



# Logo Guidance



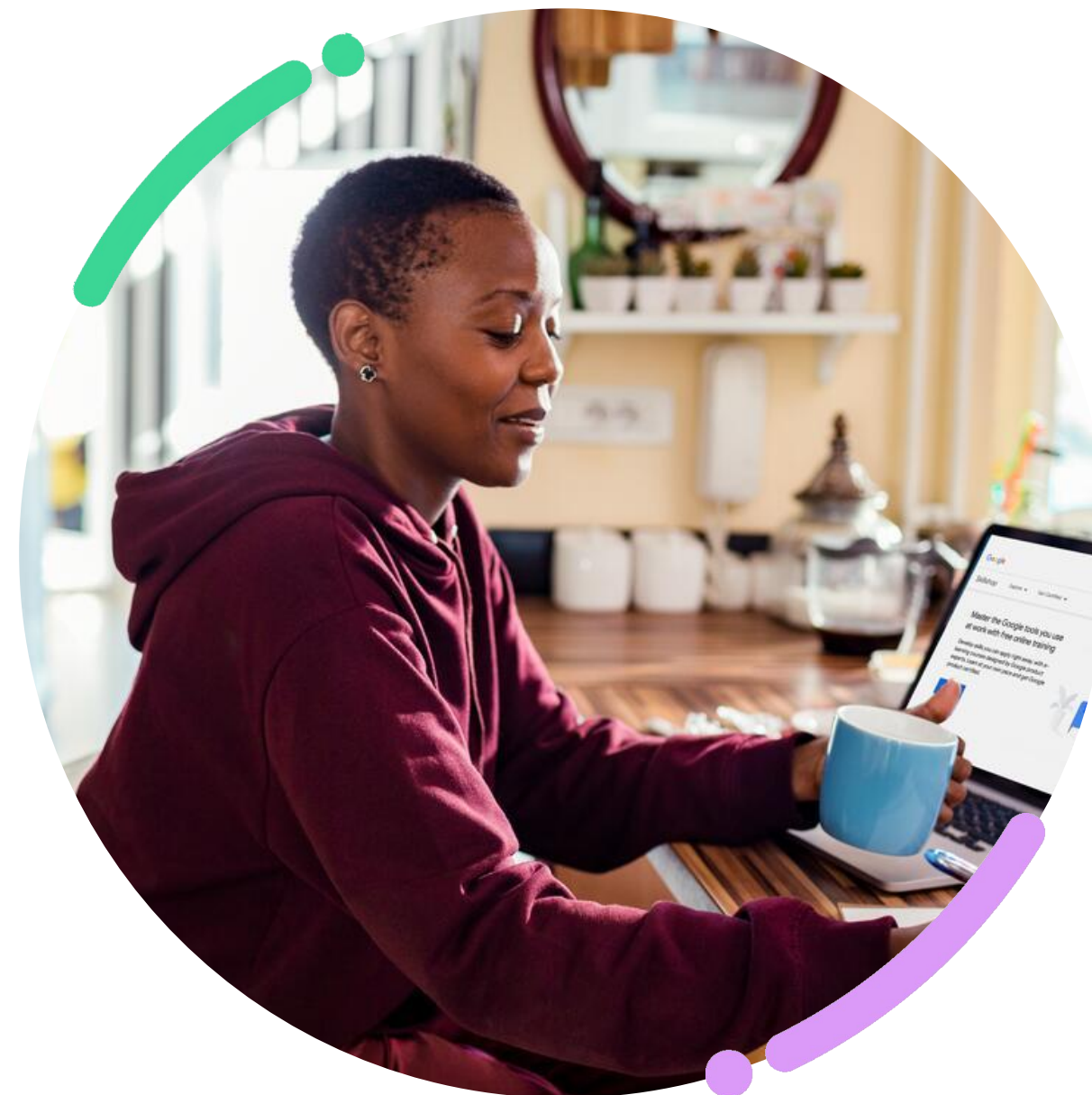
# Privacy Sandbox



# 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 reimagined 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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# Logo lockups

# The logo components

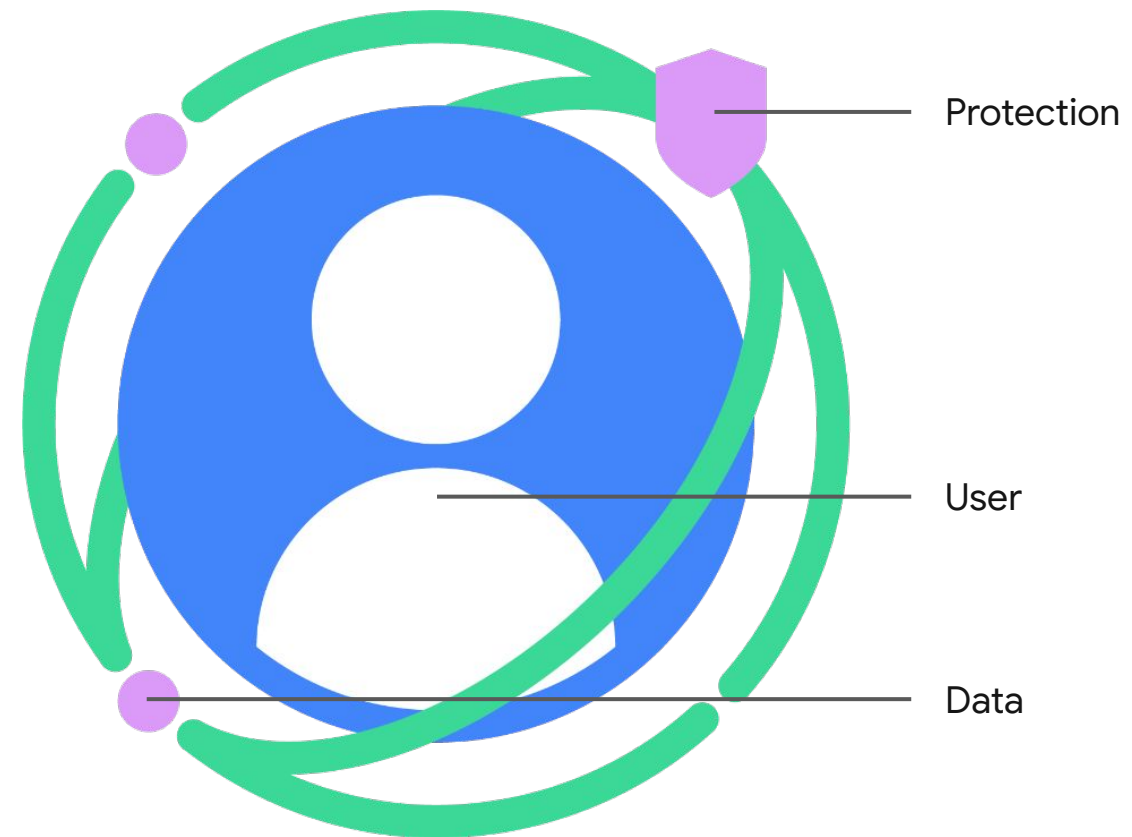
All logo versions can be found [here](#) as high res vectors and .pngs

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

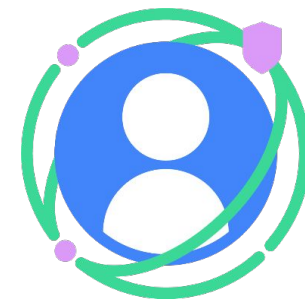
These lockups should be used for events, promotional materials / handouts, social content and on all documents pertaining to Privacy Sandbox.

Stacked Horizontal Primary Logo lockup

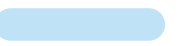


**Privacy  
Sandbox**

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.



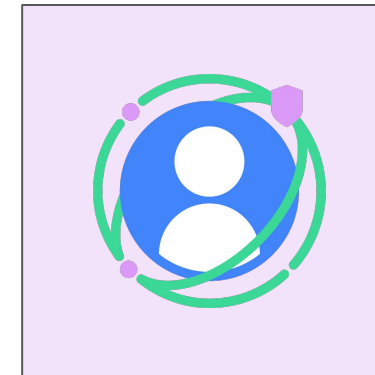
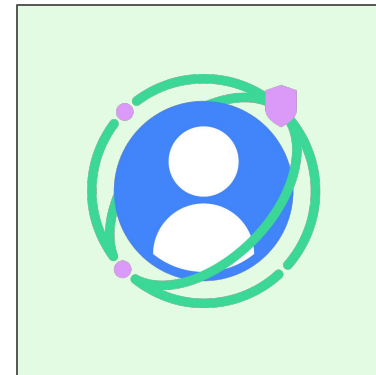
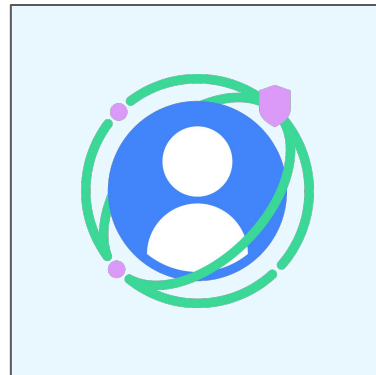


# Do's & Don'ts



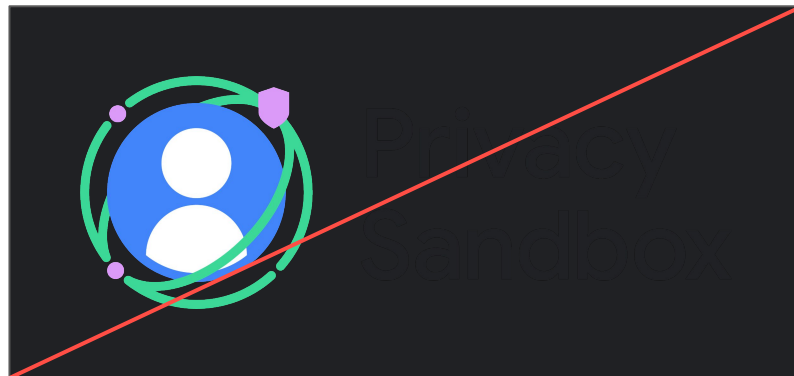
## DO

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



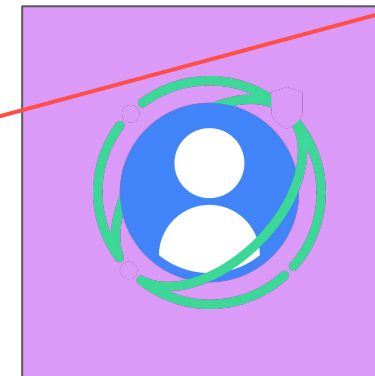
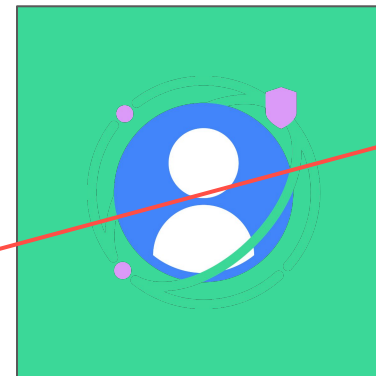
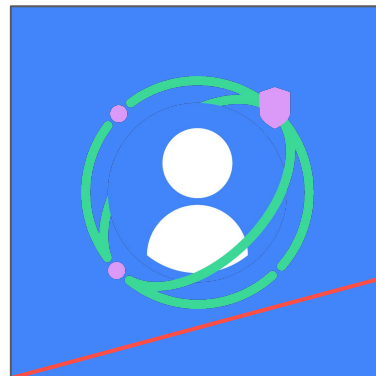
## DO

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



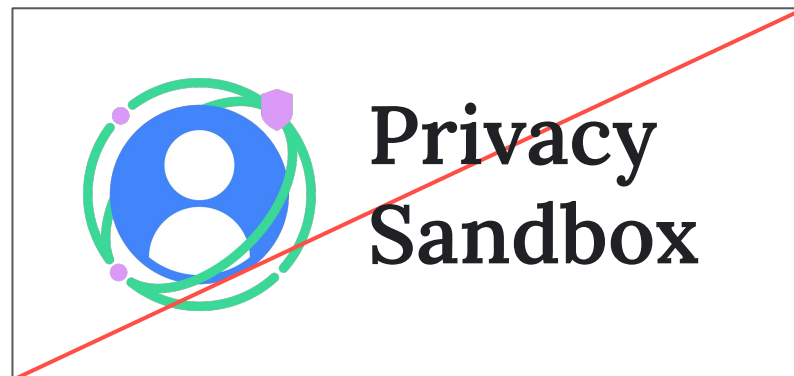
**DO NOT**  
Horizontally stretch



**DO NOT**  
Vertically stretch



**DO NOT**  
Skew, distort or rotate



**DO NOT**  
Use alternative typefaces



**DO NOT**  
Deconstruct or create alternative versions

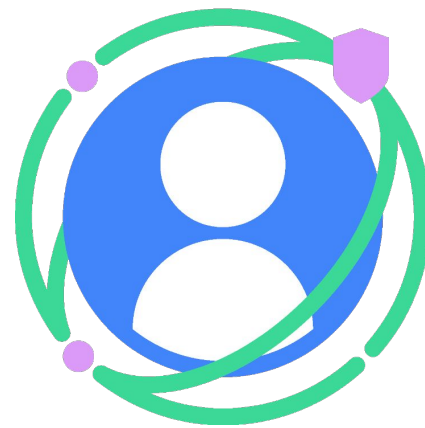


**DO NOT**  
Use off-brand colors



# 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.

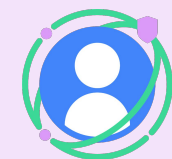


In support of  
**Privacy  
Sandbox**



Privacy  
Sandbox

# Color palette



# Core palette

Privacy Blue  
#4285fa

Privacy Green  
#3bd897

Privacy Purple  
#dc9af8

Privacy Black  
#202124

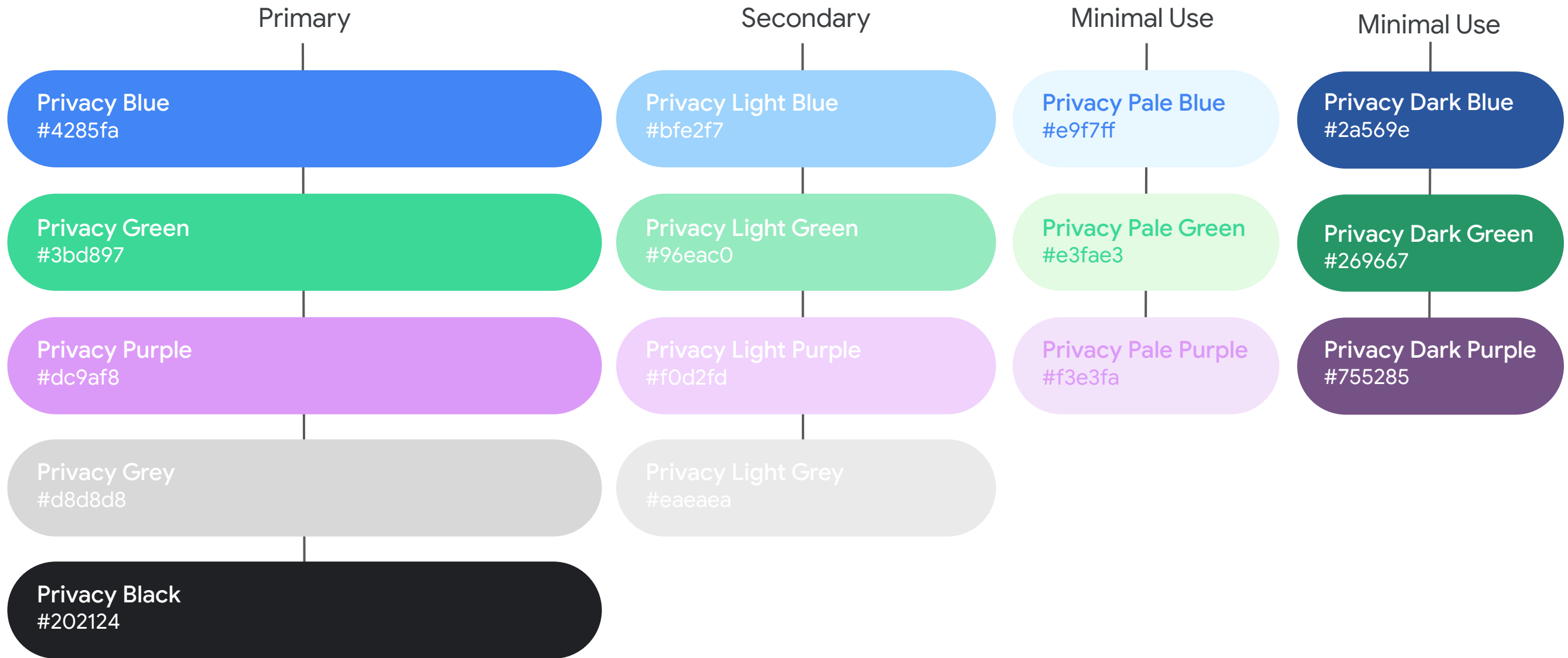
Primary use for  
framing, borders  
and highlighting  
key words

For use on all text

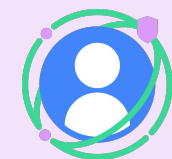


Privacy  
Sandbox

# 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

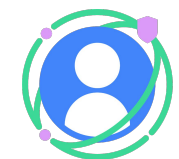
Description Header

**Google Sans Semi Bold**

Smaller Descriptions

Google Sans Normal

**Happy  
creating!**



**Privacy  
Sandbox**