

# Google Workspace Affiliate Program

## Program Policies & Brand Guidelines



Last updated: October 2020

# Welcome!

Thank you for choosing to work with Google Workspace.

Please take the time to review the following program policies. This will help you get familiar with the product, some do's and don'ts of the program, as well as our brand and style.

If you have any questions, feedback, or requests, please reach out to:

North America: [GoogleWorkspaceAffiliatesNA@CJ.com](mailto:GoogleWorkspaceAffiliatesNA@CJ.com)

APAC: [GoogleWorkspaceAffiliatesAPAC@CJ.com](mailto:GoogleWorkspaceAffiliatesAPAC@CJ.com)

EMEA: [GoogleWorkspaceAffiliatesEMEA@CJ.com](mailto:GoogleWorkspaceAffiliatesEMEA@CJ.com)

We look forward to working with you!

The logo consists of the word "Google" in its multi-colored font (blue, red, yellow, blue, green, red) followed by the word "Workspace" in a dark grey sans-serif font.

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# What is Google Workspace


Google Workspace is everything you need to get anything done, now in one place. Whether you're at home, at work, or in the classroom, it's the best way to create, communicate, and collaborate. Familiar tools; fewer distractions; more time to make things happen.




Google Workspace


# Messaging Guidelines & Policies

# Do's & Don'ts when writing about Google Workspace


 **DO** refer to it as Google Workspace every time, everywhere.


 **DO** use it in a CTA as:  
Sign up for Google Workspace  
Set it up in Google Workspace

 **DON'T** refer to it as Workspace as standalone\*

 **DON'T** refer to it as Google Workspaces

 **DON'T** refer to it as Google Cloud's Google Workspace

 **DON'T** refer to it as Google's Workspace

 **DON'T** refer to it as "Make it with Google Workspace"  
*We've sunset the "Make it with" platform*

*\*Except in rare circumstances, when Google Workspace has already been communicated in full, in plain text, and when there are space concerns or when using the term descriptively to refer to the user's online Workspace.*

# Why Google Workspace?

## Top customer selling points for you to feature

### Primary benefits:

- Own a professional email address @yourcompany.com
- Work in real time on the same documents with teammates
- Stay connected on the go, work from anywhere on most devices
- Reduces IT support requirements cut infrastructure travel costs by 20%\*
- **99.9% uptime** guarantee\*\* with Google Workspace applications continuously available to you during upgrades and system maintenance

### Security benefits:

- Google Workspace administrative controls allows you to seamlessly manage employee churn by keeping all documents in-house
- **99.9%+ accuracy** in blocking spam<sup>☆</sup> and business email compromise scams
- There have been **no** reported account hijackings after security key deployments<sup>☆☆</sup>
- Help prevent threats before they happen with proactive security tools powered by Google AI

\*Source: <https://gsuite.google.com/customers/nielsen.html>

\*\* Source: <https://gsuite.google.com/intl/en/terms/sla.html>

☆ Source: <https://security.googleblog.com/2017/05/protecting-you-against-phishing.html>

☆☆ Source: <https://cloud.google.com/blog/products/identity-security/beyond-passwords-a-roadmap-for-enhanced-user-security>

# Short, Shorter, Shortest Messaging

## Shortest

Everything you need to get anything done, now in one place: introducing Google Workspace.

## Shorter

Everything you need to get anything done, now in one place: introducing Google Workspace. Whether you're at home, at work, or in the classroom, it's the best way to create, communicate, and collaborate. Familiar tools; fewer distractions; more time to make things happen.

## Short

Everything you need to get anything done, now in one place: introducing Google Workspace. Whether you're at home, at work, or in the classroom, it's the best way to create, communicate, and collaborate. Google Workspace seamlessly brings together messaging, meetings, docs, and tasks—all built with trusted Google security and running on the cleanest global cloud. Familiar tools; fewer distractions; more time to make it happen.



# Promotional Content Guidelines & Policies

# Logos & Usage



Primary color logo should be used whenever possible and is the principle brand asset. The primary wordmark combines the product name with Google colors.

*Default brand element*  
*Web Navigation*  
*Mostly print and screen applications*



Secondary logo to be used on light backgrounds if Primary color isn't necessary.

*Mostly print and screen applications*



Secondary logo to be used on dark backgrounds if Primary color isn't necessary.

*Mostly print and screen applications*



Use Super G icon when space is limited and you cannot fit the entire Google Workspace wordmark. Always use in conjunction with Google Workspace in copy.

*Web favicon*  
*Social media avatar*  
*Support Help Center*  
*Search preview*

# Product Icons & Lockup



Gmail



Calendar



Drive



\*Editors\*



Google Meet\*\*



Docs



Sheets



Slides



Sites



Forms



Google Keep\*\*



Chat



Voice



Admin




5 Icon Lockup

## Don'ts


Our lockups are the go-to-branding element and cornerstone of Google Workspace identity. Therefore, we care about them and how they are used.

Here are a few examples of what not to do with them.




 **DON'T** change **ANY** colors in the logo or icon.




 **DON'T** resize individual elements in a lockup or stack.



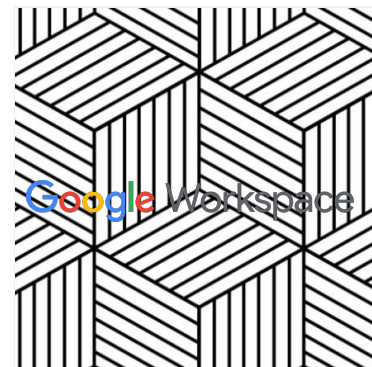
 **DON'T** use primary color wordmark on a competing background.




 **DON'T** use a grey logo on a dark background.



 **DON'T** use logo on photography.



 **DON'T** place a full-color wordmark on a patterned background.

# Thank You