

# Office 2008 for Mac Logos

Here is an overview of the Microsoft Office 2008 for Mac Brand Guidelines. For complete Brand Guidelines, additional information, or brand guidance regarding Office 2008, please contact [macbrand@microsoft.com](mailto:macbrand@microsoft.com).

## Logo

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This is the logo lockup for the Microsoft Office 2008 for Mac suite. Use this as a default when referring to the product.

**Office**<sup>Microsoft®</sup>:mac<sup>2008</sup>

These are the individual logo lockups for the Microsoft Office 2008 for Mac suites.

**Office**<sup>Microsoft®</sup>:mac<sup>2008</sup>

These are the logo lockups for the individual Office 2008 products.

**Entourage**<sup>Microsoft®</sup>:mac<sup>2008</sup>

**Office**<sup>Microsoft®</sup>:mac<sup>2008</sup>  
HOME&STUDENT  
EDITION

**PowerPoint**<sup>Microsoft®</sup>:mac<sup>2008</sup>

**Office**<sup>Microsoft®</sup>:mac<sup>2008</sup>  
Special Media Edition for Digital Media Enthusiasts

**Word**<sup>Microsoft®</sup>:mac<sup>2008</sup>

**Excel**<sup>Microsoft®</sup>:mac<sup>2008</sup>

**Messenger**<sup>Microsoft®</sup>:mac<sup>6.0</sup>



# Office 2008 for Mac Logos (continued)

## Logo Lockup Usage / Clear Space

Maintaining clear space around product lockups in the Office for Mac family ensures they remain clear of other design elements, strengthening their presence in layouts. The clear space around the lockup is equal to 1.5x the height of the :mac identifier.



## Minimum Size

Minimum size of the lockup is calibrated in relation to the height of the "m" in "mac": .2 of an inch for print and 14.4 pixels for on-screen applications. Proportions of all lockup elements must be maintained when enlarging or reducing the lockup.

Office:mac 2008 .2 of an inch

Minimum size for print applications

Office:mac 2008 14.4 pixels

Minimum size for on-screen applications

# Office 2008 for Mac Logos (continued)

## Logo Color

The logo lockups are always reproduced in one color, either black on a white or light background or white on a solid color or dark background.



One-color black



One-color black



One-color white

## Logo Backgrounds

The lockups may be placed on white or reversed out of a dark background. They may also appear over imagery, in which case either the black or reversed white version can be used. Use the version that provides maximum contrast with the background to maintain legibility.



Light-colored background



Medium-colored background



Dark background

# Office 2008 for Mac Product Icons

Each product in the Office 2008 for Mac family has its own icon colors uniquely associated with that product. Each icon exists in two versions: an ether icon and a flat icon.

## Ether Icon

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Ether icons evolve the Office 2008 for Mac brand toward a dynamic, dimensional, and expansive experience. The icons, no longer static or compartmentalized, are extended beyond an isolated activity or appearance. They represent the possibility and potential that are the true benefits of Office 2008 for Mac. The ether icon is the full-color version with an ether graphic element. These icons are to be used on white backgrounds only.



## Flat Icon

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Each product icon has a simplified flat version which does not include the ether graphic element. These are to be used on black, white or light-colored backgrounds, or on photographic backgrounds where enough contrast is provided.



# Office 2008 for Mac Color Palette









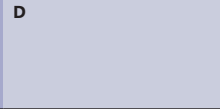




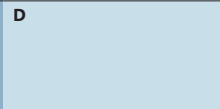














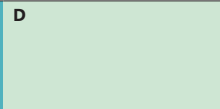

Our palette is divided into primary and secondary colors.

## Primary Colors

The primary colors are those prescribed to identify each product. Two primary colors describe the Messenger product, Messenger Blue and Messenger Green.

## Secondary Colors

The secondary colors are a range of tones associated with each product primary color. Each primary color has at least one secondary color to create a distinct color family for each product. These colors must only be associated with their respective products.

PRIMARY COLORS	SECONDARY COLORS			
<b>A Office Yellow</b> 	<b>B</b> 	<b>C</b> 	<b>D</b> 	<b>E</b> 
<b>A Entourage Purple</b> 	<b>B</b> 	<b>C</b> 	<b>D</b> 	<b>E</b> 
<b>A Word Blue</b> 	<b>B</b> 	<b>C</b> 	<b>D</b> 	<b>E</b> 
<b>A PowerPoint Red</b> 	<b>B</b> 	<b>C</b> 	<b>D</b> 	<b>E</b> 
<b>A Excel Green</b> 	<b>B</b> 	<b>C</b> 	<b>D</b> 	<b>E</b> 
<b>A1 Messenger Blue</b>  <b>A2 Messenger Green</b>	<b>B</b> 	<b>C</b> 	<b>D</b> 	<b>E</b> 

PANTONE® 8002 Metallic Silver\*

\*Silver is primarily used in packaging and point of sale displays.



# Office 2008 for Mac Color Palette (continued)

## Color Specifications

To maintain consistency in our identity system, it is essential that our colors are always reproduced accurately. This chart indicates color values for the color palette, broken down by PANTONE® colors, CMYK, RGB, and hexadecimal values.

For anything professionally printed, such as advertising, catalogs, manuals, and so on, use CMYK or Spot files. Use RGB artwork files for online, on-screen, or any other digital format.

The hexadecimal values are the HTML translations of the RGB values provided.

NAME	SPOT	CMYK	RGB	HEX (for HTML use)
<b>A Office Yellow</b>	<b>(or PANTONE 123 C)</b>	<b>0.20.100.0</b>	<b>255.204.0</b>	<b>#FFCC00</b>
B	n/a	0.5.45.0	248.226.158	
C	n/a	5.20.80.0	198.171.126	
D	n/a	0.10.25.0	248.229.194	
E	n/a	5.25.65.0	209.179.125	
<b>A Entourage Purple</b>	<b>(or PANTONE 2665 C)</b>	<b>80.75.0.0</b>	<b>102.51.153</b>	<b>#663399</b>
B	n/a	15.25.10.0	181.164.196	
C	n/a	35.30.5.0	180.186.197	
D	n/a	20.15.5.0	199.204.230	
E	n/a	35.40.10.0	200.193.190	
<b>A Word Blue</b>	<b>(or PANTONE 279 C)</b>	<b>70.30.0.0</b>	<b>102.204.51</b>	<b>#0099FF</b>
B	n/a	35.5.0.0	191.221.201	
C	n/a	45.20.10.0	203.200.171	
D	n/a	20.5.5.0	223.233.175	
E	n/a	45.15.15.0	195.206.199	
<b>A PowerPoint Orange</b>	<b>(or PANTONE 158 C)</b>	<b>0.60.100.0</b>	<b>245.128.37</b>	<b>#EF7D10</b>
B	n/a	0.25.55.0	226.192.147	
C	n/a	10.45.50.0	181.154.143	
D	n/a	5.15.25.0	235.224.211	
E	n/a	5.40.50.0	188.180.170	
<b>A Excel Green</b>	<b>(or PANTONE 360 C)</b>	<b>55.0.80.0</b>	<b>102.204.51</b>	<b>#66CC33</b>
B	n/a	15.0.45.0	195.216.230	
C	n/a	40.10.40.0	167.185.195	
D	n/a	20.0.20.0	181.204.234	
E	n/a	40.5.55.0	195.209.210	
<b>A1 Messenger Blue</b>	<b>(or PANTONE 638 C)</b>	<b>85.0.15.0</b>	<b>125.154.170</b>	<b>#7D9AAA</b>
<b>A2 Messenger Green</b>	<b>(or PANTONE 360 C)</b>	<b>55.0.80.0</b>	<b>0.153.255</b>	<b>#66CC33</b>
B	n/a	40.0.10.0	140.204.217	
C	n/a	65.10.25.0	71.153.181	
D	n/a	20.0.20.0	181.204.234	
E	n/a	40.10.20.0	140.176.191	

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors, CMYK, and RGB breakdowns shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.



# Office 2008 for Mac Ether Graphics

## Ether Graphic

The ether graphic is inspired by and extends the Office for Mac icons. It provides a dynamic and expressive graphic element to our communications.

The ether is clean, elegant and graceful. It is aspirational and can be symbolic—representing the flow of information, the spirit of achievement and the optimism of possibility.

As a graphic element, the color and movement of one ether may lead the eye. The interaction between two ethers creates depth and ambience.

The ether graphic provides designers with a dynamic tool that helps bring to life the Office for Mac brand and applications.



## Ether Use

There are many different ways ether graphics can be successfully employed with Office 2008 for Mac.

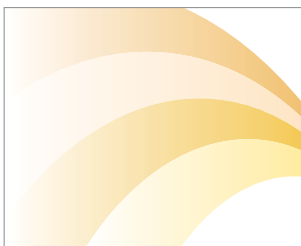
Ether graphics should not just be: they should add to the background image and to the message of empowerment and information. They should provide a flow and excitement about productivity.

When one ether graphic overlaps another, the ether graphic on the top should not end or truncate the one on the bottom.

Avoid overuse of fully saturated ether graphics; ether graphics should not overwhelm other information or messaging. Avoid overly complex ether graphics; they should be effortless, not turbulent. Avoid ether graphics that form a straight line for too long; they should reflect movement in curved directions.

For a multidimensional effect, and to allude to the evolution of the operating system as well as the product inside, explore the use of overlapping transparencies with the ether graphics.

Faded color



White to four-color fade

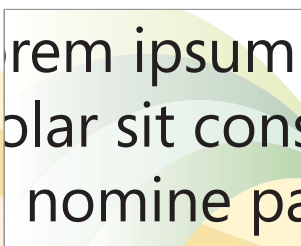


Four-color fade to white



Four-color fade to color

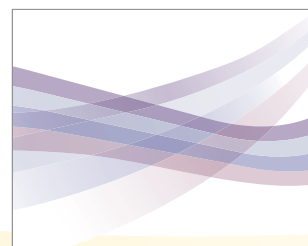
Overlay and transparency



Behind text



Behind the main focus of an image



With transparency

# Microsoft Office 2008 for Mac Naming and Trademark Usage

## Protecting Trademarks, Building the Identity of Microsoft Office for Mac

Always use the full product name—including proper trademark symbols upon the first mention of the name in body copy. After that, you may use an abbreviated (shorthand) product name. You may use the abbreviated product name in headlines as long as the full legal name is provided at the first mention in body copy.

Never abbreviate Microsoft Office 2008 for Mac to just “Office”; it should always reference the version. Spell out the edition’s full name on first use. Upon second usage in copy, you may use the shortened name as indicated, so long as the full legal name is provided in first mention.

- Home and Student Edition should never be abbreviated to “Home & Student”.
- Special Media Edition should never be abbreviated to “Media Edition”. “Special” signals that the sku is a combination of two Microsoft brands, and therefore, should never be omitted. The “Special Media Edition” is a combination of Microsoft Office for Mac and Microsoft Expression Media.

**Here are the correct trademark symbol placement and naming for all Microsoft Office 2008 for Mac applications.**

<b><i>First Name (use at first mention)</i></b>	<b><i>Shorthand Names (version specific)</i></b>	
<b>Office for Mac Suites</b>		
Microsoft® Office 2008 for Mac	Office 2008 for Mac	Office 2008
Microsoft® Office 2008 for Mac Home and Student Edition	Office 2008 for Mac Home and Student Edition	Office 2008 Home and Student Edition
Microsoft® Office 2008 for Mac Special Media Edition	Office 2008 for Mac Special Media Edition	Office 2008 Special Media Edition
<b>Office for Mac Applications</b>		
Microsoft® Entourage® 2008 for Mac	Entourage 2008 for Mac	Entourage 2008
Microsoft® Excel® 2008 for Mac	Excel 2008 for Mac	Excel 2008
Microsoft® PowerPoint® 2008 für Mac	PowerPoint 2008 for Mac	PowerPoint 2008
Microsoft® Word 2008 für Mac	Word 2008 for Mac	Word 2008
Microsoft® Messenger for Mac Version 6.0	Messenger for Mac Version 6.0	Messenger for Mac
Windows®-based 2007 Microsoft® Office products	Windows-based Office products	
Microsoft® Internet Explorer 5 for Mac	Internet Explorer 5 for Mac	
MSN® for Mac OS X	MSN for Mac OS X	
MSN® Messenger for Mac Version 4.0	MSN Messenger for Mac	
Microsoft® Outlook® Express 5 Macintosh Edition	Outlook Express 5	
Microsoft® Outlook® 2001 for Mac	Outlook 2001	
Microsoft® Virtual PC for Mac Version 7	Virtual PC for Mac Version 7	
Microsoft® Virtual PC for Mac Version 7 with Microsoft Windows® 2000 Professional	Virtual PC for Mac Version 7 with Windows 2000 Professional	
Microsoft® Virtual PC for Mac Version 7 with Microsoft Windows® XP Home Edition	Virtual PC for Mac Version 7 with Windows XP Home Edition	
Microsoft® Virtual PC for Mac Version 7 with Microsoft Windows® XP Professional	Virtual PC for Mac Version 7 with Windows XP Professional	



# Brand Voice

Great brands use a uniqueness of voice to their advantage. Tone and rhythm, syntax and sentence length all influence the overall effect. These guidelines aim to help you understand and apply the voice of Office 2008 for Mac. The way we'll write about Office 2008 for Mac will be different from the way we've written in the past. We're not changing who we are and what we stand for. We're just adjusting how we communicate our brand's vision. Of course, you have the flexibility to treat every application in a way that's appropriate for the situation. But if we consistently communicate in a way that characterizes our brand, people will gain greater understanding of what Office 2008 for Mac stands for

## Content

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### **Focuses on the user**

Since our audience cares primarily about how Office 2008 for Mac can help them accomplish their goals, we'll make the user the center of attention. We'll talk about what Office 2008 for Mac does, but always in the context of what someone can get from it.

### **Communicates benefits – credibly**

We won't take it for granted that our audience will believe Office 2008 for Mac is great just because we say so. Instead, we'll respect their intelligence. We'll use facts – never overstating or overpromising product benefits.

## Tone and Style

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### **Stays active**

We'll take responsibility with active verbs. We'll keep the rhythm as short and quick as the communication allows. We'll avoid all forms of the verb "to be" whenever possible. Ignoring it completely would be impossible, but the less we use this energy killer, the more confident we'll sound. What we write must move quickly, communicate directly, and feel like a thoughtful conversation.

### **Looks to the future**

When we talk about users and user benefits, we'll paint a picture of possibility and offer a clear, confident idea of what will happen when someone uses Office 2008 for Mac. Office 2008 for Mac will help people make work more simplified and achieve goals, small and large, immediate and long-term, with product features offered right now. A key element of our brand voice will be helping them envision that.

### **Is straightforward and simple**

Office 2008 is about simplifying the way our customers work. The way that we write should reflect that style with simple, clean, and economical writing. Use only as many words as it takes to communicate the message and do it in a straightforward way. That said, Mac users have a sense of humor. In small doses and where it adds emphasis to product benefits, challenge the reader to think with unexpectedly clever, yet precise word choice.

## Microsoft Office 2008 for Mac Brand Voice Checklist

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### **Storytelling**

Does the copy focus on the user?

Does it highlight the possibilities for the future?

Does it allow the reader to picture how to accomplish his or her own goals?

Do the goals and accomplishments connect naturally to our product?

Are features linked directly to their potential benefits?

### **Tone**

Does it sound natural when read aloud?

Is it approachable?

Is it confident?

Is it empowering rather than boastful?

Does it emphasize clarity over cleverness?

### **Verbs**

Are they active verbs?

Are the verbs certain and confident? ("will" vs. "can")

### **Adjectives and adverbs**

Are all modifiers necessary?

Are they genuine?

Are they provable – backed up with facts?

### **Word choice**

Is every word the most direct it can be?

Has the technology and business jargon been rewritten to be more natural?

Have the clichés been eliminated?

Are there conversational touches to make it more approachable (where appropriate)?

