

# 2001 Microsoft Certified Partner Logo Guidelines



**Microsoft<sup>®</sup>**  
**CERTIFIED**  

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*Partner*

**Microsoft<sup>®</sup>**  
**GOLD CERTIFIED**  

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*Partner*



## Introduction

A key benefit of your Microsoft Certified Partner membership is the endorsement brand “Microsoft Certified Partner”; a graphic to accompany your corporate identity and marketing messages. The intended characteristics of the brand are to signify that your company is:

- Reliable
- Experienced
- Leading Edge
- Endorsed by Microsoft

The Microsoft Gold Certified Partner logo is intended to help differentiate Microsoft Certified Partners who have achieved even higher levels of capabilities through well-defined standards. Only Microsoft Certified Partners who have applied for and been approved as Microsoft Gold Certified Partners may use the Gold Certified Partner Logo.



## Using the Logo

You may use the Microsoft Certified Partner logo solely on business cards, advertisements, yellow pages notices, and Web sites; at trade shows and other promotional events; and in any venues where you wish to promote yourself and your professional relationship with Microsoft. However, the Logo must be used only as a symbol to signify that relationship and may not be used when you're not promoting services related to training for Microsoft products.

- The Microsoft Certified Partner logo is a graphic symbol that you may use to signify your experience in providing services, software, or support for Microsoft products.
- The Microsoft Gold Certified Partner logo may not be used by Gold Certified Partners in areas for which they did not receive the Microsoft Gold Certified Partner designation.  
*For example: A Microsoft Gold Certified Partner for Support Services would not represent themselves as a Microsoft Gold Certified Partner for E-Commerce.*

- **Acronyms must not be used in any situation!**

Correct	Incorrect
Microsoft Certified Partner	MCP
Microsoft Gold Certified Partner	MGCP

- You may not alter the artwork in any way.
- The Logo may not be translated or localized into any other language. Some of the naming surrounding the brand may be translated. See Translation Guidelines for additional information.



## Using the Logo (continued)

- Membership in the Microsoft Certified Partner program does not create a legal partnership with Microsoft. Customer contracts should disclaim a legal partnership with Microsoft. Please do not refer to yourself merely as “partners” (especially in lower case), rather than as “Microsoft Certified Partners”, or to Microsoft’s relationship as a “partnership”.
- You may not display the Logo in any manner that suggests that you are an employee of Microsoft or in a manner that suggests that Microsoft is a part of your company name. Your use must clearly indicate that you are independent from Microsoft.
- Your trade name or company name must accompany the materials where the Logo is used.
- The Logo, or any elements thereof, may not be included in your trade or business name, domain name, product or service name, logo, trade dress, slogan, or other trademarks.
- You may not combine the Logo with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, or Web site audio files.
- You may not use the Logo as a design feature on any of your materials.
- You may not use the Logo as a link to any other Web page when it is part of your Internet or intranet Web site.
- The Logo may not be imitated in your materials.
- The Logo shall be attributed to Microsoft Corporation in all materials where it is used, with the following attribution clause: “Microsoft is a registered trademark of Microsoft Corporation in the United States and other countries.”
- You must sign the Microsoft Certified Partner Agreement and be a Microsoft Certified Partner in good standing before using the Logo.
- Microsoft Certified Partners should refer to themselves as ‘Microsoft Certified Partners’ with no further taglines or designation.

## Microsoft Gold Certified Partner Logo Usage

Microsoft Gold Certified Partners may use the Logo with accompanying text. Gold Certified Partners may refer to themselves as “Microsoft Gold Certified Partners for \_\_\_\_\_” to indicate the area in which they obtained their Gold Certification. Where \_\_\_\_\_ is one of the Gold Certification tracks including:

- E-Commerce Solutions
- Enterprise Systems
- Support Services
- Hosting and Application Services
- Additional Gold Certification tracks may be added in 2001

Correct	Incorrect
Microsoft Gold Certified Partner for E-Commerce Solutions	Microsoft Gold Commerce Certified Partner
Microsoft Gold Certified Partner for Support Services	Microsoft Gold Certified Support Services Partner



## Microsoft Gold Certified Partner Logo Usage (continued)

**IMPORTANT:** Microsoft Gold Certified Partners may NOT represent themselves as Gold Certified in areas for which they did not receive the Gold Certified designation.

*EXAMPLE: If a Microsoft Gold Certified Partner obtained their Gold Certification status for Support Services, they may not use this designation when proposing business to a customer regarding E-Commerce Solutions.*

**Your Microsoft Gold Certified Partner designation is intended for use only for the area in which you are specialized.**

*See Correct Microsoft Gold Certified Usage examples on page 7.*

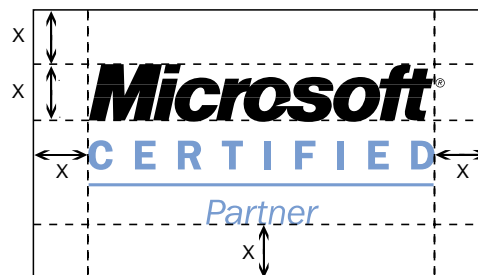
### Translation guidelines

The Logo image should be retained in English. Terms that represent the variations of Microsoft Gold Certified Partners such as Commerce, Enterprise Systems or Support Services, may be translated to the local language.

When you are referring to “Microsoft Certified Partner” in a sentence, you may use translated text that represents Microsoft Certified Partner.

### Clearspace

The Logo must stand alone. A minimum amount of space must be left between the Logo and any other object such as type, other logos, photography, borders, edges, and so on. The required border of space around the Logo must be  $x$  wide, where  $x$  equals the height of the word “Microsoft” in the Logo.



### Minimum size

You should take care to maintain the integrity of all elements of the Logo. For example, the logotype and trademark notations must be readable; in no case should the Logo appear at such a small size that these conditions are not met. The minimum acceptable size for the Logo is 1 inch (2.54 cm). The Logo should not be larger or more prominent than your own logo or company name. See page 6 for examples.



1 inch wide



## Color palette

The Microsoft Certified Partner Logo can appear in two colors or in black and white. When placing the Logo on your marketing or promotional materials, use the variation most appropriate to your audience and marketing budget. Retain the colors of the Logo. Do not alter or change the color.

Pantone	4-Color Process	RGB (8-bit)
Microsoft Blue (or PANTONE® 279)	C70%+M30%	R0+G153+B255
Microsoft Gold*	M23%+Y100%+K27%	R179+G123+B8

\*Or Foil: Use a gold foil that is the closest match to PANTONE® 872 such as Golden Pacific Embossing #201

## Two colors

The two-color Logo – in Microsoft Blue (or PANTONE® 279) and black – should appear on a white background. It is acceptable, but not preferred, to reproduce the Logo on an appropriate light-colored or dark-colored background, where the Logo stands out from the background as it does on a white background. When placed on a black background, the Logo should always reverse.

For Gold Certified Partner, the two-color Logo – in Microsoft Gold (or PANTONE® 872) and black – should appear on a white background. When placed on a black background, the Logo should always reverse.



The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE Publications for accurate color.

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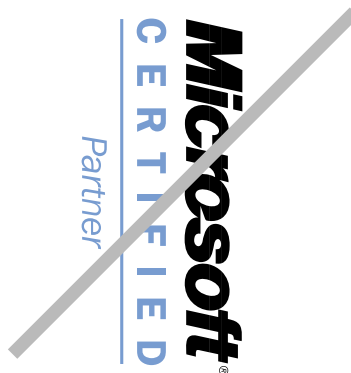
## One color

The one-color (black-and-white) Logo should appear on a white background. Although the two color usages of the logo are preferred, one color 100% black usages have been designed for media and budgetary restrictions. When placed on a black background, the Logo should always reverse.



## Orientation

The Logo should never be displayed in any orientation different from what is provided in the artwork provided by Microsoft. Do not orient the Logo on its side. The text should always read horizontally on whatever medium it is being placed.



## Lockup

The Logo should never be taken apart and recombined in any way to create new artwork. No part of the Logo may be changed or re-sized in any way relative to the rest of the Logo.





## Compliance with guidelines

Microsoft reserves the right to spot-check all advertising and collateral bearing the Logo and may periodically send out requests for samples. Microsoft also reserves the right to review advertising in publications for compliance with these guidelines and the Microsoft Certified Partner Agreement.

Companies must correct any deficiencies in their use of the Logo and cease and desist from further publication or distribution of the materials upon reasonable notice from Microsoft. Refusal to correct such deficiencies or to cease publication or distribution could result in revocation of the right to use the Logo.

## Usage Examples

You may use the Microsoft Certified Partner logo on your company's marketing and promotional materials. A company's visual identity should mirror its own mission statement. Any use of the Logo in your marketing and promotional materials should always follow the general rules outlined in the "Using the Logo" section. The following section provides more details on specific applications of the Logo.

### Business cards

Recommended placement of the Logo is in the lower-left or lower-right corner. In no event shall the Logo be larger or more prominent than your own logo or company name.

### Letterhead

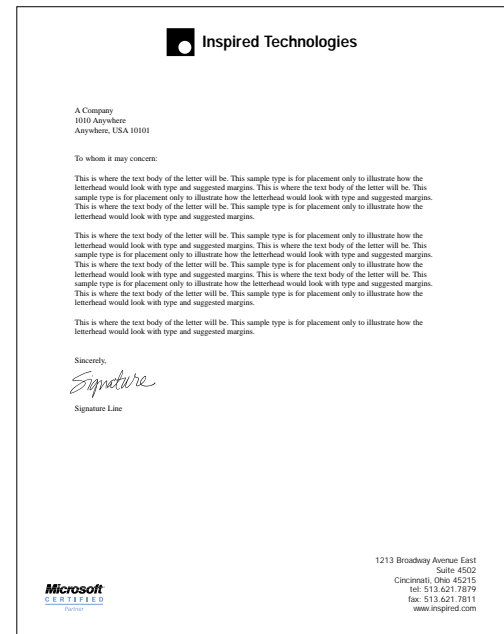
It is recommended that the Logo be located in the lower-left corner of the letterhead. It's also acceptable to place the Logo in the lower-right corner. In no event shall the Logo be larger or more prominent than your own logo or company name.

### Advertisements

The Microsoft Certified Partner logo may be used as one-color or two-color in print advertisements. The appropriate amount of white space should surround the Logo. Recommended placement is in the lower-left area of the layout. In no event shall the Logo be larger or more prominent than your own logo or company name.



Business card



Letterhead



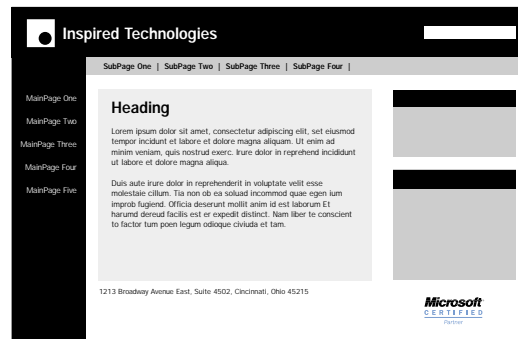
## Usage Examples (continued)

### Web sites

The Microsoft Certified Partner logo may be used as one-color or two-color in Web sites. The Logo should not be larger than your company logo.

### Marketing materials

When placing the Logo on brochures or demand-generation materials, use the one-color or two-color Logo most appropriate to your audience and marketing budget. The Logo should appear in a prominent spot, but it cannot be larger or more prominent than your own company's product or service name, logo, or trade or company name.

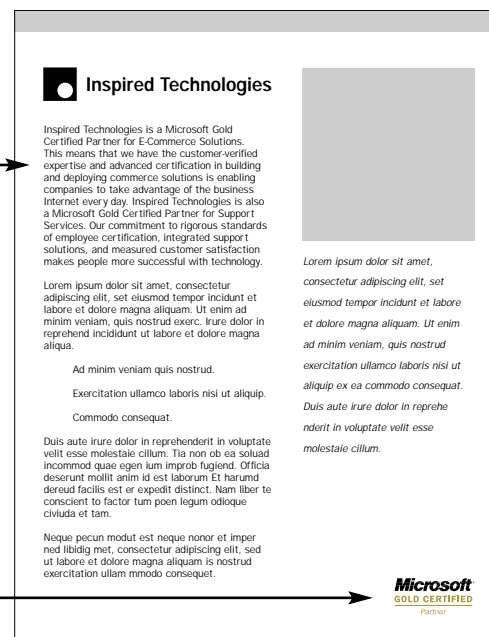


Web site

## Microsoft Gold Certified Partner Usage Examples

### Correct Usage:

This example demonstrates the correct use of brand and text to describe the business.



### Correct Usage:

This example demonstrates the correct use of sub-brand text with the Microsoft Certified Partner Logo in order to describe the business. It follows both Clearspace and Size Guidelines.







## Downloads

### Logo components and artwork

Reproducible artwork for the Microsoft Certified Partner Logo (the "Logo") is available on the enclosed CD and on the Certified Partner Private Web site

<https://mcsp.microsoft.com/salesmarketing/artwork/> for Microsoft Certified Partners that agree to use the Logo according to these guidelines.

Microsoft Gold Certified Partner Logos are placed in a secure site accessible only by Gold Certified Partners at: <https://mcsp.microsoft.com/gold/>

The files should not be changed or edited, only placed (for example, using the Import command) into software programs such as common page-layout or presentation programs, word-processing software, web pages, and so forth.

### Available File Formats of the Microsoft Certified Partner Logo

Print File Type	Suggested Usage
.eps	Vector file format for use in printed materials such as business cards, direct mail, and brochures or in any materials output to a PostScript-compatible printer
.bmp	File format for use in on-screen representations at actual size or smaller than the size provided
Screen File Type	Color Values
.eps	Microsoft Blue (or PANTONE® 279) or 4-color process equivalent
.bmp	RGB: R0 G153 B255
.gif	Hexadecimal: 0099FF
.jpg	For Web site use

## Contacts

If you have questions about using the Logo or if you would like to report the misuse of the Microsoft Certified Partner Logo:

- Trademarks & Usage - <mailto:trademarks@microsoft.com>
- Microsoft Certified Partner Customer Support - Find your nearest Regional Service Center at: [www.microsoft.com/certpartner/rsc/](http://www.microsoft.com/certpartner/rsc/)

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