

Windows  
Co-  
branding  
Guidance

# Introducing the new Contoso XYZ

with Windows

  
CONTOSO



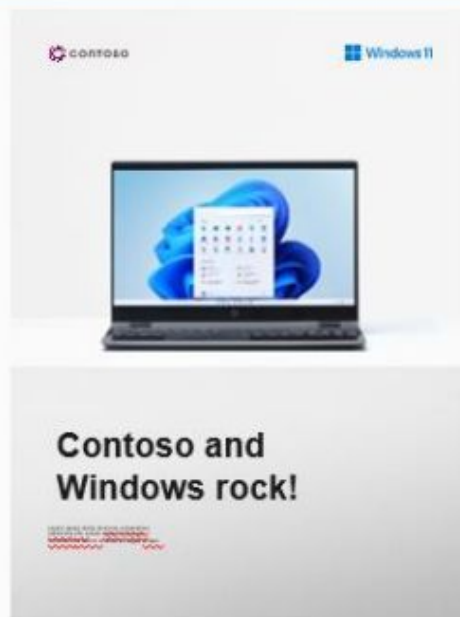
 Windows 11

## Windows Co-branding – Jumpstart Co-branding Spectrum

Sharing messaging, names, logos, screens, icons, product renders, and sound library.



Even split between Windows and Partner



Leading with Partner,  
endorsing with Windows

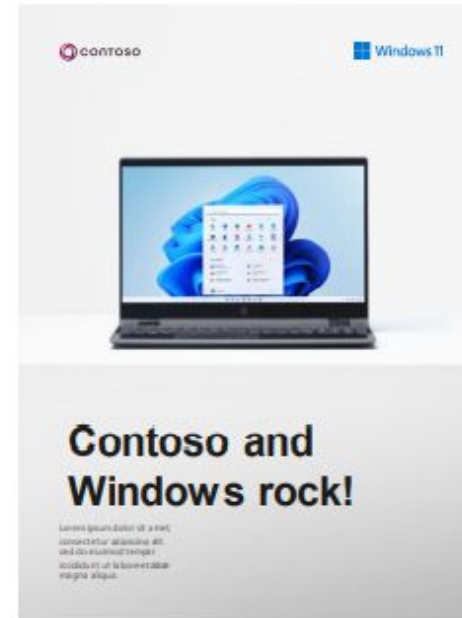
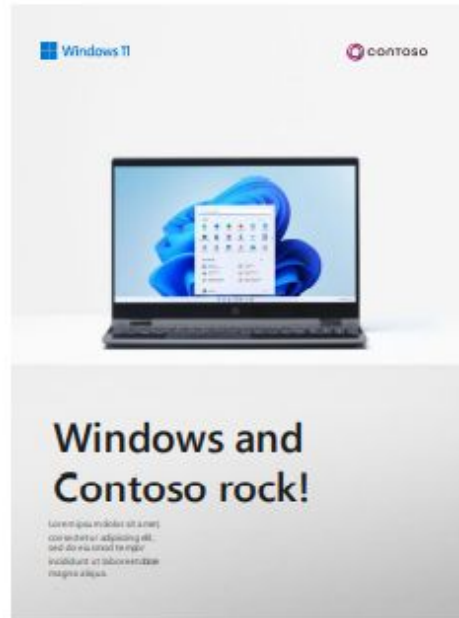
# Windows Co-branding - Even Split

## Share the spotlight

These executions try to **balance both identities** as much as possible, very often looking for the neutral ground in the middle.

In some cases, for this scenario, both partners come together to **build a new and aligned identity** for a specific execution, leveraging some key characteristics of each brand.

Then, when it comes to the actual implementation, most assets get **slightly tweaked based on the channel** they will be used in. Doing so, in a Windows channel, the Partner logo and name come first, while the Partner logo and name would come first in Partner channels. Still, the messaging and visuals are consistent across.



# Windows logos



## Choosing the right logo

By default, our logo is **blue**—our core color, the color of open skies and limitless opportunities. But we also use it in **white** to improve contrast and readability.

Sometimes, it can appear in **black** for high-contrast experiences or **black and white** executions; or in **gray** for more neutrality in co-branded executions when all third-party logos are treated in the same shade of gray. In order to align as much as we can with our default in-product experience, the logo and symbol should not be used in any other colors.

Between **blue** and **white**, we choose the color that will **maximize the contrast ratio** between the logo and the background, always meeting our accessibility requirements.

In general, the Windows logo should only be used in **conjunction with the software product itself, or with devices that actually run the operating system**, not with other devices like peripherals and accessories, nor to show compatibility for other software products.

Throughout this document, we usually illustrate proper usage using one Windows logo. Still, the same rules apply to all Windows logos, including [edition lockups](#).



Use the Windows logo when communicating about the **overall brand, several offerings within the Windows product family, IoT, and self-contained VR/MR headsets**.

When referring to a **previous version of Windows** (e.g., Windows 8.1) use the Windows logo and refer to the specific version in text. Do not add "8.1" or "10" to the Windows logo or use retired logos.

Use the Windows 11 logo whenever talking specifically about **Windows 11, Windows 11 features, or Windows 11 devices** (except for IoT devices and self-contained head-mounted displays).

If needed, use the Windows 10 logo whenever talking specifically about **Windows 10, Windows 10 features, or Windows 10 devices** (except for IoT devices and self-contained head-mounted displays). Otherwise, use the Windows logo and refer to Windows 10 in text.



# Windows logos

## There is more...

### Edition logos

In general, Windows executions should lead with the [Windows or Windows 11 logo](#).

*Under rare circumstances* it is acceptable to use one of the edition logos shown on this page.

These logos are reserved for when there is a need to clearly demonstrate, at the individual device level, which edition of the OS is pre-installed, in the final stages of the purchase journey, and when not doing so could set the wrong expectations or create confusion for the customer.

We do not use these lockups for things like signage. [Descriptive language](#) like "business-ready PCs" has proven to be more comprehensible to customers.

The logo lockups shown on this page are the only approved edition logos. We should [never create new ones](#) without the approval from the Windows brand, product marketing, and legal teams.



The image shows the Windows 11 Pro logo lockup. It consists of the four-pane Windows logo icon in blue, followed by the text "Windows 11 Pro" in a blue sans-serif font, all contained within a light gray rectangular background.



The image shows the Windows 10 Pro logo lockup. It consists of the four-pane Windows logo icon in blue, followed by the text "Windows 10 Pro" in a blue sans-serif font, all contained within a light gray rectangular background.

### Sizing

As one of the most prominent brand elements in the world, the Windows logo should be sized appropriately. We estimate the ideal height of the symbol by using the golden ratio. The symbol height in the logo should be roughly **1.6180% of the width + height of your layout**. The symbol height should never be more than double this amount. The smallest acceptable size is 0.22", 5.5 mm or 15.5 px.

Minimum size  
0.22" / 5.5 mm / 15.5 px |  Windows



### Clear space

Maintain at least one symbol of clear space around the logo.

# Our symbol



## Our symbol starts the doing

### Using the in-product icon

In-product, our brand symbol has been adapted slightly to fit smoothly with nearby icons. This design may **only be used as the Start button** within Windows itself. It should never be used outside of the taskbar.

### Using the brand symbol on its own

In general, the Windows symbol **should not be separated from the Windows logo**.



### Brand symbol exceptions

Some exceptions do exist for using the brand symbol on its own **when the context is clearly branded as Windows**:

- The Windows symbol may be used when referring directly to the **Start button** (e.g., in tutorial content) related to the OS and physical keyboard shortcuts.
- It may be used in **small-space executions**, such as a list of tech specs or a social media profile picture, provided the name "Windows" is in direct proximity to the symbol.
- It may be used when Windows is called out **next to other platforms** (e.g., macOS or Android) being compatible with a product, provided the name "Windows" is in direct proximity to the symbol. More complete compatibility information still needs to be provided in plain text.

# Gallery do nots

These are not great things,  
don't do them



Don't use the current/retired logo.



Don't mix our symbol and logotype colors, they should be the same.



Don't use the four-color Microsoft symbol with Windows.



Don't use the new front-facing symbol for Windows 10.



Don't stretch our logo or add effects like drop shadows and gradients.



Don't use our in-product icon as the logo symbol.



Don't add texture, gradient or color beyond the white, blue, black and gray artwork provided.



Don't use a stacked logo with symbol on top.



Don't add "8.1" or "10" to our new Windows logo.



Don't place the logo in an area or select a logo color that impedes accessibility. Our logo requires a 3:1 contrast ratio.



Don't run our logo vertically.



Don't separate our symbol from our Windows logotype.



Don't use the symbol on its own as a marketing element.



Don't use logo as a device wallpaper.



Don't fill the four squares with more than one element when using our symbol as a window.



Don't use our logo as part of a sentence or title. We should only use our name.

# Logo sizing in co-branding

## Establishing hierarchy

To ensure that we speak with one voice, it is important that we use our logos to lead and endorse each other's message. Doing so, we also need to make sure that the [brand hierarchy](#) of our executions makes it clear to our customers who the message is coming from, and what to expect accordingly. In other words, where would we place the execution on the [co-branding spectrum](#)?

**Preferred relative sizing**  
Windows logo height = partner logo height



**Co-funded relative sizing**  
When Windows is leading:  
Partner logo height = 80%–100% Windows logo height



When Partner is leading:  
Windows logo height = 80%–100% partner logo height



**Minimum relative sizing**  
When Windows is leading:  
Partner logo height = 50% Windows logo height



When Partner is leading:  
Windows logo height = 50% partner logo height

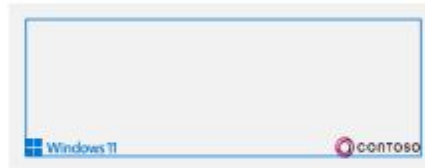




# Logo placement in co-branding

## Location. Location. Location.

When people read from left to right and top to bottom, we would use the same logic to place logos in co-branded executions. The leading logo would be the closest to the top-left corner. The guidance on this page would be adapted based on the reading direction in a market.



### Logo placement

We usually position the Windows logo in a corner, centered on the same plane as the partner logo vertically, or left-aligned horizontally.

When we position the Windows logo in the top-left corner for a Windows-led execution, the partner logo usually goes either directly to its right (with our required clear space), or in any of the other corners.

When we position the Windows logo in the bottom-left corner for a Windows-led execution, the partner logo usually goes either directly to its right (with our required clear space), or in the bottom-right corner.



### Clear space

We should always maintain at least one symbol of clear space around the logo.



### Partnership bar

When we want to message that the brands have a longer-term partnership established (so not for usual co-branding marketing or advertisement), we use the partnership bar.

The partnership bar usually has a height of twice our symbol.

The preferred spacing between the logos and the partnership bar is equal to the size of our symbol. The minimum spacing would be equal to the width of the first "W" in the logotype. If the partner logo uses ™ or ® bugging, the required spacing does not take those into consideration.

The color of the partnership bar can either be blue if it is a shared color between the logos, a neutral dark gray, or white.