



Microsoft has established the following set of guidelines to assist you in the proper use of the Includes Microsoft Internet Explorer logo shown above (the “Logo”).

The power of the Logo lies in its consistent and appropriate use. Any usage outside these guidelines dilutes the effectiveness of the Logo and Microsoft’s rights in the Logo.

Microsoft reserves the right to change the Logo and/or these guidelines at any time at its discretion. You must comply with the guidelines as amended from time-to-time.

## **USING THE INCLUDES MICROSOFT INTERNET EXPLORER LOGO**

- Use the Logo only to indicate that your product includes Microsoft Internet Explorer. You may not use the Logo in connection with any product that does not include Microsoft Internet Explorer.
- This Logo is for use by Microsoft and authorized third parties only.
  - Microsoft Use: The Logo may be used by Microsoft on packaging, channel, collateral, advertising, direct mail, and events promotion materials for Microsoft products that include Microsoft Internet Explorer.
  - Authorized Third-Party Use: The Logo may only be used by third parties authorized to distribute the Microsoft Internet Explorer software under a separate License and Distribution Agreement or OEM License Agreement with Microsoft, as applicable. Authorized third parties may only use the Logo on product packaging and in related print advertising materials for products that include Microsoft Internet Explorer.
- This Logo may NOT be placed on any Web sites for the purpose of downloading Microsoft Internet Explorer. Please see the Microsoft Internet Explorer Online Logo Usage Guidelines at <http://www.microsoft.com/ie/logo/>.
- Microsoft will provide you with electronic artwork of the Logo. You may not alter this artwork in any way. Do not remove the trademark symbols or any other elements from the Logo. Microsoft may provide the Logo in versions where the word “Includes” may be translated for local markets, as available. You may not substitute your own translation of the Logo.

## **LEGAL INFORMATION**

- Each use of the Logo must include the following notice:

“Microsoft and the Microsoft Internet Explorer logo are registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.”
- The product name for Microsoft’s Internet browser should always appear as “Microsoft Internet Explorer 4.0” in all materials, and should include the trademark registration symbol ® after Microsoft at the first and most prominent mention.
- Microsoft owns the Logo and all uses of the Logo will inure to the benefit of Microsoft. Authorized third parties shall employ best efforts to use the Logo in a manner that does not derogate from Microsoft’s rights in the Logo and will take no action that will interfere with or diminish Microsoft’s

rights in the Logo. Authorized third parties should not adopt, use, or register any corporate name, trade name, trademark, service mark or certification mark, domain name, trade dress, or other designation similar to, or containing in whole or in part the Logo or any other trademarks of Microsoft.

- Authorized third parties may not use the Logo in a manner that would imply that their company, products, or services are sponsored by, endorsed by, or affiliated with Microsoft.
- Authorized third parties may not display the Logo in a manner that suggests their product is a Microsoft product, or in a manner that suggests “Microsoft” is a part of their product name.
- Authorized third parties may not use the Logo to disparage Microsoft Corporation, its subsidiaries, products, or services, or for promotional goods or products that, in Microsoft’s reasonable judgment, may diminish or otherwise damage Microsoft’s goodwill in the Logo.
- Authorized third parties may not imitate Microsoft’s product packaging or the Logo in any of their materials, including advertising, product packaging, and promotional materials.
- The Logo, and the names “Microsoft,” and “Microsoft Internet Explorer 4.0” cannot appear larger and/or more prominent than authorized third parties’ own trade name, service name, product name, or trademark on any materials.
- Authorized third parties shall cease and desist from all use of the Logo from and after termination or expiration of their distribution agreement for Microsoft Internet Explorer.
- Microsoft reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

## **SIZING AND PLACEMENT REQUIREMENTS**

- Minimum size is 1/2" wide.
- The Logo must stand alone. A minimum amount of empty space must surround the Logo separating it from any other object, such as type, photography, borders, edges, and so on. The required area of empty space around the Logo must be  $1/2x$ , where  $x$  equals the height of the “e”.
- You may not combine the Logo with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.
- The Logo may not be used as a design feature on your packaging or any other materials.

## **COLORS**

The color version is the preferred way of reproducing the Logo. The Logo consists of black type with a blue graphic symbol (“e”) and four red dots.

- The PANTONE Matching System (PMS) color for the blue is PMS 279 C; the red dots are PMS 172C.
- Four-color process can also be used. The blue equals C80%+M35%; the red equals M65%, Y85%.
- For online usage, in presentations and situations where Microsoft Internet Explorer will not be downloaded, the blue color should be Red 0, Green 153, Blue 255 for 8-bit or higher resolution palettes. The red color should be Red 100, Green 34, Blue 34.

The color version can be reproduced only as described here.

## **BLACK-AND-WHITE APPLICATIONS**

The Logo consists of black type with a black “e” symbol with dots. The logo can be reversed to white out of black.

## **ACCESSING THE ONLINE FILES**

The following files are provided in Encapsulated PostScript (EPS) and BMP format. Use the EPS file for materials printed to a PostScript-compatible printer. Use the BMP file for on-screen representations. The files may not be opened and edited, only placed (for example, select “import...picture”) into software programs such as common page-layout or presentation programs, word-processing software, and so forth. EPS format is device-dependent, so the resolution of the device you are printing to is the resolution you will achieve. EPS images are sizable.

## **QUALITY CONTROL**

Microsoft reserves the right to review your use of the Logo and to conduct spot checks on all product packaging, marketing, and other materials, and may periodically send out requests for samples. Microsoft may also conduct spot checks in retail outlets and other product sources to monitor your compliance with these Logo Guidelines. Refusal to submit samples, noncompliance with these guidelines, or failure to correct any deficiencies in your use of the Logo and/or in the quality of the product used in conjunction with the Logo upon reasonable notice from Microsoft could result in revocation of your license to use the Logo.

## **QUESTIONS?**

***Please contact the Microsoft Internet Explorer Logo Department at [traceyk@microsoft.com](mailto:traceyk@microsoft.com) if you have any questions regarding the Logo.***

© 1997 Microsoft Corporation. All rights reserved.

Microsoft and the Microsoft Internet Explorer logo are registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

---