

YouTube Originals Brand Request Process

If your production plans to feature Google or YouTube products, logos, or user interfaces (UIs), you will need to secure permission from the appropriate brand managers at Google or YouTube.

The YTO Clearance Manager working with you will route your request to those teams once you have provided answers to the appropriate usage questions below. You will also be asked to provide general info about the project (synopsis, cast) and potentially the script pages or scenes featuring the use of Google/YT brands.

Please note that there may be follow up questions, responses can take 1-2 weeks and approvals are not always granted.

If your request is approved by YouTube or Google, please make sure you are following current brand guidelines. These are the [YouTube](#) guidelines and here are some of the [Google](#) ones. Your YTO Clearance Manager can help you confirm you have the most up to date guidelines.

Product (Pixel, Chromebook, etc.) Questions:

1. Will Pixel, Chromebook, etc. be used as intended?
2. Will the Pixel, Chromebook, etc. be prominently featured?
3. Will the content featured within the Pixel, Chromebook, etc. be original to the show (i.e fully clear for use)? If not, will you be clearing the third party IP that appears?
4. If anything else is featured, will it be offensive, indecent, or violent content?

Google Search Questions:

1. Will Google Search be used as intended?
2. Will the Google Search be prominently featured?
3. Will the content featured within the Google Search be original to the show (i.e fully clear for use)? If not, will you be clearing the third party IP that appears when searching in Google?
4. What phrase will be searched? Will that be the only thing searched? If anything else is searched or featured, will it be offensive, indecent, or violent content?
5. Does the production plan to show "auto-fill" search results? If so, what will they be?

Google Hangouts Questions:

1. Will Google Hangouts be used as intended?
2. Will the Google Hangouts be prominently featured?
3. What will the content/dialogue that will be used to type within Google Hangouts? Will it be offensive, indecent, or violent content?

Gmail Questions:

1. Will Gmail be used as intended?
2. Will Gmail be prominently featured?
3. What will the content/dialogue that will be used within Gmail? Will it be offensive, indecent, or violent content?
4. Will any photos used in Gmail be original to the show and/or fully cleared for use?

YouTube UI/logo Questions:

1. Will the video featured in the YouTube UI be original to the show? If not, will it be fully cleared for use?
2. What is the video content? Will any part of the video include offensive, indecent, or violent content?

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3. Will the YouTube UI/logo be used as intended?
4. Will the YouTube UI/logo be prominently featured?

Google Fonts:

Any font available for download from fonts.google.com can be used in any YTO show, as they are all open source and so without restrictions