Jamboard
Brand Book

Updated 12.19.17
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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.
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.
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.

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

The cloud-based productivity suite that enables businesses to collaborate, iterate, and innovate together, from anywhere, in real time.
Jamboard has multiple key audiences. Here are a few Jamboard audience insights.

C-Suite executives

- 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
Google Jamboard

The brand

Audience

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

Designers and creatives

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

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

Understanding 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.
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.
Attributes

The following are the fundamental qualities that define Jamboard.
The brand

Brand attributes

Jamboard is

Future-facing
Creative
Fun
Useful
Intuitive
Voice and tone
Our voice and tone helps us speak as a unified entity. This is a jumping-off-point for all communications.
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.

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.
Voice and tone

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
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.
Long form communications offer lots of space to talk about Jamboard—and help reveal the brand’s voice, tone, and personality.
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.
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
Our defining symbol is instantly recognizable and hints at creative collaboration.
Icon

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.

The icon is our primary branding element
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.
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.
On occasions where the color isn’t permissible, use the single-color lockup.
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.
Google logo lockup

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

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 wordmark paired with G Suite

Jamboard by G Suite

Jamboard wordmark paired with Google

Jamboard by Google
Meet logo lockup

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

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.
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
Logo animation

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.
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 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.
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.
### 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.

<table>
<thead>
<tr>
<th>Hierarchy</th>
<th>Recommended line height</th>
<th>Recommended weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display</td>
<td><strong>120/124</strong></td>
<td><strong>Google Sans Medium</strong></td>
</tr>
<tr>
<td>Headline</td>
<td><strong>56/64</strong></td>
<td><strong>Google Sans Medium</strong></td>
</tr>
<tr>
<td>Title</td>
<td><strong>44/52</strong></td>
<td><strong>Google Sans Medium</strong></td>
</tr>
<tr>
<td>Subheadline</td>
<td><strong>22/30</strong></td>
<td><strong>Google Sans Regular</strong></td>
</tr>
<tr>
<td>Body copy (primary)</td>
<td><strong>16/24</strong></td>
<td><strong>Google Sans Medium</strong></td>
</tr>
<tr>
<td>Body copy (secondary)</td>
<td><strong>12/18</strong></td>
<td><strong>Roboto Regular</strong></td>
</tr>
</tbody>
</table>

Google Sans Medium

Google Sans Medium

Google Sans Medium

Roboto Regular

Roboto Medium
Brand elements

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

Photograph friends, not whiteboards

PHOTOGRAPH FRIENDS, NOT WHITEBOARDS

Photograph, friends, not whiteboards

Photograph friends, not whiteboards
Color

Guidelines for Jamboard’s color palette (hint: white is important).
Our primary color palette comes from the brand. Jamboard playful uses yellow and dark orange, which join together to form a medium orange.
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.
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.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange Dark</td>
<td>#F37C20</td>
<td>255/124/0</td>
<td>0/49/100/4</td>
</tr>
<tr>
<td>Orange</td>
<td>#F9A528</td>
<td>255/167/38</td>
<td>0/35/81/0</td>
</tr>
<tr>
<td>Yellow</td>
<td>#FFD600</td>
<td>255/244/180</td>
<td>0/26/100/4</td>
</tr>
<tr>
<td>Grey 800</td>
<td>#414141</td>
<td>66/65/65</td>
<td>74/45/0/4</td>
</tr>
<tr>
<td>Grey 400</td>
<td>#D7D7D7</td>
<td>188/188/188</td>
<td>0/0/0/30</td>
</tr>
<tr>
<td>Grey 200</td>
<td>#FAFAFA</td>
<td>237/237/237</td>
<td>0/0/0/8</td>
</tr>
<tr>
<td>Google Blue Core</td>
<td>#4285F4</td>
<td>66/133/244</td>
<td>13/45/0/4</td>
</tr>
<tr>
<td>Google Red Core</td>
<td>#EA4335</td>
<td>234/67/53</td>
<td>13/45/0/4</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Color Set</th>
<th>Hex Color</th>
<th>RGB Value</th>
<th>CMYK Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orange</strong></td>
<td>#F37C20</td>
<td>254/124/0</td>
<td>0/49/100/4</td>
</tr>
<tr>
<td><strong>Orange Medium</strong></td>
<td>#F9A528</td>
<td>255/167/38</td>
<td>0/35/81/0</td>
</tr>
<tr>
<td><strong>Orange Light</strong></td>
<td>#FFCC80</td>
<td>254/203/133</td>
<td>0/21/53/0</td>
</tr>
<tr>
<td><strong>Yellow Dark</strong></td>
<td>#C7A500</td>
<td>66/133/244</td>
<td>74/45/0/4</td>
</tr>
<tr>
<td><strong>Yellow</strong></td>
<td>#FFD600</td>
<td>254/213/48</td>
<td>1/14/90/0</td>
</tr>
<tr>
<td><strong>Yellow Light</strong></td>
<td>#FFFD76</td>
<td>255/250/127</td>
<td>3/0/60/0</td>
</tr>
<tr>
<td><strong>Google Red Dark</strong></td>
<td>#B70506</td>
<td>181/10/20</td>
<td>20/100/10/12</td>
</tr>
<tr>
<td><strong>Google Red Core</strong></td>
<td>#EA4335</td>
<td>234/67/53</td>
<td>2/89/87/0</td>
</tr>
<tr>
<td><strong>Google Red Light</strong></td>
<td>#F9D2CF</td>
<td>248/210/207</td>
<td>1/20/11/0</td>
</tr>
<tr>
<td><strong>Google Blue Dark</strong></td>
<td>#0E3EC1</td>
<td>20/67/190</td>
<td>91/79/0/0</td>
</tr>
<tr>
<td><strong>Google Blue Core</strong></td>
<td>#4285F4</td>
<td>66/133/244</td>
<td>74/45/0/4</td>
</tr>
<tr>
<td><strong>Google Blue Light</strong></td>
<td>#82B1FF</td>
<td>210/227/251</td>
<td>15/6/0/0</td>
</tr>
</tbody>
</table>
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

Avoid mixing more than two color sets

White is the preferred background color

Avoid color on dark backgrounds
Illustrations have the unique ability to reveal Jamboard’s potential and inject creativity into the brand.
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

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 an 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
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.
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.
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.
A new opportunity to bring Jamboard to life in a natural and useful way.

Film and photography
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.
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 content
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.
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

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

Shooting practically

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.

Casting talent

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

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.

Connectivity

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.

Lighting

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

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.

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 reduce 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

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

Minimizing reflections

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
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.
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.
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.
Pixar Animation Studios
1200 Park Ave
Emeryville, CA 94608

December 12, 2017

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarks Grove 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 regelalia. 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
Jam on it.
A new tool for a new way of thinking.

Shop
Draw, inspire, repeat.

Creation tools that help you think quickly, and with style.
A new tool for a new way of thinking.

Create
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.

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

Connect
Far far away, behind the word mountains, far from the countries behind the word mountains, far from the.
A new tool for a new way of thinking.

Shop now

A new tool for a new way of thinking.

Shop now

A new tool for a new way of thinking.

Shop now
A new tool for a new way of thinking.

Shop now
Yearly Planning

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 word mountains, far from the countries behind the word mountains, far from the.