

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 365 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 brand elements

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”.

The Microsoft 365 product is based on the Microsoft brand so you will need to familiarize yourself with the Microsoft brand guidelines as well.

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 grey sans-serif font.	Use for all marketing and platforms.
App launch 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').	Product app launch 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.

Microsoft 365 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.

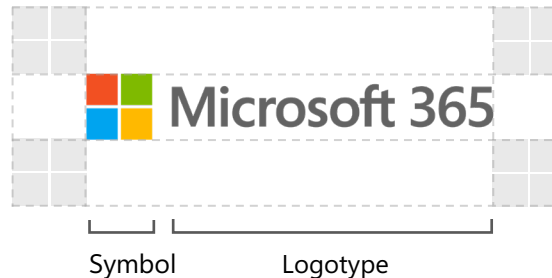
The logotype must also meet accessibility standards with a 3:1 contrast ratio to adjacent colors. Best practice is to adjust the background colors to accommodate accessibility, not the logo.

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

Horizontal logo (preferred)



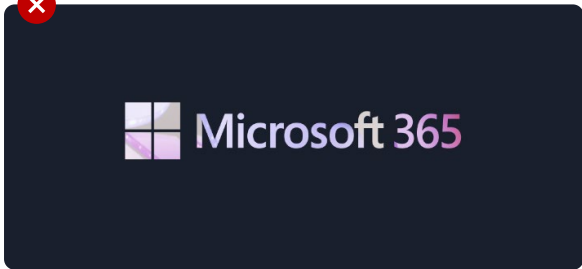
Clear space



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 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.



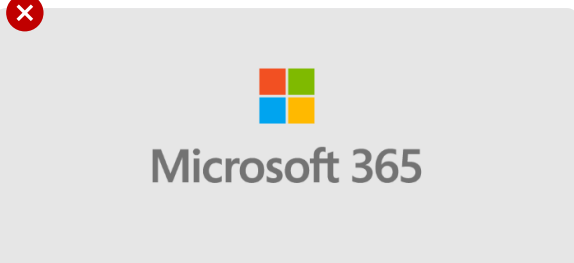
Don't use the logo as one color (symbol should be in full color whenever possible).



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 app 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



Copilot



Excel



Exchange



Forms



GroupMe



Kaizala



Microsoft
Defender



Microsoft
Editor



Microsoft
Lists



Microsoft
Loop



Microsoft Places



Microsoft Teams



OneDrive



OneNote



Outlook



Planner



Power Automate



Power BI



Power Pages



PowerPoint



SharePoint



PowerApps



Skype for
Business



Sway



Visio



Viva Engage



Whiteboard



Word

Icon 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.

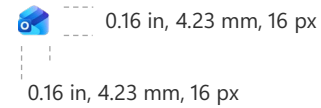
Minimum clear space



Minimum clear space for labeling app name



Minimum icon size

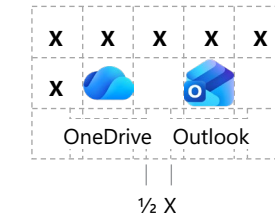


Note: Product and app icons under 33 pixels in size, which have a square letter tile in them, use a specially enlarged icon tile and shadow.

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.

