

#### Google Doodle | Background Information







#### Google Doodle Origins

On August 30, 1998, Google founders Larry and Sergey designed the very first "Google Doodle" for the Burning Man festival, intended to convey that the founders were out of office. The concept of a "Google Doodle" originated from this design. The Google team has now created over 4,000 doodles that celebrate holidays, people, inventions, and events- some well-known such as Halloween and others more obscure such as National Ice Cream Day.

#### Doodle 4 Google

Each year since 2008, Google has hosted a competition called "Doodle 4 Google" for K-12 students. The winning designers receive prizes ranging from a feature on Google.com to a \$30,000 college scholarship, a \$50,000 technology package for their school/non-profit, a trip to Google headquarters in California, Google hardware, a celebratory assembly at their school, and more.

#### Google Doodle | Sample Doodles



























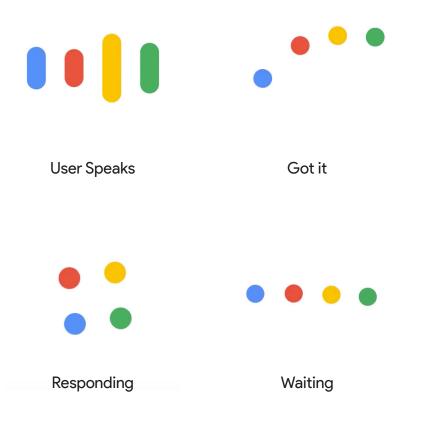
#### Google Doodle | Color Scheme

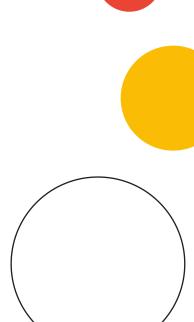




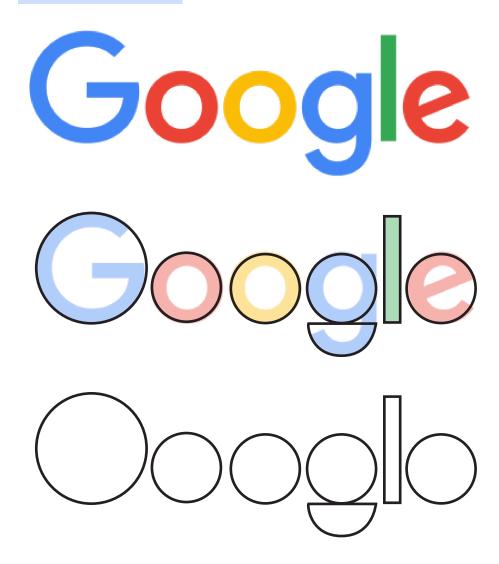








#### **Product Sans**



## Google Doodle | Potential Concepts

5	6	21	1
World Beard Day	Read a Book Day	Miniature Golf Day	World Vegetarian Day
September	September	September	October
4	6	28	30
National Smile Day	National Transfer Money to Your Daughter Day	National Immigrants Day	National Checklist Day
October	October	October	October
3	18	7	16
National Sandwich Day	National Housing Day (Canada)	Letter Writing Day	Chocolate Covered Anything Day
November	November	December	December

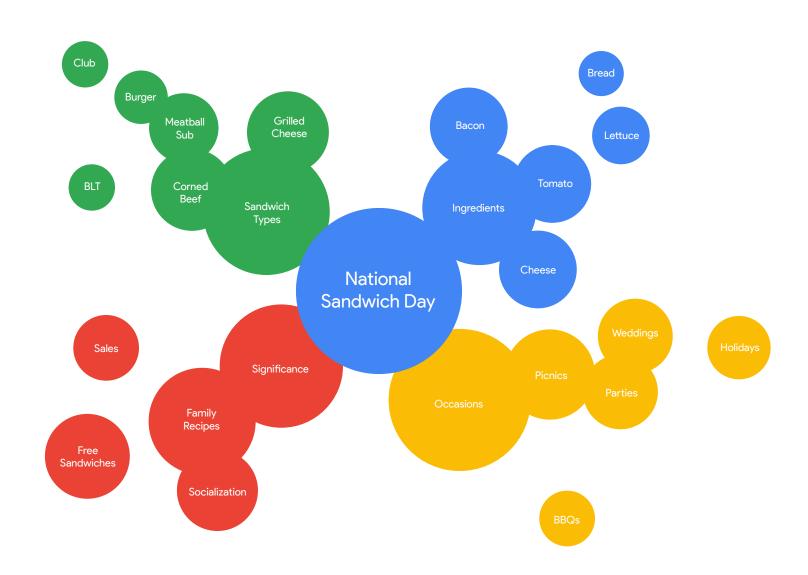
# Google Doodle | Final Concept



## Google Doodle | Word List

Sandwiches	Peanut Butter	• Delicious
• Burgers	• Jelly	<ul> <li>Healthy</li> </ul>
Club Sandwich	• Banana	• Ingredients
Corned Beef	• Tomato	• Lunch
• Hoagie	• Lettuce	• Dinner
• Meatball	• Bacon	• Family
• Discounts	• Deli	• Friends
• Bread	<ul> <li>Provolone</li> </ul>	• Culture
• Croissant	<ul> <li>Mozzarella</li> </ul>	• Picnic
• Wheat	• Swiss	• Party
• Roll	• Fresh	• Recipe

#### Google Doodle | Mind Map



## Google Doodle | Mood Board



## Google Doodle | Style Inspiration







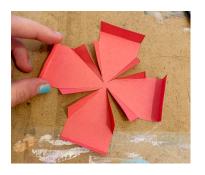


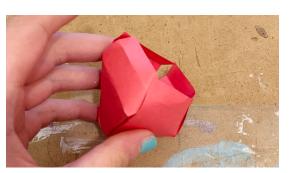




# Google Doodle | Process



















# Google Doodle | Process



















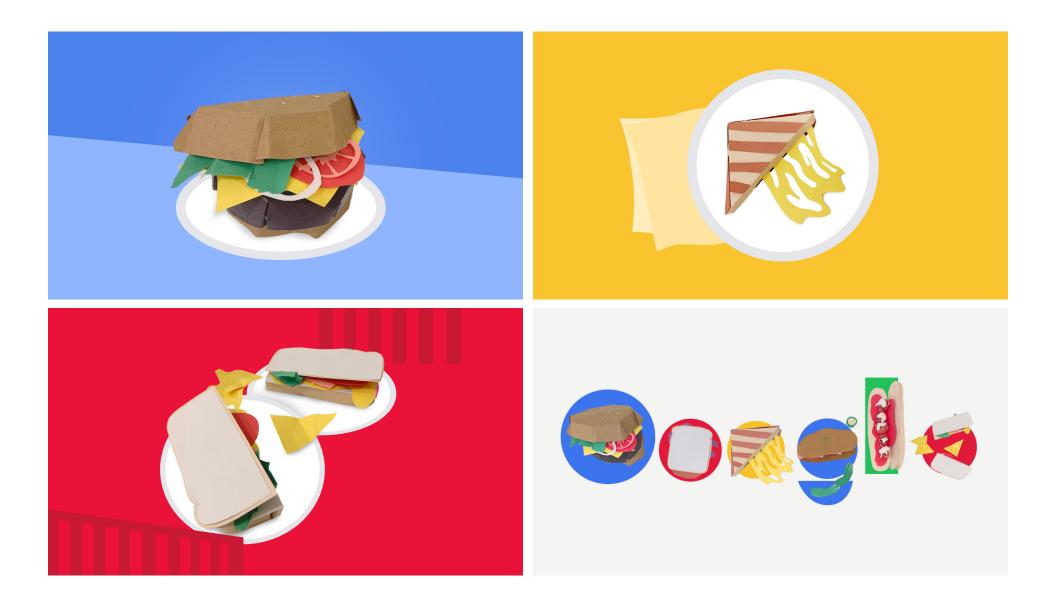


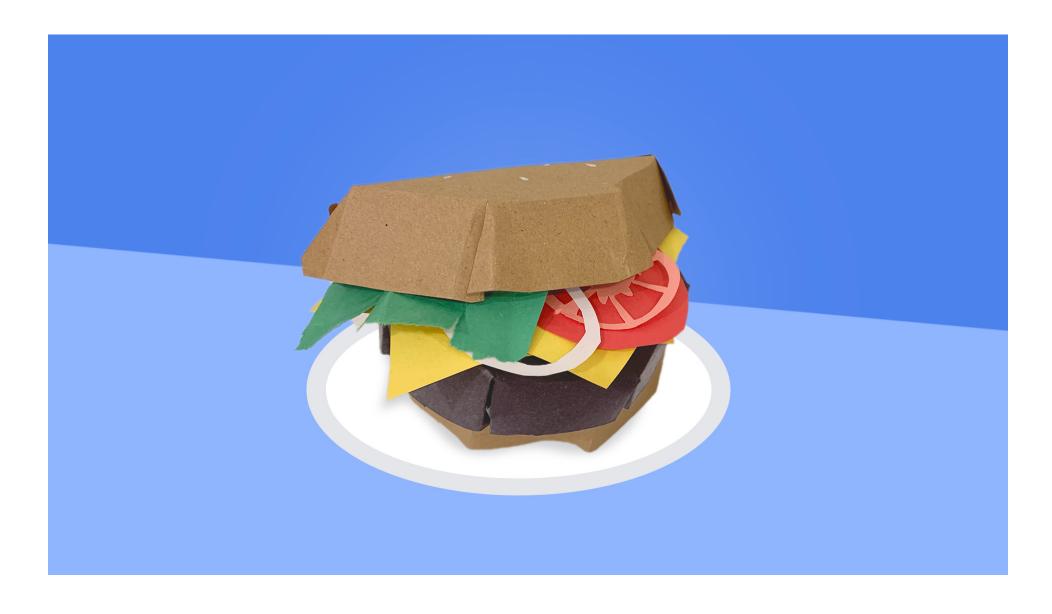


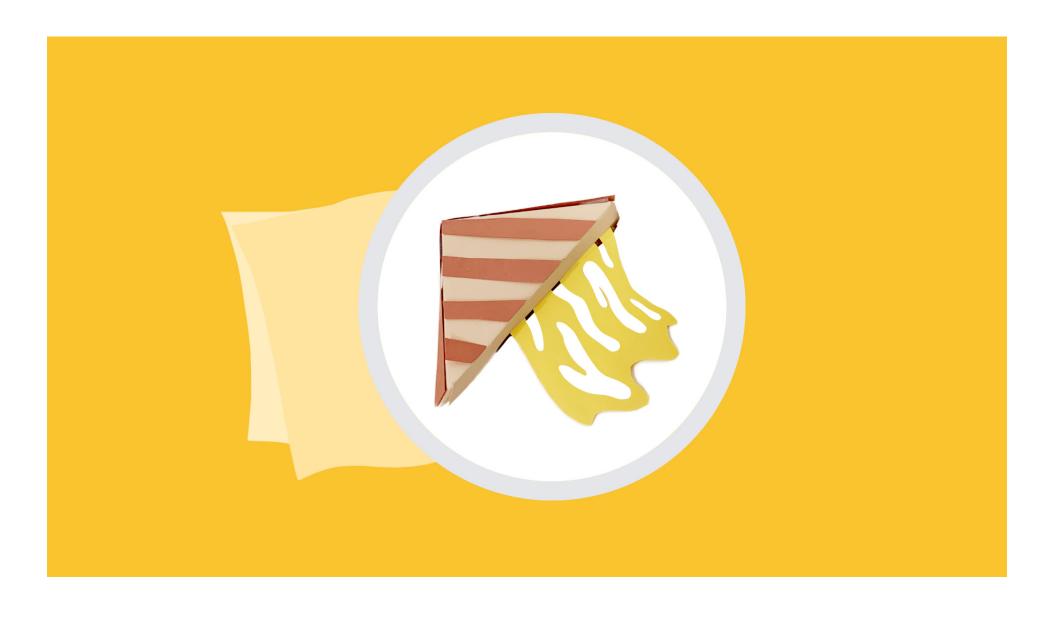




#### Google Doodle | Style Frames









## Google Doodle | Style Frame #4



## Google Doodle | Final Look

