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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 usage guide

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Use of MPN badges by individuals or organizations must cease when qualification and competency attainment is no longer maintained or achieved.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

<table>
<thead>
<tr>
<th>Microsoft Partner</th>
<th>Gold Expanded</th>
<th>Gold Abbreviated</th>
<th>Silver Expanded</th>
<th>Silver Abbreviated</th>
<th>MAPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
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<tr>
<td>Print</td>
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<tr>
<td>Small format (i.e. business card)</td>
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</tr>
<tr>
<td>Medium format (i.e. packaging, sales sheets)</td>
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</tr>
<tr>
<td>Large format (i.e. on-premise signage / booth graphics)</td>
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</tr>
<tr>
<td>Digital banners and ads</td>
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<tr>
<td>Presentation</td>
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</tbody>
</table>

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 1" 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 competency(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.

Gold Microsoft Partner

- Gold Application Development
- Gold Application Lifecycle Management
- Gold Data Platform

Clear space

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

- Gold Application Development
- Gold Application Integration
- Gold Application Lifecycle Management
- Gold Data Platform
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 competency(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.
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.
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.

See usage examples section for proper layout guidance.
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.

<table>
<thead>
<tr>
<th>Microsoft Partner</th>
<th>2017 Partner of the Year</th>
<th>Intelligent Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Award Abbreviated</td>
<td>Award Expanded</td>
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<tr>
<td>Website</td>
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<td>Presentation</td>
<td></td>
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</tr>
</tbody>
</table>

* 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.
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.
Usage examples (Continued)
Usage examples

(Continued)
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 stretch

Do not list more than 5 competencies

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.