Microsoft Regional Director
Visual Identity

Style / Usage Guide

The identity visually represents two core concepts.

1. Numerous individual directors who are unified in their support of a common shared interest.

2. People from different geographic regions joing together as one.

Visual Aesthetic

The visual aesthetic is consistent with Microsoft's new product line logos. The mark and type are visually "flat" and therefore do not use any dimensional effects or gradients.

The blue color is inline with Microsoft's use of a primary color palette.

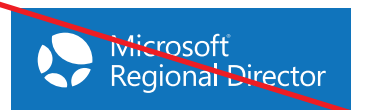The typeface is Segoe (Microsoft's corporate font).

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Color Usage:

Pantone 285C

C-85%, M-50%, Y-0% , K-0%

R87, G193, B233

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Non Accepted Usage:

Do not reverse

Do not change font or color

The logo should have a margin of clear space on all sides around it equal to the cap height of the font (shown as x).

No objects (text, images, or other logos) can appear inside of this area.

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X = Font Cap Height

X   X

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X   X

Large

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Medium

Microsoft® Regional Director

Small

Microsoft® Regional Director