



**KEEPER**  
Cybersecurity Starts Here®

# DESIGN BRAND GUIDELINES

5.25.21



**MINIMUM DIGITAL SIZE**  
100 pixels



**MINIMUM PRINT SIZE**  
1 inch



**LOCKUP WITH TAGLINE**  
should be used when space allows



**SYMBOL**  
as an accent or secondary mark



**LOCKUP**  
should be used in most cases



**ICON**  
for use on social media and apps



Do not rotate  
or angle



Do not  
apply effects



Do not alter  
logo colors



Do not  
alter font



KEEPER

Do not  
alter proportions



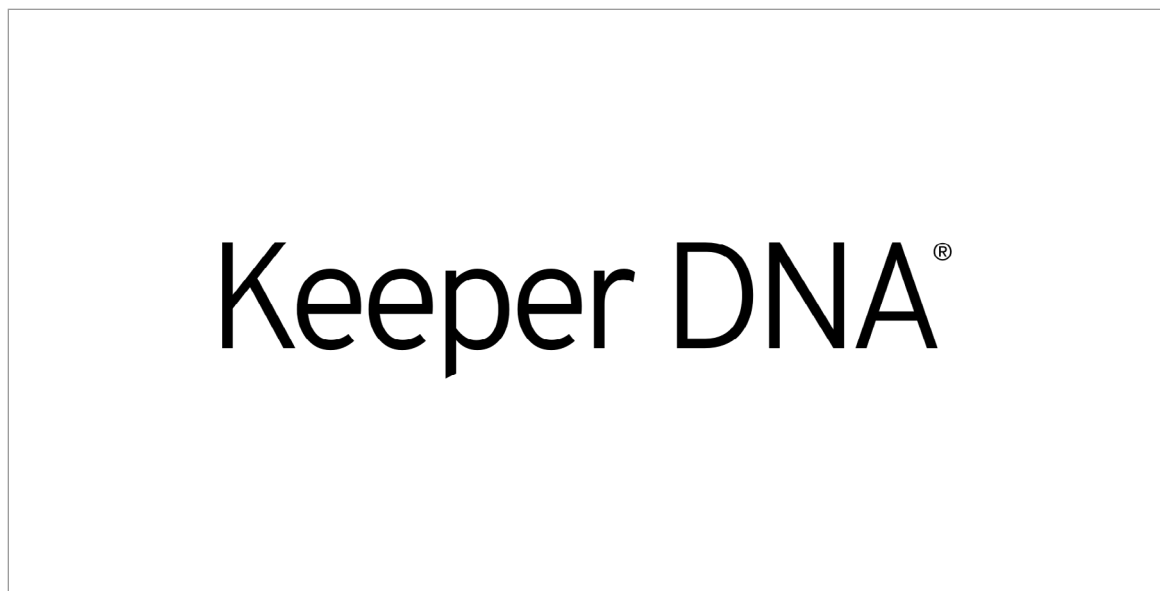
Do not  
stretch or skew



Do not  
apply outlines

KEEPER

Do not use wordmark  
without symbol

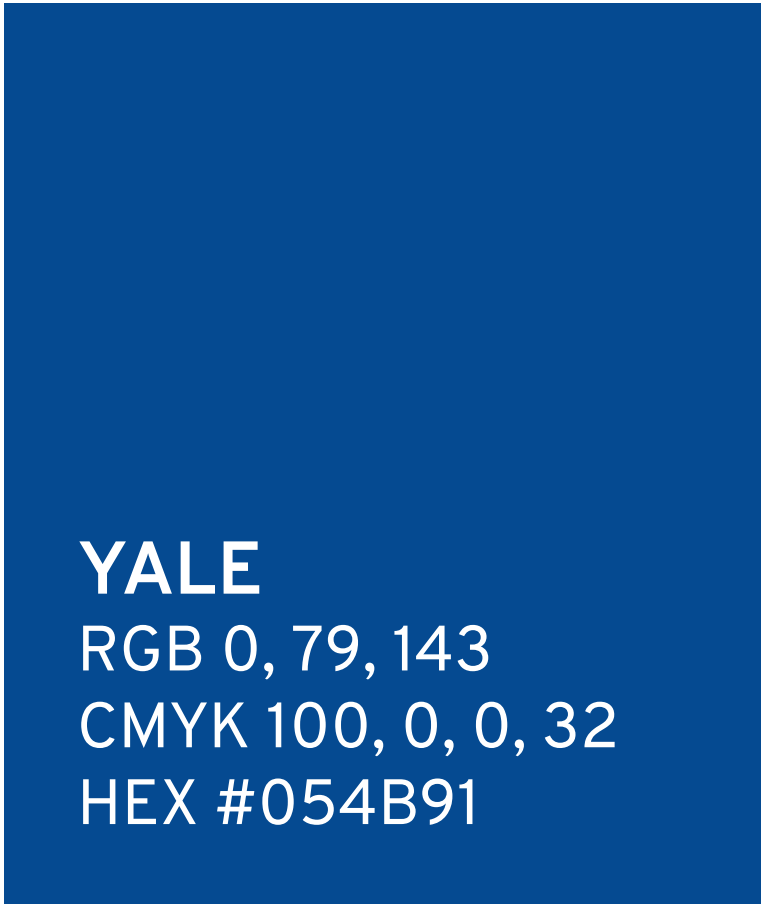




**BLACK**  
RGB 00, 00, 00  
CMYK 75, 68, 67, 90  
HEX #000000



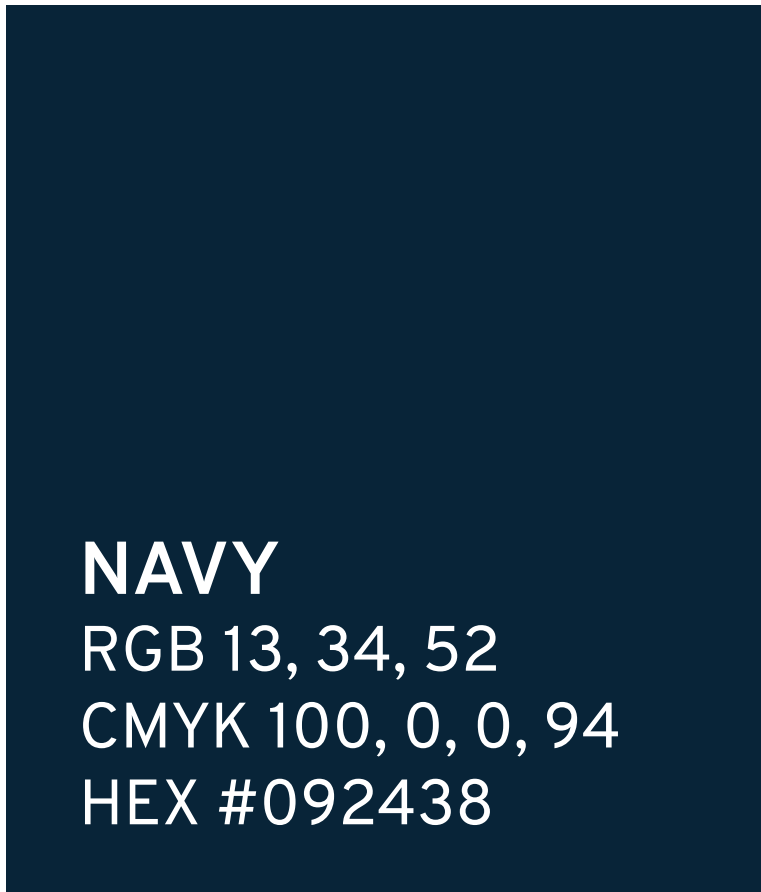
**WHITE**  
RGB 252, 246, 245  
CMYK 0, 2, 0, 0  
HEX #FFFFFF



**YALE**  
RGB 0, 79, 143  
CMYK 100, 0, 0, 32  
HEX #054B91



**GOLD**  
RGB 255, 199, 0  
CMYK 0, 11, 96, 0  
HEX #FFC700



**NAVY**  
RGB 13, 34, 52  
CMYK 100, 0, 0, 94  
HEX #092438



**OVERPASS  
BLUE  
GRADIENT**

# OVERPASS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

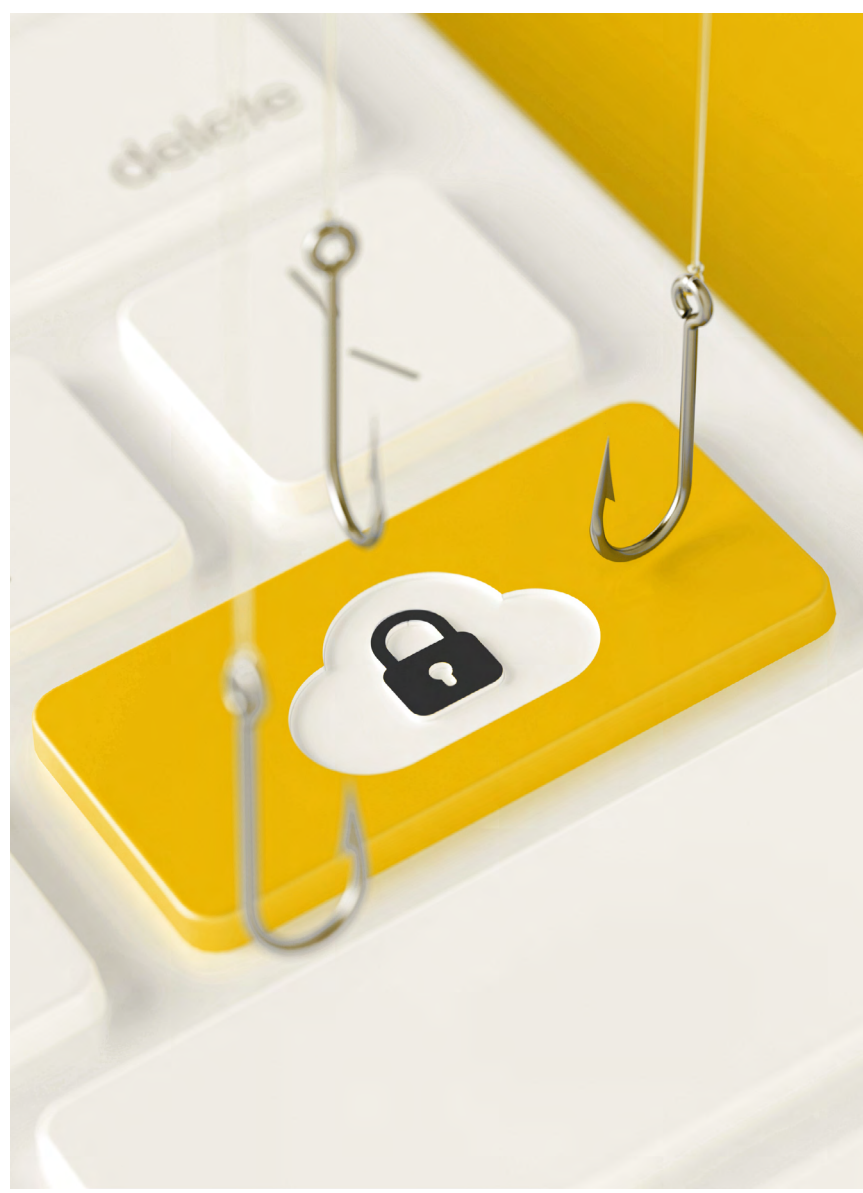
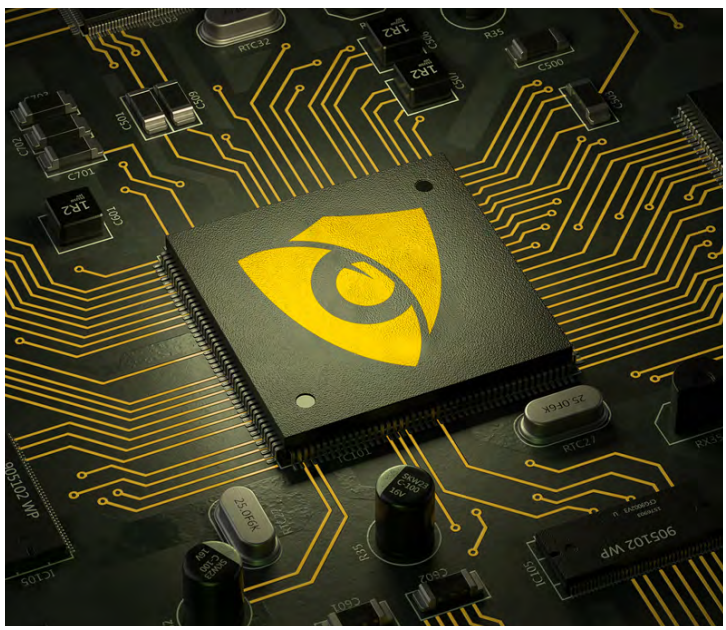
01234567890!@#\$%^&\*()

[DOWNLOAD HERE](#)

## WEIGHTS

- Thin
- Extra-Light
- Light
- Regular
- Semi-Bold
- Bold**
- Extra-Bold**
- Heavy**







**CYBER WEEK SAVINGS**  
Save 35% on a 3-Year Plan

“ My favorite thing about working at Keeper is that I get to work for a company that makes a product that helps people in their daily lives. My co-workers aren't too bad either ;)

**TESS KOSTINER**  
Affiliate Marketing Manager

← **keepersecurity** 🔔 ⋮

**313** Posts   **2,272** Followers   **1,179** Following

**Keeper Password Manager**  
Keeper is the leading cybersecurity platform for preventing password-related data breaches & cyberthreats  
[linktr.ee/KeeperSecurity](https://linktr.ee/KeeperSecurity)  
820 W Jackson Blvd, Chicago, Illinois 60607

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🏠 🔍 + ❤️

#NCSAMtips #BeCyberSmart

**COVER YOUR WEBCAM**

Using LastPass? **SWITCH TO KEEPER**

“ I have used Keeper for 15 years, it's **SIMPLY THE BEST!** ”

**JOIN OUR**

SPRING CLEANING CHECKLIST

2021

Download Keeper

Drink more water

**KEEP YOUR CRYPTOCURRENCY SAFE WITH KEEPER.**

**Switch Your Business Password Manager to Keeper and Save.**  
Plus Receive 1 Month Free!

**KEEPER JOIN OUR TEAM!**

2021 BEST PLACES TO WORK CHICAGO

UPCOMING **INSTAGRAM TAKEOVER**  
TUESDAY, JUNE 16

SKYLAR MCCONNELL

**BACK TO SCHOOL**

**SAVE 30%**  
on Keeper Family Plans

“ Secure. Seamless. Convenient. **BEST** password keeper I've had. ”

**KEEPER**

SWIPE >>>

**DOES YOUR PHONE HAVE SPYWARE?**

#NCSAMtips #BeCyberSmart

**Keeper Password Manager**  
@keepersecurity

How it started   How it's going

**Grow With Us**  
Keeper is hiring for many positions at all three of our offices.

[Apply](#)

SPECIAL OFFER FOR **DATA PRIVACY DAY**  
**35% OFF**  
1-Year Personal & Family Plans

**KEEPER**



IG  
1080x1080px



IG Story & TikTok  
1080x1920px



Note:  
Common logo size in IG is 240x56px.  
Logo padding around artboard is 50px (depending on content). For IG story, common logo size is 300x70px.  
CTA only when requested.

Twitter, FB & LinkedIn  
1200x628px



Note:  
Common logo size in FB is 240x56px. Logo padding around artboard is 50px (depending on content).  
CTA only when requested.

Blog Cover  
646x220px



Note:  
Logo is rarely used because the blog header is in the website. No CTA needed. When designing a blog cover, it also requires the 1200x628 for sharing link in social.







Thank you!

<https://keepersecurity.com>