

Logo lockups



Logo lockups are usually formed by the combination of the product icon with its name or just by the name. They are the brand ambassadors and are immediately recognizable.

Marketing materials logo lockups: Typography / Colors

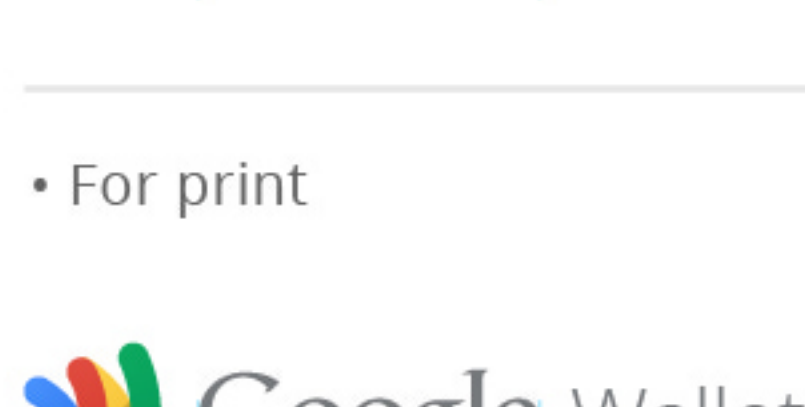
Color values:	
RGB	R117 G120 B123
HEX	75787B
CMYK	K60
PANTONE	Cool Gray 9 C

The typeface used for the entity name is Open Sans with -10 tracking according to the logo size the font weight changes:

Use Open Sans Light

When Google's logo width is greater than:

- For digital use



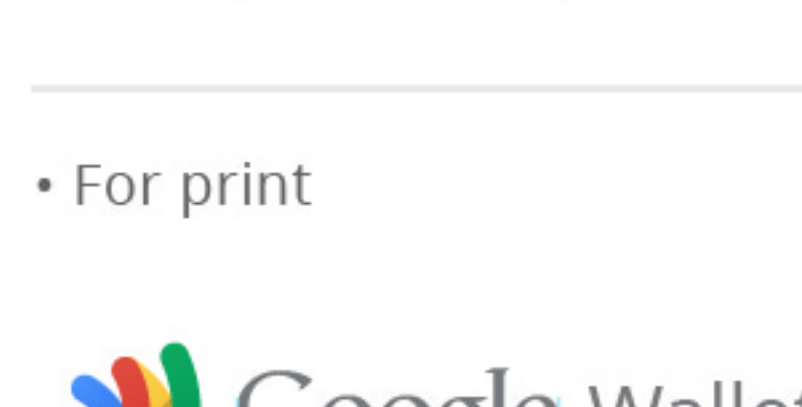
- For print



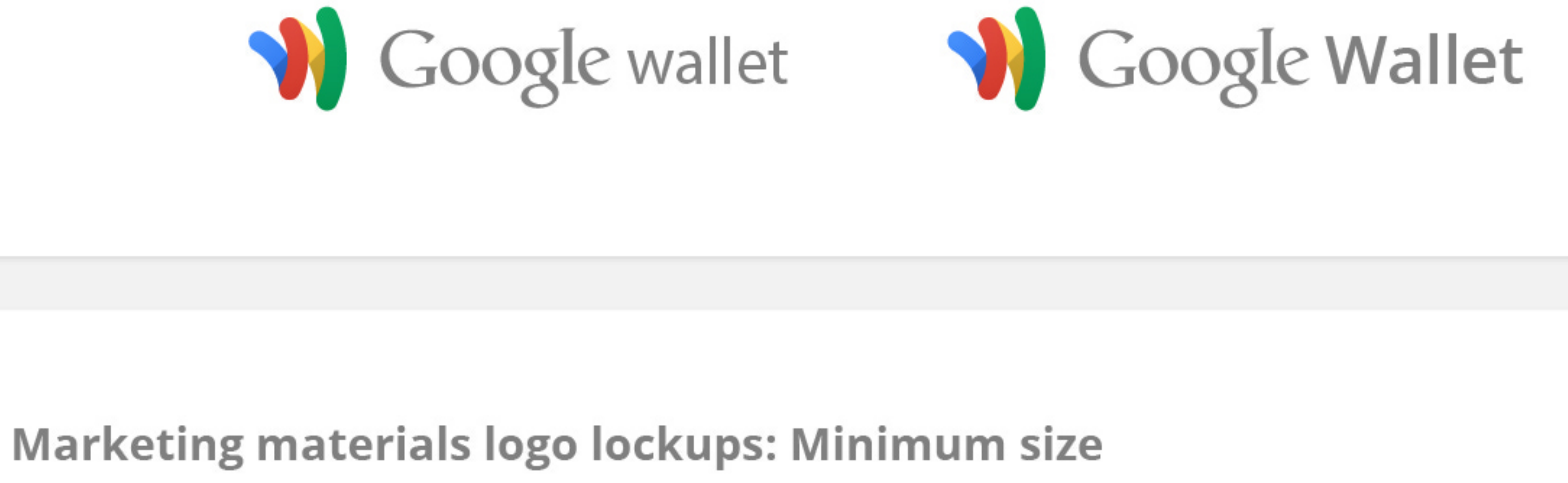
Use Open Sans Regular

When Google's logo width is smaller than:

- For digital use



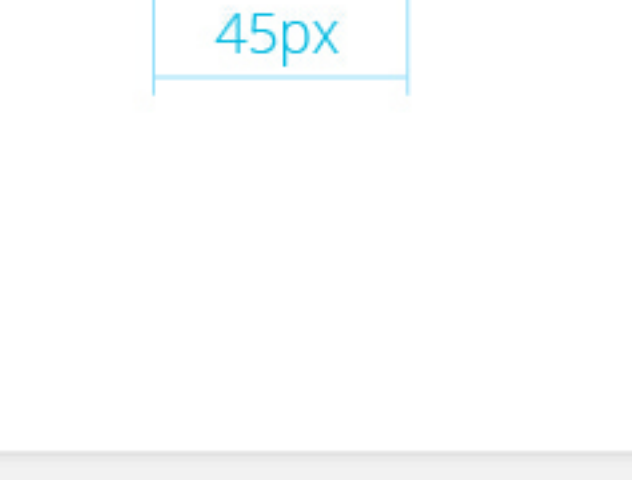
- For print



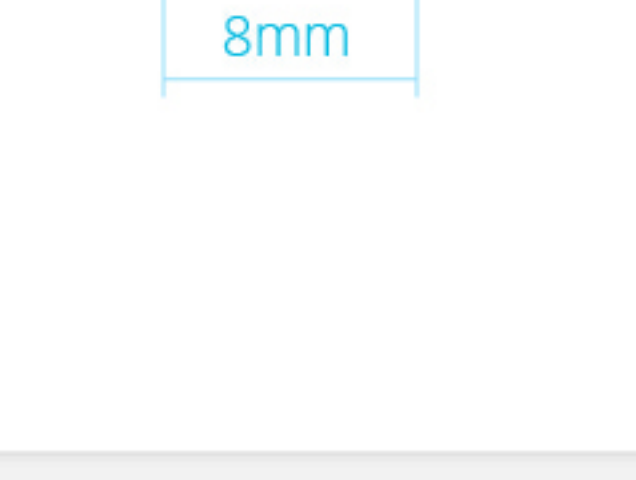
Marketing materials logo lockups: Minimum size

Minimum size specifications ensure that the logo lockup remains legible in all applications. The logo lockup should never be reproduced smaller than the indicated minimum sizes:

- For digital usage

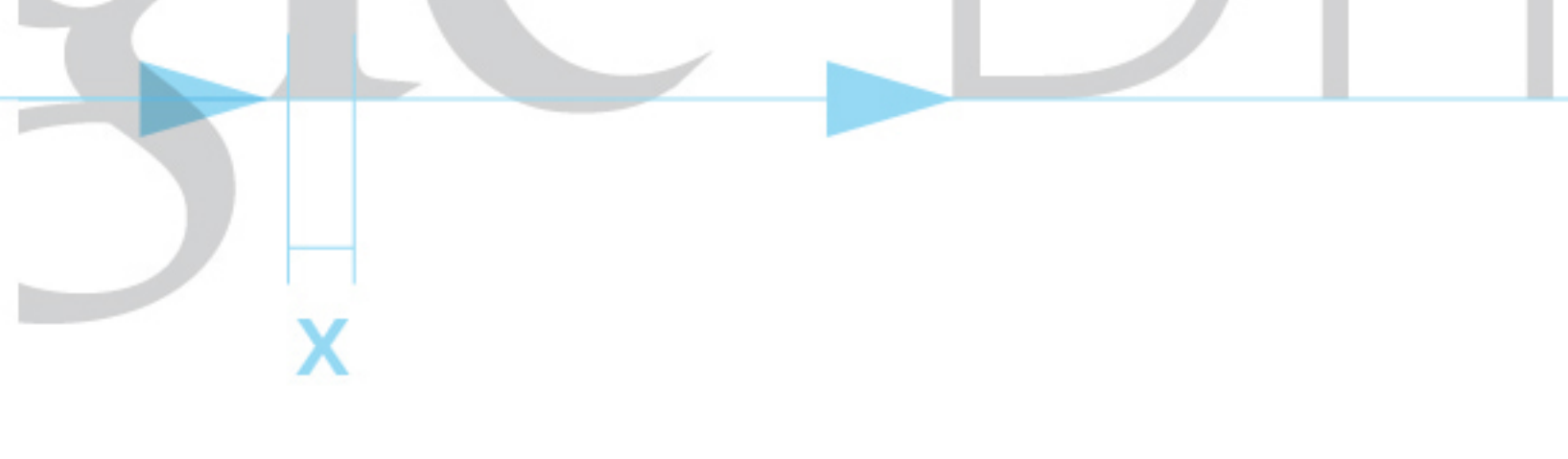


- For print



Marketing materials logo lockups: Proportions

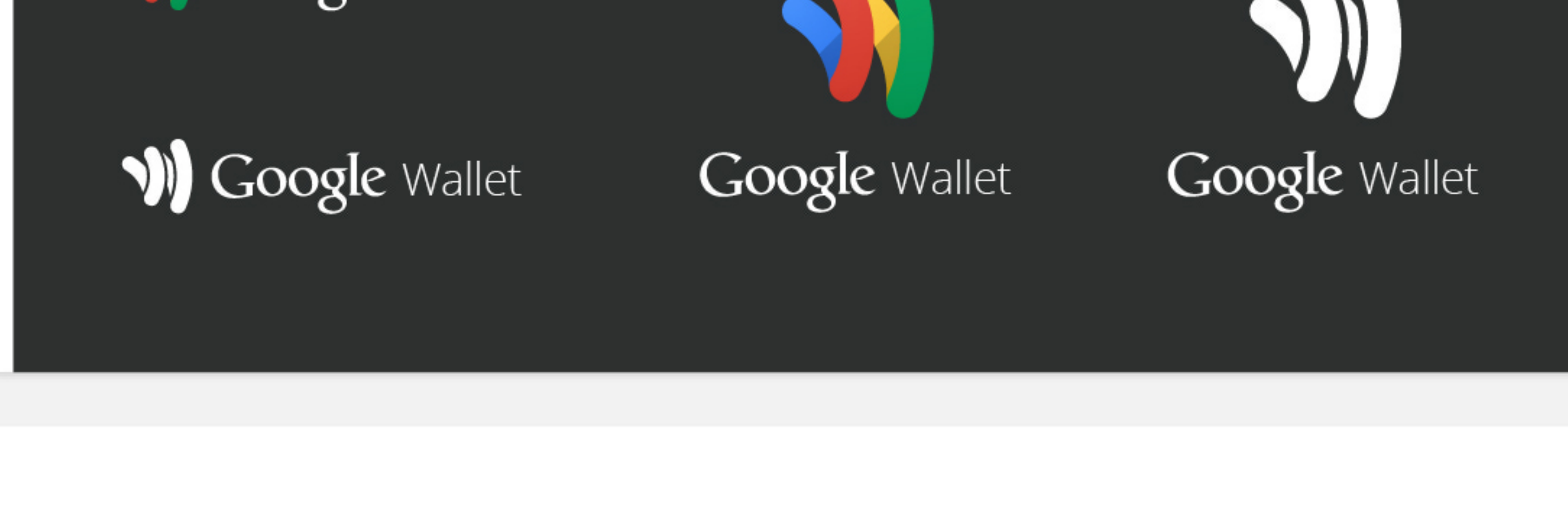
Baseline is defined by "L"



Product icons are centered vertically with letter "G"

Product icons are aligned to the right

Marketing materials logo lockups: Color variations



Marketing materials logo lockups: Standard background colors

