# Google Ads

## Visual Guidelines

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Google Ads

# Table of Contents

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Google Ads
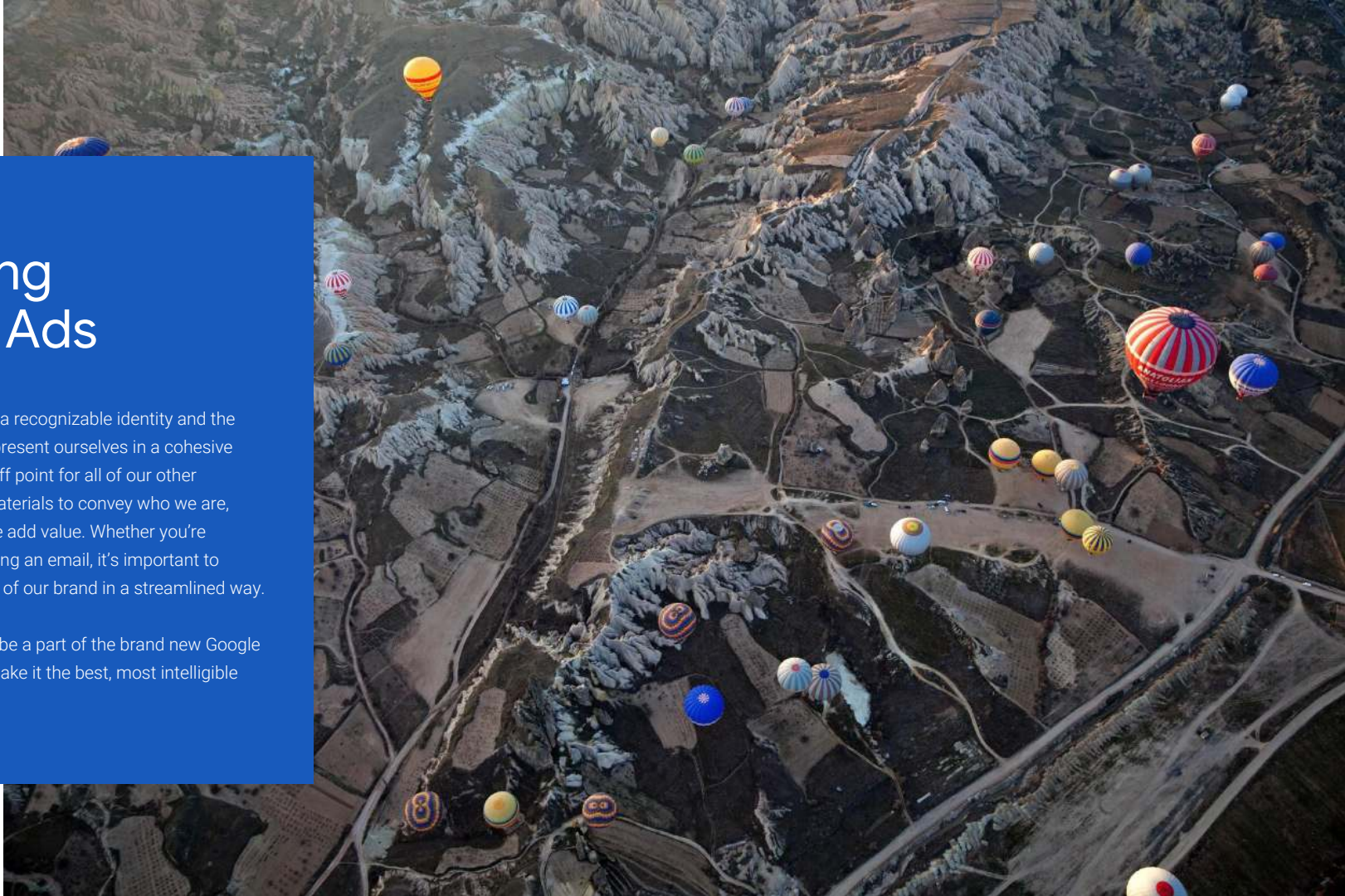
# Brand
# guidelines

Google Ads

# Designing
# Google Ads

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 brand new Google Ads. Use this guide to make it the best, most intelligible brand it can possibly be.

## Brand promise

# Google Ads makes it simple

How many tabs do you have open right now? With Google Ads, you just need one smart interface to seamlessly reach more potential customers. Whether you're a small business or enterprise marketer, our unified solution empowers you to take charge of your campaigns and connect with people precisely when they're looking for your products or services.

Google Ads

## Visual direction

# Create your imagination

The Google Ads brand is trustworthy, approachable, and welcoming. The new visual language defines the elements that encapsulate these emotions and illustrates our energy and brand vision. We use photographs to convey that we're smart, empowering, and professional, while also maintaining a feeling of friendliness. 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 Ads.

Google Ads

# Brand logo lockups

Google Ads

GOOGLE ADS LOGO

## 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.

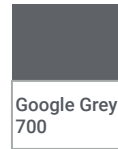Reverse lockups are used on dark backgrounds or imagery when there's enough contrast.

**Download** Google Ads Logo Lockups

Google Ads

Logo      Product Name

Google Grey 700    #5F6368    CMYK C5 M0 Y0 K70    PMS 424

One Color Reverse

Google Ads

Reverse lockups are used on dark backgrounds or imagery when there's enough contrast.

Google Ads

GOOGLE ADS LOGO

# 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.
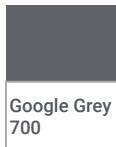
## One Color Reverse

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

**Download** Google Ads Logo Lockups

Horizontal lockup



.6x      x      Logo grey 700          .4x      Product Sans
                                                Grey 700

Google Grey 700

#5F6368    CMYK C5 M0 Y0 K70    PMS 424

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.

Google Ads

## Do's and Don't

**Here are a few quick guidelines around how to use Google Ads 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 Ads Logo Lockups

Google Ads

❌ **Don't**

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

❌ **Don't**

Don't increase the size of the icon.

❌ **Don't**

Don't decrease the size of the icon

Vertical lockup

## 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.
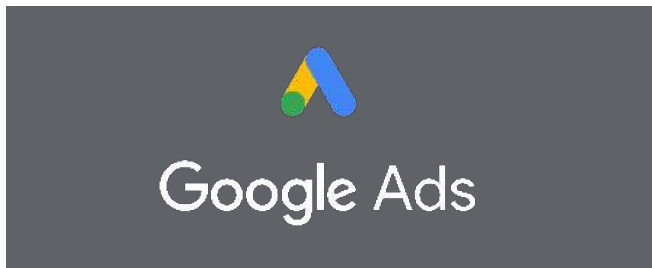
**Download** Google Ads Logo Lockups

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.

Google Ads

# Do's and Don't

**Here are a few quick guidelines around how to use Google Ads logo.**
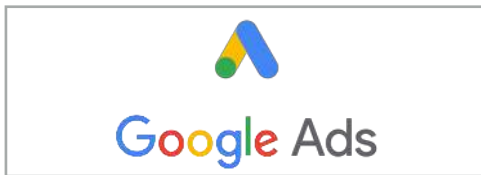
Do use centered product names with the icon.

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 Ads Logo Lockups

Google Ads



❌ **Don't**

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



❌ **Don't**

Don't increase the size of the icon.



❌ **Don't**

Don't decrease the size of the icon

# Do's and Don't
# Logo Pairs

When featuring two logos, 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.
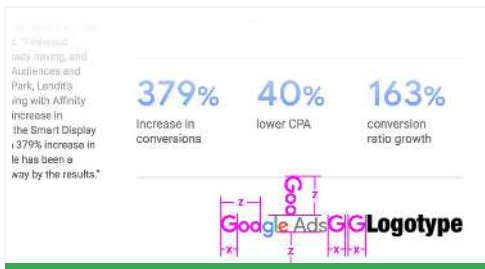
**Download** Google Ads Logo Lockups

Google Ads



**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

# Logo Usage Guidelines

Here are a few quick guidelines around when to use each version of the Google Ads logo

| | | Product | | Marketing | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Product Headers | Directional Navigation | Website | Social Avatar | Marketing templates (data sheets, etc.) | Deck Template | Email Template | Videos | Ad Campaigns | Event Collateral (ie signage)l | Physical Swag |
| A | Google | | | | | | ✓ | | | | | |
| B | Google Ads | | | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | |
| C | ▲ Google Ads | ✓ | | | | | | | | | | ✓ |
| D | ▲ | | ✓ | | ✓ | | | | ✓* | | | ✓ |

*Only to be used as part of approved video intro/outro templates

Google Ads

# Color

# Brand colors

Color is an instantly recognizable and important element of Google Ads. Applying Google Ads' 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.

## Primary

**Google Blue**
#4285F4

**Google Red**
#EA4335

**Google Yellow**
#FBBC04

**Google Green**
#34A853

**White**
#FFFFFF

## Secondary

**Google Dark Blue**
#185ABC

**Google Dark Red**
#B31412

**Google Dark Yellow**
#EA8600

**Google Dark Green**
#137333

## Tertiary

**Google Light Blue**
#D2E3FC

**Google Light Green**
#CEEAD6

Google Ads

# 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.

## Core colors

**Google Blue**
#4285F4

**Google Red**
#EA4335

**Google Yellow**
#FBBC04

**Google Green**
#34A853

**White**
#FFFFFF

## Neutrals

**Google Grey 900**
#202124

**Google Grey 800**
#3c4043

**Google Grey 700**
#5F6368

**Google Grey 600**
#80868B

**Google Grey 500**
#9AA0A6

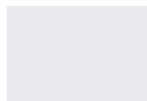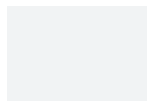**Google Grey 400**
#BDC1C6
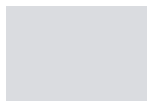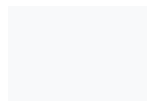
**Google Grey 300**
#DADCE0

**Google Grey 200**
#E8EAED

**Google Grey 100**
#F1F3F4

**Google Grey 50**
#F8F9FA

# 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.
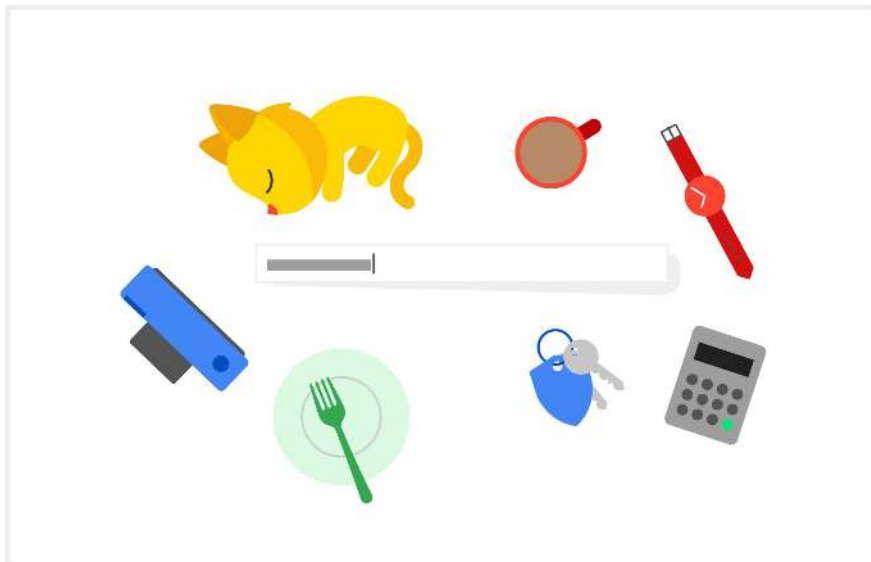
## Color Principle 1

# 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.



**Do**



**Do**

**Color Principle 2**

# 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.
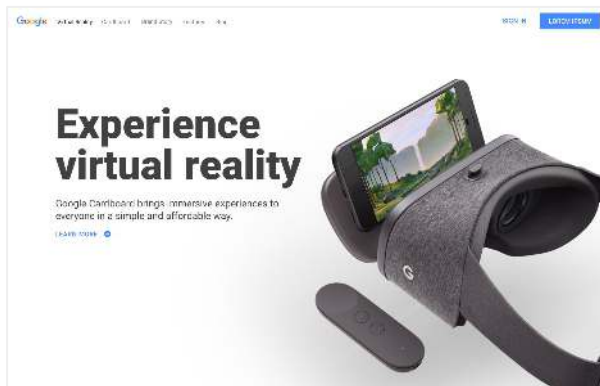


**Do**

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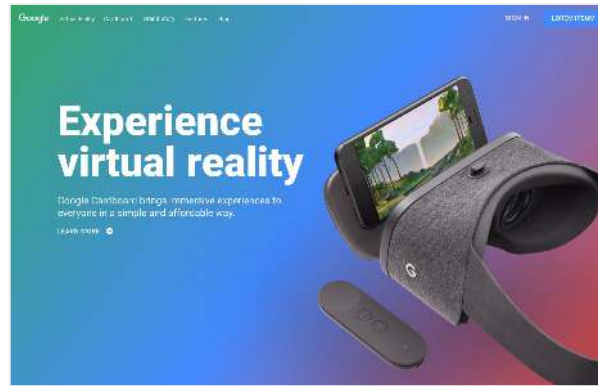


**Don't**

Don't use large blocks of color that put our white space at risk.

Google Ads

**Color Principle 3**

# Create Focus

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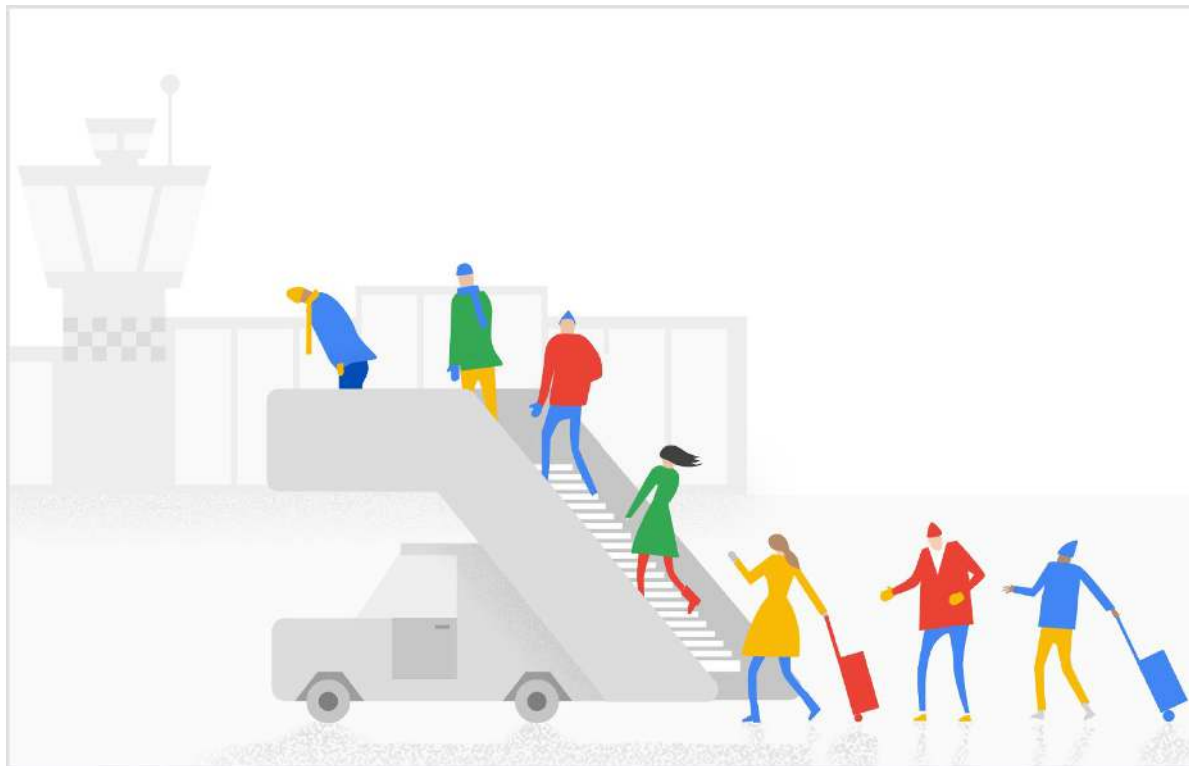
# Color Principle 4

## 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.

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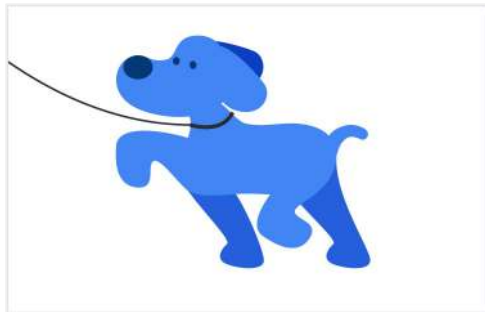
**Add Depth**
Darker tones can be used for shading to give illustrations a sense of depth

**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.
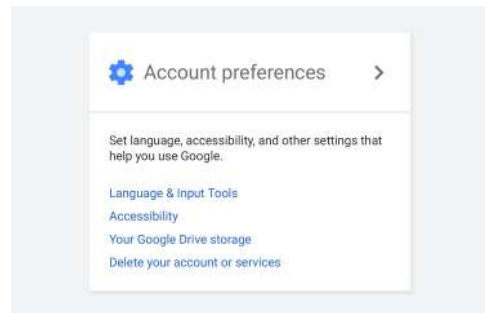
**Indicate text links**
Any linkable type should use 700, 800, or 900 values to stand out from general copy.

# Imagery

Photography

# Photography

When we use photography well, it does these four things:
1. It tells meaningful stories that feel real and relatable.
2. It highlights our products and how they fit into people's lives.
3. It connects with our diverse, world wide audience.
4. It improves the user experience by making products 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 actually used in real life. The casting, the setting, and even the angle can ruin a photo. So, if you're using photography for Google Ads, please adhere to these guidelines for the important basics of what makes a photo a Google Ads photo.
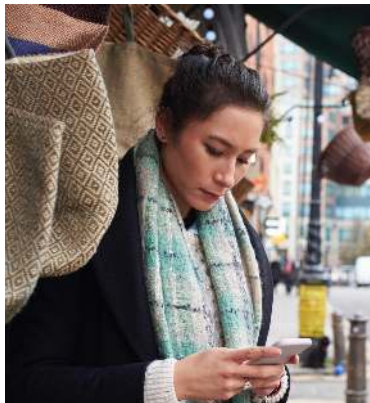


## Focus on the user

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

Photographs add depth and vitality to our designs. They provoke thought and evoke emotion. They can help us tell powerful stories with just a glance. We utilize sprawling landscapes, forward thinking architecture, and a diverse range of people carrying out relatable, everyday activities. Our photographs always keep the attributes below in mind, so when you look at a Google Ads photograph, it instantly sparks one of the following adjectives:

Smart          Professional

Empowering     Approachable

Trustworthy    Welcoming

Google Ads

## Lifestyle

# An intimate snapshot

Consumers can sense authenticity from a mile away. They can tell when something feels natural or staged. 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.

Google Ads

## Lifestyle

# Relatable stories

Google Ads' 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 they want to visit, an activity they've always wanted to try, or a person they would befriend in real life.

Google Ads

## Lifestyle

# Be a bit spontaneous

Our photography should be as unpredictable as our lives. Our images have a cohesive thread, but are as diverse and distinct as the people who use Google Ads. 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.

Google Ads

## Metaphorical storytelling

# Captivate that spark

We're incorporating smile-inducing photos that allow users to recall fond moments from their lives. These images include vibrant colors, inspirational activities, and people who are radiating happiness so brightly that it practically hops off of the screen.

Google Ads

## Metaphorical storytelling

# Live an inspired life

Playing it safe never pays off. Taking risks has its rewards. Our images showcase people living their lives without caution and reaping the benefits of going after a more intentionally full life. This inspires our users to chase their goals and use our products and services as a means to get there.

Google Ads

**Metaphorical storytelling**

# Choose radiant colors

A pop of color gets the user's attention. Our captivating images keep them wanting to explore more. Our luminous world holds so much that needs to be captured and a variety of stories that beg to be told. Google Ads' images show snapshots into the lives of people as diverse as our users.

Google Ads

# Metaphorical storytelling

# Precision is pivotal

It's important that our users understand that we take precision seriously. We aren't messing around with their marketing budgets - we're applying insights, machine learning, and smart technology to show ads that help our users get the most out of their investment. Our images reflect meticulous order and the importance of being accurate.

Google Ads

## Situational notes

### Narrative

Use photographs that tell a story
about the people in them.

### Interactions

Show a diverse and inclusive range of people
coming together and connecting with one another.

### Visual focus

Keep the image simple with only
one primary center of attention.

## Situational notes

# 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 your cubicle

Our images capture a range of professions and places to mirror the variety of our users. The various creative processes they use within their work and how they problem solve is apparent throughout our visual narrative.

When including images of businesses, use real and existing businesses, not stock photography. This will create a feeling of authenticity and transparency.



Google Ads

# 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



**Don't** feature complex scenes with no clear subject



**Do** build for inclusion and diversity



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



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



**Don't** showcase busy environments

Google Ads

# 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

Google Ads

# 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.

Google Ads

# Recommended studios

To help ensure a consistent look and quality across communications, use the following Google Ads image libraries and Offset studios whenever possible:

Studio 1: Google Image library
Studio 2: Offset

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



Google Ads

# Illustration



## Use illustration for...

Expressing abstract concepts, distilling complex ideas, and/or showing culturally agnostic situations or locations. Illustration is used for so much more than just dressing up the page.

Illustration can be a powerful tool to create a better experience for our users, but it should be used to solve a problem instead of being decorative or filling white space. Here's how to use illustration to instruct, inform, and ultimately engage our users.

# 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.

## 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.
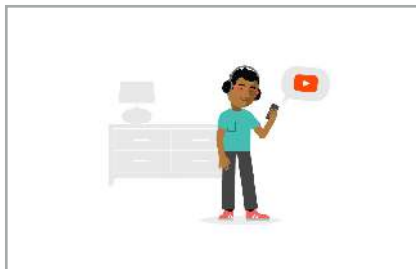


This illustration keeps the image uncluttered and simple. The person interacting with video is the obvious hero here, with the subtle background giving a sense of place.



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.

Google Ads

# 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.

**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.

Google Ads

# 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.
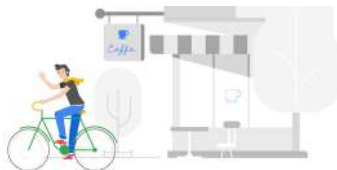


**Do**

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.

Google Ads

## 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.



**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.

Google Ads

# Iconography



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

## 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

# How to access

Google Ads 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"*

Google Ads
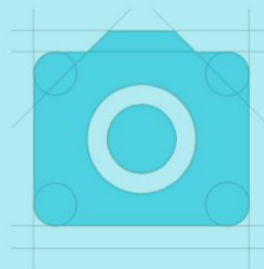
# Animation & Video

## 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.
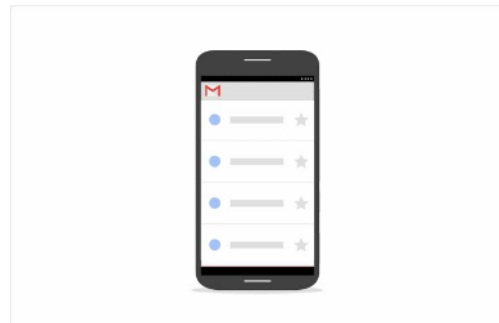


This animation shows that spam is actually being deleted from a Gmail account. The shadow representing the malicious message disappears.

# 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. If you don't have experience reviewing videos, find someone who does or contact us.

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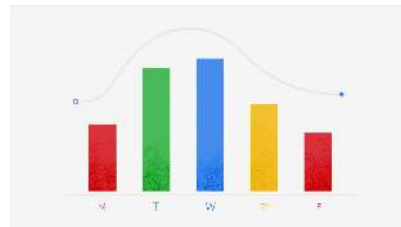Are you reflecting Google in the best way possible? Is it appropriate for our audience?



**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?

Google Ads

# Typography

# Overview

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.



**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 Ads 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.

For headlines - 36pt or larger*

# Google Sans Display

For headlines - 18 - 35pt*

# Google Sans

For body copy and smaller text - 16pt or smaller*

# Roboto

Google Ads

# 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.

Headlines - 24pt *equivalent to size 48pt

**Line height 1**

# Google Sans Title

Subheading - 14pt *equivalent to size 28pt

## Subtitle

Body text size 9pt *equivalent size 18pt

**Line height 1.3**

Donec ullamcorper nulla non metus auctor fringilla. Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

## Titles and headlines

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 not be used for entire blocks of headline text.
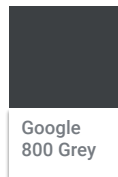
For headlines - 36pt or larger

# Google Sans Display

For headlines - 18 - 35pt

# Google Sans

Google
800 Grey

**Headline Color**
**Google Material** 800 Grey
**Hex:** #3c4043
**RGB:** 60, 64, 67
**CMYK:** %%, %%, %%, %%

Google Ads

## 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.

Use regular weight for all body copy text. The regular weight makes it ideal for legibility. Only use bold when you have to emphasize things.

For body copy and smaller text — 16pt or smaller

# Roboto

Donec ullamcorper nulla non metus auctor fringilla. Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras justo odio, dapibus ac facilisis in, egestas eget quam.
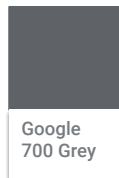
Google
700 Grey

**Body Text**
**Google Material** 700 Grey
**Hex:** #5f6368
**RGB:** 95, 99, 104
**CMYK:** %%, %%, %%, %%

Google Ads

# 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.

Google Sans Display

Roboto

Google Sans

Roboto
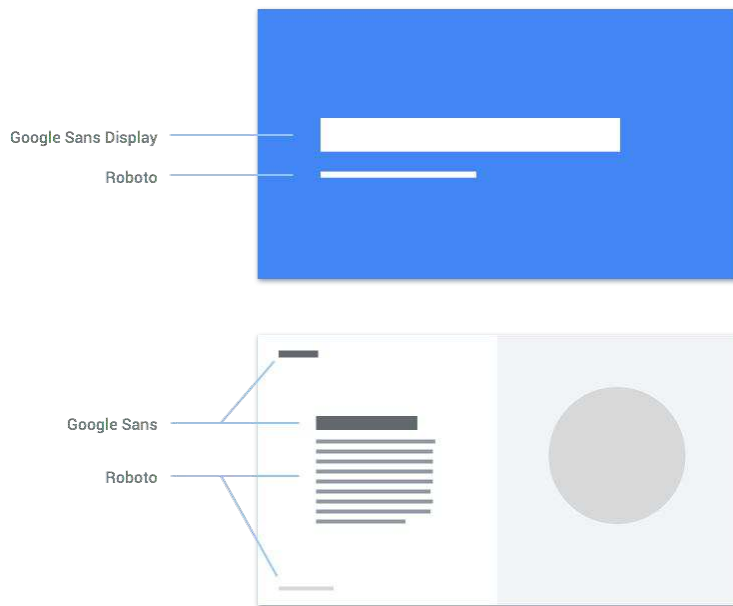
# Line height

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.



❌ **Don't**

Line height 1.1



✅ **Do**

Line height 1.2

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.



❌ **Don't**

Line height 1.2



✅ **Do**

Line height 1.5

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.

# 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.



**Tips and tricks**
Everything you need to know to get the most from your Pixel.

**Connect and share**
Share suggestions, ask questions, and connect with other Pixel users.

Here if you need us, **24/7.**

✅ **Do**

Use bold for subheads.

✅ **Do**

Use bold to highlight information.

A **simple voice request** triggers Google Home to play music, podcasts or radio from services like Google Play Music, Spotify, YouTube Music, Pandora, and more.

A **simple voice request** triggers *Google Home* to **play music**, podcasts or radio from services like *Google Play Music, Spotify, YouTube Music, Pandora*, and more.

✅ **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 dis-tance be-tween 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.

When possible, break content into scannable and easy to digest blocks of information.

Google Ads

# 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.

## Google Ads

Logo | Product Name

Product Sans is only for use in product logo lockups.

العربية الطباعة

微雨燕雙飛

प्यार टाइपोग्राफी

היפרגרפיט הבהא

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

Google Ads

# Related Guidelines

# Related Materials

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

## Google Ads Brand Overview

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

## Google Ads Editorial Guide

 Google Ads 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

Google Web Standards includes Google's Brand Standards, Material Design, Imagery, and Marketing Web Standards.