



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 a 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 Windows logo (red, green, blue, yellow) to the left of 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	 Three application icons are shown side-by-side: a blue square with a white 'W' for Word, a green square with a white 'X' for Excel, and an orange circle with a white 'P' for PowerPoint. Below each icon is its name: "Word", "Excel", and "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.

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

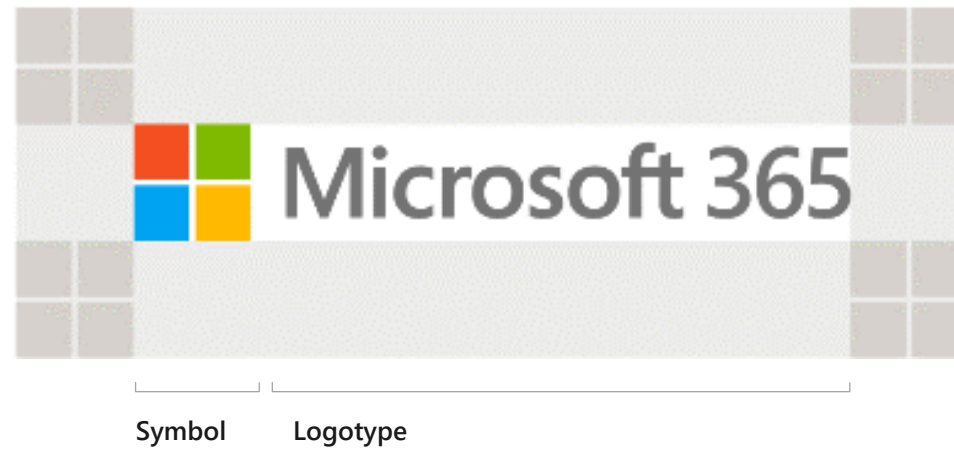
Logo use

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

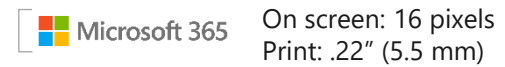
The Microsoft symbol and logotype must be used together.

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

Clear space

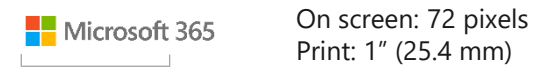


Minimum sizes



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



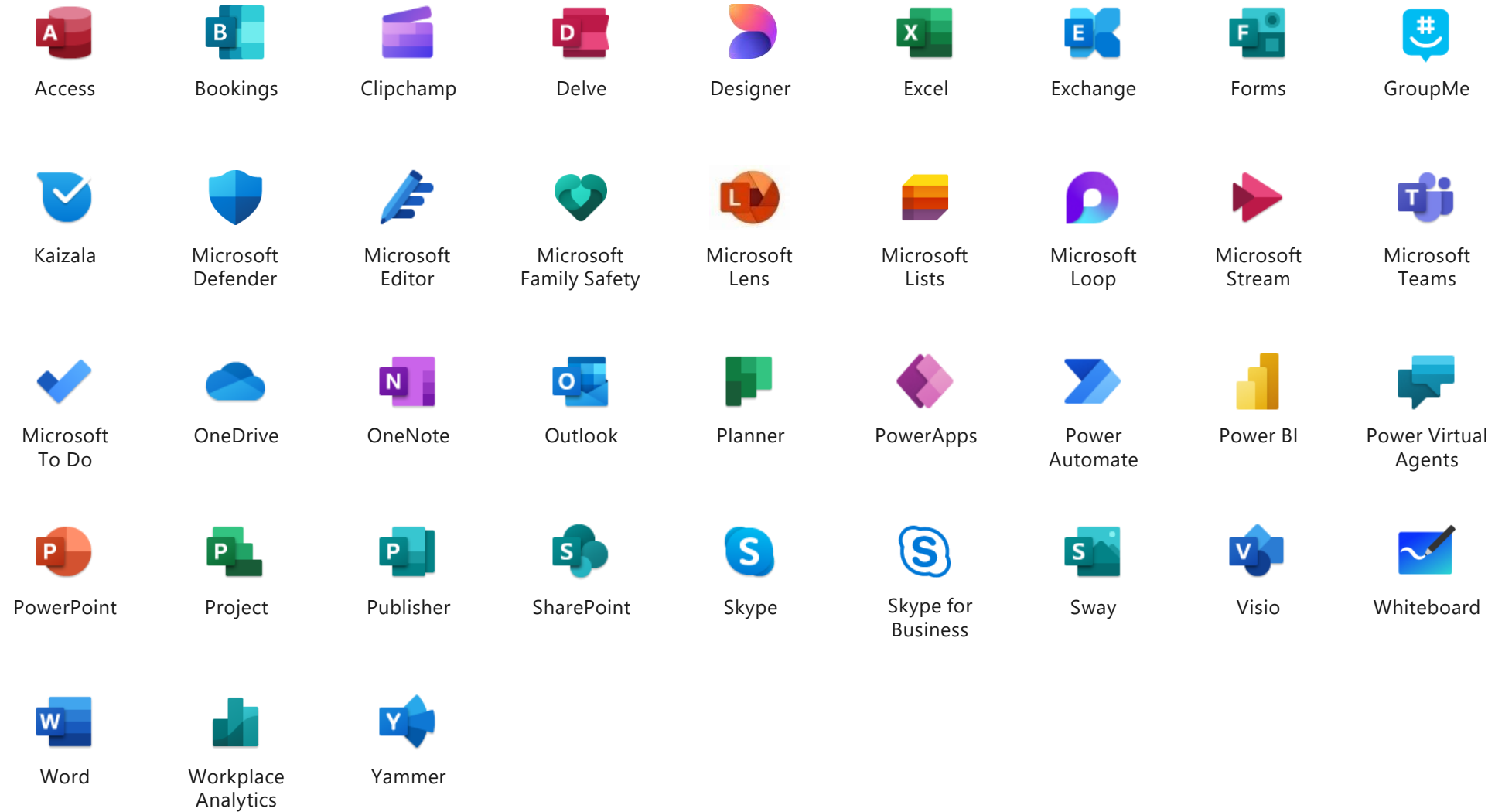
By width

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

Product 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.



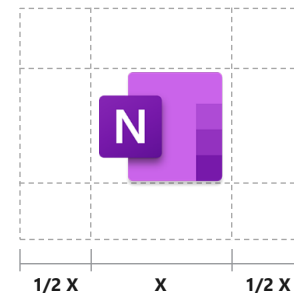
Icon sizing, labeling, and scaling

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.

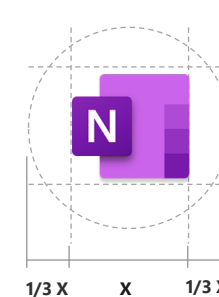
When paired with the icon, the color of all product names should only be rich black, light gray, or white.

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.

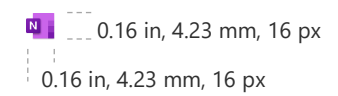
Minimum clear space



Preferred minimum bounding space

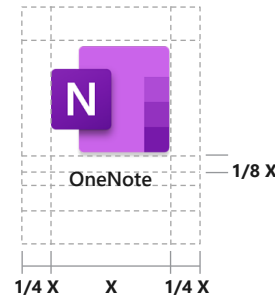


Minimum icon size

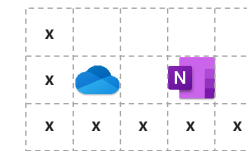


Note: Product and app icons under 33 pixels in size, which have a square letter tile in them, use a specially enlarged icon tile and shadow.

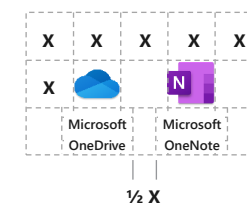
Minimum clear space for labeling app name



Preferred minimum clearing space without app names



Preferred minimum clearing space with 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.

