



Office Brand Guide

Welcome to the Office brand

These guidelines explain the key visual and verbal elements of our brand, so you can bring Office to life across all communications.

Clear and consistent use of these elements will keep us true to the Office brand and the products and services it represents.

While Office continues to be the best tool to get things done, it's important we tell the bigger story of Office's role in people's lives. We're not only relevant in customers' everyday lives; we're their ally in helping them be more, too.

Logos and icons

Using the Office brand logo

The Office brand has only two approved logos for use

The primary logo consists of a threshold symbol in addition to the Office logotype in PMS 166. This logo will be used in the majority of cases.

When a communication is about only services, the Office 365 subbrand logo may be used in place of the Office logo.

- Primary master brand logo endorses all Office offerings
- Subbrand logo used only when communicating solely about Office 365 services
- If any other products are mentioned in a communication, use the primary logo and include "Office 365" as text only



The threshold symbol

Our logo is a threshold in perspective

It represents both a physical and mental space—being “in the zone,” where doing gets going.

It’s an escape from the traditional office space to a more liberated way of working, thinking and collaborating.

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

Logos provided without trademark symbols (™ and ®) should be used in marketing materials only.

Trademark symbols are still required in certain places in product and on packaging.



Using the threshold symbol

In most cases, the full Office logo should be used

This is the lockup that includes both the threshold symbol and the text "Office."

Restrictions in shape or space may require that the threshold symbol be used alone, such as on social media, websites and so on. In these situations, it's acceptable to use the threshold symbol separated from the word "Office." However, "Office" should appear in text adjacent to the threshold symbol whenever possible.

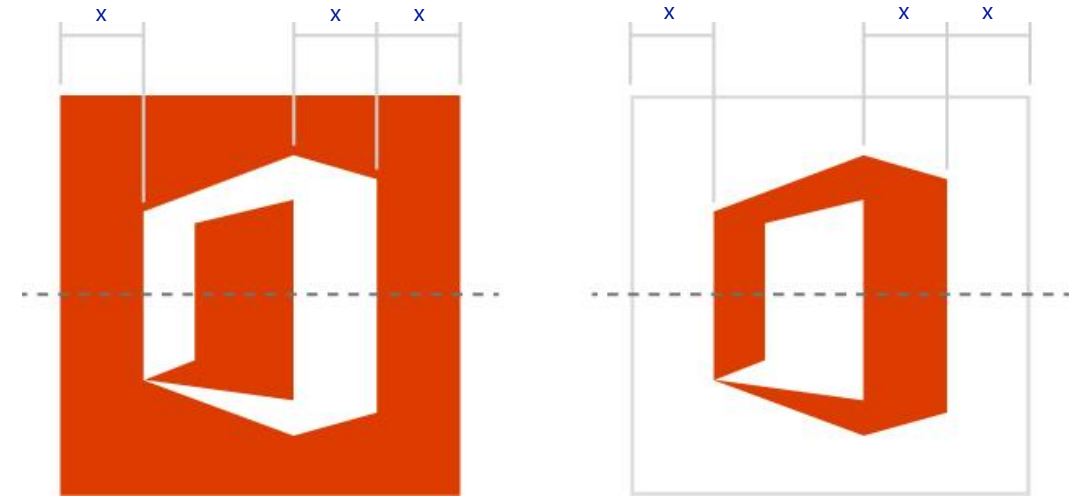
Clear space

When the threshold is used alone, place it within a holding shape.

The clear space surrounding the threshold symbol within the holding shape should be equal to the width of the stroke on the right side of the symbol.


Minimum size





The minimum recommended size of the threshold symbol is 0.2" (5 mm) high for print and 15 pixels on-screen.




Print: 0.2" (5 mm)
Screen: 15 px


Example


 Office

 Home 20+ Find Friends






Transform the way you study
with Office 365
www.office.com/university






Office 

1,418,454 likes · 6,331 talking about this


 Like  Message 

Software

Microsoft Office provides tools to help you create, communicate, and stay productive, whether you're working at home, the office, or school. <http://bit.ly/If1N80>

 Photos  Support  Likes 1.4m

About – Suggest an Edit

Highlights 

Always include the Microsoft logo

Color relationship

The Office logo will always be seen in reverse on a field of color, while the Microsoft logo will be placed on a white field for best visibility. See pages 55-59 for more information on the “white field” and logo placements.

Size relationship

In standard applications, the recommended size of the Microsoft logo is 1/2 the height of the Office logo.

For extreme small-scale applications (such as small web banner ads), the logo relationship is reversed. Begin with the Microsoft logo size, which is placed at minimum size (70 pixels wide). The Office logo is sized at 150% of the Microsoft logo height.

Placement

The preferred placement for the Microsoft logo is the bottom right corner.

Exceptions include packaging and extremely small applications where the Microsoft logo will be placed on the left-hand side.

Microsoft symbol is 50% height of Office symbol (logo proportionately scaled)



Extreme small-use applications



Let the logos breathe

Clear space

Treat our logo with respect and give it room to breathe. Use a minimum clear space surrounding the logo equivalent to the height of the "O" in the Office word mark.

Minimum size

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

Microsoft logo clear space

The Microsoft logo is a key element in all Office assets. The minimum clear space is equivalent to the height of the symbol.



Logo with trademark symbols

Our logo with trademark symbol is used in some instances.
This artwork is available in two sizes to ensure that the trademark is visible but never detracting from the logo itself.

Select the appropriate logo size by determining the height required for your layout. Each logo size may be scaled up only within the specified ranges. Measurements are based on the height of the Office symbol.



Orange is the preferred logo color

When the Office logo is used on white or light backgrounds, it is preferably set in our brand color, orange:

PMS 166

C0 M75 Y100 K0

R220 G60 B0

When it appears on an orange background or deeper photographic tone, the logo should be knocked out to white.



The gray and black logos are for limited use

In addition to orange, we employ a wide family of colors that speaks directly to our family of apps. Each app has a fixed color for its identity.

When using app-specific colors as backgrounds, use the white Office logo.

Use the gray Office logo over white or light-toned areas of photography. Also use the gray logo in app-specific communications that have a white background; this avoids a clash between the orange Office logo and the app's leading color.

In one-color or black-and-white communications, use the black Office logo. This preserves the integrity of the Office logo artwork.



Cool Gray 11
C0 M0 Y0 K80
R80 G80 B80



Black
C0 M0 Y0 K100
R0 G0 B0

Logo don'ts

- Don't place a color logo on a color background
- Don't create a multicolor logo
- Don't create a gradient logo
- Don't change the angle or rotation of the symbol or logotype
- Don't rearrange the logo elements
- Don't outline the logo
- Don't create your own logos
- Don't create a 3-D logo.

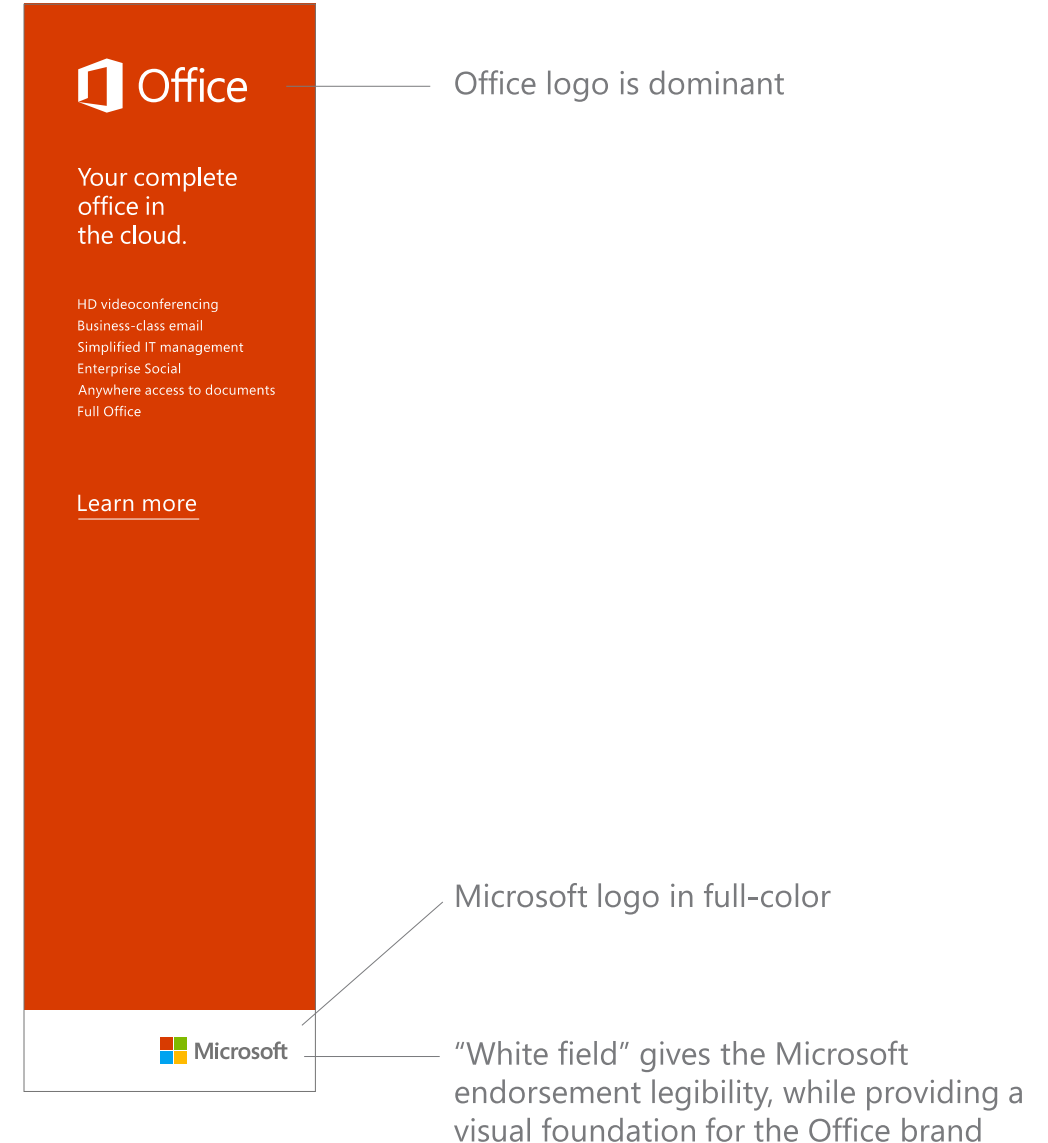


Logo relationships

Microsoft logo and Office logo relationship

The required use of the full-color Microsoft logo has evolved the relationship between the Microsoft and Office logos. To support these two elements, we have added another design component called “the white field”. Used as a backdrop for the logo, the white field also serves to ground the design, and allows the Office identity to take priority without diminishing the importance of the Microsoft logo.

The pages that follow will demonstrate the appropriate implementation of the three elements of the Microsoft logo, Office logo and white field.



White field guidance

The white field is used to provide visibility to the Microsoft logo on Office collateral. Intended for use on all Office touch points, we have established some parameters that make it easy to implement.

The method of application for the white field is shown here: extended across the full asset width. The Microsoft logo is placed in the bottom right-hand corner (see page 49 for logo sizing).

Always keep the white field clean and clear of text, images, and other logos.



Application of the white field is to extend it across the full-width of the asset, including the Microsoft logo in the bottom right hand corner.

Logo placement

Placement should be consistent, and is determined by clear space.

- The Office logo is always placed in the upper left corner of the layout
- The Microsoft logo should be placed in the opposite corner—in the bottom right corner of the layout, within the white field
- Use the clear space instruction on page 50 of this document to determine the distance of the logos from the layout edge
- **See later pages**

The Office logo is always placed in the upper left corner



Your complete
office in the cloud.

HD videoconferencing
Business-class email
Simplified IT management
Enterprise Social
Anywhere access to documents
Full Office

[Learn more](#)

The Microsoft logo is placed in the bottom right corner



Exceptions: Adapting the white field

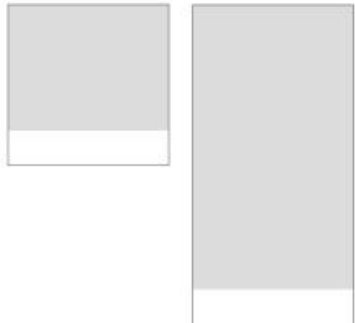
Assets come in many different shapes, and the preferred use will not always be possible. We have developed alternate versions of the white field for a variety of asset orientations.

Follow these parameters for choosing the appropriate white field for your asset:

1. If the asset is square or taller than a square, use the full-width white field
2. If the asset is large and/or wider than a square, use the vertical white field

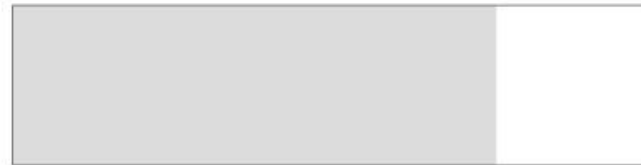
Exceptions and special cases are noted on the following pages

1.



Full-width white field

2.



Vertical white field

Representing
our portfolio

Naming convention and logos for offerings

	Office 2013 suites Office 2013 RT	Office 365 plans	Office Online	Office Mobile Office for iPad
Logo use	 Office	 Office 365	 Office	 Office
Text in Microsoft context (e.g., Office.com, Microsoft.com)	Office 2013 (category) Office Home & Student 2013 Office Home & Business 2013 Office 2013 RT	Office 365 (category) Office 365 Personal Office 365 Home	Office Online (category) Word Online Excel Online PowerPoint Online	Office Mobile (category) Office Mobile for iPhone Office Mobile for Android phones Office Mobile for Windows Phone
First Reference in non-Microsoft environments (e.g., app stores, Amazon.com)	Microsoft Office 2013 (category) Microsoft Office Home & Student 2013 Microsoft Office Home & Business 2013 Microsoft Office 2013 RT	Microsoft Office 365 (category) Microsoft Office 365 Personal Microsoft Office 365 Home	Microsoft Office Online (category) Microsoft Word Online Microsoft Excel Online Microsoft PowerPoint Online	Microsoft Office Mobile (category) Microsoft Office Mobile for iPhone Microsoft Office Mobile for Android phone

Note: Consumer SKUs shown; commercial SKUs follow similar approach

Using app icons and logos

Logotype

Use when the Office brand is the hero
(i.e. Office Home and Student packaging)

Word

Excel

Lync

Icon

Assets should generally be “clickable”
elements within digital elements.
Use with purpose, do not over clutter



Logos

No more than one other logo should appear with the
Microsoft logo on an asset. Use plain text or logotypes for
products instead.



App logotypes, icons, and lockups

There are two sizes of app lockup:

The 88-pixel, standard-size app lockup and the 30-pixel, small-format app lockup.

Standard-size app lockups are 88 pixels high and contain more icon detail. They are most appropriate for stand-alone references to the app, such as in hero marketing and product pages.

Small-format app lockups are 30 pixels high and contain less icon detail. They are most appropriately used within the context of Office in small spaces, such as OEM SKU choosers.

On Brand Tools, you can tell the standard-size lockups from the small-format lockups by the display name, description and file name. File names contain either "88" or "30" to distinguish them.



OneNote

Standard-size lockup
88 pixels high



OneNote

Small-format app lockup
30 pixels high

Localization of our brands, names, and terms

Localization is handled through a rigorous process. It evaluates customer-friendliness, trademark protection, and local laws and regulations.

Ordinarily, brand names, app names, and server names are used globally in English and are not localized. These would include Office, Office 365, Word, Excel, PowerPoint, SharePoint, Exchange, Lync, etc. There *are* rare exceptions to this approach.

Trademarked terms are used globally in English and are not localized. These could include hero features or other terms that are trademarked in English.

Additional text in SKU names, suites, and other non-branded terms might be localized depending on a number of factors. For example, terms such as these might be localized: Home & Student, for Government, for Enterprise. Whether to localize non-brand or non-trademarked terms varies by market.

For a complete list of localized terms, please visit [//termstudio](#).

For SKU or product naming questions email the Office localization team at:
obrand@microsoft.com



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