Microsoft Surface

Microsoft Surface Trademark Guidelines

August 2023

Trademark overview

Thank you for your interest in including Microsoft Surface in your materials. We want to make it as easy as possible for you to utilize our material; however, to manage and protect the value of our brand, we have specific usage requirements.

A trademark use license is required in order to:

- Use the Microsoft Surface logo (trademark)
- Use the Microsoft Surface name (trademark) to indicate sponsorship or endorsement

If you have existing agreements with Microsoft Surface, check those first to determine if your desired use is authorized.

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.

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.

The Microsoft Surface trademark can only be used in ways that accurately reflect the nature of the relationship between your company/product and Microsoft. If you are creating an accessory for Microsoft Surface, please take advantage of the Designed for Surface program.

Microsoft Surface Logo Usage

The single-line version of the Microsoft Surface logo (trademark) is preferred

The Microsoft Surface logo is also available in a stacked version for when space is limited.

Use a Microsoft Surface logo that includes the four-color (red, green, yellow, blue) Microsoft symbol.

Do not alter the logo, except to resize it, maintaining original proportions

Clear space

Clear space is the minimum distance between the Microsoft Surface logo and other visual elements, as well as the edge of layouts.

Minimum clear space around the logo is equal to one Microsoft symbol width/height.

Trademark color

On lighter backgrounds, use the logo artwork provided with gray logotype.

On darker backgrounds, use the logo artwork provided with white logotype.