

# Google Partners

Brand Playbook for Agencies

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2018



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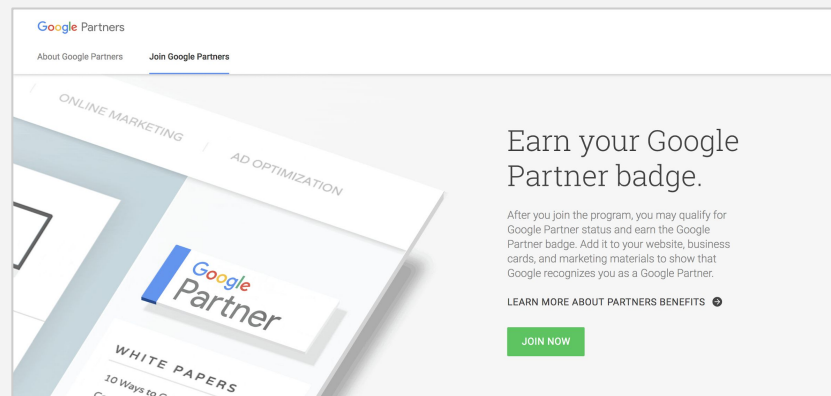
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# What is Google Partners?

Google Partners provides online marketing companies and professionals with the resources, training and support to help advertisers be more successful online. Agencies receive access to a range of benefits including free product exams and certifications, training events, promotional offers and rewards, professional networking, and other tools.



Members of Google Partners should aspire to earn the Google Partner badge.

In this playbook agencies will learn about Google Partner benefits, find out how to display and talk about the badge, and see tips about how they can use the badge to let potential clients know they are a Google Partner.



# Members of Google Partners vs Google Partner

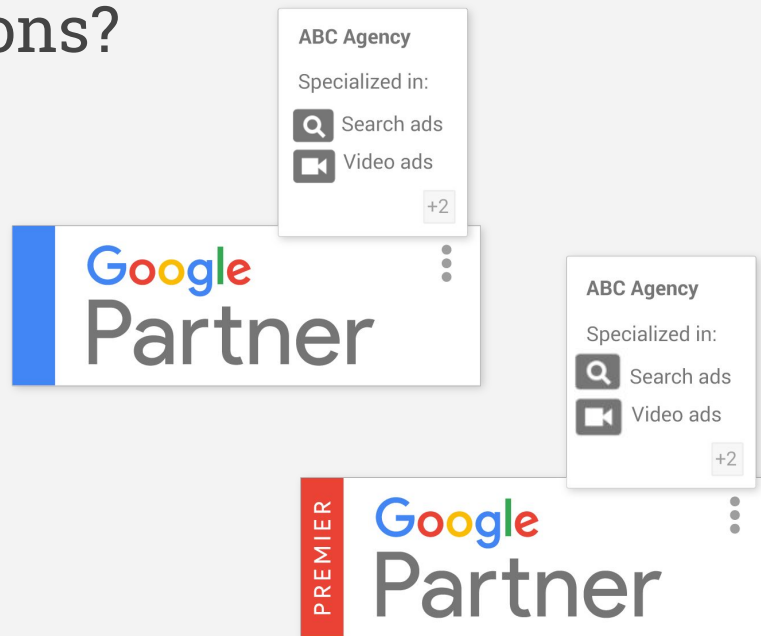
Refrain from referring to yourself as a Google Partner unless your agency has qualified for the Google Partner badge or Premier Google Partner badge. Please reference the table below for information on the requirements for members of Google Partners vs. Google Partners.

	Members of Google Partners	Google Partner	Premier Google Partner
Badge	Members of Google Partners will not have a badge until they qualify as a Google Partner.		
Requirements	<p><b>Individuals:</b> Create and complete a Partners individual profile</p> <p>Affiliate with your agency and open a Google Ads manager account to access promotional offers</p> <p><b>Companies:</b> Have the first person creating your company profile open and link to a Google Ads manager account</p> <p>Have your website and Google Ads manager account verified via email</p> <p>Create and complete a Partners company profile</p>	<p>Create and complete a Partners company profile</p> <p>Have an affiliated member earn a certification in Google Ads to show that your agency has advanced Google Ads knowledge</p> <p>Manage at least US\$10,000 in total Google Ads spend over the last 90 days to show that your agency has a healthy amount of activity</p> <p>Demonstrate your agency performance by delivering strong overall Google Ads revenues and revenue growth, and sustaining and growing your customer base</p>	<p>Create and complete a Partners company profile</p> <p>Have two affiliated members earn a certification in Google Ads to show that your agency has advanced Google Ads knowledge</p> <p>Manage a higher total Google Ads spend to show that your agency has a healthy amount of activity</p> <p>Demonstrate your agency performance by delivering strong overall Google Ads revenues and revenue growth, and sustaining and growing your customer base</p>

# What are company specializations?

Once you have earned the Google Partner badge, you can earn company specializations. Specializations recognize badged agencies that have one certified affiliated person in a Google Ads product area, demonstrate increased product performance and expertise in that product area, and have a minimum 10K USD 90-day Google Ads spend in that product area. Badged agencies can earn specializations in search advertising, mobile advertising, video advertising, display advertising and shopping advertising.

- Specializations help Partners demonstrate specific product knowledge to win new business and better differentiate themselves in the market.
- Specializations enable advertisers to identify Partners who are skilled in the Google Ads product area they need help with.



# How to talk about Google Partners

# How to talk to your clients about Google Partners

When you want to describe specific elements of Google Partners, here is some ready-to-use language.

## **What to tell your clients about members of the Google Partners program:**

Members of Google Partners get access to free training and exams to earn certifications in Google Ads advertising products, join education events and network with other Google Partners.

Members can also earn the Google Partner badge to display their Google Ads expertise.

## **What to tell your clients about Google Partners:**

Google Partners have learned advanced concepts for creating, managing, measuring, and optimizing Google Ads advertising products.

They have also earned the Google Partner badge by passing certification exams in Google Ads products.

## **What to tell your clients about Premier Google Partners:**

Premier Google Partners have passed the criteria for earning Google Partner status and have also met higher spending and additional certification and company performance requirements.

## **What to tell your clients about specializations:**

Once an agency earns a Google Partner badge, they can highlight their agency's specific Google Ads product knowledge with specializations and connect with potential clients who are looking for what they have to offer.

# How to talk to clients about your membership in Google Partners

When you want to promote your agency to potential clients, here is some ready-to-use language.

**What to tell your clients if you are a member of Google Partners:**

We can help you grow your business online.

Need help managing your online advertising? We've been trained and certified by Google to help businesses like yours.

**What to tell your clients if you have earned the Google Partner Badge:**

We've earned the Google Partner badge.

The Google Partner badge shows that we've demonstrated advanced knowledge in Google Ads advertising products that help us deliver results and build long-lasting relationships with our clients.

**What to tell your clients if you have earned the Premier Google Partner Badge:**

We've earned the Premier Partner badge.

The Premier Google Partner badge shows that we're recognized as a leading agency for developing and maintaining successful online advertising campaigns for businesses.

**What to tell your clients about specializations:**

We can provide the help you need.

We've earned the Google Partner badge by demonstrating knowledge of specific Google Ads advertising products. Plus, we get access to exclusive trainings that help us help you.



# Rules when talking about Google Partners

Do not refer to yourself as a Google Partner unless your agency has earned a Google Partner badge or Premier Google Partner badge.

Do not imply a relationship, affiliation, sponsorship or endorsement with Google or use the term “partnership.”

Do not imply that editorial content has been authored by or represents the views of Google or Google personnel.

# Phrases to avoid and what could be used instead

## Don't say

- ✗ We are trusted by Google
- ✗ We are experts in Google advertising products
- ✗ We are one of the best Google advertising product agencies
- ✗ We have inside information that gives us an advantage
- ✗ We are trusted to drive the best results

## Do say

- ✓ We are qualified by Google
- ✓ We have Google advertising product knowledge
- ✓ We have passed certification in Google Ads
- ✓ We have access to Google training and support
- ✓ As a Google Partner, we can help you improve your campaign

# Words to avoid and what could be used instead

## Don't say

✗ a Google partner / Google Certified Partner

✗ Google Partners badge

✗ Partner Badge

✗ affiliated agency / trusted Google Partner

✗ award specializations / get specializations

✗ get specialized

✗ Search / Mobile / Video / Display / Shopping  
search / mobile / video / display / shopping

✗ YouTube

## Do say

✓ a Google Partner

✓ Google Partner badge

✓ Partner badge

✓ badged Google Partner

✓ earn specializations

✓ specialize in

✓ search advertising / mobile advertising / video advertising /  
display advertising / shopping advertising

✓ video ads/ video advertising (in describing specializations)

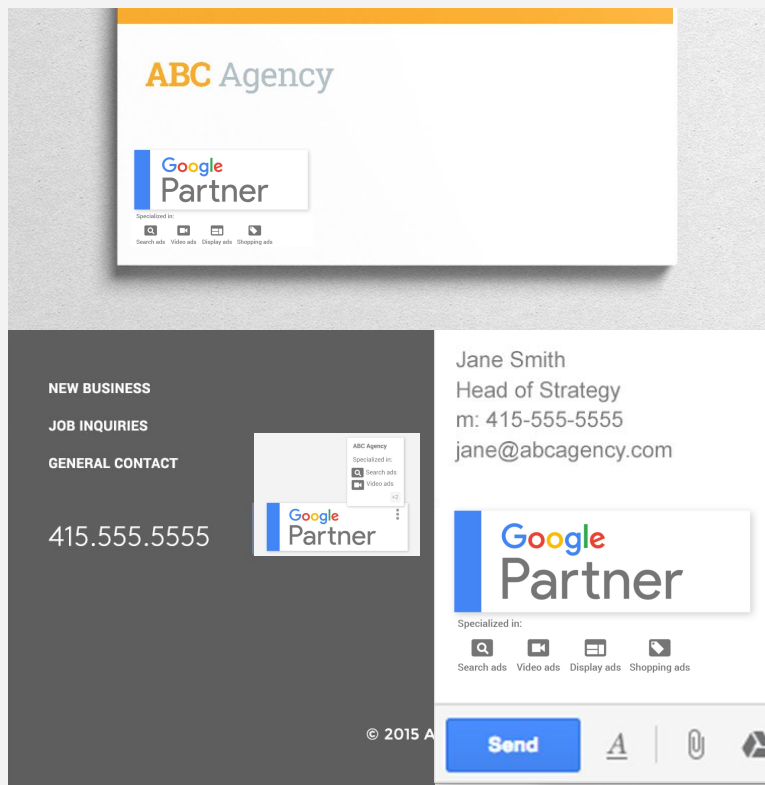
How to use and display the badge

# Where to use the badge

You can use the Google Partner badge in your marketing materials (your website, social pages, emails) to indicate that you're qualified as a Google Partner and have earned specializations.

## Where not to use the badge

You cannot show the Partner badge on any website or item that violates any law or regulation, or otherwise violates Google's editorial policies.



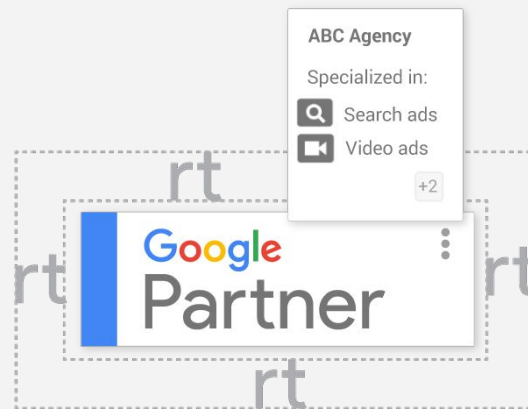
# Google Partner badge

The dynamic Google Partner badge shows your agency name and specializations when users roll over the dots in the right corner. It is available for your website and will be implemented as a code snippet instead of a static image.

For other digital assets, like your email signature, please use the static badge.

Maintain a size of at least 180px wide and use the “rt” in Partner as a minimum clearance spacing reference. Because this badge is interactive, clearspace is applied to the default state of the badge without hover state pop up menu showing.

Minimum size and clear space



180px

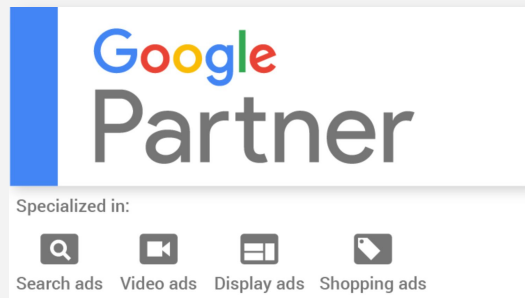


## Static Partner badge

The static badge should only be used on print materials and digital assets where the Partner badge animation does not fit.

If your agency hasn't earned any specializations, use the static badge without specializations.

Static badge with specializations



Static badge without specializations



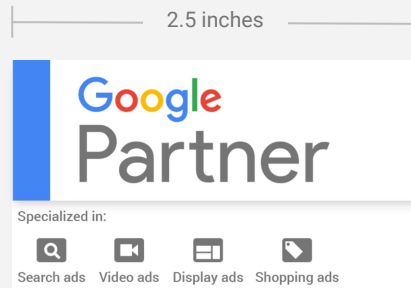
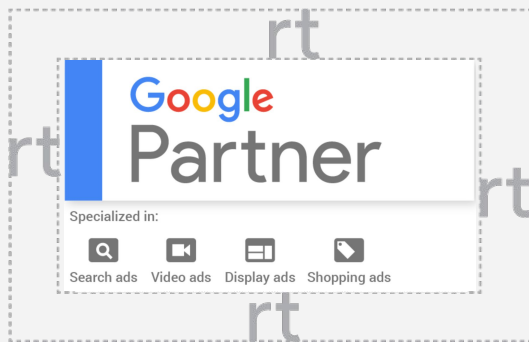
# Static badge implementation

The folder contains .eps, .jpg, and .png files for digital (RGB) and print (CMYK) use.

- **Placement and sizing**
  - For print applications, maintain a size of at least 2.5 inches wide and use the “rt” in Partner as a minimum clear space
  - Specializations font should be no smaller than 6 points
- **Mirror the online badge**
  - Only list specializations that you have earned and are on your online badge
  - Use these terms: Specialized in, Search ads, Mobile ads, Video ads, Display ads, and Shopping ads

The static badge should remain in English and not be localized.

Minimum size and clear space





## Improper use



⊘ Do not remove, distort, or alter any element of the badge.



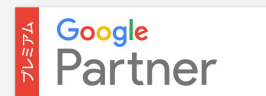
⊘ Do not translate or localize the word Partner in the badge.



⊘ Do not change the aspect ratio or badge colors.



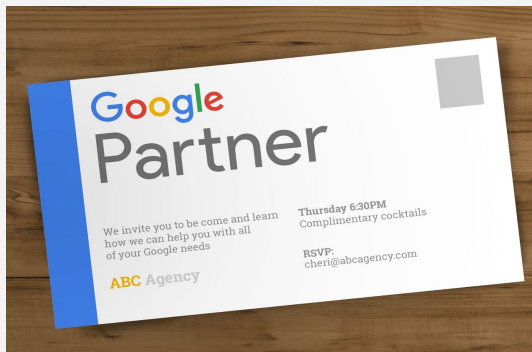
⊘ Do not use the Google Partner logo. It is different than the badge and can only be used by Google.



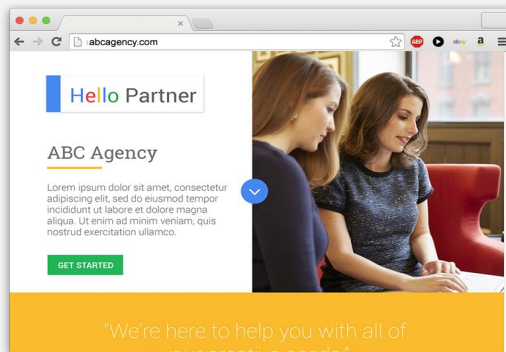
⊘ Do not translate or localize the word Premier in the badge.\*

\*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



Do not modify the badge design.



Do not mimic the badge design or Google Partners website for any other design elements.



Do not display the badge larger or more prominently than the agency's logo, excluding specializations.

# Rules when using the Google Partner badge

Do not display the badge until you have qualified as a Google Partner.

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

Do not isolate the badge along with your business, domain, product or service names, or in your logo, design, slogan, or other trademarks.

Do not display the badge on sites that violate laws, Google policies, or feature adult material.

You may not 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](#).

## EXAMPLES

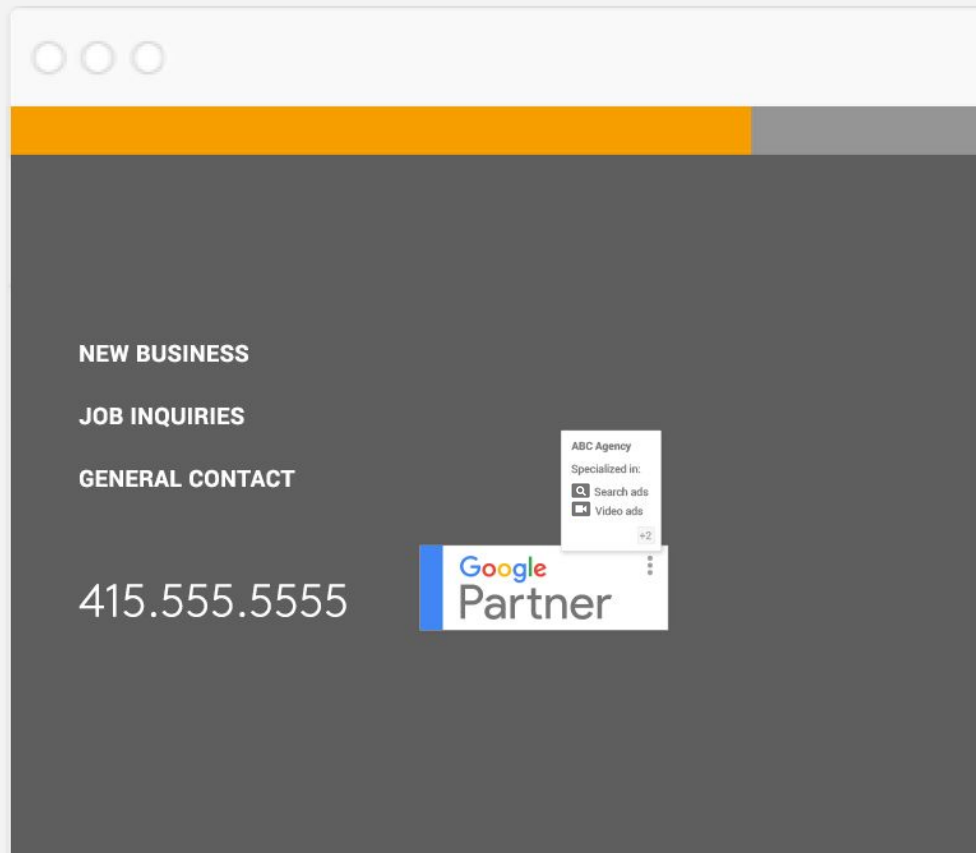
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# Online placement

Use the dynamic badge with specializations whenever possible.

Examples: on your website or any placement that can embed and display the dynamic badge.

You can also link to your Google Partners public profile page.



# Digital assets that do not accommodate the online badge

Include the static Google Partner badge in your email communications to remind clients of your expertise.

Only use the static badge on assets that do not accommodate the online version, like in email signatures.

