

LastPass... |

LastPass Brand Guidelines

V1.2 July 15, 2022



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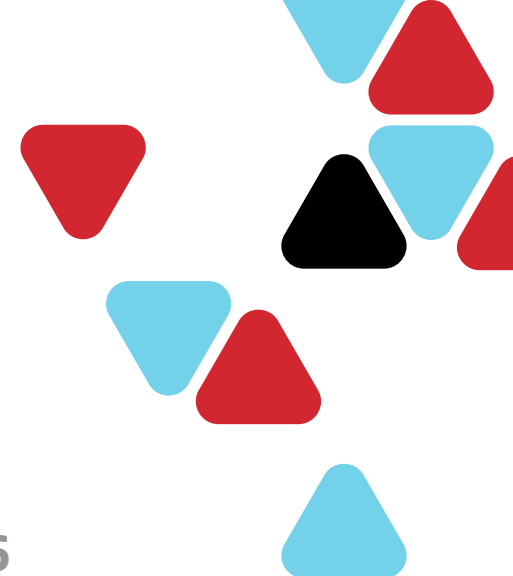
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01

Overview



Overview

01.1 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.



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.

01.3 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



Identity

02.1 Primary Logo

Full Color

The primary logo consists of the word "LastPass" in a bold, sans-serif font. "Last" is black and "Pass" is red. To the right of "Pass" are three red dots, followed by a vertical red bar.

Black

The logo rendered in black, showing the word "LastPass" followed by three dots and a vertical bar.

Grey

The logo rendered in grey, showing the word "LastPass" followed by three dots and a vertical bar.

White

The logo rendered in white, set against a solid black rectangular background. It shows the word "LastPass" followed by three dots and a vertical bar.

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.

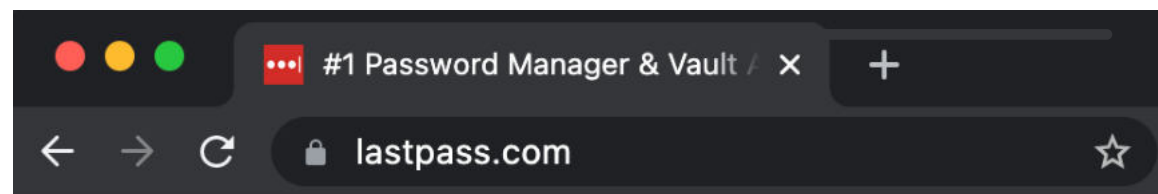
Go with the Full Color logo where possible. The other logos are for use cases where you need the right contrast.

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.

02.3 Logo Treatments



✘ Do not distort the logo



✘ Do not reconfigure elements



✘ Do not alter colors



✘ Do not use non-approved colors



✘ Do not apply gradient



✘ Do not outline the logo



✘ Do not add drop shadows



✘ Do not change the size relationship between elements



✘ Do not detach the icon

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.

03

Visual System



03.1 Font Stack: Neo Sans

Neo Sans
Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()?**

Neo Sans
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()?**

Neo Sans
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()?

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.

03.1 Font Stack: Acumin Pro

Acumin Pro
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()?**

Acumin Pro
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()?

Acumin Pro
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()?

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.

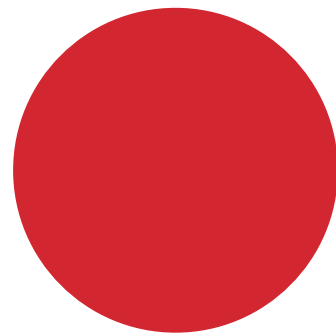
Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. It performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

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

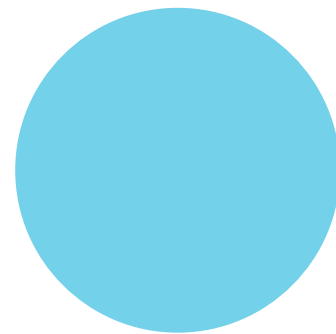
Acumin Pro can be activated via Adobe Fonts. Contact your LastPass Marketing contact for any questions.

03.2 Color Palette

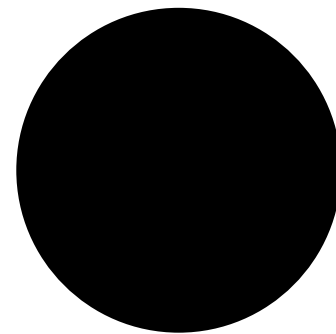
Primary Colors



LastPass Red
PMS 1795 C
C:0 M:96 Y:82 K:1
R:210 G:38 B:48
#D22630

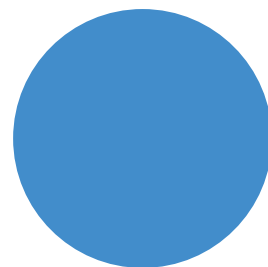


LastPass Light Blue
PMS 0821 C
C:47 M:0 Y:7 K:0
R:116 G:209 B:234
#74D1EA

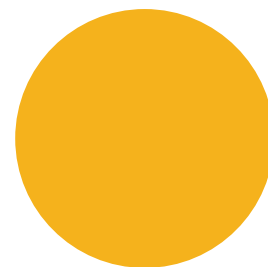


Black
PMS Process Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

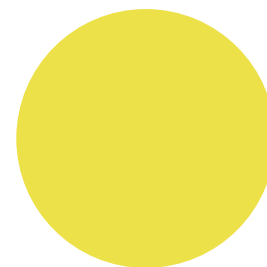
Secondary Colors



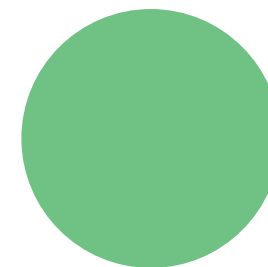
LastPass Secondary Blue
PMS 2143 :72 M:35 Y:0 K:0
R:66 G:141 B: 203
#428DCB



LastPass Secondary Orange
PMS 4008 C
C:3 M:32 Y:100 K:0
R:244 G:178 B:27
#F4B21B



LastPass Secondary Yellow
PMS 603 C
C:9 M:4 Y:84 K:25
R:237 G:255 B:75
#EDE148



LastPass Secondary Green
PMS 2248 C
C:57 M:0 Y:64 K:0
R:112 G:195 B:133
#70C385

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.

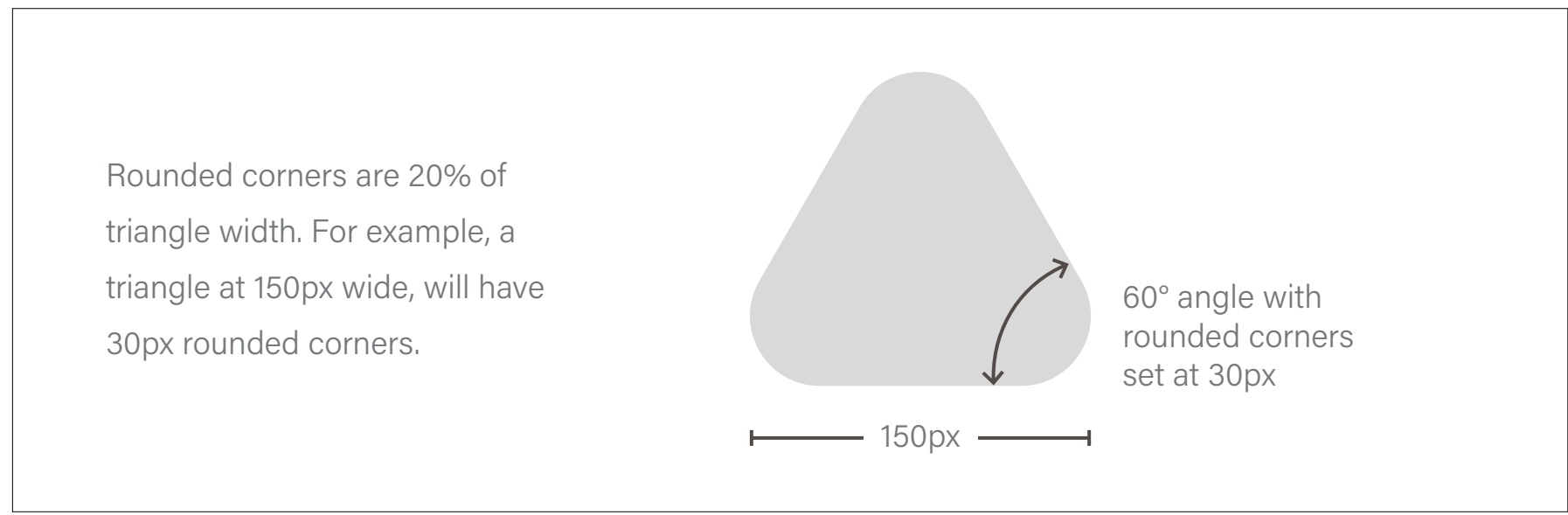
03.3 Graphic Elements: Triangle



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.

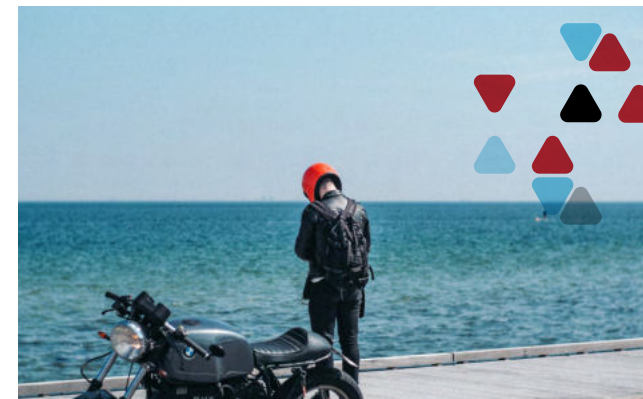
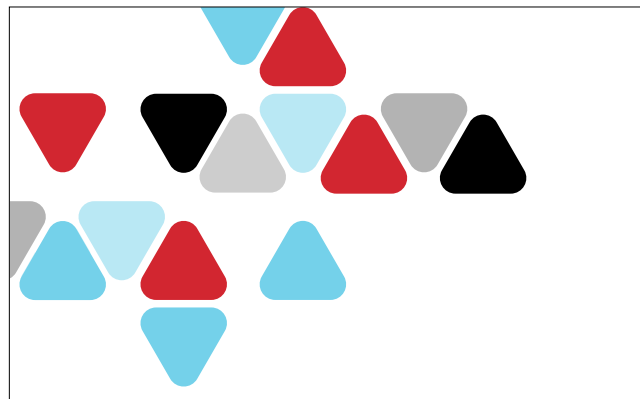
The roundedness is meant to be more comforting than a sharp triangle. Scale with approved proportions and use approved LastPass colors.

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.



03.3 Graphic Elements: Pattern

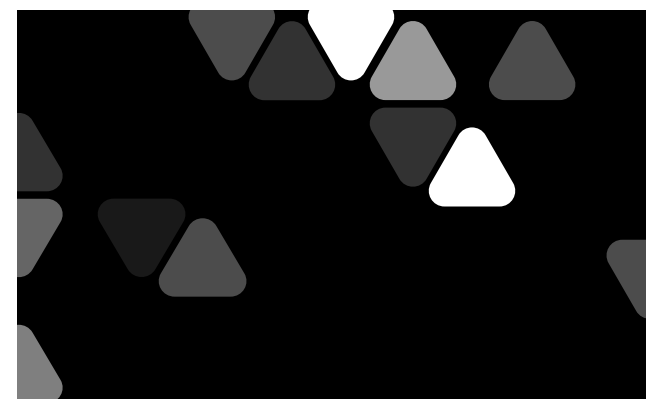
Primary Palette



Secondary Palette



Monochrome



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.

03.3 Graphic Elements: Line

Standard Line



Optional addition of dots and icon



Optional addition of short copy



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.

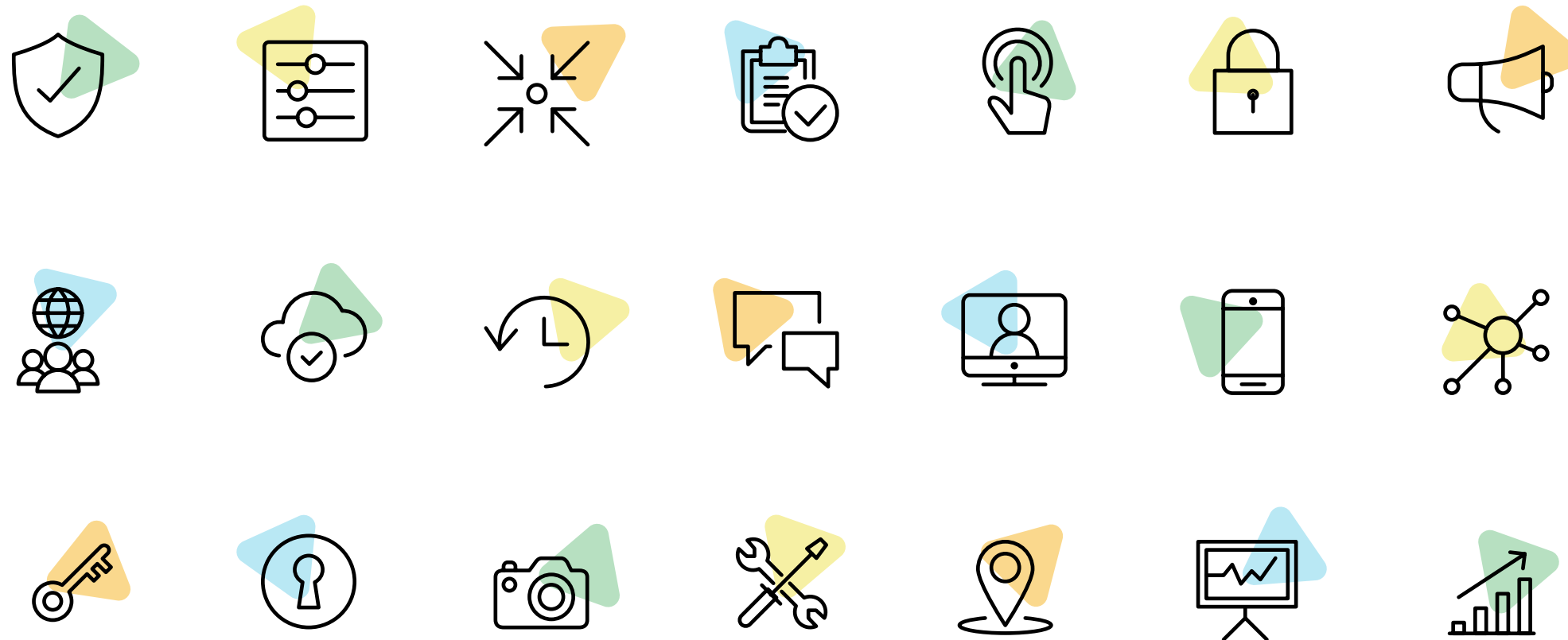
The keyhole icon is our default icon to use in the loop. Other icons may be used on a case by case basis when relevant to specific content.

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.

03.3 Graphic Elements: Iconography

Primary



Secondary



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.

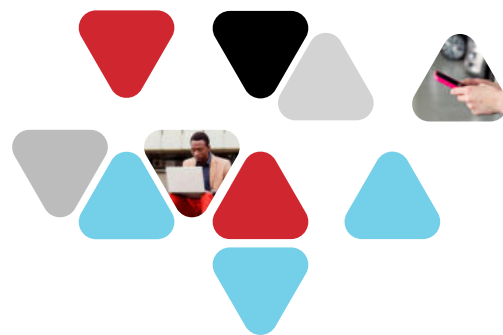
When simplifying is necessary, designers can use judgment to eliminate the triangle.

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.

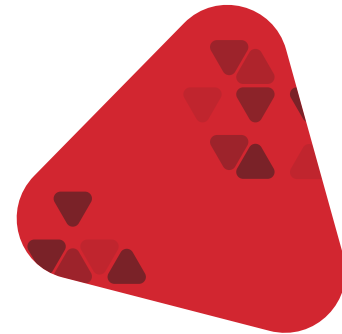
03.3 Graphic Elements Treatment



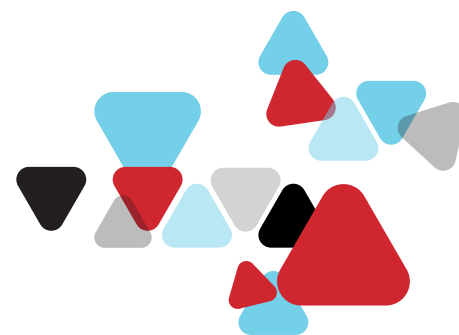
✗ Do not add the pattern within a triangle holding an image



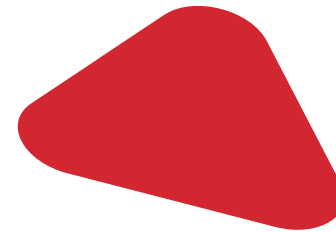
✗ Do not add images into a pattern grouping



✗ Do not add the pattern within a solid triangle



✗ Do not shift placement of pattern grid by resizing, layering or rotating triangles within a pattern grouping



✗ Do not distort the triangle



✗ 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

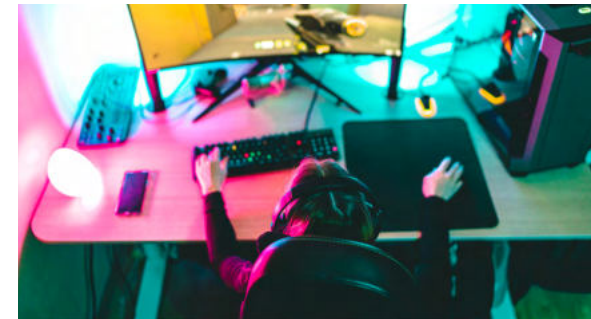
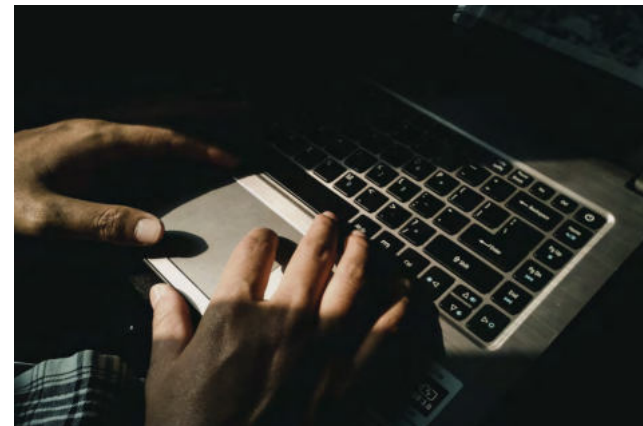


✗ Do not use primary colors with the icon triangles

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.

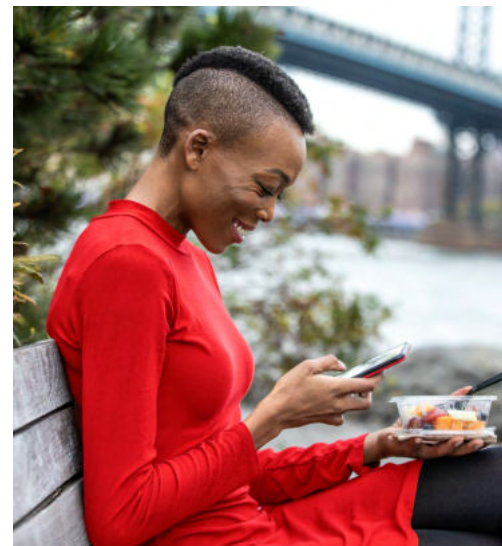
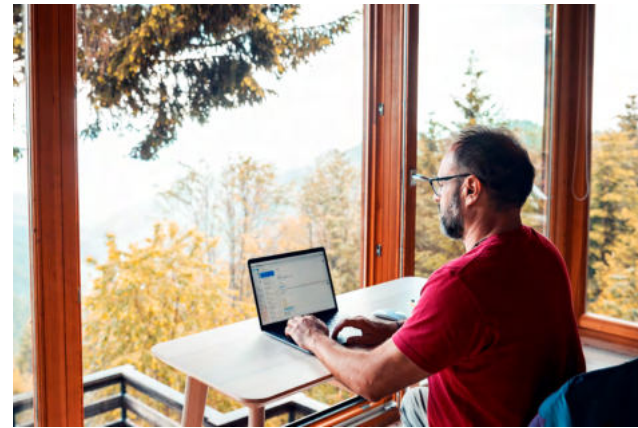
03.4 Photography



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.

03.4 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.

Visual System

You manage your travel plans, we'll manage your passwords.

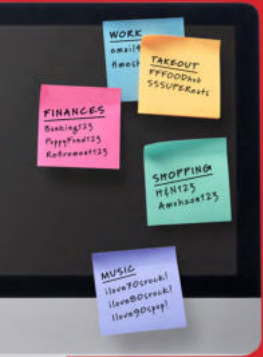


LastPass... |

LastPass... |

There are better ways to manage your family's passwords.

Start Free Trial

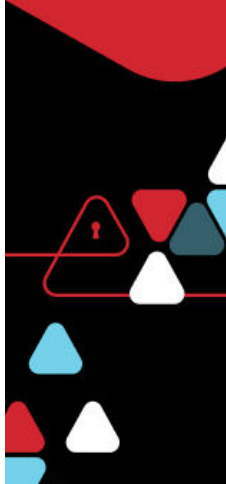


LastPass... |

No more forgetting and resetting.

Passwordless is possible.

Learn More




LastPass... |

We'll remember your passwords.

You remember who delivers the best Pad Thai.



Start Free Trial



LastPass... |

Spend less time on passwords and more time on life.

Passwordless is possible.



LastPass... |

41% of employees are inconvenienced by passwords.

Passwordless is possible.

Learn More

LastPass... |



End password resets at work.

Passwordless is possible.

LastPass... |


Keep IT focused on valuable tasks, not password resets.

Passwordless is possible.





LastPass... |

N1cE new p@\$\$w0rd. NOw tRy to r3memb3r it.



His sales skills are strong. His password game is weak.

LastPass... |



LastPass... |


Remember sunsets, not passwords.

Learn More

LastPass... |

Your family's digital life is precious. Protect it with a single, secure password.

Start Free Trial



03.5 Creative Examples



From Passwords to Passwordless

Addressing the password problem as employees work from anywhere.

DIAGNOSING THE PASSWORD PROBLEM

Current identity and access management landscape

Within the current identity and access management landscape, there's clear room for improvement when it comes to security. Just under a fifth (18%) of IT and security professionals report that their organization's current solution(s) is fully secure and doesn't require improvement, leaving a lot to be desired for the remaining four fifths.

Perceived Security of Current Identity and Access Management Solution(s)

Category	Fully secure and doesn't require improvement	Relatively secure and requires some improvement	Not very secure and requires significant improvement	Not at all secure and requires a complete overhaul
Total: 750	18%	32%	39%	11%
Education: 65 (Private & Public)	15%	35%	40%	10%
Financial Services: 72	20%	30%	35%	15%

Benefits of passwordless authentication for IT infrastructure

69%	58%	54%	53%	48%	3%
Increasing security	Eliminating risk	Saving time	Gaining more control and visibility	Saving costs	No benefit



LastPass

From Passwords to Passwordless

Passwordless authentication enables employees to securely authenticate into their work without typing a password.

Is going passwordless the right solution for businesses tackling the password problem?

To find out, LastPass by LogMeIn partnered with market research specialist Vanson Bourne to understand the current state of passwords in organizations today, and how these trends are driving passwordless authentication models moving forward.

IT agrees: PASSWORDS ARE A PROBLEM.

- 95% believe there are risks to using passwords, notably password reuse.
- 85% agree that their organization should reduce the number of passwords used on a daily basis.

Businesses see the benefits of passwordless authentication, for both IT and employees.

IT department benefits:	Employee benefits:
69% Increasing security	65% Authenticating quicker
58% Eliminating risk	57% Remembering fewer passwords
54% Saving time	53% Conveniently accessing work from anywhere

Weekly time spent managing users' password and log in information has increased 25% since 2019.

2020	5 HOURS
2019	4 HOURS

For, there are perceived risks in getting started with passwordless authentication.

- 43% note the initial financial investment required to migrate.
- 41% see the storage of data required for passwordless authentication as a challenge.
- 40% are concerned with the initial time needed to move to passwordless authentication.

Are passwords and passwordless: FULLY EXCLUSIVE?

Are passwords being eliminated completely, or will there be a combination of a passwordless login experience coupled with password management?

- 85% believe passwords are not going away completely.
- 92% see passwordless authentication in their organization's future.

VERDICT:

Businesses operate remotely and employees work from anywhere, how do we address the password problem?

Report: From Passwords to Passwordless, for insights based on security professionals across the United Kingdom, France, Australia, Singapore and the United States.

Ready to go passwordless?

Learn How

LastPass

Security, Simplified for your Business

SOLUTION OVERVIEW

LastPass Business: Password Management with Advanced Multi-Factor Authentication (MFA)

When your passwords cause 80 percent of data breaches, it's clear that passwords alone won't protect your business. How can you ensure critical information is secure without adding friction for users? Employees understand the need for security, but they expect technology to be simple, convenient, and fast. As a result, businesses are more challenged than ever to secure passwords and manage authentication across a remote hybrid environment without disrupting end users.


LastPass reduces friction for employees while increasing control and visibility for IT with a password management and multi-factor authentication solution that is easy to manage and effortless to use. With combined password management and multi-factor authentication, businesses can secure all web logins, while adding a layer of security on other endpoints to lock down every access point to their business.

LastPass Business

LastPass Business delivers Password Management to empower employees to generate, secure, and share credentials seamlessly while providing valuable insight and control to Admins and ensuring protection through LastPass zero-knowledge security infrastructure.

LastPass Advanced Multi-Factor Authentication

LastPass Multi-Factor Authentication secures every access point to your business. From cloud and legacy apps to VPNs and workstations, LastPass MFA adds an additional layer of security on top of your endpoints to maximize security.



- Password management and multi-factor authentication
- Comprehensive security controls
- Flexible integrations
- Easy user management and reporting

These features deliver the control businesses require and the convenience users expect:

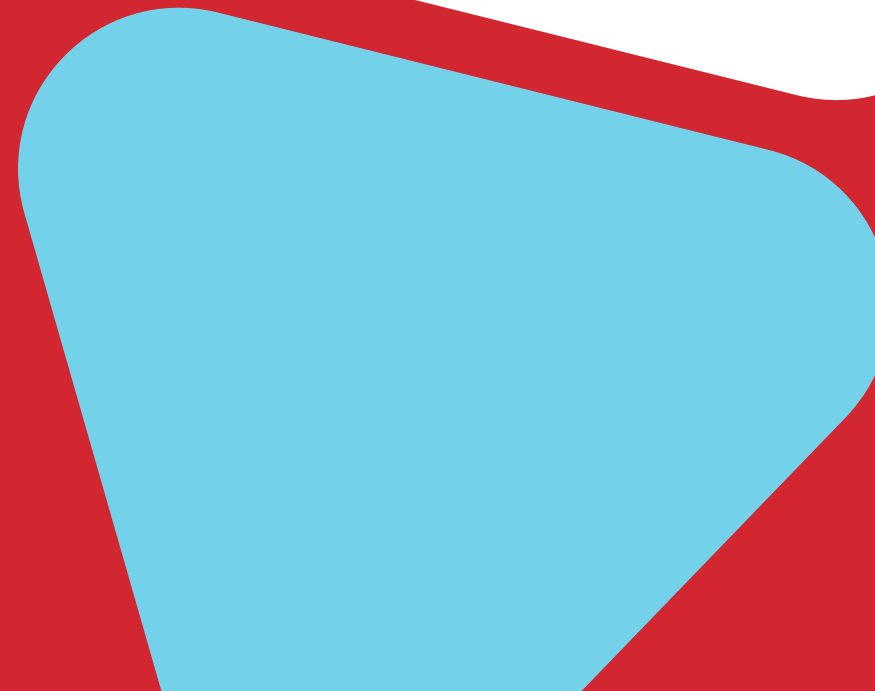
- Central Admin Console** - The admin dashboard offers automated user management, policies, diagnostic dashboards and more.
- Universal Password Management** - Simplify access to all apps as well as generate and automatically capture, store, and fill credentials for any login.
- User Directory Integrations** - Automate onboarding and offboarding, group management and more with AD, Azure AD, Okta, OneLogin, or a custom API.
- 100+ Security Policies** - Enforce best practices and control password behavior across the business.
- Detailed Security Reports** - The actions to individuals with automated, detailed reporting that helps your business maintain compliance.
- Secure Password Sharing** - Give teams a flexible, safe way to share access to apps without sacrificing accountability or security.
- Dark Web Monitoring** - LastPass monitors your employees' accounts and sends them an alert if information is compromised to keep their accounts safe.
- Advanced Multi-Factor Authentication** - Access to the LastPass Authenticator application that secures cloud and legacy apps, VPNs, and workstations with passwordless access. Granular geofencing, time and IP address policies to enable admin control and increase security.
- Single Sign-On** - Make critical business tools accessible to employees with simplified access to up to three cloud applications.
- Families as a Benefit** - Employees will be provided a personal LastPass account, including 5 additional licenses to share with their family or friends, granting password protection with LastPass.

Additional Offerings:

- LastPass Advanced Single Sign-On** - LastPass Single Sign-On simplifies employee access to an unlimited number of cloud applications, while streamlining provisioning cloud applications for IT, all in the same application that they trust to store their passwords. With single sign-on for top priority apps, and password management to capture and secure everything else, LastPass protects every access point and conveniently connects employees to their work.

04

LastPass in Motion



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.



04.2 Logo



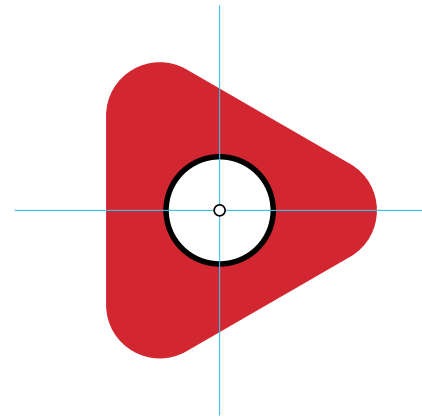
(click to animate)

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

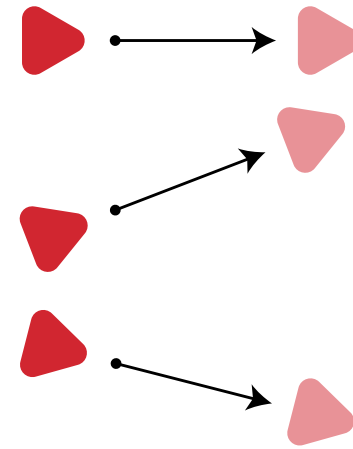
For specific use cases where another version is needed, please contact the LastPass Marketing Team.

An asset pack with animation elements is available upon request.

04.3 Graphic Elements: Triangle



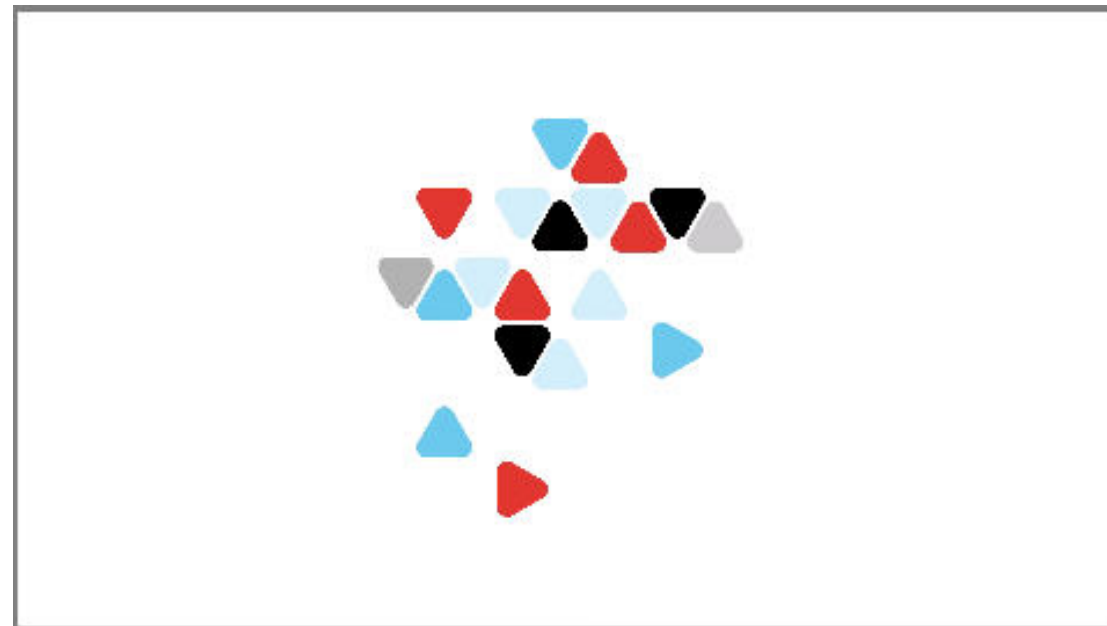
Rotate from center



Move in direction of tip



Triangle rotation (click to animate)



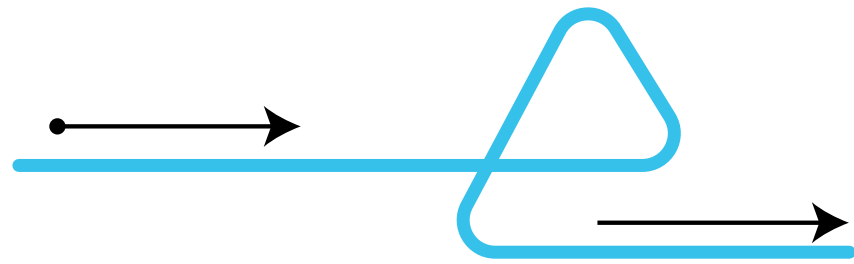
Pattern (click to animate)

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.

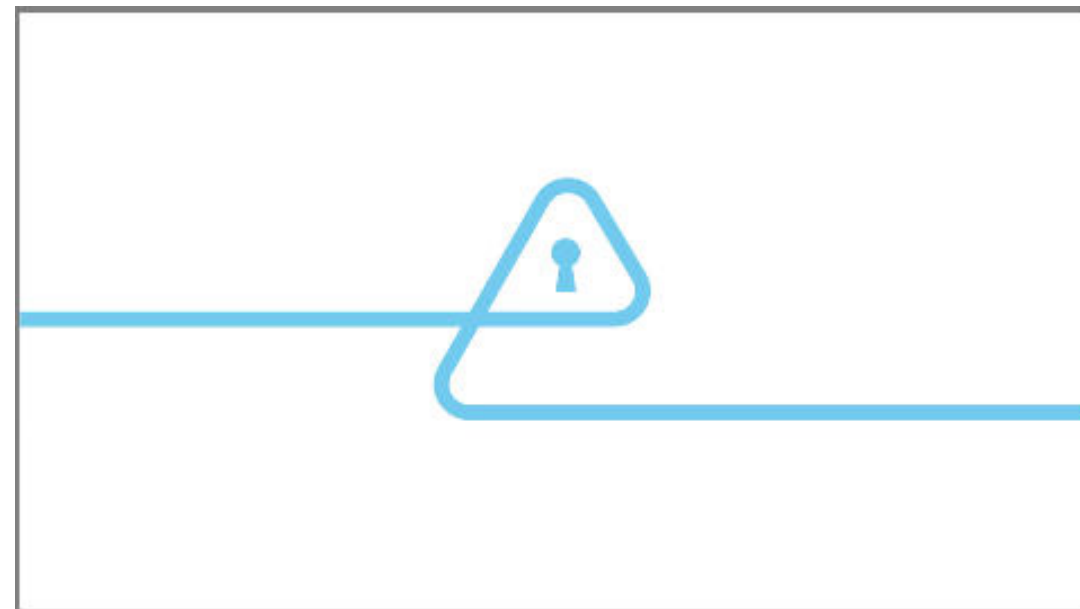
04.3 Graphic Elements: Line



Animates in one direction



Rounded cap



Line with icon (click to animate)

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.

04.3 Graphic Elements: Images

Find opportunities to move the image, so it doesn't feel stale and lifeless. Use scaling, X and Y movement, and easing.



Image example 1 (click to animate)



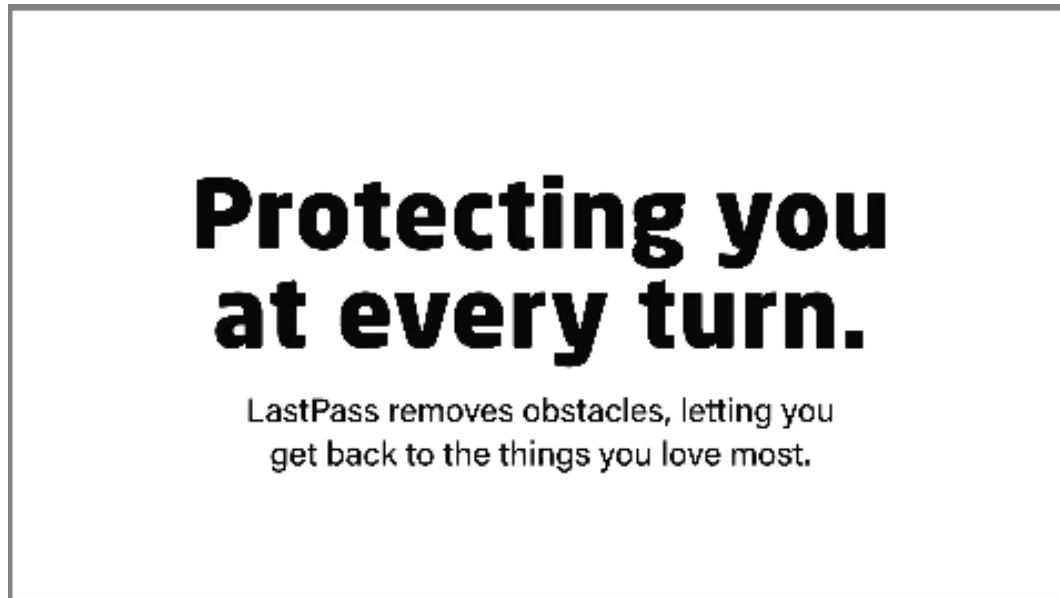
Image example 2 (click to animate)



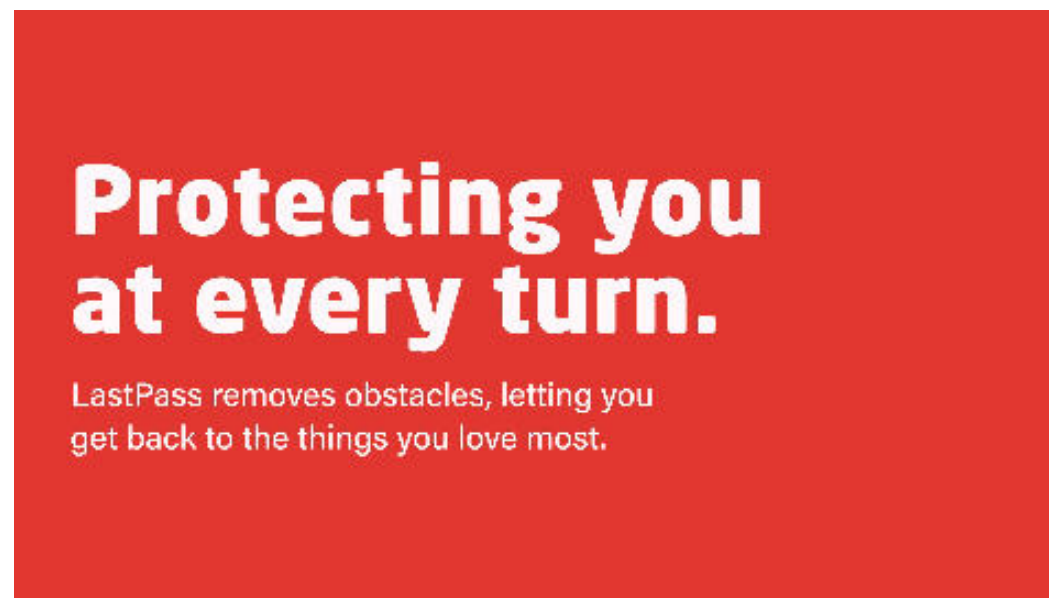
Image example 3 (click to animate)

04.4 Typography Movement

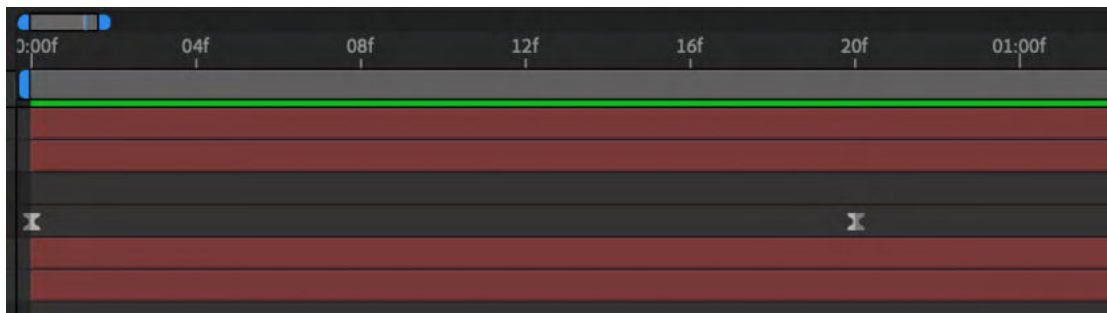
- Typography animation should feel effortless and smooth. As a rule of thumb, supers for video should be short and concise.
- When animating text, it should move left-right, up-down but never on an angle.
- When animating text blocks, you can animate each word up. But never by character.



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

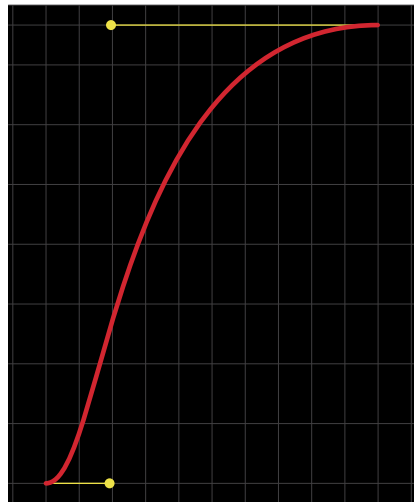


Outgoing Velocity: 20%
Incoming Velocity: 100%

04.5 Animation Curve

Entrance Easing

For assets coming on-screen



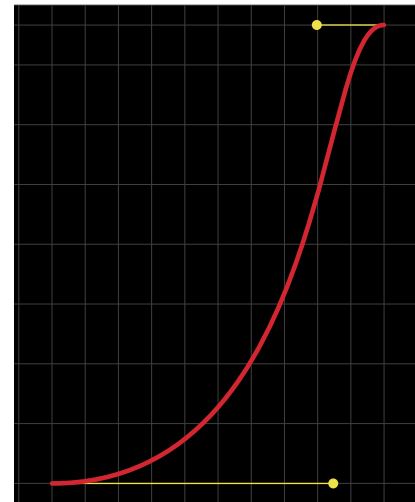
Outgoing Velocity: 20%
Incoming Velocity: 85%



(click to animate)

Exit Easing

For assets going off-screen



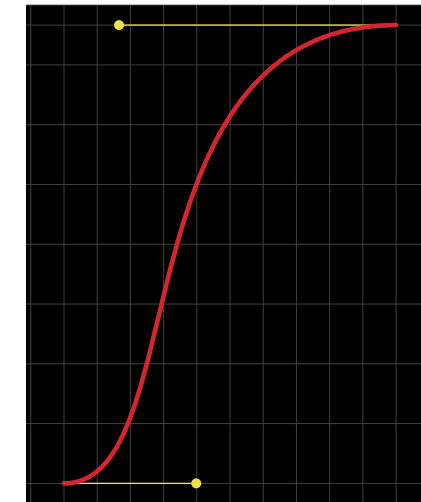
Outgoing Velocity: 85%
Incoming Velocity: 20%



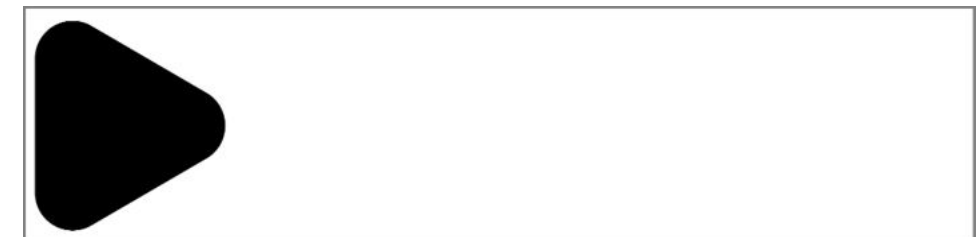
(click to animate)

Movement Easing

For assets from one position to another while on-screen



Outgoing Velocity: 40%
Incoming Velocity: 85%

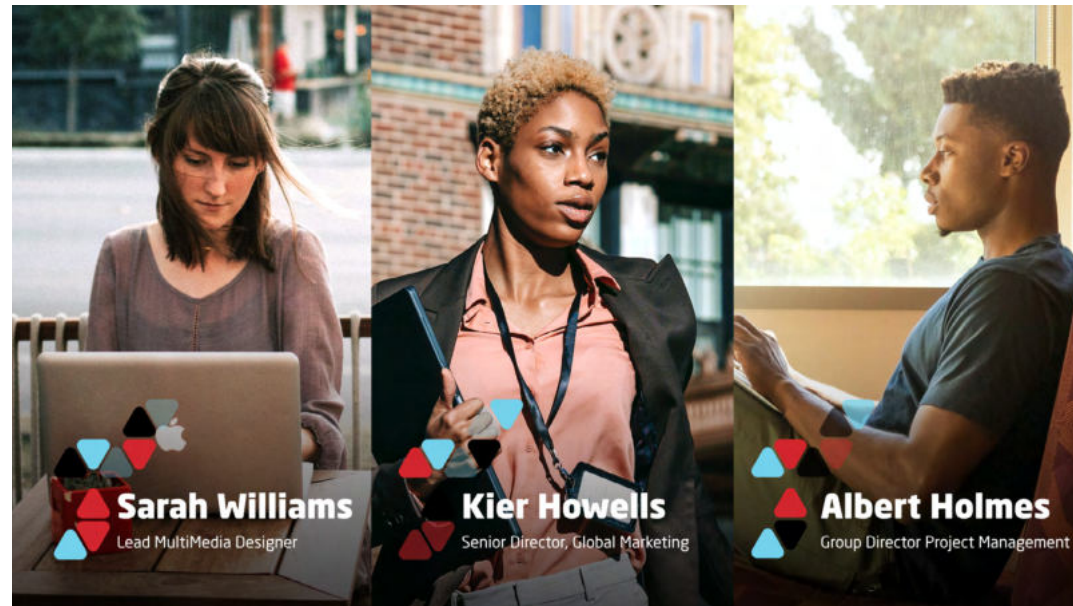


(click to animate)

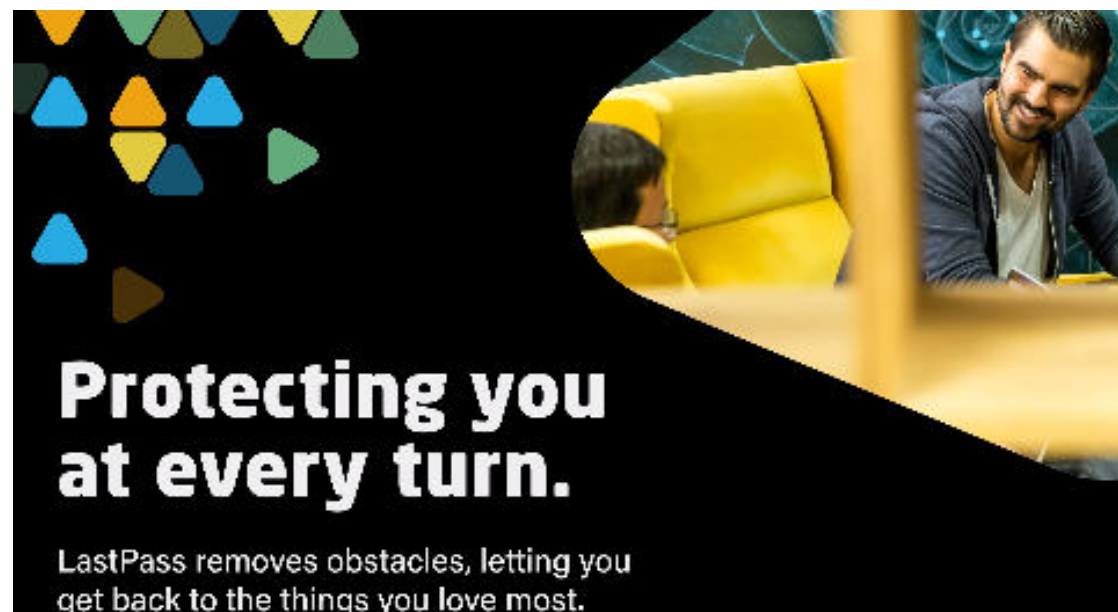
04.6 Creative Examples



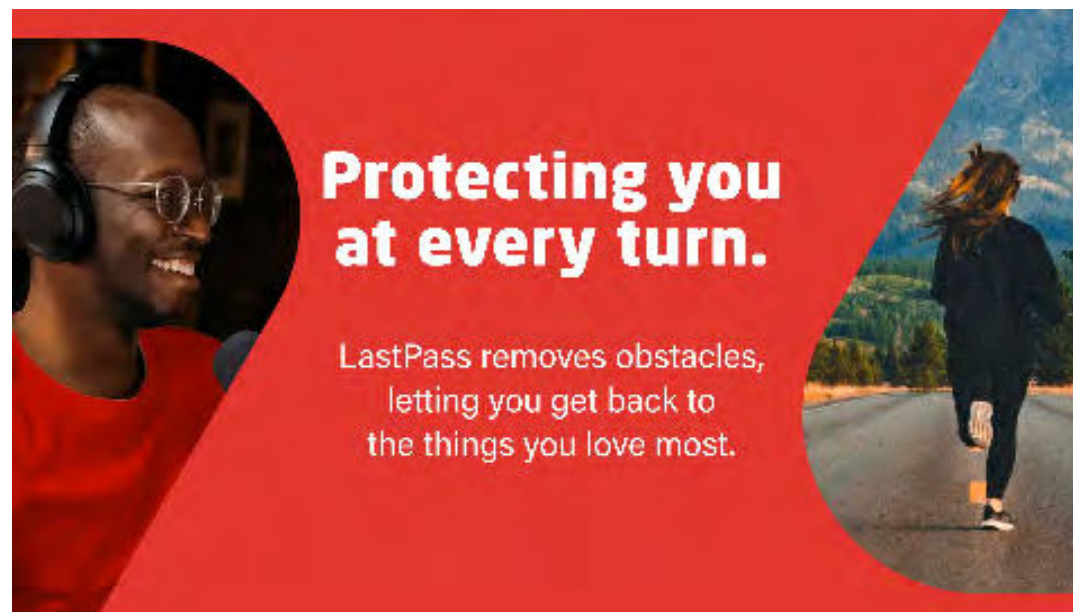
Lower third (click to animate)



Lower third with multiple names (still shown)



(click to animate)



Multiple images with text (click to animate)

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



05.1 Insider Lockup and Descriptor

Primary



Secondary



Descriptor

Premium previews, sneak peaks and scoops.



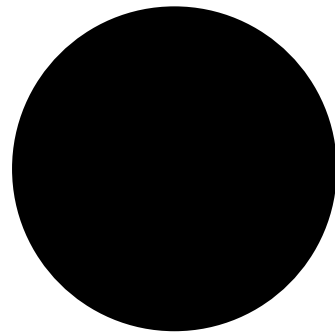
The Insider lockup utilizes colors and visual components that are representative of the LastPass look & feel, but in a way that gives Insider its own identity. Insider lockup artwork files provided by LastPass should not be altered in any way.

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

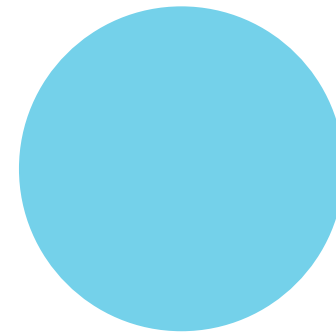
The descriptor provides a quick overview of the Insider program and can be used in or alongside visual assets.

05.2 Insider Graphic Elements

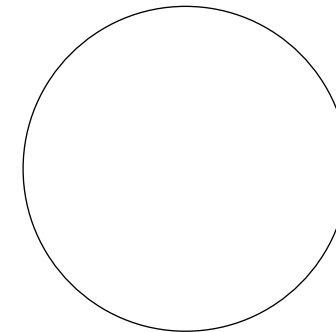
Colors



Black
PMS Process Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

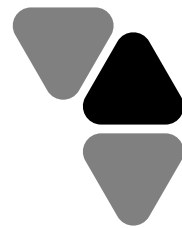


LastPass Light Blue
PMS 0821 C
C:47 M:0 Y:7 K:0
R:116 G:209 B:234
#74D1EA

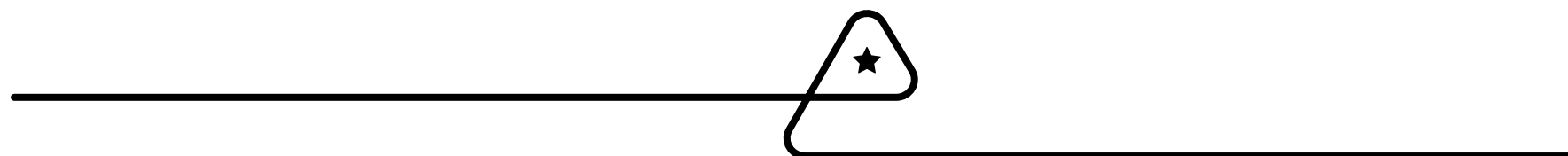


White
PMS Process White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#ffffff

Insider Triangle Cluster



Star Line

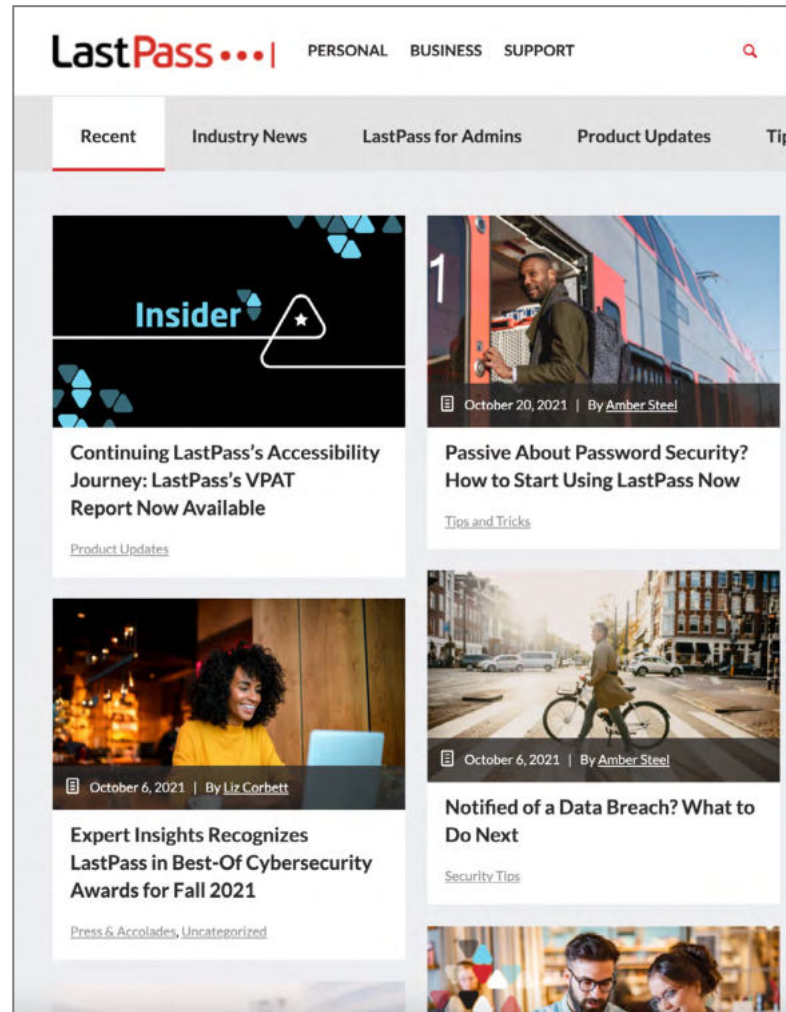
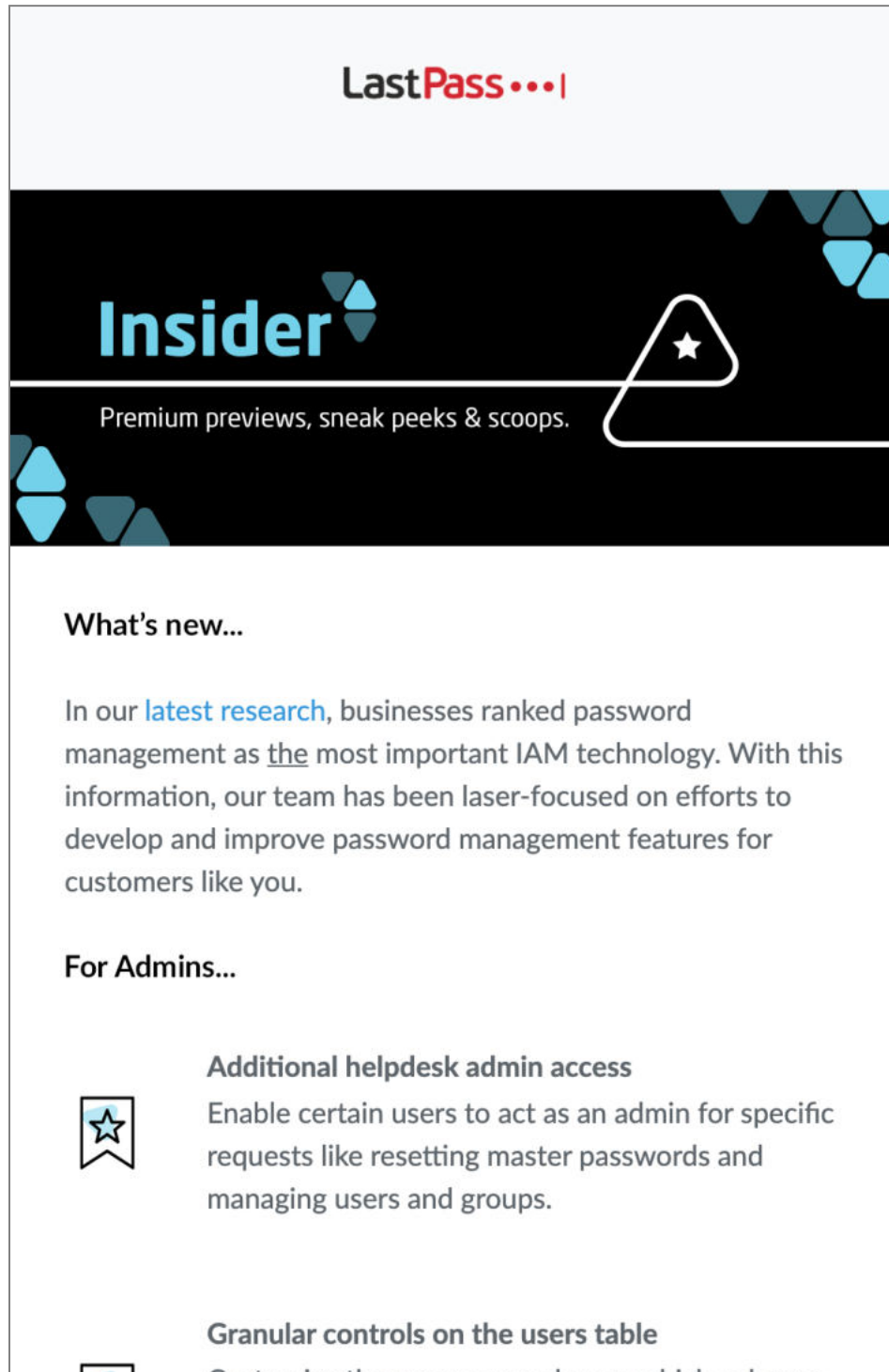


Remaining consistent with the overarching LastPass brand, the color scheme for LastPass Insider utilizes a combination of black, LastPass light blue, and white.

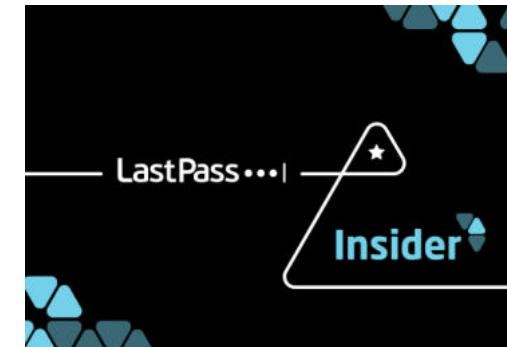
Graphically, the Insider triangle cluster is a design element specific to Insider. These three triangles identify Insider as such and should only be used when designing Insider assets. Do not alter the position or rotation of this triangle lockup.

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.

05.3 Creative Examples



Alternate



Alternate



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.



LastPass... |