Microsoft Technology Centers

FY18 Brand Guidelines

Microsoft

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The Microsoft Technology Centers (MTC)
visual identity aligns with the Microsoft visual identity
system, which capitalizes on our next
wave of product offerings.

It helps us be clear, simple, and direct.
It elevates the content that matters most.
It creates delightful connections.

This guide is designed to help ensure a consistent Microsoft Technology Centers experience for employees, partners, and customers who interact with MTC, and should be used when creating everything from signage and web presence to e-newsletters, print collateral, and presentations. It gives basic instruction and advice regarding the treatment and use of the identity system elements, as well as branded examples of completed pieces to use as inspiration and reference.

For details about the overarching Microsoft brand, including guidance on logo, typography, grids, and layouts, please visit:
aka.ms/brandcentral

Microsoft Technology Centers visual identity

The identity elements—logo, typography, color, grids, and imagery—make it easier to create memorable internal and external communications.
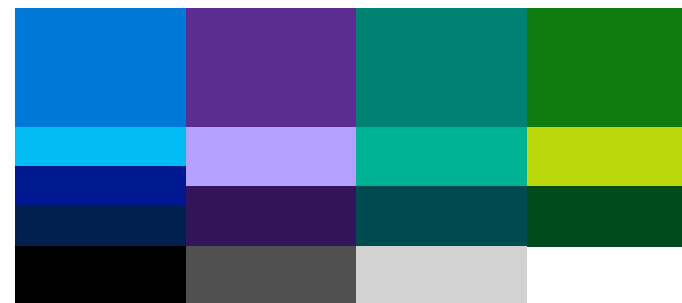
Logo

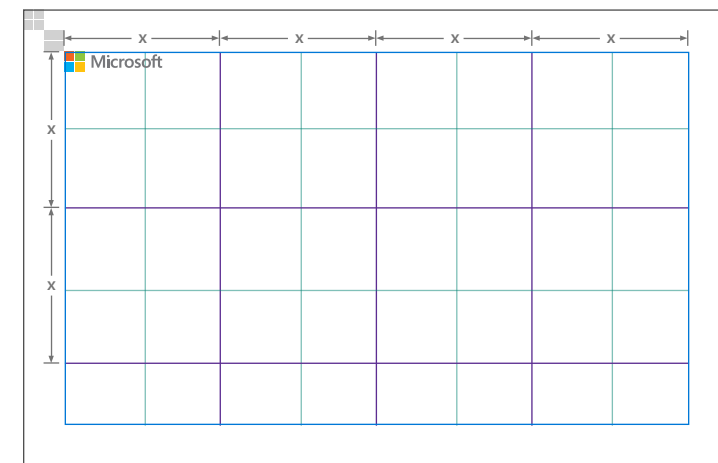## Type

Segoe Light

Segoe Regular

Segoe Bold

Color

Microsoft Technology Centers logotype

Microsoft
Technology
Centers

Microsoft Technology Centers

Layout grids

Photography

Use the full-color Microsoft logo

The Microsoft logo must be used on all internal and external communications. The logo is intended for use by corporate organizations and facilities; certifications and subscriptions; programs and events; competitions; corporate solutions (multiproduct); hardware; and Microsoft technologies, services, and products.

The logo = symbol + logotype

The logo has two components — the symbol with multiple squares of color intended to symbolize the company's diverse portfolio of products, and the logotype that uses the Segoe typeface used in our products and marketing communications. The symbol must be used as part of the logo in all communications.

Clear space

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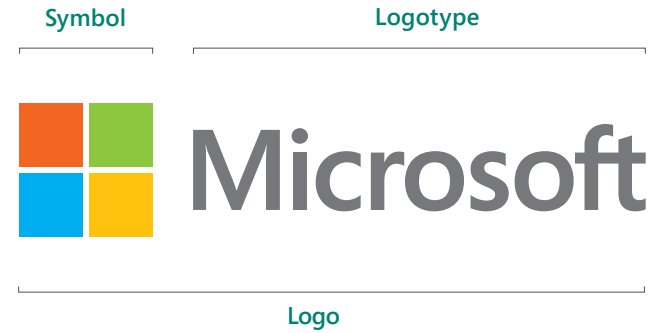
Minimum size

The minimum size of the logo can be measured correctly two ways.

By height. On-screen, the Microsoft logo symbol should never be smaller than 15.5 pixels tall. In print, it must appear at least .22" (5.5 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 inch (25.4 mm) wide.

Trademark symbols

In marketing, trademark symbols on the logo are no longer necessary, except in consumer packaging applications.

Symbol   Logotype

Logo

Minimum clear space

Minimum size

On-screen: 15.5 px
Print: .22" (5.5 mm)

On-screen: 70 px
Print: 1" (25 mm)

Color variations

Use the full-color logo. Use the positive version (logotype in gray) on light or white backgrounds. The full-color reverse logo may be used on dark color backgrounds, and on dark areas within photographs.

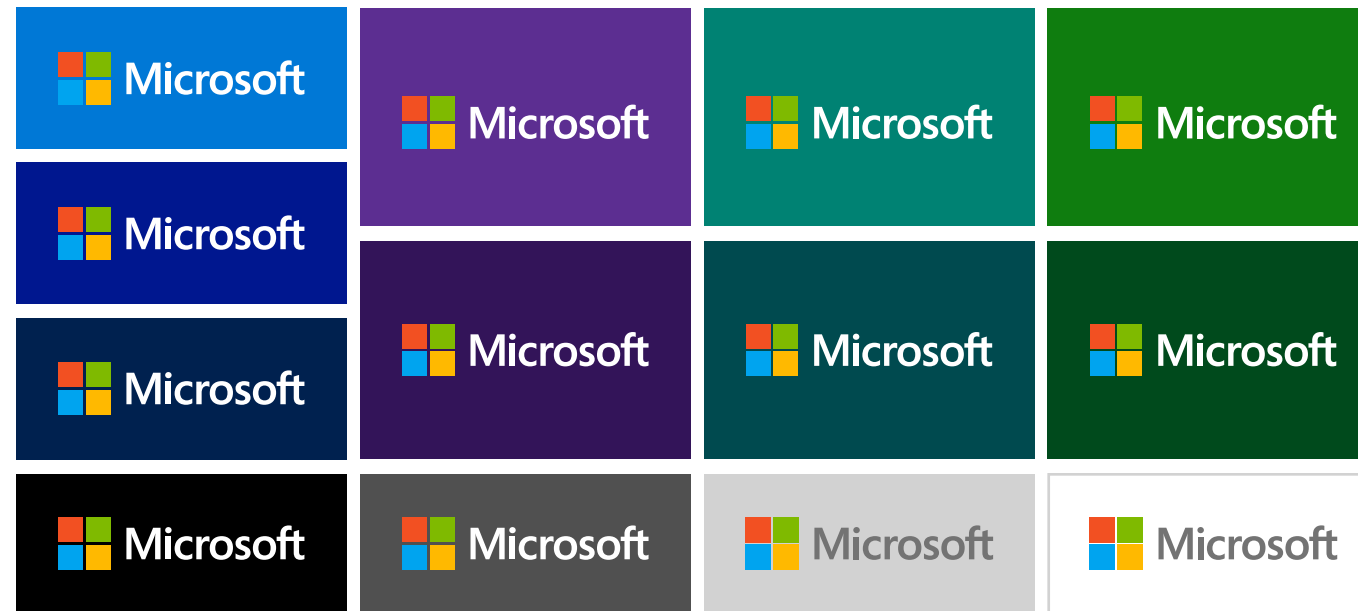To download the official logo art, visit: aka.ms/brandcentral

Acceptable backgrounds for the full-color logo

The full-color logo may be shown on any of the colors shown here or on simple areas of photographs. See page 8 for color values.

Full-color positive

Full-color reverse

Blue
Mid Blue
Dark Blue
Rich Black

Purple
Dark Purple
Dark Gray

Purple
Dark Purple
Dark Gray

Green
Dark Green
White

The MTC
visual identity

Our visual identity is a combination of our name, Microsoft Technology Centers, in Segoe font, and with or in blue (PMS 3005).

There are a variety of combinations, and you can select what is best for your layout—typeset horizontally, stacked, in a band of color or in a tile.

Consider usage and audience when selecting singular or plural.

Design files are available in both for the tile. To see examples of our visual identity, refer to the collection on page 18.

Logotype

Microsoft Technology Centers

Logotype stacked

Microsoft
Technology
Centers

In banner example

Microsoft Technology Centers

Tile

Microsoft Technology Centers

Microsoft Technology Centers
Experience the Microsoft Cloud

Alternate — Singular

Microsoft Technology Center

Alternate — UK

Microsoft Technology Centres

Alternate — French

Centres technologiques Microsoft

Minimum Clear space

Microsoft Technology Centers

Microsoft Technology Centers

Use Segoe everywhere

Segoe is the Microsoft proprietary type family and includes Segoe UI and Segoe Pro. Segoe UI is the font that's used for on-screen and digital executions. Segoe Pro is the font that's used for print and graphic executions.

If type will be used larger than 1 inch (25 mm) tall, use the "display" version of the font provided on Brand Central.

To download the Segoe font family, visit:
aka.ms/brandcentral

Segoe Light
Segoe Regular
Segoe Bold

Segoe UI (on-screen)

Segoe UI Light

Segoe UI Semilight

Segoe UI Regular

Segoe UI Semibold

Segoe UI Bold

Segoe Pro (on-screen)

Segoe Pro Light

Segoe Pro Semilight

Segoe Pro Regular

Segoe Pro Semibold

Segoe Pro Bold

Size and weight

- Limit type to no more than three sizes or weights.
- Use Light or Semilight for large headlines, and Regular or Semibold for increased legibility at small sizes.
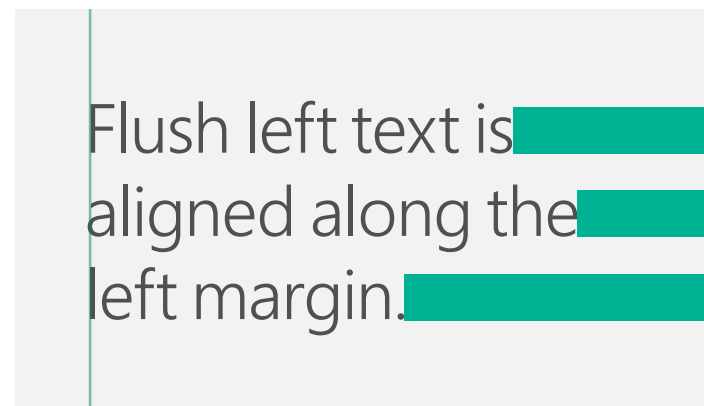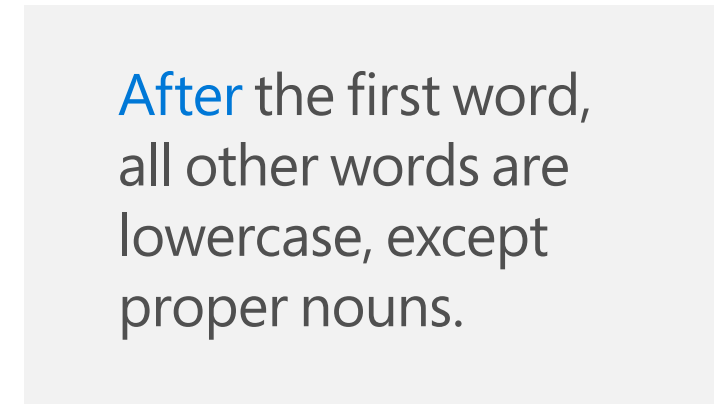
Case

- Sentence case is our standard for all communications.
- Use all-uppercase sparingly for titles, short headings, or subheadings—and never for full paragraphcs.
- Don't use all-lowercase type.

Alignment

- Set type flush left, ragged right.
- Center type very rarely.
- Avoid widows, orphans, and lines that end with hyphens.

Alignment

- Segoe is designed so that letter spacing and word spacing are set to 0 by default. In some cases, spacing may need to be adjusted. Make sure that letters never touch one another, except for ligatures.

Headline

Subhead

Body copy

After the first word, all other words are lowercase, except proper nouns.

Flush left text is aligned along the left margin.

As Gregor Samsa awoke one morning from uneasy dreams he found himself transformed in his bed into a gigantic insect.

He was lying on his hard, as it were armor-plated, back and when he lifted his head a little he could see his dome-like brown belly divided into stiff arched segments on top of which the bed quilt could hardly keep in position and was about to slide off completely. His numerous legs, which were pitifully thin compared to the rest of his bulk, waved helplessly before his eyes.

We are colorful

The Microsoft Technology Centers color palette consists of colors selected from the Microsoft color palette and should be used across all MTC brand materials. Blue, purple, teal, and green are the four core colors of the MTC brand, and should be used most frequently within layouts. The secondary palettes of lighter and darker tints provide a wide range of supporting colors.

White, gray, and black are additional supporting colors, used for copy. White may also be used as a background.

Use CMYK builds and PMS colors for print applications. RGB and hex formulas are for on-screen and digital use.

Please note that each color has been optimized for on-screen (RGB) or print (solid or 4CP) reproduction. The specific RGB color formula, PMS color, and CMYK color formula are provided here and must be specified individually for each color. Do not use the automated color conversion tools in your software.

Core colors

Blue
R0 G120 B215
HEX #0078D7
C100 M30 Y0 K0
PMS 3005

Purple
R92 G45 B145
HEX #5C2D91
C80 M100 Y0 K0
PMS 268

Teal
R0 G130 B114
HEX #008272
C100 M0 Y50 K25
PMS 3295

Green
R16 G124 B16
HEX #107C10
C75 M0 Y100 K0
PMS 362

Secondary palettes

Light Blue
R0 G188 B242
HEX #00BCF2
C100 M0 Y0 K0
Process Cyan

Mid Blue
R0 G24 B143
HEX #00188F
C100 M75 Y0 K0
PMS 288

Dark Blue
R0 G32 B80
HEX #002050
C100 M75 Y0 K35
PMS 288

Light Purple
R180 G160 B255
HEX #B4A0FF
C35 M40 Y0 K0
PMS 2645

Dark Purple
R50 G20 B90
HEX #32145A
C90 M100 Y30 K30
PMS 2617

Light Teal
R0 G178 B148
HEX #00B294
C100 M0 Y50 K0
PMS 3275

Dark Teal
R0 G75 B80
HEX #004B50
C100 M50 Y50 K45
PMS 3165

Light Green
R186 G216 B10
HEX #BAD80A
C25 M0 Y100 K0
PMS 382

Dark Green
R0 G75 B28
HEX #004B1C
C95 M45 Y100 K50
PMS 3435

Rich Black
R0 G0 B0
HEX #000000
C33 M33 Y33 K100

Dark Gray
C0 M0 Y0 K80
R80 G80 B80
HEX #505050
PMS Cool Gray 11

Gray
C0 M0 Y0 K20
R210 G210 B210
HEX #D2D2D2
PMS Cool Gray 3

White
R255 G255 B255
HEX #FFFFFF
C0 M0 Y0 K0

A well-defined grid gives your design a solid foundation

Grids help balance your layout, creating the visual organization that will guide customers to the most important messages. Grids help deliver our messages in a clean, simple, and direct way, and make our communications feel like they come from Microsoft.
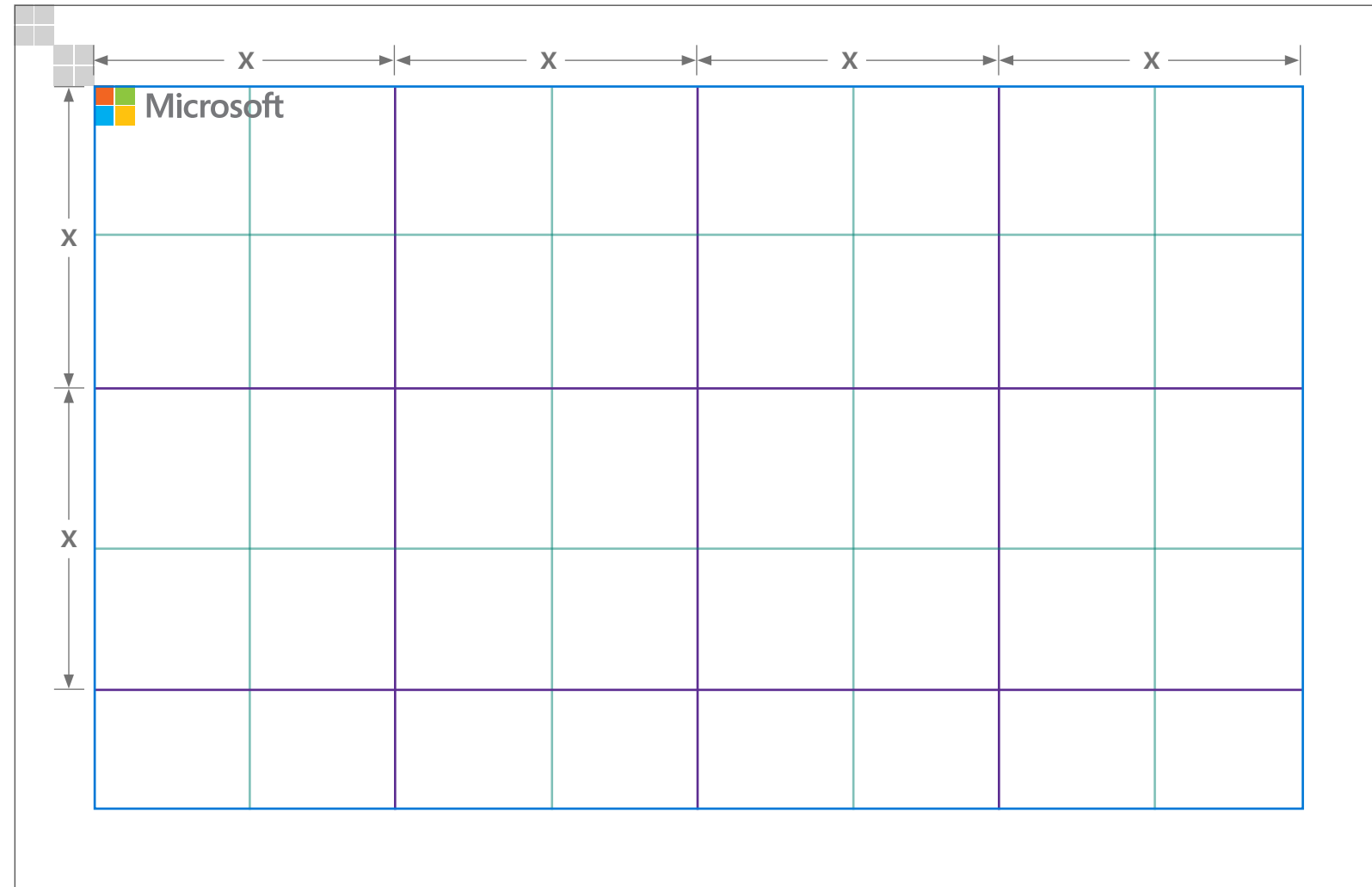
Determine the margin

The width of the margin is flexible, but it must be equal on all sides. For print and many digital designs, the margin is determined by the size of the logo. The minimum margin is equivalent to the height of the symbol. Margins can be larger, using multiples of the symbol height, for example 1.5 or 2 times the height .

In some cases, the width of the margin may need to be based on the "live area" of the page to avoid losing important content because of print or projection limitations.

Define the columns and base grid unit

Divide the dimension inside the margins into the minimum number of equal width columns needed for the composition. Use this dimension to create equal height rows. These columns and rows will create equal-sized squares that form the base grid unit.

Once a grid has been established, the same grid needs to be used throughout the entire multipage document or layout.

Note
Not all page sizes will allow you to create a perfect grid of squares. In that case, continue to use a square-based grid, but allow the last row or column to be narrower than the others.

Blue line = margin

Purple lines = square grid

Teal lines = optional subdivided grid

MTC imagery

Approved MTC photographs are available for download at:
microsoft.sharepoint.com/teams/MTCTeam

BriefingSuite_Environment01.jpg
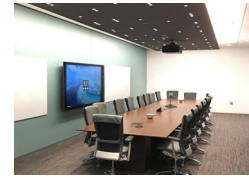
BriefingSuite_Environment02.jpg

BriefingSuite_Environment03.jpg
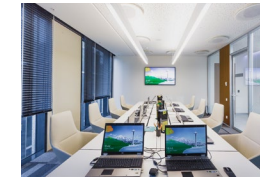
DevSuite_Enviroment01.jpg

EC_Environment02.jpg

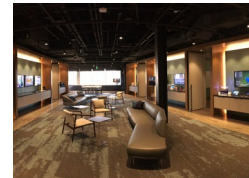EC_Environment03.jpg

EC_Environment4.jpg
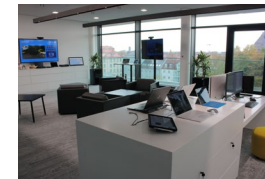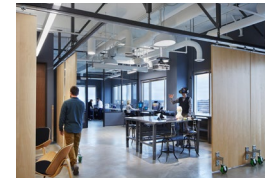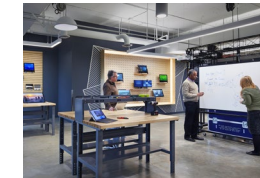
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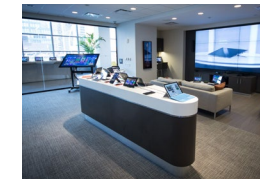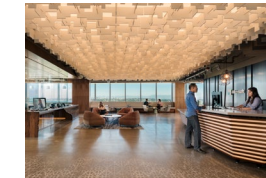
IC_Environment02 .jpg

IC_Environment03.jpg

IC_Environment04.jpg

IC_Environment05.jpg

IF_Environment01.jpg

IF_Environment02.jpg

Reception_Environment01.jpg

Reception_Environment02.jpg
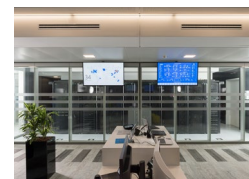
SDC_Environment01.jpg

TrainingRoom_Environment01.jpg

Lifestyle imagery

We believe in making people the heroes of our photos. They're beautiful, provocative, diverse, interesting, and capable of stirring emotion and excitement.

Approved lifestyle photographs are available for download at:
microsoft.sharepoint.com/teams/MTCTeam

Portrait01.jpg

Portrait02.jpg

Portrait03.jpg

Portrait04.jpg

Portrait05.jpg

Portrait06.jpg
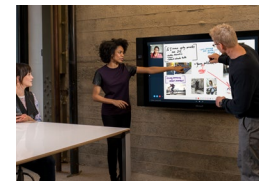
Portrait07.jpg

Portrait08.jpg

Portrait09.jpg

Portrait10.jpg

Portrait11.jpg

Portrait12.jpg

Portrait13.jpg

Portrait14.jpg

Portrait15.jpg

Portrait16.jpg

Portrait17.jpg

Portrait18.jpg

Portrait19.jpg

Portrait20.jpg

Portrait21.jpg

Portrait22.jpg

Portrait23.jpg

Portrait24.jpg

Industry imagery

Approved photographs are available for download at:
microsoft.sharepoint.com/teams/MTCTeam

Education01.jpg

Education02.jpg

Energy01.jpg

Finance01.jpg

Finance02.jpg

Finance03.jpg

Finance04.jpg

Government01.jpg

Healthcare01.jpg

Healthcare02.jpg

Healthcare03.jpg

Healthcare04.jpg

Hospitality01.jpg

Manufacturing01.jpg

Manufacturing02.jpg

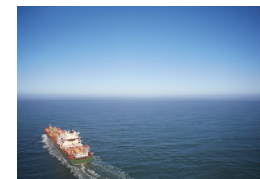Manufacturing03.jpg

Manufacturing04.jpg

Manufacturing05.jpg

Retail01.jpg

Retail02.jpg

Retail03.jpg

Retai04.jpg
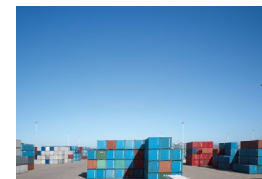
Shipping01.jpg

Shipping02.jpg

US city imagery

The collection of city skyline imagery highlights the beautiful and iconic architecture of the cities that the Microsoft Technology Centers reside in. In all pieces that reference a specific MTC, the correlating city skyline image should be incorporated into the design layout, whether as a background image or as a tile image.

Approved city photographs are available for download at:
microsoft.sharepoint.com/teams/MTCTeam

Atlanta.jpg

Boston.jpg

Charlotte.jpg

Chicago.jpg

Dallas.jpg

Denver.jpg

Detroit.jpg

Houston.jpg

Irvine.jpg

LosAngeles.jpg

Minneapolis.jpg

NewYork.jpg

Philadelphia.jpg

Reston.jpg

Seattle.jpg
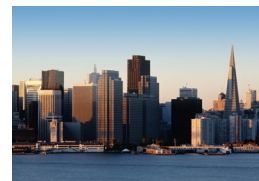
SiliconValley.jpg

StLouis.jpg

Sanfrancisco.jpg

Worldwide city imagery

The collection of city skyline imagery highlights the beautiful and iconic architecture of the cities that the Microsoft Technology Centers reside in. In all pieces that reference a specific MTC, the correlating city skyline image should be incorporated into the design layout, whether as a background image or as a tile image.

Approved city photographs are available for download at:
microsoft.sharepoint.com/teams/MTCTeam

Amsterdam.jpg

Bangalore.jpg

Beijing.jpg

Calgary.jpg

Copenhagen.jpg

Dubai.jpg

Dublin.jpg
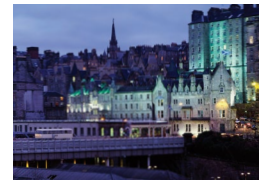
Edinburgh.jpg

Guangzhou.jpg

Johannesburg.jpg

London.jpg

MexicoCity.jpg

Milan.jpg

Montreal.jpg

Moscow.jpg

Mumbai.jpg

Munich.jpg

Novosibirsk.jpg

Paris.jpg

Rio.jpg

SaoPaulo.jpg

Seoul.jpg

Singapore.jpg

Stockholm.jpg
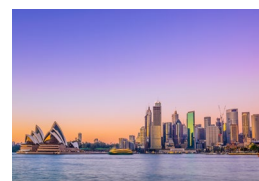
Sydney.jpg

Taipei.jpg
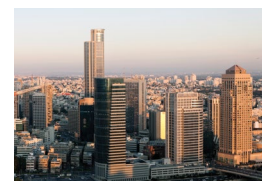
TelAviv.jpg

ThamesValley.jpg

Tokyo.jpg

Toronto.jpg

Illustrations convey what photos can't

To communicate complex and abstract ideas, we need visual tools that tell stories and provide metaphors. Microsoft illustrations are more than sketches. They're stories full of character, delightful surprises — and layers of meaning.

Design with illustration to bring meaning to a specific scenario. Our illustration is always purposeful, never decorative or superfluous.

Four principles guide our illustration

We don't choose one principle over the others. They all work together to create clear and connected stories.

- Tell an engaging story.
- Use active geometry.
- Keep an open composition.
- Apply focused color.

For MTC materials, illustrations should preferably include the colors from the MTC color palette; however, they may also include additional Microsoft colors in small amounts.

The Microsoft imagery library on Brand Tools includes a wide range of Microsoft illustrations to choose from and guidance on how to use them. To view the full library, visit:
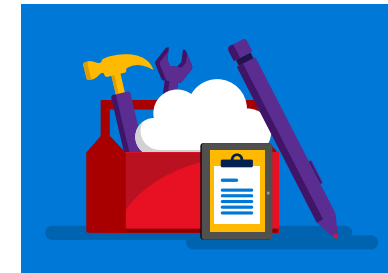aka.ms/brandcentral
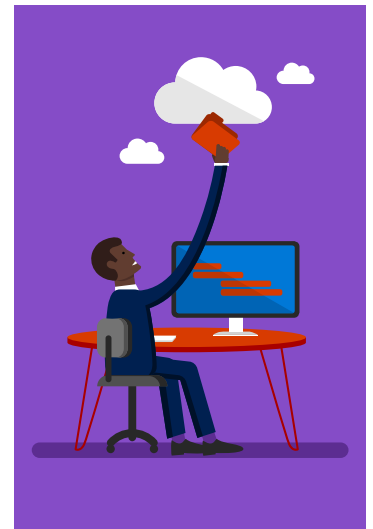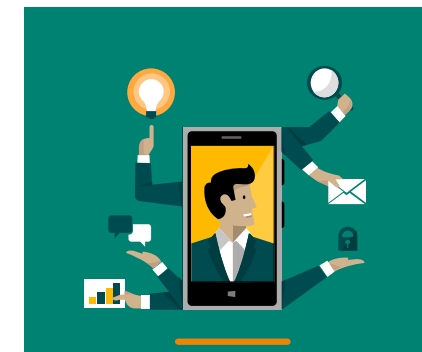
Illustrations for offerings
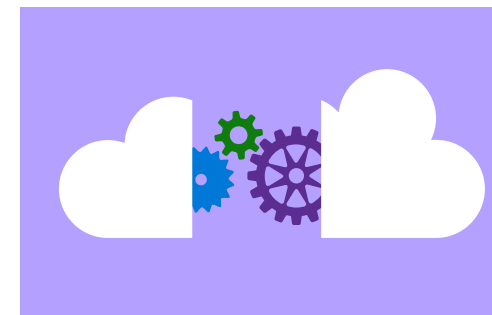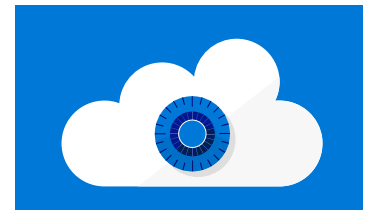
Strategy Briefing
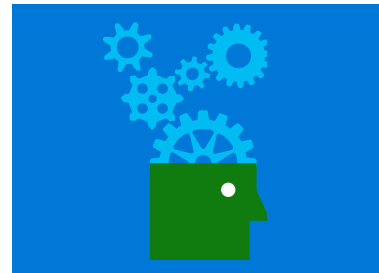
Architecture Design Session

Workshop

Business Integration

Using the Alliance partner logos

Partnerships with industry leaders in hardware, software, and services are an important element in the success of the Microsoft Technology Centers — allowing our customers a more complete offering.

The partner logos should always be shown as a group, in alphabetical order, with the same weight and spacing given to each mark.

Approved logo artwork for each Alliance partner logo is available for download at: microsoft.sharepoint.com/teams/MTCTeam/ SitePages/Home.aspx

Showcase:
Some examples
of what's possible
with the MTC visual
identity system

What we want people to think:

It's fresh
It's simple and easy
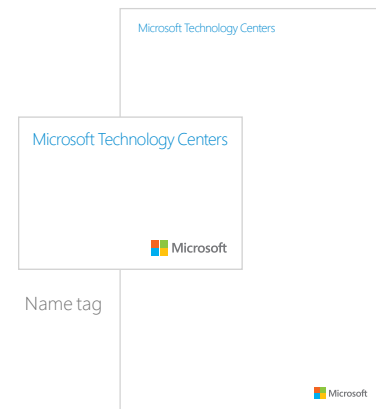It's helpful
It's beautiful—I want it
It feels like Microsoft

Note:

This is an example of how our brand collection works together, and is for educational purposes only. Content may or may not be current. Refer to the MTC Team Portal for current files at:
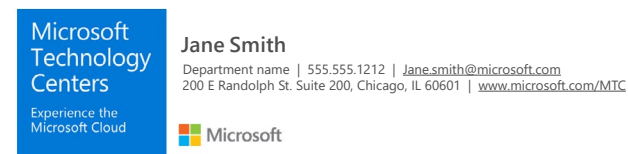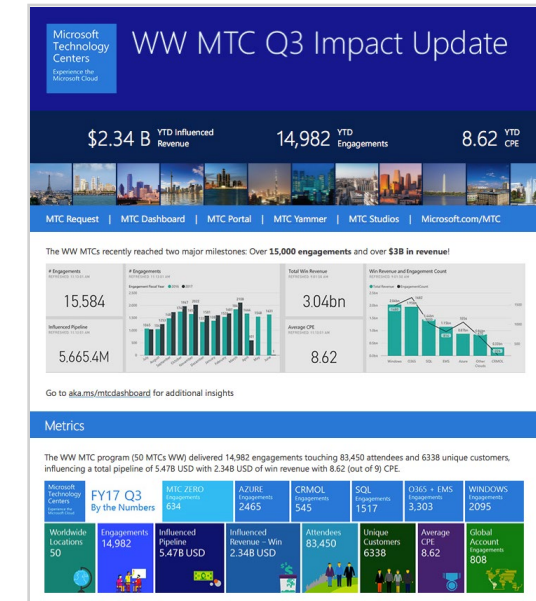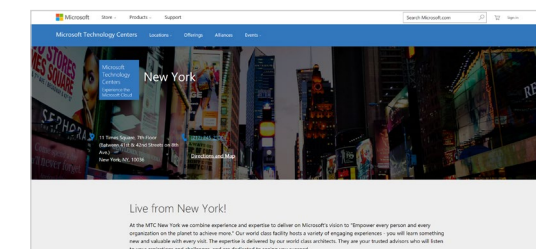
microsoft.sharepoint.com/teams/MTCTeam

MTCx

Impact newsletter

Name tag

Note pad

Pocketed folder

Jacket

Polo

Jane Smith
Department name | 555.555.1212 | Jane.smith@microsoft.com
200 E Randolph St. Suite 200, Chicago, IL 60601 | www.microsoft.com/MTC

Email signature with tile

Thumb drive

Web page