The new Google logo and identity system was developed to respond and grow with the changing needs of our users. It is a system that takes into account scale, interaction, and legibility, giving users a consistent and beautiful experience of the Google brand, wherever they encounter it.

To fully execute the brand system, we took the design a step further, by creating a custom, geometric sans serif called Product Sans. Simple, humble, and approachable, Product Sans was created from scratch to pair seamlessly with our logo in a variety of contexts and product lockups without overshadowing it. Additionally, it complements the new identity by introducing a primary branding typeface that is different in style and character from other interface text elements used in Material Design. With its careful weaving of form and function, it is an appropriate and essential component to the Google brand system.
Our logo is built on the mathematical purity of geometric circles. Product Sans reflects this but makes optical corrections for legibility.
To achieve a simple, friendly, and approachable style, we combined the geometric forms with the simplicity of schoolbook letter printing.
We created stylistic alternates for specific glyphs to avoid redundancy in product lockups. For example, the traditional schoolbook ‘a’ has been redrawn with a unique, double-story ‘a’, that is quirky and holds its own against the strong, circular form of the logotype.
In this class of round, geometric typefaces, the angle of entry and exit on terminals is one of the most distinguishing features. Product Sans takes an open approach, ending strokes at about 45° where possible, and preferring to cut terminals perpendicular to the tangent of the stroke.
Product Sans numerals adopt rigid geometric forms. The counters of ‘6’, ‘8’, and ‘9’ are nearly perfect circles, with only slight optical corrections. The focus on geometry is also reflected in the squared-off terminals of the ‘6’, ‘7’, and ‘9’, which extend over the baseline/cap height.
NUMERATOR/DENOMINATOR

H₀₁₂₃₄₅₆₇₈₉/H₀₁₂₃₄₅₆₇₈₉

FRACTIONS

½ ⅓ ⅔ ¼ ⅕ ⅖ ⅙ ⅘ ⅘

SYMBOLS

℠™℠™©®℗©®℘℮☹☺☮○□△●■▲

℃℉ Nº ℞ § ¶ ❝ ❛ ❜ ❞ ✕✓↘↗ ↖↙↑↓⇄ → ←

Google

ROMAN NUMERALS

ⅠⅡⅢⅣⅤⅥⅦⅧⅨⅩⅪⅫⅬⅭⅮⅯↀↁↂ

CIRCLED DIGITS

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

CASE-SENSITIVE

ï¿’®%‰­–—«»[]{}()•℃℉

$¢£¥€₽₱₹₸₮₺₩฿₫¤
We built out a full set of Cyrillic, Greek, and Latin forms. Noto Sans bridges the gap by providing a broader set of thirty international scripts.
Product Sans has been carefully kerned so that Google’s product names can be set effortlessly in every lockup at every size.