Marketing Communications Style Guide

Microsoft® tech·ed 2008

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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 theme: be a part of the experience

What are the reasons to attend Tech•Ed? Certainly, it's to expand your knowledge about new and current technologies. But equally important, it's about interacting one-on-one with Microsoft technology experts, as well as expanding your network of industry colleagues.

Tech·Ed is Microsoft's premier gathering for Developers and IT Professionals worldwide, providing each group with technical education, community and product evaluation resources. In fact, it is the year's best opportunity to meet the largest number of people within the technology industry, all in a single place.

Tech·Ed's goal for Developers: to help them build state-of-the-art software solutions for business.

Tech·Ed's goal for IT Professionals: to help them plan, architect, deploy, manage and secure a connected IT infrastructure.

The content for both audiences will focus on near-term products that are available for Community Technology Preview and release to market prior to the next Tech·Ed.

This year's event will be about the "People Pillar" of Dynamic IT, recognizing the distinct needs and motivating factors of IT Professionals and Developers, the possibilities of achieving Dynamic IT, advancing the business, and realizing their own professional potential.

Thus, the theme for Tech·Ed 2008:
"Be a part of the experience."

With this theme, we use action words that relate to the Tech·Ed experience, such as:

"LEARN"

"CONNECT" and

"EXPLORE".

These words are mosaics composed of photographs of IT Pros and Developers. The message: as a Tech·Ed attendee, you become part of the learning, the community, and the career growth potential.

05 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 five to four elements, depending on the version.

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.

1.

2.

3.

4.

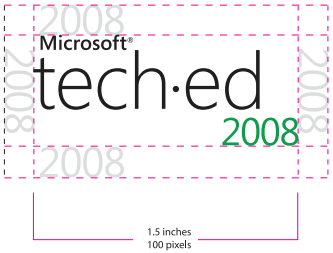
Please note:
For regions not using the split event model (i.e. separate events for Developers and IT Professionals), the first appearance of the logo in a standalone marketing piece or a website should be one that includes the date and region (#2 above). Subsequent appearances of the logo should feature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

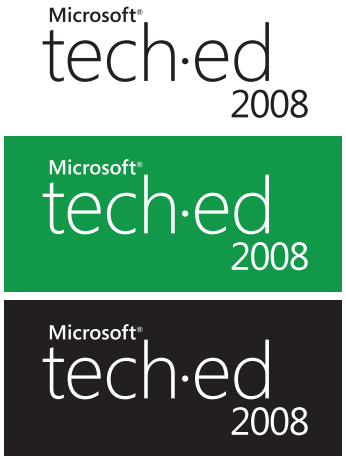
06 Tech·Ed logo usage

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.





07 Tech·Ed name 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 South East Asia 2008*

-or-

Microsoft + Tech•Ed + Location + year + Audience
e.g. *Microsoft Tech·Ed South East Asia 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: Shirft+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.

08 typography

The following fonts should be used in all Tech·Ed 2008 communications. All type should appear in black against a white field, or white against a color field. For examples in layout, please see page 18.

Segoe light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmonpqrstuvwxyz
1234567890

Segoe Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmonpqrstuvwxyz
1234567890

Segoe Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmonpqrstuvwxyz
1234567890

typography: print usage

The following detail the range of point sizes and weights that can be used according to the kind of copy being set for print media only.

Headline: Segoe Light—14 to 24pt

Be a part of the experience

Subheads: Segoe Bold (same point size as body text)—7 to 11pt

There are a whole lot of reasons to be at Tech·Ed. You're one of them.

Body Copy: Segoe Regular—7 to 11pt

At Tech·Ed U.S. 2008 IT Professionals, 7,000 of your peers will be gathering to learn about the latest industry developments, explore Microsoft technologies in-depth, and connect with each other. With 20 technical tracks, 240 Interactive Theaters, and over 175 Hands-on Labs, Tech·Ed is a great opportunity to realize the full potential of the latest technology, and of yourself. Be a part of the experience. (9pt)

Call Outs & Support Copy: Segoe Bold—9 to 14pt depending on body copy size

Save $200
Register Now

Usage of Italics:
The use of *Segoe Regular Italic* can be used in body copy to emphasize specific subjects or thoughts, as well as seminar titles, book titles, etc. Italics should never be used in headlines or subheads.

Against lighter fields, the type should be set in black.

Against darker fields, the type should be set in white.

typography: online usage

The following detail the range of point sizes and weights that can be used according to the kind of copy being set for online media only.

Headline: Segoe Light or Regular—12 to 18pt

Be a part of the experience

Subheads: Segoe Bold (same point size as body text)—10 to 12pt
(use Verdana Bold if HTML text is required)

There are a whole lot of reasons to be at Tech·Ed. You're one of them.

There are a whole lot of reasons to be at Tech·Ed. You're one of them.

Body Copy: Verdana Regular—10 to 12pt

At Tech·Ed U.S. 2008 IT Professionals, 7,000 of your peers will be gathering to learn about the latest industry developments, explore Microsoft technologies in-depth, and connect with each other. With 20 technical tracks, 240 Interactive Theaters, and over 175 Hands-on Labs, Tech·Ed is a great opportunity to realize the full potential of the latest technology, and of yourself.
Be a part of the experience.

Call Outs & Support Copy: Segoe Bold—10 to 14pt depending on body copy size
(use Arial Bold if HTML text is required)

Save $200
Register Now

Usage of Italics:
The use of *Segoe Regular Italic* can be used in body copy to emphasize specific subjects or thoughts, as well as seminar titles, book titles, etc. Italics should never be used in headlines or subheads.

typography don'ts

Extreme tracking or kerning:

✗ t r a c k i n g and kerning

Mixed type sizes in same sentence:

✗ different type sizes in same sentence

Colors for type, unless a hyperlink:

✗ colors for type, unless a hyperlink

Other fonts not in this guide:

✗ other type faces or weights

12 colors

The Tech·Ed 2008 color scheme comprises up to three main colors and one supplementary color.

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.

generic green	IT Professional blue	Developer orange	accents in black
c85 m20 y100 r0 g153 b75 #66CC33	c85 m50 r30 g120 b185 #0099FF	m60 y100 r245 g130 b30 #F58220	

background textures

See the following pages for more direction on background textures.

13 background textures

There are three background textures for Tech·Ed 2008. The green texture is used for generic Tech·Ed 2008 communication and elements. Any communication or element that is specifically directed at either of the two distinct audiences should employ the corresponding color texture: blue for IT Professionals, and orange for Developers. These textures will be supplied as creative assets for your use.

The texture can be used in whole or in part:

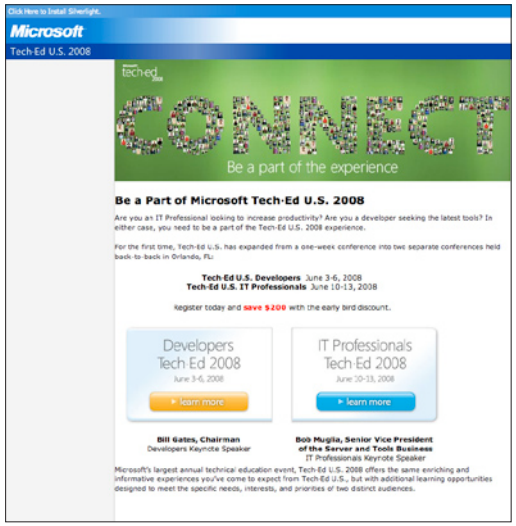
The texture can be stretched and condensed within moderation (please see texture don'ts for more information):

background textures

Texture do's

Do use the texture in whole or in part:

Do use as part of a online header graphic:



Do use the texture in call-out boxes:

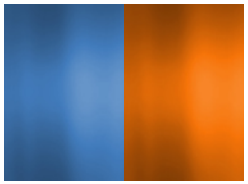
Do use as a screen, specifically for call-outs:

background textures

Texture don’ts

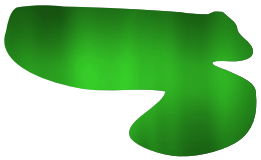
Do not condense the texture to the point where it begins to look striped:

Do not use more than one texture at a time:



Do not stretch the background to the point where it loses its texture:

Do not use the texture in irregular shapes:



Do not use the texture horizontally or on an angle:

Do not use the same color for text and background texture:

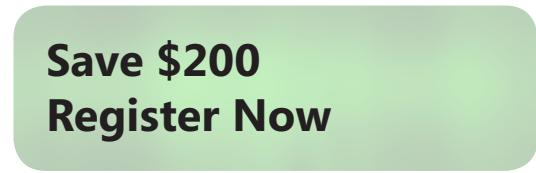
16 design elements

There are several other methods to call out promotional information, directional copy, or calls-to-action, such as:

Semi-transparent white boxes with rounded corners:

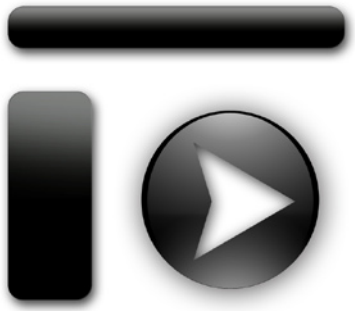
Textured boxes with rounded corners on a white background and knocked-out type:

Boxes with semi-transparent texture:



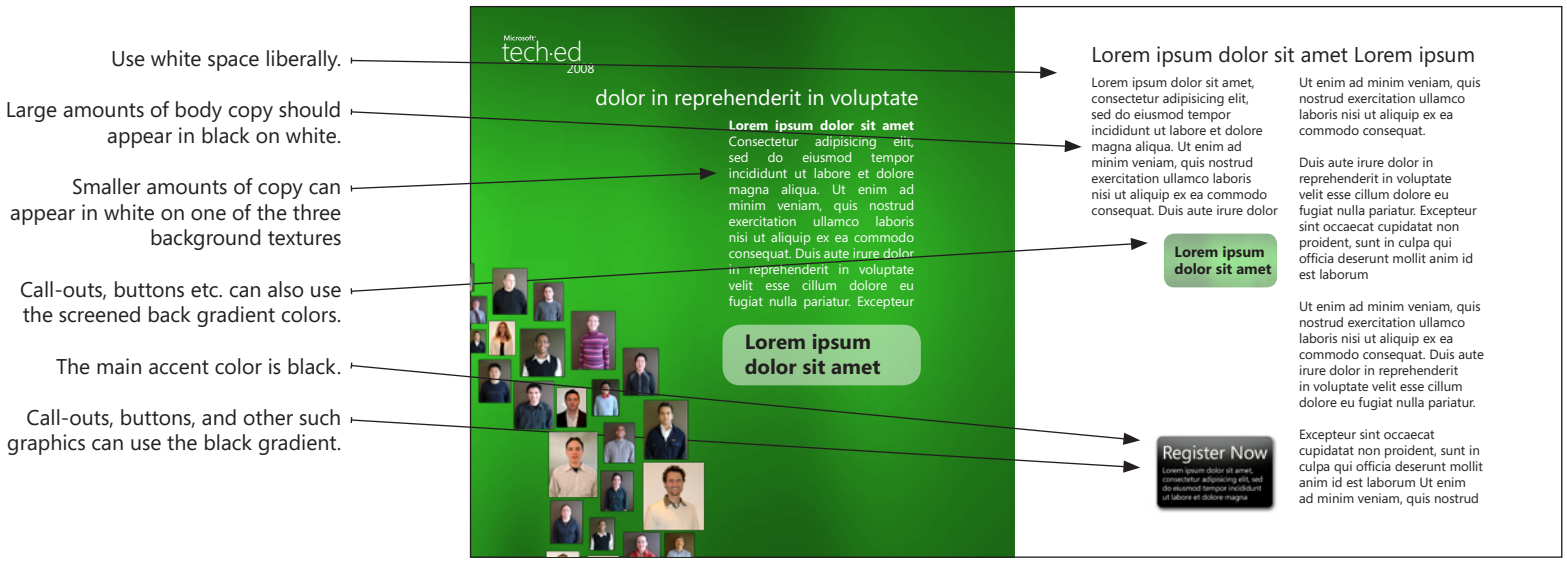
design elements

Black squares, rectangles, or circles can be used for promotional information or call outs. The black elements (which will be supplied) have a sheen effect to them to make them more dynamic. They also feature a soft wide drop shadow.



design elements

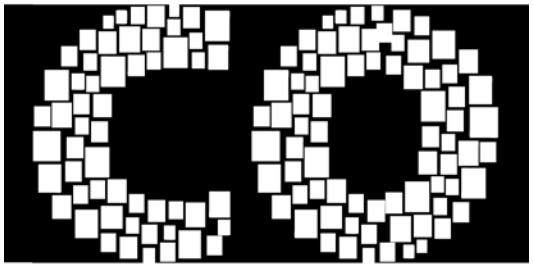
Sample Print Layout
The overall look of the "Be a part of the experience" campaign is clean, simple and crisp, in keeping with our direct and matter-of-fact approach to our audience. Avoid clutter in your layouts; this helps lend focus to the content, without overwhelming the audience, and therefore inviting them to read more.



19 power words

Power Words Construction
Use Segoe Black as the template for the construction of the mosaic letters. Each letter is on average approximately three photos thick, but can be two photos in thickness if the word is to be used on a smaller scale.

Arrange the photos in different sizes within the confines of the letter shape. Keep the photos fairly tight together, but not overlapping, to create the clean, mosaic effect.



LEARN
CONNECT
EXPLORE

pillar power words

The three words “CONNECT”, “LEARN” and “EXPLORE” reflect the three pillars of this year’s Tech·Ed event: community, education, and technology. They must only be used for demand generation, general awareness and generic communications (and not, for example, in directional signage).

1. Pillar words must always appear as horizontal, perpendicular to the layout.
2. Pillar words must always appear separately, and never together.
3. Pillar words must always appear over the tagline, “Be a part of the experience”.
4. The tagline must be the same height as the thickness of the upper stroke of the “E” in the power word.
5. Pillar words must always appear against one of the three colour background textures.

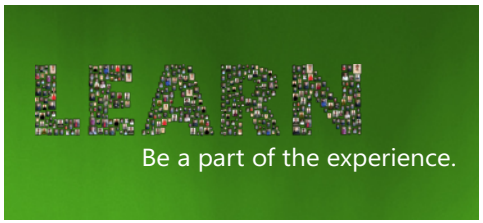
The tagline must be the same height as the thickness of the upper stroke of the “E” in the power word.

21 campaign tagline

Campaign Tagline
The tagline for Tech·Ed 2008 is "**Be a part of the experience**". It can appear in two ways:

1. Locked up next to the Tech·Ed logo at 2:1 ratio. Always allow at least X units around all four sides of the logo, where X = the height of the 2 in "2008."

2. Under one of the power words ("CONNECT", "LEARN" or "EXPLORE"), running the length of the word.



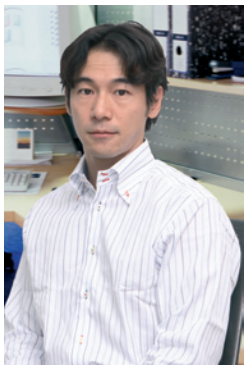
22 photography

Individual portraits comprise the letters of each of the featured words in the campaign for the demand generation materials. They should be head-and-shoulders shots, or alternatively, taken above the waist.

The subject should not be too tightly cropped, should be centered within the frame, and should be looking at the camera.

Bear in mind that the photography is meant to be representation of your local target audience. Therefore, keep ethnicity, gender and age in mind as you select or create the photography. Generally speaking, the ages should range from 28 – 55, with male-to-female ratio of 7:3.

Correct:



Incorrect:

photography

People-Ready Photography
You can use People-Ready photography for print and online executions, cropped according to specification. Use the Microsoft Media Bank to source the photography at:

https://mediabank.partners.extranet.microsoft.com/

Photography for online media
A bank of photographs is available for online usage at:

http://www.infoweb2007.com/sites/teched/us/overview/default.aspx

Original Photography
Alternatively, you can choose to shoot your own photography. This will help ensure it is appropriate for your respective market.

People-Ready Photography

Supplied Photography

24 messaging

The theme of this year's edition of Tech·Ed is "Be a part of the experience".

Building on the three pillars of Tech·Ed-education, product evaluation, and community-the messaging revolves around three key words:

LEARN
CONNECT
EXPLORE

The "Be a part of the experience" theme line should always accompany these words.

Tone of communications
As the theme line suggests, the communications should be all about the Tech·Ed 2008 experience. Our audience-Developers and IT Professionals alike-is more attuned to technical innovation than any other audience in the world.

In all of the communications, it is important to show the audience that there is a real, tangible value from attending Tech·Ed. It's an opportunity to dive deep into the technology, socialize and learn from peers and Microsoft experts, and amass skills and knowledge that can lead to career advancement.

Marketing hype doesn't work with this audience. Being matter-of-fact does. Each communication therefore needs to be content-rich, valuable, and newsworthy. The reason they come to Tech·Ed is to become better informed, and all our communications need to reflect this fact.

Body Copy Example 1:

Thousands of Developers are coming to Tech·Ed. Are you?

Tech·Ed U.S. 2008 Developers is the largest annual Microsoft technical education event of the year for developers—your chance to advance your technical skills and career by deep-diving into the latest development technologies through Breakout Sessions, Hands-on-Labs , interacting one-on-one with Microsoft representatives and industry partners, and connecting with thousands of your peers.

Body Copy Example 2:

There are thousands of reasons to be at Tech·Ed. You're one of them.

At Tech·Ed U.S. 2008 IT Professionals, 7,000 of your peers will be gathering to learn about the latest industry developments, explore Microsoft technologies in-depth, and connect with each other. With 20 technical tracks, 240 Interactive Theaters, and over 175 Hands-on Labs, Tech·Ed is a great opportunity to realize the full potential of the latest technology, and of yourself. Be a part of the experience. Register now.

messaging

Headlines
Headlines should capture the fun, the focus on the attendee, and the learning potential of Tech·Ed 2008. Meanwhile, they should also reflect the sentiment of the mosaic Power word being used in the graphic.

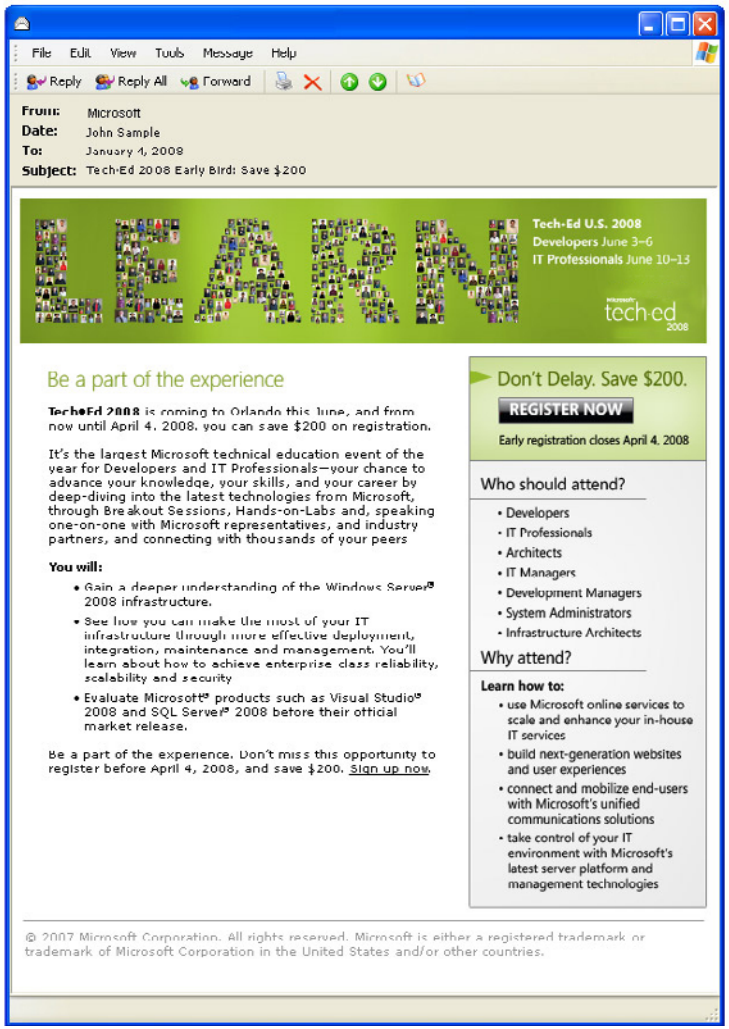
Headline examples

- Anything more to learn and you'd earn a degree.
  [KNOW mosaic]
- It's all about you. (And thousands of your peers)
  [NETWORK mosaic]
- New skills. New solutions. New swag.
  [ACCESS mosaic]
- Thousands of learning events. Countless social opportunities. (It's all about making advances.)
  [ENGAGE mosaic]
- See what can happen when you get 5000 developers in one room.
  [NETWORK mosaic]
- There are thousands of reasons to be at Tech·Ed. You're one of them.
  [DISCOVER mosaic]

26 sample layouts

Microsoft® tech·ed 2008

27 demand generation materials



28 postcard

Microsoft
tech·ed
North America | 2008
HERO
An exclusive offer for Heroes Happen Here attendees — details on back
Tech·Ed North America 2008 Developers: June 3-6
Tech·Ed North America 2008 IT Professionals: June 10-13

Microsoft
tech·ed
North America | 2008
Two separate events for Developers and IT professionals
You've seen how the latest Microsoft releases can help make it even easier for you to be the hero.
Take the experience further by registering for Tech·Ed North America 2008. And this year—for the first time ever—it will be two separate events:
Tech·Ed North America 2008 Developers: June 3-6
Tech·Ed North America 2008 IT Professionals: June 10-13
This is your chance to get the hero treatment... at Tech·Ed North America 2008
Bring this handout to the Tech·Ed North America 2008 registration booth during your conference registration, and you will be entered for a chance to win*:
• 4 passes to the Attendee Party—with limo service
• A Universal Studios tour for 5, including 5 Fast Lane passes and 5 Tech·Ed Shirts
• A $250 Universal Studios Gift Certificate
The drawing happens on the first day of each of the two events.
Save this handout for your chance to win
Register now at microsoft.com/teched2008
* No purchase necessary. Open only to US Residents 18+. For full rules and alternate entry method, see http://www.microsoft.com/events/teched2008/heroessweepstakes.mspx or registration booth at the Heroes Happen Here event.
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29 website guidelines

Microsoft® tech·ed 2008

global layout guidelines

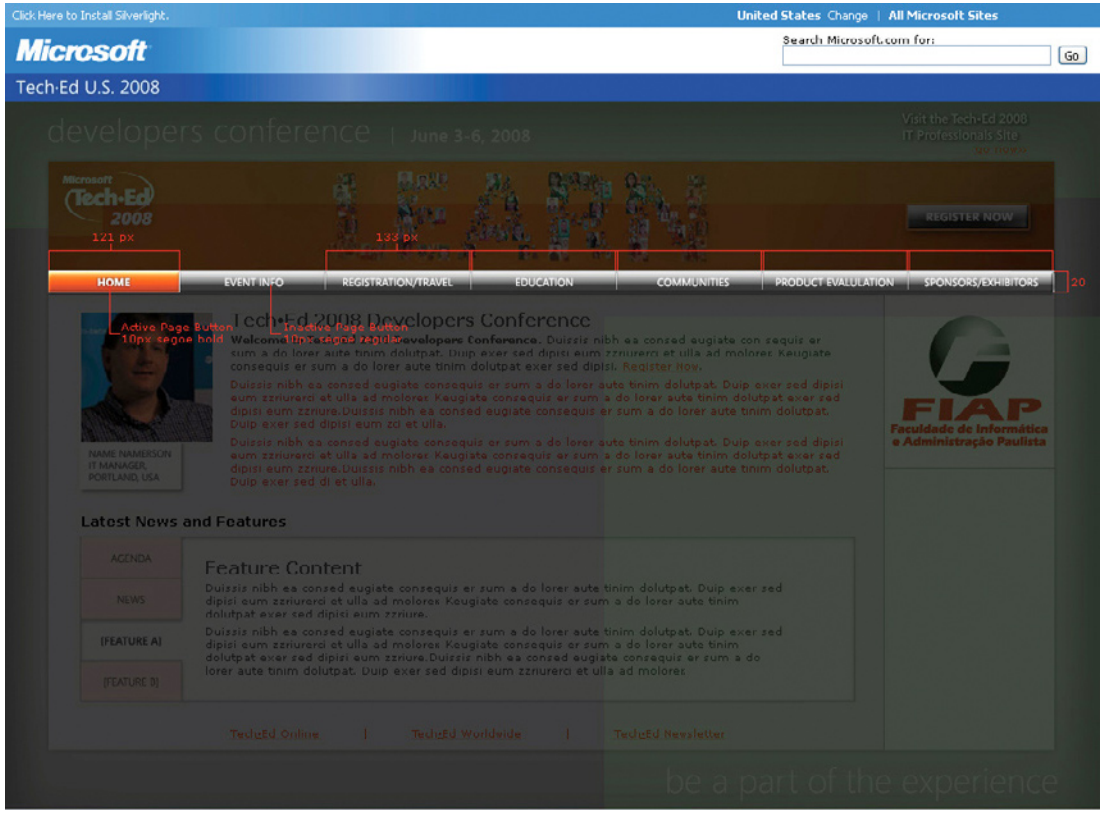
General

Size:	1007 px x 631 px
Background:	Fixed position image, #a0a0a0 if page expanded to right, #ffffff below MS wrapper
Headline:	30 px Segoe Light, centered vertically in space, left aligned with content area
Subhead:	32 px Segoe Light, baseline 45 px below content area, right aligned with content area, #ffffff
Wrapper:	Standard MS chrome wrapper

Content Area

Size:	925 px x 542 px, 54 px from top, 40px from left
Logo:	117 px x 68 px (landing page only), 16 px offset from top left corner of content area
Hero:	620 px x 190 px (fi nished), 160 px from left, 50 px from top
Copy:	Welcome copy 12 px Verdana Bold, #ffffff, body copy 10 px Verdana Regular, #ffffff, 3 lines max.
Background:	204 px margins left and right.
Navigation	Photo artwork TBP by Toronto. Background as provided
General:	Entire box is clickable. 90% opacity. Color: #f1f1f3

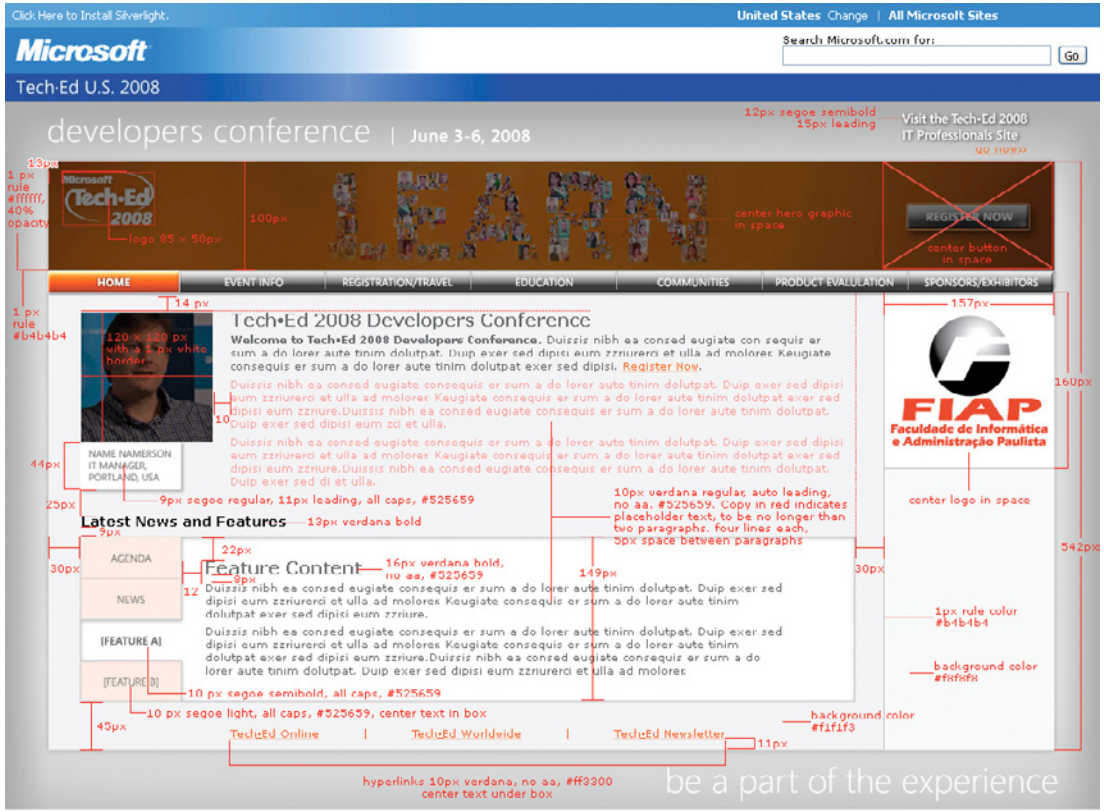
navigation



Main Navigation

Nav Bar, Inactive:	Overall width fixed to 925 px, 20 px height. Home Button: 120 px, Others: 133 px, if buttons added, go with variable widths on all buttons to fi t. 1px stroke, #b4b4b4
Text, Inactive:	10 px Segoe Regular (Rendered), #ffffff.
Nav Button Active:	1px stroke, #ffffff
Text, Active	10 px Segoe Bold (Rendered), #ffffff.
Separators (|):	Raster Art with drop shadow layer effect. 15 px high, 1 px wide, #dadada top to #7c7c7c bottom.

homepage



General

Headline:	Date 16px Segoe Semibold

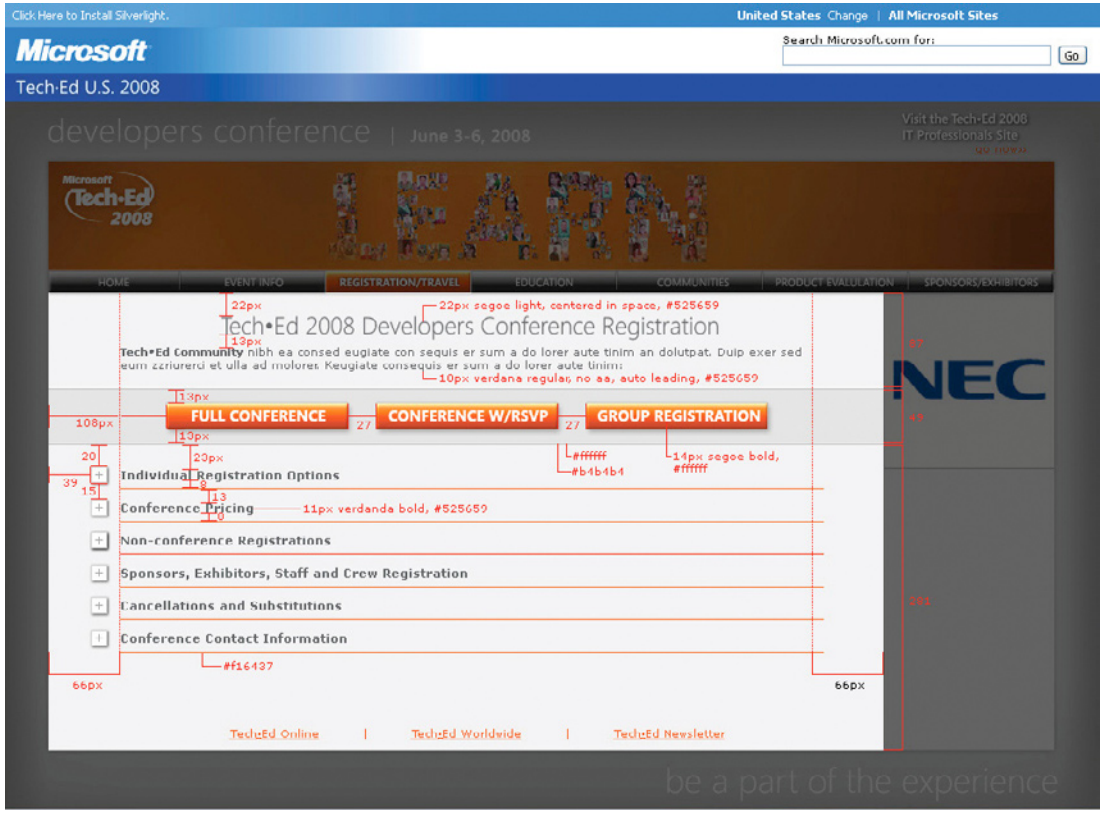
Hero Graphic

Size:	768 x 100 px
Artwork:	To be provided by Toronto. Size to fi t.
Logo:	85 x 50 px, 13 px from top left corner

Content Area

Body Copy:	10 px Verdana regular, auto leading, 5px space between paragraphs, #425659
Hyperlinks:	10 px Verdana regular, underline, #FF3300
Background:	Photo artwork TBP by Toronto. Background as provided.
Border rules:	1 px, #b4b4b4

registration



General

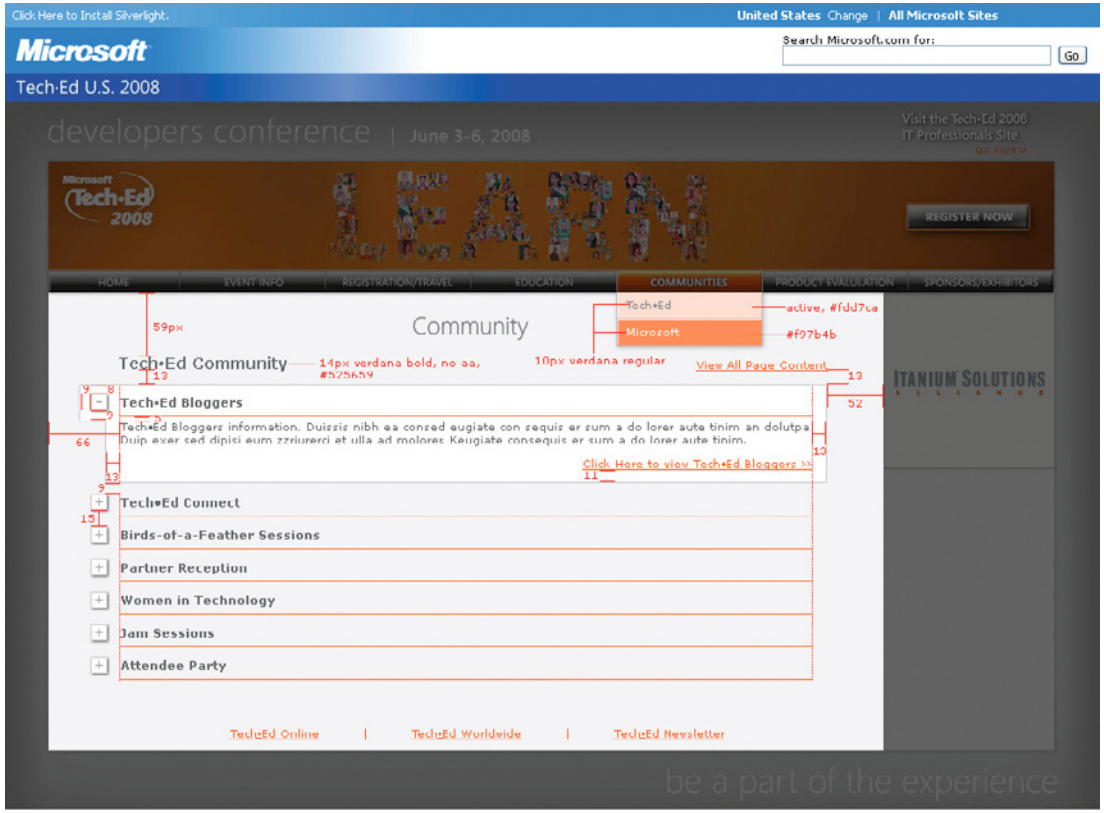
Headline:	22 px Segoe Light (Rendered), #525659, centered
Rules:	1 px, #ff3300

Hero Graphic No “REGISTER NOW!” button in hero graphic.

Registration Button Area

Background:	768 x 49 px
Rules:	#d4d4d4
Button Text:	1 px, #b4b4b4 and #ffffff 14 px Segoe Bold (Rendered), all caps, #ffffff, centered

registration



Expanded Topic Window

Background:	#ffffff
Border:	1 px, #dadada

Drop Down Menu

Text:	10 px verdana regular, #dadada for mouse-over, #ffffff not mouse-over
Background:	20% #ff3300 for mouse-over topic, 100% #ff3300 for not mouse-over
Rules:	1 px, #dadada, 1 px #ffffff, both at 40% opacity

IT Professional homepage

General
Use same specs as Developer Conference page. All hyperlinks and accent colors are based on MS Blue #0099FF

main content area copy treatment

Title
22 pt Segoe Light, #525659

Header
16 pt Verdana Regular, #525659

Subhead
11 pt Verdana Bold, #525659

Copy
10 pt Verdana Regular, #525659

Hyperlinks—Developer Pages
Developer Pages 10 pt Verdana Regular, #ff3300

Hyperlinks—IT Professionals Page
IT Professionals Page 10 pt Verdana Regular, #ff3300