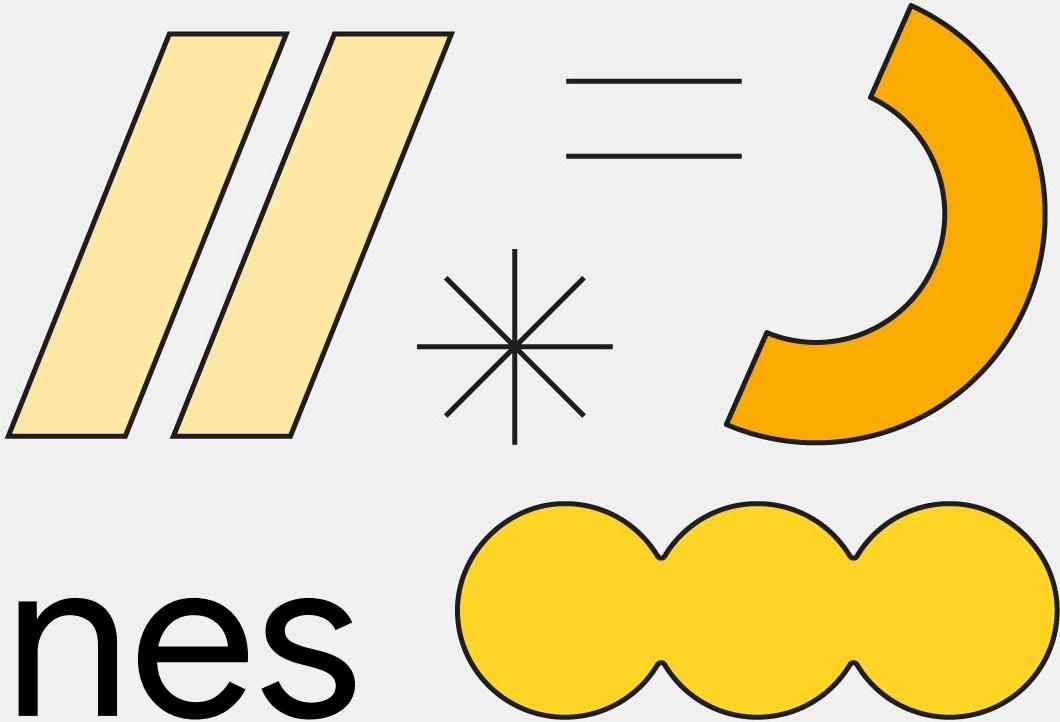


These guidelines includes a library of messages, graphics and templates to use when promoting your Google Developer Group chapter.

Brand Guidelines



01.

Brand Messaging

Brand Messaging On Campus

Google Developer Groups (GDGs) for future developers attending an academic institution should adopt the following naming convention:

Google Developer Groups on Campus
[Campus/University/College Name]
or
GDGs on Campus
[Campus/University/College Name]

Example:

Google Developer Group on Campus
New York University
or
GDG on Campus New York University

By using the institution's name as an identifier, we can maintain a clear distinction between different GDG on Campus groups and prevent any confusion.

Brand Messaging On Campus

To ensure consistency and clarity in our branding in text, please adhere to the following guidelines:

Group Name

Refer to your group as a "Google Developer Group on Campus" or "GDG on Campus". Avoid using the umbrella term "GDG" to prevent confusion with other GDG groups.

Organizer Title

Use the full title "Google Developer Groups on Campus Organizer" or "GDG on Campus Organizer" when representing your efforts on social media platforms or resumes.

Social Media

When promoting GDG on Campus activities on social media, use the hashtag #GDGOnCampus to differentiate your efforts from GDG group activities

01. Visual Elements

[Download](#)

The visual brand is flexible and contains a range of visual elements. This chapter provides guidance on the correct ways to utilize type, icons, lockups, colors, shapes, and photography.

Please ensure any visual expression adheres to the following guidance.

02. Typography

Our Type

Google Sans

Is the main typeface.
Use a combination of bold
and regular for titles or large
sentences, so that the
design is not too heavy.

For paragraphs with smaller
type point, use the Regular
variable.

Normal

Bold

Aa

Aa

Download

Our Type

Google Sans Mono

Is the secondary typeface and its function is to bring variety and the perception of "code-style writing" to the piece.

It is used for short lines, talent names or additional data in small scale use.

Normal

Bold

Aa

Aa

Download

03. Color

Color Swatches

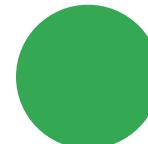
RGB

We started from the core color and went towards more pastel colors, without losing the brightness and saturation.

CORE COLORS



Blue 500
#4285f4



Green 500
#34a853



Yellow 600
#f9ab00



Red 500
#ea4335

HALFTONES



Halftone Blue
#57caff



Halftone Green
#5cdb6d

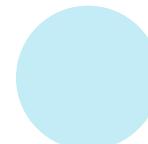


Halftone Yellow
#ffd427



Halftone Red
#ff7daf

PASTELS



Pastel Blue
#c3ecf6



Pastel Green
#ccf6c5



Pastel Yellow
#ffe7a5



Pastel Red
#f8d8d8

GRAYSCALE



OFF White
#f0f0f0



Black 02
#1e1e1e

Color Swatches

CMYK

For Print Only!

The use of this color mode is only for designs that **will be printed**.

If possible, we recommend the use of Pantone colors over CMYK colors..

CORE COLORS



Blue 500
PANTONE 2195 U
C:88 M:45 Y:0 K:0



Green 500
PANTONE 2257 C
C:76 M:0 Y:87 K:0



Yellow 600
PANTONE 129 C
C:0 M:25 Y:100 K:0



Red 500
PANTONE 032 U
C:0 M:90 Y:88 K:0

HALFTONES



Halftone Blue
PANTONE 2190 C
C:67 M:8 Y:0 K:0



Halftone Green
PANTONE 2283 C
C:30 M:0 Y:66 K:0



Halftone Yellow
PANTONE 115 C
C:0 M:7 Y:100 K:0



Halftone Red
PANTONE 2037 C
C:1 M:48 Y:0 K:0

PASTELS



Pastel Blue
PANTONE 635 C
C:28 M:0 Y:1 K:0



Pastel Green
PANTONE 2253 C
C:15 M:0 Y:15 K:0



Pastel Yellow
PANTONE 7401 C
C:0 M:3 Y:40 K:0



Pastel Red
PANTONE 698 C
C:1 M:14 Y:3 K:0

GRAYSCALE



OFF White
C:6 M:4 Y:4 K:2



Black 02
C:0 M:0 Y:0 K:90

04. Logos

The new Google Developer Groups logo is an opportunity for community groups to have a stronger visible affiliation with Google.

Use the logo in these formats.

While the **horizontal logo is preferred**, the stacked logo can be used as an alternative when space is a limiting factor.

[Download](#)

Logo: Horizontal



Google Developer Group
University of Illinois Chicago



Google Developer Group
University of Illinois Chicago

[Download](#)

Logo: Stacked



Google
Developer
Group

University of
Illinois Chicago



Google
Developer
Group

University of
Illinois Chicago

[Download](#)

05. Digital Assets

Website: Landing Page Header



2650x500



640x500



1440x500



Color Variations

[Download](#)

Website: Bevy Landing Page Header



2560x650



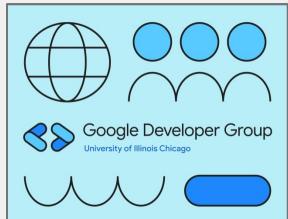
Color Variations

[Download](#)

Website Banners



2650x500



640x500



1440x500



Color Variations

[Download](#)

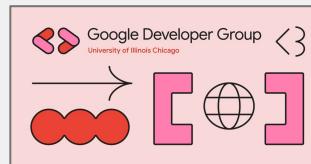
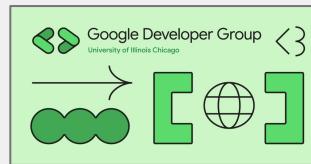
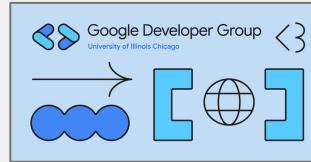
Blog Post Images



4209x1253



1024x512



Color Variations

[Download](#)

Email Template: Google Docs



Headline One

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt. [Link lorem ipsum](#)



Color Variations

[Download](#)

Email Signature

Michaelangelo Muchlongername

Title at Company

Subheading text here

P 111.111.1111

editableurl.com



Google Developer Group

University of Illinois Chicago

[Download](#)

Developer Profile Badges



Speaker



Member



Organizer

[Download](#)

Presentation Slides Template

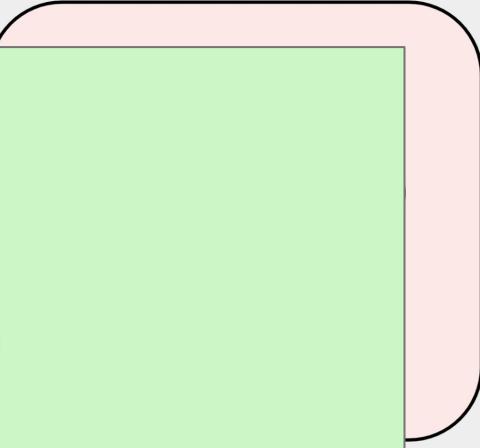
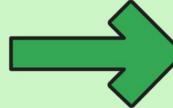
Learnings

 Google Developer Group
Editable University Name

“

Chapter Title Goes Here.

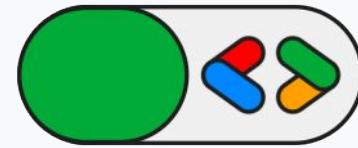
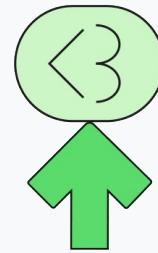
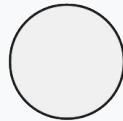
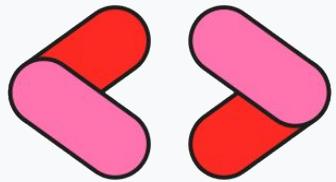
This is where the subtitle can be displayed.



[Download](#)

06. Social

Instagram: Promo Stickers

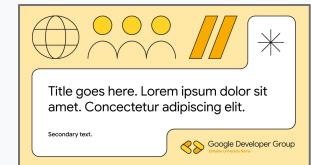
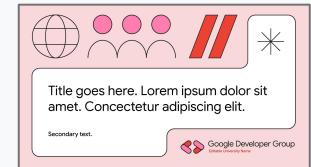
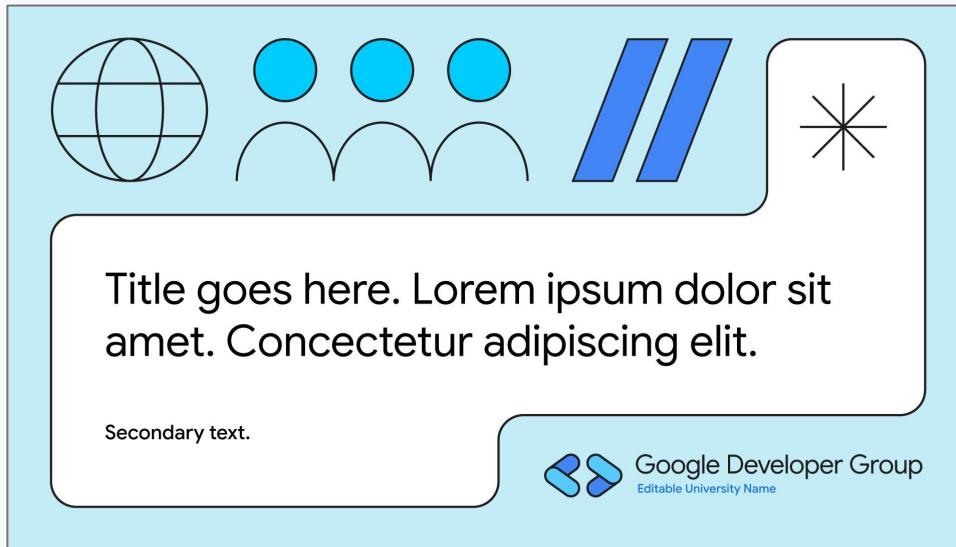


[Download](#)

Evergreen Social Templates

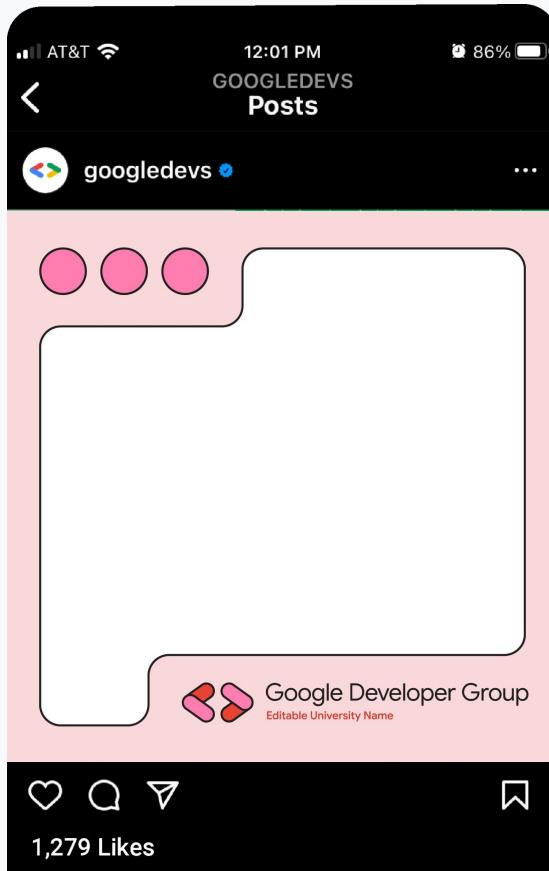
Use these templates for adding GDG-related announcements.

Edit or remove the “location” and other text fields as needed.



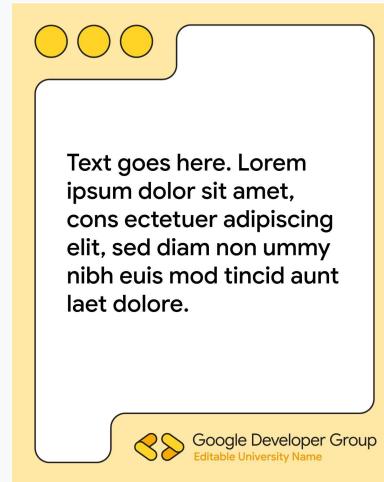
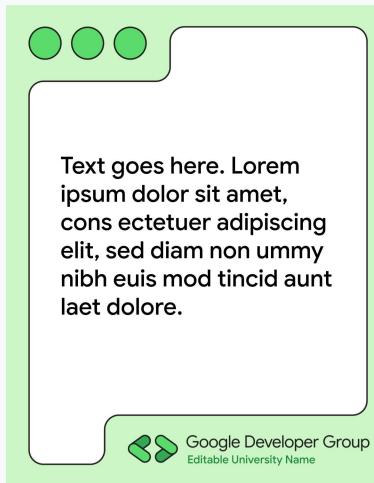
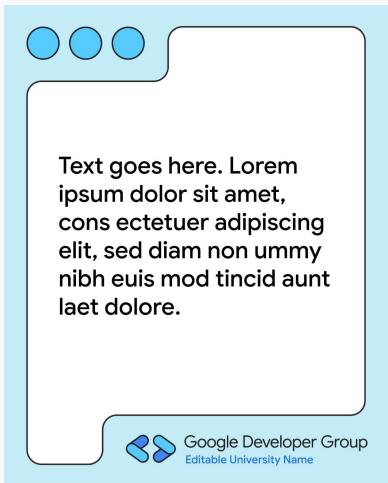
[Download](#)

1:1 Background Template



[Download](#)

4:5 Background Template

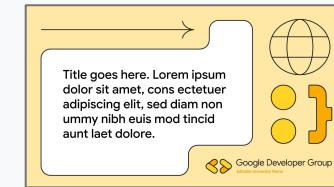


[Download](#)

16:9 Background Template

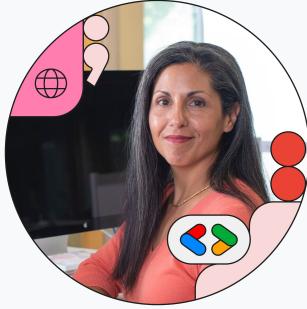
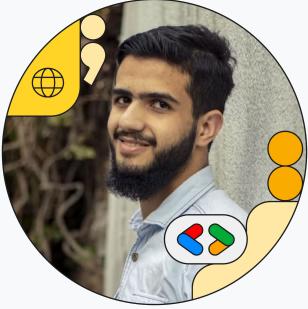
Title goes here. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam non ummy nibh euis mod tincid aunt laet dolore.

Google Developer Group
Editable University Name



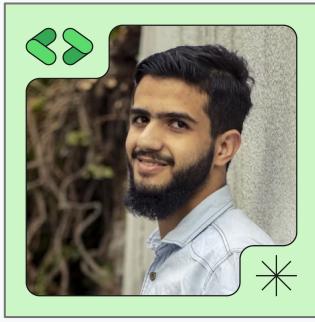
[Download](#)

Avatar Template



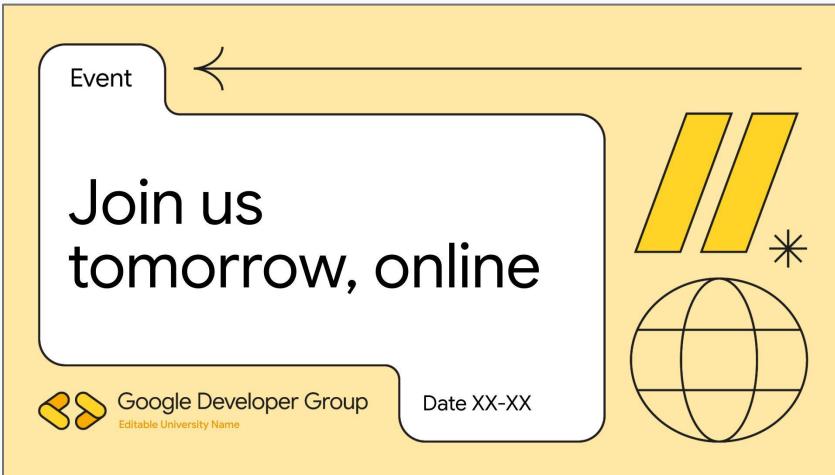
[Download](#)

Photo Frames



[Download](#)

Announcement Templates: Event

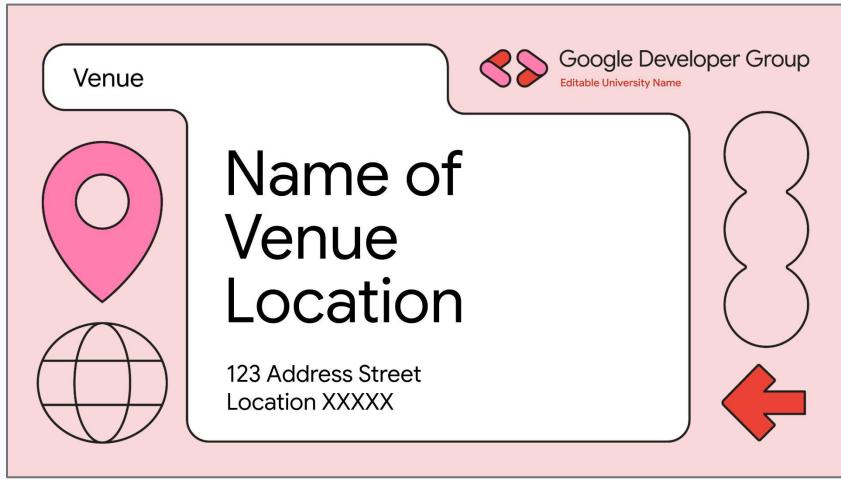


Event Announcement

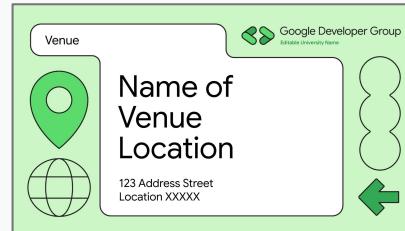


[Download](#)

Announcement Templates: Venue



Venue Announcement



[Download](#)

Announcement Templates: Activity (V1)



A pink-themed announcement card with rounded corners. At the top left is a white rounded rectangle containing the word "Upcoming". To its right is a cluster of three pink circles with a black outline and a black arrow pointing towards the right edge of the card. Below this is a large white rounded rectangle containing the title "Roadmap to Becoming a Cloud Professional and GCP Cloud Service Overview & Decision Trees". At the bottom left is a pink rounded rectangle containing the time "7:35PM-8:10PM". To the right of the title is a white rounded rectangle containing the names "Pritam Sahoo" and "Priyanka Vergadia". On the right side of the card is a circular icon with a globe and a logo, followed by the text "Google Developer Group" and "Editable University Name".

Venue Announcement



A light blue-themed announcement card with rounded corners. At the top left is a white rounded rectangle containing the word "Upcoming". To its right is a cluster of three blue circles with a black outline and a black arrow pointing towards the right edge of the card. Below this is a large white rounded rectangle containing the title "Roadmap to Becoming a Cloud Professional and GCP Cloud Service Overview & Decision Trees". At the bottom left is a blue rounded rectangle containing the time "7:35PM-8:10PM". To the right of the title is a white rounded rectangle containing the names "Pritam Sahoo" and "Priyanka Vergadia". On the right side of the card is a circular icon with a globe and a logo, followed by the text "Google Developer Group" and "Editable University Name".



A light green-themed announcement card with rounded corners. At the top left is a white rounded rectangle containing the word "Upcoming". To its right is a cluster of three green circles with a black outline and a black arrow pointing towards the right edge of the card. Below this is a large white rounded rectangle containing the title "Roadmap to Becoming a Cloud Professional and GCP Cloud Service Overview & Decision Trees". At the bottom left is a green rounded rectangle containing the time "7:35PM-8:10PM". To the right of the title is a white rounded rectangle containing the names "Pritam Sahoo" and "Priyanka Vergadia". On the right side of the card is a circular icon with a globe and a logo, followed by the text "Google Developer Group" and "Editable University Name".



A yellow-themed announcement card with rounded corners. At the top left is a white rounded rectangle containing the word "Upcoming". To its right is a cluster of three yellow circles with a black outline and a black arrow pointing towards the right edge of the card. Below this is a large white rounded rectangle containing the title "Roadmap to Becoming a Cloud Professional and GCP Cloud Service Overview & Decision Trees". At the bottom left is a yellow rounded rectangle containing the time "7:35PM-8:10PM". To the right of the title is a white rounded rectangle containing the names "Pritam Sahoo" and "Priyanka Vergadia". On the right side of the card is a circular icon with a globe and a logo, followed by the text "Google Developer Group" and "Editable University Name".

[Download](#)

Announcement Templates: Activity (V2)

Upcoming



Google Developer Group
Editable University Name

Title of Event Here - Lorem Ipsum Dolor Sit

7:35PM-8:10PM



Lorem ipsum dolor sit amet, cons
lectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat.

Venue Announcement

Upcoming



Google Developer Group
Editable University Name

Title of Event Here - Lorem Ipsum Dolor Sit

7:35PM-8:10PM



Lorem ipsum dolor sit amet, cons
lectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat.

Upcoming



Google Developer Group
Editable University Name

Title of Event Here - Lorem Ipsum Dolor Sit

7:35PM-8:10PM



Lorem ipsum dolor sit amet, cons
lectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat.

Upcoming



Google Developer Group
Editable University Name

Title of Event Here - Lorem Ipsum Dolor Sit

7:35PM-8:10PM



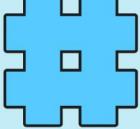
Lorem ipsum dolor sit amet, cons
lectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat.

[Download](#)

Agenda Promo

Agenda

 Google Developer Group
Editable University Name



9:00PM-6:00PM Building Open Source Presence on Github
Firstname Muchlongername

9:00PM-6:00PM Fireside Chat with Web Experts
First Lastname, Secondname Muchlongerlastname, Third Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

Agenda

 Google Developer Group
Editable University Name



9:00PM-6:00PM Building Open Source Presence on Github
Firstname Muchlongername

9:00PM-6:00PM Fireside Chat with Web Experts
First Lastname, Secondname Muchlongerlastname, Third Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

Agenda

 Google Developer Group
Editable University Name



9:00PM-6:00PM Building Open Source Presence on Github
Firstname Muchlongername

9:00PM-6:00PM Fireside Chat with Web Experts
First Lastname, Secondname Muchlongerlastname, Third Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

Agenda

 Google Developer Group
Editable University Name



9:00PM-6:00PM Building Open Source Presence on Github
Firstname Muchlongername

9:00PM-6:00PM Fireside Chat with Web Experts
First Lastname, Secondname Muchlongerlastname, Third Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

9:00PM-6:00PM Roadmap to Becoming a Cloud Professional and GCP Cloud Service Over & Decision Trees
Firstname Muchlongername, Secondname Lastname

[Download](#)

Speaker Promo



A speaker promo template with a yellow background. On the left is a portrait of a woman with long dark hair, wearing a coral-colored cardigan over a white top. To her left is a large stylized 'GG' logo. Next to it is a yellow icon of two hands holding a smartphone. Below the portrait is a yellow rounded rectangle containing the text "Firstname Lastname" and "Company". To the right of the portrait is a large yellow speech bubble containing a placeholder text: "Talk title goes here and should be limited to four or five lines max. Lorem ipsum dolor sit amet, consec tet pleur adscing." At the bottom right is a blue double-headed arrow icon.

GG Google Developer Group
Editable University Name

Firstname Lastname
Company

Talk title goes here and should be limited to four or five lines max. Lorem ipsum dolor sit amet, consec tet pleur adscing.

Firstname Lastname
Company



[Download](#)

Speaker Promo: Co-branded

A speaker promotional template featuring a woman with long dark hair in an orange top. To her left is a placeholder for a video thumbnail. Below the thumbnail is a green rounded rectangle containing the text "Firstname Lastname" and "Company". To the right of the thumbnail is a white rounded rectangle containing placeholder text: "Talk title goes here, limited to 4 or 5 lines max. Lorem ipsum dolor sit amet." Above this text is the Google Developer Group logo and the text "Google Developer Group Editable University Name". Below the main text are three pink circles, each labeled "LOGO". A large green arrow points from the "Talk title" box towards the "LOGO" circles.

Firstname Lastname

Company

LOGO

LOGO

LOGO

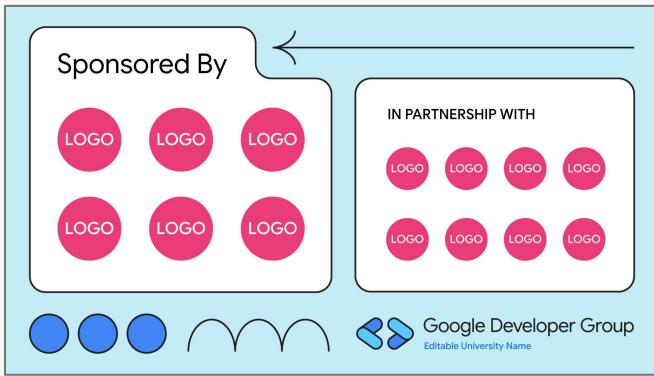
Google Developer Group
Editable University Name

Talk title goes here, limited to 4 or 5 lines max.
Lorem ipsum dolor sit amet.

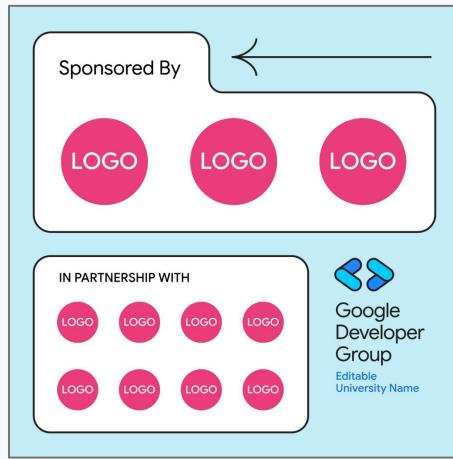


[Download](#)

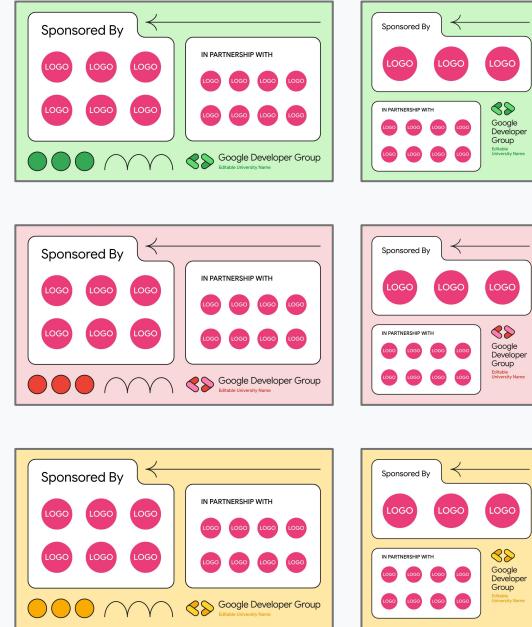
Sponsor/Partner Announcement Template



16:9

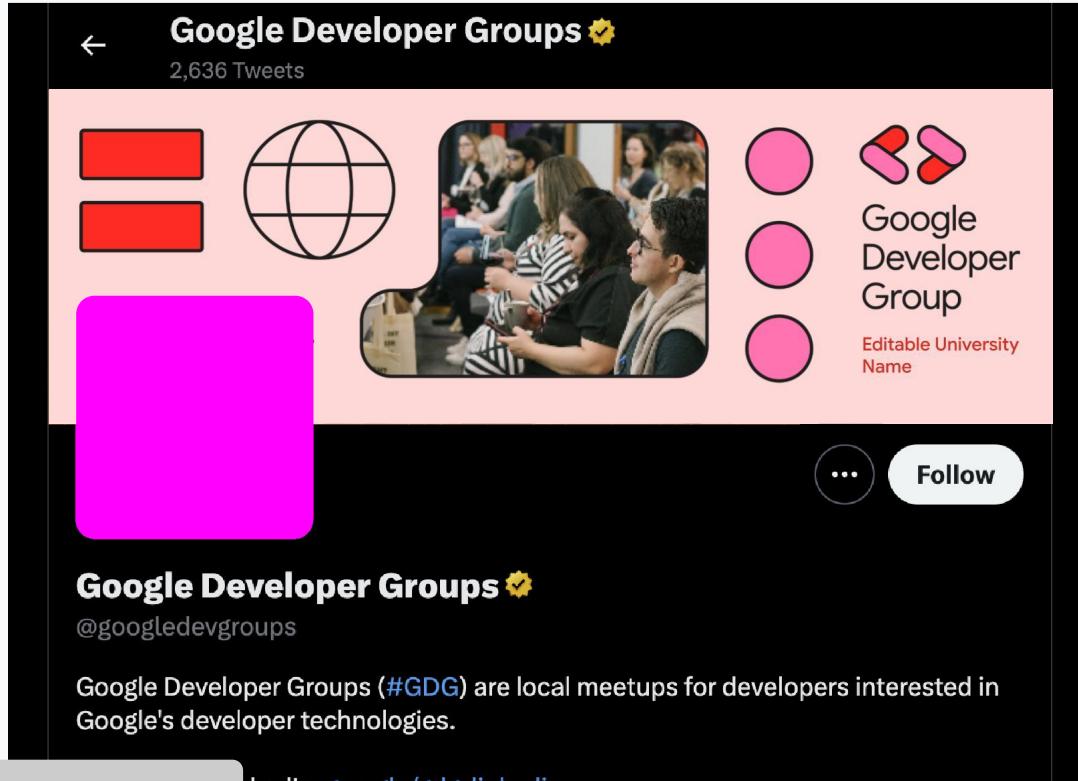


1:1



Download

Twitter Banner



A Twitter banner template for Google Developer Groups. The top section features a pink header with a back arrow, the group name "Google Developer Groups" with a gear icon, and a "Follow" button. Below the header is a large pink rectangular placeholder. The main content area has a black background with a pink header bar containing a globe icon, two red rectangles, and a photo of people at a meet-up. To the right is a column with three pink circles, the text "Google Developer Group", and an "Editable University Name" placeholder. At the bottom, the group name and handle "@googledevgroups" are displayed, along with a description of Google Developer Groups as local meetups for developers interested in Google's developer technologies.

Google Developer Groups ⚙️

2,636 Tweets

...

Follow

Google Developer Groups

@googledevgroups

Google Developer Groups (#GDG) are local meetups for developers interested in Google's developer technologies.



[Download](#)

LinkedIn Banner

The screenshot shows a LinkedIn profile page for a group. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, and Notifications. Below the navigation is a search bar and a blue header bar with the LinkedIn logo. The main content area features a green banner for the "Google Developer Group" with the text "Editable University Name". It includes a black square icon with a colorful logo, a green icon, and a photo of a group of people. Below the banner, the group name "GDG Kolkata" is displayed in bold, followed by a description: "Google Developers Group (GDG) Kolkata is a developers' community, created under community programs led by Google." It also mentions "Information Technology & Services · Kolkata, West Bengal · 7,216 followers". A call-to-action button "+ Follow" is present, along with "Learn more" and "More" buttons. At the bottom, there are links for Home, About, Posts, Jobs, People, Events, and Videos.

Home My Network Jobs Messaging Notifications

Search

GDG Kolkata

Google Developers Group (GDG) Kolkata is a developers' community, created under community programs led by Google.

Information Technology & Services · Kolkata, West Bengal · 7,216 followers

See all 68 employees on LinkedIn

+ Follow Learn more More

Home About Posts Jobs People Events Videos

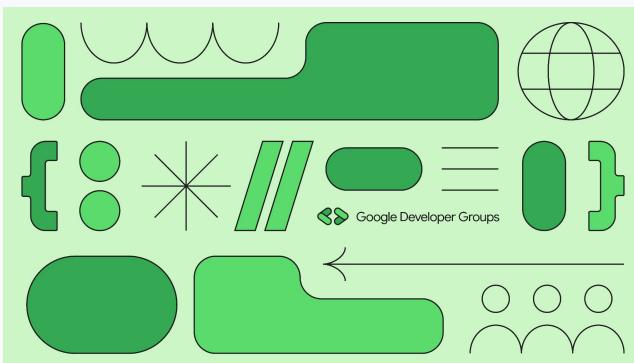
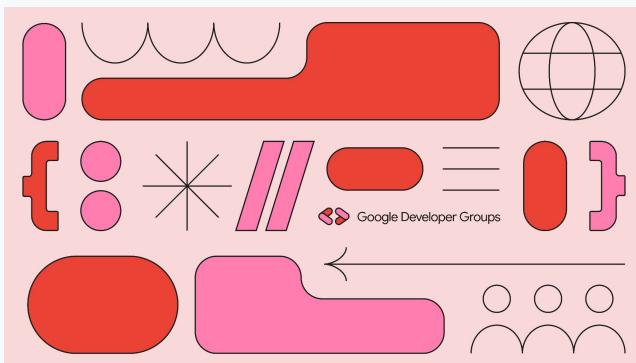
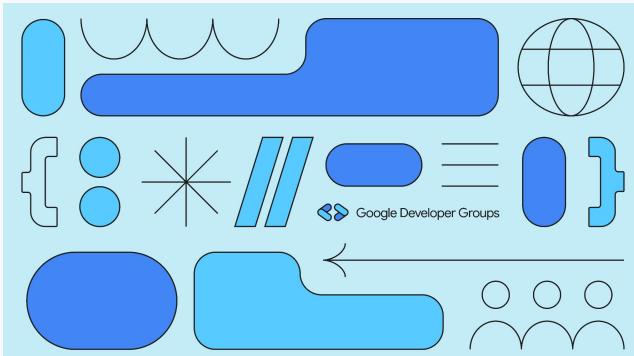
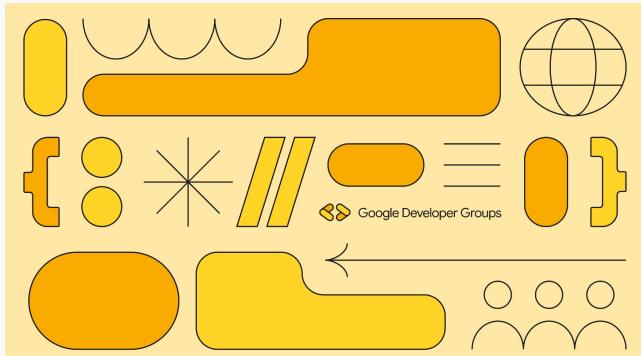
About

Google Developer Group Kolkata is a non-profit independent developer & user group that discuss and share experiences developing applications using Google Developer technologies like Android, Firebase, Angular, Google



Download

YouTube banner



Download

07. Events

Badges & Lanyard: 3.5x5.5"



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Signage: Letter / 8.5x11"



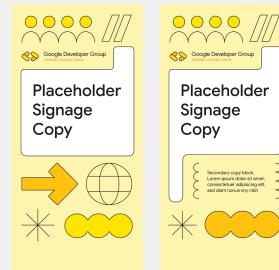
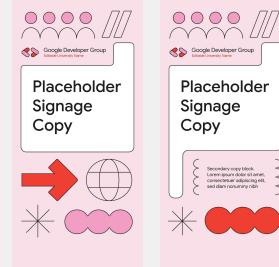
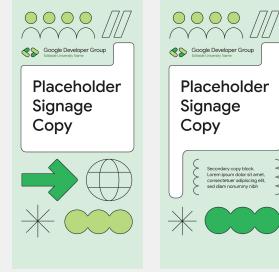
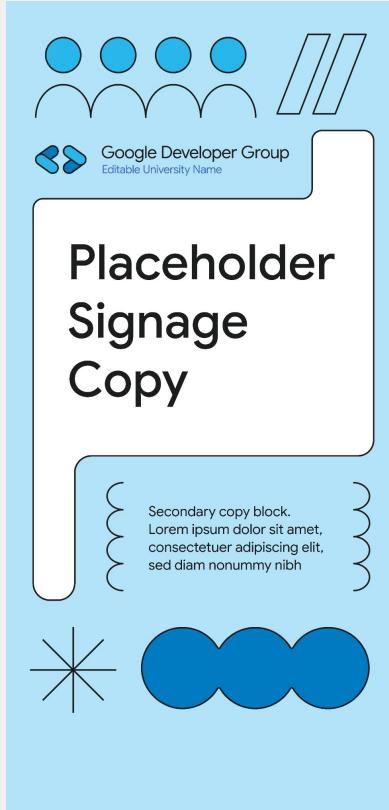
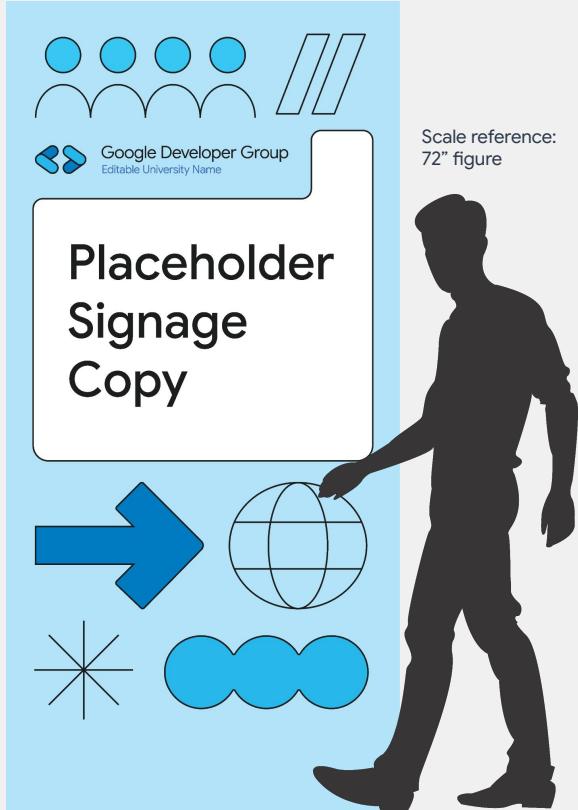
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Signage: Poster / 18x24"



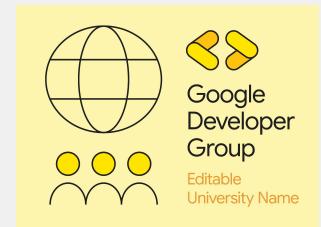
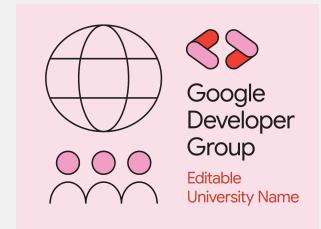
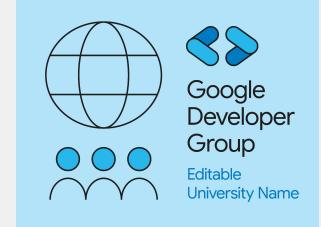
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Signage: Meterboard / 46x95"



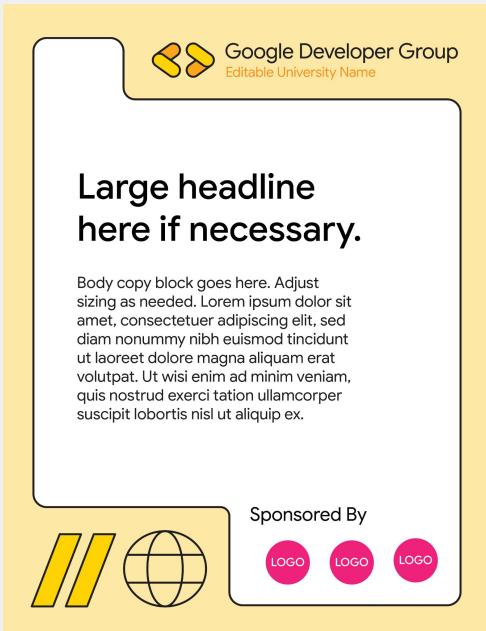
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Signage: Podium / 24x18"



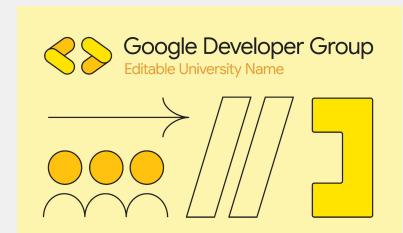
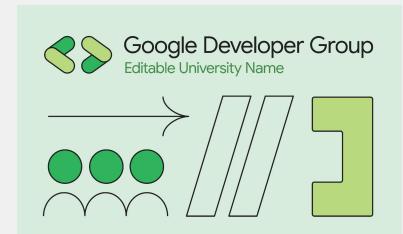
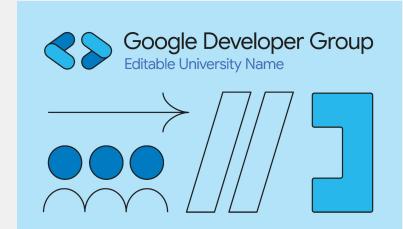
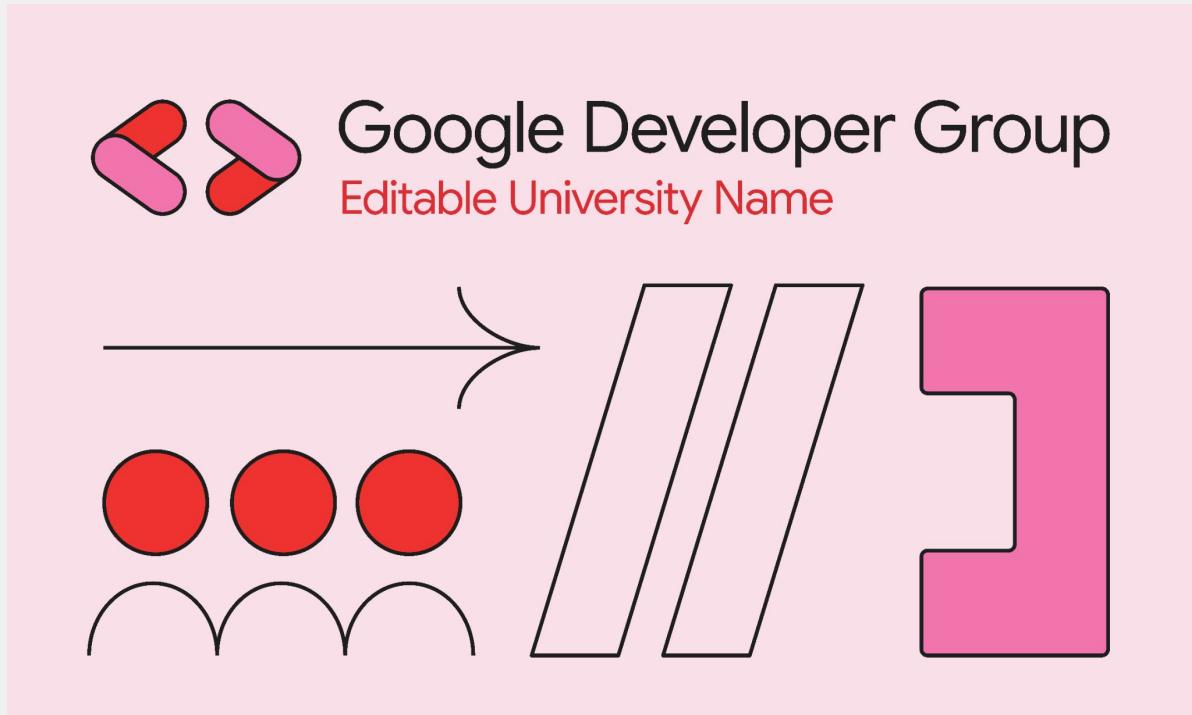
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One sheet: Editable template for GDG community (8.5x11")



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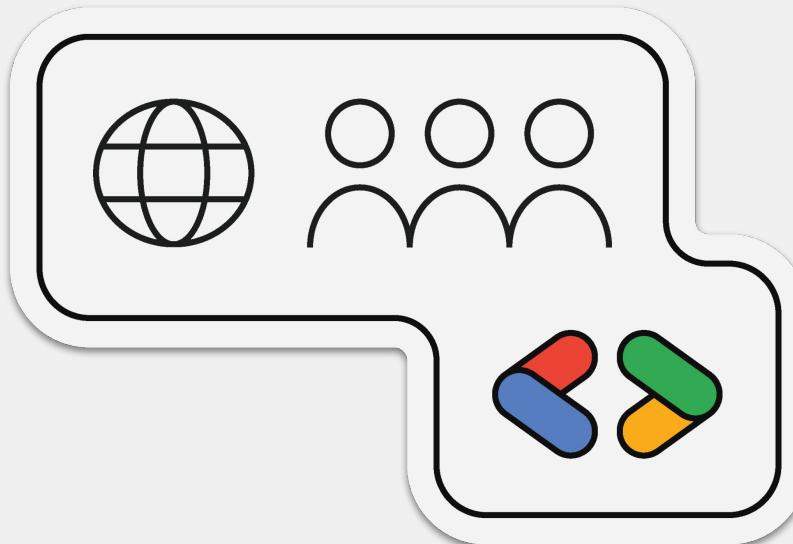
Banner - 5' x 3'



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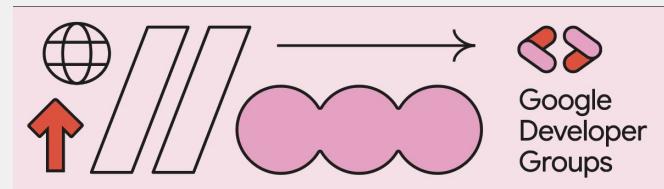
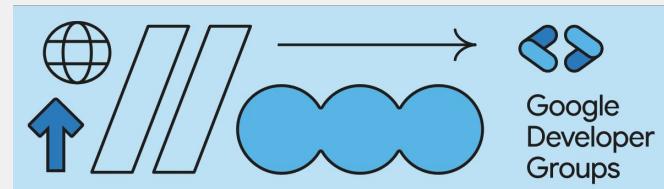
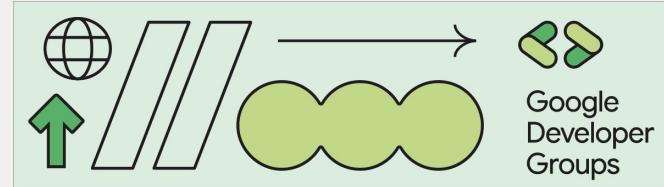
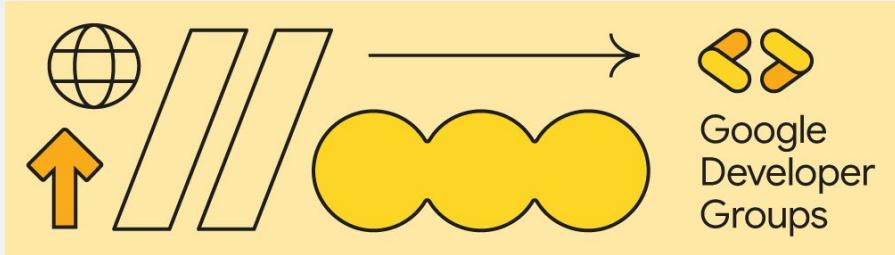
08. Swag

Sticker - Die Cut



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Stickers - Rectangle

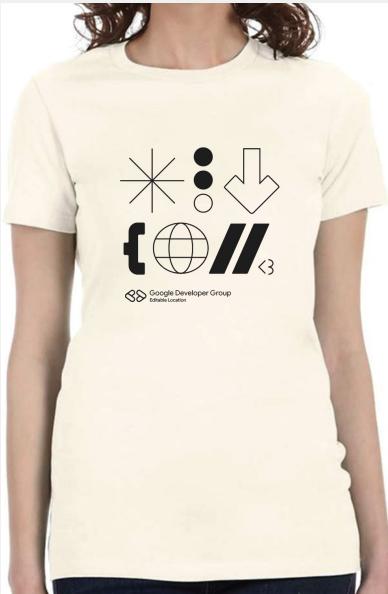


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T-shirt



Model wearing Bella + Canvas 3413
Unisex Triblend: Cement



Model wearing Bella + Canvas 6413
Women's Relaxed Triblend: Cream



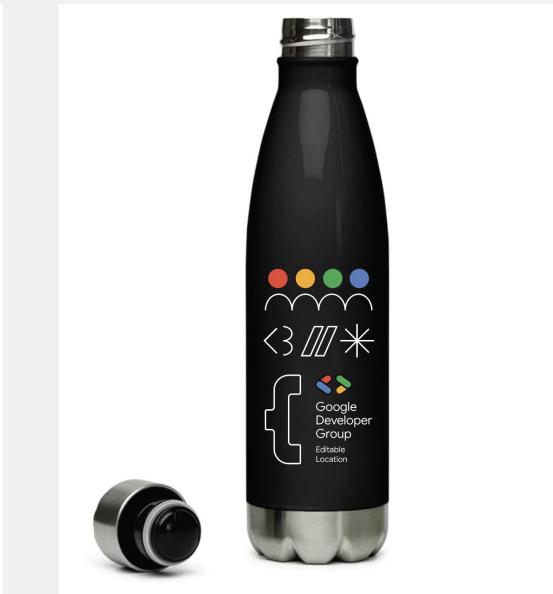
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Water Bottle



Single color print



Full color print

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