

# Microsoft Corporate Branding Identity Font "Segoe"

In addition to the Frutiger font forgery "Segoe UI" (with suffix "UI"), Microsoft also uses a special font forgery "Segoe" (without suffix "UI") as "corporate branding identity font", which is given to promotion and public relations companies without paying license fees to the Swiss designer Adrian Frutiger, whose design was forged and renamed to Segoe. In the "license agreement", Microsoft declares to be the owner of the exclusive rights to the Frutiger font forgery called Segoe.

The "license agreement" devised by Microsoft for the purpose of granting the "license" for the Frutiger forgery to advertising and promotion companies runs as follows:

Microsoft Corporate Branding Identity Font, "Segoe"

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etc. etc.

But the font internals of the "corporate branding identity font" Segoe reveal that the Agfa Monotype Corporation declares to be the owner of the rights to the Frutiger forgery

The "copyright" statement contained in the forgery of Frutiger's font runs as follows:

Digitized data © 1997-2003 Agfa Monotype Corporation. All rights reserved.

Segoe™ is a trademark of The Monotype Corporation.

[http://www.agfamonotype.com/html/designer/des\\_index.html](http://www.agfamonotype.com/html/designer/des_index.html)

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etc. etc.

Besides regular, italic and bold versions of the font forgery of the Frutiger font (see next page), Microsoft also distributes other versions (black, light, condensed etc.) of the Frutiger forgery to advertising, promotion and public relations companies.

**Segoe Regular** ("Copyright" 1997-2003 Agfa Monotype Corporation)

	!	"	#	\$	%	&	'	(	)	*	+	,	-	.	/
0	1	2	3	4	5	6	7	8	9	:	;	<	=	>	?
@	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
P	Q	R	S	T	U	V	W	X	Y	Z	[	\	]	^	_
`	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
p	q	r	s	t	u	v	w	x	y	z	{		}	~	

**Segoe Italic** ("Copyright" 1997-2003 Agfa Monotype Corporation)

	!	"	#	\$	%	&	'	(	)	*	+	,	-	.	/
<i>0</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>:</i>	<i>;</i>	<i>&lt;</i>	<i>=</i>	<i>&gt;</i>	<i>?</i>
@	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
<i>P</i>	<i>Q</i>	<i>R</i>	<i>S</i>	<i>T</i>	<i>U</i>	<i>V</i>	<i>W</i>	<i>X</i>	<i>Y</i>	<i>Z</i>	<i>[</i>	<i>\</i>	<i>]</i>	<i>^</i>	<i>_</i>
<i>`</i>	<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>	<i>l</i>	<i>m</i>	<i>n</i>	<i>o</i>
<i>p</i>	<i>q</i>	<i>r</i>	<i>s</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>w</i>	<i>x</i>	<i>y</i>	<i>z</i>	<i>{</i>	<i> </i>	<i>}</i>	<i>~</i>	

**Segoe Bold** ("Copyright" 1997-2003 Agfa Monotype Corporation)

	!	"	#	\$	%	&	'	(	)	*	+	,	-	.	/
<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>:</b>	<b>;</b>	<b>&lt;</b>	<b>=</b>	<b>&gt;</b>	<b>?</b>
@	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
<b>P</b>	<b>Q</b>	<b>R</b>	<b>S</b>	<b>T</b>	<b>U</b>	<b>V</b>	<b>W</b>	<b>X</b>	<b>Y</b>	<b>Z</b>	<b>[</b>	<b>\</b>	<b>]</b>	<b>^</b>	<b>_</b>
<b>`</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>n</b>	<b>o</b>
<b>p</b>	<b>q</b>	<b>r</b>	<b>s</b>	<b>t</b>	<b>u</b>	<b>v</b>	<b>w</b>	<b>x</b>	<b>y</b>	<b>z</b>	<b>{</b>	<b> </b>	<b>}</b>	<b>~</b>	