

A woman with dark hair, wearing a grey sweater, is smiling and looking at a smartphone. She is holding the phone with her right hand and has her left hand resting on her chin. The background is a blurred outdoor scene with green foliage.

# Skype Trademark & Brand Guidelines

The purpose of this document is to provide guidelines on how to use the Skype brand assets, which include:

- trademarks such as the Skype logo, the Skype icon, and the Skype product name
- the sounds you hear when using Skype (for example, Skype calling sound)
- Skype user interfaces (how Skype appears on your desktop or mobile device screen)

These guidelines apply only to Skype, not Skype for Business. If you have a Skype for Business brand question, contact [Skype brand help](#).

# Usage requirements

Thank you for your interest in using the Skype brand assets. We created the Skype Trademark & Brand Guidelines to 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 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 & 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 [Skype brand help](#) to get started.

# Skype logo and icon usage

Do not use the full Skype logo under any circumstances.

The Skype icon may be used per the following requirements and uses described in this document:

Do not alter the Skype icon in any way, including changing the colors, angle, or dimensions.

Ensure the Skype icon stands out from the surrounding text or background and is legible.

Do not add sounds to the Skype icon experience.

If, when using the Skype icon or other brand assets as permitted, you include a trademark credit to give notice of your own trademarks or other third-party trademarks, add the following: *"All other trademarks are the property of their respective owners."*

Skype logo



Skype logo



Skype icon



# Prohibited uses of Skype brand assets

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 Skype 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](http://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 or 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).

You must not use any Skype trademark as a keyword or search term in or for search advertisements.

# Permitted uses of Skype brand assets

## Use of the name “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.

While the name 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. When using “Skype” or any other Skype trademark in text, do one or more of the following:

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

Use the Skype name only as an adjective or proper noun, not as a verb.

### Correct use

“Skype provides Internet communications products.”

“I use the Skype software.”

“Let’s talk with Skype.”

### Incorrect use

“I use the  Skype software.”

“I’m going to Skype my friend.”

“Let’s Skype.”

# 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 via 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).

You may also create an official **“contact me”** button.

Correct use



# Permitted uses of Skype brand assets

## Websites that offer lessons

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

You may mention “Skype” in copy, but be sure to follow [Permitted uses of Skype Brand Assets](#) elsewhere in this section. Use of the name cannot imply affiliation, association, sponsorship, endorsement, certification, or approval with or by Skype or Microsoft. Microsoft may withdraw the right to use the Skype name 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 by contacting [Skype brand help](#) 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] trademark or other intellectual property of the Microsoft group of companies and [name of publication] is not affiliated, sponsored, authorized, or otherwise associated with or by the Microsoft group of companies."*

Don't use the Skype name 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, contact [Skype brand help](#).



# 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](#). 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 [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 or icon, 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. Even with permission, 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: 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.

Q: Can I advertise on Skype?

A: You may submit your request for rates and advertising on Skype to **Microsoft Advertising** (choose the Oath Advertising option).



Still have a question about using a Skype brand asset? Contact us at [Skype brand help](#). We're always happy to help.