

Material Design for Google Apps

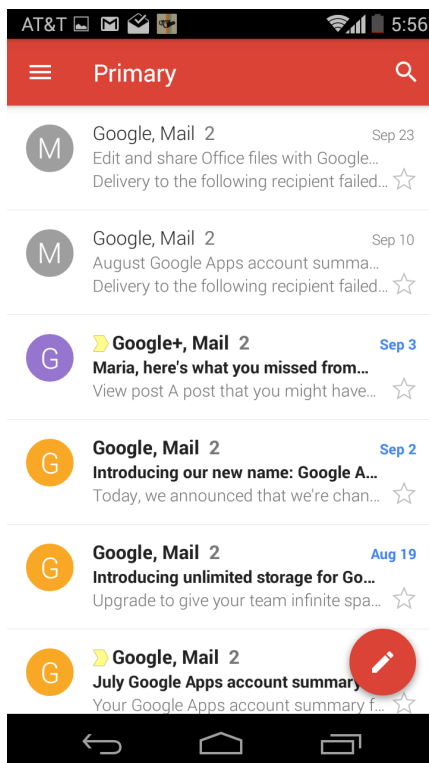
You may have noticed a new look to your familiar Google Apps. [Drive](#), [Gmail](#), [Calendar](#) and the [Docs editors](#) on Android devices are all revamped to follow [material design principles](#), with additional updates across platforms planned for the coming months. This guide explains how these changes will enhance your experience using these apps, and eventually all Google products.

What is material design?

Google developed material design as a new visual language for its products that is consistent across devices, so that as you switch from one screen to another, the experience feels the same. The focus is on creating a consistent and predictable experience that refers to our material world. For example, we are all familiar with the way paper and ink behave in the real world. Aspects of that material behavior are reflected in this new design standard.

Bold, intentional graphics

One of the first things you notice in the new design is the use of bold color, text, and icons.



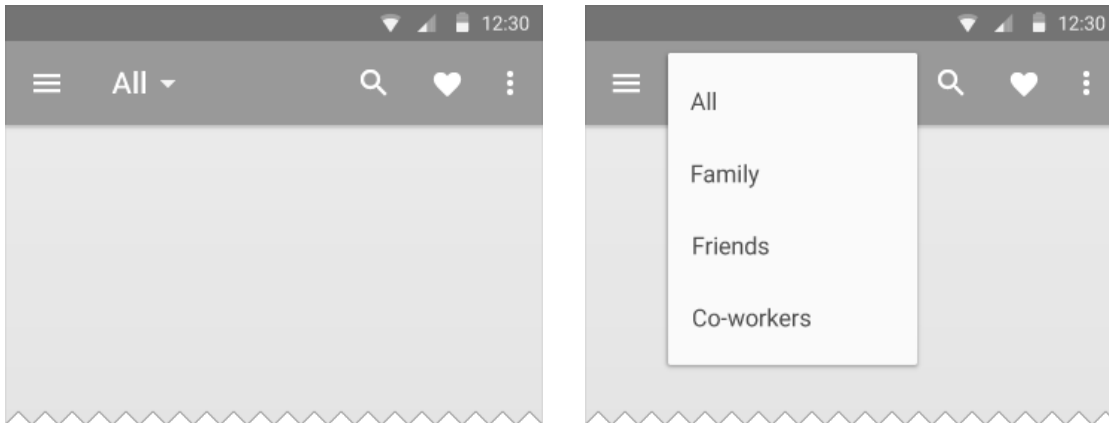
The app bar is a bold color and the icons pop out to give people a clear direction.

Round avatars support text or images.

The primary action button (Compose in this Gmail example) appears in the same place across apps to promote a consistent experience.

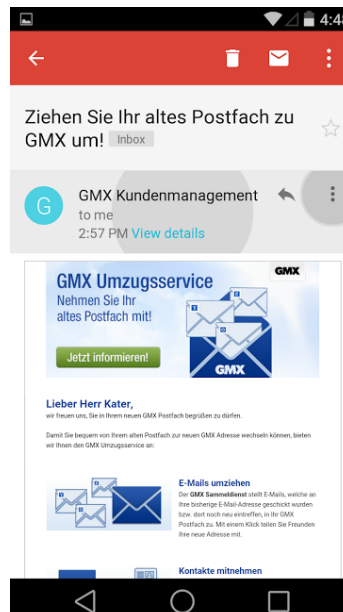
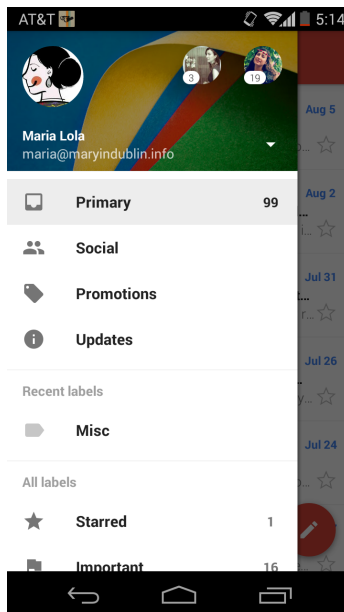
Intuitive and natural surfaces

Interface elements behave predictably in this new visual language. For example, tap a menu item (e.g. All) to display the menu as a temporary sheet of paper that always overlaps the app bar and then disappears, instead of behaving like an extension of the app bar.



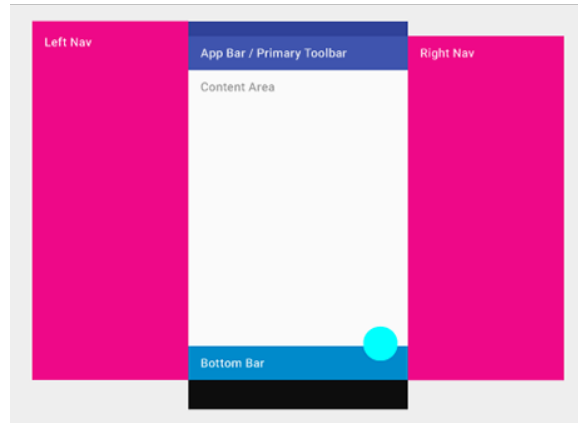
Animations create responsive interaction

When you use an application, your actions have a starting point. Movement from there is smooth and predictable. When you touch the menu icon to open the menu, it follows your touch to open in a smooth, natural manner. When you touch screen elements, they respond with a gray touch ripple effect, giving a clear response to your touch.

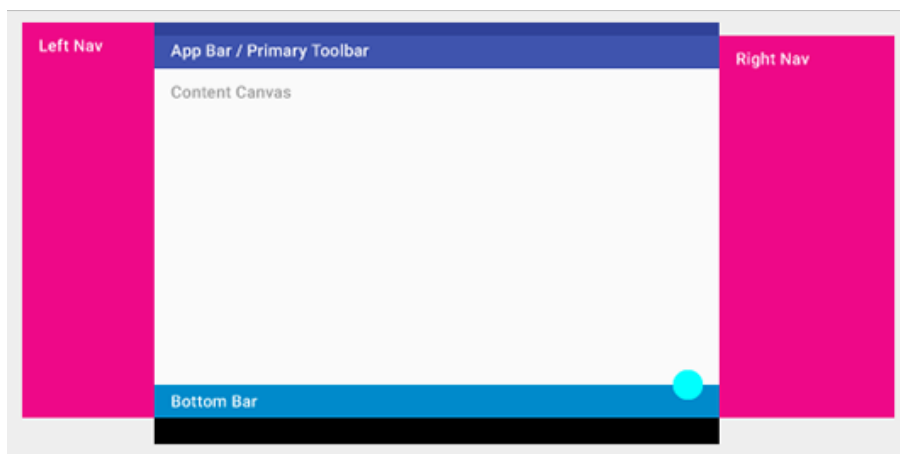


Designed for mobile, tablet, and desktop

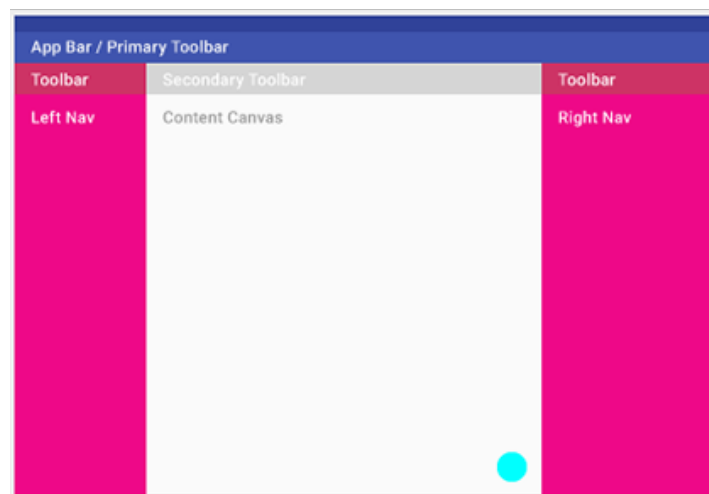
Rather than impose the same layout for each view, the new design takes advantage of each device layout and adapts accordingly.



Mobile



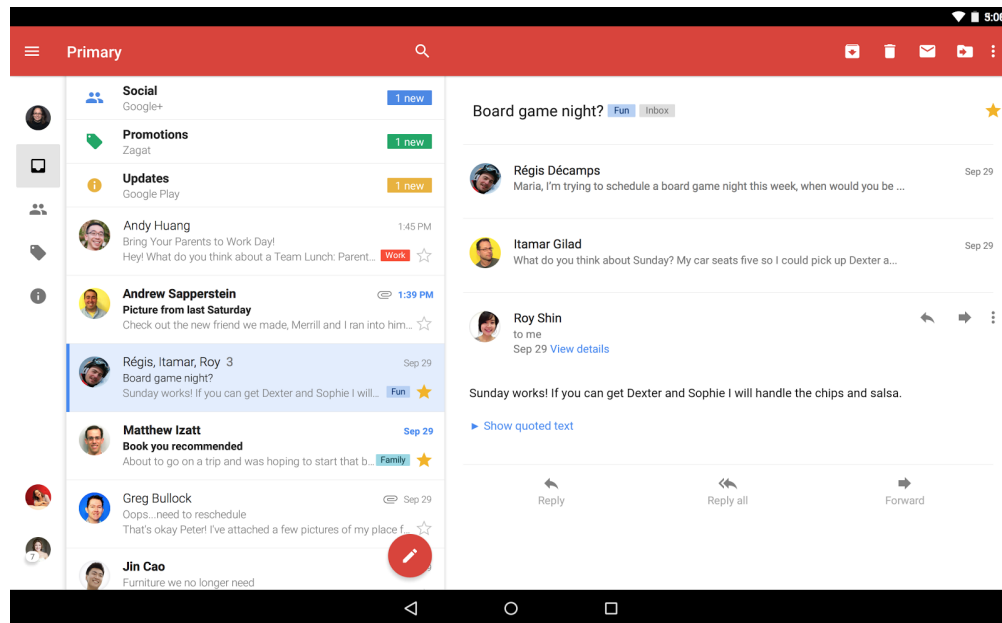
Tablet



Desktop

Consistency across platforms

One of the key features of this new design standard is consistency across platforms. The user experience is fundamentally the same on all devices and operating systems.



This is the tablet view for Gmail. Notice how all of the major elements are still there: The app bar, icons, avatars, and action button are all where you expect them to be. The additional space is used to present the selected conversation, which only adds to the usability of the app on this platform.

Room to grow and improve

Google recognizes that good design is never finished, and the best designs improve and contribute to better designs over time. This new design system is intended to grow and evolve with our customers and their needs.

We are aiming for a unified and consistent experience across all Google products in the coming months.