

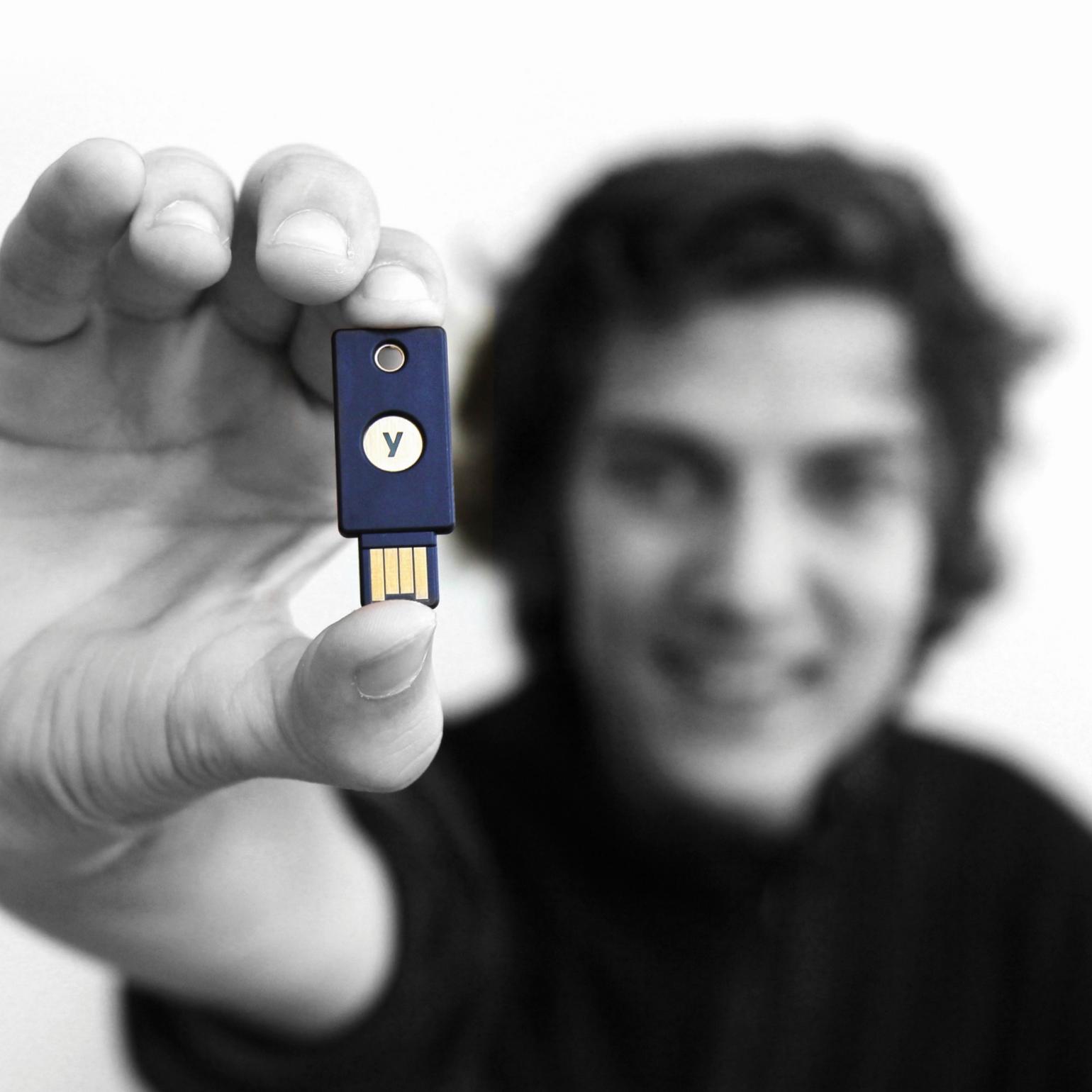


**yubico**

Brand guidelines

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## Visuals and Voice

Yubico's imagery and voice convey our values and brand.

We are friendly, with a smile. We do not sell based on fear, but focus on positive results and possibilities. Our visuals primarily have a white or light background color, with occasional uses of our green or dark blue.

We show happy authentic people with natural expressions. We use our own team members as models, including the range of diverse cultures and ages. We dress informal or business casual; no ties. Our objects and furniture are modern, mainly white, clean, and simple.

Our voice and language is short, to the point, engaging and directed to the target audience—ranging from security geeks, executives at larger enterprises to the everyday consumer.

Though our main focus is security professionals at larger enterprises, we understand the importance of appealing to the individual. Our goal is to balance between a unique light-hearted personality and being trustworthy.

# Brand Attributes

## Personality

Friendly

Trusted Advisor

Approachable

Authentic

Unexpected

Uplifting

Fun

## Design

Bold

Clean

Simple

Precise

Contrasting

Inviting

Green

# Logo

Written in one of the most common and easiest to read internet fonts—**Verdana bold**.

We limit the use of colors to green, black, dark blue or white.

The circle-Y symbol favicon is used sparingly—primarily for social media profiles, when the space is limited, or for decoration. The favicon is never combined with the logo.

[Download Yubico logos](#)



### Preferred Logo

Use this preferred version whenever possible.



### Orientation

Vertical orientation, reading bottom-to-top, is also used.



### Clear Space

Use the width of the “o” in the wordmark as a measuring tool for minimum clear space.



### Variations

50% Black



### Favicon

50% Black



### Variations

100% Black



### Favicon

100% Black



### Variations

White on  
Yubico Green



### Favicon

Yubico Green

# Partner Logos

Whether you provide solutions, deliver services, resell or distribute technology products, our partner programs ensure you can serve your customers, differentiate, and grow your business.



## Works with YubiKey Program badges

The Works with YubiKey badge is displayed by companies whose software and services are verified to be compatible with YubiKeys.



### Preferred Badge

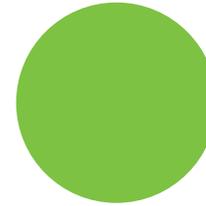
Use this preferred version whenever possible.

# Colors

Yubico green is the primary signal for our brand.

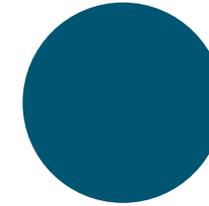
It reflects an open, happy, bright, grassroots community. It's also the color that commonly symbolizes access, successful verification and sustainability.

Green and white are our dominant two colors for all our visuals, complemented with seven other main colors. Tints of the eight main colors can also be used.



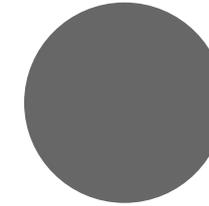
**Yubico Green**

C:56 M:0 Y:100 K:0  
R:154 G:202 B:60  
HEX: 9ACA3C  
Pantone 376C



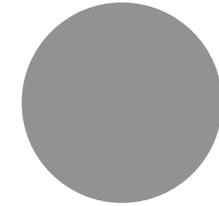
**Yubico Blue**

C:96 M:62 Y:37 K:18  
R:0 G:85 B:114  
HEX: 005572  
Pantone 7701C



**Yubico Dark Gray**

C:59 M:51 Y:51 K:20  
R:103 G:103 B:103  
HEX: 676767  
Pantone Cool Gray 10C



**Yubico Light Gray**

C:45 M:37 Y:38 K:2  
R:147 G:146 B:146  
HEX: 939292  
Pantone Cool Gray 7C



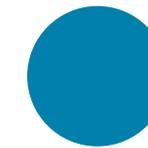
**Gold**

C:11 M:22 Y:88 K:0  
R:231 G:192 B:64  
HEX: E7C040  
Pantone 142C



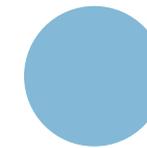
**Red**

C:18 M:100 Y:96 K:8  
R:191 G:32 B:41  
HEX: BF2029  
Pantone 7620C



**Bright Blue**

C:86 M:40 Y:17 K:1  
R:0 G:128 B:172  
HEX: 0080AC  
Pantone 7690C



**Light Blue**

C:47 M:14 Y:08 K:0  
R:131 G:185 B:214  
HEX: 83B9D6  
Pantone 2905C

# Typography

Our choice of fonts reflects our brand commitment to a simple and clean design aesthetic.

## Primary Typeface:

Helvetica Neue

## Logo Text:

Verdana

## Presentations:

Arial

## Web:

Noto Sans

## Helvetica Neue

Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quinostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip.

## Arial

Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quinostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip.

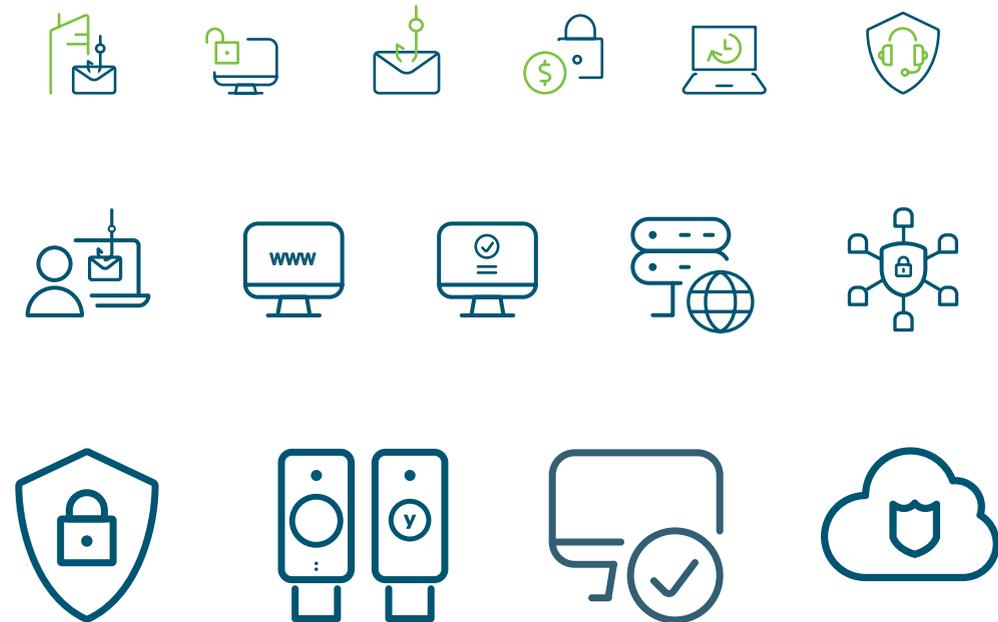
## Noto Sans

Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quinostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip.

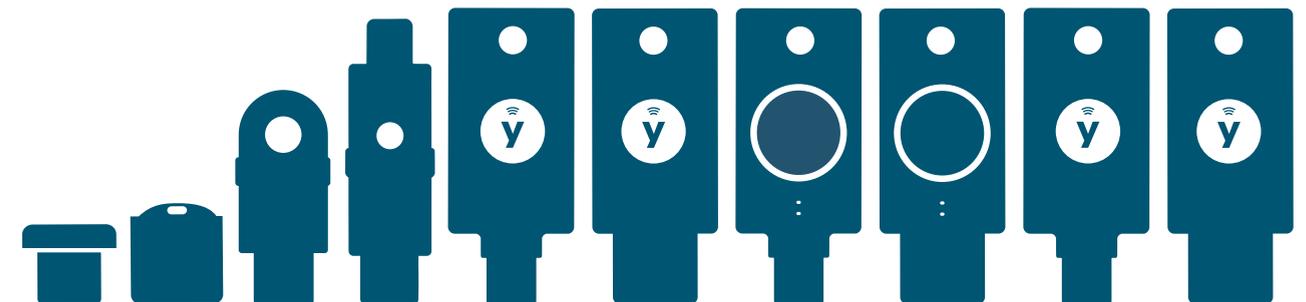


# Iconography

Icon designs are simple, clean images, rendered as outlines. They are primarily shown in one-color, Yubico dark teal, on our website. Two-color icons, Yubico dark teal and Yubico green, are an option in collateral.



The original YubiKey keychain shape has become a popular icon and representation of a security key, and we often use it as an icon for our company and products.



# Photography

All product, team and events photography in this book is shot by our own team, and the people featured are our own team members or friends.

For the web and marketing collateral, we often narrow our color scheme to green, blue and grey tones to keep a clean, simple and recognizable brand image.



**yu·biq·ui·ty**

*yōo'biqwədə*

*adjective*

**YubiKey present, appearing or found everywhere**

noun

“The internet is safer for all thanks to yubiquity”

Synonyms: omnipresent, ever-present, present everywhere, everywhere, all-over, all over the place, pervasive, universal, worldwide, global

## Our Name

Our company name, Yubico, and our first, and main, product—the YubiKey—were inspired by the word ubiquity. We wanted our brand to be friendly, unique, and hold the hidden promise of one day being present everywhere.

“

Say “YubiKey” aloud, and you might get a sense of the intention of Yubico, the company behind this USB hardware-based authentication key that’s stormed the internet by being very clever and working with open standards. Until recently, I’d only silently read the product name and didn’t get the pun until I spoke it—ubiquity.

–Glenn Fleishman, Fast Company

# Naming

## Registered trademarks

Following is a list of trademarks registered to Yubico and in current use. Appropriate usage of registered trademarks in text is to use the registered mark (®) at first usage. For example:

Yubico®

It may not always be appropriate to do so, but it is important to preserve our marks.

Yubico®

YubiKey®

YubiEnterprise®

## Product names

Following is a list of product names. Always ensure you use the correct product names; do not shorten or abbreviate any product names. Capitalization is important; do not use all uppercase characters unless specifically indicated for any part of the product name (unless you are using all caps, such as in a title on the website).

### Current Products

#### YubiKey 5 Series

YubiKey 5 NFC  
YubiKey 5C NFC  
YubiKey 5Ci  
YubiKey 5C  
YubiKey 5 Nano  
YubiKey 5C Nano

#### YubiKey 5 FIPS Series

YubiKey 5 NFC FIPS  
YubiKey 5C NFC FIPS  
YubiKey 5Ci FIPS  
YubiKey 5C FIPS  
YubiKey 5 Nano FIPS  
YubiKey 5C Nano FIPS

#### YubiKey CSPN Series

YubiKey 5 NFC CSPN  
YubiKey 5C NFC CSPN  
YubiKey 5Ci CSPN  
YubiKey 5C CSPN  
YubiKey 5 Nano CSPN  
YubiKey 5C Nano CSPN

#### YubiKey Bio Series –

##### FIDO Edition

YubiKey Bio –  
FIDO Edition

YubiKey C Bio –  
FIDO Edition

### Security Key Series

Security Key NFC  
by Yubico  
Security Key C NFC  
by Yubico

### YubiHSM Series

YubiHSM 2  
YubiHSM 2 FIPS

### Earlier Products

YubiKey FIPS  
YubiKey C FIPS  
YubiKey Nano FIPS  
YubiKey C Nano FIPS  
YubiKey 4  
YubiKey 4 Nano  
YubiKey 4C  
YubiKey 4C Nano  
YubiKey NEO  
YubiKey NEO-n  
YubiKey Standard  
YubiKey Nano  
YubiKey Edge  
YubiKey Edge-n  
YubiKey Plus  
YubiKey VIP  
Security Key by Yubico  
FIDO U2F Security Key  
YubiHSM 1

# Boilerplate

## About Yubico

### 99 word abbreviated

Yubico (Nasdaq First North Growth Market Stockholm: YUBICO) is the inventor of the YubiKey, a hardware security key that is the gold standard in phishing-resistant multi-factor authentication (MFA). Yubico's solutions offer organizations and users deployment expertise and operational flexibility as YubiKeys work across hundreds of consumer and enterprise applications and services.

Yubico is a creator and core contributor to the FIDO2/passkey, WebAuthn, and FIDO Universal 2nd Factor (U2F) open authentication standards, and is a pioneer in delivering modern, hardware-based passkey authentication security at scale to customers in over 160 countries.

For more information, please visit: [www.yubico.com](http://www.yubico.com).

### 54 word abbreviated

Yubico (Nasdaq First North Growth Market Stockholm: YUBICO) is the inventor of the YubiKey, the gold standard in phishing-resistant multi-factor authentication (MFA), and a creator and contributor to FIDO open authentication standards. The company is a pioneer in delivering hardware-based passkey authentication to customers in 160+ countries. For more information, visit: [www.yubico.com](http://www.yubico.com).

### 27 word abbreviated

Yubico, a creator of global authentication standards and inventor of the YubiKey, provides secure passwordless access to online accounts and networks, making the internet safer for everyone.

# Online resources

## Key people and places

### The team

[yubico.com/why-yubico/team/](https://yubico.com/why-yubico/team/)

### Solutions

[yubico.com/solutions/](https://yubico.com/solutions/)

### Press room

[yubico.com/press/](https://yubico.com/press/)

### Brandfolder

[brandfolder.com/yubico](https://brandfolder.com/yubico)

Brand guidelines

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