

Android 

Enterprise Brand Guidelines



Android Enterprise Brand Playbook

Welcome!

In these pages, you'll find everything you need to know about the Android brand in the Enterprise ecosystem, including examples of how our brand might show up in the real world.

This playbook was made specifically for Android Enterprise and is intended to be used in parallel to the [Android Brand Identity Elements](#) which gives an overview of our Android brand as a whole. Use the top navigation and table of contents to easily find what you are looking for.

How to use this playbook

This playbook is broken into 5 chapters, with each chapter helping you understand how the Android brand should be experienced. We recommend familiarizing yourself with the entire playbook or using the quick links and resources below to find the materials most relevant to you.

Quick links:

[Brand Foundation](#)[Solutions & Features](#)[Branding & Co-Branding](#)[Android Enterprise Partner Program](#)[Android Enterprise Recommended](#)[More resources](#)



01

Brand Foundation



Brand foundation

Android gives everyone the freedom to create a world of their making. Our core values of openness, inclusivity, choice, innovation, and flexibility have created the foundations of the most ubiquitous tech platform in the world. For more information on our values and brand positioning, reference our Brand Foundation.

[Brand foundation](#)

Design elements

Our brand visual identity represents our Android community and reflects our commitment to choice, autonomy, and creativity. As an open platform, we want our technology and brand to be an invitation for people to create, connect, and do more with Android. In order to do so, our brand must be cohesive across all design elements.

Here you can find guidance on how to use our:

[Logo](#)[Droid Icon](#)[Typography](#)[Color palette](#)[Android grid system](#)[Bootup marks](#)



Solutions and Features

Android Enterprise solutions and features

Android Enterprise is a secure mobility platform that makes it easy to manage a wide ecosystem of devices. Optimized for productivity, the platform helps businesses of all sizes to stay agile in the face of technological change with solutions like:



Zero-touch enrollment



Work Profile



Android Management API



Management modes

For more detail on Android Enterprise benefits, trends, and target audience, see the [core messaging framework](#).

Android zero-touch enrollment guidelines

With zero-touch enrollment, IT teams can seamlessly deploy any number of company-owned devices at once. All the apps and configurations that employees need will be ready to use – all they need to do is open the box and get started.*

Use in the first instance: “Android zero-touch enrollment”

All subsequent instances:

- “Zero-touch enrollment”
- “zero-touch enrollment”
- “Zero-touch”

Portal name: “zero-touch portal”

Text treatment: Hyphenate “zero-touch” and use lowercase for “zero-touch enrollment” except at the beginning of a sentence.

*Required Disclaimer: “May be subject to reseller fees in certain countries”

Do's and Don'ts

👍 Do

Android zero-touch enrollment

👎 Don't

ZT

👍 Do

zero-touch enrollment

👎 Don't

ZTE

👍 Do

Android zero-touch

👎 Don't

Android Zero Touch

👍 Do

zero-touch

👎 Don't

Zero-Touch

👍 Do

zero-touch portal

👎 Don't

Google zero-touch enrollment

Android Work Profile guidelines

Android Work Profile gives employees the same privacy they expect from personal devices on company-owned devices – so they can feel confident that their personal usage is private. It provides a self-contained profile on an Android device that isolates work apps and data from personal apps and data. For more information, see the [Work Profile messaging framework](#).

Use in the first instance: “Android Work Profile”

All subsequent instances:

- “Work Profile”
- “The Work Profile(s)”
- “Your Work Profile”
- “Your personal profile”

Text treatment: Capital ‘W’ and ‘P’ in Work Profile in all instances.











Work Profile Icon:



Download Icon



Do's and Don'ts

<p> Do</p> <p>Android Work Profile</p>	<p> Don't</p> <p>Android work profile</p>
<p> Do</p> <p>Work Profile</p>	<p> Don't</p> <p>work profile</p>
<p> Do</p> <p>the Work Profile(s) <small>(When speaking to organizations, ITDMs, business decision makers etc.)</small></p>	<p> Don't</p> <p>work profiles</p>
<p> Do</p> <p>your Work Profile <small>(When speaking to employees or directly to consumers.)</small></p>	<p> Don't</p> <p>work-profile</p>
<p> Do</p> <p>personal profile <small>(When referring to the area that holds the user's personal apps and data on devices)</small></p>	<p> Don't</p> <p>Google work profile</p>

Android management API guidelines

The Android Management API supports the full enterprise mobility management (EMM) lifecycle, from initial customer enrollment to setting up and managing devices. The Android Management API allows the creation of enrollment tokens, policies, and other management resources on the backend. AMAPI also supports the work profile, fully managed device and dedicated device solution sets.

Use in the first instance: “Android Management API”

All subsequent instances:

- “Android Management API”
- “AMAPI”
- “Android Management Application Programming Interface”

Text treatment: Uppercase treatment throughout.

Do's and Don'ts

Do

Android Management
Application Programming
Interface

Don't

amapi

Do

Android Management API

Don't

Google Management API

Do

AMAPI

Don't

Android Enterprise API

Don't

android management api

Android management modes glossary

Android management modes let you easily match devices with enterprise use cases. Here are the modes you need to know about:

Company owned, Business only (COBO) or Fully Managed Device

A device that is entirely managed by the user's organization, intended for company-owned devices that are used exclusively for work purposes.

Company owned, personally enabled (COPE)

A device management option that allows employees to use a company owned device for personal purposes.

Bring your own device (BYOD)

Employees can use personal devices enabled for work.

Device Policy Controller (DPC)

An app that controls local device policies and system applications on devices.

Dedicated Device (formerly 'corporate-owned, single use')

A subset of company-owned devices that are locked down to a limited set of apps to serve a dedicated purpose, such as a check-in kiosk or digital signage. Do not use the term 'Corporate owned, single use' (COSU) as this has been deprecated.

Profile Owner (PO)

A managed corporate profile associated with the primary user account on an Android device. A work profile separates work apps and data from personal apps and data.

Choose your own device (CYOD)

Allows employees to choose from a list of devices specified by the organization.

Device Owner (DO)

A device that's managed by the enterprise, usually by means of a Device Policy Controller (DPC).



03

Branding and Co-branding

3.1

Branding



Design elements

It's important that our design elements are kept consistent across all materials. Here are some guidelines on how to use the following elements:



Wordmark



Logo



Core icon

Android Wordmark

Android

We updated the Android wordmark to keep its DNA while making it more visually connected to Google's logo.

[Download Wordmark](#)

Android

Android Wordmark

Sizing

To guarantee the best possible legibility, do not make the wordmark smaller than 16px height for digital applications or 0.15 in / 0.4 cm for print.

[Download Wordmark](#)

Android

Android

Android

Android

Android

Android

Minimum digital size = 16 px height
Minimum print size = 0,15 in / 0,4 cm

Android Wordmark

Clear space

As a rule, always apply clear space guidelines whenever and wherever you use our logo. For the wordmark, this space is equal to the "o" size.

[Download Wordmark Clearspace](#) →



Android Wordmark

Background application

Follow these guidelines to make sure the wordmark has the best legibility in all kinds of backgrounds.



Android

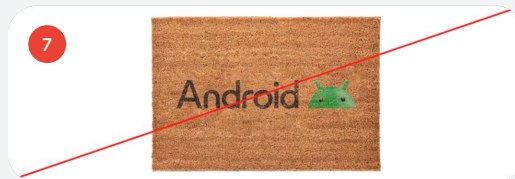
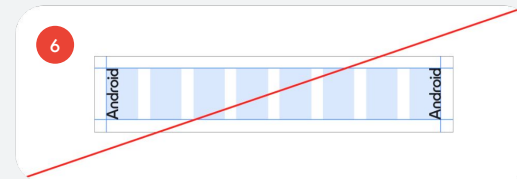
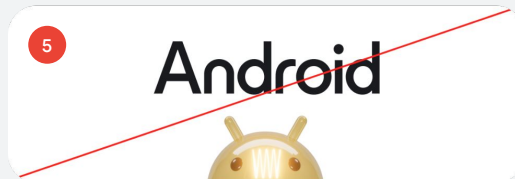
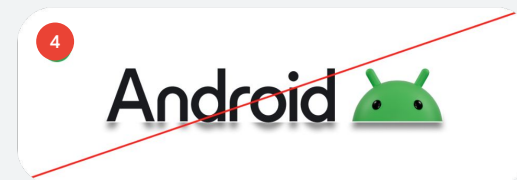
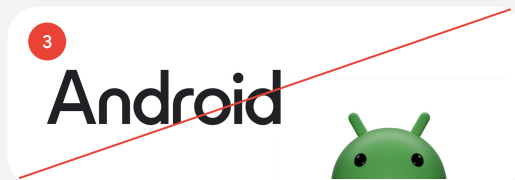
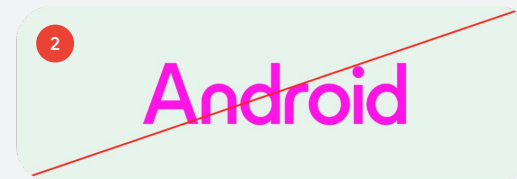
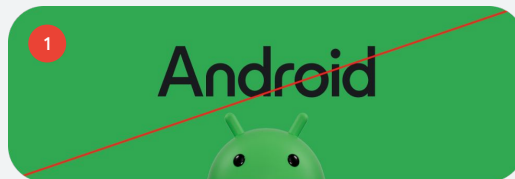


Android

Android Wordmark

Don'ts

- 1 Don't place the logo lockup on a green background.
- 2 Don't use any other colors other than black and white for wordmark logo.
- 3 Don't use lockups other than those provided in the Partner Marketing Hub.
- 4 Don't use special effects or overlays on the logo lockup.
- 5 Don't use any other head than the solid green for a **static** logo lockup.
- 6 Don't use an incorrect logo orientation or placement in the composition.
- 7 Don't place the logo on something you sit or step.
- 8 Don't place the logo over zippers, doors or anything that can divide it in two pieces.



Android Logo

Lockup variations

The Android logo combines the droid head and wordmark to create a unique logo lockup that is both recognizable and versatile. It can be used in both vertical and horizontal lockup variations.

[Download Logo Lockup](#)

Android



Android 


Android

Android Horizontal Logo

Lockup

Depending on the different contexts and sizes, please utilize the logo lockup variations as indicated on the slides that follow.

[Download Logo Lockup](#)

Android 

Android Horizontal Logo

Sizing

To guarantee the best possible legibility, do not make the wordmark smaller than 16px height or 0.15 in (0.4cm). After 40px height or 0.3 in (0.7cm), you should change the the Droid's head to the flat version.

*Flat Android may be used in special use cases, but must be approved by brand before using the asset. To request approval, [please submit your desired assets on Partner Marketing Hub](#).

Need access to Partner Marketing Hub?
[Sign up here](#).

Android 

Android 

Android 

Android 

Android 

Minimum size for 3D head in digital = 40px height
Minimum print size = 0,3 in / 0,7 cm

Android 

Minimum size = 16 px height
Minimum print size = 0,15 in / 0,4 cm

Android Horizontal Logo

Logo background application

Follow these guidelines to make sure the logo has the best legibility in all kinds of backgrounds. The Android's head should never change its color when applied in our core brand colors.

- 1 The horizontal lockup is meant to be used with our primary colors: black and Android green. When appropriate, the horizontal lockup should be used.
- 2 When using a dark background, we recommend using the inverted horizontal lockup (white wordmark) to ensure visibility.

1

Android Android 

2

Android Android 

Android Horizontal Logo

Clear space

As a rule, always apply clear space guidelines whenever and wherever you use our logo. For the wordmark, this space is equal to the "o" size.

[Download Logo Clearspace](#)

Android Vertical Logo

Lockup

Depending on the different contexts and sizes, please utilize the logo lockup variations as indicated on the slides that follow.

[Download Vertical Logo](#)

Android



Android Wordmark

Secondary logo reductions

To guarantee the best possible legibility, do not make the wordmark smaller than 60px height in digital applications and 0.8in / 1.9cm in print.

After 150px height in digital and 1.5in / 3.8cm for print, you should change the droid's head to the flat version.

*Flat Android may be used in special use cases, but must be approved by brand before using the asset. To request approval, [please submit your desired assets on Partner Marketing Hub](#).

Need access to Partner Marketing Hub?

[Sign up here](#)

Minimum size for 3D head = 150px height
Minimum print size = 1,5 in / 3,8 cm

Minimum size = 60px height
Minimum print size = 0,8 in / 1,9 cm

Android 

Android 

Android 

Android 

Android Logo

Logo background application

Follow these guidelines to make sure the logo has the best legibility in all kinds of backgrounds. The Droid's head should never change its color when applied in our core brand colors.

The image shows the word "Android" in a bold, black, sans-serif font. Below the text, the top portion of the green Android robot head is visible, showing its two antennae and black eyes. The entire composition is centered within a white rounded rectangular frame.

Android

The image shows the word "Android" in a bold, white, sans-serif font. Below the text, the top portion of the green Android robot head is visible, showing its two antennae and black eyes. The entire composition is centered within a dark grey rounded rectangular frame.

Android

Android Logo

Primary and secondary logo clearspace

As a rule, always apply clear space guidelines whenever and wherever you use our logo. For the wordmark, this space is equal to the "o" size.

[Download Logo Lockup Clearspace](#)

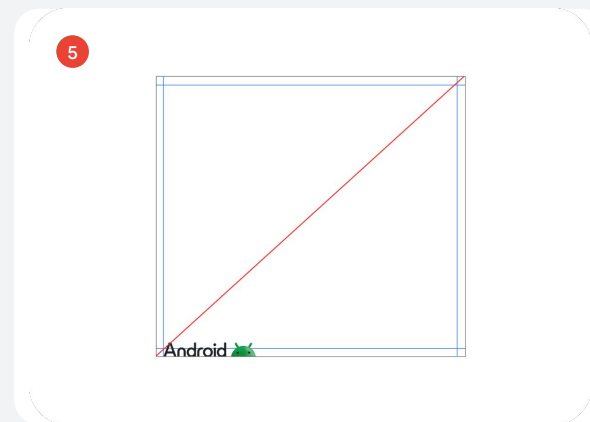
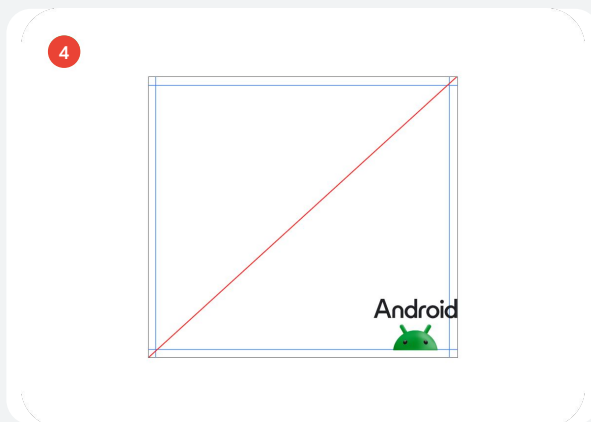
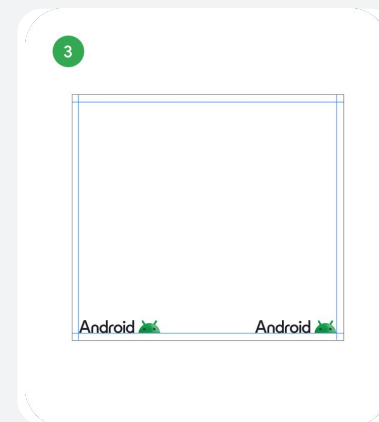
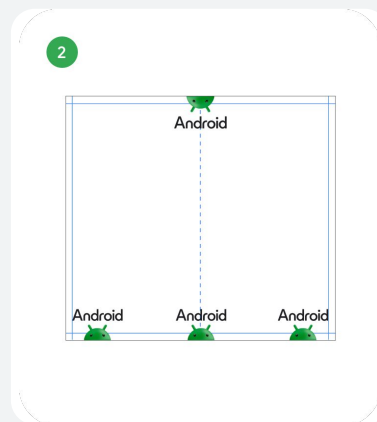
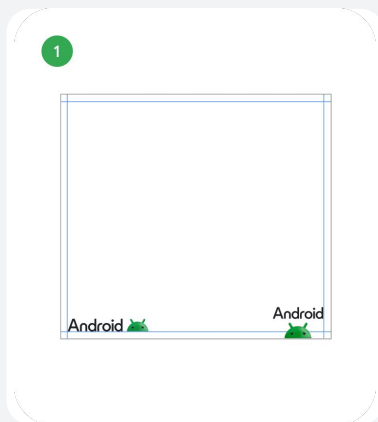


Android Logo

Logo placement rules

Follow these guidelines for positioning the Android logo in a composition.

- 1 Whenever possible, place the logo in the bottom part of the layout, either on the left or right side. This supports a logical hierarchy, ensuring that the audience can easily identify the logo without detracting from the main content.
- 2 Vertical logo lockups can only be placed on the base extremities of the canvas, left, right or center aligned. To make the head surface from the canvas, we place it in the edge of the layout instead of aligning to the margins limits.
- 3 Horizontal logo lockups can only be placed on the left or right base extremities of the canvas and aligned by the margin limits.
- 4 Do not place the vertical logo lockup aligning the head to the margin and leaving a space between the margin limit and the edge of the canvas. Do not let the wordmark go beyond the margin limits.
- 5 Do not place the horizontal logo lockup beyond the margin limits.



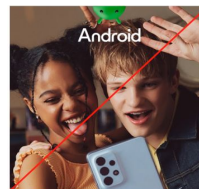
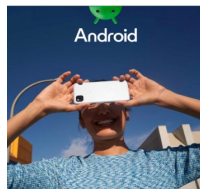
Android Logo

Placement in photos, videos and patterns

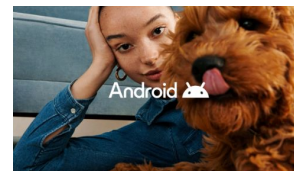
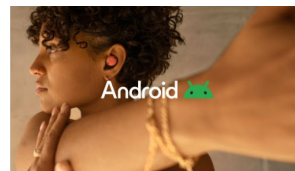
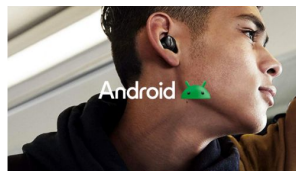
When applying the logo in photos, video or patterns, follow these specific guidelines.

- 1 Photography:** When applying the logo in photos, always follow the main guidelines. Choose photos where there's a clean area without distractions and a proper contrast. Do not apply the logo in photos where the main version of the logo can't be visible.
- 2 Videos:** When placing the logo in videos, you can use the main version of the logo with the 3d head, the main version with the flat head and a full white version depending on the legibility conditions of your background.
- 3 Patterns:** Use the full white or black version of the logo if there's enough contrast and legibility.
- 4 Do not** apply the logo on patterns that make the logo illegible.

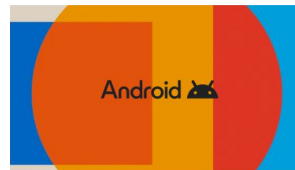
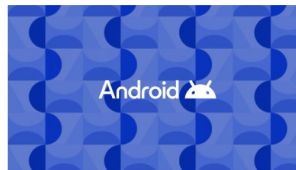
1



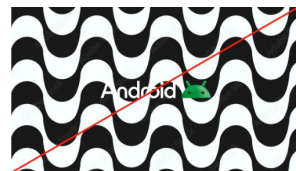
2



3



4



Core Android Icon

Icon

The Core Android icon head is the primary version of the icon logo and features more intricate details. There are also different behavior animations that can be used to emphasize a message or describe an experience moment.

[Download Core Android icon](#)

Android Logo

Logo motion lockups - Droid Behaviors

You can use the Droid Behaviors for logo lockups in motion.

[Download Core Droid](#)

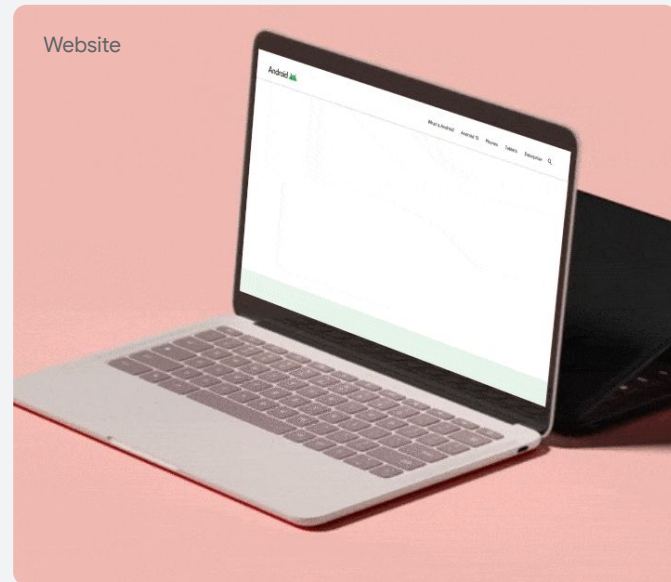
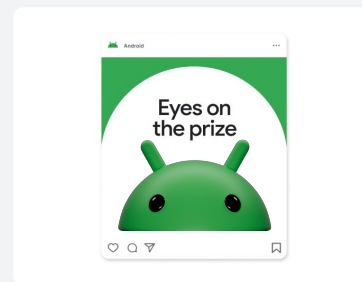
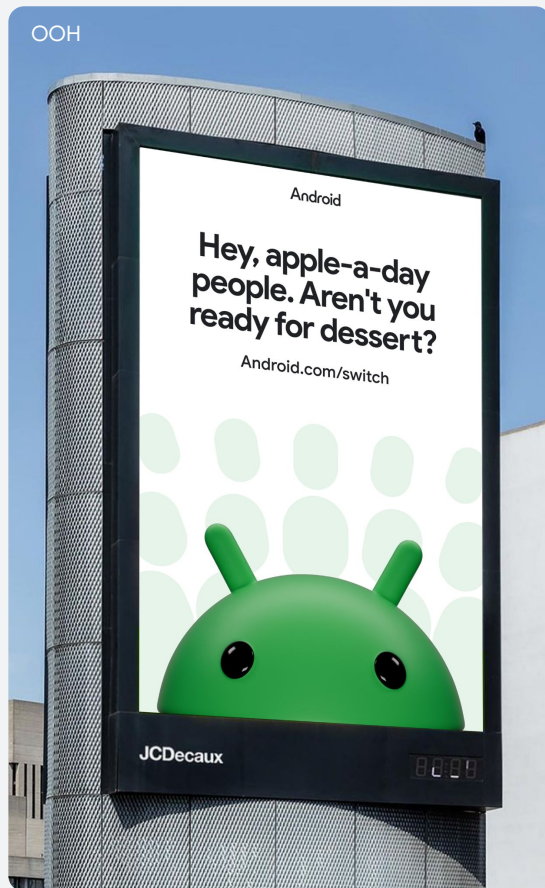
Android



Core Android Icon

In application

The Core Droid can be applied in different ways and contexts. From banner ads, to social media and swag, use this version when you're talking to a general and broad audience.



Droid

Character or community Android icon

Character and Community Android Icons should only be used when the customizations in the Android is contextually relevant to the message being conveyed and/or the audience you are trying to reach



[Download Android Characters](#)





Droid

Android icon head placement

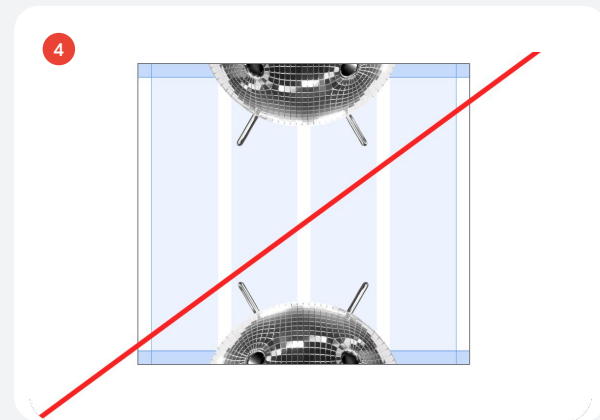
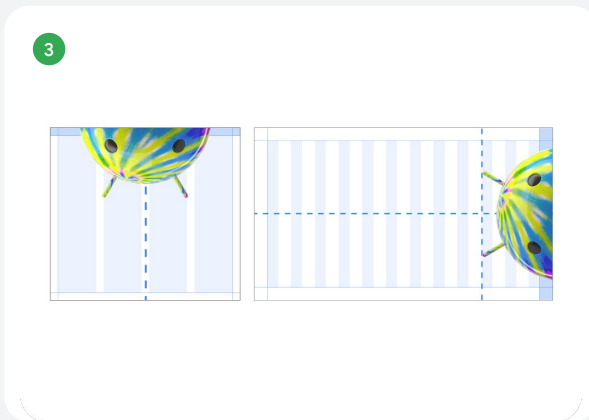
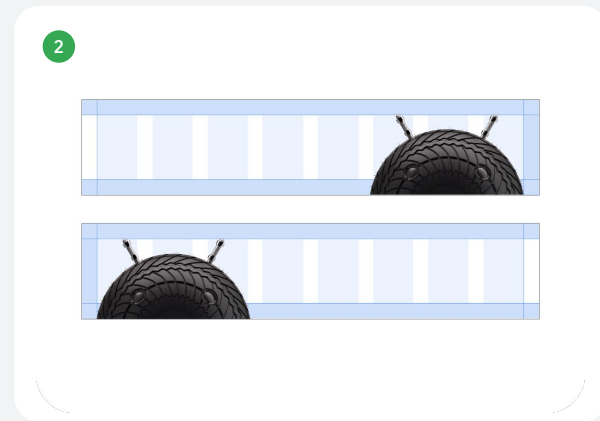
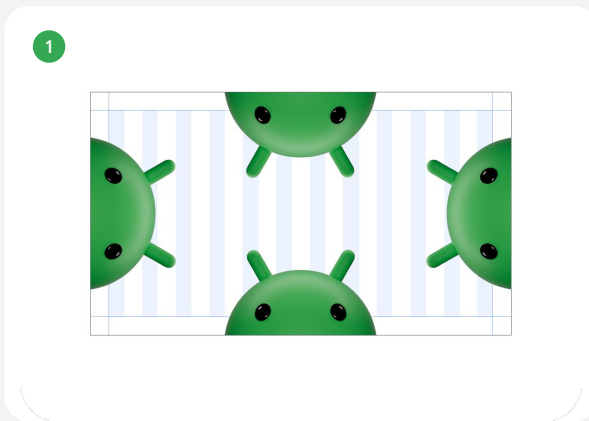
The Android icon should always be positioned so the base is aligned to the side of the canvas (regardless of if it is aligned to the left, right, top, or bottom of the canvas). This is so the Android icon is always appearing to be surfacing from outside the image. These guidelines apply to the Core, Community and Character Android icon.

1 You can place it in any of the 4 sides of the canvas, but each side has its own set of specificities.

2 To place it in the extremities of the canvas, both in the base or the top, align it by the margins limits.

3 If you're not aligning it to the extremities, you can either make it center aligned guide yourself using the grid columns.

4 When placed on the canvas make sure the Droids are fully visible and avoid cropping.

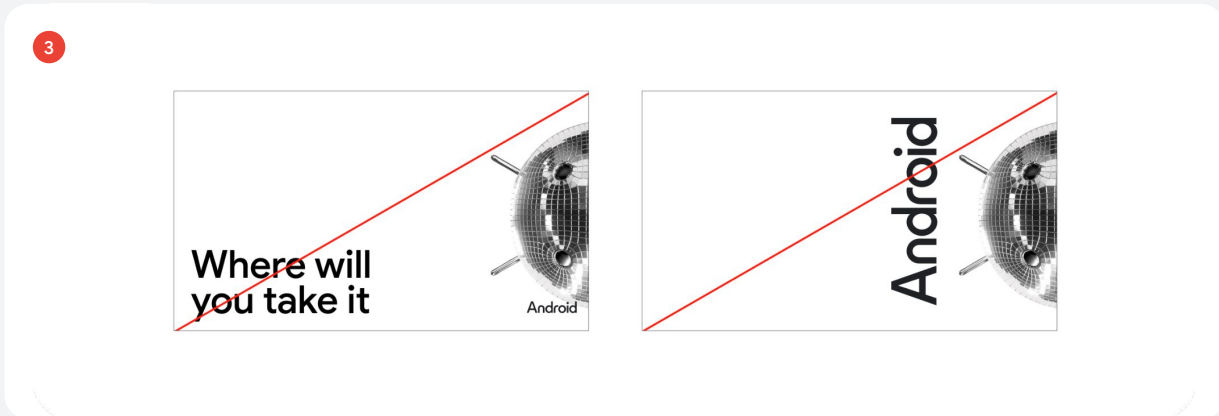
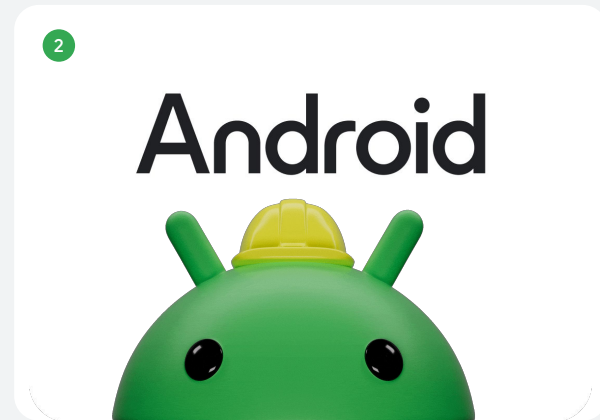
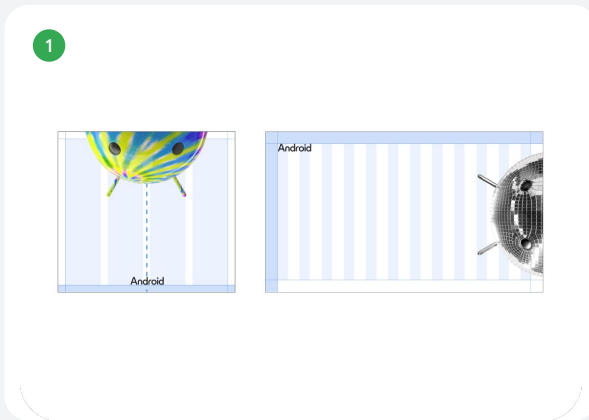


Android

Android icon heads with wordmark

Once you place the Android icon in the designated area, you need to insert Android's wordmark. We use the wordmark instead of the full logo to avoid having duplicated Android icon in the composition. These guidelines apply to the Core, Community and Character Android icon.

- 1 Always place the wordmark in the opposite side of where the Droid head is, following the wordmark application guidelines.
- 2 Any head other than the Core Brand can only be used in the lockup if it's in motion.
- 3 Never overlap the wordmark or make a static lockup with the droid character or droid communities head.

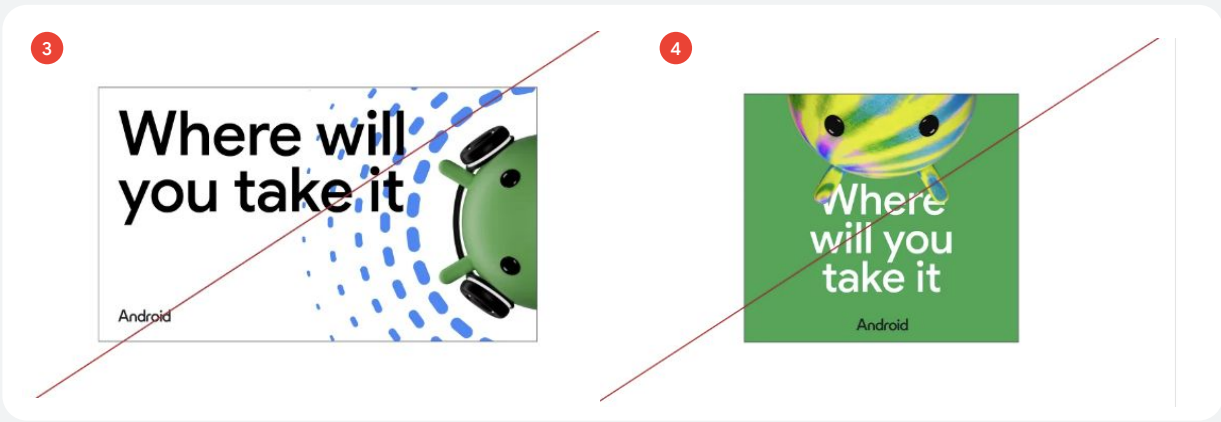
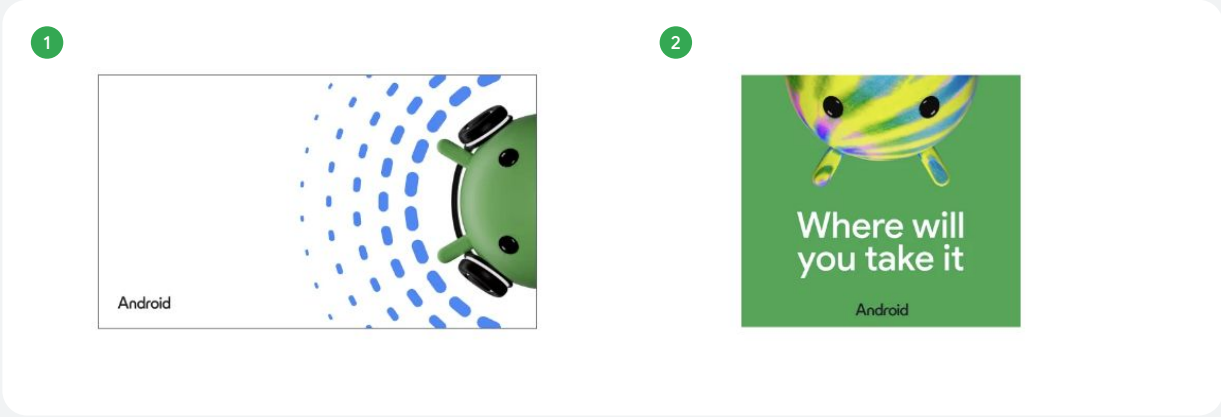


Android

Typography balance

Once the Android icon head and wordmark are in place, we can proceed to incorporate the copy into the composition. It is crucial to maintain proper spacing between the copy, Android icon head, and wordmark. By achieving a suitable balance, we can create a visually appealing and well-structured layout. These guidelines apply to the Core, Community and Character Android icon.

- 1 Make sure that even following grid guidelines there should be a breathing area between the copy and Android icon head.
- 2 Do not overlap copy and the Droid head.
- 3 When placed on the canvas make sure the Droids are fully visible and avoid cropping.
- 4 When placed on the canvas make sure the Droids are fully visible and avoid cropping.



Android

Full body Android Icon

Download Full Body Android Icon



*Use of Full Body Droid must be approved by brand team. To request approval, [please submit your desired assets on Partner Marketing Hub](#).

Need access to Partner Marketing Hub?

[Sign up here](#)

Incorrect Usage

We do not allow usage of the Google logo and/or brand colors.



 Don't

Google logo

Do not use the Google logo when marketing Android



 Don't

Google G

Do not use the Google G when marketing Android



 Don't

Google G

Do not use the Google dots not the Google colors when marketing Android

3.2

Co-branding

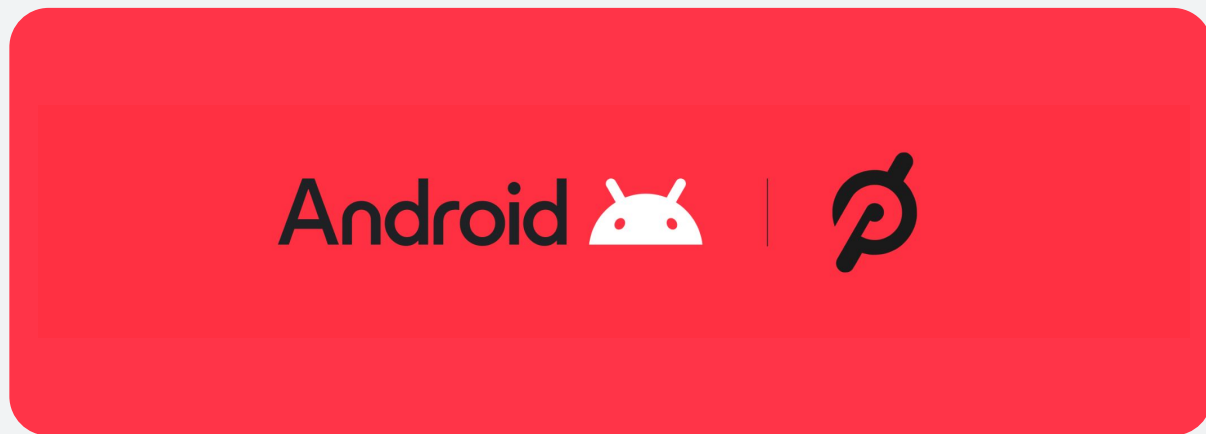
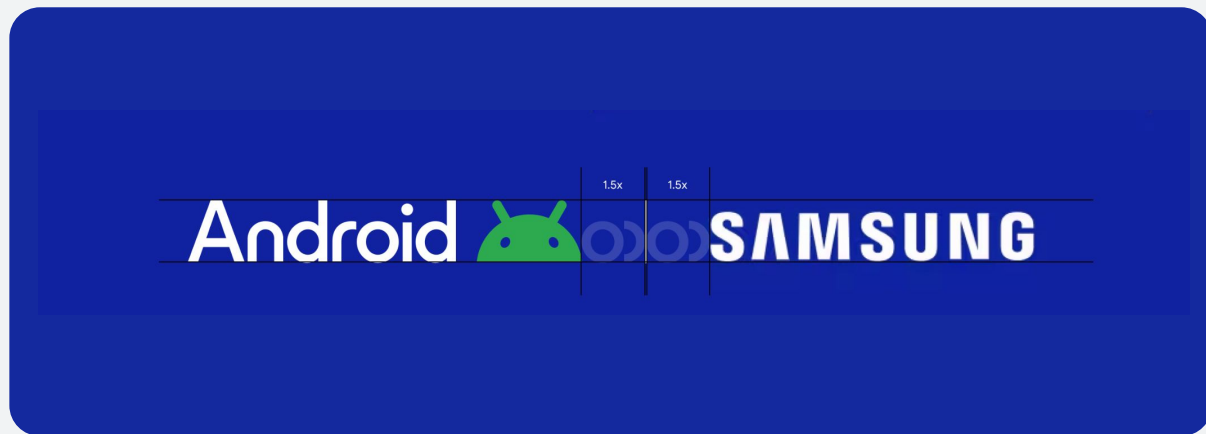


Android Logo

Logo placement over off-brand colors

- 1 In brand partnerships where the logo needs to be placed in colors or patterns that are not part of our core brand assets, you can use the flat version of the Droid head in any size until the minimum size allowed.
- 2 In extremes cases where there's no legibility, you can use the white version of the head.

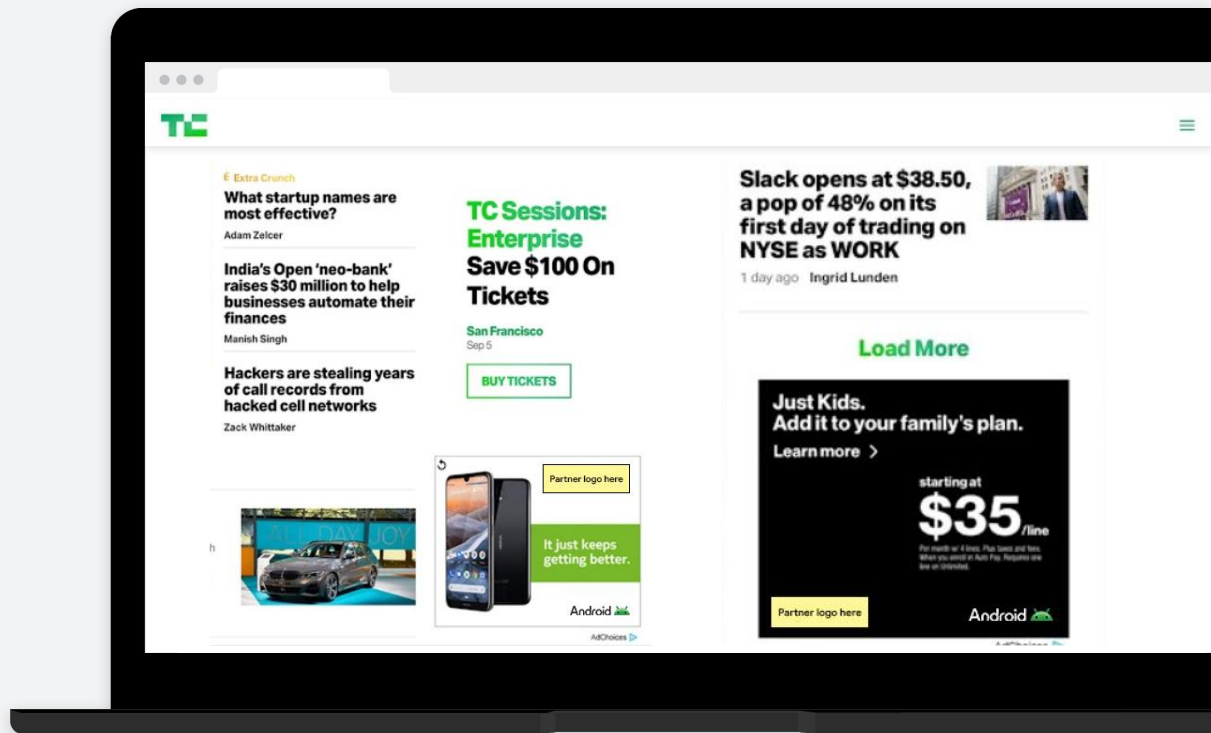
Please note that this is only for extreme cases where there's no legibility with the main logo version applied.



Sample Digital Ad Mockups

Partner-owned

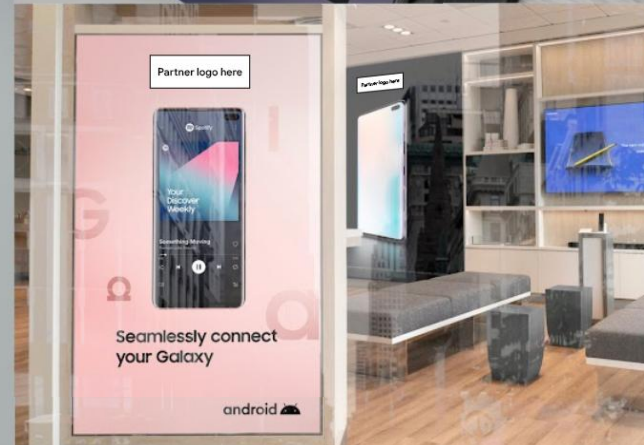
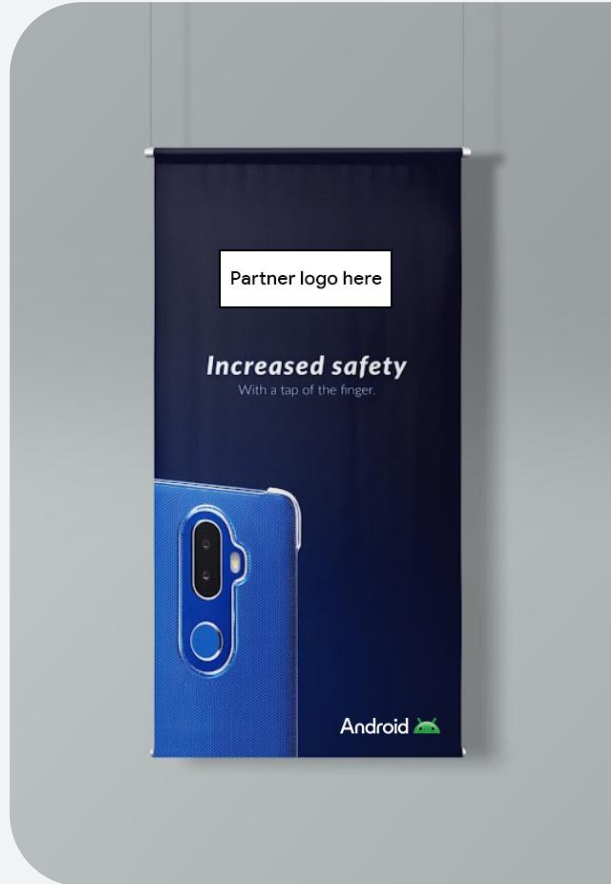
Examples of how the Android brand might look in digital ad placements that are partner branded.



Point-of-sale and Window Display

Partner-owned

Examples of how the Android brand might look at point-of-sale or in window displays with partner branding.



Sample OOH and Ad Mockups

Partner-owned

Examples of how the Android brand might look in OOH or advertising collateral that is partner-branded.





04

Android Enterprise Partner Program

4.1

Android Enterprise Partner Program

Overview

Android Enterprise Partner Program

Validated Partners

The Android Enterprise Partner Program enables partners to build, sell, and support Android Enterprise products, services and solutions while delivering invaluable training, support, sales and marketing resources. As a member, partners have the opportunity to earn and use the Android Enterprise Partner Program Silver or Gold badge, which acts as a differentiator within the market.



4.2

Android Enterprise Partner Program

Badge guide

Android Enterprise Partner Program badges

[Download Silver Badge](#)[Download Gold Badge](#)

Android
Enterprise

Silver partner

**Android Enterprise
Silver partner**

Meet base requirements



Android
Enterprise

Gold partner

**Android Enterprise
Gold partner**

Meet advanced requirements

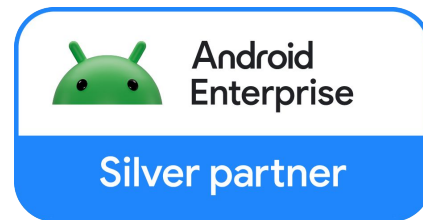
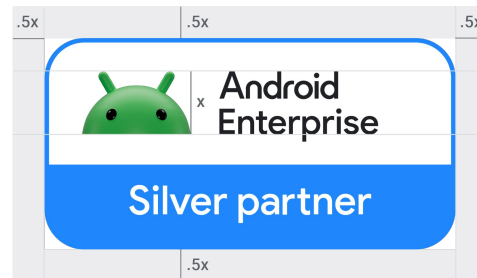
Badge spacing and measurement

Safety area

The clear space around the badge should be a minimum of 0.5x the height of the droid, making sure it has enough room for display.

Minimum size

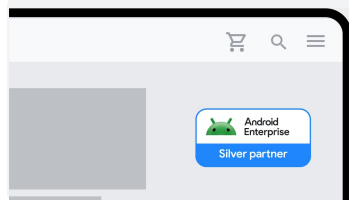
The minimum size the badge should be printed at is 32mm wide. For digital use, the minimum size is 120px wide.



Print: 32mm / 1.2in

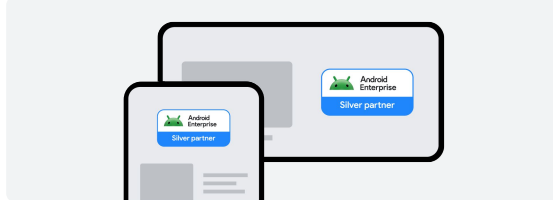
Digital: 120px

Badge placement Do's



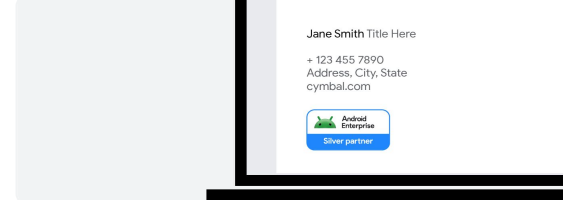
Do

Use the badge on a website with safety space around.



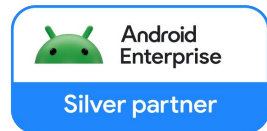
Do

Use the badge in a responsive manner with multiple devices in mind.



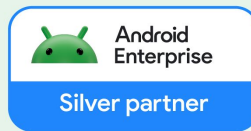
Do

It's OK to use the badge in your email signature, as well as other email marketing content.



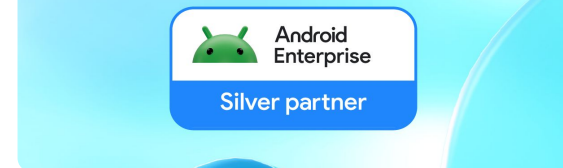
Do

When in doubt, use the badge on a white background.



Do

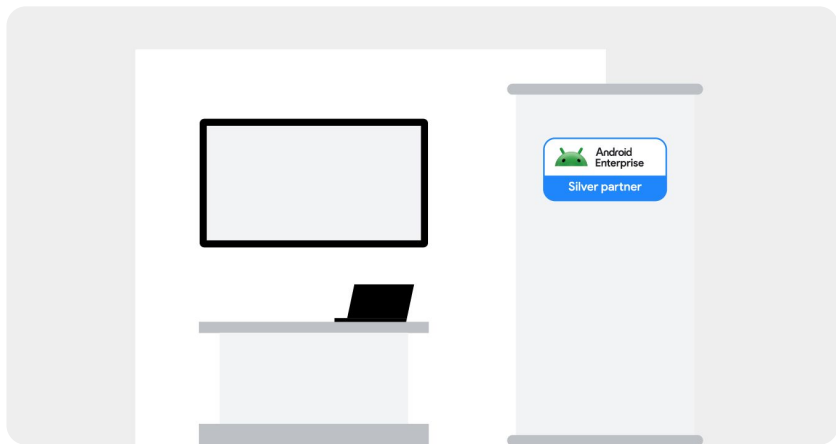
Use the badge on a light coloured background.



Do

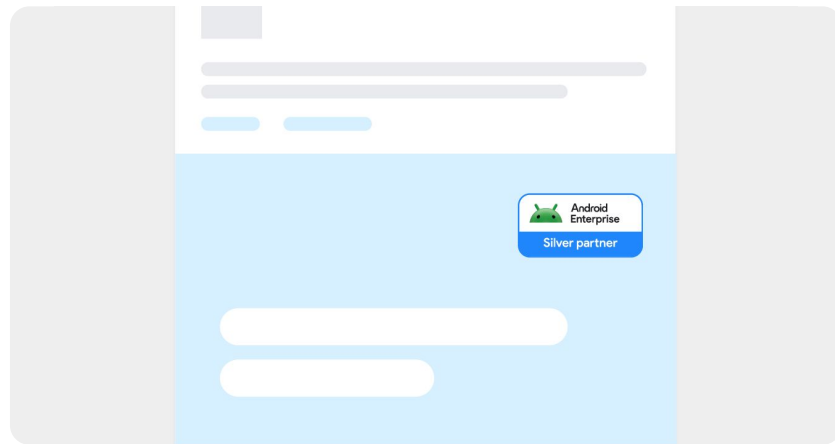
Use the badge on an image that provides great contrast.

Badge placement Do's



Do

You can use the badge in a booth or other printed material when attending an industry event. Make sure you use the print ready badge artwork.



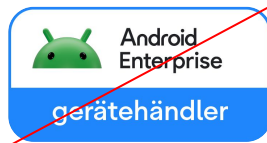
Do

You can use the badge in a social post, as long as it adheres to the guidelines.

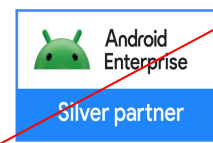
Badge placement **Don'ts**




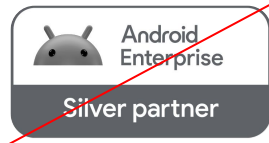
 Don't Don't modify the badge font.




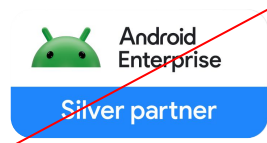
 Don't Don't localize the badge.



 Don't Don't modify the badge shape, and make sure that the badge resized proportionally.




 Don't Don't modify the badge colours, including monochrome or grayscale.



 Don't Don't remove the badge outline.



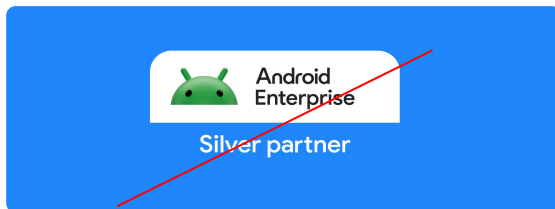
 Don't Don't rearrange the badge in any way, or adopt any external brand element.

Badge placement **Don'ts**



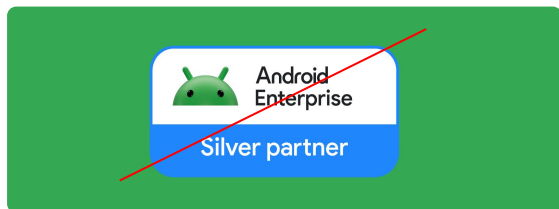
 Don't

Don't use the Android Enterprise Recommended badge next to your partner badge.



 Don't

Don't use the badge colour as the background colour.



 Don't

Don't use a low-contrast colour as the background colour.



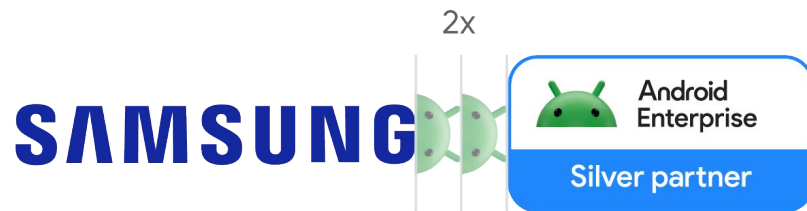
 Don't

Don't tile the angle of the badge.

Co-branding lock-ups

Android is a mobility platform brought to life by a vibrant ecosystem of partners. This means that co-branding lock-ups are one of the most important applications for our brand. When creating them, follow these rules:

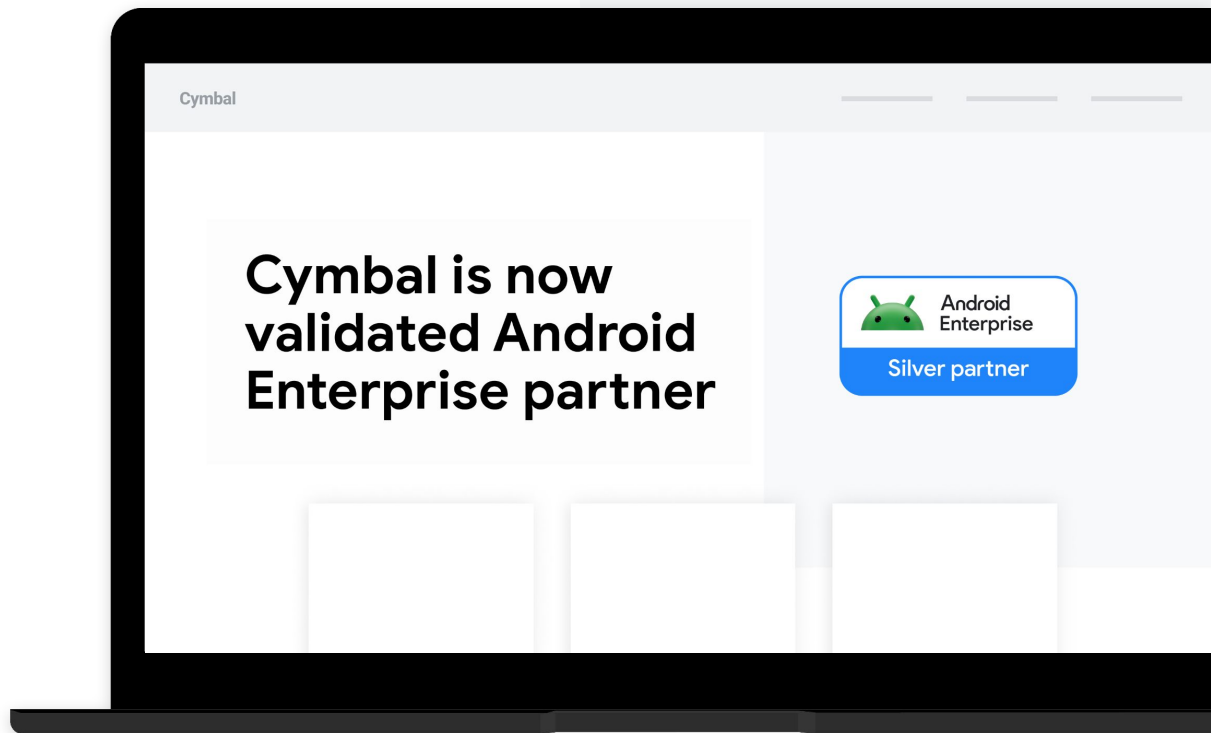
- Separate the partner logo from the master logo using 2x the width of the droid head on it's side
- Always place the partner logo first..
- Ensure that the two logos are weighted to be visually equal, with neither logo too prominent or diminished



Using the partner badges

Here is an example of our Silver partner badge on a website.

It sits on a simple background, with plenty of space around to make sure it stands out.

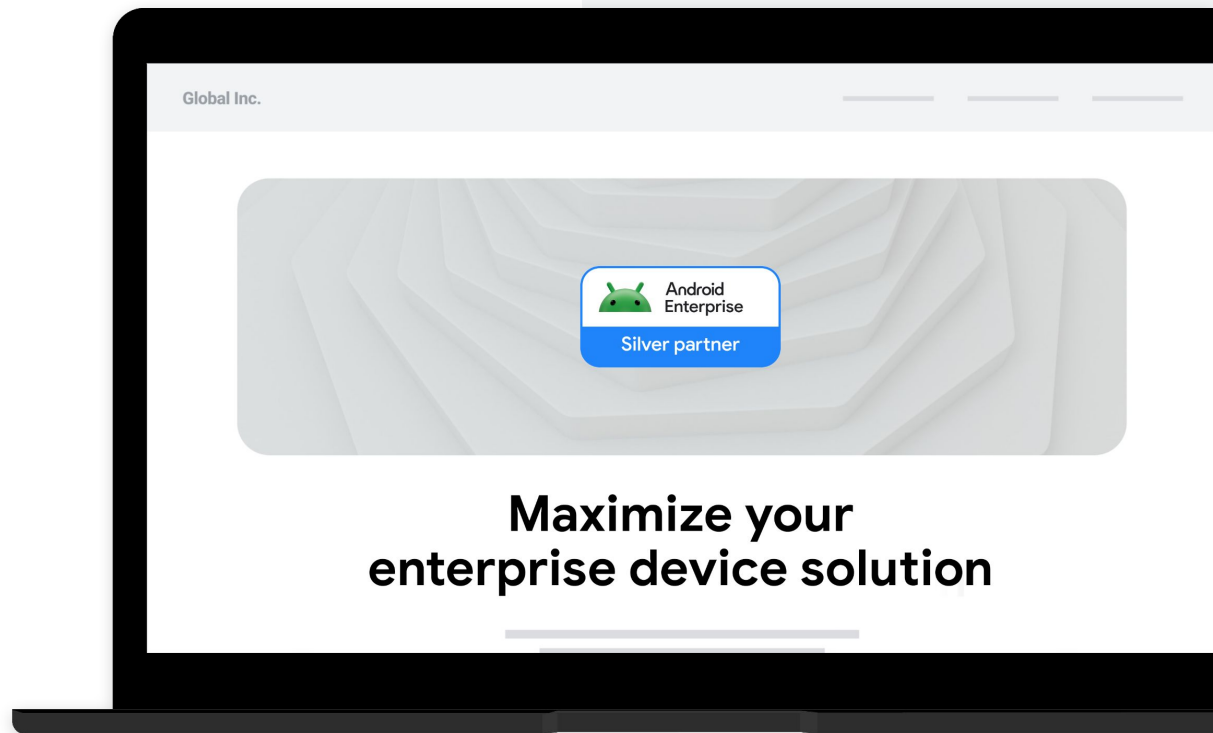


Note: these layouts are suggestions only.

Using the partner badges

This example shows the badge on a website with an image background.

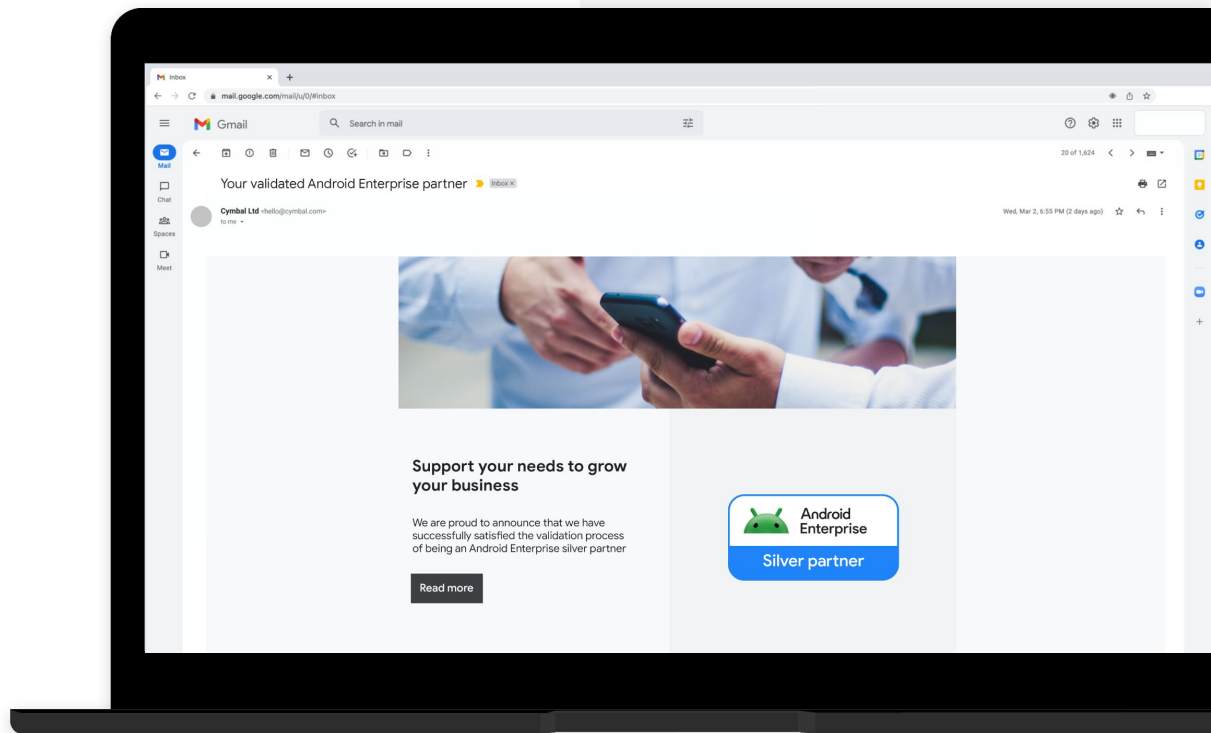
In order to fully lift up the badge, make sure the placement of the badge is where the image provides most contrast.



Using the partner badges

Another example of the badge on an email where there is more content around it.

It sits on a light background that gives enough contrast so it is easy to read.



4.3

Android Enterprise Partner Program

Editorial guide

Editorial guidelines

When talking about an Android Enterprise Silver or Gold partner, or referring to the validated organization in text, please keep in mind the following requirements.

- 01 Validated Silver or Gold partners
- 02 Android Enterprise Silver / Gold badge
- 03 Association with Google

Editorial Do's

Android Enterprise Silver partner / Gold partner badges are to be used in all marketing materials. Make sure to say that your company has earned the Android Enterprise Silver / Gold badges by meeting business, product and performance requirements.

[Company name] is an Android Enterprise Gold partner

 Do

Say a company name is Android Enterprise Silver / Gold partner, with a lowercase p.

Android Enterprise Partner Program

 Do

Add program after the full name with a capital P.

Editorial Don'ts

Always use sentence case style to capitalize the first letter of the first word for Android Enterprise Silver / Gold partner, and do not abbreviate it.

Android's Enterprise Gold partner

 Don't

Don't add apostrophe after Android.

Android Enterprise partner program

 Don't

Don't change the sentence case.

Enterprise Silver partner

 Don't

Don't omit Android.

AE partners

 Don't

Don't abbreviate.

AEP Program

 Don't

Don't abbreviate.

{Partner Name} Enterprise Silver

 Don't

Don't replace Android with partner name.

AEP partners

 Don't

Don't abbreviate.

Validated partners

Always refer to “validated partner” or the “validation process” when discussing Android Enterprise Partner Program.

Android Enterprise validated Silver / Gold partner

 Do

Use validated.

Android Enterprise verified partner

 Don't

Use verified or verification.

Android Enterprise validation process

 Do

Use validation.

Android Enterprise Gold certification process

 Don't

Use certified or certification.

Android Enterprise Silver / Gold badges

Always refer to the badge as the “Android Enterprise Silver / Gold badge.” Do not refer to it as the “symbol,” “sign,” or “label.”

Android Enterprise Silver / Gold partner badge

 Do

Use the term badge.

Android Enterprise Gold / Silver partner sign

 Don't

Use the term sign.

Android Enterprise Gold / Silver partner symbol

 Don't

Use the term symbol.

Android Enterprise Gold / Silver partner label

 Don't

Use the term label.

Association with Google

Always refer to Android Enterprise Silver / Gold partners as Android Enterprise validated partners that have met base or advanced requirements across partner expertise, product excellence and performance. Do not associate Google in a way that makes it appear as an unofficial product name.

The Partner Program is an Android Enterprise program

 Do

Give Android ownership.

Silver and Gold partners are validated by Android Enterprise

 Do

Refer to partners as validated by Android Enterprise.

Google's Android Enterprise Gold partner

 Don't

Give possession to Google.

Google Android Enterprise Silver partner

 Don't

Mix Google and Android together.

Google Enterprise partner

 Don't

Swap Android with Google.

4.4

Android Enterprise Recommended

Overview

Android Enterprise Recommended

Verified products and solutions

The Android Enterprise Recommended program gives customers peace of mind by fully vetting devices and solutions to ensure they meet Android's high level of requirements. Once earned, the Android Enterprise Recommended badge can be used alongside the product to indicate its verification, giving it a competitive advantage in the marketplace.



Android Enterprise Recommended

Verification process

For a product to become Android Enterprise Recommended, it will need to meet specific software and hardware requirements. Once met, it can be nominated to be verified by the Android Enterprise team.

Get noticed

Once verified, Android Enterprise Recommended solutions and devices are put on a curated list of products that meet elevated enterprise requirements, making it easier for potential customers to find the best solution that meets their needs.



4.5

Android Enterprise Recommended

Badge guide

Android Enterprise Recommended badge

[Download Android Enterprise Recommended Badge](#)



Badge spacing and measurement

Safety area

The clear space around the badge should be a minimum of 0.5x the width of the shield, making sure it has enough space.

Minimum size

The minimum size the badge should be printed at is 32mm wide. For digital use, the minimum size is 120px wide.



Print: 32mm / 1.2in
Digital: 120px

Where to show the badge

Partners that have earned the Android Enterprise Recommended badge can add it to the following marketing materials to show that Android has verified a **product** or **solution**.

This badge is not to be used widely on a partner site or near a partner name or logo.

Only

Show next to the product or solution that has been verified.



Show on marketing campaigns.



Show on physical banners.



Show on webpages.

Badge Do's



When in doubt, use the badge on a white background.



Use the badge on a light coloured background.

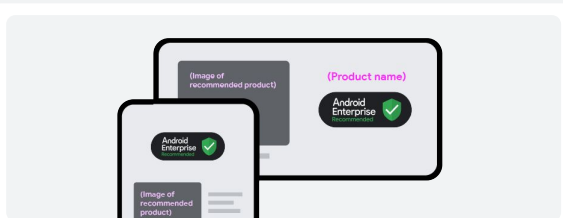


Use the badge on an image that provides great contrast, avoid low contrast backgrounds.

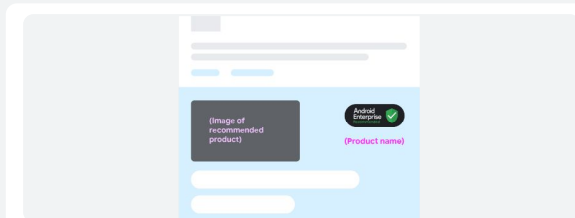
Badge placement Do's

Original Equipment Manufacturers (OEMs)

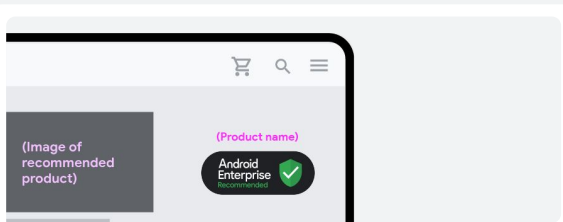
The Android Enterprise Recommended badge should always be displayed with the **name and image** of the verified device.



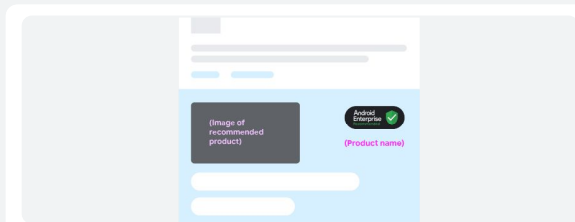
Do Use the badge in a responsive manner with multiple devices in mind.



Do You can use the badge in a social post when referring to a verified device or solution, as long as it adheres to the guidelines.



Do Use the badge on a website with safety space around.



Do You can use the badge in a booth or other printed material next to the device or solution when attending an industry event. Make sure you use the print ready badge artwork.

Note: these layouts are suggestions only.

Badge placement **Don'ts**




 Don't Don't modify the badge font.




 Don't Don't localize the badge.




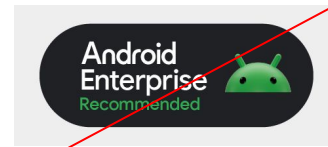
 Don't Don't modify the badge shape, and make sure that the badge resized proportionally.




 Don't Don't modify the badge colours, including monochrome or grayscale.

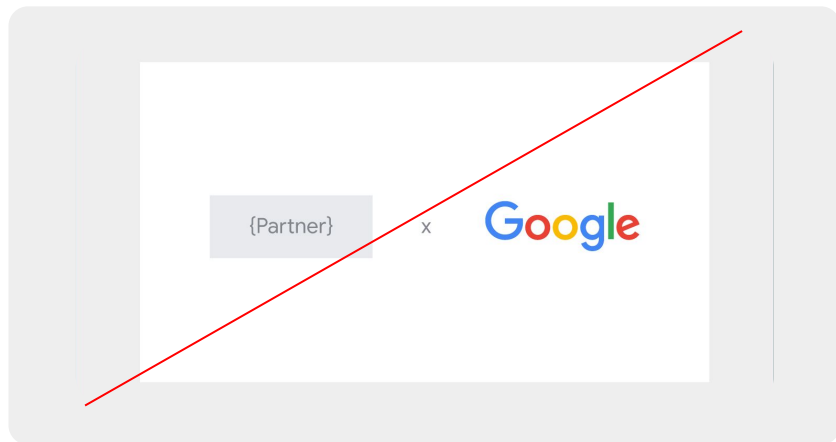


 Don't Do not use generally on a partner site, or near a partner name or logo.



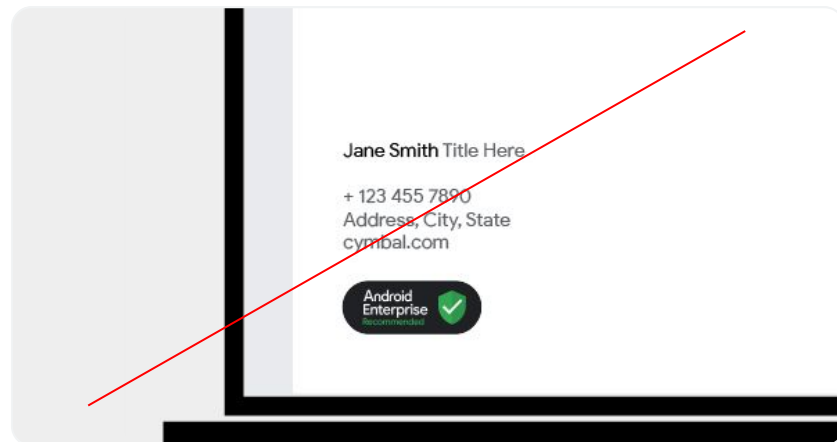
 Don't Don't rearrange the badge in any way, or adopt any external brand element.

Badge placement **Don'ts**



 Don't

The badge cannot be used in any manner that implies a relationship, affiliation, or sponsorship/ endorsement of a partner's products or services by Google.



 Don't

Do not use the badge in your email signature.

4.6

Android Enterprise Recommended

Editorial guide

Editorial guidelines

When talking about an Android Enterprise Recommended device or solution, or referring to it in text, please keep in mind the following requirements.

01

Verified devices and solutions

02

Android Enterprise Recommended badge

03

Association with Google

Editorial Do's

Android Enterprise Recommended is the name to be used in all marketing materials. Make sure to say that your device or solution is Android Enterprise Recommended, rather than your business.

[Device or Solution] is Android Enterprise Recommended



Say a device or solution is Android Enterprise Recommended.

Android Enterprise Recommended program



Add program after the full name without capitalizing the letter p.

Android Enterprise Recommended



Keep the full name with sentence case.

Android Enterprise Recommended devices and solutions



Devices and solutions in lowercase.

Editorial Don'ts

Always use sentence case style to capitalize the first letter of the first word for Android Enterprise Recommended, and do not abbreviate it.

Enterprise Recommended

 Don't

Don't omit Android.

AER Program

 Don't

Don't abbreviate.

Android's Enterprise Recommended

 Don't

Don't add apostrophe after Android.

AER services

 Don't

Don't call it services.

Android Enterprise recommended

 Don't

Do not change the sentence case.

AER devices

 Don't

Don't abbreviate.

{Partner name} Enterprise Recommended

 Don't

Do not replace Android with partners.

We are Android Enterprise Recommended

 Don't

Do not say that you are Android Enterprise Recommended – just your verified products.

Verified devices and solutions

Always refer to “validated partner” or the “validation process” when discussing Android Enterprise Partner Program.

Android Enterprise Recommended verified devices and solutions

 Do

Refer only to devices or solutions.

Android Enterprise Recommended certified devices and services

 Don't

Refer to services as they can not be verified.

Android Enterprise Recommended verification process

 Do

Use verified or verification.

Android Enterprise Recommended certification process

 Don't

Use certification.

Android Enterprise Recommended badge

Always refer to the badge as the “Android Enterprise Recommended badge.” Do not refer to it as the “symbol,” “sign,” or “label.”

Android Enterprise Recommended badge

 Do

Use the term badge.

Android Enterprise Recommended sign

 Don't

Use the term sign.

Android Enterprise Recommended symbol

 Don't

Use the term symbol.

Android Enterprise Recommended label

 Don't

Use the term label.

Association with Google

Always refer to Android Enterprise

Recommended as Android verified devices and solutions that meet elevated business standards.

Do not refer to Google in a way that makes it appear as an unofficial product name.

Android Enterprise Recommended is a Android-led program

 Do

Refer to it as an Android program.

Android Enterprise Recommended devices and solutions are verified by Android Enterprise

 Do

Show that the product is verified by Android Enterprise.

Google's Android Enterprise Recommended

 Don't

Give possession to Google.

Google Enterprise Recommended

 Don't

Swap Android for Google.

Google Android Enterprise Recommended

 Don't

Mix Google and Android together.

4.7

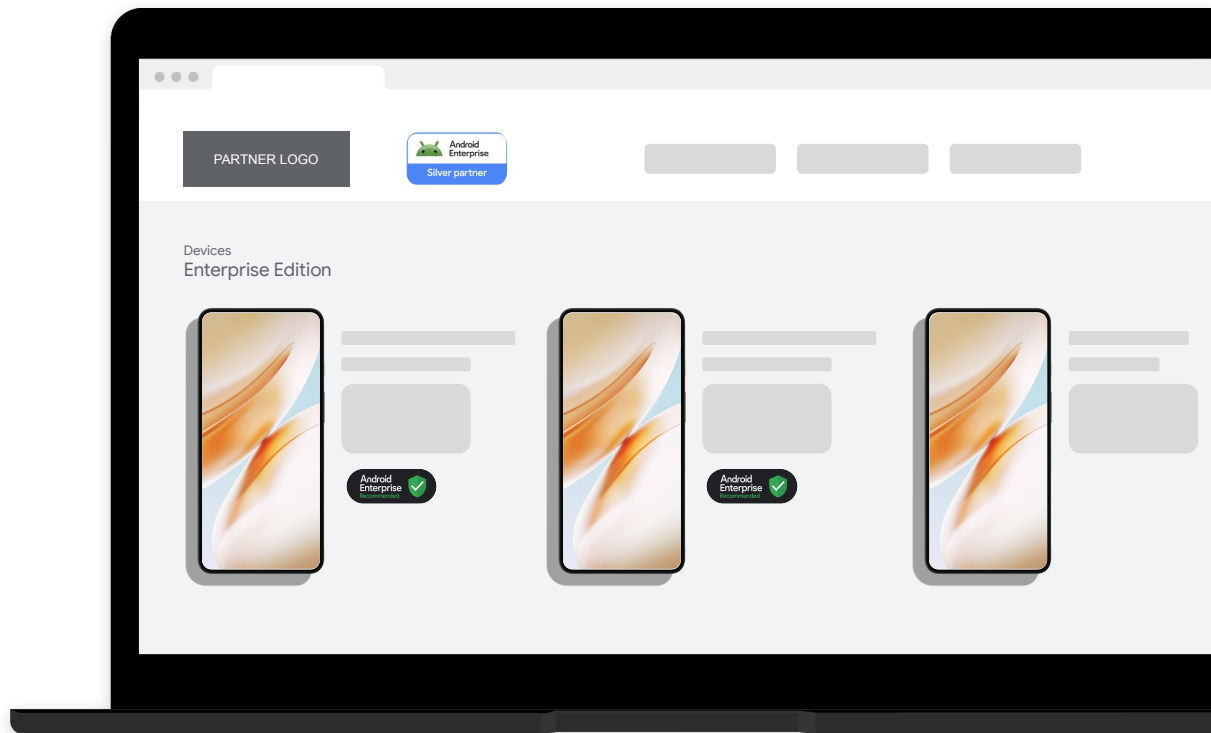
Android Enterprise

Recommended **x** Partner Program

Guidance for joint use

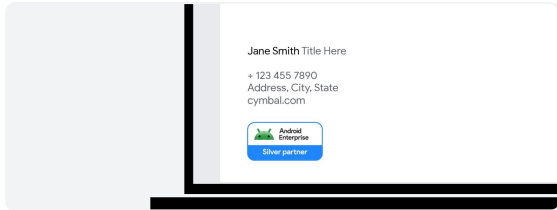
How to showcase your badges

Partners who have earned a silver or gold badge may use their partner badges next to their company logo. Devices and Solutions that have earned an Android Enterprise Recommended badge may use that badge next to the solution or device. You may not use the Android Enterprise Recommended badge next to your company name or logo or use the badges side-by-side.




Badge placement

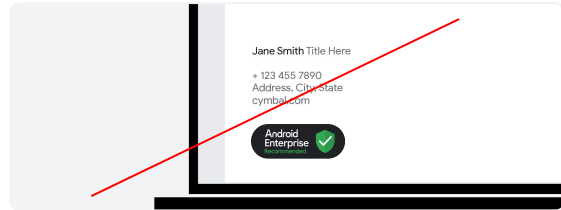
Do's and Don'ts




Jane Smith Title Here
+ 123 455 7890
Address, City, State
cymbal.com



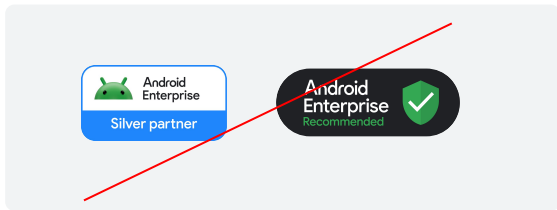
Do Use the silver or gold partner badge in your email signature, as well as other email marketing content.





Jane Smith Title Here
+ 123 455 7890
Address, City, State
cymbal.com

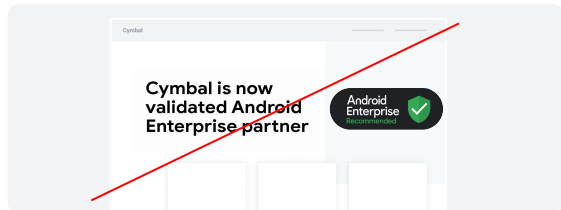


Don't Use the Android Enterprise Recommended badge in your email signature.




Don't Don't use the Android Enterprise Recommended badge next to your partner badge.



Cymbal is now validated Android Enterprise partner



Don't Don't use the Android Enterprise Recommended badge next to your partner logo.

Note: these layouts are suggestions only



05

Additional Resources

[Partner](#)

Android brand resources

For details on Android Enterprise messaging, benefits, audience and trends, see our messaging frameworks:



Android Enterprise Core
Messaging Framework



Android Work Profile
Messaging Framework



Android Enterprise Financial
Services Messaging Framework

Thank you!

