

# 2 - Bing visual system guidelines

July 2013

Microsoft confidential

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.

This document focuses on the creation of marketing assets using the Searchlight graphic and Bing visual identity elements.

For complete guidance on font, logo, color, photography and voice, please refer to the Bing brand guidelines.

For all Bing visual identity assets see Brand Tools.

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## 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.

Reorganize the web for task completion.

## Our mission

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

Empower people with knowledge.

## 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.

Empowering through anticipation and insight.





## Our brand personality

The traits that describe us and make us unique.

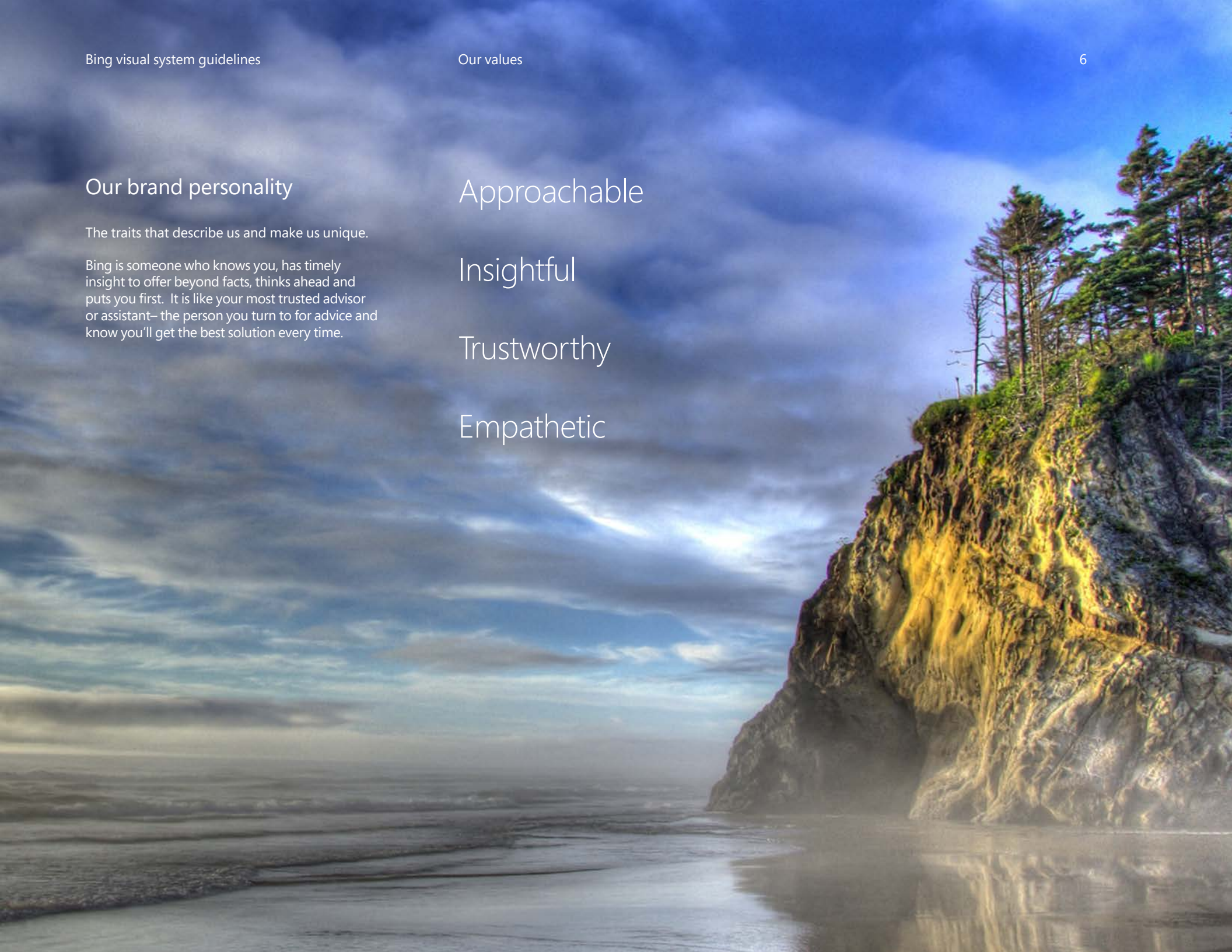
Bing is someone who knows you, has timely insight to offer beyond facts, thinks ahead and puts you first. It is like your most trusted advisor or assistant– the person you turn to for advice and know you'll get the best solution every time.

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

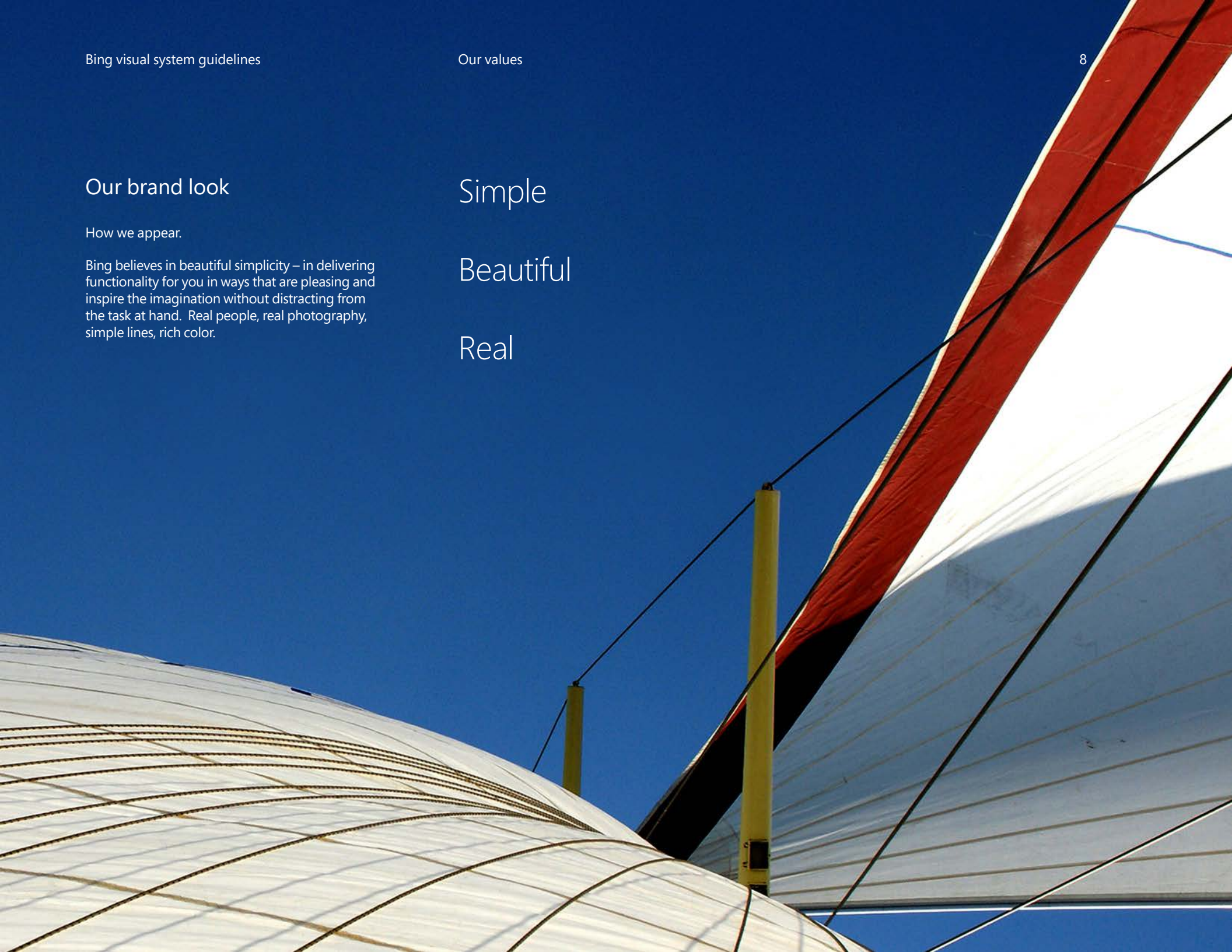
How we appear.

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.



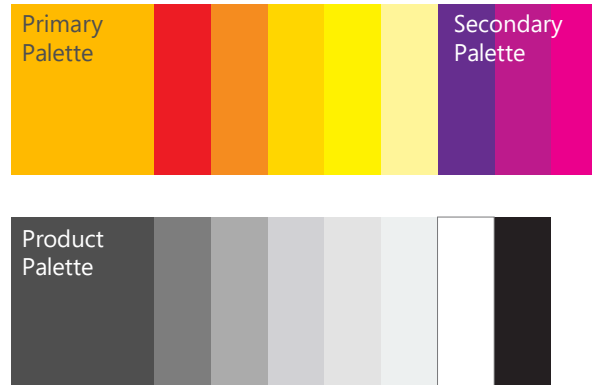
Logo



Microsoft Logotype

Microsoft

Color



Searchlight graphic



Type

Segoe Light

Segoe Regular

**Segoe Bold**

Photography



Layout grids



## Grids: invisible but critical

Even when you can't see it, the grid is the most important organizational tool in the visual identity.

It's what every layout is built on. It helps deliver our messages in a clean, simple, and direct way. It makes our communications feel like they come from Bing.

Starting with a well-defined grid will give your design a solid foundation.

The underlying grid brings structure to simplicity. It creates the spaces where we tell our stories.



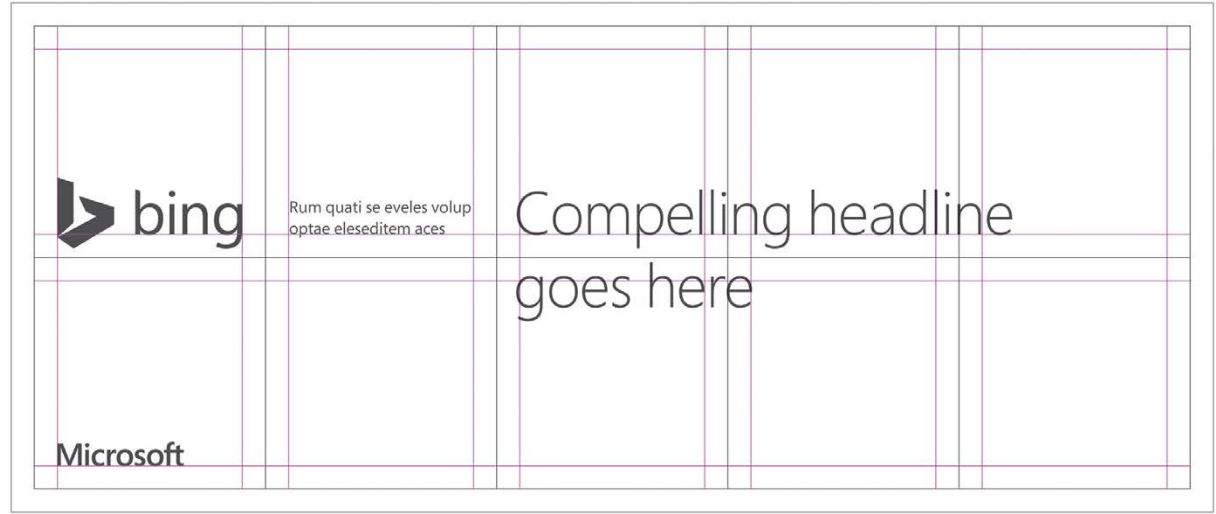
## Grids provide organization, with or without the Searchlight graphic

The underlying structure of all Bing design, grids help balance your layout, creating the spacing and information organization that will guide customers to the most important visual elements and messages.

Dark Magenta lines = margins within the grid

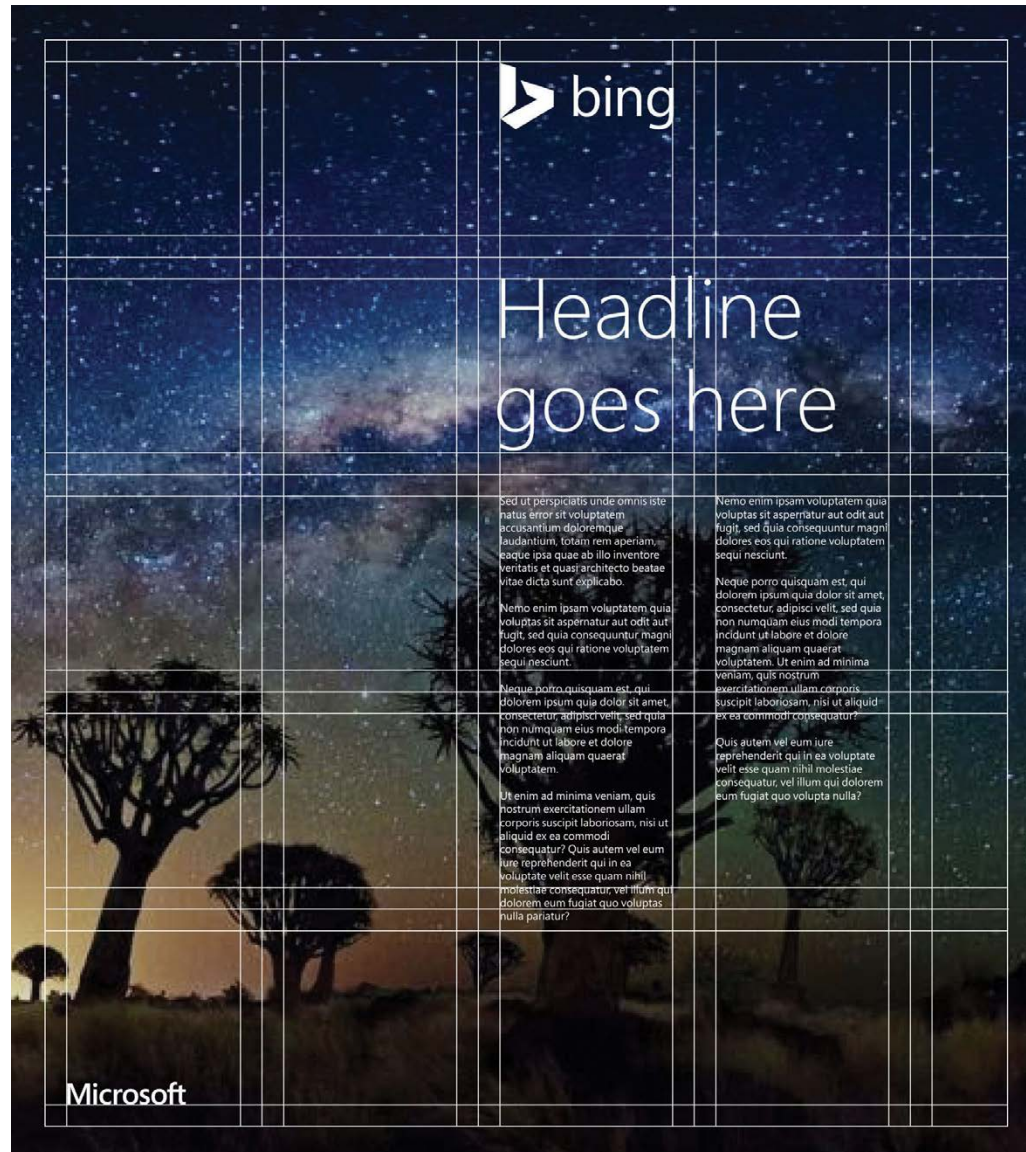
Gray lines = grid columns and rows

For details on how to build the grid foundation, go to page 24.



## Type and logos always align with the layout grid

The layout grid is the foundation for all communications. While photography should be full bleed, the typography, the Bing logo and the Microsoft logotype should align to the grid.

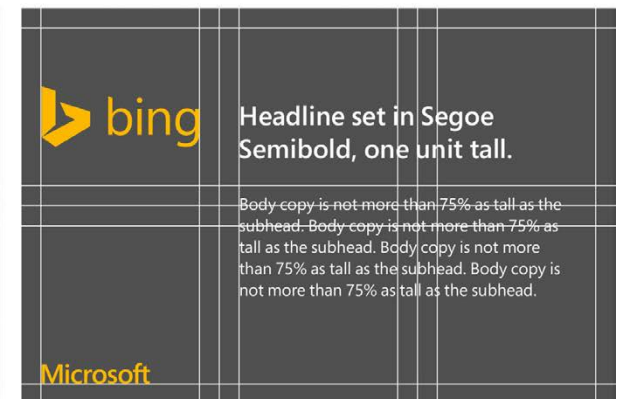
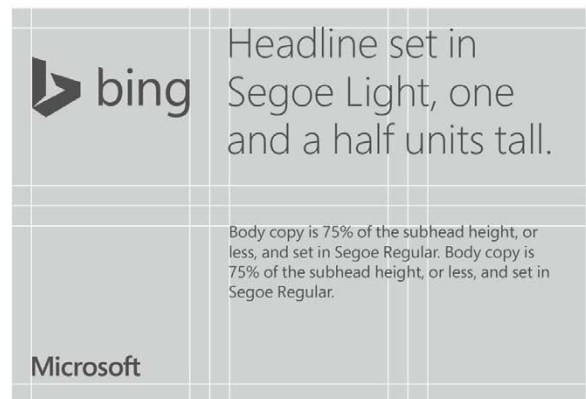
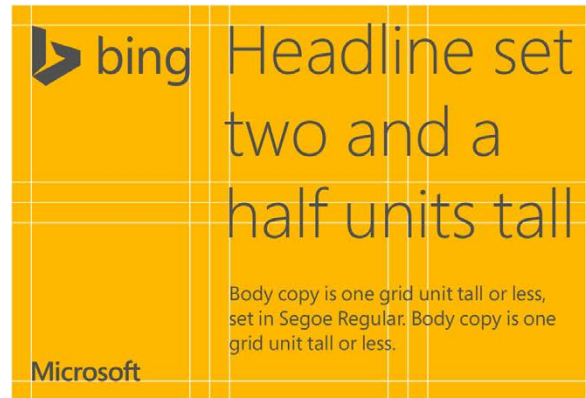


## Type size and legibility

While there are many possibilities in the size and style of type, here are some proven relationships for using Segoe in composition.

All of these examples use flush left type and standard kerning and line spacing.

For legibility all color combinations shown meet the accessibility contrast requirements ratio of 4.5:1.





## Grids hold everything together

Observe these rules to ensure that our communication is clear and consistent.

- Don't align type to the tile grid. It should align to the interior margins.
- Don't use different internal margins for different elements with a layout. Using consistent margins allows all text and logo elements to align.

## The Searchlight graphic

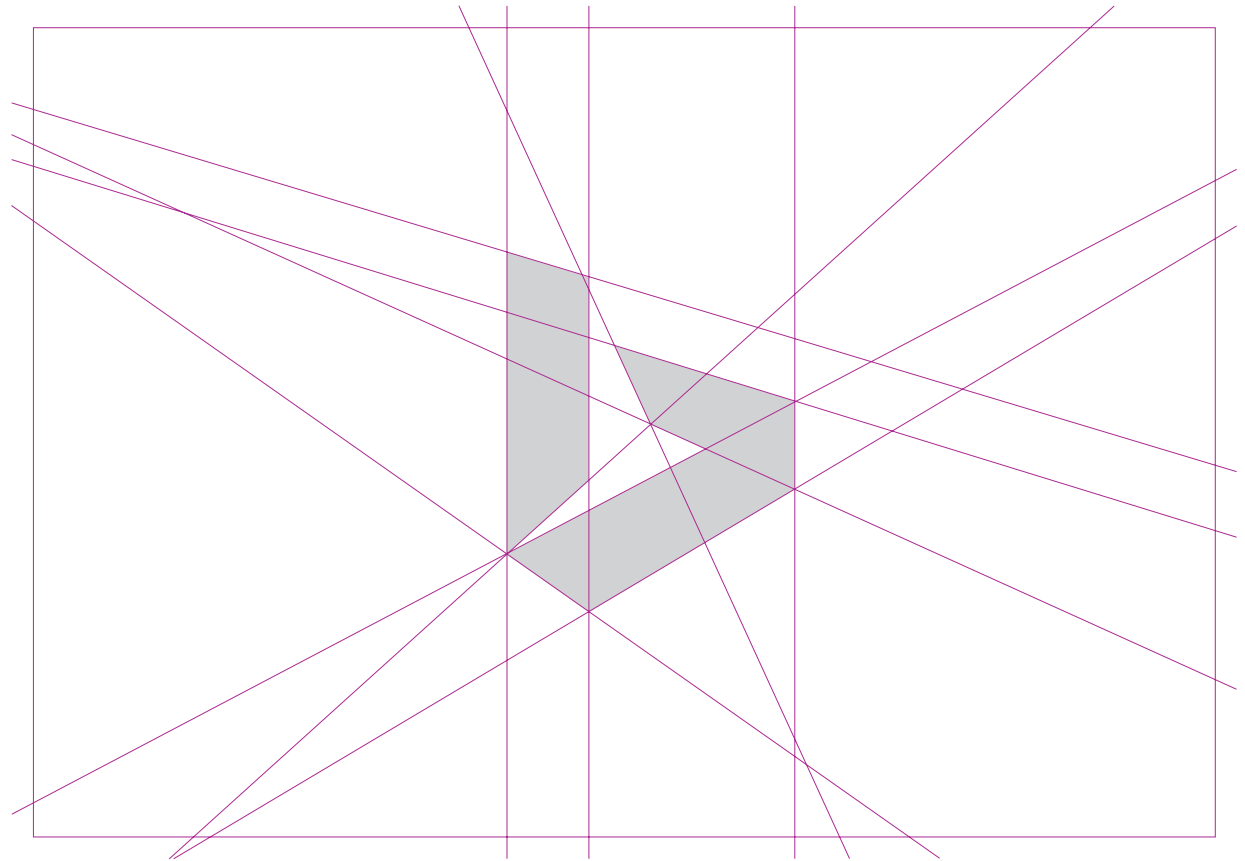
The Searchlight graphic is the element that ensures that the Bing visual identity has a distinct look and feel within the broader Microsoft visual system.

The Searchlight graphic is an optional element. It should be used as often as possible but there will be circumstances where its use would make a piece of communications too complex.

The Searchlight graphic brings our identity to life.

## How we created the Searchlight graphic

The Bing 'b' is the basis of the Searchlight graphic. The lines emanate from the symbol to create a dynamic pattern.





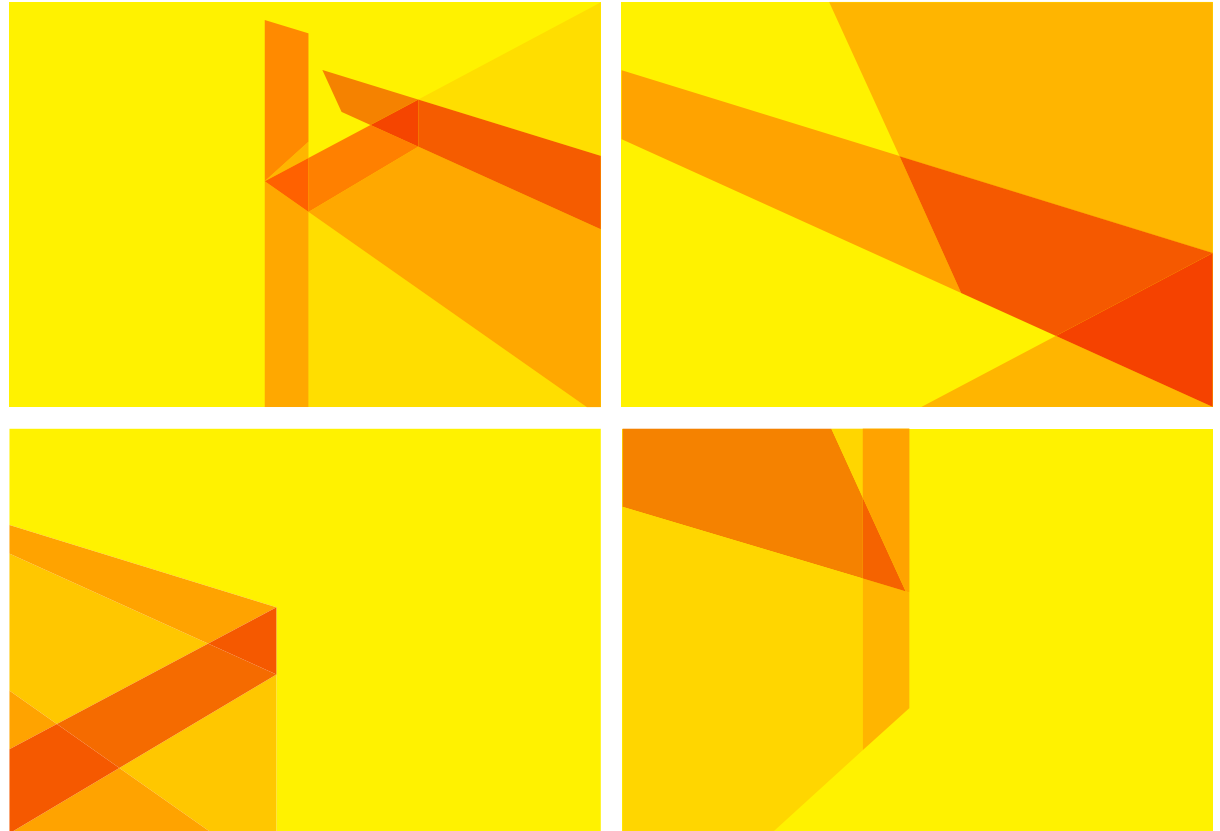
## Adding transparency to the Searchlight graphic brings it to life

It is the application of the brand colors that brings the searchlight graphic to life. The Searchlight graphic should always be reproduced in the brand colors or the shades of gray from the product palette. It should never be reproduced as a keyline.



## Dynamic cropping creates new layouts

Shown here are some examples of how the Searchlight graphic can be constantly reinterpreted. These variations ensure that Bing communications are always new and different.

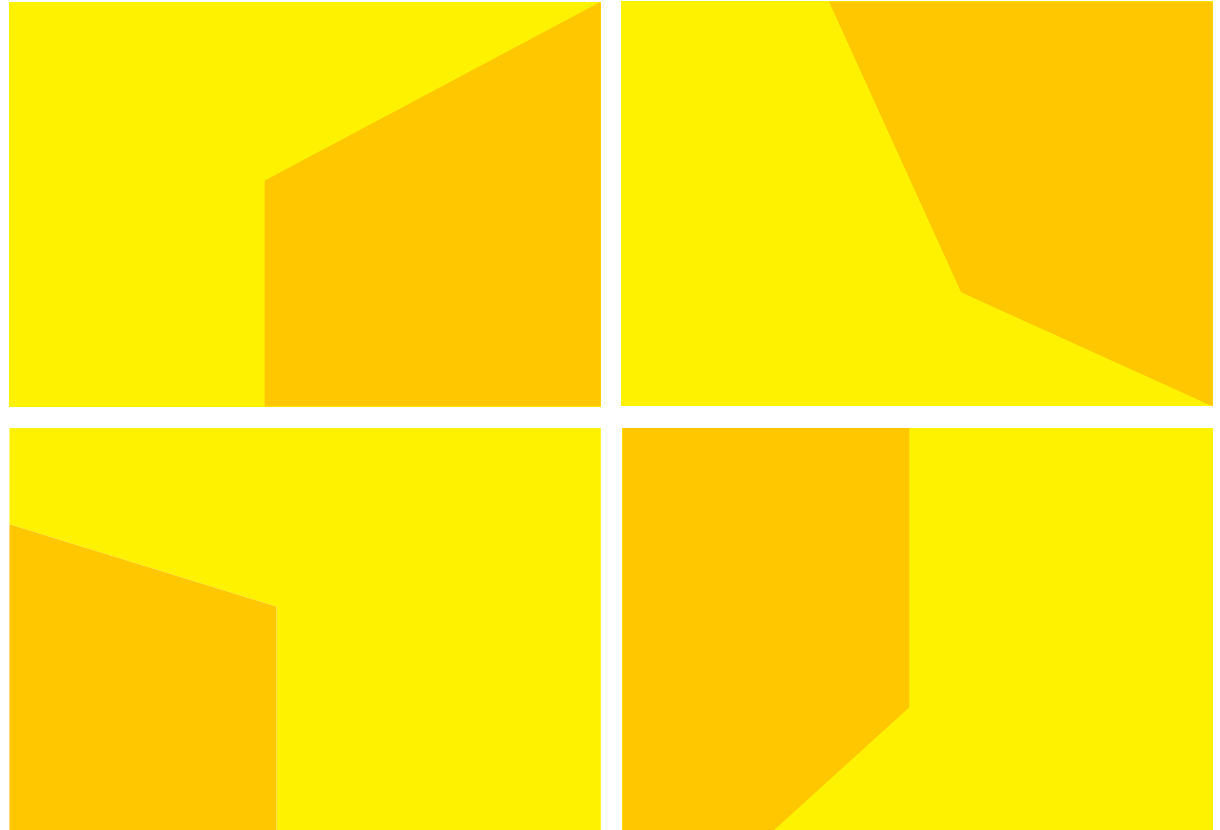


## Simplifying the Searchlight graphic for use with photography

Simplicity is a key part of our visual expression. When working with photography, the Searchlight graphic should be reduced to its essence.

It is reduced to a single panel which can be used as a background for type on an image.

Shown here are minimal versions of the searchlight graphic.





## Incorporating photography

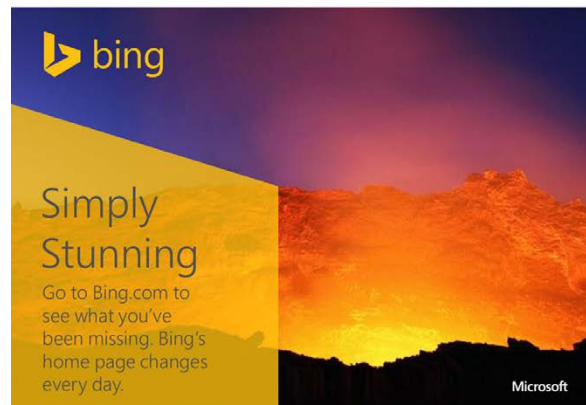
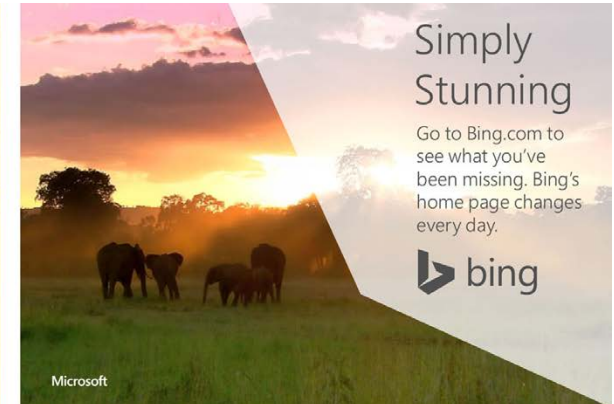
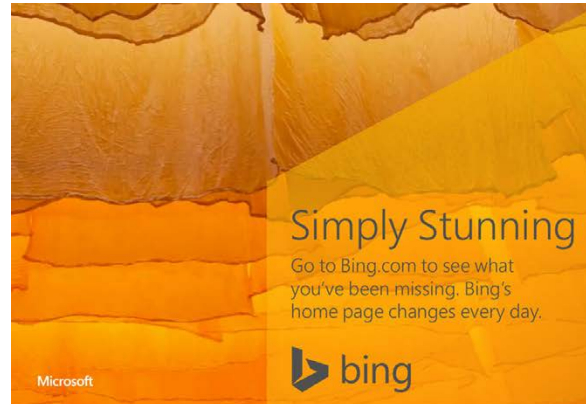
When a photograph is too complex to provide sufficient contrast for text, the simplified Searchlight graphic provides a staging area.

To maintain consistency, the Searchlight graphic should only be reproduced in Bing orange or white.

The Searchlight graphic should always have a level of transparency to allow the beauty of the photography to shine through.

The level of transparency will vary depending on the complexity and color of the photograph.

The objective is to allow as much of the photograph to show through while ensuring that the accessibility contrast requirements ratio of 4.5:1 is met when the type and logos are reproduced in Cool Gray 11.



## Three potential brand expressions

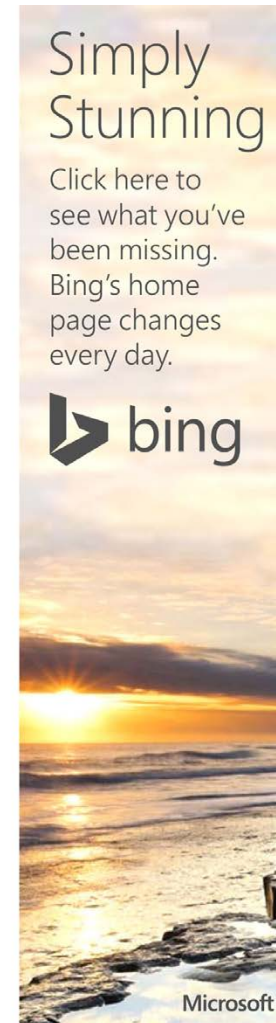
Shown here is an example of the three most common brand expressions.

1. Searchlight graphic + type
2. Photograph + type
3. Simplified Searchlight graphic + photograph + type

Due to their simplicity, options 1 and 2 are preferred.

Option 3 should be used when working with complex images. Be sure to use transparency to let the image shine through. The Searchlight graphic shouldn't block or mask the image.

In all cases ensure that the accessibility contrast requirements ratio of 4.5:1 is met.



## The Searchlight graphic helps make Bing unique

It is the most dynamic of the Bing identity elements and should be handled with care.

- Avoid placing the Searchlight graphic over important areas of photography.
- Use scale, don't create a Searchlight graphic that is a similar size to the Bing logo.
- Use transparency. Don't use a solid Searchlight graphic on a photographic background.
- Avoid competing with the headlines and text. Allow space for type in or around the Searchlight graphic.
- Allow the Bing logo to breathe. Where possible avoid overlapping the Bing logo with the Searchlight graphic.

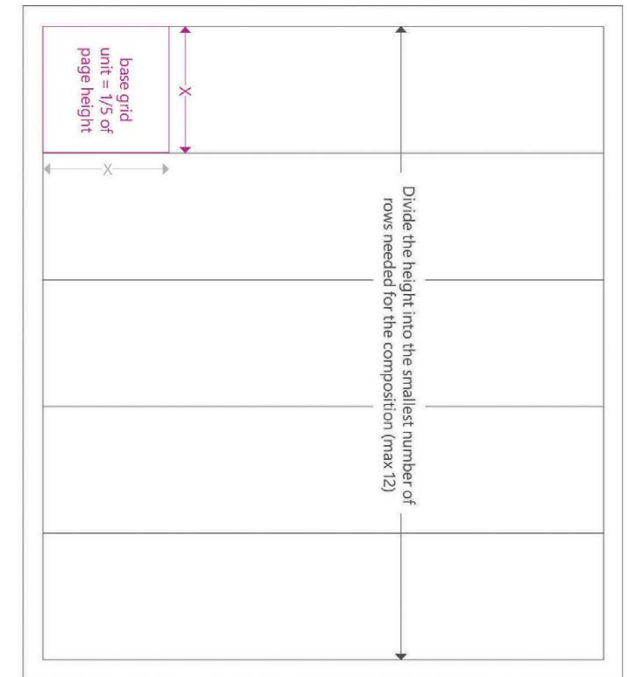
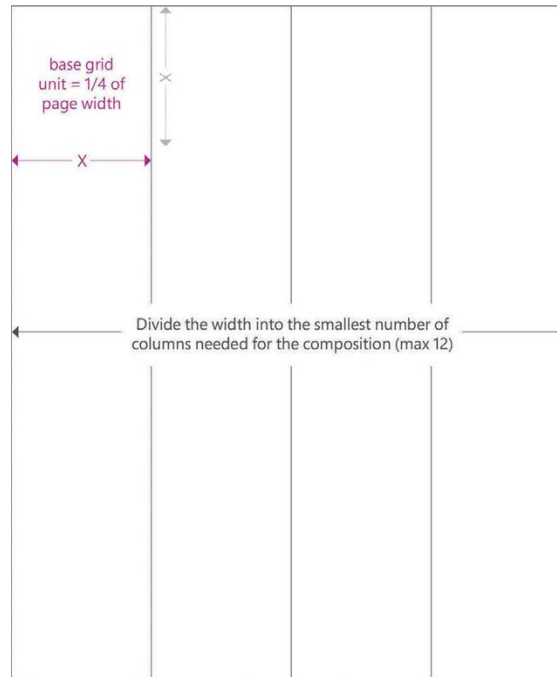
Putting it all together

Our brand elements come together to tell  
stunning stories that celebrate and delight  
people across the planet.

## Step 1: Define your columns or rows and the base grid unit

Choose the width or height of your layout (usually the larger of the two, but not always) as your defining dimension. Divide that dimension into the minimum number of columns or rows needed for the composition (maximum of 12).

Use this dimension ("X" in the diagrams at right) to create a square in one corner of your layout. This is the base grid unit from which you will derive the rest of your grid elements.



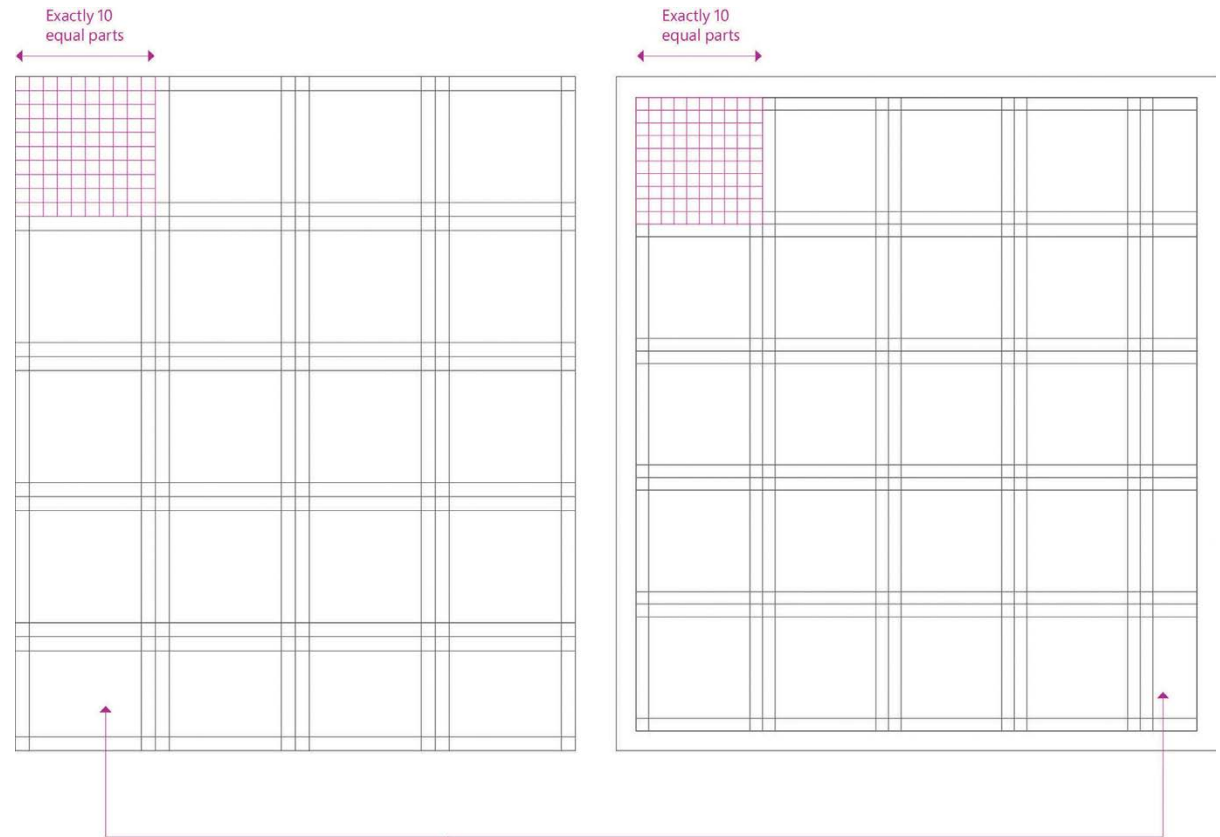


## Step 2: Finish the base grid and establish margins

Fill in the rest of the base grid (shown here in gray lines) using the unit established in step 2. If you began by establishing columns, this means drawing the rows. If you started with rows, this means drawing the columns.

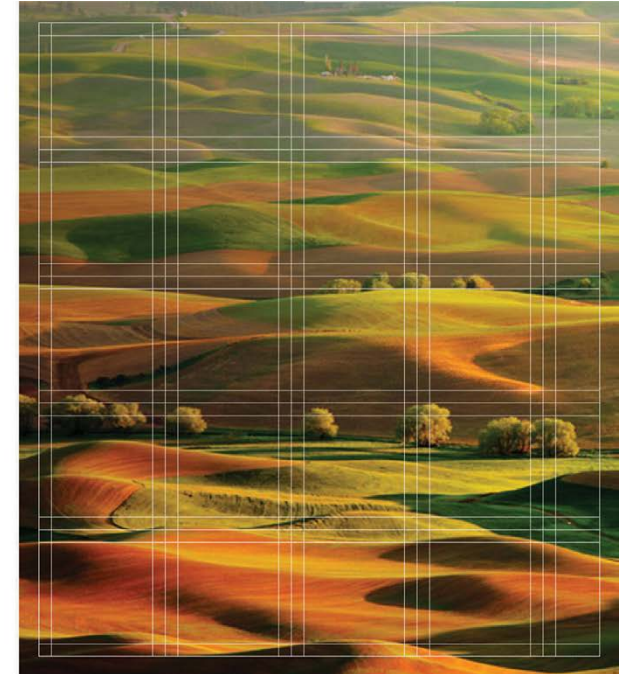
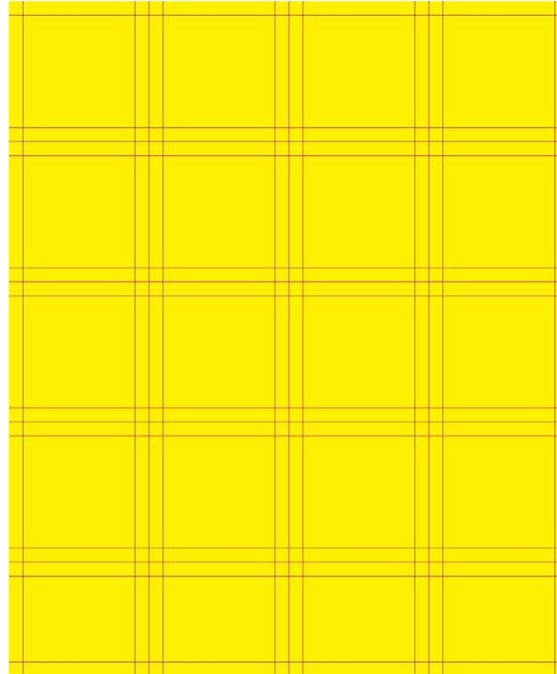
Next, divide the base grid unit into exactly 10 equal parts in both directions. Use one or two of these units as the exterior margin for your document.

Use this same measurement as the interior margin between your rows and columns. If your design includes an outer border, then this margin is an additional space inside that border.



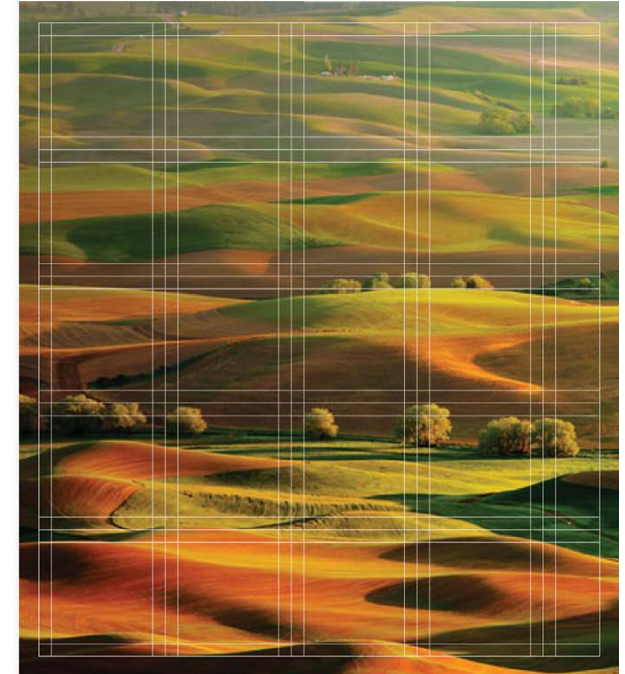
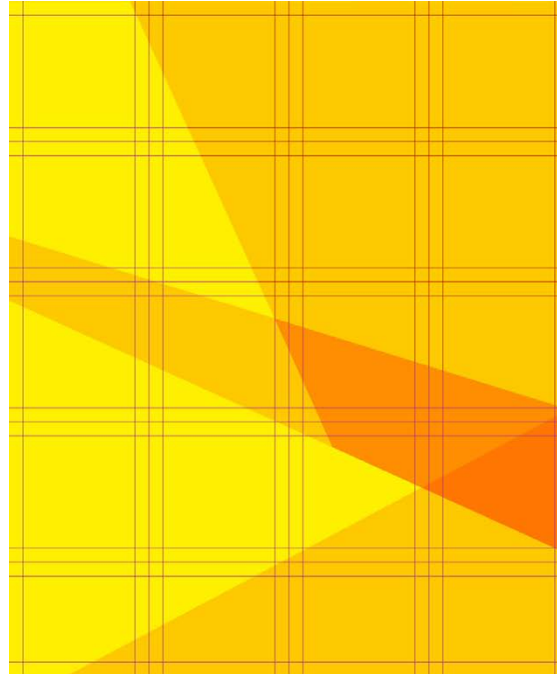
### Step 3: Add a background photo or color

A full bleed photograph or one of the brand colors is the basis for most pieces of communication.



## Step 4: Add the Searchlight graphic

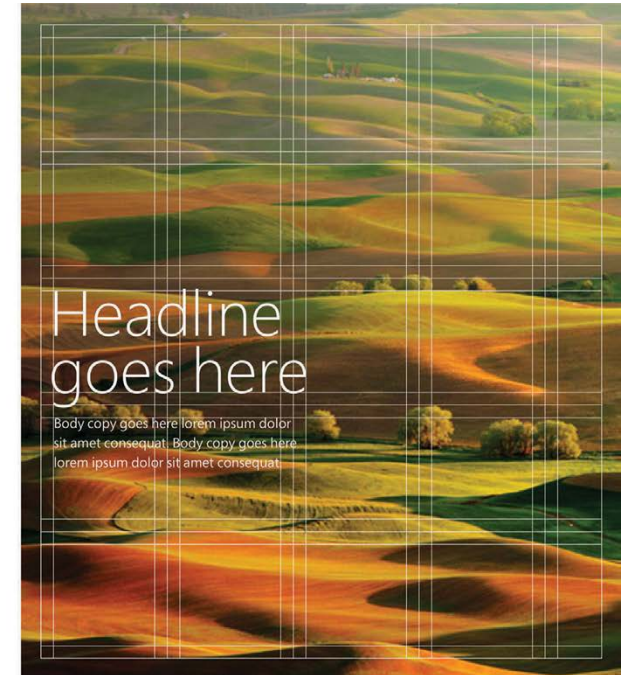
The Searchlight Graphic does not need to be aligned with the grid but when it is aligned with the grid it will allow typographic elements to align with it.



## Step 5: Add headlines and text

Align blocks of text to the interior margins that you established when building the grid. Text blocks may span multiple columns and rows, but they should always align in the upper-left corner of established margin lines.

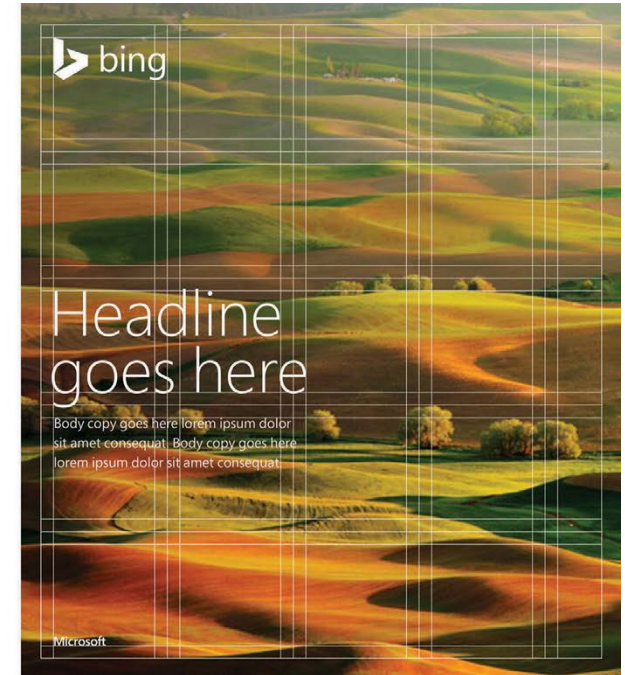
Remember to limit the number of type sizes to three whenever possible, and keep type flush left.



## Step 6: Add the Bing logo and the Microsoft logotype

The Bing logo should be aligned with one of the other elements on the page, either the typography or the Searchlight graphic.

The Microsoft logotype is placed in the bottom corners of the layout. Regardless of which side it's placed on, it should be aligned within the text grid.



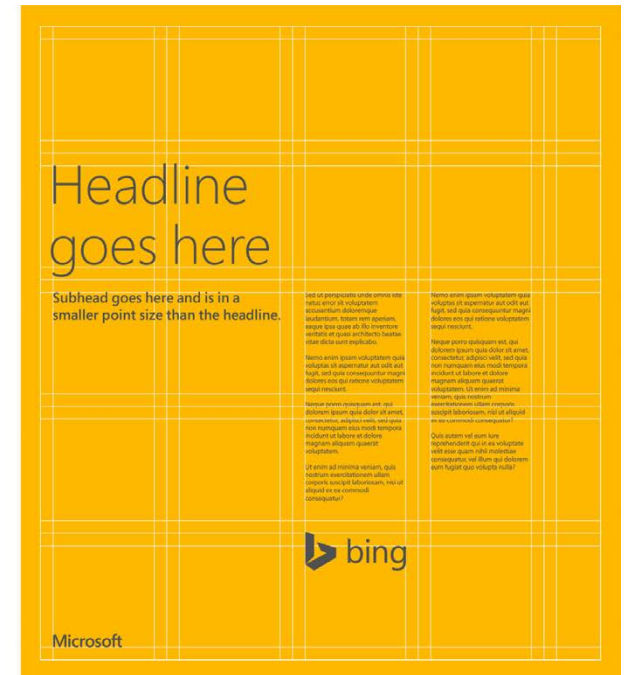
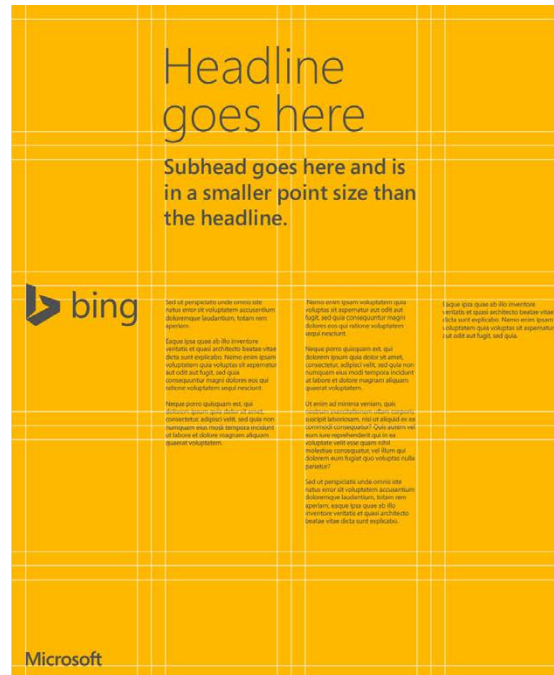


## Tips for type and hierarchy

There are three primary categories of messaging that we use in most communications:

1. Headlines
2. Subheads
3. Copy

When two or more categories of messaging are used, there should be a clear type size hierarchy. Avoid type sizes that are too close or locations that could confuse the viewer.



## Templates

Please visit Brand Tools to view and download templates.

There are templates available for many banner sizes and standard emails.

There are three different styles of templates:

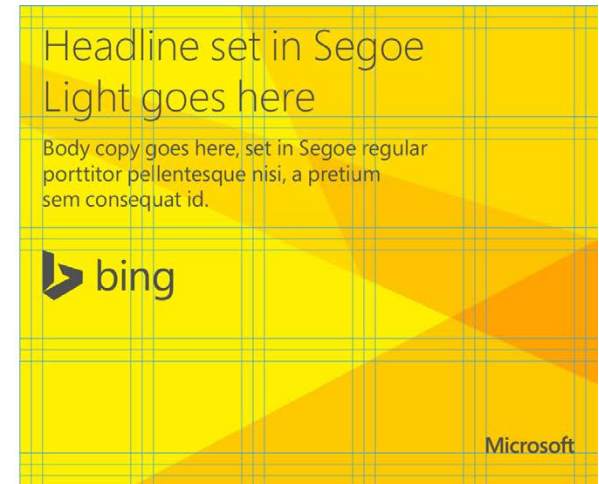
1. Photo + text
2. Photo + Searchlight graphic + text
3. Searchlight graphic + text

There are two options for each of these to allow for different photos and headlines. Choose the version that is most appropriate for your photo and headline.

Bing 300x250 P\_v1 Template



Bing 300x250 S\_v1 Template



Bing 300x250 P+S\_v1 Template



Naming convention

Bing **300x250** **P\_1** Template

**300x250** Banner pixel dimensions

**P\_1** Template type:  
 P = Photo + text  
 P+S = Photo + Searchlight graphic + text  
 S = Searchlight graphic + text

**1** Option number

## Additional elements should be simple and functional

To ensure focus on the primary identity elements such as the logo and color, any secondary elements should be minimized.

The Bing visual system is about unique photography, dramatic color and beautiful use of type.

Additional elements should be kept to a minimum.

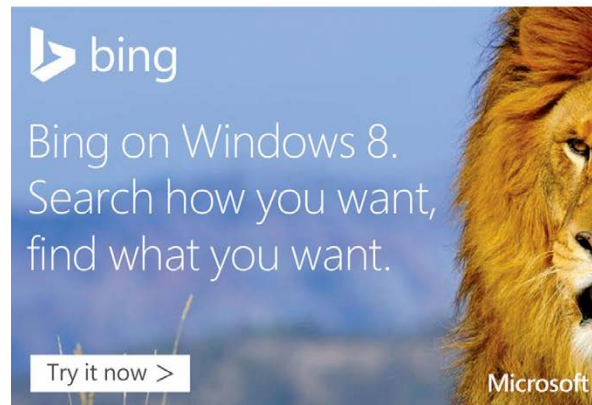
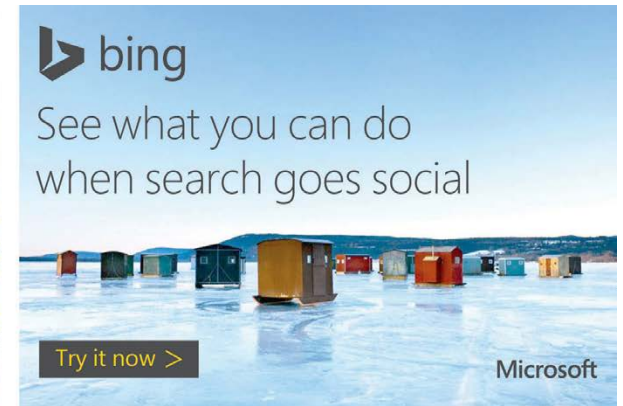
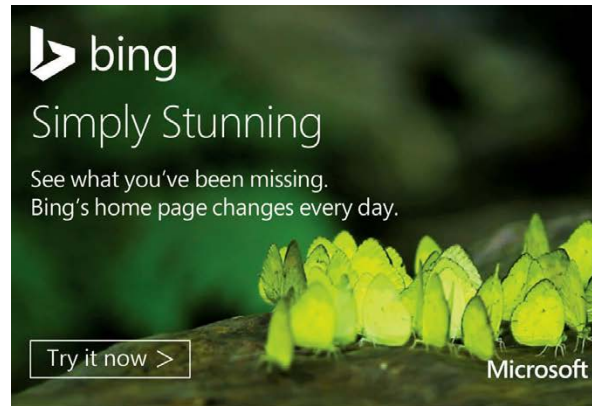
## Button variations

Shown here are some examples of a button on a banner ad.

Note that they are always sentence case, using either the brand colors or white. Where possible align with the text and the Microsoft logo.

The button can be a keyline to let the beauty of the photography shine through as shown at top left.

A single chevron should be used. It is created using a 'greater than' symbol in Segoe Pro. Use a larger point size and lighter weight than the accompanying text. The baseline should be dropped so the chevron aligns with the text.



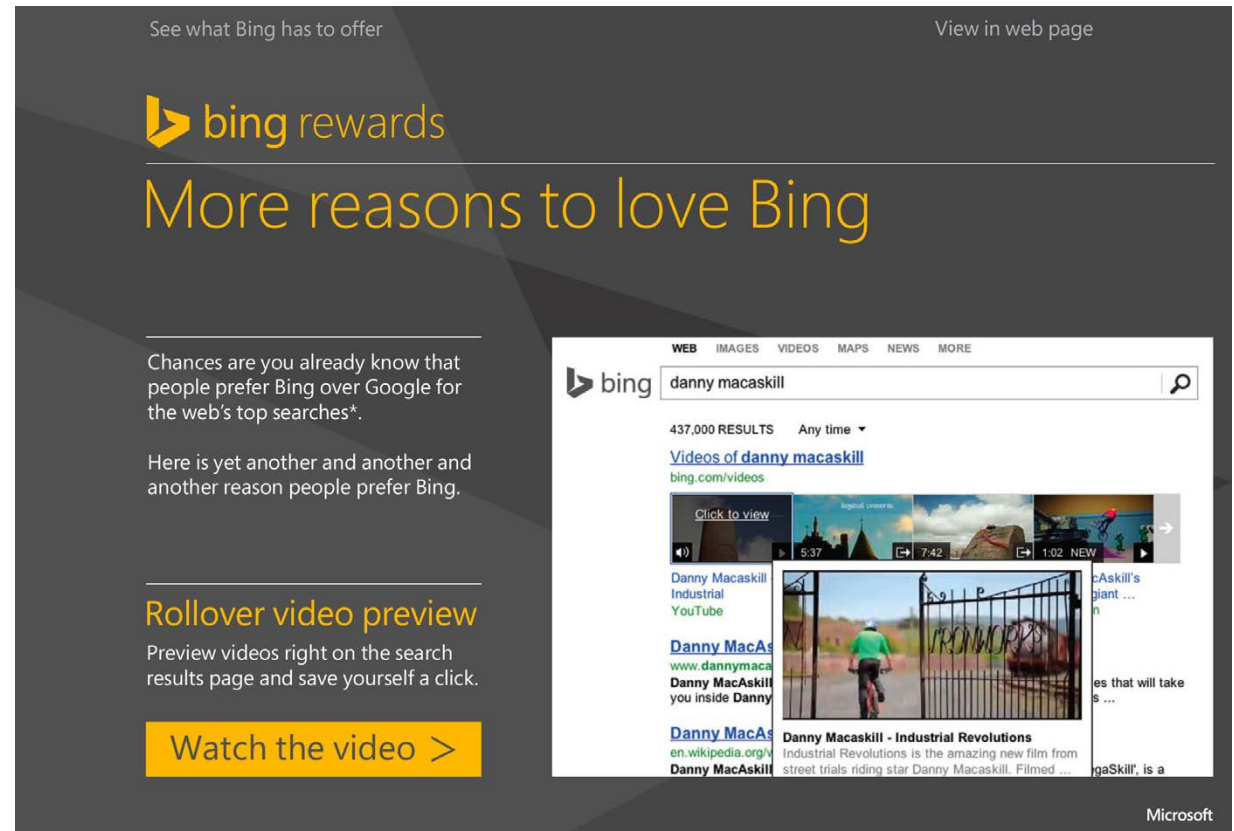
## Email buttons

Shown here are some examples of a button in an email.

Note that it is sentence case, using either the brand colors or white. Where possible, align with the text and the Microsoft logo.

A single chevron should be used. It is created using a 'greater than' symbol in Segoe Pro. Use a larger point size and lighter weight than the accompanying text. The baseline should be dropped so the chevron aligns with the text.

In emails, the button should be clearly visible. Always use a solid button in a contrasting color.



## Avoid adding more than is necessary

The following is a short list of what to avoid when creating any additional elements.

- Don't add any unnecessary elements.
- Don't use gradients or drop shadows when creating buttons. All buttons should be flat color.
- Don't round corners on buttons.
- Don't add a borderline around solid buttons.
- Don't add any highlights to buttons.
- Avoid using too many buttons.



## 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.



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**Vivamus quis hendrerit eros. Ut nec elit dui, in sagittis nisi. Sed fermentum libero sed odio sollicitudin quis semper eros fermentum quis semper.**

**24** in rursus purus

**Prasent a bibendum**

A red sports car, possibly a Dodge Viper, is shown from a rear three-quarter view, driving rapidly on a road at night. The background is heavily blurred, showing streaks of light from buildings and streetlights, emphasizing the car's speed. The car's taillights are illuminated, and its sleek design is highlighted by the ambient light.

 **bing** rewards

# Want to win free Xbox games?

Earn credits just by searching with Bing. Redeem your credits for Microsoft Points, an Xbox LIVE Gold Membership, to enter sweepstakes and more. Go to [bing.com](http://bing.com) to join.

Microsoft

## Billboard example

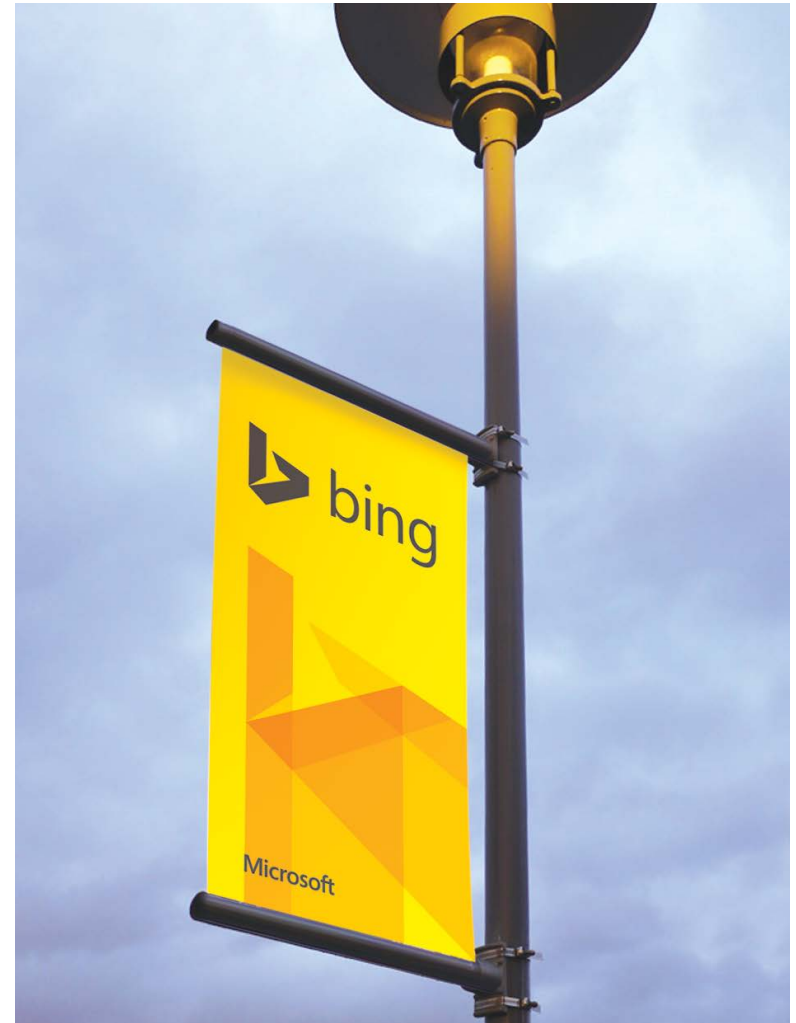


## Email example





## 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>

