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With Windows 10 now running on 350 million active devices around the world, business customers are increasingly looking for the latest software for Windows 10-based devices. The Windows 10 Compatibility Logo Program is the best way for your solutions to easily be identified as being compatible with Windows 10.

As a participant in the Windows 10 Compatible Logo Program, your company can use logo artwork and messaging guidelines in association with products that have met program requirements. These assets allow you to take advantage of Microsoft’s continued investment in promoting products that carry a Windows 10 Compatible logo (the “Logo”) to your business customers.

To use these assets, you must list your solution in the directory on http://www.ReadyforWindows.com, provide a link to a public support statement (stating which branch of the Windows as a Service servicing model your solution is supported on – either Current Branch, Current Branch for Business, or Long Term Serving Branch), and accept the terms of the Windows 10 Compatible Logo License Agreement (LLA) at https://www.readyforwindows.com/terms. The product(s) that you plan to advertise or distribute with these assets must be licensed under the Windows 10 Compatible Logo License Agreement (LLA) and meet the logo program requirements.

To help drive purchase preference for “Windows 10 Compatible” solutions, Microsoft will generate awareness through Web advertising and digital marketing campaigns. Customers will learn about the features and benefits of “Windows 10 Compatible” solutions, on Windows.com, MSDN, and TechNet and through Microsoft paid search.
This guide is designed to help your company use the Logo and product messaging that confidently communicates the benefits of the Logo. If you have any questions about using these assets, please send an e-mail message to windowsbrand@microsoft.com.

The goals of the Windows 10 Compatible Logo Program are to

- Help business customers easily identify software that is compatible with Windows 10
- Enable your company to differentiate your software solutions while giving customers confidence in the products that they choose
- Reduce barriers for business customers to acquiring new applications, and migrating to Windows 10 from other operating systems
Usage guidelines

After successful compatibility testing of your application(s) (for which you can follow guidance at https://developer.microsoft.com/en-US/windows/desktop/app-compatibility), you must list your solution in the directory on https://www.readyforwindows.com and provide a link to a Windows as a Service support statement on your website to be eligible to use the logo. To download a Microsoft recommended support statement template click here https://www.readyforwindows.com/#support-statement.

To view the LLA, please go to https://www.readyforwindows.com/terms. In the event of any inconsistencies between information in this marketing guide and the terms of the LLA, the terms of the LLA will prevail. Note that you may use the logo only in connection with products that have undergone compatibility testing by your organization and that your organization affirms are compatible with Windows 10.

Microsoft recommends that the Logo be displayed in the following places that customers will encounter in the product evaluation and presales process.
Digital and print usage

**Web Pages**
It is important to use the Logo throughout your company’s Web pages (including home page, product pages, and search results) in association with the specific product that has undergone compatibility testing by your organization and that your organization affirms is compatible with Windows 10.

**Online Banners**
The Logo may be used in online banner advertisements when it is associated with a specific product that has undergone compatibility testing by your organization and that your organization affirms is compatible with Windows 10.

**Print Advertising**
The Logo needs to appear in association with a specific product that has undergone compatibility testing by your organization and that your organization affirms is compatible with Windows 10.

**Point of Sale Materials**
It is important that the Logo appear in association with a specific product that has undergone compatibility testing by your organization and that your organization affirms is compatible with Windows 10.

**Other Product Marketing Collateral**
The Logo may be incorporated into all product manuals, specification sheets, flyers, and other print outreach efforts when used in association with the specific product that has undergone compatibility testing by your organization and that your organization affirms is compatible with Windows 10.
Visual guidelines

As a licensee, you may use the Logo only as provided by Microsoft. Except for size subject to the restrictions herein, the Logo may not be altered in any manner including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.

Minimum Size
- Print: 0.50 inches wide (12.7 mm)
- Online: 60 pixels wide
You may optimize the Logo for large-scale usage in banners or other large-format materials. In situations where the Logo is greater than 2 inches wide (50.8 mm) or high, the ® symbols may be reduced accordingly. Otherwise, all elements should maintain the existing ratios.

Clear-Space
To properly stage the Logo, you must maintain a minimum clearance between the Logo and other elements (logos, side of box, messaging, etc.) as shown below.

Orientation
The Logo artwork should never be displayed in an orientation different from what is shown in these guidelines. Artwork designated as vertical, for example, should never appear in a horizontal position.

Monochromatic versions of the logo
The Logo should always be re-created in full color to ensure consistency and maximize visibility. A black-and-white version of the Logo may be used only in materials that are 100% single color—such as product packaging, periodicals and newspapers, or black-and-white sales sheets.
Unacceptable logo alterations

DO NOT use a color logo on a color background. The color logo is used on a white background.

DO NOT create your own Windows 10 Compatible logo lockup.

DO NOT rearrange the logo elements, or create a gradient logo.

DO NOT create a multi-color logo.

DO NOT change the angle or rotation of the symbol or logotype.

DO NOT create a drop-shadow logo.

DO NOT replace any part of the Windows logo with imagery of any kind.
Packaging example

The examples above is for illustrative purposes only. Not to be used as final marketing assets
Messaging guidelines

The following provides guidance on how to properly promote solutions that bear the Logo. Following these guidelines is important to set appropriate expectations for the customer and to clarify the meaning of the Logo.

When describing your licensed product, DO:

- Use “[Insert Product Name] is Windows 10 Compatible.”
- Use “[Insert Product Name] has been tested to be Windows 10 Compatible.”
- Use the term “Windows 10 Compatible” in headlines and other call-outs related to licensed products, as appropriate.

To avoid customer confusion, DO NOT:

- Describe products as Windows 10 Certified.
- Include or substitute alternate terms such as optimized, powered, or ready in communications about products that bear the Logo.
- Abbreviate or otherwise alter the language in the Logo.
Describing logo and products

When describing the Logo
The following message may be used verbatim in describing the benefits of “Windows 10 Compatible” software products:

Only “Windows 10 Compatible” software has passed tests for compatibility on devices running the Windows 10 operating system. “Windows 10 Compatible” products install without worry and run reliably with Windows 10.

The following facts about “Windows 10 Compatible” software may be used verbatim in your product messaging, where relevant:

Windows 10 provides a familiar and productive experience across your PCs, tablets, and phones. To give you the freedom to do great things, Microsoft recommends “Windows 10 Compatible” applications because they have passed tests to help ensure they install readily every time and minimize the number of crashes, hangs, and restarts you experience. This all helps ensure a compatible and productive experience with any edition of Windows 10.

When describing your products
“Windows 10 Compatible” software
• Is tested by you for compatibility on Windows 10.
• Passed tests to minimize the possibility of crashes, hangs, and reboots.
• Represents a commitment by you that the product will continue to work over the life of Windows 10.
• Installs cleanly and reliably.
• Eliminates unnecessary reboots.
• Ensures compatibility with Windows 10, both 32-bit and 64-bit editions.
Small business customer messaging

When marketing “Windows 10 Compatible” solutions to small businesses, Microsoft recommends leveraging the following copy blocks.

**Short**
Save time and money by purchasing “Windows 10 Compatible” solutions from <insert your organization name> that have undergone compatibility testing and are supported on Windows 10.

**Medium**
Save time and money by purchasing “Windows 10 Compatible” solutions from <insert your organization name> that have undergone compatibility testing to help ensure they install readily and run reliably with the minimal number of hangs, crashes, or restarts, and are supported on Windows 10.

**Long**
You have enough to think about with your business—your technology shouldn’t be a worry. Save time and money by purchasing “Windows 10 Compatible” solutions from <insert your organization name> that have undergone compatibility testing to help ensure they install readily and run reliably with the minimal number of hangs, crashes, or restarts, and are supported on Windows 10.
When marketing “Windows 10 Compatible” solutions to large businesses, Microsoft recommends leveraging the following copy blocks.

**Short**
Increase business value and productivity by easing migration and complementing your managed testing with “Windows 10 Compatible” solutions from <insert your organization name> that have undergone compatibility testing and are supported on Windows 10.

**Medium**
Increase business value and productivity by easing migration and complementing your managed testing with “Windows 10 Compatible” solutions from <insert your organization name>. These solutions have undergone compatibility testing to help ensure they install readily and run reliably with the minimal number of hangs, crashes, or restarts, and are supported on Windows 10.

**Long**
Moving to Windows 10 has never been easier. Increase business value and productivity by easing migration and complementing your managed testing with “Windows 10 Compatible” solutions from <insert your organization name>. These solutions have undergone compatibility testing to help ensure they install readily and run reliably with the minimal number of hangs, crashes, or restarts, and are supported on Windows 10.
We’re here to help.

If you have any brand questions or suggestions, or are creating new branded communications, email windowsbrand@microsoft.com.