Information Card Icon
Frequently Asked Questions (FAQ)

Q: What are Information Cards?

A: Information Cards enable people to send information from identity providers to relying parties via identity selector software employing a visual Information Card metaphor, as described in A One-Page Introduction to Windows CardSpace. Information Card software, such as Windows CardSpace, enables people to send this information in a way that is interoperable across platforms, using open industry protocols.

Q: What is this icon for?

A: This icon is intended to provide a common visual cue that Information Cards can be used to provide information to a site or program, similarly to how the RSS icon is used to indicate the availability of syndicated content. It is intended for use by all.

Q: Is this icon trademarked?

A: Yes, Microsoft has filed trademark applications for this icon.

Q: Why did Microsoft trademark this icon?

A: We trademarked the icon to help ensure that this icon will be available for use by the community in connection with Web sites and programs that enable people to use Information Cards.

Q: Do I need to attribute ownership to Microsoft?

A: No. The icon may be used without attributing ownership to Microsoft. Furthermore, no trademark "bugging" (e.g., TM or ®) is required.

Q: Do I have to use Microsoft Windows or Windows CardSpace in order for me to use the icon?

A: No. Information Cards are based on open protocols usable on all on all platforms. Use of the icon is appropriate on all platforms to indicate the ability to use interoperable Information Card software in that context (including Windows CardSpace).

Q: Can I make a custom version of the icon for my website?

A: Yes, so long as your customized version of the icon is consistent with the parameters of the usage guidelines.

Q: How should I use the icon on my Web site?

A: See the usage guidelines for guidance on how the icon should and should not be used in connection with your Web site.

Q: What size of the icon is recommended for use on Web sites?

A: The 56x39 pixel version of the icon is recommended for use on Web sites.

Q: Do you have a version in my favorite file format?

A: Versions in various sizes are posted in .png format, which is usable by essentially all modern browsers and graphics packages. Versions in Adobe Illustrator format are also posted, should you want to generate other sizes or formats.

Q: Why purple?

A: Purple (actually deep indigo) was chosen to be visually distinct from color schemes commonly used by Web sites so that the icon would be easily visually identifiable, analogously to how the orange RSS icon typically stands out on Web pages.

Q: When should the 3:2 aspect ratio version of the icon be used?

A: The 3:2 aspect ratio rendering is intended for use in visual contexts when a 3:2 aspect ratio rendering of either an Information Card image or the icon may be displayed. Having a 3:2 aspect ratio rendering of the Icon (in particular, a 120x80 pixel rendering) allows it to be the same size as an Information Card image, and thus, enables the interchangeable display of the Icon or an Information Card image.

Q: Where can I learn more about Information Cards?
A: You can find out more information on Information Card Foundation's Web site.

Q: Where can I find the Identity Selector Interoperability Profile documents?
A: You can find the documents on Microsoft's Web site.

Q: What happens if I don't follow the usage guidelines?

A: It is our hope that the icon will be used for its intended purpose, and we would be glad to help users who have good intentions but require some guidance. However, if someone uses the icon for a harmful purpose, Microsoft reserves the right to take appropriate action to stop such misuse.

Q: What should I do if I see someone using this icon improperly?

A: First, please try to encourage them to use it properly to help preserve its value for the community. However, if they persist in using the icon in a harmful way, please send e-mail to iclogo@microsoft.com describing the harmful usage.

Q: Is Microsoft planning to use the icon in this way?

A: Absolutely!

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