

Google Cloud product icons

Proprietary & Confidential

Updated: September 2025

Google Cloud



Everything you need to know about Google Cloud product icons.

This resource provides the corresponding icons for each of our Google Cloud products.

Some of the icons you find in this guide may seem new as we rolled out a new product icon system in early 2025. The new icon system is comprised of unique icons for our core products, and general category icons for our general products.

Learn more about it on the [following page](#).

Please note!

The Google Cloud console is still being updated to reflect this new icon system. However, the [2-tone blue icons](#) in console will be deprecated by the end of 2025.

The new Google Cloud product icon system

In early 2025, we overhauled all of our Google Cloud product icons, greatly simplifying our system from over 250 unique icons to ~40.

Now, you'll find two icon formats:

- [Unique core product icons](#) (4-color)
- [General product category icons](#) (2-color)

Please review the following pages to find the respective icon for each general Google Cloud product.



Unique core product
icon example (4-color)



General product
category example
(2-color)

Core product icons

[Download icons](#)

Core products carry their own unique icons — not a general product category icon.



AI Hypercomputer



AlloyDB



Anthos



Apigee



BigQuery



Cloud Run



Cloud SQL



Cloud Storage



Compute Engine



GKE



Google
Distributed Cloud



Google Security
Operations



Google Threat
Intelligence



Hyperdisk
(previously
Persistent Disk)



Looker



Mandiant



Security Command
Center



Spanner



Vertex AI

Category product icons

[Download icons](#)

The same category icon will be used for multiple products across our Google Cloud portfolio



AI Applications
& Agents



AI / Machine
Learning



Business
Intelligence



Collaboration



Compute



Containers



Data
Analytics



Databases



Developer
Tools



DevOps



Hybrid &
Multicloud



Integration
Services



Management
Tools



Maps &
Geospatial



Google Cloud
Marketplace



Media
Services



Migration



Mixed
Reality



Networking



Observability



Operations



Security
Identity



Serverless
Computing



Storage



Web3



General categories

Each general product is listed under a single category. Please scroll or search this doc to find the respective category icon for the product.

General product categories		
AI Applications & Agents	DevOps	Observability
AI and Machine Learning	Hybrid and Multicloud	Operations
Business Intelligence	Integration Services	Security and Identity
Collaboration	Management Tools	Serverless
Compute	Maps & Geospatial	Storage
Containers	Media Services	Web and Mobile
Data Analytics	Migration	Web3
Databases	Mixed Reality	
Developer Tools	Networking	

AI Applications & Agents



AI Applications & Agents

AI Applications & Agents products:

AI Testing agent
Automotive AI agent
Code Documentation agent
Deep Research agent
Food ordering AI agent
Idea Generation agent

Customer Engagement Suite
- Conversational Agents
- Agent Assist
- Conversational Insights
- Contact Center as a Service

Vertex AI Search*
- Vertex AI Search for Commerce
- Vertex AI Search for Media

AI / Machine Learning products



AI / Machine
Learning icon

AI and Machine Learning products:		
Advanced Agent Modeling	AutoML Vision	Dialogflow ES
Agent Assist	Cloud GPU	Document AI
AI Hub	Cloud Healthcare API	Genomics
AI Hypercomputer*	Cloud Natural Language API	Healthcare NLP API
AI Platform	Cloud Optimization AI	Media Translation API
AI Platform Unified	Cloud Optimization AI Fleet Routing API	Recommendations AI
AutoML	Cloud TPU	Speech to Text
AutoML Natural Language	Cloud Translation API	Tensorflow Enterprise
AutoML Tables	Cloud Vision API	Text To Speech
AutoML Translation	Customer Engagement Suite	Vertex AI* (excluding Vertex AI Search)
AutoML Video Intelligence	Data Labeling	Visual Inspection AI

Business Intelligence products



Business
Intelligence icon

Business Intelligence products:
Looker*
Looker Studio*
Looker Studio Pro*

Collaboration products



Collaboration
icon

Collaboration products:
Google Workspace

Compute products



Compute
icon

Compute products:	
Batch	OS Config Management
Compute Engine*	OS Inventory Management
Container Optimized OS	OS Patch Management
GCE Systems Management	VMware Engine
Migrate To Virtual Machines	

Containers products



Containers
icon

Containers products:
Backup for GKE
Google Kubernetes Engine*
Knative serving
Migrate To Containers

Data Analytics products



Data Analytics
icon

Data Analytics products:		
Analytics Hub	Data Catalog	Dataproc
BigLake	Data Layers	Dataproc Metastore
BigQuery*	Data Loss Prevention API	Datashare
BigQuery Functions*	Dataflow	Datastream
BigQuery Omni*	Dataplex	Pub/Sub
Cloud Composer	Datapol	
Cloud Data Fusion	Dataprep	

Databases products



Databases
icon

Databases products:	
AlloyDB*	Database Migration Service
AlloyDB Omni*	Datastore
Bare Metal Solution	Firestore
Bigtable	Memorystore
Cloud SQL*	Spanner*
Database Center	SQL

Developer Tools products



Developer Tools
icon

Developer Tools products:	
Cloud Code	Cloud Workstations
Cloud Deployment Manager	Runtime Config
Cloud Scheduler	Service Catalog
Cloud Shell	Tools For Powershell
Cloud Tasks	

DevOps products



DevOps
icon

DevOps products:
Artifact Registry
Cloud Build
Cloud Deploy
Container Registry

Hybrid and Multicloud products



Hybrid and
Multicloud icon

Hybrid and Multicloud products:
Anthos*
Google Distributed Cloud*

Integration Services products



Integration
Services icon

Integration Services products:	
Advanced API Security	Cloud Endpoints
API Analytics	Connectors
Apigee*	Developer Portal
Application Integration	Eventarc
Cloud API Gateway	Workflows
Cloud APIs	

Management Tools products



Management
Tools icon

Management Tools products:
Carbon Footprint
Producer Portal

Maps and Geospatial products



Maps and
Geospatial icon

Maps and Geospatial products:
Earth Engine*
Google Earth
Google Maps Platform*

Marketplace products



Google Cloud
Marketplace icon

Marketplace products:
Google Cloud Marketplace

Media Services products



Media Services
icon

Media Services products:
N/A

Migration products



Migration
icon

Migration products:
Migrate For Compute Engine
Transfer Appliance

Mixed Reality products



Mixed Reality
icon

Mixed Reality products:
N/A

Networking products



Networking
icon

Networking products:		
Cloud Armor	Cloud Network	Network Topology
Cloud CDN	Cloud Router	Packet Mirroring
Cloud DNS	Cloud VPN	Partner Interconnect
Cloud Domains	Connectivity Test	Premium Network Tier
Cloud Firewall Rules	Data Transfer	Private Connectivity
Cloud IDS	Network Connectivity Center	Private Service Connect
Cloud Interconnect	Network Intelligence Center	Routes
Cloud Load Balancing	Network Security	Service Mesh
Cloud Nat	Network Tiers	Virtual Private Cloud

Observability products



Observability icon

Observability products:	
Cloud Audit Logs	Google Cloud Observability
Cloud Logging	Profiler
Cloud Monitoring	Trace
Error Reporting	

Operations products



Operations
icon

Operations products:
App Hub
Backup and DR
Capacity Planner
Performance Dashboard
Personalized Service Health

Security and Identity products



Security and
Identity icon

Security and Identity products:		
Access Context Manager	Cloud Security Scanner	Phishing Protection
Asset Inventory	Google Security Operations*	Policy Analyzer
Assured Workloads	Google Threat Intelligence*	Recaptcha Enterprise
BeyondCorp	Identity and Access Management	Risk Manager
Binary Authorization	Identity Aware Proxy	Secret Manager
Certificate Authority Service	Identity Platform	Security Command Center*
Certificate Manager	Key Access Justifications	Security Key Enforcement
Cloud Asset Inventory	Key Management Service	Web Risk
Cloud External Key Manager	Managed Service For Microsoft Active Directory	Web Security Scanner
Cloud HSM	Mandiant*	Workload Identity Federation

Serverless Computing products



Serverless
Computing icon

Serverless Computing products:
App Engine
Cloud Functions
Cloud Run*

Storage products



Storage
icon

Storage products:	
Cloud Storage*	Local Ssd
Filestore	Parallelstore
Google Cloud Netapp Volumes	Persistent Disk
Hyperdisk	Storage Transfer Service

Web3 products



Web3
icon

Web3 products:
Blockchain Node engine
Blockchain RPC

Appendix:

Legacy Google Cloud console product icons

Google Cloud console product icons

[Download icons](#)

Please note, these icons will be deprecated by EOY 2025.

