

# Welcome to the Google Payment API

Hundreds of millions of credit and debit cards.

Google is one of the world's most recognized brands. Google users across the globe have hundreds of millions of credit and debit cards saved to Google accounts. These users make purchases on Google properties like Play, YouTube, Chrome and more.

With the new Google Payment API, you can reach these same customers by letting them use their cards on file with Google to make quick, easy purchases in your apps and on your websites when they're shopping on mobile in Chrome.

# Pay with Google toolkit

How it works

Style guidelines

Button

Use

Button styling

Size & padding

Dos & don'ts

Acceptance & brand marks

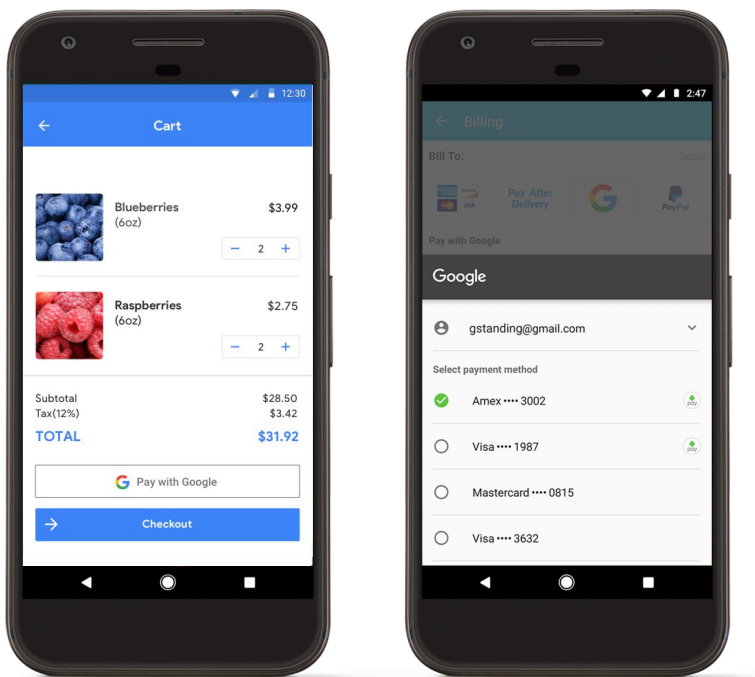
Resources

Next Steps



# How it works

Merchant developers can now add the **Pay with Google** button to their apps enabling quick and seamless checkout for millions of shoppers and customers



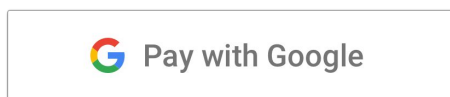
Once a user taps the **Pay with Google** button, a menu appears showing the payment methods saved to their Google Account. This includes any cards that may have been used and saved from a prior purchase on any Google property.

Users can select any form of payment that's listed or add a new card to pay. Cards that have been activated for Android Pay on their device will also appear.

# Style guidelines

The **Pay with Google** button is a graphic asset that includes the Google brand mark, button label, and button container. At checkout, a user clicks on the Pay with Google button to begin the process of paying with their payment method on file with Google. If you choose to use this asset, you must adhere to the visual guidelines outlined below.

## Preferred option



[Download](#)

### Button with drop shadow

Use this button whenever “**Pay with Google**” will fit within the button container.



[Download](#)

### Shorthand button with drop shadow

Use this smaller button option when the whole “**Pay with Google**” label will not fit within the button container.

## Alternative option



[Download](#)

### Button with stroke

If you're not using a drop shadow, use this button with stroke. Make sure “**Pay with Google**” will fit within the button container.



[Download](#)

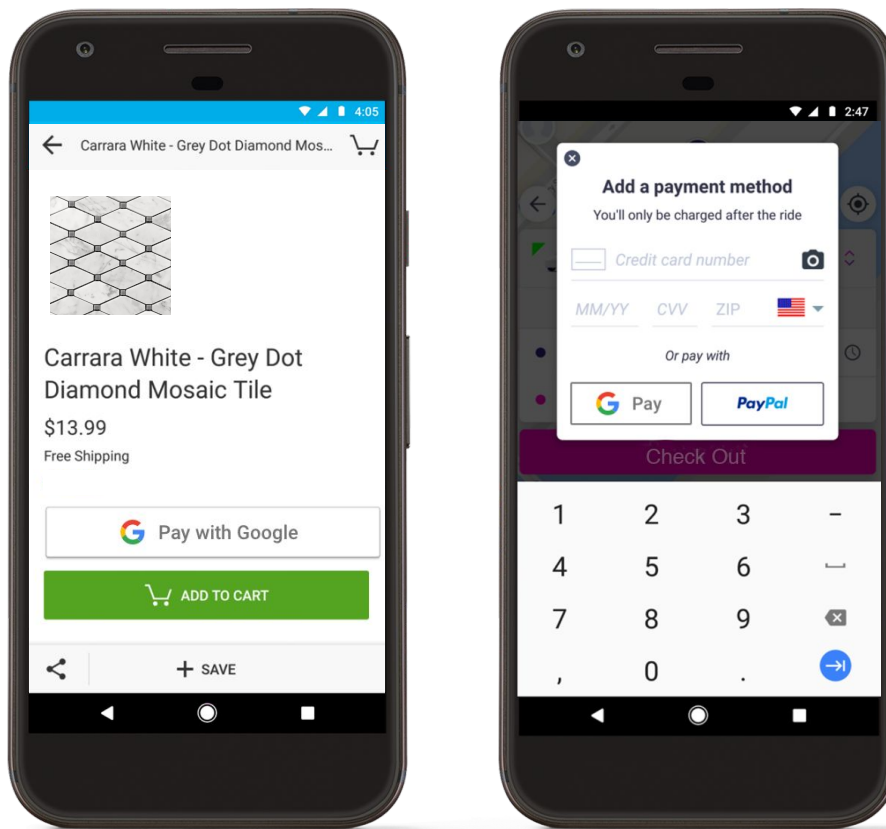
### Shorthand button with stroke

Use this button option when the “**Pay with Google**” label will not fit within the button container, and when not using a drop shadow.

# Style guidelines

## Using the Pay with Google button

Below are examples of where the **Pay with Google** button should be placed based on third-party UI design standards.



# Style guidelines

## Button styling

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### Width

Make the button equal in width to buttons of similar function in your app. You can adjust the width of the button using the source file provided.

Standard width buttons are already [available to download](#). If you increase the width of the button, ensure that the Google “G” and button text is centered inside the button container.

### Height

The **Pay with Google** button has a default and minimum height of 40px for an optimal tap target on mobile devices. If you increase the height of the button, ensure that the text is vertically centered, and only do so to match other adjacent buttons for visual consistency.

**Button with shadow:** The stroke is 1pt and the color is 20% of #000000.

**Button with stroke:** The stroke is 2pt and the color is 50% of #000000.

### Drop shadow

Downloadable resources include the drop shadow. If you are using your own drop shadows in your app, you’ll need to apply that same shadow style to the **Pay with Google** button.

### Padding

The padding between the Google “G” and the “Pay with Google” text label button is 18px. The padding between the Google “G” and “Pay” in the shorthand “G Pay” button is 16px . The minimum buffer to the top and bottom of the button text is 11px.

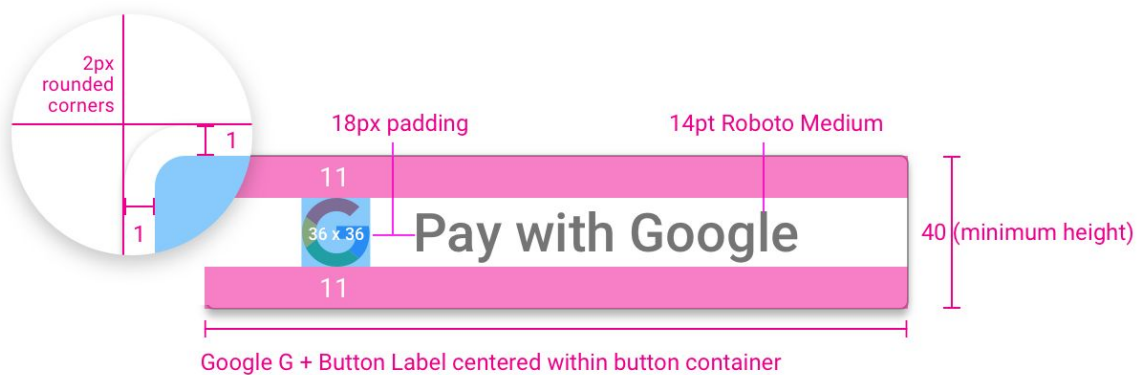
### Accessibility

Because the text is embedded into the button image, make sure your button is tagged with the correct descriptive string, “Pay with Google”.

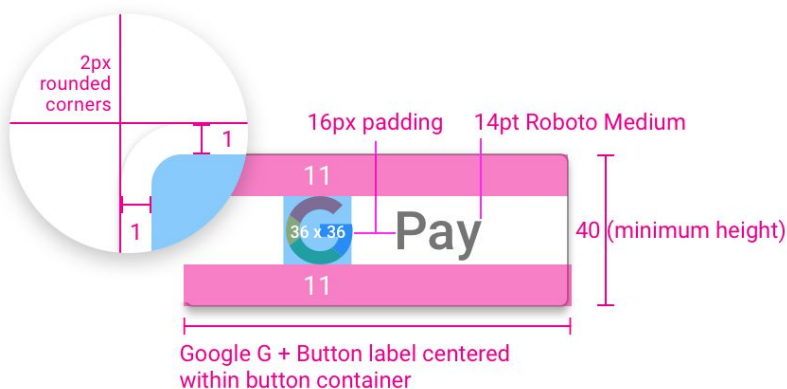
# Style guidelines

## Size and padding

### “Pay with Google” button

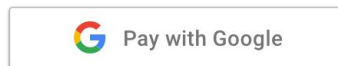


### Shorthand button



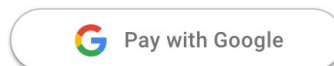
# Style guidelines

## Button dos and don'ts



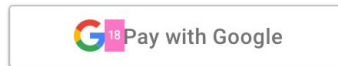
### Do

Center the Google "G" and button label within the container when extending the button width



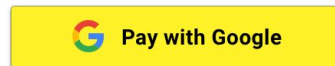
### Don't

Increase corner button radii beyond 2px



### Do

Make sure there is padding of 18px between Google "G" and button label, "Pay with Google"



### Don't

Don't customize the button background color, or the button label



### Do

Use the Shorthand button when "Pay with Google" is too long for button



### Don't

Make a customized sized Google "G" and button label



### Do

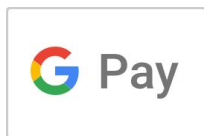
Make sure there is padding of 16px between Google "G" and button label "Pay"



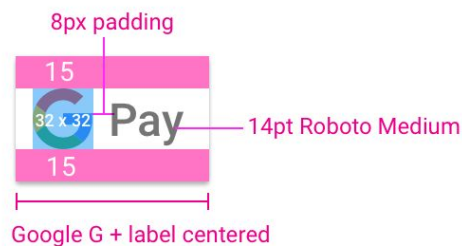
# Style guidelines

## Using acceptance & brand marks

### Acceptance mark



[Download](#)



The acceptance mark is used on the rare occasions when you need to display a list of payment methods that you accept in a brand logo strip.

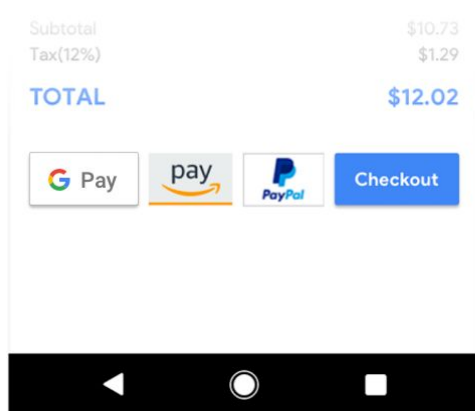
The acceptance mark is not a CTA button. The acceptance mark should be featured only when there is a nearby call to action button associated with it.

**Background:** #FFFFFF

**Border:** 50% of #000000

**Text:** 54% of #000000

### Example of Acceptance mark in UI



# Style guidelines

## Using acceptance & brand marks

### Brand mark



[Download](#)



If your UI requires an even smaller mark than the “G Pay” acceptance mark, you can fallback to showing only the Google “G” brand mark.

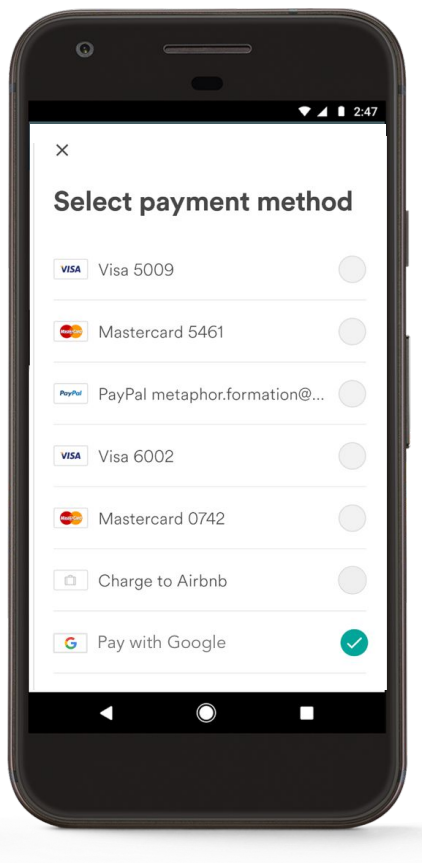
Again, do not use the acceptance or brand mark as a button.

**Background:** #FFFFFF

**Border:** 50% of #000000

**Text:** 54% of #000000

### Example of Brand mark in UI



# Resources

## Pay with Google buttons

The following section provides flat and editable (.png) button resources to help you implement the Pay with Google button. We have included these in English, Japanese, Portuguese (BR) and Russian with more languages forthcoming.

[Download Assets](#)

### “Pay with Google” button



Button	Text
English	Pay with Google
Japanese	Google で支払う
Russian	Оплатить через Google
Portuguese (Brazil)	Pagar com Google

### Shorthand button



Button	Text
English	Pay
Japanese	お支払い
Russian	Оплатить
Portuguese (Brazil)	Pagar

# Resources

## Acceptance & brand marks

The following section provides flat and editable (.png) acceptance and brand mark resources to help you with implementation. We have included these in English, Japanese, Portuguese (BR) and Russian with more languages forthcoming.

[Download Assets](#)

### Acceptance mark



Button	Text
English	Pay
Japanese	お支払い
Russian	Оплатить
Portuguese (Brazil)	Pagar

### Brand mark



Button
English
Japanese
Russian
Portuguese (Brazil)

# Next steps

We are excited to be working with you on the special Early Access Google Payment API. Giving users the ability to fly through the payment process when they hit the **Pay with Google** button is only a few steps away.

Once you have the API implemented, please work with your Google team to get it approved and tested—and reach out anytime for help with questions, to discuss solutions, or to simply work more closely together.

Cheers,

Your Google Payments team