Grow with Google

Google Career Certificates

Branding Master Deck 2026

In Partnership with TECH VALLEY

Partners

Co-Branding Side by Side:

Logos should feel Equal and Balanced when used side by side.

Use Horizontal versions of Parnter logos whenever possible.
Use Brand Mark of Partner Logos

Links for the Google **Tech** Valley Logo.
URL:

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Colors

Dark Grey is the Primary color for copy and Light Grey is the Primary color for Illustration Strokes. Use Google blue to highlight important information in copy. (Headers, URL Links, etc)

Use Secondary colors sparingly.

All Backgrounds are White to keep consistency with Google Brand

Dark Grey 900
CMYK: 5/0/0/90
RGB: 32/33/36
HEX: #202124
PMS: 426 C

Google Blue 500
CMYK: 88/40/0/0
RGB: 66/133/244
HEX: #4285F4
PMS: 2173 C

Light Grey 500 (illustration)
CMYK: 5/0/0/50
RGB: 154/160/166
HEX: #9AA0A6
PMS: 422 C

Secondary Colors

Google Green 500
CMYK: 85/0/92/0
RGB: 52/168/83
HEX: #34A853
PMS: 2257 C

Google Yellow 500
CMYK: 0/37/100/0
RGB: 251/188/4
HEX: #FBBC04
PMS: 7549 C

Google Red 500
CMYK:0/87/89/0
RGB: 234/67/53
HEX: #EA4335
PMS: 179 C

Typography

The Google Sans typeface signals a
fundamental link to the Google Brand

Use Varying sizes, weights, and minimal
use of color to create hierarchy and a
clear messaging system.

Google Sans - Regular

A B C D E F G H I K L M N O P Q R S T V X Y Z

Google Sans - Medium
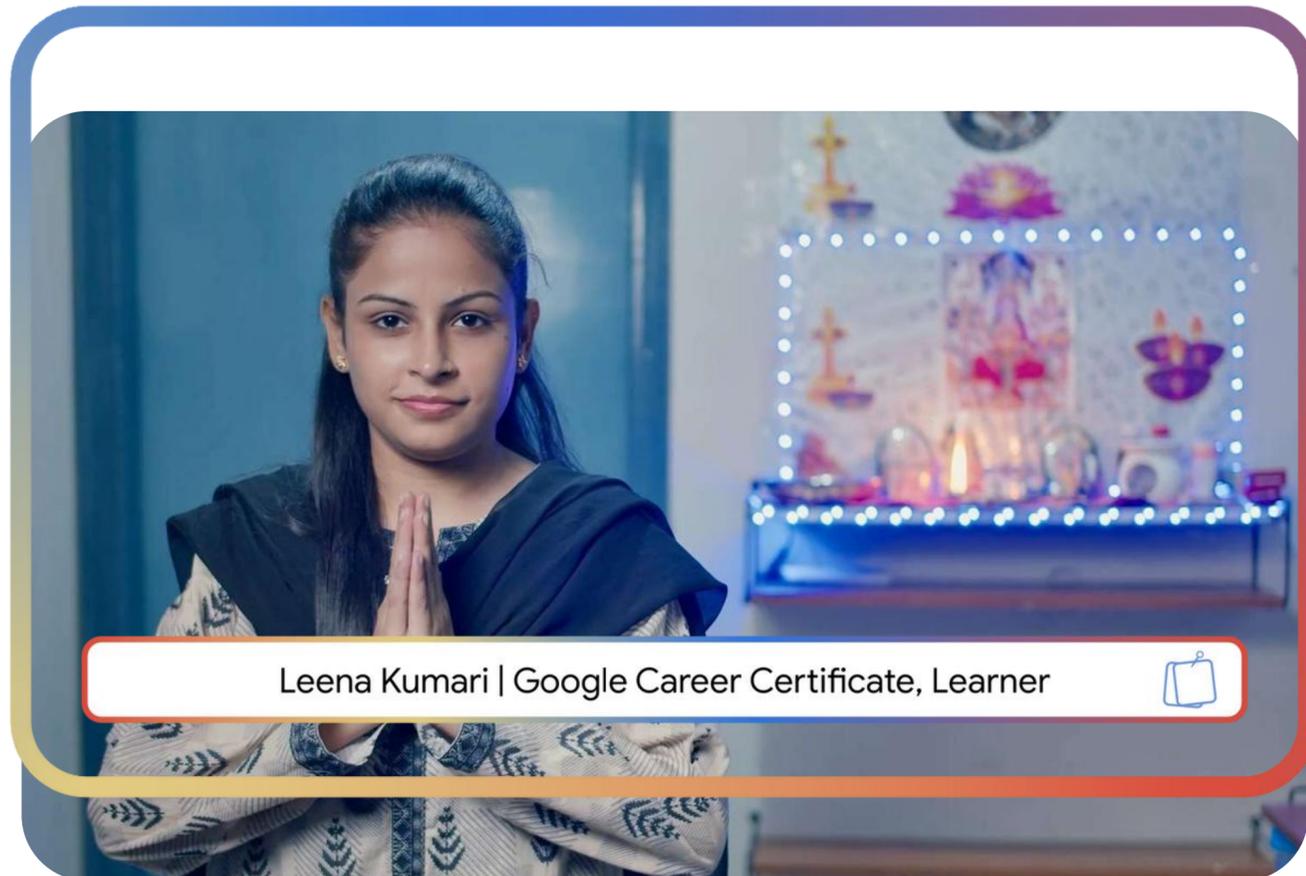
A B C D E F G H I K L M N O P Q R S T V X Y Z

Google Sans - Bold

A B C D E F G H I K L M N O P Q R S T V X Y Z

Links for the Google Sans Font.
URL:

Video Frames & Lower Third

Lower Third

Links for the Video Slides.
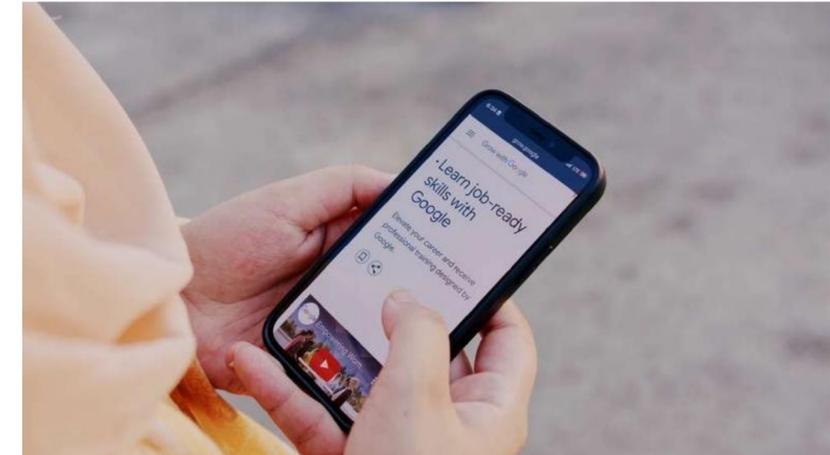URL:https://drive.google.com/drive/folders/1xFsHbOTEe-tUnNRi4HpfuBojVJrsoOS05?usp=sharing

Name of business fades in. Title Fades in. Both Fades to white.

Leena Kumari | Google Career Certificate, Learner

Photography

Photographs should depict real, diverse and relatable people who engage and use our products. the overall mood should feel positive, friendly and uplifting.

Creatives

1. Short, punchy headline that speaks to the business
2. Candid, wide photo that shows the business owner and the product.
3. Blue box with business description and google product used
4. Tech Valley logo with tagline and Website Link

Links for the Standees.
URL: https://drive.google.com/drive/folders/1CCN1Ykl-KARZjULh3HZeCGt08qxyyc3vY?usp=sharing

Design

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Google AI Professional

Boost you productivity and Elevate your work with in-demand AI Skills.
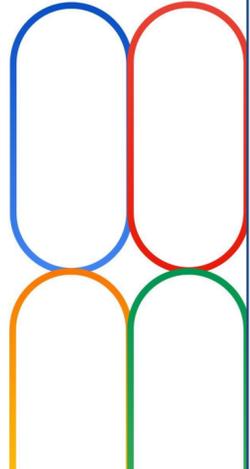
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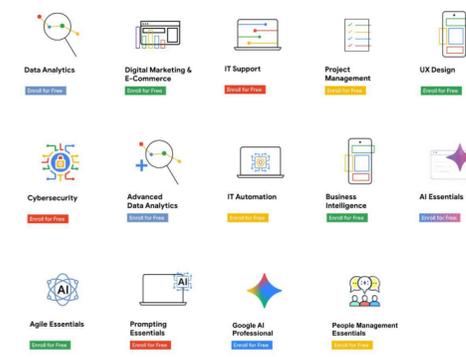
Applications are Open!

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Data Analytics — Enroll for Free
Digital Marketing & E-Commerce — Enroll for Free
IT Support — Enroll for Free
Project Management — Enroll for Free
UX Design — Enroll for Free

Cybersecurity — Enroll for Free
Advanced Data Analytics — Enroll for Free
IT Automation — Enroll for Free
Business Intelligence — Enroll for Free
AI Essentials — Enroll for Free

Agile Essentials — Enroll for Free
Prompting Essentials — Enroll for Free
Google AI Professional — Enroll for Free
People Management Essentials — Enroll for Free

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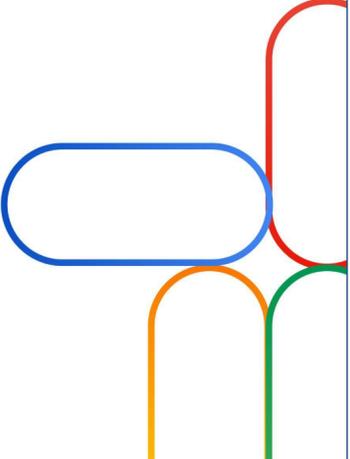

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Google Data Anlayst
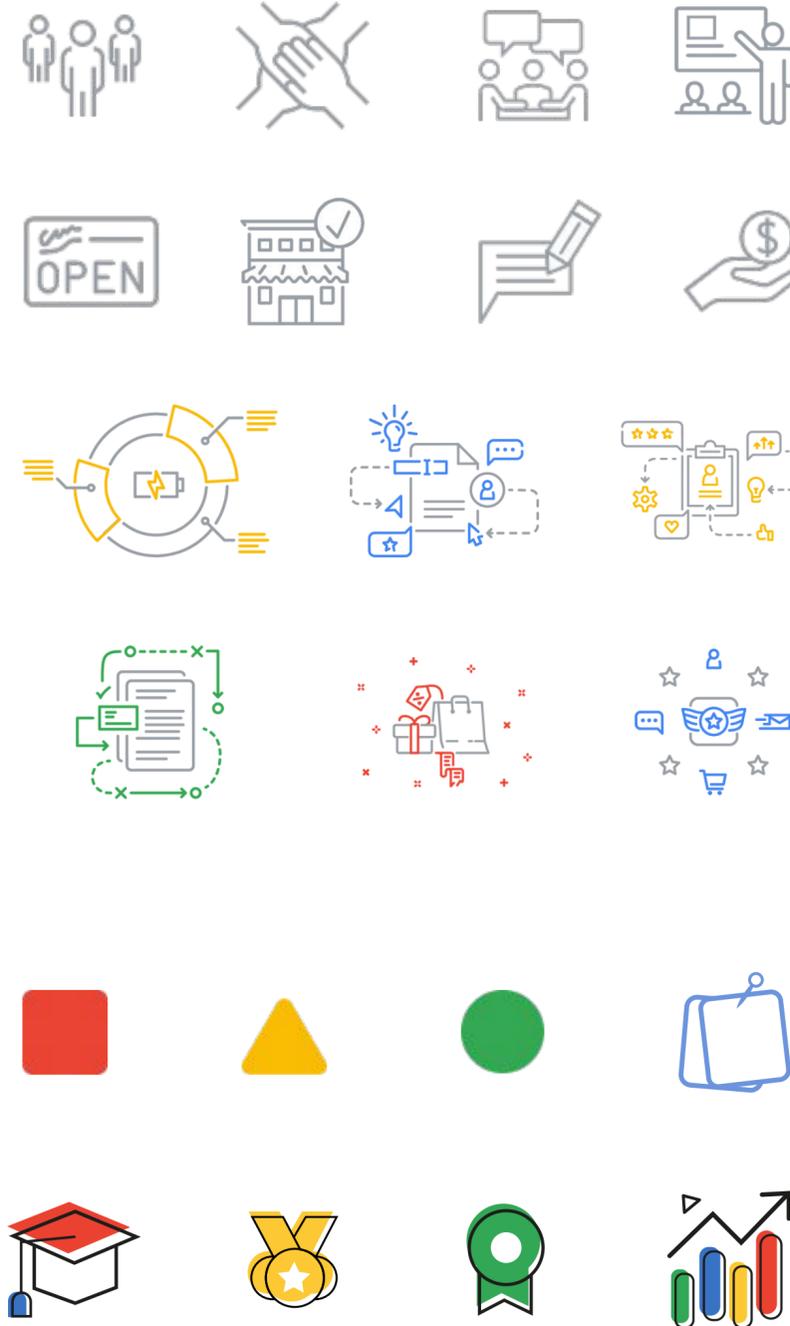
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Links for the

Illustrations

Icons

We use linear icons to help illustrate and compliment ideas, products and services. They are typically used in grey or google colors.
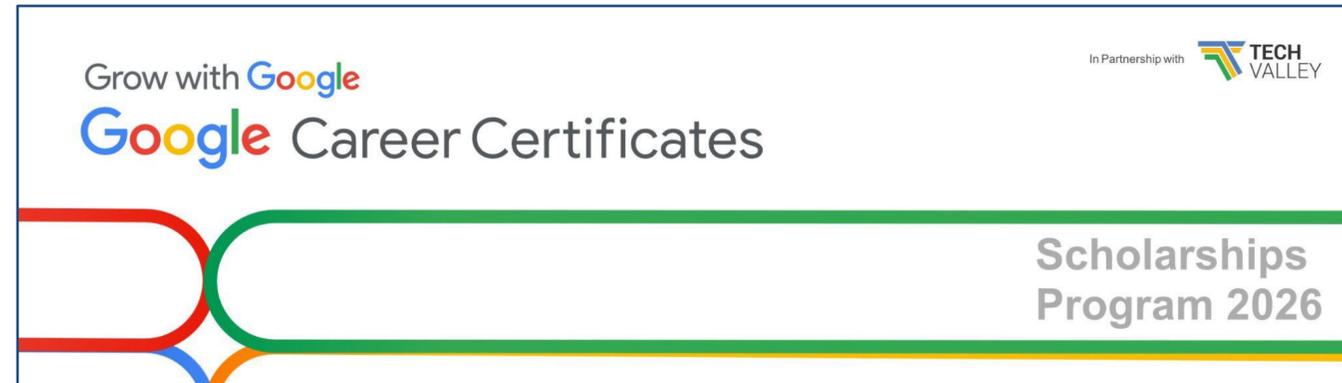
Use Secondary colors sparingly.
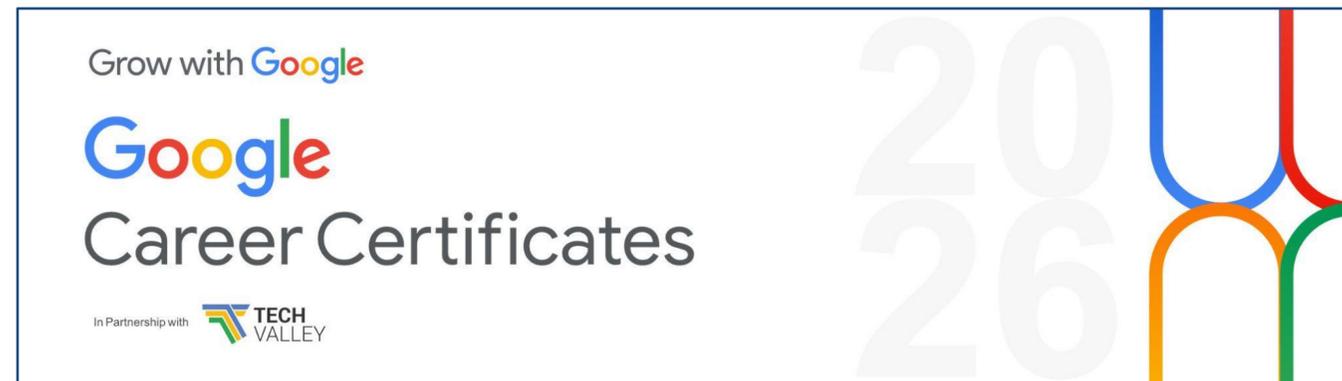
Links for the Illustration Icons.
URL: https://drive.google.com/drive/fold-ers/1lr3xAUEb1ou4Pb321eDg-pNcOh6hEjacD?usp=sharing
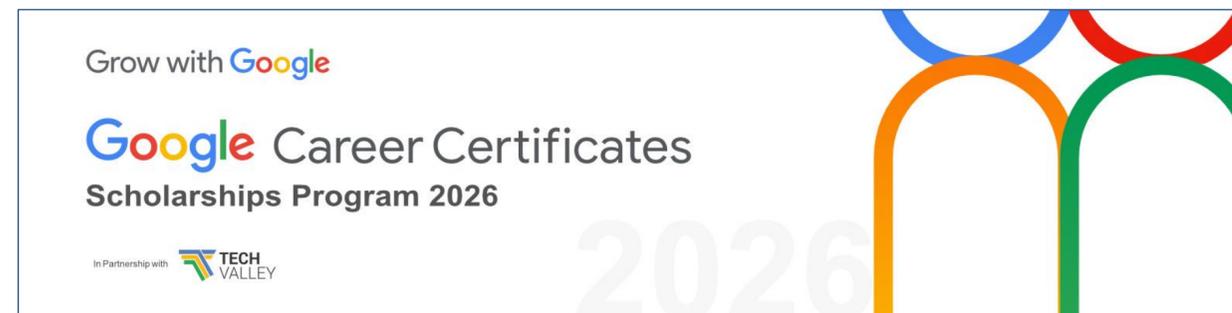
Banners

Email Banner

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2 Pager Banner

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Form Banner

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Links for the Banners.
URL: https://drive.google.com/drive/folders/1LkG5dGnx-eQ3QrLIGNNCwz7Nsh0AUoQAL?usp=sharing

Soft Skills Program

4 Weeks Bootcamp by Googlers

Communication Skills

Personal Branding

Time Management

Critical Thinking