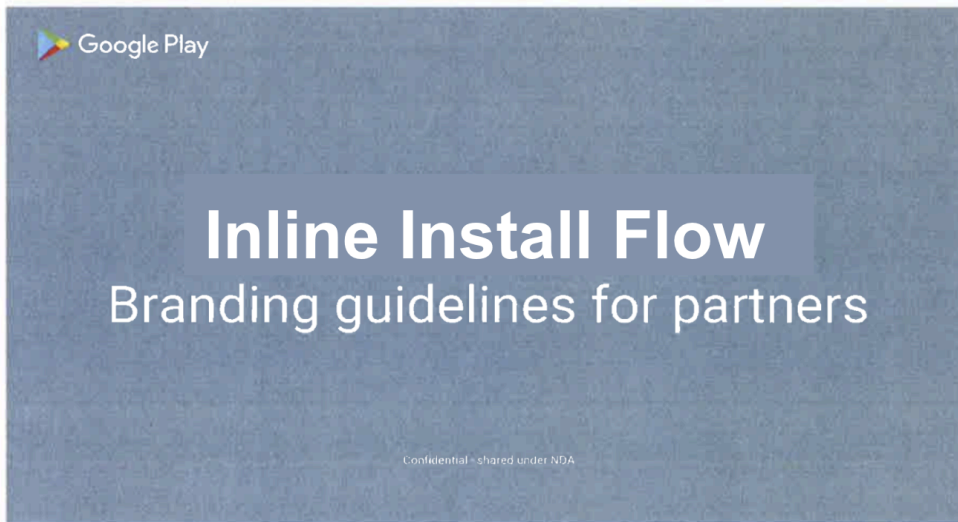
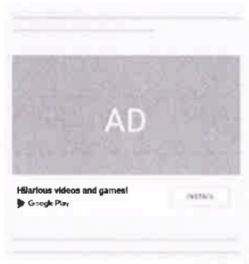


Google Play Inline Install Brand Guidelines

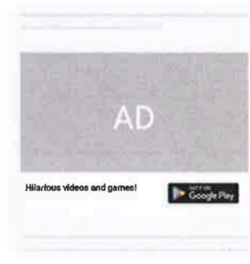


Visual Attribution

When using the Inline Install Flow, partners should incorporate a visual attribution to Google Play using one of the following:



1. Google Play logo



2. Google Play badge



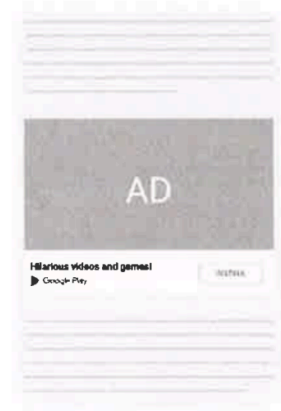
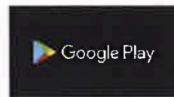
3. "Google Play" text

Option 1 : Google Play logo

- Use the provided logo with the original colors. Do not turn the logo to black & white and do not separate the prism from the wordmark
- Spacing guideline: the clearspace around the logo must be larger than 1.5x the height of the G in "Google Play"

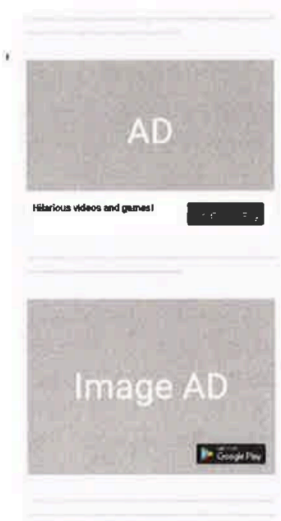


- Minimum height of the prism should not be lower than x-height of CTA text
- The logo must be placed on a clean white, grey or black background and cannot be used against colored or busy backgrounds
- 2 logo options:
 - White wordmark For use against backgrounds darker than 40% black
 - Grey wordmark For use against backgrounds under 40% black



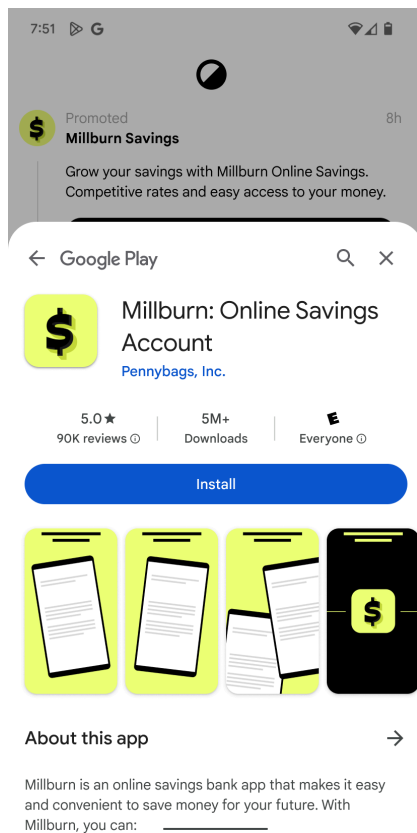
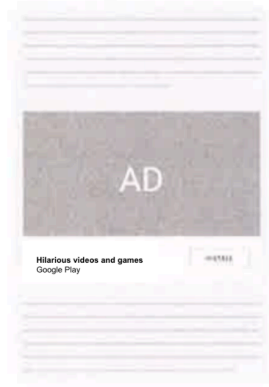
Option 2: Google Play badge as CTA

- The badge is the only CTA button
- Generate the badge HTML from the public badge [HTML](#), using the destination URL
- The badge is offered in all languages where Google Play is available



Option 3: “Google Play”

- The words “Google Play” must be typed out in the same font and style as the rest of the sentence



DOs and DON'TS

Visual Attribution: DOs

- Visual attribution should be persistent in the same UI screen of the component that triggers the Inline Install API
- There should be at least one visual attribution per clickable component
- The guidelines described in this doc apply to any use case that triggers the overlay now -including ads, organic links, search results, etc

Visual Attribution: DON'Ts

✗ Place a prism inside a CTA:



✗ Use a monochromatic logo:



✗ Use logos in a sentence:



✗ Use assets other than the provided ones

✗ Place logo against colored or busy backgrounds

✗ Separate wordmark from prism (ie use either by itself)

✗ Use of monochromatic logo requires exception