A branding guide for schools that have gone Google

Now that you've gone Google, how do you make sure your school - and community - know the good news?

This guide aims to help by providing advice that other schools have shared from their experiences. It also covers best practices around how to use our logos and brand elements to announce that your school has made the move to Google – even on a small budget!

Google for Education

Congrats! You've gone Google!

If you want to tell everyone, here's **6 easy steps**.

What does it mean to "go Google?"

It's a celebration of curiosity-fueled, technology-enabled learning.

It's about extending beyond the four walls of the classroom. Work, share, and learn together with affordable devices and familiar platforms – for schools, universities, or entire countries.

Build Your Communications Plan

Use these tips to create your plan.

First, answer these **5 simple questions**:

1. Who do we want to tell?

Teachers? Students? Parents? Your town?
Select who your story is for.

2. What do we want them to do?

Sign up? Attend a workshop? Write a story? Learn more?
It's important to identify what you'd like them to do once they know –
and get them to do it!

3. How much money can we spend?

Setting your budget will help you decide how you will tell them. Make the most
of it by mapping out exactly how you will spend it.

4. How do we want to tell them?

There are so many ways to get the word out – press release, email, Google+, Facebook, Twitter,
posters/flyers, workshop, event, assembly, and more! Figure out which methods would be the
best ways to reach your intended audience(s). Pick the right channel or venue to best suit them.

5. When are we going to tell them?

Set the date(s) of when you're going to send your messages or hold your
events. The dates can be different for different audiences.

Design Your Collateral

Apply these guidelines when designing your beautiful works of art!

1. Keep it simple.

Use a clean, simple design on all your marketing
collateral, and keep plenty of white space.

2. Make it yours.

These are your marketing pieces, not Google's, so make sure you highlight your school's brand more than ours.

3. Show it accurately.

Use only approved Google icons and logos, and use them
exactly as described. Please carefully follow the guidelines
we provide for each marketing activity.

Find our icons and logos at http://goo.gl/or34FM
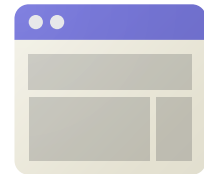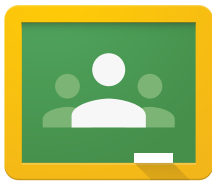
The Google for Education Logo

Apply these guidelines when using our logo in your collateral.

Google for Education

Google logo in four colors   "for Education" modifier

Horizontal logo

Google
for Education

Stacked logo

- Logo is composed of two elements: Google logo in color and the "for Education" modifier.
- Use artwork as provided—elements cannot be altered in any way.
- Logo exists in horizontal and stacked versions.
- **Horizontal is preferred.** Stacked logo may be used when horizontal space is limited.

Clear Space

· Clear space is what we call the area surrounding the Google for Education logo. Try to keep enough distance from any other graphic elements to ensure that the logo appears distinctly in any environment.

· The clear space around our logo should be equal to or greater than the x-height of the Google wordmark.

Minimum Size

· To ensure legibility of the logo, the minimum height of the Google logo should be no less than 22px, or 0.175in (Y-height).

  (Note: these rules apply to all product logos as well.)

For Web

Google for Education

- Use this RGB version of the logo for online use. Always place this logo on a white background.

For Print

Google for Education

Full-color Preferred version

DO

- Use the CMYK or Pantone version of the logo for printed pieces whenever possible.
- Use the full-color logo on a white background with the appropriate amount of white space.
- Use the one-color black or white logo in cases where color reproduction just doesn't look good.
- When used over photographic backgrounds, use one-color versions of the logo to provide contrast. On a light-colored photographic background, use the black one-color logo. On a medium-to-dark photo background, use the reversed one-color logo.

Google for Education

One-color black

Google for Education

One-color reverse

Google for Education

One-color reverse

DON'T

- You may not modify the Google for Education logo.
- Don't place the standard logo on a black or any other color but white background.
- Don't place the logo on a busy photo; it will get lost in the details of the photograph.

Google for Education
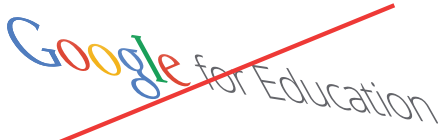
oo le for Education

Google for Education

Logo No-Nos

Do not change the logo's design, color, or fonts.

Do not stretch or change the logo's proportions.

Do not display the "for Education" modifier without the Google logo and vice versa.

Your Design Checklist

1. Keep it simple.

☐ DO use simple language.

☐ DO make sure your logo doesn't blend in with your background color.

☐ DO use white space in your design to let the text, images, and logos breathe.

☐ DO position the Google for Education logo and icons lower on page to make your school's brand stand out.

2. Make it yours.

☐ DO make it clear that any collateral that you create looks like it comes from you and not from Google.

☐ DO create a unique design that works with your school's brand.

☐ DO make your logos and branding elements more prominent than Google's.

☐ DO be creative with your own design. Make your own graphics, take your own photos, and write your own copy.

☐ DO use real people and real examples from your school to tell your stories.

3. Show it accurately.

☐ DO use approved icons and logos exactly as downloaded from http://goo.gl/or34FM, and make sure they're up to date.

☐ DO maintain exact color, angle, and shape of all Google for Education icons and logos.

☐ DO put plenty of white space around the Google for Education logo and Apps icons to let them breathe. (Follow guidelines on page 9.)

☐ DO use the words *Google for Education* spelled out if you refer to Google in writing. (Don't use the Google or Google for Education logos in a sentence!)

Announcing on a Small Budget

Consider these ideas when your budget is tight.

1. Go grass-roots.

Graffiti, sidewalk chalk, flyer covered walls, decorated school buses, sandwich boards, stickers, t-shirts. Unconventional but impactful ways of getting the word out. This relies heavily on word-of-mouth, so make sure your message is clear and easily understood!

2. Use media.

Figure out which social media students, teachers, and parents spend their time on and create a profile for your school. Create engaging content about your launch that is useful, entertaining, and educational.

3. Start a blog.

Blogs are a great way to share educational content and allow others to track your school's progress in going Google. Cross-promote your blog posts on your social media channels for maximum results.

4. Build a team.

A team of tech savvy students, faculty, and staff who are able to teach others makes the launch an easy process. Universities can nominate Google Student Ambassadors to represent their schools. Learn more here: http://goo.gl/RTM4xT

5. Tell the community.

Newspapers and other media are looking for stories, and the fact that you've gone Google is a great story! Write a press release with content that they would consider newsworthy.

6. Organize contests.

There are many creative ways that you can get your audiences involved in this transition. Start a contest such as the best flyer design or tag line for the campaign.

7. Plan small events and sessions.

Throw a pep rally. Have your most tech-savvy faculty create lunch and learn sessions. These are easy and inexpensive ways to get the word out while educating your audiences.

How Schools Have Gone Google

Use these examples as inspiration.

Selborne Primary School

East London, Eastern Cape, South Africa

Selborne made their announcement with a YouTube video that picked up press coverage.
Check it out here: http://goo.gl/qdBfah

University of Michigan
Ann Arbor, Michigan, United States

Go Blue. Go Google.

M+Google
BY THE NUMBERS:
M+Google Accounts: 261,029
Mail Accounts: 169,700
Total Mail Usage: 163,402 GB
Drive Collaborators: 356,300
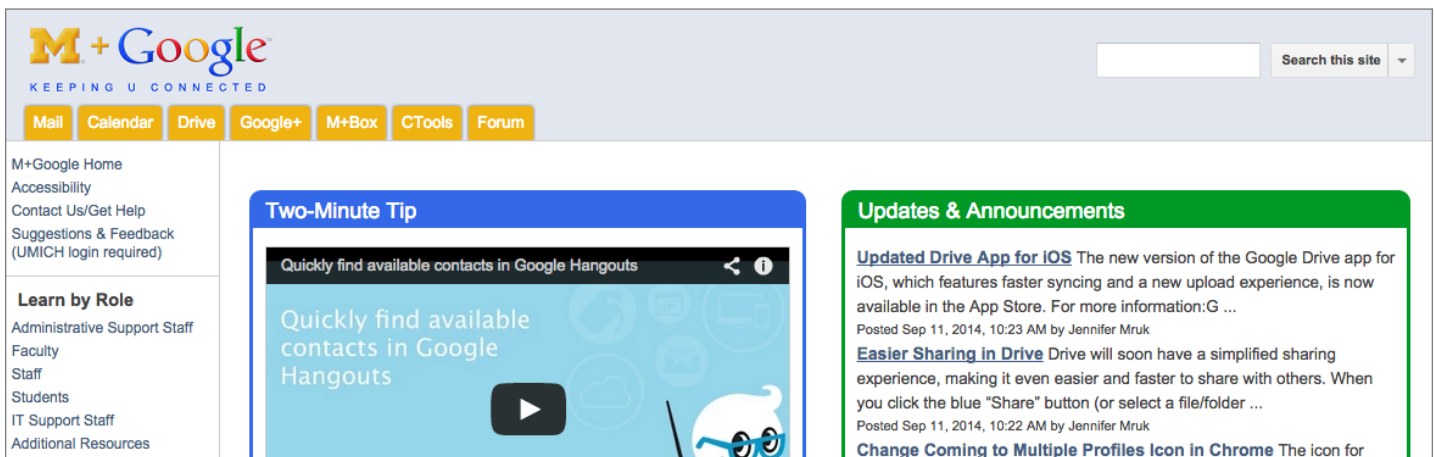Uploaded Drive Files: 6.7 million +

In Need of Google Guides!

Are you a Google Geek?

With the Skills to teach others?

And would look great in this shirt?

Consider becoming a Google Guide!

Info and sign up here.

M+Google
KEEPING U CONNECTED

Mail | Calendar | Drive | Google+ | M+Box | CTools | Forum

Search this site

M+Google Home
Accessibility
Contact Us/Get Help
Suggestions & Feedback
(UMICH login required)

Learn by Role
Administrative Support Staff
Faculty
Staff
Students
IT Support Staff
Additional Resources

Two-Minute Tip
Quickly find available contacts in Google Hangouts

Quickly find available contacts in Google Hangouts

Updates & Announcements

Updated Drive App for iOS The new version of the Google Drive app for iOS, which features faster syncing and a new upload experience, is now available in the App Store. For more information:G ...
Posted Sep 11, 2014, 10:23 AM by Jennifer Mruk

Easier Sharing in Drive Drive will soon have a simplified sharing experience, making it even easier and faster to share with others. When you click the blue "Share" button (or select a file/folder ...
Posted Sep 11, 2014, 10:22 AM by Jennifer Mruk

Change Coming to Multiple Profiles Icon in Chrome The icon for

The University of Michigan had a comprehensive roll-out that included a dedicated site for announcements, tips, and more. They hired over 150+ students, faculty and staff as Google Guides to help their peers during launch.

Bonus material!
Googlers who graduated from the University of Michigan share their excitement for the university's launch.
See it here: http://goo.gl/D0thmN

Abilene Christian University
Abilene, Texas, United States

Abilene had a robust plan that included:

- Targeted emails
- Ads in school newspaper
- Articles on homepage and school newspaper
- T-shirts
- Web ads
- Posters/Signage
- Videos
- Sidewalk Chalk
- Training classes
- Focus groups
- Special hotline for opt-in support

More than **3,000 users** switched to Gmail within 24 hours of launch!
Read the marketing plan here: http://goo.gl/2iwcvz

Brown University
Providence, Rhode Island, United States

Brown held a Staff Development Day to train their faculty and staff for the upcoming launch and had a great turnout! Inviting their mascot made it a fun day for all.

North Carolina
State University
Raleigh, North Carolina, United States

Embracing the graffiti that already existed, NC State grabbed some spraypaint and wrote their key messages on walls that were highly visible to students.

Now it's your turn. **Launch!**

Have a great launch, and please share your stories with us!