

Web guidelines v2

Welcome to the Microsoft 365 web guidelines.

This document will help you apply the Microsoft and Microsoft 365 marketing guidelines and web best practices toward creating high-impact, on-brand web content for Microsoft 365.

For help or questions, visit the [Help Center](#).

Please see the last page of this document for links to other resources.

[See change log for most recent updates and edits.](#)

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Introduction

Microsoft 365 and Office 365 web ecosystem

Microsoft 365 web properties include those on microsoft.com/en-us/microsoft-365 and products.office.com, which connect to additional Office 365, Windows 10, Enterprise Mobility + Security, education, government, Microsoft, Microsoft Store, social, product, and support pages.

The objectives of these pages are to drive awareness, familiarity, and purchase of Microsoft 365 solutions.

This document outlines the guidance and best practices for creating high-impact web content and provides links to templates, assets, and additional resources.

It's an extension of Microsoft Web Framework, accessibility guidelines, and all other marketing guidelines. Please also refer to additional full documents, listed [here](#).

Microsoft 365 webpage elements

Page templates	Modules		
<div><div>1. Audience</div><div><div>SMB/Enterprise</div><div>Consumer</div></div><div>2. Pillar</div><div>3. Scenario</div><div>4. Product</div><div>5. Gallery</div><div>6. Commercial PDP</div></div>	<div><div>1. Lifestyle hero</div><div>2. Typographic hero</div><div>3. Product hero</div><div>4. Subhead feature</div><div>5. In-page navigation</div><div>6. Product icons</div><div><div>All products</div><div>Learn more about products</div></div><div>7. SMS/email</div><div>8. App download</div><div>9. Feature/story module</div><div>(key messaging)</div><div>10. Product feature modules</div><div>(key messaging)</div></div>	<div><div>11. Content cards</div><div>12. Secondary messages</div><div>13. Customer stories</div><div>14. Multi-feature</div><div>15. Lead generation</div><div>16. Thought leadership</div><div>17. Additional features</div><div>18. Additional resources</div><div>19. Get it now/contact</div><div><div>Bottom CTAs</div><div>Mid-page CTAs</div></div><div>20. Feature tables - SKU choosers</div><div><div>X-Audience</div><div>In-page</div><div>Standalone SKU</div></div></div>	<div><div>21. Promo banner</div><div>22. Header-piped CTAs</div><div>23. Filtering</div><div>24. FAQ</div><div>25. Social footers</div><div>26. Comparison panels</div><div>27. Modules with videos</div><div>28. Buy box layouts</div><div>29. Chat box</div><div>30. Universal header and footer</div></div>

RedTiger and new modules

RedTiger is the content management system and platform used by the development and production teams across Microsoft. Each channel has its own development team but uses Microsoft Web Framework (MWF) as a baseline for the creation of all templates and modules.

RedTiger offers users the ability to quickly create consistent, accessible, and compliant websites for marketing and e-commerce needs.

New modules

From time to time, a new module or variant may need to be made in order to support specific content. Before a new module is considered, there are a few requirements:

- The page must have enough visibility and lead time for approval development team approval.
- No other module exists that can support the content.
- Development must confirm that the module can be developed.
- The timeline leaves enough room for design and development.
- The page must comply with MWF and accessibility guidelines.

Creative elements

Color

Use color to help users identify the primary topics and products featured on the page. For example:

- Use the Microsoft color palette when talking about topics that are broader than Microsoft 365, such as security, where Microsoft 365 and other Microsoft products are mentioned as solutions.
- Use the Microsoft 365 color palette when talking about specific Microsoft 365 offerings, such as Microsoft 365 Business.
- Use the Office color palette when talking about specific Office offerings, such as Office 365 Enterprise or Office 2016.
- Use the Office app colors when talking about a single app, such as the Excel product page.

Do

- Apply the theme color to differentiate copy, such as headlines or subheads.
- Use the theme color for buttons and text links. (see more [here](#))
- Apply the theme color to illustration. (see more [here](#))
- Use the theme color sparingly with blades and banners.
- Choose background colors with text combinations that meet AA accessibility contrast ratio standards (4.5:1). [Use this tool](#) to test accessibility.

Don't

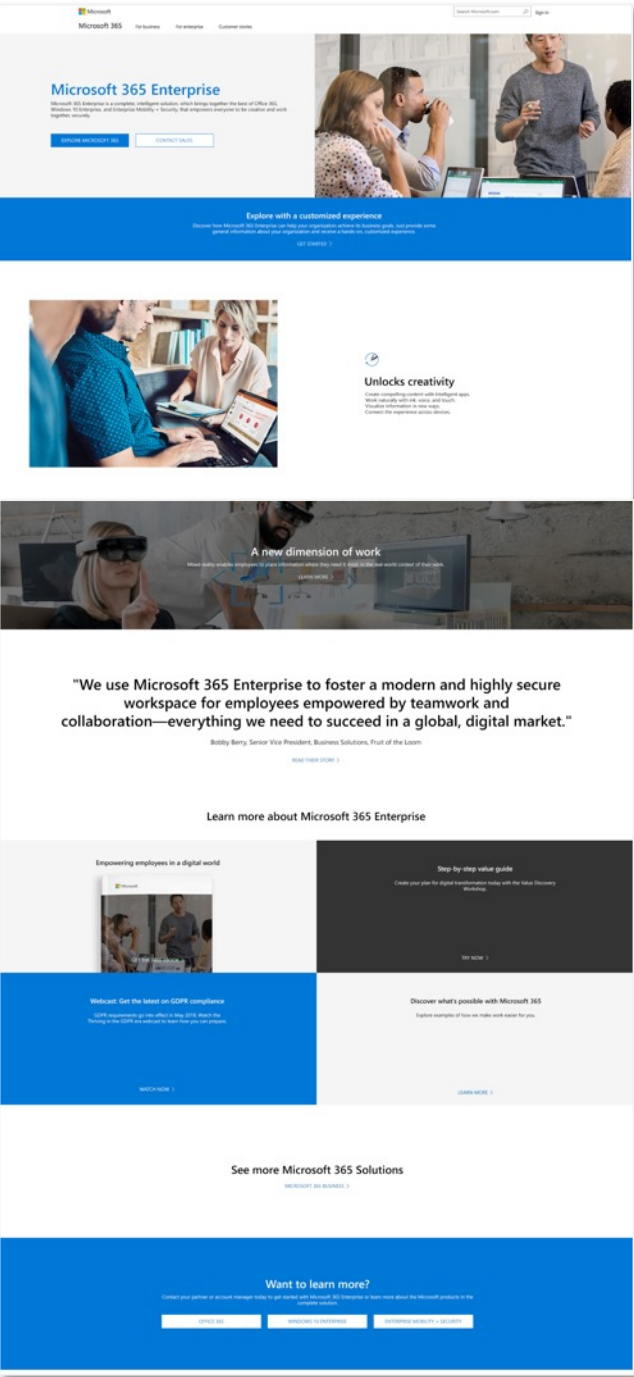
- Apply the theme color as a full bleed to a hero module.
- Apply the theme color to portions of a headline.
- Apply more than one theme color within a page—unless an exception has been granted, like in a SKU chooser.
- Use the theme color as an overlay on a photo.

Resources

- [Microsoft 365 marketing guidelines](#)
- [Office marketing guidelines](#)
- [Microsoft color guidelines](#)
- [Accessibility guidelines](#)

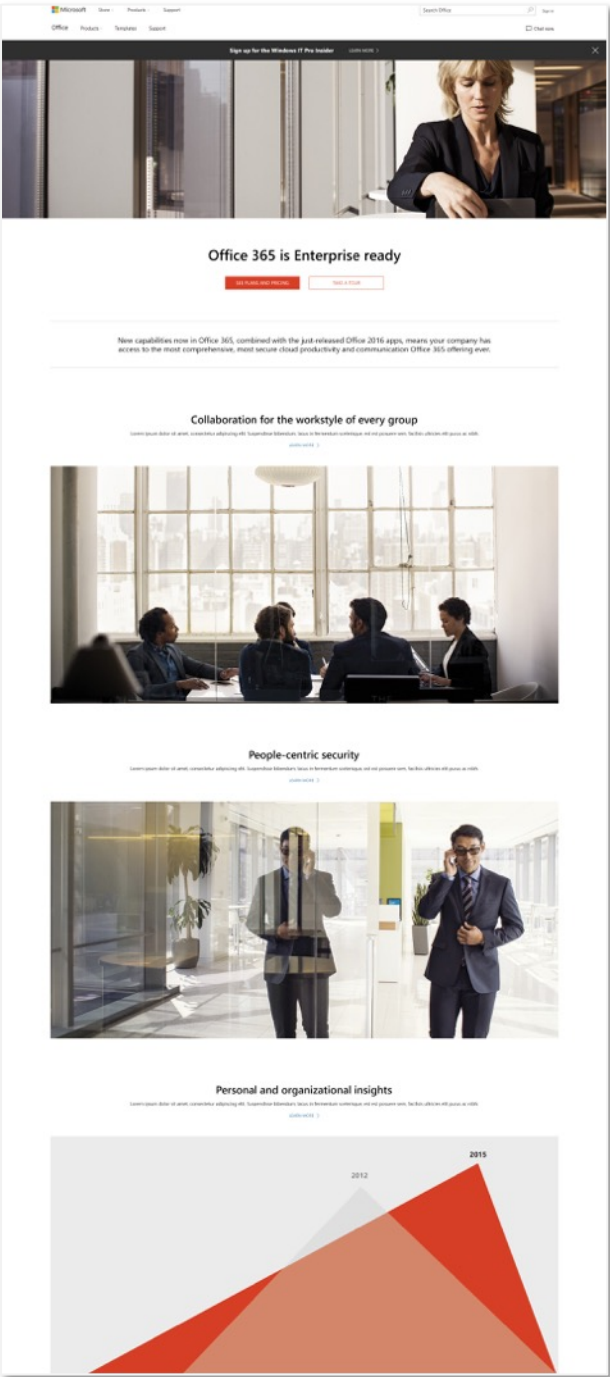
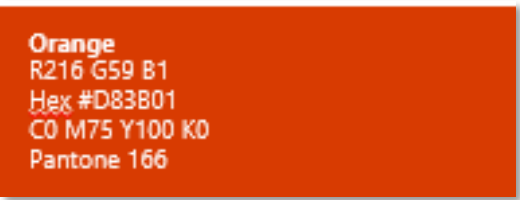
Microsoft 365

MULTIPLE TONES OF BLUE, GRAY, AND BLACK



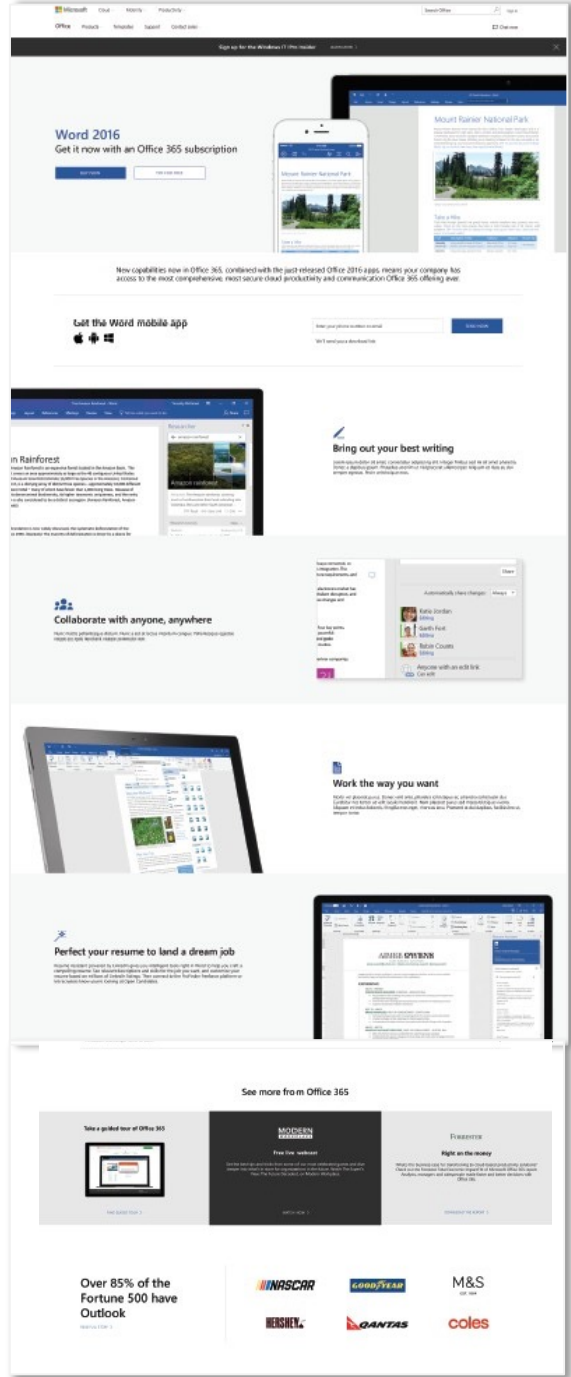
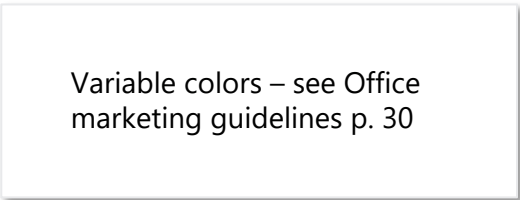
Office

SINGLE TONE, NO GRADIENTS



Office app

SINGLE TONE, NO GRADIENTS



Photography

Photography is a critical element for storytelling on the web. Here are some tips to keep in mind:

Do

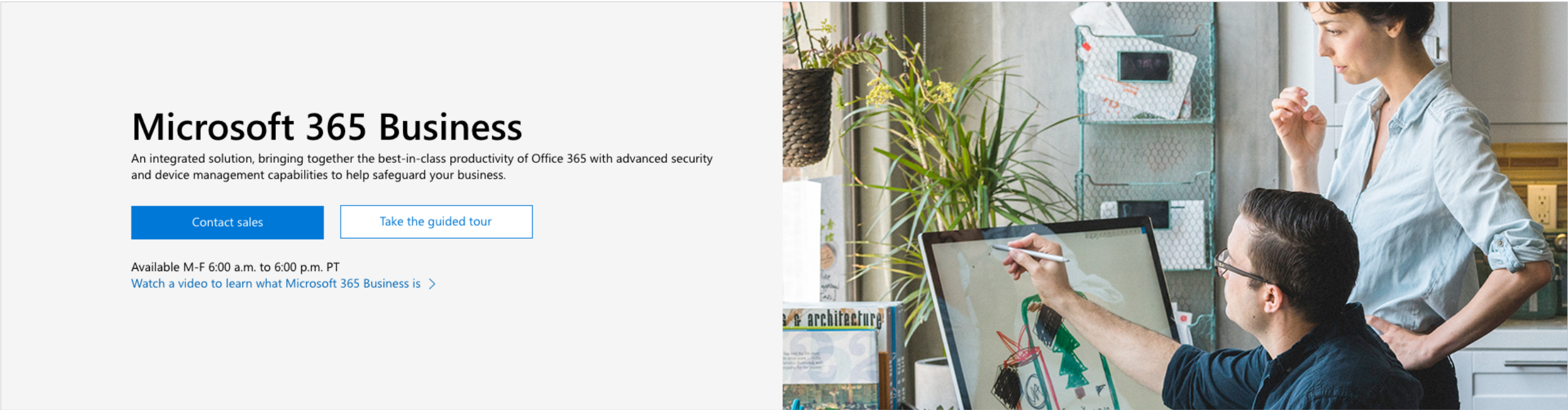
- Ensure the image feels connected to the accompanying headline.
- Select imagery created specifically for the target audience.
- Use lifestyle photography to establish context, such as enterprise vs SMB or education.
- Use photography with negative space for copy with accessible contrast.
- Ensure all product screenshots are shown inside a device (with the exception of UI pop-ups on product pages).
- Place a screen capture into a standalone product shot on a white, gray, or orange background. When in doubt, feature a Microsoft-manufactured device, such as Microsoft Surface. Avoid using devices at an angle, as a flat perspective best highlights the product UI.
- Crop device/product images by frame edges (container or page).

Don't

- Use unnatural tints and shades over photography to overlay copy.
- Overlay copy over people's faces.
- Use zoomed-in images without establishing context—for example, disembodied hands.
- Overlay text, text boxes, or illustrations over photos.

Resources

- [Microsoft 365 photo library](#)
- [Office 365 photo library](#)
- [Microsoft 365 photo guidelines](#)
- [Office 365 photo guidelines](#)



OnePlayer video

OnePlayer is the only video component that you can use across Microsoft for video on the web.

When planning the page strategy and contents, here are some things to consider:

Video type and resolutions

- Do**
- Ensure file size and duration are reviewed by the web design and development teams. File length and size will be reviewed on a case-by-case basis.
- Don't**
- Provide any other format than MP4. (Currently, other video formats are **not** supported in RedTiger.)
 - Embed closed captioning (also known as "baked in"). A separate caption file will be generated and provided for the video.
 - Use any aspect ratio other than 16:9 unless confirmed with the web designer or development team. For additional information on specific guidelines for video content ingestion, please refer to the [RedTiger ingestion guidelines](#).

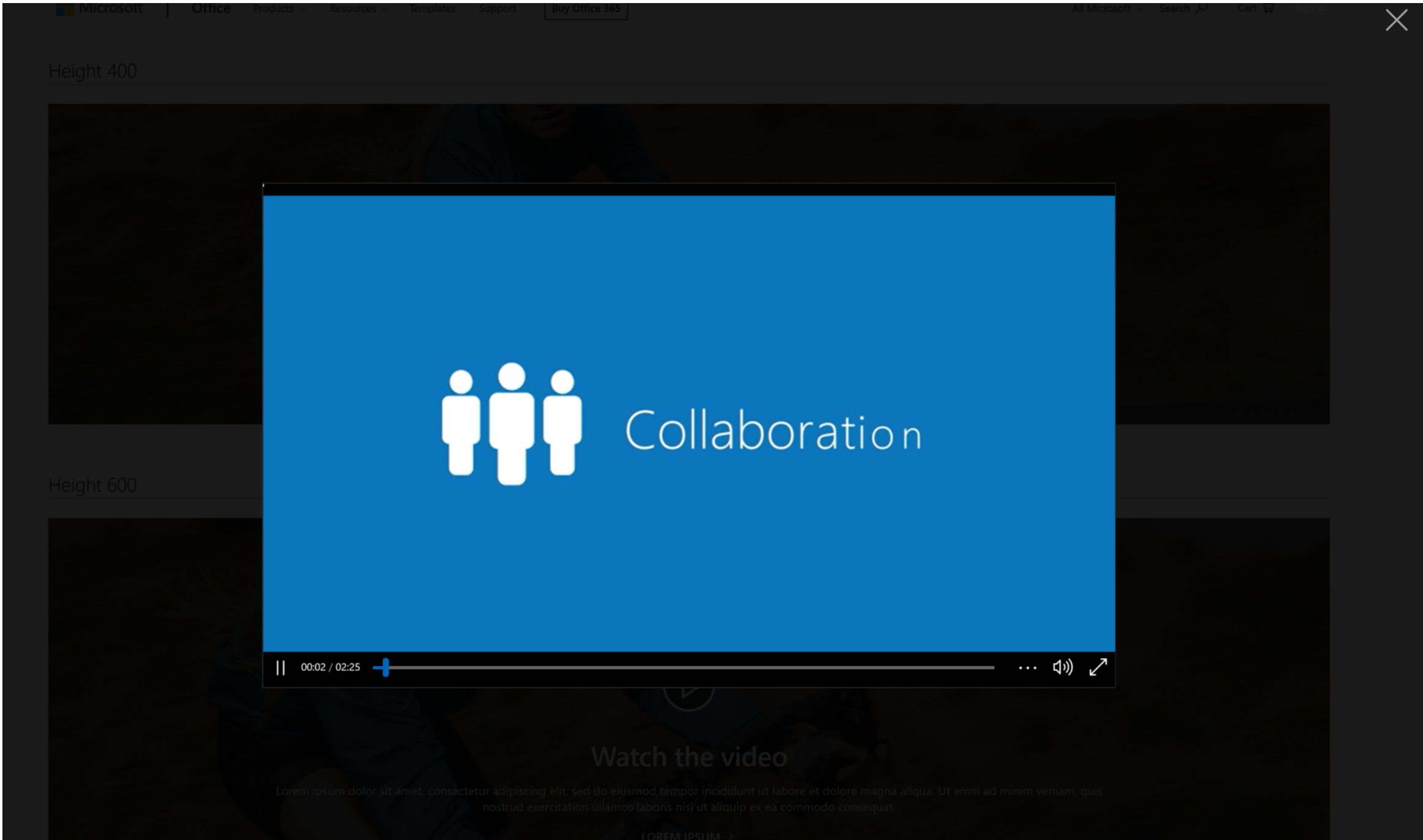
GIFs

GIFs are often requested to convey an idea through motion, such as animation or editorial video cutdowns or cinemagraphs.

- Do**
- Provide a shortened MP4 to be looped in order to mimic a GIF.
 - Ensure the MP4 is no longer than 5-10 seconds.
 - Get approval from the web design and development teams early in the project.
 - Have a play/stop button for accessibility.
- Don't**
- Provide GIF files, as they are not currently supported on RedTiger due to page load times and lack of ability to pause play.
 - Use videos or animations that have screens or language/text embedded. If this is not possible, provide translated content or descriptive text.
 - Don't auto-play videos unless a pause button is made available.

Inline vs. pop-up video player

- Choose inline video typically if you want an unobtrusive UI for short sequences. (Not all modules support video.)
- Choose pop-up video if you want a long, immersive (full-screen) sequence, with all the video player bells and whistles.



ONEPLAYER EXAMPLE / POP-UP

OnePlayer video PMM version

OnePlayer is the only video component that you can use across Microsoft for video on the web.

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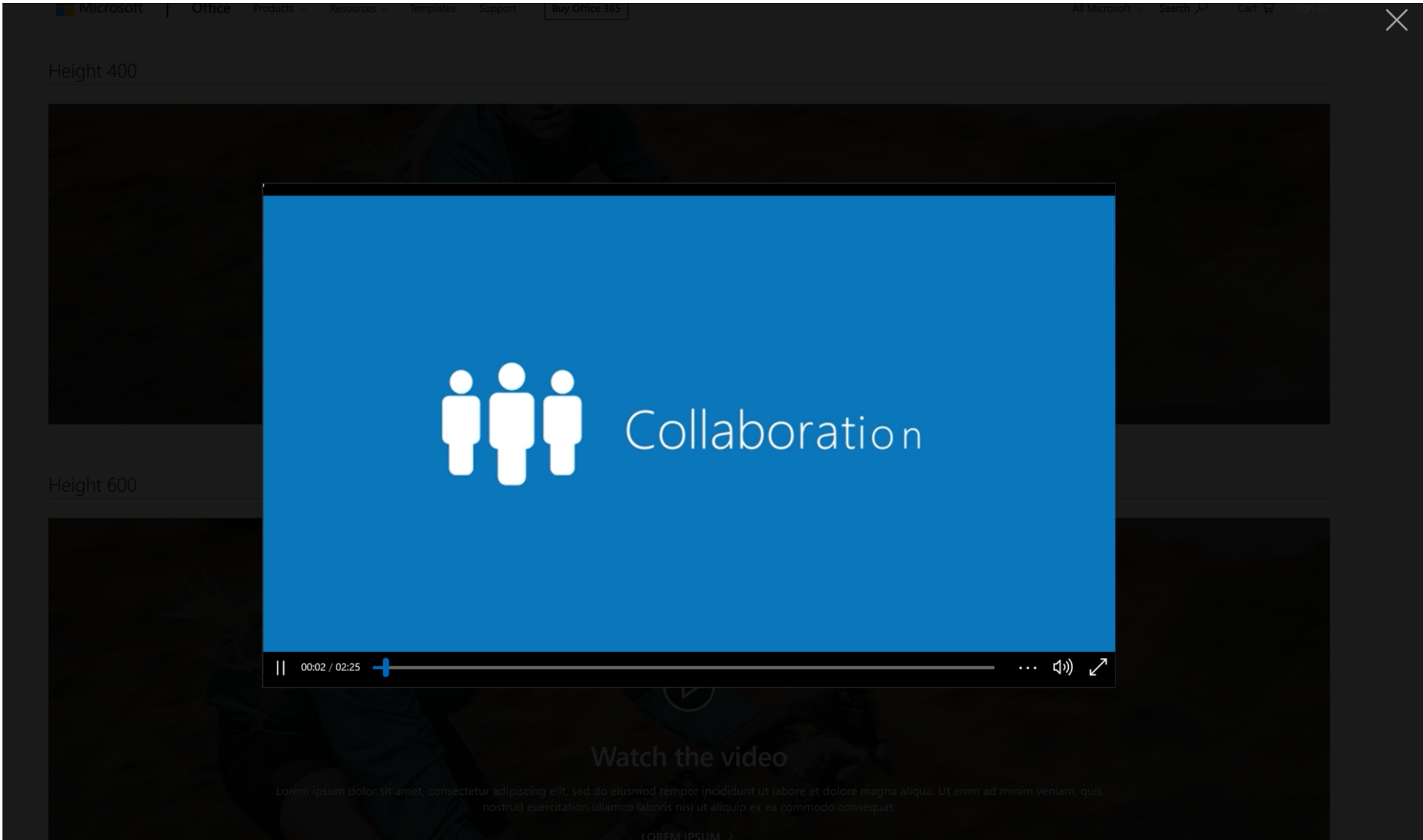
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ONEPLAYER EXAMPLE / POP-UP

Supported video playback formats

- The OnePlayer supports four video playback methods:
- Progressive (MP4) (Azure Media Player/Html5 Video Player)
 - Smooth streaming (ISM) (Azure Media Player)
 - MPEG-DASH (Has Player)
 - Apple HLS (HLS Player)

HEVC/H.265 and HDR are not yet fully supported by the Azure CMS platform.

Illustration

You can use illustration to depict functions, metaphors, and relationships between Microsoft products. Here are some tips on using illustration for web:

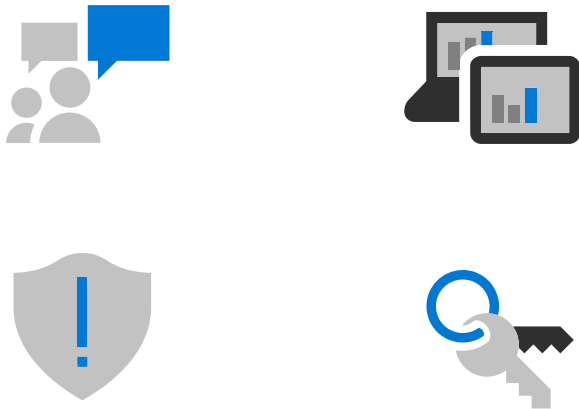
- Do**
- Apply the theme color of the page topic—for example, blue for Microsoft 365 or orange for Office—except for tertiary messaging at the bottom of the page, which uses black.
 - Apply color only to the areas of the illustration that are already in color.

- Don't**
- Apply the theme color to the whole illustration.
 - Use the illustration as a logo or link.
 - Use the illustration decoratively or without copy.

Note: Additional Resources is the only module that uses dark gray-black icons in order to differentiate the content in the flow of the page

- Resources**
- [Microsoft 365 illustration library](#)
 - [Microsoft 365 illustration guidelines](#)
 - [Office 365 illustrations](#)
 - [Office 365 illustration guidelines](#)

Microsoft 365



Office 365



Office apps



Additional resources



Tech community

Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.

[Learn more >](#)



Cloud security

Curabitur a odio metus. Orci varius natoque penatibus et magnis dis parturient montes.

[Learn more >](#)



IT help center

In ac felis fermentum, fermentum risus sed, cursus sapien. Aliquam sollicitudin, metus cursus varius tristique, mauris odio tristique.

[Learn more >](#)



Microsoft in the cloud

Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.

[Learn more >](#)

Product icons

Use product icons to link to a product experience, to represent a product in a lineup or diagram with other graphics, or to represent the products in a SKU.

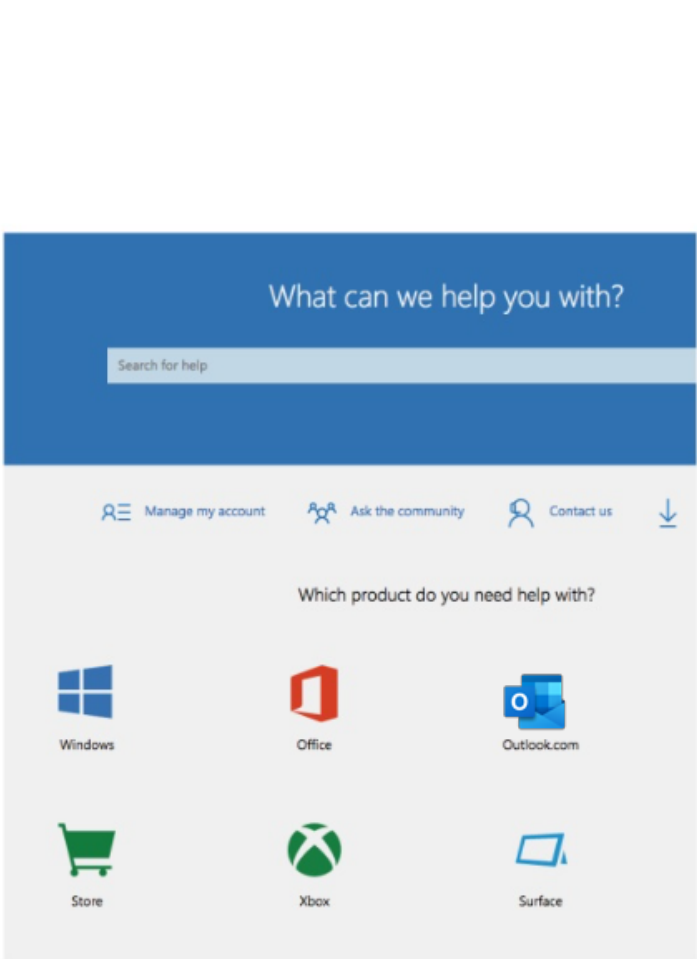
Product icons should always appear in positive form, with the name centered underneath in regular text. They should be listed in the following order: Outlook, OneDrive, Word, Excel, PowerPoint, OneNote, SharePoint, Microsoft Teams, Yammer, and Skype.

This would apply to both listing the icons vertically across the page, and horizontally down the page.

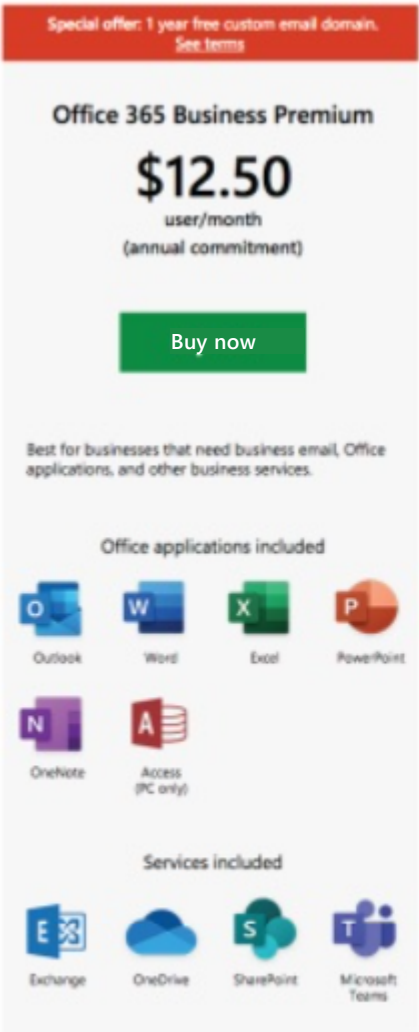
Note: The core 10 Office app icons listed above are updating across product and marketing experiences some new icons are live now. Other icons will also update over time. During this rolling release, new icons will exist next to older icons.

Resources:

- [App icon assets](#)
- [Office marketing guidelines](#)



This is an example of icons being used functionally to link to or open a product experience.



This is an example of app icons being used at a point of sale/retail where other apps are listed.



Icons may be used in an illustration diagram. Since most people are unfamiliar with more than a couple icons, be sure to include the names of the apps nearby.



Excel

This is how product icons should appear with the text centered below in black.



Do not place the name anywhere except below the icons.



The icon naming should be black, not the color of the application icon.

Typography

Use Segoe UI for all pages. Limit the number of font sizes and weights to those listed.

Font color (#000000)

Inline hyperlink color (#0067B8)

Divider color (#CCCCCC)

Titles / headlines

Segoe UI Semibold, 46 px - line height, 56 px

Titles / headlines

Subheadlines, section titles, and feature-blade headlines

Segoe UI Semibold, 34 px - line height, 40 px

Subheadlines, section titles, and feature-blade headlines

Tertiary headline (used in related products and subhead feature modules)

Segoe UI Semibold, 24 px - line height, 28 px

Tertiary headline

Tertiary headline (used in lead gen and secondary messaging modules)

Segoe UI Semibold, 20 px - line height, 20 px

Tertiary headline

Body copy

Segoe UI Regular, 15 px - line height, 20 px

Body copy

Plain text links

Segoe UI Semibold, 15 px, sentence case, color: #0067B8 (use #FFFFFF on dark background)

Plain text links >

CTAs—buttons

- The Microsoft 365 page primary button color is blue (#0078D4).
- The Office/Office 365 page primary button color is orange (#D83B01) except on product pages.
- Most pages will use only two styles of buttons—for example, orange outlined in addition to the blue CTA links "see more."
- Use a green button as primary CTAs on SKU choosers and core product pages (Word, Excel, PowerPoint).
- When designing all other product-specific pages, only use product color buttons.
- Always use all caps for buttons.
- Use a maximum of 24 characters.
- All text links need a caret >.
- For other unique CTA requests, the Design team will mock it up and check with the Dev team.

Refer to the [Office 365 marketing guidelines](#) for app color guidance.

Refer to the [Microsoft 365 marketing guidelines](#) for more guidance.



SOLID BLUE BUTTON

- Use blue (0078D4) buttons for:**
- A Primary CTA for Microsoft 365.
 - CTA modules.



SOLID ORANGE BUTTON

- Use orange (D83B01) buttons for:**
- A Primary CTA for Office/Office 365 pages.
 - CTA modules.
 - Hero modules (except product pages.)
 - Feature/Story blades (except product pages.)



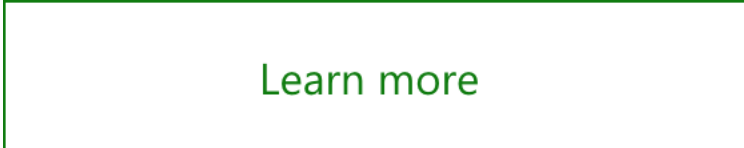
PREDUCT COLOR BUTTON

- Use product color buttons for:**
- Product-specific pages.
(Product page button color TBD based on testing)



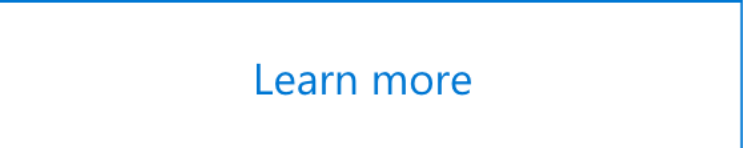
SOILD GREEN BUTTON

- Use green (008A00) buttons for:**
- When a prominent CTA is needed.
 - CTA modules.
 - Hero modules.
 - SKU choosers.



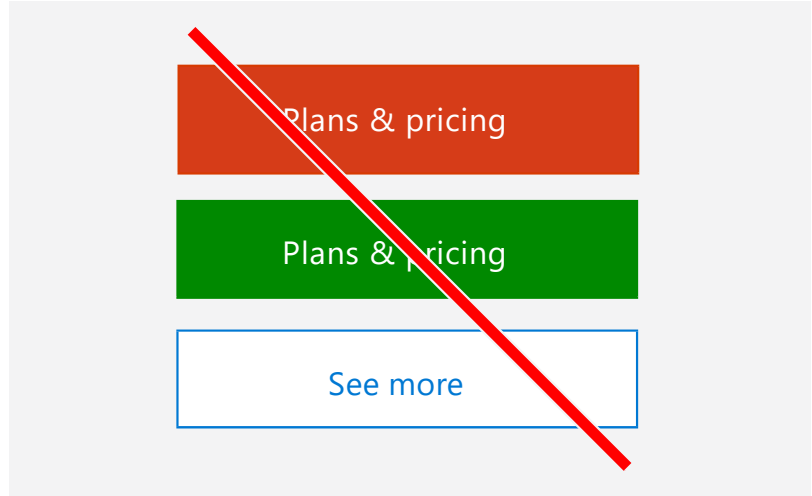
OUTLINED SECONDARY BUTTON

- Use outlined buttons for:**
- When a secondary CTA is needed.
 - Follow primary CTA color usage per page.
 - CTA modules.
 - SKU choosers.

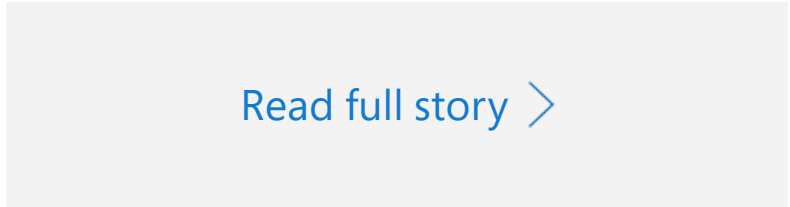


OUTLINED BLUE BUTTON

- Use blue (0078D4) outlined buttons for:**
- Utility.
 - All other modules (except product pages).
 - Indicating utility such as LOAD MORE.



- Button color misuse**
- Never use Office orange when also using a product color.
 - Never combine orange, blue, and product color buttons—for example, Microsoft Teams purple—on the same page.



BLUE PLAIN TEXT LINK

- Use blue (0067B8) plain text links for:**
- Cases when no button is needed.
 - Almost all modules.
 - Calling all users to action, such as "Learn more."
 - All text links need caret >

For more information see: [Typography > Plain text links](#)

Button accessibility

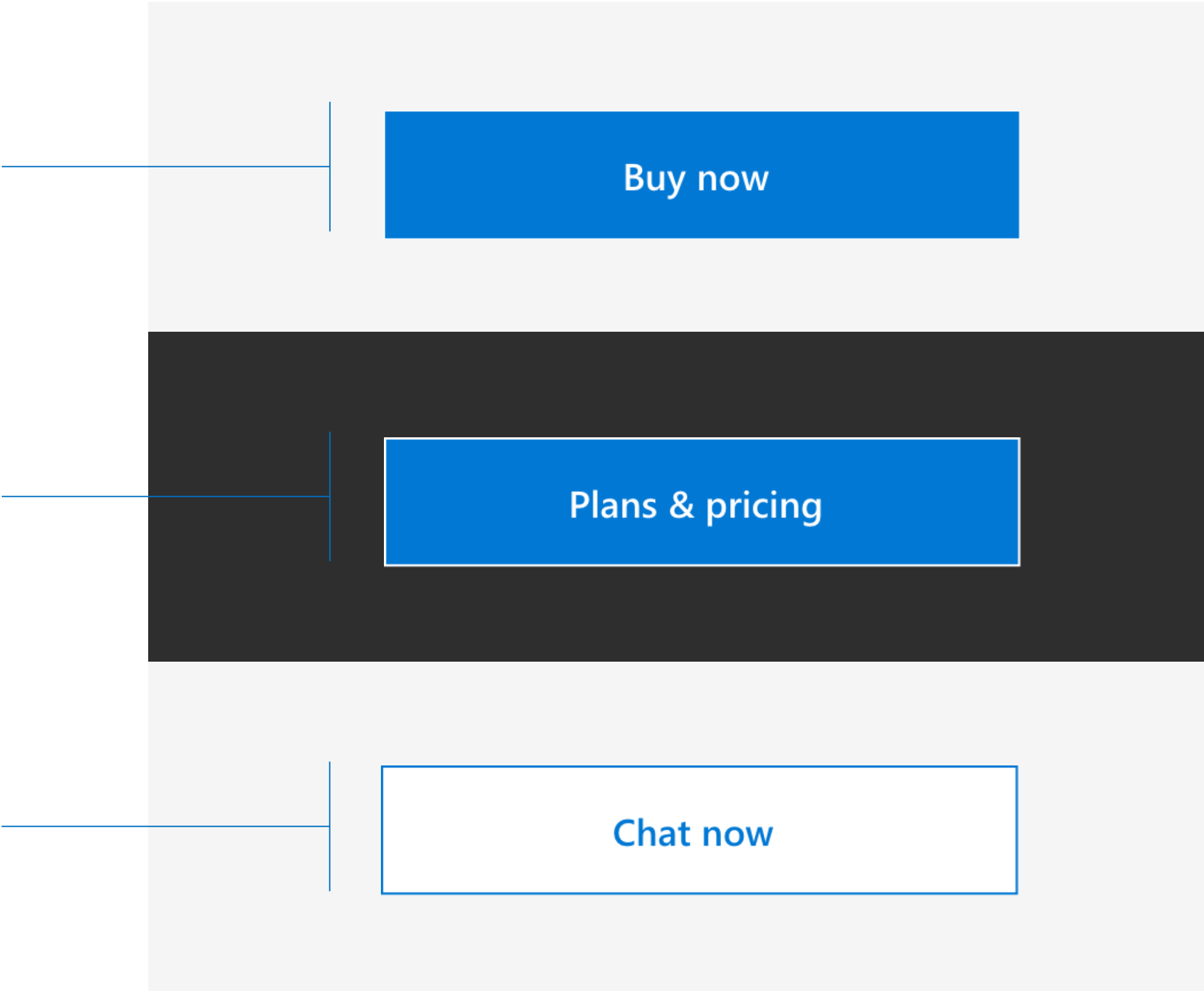
Choose background colors with text combinations that meet AA accessibility contrast-ratio standards (4.5:1.)

Use the [Color Contrast Analyser](#) to test accessibility.

When orange (#D83B01) or blue (#0078D4) buttons on a light gray background, add a 1 px white (#FFFFFF) outer border

When blue (#0078D4) or orange (#D83B01) buttons are on a dark gray background, add a 1 px white (#FFFFFF) outer border.

When white (#FFFFFF) buttons are on a light gray background, add a 1 px orange (#D83B01) or blue (#0078D4) outer border, unless on a product page then add a 1 px product color outer border.

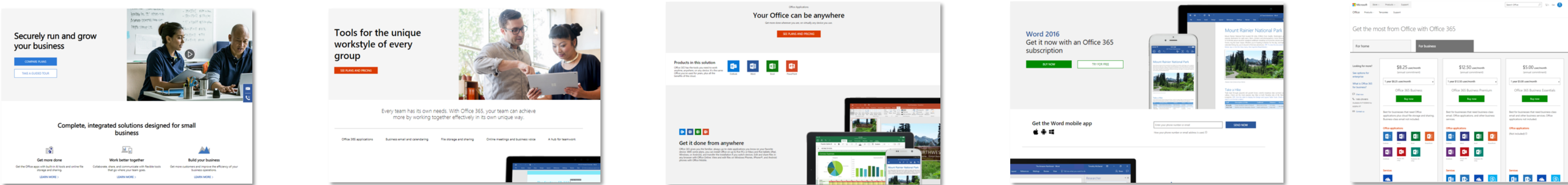


Page template guidance

Templates

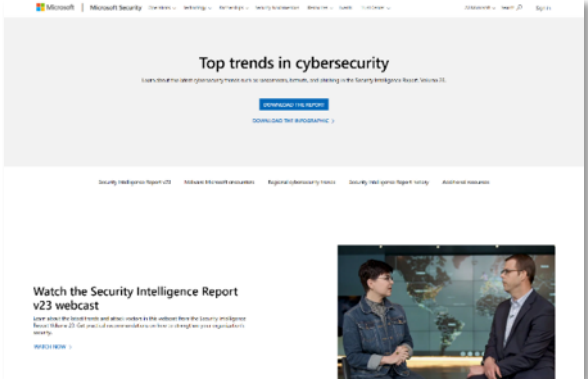
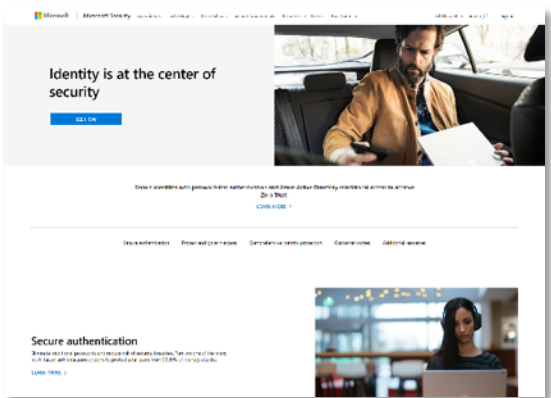
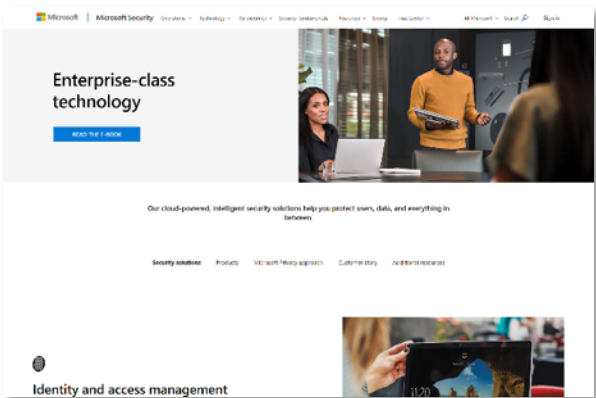
Page type	Examples
Audience	Small business , enterprise
Audience	Consumer
Pillar	Collaborate
Scenario	File storage and sharing , email and calendaring
Product	Word , Planner , Teams
Gallery	Security events
Chooser	Cross-audience chooser , in-page chooser
Trust/Security	Solution , detailed scenario (SIR or Data access or GDPR accountability)
Commercial PDP	

Microsoft 365 content strategy | Core structure



Page layers	Audience	Pillar	Scenario	Product	Acquisition
Purpose	Audience intent	Framework for IA & campaigns	Capability intent	Product intent	Purchase intent
Inputs	Nav Audience campaigns SEO	Nav Thematic campaigns	Nonbranded SEO Nav	Branded SEO	Branded SEO
End actions	Audience dependent	GEP Web direct	GEP Web direct	Depends on product	Web direct
Audience	Mixed	SMB and enterprise	Primarily SMB	Mixed	Mixed
Examples	Consumer , SMB , Enterprise	Teamwork , Creativity	Email , Threat protection	Outlook , SharePoint , Teams	Choosers , PDPs
Creative	<p>Content</p> <p>Answer "What is M365?" for the given audience and land the value prop and key messages.</p> <p>Images</p> <p>Combination of audience-centered lifestyle photography with product UI</p>	<p>Content</p> <p>Map scenarios to the broader Office story.</p> <p>Images</p> <p>Combination of solution-centered lifestyle photography with product UI</p>	<p>Content</p> <p>Address specific capabilities and set context between scenarios and products.</p> <p>Images</p> <p>Combination of product UI with some solution-focused lifestyle photography</p>	<p>Content</p> <p>Land the product value prop, tell the product story within the context of Office 365, and provide access to more product info.</p> <p>Images</p> <p>Product UI</p>	<p>Content</p> <p>Enable clear differentiation between SKUs.</p> <p>Images</p> <p>NA</p>

Security/Trust Center content strategy | Core structure



Page layers	Pillar	Solution	Scenario
Purpose	Framework for IA	Framework for IA and campaigns	Capability intent
Inputs	Nav Audience campaigns SEO	Nav Thematic campaigns	Nonbranded SEO Nav
End actions	GEP Web direct	GEP Web direct	Web direct
Audience	Mixed	Mixed	Mixed
Examples	Operations , Technology , Partnerships	IAM , Intelligence , IP	SIR , Data management , Assess
Creative	<p>Content</p> <p>Provide overview of Microsoft Security pillars’ key messages.</p> <p>Images</p> <p>Combination of audience-centered lifestyle photography with security focus or setting.</p>	<p>Content</p> <p>Provide details on solution key messages or scenarios.</p> <p>Images</p> <p>Combination of solution-centered lifestyle photography in a security setting with product UI if applicable.</p>	<p>Content</p> <p>Address specific capabilities and provide detailed information for the initiative or security scenario.</p> <p>Images</p> <p>Combination of some solution-focused lifestyle photography in a security setting with product UI if applicable.</p>

Audience—SMB and enterprise template

You can use the audience template as a landing page that serves as an entry point to the customer journey.

Content on this page gives an overview of the product and an opportunity to click down deeper into the funnel to learn more or to purchase.

Modules can be added or subtracted depending on content strategy.

This template can be used for both Microsoft 365 and Office 365.

[Desktop prototype](#)

[Mobile prototype](#)

Business requirements	Modules used to deliver business requirements
Answer “What is Microsoft 365?” pivoted by that audience	2. Lifestyle hero
Land the value prop and key messages by audience	7. Additional resources 3. Secondary messages
Promote end actions	2. Lifestyle hero 1. Promo band 4. In-page SKU chooser 7. Lead generation 9. Header-piped CTA 5. Standalone SKU
Facilitate exploration (pillars, scenarios, capabilities, more resources)	8. Secondary messaging 6. Customer stories video
Inline SKU chooser	4. Inline SKU chooser
Promotions	1. Promo band

* **Bold type indicates required modules**

☐ Module not shown

1

2

3

4

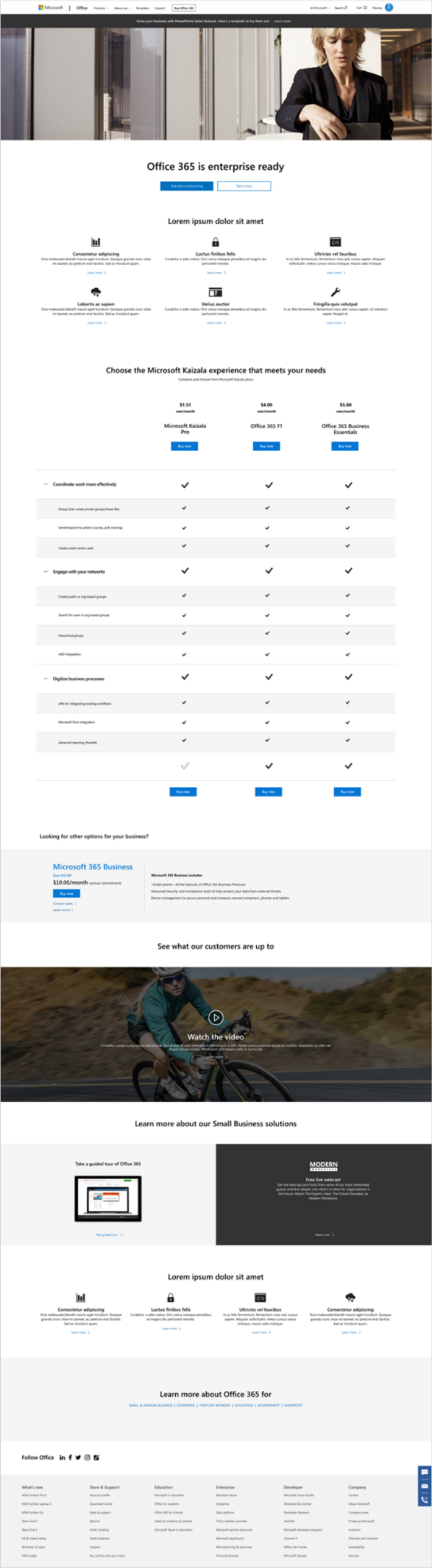
5

6

7

8

9



22

At times, security scenarios require partners, and we need to feature them. Modules we added: customer logo wall, multi-feature carousel, content placement, and thought leadership list.

Also, due to audience needs for the Security and Trust Center, we have more detailed scenario pages that include a secondary messaging module, sometimes multiple.

NOTE

Audience—consumer template

You can use the audience template as a landing page that serves as an entry point to the customer journey.

Content on this page gives an overview of the product and an opportunity to click down deeper into the funnel to learn more or purchase.

Modules can be added or subtracted depending on content strategy.

This template can be used for both Microsoft 365 and Office 365.

[Desktop prototype](#)

[Mobile prototype](#)

Business requirements	Modules used to deliver business requirements
Answer “What is Microsoft 365?” pivoted by that audience	<div>1. Lifestyle hero</div> <div>2. Subhead feature</div>
Land the value prop and key messages by audience	<div>3. Feature/story module (key messages)/(4 max)</div>
Promote end actions	<div>1. Lifestyle hero</div> <div>10. Bottom-page CTAs (Get it now/Contact us)</div> <div><input type="checkbox"/> Promo band</div> <div>5. Mid-page CTA</div> <div>7. Customer stories</div>
Facilitate exploration (pillars, scenarios, capabilities, more resources)	<div>6. Feature/story module (key messages)</div> <div>4. Secondary messages/additional resources (interchangeable with customer story and lead gen)</div> <div>8. Lead gen (interchangeable customer stories)</div> <div>9. Secondary messages/peace of mind</div>
Inline SKU chooser	<div><input type="checkbox"/> SKU chooser in-page</div>

Promotions	<div><input type="checkbox"/> Promo band</div>
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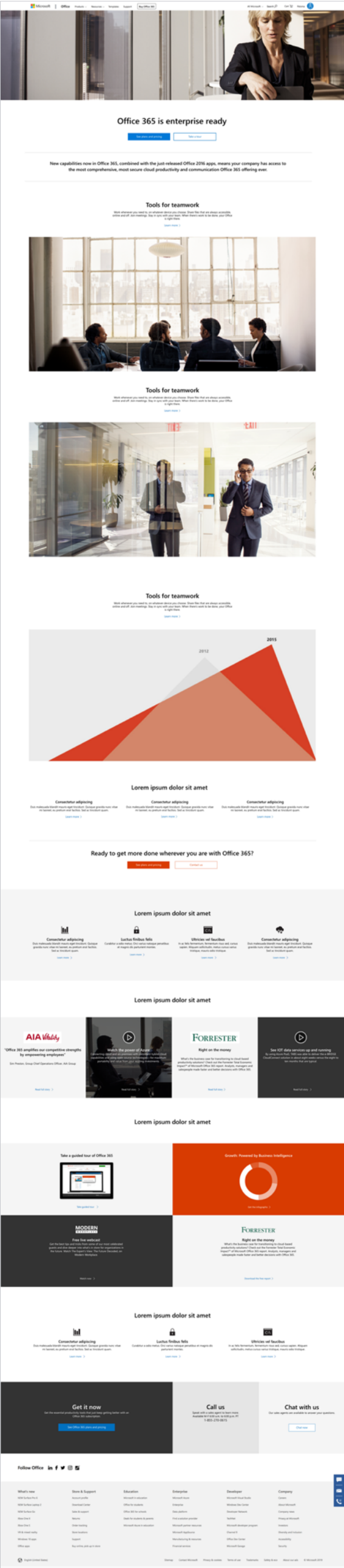
* **Bold type indicates required modules**

☐ Module not shown

At times, security scenarios require partners, and we need to feature them. Modules we added: customer logo wall, multi-feature carousel, content placement, and thought leadership list.

Also, due to audience needs for the Security and Trust Center, we have more detailed scenario pages that include a secondary messaging module, sometimes multiple.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10



Scenario template

The scenario template* speaks to the products in the solution describing what the products can do. This page typically shows a mix of lifestyle and product features in the story blades.

Modules can be added or subtracted depending on content strategy.

This template can be used for both Microsoft 365 and Office 365.

[Desktop prototype](#)

[Mobile prototype](#)

Business requirements	Modules used to deliver business requirements
Capture SEO traffic for nonbranded solution-oriented keywords	1. Typographic hero
Address specific capabilities	2. Product icons/products in this solution
Set context between scenarios and products	3. Feature/story module (5 max)
Promote end actions (acquisition, GEP, chat)	1. Typographic hero 4. Mid-page CTAs 10. Bottom-page CTAs 7. Customer stories or lead generation (4 max—if more than 4 then use “See all” button) <input type="checkbox"/> Chat
Facilitate exploration (pillars, scenarios, capabilities, more resources)	9. Additional resources 6. Customer stories quote 8. Multi-feature/more ways to collaborate (carousel)
Instill confidence through app icons and a “what you get” element	5. Product icons/Learn more
Promotions	<input type="checkbox"/> Promo band

* **Bold type indicates required modules**

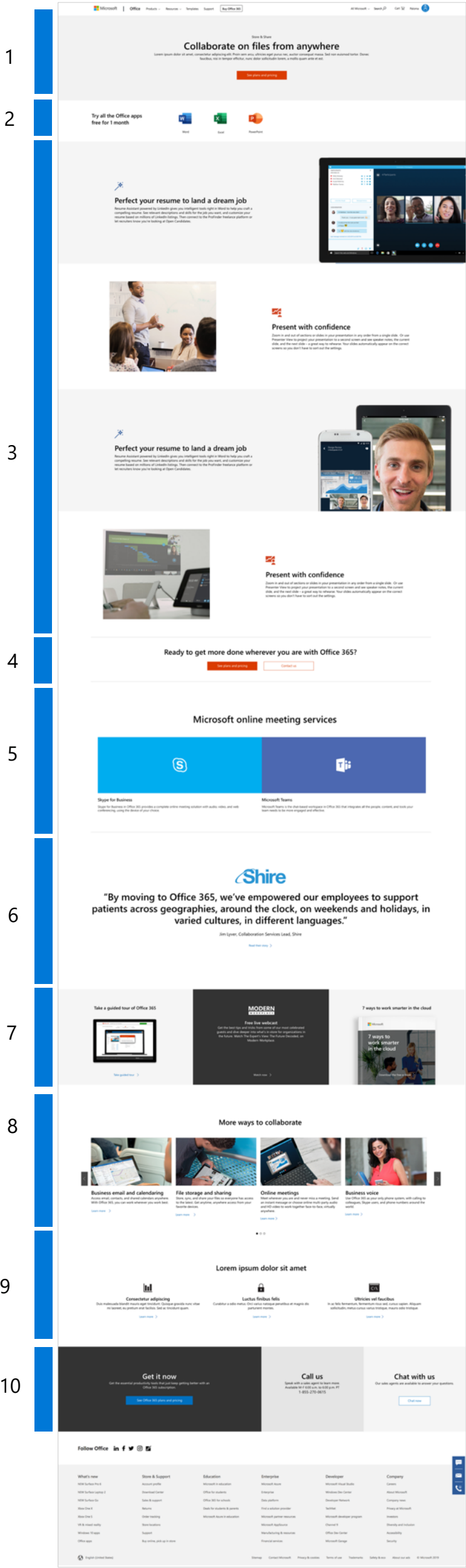
☐ Module not shown

Hero images

- **Typographic (primary):** Lifestyle imagery is not always needed. Instead, use a simple, clean typographic hero.
- **Lifestyle (secondary):** Use lifestyle with device images. If the device shows product, it should reflect a product that’s represented on the page.

At times, security scenarios require partners, and we need to feature them. Modules we added: customer logo wall, multi-feature carousel, content placement, and thought leadership list.

Also, due to audience needs for the Security and Trust Center, we have more detailed scenario pages that include a secondary messaging module, sometimes multiple.



Pillar template

You can use this template to highlight the product pillars and allow users to learn more.

Modules can be added or subtracted depending on content strategy.

This template can be used for both Microsoft 365 and Office 365.

[Desktop prototype](#)

[Mobile prototype](#)

Business requirements	Modules used to deliver business requirements
Provide structure for site IA	1. Lifestyle or typographic hero
Tell a broad Microsoft story	<input type="checkbox"/> Subhead feature
Set context between scenarios and products	4. Feature/story module (5 max) 3. In-page navigation
Promote end actions	1. Lifestyle or typographic hero 10. Bottom-page CTAs 5. Mid-page CTA 6. Customer stories (interchangeable with lead gen) <input type="checkbox"/> Chat
Facilitate exploration (pillars, scenarios, capabilities, more resources)	9. Secondary key messages (6 max) 8. Lead gen (interchangeable with customer stories) 7. Customer stories quote
Instill trust and confidence (peace of mind)	9. Secondary messages/peace of mind
Promotions	2. Promo band

* Bold type indicates required modules

☐ Module not shown

NOTE

At times, security scenarios require partners, and we need to feature them. Modules we added: customer logo wall, multi-feature carousel, content placement, and thought leadership list.

Also, due to audience needs for the Security and Trust Center, we have more detailed scenario pages that include a secondary messaging module, sometimes multiple.

NOTE

Images

Hero should use lifestyle scenarios with mix of people working and/or using technology (device images).

Alternating image blades should be close to a 50% balance of lifestyle and product on device images.

NOTE

Modules

There should no be more than 6 in-page navigation modules and accompanying blades. If more than six are needed, a different treatment/approach should be considered.



Product template

The product template is reserved specifically for an application or product. The purpose of the page is to highlight the new features and capabilities as well as offer the opportunity to learn more.

Modules can be added or subtracted depending on content strategy.

This template can be used for both Microsoft 365 and Office 365.

[Desktop prototype](#)

[Mobile prototype](#)

Business requirements	Modules used to deliver business requirements
Capture branded product traffic	2. Product hero
Tell a broad Microsoft story	3. Subhead feature
Tell the 100-level product story, provide access to deeper product information	5. Feature/story module (5 max) 6. Feature/story module: centered feature
Promote end actions (acquisition primarily)	2. Product hero 7. Mid-page CTA 14. Bottom-page CTAs
Instill trust and confidence (logo wall, peace of mind, etc.)	12. Secondary messages/peace of mind 8. FAQ 10. Lead generation (interchangeable with customer story) 11. Customer stories (interchangeable with lead gen) 9. Additional resources 13. Related products
Inline SKU chooser	1. Promo band
App download (SMS/email)	4. Send SMS (can be used lower on the page)

*7-11 are interchangeable in order

* **Bold type indicates required modules**

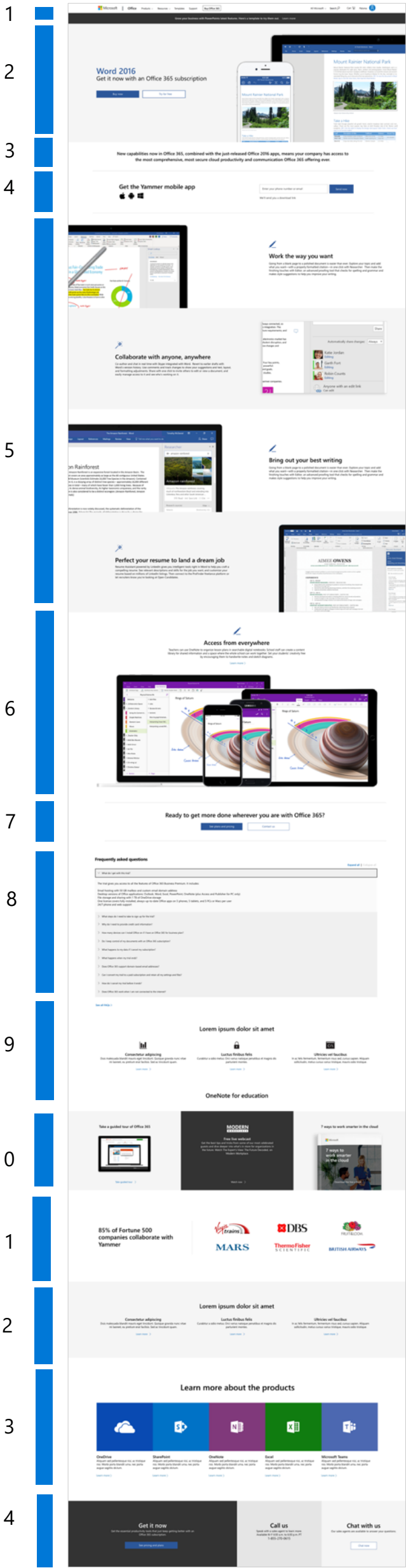
☐ Module not shown

WFB has a few other content requirements:

- Partner showcase
- Case study showcase
- Product stats

Hero images

Only use product on device image. Device should, whenever possible, overlap the following module. If using multiple devices, they should be used to show different screen sizes. Don't use more than three devices in one total hero image. All images on the page should be product focused and use product-on-device images only. If a specific feature needs to be called out, then it's allowed to stand alone outside of a device. All images should be cropped by at least one side of the module wall, such as left crop, right crop, or bottom crop.



Solution template (Security and Trust Center only)

The Security and Trust Center template speaks to the advanced protection you get with Microsoft.

[Desktop prototype](#)

[Mobile prototype](#)

Business requirements	Modules used to deliver business requirements
Provide Microsoft thought leadership for the solution	<div>1. Lifestyle hero</div> <div>2. Subhead feature</div>
Provide structure for informative content on scenarios and features	<div>3. In-page navigation</div>
Promote end actions (acquisition primarily)	<div>10. Bottom-page CTAs</div>
Facilitate exploration (scenarios, products, features, evidence)	<div>4. Feature/story module (key messaging)</div> <div>10. Scenarios and features for scenario</div> <div>9. Additional resources 4-up</div> <div>6. Customer stories (interchangeable with lead gen)</div>
Instill trust and confidence (content to support research of solutions)	<div>7. Lead generation (interchangeable with customer story)</div> <div>8. Multi-feature – carousel</div> <div>9. Additional resources</div>
Promotions	<div>Promo band</div>

* Bold type indicates required modules

☐ Module not shown

Pages that use or will evolve to this template:

[Identity and access management](#)

[Threat protection](#)

[Information protection](#)

[Security management](#)

1

2

3

4

4

4

4

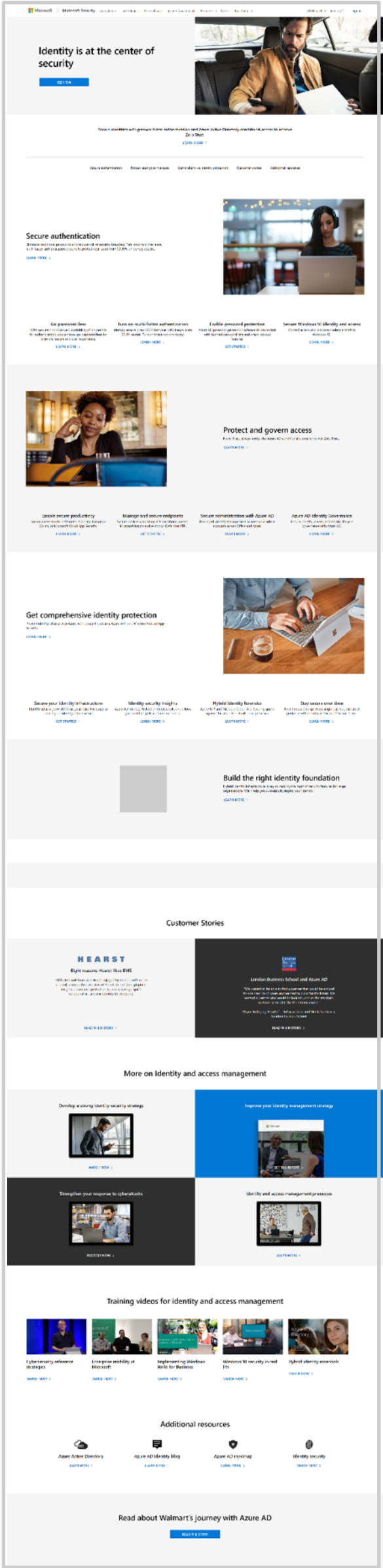
6

7

8

9

10



Gallery template

The gallery serves as a landing page for content such as customer stories and provides easy access to large content sets of a similar type.

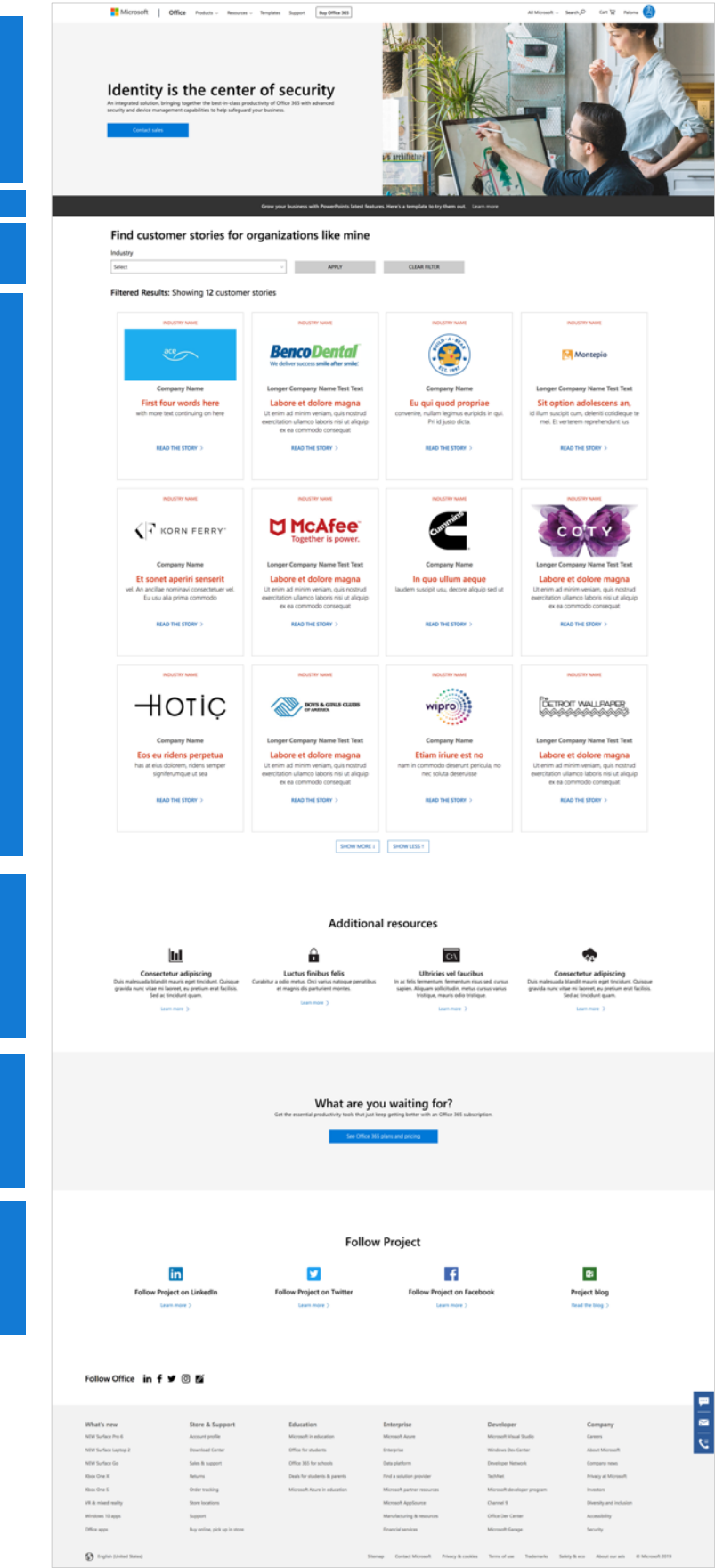
[Desktop prototype](#)

[Mobile prototype](#)

Business requirements	Modules used to deliver business requirements
Hero area (copy, hero CTA, video)	1. 50/50 Lifestyle hero
Promoted/prioritized content sets	4. Content cards
Categorization	3. Filtering
Promotions	2. Promo band
Facilitate exploration (more resources, related content)	5. Additional resources
Bottom CTA	6. Get it now 7. Social

* **Bold type indicates required modules**

☐ Module not shown



Commercial PDP template

This template is used for the product details, FAQ, and other pertinent information for the consumer to learn about and purchase the product.

Buy box module overall

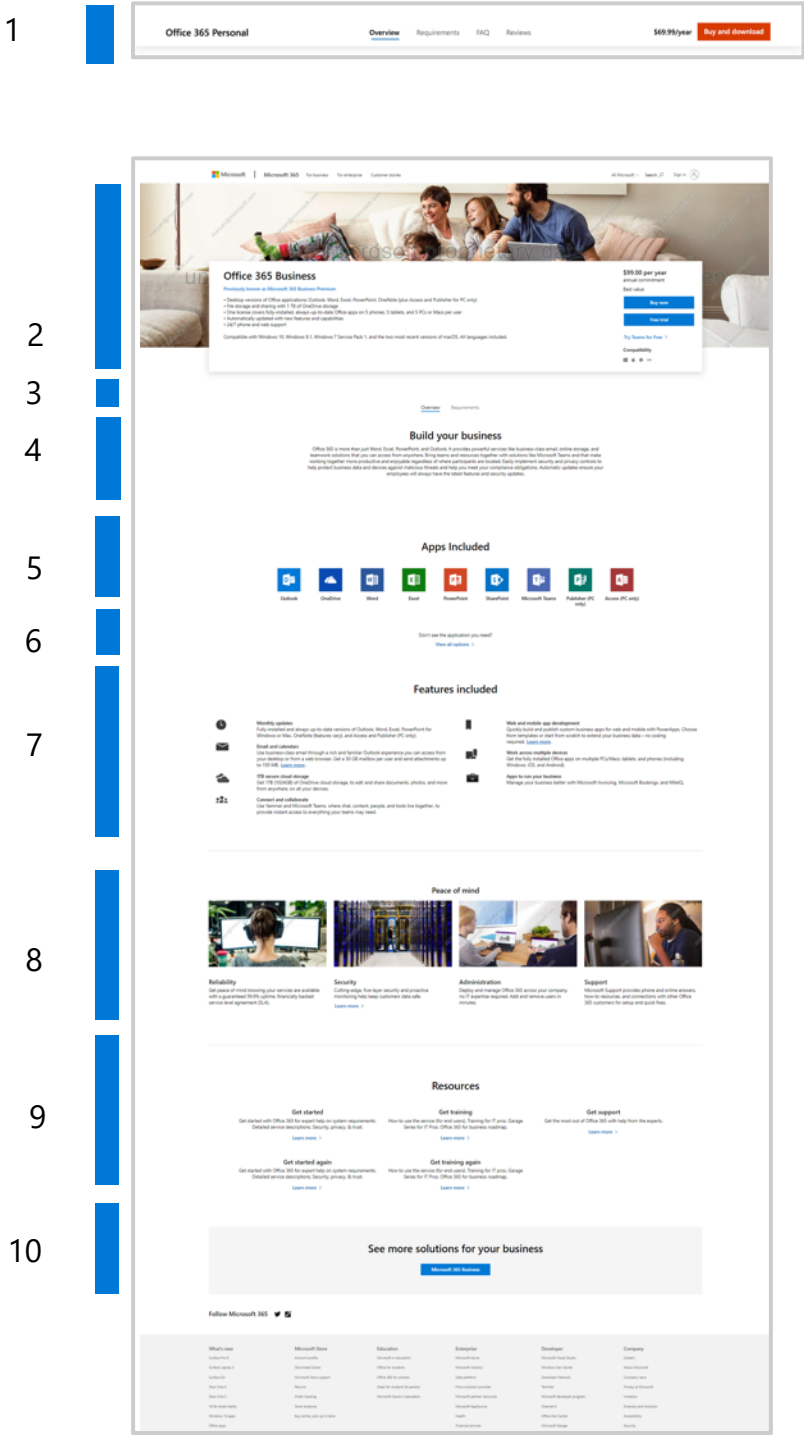
- It can be themed with Microsoft 365, Office 365, generic transactions, and product-specific colors.
- Product description is fed from the catalog and it can be overridden in authoring.
- 1 CTA button mandatory.
- See Buy box layouts [here](#)

[Desktop prototype](#)

Business requirements	Modules used to deliver business requirements
Promote end actions (acquisition primarily)	<div>1. In-page navigation (Sticky PDP navigation)</div> <div>2. Buy box Hero</div> <div>10. Bottom page CTA</div>
Facilitate exploration (more resources, related content)	<div>3. Pivots</div> <div>9. Resources</div>
Tell a broad product story	<div>4. Header and description text</div> <div>5. Product icons</div> <div>6. See related products</div>
Provide access to deeper product information	<div>7. Structured list</div>
Instill trust and confidence	<div>8. Content placement (4-up) (peace of mind) *To be used with Wasatch launch</div>

* Bold type indicates required modules

☐ Module not shown



Module guidance

All modules

All modules should be as close to [MWF specifications](#) as possible. Customization should only occur where necessary.

Background colors are often changeable. Only use the Office brand orange, brand grays, or product brand color where specified. When two modules with white backgrounds are stacked, separate them with a horizontal divider component.

Lifestyle hero

Use with a hero image. Make sure the image feels connected to the goal and message of the page, and that it uses the latest photography.

Headline copy

- Max 50 characters
- 1-2 lines max
- Short and impactful

CTA options

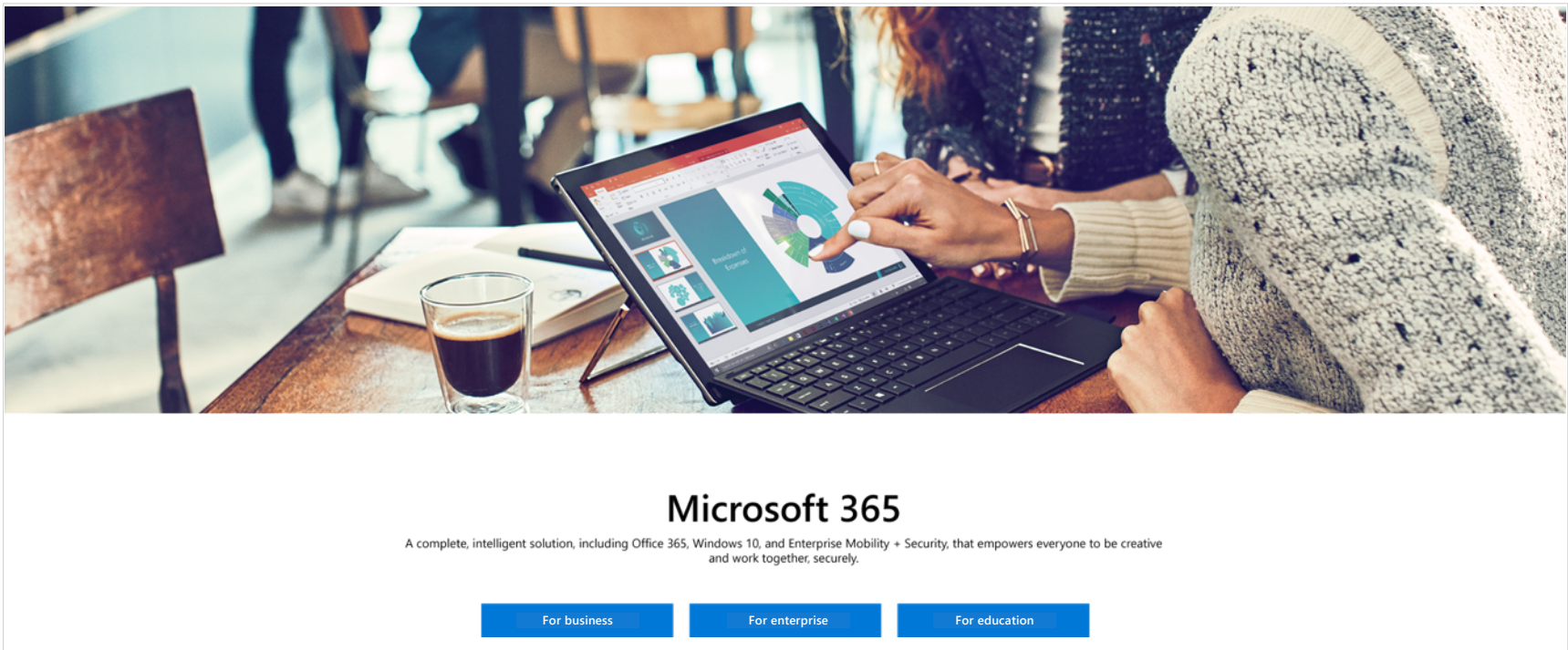
- 2 buttons max except for the center hero photographic
- 2 text links max
- 1 button and 1 text link max
- Center hero photographic has 3 CTA buttons max.
- 50/50 hero modules have CTA pop-up video capabilities.

Subhead

- To add additional content under the hero, use the subhead feature module.

Image guidance

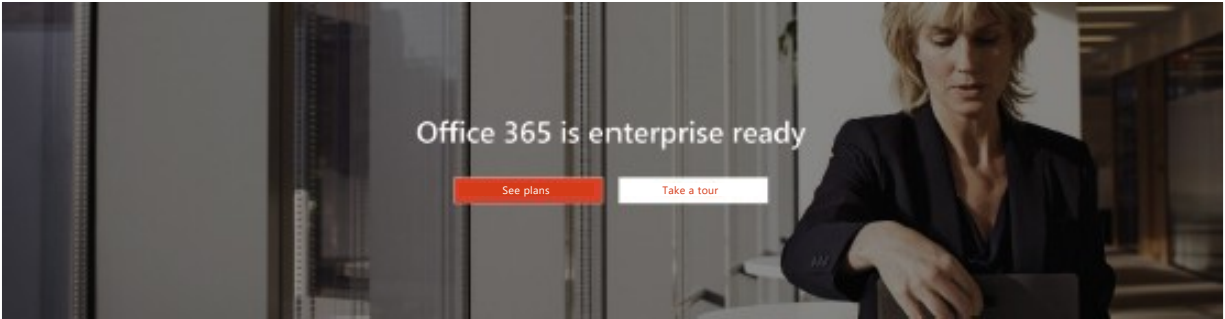
- Centered photographic image size: 1920 x 500 px
- 50/50 photographic image size: 960 x 500 px



CENTER HERO: PHOTOGRAPHIC



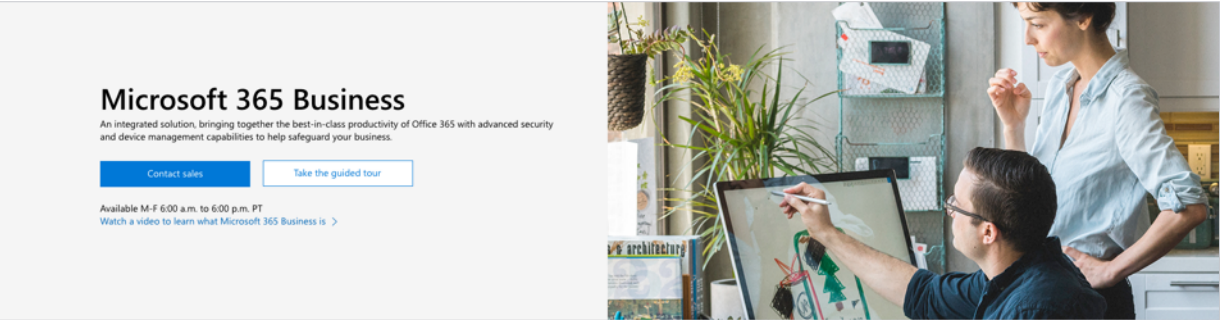
MODULE: SUBHEAD PHOTOGRAPHIC



CENTER HERO: PHOTOGRAPHIC



CENTER HERO: PHOTOGRAPHIC 50/50



CENTER HERO: PHOTOGRAPHIC 50/50 ALTERNATE

Typographic hero

Use when a lifestyle image is not desired or relevant, or if you want the message and voice to speak for itself.

Scenario tag

- Only use on scenario pages.

Headline copy

- Max 50 characters
- 1-2 lines max

Subheadline

- Try to get your message across in the headline, but if you need additional text then a subheadline may be used.
- In this case, because it is paired with a hero headline, use 15 px body copy and keep it to 2- 3 lines max.

CTA options

- 2 buttons max
- 2 text links max
- 1 button and 1 text link max

Background color guidance

- Primary background color: #F5F5F5
- Alternate background color: #FFFFFF

Store & Share

Collaborate on files from anywhere

An integrated solution, bringing together the best-in-class productivity of Office 365 with advanced security and device management capabilities to help safeguard your business.

See plans and pricing

Product hero

Use on product pages as a call to action to download or purchase an Office product or service.

Use in the following template

- Product

Headline copy

- Max 60 characters
- 3 lines max

Subheadline

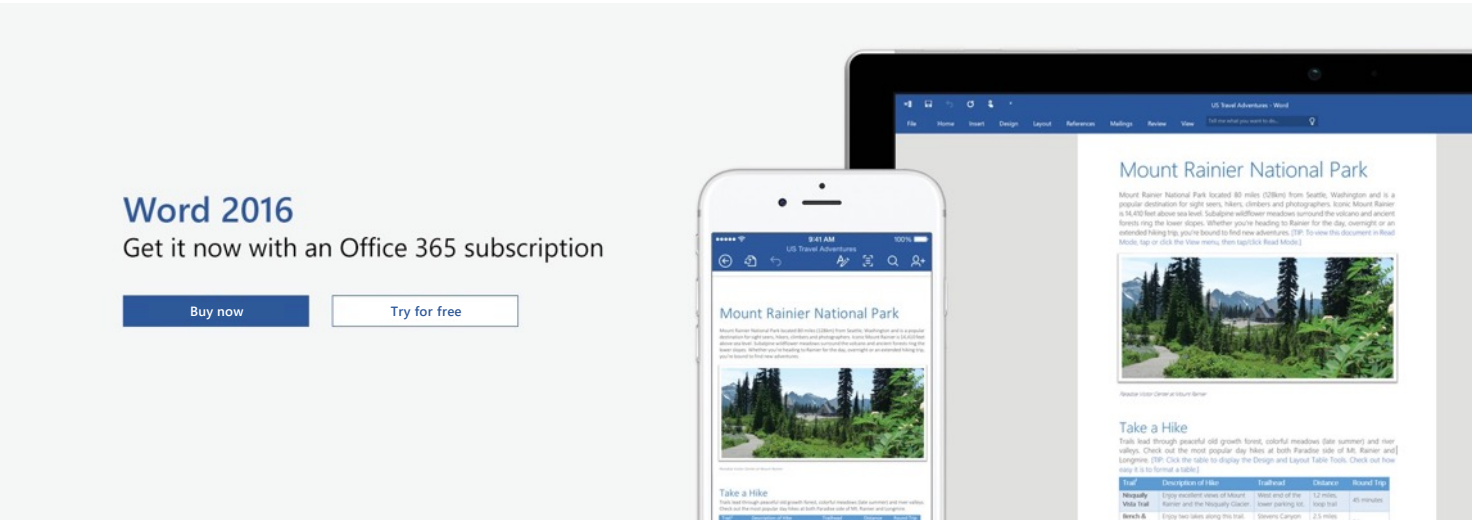
- 2 lines max
- Short sentence describing the product or calling the user to action

Background color guidance

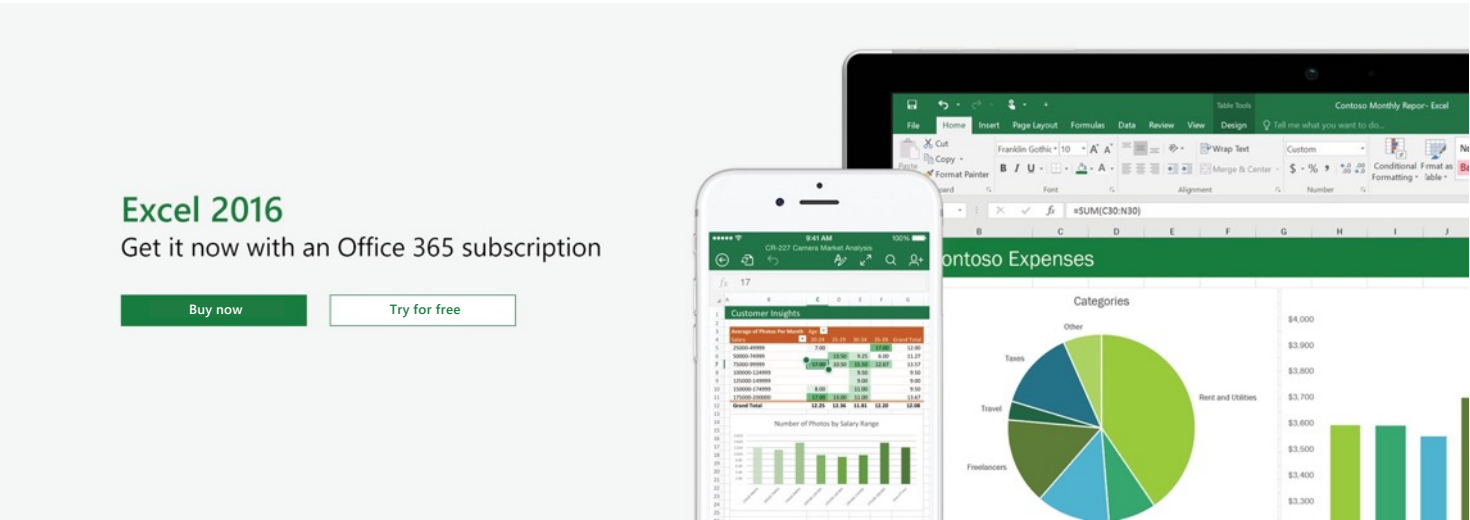
- Primary background color: F5F5F5
- Alternate background color: FFFFFF

Image guidance

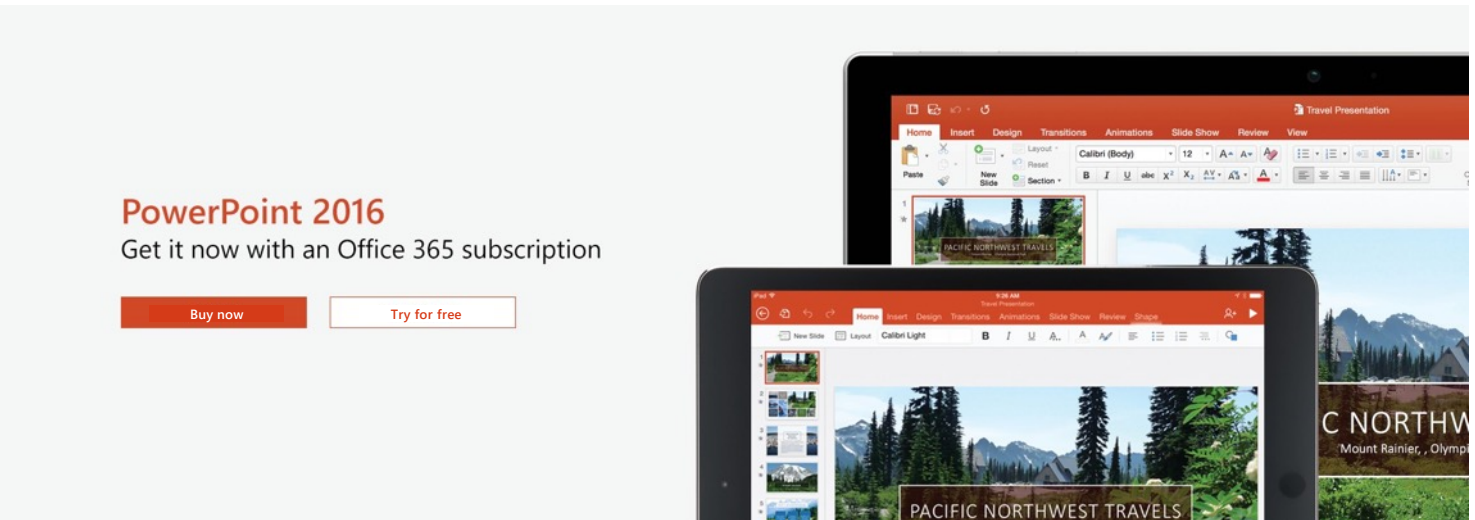
- Hero device image size is 960 x 615 px.
- Place a screen capture into a standalone product shot on a white or gray background. When in doubt, use a recent Microsoft-manufactured device, such as Microsoft Surface, in a flat, front-facing perspective.
- Avoid using devices at an angle, as a flat perspective best highlights the product UI.
- Device/product images can be cropped by frame edges (container or page).



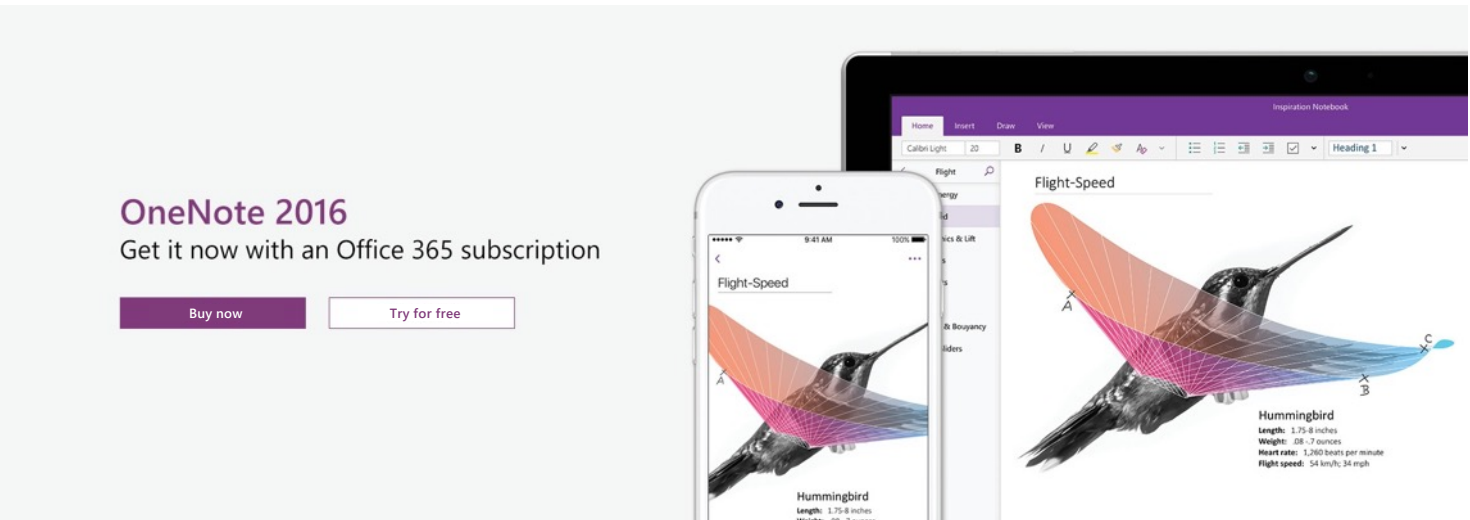
IMMERSIVE HERO



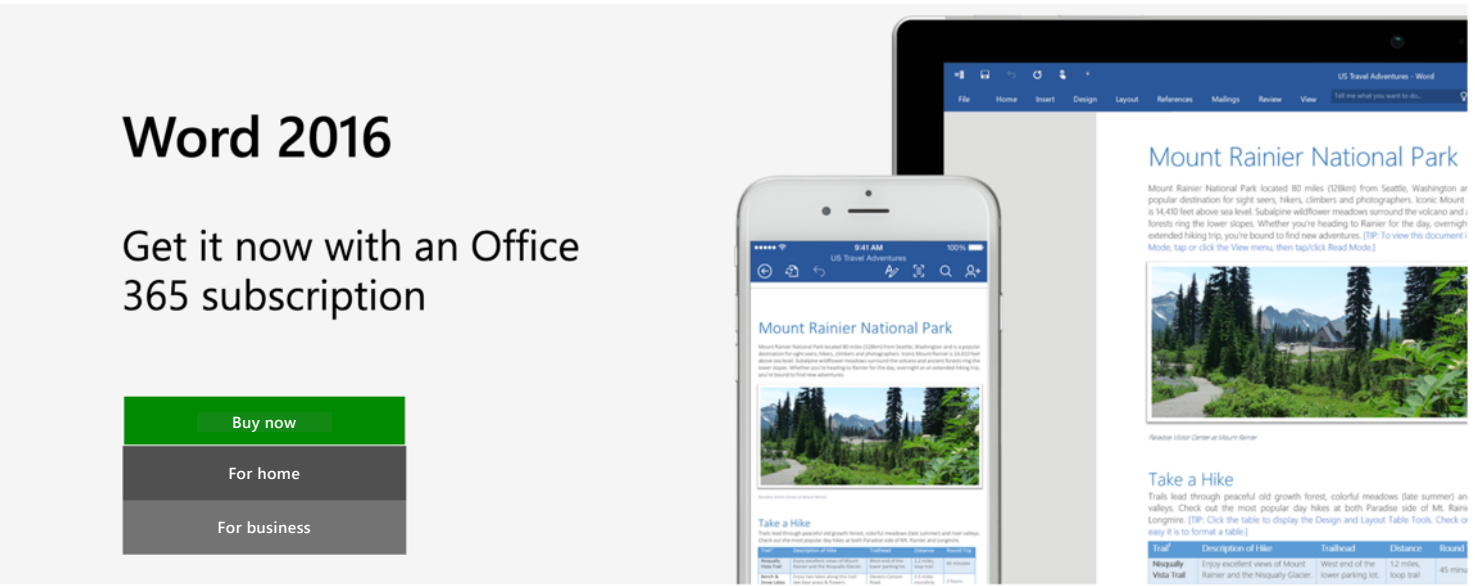
IMMERSIVE HERO: VARIATION



IMMERSIVE HERO: VARIATION



IMMERSIVE HERO: VARIATION



IMMERSIVE HERO: FLYOUT CTA CAN ONLY BE USED IN PRODUCT HERO MODULE

Subhead feature

Use when additional messaging is required beyond the hero and headline copy. (Placement is below the hero.)

Copy

- Max 230 characters
- 3 lines max

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration
- Product

In-page navigation

Use when there’s a need for users to navigate to messaging within the page. These links jump a user down the page to that section.

The Pivot tab can combine any number of modules together within a tab group. The content will always display beneath the Pivot tab module.

Copy

- 1 line max, 5 across

Optional

- 1
- 1 px line divider (2 lines max)

1

CENTERED

New capabilities now in Office 365, combined with the just released Office 2016 apps, means your company has access to the most comprehensive, most secure cloud productivity and communication.

1

ANCHOR LINKS

Customer relationship management

Invoicing software

Email marketing

Automatic mileage tracking

Business management dashboard

1

PIVOT/TAB

Microsoft 365

Dynamics 365

Product icons

Use primarily on the scenario and detail pages to indicate which Office product combinations help to fulfill the scenario.

Use in the following templates

- Pillar/Collaboration
- Product

All products

- Positioned at the top of the page, under the hero

Title

- 1 line max
- 40 character max
- Left aligned and positioned to the left of the product icons

Body (optional)

- 1-3 line max
- ~85 characters max
- Left aligned and positioned to the left of the product icons
- If no body copy is needed, then the title is vertically centered in the module.

Learn more about products

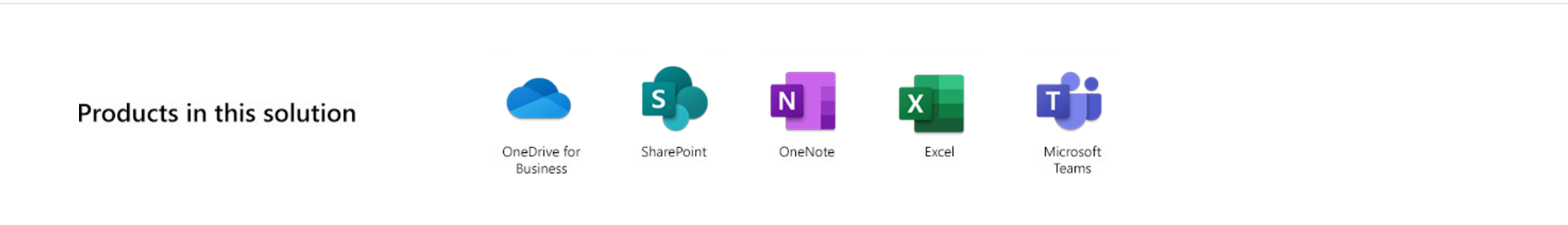
- Position toward the bottom of page, after the story/feature blades.
- Use no more than 6 products. Tiles can be used.

Title

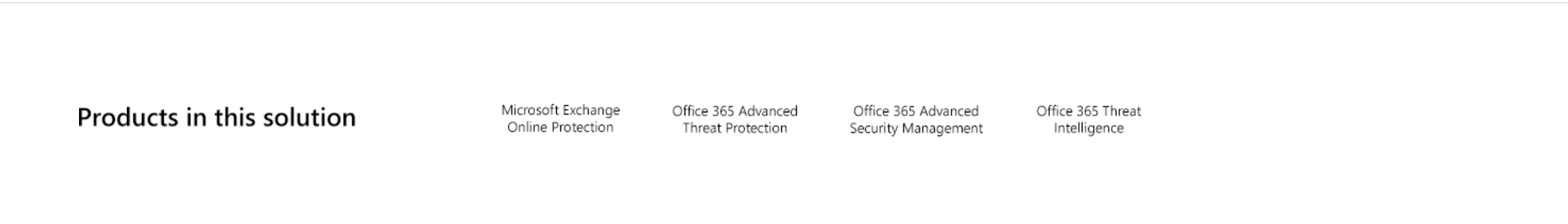
- 1 line max
- 40 characters max
- Center aligned

Product Info/description

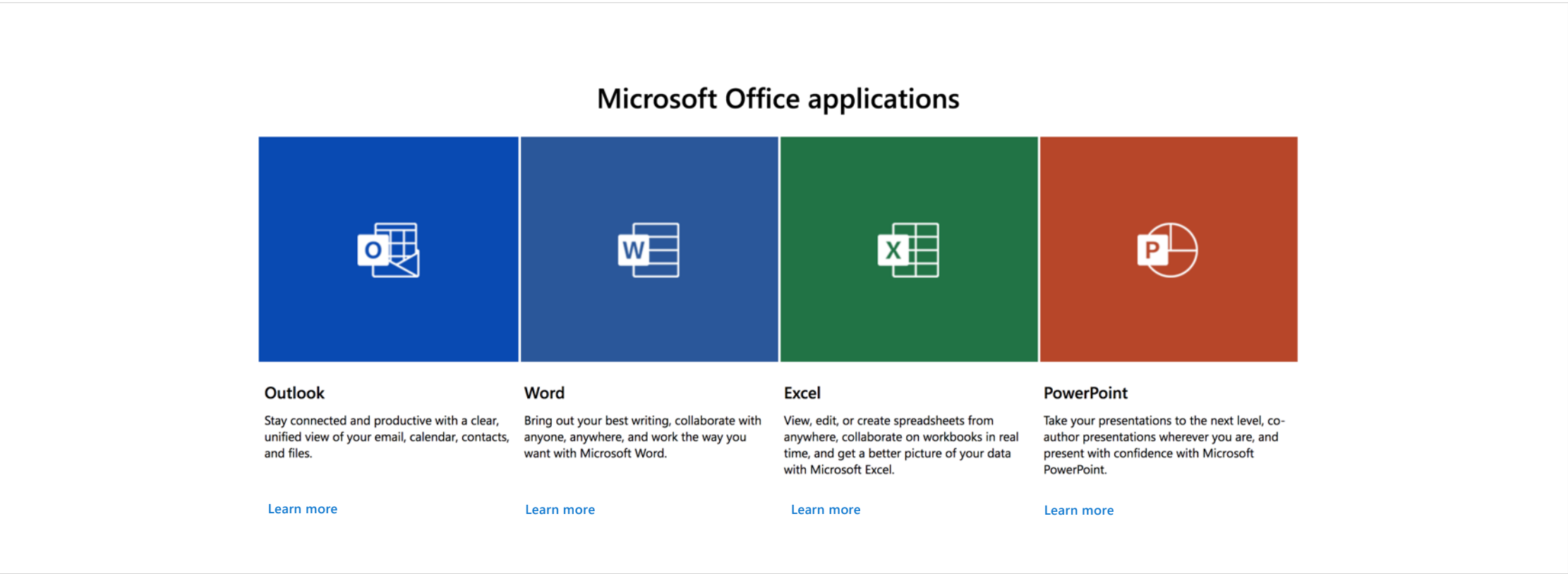
- Product title: 1 line max
- Body copy ~85 characters max
- Always include a link to “learn more” about a given product when product page is available.



ALL PRODUCTS: 200 PX




ALL PRODUCTS: 200 PX (NO ICONS)




LEARN MORE PRODUCTS: 4-UP

5-up product icons wrapped


Learn more about the products




Outlook
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)




Word
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)



Excel
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)




PowerPoint
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)




Microsoft Teams
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)

DESKTOP VIEW: LEARN MORE PRODUCTS 5-UP


Learn more about the products




Outlook
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)




Word
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)




Excel
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)



PowerPoint
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)




Microsoft Teams
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)




OneDrive
Aliquam sed pellentesque nisi, ac tristique nisi. Morbi porta blandit urna, nec porta augue sagittis dictum.
[Learn more >](#)

DESKTOP VIEW: LEARN MORE PRODUCTS 6-UP **NOT RECOMMENDED**


Learn more about the products




Heading
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut id faucibus ex, eget aliquet ligula. Sed vel ligula consequat, euismod ligula quis, pharetra magna. Fusce commodo pretium tellus non ultricies. Vestibulum fringilla tempor lectus, at pharetra lacus lobortis vel.
[Learn more >](#)




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[Learn more >](#)



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[Learn more >](#)



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[Learn more >](#)



Heading
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[Learn more >](#)

MOBILE VIEW: LEARN MORE PRODUCTS 5-UP

SMS/email

Use primarily on product pages as a call to action to purchase an Office product or service.

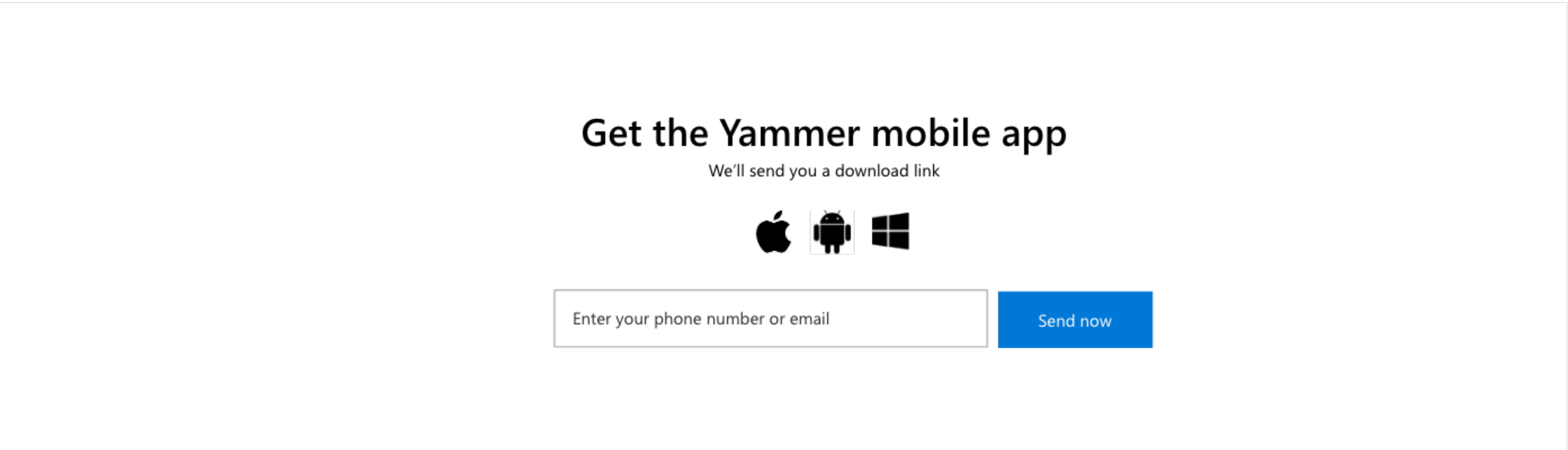
Content

- Use the shorter module at the top of the page under the hero.
- Use the larger module mid-page, after the story/feature blades.

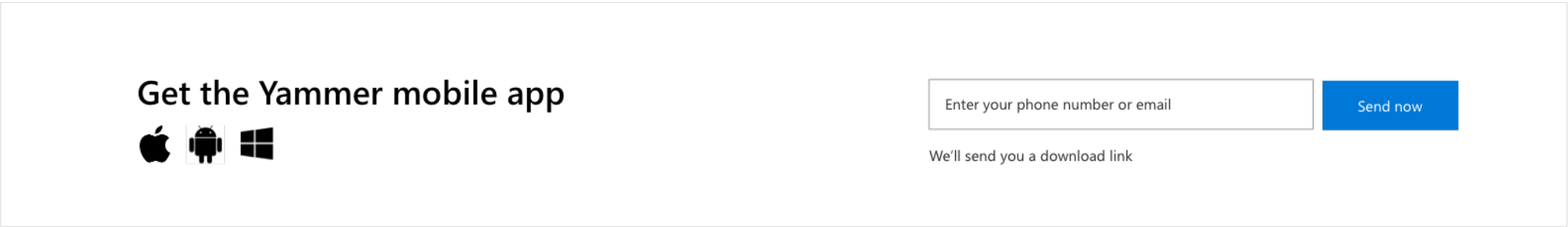
Buttons

- Use the orange button if used on nonproduct pages.
- Use the corresponding product color button on product pages.

[See CTA guidance](#)



CENTERED: WITH ICONS



LEFT ALIGNED



EXAMPLE: BUTTONS USED ON PRODUCT PAGES

App download

Use primarily on the audience, product, and detail pages to allow users to directly download the desktop and mobile apps.

Title

- 1 line max
- 40 characters max
- Centered

Downloads

- 1 title

Learn more about the products

- Position toward the bottom of the page, after the story/feature blades.
- Use no more than 6 products. Tiles may be used.

Title

- 1 line max
- 2 CTA buttons max

2-UP

Get the Yammer desktop app



Desktop (Windows 7+)

- Download now (32-BIT)
- Download now (64-BIT)

[Learn more >](#)



Desktop (Mac OS X 10+)

- Download now
- [Learn more >](#)

3-UP

Download Teams for your desktop



Desktop (Windows 10 S)

- Download now (64-BIT)



Desktop (Windows 7+)

- Download now (32-BIT)
- Download now (64-BIT)



Desktop (Mac OS X 10+)

- Download now

4-UP

Download Teams for your desktop



Desktop (Windows 10 S)

- Download now (64-BIT)



Desktop (Windows 7+)

- Download now (32-BIT)
- Download now (64-BIT)



Desktop (Mac OS X 10+)

- Download now



Desktop (Lorem ipsum)

- Download now

Feature/story module

(Key messaging)

Use to show primary messages or features of a page or product. The content should show how the product is used, what the product can do, or what is included in that SKU.

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration

Title

- 60 characters max
- 2 lines max

Body

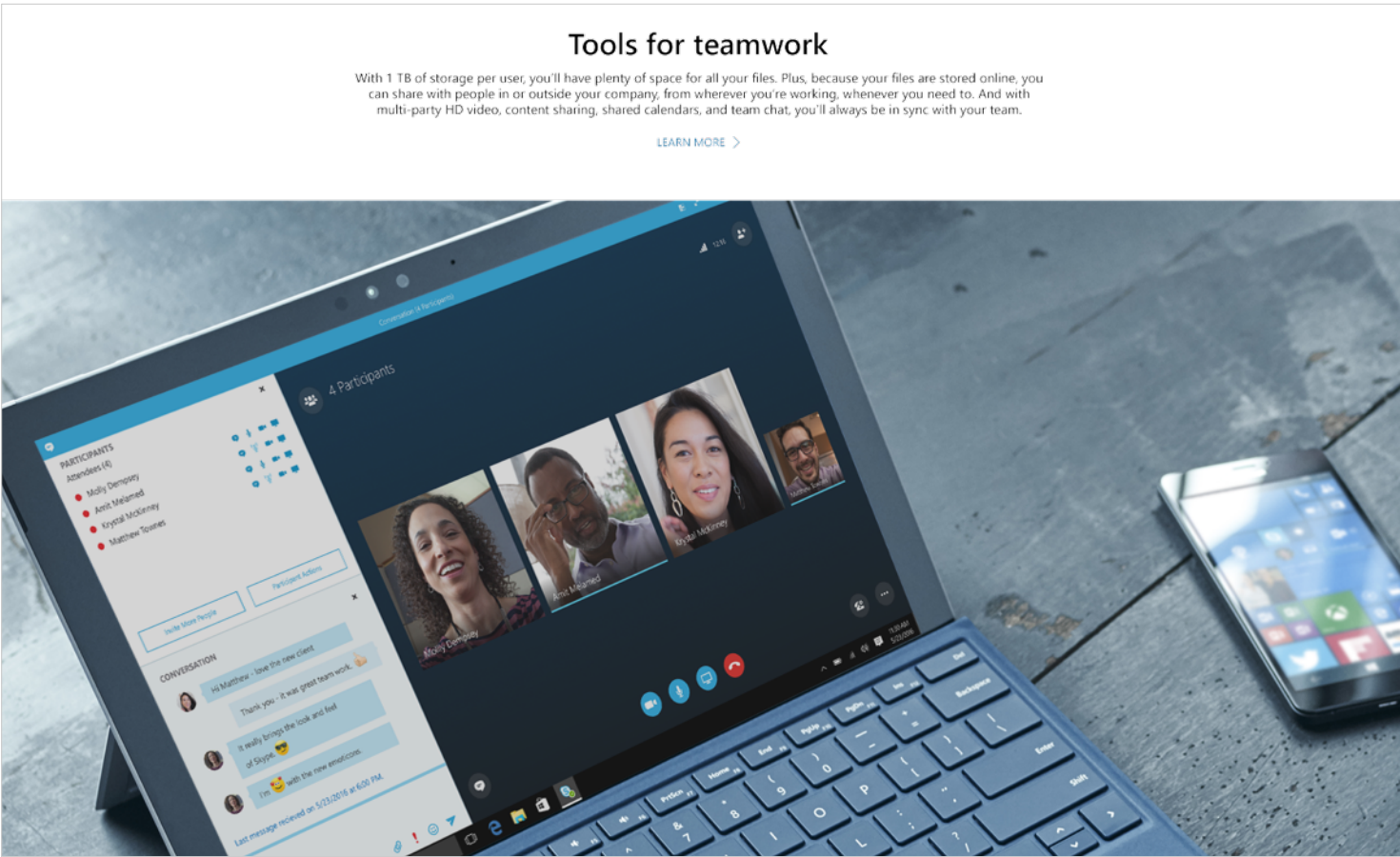
- Single paragraph
- No bullet points
- 3 lines max
- 200 characters max

Links

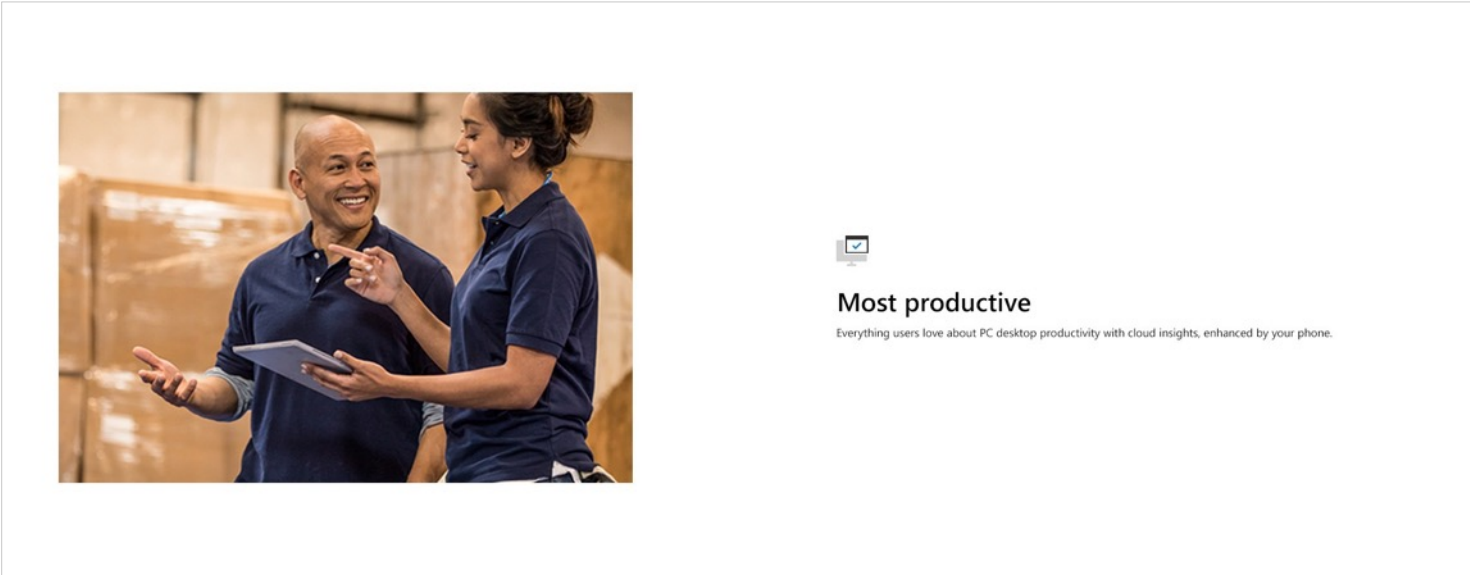
- 1 recommended. If more than 2 links, check with design. It's possible to accommodate up to 5 text links, but it's not recommended.
- 1 link and 1 button can also be used if you need a button for a more prominent CTA.

Image guidance

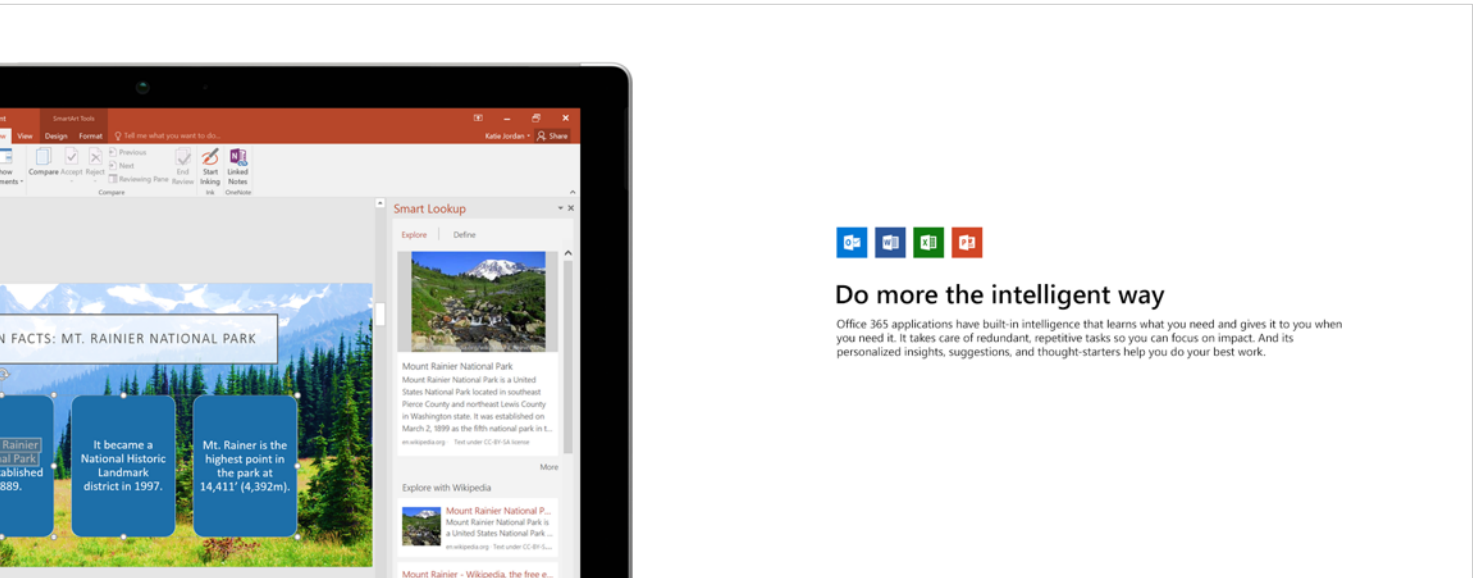
- Left/right-aligned device image size: 876 x 675 px
- Left/right-aligned lifestyle image size: 750 x 510 px
- Center feature image size: 1600 x 750 px



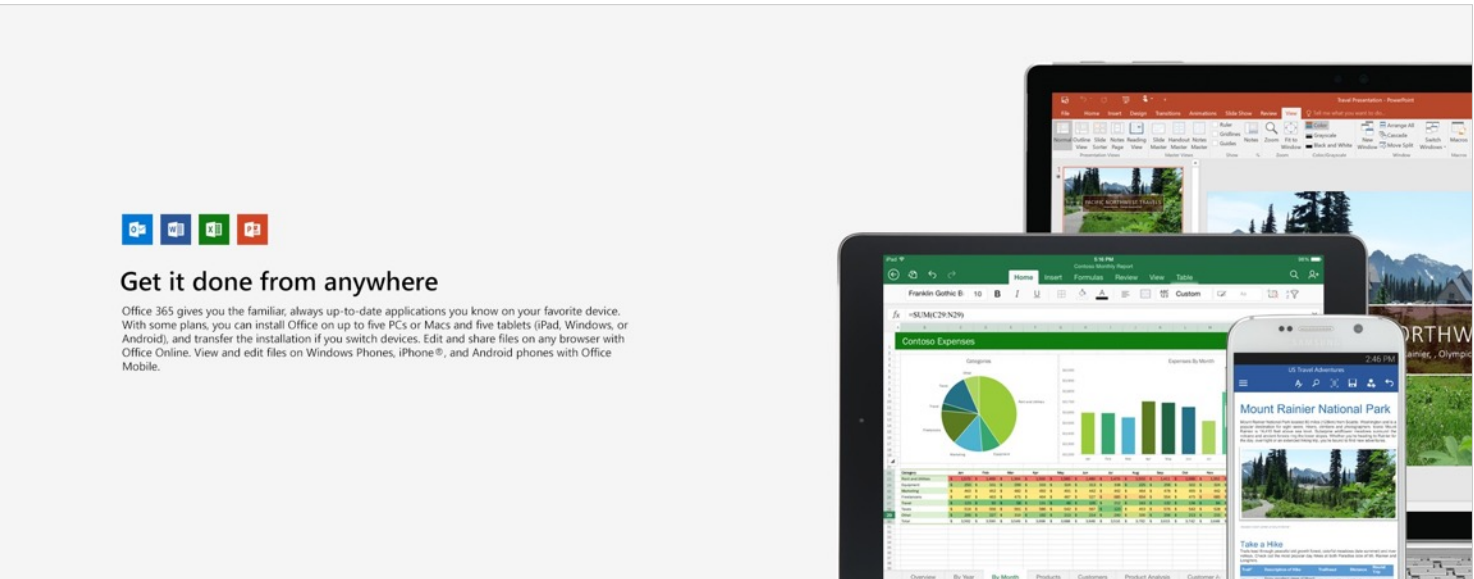
CENTER FEATURE: VARIATION



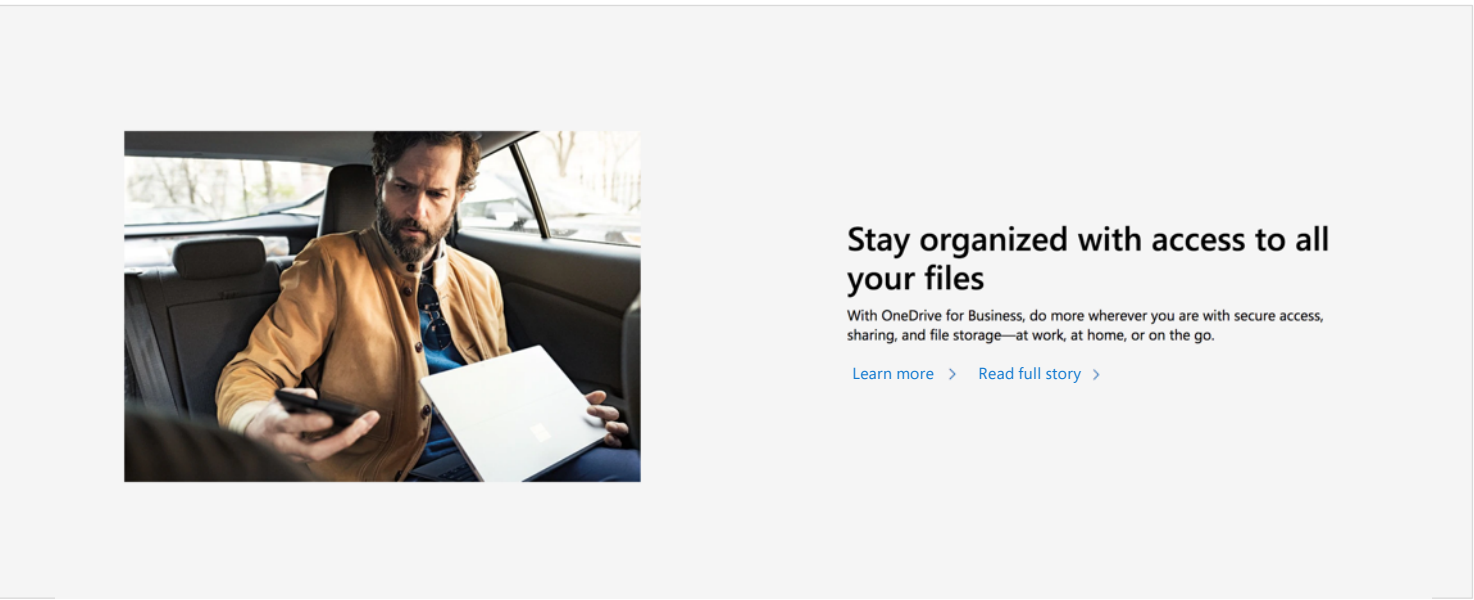
KEY FEATURES: LEFT- OR RIGHT-ALIGNED TEXT



KEY FEATURES: RIGHT-ALIGNED TEXT



KEY FEATURES: LEFT-ALIGNED TEXT



KEY FEATURES: LEFT-ALIGNED TEXT WITH TWO TEXT LINK CTAs

Product feature modules

(Key messaging)

Use to show real stories of customers using Microsoft 365 or Office 365 in their day-to-day life or business.

Product or UI imagery is more commonly used, but a mix of editorial photography with the product being used on a screen is acceptable.

Use in the following template

- Product

Title

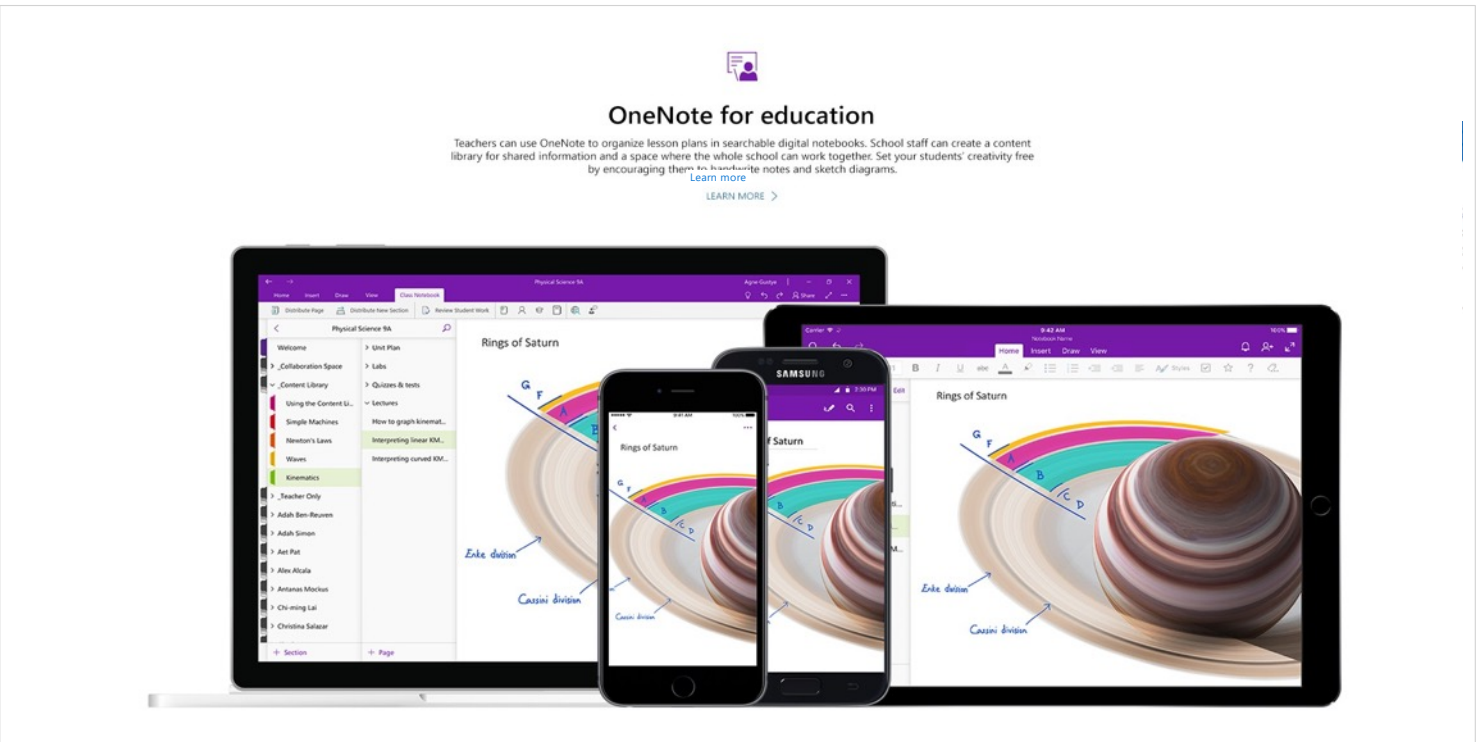
- 60 characters max
- 2 lines max

Body

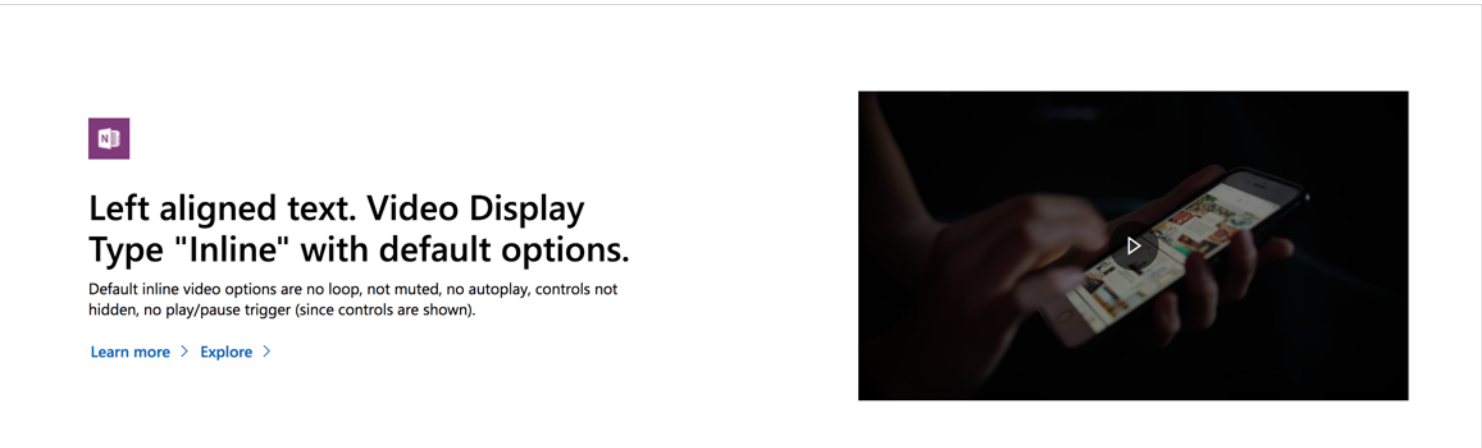
- Single paragraph
- 3 lines max
- 200 characters max

Content

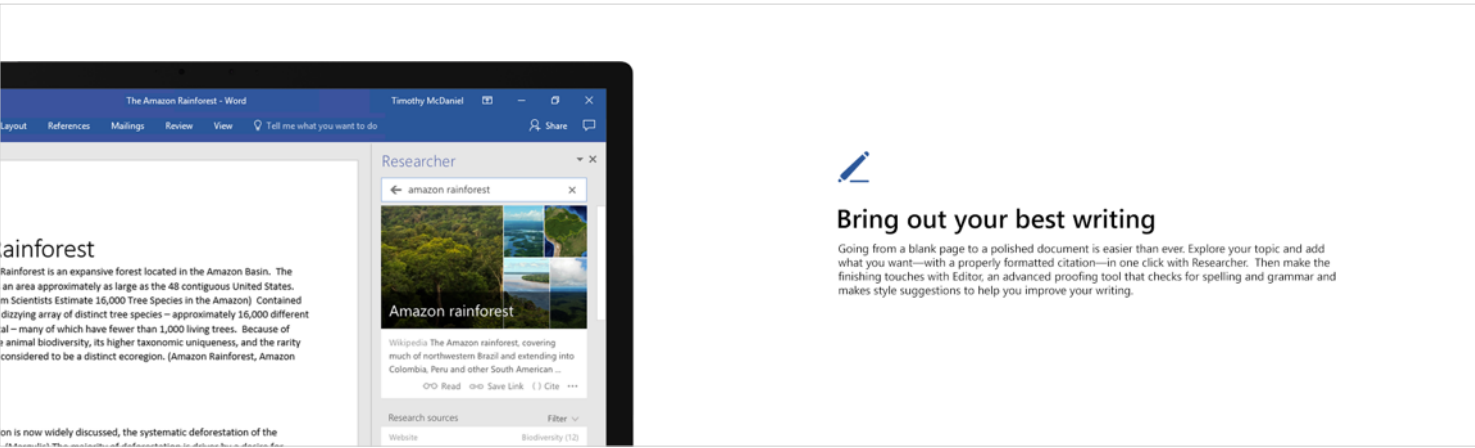
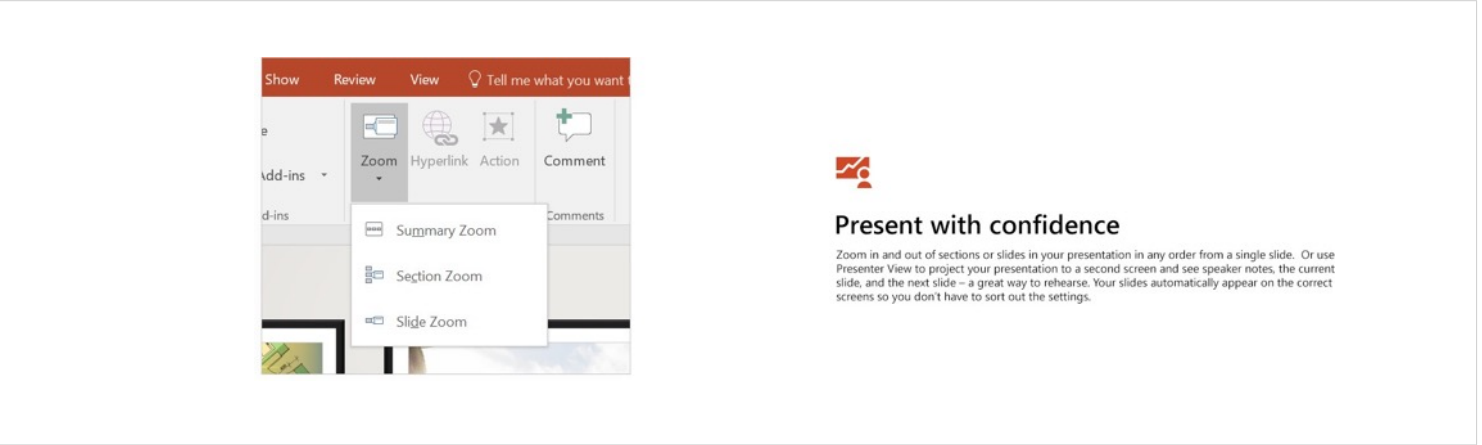
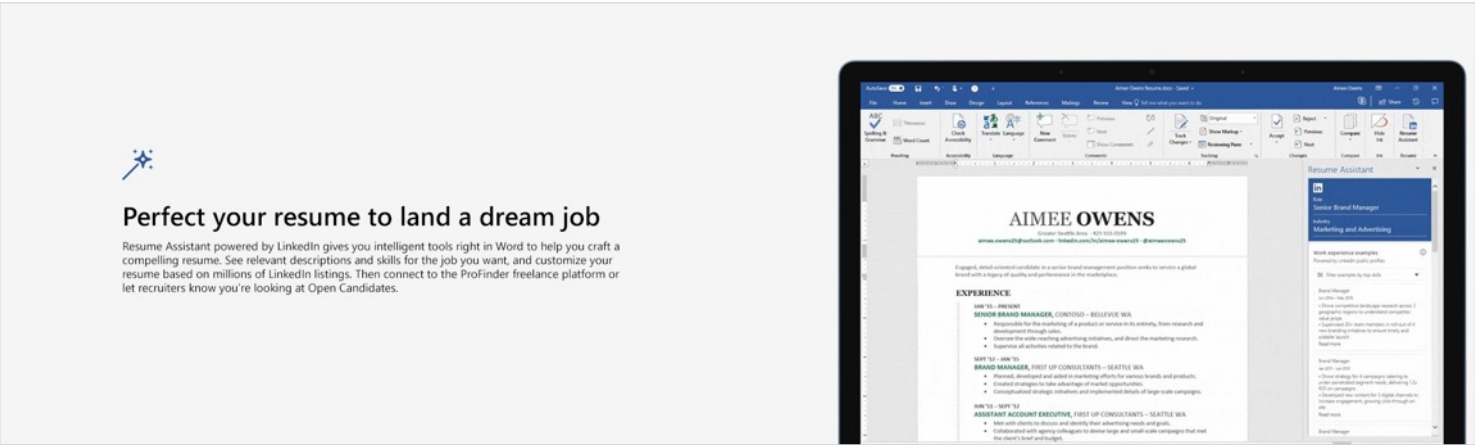
- Inline video enabled
- Ambient video enabled



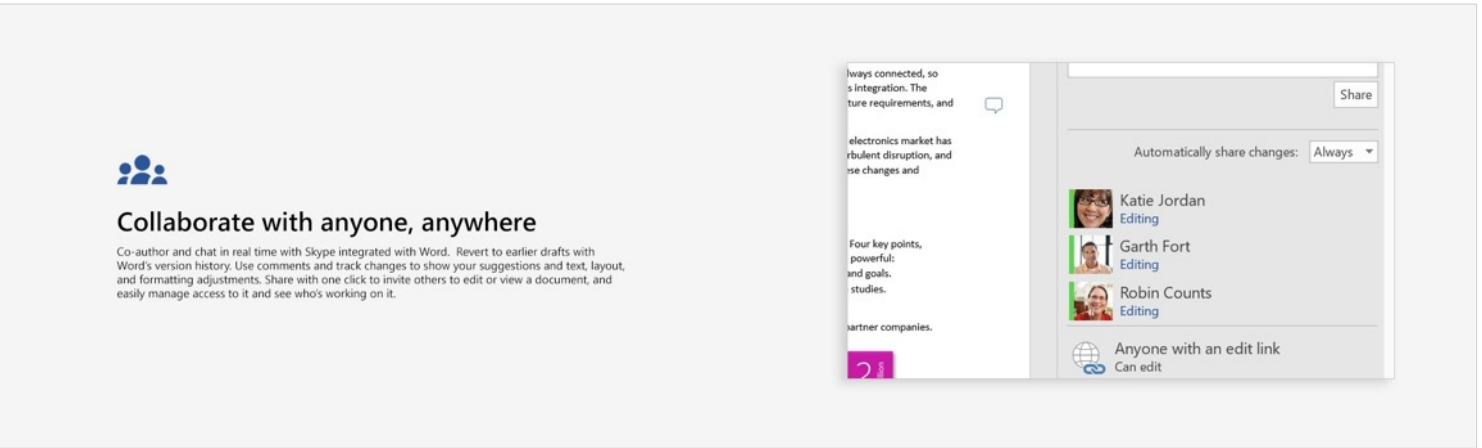
KEY FEATURES: CENTER-ALIGNED TEXT



KEY FEATURES: WITH DEFAULT INLINE VIDEO



KEY FEATURES: GROUNDED DEVICE IMAGE EXAMPLE



KEY FEATURES: WITH UI FEATURE IMAGE EXAMPLE

Content cards

Use to elevate content such as features, videos, and storytelling.
Product or UI imagery is more common, but a mix of editorial photography with the product being used on a screen is acceptable.

Headline copy

- Max 50 characters
- 1-2 lines max

Subheadline

- Try to get your message across in the headline, but if you need additional text then a subheadline may be used.
- In this case, because it is paired with a hero headline, use 15 px body copy and keep it to 2-3 lines max.

Links

- 1 link max


Use with the following content

- Features and benefits
- Learning videos
- Storytelling (link to blog or customer stories)
- Short videos or GIFs that show UI or app capabilities


Content cards

- 3 minimum


Get set up faster



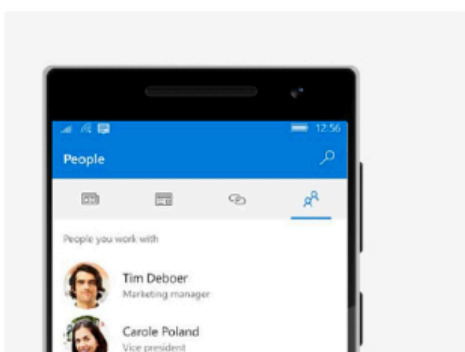
Add users
Add users in your organization to let them start using Office 365.
[Learn more >](#)




Add your domain
Personalize your email address and other services to match your business.
[Learn more >](#)




Access files anywhere
Set up OneDrive to share and access files from any device and keep files protected in the cloud.
[Learn more >](#)



Get Outlook mobile
Stay productive—even on the go.
[Send link to your phone >](#)



Admin mobile app
Easily manage your Office 365 organization from anywhere.
[Learn more >](#)



Office help & training
Become an Office expert with comprehensive information, guidance, and support.
[Learn more >](#)

NOTE

Video content
Video will not play inline but will open a OnePlayer pop-up via the link CTA.

Secondary messages

Use for nonprimary messages or overflow from the key messages on the page with a maximum of 6 messages.

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration

Module title

- 1 line max
- 35 characters max

Message title

- 1 line max
- 30 characters max

Body

- 2 lines max
- 1 sentence
- 100 characters max

Links

- 1 link per message max
- Link not required

Complete, integrated solutions designed for small business

Get more done

Get the Office apps with built-in AI tools and online file storage and sharing.

[Learn more >](#)

Work better together

Collaborate, share, and communicate with flexible tools that go where your team goes.

[Learn more >](#)

Build your business

Get more customers and improve the efficiency of your business operations.

[Learn more >](#)

Safeguard your data

Help protect your company against external threats and leaks with built-in privacy and compliance tools.

[Learn more >](#)

Simplified for you

Easily setup and manage users, devices and data, giving you more time to focus on your business.

[Learn more >](#)

Backed by Microsoft

We've got your back with 99.9% uptime guaranteed and 24x7 online and phone support.

[Learn more >](#)

6-UP

What's included

Comes with Office

Stay up-to-date with the latest versions of Word, Excel, PowerPoint, and more.

[Learn more >](#)

Email and calendaring

Connect with customers and coworkers using Outlook and Exchange.

[Learn more >](#)

Cyberthreat protection

Guard against unsafe attachments, suspicious links, and other malware.

[Learn more >](#)

Administration and deployment

Manage new PCs and devices faster and more easily than ever.

[Learn more >](#)

Dependability and support

Get 99.9% financially-backed uptime guarantee and 24x7 online and phone support.

[Learn more >](#)

5-UP

Microsoft threat protection services

Microsoft Exchange Online Protection

Protect your environment against known threats, spam, and malware, all while maintaining access to your email.

[Learn more >](#)

Office 365 Advanced Threat Protection

Protect your email in real time against unknown and sophisticated attacks such as zero days, ransomware, and advanced phishing.

[Learn more >](#)

Office 365 Cloud App Security

Get threat and anomaly detection and real-time policy remediation with visibility and control of your Office 365 environment.

[Learn more >](#)

Office 365 Threat Intelligence

Enjoy broad visibility into the threat landscape, which helps deliver actionable insights, and enables proactive cybersecurity.

[Learn more >](#)

4-UP

Customer stories

Use to show real stories of customers using Microsoft 365 or Office 365 in their day-to-day life or business. The CTA navigates the user to a blog/story detail page, where they can read about the customer and their experience with the product firsthand.

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration
- Product
- Gallery
- Detail

Quote module

- 1 logo
- Segoe UI Semibold 46 px
- 200 characters max
- 4 lines max

Video testimonial module

- Try to use a resting image that shows something from the video that ideally has a logo or a customer name.
- If a company logo is to be included, it must be within the resting image of the video.
- Do not use a unique static image.
- Do not include a “read full story” link if a play icon is shown.

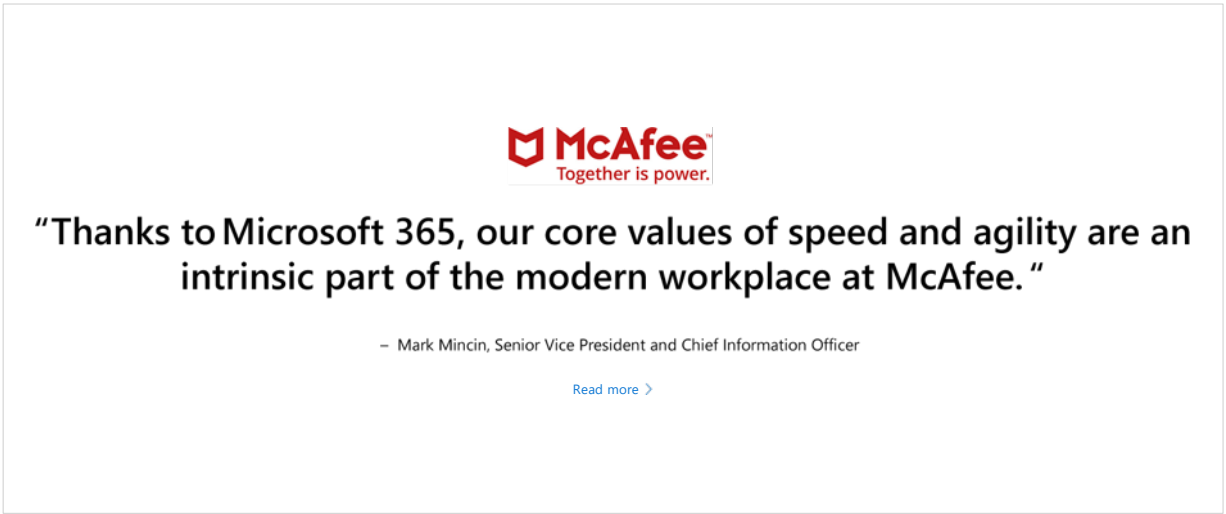
Logo wall module

- 6-12 logos (9 logos is an option, groups of 3 work best with grid)
- 3 lines max
- 50 characters max
- An optional link may be used.

Section title and usage with lead-gen module

- When stacked with a multi-customer story module, ensure modules are differing in quantity and that each has a section title (unless the customer story module is a singular 1-up).
- Up to 4 customer stories are allowed. Try to limit the number, because less is more.

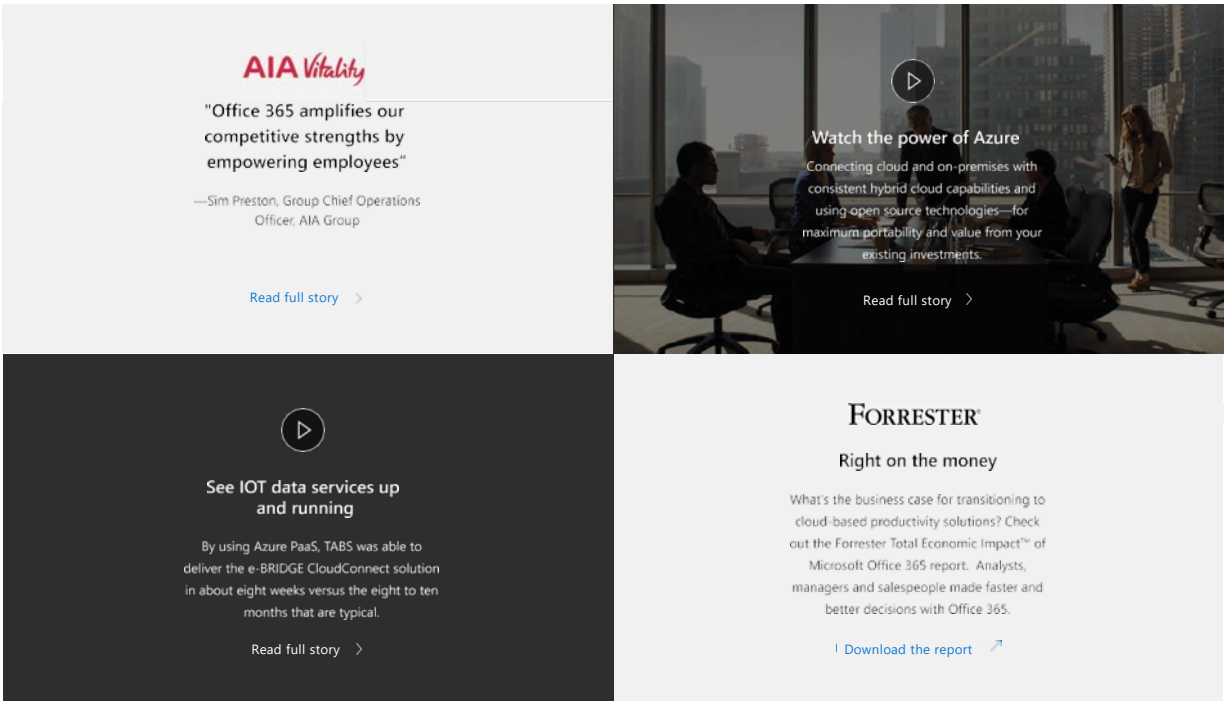
- 1 line max
- 35 characters max



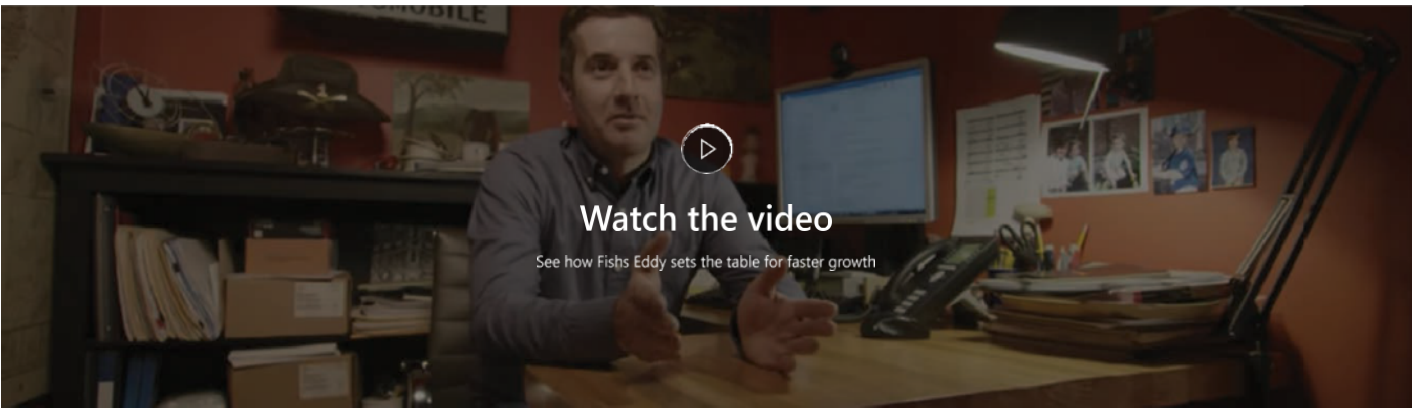
QUOTE



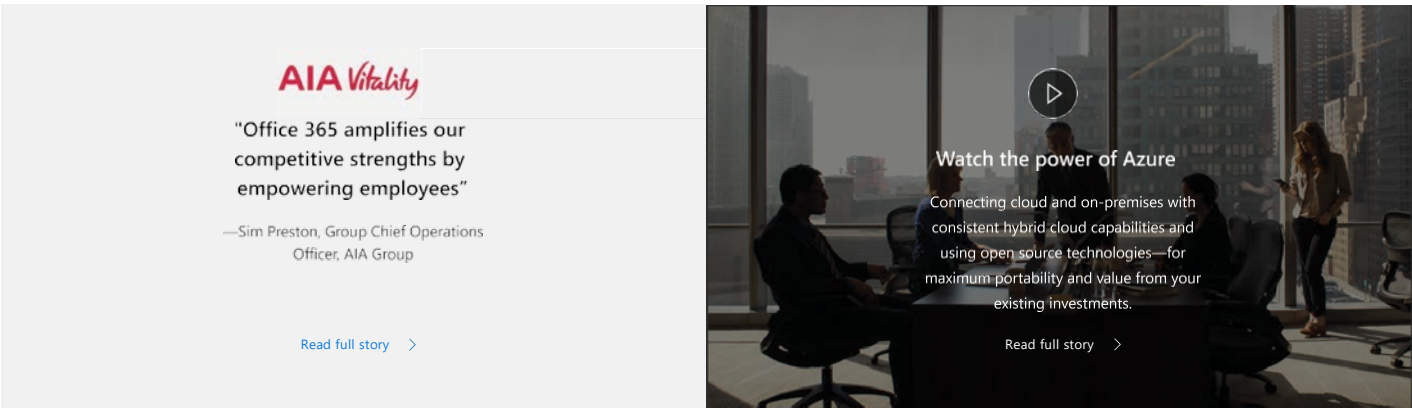
LOGO WALL: 6-UP



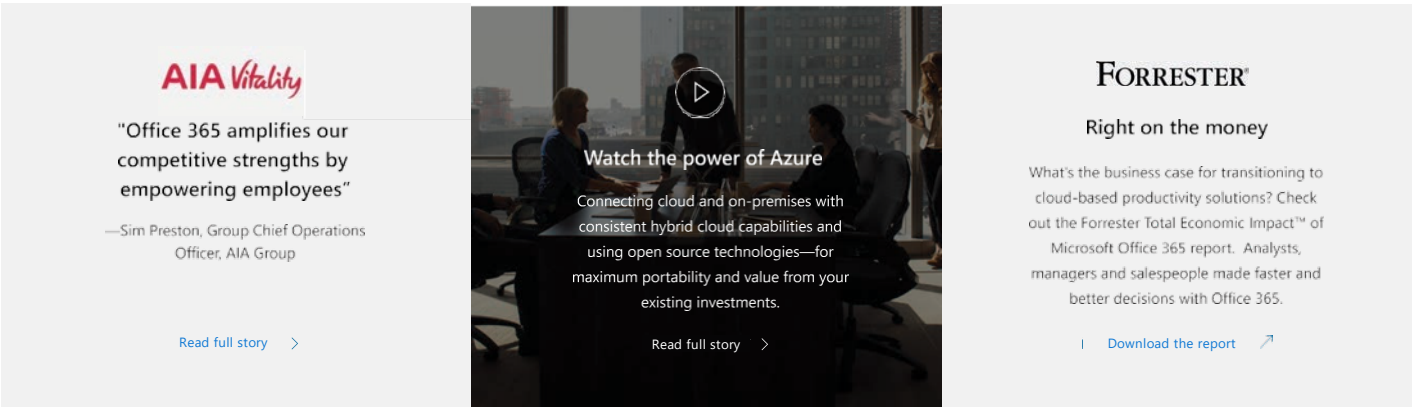
MULTI-STORY: 4-UP



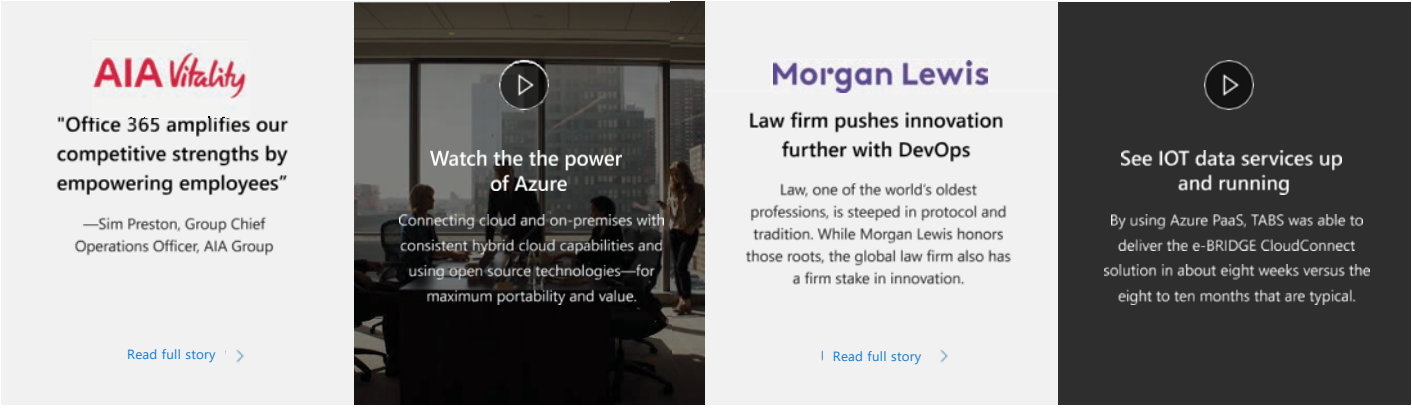
VIDEO: 400 PX HEIGHT



2-UP



3-UP



4-UP

Customer stories video

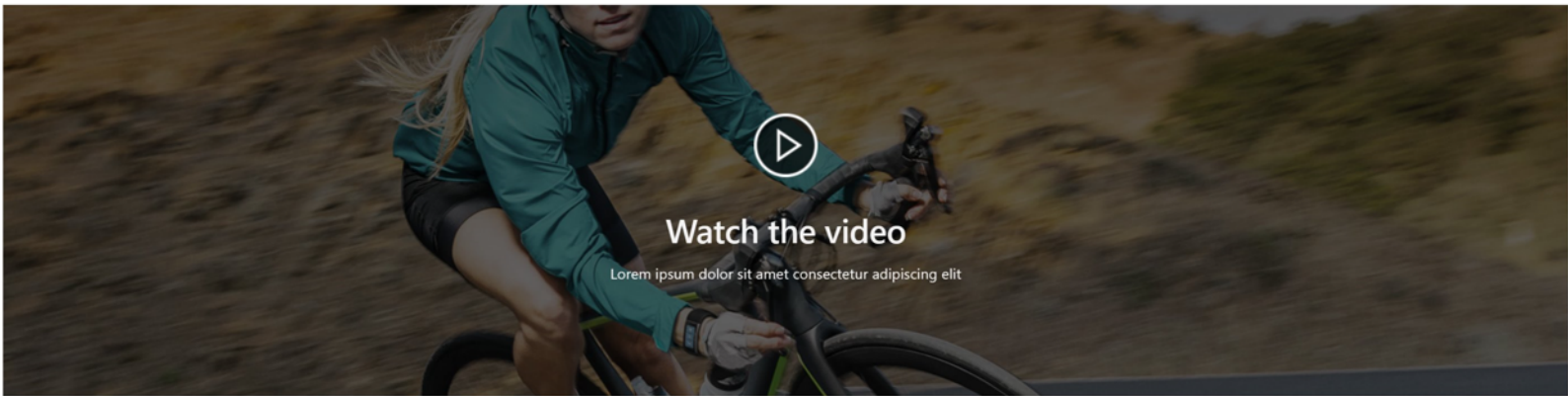
Use to show real stories of customers using Microsoft 365 or Office 365 in their day-to-day life or business. The play button opens the pop-up OnePlayer. The play button and CTA are optional.

Use in the following templates

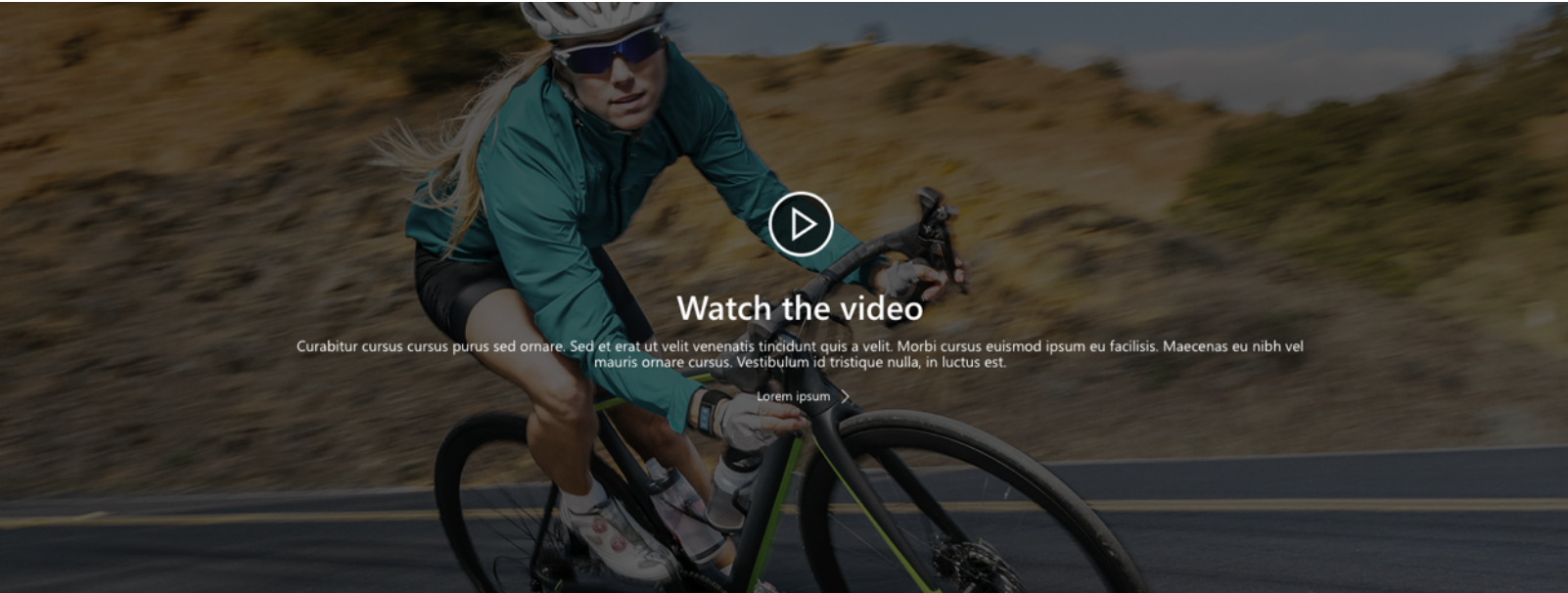
- Audience/Enterprise
- Pillar/Collaboration
- Product
- Gallery
- Detail

For video best practices, [see this slide](#).

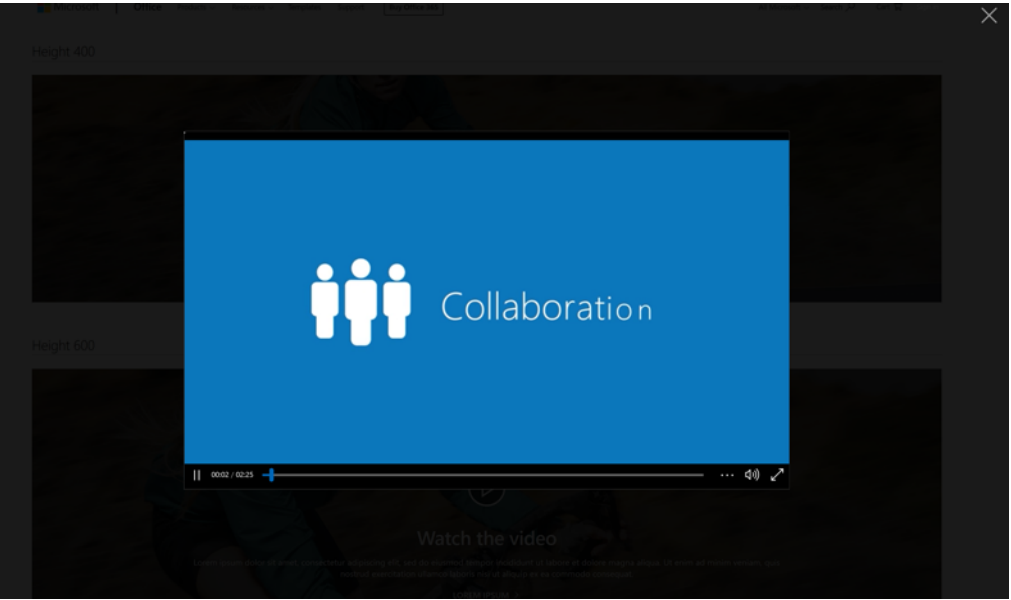
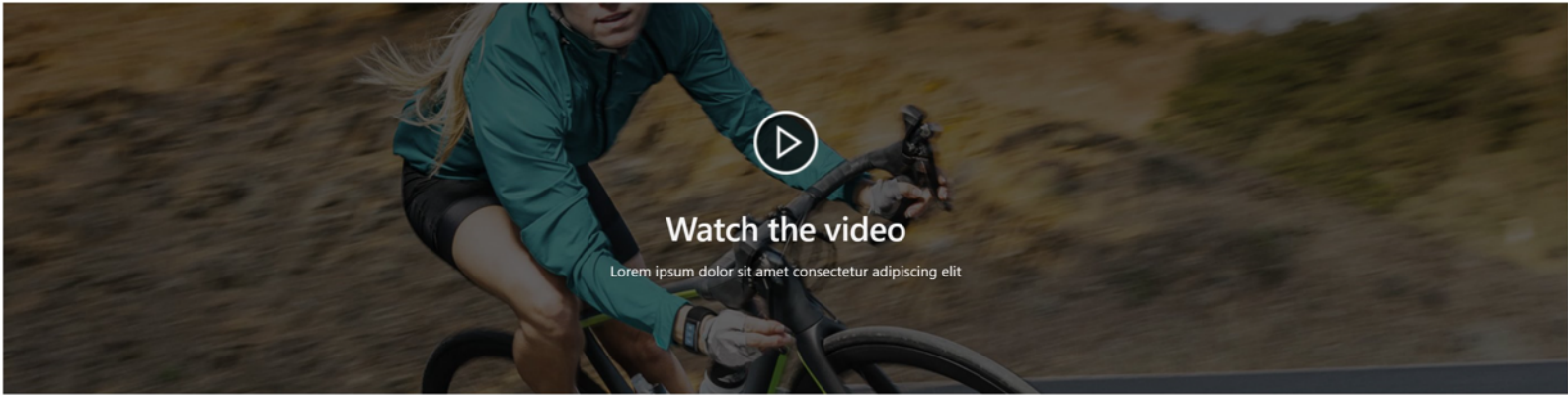
HEIGHT: 400 PX



HEIGHT: 600 PX



DEFAULT



ONEPLAYER POP-UP

Modules supporting video

Video content is available in several modules, either as a CTA link and/or a button or play icon overlaid on the image. The OnePlayer is used, and in most instances the user experience is a pop-up.

Modules with video pop-up CTA support only

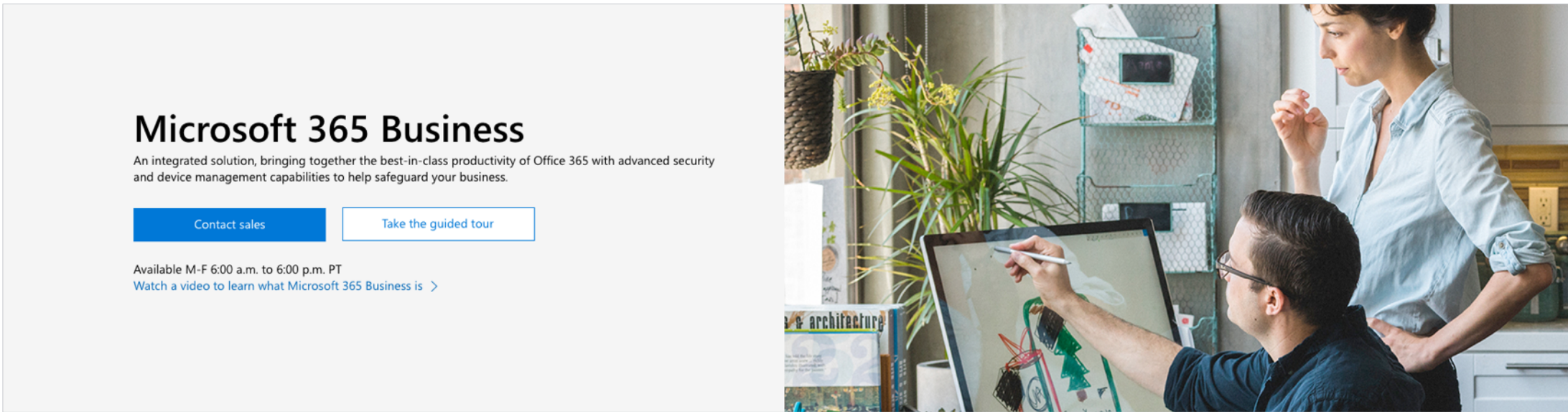
- Office comparison panes
- Content area heading, hero (typographic variation)
- Office customer stories featured items
- Customer stories quote
- Custom mosaic CTA
- Hero (50/50 variation)
- Lead gen
- Multi-feature, devices - all categories carousel
- Office multi-feature (distinct from above, doesn't seem to be on the mapping list)

Modules supporting pop-up videos

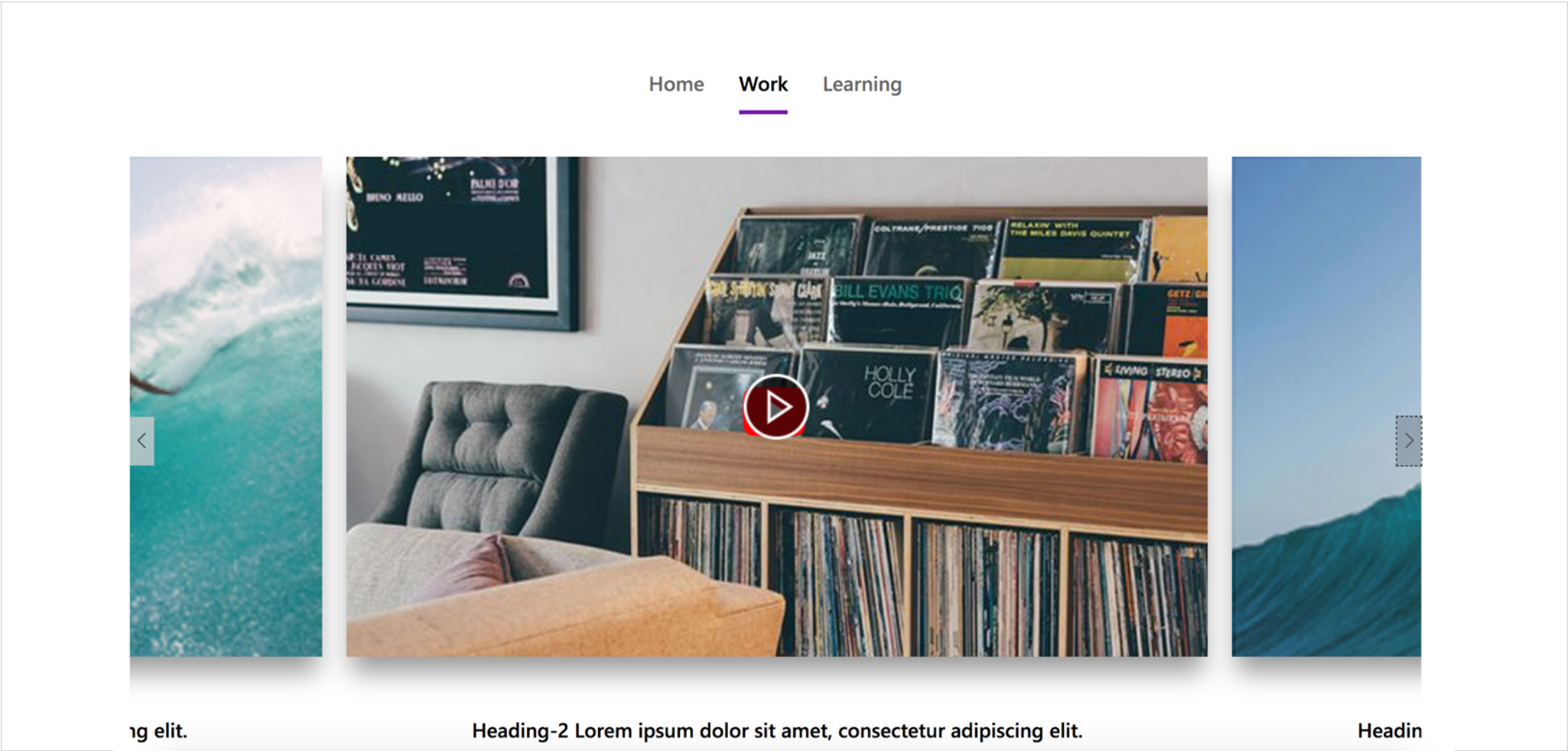
- Office video carousel with pivots
- Get Started
- Customer stories module
- Customer stories - multi-story with headline

Life prototypes

- [Key messages](#) (inline video)
- [Video carousel](#) (play button + pop-up video)
- [Hero 50/50](#) (text link + pop-up video)
- [Multi-feature carousel](#) (text link + pop-up video)
- [Customer stories video](#) (play button + pop-up video)



ONEPLAYER POP-UP VIDEO EXAMPLE: HERO 50/50 VARIATION



ONEPLAYER POP-UP VIDEO EXAMPLE: VIDEO CAROUSEL PIVOT


Modules supporting video

Modules supporting inline videos

- Office guided tour
- Key message
- Office content cards

Modules supporting ambient videos

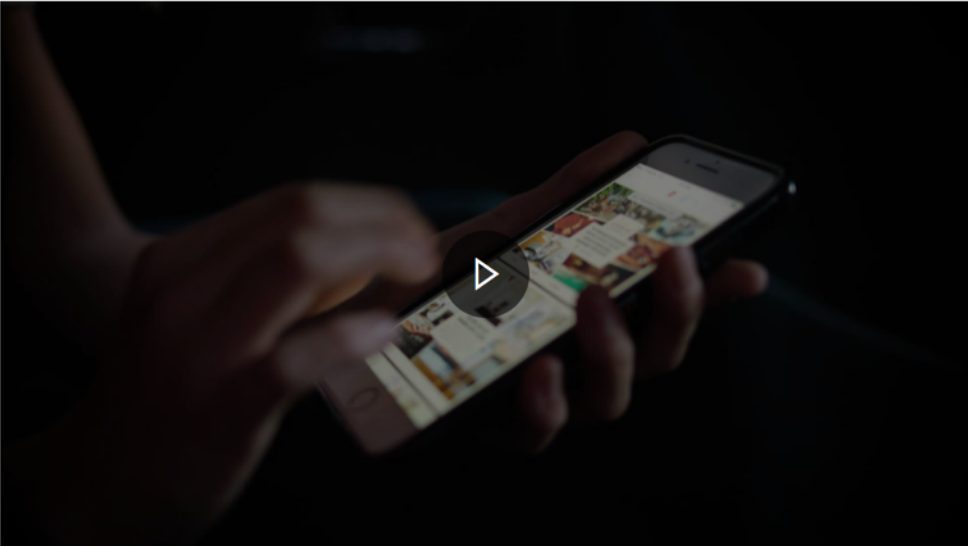
- Key message
- Office content cards




Collaborate with anyone, anywhere.

Co-author and chat in real time with Skype integrated with Word. Revert to earlier drafts with Word’s version history. Use comments and track changes to show your suggestions and text, layout, and formatting adjustments. Share with one click to invite others to edit or view a document, and easily manage access to it and see who’s working on it.

[Watch now >](#) [Explore >](#)




KEY MESSAGE – LEFT-ALIGNED TEXT: INLINE VIDEO



OneNote for education

Teachers can use OneNote to organize lesson plans in searchable digital notebooks. School staff can create a content library for shared information and a space where the whole school can work together. Set your students’ creativity free by encouraging them to handwrite notes and sketch diagrams.

[Watch now >](#)



PRODUCT KEY MESSAGE – CENTER-ALIGNED TEXT: AMBIENT VIDEO

Multi-feature module

Use this module for a richer, more visual alternative to secondary messages. Carousels don’t perform well higher up on the page and should be placed lower on the page.

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration
- Product

Version A: link navigation

- 3 minimum
- 5 maximum
- Include a section title
- Body copy should be no more than 2 lines.
- Content changes when text below is selected.

Version B: carousel with flippers

- 4 minimum
- 12 maximum

Title


- 1 line max

Body

- 2 lines max
- 180 characters max
- Always include a link to “learn more.”

A

More ways to collaborate



Manage email & calendars

Communication

Connect

Authoring

Process automation


Transform the ways we communicate, create, collaborate, and explore. Your ideas are closer to becoming real when you can create and work with holograms in relation to the world around you.

[Learn more](#) >

MULTI-FEATURE

B


More ways to collaborate



Business email and calendaring

Access email, contacts, and shared calendars anywhere. With Office 365, you can work wherever you work best.


[Learn more](#) >



File storage and sharing

Store, sync, and share your files so everyone has access to the latest. Get anytime, anywhere access from your favorite devices.

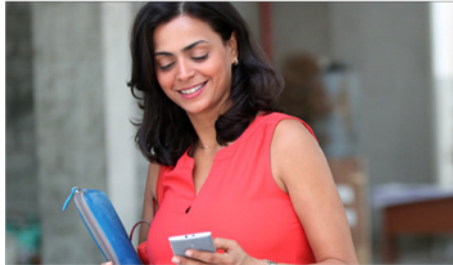
[Learn more](#) >



Online meetings

Meet wherever you are and never miss a meeting. Send an instant message or choose online multi-party audio and HD video to work together face-to-face, virtually anywhere.

[Learn more](#) >



Business voice

Use Office 365 as your only phone system, with calling to colleagues, Skype users, and phone numbers around the world.

[Learn more](#) >

MULTI-FEATURE: VARIATION

Lead generation

Use to identify and cultivate potential customers for Office 365. Try to limit the overall number of lead gens (less is more, max of 4). These modules are used solely for lead gen and cannot be repurposed elsewhere.

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration

Titles

- 1-2 lines max
- 40 characters max

Body copy

- 6 lines max
 - 250 characters max
- (Body copy not applicable on all lead-gen modules)

Backgrounds

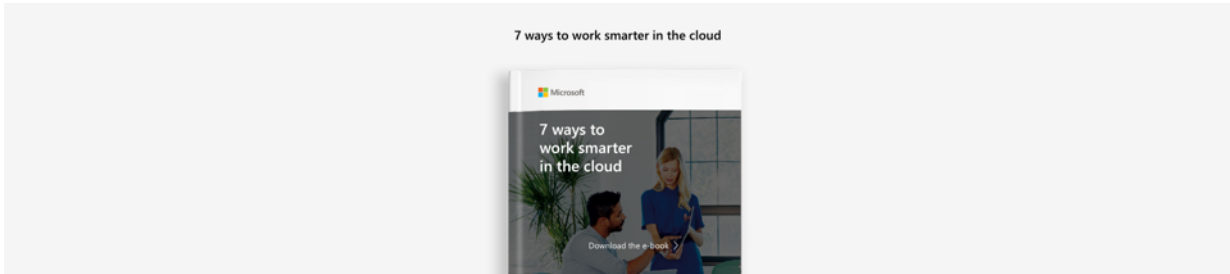
- Use alternate background colors so that no two sections with the same color are next to each other.
- Color should reflect the product or SKU.

Section title and usage with customer story module

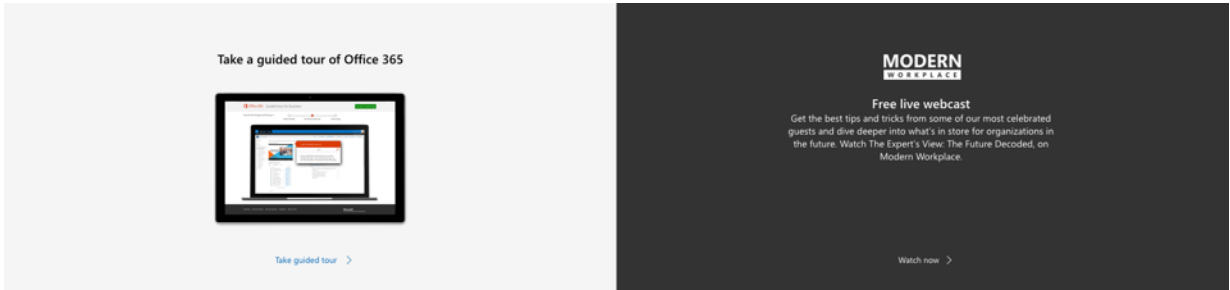
- When stacked with a multi-customer story module, ensure modules are differing in quantity and that each has a section title (unless the customer story module is a singular 1-up).
- 1 line max
- 35 characters max

Content and images

- E-book content is always placed inside a book cover image (OK to use both lifestyle and typographic treatments).
- Product images are always placed inside of a device.
- Typographic images should usually be accompanied by a logo to help with click-thru.
- When text is included with a product image in a lead-gen module, it becomes the double-tall version of the module (3-up).



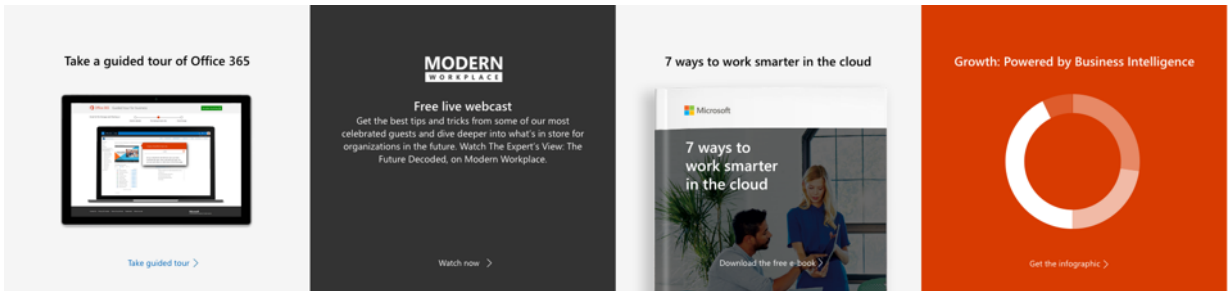
1-UP



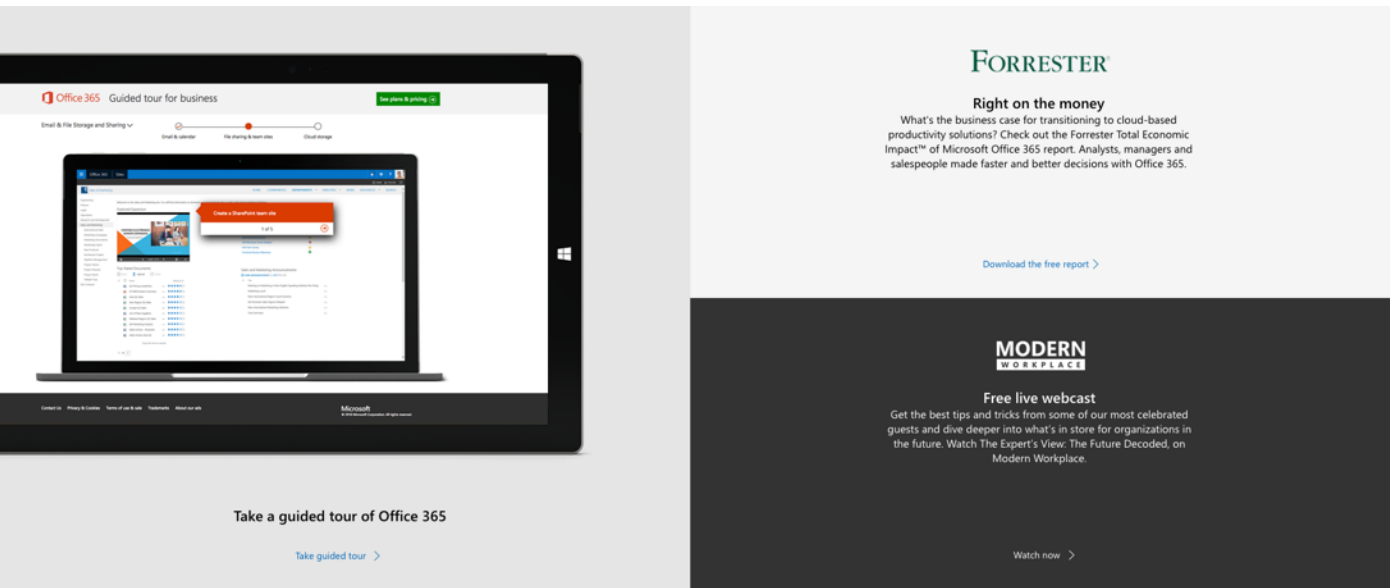
2-UP



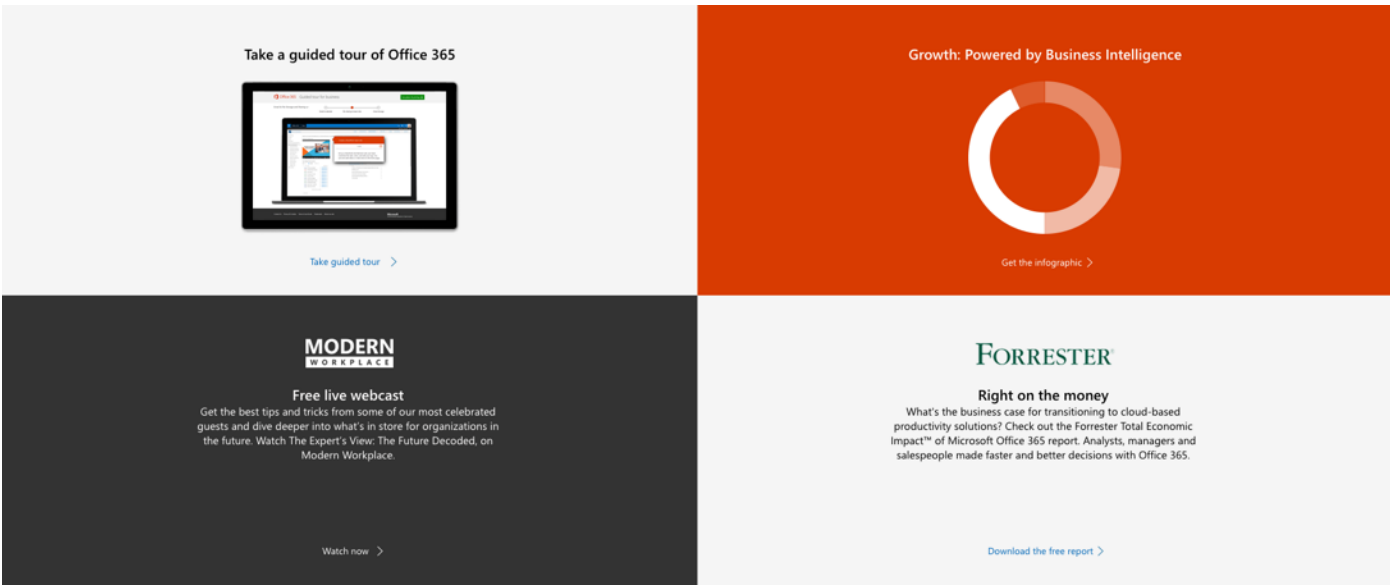
3-UP



4-UP



3-UP: DYNAMIC WITH DESCRIPTION



4-UP

Thought leadership

Use to surface handpicked scenario-related business articles.

Module title

- 1 line max
- 35 characters max

Message title

- 4 lines max
- 1 sentence
- 100 characters max

Alignment

- Center module title.
- Left align all text.

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration
- Product

Thought Leadership

5 things you need to know about GDPR before it's too late

Learn more >

1-UP

Thought Leadership

5 things you need to know about GDPR before it's too late

Learn more >

2-UP

7 simple calendar tricks that will level-up your team's productivity

Learn more >

Email archiving—5 reasons why this is the best email feature you never use

Learn more >

Thought Leadership

5 things you need to know about GDPR before it's too late

Learn more >

3-UP

7 simple calendar tricks that will level-up your team's productivity

Learn more >

Email archiving—5 reasons why this is the best email feature you never use

Learn more >

Why a billion hacked e-mail accounts are just the start

Learn more >

Customer data—Walking the line between helpful innovation and invasion of privacy

Learn more >

Leveraging email and time analytics to maximize efficiency

Learn more >

Thought Leadership

5 things you need to know about GDPR before it's too late

Learn more >

6-UP

7 simple calendar tricks that will level-up your team's productivity

Learn more >

Email archiving—5 reasons why this is the best email feature you never use

Learn more >

Why a billion hacked e-mail accounts are just the start

Learn more >

Customer data—Walking the line between helpful innovation and invasion of privacy

Learn more >

Leveraging email and time analytics to maximize efficiency

Learn more >

Thought Leadership

5 things you need to know about GDPR before it's too late

Learn more >

9-UP

7 simple calendar tricks that will level-up your team's productivity

Learn more >

Email archiving—5 reasons why this is the best email feature you never use

Learn more >

5 things you need to know about GDPR before it's too late

Learn more >

7 simple calendar tricks that will level-up your team's productivity

Learn more >

Email archiving—5 reasons why this is the best email feature you never use

Learn more >

Additional features

Use additional features (3 max) to tie to Office characteristics.

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration
- Product

Module title

- 1 line max
- 35 characters max

Message title

- Typically 1 or 2 words

Body

- 3 lines max
- 160 characters max


Links

- 1 link per message max
- Link not required

Icons


- Use the latest Office marketing icons.
- Always include icons above each additional message.

Additional resources




Tech community
Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.

[Learn more](#) >



Cloud security
Curabitur a odio metus. Orci varius natoque penatibus et magnis dis parturient montes.

[Learn more](#) >



IT help center
In ac felis fermentum, fermentum risus sed, cursus sapien. Aliquam sollicitudin, metus cursus varius tristique, mauris odio tristique.

[Learn more](#) >

3-UP: WITH LINKS

Additional resources



Tech community
Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.



Cloud security
Curabitur a odio metus. Orci varius natoque penatibus et magnis dis parturient montes.



IT help center
In ac felis fermentum, fermentum risus sed, cursus sapien. Aliquam sollicitudin, metus cursus varius tristique, mauris odio tristique.

3-UP: WITHOUT LINKS

Additional resources

Use links to support additional resources as needed.
Link each additional resource to “learn more.”

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration

Module title

- 1 line max
- 35 characters max

Message title

- 1 line max
- 30 characters max

Body

- 2 lines max
- 1 sentence
- 100 characters max


Alignment

- Center text, with or without icons.

Icons


- Use the latest Office marketing icons.
- Always include above each additional resource.

Additional resources




Tech community
Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.

[Learn more >](#)



Cloud security
Curabitur a odio metus. Orci varius natoque penatibus et magnis dis parturient montes.

[Learn more >](#)




IT help center
In ac felis fermentum, fermentum risus sed, cursus sapien. Aliquam sollicitudin, metus cursus varius tristique, mauris odio tristique.

[Learn more >](#)


4-UP

Additional resources




Tech community
Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.

[Learn more >](#)




Cloud security
Curabitur a odio metus. Orci varius natoque penatibus et magnis dis parturient montes.

[Learn more >](#)




IT help center
In ac felis fermentum, fermentum risus sed, cursus sapien. Aliquam sollicitudin, metus cursus varius tristique, mauris odio tristique.

[Learn more >](#)



Microsoft in the cloud
Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.

[Learn more >](#)




Office app on any device
Curabitur a odio metus. Orci varius natoque penatibus et magnis dis parturient montes.

[Learn more >](#)


5-UP

Additional resources




Tech community
Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.

[Learn more >](#)




Cloud security
Curabitur a odio metus. Orci varius natoque penatibus et magnis dis parturient montes.

[Learn more >](#)




IT help center
In ac felis fermentum, fermentum risus sed, cursus sapien. Aliquam sollicitudin, metus cursus varius tristique, mauris odio tristique.

[Learn more >](#)




Microsoft in the cloud
Duis malesuada blandit mauris eget tincidunt. Quisque gravida nunc vitae mi laoreet, eu pretium erat facilisis. Sed ac tincidunt quam.

[Learn more >](#)



Office app on any device
Curabitur a odio metus. Orci varius natoque penatibus et magnis dis parturient montes.

[Learn more >](#)



Build your business
In ac felis fermentum, fermentum risus sed, cursus sapien. id interdum sapien feugiat et.

[Learn more >](#)

6-UP

Bottom and mid-page CTAs

Use in the following templates

- Audience/Enterprise
- Pillar/Collaboration
- Product

Note: Calls to action used to generate additional click-thru.

CTA module title

- 1 line max
- 40 characters max

Body

- 1-2 line max where applicable
- 60 characters max

Bottom-page CTA: “Get it now”/“Contact us”

- Place at the bottom of the page as an action to purchase, off-ramp to learn more, or contact/chat with us.

1

Mid-page CTA module

- Place after primary key messages and story to give an off-ramp to next steps.

2

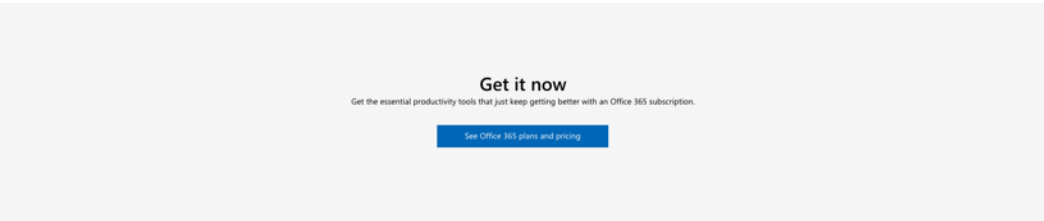
Title

- 1 line max
- 40 characters max

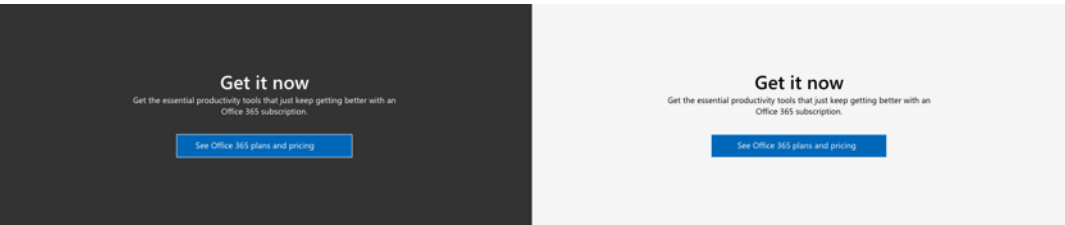
CTA options

- Orange is the primary button color for all CTAs pages except product pages.
- Do not mix the color of CTAs within the same module.
- Solid buttons should be used when a prominent call to action is needed.
- Outlined buttons are used for a secondary CTA.

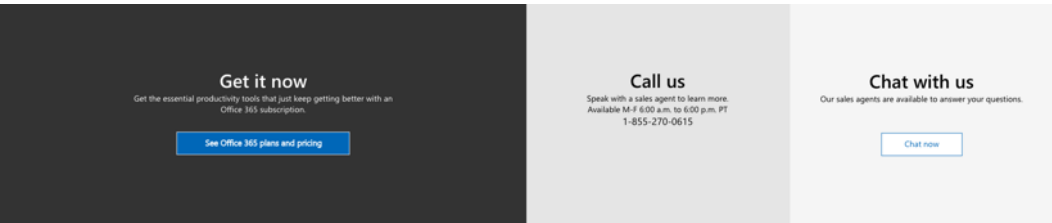
1



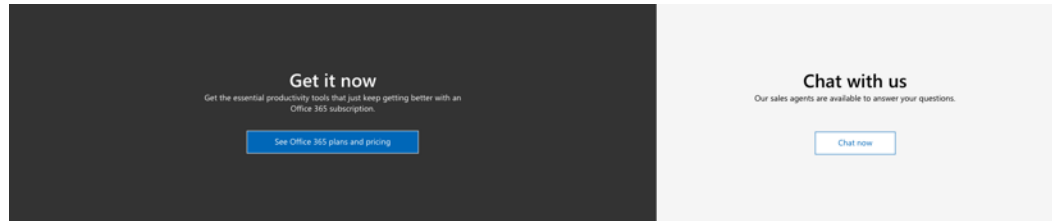
1-UP



2-UP: 50/50

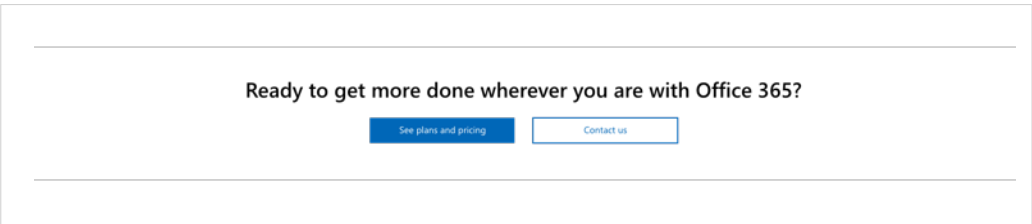


3-UP

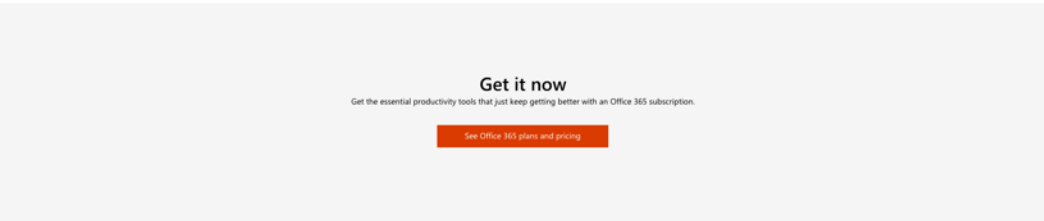


2-UP: 65/35

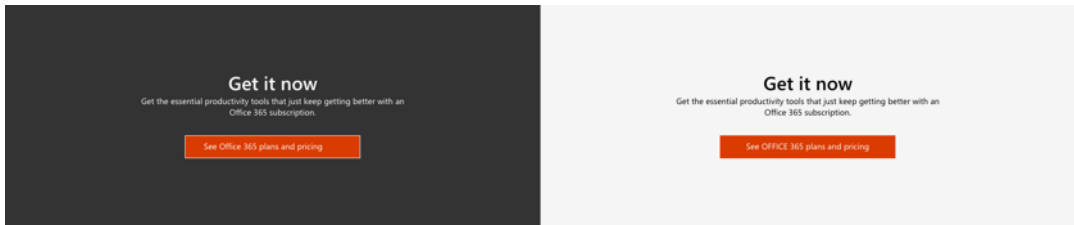
2



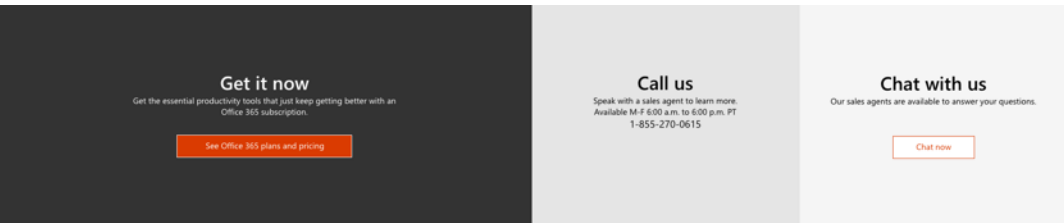
1-UP: MID-PAGE CTA



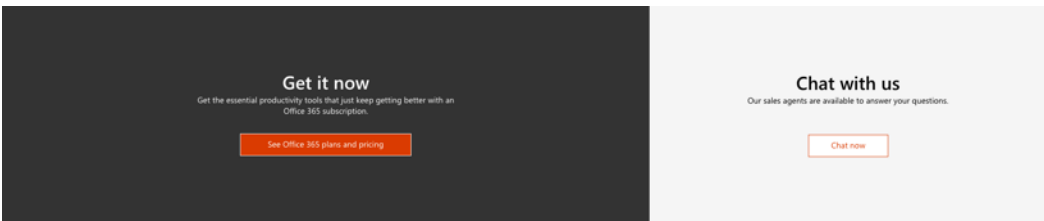
1-UP



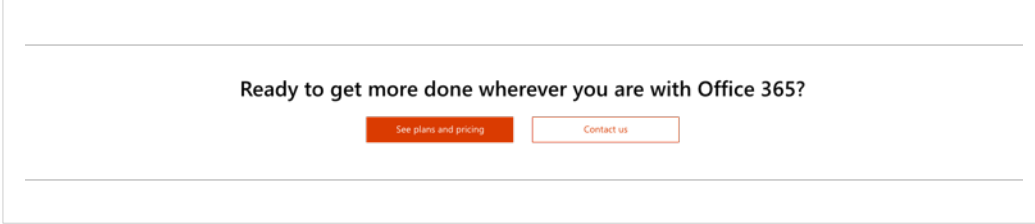
2-UP: 50/50



3-UP



2-UP: 65/35



1-UP: MID-PAGE CTA

Get it now/Chat
These modules are built specifically to trigger chat or contact us. Anything beyond that requires dev work.

SKU chooser feature tables

Use to compare prices and features of Office 365 and Microsoft 365 SKU plans. Can be used as full, standalone page content or within the content of broader pages as an in-page chooser.

Green buttons are used here due to testing that was done showing that the green CTA performed better than orange or blue.

For the in-page chooser, the product color is used for the CTA when discerning between Office 365 and enterprise SKUs.

Content

- 4 SKU columns maximum
- OK to mix in-page into other page content

X-Audience used as a standalone page

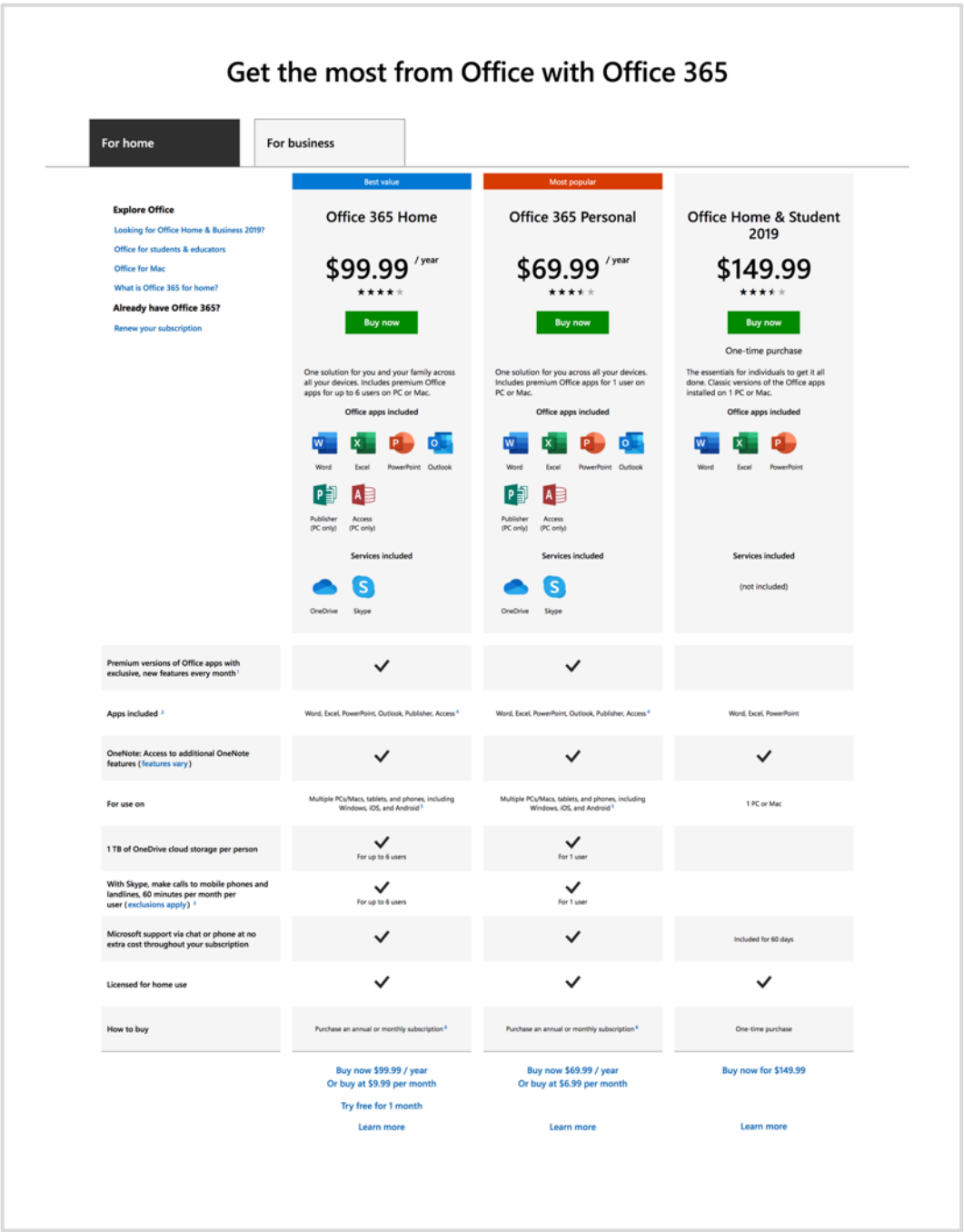
- Use as a standalone page.
- Use checkmarks and tables to compare features.

SKU chooser in-page

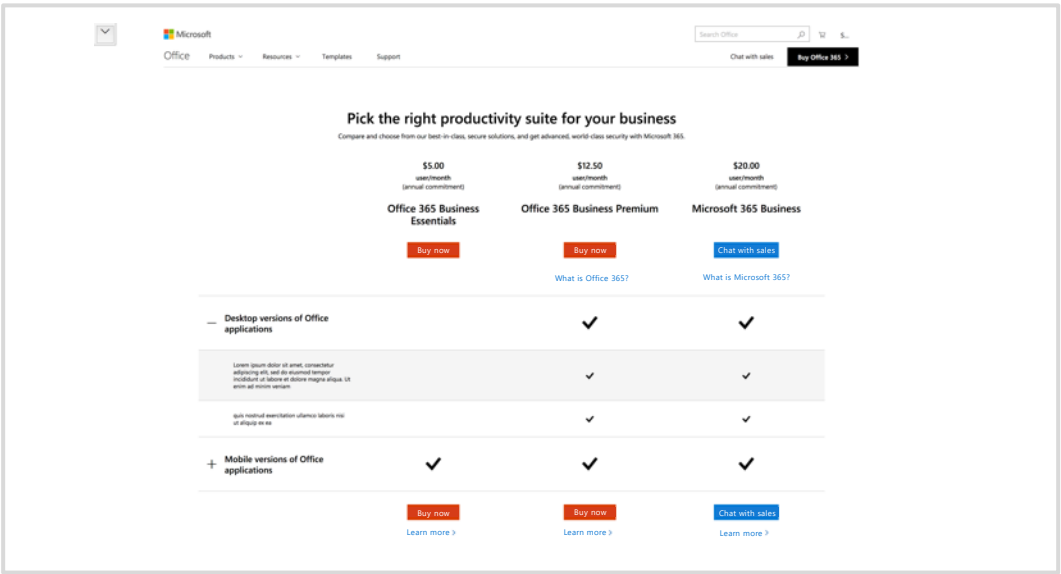
- Allows for accordion action to collapse content.
- Chart can be open or closed or partially open upon page load.
- Use as a quick-compare on the product or landing page to entice user to purchase the correct SKU in order to obtain the product or service they are interested in.

Enterprise—bulleted

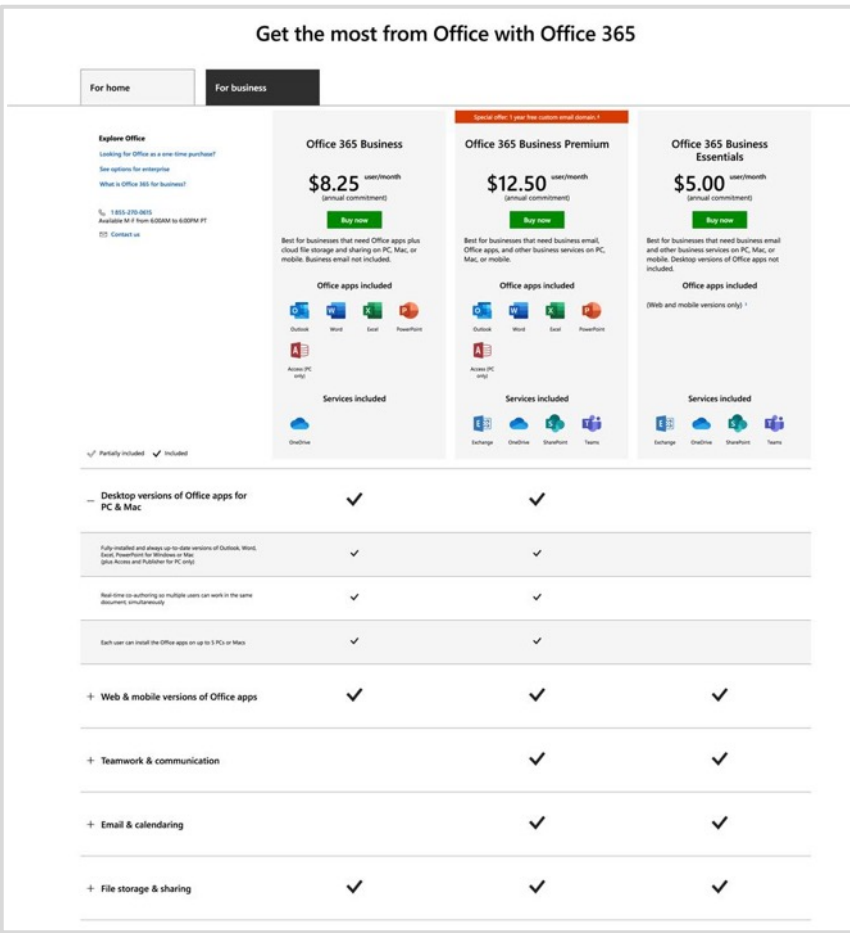
- Can be used to compare up to 4 enterprise SKUs
- Features a bulleted compare list when “more details” is clicked



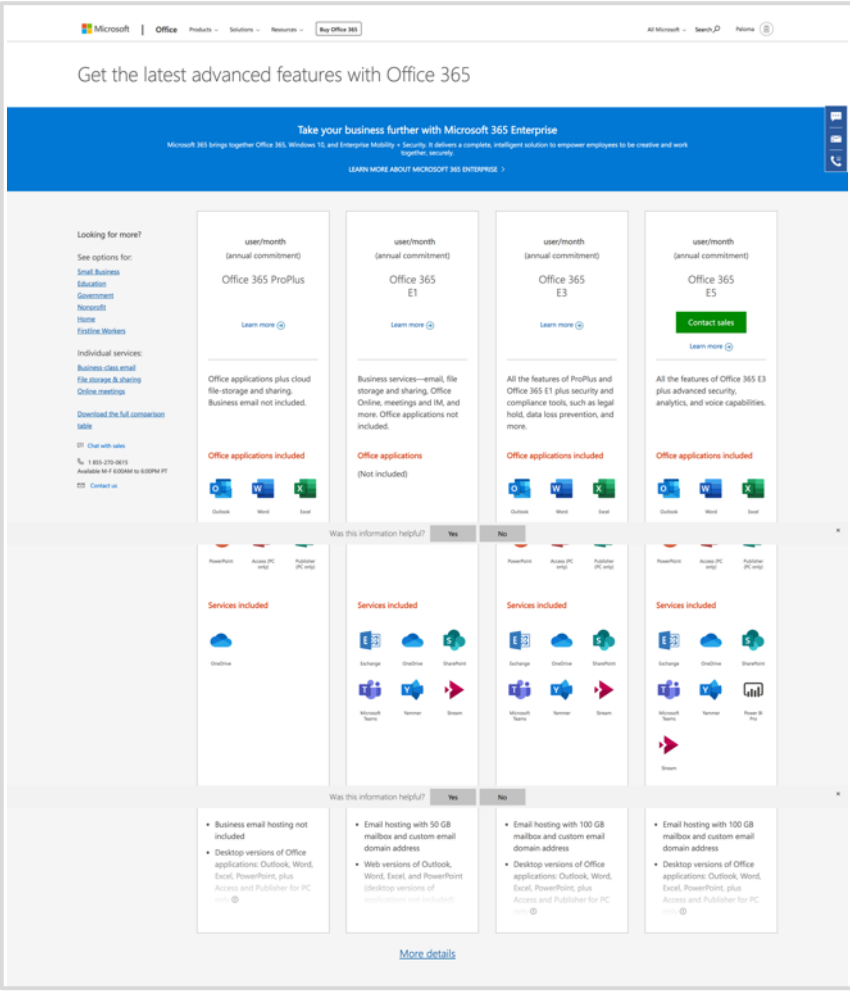
SKU CHOOSER: X-AUDIENCE



SKU CHOOSER: IN-PAGE



SKU CHOOSER: EXPAND-COLLAPSE OPTION



SKU CHOOSER: ENTERPRISE—BULLETED

Standalone SKU

The standalone SKU allows for one SKU to be called out mid-page. Multiple SKUs can be stacked, but 3 is the max.

The product color is used for the CTA when discerning between Office 365 and Enterprise SKUs.

Structure

SKU chooser in-page accordion

- 1

Title
- 2

SKU title, CTAs
- 3

Right-side copy with bulleted features or product callouts

Looking for other options for your business?

Microsoft 365 Business

\$10.00/month (annual commitment)

Buy now

Contact sales >

Learn more >

Microsoft 365 Business includes:

- All the features of Office 365 Business Premium
- Advanced security and compliance tools to help protect your data from external threats
- Device management to secure personal and company-owned computers, phones and tablets

Promo banner

Use to promote a contextually relevant offer, product, or event. The thinnest module exists above the hero and the larger modules live directly below the hero image.

Content

- Plain text link must be used for CTA.
- Lifestyle image or logo is optional, but not recommended.
- Ensure that image or logo feels connected to the accompanying headline and isn’t distracting.

Position

- Primary: Thin promo banner must live above the hero. Use this for most cases.
- Secondary: Large promo banner must live below the hero. Use this for a more prominent callout or if an image needs to be included. (Use on product and audience pages.)

Copy

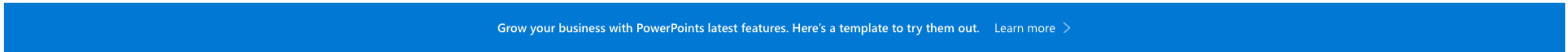
- Title: 1 line max, 50 characters max
- Body: 2 lines max, 230 characters max

Alignment

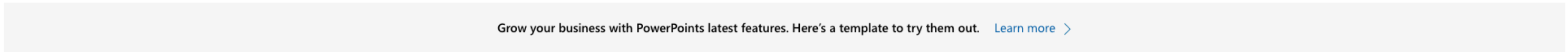
- When possible, use the same alignment that the hero is using.
- Use center-aligned text for most cases of the thin promo banner.
- Use left-aligned text for most cases of the large promo banner when an image is included.

Color

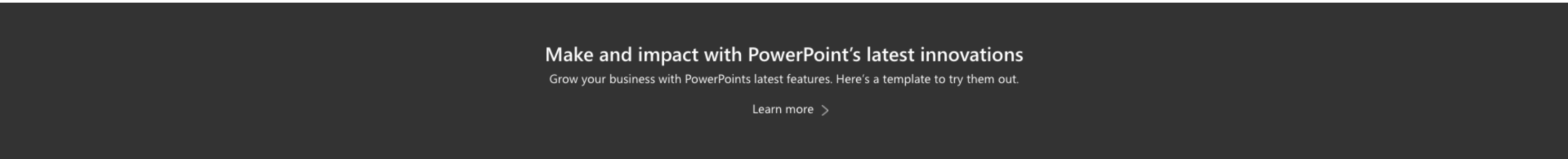
- Use light or dark gray promo banner for most cases.
- Use blue or orange color promo banner for additional prominence on the page.



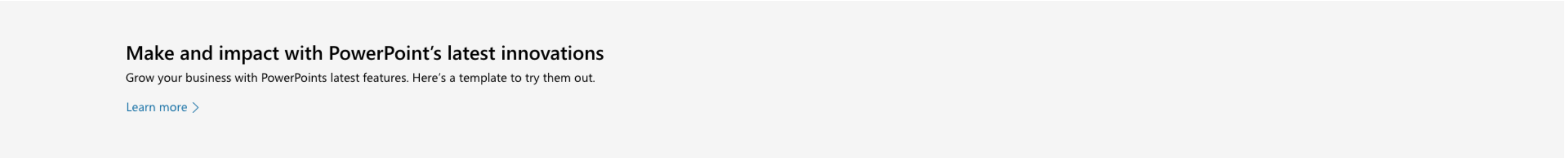
THIN: PRODUCT COLOR (**MICROSOFT 365 BLUE** or **OFFICE 365 ORANGE**)



THIN ALT: LIGHT GRAY



CENTERED TYPOGRAPHY: DARK GRAY



LEFT-ALIGNED TYPOGRAPHY: LIGHT GRAY



LEFT-ALIGNED TYPOGRAPHY WITH IMAGE: DARK GRAY

NOTE

Usage
This module cannot be used for any other purpose than promotional content.

Header-piped CTAs

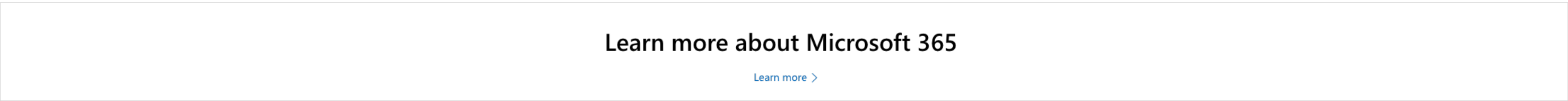
Use to link to support, more resources, and related content. These can be used mid-page or lower on the page as off-ramps.

- Module title**
- 1 line max
 - 35 characters max

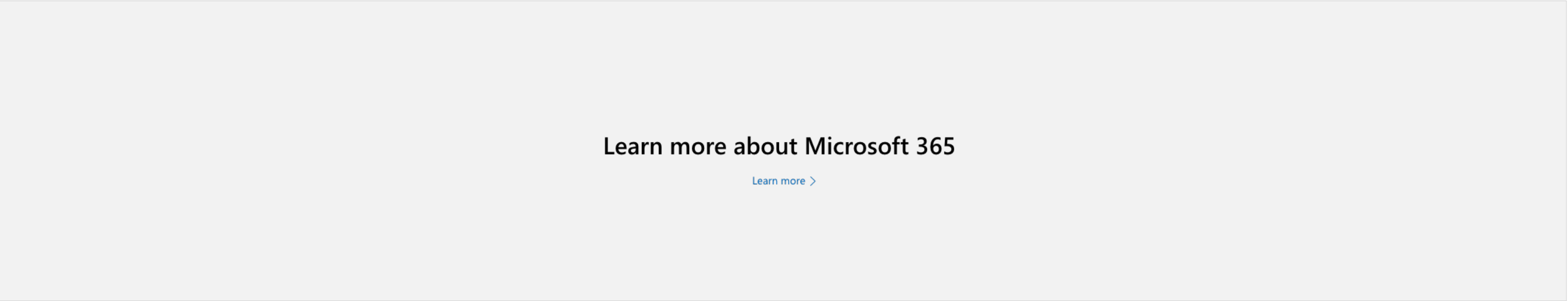
- Body**
- 1 line max

- Alignment**
- Header and CTA link text should be centered.
 - Alt version can wrap into 2 lines maximum.

- Use in the following templates**
- Audience/Enterprise
 - Pillar/Collaboration
 - Product



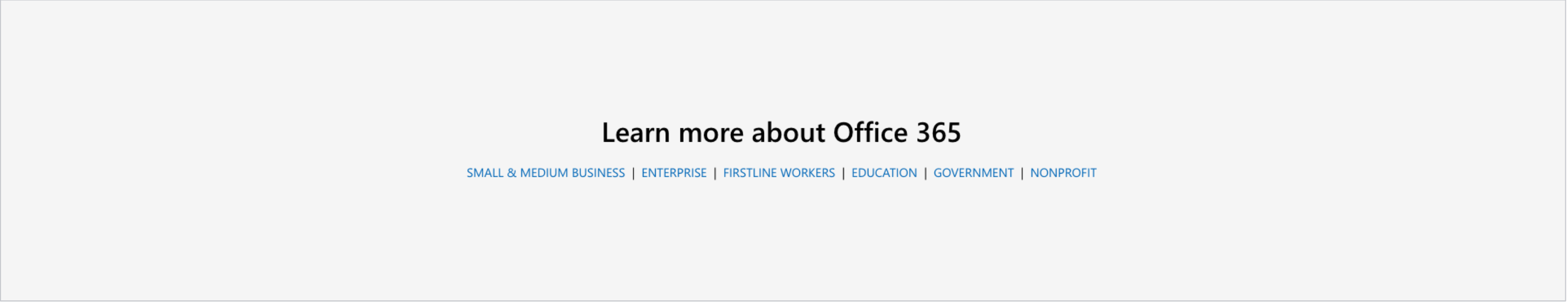
1-UP: DEFAULT



1-UP: GRAY BACKGROUND



ALT VARIATIONS



ALT: GRAY BACKGROUND

FAQ

Frequently asked questions is a table available to surface any questions and answers about a product or service.

Module title

- 1 line, 50 characters max
- Body: 2 lines max, 230 characters max

Question/Body copy


- Question
- Answer or clarification of question
- Bullet points acceptable

Alignment

- Header, section titles should be left aligned.
- Expand | Collapse are right aligned.

Limitations

- FAQ module cannot host SKU choosers, graphics, images, etc.

 **FastTrack**

Microsoft 365 ▾ Azure Dynamics 365 Resources ▾

All Microsoft ▾

FastTrack FAQ

Answers to frequently asked questions regarding Microsoft FastTrack

Top questions

Expand all | Collapse all

▾ What is Microsoft FastTrack?

FastTrack is a service provided by Microsoft that helps customers onboard Microsoft Cloud solutions and drive user adoption. Customers with eligible subscriptions to Microsoft 365, Azure or Dynamics 365 can use FastTrack at no additional cost for the life of their subscription.

FastTrack offers:

- Online resources and tools available to all customers.
- End-to-end guidance from Microsoft engineering.
- Delivered by Microsoft engineers or approved partners.
- Available for Microsoft 365, Azure, and Dynamics 365.

▸ What are the sign in requirements for www.microsoft.com/FastTrack?

▸ How does FastTrack work – what is the engagement process?

▸ What role do partners play when working with FastTrack?

▸ Who from FastTrack will help me?

▸ How can a customer request assistance from FastTrack?

▸ Who is eligible for FastTrack?

▸ In which languages and markets is FastTrack available?

Social footer

Links to all-up Office 365, Microsoft 365, and product-specific social channels and blogs.

Module title

- 1 line max
- 35 characters max

Message title

- 1 line max
- 30 characters max

Body

- 2 lines max
- 1 sentence
- 100 characters max

Alignment

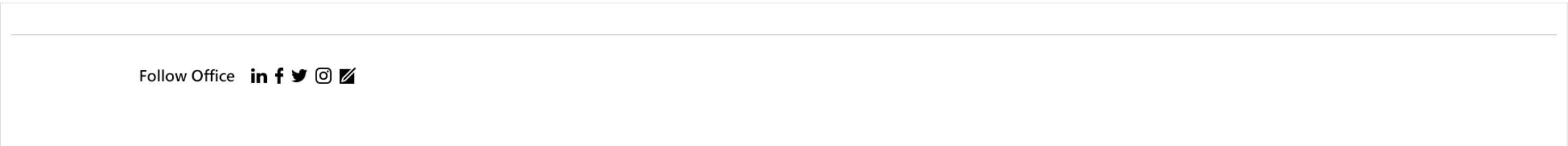
- Center module text, with or without icons.

Icons

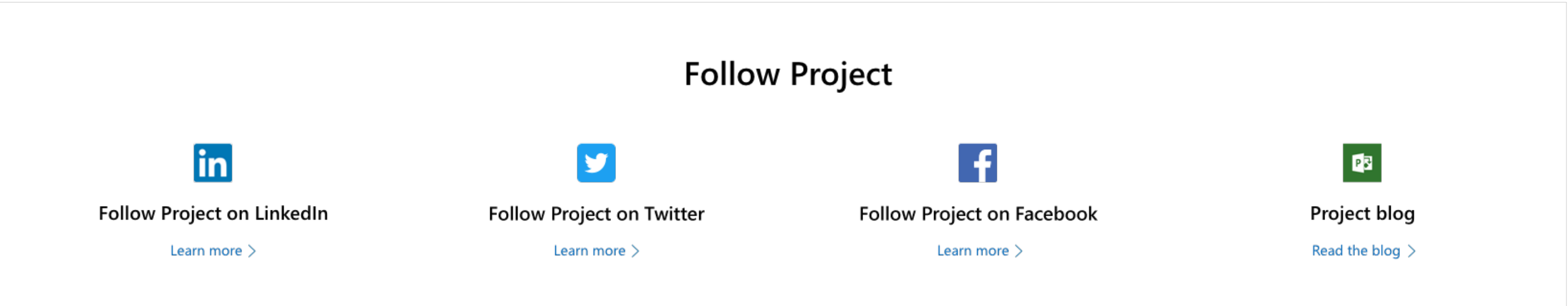
- Use the latest Office marketing icons.
- Include above each additional resource.

Used in the following templates

- Audience/Enterprise
- Pillar/Collaboration
- Product



ALL-UP FOOTER



PRODUCT SPECIFIC

NOTE

Microsoft 365 pages have the same social footer. If someone wants to modify the social footer, they need to change out the section the page fits in.

Comparison panes

Allows information to be side by side, mostly reserved for unique content like Teams Calling Plan, but may be repurposed for other content.

Message title (i.e., direct routing)

- Message title should be centered.

Subhead copy

- Subhead should be centered.
- We recommend no more than two lines of subhead text.

Body copy and spot illustrations

- Use up to four body titles (i.e., "Compatible with Calling in Teams") and associated description text.
- Description text should be kept to a maximum of 3 lines, we recommend using two lines as much as possible.

Learn more

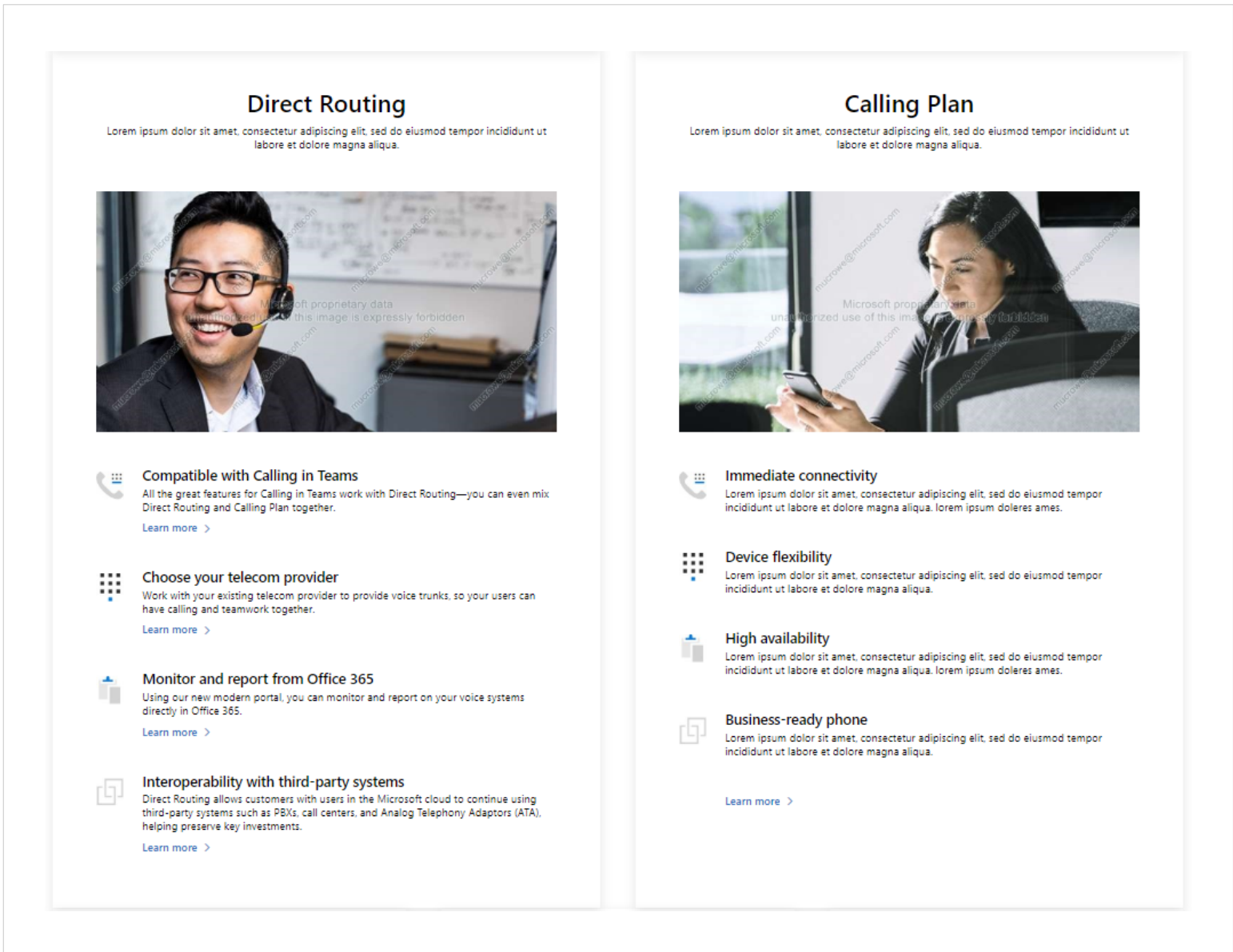
- "Learn more" links can be added either directly below each body copy sections, or you can use one "Learn more" for the pane (example on the right).

Alignment

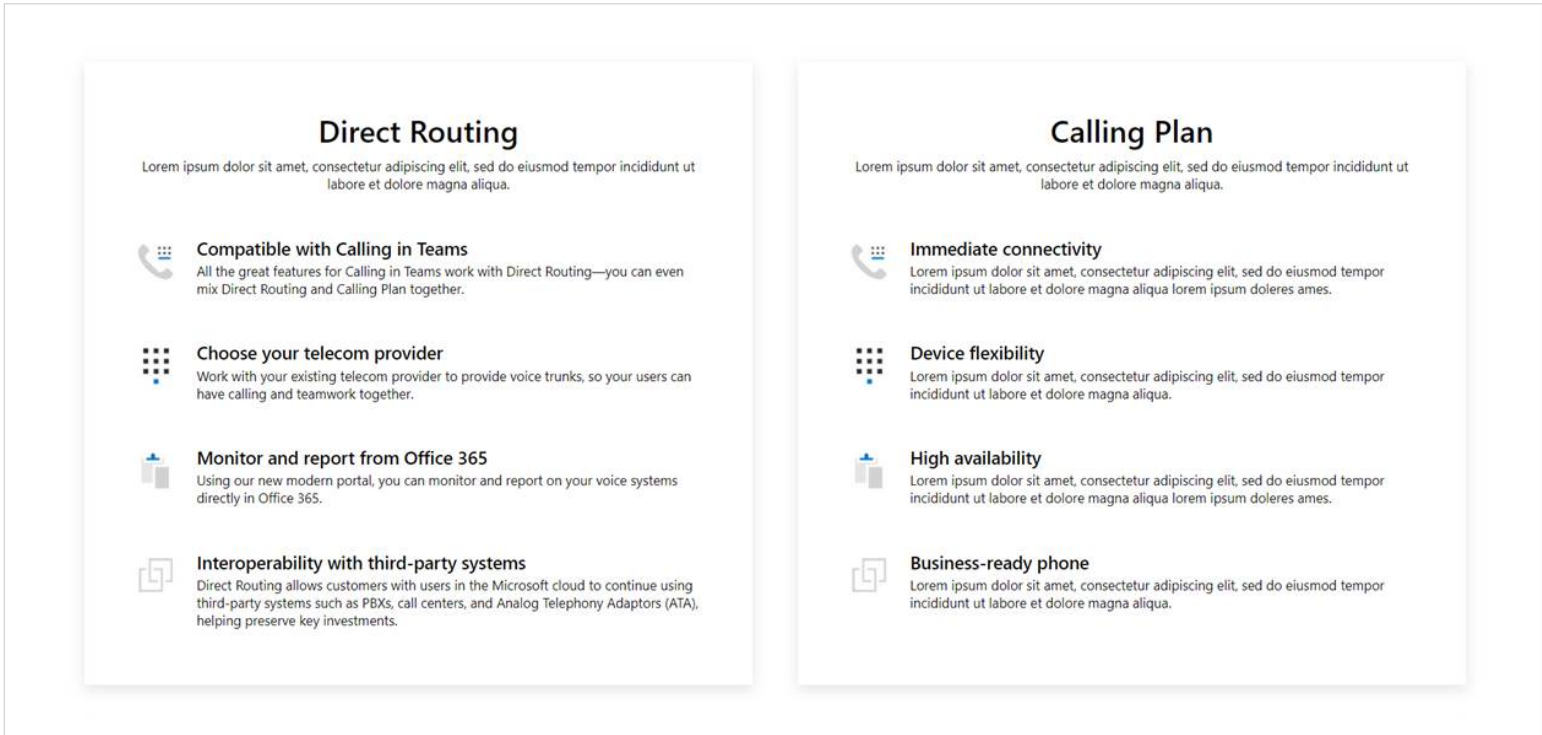
- Center title and subhead.
- Left align body copy and spot illustrations.

Spot illustrations

- Use the latest Office marketing icons.
- Include above each additional resource.



2-UP WITH IMAGE



2-UP WITHOUT IMAGE

Buy box layouts

Buy box with pricing | Transactional

Pricing is determined by supplying product ID via catalog.

- First CTA is mandatory.
- Second CTA is optional.
- First and second hyperlink CTA are optional.

Buy box without pricing | Non-transactional

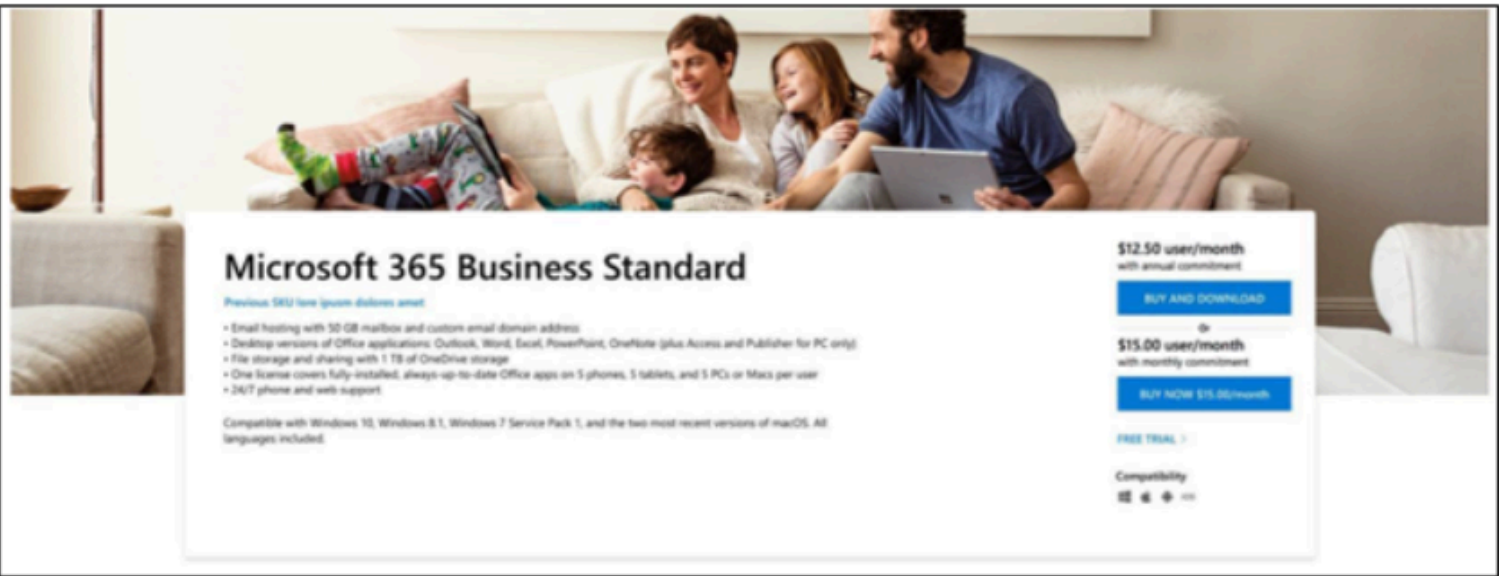
No pricing. CTA buttons are not linked to the product IDs.

- First CTA is mandatory.
- Second CTA is optional.
- First and second hyperlink CTA are optional.

Buy box mix| Hybrid

Both pricing and non-pricing buttons.

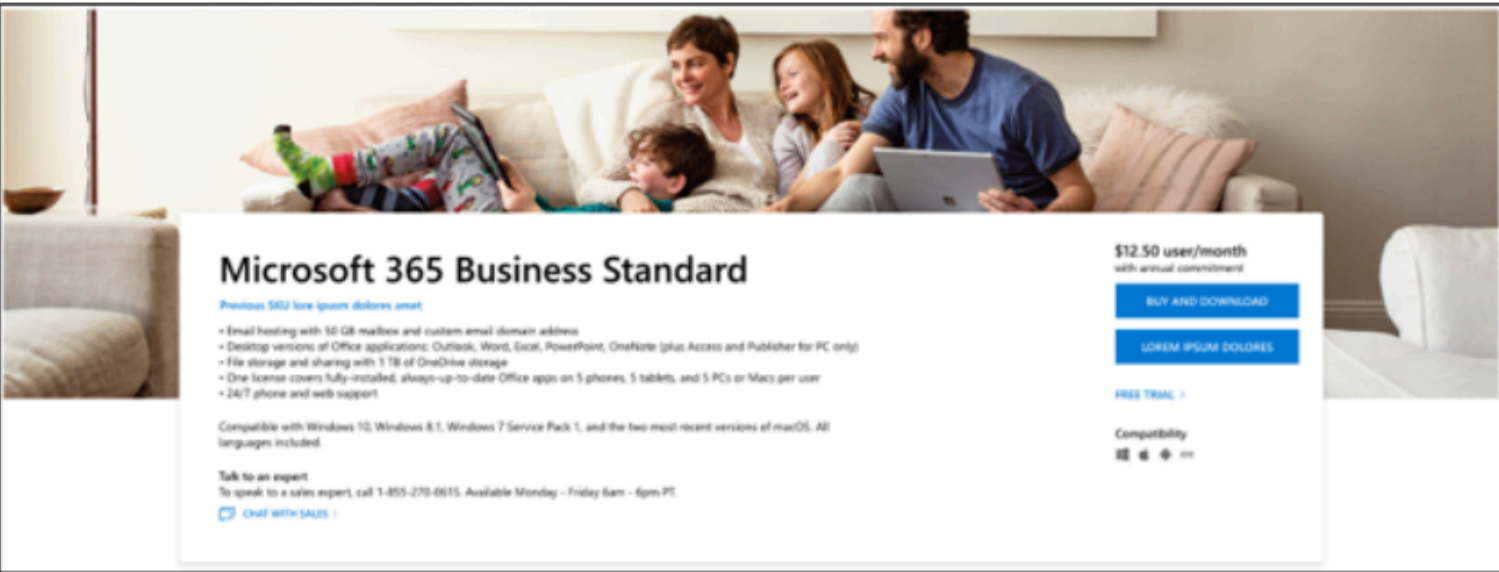
- First CTA is tied to transaction (mandatory).
- Second CTA is tied to non-transaction (optional).
- First and second hyperlink CTA are optional.



BUY BOX WITH PRICING: TRANSACTIONAL



BUY BOX WITHOUT PRICING: NON-TRANSACTIONAL



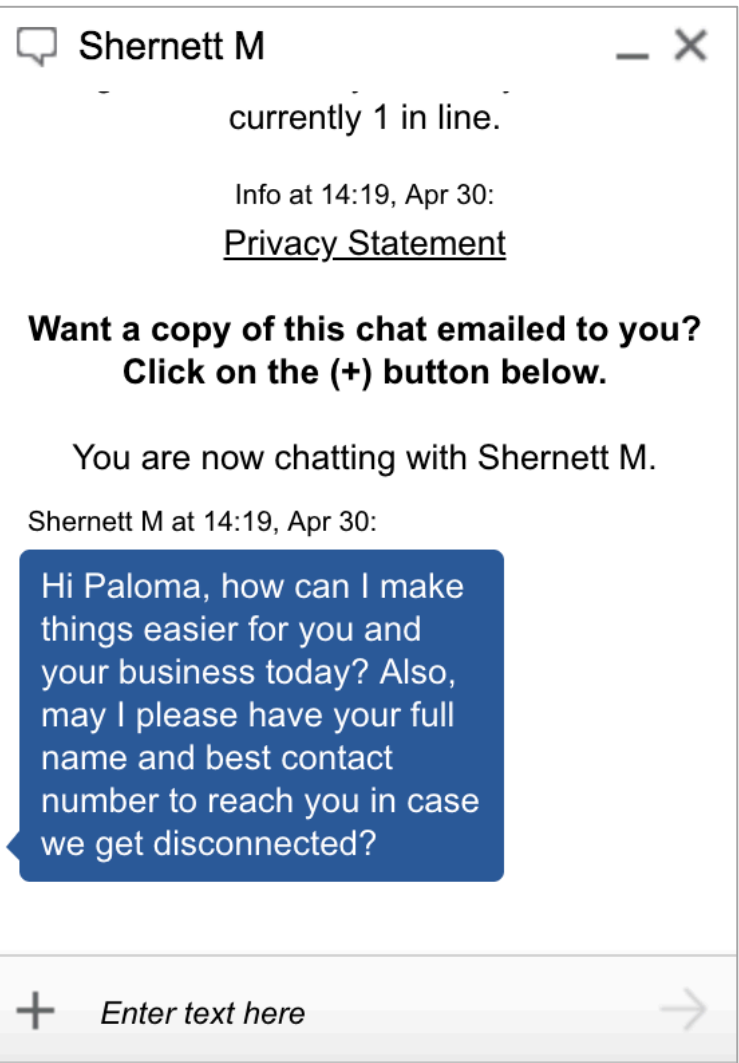
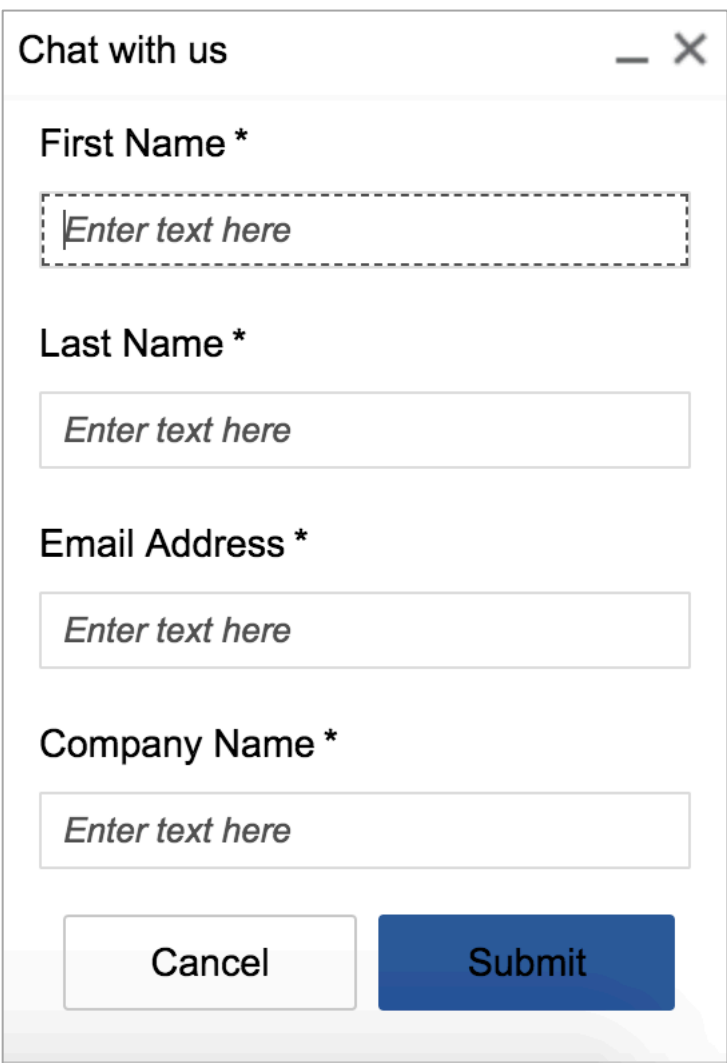
BUY BOX MIX: HYBRID

Chat

The chat pop-up allows a user to engage with a specialist.

Details

- Chat is not available automatically, it’s a per-page basis.
- Only commercial page supports UI.



Universal header and footer

The universal header and footer (UHF) is a navigation system used across the microsoft.com site. This gives each vertical the same navigation and design to bring cohesion and ease of use.

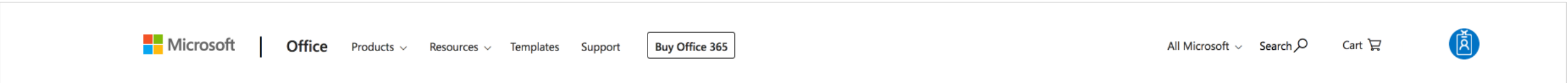
The design itself cannot change, but elements can. For complex navigation needs or scenarios, there are other elements, such as in-page navigation, custom navigation modules, and sticky navigation.

Universal header navigation

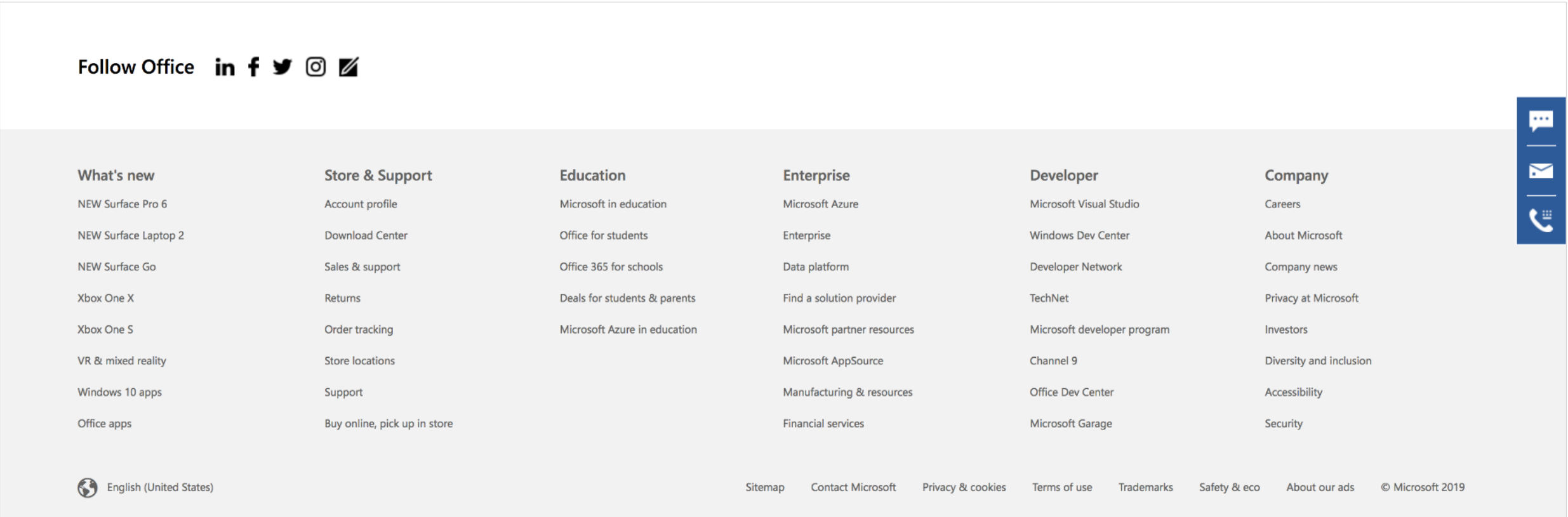
- Header navigation must be on every page.
- Use other elements (in-page nav or custom nav) for complex nav scenarios. [See page 33](#).

Universal footer navigation

- The footer must be on every page.



UNIVERSAL HEADER NAVIGATION



UNIVERSAL FOOTER NAVIGATION

Thank you

We know applying these principles takes time and effort, but the stories we tell in all of our Microsoft communications will be stronger for it.

If you have any brand questions or wish to access tools, templates, or other guidelines (including retail execution guides and syndication partner guidelines), please don't hesitate to contact us.

Note: Access to Brand Central requires a Microsoft email account or FTE sponsorship.

For implementation questions / PMGWebDev@Microsoft.com



The Microsoft 365 illustration library is located on [Brand Central](#)
Microsoft 365 illustration guidelines are on [Brand Central](#)
Office 365 illustrations are on [Brand Central](#)
Microsoft 365 accessibility guidelines are on [Brand Central](#)
Microsoft 365 photography guidelines are on [Brand Central](#)
Microsoft 365 video guidelines are on [Brand Central](#)
Technical information about [RedTiger](#)

Glossary of definitions

Blade

See module.

Bluelines

When a page doesn’t require any new modules or modifications to a module, a blueline is created. This is basically a blue overlay calling out the module being used and any properties or variants to be used within the module.

Component

Pieces that make up a module, including CTAs, icons, spot illustration, etc.

CTA

A “call to action” is a link or button that off-ramps to another page or content padding.

Dev team

The development team that builds, codes, and manages the [products.office.com](#) website. This is a combination of FTE developers and local vendors.

End action

This is a CTA that promotes an action to buy or add to cart.

Fast follow

The international team prioritizes the localization of the page(s) above other ROB projects and attempts to beat their SLA turnaround times. Requires approval by SM leadership and sign-off from the international team.

Logo

A graphic mark, emblem, or symbol commonly used by commercial enterprises, organizations, and individuals to promote public recognition. Logos are either purely graphic symbols/icons or are composed of the name of the organization.

Icon

A symbol or graphic representation of a real or abstract idea or object.

Module

Sections that make up a webpage. Variants may be available, but any changes to existing modules are considered new development.

Microsoft Web Framework (MWF)

Microsoft Web Framework is a cohesive design system that all Microsoft web properties use.

Off-ramp

This takes you off the page and into another experience or flow.

Production team

The offshore vendor team that authors and publishes all EN-US pages. Led by the FTE web production lead.

Promo banner

A smaller blade that promotes content or a campaign.

Redline

Design creates a redline when a module is brand new and hasn’t been developed. It calls out the padding around text or images, font styling, and other design characteristics. This provides the developers a map to correctly build the module.

Simship

Simultaneous publishing of both the US page and the necessary international market pages at the same time.

Spot illustration

Like icons, but with more depth and color.

Templates

Specific page templates that make up the customer journey or web flow. Within those templates there are modules that can be used interchangeably.

VSO/Azure dev ops

Internal tool used to create user stories and tickets.

Change Log

Date	Items changed	Page link
V2- June 2019	New page – OnePlayer video PMM Version	See page 12
V2- June 2019	Updated new icons	See page 14
V2- June 2019	New page commercial PDP	See page 29
V2- June 2019	Product hero page – added flyout CTA	See page 34
V2- June 2019	Updated icons, added 5-up, and 6 up	See page 36 -37
V2- June 2019	New pages- Modules supporting videos	See page 46-47
V2 – June 2019	Changed all CTAs and Link text to sentence case	Whole doc
V2- June 2019	Updated new icons on the SKU Chooser screenshot	See page 54
V2 – June 2019	New page – Added comparison panel module	See page 60
V2- June 2019	New page – Added buy box layouts (commercial PDP templates)	See page 61
V2- June 2019	New page – Added chat box module	See page 62
V2 – June 2019	New page – Added universal header and footer	See page 63