

Event visual identity preview June 2012



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Equipped with the new Microsoft Visual Identity Guide as our muse and manual, Zed Ink created this document to explain the visual treatments for Company Meeting 2012. Just as the meeting's timbre heralds a new era at Microsoft, the elements of this document are intended to evoke a fresh, simple and unified spirit for the Meeting and its many supporting communication tools.

Because brand identity can evolve, please refer to the Microsoft Visual Identity Guide for the most recent and approved methods for employing the Metro style and other design elements.

You can download the latest version at:
www.microsoft.com/path/to/brand/guidelines.doc



Z E D I N K

For questions about this event-centric document, please contact Doug Binder at Zed Ink, binder@zedink.com.

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Event lockup

The event logo is comprised of two tiles, adhering to the underlying brand “grid” system. The first (or cornerstone) is square and contains the Microsoft logo. The second is 2X in width and always features the event’s name. This logo should be placed in the most upper-right position of your design. From this, all of the other tiles emanate to the left and below the logo, again, pursuant to the brand guidelines.

Eight colors comprise the palette (values/specs follow). You are encouraged to explore various combinations. These are four examples for consideration. We will continue to refine and enhance these combinations. At a later date, each combination will be “assigned” to show segments on the agenda and throughout the event campaign.

Event lockup



Color combination examples



Color palettes

Here are the color values for the eight primary colors on the event template, along with further color combination exploration.

Primary color palette



Orange 166
C0 M75 Y100 K0
R235 G60 B0
HEX #EB3C00



Red 1807
C0 M100 Y100 K25
R186 G20 B26
HEX #BA141A



Magenta 241
C25 M100 Y0 K0
R180 G0 B158
HEX #B4009E



Purple 269
C75 M100 Y0 K25
R68 G35 B89
HEX #442359



Cyan 2985
C60 M0 Y0 K0
R109 G194 B233
HEX #6DC2E9



Blue 288
C100 M75 Y0 K25
R0 G32 B80
HEX #002050



Lime 376
C50 M0 Y100 K0
R127 G186 B0
HEX #7FBA00



Green 348
C100 M0 Y100 K25
R0 G114 B51
HEX #007233

Color triads



Photo libraries

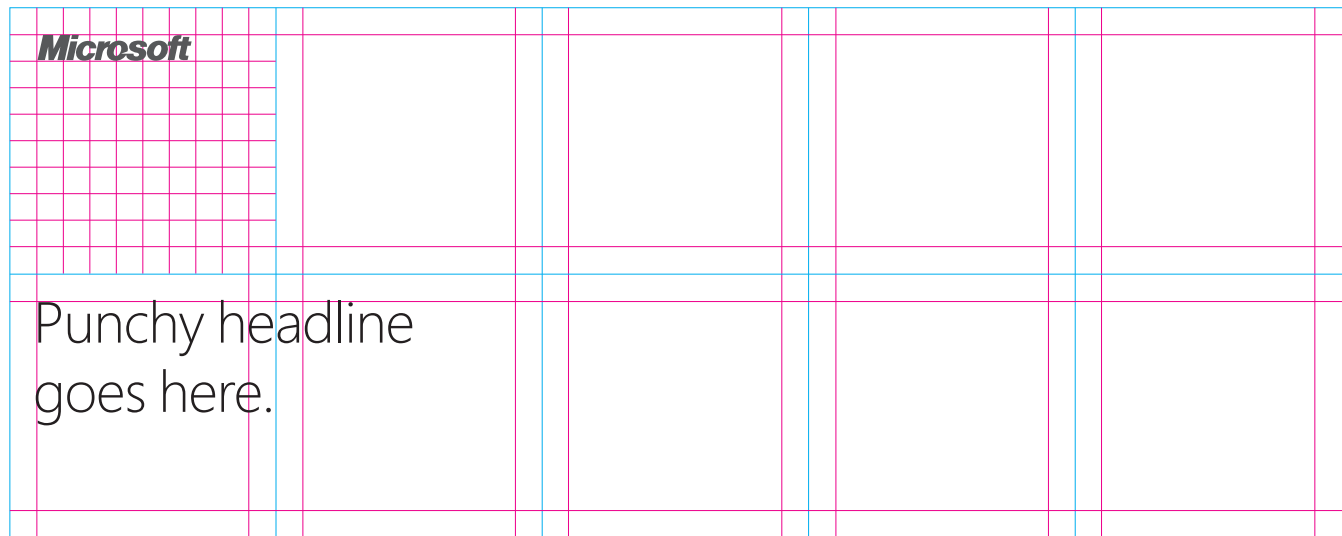
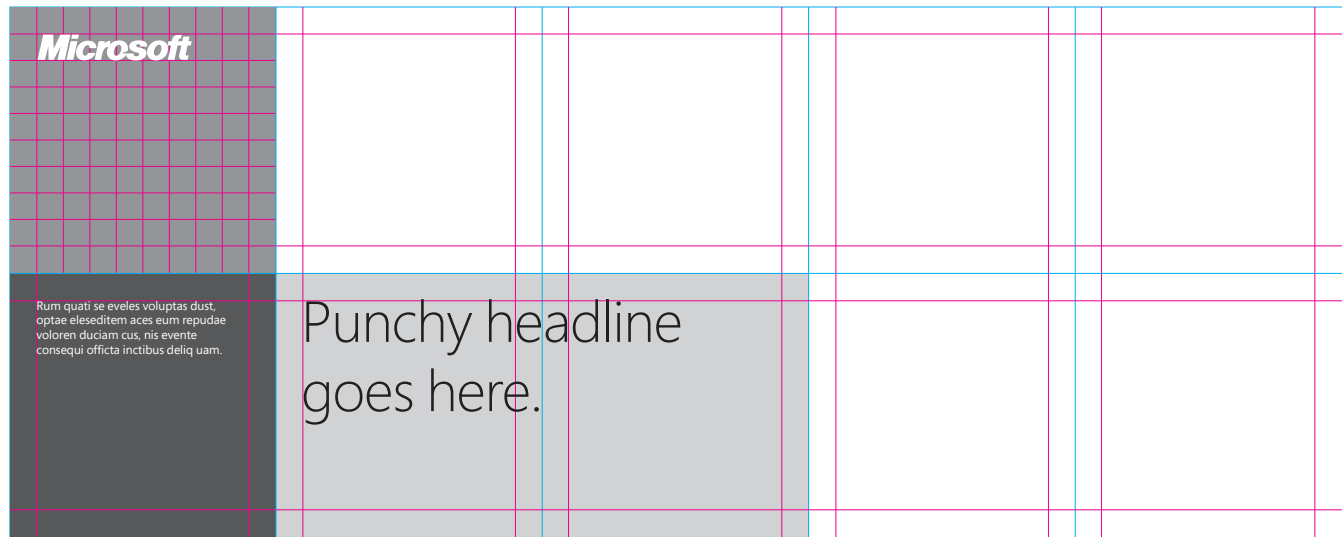
Photography can play a big role in your designs. Please refer to the newest libraries of approved lifestyle photography at: www.microsoft.com/path/to/brand/guidelines.doc

Approved lifestyle and product photography is available for use in Microsoft communication materials. Avoid purchasing stock photography whenever possible. For more information on creating brand photography, please see Brand Tools or contact corbrand@microsoft.com



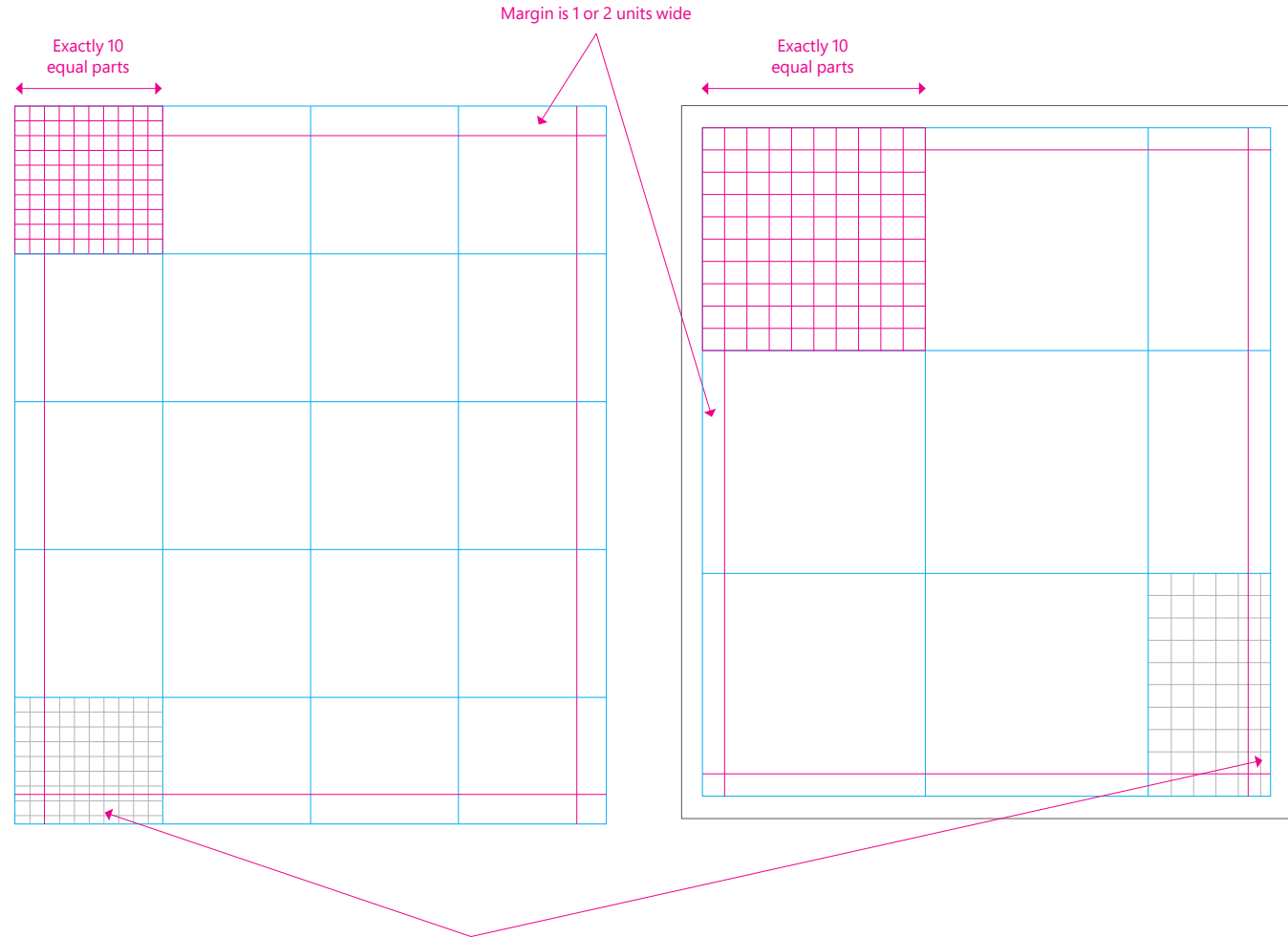
Design grid

The underlying structure of all Microsoft design, grids help balance your layout, creating the spacing and information organization that will guide attendees to the most important visual elements and messages. In the diagram at right, blue lines define the grid (columns and rows), and magenta lines define the margins within the grid.



Base grid

Fill in the rest of the base grid (shown here in blue lines). If you began by establishing columns, this means drawing the rows. If you started with rows, this means drawing the columns. Next, divide the base grid unit into exactly 10 equal parts in both directions. Use either 1 or 2 of these units as the exterior margin for your document. (If your design includes an outer border, then this margin is an additional space inside that border.) Use this same measurement as the interior margin between your rows and columns.



Note:
When you create an equal margin on all sides of your layout, it's acceptable if the margin guide doesn't align perfectly with the grid along one edge.

Examples for various media and dimensions

Combining the logo with photography and a minimum number of additional tiles (both horizontal and vertical), the event branding can translate into almost any aspect ratio for signage, directionals, and hard and soft communication.

Pursuant to the company brand guide, the tiles can become less opaque, ideally no less than 80%. It's a good idea for that area of the background image to have detail so that the tile looks transparent and the color doesn't look amiss.



Banner

Meter board



Easel sign



Podium sign



Bus signage



Directional iconography



E-blasts and web banners

Here are a few examples of how to leverage the current Microsoft guidelines in various ways to build online assets.

E-blast

Microsoft Company Meeting 2012

Headline goes here
Subhead goes here

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Web hero banner

home news campus employee services about microsoft

Company Meeting 2011
Broadcast September 23, 2011

Microsoft Company Meeting 2012

Announcements, executives, company meeting 2011, street talk, wireside chat

Thanko for being at the Company Meeting 2011 event, whether you attended in person or watched via live webcast. Many thanks to Steve Ballmer, other senior leaders, and all of you for an action-packed show filled with great presentations and lots of excitement.

Important: Company Meeting is a Microsoft confidential event. Photos, videos, slides, or post-session content details may not be shared on any blogs or external websites. (You can post internally to lrcm11 on Office Talk.)

Check back for all the sessions on demand. Trouble viewing on-demand video? Troubleshoot playback issues to help resolve issues.

VIDEO/PHOTO GALLERY

Steve Open - DJ Mike Raim, Steven Sandusky, Satya Nadella, Return from break with DJ...

EXECUTIVE PROFILES

Steve Ballmer, Chief Executive Officer
Lisa Brummel, Senior Vice President, Human Resources
Chris Caposella, Senior Vice President, Consumer Channels and Central Marketing Group
Kurt Dellebene, President, Microsoft Office Division
Andy Lees, President, Windows Phones
Don Mattrick, President, Interactive Entertainment Business
Yusuf Mehdi, Senior Vice President, Online Services
Satya Nadella, President, Server & Tools

COMMENTS (208)

Powerpoint branding slides

Shown here are a few examples of how to leverage the event brand in title and transition slides.

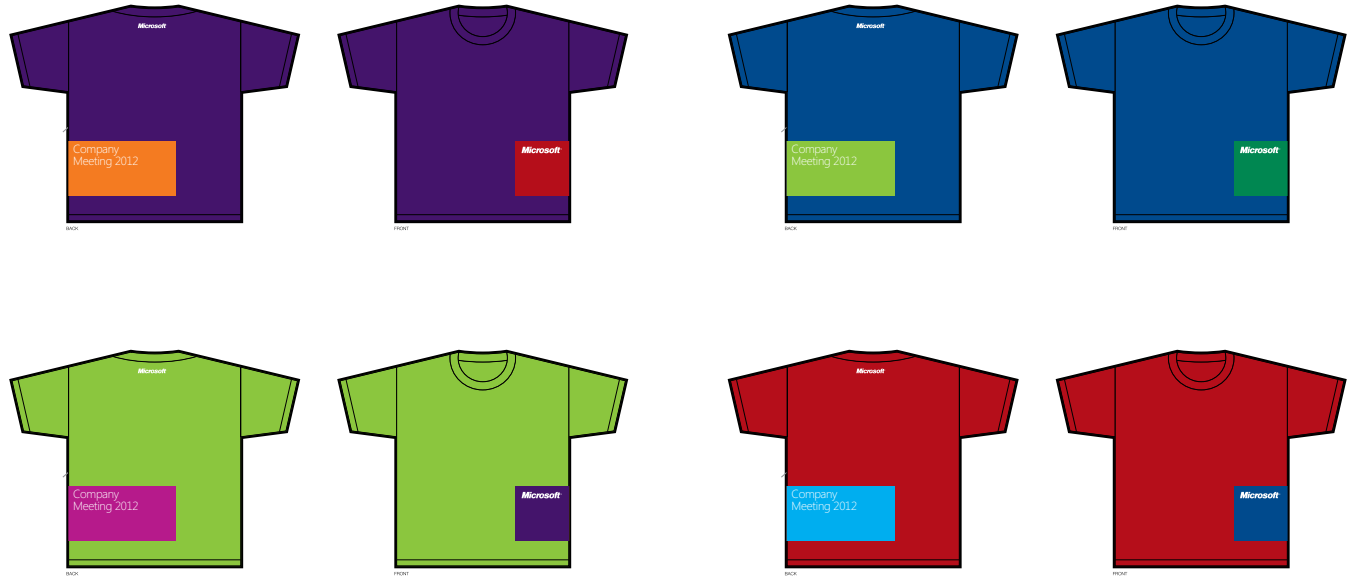
Sample master slides



Promotional items

Event branding can also be used on uniforms and giveaways.

Apparel for human wayfinders



Hoodie



Tablet case



Design matters.

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.

Thank you.