



# Microsoft Edge logo and icon guidance

## Usage requirements

Thank you for your interest in including Microsoft Edge in your materials. We want to make it as easy as possible for you to utilize our trademarked material; 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 Microsoft trademark (logo)
- 2) Use the trademark or name to indicate sponsorship or endorsement

If you have existing agreements with Microsoft Edge, check to determine if your desired use of the Microsoft 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](#).

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 do not have a business owner contact, email the Microsoft brand team ([brand@Microsoft.com](mailto:brand@Microsoft.com)) to get started.

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

## Logo

Microsoft Edge is an endorsed product within the Microsoft portfolio. It is supported by the full type-set name of the product and endorsed by the Microsoft logo.

The Microsoft logo should be placed away from the focal point of the layout and appear in a secondary position (lower left or right-hand corner).

# Microsoft Edge



The Microsoft logo is used as an endorsement for Microsoft Edge creative

# Logo use

The full-color Microsoft logo is the primary logo for Microsoft communications. This includes experiences and environments where multiple Microsoft products and services are communicated, or other company brands are presented.

- Events
- Digital banners
- Retail store
- Packaging

Use the positive logo version (logotype in Gray) on light or white backgrounds.

Use the knockout logo version (logotype in White) on dark or black backgrounds.

For more information on how to use the Microsoft logo, download the Microsoft logo guidelines.

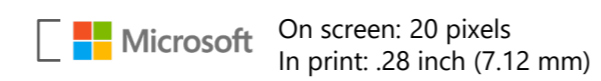
## Logo



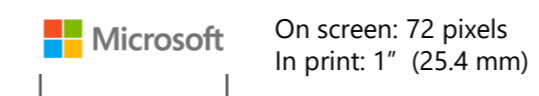
## Minimum clear space



## Minimum sizes



**By height.** On screen, the symbol should never be smaller than 20 pixels tall. In print, it must appear at least .28" (7.12 mm) tall.



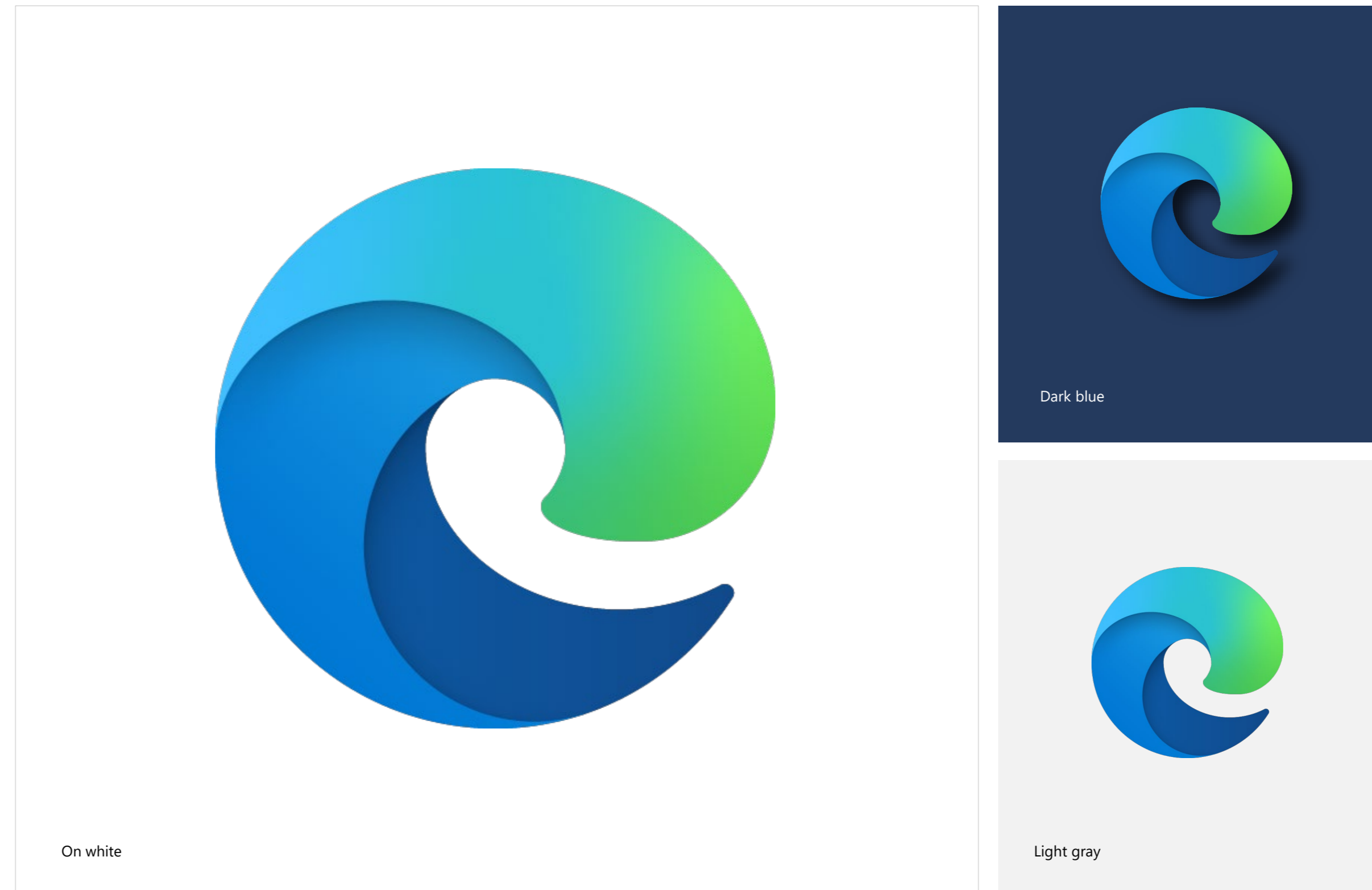
**By width.** On screen, the Microsoft logo should never be smaller than 72 pixels wide. In print, it must appear at least 1 inch (25.4 mm) wide.

## Product icon

This is the new Microsoft Edge icon. Use it to represent Microsoft Edge (Chromium based) browser. Do not use this icon to represent Microsoft Edge Legacy, the previous version (EdgeHTML), which will continue to use the blue “e” icon.

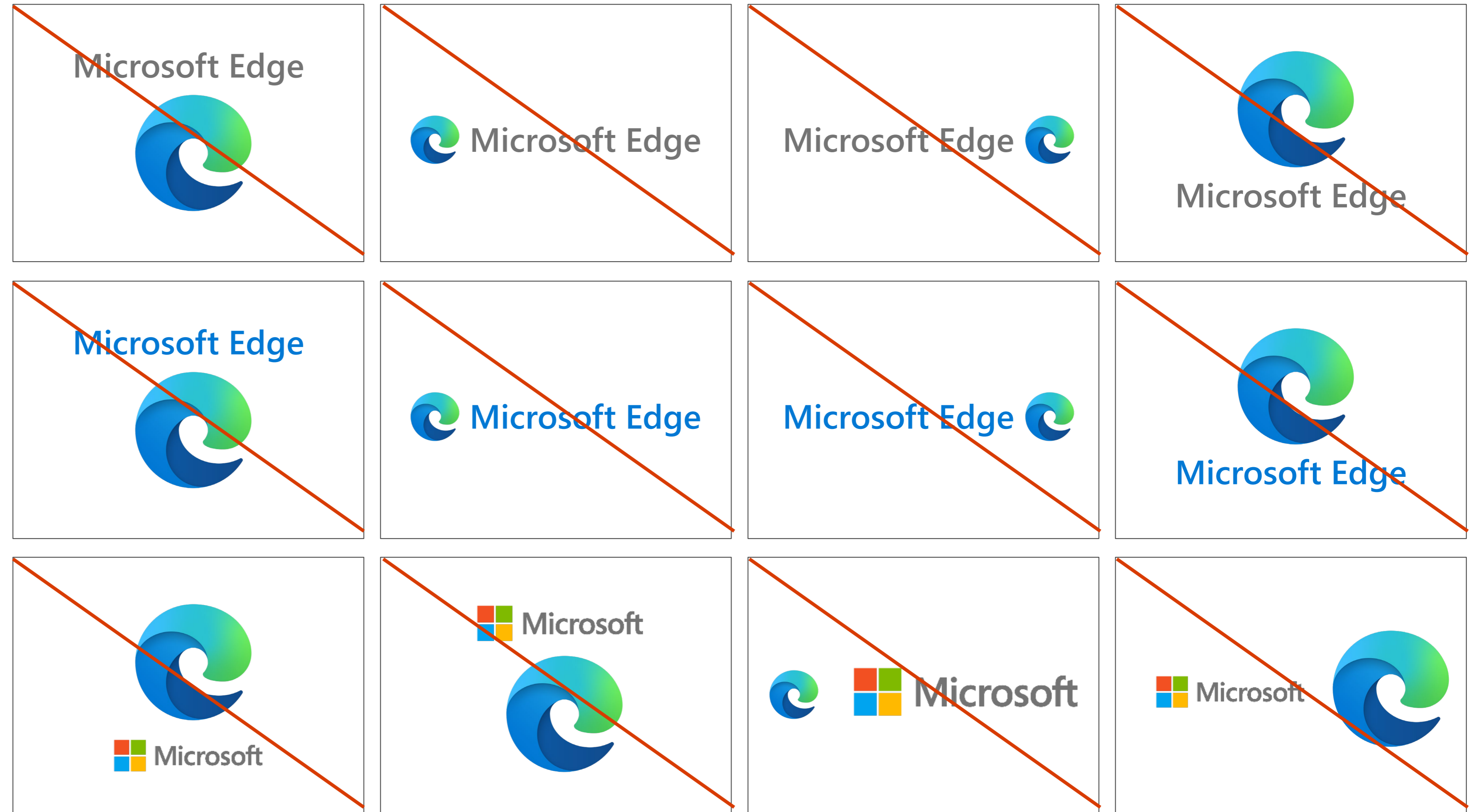
These are the brand approved background colors for use in conjunction with the icon. For accessibility compliance, on dark blue background please use a drop shadow. Do not rotate the icon or change any of the colors.

A contrast version of the icon is available for one color scenarios (like settings menus) and navigation within the product.



## Product icon

Do not combine the Microsoft Edge icon with copy or other logos. The icon is not a logo and should not be locked up with copy under any circumstance.



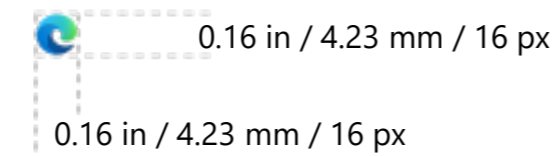
# Product icon sizing, labeling and scaling

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

When paired with the app icon, the color of all product icon names should only be rich black, light gray, or white.

When a name appears next to or beneath a product icon, the name 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 icon size

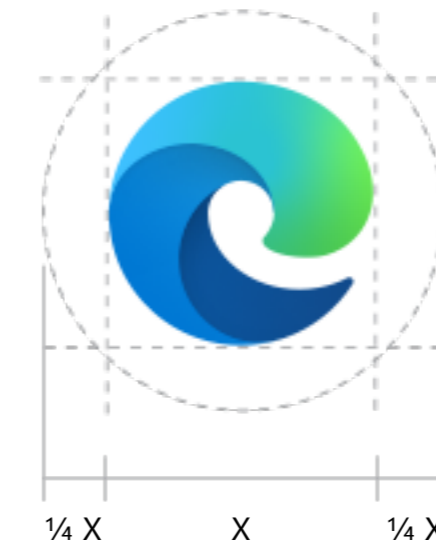


Note: Product icons under 33 pixels in size, which have a square letter tile in them, use a specially enlarged icon tile and shadow.

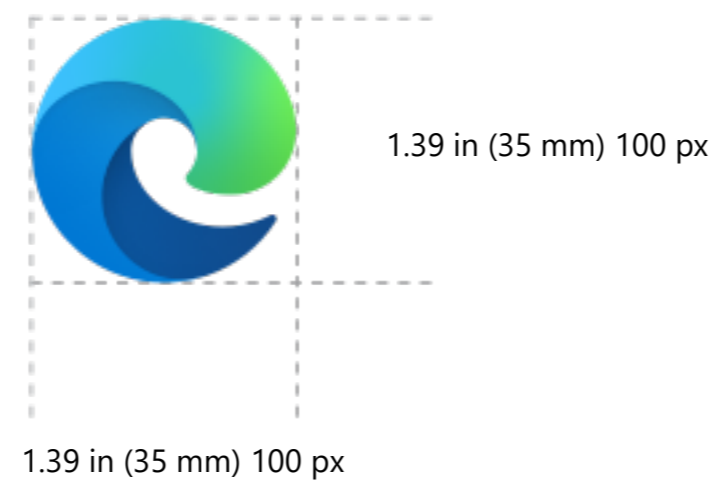
## Minimum clear space



## Minimum bounding space



## Maximum icon size



## Minimum clear space with name

