



Working with the MSDN Brand and Logo

Identity Usage and Style Guidelines



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Microsoft has established a strong brand for developer programs and resources — MSDN™, the Microsoft Developer Network. To continue to build equity in MSDN, we have developed guidelines for using the MSDN logo and a positioning framework that will help everyone associated with the program gain the greatest value from our collective work.

We have revisited many aspects of how the MSDN identity is communicated. You'll notice some changes in the use of MSDN extensions, the addition of MSDN marketing templates, updated descriptions, and many other positive improvements — all marked with **New!**

The purpose of this guide is to ensure consistency whenever and wherever MSDN is discussed or presented. Adhering to these identity and usage standards supports strong, effective communications and increases the fundamental value, credibility, and understanding of the MSDN program.

Please contact the MSDN Brand alias at “msdnbrnd@microsoft.com” with questions on using the MSDN logo or brand.

Developer Community Marketing, DRG



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MSDN, the Microsoft Developer Network, provides the tools, information, and community programs developers need to be successful in developing for Microsoft platforms and technologies.

MSDN was first used in 1992 as a brand to identify MSDN Subscriptions, a CD subscription program providing developers with the tools, platforms, and information needed to develop for the Windows platform.

After extensive research, the MSDN Marketing Group discovered that MSDN had acquired substantial and positive brand equity among developers. Developers who received MSDN Subscriptions felt they “belonged” to MSDN, even though it was not a membership program. And developers were usually not aware of all MSDN offerings — only those they had used.

In 1997 we decided to make MSDN the brand for all Microsoft developer offerings. We have two main objectives:

- (1) To build awareness among developers that MSDN is the brand for all Microsoft developer offerings.
- (2) To educate developers on the full scope of what MSDN provides.

A single program with strong brand recognition also supports our efforts to make information access simpler for customers and aligns with the company's strategic decision identifying MSDN as one of our three Community Development Brands.

MSDN includes many developer programs and resources that are the core components of the MSDN family. Examples include the MSDN ISV Program, MSDN Subscriptions, MSDN Chapters, MSDN Flash, MSDN Online, and the MSDN User Group Program.



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In addition to positioning the brand, communicating the full range of offerings, and supporting the company's strategic direction, we have established specific targets to reach as we capture an increasing number of developers through our marketing efforts. In order to measure our results, the calls to action in our brand marketing will be:

- Go to <http://msdn.microsoft.com/> for great resources, free tools, and community programs.
- Register for the *MSDN Flash* for Microsoft developer news and information.

Important note: Not all Microsoft developer offerings are branded MSDN. Exceptions include:

- Microsoft developer tools branded Microsoft Visual Studio™ development systems
- Computer-based training for developers branded Microsoft Mastering Series
- Certification for developers branded Microsoft Certified Solution Developer (MCSD)
- Microsoft Certified Professional (MCP) Program
- Technical Support

Our message is: *MSDN is the place for developers to find tools, information, and community programs.* As long as we are consistent in using the MSDN brand to communicate those resources, our message to developers will be clearly understood and other Microsoft developer tools, training, and education will remain distinct and prominent.



Positioning Framework **New!**

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A Positioning Framework is an internal tool to help create marketing materials with consistent messaging, tone, etc. As a general rule the information contained in the positioning framework is background information. It is not meant to be used verbatim in a marketing piece, but should be considered a guide - something to help create and shape the messaging and tone of a marketing piece.

We've expanded the scope of the brand positioning framework to reflect MSDN as the brand for "all developers." To support this, we've merged with the Site Builder Network program to reduce confusion among customers. We've added attributes such as personality, voice, and culture to make it easier for us to personify the brand and for customers to internalize it. We've explained the benefits of MSDN, and how we deliver those benefits, with evidence points. And we've clearly defined our audience and how we size this audience.

Read over the attached Positioning Framework (page 47 in the appendix) to better understand the foundations of the MSDN brand, and email the MSDN Brand team at "msdnbrnd@microsoft.com" with any questions regarding this information.



Positioning Framework

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MSDN Personality

- **Expert**
- **Quality**
- **Helpful**
- **Proactive**
- **Responsive**

A brand’s “personality” is the perceived character of the brand. The characteristics above define how we want developers to think of MSDN. These traits should permeate every contact MSDN has with a developer. Based on recent research, developers consider MSDN to be a helpful, high-quality, and expert resource. However, we need to work hard to be perceived as proactive and responsive.

Expert — “MSDN has the people who know how to best use Microsoft tools/technologies, so I will look to them to show me how to use them.”

Examples:

- The articles and features on MSDN Online and in the MSDN Library provide expert guidance for using Microsoft tools/technologies.
- The speakers (both Microsoft and third-party) at Microsoft events are fully versed in Microsoft solutions and products.

Quality — “Everything that Microsoft and MSDN provide for developers is of the highest quality in terms of content, execution, and delivery.”

Examples:

- Articles on MSDN Online and MSDN News are substantive, well written, and well thought out.
- Registration and logistics at MSDN events run smoothly and efficiently.



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MSDN Personality (cont.)

Helpful — “MSDN provides useful information and helps me find what I need.” In other words, our responses are instructive, clear, factual, and useful.

Examples:

- The responses during MSDN Online chats are instructive and informative.
- “Ask the Experts” sessions at Microsoft events provide useful guidance using the developer’s code as an example.

Proactive — “MSDN is always ready when I need that next level of information or training on new products and technologies.” Because the current perception is that MSDN isn't proactive, we need to work hard to provide this level of service to our customers.

Examples:

- MSDN Online articles provide more than the basic “how to use” information, including “what went wrong” and “what’s not included in this release.”
- Training is offered — by our local offices and online — on the newest Microsoft tools and technologies soon after they beta and/or launch.

Responsive — “MSDN responds to my suggestions, feedback, and questions; I can go to MSDN for help on any development topic, and they point me in the right direction.” Because we are not seen as responsive, we need to work hard to provide this level of service to our customers.

Examples:

- The MSDN Answer Team replies to e-mail with helpful resource suggestions.
- MSDN representatives are available for discussions at events.



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MSDN Voice

- **Direct**
- **Smart**
- **Respectful**
- **Concise**
- **Peer-to-peer**
- **Honest**

All of our communication with developers should embody these attributes, whether we're talking person-to-person or communicating through our Web site, newspaper, e-mail newsletter, seminars, or marketing materials.



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MSDN Benefits

- **Comprehensive**
- **Current**
- **Easy to use**

MSDN provides essential resources for developers by providing current, comprehensive, and easy access to tools, information, and community programs.

Comprehensive — MSDN gives me what I need

MSDN brings together everything developers need to be successful developing on Microsoft's platform, including information, tools, technologies, education, communications, and programs from Microsoft.

Current — When I need it

MSDN provides timely access to information and tools to keep developers ahead of the technology curve.

Easy to use — And makes it easy

MSDN makes it easy to find everything developers need through one central online location and one easy-to-recognize brand for developer resources.

Note: Maintaining these key benefits for developers should be uppermost in our minds when providing services, planning events, updating information, and conducting other MSDN program activities.



MSDN Tagline

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The tagline for MSDN is “Essential Resources for Developers.” This tagline describes the MSDN program as a whole and should not be used with individual MSDN program resources. See pages 13–15 for proper use of the tagline with the MSDN logo.



Essential Resources for Developers

Proper use of tagline with program as a whole.



Improper use of tagline with MSDN family member



Use in Written Communications

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Please use the abbreviation MSDN instead of spelling out Microsoft Developer Network. The consistent use of the abbreviated name, MSDN, reinforces the connection between the brand name and the logo. The abbreviation MSDN should be used in headlines and whenever there are restraints on the length of text which call for the concise identity of the program name.

Abbreviation Usage

The first mention of MSDN in the body copy of most written communications should be “MSDN, the Microsoft Developer Network.” From that point on, use “MSDN” only; do not spell out the program name. The exception is when using MSDN family member names, you do not have to spell out Microsoft Developer Network in the first use. In the cases of these names, the abbreviation MSDN should only be used. (e.g., MSDN ISV Program, MSDN Chapters, MSDN Online, etc.)

Trademark Usage

The first use of MSDN should always include the trademark symbol. Thereafter, use the abbreviation MSDN with no following trademark.

Example:

MSDN™, the Microsoft Developer Network, is the essential resource for developers. MSDN developer programs make it easy to find timely, comprehensive development resources, including software subscription programs, technical Web sites, conferences, and membership and community programs. MSDN resources include programs such as MSDN Online Membership, *MSDN Flash*, MSDN Subscriptions, and the MSDN ISV Program.



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The MSDN logo is composed of two elements: the graphic element (logotype and arrow) and the descriptor.



A. The graphic element. The MSDN and arrow must always appear as shown.

B. The trademark symbol should appear at the size shown here (4 points) whenever the MSDN logotype is used six inches wide or smaller. When the logotype is used larger than six inches, scale the trademark symbol to an appropriate size.

C. The descriptor — “Microsoft® Developer Network” — must appear with the graphic except when the graphic element is 1.5 inches wide or smaller (see page 12).

D. The registered trademark symbol must appear in all applications with the “Microsoft Developer Network” copy at the size shown (4.5 points) whenever the MSDN logotype is used six inches wide or smaller. When the logotype is used larger than six inches, scale the registered trademark symbol to an appropriate size.



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What Not To Do

Microsoft provides electronic artwork of the logo. The logo can also be found on Portfolio. You may not alter this artwork in any way; separate the letters, word, and arrow graphic from each other; replace the words with any others; or rotate, skew, or flip the logo.

Below are a few examples of how the logo should not be used.



Do not change the size of the arrow graphic.



Do not split the letters or move them.



Do not put the arrow graphic behind the letters.



Do not rotate, flip, or stretch the logo.



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Space Around the MSDN Logo

The MSDN logo must stand alone. A minimum amount of space must be left between the logo and type, photography, borders, and edges. The required border of space around the logo must adhere to the rules shown.



Minimum Size Requirements

Below is the smallest size of the MSDN logo that should be used in print applications, as well as guidelines for removal of the descriptor.

1.5 inches



Remove the descriptor "Microsoft Developer Network" when the logo used is smaller than or equal to 1.5 inches wide, as shown.

1 inch



The MSDN logo should be at least 1 inch wide, as shown.



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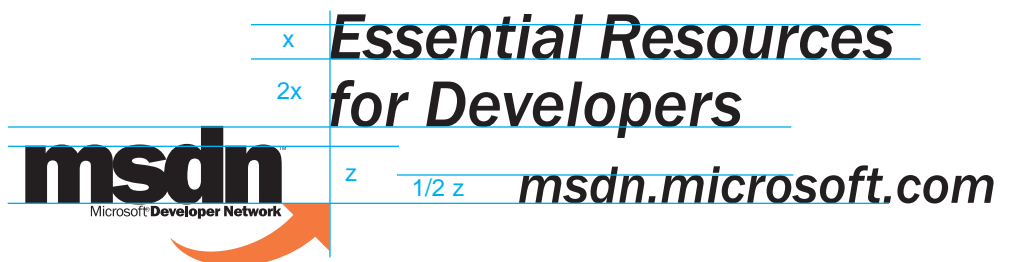
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The MSDN logo can be used in a variety of ways with the tagline, the URL, or both. On the following pages are three different styles for using these components in various combinations.

Make sure that the size of the logo has relevance to the size of the type. Use these examples to determine what point size the type is in relation to the logo you are using.

A. Larger Tagline/URL in Upper Right





Tagline & URL Usage (cont.)

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The tagline/URL/combo can also be used as a sign-off for smaller applications.

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B. Smaller Tagline Below Logo





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Below are some examples of the tagline and URL combination in banners. These are shown proportionally smaller than actual size.

C. Banner Examples





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The MSDN logo is approved for use in the following color treatments.

Two-Color Applications



Pantone 172



Black

Four-Color Process Applications



Pantone 172



Cyan
0%



Magenta
65%



Yellow
85%



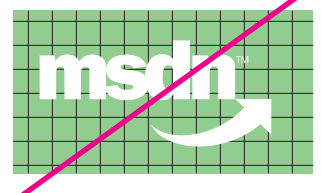
Black
0%

One-Color Applications

When limited to one-color usage, black is preferred. If black is not available, reverse the logo to white from the available color (see below).

Reversing From a Background

If necessary, the logo can be reversed from a background color to white. The arrow in the logo should be colored orange only when reversing from black. Adhere to the space requirements shown below, and avoid reversing from a texture or pattern.





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Microsoft provides converted files for online application of the MSDN logo. Outlined below are RGB color conversion and sizing restrictions for online applications.

Color Conversion



Pantone 172



Red
255



Green
51



Blue
0

Hex value: "204-51-0"
HTML value: "CC3300"

Size Requirement

The minimum size for online use is shown below. If you require other size applications, contact Microsoft at the address listed in these guidelines.

72 pixels



Icon Usage

The icon below is provided as a BMP file. If you require other format or size applications, contact Microsoft at the address listed in these guidelines.





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When using the MSDN logo for an event that is sponsored by or brought to you by MSDN, adhere to the following guidelines for adding the attribution line to the logo.

Brought to you by

For use by Microsoft only. Used to convey support for a program or product by MSDN. This use indicates that MSDN is accountable for that entity. Used for programs and services directly targeted at developers.

Recommended implementation:

Microsoft Professional Developers Conference (PDC), Microsoft Tech-Ed, local events such as Bob & Larry Seminars, etc.



For Microsoft use only.



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Sponsored by

For use by authorized third parties under specific guidelines. This use shows MSDN support without explicitly holding it responsible for organizing the event/content. For third parties this is only to be used when Microsoft is financially backing the organization of the event/activity.

Recommended implementation:

Third-party events and seminars Microsoft is backing financially, party sponsorships, and additional sponsorship opportunities (e.g., special developer Web sites such as Programmer's Paradise).



For use by third parties under specific guidelines.



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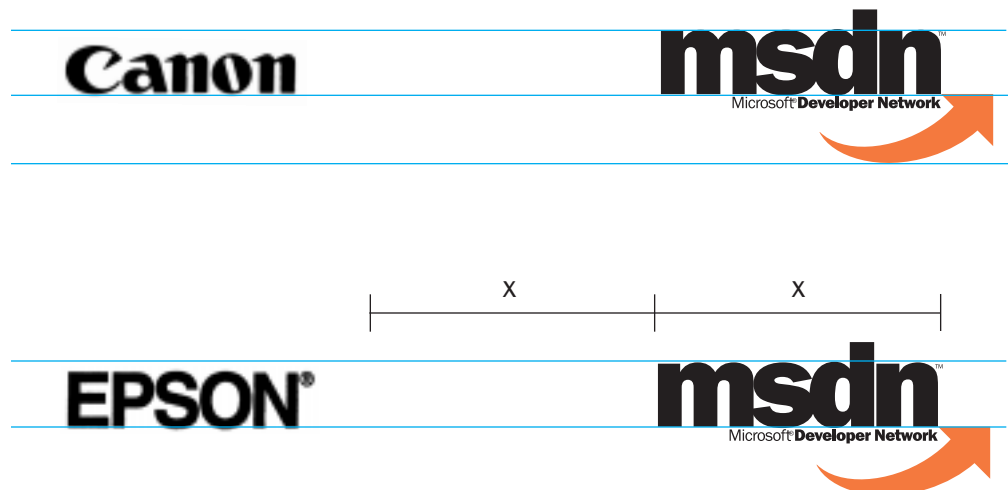
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When using external third-party logos in MSDN event materials, it is important to also include the MSDN logo to firmly position the effort as an MSDN initiative.

Adhere to the following standards when using third-party logos with the MSDN logo:

- The MSDN logo must take preeminence over any third-party logo.
- Third-party logos must appear 25 percent smaller than the MSDN logo.
- Third-party logos must always appear to the left of the MSDN logo.
- Third-party logos must not be closer to the logo than one MSDN width.
- The MSDN logo should appear no smaller than 1 inch (2.54 cm).





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Microsoft is the parent brand of MSDN. To reinforce this, each MSDN piece should include the Microsoft logo as a sign-off, unless space constraints cause this to be impractical. See the Microsoft Corporate Marketing Brand Tools for placement and usage guidelines for the Microsoft logo. The Microsoft logo in the lower right corner of this page is an example of appropriate use.

Refer to the appendix for examples of use.



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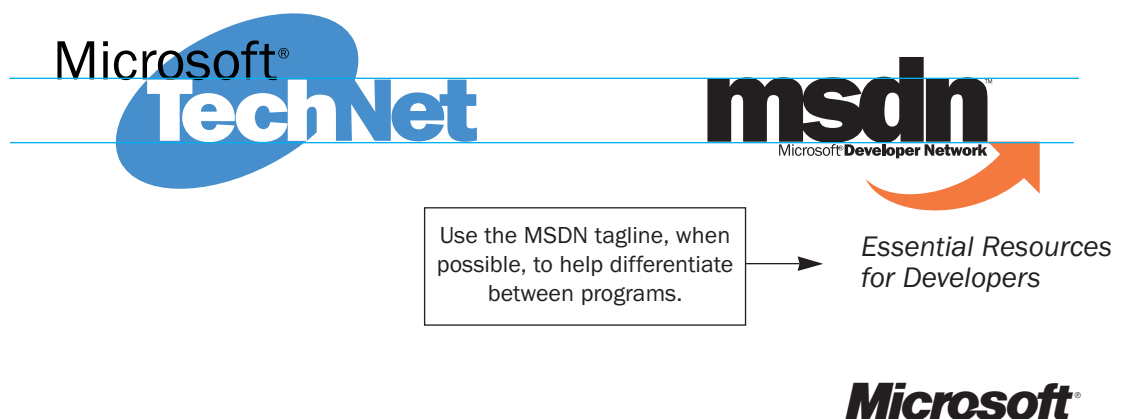
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When producing materials for MSDN events that feature other Microsoft logos, it is still important to use the MSDN logo so that the event is clearly positioned as an MSDN initiative.

Therefore, adhere to the following standards when working with other Microsoft logos:

- Use only the approved art for the MSDN logo available on the accompanying resource CD, or the MSDN intranet site at <http://msdn>.
- When using the MSDN logo with another Microsoft logo, place the MSDN logo in the upper right corner and the other logo in the lower right corner.
- If you wish, make the other Microsoft program and product logos — for example, the Microsoft TechNet or Site Server logo — the same size as the MSDN logo.
- Always place the MSDN logo to the right of the other logo.
- Maintain a background control area around the MSDN logo. No other Microsoft logos should touch or penetrate this area. The x-height — the height of the “M” in MSDN — determines the minimum height of the background control area on all sides of the logo. That is, if the “M” is 1 inch (or 2.54 cm) in height, then all other elements must be placed at least 1 inch (or 2.54 cm) away from the logo on all sides.
- Do not reduce the size of the MSDN logo to smaller than 1 inch (2.54 cm).
- Do not vertically stack other logos with the MSDN logo.
- When possible, use the MSDN tagline with the MSDN logo on event materials.





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The MSDN brand is comprised of many developer programs and resources that make up the MSDN family. Examples include the MSDN ISV Program, MSDN Subscriptions, MSDN Chapters, *MSDN Flash*, MSDN Online, and the MSDN User Group Program. Whenever you name a program or event “MSDN _____” you have created an MSDN family member.

Identity

We do not want to create additional logos for these programs and resources, because it is important that we encourage developers to establish a strong affinity with MSDN as a whole in order to strengthen the MSDN brand identity. But we need to provide a way to identify each family member. Previously we used the family member name with the MSDN Logo, like so:



We have worked with the MSDN family owners to design a new, cleaner system using the family member name with the MSDN type treatment instead of the logo:



Whenever you are creating marketing materials with the name of an MSDN family member on them, please use this type treatment to show the name. See the following pages for guidelines on using this MSDN family identity system.



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The following pages show preferred layouts for identifying the MSDN family members. These examples show two options, one for collateral and one for larger formats such as banners and signage. In each case you have the choice of using (a) the MSDN Font included on the CD, which was created for the MSDN family identification system; or (b) the MSDN type (without the arrow) with the Microsoft Franklin Gothic Book font.

It's important to include the complete MSDN logo (with its arrow) on each marketing piece for an MSDN family member. See the templates in the Appendix for examples of how to do this. In addition, whenever possible, these materials should include the following text. This is to encourage developers to investigate other MSDN resources:

"The MSDN (family member name) is brought to you by MSDN, the Microsoft Developer Network. The MSDN developer program is the easiest way to stay current on development trends and Microsoft technology. To learn more about MSDN resources, go to MSDN Online at <http://msdn.microsoft.com/>."



Using the MSDN Family Identity System

The Brand

On Collateral: Fliers, mailers, advertisements, videos, PowerPoint, Web sites, etc.

Logo Usage

msdn™ isv program | **msdn**™ professional developers summit

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MSDN Family Identity System

(Following are two methods for creating MSDN family identities. No matter which method you use, the results should be consistent with these guidelines.)

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1. Using the MSDN font — This font (included on the CD) allows you to set family member names in the correct size relationship to the MSDN type treatment. It includes the MSDN type treatment as well as the Microsoft Franklin Gothic Book font. Type SHIFT-6 for the MSDN type treatment, SHIFT-UNDERLINE for the “TM”, and then add your family member name. Size the “TM” per example below. If the name extends to two lines, the second line should start aligned with the “D” in MSDN. In cases where the name has two or more words, break the words between line 1 and line 2 so they are visually appealing.

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If MSDN is 1.5" or smaller, "TM" is always 4 points and aligned as shown. If MSDN is larger, "TM" enlarges in relationship shown.

Extension font name is MS Franklin Gothic Book.

The diagram shows the text 'msdn™ professional developers summit' arranged in two lines. The first line contains 'msdn™ professional' and the second line contains 'developers summit'. A vertical line is drawn through the 'd' in 'msdn' and the 'd' in 'developers'. Annotations include: '9/10 point size' for the vertical spacing between lines, 'point size' for the height of the letters, 'Line 1' and 'Line 2' labels on the right, and a box at the bottom stating 'Leading (line spacing) between line 1 and line 2 = 9/10 of point size.'

Leading (line spacing) between line 1 and line 2 = 9/10 of point size.

Example on following page.



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On Collateral (Cont.)

Example: Collateral usage with MSDN font.

If x = 50 points

1. Select msdnfont from the font menu
2. Type SHIFT-6 to get MSDN type, MSDN is 50 points.
3. Type SHIFT-UNDERLINE to get the “TM”.
4. Type in the extension at 50 points.
5. If the MSDN is 1.5" long or smaller, the “TM” is 4 pts. If it is larger than this the “TM” needs to be sized up in the same relationship as the sample on the previous page.
6. If the extension falls on two or more lines, the space from baseline to baseline should equal 45 points.
7. The “TM” needs to be baseline shifted to line up as shown.

Specific instructions for Microsoft Word users.

If x = 50 points

1. Select msdnfont from the font menu
2. Type SHIFT-6 to get MSDN type, MSDN is 50 points.
3. Type SHIFT-UNDERLINE to get the “TM”.
4. Type in the extension at 50 points.
5. Select the “TM” only (the “TM” is too large and needs to be sized appropriately).
6. Go to the **Format** menu. Select **Font**.
7. Select Character Spacing.
 - Position by: **Raised** X points to align “TM” with top of MSDN art as shown.
 - Spacing: **Condensed** by X points to match example shown.
8. If the extension falls on two or more lines, the spacing between each line should equal 45 points.

The “TM” cannot be adjusted in PowerPoint. For PowerPoint, use the MSDN type without the “TM.”



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On Collateral (Cont.)

2. Using the type treatment artwork from the MSDN logo and Microsoft Franklin Gothic Book — MSDN family member names can also be created using artwork from the MSDN logo and Microsoft Franklin Gothic Book type. The x-height (top of a lowercase letter) should be the same size as the top of the “M” in the logo. All other parameters, including the “TM” and two-line family member names, are the same as those on the previous page.

If MSDN is 1.5" or smaller, “TM” is always 4 points and aligned as shown. If MSDN is larger, “TM” enlarges in relationship shown.



Example: Collateral usage with MSDN artwork and Microsoft Franklin Gothic.

If $x = 50$ points

1. Place the MSDN artwork in your document.
2. Type in the extension so that the height of a lowercase letter such as an “N” or “A” is the same height as the “M” in the logo artwork; i.e., if the “M” is 1 inch tall, the x-height of the extension should also be 1 inch tall.
3. Match type kerning of “subscriptions” or sample Microsoft Franklin Gothic Book.



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On Larger Formats: Signage, banners, kiosks, etc.

(Following are two methods for creating MSDN family identities. No matter which method you use, the result should be consistent.)

1. Using the MSDN font — The MSDN type treatment is two times the point size of the family member name. Type the MSDN (SHIFT-6); return and line up the family member name type with the “D” in the logo. The line spacing is 5/6 of the point size, and the “TM” is always four points.

If MSDN is 1.5" or smaller, "TM" is always 4 points and aligned as shown. If MSDN is larger, "TM" enlarges in relationship shown.

The diagram illustrates the MSDN logo and its extension. The logo 'msdn' is shown in a large, bold, lowercase font. To its right, the extension 'professional developers summit' is stacked in three lines. The 'TM' symbol is positioned to the right of the 'n' in 'msdn'. Annotations include:

- A vertical line indicates the 'TM' is 'two times point size'.
- Horizontal lines indicate the '5/6 point size' leading between 'msdn' and the extension.
- A vertical line indicates the 'point size' of the extension.
- A box at the bottom left states: 'Leading (line spacing) = 5/6 of point size'.
- A box at the bottom right states: 'Logo point size is twice the point size of extension.'

Example: Larger format usage with MSDN font.

If x = 24 points

1. Type key characters to get MSDN type and “TM” (see page 26); MSDN is 48 points.
2. Type in the extension “professional developers summit” at 24 points.
3. If the extension falls on two or more lines, the spacing between each line should equal 20 points.
4. The “TM” needs to be baseline shifted to line up as shown.

Note: The extension can be on one, two, or three lines and should break in a pleasing manner. The line spacing will remain the same for the entire mark, both type treatment and text. Also, the kerning (space between letters) can be closed up a bit on larger applications so that the entire mark is visually appealing.



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On Larger Formats (cont.)

2. Using the type treatment artwork from the MSDN logo and Microsoft Franklin Gothic Book — The MSDN type treatment is twice the size of the family member name. Using the MSDN as a starting point, the x-height of the family member name type should be half as high as the “N.” The line spacing of the family member name should be such that the ascenders (the tops of letters such as “F” or “D”) and the descenders (the bottom of letters such as “J” or “P”) just barely meet but do not overlap. This line spacing should be consistent with the entire identity — both “MSDN” and family member name.

If MSDN is 1.5" or smaller, "TM" is always 4 points and aligned as shown. If MSDN is larger, "TM" enlarges in relationship shown.



Leading (line spacing) = 5/6 of n

Example: Larger format usage with MSDN artwork and Microsoft Franklin Gothic.

If the “M” is 4 inches tall, the x-height of the extension should be 2 inches tall. Line up the extension type with the “D” in the logo and line space as above.

Note: When using an extension with many ascenders and descenders, take care so that they do not actually touch.



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25-WORD DESCRIPTION

MSDN, the Microsoft Developer Network, is the essential resource for developers. MSDN makes it easy to find timely, comprehensive development resources, including software subscription programs, technical information, Web sites, conferences, membership programs, and more.
<http://msdn.microsoft.com/>

50-WORD DESCRIPTION

MSDN, the Microsoft Developer Network, is the essential resource for developers. MSDN developer programs make it easy to find timely, comprehensive development resources, including software subscription programs, technical information, Web sites, conferences, and membership and community programs. MSDN resources include programs such as MSDN Online Membership, *MSDN Flash*, MSDN Subscriptions, and the MSDN ISV Program.
<http://msdn.microsoft.com/>

100-WORD DESCRIPTION

MSDN, the Microsoft Developer Network, is the essential resource for developers. MSDN developer programs make it easy to find timely, comprehensive development resources, including software subscription programs, technical information, Web sites, conferences, and membership and community programs. MSDN is the easiest way to stay current on development trends and Microsoft technology. MSDN also promotes the exchange of ideas among developers by providing opportunities for peer-to-peer interaction, information sharing, and direct interaction with Microsoft. MSDN resources include programs such as MSDN Online Membership, *MSDN Flash*, MSDN Subscriptions, and the MSDN ISV Program.
<http://msdn.microsoft.com/>



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MSDN ONLINE

The following descriptions are for the MSDN Online launching March 29, 1999, and should not be published until that date.

25-WORD DESCRIPTION

MSDN Online is the one place you should look for information on all of Microsoft's developer resources. Located at <http://msdn.microsoft.com/>, MSDN Online features in-depth articles on all aspects of development, magazine columns and a member community program.

50-WORD DESCRIPTION

MSDN Online is the one place you should look for information on all of Microsoft's developer resources. Located at <http://msdn.microsoft.com/>, MSDN Online features in-depth articles, columns and a member community program. Membership benefits include downloadable tools; Online Special-Interest Groups (OSIGs) providing support and community; a Members Helping Members area for sharing development solutions; Training; and discounts on software, magazines and books.

100-WORD DESCRIPTION

MSDN Online is the one place you should look for information on all of Microsoft's developer resources. Located at <http://msdn.microsoft.com/>, MSDN Online features free, in-depth articles on all aspects of development, magazine columns and a member community program. Membership benefits include downloadable tools; Online Special-Interest Groups (OSIGs) providing support and community built around Microsoft products and technologies; a Members Helping Members area for sharing development solutions; Training to help members move towards certification; and discounts on software, magazines and books.



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MSDN SUBSCRIPTIONS

25-WORD DESCRIPTION

MSDN Subscriptions provide timely, convenient access to essential technical programming information, developer products, and tools necessary for success in application development.

<http://msdn.microsoft.com/subscriptions/>

50-WORD DESCRIPTION

MSDN Subscriptions provide timely, convenient access to essential technical programming information, developer products, and tools necessary for success in application development. Three subscription levels provide an easy, cost-effective way to access Microsoft operating systems, BackOffice components, Visual Studio and Office development tools, and information needed to take full advantage of Microsoft technologies.

<http://msdn.microsoft.com/subscriptions/>

100-WORD DESCRIPTION

MSDN Subscriptions provide timely, convenient access to essential technical programming information, developer products, and tools necessary for success in application development. Three subscription levels designed for individual development needs provide an easy, cost-effective way to access Microsoft operating systems, software development kits, BackOffice components, Visual Studio and Office development tools, Office products, and information needed to take full advantage of the latest technologies from Microsoft. MSDN Subscriptions offer CD- and DVD-based shipments to keep developers up-to-date with the latest technology and information from Microsoft. MSDN Subscriptions offer the most convenient, comprehensive, and cost-effective way to develop and test applications.

<http://msdn.microsoft.com/subscriptions/>



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MSDN ISV PROGRAM

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The MSDN ISV Program is a free program for established and startup independent software vendors (ISVs) that produce commercially available prepackaged, downloadable, or OEM software that supports or runs on Microsoft platforms.

<http://msdn.microsoft.com/developer/isv/>

50-WORD DESCRIPTION

The MSDN ISV Program is a free program designed exclusively for established and startup independent software vendors (ISVs) that produce commercially available prepackaged, downloadable, or OEM software that supports or runs on Microsoft products, technologies, and platforms. Members of the MSDN ISV Program receive timely business information and marketing opportunities to help their businesses compete, grow, and succeed.

<http://msdn.microsoft.com/developer/isv/>

100-WORD DESCRIPTION

The MSDN ISV Program is the essential program for independent software vendors (ISVs). This free program is designed exclusively for established and startup ISVs who produce commercially available prepackaged, downloadable, or OEM software that supports or runs on Microsoft products, technologies, and platforms. The MSDN ISV Program provides its members with a portal to Microsoft by delivering access to important Microsoft contacts and resources. Members also enjoy opportunities to gain exposure in important markets and receive timely business information and special values that help reduce their company's technology costs.

<http://msdn.microsoft.com/developer/isv/>



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MSDN ISV STARTUP PROGRAM

25-WORD DESCRIPTION

The MSDN ISV Startup Program is a free program for startup independent software vendors (ISVs) that produce commercially available prepackaged, downloadable, or OEM software that supports or runs on Microsoft platforms.

<http://msdn.microsoft.com/developer/isv/>

50-WORD DESCRIPTION

The MSDN ISV Startup Program is a free co-marketing program for startup independent software developers (ISVs) that produce commercially available prepackaged, downloadable, or OEM software that supports or runs on Microsoft products, technologies, and platforms. Startups receive many valuable benefits, including discounts, marketing opportunities, a free venture-capital CD-ROM, plus opportunities to reach venture capitalists through VC events and the MSDN Web site.

<http://msdn.microsoft.com/developer/isv/>

100-WORD DESCRIPTION

The MSDN ISV Startup Program is a free co-marketing program for startup independent software vendors (ISVs) that produce commercially available software that supports or runs on Microsoft products, technologies, and platforms. This program provides startups with opportunities to gain exposure with key audiences, including customers, press, and venture capitalists. Startups receive many valuable benefits, including discounts, marketing benefits, opportunities to exhibit at trade shows, and postproduct announcements on the Microsoft Web site, plus a free venture-capital CD-ROM and opportunities to reach venture capitalists through VC events and the MSDN Web site.

<http://msdn.microsoft.com/developer/isv/>



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MSDN USER GROUP PROGRAM

25-WORD DESCRIPTION

The MSDN User Group Program provides user groups with the information and resources they need to ensure their community of developers is making the most of current technology.

<http://msdn.microsoft.com/developer/usergroup/>

50-WORD DESCRIPTION

The MSDN User Group Program provides user groups with the information and resources they need to ensure their community of developers is making the most of current technology. Support for over 500 international user groups focuses on important topics such as the Microsoft Visual Studio family of products, Microsoft Office development, and Internet-related development products.

<http://msdn.microsoft.com/developer/usergroup/>

100-WORD DESCRIPTION

The MSDN User Group Program provides user groups with the information and resources they need to ensure their community of developers is making the most of current technology. Support for over 500 international user groups focuses on important topics such as the Microsoft Visual Studio family of products, Microsoft Office development, and Internet-related development products. This program is dedicated to building long-term relationships with developer user groups and providing world-class resources so that developers can make the most of Microsoft tools and technology.

<http://msdn.microsoft.com/developer/usergroup/>



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On the following pages you will find a set of templates created to help market the MSDN Professional Developers Summit (PDS). These are provided as examples of the range of uses of the MSDN brand. We invite you to use these templates to promote MSDN events in your area, such as the MSDN Workshops, MSDN Technical Briefings, and MSDN for Developers Only. You can also use them to promote anything you do for developers that is “Brought to you by MSDN” or that you’d like to associate with MSDN, such as the Bob & Larry Seminars in New England.

You can easily edit these pieces — just remove the existing promotional text and insert the text that will promote your event. It’s easy and can save you a lot of money. We specifically chose to provide two-color pieces after receiving feedback from many of you that two-color is what you use most often. Please read the specifications for using the art files provided on the accompanying resource CD.

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- 2.** Postcard
- 3.** Fax Blast
- 4.** Letter
- 5.** Envelope
- 6.** Web Tile
- 7.** PowerPoint
- 8.** Giveaways/Promotional Items
- 9.** Packaging
- 10.** Using the MSDN Font



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(shown at 40%)





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Self-mailer – Back

(shown at 40%)

You are invited.

This is your opportunity to get the in-depth information you need about Windows' DNA, Microsoft's application development model for the Windows platform. Whether you're building high-volume Web applications or extending your enterprise application to the internet, you should plan on attending the MSDN Professional Developers Summit.

Topics covered include: [each office should fill in which session they are using - this is just a sample]

- [Building Windows-based DNA Applications]
- [Windows NT® 5.0 - New Architecture and APIs]
- [Windows NT Management, Directory, and Security Services]
- [Distributed Programming with DCOM and MTS]
- [How to Build Your Next Highly Scalable Data-Driven Application]
- [Internet Development with Visual Basic® 6.0]
- [Building Windows DNA Applications with Visual Studio® 6.0]
- [SQL Server™ 7.0 and Microsoft's Strategy for Data Warehousing]

Register now. Space is limited. Registrants will be accommodated on a first-come, first-served basis.

When: [insert date and time]
Where: [insert location]
Cost: \$[insert cost if applicable; specify in bold if it is free!] U.S. Funds

Online: Go to **www.xxxxxx.com/xxx**
Phone: Call **1-800-xxx-xxxx, ext. xxx**
 If charged event, please have your credit card ready.

The MSDN Professional Developers Summit is one of the essential resources brought to you by MSDN, the Microsoft Developer Network. MSDN is the easiest, most convenient way to stay current on development trends and Microsoft technology. MSDN resources include programs such as the MSDN Online Membership, the Professional Developers Conference (PDC), TechEd, MSDN Subscriptions, and MSDN ISV Program. To learn more, visit MSDN Online at <http://msdn.microsoft.com/>.

Cancellation policy: [insert here]



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Postcard – Front (shown at 70%)

 <p>Microsoft® Your Address 1234 Street Address Anywhere, USA 00000-0000</p> <p>msdn.microsoft.com msdn.microsoft.com</p>	 <p>You are invited. This is your opportunity to get the in-depth information you need about Windows® DNA, Microsoft's application development model for the Windows platform. Whether you're building high-volume Web applications or extending your enterprise application to the Internet you should plan on attending the MSDN Professional Developers Summit.</p> <p>Topics covered include: (each office should fill in which session they are using - this is just a sample)</p> <ul style="list-style-type: none"> • [Building Windows-based DNA Applications] • [Windows NT® 5.0 - New Architecture and APIs] • [Windows NT Management, Directory, and Security Services] • [Distributed Programming with DCOM and MTS] • [How to Build Your Next Highly Scalable Data-Driven Application] • [Internet Development with Visual Basic® 6.0] • [Building Windows DNA Applications with Visual Studio® 6.0] • [SQL Server™ 7.0 and Microsoft's Strategy for Data Warehousing] <p>Register now. Space is limited. Registrants will be accommodated on a first-come, first-served basis.</p> <p>When: [insert date and time] Where: [insert location] Cost: \$[insert cost if applicable; specify in bold if it is free!] U.S. Funds</p> <p>Online: Go to www.#####.com/xxx Phone: Call 1-800-xxx-xxxx, ext. xxx <small>If charged event, please have your credit card ready.</small></p> <p>Cancellation policy: [insert here]</p> <p><small>© 1999 Microsoft Corporation. All rights reserved. Microsoft, MSDN, Windows, Windows Basic, Visual Studio, and Windows NT are either registered trademarks or trademarks of Microsoft Corporation in the U.S. and/or other countries.</small></p>
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msdn™ professional developers summit

Building a New Generation of Windows-based Applications for the Internet Age

Dear Professional Developer,

We understand how valuable your time is. We also know how the fast pace in the evolution of technology makes it more challenging than ever to stay current with the cutting edge. So how do you get the information you need in the least amount of time?

Consider the MSDN Professional Developers Summit (PDS). We've taken key sessions from the recent Microsoft Professional Developers Conference (PDC) and we're delivering them to you at a nearby location. So now you can spend your time focusing on important content.

This year's theme for the PDS is "Building a New Generation of Windows®-based Applications for the Internet Age." Whether you are building high-volume Web applications, extending enterprise applications to the Internet, or updating productivity, utility, or game applications with new capabilities, you'll find valuable information and strategies at the MSDN PDS.

Topics covered include: [ALL SESSIONS CURRENTLY LISTED - INCLUDE ONLY THOSE SESSIONS YOUR DISTRICT IS SHOWING]

- Building Windows-based DNA Applications
- Windows NT® 5.0 - New Architecture and APIs
- Windows NT Management, Directory, and Security Services
- Distributed Programming with DCOM and MTS
- How to Build Your Next Highly Scalable Data-Driven Application
- Developing Multi-Language Applications for Windows NT
- Internet Development with Visual Basic® 6.0
- Windows Foundation Classes and Visual J++™ 6.0
- Building Data-Driven Web Sites with Visual InterDev™
- Building Windows DNA Applications with Visual Studio® 6.0
- SQL Server™ 7.0 and Microsoft's Strategy for Data Warehousing
- Windows CE: Building a Foundation for Pervasive Computing

REGISTER TODAY

Space is limited. Registrants will be accommodated on a first-come, first-served basis.

When: [insert date and time]
Where: [insert location]
Cost: \$[insert cost if applicable; specify in bold if it is free!] U.S. Funds

Online: Go to **WWW.XXXXXX.COM/XXX** **Phone:** Call **1-800-xxx-xxxx, ext. xxx**
(Please have your credit card ready.)

The MSDN Professional Developers Summit is one of the essential resources brought to you by MSDN, the Microsoft Developer Network. MSDN is the easiest, most convenient way to stay current on development trends and Microsoft technology. MSDN resources include programs like the MSDN Online Membership, the Professional Developers Conference (PDC), TechEd, MSDN Subscriptions, and the MSDN ISV Program. To learn more, visit MSDN Online at <http://msdn.microsoft.com/>.

Cancellation policy: [insert here]



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Letter

(shown at 55%)

	http://msdn.microsoft.com/												
Your Address 123 Main Street AnyWhere, US 12345-6789													
Name Title Company Name Address 1 Address 2 City, State Zip 													
<p>Dear Professional Developer,</p> <p>We understand how valuable your time is. We also know how the fast pace in the evolution of technology makes it more challenging than ever to stay current with the cutting edge. So how do you get the information you need in the least amount of time?</p> <p>Consider the MSDN Professional Developers Summit (PDS). We've taken key sessions from the recent Microsoft Professional Developers Conference (PDC) and we're delivering them to you at a nearby location. So now you can spend your time focusing on important content.</p> <p>This year's theme for the PDS is "Building a New Generation of Windows"-based Applications for the Internet Age." Whether you are building high-volume Web applications, extending enterprise applications to the Internet, or updating productivity, utility, or game applications with new capabilities, you'll find valuable information and strategies at the MSDN PDS.</p> <p>Topics covered include: [ALL SESSIONS CURRENTLY LISTED - INCLUDE ONLY THOSE SESSIONS YOUR DISTRICT IS SHOWING]</p> <table border="0"> <tr> <td>• Building Windows-based DNA Applications</td> <td>• Internet Development with Visual Basic® 6.0</td> </tr> <tr> <td>• Windows NT® 5.0 - New Architecture and APIs</td> <td>• Windows Foundation Classes and Visual J++™ 6.0</td> </tr> <tr> <td>• Windows NT Management, Directory, and Security Services</td> <td>• Building Data-Driven Web Sites with Visual InterDev™</td> </tr> <tr> <td>• Distributed Programming with DCOM and MTS</td> <td>• Building Windows DNA Applications with Visual Studio® 6.0</td> </tr> <tr> <td>• How to Build Your Next Highly Scalable Data-Driven Application</td> <td>• SQL Server™ 7.0 and Microsoft's Strategy for Data Warehousing</td> </tr> <tr> <td>• Developing Multi-Language Applications for Windows NT</td> <td>• Windows CE: Building a Foundation for Pervasive Computing</td> </tr> </table> <p>REGISTER TODAY Space is limited. Registrants will be accommodated on a first-come, first-served basis.</p> <p>When: [insert date and time] Where: [insert location] Cost: \$[insert cost if applicable; specify in bold if it is free] U.S. Funds</p> <p>Online: Go to www.xxxxxx.com/xxx Phone: Call 1-800-xxx-xxxx, ext. xxx <small>(Please have your credit card ready.)</small></p> <p>The MSDN Professional Developers Summit is one of the essential resources brought to you by MSDN, the Microsoft Developer Network. MSDN is the easiest, most convenient way to stay current on development trends and Microsoft technology. MSDN resources include programs like the MSDN Online Membership, the Professional Developers Conference (PDC), TechEd, MSDN Subscriptions, and the MSDN ISV Program. To learn more, visit MSDN Online at http://msdn.microsoft.com/.</p> <p>Cancellation policy: [insert here]</p>		• Building Windows-based DNA Applications	• Internet Development with Visual Basic® 6.0	• Windows NT® 5.0 - New Architecture and APIs	• Windows Foundation Classes and Visual J++™ 6.0	• Windows NT Management, Directory, and Security Services	• Building Data-Driven Web Sites with Visual InterDev™	• Distributed Programming with DCOM and MTS	• Building Windows DNA Applications with Visual Studio® 6.0	• How to Build Your Next Highly Scalable Data-Driven Application	• SQL Server™ 7.0 and Microsoft's Strategy for Data Warehousing	• Developing Multi-Language Applications for Windows NT	• Windows CE: Building a Foundation for Pervasive Computing
• Building Windows-based DNA Applications	• Internet Development with Visual Basic® 6.0												
• Windows NT® 5.0 - New Architecture and APIs	• Windows Foundation Classes and Visual J++™ 6.0												
• Windows NT Management, Directory, and Security Services	• Building Data-Driven Web Sites with Visual InterDev™												
• Distributed Programming with DCOM and MTS	• Building Windows DNA Applications with Visual Studio® 6.0												
• How to Build Your Next Highly Scalable Data-Driven Application	• SQL Server™ 7.0 and Microsoft's Strategy for Data Warehousing												
• Developing Multi-Language Applications for Windows NT	• Windows CE: Building a Foundation for Pervasive Computing												
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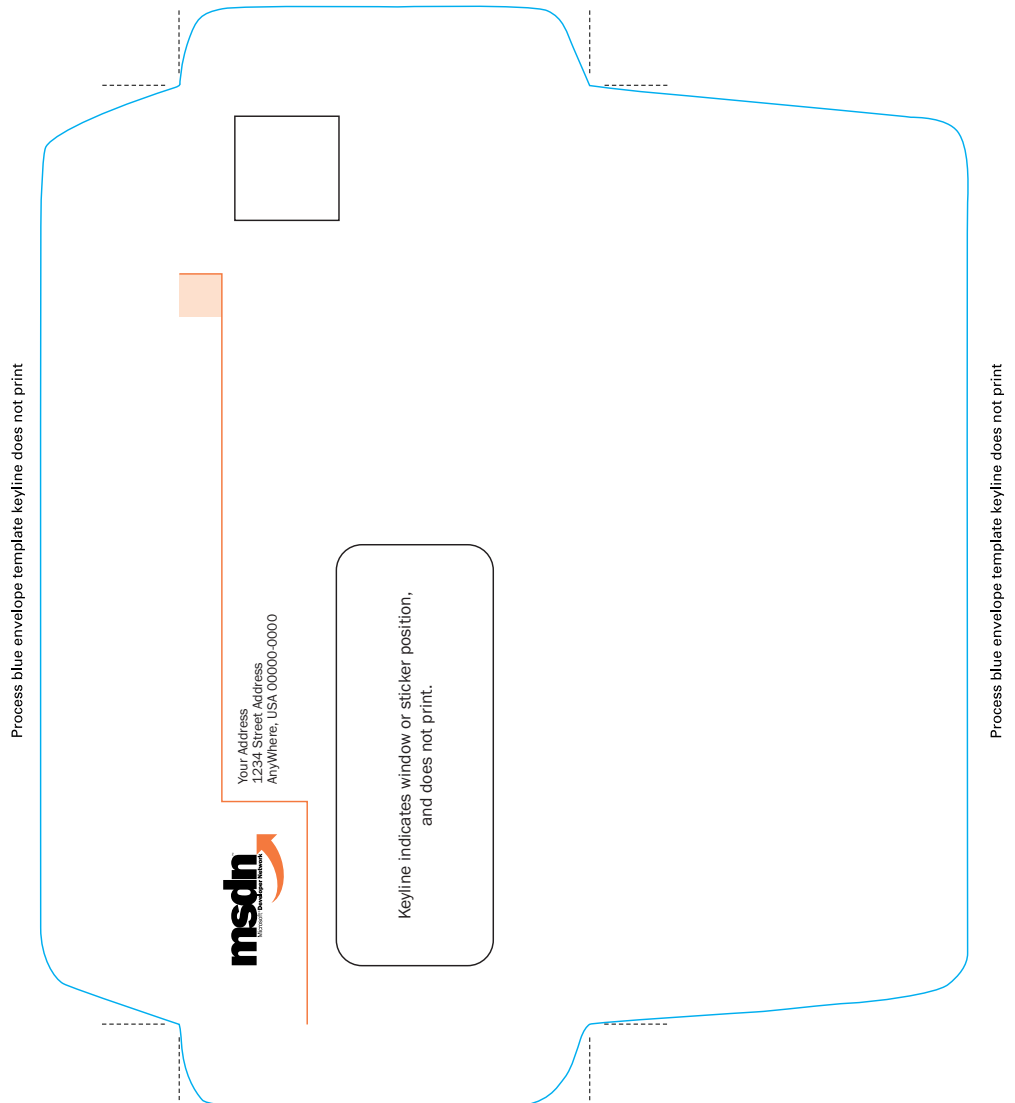
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Giveaways/ Promotional Items

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The MSDN logo can be incorporated into various promotional ties: clothing and banners to name a few.

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Refer to page 20 for guidelines.



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Use these layout guidelines for packaging only.
For all other uses, refer to this usage guide.

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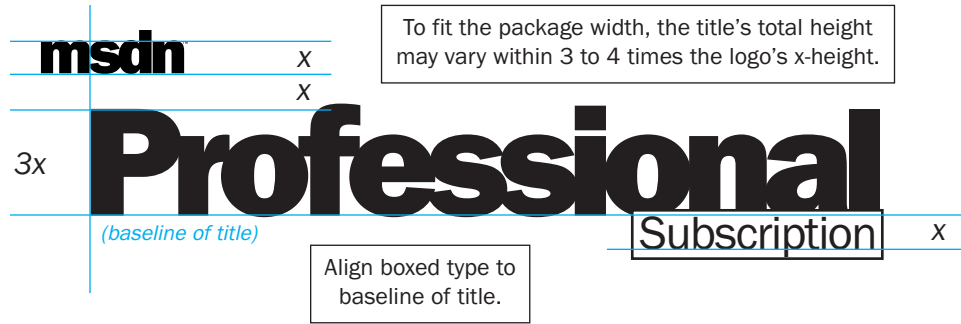
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Positioning Framework Chart

Included on this disk is the MSDN font. This True Type font is comprised of Microsoft Franklin Gothic Book and the MSDN type treatment.

The MSDN font was created so that the MSDN type treatment and family member name can be easily sized correctly per these guidelines. The logo is available by typing in SHIFT-6. The “TM” is available by typing in SHIFT-UNDERLINE. The rest of the alphabet is standard Microsoft Franklin Gothic Book.

To install the font

From the desktop

1. Go to the Start menu.
2. Highlight Settings.
3. Highlight Control Panels.
4. When that opens, drag the font icon from the CD into the Fonts folder.
5. Remember to close any applications that are currently open and reopen them to make the MSDN font available in their font menu.

Alternatively, you may

1. Follow steps 1, 2, and 3 above.
2. Open FONTS
3. Under the File menu, highlight *Install New Font*.
4. Locate your CD drive and find the MSDN font directory.
5. Click OK.
6. Remember to close any applications that are currently open and reopen them to make the MSDN font available in their font menu.

Quick Tips:

1. Application should be closed when installing font.
2. Open application (i.e., Word, Illustrator, Pagemaker, etc.).
3. Select msdnfont in the applications font menu.
4. SHIFT-6 types **msdn** and the family member name.
5. SHIFT-UNDERLINE (_) types TM. This will need to be sized per guidelines on page 25–29.
6. This font can be used in Word or any drawing or page-layout application. It does not work properly in PowerPoint.

Positioning Framework

MSDN is the comprehensive, current, and easy-to-use resource for developers — providing tools, information, and community programs for developers using Windows and other Microsoft technologies.

Comprehensive

MSDN Gives Me What I Need

MSDN provides a wealth of tools, information, and community programs.

COMPREHENSIVE TOOLS AND INFORMATION

MSDN features the latest information on Microsoft technologies, tools, and resources through Web sites, technical updates, conferences, community programs, and more. Developers can choose the MSDN resource that conveniently provides the type and depth of information they need.

Three important MSDN resources for developers are:

1. **Subscription series** — Three subscription levels are updated quarterly and delivered to developers: (1) comprehensive information (Library); (2) comprehensive platform (Prof); and (3) comprehensive (Universal).
2. **Events and training** — Local, regional, national, and international events such as the PDC, TechEd, and DevDays are made available to developers as well as online seminars and chats. MSDN also sponsors special education forums to provide developers with up-to-the-minute information on key development issues.
3. **Online** — Internet services provided to developers include the MSDN Web site, an e-mail newsletter, Library/Workshop, and sample applications.

COMPREHENSIVE COMMUNITY

MSDN provides a number of venues where developers can foster strong links to a variety of professional communities.

- **Microsoft community** — MSDN provides two-way and interactive exchange of ideas and information through online columns and personalities, events, ask the experts, answer team, and technical support.
- **Peer community** — MSDN creates the opportunity for peer-to-peer interaction and information sharing through user-group meetings, regional directors, members helping members, online special-interest groups (OSIGs), news-groups, and the *Member Gazette*.
- **Third party community** — MSDN supports building links with third-party community programs through access and information about user groups, books, and magazines of interest to developers.

Audience

The MSDN target audience is professional developers who create:

- Applications for the Windows platform by using a programming language or other tool.
- Applications for the Windows platform by using a database management software program.
- Applications by using macros in either a database management software program, spreadsheet word processor, or other tool.
- Web pages or Web sites for an Internet or intranet site using HTML or a Web

Current

When I Need It

MSDN provides timely resources.

TIMELY INFORMATION

To provide timely, current information, MSDN:

- Updates the Web site throughout the week with new headlines, articles, and technical content.
- Distributes *MSDN Flash* — the first place for developers to get news and production information — every two weeks.
- Uses MSDN events as venues for announcements along with detailed technical information.
- Proactively searches for Web site content gaps and locates writers to provide new content when gaps occur.
- Provides chats and online seminars as soon as new technologies are available.
- Features online packages as soon as new Microsoft products ship.

TIMELY TECHNOLOGIES AND TOOLS

To provide timely, current technologies and tools, MSDN:

- Posts beta software online as soon as possible.
- Ships subscriptions to developers as soon as possible.

TIMELY COMMUNITY

In order to foster timely community links, MSDN:

- Introduces online training for new products and technologies as soon as possible.
- Schedules chats when betas and new releases are available.
- Works with third parties to facilitate the prompt release of books, magazine articles, and training that support new Microsoft products and technologies.

Easy To Use

And Makes It Easy

MSDN provides easy access to information, community programs, and resources.

EASY-TO-LOCATE TOOLS

MSDN makes it easy for developers to locate tools through:

- **MSDN subscriptions** — a convenient way to receive tools and Windows platform technologies.
- **MSDN training** — an important resource for developers to become expert at using technology tools.

EASY-TO-FIND INFORMATION

MSDN makes it easy to locate information through:

- **MSDN Online** — the one place developers can go to successfully locate new products, information, and tools from Microsoft.
- **MSDN Library/Workshop** — an online repository of highly useful, up-to-date information.
- **MSDN ISV** — a dedicated program for ISVs using the Windows platform.
- **MSDN Online Membership** — an online membership program with an easy-to-understand “membership level” process.

EASY-TO-ACCESS COMMUNITY

MSDN provides easy access to the community of developers through:

- Local events and training offered by Microsoft's U.S. and worldwide offices.
- Corporate headquarters-sponsored conferences such as TechEd and DevDays.
- Online chats, newsgroups, and OSIGs.

The MSDN audience expectations are:

- Fast, expert information.
- Easy and pleasant interaction.
- Direct, honest answers.
- Proactive and responsive attitude.

The estimated MSDN audience size is 2.38 million professional developers in the United States and 5.5 million worldwide. The U.S. developer segments are:

- 1.25 million information systems managers.
- 830,000 vertical application resellers (VARs)/consultants.
- 300,000 independent software vendors (ISVs).