Windows

Windows trademark guidelines

January 2025

Windows Logo Usage Guidelines

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

A trademark use license is required to:

- Use any Windows logo, symbol or icon.
- Indicate sponsorship or endorsement by Windows.

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 (microsoft.com/trademarks). Finally, please review the following resources: If you are interested in becoming Windows certified:

To become Windows certified for apps visit

Certify your desktop application - Win32 apps | Microsoft Docs

To become Windows certified for hardware visit

Windows Hardware Lab Kit | Microsoft Docs

If your proposed use is not addressed by any of the, resources provided above, you will need to obtain a specific, stand-alone authorization or license. Please contact your Microsoft representative to get the Windows business owner's approval for the proposed use.

A little shift in perspective. A big change in meaning.

The Windows brand is one of the most powerful global product brands in the world across audiences and markets. Our latest logo has been crafted to carry the recognition and strength of Windows while aligning it closer to Microsoft.

Throughout this document, we usually illustrate proper usage using one Windows logo. Still, the same rules apply to all Windows logos, including product logos and edition lockups.

Our symbol

The Windows symbol is a window.

It represents possibility and a unique, personal perspective on the world. Our symbol marks the beginning of a journey, the start of something new.

Microsoft and Windows now share a common symbol shape, positioning Windows as the best place to experience Microsoft, and everything we have to offer.

Our logo

The logo represents the brand visually, like a signature, a stamp, or an emblem. And just like a signature, we often use it to endorse our executions in the bottom left or bottom right corner, rather than lead with it. The story, customer, or device can be the hero, with Windows playing a supporting role.

With its presence throughout our vast ecosystem, the Windows logo is one of the most visible (and familiar) logos in the world. We need to protect it and respect it, leading by example.

Our logotype, our name

Compared to the Windows 10 logo, our logotype is now bolder.

From the Windows perspective, this reflects our ambitions for bolder innovation within our product and device ecosystem. But it also stands for how much bolder we want people to be with the things they will do on Windows.

Choosing the right logo

By default, our logos are blue—our core color, the color of open skies and limitless opportunities. But we also use it in white to improve contrast and readability. Choose the color that will maximize the contrast ratio between the logo and the background, always meeting our accessibility requirements.

The Windows logos can only appear in black for high-contrast experiences or black and white executions, or in gray for more neutrality in co-branded executions when all logos are treated in the same shade of gray.

In general, the Windows logos should only be used in conjunction with the software product itself, or with devices that actually run the operating system, not with other devices like peripherals and accessories, nor to show compatibility for other software products.

Throughout this document, we usually illustrate proper usage using one Windows logo. Still, the same rules apply to all Windows logos, including edition lockups.

Use the Windows logo when communicating about the overall brand, several offerings within the Windows product family, IoT, and self-contained VR/MR headsets.

When referring to a previous version of Windows (e.g., Windows 8.1) use the Windows logo and refer to the specific version in text. Do not add “8.1” or “10” to the Windows logo or use retired logos.

Use the Windows 11 logo whenever talking specifically about Windows 11, Windows 11 features, or Windows 11 devices (except for IoT devices and self-contained head-mounted displays).

Use the Windows 365 logo whenever talking specifically about Windows 365 or Windows 365 features.

logos on dark

Sizing and spacing

Sizing

As one of the most prominent brand elements in the world, the Windows logo should be sized appropriately. We estimate the ideal height of the symbol by using the golden ratio. The symbol height in the logo should be roughly 1.6180% of the width + height of your layout. The symbol height should never be more than double this amount.

Please keep in mind that a smaller logo can sometimes be a more elegant look and be less distracting. If the ideal height noted above looks a little too big, don't be afraid to reduce by 10-20%.

The smallest acceptable size is 0.22'', 5.5 mm or 15.5 px.

Clear space

Maintain at least one symbol of clear space around the logo.

This clear space is also the preferred clear space when the symbol is used on its own. The minimum clear space around the symbol when used on its own is 50% of the width of the symbol itself.

Sometimes, reducing the size of the logo can help respect the clear space policy.

0.22'' / 5.5 mm / 15.5 px | Windows

Minimum size

Minimum size is determined by the size of the Windows icon

Our symbol starts the doing

Using the in-product icon

In-product, our brand symbol has been adapted slightly to fit smoothly with nearby icons. This design may only be used as the Start button within Windows itself. It should never be used outside of the taskbar.

Using the brand symbol on its own

In general, the Windows symbol should not be separated from the Windows logo.

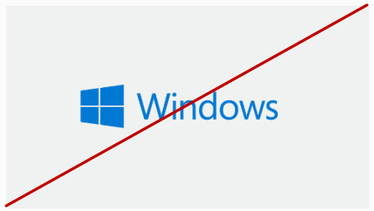
Brand symbol

Brand symbol exceptions

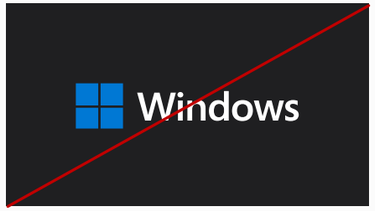
Some exceptions do exist for using the brand symbol on its own when the context is clearly branded as Windows:

- The Windows symbol may be used when referring directly to the Start button (e.g., in tutorial content) related to the OS and physical keyboard shortcuts.
- It may be used in small-space executions, such as a list of tech specs or a social media profile picture, provided the name “Windows” is in direct proximity to the symbol.
- It may be used when Windows is called out next to other platforms (e.g., macOS or Android) being compatible with a product, provided the name “Windows” is in direct proximity to the symbol. More complete compatibility information still needs to be provided in plain text.

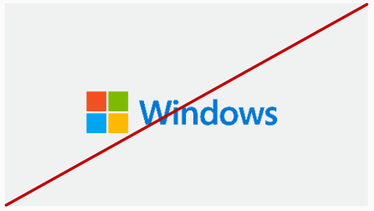
These are not great things, don’t do them



Don’t use the current/retired logo.

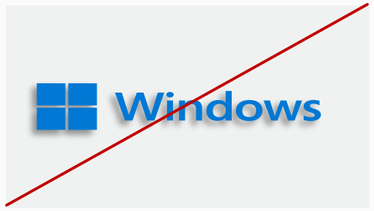


Don’t mix our symbol and logotype colors, they should be the same.



Don’t use the four-color Microsoft symbol with Windows.

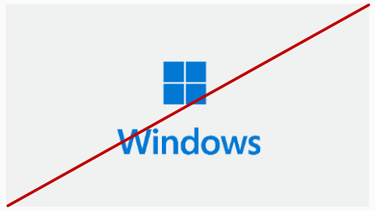
Don't use the new front-facing symbol for Windows 10.



Don’t stretch our logo or add effects like drop shadows and gradients.

Don’t use our in-product icon as the logo symbol.

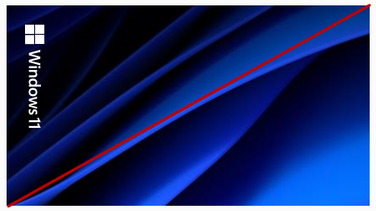
Don’t add texture, gradient or color beyond the white, blue, black and gray artwork provided.



Don't use a stacked logo with symbol on top.

Don’t add “8.1” or “10” to our new Windows logo. Also, do not add SE to the Windows 11 logo.

Don’t place the logo in an area or select a logo color that impedes accessibility. Our logo requires a 3:1 contrast ratio.

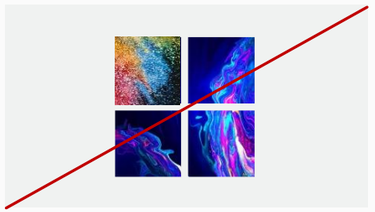


Don’t run our logo vertically.

Don't separate our symbol from our Windows logotype.

Don't use the symbol on its own as a marketing element.

Don’t use logo as a device wallpaper.



Don’t fill the four squares with more than one element when using our symbol as a window.

Don’t use our logo as part of a sentence or title. We should only use our name.