

Surface Partner Logo Guidance

Guidelines on how to use the Microsoft Surface logo
In co-branded partner collateral



Welcome

These guidelines cover both the use of Microsoft Surface logos within partner led (created by partner) communications, as well as Surface and partner logos in jointly created communications.

For review or guidance in using the Microsoft Surface logo in your creative, feel free to reach out to our brand email alias:

surfacebrand@microsoft.com.

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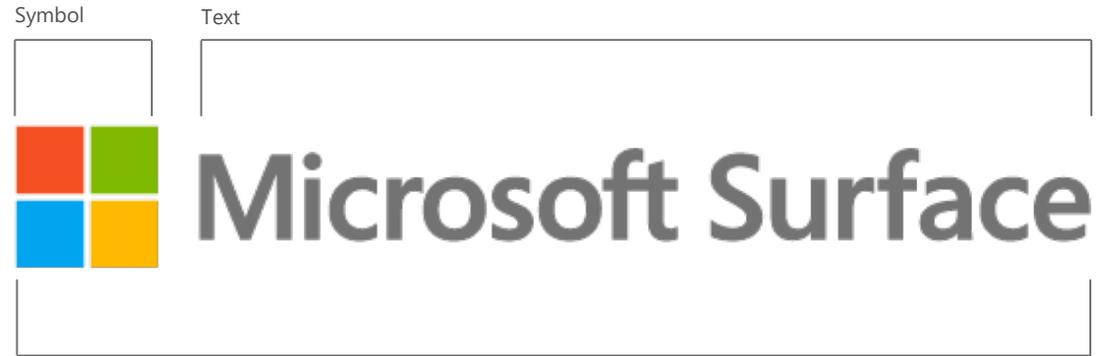
Surface logo



The full color Microsoft Surface logo is used in all Surface-led materials.

The horizontal logo is the preferred logo for all communication.

Use the stacked logo when horizontal space is limited.



Logo lockup – Horizontal logo



Logo lockup – Stacked logo

Minimum size
Print .28 inches/ 7.12 mm/ 16 pixels



Surface logo options



Logo text color used is dependent on the background color.

Full-color logo (Grey text)

Use the full-color logo on backgrounds with light colors or textures.

Knock-out logo (White text)

Use the knock-out logo on backgrounds with dark colors or textures.

If using partner logos with the Surface logo, please make sure the partner logo is accessible on the background.

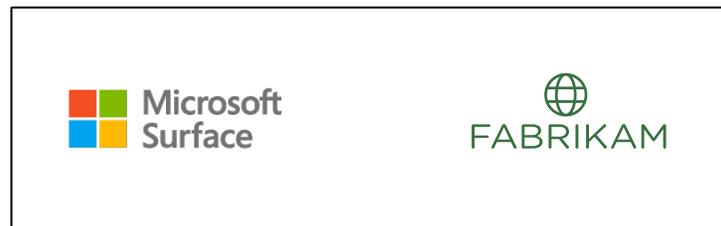
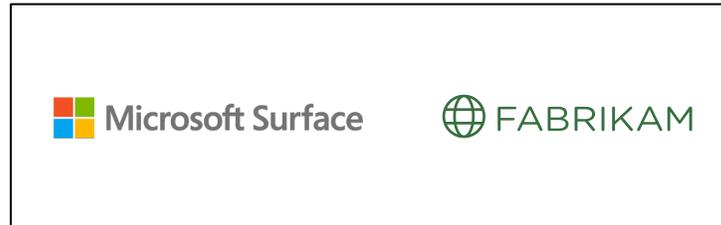
*Fabrikam is a fictitious company



Horizontal with Grey text for light backgrounds



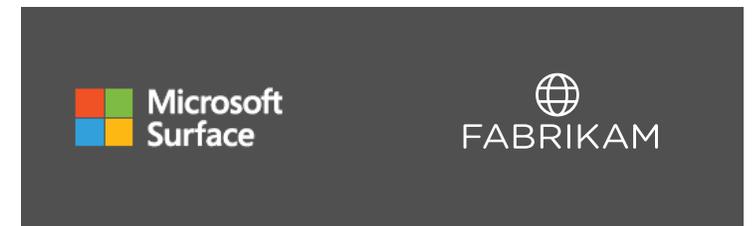
Stacked with Grey text for light backgrounds



Horizontal with white text for dark backgrounds



Stacked with white text for dark backgrounds



Surface logo clear space



Clear space is the minimum distance between the Surface logo lockup and other visual or verbal elements, as well as the edge of a creative execution.

Minimum clear space surrounding the lockup is equivalent to one 4 square symbol of the Microsoft Surface logo on all 4 sides.



Surface logo minimum size and relationship



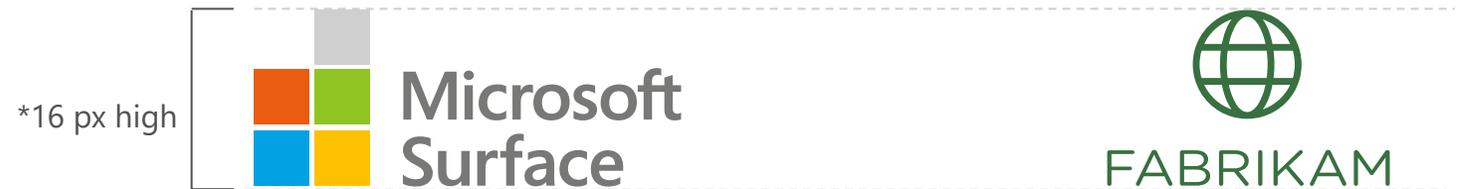
Horizontal logo

Horizontal Surface logo should be no less than 16 px high and partner logo should not exceed more than the height of the horizontal Microsoft Surface logo.



Stacked logo

Stacked Surface logo should be no less than 16 px high and partner logo should not exceed more than 1 symbol square higher than the stacked Microsoft Surface logo.



*Sizes not to scale

Preferred logo placement in Surface-led communication



All partner logos must be placed in the lower right corner of marketing materials. The preferred logo placement for the Surface logo is the upper left corner.

Please follow the minimum size and clear space guidance for partner logos.

The image shows a marketing material layout for Surface devices. At the top left, the Microsoft Surface logo is placed in the upper left corner of a yellow banner. The main headline reads "Introducing the new Surface family with Fabrikam". Below the headline, there is a collection of Surface devices: a Surface Pro, two Surface Laptops, a Surface Monitor, and a Surface Headset. In the bottom right corner, the Fabrikam logo is placed in the lower right corner of a yellow banner. The Fabrikam logo consists of a globe icon followed by the word "FABRIKAM" in a green, sans-serif font.

Surface-led Examples

Here is an example of correct Microsoft Surface logo usage on Microsoft-led marketing material

If you are creating new brand communications or have any questions, please email: surfacebrand@microsoft.com



The new
Surface Book 3



Subcopy goes here...

Buy now



Headline goes here...



Headline goes here...

Buy now



Headline goes here...



Preferred logo placement in partner-led communication



In partner-led creative, Surface logo placement will follow partner creative guidelines. However, we do request that the standard logo guidance be observed in relation to :

- Minimum sizing
- Clear space
- Color
- Accessibility



SAVE BIG ON
MICROSOFT
SURFACE
AT FABRIKAM

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Partner-led Examples

Here is an example of correct Microsoft Surface logo usage on partner-led marketing material.

If you have any questions, please email surfacebrand@microsoft.com.



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20% OFF ON MICROSOFT SURFACE

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Microsoft Surface

FABRIKAM 20% OFF MICROSOFT SURFACE DEVICES



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Microsoft Surface

Creating a partnership logo



Pipe sizing

When showing surface with partnership, and when necessary, use a pipe as a divider.

The height of the pipe is equal to 2 overlapping 4 square symbols and width is equal to the space between the 4 squares.

Visual example

To the right is a visual example of the correct size and spacing for a pipe used to create a partnership lockup.

