Basic Elements of the MSN Brand – Overview

The visual identity developed for MSN helps position the brand as the easiest way to take advantage of the full power of the Web. The MSN logo consists of:

The MSN butterfly – a dynamic, colorful embodiment of the effortless, lively qualities associated with the MSN brand. For online use, a version of the MSN butterfly has been created using flat, RGB colors (with no drop shadow). For printed applications, the MSN butterfly is rendered with subtle shading and a drop shadow.

The MSN letters – a distinctive, proprietary arrangement of specially-drawn lowercase letters.

The trademark symbols – legal requirements which must appear in the positions shown on all applications of the logo.

The butterfly, letters, and trademarks are arranged in two approved configurations – horizontal and vertical – which have been developed to accommodate most space requirements. The horizontal versions for print and online use are illustrated to the right. Use the preferred, horizontal version of the logo whenever possible.

For Online Use:
(Click here to see all versions)

MSN Butterfly

MSN Letters

Trademarks

For Printed Applications:
(Click here to see all versions)

MSN Butterfly

MSN Letters

Trademarks

Important Note:
The relationships between the elements of the MSN logo are fixed, and must not be altered in any way. Always use the authorized electronic artwork provided.

For Positive Reproduction:

The MSN Logo for Online Use

Here are examples of each version of the MSN logo for online use – horizontal and vertical, and positive and reverse. The logo should always appear in full-color when used online.

For more information, click on the logo you are interested in using, or on the type directly beneath it.

The logo should always appear in full-color when used online.

Use of the MSN logo by third parties requires a trademark license. Contact your legal representative before sending artwork or guidelines to any third parties.

Horizontal Online Full-Color

Vertical Online Full-Color

For Reverse Reproduction:

Horizontal Online Full-Color

Vertical Online Full-Color

The MSN Logo for Online Use

Horizontal MSN Logo – Full-Color Positive

For online applications with white or light-colored backgrounds, use the full-color version of the logo. Here is the horizontal configuration.

Always use authorized electronic artwork.

The MSN Logo for Online Use

Vertical MSN Logo – Full-Color Positive

For online applications with white or light-colored backgrounds, use the full-color version of the logo. Here is the vertical configuration.

Always use authorized electronic artwork.

The MSN Logo for Online Use

**Horizontal MSN Logo –
Full-Color Reverse**

For online applications with black or dark-colored backgrounds, use the full-color reverse version of the logo. Here is the horizontal configuration.

Black is the preferred background color for reverse versions of the logo. Other acceptable background colors include dark blue and other dark colors that provide sufficient contrast, but do not clash visually with the MSN butterfly.

Always use authorized electronic artwork.

The MSN Logo for Online Use

Vertical MSN Logo – Full-Color Reverse

For online applications with black or dark-colored backgrounds, use the full-color reverse version of the logo. Here is the vertical configuration.

Black is the preferred background color for reverse versions of the logo. Other acceptable background colors include dark blue and other dark colors that provide sufficient contrast, but do not clash visually with the MSN butterfly.

Always use authorized electronic artwork.

The MSN Logo for Online Use

Clear Space Requirements

The MSN logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space must surround the logo (both the horizontal and vertical versions) in all situations.
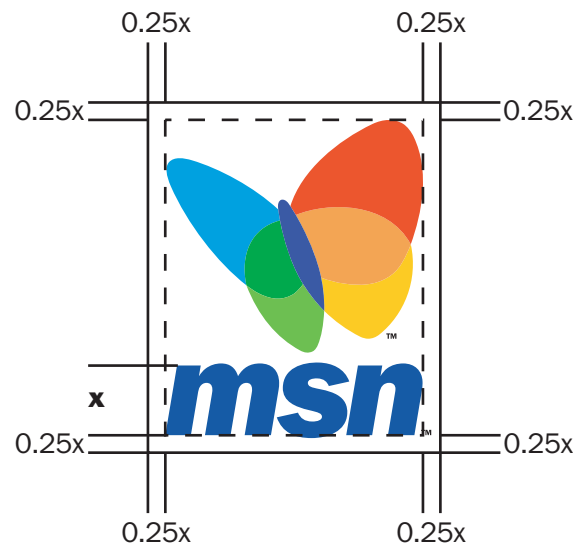
For online applications, this clear space must be at least 0.25x ("x" equals the height of the MSN letters), as shown here.

Please note that, while these diagrams illustrate the positive, full-color treatment of the logo, the same rules apply for reverse reproduction.

Horizontal Version:

Vertical Version:

Horizontal Version:

The MSN Logo for Online Use

Use of the Trademarks with the MSN Logo

The trademark symbols (TMs) must appear twice on all applications of the logo – next to the MSN letters, and next to the butterfly.

The TMs are set in Microsoft Franklin Gothic Demi, and print in black (or on one-color versions, in that color). The point size of the TM is based on the width of the logo, as follows:

Horizontal logo
2.5" and wider: **5 point "TM"**
2" up to 2.5": **4 point "TM"**
below 2": **3 point "TM"**

Vertical logo
1.5" and wider: **5 point "TM"**
below 1.5": **3 point "TM"**

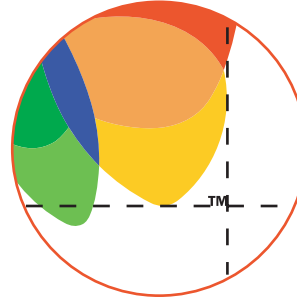Position the TMs according to the diagrams to the right.

**MSN TM
(all sizes):**

Enlarged Detail
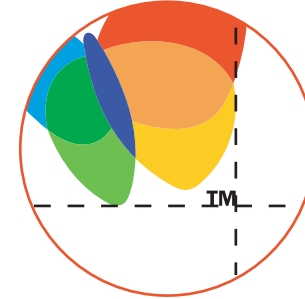
**Butterfly TM
(4" and wider):**

Enlarged Detail

**Butterfly TM
(1.5" up to 4" wide):**

Enlarged Detail

Note: At sizes narrower than 1.5", align the top of the TM with the bottom of the green wing.

Vertical Version:

**MSN TM
(all sizes):**

Enlarged Detail

**Butterfly TM
(1" and wider):**

Detail

**Butterfly TM
(narrower than 1"):**

Enlarged Detail

Horizontal Version:

Vertical Version:

The MSN Logo for Online Use

Minimum Sizes

To ensure high quality reproduction, do not reproduce the MSN logo in sizes smaller than those indicated in the diagrams here.

Do not reproduce the horizontal version in sizes narrower than 47 pixels (0.65 inch).

Do not reproduce the vertical version in sizes narrower than 21 pixels (0.3 inch).

Please note that, while the diagrams here illustrate the positive, full-color treatment of the logo, the same rules apply for reverse reproduction.

47 pixels wide

21 pixels wide

The MSN Logo for Online Use

MSN Typeface

The MSN visual identity system features the Franklin Gothic family of typefaces, customized and licensed specifically for use by Microsoft. Franklin Gothic was selected because of its legibility and classic elegance, and is available in a full range of weights and styles. Its consistent use will enhance our image as a seamless, approachable brand.

Franklin Gothic is a versatile font, allowing ample flexibility and creative freedom. When using typography within the MSN visual identity system, it is important to keep the following objectives in mind:

•   Simplicity
•   Legibility
•   Playfulness (when appropriate)

Download the Franklin Gothic family of typefaces, customized and licensed specifically for use by Microsoft, by clicking on one of the options to the right.

Franklin Gothic Book:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Medium:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Demi:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Heavy:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Medium Condensed:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Book Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Medium Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Demi Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Heavy Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The MSN Logo for Online Use

Color Palette Specifications – RGB

The colors shown here play an important part in the MSN visual identity, as a component of the MSN logo, and as accent colors on specific applications. Consistent use of these colors will help in building a distinctive MSN brand personality.

For online applications, use these web-safe RGB specifications.

RGB: 0 / 51 / 153
HEX: #003399

RGB: 0 / 153 / 255
HEX: #0099FF

RGB: 0 / 153 / 0
HEX: #009900

RGB: 102 / 204 / 51
HEX: #66CC33

RGB: 255 / 204 / 0
HEX: #FFCC00

RGB: 255 / 153 / 51
HEX: #FF9933

RGB: 251 / 51 / 0
HEX: #FF3300

RGB: 51 / 51 / 153
HEX: #333399

The MSN Logo for Online Use

Misuses – General

These examples illustrate incorrect use of the MSN logo for online use. While each example depicts only one version of the logo (horizontal or vertical), the principles apply to both.

Always use authorized electronic artwork.

Correct

DO NOT add elements to the logo.

DO NOT distort the logo.

DO NOT add a drop shadow to artwork for online use.

DO NOT contain the logo within a shape.

DO NOT apply special effects to the MSN logo.

DO NOT use the print version of the MSN logo online.

DO NOT reset the MSN letters in any other typeface.

DO NOT create a three-dimensional version of the logo.

DO NOT alter the relative size or position of the elements.

DO NOT alter or replace the MSN butterfly.

DO NOT create an outline version of the logo.

For Positive Reproduction:

For Reverse Reproduction:

The MSN Logo for Online Use

Misuses – Color

These examples illustrate incorrect use of the MSN logo for online use. While each example depicts only one version of the logo (horizontal or vertical), the principles apply to both.

Always use authorized electronic artwork.

Correct

DO NOT create a shaded version of the logo for online applications.

DO NOT create a one-color version of the logo for online applications.

DO NOT alter the approved RGB color specifications.

Correct

DO NOT use background colors that appear in the wings of the MSN butterfly.

DO NOT knock out the butterfly to white.

DO NOT place the logo on a visually distracting background.

For Positive Reproduction:

The MSN Logo for Printed Applications

Here are representative examples of each version of the MSN logo for printed applications – horizontal and vertical, full-color and one-color, and positive and reverse.

The one-color MSN logos are only for printed applications, and are not to be used online.

For more information, click on the logo you are interested in using, or on the type directly beneath it.

Use of the MSN logo by third parties requires a trademark license. Contact your legal representative before sending artwork or guidelines to any third parties.

Horizontal Print Full-Color

Vertical Print Full-Color

Horizontal Print One-Color

Vertical Print One-Color

For Reverse Reproduction:

Horizontal Print Full-Color

Vertical Print Full-Color

Horizontal Print One-Color

Vertical Print One-Color

The MSN Logo for Printed Applications

Horizontal MSN Logo – Full-Color Positive

On printed applications with white or light-colored backgrounds, use the full-color version of the logo. Here is the horizontal configuration.

Always use authorized electronic artwork.

The MSN Logo for Printed Applications

Vertical MSN Logo – Full-Color Positive

On printed applications with white or light-colored backgrounds, use the full-color version of the logo. Here is the vertical configuration.

Always use authorized electronic artwork.

The MSN Logo for Printed Applications

Horizontal MSN Logo – One-Color Positive

When four-color process inks are not available, use a one-color version of the MSN logo. Print the logo on a white or light-colored background in grayscale, or in any of the colors from the MSN color palette, shown here.

Please note: Print all one-color versions of the logo in the approved PANTONE® inks (sometimes called "spot colors" or "match colors"). Do not convert to four-color process equivalents.

The one-color MSN logos are only for printed applications, and are not to be used online.

Always use authorized electronic artwork.

Black and White (Grayscale)

PANTONE®* 286

PANTONE®* 279

PANTONE®* 363

PANTONE®* 360

PANTONE®* 123

PANTONE®* 1575

PANTONE®* 172

PANTONE®* 273

The colors shown on this page are not intended to match PANTONE® color standards.

* Pantone, Inc.'s check-standard trademark for color reproduction materials.

The MSN Logo for Printed Applications

Vertical MSN Logo – One-Color Positive

When four-color process inks are not available, use a one-color version of the MSN logo. Print the logo on a white or light-colored background in grayscale, or in any of the colors from the MSN color palette, shown here.

Please note: Print all one-color versions of the logo in the approved PANTONE® inks (sometimes called "spot colors" or "match colors"). Do not convert to four-color process equivalents.

The one-color MSN logos are only for printed applications, and are not to be used online.

Always use authorized electronic artwork.

Black and White (Grayscale)

PANTONE®* 286

PANTONE®* 279

PANTONE®* 363

PANTONE®* 360

PANTONE®* 123

PANTONE®* 1575

PANTONE®* 172

PANTONE®* 273

The colors shown on this page are not intended to match PANTONE® color standards.

* Pantone, Inc.'s check-standard trademark for color reproduction materials.

The MSN Logo for Printed Applications

Horizontal MSN Logo – Full-Color Reverse

On printed applications with black or dark-colored backgrounds, use the full-color reverse version of the logo. Here is the horizontal configuration.

Black is the preferred background color for reverse versions of the logo. Other acceptable background colors include dark blue and other dark colors that provide sufficient contrast, but do not clash visually with the MSN butterfly.

Always use authorized electronic artwork.

The MSN Logo for Printed Applications

Vertical MSN Logo – Full-Color Reverse

On printed applications with black or dark-colored backgrounds, use the full-color reverse version of the logo. Here is the vertical configuration.

Black is the preferred background color for reverse versions of the logo. Other acceptable background colors include dark blue and other dark colors that provide sufficient contrast, but do not clash visually with the MSN butterfly.

Always use authorized electronic artwork.

The MSN Logo for Printed Applications

Horizontal MSN Logo – One-Color Reverse

When four-color process inks are not available, use a one-color version of the MSN logo. Print the logo on a black background in grayscale, or in one of the five designated colors from the MSN color palette shown here. Black is the only acceptable background color for reverse versions of the one-color logo.

Please note: Print all one-color versions of the logo in the approved PANTONE® inks (sometimes called "spot colors" or "match colors"). Do not convert to four-color process equivalents.

The one-color MSN logos are only for printed applications, and are not to be used online.

Always use authorized electronic artwork.

Black and White (Grayscale)   PANTONE®* 279   PANTONE®* 360

PANTONE®* 123   PANTONE®* 1575   PANTONE®* 172

Important Note:
Do not reverse PANTONE® 286, PANTONE® 363, or PANTONE® 273 one-color versions of the logo out of a black background.

The colors shown on this page are not intended to match PANTONE® color standards.

* Pantone, Inc.'s check-standard trademark for color reproduction materials.

The MSN Logo for Printed Applications

Vertical MSN Logo – One-Color Reverse

When four-color process inks are not available, use a one-color version of the MSN logo. Print the logo on a black background in grayscale, or in one of the five designated colors from the MSN color palette shown here. Black is the only acceptable background color for reverse versions of the one-color logo.

Please note: Print all one-color versions of the logo in the approved PANTONE® inks (sometimes called "spot colors" or "match colors"). Do not convert to four-color process equivalents.

The one-color MSN logos are only for printed applications, and are not to be used online.

Always use authorized electronic artwork.

Black and White (Grayscale)

PANTONE®* 279

PANTONE®* 360

PANTONE®* 123

PANTONE®* 1575

PANTONE®* 172

Important Note:
Do not reverse PANTONE® 286, PANTONE® 363, or PANTONE® 273 one-color versions of the logo out of a black background.

The colors shown on this page are not intended to match PANTONE® color standards.

* Pantone, Inc.'s check-standard trademark for color reproduction materials.

The MSN Logo for Printed Applications

Clear Space Requirements

The MSN logo is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space must surround the logo (both the horizontal and vertical versions) in all situations.
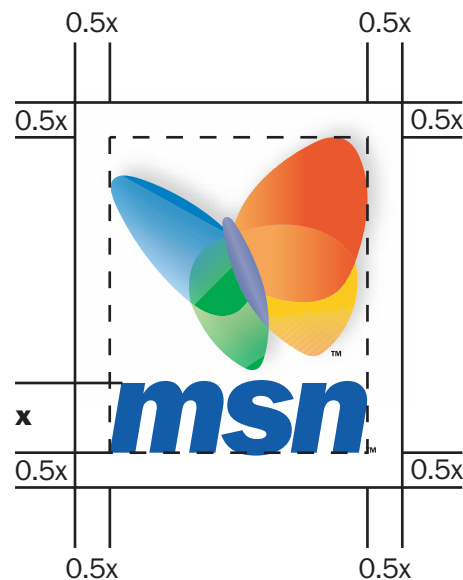
On printed applications, this clear space must be at least 0.5x ("x" equals the height of the MSN letters), as shown here.

Please note that, while these diagrams illustrate the positive, full-color treatment of the logo, the same rules apply for all color variations and for reverse reproduction.

Horizontal Version:

Vertical Version:

The MSN Logo for Printed Applications

Use of the Trademarks with the MSN Logo

The trademark symbols (TMs) must appear twice on all applications of the logo – next to the MSN letters, and next to the butterfly.

The TMs are set in Microsoft Franklin Gothic Demi, and print in black (or on one-color versions, in that color). The point size of the TM is based on the width of the logo, as follows:

Horizontal logo
2.5" and wider: **5 point "TM"**
2" up to 2.5": **4 point "TM"**
below 2": **3 point "TM"**

Vertical logo
1.5" and wider: **5 point "TM"**
below 1.5": **3 point "TM"**

Position the TMs according to the diagrams to the right.

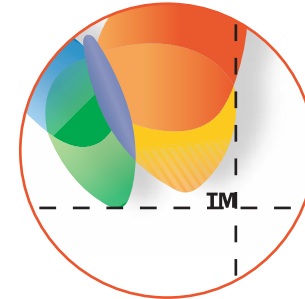### Horizontal Version:

**MSN TM
(all sizes):**
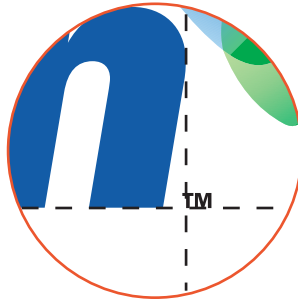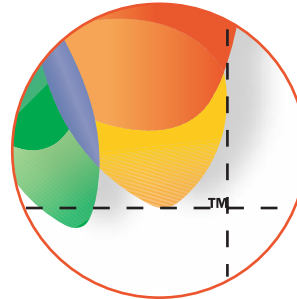
Enlarged Detail

**Butterfly TM
(4" and wider):**

Enlarged Detail

**Butterfly TM
(1.5" up to 4" wide):**

Enlarged Detail

Note: At sizes narrower than 1.5", align the top of the TM with the bottom of the green wing.

Vertical Version:

**MSN TM
(all sizes):**

Enlarged Detail

**Butterfly TM
(1" and wider):**

Detail

**Butterfly TM
(narrower than 1"):**

Enlarged Detail

Horizontal Version:

Vertical Version:

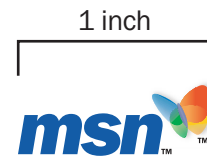### The MSN Logo for Printed Applications

Minimum Sizes

To ensure high quality print reproduction, do not reproduce the MSN logo in sizes smaller than those indicated in the diagrams here.

Do not reproduce the horizontal version in sizes narrower than 1 inch.

Do not reproduce the vertical version in sizes narrower than 0.5 inch.

Please note that, while the diagrams here illustrate the positive, full-color treatment of the logo, the same rules apply for all color variations and for reverse reproduction.

The MSN Logo for Printed Applications

MSN Typeface

The MSN visual identity system features the Franklin Gothic family of typefaces, customized and licensed specifically for use by Microsoft. Franklin Gothic was selected because of its legibility and classic elegance, and is available in a full range of weights and styles. Its consistent use will enhance our image as a seamless, approachable brand.

Franklin Gothic is a versatile font, allowing ample flexibility and creative freedom. When using typography within the MSN visual identity system, it is important to keep the following objectives in mind:

- Simplicity
- Legibility
- Playfulness (when appropriate)

Download the Franklin Gothic family of typefaces, customized and licensed specifically for use by Microsoft, by clicking on one of the options to the right.

Franklin Gothic Book:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Medium:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Demi:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Heavy:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Medium Condensed:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Book Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Medium Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Demi Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Heavy Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The MSN Logo for Printed Applications

Color Palette Specifications – CMYK and Spot Color

The colors shown here play an important part in the MSN visual identity, as a component of the MSN logo, and as accent colors on specific applications. Consistent use of these colors will help in building a distinctive MSN brand personality.

For printed applications, use these CMYK (four-color process) and PANTONE® specifications. Please note that the CMYK specifications shown here are customized for MSN, and differ from the suggested PANTONE® four-color process equivalents.

CMYK: 96/ 69 / 3 / 0
PANTONE®* 286

CMYK: 94 / 40 / 0 / 0
PANTONE®* 279

CMYK: 94 / 0 / 100 /0
PANTONE®* 363

CMYK: 40 / 0 / 67 / 0
PANTONE®* 360

CMYK: 1 / 20 / 94 / 0
PANTONE®* 123

CMYK: 2 / 40 / 75 / 0
PANTONE®* 1575

CMYK: 3 / 80 / 92 / 0
PANTONE®* 172

CMYK: 85 / 71 / 2 / 0
PANTONE®* 273

The colors shown on this page are not intended to match PANTONE® color standards.

* Pantone, Inc.'s check-standard trademark for color reproduction materials.

The MSN Logo for Printed Applications

Secondary Graphic Elements

The MSN visual identity system features two secondary graphic elements – the gradient shape and the supergraphic. These are used as colorful enhancements, which promote a consistent, family look among all MSN printed applications.
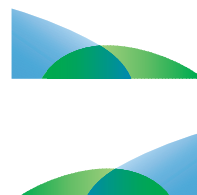
The Gradient Shape – a colorful, playful graphic element inspired by the overlapping wings of the MSN butterfly, which bleeds off two or three sides of a design layout. The gradient shape is provided in a variety of color versions, with flexible sizing, cropping, and positioning to allow creative freedom.
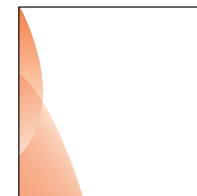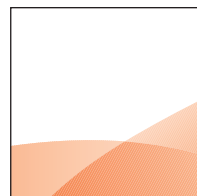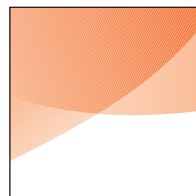
The Supergraphic – a promotional background motif based on the MSN butterfly, and rendered in five different gradient tones from the MSN color palette. This motif may be cropped as necessary to provide a rich backdrop for the MSN logo on premium printed applications.

Always use authorized electronic artwork. Download the versions of the MSN gradient shape and supergraphic for printed applications by clicking on the links to the right.

The Gradient Shape – Examples:

Examples of Cropping:

Examples of Different Orientations:

Color Variations – CMYK:

yellow gradient shape.eps

blue gradient shape.eps

blue+green gradient shape.eps

red gradient shape.eps

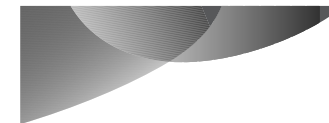green gradient shape.eps

Color Variations – Spot Color:

PMS 123 gradient shape.eps

PMS 279 gradient shape.eps

gray gradient shape.eps

PMS 172 gradient shape.eps

PMS 360 gradient shape.eps

The Supergraphic:
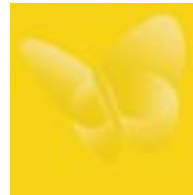
Example on Folder Cover

MSN supergraphic
dk blue.tif
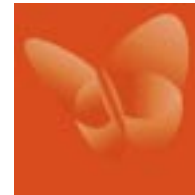
MSN supergraphic
blue.tif

MSN supergraphic
green.tif

MSN supergraphic
yellow.tif

MSN supergraphic
red.tif

The MSN Logo for Printed Applications

Misuses – General

These examples illustrate incorrect use of the MSN logo for printed applications. While each example depicts only one version of the logo (horizontal or vertical), the principles apply to both.

Always use authorized electronic artwork.

Correct

DO NOT add elements to the logo.

DO NOT distort the logo.

DO NOT replace the drop shadow with flat artwork.

DO NOT contain the logo within a shape.

DO NOT use the MSN butterfly alone.

DO NOT eliminate the drop shadow from full-color artwork for print.

DO NOT reset the MSN letters in any other typeface.

DO NOT create a three-dimensional version of the logo.

DO NOT alter the relative size or position of the elements.

DO NOT alter or replace the MSN butterfly.

DO NOT create an outline version of the logo.

The MSN Logo for Printed Applications

Misuses – Color

These examples illustrate incorrect use of the MSN logo for printed applications. While each example depicts only one version of the logo (horizontal or vertical), the principles apply to both.

Always use authorized electronic artwork.

For Positive Reproduction:

Correct

DO NOT create a flat (unshaded) version of the full-color logo for print.

DO NOT create an unauthorized one-color version of the logo.

DO NOT create a two-color version of the logo.

For Reverse Reproduction:

Correct

DO NOT use background colors that appear in the wings of the MSN butterfly.

DO NOT knock out the butterfly to white.

DO NOT place the logo on a visually distracting background.