

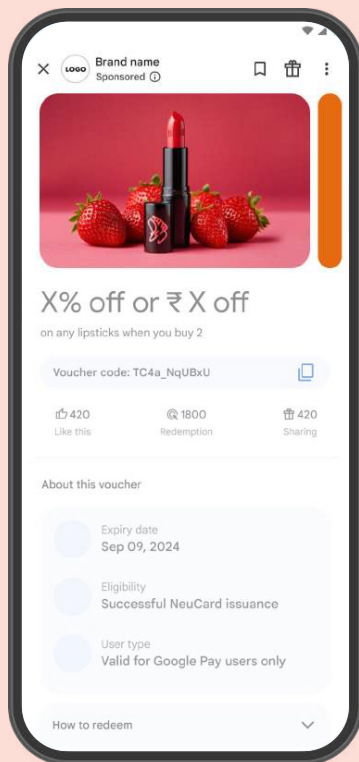


Google Pay Voucher Image and Video Guidelines

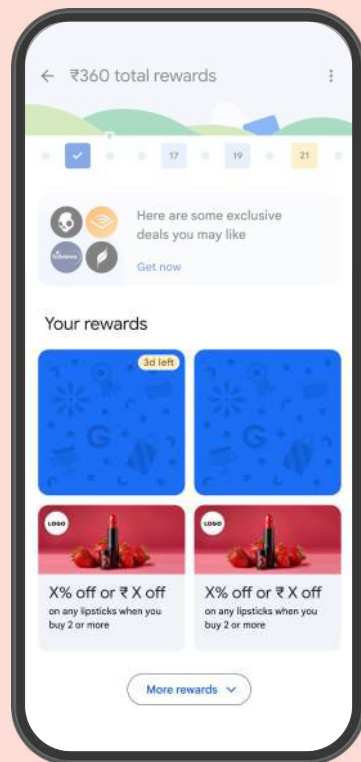
For merchant console only*

Surface

Voucher image, video display across surfaces



Voucher detail image carousel



Reward channel card

Image

Video

Main Goal

Voucher images should clearly represent the offered product or service, ensuring consistent understanding across all voucher touchpoints.

Specs

Detail Specs

1. Cover image, thumbnail image

Image size: 680x440 (jpg/png)

Images will be cropped for optimal display

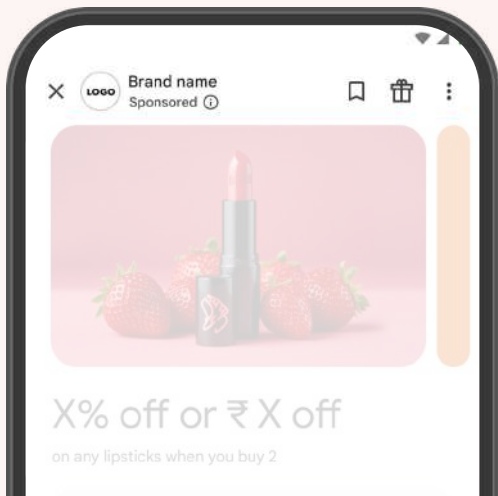


2. Brand name and logo

Logo size: 300x300 (jpg/png)

Images will be cropped for optimal display

Brand name: ~ 13 characters



3. Voucher title & subtitle

Title: ~12 characters

Subtitle: ~ 20 characters

Images will be cropped for optimal display

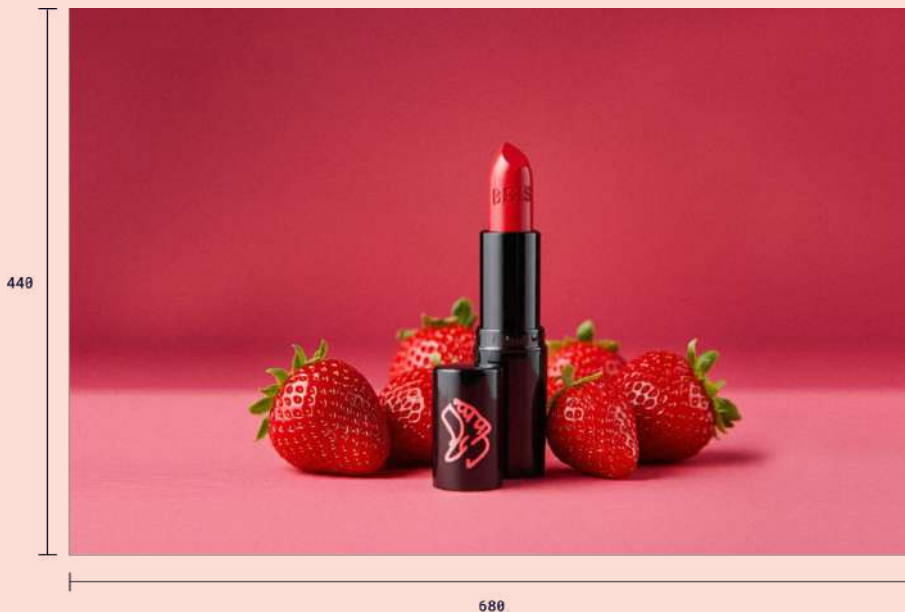


Image size requirements →

Provide images at 680 x 440 pixels, 72 dpi

Cover images are cropped for display across various formats, including the

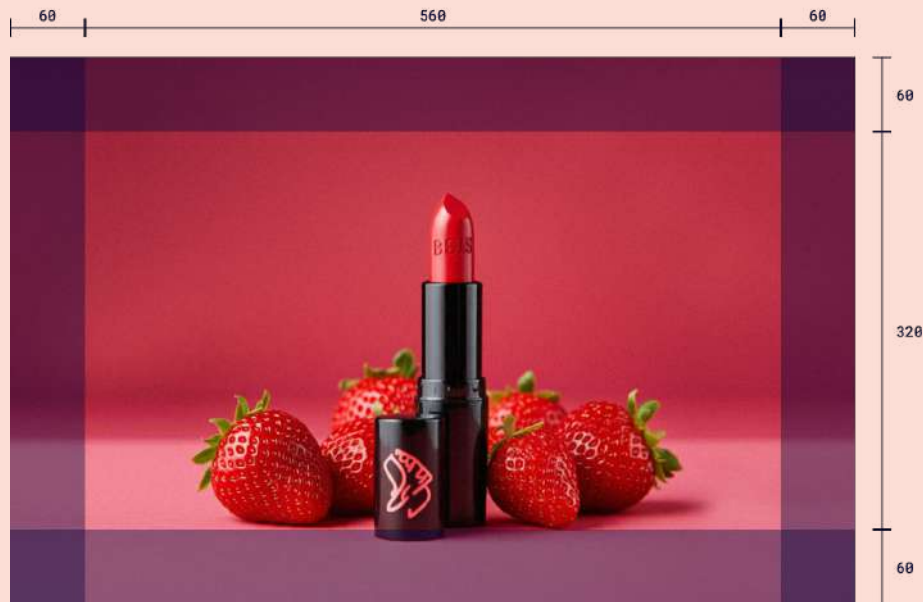
- Voucher detail page
- Reward card
- Inline deals card



Safe area →

Ensure your image is within the 560x320 safe cropping area for proper display across the app.

- To highlight the product in images with non-plain backgrounds, keep it within the safe area and ensure it's prominently displayed.



Cover Image Guideline

Cover images should be of **high quality**

1 Effective voucher images communicate your business, products, services, and brand, playing a crucial role in **driving voucher performance**.

2 For **best performance**, avoid images that are:

- Blurry
- Color-inverted
- Excessively filtered
- Outlined with a border
- Unclear
- Upside-down
- Visually skewed

Visually skewed →



Do

Compose images to emphasize natural lines



Don't

Ensure images are not visually skewed

Blurry →



Do

Ensure images are in focus



Don't

Avoid blurry images

Color →



Do

Ensure images are clear and in full color



Don't

Avoid blurry or washed-out images

Composition →



Do

Use images with a single, clear subject



Don't

Avoid mirrored images

Borders and edges →



Do

Maintain square edges and transparent borders to allow full aspect ratio bleed



Don't

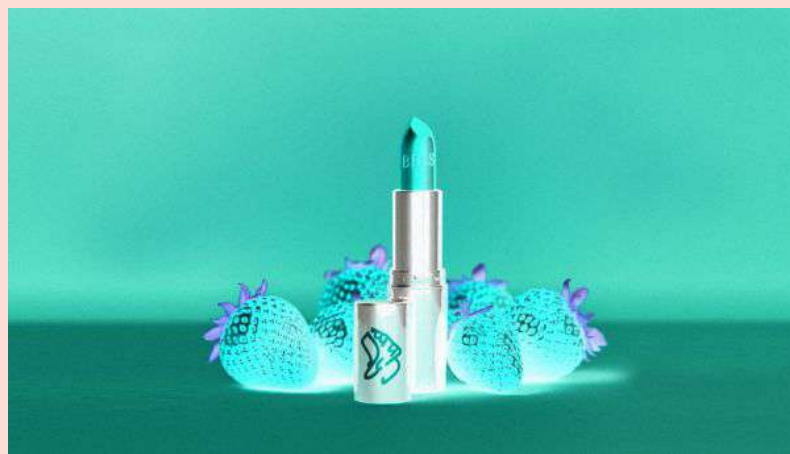
Refrain from applying rounded edges or borders

Inverted color →



Do

Highlight the inherent quality of your images by maintaining their natural compositions



Don't

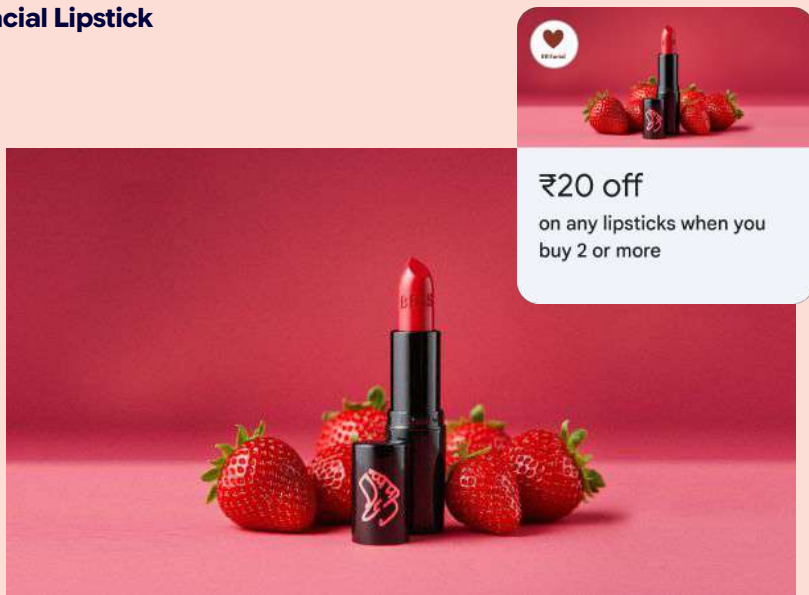
Avoid inverted colors and excessive filters

Avoid logo overlays on images

Do not overlay logos onto images.
Images where the logo is already part of the scene being photographed (e.g., logo on a product, sign, or building) are acceptable.

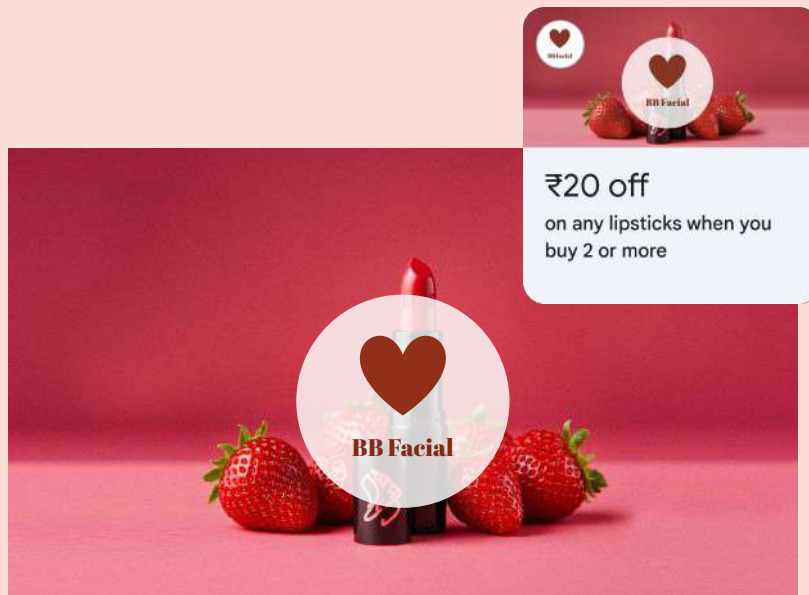
No logo overlays →

Example brand:
BB Facial Lipstick



Do

Do preserve the original image, ensuring it's the focus.



Don't

Don't overlay logos or other graphics on images.

Text on images

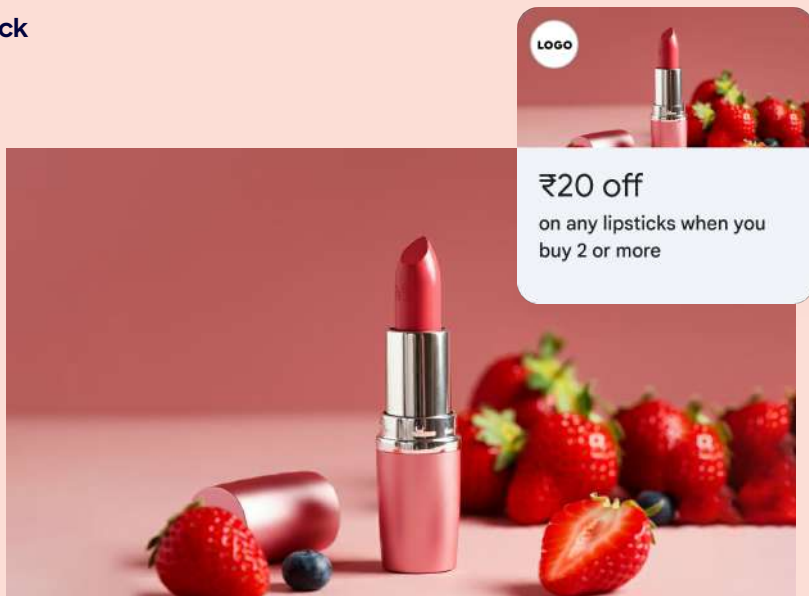
Images should ideally be **text free**. Only stylised text will be considered. Anything that looks like app text or button will not be accepted.

Use the voucher **title & subtitle** to communicate the offer. Any additional text may **distract** users from the offer.

No text on image →

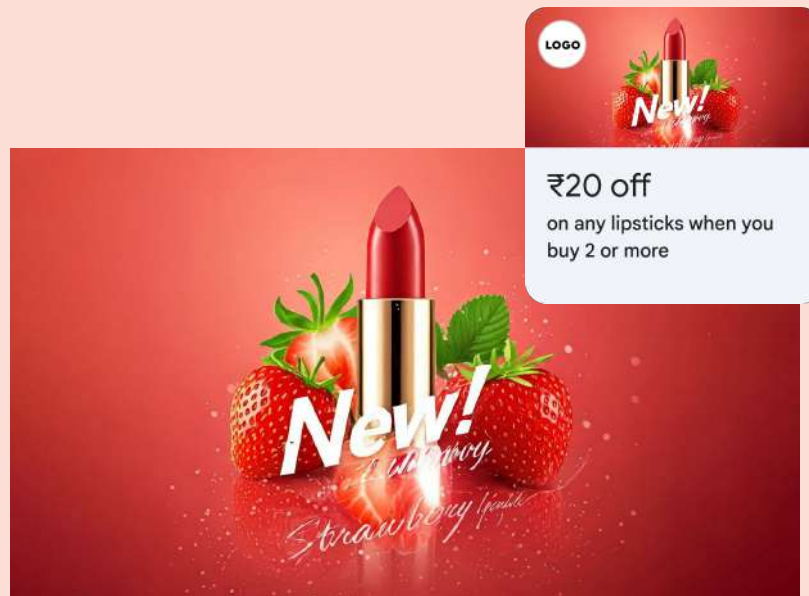
Example voucher:

Lipstick



Do

Images should ideally be text free

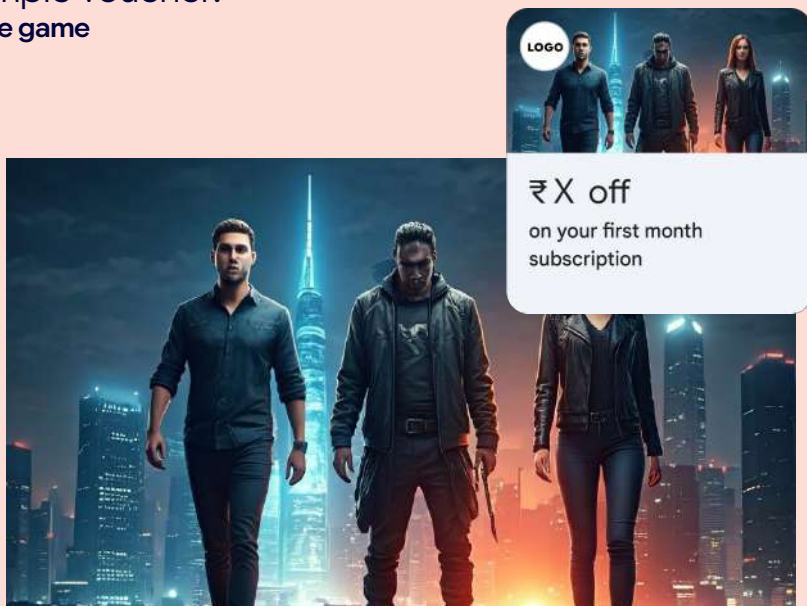


Don't

Avoid text on images

No text on image →

Example voucher:
Online game



Do

Present images of people without text overlays



Don't

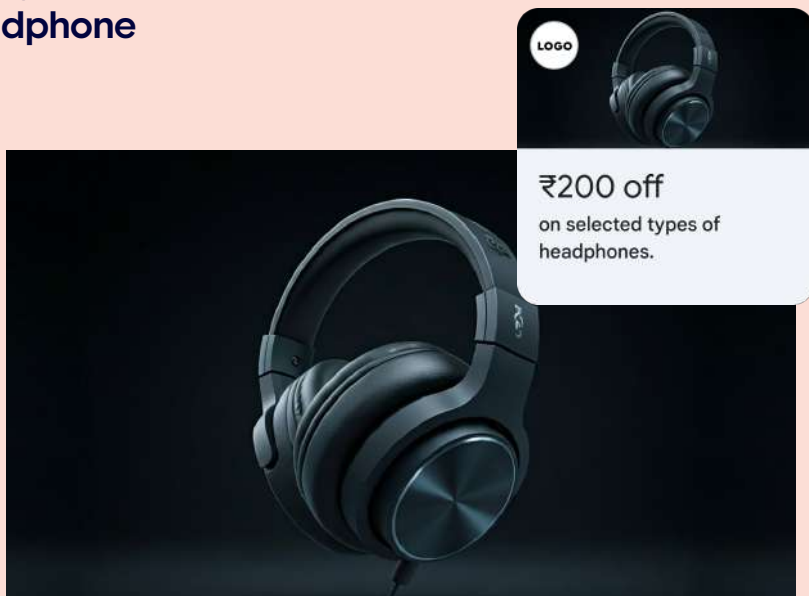
Avoid images that combine people, logos, and text

No button overlays

Non-functional buttons (e.g., 'play,' 'download,' 'close') are prohibited by Google Ads policy.

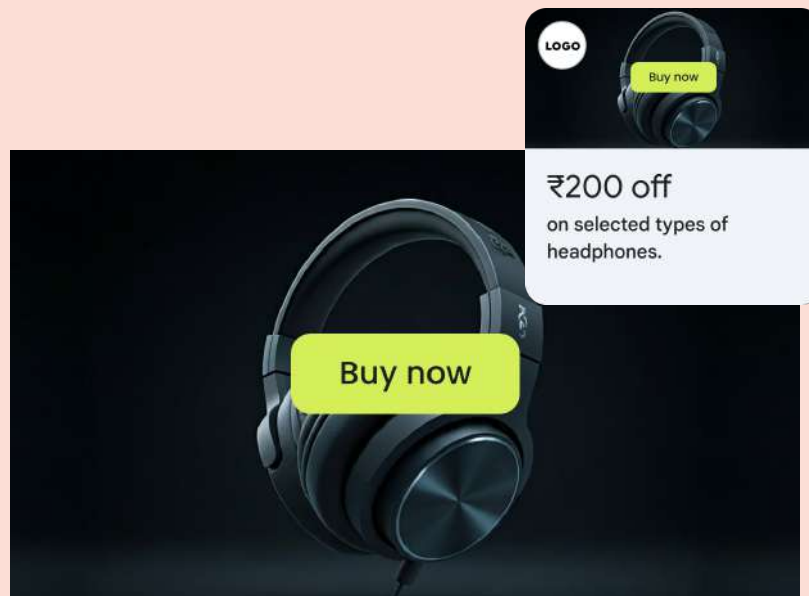
No button →

Example voucher:
Headphone



Do

Product display without buttons



Don't

Avoid buttons or call-to-action within image content

Image with brand ambassadors

Use people in images carefully.

People included in images should be either **using** the product or helping to **spotlight** the product or service.

The following examples of image with brand ambassadors are acceptable because they:

- ✓ Focus on the product/service that is promoted
- ✓ Maintain clean product imagery, free of extraneous elements, especially text. Avoid overcrowding the image to keep user focus on the product

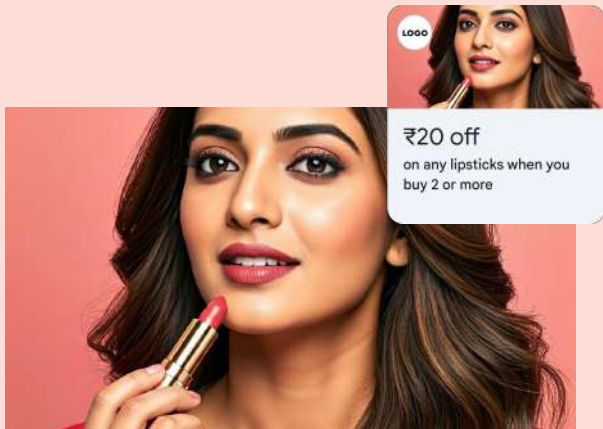


Image
Video

Main Goal

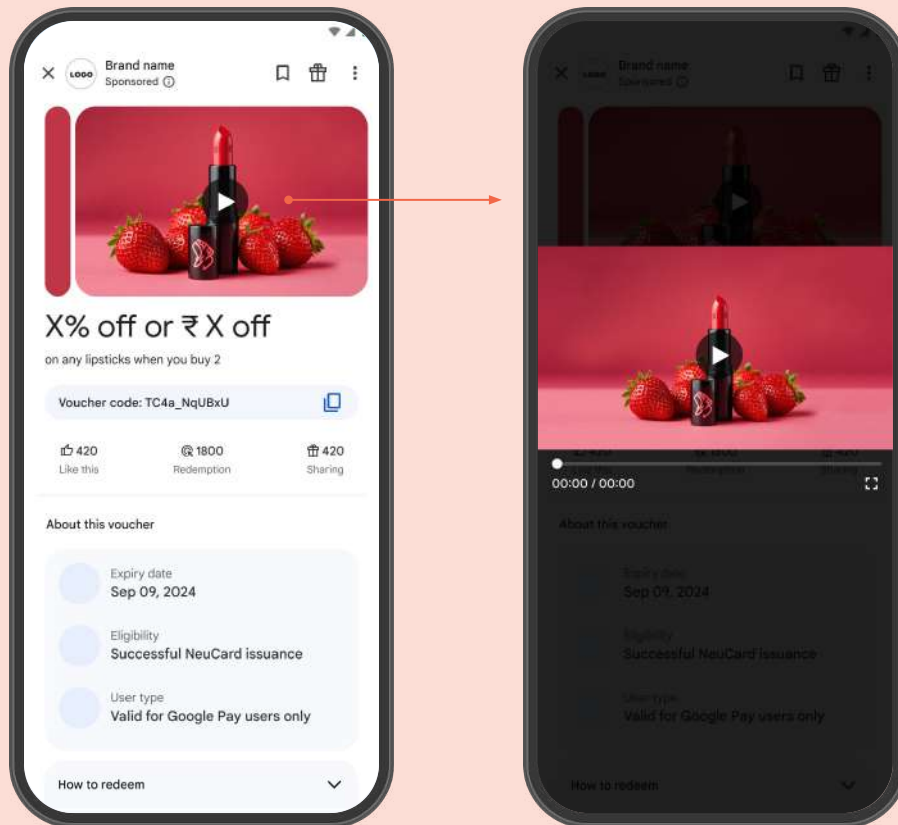
Voucher videos should clearly illustrate the offered product or service. These guidelines ensure consistent video display for an optimal voucher experience.

Specs

Voucher Video guidelines →

Upload your video to YouTube & enter the YouTube URL link within the merchant console.

Videos will be presented after the cover images in the voucher's image carousel.



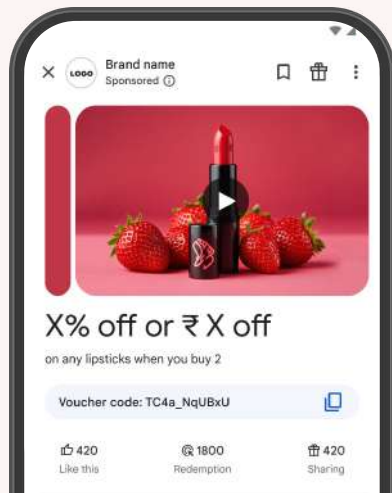
Guidelines for Video Assets before YouTube upload→

1. Video length, Size and Ratio

Length: <60secs

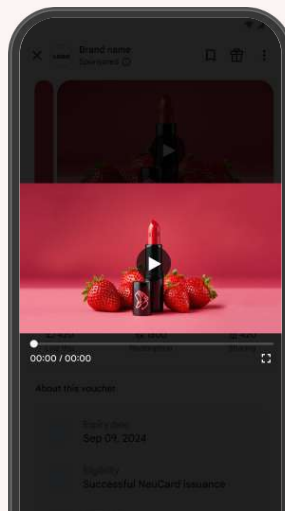
Size: 1920 x 1080 (16:9)

This 340x220 frame does not support video playback



2. Video playback

Video playback is activated when a user clicks the image thumbnail.



Guidelines

Voucher videos should

- 1** Be **relevant** to the product / service that is being offered
- 2** Be **high-quality** at the minimum resolution required (1080p)
- 3** Videos should comply with all the **applicable laws** including but not limited to:
 - Advertisement standards
 - Disclaimers and disclosure requirements
 - Consumer protection etc.
- 4** Videos must be **owned by your brand**. Videos from other creators are not allowed.
- 5** Follow standard guidelines below:
 - [Google Ads policies](#)
 - [Google Ads video policies](#)
 - YouTube [Creator policies and guidelines](#)

YouTube video requirements→

To ensure your videos are eligible to appear on Google Pay vouchers, please adhere to the following guidelines

1. Video visibility

Videos must be **public** (not private or unlisted). Playlists can be listed or unlisted.

Example

The screenshot shows the YouTube video upload interface. At the top, there are three tabs: 'Details', 'Video elements', and 'Checks'. Below the tabs, the 'Visibility' section is active, with the instruction 'Choose when to publish and who can see your video'. Under 'Save or publish', there are three radio button options: 'Private' (with subtext 'Only you and people you choose can watch your video'), 'Unlisted' (with subtext 'Anyone with the video link can watch your video'), and 'Public' (with subtext 'Everyone can watch your video'). The 'Public' option is selected and highlighted with a red box. Below these options is a checkbox for 'Set as Instant Premiere'.



Only select public for your video.

2. Monetization

Disable monetization on all videos you wish to share on the voucher, you can turn off on your channel video list.

Visibility	Monetization	Restrictions	Date
Public	Off	None	Aug 3, Publish

3. Embeddable

Videos must be embeddable. You can check your **video settings** on YouTube to confirm, make sure the “allow embedding” is checked

The screenshot shows the YouTube video settings interface. Under the 'License' section, there is a dropdown menu set to 'Standard YouTube License'. Below this, the 'Allow embedding' checkbox is checked and highlighted with a red box.

4. Video format

Only allow Youtube Videos. **YouTube Shorts and live videos are not supported.**

5. Copyright

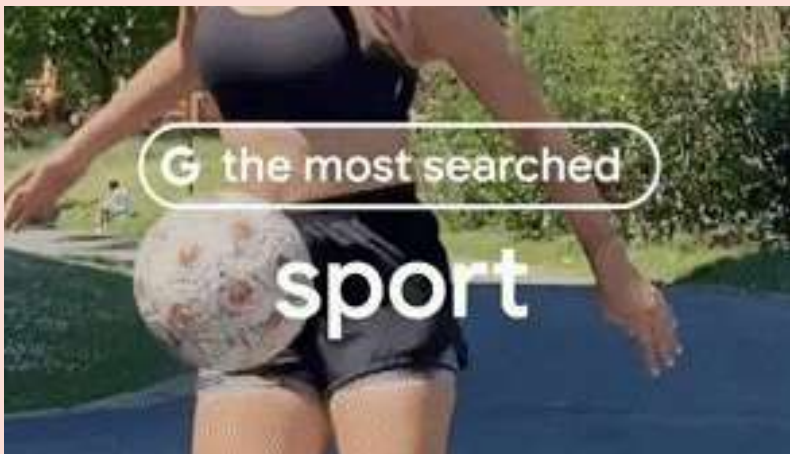
Videos must not contain any copyrighted material that you do not have rights to.

6. Recently uploaded

Videos must have been uploaded in **the last 90 days** to be shown on Google Pay vouchers.

Video requirements →

Do



Keep it short & engaging

Users have short attention spans. Top videos are usually around 15s long, but you may go longer (30s) if there is a compelling reason for it



Clearly show the product or service offering

Get right into the details and communicate clearly about the offered product or service

Video Dos and don'ts →

Don't



Avoid low quality videos

Videos with illegible text, poor audio, or unclear visuals will not be approved



Sensitive Content

This object contains sensitive content which some people may find offensive or disturbing

Avoid misleading or unsafe content

Videos must not be misleading or convey false offers. They must also be free of inappropriate content, including violence, nudity, sexual content, or anything contrary to applicable law.

Video Dos and don'ts →

Don't



**Get rich quick!
Earn 1K overnight!**

No fear-based marketing

Using language that induces fear, shame, or guilt to coerce purchases is unethical and prohibited



Lose 30 lbs in 7 days
with this miracle training plan

Do not create false impressions or urgency

Avoid making exaggerated and unsubstantiated claims about the product, and do not create a false sense of urgency to encourage product purchases

End