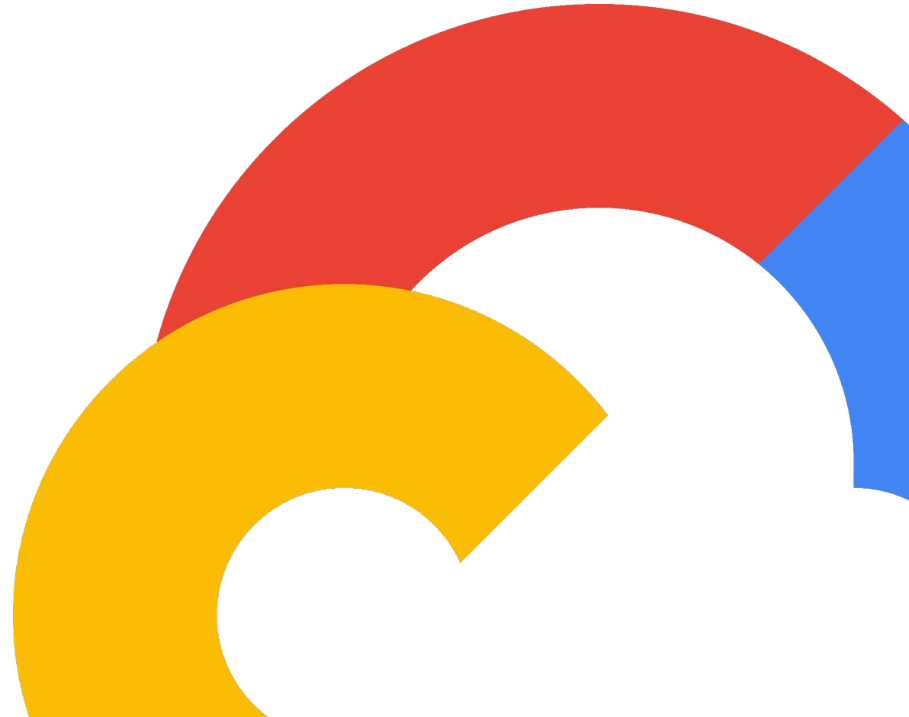


# Customer Co-branding Guidelines

Created: September 2025



# Welcome to the Google Cloud customer guidelines.

As a Google Cloud customer, there are several ways to reference our brand and your relationship to us.

Please review this playbook to better understand how to do, and ask your Google Cloud contact to submit all requests and mocks to the Cloud Brand team.

## Before using!

If you're also part of our **Partner Advantage program**, please refer to our Google Cloud Partner brand guidelines in [Partner Marketing Studio](#) instead.

If you're looking for permission to use the **Google parent brand** name and/or assets, you will need to have your Google Cloud contact reach out to the Google Brand Studio team.

## Guidelines

# The rules of co-branding

This section outlines what customers can and can't do when it comes to referencing our Google Cloud brand and offerings.

Please read through each page carefully.

### Go for it

Things *any* customer can do without additional approval

### Don't do this

Things we ask customers to never do

Guidelines: Go for it

## What you can always do

As long as you follow the guidelines and our general trademark rules, any customer can do the following things without needing to submit a request.

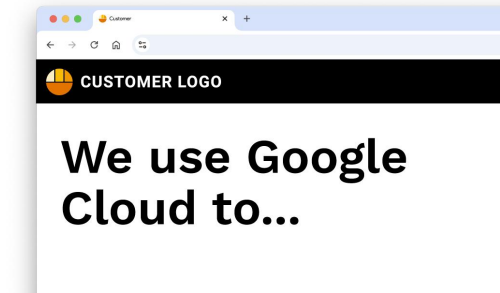
**Any customer may include a plain text mention** of our Google Cloud brand name and product name(s), link to our content, quote publicly available writings, and feature badges you've qualified for.

Be sure that any text mention is factually correct and represents the true nature of our business and relationship. Please don't imply there's a formal partnership with Google Cloud if/when that's not the case (i.e., has a Brand Partnership agreement in place vs. just a Supply agreement).

### More details:

- Don't shorten our name to "GCP" or "GC" — always say "Google Cloud"
- Don't say "Google" (only) if the technology used was [Google Cloud](#). (For approval to use "Google" attribution, please have your Google Cloud contact reach out to Google's Brand Studio.)
- Never translate "Google Cloud"
- If mentioning a product, be sure to set the context of it being from Google Cloud
- This usage does not require review or approval

**Customer-led examples include:** website copy, podcast mention, marketing collateral, blog posts, ebooks, social posts, blog posts. **This excludes in-app and in-product instances.**



Guidelines: Go for it

# Google Cloud text attribution

Not sure how to reference our brand and relationship in text? Please refer to these language examples and use cases.

Approved language	When to use it	Google Cloud's involvement
Built on Google Cloud or Developed on Google Cloud	When the customer uses <b>one or more</b> Google Cloud products, tools, or solutions.	Google Cloud has <b><u>not</u> provided</b> any implementation guidance.
Built with Google Cloud	When the customer uses <b>multiple</b> Google Cloud products, tools, or solutions that are <b><u>not</u></b> AI specific.	Google Cloud <b>has provided</b> some/minimal implementation guidance and/or edits to the product code.
Built with AI from Google Cloud	When the customer uses <b>multiple</b> Google Cloud products, tools, or solutions that are AI specific, but not solely Gemini.	Google Cloud <b>has provided</b> some/minimal implementation guidance and/or edits to the product code.
Support from Google Cloud	For <b>charitable</b> activities and sponsorships only.	Google Cloud has provided a <b>substantial monetary donation</b> .

## \*\* PLEASE DO NOT SAY:

- “Powered by...”
  - This is meant for instances of true engineering co-creation between both the partner and Google Cloud and requires approval from the Google Cloud Brand & Creative team.
- “...with Google Cloud AI”
  - This is a misleading term as it implies that there is a product or product family that is specific to Google Cloud, which does not align with product truth.

Guidelines: Go for it

# Gemini text attribution

The following plain text attribution language may be used by our customers for marketing purposes only.

Please do not use any attribution language in-product.

The product attribution language depends on the method in which the customer accessed the AI tool / model.

## If you accessed our AI through:

## Use the following attribution language:

**A standalone Gemini product**  
(e.g., Gemini app, Gemini Code Assist, Gemini Code Assist, Gemini CLI)

*If the output is technology* → Built with Google Gemini

*If the output is an image or video* → Made with Google Gemini

**Only a Gemini model through Vertex AI, AI Studio, or an open source repository**  
(e.g., Github)

Built with Google Gemini

**A single, non-Gemini named model\* through Vertex AI, AI Studio, or an open source repository**  
(\*Imagen, Lyria, Veo, etc.)

Made with [Named Model]

(e.g., Made with Veo)

**Multiple X-Google models across access points**

Made with Google AI

**Note: Please do not say “powered by [Gemini / Google AI / etc.]”**

Guidelines: Go for it

## Text attribution examples

Here are a few examples of how text attribution should come to life.

 Customer Logo

Lorem ipsum valor was  
built with Google Cloud



**DO**

Do use plain text in your headline or body copy to reference your relationship to Google Cloud.

 Customer Logo

Lorem ipsum valor was  
built with Google Cloud



**DON'T**

Don't put our branded assets in-line with text. Only use plain text.

...developed on Google Cloud  
...built with Google Cloud  
...built with AI from Google Cloud



**DO**

Do use approved text attributions to reference your relationship to Google Cloud.

...built with Google Cloud AI  
...powered by GCP



**DON'T**

Don't use unapproved language such as "built on GCP" or "built with Google Cloud AI"

Guidelines: **Don't do this**

## What you can't ever do

Here are a few examples that will never be approved. So, please don't submit a request asking for permission to do any of these things. Instead, work with the customer to find an alternative route based on our guidelines.



### CUSTOMER LOGO

A partner of Google Cloud

- Acme and Google Cloud are partners in AI
- Acme is powered by Google Cloud
- We are preferred by Google Cloud
- We're excited to launch the Acme Google Cloud solution



#### DON'T

Don't use the Google Cloud name or brand elements in a way that misrepresents our relationship (e.g., implies an affiliation, endorsement, or sponsorship that is not true).



#### DON'T

Don't imitate our logo or visual identity (i.e., distinctive color combinations, graphic designs, font, etc.).



#### DON'T

Don't combine our brand name or logo with your brand or product name.



Guidelines: **Don't do this**

## Incorrect logo usage

If you are granted access to use our logo, here are a few examples of what NOT to do with it.



### DON'T

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- ✗ Alter the scale, orientation, or weight of our logo
  - ✗ Change the color of our logo
  - ✗ Apply drop shadows or other special effects to our logo
  - ✗ Place text or visual elements within the clear space of our logo
  - ✗ Integrate our logo within text copy
  - ✗ Place the full-color logo over images, patterns, or colorful backgrounds
  - ✗ Create a new lockup using our brand elements
  - ✗ Make one logo bigger than the other. They should feel equal in sizing and weight
  - ✗ Include a symbol between our logos (i.e., | or + )
  - ✗ Use the Super Cloud icon in lieu of our logo
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Resources

## Still have questions?

Reach out to your Google Cloud contact for additional support.

# Thank you

