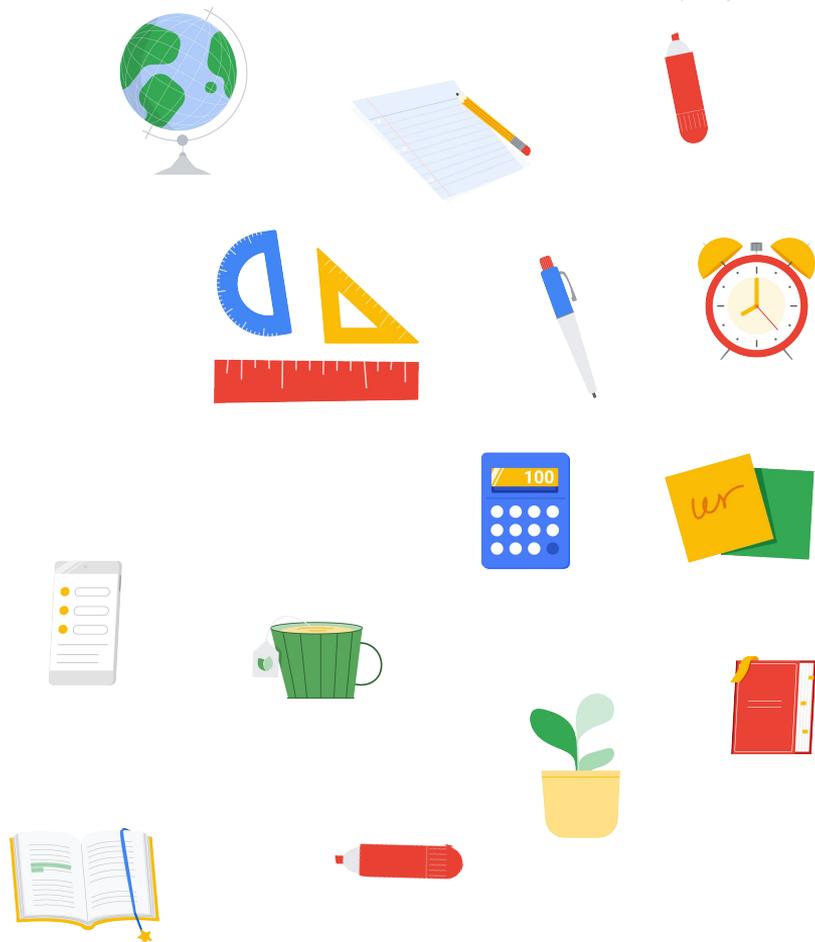


Introducing: Google Workspace for Education

A rebrand toolkit



February 2021



The purpose of this deck

Google Workspace for Education, formerly known as G Suite for Education, has a new name and logos.

This document is intended to help you:

- Understand what's changing
- Update web properties and collateral that use the outdated G Suite for Education name and logos when your institution is ready to do so
- Communicate changes to students, staff/faculty, and guardians

The logo for Google Workspace for Education. The word "Google" is in its signature multi-colored font (blue, red, yellow, blue, green, red). The words "Workspace" and "for Education" are in a dark grey, sans-serif font. "Workspace" is on the top line, "for" is on the second line, and "Education" is on the third line, all aligned to the left of the "Google" text.

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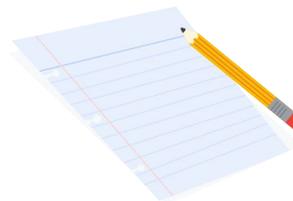
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An illustration on a blue background. In the center, a whiteboard on a wooden-textured stand displays the text "What's Changing?". To the left of the whiteboard is a silver laptop. In the top left corner, there is a white circle with a black 'X' inside. To the right of the whiteboard, a man with brown hair, wearing a green plaid shirt and light blue pants, stands with his right hand raised as if presenting. In the bottom left, there are two potted plants: a tall green one in a yellow pot and a smaller red one in a red pot. A vertical white line is on the far left. The whiteboard has two sticky notes, one blue and one yellow, in the top right corner.

What's Changing?

Overview: New name and logo, same helpful tools

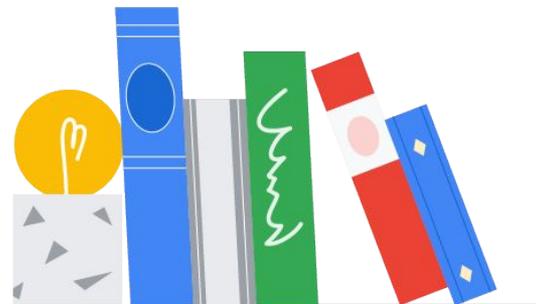
G Suite for Education now has a new name: **Google Workspace for Education**.

Although the name has changed, our commitment to providing your community with simple and flexible tools to better collaborate, manage classes, and create safer learning environments remains the same.

The functionality of your school's favorite apps, like Google Classroom, Docs, Slides, Forms and more will also remain the same—and we'll continue to release new features to help educators and students teach, learn, and collaborate.

In addition to the new name, Google Workspace for Education, and some Google tools like Gmail, Calendar, Drive and Meet have taken on a new look with updated icons.

Last but not least, there are new editions of Google Workspace for Education launching in April of this year, each geared to meet the specific needs of educational organizations.



New Google Workspace for Education Logo

On the left is the old G Suite for Education logo, and on the right is the new Google Workspace for Education logo.

G Suite for Education

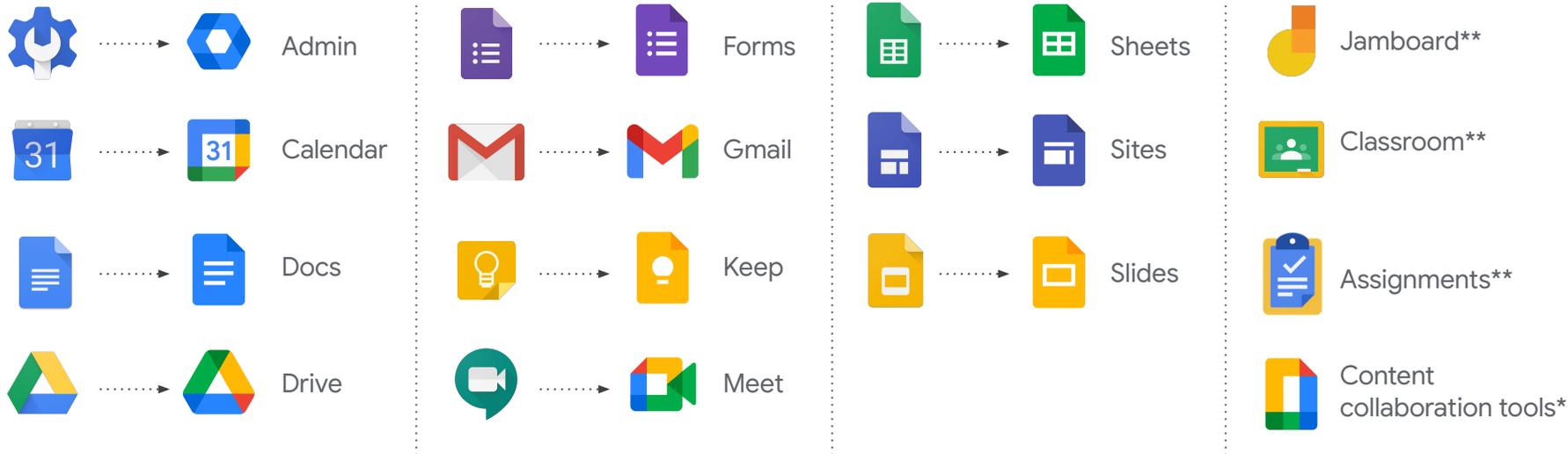


Google Workspace
for Education

New Product Icons

On the left are the old G Suite for Education product icons, and on the right are the new Google Workspace for Education product icons.

Click [here](#) to download the new product icons.



*This icon is used to represent Docs, Forms, Keep, Sheets, Sites, Slides. It does not replace the individual product icons.

**These icons have not changed.

Google Workspace for Education Editions

Starting in April, there will be **four editions** of Google Workspace for Education, so you can choose what you need to best serve your organization:

Education Fundamentals



Formerly known as G Suite for Education, the Fundamentals edition is a **free suite** of easy-to-use tools that provide a flexible and secure foundation for collaboration, learning, and class management—anytime, anywhere.

NEW

Education Standard



The Education Standard edition helps schools proactively **enhance their security** with the visibility, analytics, and controls they need to make their digital learning environments safer.

NEW

Teaching and Learning Upgrade



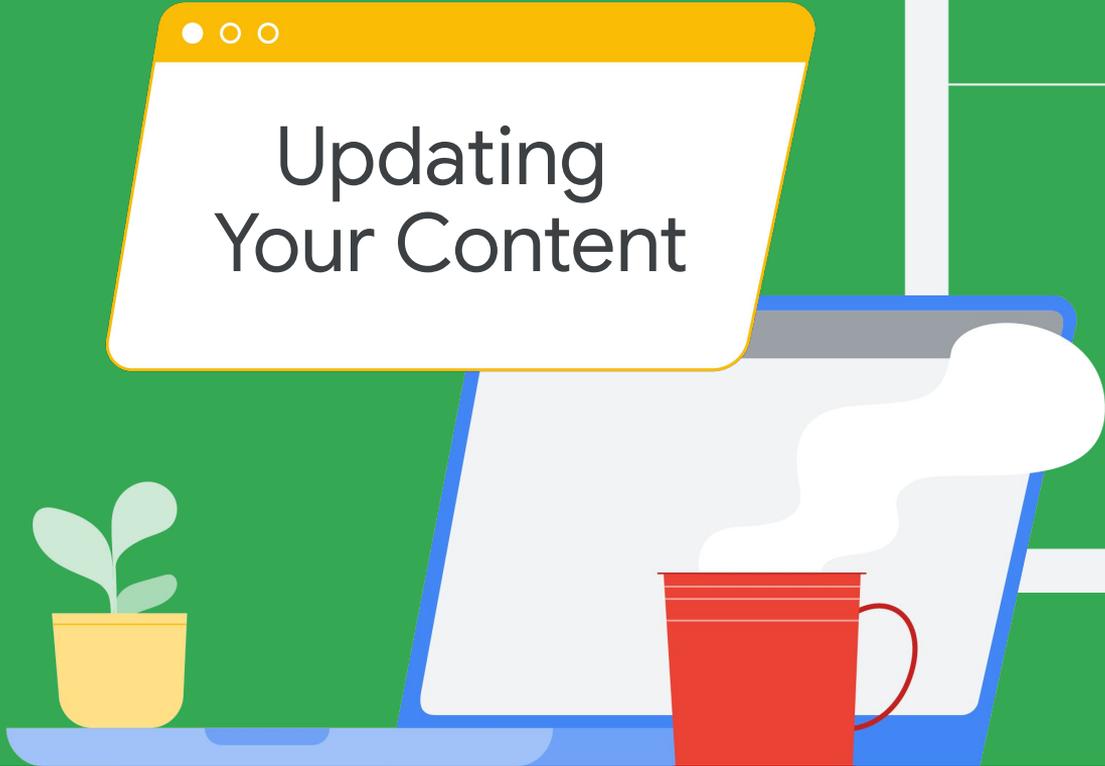
The Teaching and Learning Upgrade enhances educators' **instructional impact** by providing enhanced video communication capabilities, features to enrich class experiences, and tools that guide critical thinking and academic integrity.

Education Plus



Formerly known as G Suite Enterprise for Education, the Education Plus edition provides a **comprehensive digital transformation** with proactive security features to keep learners safer, and enhanced communication and collaboration tools to deepen learning experiences.

Click [here](#) to learn more about the new Google Workspace for Education editions.

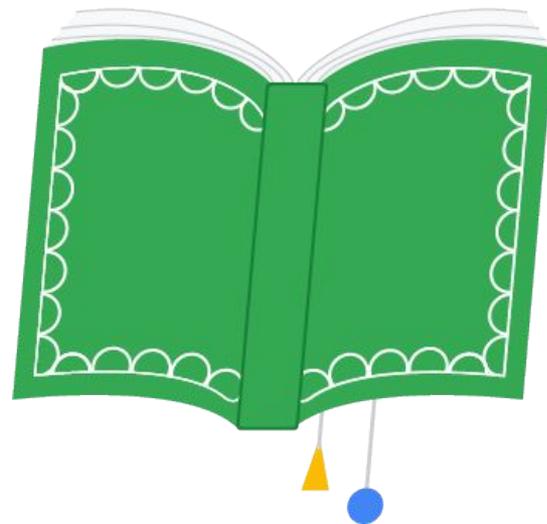
An illustration of a workspace on a green background. A blue laptop is open, with a white browser window floating above it. The window has a yellow title bar with three white circles and contains the text 'Updating Your Content' in a dark grey sans-serif font. To the left of the laptop is a small yellow pot with a green plant. To the right is a red mug with a red handle, emitting white steam. A white vertical line is on the far left, and a white window frame is on the right.

Updating Your Content

Using the Google Workspace for Education logos and icons

The following slides contain links to download the new logos and icons. Additionally, we've provided usage guidelines and a checklist of places you might want to update to help you keep your web properties, social media, communications, and other materials and collateral up-to-date and looking great.

By updating your materials, you can help your community understand which tools and apps are being used in the classroom, and ensure that your communications are clear and consistent with other information online. The new name and logos are rolling out today, so you can update your materials whenever you are ready to do so.

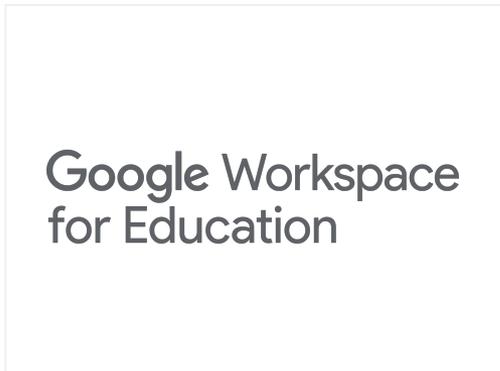


Google Workspace for Education Logos and usage guidelines

➦ Click [here](#) to download these logos.



This is the primary logo and should be used whenever possible.



This secondary logo can be used on light backgrounds.



This secondary logo can be used on dark backgrounds.

Logo Uses (including, but not limited to):

- Digital (websites, social media, teacher certifications, school/district intranet, etc.)
- Print (handouts, onboarding/training material, one-pager resources, letterhead templates, etc.)
- Email (email templates, signatures, etc.)

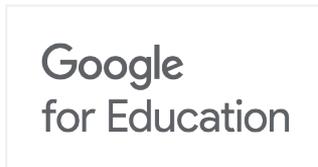
Google for Education logos and usage guidelines

For materials about multiple education products, (e.g. training decks which discuss both Google Workspace for Education and Chromebooks), please use the Google for Education logo.

🔗 Click [here](#) to download these logos.



This is the primary logo and should be used whenever possible.



This secondary logo can be used on light backgrounds.



This secondary logo can be used on dark backgrounds.

What to **avoid** when using the Google Workspace for Education Logos

Here are a few examples of the Google Workspace for Education logo that should be avoided to ensure consistency and legibility.



AVOID changing any colors in the logo or icon.



AVOID resizing individual elements in a lockup or stack.



AVOID using primary color wordmark on a competing background color.



AVOID using the logo on a dark-colored background.



AVOID using the logo over photography.



AVOID placing the logo on a patterned background.

What to **avoid** when using the Google Workspace for Education Logos (cont'd)

Here are a few examples of the Google Workspace for Education logo that should be avoided to ensure consistency and legibility.



 **AVOID** mashing up the icon and logo.



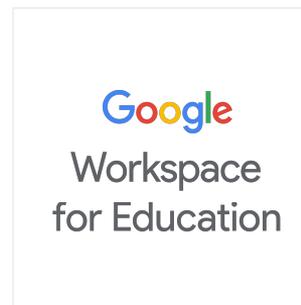
 **AVOID** adding effects like drop shadows, bevels, or strokes.



 **AVOID** distorting, skewing, warping, rotating, or changing the shape of the logo.



 **AVOID** creating lockups with different editions near the Google Workspace for Education logo.



 **AVOID** stacking the logo to make it vertical.

What to **avoid** when using the Google for Education Logos

Here are a few examples of the Google for Education logo that should be avoided to ensure consistency and legibility.



AVOID rotating altering, or changing the colors of the lockup.



AVOID placing the lockup over busy imagery.



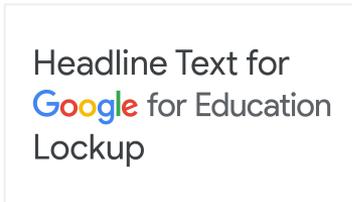
AVOID placing graphics within the lockup clearspace.



AVOID using a lockup that's too small or large for the space.



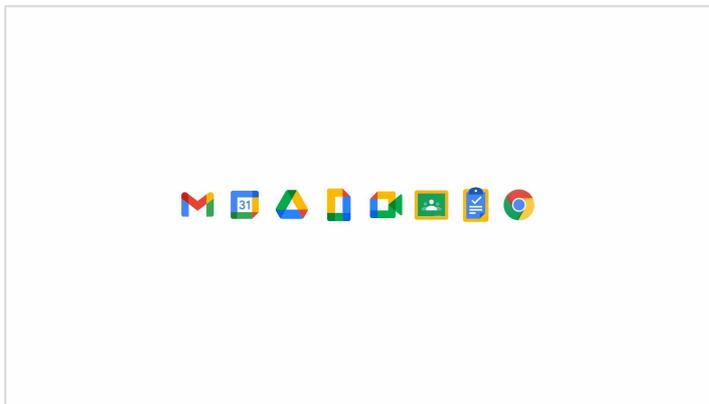
AVOID using the full-color lockup on a background with a range of 6%—99% maximum tint of black.



AVOID using the lockup in copy. Type out Google for Education if used in a text.

Google for Education animations and usage guidelines

Click [here](#) to download these animations.



This GIF reinforces how Google Workspace for Education products work together seamlessly. Add this to your website, videos and other collateral for a fun, professional-looking finish.



This video is an MP4 version of the GIF to the left and can be included at the end of Google Workspace for Education videos.

5-Product Icon Lockup



 **DO** use this 5-icon lockup when the Google Workspace for Education logo is redundant or otherwise not ideal. Make sure there is plenty of space between any other text or logos and this 5-Icon lockup.



 **AVOID** stacking or changing the order of the product icons in order to maintain consistency and maximize legibility.

Co-Branding



 **DO** use the logo of Google for Education when showcasing a partnership or co-branded lockup. Make sure logos are visually balanced and that both brands or organizations are equally prominent.

Google Workspace
for Education



 **AVOID** using the Google Workspace for Education logo for partnerships. Also avoid giving one brand or organization visual prominence over the other.

Referencing Google products

	Correct name	Incorrect name
	Gmail	GMail Google's Mail
	Google Drive/Drive	GDrives Google's Drive
	Google's or Google Workspace's collaborative content creation tools (like Docs, Slides, Sheets, etc.)	Editors Docs
	Google Meet	Meets Google Meets Google's Google Meet Google's Meet Google Hangouts Meet
	Google Calendar or Calendar	Google's Cal Cal GCal or GCalendar

Referencing Google products (cont'd)

	Correct name	Incorrect name
	Google Docs or Docs	Google Documents GDocs
	Google Sites or Sites	Google's Sites GSites
	Google Forms or Forms	Google's Forms GForms
	Google Keep	Google's Keep Keep (on its own)
	Google Sheets or Sheets	Google's Sheets GSheets
	Admin Console or Google Workspace Admin Console	Google Admin
	Google Voice or Voice	Voice Phone Google's Voice
	Google Chat or Chat	Chats Google Chats Google's Google Chat Google's Chat Google Hangouts Chat GChat

Updating Assets & Materials: Checklist

The purpose of this checklist is to help you identify places that might currently mention G Suite for Education or use old logos or icons. This is intended to be a helpful starting point, but there might be additional places specific to your school that are not listed here.

Online

- Website headers and/or footers
- Technology or tech resources webpages
- School or district intranet
- Digital training or onboarding resources
- About website page(s)
- Social media pages
- Teacher certification webpages (including LinkedIn)
- URLs and/or metadata that references G Suite
- Favicons
- Screenshots included in training material

Email

- Email templates
- Signatures

Printed collateral

- Training and/or onboarding packets
- Technology one-pagers for students, guardians, or teachers
- Flyers
- Letterhead or other templates



Communicating Changes

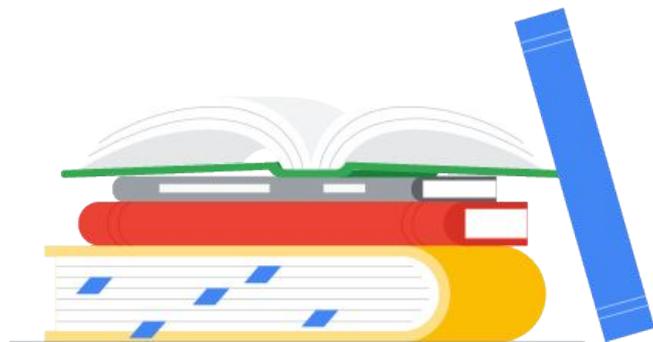
Telling your community about these changes

The following slides are intended to make it easier for you to keep your community in the loop about these changes.

We've provided two email templates—one addressed to faculty, staff, and volunteers, and one addressed to parents and guardians. Feel free to modify the emails as needed.

The most important thing to communicate is that while the G Suite for Education name and logos are changing, students and teachers will continue to have access to the same Google tools they currently use in the classroom, and that functionality will not change.

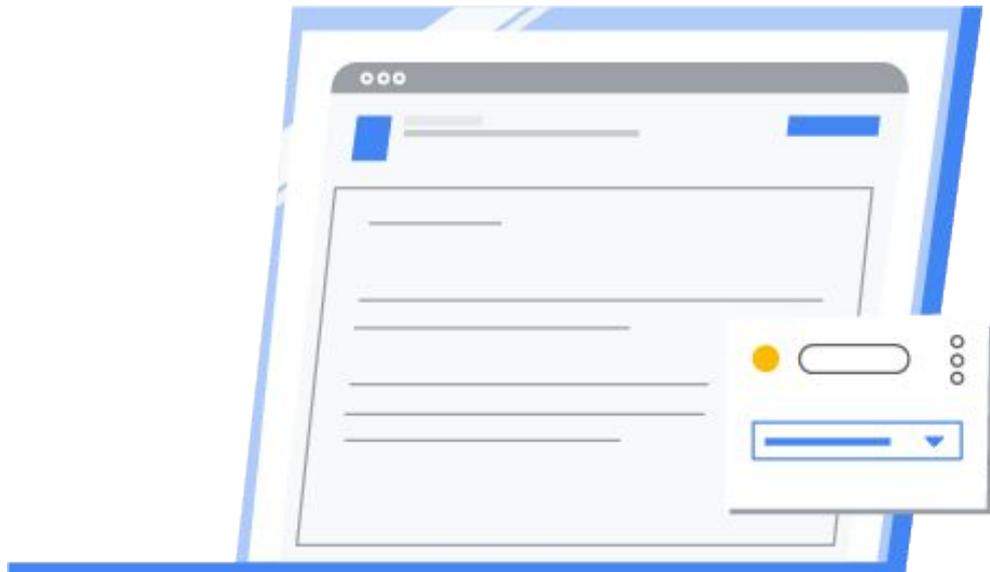
We've also included some frequently asked questions and answers regarding the Google Workspace for Education rebrand.



Email Templates

[Updating faculty, staff, and volunteers](#)

[Updating parents and guardians](#)



Frequently Asked Questions*

01 Will the functionality or user interface change in Classroom, Docs, Sheets, Slides, Google Meet, Forms, etc.?

No. These tools will continue to function and look the same.

02 Will Google Workspace for Education continue to be available to schools for free?

Google Workspace for Education Fundamentals, formerly known as G Suite for Education, will remain free for [qualifying schools](#).

03 Will Google Workspace for Education continue to get updates and new features?

Absolutely. Google's focus on building products that serve the specific needs of students and educators has not changed.

04 Where can I learn about Google Workspace for Education product updates?

Follow us on [Twitter](#), sign up for our [newsletter](#), and check out our [blog](#).

05 Can I still use Classroom, Meet, etc?

Absolutely. Educators, students, and admins will continue to have access to our tools including Classroom, Assignments, Gmail, Calendar, Drive, Docs, Sheets, Slides, Meet and more.

06 Where can I learn more about the new Google Workspace for Education editions?

Visit edu.google.com/products/workspace-for-education to learn more.

*These answers apply for [qualified institutions](#)

