

Certified for Microsoft Dynamics™ Logo Usage Guidelines

Welcome!

Thank you for your participation in the Certified for Microsoft Dynamics™ program. Now that your software solution is certified through this program, the applicable Certified for Microsoft Dynamics logo will be available to you in the Certified for Microsoft Dynamics Logo Library and may be used in your marketing communications supporting the certified solution.

The Certified for Microsoft Dynamics program enables ISVs to differentiate their packaged repeatable software solution in the market place in two key ways:

1. When your solution meets the additional criteria in this initiative, you will qualify to use a graphic which highlights your solution's certification for the respective Microsoft Dynamics product line it works with. The applicable Certified for Microsoft Dynamics logo will help to identify your certified solution as meeting Microsoft's highest standards for partner solutions.
2. Software solutions certified as part of the Certified for Microsoft Dynamics program will also receive valuable marketing benefits, including being highlighted in the Microsoft global online solutions directory, Microsoft Dynamics Solution Finder and becoming eligible for additional co-marketing incentives.

Together, these benefits will help enable your software solution to be recognized for its higher standard, be more easily discovered by prospective customers, and be more visible in the marketplace. As a valued partner, we are pleased to have your software solution become part of this Microsoft Dynamics certification program. You may begin using the applicable Certified for Microsoft Dynamics logo available on this site to promote your certified solution.

Please read the Certified for Microsoft Dynamics Logo License Agreement and these guidelines, and use the applicable Certified for Microsoft Dynamics logo on this site with consistency and care. Entering into a Certified for Microsoft Dynamics Logo License Agreement is required for use of any Certified for Microsoft Dynamics logo.

If you have any questions about this guidance document, please contact your local Microsoft account manager or dyncert@microsoft.com. Thank you for your continued support for the Microsoft Dynamics brand.

This document contains:

- Guidance on the use of the applicable Certified for Microsoft Dynamics logo
- Copy guidance for partner communications to customers about their certified software solution

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Guidelines for Use

Certified for Microsoft Dynamics logo

Certified for Microsoft Dynamics logos are fixed and must be used as provided by Microsoft - they may not be altered or modified in any manner, nor may the brand elements in each graphic be used separately.

The components in the Certified for Microsoft Dynamics logo feature:

- The Microsoft Dynamics product line logo for one of the following products (see examples below):
 - Microsoft Dynamics™ GP
 - Microsoft Dynamics™ SL
 - Microsoft Dynamics™ NAV
 - Microsoft Dynamics™ AX
 - Microsoft Dynamics™ CRM
- “Certified for...” language to communicate this graphic is associated with Microsoft Dynamics certification program.
- Colors and design elements that are associated with the Microsoft Dynamics brand.

Examples of each of the Certified for Microsoft Dynamics logos available through the program:



Please note the Certified for Microsoft Dynamics logo you have access to on this site is determined by which Microsoft Dynamics product line your software solution is certified for. You will only receive access to the appropriate Certified for Microsoft Dynamics logo for the respective Microsoft Dynamics product line your solution supports as part of the certification process.

If your solution works with multiple product lines, the solution may be certified for multiple Microsoft Dynamics product lines. If you chose to certify your solution for multiple product lines, you must obtain

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certification for the solution for each product line in order to use multiple versions of the Certified for Microsoft Dynamics logo, however.

General Requirements

The applicable Certified for Microsoft Dynamics logo:

- May only be used in your communications and marketing that are focused on *promoting your certified software solution*.
 - Examples of appropriate communications on/in which to feature the applicable Certified for Microsoft Dynamics logo include collateral, brochures, and web pages about the solution which is certified.
- May not be used in conjunction with general marketing content or efforts that promote your ISV *company/entity*.
 - For communications and materials that promote the ISV as a company, such as business cards, event signage or the company's main web site (which focuses on the company, not the certified solution), please use the appropriate Microsoft Partner Program logo.
- May not be used on packaging, or within the software, product experience, user interface or other aspects of your software solution.
- May not be used on any hardware or other components.
- Cannot be separated into component parts or text.
- Never appear connected to or as part of any other symbol or icon.
- May not be cropped, outlined, rearranged, skewed, or modified in any way.
- Should not be contained within a box, circle, or other shape.
- May only be used with the colors in the graphics, as provided. Do not modify the specified colors.
- May be resized, as long as the graphics are not distorted or cropped.
- Should be used only as shown within these guidelines and must not be recombined, recreated, or manipulated in any way. Do not use logos or other brand elements separately, or remove them from the provided brand graphics in this kit.
- Do not use the branded graphics near competitive offers, product names, or brands.
- May not be use by other third parties or in association with other solutions your company offers which are not certified by this program.

The following detailed guidance applies to all versions of the Certified for Microsoft Dynamics logo:

Background color

Use the Certified for Microsoft Dynamics logos on a white background whenever possible. When it is not possible, please use a light colored background, so that the logo is clearly visible and legible. Please do not use the Certified for Microsoft Dynamics logos in colors other than those provided on this site.

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Orientation

The Certified for Microsoft Dynamics logos should never vary in orientation from how it appears in the artwork provided. Always set it directly 90 degrees vertical and 0 degrees horizontal. See example below:



Size

The Certified for Microsoft Dynamics logo below shows the branded graphic at its smallest acceptable size. Do not use the branded graphic smaller than shown here (see below).



Minimum size: .8 inches or 1.98 cm (56 pixels) in height

Clear space

Place the Certified for Microsoft Dynamics logo within a generous area of clear space on a white or light colored background. The Certified for Microsoft Dynamics logo should be easy to see and read—it should not appear on a cluttered or busy background.

A minimum clearance must be maintained between the Certified for Microsoft Dynamics logo and other graphics and visual elements. The clear space around the Certified for Microsoft Dynamics logo should be equal to the height of the uppercase letter *M* in the *Microsoft Dynamics* logo.

Trademark symbols

When using the Certified for Microsoft Dynamics logos, include all trademark symbols as provided in the branded graphic artwork. If needed, you may adjust the size of the trademark symbols, so that they are legible but not disproportionately large. Trademark symbols may not be removed.

Font Usage

To maintain consistency in look and feel, you may use Arial or Verdana in the body copy and headlines of your communications pertaining to this program.

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Copy guidance

Partner to customer communications

You may use the recommended copy treatments below to communicate the value of the Certified for Microsoft Dynamics program to your customers and prospects. By one or several of the copy examples below (in *italics*) verbatim, it will help ensure the communications to your customers align with those from Microsoft about the certification program.

Recommended copy about the program:

- *“Certified for Microsoft Dynamics solutions have met Microsoft’s highest standard for partner developed software solutions.”*
- *“Certified for Microsoft Dynamics is a program from Microsoft to elevate the standard of partner developed software solutions.”*
- *“Microsoft acknowledges the compliance of the solutions with its most demanding standards for partner developed software solutions.”*

Recommended copy about the logo:

- *“The Certified for Microsoft Dynamics certification logo is granted to software solutions which have met Microsoft’s highest standard for partner developed software solutions.”*
- *“To become certified, our Certified for Microsoft Dynamics partner solution has met the following requirements:*
 - *The software solution has passed a compatibility test with the Microsoft Dynamics product line upon which it runs and is supported by processes and documentation.*
 - *References from at least ten customers who would recommend the software solution.*
 - *A current Microsoft partner service plan.*
 - *Partner must have Gold Certified status in the Microsoft Partner Program.”*

Recommended copy about the software test:

- *“The Certified for Microsoft Dynamics software solution test, verifies compatibility of the partner software solution with the Microsoft Dynamics platform upon which it runs, and that it is supported by processes and documentation.”*
- *“The Certified for Microsoft Dynamics software test verifies that the ISV solution is delivered as a packaged software solution that supports key business processes, is easy to install for partners and customers and compatible with the Microsoft Dynamics platform upon which it runs as well as other elements of the Microsoft technology stack.”*
- *“The software test consists of between 20 to 30 individual sub-tests which are operator supervised for compliance.”*
- *“The software test does not test ISV software solution functionality or quality of the ISV software solution.”*

Recommended copy about customer references:

- *“Certified for Microsoft Dynamics solutions require that at least 10 customers have deployed a version of the software solution and are willing to recommend it”.*

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Referencing your Certified for Microsoft Dynamics solution

You may reference this with one of the recommended copy treatments below to reference your solution which is certified for a Microsoft Dynamics product line:

- “<Insert Partner Name> builds solutions for Microsoft Dynamics™.”
- “<Partner’s Solution Name> from <Partner Name> is certified for Microsoft Dynamics™ <Product line>.”
- “<Partner’s Solution Name> by <Partner Name> is certified by Microsoft®, as part of the Microsoft Dynamics™ certification program.”

References of this nature should not imply Microsoft endorses or warrants the partner solution in any manner.

Referencing the Microsoft Dynamics brand and product lines

Referring to the Microsoft Dynamics product names correctly helps create synergy and consistency in the marketplace.

First mention	Second and subsequent mentions
Microsoft Dynamics™	Microsoft Dynamics
Microsoft Dynamics™ AX	Microsoft Dynamics AX
Microsoft Dynamics™ CRM	Microsoft Dynamics CRM
Microsoft Dynamics™ GP	Microsoft Dynamics GP
Microsoft Dynamics™ NAV	Microsoft Dynamics NAV
Microsoft Dynamics™ SL	Microsoft Dynamics SL

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