



LastPass

Welcome to our brand

July 11, 2025

Brand and Creative Marketing | Corporate Marketing

Visual identity: Logo

About our logo

Primary logo

This is our primary logo and should be used in most instances.
Always use the logo files provided in the logo suite.

The image shows the LastPass logo in a bold, red, sans-serif typeface. The word "Last" is followed by "Pass", with the "P" being slightly larger and more prominent. The entire logo is centered horizontally on the right side of the slide.

Approved color variations

Logo

Below are the approved logo color variations. There must be high contrast and the logo should always be perfectly legible. The logo can only be shown in LastPass Red, White, or Black. Whichever color is chosen will depend on the background color.

The LastPass logo is displayed in a vibrant red color against a plain white background.The LastPass logo is displayed in a bold black color against a plain white background.The LastPass logo is displayed in a clean white color against a solid red background.The LastPass logo is displayed in a clean white color against a solid black background.

Clear space

Logo

Clear space is an invisible buffer around the logo artwork that protects its legibility and integrity. No visual elements should be placed inside of it. The margin should be the height of the LastPass symbol. This rule applies to any logo variation.

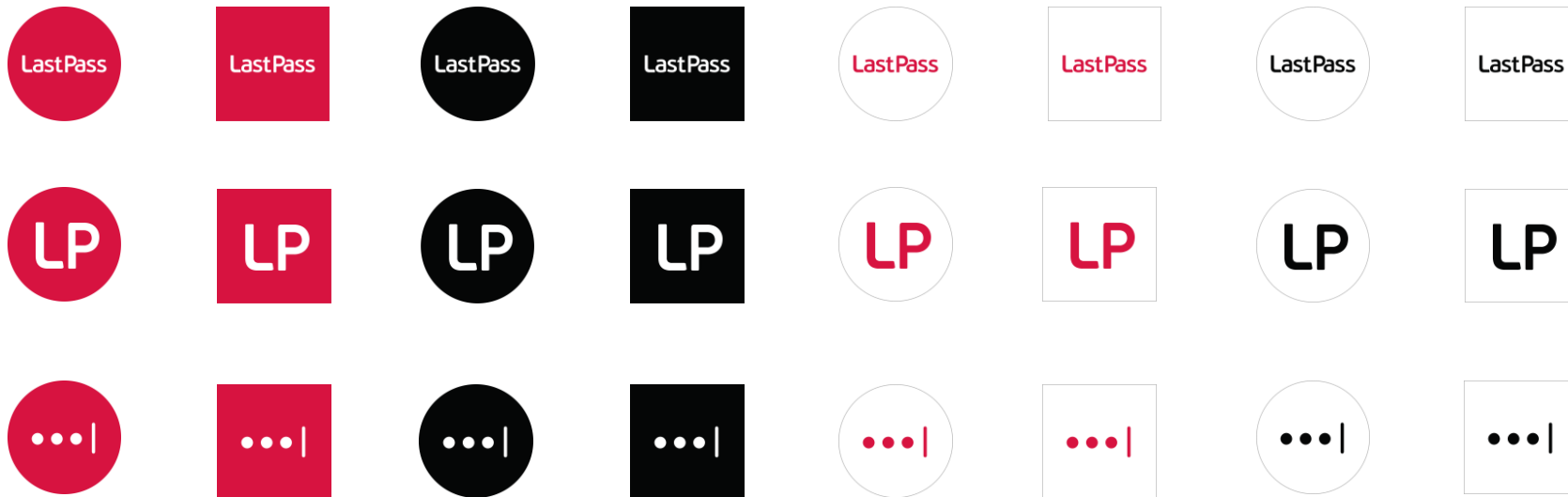
Clear space: 1x the height of the "L"

The minimum size protects the clear legibility of our logotype. The LastPass symbol in any logo variation can never be displayed under 16 pixels for digital (at 72dpi).



LastPass identifiers

Logo



What not to do

Logo

Always use approved artwork in correct colors when working with our logo. Do not alter our logo in any way.



Do not rotate the logo



Do not distort the logo



Do not outline the logo



Do not apply different colors other than specified



Do not put the logo on an unapproved branded background color as this goes against our accessibility guidelines



Do not put the logo on a solid background color that isn't approved



Do not change the logo layout



Do not add effects to the logo



Do not add a product name with the logo



Do not place the logo on a busy background pattern, busy image, or illustration



Do not put the logo in a containing shape



Do not use the old logo

Text-based Lockups

Logo

When executing text-based lockups, always use the leg of the 'L' from the LastPass logo as the primary unit of measurement for horizontal spacing.



Logo lockups

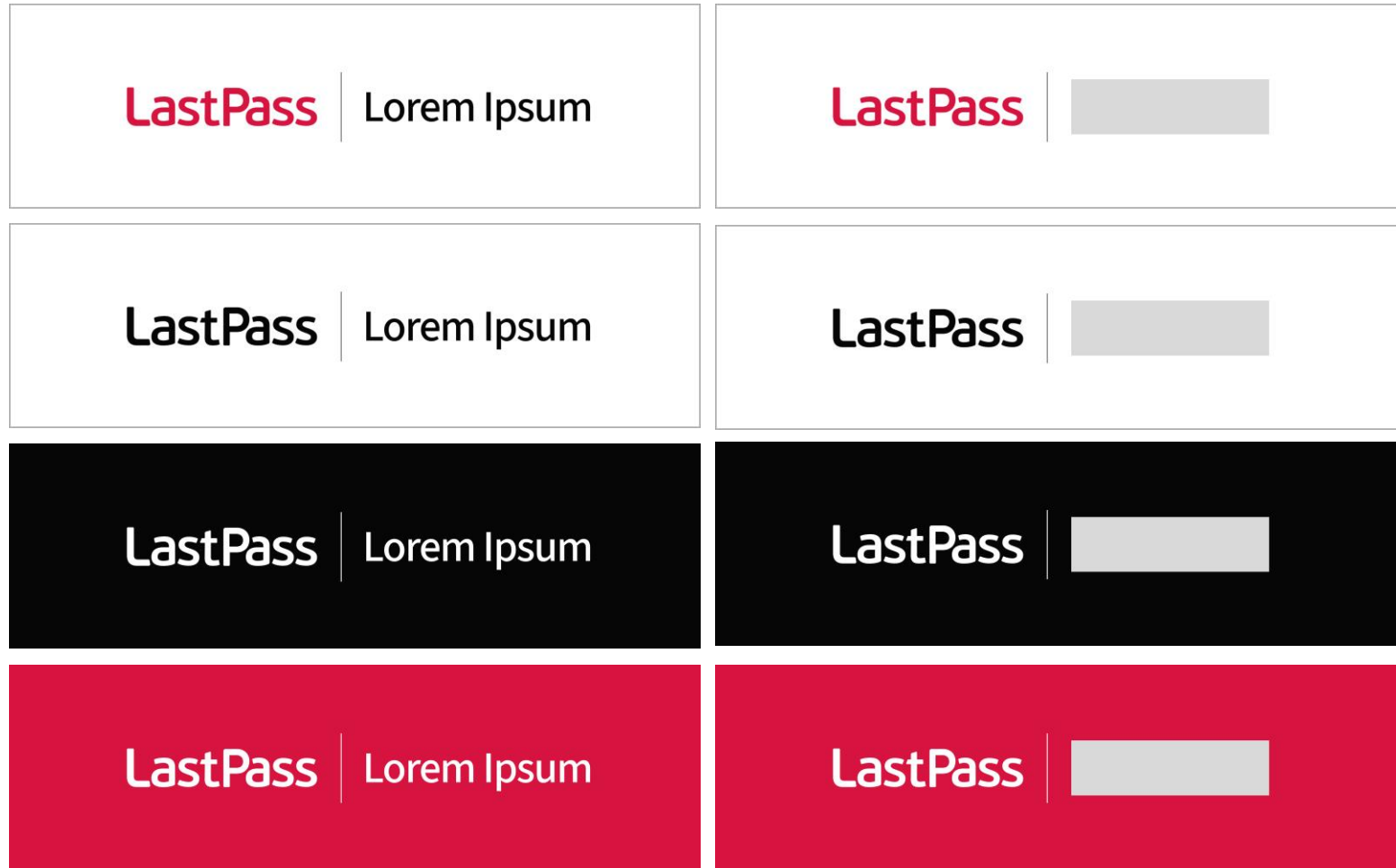
Logo

When executing logo lockups, always use the leg of the 'L' from the LastPass logo as the primary unit of measurement for horizontal spacing.



Lockups: What to do

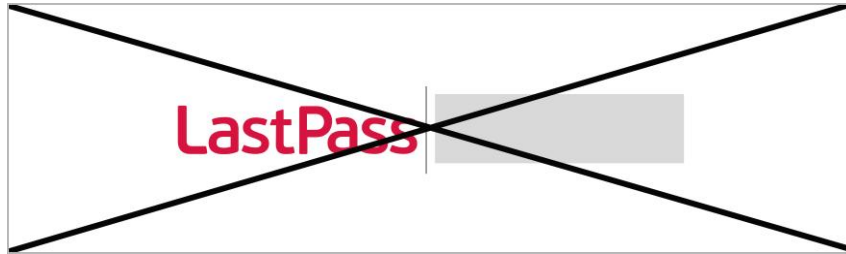
Logo



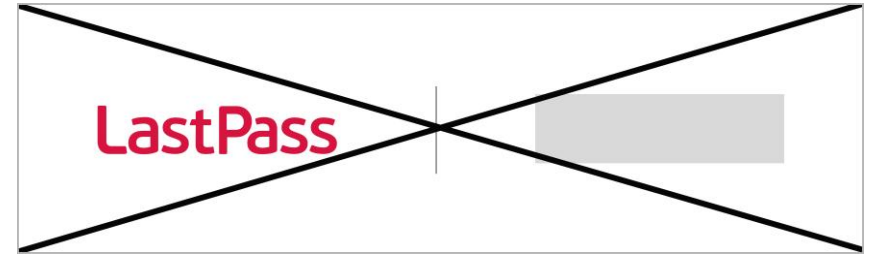
Lockups: What not to do

Logo

Always use approved artwork in correct color when working with all logos and co-brand lockups.
Do not alter the co-branding lockups in any way.



Do not place the logos closer than the width of the LastPass “L”



Do not place the logo further away than the width of the LastPass “L”



Do not stack the logos or the text



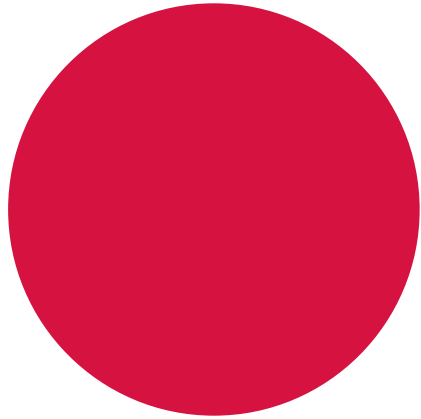
Do not use a vertical layout

Visual identity: The color palette

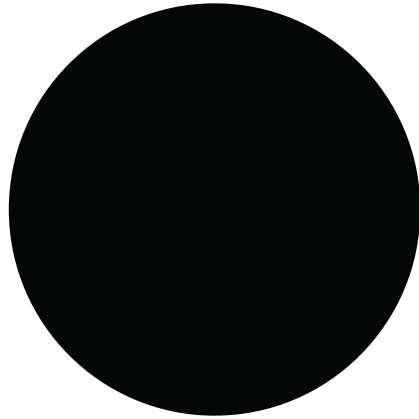
Primary color palette

Color

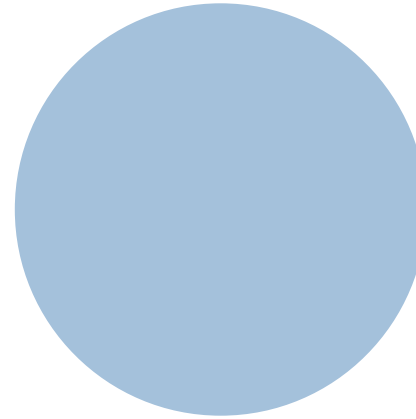
Our primary color palette is the main color palette that represents the LastPass Brand.



LastPass Red



LastPass Black



LastPass Icy Blue

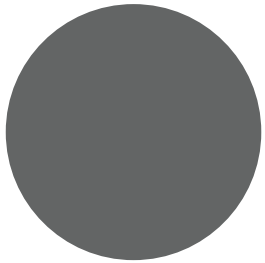


LastPass White

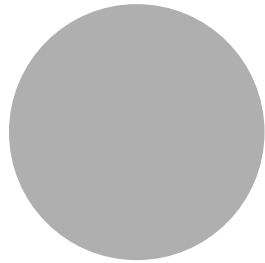
Neutral color palette

Color

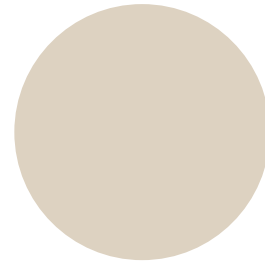
Our neutral color palette resides within the primary palette and serves to complement the bolder colors. These hues subtly enhance designs without overpowering them, guiding the consumer's visual flow. They can also take on primary roles as needed, adding sophistication and versatility to the overall design aesthetic.



Dark Gray



Light Gray



Medium Beige

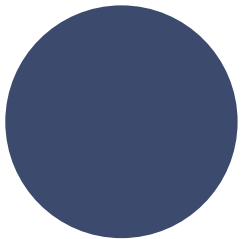


Light Beige

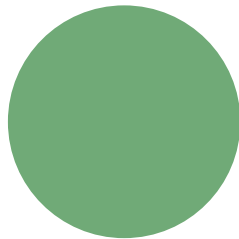
Secondary color palette

Color

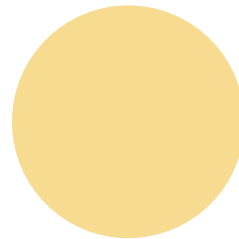
The secondary color palette should always be paired with one of our primary colors to ensure brand consistency.



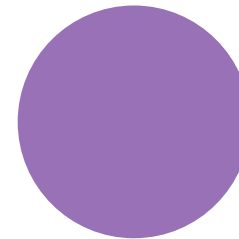
Blue



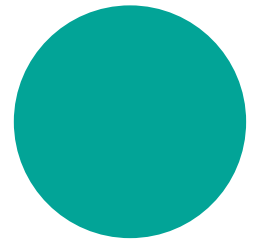
Green



Yellow



Purple



Teal

Tints and shades

Primary

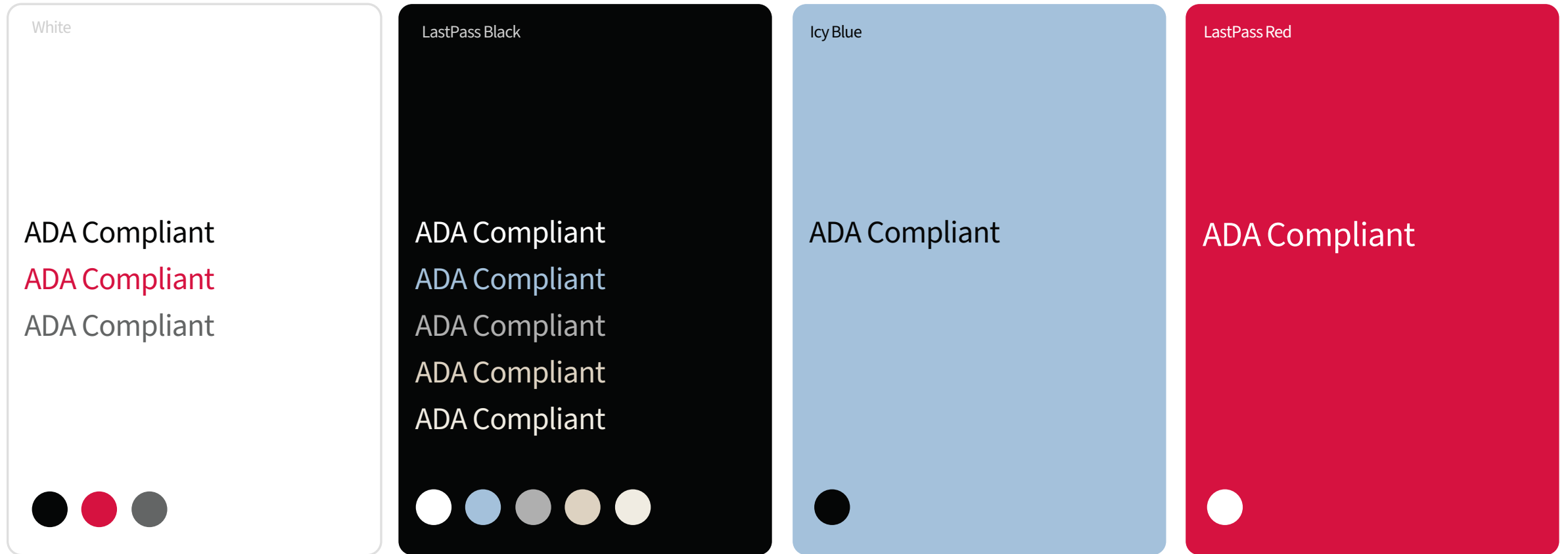
LastPass Red	#D71340	Icy Blue	#A5C1DC	Dark Gray	#646565	Light Gray	#B0B0B0	Medium Beige	#DDD2C1	Light Beige	#F0ECE4
50	#FFF0F1	50	#F3F7FB	50			#F5F6F6	50			#F9F6F3
100	#FFE3E5	100	#E5ECF4	100			#E6E7E7	100			#F0ECE4
200	#FFCB02	200	#D0DEED	200			#D0D1D1	200****			#DDD2C1
300	#FFA0AD	300****	#A5C1DC	300			#B0B0B0	300			#CDBCA4
400	#FF6B83	400	#8AACD0	400			#878889	400			#B89D7F
500	#FC375B	500	#6E91C3	500			#6C6D6E	500			#A98666
600****	#D71340	600	#5B7AB5	600****			#646565	600			#9C765A
700	#C50B3A	700	#5069A5	700			#4F4F4F	700			#82604C
800	#A50C38	800	#455888	800			#454545	800			#6A4F42
900	#8D0E36	900	#3B4A6D	900			#3C3D3D	900			#574137
950	#4F0219	950	#282F43	950			#262626	950			#2E211C
				1000			#050606				

Secondary

Blue	#3B4A6D	Green	#70AA77	Yellow	#F6DB91	Purple	#9971B6	Teal	#02A497
50	#F3F7FB	50	#F1F8F1	50	#FEF9EC	50	#F8F7FB	50	#EFFEFB
100	#E5ECF4	100	#DEEEDD	100	#FBEECA	100	#F3EFF8	100	#C8FFF3
200	#D0DEED	200	#BEDCBF	200****	#F6DB91	200	#E8E2F2	200	#91FEEA
300	#A5C1DC	300	#93C297	300	#F2C765	300	#D7CBE7	300	#53F5DD
400	#8AACD0	400****	#70AA77	400	#EDAC32	400	#C1ADD8	400	#1FE2CB
500	#6E91C3	500	#43864E	500	#E68C1A	500	#AABBC7	500	#07C5B2
600	#5B7AB5	600	#316A3B	600	#CC6913	600****	#9971B6	600	#02A497
700	#5069A5	700	#275530	700	#A94914	700	#8B63A5	700	#077E76
800	#455888	800	#214428	800	#8A3A16	800	#714F88	800	#0B645F
900****	#3B4A6D	900	#1C3823	900	#713116	900	#5E4270	900	#0E534F
950	#282F43	950	#0F1F13	950	#411707	950	#3D2A4B	950	#003331

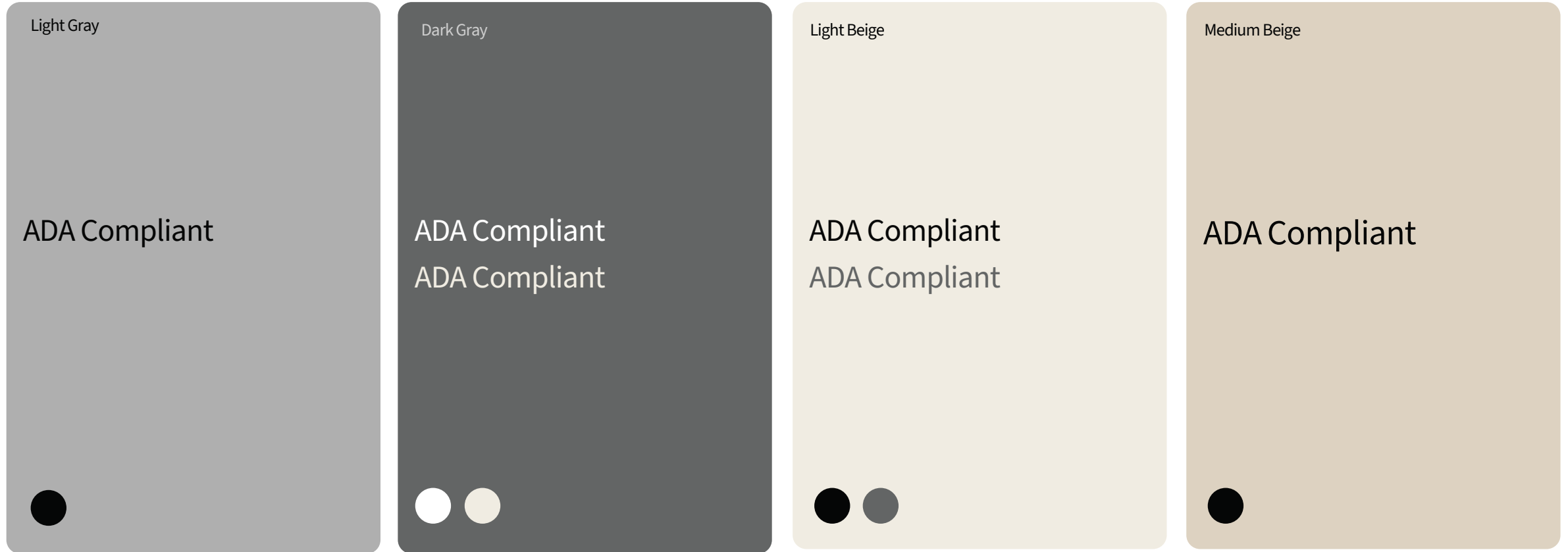
Primary color accessibility

Color palette



Neutral color accessibility

Color palette



Visual identity: Typography

Our typeface

Typography

Source Sans 3
Source Sans 3
Source Sans 3
Source Sans 3
Source Sans 3

Source Sans 3

Typography

HEADLINE FONT

Source Sans 3 - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Source Sans 3 - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Source Sans 3 - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Source Sans 3 - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BODY FONT

Source Sans 3 - Regular - 24pt

Lorem ipsum dolor sit amet,
adipiscing elit, sed do eiusmod
tempor incididunt ut labore et.

Source Sans 3 - Medium - 15pt

**Sed ut perspiciatis unde omnis iste natus
error sit voluptatem accusantium dolorem-
que lauda ntium, totam rem aperiam, eaque
ipsa quae ab illo inventore veritatis et quasi
architecto beatae vitae dicta sunt explicabo.**

Source Sans 3 - Regular - 12pt

Sed ut perspiciatis unde omnis iste natus error sit
voluptatem accusantium doloremque lauda
ntium, totam rem aperiam, eaque ipsa quae ab
illo inventore veritatis et quasi architecto beatae
vitae dicta sunt explicabo.

Source Sans 3 - Regular - 10pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud exercitation ullamco
laboris nisi ut aliquip ex ea commodo consequat. Duis aute
irure dolor in reprehenderit in voluptate velit.

Thank You!