

[AI & Machine Learning Products](https://cloud.google.com/products/machine-learning/) (<https://cloud.google.com/products/machine-learning/>)

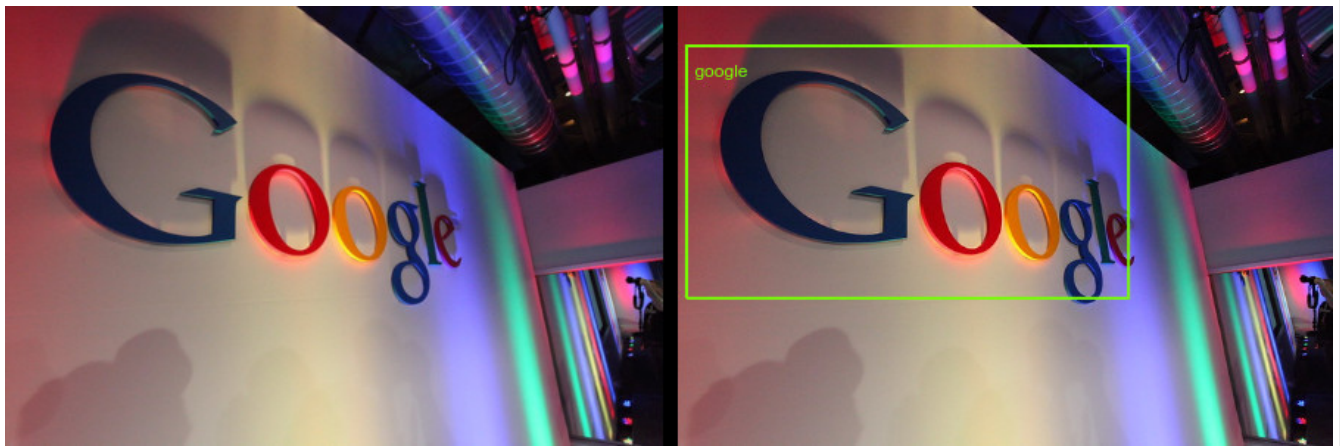
[Cloud Vision API](https://cloud.google.com/vision/) (<https://cloud.google.com/vision/>)

[Documentation](https://cloud.google.com/vision/docs/) (<https://cloud.google.com/vision/docs/>) [Guides](#)

Detect logos

Logo Detection detects popular product logos within an image.

Note: Cloud Vision now supports offline **asynchronous batch image annotation** for all features. This asynchronous request supports up to 2000 image files and returns response JSON files that are stored in your Google Cloud Storage bucket. For more information about this feature, refer to [Offline batch image annotation](https://cloud.google.com/vision/docs/batch) (<https://cloud.google.com/vision/docs/batch>).



*Image credit: [Robert Scoble](https://www.flickr.com/photos/scobleizer/4249731778/) (<https://www.flickr.com/photos/scobleizer/4249731778/>) ([CC BY 2.0](https://creativecommons.org/licenses/by/2.0/) (<https://creativecommons.org/licenses/by/2.0/>), *annotation added*).*

Logo detection requests

Set up your GCP project and authentication

- ▼ If you have not created a [Google Cloud Platform \(GCP\) project](https://cloud.google.com/docs/overview/#projects) (<https://cloud.google.com/docs/overview/#projects>) and service account credentials, do so now. Expand this section for instructions.

1. [Sign in](https://accounts.google.com/Login) (<https://accounts.google.com/Login>) to your Google Account.

If you don't already have one, [sign up for a new account](https://accounts.google.com/SignUp) (<https://accounts.google.com/SignUp>).

2. Set up a Cloud Console project.

[SET UP A PROJECT](#)

Click to:

- Create or select a project.
- Enable the Cloud Vision API for that project.
- Create a service account.
- Download a private key as JSON.

You can view and manage these resources at any time in the [Cloud Console](https://console.cloud.google.com/) (<https://console.cloud.google.com/>).

3. Set the environment variable **GOOGLE_APPLICATION_CREDENTIALS** to the file path of the JSON file that contains your service account key. This variable only applies to your current shell session, so if you open a new session, set the variable again.

▼ **Example:** Linux or macOS

Replace **[PATH]** with the file path of the JSON file that contains your service account key.

```
export GOOGLE_APPLICATION_CREDENTIALS="[PATH]"
```

For example:

```
export GOOGLE_APPLICATION_CREDENTIALS="/home/user/Downloads/service-account-fil
```

▼ **Example:** Windows

Replace **[PATH]** with the file path of the JSON file that contains your service account key, and **[FILE_NAME]** with the filename.

With PowerShell:

```
$env:GOOGLE_APPLICATION_CREDENTIALS="[PATH]"
```

For example:

```
$env:GOOGLE_APPLICATION_CREDENTIALS="C:\Users\username\Downloads\[FILE_NAME].js
```

With command prompt:

```
set GOOGLE_APPLICATION_CREDENTIALS=[PATH]
```

4. Install and initialize the Cloud SDK (<https://cloud.google.com/sdk/docs/>).

Detect logos in a local image

The Vision API can perform feature detection on a local image file by sending the contents of the image file as a base64 encoded (<https://cloud.google.com/vision/docs/base64>) string in the body of your request.


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Before using any of the request data below, make the following replacements:

- **base64-encoded-image**: The base64 representation (ASCII string) of your binary image data. This string should look similar to the following string:
 - /9j/4QAYRXhpZgAA...9tAVx/zDQD1Gxn//2Q==

Visit the base64 encode (<https://cloud.google.com/vision/docs/base64>) topic for more information.

HTTP method and URL:

POST <https://vision.googleapis.com/v1/images:annotate> 

Request JSON body:

```
{
  "requests": [
    {
      "image": {
        "content": "base64-encoded-image"
      },
      "features": [
        {
          "type": "LOGO_DETECTION"
        },
      ],
    ]
  ]
}
```

To send your request, choose one of these options:

CURL

POWERSHELL

Note: If you are not executing the command below from [Cloud Shell](https://cloud.google.com/shell/docs) (<https://cloud.google.com/shell/docs>) or [Compute Engine](https://cloud.google.com/compute/docs) (<https://cloud.google.com/compute/docs>), ensure you have set the [GOOGLE_APPLICATION_CREDENTIALS](https://cloud.google.com/docs/authentication/production) (<https://cloud.google.com/docs/authentication/production>) environment variable to your service account private key file path.

Save the request body in a file called `request.json`, and execute the following command:

```
curl -X POST \  
-H "Authorization: Bearer "$(gcloud auth application-default print-access-token) \  
-H "Content-Type: application/json; charset=utf-8" \  
-d @request.json \  
https://vision.googleapis.com/v1/images:annotate
```

If the request is successful, the server returns a `200 OK` HTTP status code and the response in JSON format.

Response:

Note: Zero coordinate values omitted. When the API detects a coordinate ("x" or "y") value of 0, *that coordinate is omitted in the JSON response*. Thus, a response with a bounding poly around the entire image would be `[{"x": 100}, {"x": 100, "y": 100}, {"y": 100}]` for an image that is 100px by 100px. For more information, see the [API Reference documentation](https://cloud.google.com/vision/docs/reference/rest/v1/images/annotate#boundingpoly) (<https://cloud.google.com/vision/docs/reference/rest/v1/images/annotate#boundingpoly>).

```
{  
  "responses": [  
    {  
      "logoAnnotations": [  
        {  
          "mid": "/m/045c7b",  
          "description": "google",  
          "score": 0.980325,  
          "boundingPoly": {  
            "vertices": [  
              {  
                "x": 12,  
                "y": 42
```

```
    },  
    {  
      "x": 439,  
      "y": 42  
    },  
    {  
      "x": 439,  
      "y": 285  
    },  
    {  
      "x": 12,  
      "y": 285  
    }  
  ]  
}  
]  
}  
]  
}  
]  
}
```

Detect Logos in a remote image

For your convenience, the Vision API can perform feature detection directly on an image file located in Google Cloud Storage or on the Web without the need to send the contents of the image file in the body of your request.

Caution: When fetching images from HTTP/HTTPS URLs, Google cannot guarantee that the request will be completed. Your request may fail if the specified host denies the request (for example, due to request throttling or [DOS \(https://en.wikipedia.org/wiki/Denial-of-service_attack\)](https://en.wikipedia.org/wiki/Denial-of-service_attack) prevention), or if Google throttles requests to the site for abuse prevention. **You should not depend on externally-hosted images for production applications.**

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Before using any of the request data below, make the following replacements:

- **cloud-storage-image-uri:** the path to a valid image file in a Cloud Storage bucket. You must at least have read privileges to the file. Example:

- `gs://cloud-samples-data/vision/logo/google_logo.jpg`

HTTP method and URL:

POST `https://vision.googleapis.com/v1/images:annotate`

Request JSON body:

```
{
  "requests": [
    {
      "image": {
        "source": {
          "gcsImageUri": "cloud-storage-image-uri"
        }
      },
      "features": [
        {
          "type": "LOGO_DETECTION"
        }
      ]
    }
  ]
}
```

To send your request, choose one of these options:

CURL

POWERSHELL

Note: If you are not executing the command below from [Cloud Shell](https://cloud.google.com/shell/docs) (<https://cloud.google.com/shell/docs>) or [Compute Engine](https://cloud.google.com/compute/docs) (<https://cloud.google.com/compute/docs>), ensure you have set the [GOOGLE_APPLICATION_CREDENTIALS](https://cloud.google.com/docs/authentication/production) (<https://cloud.google.com/docs/authentication/production>) environment variable to your service account private key file path.

Save the request body in a file called `request.json`, and execute the following command:

```
curl -X POST \
-H "Authorization: Bearer "$(gcloud auth application-default print-access-token)
-H "Content-Type: application/json; charset=utf-8" \
-d @request.json \
https://vision.googleapis.com/v1/images:annotate
```

If the request is successful, the server returns a **200 OK** HTTP status code and the response in JSON format.

Response:

Note: Zero coordinate values omitted. When the API detects a coordinate ("x" or "y") value of 0, *that coordinate is omitted in the JSON response*. Thus, a response with a bounding poly around the entire image would be **[{"x": 100}, {"x": 100, "y": 100}, {"y": 100}]** for an image that is 100px by 100px. For more information, see the [API Reference documentation](https://cloud.google.com/vision/docs/reference/rest/v1/images/annotate#boundingpoly) (<https://cloud.google.com/vision/docs/reference/rest/v1/images/annotate#boundingpoly>).

```
{
  "responses": [
    {
      "logoAnnotations": [
        {
          "mid": "/m/045c7b",
          "description": "google",
          "score": 0.980325,
          "boundingPoly": {
            "vertices": [
              {
                "x": 12,
                "y": 42
              },
              {
                "x": 439,
                "y": 42
              },
              {
                "x": 439,
                "y": 285
              },
              {
                "x": 12,
                "y": 285
              }
            ]
          }
        }
      ]
    }
  ]
}
```



```
}  
  ]  
}
```

Try it

Try logo detection below. You can use the image specified already (`gs://cloud-samples-data/vision/logo/google_logo.jpg`) or specify your own image in its place. Send the request by selecting **Execute**.

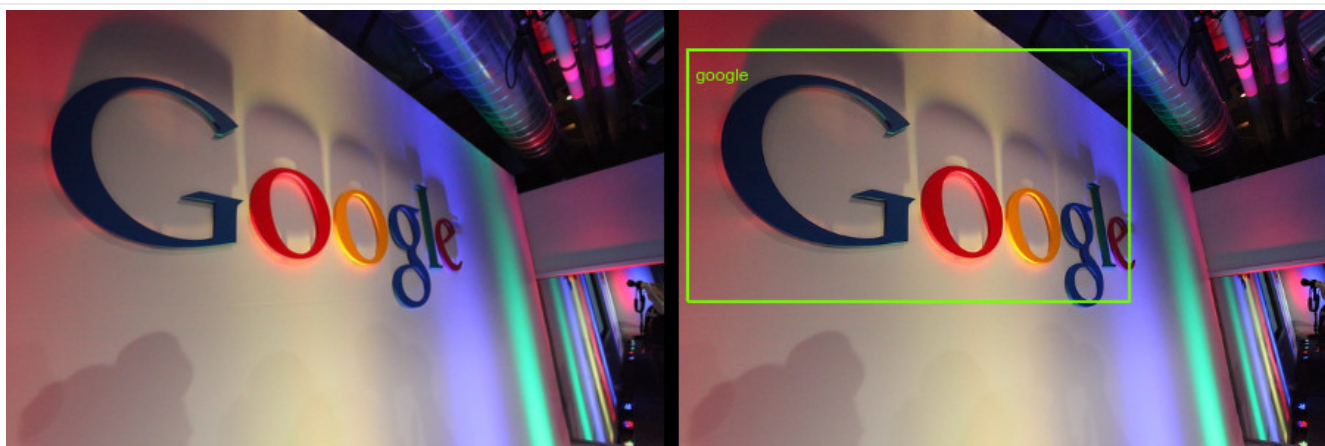


Image credit: [Robert Scoble](https://www.flickr.com/photos/scobleizer/4249731778/) (https://www.flickr.com/photos/scobleizer/4249731778/) (CC BY 2.0 (https://creativecommons.org/licenses/by/2.0/), annotation added).

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