

Google Partners

Badge guidance for the Google Partners program



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01

Introduction



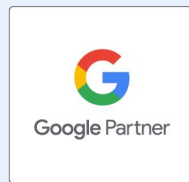
What's inside this guide

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

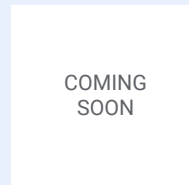
We encourage you to get familiar with everything this guide has to offer – and we look forward to supporting your continued growth and success as a valued partner.



Legacy Partner and Premier Partner badges valid through February 2022



New Partner badge valid starting in June 2021



New Premier Partner badge available starting in February 2022

02

How to access and use the badge





BADGE ACCESS

Accessing your badge

If your company is meeting the new Google Partner requirements

You'll see your new Partner badge under "Badge assets" on the [Badge status page](#).

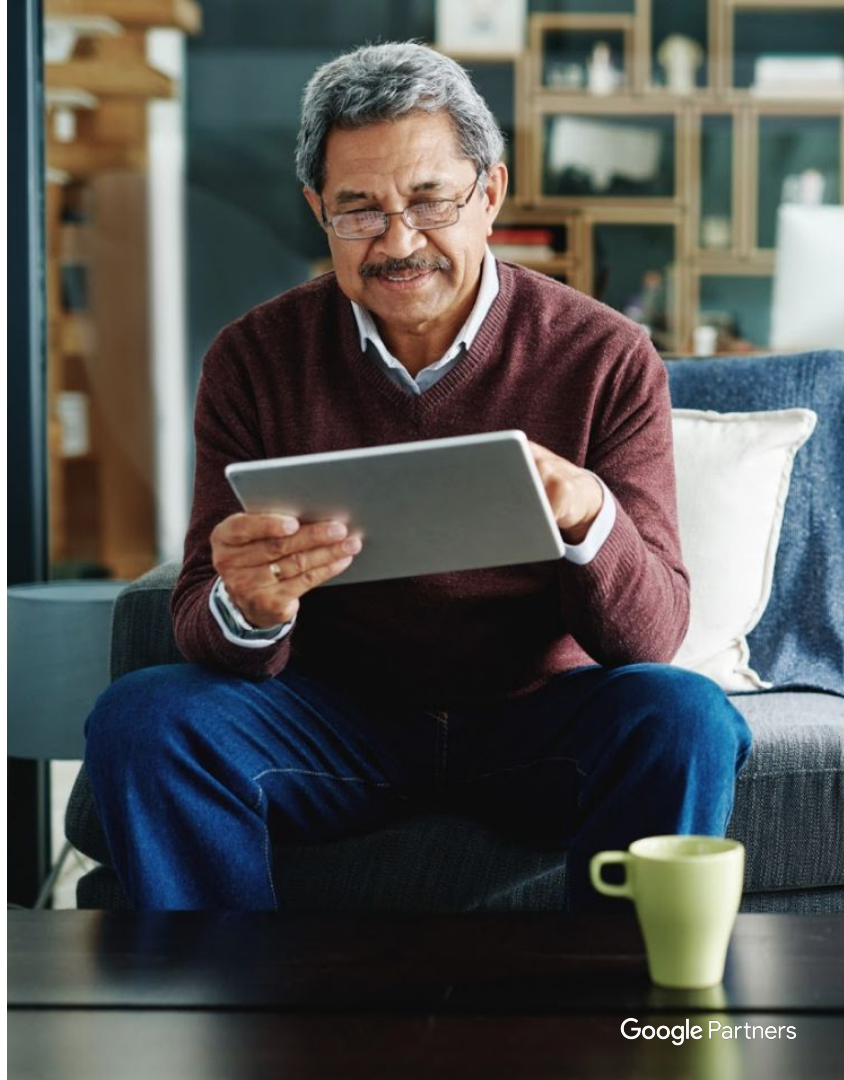
If you're a current Google Partner and haven't yet met the new requirements

You'll see your legacy Partner badge on your Badge status page, and you can continue using it on your website and marketing materials through February 2022.

If you're a current Premier Partner

We recommend that you continue to use your legacy Premier Partner badge on your website and marketing materials through February 2022. If you need help accessing your Premier Partner assets, please [contact us](#).

Starting in February 2022, the new Premier Partner badge will be awarded to companies who meet the new [Partner requirements](#) and are one of the top 3% of partners in each country. You're welcome to continue using your legacy Premier Partner badge until then.



How to use your badge assets

Badge assets for your marketing materials

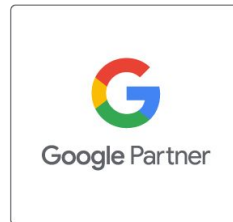
The folder you'll download under "Badge assets" on the [Badge status page](#) contains .eps, .jpg, and .png files. Use these for print materials (CMYK) and select digital assets (RGB), such as your email signature and PDFs.*

Badge assets for your website

Use the provided badge HTML snippet to add the badge to your website.*



Legacy Partner badge



New Partner badge

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

Badge implementation

Placement and sizing for legacy badges

Print: Maintain a size of at least 0.3 inches when using on any printed material. Use the “rt” in “Partner” as a minimum clear space.

Digital: Maintain a size of at least 50 pixels tall and use the “rt” in “Partner” as a minimum clearance spacing reference.

Placement and sizing for new badges

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.

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

Minimum size

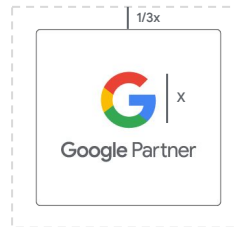
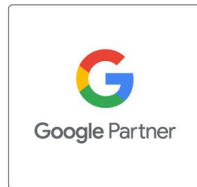
Print: 0.3 in
Digital: 50px



Clear space



Print: 0.75 in
Digital: 100px



Where to use the badge

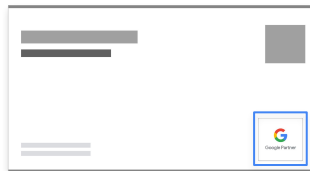
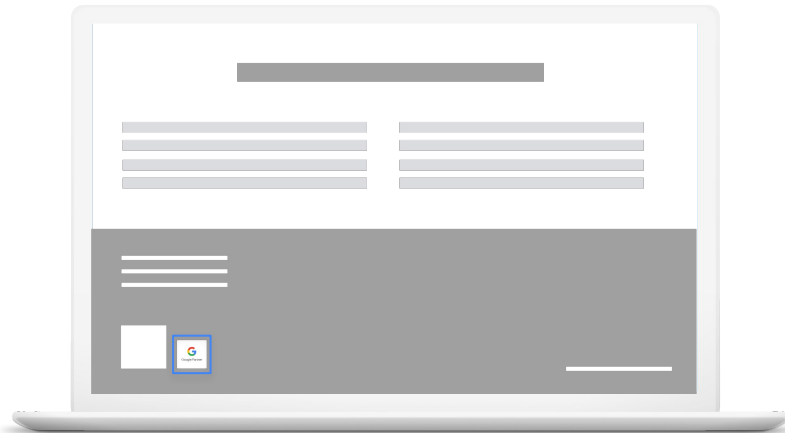


Use the Partner or Premier Partner badge on your company's marketing materials (your website, social pages, emails, and so on) to indicate that you're qualified as a Google Partner or Premier Partner.

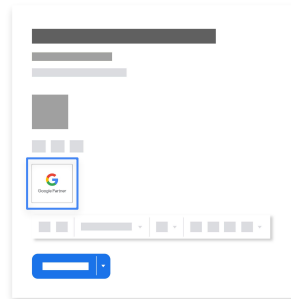


Don't show the Partner or Premier Partner badge on any website or item that violates any law or regulation, or otherwise violates [Google advertising policies](#).

Company website








Business card



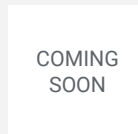
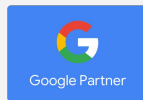
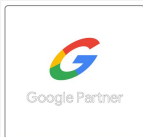
Company email sign-off

Improper use – Manipulation of badge

These guidelines pertain to both legacy and new Partner and Premier Partner badges.

-  **Don't** remove, distort, or alter any element of the badge.
-  **Don't** translate or localize the word "Partner" in 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.
-  **Don't** translate or localize the word "Premier" in the badge.*

New
badges



Legacy
badges

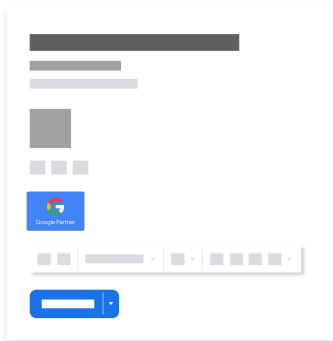



* You may use the translated version of "Partners" or "Premier" strictly in text copy, but not in the badge image itself. "Google" must remain in English at all times.

Improper use – Displaying badge asset

These guidelines pertain to both legacy and new Partner and Premier Partner badges.


Company email sign-off



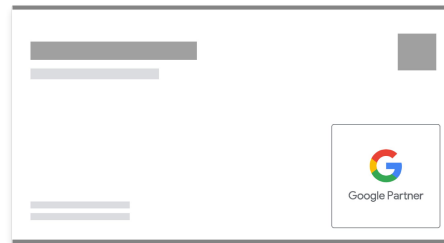
 **Don't** modify the badge design for use in company email sign-off or any other materials.


Company website








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

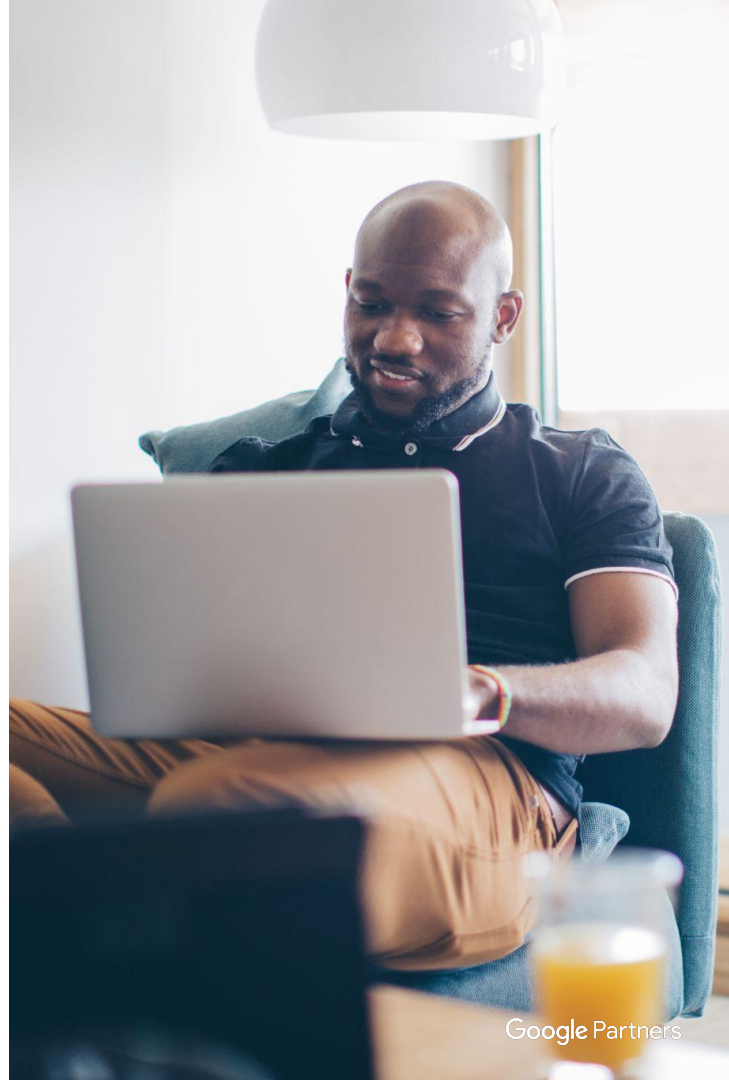
Business card



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

How not to use the badge

-  **Don't** display the badge until you've qualified as a Google Partner or Premier Partner.
-  **Don't** display the badge in a manner that's in Google's sole opinion misleading, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Google.
-  **Don't** isolate the badge along with your business, domain, product, or service names, or in your logo, design, slogan, or other trademarks.
-  **Don't** display the badge on sites that violate laws, Google policies, or that feature adult material.
-  **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](#).



Badge linking guidance

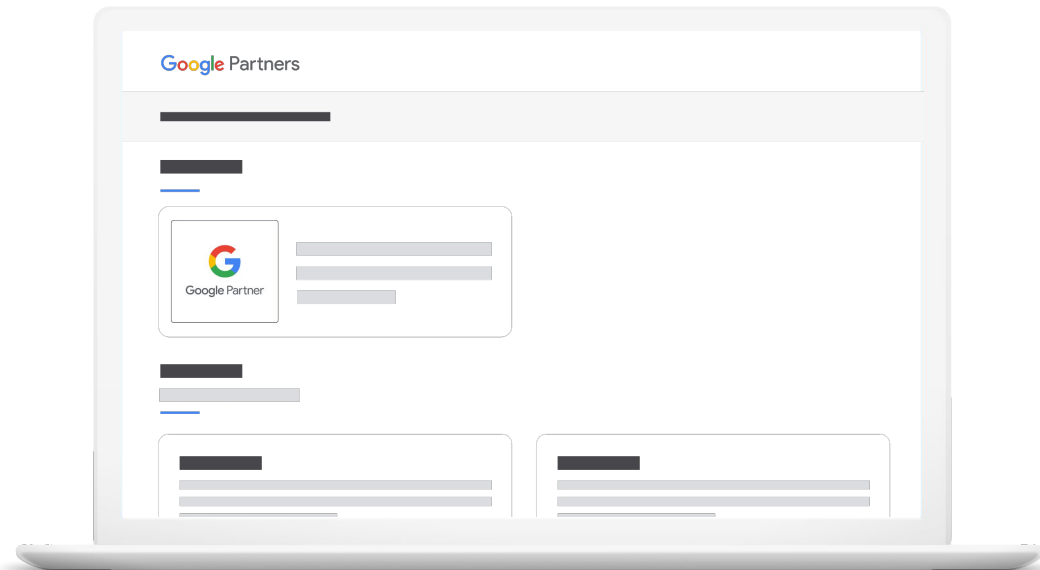
Legacy and new Partner badges

Your Google Partner badge will automatically link to your company profile page when using the HTML snippet provided to you.

Legacy Premier Partner badge

If you've met the new Partner requirements, your company profile page won't reflect your current Premier Partner status. For that reason, you can use the badge assets for marketing materials on your website instead of the HTML snippet if you don't want your badge to link to your company profile page.

If you're still working toward meeting the new Partner requirements, you can keep your badge linked to your company profile page using the HTML snippet provided to you.



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, visit our [online destination](#) designed to provide helpful guidance and resources, all in one place.

Thanks for being a great partner,

The Google Partners team



Thank you