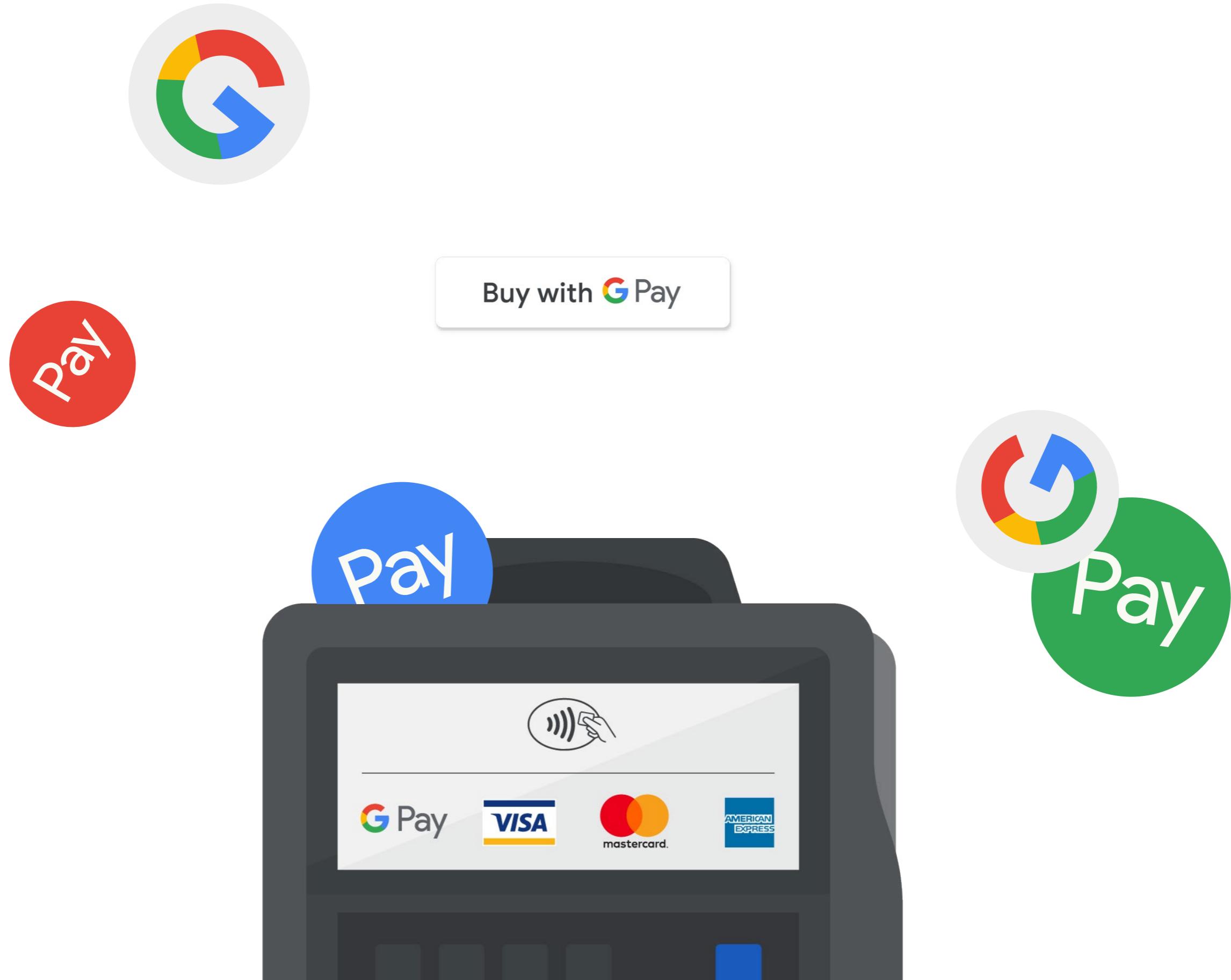


Design Work



Google

≡ Partner Marketing Hub

Brands

Google Pay

Overview

Messaging

Visual Identity

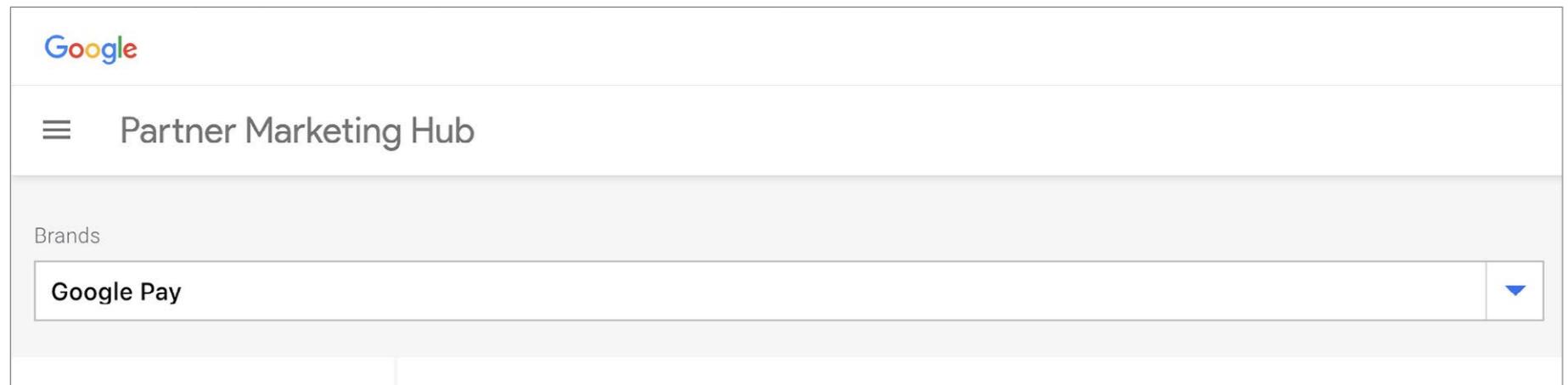
- Logo and identity elements
- How our logos work together
- Showcasing accepted payment methods
- Color palette
- Device screens
- Photography

Use Cases

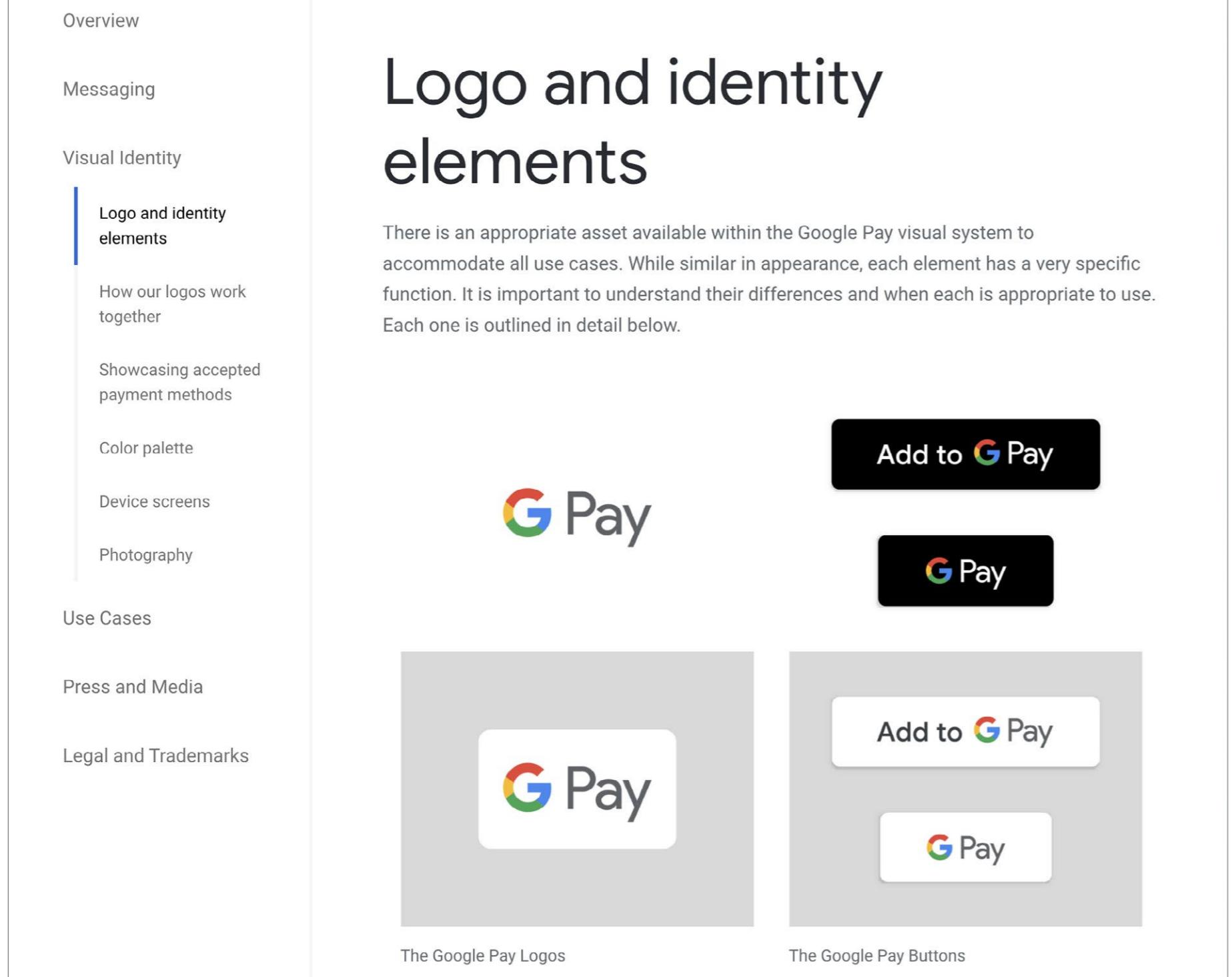
Press and Media

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.

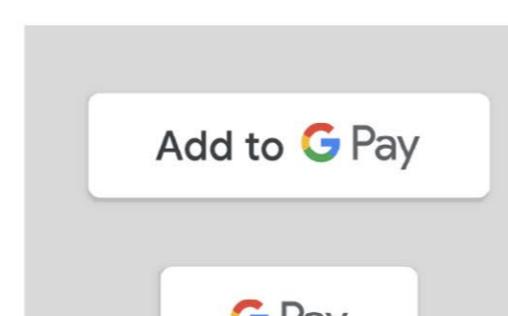
Add to G Pay



G Pay



Add to G Pay

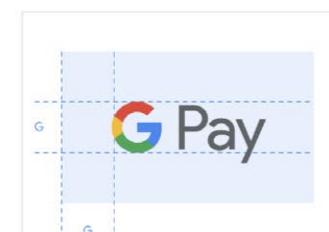
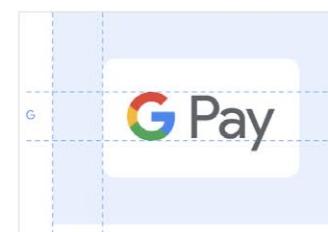


G Pay



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

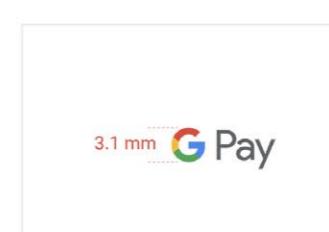
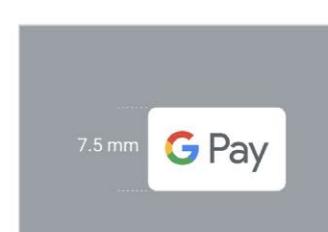
When the logo is used in a checkout flow, clear space requirements for the Google Pay Logo need to be based on those of Google Material 2. Special clear space requirements apply in this context.

CHECKOUT FLOW

Minimum size

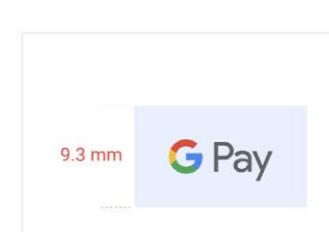
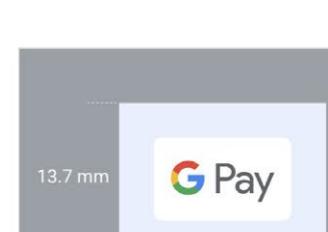
Minimum sizes for print applications

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

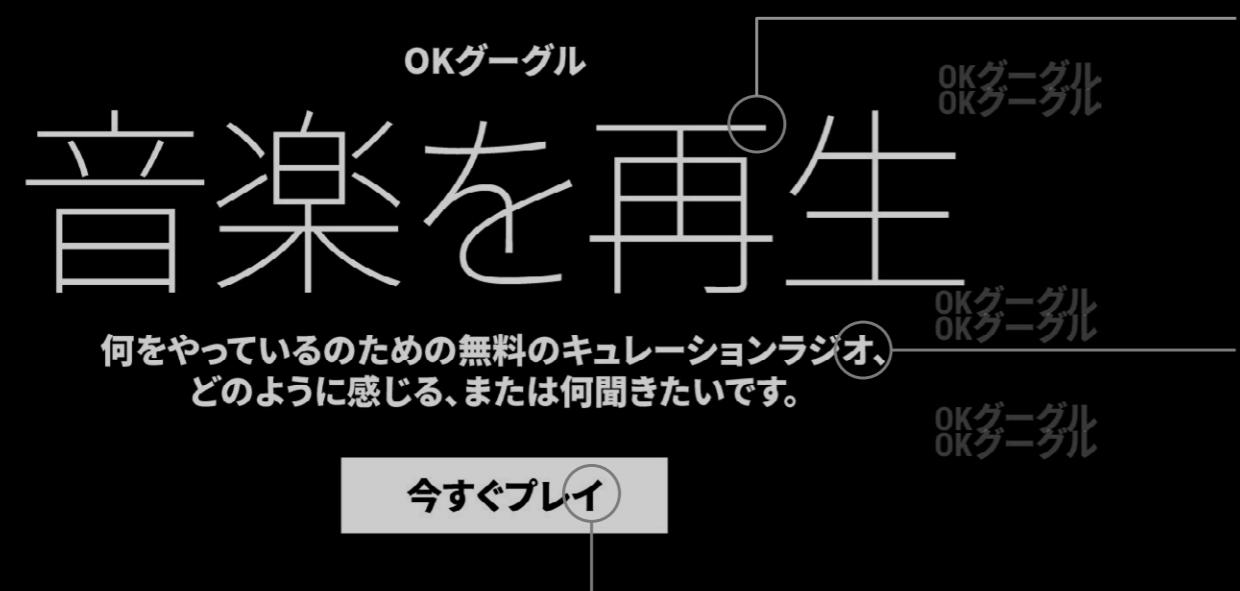
Minimum height (including clear space) – 9.3 mm

Minimum height (including clear space) – 13.7 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.





Primary Type

- **Noto CJK** –
 - Leading: 0.9
 - Size: Flexible
2x the height

Secondary Ty

- Noto CJK –
 - Leading: 11

CTA Type Sty

- Noto CJK
 - Leading: 1.1

Prism
480px tall
5pt linewidth

EXCLUSIVELY

FOR YOU!

Line
1pt linewidth

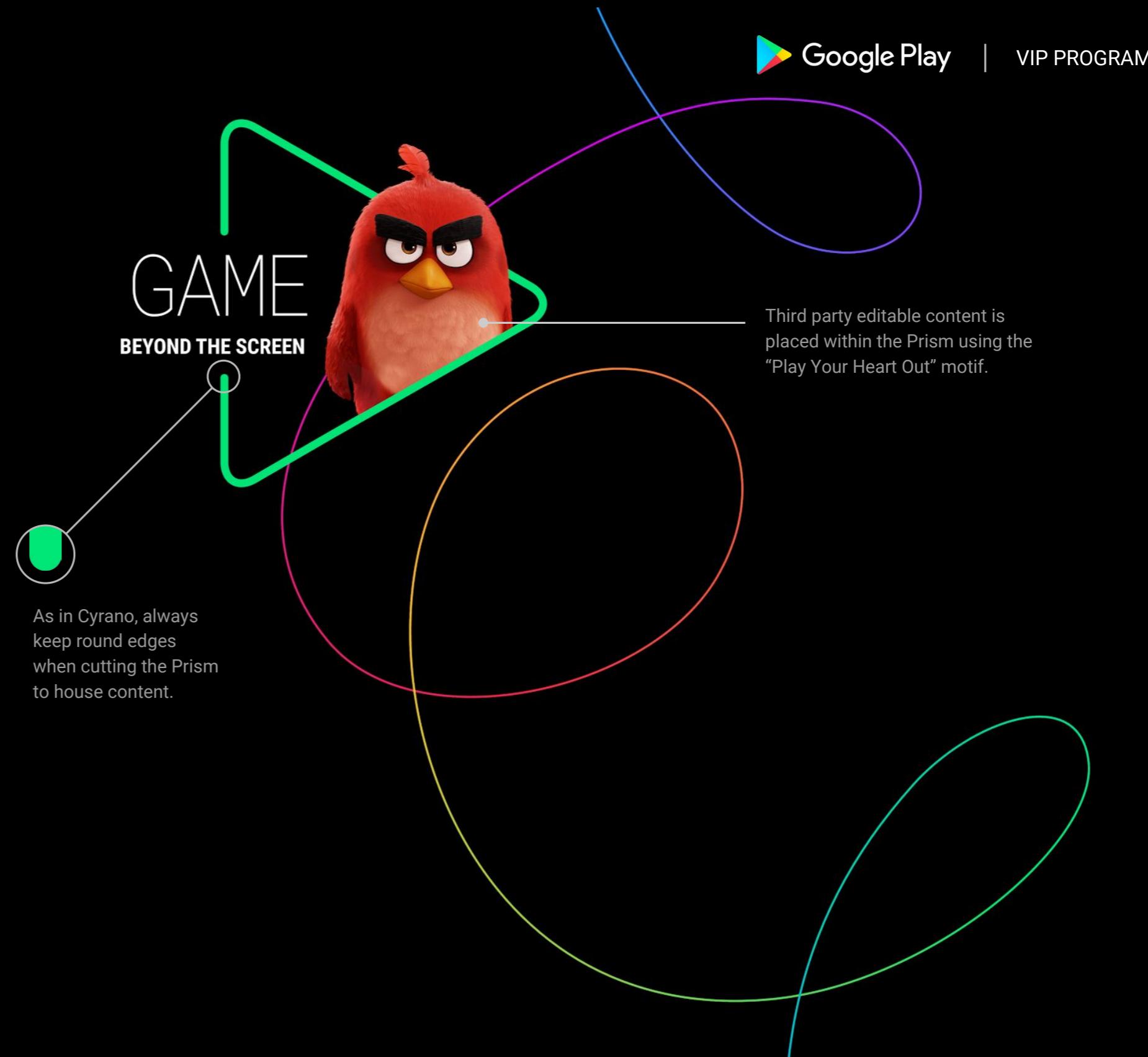
PRISM

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.

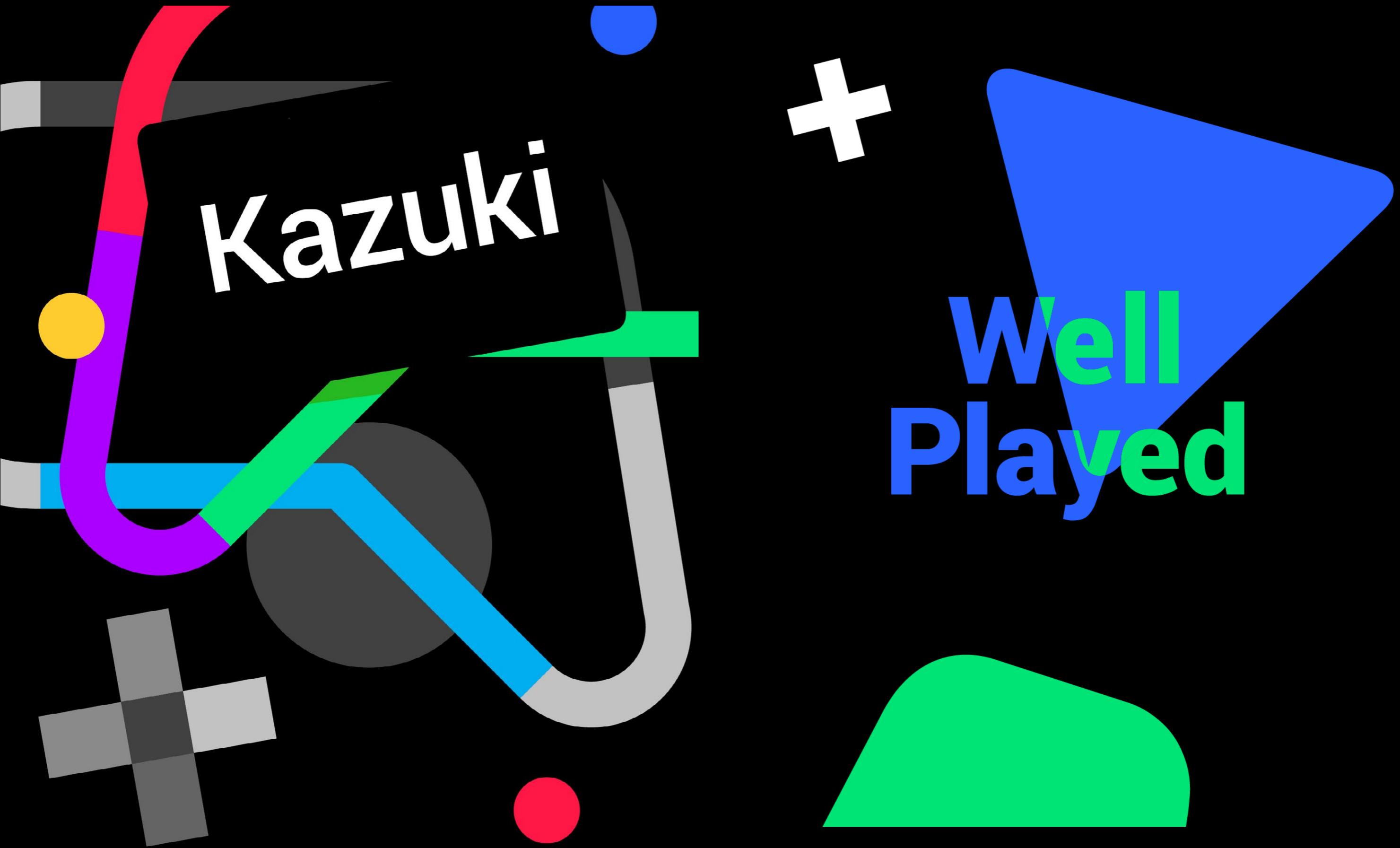
[download ai](#)



RoAndCo

Google Play VIP Branding





in every Astor stone.
In the Astor world, GEMEX and GIA certifications are supported by evaluations. 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.

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.

5.5 Slash Palette

Gradients come in range of tones dark to light so that one will work for variety of situations. The gradients can only be used on the Slash, and never as a background.

Always pick the background/Slash combo that brings the more contrast to ensure all elements are visible.

Never crop or modify the gradient.

Shared folder for slash gradient swatches

Gradient 1 Gradient 2 Gradient 3 Gradient 4 Gradient 5



1.3 Logo Do's

The Astor logo cues elegance and exclusivity with its modern take. These attributes are only communicated effectively in an understated context.

When leveraging the Astor logo,

ASTOR
BY BLUE NILE

ASTOR
BY BLUE NILE

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 of light in brilliant motifs.



1.1 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
mus qui blanditiis praesentium
voluptatum deleniti atque
rupti quos dolores et
lestias excepturi sint
cupiditate non provident, similiq

94

Brilliance
Score



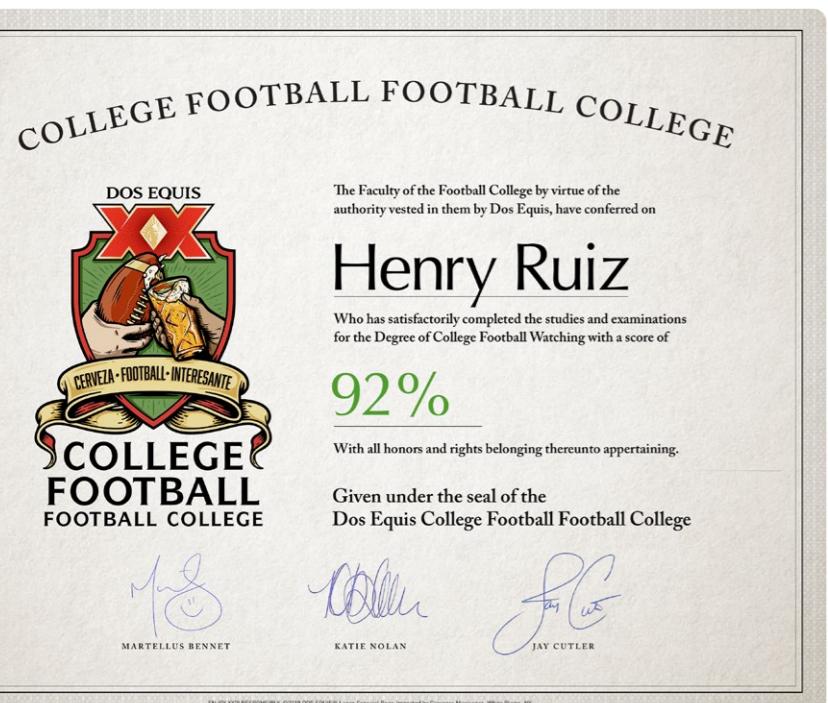
Display Titing Chronicle Display Light

**DOMAINE
SANS DISPLAY**

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





Creative Direction: Ryan Raab





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



احصل على جرعة معززة للحماية للاعف 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)

نهاية



WE CAN DO THIS

Say “Yes” to filling more seats.

A photograph of a young boy in a baseball uniform sitting in the back of a car, smiling. In the background, another child is visible through the car window.

抗擊疫情 我們做得到！

A photograph of an older man with grey hair and a white face mask, smiling and flexing his bicep. He is wearing a denim shirt. In the background, there is a banner with the same Korean slogan as the top image.

您對抗 COVID 的防護能力剛得到重要的提升



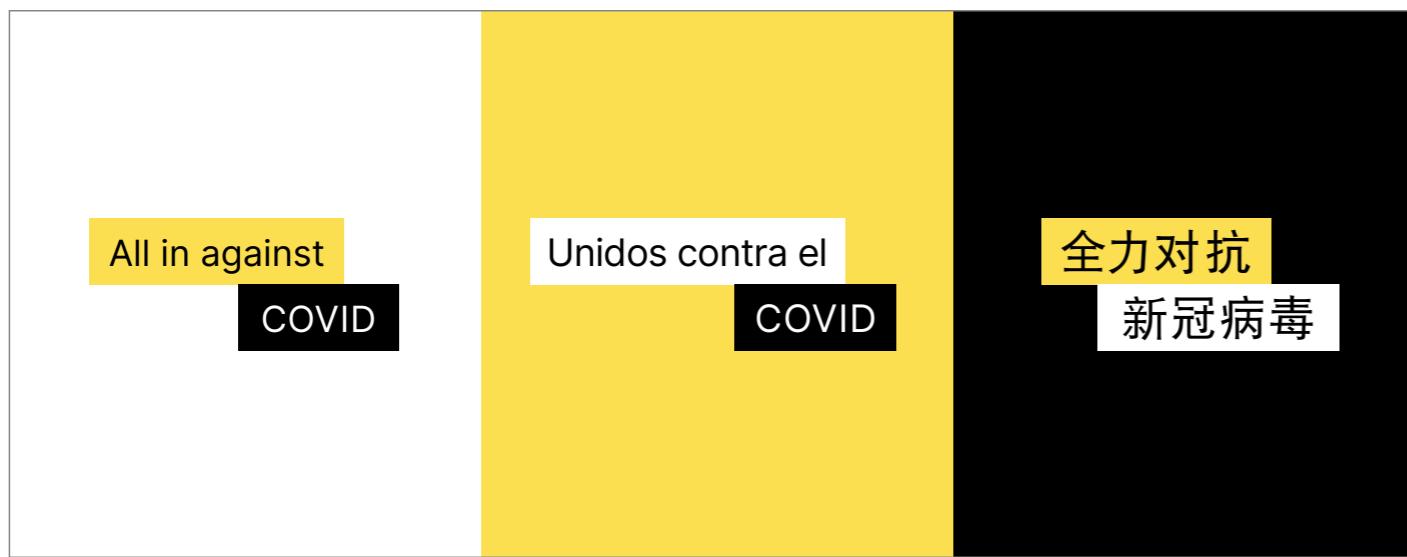
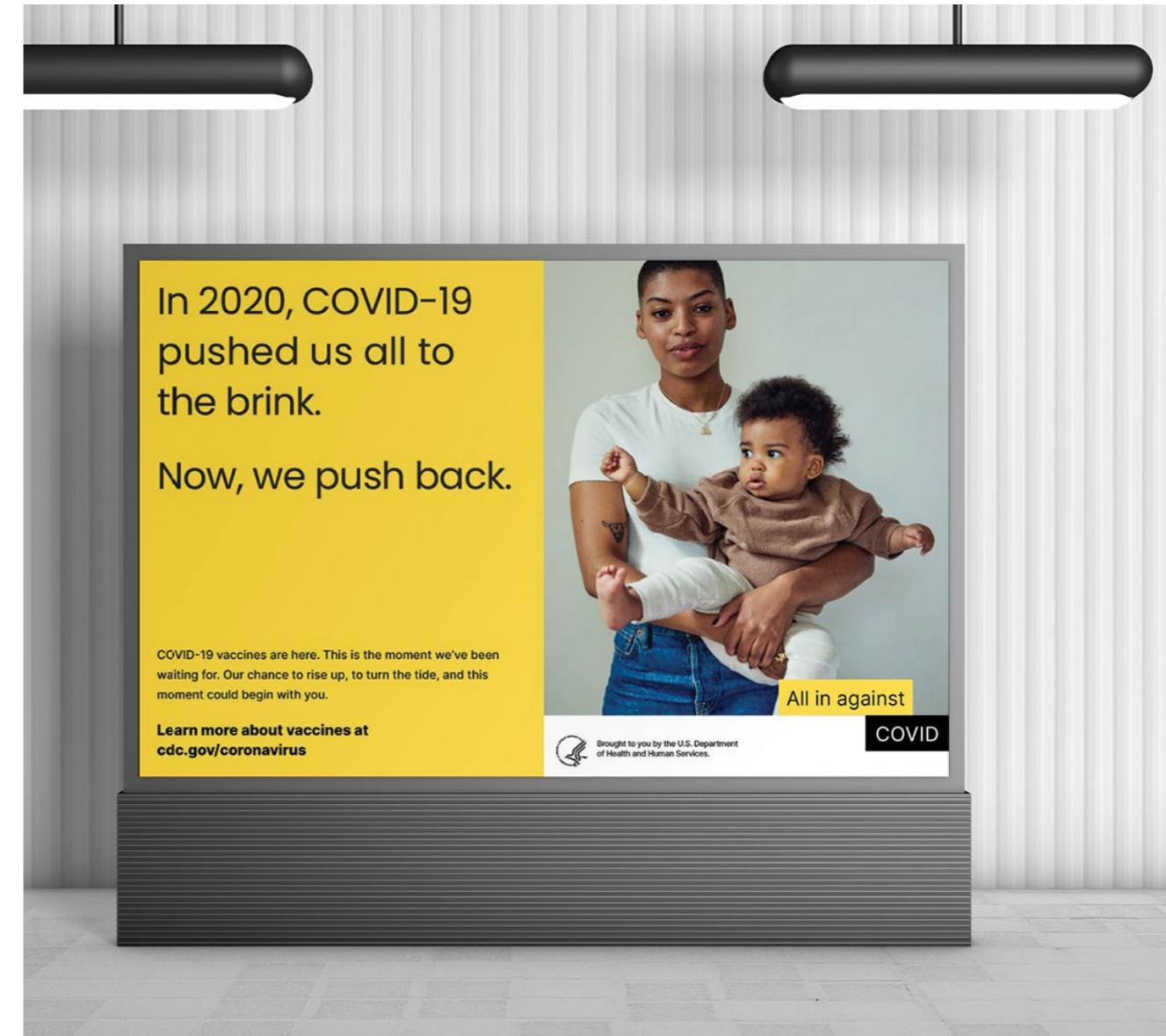
The owner of Midwood Lumber is getting vaccinated for his daughter, his neighbor and his favorite barista down the street.

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

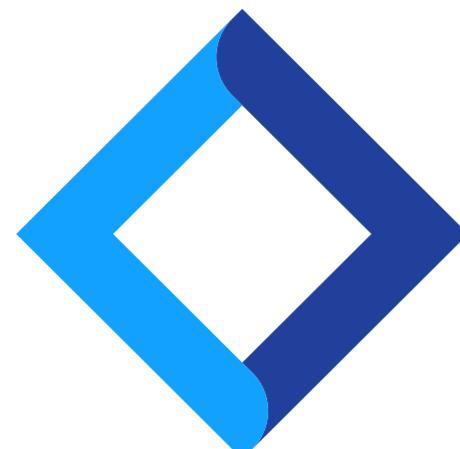
Paid for by the U.S. Department of Health and Human Services

All in against COVID-19

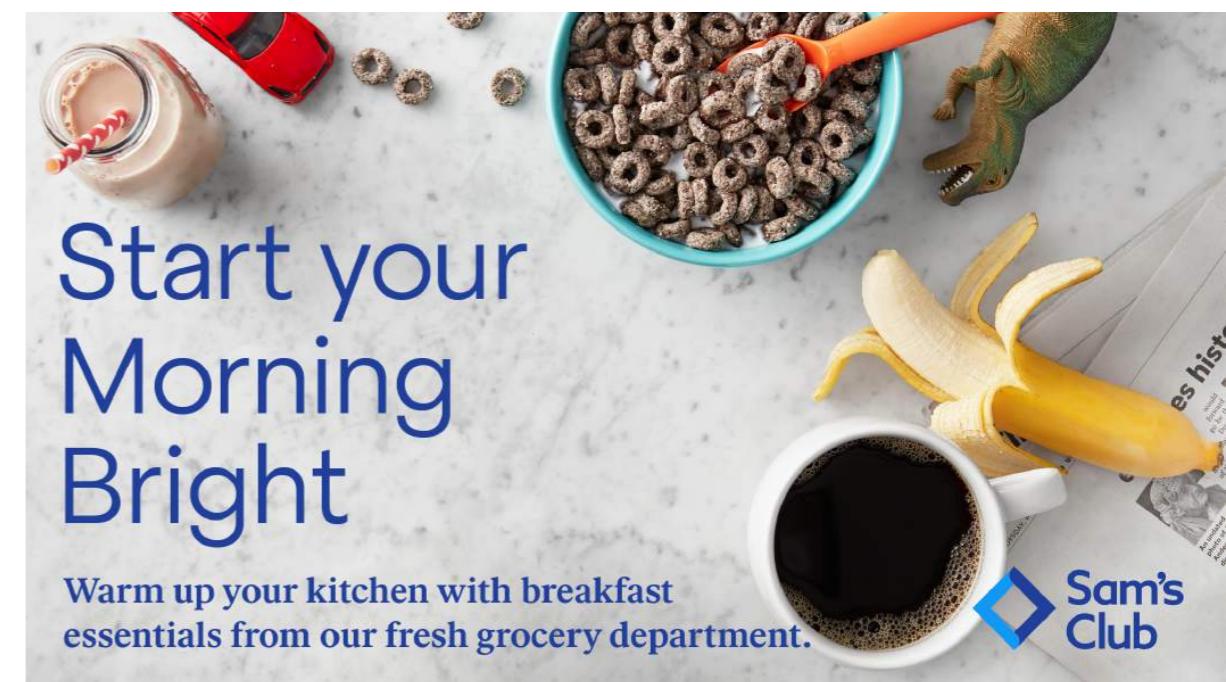




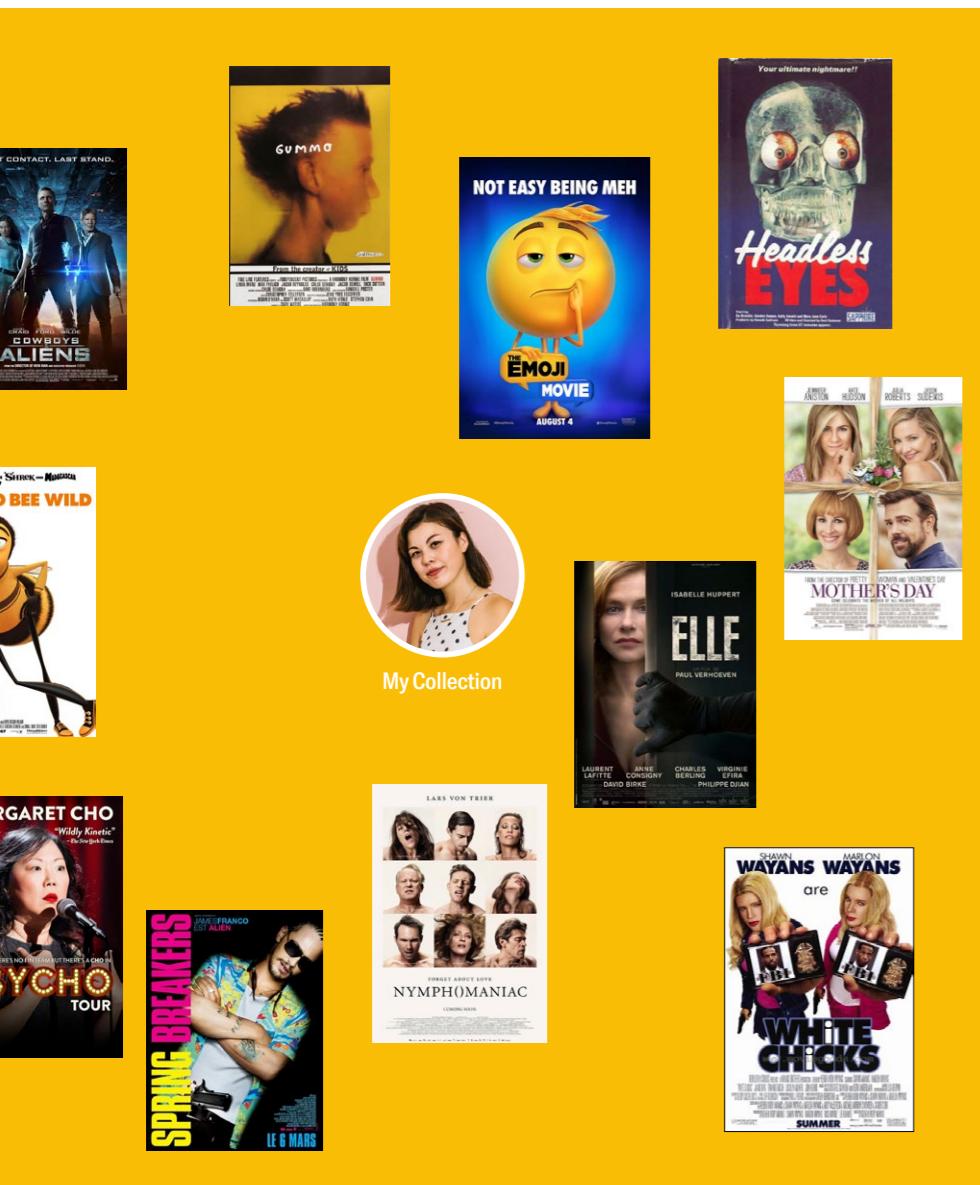
Best-in-class
Curation



Associate
Commitment



A screenshot of the Sam's Club website. The header includes the Sam's Club logo, a search bar, and navigation links like "Your Lists", "Sam's Club Credit", "Easy Reorder", "Tips & Ideas", "Join", and "Renew". The main banner features the text "Helping you live fully every day" and a subtext "Our philosophy has always been simple. We are the agents for our customers." An image of a green KitchenAid stand mixer is shown on the right. The footer contains links for "Auctions", "Tech Savings", "Almost Gone", and "New Items".



Sort by

Most Loved

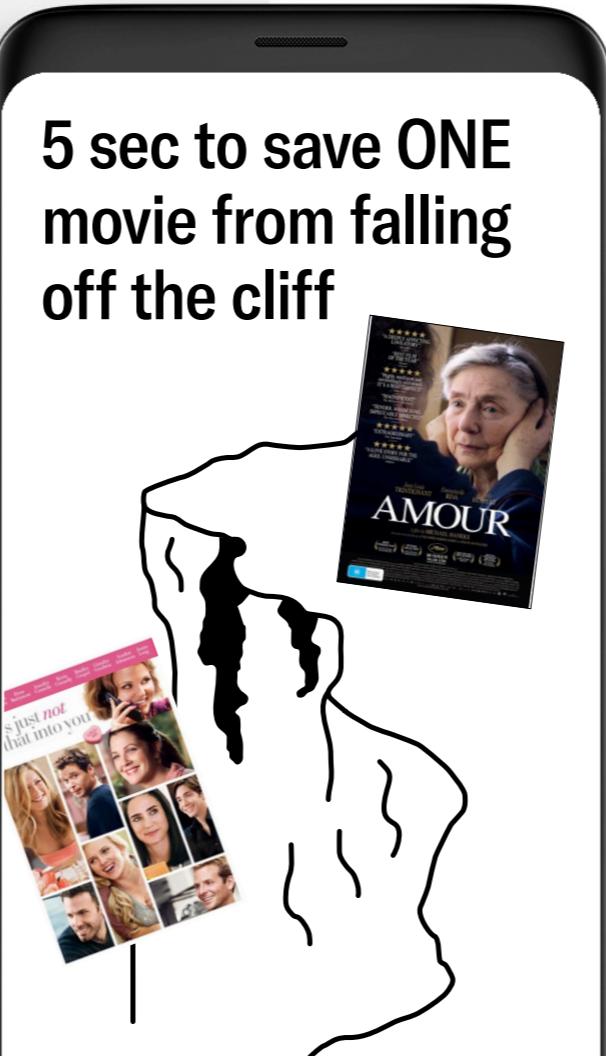
Most Hated

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.

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"](#)

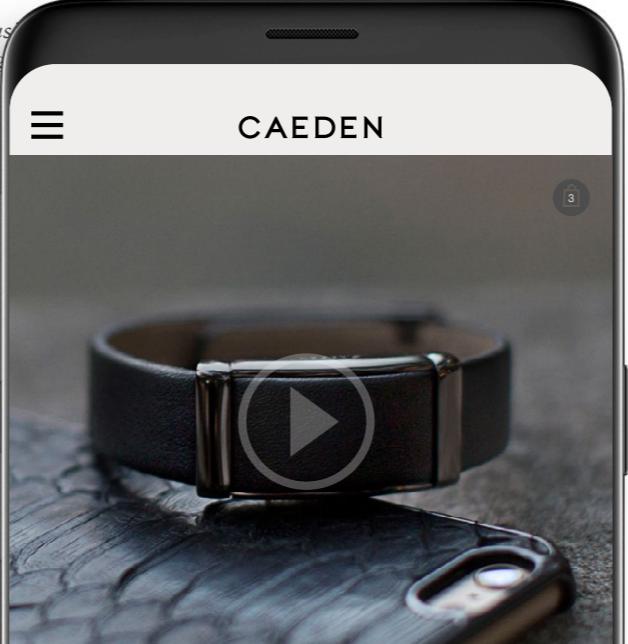
Select a Color:

[Rose Gold](#) [Gold](#) [Gunmetal](#)

\$149 [Add to Cart](#)

Pre-Order now for \$149 MSRP ~~\$199.99~~
Ships in June

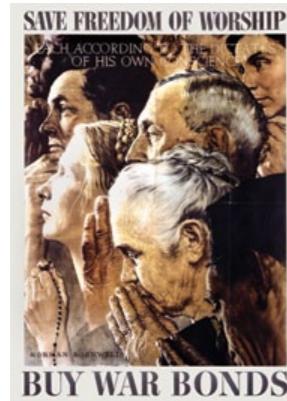
Pre-Order exclusively for the active band; Not included with the original band.







100 Ideas for People



WORLD'S HIGHEST STANDARD OF LIVING



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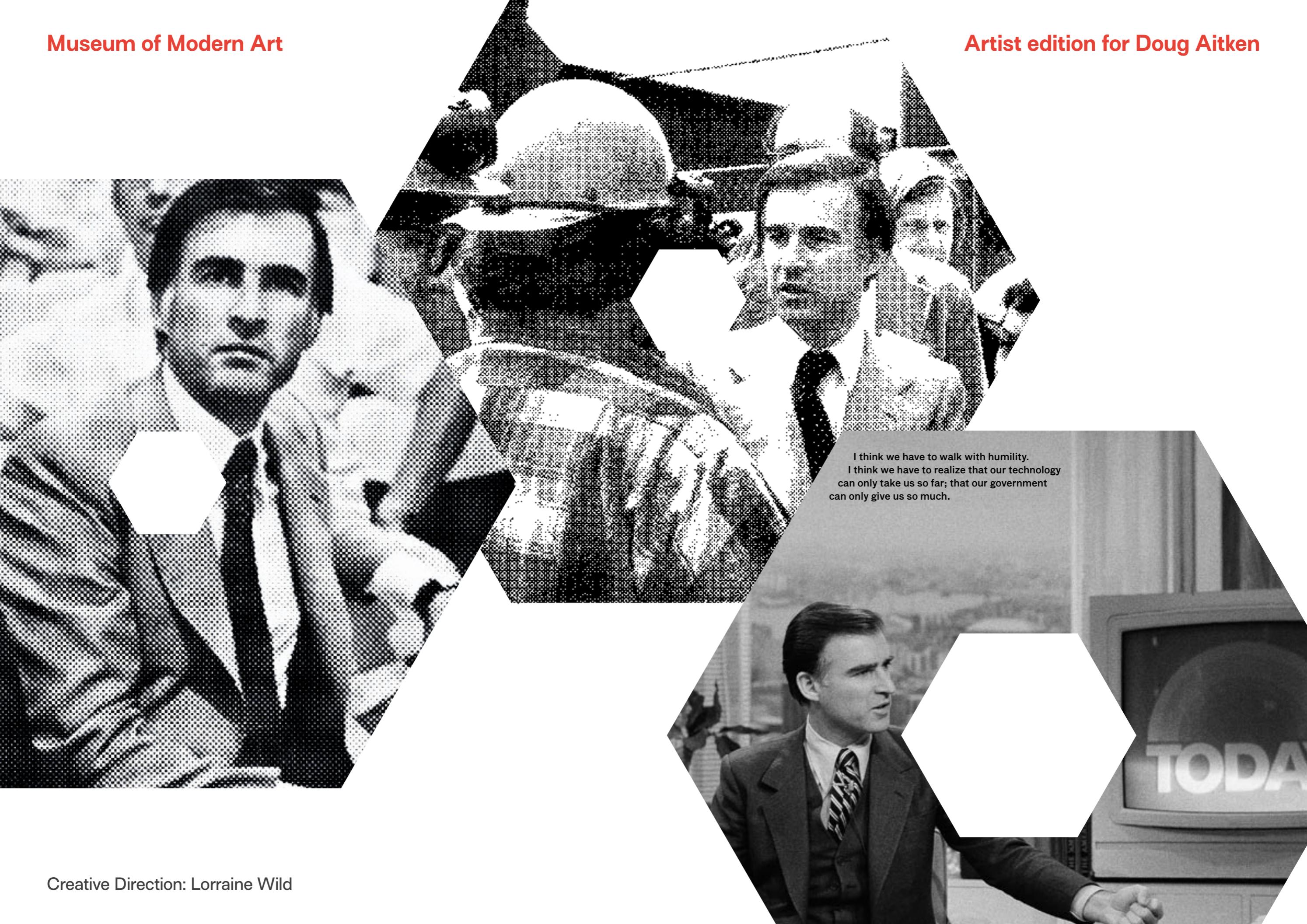
Payment enclosed Bill me later

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.

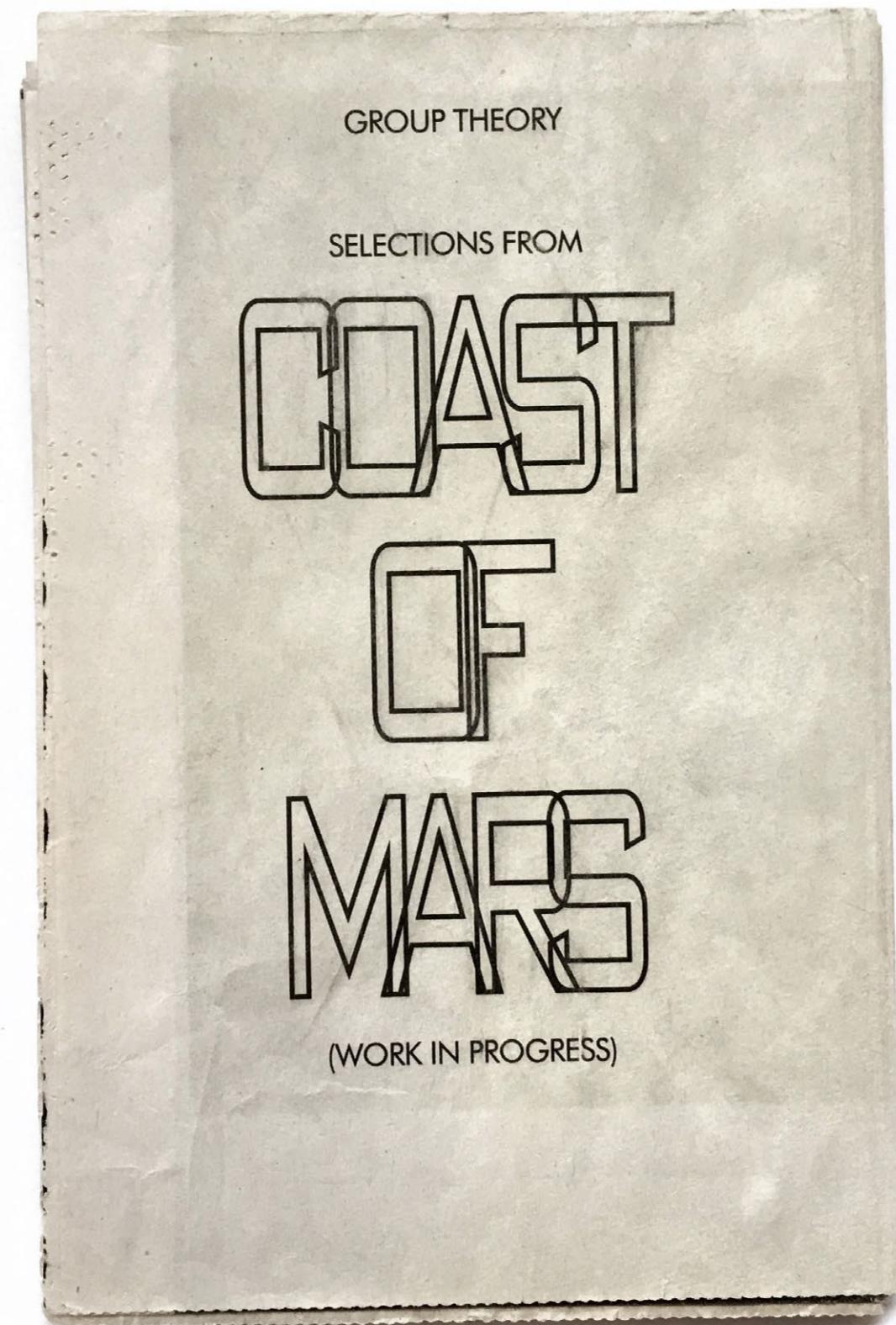
Museum of Modern Art

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.



→ >Hello?
No answer.
Suddenly the
plastic tub
begins to rise.
After 20 seconds
it disappears
into the hatch.
The hatch closes.

A tray
A bottle
A thermos with
lemonade (homemade).
Three Tupperware
containers:
Container 1
warm from the
wave): lasagna
Container 2
A fork.
A knife.
A spoon
A red-and-white
checkered
cloth,
← >Shi
The

UCLA Dept. of Art

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

lot 3: \$10
ns)



Announcement Cards

Dallas Price-Van Breda.
numerous support
ibition was made possible
.ucla.edu

0557

information please call:
able at pay stations)
orking in Lot 3 North:
in Lot 3: \$10

0095-1615

Art Suite 2275 mg Drive

Creative Direction: Lorraine Wild

WHERE Gallery

Publications program



ing. It also might decide to relocate again.

The paintings that are much more intense were from Instagram posts that Snoop left up for a long time—when he was scrolling, I'm guessing. The ones that are faint are the ones that happened when he's very active, refreshing his feed a lot.

hen the antenna is sweeping know it's looking at the Snoop e for lines. But it's also aware, isly, of the painting that's already there. How does that work?

simply. There's just a much tainty for it to look at the Snoop rather than itself. If it is

MIS
SA

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