



Guidelines for partner-led marketing

When partner technology and
Microsoft technology are integrated

Welcome

Microsoft is grateful for the trust that people place in our products, services, and experiences. This document describes how to use Microsoft brands in partner-led marketing for products or services that integrate with a Microsoft technology. Unless expressly authorized in this document all use of Microsoft trademarks must be consistent with the Microsoft Trademark and Brand Guidelines, which the following guidance is intended to supplement.

If you have questions about this guidance or its applicability to you, please access the resources found at the end of this deck.

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Words to know

The following definitions clarify both the integration scenario and the main terms used in this document.

Integration

Integration refers to partner technologies that integrate with a Microsoft product, service or solution and are provided to end customers as a single offering.

Partner-led marketing and co-branding

Co-branding is the marketing relationship between Microsoft and another company, including Microsoft offerings and third-party products, services, or solutions. Within this scenario (integration), the shared effort is an offering by the partner (product, service, or solution) integrated with a Microsoft technology. The shared effort can also be a direct marketing piece, an ad, an event, a go-to-market venture, or any other type of promotion or communication. The partner should always lead the communications with its own brand identity. The considerations that need to be followed are within this document.

Partner/partnership

Partner means one of the following: (1) a member of the Microsoft Partner Network; or (2) a developer or Independent Software Vendor (ISV) operating under the terms of the Microsoft Developer Agreement, the Microsoft API License and Terms of Use, and the Microsoft Lifecycle Policy (as amended from time to time).

Throughout this document, the fictitious company Contoso is used to represent a partner.

Customer

The entity that buys products, services, or solutions from Microsoft. Customers are currently developing products, services, and solutions based on Microsoft technologies.

End customer

The company or person that is the target audience for the communication of the partnership. The term end customer is different from customer.

Product/app

A self-contained, specialized technology that addresses multiple user scenarios or a single use case.

Examples of Microsoft product/apps: Microsoft Surface Pro and Microsoft Excel.

Flagship offering

Flagship offerings are aligned with and signal Microsoft's long-term strategic intent and have sustained marketing investment.

Flagship offerings for integration may include Microsoft Dynamics 365, Microsoft Power Platform, Microsoft Security, Microsoft Azure, Microsoft Visual Studio, Microsoft 365, Microsoft Office, Microsoft Surface, Microsoft Teams, Microsoft Viva, and Windows.

Use of brand assets

This document provides direction on how to use Microsoft trademarks and brand assets in partner-led marketing for products, services, or solutions that integrate with a Microsoft technology.

Your use of these icons and logos is subject to the guidance in this document as well as the [Microsoft Trademark and Brand Guidelines](#) (as amended from time to time). Your use is permitted only for the duration of the relevant agreement between your company and Microsoft, i.e. (1) the Microsoft Partner Network agreement or (2) the [Microsoft Developer Agreement](#), [Microsoft API License and Terms of Use | Microsoft Docs](#), and [Microsoft Lifecycle Policy](#) (as amended from time to time).



Microsoft logo

The Microsoft logo is comprised of the symbol, our four colored squares, and the logotype.



Microsoft logo lockups

These include logo lockups for flagship offerings. These offerings are aligned to and signal Microsoft's long-term strategic intent and have sustained marketing investment. They include Microsoft 365, Microsoft Azure, Microsoft Teams, Microsoft Surface, among others.



Microsoft product icons

These includes app icons for products such as Microsoft 365, Microsoft Dynamics, Microsoft Azure, and others.

Overall dos and don'ts

It's important to accurately represent the roles of the partnership in both messaging and visuals. Use of Microsoft brands under these guidelines is permitted only in partner owned channels, including partner owned social media channels, websites, and marketing collateral.

To help illustrate the different ways integration works in marketing, Contoso is used as the fictitious partner brand. Paired with that, Contoso Foo is the partner product, service, or solution.



Do always lead with the partner's product, service, or solution name and mention the Microsoft technology after.



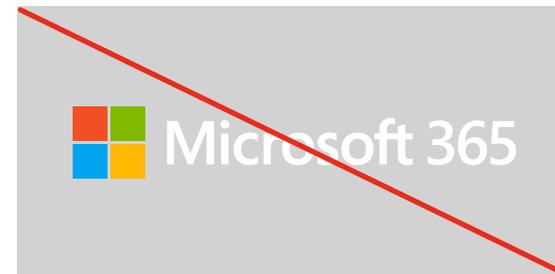
Do properly credit Microsoft technology and clarify roles.



Do lead with the partner's product, service, or solution logo.



Don't lead with Microsoft products/apps, Microsoft flagship offerings, or Microsoft.



Don't use any Microsoft logos or brand elements without proper 4.5:1 contrast.



Don't create hybrid brand identities with the Microsoft symbol, fonts, colors, illustrations, or photography.

Messaging: Microsoft product/app level

Use "integrated with" when communicating about a partner product's integration with a Microsoft product.

Partner should use their product, service, or solution name (Contoso Foo). The only exception is when the name of the product and the company are the same (Contoso).

For all uses

Integrated with

Example

Contoso Foo integrated with Microsoft Excel

Example

Headline

Contoso Foo integrated with Microsoft Excel

Body copy

We've worked hard to ensure that Contoso Foo integrates with Microsoft Excel, one of the most popular and widely used tools in business. Now companies can use Excel with ease along with Foo.

Product name use

The first mention of a Microsoft product or service needs to include Microsoft in the name, such as Microsoft Excel. Following mentions in the same paragraph or mentions close in proximity can be Excel.

Messaging: Microsoft flagship offering level

Use the following language when communicating about an integration with a Microsoft flagship offering.

Partner should use their product, service, or solution name (Contoso Foo). The only exception is when the name of the product and the company are the same (Contoso).

When a partner's product, service, or solution uses Microsoft as a host platform

Built on

Example

Contoso Foo built on Microsoft Azure

When Microsoft is a key ingredient in a partner's product, service, or solution

Works with

Example

Contoso Foo works with Microsoft 365

When a partner's product, service, or solution is made exclusively for Microsoft

Designed for

Example

Contoso Foo designed for Microsoft Surface

For all uses or when unsure

Integrated with

Example

Contoso Foo integrated with Microsoft Teams

Example

Headline

Contoso Foo built on Microsoft Azure

Body copy

Contoso Foo is now built on Microsoft Azure, the robust cloud computing service. This partnership opens new realms of possibility, all thanks to a range of Azure's applications.

Note on second mention

The first mention of a Microsoft flagship offering needs to include Microsoft in the name, such as Microsoft Azure. Following mentions in the same paragraph or mentions close in proximity can be Azure.

Messaging: Microsoft company level

The following guidance applies when communicating about a partnership with Microsoft. Only use messaging that conveys an accurate representation of the relationship.

Example

Headline

Contoso and Microsoft

Body copy

Contoso and Microsoft collaborate to unite data, content, and processes, so you can transform your business and deliver the exceptional experiences that customers want at any time and across all touchpoints.

Microsoft product/app icon use

Product/app icons are only used for these purposes:

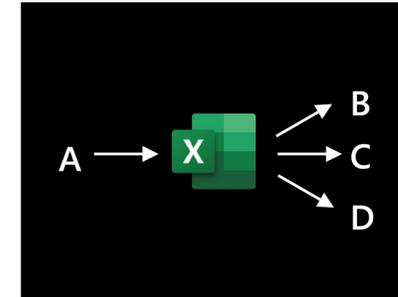
1. Functionality: when an icon is required to open, link to, or launch experiences.
2. Graphic continuity: when a set of offerings is represented with icons.
3. Representation in a diagram: when visually depicting the relationship between a product or app and other elements in a diagram.
4. At point of sale/retail, including SKU choosers, where a graphic is needed to represent the Microsoft app, like a Microsoft app store image.



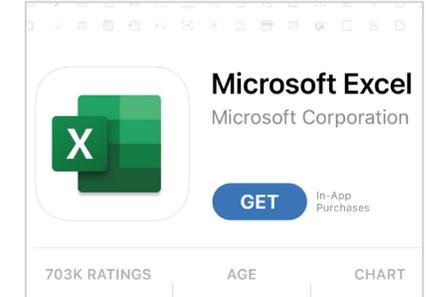
Do use when an icon is required to open, link to, or launch experiences.



Do use when a set of offerings is represented with icons.



Do use product or app icons in diagrams to show function, compatibility, or relationship.



Do use as a graphic to represent the app, like in a Microsoft app store image.



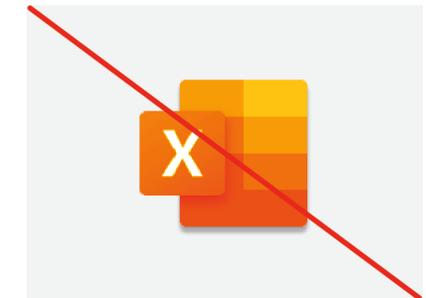
Don't use product or app icon as a logo.



Don't lock up product or app icons with other logos using a binding line.



Don't combine product or app icons with partner logos.

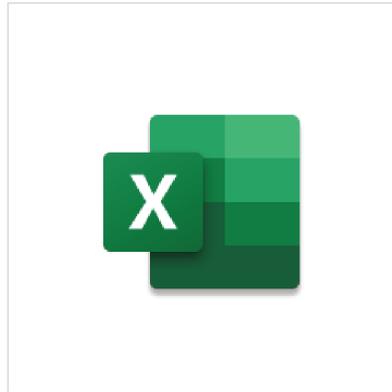


Don't alter the color or design of the product or app icon.

Microsoft product/app icon sizing and clear space

The following are rules for when a partner is using a Microsoft product or app icon.

Product/app icon



White

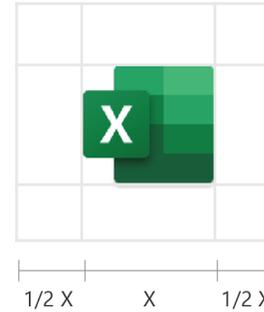


Extra Light Gray



Extra Dark Gray

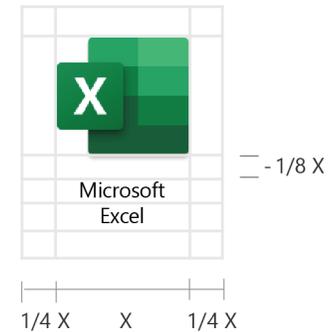
Maximum space



Maximum icon size



Minimum space with name



Minimum icon size



Note: When the product icon is between 16 pixels (minimum size) and 33 pixels, download the version of it for extra small usage.

Logos in proximity with Microsoft flagship offerings

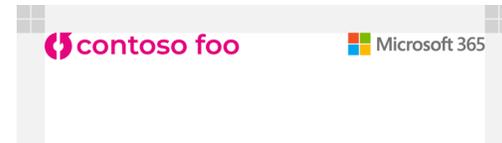
Proximity is the term used to describe the distance and relationship between one logo and another.

The partner's product, service, or solution logo should be used with the Microsoft logo lockup for flagship offerings, unless the partner only has a company logo.

The partner's logo always leads—and is placed in the upper left or lower left corner as shown in the layouts on this page.

The Microsoft logo lockup for flagship offerings should appear 20% smaller than the partner's logo (80%).

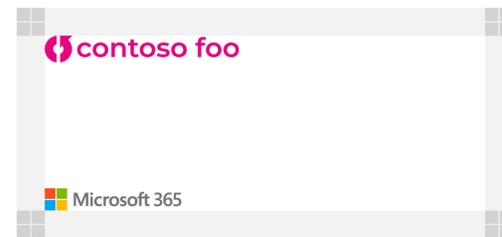
Partner-led placement



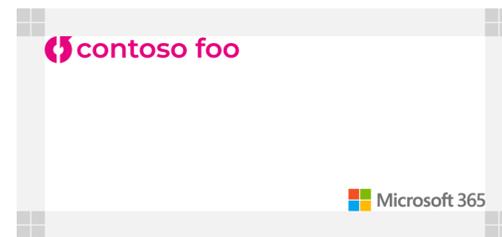
Top aligned



Bottom aligned



Left aligned



Opposite corners

Preferred scaling



The Microsoft logo should appear 20% smaller than the partner's logo. In this example the Microsoft symbol is 80% of the height of the Contoso symbol.

Minimum clear space



The minimum clear space between logos is equal to the width of the Microsoft symbol.

Minimum logo size

On screen 15.5 px
Print 0.22" (5.5mm) [Microsoft 365

On screen, the symbol should never be smaller than 15.5 pixels tall. In print, it must appear at least .22" (5.5 mm) tall.

Logos in proximity dos and don'ts

The following are rules for when a partner is using their logo in proximity to a Microsoft flagship offering logo.



Do use left aligned placement.



Do use top aligned placement.



Do use bottom aligned placement.



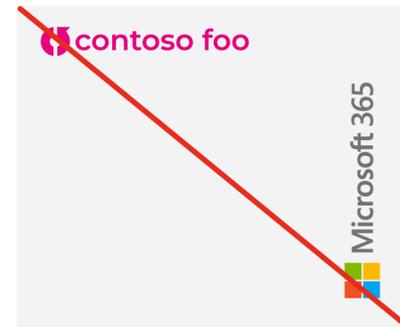
Do use opposite corner placement.



Don't lead with the Microsoft flagship offering logo or make it larger than the partner logo.



Don't alter Microsoft flagship offering logo with partner branding elements.



Don't place the Microsoft flagship offering logo vertically.



Don't combine logos to create a new logo.

Other considerations

Microsoft Partner Network (MPN)

These co-branding and messaging guidelines still apply for all members of the Microsoft Partner Network (MPN). In all scenarios, the partner should lead the communication and use its own brand identity, following local or regional guidance. In addition to this guidance, members are allowed to use MPN specific badges.

Learn more about [Microsoft Partner Network](#).

Certification

Certification copy and badges may only be used in association with products that have been officially certified.

Additional resources

[Use of Microsoft Copyrighted Content](#)

[Microsoft Trademark and Brand Guidelines](#)