

Logo Guidance

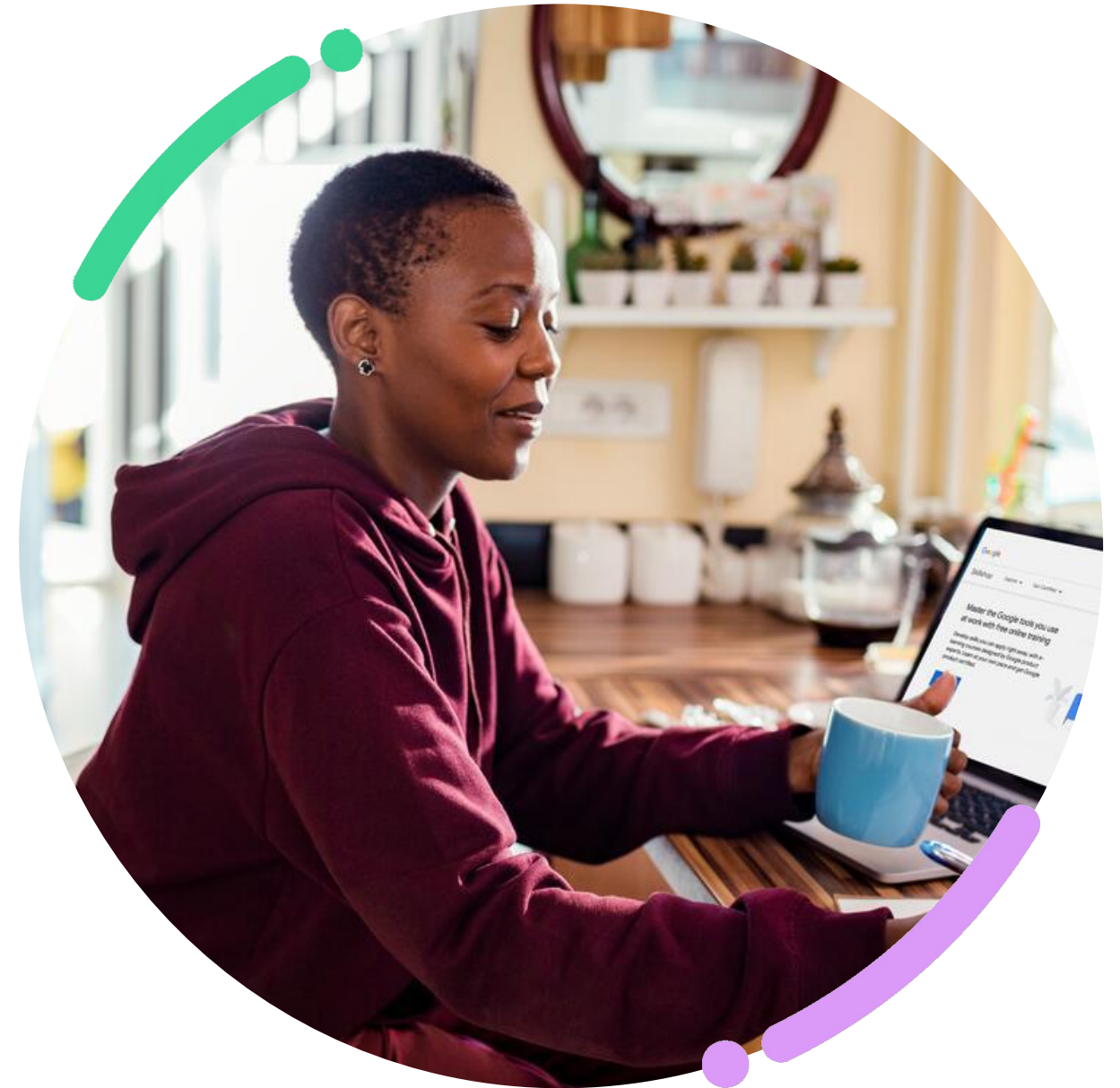


Privacy
Sandbox

Introduction

We are living through one of the most exciting evolutions in the history of the internet. The way we see, connect and interact with content from businesses is being totally reimaged in order to provide utility for businesses, whilst also ensuring that people's privacy is protected – the first time ever privacy has been at the heart of the way the internet operates.

The following pages contain guidance on how to incorporate Privacy Sandbox lockups alongside your owned assets.



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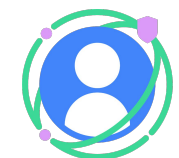
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Logo lockups



The logo components

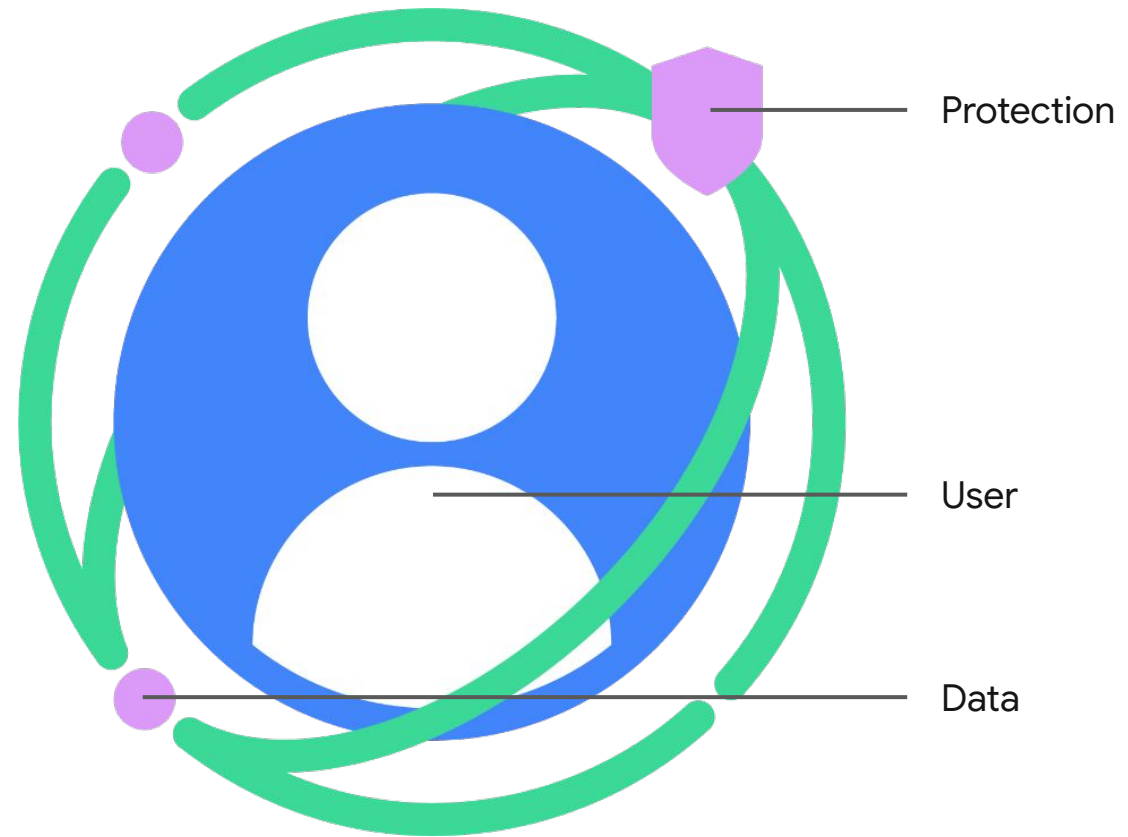
All logo versions can be found [here](#) as high res vectors and .pngs

The Privacy Sandbox roundel symbolizes user security, protection, and data.

The user is at the core of everything we do.

They are surrounded by two force fields of dot / dash lines, representing data movement along a fixed and controlled route.

The inclusion of the shield that conveys the concept of this data traveling safely, with the privacy of the person intentionally protected.



Primary logo lockups

These lockups should be used for events, promotional materials / handouts, social content and on all documents pertaining to Privacy Sandbox.

Stacked Horizontal Primary Logo lockup



**Privacy
Sandbox**

Horizontal Primary Logo lock up



Privacy Sandbox

Secondary logo lockups

This is smaller logo lockup should only be used when space is extremely limited and should not be used in place of the primary logos.

The secondary logo can be used when space is limited to a small 1:1 area in which the wordmark is still needed on the asset (ex: merchandise, deck presentations, documents, etc.).



Privacy Sandbox

Clear space guidelines

The minimum amount of space around the Privacy Sandbox logo should be the width/height of the head on the Privacy Sandbox profile icon.

The clear space should scale proportionally with the size of the logo.

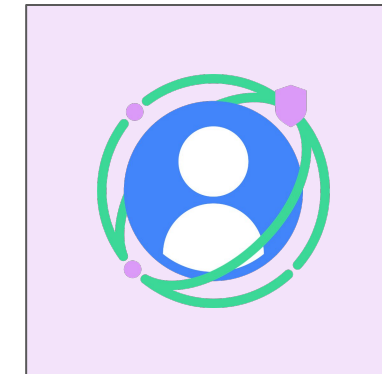
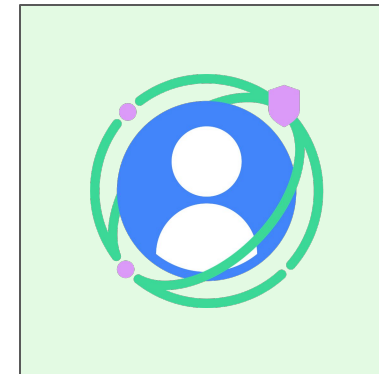
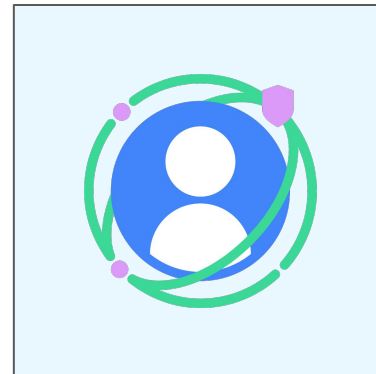


Do's & Don'ts



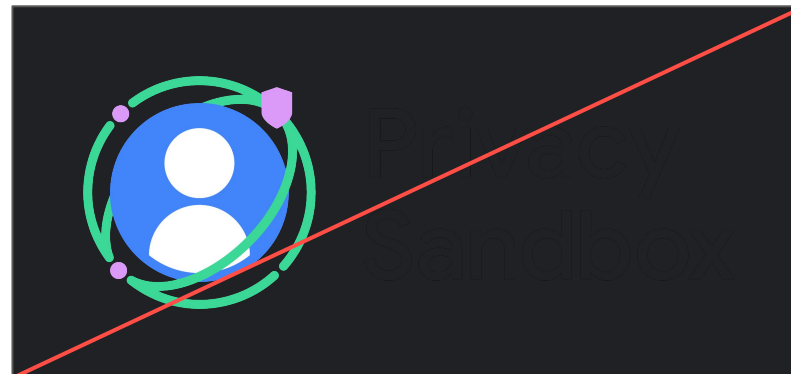
DO

Use white as a background color when placing the full color logo.



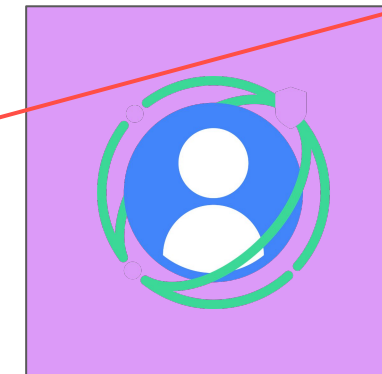
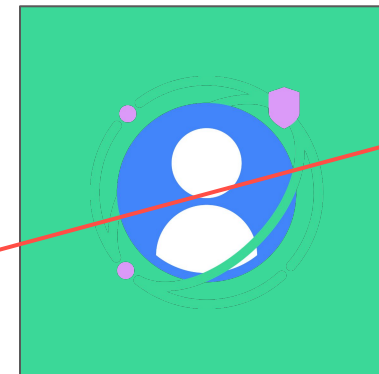
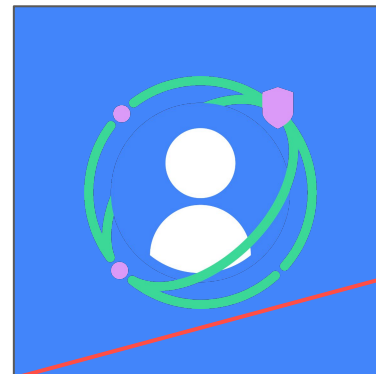
DO

Use Pale Blue, Pale Green and Pale Purple as a background color when placing the full color logo.



DO NOT

Use black as a background color when placing the full color logo.



DO NOT

Use darker Privacy Sandbox colors as a background color when placing the full color logo.

Do's & Don'ts



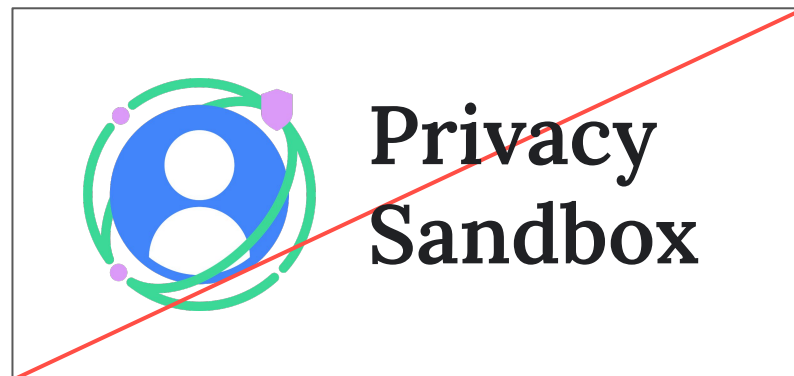
DO NOT
Horizontally stretch



DO NOT
Vertically stretch



DO NOT
Skew, distort or rotate



DO NOT
Use alternative typefaces



DO NOT
Deconstruct or create alternative versions



DO NOT
Use off-brand colors



Co-branding

This 'In support of' version of our Privacy Sandbox logo can be utilised in spaces of co-branding, or showing alignment with Privacy Sandbox in partner communications.



In support of
**Privacy
Sandbox**

Color palette



Core palette

Privacy Blue
#4285fa

Primary use for framing,
borders and highlighting key
words

Privacy Purple
#dc9af8

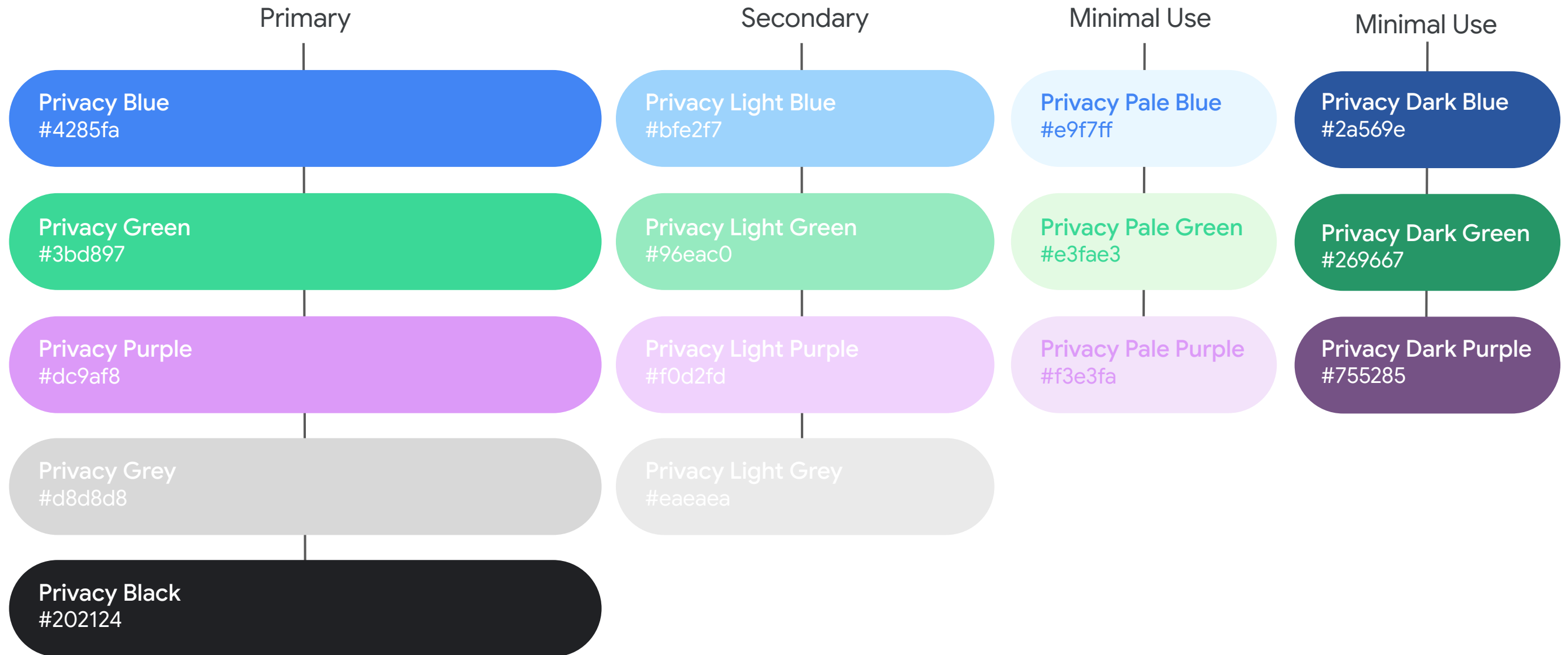
For tertiary accent color only

Privacy Green
#3bd897

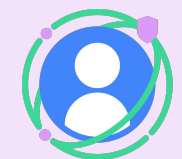
Privacy Black
#202124

For use on all text

Full palette



Typography



Typography

Google Sans Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@\$£%!.,:;(-)

Google Sans Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@\$£%!.,:;(-)

Different fonts for different purposes

Headline

Google Sans Semi Bold

Secondary headline

Google Sans Semi Bold

Body Copy

Google Sans Normal

Description Body Copy

Google Sans Normal

Description Header

Google Sans Semi Bold

Smaller Descriptions

Google Sans Normal

**Happy
creating!**



**Privacy
Sandbox**