LastPass Brand Guidelines

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What’s Inside

01 Overview
   01.1 Introduction 4
   01.2 Position, Vision, Mission, and Purpose 5
   01.3 Our Tone and Voice 6

02 Identity
   02.1 Primary Logo 8
   02.2 Logo Icon 10
   02.3 Logo Treatments 11

03 Visual System
   03.1 Font Stack 13
   03.2 Color Palette 15
   03.3 Graphic Elements 16
   03.4 Photography 21
   03.5 Creative Examples 23

04 LastPass in Motion
   04.1 Overview 26
   04.2 Logo 27
   04.3 Graphic Elements 28
   04.4 Typography Movement 31
   04.5 Animation Curve 32
   04.6 Creative Examples 33

05 LastPass Insider
   05.1 Lockup 35
   05.2 Graphic Elements 36
   05.3 Creative Examples 37
01
Overview
Introduction

Password management is not only core to our business, it plays an increasingly critical role in our daily lives. Whether you’re an individual or a business of any size, everyone should feel that their data is safe and protected. It’s not about software, it’s about peace of mind. With a high-quality, highly rated product, we have an opportunity to lead the conversation. Simply put, LastPass simplifies life for people and businesses. The way we present ourselves to key audiences should reflect that story.

We created these guidelines to help you champion the LastPass brand. The following pages provide direction for design, messaging and creative work that embodies LastPass.

If you have questions about anything within, please reach out to the LastPass Marketing team on Slack at #lastpass-marketing-team-all or connect via email with your LastPass contact.
Overview

01.2 Position, Vision, Mission, and Purpose

Our Position
Internal messaging that guides our focus.

LastPass gives you one seamless platform that keeps everything essential for work and life secure, yet hyper accessible—so you can move confidently and securely through an always-on world.

Our Mission
An internal rallying cry.

To help you securely accomplish the things that matter with less effort and more peace of mind.

Our Vision
How we see ourselves growing in the future.

Your world: as accessible as it is secure.

Our Purpose
Why we exist.

To help you move confidently and securely through an always-on world.
Our Tone and Voice

Tone

Encouraging, empathetic, confident, reliable, delightful.

We’ll admit it: we’re nerds. We understand technology, security, and the digital world on a deep level. But we’re also human, which means we too have felt that frustration over having to remember thirty-two passwords and the pressure to make each one a brilliant, elusive combination of letters, numbers, and symbols.

So we put our nerd powers to good use, to simplify the complex world of digital passwords and safeguard your digital life. And because we get a kick out of delighting others, we’re sharing it with you.

Voice

We are:
Cleverly humorous
Knowledgeable
Experts
Direct
Relevant
Unrelenting in our quest for security
Transparent
Unabashedly human
Supportive

We are not:
Silly or low-brow
Arrogant
Self-important
Offensive or off-putting
Assumptive or referential
Overeager
Overexplanatory
Naïve or error-prone
Condescending
02
Identity
Our logo is often our first impression, so we want to make it count. Be careful with how you handle its placement. The primary logo is our preferred treatment for the LastPass identity. Logo artwork files provided by LastPass should not be altered in any way.

Go with the Full Color logo where possible. The other logos are for use cases where you need the right contrast.
02.1 Primary Logo Clearance

We don’t want our logo to be lost among other visual elements like type, graphics or symbols. Make sure our logo has just the right amount of space to stand out.

The minimum clearance for our logo is the height of the capital “L” on all sides.
The LastPass icon is reserved for when the logo cannot be used due to space restrictions.

The icon should be consistent, no matter where it appears. Icon artwork files provided by LastPass should not be altered or manipulated in any way.

Approved use includes, but is not limited to, web favicons and social avatars.
We're professionals in our field, and how we treat our logo reflects that.

Our logo should be consistent, no matter where it appears. Logo artwork files provided by LastPass should not be altered or manipulated in any way.

Here are some examples of incorrect treatments of the LastPass logo, which should be avoided. When in doubt, ask your LastPass Marketing contact.
Visual System
Typography is an important aspect of our brand identity, to ensure all of our communications appear consistent.

Neo Sans is the hero font of choice for LastPass, selected due to its rounded, square sans letterforms, and forward-looking personality. There are multiple weights available for use.

Neo Sans is primarily used at headline levels and highlighted callouts. Headline copy should be set at sentence or title case when appropriate. Do not use as all caps or for body copy.

Tracking set at 25 and leading at least 120% (scale as appropriate with font size).

Neo Sans can be activated via Adobe Fonts. Contact your LastPass Marketing contact for any questions.
Acumin Pro is mainly used for subheads and body copy. It should be used for all marketing pieces, online purposes, in presentation materials and print.

Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. It performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

Tracking should be set at 0 and leading set at 140% for body copy.

Acumin Pro can be activated via Adobe Fonts. Contact your LastPass Marketing contact for any questions.
Our core colors are what give us our personality and further unite our brand. When using the colors in print, it is important to always seek Solid Pantone inks. This way, all our materials will be consistent, and our colors will look vibrant and correct. The same color cannot be achieved using standard CMYK printing. Only use CMYK colors when absolutely necessary.

While LastPass Red is the hero, the remaining primary colors and secondary colors support the brand. The secondary colors are used with the icons (page 19), and are brought forward when highlighting marketable moments like password day, or the back to school program for example.
Visual System

03.3 Graphic Elements: Triangle

The rounded triangle can be used on its own, as a text holder, or an image holder. The triangle is meant to be shown tilted or rotated, and typically cropped or bleeding off edge to create a sense of movement and continuity.

The roundedness is meant to be more comforting than a sharp triangle. Scale with approved proportions and use approved LastPass colors.

For examples of the triangle in use, visit the creative examples on pages 23 and 24. An asset pack with graphic elements is available upon request.

Rounded corners are 20% of triangle width. For example, a triangle at 150px wide, will have 30px rounded corners.

60° angle with rounded corners set at 30px
Visual System

03.3 Graphic Elements: Pattern

The triangle pattern is primarily used as a texture. The pattern can consist of a varying number of triangles for smaller or larger patterned areas. The individual triangles can vary in opacity levels, but must stay the same size within their pattern grouping.

The multiply effect can be applied to add depth when necessary (see image overlays). The primary palette can be used on white or black backgrounds, as well as images, while secondary palette can be used on white or images. The monochrome version is meant to be used on red, black, or blue.

For examples of the pattern in use, visit the creative examples on pages 23 and 24. An asset pack with graphic elements is available upon request.
The stroke with rounded corners and edges is meant to be approachable and friendly. Treat the line as seamless or continuous where the beginning and end are not shown (except in animation, or broken for dots or short copy like a URL). The use of dots ties into the LastPass logo, and the loop represents a moment in time when LastPass comes in and provides seamless security for users.

The keyhole icon is our default icon to use in the loop. Other icons may be used on a case by case basis when relevant to specific content.

Feel free to mix and match approved LastPass colors with line styles. Use the equilateral triangle as a guide for creating the loop.

For examples of the line in use, visit the creative examples on pages 23 and 24. An asset pack with graphic elements is available upon request.
The LastPass icons are designed with rounded black strokes. The primary icons feature a rotated triangle, using the secondary color palette, set at 50% opacity. The triangle should vary in rotation and placement to find balance and to ground the icon.

When simplifying is necessary, designers can use judgment to eliminate the triangle.

For examples of the icons in use, visit the creative examples on pages 23 and 24. An asset pack with graphic elements is available upon request.
Our set of graphic elements should not be treated in unapproved combinations. While there is plenty of flexibility within these elements, please take care to not alter in ways that do not reflect the LastPass brand.

Here are some examples of incorrect treatments of the graphic elements, which should be avoided. When in doubt, ask your LastPass Marketing contact.

- Do not add the pattern within a triangle holding an image
- Do not add the pattern within a solid triangle
- Do not distort the triangle
- Do not add images into a pattern grouping
- Do not shift placement of pattern grid by resizing, layering or rotating triangles within a pattern grouping
- Do not mix primary and secondary colors within a pattern grouping
- Do not distort the triangle loop within the line, use in a secondary color or adjust the scale of the icon
- Do not create new line angles, alter stroke width, have sharp corners or flat ends
- Do not use primary colors with the icon triangles
Imagery for LastPass should represent our lives holistically. We believe that our “digital life” is really just “life” and therefore we need to capture and have access to photography that can solve for use cases across the spectrum.

Whether you’re at home, in an office, traveling with family and friends or just living your life, LastPass is always keeping our customers, business or consumer, secure behind the scenes. With that in mind we will lean into relatable, real and immersive lifestyle photography.
In addition to the photography principles defined on the previous page, we have the opportunity to select and curate images to feature a dominate brand red. This can be achieved through image selection or manually adjusted in post production. These small but subtle details help build equity in our brand palette and reinforce the brand language.

The pop of red does not have to be in every image, but should be at least in the primary placement, i.e. header image, PPT cover, etc. The red could be the primary color in the whole image, or as subtle as nail polish or a coffee cup.
IDENTIFYING A SOLUTION

LastPass.com

From Passwords to Passwordless

Addressing the password problem so employees work more securely.

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04
LastPass in Motion
04.1 Overview

Our on-screen animations should move quickly – but not too quickly. Each message should be clearly conveyed without rushing or lagging. Movement, scaling, opacity, and rotation can be combined to best fit the space and create a more dynamic experience.

The aim is to breathe life into rigid forms beyond basic fading or scaling. Motion should be finessed to give a nuanced, realistic, and natural feel. Our focus should be on how the most important assets are highlighted and connect to the next moment, simply and fluidly.
LastPass in Motion

04.2 Logo

This is our standard logo animation and should not be altered in any way.

For specific use cases where another version is needed, please contact the LastPass Marketing Team.

An asset pack with animation elements is available upon request.
04.3 Graphic Elements: Triangle

In Summary:

- Triangle shapes should rotate from the center of shape. Take care to optically align center to ensure balance and avoid wobbling.

- Singular triangles should move in the direction in which one of the tips is pointing. Never against a flat edge.

An asset pack with animation elements is available upon request.
04.3 Graphic Elements: Line

In Summary:

- Lines should animate in one direction from off-screen and follow the path out of the screen.
- Lines should always have a rounded cap (not a flat edge).

An asset pack with animation elements is available upon request.
Find opportunities to move the image, so it doesn’t feel stale and lifeless. Use scaling, X and Y movement, and easing.
04.4 Typography Movement

- Typography animation should feel effortless and smooth. As a rule of thumb, supers for video should be short and concise.
- When animating text, it should move left-right, up-down but never on an angle.
- When animating text blocks, you can animate each word up. But never by character.

Protecting you at every turn.

LastPass removes obstacles, letting you get back to the things you love most.

Example from below (click to animate)

Example from the side (click to animate)

After Effect key frames should be placed 20 frames apart at 24 FPS

Outgoing Velocity: 20%
Incoming Velocity: 100%
04.5 Animation Curve

**Entrance Easing**
For assets coming on-screen

**Exit Easing**
For assets going off-screen

**Movement Easing**
For assets from one position to another while on-screen
How elements move depends slightly on what the element is. Photos and shapes can scale, change opacity, and rotate in a manner best fitting for the space following guidelines.

Timing and duration of an animation depends on the size of the elements and the distance it covers.

If there are several elements or animation stages, a clear-cut sequence should be defined. As few elements as possible are animated simultaneously.

Movement, scaling, opacity, and rotation can be combined to create a more dynamic experience.
05
LastPass Insider
The Insider lockup utilizes colors and visual components that are representative of the LastPass look & feel, but in a way that gives Insider its own identity. Insider lockup artwork files provided by LastPass should not be altered in any way.

Use the Primary lockup where possible. The other lockups are for use cases where you need the right contrast.

The descriptor provides a quick overview of the Insider program and can be used in or alongside visual assets.

Premium previews, sneak peaks and scoops.
Remaining consistent with the overarching LastPass brand, the color scheme for LastPass Insider utilizes a combination of black, LastPass light blue, and white.

Graphically, the Insider triangle cluster is a design element specific to Insider. These three triangles identify Insider as such and should only be used when designing Insider assets. Do not alter the position or rotation of this triangle lockup.

The LastPass line has been made identifiable as an Insider asset with the use of a star icon inside the line’s triangle. This star treatment should only be used when creating Insider assets, not for any other LastPass utilization.
Please note: If the LastPass logo is present, as on the email header (left), the Insider creative should not include the logo. Alternately, when the LastPass logo is not within close proximity to an Insider asset, include the LastPass logo. In this case, the LastPass logo and the Insider lockup should exist separately within layout, as shown in the alternates.

In accordance with the guidelines for LastPass photography previously stated in this guide, all imagery used for Insider should have a pop of red in some kind of predominant placement, in addition to exuding a sense of collaboration.

What’s new...

In our latest research, businesses ranked password management as the most important IAM technology. With this information, our team has been laser-focused on efforts to develop and improve password management features for customers like you.

For Admins...

- Additional helpdesk admin access
- Enable certain users to act as an admin for specific requests like resetting master passwords and managing users and groups.
- Granular controls on the users table