



Badge guidance for the Google Partners program

February 2025

Agenda

01

[Introduction](#)

02

[How to access and use the badge](#)

[How to use your badge assets](#)

[Badge implementation](#)

[Where to use the badge](#)

[How not to use the badge](#)

03

[How to talk about your status](#)

[How to talk to clients about being a Premier Partner](#)

[How to talk about being a Google Partner](#)

04

[Support](#)

[We're here to help](#)

Google Partners

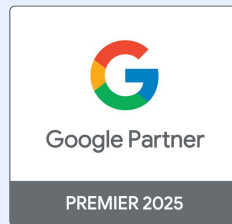
01

Introduction

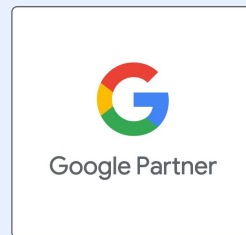
What's inside this guide

Whether you're a Premier Partner or Google Partner, this guide provides you with information on how to showcase your badge on your website or marketing materials to clients and the industry.

We encourage you to get familiar with everything this guide has to offer – and we look forward to supporting your continued growth and success as a valued partner.



Premier Partner
badge



Partner badge

02

Google Partners

How to access and use the badge

How to use your badge assets

How to access your badge assets

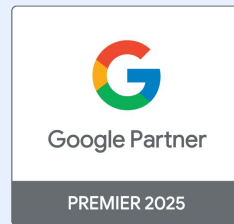
You can find your Premier Partner or Partner badge by expanding “Badge assets” on the [Badge status page](#).

Badge assets for your website

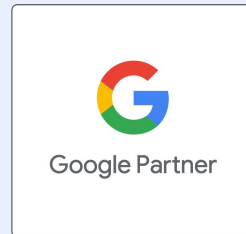
Download the HTML snippet by clicking “Download snippet.” Your Premier Partner or Partner badge will automatically link to your company profile page when using the HTML snippet provided to you.

Badge assets for your marketing materials

To download assets for marketing materials, click “Download file.”



Premier Partner
badge



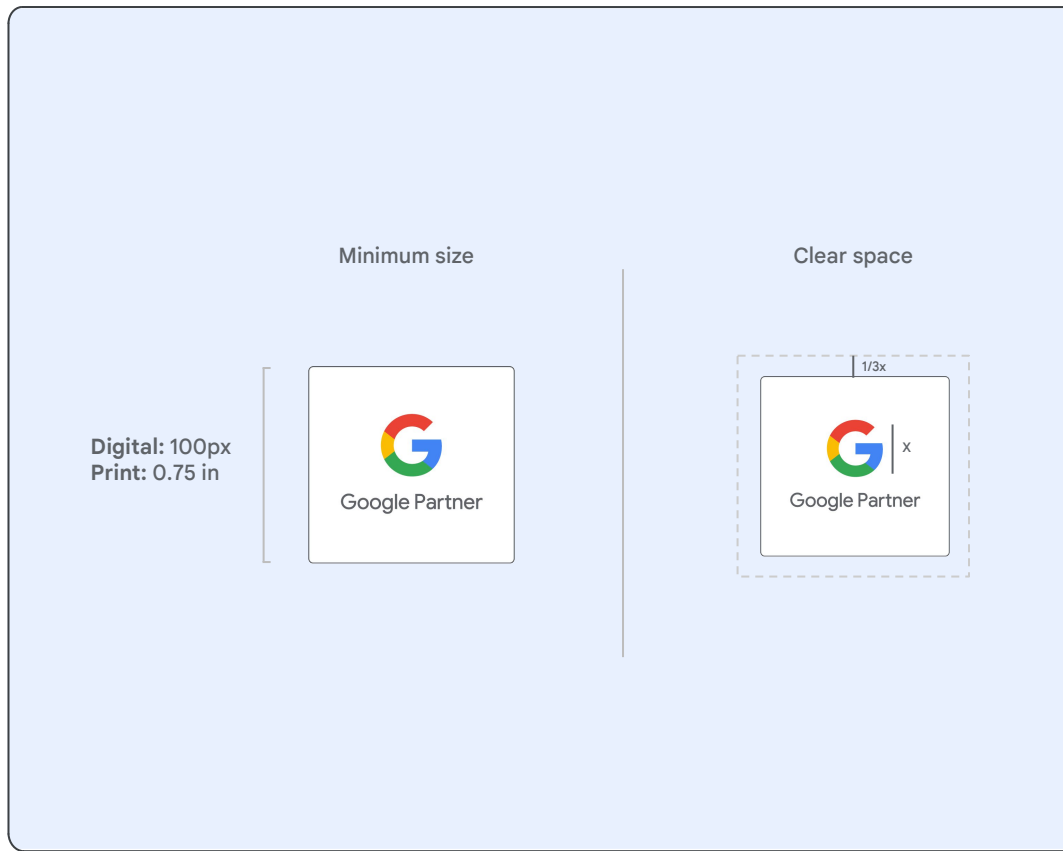
Partner badge

Badge implementation

Placement and sizing for badges

Digital: Maintain a size of at least 100 pixels tall and use $\frac{1}{3}$ of the large “G” as a minimum clear space.

Print: Maintain a size of at least 0.75 inches tall when using on any printed material. Use $\frac{1}{3}$ of the large “G” as a minimum clear space.

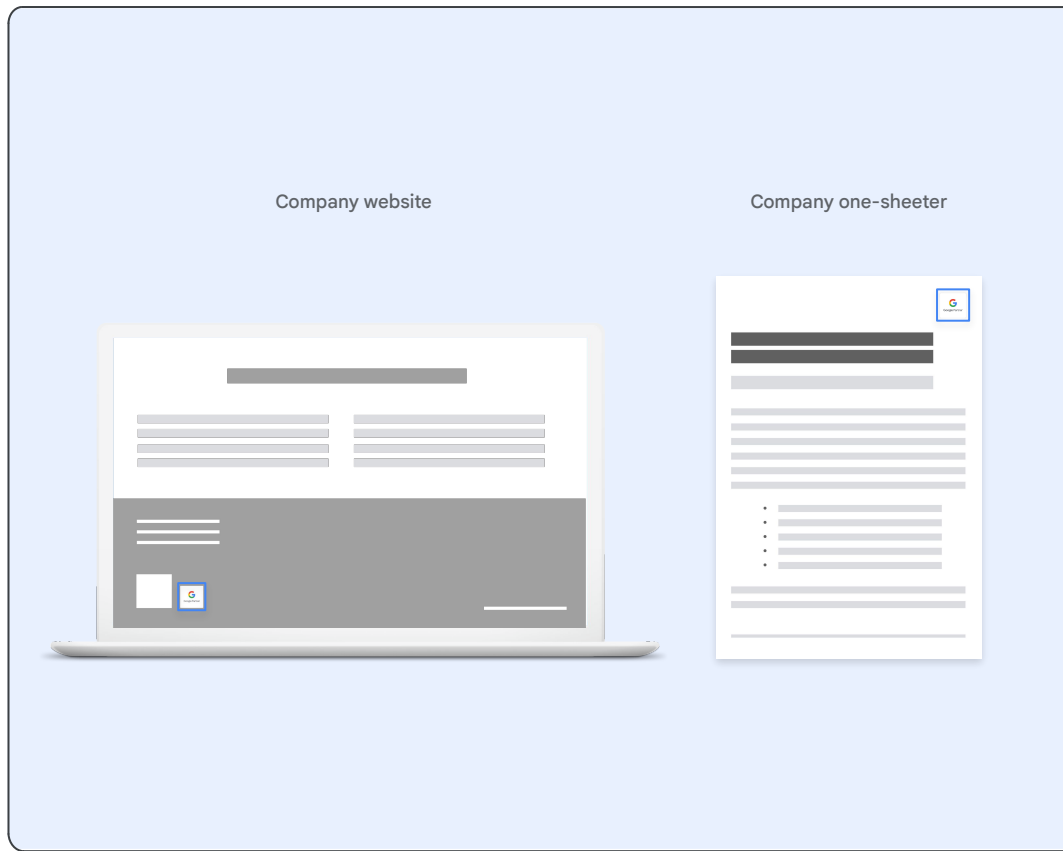


Where to use the badge



Use the Premier Partner or Partner badge on your company's marketing materials (your website, social pages, emails, and so on) to indicate that you're qualified as a Premier Partner or Partner. However, the badge shouldn't be altered in any way.

To learn more about the Google Partners badge guidelines, refer to [Help Center article](#).



How not to use the badge



Don't display the badge until you've qualified as a Premier Partner or Partner.

Don't display the badge in a manner that's in Google's sole opinion is misleading, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Google.

Don't isolate or combine the badge along with your business, domain, product, or service names, or in your company logo, app/product icons, or other trademarks.

Don't use the badge in any way other than as specified in these guidelines. Failure to comply with these instructions shall constitute a breach of the Google Partners [Terms of Service](#).

Don't display the Premier Partner or Partner badge on invoices or any similar business documents.

Don't show the Premier Partner or Partner badge on any website or item that violates any law or regulation, or otherwise violates [Google advertising policies](#).

Don't use the Premier Partner or Partner badge on your social media banners or avatars.

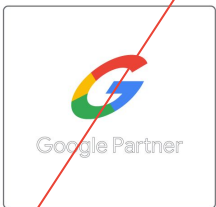
To learn more about the Google Partners badge guidelines, refer to this [Help Center article](#).

How not to use the badge, cont. (manipulation of badge)

These guidelines pertain to Premier Partner or Partner badge.



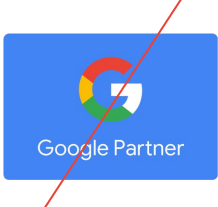
Don't remove, distort, or alter any element of the badge.



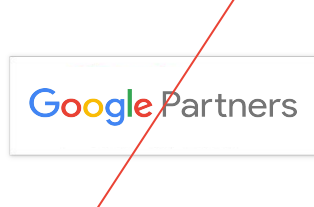
Don't translate or localize any part of the badge.*



Don't change the aspect ratio or badge colors.



Don't use the Google Partners logo. It's different than the badge and can only be used by Google.



To learn more about the Google Partners badge guidelines, refer to this [Help Center article](#).

* You may use the translated version of "Partner" or "Premier Partner" strictly in text copy, but not in the badge image itself. "Google" must remain in English at all times.

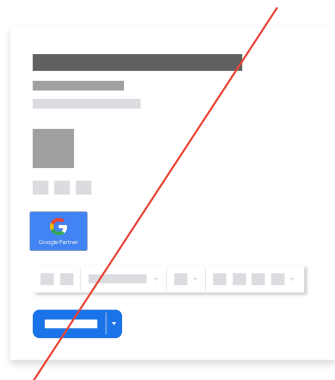
How not to use the badge, cont. (displaying badge asset)

These guidelines pertain to Premier Partner or Partner badge.



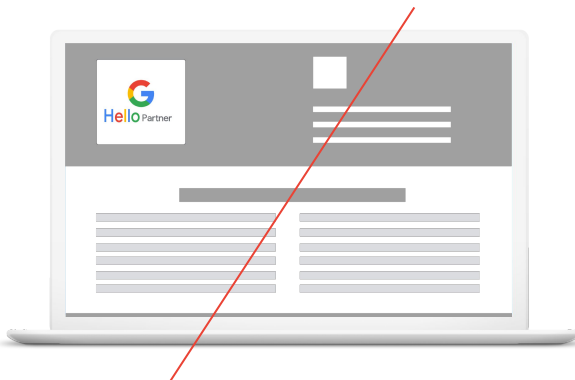
Don't modify the badge design for use in company email sign-off or any other materials.

Company email sign-off



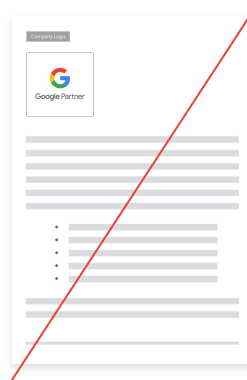
Don't mimic the badge design or Google Partners website to apply to a company website or any other channels or materials.

Company website



Don't display the badge larger or more prominently than the company logo.

Company one-sheeter



Google Partners

03

How to talk about your status

How to talk to clients about being a Premier Partner

01



How to describe what it means to be a Premier Partner

[copy & paste] ↓↓↓

As a Google Premier Partner, we've set ourselves apart by being one of the top 3% of Google Ads partners in our country, demonstrating our commitment to attaining product expertise, driving client growth, and helping our clients succeed with Google Ads.

02



How to describe what it means to be a Premier Partner

[copy & paste] ↓↓↓

We're a Google Premier Partner.

The Premier Partner badge shows that we're recognized as one of the top 3% of Google Ads partners in our country, demonstrating our commitment to attaining product expertise, driving client growth, and helping our clients succeed with Google Ads.

We have access to the latest insights, product updates, and opportunities to attend exclusive industry events to support our clients' goals.

How to talk to clients about being a Premier Partner

01



How to talk about being a Premier Partner

[copy & paste] ↓↓↓

As a Google Premier Partner, we've set ourselves apart by being one of the top-performing Google Ads partners in our country, demonstrating our commitment to attaining product expertise, driving client growth, and helping our clients succeed with Google Ads.

02



How to promote to potential clients

[copy & paste] ↓↓↓

We're a Premier Partner.

The Premier Partner badge shows that we're recognized as one of the top-performing Google Ads partners in our country, demonstrating our commitment to attaining product expertise, driving client growth, and helping our clients succeed with Google Ads.

We have access to the latest insights, product updates, and opportunities to attend exclusive industry events to support our clients' goals.

How to talk about being a Google Partner

01



How to describe what it means to be a Google Partner

[copy & paste] ↓↓↓

As a Google Partner, we've demonstrated our ability to maximize campaign success, drive client growth, and earn the latest Google Ads product certifications.

02



How to promote to potential clients

[copy & paste] ↓↓↓

We're a Google Partner.

The Google Partner badge signifies our expertise in digital advertising and helps us stand out in the industry.

We have access to the latest insights and trends, promotional offers to give new clients ad credits toward their campaigns, and advanced product training for the latest Google Ads expertise.

Google Partners

04

Support

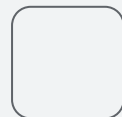


We're here to help

If you have questions about the information shared in this guide, please [contact us](#).

To learn more about meeting the Google Partner requirements and maintaining your badge, refer to this [Help Center article](#).

To learn more details about the Google Partners badge guidelines, refer to this [Help Center article](#).



Thank You!

 Partners