



Windows Logo Usage Guidelines

Thank you for your interest in including Windows 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 to:

- Use any Windows logo.
- Indicate sponsorship or endorsement by Windows.

If you have existing agreements with Microsoft or Windows, check those first to determine if your desired use of the 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 (microsoft.com/trademarks). Finally, please review the following resources: If you are interested in becoming Windows certified:

- To become Windows certified for apps, visit <https://msdn.microsoft.com/en-us/library/windows/desktop/mt637086.aspx>
- To become Windows certified for hardware, visit <https://msdn.microsoft.com/en-us/library/windows/hardware/jj124227.aspx>
- To use a "Get it on Windows 10" badge, visit <https://developer.microsoft.com/en-us/store/badges>

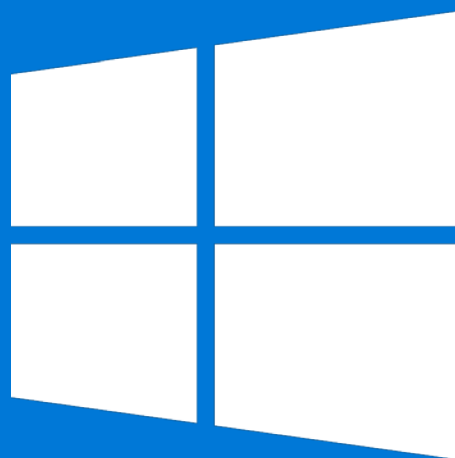
If your proposed use is not addressed by any of the resources provided above, you will need to obtain a specific, stand-alone authorization or license. Please contact your Microsoft representative to get the Windows business owner's approval for the proposed use.

The Windows logo is the emblem of our brand.

Our logo includes our symbol and logotype, designed to work together in a horizontal lockup.

We only use the standalone symbol to refer to the Start Menu. Otherwise, the symbol should be used in conjunction with the word mark.

Symbol



Logotype

Windows

Logo

Do not use old logos.

When referring to previous versions of Windows (like Windows 7 or Windows 8.1), use the Windows logo and refer to the specific version in text only.

Do not add 7 or 8 to the Windows logo.

Do not use the logos of the previous versions.

Windows 7 was a very
successful product,
launched in 2009.



Our Windows logos exist in blue and white.

Do not re-color any of our logos.

Blue and white are the two preferred logo colors.



Blue logo

The blue logo is the primary version of the logo and is always preferred. Use the blue logo on light or white backgrounds.



White logo

The white logo may be used on color backgrounds, as well as dark areas within photographs.

Take care with spacing and sizing.

We respect the logo by giving it some space. The preferred clear space is equivalent to the height of the symbol.

In print, the symbol height should never appear smaller than 0.22" / 5.5 mm.

On-screen, it must appear at least 15.5 px tall.



Minimum symbol height
0.22" (5.5 mm) / 15.5 px [ Windows 10

Here are a few extra things you should NOT do with the Windows logo.



X Don't use the logo in an unapproved color or add effects like shadows or gradients.



X Avoid backgrounds that provide insufficient contrast. Don't place the logo over busy backgrounds.



X Don't create or use stacked versions of the logo.



X Don't use the symbol without the logotype unless specifically approved to do so.



X Don't compress or stretch the logo.



X Don't rotate the logo or symbol.



X Don't alter the symbol or logo color in any way.



X Do not lock up additional text with the logo or use the logo to replace the word "Windows" within a sentence.

Thank you.