



Google Photos

#EasyThrowback

Campaign Style Guide

September 2015

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Visual Assets

LOGO LOCKUPS

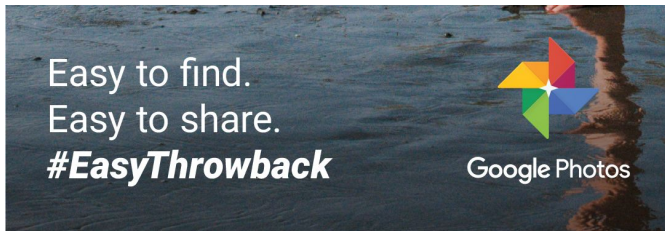
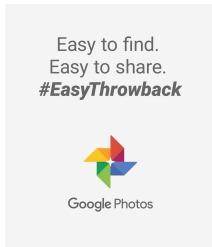


HASHTAG TREATMENT W/LOGO

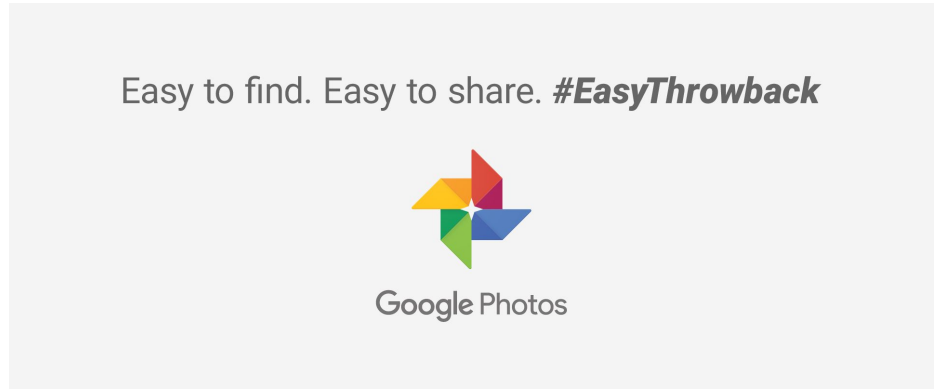
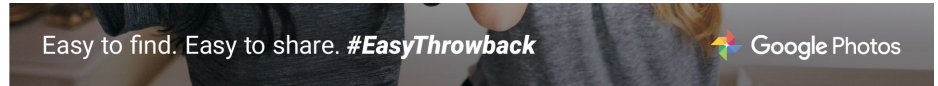


Tagline+Hashtag+Logo treatment

STACKED TAGLINE TREATMENTS



ONE-LINE TAGLINE TREATMENTS



Type & Color

HASHTAG

Typeface: Roboto Black Italic

#EasyThrowback

#666666

#EasyThrowback

#FFFFFF

TAGLINE / BODY COPY

Typeface: Roboto Light

Easy to find. Easy to share.

#666666

Easy to find. Easy to share.

#FFFFFF

BRAND COLORS

Google Blue

Hex #4285F4
RGB 66/133/244
CMYK 71/30/0/0
PMS 2173

Google G-Green

Hex #34A853
RGB 52/168/82
CMYK 76/0/92/0
PMS 7738

Google G-Red

Hex #EA4335
RGB 234/67/53
CMYK 0/88/85/0
PMS 179

Google G-Yellow

Hex #FDBC05
RGB 250/187/5
CMYK 0/25/100/0
PMS 7408

Please make sure you are using the latest version of [Roboto](#) and that ligatures are turned OFF.

Social Post Copy

- Include the [#EasyThrowback](#) hashtag in **EVERY POST** (Note use of initial caps)
- Mention [@GooglePhotos](#) in each post on **Twitter**
- Mention [+Google Photos](#) in each post on **Google+**
- Also use the [#TBT](#) hashtag on **Thursdays**

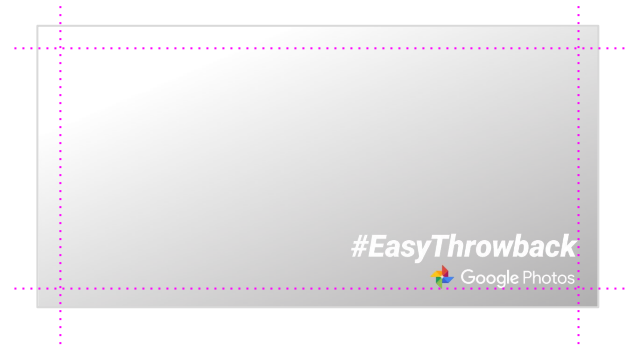
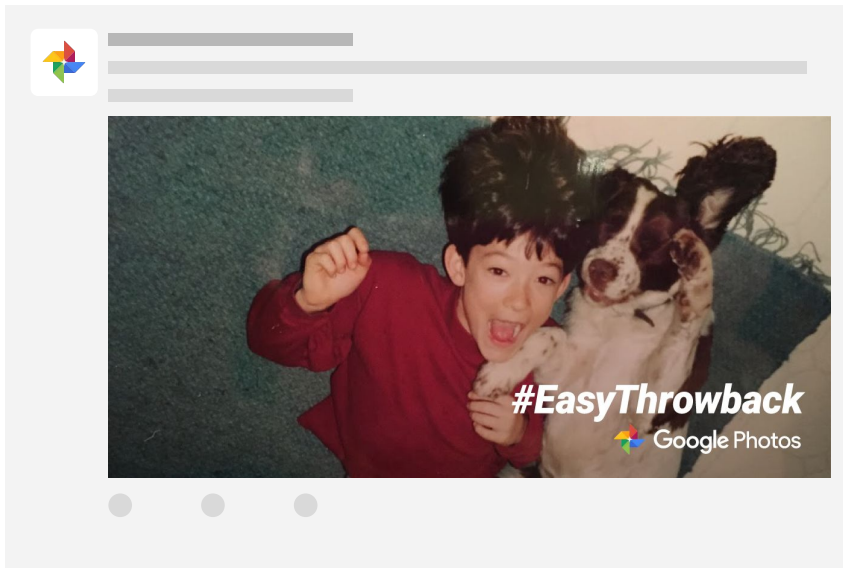


Google Photos [#EasyThrowback](#)

(Make sure to apply initial caps)

Social Post Visual Application 1

HASHTAG + LOGO LOCKUP

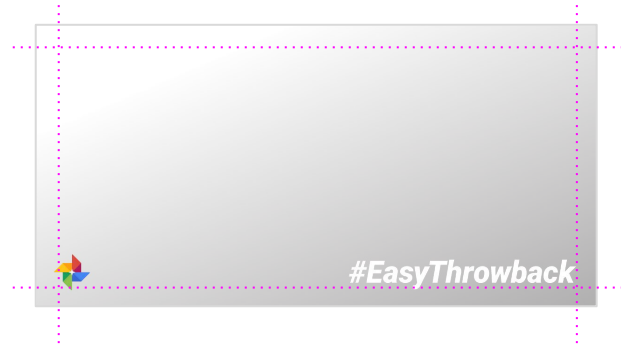
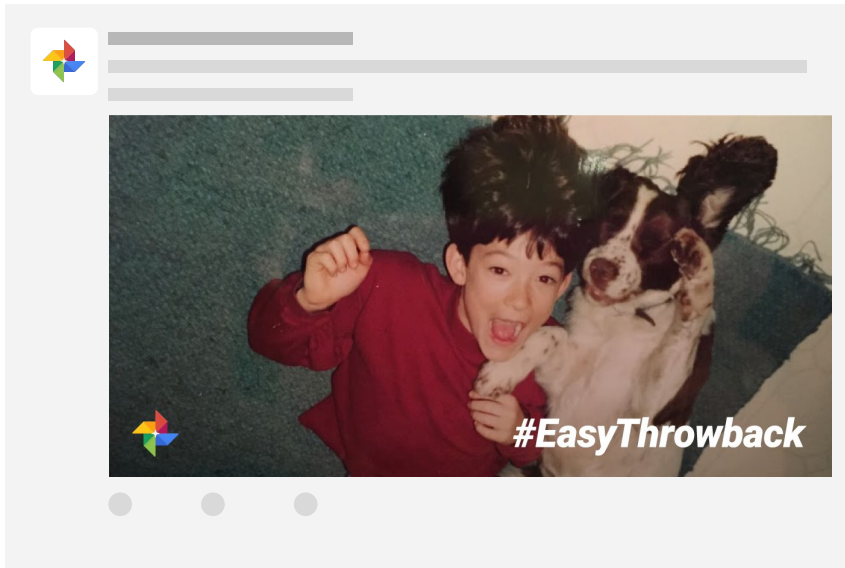


SOCIAL POST VISUAL NOTES (GLOBAL):

- Crop social post visuals to 1200px wide x 675px tall, with 50px margins on all sides
- Reversed (white) lockup should always be used when placed over a photo
- Use subtle angled linear gradient as needed to increase legibility. (Remove gradient if it's not necessary)
- Please crop photo so that hashtag/logo/tagline treatment don't interfere with important parts of photograph

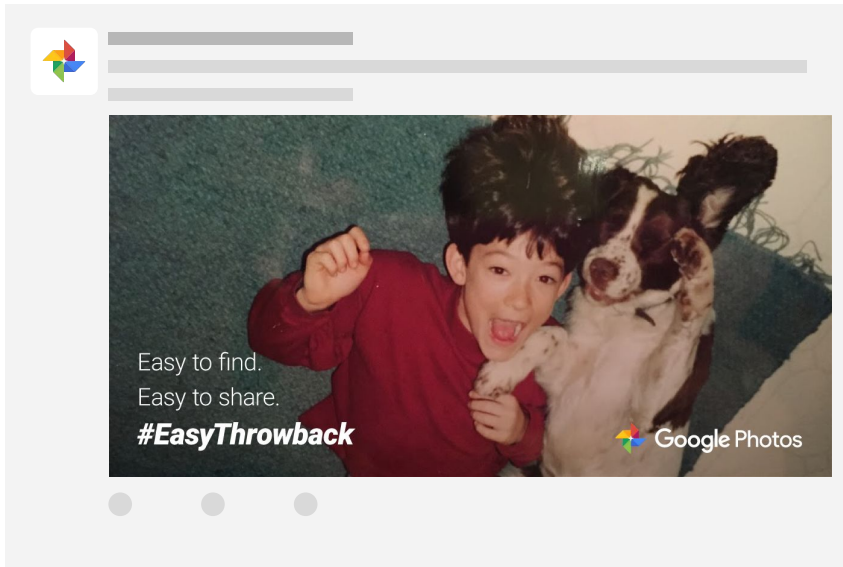
Social Post Visual Application 2

HASHTAG + PINWHEEL



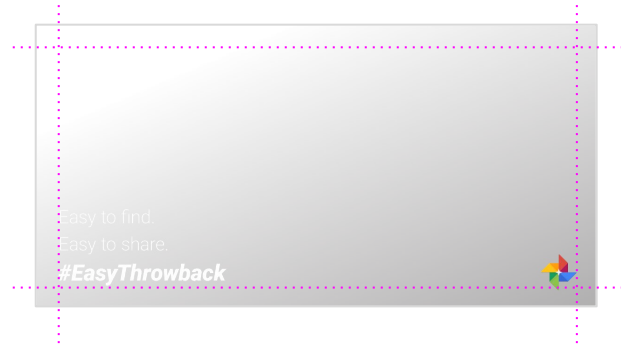
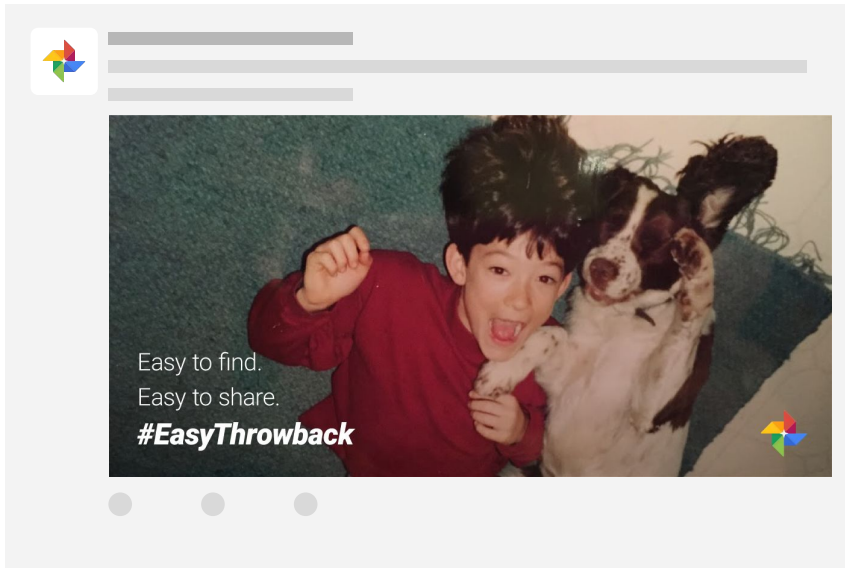
Social Post Visual Application 3

TAGLINE + HASHTAG + LOGO



Social Post Visual Application 4

TAGLINE + HASHTAG + PINWHEEL



Sample Partner Post
(Hard vs Easy theme)



Jimmy Kimmel @jimmykimmel • 1H

Living on the mean streets of Brooklyn was hard.
Finding the photo that proves how tough I was is easy.
[@googlephotos](#) [#EasyThrowback](#)

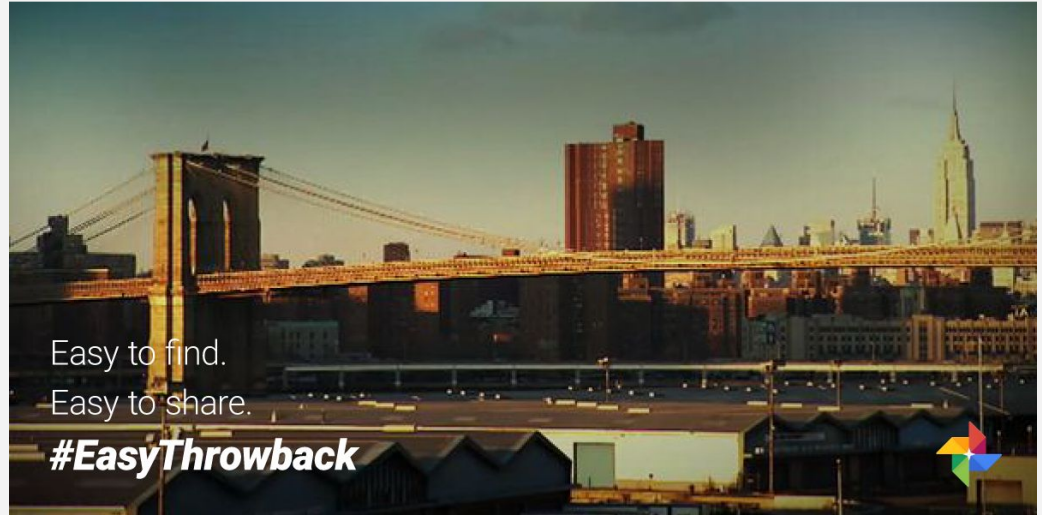


Sample Partner Post
(Education/Search)

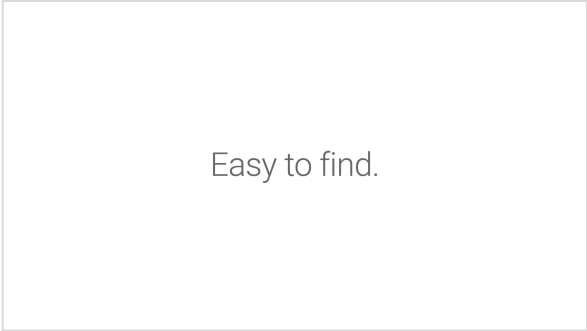


Jimmy Kimmel @jimmykimmel • 2H

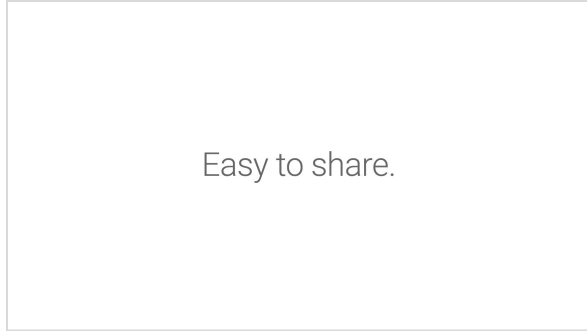
While taking a look back on my Brooklyn days, I found this just by searching “bridge” using [@googlephotos](#) [#EasyThrowback](#)



Video Endframe Treatment



frame 1



frame 2



frame 3



frame 4 - use pinwheel animation [here](#)