Works with Google Cardboard
Viewer Profile and Badge Guidelines

Introduction

Use the information in this guide to understand the appropriate use of the viewer QR profile and the "Works with Google Cardboard" badge/term to develop marketing materials for your viewer.

This guide is intended for "Works with Google Cardboard" Program participants making VR headsets/viewers. If you are creating software VR apps for Google Cardboard, see the UX guidelines on Designing for Virtual Reality.

Viewer QR Profile

To ensure that all Google Cardboard apps work well on your virtual reality viewer, generate a QR profile. Here is the typical output from the QR profile generator:
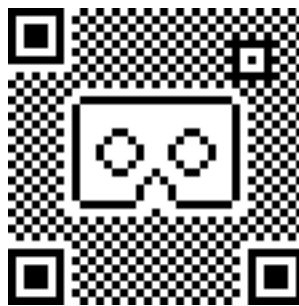
The generated QR profile encodes the viewer lens parameters, input details, names, and so on.

You can place this generated profile on your physical viewer (recommended) and on the viewer's packaging. You can also include the generated QR profile on the viewer's website (recommended).

The guidelines below describe the proper use of the viewer QR profile.

Size

You can change the size of the QR profile as needed, as long as the minimum size requirements are respected. Ensure that aliasing is not used if you are resizing a raster version of the QR profile.
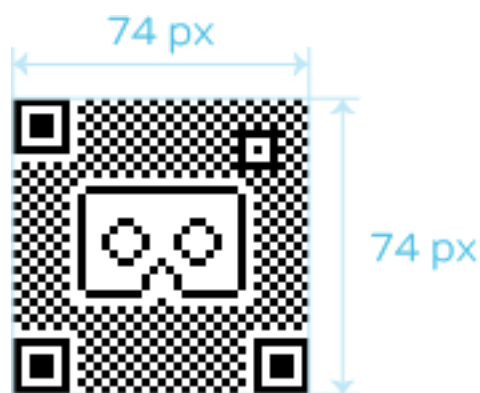
When used in digital media, the QR profile size should never be smaller than 74 x 74 px (in other words, the individual QR modules should never be smaller than 2 x 2 px.)

When used in print, the QR profile size should never be smaller than 0.6 x 0.6" / 15 x 15 mm.
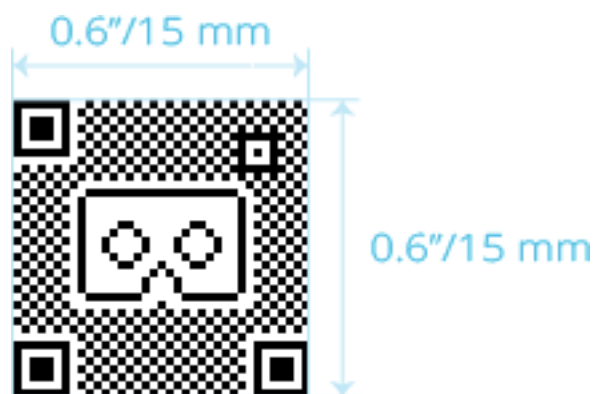
Do not increase the size of a QR profile to the point where it would become a dominant graphical element in your design.
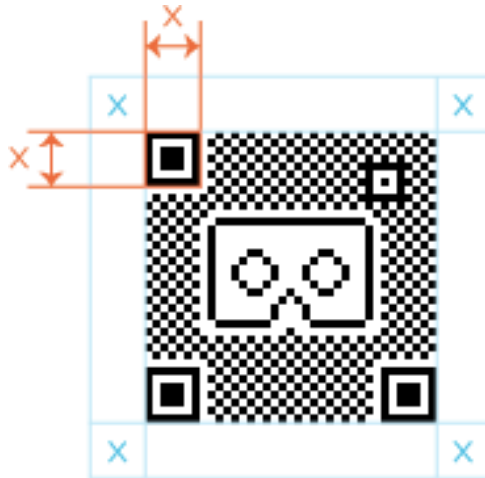
Placement

Here are the guidelines for the QR profile placement.

Clear space

To avoid visual clutter, the clear space around the viewer profile should be equal to or greater than the QR code position patterns (▣). Do not place photos, text or any other graphic elements inside the minimum clear space.

Multiple QR codes

QR codes are difficult to scan when multiple codes are placed closely next to each other. If your viewer, packaging, website or other materials include multiple QR codes, ensure that these QR codes are spaced sufficiently far apart.

4"/100 mm

2.75"/70 mm   2.75"/70 mm

4"/100 mm
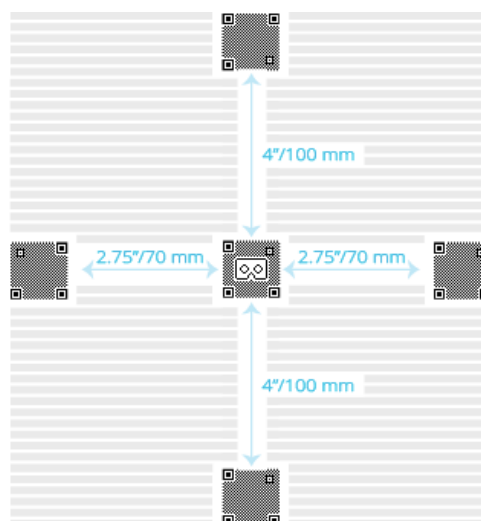
For example, at 7" / 175 mm scanning distance, a typical smartphone QR reader covers about 5.5 x 8" / 140 x 200 mm area. Do not place any other QR codes in this area.
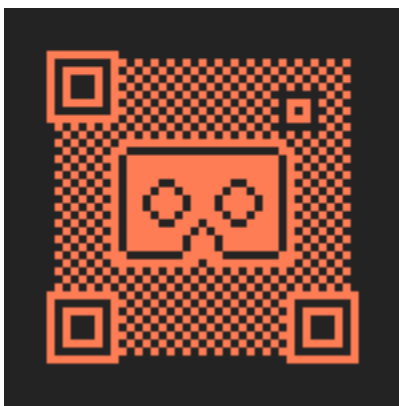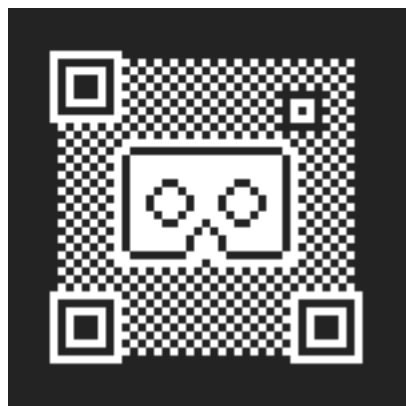
Colors

You can adapt the colors of the QR code to match the design of your viewer.

Do

- Use only two colors (e.g. white and orange, instead of white and black):


- Preserve the color contrast on dark backgrounds by reversing-out the print process. Ultimately, pixels which were black in the original QR code should remain darker than the pixels which were originally white:

Make sure to leave a border around the position patterns (▣) as per images above if you are using reversed-out QR profiles.

Alternatively, you can include a one-module width border around the whole reversed-out QR profile:
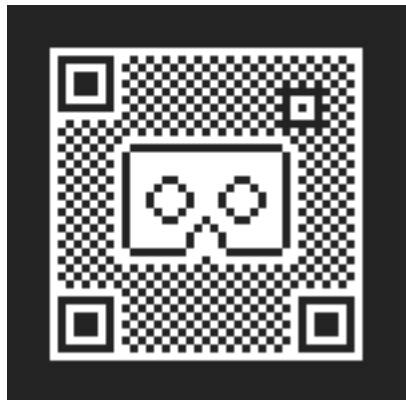
Don't
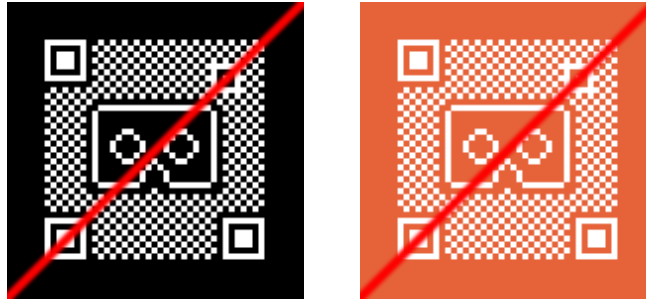
- Use more than two colors:

- Decrease the contrast between the foreground and the background:

- Invert the color contrast such that the pixels which were originally black end up being brighter than the originally white pixels.

- Place the profile on a busy or non-uniform background:

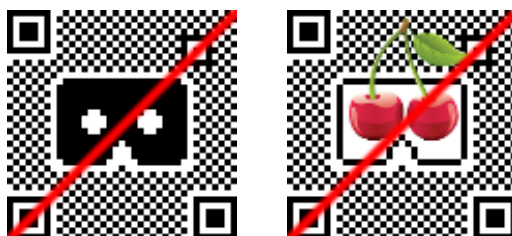- Use a different color for the border:

Modifications

Avoid modifying the generated QR viewer profile in any way, apart from scaling/color changes as described above.

Don't

- Change the shape of QR modules:

- Add or modify the existing visual elements:

- Add shadows:

- Disproportionately stretch or skew the QR profile.

"Works with Google Cardboard" Badge and Term

The "Works with Google Cardboard" (WWGC) badge and term are designed to indicate that a particular VR viewer has been certified by the manufacturer to be compatible with a Google Cardboard application ecosystem.

You may use the Google Cardboard assets described below (specifically the "Works with Google Cardboard" badge and the phrase "Works with Google Cardboard") in plain text, on your viewer, on your viewer's packaging and on your promotional and advertising materials if and only if you have been accepted to the WWGC Program and received a written approval from Google.

Badge colors

Primary

Orange is the primary WWGC badge color. Use it whenever possible.

WWGC Orange
RGB - R255, G110, B64
CMYK - C0, M71, Y79, K0
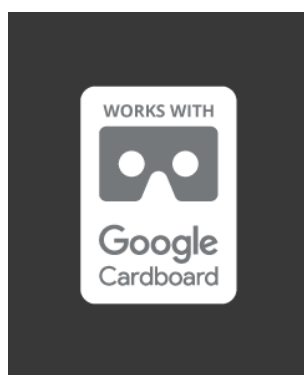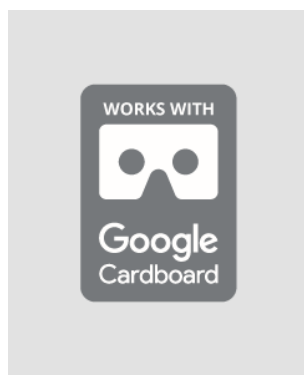Web - #FF6E40
Pantone - 1645 C

Secondary

If you cannot use the primary badge because of an existing color scheme, use the secondary badge (gray). If the surrounding background requires a higher contrast, you can also use a reversed-out version of the gray badge. No other color variations are permitted.

WWGC Gray
RGB - R117, G120, B123
CMYK - K60
Web - #75787B
Pantone - Cool Gray 9 C

Transparency

You can also make the reversed-out badge transparent to match your viewer's color scheme:

Minimum size

The badge width should never be smaller than 64 px when used in digital media, and 0.5" when printed.

Clear space

Minimum clear space around the WWGC badge is equal to one sixth of the badge's width. Do not place photos, text or any other graphic elements inside the minimum clear space.
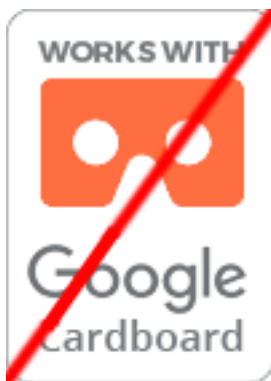
Modifications

Avoid modifying the WWGC badge in any way, apart from scaling and using the appropriate color options as described above.

- Do not use different color badges than orange or gray:

- Do not use more than two colors:

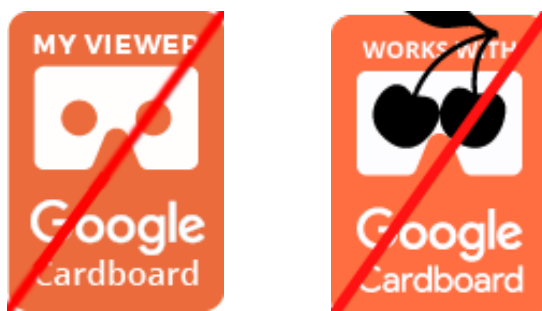
- Do not add reflections or shadows:

- Do not scale the badge disproportionately, or skew it:

- Do not add any visual elements or modify the existing ones:

Badge placement

Do not make the WWGC badge a dominant graphic in a printed or digital layout. In particular, the WWGC badge should occupy less area than your viewer or company signage.

Multiple badge use

If your viewer supports multiple platforms, the WWGC badge should be placed first in the lineup of badges, and should be of equal or greater size.

Website use

If you are placing the WWGC badge on your website, make sure that the badge links to http://g.co/cardboard.

"Works with Google Cardboard" term use

If your viewer has been accepted to the WWGC Program and you have received a written approval from Google, you can use any of the following text with your viewer messaging:

- "This [device] works with Google Cardboard."

- "Works with Google Cardboard."

Do not modify these phrases and change the conjugation. For example, do not say "Working with Google Cardboard," or "[device] works on Google Cardboard".

Use the title case for "Works with Google Cardboard", unless the phrase is used within a sentence ("we would like to announce that [device] now works with Google Cardboard").

With any of the above text, you must also include the following attribution statement on your website(s) or printed materials: "Google Cardboard is a trademark of Google Inc.".

Applying to WWGC Program

1. Fill out the form at http://g.co/joinwwgc.

2. Send two (2) representative samples of each candidate viewer stock keeping unit (SKU) so that Google may evaluate them.

The samples should be sent to:

WWGC Program
1600 Amphitheatre Parkway
Mountain View, CA 94043

You are responsible for all costs associated with delivering the samples to Google. Google may keep the devices and is not required to return them to you.

The chances of being accepted into the program are increased if your device:

- Does not have a headstrap.

- Has exactly one input (can be a capacitive/conductive input, screen touch, Bluetooth or other type of input).

- Contains two wide eyebox (single-piece or multi-piece) lenses without a mechanical inter-lens/IPD adjustment.

For other manufacturing guidelines, download the best practices kit for Google Cardboard-inspired devices. If you have any questions or comments about the WWGC Program, please contact wwgc@google.com.

General Brand Use Guidelines

- Unauthorized use of Google trademarks is expressly prohibited. For information about using other Google Trademarks, please refer to Google Branding Guidelines.

- Do not name your device(s), domain name(s), website(s), social media handle(s), company, or other assets "Google Cardboard", or anything similar that may make your product appear to be an official Google product.

- Do not file trademark applications or otherwise claim any trademark rights in any marks that are confusingly similar to Google's trademarks, including Google and Google Cardboard.

- Do not use any Google Cardboard or other Google graphical assets (e.g., logos, product icons, etc.) other than those permitted.

- Do not overstate your relationship with Google: do not state or imply that you are an exclusive partner with Google.

- Do not suggest or imply that you have an exclusive or privileged arrangement with Google.

- Do not speak on behalf of Google, its representatives or products. You are welcome to conduct your own interviews and provide statements about your organization's specific initiatives. However, please do not speak on behalf of Google or speculate about any Google initiatives. We're happy to take any questions from the press that are about Google as a company, Google's strategy, or the ins and outs of a Google product. Simply direct inquiries to press@google.com.

Change Log

Version	Date	Change description
1.2	02/20/2016	Removed Magnet as an acceptable input type.
1.1	09/25/2015	Updated for new Google logo and identity.
1.0	04/16/2015	Initial "Works with Google Cardboard" viewer profile and badge guidelines.