

DirectX 12

Logo Guidelines

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Our logo

Our DirectX 12 logo is our brand symbol and is designed to work together in a horizontal or vertical lockup.

Trademark symbols

Logos provided without trademark symbols (™ and ®) should be used in marketing materials only. Trademark symbols are still required in certain places in and on product, and on product packaging.

For more information, email:

TBD

Horizontal logotype

DirectX 12

Vertical logotype

DirectX
12

Logo tile



Logo color

The color positive logo is the primary version of the logo and is always preferred. Use the positive version on light or white backgrounds.

The reverse logo may be used on color backgrounds, as well as dark areas within photographs.

Green

R16 G124 B16
Hex #107C10
C75 M0 Y100 K0
PMS 362

Color positive

DirectX 12

Reverse on PMS 362

DirectX 12

Color positive

DirectX
12

Reverse on PMS 362

DirectX
12

Clear space and minimum size

Clear space

We respect the horizontal logo by giving it some space. The preferred clear space is equivalent to the cap-height of the "X".

Minimum size

In print, the logo should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

Clear space



Minimum size

DirectX 12

1" (25mm) / 70 px

Clear space and minimum size

Clear space

We respect the vertical logo by giving it some space. The preferred clear space is equivalent to the cap-height of the "X".

Minimum size

In print, the logo should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

Clear space



Minimum size

DirectX
12

1" (25mm) / 70 px

Clear space and minimum size

Clear space

We respect the logo tile by giving it some space. The preferred clear space is equivalent to the cap-height of the "X".

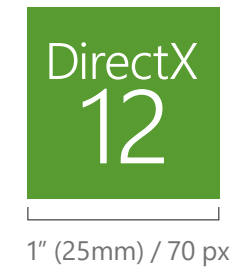
Minimum size

In print, the logo should never appear smaller than 1" (25 mm). On-screen, it must appear at least 70 pixels wide.

Clear space



Minimum size



Logo restrictions



DON'T use a color logo on a color background. Color logos are used on white backgrounds; white logos are used on color backgrounds.



DON'T create your own Windows 10 lockup



DON'T create a gradient logo.



DON'T change the angle or rotation of the symbol or logotype.



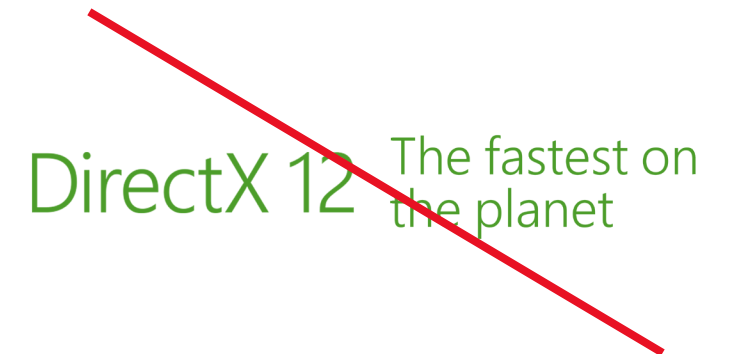
DON'T create a drop-shadow logo



DON'T rearrange the logo elements.



DON'T create a multi-color logo.



DON'T create a lockup of the logo with type.



Thank you.

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our Microsoft communications will be stronger for it.

Brand Central has additional resources and guidance on the entire Microsoft brand. And if you ever have questions about our visual identity and its application in design, don't hesitate to contact Help Center.

[➔ Brand Central](#)