

Design & Art Direction

Buy with  Pay



Google

≡ Partner Marketing Hub

Brands

Google Pay

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Messaging

Visual Identity

Logo and identity elements

How our logos work together

Showcasing accepted payment methods

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The Google Pay Buttons

Add to G Pay

G Pay

G Pay

Add to G Pay

G Pay

A screenshot of the Google Partner Marketing Hub interface, specifically the 'Google Pay' section. The sidebar on the left lists various categories: Overview, Messaging, Visual Identity (which is currently selected), Logo and identity elements, How our logos work together, Showcasing accepted payment methods, Color palette, Device screens, Photography, Use Cases, Press and Media, and Legal and Trademarks. The main content area shows the 'Logo and identity elements' page, which includes sections for 'Logo and identity elements', 'How our logos work together', 'Showcasing accepted payment methods', 'Color palette', 'Device screens', and 'Photography'. Below this are sections for 'Use Cases', 'Press and Media', and 'Legal and Trademarks'. At the bottom of the page, there are links for 'Contents' and 'The Google Pay Logo'. To the right of the main content area, there are two examples of Google Pay logos: one showing the 'G Pay' logo on a light background and another showing it on a dark background, both enclosed in a white rectangular button labeled 'Add to G Pay'.

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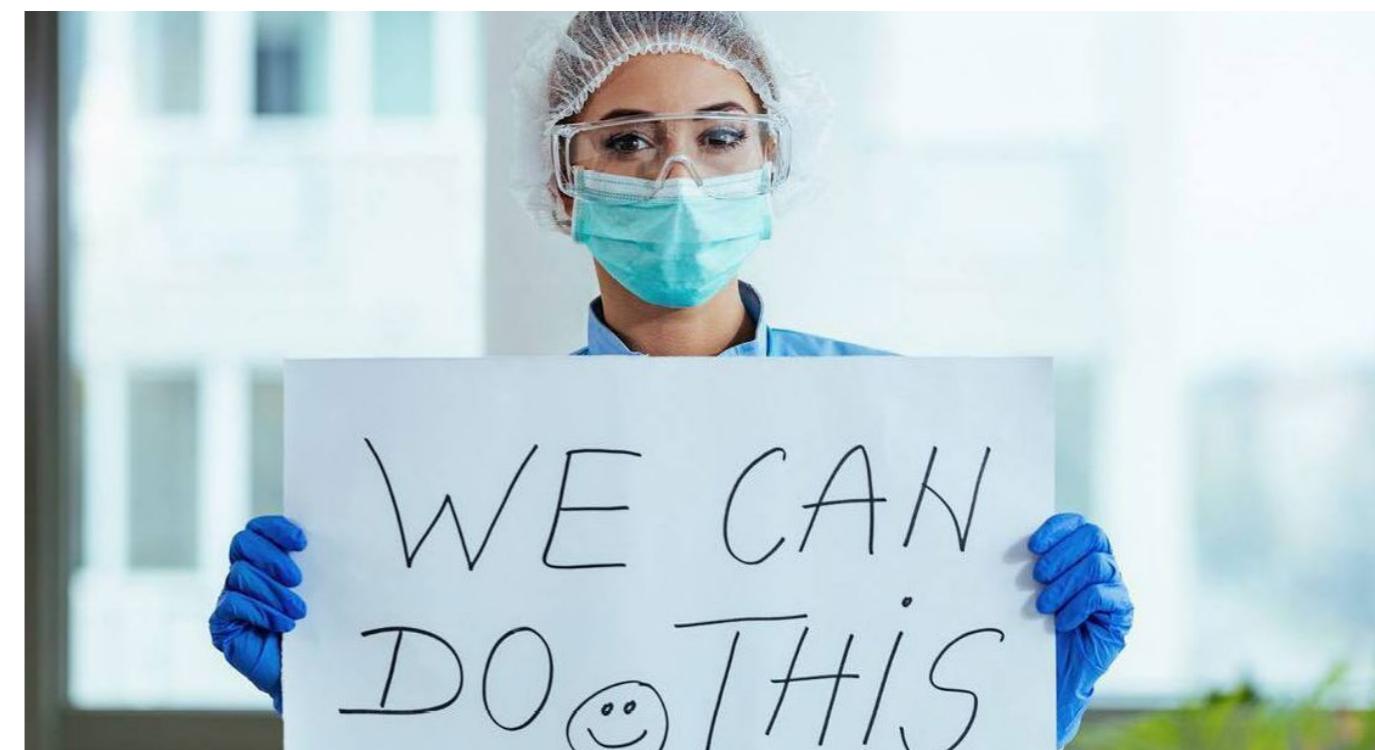
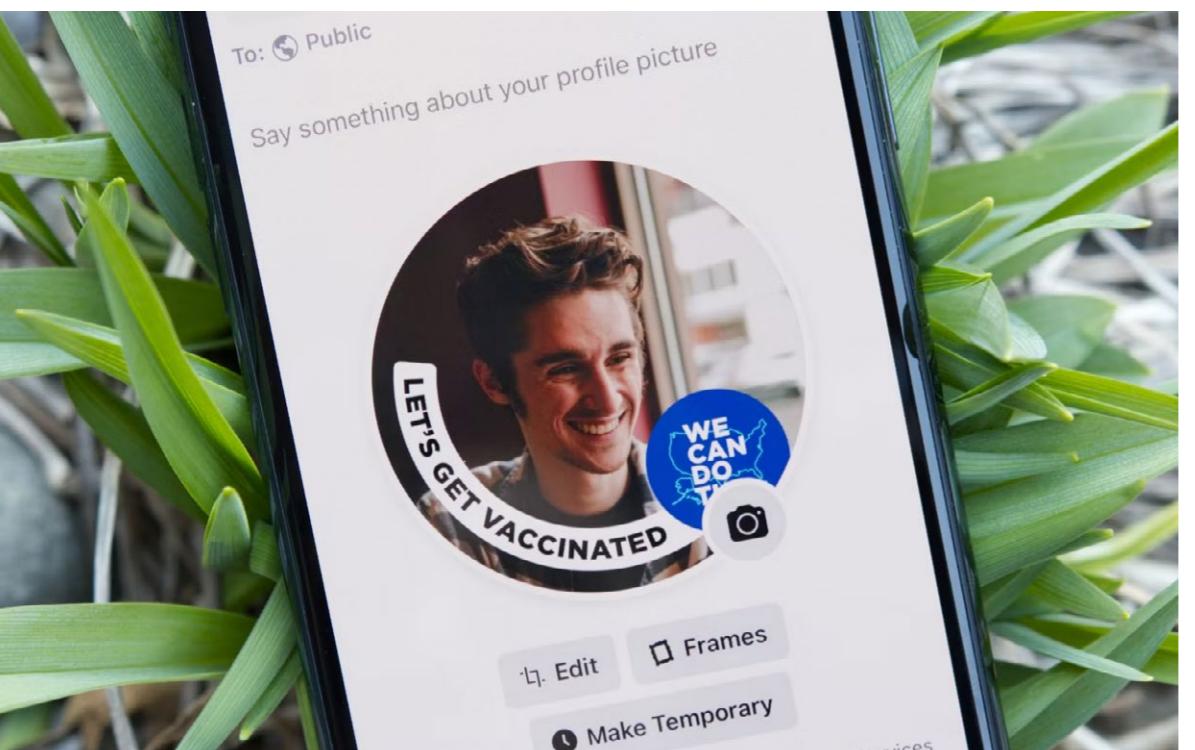


Google Pay Logo

RoAndCo · creative direction: Roanne Adams



United States HHS COVID logo



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

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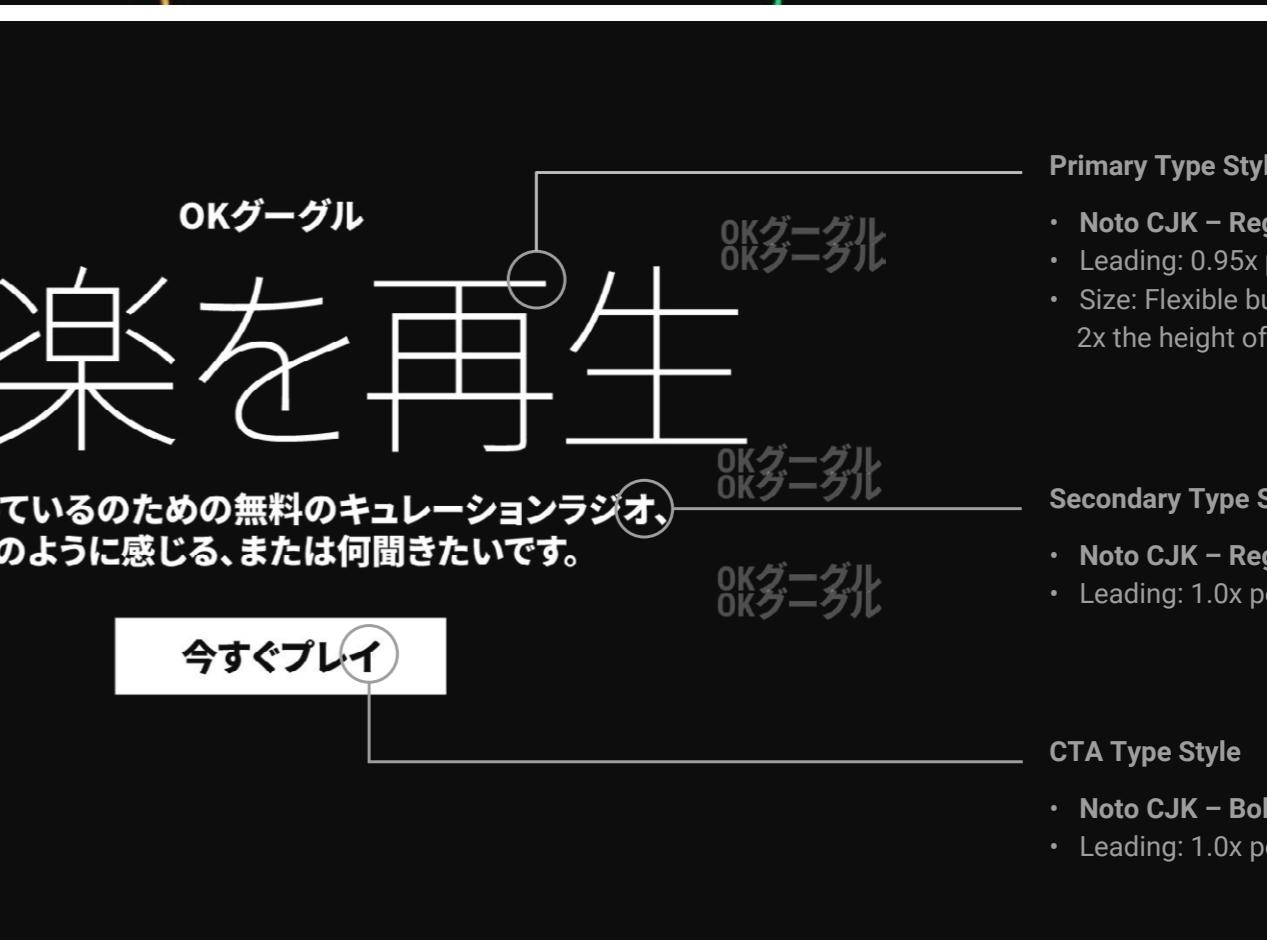
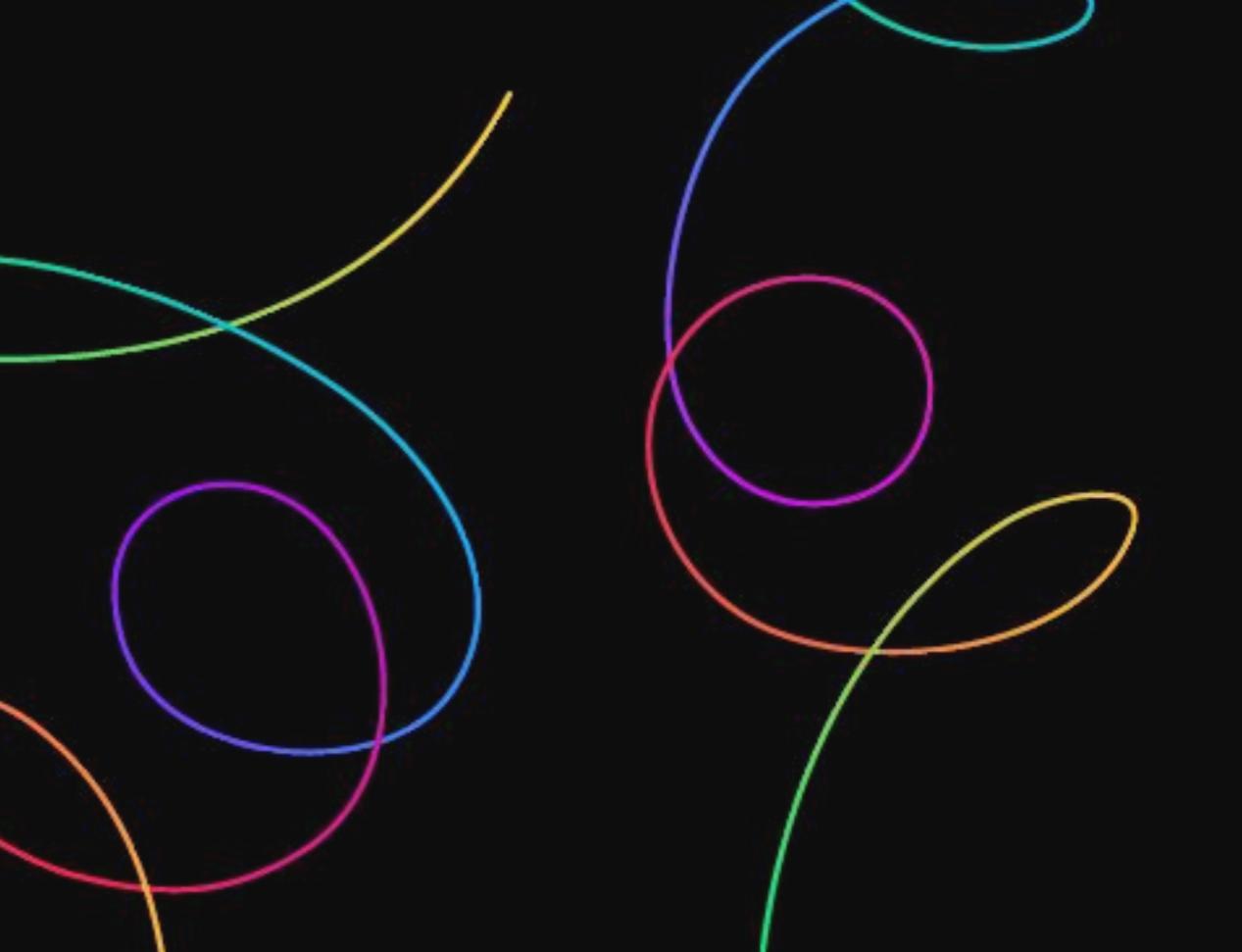
Well
Played

Power
Up



As in Cyrano, always
keep round edges
when cutting the Prism
to house content.

Third party edits
placed within the
"Play Your Hear"



Primary Type Style

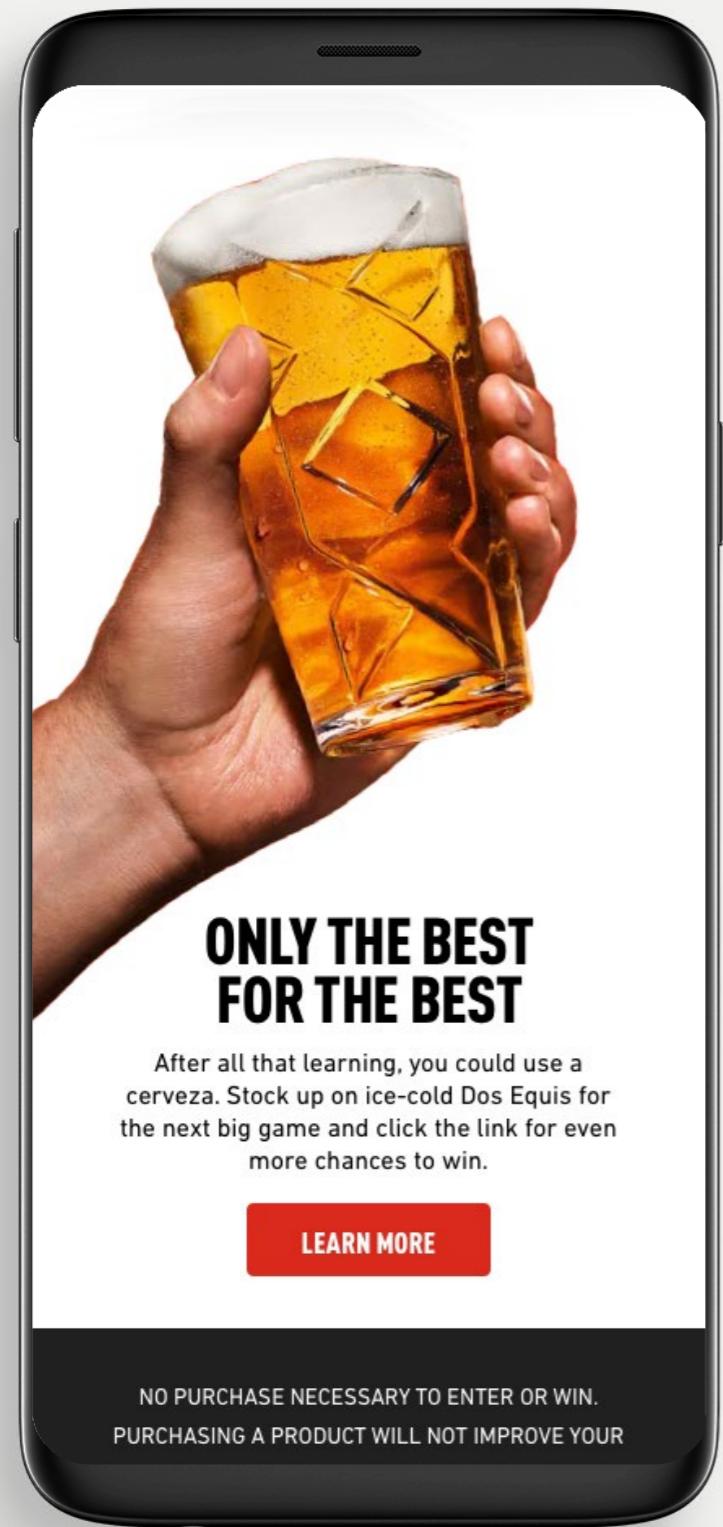
- Noto CJK – Regular
- Leading: 0.95x px
- Size: Flexible but
2x the height of

Secondary Type Style

- Noto CJK – Regular
- Leading: 1.0x px

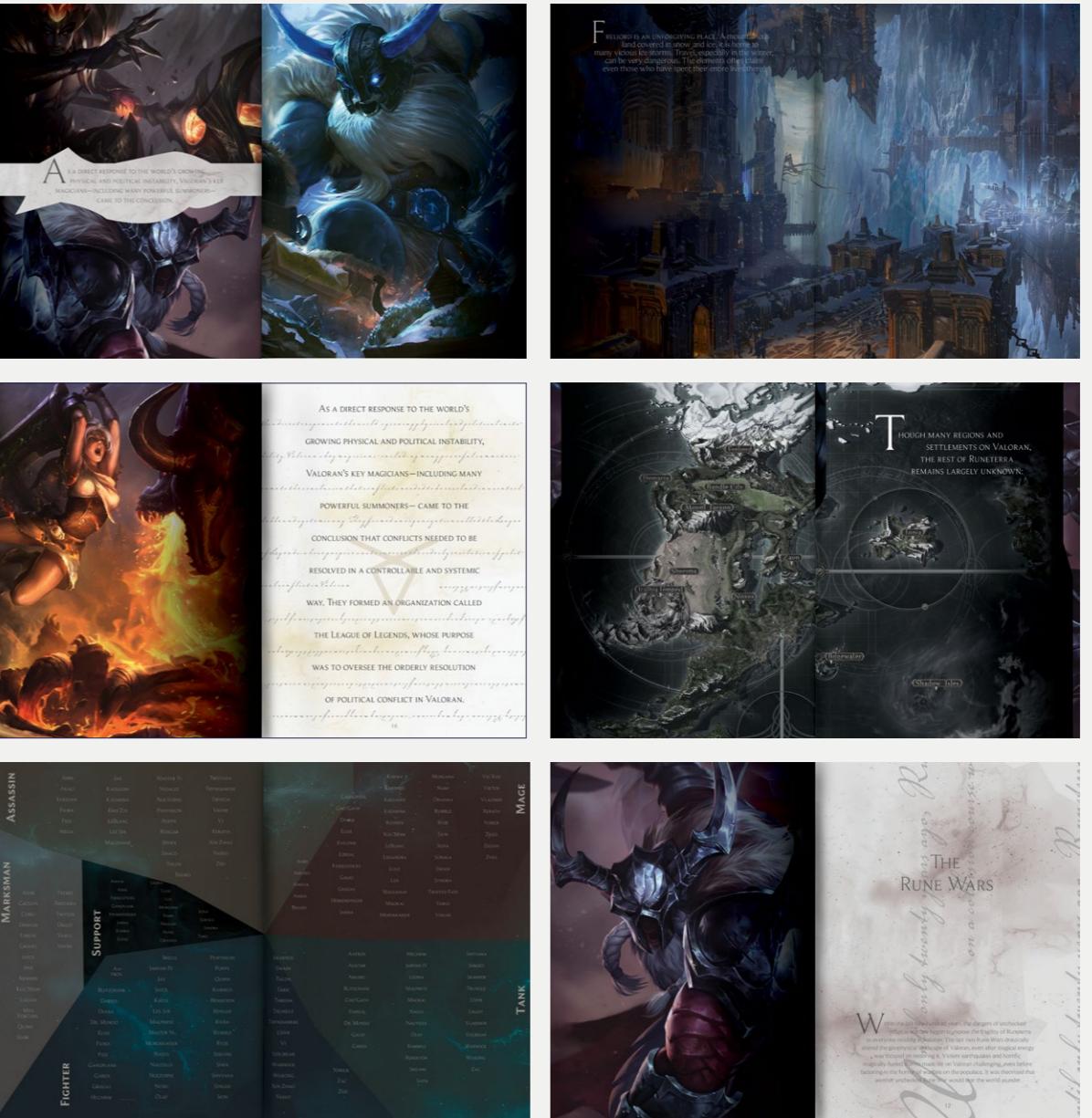
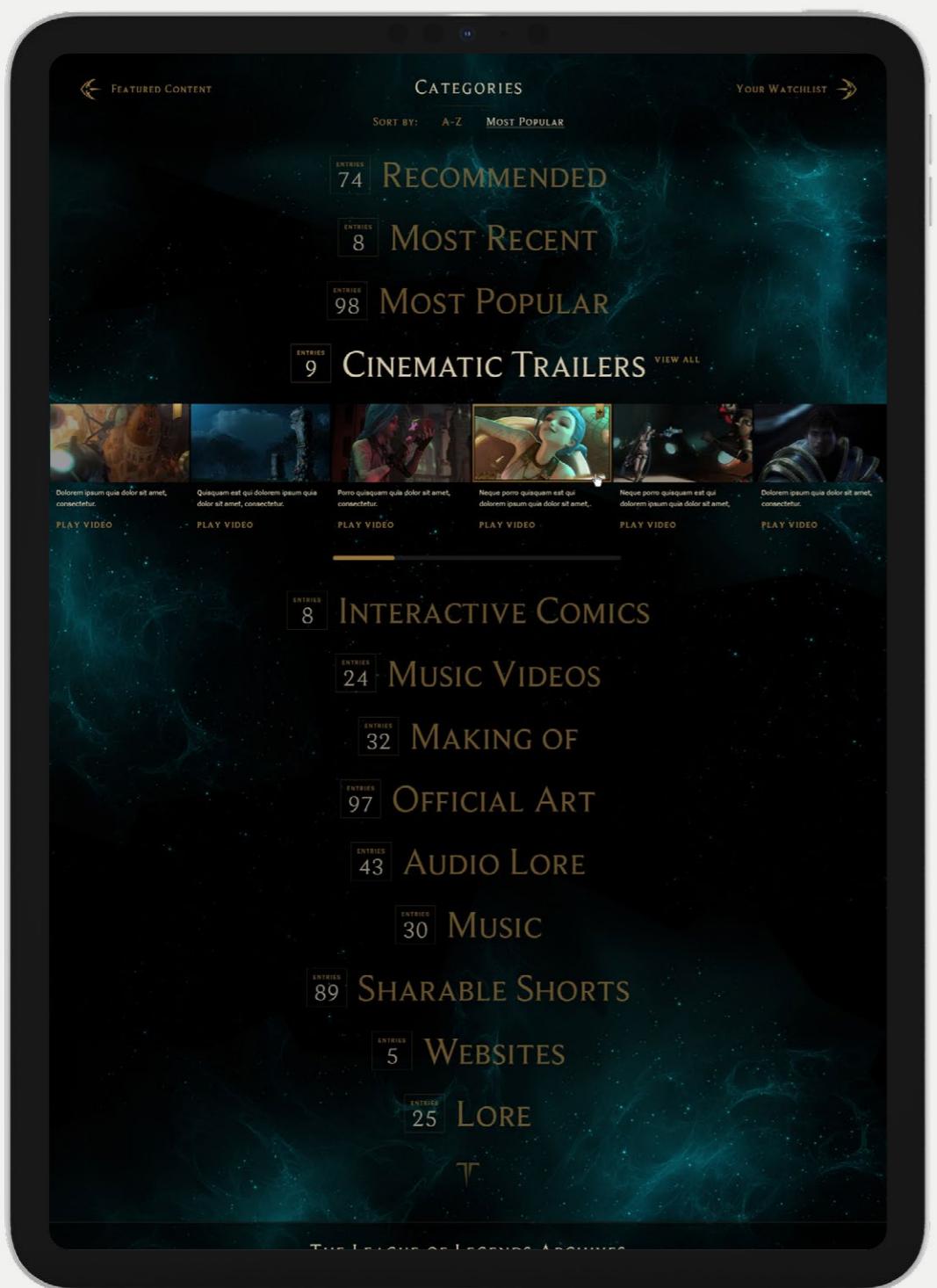
CTA Type Style

- Noto CJK – Bold
- Leading: 1.0x px

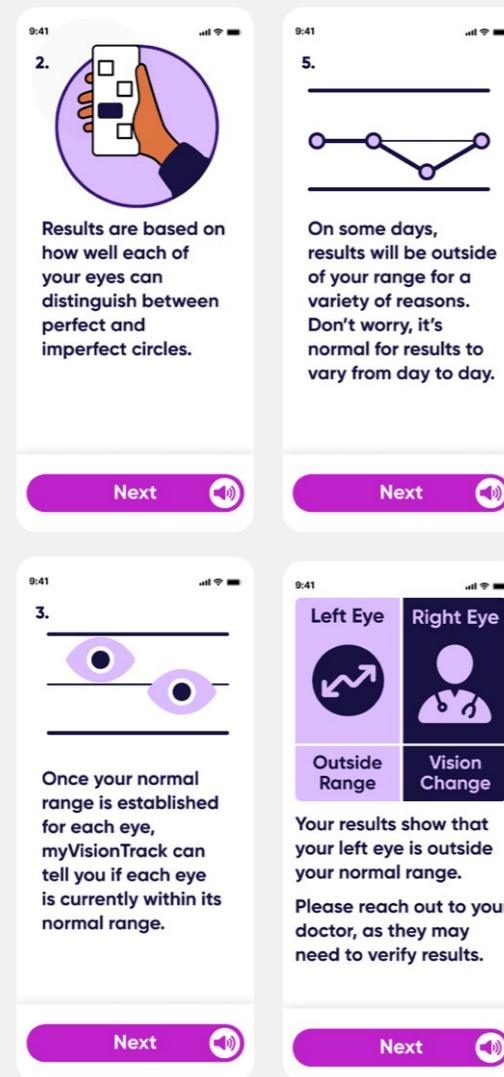
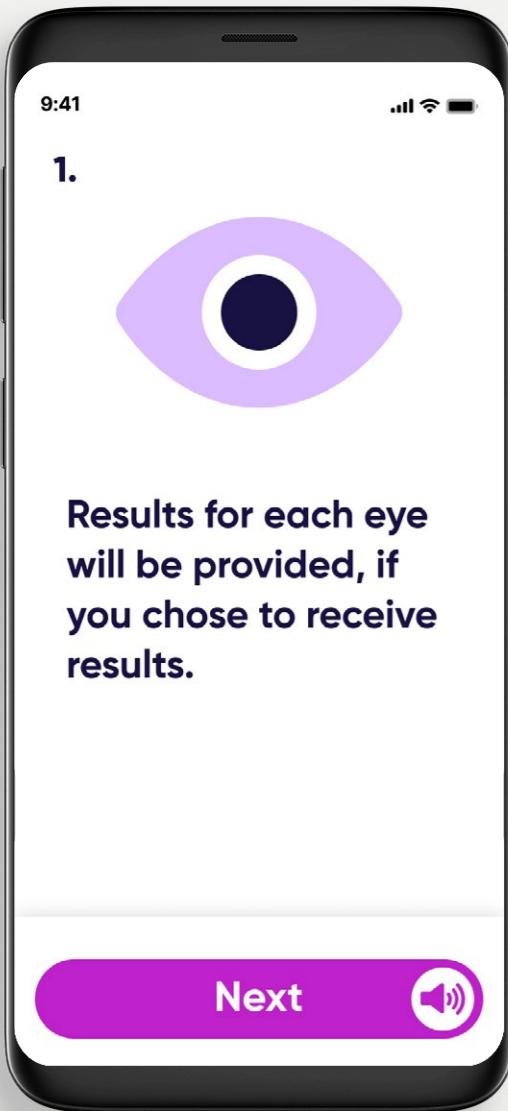
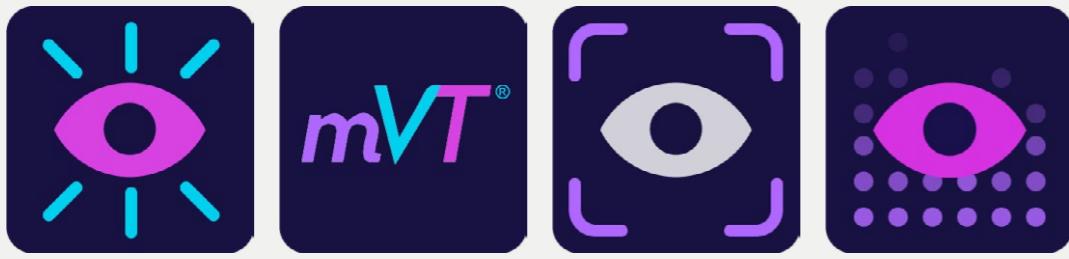


Dos Equis College Football design and art direction

Droga5 · creative direction: Ryan Raab



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



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.

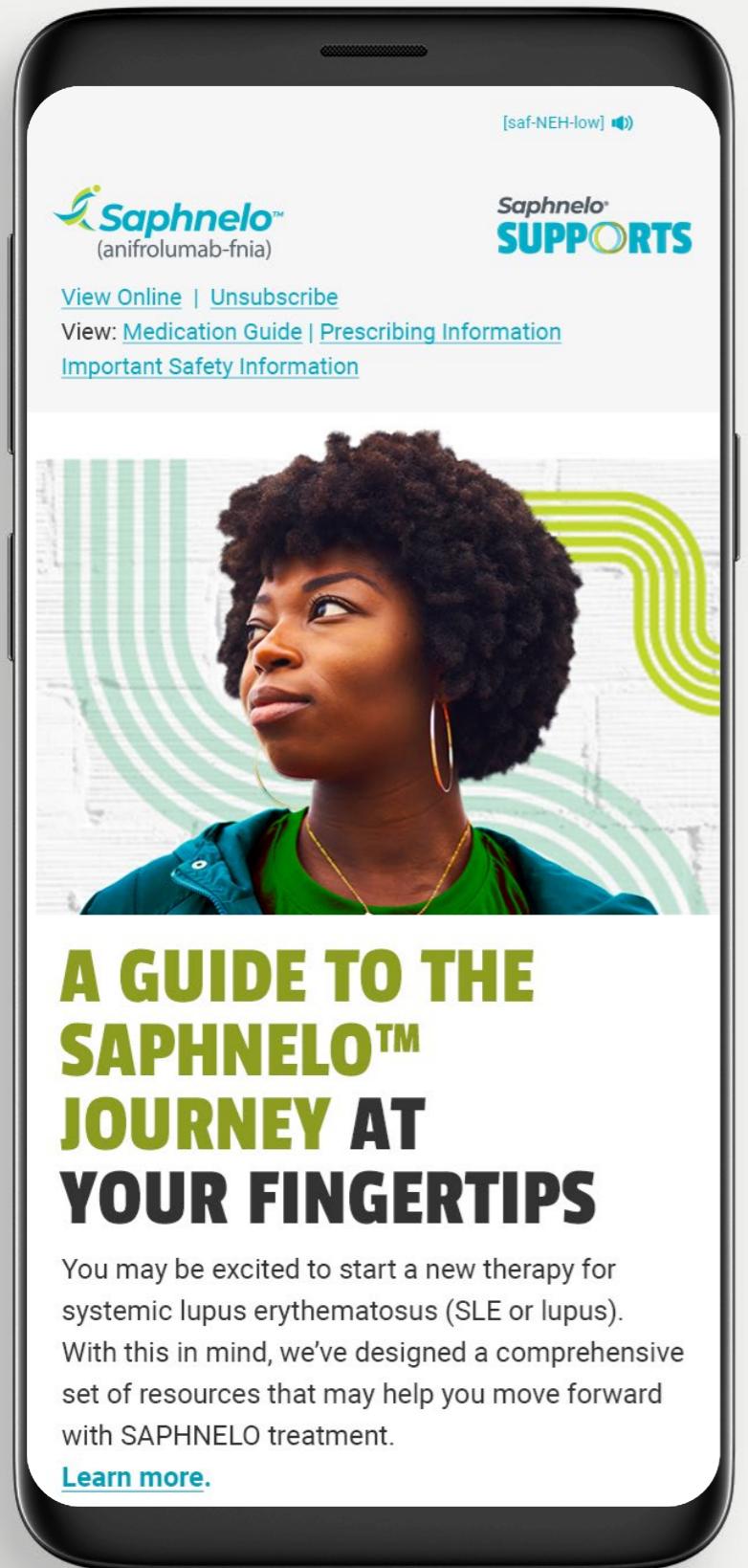
[Download on the App Store](#)

[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



HOW IS SAPHNELO™ DIFFERENT?

You may have tried other treatments, such as steroids, to get your systemic lupus erythematosus (SLE or lupus) under control; but, most treatments are not designed to specifically target a pathway that plays a key role in how lupus attacks your body. SAPHNELO is the first and only treatment that blocks type 1 interferon (IFN-1) activity, a key source of lupus. [See how it works.](#)

Style Guide: Saphnelo CC Emails. US-51315-8

COLORS:



HEADLINES:

PASSION ONE REGULAR 38/36PT #333333; #8D9C21 FOR EMPHASIS

PARAGRAPH:
Roboto Regular 12/18pt #333333

FOOTER:

Roboto 11/14pt. #FFFFFF Background #E0E0E0

Header:

Saphnelo (anifrolumab-fnia)
View Online | Unsubscribe | View: Medication Guide | Prescribing Information | Important Safety Information

INFOGRAPHICS MODULES:

Headline: Passion One
30/28pt, #333333 Paragraph, Roboto 12/18pt, #333333 Background #E0E0E0

CTA MODULE:

Headline: Passion One
30/28pt, #FFFFFF Paragraph, Roboto 12/18pt, #FFFFFF CTA BUTTON: PASSION ONE 18PT. TRACKING=100 Background #E0E0E0

A GUIDE TO THE SAPHNELO™ JOURNEY AT YOUR FINGERTIPS

You may be excited to start a new therapy for systemic lupus erythematosus (SLE or lupus). With this in mind, we've designed a comprehensive set of resources that may help you move forward with SAPHNELO treatment. [Learn more.](#)

WHY SAPHNELO MAY BE RIGHT FOR YOU

As the first FDA-approved treatment for SLE in over a decade, SAPHNELO has the potential to:

- Lower levels of disease activity across all affected organ systems, such as joints and skin
- Help reduce the amount of steroids you need to manage your lupus

WHAT YOU CAN EXPECT

You may have a lot of questions when starting a new treatment, and we've got your back. Frequently asked questions may include:

- How will I know SAPHNELO is working?
- When may I expect to see or feel improvements?
- How often will I receive SAPHNELO?
- Are there side effects I should look out for?
- How often should I check in with my healthcare provider after I start treatment?

Although you should always discuss any concerns you have with your healthcare provider, the SAPHNELO treatment guide provides a broad overview of what you may expect.

Saphnelo UI and visual system

VMLY&R · creative direction: Michael Vaughan

In 2020, COVID-19 pushed us all to the brink.

Now, we push back.

COVID-19 vaccines are here. This is the moment we've been waiting for. Our chance to rise up, to turn the tide, and this moment could begin with you.

Learn more about vaccines at cdc.gov/coronavirus



All in against

COVID

Unidos contra el

COVID

全力对抗
新冠病毒

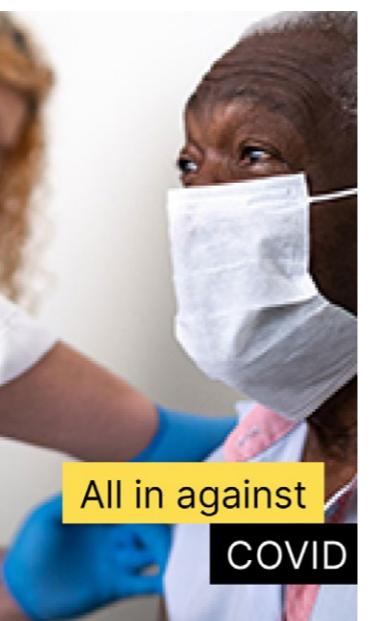
We are
all necessary.

It's time
to push
back

[Learn more](#)



Brought to you by the
U.S. Department of Health
and Human Services.



All in against

COVID

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

Thuốc chủng
ngừa covid
an toàn, hiệu
quả và có sẵn.

[Learn more](#)



United States HHS COVID (initial version)

VMLY&R, creative direction: Hamish McArthur



Caeden design direction

Creative, driven individuals who influence the world around them.



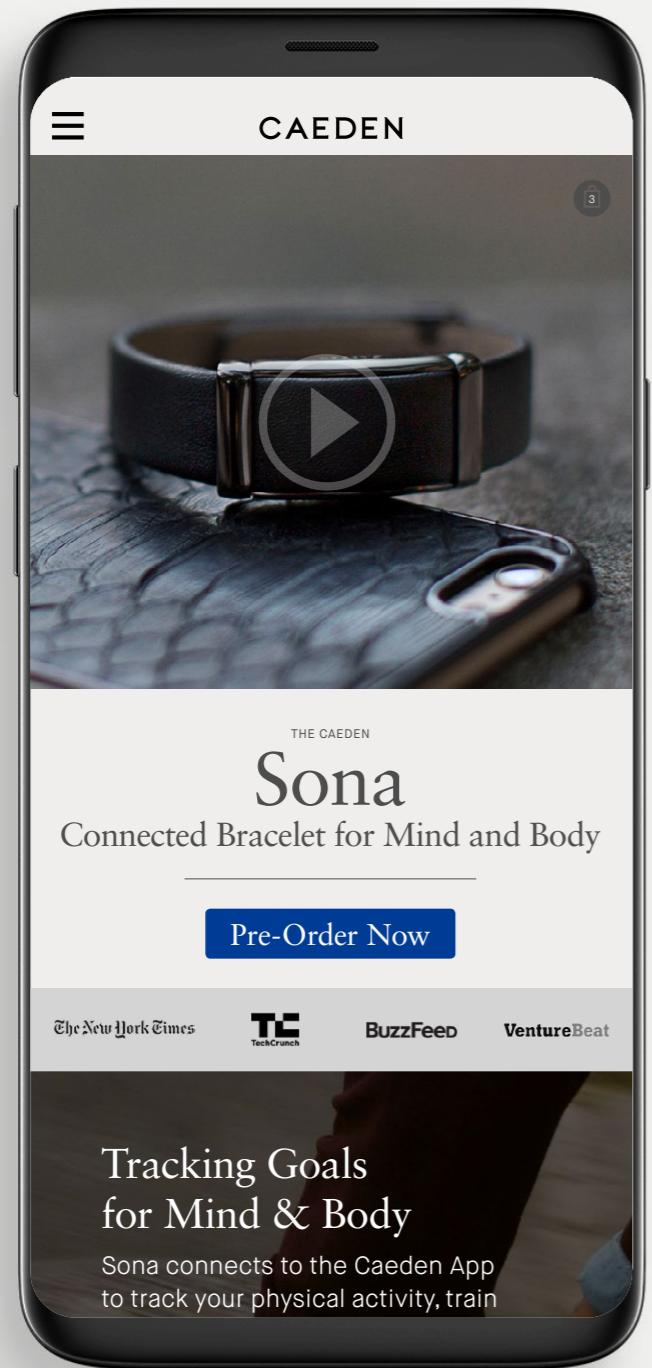
Aim for balanced living in a demanding, modern world.



Lyon Display Maison Neue

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



A product page for the Sona Connected Bracelet. The top half features a woman wearing safety glasses and a mask, working with a power tool that creates sparks on a metal surface. To her right, the text "Build Your Focus" is displayed, followed by a description: "The Caeden App comes with five Resonance breathing meditation sessions for focus and calm. Developed by scientists, Resonance has been shown to increase focus and reduce stress." A "Learn More" link is below the text. The bottom half shows a close-up of the Sona bracelet with a black leather strap and a silver clasp. To the right, there are selection options: "Select a Size:" with "Small/Med circumference 5-7.5"" and "Med/Large circumference 7.5-10\"", and "Select a Color:" with "Rose Gold" (highlighted), "Gold", and "Gunmetal". The price is listed as "\$149" with an "Add to Cart" button. At the very bottom, it says "Pre-Order now for \$149" and "MSRP \$199.99", followed by "Ships in June".

Caeden UI

Roman Catholic Jacuzzi

a true story by

Michael Bullock

Roman Catholic Jacuzzi
Karma Books

B



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.

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.



The website for Art Against Displacement features a large, bold title "Art Against Displacement" in a sans-serif font. To the left of the title is a smaller "ABOUT" button. To the right are three language buttons: "EN", "ES", and "中文". The main content area contains a detailed paragraph about the organization'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 are provided at the bottom, along with two promotional graphics for city elections and voter registration.

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:

City Elections
Your Voice counts!
Register to Vote
Deadline Oct 13
Online at dmv.ny.gov

紐約選
民登記
十月
十三日

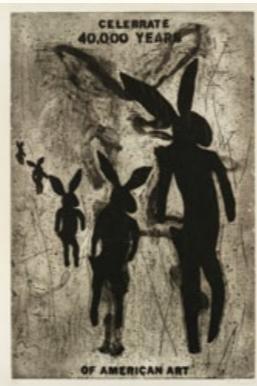
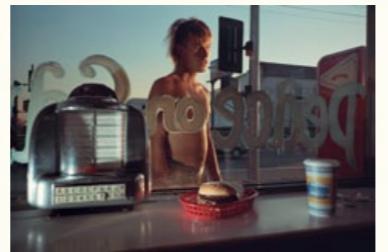
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Coast of Mars theater program



100 best people

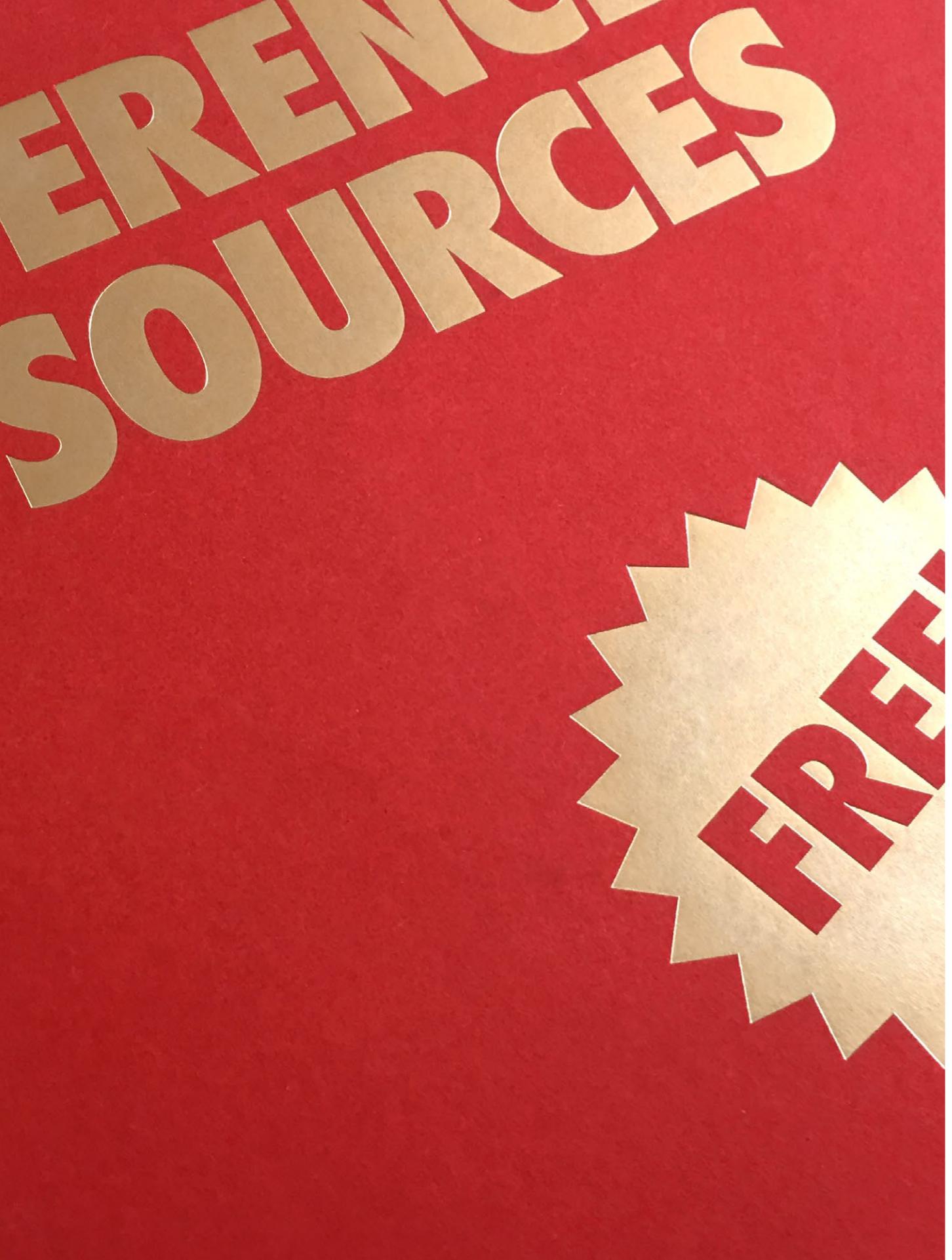


Rauschenberg Foundation poster
Karma · creative direction: Brendan Dugan



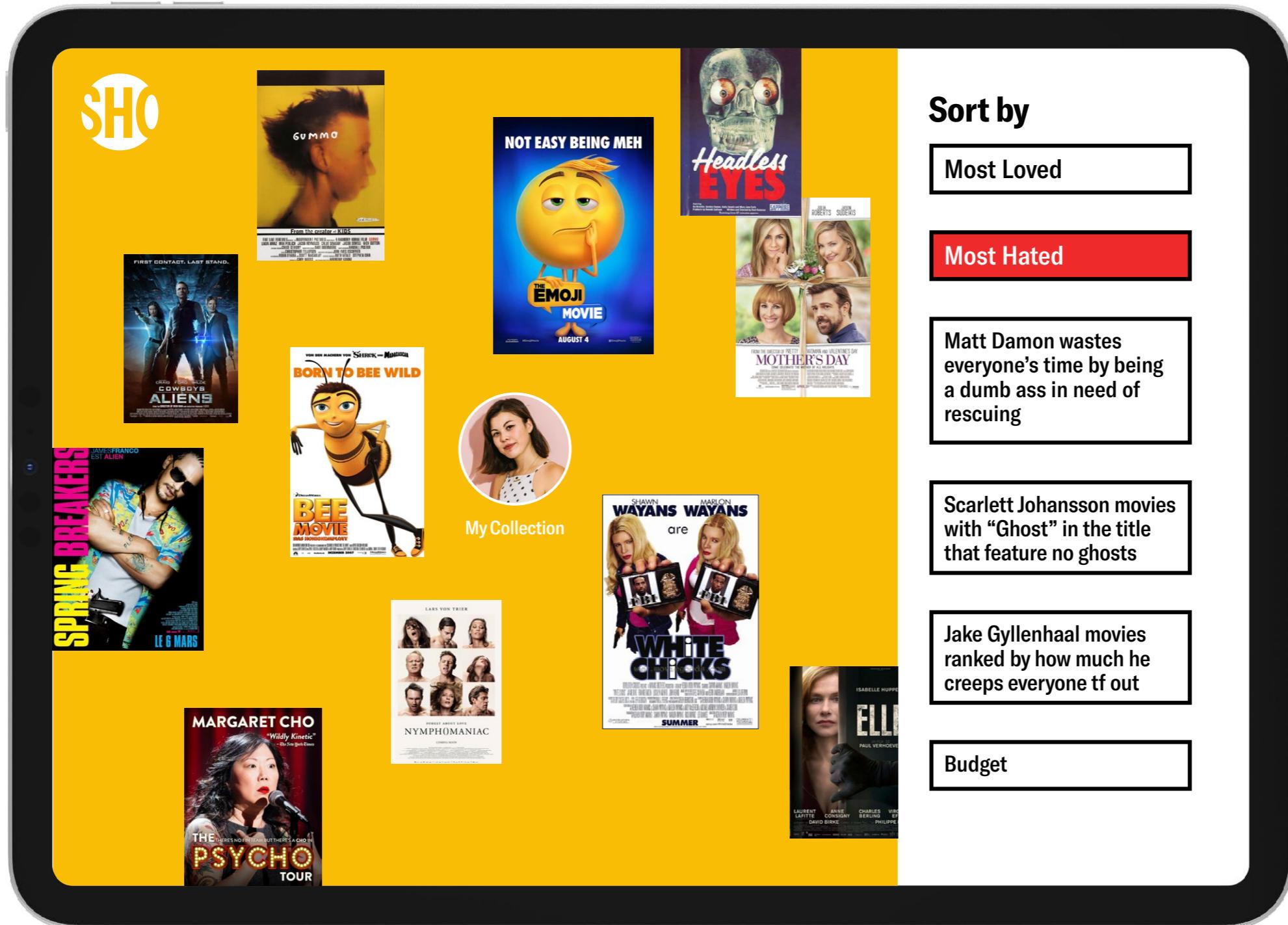
Doug Aitken artist book

MoMA · creative direction: Lorraine Wild



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



Sam's Club rebrand

Publicis · creative direction: Patrik Bolecek



Earth
no. 8719023

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

ASTØR
BY BLUE NILE

ASTØR
BY BLUE NILE

ASTØR
BY BLUE NILE

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.

Display

DOMAINE SANS DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345@#\$%&

Text

Brandon Text Light

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

Font files

Blue Nile rebrand

Redscout · creative direction: Michael Greenblatt



factis identity

or Sculpture. Students who enroll in both sessions may either repeat or choose alternate disciplines. Each session is structured around a combination of focused studio work, lectures, presentations, field trips, and an exhibition of student work in the New Wight Gallery.

SUMMER ART INSTITUTE

UCLA DEPARTMENT OF ART

SUMMER ART INSTITUTE FOR HIGH SCHOOL ARTISTS

Study at the world-renowned UCLA Department of Art this summer! The department is offering two-week intensive sessions in studio art. Each session offers three units of UCLA college credit. Activities include intensive arts instruction, lab and studio time, museum field trips, visiting artist lectures, film and video screenings, and the presentation of a culminating exhibition of student work in the New Wight Gallery at UCLA. Build

Includes presentations by emerging artists, lectures near by museums. The trend toward development portfolios. Through exposure to professional practices, students are given the option of creative work and research. Supervised evening activities in the UCLA residence halls.

critique of students' projects at the UCLA New Wight Gallery. Students invited to attend the exhibitions. Held in the Richard H. Chambers Auditorium to the Franklin D. Roosevelt Library presents a unique opportunity.

[View](#)



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

