

Brand Guidelines

Please read this page before starting

Before we dive into how to express the Windows Brand, let's take a moment to highlight our story.

It's pretty simple: **We're for doing. Always have been, always will be.**

Let's expand this a little more for you—we're for the people out there, who want to set their ideas into action—we call them the doers. We empower these people, no matter who, or where they are, to do great things.

So as you market Windows, please create great stories that focus around 'doing on Windows'—and in doing so your marketing will align powerfully with the way the Windows team will be marketing Windows. We'll be maximizing our spend.

If we all repeat this simple story enough, then this idea of 'Windows being for doing'—will become as familiar to people as the Windows logo.

The following guidelines will cover everything you need—from identity elements to visual examples—to tell our brand story.

Contents

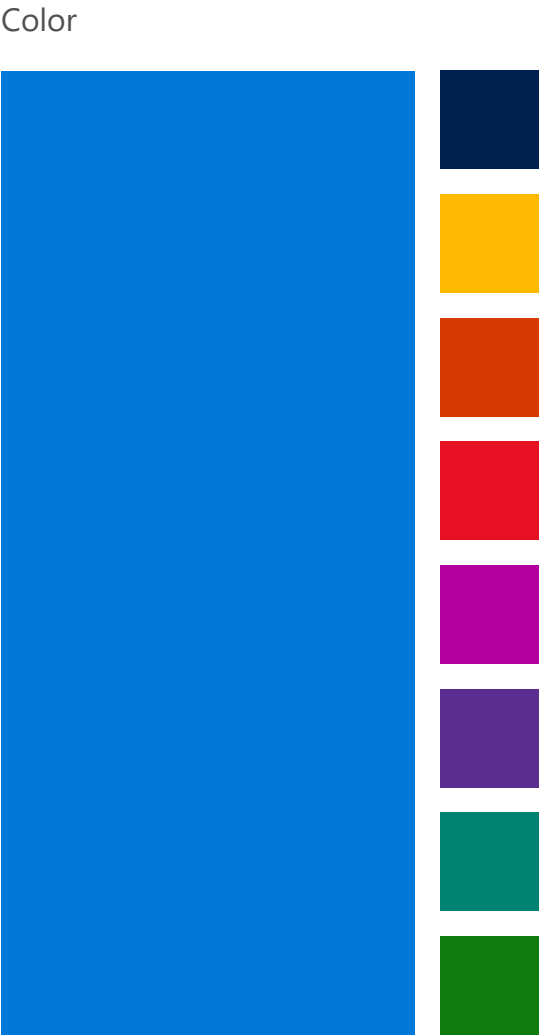
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Our shared elements unite us.



Segoe Pro Semilight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Brand Personality

Authentic

Our experience is truly personal, so let's bring the Windows story to life in a way that feels real and relatable. Don't market it beyond what it is, and never oversell, or over-promise.

Inviting

We're for the doers, the folks that are eager to put their ideas into action. Let's invite them in to where doing gets done in an active and welcoming tone.

Optimistic

Our quest is inherently optimistic—we believe that individuals should be empowered with great tools—so that they are never limited in anything they want to do. And so our storytelling should always exude an optimistic tonality.

Energetic

Doing is active. Our stories should always capture a feeling of energy—leaving the reader or viewer energized and inspired to do great things.

Authentic

Inviting

Optimistic

Energetic

“Do great things.” usage guidance

“Do great things.” is at the heart of the Windows and Microsoft first party devices brands. Because of this there are guidelines you must follow around its use.

The phrase “Do great things.” grows out of a fundamental truth about our operating system and devices - that is, they empower people of action around the world to do great things (big or small).

As an encouraging brand, we want to provide both the tools and the motivation for people to achieve their individual greatness. Because of this, we always want to leave our consumers with the thought that they can do great things. For this reason, “Do great things.” is always placed at the end of copy as a rallying cry, a powerful and motivating call to action.

Proper usage

When including our brand line in Windows and Microsoft first party branded materials, “Do great things.” must always be used as a sign-off after the subhead or copy.

“Do great things.” is a standalone thought, and should not be used any other way.

The proper capitalization and punctuation of the brand line is “Do great things.” Use only the Segoe font and match the size and weight of the adjacent type.

When using the brand line as a hashtag, the correct capitalization and punctuation is “#DoGreatThings”.

See example of proper usage.

Proper usage in ad



Proper usage as hashtag



Improper usage

Our brand line “Do great things.” should never be used as anything but a standalone thought:

- It is not a headline.
- It should not begin a sentence.
- It should not be used in the middle of a sentence.
- It should not end a sentence.

Never include “Do great things.” on co-branded marketing materials when the partner brand is leading.

“Do great things.” should never be attached to the Windows logo and treated as a lockup.

See examples of improper usage.

Improper usage in ads



Improper usage as lockup

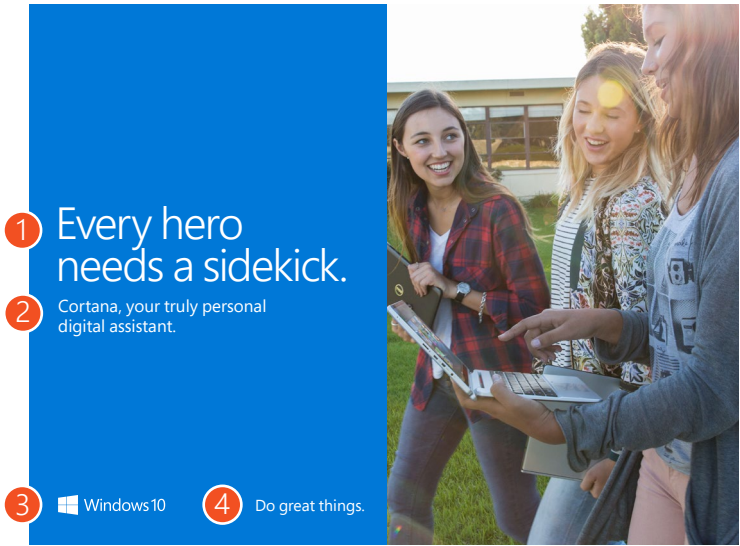


Retail usage guidance for “Do great things” and “The best Windows ever.”

The Windows brand allows people to do great things. Windows 10, our current release, is the best Windows ever. We express both of these thoughts in marketing, and we prioritize them in the following ways:

Brand poster - 30’ level

When we are creating and rallying fans to the Windows brand we use the tagline: “Do great things.” In most cases these communications will have more lifestyle-type photography.



- 1. Headline: Relates to the feature we want to highlight.
- 2. Body copy: Describes the feature.
- 3. Logo
- 4. Tagline: Do great things.

Retail fixture - 10’ level

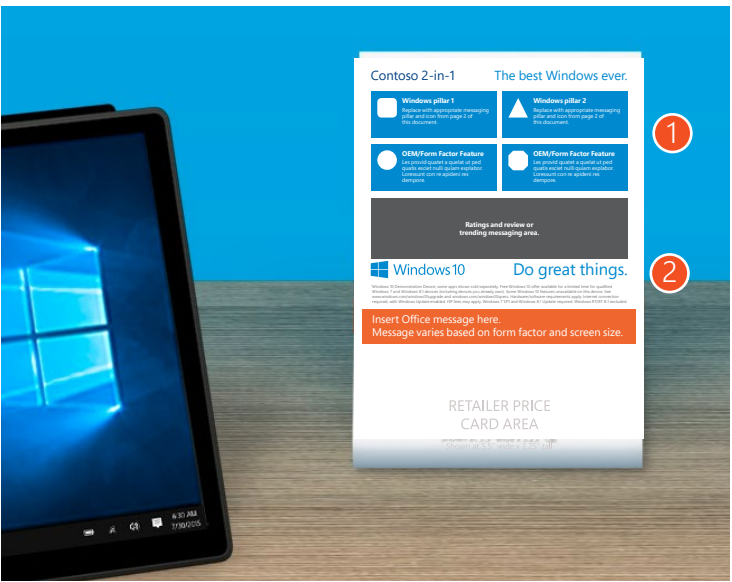
When we are at retail communicating to consumers in the consideration phase we use the tagline: “The best Windows ever.” These tend to have more product-focused photography and generally get into deeper product specifics as consumers are closer to a purchase decision.



- 1. Headline: Relates to the feature we want to highlight.
- 2. Logo
- 3. Tagline: The best Windows ever.

Fact tag - 2’ level

Additional details about the device and features exist at this level, written through the “doing” lens, and ending with the tagline: Do great things.



- 1. Device/feature details.
- 2. Tagline: Do great things.

Photography

Our photography captures people of action doing great things—in doing so, it has an inherent active and authentic feel to it.

➔ [email windowsbrand@microsoft.com](mailto:windowsbrand@microsoft.com) for photos



Visual principles—how we look.

Show activity. Always.

Windows is for people who do. Because of this, always show people in action...you know...doing things.

Empower people.

Show people how Windows helps them do things that matter to them. It's that simple.

Take them on a journey.

People like stories. So have visuals that tell a story and make people feel something.

Show products that enable doers.

Don't show products just for the sake of showing products. Make them part of the story you're telling (and make that story about doing).

Make brand-informed decisions.

Always think, "what's right for the brand?" This helps consistency which helps consumers understand Windows.

Do blue.

Simple, right? Blue. It's a huge part of our story.

Show activity. Always.
Empower people.
Take them on a journey.
Show products that enable doers.
Make brand-informed decisions.
Do blue.







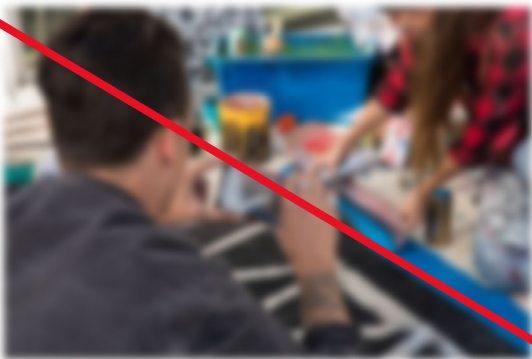
Don't skew



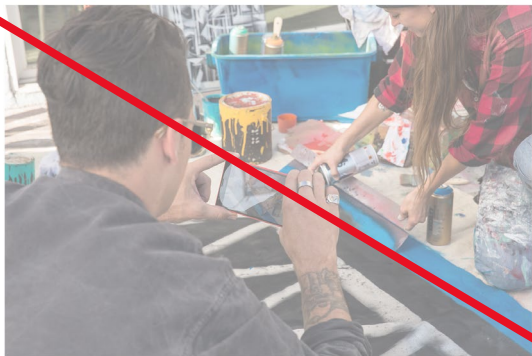
Don't stretch



Don't rotate



Don't blur



Don't mess with transparency



Don't make them black and white



Don't add gradients



Don't adjust color tones



Don't use outdated photography

Tone of voice

We're for people who do—so our voice is energetic and authentic. We sound like a person, not a corporation. We use familiar, everyday language and sometimes we twist it in fun and unexpected ways.

HOW DO YOU DO #	EASIER DONE, THAN SAID #	MAKE IT HAPPEN #
WHERE DOING GETS DONE #	DO EPIC # AW	WELL DONE #
DO IS IN OUR NAME, AND DOING IS WHAT WE'RE FOR #	THINGS TO DO #	We all get the same 24hrs # DH
THERE'S DREAMERS AND THERE'S DOERS #	You CAN DO IT # CA	I'll sleep when I'm dead # AG
Done #	NO CAN DO #	I DO #
ADORE #	DO BE DO BE DO # FS	YOU READ WHAT YOU DO #
DON'T #	SWODNIW # AT	

Headlines—do clever.

Introdosing Windows 10.

Buy one. Get 10 Free.

Looks like Windows 7.
Performs like a 10.

Introducing Cortana.
Every hero needs a sidekick.

Viva la do.

We're for doing.

How do you do?

Better done than said.

Where there's a will.

~~Can't.~~

~~Won't.~~

~~No.~~

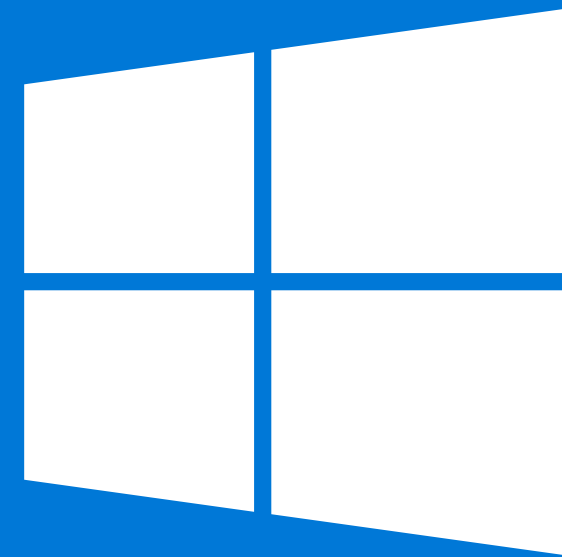
~~Don't.~~

Logo

Our logo is a window—and an iconic symbol known the world over. This symbol has an active feeling to it, representing a person's unique perspective on their world.

When the conversation is specific to Windows 10 or highlighting Windows 10 specific features, always use the Windows 10 logo lockup.

When communicating general Windows brand information use the Windows logo with no version attached.



Our logo

Our Windows logo is our brand symbol, and stands for a person’s unique perspective on their world. Our logo includes our symbol and logotype, designed to work together in a horizontal 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 trademark information, email:
[➔ http://www.microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx](http://www.microsoft.com/en-us/legal/intellectualproperty/Trademarks/EN-US.aspx)

For more general information, email:
[➔ windowsbrand@microsoft.com](mailto:windowsbrand@microsoft.com)



Logo with version

Logo color

The color 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.

Color positive



Color positive



Reverse



Reverse



Logo color

The color 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.

Color positive



Color positive



Reverse



Reverse



Clear space and minimum size

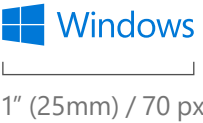
Clear space
We respect the logo by giving it some space. The preferred clear space is equivalent to the height of the symbol.

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



Clear space and minimum size

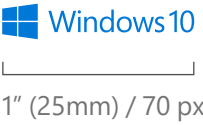
Clear space
We respect the logo by giving it some space. The preferred clear space is equivalent to the height of the symbol.

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-size/version selection layout

Select the appropriate logo size by determining the height required for your layout. Each logo size may be scaled up within the specified ranges only.

Measurements are based on the height of the Windows symbol.



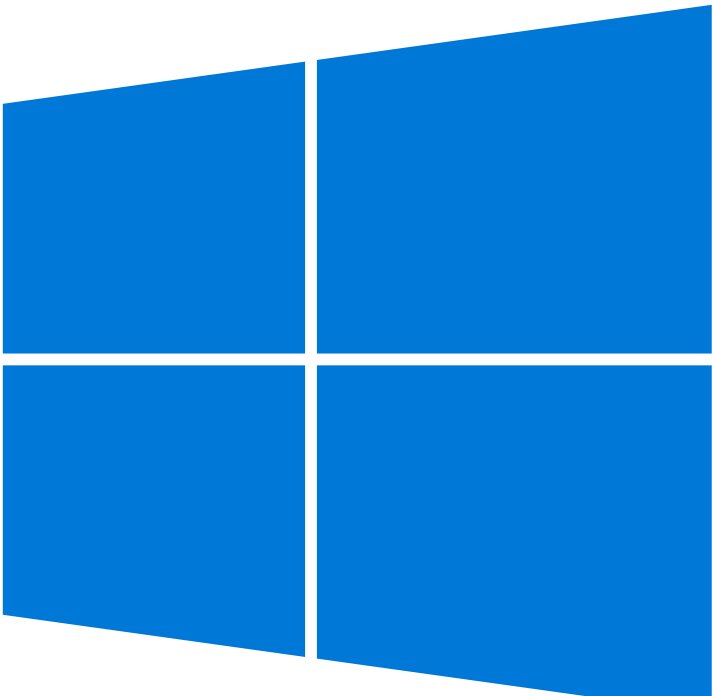
Small
Scale height between:
0.2 – 0.399"
5 – 9.99 mm
14 – 28 pixels



Medium
Scale height between:
0.4 – 2.99"
10 – 75.99 mm
29 – 215 pixels



Display
Scale height between:
3" and larger
76 mm and larger
216 pixels and larger



Logo-size/version selection layout

Select the appropriate logo size by determining the height required for your layout. Each logo size may be scaled up within the specified ranges only.

Measurements are based on the height of the Windows symbol.



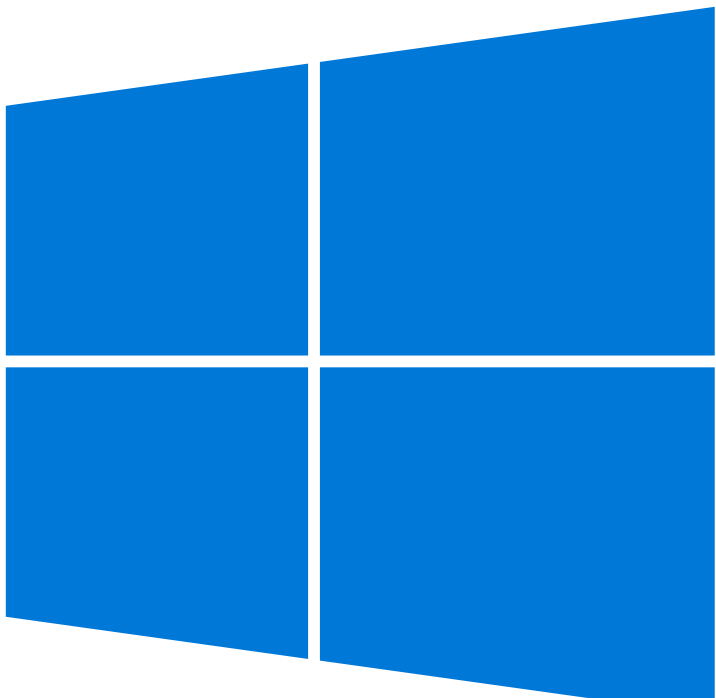
Small
Scale height between:
0.2 – 0.399"
5 – 9.99 mm
14 – 28 pixels



Medium
Scale height between:
0.4 – 2.99"
10 – 75.99 mm
29 – 215 pixels



Display
Scale height between:
3" and larger
76 mm and larger
216 pixels and larger



We use the full-color Microsoft logo on every communication

Use the full-color Microsoft logo with a color or reversed product logo. The height of the capital letter M in the Microsoft logo can be anywhere between 50 percent and 100 percent of the height of the capital letters in the product logo. However, the preferred relationship is to size the Microsoft logo between 75 and 100 percent of the product logo.

*Preferred sizes

100%*



75%*



50%



We use the full-color Microsoft logo on every communication

Use the full-color Microsoft logo with a color or reversed product logo. The height of the capital letter M in the Microsoft logo can be anywhere between 50 percent and 100 percent of the height of the capital letters in the product logo. However, the preferred relationship is to size the Microsoft logo between 75 and 100 percent of the product logo.

*Preferred sizes

100%*



75%*



50%

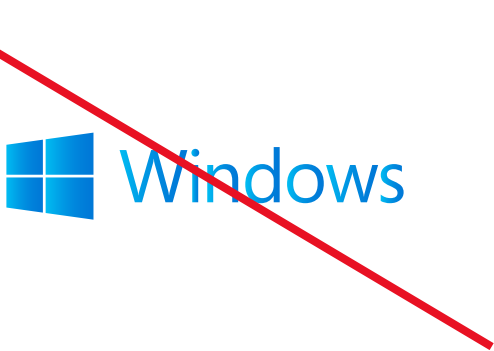




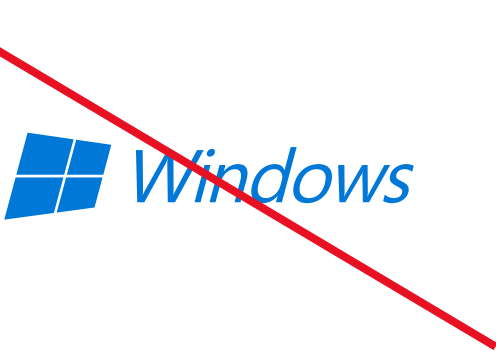
DON'T use a color logo on a color background. Color logos are used on white backgrounds; white logos are used on color backgrounds.



DON'T create your own Windows 10 lockup



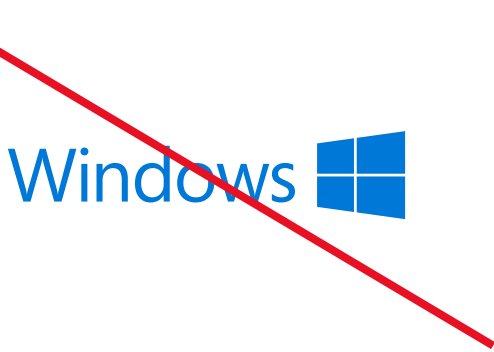
DON'T create a gradient logo.



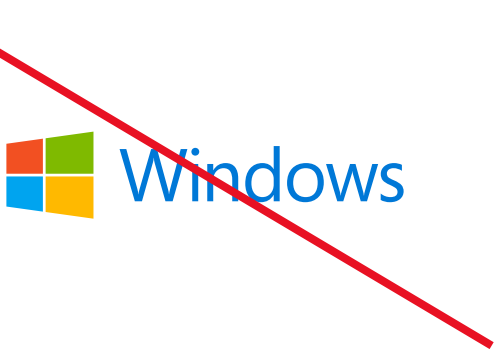
DON'T change the angle or rotation of the symbol or logotype.



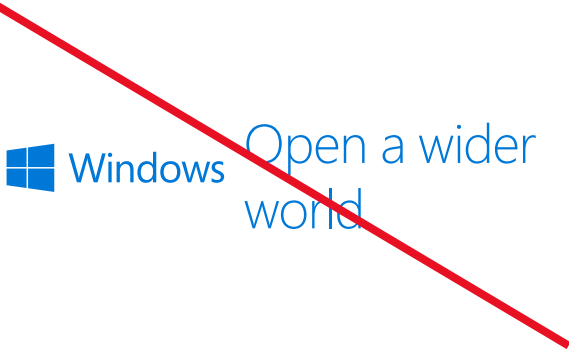
DON'T create a drop-shadow logo



DON'T rearrange the logo elements.



DON'T create a multi-color logo.



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



DON'T replace any part of the Windows logo with imagery of any kind.

Referencing the Windows product name

In text such as headlines and body copy, OEMs should reference all Windows Products as “Windows 10”, except Windows 10 Mobile. Windows 10 Mobile should be referenced as “Windows 10 Mobile”.

In body copy, OEMs may only reference the specific Windows Product name when delivering system specification that are exclusive to the particular Product. The following product names may be referenced:

- Windows 10 Home
- Windows 10 Pro
- Windows 10 Mobile

In Line Lists, the specific SKU must be defined. The following product names may be referenced:

- Windows 10 Home
- Windows 10 Pro
- Windows 10 Mobile

Enterprise product may be referenced as follows, and only in conjunction with the product preinstalled on the Device:

- Windows 10 Pro (Windows 10 Enterprise available with a Volume Licensing Agreement)
- Windows 10 Mobile (Windows 10 Mobile Enterprise available with a Volume Licensing Agreement)

Referencing the Windows product name Do's and Don'ts

Do

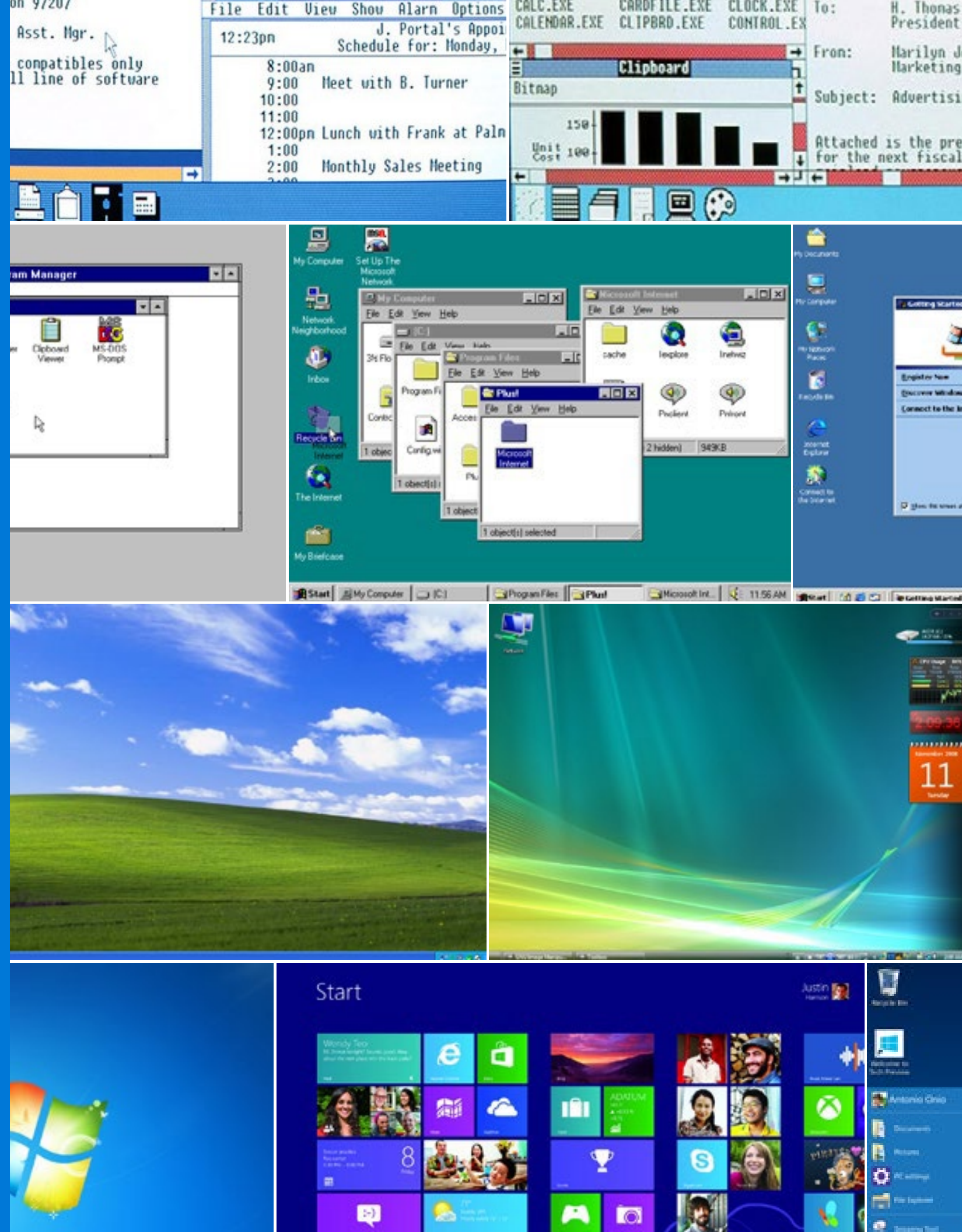
- ✓ All words must start with a capitalized letter except for prepositions, such as with and for. Do not state "windows 10". Windows operating system must start with a capitalized letter in a Line List.
- ✓ Include spacing where applicable. Do not state "Windows10".
- ✓ The full Windows Product name must appear on the same line and must never be split or word-wrapped.
- ✓ Always use the numeral 10. Do not spell out "ten". The number 10 must not be localized in writing. Within a given market, the number 10 should be pronounced in the same manner that the version numbers are typically pronounced in other Microsoft Products, such as "Internet Explorer 11".
- ✓ Where you include a trademark footnote to give notice of your own trademarks or third-party trademarks, you must add the following wording to the trademark footnote when referring to Windows 10 "All other trademarks are the property of their respective owners."
- ✓ Do reference PCs as:
 - a Windows 10 PC / Windows 10 PC's OR
 - PC's with/running Windows 10 OR
 - PC's with/running Windows 10 Home edition
- ✓ Do reference phones as:
 - a Windows 10 phone/Windows 10 phones OR
 - phones with/running Windows 10 OR
 - phones Windows 10 Mobile edition (Note: Windows Phone can only be used for phones using previous generations of Windows)

Do not

- ✗ Never refer to the Product simply as: 10. Windows must always be included in the Product name.
- ✗ Never abbreviate Windows 10. For example, do not state:
 - Win 10"
 - "W 10"
 - "Win 10 Pro"
- ✗ Windows 10 Mobile must not be referenced as "Windows Phone."
- ✗ Do not include Microsoft in the name. The Product is Windows 10, not Microsoft Windows 10.
- ✗ Do not use Windows 10 in the possessive (e.g. do not state "Windows 10's security features are impressive". State "The security features of Windows 10 are impressive".
- ✗ Do not use Windows 10 Home PC
- ✗ Do not use Windows Phone 10 OR Windows 10 Phone.

Color

Our color, blue, has been a consistent part of our heritage—in both product and marketing. It has a strong association with our brand in hundreds of countries. It's the color of possibility—icon of open skies and endless seas.



Color palette

Windows is blue.

Accessibility requirements

The appropriate use of color helps make sure all of our customers can access and understand Microsoft communications, regardless of their abilities. Avoid relying on color alone to convey information. Always provide text or other graphical cues to guide customers to our message.

Type and background combinations must exceed a 4.5:1 contrast ratio for accessibility. The color palette at right demonstrates the correct color and type combinations for use on-screen.

For more information on accessibility, email:

[→ windowsbrand@microsoft.com](mailto:windowsbrand@microsoft.com)

Blue

R0 G120 B215

Hex #0078D7

C100 M30 Y0 K0

PMS 3005

Dark Blue

R0 G32 B80

Hex #002050

C100 M75 Y0 K35

PMS 288

Yellow

R255 G185 B0

Hex #FFB900

C0 M25 Y100 K0

PMS 124 C, 7406 U

Orange

R216 G59 B1

Hex #D83B01

C0 M75 Y100 K0

PMS 166

Red

R232 G17 B35

Hex #E81123

C0 M100 Y100 K0

PMS 185

Magenta

R180 G0 B158

Hex #B4009E

C25 M100 Y0 K0

PMS 241

Purple

R92 G45 B145

Hex #5C2D91

C80 M100 Y0 K0

PMS 268

Teal

R0 G130 B114

Hex #008272

C100 M0 Y50 K25

PMS 3295

Green

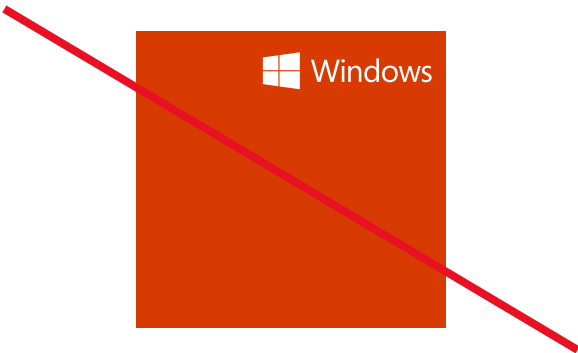
R16 G124 B16

Hex #107C10

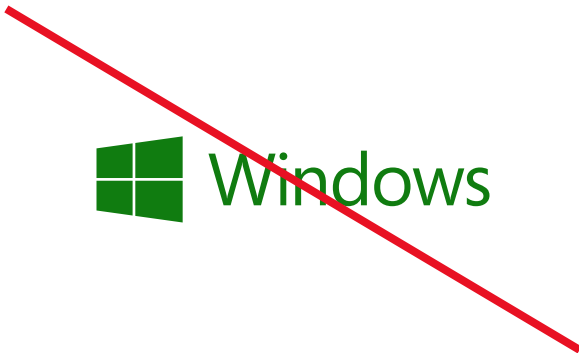
C75 M0 Y100 K0

PMS 362

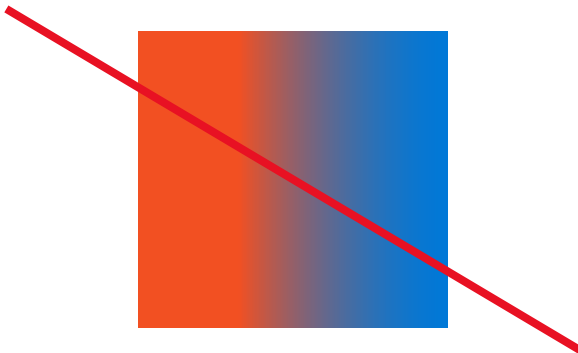
Color don'ts



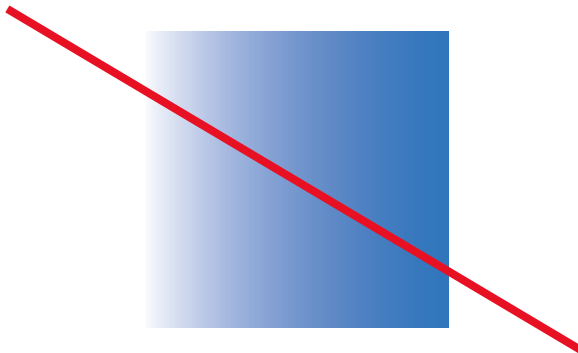
Don't lead with accent colors



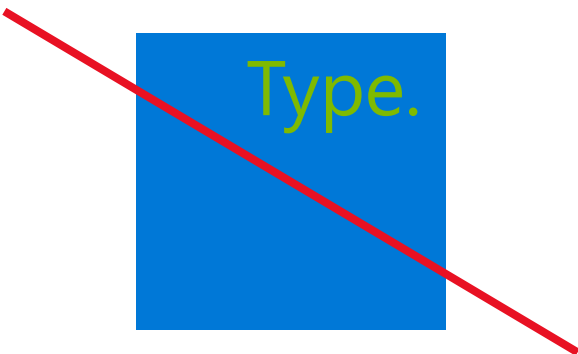
Don't color the logo with accent colors



Don't blend colors



Don't use gradients



Don't use color type on color background



Don't use color type on photography

Type

Our typeface is unique to the Windows brand. Its curved and organic feel was deliberately crafted to reflect a love of that which makes us human.



Our typeface

Keep it simple.
Limit type sizes to three.
Keep it flush left.
Use sentence case.

We use Segoe, a completely custom type family created for Microsoft that has become a long-standing core element of our visual identity.

Segoe UI is the font that’s used for on-screen and digital executions. Segoe Pro is the font that’s used for print and graphic executions.

Segoe Pro Semilight is our primary weight and should be used for all dominant typographic messaging, such as headlines, set in 24 pt type or larger.

Segoe Pro Regular is our secondary weight. It should be used for all supporting type, set in 23 pt type or smaller.

For access to the Segoe font family, email:

[→ windowsbrand@microsoft.com](mailto:windowsbrand@microsoft.com)

Segoe UI

Use for on-screen (e.g. PowerPoint, email, websites).

Segoe UI Semilight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Segoe UI Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Segoe UI Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Segoe Pro

Use for all print applications.

Segoe Pro Semilight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Segoe Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Segoe Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

Using type

Size and weight

- Limit type to no more than three sizes.
- Use Semilight for large headlines.
- Use Regular or Semibold for increased legibility at small sizes or over backgrounds.
- Use Semibold or Regular for subheads, but not for headlines.

Case

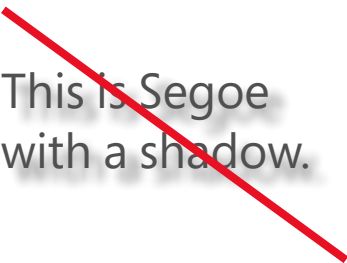
- Sentence case is our standard for all communications.
- Use all-uppercase sparingly—for titles, short headings, or subheadings, and never for full paragraphs.
- Don’t use all-lowercase type.

Justification

- Type should always be set flush left, ragged right.
- Segoe should never be justified or centered.
- Avoid widows, orphans, and lines that end with hyphens.

Text style	Line spacing	Letter spacing*
Body text (Segoe Regular <8–14 pt)	120% minimum	0
Subhead text (Segoe Regular or Semibold 14–24 pt)	110% minimum	-15
Headline text (Segoe Semilight 24 pt and above)	120% maximum	-15
Highlight text (Segoe Semibold 24 pt and above)	120% maximum	-15

* Segoe is designed so that letter spacing and word spacing are set by default to 0. When text is larger, spacing will need to be adjusted. Make sure that letters never touch one another.



Don't add drop shadows to type.



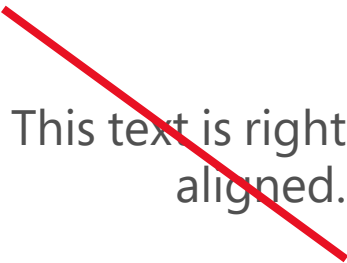
Avoid widows (words by themselves on a line) shorter than seven characters.



Avoid using all-uppercase letters in typography.



Don't kern type too tightly or loosely.



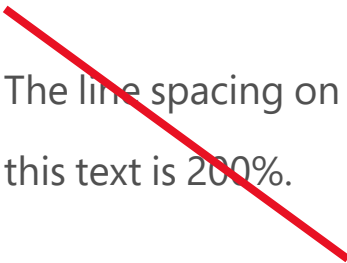
Avoid right-aligned type.



Don't stretch type.



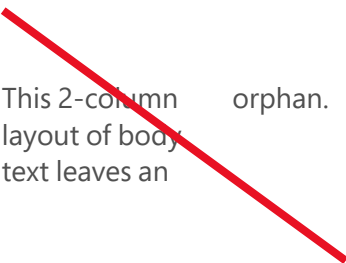
Don't compress type. A condensed version of Segoe is available if needed for space-constrained situations.



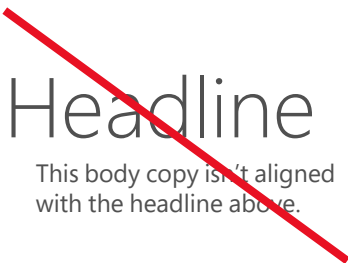
Avoid loose line spacing.



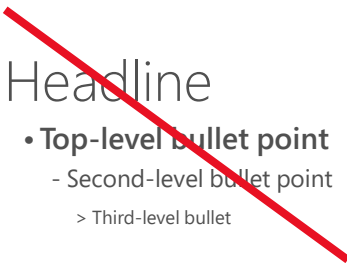
Don't use more than one or two type styles in close proximity, and try to follow the rule of three type sizes per page layout.



Don't leave orphans in your type. (An orphan is a lone word at the top of a page or column.)



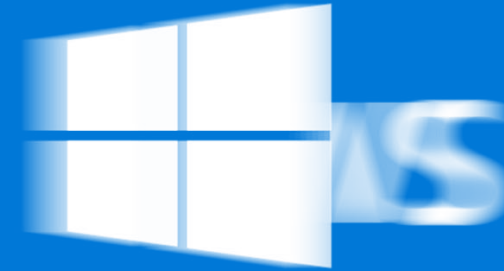
Avoid staggering the alignment of typographic elements.



Avoid excessive layering of bullets. Use as few bullets as possible, and try to stick to one or two levels at most.

Motion

Our motion style across all of our materials is fluid and energetic. It's deeply inspired by the beauty of our responsive UI.



Motion details

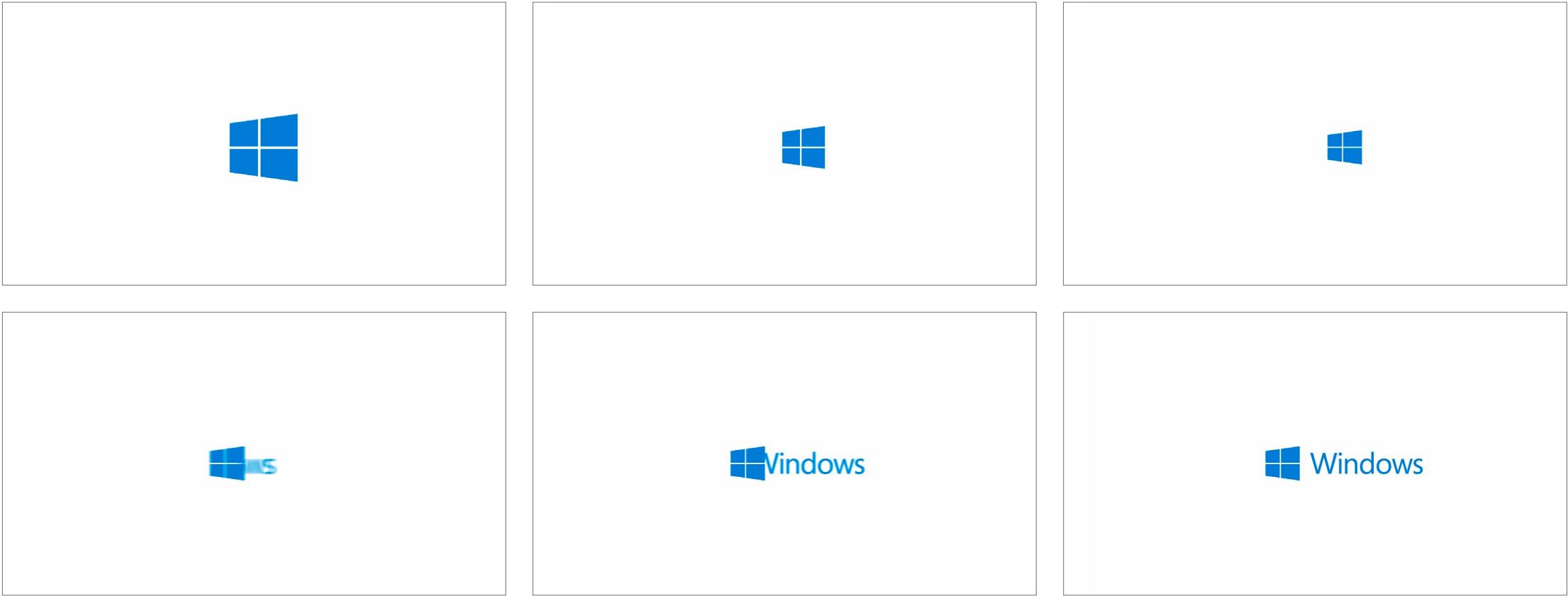
Windows in motion

Motion should first and foremost be practical. It should orient users with clarity and conviction. It must fundamentally improve, not merely embellish, our experience and interactions.

Motion doesn't just animate things. It guides people, with intention and precision. These are the principles that are used by motion designers while designing the Windows UI, and they should also be inherent in every other animation no matter what the application (broadcast or web, 3D animated devices or on screen text). The use of natural easing curves to gracefully propel an object and then elegantly bring it to a slow and organic stop is the best example of how to capture the fluid motions that exist within the UI, and bring them to life in any video/animation.

For more animation files, email:

[→ windowsbrand@microsoft.com](mailto:windowsbrand@microsoft.com)



Motion details

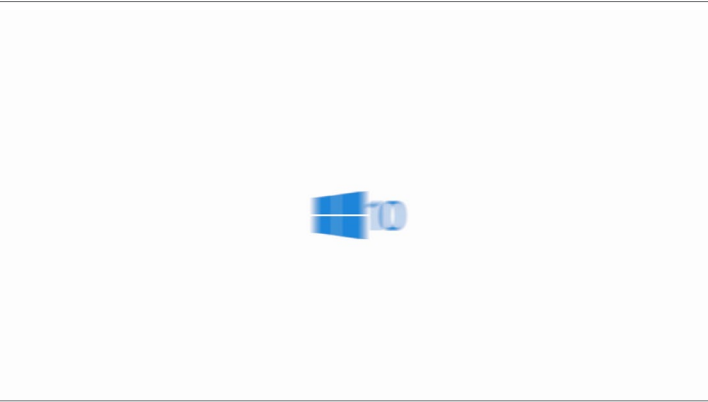
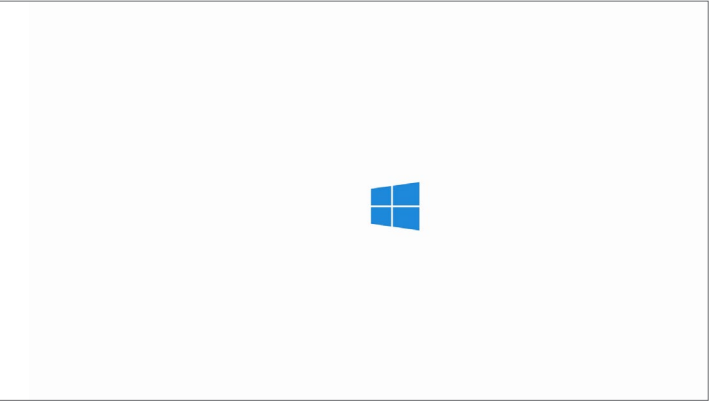
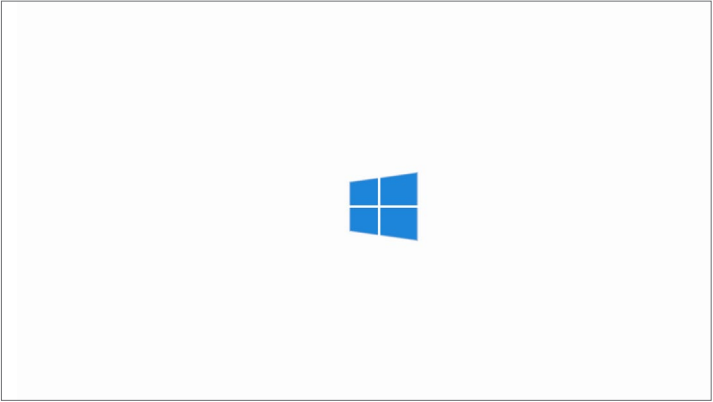
Windows 10 in motion

Motion should first and foremost be practical. It should orient users with clarity and conviction. It must fundamentally improve, not merely embellish, our experience and interactions.

Motion doesn't just animate things. It guides people, with intention and precision. These are the principles that are used by motion designers while designing the Windows UI, and they should also be inherent in every other animation no matter what the application (broadcast or web, 3D animated devices or on screen text). The use of natural easing curves to gracefully propel an object and then elegantly bring it to a slow and organic stop is the best example of how to capture the fluid motions that exist within the UI, and bring them to life in any video/animation.

For more animation files, email:

[→ windowsbrand@microsoft.com](mailto:windowsbrand@microsoft.com)



Voiceover

Our voiceovers sound like real people—not golden-throated, overly polished radio announcers. They sound believable—like your friends, neighbors and co-workers.



Voiceover Recommendations

Do

Hire people that sound like your neighbors and friends.

Hire people with a voice that has character or is unique.

Listen for vocal quality when casting—not performance (as this can be directed).

Have an idea of what you're looking for before you record.

Direct them to get what you want.

Don't

Hire people who sound like they "should be on the radio."

Hire people with perfect voices.

Be wishy-washy while directing them.

Music

Our music is always contemporary, more up-and-coming than highly established, and it's ultimately optimistic in tone.



Music Recommendations

Do

Think electronic music.

Use music that compliments your story.

Use music that builds to a conclusion.

Use music with some variations in it.

Use music that carries emotion.

Don't

Think heavy guitars.

Use music that interferes with a voiceover.

Use stock music that sounds like stock music.

Use music simply as background.

Assets

To access brand assets, please contact:
windowsbrand@microsoft.com.

Product photography

Approved renders and device photography will be available on Brand Central. If creating your own, follow the existing format:

- Use approved perspective angles only.
- Keep everything in focus.
- Use large softboxes for flat light.
- Light everything evenly.
- Avoid specular highlights.
- Have a full range of detail.
- Use a card to get a custom white balance.

For additional information, device photography style guidelines are available on Brand Central.

[➔ Brand Central](#)



Perspective angles



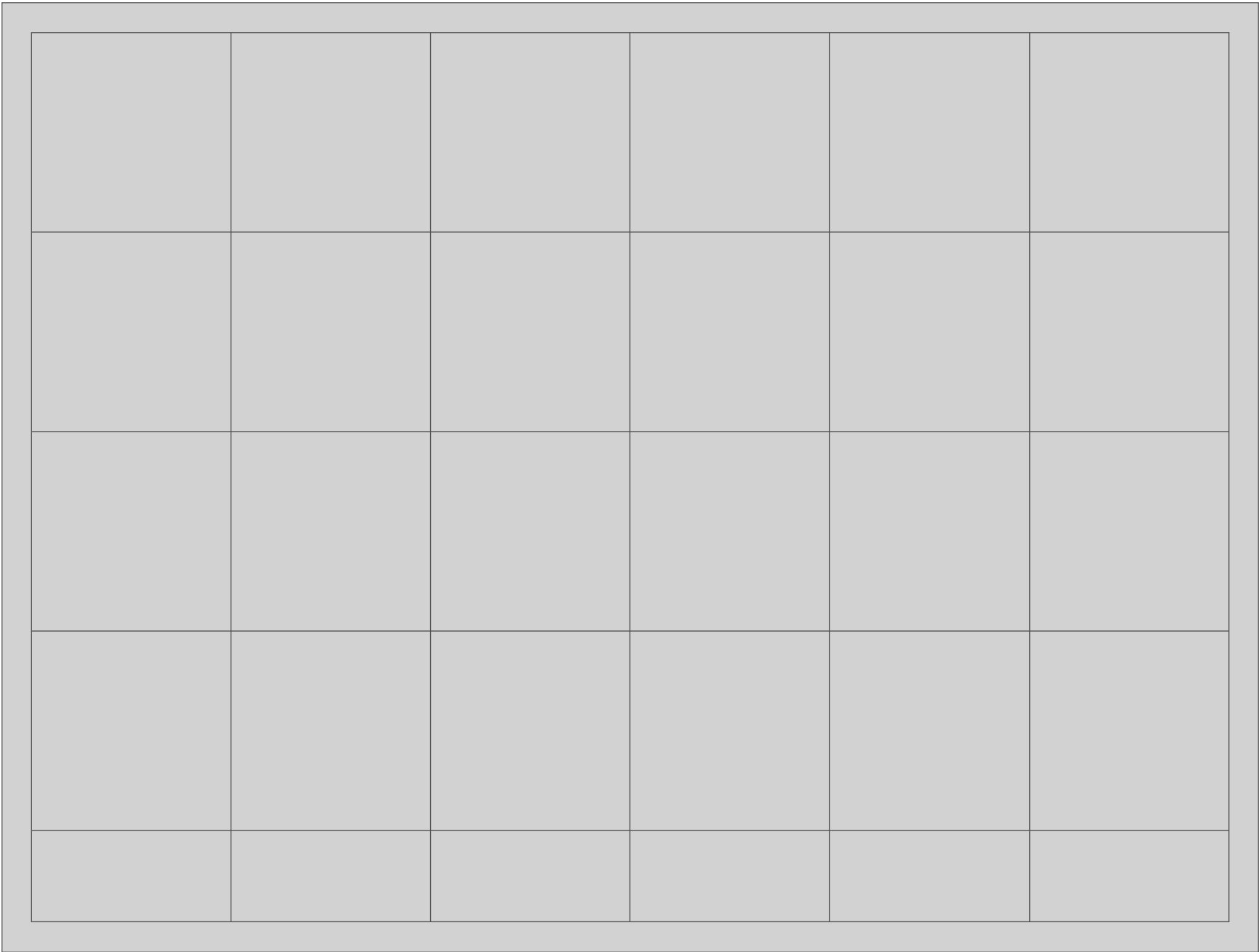
How to build an ad

Anybody who is inspired to do can build an ad.
Just follow these handy Windows ad templates.

1. Begin with a grid of squares

Using an underlying grid made of squares makes it really easy to create designs that feel like Microsoft. You may find it useful to add a margin all the way around the layout as well. Page margins should generally be equal on all sides.

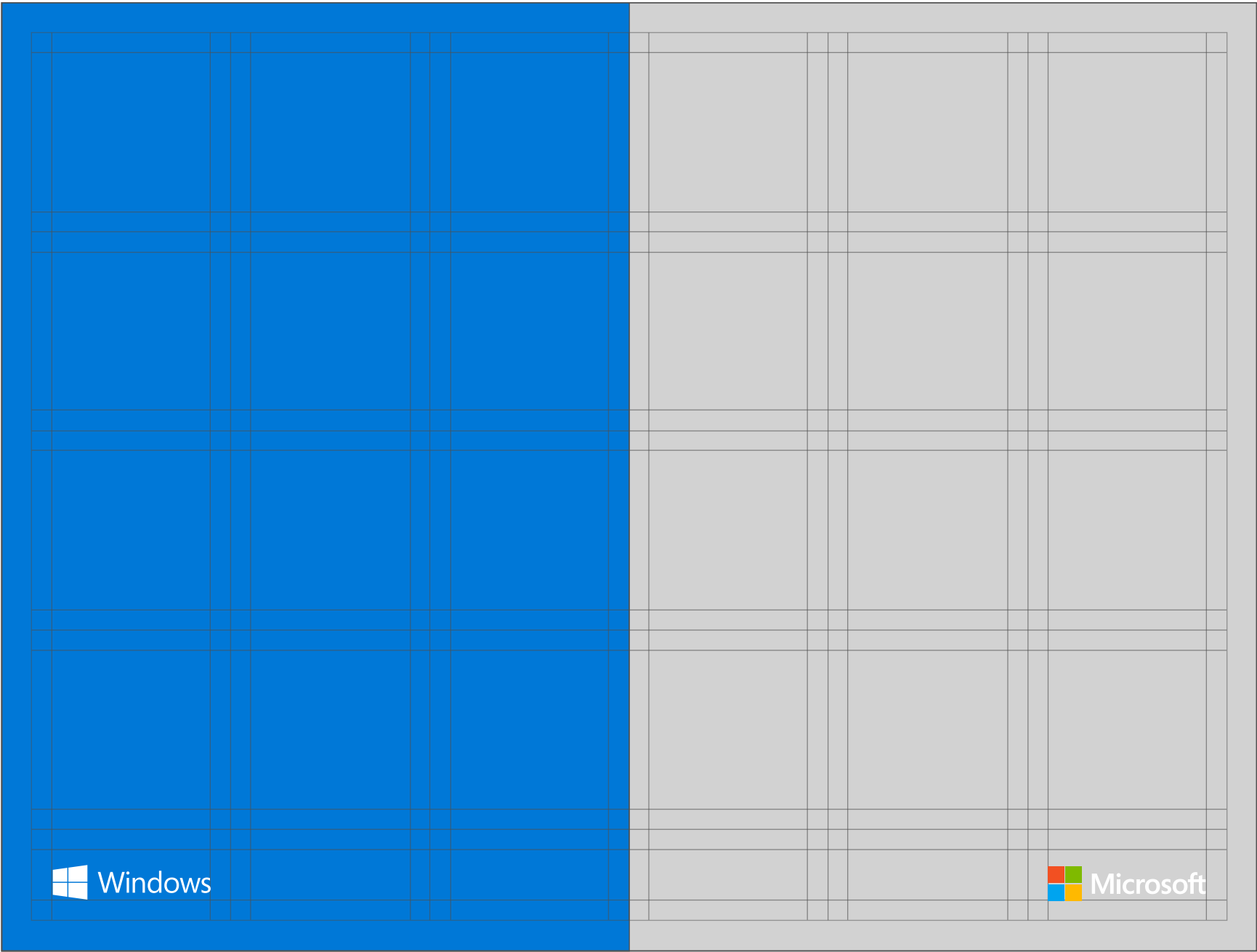
Align graphics and photography to the grid. For the alignment of text elements and the logo, create interior margins and gutters.



Note that not all page sizes will allow you to create a perfect grid of squares. In that case, continue to use a square-based grid, but allow the last row or column to be narrower than the others. —————>

2. Add color and the logos

Fill the entire grid with color or imagery, or use just a portion of the layout. The logo aligns to the same interior margins of the grid that are used for text and inset imagery.



3. Add text and imagery

Text and inset images align to the same interior margins as the logo. Remember to limit the number of type sizes to three or fewer whenever possible, and keep type flush left.



Examples

Here's a selection of what we consider to be our best in show. Let these examples inspire you to push your ideas further.

How do you do?

Introducing Windows 10.

 Windows 10

Billboard advertisement

Great relationships start with a ☺

Hello Miranda Vance

Hello Miranda Vance

Introducing Windows Hello, where you literally are the password*.
*Hardware-dependent

Windows 10

Indoor advertisement



Outdoor / indoor advertisement

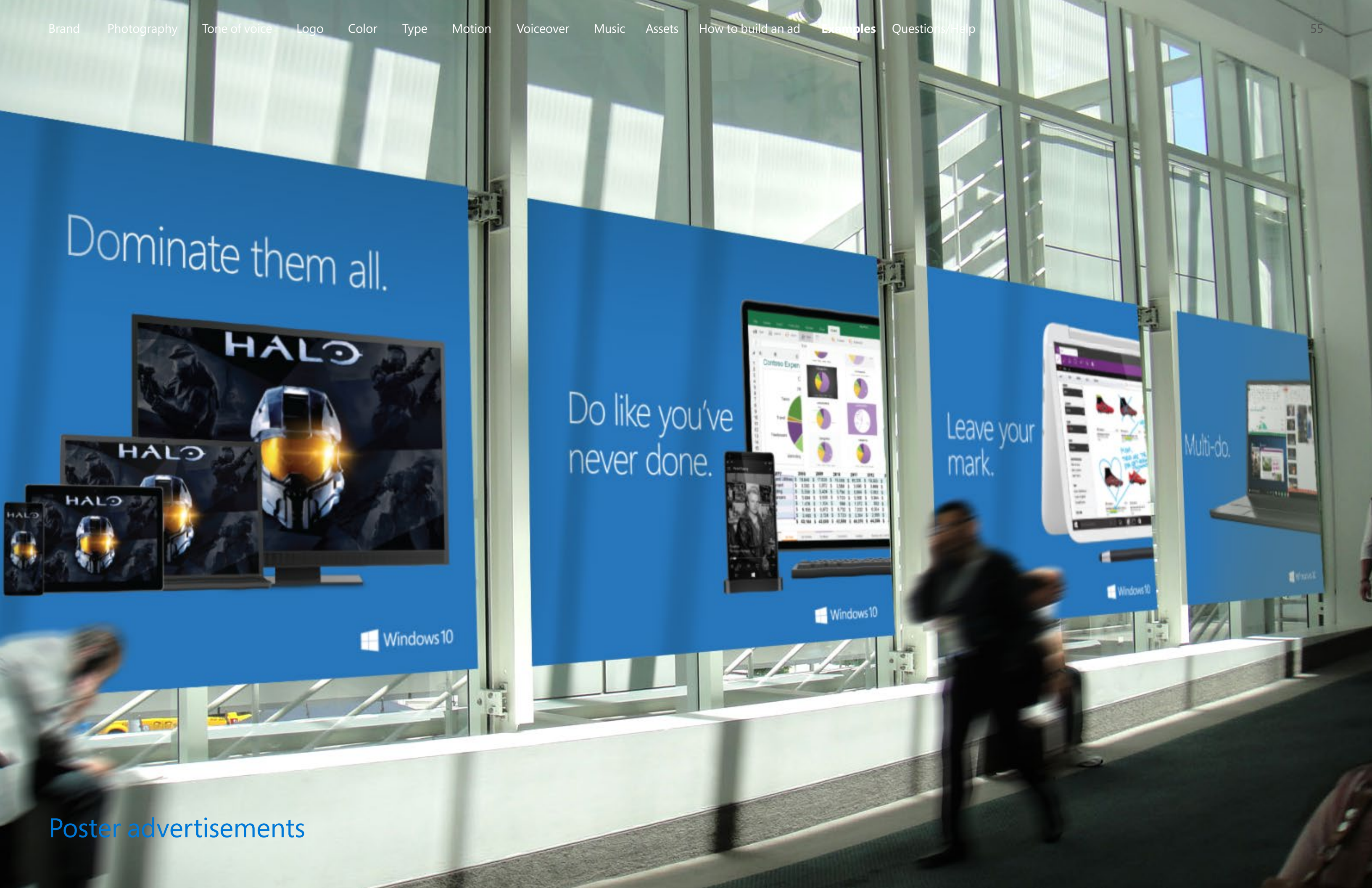
“With Windows, I can
teach people about how
to save the honeybees.”

Mikaila Ulmer, age 10
Founder, BeeSweet Lemonade
Austin, TX

windows.com/dogreatthings

 Windows 10





Dominate them all.



Windows 10

Do like you've never done.



Windows 10

Leave your mark.



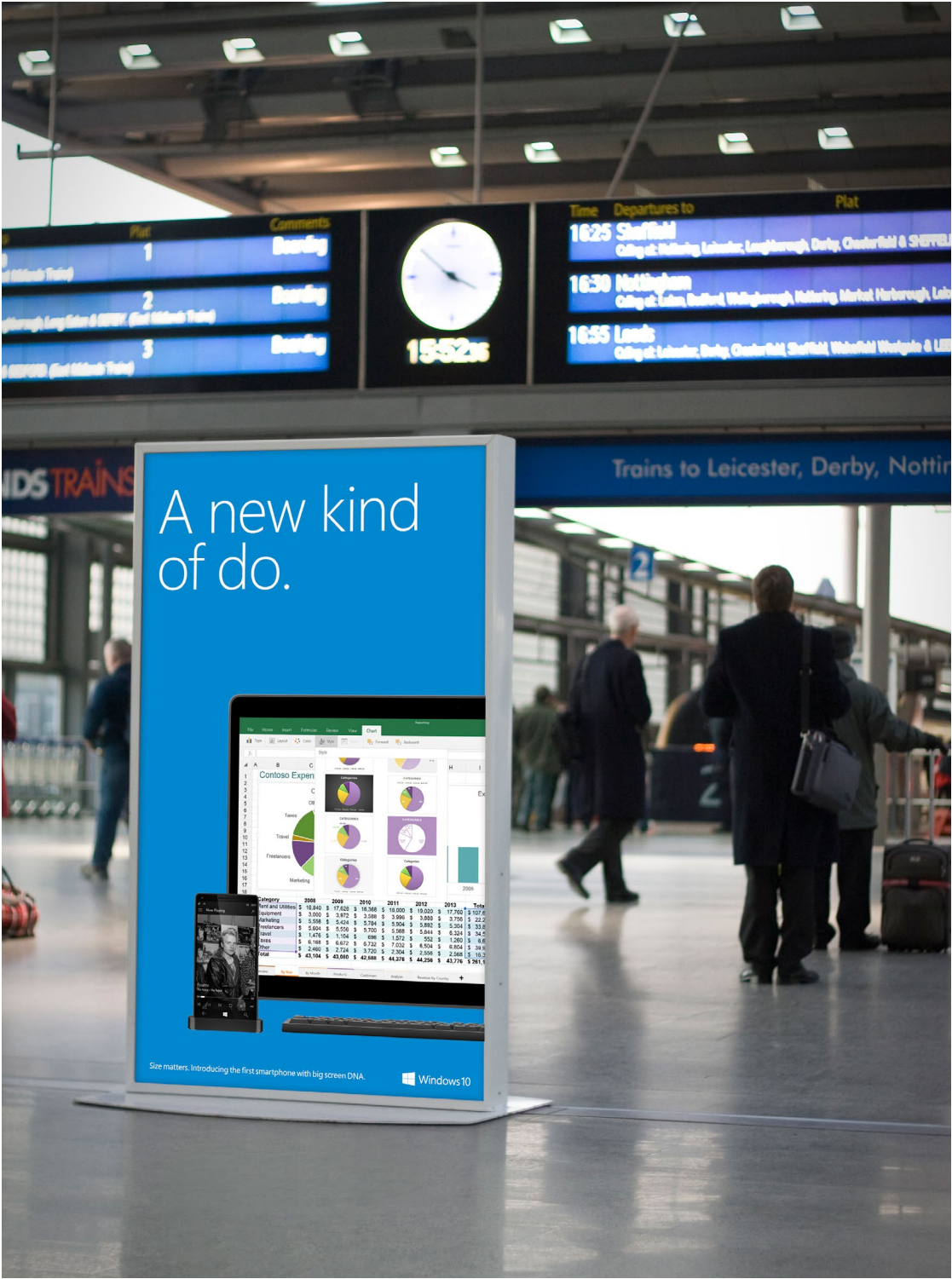
Windows 10

Multi-do.



Windows 10

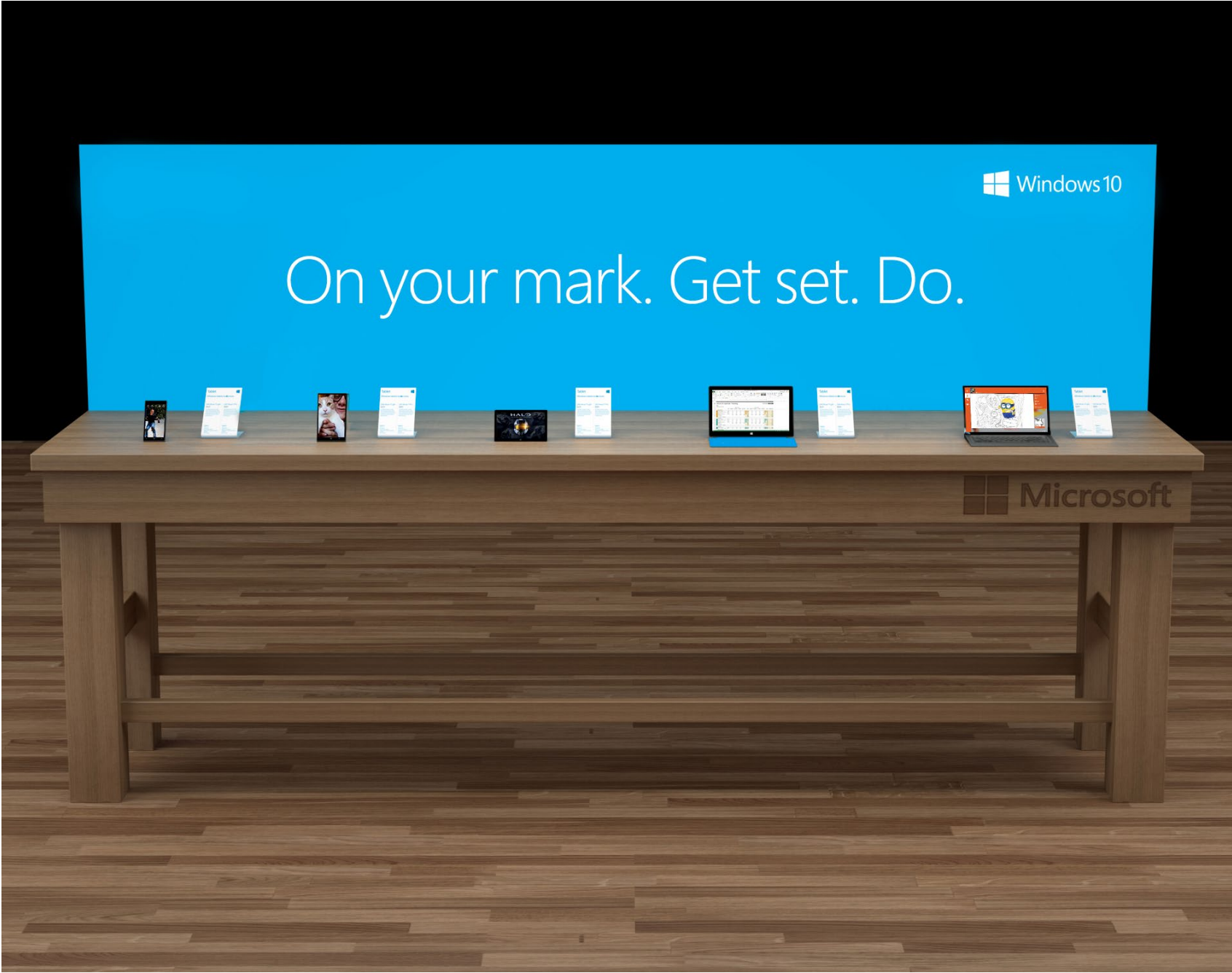
Poster advertisements



Poster advertisements



Poster advertisements



Retail environment

SECTIONS

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Windows 10

The New York Times

Wednesday, February 25, 2015 | Today's Paper | Video | 52°F | Shanghai -0.56% ↓

WorldU.S.PoliticsNew YorkBusinessOpinionTechnologyScienceHealthSportsArtsStyleFoodHomeTravelMagazineReal EstateALL

3 in Brooklyn Are Accused of Aiding the Islamic State

By MARC SANTORA and STEPHANIE CLIFFORD 6:27 PM ET

One of the men was arrested early Wednesday at Kennedy International Airport, bound for Syria, the authorities said; at least two men threatened to carry out attacks in the United States.

Criminal Complaint

A Teenager Leaves for ISIS, and 3 Girls Follow

Homeland Security Shutdown Threat Exposes G.O.P. Rift

By ASHLEY PARKER and EMMARIE HUETTEMAN

The effort to pass a funding bill for the Department of Homeland Security is a test of how House and Senate Republicans can reconcile large differences.

Obama Adviser Says Visit by Netanyahu Is 'Destructive'

NEWS ANALYSIS

Faulted as Imperial on Domestic Issues, the Opposite Abroad

By PETER BAKER

This week, President Obama and Republicans have swung between advocating a muscular assertion of executive authority and seeking to circumscribe it.

92 Comments

Obama Brings His Immigration Message to Miami

Liliane Bettencourt with the French celebrity photographer François-Marie Banier. He is accused of manipulating Mrs. Bettencourt for her fortune.

Horst Assinger/Deutsche Presse-Agentur, via European Pressphoto Agency

Kind Employer, or Conned Out of an Island

By DOREEN CARVAJAL 5:47 PM ET

The case of Liliane Bettencourt, the 92-year-old heir to the L'Oréal cosmetics fortune, has riveted France by opening a window on the private lives of the rich and contested.

FROM THE MAGAZINE

My Saga, Part 1

By KARL OVE KNAUSGAARD

The Norwegian author of the six-part autobiographical novel "My Struggle" follows the trail of the first Europeans to set foot in America. The first of two parts.

129 Comments

NEWS ANALYSIS

Why O'Reilly Isn't Going the Way of Williams

By JONATHAN MAHLER and EMILY STEEL

The profiles of Fox News and its star host rose together, making it unlikely that Bill O'Reilly will face the same fate as Brian Williams.

143 Comments

The Upstart Who Pushed Chicago's Mayor Into a Runoff

By JULIE BOSMAN

Mayor Rahm Emanuel's opponent, Jesus Garcia, who got 34 percent of the vote, has gathered support among Hispanics and many city workers, including teachers.

The Opinion Pages

OP-ED | STEVE COHEN

How to Make College Cheaper

Tuition deferment should replace loans to students and parents.

Editorial: Holding Homeland Security Hostage

Editorial: Iran Nuclear Deal

Taking Note: Marijuana Confusion in D.C.

Op-Ed: George Clooney on Sudan's Rape of Darfur

THE END | SONDRAS. CROSBY

When the System Fails

In the apparatus that medicine has become, sometimes the patient gets lost. So does the doctor.

Bruni: The G.O.P.'s Assertive God Squad

Friedman: ISIS Heads to Rome

Bittman: How Should We Eat?

Edsall: Gentrification Effect

If a job's worth doing...

Windows 10

Watching

25m

Google unveiled Android for Work, the Internet giant's push to make its mobile operating system better suited to business needs with office-related apps and tougher security.

The San Francisco Chronicle »

1h

A former defense contractor pleaded guilty to trying to export sensitive materials about U.S. military jets to Iran.

The Hartford Courant »

1h

U.S. Attorney MA

@DMAnews1

Follow

Tsarnaev trial to start on Wednesday, March 4th in Boston

Dzhokhar Tsarnaev is accused in the 2013 Boston Marathon bombing case, via Twitter »

1h

People with a diagnosis of attention deficit disorder are at higher risk of being wrong than those without it, usually in

The New York Times

Technology

Special Offer Ends 2/19

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If a job's worth doing...

Windows 10

Hoping Google's Lab Is a Rainmaker

By CONOR DOUGHERTY

Marty Melville/Agence France-Presse — Getty Images

Project Loon aims to develop a network of stratospheric balloons to establish an Internet Wi-Fi hub.

After patiently abiding a steep increase in research and development spending, Wall Street is starting to wonder when — and if — Google's science projects will pay off.

Cellphone Start-Ups Use Wi-Fi First to Handle Calls and Take On Rivals

By BRIAN X. CHEN

Two start-ups are trying to lower cellphone costs by relying on Wi-Fi routers, and now some of the bigger companies are looking to follow their lead.

114 Comments

F.A.A. Rules Would Limit Commercial Drone Use

By SCOTT SHANE

Proposed regulations requiring daylight flights with craft always being kept in sight might ground planned delivery services like Amazon's Prime Air.

59 Comments

The Invention Mob, Brought to You by Quirky

By STEVE LOHR

Quirky, a company that uses crowdsourcing to create and refine products, could be a model for bringing ideas to market in a faster, more efficient way.

Bits

The Business of Technology

A blog filled with news, insight and analysis on Silicon Valley and beyond.

Continue to Bits »

PERSONAL TECHNOLOGY

Better Software Lets You Kick Back and Do Your Taxes

By TIM GRAY

Advances in tax prep software from H&R Block, TaxACT and TurboTax may make for more relaxing returns, though each service offers specific strengths.

APP CITY

Learn to Be a Bull

By JONAH BROMWICH

A new app called Invstr constructs a gaming platform and a social network around the market, so that Main Street can follow along with Wall Street.

STATE OF THE ART

Google, Mighty Now, but Not Forever

By FARHAD MANJOO

The tech giant is trying to evolve beyond a search behemoth, but it faces the same problems as the once-mighty tech companies that came before it.

MACHINE LEARNING

Test of Strength: Fitness Apps vs. Personal Trainers

By MOLLY WOOD

As technology starts pushing us to be healthier and fitter, apps like FitStar, Kiiplan and Hot5 are trying to replace personal trainers

SCUTTLEBOT

News from the web, annotated by our staff

The Robot That Knows When To Swipe Right

THE ATLANTIC

Using facial recognition algorithms and a chat bot, a developer automates Tinder. It may not be creepy, writes Robinson Meyer, but it does take the commodification of dating to the next level -- "treating people not just as data entries within Tinder but as piles of data themselves." - Natasha Singer

Love Across The Twittersphere

TWITTER BLOG

The social network's data scientists ranked countries based on Tweets per million that contained the phrase "I love you." Sweden topped the chart. The United States and United Kingdom? Not so much. - Natasha Singer

Will The Internet of Things Finally Kill Privacy?

THE VERGE

The advent of Internet-connected products has dragged the Federal Trade Commission into unfamiliar territory, writes Hamza Shaban, in which regulators are prioritizing market efficiency over potential social harms. - Natasha Singer

The Great Internet Swindle

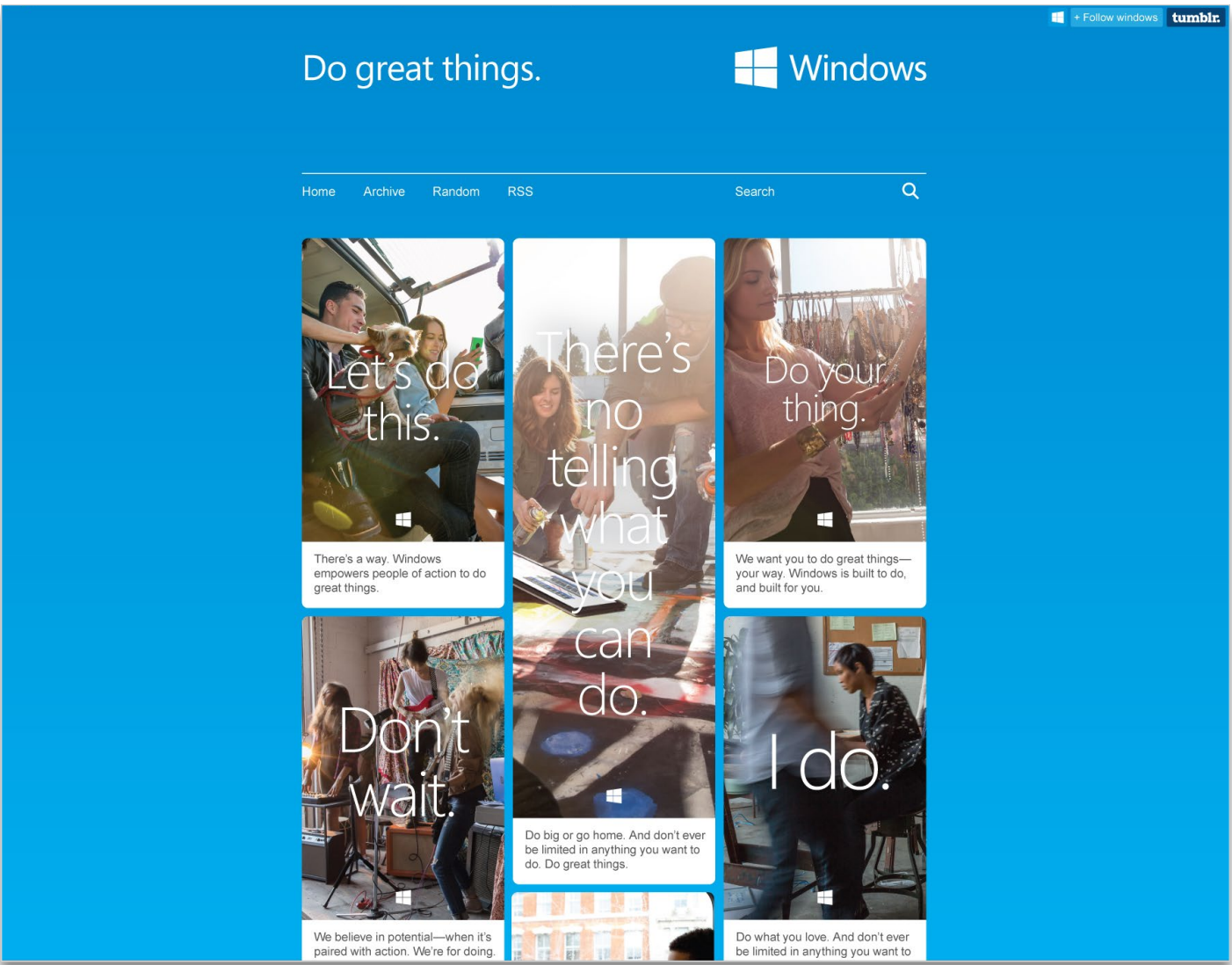
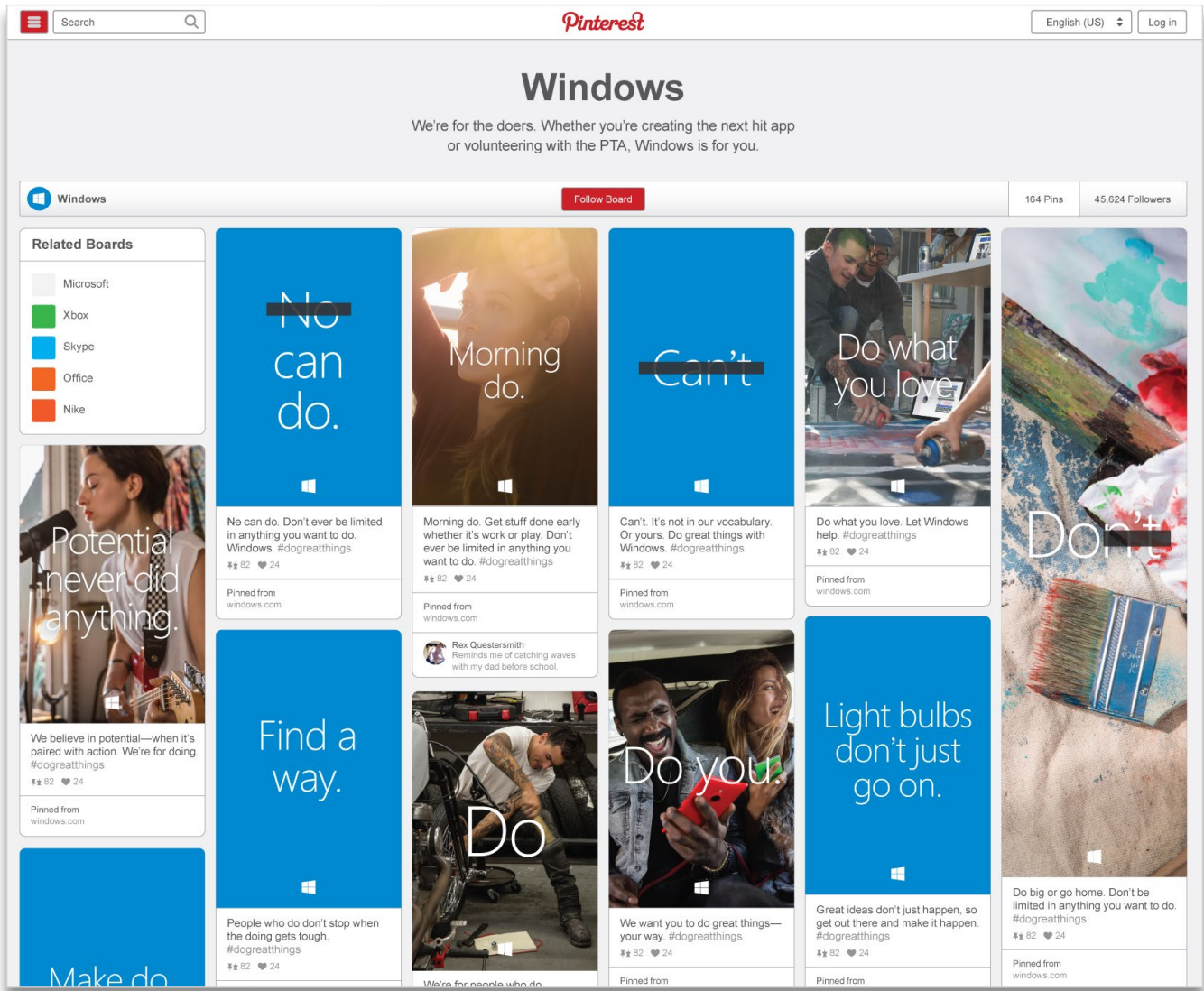
THE GUARDIAN

Instead of empowering people, the Internet has created wealthy monopolies and turned people into victims, according to a new book. - Mark Scott

TIMESVIDEO

More Videos »

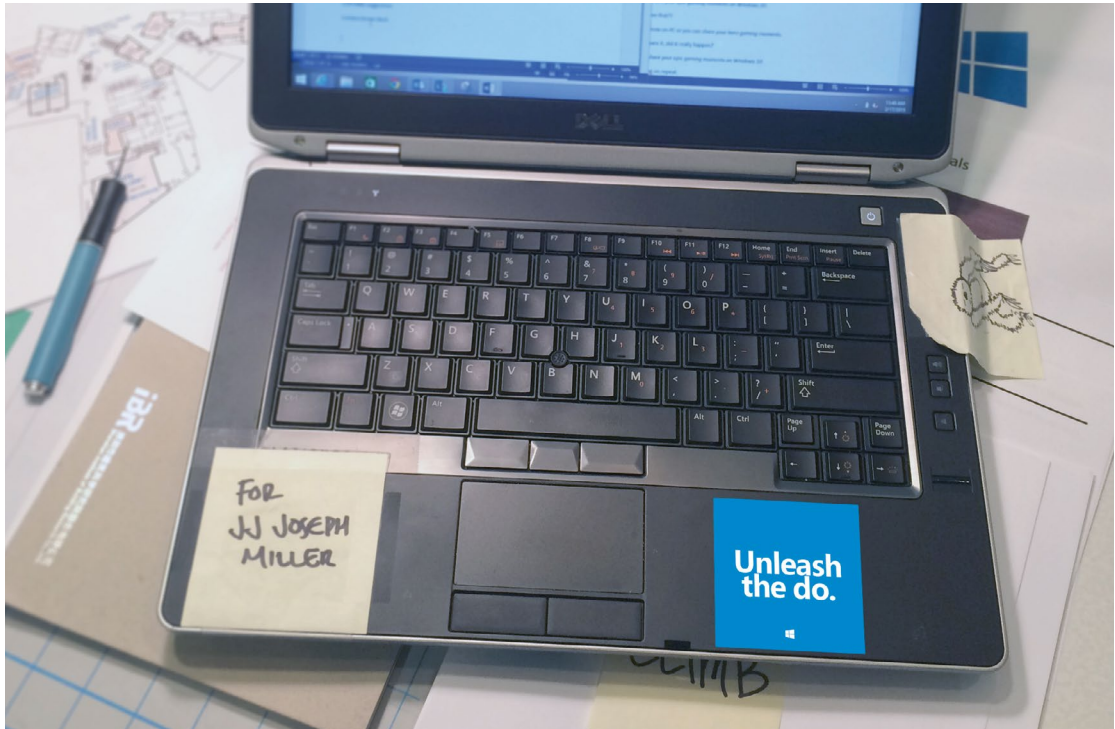
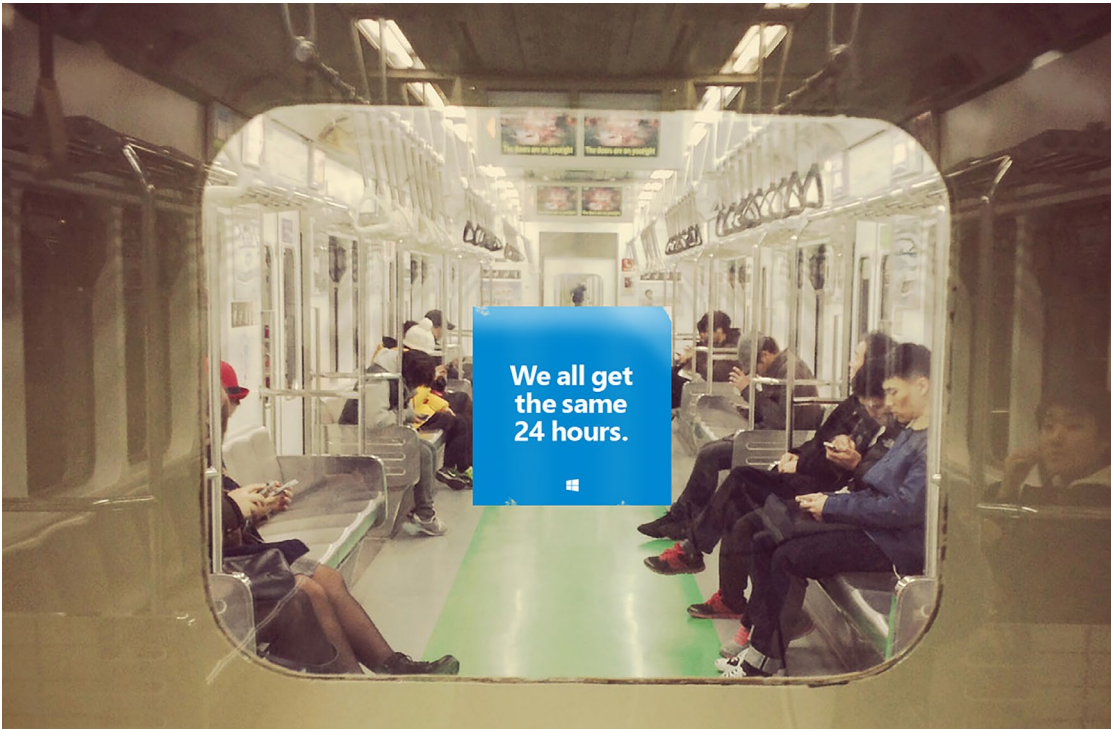
Digital advertisements



Pinterest & Tumblr pages



T-shirts



Stickers

We're here to help.

If you have any brand questions or suggestions,
or are creating new branded communications,
email windowsbrand@microsoft.com.



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