## Google Season of Docs

## PRIMARY LOGO

Use this logo as often as possible.

## Google Season of Docs



Google Season of Docs

MINIMUM SIZE
The smallest this logo should be represented is 130px high

As a general rule, when details get difficult to see, use a different logo layout.

## SECONDARY LOGO

When the main logo just doesn't work or you needed something extra.

## Google Season of Docs

MINIMUM SIZE
The smallest this logo should be represented is 80 px high

As a general rule, when details get difficult to see, use a different logo layout.

## SECONDARY LOGO

Use the black type logo on white and light backgrounds and white type logos on dark backgrounds.

## Google Season of Docs



## SPACING

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space is defined as the height of one " S ". This minimum space should be maintained as the logo is proportionally resized.


## UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way-that includes adding unnecessary text decorations like drop shadows and outlines. Here are a few examples of some ways you should never consider using the logo.
A. Don't rotate the logo.
B. Don't stretch.
C. Don't place elements in the logo's clear space.
D. Don't resize any part.
E. Don't rearrange parts or create compositions that are not already provided.
F. Don't use off-brand colors. Reference the Color Usage section.
G. Don't add drop shadows or other text styles.
H. Don't contain the logo in a box when used on a background.

## TYPOGRAPHY

Google Sans
Regular

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

Yellow
RGB: 2511885
CMYK: 2281000
HEX: \#fbbc05

Orange
RGB: 2491710
CMYK: 1371000
HEX: \#f9ab00

Dark Orange
RGB: 2271160
CMYK: 8651001
HEX: \#e37400

Red
RGB: 2346753
CMYK: 289870
HEX: \#ea4335

Dark Grey
RGB: 323336
CMYK: 74676272
HEX: \#202124

White
RGB: 255255255
CMYK: 0000
HEX: \#ffffff

## FINAL COMMENTS

If ever in doubt, refer back to this guide.
These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications.

