

Third Party Usage Guidelines for Microsoft® Tag

Overview

These guidelines will show you what assets are available for use in your marketing communications, give guidance on how to use them, and help you and your agencies make the most of the Microsoft Tag brand assets in your communications.

These guidelines apply to marketing communications or promotions of Tag creation services using the Tag API. Marketers and API Service Providers should use their own branded look and feel, color palettes, fonts, and other graphic elements in all communications.

All graphics within this document are included as examples only. Artwork files are provided separately and pursuant to the terms and conditions of a signed Logo License Agreement. Any use of the Microsoft Tag graphics and artwork constitutes acceptance of the terms of said agreement.

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The example companies, organizations, products, domain names, e-mail addresses, logos, people, places, and events depicted herein are fictitious. No association with any real company, organization, product, domain name, e-mail address, logo, person, place, or event is intended or should be inferred.

Overview of Each Logo and Their Intended Use

There are two versions of the Microsoft Tag logo that are available for use:

Tag Service Provider

This logo is intended for use by 3rd parties who have applied for and received an approved key for the Microsoft Tag API.

Use of this logo is to promote the creation of Tags using Microsoft Tag technology as part of a 3rd party's mobile marketing or advertising services.

Tag Service Provider logo



Enhanced By

This logo is intended for use in marketing communications or promotions which leverage the Microsoft Tag technology. Examples include contests that use Tag as a point of entry or press releases announcing new campaigns which include the use of Microsoft Tag technology.

Enhanced By logo





Introduction to the Service Provider logo

Brand assets available

The Microsoft Tag Service Provider logo comprises three components: the Plus symbol, the Tag logotype and the service provider text.

These components have been carefully constructed and should never be altered or distorted.

The logos are available in horizontal orientation only.



Color Variations

The Microsoft Tag Service Provider logo is available in a full-color positive (preferred) and full-color reverse. These are the only Tag brand logo color variations to be used.

In addition, a grayscale gradient and a one-color solid (black) variation are available.

Certain printing and other reproduction methods may require the use of full-color or one-color gradient or solid variations. Legibility should be your top priority.

DO's:

- Use the positive full-color gradient variation of the logo whenever possible.
- Use the one-color variations only in cases where color is not an option.

DON'T:

- Create additional color variations.

Accepted color variations



Accepted greyscale variations



Color percentages

Pantone®

	Pantone 3955 U
	Pantone 400 U
	Pantone 402 U
	Pantone 405 U
	Pantone Black U

rgb

	# F3E800	R 243 G 232 B 0
	# D1CAC5	R 209 G 202 B 197
	# ADA89F	R 174 G 169 B 160
	# 605851	R 96 G 88 B 81
	# 000000	R 0 G 0 B 0

rgb websafe

	# FFF000	R 255 G 255 B 0
	# CCCCCC	R 204 G 204 B 204
	# 999999	R 153 G 153 B 153
	# 666666	R 102 G 102 B 102
	# 000000	R 0 G 0 B 0

cmyk

	C 6 M 0 Y 100 K 0
	C 0 M 3 Y 6 K 16
	C 30 M 27 Y 30 K 0
	C 59 M 54 Y 62 K 33
	C 74 M 68 Y 67 K 89

greyscale

	C 0 M 0 Y 0 K 0
	C 0 M 0 Y 0 K 100

Correct Logo Usage

Clear Space

Clear space is the area surrounding the brand logo that must be kept free of text or other graphic elements. This ensures that it stands out on all communications.

Clear space is measured by the letter A in the Tag logo. The minimum clear space is equal to the letter A as well.

Whenever possible, this amount of space should be increased. The same clear space rules apply to all color variations and configurations of the brand logo.

Clear Space



Sizing

To make sure the brand logo is always clear and legible, we've established a minimum reproduction size.

The minimum sizes are based on the width of the word "Microsoft" in the logotype. The logo should never be used smaller than the sizes indicated in the exhibit at lower right.

The minimum sizing rules apply to all color variations and configurations of the brand logo.

Minimum and maximum size



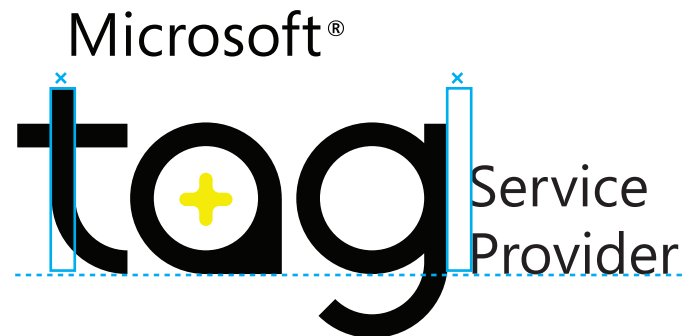
70 px is the minimum width this logo can be. Microsoft cannot be proportionately smaller than the "Service Provider" text.

Fonts

The Service Provider text surrounding the logo should be presented in the Segoe font. The text should be considered part of the logo lockup and not modified in any way.

Trademark Symbols

When using the brand logo, always include all trademark symbols as shown on this page.



There is no particular maximum size this logo can be. Some service providers may wish to enlarge this logo for banners or other large scale displays. The logo must stay proportionately scaled as the size increases. The distance between the logo and the "service provider" text is equal to the width of the T.

Incorrect Logo Usage

We've included examples on this page of some incorrect uses of the Microsoft Tag Service Provider logo. The logo is carefully drawn artwork, so any alteration is considered misuse.



Do not change "Service Provider" text in any way such as italicizing text.



Do not change the font of "Service Provider".



Do not delete the registered trademark (®) symbol.



Do not place the logo over or within other graphic shapes.



Do not replace or add logo elements to create a new logo.



Do not use the logo in copy.



Do not tilt the logo



Do not connect other symbols or icons with the logo.



Do not skew the logo.

Brand Logo Applications

This section shows a few examples of correct visual and written communications that use the brand logo on various applications.

Online and Print

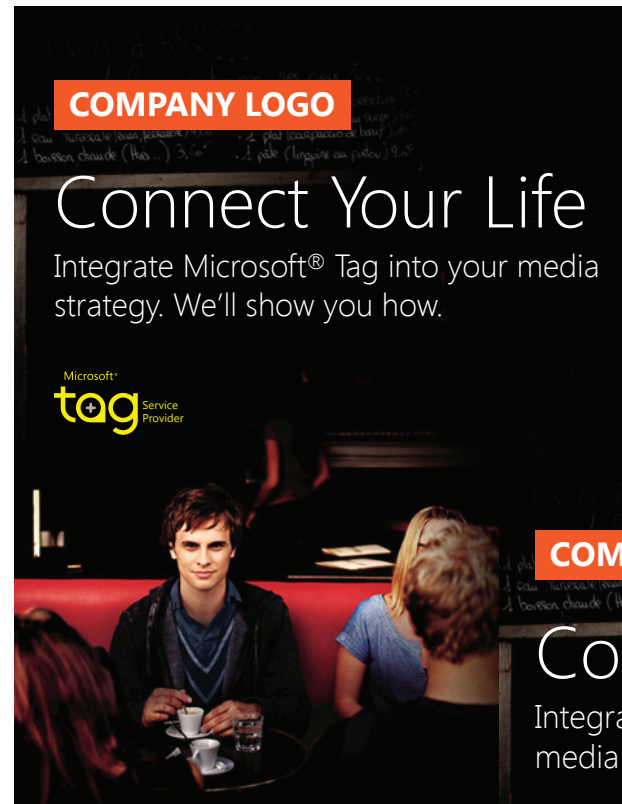
- Clearly indicate that 3rd party advertising or marketing services are utilizing Microsoft Tag technology to create Tags on their customers' behalf. Language can be used to indicate the 3rd party service name in close proximity to the Tag itself, for instance "This Tag was created using <3rd party service name>".
- Tags should be standalone and not adjacent to any branding but Microsoft Tag.
- Any services provided to create Tags while using the Microsoft API should reference the Microsoft Tag technology.

Do's:

- Visually size the Tag service provider logo smaller than the 3rd party service's name, trademark, logo, or trade name.

Don'ts:

- Promote any of 3rd party products or services in association with the API, Web Service, or Tags in a way that would make the ownership of the API, Web Service, or Tags by Microsoft confusing to the user.
- Incorporate elements from the Microsoft Tag standard barcode, including triangles, as part of the 3rd party service
- Associate the 3rd party product or service name or reference their service in close proximity to the Tag service provider logo or Tag itself
- Alter the logo proportions, coloring, elements or animate, morph or other distort the logo in perspective or dimensional appearance.
- Use the logo in any manner that expresses or implies Microsoft's affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by the logo licensing agreement.



✓ Correct

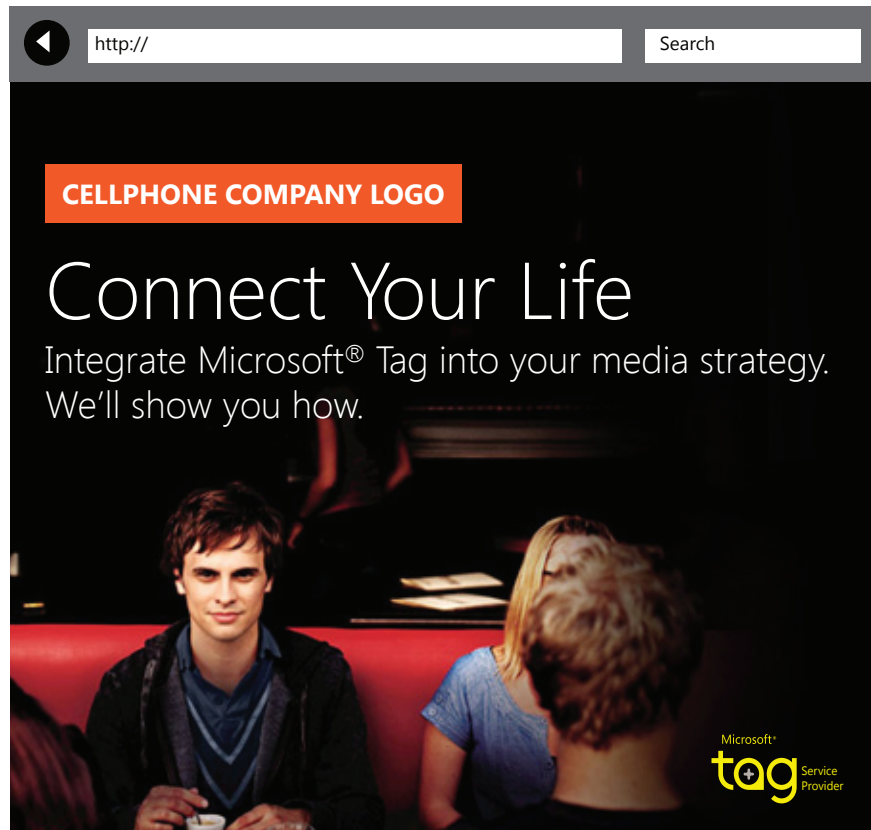
Marketing Campaigns:
Magazine Ads



✓ Correct

Brand Logo Applications

Marketing Campaigns: **Websites**



✓ Correct



✓ Correct

Brand Logo Applications

Marketing Campaigns: **Press Releases**

COMPANY LOGO

FOR IMMEDIATE RELEASE

October 5, 2010

New Microsoft® Tag Service Announced

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima



✓ Correct

COMPANY LOGO

FOR IMMEDIATE RELEASE

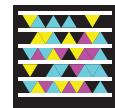
October 5, 2010

New Microsoft® Tag Service Announced

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima



This Tag was created using
<3rd party service name>

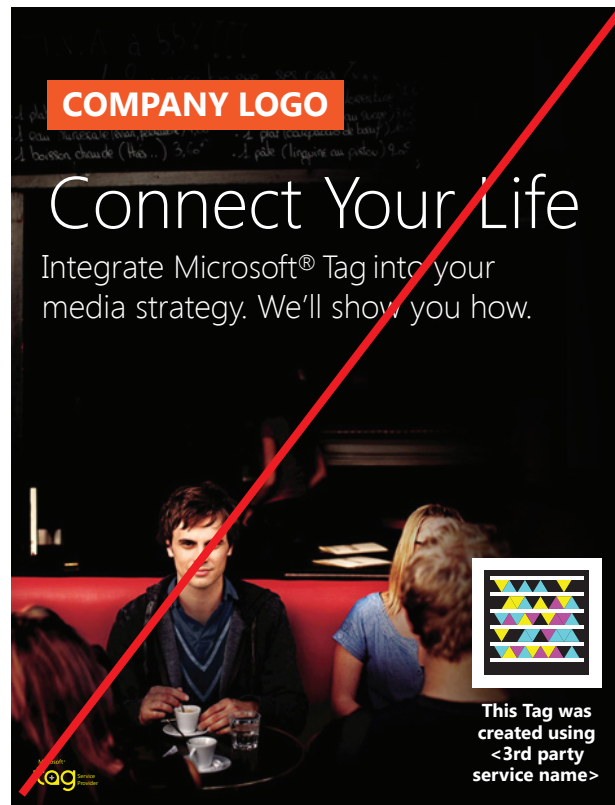


✓ Correct

Brand Logo Applications: Don'ts



- Logo is not the proper distance from other elements.
 - Logo is adjacent to other logo and branding.
- Refer to page 6 and 8 for correct clear space and logo usage.

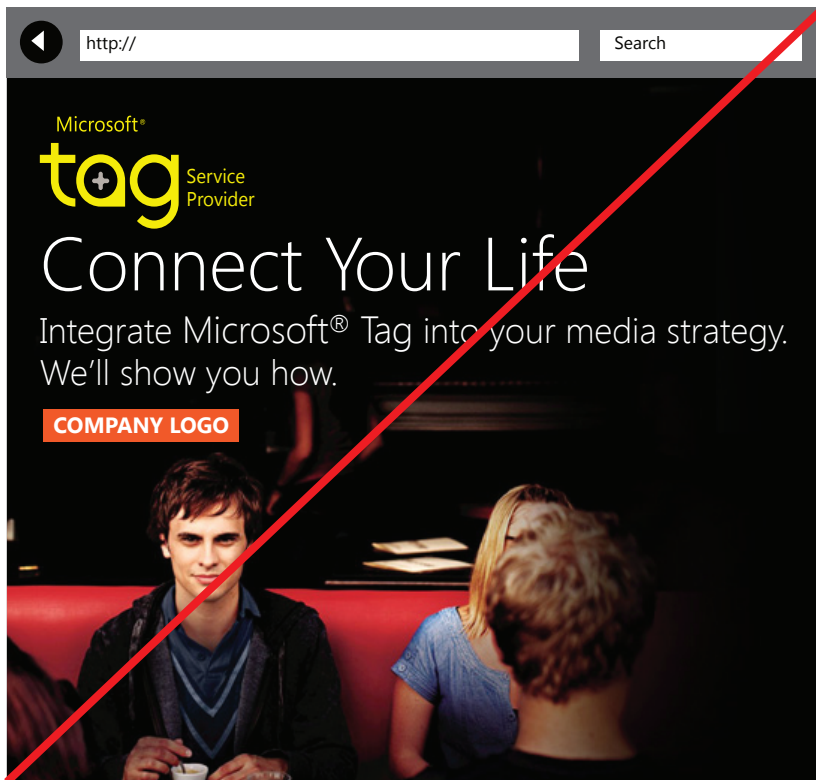


- Logo is smaller than the 70px width minimum size.
- Refer to page 6 for correct clear space guidelines.

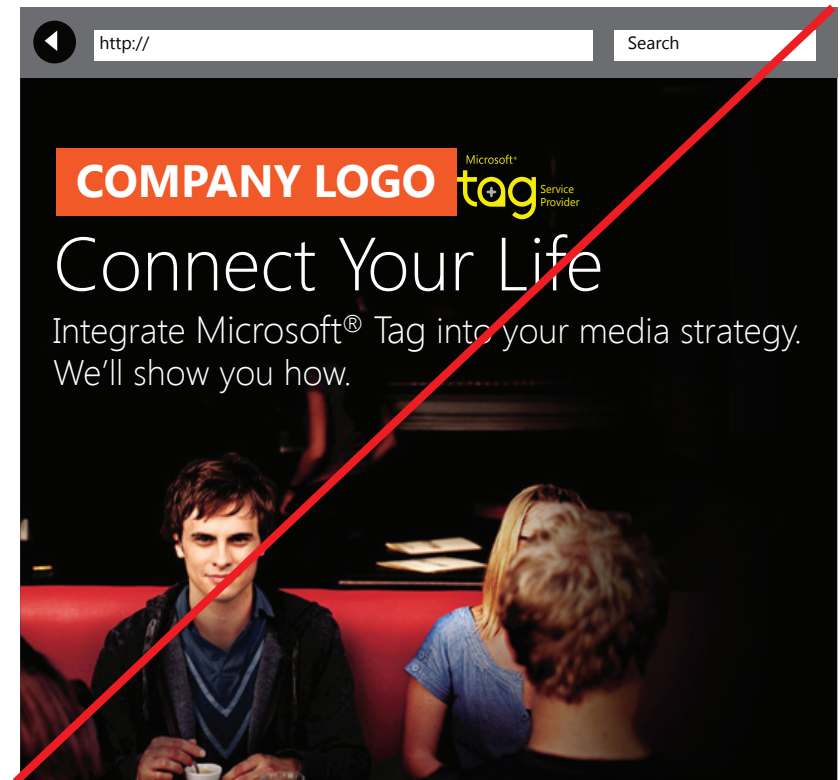


- Logo has been placed on a background that is too light which is making it illegible.
 - Third party language has modified a Tag.
- Refer to page 8 and 13 for correct brand applications and background control guidelines.

Brand Logo Applications: **Don'ts**



- Logo is bigger than the third party logo.
Refer to page 6 for correct clear space and logo usage.



- Logo is not the proper distance from other elements.
- Logo is adjacent to other logo and branding.
Refer to page 6 and 8 for correct clear space and logo usage.

Background Controls

It's important that the logo always be clear and legible. The examples on this page show basic, commonsense principles for using the brand logo on various backgrounds.

Use the full-color positive variation against white or light-colored backgrounds and images.

The reverse logo should be used against dark backgrounds or images.



Do not place the positive brand logo against a too dark or too light image.

Do not place logo over faces of a busy image.



✓ Correct



✓ Correct

Instead use the positive and negative logos on dark or light backgrounds where the logo will not interfere with the any image.



Introduction to the Enhanced By Logo

Brand Assets Available

The Microsoft Tag Enhanced By logo comprises three components: the Plus symbol, the Tag logotype and the enhanced by text. These components have been carefully constructed and should never be altered or distorted.

The logos are available in horizontal orientation only.



Color Variations

The Microsoft Tag Enhanced By logo is available in a full-color positive (preferred) and full-color reverse. These are the only Tag brand logo color variations to be used.

In addition, a grayscale gradient and a one-color solid (black) variation are available.

Certain printing and other reproduction methods may require the use of full-color or one-color gradient or solid variations. Legibility should be your top priority.

DO's:

- Use the positive full-color gradient variation of the logo whenever possible.
- Use the one-color variations only in cases where color is not an option.

DON'T:

- Create additional color variations.





















Accepted color variations



Accepted greyscale variations



Color percentages

Pantone®	rgb	rgb websafe	cmyk
 Pantone 3955 U	 # F3E800 R 243 G 232 B 0	 # FFF000 R 255 G 255 B 0	 C 6 M 0 Y 100 K 0
 Pantone 400 U	 # D1CAC5 R 209 G 202 B 197	 # CCCCCC R 204 G 204 B 204	 C 0 M 3 Y 6 K 16
 Pantone 402 U	 # ADA89F R 174 G 169 B 160	 # 999999 R 153 G 153 B 153	 C 30 M 27 Y 30 K 0
 Pantone 405 U	 # 605851 R 96 G 88 B 81	 # 666666 R 102 G 102 B 102	 C 59 M 54 Y 62 K 33
 Pantone Black U	 # 000000 R 0 G 0 B 0	 # 000000 R 0 G 0 B 0	 C 74 M 68 Y 67 K 89

greyscale



Correct Logo Usage

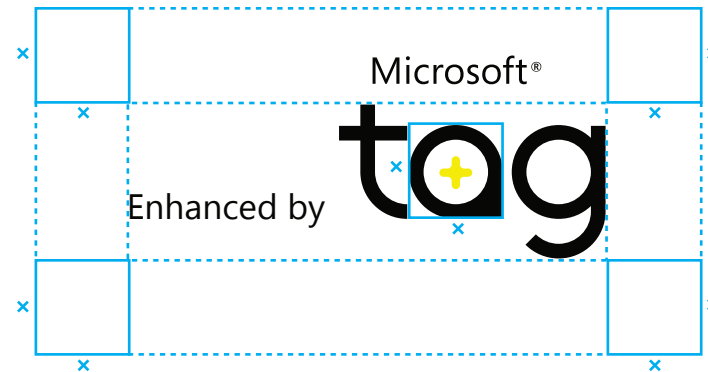
Clear Space

Clear space is the area surrounding the brand logo that must be kept free of text or other graphic elements. This ensures that it stands out on all communications.

Clear space is measured by the letter A in the Tag logo. The minimum clear space is equal to the letter A as well.

Whenever possible, this amount of space should be increased. The same clear space rules apply to all color variations and configurations of the brand logo.

Clear Space



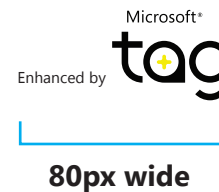
Sizing

To make sure the brand logo is always clear and legible, we've established a minimum reproduction size.

The minimum sizes are based on the width of the word "Microsoft" in the logotype. The logo should never be used smaller than the sizes indicated in the exhibit at lower right.

The minimum sizing rules apply to all color variations and configurations of the brand logo.

Minimum and maximum size



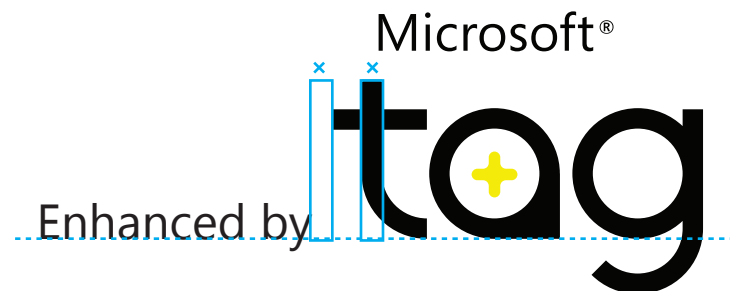
80 px is the minimum width this logo can be. Microsoft cannot be proportionately smaller than the "Service Provider" text.

Fonts

The Enhanced By text surrounding the logo should be presented in the Segoe font. The text should be considered part of the logo lockup and not modified in any way.

Trademark Symbols

When using the brand logo, always include all trademark symbols as shown on this page.

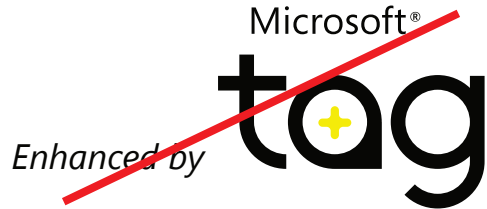


There is no particular maximum size this logo can be. Some service providers may wish to enlarge this logo for banners or other large scale displays. The logo must stay proportionately scaled as the size increases. The distance between the logo and the "service provider" text is equal to the width of the T.

Incorrect logo usage

We've included examples on this page of some incorrect uses of the Microsoft Tag Enhanced By logo.

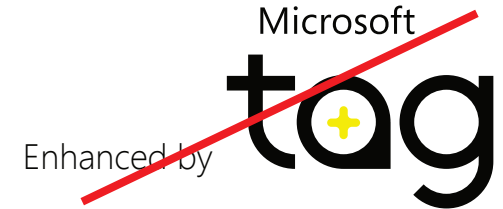
The logo is carefully drawn artwork, so any alteration is considered misuse.



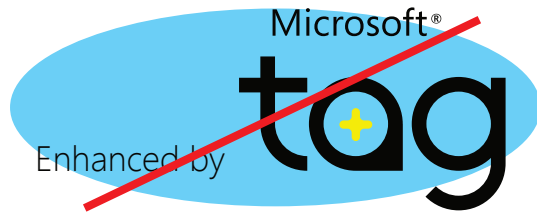
Do not change "Enhanced by" text in any way such as italicizing text.



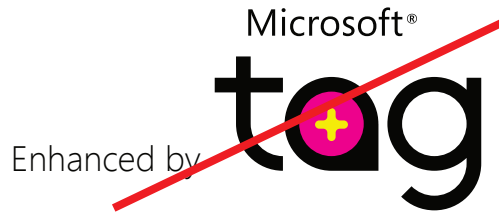
Do not change the font of "Enhanced by".



Do not delete the registered trademark (®) symbol.



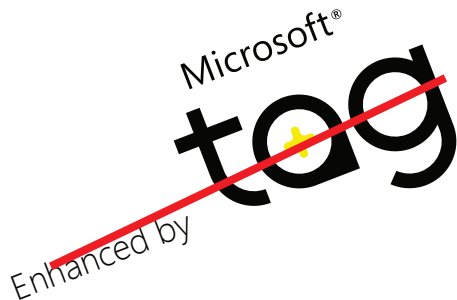
Do not place the logo over or within other graphic shapes.



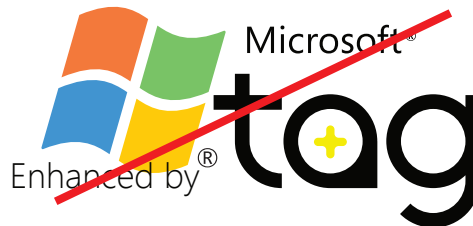
Do not replace or add logo elements to create a new logo.



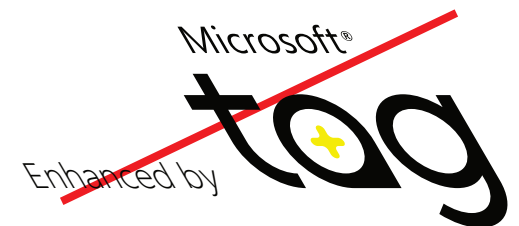
Do not use the logo in copy.



Do not tilt the logo



Do not connect other symbols or icons with the logo.



Do not skew the logo.

Brand Logo Applications

This section shows a few examples of correct visual and written communications that use the brand logo on various applications.

Online and Print

Tags should be stand alone and not adjacent to any branding but Microsoft Tag.

Dos':

Visually size the Tag Enhanced By logo smaller than the company's name, trademark, logo, or trade name. For contests or entry promotions, clearly indicate in contest terms and conditions that Microsoft Tag is not affiliated with administration of contest winnings or rules.

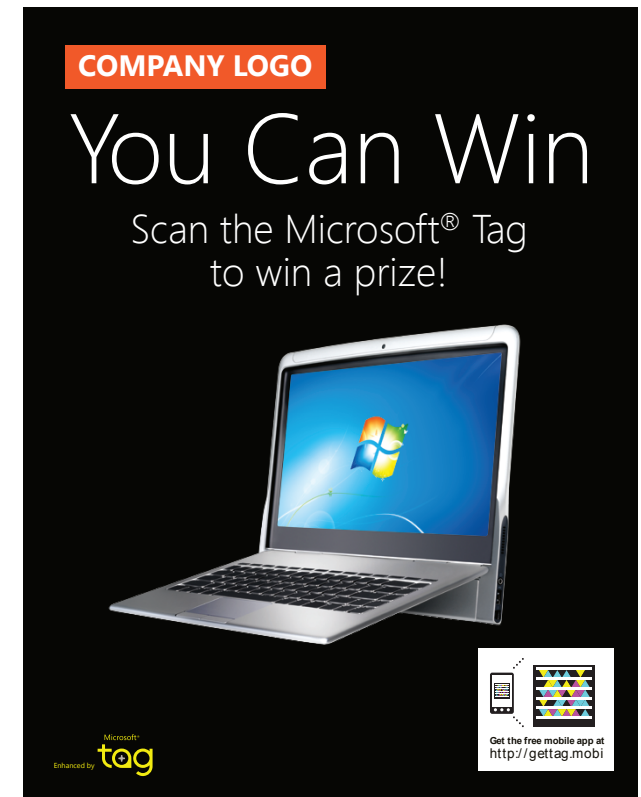
Dont's:

Alter the logo proportions, coloring, elements or animate, morph or other distort the logo in perspective or dimensional appearance. Use the logo in any manner that expresses or implies Microsoft's affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by the logo licensing agreement.



✓ Correct

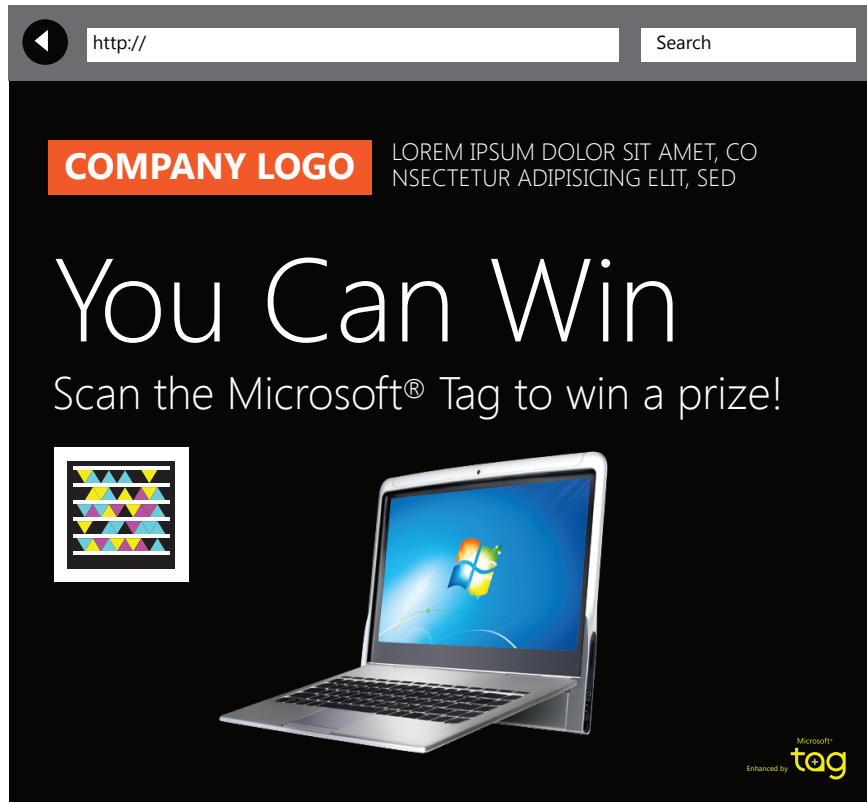
Marketing campaigns:
Magazine Ads



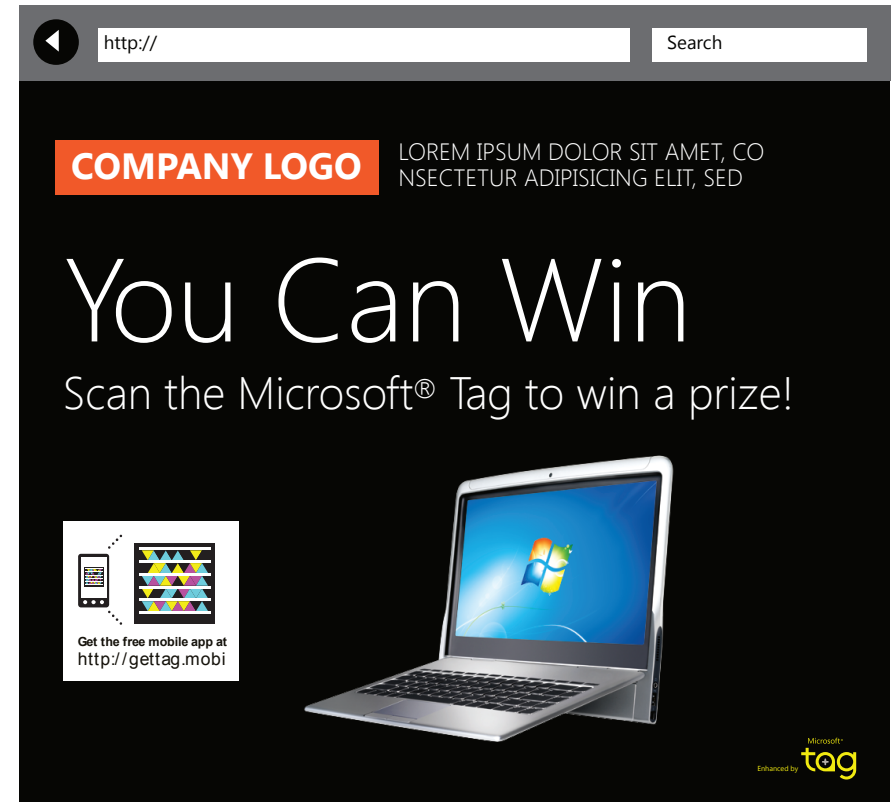
✓ Correct

Brand Logo Applications

Marketing Campaigns: **Websites**



✓ Correct



✓ Correct

Brand Logo Applications

Marketing
Campaigns:
Products



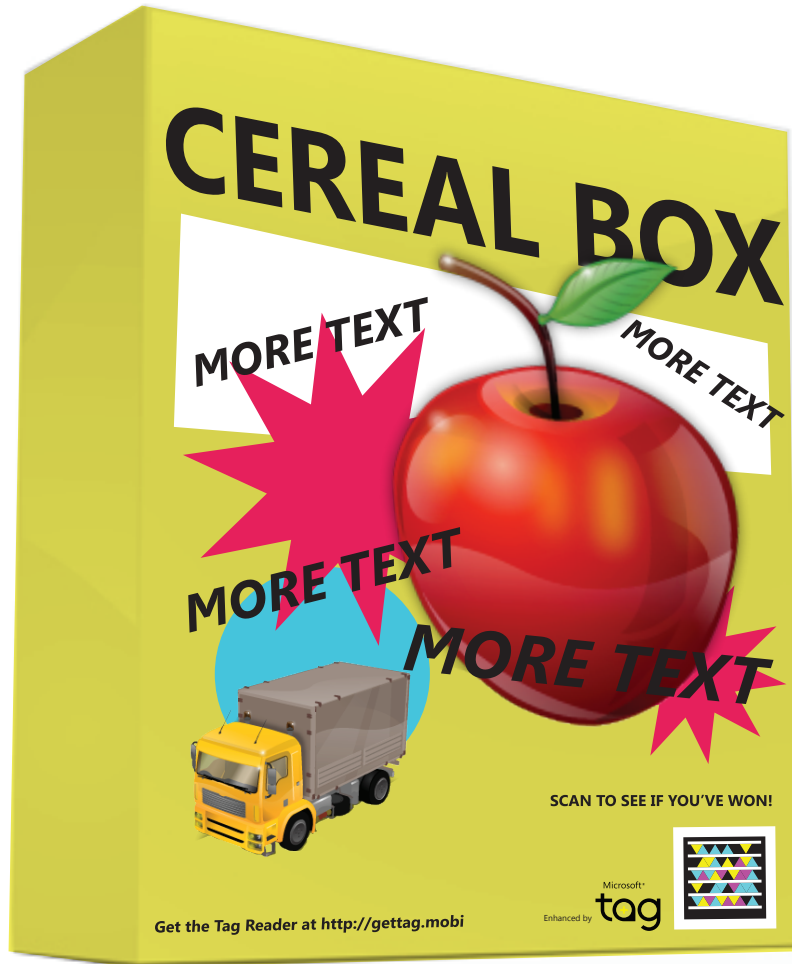
✓ Correct



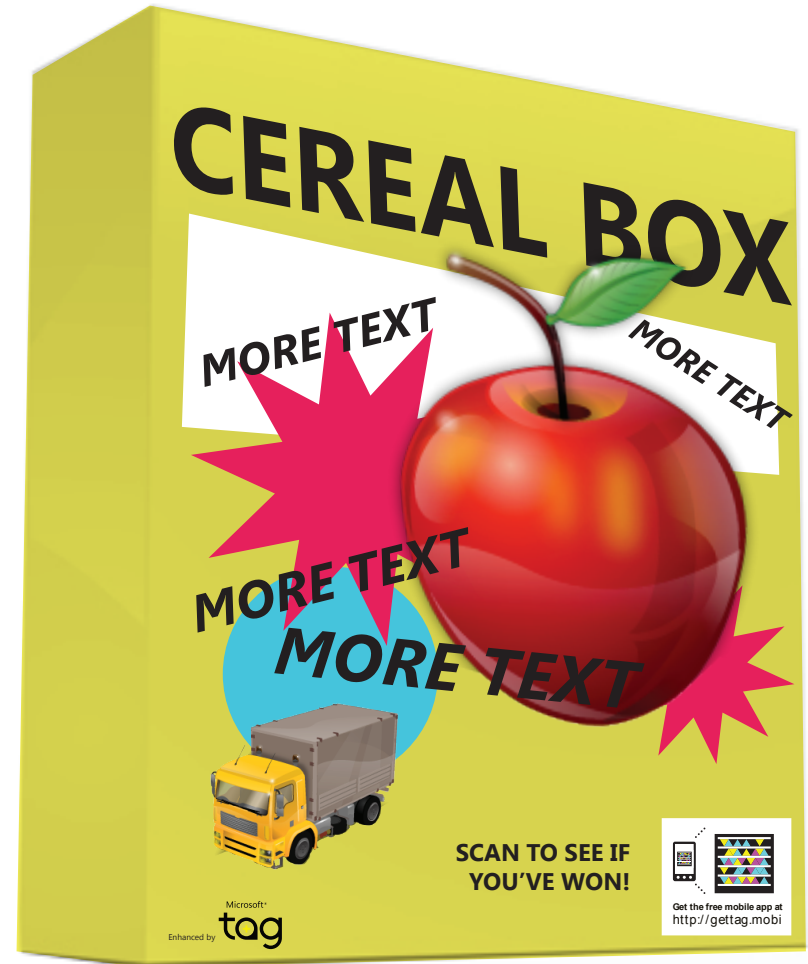
✓ Correct

Brand Logo Applications

Marketing Campaigns: **Products**



✓ Correct



✓ Correct

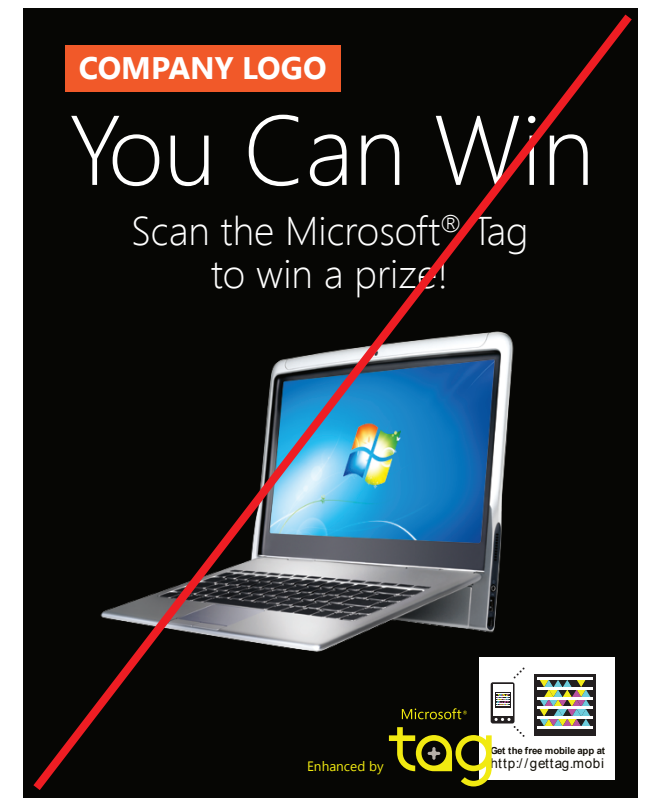
Brand Logo Applications: **Don'ts**



- Logo is bigger than the third party logo.
Refer to page 19 for correct brand applications.

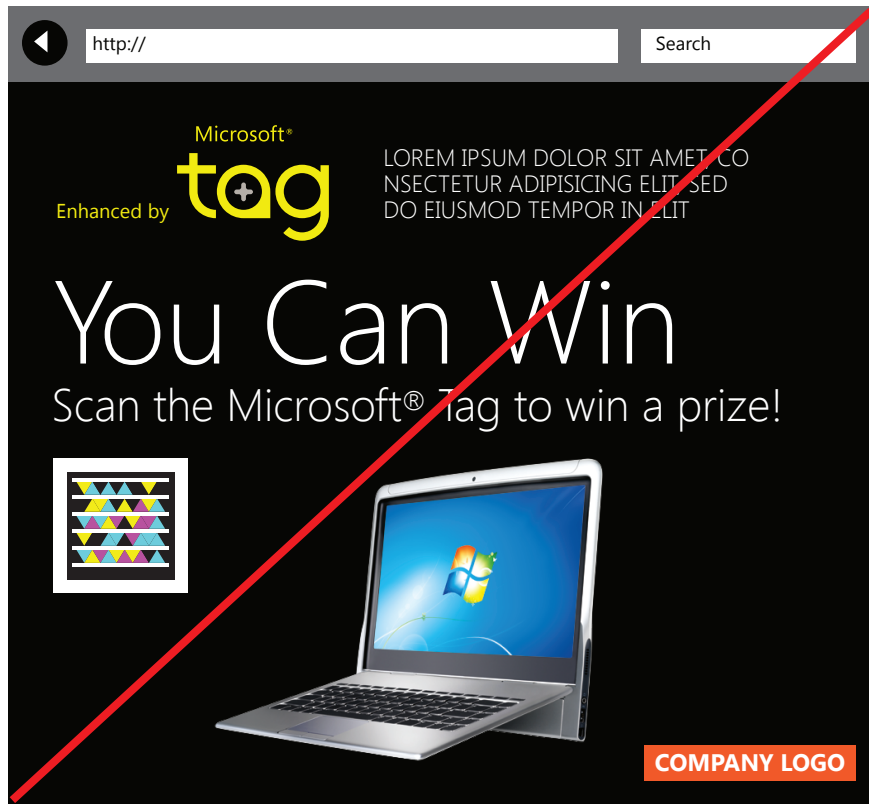


- Logo is smaller than the minimum width of 80px.
Refer to page 17 for correct size information.

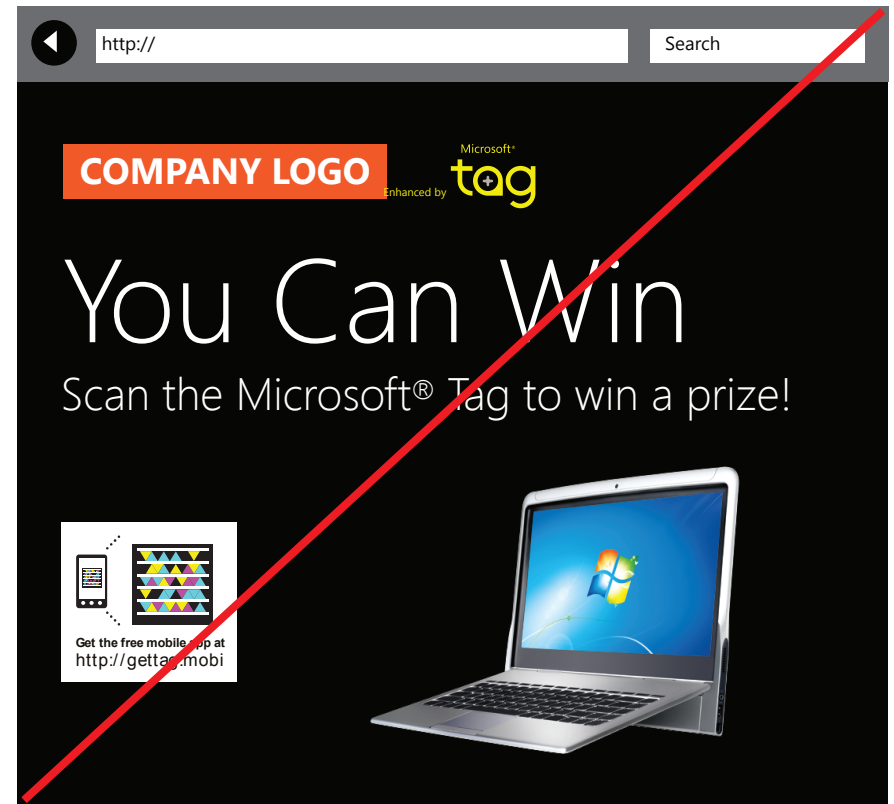


- Logo is too close to the Tag with helper text and interfering with the Tag itself.
Refer to page 17 for correct clear space guidelines.

Brand Logo Applications: **Don'ts**



- Logo is bigger than the third party logo.
- Refer to page 19 for correct brand applications.**



- Logo is not the proper distance from other elements.
 - Logo is adjacent to other logo and branding.
- Refer to page 17 and 20 for correct clear space and logo application guideline.**

Brand Logo Applications: **Don'ts**



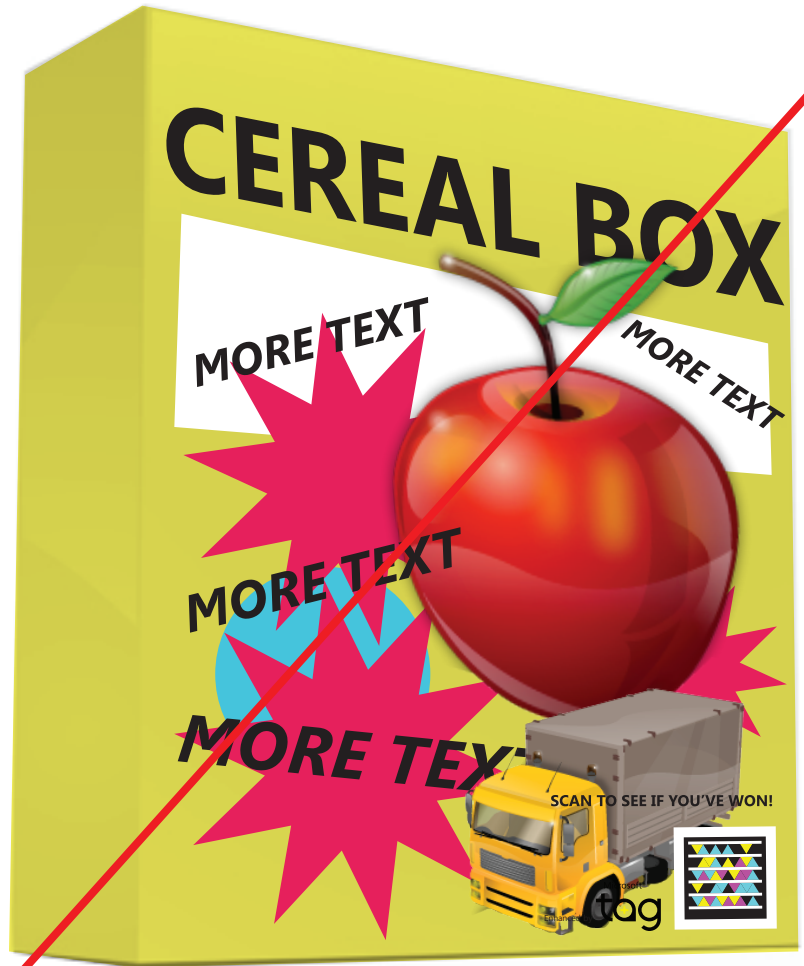
- Logo is bigger than the third party logo.
Refer to page 19 for correct brand applications.



- Logo is smaller than the minimum width of 80px.
Refer to page 17 for correct brand applications.

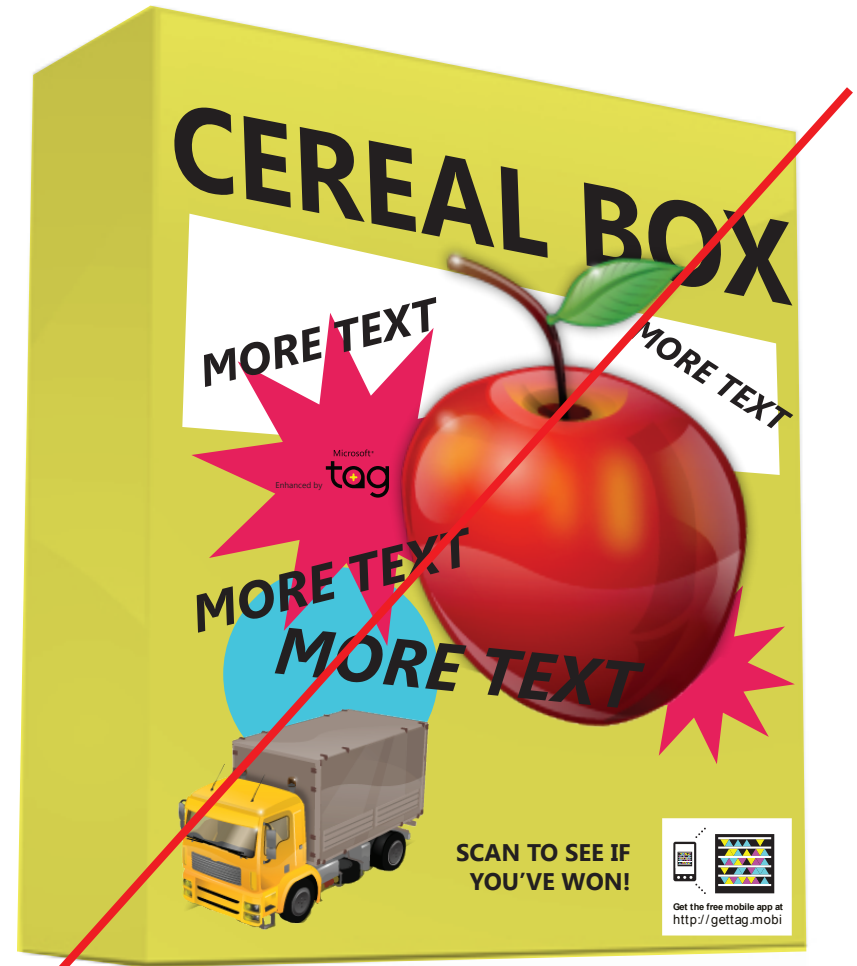
Brand Logo Applications: Don'ts

Marketing Campaigns: Products



- Third party design elements are encroaching on the clear space of the logo and Tag.
- Background is too busy, logo is not readable and clear.

Refer to page 17, 20 and 28 for correct clear space, logo and background control applications.



- Enhanced by logo is too close to third party branding.
- Shapes have been added to the background, altering the logo.

Refer to page 17, 20 and 28 for correct clear space, logo and background control applications.

Background Controls

It's important that the logo always be clear and legible. The examples on this page show basic, commonsense principles for using the brand logo on various backgrounds.

Use the full-color positive variation against white or light-colored backgrounds and images.

The reverse logo should be used against dark backgrounds or images.



Do not place the positive brand logo against a too dark or too light image.

Do not place logo over faces of a busy image.



✓ Correct



✓ Correct

Instead use the positive and negative logos on dark or light backgrounds where the logo will not interfere with the any image.

Additional Guidelines

Using *Microsoft Tag* in Text

The Microsoft Tag logos contain the Microsoft trademark and must adhere to guidance for properly denoting them in text. In addition, we have provided guidance for referring to and naming Tag and the Tag Reader mobile application in your written communications.

Using Microsoft Trademarks in Text

Proper use of Microsoft trademarks is important. You may use Microsoft trademarks or product names to refer to Microsoft products and services provided you follow these guidelines. Your use must not mislead consumers as to any Microsoft sponsorship, affiliation, or endorsement of your company, or of your products or services.

Set Microsoft Trademarks Apart from Other Words or Nouns They Modify

The common way to set trademarks apart from other words or nouns is to capitalize the product name and use the appropriate trademark symbol and appropriate descriptor. You may also underlining, italic type, or bold type for the name.

Examples:

Correct: Install Microsoft® Tag Reader

Incorrect: Install Microsoft's Tag reader

Use Trademark Notices

Include an attribution of Microsoft ownership of the trademark(s) in the credit notice section of your documentation or advertisement. Follow this format:
Microsoft, Encarta, MSN, and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

Further information on the correct usage of Microsoft trademarks in text is available here:
<http://www.microsoft.com/about/legal/en/us/intellectualproperty/trademarks/usage/general.aspx>

Top level points to remember:

- The Microsoft Trademark symbol needs to be included on the first mention in text; subsequent mentions can be without the symbol
- A Tag is a pronoun and should always be capitalized.
- Scan is the preferred verb to use when indicating interaction with Tags, i.e.
"Scan the Tag to learn more"

On First Mention	Subsequent Mentions
Microsoft® Tag	Microsoft Tag, Tag
Microsoft® Tag Reader	Tag Reader <i>or</i> Tag Reader Application <i>or</i> Tag Reader App

DO NOT use the following terminology when referring to Microsoft Tag Reader mobile application:

Product	DO NOT USE
Microsoft® Tag Reader	Microsoft's Tag Reader Tag application Reader Tag Reader Client

Additional Text Guidelines

When using Microsoft Tag in your marketing campaigns, remember to include the following:

Obtaining the Tag Reader mobile application:

Provide information about how to download and install the Tag Reader application. For example, "Get the free mobile app at <http://gettag.mobi>."

Instructions for downloading the Tag Reader application should be printed below or to the right of the Tag.

Exceptions:

- If Tags are located throughout a retail, museum, or attraction environment, you can provide the information on signage located in prominent locations in the store, museum, or attraction, instead of next to each Tag.
- If Tags are located throughout a catalog, magazine, or other printed work, you can provide the information in prominent locations in the printed work, instead of next to each Tag.
- If Tags are used as part of a video, the information must be presented at the beginning of the video content, instead of every time that a Tag is displayed. The Tag Reader URL (<http://gettag.mobi>) must be displayed as part of the video.
- If Tags will be displayed directly to another person, such as on a business card, you may provide the information on the reverse side of the printed material.

Tag Content

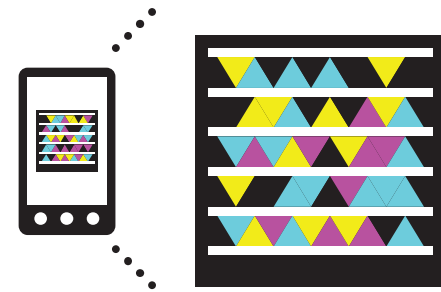
- The content that is published next to the Tag should be reasonably related to the context in which the Tag is published or printed. For example, the Tag content associated with a Tag printed on a movie poster should reasonably relate to the movie or some aspect of the movie.
- Provide information that tells users what scanning the Tag will do. For example, will scanning Tag open a Web session on the phone? Will it dial a phone number? Will it download information onto the phone? If scanning a Tag will download information, what kind of information will be downloaded?

Fonts

You can use any font to display Tag content. The default font is Arial.

The size of the text in Tag content should be readable in relation to the size of the Tag.

For more information about creating or printing Tags, please review our Tag Implementation Guide located at http://download.microsoft.com/download/5/0/D/50D99853-86FF-4F18-BBCB-7A44B617AC51/Tag_Implementation_Guide.pdf



Get the free mobile app at
<http://gettag.mobi>