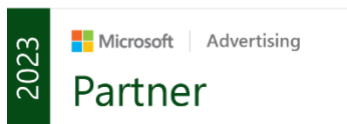
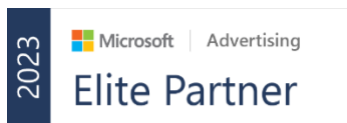


Microsoft Advertising Partner Program badges: usage guidelines

Adhere to the following branding guidelines to ensure proper usage of the marketing materials for both legal and best design practices.

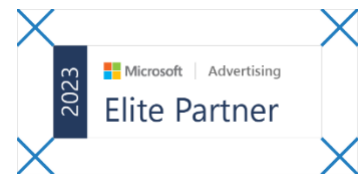
The Microsoft Advertising Partner badge showcases the user's inclusion in an exclusive partnership with Microsoft Advertising.

Versions



Spacing

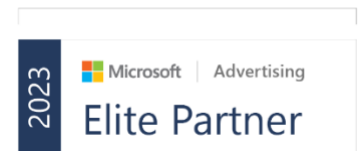
Allow a minimum distance of 1 x around all four sides of the signature, where x = the height of the gray bar at the bottom of the badge.



Size

The badge must always be readable. To ensure this, it should never appear smaller than 1.125" (28.5mm) wide when printed in full color. Online, the tile should not appear smaller than 110 pixels wide.

1.125"



Other important guidelines

- Use the badge solely on your company's website, business cards and marketing materials, to indicate that you are a Microsoft Advertising Partner. You may not use the badge on any email, product, book, or other material. Never modify it in any way. Never combine the wordmark with any other text or descriptor.
- Do not combine the artwork elements with other badges, logos or graphics to create new artwork. Never connect the badge to or make it part of any other symbol or icon.
- When used next to other partner logos that are in color, make sure to use the teal version of the badge.

- You may not display the badge in any manner that suggests that "Microsoft Advertising" is a part of your company name. Your use of the badge must clearly indicate that you are independent from Microsoft Advertising and Microsoft.
- Your company name must appear on any materials where the badge is used. The badge cannot appear larger or more prominent than your company's logo, product or service name, trademark or service mark, badge, or trade or company name.
- The badge may not be used in any manner that expresses or might imply Microsoft's affiliation, sponsorship, endorsement, or approval, other than as set forth by the Microsoft Advertising Partner Program.
- The badge or Microsoft name may not be included in your trade or business name, domain name, product or service name, badge, trade dress, design, slogan, or other trademarks.
- You may not combine the badge with any other object, including, but not limited to, other badges, icons, words, objects, photos, slogans, numbers, design features, symbols, or web site audio files.
- The badge may not be used as a design feature on any of your materials.
- The badge may not be imitated in any manner in your materials.
- You may use the badge only as provided by Microsoft. Except for size, which is subject to the restrictions in these guidelines, the badge may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- The badge may not be translated or otherwise localized into any other language.
- You may not display the badge on any website that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under 21 years of age, or otherwise violates applicable law or stated Microsoft editorial policies.
- You may not display the badge in a manner that is in Microsoft's sole opinion misleading, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Microsoft.
- You may not display the badge on a site that violates any law or regulation.
- You may not use the badge in any way other than as specified in these guidelines.