Microsoft®
Translator

ATTRIBUTION GUIDELINES

MICROSOFT® TRANSLATOR MACHINE TRANSLATION

This document contains the icon and logo requirements to follow when acknowledging the translation results displayed are using the Microsoft Translator API Service.

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ATTRIBUTION REQUIREMENTS

Please follow these requirements outlined below to acknowledge the use of Microsoft Translator.

During the term of your Microsoft Translator API subscription service, the attribution requirement is to display the official Microsoft Translator icon and text combination on the same page as the translation results.

Your use of the Microsoft Translator marks will be in accordance with Microsoft's current trademark usage guidelines here: **http://www.microsoft.com/about/legal/en/us/intellectualproperty/trademarks/usage/default.aspx**

Usage guidelines can be found in the follwing sections.

ADDITIONAL USES

When the attribution requirements cannot be displayed in the manner described below you are required to contact the Microsoft Translator Licensing team for approval of your suggested alternate attribution placement.

If you are interested in creating marketing materials for your website or application (example: newsletters, email, web banners, etc.), please request the specific logo files needed for these purposes from the Microsoft Translator Licensing team at **mtlic@microsoft.com**

OFFICIAL USAGE

The official icon contains both the Microsoft Translator icon and text combination and cannot be used separately

- Official icon is to be displayed in full color on white or light backgrounds
- The icon must appear together with "Translations by Microsoft® Translator" and must appear to the right of the icon in black and only in the orientations shown
- The "Translations by" text may be translated to your audience language
- The "Microsoft® Translator" must remain in English with the registration mark following the word Microsoft
- The icon must appear horizontally on your website or application as shown
- The readability of icon and text cannot be obsured
- The implementation must comply with clear space and minimum size requirements defined below
- The official icon should not act as or be part of a headline or copy

Translations by Microsoft® Translator

Translations by Microsoft® Translator

Translations by
Microsoft® Translator

Translations by
Microsoft® Translator

ACCOMPANYING TEXT GUIDELINES

- Segoe UI Regular and Segoe UI Light are the preferred typefaces for the "Translations by Microsoft® Translator" text. If Segoe UI is not available please define your typeface as: Segoe UI; Arial; Helvetica; Sans-serif
- Text can only be black on white or light backgrounds or white on dark backgrounds
- Do not use italics or distort the typeface by expanding or condensing

Segoe UI Regular
Segoe UI Light

Segoe UI Regular
Segoe UI Light

CLEAR SPACE GUIDELINES

- The height represented by "x" is defined as the height of the 'a' in the icon and is the basis for the amount of space surrounding the logo to remain free of any other graphic element
- The icon combination can be placed over photography but readability of the icon combination cannot be obscured and no other logo, type, or graphic should enter the clear space

MINIMUM SIZE

- The minimum icon height provided is 24 pixels (px)
- The accompanying text can be no smaller than 10 px

ALTERNATE USAGE

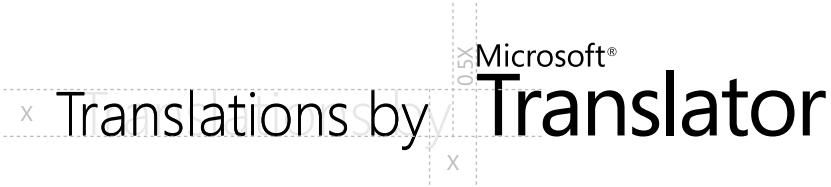
If you are not able to use the official icon as defined in the previous sections, the alternate logo may be used. The alternate logo contains both the text "Translations by" and the Microsoft Translator logotype

- The alternate logo should be displayed in black on white or light backgrounds
- The 'Translations by' text may be translated into your audience language
- The logotype must be placed horizontally on your website or application as shown
- The readability of the logotype and text cannot be obscured
- The implementation must comply with clear space and minimum size requirements defined below
- The logo cannot act as or be part of a headline or copy

Translations by Microsoft® Translator

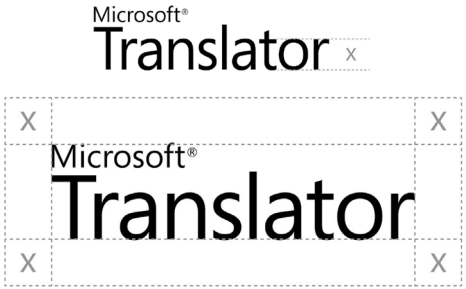
ACCOMPANYING TEXT GUIDELINES

- Segoe UI Regular and Segoe UI Light are the preferred typefaces for the accompanying text. If Segoe UI is not available please define your typeface as: Segoe UI; Arial; Helvetica; Sans-serif
- The 'Translations by' text can be no smaller than the height of 'x' as defined in clear space guidelines
- The text can be no less than 0.5 'x' and no more than 'x' to the left of the Microsoft Translator mark
- Text can only be black on white or light backgrounds or white on dark backgrounds
- Do not use italics or distort the typeface by expanding or condensing



CLEAR SPACE GUIDELINES

- The height of the letter "r" represented by "X" is the basis for the amount of space surrounding the logo to remain free of any other graphic element
- The logo can sit over photography but readability of the logo cannot be obscured and no other logo, type, or graphic should enter the clear space



MINIMUM SIZE

- The Microsoft Translator logo may not be re-sized to less than .75 inches (in) wide or 50 pixels (px) for web and applications. The examples below are shown at the minimum size

ATTRIBUTION DON'Ts

The Microsoft Translator Official Logo and Icon should not be altered in any way. Please use only the artwork provided at **www.microsofttranslator.com/attribution**

If you require alternative sizes and/or colors please contact the Microsoft Translator Licensing team at **mtlic@microsoft.com**

1 Don't alter the color of provided artwork or text color

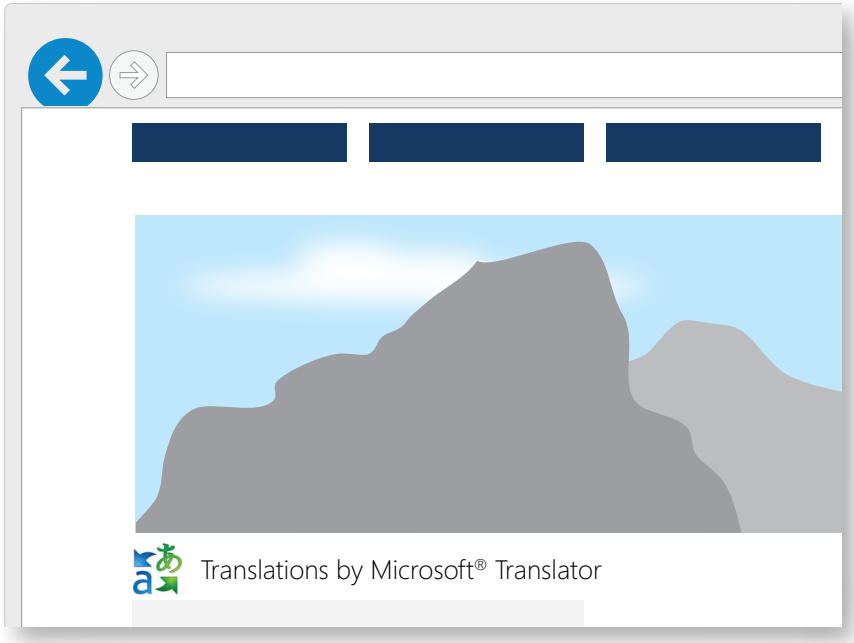
2 Don't place on photography or artwork that impedes readability

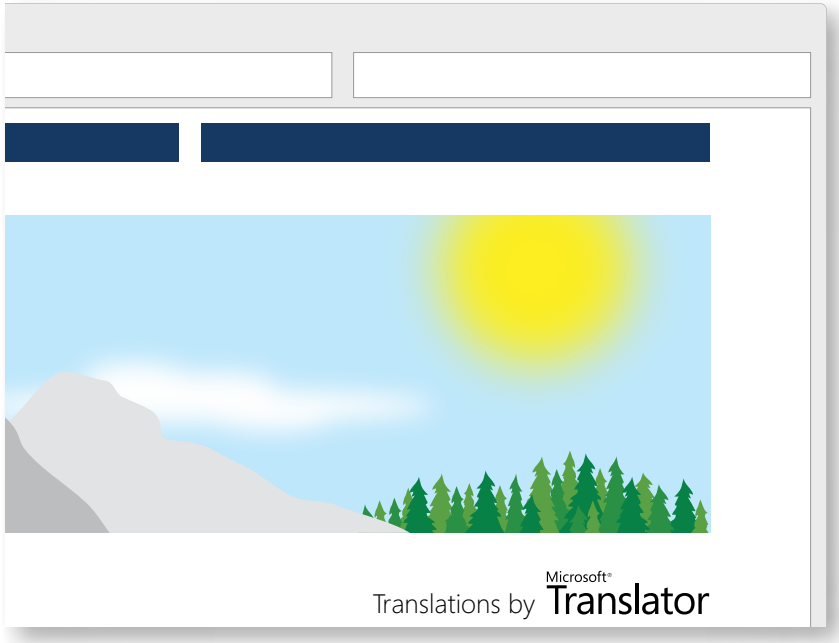
3 Don't outline

4 Don't add a drop shadow

5 Don't rotate or distort perspective

6 Don't stretch


Translations by Microsoft® Translator


Translations by Microsoft® Translator

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Microsoft® Translator

NOMENCLATURE AND USAGE

These are the attribution guidelines for use of Microsoft Translator and Microsoft Translator API in text only.

OFFICIAL NAME OF THE SERVICE

Microsoft® Translator API

FIRST USE

Microsoft® Translator

NOMENCLATURE AND USAGE DON'Ts

- Don't use "Translator" or "Translator API" alone to represent the service
- Don't use lowercase "t" as the first letter in "Translator" to represent the Microsoft Translator API service
- Don't refer to Microsoft Translator or Microsoft Translator API as "Translator" or "Bing Translate" or "Microsoft Translate"
- Don't combine "Translator" and "API" as one word, for example, TranslatorAPI
- Don't create new "Translator" names to indicate association with Microsoft Translator or Microsoft Translator API
- Don't abbreviate Microsoft Translator as in MicrosoftT, MST, MS T or MT