



BRAND GUIDELINES

How to use Google Trends Brand Identity

June 2015

HOW TO USE THE GOOGLE TRENDS BRAND

These guidelines contain recommendations for the various ways you can use the Trends name, logos, and language in your materials without having to have your people call our people.

We've included some examples of work so you can see how it comes together as well as links to assets you can download and use.

CONTENTS

LOGOS

Page 4

LOGO LOCKUPS

Page 8

EXAMPLES

Page 13

- **BROADCAST:** Page 14
- **ONLINE:** Page 17
- **SOCIAL:** Page 21

Q&A

Page 27



LOGOS

LOGO

There is one Trends logo you can use:

[Download the logo Here](#)



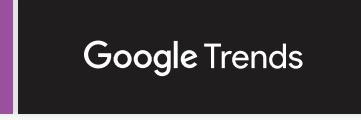
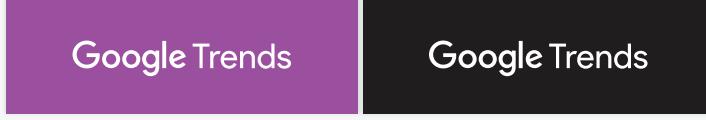
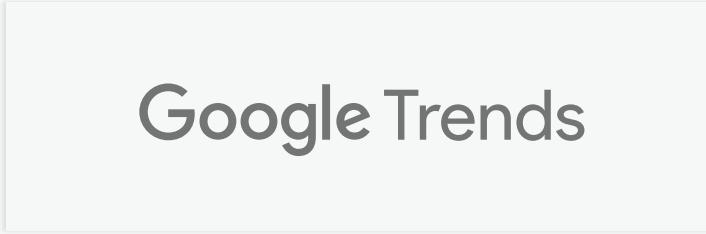
LOGO USES

✓ DO.

The primary preferred usage is Full Color on white. Alternate version is 54% Black on bright background.

Other light backgrounds may be used as long as legibility is maintained.

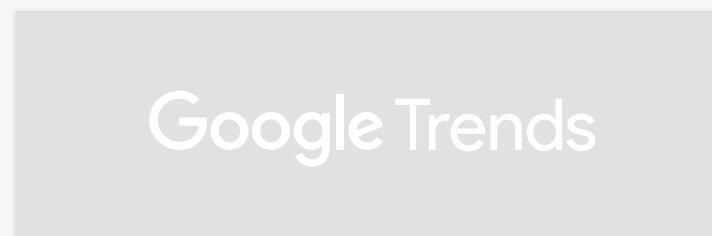
On dark backgrounds reverse the "Trends" text in white.



LOGO USES

DON'T.

Don't use on colored backgrounds or follow the guidelines on page 6 for dark colored backgrounds.

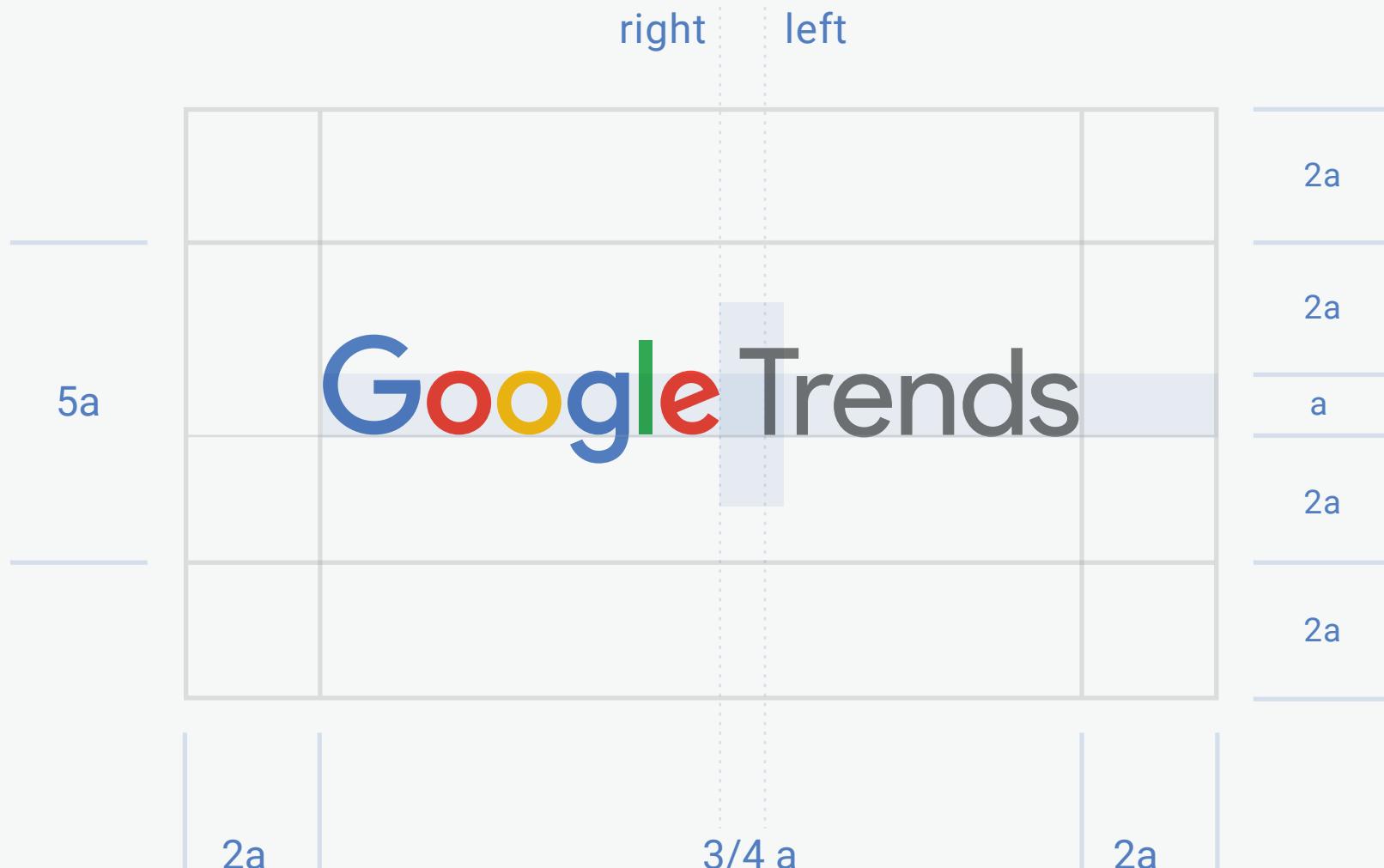




LOGO LOCKUP

THE GOOGLE TRENDS LOCKUP

The spacing of each element is precisely considered. Never alter this spacing.



USING THE LOGO WITH ADDITIONAL TEXT

When combining the “Google Trends” logo with additional text use the following ‘run-up’ lines with this spacing.

DO.

Use only the Roboto Light font and only this approved run-up line (use when needed).

powered by 

DON'T.

Don't use these unapproved run-up lines. The run-up line should not misrepresent the relationship between your brand and Google.

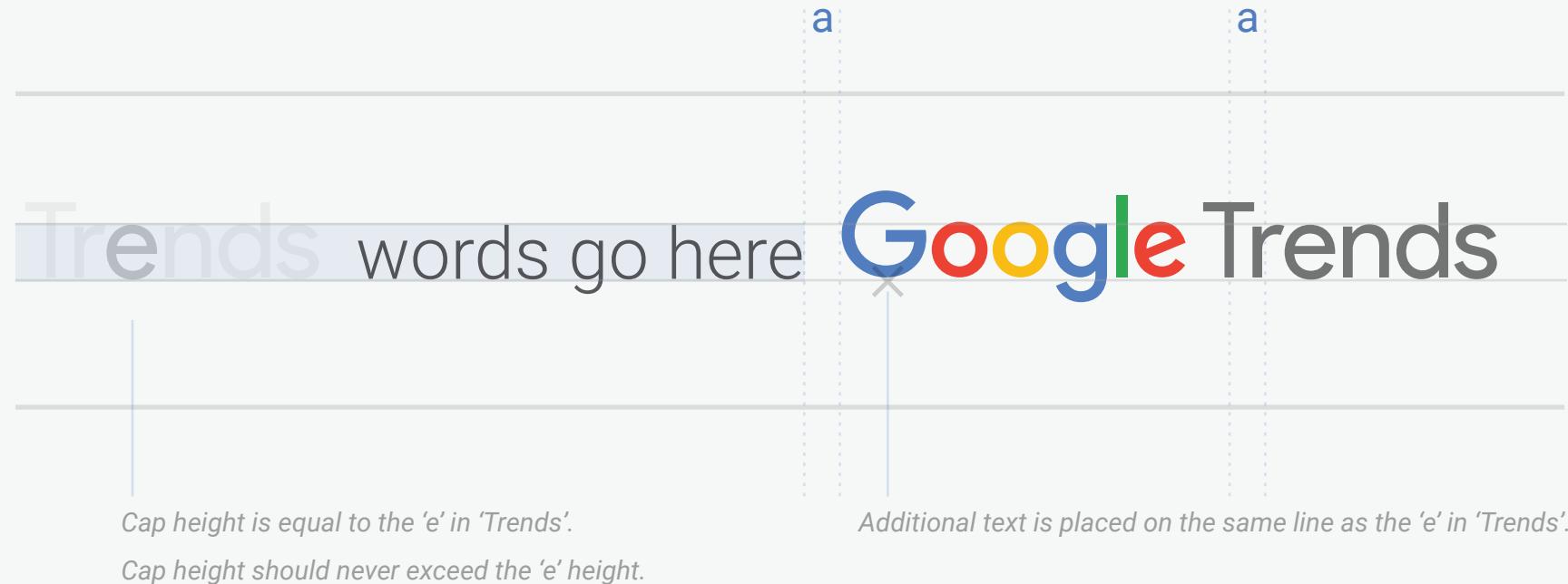
by 

thanks to 

with 

LOGO LOCKUP

Additional text should always proceed the logo in line.



THINGS TO AVOID

DON'T.

Don't use other fonts or logos for the run-up text.

Don't stack text above or below the logo.

Don't add text after the logo.

Don't use the logo in the middle of a sentence.

powered by 

powered by



powered

 powered

view the  today



EXAMPLES

SOURCING REQUIREMENTS & EXAMPLES OF USE

BROADCAST: VOICE OVER

✓ DO.

When broadcast host is referencing Google Trends verbally, please use any of the following examples.

WHEN REFERENCING THE DATA SOURCE:

“ Source: Google Trends...

WHEN EXPLAINING GOOGLE TRENDS ON AIR:

“ Over 100 Billion searches happen on Google each month. Google Trends analyzes these searches to reflect what...

WHEN REFERRING TO A LIST OF TOP QUESTIONS:

“ This list shows the top questions on [Term] from X date to X date (or the present).”

WHEN REFERRING TO A GRAPH OF SEARCH VOLUME:

“ This line graph shows relative Google search interest in [Term] from X Date to X Date (or the present) by month and week.

WHEN REFERRING TO A COMPARISON OF TWO SEARCH TERMS:

“ Search interest in [Term] was X times more than [other Term] over [Time period]...

✗ DON'T.

Please do not use the following references.

DO NOT USE GOOGLE AS A VERB:

“ The most googled searches...

| It's not accurate to say these are the "most searched terms" because we are eliminating some generic, obvious terms like "weather" and navigational terms like "YouTube."

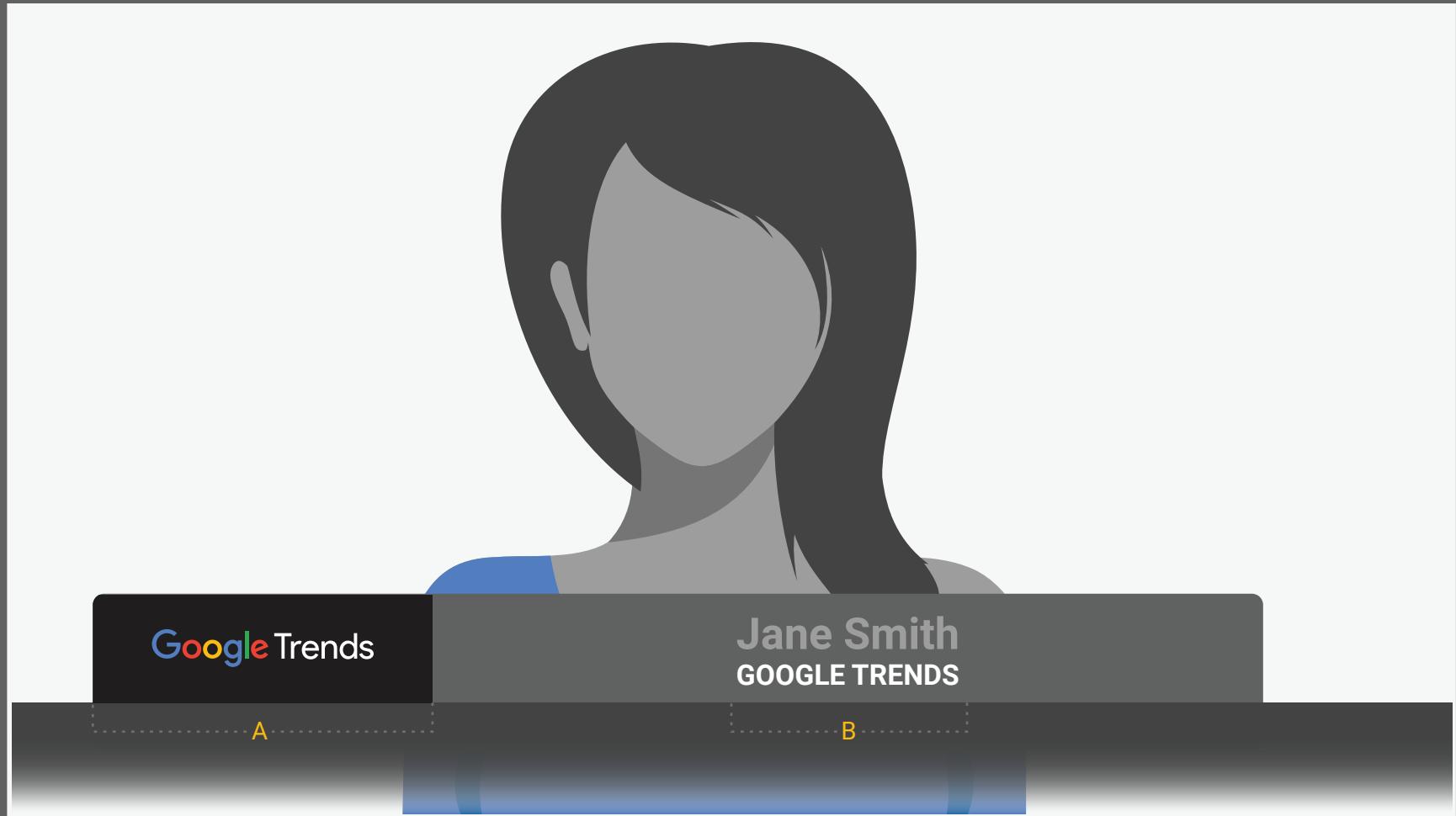
BROADCAST: VISUAL



PLEASE USE ONE / BOTH OF THE FOLLOWING:

When showing Google Trends data, please when possible use the Google Trends logo on all images and video. Alternatively, include source: Google Trends in visuals.

BROADCAST: LOWER THIRDS



PLEASE USE ONE / BOTH OF THE FOLLOWING:

- A.** Use our Google Trends logo in any lower thirds for Google representatives speaking on Trends data.
- B.** Write Google Trends in any lower thirds for Google representatives speaking on Trends data.

ONLINE/PRINT: IN LINE COPY



DO.

For online use, please adhere to the following when citing Google Trends data:

Google Trends is listed as the source.

Google Trends is mentioned in text in the body of an article when explaining the data.

Explanation of Google Trends or methodology is also included in the article, see examples.

More information on Trends methodology can be found [here](#).



DON'T.

Please do not use the following references.

FOR THE MOST BASIC USE CASES, PLEASE USE:

“ Google Trends data is aggregated and anonymous.”

FOR QUESTIONS FROM GOOGLE SEARCH, PLEASE USE:

“ Questions generated are ranked according to search volume. Gratuitously offensive terms have been removed from the list.”

FOR RELATED TERMS FROM GOOGLE SEARCH, PLEASE USE:

“ Related terms generated are ranked according to search volume. Gratuitously offensive terms have been removed from the list.”

DO NOT USE GOOGLE AS A VERB:

“ The most googled searches...

| It's not accurate to say these are the “most searched terms” because we are eliminating some generic, obvious terms like “weather” and navigational terms like “YouTube.”

ONLINE/PRINT: COMPLEX USE CASES



GOOD EXAMPLE OF COMPLEX METHODOLOGY:

View live sample [here](#).



The underlying analysis was conducted by Google researchers, in response to a request from The Upshot. The researchers began the analysis by producing a list of dishes that Americans have searched for at least twice as often during Thanksgiving week as they do over the rest of the year. The period of the analysis covered 10 years, 2004 to 2013. The researchers then compared the frequency of a search term in a given state — again, during the week of Thanksgiving — to the frequency nationwide. The numbers accompanying the dishes above report that multiple. Californians, for example, search for persimmon bread about four times more often, per capita, than residents of other states do.

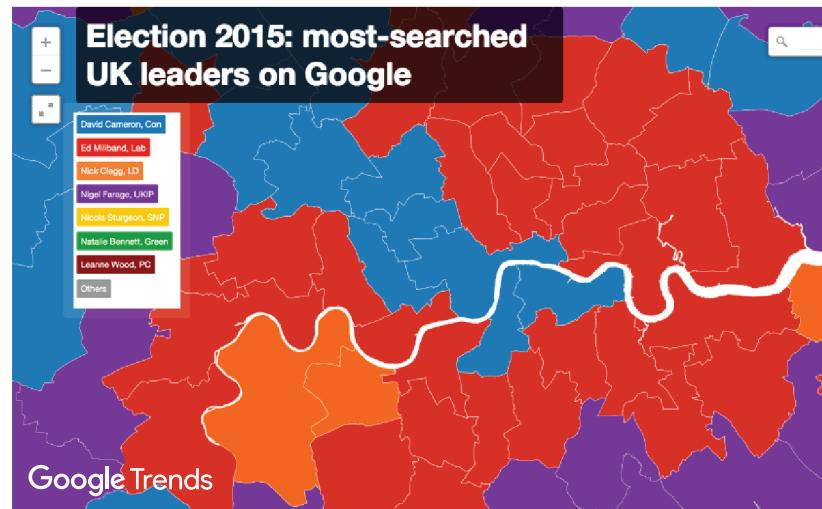
Data from Yair Shimshoni, [Seth Stephens-Davidowitz](#) and Hal Varian at Google

By Josh Barro, Laura Chang, Nate Cohn, Amanda Cox, Damon Darlin, Darcy Eveleigh, Alan Flippin, Neil Irwin, David Leonhardt, Claire Cain Miller, Kevin Quealy, Margot Sanger-Katz and Derek Willis

Correction: November 27, 2014

An earlier version of this interactive gave the incorrect name for the church whose members tend to be fond of Frog Eye Salad. It is the Church of Jesus Christ of Latter-day Saints, not the Church of Latter Day Saints.

Here's a close-up look at London, where Ed Miliband dominates in the center streak of Cameron running through it, and Farage doing better on the outside.



The map was created by the Google News Labs team with [Dr Alasdair Rae](#), senior lecturer in urban studies and planning at the University of Sheffield.

Simon Rogers, data editor at Google News Labs, said: "We used Google's Knowledge graph technology to look for the most-searched party leader in over 5,000 towns and cities across the UK and aggregated those to establish which leader was most-searched in each city."

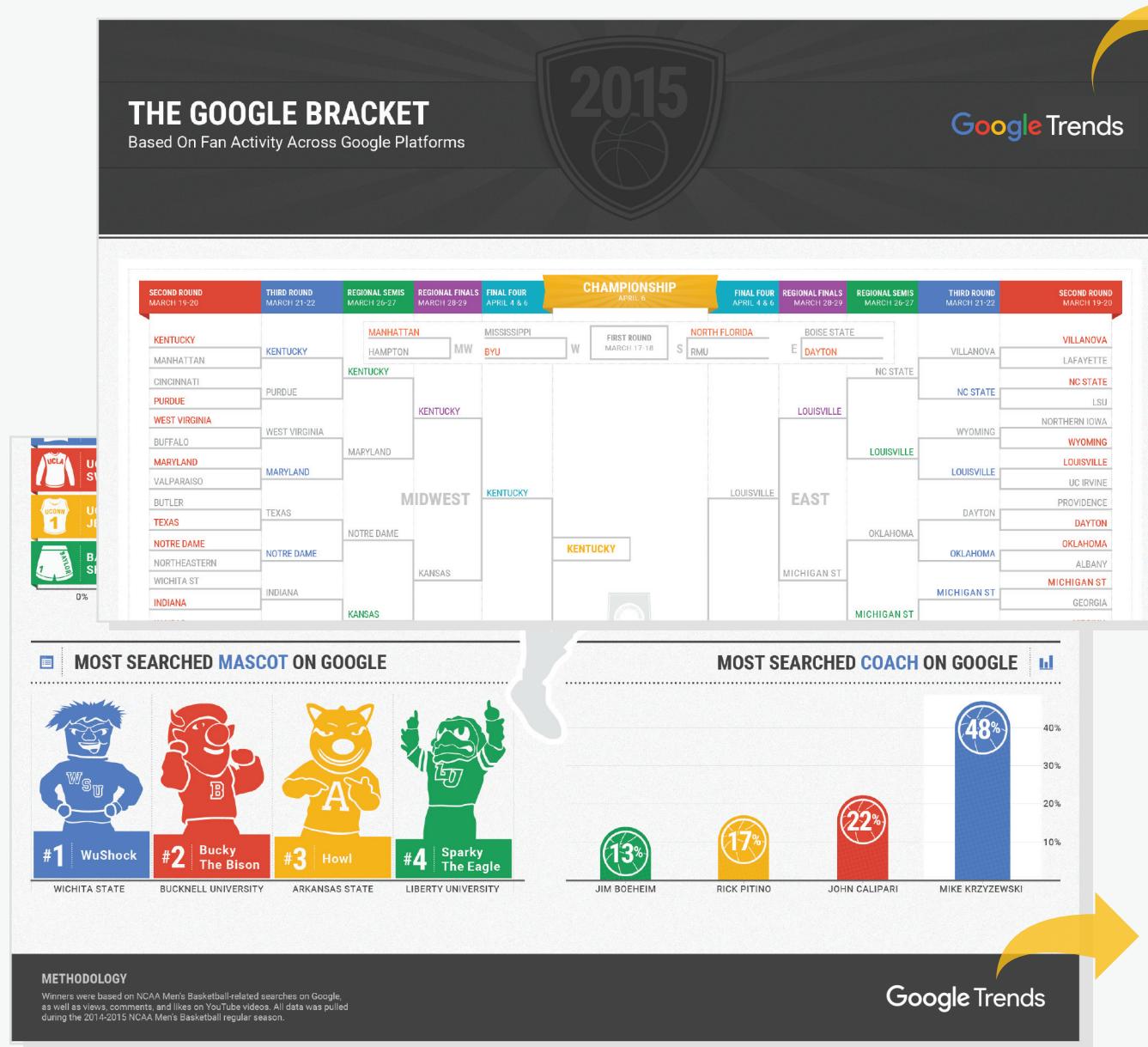


GOOD EXAMPLE OF COMPLEX METHODOLOGY:

View live sample [here](#).



ONLINE/PRINT: VISUALIZATION/GRAFICOS

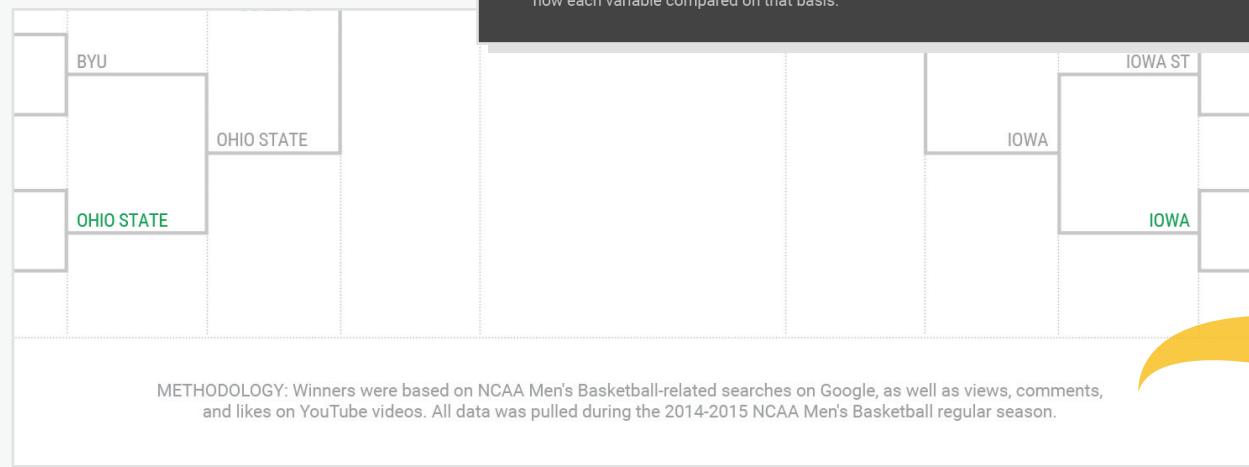


ONLINE/PRINT: VISUALIZATION/GRAFICS

METHODOLOGY EXAMPLE:

Example is in footer of an infographic and defines how the data was collected.

Text is readable and on a clean/clear background.



METHODOLOGY EXAMPLE:

Example is in footer of a stand alone graphic and defines how the data was collected. Text is readable and on a clean/clear background.

SOCIAL: LOGO POSITIONING



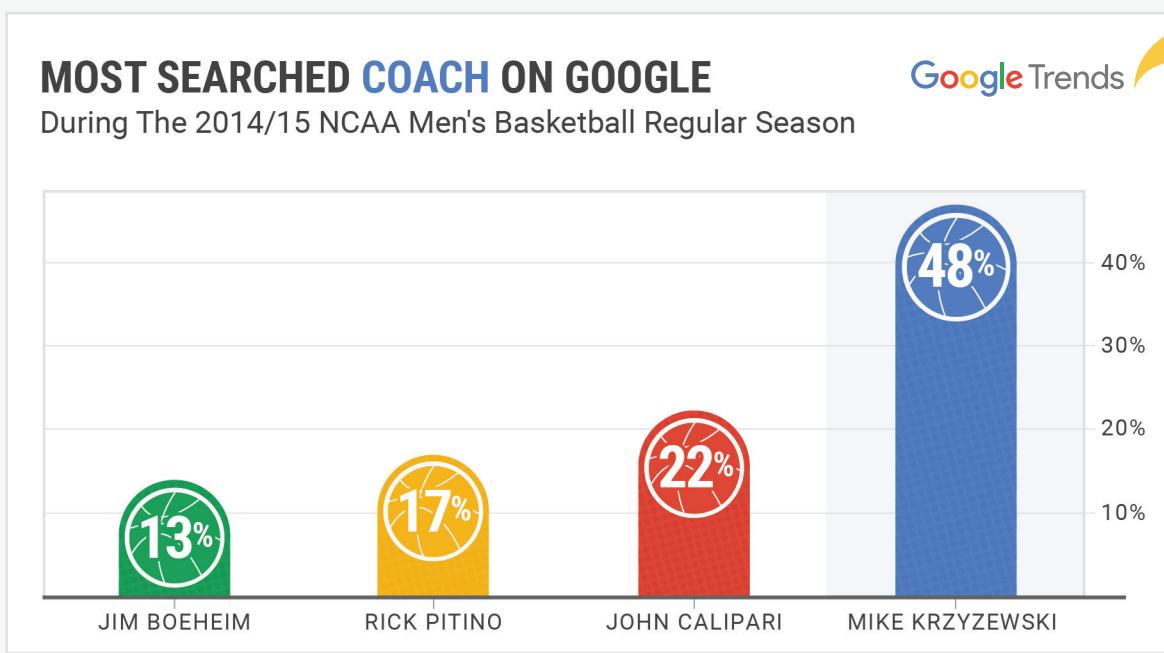
Google Trends positioned lower right.



Google Trends positioned top right.



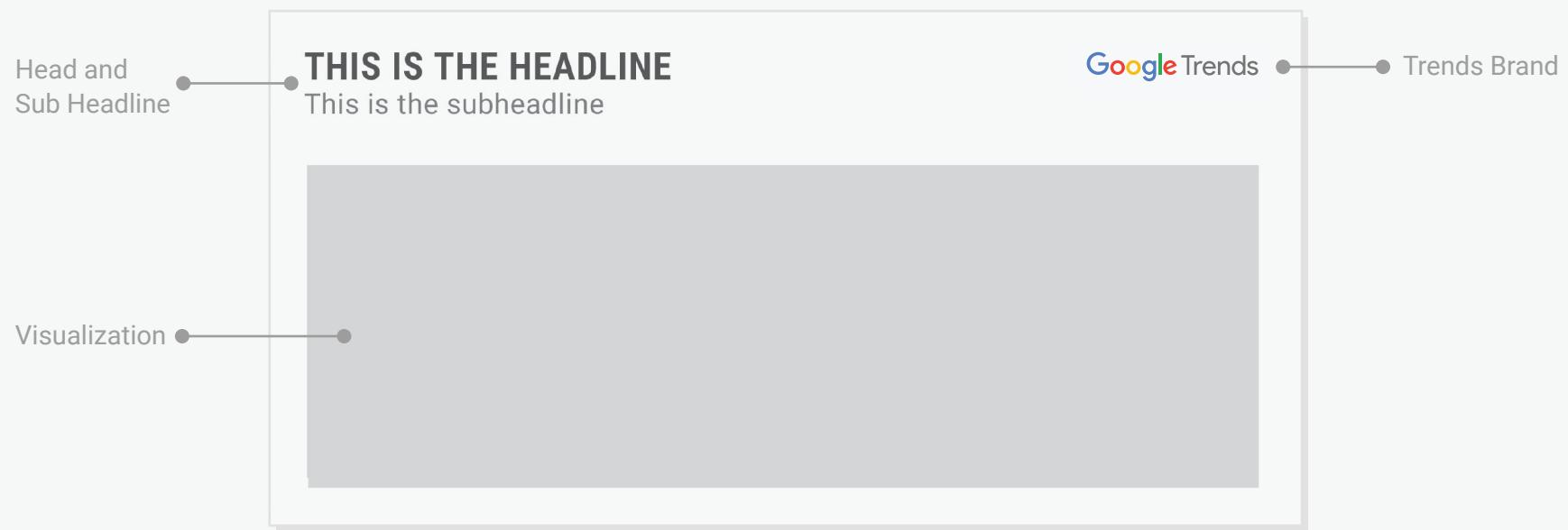
Google Trends positioned bottom left.



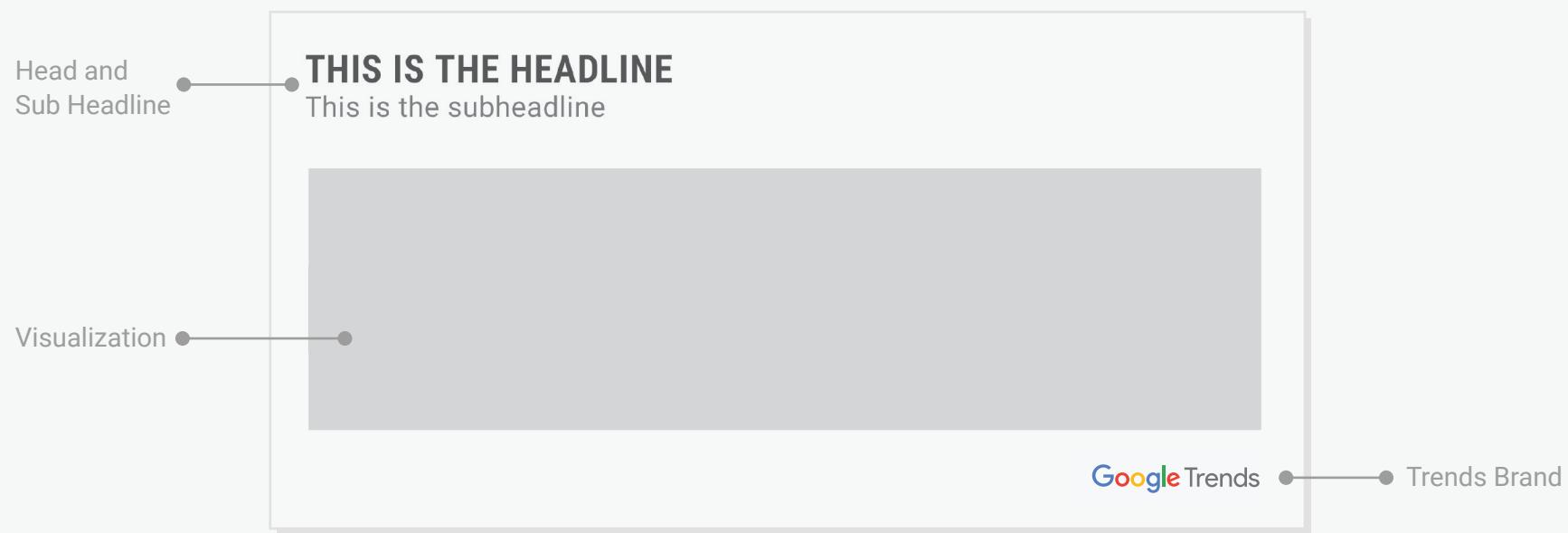
SOCIAL EXAMPLE:

Example is a graphic for social placement. Logo is placed in the top right logo position.

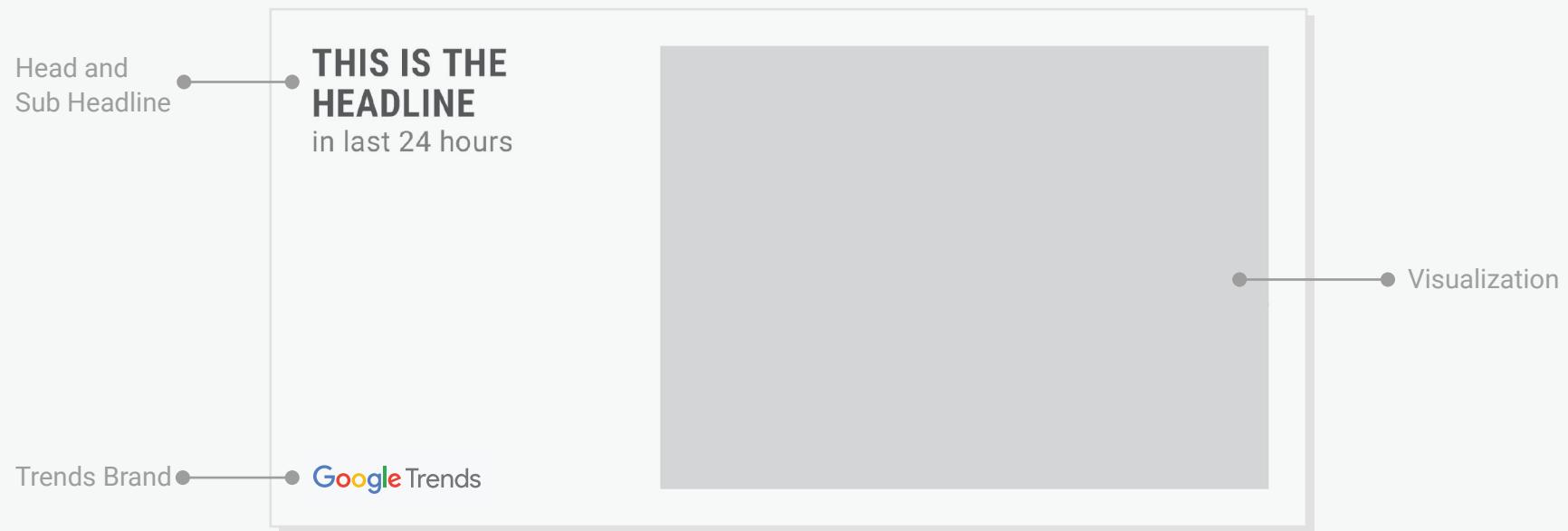
SOCIAL: LAYOUT EXAMPLE 1



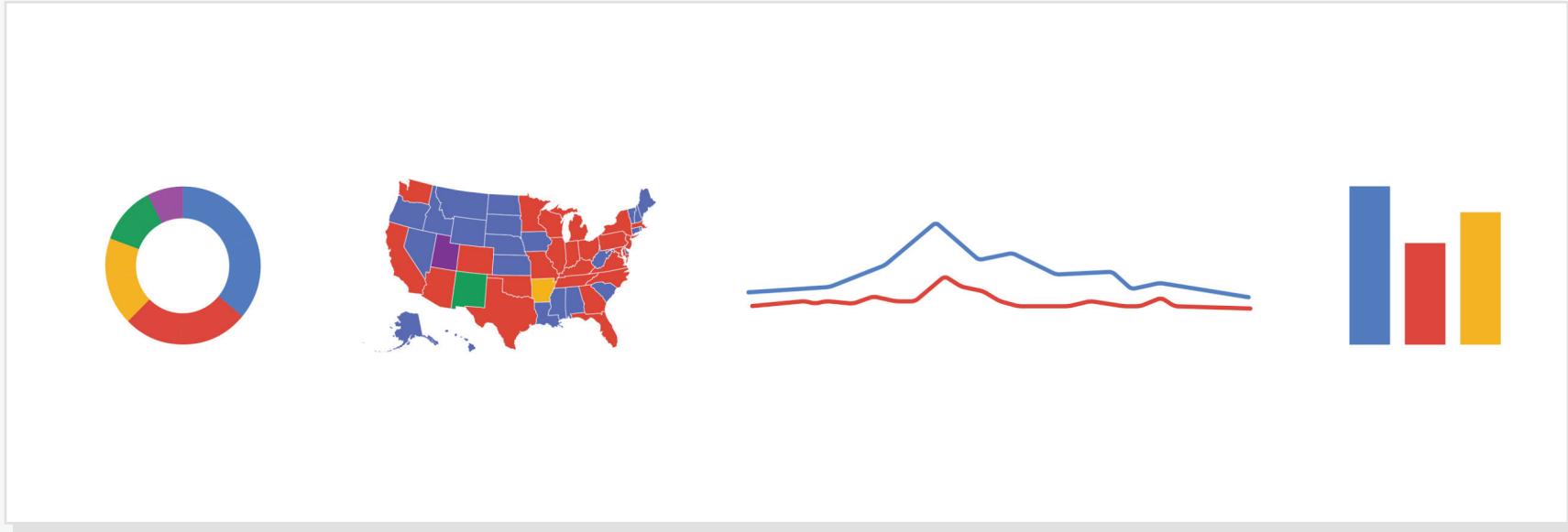
SOCIAL: LAYOUT EXAMPLE 2



SOCIAL: LAYOUT EXAMPLE 3



SOCIAL: PRINCIPLES



VISUALIZATION TYPES:

Use Google brand colors in a meaningful way such as color coding, differentiation between entities etc.
Do not use brand colors in a decorative manner.

SOCIAL: SOURCING OR METHODOLOGY

✓ DO.

For social use, please adhere to the following when citing Google Trends data:

Google Trends is listed as the source.

Google Trends is properly cited in any linked articles (see section for online / print).

✗ DON'T.

Do not use Google as a verb.

Do not use lower case or separate the Google Or Trends text.

METHODOLOGY FOR QUESTIONS

“ Source: Google Trends. Questions generated are ranked according to search volume. Gratuitously offensive terms have been removed from the list.”

METHODOLOGY FOR RELATED TERMS

“ Source: Google Trends. Related terms generated are ranked according to search volume. Gratuitously offensive terms have been removed from the list.”

DO NOT USE GOOGLE AS A VERB:

“ The most googled searches...



Q&A

Q&A

WHERE CAN I GET THESE LOGOS?

Download them all [Here](#).

WHERE CAN I GET THE FONT THAT GOOGLE TRENDS USES?

That awesome font is Roboto & Roboto Condensed. Get it [Here](#).

CONTACT US

With any questions or permission on specific uses not covered in this document.

Email: newslabtrends@google.com

Website: g.co/newslab