Usage requirements

Thank you for your interest in including Microsoft Bing in your materials. We want to make it as easy as possible for you to utilize these trademarks; however, to manage and protect the value of our brand, we have specific usage requirements.

A trademark use license is required in order to:
1) Use the Microsoft Bing trademarks (the logo or icon alone)
2) Use the trademarks or name to indicate sponsorship or endorsement
3) Indicate a compatibility endorsement from Microsoft Bing, such as “powered by,” “search with” or similar

If you have existing agreements with Bing, such as Bing API or Bing Maps agreements, check those first to determine if your desired use of the Bing trademark is covered.

If no agreement exists or if the proposed use doesn’t fall within the scope of your existing agreement, check if the use falls within the General Microsoft Trademark Guidelines and/or the Microsoft Corporate Logo Guidelines.

Finally, if the use is not covered in any of the above or you are not sure, it’s best to obtain a specific, stand-alone authorization or license. Such license must be initiated and approved by the Microsoft business owner who you are working with. If you do not have a business owner contact, email the Microsoft brand team (brand@Microsoft.com) to get started.

The Bing trademarks can only be used in a way that accurately reflects the nature of the relationship between your company/product and Bing and adheres to the guidelines in this document.
Our elements

Our visual elements have changed. Each element has a specific purpose within our communications.

The Microsoft Bing product provides a vast array of offerings that we may highlight in marketing. It’s important to ensure you’re using the logo, product icon, messaging and other brand elements correctly when creating marketing communications.

Do not create additional lockups using the Microsoft Bing logo or the new Microsoft Bing product icon.

**Logo**

Microsoft Bing

**Product Icon**

**Copy for syndication**

Results from Microsoft Bing

**Use for:**
- For use on all communications for Microsoft Bing across consumer and commercial

**Use for:**
- Mobile app
- favicon

**Use for:**
- Text treatment for 3rd party situations where Microsoft Bing is the engine behind results on other search pages
Logo

The Microsoft Bing logo is the preferred logo for all communications.

**Horizontal logo – preferred**

On light backgrounds. Use the positive version (logotype in gray on light or white backgrounds).

On dark backgrounds. Use the knock-out version (logotype in white on dark backgrounds, including dark areas in photographs).
Logo usage

Minimum clear space

By height. On screen, the symbol should never be smaller than 20 pixels tall. In print, it must appear at least 22" (5.5 mm) tall.

By width. On screen, the Microsoft logo should never be smaller than 72 pixels wide. In print, it must appear at least 1 inch (25.4 mm) wide.

The old Bing icon and logo should no longer be used.
This is the new Microsoft Bing icon. Use the full color icon whenever possible to represent the mobile app and favicon on .com pages. Do not use it as the logo for Microsoft Bing.

The icon must meet accessibility requirements. If you are unable to adjust the placement of the icon/background, a drop shadow can be added to the icon to ensure the color contrast ratios are met.

Use the specific color values provided for print and digital. Do not use automated color conversion software. Do not use high contrast option in marketing material unless there are production limitations.

Blue backgrounds are not recommended.
Product icon sizing, labeling and scaling

To maintain a clean, visually appealing layout consistent with Microsoft standards, keep a healthy clear space around product icons and the associated names.

Because of the vertical nature of the Microsoft Bing icon, it requires additional consideration when being placed in a bounded space. Please follow the guidance for visual centering vs physically centering the icon in the space provided.

When paired with the product icon, the color of label copy should only be rich black, light gray, or white. Do not reference the color specifications found on page 15.

The label height should be about an eighth of the product icon height (X). The spacing between the product icon and name should be a minimum space equal to the height of the name font.

Minimum clear space

Bounding space and visual center

Minimum clear space with name

Minimum icon size

Width
0.16 in/ 4.23 mm/ 16 px