

Business Messages

Widget Style Guide

v2 • Last updated 05/27/2021

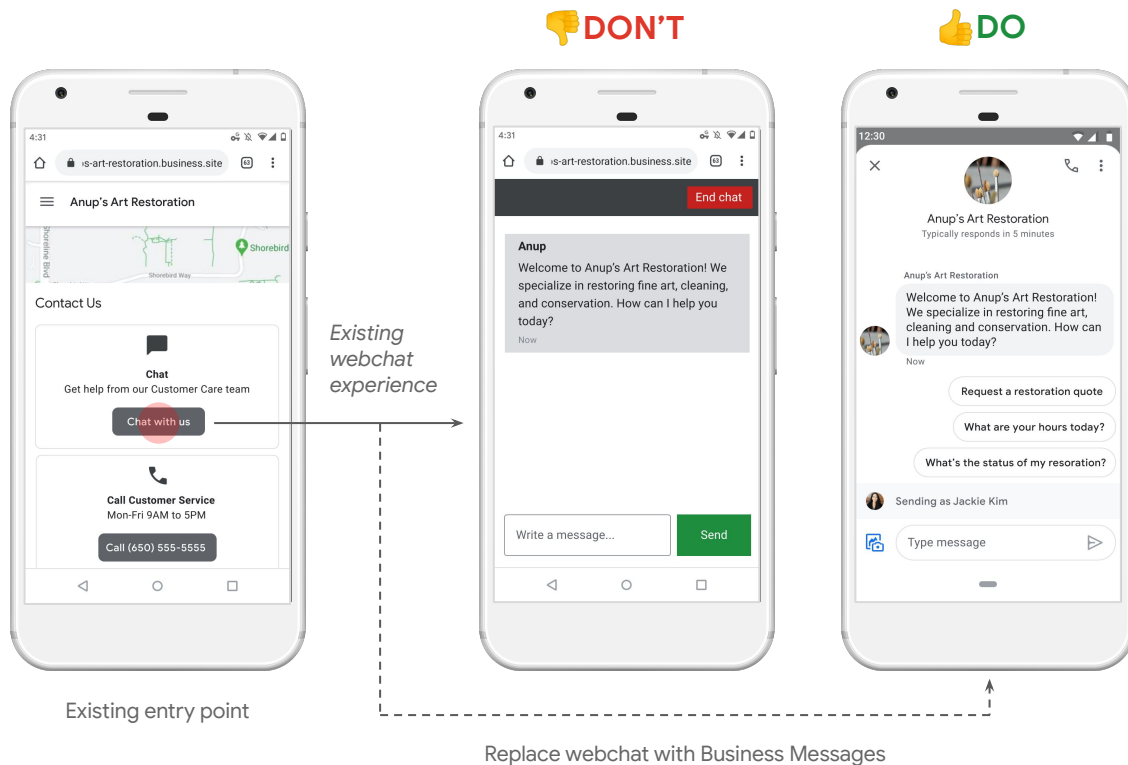
Google



Adding Business
Messages to your site

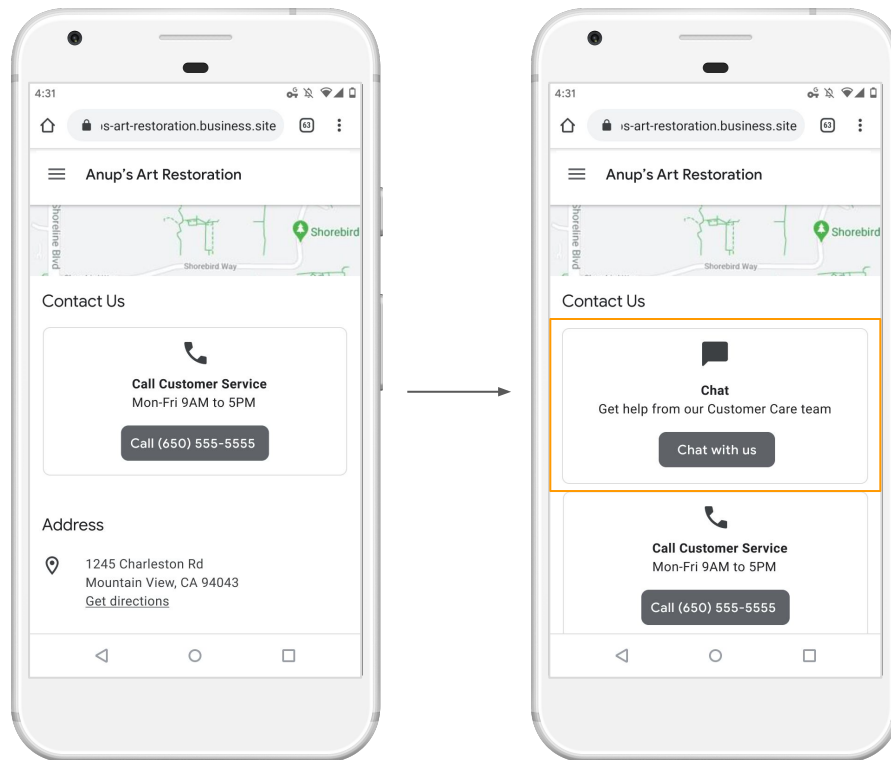
Replacing Webchat

For Android devices, it's best to replace webchat options with Google's Business Messages so users can navigate away and get notifications to easily return to the conversation



Deflecting calls

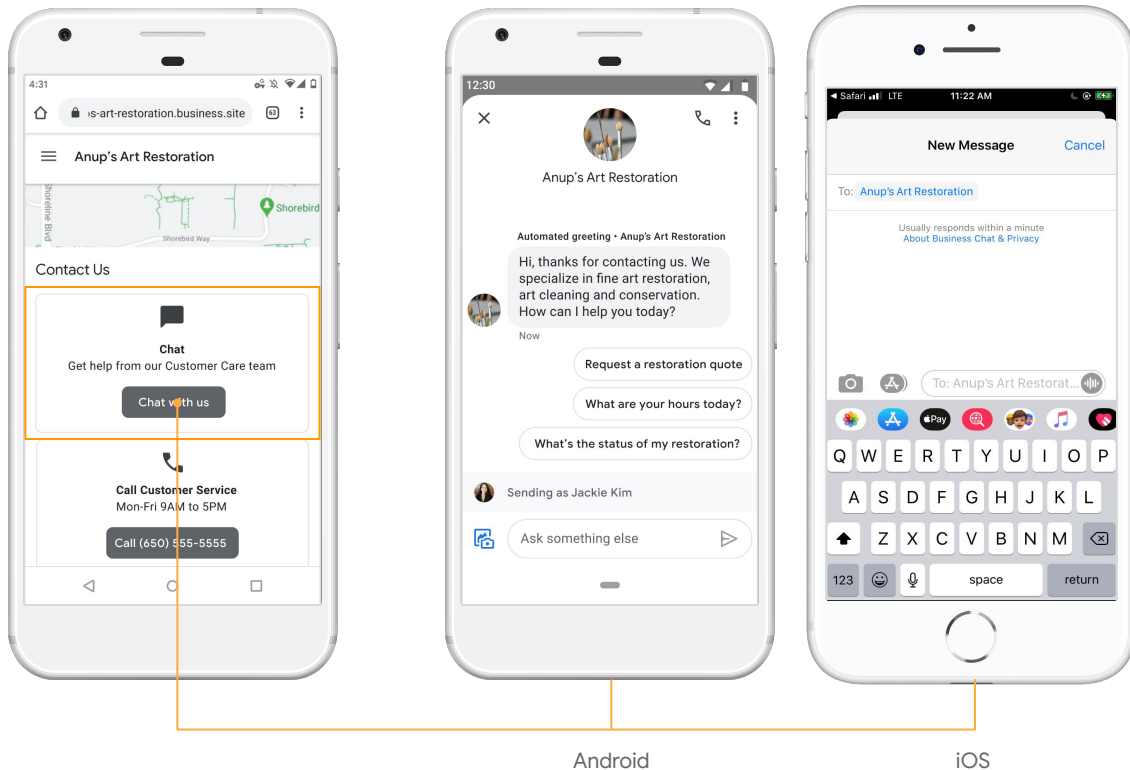
Include Google's Business Messages alongside wherever calling options are presented



OS Detection

Use a generic CTA without branding and launch the device's default client, based on OS detection (e.g. Business Messages on Android, Apple Business Chat on iOS).

A code snippet to easily integrate OS detection capability is available on the [Business Messages developer site](#).

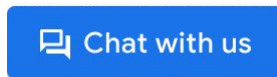


Business Messages Widget Code Snippet

Easily display the Business Messages widget entry point on your website by adding a provided code snippet.

A widget code snippet generator is available on the [Business Messages developer site](#).

Button



Inline icon + string



Floating action button

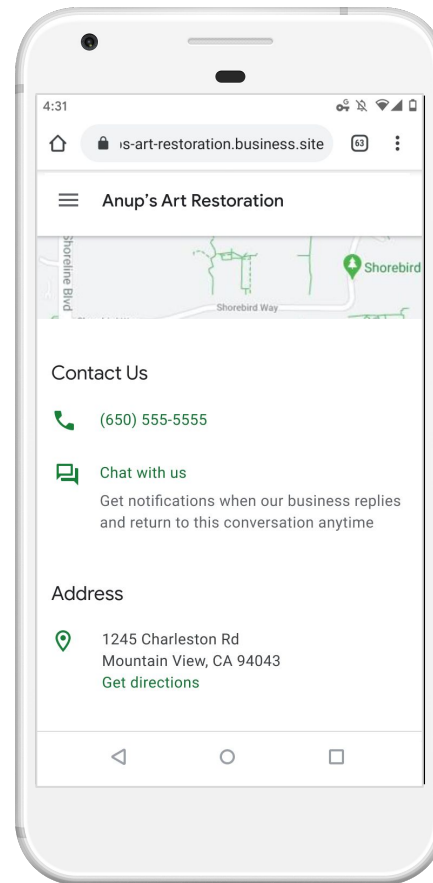


Entry Point Customization

Icon Asset

The Business Messages icon is available for brands who wish to use the Business Messages branding on their website.

Download the icon from the [Business Messages developer site](#).

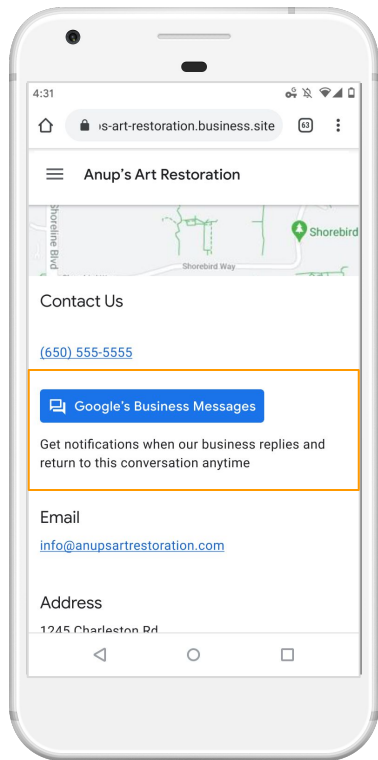


CTA example

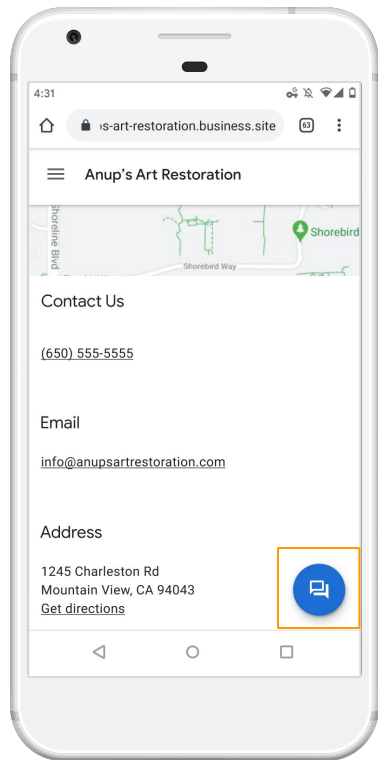
Entry Point Recommendations for Brand Customization

- Icon usage recommendations:
 - Minimum size 20x20dp
 - Choose a color that meets contrast ratio of 4.5:1
- String recommendations:
 - Tell users that it's asynchronous chat and they can send a message anytime, for example, "Send a message anytime and we'll reply soon"
 - Let users know they'll receive a notification, for example, "You'll get a notification when we respond"
 - Mention available agents so users know a human will respond, for example, "Chat with a live agent" or use iconography to represent a live agent
- Product reference:
 - Refer to the product as "Google's Business Messages" (with the apostrophe in Google) when possible or "Business Messages" when space is constrained

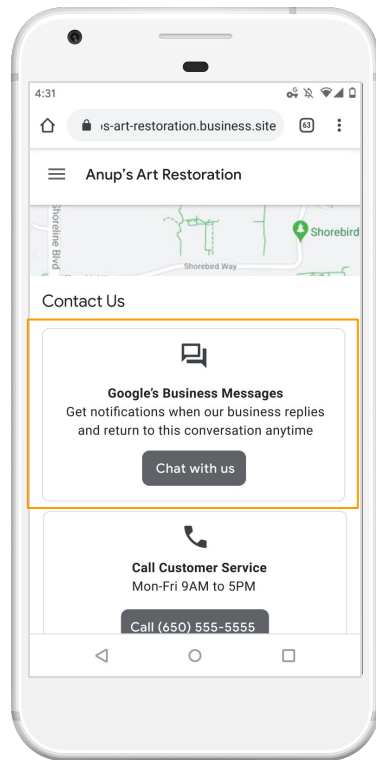
Entry Point Examples



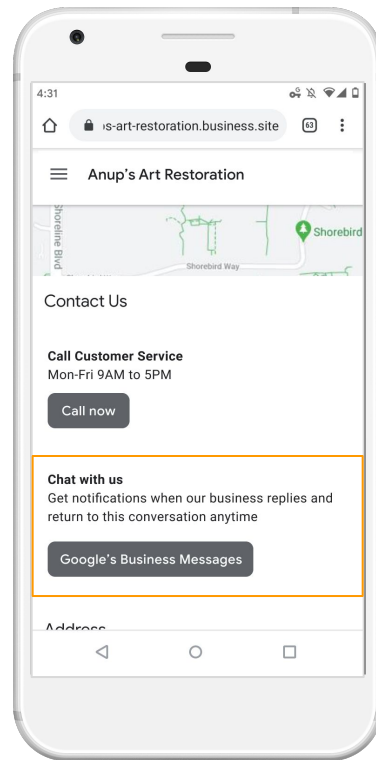
Icon + string in button



Floating Action Button



Icon as a header



Button with no icon

Need help?

- Email: bm-support@google.com
- Web: [Business Messages developer site](#)