

Tech·Ed logo
rules and
guidelines





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03

what is Tech·Ed?

Tech·Ed is about technical education and networking with your peers and Microsoft experts.

It is a once-a-year opportunity for Software Developers and IT Professionals to expand their understanding and knowledge of emerging technologies through hundreds of learning opportunities made possible by Microsoft and its industry partners.

Through seminars, demonstrations, and product showcases, Developers and IT Pros have the chance to get up-close and personal with the technologies, and the industry leaders and experts who know them best.

By taking part in Tech·Ed, Developers and IT Pros can meet their individual challenges head-on by talking directly with Microsoft representatives, partners and vendors about the latest tools and technologies, current releases and future plans to adopt, migrate and deploy. So, they're not only on top of their issues, they're in control of their IT environment and on the cutting edge of solutions.

Tech·Ed is about depth and breadth:
going deep into technology and expanding knowledge.

It is about the community and the individual:
the chance to interact with one's peers while focusing on one's personal growth.

It is about reflection and action:
the opportunity to examine one's technological skills, and then act upon them to help meet an organization's goals.

It is about analysis and aspiration:
the ability to probe technologies that can take a Developer or IT Professional to the next level of their careers—and drive their organizations forward.

Tech·Ed is a community event where every Software Developer and every IT Professional—new or seasoned—can explore, learn, connect, discover, evaluate, problem-solve and ultimately experience and realize the full potential not only of the technology, but of themselves.

04

Tech·Ed logo

There are four versions of the Tech·Ed logo that can be used, depending on the needs of your region. The logo should be used on all Tech·Ed marketing materials whenever possible. It should be prominently placed on printed pieces and appear near the top of e-mail and online executions.

Elements

The Tech·Ed logo is made up of three to five elements, depending on the version: the Microsoft wordmark with registration symbol, the TechEd logotype, the region or audience, a perpendicular line, and the year date.

1. The words "Microsoft", "Tech·Ed" and "2008" appear in every version. "2008" should appear in green.
2. The logo can also appear with the name of the region. A perpendicular line separates the region from the year. The region, the line, and the year should also appear in green.
3. For communications targeted to Developers, use this version of the logo. "Developers", the perpendicular line, and "2008" should appear in orange. **Please note:** this logo should only be used in regions where there is a separate Tech·Ed event for Developers. It cannot be used for Tech·Ed events which combine the two audiences.
4. This is the IT Professionals version. "IT Professionals", the perpendicular line, and "2008" should appear in blue. **Please note:** this logo should only be used in regions where there is a separate Tech·Ed event for IT Professionals. It cannot be used for Tech·Ed events which combine the two audiences.



Please note:

For regions that do not use the split event model (i.e. separate events for Developers and IT Professionals), the first appearance of the logo in a standalone marketing piece or a website should be one that includes the date and region (#2 above). Subsequent appearances of the logo should feature the date only (#1 above). This version can also be used for onsite materials at the discretion of the event organizers.

05

Tech·Ed logo usage

Size and staging online

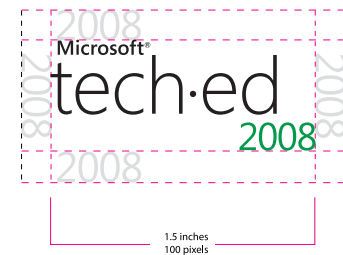
The logo should never be less than 100 pixels wide on the Web. Always allow at least X pixels around all four sides of the logo, where X = the height of the 2 in "2008."

Size and staging in print

When it comprises three elements, the logo should never appear less than one-and-a-half inches wide in print. When it comprises four elements, it should never appear less than one-and-a-half inches in print. Always allow at least X units around all four sides of the logo, where X = the height of the 2 in "2008."

Positive & other uses

The logo can be used in solid black or knocked out on darker backgrounds.



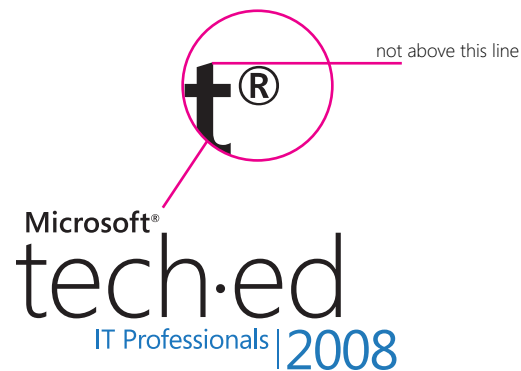
06

logo construction

The logotype, country and year are spaced out in the following way. Any modification to the logo should follow these alignment guidelines. See the following page for adding new countries and years.



The registered trademark symbol (®) must always appear next to the word Microsoft as it appears in the logo. The symbol is set in Microsoft Segoe and should print in black. The point size of the symbol is based on the width of the logo.



07 brand properties

Brand properties are the core building blocks for creating the Microsoft Tech-Ed brand. All Microsoft Tech-Ed communications should contain these elements used in accordance with the guidelines provided in the following pages.

logo



typography













ABCDEFGH
abcdefgh
12345678

color



08

Tech·Ed logo
misuses

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12. 

1. DO NOT use the logo as a promotion.
2. DO NOT use the logo as part of a body of text (headline, sentence, statement).
3. DO NOT use logo vertically or angled.
4. DO NOT contain the logo within—or attach it to—a box, circle, or any other shape that isolates or adds to the logo.
5. DO NOT make the logo appear connected to—or appear part of—another symbol or icon.
6. DO NOT crop logo in any way.
7. DO NOT place the logo against a contrasting color background.
8. DO NOT use unapproved colors for the logo or background.
9. DO NOT create an outline version of the logo.
10. DO NOT “squish” the logo.
11. DO NOT stretch or skew the logo.
12. DO NOT use the logo without including mention of Microsoft.

09

Tech·Ed in type

Tech·Ed name in type

The dot in Tech·Ed, while not a period, is smaller than a bullet. The “T” and the “E” should appear as capitals in all headlines, subheads, and body copy. The only exception is the logo itself.

- ✓ correct: Tech·Ed
- ✗ incorrect: Tech•Ed
- ✗ incorrect: Tech.Ed
- ✗ incorrect: tech·ed
- ✗ incorrect: Tech.ed
- ✗ incorrect: tech·Ed

Full name usage in copy

When “Tech·Ed” first appears in copy, the full, official name must be used:

Microsoft + Tech·Ed + Location + year,
e.g. *Microsoft Tech·Ed EMEA 2008*

-or-

Microsoft + Tech·Ed + Location + year + Audience
e.g. *Microsoft Tech·Ed EMEA 2008 Developers*

For split events, subsequent appearances of “Tech·Ed” should be referenced by audience only:
Tech·Ed Developers

-or-

Tech·Ed IT Professionals

This prevents redundancy and helps ensure a smoother read.

For correct size of the dot, use the following commands.

Mac: Shift+Option+9

PC: Insert>Insert Symbol>Symbol 00B7 (middle dot)

Please note

There will be certain instances when it is appropriate for “Tech·Ed” to appear on its own (e.g. when it is apparent the communication is for a Developer audience or an IT Professional audience). However, in the majority of instances, please follow the guidelines above.

10 typography

The following fonts should be used in all Tech-Ed communications. All type should appear in black against a white field, or white against a color field.

Segoe light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Segoe Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

11 colors

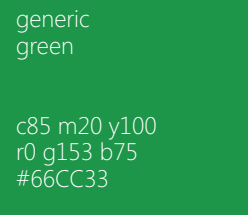
The Tech-Ed logo color scheme comprises up to three main colors.

Color usage for Split Event Regions

In regions where the split event model is leveraged to produce two separate events (i.e. one for Developers and one for IT Professionals) green is used for Tech-Ed 2008 elements targeting both audiences, while blue and orange are used specifically for the IT Professional and Developer audiences, respectively. Lastly, black is used for accents, call-outs and highlighting, as well as for text in print and online media.

Color usage for Combined Event Regions

In regions where Tech-Ed is one event targeting both Developers and IT Professionals, green should be used for all demand generation materials. Black is used for accents, call-outs and highlighting, as well as for text in print and online media.

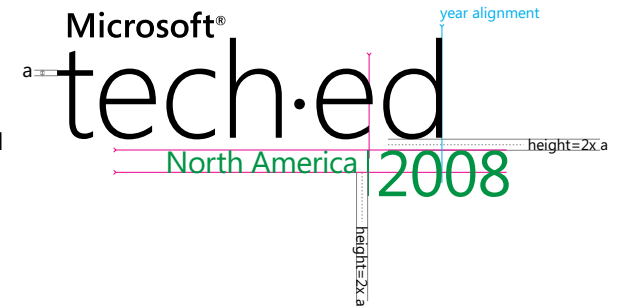


12

adding countries & years

When adding a country to the logo, the country's name should be right-aligned to the keyline preceding the year. The top of the country name should be top-aligned to the top of the year, and bottom-aligned to the middle of the '8' in '2008'. The distance between the year and the keyline—as well as the country name and the keyline—should be twice (2X) the thickness of the crossbar in the letter 't'.

When incorporating a new year into the logo for future Tech-Ed events, the new year must contain all four numerals—for example, use '2009', not '09'. Furthermore, the first '0' in the year should be right-aligned to the vertical bar of the letter 'd' in the word 'tech-ed'.



Microsoft®
tech.ed
Australia | 2008

Microsoft®
tech.ed
Israel | 2008

Microsoft®
tech.ed
EMEA | 2008

Microsoft®
tech.ed
EMEA | 2008

Microsoft®
tech.ed
Hong Kong | 2008

Microsoft®
tech.ed
China | 2008

Microsoft®
tech.ed
South East Asia | 2008

Microsoft®
tech.ed
EMEA | 2008

Microsoft®
tech.ed
Japan | 2008

Microsoft®
tech.ed
New Zealand | 2008

Microsoft®
tech.ed
South Africa | 2008

Microsoft®
tech.ed
North America | 2008

Microsoft®
tech.ed
Brazil | 2008

Microsoft®
tech.ed
Korea | 2008

Microsoft®
tech.ed
Taiwan | 2008

Microsoft®
tech.ed
North America | 2008

14

other brands

Microsoft®
tech·days
2008

Microsoft®
dev·days
2008

Microsoft®
tech·days
North America 2008

Microsoft®
dev·days
North America 2008

Microsoft®
tech·days
2008

Microsoft®
dev·days
2008

Microsoft®
tech·days
2008

Microsoft®
dev·days
2008