



# 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 trademarks 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 Edge 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 questions, 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.

When referring to Microsoft 365, do not truncate to "M365".

Asset	Visual elements	Timing & platform
Microsoft 365 logo	 The Microsoft 365 logo consists of the four-pane Microsoft logo (red, green, blue, yellow) followed by the text "Microsoft 365" in a sans-serif font.	Use for all marketing and platforms (the logo has not changed with the brand transition).
App icons	 Four application icons are shown: Word (blue square with white 'W'), Excel (green square with white 'X'), PowerPoint (red circle with white 'P'), and Outlook (blue square with white 'O').	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. Application icons should not be used as decoration in your marketing creative.

# Logo

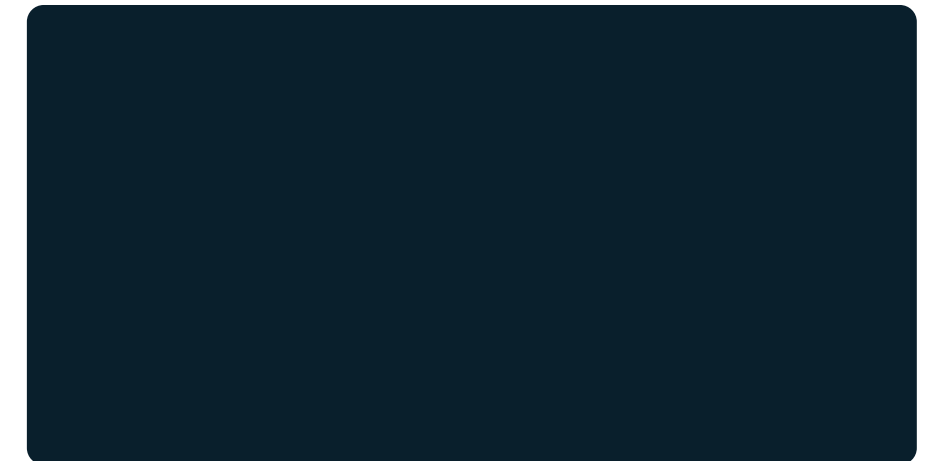
Use the Microsoft 365 logo (on the right):

- When promoting Microsoft 365 outside of a Microsoft context, such as in advertising or paid campaigns
- When promoting individual apps that are part of the Microsoft 365 set
- In 3rd party marketing, where competitors are represented with a logo, and a logo license agreement is in place
- Use in full color in all instances unless there is a production limitation.

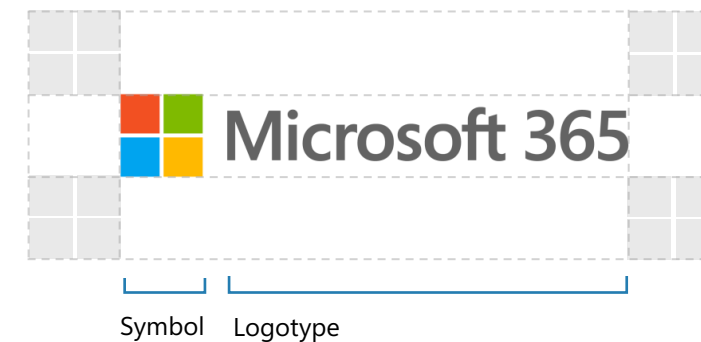
The logotype must also meet accessibility standards with a 3:1 contrast ratio to adjacent colors. Best practice is to adjust the background colors to accommodate accessibility, not the logo.

Don't alter the logo or manipulate its components in any way.

## Horizontal logo (preferred)



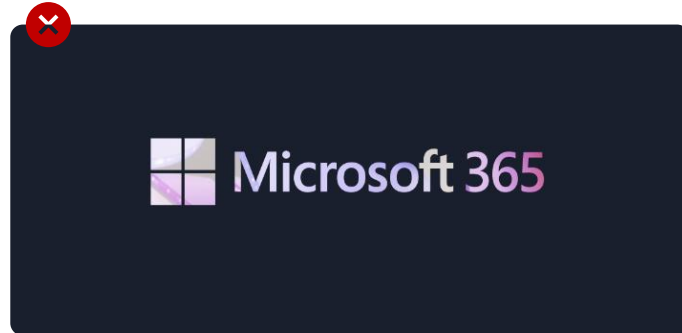
## Clear space



Clear space is the area that surrounds the logo and is completely clear of any other graphic element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

At a minimum, there should be clear space equal to the height of the symbol on all four sides of the logo.

## Common logo errors



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



Don't use backgrounds that provide insufficient contrast with the logo colors.



Don't use the logo as one color (symbol should be in full color whenever possible).



Don't modify or add anything to the logo.



Don't rearrange or resize any elements of the logo.



Don't re-stack the elements of the logo.



Don't delete any elements of the logo.



Don't add service names to the logo.

## Product app icons

This page contains a broad, non-exhaustive set of Microsoft 365 product icons.

Some of these apps require the mention of "Microsoft" in every occurrence - those apps are listed as such to the right. In all 3rd party marketing, Microsoft should precede the name of the app in first occurrence even if it is redundant.

Product app icons are not meant to replace the Microsoft 365 logo.

Avoid using product app icons decoratively or as logos.

Don't alter, distort, or crop the icons.



Access



Bookings



Clipchamp



Copilot



Designer



Excel



Exchange



Forms



GroupMe



Kaizala



Microsoft  
Defender



Microsoft  
Editor



Microsoft  
Lists



Microsoft  
Loop



Microsoft  
Places



Microsoft  
Teams



OneDrive



OneNote



Outlook



Planner



PowerApps



Power  
Automate



Power BI



Power Pages



PowerPoint



SharePoint



Skype for  
Business



Sway



Visio



Yammer



Whiteboard



Word



Workplace  
Analytics

## In-product brand colors

Color is key to the immediate brand recognition of our suite of products. The products in Microsoft 365 are distinguishable by their dedicated brand colors. Brand colors are applied to different areas of an interface not only to create visual prominence, but also to anchor people in a specific product experience.

These color formulas can also be used as a baseline for specific situations, such as print materials or promotional items.

Avoid using multiple theme colors within the same context.

<b>ACCESS</b> R175 G32 B49 HEX #AF2031 C0 M98 Y71 K0 PMS 199	<b>BOOKINGS</b> R0 G169 B157 HEX #00A99D	<b>CLIPCHAMP</b> R129 G78 B33 HEX #814EE9 C70 M75 Y0 K0	<b>COPILOT</b> R70 G79 B235 HEX #464FEB	<b>DESIGNER</b> R205 G85 B242 HEX #CD55F2	<b>EXCEL</b> R16 G124 B65 HEX #107C41 C86 M0 Y89 K21 PMS 7731	<b>EXCHANGE</b> R0 G120 B212 HEX #0078D4 C100 M30 Y0 K0 PMS 3005 C
<b>FORMS</b> R3 G131 B135 HEX #038387 C100 M0 Y41 K24 PMS 7717	<b>GROUPME</b> R0 G188 B242 HEX #00BCF2	<b>KAIZALA</b> R0 G120 B212 HEX #0078D4 C100 M30 Y0 K0 PMS 3005 C	<b>MICROSOFT DEFENDER</b> R0 G120 B212 HEX #0078D4 C100 M30 Y0 K0 PMS 3005 C	<b>MICROSOFT EDITOR</b> R24 G90 B189 HEX #185ABD C85 M58 Y0 K0 PMS 7684 C	<b>MICROSOFT LISTS</b> R151 G75 B139 HEX #974B8B C46 M84 Y14 K1 PMS 7656 C	<b>MICROSOFT LOOP</b> R130 G48 B255 HEX #8230FF
<b>MICROSOFT PLACES</b> R79 G131 B135 HEX #4F6BED	<b>MICROSOFT TEAMS</b> R75 G83 B188 HEX #4B53BC C82 M78 Y0 K0 PMS 7670	<b>ONEDRIVE</b> R0 G120 B212 HEX #0078D4 C100 M30 Y0 K0 PMS 3005 C	<b>ONENOTE</b> R119 G25 B170 HEX #7719AA C75 M100 Y0 K0 PMS 526 C	<b>OUTLOOK</b> R0 G120 B212 HEX #0078D4 C100 M30 Y0 K0 PMS 3005 C	<b>PLANNER</b> R16 G124 B65 HEX #107C41 C86 M0 Y89 K21 PMS 7731	<b>POWER APPS</b> R116 G39 B116 HEX #742774 C64 M100 Y21 K7 PMS 255 C
<b>POWER AUTOMATE</b> R0 G102 B255 HEX #0066FF C77 M50 Y0 K10 PMS 285 C	<b>POWER BI</b> R242 G200 B17 HEX #F2C811 C6 M19 Y100 K0 PMS 116 C	<b>POWER PAGES</b> R75 G83 B188 HEX #4B53BC	<b>POWERPOINT</b> R196 G62 B28 HEX #C43E1C C0 M83 Y92 K0 PMS 1665	<b>SHAREPOINT</b> R3 G131 B135 HEX #038387 C100 M0 Y41 K24 PMS 7717	<b>SKYPE FOR BUSINESS</b> R0 G120 B212 HEX #0078D4 C100 M30 Y0 K0 PMS 3005 C	<b>SWAY</b> R3 G131 B135 HEX #038387 C100 M0 Y41 K24 PMS 7717
<b>VISIO</b> R24 G90 B189 HEX #185ABD C85 M58 Y0 K0 PMS 7684 C	<b>VIVA EXCHANGE</b> R7 G120 B182 HEX #0063BE	<b>WHITEBOARD</b> R12 G52 B251 HEX #OC34FB C86 M74 Y0 K0	<b>WORD</b> R24 G90 B189 HEX #185ABD C85 M58 Y0 K0 PMS 7684 C	<b>WORKPLACE ANALYTICS</b> R91 G149 B165 HEX #5B95A5		

# Clear space

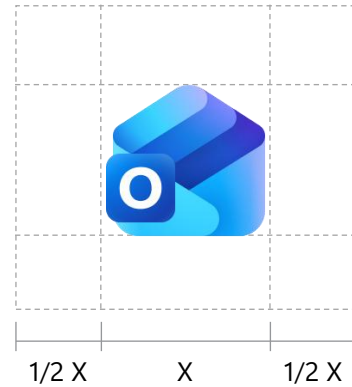
To maintain a clean, visually appealing layout consistent with Microsoft standards, keep a healthy clear space around product icons and the associated names.

All icons are not the same size and shape, so when pairing them together, either add them to a layout by using all the same size assets (such as all 48 pixel .PNG files) or keep the longest side of each icon the same length.

All product icon labels should only be Black, Light Gray, or White. To avoid icons looking like logos, do not label the icons using the primary product color.

If you need product icon sizes beyond those available, please make a request to the individual product team.

## Minimum clear space



## Minimum clear space for labeling app name



## Minimum icon size

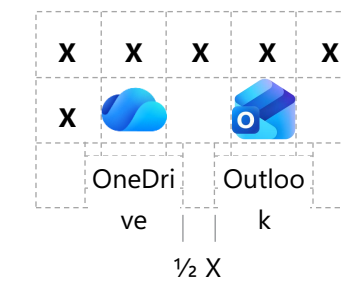


Note: Product and app icons under 33 pixels in size, which have a square letter tile in them, use a specially enlarged icon tile and shadow.

## Preferred minimum clearing space without app names



## Preferred minimum clearing space with labeling app names



Size the icons to have the same width in pixels, then center-align vertically and ensure the spacing between each icon is equivalent to X or 1/2 X.

