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 proportions 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.
   □ DO use plenty of white space to let elements breathe.
   □ 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.
   □ 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 Google’s brand policies. To report violations please email gfe-certification-violation@google.com