Microsoft Edge

Microsoft Edge
trademark guidelines

August 2023

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 Edge logo

2) Use the Microsoft logo

3) Use the trademarks 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.

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.

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 questions, please consult your legal counsel or your Microsoft business contact.

Our elements

The logo used to represent Microsoft Edge will vary, based on the context. See guidance within this document.

Asset type	Visual elements	When to use	Governance and resources
Product logo	Microsoft Edge	Use the full-color product logo when promoting Microsoft Edge outside of a Microsoft context, such as in advertising or when space is constrained	See additional_guidance on page 4 and 5 of these guidelines
Product icon		Use it to represent the Microsoft Edge (Chromium based) browser	See additional guidance on page 6, 7, and 8 of these guidelines

Logo

It's important to ensure you're using the correct logo in your creative execution.

Use the Microsoft Edge product logo in 3rd party marketing, where competitors are represented with a logo, and a logo license agreement is in place.

Horizontal logo – preferred

Horizontal logo – On dark backgrounds, including dark areas in photographs, use the knock-out version (logotype in white)

Stacked logo – On light backgrounds, use the positive version (logotype in gray)

Stacked logo – On dark backgrounds, including dark areas in photographs, use the knock-out version (logotype in white)

Logo use

The Microsoft logo or Microsoft Edge logo should appear on all our materials.

The Microsoft symbol and logotype must be used together.

Logo

Symbol   Logotype

Minimum sizes

On screen: 20 pixels
In print: .28 inch (7.12 mm)

By height. On screen, the symbol should never be smaller than 20 pixels tall. In print, it must appear at least 0.28 in. (7.12 mm) tall.

On screen: 72 pixels
In print: 1" (25.4 mm)

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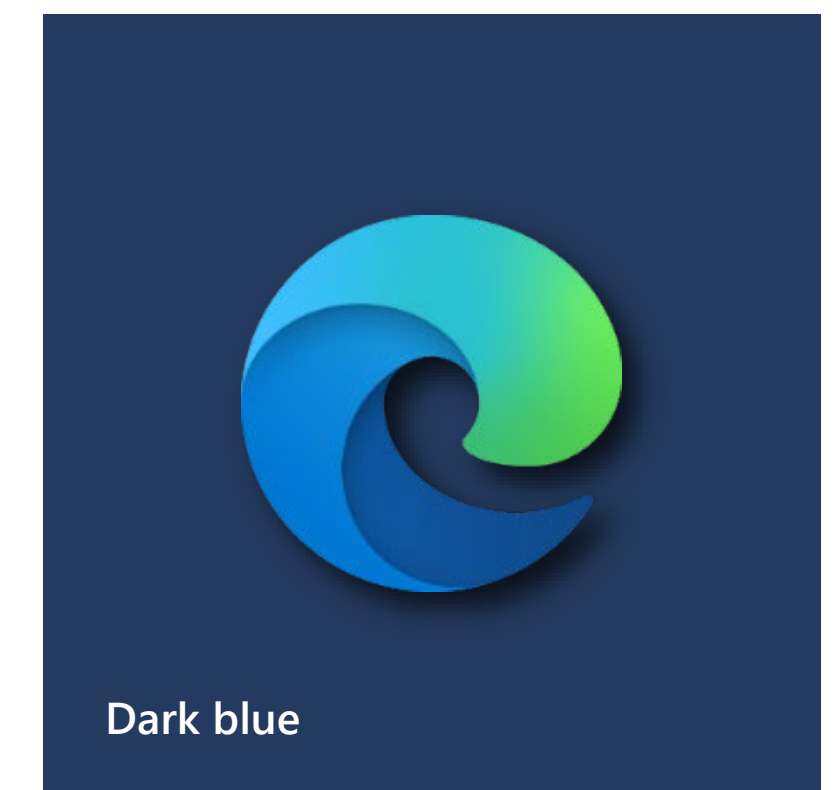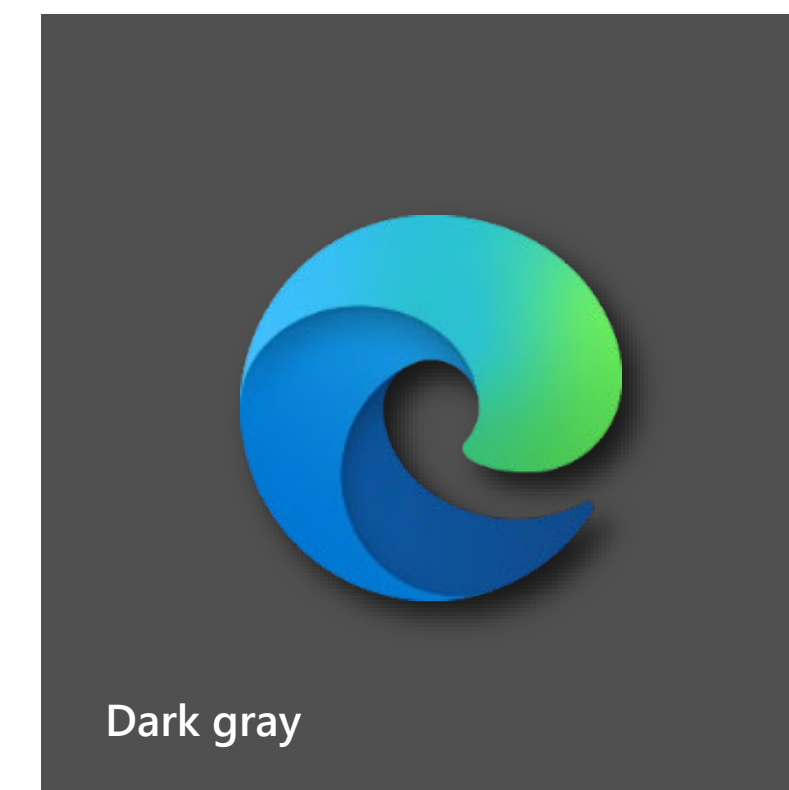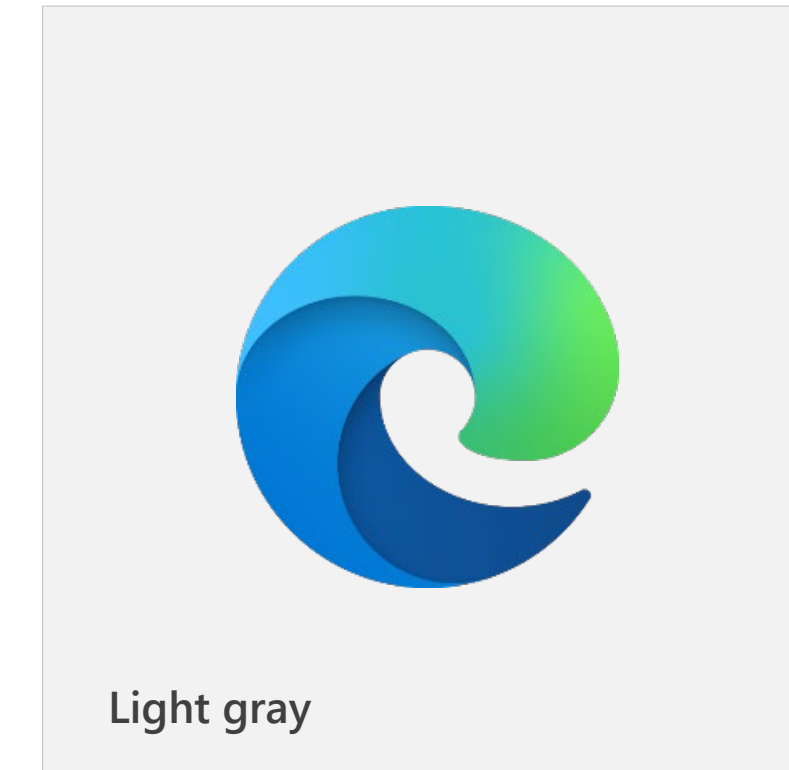
Product icon

This is the Microsoft Edge app icon.

Use it to represent the 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, when using on a dark 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.

White

Light gray

Dark gray

Dark blue

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 icon, the color of all product 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
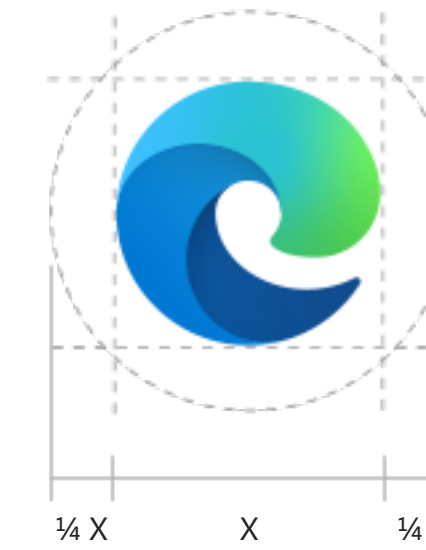

0.16 in. / 4.23 mm / 16 px

0.16 in. / 4.23 mm / 16 px
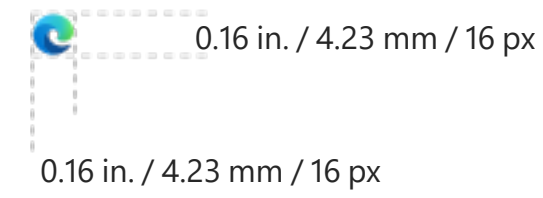
Note: Product icons under 33 pixels in size which have a square letter tile in them use a specially enlarged icon tile and shadow.

Minimum clear space
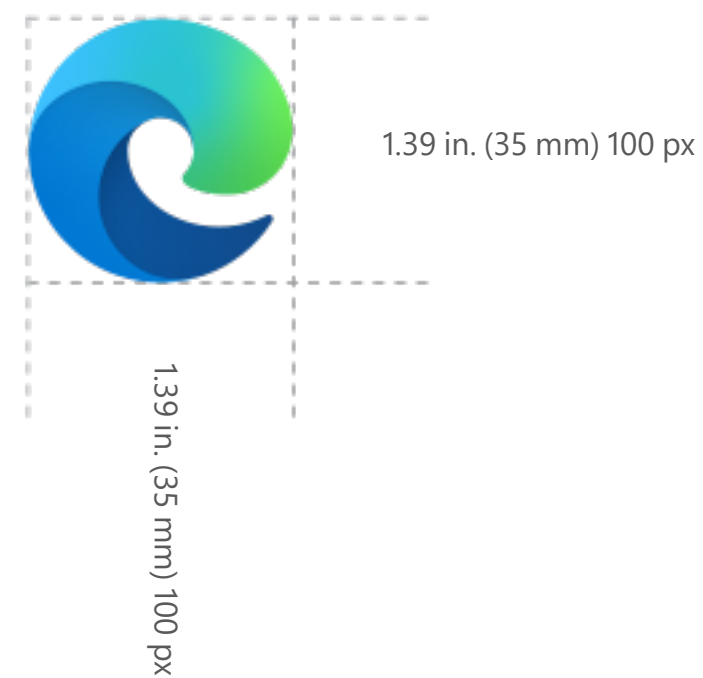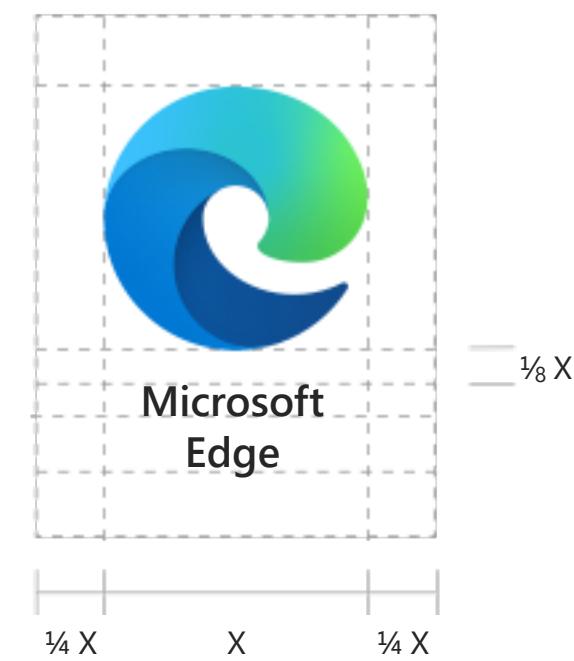

½ X   X   ½ X

Suggested bounding space

¼ X   X   ¼ X

Maximum icon size

1.39 in. (35 mm) 100 px

1.39 in. (35 mm) 100 px

Minimum clear space with name

⅛ X

Microsoft
Edge

¼ X   X   ¼ X

Logo and icon guidance

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.