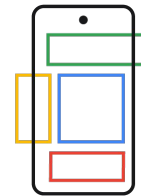


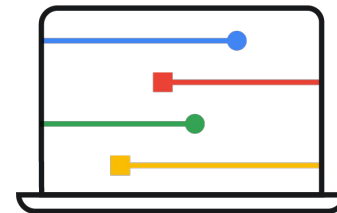
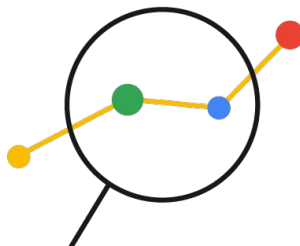
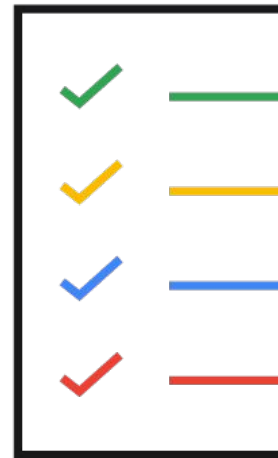
Grow with Google



Google Career Certificates

Public Sector Partners

Toolkit



Grow with Google

Working together to create economic opportunity for everyone.

We're excited to work with you to offer access to the [Google Career Certificates](#) and [Google AI courses](#). Together, we can prepare people in your community for high-paying jobs in the fast-growing fields of cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, and user experience (UX) design, and to harness AI to be more productive and creative.

Through digital training and reskilling initiatives, we can create new career pathways for Americans and an economy that works for everyone. Thank you for helping us make job-training solutions accessible for all.

HOW TO USE THIS TOOLKIT

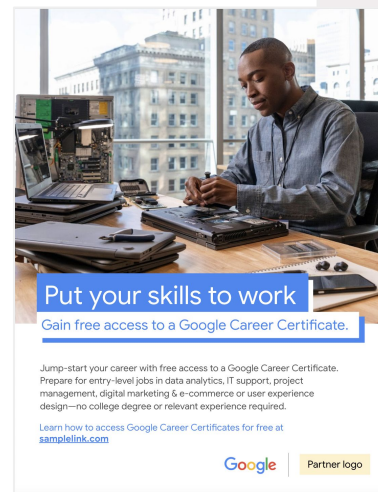
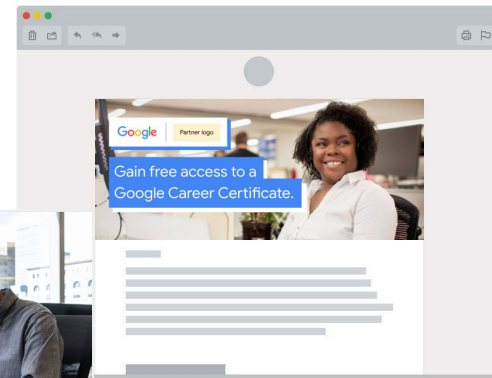
This toolkit offers guidelines for messaging and visuals to help you communicate with your community about Google Career Certificates and Google AI courses.

How to use sample messaging

- Review the messaging tips and sample communication copy for program outreach and learner engagement.
- Feel free to use this language and to tailor your messaging according to the needs of your program and the people you serve.

How to use templates

- Please use the provided visual templates for emails, social media and more.
- **Note:** A [Gmail](#) account is required to access these templates. With an account, you'll be able to view the templates, make copies, and customize assets to meet the needs of your organization.
- Review the first slide of each template presentation for step-by-step instructions for copying, editing, and downloading each template. Access all templates [here](#).



Press Release Guidelines

PRESS RELEASE GUIDELINES

As you get the Google Career Certificates program and Google AI courses up and running, perhaps you've considered writing a press release to let the broader community know about your work.

Please reach out to your Google contact *before* you begin drafting, as it is our Communications' team policy to review story concepts for approval. The team will also need at least 7 business days to review and approve all final releases before they are published.

Tips for press releases:

- ✓ **Make it personal.** Include details about why your organization decided to kick off the initiative and anything that makes your implementation unique (for example, are you providing learners wraparound supports or wages while they learn, etc.). If possible, consider including a quote from your organization's leadership.
- ✓ **Focus on impact.** Quantify impact where possible (for example, how many learners will gain or have gained new skills or secured new jobs as a result of the program, etc.). Including learner stories and quotes is very powerful.
- ✓ **Time it right.** Press releases should be newsworthy-- ensure there is a locally relevant news hook or a substantial community investment that reporters will want to cover.
- ✓ **Utilize pre-approved language.** Using pre-approved language (next page) when writing about the Google Career Certificates program and Google AI courses can help expedite our Communications' team review process.

Press Guidelines and Approved Press Language

Guidelines for press

Interviews and press releases about working with Google should not be pitched to the media before receiving explicit written approval from Google PR.

Approved press language

Nearly two-thirds of all new jobs created since 2010 require either high- or medium-level digital skills, but 1 in 3 American workers have very limited or no digital skills. To help bridge that gap, we created the Google Career Certificates.

About the Google Career Certificate program

- **Google Career Certificates:** These [certificates](#) are industry-recognized credentials that equip students with job-ready skills in the in-demand fields of cybersecurity, data analytics, IT support, and more. An [employer consortium](#) of over 150 top companies—including Google—use these certificates for hiring or upskilling. To date, the program has helped over one million people get training for higher paying jobs. Over 70% of certificate graduates report a positive career impact within six months of completion.
- **Impact:** Over 1 million people have graduated from Google Career Certificates globally (over 400,000 in the U.S.), and over 70% of graduates report a positive career impact, such as a new job, higher pay, or a promotion, within six months of completion.
- **Google AI Courses:** [Google AI Courses](#) focus on essential AI skills with practical, hands-on training designed and taught by Google experts. With the Google AI Professional Certificate, go beyond basics with 20+ hands-on activities designed to build your fluency. Learn to partner with AI to solve real problems, streamline busy work, and get more done, faster. You'll build a job-ready portfolio that validates your expertise and shows you're ready to use these skills on day one.

About Grow with Google

Grow with Google started in 2017 to help Americans grow their skills, careers and businesses. It provides training, tools and expertise to help students, educators, job seekers, developers, startups, small business owners, veterans and military families. Since Grow with Google's inception, it has helped more than 13 million Americans develop new skills. Grow with Google has a network of more than 9,000 partner organizations like libraries, schools, small business development centers, chambers of commerce and nonprofits to help people coast-to-coast.

Example press releases

- [Massachusetts] [Governor Healey and Google Announce New Statewide Partnership to Provide Free AI Training to Residents](#)
- [Oklahoma] [Google and the State of Oklahoma to Provide AI Training to Workers](#)
- [Arkansas] [Arkansas and Grow with Google Partner to Build High-Skill Talent Pipeline](#)
- [Virginia] [Virginia Partners with Grow with Google to Fuel the Future of Work](#)
- [Georgia] [Google offers free access to Career Certificates and AI training for public library cardholders](#)
- [Delaware] [Delaware Partners with Google to Expand Digital Skills Training Through Grow with Google](#)
- [Cook County] [Cook County Announces Applications Now Open for No-Cost Scholarships Through Partnership with Grow with Google](#)

Brand Guidelines

PARTNERS

Co-Branding- Side by side:

Logos should feel equal and balanced when used side by side.

Use a light grey line (HEX: D1D3D4) to separate the Google logo and partner logos with a 1pt stroke.

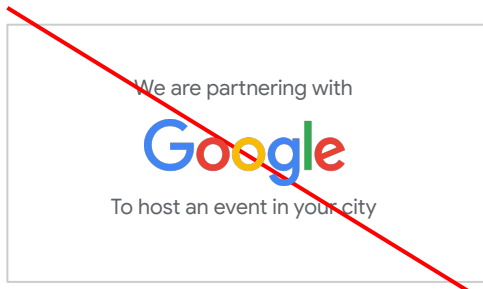
Try to keep the Google logo on the left of the grey line.

Use horizontal versions of partner logos whenever possible.

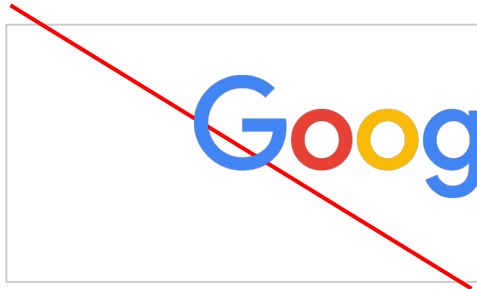


Colorado Workforce
Development Council

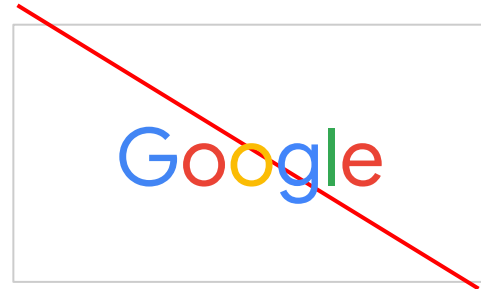
LOGOTYPE DON'TS



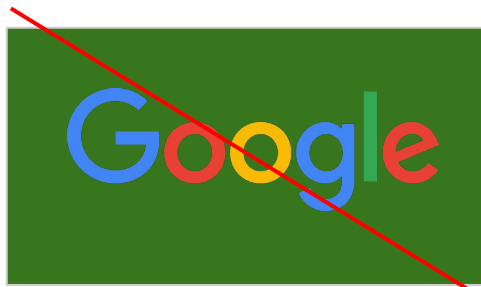
Don't use the logo in a sentence



Don't crop the logo



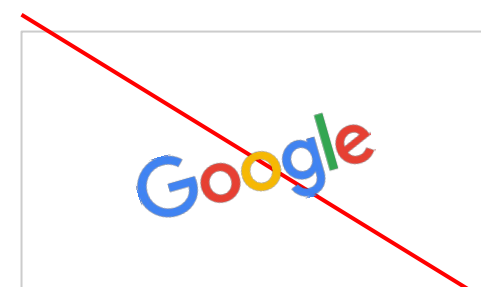
Don't recreate the logo by typing it out.



Don't place full-color logo on a color background



Don't modify the colors of logo



Don't change the orientation of the logotype.

COLOR

Please use exact swatches for instances where Google colors are required.

Dark Gray is the primary color for copy and Light Gray is the primary color for illustration strokes.

In copy, secondary colors are used as a call out to emphasize importance.

All backgrounds are white to keep consistency with Google Brand.

PRIMARY COLORS

Dark Grey 700 (copy)

CMYK: 5/0/0/70

RGB: 95/99/104

HEX: #5F6368

PMS: 424 C

Google Blue 500

CMYK: 88/40/0/0

RGB: 66/133/244

HEX: #4285F4

PMS: 2173 C

Light Grey 500 (illustration)

CMYK: 5/0/0/50

RGB: 154/160/166

HEX: #9AA0A6

PMS: 422 C

SECONDARY COLORS (ACCENT COPY)

Google Green 500

CMYK: 85/0/92/0

RGB: 52/168/83

HEX: #34A853

PMS: 2257 C

Google Yellow 500

CMYK: 0/37/100/0

RGB: 251/188/4

HEX: #FBBC04

PMS: 7549 C

Google Red 500

CMYK: 0/87/89/0

RGB: 234/67/53

HEX: #EA4335

PMS: 179 C

LOGO



Full color:

To be used against white or light grey backgrounds



White:

To be used against dark or patterned backgrounds.



One color:

The one-color logo can be placed on a white or light background using a range of 0%-40% maximum tint of black.

Logo minimum size:

Make sure logo is visible. The minimum size for screen applications of the logo is 24 dp in height. For print applications, the minimum size for applying the logo is 0.25 in height.

Only use Google approved final files.

MINIMUM SIZE FOR SCREEN



MINIMUM SIZE FOR PRINT



[Download logos here](#)

Job Seeker Outreach

PROGRAM OVERVIEW

With your organization's help, we're providing access to Google Career Certificates and Google AI courses. Please feel free to use the following program overview language in your outreach efforts:

Google Career Certificates provide people with access to in-demand jobs through rapid reskilling without the need for a college degree or prior experience in the fields of cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, or user experience design.

These certificates were developed and taught by Google employees with decades of experience in these fields, and are hands-on, practical, and rigorous. They can be completed in three to six months part-time.

70%+

of program graduates report an improvement in their career trajectory (e.g., new job or career, promotion, or raise) within 6 months of certificate completion.¹

1,800,000

in-demand job openings across certificate fields.²

¹ * based on the program graduates survey, U.S., 2024 [all certificates]
² Lightcast™ US Job Postings (2024)

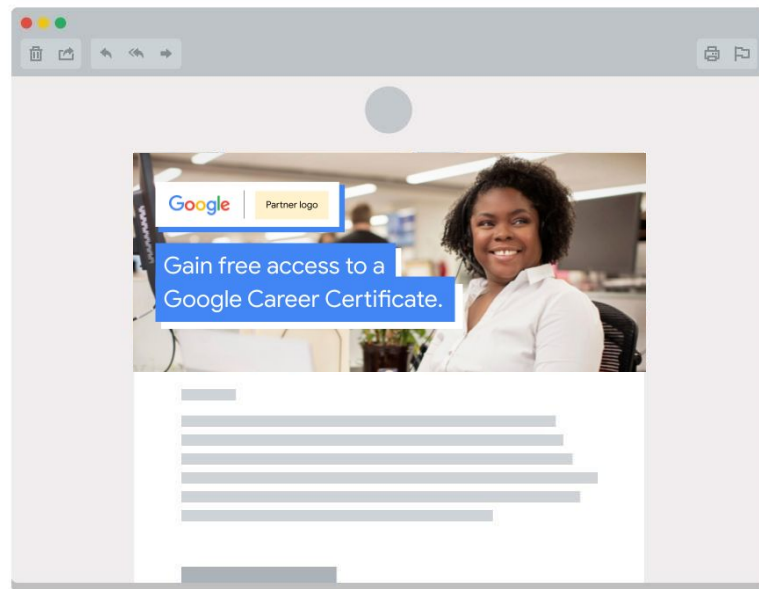


EMAIL

Reaching out directly to learners can benefit from free access to a Google Career Certificate or Google AI course. Send them a message inviting them to learn more through your organization.

Recommendations for emails:

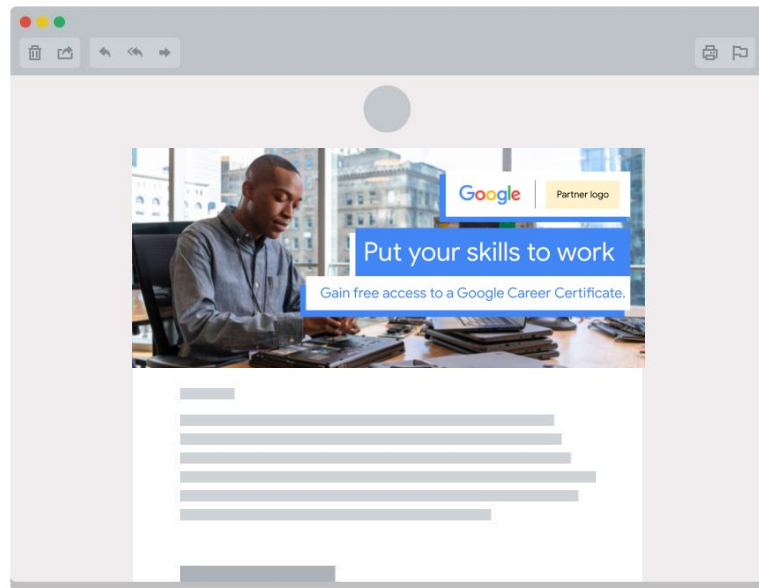
- ✓ **Include a visual.** Recommended email headers are included in the following pages.
- ✓ **Link to your organization's website for more information.** Include a link to help email recipients learn more about gaining free access to a Google Career Certificate or Google AI course.
- ✓ **Include a call to action.** Encourage action by asking potential learners to learn more, sign up, apply, or get started.
- ✓ **Encourage potential learners to reach out with questions.** Include a relevant email address where potential learners can direct their questions.



[Email Templates](#)

EMAIL

For organizations offering access to both Google Career Certificates and Google AI courses through a program:



SUBJECT:

Gain job-ready skills with free access to a Google Career Certificate or Google AI course

IMAGE HEADER:

Put your skills to work

TEXT:

[ORGANIZATION NAME] is excited to provide our community with free access to [Google Career Certificates](#) and [Google AI courses](#). [Tailor your message by drawing a connection between your organization's mission statement and the Google Career Certificates and/or Google AI courses.]

A Google Career Certificate can help you get on the fast track to in-demand jobs in one of six fast-growing fields. **You don't need relevant experience or a degree to complete this flexible, online job training.** Just put the skills, passion, and ambition you already have to work.

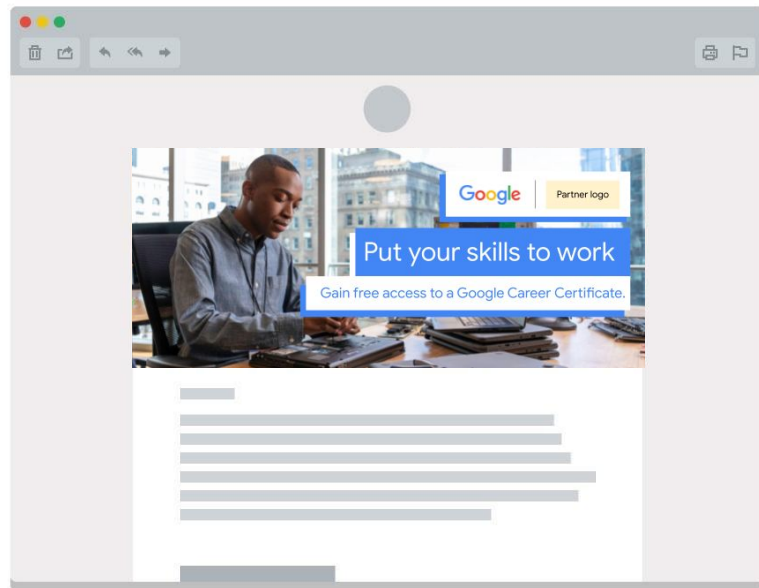
- **Explore how you can get on the path to in-demand jobs at grow.google/certificates.** 70%+ of certificate graduates report an improvement in their career within six months of certificate completion.
- **Learn how you can earn a Google Career Certificate or complete a Google AI course for free** through [PROGRAM NAME] at [URL]

Designed by Google, this self-paced, online training program can prepare you for careers in the high-growth fields of cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, or user experience (UX) design. And with under 10 hours spent studying per week, you can be prepped for a new career in three to six months. More than 150 top U.S. employers are part of our employer consortium and consider certificate graduates for roles at their companies. Graduates can create a profile on our exclusive job platform, and consortium employers connect with graduates directly.

There are over **1.8 million job openings** across certificate fields and the demand is growing. Stand out to employers with a Google Career Certificate.

EMAIL

For organizations with an application process to
Google Career Certificates:



SUBJECT:

Be job ready in three to six months with free access to a Google Career Certificate

IMAGE HEADER:

Put your skills to work

TEXT:

[ORGANIZATION NAME] is excited to provide our community with free access to [Google Career Certificates](#). [Tailor your message by drawing a connection between your organization's mission statement and the Google Career Certificates.]

A Google Career Certificate can help you get on the fast track to in-demand jobs in one of six fast-growing fields. **You don't need relevant experience or a degree to complete this flexible, online job training.** Just put the skills, passion, and ambition you already have to work.

- **Explore what these certificates have to offer** at [grow.google/certificates](#). Learn more about how the Google Career Certificates work to put you on the path to in-demand jobs.
- **Get free access to Google Career Certificates through [PROGRAM NAME] at [YOUR ORGANIZATION].** [CTA: e.g., "Ask your advisor for information on getting started."] **Applications are due by [MONTH/DAY].**

Designed by Google, this self-paced, online training program can prepare you for careers in the high-growth fields of cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, or user experience design. And with under 10 hours spent studying per week, you can be prepped for a new career in three to six months. More than 150 top U.S. employers are part of our employer consortium and consider certificate graduates for roles at their companies. Graduates can create a profile on our exclusive job platform, and consortium employers connect with graduates directly.

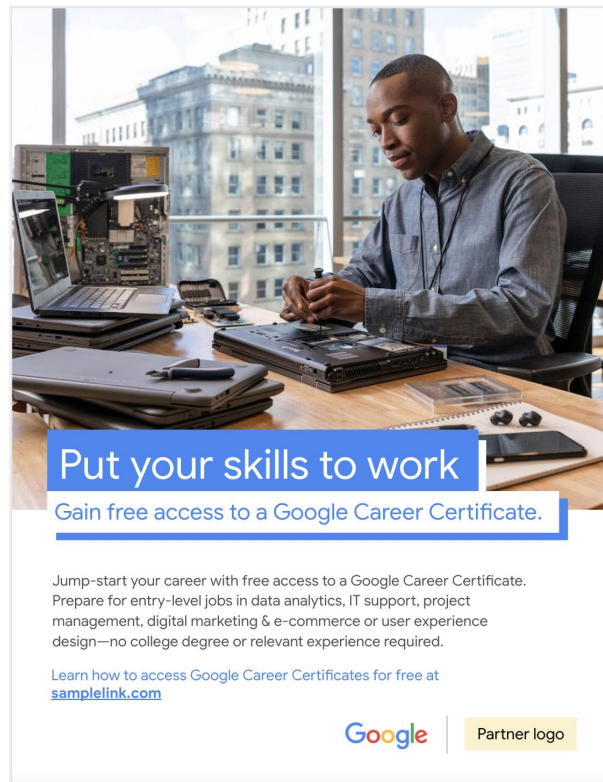
There are over **1.8 million job openings** across certificate fields and the demand is growing. Stand out to employers with a Google Career Certificate.

FLYERS

Consider posting physical flyers around your community to help spread the word about free access to Google Career Certificates and/or Google AI courses.

Recommendations for flyers:

- ✓ **Customize the flyer with your logo.** The provided template allows you to input your organization's logo.
- ✓ **Include a short URL.** Edit the template to include a short URL where people can find information about how to access Google Career Certificates and/or Google AI courses for free through your organization.



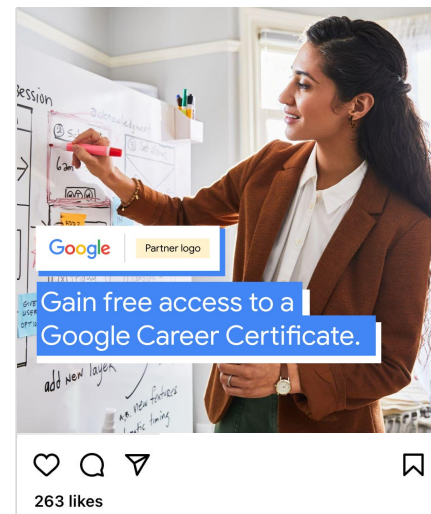
[Flyer Templates](#)

SOCIAL MEDIA BEST PRACTICES

Use your social channels to tell people in your community about the opportunity to earn a Google Career Certificate for free.

Recommendations for posting:

- ✓ **Include the hashtag #GrowWithGoogle.** This will help our social media team find and engage with your posts from Google's social media channels.
- ✓ **Include a visual.** Find and download assets to promote free access to Google Career Certificates and/or Google AI courses in the following slides.
- ✓ **Link to your organization's website for more information.** Share a link to help followers learn about how to access a Google Career Certificate or Google AI course at no cost.



POST

We're providing free access to Google Career Certificates! 🎉 These certificates are designed to prepare you for in-demand jobs, no college degree or relevant experience required. Apply online by [MONTH/DAY] → [ORGANIZATION URL] #GrowWithGoogle

SAMPLE SOCIAL POSTS

Use your social channels to share information about Google Career Certificates or Google AI courses and to let followers know how they can access the programs for free. Use the sample social posts below as a guide to help you get started.

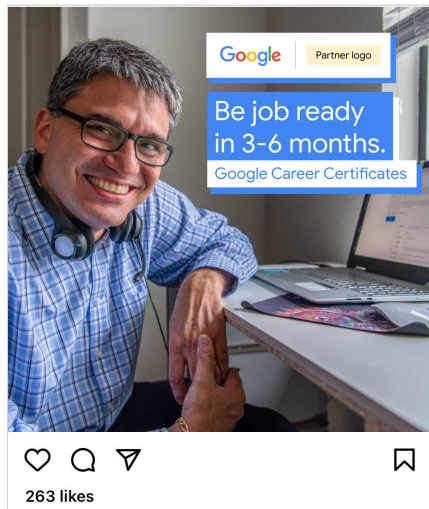
Sample posts:

- Jump-start your career with free access to a Google Career Certificate. Be job ready in 3-6 months for positions in cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, or UX design—no college degree or relevant experience required. → **[ORGANIZATION URL]** #GrowWithGoogle
- We're providing free access to Google Career Certificates! 🎉 These certificates are designed to prepare you for in-demand jobs, no college degree or relevant experience required. Apply online by **[MONTH/DAY]** → **[ORGANIZATION URL]** #GrowWithGoogle
- Apply for free access to a Google Career Certificate to get flexible, online training for jobs in cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, or UX design —no college degree or relevant experience required. Learn more: **[ORGANIZATION URL]** #GrowWithGoogle

INSTAGRAM POSTS + STORIES – Use these sample posts to get started.

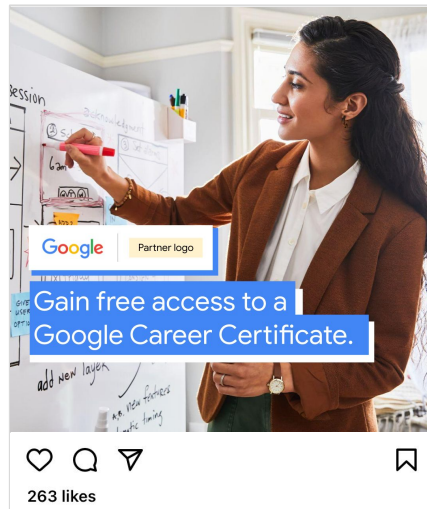


Post Templates



POST

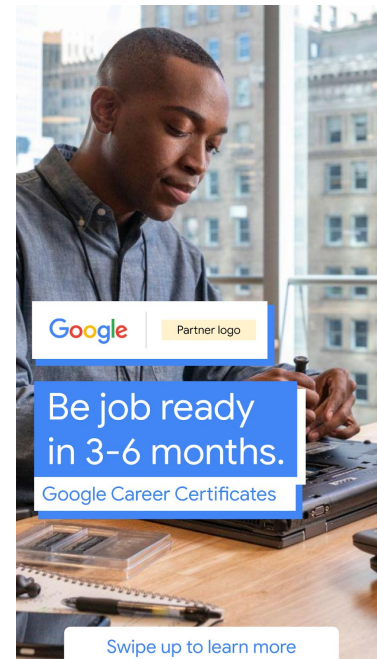
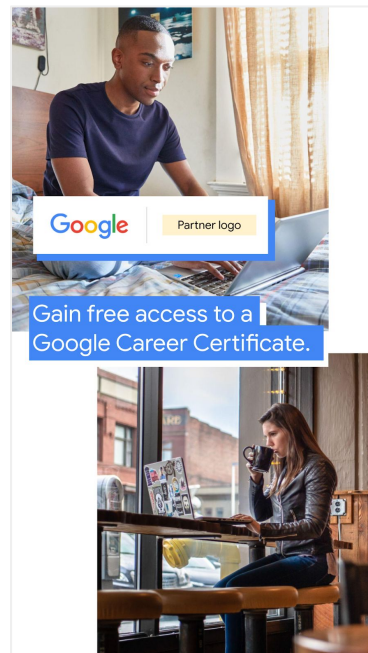
Jump-start your career with free access to a Google Career Certificate. Be job ready in 3-6 months for positions in cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, or UX design—no college degree or relevant experience required. → Click our link in bio to learn more. #GrowWithGoogle



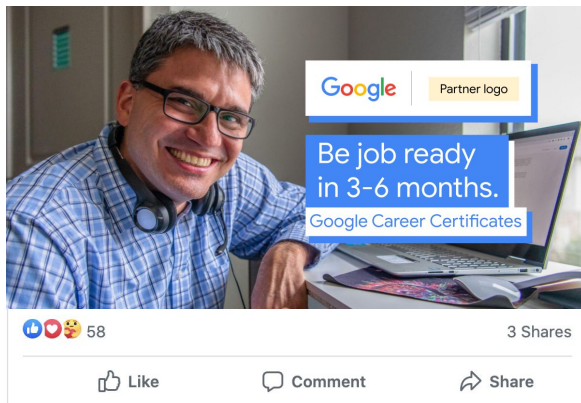
POST

We're providing free access to Google Career Certificates! 🎉 These certificates are designed to prepare you for in-demand jobs, no college degree or relevant experience required. Apply online by **[MONTH/DAY]** → Click our link in bio to learn more. #GrowWithGoogle

Stories Templates

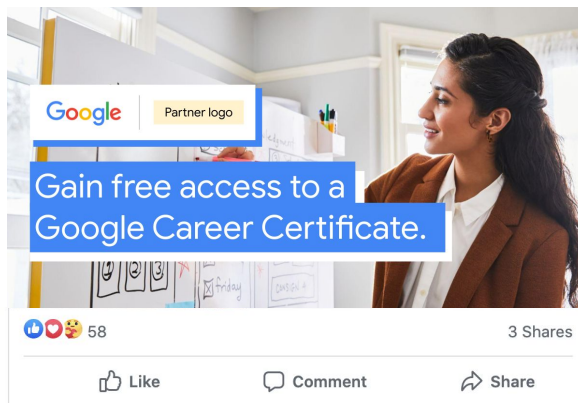


Templates



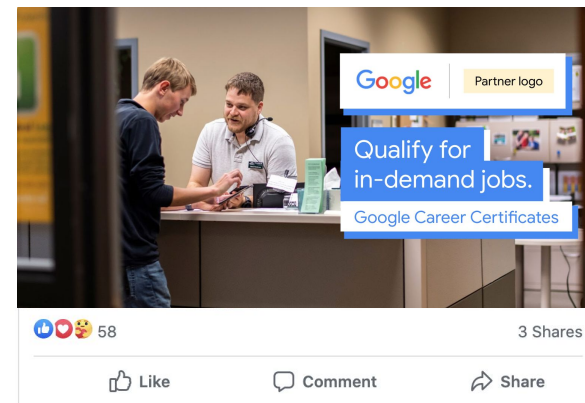
POST

Jump-start your career with free access to a Google Career Certificate. Be job ready in 3-6 months for positions in cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, or UX design—no college degree or relevant experience required. → **[ORGANIZATION URL]** #GrowWithGoogle



POST

We're providing free access to Google Career Certificates! 🎉 These certificates are designed to prepare you for in-demand jobs, no college degree or relevant experience required. Apply online by **[MONTH/DAY]** → **[ORGANIZATION URL]** #GrowWithGoogle

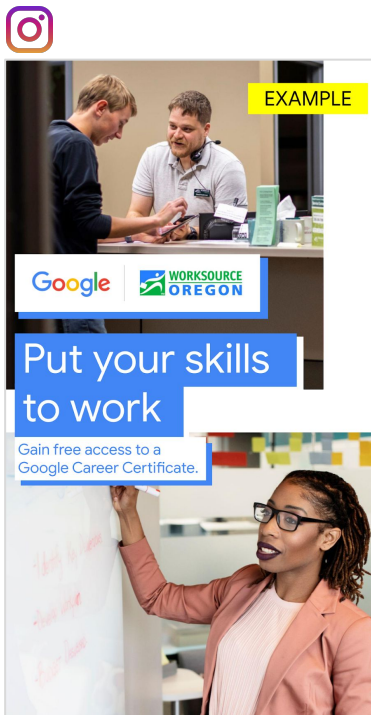
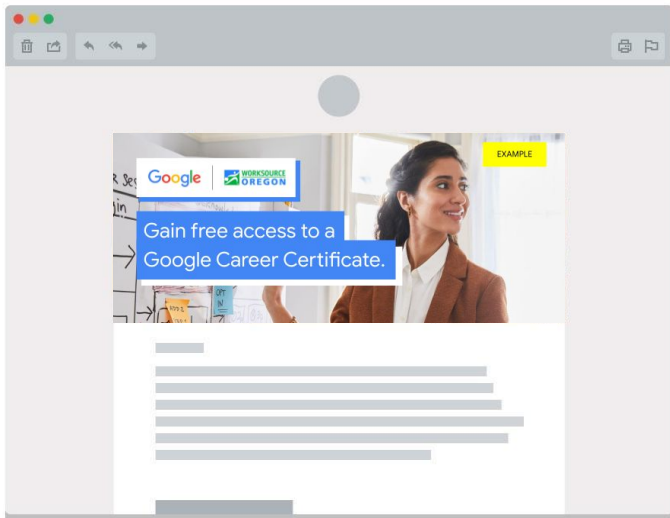


POST

Apply for free access to a Google Career Certificate to get flexible, online training for jobs in cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, or UX design—no college degree or relevant experience required. Learn more: **[ORGANIZATION URL]** #GrowWithGoogle

CO-BRANDING EXAMPLE

This slide include examples of how co-branding appears across assets, from email to social media. Be sure to customize assets with your organization's logo.



Engaging Employer Partners

ENGAGE LOCAL EMPLOYERS

Help bridge the gap between Google Career Certificates and job placement by encouraging local employers to join the Google Career Certificate Employer Consortium.

Benefits for employers:

Organizations who join the free [Google Career Certificate Employer Consortium](#) can browse graduate profiles and connect with skilled candidates in their community. Participating employers receive:



Access to an inclusive talent pipeline that can connect them with highly qualified candidates.



Access to recruiting tools, including free access to [CareerCircle](#); as well as access to an exclusive job board for certificate graduates where employers can post open roles and review candidate profiles.



Opportunities to connect with candidates via interview days or email campaigns promoting open roles.

Sample outreach message:

Hi [EMPLOYER PARTNERS],

[ORGANIZATION NAME] is helping bring more diverse, skilled talent to [YOUR COMMUNITY] through [Google Career Certificates](#). Designed by Google, this robust online training program is preparing job seekers in [YOUR COMMUNITY] for careers at companies like yours and in the high-growth fields of cybersecurity, data analytics, digital marketing & e-commerce, IT support, project management, and user experience design.

We're providing free access to [TYPES OF JOB SEEKERS] in [YOUR COMMUNITY] through Grow with Google and want to **invite you to join the free [Google Career Certificate Employer Consortium](#)**, where you'll have the opportunity to browse graduate profiles and connect with skilled local candidates. Participating employers receive:

- **Access to an inclusive talent pipeline** that can connect you with highly qualified candidates.
- **Access to recruiting tools**, including free access to [CareerCircle](#); as well as access to an exclusive job board for certificate graduates where employers can post open roles and review candidate profiles.
- **Opportunities to connect with candidates** via interview days or email campaigns promoting open roles.

To learn how to become a participating employer, visit grow.google/employers.

HOST AN EMPLOYER ROUNDTABLE

Host an in-person or virtual session where your employer partners can learn more about Google Career Certificates and opportunities to join the free Employer Consortium.

Hosting successful roundtables:

- ✓ **Consider your speaker selection.** Include local employers who are participating members of the consortium, as well as local community colleges who offer Google Career Certificate pathways.
- ✓ **Consider your audience.** Invite attendees who can benefit from learning about the Google Career Certificate Employer Consortium, including human resources professionals and diversity, equity, and inclusion leaders. Review our employer booklet and one-sheeter (linked in this slide) for talking points that resonate most with your audience.
- ✓ **Invite Google to attend.** If you plan to host a roundtable, reach out to your Google point of contact — we may be able to attend.
- ✓ **Helpful resources:**
 - [Employer Consortium One-Sheet](#)
 - [Employer Consortium Booklet](#)
 - grow.google/employers
 - grow.google/certificates

Staying Engaged with Learners

CHECK IN WITH LEARNERS

Keep learners motivated by sending monthly check-ins, whether by phone, email, SMS, or the best form of communication for program participants.

Tips for checking in:



Make it personal. Ask a career counselor or program leader to reach out to learners directly.



Encourage learners. Motivate learners to complete their certificates with thoughtful words of encouragement.



Share resources. If your program offers career resources, share them. And if you've set up a Google Career Certificate study group, invite learners to join.

Sample message:

Hi [LEARNER NAME],

How are you liking the Google [FIELD NAME] Certificate? I'm so glad you're working through this training—it's a great opportunity to learn the kind of in-demand skills employers are looking for right now.

While I'm reaching out, I wanted to let you know that we've started a virtual weekly study group for certificate learners. Please let me know if you'd like to join! It'd be a great way to connect and network with other learners.

HOST STUDY GROUPS

Some organizations choose to host study groups to help learners connect with one another. If you're interested in organizing a study group, consider sending learners a Google Meet link where they can gather. Your organization's career specialists can also use this as an opportunity to check in with learners.

Sample Email

SUBJECT:

Join our Google Career Certificate study group

EMAIL HEADER:

Connect and network with other learners

TEXT:

Connect with fellow Google Career Certificate learners during our weekly virtual study group. This is a great opportunity to ask questions, share ideas, and network with other learners.

Join our first virtual meeting on [DATE, TIME].

BUTTON:

Join meeting

SHARE SUCCESS STORIES

Highlight learner successes to motivate other program participants to complete their training. There are many ways to share a story — find a strategy that works for your program.

Tips for finding and sharing great stories:



Facebook: Ask learners to tag your organization in their posts about Google Career Certificates.



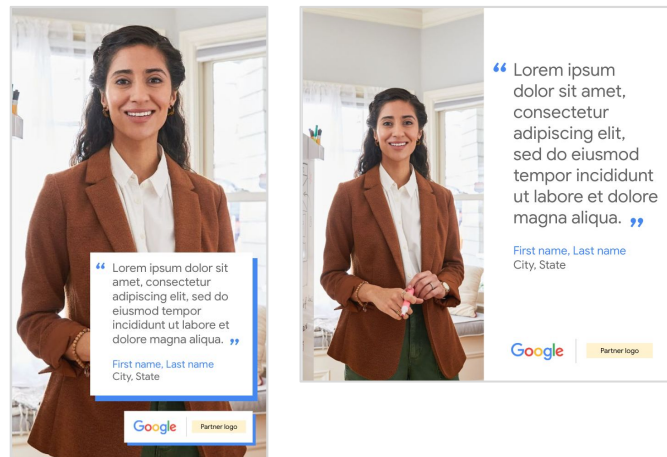
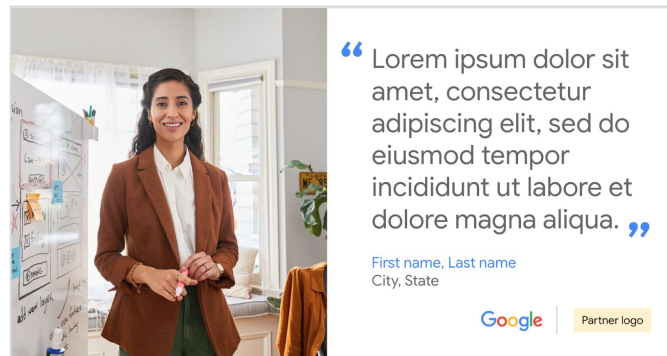
Twitter: Use #GrowWithGoogle when sharing stories on Twitter, and encourage learners to do the same if they decide to post about their experience with the program.



Instagram: Create a Story on Instagram by using a mobile device to film learners or certificate graduates sharing personal words of advice or encouragement. Use the hashtag #GrowWithGoogle.

A note on media and press:

Interested in sharing with the press about your program's work with Google? **Consult with Google first** before pitching or agreeing to any articles, op-eds, statements or other press features.



IDENTIFY PROGRAM AMBASSADORS

Many learners who earn their certificates might also make great ambassadors for the program. Consider creating an alumni group where program ambassadors can share job updates and opportunities. You might even ask them to send encouraging emails to new learners.

Sample email

SUBJECT:

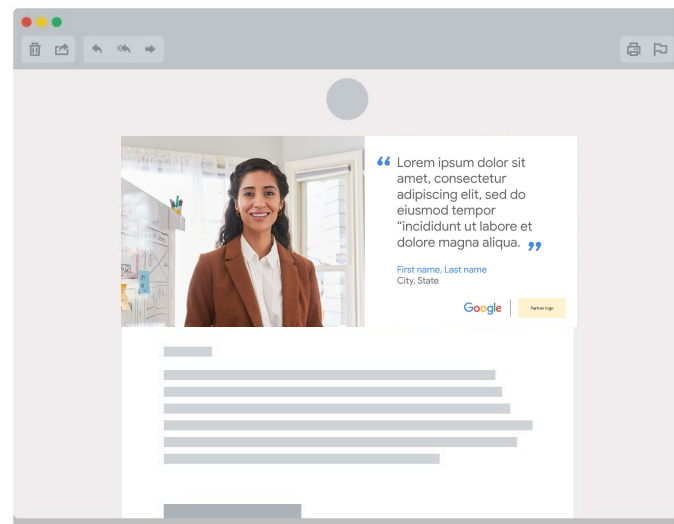
A note from one Google Career Certificate learner to another.

EMAIL HEADER:

Meet Alyssa, who just completed the Google UX Design Certificate.

TEXT:

[A personal note of encouragement from a program ambassador.]



CONGRATULATE CERTIFICATE GRADUATES

Celebrate learners when they earn their Google Career Certificates, and encourage them to share their stories.

Sample message

Hi [NAME],

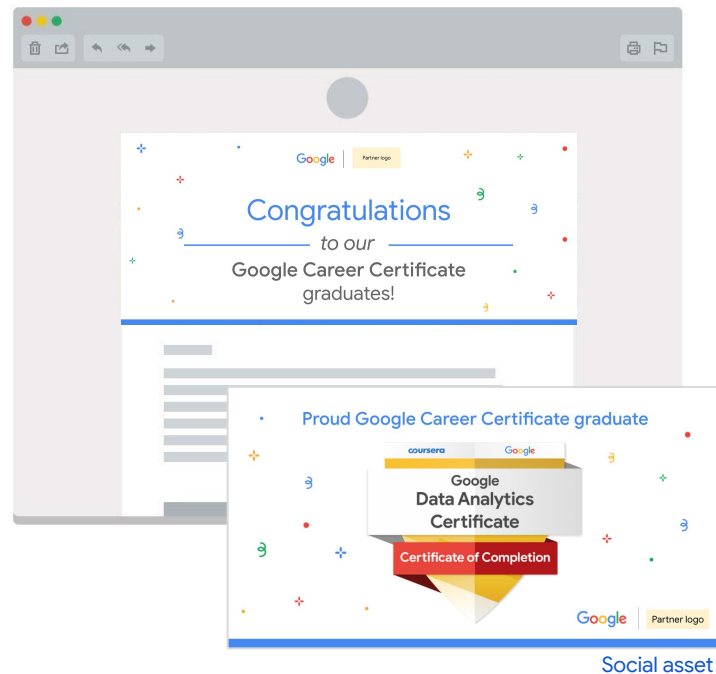
Congratulations on earning your Google [FIELD NAME] Certificate! How are you feeling? Completing this training is a big accomplishment, and we're excited to support you on the next steps of your career journey.

You should have received an email from Coursera with resources you can use to jumpstart your job search. I recommend following their instructions for joining [CareerCircle](#) and building a profile on the platform. Both are opportunities that are free and can help connect you to jobs with top employers.

[Feel free to further customize your message with helpful information on additional career resources or job search support that may be useful to a certificate program graduate.]

Now that you're a Google Career Certificate graduate, let your network know! Let me know if you'd like a badge of completion to include with any social posts.

And while I'm reaching out, we're always looking to share stories from graduates — please let me know if you'd be interested in sharing more about your experience with the program!



Coursera Troubleshooting

COURSERA TROUBLESHOOTING

If you have any questions about the Coursera platform, we have a special support team at Coursera best positioned to assist. You can reach them at gwq-support@coursera.org. This email address is for admins only; learners can get help from Coursera through the learner Help Center when they are logged into their account. If you would like to speak to a real person, you can join their Office Hours. You can schedule an appointment with [Monal](#), [Alba](#) or [Nora](#) -- all can help out!

Before you launch your program, we recommend checking out the following admin resources, and attending a live or recorded onboarding session.

Admin Resources:

- ✓ [Admin Webinar series](#)
- ✓ [Admin Master Class](#)
- ✓ [Admin best practice webinars](#)
- ✓ [Learner Webinar series](#)
- ✓ [Post launch support overview](#)
- ✓ [Help Centers](#)
- ✓ [Admin Video Library](#)

Thank you