

Google Workspace Affiliate Program

Program Policies & Brand Guidelines

July, 2026



Welcome!

Thank you for choosing to work with Google Workspace.

Please take the time to review the following program policies. This will help you get familiar with the product, some do's and don'ts of the program, as well as our brand and style.

If you have any questions, feedback, or requests, please reach out to:

North America: GoogleWorkspaceAffiliatesNA@CJ.com

LATAM: GoogleWorkspaceAffiliatesLATAM@CJ.com

APAC: GoogleWorkspaceAffiliatesAPAC@CJ.com

EMEA: GoogleWorkspaceAffiliatesEMEA@CJ.com

We look forward to working with you!



What is Google Workspace

Google Workspace is everything you need to get anything done, all in one place. Whether you're at home, at work, or in the classroom, it's the best way to create, communicate, and collaborate. Familiar tools; fewer distractions; more time to make things happen.



Messaging Guidelines & Policies



Do's & Don'ts when writing about Google Workspace

 **DO** refer to it as Google Workspace every time, everywhere.

 **DO** use it in a CTA as:
Sign up for Google Workspace
Set it up in Google Workspace

 **DON'T** refer to it as Workspace as standalone*

 **DON'T** refer to it as Google Workspaces

 **DON'T** refer to it as Google Cloud's Google Workspace

 **DON'T** refer to it as Google's Workspace

 **DON'T** refer to it as "Make it with Google Workspace"
We've sunset the "Make it with" platform

*Except in rare circumstances, when Google Workspace has already been communicated in full, in plain text, and when there are space concerns or when using the term descriptively to refer to the user's online Workspace.

Why Google Workspace?

Top customer selling points for you to feature

Primary benefits

- Access to Gemini across the applications you know and love (Docs, Drive, Gmail, Meet, & more)
- Own a professional email address @yourcompany.com
- Work in real time on the same documents with teammates
- Stay connected on the go, work from anywhere on most devices
- Reduces IT support requirements and cuts infrastructure travel costs by 20%*
- 99.9% uptime guarantee** with Google Workspace applications continuously available to you during upgrades and system maintenance

Security benefits

- Google Workspace administrative controls allows you to seamlessly manage employee churn by keeping all documents in-house
- 99.9%+ accuracy in blocking spam[☆] and business email compromise scams
- There have been no reported account hijackings after security key deployments^{☆☆}
- Help prevent threats before they happen with proactive security tools powered by Google AI

*Source: <https://workspace.google.com/customers/nielsen.html>

** Source: <https://workspace.google.com/intl/en/terms/sla.html>

☆ Source: <https://security.googleblog.com/2017/05/protecting-you-against-phishing.html>

☆☆ Source: <https://cloud.google.com/blog/products/identity-security/beyond-passwords-a-roadmap-for-enhanced-user-security>

Short, Shorter, Shortest Descriptions

Shortest

Everything you need to get anything done, all in one place with Google Workspace.

Shorter

Everything you need to get anything done, all in one place with Google Workspace. Whether you're at home, at work, or in the classroom, it's the best way to create, communicate, and collaborate. Familiar tools; fewer distractions; more time to make things happen.

Short

Everything you need to get anything done, all in one place with Google Workspace. Whether you're at home, at work, or in the classroom, it's the best way to create, communicate, and collaborate. Google Workspace seamlessly brings together messaging, meetings, docs, and tasks—all built with trusted Google security and running on the cleanest global cloud. Familiar tools; fewer distractions; more time to make it happen.

Additional Approved Messaging

- Get ad-free professional email (@yourdomain), secure video meetings, collaborative documents, online storage for any file format, and more. Everything you need to get work done from anywhere.
- Productivity tools your team needs to get work done, from anywhere. Includes professional email (@yourbusinessname), video meetings, online storage, and more.
- Google gives you the tools you need to run your business like a pro with Google Workspace. Set up custom email, share files securely online, video chat from any device, and more.
- Google Workspace seamlessly brings together messaging, meetings, docs, and tasks—all built with trusted Google security and running on the cleanest global cloud.
- Work smarter and faster using Google Workspace with Gemini. Get premium AI assistance built right into the apps you already trust to write better, organize seamlessly, and unlock your team's full potential.

Promotional Content Guidelines & Policies



“With Gemini”
logo

Overview



Lockups



Color variations



Clear space



Minimum size



Incorrect usage



“With Gemini” logo

Overview

Combining the Workspace and Gemini logos communicate that AI is an integral part of Workspace products.

This logo lockup is the sign-off for most Workspace marketing communications.

We also use our standalone Workspace logo for brand-level purposes such as co-branding and strategic sponsorships.

Google Workspace
with  Gemini

“With Gemini” logo

Lockups

There are three lockups for you to use depending on the context and layout.

The **stacked lockup** is the one you’ll use most frequently.

The **horizontal lockup** is used when vertical space is constrained.

Stacked lockup

Google Workspace
with  Gemini

Horizontal lockup

Google Workspace with  Gemini



[Download assets](#)

“With Gemini” logo

Color variations

The full color logo is the preferred lock-up.

One-color logos are used when the logo is placed over color backgrounds (other than black). They can also be used when faced with production constraints.



[Download assets](#)

Google Workspace
with  Gemini

Google Workspace
with  Gemini

Google Workspace
with  Gemini

Google Workspace
with  Gemini

“With Gemini” logo

Lockups: Display version

The display version is intended for video end cards, and anywhere the logo is used at a large scale.

Due to the reduced scale of the “with Gemini” descriptor, this lockup is not recommended for small-scale applications.

Google Workspace
with  Gemini



[Download assets](#)

“With Gemini” logo

Clear space

Clear space provides breathing room and keeps the lockup from getting crowded by images, text, or other graphics that can compromise its impact.

The amount of clear space around the “with Gemini” logo should be equal to or greater than the width of “G.”

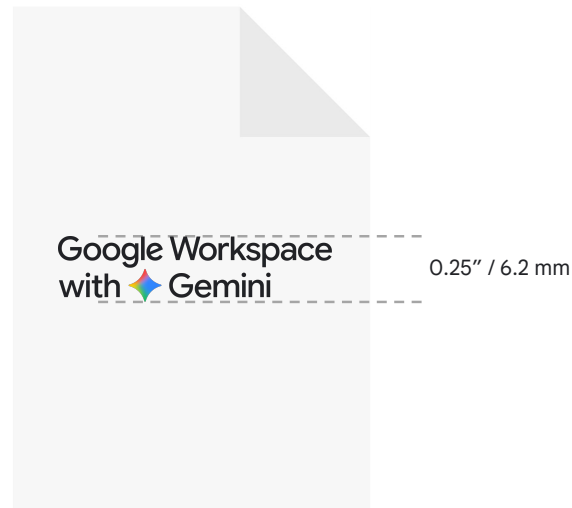
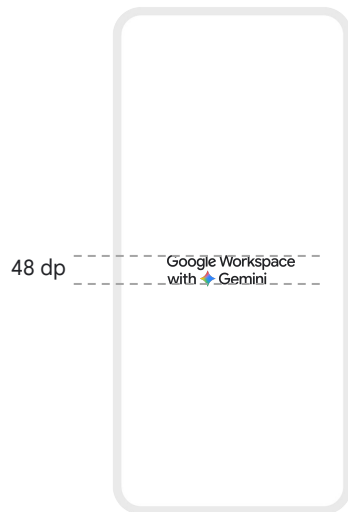


“With Gemini” logo

Minimum size

The minimum size for digital applications of the logo is 48 dp in height.

The minimum size for applying the logo in print applications is 0.25 in or 6.2 mm in height.



“With Gemini” logo

Incorrect usage



Google Workspace
with ♦ Gemini

Google Workspace
with ♦ Gemini



Don't use the logo in a different colors than specified.



Google Workspace
with ♦ Gemini



Don't resize individual elements in the logo.



Google Workspace
with ♦ Gemini



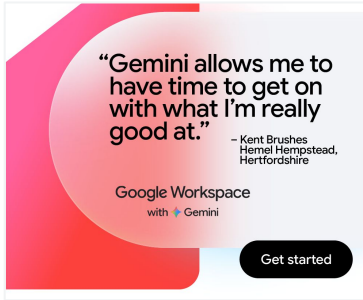
Don't put the full-color logo over Workspaces or gradients.



Google Workspace
with ♦ Gemini



Don't put the logo on background without sufficient contrast.



“Gemini allows me to have time to get on with what I'm really good at.”
— Kent Brushes
Hemel Hempstead,
Hertfordshire

Google Workspace
with ♦ Gemini

Get started



Don't use the display version of the logo at smaller scales.



Google Workspace
with ♦ Gemini



Don't use the logo over photography.

Core
Workspace
logo

Overview



Color variations



Clear space



Minimum size



Super G



Incorrect usage



Overview

The core Google Workspace is intended to be used as the logo sign-off for brand level purposes such as co-branding and sponsorships.

For most marketing purposes the “with Gemini” version of the logo should be used.



[Download assets](#)

Color variations

Limited color logo variations are used on images and color or patterned backgrounds.

They are also used when faced with production constraints, or when “Google Workspace” needs to be present but not emphasized, such as in sponsor lists or endorsements.

 [Download assets](#)



Google Workspace

One-color logo



Google Workspace

Reverse logo

Core Workspace logo

Clear space

Clear space provides breathing room and keeps the lockup from getting crowded by images, text, or other graphics that can compromise its impact.

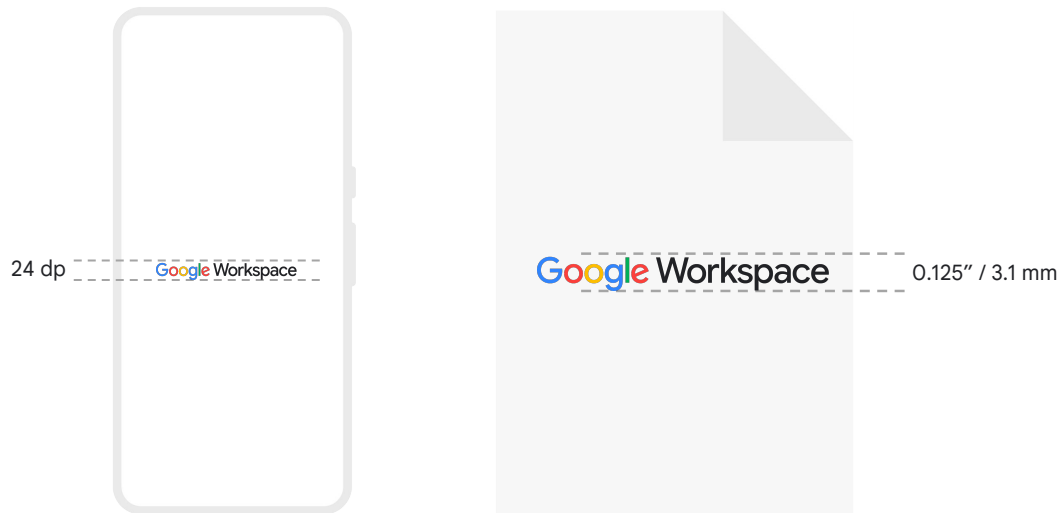
The amount of clear space around the Google Workspace logo should be equal to or greater than the width of "G."



Minimum size

The minimum size for digital applications of the logo is 24 dp in height.

The minimum size for applying the logo in print applications is 0.125 in or 3.1 mm in height.



Core Workspace logo

Super G

The Google G isn't a replacement for our logo, but it can be used in certain limited use cases. Always use in conjunction with Google Workspace in copy.

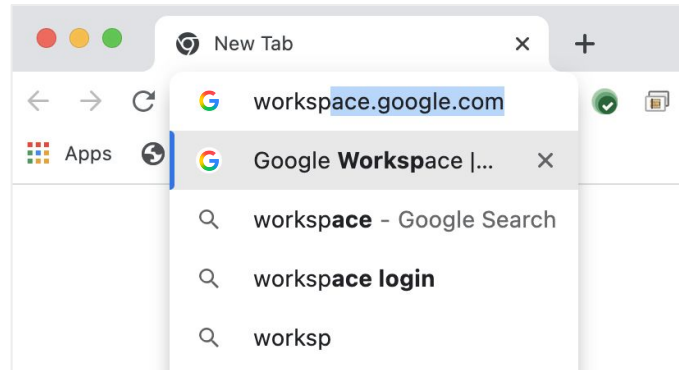
Approved use cases:

- Web favicon
- Social media avatar
- Support Help Center
- Search preview

More information about the Google G can be found in [Google's Brand Standards](#).



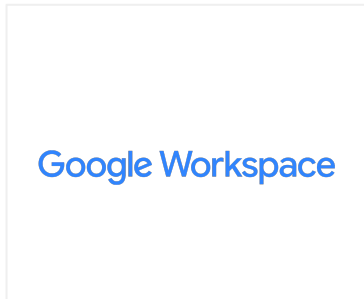
Example of Google G used as social media avatar



Example of Google G used as web favicon

Incorrect usage

The core Workspace logo was constructed to strict design standards. These are some examples of what not to do.



 **Don't** put the logo in a different color than the supplied versions.



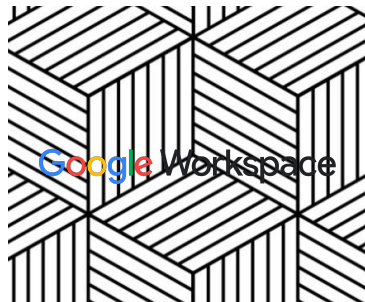
 **Don't** put the full-color core Workspace logo over Workshapes or gradients.



 **Don't** put the core Workspace logos on a background without sufficient contrast.



 **Don't** use the core Workspace logo over photography.



 **Don't** place the core Workspace logo on a patterned background.



 **Don't** lock up the Gemini Spark with Google Workspace or create any other logo variation.

Incorrect usage

The core Workspace logo was constructed to strict design standards. These are some examples of what not to do.

The image shows the Google Workspace logo where the 'G' in Google is replaced by the 'Super G' icon, which is a stylized 'G' with a horizontal bar through it.

Don't use the Super G icon in our wordmark.

The image shows the Google Workspace logo with a subtle drop shadow applied to the text.

Don't apply drop shadows, bevels, strokes, or other special effects to the logo.

The image shows the Google Workspace logo that has been distorted, appearing skewed and warped.

Don't distort, skew, warp, rotate, or change the shape of the logo.

The image shows the Google Workspace logo with the words 'Workspace' and 'Google' reordered.

Don't reorder the logo.

The image shows the Google Workspace logo where the words 'Google' and 'Workspace' are stacked vertically.

Don't stack or change the orientation of the Google Workspace logo.

The image shows a new lockup for the Google Workspace logo, featuring the word 'Workspace' above the phrase 'from Google'.

Don't create new lockups.

Incorrect usage



 **Don't** resize individual elements in a lockup or stack.



Google Workspace

 **Don't** lock up the Super G with Google Workspace or create any other logo variation.

Google Workspace
Government Partner

 **Don't** treat our logo as a category by adding a title or program to wordmark.

Google Cloud Google Workspace

 **Don't** co-brand Google Cloud and Google Workspace. Use the logo of the brand that takes the lead in the communication.

Use Google Workspace
get anything done
from anywhere.

 **Don't** use the logo in text or as part of a word. When you're using our name in text, always typeset it with an uppercase "G" and "W."



 **Don't** use the icon (or a stylized version of it) as part of a pattern or texture.

Product
icons

Overview

Lineups

Incorrect usage



Overview

Many people interact with our products multiple times a day, making our icons more recognizable than the Workspace logo.

They are our most valuable visual assets.

The icons are friendly, approachable, and stylized with the gradients that tie back to the Super G and Gemini Spark identities.



Gmail



Calendar



Chat



Meet



Drive



Docs



Slides



Sheets



Keep



Vids



Forms



Sites



Voice



Tasks



Pics



Gemini



[Download assets](#)

Product icons

Lineups

Lineups are groupings of our most recognizable and popular product icons.

These are our primary representation of Workspace products — typically used in whitepapers, one-pagers and buy pages.

Lineups are not used to replace the Workspace logo.

The new system is more flexible, allowing for the use of icons in shorter or modified groupings.

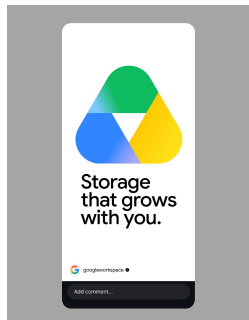


Horizontal

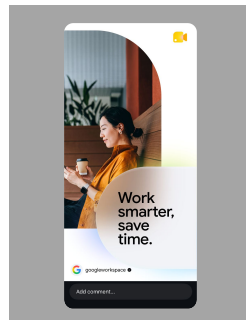


Vertical

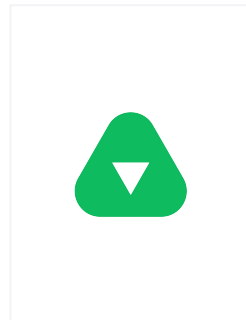
Incorrect usage



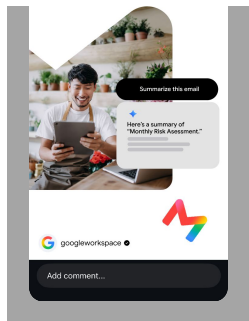
 **Don't** treat our icons as hero illustrations.



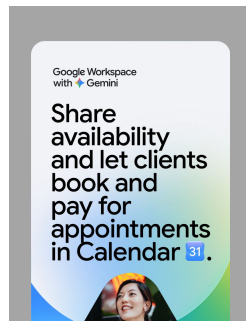
 **Don't** treat our icons like dingbats. Marketing UI integrations are the exception.



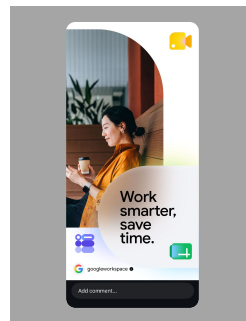
 **Don't** create one-color versions of our product icons.



 **Don't** rotate any of the product icons in layout. Freeform stacks are the exception.

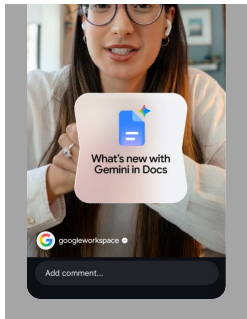


 **Don't** put product icons at the end of headlines.

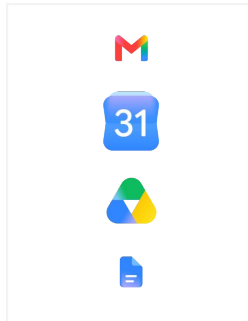


 **Don't** use product icons as decorative elements.

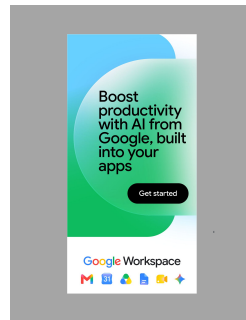
Incorrect usage



 **Don't** use Gemini icon as a complementary element to product icons.



 **Don't** change the product icon size relationship within the lineup.



 **Don't** use core lineup for advertising materials. Use lineup for informational materials only.



 **Don't** waste opportunity to incorporate a product-specific icon into design.

Program Policies



Program Policies (1 of 7)

1. Paid Search Ads Requirements:

The use of paid search ads for the purpose of sourcing Eligible Referrals as defined at Affiliate [Terms](#) is prohibited without advance written permission from Google. This applies to direct promotion of any offers or Unique Identifiers as defined at Affiliate [Terms](#), or any pages hosting Unique Identifiers. For clarity, Affiliate is not prohibited from launching paid search ads for other purposes, unrelated to their participation in this Program .

To the extent use of paid search ads is approved by Google, paid search ad copy cannot mention specific discount amounts unless approved by Google and must primarily promote the product benefit, not the offer.

- a. Do: Run a paid search ad that is focused on the product benefit and includes the offer as a sub message.
 - i. Example message: Get everything that you need to run your business from anywhere. Includes professional email, online storage, video meetings and more. We can help you get started with 10% savings on your first year.
- b. Do: Run a paid search ad with a message that complies with our paid search policies and drives traffic to an article on your approved site that highlights Google Workspace (content should comply with the guidelines outlined in the 'content tone' section of these policies), which may include a discount offer within the article.
- c. Do: Amplify the reach of articles written about Google Workspace that do not mention any discount offers.

Program Policies (2, 3 of 7)

2. Social Media Requirements:

Promoting Google Workspace on social media is not allowed unless an exception is approved by Google. If approved, the Google brand and affiliate links cannot be promoted directly in the social media post message. Instead, partners can promote their site and drive traffic to pages with content that feature Google Workspace.

- a. Do: Drive traffic to your site, or pages/content on your site where Google Workspace is mentioned, but without mention of the Google brand in the social media post.
 - i. Example: Social Media post message: *'Read about the best tools to get your business started'*. This links to an article on your website that has the headline: *'Google Workspace makes it easy to start and run your business with powerful cloud-based productivity tools'*
- b. Don't: Promote your affiliate link directly on your social media account, or promote the Google brand (in words or images.) unless explicitly approved by Google.

3. Email Marketing Requirements:

[Email] Promoting Google Workspace via email is not allowed unless an exception is approved by Google.

Program Policies (4 of 7)

4. Offer Distribution:

Promo codes must not be publicly visible. Rather, they should be distributed to individual users on a 1:1 basis.

- a. Do: Create your own content and include referral link as well as instructions on how the customer can receive a promo code.
- b. Do: Distribute a code to each user privately via an email, or a reveal button, and limit the number of coupons that each user can receive.
- c. Don't: Include your promo code in a comment written on your or someone else's blog post.
- d. Don't: Include your promo code in a comment on your or someone else's social media post.
- e. Don't: Post lists of promo codes on your site or anywhere else (forums, blogs, etc.)

[Offer message accuracy] Ensure that expired offers are clearly marked as such or are removed from your site. Do not promote misleading offer messaging. Affiliates cannot claim to offer savings that are higher than the official offer approved and provided by Google via individual promo codes.

- f. Do: Discuss a 10% savings offer in an article talking about Google Workspace features and use cases, as long as the 10% offer is active.
- g. Do: Update any content referring to an old offer if the offer changes or expires, and remove reference to old offers, or clearly indicate that they've expired.
- h. Don't: Discuss a higher effective discount that requires combining offers and/or plan upgrades/downgrades to be realised.
- i. Don't: Keep promotion live for expired offers even if they are for higher discounts than current offers.

[Offer message limitations] Content promoting an offer must not include reference to being applicable to accounts with more than 100 users and must include clear reference to any associated limitations such as expiry date, plan eligibility and other criteria as articulated by Google.

- j. Do: Outline all offer limitations, such as 'Offer only applies to the first year subscription of the Google Workspace Starter plan. Offer expires on 15 December 2026.'
- k. Don't: Include reference to the offer being applicable to accounts with large numbers of employees, such as 'You can get a discount on accounts up to 300 users!'

[Offer discount visibility] If you are approved to have an offer that is higher than 20% off, the discount amount (e.g. '25%') may not appear publicly – it may only be visible within a gated environment (i.e. placements/pages that require a login to be viewed). Exceptions may be granted on a case by case basis, upon review and approval by Google.

- l. Do: Promote on your approved public facing pages that you have an offer for Google Workspace, without specifying the discount amount. Example: 'Special savings on Google Workspace plans available for members of [insert your programme name]. Sign in to learn more.'

Program Policies (5, 6 of 7)

5. Content tone:

Unless approved by Google, all Google Workspace promotion or content should primarily promote the benefits of the product, not the offer.

- a. **Content or page headlines:** The primary headline should not primarily promote a discount message and should not contain the specific discount percentage
 - i. Do: 'Get Google Workspace, the best productivity tool for your startup (and a code for savings!).'
 - ii. Don't: '20% off Google Workspace: The best productivity tool for your startup'
- b. **Body text:** When writing content, the primary focus should not be the Google Workspace offer. Rather, primarily promote the product features, benefits and use cases. Use the offer as a conversion call to action.
 - i. Do: Write body text that explains the features and use cases of Google Workspace.
 - ii. Don't: Write body text that primarily promotes the offer or mentions the offer extensively and frequently.
- c. **Images and banners:** Only use the provided brand assets as available in the programme. Please don't create new images that display the offer.
 - i. Do: Use pre-approved image assets that focus on the product, not the offer
 - ii. Don't: Create your own image that features the product offer

6. Disclosure Requirements:

Any property that features Google Workspace affiliate links must also include a disclosure statement, indicating that you may benefit from sales generated by those links.

Program Policies (7 of 7)

7. Referral vs. Affiliate Program Participation:

[Referral vs Affiliate Program promo] Google Workspace Affiliate Program members may not promote Google Workspace Referral Programme links or promo codes.

- a. If an affiliate was previously a member of the referral programme, all referral programme links must be removed and replaced with affiliate programme links.
- b. If an affiliate was previously a member of the referral programme and distributed promo codes, all referral programme codes must be removed. Affiliates should work with the CJ team to become approved to distribute codes through the affiliate programme.

Thank you

Google Workspace