

Invent.

Brand identity guidelines
October 1, 2012



Welcome to the new Office brand identity guidelines.

Use these guidelines when creating marketing materials that will be distributed at or after general availability of the new Office.

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- 2 How we talk
- 3 How we look
- 4 How we sound
- 5 Appendix: Verb descriptions

1 Introduction

- 04 Welcome
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- 07 Office and Office 365
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Welcome to the new Office brand.

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

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

Our new brand builds on our fundamental strength—that Office is the best tool to get things done—while enabling us to tell a bigger story about who we are, what we stand for, and what we help our customers to achieve.



Everyday Brilliance

Our brand promise is our core reason for being.

Everyday Brilliance has three tenets:

- Elevate the doers. Office is for people who want to get things done.
- Inspire the journey; celebrate the destination. Office is as much about doing and using the product as it is about the output or end result.
- Liberate people—and ideas. Now with Office, people can get things done from just about anywhere on any device.

Our new creative platform expresses Everyday Brilliance through the power of words, images, and sounds to make our philosophy real in the world.



Office is the master brand that includes all of our productivity products and services.



Office 365 refers to a specific subset of service offerings.

Office is a brand, not a version.

As a brand, it is timeless—its logo does not indicate a version. There is no such thing as Office 2013, because a brand isn't versioned—it always identifies Office.

Although marketing communications highlight what's new in a release to drive upgrades, *do not say "Office 2013."* Instead, to refer to the whole release, say "the latest version of Office" or refer to individual products.

Products, however, do have versions. Products can be suites or individual apps. Products are things like:

Office Home & Student 2013
Office Home & Business 2013
Office 365 Home Premium
Microsoft Excel 2013

Office SKUs

Our consumer and small business offerings include the following SKUs:

- Office Home & Student 2013
- Office Home & Business 2013
- Office Professional 2013
- Office 365 Home Premium
- Office 365 Small Business Premium

When referring to the "hero" SKU, the particular product we're promoting and heavily advertising, we say "Office 365"—and we never attach a version year. At retail, this primarily refers to Office 365 Home Premium.

"Office" refers to all five SKUs above. There is no term that encompasses just the first three.

Don't include 2013

Office

~~Office 2013~~

Office 365

~~Office 365 2013~~

Office 365 Home Premium

~~Office 365 Home Premium 2013~~

Do include 2013

Office Home & Student 2013

Office Excel 2013

Our expression is how we communicate our brand.

Alive with action, Verb is our type-driven expression that explores the unlimited reach of language and the simple power of words. The design is clean and comprises action-based words and five distinctive image styles, creating an “ownable” verbal and visual vocabulary (lexicon) that can be used to declaratively and directly express any message.

Verbs are mainly used one at a time, and sometimes in lists. The manner and context in which they are applied give the direction its authority and edge. The result is a varied, playful, and simple call to action at all times.

Logo



Color



Image



Endorsement

Microsoft

Type

Segoe Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$\$%&?

Segoe Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$\$%&?

Voice

Verb.

Our visual and verbal elements are used in juxtaposition to tell the story.

Juxtaposition is the comparison or contrast of two things presented together.

Unexpected juxtapositions in our communications prompt customers to take a second look at Office, reconsidering what it is and offers.

Juxtapose verb and image.

To create the strongest juxtapositions in communications, verbs and images should always be of the opposite orientation. That is, if a verb is functional/rational, then the image should be provocative/emotional and vice versa.

Functional /
Rational

Provocative /
Emotional

Example



 Office

Pitch.

office.com

Microsoft



Connect.

 Office 365

office.com/365





Ruotare.
Ruotare.
Ruotare.
Ruotare.
Ruotare.
Ruotare.
Ruotare.
Ruotare.
Ruotare.
Ruotare.
Ruotare.



office.com





Elevate.
Collaborate.
Liberate.

The image shows a large, modern building at night with a distinctive diamond-patterned glass facade. The building is illuminated from within, and its lights reflect on the surrounding urban environment. In the foreground, the tops of several cars are visible on a city street. To the right, another tall building is lit up, and streetlights cast a warm glow. The overall scene is a vibrant depiction of a city at night.

2 How we talk

- 20 Verbal principles
- 22 Verb list
- 23 Messaging
- 24 Verbal brand don'ts

Our verbal principles
describe how we talk.

Use verbs to inspire action.
Create juxtaposition.
Celebrate the process ...
And celebrate the results.
Ban tech-speak, jargon, or lingo.
Less is always more.

Use verbs to inspire action.

Use language to challenge people and inspire their sense of purpose.

Create juxtaposition.

Juxtapose functional/rational verbs with emotional/provocative visuals and vice versa to elevate our message and encourage a second look at Office.

Celebrate the process ...

Tell the stories of how people achieve things with Office. Emphasize details that show process and humanity to add texture to communications.

And celebrate the results.

Tell a complete story by also showing the results of what people achieve with Office to fully deliver on our promise of Everyday Brilliance.

Ban tech-speak, jargon, or lingo.

Write like people, not like computers.
Everyone should be able to understand us.

Less is always more.

Use the minimum number of words to convey the maximum amount of impact.
Edit several times if necessary.



Headline = Verb.

Use an active verb as a headline. Verb is both a visual and a verbal device, so carefully select an approved verb from the list that speaks to, yet elevates, your message to create maximum interest. (Do not create new verbs.)

Always consider the juxtaposition and overall context of the communication you are creating.

These verbs have been carefully localized in more than 40 languages. Contact us to access those lists or to request additional languages:

offbrand@microsoft.com

(For more information on the selection and best use of each verb, see Appendix: Verb descriptions.)

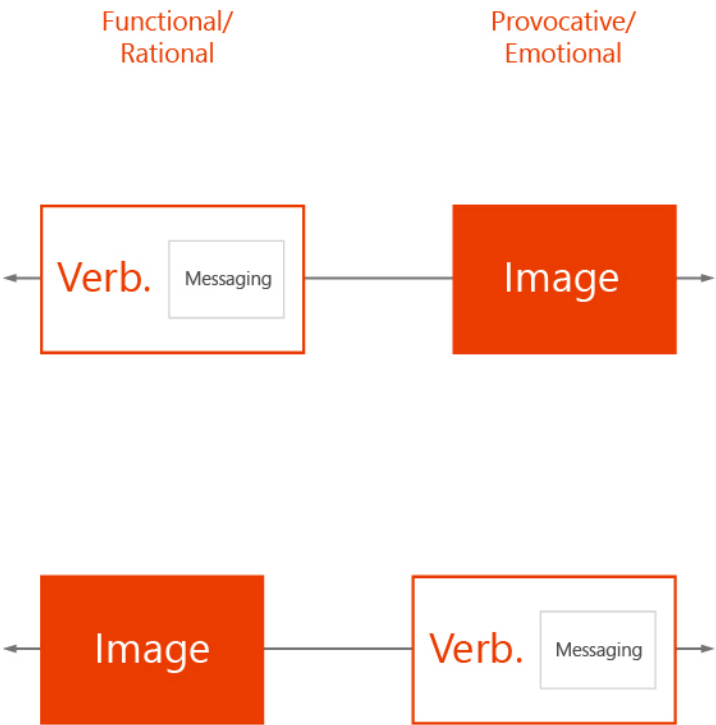
Align.	Design.	Join.	Poeticize.
Amaze.	Discover.	Jot.	Rally.
Analyze.	Edit.	Liberate.	Rev.
Assemble.	Electrify.	Meld.	Rotate.
Begin.	Elevate.	Mobilize.	Secure.
Capture.	Evolve.	Move.	Shape.
Catalyze.	Expand.	Multiply.	Shine.
Collaborate.	Explore.	Narrate.	Spark.
Compose.	Gather.	Percolate.	Speak.
Connect.	Imagine.	Personalize.	Unite.
Circulate.	Innovate.	Pitch.	Unleash.
Customize.	Invent.	Pivot.	Voice.

Messaging

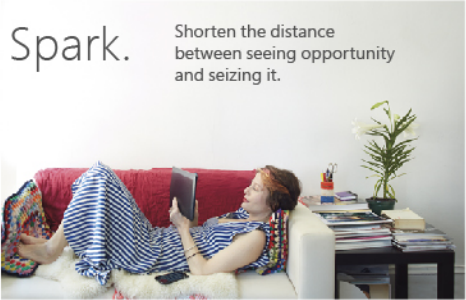
Messaging is often a mix of functional/rational tones and provocative/emotional tones. Communications for Office grab viewers' attention by juxtaposing an image with one tone with messaging of the opposite tone.

To ensure that juxtaposition occurs between the verbal and visual elements, treat the verb headline and copy as one messaging unit. Choose a verb that aligns with the dominant feel of the copy. So if the copy is more functional/rational, then the verb should also be functional/rational.

The chosen verb should reference the content of the messaging in an elevated way without repeating any verbs in the messaging.



Example



Don'ts

Don't use multiple-word headlines.

Use single verbs to reinforce a confident call to action.

Don't use conjugated verbs.

Infinitives create a call to action. In non-English languages that require conjugation, approved translations of the verbs exist.

Don't use unapproved verbs.

Use single-word, infinitive verbs from the list on page 22.

Don't juxtapose messaging and verb.

Align messaging with the tone of the verb headline and elaborate on it.

Don't literally describe the image.

Use verbs that provoke interest and elevate the communication.

Don't write more just to fill space.

Instead, just keep your message simple and clear.

Connect

and add Office to your PC today.

DON'T use multiple-word headlines.

Assembling.

DON'T conjugate verbs (in English).

Diverge.

DON'T use unapproved verbs.

Edit.

Your fastest route
from inspiration
to expression.

DON'T juxtapose messaging and verb.



DON'T literally describe the image.

Share and edit documents
in real time from virtually
anywhere, on almost any
device you choose.

The new Office let's you work
on your terms. To find out more
about a more liberated way of
working visit www.office.com.

DON'T write more just to fill space.

3 How we look

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Our visual principles
describe how we look.

Provoke, then sell.

Tell stories.

Show benefits.

Products reflect people.

Juxtapose visuals with messaging.

Less is always more.

Provoke, then sell.

Use visuals and language to challenge people and inspire their sense of purpose.

Tell stories.

People and their work are the heroes of our brand. Show how people work, live, and laugh in their daily lives and how Office plays a part.

Show benefits.

Don't focus only on devices and product. Zoom out to show how Office enables and benefits the people who use it.

Products reflect people.

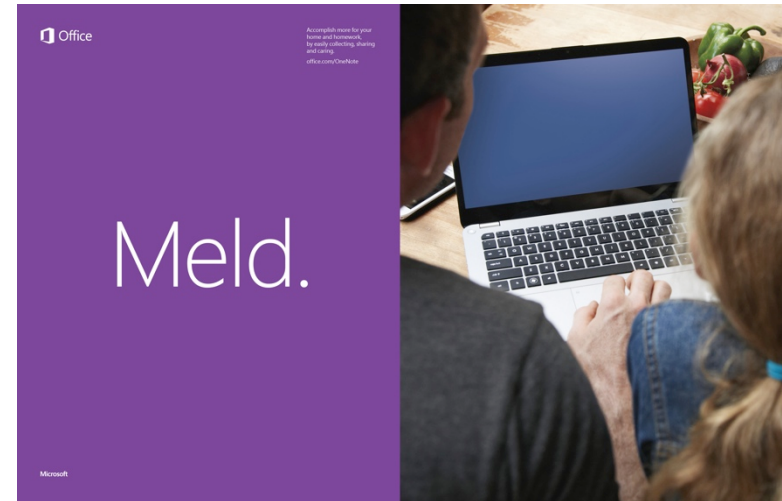
Showcase our products in a way that demonstrates how the Office experience is unique to everyone, from the device they run it on to what's on the screen.

Juxtapose visuals with messaging.

Choose your image to elevate messaging beyond the literal to create interest and encourage a second look at Office.

Less is always more.

Like our product, our brand is all about the fierce reduction of elements. Create memorable communications by avoiding visual clutter.



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.

Logo without trademark symbols

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. For detailed guidance, visit <http://lcaweb/ctp/trademarks/pages/trademark-list-and-usage.aspx>.



Symbol

Office

Logotype



Logo

Logo with trademark symbols

Our logo with trademark symbols 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.

For more details, please visit <http://lcaweb>.



Let the logo 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 symbol.

Minimum size

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



Print: 0.2" (5 mm)

Screen: 15 px

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
R235 G60 B0

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

White logo on orange background



Orange logo on white background



The gray and black logos are for limited use.

In addition to Office Orange, we employ a wide family of colors that directly speaks to our family of apps. Each app has a fixed color for its identity (see next page).

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

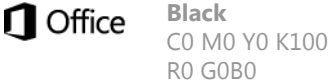
Use the gray Office logo over white or light-toned areas of photography. Also use the gray logo in app-specific communications that have a white background; this avoids a clash between the orange Office logo and the app's leading color.

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

Gray and black



Cool Gray 11
C0 M0 Y0 K80



Black
C0 M0 Y0 K100
R0 G0 B0

Use the white logo on dark backgrounds.





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 a logo lockup of Office 2013.



DON'T create a 3-D logo.

Always include the Microsoft endorsement.

Color relationship

The Microsoft logo should appear in the same color as the Office logo. White may be used when the background provides insufficient contrast.

Size relationship

The recommended size of the Microsoft logo is 1/2 the cap height of the Office logo.

For small-scale applications, the size of the Microsoft logo is 4/5 the cap height of the Office logo.

Placement

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



Microsoft

1/2 cap height of Office logo

Small-scale applications



Microsoft

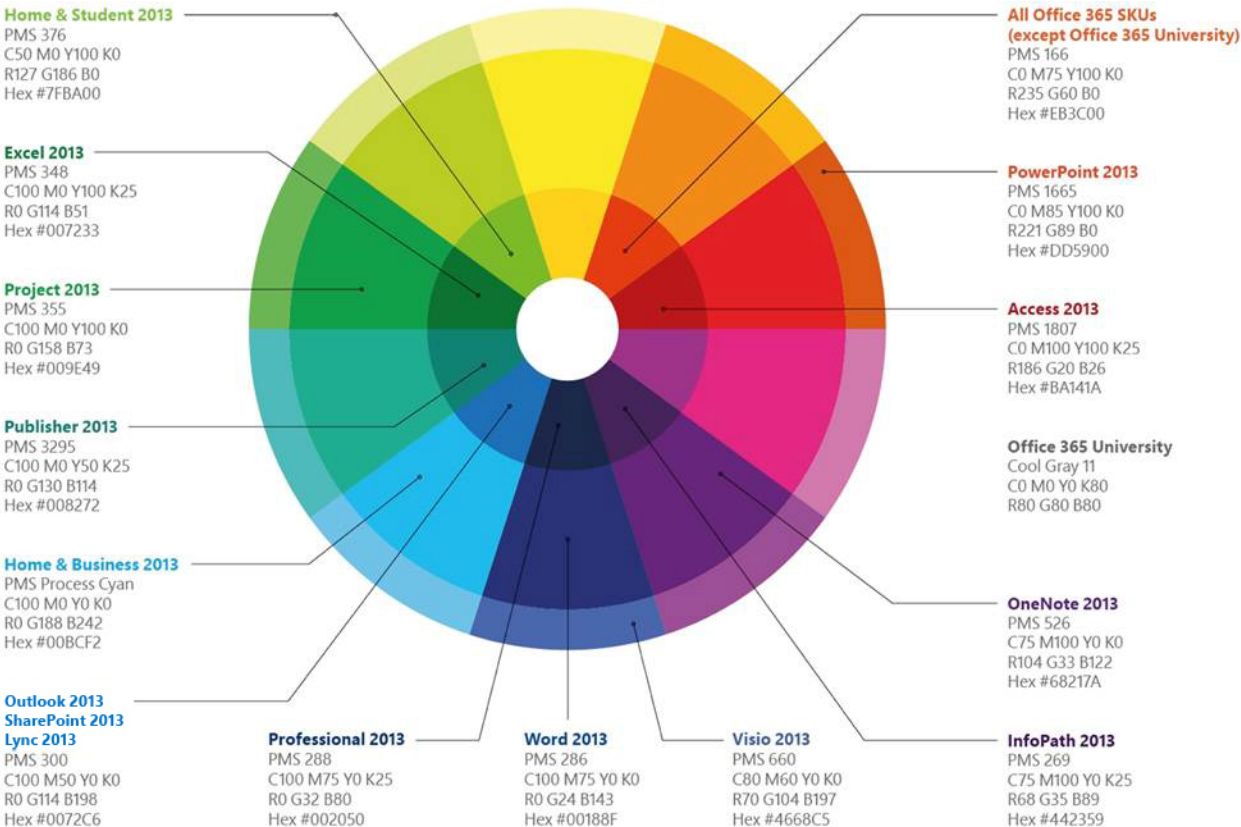
4/5 cap height of Office logo

Placement



Our extended family of colors represents our apps and services.

Use the right versions of the colors in the right places. Note that each color value has been optimized for the medium in which it's meant to be used. The RGB and hex values specified here are for on-screen and digital use, and the CMYK and PMS colors are for use in print. Don't use the automated color conversion tools in your software to convert CMYK to RGB and vice versa.



Our icons are updated.

As these app icon-logotype lockups show, our icons have been redesigned, along with the new Office logo, to ensure the whole family sticks together.

App icons and icon-logotype lockups are used only in digital communication, never in print. Please use the guidance on the following pages to make sure you're supporting the Office brand correctly.



Word



Visio



Outlook



Excel



Access



Publisher



OneNote



SharePoint



Project



PowerPoint



Lync



InfoPath

App logotypes support the Office master brand.

The app name is in Segoe Pro Regular.

- Always acceptable to use.
- Required to use when the Office brand is the hero. For example, on Office Home & Student product packaging, we use only the logotypes to identify Word, Excel, PowerPoint, and OneNote.
- Always use with adequate clear space.

Word

Project

App icons and lockups have special uses.

App icon

The graphics-only representation of an app.

- Use only on the web or in the product for navigating or starting an application. For example, on the Office.com home page, use the icons to navigate to application pages.
- Do not use alone without the logotype in marketing communications that are not on the web. For example, never use an icon by itself in an email message; instead use either the app logotype or the icon-logotype lockup.



App icon-logotype lockup

The app icon locked up with the logotype.

- Use in digital marketing when the app is the "hero." Examples include specific app website pages, like Office.com/excel, or an email message telling customers what's new about a particular app.
- Never add elements, alter the lockup, or redraw it in any way.



Word



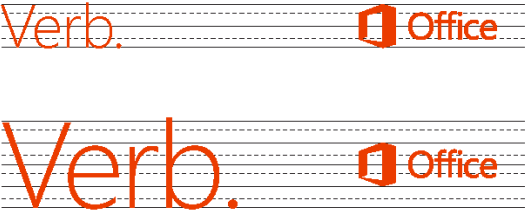
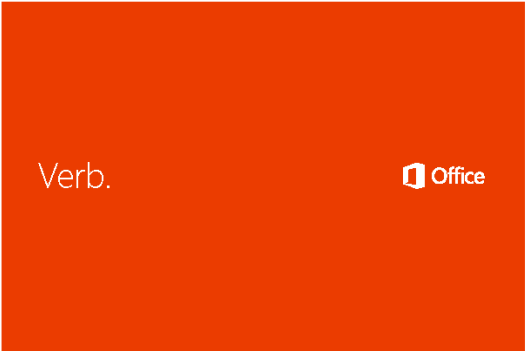
Project

Verbs come in all sizes.

The singular, communicative capacity of our verbs is what drives the bold, declarative nature of our new brand identity. Verbs may be boldly scaled to become a prominent visual element in conjunction with our photography.

Verb and logo relationship

If we want our verb headlines to perform in a more subtle fashion, we scale them to equal or double the height of the Office symbol (see graphic below).



Use Segoe Pro Light for all headlines.

Segoe Pro Light is our primary weight and is used for all dominant typographic messaging, including verbs, set in 24 pt type or larger.

Segoe Pro Regular is our secondary weight. Use it for all supporting copy, set in 23 pt type or smaller.

Segoe Pro Bold may be used for subheads.

Fonts for web and screen

We recommend using Segoe UI. If that's not possible, you may need to use a system font.

Segoe Pro Light
for 24pt and
larger type

Verb.

Segoe Pro Regular for 23pt and
smaller type

Verb.

Segoe Pro Light
for 24pt and
larger type

Verb.

Segoe Pro Regular for 23pt and
smaller type

Verb.

Capitalization

Sentence-style capitalization is preferred for all communications. All caps may be used sparingly for subheads.

Line spacing

Line spacing refers to the space between lines of type. All type sizes should use 120% line spacing.

Letter spacing

Letter spacing is the space between letters. For messaging copy (23 pt and below), Segoe Pro Regular should be set to Metrics with 0 letter spacing to ensure letters never touch each other.

For headlines (24 pt and above), Segoe Pro Light should be set to Metrics with negative letter spacing to ensure that the letterforms are not too far apart.

Justification

Type should always be set flush left, rag right. Only verbs can be centered when they are used as a dominant element in the composition.

Best practices:

Limit type to no more than three sizes

Keep it flush left

Sentence-style capping is our standard

All caps are for titles or short headlines only

Never set a full paragraph in all caps

All lowercase is reserved for UI scenarios only

Avoid the following:

Widows, orphans, and hyphens

Modified variations of Segoe

Extreme kerning (tight or loose)

Mixing sizes, weights, color in one text grouping

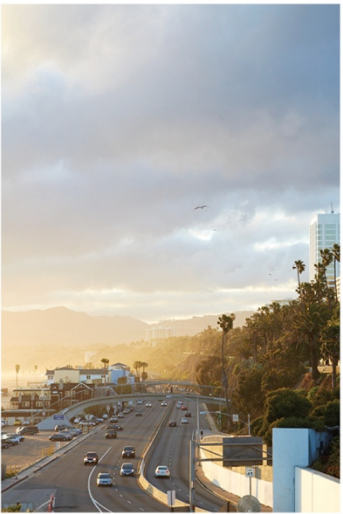
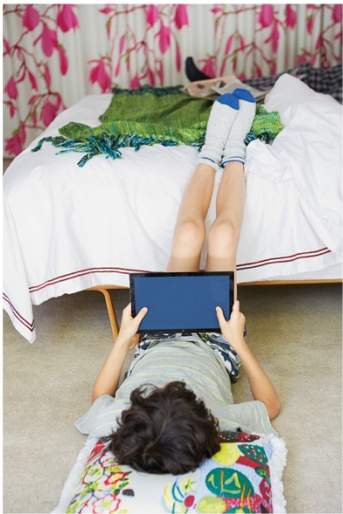
Photography

Our photography tells a story about the breadth of individuals using Office and our shared liberation from our desks to reach a variety of outcomes.

We tell these stories by capturing authentic moments in a range of detail, from product to people to places.

These different types of images have unique strengths for different purposes, allowing us to tell rich, fully realized stories about the individuals using our products.





Product

People

Place

Product photography

Our product photography is intimately framed to celebrate the various devices that Office supports and to provide glimpses of the user experience (UX).

When zoomed in close, we get a sense of the individual through their content. When framed less intimately, we get a sense of the device and the app being used. In either case, the surrounding details always help to tell the person's story.

Best case:
These images work great in retail and informational materials, such as brochures or sales sheets, where our customers are rationally focused on understanding the product and the functional detail.



People photography

Intermediately framed photography focuses distinctly on people and the activated work space around them.

These are authentic moments of doing and engaging in the process. Sometimes we use portraiture that more directly celebrates the individual. The surrounding environment should always help support their story.

Best case:

Many of our people images function best where the visual details of the story can be appreciated, such as ads, posters, sales sheets and out-of-home.

Our more traditional portraits work great online due to their cut-through eye contact with the viewer, or even out-of-home where we can juxtapose the humanity with larger-than-life scale.





Place photography

Widely framed photography communicates the expanded breadth of places where people may use Office throughout the journey of their day.

Best case:

Our place-focused imagery is specifically intended to communicate Office 365 and the freedom it provides to go and do.

It is especially powerful out-of-home where a large photograph can juxtapose its surroundings.



 Office 365

Capture.

office.com/365

soft

Results photography

We sometimes focus specifically on portraying the results and achievement made possible with Office.

Whether within the UX screen itself, as a produced piece of output, or the wider effect of people's ingenuity and productivity at large, these are the tangible outcomes of our customers' daily lives.

Best case

These photos pair excellently with other images to help tell a complete story of a person and their results. They work great online, where a single click can link our customers to downloadable templates that will help save time and produce great results.





Office

Empower your data with Office.
See it, track it, and manage it
easier and faster than ever before.
office.com

Assemble.

Tandem non, nec nulla mi, etiam ante no vellem habet, bonum est
sedem. Non enim officio sapienter sapienter obsequi debetis.

quam nulla non aliquid ad hunc conat quod, liget, velum delatit quam
quod non aliquid aliquid conat quod, liget, velum delatit.

Microsoft

Screen shots

Blank Office documents can be used to show off our new user experience (UX) in communications.

The rational beauty of these blank canvases is activated with a provocative verb to compel the spirit of creativity. Match the screen-shot artwork to the proportion of the format so the full bleed imitates the digital window.

Best case:

Using screen shots can be provocative in a print context but is especially powerful out-of-home where we can scale it to unexpected proportions and show off the detail.



FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW

New Document - Microsoft Powerpoint

Karlén Brown

Find
Replace
Select
Editing

Clipboard
Format Painter
New Slide
Section
Slides

Layout
Reset
Section
Slides

Calibri (Heading) 34 A A

B I U S Aa Font

Paragraph Convert to SmartArt

Shape Fill
Shape Outline
Shape Effects

Arrange Quick Styles

100%

SLIDE 1 OF 10

Office

Microsoft

Elevate.

Type-driven visuals

Pure verbs used on color are our most reductive visuals. Consider verbs, which can carry both a functional and a suggestive meaning, as creating a juxtaposition of ideas within a single word.

Expressive typography is used to provocatively bring a verb to life, juxtaposing the word and its meaning in a single visual.

Best case:

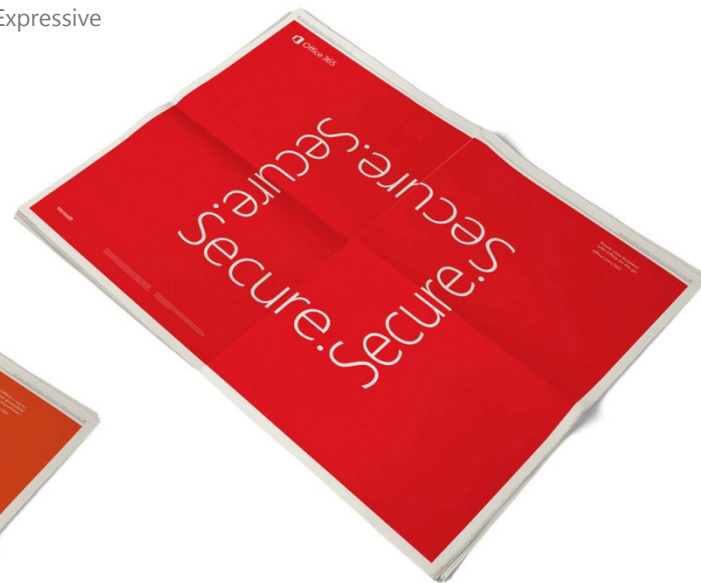
Pure verbs help to communicate in the most direct way possible, such as in retail or in small web spaces, but also have power at large scale in out-of-home contexts.

The color and wit of the expressive verb illustrations can have a big impact in otherwise unexciting contexts.

Pure Verb



Expressive

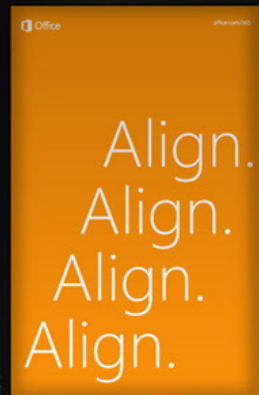




Office

Align.
Align.
Align.
Align.

A red poster with the word "Align." repeated four times in white, stacked vertically. The poster is mounted on a red wall. In the top left corner, the Microsoft Office logo and the text "Office" are visible. In the top right corner, the URL "office.com/365" is visible.



Office

Align.
Align.
Align.
Align.

An orange poster with the word "Align." repeated four times in white, stacked vertically. The poster is mounted on an orange wall. In the top left corner, the Microsoft Office logo and the text "Office" are visible. In the top right corner, the URL "office.com/365" is visible.



Office

Align.
Align.
Align.
Align.

A blue poster with the word "Align." repeated four times in white, stacked vertically. The poster is mounted on a blue wall. In the top left corner, the Microsoft Office logo and the text "Office" are visible. In the top right corner, the URL "office.com/365" is visible.



Office

Align.
Align.
Align.
Align.

A green poster with the word "Align." repeated four times in white, stacked vertically. The poster is mounted on a green wall. In the top left corner, the Microsoft Office logo and the text "Office" are visible. In the top right corner, the URL "office.com/365" is visible.

Our art direction has an objective.

There is a strong business rationale behind our art direction and visual approach. Below is a summary of our core business objectives and how art direction helps support them.



Drive attach sales

Customers can achieve more with their devices that run Windows 8 by adding Office. So we champion pride in creativity and productivity.

How

Bright, natural light—Presents productivity in its best possible light and embodies the optimism of the empowered workday.

Customize.

Support Microsoft ecosystem

We want to strengthen the ecosystem by being a clear part of the family, while still having our own unique point of view.

How

Single verbs and bold color—Elevate the Microsoft design principles “Do more with less” and “Type is beautiful” to cut through with confidence.



Prove Office as best in class

We want customers to know Office is the best productivity tool. It helps them achieve on their terms by delivering performance and accessible convenience.

How

Authentic, spontaneous moments—Show the dynamism of our customers and our products.

Contemporary people and work environments—Are relevant in style and celebrate individuality to show understanding of our wide breadth of customers.



Reinforce the benefits of Office 365

We want more customers to subscribe to Office 365 so that they can experience the added value of Office anywhere, on any device.

How

Wide framing and open spaces—Communicate the freedom and versatility of anywhere.

Elevated camera angles—Alludes to seamless cloud support and our understanding of the bigger picture.

Type on image

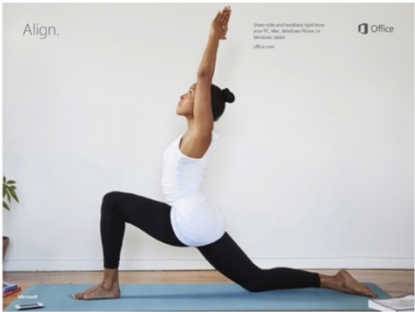
Lead with the verb. Align messaging to the grid. Use the corners of the composition, especially for the logo. The height of the verb and the Office logo are equal. Use images that provide enough contrast for other elements.

Large verb on image

The verb is scaled as a visual element with the photo. Align messaging to the grid. Use the corners of the composition, especially for the logo. Use images that provide enough contrast for other elements.

Integrated verb in image

The verb is embedded within the context of the photo. Align messaging to the grid. Use the corners of the composition, especially for the logo.



Type on image



Large verb on image



Integrated verb in image

Split composition

The verb is scalable to activate the layout. Use the corners of the composition, especially for the logo. Let the image stand alone.

Large verb on color

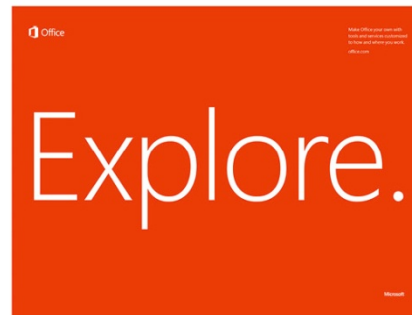
The verb is scaled as a visual element to activate the layout. Align messaging to the grid. Use the corners of the composition, especially for the logo.

Expressive verb on color

The verb's meaning is brought to life through expressive typography that serves as the main visual element. Align messaging to the grid. Use the corners of the composition, especially for the logo.



Split composition



Large verb on color



Expressive verb on color

Animation brings the Office brand to life.

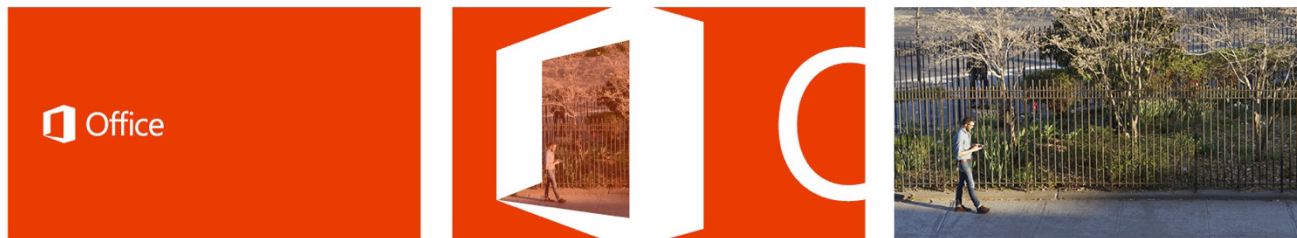
Like our apps, Office animations are both simple and powerful. Reductive, clear design helps customers focus on what's most relevant in the moment. Simple movements reveal new detail and bring us to entirely new places.

Our logo = Threshold

It's not a frame or a window, but a threshold—move through it at the beginning or end of a film or narrative, to or from a liberated thought or space.

Animated logo

We have a specific animated logo asset ready to plug and play for digital communications. If it works in sequence with the rest of your video or animation, use this instead of a static logo to sign off. Find it at <https://brandtools.microsoft.com/office>.



Use the logo as a threshold within a story or animation.



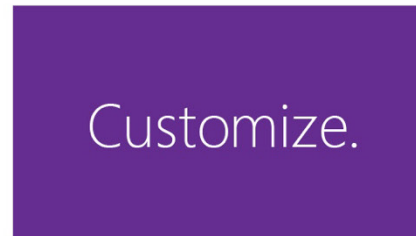
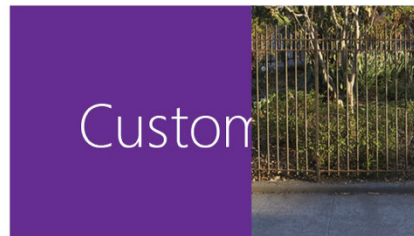
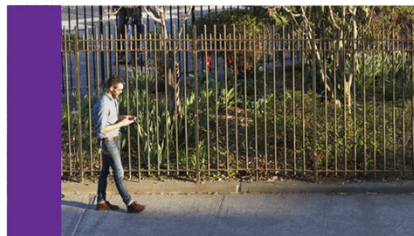
Use the logo as a threshold out of a story.

Full bleed = Big picture

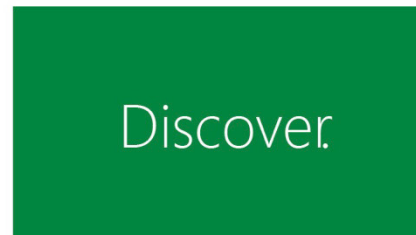
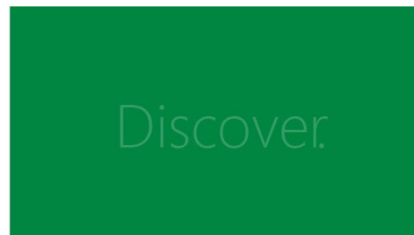
A full-bleed color or image can convey liberated space and the freedom to go and do beyond a single screen or place. Use simple horizontal and vertical movements to transition between scenes, characters, moments, or messages.

Type is beautiful

Use it big or small, but use it thoughtfully. Let it bring your message to life through expressive animation, but don't let it take on a life of its own unrelated to the message.



Full bleed imagery communicates free and open space.



Type is beautiful. Animate it purposefully.

Our video guidelines.

Specific corporate guidelines apply to all video content, including advertising, digital, web, social, events and conferences, and any other external use.

Corporate guidelines require that all videos obtain approval from [//msvideo](#).

To help ensure your project stays on brand and gets approved, please follow these three steps.

1. Engage

Speak with the CMG brand manager and business group owner early on in the process to understand the latest and greatest guidelines related to videos.

You will want to review work-in-progress, especially at these stages:

- Creative brief
- Storyboard
- Final video

2. Partner

Most videos should be created or coordinated by Microsoft Studios. These Microsoft employees and their partner agencies have been thoroughly trained in Microsoft and Office brand guidelines for video.

To help ensure your project stays on brand, Microsoft Studios has a toolkit of approved assets for your use, including:

- Logo animations
- Sound tracks
- End cards
- Title cards
- Other materials

3. Review

Before public distribution, be sure to obtain final approval of your video at [//msvideo](#).

Contacts:

CMG Brand Manager
offbrand@microsoft.com

Microsoft Studios
Office_MSPProdStudios@microsoft.com

Office + Windows + Microsoft.

We want to strengthen the Microsoft ecosystem by being a clear part of the family, while still having our own unique point of view. While many visual elements are shared across the Microsoft identity, each brand is distinct.

Office amplifies the Microsoft design principles “Do more with less” and “Type is beautiful” by isolating single verbs as strong calls to action. Our photography elevates the doers and the Everyday Brilliance of their work to embody our creative platform (“Verb”).

The Windows creative platform (“Perspectives”) uses its own logo and shape to reveal content and tell stories. Its color palette and photography are more exuberant and express its customers’ colorful lifestyles.

Logo



Color



Type

Segoe Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?
Segoe Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Image



Voice

Verb.

Logo



Color



Type

Segoe Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?
Segoe Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Image



Shape



Logo



Color



Type

Segoe Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?
Segoe Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#\$%&?

Image



Brand don'ts.

Don't use tiles.

Use full bleed color or photos instead.

Don't use type illegibly on images.

Choose another photo or layout.

Don't create *see and say*.

Create juxtaposition between the visual (see) and the verb (say) to engage our customers' imaginations.

Don't use unapproved colors.

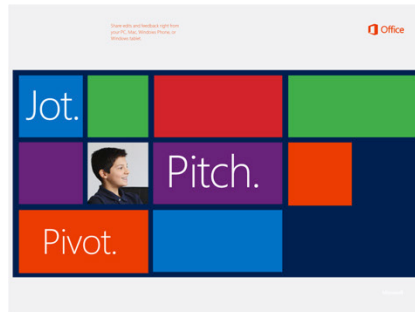
Use the Microsoft color palette and the right Office app color for product-specific messages.

Don't use unapproved fonts.

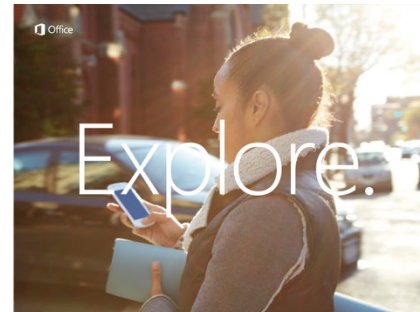
Use our proprietary Microsoft Segoe Pro family.

Don't use colored type on color.

Only knock type out to white on a color background.



DON'T use tiles.



DON'T use type illegibly on images.



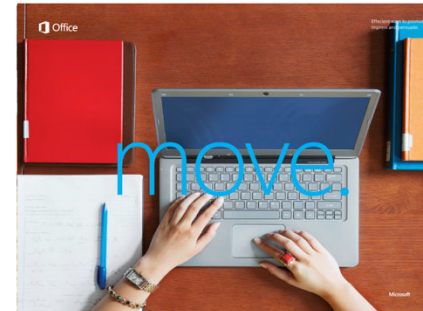
DON'T create *see and say*.



DON'T use unapproved colors.



DON'T use unapproved fonts.



DON'T use colored type on color.

4 How we sound

66 Sonic principles

Our music has purpose.

Depending on what's right for the job, we combine digital and analog elements to support the different stories of our unique audiences.

Pulse: Motivated/Active/Energetic

We use music that has a pulse. Whether faster or slower, our music should always feel diligent and motivated. All our tracks should have a reason for getting out of bed in the morning.

Elements: Balanced/Harmonized/ Empowered

Diverse sounds come together to create harmony, with elements that occasionally punctuate moments of brilliance. Our music should feel enjoyable or empowering to work to, never distracting.

Tone: Inspired/Optimistic/Proud

We express a positive tone using uplifting melodies that are proud, but never arrogant. Our optimism can range from subtle to exuberant, but it should always represent the feeling of working at our best.

Office has a library of preapproved,
licensed music.

Access it by contacting Microsoft Studios:
Office_MSPProdStudios@microsoft.com

We're here to help.

If you have any brand questions or suggestions, or are creating new branded communications, send email to offbrand@microsoft.com.

To access tools, templates, and other guidance, please visit <https://brandtools.microsoft.com/office>.

Achieve.

Chosen because:

Delivers on the timeless, ultimate benefit of Office in an emotional, provocative way, while suggesting concrete, productive output.

Good for:

All audiences, depending on context, but especially good for Dual and SMB. Uses that need to deliver on the overall benefit of Office (e.g., creating awareness and maintaining interest throughout the customer journey, piquing interest of different audiences before delivering a more specific proof point).

Align.

Chosen because:

Strong verb inspired by apps, with many options for word play.

Good for:

Relevant app uses (e.g., PowerPoint, Excel, Publisher) and Enterprise audiences especially. Has functional and provocative uses, depending on context, and uses where the message celebrates functionality in an elevated, unexpected way or more provocatively hints at change and competitive advantage.

Amaze.

Chosen because:

Celebrates the impact of customers' work, delivering on the idea of achievement. Emotional and aspirational, with versatile applications.

Good for:

Dual, Tech, and SMB audiences especially, and messages that need to communicate customers' results and impact, enhanced by Office. The enigmatic nature of the verb allows for additional uses (e.g., *amaze* could also suggest what someone's reaction to the new Office will be).

Analyze.

Chosen because:

Strong verb that references apps and has many options for word play.

Good for:

Tech and Enterprise especially. Functional and provocative uses, especially relating to Office apps (e.g., Excel, Access).

Assemble.

Chosen because:

Strong verb that references apps and has many options for word play.

Good for:

All audiences. Functional and provocative uses, especially relating to Office apps (e.g., PowerPoint, Excel, OneNote, Publisher). Could also represent the assembly of people and ideas.

Begin.

Chosen because:

Provocative and optimistic, delivering on the idea of people being the catalysts of their own achievements.

Good for:

Dual especially, and other audiences depending on context. Useful in the customer journey, especially in the purchase stage, and for messages that celebrate the process and the customer's role leading it.

"Dual" users are parents who use Office at work and at home. "SMB" refers to small and midsize business owners. "Tech" refers to technology enthusiasts.

Capture.

Chosen because:

Strong verb that references apps and has many options for word play.

Good for:

Functional and provocative uses, especially for Tech and Enterprise, and relating to Office apps (e.g., Word, OneNote). Could be used to communicate the capture of value in a competitive sense.

Catalyze.

Chosen because:

Strong and provocative. Suggests the start of powerful achievements.

Good for:

Tech and Enterprise especially, potentially apps where relevant (e.g., PowerPoint), and more sophisticated messages that deliver on process and progress with a competitive edge.

Circulate.

Chosen because:

Strong verb with multiple connotations of collaboration, passing through something, and creating impact as a result.

Good for:

Relevant app uses (e.g., PowerPoint, Outlook, Publisher) and business audiences. Mostly functional but with some provocative uses, depending on context.

Collaborate.

Chosen because:

Delivers on Office collaboration benefits, while offering a blend of functional/emotional uses that can stretch across process and results.

Good for:

Uses where collaboration, group effort, or mobility need to be emphasized. Works well across uses that celebrate process and/or results, especially for business audiences.

Compose.

Chosen because:

Strong verb that communicates functional benefits of Office and references what Office enables a customer to do in an elevated way. Has options for word play and could be used more provocatively, depending on context.

Good for:

Mostly Dual and SMB, app-based uses (e.g., Word, Outlook), and customer journey uses (e.g., trial, usage/advocacy).

Connect.

Chosen because:

Delivers on Office benefits and provides for emotional/functional uses. Suggests concrete, productive output while leaving room for word play.

Good for:

Most audiences, especially Dual, some apps (e.g., Outlook, OneNote), and uses that need to communicate ideas of connection—between people, technology, and ideas, or across distance. Also applicable for certain customer journey stages (i.e., trial, usage/advocacy). Instances with multiple meanings can add interest.

Customize.

Chosen because:

Strong verb that delivers on benefits of Office, with options for word play.

Good for:

Tech, SMB, and Enterprise especially. Useful in the customer journey, especially in the usage/advocacy stage. Useful in messages that suggest customers are at the center of Office, and that their technology experiences will be better because of it.

Design.

Chosen because:

Strong verb that reinforces power of the individual and suggests concrete output.

Good for:

SMB especially, though all audiences could apply with the right context. Functional and app-based uses (e.g., Publisher), and some more provocative uses that highlight a customer's role in creating results.

Discover.

Chosen because:

Suggests the joy of process, not just the result. Provides emotion and suggests possibility, with a range of enigmatic and provocative uses.

Good for:

All audiences. Messages that need to deliver on the idea of process, potential achievement, or the idea of taking another look at Office to discover it anew, whether for specific audiences or during the customer journey, especially for learning and trial.

Edit.

Chosen because:

Strong verb that references apps and has many options for word play.

Good for:

Functional and provocative uses, especially for Dual audiences and relating to most all Office apps.

Electrify.

Chosen because:

Strong, emotional, and enigmatic, delivering on the idea of amplified results with Office. Suggests achievement and celebrates impact.

Good for:

Tech audiences especially, as well as other powerful messages that speak to the quality of peoples' results and celebrate the idea of unlocked potential.

Elevate.

Chosen because:

Provocative, optimistic and aspirational, delivering on the idea of people achieving even more with Office. Suggests elevated process and results.

Good for:

Tech and Enterprise especially, as well as other powerful, aspirational messages that speak to peoples' potential. Useful in the customer journey, especially in the renewal stage. May work well for other applications and audiences depending on context.

"Dual" users are parents who use Office at work and at home. "SMB" refers to small and midsize business owners. "Tech" refers to technology enthusiasts.

Evolve.

Chosen because:

Provocative, optimistic, and aspirational, delivering on the idea of people achieving even more with Office. Suggests process and results, and speaks to evolved work product and evolved human potential.

Good for:

Tech and Enterprise especially, as well as other powerful, aspirational messages that speak to peoples' potential and progress. Useful in the customer journey, especially in the renewal stage.

Expand.

Chosen because:

Provocative, versatile, and aspirational, delivering on the idea of people achieving even more with Office.

Good for:

All audiences, as well as aspirational messages that suggest expanded results and potential. Useful in the customer journey, especially in the trial and renewal stages.

Explore.

Chosen because:

Celebrates the process, not just the result. Provides emotion and suggests possibility, with versatile applications.

Good for:

Dual and Tech especially. Provocative and encouraging uses that need to deliver on ideas of personal exploration, process, and potential achievement, or the idea of taking another look at Office to experience it in a new way, including during the customer journey (e.g., learning, trial, and usage/advocacy).

Gather.

Chosen because:

Strong verb that references apps and has many options for word play.

Good for:

Dual and SMB especially. Functional and provocative uses, especially relating to Office apps (e.g., OneNote). Could also be used to communicate the gathering not just of ideas, but also of minds, insights, friends, and family.

Imagine.

Chosen because:

Delivers on the timeless benefit of Office in a provocative, positive way that suggests the value of process, not just the result. Provides emotion and suggests possibility.

Good for:

All audiences depending on context, but especially good for Dual and SMB. Messages that need to deliver on the overall benefit of Office with a focus on process, whether in sparking the interest of audiences before delivering specific proof points, or in spurring the customer journey. Can also be used more enigmatically, suggesting the customer's capacity for imagination and creative achievement, and the idea of asking the customer to imagine a different scenario or future.

Innovate.

Chosen because:

Strong verb that could stretch across the functional and the provocative. Suggests growth and potential with a powerful edge.

Good for:

Enterprise especially, and messages that speak to the process or results of innovation with a competitive edge.

Invent.

Chosen because:

It's emotional, aspirational, and suggests human achievement as well as innovative results. Has versatile applications.

Good for:

Tech and Enterprise especially. Overall messages about what Office enables people to do (or to do more of), and provocative uses that tell a story of a customer's process of invention or celebrates what they were able to achieve.

Join.

Chosen because:

Approachable and versatile, with functional and provocative connotations. Delivers on Office collaboration benefits in an authentic, positive way.

Good for:

All audiences and the overall customer journey, especially the awareness, learning, and trial stages. Messages around collaboration, and potentially those that can take advantage of *join's* dual connotations around collaboration (e.g., "join in"), and mobility (e.g., "join from anywhere").

Jot.

Chosen because:

Strong verb with options for word play that delivers on benefits of Office in an approachable, interesting way.

Good for:

Mostly Dual and SMB, and app-based uses (e.g., Word, Outlook, OneNote). Could be used more provocatively, too, by playing with the meaning and context of the word.

Liberate.

Chosen because:

Strong, emotional verb suggesting freedom and possibility. Suggests mobility and other benefits of Office in an elevated way.

Good for:

SMB and Enterprise especially. Provocative messages (e.g., liberation not just from devices, but also a liberation of potential).

Meld.

Chosen because:

Approachable, unexpected, and enigmatic. Provocatively delivers on Office benefit of collaboration.

Good for:

Dual, Tech, and SMB, and relevant apps (e.g., OneNote). Messages that suggest collaboration, combination, or the creation of something that's bigger than the sum of its parts.

Mobilize.

Chosen because:

Good blend of emotional and functional/literal applications. Edginess of the word adds interest. Delivers on mobility benefits of Office in a strong, clear way.

Good for:

Savvier or more competitive situations/audiences, especially Tech and Enterprise. Provocative and functional messages highlighting mobility.

"Dual" users are parents who use Office at work and at home. "SMB" refers to small and midsize business owners. "Tech" refers to technology enthusiasts.

Move.

Chosen because:

Strong, enigmatic verb that provocatively delivers on Office mobility benefits. Has emotional power and a tone of progress.

Good for:

All audiences. Elevated messages of mobility, especially those that benefit from the verb's connotations of process and progress, and being physically and emotionally moved.

Multiply.

Chosen because:

Strong verb with clear competitive applications that also suggests emotion, functionality, and growth potential.

Good for:

Business and Tech audiences, functional and select provocative uses, relevant Office apps (e.g., Excel, Access), and the renewal stage of the customer journey. Uses with multiple meanings add interest (e.g., multiplied numbers, multiplied value, other forms of growth).

Narrate.

Chosen because:

Interesting verb that references what Office enables a customer to do in an elevated way and has options for word play.

Good for:

Mostly Dual and Enterprise audiences (though usage is context dependent) and app-based uses (e.g., Word, PowerPoint).

Percolate.

Chosen because:

Provocative, enigmatic, and highly unexpected with versatile applications and a sophisticated tone.

Good for:

All audiences, though context is important to avoid confusion. Messages that imply process and potentially collaboration, too. Some messages that suggest the customer's role in making great work happen.

Personalize.

Chosen because:

Highlights benefits of Office and reinforces Office's dedication to making people's lives better by providing technology on their terms.

Good for:

Uses that highlight more specific benefits of Office but still need to speak to a wide range of audiences, especially Dual, Tech, and SMB.

Pitch.

Chosen because:

Strong verb with clear competitive applications.

Good for:

Business audiences, more functional uses, and relevant Office apps (e.g., PowerPoint).

Pivot.

Chosen because:

Strong verb inspired by apps, with many options for word play.

Good for:

Tech and Enterprise audiences especially. Relevant apps (e.g., PowerPoint). Functional and provocative uses, depending on context, and uses where the message celebrates functionality in an elevated, unexpected way, or more provocatively hints at action, adaptability, or competitive advantage.

Poeticize.

Chosen because:

Emotional, unexpected verb that celebrates what Office enables a customer to do in an elevated way. Stretches across work and play.

Good for:

Mostly Dual audiences (though usage is context dependent) and app-based uses (e.g., Word, Outlook, Publisher).

Rally.

Chosen because:

Provocative but approachable. Delivers on Office benefits of collaboration in an elevated, unexpected way. Versatile applications and a determined tone of collective achievement.

Good for:

Dual, Tech, and SMB especially. Relevant apps (e.g., PowerPoint), and messages that focus on collaboration, from playful to competitive, in business, gaming, or life generally.

Rev.

Chosen because:

Provocative, enigmatic, and unexpected. Suggests process/progress with a competitive but accessible tone. Delivers on “catalyze” in an edgier, yet more approachable way.

Good for:

Dual, Tech and SMB especially. Messages that champion the customer as catalyst, with added connotations of readiness and competitiveness.

Rotate.

Chosen because:

Strong verb inspired by apps, with many options for word play (e.g., could celebrate functionality and more provocatively hint at change and competitive advantage).

Good for:

Relevant app uses (e.g., PowerPoint, Excel, Publisher), and Enterprise audiences especially. Functional and provocative uses, depending on context.

Secure.

Chosen because:

Strong verb that delivers on a key Office benefit for business audiences, with options for word play.

Good for:

Mostly business and Tech audiences. Though more functional overall (e.g., securing data), some provocative uses could be interesting (e.g., securing a fortress in a game, securing a win in a competitive context).

“Dual” users are parents who use Office at work and at home. “SMB” refers to small and midsize business owners. “Tech” refers to technology enthusiasts.

Shape.

Chosen because:

Accessible yet provocative. Inspired by apps, lots of word play.

Good for:

All audiences and relevant app uses (e.g., PowerPoint, Publisher). Has functional and provocative uses, depending on context, and uses where the message celebrates the customer's role in shaping both the process and the ultimate outcome of their work.

Shine.

Chosen because:

Versatile and optimistic, delivering on the timeless Office benefit of achievement in an elevated but approachable way.

Good for:

Dual and SMB especially, and other audiences depending on context. Relevant app uses (e.g., Word, PowerPoint, Publisher), uses where the message celebrates peoples' achievements, and uses throughout the customer journey, especially in the awareness stage.

Spark.

Chosen because:

Provocative and enigmatic, but also approachable. Versatile across audiences and has emotional appeal.

Good for:

All audiences. Messages that speak to the process of achievement, or its beginnings. Relevant apps that suggest ideas starting and gaining momentum (e.g., Word, PowerPoint, OneNote, Publisher).

Speak.

Chosen because:

Provocative and enigmatic. Champions the power and impact of the customer in their life and work. Suggests collaboration from a product perspective (e.g., through Skype and Lync). Delivers on overarching ideas of achievement and Office benefits of giving the customer even more power to achieve.

Good for:

Tech and SMB especially, relevant apps (e.g., Publisher), and messages that champion the customer and their role in a strong and positive way.

Unite.

Chosen because:

Provocative, optimistic and aspirational, with versatile uses across audiences and applications.

Good for:

All audiences. Messages that communicate collaboration, integration, or a combination (of people or ideas), relevant apps.

Unleash.

Chosen because:

Strong, aspirational verb that communicates benefits of Office in an elevated way (e.g., mobility, freedom, and the lifting of barriers). Also suggests human potential being unleashed, delivering further on ideas of achievement.

Good for:

Highlighting benefits of Office, especially for business and Tech audiences, and for creating awareness and interest during the customer journey. Select word play/provocative uses.

Voice.

Chosen because:

Optimistic, enigmatic, and provocative. Celebrates the role of the customer in their life, in work, and in bringing great ideas to life. Suggests collaboration from a product perspective (e.g., through Skype and Lync). Delivers on Office ideas of achievement by celebrating the customer as the start of the process.

Good for:

Dual and SMB especially, relevant apps (e.g., Publisher), and messages that champion the customer and their role in an approachable but aspirational way.