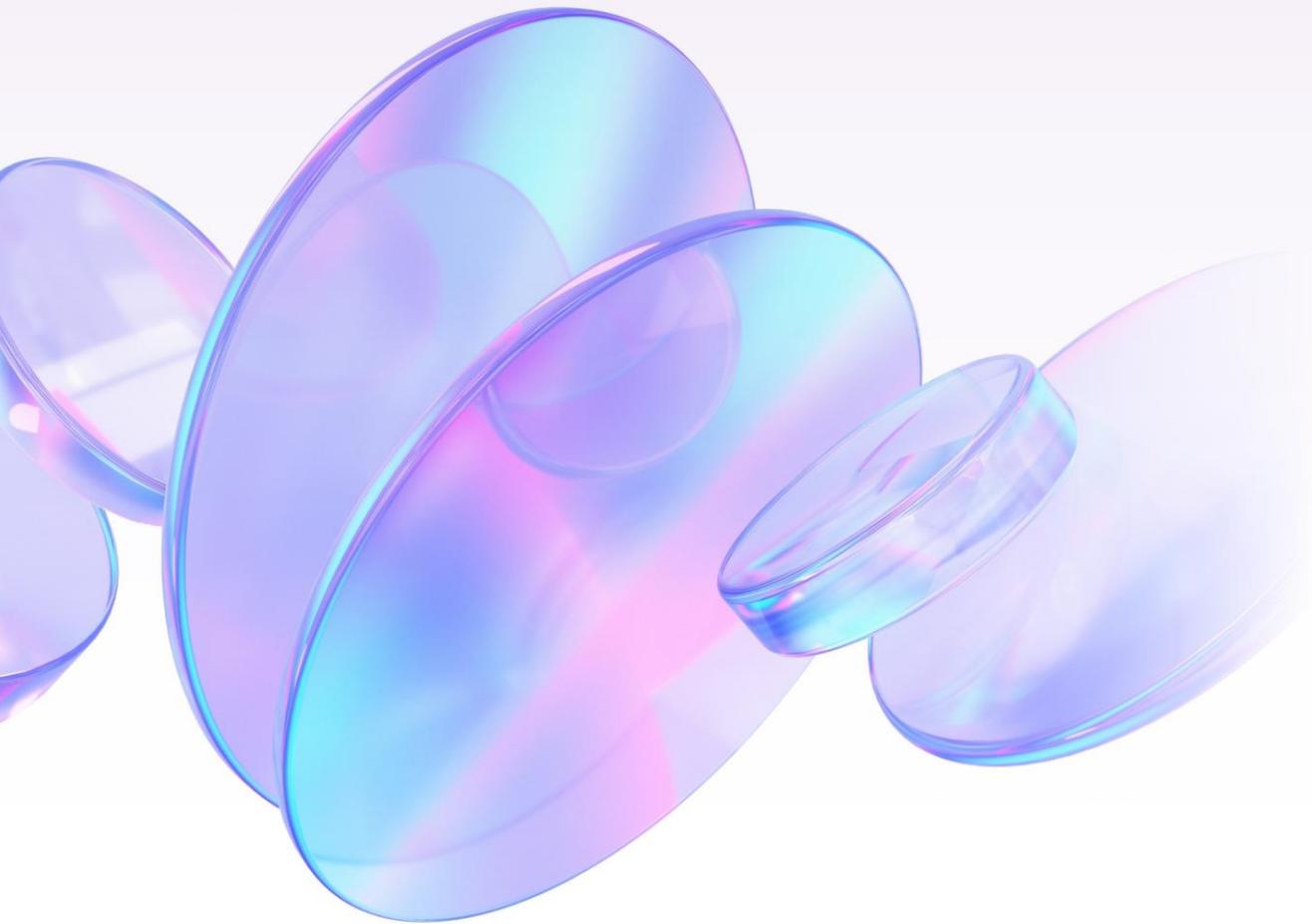




PARTNER CENTER BENEFITS



Partner Marketing benefits & Logo Builder

Using the Logo Builder and Accessing Partner Marketing Benefits in Microsoft Partner Center

The **Logo Builder** is a key marketing tool available to eligible partners through the Microsoft Partner Centre. It enables partners to showcase their Microsoft credentials and achievements through official, co-branded assets.

What You Can Create with Logo Builder

Eligible partners can use the Logo Builder to generate:

- **Partner Logos (Badges)**
Display your Solutions Partner designation, specialisation, or Azure Expert MSP status on your website, proposals, and marketing materials.
- **Certified Letters**
Generate official letters verifying your Microsoft partnership status—useful for tenders, customer assurance, or compliance documentation.
- **Award Logos**
If your organisation has been recognised as a Microsoft Partner of the Year finalist or winner, you can create a logo to highlight this achievement.
- **Membership Certificates**
Available in specific regions (e.g. China), these certificates confirm your active membership in the Microsoft AI Cloud Partner Program.

Eligibility Requirements

To access the Logo Builder, your organisation must:

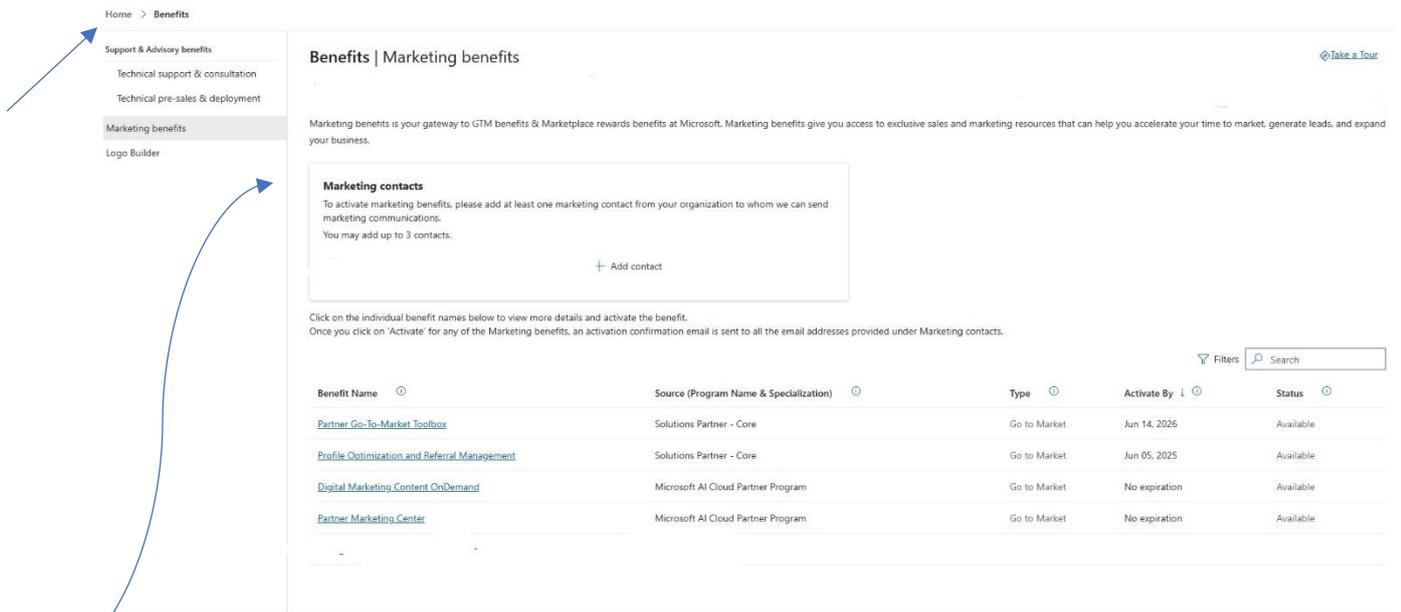
- Be an active member of the **Microsoft AI Cloud Partner Program**
- Hold a **Solutions Partner designation, specialisation, or Azure Expert MSP** status
- Not be in a **renewal window** or **grace period**

Partners using the **Partner Launch Benefits** pack do **not** have access to Logo Builder

How to Use Logo Builder

1. **Sign in** to Partner Center

2. Navigate to **Benefits** This will show if you have marketing Benefits available.



Home > Benefits

- Support & Advisory benefits
 - Technical support & consultation
 - Technical pre-sales & deployment
- Marketing benefits**
 - Logo Builder

Benefits | Marketing benefits [Take a Tour](#)

Marketing benefits is your gateway to GTM benefits & Marketplace rewards benefits at Microsoft. Marketing benefits give you access to exclusive sales and marketing resources that can help you accelerate your time to market, generate leads, and expand your business.

Marketing contacts
To activate marketing benefits, please add at least one marketing contact from your organization to whom we can send marketing communications.
You may add up to 3 contacts.

[+ Add contact](#)

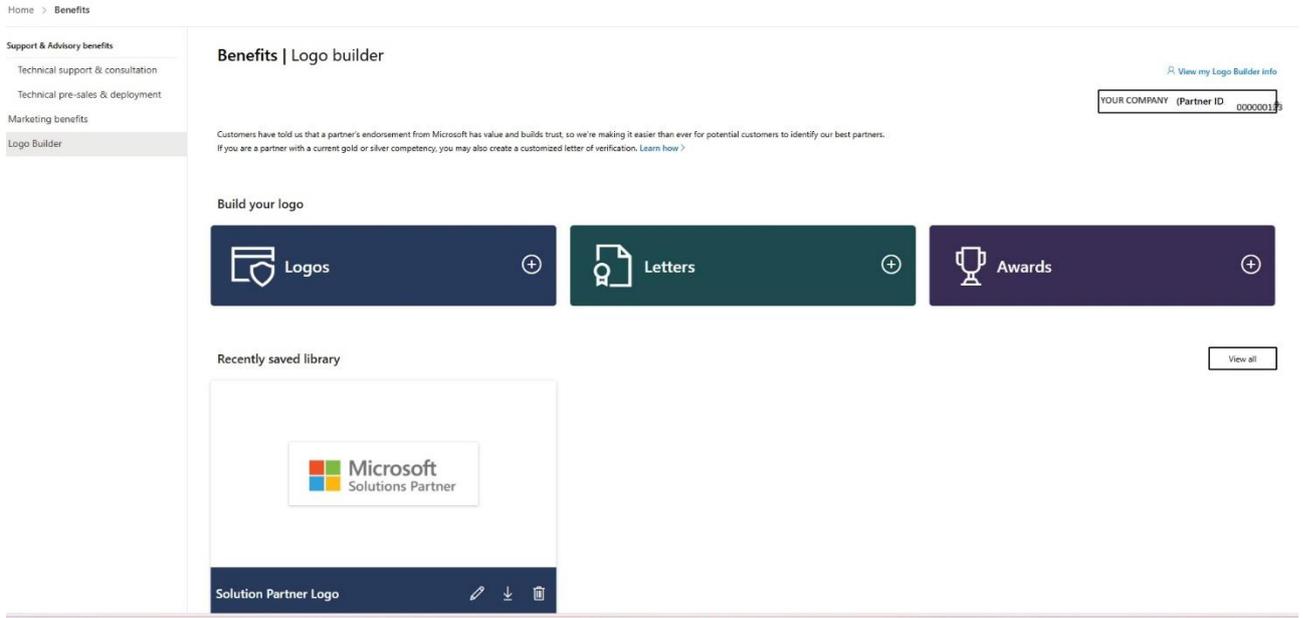
Click on the individual benefit names below to view more details and activate the benefit.
Once you click on 'Activate' for any of the Marketing benefits, an activation confirmation email is sent to all the email addresses provided under Marketing contacts.

Benefit Name	Source (Program Name & Specialization)	Type	Activate By	Status
Partner Go-To-Market Toolbox	Solutions Partner - Core	Go to Market	Jun 14, 2026	Available
Profile Optimization and Referral Management	Solutions Partner - Core	Go to Market	Jun 05, 2025	Available
Digital Marketing Content OnDemand	Microsoft AI Cloud Partner Program	Go to Market	No expiration	Available
Partner Marketing Center	Microsoft AI Cloud Partner Program	Go to Market	No expiration	Available

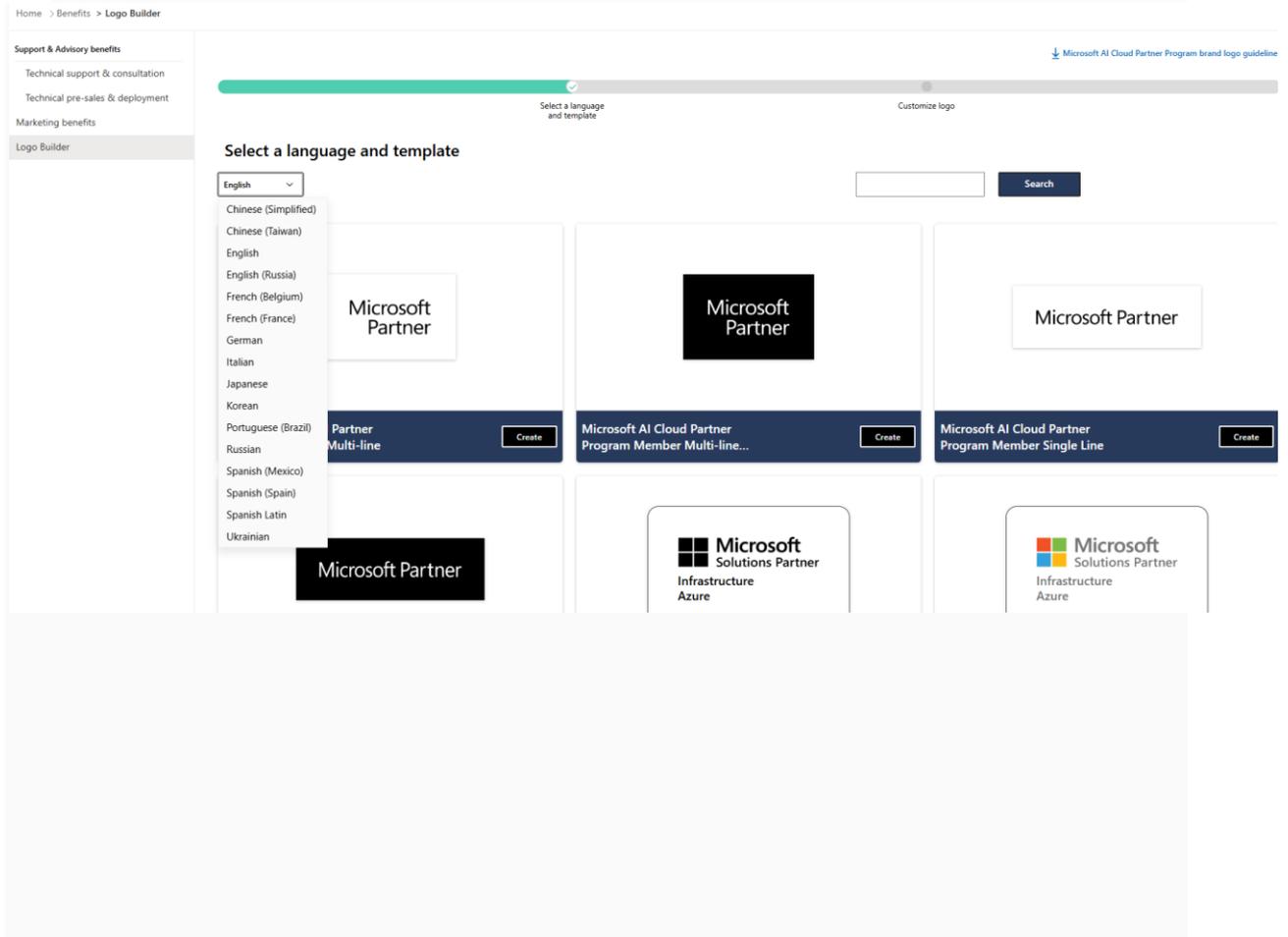
3. Add your marketing contacts here

Building a Logo or Letter

- Choose the type of asset you want to create (logo, letter, award)



- To produce a Logo– Select the Logo Title and the + sign- select language
- Only Designations you have obtained will be downloadable
- Create and save



To produce a letter select the Letter Tile- chose the language

Home > Benefits > Logo Builder

Support & Advisory benefits

- Technical support & consultation
- Technical pre-sales & deployment
- Marketing benefits
- Logo Builder**

Microsoft AI Cloud Partner Program brand logo guidelines

Select a language and template

English

Search

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

Tel: 425 882 8080
Fax: 425 705 7329
www.microsoft.com

Microsoft

May 30, 2025

To whom it may concern,

Legacy Competency certified letter Create

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

Tel: 425 882 8080
Fax: 425 705 7329
www.microsoft.com

Microsoft

May 30, 2025

To: {PartnerName},

MAF Letter Create

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052-6399

Tel: 425 882 8080
Fax: 425 705 7329
www.microsoft.com

Microsoft

May 30, 2025

To whom it may concern:

Solutions Partner certified letter Create

- From here you can create the letter required
 - You can customise this letter for the intended audience
 - Add your Solution Designations

Select a language and template

Customize letter

Customize letter

Option

Include my partner business locations

Customer details ^

Customer name

Customer address

Customer address 2

City

State

Country

Postal code

Customer reference number

Solution area

Infrastructure (Azure)

Data & AI (Azure)

Modern Work

Security

Available specializations

Letter name *

Save Save & download Cancel

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www.microsoft.com

Microsoft

May 30, 2025

To whom it may concern:

I hereby confirm that [redacted] has identified the requirements for demonstrating and validating their technical capabilities in the Microsoft AI Cloud Partner Program.

[redacted]

To learn more about how these Microsoft designations represent this partner's capabilities, please visit: <https://aka.ms/MicrosoftSolutionsPartner>.

Best Regards,

[redacted]

Program Director for the Microsoft AI Cloud Partner Program

This information is current as of May 30, 2025 and this letter of certification is valid until June 29, 2025.

- Customise and download your asset
- Access saved assets in the **Recently Saved** section

Additional Marketing and Program Benefits

In addition to Logo Builder, eligible partners also receive a range of other benefits through the Partner Center:

- **Azure Credits** – For development, testing, and demonstration purposes
- **Cloud Services** – Access to Microsoft 365, Dynamics 365, and other cloud products
- **Product Licences** – Internal-use rights for Microsoft software
- **Technical Consultations** – Pre-sales and deployment support from Microsoft engineers
- **Developer Tools** – Access to Visual Studio and other dev resources
- **Marketing Benefits** – Including co-branded materials, go-to-market services, and customer-facing badging