Dashlane iOS Assets

Guidelines for App Publishers

Contents:

1. About Dashlane
2. Dashlane App Icon
3. Third Party Developer assets

1. About Dashlane

Dashlane is *the world's best password manager & secure digital wallet*. Behind this short description lies the Dashlane's powerful form-filling and automatic login technology that transforms how Dashlane users browse the internet—and how they shop online. Dashlane automates online registration and shopping, making purchases possible without having to fill long forms. It works on every website and every major browser, on Mac, PC Android and iOS. All the while making users more secure.
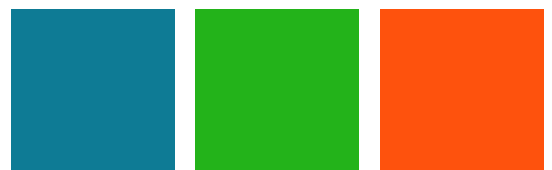
2. Dashlane App Icon

The Dashlane jumping impala is a symbol that represents leaping into a faster online experience. Our icon aims to convey the complexity of our technology and simplicity of the app.

The icon represents a stylized, semi-abstract wallet in which the teal with the white impala imprint represents the outer wallet lock. The additional orange and green layers underneath symbolize additional features of Dashlane. By adding the white lock with a keyhole, we hint at Dashlane's world-class security architecture.

The Dashlane brand has a three-color core palette. Our main color is teal, and additional colors are intense orange and green, often supplemented by dark grey and white. The app icon reflects this color balance. If you ever need to use the Dashlane colors in your app, the values are:
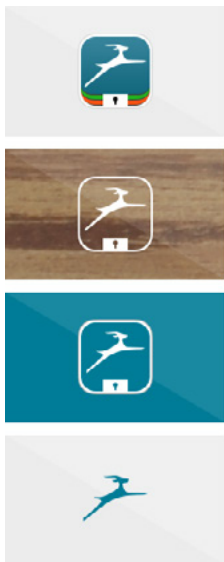
Teal #007c97 **/** L47 a(22) b(23)
Vibrant Green #25b41e **/** L64 a(58) b58
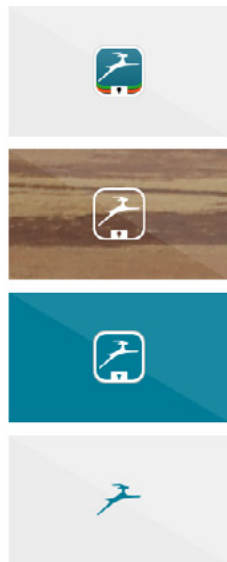**Intense Orange** #ff5412 **/** L60 a64 b68

3. Third Party Developer assets

A selection of images is available for immediate use in your app. Should you require a specific size please contact us.
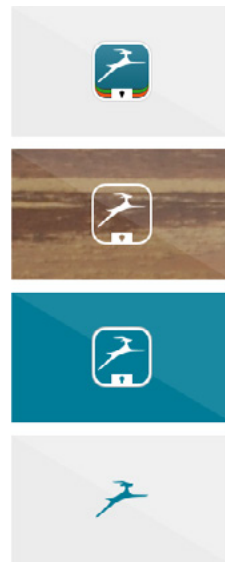
The full-color icon should be used as a default in buttons, but a simplified version of the app icon is permissible if and when necessary. A monochrome icon can be a better fit on dark buttons or within input fields. Please ask your designer for guidance.
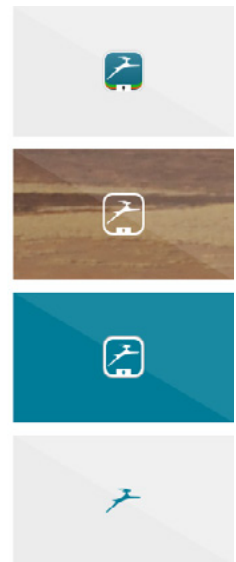

| *72px* | *50px* | *58px* | *40px* |

4. Examples of use

The following are examples of how the Dashlane icon could be used in your app. If you have a specific request or want to use the Dashlane icon in a non-standard way please seek advice from the Dashlane team.

The monochrome icons may be a better fit in input fields.

Sign up using Dashlane

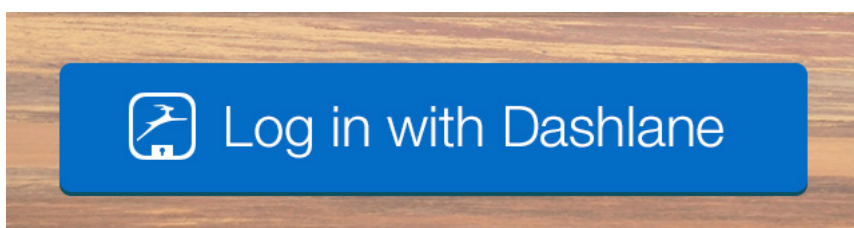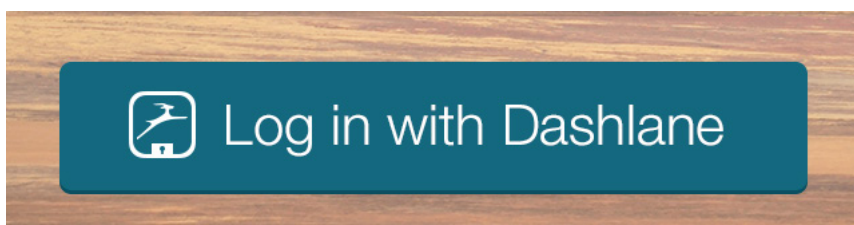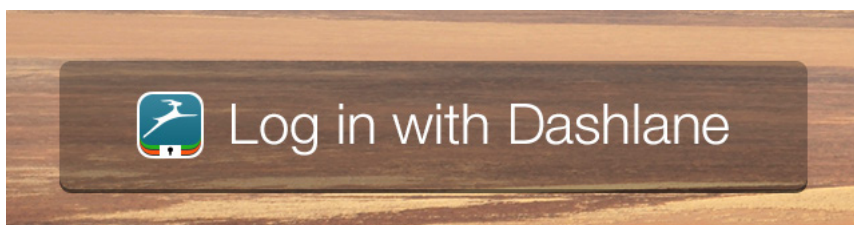Sign up using Dashlane

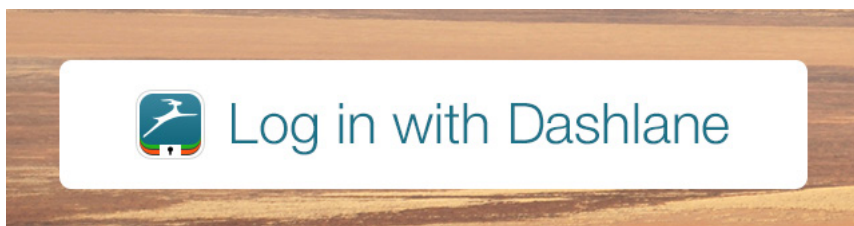alexis.roget@gmail.com

Password

alexis.roget@gmail.com

Password

For buttons, you can use either the full-colour version (eg. when a button is white) or a simplified monochrome version if your button is colored. You can also use the Dashlane brand color (teal) for your button.

4. Some don'ts

Please do not:

• Modify or alter the shape of the assets provided;
• Artificially re-scale or distort them;
• Change their colours;
• Remove from or add elements to the icon or the Dashlane Impala symbol.

Should you require a specific size or style please do not hesitate to contact the Dashlane team.

THANK YOU

This is a draft only and subject to change. Please contact **guidelines@dashlane.com** for the most up-to-date copy.