

# Microsoft PowerPoint Trademark Guidelines

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All companies benefit from proper use of trademarks. Trademarks help consumers identify the source of products and services and provide information about the quality consumers can expect from those products and services. When trademarks are not used properly, their ability to indicate the source and quality of products and services gradually decreases. Microsoft therefore requires that its trademarks be used properly and under license, in appropriate circumstances. No license is required, however, to use Microsoft trademarks to refer accurately to Microsoft products and services.

## Referencing the PowerPoint Trademark in Text

These guidelines cover the proper use of the Microsoft® PowerPoint® trademark to refer to Microsoft PowerPoint presentation software.

## What Is PowerPoint?

PowerPoint is presentation software from Microsoft.

## Use Appropriate Descriptors

PowerPoint is a trademark that identifies a brand of presentation software from Microsoft. This means "PowerPoint" must be followed by the appropriate product descriptor. The trademark "PowerPoint" must never be used as a noun or verb. It should never be abbreviated.

## Correct Usage Examples

- Created with PowerPoint® presentation software.
- Presentation in PowerPoint® format.
- Send me your PowerPoint® slides.

## Incorrect Usage Examples

- Send me your powerpoints.
  - Instead say, *"Send me your PowerPoint slides"* or *"Send me your PowerPoint deck."*
- Are you a PowerPoint® presenter?
  - Instead say, *"Are you using PowerPoint for your presentation?"* or *"Is your presentation in PowerPoint form?"*
- Do you have PPT?
  - Instead say, *"Do you have PowerPoint software?"* or *"Do you have PowerPoint software?"*
- Please powerpoint this for me.
  - Instead say, *"Please put this in PowerPoint format for me."*

## Do Not Use the PowerPoint Trademark in the Possessive or Plural Form

Because trademarks should not be used as nouns, PowerPoint should never be used in the possessive or plural form. Instead, PowerPoint should always be used as an adjective—that is, as a term that modifies a noun.

**Correct:** The Microsoft® PowerPoint® slide show allows you to change slides at timed intervals.

**Incorrect:** Microsoft® PowerPoint's® slide show allows you to change slides at timed intervals.

### **Do Not Use Microsoft Trademarks as Part of Your Product Name**

Microsoft trademarks may not be incorporated as part of the name of another company's product or service. You may not include "PowerPoint" or any potentially confusing variation in the name of your product or service. This rule also applies to other Microsoft trademarks, such as Microsoft®, which should never be included in your product name or company name.

### **Additional Guidelines for the Use of the PowerPoint Trademark**

These guidelines cover some other scenarios regarding the use of the PowerPoint trademark.

#### **Compatibility or Interoperability**

Use phrases such as "PowerPoint-based," "for PowerPoint," "created with PowerPoint," or "works with PowerPoint" to indicate that your product or service was designed to be used with PowerPoint brand software. Your product or service name and company name must appear more prominently than the PowerPoint trademark and the PowerPoint name should be visually distinguished from your product or service name. The PowerPoint name should be substantially smaller and less conspicuous than your product or service name. This is important to avoid any implication that your product or service is produced, endorsed, or supported by Microsoft.

#### **Correct Usage Examples**

- Company XYZ Backgrounds for PowerPoint® presentation software
- Widget Clipart for use with PowerPoint® presentation software

#### **Incorrect Usage Examples**

- Widget Software's PowerPoint® Backgrounds
- PowerPoint® Templates from Widget Web Services
- Powerpoints from Widget Software

#### **Logos and Graphical Representations**

Do not create any graphic or design out of the PowerPoint trademark, and do not include this trademark or name in any logos created by you or your company.

#### **Web Identities**

Do not include the name "PowerPoint" in a domain name or use it to brand your Web site.