



# **Best Practices Guide for Payments**

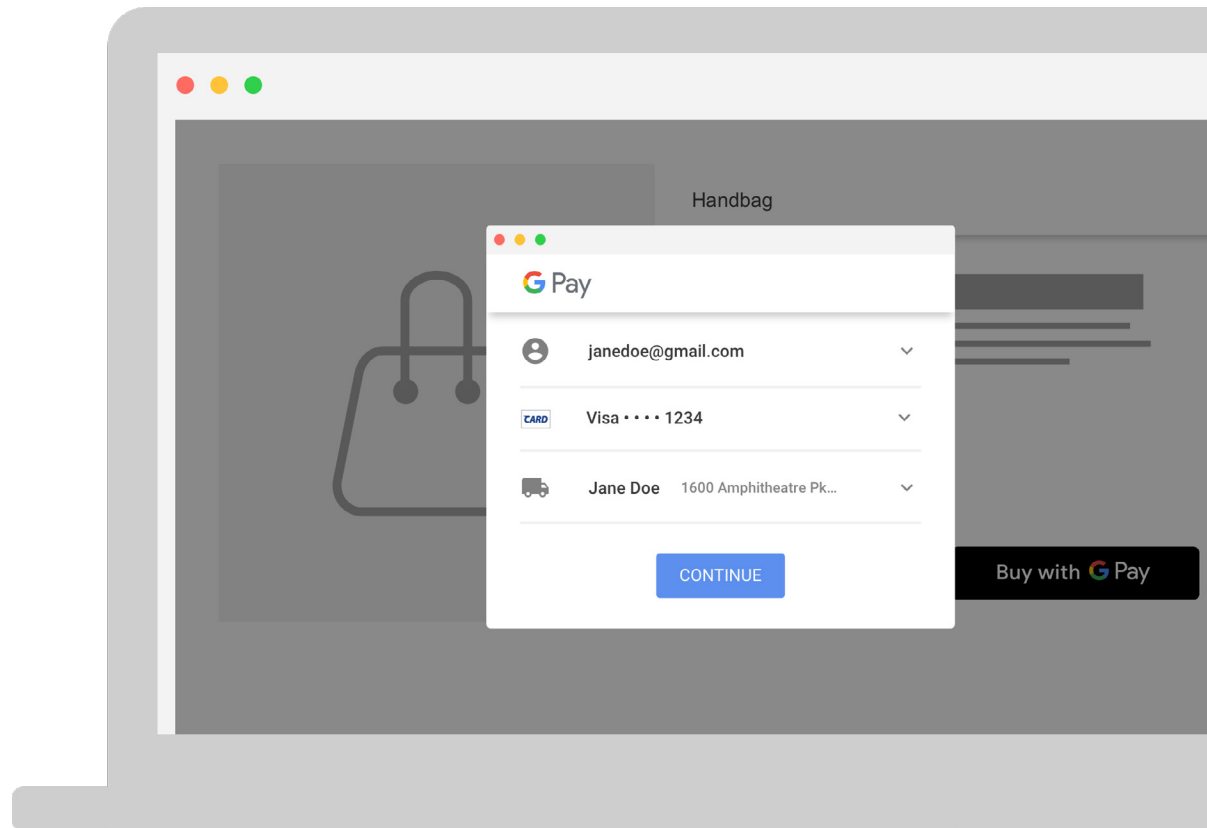
Web | August 2018

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# Overview

Use this best practices guide when you're ready to implement the Google Pay API for web. You'll find instructions and examples for using the Google Pay buttons, logo, mark, and text on your site. Follow them closely to provide the best experience for your users and uphold the integrity of the Google Pay brand.



# Google Pay Payment Button: Do's & Don'ts



## Do

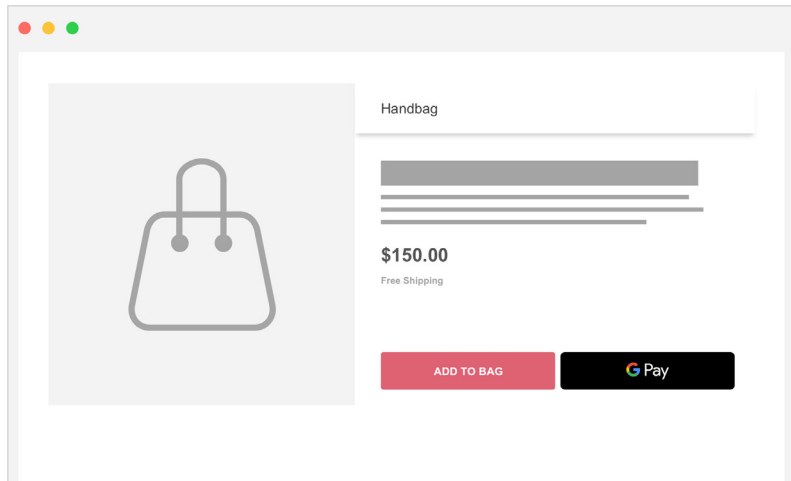
- Use only the Google Pay buttons provided by Google.
- Use Google Pay buttons to initiate the payment flow.
- Use the same style of button throughout your site.
- Ensure the size of Google Pay buttons remains equal to or larger than other buttons.
- Ensure you choose a button color that contrasts with your background.



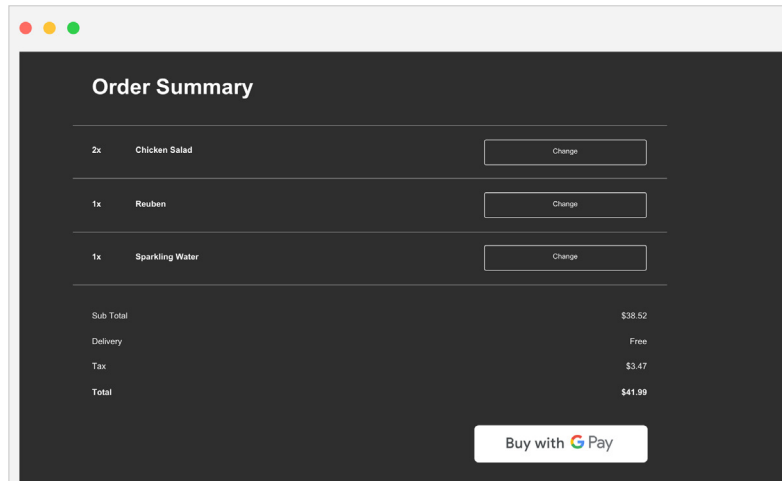
## Don't

- Do not create your own Google Pay buttons or alter the font, color, button radius, or padding within the button in any way.
- Do not use Google Pay payment buttons to initiate any other action.
- Do not switch between color variations or versions with and without text.
- Do not make the Google Pay button smaller than other buttons.
- Do not use a button color that's similar to the background. For example, don't use the white button on a white background.

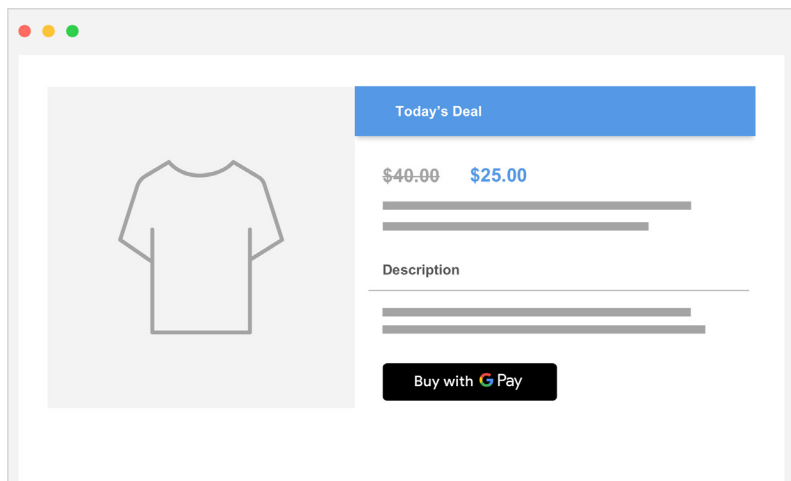
# Examples



If you're placing a Google Pay button next to another button, make sure the Google Pay button is of equal size.



Always use the a Google Pay button that contrasts with the background on which it will appear.



When adjusting the site to the Google Pay button, always maintain height, width, and padding rules.

# Google Pay Logo & Mark: Do's & Don'ts



## Do

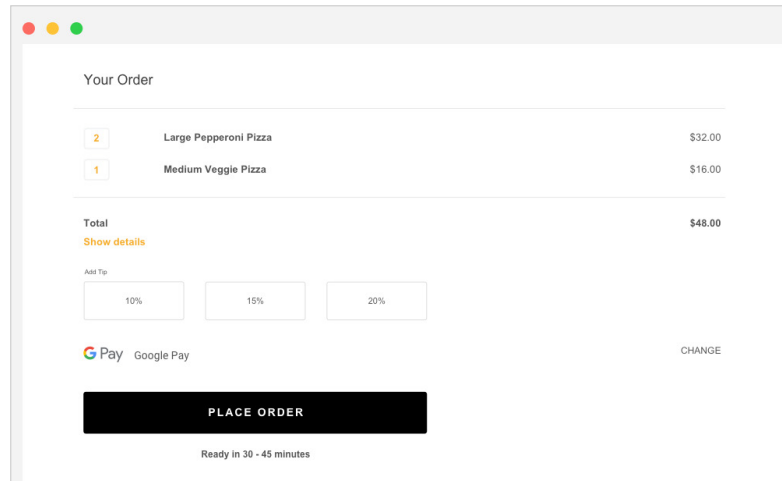
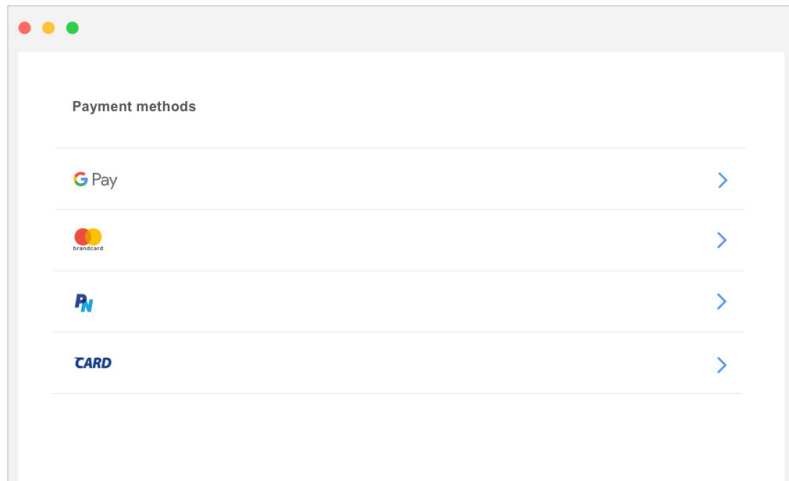
- Use only the Google Pay logo and mark provided by Google.
- Use the Google Pay logo or mark to indicate Google Pay as a payment option during payment flows.
- Choose the logo or mark that best matches the way in which other brand identities are displayed.



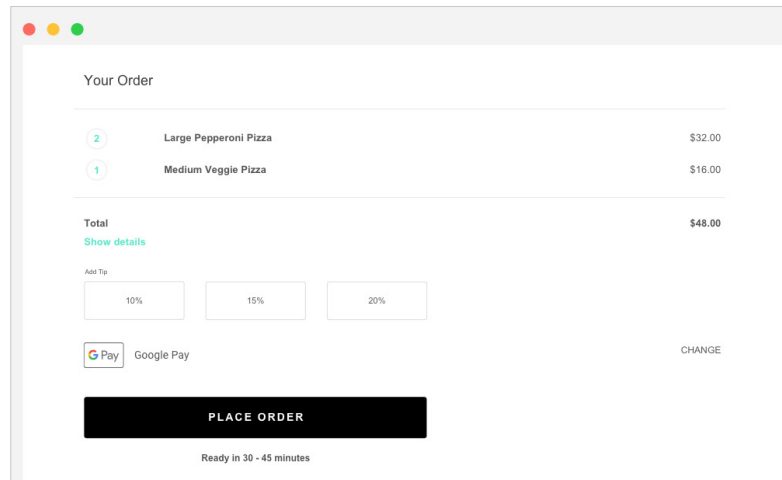
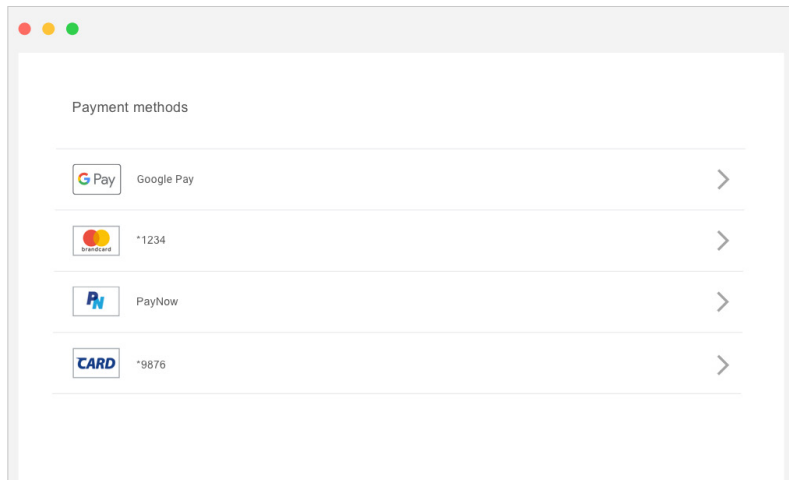
## Don't

- Do not create your own logo or mark or alter them in any way.
- Do not translate the word "Pay."
- Do not display the Google Pay logo or mark in a different or smaller size than the other payment options.

# Examples



If you're using logos to represent payment options, use the Google Pay logo and continue using it throughout your buy flow.



If you're using the "credit card" format to represent payment options, use the Google Pay mark and continue using it throughout your buy flow.

# Using Google Pay in Text

You may use text to indicate Google Pay as a payment option and to promote Google Pay in your marketing communication.

## **Capitalize the letters “G” and “P”**

Always use an uppercase “G” and an uppercase “P” followed by lowercase letters. Don’t capitalize the full name “GOOGLE PAY” unless matching the typographic style in your UI. Never use an uppercase “GOOGLE PAY” in your marketing communication.

## **Do not abbreviate Google Pay**

Always write out the words “Google” and “Pay.”

## **Match the style in your UI**

“Google Pay” should be set in the same font and typographic style as the rest of the text on your site. Do not try to mimic Google’s typographic style.

## **Do not translate Google Pay**

“Google Pay” should always be written in English.

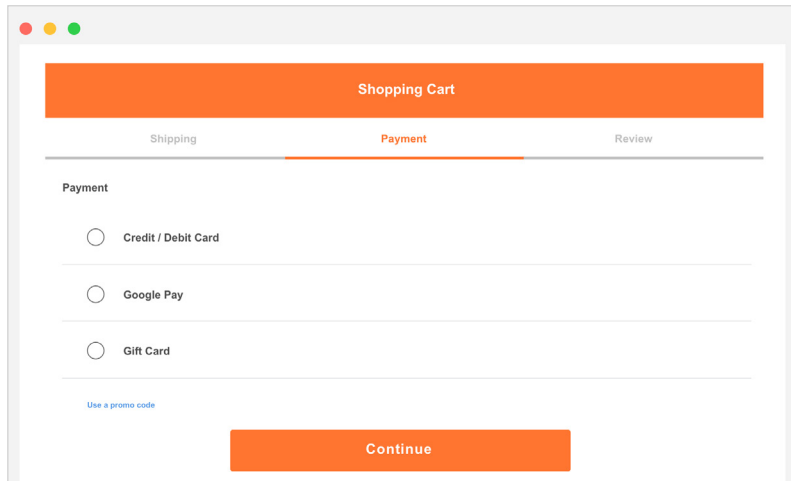
Do not translate it into another language.

## **Use the trademark symbol the first time “Google Pay” appears in marketing communication**

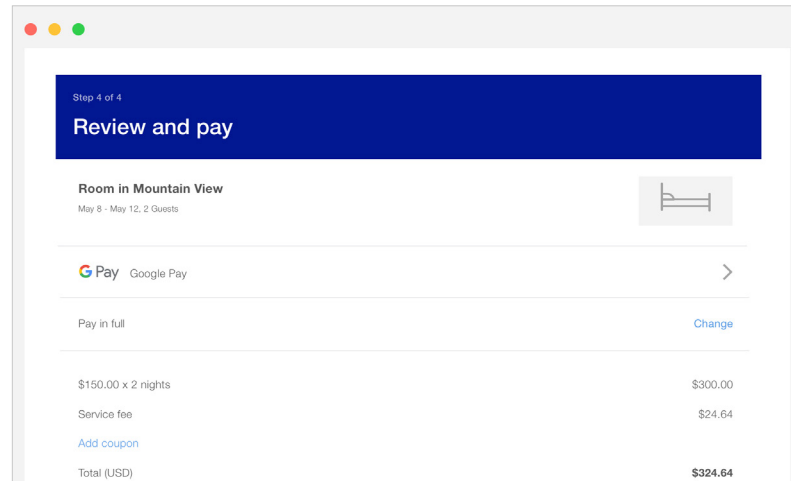
When using “Google Pay” in your marketing communication, you’ll need to show the trademark symbol, ™, the first or most prominent time it appears. Do not use the trademark symbol when indicating Google Pay as a payment option on your site.



# Examples



If you aren't displaying logos for other payment options, "Google Pay" should be represented by text.



"Google Pay" should be set in the same font and typographic style as the rest of the text on your site.

# Creating Your Checkout Flow

Maximize your conversions by implementing checkout flows and payment modals that allow customers to quickly and easily review their payment information and confirm their purchase.

## **Make Google Pay the primary payment option**

People like using Google Pay for faster checkout. Where possible, display the Google Pay button prominently, and consider making it the default or only payment option.

## **Let your customers make purchases without an account**

Account creation slows down the checkout process and can lead to abandoned carts. Use Google Pay to enable faster guest checkout. If you'd like your customers to create an account, allow them to do so after they complete their purchase.

## **Use Google Pay to initiate payment during cart checkout**

The Google Pay button brings up the payment modal. On the payment modal, customers can only select and confirm a single payment method and shipping address. Be sure to get all of the other information you need – such as an item's size, color, or quantity, the option to add a gift message or apply a promo code, or the ability to choose different shipping speeds and destinations for individual items – before you give customers the option to select the Google Pay button. If a customer doesn't provide the information needed, offer real-time feedback to let them know what's missing before bringing up the payment modal.

## **Add the Google Pay button to product detail pages in addition to cart checkout**

Speed up single-item checkout by letting customers make individual purchases right from your product detail pages. If a customer chooses this option, be sure to exclude any other items they have in their shopping cart, since the payment sheet only lets them confirm their payment and shipping information.

## **Include Google Pay on confirmation pages and receipts**

When displaying payment information on confirmation pages and email receipts, make sure you indicate that the customer has paid with Google Pay. Never display full account numbers, expiration dates, or other payment method details to the user.

Here are a few examples:

"Network •••• 1234 with Google Pay"

"Network •••• 1234 (Google Pay)"

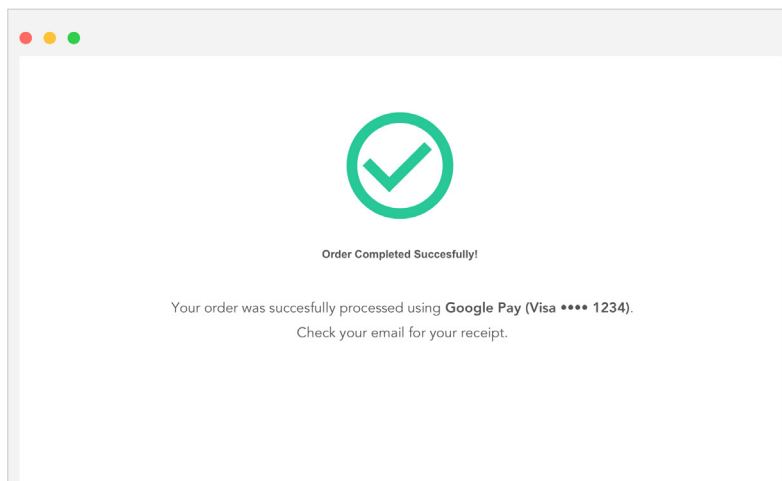
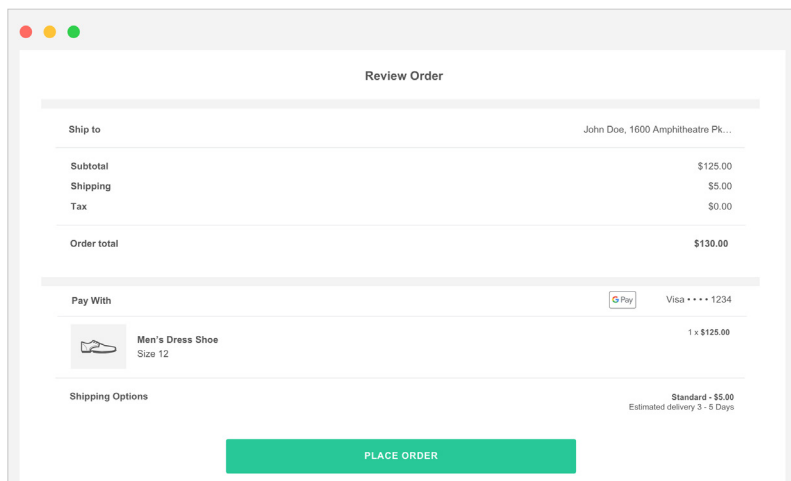
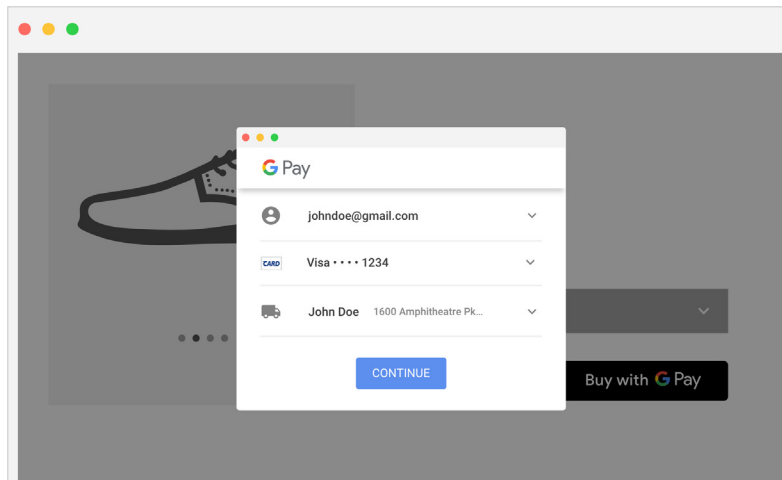
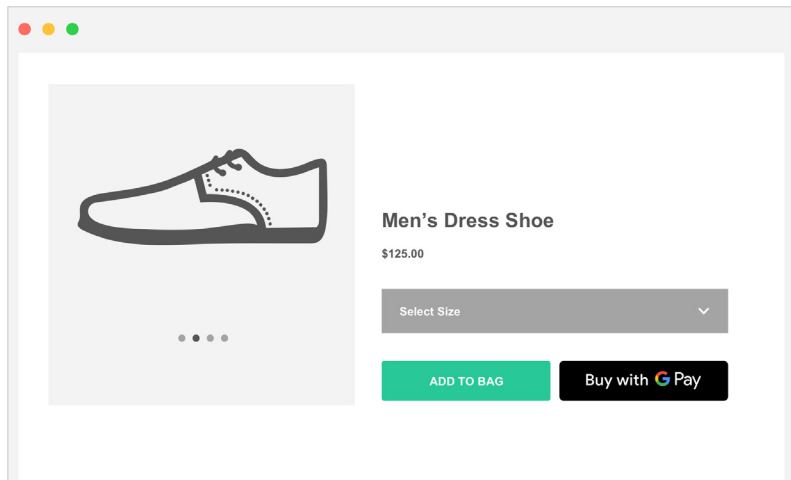
"Google Pay (Network •••• 1234)"

"PayPal abc...d@gmail.com with Google Pay"

"Payment method: Google Pay"

"Paid with Google Pay."

# Examples



The screens above represent a recommended Google Pay flow for a shopping cart experience.

# Getting Approval

Once you've integrated the Google Pay API, you'll need to get approval for all of the places where you display or reference Google Pay on your site in order to gain production access.

## **How to submit for approval:**

Complete our [Integration checklist](#) to submit your app for review. You should receive approval or feedback within 1 business day.



[g.co/pay/developers](https://g.co/pay/developers)