

Product Sans

The new Google logo and identity system was developed to respond and grow with the changing needs of our users. It is a system that takes into account scale, interaction, and legibility, giving users a consistent and beautiful experience of the Google brand, wherever they encounter it.

To fully execute the brand system, we took the design a step further, by creating a custom, geometric sans serif called Product Sans. Simple, humble, and approachable, Product Sans was created from scratch to pair seamlessly with our logo in a variety of contexts and product lockups without overshadowing it. Additionally, it complements the new identity by introducing a primary branding typeface that is different in style and character from other interface text elements used in Material Design. With its careful weaving of form and function, it is an appropriate and essential component to the Google brand system.

Google

C G O Q

Google

c g o q

Our logo is built on the mathematical purity of geometric circles. Product Sans reflects this but makes optical corrections for legibility.

a b c d e f g h

1 2 3 4 5 6 7 8

To achieve a simple, friendly, and approachable style, we combined the geometric forms with the simplicity of schoolbook letter printing.

a

a

Maps

Maps

We created stylistic alternates for specific glyphs to avoid redundancy in product lockups. For example, the traditional schoolbook 'a' has been redrawn with a unique, double-story 'a', that is quirky and holds its own against the strong, circular form of the logotype.

C G J S a c e f
g j s t

In this class of round, geometric typefaces, the angle of entry and exit on terminals is one of the most distinguishing features. Product Sans takes an open approach, ending strokes at about 45° where possible, and preferring to cut terminals perpendicular to the tangent of the stroke.

The image displays four large, white, sans-serif numerals (6, 7, 8, and 9) centered horizontally against a solid blue background. The numerals are rendered in a clean, geometric style. The '6' has a circular counter and a stem that extends above the baseline. The '7' has a horizontal top bar and a stem that extends below the baseline. The '8' consists of two stacked circular counters. The '9' has a circular counter and a stem that extends below the baseline.

Product Sans numerals adopt rigid geometric forms. The counters of '6', '8', and '9' are nearly perfect circles, with only slight optical corrections. The focus on geometry is also reflected in the squared-off terminals of the '6', '7', and '9', which extend over the baseline/cap height.

NUMERATOR/DENOMINATOR

H⁰¹²³⁴⁵⁶⁷⁸⁹/H₀₁₂₃₄₅₆₇₈₉

FRACTIONS

1/2 1/3 2/3 1/4 3/4 1/8 3/8 5/8 7/8

SYMBOLS

SM TM SM TM © ® ® © ® ® ™ ☹ ☺ ☺ ☻ ○ □ △ ● ■ ▲

℔ ° ¢ ° F N ° R x § ¶ ‘ ’ ’ ’ ’ X ✓ ✓ ↗ ↘ ↙ ↘ ↑ ↓ ⇌ → ←

G Google

ROMAN NUMERALS

I II III IV V VI VII VIII IX X XI XII L C D M ⊕ ⊕ ⊕

CIRCLED DIGITS

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

CASE-SENSITIVE

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TABULAR LINING

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\$ ¢ £ £ ¥ € ₣ ₣ ₹ ₹ ₣ ₣ ₩ ₩ ₣ ₣

настройки
Lyklaborð
ρυθμίσεις
Bøger

We built out a full set of Cyrillic, Greek, and Latin forms. Noto Sans bridges the gap by providing a broader set of thirty international scripts.

Gmail
Search
Calendar
Drive

Product Sans has been carefully kerned so that Google's product names can be set effortlessly in every lockup at every size.

