KEEPER
Cybersecurity Starts Here®

DESIGN BRAND GUIDELINES

5.25.21

MINIMUM DIGITAL SIZE
100 pixels

MINIMUM PRINT SIZE
1 inch

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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

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Do not rotate
or angle

Do not
apply effects

Do not alter
logo colors

Do not
alter font

Do not
alter proportions

Do not
stretch or skew

Do not
apply outlines

Do not use wordmark
without symbol

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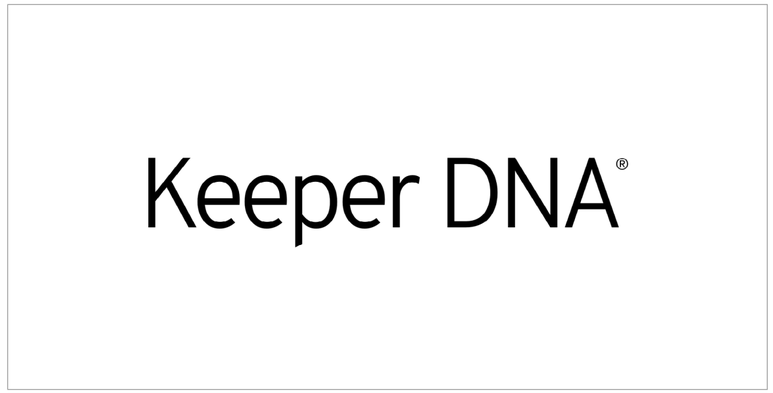

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BLACK
RGB 00, 00, 00
CMYK 75, 68, 67, 90
HEX #000000

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

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OVERPASS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@#$%^&*()

DOWNLOAD HERE

WEIGHTS

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

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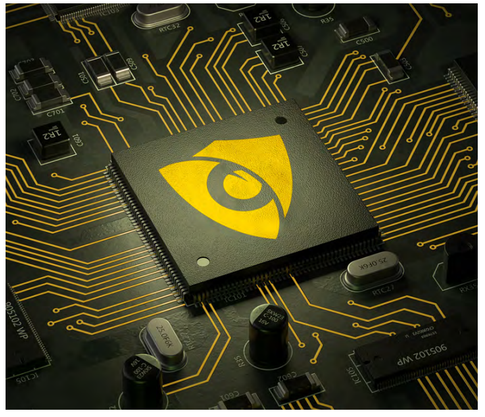

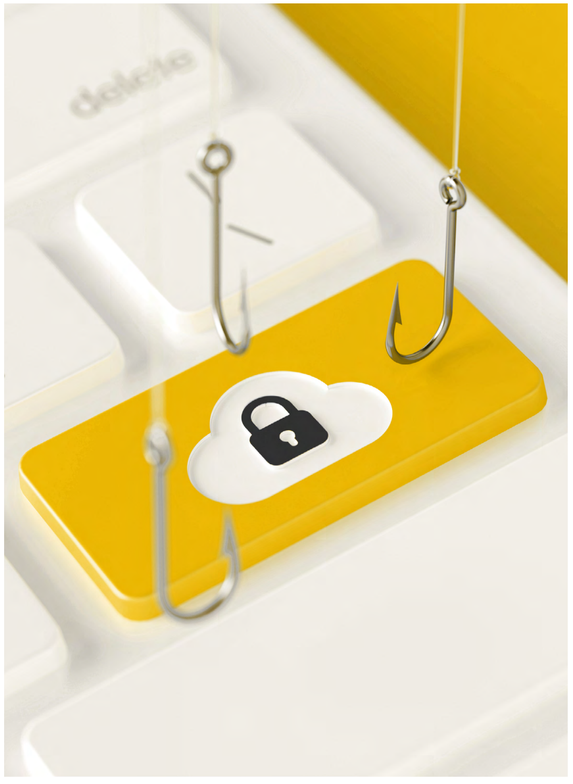

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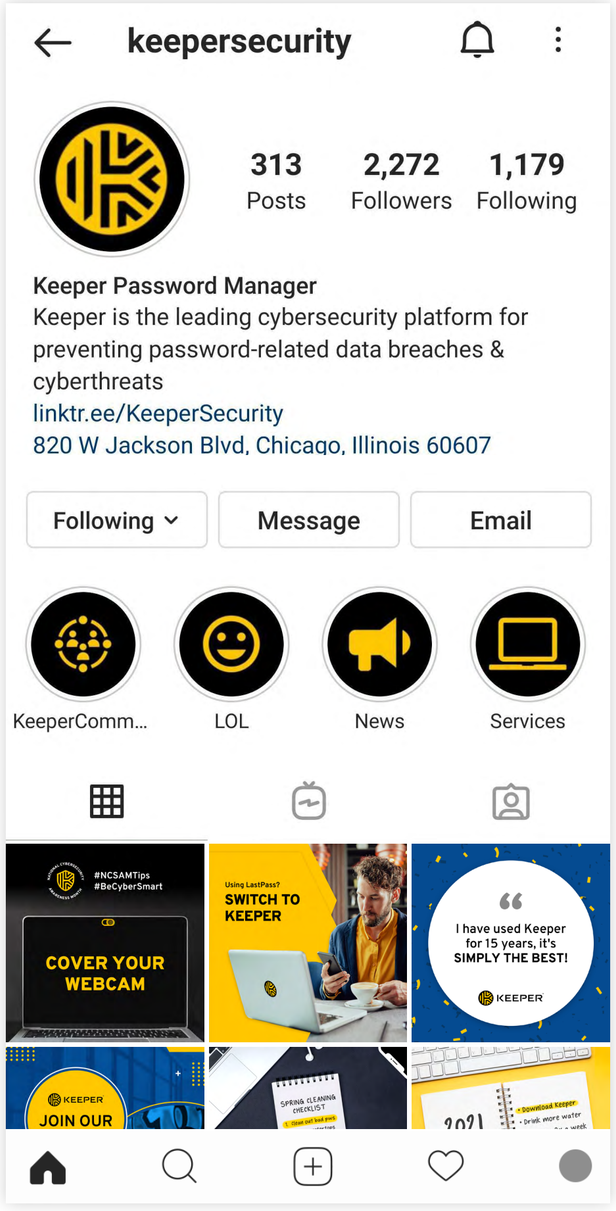

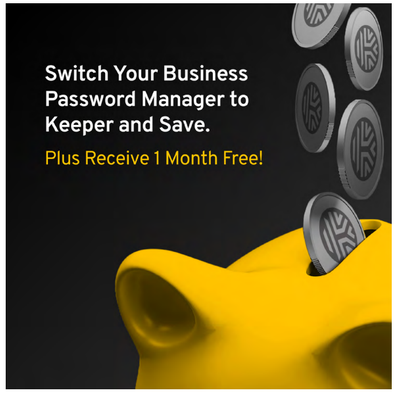

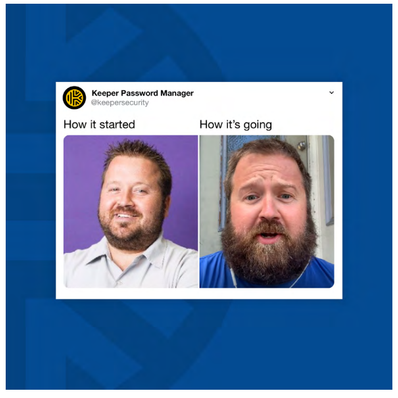

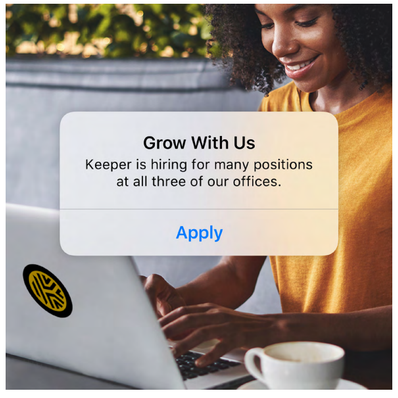

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IG
1080x1080px

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.

IG Story & TikTok
1080x1920px

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.

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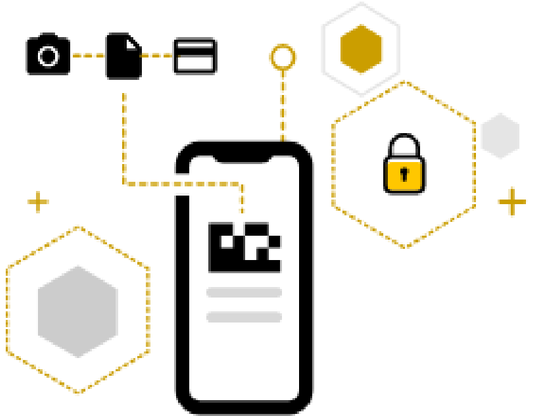

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Thank you!

https://keepersecurity.com