

Google / YouTube Brand Use Guidelines and Permissions

If your production plans to feature or use Google or YouTube products, logos or user interfaces (collectively, “**Google Brands**”), you must secure permission in advance from the appropriate departments.

In order to request permission to feature or use Google Brands, review and follow the instructions contained in the [YTO Internal Brand Request Process](#) linked on this site and contact YouTube Clearance.

- Producer must answer all usage questions and provide information about the project (synopsis, cast, script pages or scene descriptions) and the use of Google Brands. YouTube Clearance will route your request to the appropriate parties once all answers to usage questions and other required information is provided.
- Please note that there may be follow-up questions, responses can take 1-2 weeks and approvals are not always granted.
- DO NOT ASSUME YOUR USAGE REQUEST WILL BE APPROVED. Your use of Google Brands is not approved until you receive confirmation from YouTube Clearance.
- If the Google Brands usage is approved, Producer must follow all current brand guidelines (See [YouTube](#) and [Google](#) brand guidelines). Escalate any questions regarding brand guidelines and Google Brand usage to YouTube Clearance.