



Logo guidelines



Hi, it's nice to meet you.
We're 1Password.

OUR STORY

Our life's work protects yours

Nearly two decades ago, 1Password radically simplified password management, changing the way businesses, individuals, and families stay safe online.

Today, 1Password is at the cutting edge of the industry, building on those foundations by looking beyond passwords to drive innovation that makes strong security accessible to everyone.

With 1Password, you get security you can feel good about.

Primary logo

Our logo is the visual representation of who we are. It’s a lockup made up of two elements: the brand icon and the wordmark.

Please use this primary logo whenever you need to show our branding. If you have a special scenario where this primary logo isn't suitable, reach out to the Brand team for guidance – do not alter the design or use a variant without prior approval.



Brand Icon

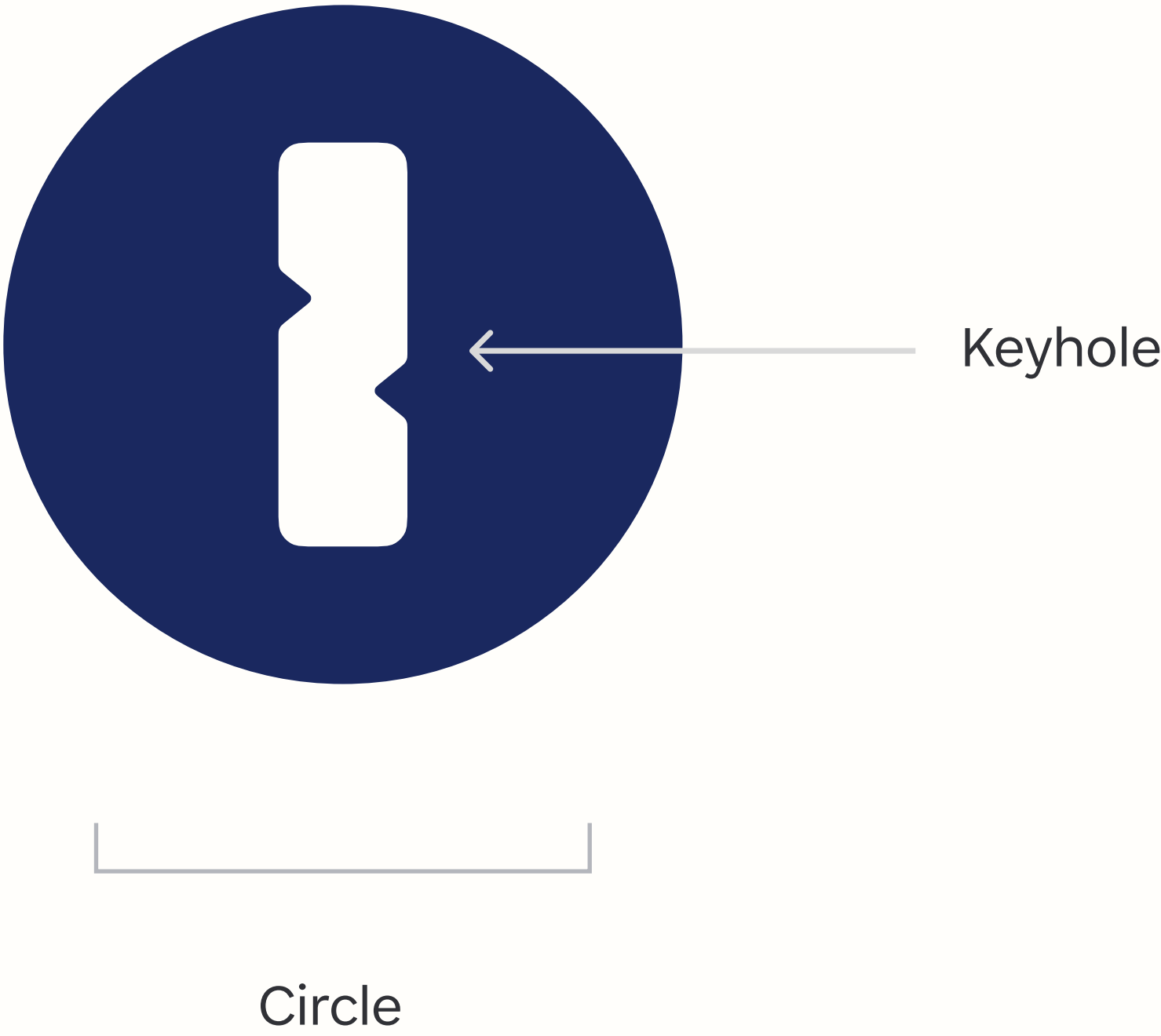
Wordmark

Brand icon

The brand icon is composed of a perfect circle with a keyhole cutout in the center.

The brand icon distills everything that's recognizable about our brand into its simplest essence. It's the purest expression of 1Password; instantly familiar, yet infinitely flexible.

The brand icon may be used as a graphic element, but it should never appear without the primary logo also included somewhere in the layout.

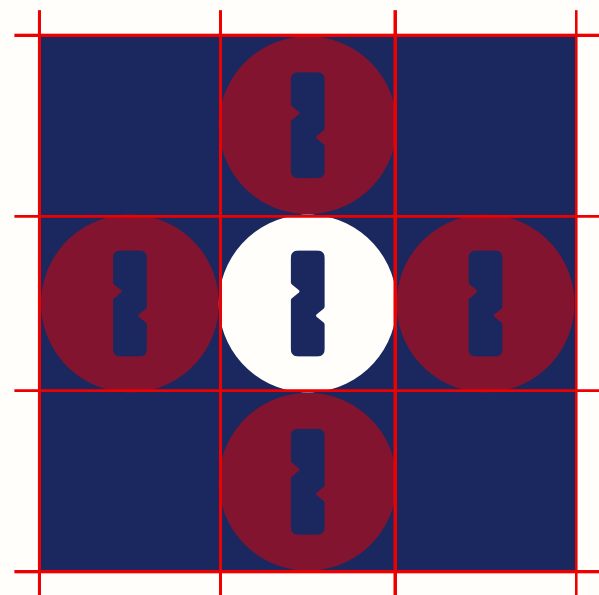


Logo clear space

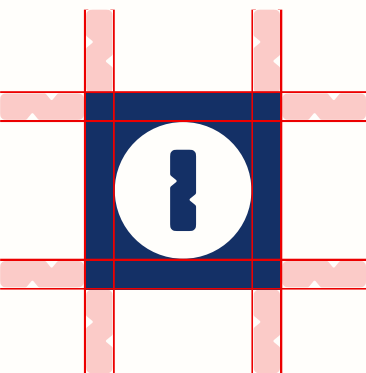
Using the brand icon and its keyhole as units of measure, you can get a good sense of how much clear space to include around the logo.



Primary Logo:
One full icon of clear space on all sides



Brand Icon (200px and above):
One full icon of clear space on all sides



Brand Icon (below 200px):
One keyhole width of clear space on all sides

Logo usage on backgrounds

Only use the logo on background color combinations that achieve at least an AA contrast ratio.

When in doubt, test your contrast with [WebAIM](#), an online WCAG checker tool.



Logo: Intrepid Blue
Background: Bits Blue 100
✓ AAA 12.47:1



Logo: Cloud
Background: Bits Blue
✓ AA 5.46:1



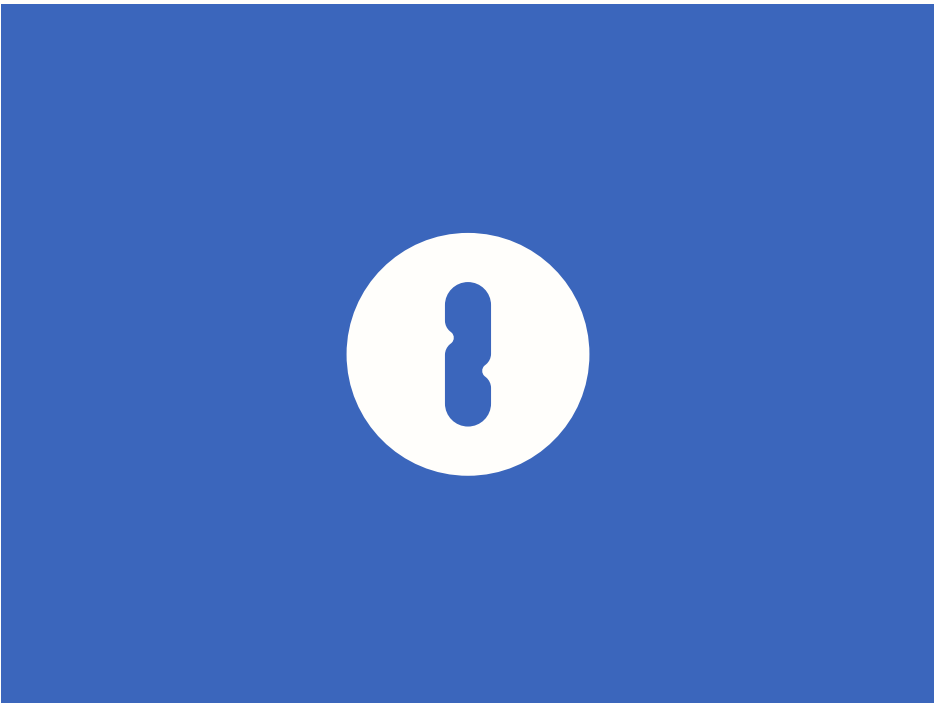
Logo: Cloud
Background Iron
✓ AAA 12.86:1

Logo misuse

Please avoid changing logo elements. If you need help finding a solution for a tricky context, reach out to the Brand team for guidance.



⊗ Don't remove the Brand Icon from the wordmark



⊗ Don't scale or edit any of the keyhole details



⊗ Don't add effects to the logo



⊗ Don't flip or mirror the icon. The keyhole notches should be upper left + lower right. Think of it as a 'Z', not an 'S'



⊗ Don't make alterations or additions to the logo



⊗ Don't bevel or emboss the icon

Brand color palette

Our brand color palette is comprised of a trio of core colors, plus a few functional workhorses for backgrounds and text.

<div>Bits Blue</div> <div>#3B66BC</div>	<div>Intrepid Blue</div> <div>#1A285F</div>	<div>Biscuit</div> <div>#FFF6EB</div>
	<div>Cloud</div> <div>#FFFEFB</div>	<div>Iron Ore</div> <div>#303136</div>

Questions?

Email us at brand@1password.com

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