

Microsoft Partner Network Badge usage guide

June 2016

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Overview

Overview

Microsoft provides partners with badges to help customers better identify their areas of expertise, level of certification and awards they have earned. This guide is designed to help you understand which partner badges you may use and how to apply them.

Partners can access and download partner badges featuring awards, competencies and status through Microsoft Logo Builder (www.partnerlogobuilder.com) or Partner Center. Alterations to the partner logo made outside of Microsoft Logo Builder are **strictly prohibited**.

You may notice some changes to the badges, in summer 2016, Microsoft is taking a digital first approach. The badges are designed to be used mainly on digital platforms, where all competencies can be displayed. The simple badges without competencies are designed to be used on business cards, where less space is available.

Microsoft Partner Network badge use requirements

Microsoft Partner Network (MPN) badges must comply with the guidelines provided in this guide, including layout, logo use, colors, and wording. To be compliant, badges must include all badge components as covered in this guide. Modifications are not permissible.

MPN badges can only be used by authorized people and organizations. No further sublicensing or distribution of the logo is permissible.

Use of MPN badges by individuals or organizations must cease when qualification and competency attainment is no longer maintained or achieved.

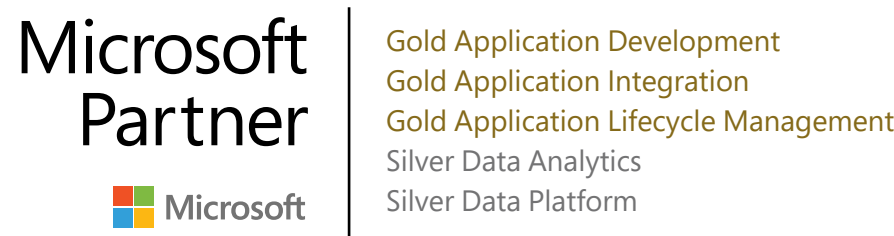
Use of MPN badges must cease if MPN membership becomes inactive, or when instructed by Microsoft.

Resources

[Microsoft Terms of Use](#)

[Microsoft Company logo Guidelines](#)

[General Microsoft Trademark Guidelines](#)



Color

Microsoft provides partners with badges to help customers better identify their areas of expertise, degree of competency and awards they have earned. This guide is designed to help you understand which partner badges you may use and how to apply them.

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You may notice some changes to the badges, in summer 2016, Microsoft is taking a digital first approach. The badges are designed to be used mainly on digital platforms, where all competencies can be displayed. The simple badges without competencies are designed to be used on business cards, where less space is available.

The black and white badges are for limited use, specifically in one-color or black-and-white communications. Those can be downloaded from Logo Builder. All guidance apply to these versions as well.

All colors pass the accessibility contrast threshold.

Color

Microsoft
Partner

 Microsoft

Gold Application Development

Gold Application Integration

Gold Application Lifecycle Management

Silver Data Analytics

Silver Data Platform



Black

r0 g0 b0

Hex #000000

c0 m0 y0 k100

PMS Black




Gold

r133 g106 b26

Hex #856a1a

c42 m50 y100 k22

PMS 1265 C



Microsoft Mid Gray (Silver)

r115 g115 b115


Hex #737373

c0 m0 y0 k80

PMS Cool Gray 9

Black or white

Microsoft
Partner

 Microsoft

Gold Application Development

Gold Application Lifecycle Management

Gold Data Platform

Microsoft
Partner

 Microsoft

Gold Application Development

Gold Application Lifecycle Management

Gold Data Platform

Where to use the badge

There are several options for using the Microsoft partner badges. To determine which to use, review the table.

Not all partners will have access to all badge variations, access to certain badges is based on the competencies you have earned.

	<div>Microsoft Partner</div> <div>Gold Application Development Gold Application Integration Gold Application Lifecycle Management Silver Data Analytics Silver Data Platform</div>	<div>Gold Microsoft Partner</div>	<div>Microsoft Partner</div> <div>Silver Data Analytics Silver Data Platform</div>	<div>Silver Microsoft Partner</div>	<div>Microsoft Partner</div>
	Gold Expanded	Gold Abbreviated	Silver Expanded	Silver Abbreviated	MAPs
Website	●	●	●	●	●
Print					
Small format (i.e. business card)		● *		●	●
Medium format (i.e. packaging, sales sheets)	●	●	●	●	●
Large format (i.e. on-premise signage/ booth graphics)		●		●	●
Digital banners and ads		●		●	●
Presentation	●	●	●	●	●

Minimum size

Size and placement specifications are in place to ensure legibility and clear information hierarchy.

Note that the Microsoft company logo cannot be smaller than 1in or 72px wide within the eligible badges. However, badge versions without the Microsoft company logo can be reproduced at a much smaller size. Width will vary depending on the competenc(ies) listed.

Scale all elements together proportionally.

Refer to badge-specific pages to see minimum sizing requirements.

Multiple Badges

Please pay special attention when using multiple badges. Badge usage should be made with discretion, multiple badges used in one location or on a single asset should use extra discretion.

* A common mistake is placing the badge on the front of a business card, due to size requirements it must be on the back of business card, occupying the entire space

Microsoft Gold Partner

Microsoft Gold Partner

Microsoft gold certified competency partners represent the highest level of competence and expertise with Microsoft and have earned this designation. With this endorsement, partners earn additional credibility as customers immediately associate the trust and reliability of the Microsoft brand. Partners who have earned at least one gold competency have earned the ability to use these badges.

To honor the value that Microsoft gold partners provide, the Microsoft Company logo is now permanently part of the gold badge family.

Should a partner's earned competency designation lapse, the partner is no longer entitled to use such associated badge, and must remove from all associated collateral immediately.

Badge

Microsoft
Partner

 Microsoft

Gold Application Development

Gold Application Lifecycle Management

Gold Data Platform

Gold

Microsoft Partner

 Microsoft

Microsoft
Partner

 Microsoft

Gold Application Development

Gold Application Integration

Gold Application Lifecycle Management

Silver Data Analytics

Silver Data Platform

Gold

Microsoft Partner

 Microsoft

Clear space



Microsoft Gold Partner

Minimum size

Size and placement specifications are in place to ensure legibility and clear information hierarchy.

The minimum size for the Microsoft gold partner badge to include the Microsoft logo lockup cannot be less than 1in / 72 pixels wide. Width will vary depending on the competencies listed.

The badge version without the Microsoft company logo can be reproduced at a much smaller size. Width will vary depending on the competenc(ies) listed.

Scale all badge elements together proportionally.

Clear space

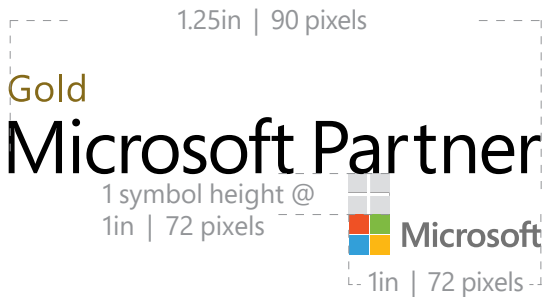
Clear space is the minimum distance between the Microsoft gold partner badge and other visual elements, as well as the edge of an asset.

Minimum clear space surrounding the badge is equivalent to double the Microsoft symbol used in the Microsoft Partner badge.

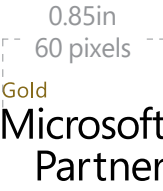
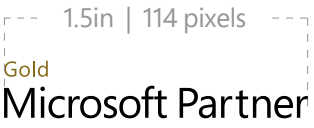
See usage examples section for proper layout guidance.

➔

Minimum size
(with the Microsoft Logo)



(without the Microsoft Logo)



Microsoft Silver Partner

Microsoft Silver Partner

Microsoft silver certified competency partners represent the second highest level of competence and expertise with Microsoft technologies.

Microsoft silver partners have a family of badges to signify their relationship with Microsoft.

Should a partner’s earned competency designation lapse, the partner is no longer entitled to use such associated badge, and must remove from all associated collateral immediately.

Minimum size

Do not size the badges smaller than the specified sizes indicated here on this page.

Scale all badge elements together proportionally.

Clear space

Clear space is the minimum distance between the Microsoft silver partner badge and other visual elements, as well as the edge of an asset.

Minimum clear space surrounding the badge is equivalent to double the Microsoft symbol used in other Microsoft partner badges

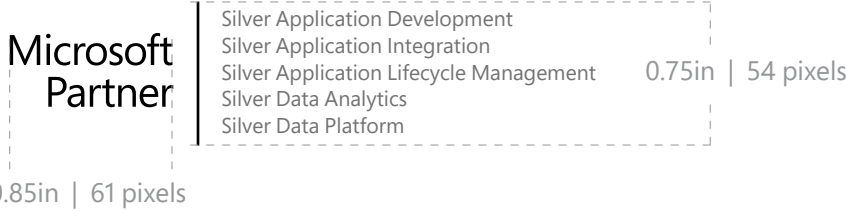
See usage examples section for proper layout guidance.

➔

Badge



Minimum size



Silver Microsoft Partner



Silver Microsoft Partner



Clear space



Basic Microsoft partner badge

Microsoft Partner

Microsoft partners who have not earned gold or silver competencies may be eligible for specific badging options. Microsoft Action Pack members will have access to these assets.

Minimum size

- If using the stacked version of the badge, the minimum height is 0.375 in. / 27 pixels.
- If using the single line version of the badge, the minimum height is 0.2 in. / 12 pixels.

Scale badge proportionally, as needed.

Clear space

- Clear space is the minimum distance between the Microsoft Partner badge and other visual elements, as well as the edge of a marketing asset.
- Minimum clear space surrounding the badge is equivalent to double the Microsoft symbol used in other Microsoft partner badges.

Badge



Minimum size



Clear space



See usage examples section for proper layout guidance. ➔

Partner Seller

Partner Seller

Microsoft Partner Seller, formally P-Seller, is a select group of partner individuals who are deeply integrated into the Microsoft sales teams to scale our joint marketing, sales and technical efforts, driving greater realization of value for our mutual customers. To signify the importance of Partner Sellers within the Microsoft Partner Network, we have created specific badges for them to use.

Note: if you are no longer a Partner Seller, you must remove the badge from all associated collateral immediately.

Minimum size

Size and placement specifications are in place to ensure legibility and clear information hierarchy.

The minimum size for the Partner Seller badge with the Microsoft logo cannot have the Microsoft logo be less than 1in wide.

The badge version without the Microsoft company logo can be reproduced at a much smaller size. Width will vary depending on the competenc(ies) listed.

Scale all badge elements together proportionally.

Clear space

Clear space is the minimum distance between the Partner Seller badge and other visual elements, as well as the edge of an asset.

Minimum clear space surrounding the badge is equivalent to double the Microsoft symbol used in the Partner Seller badge.

See usage examples section for proper layout guidance.

➔

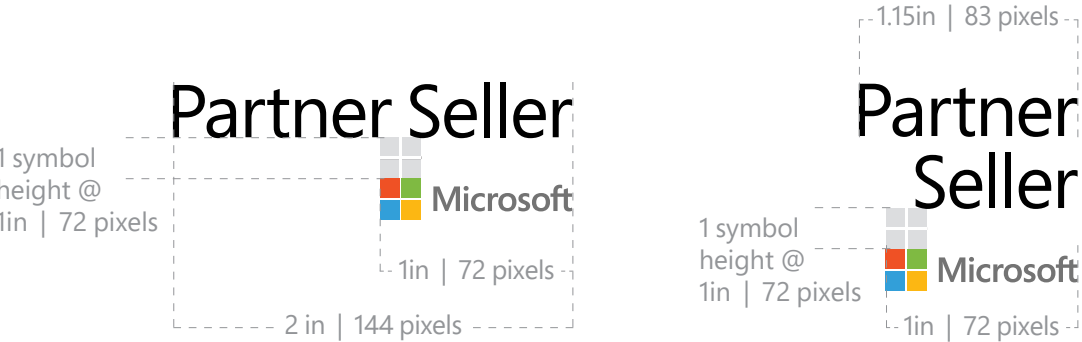
Badge



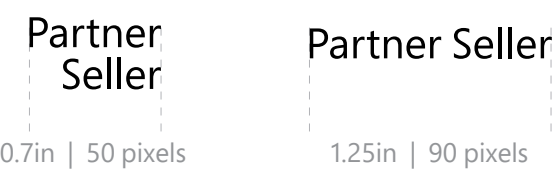
Where to use the Partner Seller badge with Microsoft Logo

Website	●
Print	
Small format (i.e. business card)	●
Medium format (i.e. packaging, sales sheets)	●
Large format (i.e. on-premise signage/ booth graphics)	●
Digital banners and ads	●
Presentation	●

Minimum size
(with the Microsoft Logo)



(without the Microsoft Logo)



Clear space



Microsoft Partner awards

Microsoft Partner awards

The Microsoft Partner Network, Partner of the Year awards celebrate success and innovations related to partner competencies, cloud technology, entrepreneurial spirit and sales excellence. The country Partner of the Year awards recognize Partner successes in over 100 countries around the world. Note: These badges will go into effect beginning spring 2017.

Utilizing award badges can help create new or stronger business opportunities and lead to increased market recognition.

Should a partner’s earned competency designation lapse, the partner is no longer entitled to use such associated badge, and must remove from all associated collateral immediately.

Badge



	Award Abbreviated	Award Expanded
Website	●	●
Print		
Small format (i.e. business card)	● *	
Medium format (i.e. packaging, sales sheets)	●	●
Large format (i.e. on-premise signage/booth graphics)	●	●
Digital banners and ads	●	
Presentation	●	●

* A common mistake is placing the badge on the front of a business card, due to size requirements it must be on the back of business card, occupying the entire space

Microsoft Partner awards

Minimum size

Size and placement specifications are in place to ensure legibility and clear information hierarchy.

The minimum size for the Microsoft awards badge with the Microsoft logo cannot have the Microsoft logo be less than 1in wide.

The badge version without the Microsoft company logo can be reproduced at a much smaller size. Width will vary depending on the competenc(ies) listed.

Scale all badge elements together proportionally.

Clear space

Clear space is the minimum distance between the Microsoft Partner award badge and other visual elements, as well as the edge of an asset.

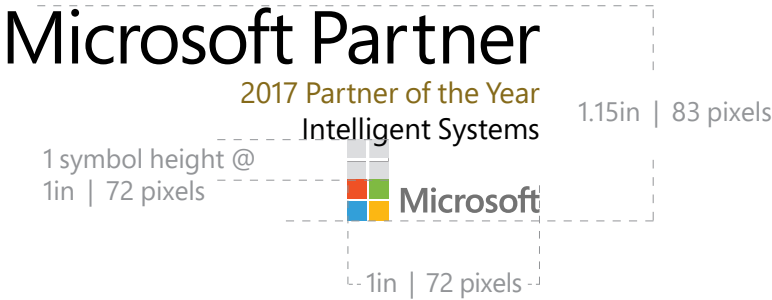
Minimum clear space surrounding the badge is equivalent to double the Microsoft symbol used in the Microsoft Partner award badge.

See usage examples section for proper layout guidance.

➔



(without the Microsoft Logo)



Clear space



Badge usage examples

Usage examples

Partners may use the Microsoft partner badges on their company letterhead, business cards, and other marketing communications. Usage should follow the recommendation laid out here in this guide. When using a Microsoft Partner badge in conjunction with the other logos, please follow the clear space guidelines.



HOME

ABOUT

SERVICES

PROJECTS

BLOG

CONTACTS

ABOUT

Home | About

A FEW WORDS ABOUT US



ALIQUAM CONGUE FERMENTUM NISL. MAURIS ACCUMSAN NULLA VEL DIAM. SED IN LACUS UT ENIM ADIPISCING ALIQUET. NULLA VENENATIS.

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Morbi nunc odio, gravida at, cursus nec, luctus a, lorem. Maecenas tristique orci ac sem. Duis ultricies pharetra magna. Donec accumsan malesuada orci. Donec sit amet eros. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris fermentum dictum magna. Sed laoreet aliquam leo. Ut tellus dolor, dapibus eget, elementum vel, cursus eleifend, elit. Aenean auctor.

Microsoft Partner



Gold Application Development
Gold Application Integration
Gold Application Lifecycle Management
Silver Data Analytics
Silver Data Platform

THE BEST OF PROFESSIONALS









TESTIMONIALS



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Usage examples

(Continued)



Front



Back

Usage examples

(Continued)





Cloud Services

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www.contoso.com

1234 Street Name
City, ST 0000
T: 206.555.1212



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Stat Updates - Message (HTML)

File Message Insert Options Format Text Review ADOBE PDF Tell me what you want to do...

Send

To...

Cc...

Subject Stat Updates


Good morning,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum euismod lobortis lacus, et mollis erat dignissim scelerisque. Vivamus ac nibh sed nisi lacinia imperdiet vel sed augue. Curabitur congue volutpat lectus, quis venenatis justo maximus eget. Donec finibus maximus elit, id lacinia augue condimentum a. Phasellus semper tincidunt elit, nec efficitur ligula. Integer dictum aliquam enim at auctor.

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Lorem	20%	\$2M
Ipsum	60%	\$3.2M

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Firstname Lastname - Senior Project Manager


o: 206-555-1212 m: 206.852.1872

www.contoso.com

Facebook Twitter LinkedIn

Gold

Microsoft Partner



Usage examples

(Continued)



Layout

Placement

Digital or print: The preferred placement of the badge is the lower left corner or the top/bottom right corner of the marketing material.

In instances where space is not available, the use of spines or backs are allowed.

Respect the spacing around the badge itself to ensure legibility.



Don'ts

Dont's

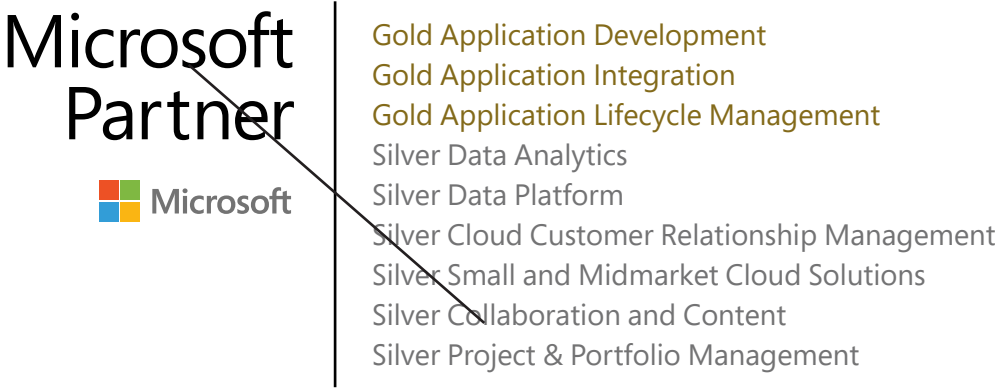
The Microsoft partner badges should be reproduced according to the specifications set in these guidelines. Improper use will dilute our visual identity, making it difficult to protect. Some common incorrect uses are demonstrated below.



Do not recolor



Do not add/subtract words



Do not list more than 5 competencies



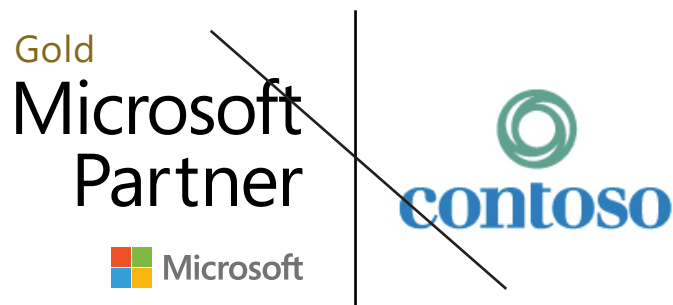
Do not stretch



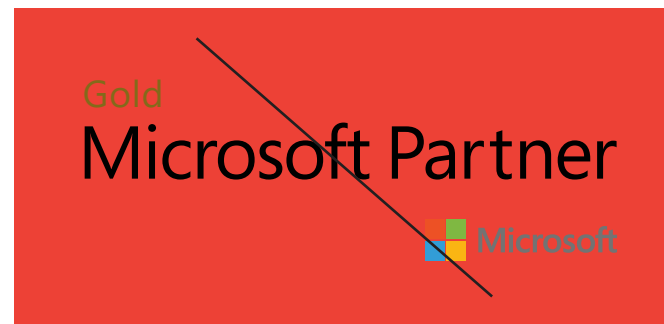
Do not realign elements in badges

Dont's

(Continued)



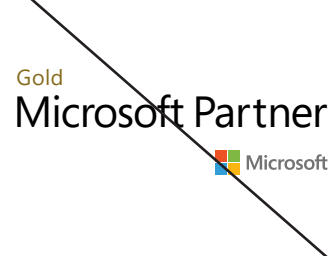
Do not create lock ups of badges and company logos



Avoid placement of badges on colored backgrounds that make it difficult to read



Do not size certain elements of badge



Do not size badge smaller than specified minimum size



Avoid placing on busy textured or photograph backgrounds