MicroStrategy®

Branding and graphic standards guide

Corporate logo

Logotype

The MicroStrategy logo is the main face of the company. It represents forward thinking, sturdiness, and consistency. It carries the legacy of our company that, for over 20 years, has been a leader in the industry.

The logotype is built from a modified version of the Futura Extrabold Typeface (for Micro) and Futura Extrabold Oblique (for Strategy). The letters are laying equally on the same baseline and have the same x-height. The ascender line is slightly lower than the cap height. The top of the crossbar of the "t" and the stem of the "a" and "g" have been modified to be straight lines. All counters have been slightly increased in size to gain more legibility at a small size. The dot on the "i" was changed to a 12-point starburst.

Futura ExtraBold (tracking -70) + Futura ExtraBold Oblique (tracking -60)

CAP HEIGHT
ASCENDER LINE
X-HEIGHT LINE
BASELINE
DESCENDER LINE
COUNTERS

MicroStrategy logo with modification

Starburst

Corporate logo colors

The MicroStrategy logo may only appear in the colors shown in this guide.

No other colors should be used unless permission is given by the Design Team.

Whenever possible, the logo should be printed using the standard Pantone Matching System (PMS).

The logo can be printed in either 100% black or white, depending upon the best option for the actual application/usage.

For on-screen reproduction and 4-color process reproduction it is possible to use the PMS 1795 in its 4-color build or its RGB build, as stated in this guide.

The white logo should be used on all dark backgrounds and the black logo should be used on light backgrounds. Please note a few background examples below.

PMS 1795

PRINT: CMYK: 0 96 93 2
ON-SCREEN: RGB: 217 35 46
HEX: # d9232e

100% Black

PRINT: CMYK: 0 0 0 100
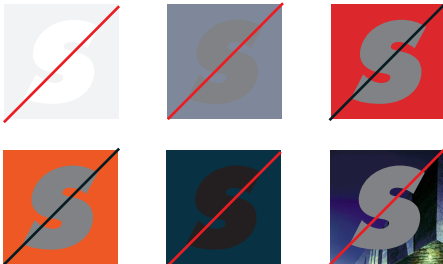**ON-SCREEN:** RGB: 0 0 0
HEX: #000000

100% White

PRINT: CMYK: 0 0 0 0
ON-SCREEN: RGB: 255 255 255
HEX: #FFFFFFFF

Incorrect color usage

Correct color usage

Protected space for print

The logo should always be surrounded by the appropriate amount of protected space or white space. As a reference, this space can be equal to the height of the lowercase "r" in MicroStrategy. This space must surround the logo on all sides, as illustrated. Follow this standard for all media except for signage, where it is the MicroStrategy Design Team's discretion to adjust the space on a case-by-case basis.
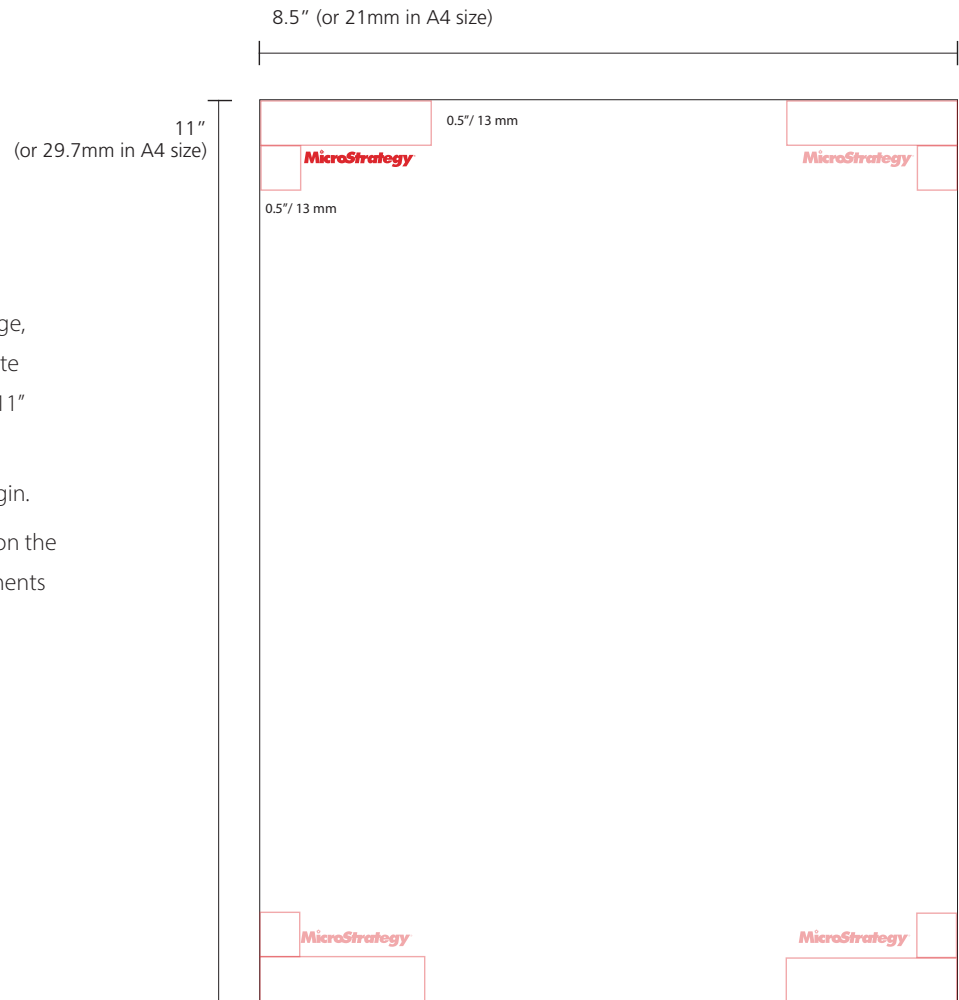

8.5" (or 21mm in A4 size)

11"
(or 29.7mm in A4 size)

0.5"/ 13 mm

0.5"/ 13 mm

Logo placement

Whenever placing the logo on a page, make sure it will have the appropriate spacing from the edge. On an 8.5"x11" page allow at least a 0.5" margin.

On an A4 sheet allow a 13 mm margin.

The logo should preferably appear on the top left. In some cases other placements might be appropriate.

Logo size

The MicroStrategy logotype must always be optimized for legibility. For print, do not size the logo to less than 1" or 25mm. Please contact the Design Team if you need an alternative when using the logo in a small space.

For on-screen viewing, the logo should be sized up to 0.75" or 19 mm.

< 1" or 25 mm

Print

< 0.75" or 19 mm

On-screen
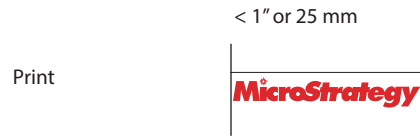
Logo scale

When scaling art or logos, please scale proportionately to avoid stretching or distortion.

To ensure you are scaling proportionately, always use the "constrain key" or shift key while you are scaling an image. In Illustrator, Photoshop, Word, and PowerPoint, place the mouse on the corner of the object, press and hold the "shift" key and mouse simultaneously, while dragging the mouse to achieve the desired size.

Incorrect logo usage

Here you can find a few examples of incorrect logo usage.

The logo is the face of our brand and we want to protect its integrity and design.

It is the MicroStrategy Design Team's discretion to make adjustments on a case-by-case basis.

Distorting or stretching the logo vertically or horizontally

Using a different typeface or creating a new logo

Decreasing legibility
by placing the logo on a
distracting background

Altering the colors of the logo

Combining the logo
with different symbols

This example shows text placed too close to the logo. There should always be the appropriate amount of space equal to the height of the "M" in MicroStrategy that surrounds the logo.

Violating the protected
space around the logo

Alert logo

Alert

For more information about Alert branding, please refer to the Alert branding guidelines, or contect the Design Team.

(When MicroStrategy brand is present)

alert | **alert**
by MicroStrategy

Usher logo

Usher

For more information about Usher branding, please refer to the Usher branding guidelines, or contect the Design Team.

(When MicroStrategy brand is present)

usher | **usher**
by MicroStrategy

Social media graphics

Icon

MicroStrategy's icon for all social media outlet should be the starburts. Youtube, Facebook, and Twitter will use this icon as the face of our company.

Thank you