Google Cloud

Customer Co-branding Guidelines

Updated:
July 2022

⊗ This version is for <u>external</u> use

Customer co-branding eligibility and guidance

Which segment do you fall into?

All customers

Signed paid contract or free trial contract — but no official co-marketing relationship

Lighthouse / Select / Enterprise customers

Select/enterprise accounts <u>officially accepted</u> into the Lighthouse Managed Program

Cloud Brand Partnership customers

Official Marketing Partnerships between the customer and Google Cloud

Then you are eligible for:

A plain text reference that accurately describes the specific association with Google Cloud or our products.Does not include any brand assets. *(See next slide.)*

Google Cloud + [icon]

Plain text + use of Google Cloud logo and Super Cloud icon

DEVELOPED ON Google Cloud

Plain text + use of Google Cloud logo and icon + use of a branded byline lockup (as appropriate)

Approval path:

No approval required as long as contract or free trial signed

Contingent on approval. **Submit review to your account manager** for Cloud Brand team approval

Contingent on approval. **Submit review to your account manager** for Cloud Brand Partnership team & Cloud Brand team approval.

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Plain text reference

All customers are eligible to state their relationship with Google Cloud in a truthful manner

For example, they may state that:

- They're a customer of Google Cloud
- Google Cloud technology enables them to xyz
- Their technology is compatible/integrates with Google Cloud

They may **<u>not</u>** state that their brand or product is "powered by Google Cloud".

"Acme and Google Cloud are helping match consumers with their custom scent profile using our AI-driven platform built on Google Cloud."

🟡 Customer Logo
There's a new fragrance in town. Yours.
Candles built with Google Cloud.

Learn More

Scientific model powered by Google Cloud

Especially this!

👍 **DO**
Use a plain text reference to Google Cloud or our products, with substantial context to describe the relationship accurately. This could also be communicated verbally.
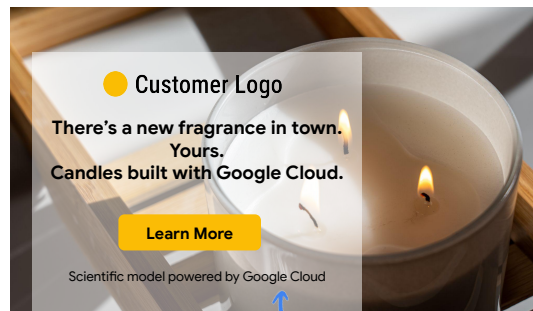
👎 **DON'T**
Don't misrepresent our role or use a single line without enough context. This example uses our brand name in a manner that might imply endorsement.

Note: Attribution should always be "Google Cloud" attribution — not "GCP / Google Cloud Platform", "Google", or any of our Google Cloud products.

For permission to use the Google parent brand, you will need approval from Google's brand team.

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