Jamboard
Brand Book

The
brand

Introduction

How to use the brand book

Jamboard is a whiteboard, reimagined for the cloud. It changes the way teams work together—and in turn, helps ideas thrive.

The brand's driving force comes from an established system of language and design principles. Detailed here, our brand guidelines cover this system along with everything needed to create the distinct identity that is Jamboard. Close adherence to these guidelines will ensure that our brand story stays strong and consistent across all channels.

Vision

The way people work has changed. Ideas are bigger, work spaces are farther apart, and teamwork is more meaningful than ever.

An innovative tool that fits in perfectly with the wider G Suite story, Jamboard is our answer to the ever-evolving landscape of creative collaboration.

Vision

Google Cloud

G Suite

Jamboard is designed to capture creative collaboration. It's hero hardware and complementary mobile apps allow for collaboration in real time. It also fits into our wider story.

Google's commitment to bringing the best of its products to help transform businesses around the world.

The cloud-based productivity suite that enables businesses to collaborate, iterate, and innovate together, from anywhere, in real time.

Jamboard apps

Apps that complement the hardware experience, custom designed to the form-factor they're native to.

The brand

Audience

C-Suite executives

Jamboard has multiple key audiences.
Here are a few Jamboard audience
insights.

Future-thinking, curious, proactive

Focused on company success

See technology as an investment and opportunity

Often seek expert guidance

Want hardware to be an asset to the workplace

Audience

Designers and creatives

Jamboard has multiple key audiences. Here are a few Jamboard audience insights.

Creative and forward-thinking

Excited to embrace new technologies

Marry a passion for technology with design

Keep a keen eye on trends and success stories

Influenced by design and creative thought leadership

Audience

Meeting room progressives

Jamboard has multiple key audiences. Here are a few Jamboard audience insights.

Understand the benefits of remote collaboration

Seek simplicity and versatility

Interested in cultivating a culture of innovation

Desire mobility and freedom for employees

Promise

As technology advances and workflows shift, we are committed to finding new solutions to the challenges that come along with the territory.

Promise

At the core of Jamboard's proposition is its commitment to collaborative creativity. That informs everything else.

Jamboard helps teams work on an idea or project and turn it into something meaningful. Pure thought-capture, no judgements.

Collaborative Innovative Creative

Attributes

The following are the fundamental qualities that define Jamboard.

Brand attributes

Jamboard is

Future-facing
Creative
Fun
Useful
Intuitive

Voice and tone

Voice

Our voice and tone helps us speak as a unified entity. This is a jumping-off-point for all communications.

Brand voice

Jamboard's voice is

Inspiring
Facilitating
Honest, human
Fun, playful
Smart
Sophisticated
Positive

Jamboard's voice isn't

Pretentious
Overly technical
Full of jargon
Shallow consumerism
Stuffy and too formal
A nay-sayer
Reductive or negative

Brand tone

From the design, to the name, to the tone of voice, Jamboard is a good time. When talking about Jamboard, keep the tone playful but informative.

Brand tone example

You know how it is. Ideas can go from nowhere-to-be-found to free-flowing in the blink of an eye. That's why there's Jamboard. It's the magic ingredient that helps teams collaborate and ideas flourish.

Brand tone

Here are a few examples of the
Jamboard brand tone in action.

Honest

We're neither pretentious creatives nor
enterprise jargonauts. We're people, talking
about a tool we use all the time.

Smart

We share information that's interesting, clear
and useful. Being factual is fine, but there's no
need to over-explain features or list off specs.

Surprising

Leave room for magic. It's important.

Fun

Jamboard tends to bring out the playful side of
even the most literal thinkers. Encourage that.

Headlines and taglines

These communications get to the point quickly and provide a unique voice for the brand.

Headlines

Here are a few headline examples, showing how the Jamboard brand voice sounds.

Headline examples

Give your ideas a fighting chance

A new tool for a new way of thinking

Never write DO NOT ERASE again

Photograph friends, not whiteboards

Brainstorms just got a little more colorful

More jamming, less erasing

Taglines

Tagline examples

Here are a few tagline examples of how the Jamboard brand voice sounds.

Ideas start here

Think together

Great work starts with a good idea

Collaboration Reinvented

Jam on it

Collaboration made better

Collaboration brought to life

Communication

1:1 guidelines for how to talk about Jamboard with different audiences.

Communication

Here are a few examples of how to
address resellers and speak on social
outlets and campaigns.

Reseller communications example

Every idea is worth considering when it's
written across a brilliant 55-inch, 4K display.

One-cable setup means one less call to IT.

From Docs to Slides to Sheets to Drive,
access all of your team's work
mid-brainstorm
with complete G Suite integration.

Social communications example

Share your thoughts in vibrant color (or
black-and-white, if that's what you're into).

Plug it in and start jamming.

Brainstorm better with complete access to
Google Search and your team's work from
G Suite.

Script samples

Long form communications offer lots of space to talk about Jamboard—and help reveal the brand's voice, tone, and personality.

Script

Do explain features leading with the benefit

Don't use jargon to describe Jamboard specs

Here are a few demo dos and don'ts.

Even if you weren't born an artist, you can draw on Jamboard. The shape translation tool tidies up lines and shapes that could use a little extra help. And if that's not enough, you can always just Google it and paste the image right into your Jam.

Harness the immense power of G Suite products for your next work session.

Script

Here are a few demo dos and don'ts.

Do encourage participation

OK, next we'll try out the fine tip marker. Start by writing your name or drawing a cactus. Personally I can't draw, so I'm just going to drop in a screenshot from the web.

Don't overwhelm people with lists of details

Stickie notes are really useful on Jamboard. You can write on them, draw on top of them, move them around, or change their color and size.

Brand elements

Logo

Our defining symbol is instantly recognizable and hints at creative collaboration.

Icon

The icon is our primary branding element

The construction of the Jamboard icon hints at the concept of collaboration by combining yellow and dark orange into a medium shade of orange.

Use the icon whenever possible. It's our primary branding element and is the basis for all other elements in the logo family.

Wordmark

The Jamboard wordmark uses Google Sans, which aligns with G Suite branding, and is to be used for all marketing communications.

In some specific cases, the alternative wordmark can be used for hardware application.

Icon

Wordmark

Jamboard

Wordmark alternative (hardware use only)

Jamboard

Logo lockups

Where the use dictates, we can use a combination of our icon and wordmarks, locked together.

Primarily use the horizontal lockup. When space dictates, use the vertical lockup.

Horizontal icon + wordmark

Vertical icon + wordmark

Horizontal icon + wordmark alt (hardware use only)

Vertical icon + wordmark alt (hardware use only)

Single-color logo lockups

On occasions where the color isn't
permissible, use the single-color lockup.

Single-color horizontal icon + wordmark

Single-color vertical icon + wordmark
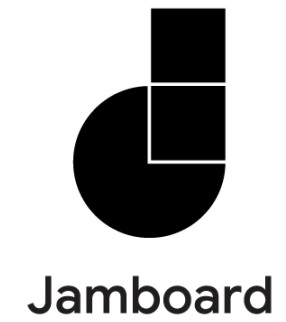
Single-color horizontal icon + wordmark alt (hardware use only)

Single-color vertical icon + wordmark alt
(hardware use only)
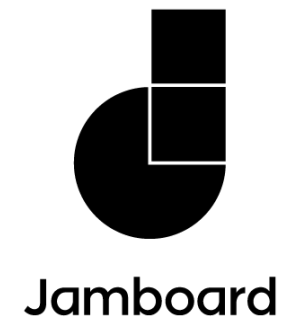
Clear space

Clear space provides 'breathing room' for our the logo. It prevents the logo from getting crowded by images, text, or other graphics that compromise its impact and visibility.

The more space you give the logo, the greater impact it can have.

Clear space for icon
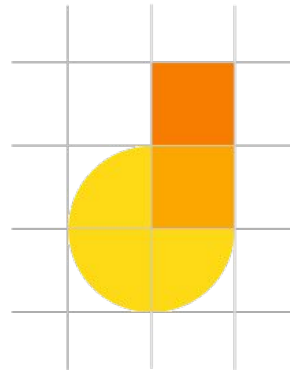
Clear space for logo

Clear space for logo alt (hardware use only)

Google logo lockup

Google logo + wordmark

This Google and Jamboard lockup
should be used only in specific cases,
such as Jamboard packaging when
Google needs to be referenced.

Google Jamboard

Brand elements

Brand lockups

Jamboard wordmark paired with G Suite

As a family member of G Suite and
Google, there will be instances where
Jamboard needs to be shown in the
larger Google context.

Jamboard by G Suite

Jamboard wordmark paired with Google

Jamboard by Google

Meet logo lockup

Jamboard logo + Meet logo

In some cases Jamboard and Meet will
be presented as a duo of services. In
that case, here is how those brands
should be paired.

Co-branded lockup

In instances where the Jamboard logo needs to be paired with a partner logo, use this consistent style to combine the two logos, keeping in mind clear space. Jamboard is always first in the lockup.

Clear space for logo + partner logo
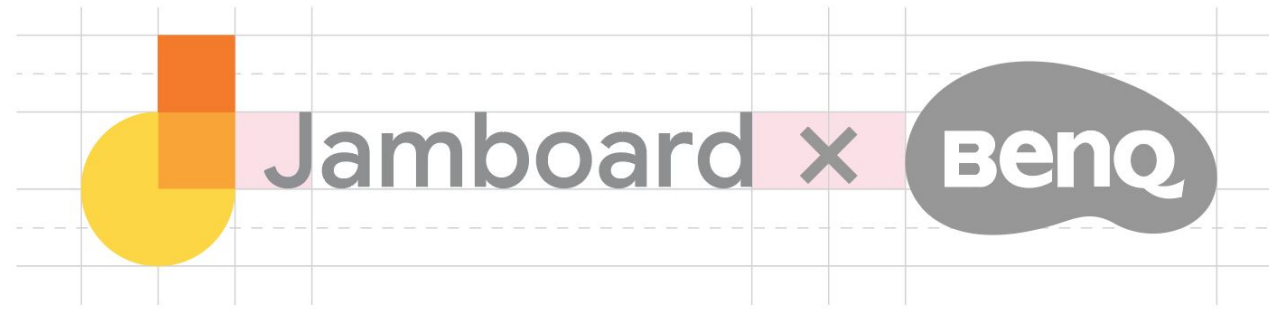
Clear space for logo alt (hardware use only) + partner logo
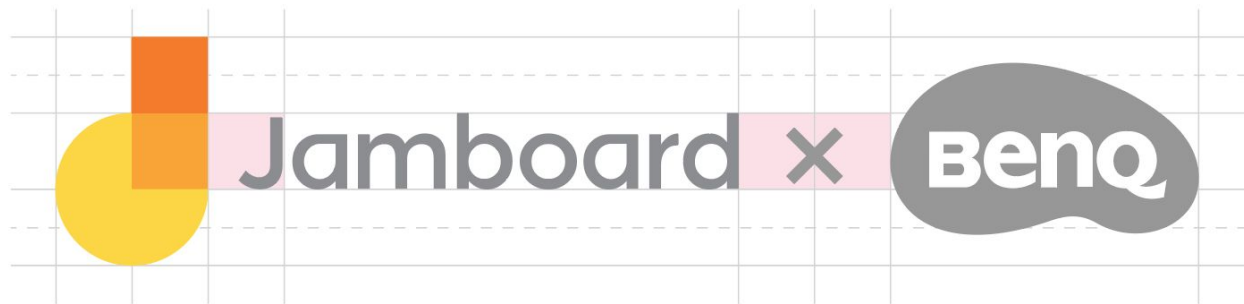
Co-branded lockup

Communication from Jamboard: logo + partner logo in Wordmark Grey

Communications should employ the gray version of the partner logo.

When absolutely necessary for specific applications, a color version of the partner's logo may be used.

Communication from Partner: logo + partner logo in color

Logo sizes

Size 1, Minimum print size, 128px wide

Size 2, Web banner, navigation, etc. 286 px wide

Size 3, Large web applications, 428 px wide

Size 4, X-Large applications, presentation decks, etc. 542 px wide

Brand elements

Logo animation

Software wordmark version

Hardware wordmark version

The construction of the Jamboard icon hints at the concept of collaboration. Through animation we further highlight this idea by introducing a series of geometric shapes, all joining together to form the Jamboard mark.
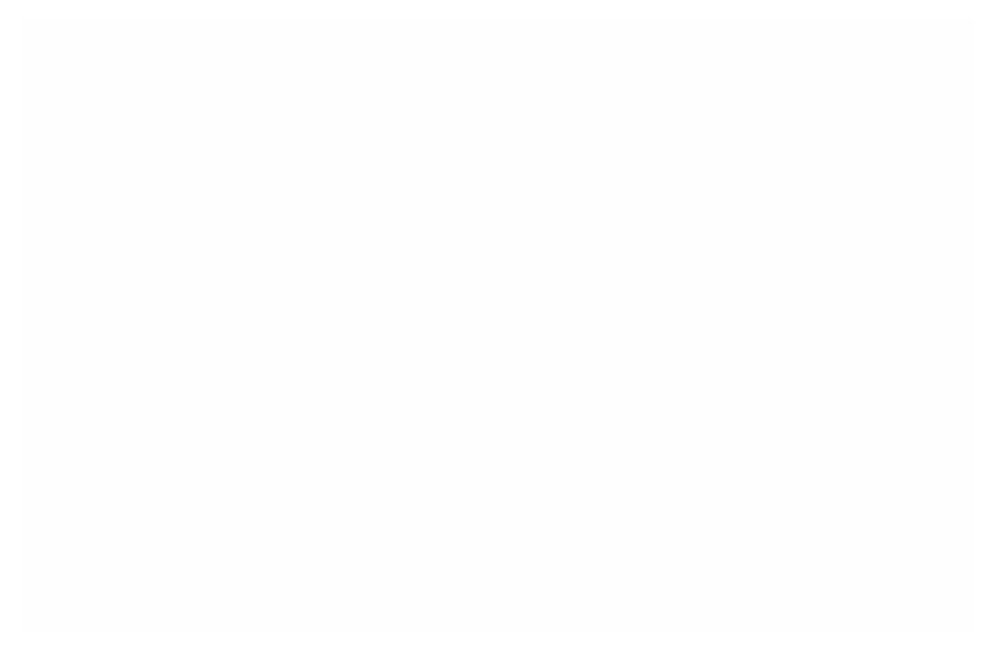
Logo don'ts

In order for the Jamboard brand to stay cohesive, we don't want to edit the logo in any way.

Don't change the color of the wordmark or the logo

Don't modify the font, wordmark color, or kerning

Don't change the proportions of the wordmark to the icon

Don't add unnecessary effects to the logo

Typography

Where and when to use the right type for Jamboard communications.

Typography

Google Sans

Roboto

Google Sans is approachable, humanist, and proprietary to the brand. The round, open letterforms mirror the Google logo, making it instantly recognizable.

Let's use Google Sans for headlines and Roboto for body copy.

Google Sans

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Type styles

Too many type styles can overwhelm a layout design. Let's limit the number of type styles to Google Sans in Regular, Medium, and Bold weights and Roboto in Regular and Medium.

Google Sans

Regular
Medium
Bold

Roboto

Regular
Medium

Weight and line height

We use Google Sans for displays, headlines, and subheadings. For anything smaller, such as body copy or captions, we use Roboto.

Hierarchy	Recommended line height	Recommended weight
Display	120/124	Google Sans Medium
Headline	56/64	Google Sans Medium
Title	44/52	Google Sans Medium
Subheadline	22/30	Google Sans Regular Google Sans Medium **Google Sans Bold**
Body copy (primary)	16/24	Roboto Regular
Body copy (secondary)	12/18	**Roboto Medium**

Typography don'ts

In order for the Jamboard brand to stay cohesive, we want to limit the way we use type.

Avoid line lengths that are too long or too short

Avoid changing or swapping fonts in various places

Avoid all caps

Avoid altering leading and tracking styles

Color

Guidelines for Jamboard's color palette
(hint: white is important).

Primary colors

Our primary color palette comes from
the brand. Jamboard playful uses yellow
and dark orange, which join together to
form a medium orange.

Orange Dark
Hex #F57C00

Orange
Hex #fda639ff

Yellow
Hex #fFFD600
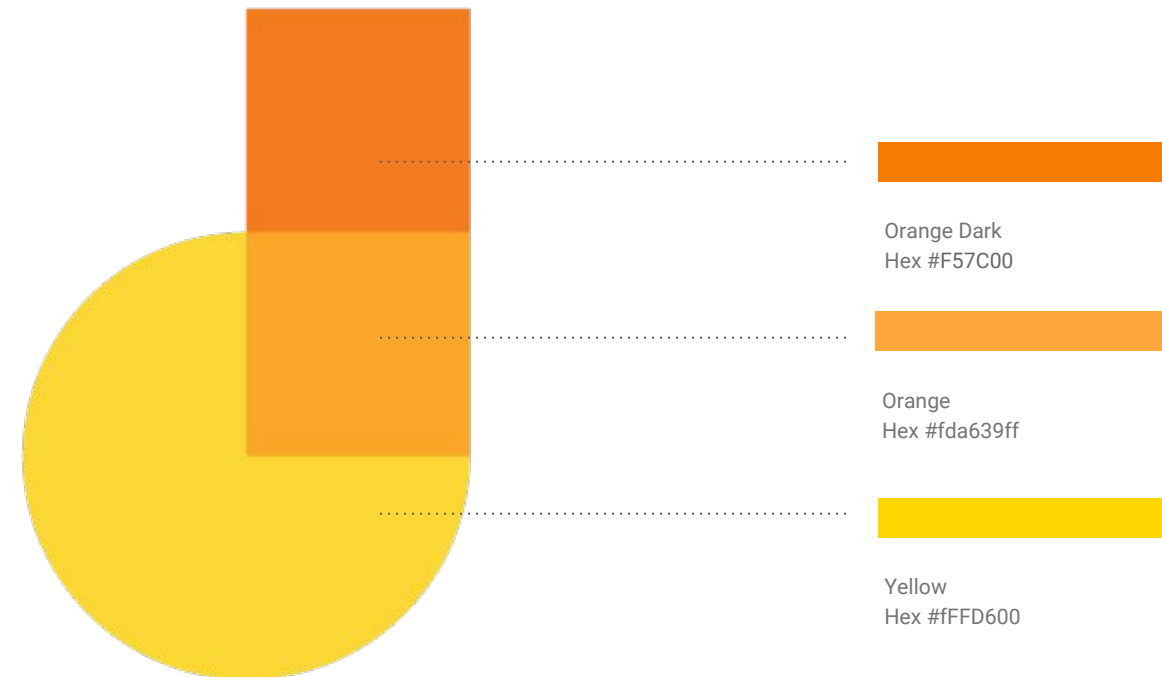
Secondary colors

The purpose of these secondary colors is to provide us with more creative tools to express creativity and collaboration.

Additionally, using the G Suite Red and Blue (rather than the current Jamboard UI palette), allows us to visually tie into the G Suite family and the larger meeting room narrative.

Google Red Core
Hex #EA4335

Google Blue Core
Hex #fda639ff
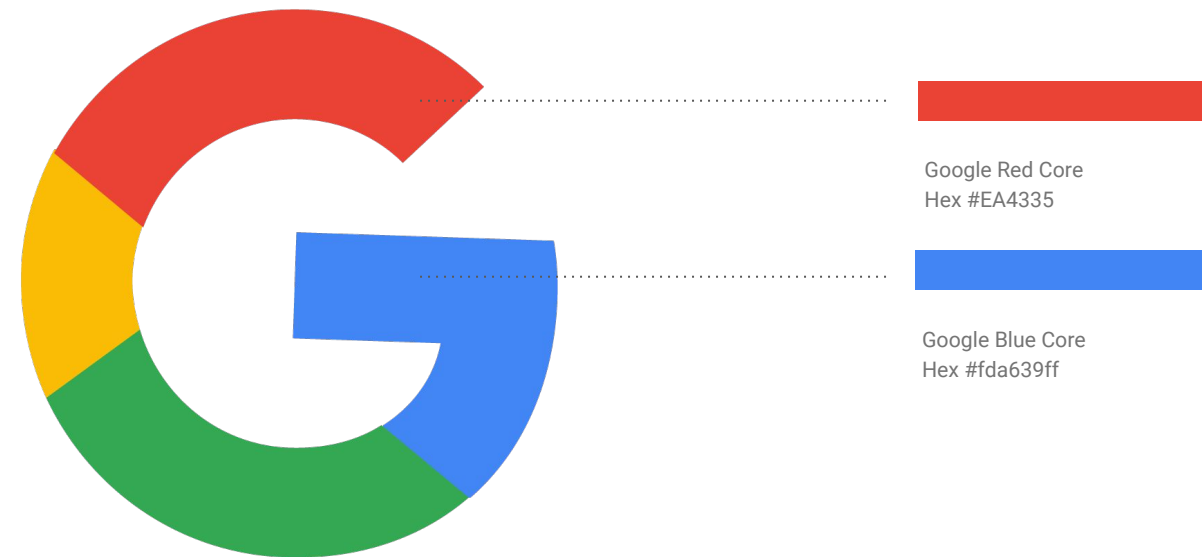
Color

Like all things Google, white is the most important color in Jamboard's palette. This is accented by Jamboard's playful usage of yellow and dark orange, which join together to form a medium orange.

As a secondary palette, the blue and red core Google colors can be used for certain accents and illustrations.

Primary accent

Orange Dark
Hex #F37C20
RGB 254/124/0
CMYK 0/49/100/4

Orange
Hex #F9A528
RGB 255/167/38
CMYK 0/35/81/0

Yellow
Hex #FFD600
RGB 244/180/0
CMYK 0/26/100/4

Secondary accent

Google Blue Core
Hex #4285F4
RGB 66/133/244
CMYK 74/45/0/4

Google Red Core
Hex #EA4335
RGB 234/67/53
CMYK 2/89/87/0

Text

Grey 800
Hex #414141
RGB 65/65/65
CMYK 0/0/0/88

Wordmark Grey
Hex #8C8E90
RGB 131/131/135
CMYK 51/43/40/6

Grey 400
Hex #D7D7D7
RGB 188/188/188
CMYK 0/0/0/30
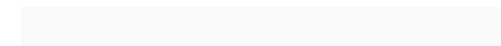
Grey 200
Hex #FAFAFA
RGB 237/237/237
CMYK 0/0/0/8

Color sets

Color sets can be used for illustrations or as accent colors. The tones are derived from the primary color palette, and are broken up into 4 different sets: oranges, yellows, reds, and blues.

Oranges

Orange
Hex #F37C20
RGB 254/124/0
CMYK 0/49/100/4

Orange Medium
Hex #F9A528
RGB 255/167/38
CMYK 0/35/81/0

Orange Light
Hex #FFCC80
RGB 254/203/133
CMYK 0/21/53/0

Yellows

Yellow Dark
Hex #C7A500
RGB 66/133/244
CMYK 74/45/0/4

Yellow
Hex #FFD600
RGB 254/213/48
CMYK 1/14/90/0

Yellow Light
Hex #FFFD76
RGB 255/250/127
CMYK 3/0/60/0

Reds

Google Red Dark
Hex #B70506
RGB 181/10/20
CMYK 20/100/100/12

Google Red Core
Hex #EA4335
RGB 234/67/53
CMYK 2/89/87/0

Google Red Light
Hex #F9D2CF
RGB 248/210/207
CMYK 1/20/11/0

Blues

Google Blue Dark
Hex #0E3EC1
RGB 20/67/190
CMYK 91/79/0/0

Google Blue Core
Hex #4285F4
RGB 66/133/244
CMYK 74/45/0/4

Google Blue Light
Hex #D2E3FC
RGB 210/227/251
CMYK 15/6/0/0

Pairing color sets

Color sets help create a tonal look for illustrations, making them feel vibrant and balanced.

All four color sets should not be used in a single illustration. Rather, pair two color sets together. Varying the use of color set pairs across a series of illustrations creates a nicely balanced and evenly distributed use of color.

Reds paired with blues

Oranges paired with blues

Yellows paired with reds

Yellows paired with oranges

Color don'ts

Avoid color on busy backgrounds

White is the preferred background color

Avoid mixing more than two color sets

Avoid color on dark backgrounds

Illustration

Illustrations have the unique ability to reveal Jamboard's potential and inject creativity into the brand.

Illustration

Jamboard allows you to bring your ideas to life, collaborating in real time with remote teammates.

Our illustration style captures this sketchy, collaborative nature of a jam session, where the ideas are big and bold, imaginations are running, and the sky's the limit.
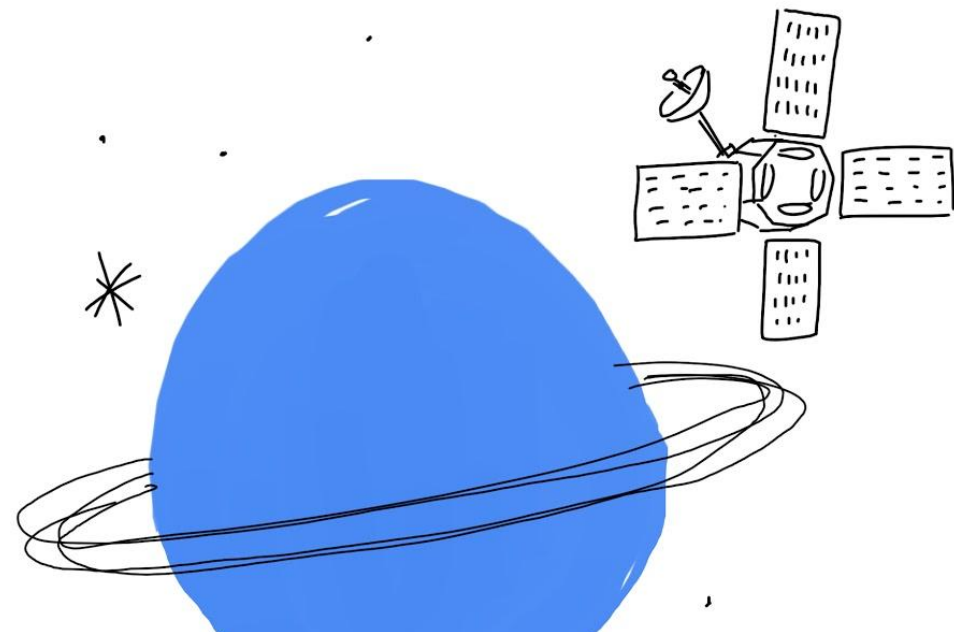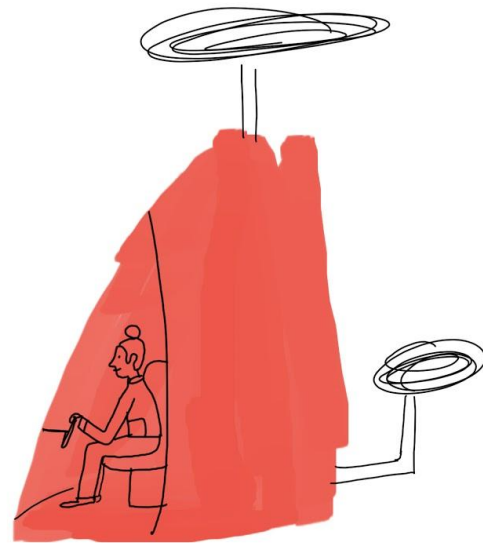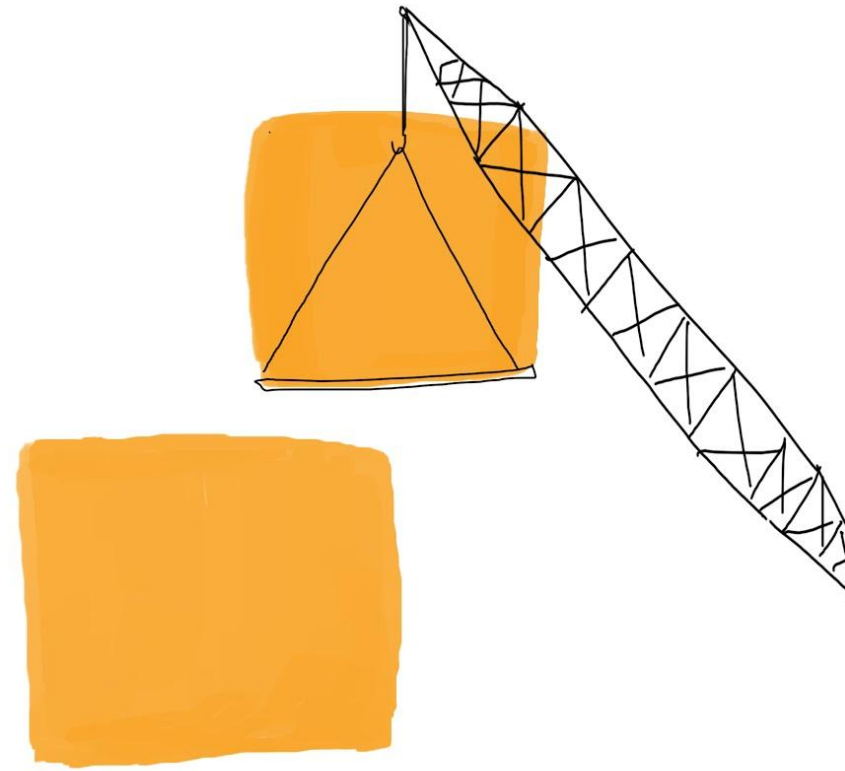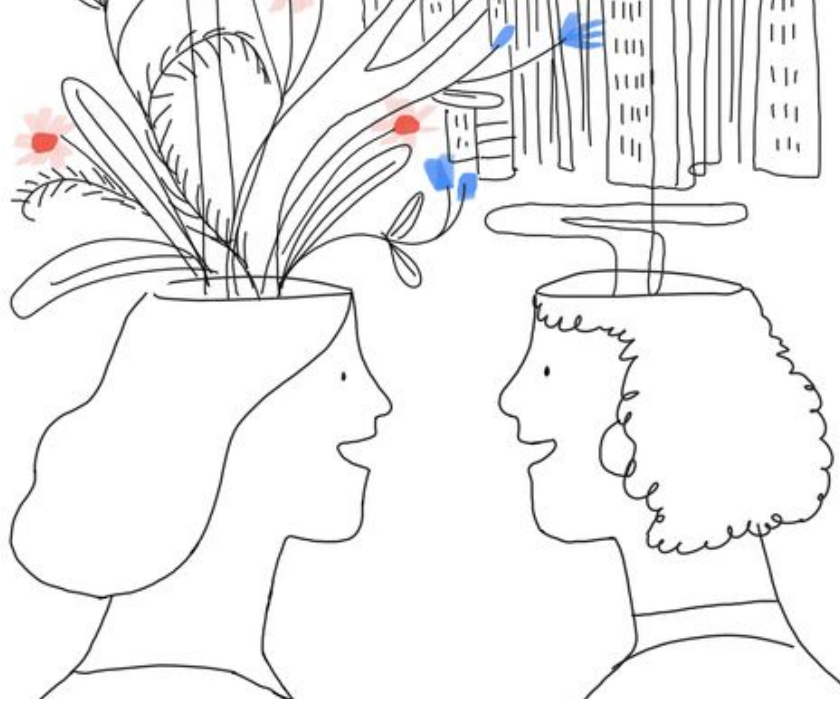
Illustration style

This illustration direction aligns with the illustrative style of G Suite, yet reinterprets it in a purposely sketchy, yet still aspirational, format.

Features: Relaxed linework and big washes of color.
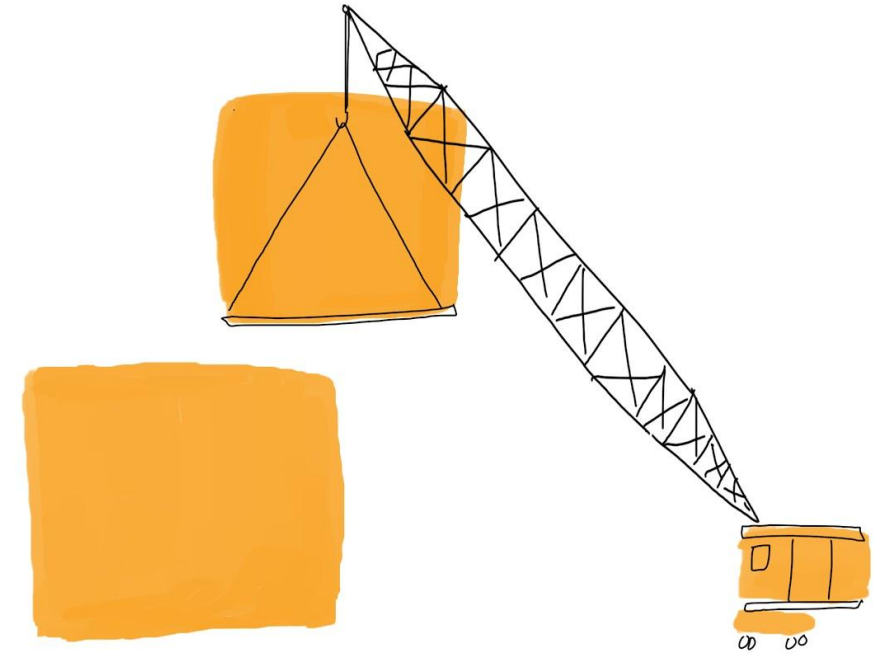
Creating illustrations
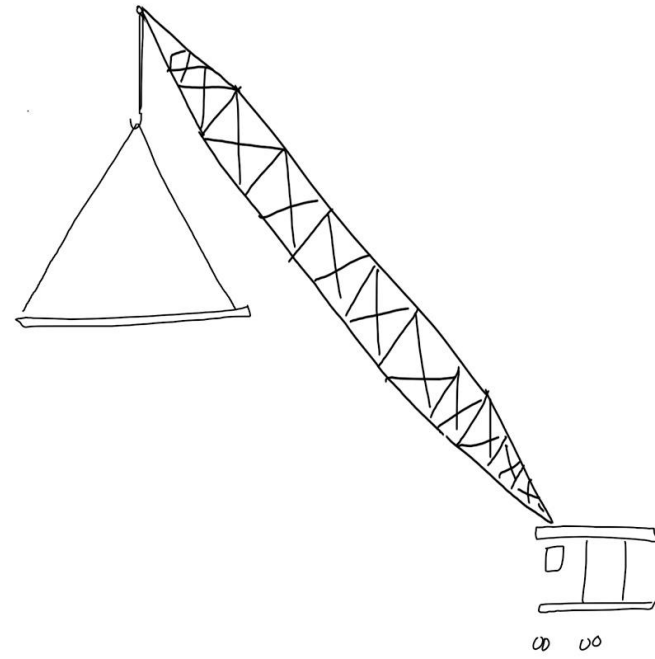
Step 1: Create a colorful base shape

Step 2: Create companion line work

Step 3: Combine elements

Through a combination of different brush styles and colors, the illustrations create a sense of two people collaborating on an idea together.

An initial base shape suggests the foundation of idea. A second line stroke from a different brush style hints at a second person contributing, expanding upon the idea. Together, these layered marks create a final imagine, and highlight the delightful output of collaboration.
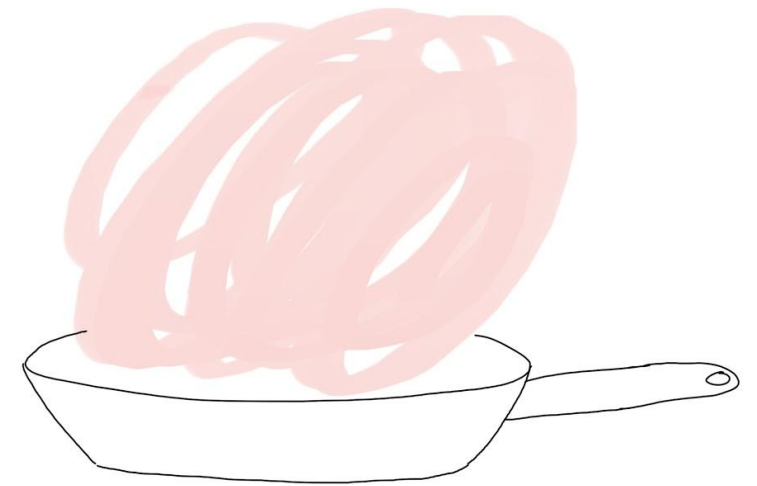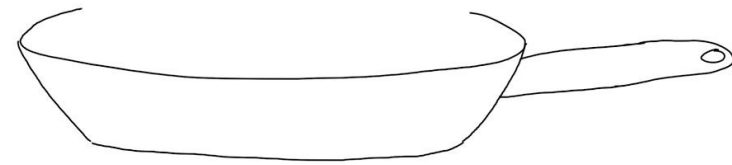
Handwriting

Much like illustrations, handwriting can be leveraged to inject personality and creativity into the brand. It should feel handsome, but not professionally lettered.

The handwriting should represent diversity and make anyone feel as though they could walk up and use the Jamboard.
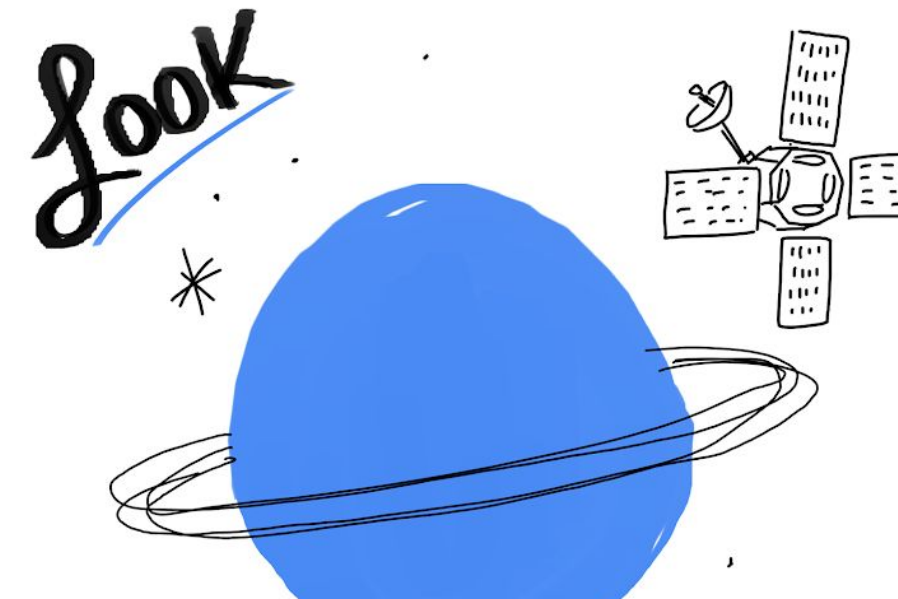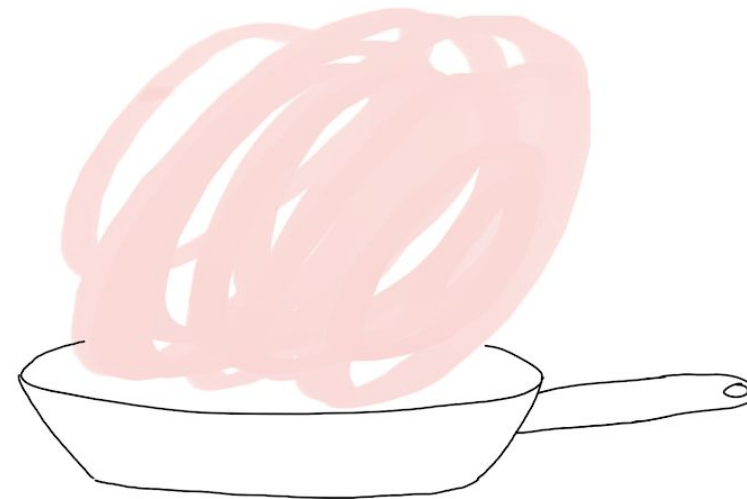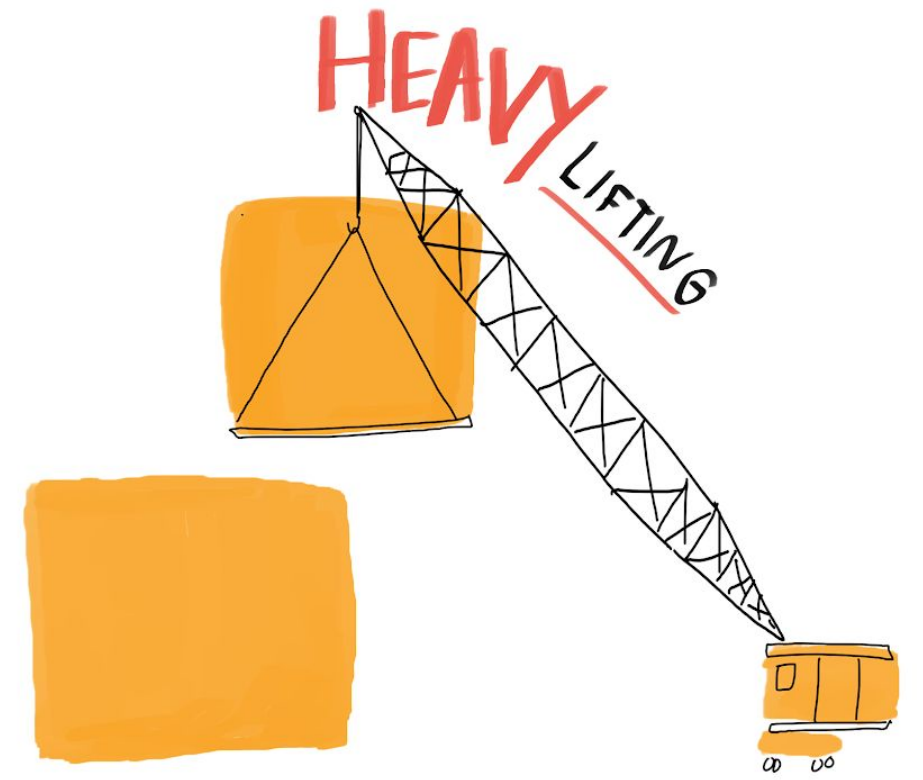
Handwriting with illustration

Illustrations and handwriting can be paired together to add delight and whimsy to the brand. Be cautious not to overuse handwriting, though, as a composition can easily start to feel overly busy and messy.

Content

Art direction

Jamboard is a real tool used by real people across multiple industries. The look and feel of Jamboard is inspiring, but grounded in relatable moments.

Lifestyle

Since its launch, a range of brands and businesses have adopted Jamboard into their process. This creates an opportunity to make relevant content that is unique and relatable, and that positions Jamboard as a viable creative tool.

From an art direction standpoint, this route allows for an aesthetic that is more true-to-life; less staged and all the more aspirational.

Product

While it is important to remain approachable and relatable, Jamboard is also packed with tech and features which make it easy to show off.

This approach is reserved and clean, with constrained environments, yet tonally, feels natural and human.

Product photos should have natural, soft lighting. Avoid sterile, white backgrounds and photoshopped product glares with harsh lighting effects. Aim to always pair a human interaction with the product.

Film and photography

An opportunity to bring Jamboard to life in a natural and useful way.

Jamboard context

For the lifestyle component, we envision in-situ office spaces that are real and feel authentic, especially meeting rooms and huddle spaces. These use cases allow viewers to picture themselves using the Jamboard in their own spaces.

In these spaces we want to avoid constant "centered" shots of the Jamboard. Instead, we'll integrate the board into the work environment so that it feels like a team member that moves with you, not a static piece of furniture.

Jamboard content

Whether in stills or video, it's important that the Jamboard is turned "on" and something creative is happening on the screen. The beholder should feel like they're allowed a glimpse into a brainstorm or creative process.

We want to strike a balance between sophistication and appropriately "work in progress".
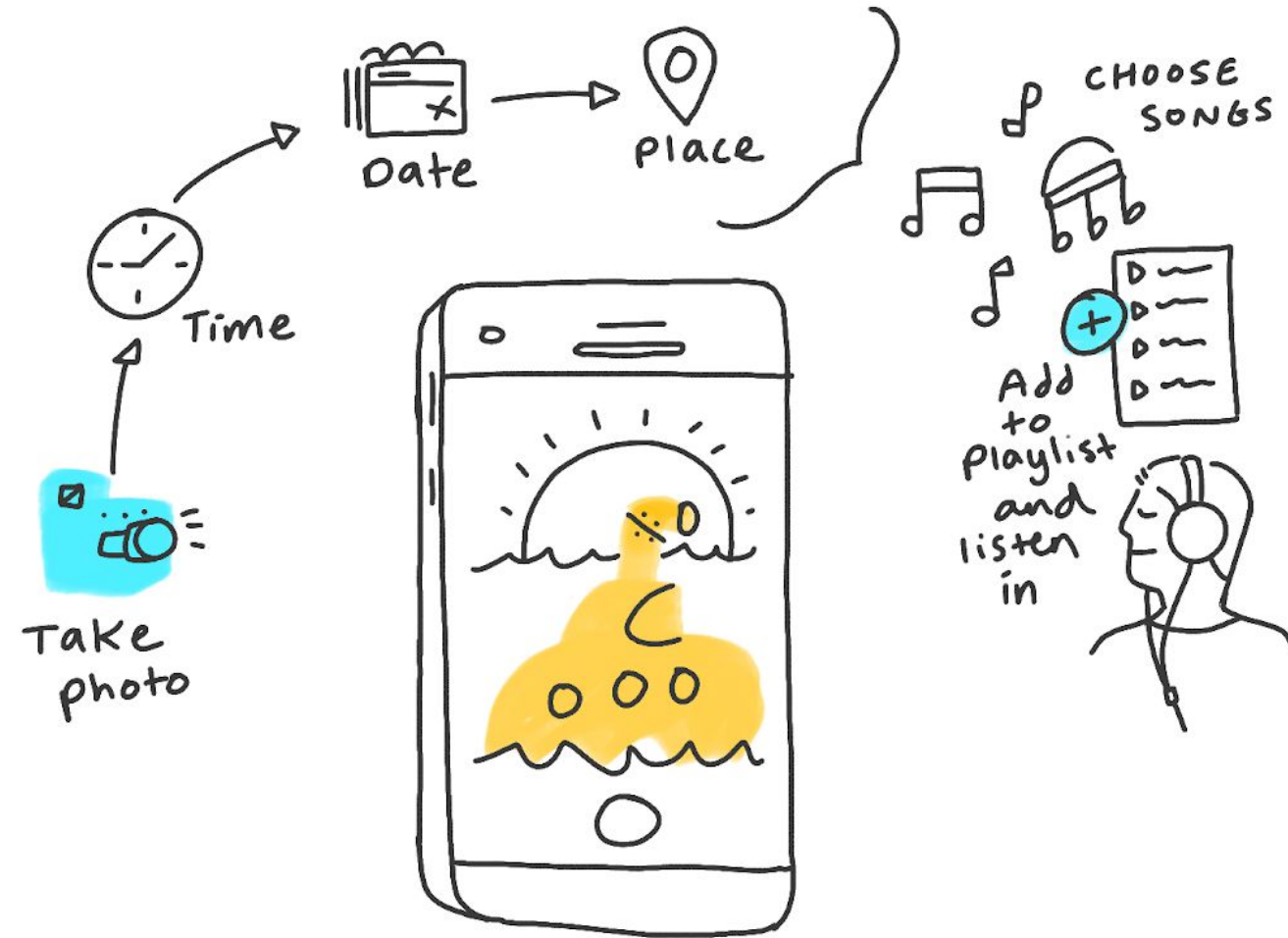
Jamboard and Meet

When telling a Jamboard + Meet story, it's important that the UI of both products is surfaced in the right manner. It should always feel like both products are being utilized.
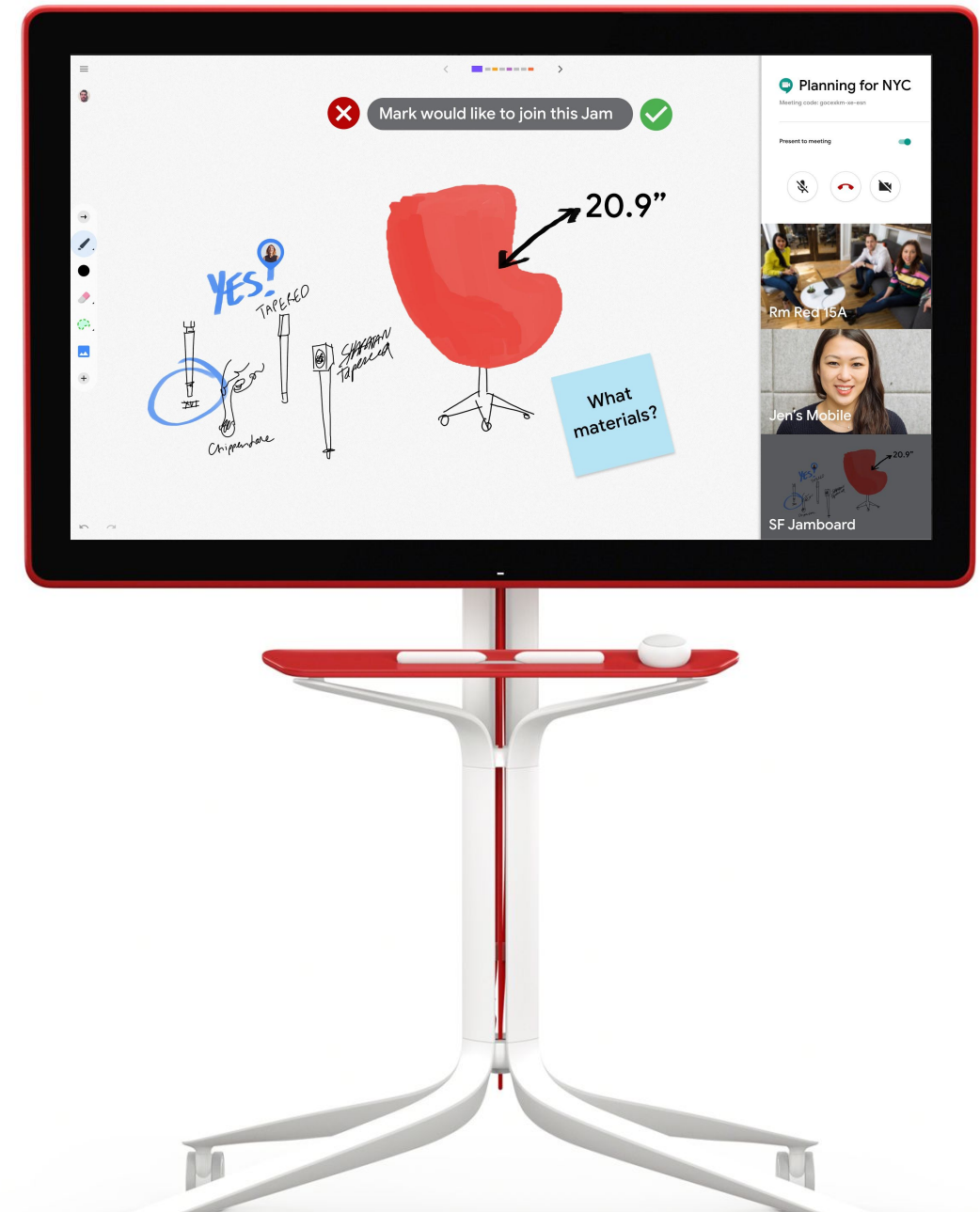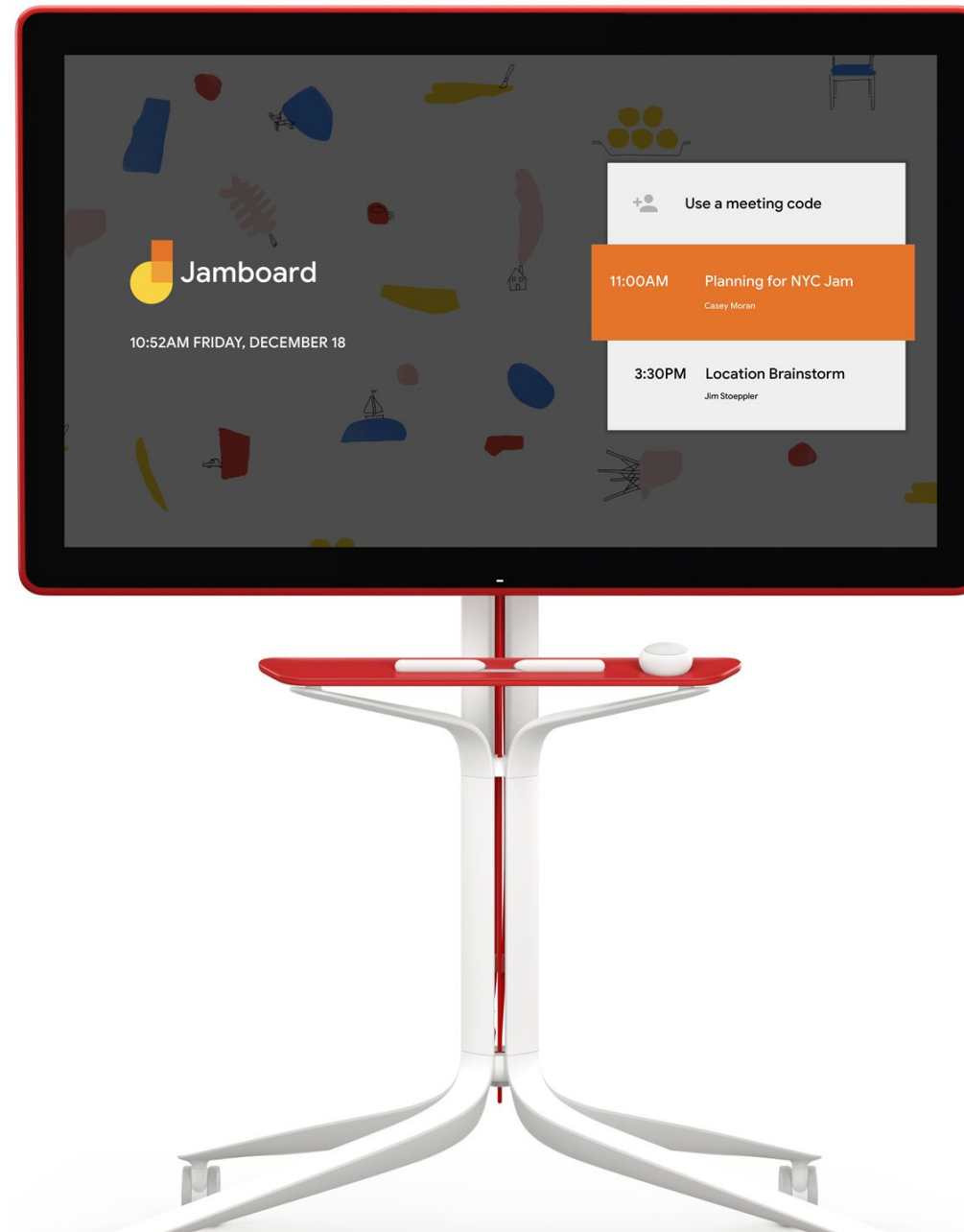
Human interaction

In order to capture natural gestures with the Jamboard, we want to allow users to work with the device ahead of time. While intuitive, there is a difference between how a beginner and an experienced user writes, draws, erases, and interacts with the board.

Avoid users stepping on the base of the board or resting anything on the board during use or transportation. This should feel as effortless and easy as possible.

Lighting

We'll opt for natural, even, directional
light that fills the entire space and avoid
"moody" or dark lighting.

Graphics

Where relevant, we'll emphasize key moments by drawing arrows, circles or X's onto the foreground "layer" to echo the freedom of creativity felt while using Jamboard. These graphic sketches will be animated at roughly 2x speed to keep the pace energetic.

Best practices

Tips and tricks gained from prior film and photography shooting experiences with the Jamboard.

Best practices

Shooting practically

Casting talent

A collection of tips and tricks rooted in prior film and photography shooting experience with the Jamboard.

Because there are so many moments of human interaction with the Jamboard, shooting the board practically requires less compositing and image manipulation in post-production.

Cast talent that represents a diverse mix across ages, genders, and ethnicities. Strive to create an authentic mix of people--and real employees when possible. What's more, details matter--hand and nail maintenance is important when shooting close-ups.

Handwriting

Connectivity

Because so much of the board involves quick sketches or quick handwritten notes, select a designer or person with great handwriting. Do a handwriting test with your talent or ask for samples of their writing.

Be sure the Jamboard is connected to a reliable wifi connection that won't get congested on your shoot day. Having a backup wifi or private dedicated network is recommended.

Best practices

A collection of tips and tricks rooted in prior film and photography shooting experience with the Jamboard.

Resolution

It's recommended to shoot in 4k or higher resolution. This will allow for you to re-frame for extreme close-ups as necessary without needing to shoot macro on every take.

Focus

Unless intentionally highlighting the stylus or foreground device, remember to keep the camera's focus on the Jamboard and not on the subject's hands, face, or body.

Lighting

Opt for natural, even, directional light that fills the entire space and avoid "moody" or dark lighting.

Stabilization

It's suggested to use a tripod for the camera whenever possible. Additionally, it is also helpful to use an armrest for longer takes where someone is holding a phone or tablet in the foreground. This helps to reduces the amount of shake or arm strain from the user.

Best practices

A collection of tips and tricks rooted in prior film and photography shooting experience with the Jamboard.

Interactions

In order to capture natural gestures with the Jamboard, we want to allow users to work with the device ahead of time. While intuitive, there is a difference between how a beginner and an experienced user writes, draws, erases, and interacts with the board.

Avoid users stepping on the base of the board or resting anything on the board during use or transportation. This should feel as effortless and easy as possible.

Color accuracy

For best results, be sure you are white-balancing the room to match the screen of the Jamboard prior to your shoot. Allow for time in post-production to color correct match the exact color of the Jamboard screens. Also be sure to match the "white" background and base screens of the Jamboard to maintain contrast.

To match the color of the Jamboard bezel (red/gray/blue) exactly, we disassembled and took tray of the Jamboard into the color session.

Best practices

A collection of tips and tricks rooted in prior film and photography shooting experience with the Jamboard.

Device brightness

For phones and tablets it is helpful to adjust brightness to match your lighting environment and situation. Rarely will 100% brightness be necessary. The Jamboard also has a brightness slider and defaults to 50% brightness. Adjust for maximum clarity, but avoid thin lines getting blown out.

Framing device

Try to maintain the colored edge at all times. This helps to ground the gestures in the Jamboard and not just in a stark white frame.

Best practices

Minimizing reflections

A collection of tips and tricks rooted in prior film and photography shooting experience with the Jamboard.

The tricky part to shooting the board practically is avoiding reflections. Angling the Jamboard, lights, and camera to avoid each other is the most obvious solution, but there may be times when shooting straight into the screen is necessary. In this case, the use of placing boards or black floppies around the lens minimize reflections.

Brand applications

Brand applications

Art direction

Freeform and layered, this approach pairs type and images with organic, hand-drawn illustrations and handwriting, hinting at the expressive and collaborative nature of brainstorming.

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A flexible system

The brand identity is flexible and ranges from bold and expressive, using only a few brand elements (illustration and type), to more detailed compositions using all of the brand elements (illustrations, handwriting, photos, and type) together.

Use only illustration and type when designing for Jamboard as a brand. When featuring a sample jam or case study, add handwriting and photos.

Let's jam.

Purposeful elements

All elements in a layout should be purposeful and add meaning to the overall composition. Avoid random, decorative marks that don't relate to any other element. Hand-drawn elements should feel realistic, but also aspirational.

Let's jam.
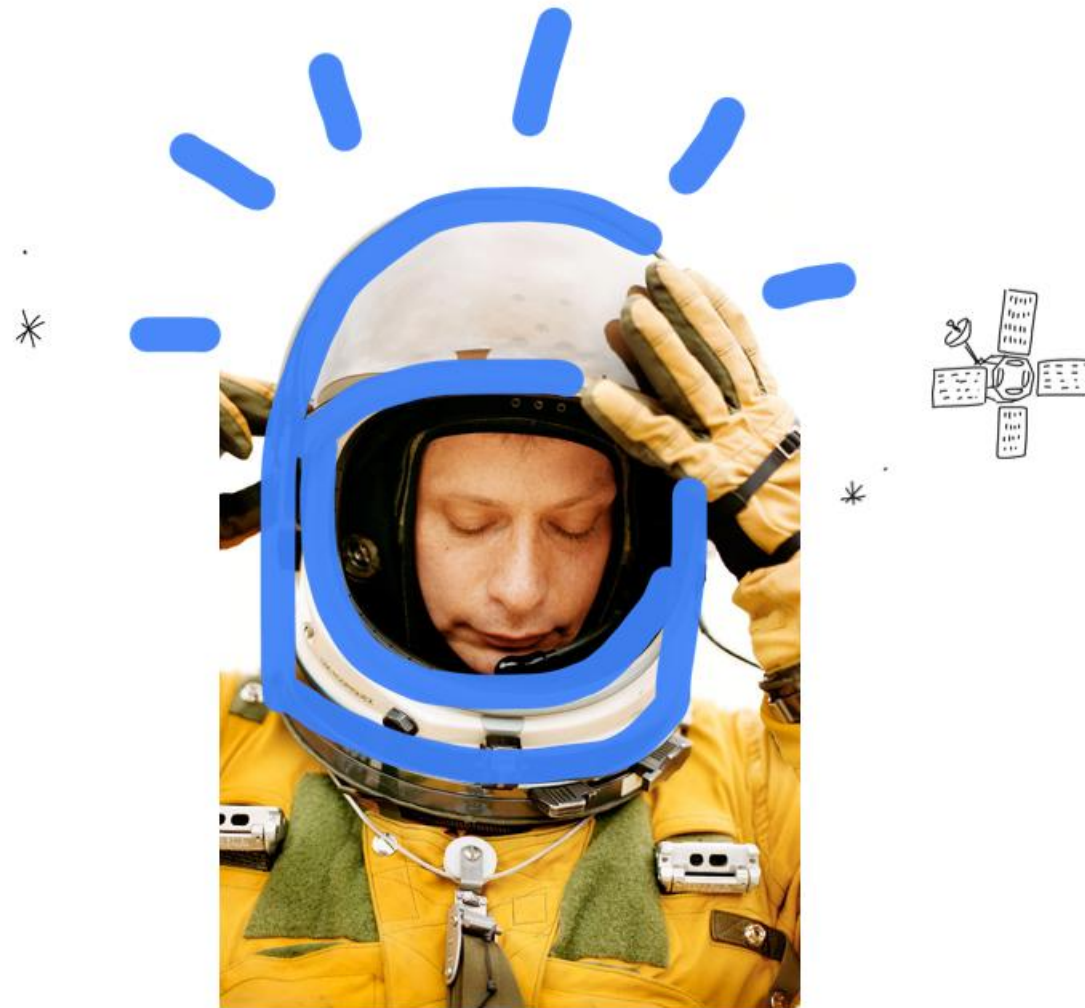
Sample jams

In some instances the brand system will be used to illustrate a sample jam or case study.

Choose a combination of illustration brushes, colors, and handwriting styles for this type of composition. This creates a sense that multiple people are collaborating together in a jam session.

Examples

The following pages show the art direction applied to various print and digital materials including: brand identity, website, presentations, swag, and marketing.

Maxwell James
111 8th Ave
New York, NY 10011
212-565-0000
mjames@google.com

Jamboard
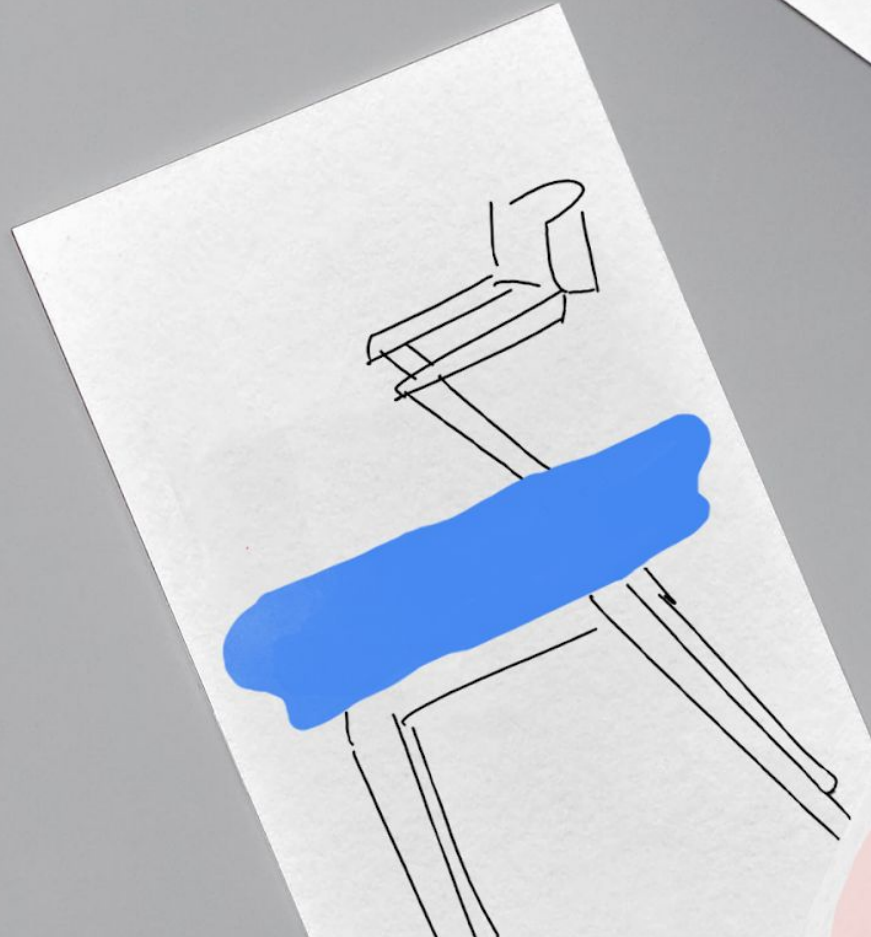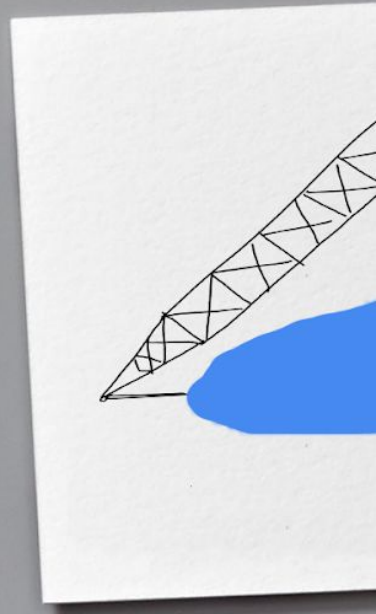
Pixar Animation Studios   December 12, 2017
1200 Park Ave
Emeryville, CA 94608

Far far away, behind the word mountains, far from the countries
Vokalia and Consonantia, there live the blind texts. Separated they
live in Bookmarksgrove right at the coast of the Semantics,
a large language ocean.

A small river named Duden flows by their place and supplies it with
the necessary regelialia. It is a paradisematic country in which
roasted parts of sentences fly into your mouth.

Kindly,
Maxwell James

111 8th Ave
New York, NY 10011
212-565-0000   Google
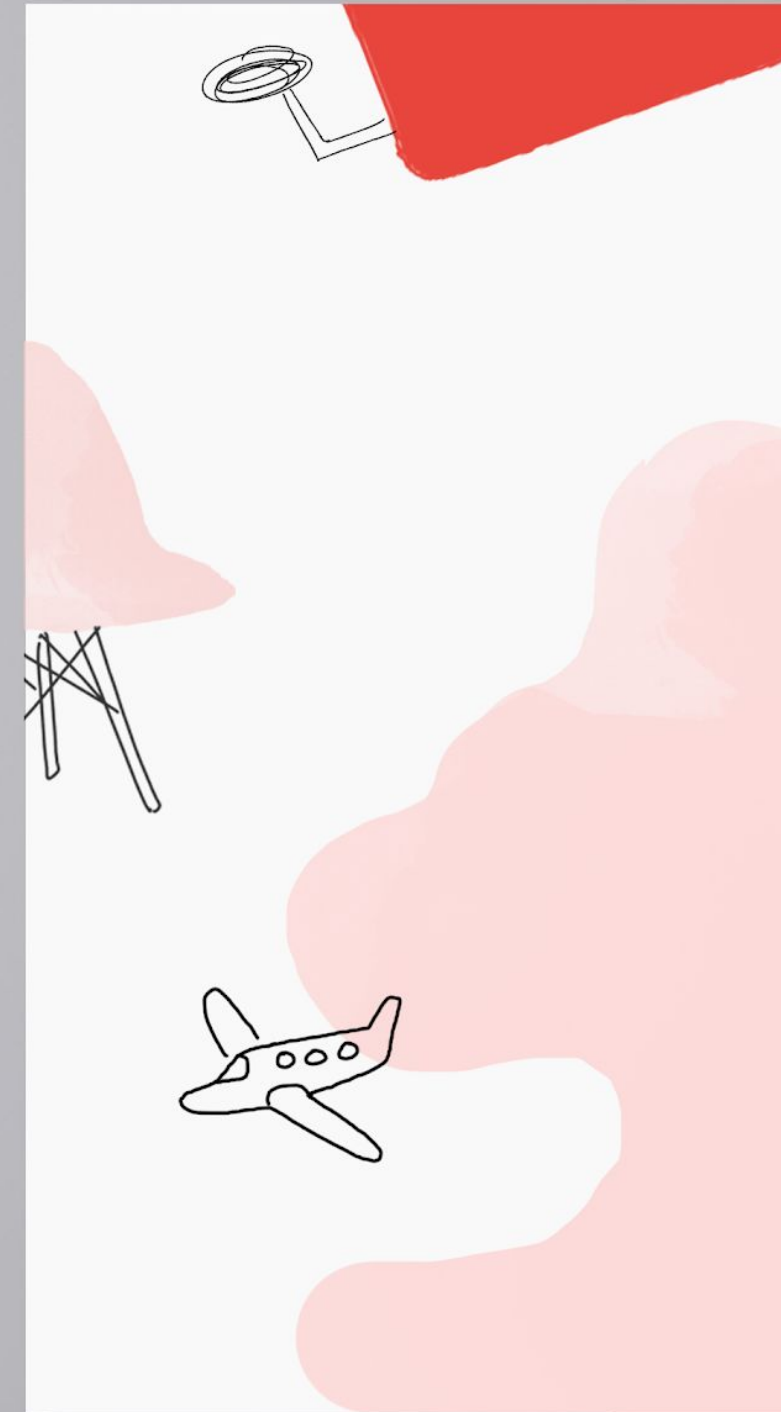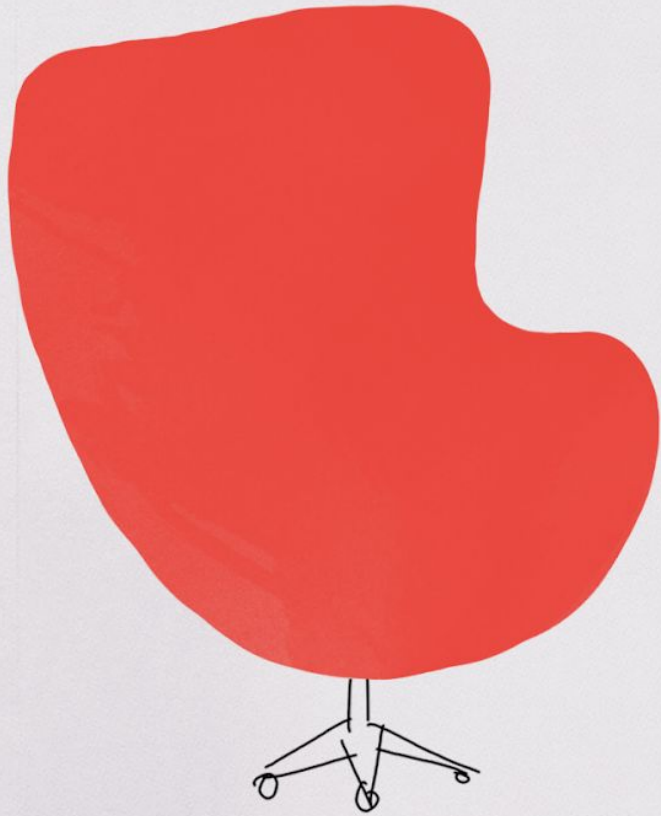
A new tool for a new
way of thinking.

Shop

Draw, inspire, repeat.

Creation tools that help you think quickly,
and with style.

Jamboard

A new tool for a new way of thinking.

Create
Far far away, behind the and word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.
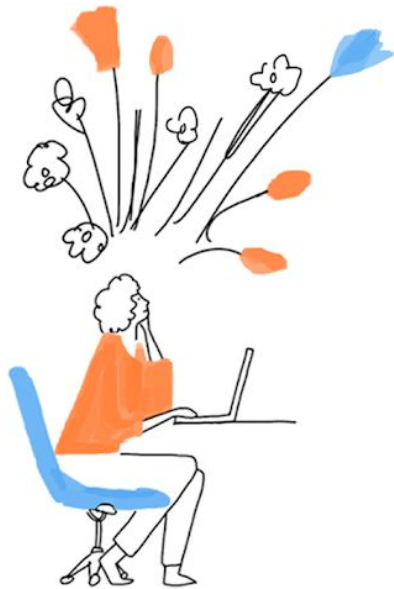
Collaborate
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

Share
Far far away, the word mountains, far from the countries Vokalia and Consonantia.

Connect
Far far away, behind the and word mountains, far from the countries behind the word mountains, far from the.
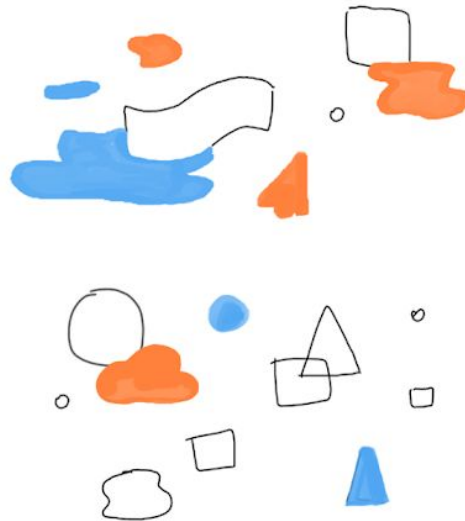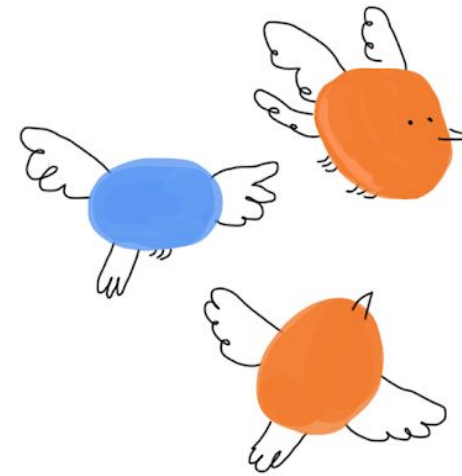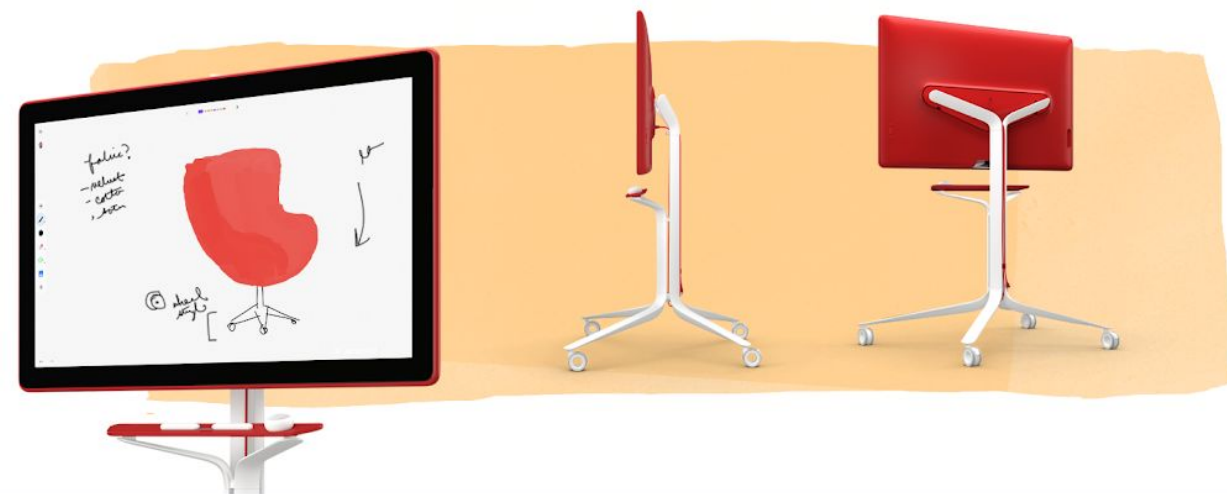
The Year Ahead

Budget
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.

Goals
Far far away, behind the and word mountains, far from the countries behind the word mountains, far from the.

Google