

Design & Art Direction

Buy with  Pay



Google Pay

Partner Marketing Hub

Brands

Google Pay

Overview

Messaging

Visual Identity

Logo and identity elements

How our logos work together

Showcasing accepted payment methods

Color palette

Device screens

Photography

Use Cases

Press and Media

Legal and Trademarks

Contents

The Google Pay Logo

Logo and identity elements

There is an appropriate asset available within the Google Pay visual system to accommodate all use cases. While similar in appearance, each element has a very specific function. It is important to understand their differences and when each is appropriate to use. Each one is outlined in detail below.

Add to G Pay

G Pay

G Pay

Add to G Pay

G Pay

The Google Pay Logos

The Google Pay Buttons

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Google Pay Logo

RoAndCo · creative direction: Roanne Adams



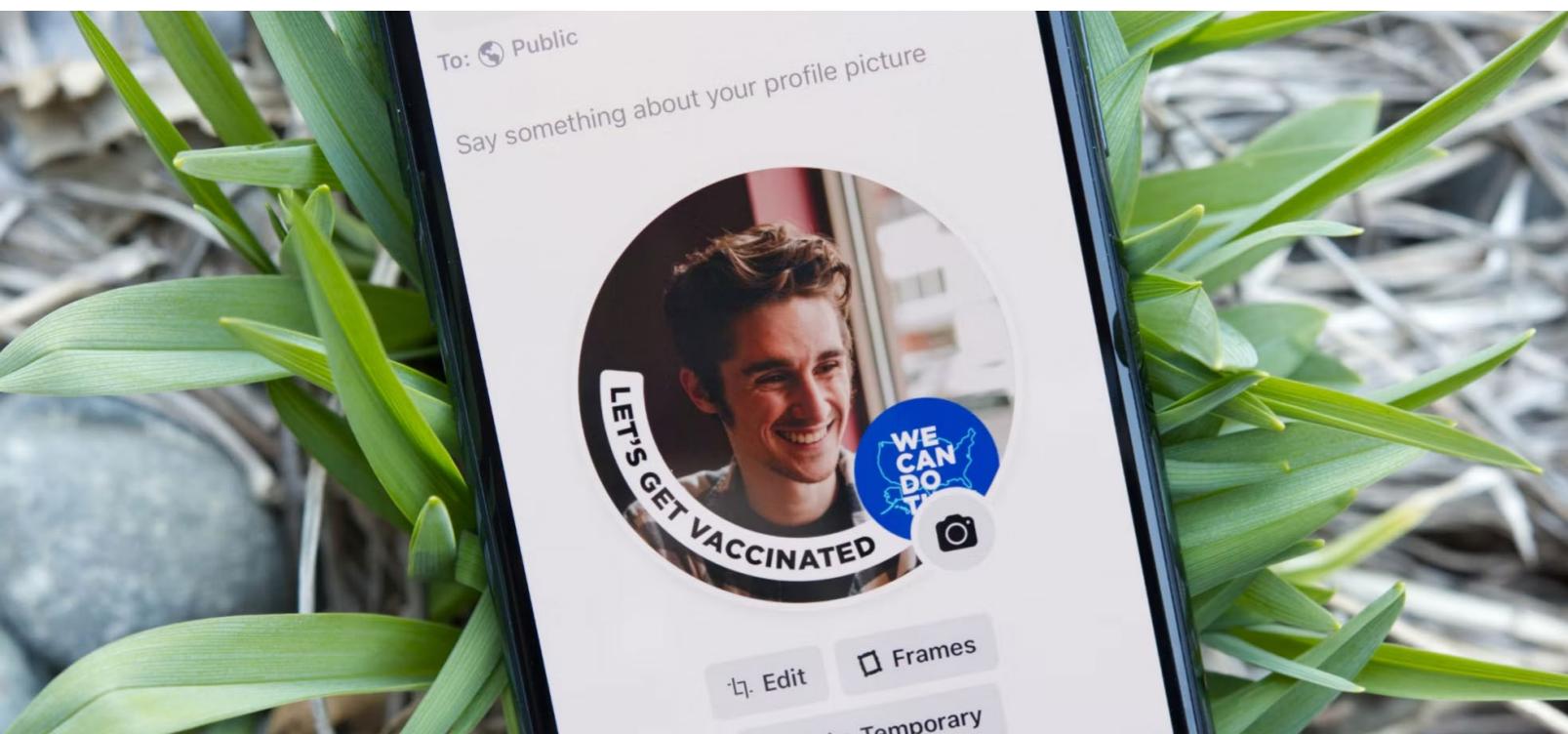
United States HHS COVID logo



함께
이겨냅시다

A map of the United States filled with a bright blue color. Overlaid on the map are the Korean words "함께" (together) and "이겨냅시다" (let's win).

كـلـذ لـعـف عـي طـتسـن

A map of the United States filled with a bright blue color. Overlaid on the map are the Arabic words "كـلـذ لـعـف عـي طـتسـن".

United States HHS COVID brand
VMLY&R · creative direction: Hamish McArthur

+

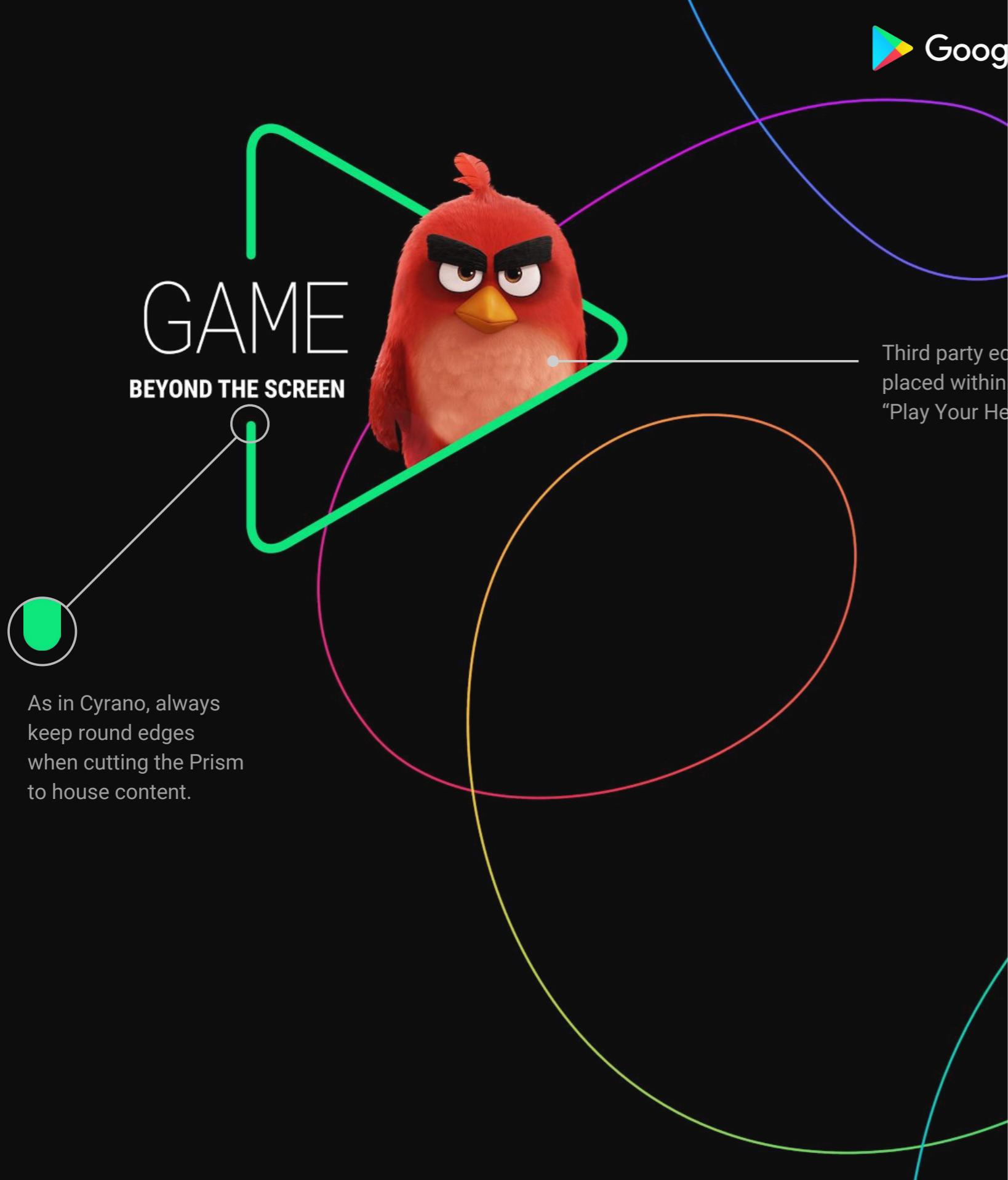
Well
Played



Power
Up

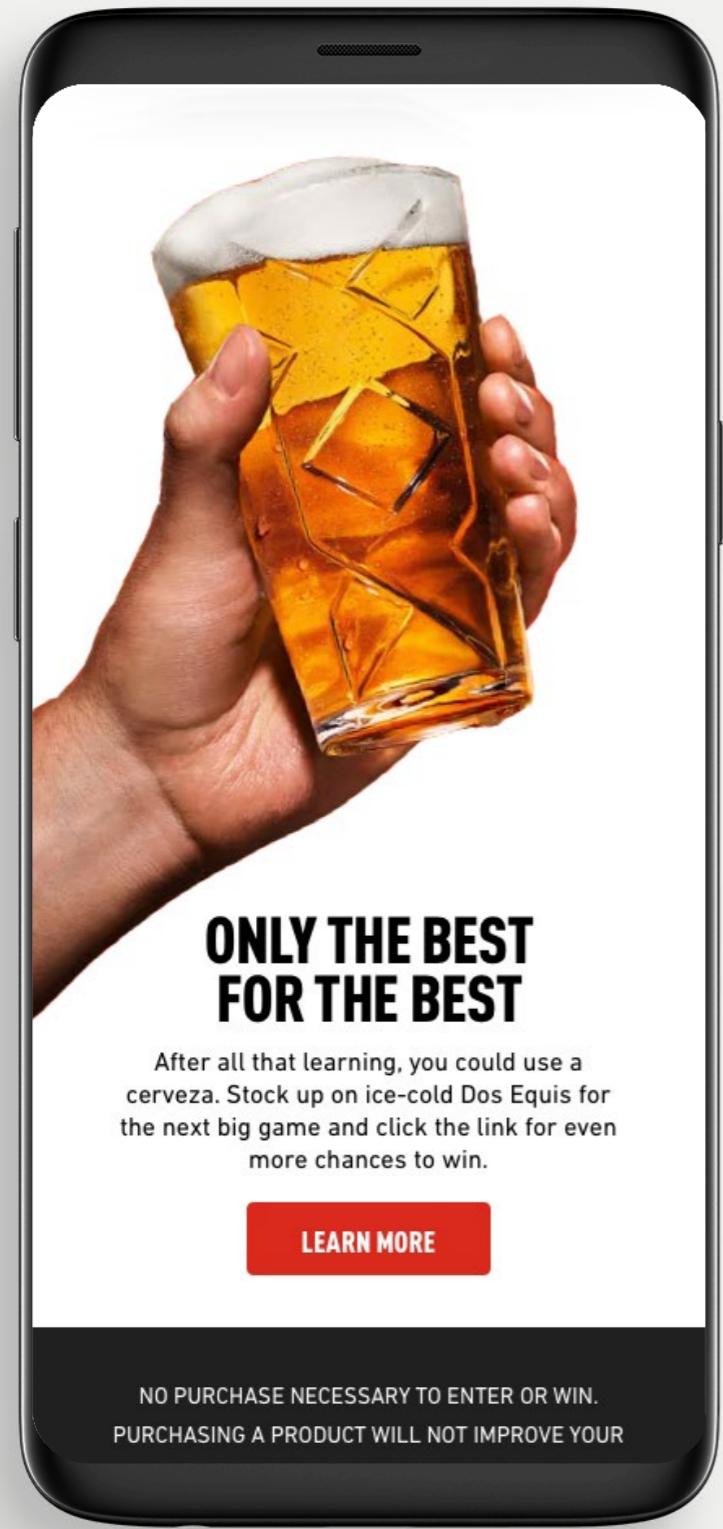


Google Play VIP design development



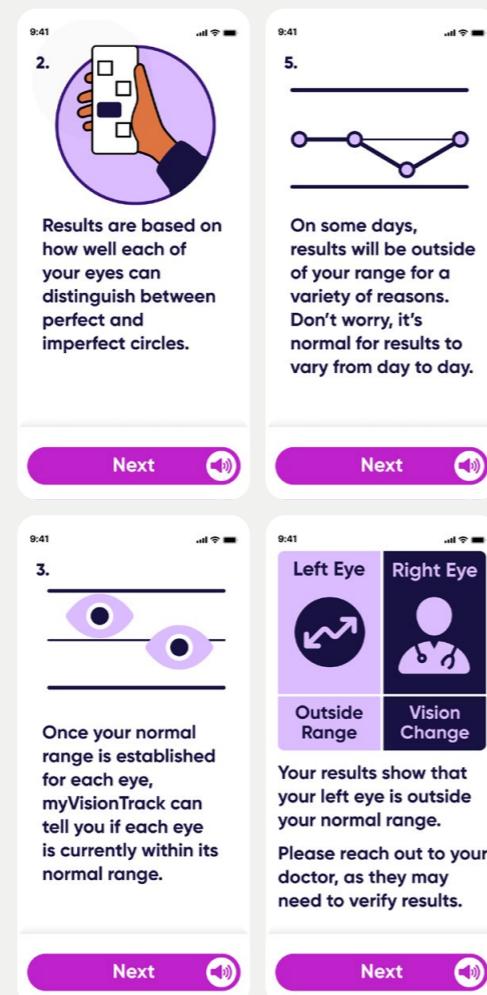
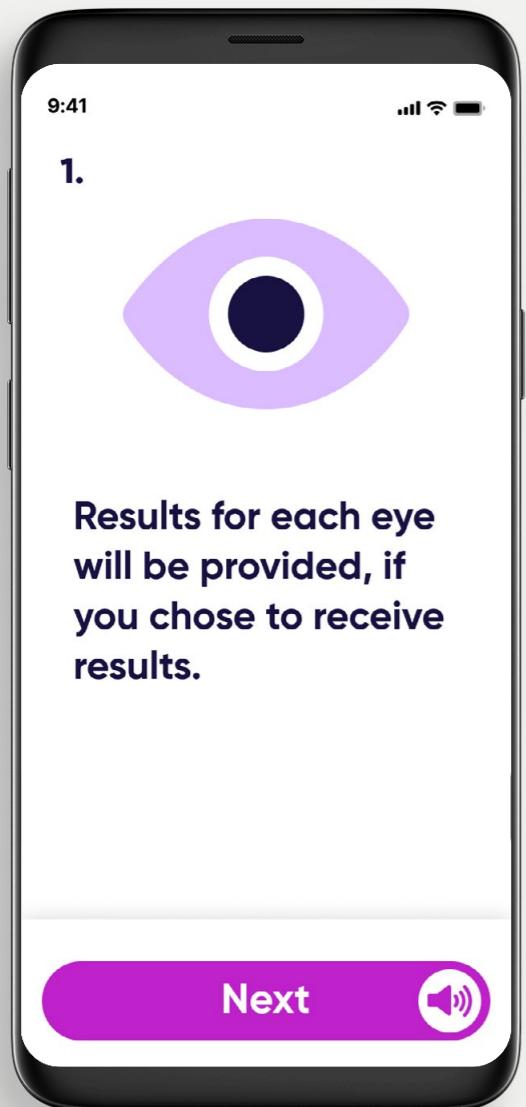
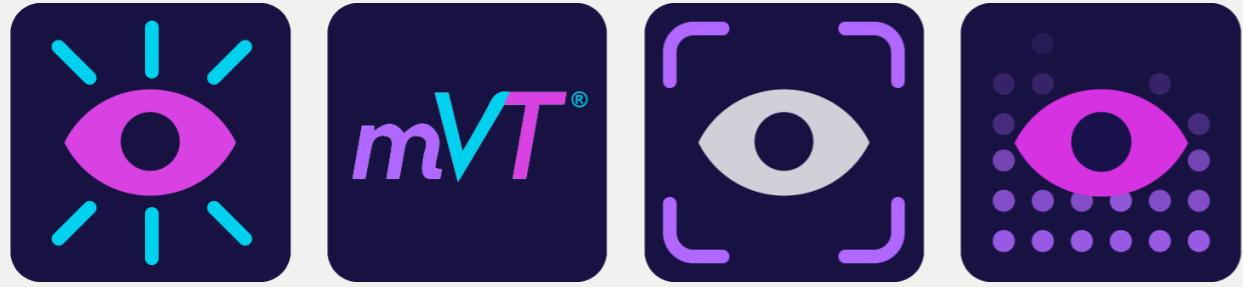
Welcome to Taipei





Dos Equis College Football design and art direction

Droga5 · creative direction: Ryan Raab



myVisionTrack®

What Is myVisionTrack? | Download App | Getting Started | Contact Us

Monitor Your Vision at Home

With myVisionTrack, you can help your doctor monitor changes to your vision.

myVisionTrack is an FDA-cleared at-home vision test for people with maculopathy, which may include blurry or dark spots in a person's vision.

The myVisionTrack app is used to frequently monitor for changes in vision, but it does not replace regular office visits. myVisionTrack can only be prescribed by an eye care professional and is only available at qualified offices in certain regions.

Download myVisionTrack

Open the camera app on your Android or iOS device, and point it at the QR code to the right to download the app. Or search for "myVisionTrack" in the Apple App Store or Google Play on your device.

[Download on the App Store](#) [GET IT ON Google Play](#)

By recognizing vision changes early, your doctor can help to prevent irreversible vision loss.

myVisionTrack design direction and UI

VMLY&R · creative direction: Michael Vaughan



Sam's Club rebrand

Publicis · creative direction: Patrik Bolecek



Creative, driven individuals who influence the world around them.



Aim for balanced living in a demanding, modern world.

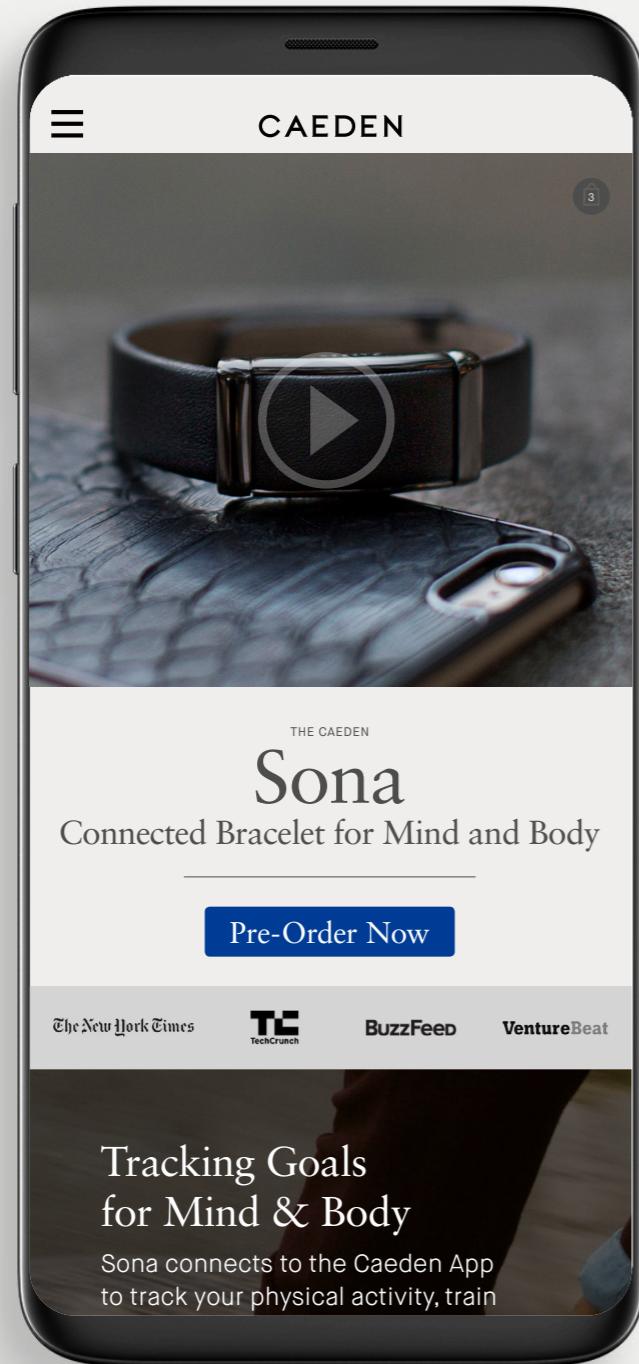


Lyon Display Maison Neue

Old-style serif typeface designed by the German born typographer Jan Tschichold from 1964. It is a font to modernize the classics and hone each letter's fine details.

A functional typeface with roots in an nonfunctional ideology, straddling geometric principles and usability in a peculiar, but pleasurable, and highly contemporary, design.

Caeden design direction



A product page for the Sona Connected Bracelet. The top half features a large image of a person wearing safety glasses and a purple shirt, grinding metal with an angle grinder, with bright sparks flying. To the right, the text "Build Your Focus" is displayed, followed by a paragraph about the app's Resonance breathing meditation sessions for focus and calm, developed by scientists. A "Learn More" link is present. The bottom half shows a close-up of the Sona bracelet, which has a black leather strap and a silver rectangular clasp. To the right, there's descriptive text about the bracelet's purpose: "Wearable technology to optimize mind and body performance. Connects to the Caeden App to help you achieve your wellness goals. For iOS." Below this are sections for selecting size ("Select a Size:" with options for "Small/Med circumference 5-7.5\" and "Med/Large circumference 7.5-10\"), color ("Select a Color:" with options for "Rose Gold" (selected), "Gold", and "Gunmetal"), and price (\$149). An "Add to Cart" button is also present. At the bottom, there's a note: "Pre-Order now for \$149 MSRP \$199.99 Ships in June".

Caeden UI

Roman Catholic Jacuzzi

a true story by

Michael Bullock

Roman Catholic Jacuzzi
Karma Books



UCLA Dept. of Art announcement cards

Art in America

12 issues—only \$34⁹⁵!

- I prefer 24 issues for \$64.95, a savings of \$167 off the cover price.
- Send me 12 issues for \$34.95, a savings of \$81 off the cover price.

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- Payment enclosed
- Bill me later

Canada subscriptions are \$79.95/year (includes GST). Foreign, \$95/year, payable in advance, in U.S. dollars. Allow 6-8 weeks for delivery of first issue.
Newsstand price is \$116/year. Art in America is published monthly, including the June/July double issue.



The website for Art Against Displacement (AAD) is shown. The header features the organization's name in a large, bold, sans-serif font. A navigation bar above the main content includes a "ABOUT" tab and language links "EN", "ES", and "中文". The main content area contains a detailed paragraph about AAD's mission to amplify the demands of long-term residents and businesses against displacement. It also mentions AAD's membership in the Coalition to Protect Chinatown & the Lower East Side and support for the Chinatown Working Group's Rezoning Plan. Contact information and social media links (Twitter, Instagram, Are.na) are provided. Two promotional graphics are displayed at the bottom: one for "City Elections" encouraging voter registration by October 13th, and another in Chinese characters for "New York City Elections Registration" dated October 13th, featuring a cartoon illustration of a woman.

Art Against Displacement creative direction



Coast of Mars theater program

>Walt
You walt.

>Hello?
No answer.
Suddenly the
plastic tunnel
begins to
After 20
visan

Modern People



Rauschenberg Foundation poster
Karma · creative direction: Brendan Dugan



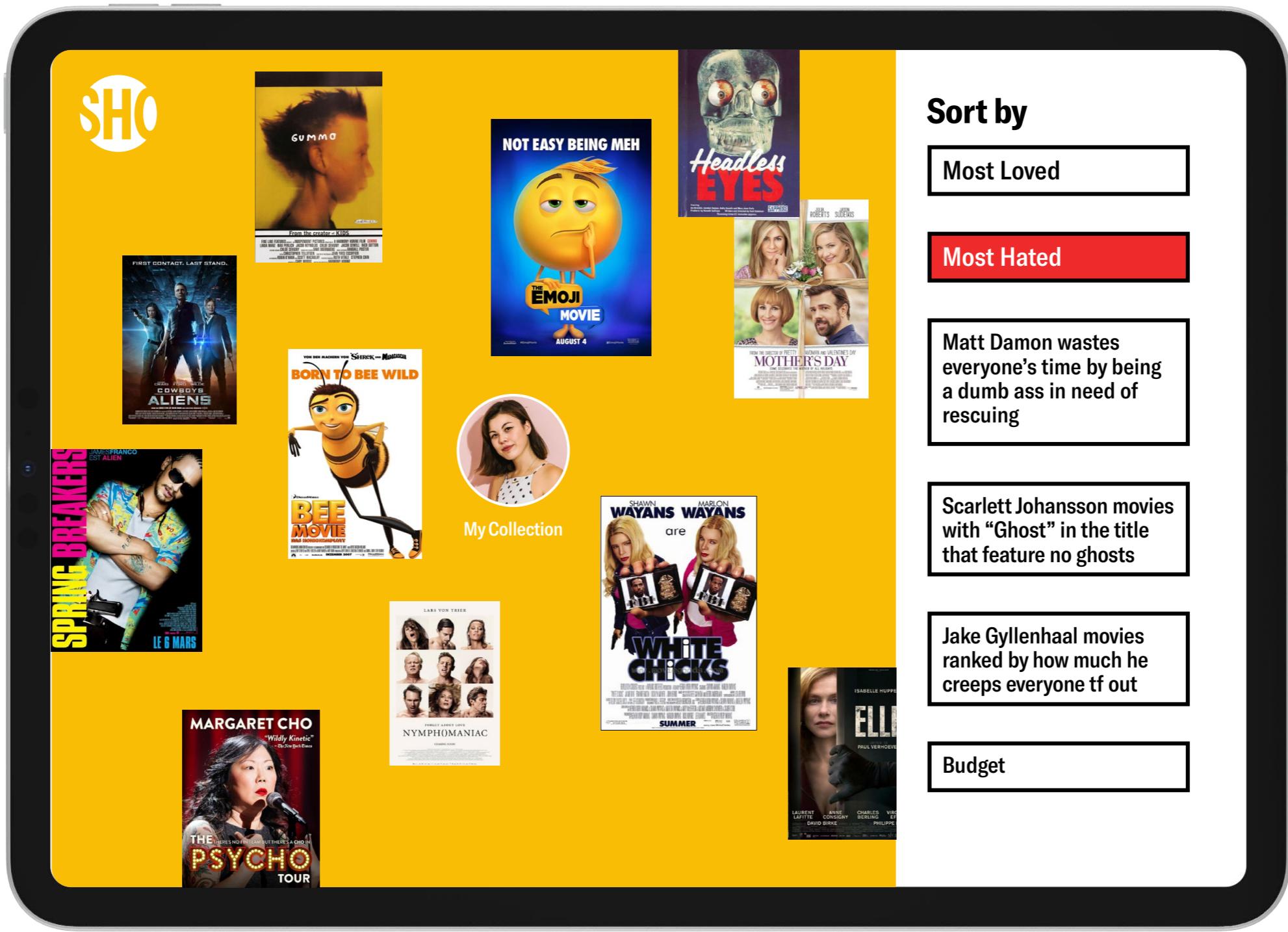
Doug Aitken artist book

MoMA · creative direction: Lorraine Wild

DIFFERENCE
SOURCES

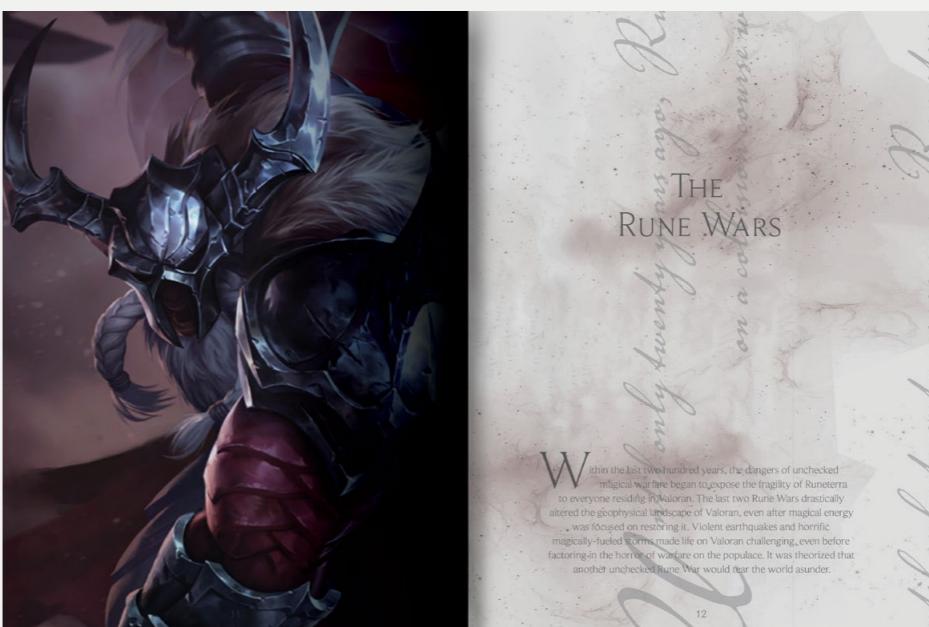
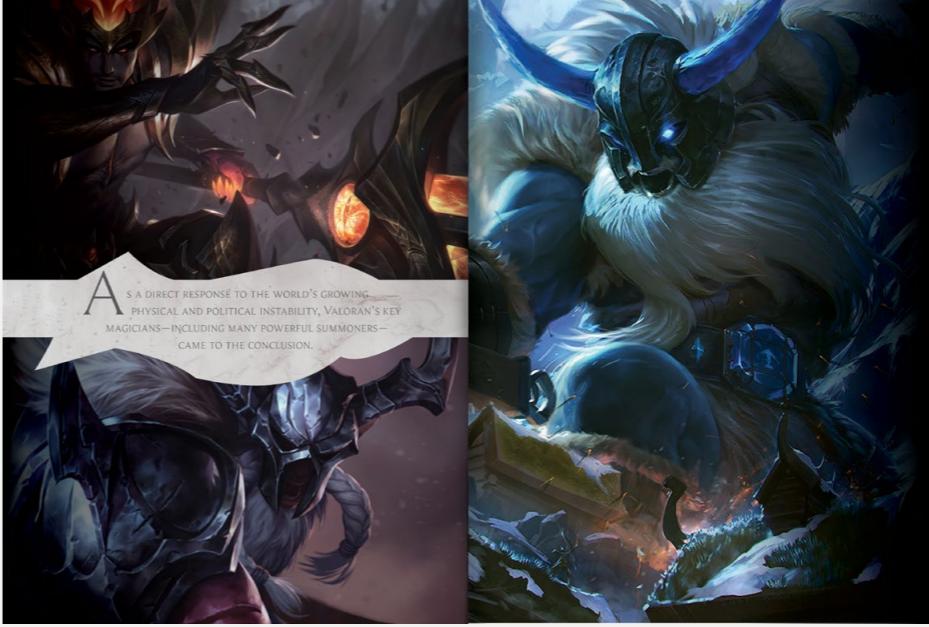
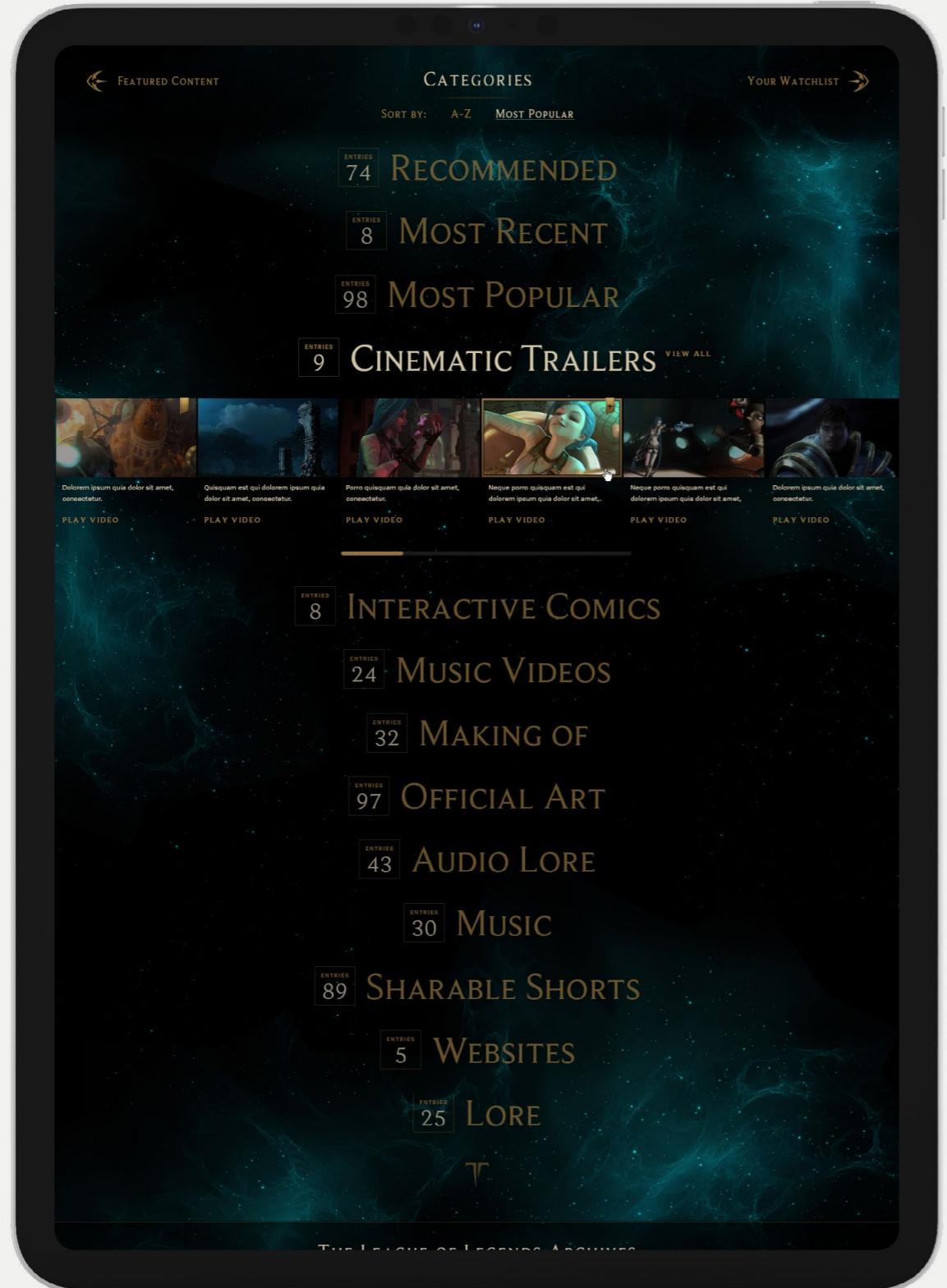


ANSWER TO
THE
UNSETTLING
AESTHETICS
OF THE
**NEW
CHRISTIAN
RIGHT**
... MONUMENTAL SET PIECES,
THEATRICAL ARRANGEMENTS
OF PAINTERLY AND
SCULPTURAL ELEMENTS THAT



Showtime Networks pitch

Panorama - creative direction: Oliver Thein



League of Legends UI and book design
HiRes · creative direction: David Linderman



A BRIGHT OUTLOOK

The beauty of a diamond goes beyond the 4Cs.

It starts with responsible sourcing and taking steps toward a lower carbon footprint. It matters to us, and we know it matters to you.

LET YOUR LOVE SHINE

Our expert bench jewelers and quality control inspectors ensure that every piece exceeds industry standards in every detail.

Brilliance Score: 94

Font no. 8719023

Earth
no. 8719023

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Blue Nile works in full c
Kimberley Process, an
created to track and c
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Passed into law in 200
requires all American d
diamonds from manufac
Today, the US Custom

Display

DOMAINE SANS DISPLAY

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Typefaces

Care should be taken in all applications to preserve the typographic tone and texture outlined in this document. Domaine Sans in particular should be used with care as the thin, elegant, curves can disappear when reproduced at small sizes. Please avoid any applications smaller than 80pt.

In addition, Domaine Sans must always be set in all caps when used within the Astor system and used with tracking set to +50.

Chronicle Display should be used on subtitles and callouts. Brandon text light is the body copy typeface.

To get the full typographic expression, use at least Brandon Text Light and Chronicle on each execution.

Text

Brandon Text Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*_+

Blue Nile rebrand
Redscout · creative direction: Michael Greenblatt



Jonathan Butt
principal

301 Devoe St. #1R
Brooklyn, NY11211
917 696-3786
[jonathan@
facticestudio.com](mailto:jonathan@facticestudio.com)



January 2007, According to NY Times (Help) 2006

Dave Muller: I Like Your Music I Love Your Music
Green Dragon Office · principal: Lorraine Wild



Richard Prince: Collected Writings
Green Dragon Office · principal: Lorraine Wild

