Chronicle
part of Google Cloud

Partners Logo Usage Guidelines

Google Cloud

Introduction

Purpose

The intent of this document is to maintain consistent and correct usage of the Chronicle logo, and to provide guidance for general usage for partners, and third-party vendors.
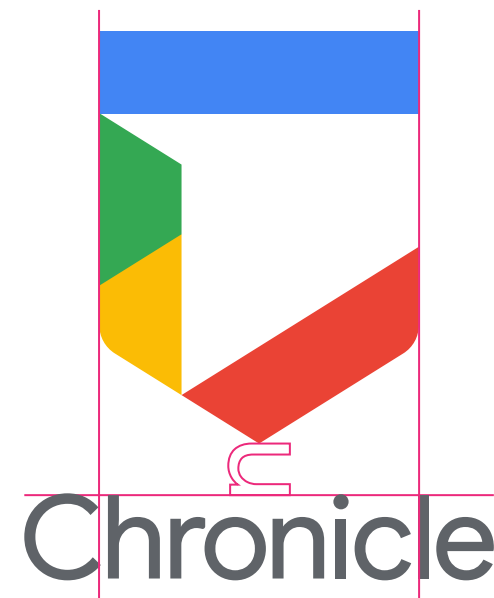
Chronicle logo lockups

The lockups use the "n" from the typemark to maintain a standard spacing between the two logo elements. Three formats are available.
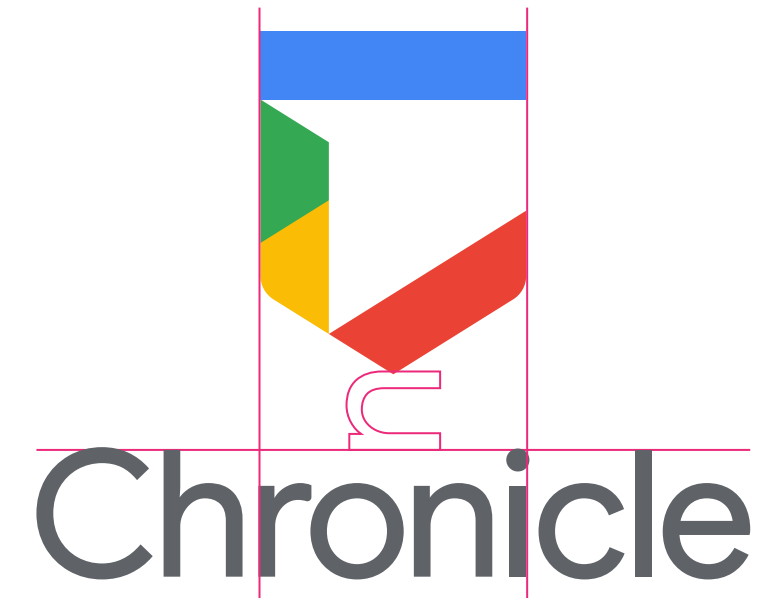
Horizontal lockup

nChronicle

Vertical lockup
Large symbol

Chronicle

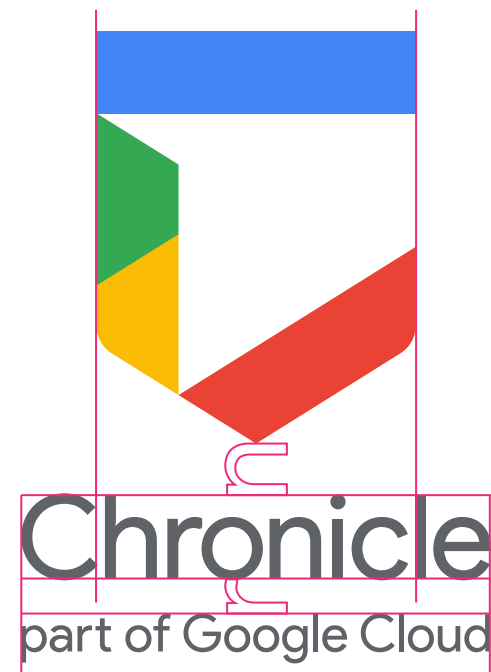**Vertical lockup**

Chronicle

Google Cloud

Chronicle-part of Google Cloud logo lockups

The lockups use the "n" from the typemark to maintain a standard spacing between the two logo elements. "part of Google Cloud" aligns with the widht of the "Chronicle" typemark and is spaced out using the "r".

Horizontal lockup

Vertical lockup
Large symbol

Vertical lockup

Google Cloud

Chronicle logo colors

All colors in the Chronicle logo use the Google brand colors with Google Gray 700.

Google blue core

HEX	#4285F4
RGB	R66 G133 B244
CMYK	C88 M40 Y0 K0
PMS	PMS 2173 C
	PMS 2193 UC

Google red core

HEX	#EA4335
RGB	R234 G67 B53
CMYK	C0 M87 Y89 K0
PMS	PMS 179 C
	PMS 179 UC

Google yellow core

HEX	#FBBC04
RGB	R251 G188 B4
CMYK	C0 M37 Y100 K0
PMS	PMS 7549 C
	PMS 7549 UC

Google green core

HEX	#34A853
RGB	R52 G168 B83
CMYK	C85 M0 Y92 K0
PMS	PMS 2257 C
	PMS 2271 UC

Google gray 700

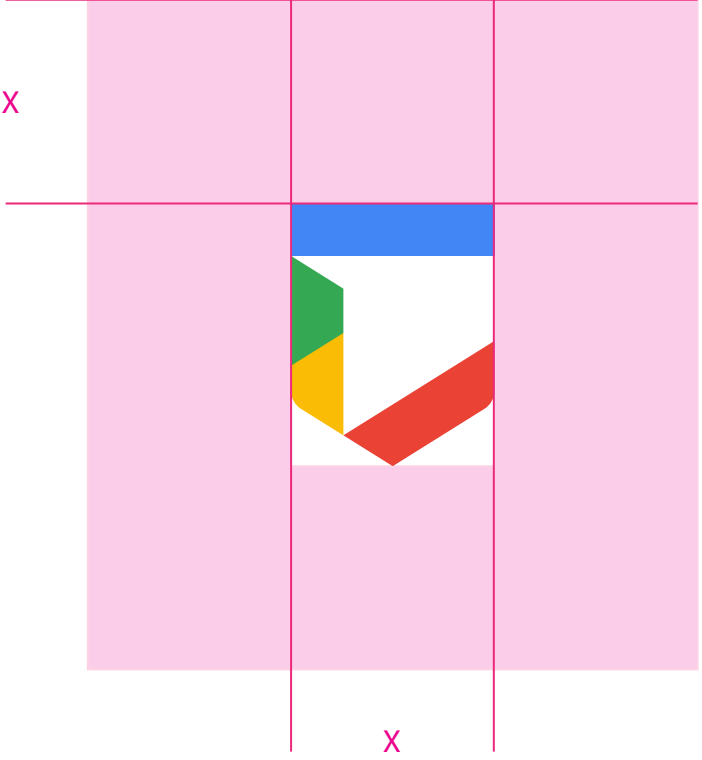|	
HEX	#5F6368
RGB	R95 G99 B104
CMYK	C5 M0 Y0 K70
PMS	PMS 424 C
	PMS 424 UC

Google Cloud

Clearspace

Clearspace is defined by the square created by the space between the width of the symbol.

x

x

Chronicle

Symbol only

x

x

Vertical lockup
Large Symbol

x

x

Chronicle

Vertical lockup

x

x

Chronicle

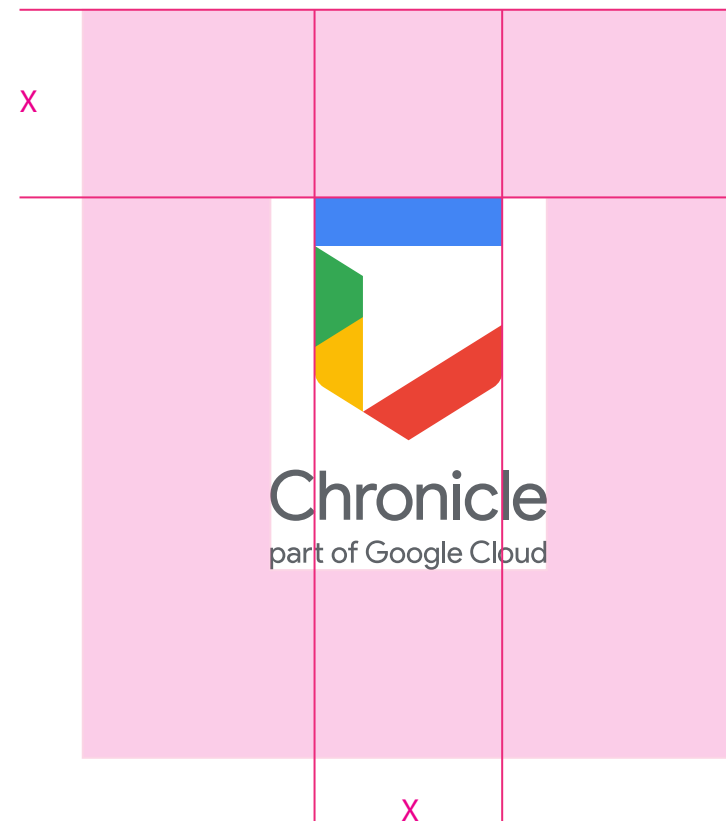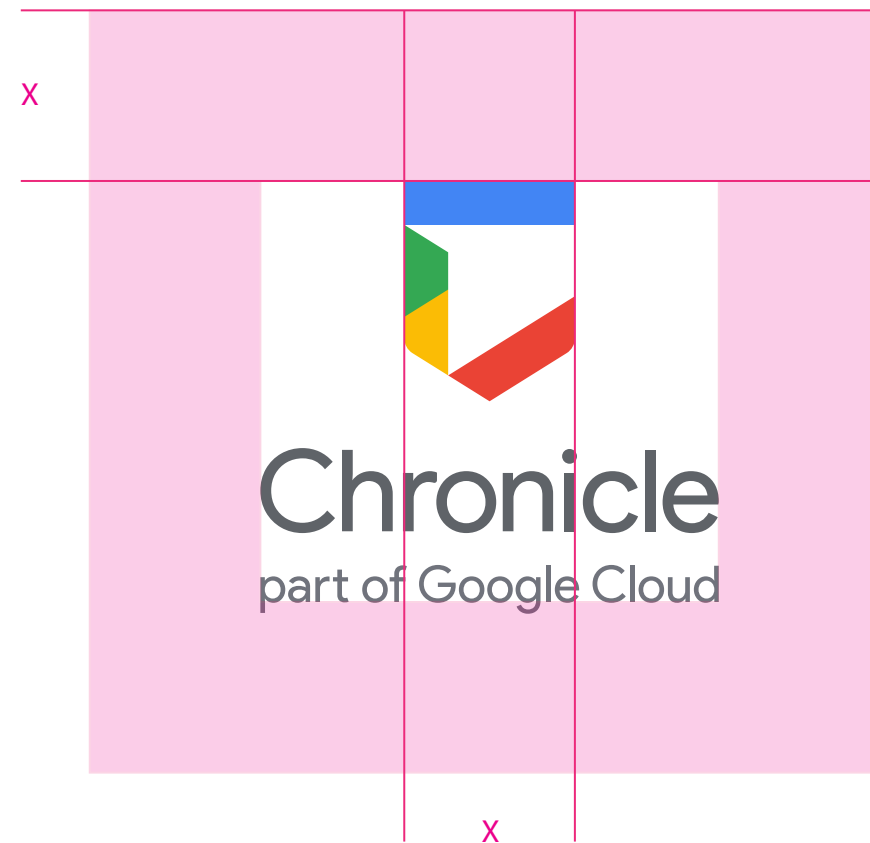Google Cloud

Clearspace - part of Google Cloud variant

Clearspace is defined by the square created by the space between the width of the symbol.

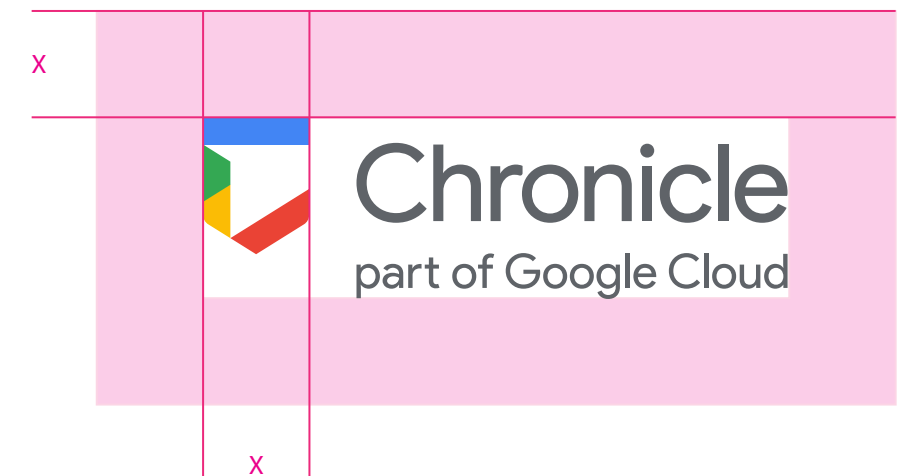**Vertical lockup**
Large Symbol

Vertical lockup

Horizontal lockup

x

x

x

x

x

x

Chronicle
part of Google Cloud

Chronicle
part of Google Cloud

Chronicle
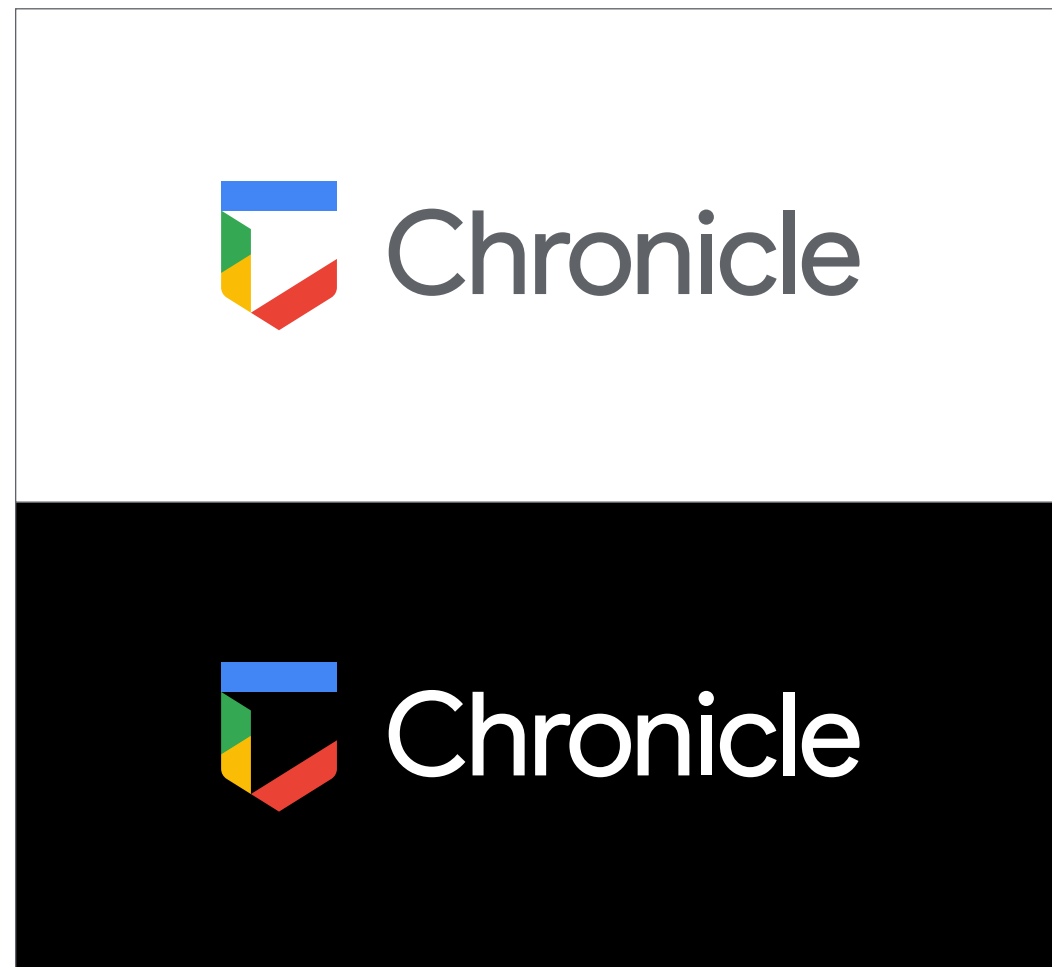part of Google Cloud

Google Cloud

Chronicle logo color variations

Multi-color - For use when color is available.

One-color - For use when only one color is available.

Multi-color

One-color

Google Cloud

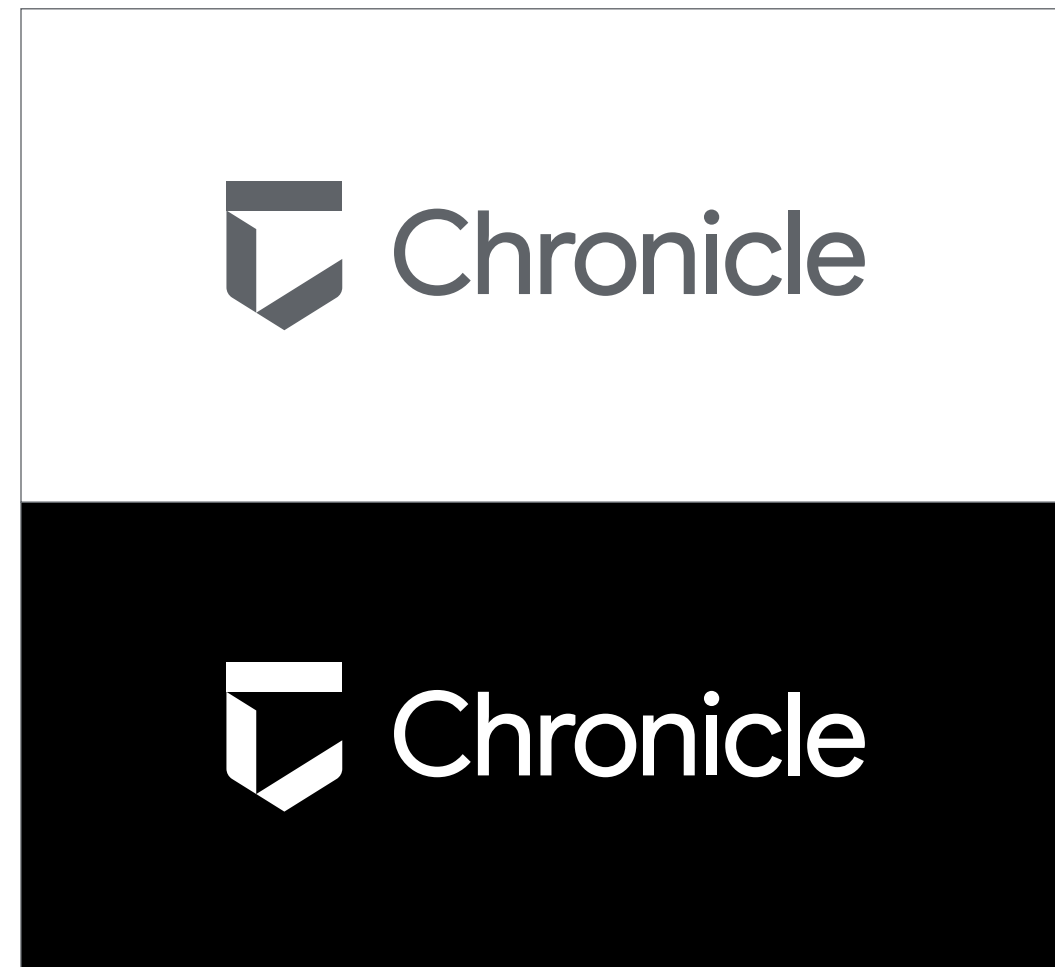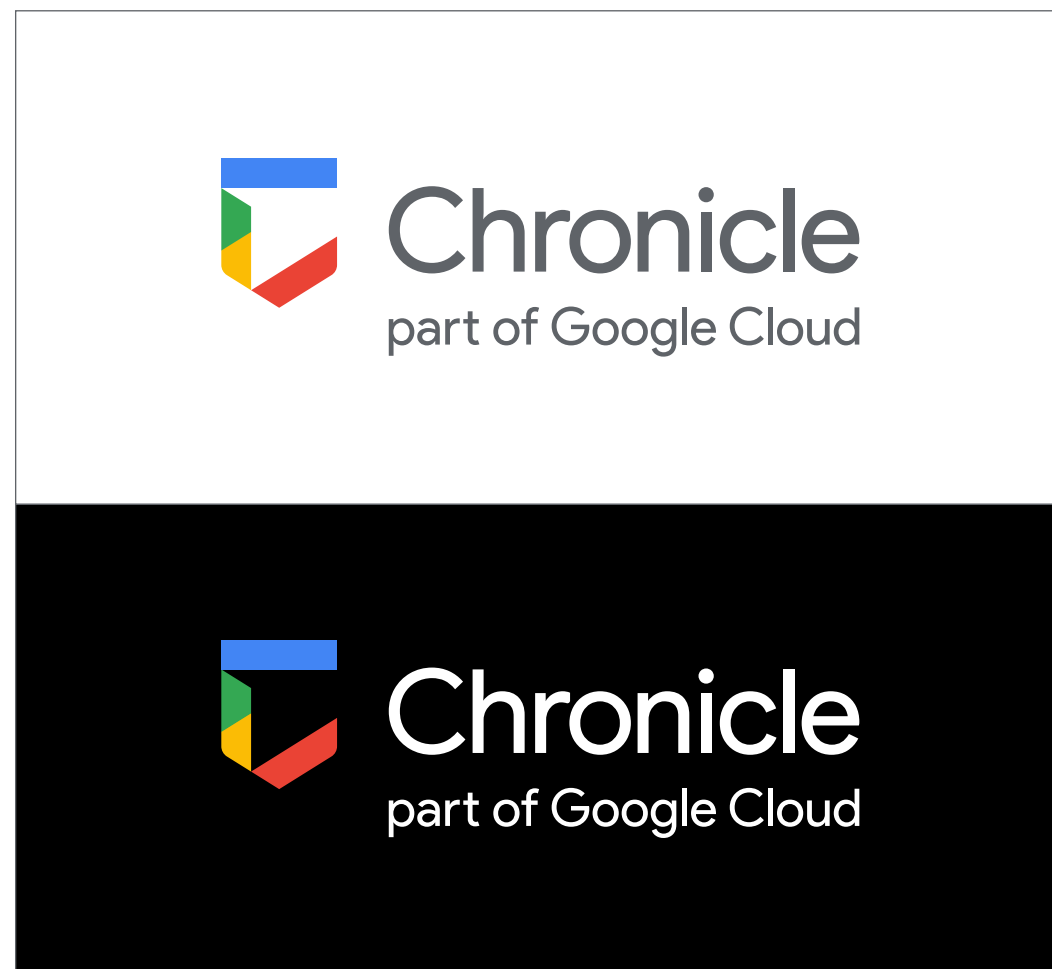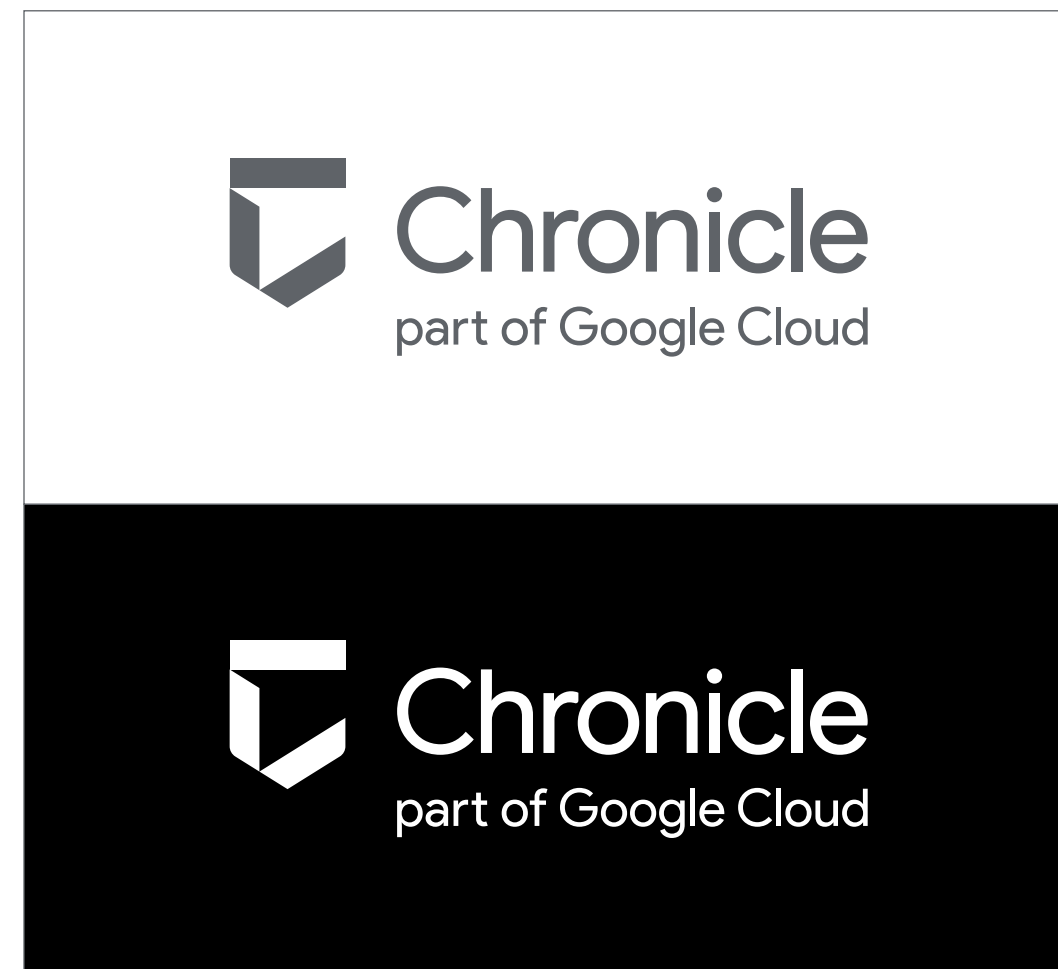# Chronicle-part of Google Cloud logo color variations

Multi-color - For use when color is available.

One-color - For use when only one color is available.

Multi-color

One-color

Google Cloud

Dos and don'ts

Partners should use the Chronicle logos provided by
your Chronicle GTM or Marketing contact.

Do not edit or alter the logos, other than resizing them.

Do not use background colors other than black or white. Do not change the logo colors.

Do not add style elements to the logo.

Do not create your own version of a Chronicle logo and do not merge any Chronicle logos with your own logo.

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Templates and diagrams

Templates

Partners should use their own corporate templates (slides, whitepapers, data sheets, etc.) for partner-led presentations. Partners can copy/paste Chronicle diagrams into the Partner's templates.

If a Partner and Chronicle are giving a joint presentation using material about both companies, a mix of Partner and Chronicle's templates (Partner template for Partner slides, Chronicle template for Chronicle slides) should be used.

Diagrams

Partners can use existing Chronicle diagrams, available as PNGs, or screenshots provided by Chronicle. Do not alter the screenshots.
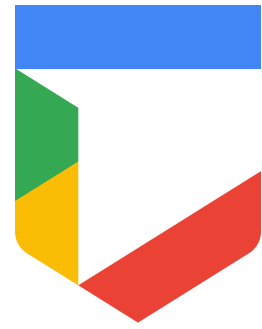
For existing diagrams, partners can add their logo where reasonable but otherwise do not alter our diagrams without prior approval.

If a partner wishes to modify an existing Chronicle diagram, to better show product integration, please work with Chronicle marketing and get final approval before using.

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Thank you

Questions or requests

Please contact your Chronicle Marketing
representative for any questions and/or request
regarding the Chronicle logo and brand.

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