Google Marketing Platform
Visual Guidelines
Table of Contents

Brand guidelines
Brand promise
Visual direction

Brand logo lockups
Master logo & color applications
Logo do’s and don’ts
Sub-level product applications (TBD)
Sub-level product color applications (TBD)

Color
Color palette
Color hierarchy
Color principles

Imagery
Intro for when to use which visual style
Photography
Unique illustration
Iconography (system icons)
Animation and Video

Typography
Overview
Typefaces
Google Slides typography
Titles and headlines
Paragraphs
Typographic hierarchy
Line height and weight
Legibility

Related Guidelines
Google Ads Visual Guidelines
Google Marketing Platform Editorial Guide
Google Ads Editorial Guide
Google Standards
Brand guidelines
Why a visual guide?

Our company’s brand is a recognizable identity and the foundation for how we present ourselves in a cohesive manner. It’s a jumping off point for all of our other communications and materials to convey who we are, what we do, and how we add value. Whether you’re creating a chart or sending an email, it’s important to present the best version of our brand in a streamlined way.

We’re excited that you’ll be a part of the Google Marketing Platform. Use this guide to make it the best, most intelligible brand it can possibly be.
Our brand promise

Smarter tools. Better results.

Google Marketing Platform is an integrated advertising and analytics platform that helps enterprise marketers make better decisions, faster. With Google Marketing Platform, your data and technology are connected to get you faster insights for better results.

By combining built-in Google intelligence, broad audience reach, and actionable insights into a single platform, we help you break down data silos to surface the insights you need, when you need them. Make better decisions and move from insights to action faster with the Google Marketing Platform.
Visual direction

Envision the possibilities

The Google Marketing Platform brand is trustworthy, professional, and reliable. The new visual language showcases premium elements that encapsulates our brand vision. We use alluring photographs to convey that we’re smart, innovative, and insightful, while also maintaining a feeling of accessibility. There’s a hint of possibility in every image, alluding to the vast people that could become customers or the vast future ahead when accessing the power and reach of Google Marketing Platform.
Brand logo lockups
Google Logo Lockup

Full Color
This is the preferred variant for marketing applications. It may be shown on white (preferred), light gray or a solid color background. It may also be used over photos where a suitable clear area exists.

One Color Reverse
Use the reverse variant when a background is too dark to allow use of the positive logo.
Reverse lockups are used on dark backgrounds or imagery when there's enough contrast.

Download Google Marketing Platform Logo Lockups
Master Logo

Full Color
This is the preferred variant for product applications. It may be shown on white (preferred), light gray or a solid color background. It may also be used over photos where a suitable clear area exists.

One Color Reverse
Use the reverse variant when a background is too dark to allow use of the positive logo.

Download Google Marketing Platform Logo Lockups

Horizontal lockup

One Color Reverse - Acceptable sometimes

In rare circumstances such as on websites, a reverse lockup with an icon can be used on a dark background or imagery when there's enough contrast.
Do’s and Don’ts

Here are a few quick guidelines around how to use Google Marketing Platform logo.

- Do use only approved logo artwork and templates.
- Do use the preferred (positive) color variant whenever possible.
- Don’t re-color logo elements.
- Don’t change the logo’s proportion (e.g., skew, stretch or rotate).
- Don’t add drop shadows or other effects.
- Don’t recreate the logotype or signature by typing it with a font.
- Don’t add a subproduct name to a product lockup.
- Don’t place the logo on a background that reduces its legibility.
**Do’s and Don’t**

Here are a few quick guidelines around how to use Google Marketing Platform logo.

Do use centered product names with the icon.

Do use Grey 700 for the product lockup.

Don’t increase the size of the icon.

Don’t decrease the size of the icon.

Don’t use a full-color Google logo when constructing a lockup with an icon.

[Download Google Marketing Platform Logo Lockups](#)
**Vertical Logo**

While most contexts call for horizontal lockups, there are cases where vertical lockups may work better, particularly in video brand attributions.

**Full Color**

This is the preferred variant for all applications. It may be shown on white (preferred), light gray or a solid color background. It may also be used over photos where a suitable clear area exists.

**One Color Reverse**

Use the reverse variant when a background is too dark to allow use of the positive logo.

In rare circumstances such as on websites, a reverse lockup with an icon can be used on a dark background or imagery when there’s enough contrast.
Do’s and Don’t Logo Pairs

When featuring a Google brand logo alongside a partner logo, it’s important to make sure they don’t “compete” visually. To avoid this, use a vertical divider in neutral gray to separate the two logos and create reasonable spacing around both.

**Do | Pairing with typographic logo – align baseline**

**Don’t | Do not stack them**

**Do | Pair with horizontal versions of partner logos**

**Don’t | Scale vertical logos outside of the safe space**

**Do | Use proper unit (from Google logo) to measure spacing around**

**Don’t | Lose a vertical divider**

---

Download Google Marketing Platform Logo Lockups

Google Marketing Platform
# Logo Usage Guidelines - Enterprise

When promoting the Google Marketing Platform or any of its enterprise products, follow these logo usage guidelines.

<table>
<thead>
<tr>
<th>Product</th>
<th>Marketing</th>
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<tbody>
<tr>
<td><img src="image" alt="Google" /></td>
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<td><img src="image" alt="Company Logo" /></td>
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*Only to be used as part of approved video intro/outro templates*
# Logo Usage Guidelines - Free

If you're promoting a free product outside of the context of Google Marketing Platform, follow these logo usage guidelines.

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<tr>
<th></th>
<th>Product Headers</th>
<th>Directional Nav. (app switcher / product cards)</th>
<th>Website</th>
<th>Social Avatar</th>
<th>Marketing templates (data sheets, etc.)</th>
<th>Deck Template</th>
<th>Email Template</th>
<th>Videos</th>
<th>Ad Campaigns</th>
<th>Event Collateral (ie signage)</th>
<th>Physical Swag</th>
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Free Logo Do’s and Don’ts

Here are a few quick guidelines around how to promote a free product.

Always use the Google (A) and product lockup (F) together on the same creative canvas for marketing assets.

This approach drives the association with Google via the 4-color lockup, keeps the products at a level below “flagship brands” and Google Marketing Platform via the grey/icon mark, and creates a stronger connection to the lockup used in product.

Don’t

Don’t use a full-color Google logo when constructing a lockup with an icon.

Don’t use the one-color logo with our without an an icon.

Don’t add a subproduct name to a product lockup. And note that we no longer use the pipe (“|”) in any Google names or lockups.

Do

Use the Google (A) and product lockup (F) together in the same creative canvas for marketing assets.

Download Google Marketing Platform Logo Lockups
Color
Brand colors

Color is an instantly recognizable and important element of the Google Marketing Platform. Applying Google Marketing Platform’s core color palette will help create strong visual communication in everything from product UI to illustration and iconography.

For the most part, white and the four core colors should be all you need. If you do need additional colors for your project, you can use darker tones to help you balance primary and supporting palettes.

<table>
<thead>
<tr>
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<th>Secondary</th>
<th>Tertiary</th>
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<td>Google Light Blue</td>
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<td>Google Dark Red</td>
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</table>
COLOR PALETTE

Ratios
For the most part, white and the four core colors should be all you need. If you do need additional colors for your project, you can use darker tones to help you balance primary and supporting palettes.

Core colors
Our four core colors identify us as Google and reinforce that we’re bold, purposeful, and (when appropriate) playful.

Neutrals
Used primarily for information such as text and icons, neutrals make our communications clear without competing with our core palette.
COLOR PALETTE

Build from white

White is our most prominent color. It should appear most often and take up the most space.

Our core colors are elemental, straightforward, and unmistakably Google. We delight our audience by using our color palette in surprising ways.
Color principle 1

Accessibility

An estimated 8%–10% of the global population experiences some degree of color blindness, and more than 10% of Americans over 75 years old are visually impaired – as are more than 4% of those aged 65–74. Having sufficient color contrast and meeting our accessibility standards will help them see and understand our typography and visuals.

Do

Grey 700 used for the headline passes AA accessibility standards with a contrast ratio of 6.5:1.

Don’t

Don’t use yellow for a headline. It does not pass AA accessibility standards since it has a contrast ratio of only 1.7:1.

---

Google Marketing Platform
Avoid color overload

Full-bleed backgrounds work well to punctuate and pace content, but when colors are used too much, it can be overwhelming and lose focus.

**Do**
Use white to provide a focal point and allow the content to be the hero.

**Don’t**
Don’t use large blocks of color that put our white space at risk.
Color Principle 3

Create Focus

Pair core colors with neutrals and a white background to bring dimension and focus to an illustration.
Color Principle 4

Dark Colors
The 700, 800, and 900 colors are best for adding contrast, indicating links and buttons, and shading illustrations.

Light Colors
The 50 and 100 colors are best for shading illustrations, data visualization, and creating points of focus within UI (such as notifications).

Neutrals
Neutral tones allow us to provide utility without competing with the core colors. They're best for text, icons, UX elements, background elements, and off states.

Add Depth
Darker tones can be used for shading to give illustrations a sense of depth.

Add Tonality
Light tones work well with the core 500 colors in illustrations to add tonality without being overwhelming.

Establish environments
Using neutrals and white in illustrations allows pops of color to draw the viewer’s eye to points of interest.

Indicate text links
Any linkable type should use 700, 800, or 900 values to stand out from general copy.
Imagery
When we use photography well, it does these four things:

1. It tells meaningful stories that feel real and true.
2. It highlights our products and how they fit into people's lives.
3. It connects with our diverse audience of millions around the world.
4. It improves the user experience by making products useful and personal.

But, when we use photography incorrectly, we end up with forced situations that feel inauthentic or show products in places where they’re not used in real life. The casting, the setting, even the angle can ruin a photo. So, if you’ve determined that photography is right for your project, it’s important to understand the basics of what makes a photo a Google Marketing Platform photo.

**Focus on the user**

Consider where your photo will appear — if it’s even needed — and make sure it’s helpful for the user in that moment.

**Build for everyone**

Keep in mind the diversity of our audience and our products in everything from setting to casting to styling.

**Build from white**

Start from simplicity and add only the elements the user needs to know it’s from Google.
Art direction

For the new Google Marketing Platform visual direction, the right photographs display the complexity of the products. We use multiple layers to depict platforms, provoke thought, and evoke emotion. We also implement circular forms as a metaphor to the 360 product versions.
Lifestyle

Connect from anywhere

Google Marketing Platform’s lifestyle photography is easily graspable at a glimpse. It’s an image that the user can marvel at and see themselves in. It’s a place that feels familiar to their workplace, a user they recognize as their audience, or people who look similar to their real life colleagues. It shows them the various ways they can use Google Marketing Platform, no matter where they find themselves.
For good measure

It's important for us to display genuine moments so that our users trust what we say, who we are, and know they can rely on us to carry out our promises. We want them to know that they can count on our products to quantify their decisions and to produce real data that will qualify their decisions moving forward.
Multitasking moments

Our photography captures images that have a cohesive thread, but are as diverse and distinct as the people who use Google Marketing Platform. Pick pictures that don’t precisely correlate to the text, so there’s an element of surprise that keeps the user engaged and connected to our brand without losing the familiarity that makes these photos relatable.
Metaphorical storytelling

Enjoy a 360 view

We’re incorporating picturesque photos that allow users to recall fond moments from their lives, but also recognize that this product will allow them to have an all-encompassing view of their marketing.

These 360 images include a feeling of expansion, vibrant colors, and sprawling sceneries that depict the powers of these tools to initiate change, so our users feel like a piece of a bigger ecosystem.
It’s all in the data

Is your campaign performing well and reaching your target audience? The answers are in the numbers. Our images showcase pictures that visualize data and rely on a more dependable, data-driven platform. This inspires our users to chase their goals and use our products and services as a means to get there.

Metaphorical storytelling
Metaphorical storytelling

Bold suits the brave

Our users take calculated risks and aren’t afraid to be bold in their decision-making or hold meetings in non-traditional settings. Our photographs represent their mobility and display a palette of colors that add to our narrative about being brave. Pick images of people being productive, though not necessarily in their office space.
Users and devices

When we’re introducing devices, emphasizing people first is our motto. Even if we’re showing the engagement of the user and the device, the primary focus should be on the user. Devices should reinforce the idea of mobility and movement.
Situational notes

Escape the cubicle

Our images capture a range of professions and places to mirror the variety of our users. The various creative processes they utilize within their work and how they problem solve is apparent throughout our visual narrative.
Do’s and don’ts
Image guideline

Photography helps tell meaningful, human stories that feel relatable. Incorporating the right photography into your case study is a way to help connect with Google’s diverse, worldwide audience.

Do focus on the user

Do build for inclusion and diversity

Do feature a single focal point with minimal clutter in the background

Don’t feature complex scenes with no clear subject

Don’t limit models to a single gender, race, or sect

Don’t showcase busy environments
Visual standard
Image usage

When selecting photography assets, choose an image that tells your customer’s story in one frame. It can be an object, a lifestyle-oriented moment, even a meeting scene around a table. Make sure the image has the proper resolution to support the use type – 72 dpi for slides that will be viewed online; at least 300 dpi if the slides might be printed (typically for long-form PDFs).

Do | Resolution 72 DPI and more

Don’t | Avoid pixelated/blurred image

Do | Framing recommendation

Don’t | Crop out to focus on the subject matter

Do | Proper contents

Don’t | Be mindful of the background scene
Do’s and don’ts
Brand references on products

When using an image that involves technology, please ensure that only Google-based products are featured, and they’re the latest that’s available in your region. A soon-to-be launched product adds a nice touch.

Do
Feature Google products as needed as part of the narrative.

Don’t
Do not include competitor products in any part of the image.
Do’s and don’ts
Brand references within the frame

If the image showcases other brands, please make sure they can be removed or covered from the image.

**Do**
Keep the setting natural and realistic, without references to any external branding.

**Don’t**
This is a commercial image for Google. Do not include external branding of any kind in the frame.
Recommended Studios

To help ensure a consistent look and quality across communications, use these Google Marketing Platform image libraries and Offset studios whenever possible:

These studios have complementary styles and large banks of images that you can search and buy on Offset.com.
Illustration
**Overview**

Done right, a good illustration does these four things:

1. It **eliminates** words to convey a message, narrative, or process.
2. It **delivers** a piece of useful information — always.
3. It **simplifies** abstract information and complex data so that any user can understand them.
4. It **communicates** the style of Google through a balanced use of white and our core colors.

But, used improperly, illustration can be confusing, misleading, overly complicated, and ultimately a waste of the user’s time. We strive to use illustration only when it’s helpful to the user. If illustration isn’t right for your project, read through our imagery guidelines to see other visual media options that might work better.

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**Focus on the user**

The purpose of illustration is to inform, not decorate. Make it simple, clear, and easy to understand at a glance.

**Build for everyone**

Be inclusive and mindful of cultural metaphors. The audience for any illustration must be everyone.

**Build from white**

Illustration helps users connect to our brand. Use our colors and identity elements to make it feel uniquely Google.

---

Full [Illustration library](#)
Overview

Build from white

Building from white is not only clear and distinctive, it nods back to our Search roots with its clean, uncluttered design. Use the Google color palette and look for places where our brand colors can create focus or define areas of emphasis.

Keep it simple

Illustrations should complement your message, not compete with it. If the image takes more than a second to decipher, it’s too complex.

Using colors from our brand palette on a white background helps highlight users in this illustration.

Small bursts of colors from our color palette help make a set of visuals feel like Google.

This illustration keeps the image uncluttered and simple. The person interacting with video is the obvious hero here, with the subtle background giving a sense of place.

This illustration uses a simple metaphor for pinning a site on a map. The minimal details and well-known Google Maps pin make it easy to understand.
Colors

Illustrating with our color palette and neutrals

Color is the main tie that unifies illustrations across Google marketing, products, and branding. Most illustrations should have a balanced representation of colors from our color palette. These colors are instantly recognizable and help keep our illustrations “Google.” See the Google color palette for palette files to download.

Do
Stay within our palette. Here, using colors from our color palette on a large field of white, clearly conveys our brand.

Don’t
Don’t use colors from outside of our palette.

Do
Use our brand colors in sequence – blue, red, yellow, then green – making an illustration more identifiably Google.

Do
Use minimal colors. There’s no need to force all four colors into one illustration.
**Colors**

**Balance color**

You don’t have to use all four Google colors in every illustration. In fact, that’s rarely the best choice.

When you look at the entire set, you see the colors are nicely balanced and evenly distributed.

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**Do**

These feature icons each use one core 500 color plus neutral greys. They work well on their own, and they are well balanced when shown side by side.

**Don’t**

Don’t use all four core colors in one icon. That may work with one individual illustration, but when shown side by side, their colors become overwhelming.

**Do**

Use our brand colors on a white background.

**Don’t**

Use big fields of color for backgrounds. White is our preferred background color.
**Fundamentals**

**Shape**
Strike a balance between geometric and organic shapes. Clean, simple shapes work best for physical objects, while organic forms are ideal for living things.

**Light**
Be mindful with the use of shadows. The objects in a group of illustrations should have a consistent light source to help tie them into a single family.

**Background**
Be mindful with the use of shadows. The objects in a group of illustrations should have a consistent light source to help tie them into a single family.

---

**Do**
These feature icons each use one core 500 color plus neutral greys. They work well on their own, and they are well balanced when shown side by side.

**Don’t**
Don’t limit yourself to only one type of shape and line style. The overuse of geometric shapes makes subjects less relatable.

**Do**
Use neutral vignetting that can become seamless with your site background. It not only feels Google but also works well in responsive design.

**Don’t**
Use full-bleed imagery or illustrations with colors that can’t be seamlessly incorporated into neutral backgrounds.
**Fundamentals**

**People and inclusion**

Google is for everyone, and that should come across in our illustrations. It’s important to represent all of our users. That’s why our extended palette has a broad range of skin tones.

**Hand usage**

Be mindful with the use of shadows. The objects in a group of illustrations should have a consistent light source to help tie them into a single family.

**Symbol usage**

Symbols work best when they’re clear and easily understood. Our audience is multinational and multilingual, so be sure you’re not relying on local symbols, holidays, or cultural references to bring your illustration to life.

---

**Do**

Our user base is spread across multiple cultures, age groups, ethnicities, etc., and our illustrations should reflect this.

**Do**

Illustrating hands is no easy task. When hands are shown, they should be decisively human and organic. Pay close attention to postures and poses.

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**Don’t**

Focus on specific body parts because it makes abstract human elements much more noticeable.

**Don’t**

Use full-bleed imagery or illustrations with colors that can’t be seamlessly incorporated into neutral backgrounds.
Iconography

**Icons** are simple, friendly visual system for highlighting, labelling, and searching.

**Use icons for**

Iconography signals, labels, or highlights simple information with speed and clarity.

- Symbolizing a command, file, device, or directory
- System icons are also used to represent common actions like trash, print, and save
Iconography

How to access

Google Marketing Platform’s iconography is super minimal and clean. Each icon represents an idea reduced to its essence. All should be simple enough to ensure readability even at small sizes, which isn’t to say that icons don’t have personality. A well-designed icon is one that’s useful, friendly, and delightful.

As part of Google Standards, we are unifying asset management across Google, with the goals of supporting a single repository across the company. This gives us the ability to easily export assets you need for each production application you’re working to launch.

Googleplex site now supports Chrome search via “icons/” keyword. Try opening a new tab and typing “icons/your query” into the search bar. For example: “icons/alarm”
Delivery specs

We want all content at Google to meet the highest video industry standards, but we also need to consider users with low bandwidth. Most vendors are familiar with the latest specs and edit accordingly. But here are some useful checklists:

High bandwidth:

- Frame rate: 23.98 progressive
- Audio: 48 kHz, 16, or 24 bit stereo
- Aspect ratio: 16:9
- Resolution: 1080P or better (2K or 4K)
- Delivery format: ProRes HQ or similar high bitrate

Low bandwidth:

- Format: h.264
- Resolution: 1280 x 720
- Bitrate: 1 pass VBR, 3 Mbps max, 1.5 Mbps average
- Audio: 128 kbps

Note: Do not use QuickTime h.264; use the actual h.264 format option. The quality of the QuickTime encoder is not as good. The h.264 format also has built-in YouTube presets, which are good to use and can help target specific use cases.
Overview

Add clarity
An animated story arc can bring an idea to life or support a written message more powerfully than static imagery.

Anticipate bandwidth
Not every user has high-speed Internet. Build animations with smaller file sizes to ensure the best performance across all connections and devices. For recommended delivery specs, see video and animation.

In this still illustration, the phone casts an ominous shadow. It looks like spam mail is lurking in your Gmail Inbox.

This animation shows that spam is actually being deleted from a Gmail account. The shadow representing the malicious message disappears.
Creative checklist

Review

Once you have your video or animation, take a good look at it and make sure it aligns with the points covered in this kit.

As you put your videos and animations through a creative review, make sure they’re high quality, on brand, and – most important – a necessary addition to your project.

**Is it Google Marketing Platform?**
Are you reflecting Google in the best way possible? Is it appropriate for our audience?

**Is your video telling a story?**
Is that story relatable and believable?

**Are we being inclusive?**
Does your video reflect the diversity of our audience and products?

**Are our products up-to-date?**
Are we showcasing our latest and greatest, and keeping our videos as current as possible?

**Is it easy to understand?**
Are any titles and captions readable and is the story easy to grasp?

**Are we taking context into consideration?**
Is your story relatable to the people who will be viewing your video?
Typography
Good typography can help build a visual hierarchy, make text easier to read, and communicate a brand’s personality. Google uses typography to bring character and context to our products and communications. We’ve created a proprietary typeface called Google Sans to expand our typographic palette and allow for new ways to reinforce our brand. Use it, along with Roboto, to strengthen Google expressions.

**Overview**

**Focus on the user**
Clear typography helps people focus on what’s most important.

**Build for everyone**
Be sure your typography supports industry standards for accessibility.

**Build from white**
Simplicity is key to Google, so our typefaces are designed to make things clean, crisp, and legible.
Three Google typefaces

Roboto, Google Sans, and Google Sans Display are the only typefaces that should be used within the Google Marketing Platform brand.

Select type based on its intended size and use case:

- Use **Google Sans Display** for large titles and extra large headlines.
- Use **Google Sans** for headlines.
- Use **Roboto** for paragraphs, short sentences, and smaller supporting text.
Google Slides typography

Specific guidelines are required when working in Google Slides as Slides treats type slightly different than most other programs. When working in Google Slides you should use your discretion to follow Google Brand Typography Standards at closely as possible.

When designing in Google Slides, divide font sizes by two. This is equivalent to the font size that is used in other programs and called out in the Google Brand Typography standards.

Subtle differences between Google Sans Display and Google Sans have been made to optimize the legibility of each family at different sizes. Use Google Sans and Google Sans Display in larger sizes to call attention to title and section headers.

Do not use Google Sans for body copy or long callout sections. If the content spans more than one sentence, consider using Roboto at a smaller size.

Never use Google Sans or Google Sans Display in all caps. Titles should always be in sentence case.

The bold weight of Google Sans Display should be used sparingly to add emphasis. It shouldn’t be used for entire blocks of headline text.

**Headline Color**

Google Material 800 Grey

Hex: #3c4043

RGB: 60, 64, 67

CMYK: %, %, %, %

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**Google Sans**

For headlines - 36pt or larger

**Google Sans Display**

For headlines - 18 - 35pt
Paragraphs and smaller text

Roboto has great legibility at smaller sizes and is easy on the eyes. When creating paragraphs, ensure optimal legibility by using proper line height and line length.

Roboto

Typographic hierarchy
The example to the right demonstrates the proper hierarchy of typographic elements.

Make sure your copy layout has a clear division between main headings, subheadings, and body copy. Subheadings should be approximately halfway between the size of main headings (biggest) and body copy (smallest). Footnotes should be smaller and subtler than body copy.
**Line height**

Line height is the space between each line of text and is directly connected to type size. This relationship impacts the overall grid of the page, margins, image sizes, etc. All of these components need to harmonize.

Adjust the line height so your type is easy to read, and not too tight or too loose. For specific guidance on using typography in websites, see the Web Standard guidelines, and for products, see the Material Design guidelines.

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**Don’t**

- Line height 1.1

Adjust the line height so your type is easy to read. Too tight, and you’ll undermine the flow of the text. Too loose, and the lines won’t feel cohesive.

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**Do**

- Line height 1.2

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**Don’t**

- Line height 1.2

Set the line height of body copy at a size that’s easy to read. This will generally be slightly looser than headlines, but take care to keep things legible.

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**Do**

- Line height 1.5
**Weight**

Both Google Sans and Roboto come in a variety of weights. Use bold very sparingly to emphasize words or phrases. Just don’t overdo it.

- **Do**: Use bold for subheads.
- **Do**: Use bold to highlight information.
- **Do**: Use bold sparingly, only for emphasis.
- **Don’t**: Don’t use multiple weights and styles within a single paragraph. If you try to emphasize too many things, you end up emphasizing nothing.
Optimize text layout for legibility

Line length is the distance between the left and right edges of a text block. If you make your lines too long, the reader loses their place within the block of copy. Too short, and the reader becomes uncomfortable because the words are not as connected.

Pay special attention to the length and structure of your text blocks to optimize legibility and quick comprehension.

**Don’t**

Stretch lines across the page. Edge to edge copy can be hard to read because tight vertical spacing forces the user to search for the next line.

**Do**

Add vertical spacing between lines to increase legibility. Whenever possible, break content into scannable and easy to digest blocks of information.
Type for specific use cases

Product Sans
In most cases, Google Sans and Roboto will be the only fonts you need. Product Sans is only used for product lockups. Don’t use it for any other purpose. You shouldn’t need to create a product lockup, so you shouldn’t need to use Product Sans. But, if you do have to create a lockup, be sure to go through brand review.

Noto
Noto is an open-source font that’s intended to be visually harmonious across hundreds of languages. Use it for all non-Latin languages.
It’s designed for product UI, print materials, and other communication materials.

Noto covers over 100 scripts and comes with a large variety of symbols, punctuation, and glyph variants.
Related Materials

Designing for a related Google brand? Use these guidelines to build consistent experiences that are unmistakably about the brand.

Google Marketing Platform Brand Overview

Background information that outlines brand essence, value propositions, personas, and characteristics that guided the evolution of our brand identities.

Google Marketing Platform Editorial Guide

Google Marketing Platform is many thing to many people — but no matter who we’re speaking to we are still the same brand. Use this guide to unify our brand voice across all communication channels.

Google Standards