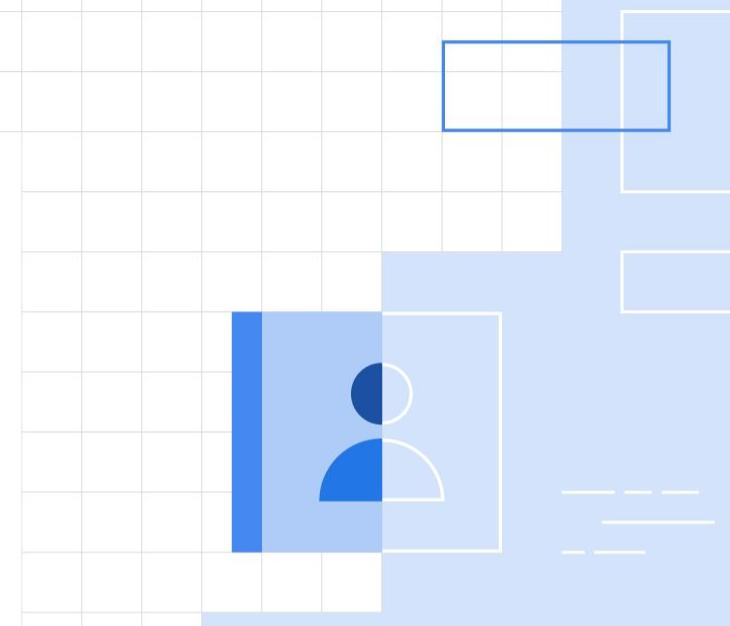
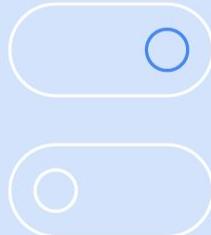
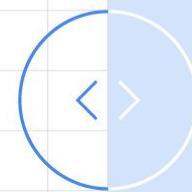




# Brand guide and meetup kit

Updated 10.22.19

Google Developers



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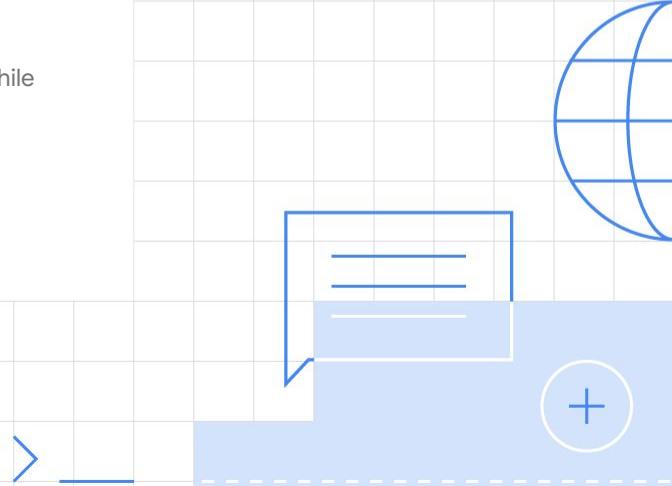
## Our Vision

Reference the themes of these core messages when communicating about your club or community:

**Developer Student Clubs help students bridge the gap between theory and practice.**

These university-based communities cater to students interested in Google developer technologies. Students grow their knowledge in a peer-to-peer learning environment while building solutions for local businesses. Developer Student Clubs is a community where everyone is welcome.

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



# Brand foundations

# Developer Student Clubs is part of our flagship brand, Google Developers.

Everything from the fonts, colors, logos, graphics, images, and tone carries through.

The 4-color Google Developers logo [Download](#)



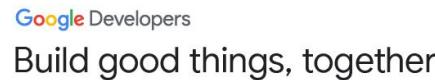
The refreshed bracket icon [Download](#)



## Why are brand guidelines important?

Aligns our community with Google's brand, aesthetic and mission.

Aligned art and visuals [Download](#)



Helps present our community as professional and of a high quality.

Builds and grows our community with a globally consistent and recognized vision.



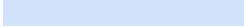
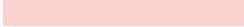
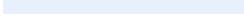
## Colors

### Primary colors

Use the Google Developers 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. As a core color, White 0 should always be used more than any other color in your composition.

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

 Hex #174EA6 r23 g78 b166 c100 m60 y0 k20 PMS 301 Coated	 Hex #A50E0E r165 g14 b14 c0 m95 y100 k25 PMS 7628 Coated	 Hex #E37400 r227 g116 b0 c0 m65 y100 k10 PMS 145 Coated	 Hex #0D652D r13 g101 b45 c98 m0 y98 k30 PMS 349 Coated
 Hex #185ABC r24 g90 b188 c100 m60 y0 k10 PMS 2945 Coated	 Hex #B31412 r179 g20 b18 c0 m95 y100 k15 PMS 7627 Coated	 Hex #EA8600 r234 g134 b0 c0 m60 y100 k5 PMS 144 Coated	 Hex #137333 r19 g115 b51 c98 m0 y98 k20 PMS 348 Coated
 Hex #1967D2 r25 g103 b210 c100 m55 y0 k5 PMS 2935 Coated	 Hex #C5221F r197 g34 b31 c0 m95 y100 k10 PMS 7626 Coated	 Hex #F29900 r242 g153 b0 c0 m50 y100 k5 PMS 2012 Coated	 Hex #188038 r24 g128 b56 c98 m0 y98 k10 PMS 347 Coated
 Hex #1A73E8 r26 g115 b232 c95 m50 y0 k0 PMS 2174 Coated	 Hex #D93025 r217 g48 b37 c0 m95 y100 k0 PMS 7597 Coated	 Hex #F9AB00 r249 g171 b0 c0 m45 y100 k0 PMS 130 Coated	 Hex #1E8E3E r30 g142 b62 c98 m0 y98 k0 PMS 7482 Coated
<b>Core Colors (logo)</b>	 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 #FBBC04 r251 g188 b4 c0 m37 y100 k0 PMS 7549 Coated
	 Hex #D2E3FC r210 g227 b252 c19 m2 y0 k0 PMS 290 Coated	 Hex #FAD2CF r250 g210 b207 c0 m15 y9 k0 PMS 705 Coated	 Hex #FEFC3 r254 g239 b195 c0 m5 y22 k0 PMS 9141 Coated
	 Hex #E8F0FE r232 g240 b254 c7 m0 y0 k0 PMS 9040 Coated	 Hex #FCE8E6 r252 g232 b230 c0 m9 y3 k0 PMS 9021 Coated	 Hex #FEF7E0 r254 g247 b224 c0 m2 y10 k0 PMS 9064 Coated
	 Hex #CEEAD6 r206 g234 b214 c14 m0 y18 k0 PMS 9560 Coated	 Hex #E6F4EA r230 g244 b234 c10 m0 y12 k0 PMS 9525 Coated	

## Logo

[Download logo files](#)

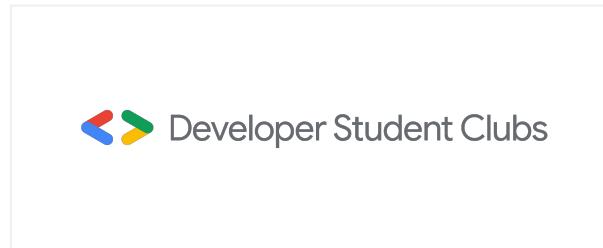
Use the logo in these formats only.

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

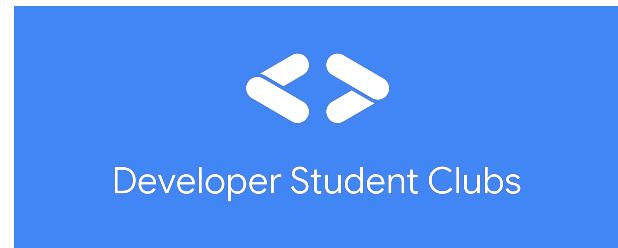
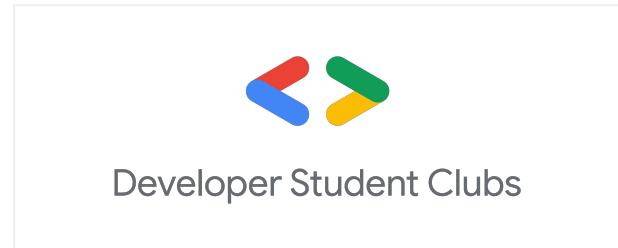
The full color logo lockup should only be used on either white and grey backgrounds.

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.

Horizontal (preferred)



Stacked

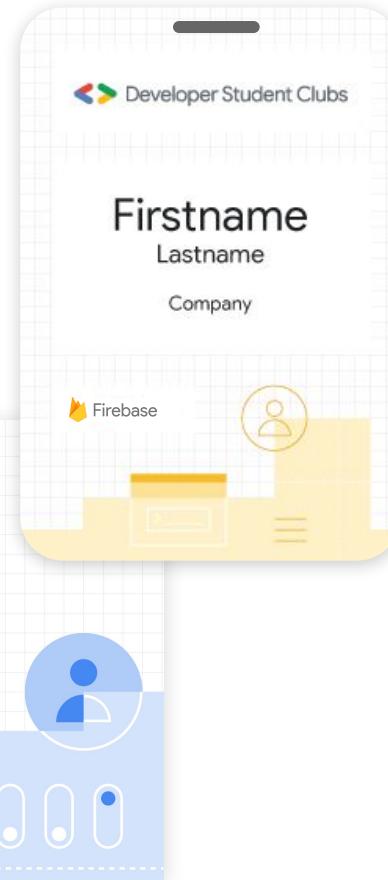
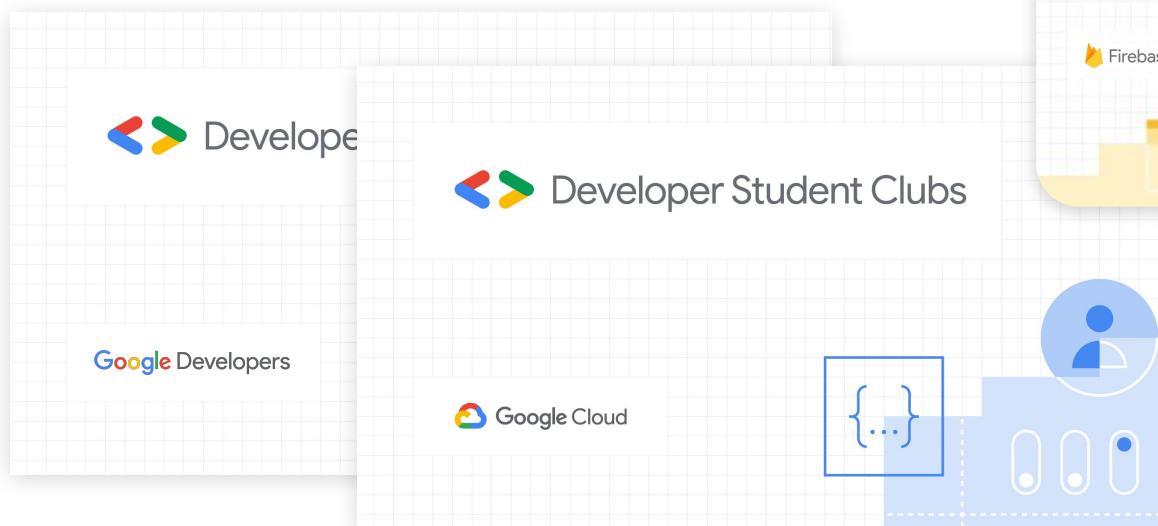


## Partnership and sponsor logos

Always place partner logos a good distance (generally underneath) from the Developer Student Clubs logo. They cannot appear to be the same program or product.

For best results, use the assets in this deck and simply replace the Google Developers logo with the appropriate partner logo.

Avoid using more than one partner logo on an asset. If more than one partner is required, it's probably best to use the Google Developers logo.



## Logo lockups for local chapters do's

[Chapter lockup generator](#)

**Do** Customize the logo lockup for your chapter using the logo lockup generator tool and follow the naming guidelines shown.

**Do** refer to your chapter as ["Developer Student Club [University/School]"].

**Do** Use the black or white "knockout" version of the logo against grey or black backgrounds. The knockout version can also be placed on photographs provided that the image does not interfere with the legibility of the logo.

**Do** If you want to further customize your assets, 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 the <> brackets in the logo.

**Do** refer to the program as ["Developer Student Clubs"] in plain text or conversation without the logo lockup.



## Logo lockups for local chapters don'ts



Developer Student Clubs

School Name Below

**Don't** Add additional elements to the lockup, or alter the lock up or logo with additional assets, changes of color, etc.

**Don't** Name your chapter with a "Location" that is a state, country, region, or continent (e.g. California, France, EMEA, Africa).

**Don't** Localize the lockup in a non-English language. Always use ["Developer Student Club"] and your location in English and localize communications instead.



**Don't** Use the acronym DSC as a logo lockup.



**Don't** Place logo over busy photograph.

Google Developers

UC Berkeley

**Don't** Use the Google Developers name or lockup to represent your chapter. Always use the [Developer Student Clubs] lockup generator OR the main [Developer Student Clubs] lockup instead (but don't use both at the same time). If you want to use the Google Developers logo in addition to the Developer Student Clubs logo, they must be far away from each other on any given medium.



**Don't** Alter or distort the official lockup in any way, including altering fonts, colors, shapes, proportions, or rotating/flipping it in any direction.



**Don't** Use the lockup on a poorly contrasting or busy background.

**Don't** Overlap or crowd the lockup with other custom elements including text or artwork.

## Photography

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

Prioritize and focus on individuals.

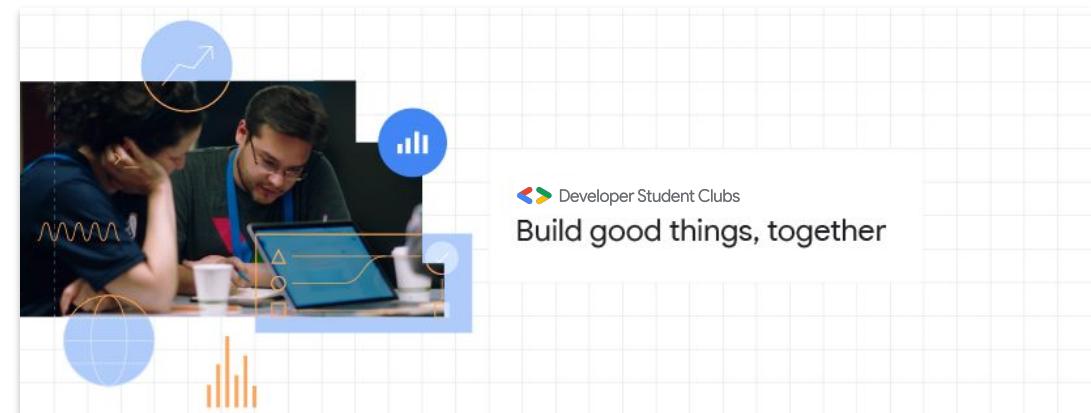
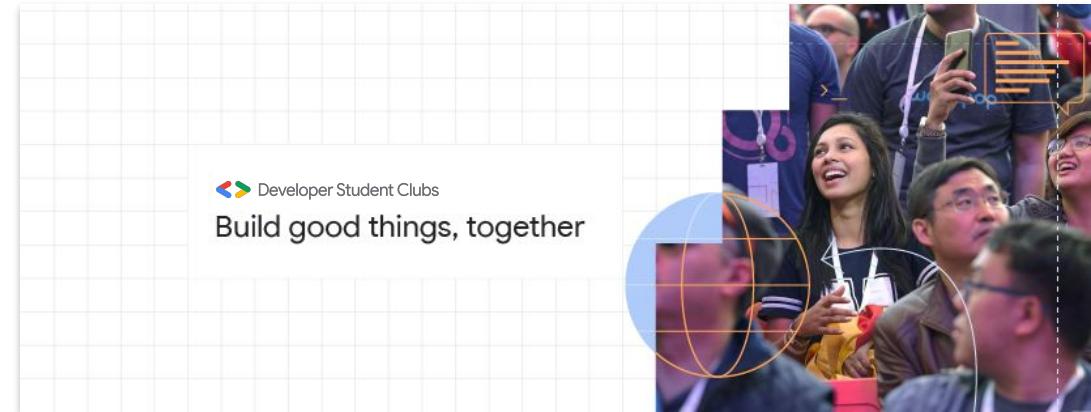
Capture smiling faces.

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

---

Use Google Sans Bold for headlines.

Use Google Sans Regular for subheads and body copy.

If smaller text is necessary such as for annotations, footnotes, or small labels, please use Roboto Normal.

Headlines

# Google Sans Bold

Sub Head / Longer strings of text

## Google Sans Regular

Body copy

### Google Sans Regular

Small copy

Roboto Normal

## 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

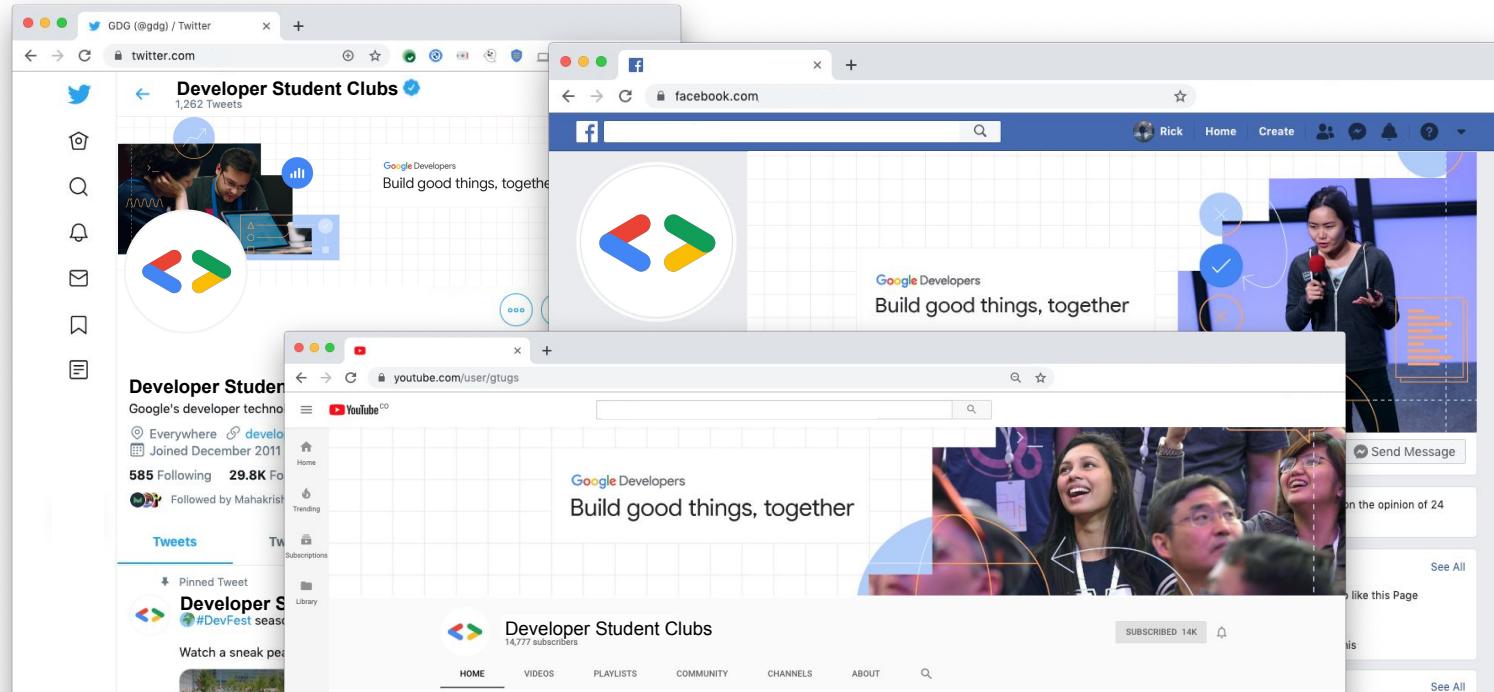
Use italics or adjust the tracking of the text

# Digital assets

# Social media banner graphics

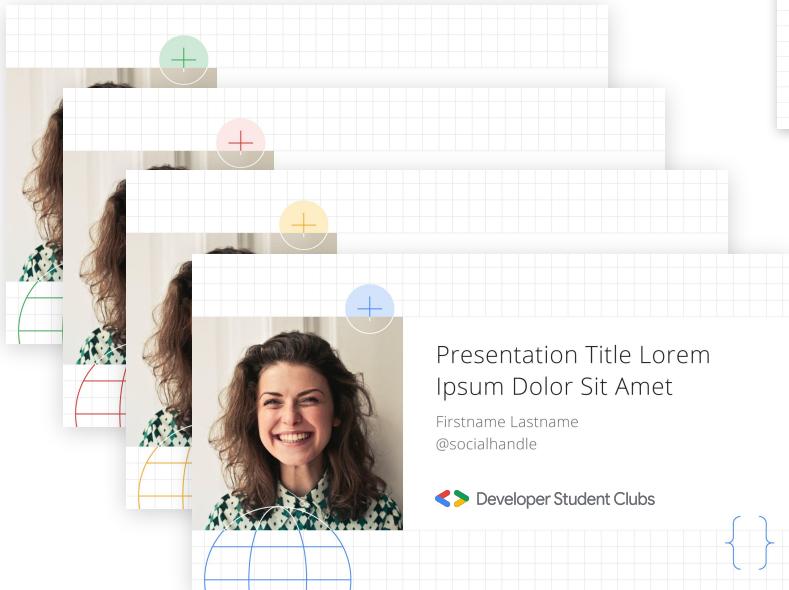
[Download files](#)

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



## Social media post graphics

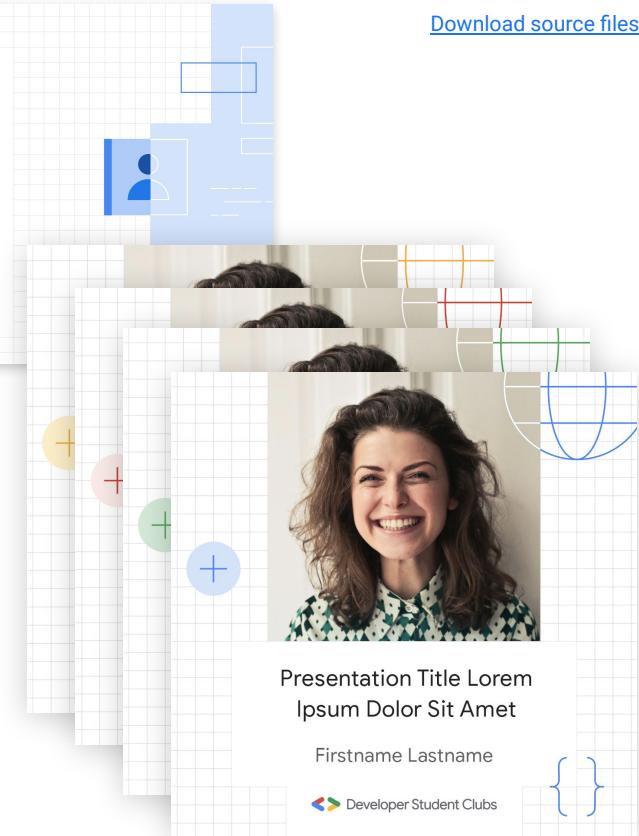
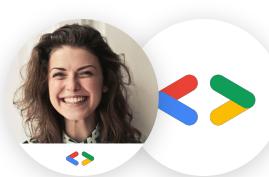
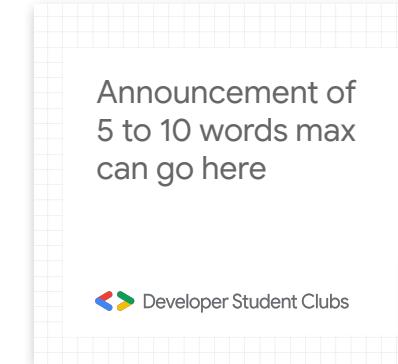
Use these templates to make a splash with an announcement on social media.



Presentation Title Lorem  
Ipsum Dolor Sit Amet

Firstname Lastname  
@socialhandle

Developer Student Clubs



Presentation Title Lorem  
Ipsum Dolor Sit Amet

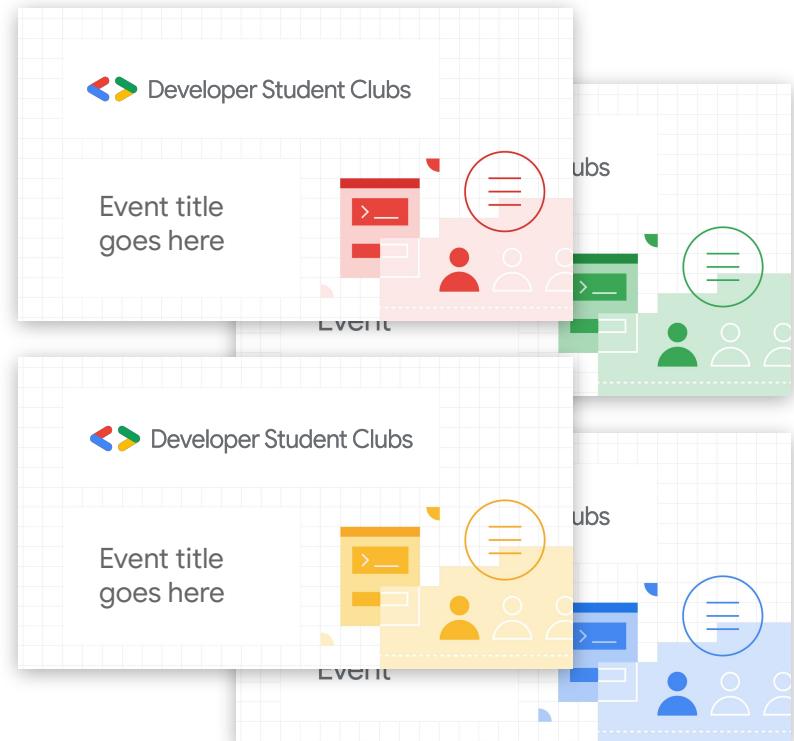
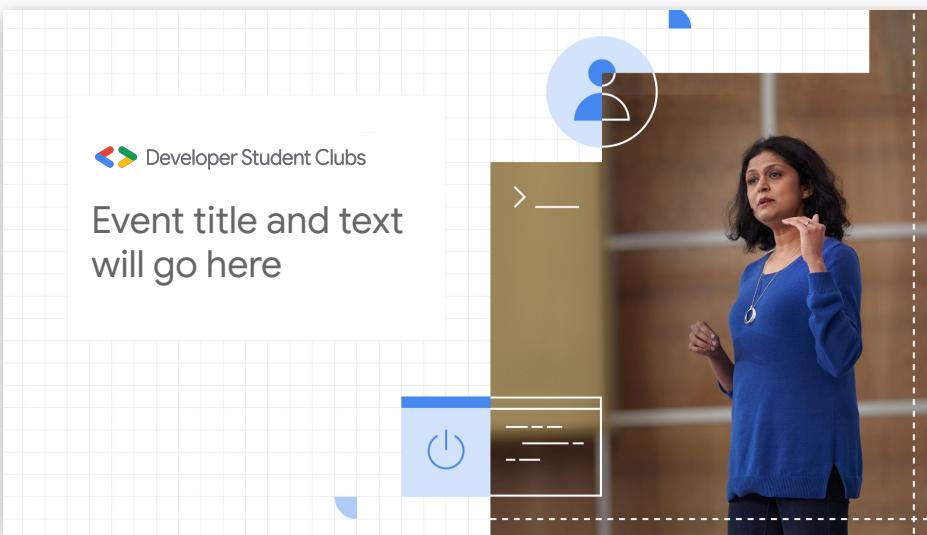
Firstname Lastname

Developer Student Clubs

## Web graphics

[Download source files](#)

Use these templates for homepage banners on  
Meetup.com or chapter websites.



# Slide/presentation templates

## [View slide template](#)

Use this slides template when preparing presentations.

# Presentation Title

## Slide Lorem Ipsum

# This is a header

## Here is a sub header

- Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonumy 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.



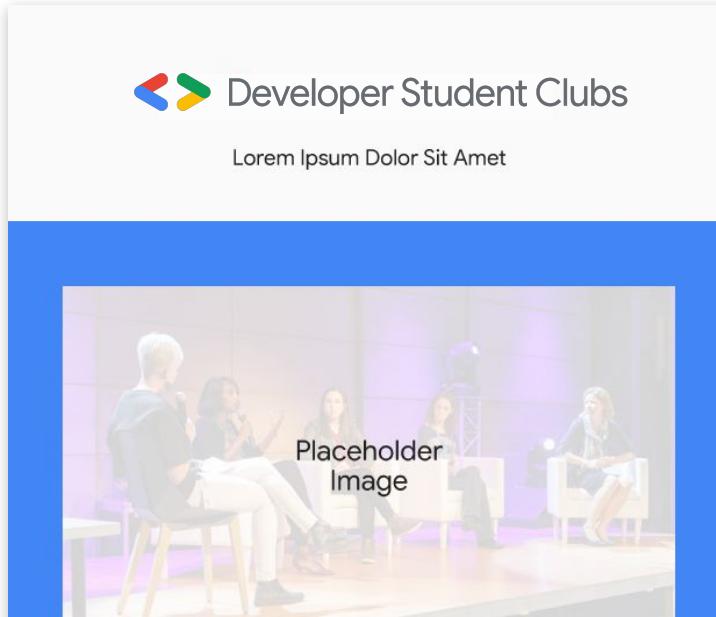
Developer Student Clubs



# Email template

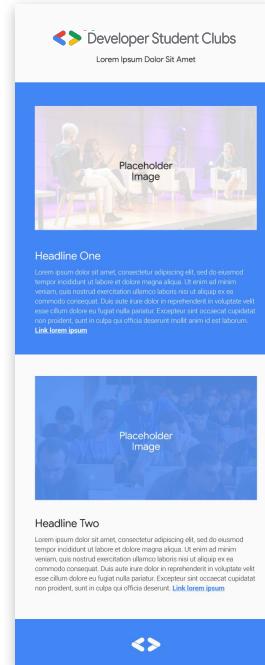
[View email template](#)

Use this email template when sending emails to your community.



## 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



## Headline Two

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 mollit anim id est laborum.

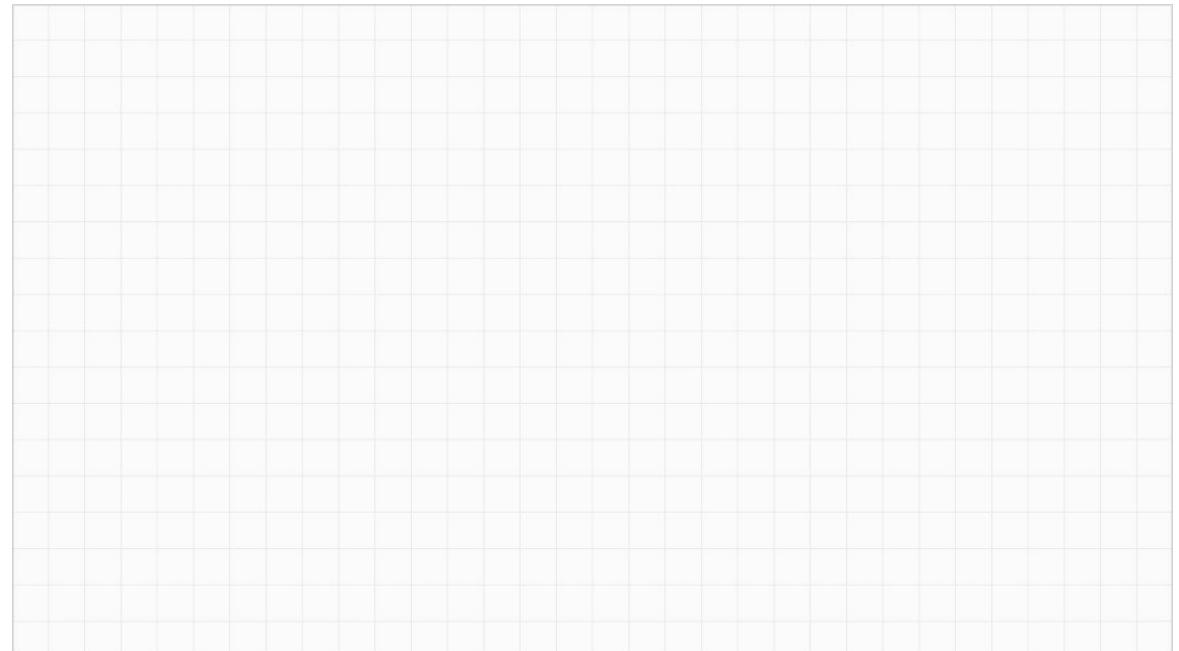


# Motion templates

Motion templates can be used when creating videos. The downloadable MOGRT files provide Google DevRel branded visual elements and motion graphics. Text fields are provided to customize each template to the specific needs of a video.

Please visit the [DevRel Brand Guidelines](#) for more information.

[Download motion templates](#)



Intro

# Swag examples

## T-shirt examples

[Download logo files](#) | [Chapter lockup generator](#)

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



True Royal Triblend



Heather Kelly



Red Triblend



Heather Yellow



Dark Grey Heather



Solid White Triblend

If printing on a tee from the primary color palette, use the white “knockout” version of the logo. Do not print the 4-color version of the logo 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 logo.

## T-shirt examples

[Download logo files](#) | [Chapter lockup generator](#)



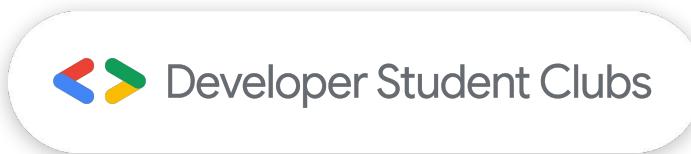
If adding the Google Developers logo or a partner logo, place it either on the back neckline or sleeve of tee.



## Stickers

[Download logo files](#) | [Chapter lockup generator](#)

14.75" x 3"  
37.4 x 7.6 cm



14.75" x 3"  
37.4 x 7.6 cm



4" x 4"  
10 x 10 cm



# 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

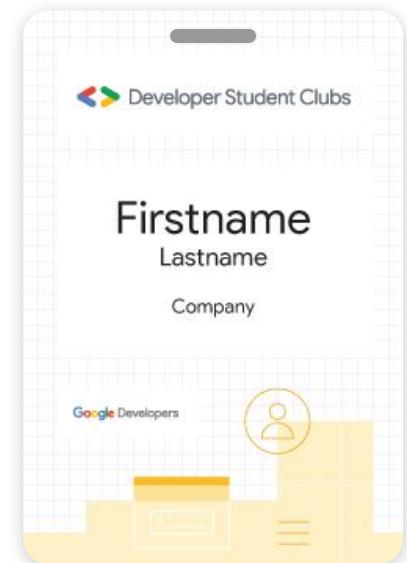
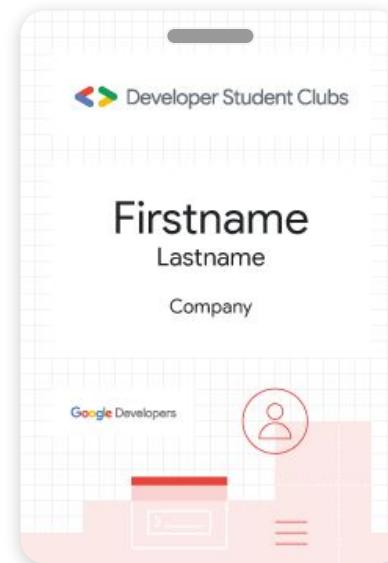
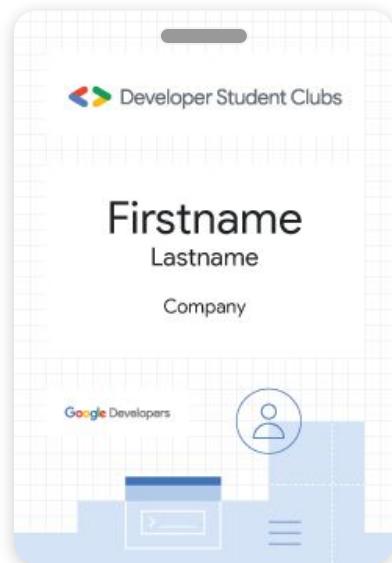
Pair with women- and minority-run businesses whenever possible when ordering merchandise or goods such as food and beverage.

# Event assets

## Event badges

[Download source files](#)

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.



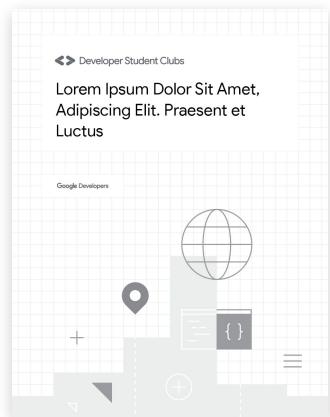
# Event signage - Letter size flyer

[Download source files](#)

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



Standard letter format  
8.5' x 11"  
21.5 x 27.9 cm



Use grayscale option when color printing is not available

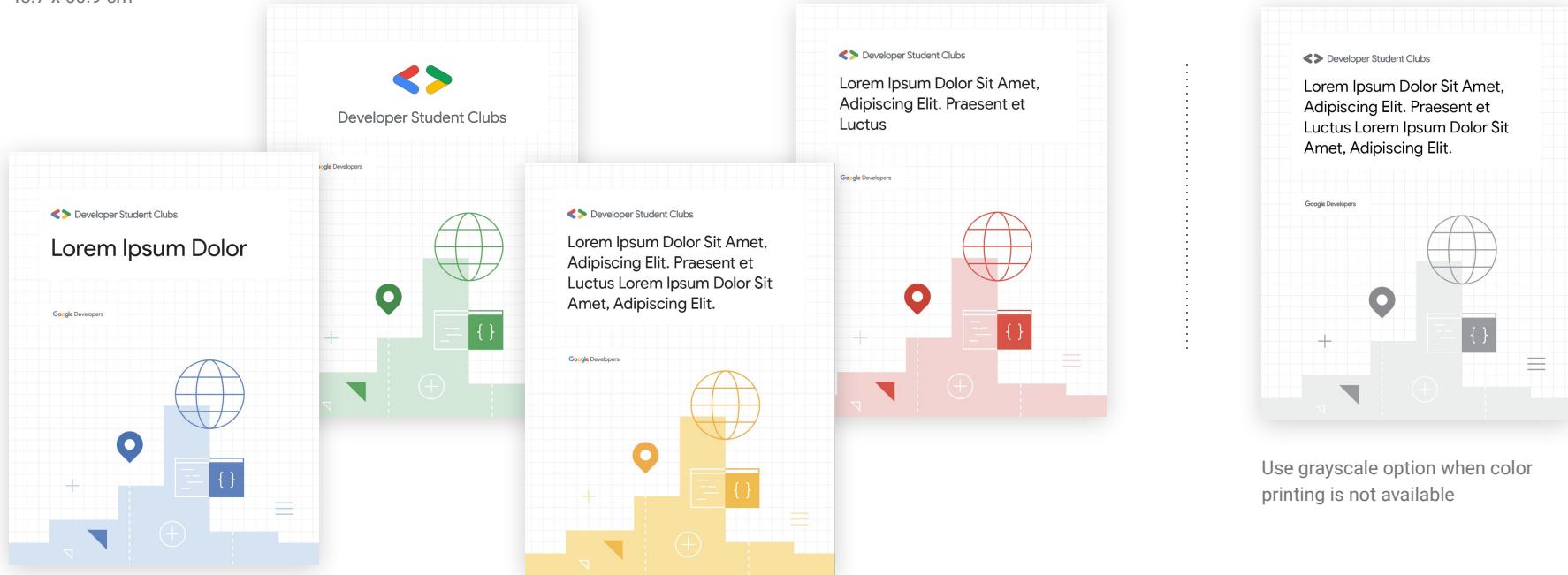
## Event signage - Posters

[Download source files](#)

Standard poster format

18" x 24"

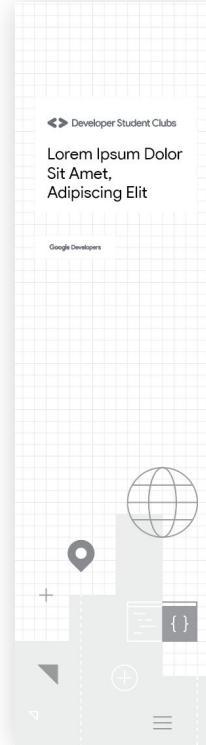
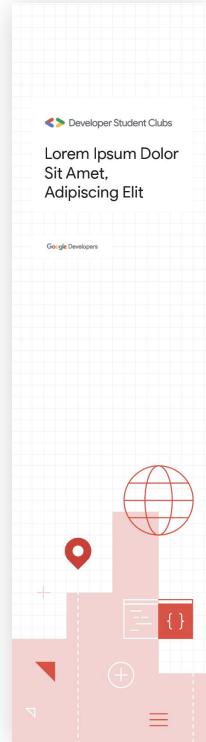
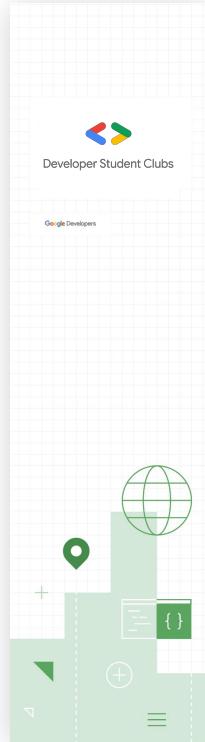
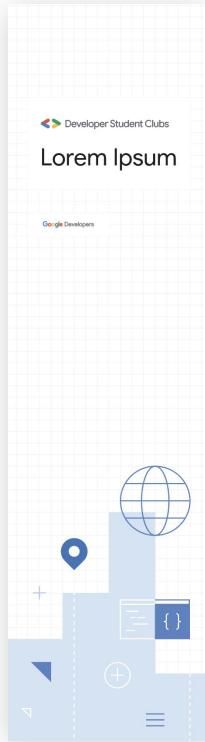
45.7 x 60.9 cm



## Event signage - Half meterboards

[Download source files](#)

Standard half meter board  
26" x 95"  
66 x 241.3 cm



Use grayscale option when color printing is not available

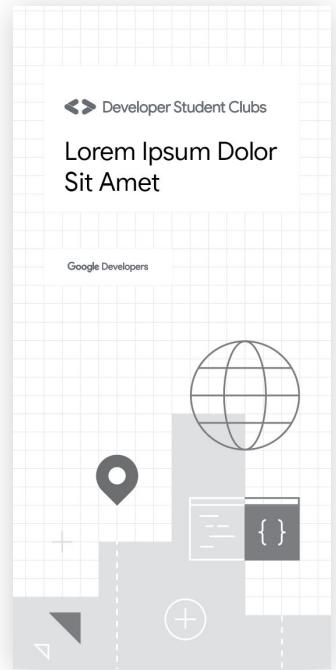
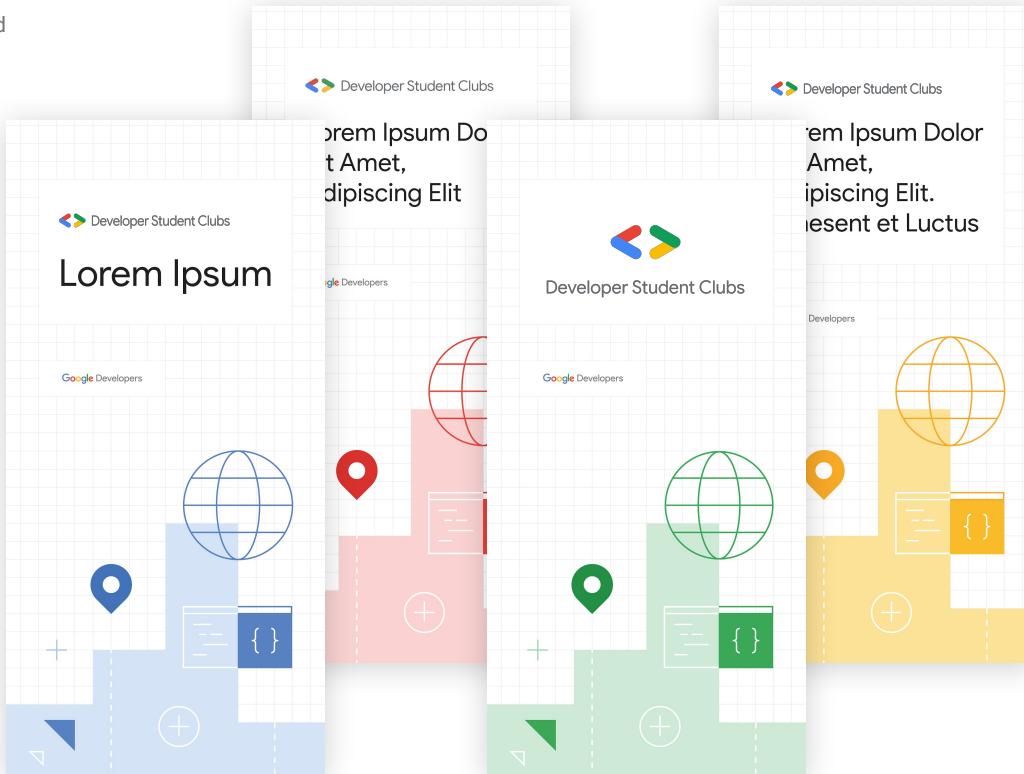
## Event signage - Meterboards

[Download source files](#)

Standard meter board

46" x 95"

116.8 x 241.3 cm

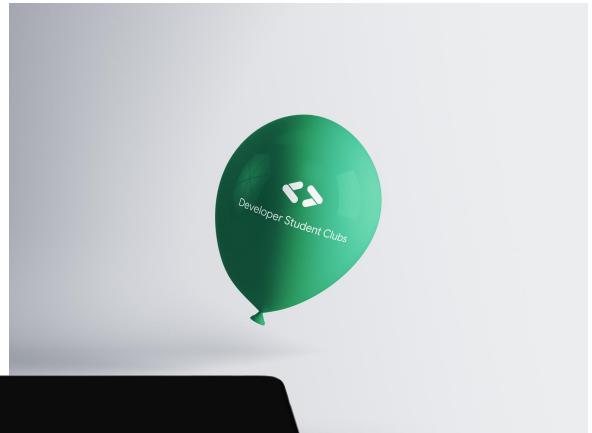


Use grayscale option when color printing is not available

## Logo printing examples

[Download logo files](#) | [Chapter lockup generator](#)

If printing the logo on either items such as the ones shown below, keep the logo guidelines in mind.



# Campaign assets

## Solution Challenge Logo

[Download logo files](#)

Use the logo in these formats only.

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.

Color (preferred)



Single color gray



Single color white





# Thank you!

Google Developers