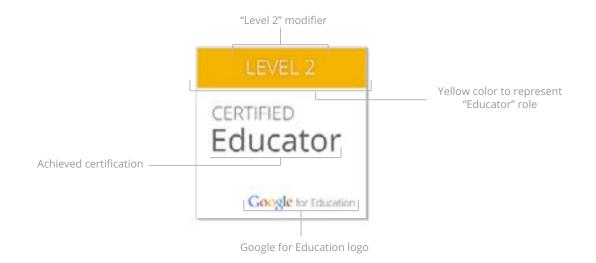
# The Google Certified Educator Badge

Apply these guidelines if you are a Google Certified Educator Level 2.



- Badge is composed of four elements: Google for Education logo, the achieved certification "Certified Educator", Yellow color of top band to represent educators, and "Level 2" modifier denoting Level 1 status.
- Use artwork as provided. Elements cannot be changed in any way.
- Use the full-color logo on a white background with the appropriate amount of whitespace.



The clear space around the badge should be equal or greater than the height of the top color band.



Only use the approved color badge. Do not stretch the porportions or change the colors of the badge in any way.

# Checklist

#### 1. Keep it simple.

- DO use simple language.
- DO make sure your logo doesn't blend in with your background color.
- $\Box$  DO use plenty of white space to let elements breathe.
- $\hfill\square$  DO use a few colors instead of many.

#### 2. Make it yours.

- DO make your branding elements more prominent than Google's.
- DO make it clear that anything reflecting your brand comes from you and not from Google.
- □ DO showcase your value-add.
- DO use real people and real examples from your experience to tell your stories.

## 3. Show it accurately.

- □ DO use the approved badge to show your achieved certification.
- □ DO position the approved badge aside or below your logo.
- DO position the Google for Education logo or icons lower on the page to indicate products and services you offer.
- $\square$  DO use approved icons and logos exactly as send to you when you achieve your certification.
- DO maintain exact color, angle, and shape of all Google for Education icons and logos.
- DO spell out *Google Certified Educator: Level 2* in legible typeface when you cannot use the badge.
- □ DO state your achieved level always as Level 2 whenever using the *Google Certified Educator* brand.
- DO use the words *Google for Education* spelled out if you refer to Google in writing.
- □ DO make sure to renew your certification if you want to continue using the badge after it expires.

### Any fraudulent use of this badge is considered a violation of <u>Google's brand policies</u>. To report violations please email <u>gfe-certification-violation@google.com</u>