



# BRAND AND LOGO GUIDELINES

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LOGO

## LOGO

The logo should always stand out against the background. Ensure that the contrast for all elements, including the orange ellipse, is legible. The reversed full-color logo should be used on all dark-color solids or photographic backgrounds. The preferred logo placement is in the lower left corner. It should align left with the copy.

Preferred option - reversed out of solid color or photo



Reverse full-color

Secondary option



Gray

- **Minimum size.** The Bing logo should never be less than 0.625" in print or 45 pixels online.
- **Clear space.** A minimum clearance must be maintained around the logo with other graphics and visual elements.
- **Placing the logo.** Always place the logo on a background that allows it to stand out and be immediately recognized. Do not place the logo over a pattern or a busy area of the photograph.



Minimum width  
0.625"  
45 px



Clear space



Bing and Microsoft logos

### Microsoft logo

The Microsoft logo should be used in Bing communications. It's a powerful brand and recent research has shown that when consumers know a product is from Microsoft, its favorability increases.

#### When using the Microsoft logo:

- The width of the Microsoft logo should be no more than three times the height of the lowercase "n" in the Bing brand logo.
- Maintain clear space around each logo. Avoid bunching them together or placing the logos in competition with each other.
- Place the logos in opposite corners, either horizontally and/or vertically from the other logo.
- Use the Microsoft logo in black or reversed to white. On colored backgrounds, the preferred treatment for the Microsoft logo is reversed to white.
- On multiple-page places, the Microsoft logo should go on the back page; in small outline banner ads, the Microsoft logo is not required.

Both the Bing logo and Microsoft logo are available on Brand Tools. Detailed information regarding the correct use of the Microsoft logo is available at:

<https://brandtools.microsoft.com/microsoft>



The reversed full-color logos are preferred for all marketing communications on dark-color photographs or backgrounds.



The gray full-color logos can be used on light-color photographs or backgrounds.



The full-color blue logo is for use in the UI only.

**Do:**

- Use the artwork as provided on Brand Tools.
- Ensure contrast for all elements of the logo, including the orange ellipse, for legibility.
- Use the reversed full-color on dark solid colors or dark photographic backgrounds. Use the gray logo on light solid colors or light photographic backgrounds—for marketing communications.



Single-color (white)



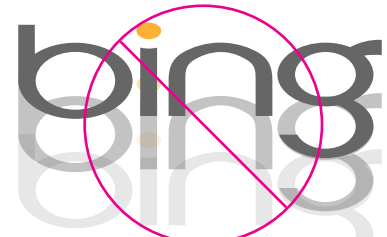
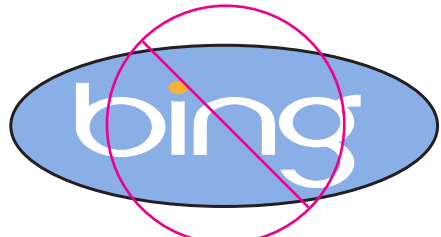
Single-color (black)



On an orange background, use single-color (white).

#### Single-color logos:

Single-color logos should be reserved for rare instances when the preferred full-color logos cannot be used. Use of single-color logos must be sent to the Bing Brand Support alias for approval prior to use: [bingbrnd@microsoft.com](mailto:bingbrnd@microsoft.com).

**Don't:**

- Modify the logo in any way.
- Change the orientation, tilt, or rotate, even at a 90-degree angle.
- Recombine the artwork to create new artwork.
- Change the colors of the logo.
- Place the logo on a non-contrasting background..
- Lock-up the logo with other graphic elements.
- Lock-up the logo with any text or descriptor, such as a headline, sentence, and statement.
- Enclose the logo within a box, circle, or other shape.
- Place the color logo on an orange background. Use the reversed one-color line-art (white) logo only.
- Combine the logo with additional text or service names.



# COLOR PALETTE

## BING COLOR PALETTE

The Bing color palette includes orange and blue, plus three shades of gray, white, and black. Black and gray should be used as prominent colors. Orange should be used to highlight and emphasize, and blue should be used only sparingly.

PMS 137  
M35 Y90  
R255 G166 B21  
#FFA615

Bing Orange

PMS 285  
C69 M40  
R0 G109 B212  
#006DD4

Blue

PMS 424  
C30 M22 Y19 K53  
R102 G102 B102  
#666666

Dark Gray

Cool Gray 7  
K37  
R161 G161 B161  
#A1A1A1

Medium Gray

Cool Gray 3  
K17  
R212 G212 B212  
#D4D4D4

Light Gray

—  
K100  
R0 G0 B0  
#000000

Black

—  
—  
R255 G255 B255  
#FFFFFF

White

# TYPOGRAPHY

## TYPOGRAPHY

Segoe Light

**Segoe Semibold**

Segoe Regular

**Segoe Bold**

Segoe Light, Regular, Semibold, and Bold are the preferred weights.

Segoe UI Regular

Verdana Regular

Arial Regular

Helvetica Regular

Fonts for web and UI

Browser specific sans serif options

Headline — LORUM IPSUM.

Subhead — Ehent ommolupate arum quae  
cor sedi qui rest, ommosam  
velestiunt quibusam net lit.

Body copy — Perfers pienihit officid quatur? Dolupta  
turesequas velendu ciassit, quid quaerit  
et, vendis que exeritae nullesequide  
laborro vitemquam, officat aborem  
fugitibus quostrum fugit fuga. Uciis aut  
etur restrum.

Call-to-action — LEARN MORE

### Bing uses Microsoft Segoe

Please ensure that all text is legible by using contrasting colors between the font and its background and by using appropriately sized fonts.

#### Headlines and calls-to-action:

- Use Segoe Light.
- Use all uppercase letters.
- Acceptable colors are light gray, medium gray, dark gray, black, and white.
- Use orange to emphasize a word in a headline and for a call-to-action.

#### Subheads, callouts, and body text:

- Use Segoe Regular.
- Use sentence case font.
- Acceptable colors are light gray, medium gray, dark gray, black, and white.

#### Packaging or materials with limited space:

- Use Segoe Condensed.
- Acceptable colors are light gray, medium gray, dark gray, black, and white.

#### UI:

- Use Arial, Verdana, and Helvetica
- Contact [bdesign@microsoft.com](mailto:bdesign@microsoft.com) for more details about UI design.

#### Do:

Use sentence capitalization. It's okay to use all uppercase in headlines for campaign marketing communications.

#### Don't:

- Use extreme kerning (tight or loose).
- Use Segoe Black.
- Use colors other than those in the color palette.
- Use a mix of fonts and sizes, especially in the same headline, block of copy, or subhead.
- Use Segoe Light in orange type smaller than 18 pt.
- Use orange in body text on the Web or e-mail.
- Do use thoughtfully to prevent it from losing its impact or becoming too loud or overpowering.

REFERRING TO BING IN COPY

## REFERRING TO BING IN COPY

**Q: How do I refer to Bing in copy?**

A: Bing is always initial capped in copy.

**Q: When do I use the Bing logo and when do I use the word Bing?**

A: In copy, do not use the logo. Spell Bing, using a capital B.

**Q: Can I use Bing in the possessive form?**

A: Do not use the possessive form Bing's. Do not say "Bing's quick tabs." Instead, say "quick tabs from Bing" or just "quick tabs."

**Q: What about punctuation parity as in tags like: "Lost? Found. Bing."**

A: This is acceptable for banners where grammar can be more direct and to the point. However, wherever possible continue to follow proper grammatical rules.

**Q: What is the preferred capitalization style for Bing communications?**

A: Bing style generally uses sentence-style capping. In general, lowercase most terms except for proper nouns.

**Q: In banner ad copy, what is the capitalization style?**

A: In the search box, use lowercase letters, just as a user would likely type in a search query.

**Q: Would we ever show the name as BING?**

A: No. Do not use uppercase for the brand name in copy unless the name is in a campaign headline where everything is uppercase.

**Q: Do I need to include the trademark bugs (TM) on the Microsoft logo or the Bing logo?**

A: Logos no longer need to be accompanied by trademark symbols ("bugs") in communications. Please follow this updated guidance (and use the revised logo assets) in any new communications, and update any existing materials at your earliest opportunity. Contact us if you have questions about this policy or need help finding the non-trademarked versions of your logos. For complete details, visit: <http://lcaweb/CTP/Trademarks/Pages/Trademark-List-And-Usage.aspx>.

**The Bing favicon should not be used on it's own to represent the brand. Correct use of the Bing favicon is reserved for the following contexts:**

- To bookmark favorite
- For mobile browsers
- In Internet Explorer
- In third party UI (only when space does not allow full Bing logo)

## REFERRING TO BING IN COPY

### Referring to scenarios

**Q: Is it OK to call out a specific vertical product, or should marketing always focus on the larger Bing brand?**

A: Call out Bing when referring to overall benefits and functionality:

*When it's time to decide on vacation plans—try Bing.*

**Q: Do we reference Bing images and Bing news in copy, since there really isn't a distinct destination for either?**

A: Promote the benefits and reference Bing.

**Q: How do I present feature names?**

A: Do not use Bing when referencing the name. Just say Visual Search on Bing or Bing has videos.

**Q: Should Bing communications include the Microsoft logo?**

A: Yes. Include the Microsoft logo as a sign-off in every marketing piece for Bing. As the corporate endorsement, the Microsoft logo supplies a credible foundation for the Bing brand. For more information, see Using the Microsoft Logo.

**Q: Does the Bing brand team need to review my creative materials?**

A: Yes. The Bing brand team will send a first response within one business day. Though every effort will be made to send a complete review within this time, extensive or complex reviews may take additional time.

**Q: Who can I contact if I don't find my answer here?**

A: If you don't find the information you need in this brand site, send email to the Brand team at [bingbrnd@microsoft.com](mailto:bingbrnd@microsoft.com).

### Something to remember when using Bing in copy

- The 'B' in Bing must always be capitalized. The only time the name Bing should be lowercase is in the approved logo or in the URL, [bing.com](http://bing.com).

BING LOGO AND SEARCH BOX



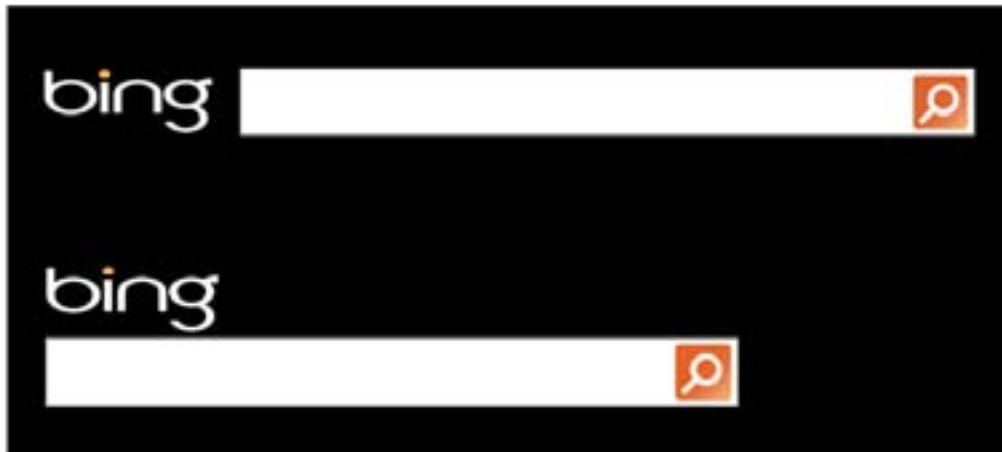
## BING LOGO AND SEARCH BOX



Search box and logo lock-up on a light background.

### Do:

- Use the horizontal lock-up. The vertical lock-up should only be used if there's not enough space for the horizontal version.
- Use the logo and search box lock-up once per communication.
- Add a Bing logo if you're using the search box and logo lock-up.
- Use just one logo per communication piece.
- Use artwork as provided from Brand Tools.
- Use the logo and search box graphic to:
  - Engage the user to click-thru or make a query (for animated banners).
  - Reinforce the product experience.
  - Use the query text to be a title for the communication.

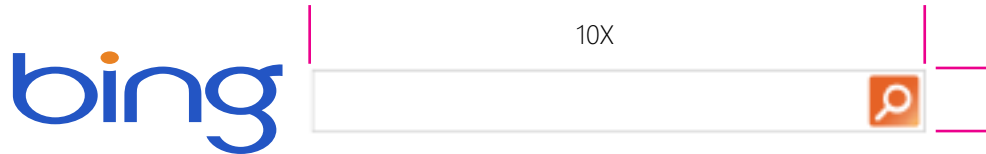


Search box and logo lock-up on a dark background.

## BING LOGO AND SEARCH BOX

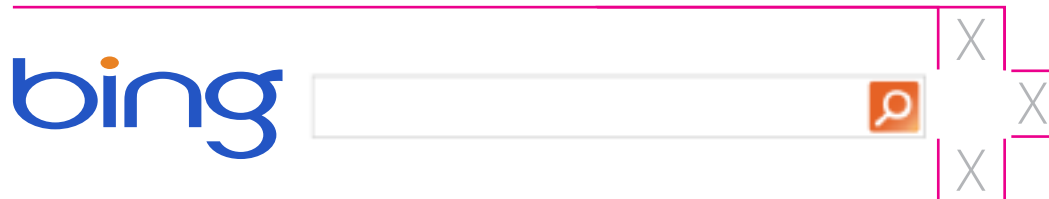
### Size

The search box may be expanded horizontally, but its width should never be less than 10 times its height.



### Clear space

A clear space equal to the height of the search box must be maintained on all sides of the box (except the side where the Bing logo is placed).



# IMAGE GALLERY

## Image Gallery

Photographic images should create a distinct, cohesive, ownable and easily identifiable aesthetic for the brand. They should communicate a sense of youthfulness, spontaneity, candor, and lack of contrivance by focusing attention on the experience of an individual as “protagonist” to the story, while still reflecting the experiences of a group. Pull from genres such as, lifestyle, travel, music, entertainment, and sports. Avoid using homepage images for marketing communications—unless the execution is related to the homepage (defaults, for example). Framing and cropping should be intentionally unexpected and striking. The use of filters should be used to give images a personalized, crowd sourced look. Illustrations are not to be used in Bing imagery.

For homepage image requests, contact [imgsup@microsoft.com](mailto:imgsup@microsoft.com).

Contact [bingfoto@microsoft.com](mailto:bingfoto@microsoft.com) for all additional image needs.





Below are examples of photos that represent styles and subjects not appropriate for Bing imagery. Also, homepage images typically should not be used for marketing communications – unless the execution is related to the homepage (defaults, for example).



**OVERLY SENSATIONAL**



**OVERLY RETOUCED**



**INSINCERE AND CONTRIVED**



**DO NOT USE OFF SEASON SHOTS**



**AVOID CLUTTERED SHOTS WITH  
NO CLEAR SUBJECT**



**STAGED**

# THANK YOU

For creative reviews, questions, or additional guidance, please  
contact Bing Brand Support at [bingbrnd@microsoft.com](mailto:bingbrnd@microsoft.com).