This version may be shared externally with priority customers.

Google Cloud customer co-branding guidelines

Updated: October 2026



Google Cloud

Welcome to the Google Cloud customer co-branding guidelines.

As a priority Google Cloud customer, you may use our Google Cloud brand and product assets pending review and approval from the Google Cloud Brand & Creative team.

Please review this playbook to better understand our co-branding principles and how you can (or can't) use our brand assets, and ask your Google Cloud contact to submit all requests and mocks to the Cloud Brand team.

Before using!

If you're also part of our Google Cloud Partner Network program, please refer to our Google Cloud Partner brand guidelines in Partner Marketing Studio instead.

If you're looking for permission to use the **Google parent brand** name and/or assets, you will need to have your Google Cloud contact reach out to the Google Brand Studio team.

Guidelines

The rules of co-branding

This section outlines what customers can and can't do when it comes to co-branding, and what needs to be reviewed and approved by the Cloud Brand & Creative team.

Please read through each page carefully.

Go for it

Things *any* customer can do without additional approval

Ask first

Things a customer may be eligible to do but needs approval on first

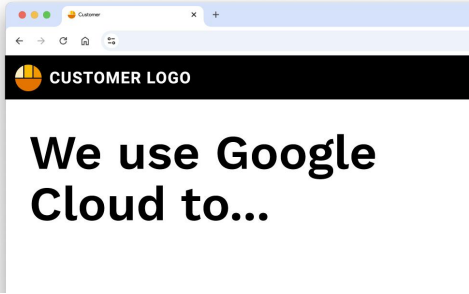
Don't do this

Things we ask customers to never do

Guidelines: Go for it

What you can always do

As long as you follow the guidelines and our general trademark rules, any customer can do the following things without needing to submit a request.



Any customer may include a plain text mention of our Google Cloud brand name and product name(s), link to our content, quote publicly available writings, and feature badges you've qualified for.

Be sure that any text mention is factually correct and represents the true nature of our business and relationship. Please don't imply there's a formal partnership with Google Cloud if/when that's not the case (i.e., has a Brand Partnership agreement in place vs. just a Supply agreement).

More details:

- Don't shorten our name to "GCP" or "GC" — always say "Google Cloud"
- Don't say "Google" (only) if the technology used was Google Cloud. (For approval to use "Google" attribution, please have your Google Cloud contact reach out to Google's Brand Studio.)
- Never translate "Google Cloud"
- If mentioning a product, be sure to set the context of it being from Google Cloud
- This usage does not require review or approval

Customer-led examples include: website copy, podcast mention, marketing collateral, blog posts, ebooks, social posts, blog posts. This excludes in-app and in-product instances.

Guidelines: Go for it

Text attributions

Not sure how to reference our brand and relationship in text? Please refer to these language examples and use cases.

Approved language	When to use it	Google Cloud's involvement
Built on Google Cloud *or* **Developed on Google Cloud**	When the customer uses **one or more** Google Cloud products, tools, or solutions.	Google Cloud has **not provided** any implementation guidance.
Built with Google Cloud	When the customer uses **multiple** Google Cloud products, tools, or solutions that are not AI specific.	Google Cloud **has provided** some/ minimal implementation guidance and/or edits to the product code.
Built with AI from Google Cloud	When the customer uses **multiple** Google Cloud products, tools, or solutions that are AI specific, but not solely Gemini.	Google Cloud **has provided** some/ minimal implementation guidance and/or edits to the product code.
Support from Google Cloud	For **charitable** activities and sponsorships only.	Google Cloud has provided a **substantial monetary donation**.

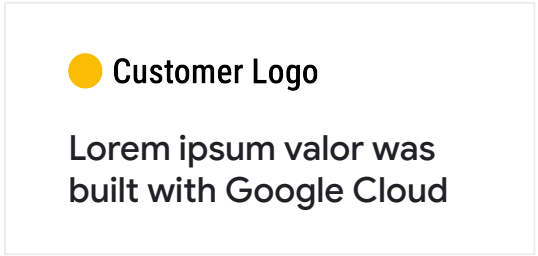
**** PLEASE DO NOT SAY:**

- **"Powered by..."**
  - This is meant for instances of true engineering co-creation between both the partner and Google Cloud and requires approval from the Google Cloud Brand & Creative team.
- **"...with Google Cloud AI"**
  - This is a misleading term as it implies that there is a product or product family that is specific to Google Cloud, which does not align with product truth.

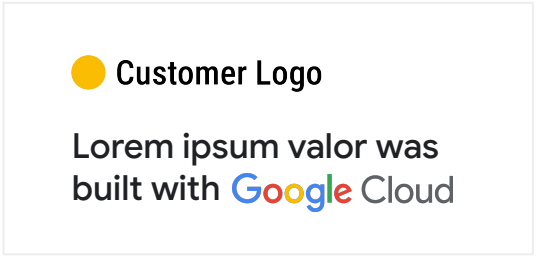
Guidelines: Go for it

Text attribution examples

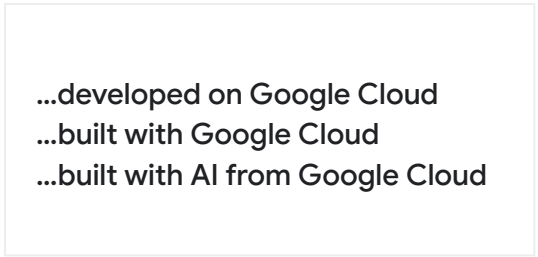
Here are a few examples of how this text attribution should come to life.



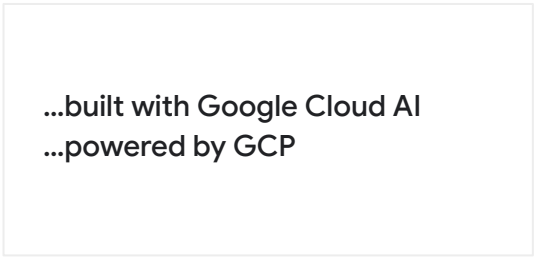
DO
Do use plain text in your headline or body copy to reference your relationship to Google Cloud.



DON'T
Don't put our branded assets in-line with text. Only use plain text.



DO
Do use approved text attributions to reference your relationship to Google Cloud.



DON'T
Don't use unapproved language such as "built on GCP" or "built with Google Cloud AI"

Guidelines: Ask first

What you need permission to do

Priority customers can request access to our brand elements for the stated use cases.

However, all requests must be reviewed and approved by the Cloud Brand & Creative team prior to going live. Please submit your requests to your Google Cloud contact.

Google Cloud branded assets include:

- The use of our Google Cloud logo, icon, and branded bylines



- Any usage of *The new way to cloud* lockup should be tied to a bespoke effort with Google Cloud, and will be reviewed by the Cloud brand team on a case-by-case basis

Customer-led examples include: videos, ads, press releases, events / speaking engagements, and integrated campaigns. Please note, any in-app or in-product instance requires additional approval from legal.

Guidelines: Ask first

Using our logo alongside yours

Here are a few rules of thumb when it comes to using our logo.

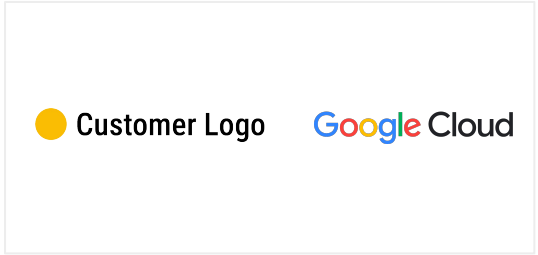
Be sure to also review the “incorrect logo usage” details on the following slides.



DO
Use our logo asset exactly as it was provided. Don’t modify it in any way including changing proportions, colors, fonts, and/or adding additional elements to it.



DO
Adhere to proper clear space around our logo. This should be equal to or greater than the height of the “Go” in Google Cloud. Don’t overcrowd things.



DO
Place your customer logo first, then Google Cloud’s, to signify that you are leading the effort. Please don’t use elements like ‘+’ or ‘|’ between the two logos.



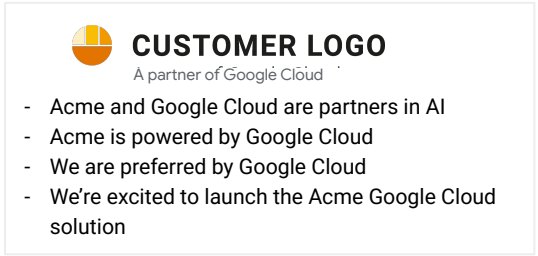
DO
Only use the full color logo on a white background. If the background is dark, please use the reverse logo instead.

Guidelines: Don't do this

What you can't ever do

Despite our relationship to the customer, these are instances where we would never allow co-branding.

Here are a few examples that will never be approved. So, please don't submit a request asking for permission to do any of these things. Instead, work with the customer to find an alternative route based on our guidelines.



DON'T
Don't use the Google Cloud name or brand elements in a way that misrepresents our relationship (e.g., implies an affiliation, endorsement, or sponsorship that is not true).



DON'T
Don't combine our brand name or logo with your brand or product name.



DON'T
Don't imitate our logo or visual identity (i.e., distinctive color combinations, graphic designs, font, etc.).

Guidelines: Don't do this

Incorrect logo usage

If you are granted access to use our logo, here are a few examples of what NOT to do with it.

DON'T

- Alter the scale, orientation, or weight of our logo
- Change the color of our logo
- Apply drop shadows or other special effects to our logo
- Place text or visual elements within the clear space of our logo
- Integrate our logo within text copy
- Place the full-color logo over images, patterns, or colorful backgrounds
- Create a new lockup using our brand elements
- Make one logo bigger than the other. They should feel equal in sizing and weight
- Include a symbol between our logos (i.e., | or +)
- Use the Super Cloud icon in lieu of our logo

Gemini

How do I reference Gemini?

The following plain text attribution language may be used by Google Cloud priority customers for marketing purposes only.

All in-product messaging requests must be submitted to the Cloud Brand & Creative team prior to use.

Please have your Google Cloud contact submit on your behalf.

The product attribution language depends on the method in which the customer accessed the AI tool / model.

If you accessed our AI through:	Use the following attribution language:
A standalone Gemini product (e.g., Gemini app, Gemini Code Assist, Gemini Code Assist, Gemini CLI)	*If the output is technology* → Built with Google Gemini *If the output is an image or video* → Made with Google Gemini
Only a Gemini model through Gemini platform, AI Studio, or an open source repository (e.g., Github)	Built with Google Gemini
A single, non-Gemini named model* through Gemini platform, AI Studio, or an open source repository (*Imagen, Lyria, Veo, etc.)	Made with Google [Named Model] (e.g., Made with Google Veo)
Multiple X-Google models across access points	Made with Google AI

Note: Please do not say "powered by [Gemini / Google AI / etc.]"

Are there Gemini assets I can use?

You can request access to the following Gemini assets: logo, wordmark, lockups, and 3P assets.

Please adhere to the usage guidance on the following slides. And be sure to submit all mocks to your Google Cloud contact for approval from the Cloud Brand & Creative team prior to use.

Reminder: The “Google Cloud with Gemini” asset should no longer be used.

Icon



Marketing logo



3P Type lockups









3P Badges







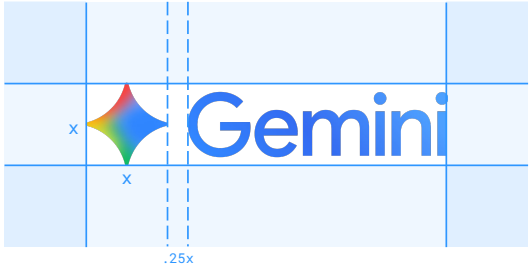


Using the Gemini logo

Here are a few rules of thumb when it comes to using our Gemini logo.



DO
Use our asset exactly as it was provided. Don't modify it in any way including changing proportions, colors, fonts, and/or adding additional elements to it.



DO
Adhere to proper logo clear space, which is based on the height and width of the Gemini "spark" icon and is applied all the way around the logo.



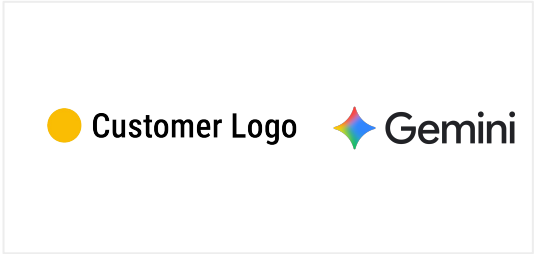
DO
Only use the full color logo on a white background. If the background is dark, please use the reverse logo instead.

Incorrect Gemini logo usage

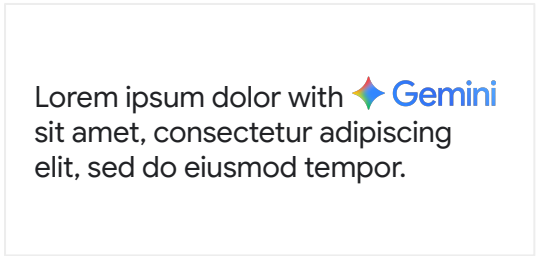
Here are a few things to avoid when using our Gemini logo.



DON'T
Don't modify the assets it in any way including changing proportions, colors, fonts, and/or adding additional elements to it.



DON'T
Don't use a Gemini asset for co-branding alongside your customer brand logo. Only use the Google Cloud logo.



DON'T
Don't use the Gemini logo in the middle of a header or other text copy. Instead, it should be used as a standalone graphic image with appropriate clear space.

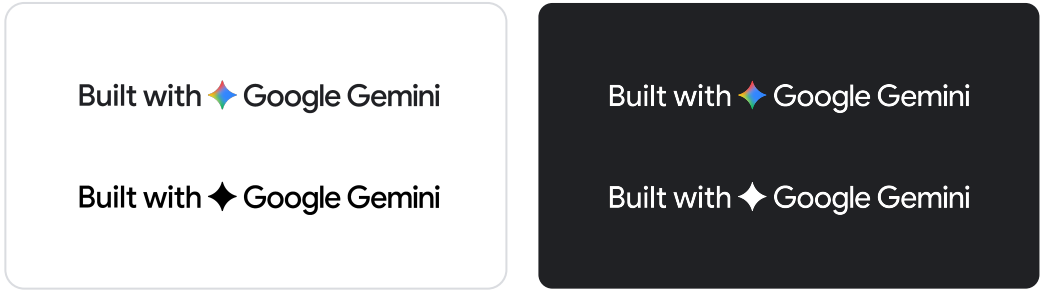
Gemini 3P type lockups

For marketing use only.

A 3P Type lockup should only be used when you used Gemini as the primary technology *and* accessed it through a standalone Gemini product (e.g., the Gemini app, Gemini Code Assist, Gemini CLI).

The Gemini 3P Type lockups come in a few color variations. If you're using it over a busy background, consider using the 3P Badge instead and filling the container shape with white or black.

If the output is technology:



If the output is gen media (e.g., image, video):



Gemini 3P type lockup clear space

For marketing use only.

You may use a Gemini 3P type lockup alongside or below your Gemini-built customer product logo, but not your customer company logo.

When using it with your product logo, ensure the space between your logo and the type lockup is twice the width of the spark and sized correctly.



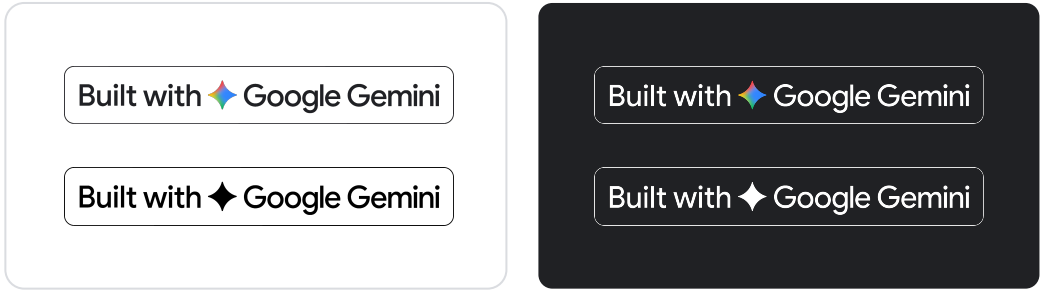
Gemini 3P badges

For marketing use only.*

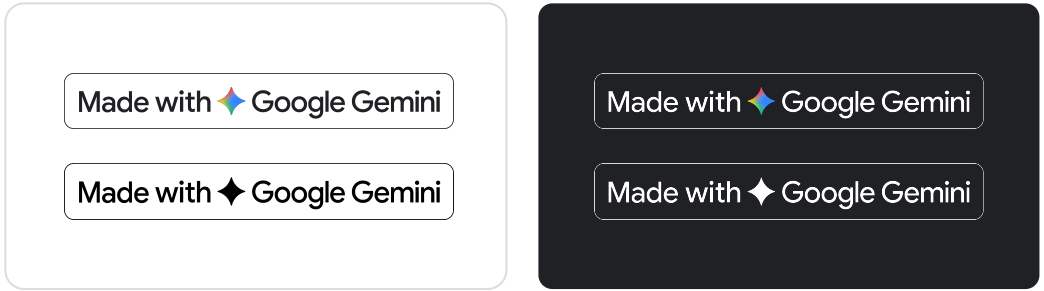
A 3P Badge should only be used when you used Gemini as the primary technology *and* accessed it through a standalone Gemini product (e.g., the Gemini app, Gemini Code Assist, Gemini CLI).

The Gemini 3P Badges come in a few color variations. If you're using it over a busy background, fill in the container shape with white or black.

If the output is technology:



If the output is gen media (e.g., image, video):

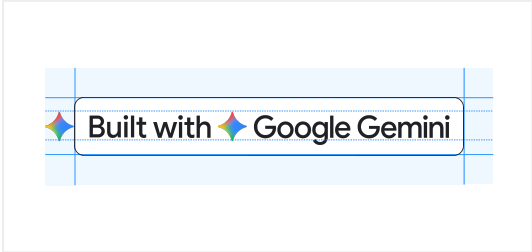


Gemini

Using the Gemini 3P Type lockups & Badges

Here are a few rules of thumb when it comes to using our Gemini 3P type lockups and badges.

Please note, all usage must be submitted for review and approval by the Cloud Brand & Creative team.



DO
Adhere to proper badge clear space, which is based on the height and width of the Gemini “spark” icon and is applied all the way around the badge.



DO
Use the “Built with” 3P badge when marketing your tech solution that was built with Gemini. (This does not apply to any in-product usage.)



DO
You may use the 3P type lockup alongside or below your product brand logo — but not your company brand logo. Ensure there’s proper clear space, which is 2X the height and width of the Gemini “spark” icon.



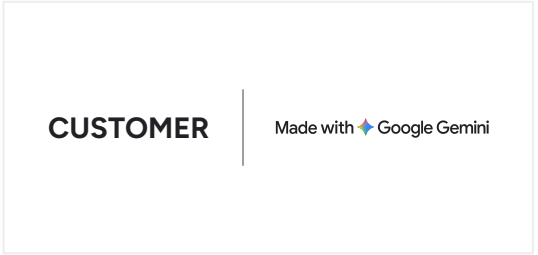
DO
Use the “Made with” 3P badge when promoting a creative output (film, images) that was made with Gemini.

Incorrect Gemini 3P Type lockup & Badge usage

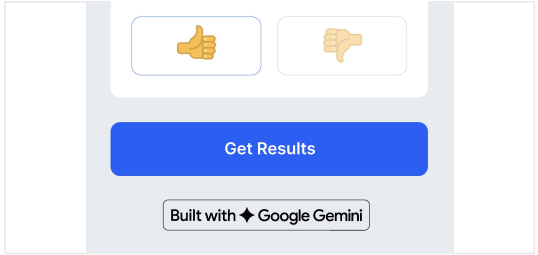
Here are a few things to avoid when using our Gemini 3P type lockups and badges.



DON'T
Don't use the 3P badge with your company brand logo. It can only be used with your product logo.



DON'T
Don't use the 3P type lockup with your company brand logo. It can only be used alongside your product logo.



DON'T
Don't place a 3P badge or type lockup in-product. (Exceptions may be granted by the Cloud Brand & Creative team upon request.)



DON'T
Don't alter the 3P asset design (layout, proportions, color, etc.).

Resources

Still have questions?

Reach out to your Google Cloud contact for additional support.

Thank you



Google Cloud