

# Bing Trademark Guidelines

## Usage requirements

Thank you for your interest in including Bing in your materials. We want to make it as easy as possible for you to utilize these trademarks; however, to manage and protect the value of our brand, we have specific usage requirements.

A trademark use license is required in order to:

- 1) Use the Bing trademarks (the logo or icon alone)
- 2) Use the trademarks or name to indicate sponsorship or endorsement
- 3) Indicate a compatibility endorsement from Bing, such as "search with" or similar

If you have existing agreements with Bing, such as Bing API or Bing Maps agreements, check those first to determine if your desired use of the Bing trademark is covered.

If no agreement exists or if the proposed use doesn't fall within the scope of your existing agreement, check if the use falls within the [General Microsoft Trademark Guidelines](#) and/or the [Microsoft Corporate Logo Guidelines](#).

The Microsoft trademark can only be used in a way that accurately reflects the nature of the relationship between your company/product and Microsoft and adheres to the guidelines in this document.

Finally, if the use is not covered in any of the above or you are not sure, it's best to obtain a specific, stand-alone authorization or license. Such license must be initiated and approved by the Microsoft business owner who you are working with. If you have a question, please consult your legal counsel or your Microsoft business contact.

# Elements

Our brand name and primary logo are now simply Bing.

It's important to use the logo, icon, and other brand elements correctly when creating marketing communications.

Do not create additional lockups using the Bing logo or the Bing icon.

## Name

**Bing**

### Usage:

- Everywhere

## Icon



### Usage:

- Product experience
- Marketing
- Mobile app/stores
- Social media pic

## Logo



### Usage:

- All marketing materials
- Bing.com homepage
- Bing.com SERP

# Logo

The horizontal Microsoft Bing logo is the preferred logo for all marketing communications. Use the full color option whenever possible.

Do not alter the logo in any way from how it was provided.

Use in full color in all instances unless there is a production limitation.



**Horizontal logo** – Preferred versus stacked logo



**Horizontal logo** – On dark backgrounds, including dark areas in photographs, use the version with logotype in white



**Stacked logo** – On light backgrounds, use the version with logotype in gray



**Stacked logo** – On dark backgrounds, including dark areas in photographs, use the version with logotype in white

The Microsoft Bing logo is the preferred logo for all marketing communications.

### Minimum clear space



### Minimum size



**By height.** On screen, the symbol should never be smaller than 20 pixels tall. In print, it must appear at least .22" (5.5 mm) tall.



**By width.** On screen, the Microsoft logo should never be smaller than 72 pixels wide. In print, it must appear at least 1 inch (25.4 mm) wide.

# Icon

This is the Bing icon. Use the full color icon wherever possible.

The icon must meet accessibility requirements. If you are unable to adjust the placement of the icon on the background, a drop shadow can be added to the icon to ensure the color contrast ratios are met. Use the following tool to test contrast ratio: [Color contrast analyzer tool](#). For in-depth accessibility guidelines, visit <https://microsoft.com/Accessibility>.



White



Light backgrounds



Dark backgrounds

# Icon sizing, labeling and scaling

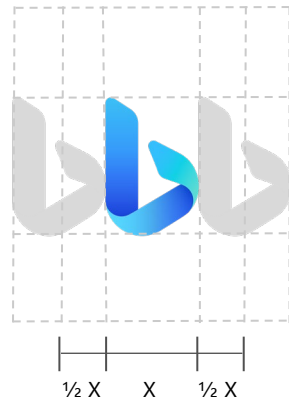
To maintain a clean, visually appealing layout consistent with Microsoft standards, keep a healthy clear space around product icons and the associated names.

Because of the vertical nature of the Bing icon, it requires additional consideration when being placed in a bounded space. Please follow the guidance for visual centering vs physically centering the icon in the space provided.

When paired with the product icon, the color of label copy should only be rich black, light gray, or white.

The label height should be about an eighth of the product icon height (X). The spacing between the product icon and name should be a minimum space equal to the height of the name font.

Minimum clear space



Bounding space and visual center



Physical center

Move icon right of physical center for visual center

Minimum clear space with name



Minimum icon size



Width 0.16 in/ 4.23 mm/ 16 px

