Brand Guidelines

7.03.25

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Logo

© 2025 Keeper Security, Inc.

LOCKUP

Used in most cases

SYMBOL

Used as an accent or secondary mark

MODIFIED LOCKUP

Used for F1 & higher visibility

ICON

Used on social media and apps

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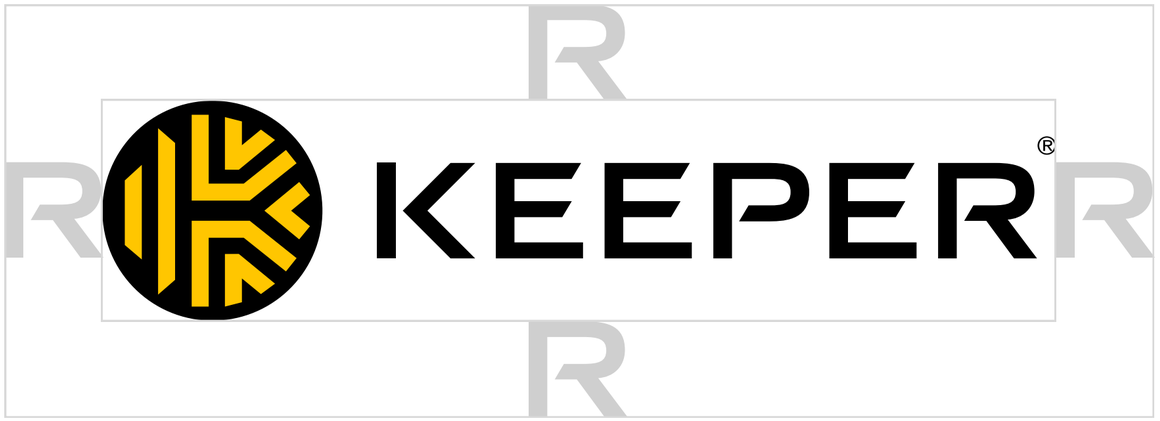

MINIMUM DIGITAL SIZE
100 pixels

MINIMUM PRINT SIZE
1 inch

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INCORRECT USES

Do not rotate
or angle

Do not
apply effects

Do not alter
logo colors

Do not
alter font

Do not alter
proportions

Do not stretch
or skew

Do not
apply outlines

Do not use wordmark
without symbol

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LOGO MARKS

KEEPER

KEEPER

KEEPER

KEEPER

KEEPER PASSWORD MANAGER

KEEPER
Keeper Security APAC株式会社

KEEPER PAM™

KEEPER
SECRETS MANAGER

KEEPER
CONNECTION MANAGER

ENDPOINT
PRIVILEGE MANAGER

KEEPER
FAMILY

KEEPER
BUSINESS

KEEPER
COMMANDER

BreachWatch®

KEEPER
FORCEFIELD

SSO Connect™

KEEPER | msp

KeeperFill®

KEEPERchat®

Keeper DNA

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Color Palette

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BRAND COLORS

Primary Colors

BLACK
HEX #000000

GOLD
HEX #FFC700

Gradients/Secondary Colors

DARK BLUE GRADIENT
#000000 #054B91

LIGHT BLUE GRADIENT
#1B74DA #054B91

OVERPASS BLUE
HEX #08355A

YALE
HEX #054B91

KEEPER BLUE
HEX #1B74DA

DARK GRAY
HEX #565656

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Typography

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KEEPER

Primary Font

Outfit KS

H1

Semibold

H2, Button Text

Medium

Digital Body Copy

Regular

Body Copy in Print

Light

Aa

Secondary Font

Arial

H1

Bold

Body Copy

Regular

Aa

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Heading 1

Outfit Semibold - 36pt

Heading 2

Outfit Medium - 32pt

Heading 3

Outfit Medium - 24pt

Heading 4

Outfit Medium - 16pt

Example of body copy on any website page. The quick brown fox jumps over the lazy dog. Example of a text link.

Outfit Regular - 20/22pt

Button Button Button Button

Outfit Medium - 16pt

Heading 1

Outfit Semibold - 36pt

Heading 2

Outfit Medium - 32pt

Heading 3

Outfit Medium - 24pt

Heading 4

Outfit Medium - 16pt

Example of body copy on any website page. The quick brown fox jumps over the lazy dog. Example of a text link.

Outfit Regular - 20/22pt

Button Button Button Button

Outfit Medium - 16pt

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