# Internet Explorer 11 Trademark Guidelines

The purpose of this guideline document is to provide guideline and usage specifications for Internet Explorer 11 partners and affiliated third parties. This document provides the information you need to include the Internet Explorer 11 logo and branded assets in your environment.

Internet Explorer 11

Microsoft

# Usage requirements

Thank you for your interest in including Internet Explorer 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 license is required in order to:

1) Use the Internet Explorer 11 logo
2) Use the name or logo to indicate sponsorship or endorsement
3) Indicate a compatibility endorsement from Internet Explorer (for example: powered by, compatible with, best on, etc.)

If you have existing agreements with Internet Explorer, check those first to determine if your desired use of the Internet Explorer 11 logo 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 Internet Explorer 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 Internet Explorer 11 logo can only be used in a way that accurately reflects the nature of the relationship between your company/product and Internet Explorer and adheres to the guidelines in this document.

# The Internet Explorer 11 logo

The Internet Explorer 11 logo has two components: the stylized "e" with Orbiter 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 "e" symbol alone without the wordmark. Likewise, do not use the Internet Explorer 11 wordmark alone, without the "e" with Orbiter symbol.

While Internet Explorer 11 and the "e" symbol 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.



Symbol          Wordmark



Symbol     Wordmark

# Logo options

The Internet Explorer 11 logo has a horizontal and stacked treatment. Use the layout that best fits your space.

The Internet Explorer 11 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 may be embossed, debossed, etched or engraved on materials such as glass, brushed aluminum or wood.

The full Internet Explorer 11 logo is required unless your communication is pertaining to multiple or past versions. In the case of multiple versions, use the Internet Explorer logo (without the version number) shown here.

Horizontal                                        Stacked



Blue logo on white background



Reversed logo on blue background



Use for referring to multiple versions only

# Logo clear space and minimum size

## Clear space

Treat the logo with respect and give it room to breath. Use a minimum clear space surrounding the logo equivalent to the height of the "E" in "Explorer."

## Minimum size

The minimum recommended size of the logo is 0.2"/5mm high for print and 15px on screen.

X = Height of
"E" in Explorer

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

# Relationship between elements

The Internet Explorer 11 logo can only be used in a way that accurately reflects the nature of the relationship between your company/product and Internet Explorer.

The Internet Explorer 11 logo cannot be used to imply an endorsement or promotion where one does not exist.

The Internet Explorer 11 logo can be placed anywhere in your communication, but must be clearly associated with the Internet Explorer 11 services you are offering. The Internet Explorer 11 logo cannot be larger or more prominent than your logo.

The Internet Explorer 11 logo must be readable to the majority of users. Follow minimum size guidelines.

The Internet Explorer 11 logo 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.



Internet Explorer 11 logo

# Attribution

There is no attribution logo lockup for Internet Explorer 11. Attributions should use the Internet Explorer 11 logo alone or the name in text, as shown in this example. Do not add or connect any additional words to the logo.

Example attribution text: [Product] runs best on Internet Explorer 11.



Internet Explorer 11 attribution