1 - Bing brand guidelines

July 2013

bing

These visual system guidelines are detailed instructions on how to create marketing assets. For complete guidance on font, logo, color, photography and voice, please refer to the Bing brand guidelines.

The Bing visual identity system helps us be simple, clear and direct. It guides the expression of our brand, illustrates the fundamentals of our marketing and helps tell the story of the role we play to millions of people every day.

Our visual elements express our brand

These guidelines are an introduction to how we use the visual identity to express the values of the Bing brand. They are a call to action to align our creative work and bring a new focus to our visual identity system.

These elements unite the things we offer, they are the foundation for the stories that we want our brand, our products and our services to tell.

For detailed examples and templates to create marketing assets, please see the Bing visual system guidelines.

For all Bing visual identity assets see Brand Tools.

Our values

Our brand is the articulation of what we
believe in – our mission, vision and attributes.

The visual identity helps communicate these
values. Understanding this foundation is the
first step to communicating it effectively.

Our vision

Our long-term strategy and an idealized description of a desired outcome that inspires, energizes and helps create a mental picture of our goal.

Our mission

Our shorter-term marching orders and the contextual framework within which the vision will be realized.

Our brand promise

The brand promise is the essence of what the brand stands for. It is communicated internally but felt externally. It is lofty but believable and achievable.

Reorganize the web for task completion.

Empower people with knowledge.

Empowering through anticipation and insight.

Our brand personality

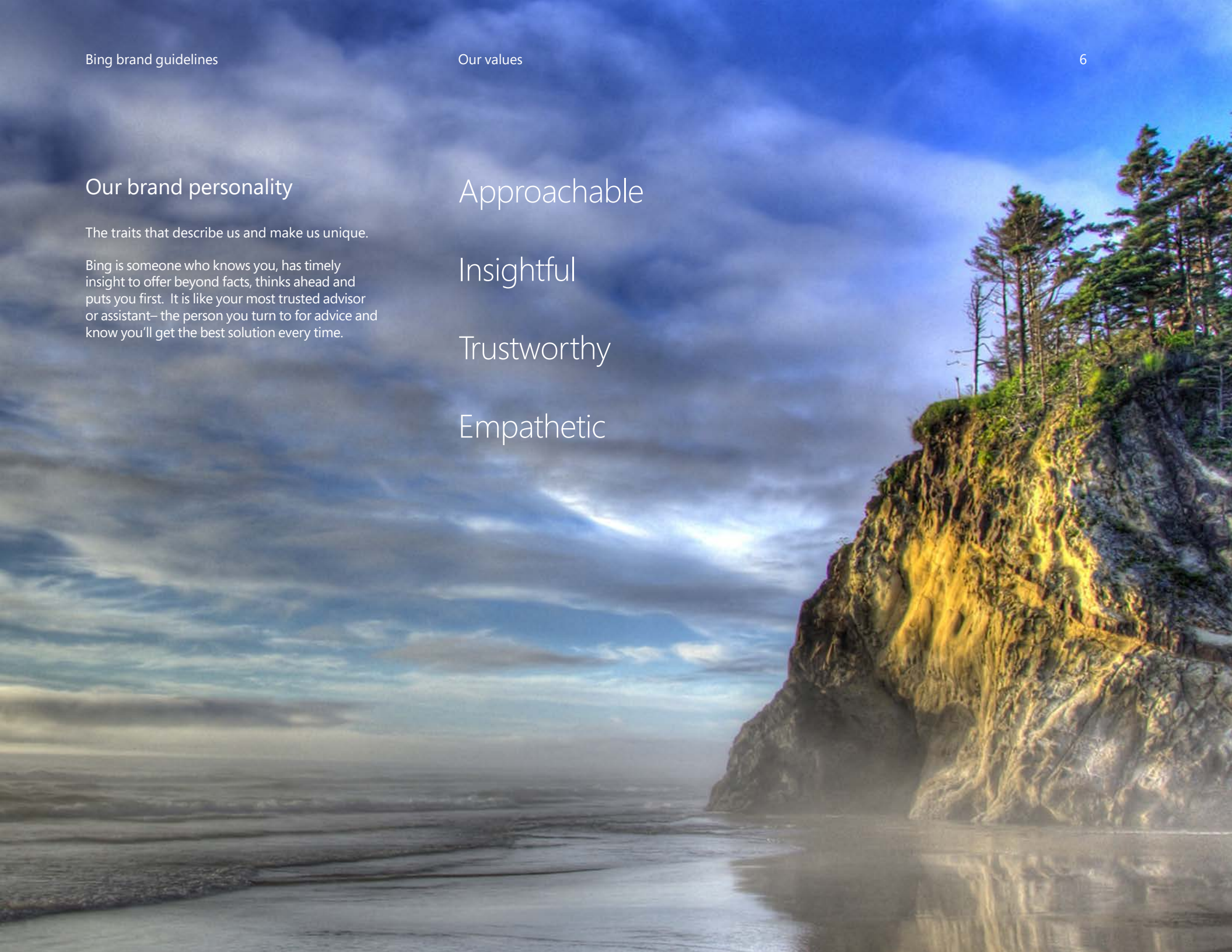The traits that describe us and make us unique.

Bing is someone who knows you, has timely insight to offer beyond facts, thinks ahead and puts you first. It is like your most trusted advisor or assistant– the person you turn to for advice and know you'll get the best solution every time.

Approachable

Insightful

Trustworthy

Empathetic

Our brand voice

How we sound.

Bing is focused on your situation and on helping you accomplish your objectives. It is direct, doesn't waste your time and gets you what you need. Fun but not comedic. Focused and not flowery. All while seeming to think 2 steps ahead about what else you may want to do.

Supportive

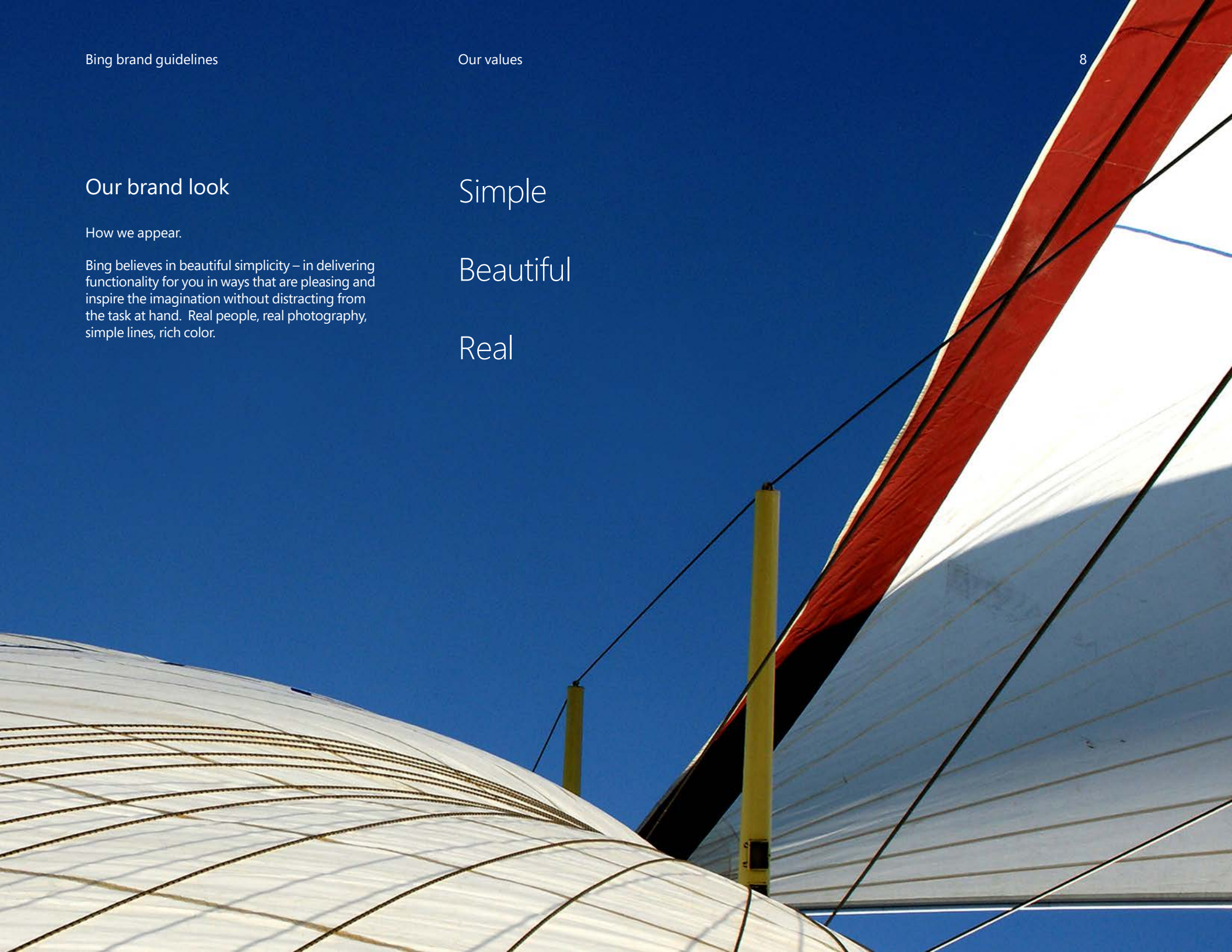Direct

Savvy

Our brand look

How we appear.

Bing believes in beautiful simplicity – in delivering functionality for you in ways that are pleasing and inspire the imagination without distracting from the task at hand. Real people, real photography, simple lines, rich color.

Simple

Beautiful

Real

Our visual identity elements

These are the tools that we use to
communicate who we are. They work
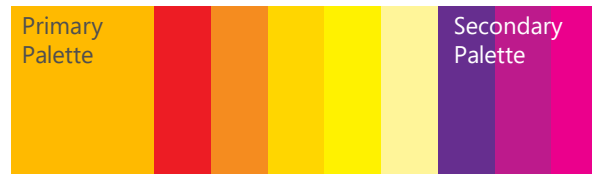together to create a look and feel that is
uniquely ours.

Aa

Logo

Microsoft Logotype

Microsoft

Color

Primary Palette

Secondary Palette

Product Palette

Searchlight graphic

Type

Segoe Light

Segoe Regular

Segoe Bold

Photography

Layout grids

Headline set in Segoe Light goes here

Body copy goes here, set in Segoe regular porttitor pellentesque nisi, a pretium sem consequat id.

bing

Microsoft

The Bing logo

With the recent visual identity update to the Microsoft brand, we felt our logo should evolve as well, visually accentuating this new era.

The Bing logo is simple and powerful. It creates an important connection to other devices and services brands within the Microsoft portfolio and is supported by a visual identity that families with Microsoft.

The modernized logo uses Segoe to align with the Microsoft system while retaining a lowercase b as a nod to our heritage. The cut on the b matches the cut on the t in the Microsoft logo.

Born of Microsoft but with a character all its own, Bing claims its part of the Microsoft family of services with its unique identity.

Use the Bing logo on 100% of internal and external marketing and communications.

Download the logo from Brand Tools.

Chinese logo

In Chinese the intonation "bing" can mean 'ice', 'third', 'cake' or 'sickness'. To actively shape the meaning of "bing" in Chinese we created a transliteration with the symbols 必应.

These are closely associated with "bi-ying", which are the last two characters of a Chinese proverb 有求 必应 "Ask and you shall find" referring to a loyal friend or all-knowing being.

The direct translation for "bi-ying" is certain to respond, ready to answer. This is the only logo modification we use. All other languages should use the global logo.

For in-product applications where Bing powers the experience, use the "Powered by" logo (literal meaning is "Bing produced").

Chinese logo

必应
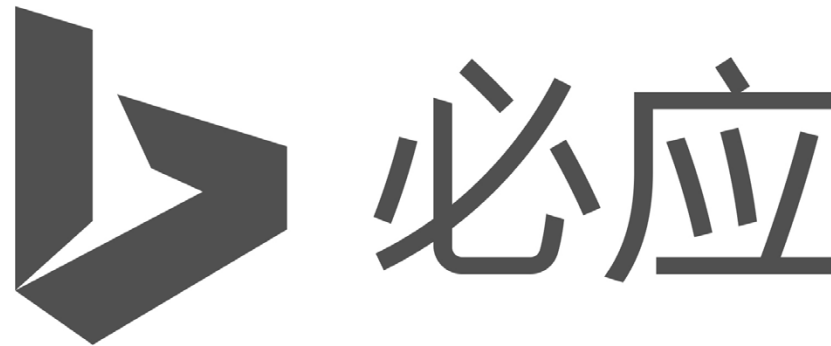
Chinese "Powered by" logo

必应 出品

The logo = symbol + logotype

The logo has two components – the stylized 'b' symbol and the logotype which is based on the Segoe typeface.

The symbol alone can only be used as a background element or on small tiles (mobile, Windows 8, favicon). By default, you should use the complete logo.

While Bing and the Bing symbol are trademarked, there is no need to use a trademark bug ™ in communications.

Symbol　　　　　　　　　Logotype

Logo

Let the logo breathe

Clear space
We respect the logo by giving it some space. The preferred clearspace around the logo is equivalent to twice the width of the ascender of the 'b' symbol.

When working in small areas, or if there is a desire to align the Bing logo with other elements on the grid, the minimum clear space is the width of the ascender of the 'b' symbol.

Minimum size
In print, the logo should never appear smaller than 0.5" (12.5 mm). On-screen, it must appear at least 50 pixels wide.

Logo art files (PDF or EPS)
We use PDFs as our standard vector file format. Today's PDF is versatile and provides better screen preview and compatibility with other programs than EPS files. PDF files are fully scalable and work like .AI or .EPS files. PDF files can be placed in InDesign as a link graphic or opened in Illustrator. We do not offer AI or EPS files.

Preferred clearspace is twice the width of the ascender

Minimum clearspace is the width of the ascender

Minimum size

On-screen: 50 px.
Print: 0.5" (12.5 mm)

Logo color

The cool gray 11 logo is the primary version of the logo for use on white or light color backgrounds. The orange (PMS 124) logo is preferred for use on dark color backgrounds, as well as dark areas within photographs.

Where contrast is limited, the logo may be reversed to white on a brand color or image. A black logo is allowed when media reproduction is black only.

The logo can be embossed, debossed, etched or engraved on materials such as glass, brushed aluminum or wood.

When placing the logo on a photographic background strive to meet the accessibility contrast requirements ratio of 4.5:1.

Logo placement

Often the Bing logo will be placed on images. The logo placement is dictated by the areas of the image that provide enough contrast.

Observe the clear space requirements and align the logo to the typographic grid.

Examples show an ideal placement where the Bing logo aligns with the grid and the Searchlight graphic.
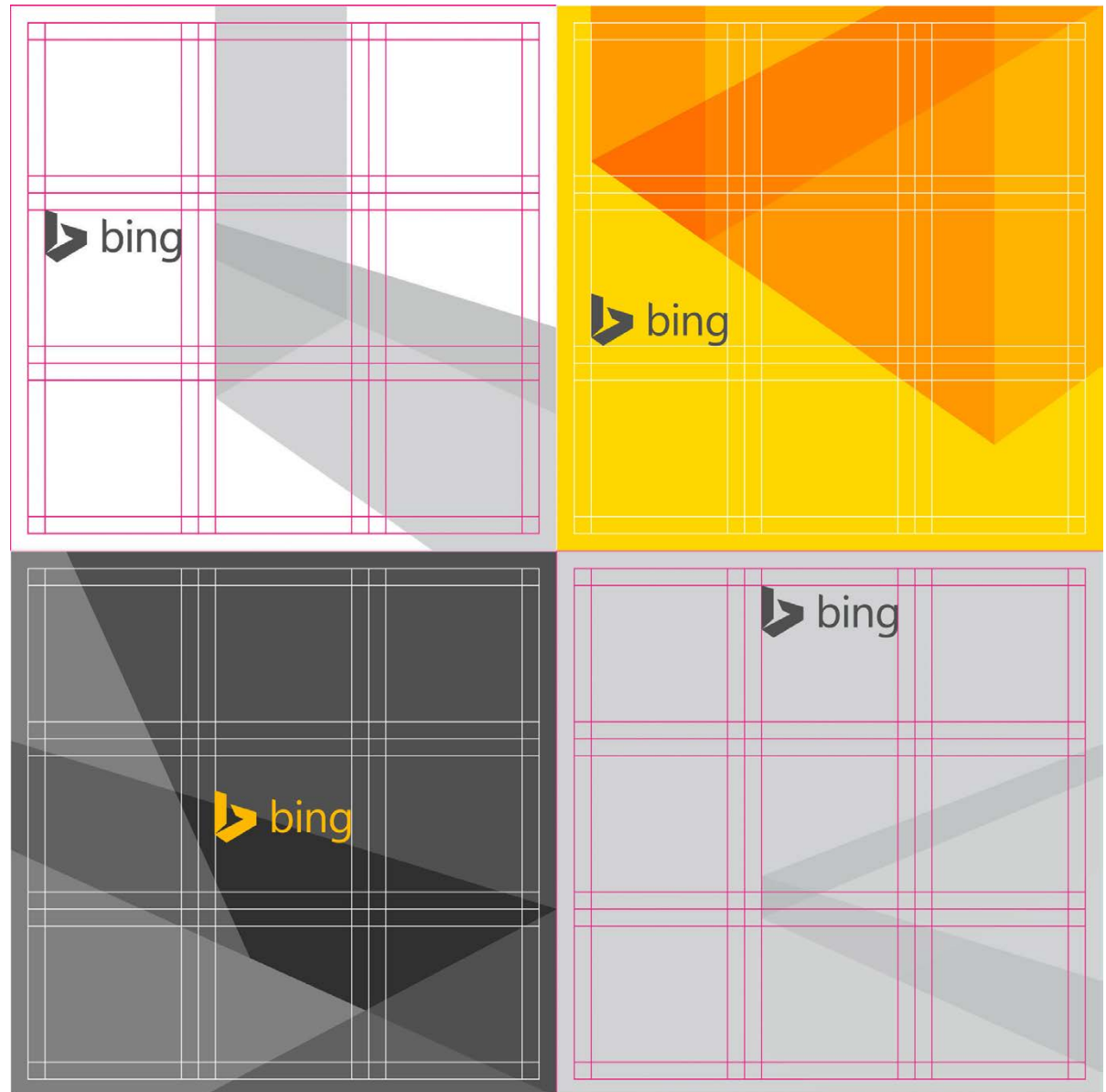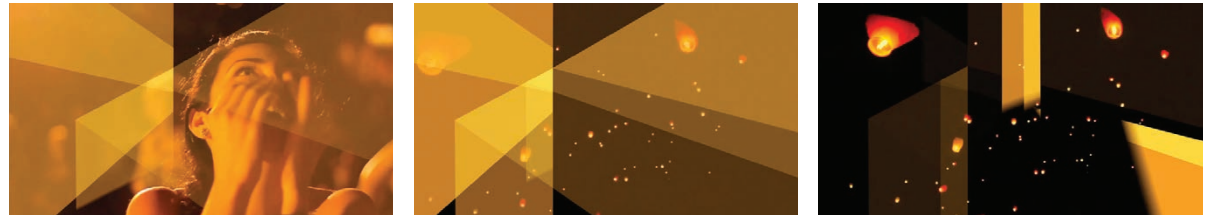
Logo animation

The Bing logo should always be used in flat, fully saturated colors.

Animation can be used to create the logo and to emphasize in product and marketing executions.

For guidance and approval, please work with the brand and design teams.
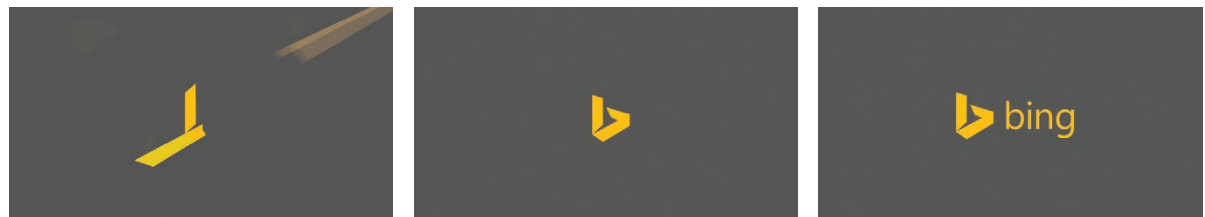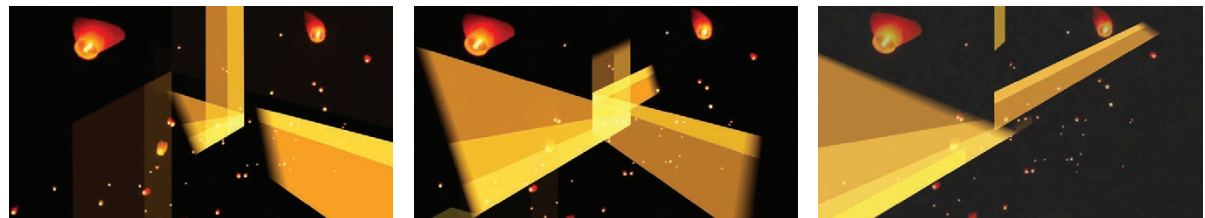
Using the symbol

Although it is preferable to use complete logo where possible there are occasions where the symbol can be used alone.

The symbol should be used alone on small tiles, favicons and mobile devices.

The preferred color is Bing orange on dark grey but two other alternatives are shown here.

Note that the final option, white on Bing orange, does not meet the accessibility contrast requirements ratio of 4.5:1.

Preferred option for both single and double tiles on PCs.

Alternative to be used for small tiles, favicons and mobile devices.

Construction details
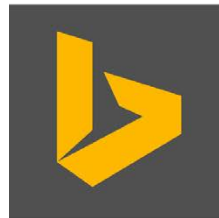
Bing and modifiers

There are a small number of modifiers that can be added to the Bing wordmark. These are special cases where the program needs dictate a unique modification of the Bing logo.

These can be found on Brand Tools. New modifiers should not be created without consulting the brand team.

Please observe all of the guidance provided for the Bing logo when working with these logo modifiers.

When referring to these products in text or marketing copy, use initial caps in all cases. For example 'Bing Offers' or 'Bing Beta'.

Word space should be optically equivalent to the space between the symbol and logotype.

The modifier is set in Segoe Pro Light at the same point size as the logotype.

Sub-modifiers are located one X from the base of the modifier.

Sub-modifiers are set in Segoe Pro Semibold at a point size 25% of the logotype, tracking is set at 50.
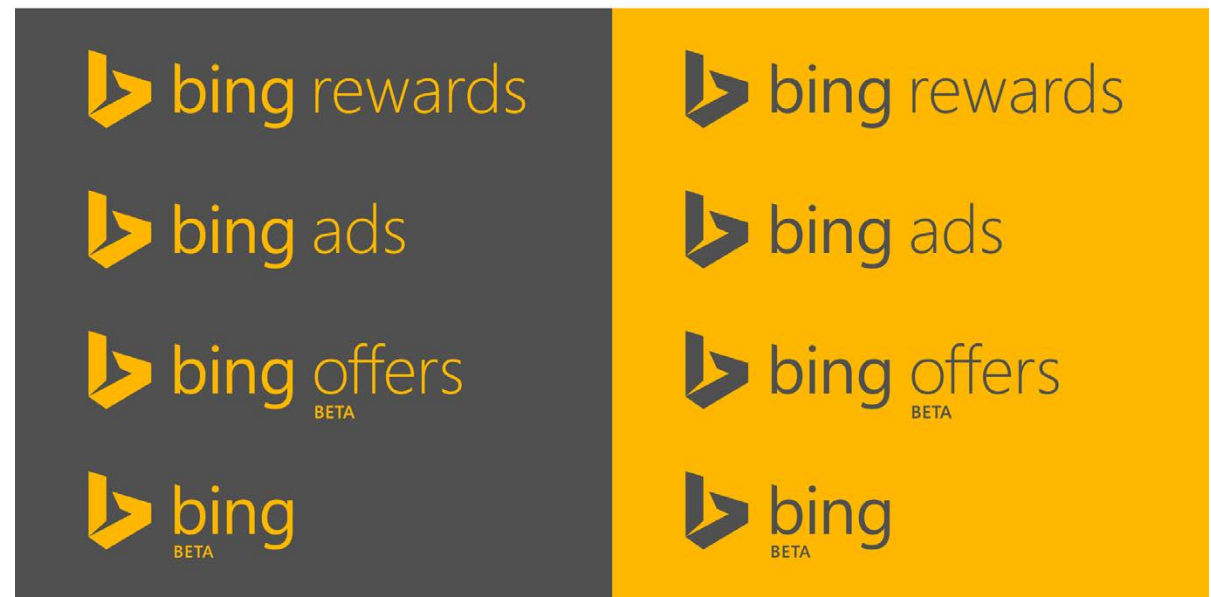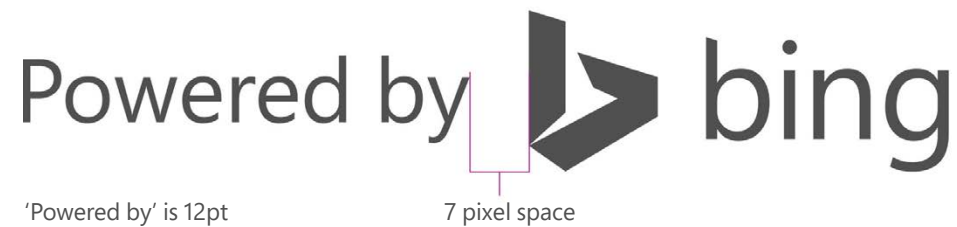
'Powered by' and 'Sponsored by' logos

These logos are available on Brand Tools. Please observe all of the guidance provided for the Bing logo when working with these logo modifiers.

Third party publishers and application developers should use the Powered by Bing association.

No third party applications should be called Bing <Application> and should only use the powered by moniker when appropriate and approved by the Bing business group.

Preferred logo for in-product applications

'Powered by' is 12pt   7 pixel space

Preferred logos for marketing executions
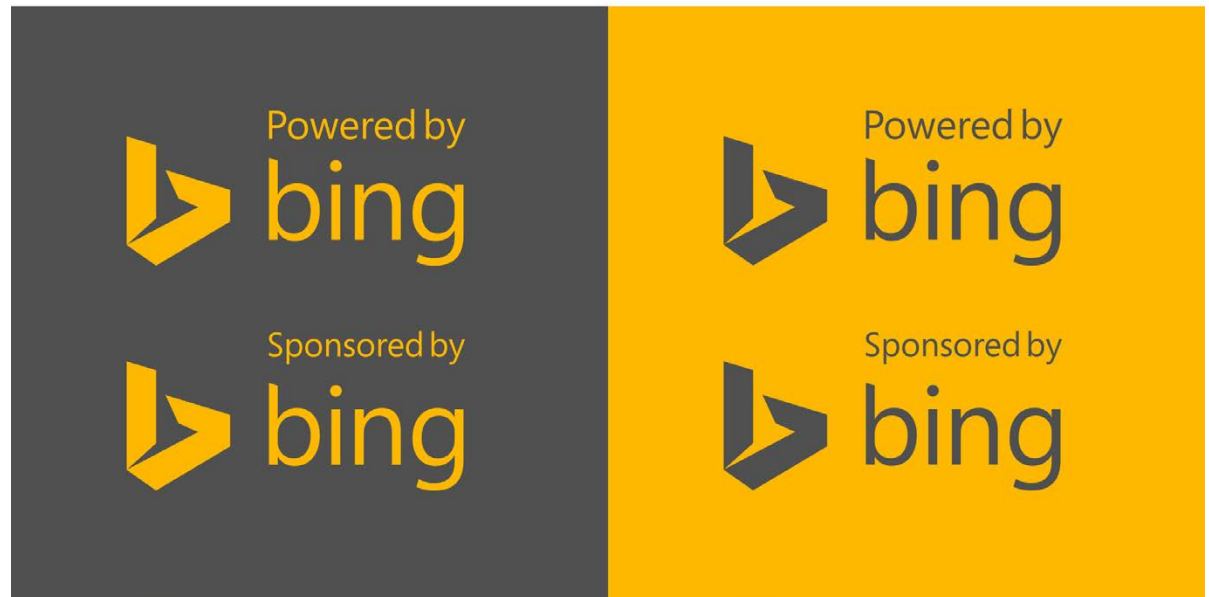
Yahoo! Bing Network logo

This logo is available on Brand Tools. Please observe all of the guidance provided for the Bing logo when working with this logo.

The preferred version for application on light backgrounds is gray; the full color version can be used if desired.

For dark backgrounds reverse the logo to white.

Logo options for all applications

Bing Ads and Ads Editor icons

These logos are available on Brand Tools.

The product tile can be used down to 64 x 64 pixels, for smaller sizes use the favicon shown.

Product tiles

Small size favicons

The Bing search bar

When a partnership includes Bing search appearing on a third-party site, the search experience should match that of the product as closely as possible. Always use the complete Bing logo.

The search bar should align with the symbol and be placed the same distance from the logotype as the symbol.

The Bing logo should be Bing orange if shown on a dark background. The logo should be dark gray on a light or white background. The search box is outlined in dark gray when on a white background. In all cases use an orange magnifying glass.

Search bar options
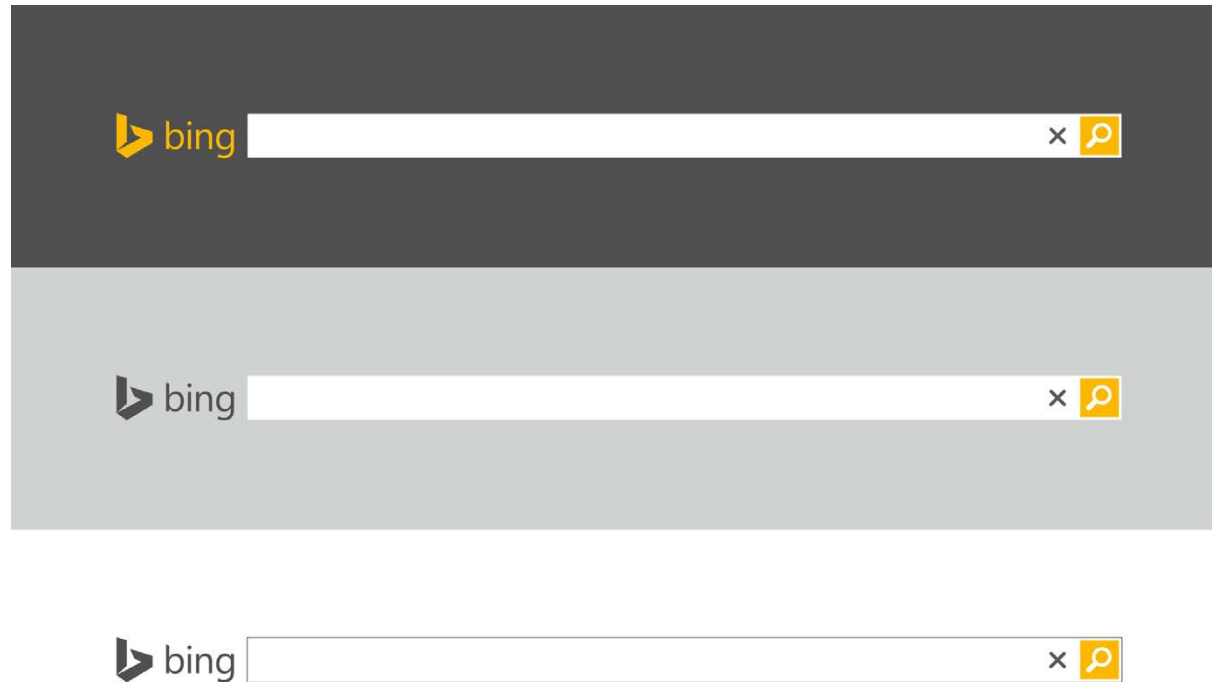
We're part of the
Microsoft family

We visually align with the entire Microsoft family of products. Although we have a distinct logo and visual identity, it is important that the family of Microsoft products communicates with the same voice.

The Microsoft logotype is an important part of the identity system and should be used in both internal and external communications.

The Microsoft logotype, not the complete logo with the flag symbol, should be used in all Bing communications.

The only exception is in TV advertising where the complete Microsoft logo should be used.

Microsoft

Using the Microsoft logotype with the Bing logo

Shown here is the ideal scale relationship. The Microsoft logotype should be reproduced in Cool Gray 11, PMS 124 or white.

Use the gray logotype on white backgrounds and a PMS 124 or white logotype on color backgrounds.

To meet the minimum 4.5:1 contrast ratio for accessibility when the logotype is used on a photo background, use a gray logotype on light images and a white logotype on dark images.

Consult Brand Tools for the product brand you are working with for additional details on scale and color.

bing] X=cap height

Microsoft] ½ X maximum

Let the Microsoft logotype breathe

Clear space
We respect the logotype by giving it some space. The minimum clear space that must surround the logotype is equivalent to the height of its capital M.

Minimum size
In print, the logo should never appear smaller than 0.7" (18 mm). On-screen, it must appear at least 44 pixels wide.

Logo art files (PDF or EPS)
We use PDFs as our standard vector file format. Today's PDF is versatile and provides better screen preview and compatibility with other programs than EPS files. PDF files are fully scalable and work like .AI or .EPS files. PDF files can be placed in InDesign as a link graphic or opened in Illustrator. We do not offer .AI or .EPS files.

Clear space

Minimum size

Microsoft

On-screen: 44 px
Print: 0.7" (18 mm)

Microsoft logotype placement in all communications

In Bing communications, we place the Microsoft logo in the bottom corners of the design and not in the top corners.

The Microsoft logotype should be placed at least one "M" from the bottom and edges of the piece. Accompanying sub-brand logos should be placed no closer than two (2) "M" spaces to the logotype.

300 x 250 Example

Clear space =
2M height minimum

7 pixels or 1M
height minimum
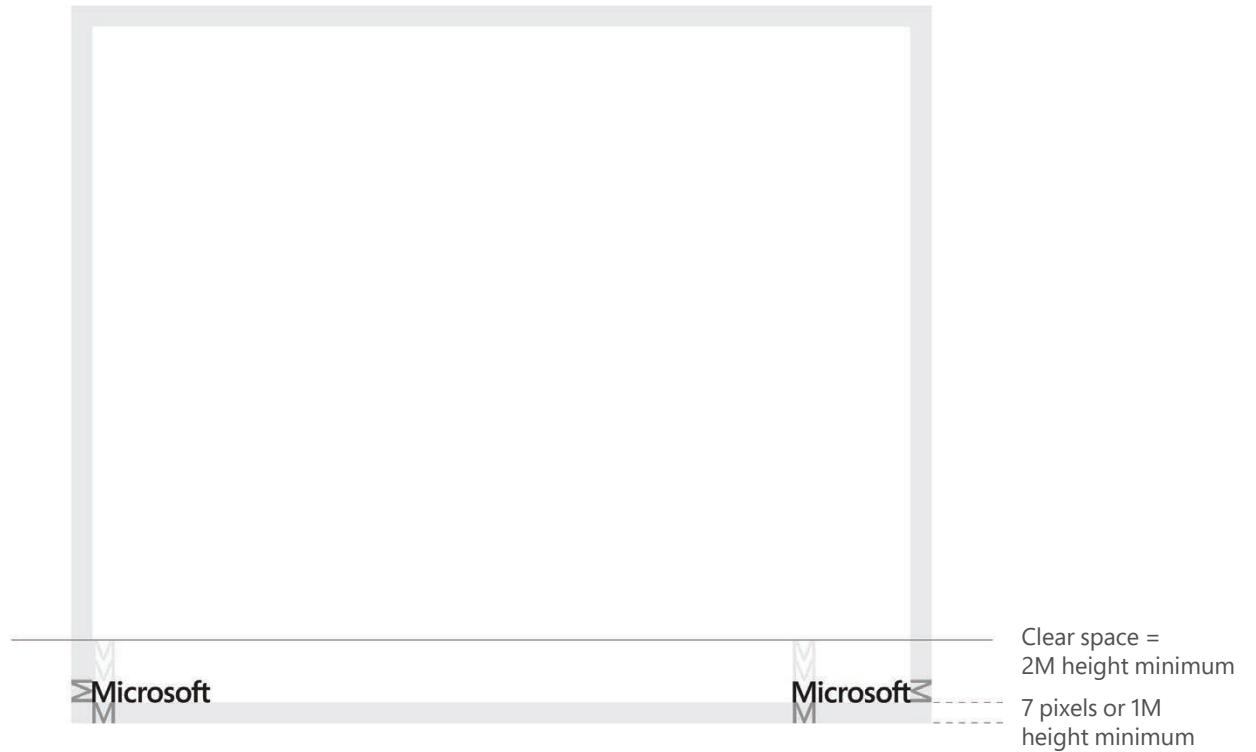
Small space banners

The Microsoft logotype must appear in all banner advertising, with a few exceptions. The Microsoft logotype may be dropped when the ad sizes are smaller than 120 x 90 and using the Microsoft logotype would prohibit appropriate sub-brand sponsorship and messaging.

In the rare instance when the Microsoft logotype is not used, it must appear on the "call-to-action" (CTA) landing page.

Logo placement for 120 x 90 ad

Microsoft logo appears in at least one frame of the animated ad
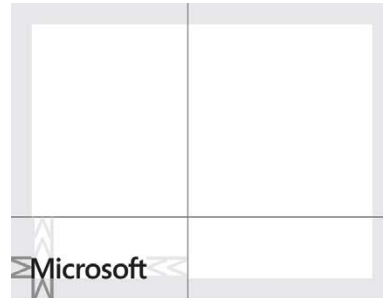
120 x 90 ad with proper clear space
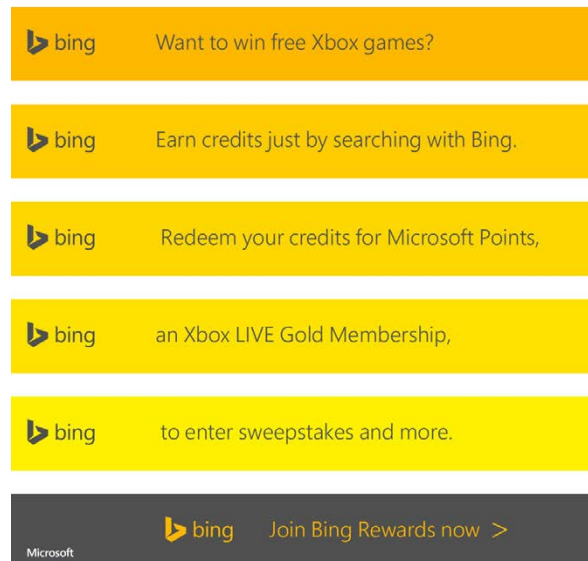
120 x 60 ad doesn't allow proper clear space.

Place the Microsoft logotype away from the focal point

The logotype should be placed in the bottom corners, away from the focal point of the layout. Placing the logotype in the corner of the layout is a good way to signal that it is an endorsement, rather than the lead brand.

Look for the least obtrusive location, taking care to avoid busy areas of images or the Searchlight graphic.

Simply Stunning

Go to Bing.com to see what you've been missing. Bing's home page changes every day.
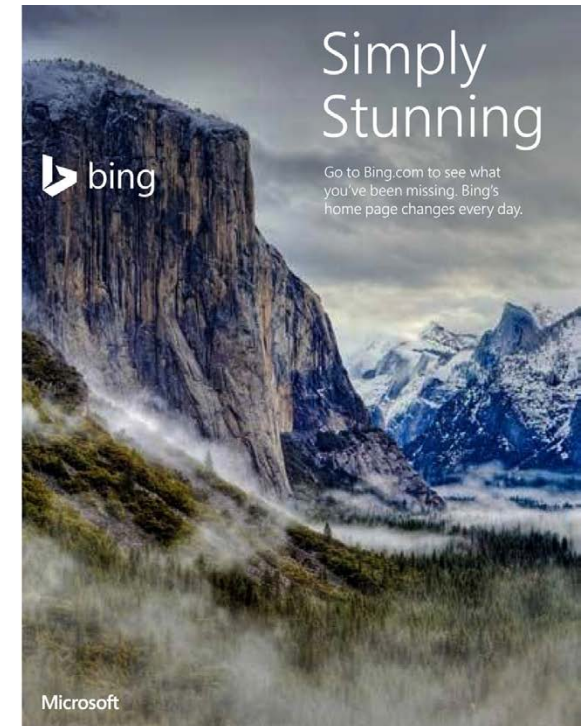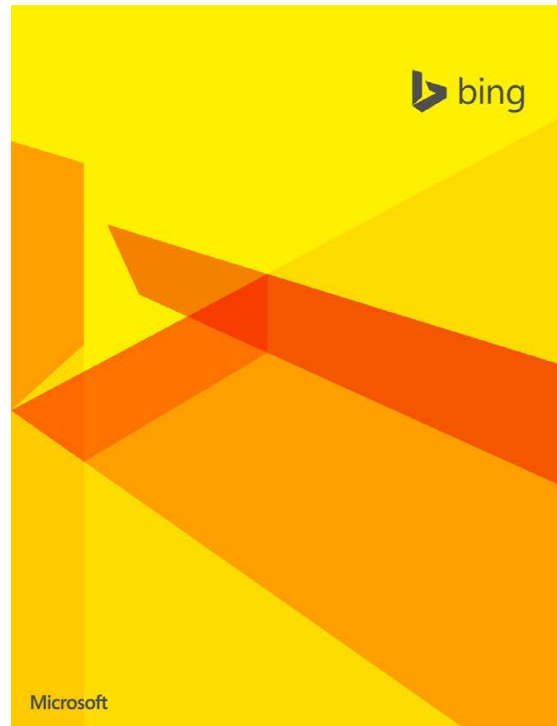
Placement of the Bing logo on end cards in TV and video

In video applications, all of the logo guidelines should be followed.

The Bing logo can be animated and used with a Bing mnemonic. Please refer to that section of the guidelines.

Size
The height of the symbol in the logo must be 1/6 the height of the end-card screen.

Background
The logo should appear in Bing Orange on a Bing Dark Gray background (preferred). Alternately, it may appear in Bing Dark Gray on a white background.

Placement
The Bing logo should be centered both vertically and horizontally on the end-card screen.

The height of the symbol in the logo must be 1/6 the height of the end-card.
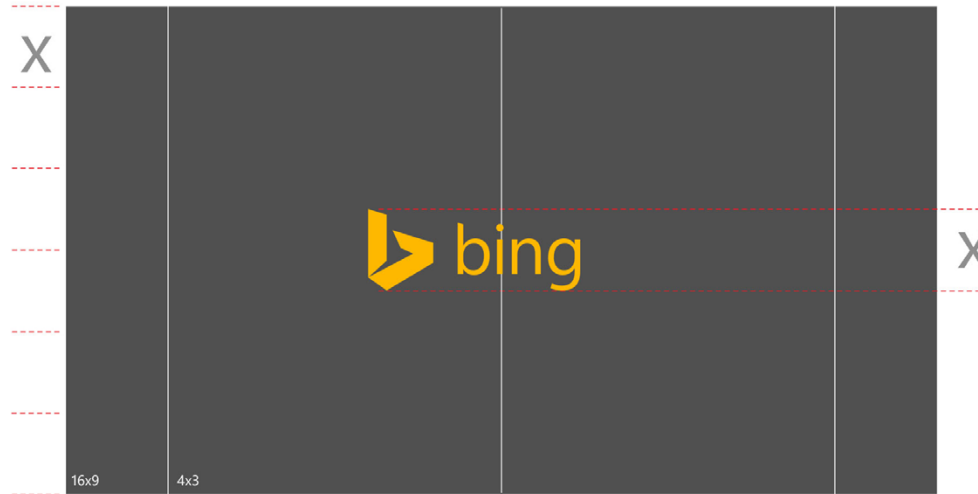
Bing Orange on Bing Dark Gray is preferred, the alternative version is Bing Dark Gray on white.
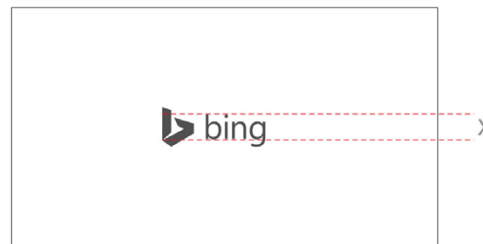
Placement of Microsoft logo on the end-card in TV advertising

This is the only time that the full Microsoft logo is used with the Bing identity. It must appear on the end-card screen of every TV advertisement and video to reinforce the association between Microsoft and Bing.

Timing
The Microsoft logo must appear for a minimum of one second.

Size
The height of the symbol in the logo must be 1/6 the height of the end-card screen or the Microsoft logo cap height must be equal in size to the product logo cap height.

Background
If using a white end card with a gray Bing logo, use the white Microsoft end card. If using the gray end card with a Bing orange logo then use the black Microsoft end-card. In this case, the change from gray to black should be a smooth transition.

Placement
The Microsoft logo should be centered both vertically and horizontally on the end-card screen.

The height of the symbol in the logo must be 1/6 the height of the end-card.

X

X

Microsoft

16x9   4x3
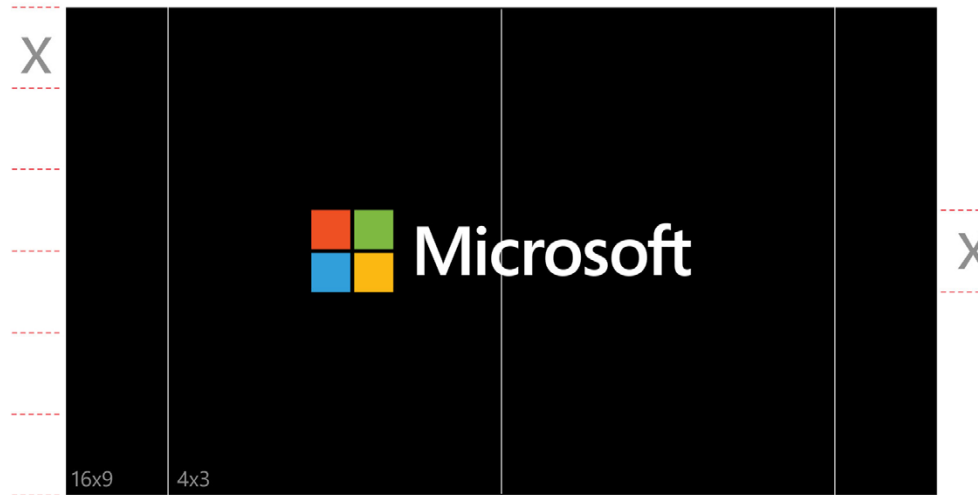
The Microsoft logo and the Bing logo are equal cap height.
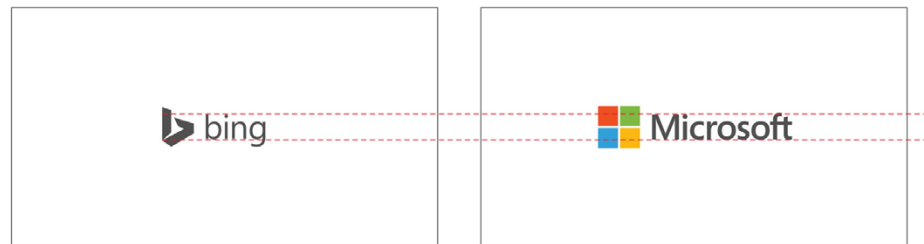
bing

Microsoft

Treat the identity elements with care

Our visual identity is a valuable tool. We must consistently apply the Bing logo and the Microsoft logotype to ensure that our communications speak with a unified voice.

- Don't change the symbol / logotype relationship.

- Don't stretch or compress the logo.

- Don't add anything to the logo.

- Don't add effects like shadows and gradients to the logo.

- Don't create logo "lockups" by adding text to the logo.

- Don't place the logo over busy photographic backgrounds.

- Place the logo on colors that provide sufficient contrast.

Type is beautiful, and it matters

Type is more than a design element. It articulates our message, expressing both what we say and how we say it. Modern, easy to read, and humanist, the Segoe type family is closely aligned with the Microsoft brand personality. We use it within products and in communications across brands.

Segoe is straightforward, allowing our messages—from the enthusiastic to the practical—to be easily understood.

Use Segoe

Keep it simple

Limit type sizes to three

Keep it flush left

Use sentence case

Segoe is our type family

We use Segoe, a completely custom type family created for Microsoft that has become a long-standing core element of our visual identity.

Segoe Pro is the brand font used for print and graphic executions. Segoe UI is the Windows OS font and the font that is used for on-screen and digital executions.

To download the Segoe Pro font family, visit Brand Tools.

Segoe Pro

Use for all print applications. Also use for on-screen applications like PowerPoint and email.

Segoe Pro Light
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe Pro Regular
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe Pro Semibold
**ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&***

Segoe Pro Bold
**ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&***

Size and weight

- Limit type to no more than three sizes.
- Use Light for large headlines.
- Use Regular or Semibold for increased legibility at small sizes or over backgrounds.
- Use Semibold or Bold for subheads, but not for headlines.
- Segoe Black or Condensed weights should be used sparingly.

Case

- Sentence case is our standard for all communications.
- Avoid the use of all-caps type.
- Do not use all-lowercase type.

Line spacing

- Line spacing refers to the space between lines of type. See the chart at right for line spacing guidelines.

Letter spacing

- Letter spacing (also known as tracking) is the space between letters.
- Segoe is designed so that letter spacing and word spacing are set by default to 0. In some cases, spacing may need to be adjusted. Make sure that letters never touch one another. See the chart at right for tracking guidelines.

Justification

- Type should always be set flush left, ragged right.
- Segoe should never be justified or centered.
- Avoid widows, orphans and lines that end with hyphens.

Type size	Leading	Tracking
Body text (<8~14pt)	120% (minimum)	0
Subhead text (14~36pt)	110% (minimum)	-15
Headline text (36~72pt+)	120% (minimum)	-15

Segoe works around the world

We recommend specific fonts for use around the world.

Languages	Print	On Screen
Latin, Greek, Cyrillic	Segoe Pro	Segoe UI (Win 8 version)
Hebrew, Armenian, Georgian	Segoe UI (Win 8 version)	Segoe UI (Win 8 version)
Arabic	Segoe UI (Win 8 version) Majalla "Traditional"	Segoe UI (Win 8 version)
Indian languages	Nirmala UI	Nirmala UI
Thai	Leelawadee	Leelawadee
Indiginios American	Gadugi	Gadugi
Chinese (simplified)	YaHei	YaHei UI
Chinese (traditional)	JhengHei	JhengHei UI
Korean	Malgun Gothic	Malgun Gothic
Japanese	Meiryo	Meiryo UI
Lao	Lao UI	Lao UI
Khmer	DaunPenh	Khmer UI
African languages	Ebrima	Ebrima

Keep type aligned with the grid

Clear, organized messages are easier for our audiences to read and respond to. Align all type, regardless of messaging category to the same grid.
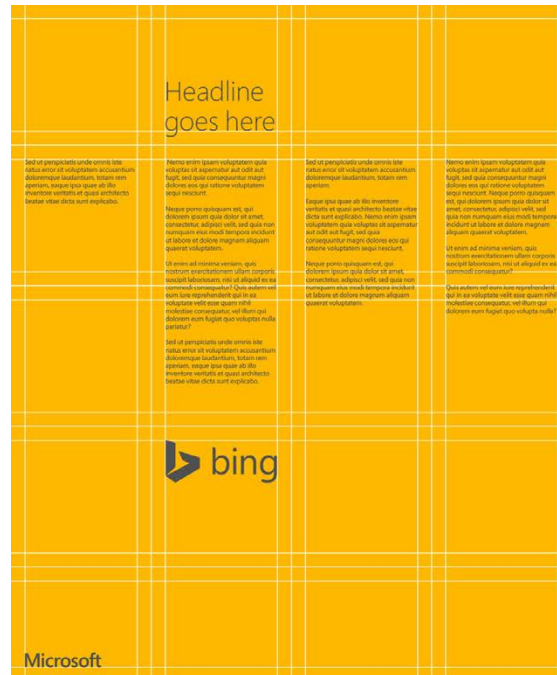
Our web font

Segoe UI is our primary web font. To ensure consistency on all computers, Arial can be used as our web compatible font.

In situations where Segoe UI and Arial can't be used it can be substituted with Helvetica or Sans-Serif.

Segoe UI

Use for websites where possible.

Segoe UI Light
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe UI Regular
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe UI Semibold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Segoe UI Bold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Arial

Use for all applications requiring a web compatible font.

Arial Regular
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Arial Italic
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Arial Bold
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Arial Bold Italic
ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz
1234567890@#$%&*

Type is about clarity. Keeping it simple will improve the way we communicate

Segoe is straightforward. Ensure that it is utilized in a simple manner.

*A widow is a word by itself on a line.
An orphan is a lone word at the top of a page or column—the last word in a sentence carried over from the prior text block.

- Avoid punctuation for short headlines.

- For multiple sentences or questions, use proper punctuation.

- Avoid the use of all caps.

- Don't stretch type horizontally or vertically.

- Don't kern text too tightly or loosely.

- Avoid right-aligned type.

- Avoid loose line spacing measures.

- Avoid widows and orphans*.

- Don't use more than 2 type styles in close proximity.

- Try to follow the rule of 3 type sizes per page.

We are colorful

Life happens in color. Color captures passions, inspires emotions and connects people.

Bright and energetic, pure and beautiful, the Bing colors add vibrancy to communications and are among the most recognizable and unifying elements in our visual identity.

Our color palette is derived from the Microsoft palette

All of the Bing colors are chosen from the warm side of the Microsoft color palette. We have further reduced the number of colors shown here to ensure a balance of consistency and flexibility.

Yellow

Orange

Lime

Red

Green

Magenta

Teal

Purple

Cyan

Blue

Our brand color is orange - PMS 124, and we have five colors in our primary palette

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

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.

Brand color

Orange 124
C0 M25 Y100 K0
R255 G185 B0
HEX #FFB900

Primary palette

Red 185
C0 M100 Y100 K0
R232 G17 B35
HEX #E81123

Orange 144
C0 M50 Y100 K0
R255 G140 B0
HEX #FF8C00

Yellow 116
C0 M13 Y100 K0
R252 G209 B22
HEX #FCD116

Process Yellow
C0 M0 Y100 K0
R255 G241 B0
HEX #FFF100

Yellow 100
C0 M0 Y50 K0
R255 G252 B158
HEX #FFFC9E

We have three colors in our secondary palette, seven grays in our product palette

The appropriate use of color helps make sure all of our customers can access and understand Bing communications, regardless of their abilities.

Avoid relying on color alone to convey information. Always provide text or other graphical cues to guide customers to our message.

Note: Type reversed to white, or black type over a colored background, should exceed the minimum 4.5:1 contrast ratio for accessibility.

For more information on accessibility at Microsoft, visit www.microsoft.com/enable.

Secondary palette

Purple 526	Magenta 241	Process Magenta
C75 M100 Y0 K0	C25 M100 Y0 K0	C0 M100 Y0 K0
R104 G33 B122	R180 G0 B158	R236 G0 B140
HEX #68217A	HEX #B4009E	HEX #EC008C

Product palette

Black	Cool Gray 11	Cool Gray 9	Cool Gray 6
C0 M0 Y0 K100	C0 M0 Y0 K80	C0 M0 Y0 K65	C0 M0 Y0 K36
R0 G0 B0	R80 G80 B80	R115 G115 B115	R163 G163 B163
HEX #000000	HEX #505050	HEX #737373	HEX #A3A3A3

Cool Gray 3	Cool Gray 2	Cool Gray 1	White
C0 M0 Y0 K20	C0 M0 Y0 K12	C0 M0 Y0 K6	C0 M0 Y0 K0
R210 G210 B210	R225 G224 B223	R237 G236 B235	R255 G255 B255
HEX #D2D2D2	HEX #EDECEB	HEX #E1E0DF	HEX #FFFFFF

Background colors

With the exception of black, all of the brand colors can be used for backgrounds but the colors shown here are the preferred background colors.

To meet the accessibility contrast requirements ratio of 4.5:1, the type and logos should be reproduced in Cool Gray 11 when using Process Yellow, PMS 116, PMS 124, PMS 144 or Cool Gray 3 backgrounds.

Either PMS 124 or White can be used on a Cool Gray 11 background.

Orange 124
C0 M25 Y100 K0
R255 G185 B0
HEX #FFB900

Orange 144
C0 M50 Y100 K0
R255 G140 B0
HEX #FF8C00

Yellow 116
C0 M13 Y100 K0
R252 G209 B22
HEX #FCD116

Process Yellow
C0 M0 Y100 K0
R255 G241 B0
HEX #FFF100

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

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

Transparency increases the range of our color palette

We have created a tight color palette to ensure consistent communications. The range of this palette can be expanded by the use of transparency. On lighter colors, the feeling of transparency can be created by multiplying the colors at 100%.

On darker colors, a transparent appearance is created by applying colors from the color palette from 30% to 70%.

When working with the product palette, the gray tones should be applied at 50%

Our range of colors means that we must use them consistently

Maintaining the correct proportions in our marketing communications will ensure color consistency.

In marketing communications, Bing Orange is the dominant color while the colors in the red and magenta range should be used sparingly. Bing Dark Gray is used for typography, the Bing logo and the Microsoft logotype in marketing communications.

In product, Bing Dark Gray is the dominant color while Bing Orange, black and white are used as accent colors only.

Marketing palette

Product palette

Using the marketing color palette

These examples show the primary palette. The logos are reproduced in Cool Gray 11 to ensure that they exceed the minimum 4.5:1 contrast ratio for accessibility.

To create the examples the colors from the Bing color palette were multiplied with varying levels of transparency.
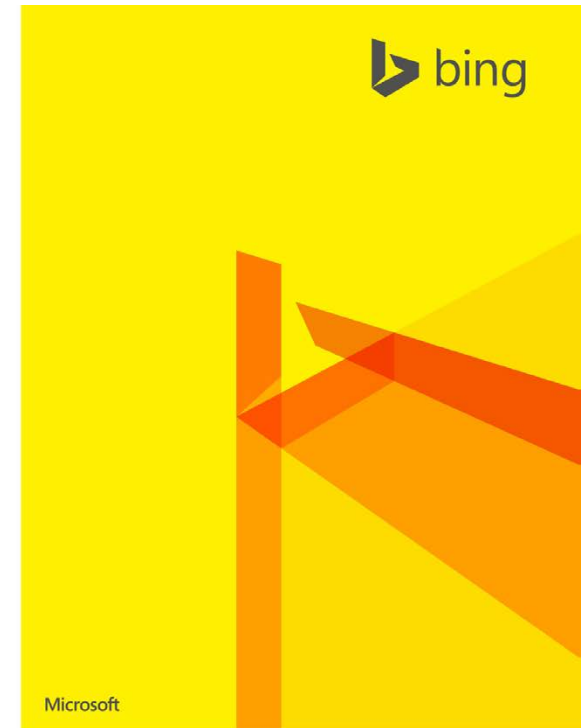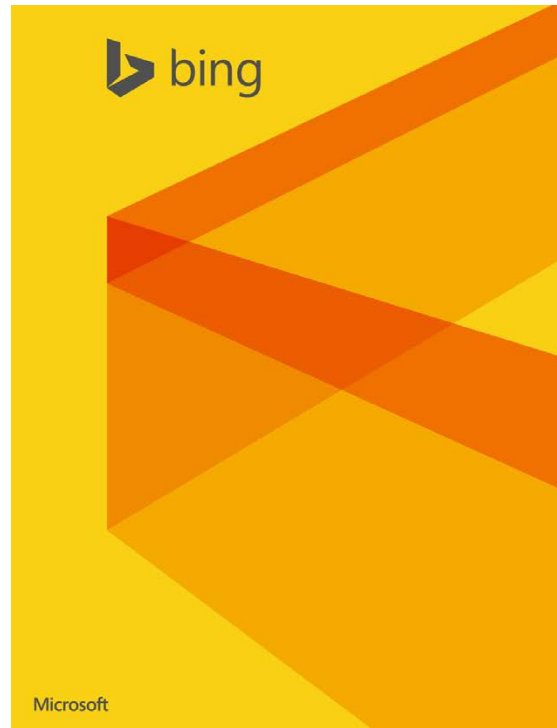
Using the product color palette

This example shows the use of the product palette.

The primary brand color is used sparingly in the product, the grays from the product palette are used generously.

The use of lighter grays ensures that all type exceeds the minimum 4.5:1 contrast ratio for accessibility.

Color is a powerful tool to bring the Bing brand to life

Observe these rules to ensure that we get the maximum benefit from our use of color.

- Don't tint the brand colors on white backgrounds. Use transparency, multiplying the colors to give greater range.

- Avoid using more than one palette in a layout.

- Don't place the logo over any color or background that provides insufficient contrast.

Photos that capture the real world we live in—authentic, optimistic and bold

Photography is one of the most effective ways of conveying emotion. Unique photography has been a point of differentiation since the creation of Bing.

Powerful and unique photography is a distinctive part of the Bing identity system.

Photography style

When choosing photography for all Bing communications look for images that are beautiful, intriguing and poetic.

We use bold, bright images to inspire and connect with users.

Ensure that all photographic images are fully licensed and approved by your local LCA adlaw contact.

Surprisingly brilliant

Photography has always been an important part of the Bing visual identity. Look for images that reflect the beauty of the world, deeply saturated with rich color.

We want to inspire users' curiosity, look for images that are new views of the world or familiar places shown from an unusual angle.

We explore the world around us and the people in it. Highlight a rich mix of subjects, color palettes and emotions.
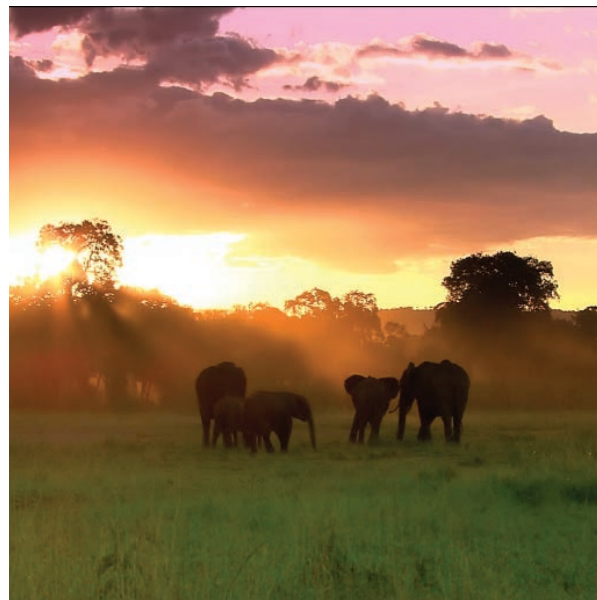
Photography - using people

Photographs of people should be a minor part
of the Bing visual identity. People should be part
of their surroundings, not the focal point of the
image. Where possible try to avoid recognizable
facial features by using images that silhouette
or obscure the features of the subject.

Avoid off-brand treatments

The following is a short list of what to avoid when using Bing photography.

- Don't vignette to black.

- Don't use emotionless images.

- Don't use clichéd scenarios or contrived settings.

- Don't use visual puns.

- Don't use device-focused images that are not part of a bigger human story.

- Don't stage interactions or use obvious posing.

- Avoid bland color or black and white images.

- Avoid obvious post-production or Photoshop effects.

Our tone is authentic, personal and engaging

We put the human in search. We use authentic, personal language and engaging imagery to craft experiences that users come to think of as their own.

You'll hear this voice articulated through such content areas as user education, enhanced search results, trending topics, marketing copy, UI, help, the homepage and elsewhere.

For further guidance on the Bing tone, please contact the editorial team.

Our language is the voice of Bing.

Being consistent with how we speak makes our voice recognizable.

Writing principles

When in doubt, consider the following:

Be the brand

Write as though offering friendly support to a neighbor.

Use inclusive, non-discriminatory language, so all users feel the product is made for them.

Account for global opportunities and differences (culture, geography, language).

Respect people's time

Make it easy to scan, skim and read. Use so few words that people might actually read them.

Avoid clutter. Use just enough, consistent punctuation to attain clarity.

Tell people what they'll accomplish before telling them how.

Help them achieve what they came for, and then step out of the way.

Provide enough information to help people predict and choose without overwhelming them.

Writing principles

When in doubt, consider the following:

Our customers are explorers

Appeal to their desire for adventure, news and entertainment.

Find new ways to express concepts.

Be appropriately, subtly playful.

When possible, anticipate the customer's mood — address medical and celebrity searches differently.

Assume your audience knows absolutely nothing about the feature you're telling them about. Use the vernacular. It does not include words like "query," "tags" and "authenticate."

Understand the value proposition, but rarely lead with it.

Sell the user on what the feature can do for them, not how innately useful, good or innovative we might think it is.

The only absolute grammar rule is that subjects must agree with verbs.

Earn trust

Be direct and transparent.

Use consistent, intuitive words. Avoid making people stop and think.

Address customers directly ("you" and "your," not "I," "me," or "my").

Colloquialisms

It's OK to use colloquialisms or slang in specific situations, like product tours, setup screens, or content that won't be localized.

But use phrases and expressions intentionally and always ask whether the majority of users will follow your meaning.

Embrace global opportunities and differences

If the words will be localized, make sure that the text won't raise localization costs.

If it will be used by non-native English speakers, they might be confused or frustrated if they can't understand the language or look it up in a dictionary.

Keep your global audience in mind. Remember that your American audience is diverse.

Be mindful of globalization and cultural considerations before using idioms, colloquialisms, or regionalisms.

Use inclusive, non-discriminatory language, so all users feel the product is made for them.

Style guides

Sometimes we need rules. While multiple styles of writing exist within Microsoft, Bing tends towards the Associated Press (AP) style guides.

For writing that appears in the product, such as the Bing homepage hotspots, user education and UI text, Bing has adapted the general guidelines set out in the Microsoft Manual of Style.

The Microsoft Manual of Style is a key language resource for those who produce content in English for and about Microsoft products and services.

Associated Press

Reporters, editors and others use the AP Stylebook as a guide for grammar, punctuation and principles of reporting.

Although some publications use a different style guide, the AP Stylebook is considered a newspaper industry standard and is also used by broadcasters, magazines and public relations firms. It includes an A-to-Z listing of guides to capitalization, abbreviation, spelling, numerals and usage.

Serial comma

The preferred use of commas within Bing marketing and communication is to avoid the serial comma. The serial comma (also called Oxford comma) is a comma placed immediately before the coordinating conjunction (and, or, nor) in a series of three or more terms. Avoid adding the serial comma for brevity and consistency.

Example

A list of three countries might be punctuated as "Portugal, Spain, and France" (with the serial comma).

In Bing communications, we would say "Portugal, Spain and France" (without the serial comma).

Bing applications

For Bing applications, the full product name is Bing <Application>.

Using the full name will help distinguish the application from non-Microsoft products and should be used in the application store, on charms, in tiles and in written descriptions.

When referring to the applications in text, use the full name first and then the short name on second mention.

For example: The new Bing Weather application launched today. Weather is a robust set of weather experiences tailored to you.

Do not use "powered by" in copy. Icons used should use the application color + application icon (not the Bing logo) + the full application name in the Windows system font.

Full name, in-store name, app download page, icon tile name, charm screen name	Short Name
Bing Maps	Maps
Bing Weather	Weather
Bing News	News
Bing Sports	Sports
Bing Finance	Finance
Bing Travel	Travel
Bing Translator	Translator
Bing Food & Drink	Food & Drink
Bing Health & Fitness	Health & Fitness
Bing Magazines	Magazines

Naming

Naming a feature should follow some basic guidelines:

Framework driven
Naming framework and process will be used to ensure consistency.

Comprehensive
Every feature/concept has a name.

Consumer first
Names should have consumer appeal.

Use only two classes of names
Depending on the circumstance, strive for great "Descriptive" names for product-only features and "Suggestive" for marketing-only features.

Brand aligned
Adhere to the Bing brand guidelines.

Global
Localization considerations where appropriate.

Naming architecture

	Element	Official name			Naming system
Logos	Master brand	**Microsoft**			Trademarked name
	Sub-brand	▷ bing			Trademarked name
	Program	▷ bing ads	▷ bing rewards	▷ bing offers	Bing + descriptive program name
Text only, no logo	Access point	Bing Desktop	Bing for iPhone	Bing Bar	Bing + access point, device and descriptor
	Applications and verticals	Bing Weather Bing Images	Bing Translator Bing News	Bing Maps Bing Videos	Bing + descriptive domain name
	Marketing features	Bing Sidebar	Bing Price Predictor	Bing Snapshot	Bing + suggestive name
	Product features	Search History Preview	Instant Answers Dictionary	Enhanced Results	Descriptive name

Avoid off-brand language

The following is a short list of what to avoid
when using the Bing tone of voice.

- Avoid punctuation for short headlines.

- For headlines with multiple sentences or
  questions, use proper punctuation.

- Avoid sounding corporate, cold or dispassionate.

- Avoid exclamation points.

- Do not use a passive voice.

- Don't write too much copy; only use words
  if you have to.

- Stay away from semicolons in online writing.

Examples

Following are some examples of common executions. Templates for these examples can be found on Brand Tools.

Print, event signage and banner ad executions follow the guidance in this document.
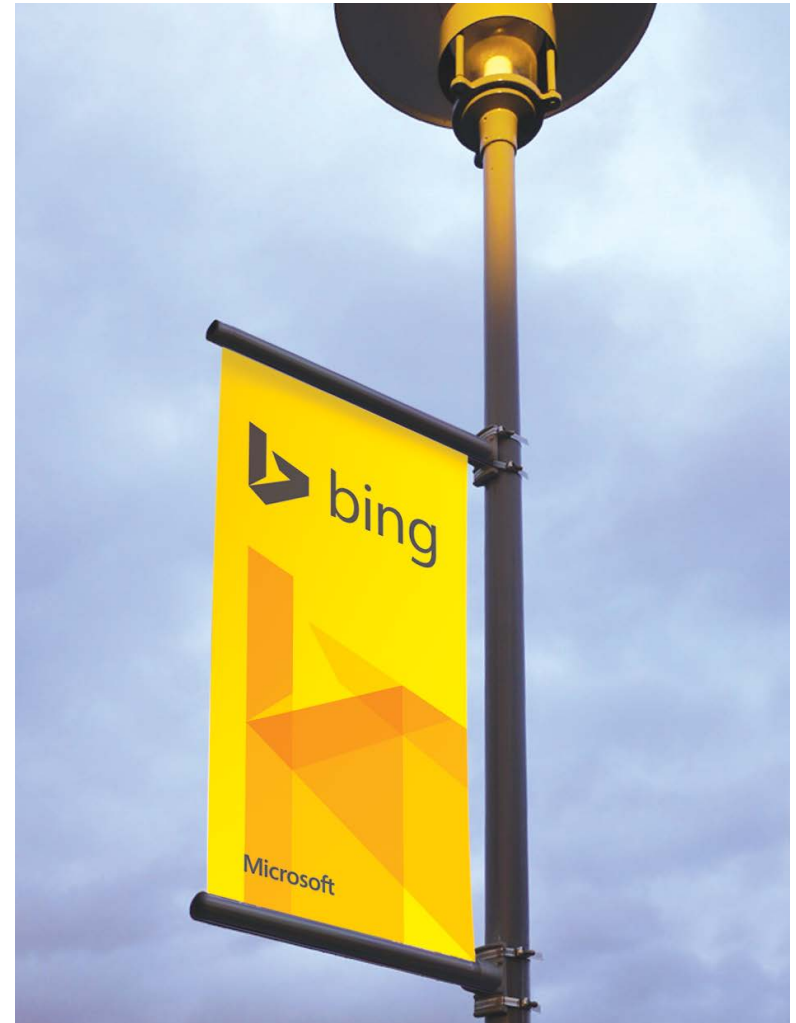
Print example

Billboard example

Email example

Outdoor banner
examples

Banner ad example

Design matters

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Bing communications will be stronger for it.

Brand Tools has additional resources and guidance on the entire Microsoft brand.

(→) https://brandtools.microsoft.com