

LastPass

Style Guide

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# Logo

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Coloured | | |  | The logo is a very important part to the identity of LastPass. The logo should not be changed, shortened, or altered in any way.  Where possible used the coloured logo, however you can use the black, grey, or white logo to create a good contrast.  To ensure the logo stands out and isn’t hidden or squashed among other elements we must use the minimum spacing of the capital L on all sides. |
| Black | Grey | White |
| Spacing | | |

# Icon

|  |  |  |
| --- | --- | --- |
|  |  | The icon is to be used where there is not enough space for the full logo. The icon should not be changed, shortened, or altered in any way. |
|  |  | Here are some examples of acceptable use cases for the icon where the logo would not fit. |

# Typography

|  |  |
| --- | --- |
| Font Stack: Source Code Pro | Source Code Pro is the font to display the sensitive data where being able to read and differentiate characters is important. |
| Font Stack: Roboto | Roboto is used for headings and body text and can be used in most use cases. |

# Colour Palette

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Primary Colours |  |  |  |  | The primary colour that LastPass uses is LastPass Blue or #0085EE which is the primary colour.  LastPass Orange or #EE6900 is used to support the primary colour visually.  White is also a primary colour as it will be used in many bases or backgrounds.  The dark and light blue and grey are sub shades of the primary colours and gives us more base colours to work with in a design. |
| Secondary Colours |  |  |  |  |

# UI Graphics

|  |  |
| --- | --- |
|  | LastPass has triangle graphics of any of the colours used in the colour palette. These triangles are used to create larger graphics to support the colour scheme and add design elements into the colour. The corners are rounded with a radius of 5 pixels when the triangle dimensions are 50x50. |

# Buttons

|  |  |
| --- | --- |
|  | The primary action buttons are used as normal, secondary, and important in terms in users’ attention.  The normal button has LastPass blue background to make it a normal looking action button. The secondary button has white to make it blend in more to the background.  The important button is LastPass orange which makes the button stand out the most.  The font used in the button is Roboto. The font needs a minimum of 5 pixels boarder all around to make sure it fit nicely within the button.  Grey boarders the button when the button is pressed. Otherwise, normal, and low priority have dark blue. Important button will have orange bordering it as an exception to make sure it stands out from the rest of the buttons. |

# Icons

|  |  |
| --- | --- |
|  | The icons are simple outline of the symbol they are trying to represent. There are no filled icons as this will create a bad contrast. Only outline icons are to be used. The simple design gives users an indication as to what it may do and isn’t too complicated for users to understand.  Icons can be used with or without text, depending on the context. If the icon doesn’t need text to understand what the general action will do, then generally you should not add the unnecessary text. |