



Skype Trademark & Brand Guidelines

The purpose of this document is to provide guidelines on how to use the Skype Brand Assets, which are:

- our trademarks such as the Skype logo, the Skype icon and the Skype wordmark
- the sounds you hear when using Skype (for example, Skype calling sound)

- Skype user interfaces (how Skype appears on your desktop or mobile device's screen)

These guidelines apply only to Skype, not Skype for Business.

If you want to use a Skype for Business logo or icon, email skypebrand@microsoft.com.

Usage requirements

Thank you for your interest in using the Skype Brand Assets. We want to make it as easy as possible for you to do so. We have specific usage requirements that manage and protect the value of the brand. By using any of the Skype Brand Assets, you expressly consent to be bound by these guidelines.

If you have an existing agreement with Microsoft or Skype, check that first to determine if your desired use of our Skype Brand Assets is covered. If there is any conflict between these guidelines and the terms of your agreement, then the terms of your agreement will govern, and you should follow those.

If no agreement exists or if the proposed use doesn't fall within the scope of your existing agreement, check if the use falls within the [Microsoft Trademark Guidelines & Brand Guidelines](#).

Finally, if the use is not covered in any of the above or you are not sure, you may directly request a separate license from Microsoft. Such license must be initiated and approved by the Microsoft business owner who you are working with. If you do not have a business owner contact, email skypebrand@microsoft.com to get started.

Skype logo

While the wordmark Skype and the app icon are registered trademarks of the Microsoft group of companies, there is no need to use the trademark bug™ or the ® symbol when using them, unless Microsoft has expressly asked you to do so.

If, when using the Skype Brand Assets, you include a trademark credit to give notice of your own trademarks or other third-party trademarks, we ask that you add the following wording: *"All other trademarks are the property of their respective owners."*

Microsoft logo

Use the full-color Microsoft logo and a one-color or reversed Skype logo. Make the height of the letter M in the Microsoft logo anywhere between 50 percent and 100 percent of the height of the S in the Skype icon.



100% (preferred)



75%



50%



Logo and icon usage

Use the full Skype logo whenever possible. However, you may use the Skype icon in some instances. See [Permitted uses of Skype Brand Assets](#).

Color

The color logo is our primary logo. Use it on light or white backgrounds. You may use the reverse logo and icon on blue or other background colors, as well as on dark areas within photographs.

In a one-color communication, use the one-color Skype logo (black or reversed to white). The same applies for the Skype icon.

Color logo (preferred)



Color icon



Reverse logo



Reverse icon



Logo and icon usage

Clear space

Give the logo and icon a minimum clear space equal to the height of the S of the icon on all sides.

Minimum size

Do not make the logo and icon any smaller than the minimum size.

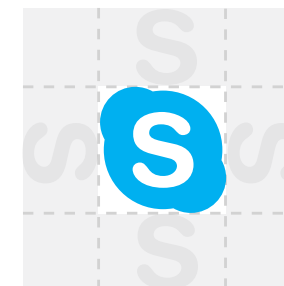
Clear space



Minimum size



0.7" (18 mm) / 52 px



0.2" (5 mm) / 15 px



1.0" (25.4 mm) / 72 px

Logo and icon usage

General usage

Do not alter the Skype logo or icon artwork provided to you in any way, including changing the colors, angle, dimensions or relationship between elements.

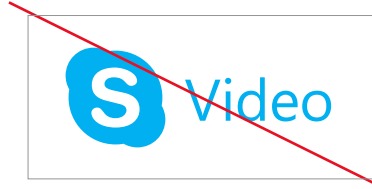
Ensure the Skype logo or icon stand out from the surrounding text or background and are legible.

Do not alter the word Skype or change its format. Do not add text or abbreviate Skype in any way.

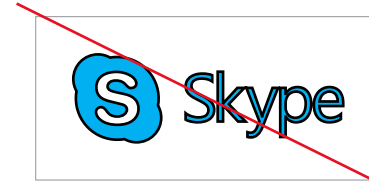
Do not add sounds to the logo experience.

Altering the Skype logos and icons in any way is prohibited.

Logo don'ts



Don't add words.



Don't add an outline.



Don't use a gray logo.



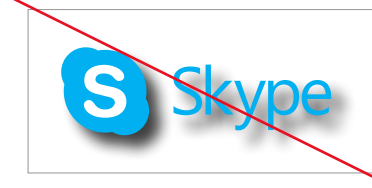
Don't distort the logo.



Don't use the color logo on a background that clashes.



Don't use colors other than blue for the logo.



Don't add a drop shadow.



Don't use the white logo on a light background.



Don't use the logo on a busy background.

Prohibited uses

You must not incorporate any of the Skype Brand Assets, or variations of them, into your own product features, product names, service names, trademarks, logos, company names, domain names, or social media accounts unless otherwise permitted by the [Microsoft Trademark & Brand Guidelines](#).

You must not adopt marks, logos or any other features that are confusingly similar to the Skype Brand Assets, and you must not market any product or service under a name that is confusingly similar to our products.

You must not copy or imitate the Skype trade dress, “look and feel” or other identifiable and unique visual elements of the Skype Brand Assets or www.skype.com website, including (but not limited to) the color combinations, graphics, sounds, imagery, presence icons, typefaces or stylization used by Skype (or anything similar thereto).

You must not use the Skype Brand Assets in relation to products or services or on websites that may be considered sexually explicit, vulgar, profane or offensive; obscene, defamatory, libelous, slanderous or otherwise unlawful; or religiously or racially offensive or otherwise promoting hate towards individuals or groups; or that violates any applicable laws or is otherwise objectionable to Skype, as determined by Skype in its sole discretion.

You must not use any Skype Brand Assets in any way that expresses or implies affiliation, association, sponsorship, endorsement, certification or approval with/by Skype or Microsoft.

Make sure that any references to Skype are truthful, accurate, fair and not misleading or in any way objectionable (as determined by Skype).

Permitted uses of Skype Brand Assets

Use of the word “Skype” in copy

Follow the [Microsoft Trademark & Brand Guidelines](#). Avoid using any logo, icon, tagline or other features of the Skype Brand Assets in copy.

When using “Skype” or any other Skype trademarks in text, do one or more of the following:

- Capitalize the first letter of the word, Skype
- Put the whole word in capital letters, SKYPE
- Put the whole word in italics, *Skype*
- Put the whole word in quotation marks, “Skype”

Use wordmarks only as adjectives, not as nouns or verbs. For example, use the wordmark followed by the generic product or service name:
Skype software.

Don’t use the Skype wordmark as a verb – for example, don’t say “I’m going to Skype my friend” or “Let’s Skype.”

Correct use

“Skype provides Internet communications products.”

“I use the Skype software.”

Incorrect use

“I use the  Skype software.”

Permitted uses of Skype Brand Assets

Business stationery and Skype contact details

Follow the [Microsoft Trademark & Brand Guidelines](#). Use the Skype app icon next to your Skype username to show that you can be contacted by Skype.

Only the app icon should be used to denote Skype contact details.

The app icon should be small and placed appropriately with your other contact methods (and no more prominently than other contact methods).

Correct use



Permitted uses of Skype Brand Assets

Websites that offer lessons

The Skype logo may be used only to communicate that lessons can be provided using Skype. No other uses are allowed unless permitted under these guidelines.

Only the Skype logo should be used. Do not make it larger or more prominent than any other logos.

You may mention Skype in copy, but be sure to follow [Permitted uses of Skype Brand Assets](#) elsewhere in this section. Use of the logo or wordmark cannot imply affiliation, association, sponsorship, endorsement, certification or approval with/by Skype or Microsoft. Microsoft reserves the right to withdraw the right to use the Skype logo where, in its sole discretion, it deems that such use may have a detrimental effect on the Skype brand.

School reports and projects

You may use images of Skype products in reports for school or college/university. If the images contain third party content (e.g. third party logos, photos etc.) then you may need additional permission from the third party to use such content.

If these projects may be published, you must get permission from us at skypebrand@microsoft.com before using any of the Skype Brand Assets or images.

Permitted uses of Skype Brand Assets

Publications, seminars and conferences

Refer to the [Microsoft Trademark & Brand Guidelines](#) and the [Publications, Seminars, & Conferences Guidelines](#).

You must include the following notice in legible print:

[List the Skype Brand Assets being used] [is/are] [a] trade mark or other intellectual property of the Microsoft group of companies and [name of publication] is not affiliated, sponsored, authorized or otherwise associated by/with the Microsoft group of companies.”

Don't use the Skype wordmark as the leading word or most prominent element in your publication, seminar or conference title.

Broadcasts, movies and podcasts

If you want to use Skype in a broadcast, movie, or podcast you may be required to use certain Skype Brand Assets to indicate this use. Unless you have a separate agreement with Microsoft or Skype that allows such use, you must follow the Broadcast Terms of Service.

For all broadcast requests, email skypebrand@microsoft.com.

Permitted uses of Skype Brand Assets

Use by developers

Desktop API: Use of the Skype Desktop API is subject to your agreement of the Skype Desktop API Terms of Use at: <https://www.skype.com/en/legal/developer-tou/accessories-terms/>. Subject to those terms and these rules, you are then permitted to refer to your product's compatibility with Skype.

Using URIs to build Skype actions: You may use the sample URIs available at <http://developer.skype.com/skype-uris> or create your own solely to enable people to launch a Skype application or a Skype action.

You must not call your application Skype, anything like Skype or use the Skype logo, and you must comply with these guidelines.

You must regularly monitor these websites to ensure that your use conforms to any guidelines or terms.

Your UI must not mimic the Skype UI or imply a Microsoft and/or Skype partnership with or sponsorship of your product.

FAQs

Q: Can I use a screen shot of a Skype product boot-up screen, opening screen, “splash screen,” screen from beta release products or other products that have not been commercially released?

A: Please contact us to request permission. If we grant you permission to do so then, unless we agree otherwise, you must not:

- alter the screen shot except to resize it
- use portions of screen shots
- include screen shots in your product user interface
- use screen shots that contain third-party content (unless you have permission from the relevant third party to use the content); nor use screen shots that contain an image of an identifiable individual

Q: Can I link to the Skype.com website from my own site?

A: You may link to the Skype.com website from another website owned by you, provided you do so in a way that is fair and legal and does not or

could not (to be determined in Skype’s sole discretion) damage our reputation or take advantage of it. You must not establish a link in such a way as to suggest any form of association, approval or endorsement by Skype where none exists.

Q: Can I use the sounds you hear when using Skype?

A: No, sorry. We do not allow people to use the Skype sounds unless they are to be used when Skype is being shown in a broadcast scenario. If you wish to use the Skype sounds in this context, please see the **Permitted uses of Skype Brand Assets.**

Q: Can I add the Skype website to my website?

A: No, you may not frame the site on any other site.



Still have a question about using a Skype Brand Asset? Email us at skypebrand@microsoft.com. We're always happy to help.