

EMPOWERED by DIGITAL

campaign visual guidelines



Microsoft confidential

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Overview

“It’s our mission to empower every person and every organization on the planet to achieve more.”

—Satya Nadella

Our strategy

EMPOWERED

by DIGITAL is the One Microsoft campaign for commercial and public sector audiences, addressing both business and IT decision makers. This campaign is designed to enable subsidiaries to tell an integrated, holistic, and consistent Microsoft value proposition that incorporates our key innovative technologies and differentiating values including our focus on cybersecurity, privacy, compliance, transparency, and comprehensiveness of our cloud offering.

More than ever, One Microsoft has to be prominent in all the ways we show up to our customers. Across thought leadership, solution, and product content, we must be united in focusing the customer dialog on imagining the possibilities that today's—and emerging—technology presents.

This guide will provide you with information on how the Microsoft brand, voice, and visual identity can be used for our business customers to help them reimagine their enterprise.

Branding and style guidance

Microsoft brand

All content produced for any audience or purpose must adhere to the Microsoft brand.

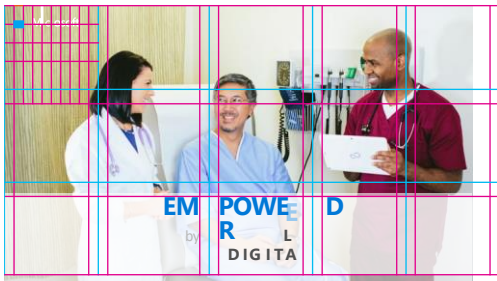
Campaign	Audience
Empowering Us All Drive awareness for the Microsoft brand.	Consumers
Microsoft Cloud Drive awareness for the Microsoft cloud portfolio.	Businesses (EPG – SMB)
EMPOWERED by DIGITAL Drive awareness and generate demand for the entire Microsoft product and services portfolio.	WW Enterprise (EPG – CA) WW Public Sector

Our enterprise look at a glance

Type (page #)

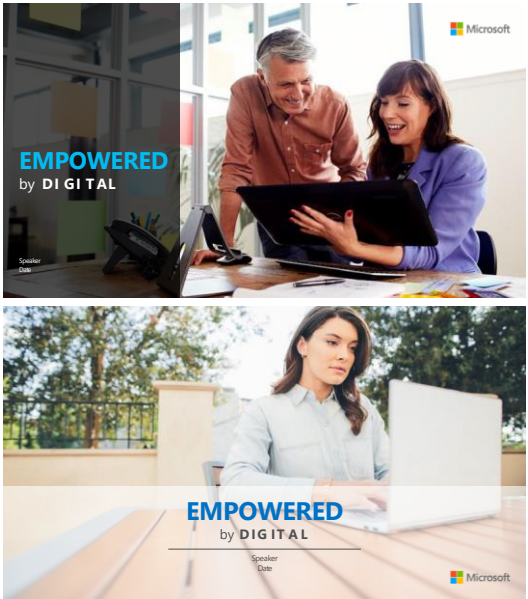
EMPOWERED
by **DIGITAL**

Grid (page #)



Blue R0 G120 B215		Yellow R255 G185 B0	Orange R216 G59 B1	Green R16 G124 B16	
Light Blue R0 G188 B242	Light Yellow R255 G241 B0	Light Orange R255 G140 B0	Dark Blue R0 G32 B80	Purple R92 G45 B145	Dark Green R0 G75 B28
Black R0 G0 B0	White R255 G255 B255	Light Gray R210 G210 B210	Mid Gray R115 G115 B115	Dark Gray R80 G80 B80	
Commercial	Education	Health	Government	PSNS	Microsoft CityNext
R0 G120 B215	R92 G45 B145	R0 G120 B215	R0 G32 B80	R16 G124 B16	R0 G120 B215

Imagery and overlays (page #)





Visual landmarks

The elements of logo, type, color, grids, imagery, and overlays are the building blocks of the Empowered by digital campaign; using them helps create recognizable and memorable communications.

Type

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 our brand personality—it looks like we speak—and we use it within products and in communications across all our brands.

For information about proper use of the Segoe type family in Microsoft communications and to download font files, visit [Brand Central](#).

Use Segoe Light for headings.

Use Segoe Regular for body copy.

Use Segoe Bold to highlight data, supporting numbers and facts.

Campaign name

One way to distinguish our enterprise materials is through type. Our campaign name should be set in this way:

← Segoe bold
Uppercase
Size: 100%
Kerning: condensed by 1pt.
Cyan on black/dark background or
blue on white/light background

by DIGITAL

↑ Segoe Regular
Uppercase
Size: 65%
Kerning: expanded by 6pt. (.2 em)
Dark gray on light background or white on dark background

→ Segoe Regular
Lowercase
Size: 65%
Kerning: normal
Dark gray on light background or
white on dark background

Execution packages should be titled as follows:

EMPOWERING GOVERNMENT	EMPOWERING CITIES & CITIZENS	EMPOWERING MARKETING	EMPOWERING FINANCIAL SERVICES	EMPOWERING COMMUNICATIONS & MEDIA
EMPOWERING HEALTH	EMPOWERING PUBLIC SAFETY & JUSTICE	EMPOWERING SALES	EMPOWERING MANUFACTURING	EMPOWERING RETAIL
EMPOWERING EDUCATION	EMPOWERING DEFENSE	EMPOWERING FINANCE		

Color

Core colors

While all the colors in the Microsoft palette are available for use within enterprise materials, we emphasize certain colors for consistency and as a matter of practicality. These four colors come from the Microsoft eight brand colors. Use these colors widely as a unifying element throughout our umbrella campaign materials.

<div>Blue</div> <div>R0 G120 B215</div> <div>main EMPOWERED by DIGITAL campaign color</div>	<div>Yellow</div> <div>R255 G185 B0</div>	<div>Orange</div> <div>R216 G59 B1</div>	<div>Green</div> <div>R16 G124 B16</div>
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Accent colors

Use accent colors sparingly to support the core colors. White, gray, and black are most often used for copy and backgrounds.

<div>Light Blue</div> <div>R0 G188 B242</div>	<div>Light Yellow</div> <div>R255 G241 B0</div>	<div>Light Orange</div> <div>R255 G140 B0</div>	<div>Dark Blue</div> <div>R0 G120 B215</div>	<div>Purple</div> <div>R92 G45 B145</div>	<div>Dark Green</div> <div>R0 G75 B28</div>
<div>Black</div> <div>R0 G0 B0</div>	<div>White</div> <div>R255 G255 B255</div>	<div>Light Gray</div> <div>R210 G210 B210</div>	<div>Mid Gray</div> <div>R115 G115 B115</div>	<div>Dark Gray</div> <div>R80 G80 B80</div>	

Execution package colors

These colors should be used as the primary colors for the respective execution packages.

Commercial and WWPS all-up	Education	Health	Government	PSNS	Microsoft CityNext
<div>Blue</div> <div>R0 G120 B215</div>	<div>Purple</div> <div>R92 G45 B145</div>	<div>Blue</div> <div>R0 G120 B215</div>	<div>Dark Blue</div> <div>R0 G32 B80</div>	<div>Green</div> <div>R16 G124 B16</div>	<div>Blue</div> <div>R0 G120 B215</div>

For information about the Microsoft brand color palette and accessibility, visit [Brand Central](#).

Color pairings

These sample color groups demonstrate the use of color pairings derived from relationships in the Microsoft color palette. Pick a minimum of one and a maximum of four colors from your chosen group per application (not including white, gray, and black).

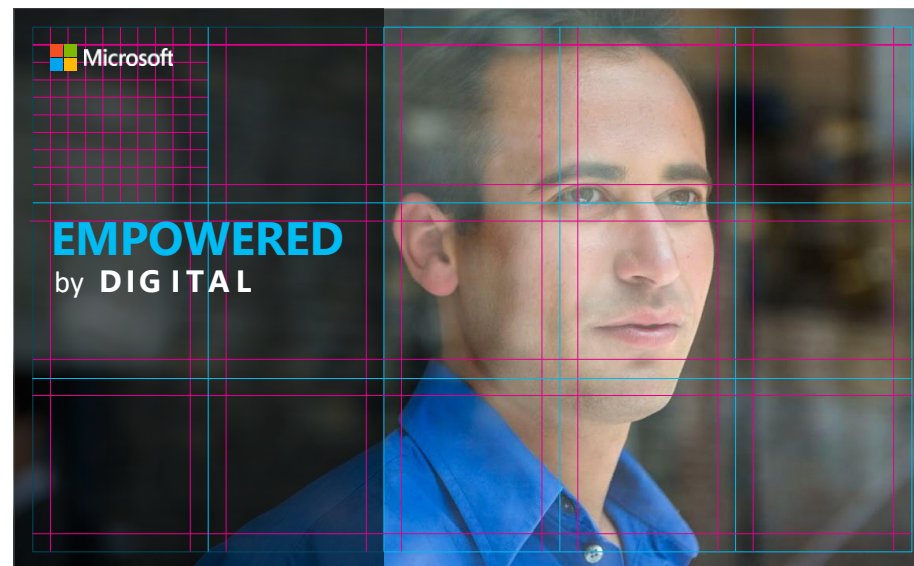
	primary color	additional color examples		
Commercial	R0 G120 B215	R216 G59 B1	R255 G185 B0	R16 G124 B16
		R0 G32 B80	R0 G188 B242	R0 G24 B143
Education	R92 G45 B145	R50 G20 B90	R180 G160 B255	R92 G0 B92
		R180 G0 B158	R255 G185 B0	R50 G20 B90
Health	R0 G120 B215	R0 G32 B80	R0 G75 B80	R0 G130 B114
		R0 G24 B143	R0 G188 B242	R0 G178 B148
Government	R0 G32 B80	R0 G120 B215	R0 G188 B242	R255 G185 B0
		R0 G24 B143	R0 G120 B215	R186 G216 B10
PSNS	R16 G124 B16	R0 G32 B80	R0 G75 B28	R186 G216 B10
		R0 G24 B143	R0 G120 B215	R0 G188 B242

(Choose one to three additional colors from an analogous series to use in conjunction with the primary color.)

Grid

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

For information about using grids, download the Microsoft visual identity guidelines on [Brand Central](#).



↑
with border



↑
without border

Photography

Our photos are action-oriented, authentic, and global. Photography is a key element of the Microsoft visual identity. Photos capture the real world that we live in—diverse, genuine, and determined. Images should tell a story about real people engaged in authentic challenges and problem-solving situations. Our differentiation in the modern workplace means we should show people in attire that is appropriate for their region, settings that may not be a traditional office, and industries as appropriate to tell the story.

Also visit the [Enterprise & Partner Group library](#) for additional enterprise-specific photography.

Visit the following locations to download industry-specific photos:

WWPS
[//wwps](#)

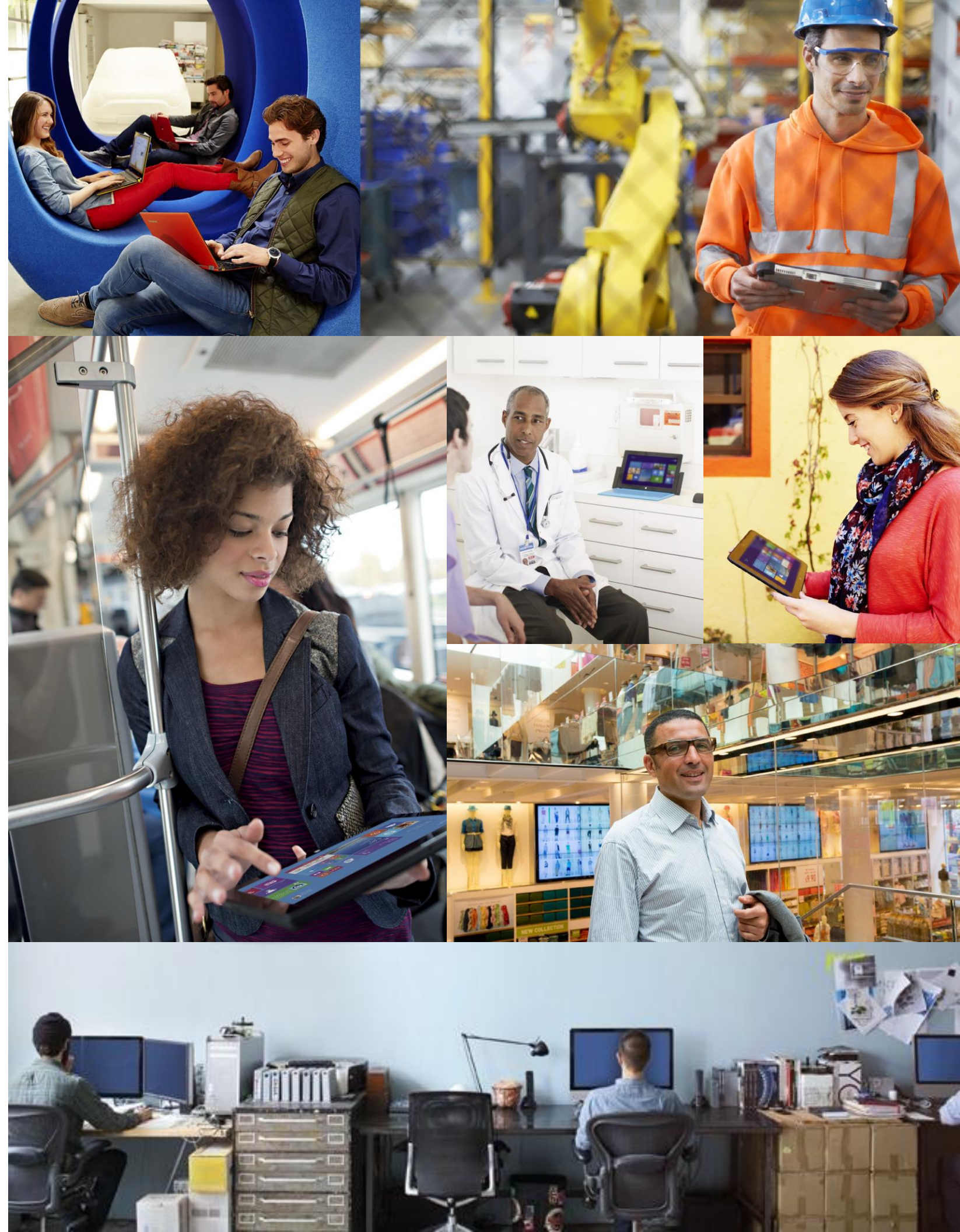
Education
[//education](#)

Health
[//health](#)

Government
[//government](#)

PSNS
[//psns](#)

Microsoft CityNext
[//ecib](#)

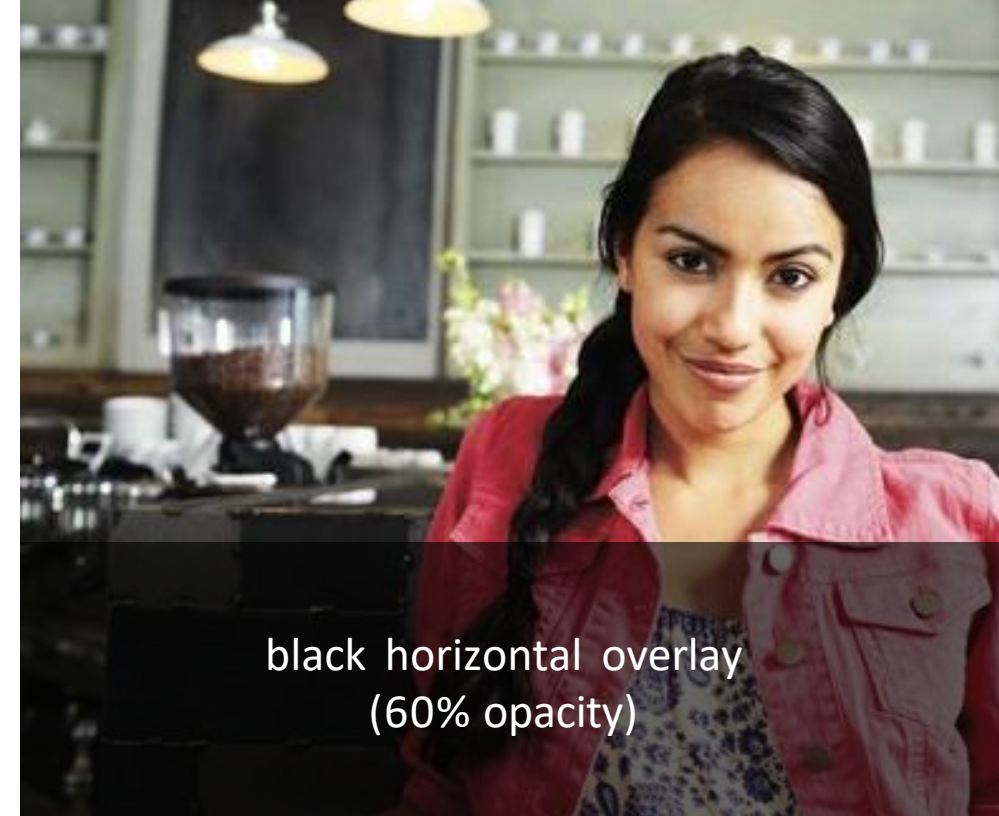


Overlays

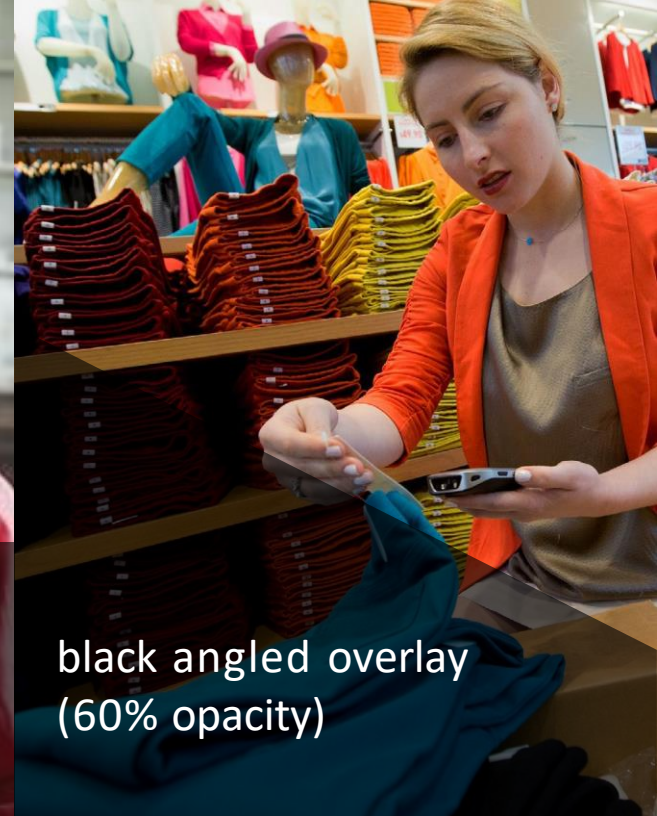
Transparent overlays are another distinguishing feature of our enterprise look. When using imagery such as photographs and illustrations, overlays help add a unified look throughout our enterprise materials.

An overlay is created by drawing a transparent shape on top of an image. It may be placed vertically or horizontally across the image, or it may include a unique shape that is consistent with the imagery context. The overlay should extend to the edge of the image on at least one side. Start with a shape at 40% transparency (60% opacity). Depending on the background image, transparency may be adjusted to lighten or darken the overlay. All text on an overlay must be legible.

The focal point of the image (e.g. face, device) should always be clearly visible.



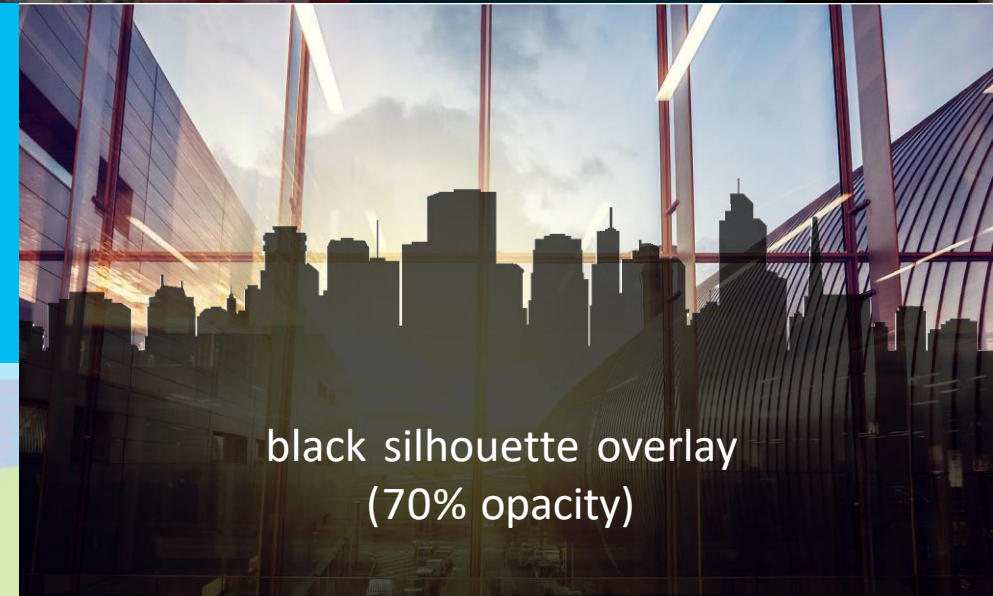
black horizontal overlay
(60% opacity)



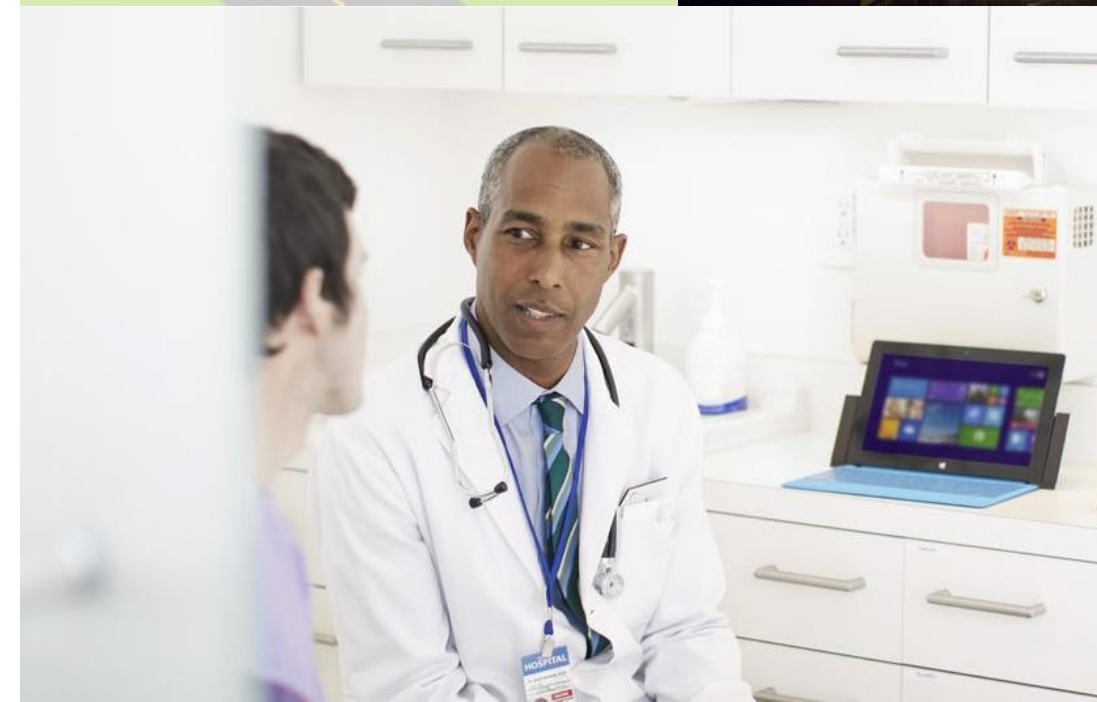
black angled overlay
(60% opacity)



white horizontal overlay
(70% opacity)



black silhouette overlay
(70% opacity)



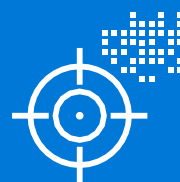
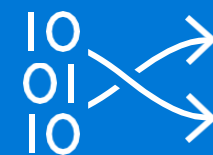
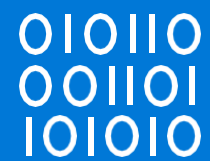
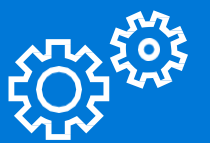
light gray
vertical overlay
(50% opacity)

Icons

Icons are intended for navigational purposes only.

Download these [icons and other enterprise graphic elements](#).

Visit [Brand Central](#) for more information about using icons in Microsoft materials.



Putting it
all together

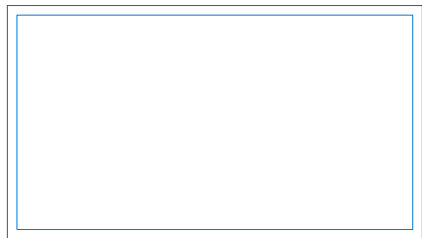
The visual identity includes a number of general templates that can be easily adapted for use in enterprise.

Additionally, there are a series of templates **designed specifically** for use in the

EMPOWERED
by **DIGITAL**
campaign.

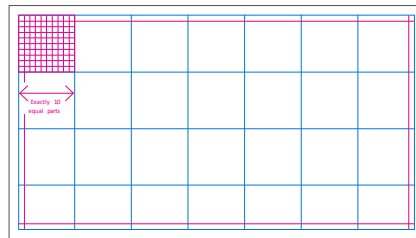
Building a layout

1



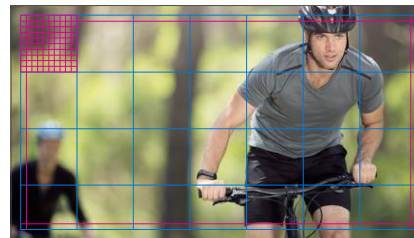
Determine whether your layout will have a border.

2



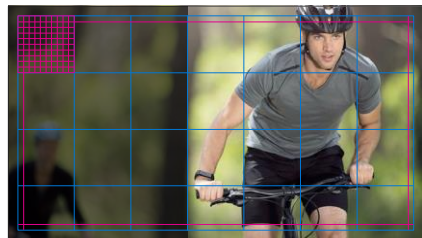
Define your grid and margins.

3



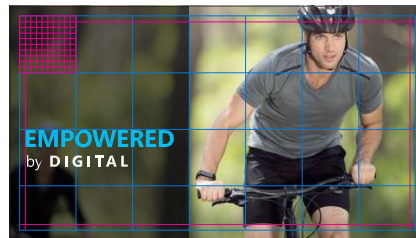
Add a background photo or illustration.

4



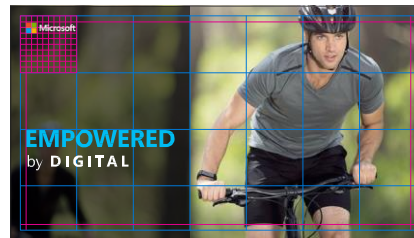
Add a black or white overlay, determine transparency.

5



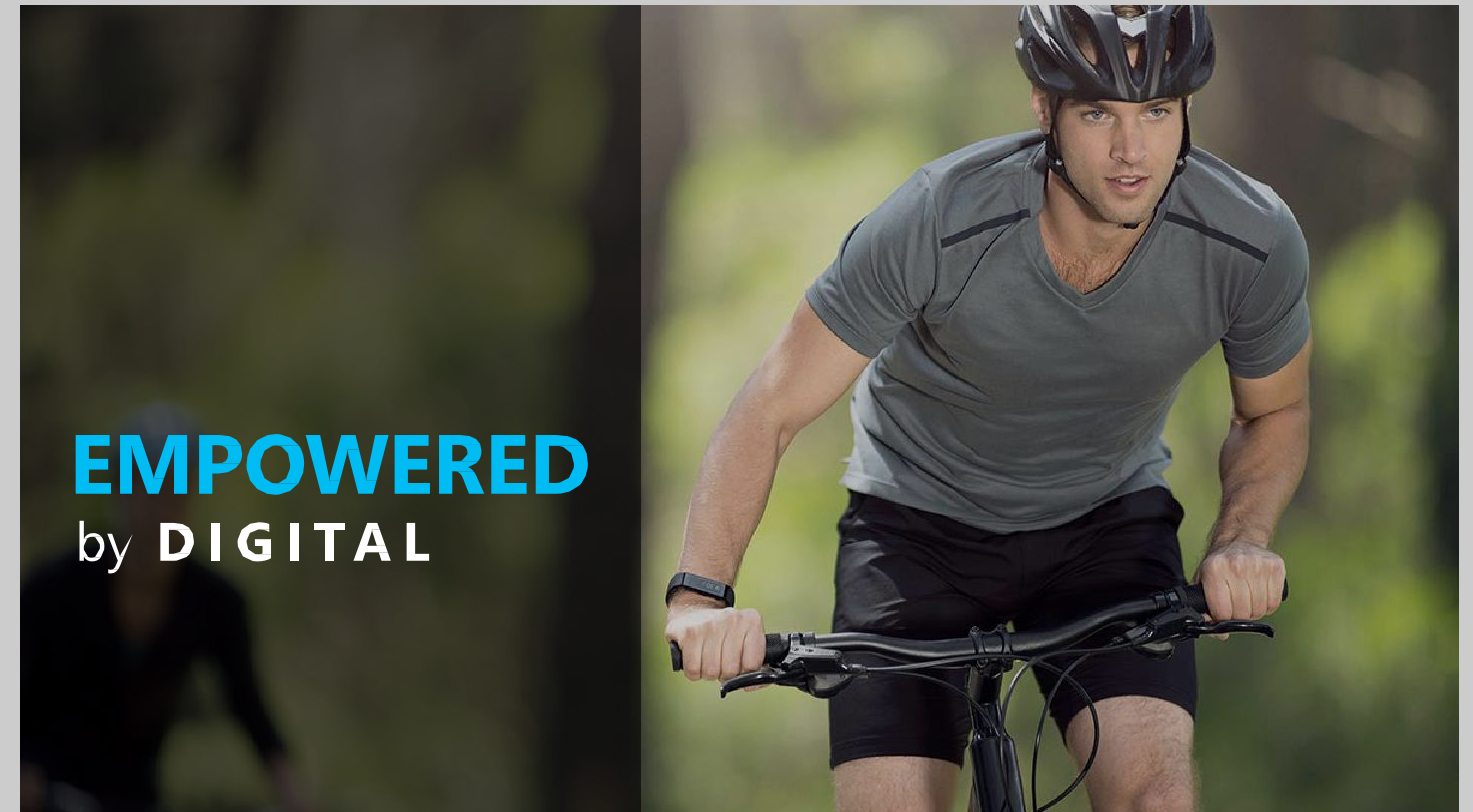
Add your headline.

6



Add the logo.

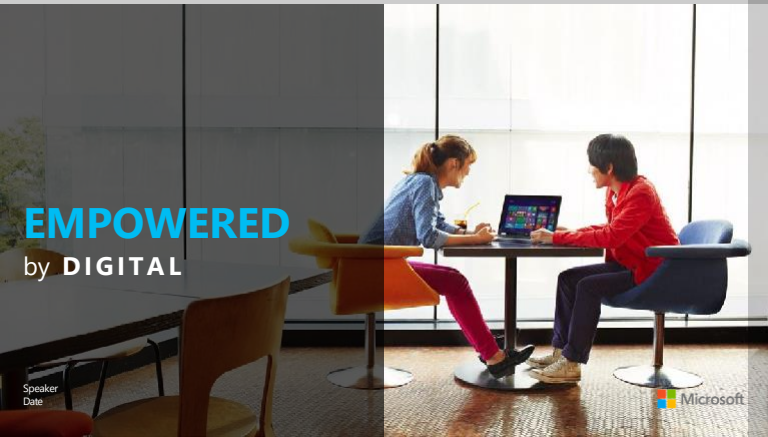
Your final layout:



Examples

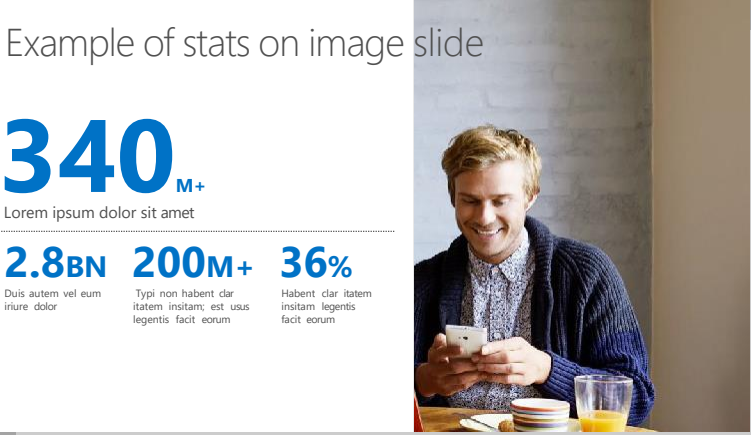
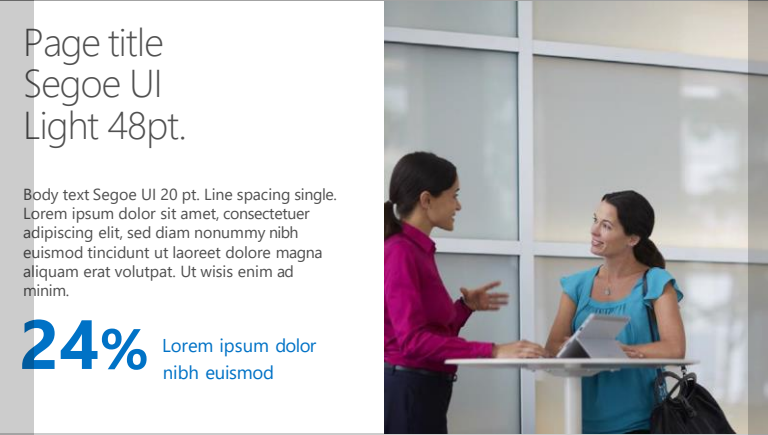
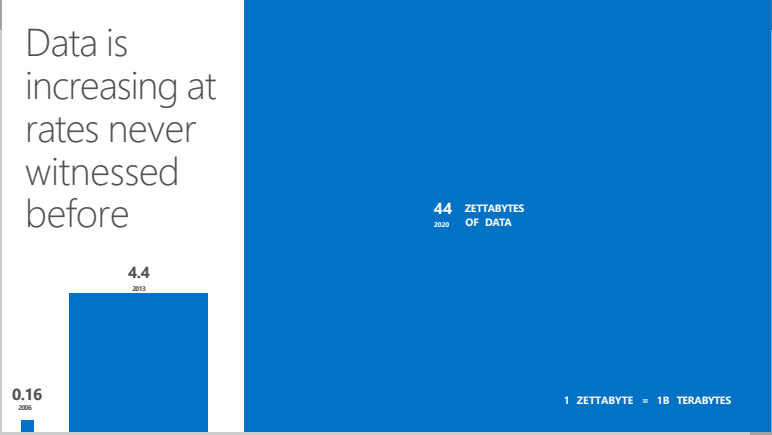
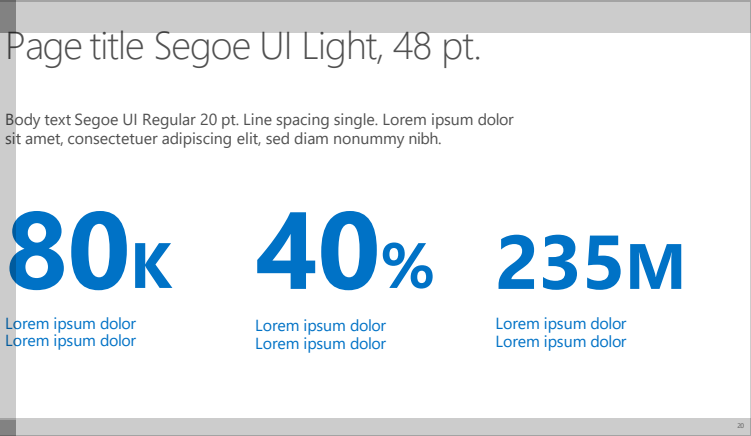
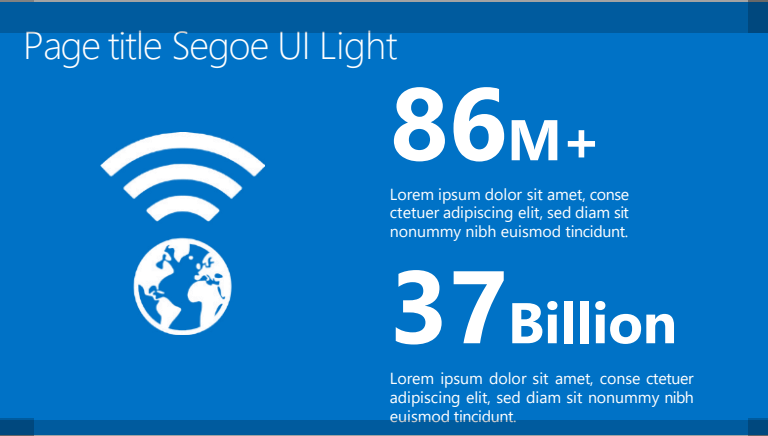
PowerPoint

The [enterprise presentation templates and examples](#) provide a starting point that includes our core colors, design guidance and various layouts.



Headings may be stacked
Subtitles be Segoe UI Light 32 pt. and may be in color

Body copy should be Segoe UI Regular 20pt.



Examples

Digital communications

The [enterprise presentation templates and examples](#) provide a starting point that includes our core colors, design guidance and various layouts.

Through partner
event invitation

To customer
event invitation

You're invited!

Lorem ipsum dolor sit amet

Duis dictum, ipsum ac congue tristique, felis augue tincidunt erat, ut cursus turpis odio pulvinar leo?

Integer id felis quis orci dapibus vehicula. Ut pellentesque turpis id sem interdum, eu blandit lectus dictum. Donec cursus egestas elit ut pharetra. Suspendisse eros dui, lacinia eget efficitur nec, ornare non turpis. Vivamus vel turpis tellus.

Maecenas dapibus leo ac hendrerit congue. Sed eu pellentesque felis, id ullamcorper ante. Aliquam hendrerit ut elit ac euismod. Donec imperdiet ipsum sit amet justo lacinia, a aliquam dui pulvinar.

Jan. 22

Register now →

Agenda

- 3:00 Arrival and registration
- 3:30 Welcome & Keynote
- 4:00 Topic 1
- 4:40 Topic 2
- 5:10 Topic 3
- 5:30 Summary & Closing
- 5:50 Networking

Speakers

- Speaker Name ([Link to Bio](#))
- Speaker Name ([Link to Bio](#))
- Speaker Name ([Link to Bio](#))

→ Register now

Microsoft

Microsoft respects your privacy. Please read our online [Privacy Statement](#).

If you would prefer not to receive future promotional emails from Microsoft Corporation please click [here](#). These settings will not affect any newsletters you've requested or any mandatory service communications that are considered part of certain Microsoft services.

To set your contact preferences for Microsoft Communications, click [here](#).

You're invited!

Lorem ipsum dolor sit amet

Duis dictum, ipsum ac congue tristique, felis augue tincidunt erat, ut cursus turpis odio pulvinar leo?

Integer id felis quis orci dapibus vehicula. Ut pellentesque turpis id sem interdum, eu blandit lectus dictum. Donec cursus egestas elit ut pharetra. Suspendisse eros dui, lacinia eget efficitur nec, ornare non turpis. Vivamus vel turpis tellus.

Maecenas dapibus leo ac hendrerit congue. Sed eu pellentesque felis, id ullamcorper ante. Aliquam hendrerit ut elit ac euismod. Donec imperdiet ipsum sit amet justo lacinia, a aliquam dui pulvinar.

Jan. 22

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Examples

Print

To customer
brochure

Microsoft CityNext



The world's urban population is growing by **1 million** people per week.³

<http://www.urban.org/global-urban-trends/urban-population>

Transform operations rations and I advantage of smart sensors, connected sy efficiencies. These solutions also can em P innovation on your terms with modern tE

Engage citizens, businesses, and go v people-first approach, enabling real-time economic growth with open data initiati v

Accelerate innovation and opport 21st-century learning and personal devel and nurture new businesses and innovat C Through Microsoft CityNext solutions, ci t years to come. The result? Cities can help t enterprises and create local jobs of the f u businesses, and government.

Cities and their people are the hearts and souls of our nations. For the first time in history, more than 50 percent of the world's population live in urban areas, and the steady growth in urbanization means that cities are facing a variety of new opportunities and challenges. These range from modernizing aging infrastructure in older cities to meeting the demands for resources, from leveraging massive amounts of new data from devices to improving the health and safety of their citizens and ensuring access to high quality education for all. Microsoft CityNext is a people-first approach to innovation that empowers government, businesses, and citizens to shape the future of their regions, cities, and municipalities.

Citizen-centric services put a city's people first, harnessing their ideas, energy, and expertise to improve access to education and create healthier, safer, and more sustainable places to live. Microsoft is uniquely equipped to enable this approach with years of experience in the areas of government, public safety, health, and education. No other company offers as broad a portfolio of highly secure, consumer-to-business software, devices, and services; as diverse a network of global partners to implement it all; and as extensive a history of successful education and social programs. When combined, all of this helps cities imagine—and realize—what's next for their people.

By 2050, more than 70% of the world's population will live in urban areas, which is an additional 2.7 billion urban dwellers.

"Microsoft understands our top priority and that revenue—it's about the city. The level of professionalism and commitment they have displayed at all levels of the organization is remarkable."

— Andrés Ibarra, Minister of Modernization for Buenos Aires

Find out more.
Go to www.microsoft.com/citynext/now



Through partner
brochure

Microsoft CityNext



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Microsoft Partner

Gold Customer Relationship Management

Silver Business Intelligence

Name of Partner
www.nameofpartner.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent a sem tempor, consequat lorem a. mollis magna. Nam interdum, lorem vitae varius egestas, purus orci luctus tellus, eu mollis magna nisi vitae lorem. Etiam sem quam, maximus at luctus vitae, vulputate in ligula. Etiam sem quam, maximus at luctus vitae, vulputate in ligula. Etiam sem quam, maximus at luctus vitae, vulputate in ligula.

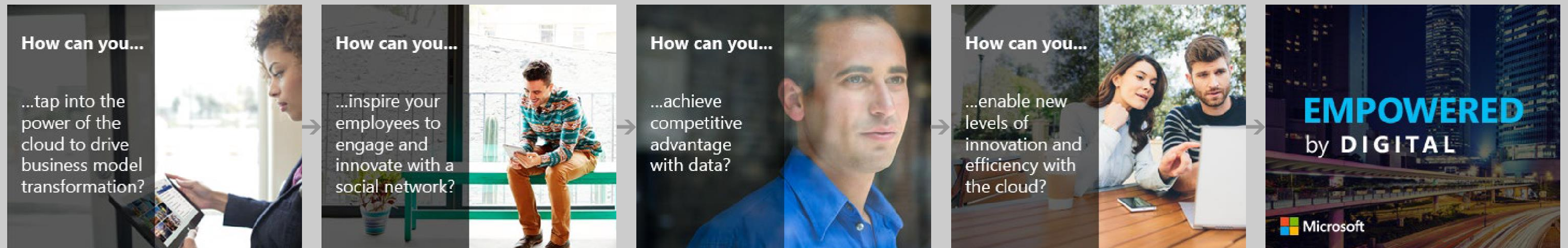
Examples

Web properties

728 x 90 static web banner



300 x 250 animated banner



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 enterprise communications will be stronger for it.

For questions about Brand Central, please visit [**Brand Central Help Center**](#).

For questions about Empowered by Digital, please contact [enterprise marketing](#)

Thank you