



Microsoft for Startups Brand Guidelines

Updated 10.10.23

Important - New MS Brand Guidelines

Please adhere to the new MS Brand Guidelines as a base for all design. New Microsoft Brand Guidelines here: <https://brandcentral.microsoft.com/microsoft-brand/brand-identity.html>

Creative principles

Human

Our brand is alive with emotion. It lives and breathes and draws you in—creating a sense of closeness and connection.

Vibrant

Our brand is active and impactful. We radiate positivity —sparking a feeling of passion, purpose, and momentum around the globe.

Dimensional

Our brand is rich and layered. We illuminate hope and potential with depth and perspective—inspiring inventive new ways of looking at the world.



Core elements

When all the pieces come together, they create a modern, unified expression that is tied closely to the product.

Microsoft
for Startups
Founders Hub

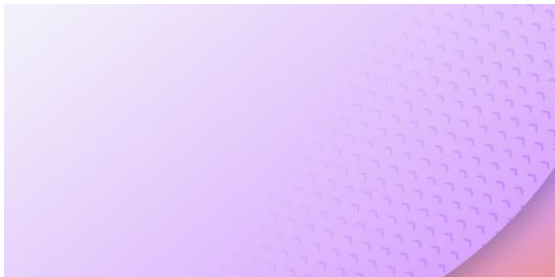
Type lockups



Color

Aa Bb

Typography



Texture and backers



Imagery

Type lockups

While not logos, Microsoft for Startups type lockups are available to be utilized in different orientations depending on executional restrictions or requirements.

These type lockups should always be adjacent to the Microsoft logo for brand affiliation.

All wordmark options can be found [here](#).

Microsoft for Startups

**Microsoft
for Startups**

The Microsoft for Startups wordmark should be used in promotional assets where the focus is Microsoft for Startups all up and is product agnostic. This should be used for any Pegasus assets, as well as situations where our brand is the focus, and not Founders Hub specifically. Any version of this wordmark can be used; please choose the version that works best based on the layout of your design and the background color.

The Founders Hub wordmark should be used on any promotional assets where the focus is Founders Hub. Any version of this wordmark can be used; please choose the version that works best based on the layout of your design and the background color.

**Microsoft
for Startups
Founders Hub**

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Color palette

Microsoft for Startups uses pops of bright accent colors on a background of neutrals to increase energy and highlight key information. This helps to create a better-connected experience between marketing materials and products.

Use our simplified neutrals for backgrounds and text to create a base for our vibrant accent colors. Then, use accents as hits of color to direct energy and help tell integrated stories.

MS – Dark purple RGB 59 46 88 HEX 3B2E58		MSFH – Mid gray NEW RGB 233 230 245 HEX E9E6F5	MSFH – Light gray NEW RGB 250 249 253 HEX FAF9FD
MS – Purple RGB 134 97 197 HEX 8661C5	MS – Light purple RGB 213 157 255 HEX D59DFF	MS – Light teal (highlights and CTAs) RGB 48 229 208 HEX 30E5D0	MS – Light orange (warm glow) RGB 255 147 73 HEX FF9349
MS – Black RGB 0 0 0 HEX 000000		MS – White RGB 255 255 255 HEX FFFFFFFF	

Lockup suite



Type lockup file formats

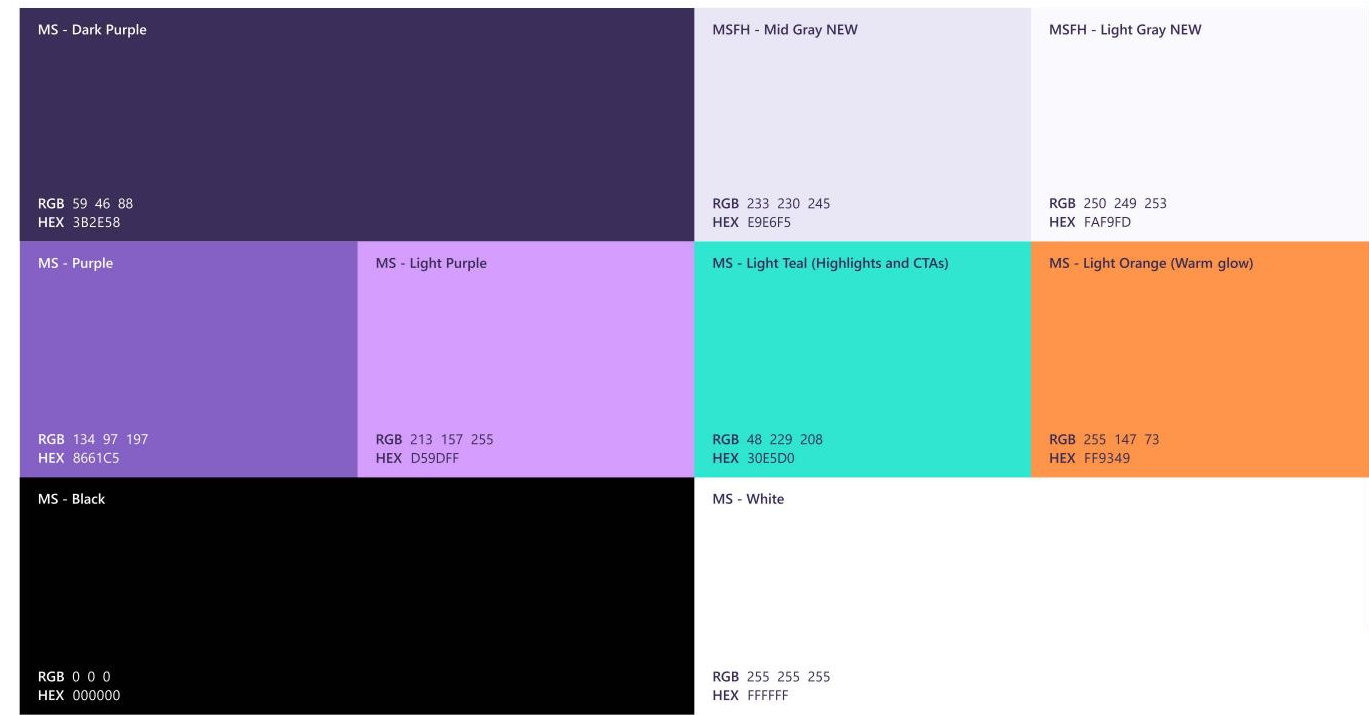
PDF (RGB)
A PDF is the most widely used format and is acceptable for both print and digital applications as long as the right color mode is used.

NOTE:
The lockup suite currently includes only RGB assets. CMYK assets will be added at a later date.

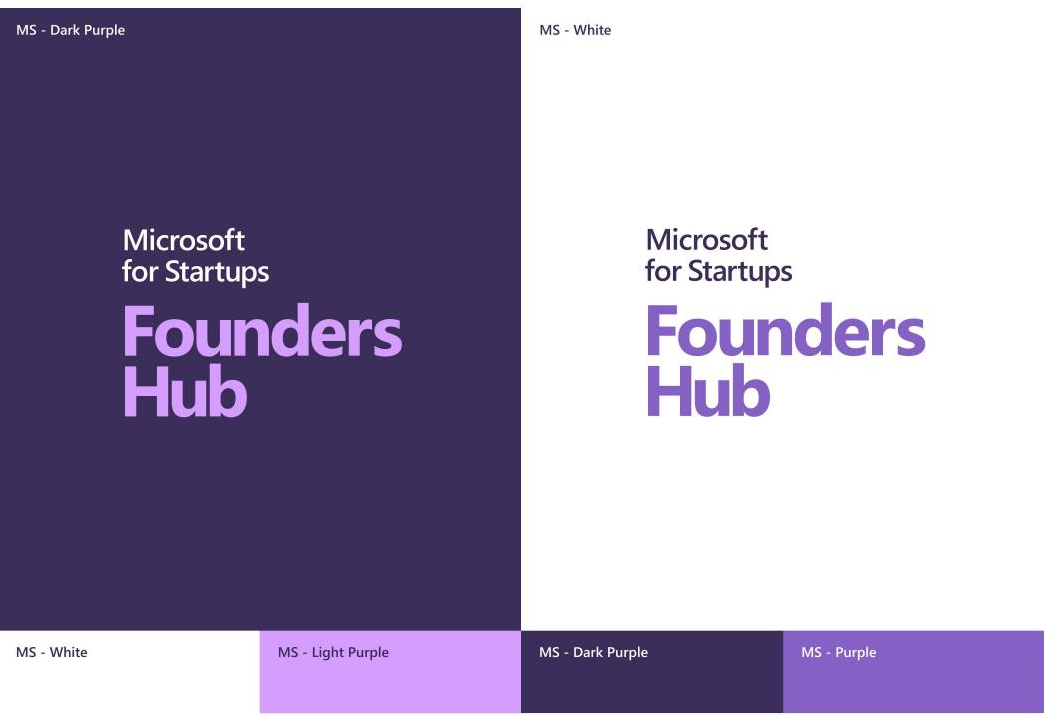
PNG (RGB)
PNG files are most often used in digital media, like the Web and PowerPoint. PNG files have a transparent background so they can be placed over colors other than white.

SVG (RGB)
Scalable Vector Graphic files are primarily used in digital applications (e.g., app development).

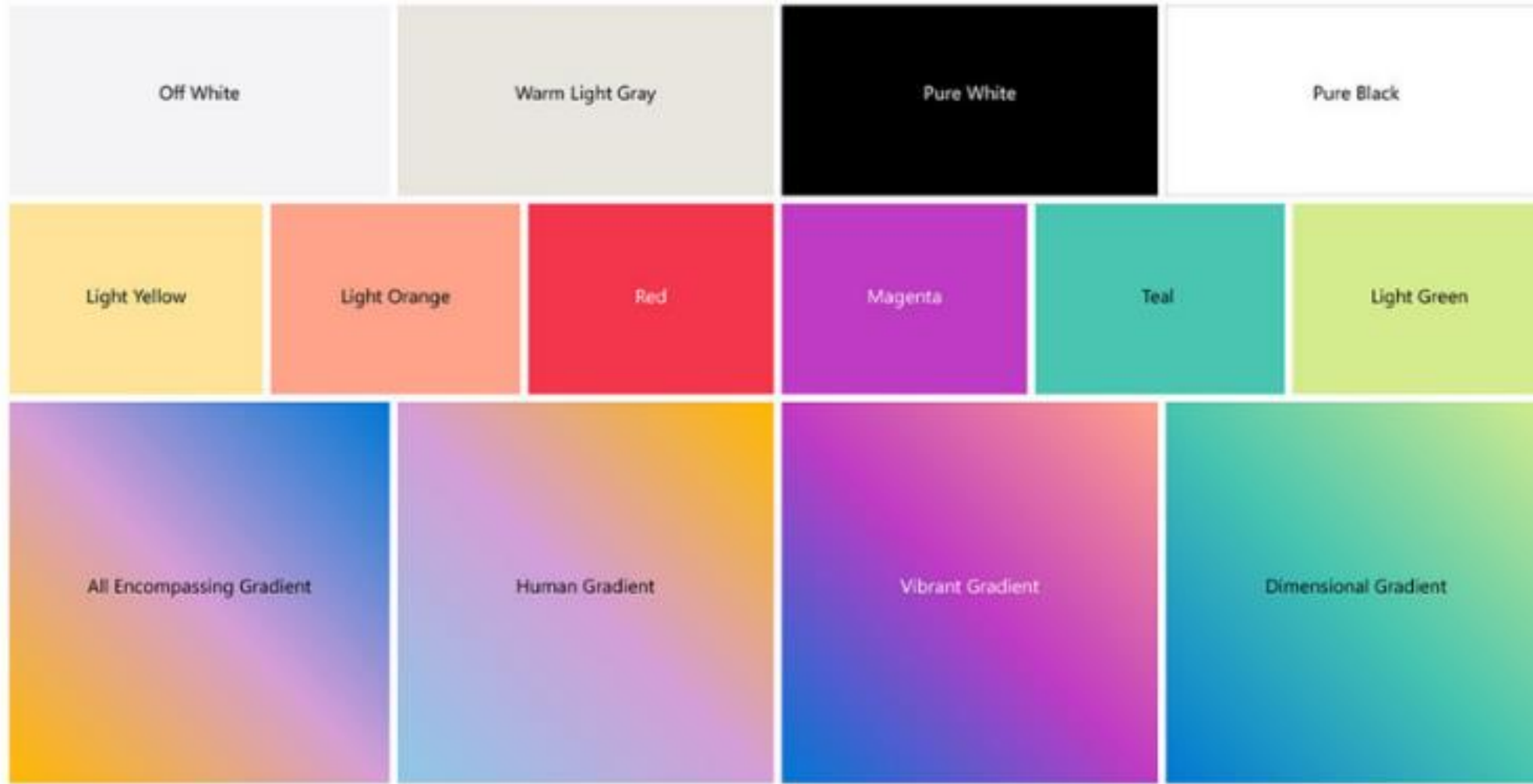
Color palette



Lockup colorways palette



Expanded color palette



Typography

Simplified type choices

- Segoe Semibold
- Segoe Regular
- Segoe Bold

To help users understand content easily and to create consistency, follow the heading (H) and body (B) pairings shown here. These size and weight relationships create a clear hierarchy for the audience.

Use the right Segoe typeface

The Segoe type family includes Segoe UI and Segoe Pro.

Segoe UI: Use for "live" text (HTML, PPT)

Segoe Pro: Use for rendered text (social graphics, paid media, video, print)

Keep it simple

Approach typography with a focus on simplicity and efficiency. Limit type to no more than three sizes or weights in a given communication.

Full, update type guidelines: <https://brandcentral.microsoft.com/asset-detail.html?id=12&type=font&assetId=12&assetName=Microsoft+Brand+-+Type+Guidelines>

Segoe Superfamily

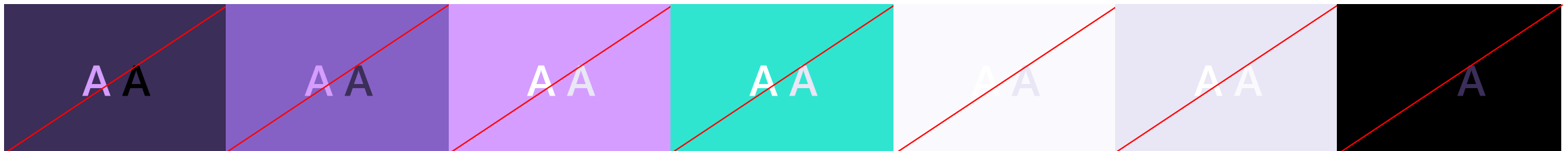
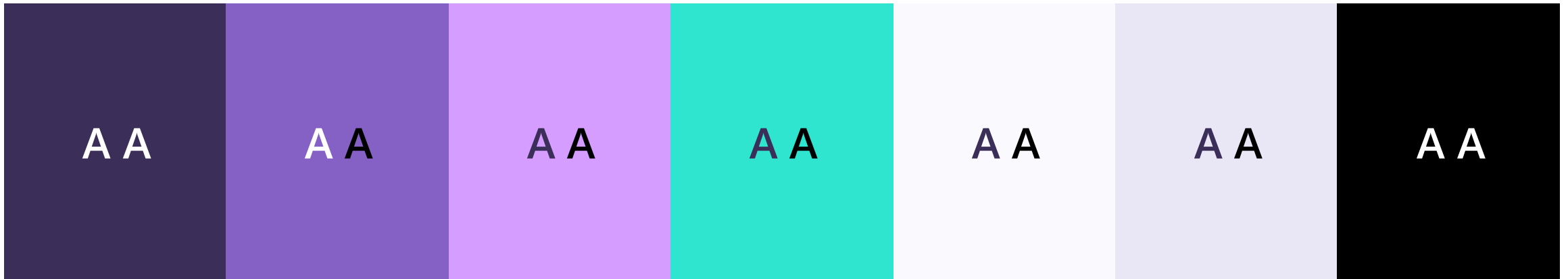
Segoe Sans			Segoe Serif	
Our new brand font that comes with Static and Variable font formats			Editorial design and specific project use cases	
Core weights	Extended weights	Core italics	Core weights	Core italics
	Graphic type use cases	Coming soon		
Light	Hairline		Light	Light italic
Semilight	Thin		Semilight	Semilight italic
Primary weights {	Regular	Extra Bold	Regular	Regular italic
	Semibold	Black	Semibold	Semibold italic
	Bold		Bold	Bold italic

Typography color guide

Text should meet accessibility standards in all communications. Text colors shown are the only colors to be used on color backgrounds.

Type and background combinations must meet a 4.5:1 contrast ratio to comply with accessibility requirements.

To ensure you meet accessibility standards, download the [Colour Contrast Analyser tool](#).

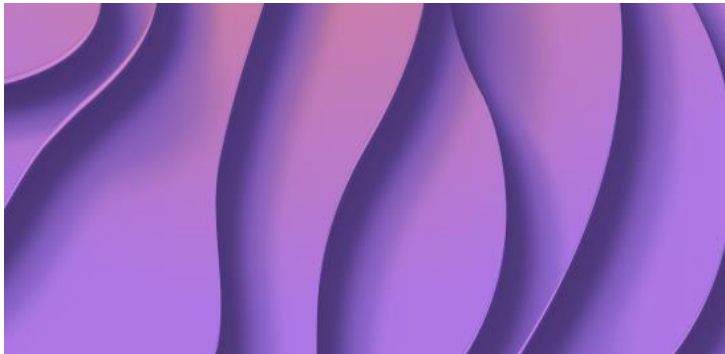


Textures and backers – wave

We meet companies at all stages: from idea to exit. These companies demand an ocean swell of energy and resources to keep momentum going, all while learning to navigate the natural ebb and flow of startups.

Two wave form visuals have been custom created to be used as backgrounds to represent this energy and progress.

Backers can be found for download [here](#).

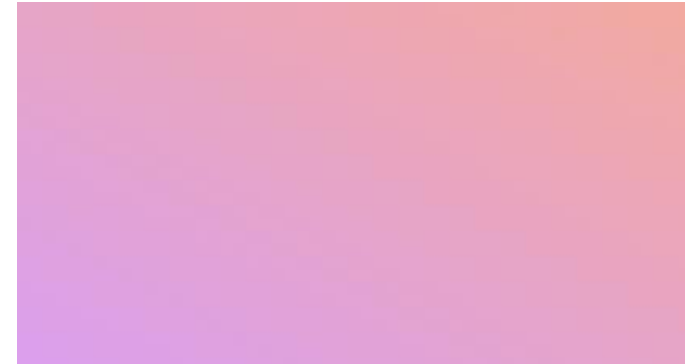


Textures and backers evolution - gradient

Q4 FY23 update

In FY24 we updated our textures to bring in warmer colors, bringing more pink and orange into the design language, plus ombre and some additional textures. These can be intermingled with the other textures for a more rich visual experience.

Backers can be found for download [here](#).



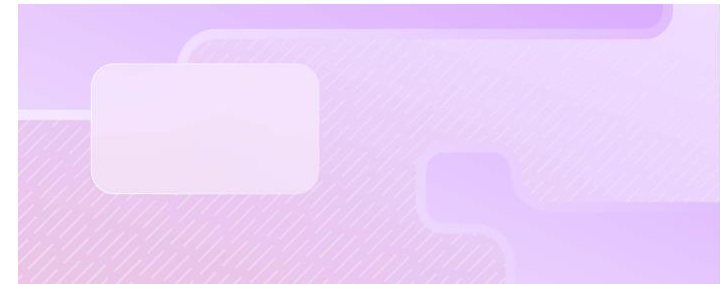
Textures and backers evolution – AI connections

Q4 FY23 update

The power of connection cannot be overstated. Our ability to connect people, companies, platforms, and ideas is what sets us apart. At the heart of Connections lies the fundamental concept of interconnectivity, inspired by the way synapses fire and ideas connect. By incorporating this powerful metaphor into our framing devices, we're able to communicate the essence of our brand in a visually compelling way.

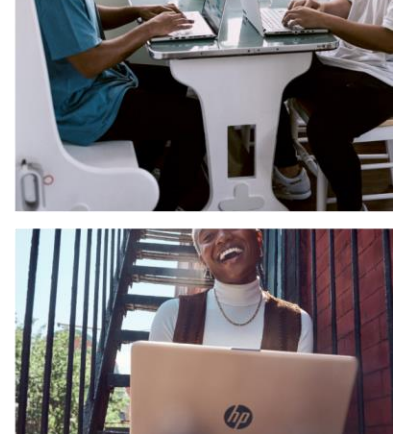
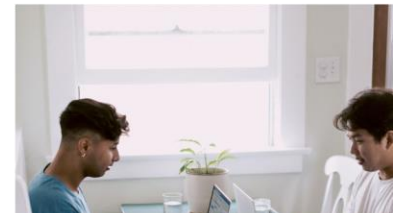
This is to be used primarily for AI campaigns, but can be integrated into general design.

Templates can be found for download [here](#).



Imagery

Our imagery is diverse in both cast and environment. We want to ensure all imagery has reference to technology. The images below can be used as a guide to make choosing imagery easy. You can find images [here](#) for use, as well as on Brand Central.



How this comes to life

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Connect with experienced mentors

and build your product with up to \$150,000 in free Azure credits.



Transform your startup with free OpenAI credits.

Easily infuse AI into your product from day one, without the cost.



Microsoft for Startups
Founders Hub

Microsoft

Microsoft for Startups Founders Hub



Your partner in AI at every stage

- Free OpenAI credits
- Up to \$150k towards Azure OpenAI Service
- 1:1 AI guidance and support

[Learn more](#)

Microsoft

Transform your startup with AI

AI is reshaping the future of startups, pushing the boundaries of innovation at an unprecedented pace.

Microsoft for Startups Founders Hub helps startups embrace the transformative power of AI with free access to industry-leading AI technology, including OpenAI, that empowers startups to unlock increased scalability and supercharged growth.



Your partner for AI at every stage

Whether you're a lean startup experimenting with AI or a robust team training your own models, Microsoft for Startups Founders Hub offers AI resources for all skill levels—from beginner to expert.







Credits to OpenAI to build with AI from day one, without the cost

Experiment with intelligent solutions with **\$2,500** of OpenAI credits and up to **\$150k** of free credits to Azure OpenAI Service.

Up to \$150k towards Azure OpenAI Service to supercharge your integrations

Automate feature implementation and scale your infrastructure with GPT, Codex, and Dall-E through free access to Azure OpenAI Service.

Differentiate your product with training support for your models

Gain additional support to build and train your own models with further credits as your startup grows. Currently available to select startups.

1:1 guidance to stay ahead of the curve

With early access to Azure AI models, connection to AI product groups, and 1:1 consulting, our team of experts will help you stay up-to-date with the world of AI.

Access to pre-trained models to implement AI at scale

Save time and resources with pre-trained models ready for you to use on your startup's unique scenarios.



Conserve runway with up to \$150,000 in Azure credits to build your product.

\$150k

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Free Azure credits

to develop your product and extend your startup's runway.

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Microsoft for Startups

“We are now in touch with one of the top ten retailers in the US because of this program.”

JOÃO DIOGO FALCÃO
CTO, Aifi

Archive

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H1 Segoe Semibold

H2 Segoe Semibold

B1 Segoe Regular

H3 Segoe Semibold

B2 Segoe Regular

H4 Segoe Semibold

B3 Segoe Regular

H5 Segoe Semibold

B4 Segoe Regular

H6 SEGOE SEMIBOLD

B5 Segoe Regular