

**Logo**

Use this preferred version whenever possible.

yubico

**Variations**

When the full color version cannot be used, the following are also acceptable.



**White Space**

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



**Colors**

Use these formulas to ensure faithful color reproduction.

**Primary**



C:45 M:0 Y:100 K:0  
RGB 154 202 60  
HEX: #9aca3c  
Pantone 376C



C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: #FFFFFF

**Secondary**



C:89 M:64 Y:43 K:27  
R:40 G:76 B:97  
HEX: 284c61



C:0 M:0 Y:0 K:50  
R:40 G:76 B:97  
HEX: 939598



C:70 M:63 Y:62 K:58  
R:51 G:51 B:51  
HEX: 333333

**Typography**

Helvetica Neue - Bold should only be used for headlines

Helvetica Neue - Regular should only be used for paragraphs and a lot of text.

**Helvetica Neue - Bold**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0123456789@%?!?;

**Helvetica Neue - Regular**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
0123456789@%?!?;

**What not to do**



Change the colors in ways not specified on this sheet.



Rotate the identity.



Place logo onto a background that does not provide enough contrast.