



**Brand Guidelines for Developers**  
May 2018

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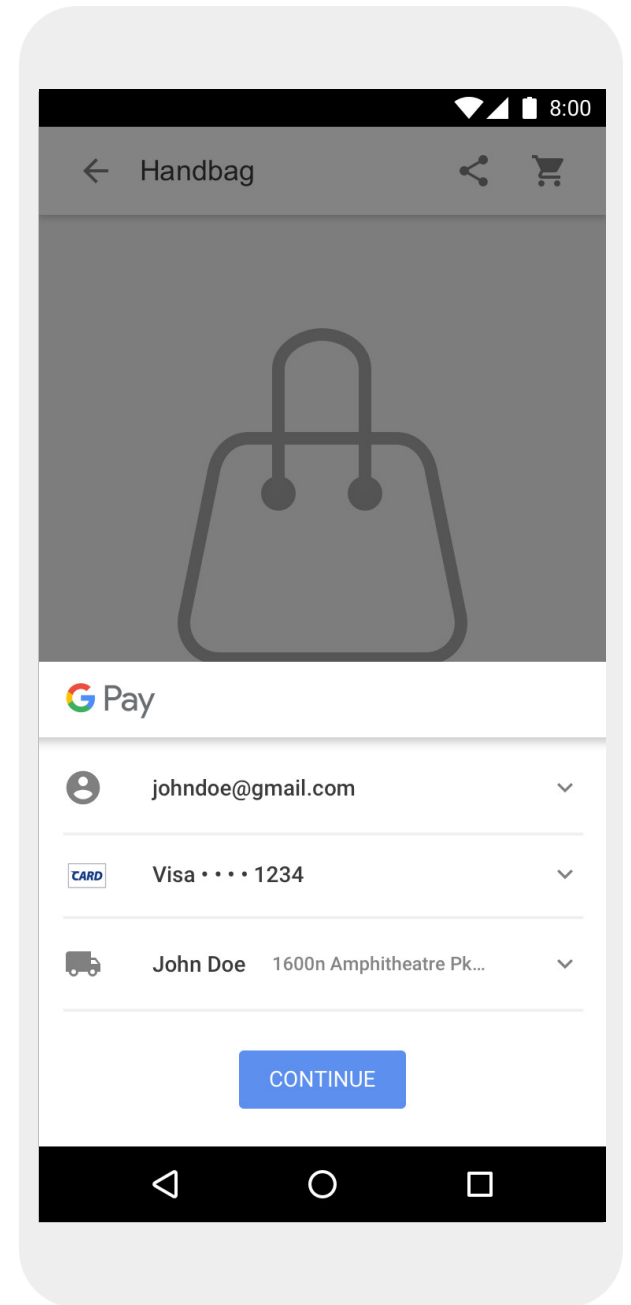
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# Overview

Use these guidelines when you're ready to implement the Google Pay API within your app. You'll find detailed instructions for using the Google Pay buttons, logo, mark, and text in your UI. Follow these guidelines closely to provide the best experience for your users and uphold the integrity of the Google Pay brand.



# Google Pay Payment Button: Buy with Google Pay

The “Buy with Google Pay” payment button should always call the Google Pay API. The Google Pay API surfaces the payment sheet where users can select their payment method and shipping information.

## Size

Adjust the height and width of the payment button so the size is consistent with the size of the other payment buttons on the page. The Google Pay payment button can be equal to or larger than other payment buttons. Do not make it smaller than other payment buttons.

## Style

Google Pay payment buttons are available in three variations: black, white, and white with an outline. Each variation comes with and without the “Buy with” text. Payment buttons with localized versions of the “Buy with” text are provided. Do not create buttons with your own localized text.

## [Download all Google Pay assets](#)



### Black

Use black buttons on white or light backgrounds to provide contrast.

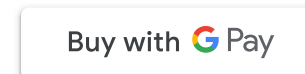
Do not use black buttons on dark backgrounds; use white buttons instead.

8 DP



### Clear Space

Always maintain the minimum clear space of **8 dp** on all sides of the payment button. Ensure the clear space is never broken with graphics or text.



### White

Use white buttons on dark or colorful backgrounds.

Do not use white buttons on white or light backgrounds; use black buttons or white buttons with an outline instead.

MIN WIDTH: 152 DP



### Minimum width

All Google Pay payment buttons should have a minimum width of **152 dp**.



### White with an outline

Use white buttons with an outline as an alternative to black buttons on white or light backgrounds.

Do not use white buttons with an outline on dark or colorful backgrounds; use white buttons instead.

MIN HEIGHT: 36 DP



### Minimum height

All Google Pay payment buttons should have a minimum height of **36 dp**.

# Google Pay Payment Button



## Do

- Use only the Google Pay buttons provided by Google.
- Use Google Pay buttons to surface the payment sheet and initiate the payment flow.
- Use the same style of button throughout your app.
- Ensure the size of Google Pay buttons remains equal to or larger than other buttons.
- Ensure you choose a button color that contrasts with your background.



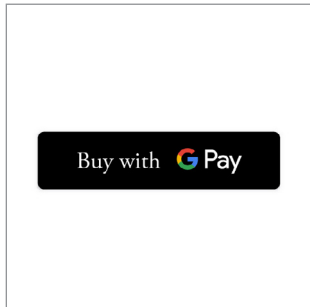
## Don't

- Do not create your own Google Pay buttons or alter the font, color, button radius, or padding within the button in any way.
- Do not use Google Pay payment buttons to complete the payment flow or initiate any other action.
- Do not switch between color variations or versions with and without text.

# Keep the Brand Identity Consistent

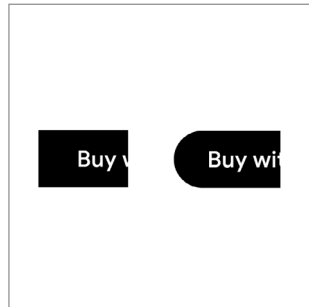


Do not create your own Google Pay buttons or alter the font, color, button radius, or padding within the button in any way.



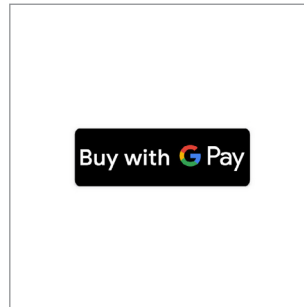
## Font

Do not use any other fonts in Google Pay buttons besides Google Sans in the approved setting.



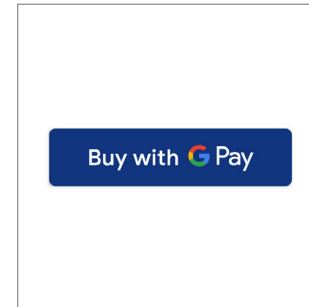
## Corner Radius

Do not adjust the corner radius of any Google Pay buttons. The correct corner radius for Google Pay buttons is 4dp.



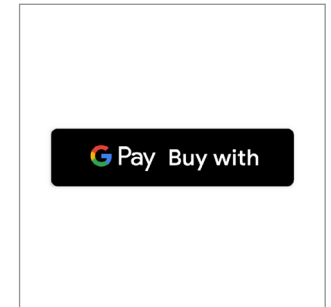
## Padding

Do not decrease the required padding amount. All Google Pay buttons must include 24 dp of horizontal padding on either side of the container.



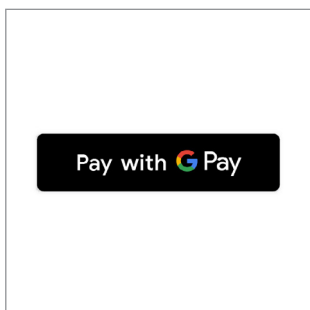
## Color

Do not use any other colors for the Google Pay button container besides the approved variations for use over white and non-white backgrounds.



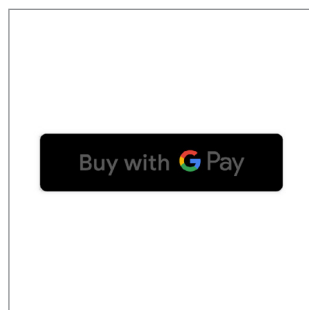
## Layout

Do not rearrange elements within the Google Pay buttons.



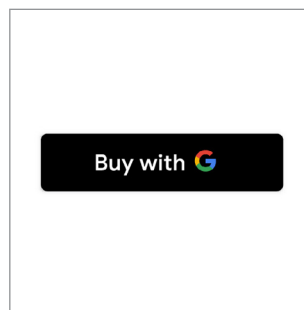
## Wording

Do not change the words within the Google Pay buttons.



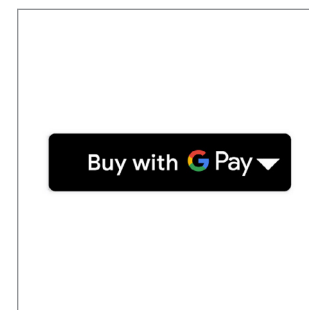
## Color

Do not change the color of the text within the approved Google Pay buttons.



## Components

Do not use the Google G alone.



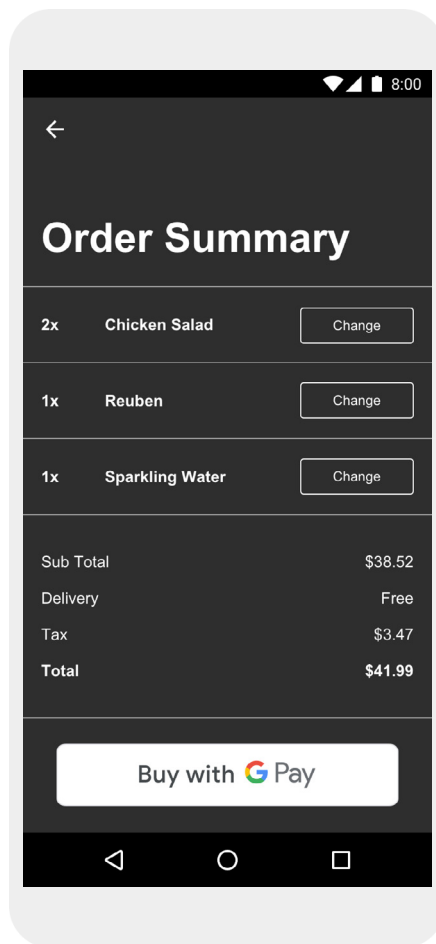
## Extra Elements

Do not add any additional elements to the approved Google Pay buttons.

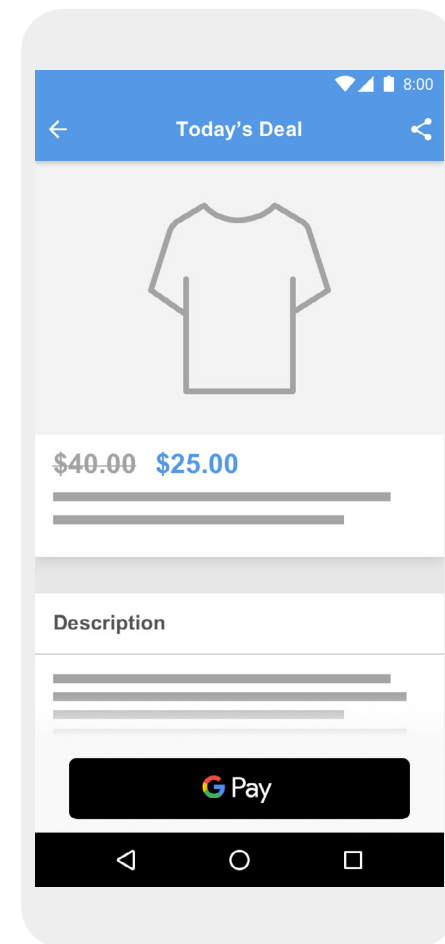
# Examples



If you're placing a Google Pay button alongside another button, make sure the Google Pay button is of equal size.



Always use the appropriate Google Pay button for the background on which it will appear.



When adjusting the Google Pay button to the space that it will be appearing, always maintain height, width, and padding rules.

# Google Pay Logo & Mark

Use either the Google Pay logo or the Google Pay mark when showing Google Pay as a payment option during your payment flows. Choose the option that best matches the way in which other payment options are displayed.

## Using the Google Pay logo



### Use the Google Pay logo with other brand logos

If you're using the full logos of other brands to indicate different payment options in your payment flow, favor the Google Pay logo over the Google Pay mark. Display "Google Pay" in text next to the logo if you're doing so for other brands. Do not add an outline to the Google Pay logo or alter it in any way. Use only the logo provided by Google.

### Clear space

Always maintain the minimum clear space of 8 dp on all sides of the Google Pay logo. Ensure the clear space is never broken with graphics or text.



### Size

The Google Pay logo has a minimum height of 20 dp. Adjust the height to match the other brand identities displayed in your payment flow. Do not make the Google Pay logo smaller than other brand identities.



## Using the Google Pay mark



### Use the Google Pay mark with other brand identities in "credit card" format

If you're using brand identities displayed in "credit card" format to indicate different payment options in your payment flow, favor the Google Pay mark over the Google Pay logo. Display "Google Pay" in text next to the mark if you're doing so for other brands. Do not change the color or weight of the mark's outline or alter the mark in any way. Use only the mark provided by Google.

### Clear space

Always maintain the minimum clear space of 8 dp on all sides of the Google Pay mark. Ensure the clear space is never broken with graphics or text.



### Size

The height of the Google Pay mark should match that of the other brand identities displayed in your payment flow. Do not make the Google Pay mark smaller than other brand identities.



# Google Pay Logo & Mark: Do's & Don'ts



## Do

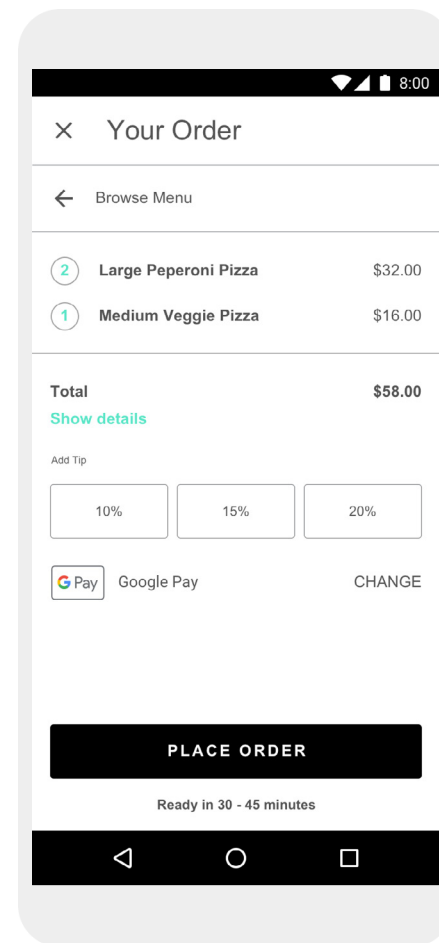
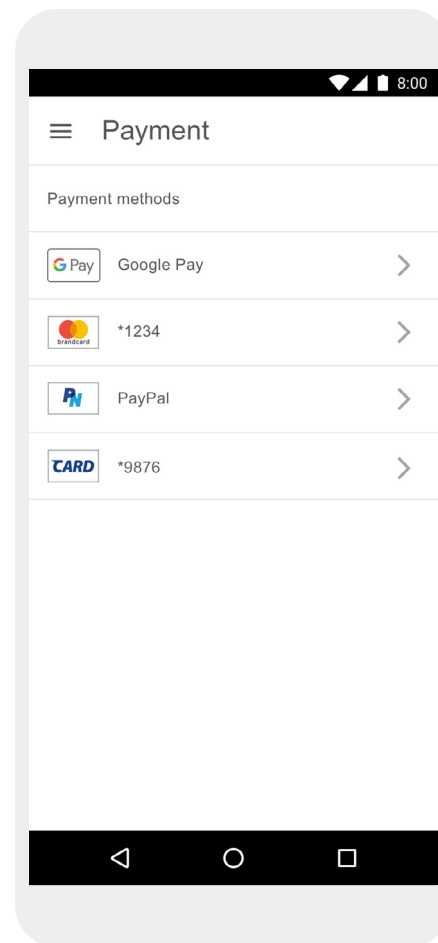
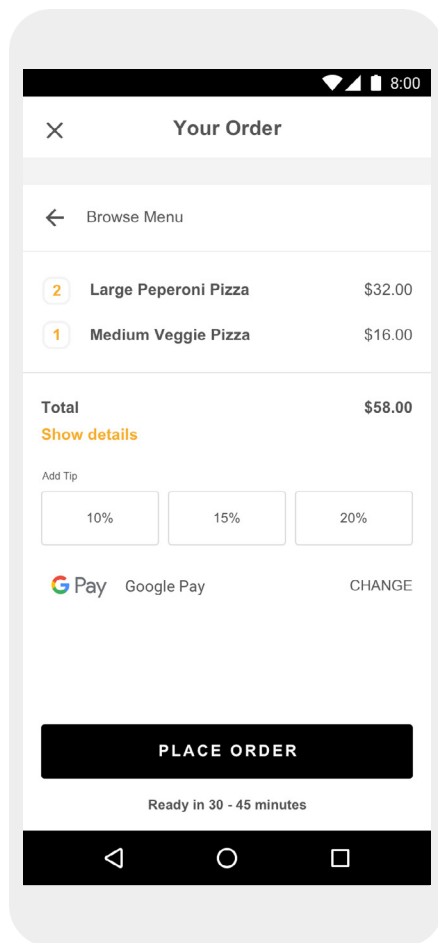
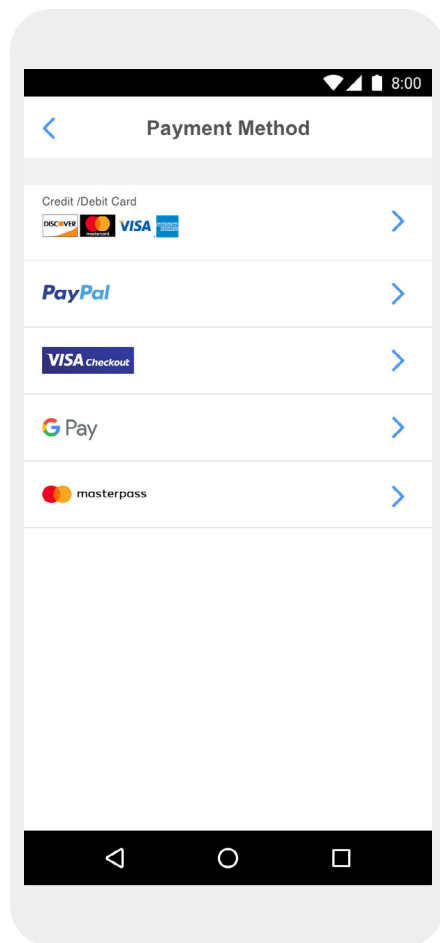
- Use only the Google Pay logo and mark provided by Google.
- Use the Google Pay logo or mark to indicate Google Pay as a payment options during payment flows.
- Choose the logo or mark that best matches the way in which other brand identities are displayed.



## Don't

- Do not create your own logo or mark or alter them in any way.
- Do not translate the word "Pay."
- Do not display the Google Pay logo or mark in a different or smaller size than the other payment options.

# Examples



If you're using logos to represent payment options, continue using the Google Pay logo throughout your buy flow.



If you're using the "credit card" format to represent payment options, continue using the Google Pay mark throughout your buy flow.

# Using Google Pay in Text

You may use text to indicate Google Pay as a payment option and to promote Google Pay in your marketing communications.

## **Capitalize the letters “G” and “P”**

Always use an uppercase “G” and an uppercase “P” followed by lowercase letters. Don’t capitalize the full name “GOOGLE PAY” unless matching the typographic style in your UI. Never use an uppercase “GOOGLE PAY” in your marketing communication.

## **Do not abbreviate Google Pay**

Always write out the words “Google” and “Pay.”

## **Match the style in your UI**

“Google Pay” should be set in the same font and typographic style as the rest of the text in your UI. Do not try to mimic Google’s typographic style.

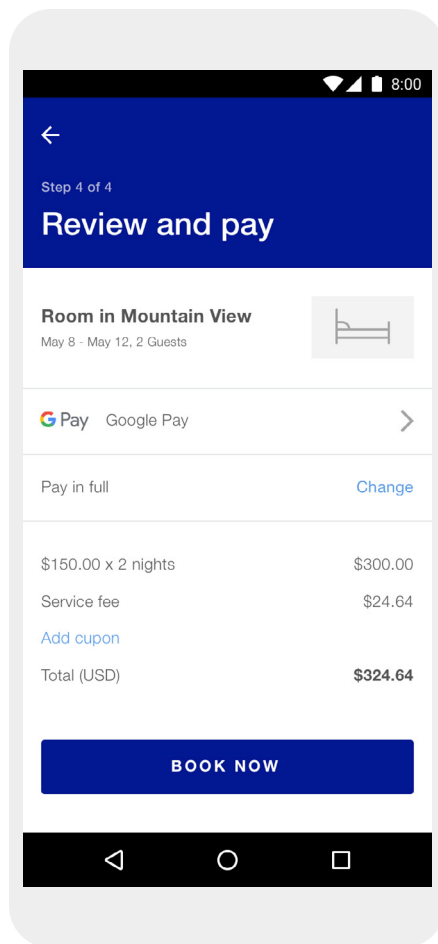
## **Do not translate Google Pay**

“Google Pay” should always be written in English. Do not translate it to another language.

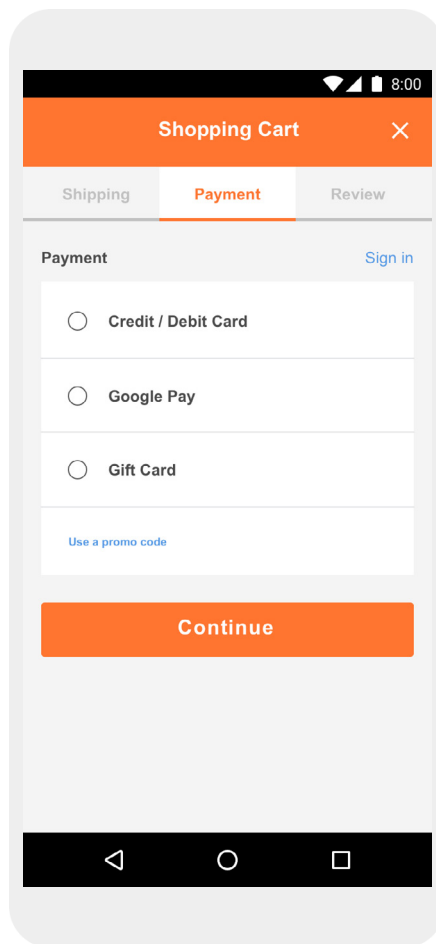
## **Use the trademark symbol the first time “Google Pay” appears in marketing communication**

When using “Google Pay” in your marketing communication, you’ll need to show the trademark symbol, ™, the first or most prominent time it appears. Do not use the trademark symbol when indicating Google Pay as a payment option in your UI.

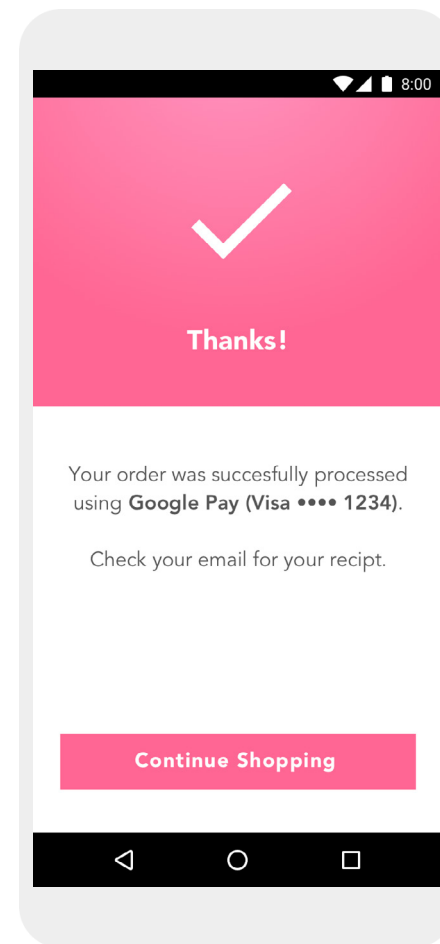
# Examples



"Google Pay" should be set in the same font and typographic style as the rest of the text in your UI.



If you aren't displaying logos for other payment options, "Google Pay" should be represented by text.



When displaying payment information on confirmation pages and email receipts, make sure you indicate the customer has paid with Google Pay.

# Google Pay Best Practices

Maximize your conversions by implementing checkout flows and payment sheets that allow customers to quickly and easily review their payment information and confirm their purchase.

## **Make Google Pay the primary payment option**

People like using Google Pay for faster checkout. Where possible, display the Google Pay button prominently, and consider making it the default or only payment option.

## **Let your customers make purchases without an account**

Account creation slows down the checkout process and can lead to abandoned carts. Use Google Pay to enable faster guest checkout. If you'd like your customers to create an account, allow them to do so after they complete their purchase.

## **Use Google Pay to initiate payment during cart checkout**

The Google Pay button brings up the payment sheet. On the payment sheet, customers can only select and confirm a single payment method and shipping address. Be sure to get all of the other information you need – such as an item's size, color, or quantity, the option to add a gift message or apply a promo code, or the ability to choose different shipping speeds and destinations for individual items – before you give customers the option to select the Google Pay button. If a customer doesn't provide the information needed, offer real-time feedback to let them know what's missing before bringing up the payment sheet.

## **Add the Google Pay button to product detail pages in addition to cart checkout**

Speed up single-item checkout by letting customers make individual purchases right from your product detail pages. If a customer chooses this option, be sure to exclude any other items they have in their shopping cart, since the payment sheet only lets them confirm their payment and shipping information.

## **Include Google Pay on confirmation pages and receipts**

When displaying payment information on confirmation pages and email receipts, make sure you indicate that the customer has paid with Google Pay. Never display full account numbers, expiration dates, or other payment method details to the user.

Here are a few examples:

“Network •••• 1234 with Google Pay”

“Network •••• 1234 (Google Pay)”

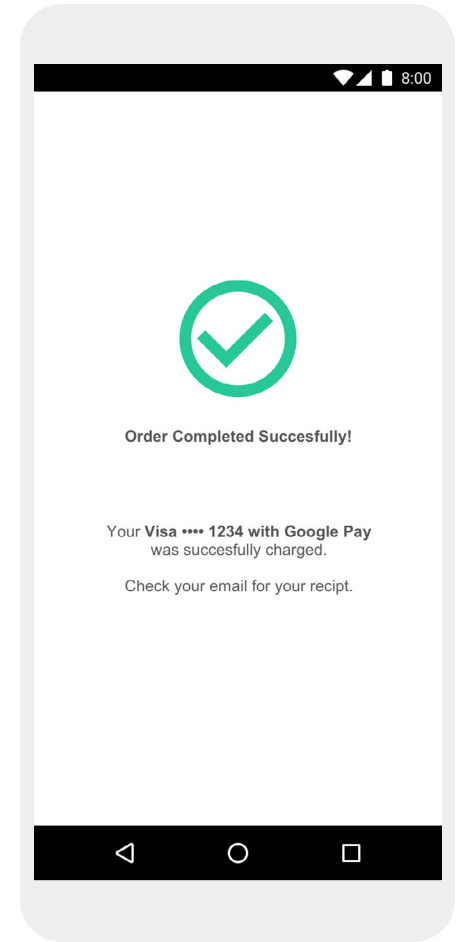
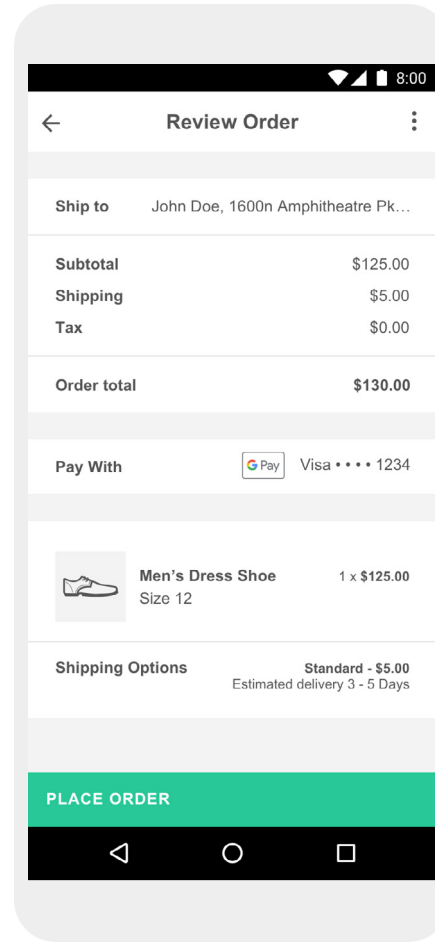
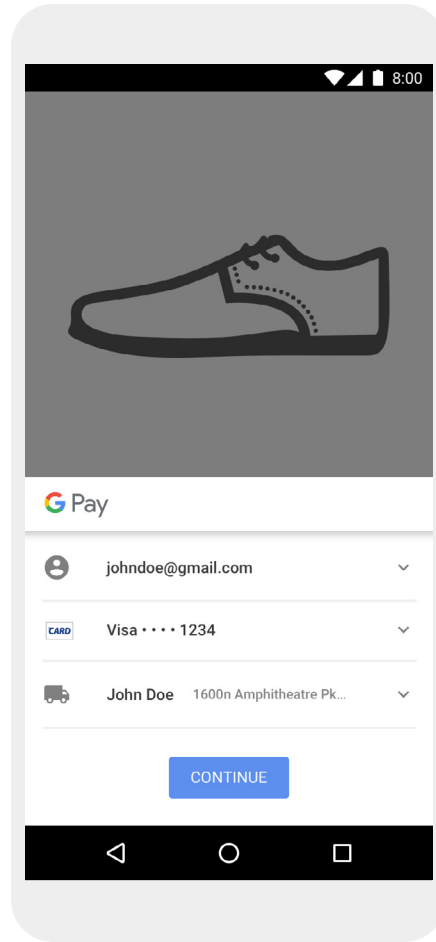
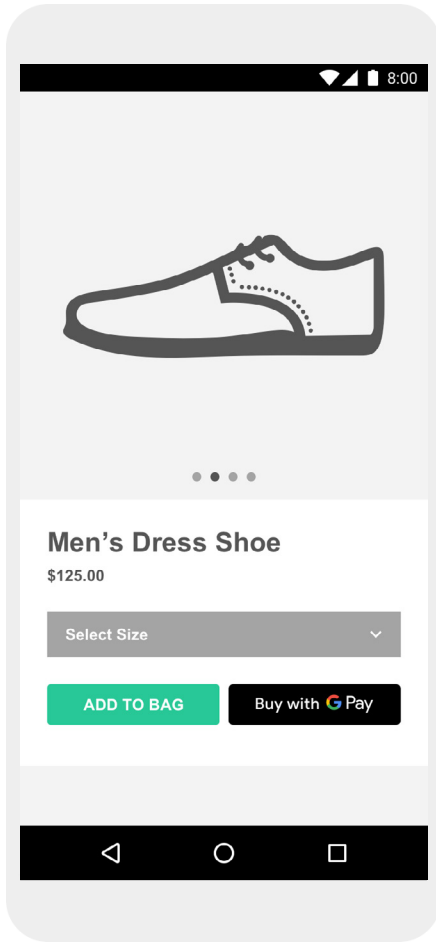
“Google Pay (Network •••• 1234)”


“PayPal abc...d@gmail.com with Google Pay”

“Payment method: Google Pay”

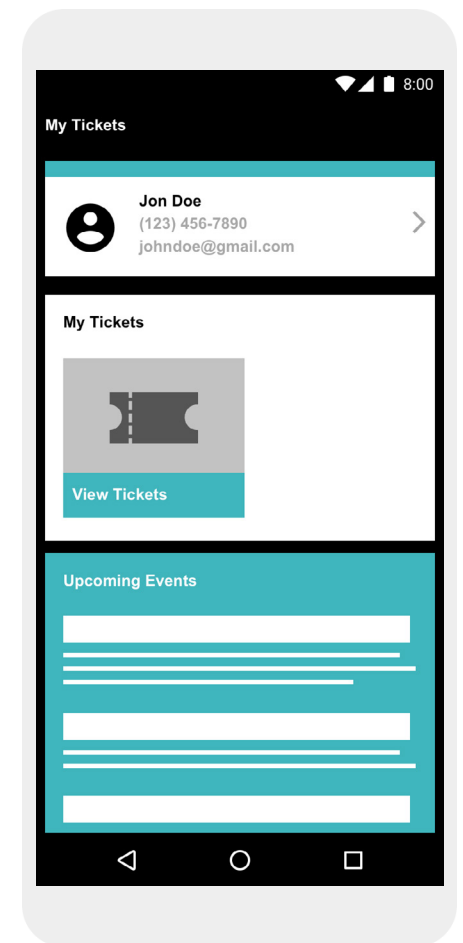
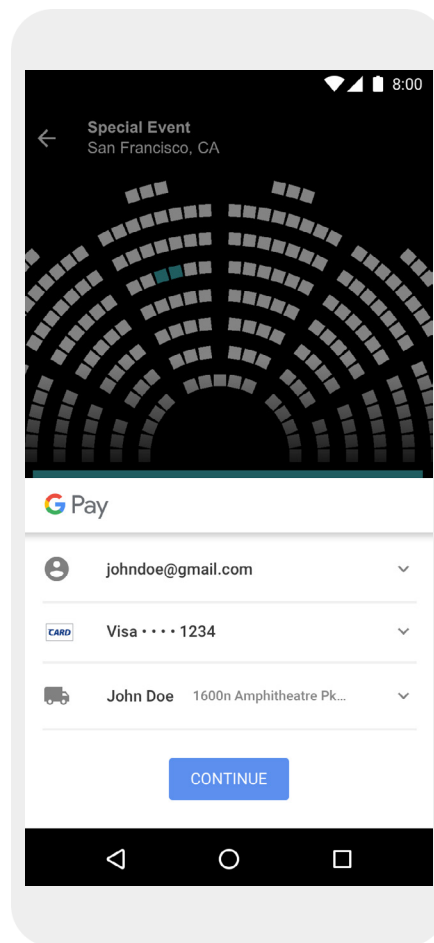
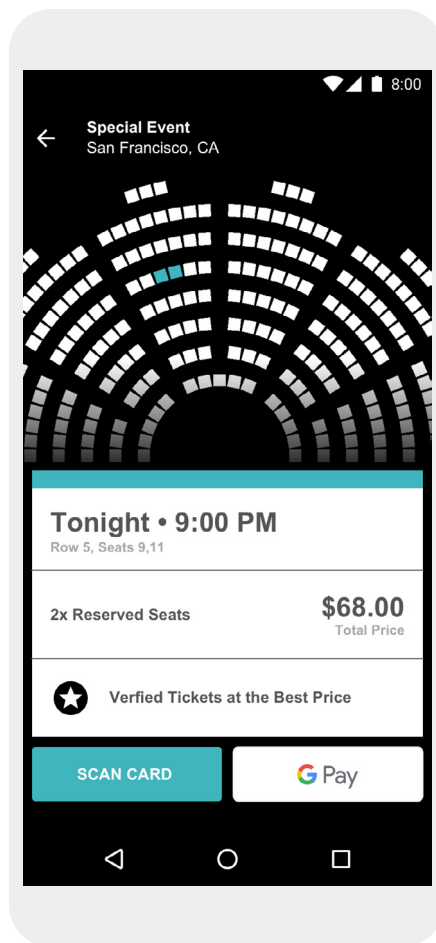
“Paid with Google Pay.”

# Examples



 The screens above represent a recommended Google Pay flow for a shopping cart experience.

# Examples



The screens above represent a recommended Google Pay flow for a ticket buying experience.

# Getting Approval

Once you've integrated the Google Pay API, you'll need to get approval for all of the places where you display or reference Google Pay within your UI in order to gain production access.

## **How to submit for approval:**

Request [Google Pay API Production Access](#) to submit your integration for review.

You will receive approval or feedback within 1 business day.





[g.co/pay/developers](https://g.co/pay/developers)