



Brand guide and event kit

This guide includes a library of messages, graphics and templates to use when promoting your Google Developer Student Clubs chapter.

```
const filterByOrg = study.readOrganization == filterByOrg ? true : false  
const status = filterByStatus ? study.status === filterByStatus : true  
const matchStatus = filterByStatus ? filterByStatus : study.status  
const matchStatus = filterByStatus ? filterByStatus : study.status
```

```
function filterStudies({ studies, filterByOrg, filterByStatus }) {  
  const filteredStudies = studies.filter(study =>  
    filterByOrg || study.readOrganization === filterByOrg  
    filterByStatus || study.status === filterByStatus  
    !filterByOrg || !filterByStatus  
  )  
  return filteredStudies  
}
```



Brand Guide - Contents

Narrative and messaging

Brand foundations

Color
Logo
Regional chapter logo do's
Regional chapter logo don'ts
Adding partner logos

Photography
Typography
Typography do's
Typography don'ts

Google Drawings Guide

File Folder

Digital Assets

Website Banners
Blog Post Images
Digital Background
Presentation Slides Templates
Email Google Docs Template
Developer Profile Badges

Social Media Assets

Account Banners
Photo Frames
Event Promos
Agenda Promos
Speaker Promos

Video Assets

Intro Animation
Intro Animation + Title Card
End Card
Lower Thirds
Animated Transition

Event Assets

Event Badges
Signage - Letter
Signage - Poster
Signage - Meterboards
Signage - Podium

Swag Assets

Poster
T-shirts
Stickers

Narrative and messaging

Reference these core messages when communicating about your chapter or community:

Google Developer Student Clubs are community groups for college and university students interested in Google developer technologies.

Students from all undergraduate or graduate programs with an interest in growing as a developer are welcome. By joining a GDSC, students grow their knowledge in a peer-to-peer learning environment and build solutions for local businesses and their community.

Google Developer Student Clubs is a program supported by Google Developers.

Connect

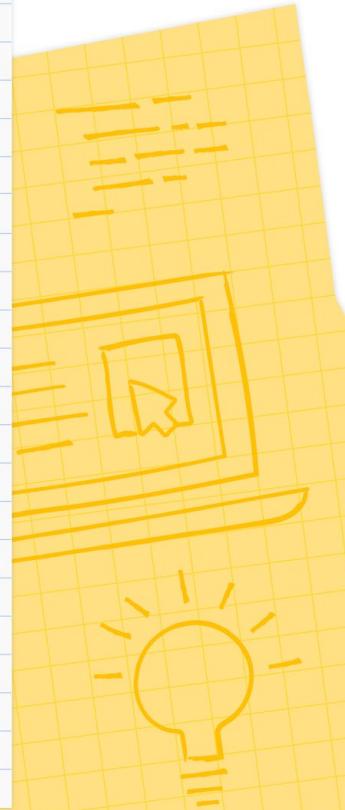
Meet students interested in developer technologies at your university. All are welcome, including those with diverse backgrounds and different majors.

Learn

Learn about a range of technical topics and gain new skills through hands-on workshops, events, talks, and project-building activities - both online and in-person.

Grow

Apply new learnings to build great solutions for local problems. Advance your skills, career, and network. Give back to your community by helping others learn, too.



Brand foundations

Colors

Primary colors

Use the Google Developer Student Clubs primary color palette in assets or communications.

White is the most important color in our palette. It provides simplicity and clarity to our visuals, and it's the foundation of all Google designs, illustrations, and environments.

Use the primary colors to create focus. Pair core colors with neutrals and a white background to bring dimension and focus to an illustration.

Core Colors (logo)

Hex #4285F4
r66 g133 b244
c88 m40 y0 k0
PMS 2173 Coated

Hex #EA4335
r234 g67 b53
c0 m87 y89 k0
PMS 179 Coated

Hex #FBB0C4
r251 g188 b4
c0 m37 y100 k0
PMS 7549 Coated

Hex #34A853
r52 g168 b83
c85 m0 y92 k0
PMS 2257 Coated

Asset Colors

Hex #E3F2FD
r227 g242 b253
c9 m1 y0 k0

Hex #FFEBEE
r255 g235 b238
c0 m9 y2 k0

Hex #FFF8E1
r255 g248 b225
c0 m1 y12 k0

Hex #E8F5E9
r232 g245 b233
c8 m0 y9 k0

Hex #BDBEFB
r187 g222 b251
c24 m4 y0 k0

Hex #FFCDD2
r255 g205 b210
c0 m24 y7 k0

Hex #FFECB3
r255 g236 b179
c1 m25 y35 k0

Hex #C8E6C9
r200 g230 b201
c22 m0 y26 k0

Hex #90CAF9
r144 g202 b249
c39 m9 y0 k0

Hex #EF9A9A
r239 g154 b154
c3 m48 y28 k0

Hex #FFE082
r255 g224 b130
c1 m10 y59 k0

Hex #A5D6A7
r165 g214 b167
c37 m0 y44 k0

Hex #64B5F6
r100 g181 b246
c53 m16 y0 k0

Hex #E57373
r229 g115 b115
c6 m68 y47 k0

Hex #FFD54F
r255 g213 b79
c0 m15 y80 k0

Hex #81C784
r129 g199 b132
c51 m0 y64 k0

Hex #42A5F5
r66 g165 b245
c63 m25 y0 k0

Hex #EF5350
r239 g83 b80
c0 m83 y67 k0

Hex #FFCA28
r255 g202 b40
c0 m20 y92 k0

Hex #66BB6A
r102 g187 b106
c62 m1 y78 k0

Hex #2196F3
r33 g150 b243
c71 m34 y0 k0

Hex #F44336
r244 g67 b54
c0 m89 y84 k0

Hex #FFC107
r255 g193 b7
c0 m25 y100 k0

Hex #4CAF50
r76 g175 b80
c72 m5 y95 k0

Logos [Chapter]

Those who have been a part of the program for a while are familiar with the GDSC logo as an acronym. The new Google Developer Student Clubs 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.

The full color logo lockup should only be used on either white and grey backgrounds.

The white version should only be used on top of a background color from the Google Developers primary color palette or on photographs that are not too busy.



The bracket icon [Download](#)



[Download Files](#)

Regional chapter logo do's



Do customize the lockup for your chapter using the official lockup generator tool (made available only to confirmed members of the platform) and following the naming guidelines indicated above.

Do refer to your chapter as "Google Developer Student Clubs [Location]".

Do refer to the program as "Google Developer Student Clubs"

Do name your chapter with a "Location" that is a city or area (e.g. London, Silicon Valley).



Do if you want to further customize your brand, create a visual asset that can be shown in addition to but NOT as part of the lockup. The spacing around the lockup should at a minimum match the height of "Google".

Do describe the program as "GDSC stands for Google Developer Student Clubs and is a program offered by Google Developers to support community-run developer groups".

Do refer to your chapter as "a community-run developer student club supported by Google Developers"

Photography

Use photography to communicate Google's values of inclusivity, empowerment and strength in community.

Prioritize and focus on individuals.

Capture smiling faces.

Focus on actions that communicate what Google Developers is about (people coding together, working on laptops, listening to talks, giving talks, networking).

Avoid focusing on "party" photos.

Make sure photos are clear, with good lighting and of high resolution. Avoid sharing blurry photos.

Integrate the developer line art style as needed to reiterate Google's developer-centric branding.



Typography

General

Please use Google Sans Bold for headlines, and Google Sans Regular for subheads and body copy. If smaller text is necessary such as for annotations, footnotes, or small labels, please use Open Sans Normal.

Headlines

Google Sans Bold

Sub Head / Longer strings of text

Portamento

**UPDATE WITH
FONT**

Body copy

Open Sans Light

Small copy

Open Sans

Typography do's

Headers and hierarchy

Use a ratio of 1½ :1 for setting the size of a header to the body copy. (Example: if your body copy 12pt in size, please set the header to 18 ($12/2 = 6$; $12+6=18$).

Use a line spacing of between 1.15-1.5.

Add a paragraph break that is ½ the height of the header. (Example: if the header is 24pt in size, add at least a 12pt paragraph break between the header and body copy below.)

Use color to draw attention to key messages in the typography.

Applications closing soon.

Submit your information by October 1 to be considered.

Do

Left align text and ensure comfortable spacing between lines

Another example of a header.

With a subtitle

Submit your information by October 1 to be considered.

Do

Use the same size for headers and subheaders. Apply Google Sans Regular to the subheaders to create appropriate hierarchy.

Typography don'ts

Headers and hierarchy

**Applications
closing soon.**

**Submit your information by
October 1 to be considered.**

Don't

Do not use bold for subheaders or body copy. Reserve bold typography for headers.

**Applications
closing soon.**

**Submit your information by
October 1 to be considered.**

Don't

Do not use color for a full body of text. Reserve color usage to the key element of a message that deserves the most attention

**Applications
closing soon.**

**Submit your information by
October 1 to be considered.**

Don't

Do not use highlights or any other typographic treatment for headers. Lean on Google Sans bold and pops of color to draw attention to content when necessary.

Typography don'ts

APPLICATIONS
CLOSING SOON

Applications
closing soon.

Don't

Use all caps or underlined text. If you would like to emphasize something, use bold.

Applications
closing soon.

Sign up **today!**

Don't

Apply colors outside of the brand guidelines to any typography.

Applications
closing soon.

Applications
closing soon.

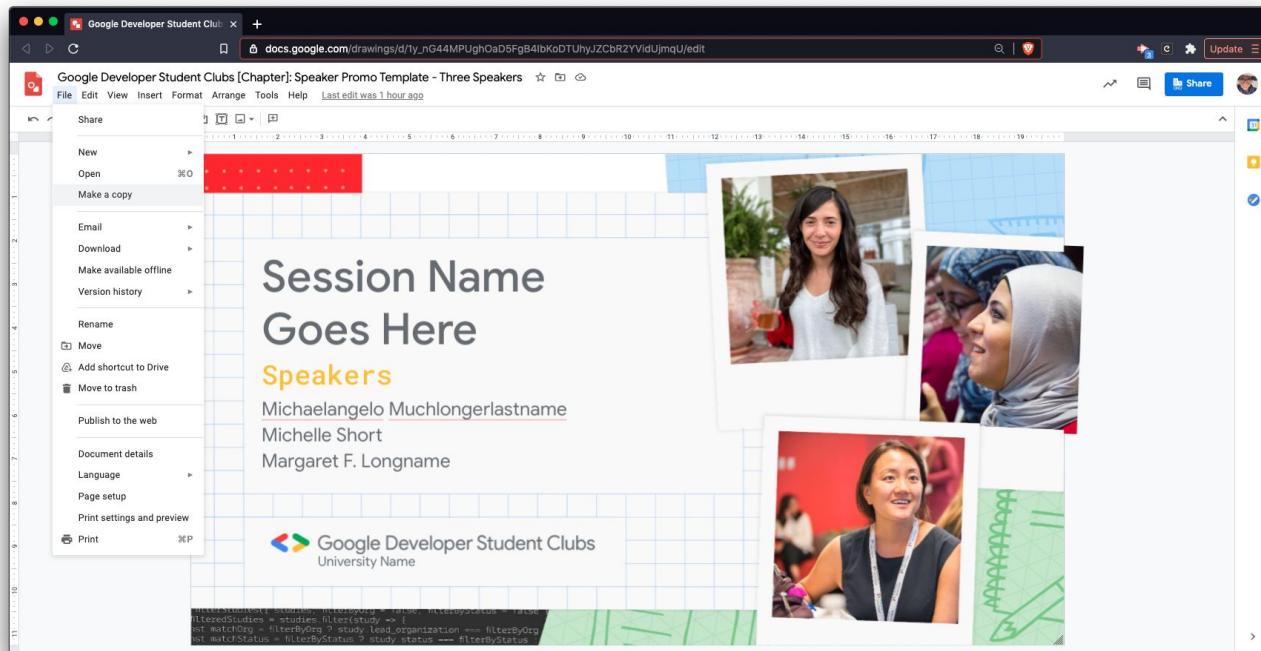
Don't

Use italics or adjust the tracking of the text

Google Drawings Guide

How to use our Google Drawings Templates

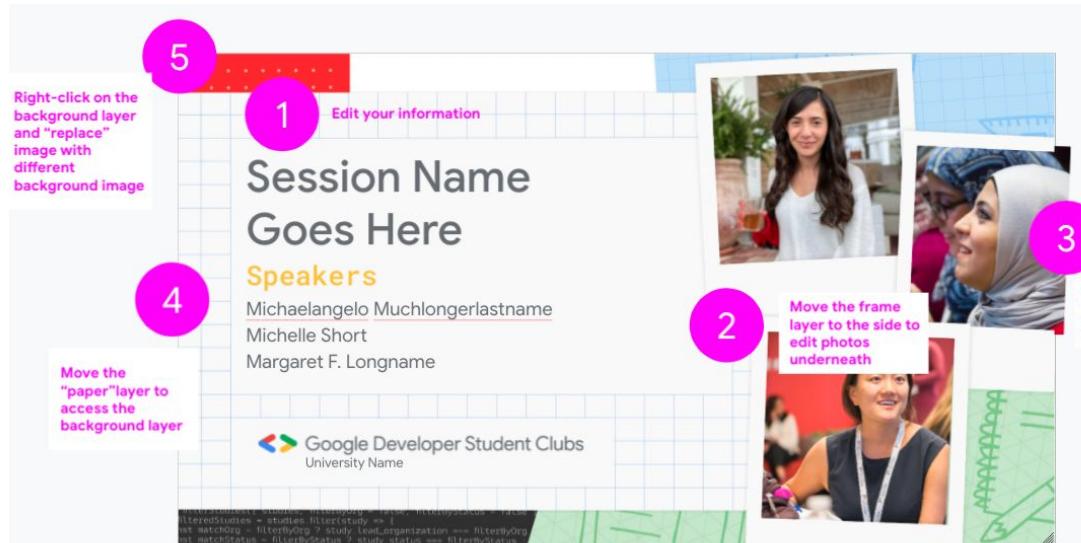
To create your own asset, simply make a copy of the Google Drawing you are looking to recreate. Edit the location, information, and photos to your liking. Being sure to keep within the guidelines suggested above.



How to use our Google Drawings Templates

This design requires multiple layers to achieve this collaged look and feel. Make a copy of this guide to practice how to move layers in order to swap them out with different background layers and photos for your assets.

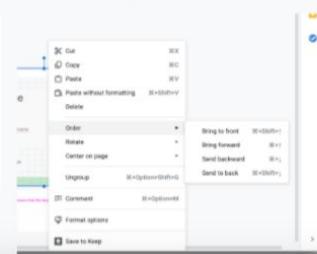
Access Google Drawing



IMPORTANT NOTES:

Use the "order" tool when you right-click to ensure that the layers stay in the appropriate order (From bottom up):

- 5- Background Layer
- 4- Paper Layer
- 3- Photo/Image Layer
- 2- Frame Layer
- 1- Text Layer

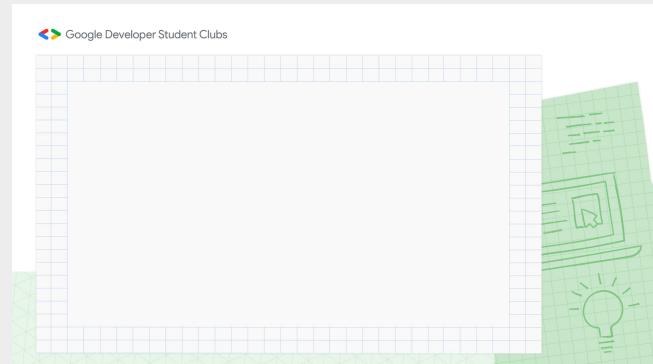


Digital assets

Presentation Slides

Make a copy of this Google Slides template to prepare presentations.

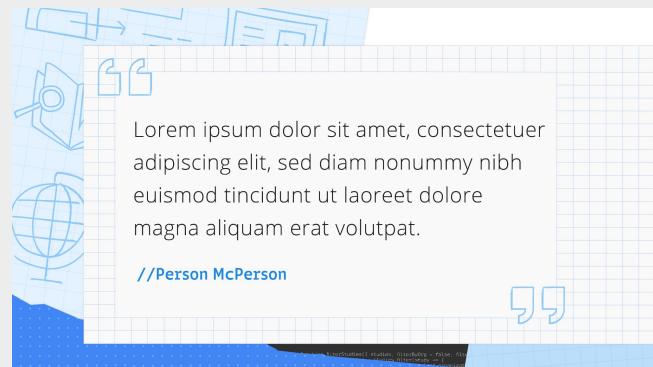
[Download Files](#)



This slide contains a header "This is a header" and a sub-header "Here is a sub header" in orange. It includes two bulleted lists:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

The slide has a yellow footer bar with small text and icons. The background is white with a light blue grid pattern and includes icons of a magnifying glass, globe, and speech bubbles.



This slide has a light blue header bar and a light blue footer bar. The main content area has a light blue grid pattern. It features a blue icon of a document with a checkmark and a blue icon of a lightbulb.

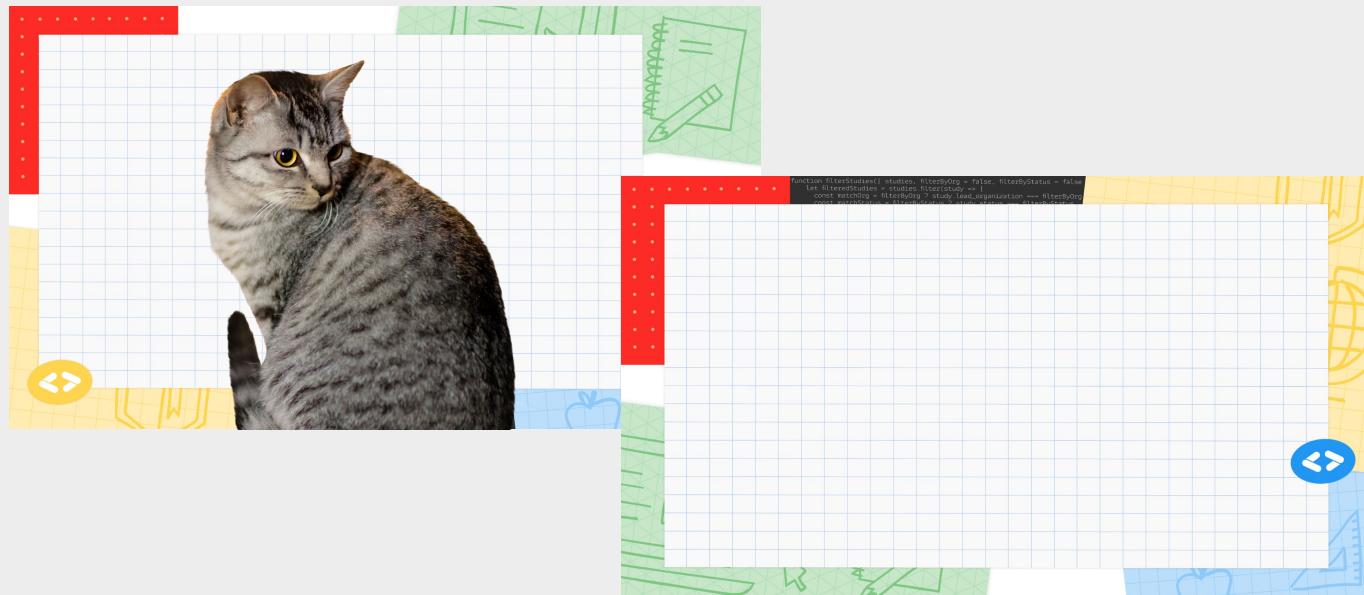
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

//Person McPerson

Video Chat Digital Background

Use this background image when on video calls representing your Google Developer Student Club.

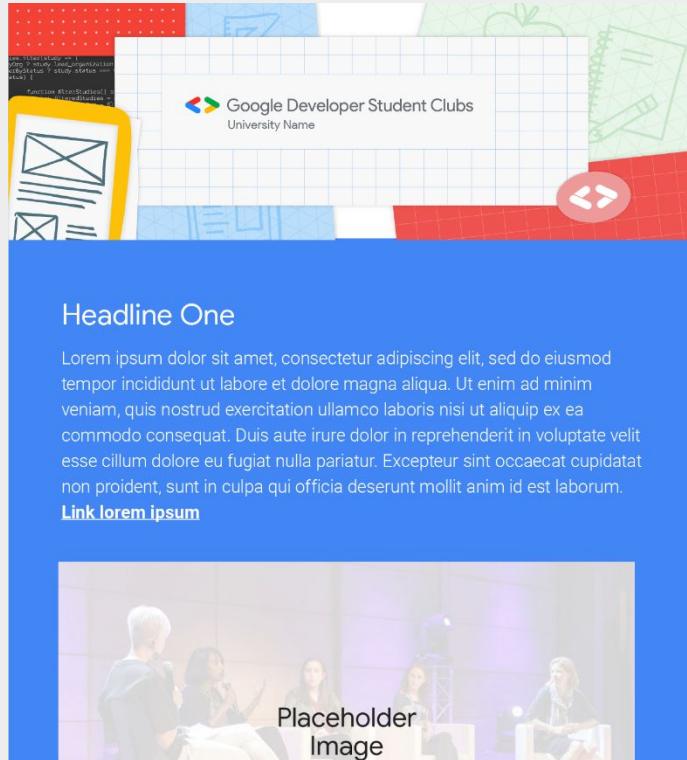
[Download Files](#)



Email Template

Make a copy of the linked Google Doc template, edit the text, and paste into your email when sending out Google Developer Groups related content.

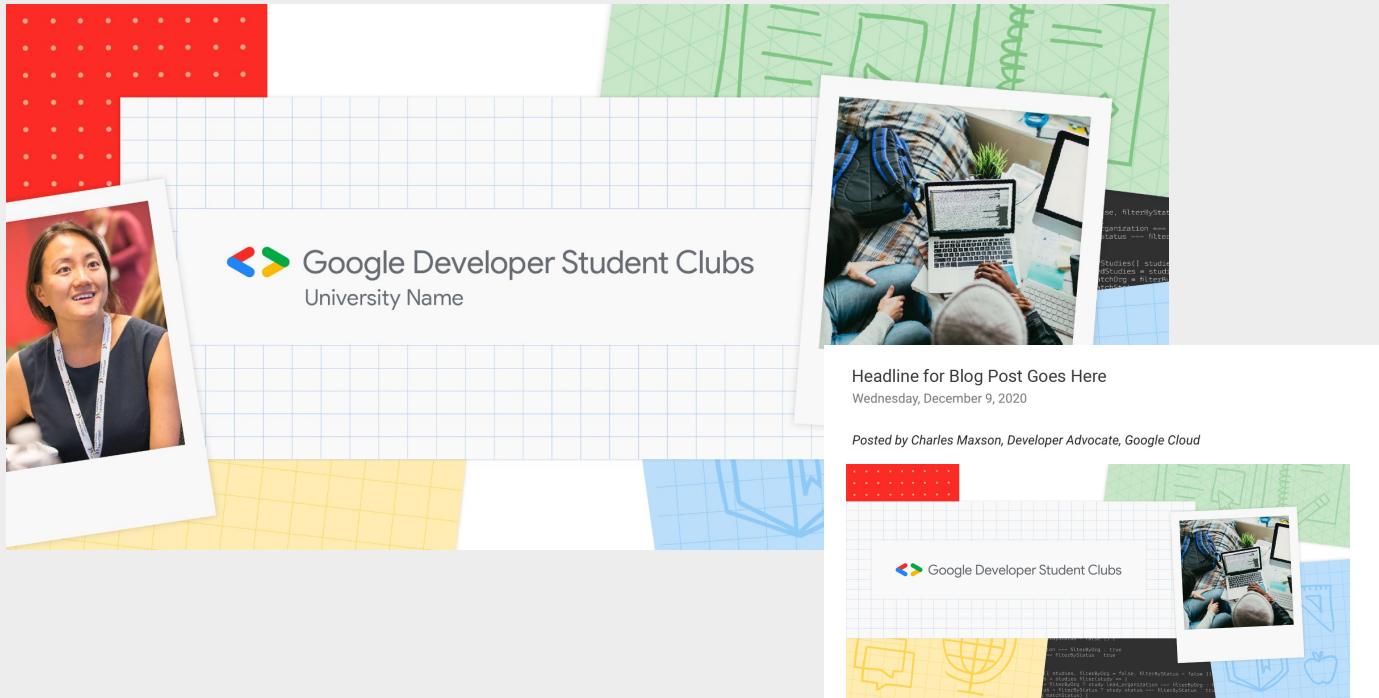
[Download Files](#)



Blog Post Banner

Use this blog post banner template for header images within a blog.

[Download Files](#)



It's been a little over a [decade](#) since [Apps Script](#) was introduced as the [development platform](#) to automate and extend Google Workspace. Since its inception, tens of millions of solution builders ranging from professional developers, business users, and hobbyists have adopted Apps Script because of its tight integration with Google Workspace, coupled with its relative ease of use, makes building solutions fast and accessible.

Social media assets

Social media assets and promotions

We want to see your events stand out on social media. Reference the next slides for assets you can use to update (or create) your chapter's social media profiles, and assets for promoting events your chapter is hosting.

In addition, we've created a Google Developer Student Clubs Best Practices document that details how to create social media accounts for your chapter, what to post, and more. You can find that [here](#).

Be sure to follow the hashtag #DeveloperStudentClubs on social media to stay up to date on global announcements, community stories, resources, and upcoming events. Don't forget to follow us↓



[@GoogleDevs](#) & [@GoogleStudents](#)



[Google Developers](#) and our [Google Developer Student Clubs Group](#) (for Leads only)

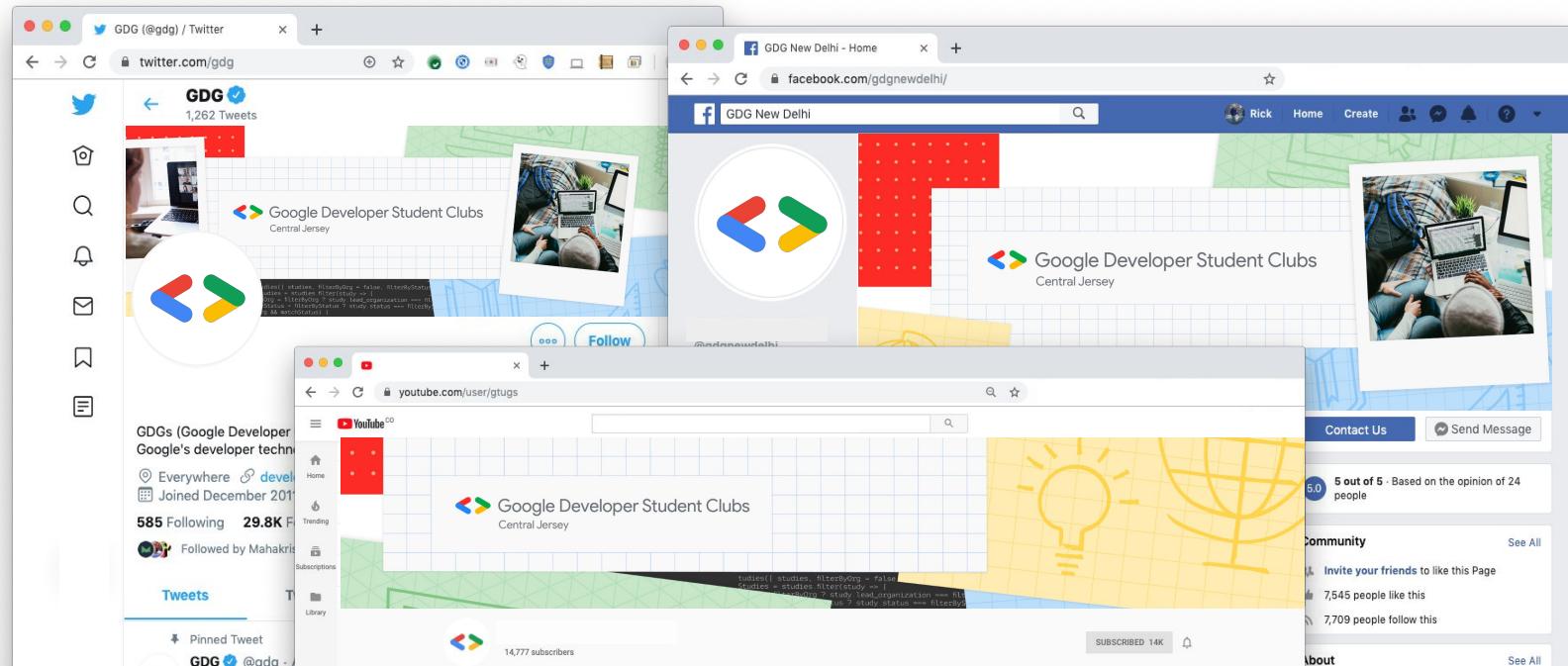


[Google Developers](#)



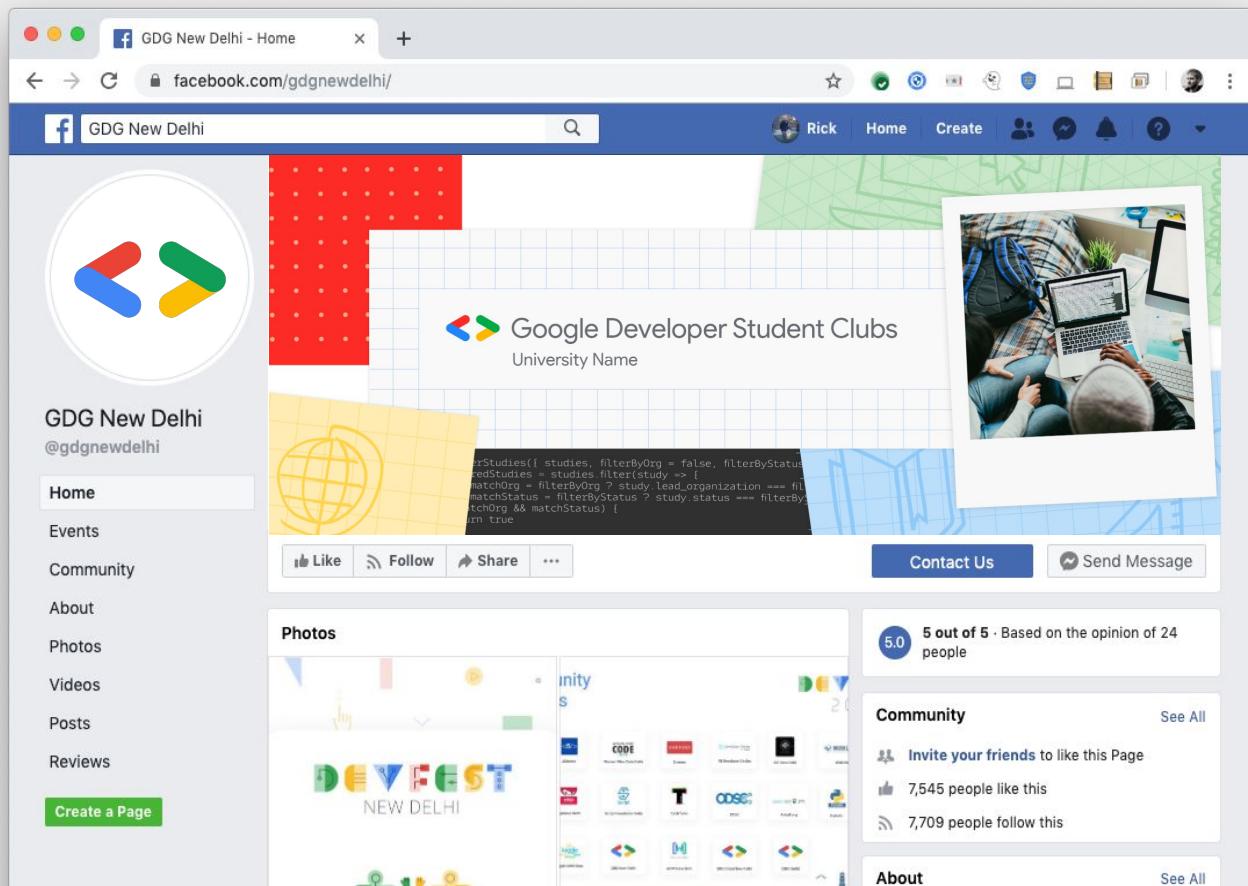
Social media banner graphics

If you have a social media channel(s) for your chapter, you may use these homepage header graphics. Replace the photograph(s) as desired.



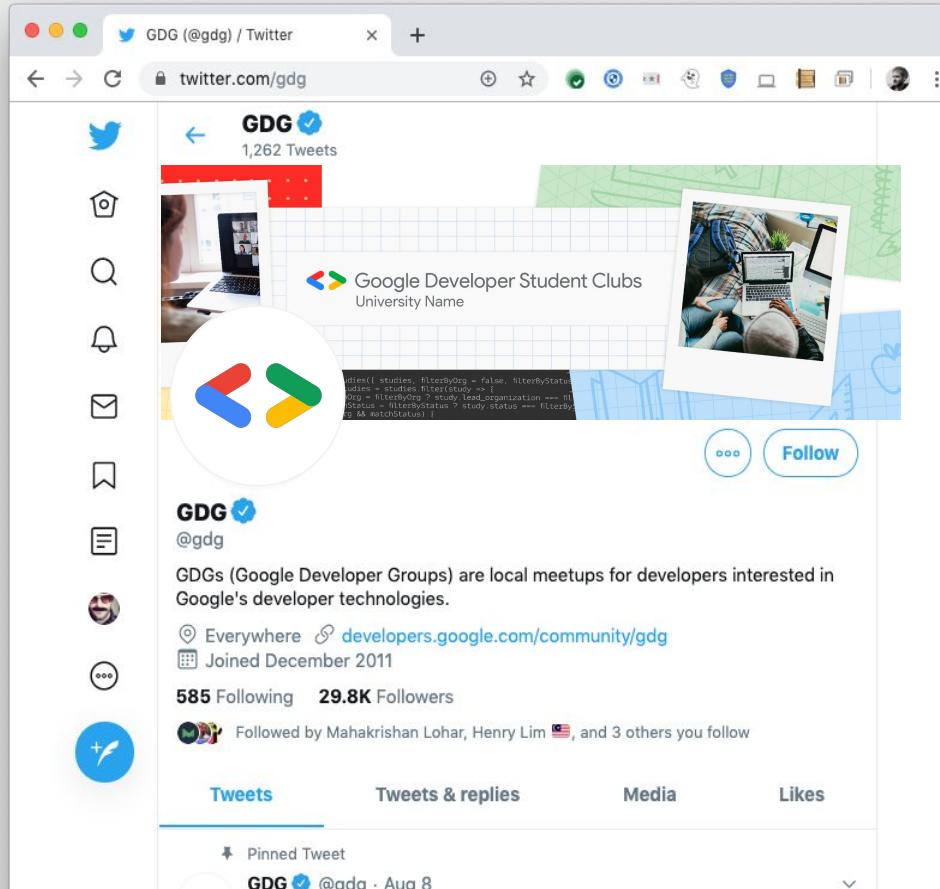
Facebook Banners

If you have a social media channel(s) for your chapter, you may use these homepage header graphics. Replace the photograph(s) as desired.

[Download Files](#)

Twitter Banners

If you have a social media channel(s) for your chapter, you may use these homepage header graphics. Replace the photograph(s) as desired.

[Download Files](#)

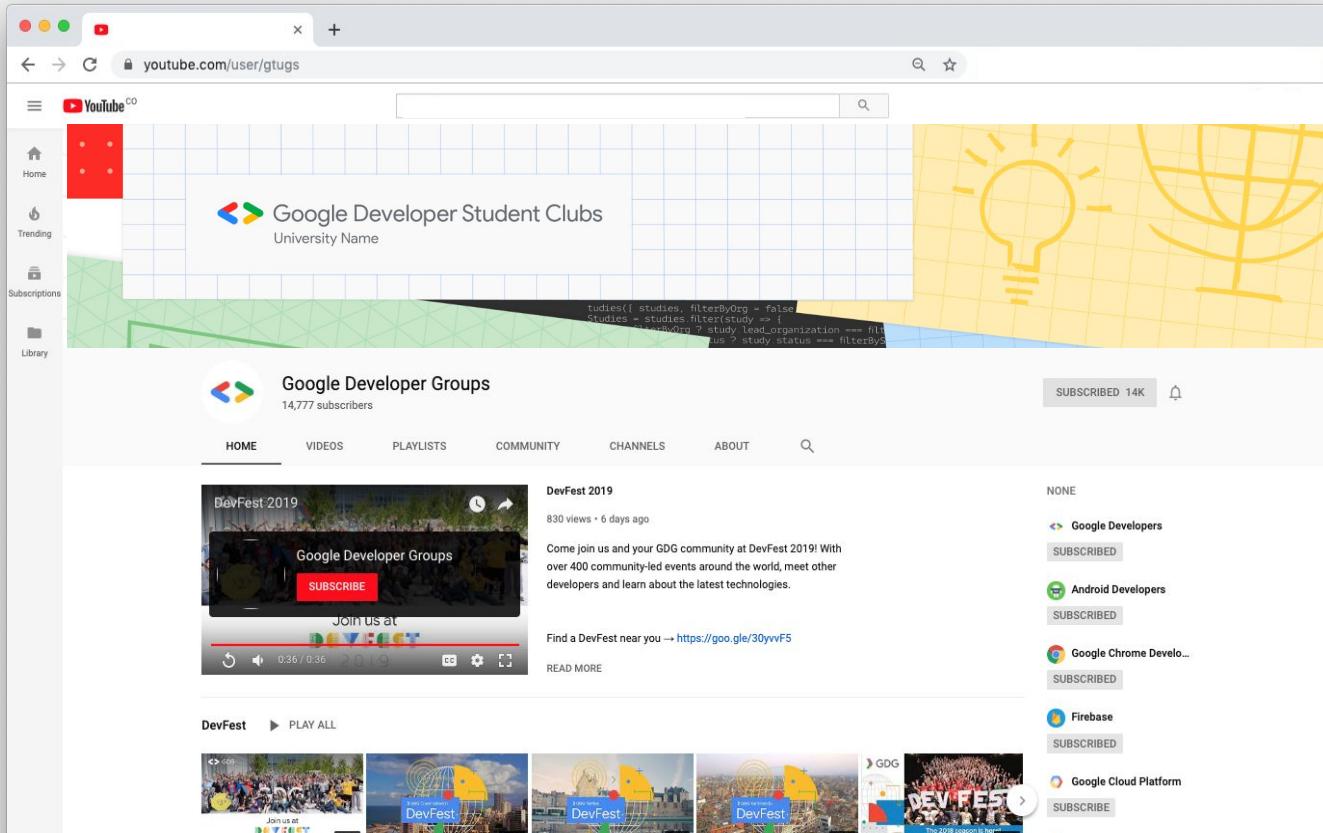
LinkedIn Banners

If you have a social media channel(s) for your chapter, you may use these homepage header graphics. Replace the photograph(s) as desired.

[Download Files](#)

YouTube Banner

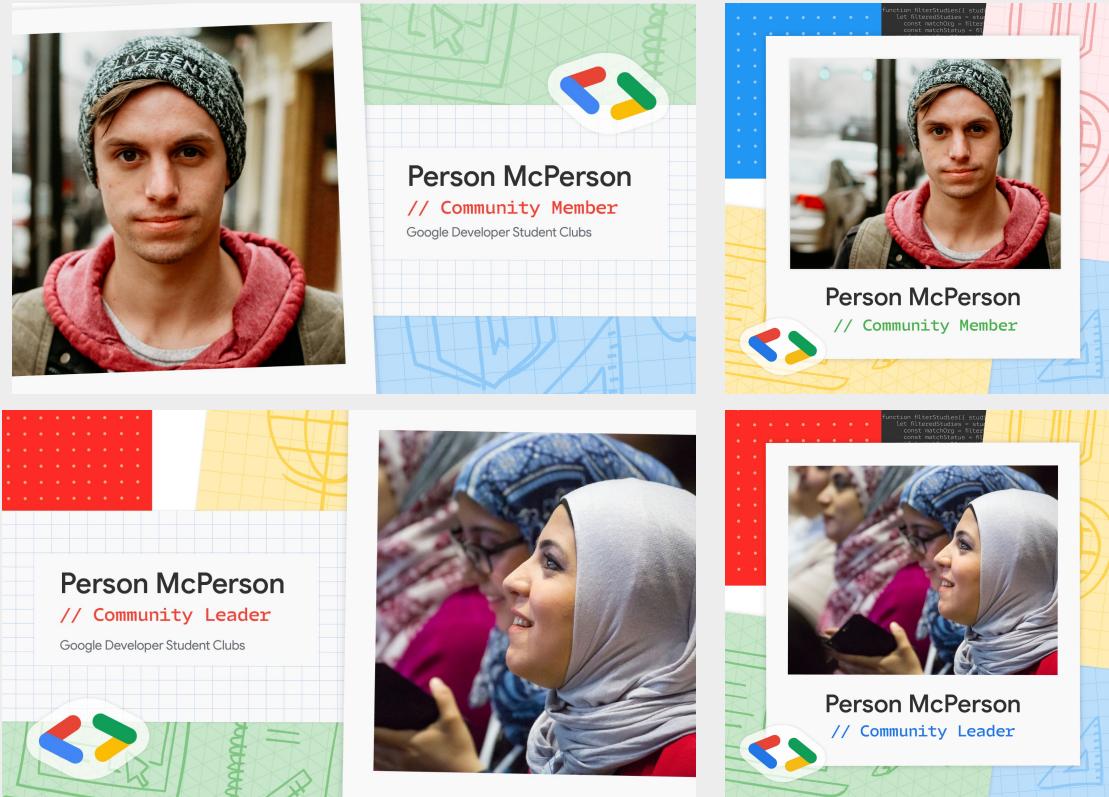
If you have a social media channel(s) for your chapter, you may use these homepage header graphics.

[Download Files](#)

Social Media - Photo Frame

Use these templates to show your network that you're a Google Developer Groups Community Leader. These can be used as profile avatars or posts on LinkedIn, Twitter, Facebook, and Instagram.

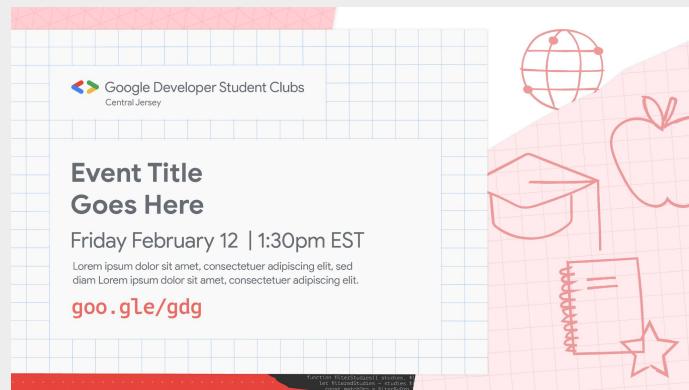
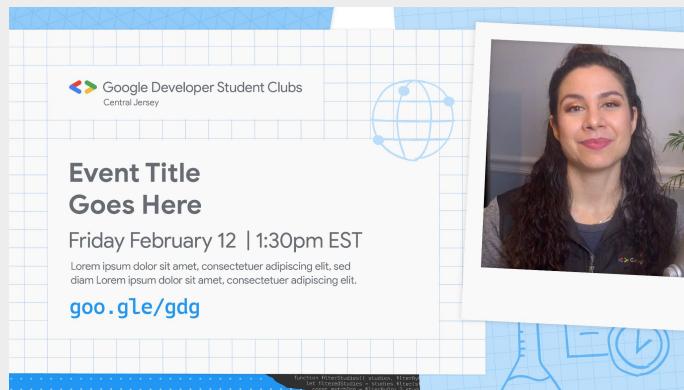
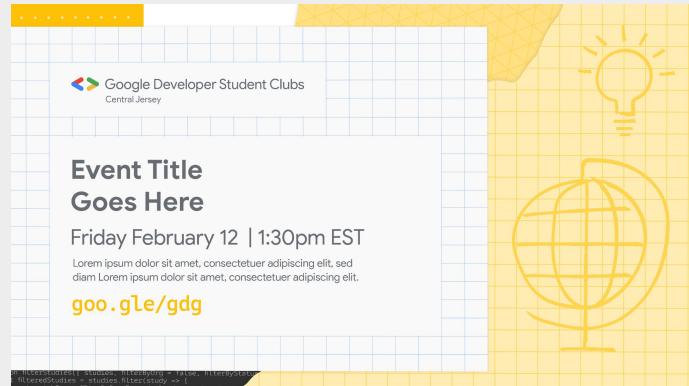
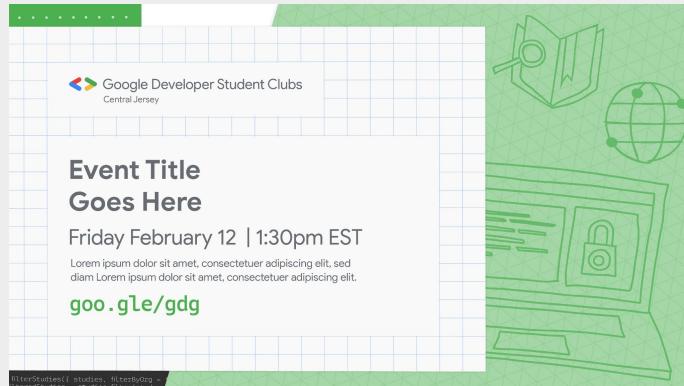
[Download Files](#)



Social Media - Event Promos

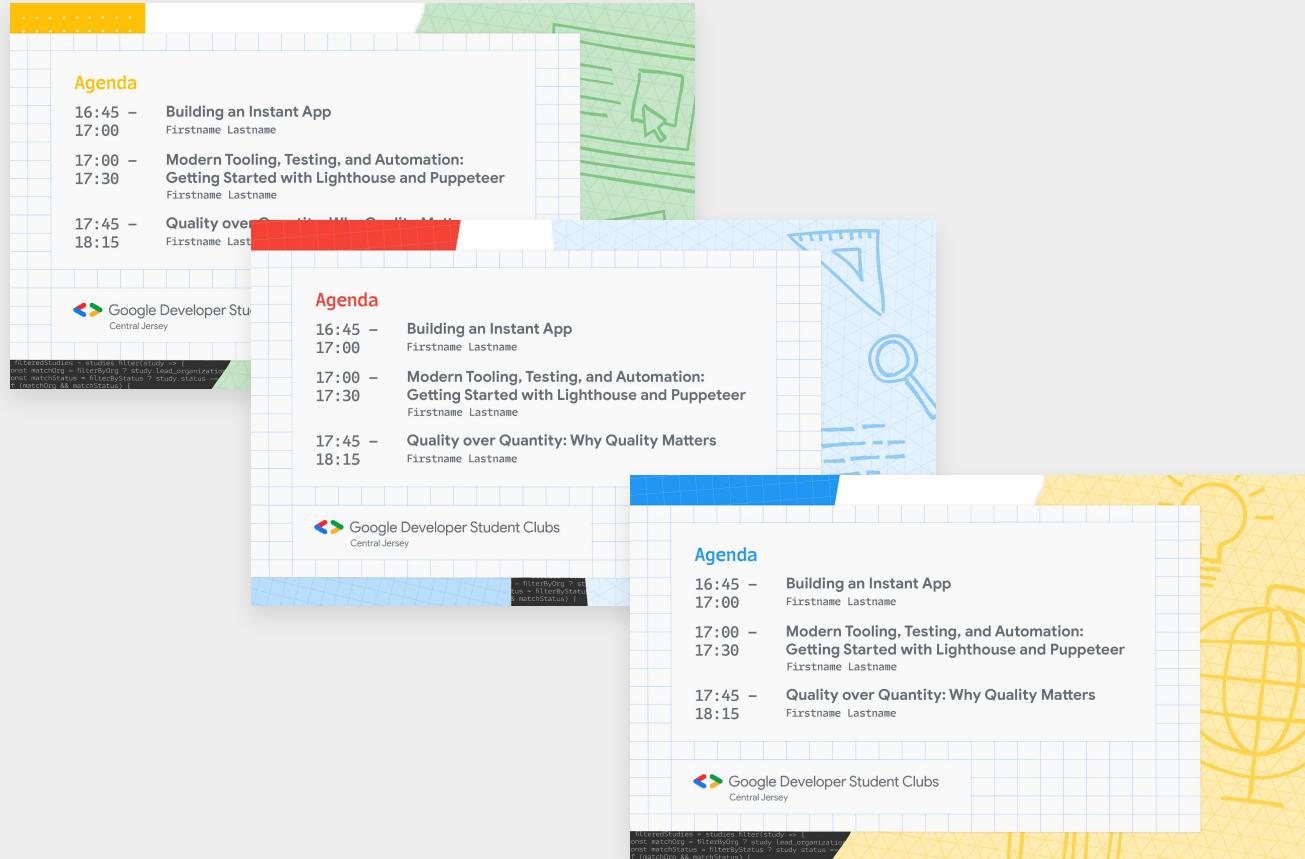
Use these templates to make a splash with an announcement on social media promoting your event and speaker.

[Download Files](#)



Social Media - Agenda Promos

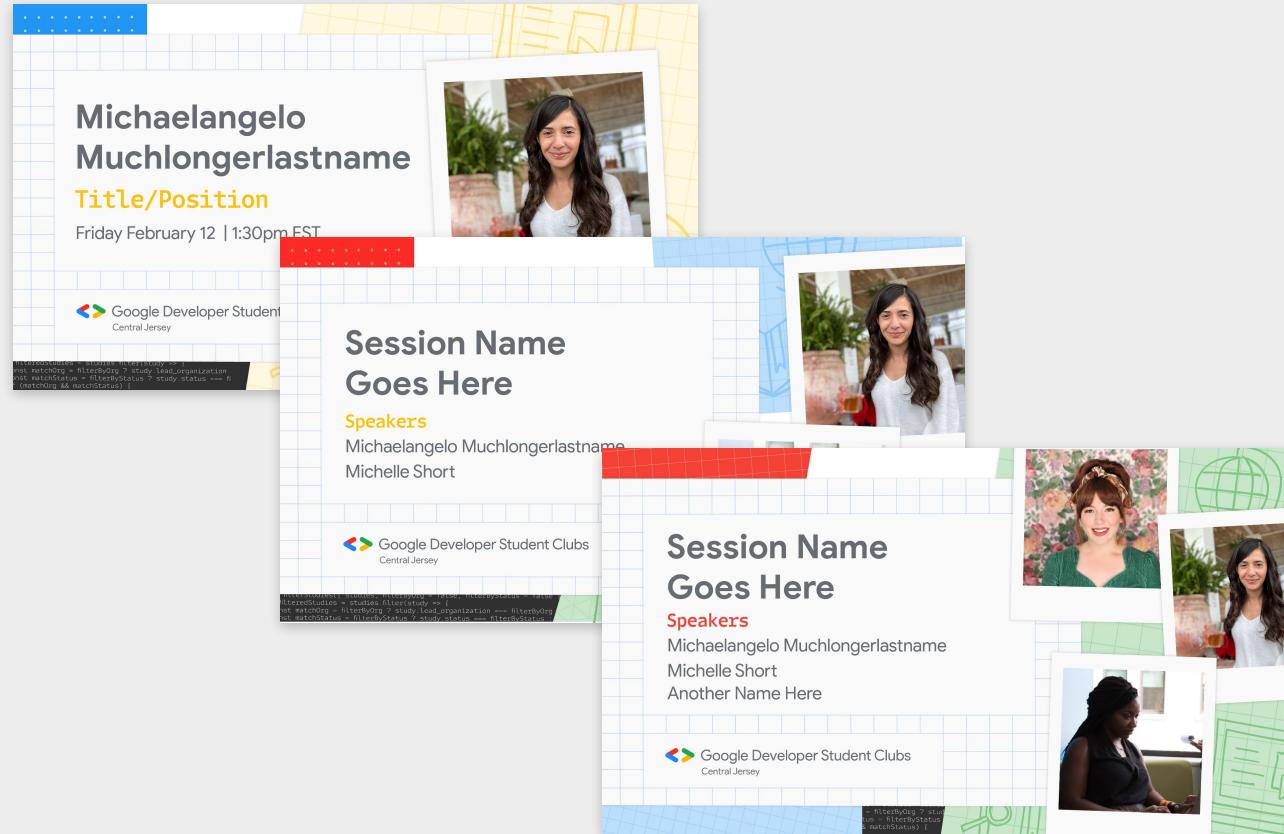
Use these digital agenda template banners to promote your event on social media.

[Download Files](#)

Social Media - Speaker Promos

Use these digital speaker profile template banners to promote your event speakers on social media. Share these templates with your speakers for them to post on their own social media channels.

[Download Files](#)

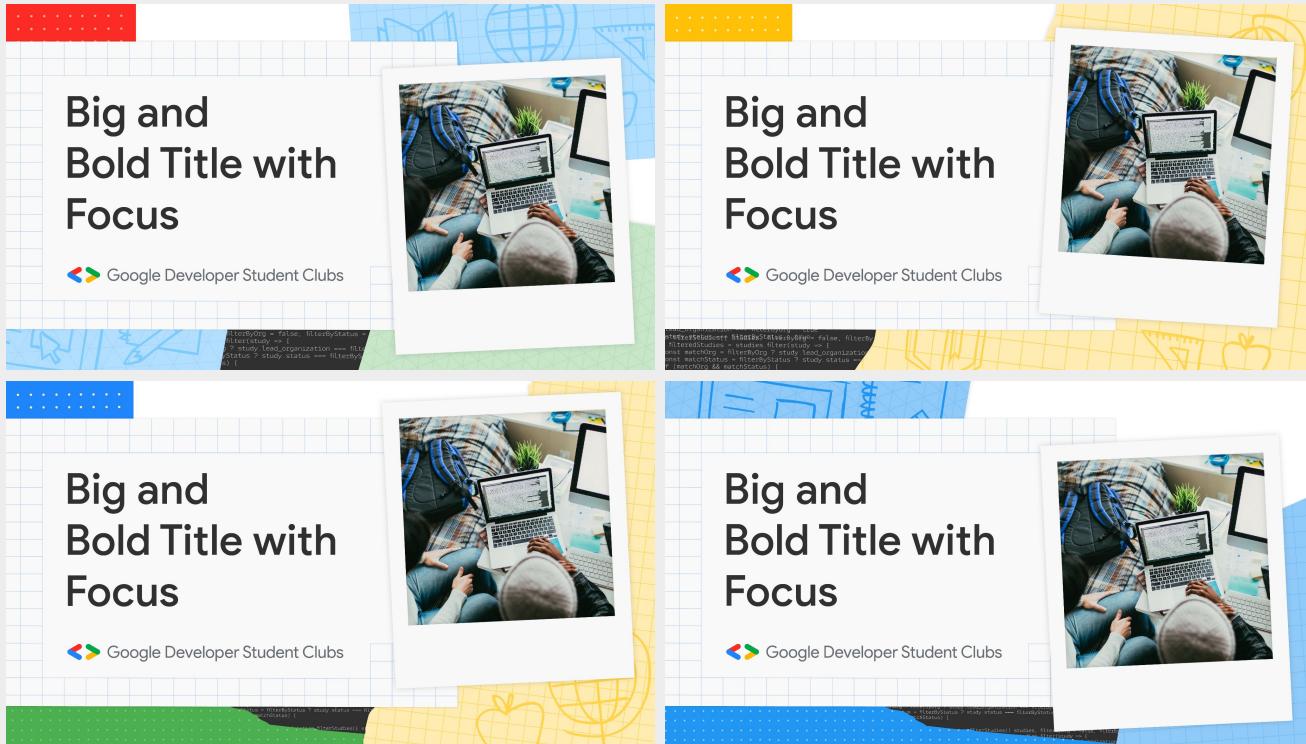


Video assets

YouTube Video Thumbnails

Use these templates to create engaging thumbnails for your YouTube videos.

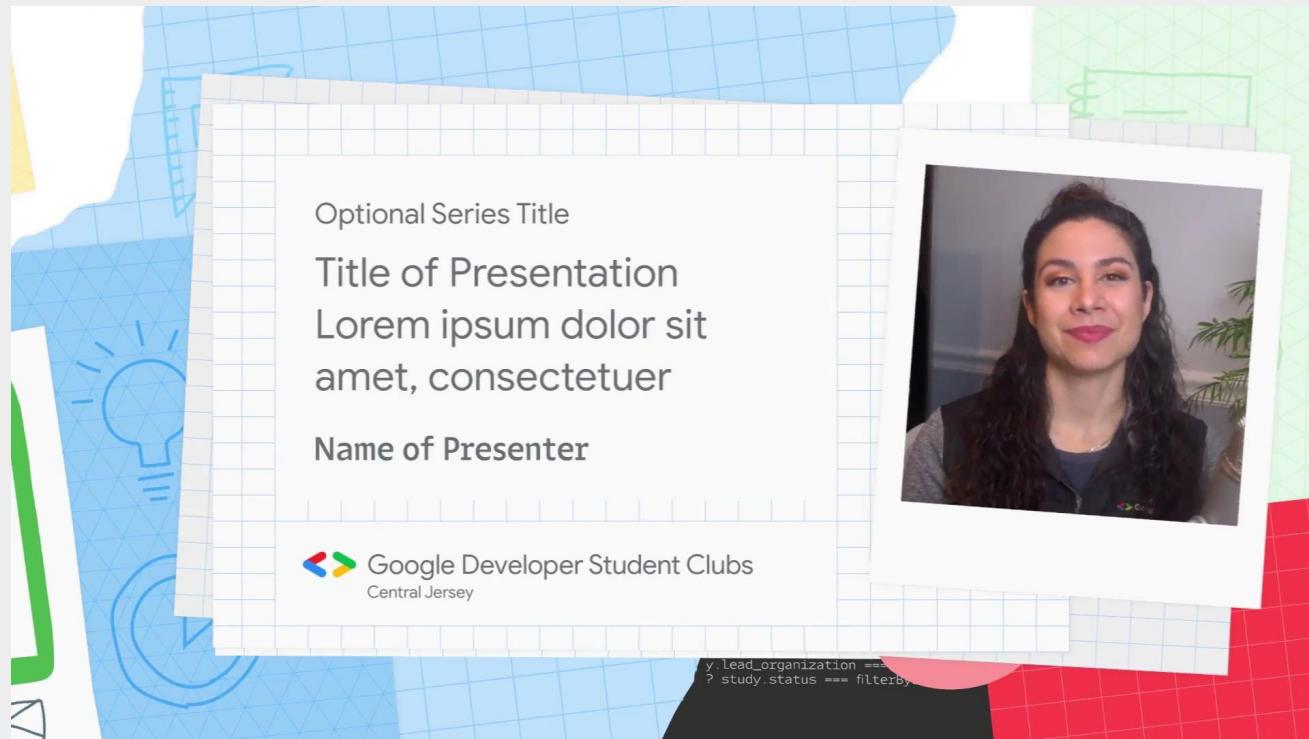
[Download Files](#)



Video Assets - Intro Animation

Add this animation to the start of your videos from your community.

[Download Files](#)



Video Assets - Intro Animation +Title Card

Edit and add this intro animation with title card to videos from your community.

[Download Files](#)



Video Assets - Section Title Card

Edit and add this end card to the end of
videos from your community.

[Download Files](#)



Video Assets - End Card

Edit and add this end card to the end of
videos from your community.

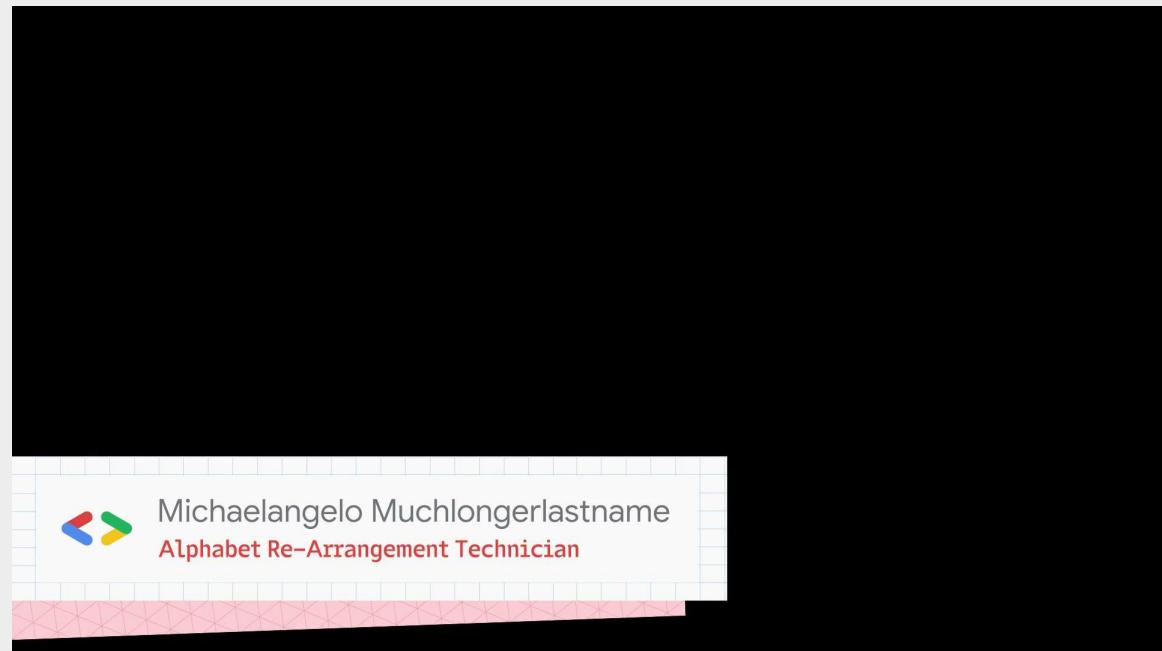
[Download Files](#)



Video Assets - Lower Thirds

Edit and add this lower thirds graphic for portions of your videos that may need a title like a speaker's name.

[Download Files](#)



Video Assets - Animated Transition

Use this animated transition graphic
between sections of your video.

[Download Files](#)

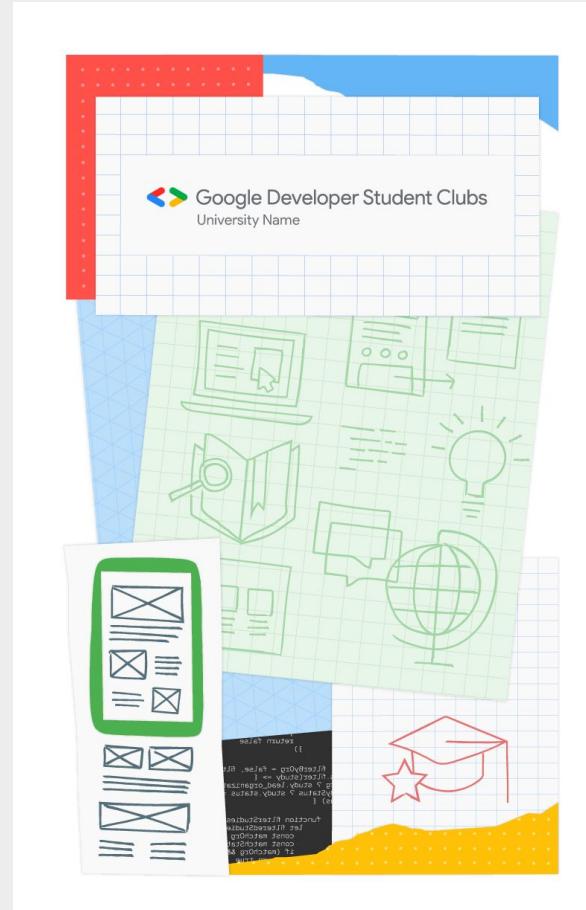


Swag assets

Swag Poster

Edit, print, and/or share this fun Google Developer Groups poster to show your pride on the walls of your office, or home.

[Download Files](#)



T-shirts

Print this graphic on a color tee from our Google primary color palette or on black, gray or white.

If printing on a tee from the primary color palette, use the white "knockout" version of the graphic. Do not print the 4-color version of the graphic on a tee with one of the primary colors.

If printing on a tee that's either grey, black or white, use the 4-color version of the graphic.

[Download Files](#)

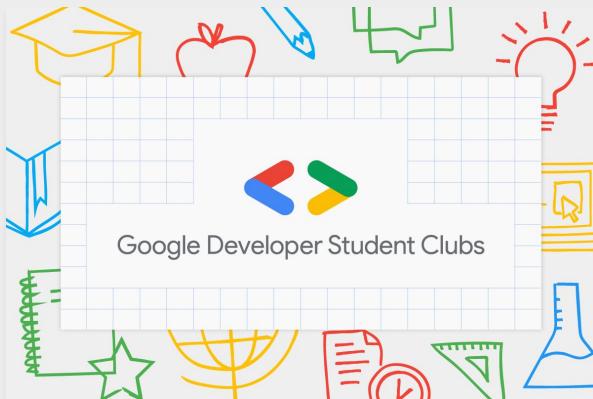


Dimensions of artwork: 7in x 8.75in

Stickers

Edit and print these stickers for yourself or as giveaways for your community members.

[Download Files](#)



Merchandise best practices

Quality

If you wouldn't use it, avoid it. Branded merchandise should be something you hang onto for a long time and enjoy.

Relevance

Choose items that make sense for our brand, our industry, and the topics being discussed.

Low impact

Prioritize sustainable merchandise with minimal environmental impact. Select items that are recyclable, locally sourced when possible, and enable the user to get the most out of them in the long term.

Conscientious

Pair with women- and minority-run businesses whenever possible when ordering merchandise or goods such as food and beverage.

Event assets

Event Badges and Lanyards

Use these event badge templates if desired and distribute at your event's check-in or registration upon arrival for guests to identify each other.

[Download Files](#)



Event Signage - Letter size flyer

Use any of the following event signage formats as desired as a way for your community and attendees to identify your event. These also make a great backdrop for photos!

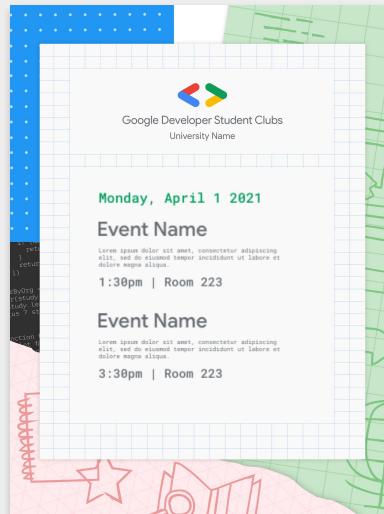
[Download Files](#)

Standard letter format
8.5' x 11"

Event Signage - Posters

Use any of the following event signage formats as desired as a way for your community and attendees to identify your event. These also make a great backdrop for photos!

[Download Files](#)



Standard poster format
18" x 24"

Event Signage - Meterboards

Use any of the following event signage formats as desired as a way for your community and attendees to identify your event. These also make a great backdrop for photos! Due to the large size of this sign, vector files are best to create high resolution images. Some printing vendors can edit text of files if requested.

[Download Files](#)

*Vector source files are required for printable assets at this size

Standard meter board
46" x 95"
116.8 x 241.3 cm



Event Signage - Podium Sign

Use any of the following event signage formats as desired as a way for your community and attendees to identify your event. These also make a great backdrop for photos!

[Download Files](#)



Standard poster format
18" x 24"