

Google Play Brand Guidelines

Google Play Logo



Google play

Large sizes



Google play

Small / Device sizes



Google play

Large sizes



Google play

Small / Device sizes

The Google Play Logo Color Scheme



Google Play logo in Grayscale

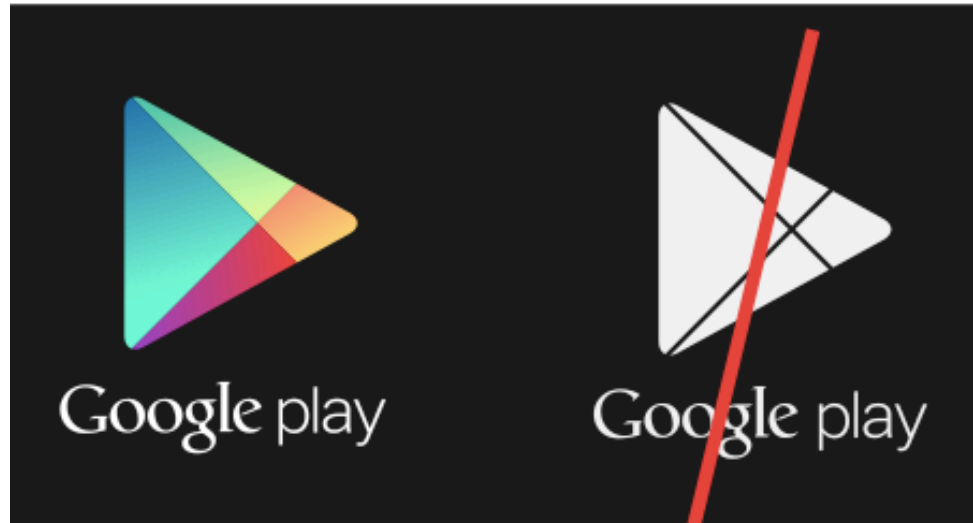


Incorrect Grayscale usage of Google Play logo



The fading effect of the Google Play logo cannot be used with Grayscale

Google Play logo incorrect Grayscale usage



Google Play application launcher icons



movies



music



books



store

Icons displayed here are the launcher icon associated with respective application on an Android device.



movies



music



books



store

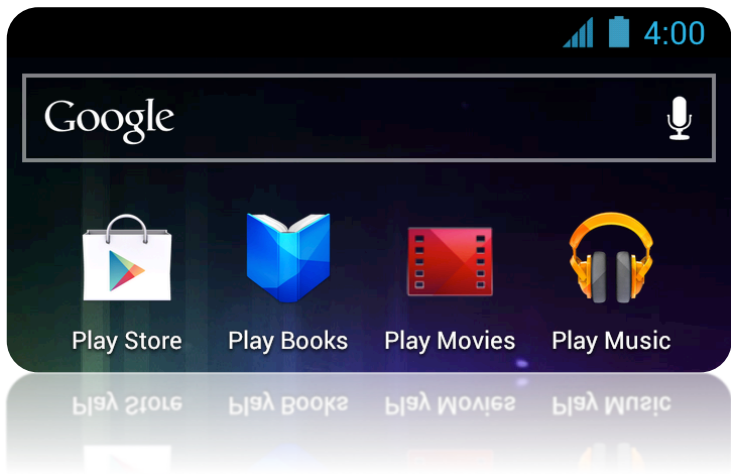
The applications only when on Android devices are branded with the icons alongside and follow the naming lexicon below:

Play Movies

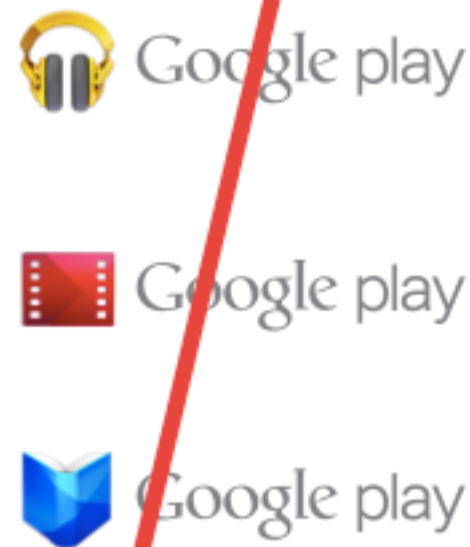
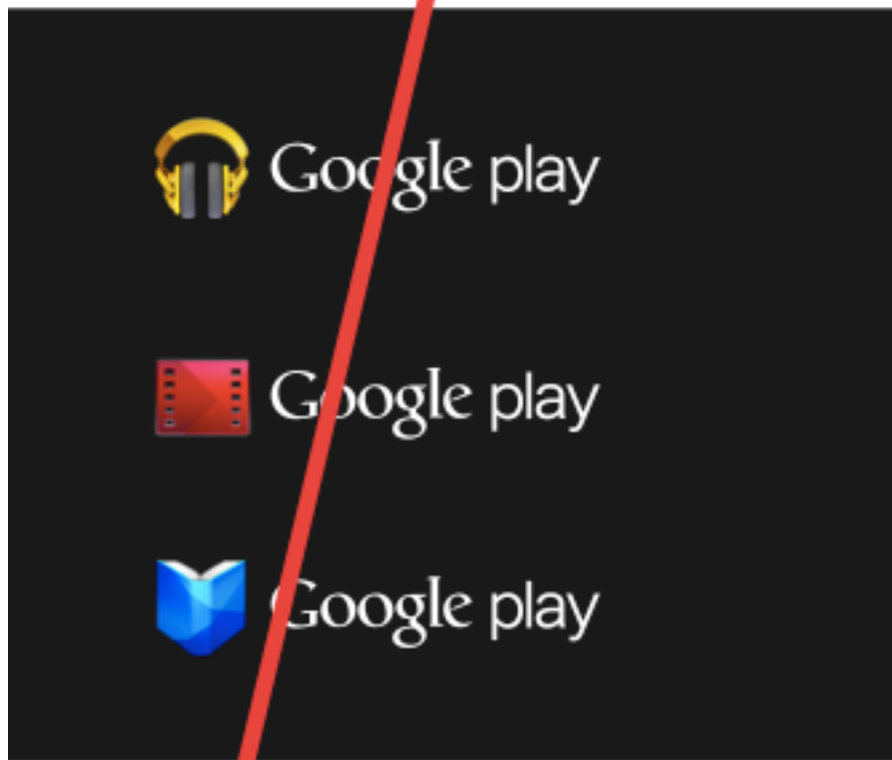
Play Music

Play Books

Play Store



Incorrect usage of application launcher icons



On-device icons cannot be used as Google Play icons. These icons represent specific applications.

Branding Approvals

For all Google Play related branding approvals please write to:

android-brand-approvals@google.com

For more information please visit: <http://android.com/branding.html>