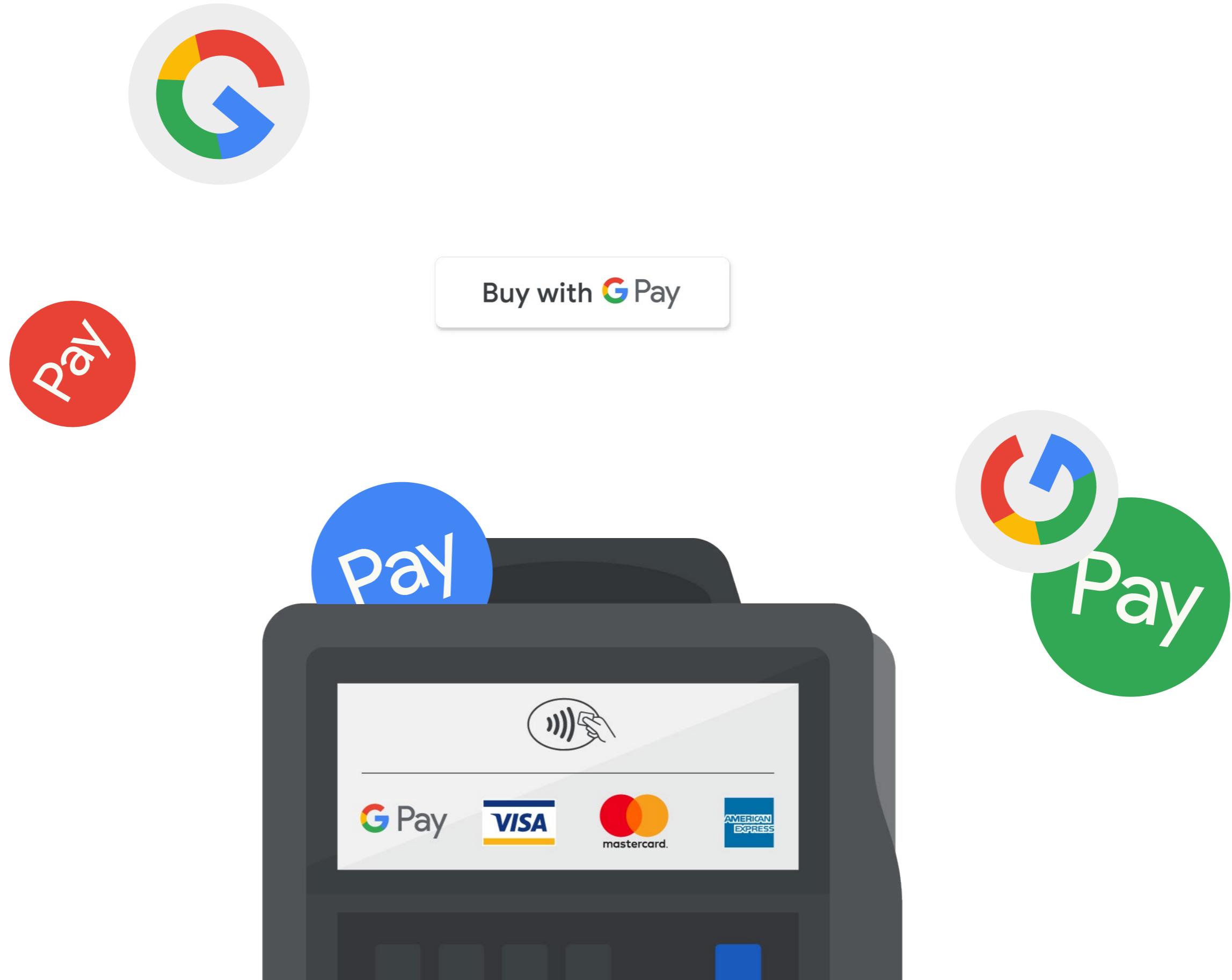


Design Work



 Google

≡ 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

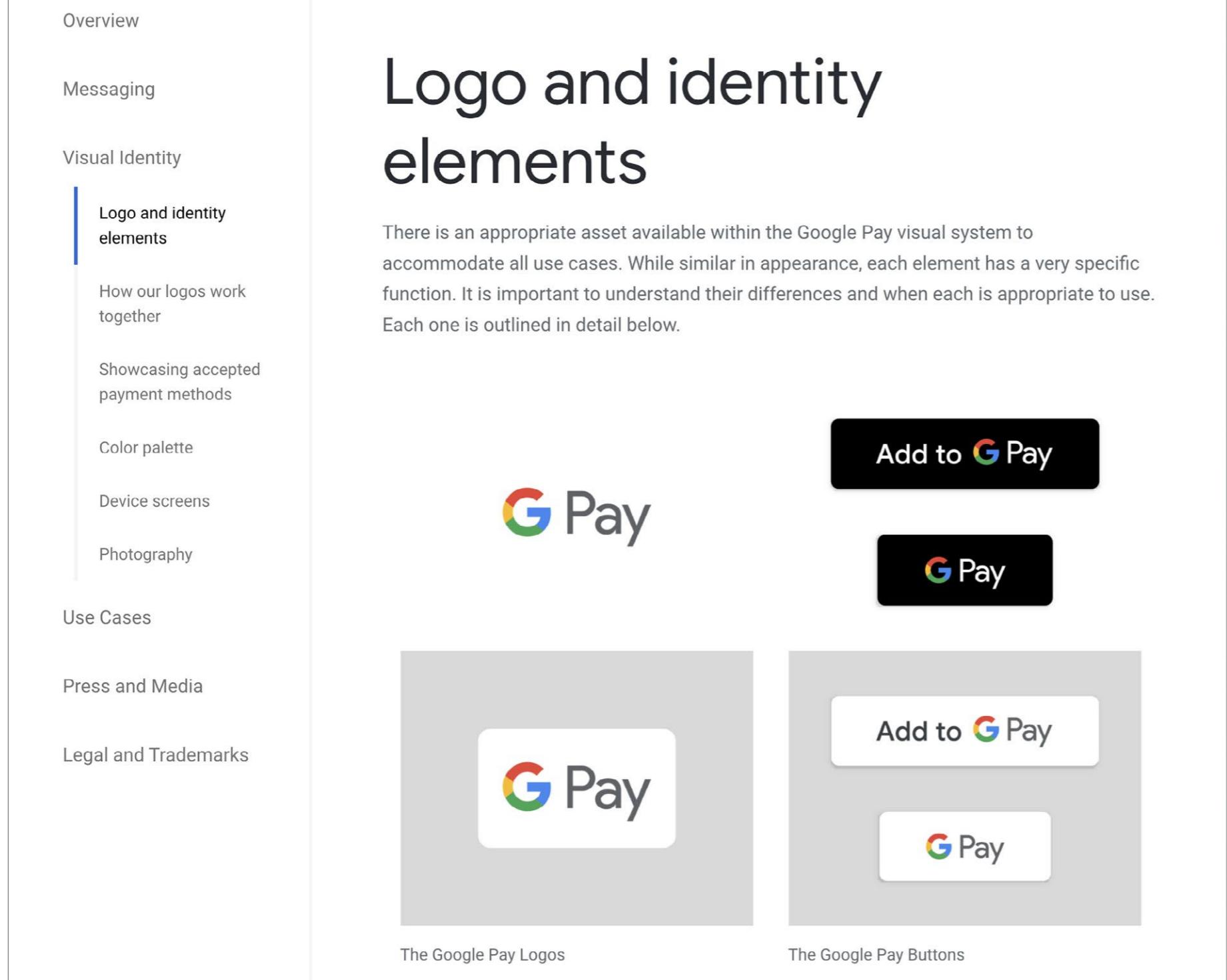
Legal and Trademarks

The Google Pay Logos

The Google Pay Buttons

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.

Clear space

The logo should have a single 'G' height margin on all sides. For the Logo with Shape, the 'G' height margin is applied to the edge of the background shape.



Clear space requirements for the Primary Logo

Clear space requirements for the Logo with Shape

Exceptions

In a physical point-of-sale (POS) context, the logo will often need to be placed in very close proximity to competitor logos. Special clear space requirements apply in this context.

POINT-OF-SALE

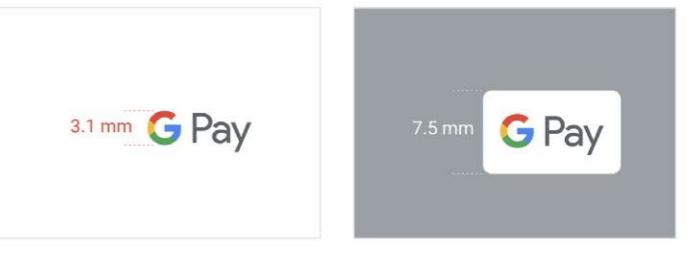
When the logo is used in a checkout flow, clear space requirements for the Google Pay Logo need to be based on those of Google Material 2. Special clear space requirements apply in this context.

CHECKOUT FLOW

Minimum size

Minimum sizes for print applications

For the Primary Logo, the minimum height of the Google Pay G is **3.1mm**. For the Logo with Shape, the minimum height is **7.5mm**. Minimum sizes for every instance are broken down below.

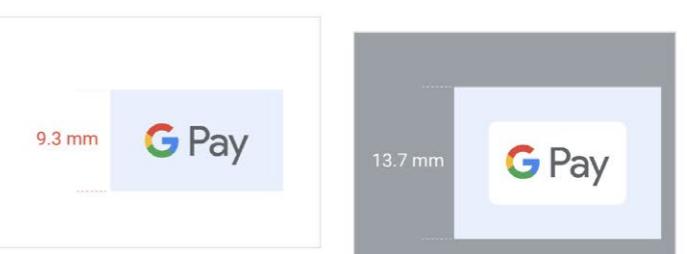


Minimum height – 3.1 mm

Minimum height – 7.5 mm

Minimum sizes for digital applications

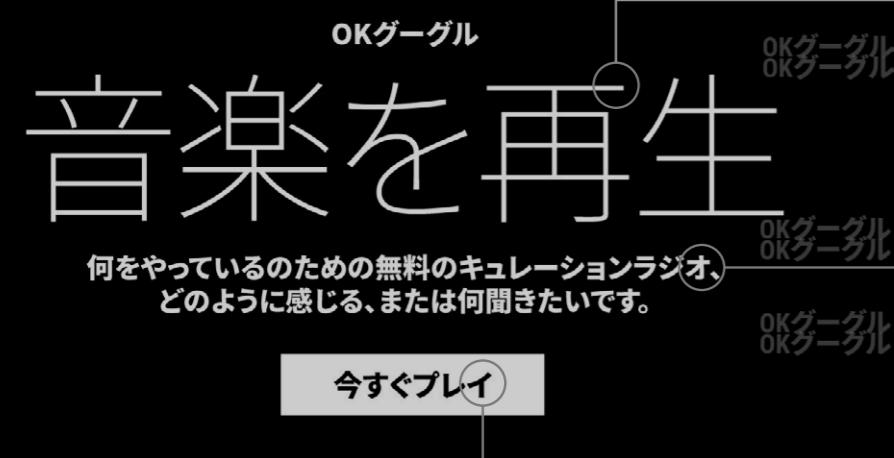
For the Primary Logo, the minimum height of the Google Pay G is **24dp**. For the Logo with Shape, the minimum height is **58dp**. Minimum sizes for every instance are broken down below.



Minimum height (including clear space) – 9.3 mm

Minimum height (including clear space) – 13.7 mm





Primary Type Style

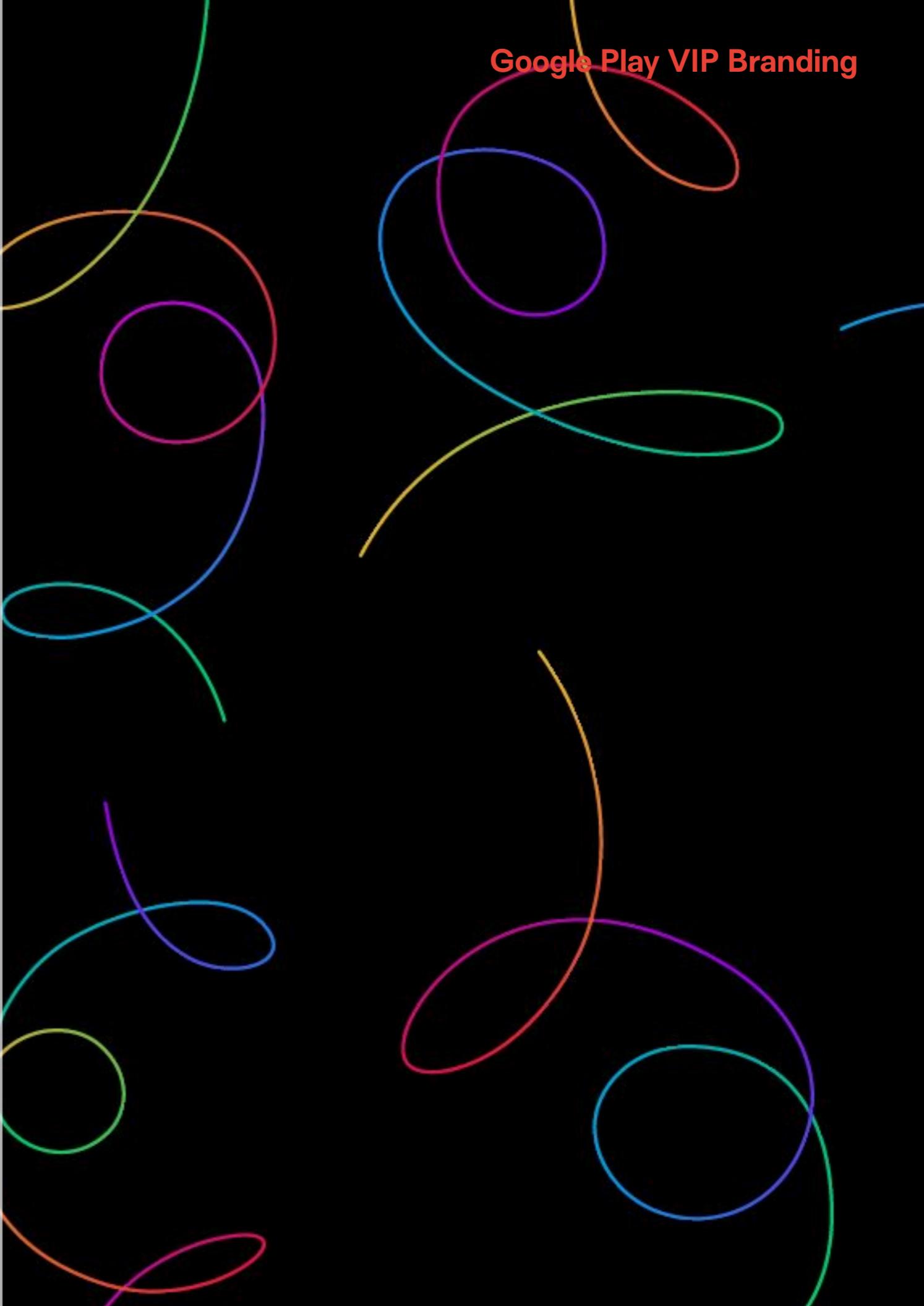
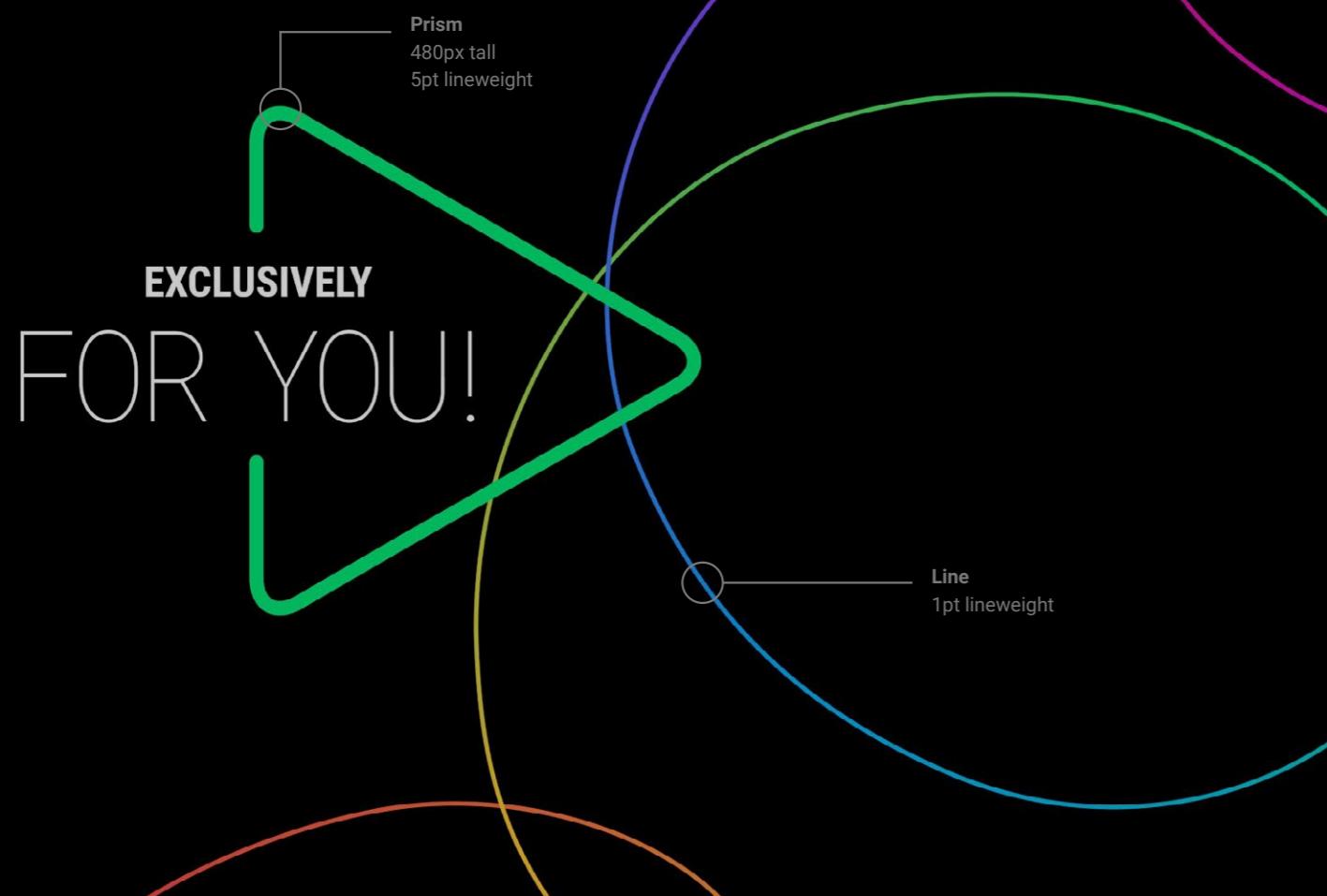
- Noto CJK – Regular
- Leading: 0.95x point size
- Size: Flexible but always at least 2x the height of secondary copy

Secondary Type Style

- Noto CJK – Regular
- Leading: 1.0x point size

CTA Type Style

- Noto CJK – Bold
- Leading: 1.0x point size



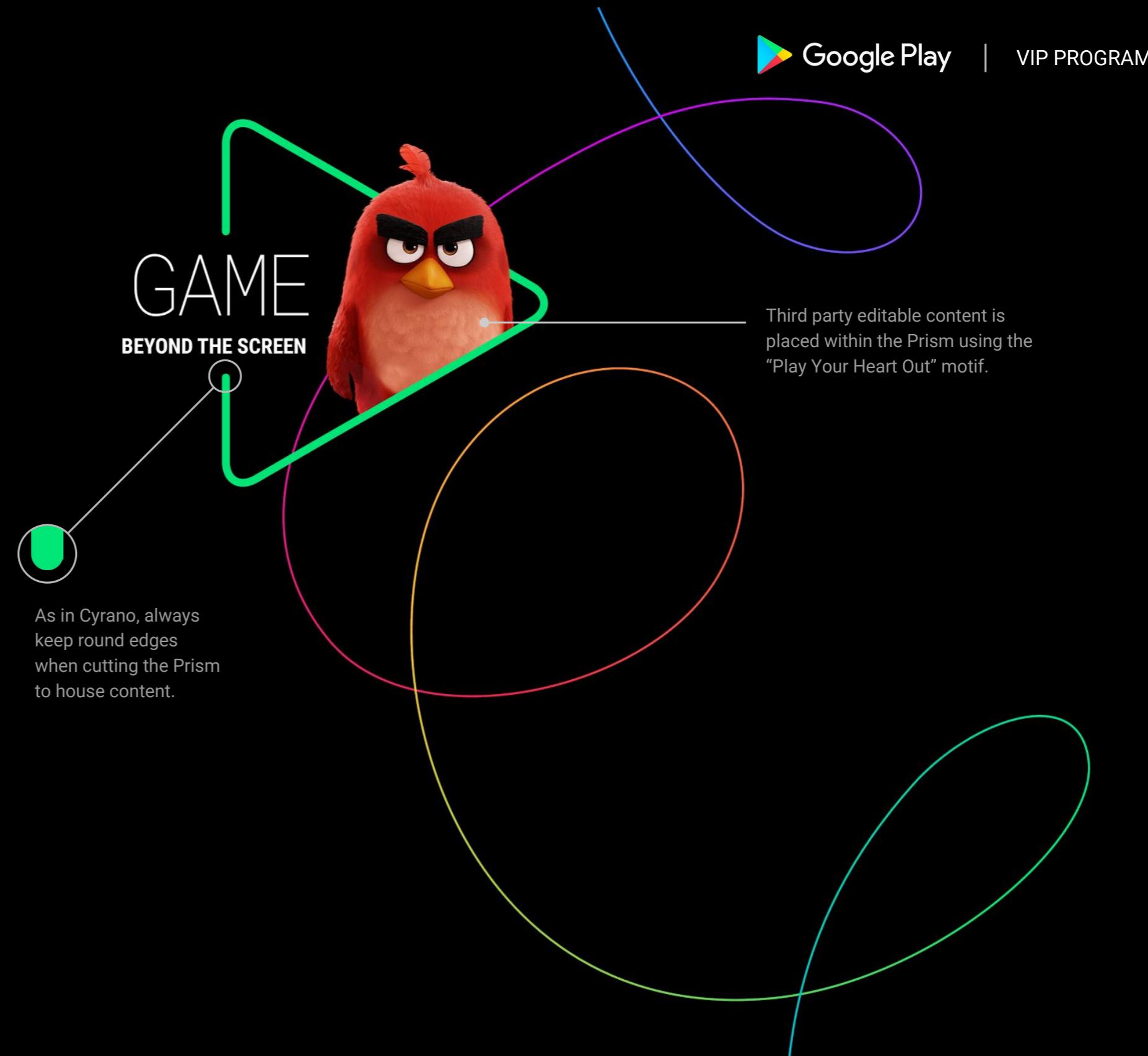
PRISM

The VIP Prism: A Container for Content

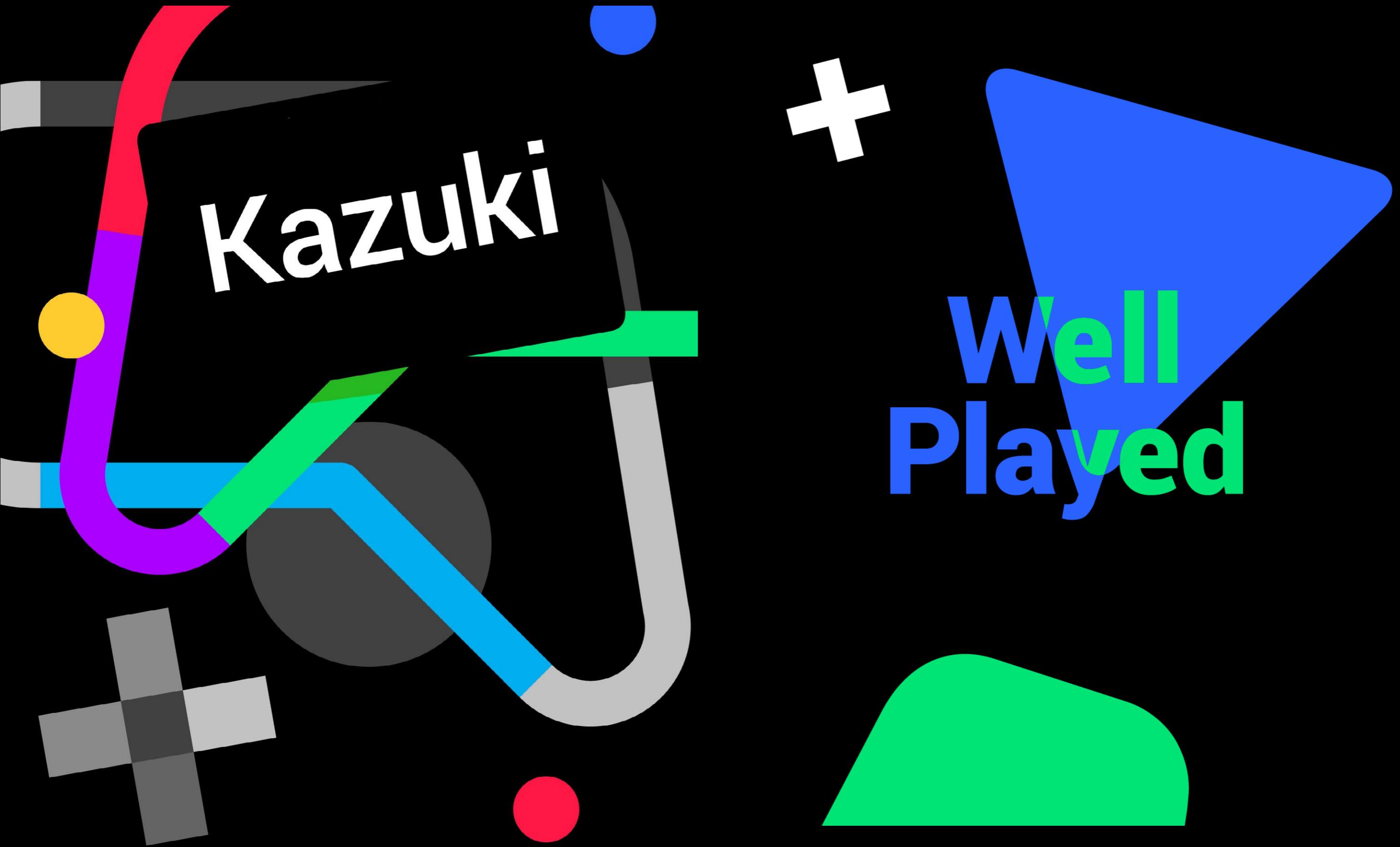
The Prism functions as the primary container for content within the VIPSystem: text, image or both. Most commonly, it is used in combination with the Player's Path over a black background to build the foundation of the layout.

Typography, content treatment, and general usage of the Prism complies with Cyrano guidelines, with the important exception that the VIP Prism primarily takes a stroke color of Google Green A400.

[download ai](#)







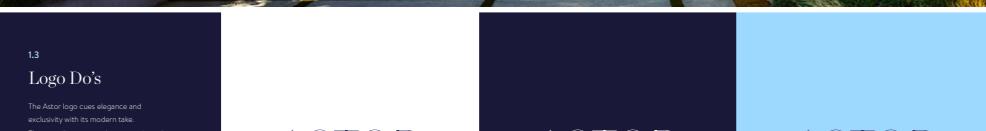
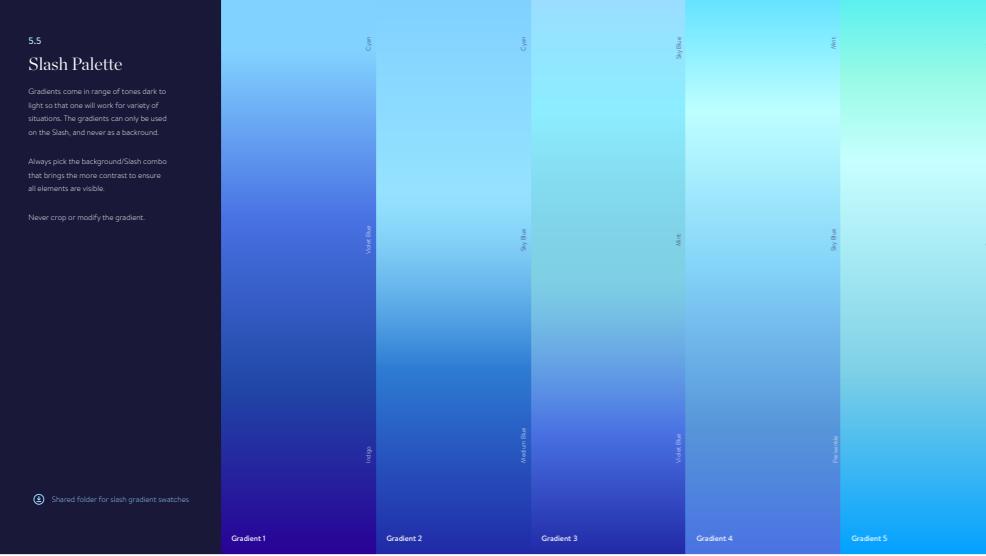
We combine the art of the human touch with the science of technology, to unlock brilliance in every Astor diamond.

In the Astor world, Gemex and GIA certifications are superior. The combination of the two, as well as our proprietary evaluation, are what indicated true superiority.

Diamonds are both mythological and magical – our role is to concentrate nature's intense force of light.

Borrowing language from optics allows us to leverage the idea of technologically advanced diamonds.

Blue Nile hand picks expertly refines and double-evaluates every Astor diamond to concentrate nature's brilliant artistry so the diamond's high-fidelity shine captures her eye, magnifies the emotion, and becomes the focal point of your shared promise.



2.0 Typography

Astor leverages the typeface Domaine Sans for title usage because it cues leading edge processes as well as classic elegance and simplicity.

Brandon Text adds a touch of playfulness and serves as the functional sans-serif for text and captions.

LORUM IPSUM DOLOR

At vero eos et accusamus et iusto odio dignissimos

Ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similiq

AUT ODIT AUT FUGIT

At vero eos et accusamus et iusto odio dignissimos qui blanditiis voluptatum deleniti atque corrupti quos dolores et est eligendi optio cumque nihil impedit quo minus maxime placeat facere possimus, omnis voluptas

no. 8719023

et iusto odio dignissimos qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similiq

Ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similiq

in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est distictio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus maxime placeat facere possimus, omnis voluptas

Brilliance Score

1.2 Sizing and Files: Screen and Print

The Astor Logo comes in three different iterations for screen and print, each individually optimized for different resolutions.

Please consult this chart to determine which logo file to apply.

Shared folder for logo files

AstorLogo.pdf/svg/png

Use for logo widths above:
screen: 170px
ratio: 240px
print: 1.625"

ASTOR
BY BLUE NILE

AstorLogo_Sm.pdf/svg/png

Use for logo widths between:
screen: 105-170px
ratio: 160-240px
print: 0.875-1.625"

ASTOR
BY BLUE NILE

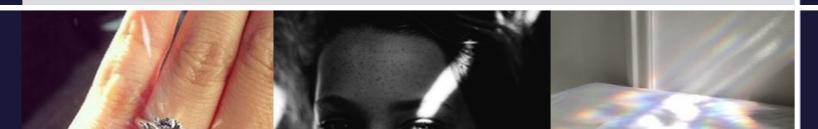
AstorLogo_xs.pdf/svg/png

Use for logo widths between:
screen: 90-105px
ratio: 130-160px
print: 0.625-0.875"

ASTOR
BY BLUE NILE

4.1 Lifestyle Photography

All Astor photography should look to emphasize the way light passes through the diamond, casting captivating patterns



2.1 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.

Shared folder for font files

Display
DOMAINE SANS DISPLAY

ABCDEFIGHIJ
012345@#\$%&

Text
Brandon Text Light

ABCDEFIGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^_+

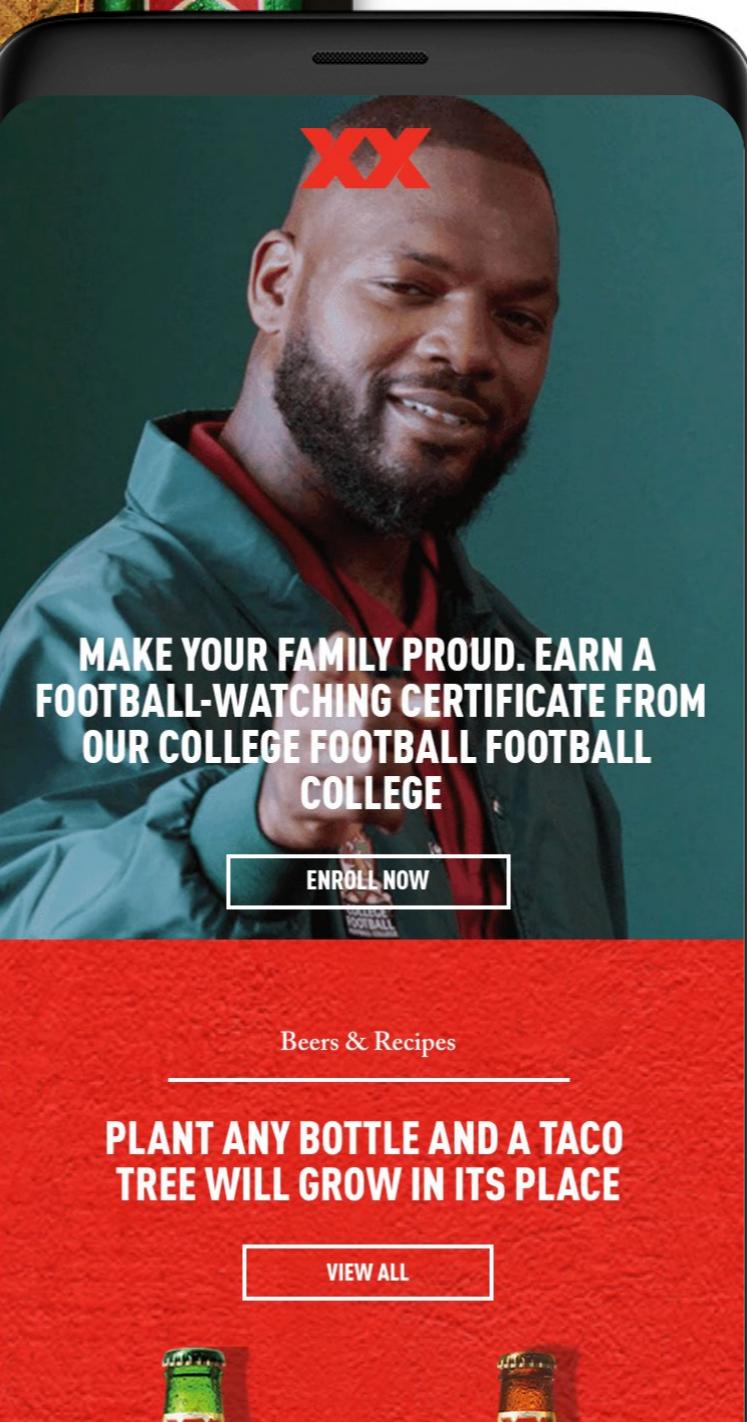
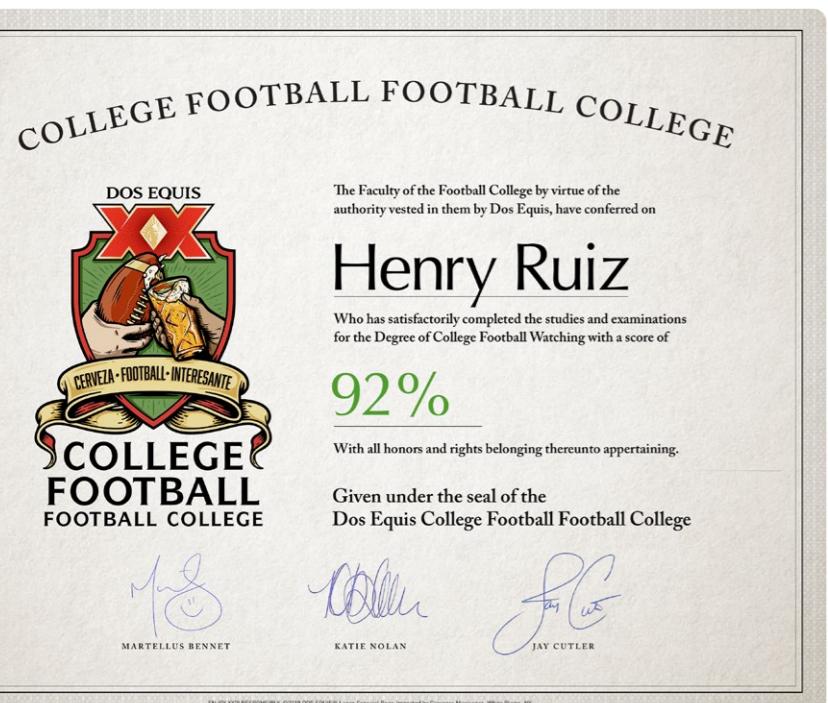
Titing
Chronicle Display Light

ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^_+

Captioning
Brandon Text Light

ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^_+





Creative Direction: Ryan Raab





CÁC NGUỒN LỰC
để tìm hiểu
thêm về Liều
Vắc-xin COVID-19
Tăng Cườn



**اعي طتسن
كالذ لعف**

احصل على جرعة معززة للحماية للاصالح كوفيد-19 الذي تلقيته

الجرعات المعززة متاحة الآن للجميع من عمر 12 عاماً فما فوق الذين تلقوا اللقاح.
لا تزال لقاحات كوفيد-19 فعالة جداً في منع تفاقم المرض والدخول إلى المستشفى والوفاة. الجرعة
المعززة هي جرعة إضافية تساعد في الحفاظ على الحماية التي يمدك بها اللقاح.

موعد تلقي جرعتك المعززة

ابق بأمان أكثر هذا الشتاء. احصل على جرعة معززة في أقرب وقت تكون فيه مؤهلاً لذلك

- فايرو بيونتك (بعد مرور 5 أشهر على تلقي الجرعة الثانية)
- مودerna (بعد مرور 5 أشهر على تلقي الجرعة الثانية)
- جانسن من جونسون آند جونسون (بعد مرور شهرين على تلقي الجرعة الفردية)

اعثر على أماكن اللقاحات المجانية القريبة منك

- قم بزيارة vaccines.gov
- أرسل رمزك البريدي عبر رسالة نصية إلى الرقم 438829
- اتصل بالرقم 1-800-232-0233
- امسح رمز الاستجابة السريعة (QR)

نارخ آخر مراجعة للمحتوى: 10 يناير 2022

JUNTOS
SÍ PODEMOS



**WE
CAN
DO
THIS**

**Say “Yes” to
filling more seats.**

**抗擊疫情
我們做得到！**

**您對抗 COVID 的防護能力
剛得到重要的提升**



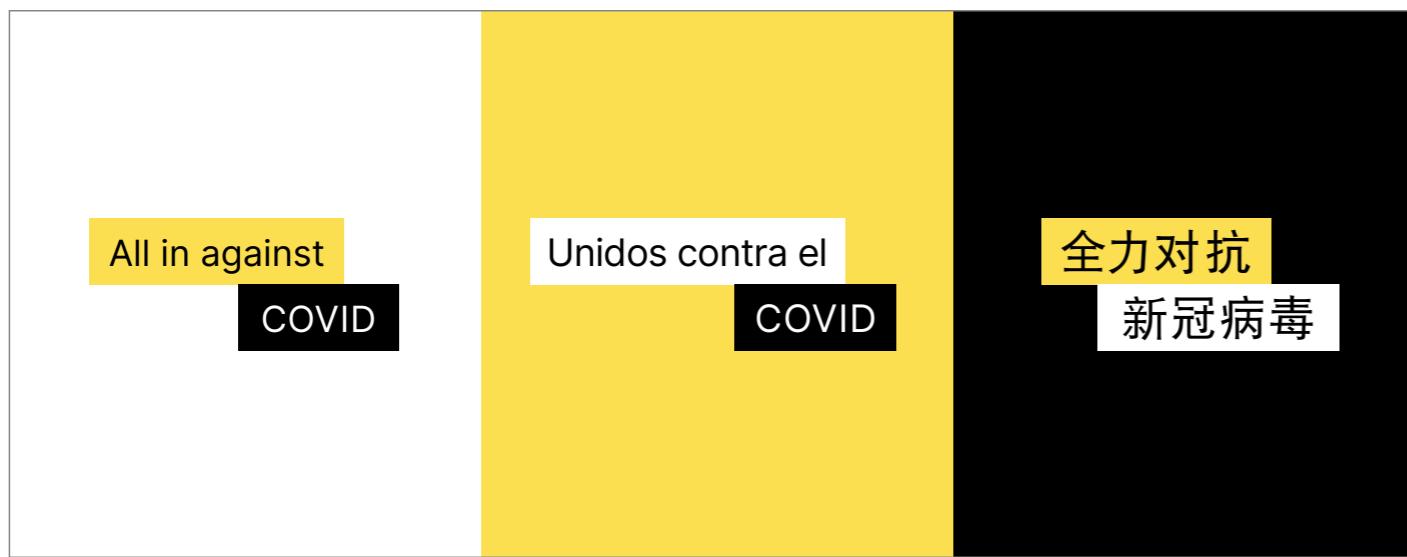
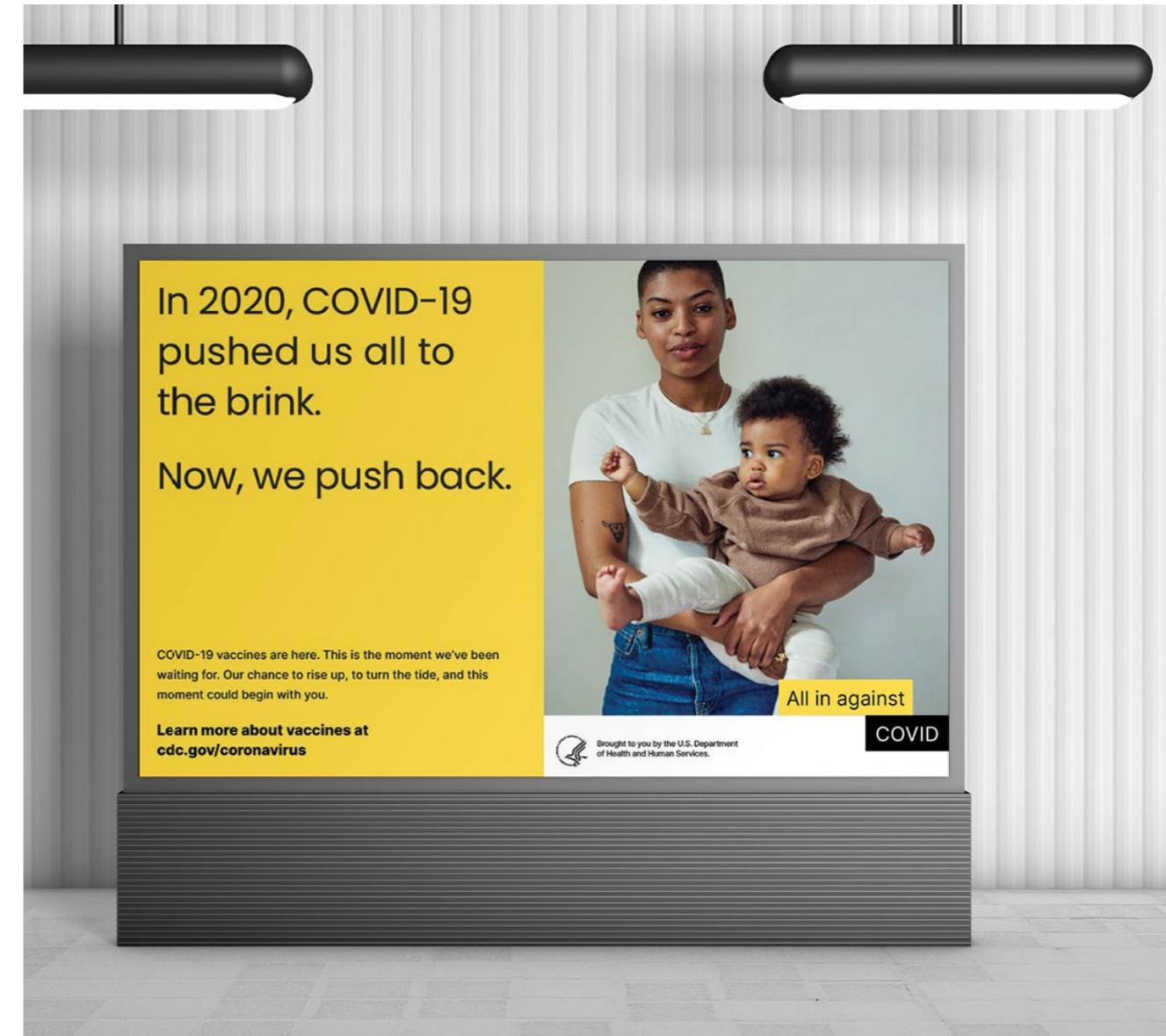
The owner of Midwood Lumber is getting vaccinated for his daughter, his neighbor and his favorite barista down the street.

Let's get back to sharing everything COVID has taken away. FDA-approved COVID-19 vaccines that are proven safe and effective will help us end the pandemic. Get your vaccine when the time comes.

Learn more at combatCOVID.hhs.gov

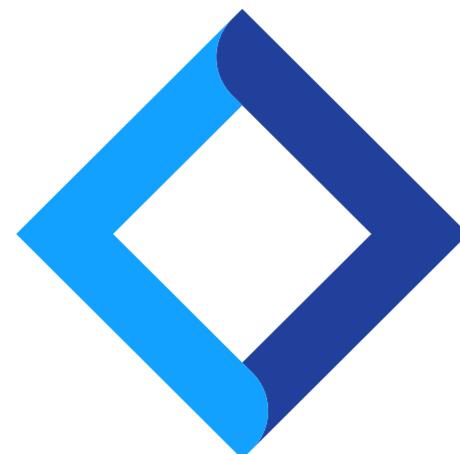
Paid for by the U.S. Department of Health and Human Services

All in against COVID-19



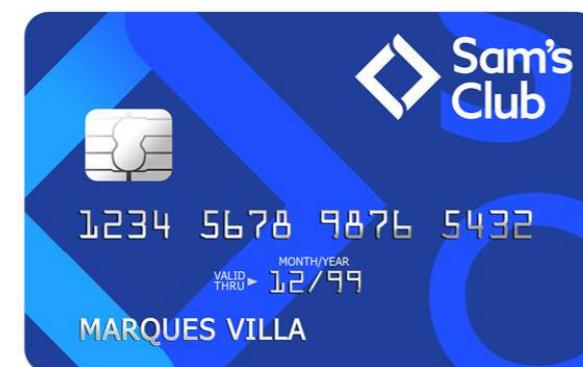


Best-in-class
Curation



Associate
Commitment

Savings



Sam's Club: Find Wholesale Cli x +
<https://www.samsclub.com/sams/homepage.jsp>

Your Lists Sam's Club Credit Easy Reorder Tips & Ideas Join Renew

Search

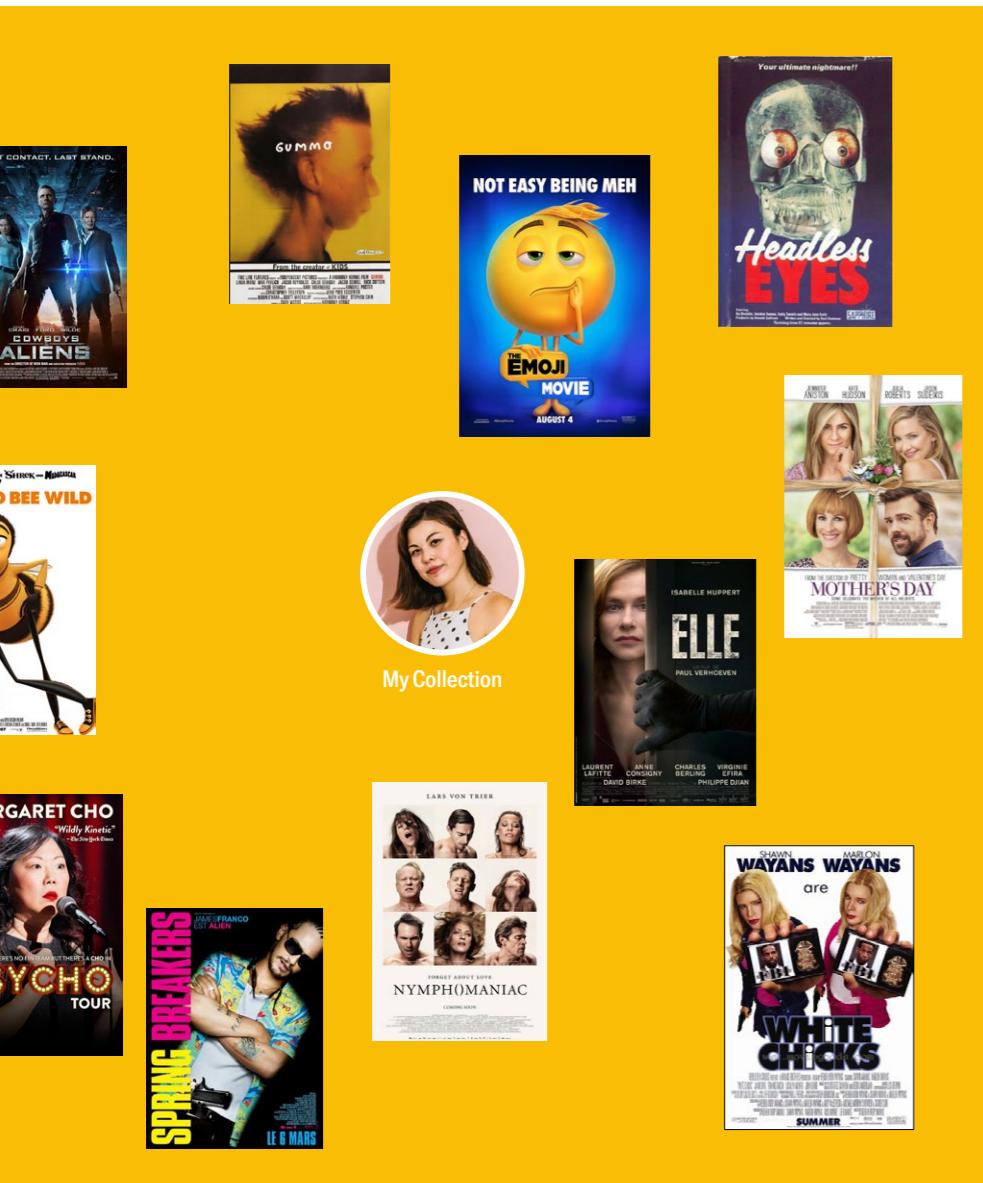
Shop by department Business Center Member Services Shocking Values Member's Mark Gift Cards Frequently Ordered

Helping you live fully every day

Our philosophy has always been simple. We are the agents for our customers.

Auctions Tech Savings Almost Gone New Items

The screenshot shows the Sam's Club homepage with the new logo. The main headline reads "Helping you live fully every day". Below it is a quote: "Our philosophy has always been simple. We are the agents for our customers." To the right is a large image of a green KitchenAid stand mixer.



Sort by

Most Loved

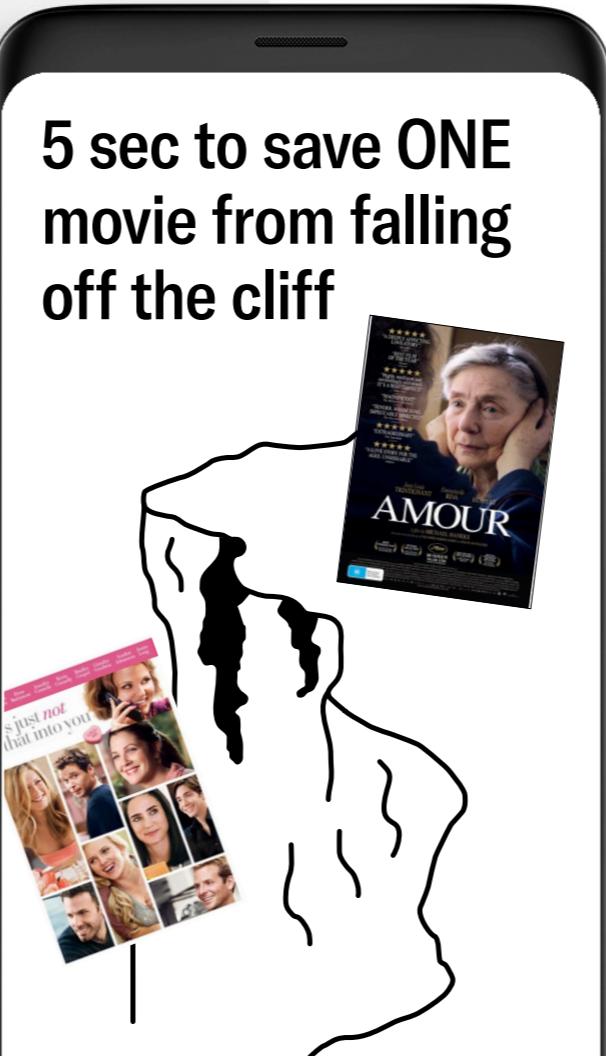
Most Hated

Matt Damon wastes everyone's time by being a dumb ass in need of rescuing

Scarlett Johansson movies with "Ghost" in the title that feature no ghosts

Jake Gyllenhaal ranked by creeps even though he's not a creep

Budget



Lynch is officially God



Dennis 'Kaos' Kaun DJ & Producer, Berlin



Creative, driven individuals who influence the world around them.



Aim for balanced living in a demanding, modern world.



CAEDEN

Wordmark & Monogram

Codes

Sabon

Maison Neue

Typography

Old-style serif typeface designed by the German born typographer Jan Tschichold from 1964–67 as 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.

The product page features a large image of the bracelet with a black leather strap and a silver-toned rectangular clasp. Below it are three smaller images showing the bracelet from different angles: front view, side view, and back view.

Sona Connected Bracelet

Wearable technology to optimize mind and body performance. Connects to the Caeden App to help you achieve your wellness goals. For iOS.

Select a Size:

Small/Med circumference 5-7.5" Med/Large circumference 7.5-10"

Select a Color:

Rose Gold Gold Gunmetal

\$149 Add to Cart

Pre-Order now for \$149 MSRP ~~\$199.99~~

Ships in June

Pre-Order exclusive active band; Night

The smartphone screen shows the Caeden app's main interface. It features a large play button over a photo of the bracelet. The app's name "CAEDEN" is at the top. Below the play button, the text "THE CAEDEN" and "Sona" is displayed, followed by "Connected Bracelet for Mind and Body". At the bottom is a blue "Pre-Order Now" button.



Art Against Displacement

ABOUT

Based in Manhattan's Chinatown and Lower East Side, Art Against Displacement (AAD) is a coalition of artists and arts professionals that seeks to amplify the demands of those whose lives and livelihoods are placed at risk by predatory development and resettlement, and to work in solidarity with grassroots organizations toward community-led rezoning. The group affirms that gentrification is not an inevitable effect of urban development, and refuses to let the work of cultural producers be instrumentalized towards the displacement of long-term residents and businesses.

AAD is a member of the [Coalition to Protect Chinatown & the Lower East Side](#). AAD supports the passing of the [Chinatown Working Group's Rezoning Plan](#) in full.

Contact us at aad.nyc@riseup.net

Follow us: Are.na

**艺术
反
迁
离**

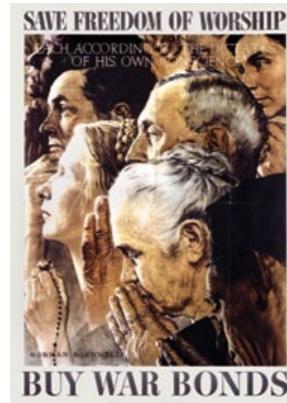
关于
博客
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Instagram

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ES
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100 Ideas & People



WORLD'S HIGHEST STANDARD OF LIVING

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.

Name _____

Address _____ Apt. _____

City _____ State _____ Zip _____

email _____

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.

UCLA Dept. of Art

SCLA Department of Art
Broad Art Center, Suite 2275
240 Charles E. Young Drive
Los Angeles, CA 90095-1615
+ 951615

lot 3: \$10
ns)



A photograph of a grey rectangular label with white text. The text includes "0095-1615" at the top right, "ng Drive" and "uite 2275" stacked vertically in the center, and "f Art" at the bottom right. On the left side, there is a circular logo for "UCLA ARTS" featuring a stylized "A" and "T" intertwined.

Announcement Cards

Dallas Price-Van Breda.
generous supplier
of

tion was made possible

Information please call:
-0557
arking in Lot 3 North:
in Lot 3: \$10
able at pay stations)

Creative Direction: Lorraine Wild

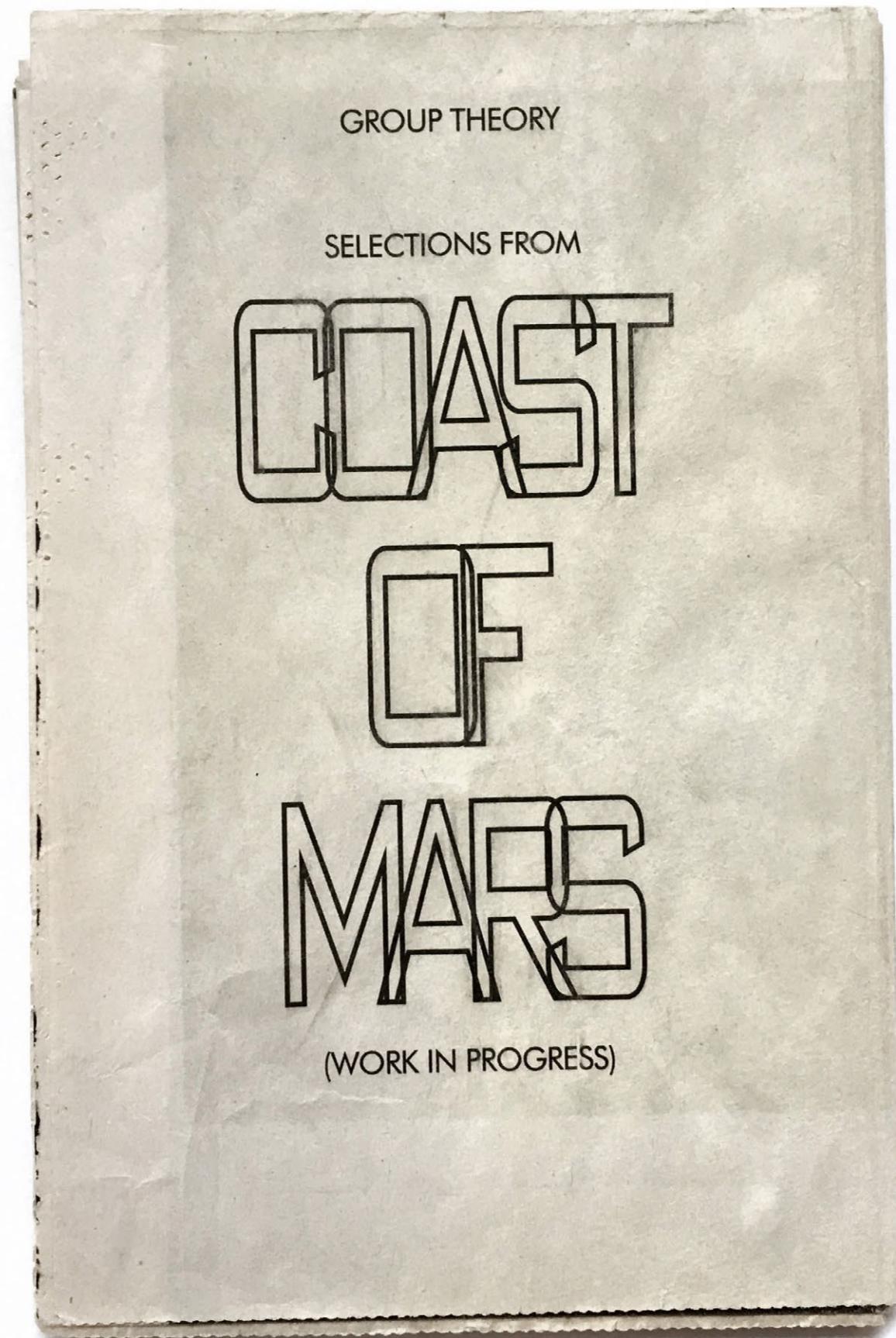
Museum of Modern Art

Artist edition for Doug Aitken





I think we have to walk with humility.
I think we have to realize that our technology
can only take us so far; that our government
can only give us so much.



Group Theory





2	Sam Farfsing
10	Project Projects
12	Anthony Salvador
16	Nicholas Borrel for Extempore Temporary Contemporary Art Museum Amsterdam
18	Samuel Bänziger
32	MacGregor Harp
40	Jiminie Ha
44	Peter Rentz
46	Victor Hu
56	Chris Palazzo
58	Jeremy Landman
60	GunMad
76	Stewart Smith for Stewdio