

# Microsoft

# CERTIFIED

Professional Credential and Logo Usage Guidelines

June 2013

The Microsoft Certification Program provides individuals with opportunities to express their expertise in Microsoft technologies.

Microsoft Certification logo(s) may not be used in any way other than as specified in these guidelines. Failure to comply with these instructions shall constitute a breach of the Microsoft Certification Program Agreement which can be found at: [www.microsoft.com/learning/en/us/certification/exam-policies.aspx#tab3](https://www.microsoft.com/learning/en/us/certification/exam-policies.aspx#tab3).

This guide contains the specifications for use of the Microsoft Certification logos.



# The logo

## Minimum size

In print, the Microsoft Certified logo should never appear smaller than .7" (18 mm). On-screen, it must appear at least 44 pixels wide.

## Clear space

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital M.

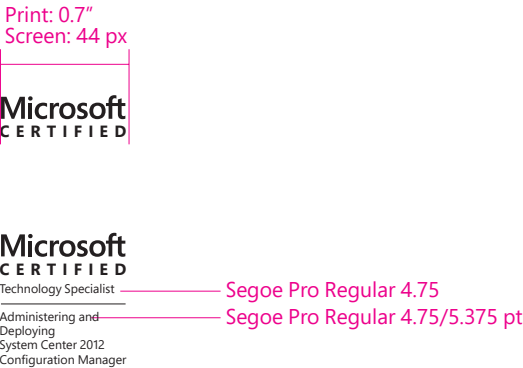
## Logo art files (PDF or EPS)

We use PDFs as our standard vector file format. Today's PDF is versatile and provides better screen preview and compatibility with other programs than EPS files. PDF files are fully scalable and work like .AI or .EPS files. PDF files can be placed in InDesign as a linked graphic or opened in Illustrator. We do not offer .AI or .EPS files.

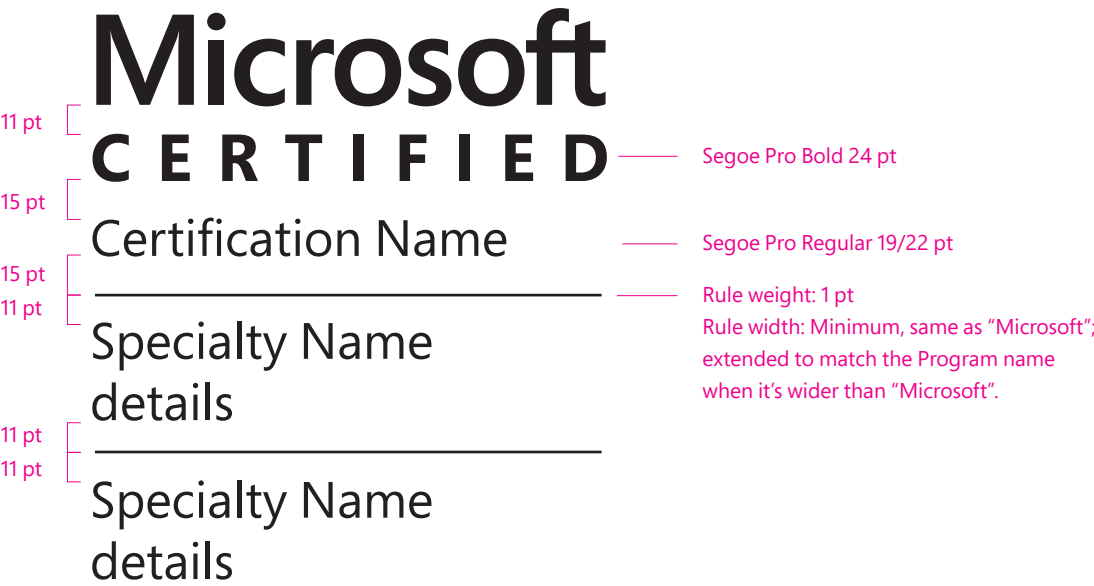
Logo with Single Specialty



Minimum size



Logo with Multiple Specialties



Clear space



# Logo color

Microsoft Certification logo(s) must appear in one color (black or white).

One-color black



One-color white



# Logo series backgrounds

Use the color associated with each series. For a list of certification logo series see [page 9](#).



Associate series      Cyan 300



Expert series      Blue 660



Masters series      Lime 376



Business series      Orange 144



Certified Architect      Orange 124



Certified Trainer      Red 185



Other      Teal 3275



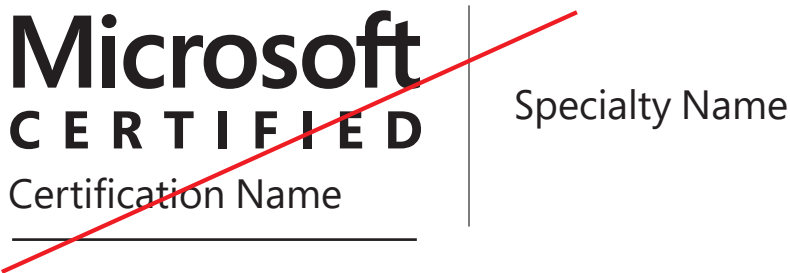
Legacy series      Blue 7461



Don't stretch the logo



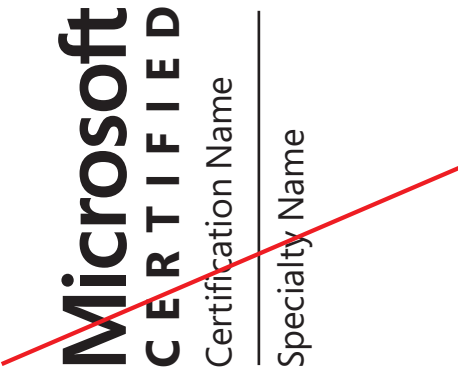
Don't compress the logo



Don't change the logo structure



Don't change logo elements



Don't change logo orientation



May not be combined with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, or website audio files



Don't change the color



Don't alter the color specifications within the symbol or the logotype




## Microsoft Certification logos

Information provided are subject to change. For the latest information by certification name, please visit [www.microsoft.com/learning/en/us/certification-overview.aspx](https://www.microsoft.com/learning/en/us/certification-overview.aspx).

MCPs may use one or more of the Microsoft Certification logos for a specific certification earned as a graphic symbol to show that they have demonstrated the expertise.



# Associate series certification logos

Associate series	
 <p><b>Microsoft</b> Technology Associate</p>	<p>Microsoft Technology Associate (MTA) certifications allows new entrants to explore career options in technology, demonstrate their fundamental knowledge of software technology, and prepare for MCSA and MCSD exams.</p>
 <p><b>Microsoft</b> <b>CERTIFIED</b> Solutions Associate</p>	<p>Microsoft Certified Solutions Associate (MCSA) certifications validate the core technical skills required to build a career in IT. MCSA opens the door to multiple career paths and is a requirement for MCSE certifications.</p>
 <p><b>Microsoft</b> <b>CERTIFIED</b> Technology Specialist</p>	<p>Microsoft Certified Technology Specialist (MCTS) certifications help IT professionals and developers target specific technologies and distinguish themselves by demonstrating in-depth knowledge and expertise.</p>

Expert series  
certification logos

Expert series	
<div><div><div>Microsoft</div><div>CERTIFIED</div><div>Solutions Expert</div></div></div>	<p>Microsoft Certified Solutions Expert (MCSE) certifications recognize IT professionals who design innovative solutions across multiple technologies, both on-premises and in the cloud.</p>
<div><div><div>Microsoft</div><div>CERTIFIED</div><div>IT Professional</div></div></div>	<p>Microsoft Certified IT Professional (MCITP) certifications recognize IT professionals who demonstrate skills in managing IT Infrastructures.</p>
<div><div><div>Microsoft</div><div>CERTIFIED</div><div>Solutions Developer</div></div></div>	<p>Microsoft Certified Solutions Developer (MCS D) certifications recognize developers who demonstrate the ability to design and develop leading-edge business solutions across multiple devices.</p>
<div><div><div>Microsoft</div><div>CERTIFIED</div><div>Professional Developer</div></div></div>	<p>Microsoft Certified Professional Developer (MCPD) certifications recognize developers who demonstrate skills in developing applications.</p>

# Master series logos

Master series	
<div><div><div>Microsoft</div><div>CERTIFIED</div><div>Solutions Master</div></div></div>	<p>Microsoft Certified Solutions Master (MCSM) recognizes the most experienced IT professionals who demonstrate and validate their deep technical skills to successfully design and implement technical solutions in a complex business environment.</p>
<div><div><div>Microsoft</div><div>CERTIFIED</div><div>Master</div></div></div>	<p>Microsoft Certified Master (MCM) recognizes the most experienced IT professionals who demonstrate and validate their deep technical skills to successfully design and implement technical solutions in a complex business environment.</p>
<div><div><div>Microsoft</div><div>CERTIFIED</div><div>Architect</div></div></div>	<p>Microsoft Certified Architect (MCA) recognizes and provides advanced certification to practicing architects in an enterprise setting.</p>

Business series  
certification logos

Business series	
<div><div>Microsoft</div><div>Office Specialist</div></div>	The MOS Series is focused on validating proficiency in Microsoft Office products.
<div><div>Microsoft</div><div>Office Specialist Expert</div></div>	The MOS Expert Series validates a deep understanding of Microsoft Word or Excel.
<div><div>Microsoft</div><div>Office Specialist Master</div></div>	The MOS Master validates an overall comprehension and expertise and deep proficiency in Microsoft Office products.

Examples of other certification logos

Other	
 <p><b>Microsoft</b> CERTIFIED Educator</p>	 <p><b>Microsoft</b> Specialist</p>
 <p><b>Microsoft</b> CERTIFIED Professional</p>	 <p><b>Microsoft</b> CERTIFIED Trainer</p>

Examples of Legacy certification logos

Legacy

MCSE	MCAD
<div><div>Microsoft®</div><div>CERTIFIED</div><div>Systems Engineer</div></div>	<div><div>Microsoft®</div><div>CERTIFIED</div><div>Application Developer</div></div>
MCSA	MCDST
<div><div>Microsoft®</div><div>CERTIFIED</div><div>Systems Administrator</div></div>	<div><div>Microsoft®</div><div>CERTIFIED</div><div>Desktop Support Technician</div></div>
	MCLC
	<div><div>Microsoft®</div><div>CERTIFIED</div><div>Learning Consultant</div></div>

# Logo Builder

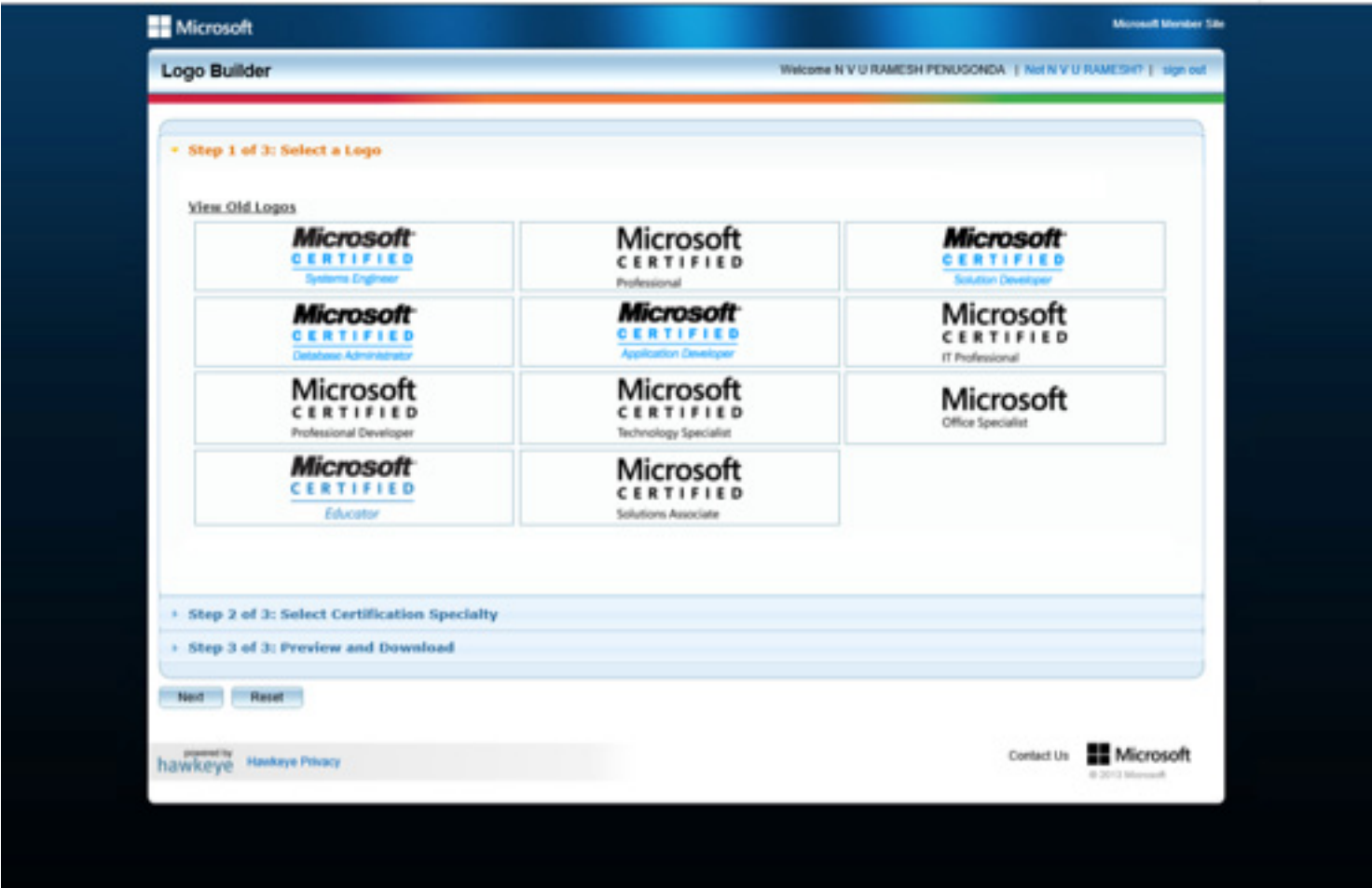
Logo Builder is a tool to create Microsoft Certification logo artwork based upon certifications you have obtained.

The tool will allow you the flexibility to build multiple Microsoft Certification logo(s) to demonstrate multiple areas of expertise.

The Microsoft Certification logo may be used only as provided by Microsoft. Except for size, which is subject to the restrictions in these guidelines, the Microsoft Certification logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.

From time to time, Microsoft reserves the right to update the Microsoft Certification logo artwork. You should use only the current Microsoft Certification logo artwork. Earlier versions of Microsoft Certification logo artwork may not be used.

Logo Builder can be accessed by visiting MCP Member Website at [www.microsoft.com/certified](http://www.microsoft.com/certified).



## Logo usage

MCPs must have accepted the terms of the [Microsoft Certification Program Agreement](#) and be in good standing under such agreement before using any of the Microsoft Certification logos as described in these guidelines.

If you are no longer a MCP in good standing or do not agree to the terms of the Microsoft Certification Program Agreement, you must immediately discontinue the use of Microsoft Certification logo(s).

Microsoft reserves the right to spot-check all materials bearing Microsoft Certification logo(s) and may periodically send out requests for samples. MCPs must correct any deficiencies in the use of the Microsoft Certification logo(s). Refusal to correct such deficiencies or to cease publication or distribution will result in revocation of the right to use the Microsoft Certification logo(s).

MCPs have several choices of how to indicate a certification on business cards, letterhead, resumés, websites, emails, and marketing materials.

MCPs may indicate only the certification areas that they have achieved in the program.



## General usage rules

The integrity of all elements of the Microsoft Certification logo(s) must be maintained. Microsoft developed these rules in order to protect the integrity of the Microsoft Certification Program, and to ensure that Microsoft certifications are not misrepresented.

- Microsoft Certification logo(s) are used only to identify the specific certification areas that have been achieved in the Microsoft Certification Program, and for no other purpose.
- MCP's personal name, trade name or company name must appear on any materials where the Microsoft Certification logo is used.
- Microsoft Certification logo(s) cannot appear larger or more prominent than your name, product or service name, trademark or service mark, logo, or trade or company name.
- MCPs may not use Microsoft Certification logo(s) in a manner that creates potential confusion as to the source of MCP's services or ownership of the Microsoft Certification logo.
- Microsoft Certification logo(s) may not be displayed in any manner that suggests the MCP is an employee of Microsoft.
- Microsoft Certification logo(s) or "Microsoft" may not be displayed as part of the MCP's name, company name, logo, or trademark.
- Microsoft Certification name or logo(s) may not be used in any manner that expresses or might imply Microsoft's affiliation, sponsorship, endorsement, certification, or approval, other than as set forth by the Microsoft Certification Program Agreement.

## General usage rules

- The Microsoft Certification name, logo(s) or “Microsoft” name may not be included in MCP’s name, trade or business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.
- The Microsoft Certification logo(s) may not be used as a design feature on any MCP materials.
- Microsoft Certification name or logo(s) may not be used on any product, book, packaging or other materials, except as identified in these guidelines or without the express written consent of Microsoft.
- Microsoft Certification logo(s) shall be attributed to Microsoft Corporation in all materials where they are used, with the following attribution clause: “Microsoft is a registered trademark of Microsoft Corporation in the United States and other countries.” This attribution is not required on business cards.
- The Microsoft Certification logo may not be translated or otherwise localized into any other language. Any localized versions of the Microsoft Certification logo must be provided by Microsoft.

# Marketing materials


On materials where space is not constrained (e.g. a certificate, resumé, website or brochure), the Microsoft Certification logo can be used with the applicable specialty area sidebar.

- Recommended placement of the Microsoft Certification logo is in the lower left or lower right corner of the page.
- MCP’s personal name or trade name must appear on any materials where the Microsoft Certification logo is used, and the Microsoft Certification logo may not be larger or more prominent than the MCP’s name, logo, trademark, or company name.
- The Microsoft Certification logo may be used in one color as detailed in the section: **Microsoft Certification logo color.**
- Use of the Microsoft Certification logo must always follow the detailed rules outlined in the section: **Microsoft Certification logo specs.**

## Verbally

Certification areas can be expressed as follows:  
“I’m a Microsoft Certified Technology Specialist.  
My areas of specialty include X, Y, and Z.”

## Resumé




John Sample  
1234 Street Way  
City, State 12345


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**Microsoft**  
CERTIFIED  
Technology Specialist

Administering and  
Deploying  
System Center 2012  
Configuration Manager

## Brochure





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**Microsoft**  
CERTIFIED  
Architect

# Business card and email signature

Where space is constrained, it is recommended to use the Microsoft Certification logo only, and indicate certification area in text.

- Recommended placement of the Microsoft Certification logo on business card is in the lower-left or lower-right corner of the page.
- MCP’s personal name or trade name must appear on any materials where the Microsoft Certification logo is used, and the Microsoft Certification logo may not be larger or more prominent than the MCP’s name, logo, trademark, or company name.
- The Microsoft Certification logo may be used in one color as detailed in the section **Microsoft Certification logo color**.
- Use of the Microsoft Certification logo must always follow the detailed rules outlined in the section: **Microsoft Certification logo specs**.

## Business card



## Email signature



**John Sample**, Vice President  
100 Street Way suite 100  
City, State 99999  
Direct: 111-222-3456  
Fax: 111-222-3456  
E-mail: johnS@abcco.com



Certification logo



**John Sample**, Vice President  
100 Street Way suite 100  
City, State 99999  
Direct: 111-222-3456  
Fax: 111-222-3456  
E-mail: johnS@abcco.com  
**MCITP: Specialty**

Certification listed as text

# Logo usage with multiple certifications

Many MCPs will likely hold multiple certifications. In these cases, individual certifications must not be combined into one logo. For example, MCPs may not create a logo with both the IT Professional and Solution Developer designations.

If MCPs would like to feature more than one certification, they may do so with separate Microsoft Certification logos



# Marketing materials


On materials where space is not constrained (e.g. a certificate, resumé, web site or brochure) multiple Microsoft Certification logos with the certification specialty sidebar may be used.

- Recommended placement of the Microsoft Certification logos is in the lower left or lower right corner of the page.
- MCP’s personal name or trade name must appear on any materials where the Microsoft Certification logo is used, and the Microsoft Certification logo may not be larger or more prominent than the MCP’s name, logo, trademark, or company name.
- The Microsoft Certification logo may be used in one color as detailed in the section: **Microsoft Certification logo color.**
- Use of the Microsoft Certification logo must always follow the detailed rules outlined in the section **Microsoft Certification logo specs.**

## Verbally

Express certification areas like so: “I’m a Microsoft Certified IT Professional and a Certified Technology Specialist. My areas of specialty include X, Y, and Z.”

## Resumé




John Sample  
1234 Street Way  
City, State 12345


Lorem ipsum	Solutur sequaepel modicillibus viduciis veritatur auda cones non res delitatur sedigenimin nima digentibust acera sequi comnit, sitiis, officiis molupta tiantis eum unt accab illectent quate repella ndebitiis nonsequi aut la acesedi coruntur?
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**Microsoft**  
CERTIFIED  
IT Professional  
Specialty Name

**Microsoft**  
CERTIFIED  
Solutions Developer  
Specialty Name

## Brochure





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**Microsoft**  
CERTIFIED  
IT Professional  
Specialty Name

**Microsoft**  
CERTIFIED  
Solutions Developer  
Specialty Name

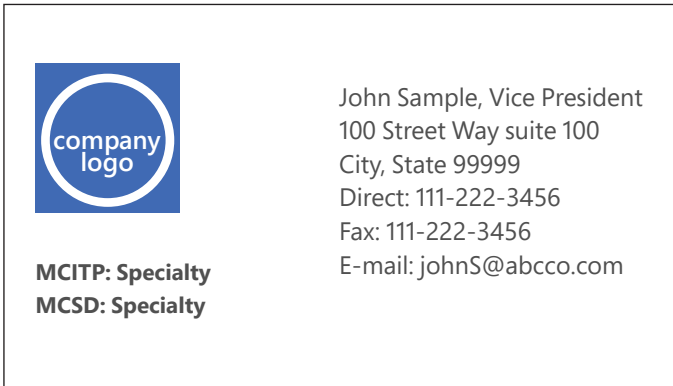
# Business card and email signature

- Recommended placement of the Microsoft Certification logo on business card is in the lower-left or lower-right corner of the page.
- MCP’s personal name or trade name must appear on any materials where the Microsoft Certification logo is used, and the Microsoft Certification logo may not be larger or more prominent than the MCP’s name, logo, trademark, or company name.
- The Microsoft Certification logo may be used in one color as detailed in the section [Microsoft Certification logo color](#).
- Use of the Microsoft Certification logo must always follow the detailed rules outlined in the section [Microsoft Certification logo specs](#).

## Business card



**Option 1:** Use only ONE Microsoft Certification logo and indicate the additional certification areas in text.



**Option 2:** Indicate all certification areas in text only (no Microsoft Certification logo use)

## Email signature



**John Sample**, Vice President  
100 Street Way suite 100  
City, State 99999  
Direct: 111-222-3456  
Fax: 111-222-3456  
E-mail: johnS@abcco.com



Certification logo



**John Sample**, Vice President  
100 Street Way suite 100  
City, State 99999  
Direct: 111-222-3456  
Fax: 111-222-3456  
E-mail: johnS@abcco.com  
**MCITP: Specialty Name**  
**MCSD: Specialty Name**

Certification listed as text



**John Sample**, Vice President  
100 Street Way suite 100  
City, State 99999  
Direct: 111-222-3456  
Fax: 111-222-3456  
E-mail: johnS@abcco.com



Certification logo with multiple specialties

# Questions / Requests

Please contact Microsoft with questions about using the Microsoft Certification logos or to report misuse of the Microsoft Certification logos.

E-mail: [MCPHelp@microsoft.com](mailto:MCPHelp@microsoft.com)

## IN THE U.S. AND CANADA

Phone: (800) 636-7544

Fax: (661) 793-6555

Mail: Microsoft Corporation  
Attn: Microsoft Certification Logo Requests  
29011 Commerce Center Drive  
Valencia, CA 91355

Outside the United States, please contact the Microsoft Regional Education Service Center (RSC) serving the appropriate area for program information and materials. To find your RSC, please see the Microsoft Learning site at <http://www.microsoft.com/learning/en/us/help/assisted-support.aspx>