label the Office icon as "Microsoft 365"
- In any 3rd party marketing to represent Microsoft 365. Use the Microsoft 365 logo instead.
- To represent any of the Microsoft 365 SKUs (Microsoft 365 Basic, Microsoft 365 Personal; Microsoft 365 Family) in marketing assets. Use the Microsoft 365 logo instead.
- In combination with other app icons that are part of the Microsoft 365 set of apps (should not appear in a line up with other apps).

# App icon

This is the Microsoft 365 app icon.

Use it to represent the Microsoft 365 application experiences on Web; Mobile and Desktop.
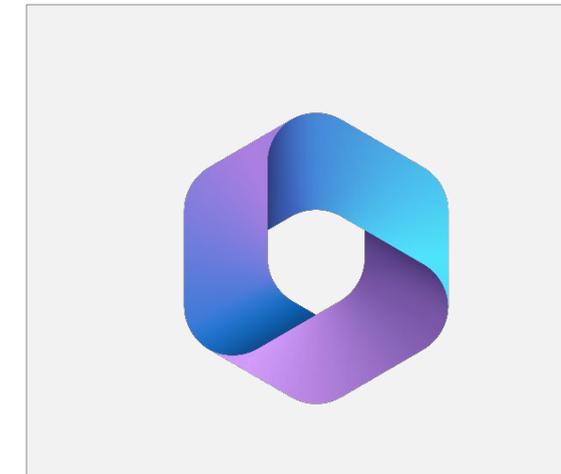
For accessibility compliance, when using on a dark background please use a drop shadow.

Do not rotate the icon or change any of the colors.

A contrast version of the icon is available for one-color scenarios (like settings menus) and navigation within the product.
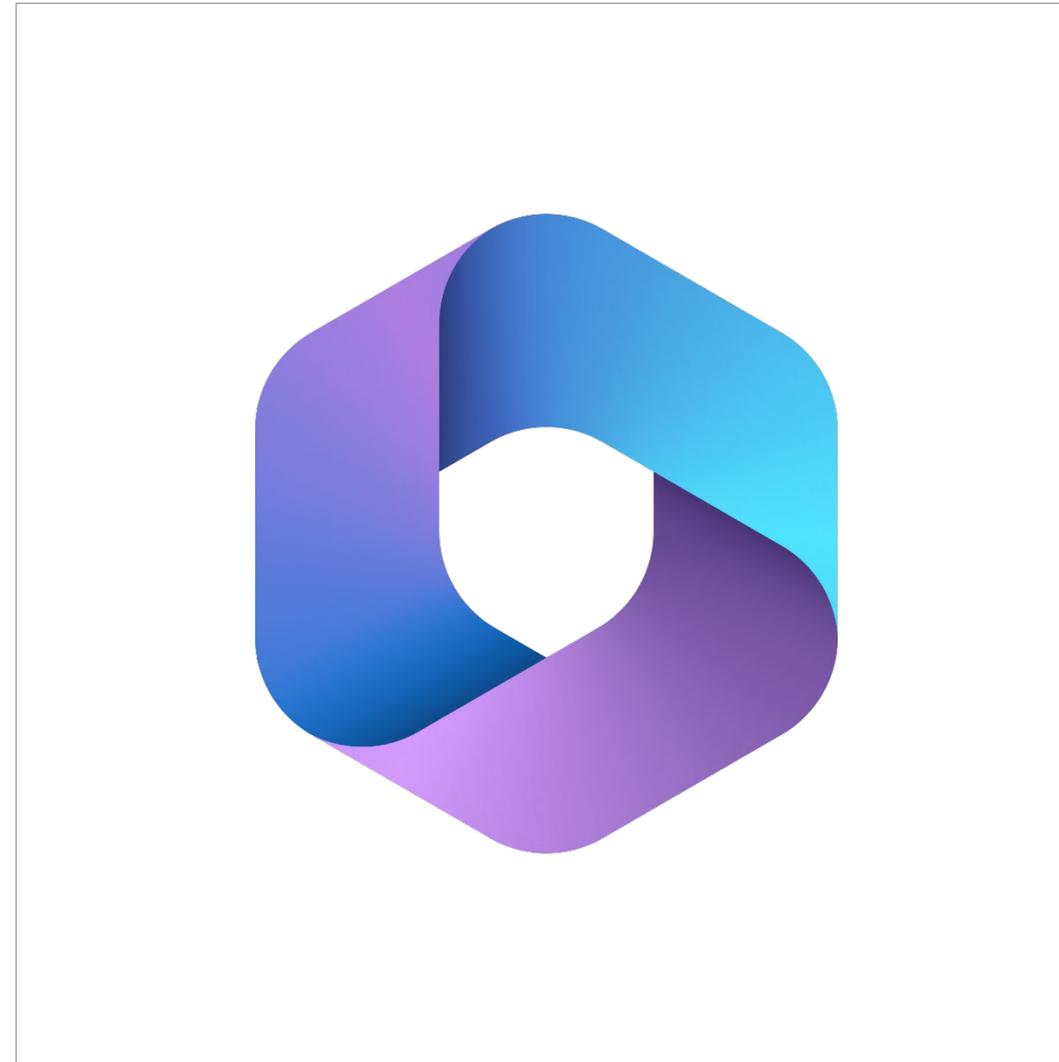


**White**



**Light backgrounds**



**Dark backgrounds**

# Icon sizing, labeling, and scaling

To maintain a clean, visually appealing layout consistent with Microsoft standards, keep a healthy clear space around product icons and the associated names and copy.

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

When a name appears next to or beneath a product icon, the name 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.
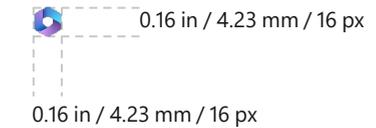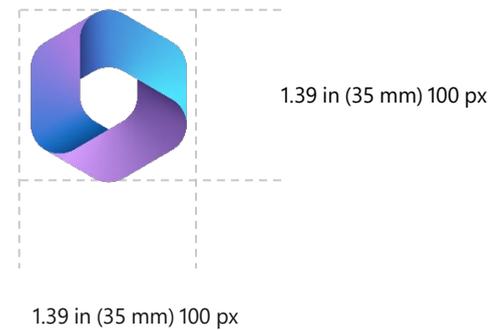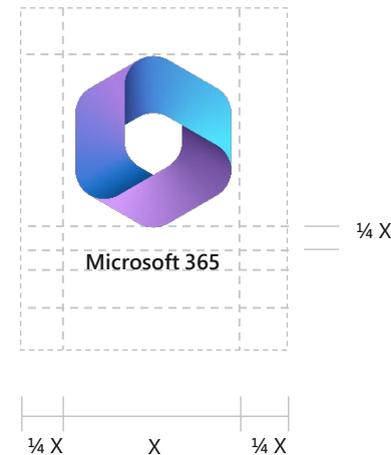
**Minimum clear space**



½ X          X          ½ X

**Minimum bounding space**



¼ X          X          ¼ X

**Minimum icon size**

  0.16 in / 4.23 mm / 16 px

0.16 in / 4.23 mm / 16 px

**Maximum icon size**

  1.39 in (35 mm) 100 px

1.39 in (35 mm) 100 px

**Minimum clear space and labeling**



¼ X

Microsoft 365

¼ X          X          ¼ X

**Example of app icon labeling**



Word          Excel          PowerPoint

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