



Welcome

Thanks for checking out our
Persona logo guidelines:
a look at how to best use
our logo in the many surfaces
it may show up in.

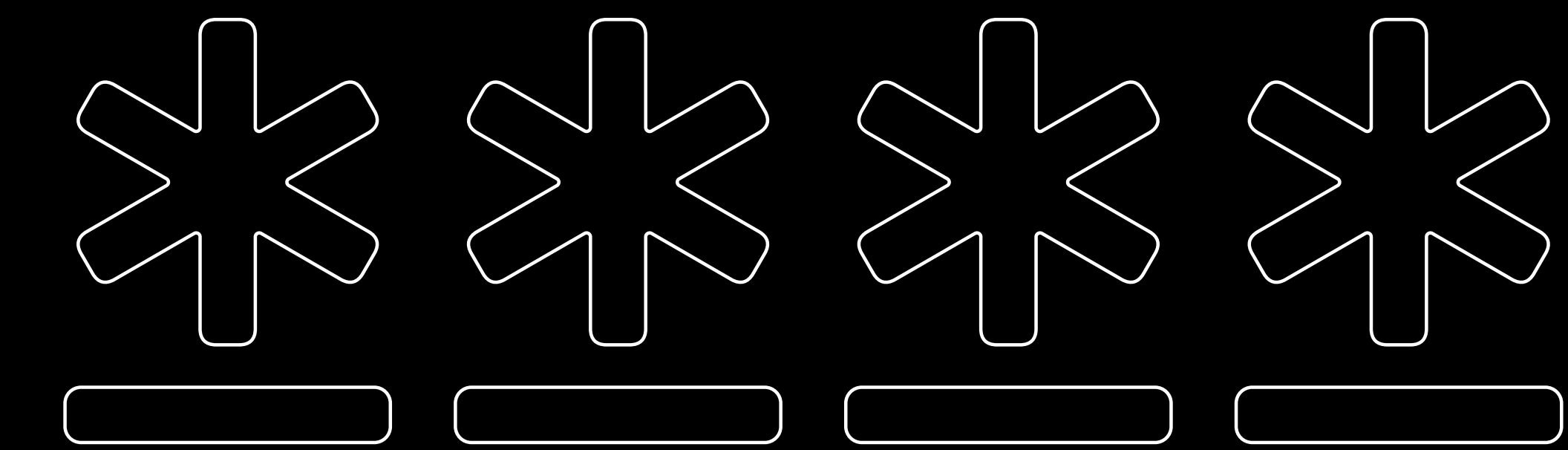
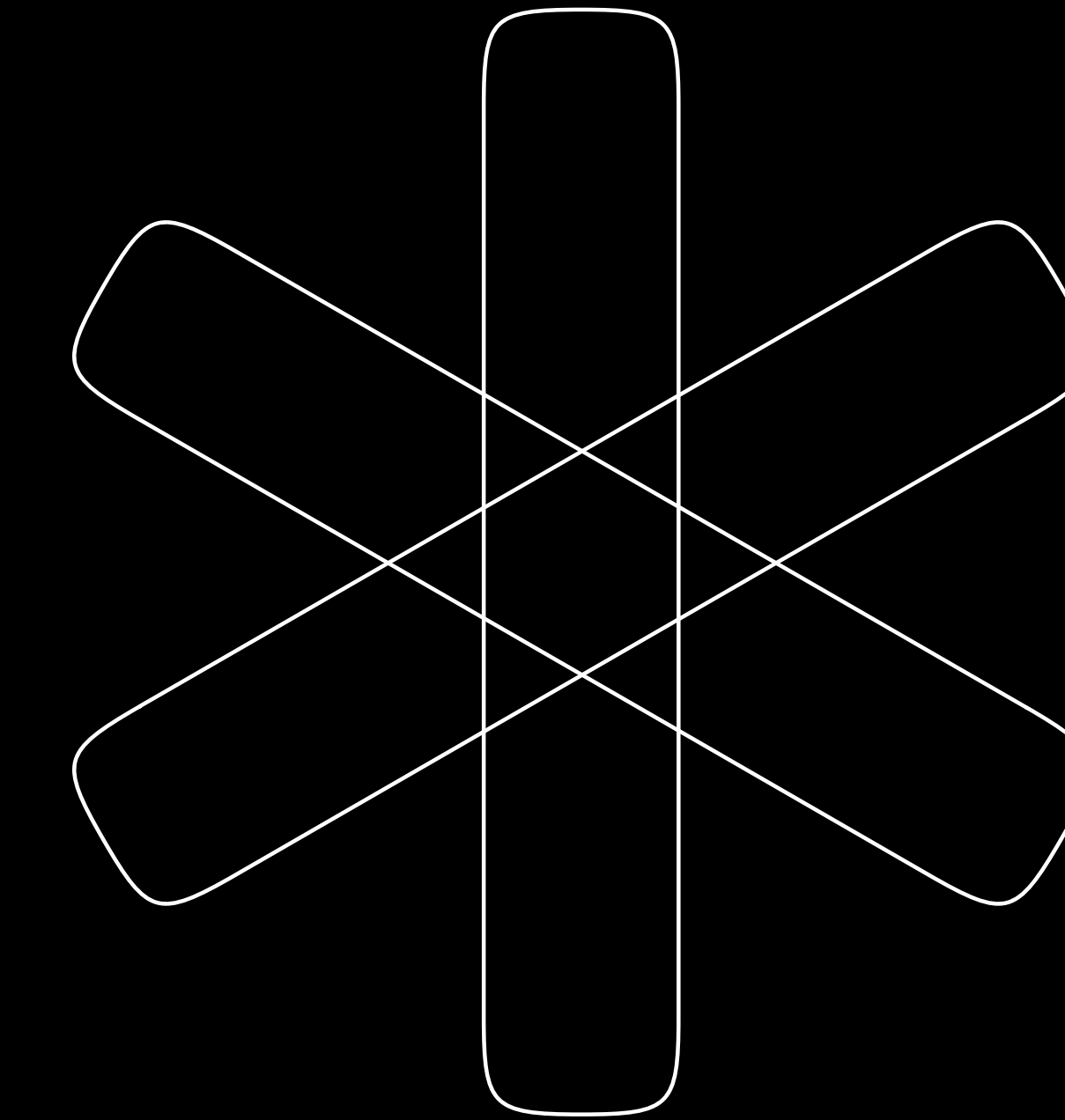
^{1.0} Logo

Our logo tells our story.
Actually — *stories*.

1.1 Logo Background

The multi-faceted and evolutionary nature of identity. A universally understood symbol for security. A nod to *expression* — which accounts for infinite outcomes in engineering.

These are all of the ideas that make up our logo. It does a lot of lifting for our young brand, and it's important that we present it in its best light.



```
password = "StrongPass1!"  
if re.match(r'^(?=.*[a-z])(?  
=.*[A-Z])(?=.*\d)(?=.*[@$!%*?&])  
[A-Za-z\d@$!%*?&]{8,}$',  
password):  
    print("Strong password")  
else:  
    print("Weak password")
```

1.2 Logo Primary lockup

Our primary lockup is also our *only* lockup. It has been crafted for balance and legibility — even at small sizes. We don't use it stacked, and we don't use the logotype in isolation.

The following pages outline a few key things to pay attention to when using it. We promise we'll be brief, so please do give it a read. :)



1.3

Logo Colorways

Ube/Black
For white and light
value backgrounds



Ube/White
For black and
dark value
backgrounds



All White
For medium/
medium-dark color
backgrounds



All Black
For light/medium-
light color
backgrounds



We have four colorways of our primary lockup so it's always easily visible on any background tone: As our mark is presented in the [Ube](#) (purple) color, it often doesn't look great on vibrant color backgrounds, so an all black or all white version should be used.

1.4 Logo Clear space

The Persona logo needs proper clear space to help it to stand out within layouts both large and small. The clear space shown here (as based on the mark itself) should be considered the minimum value when using our mark.



1.5

Logo Contrast

Being made up of dark and medium values, it's important to keep an eye on contrast when using our logo — to ensure it always stands out.

Avoid using the full color logo on backgrounds that would cause any elements of the logo to blend into the background. For those situations, use the one-color versions of the mark.

The logo, consisting of a stylized asterisk with a horizontal bar underneath followed by the word "persona" in a bold sans-serif font, is displayed on a light blue background. The logo is rendered in a darker blue color, providing high contrast and visibility.

*** persona**

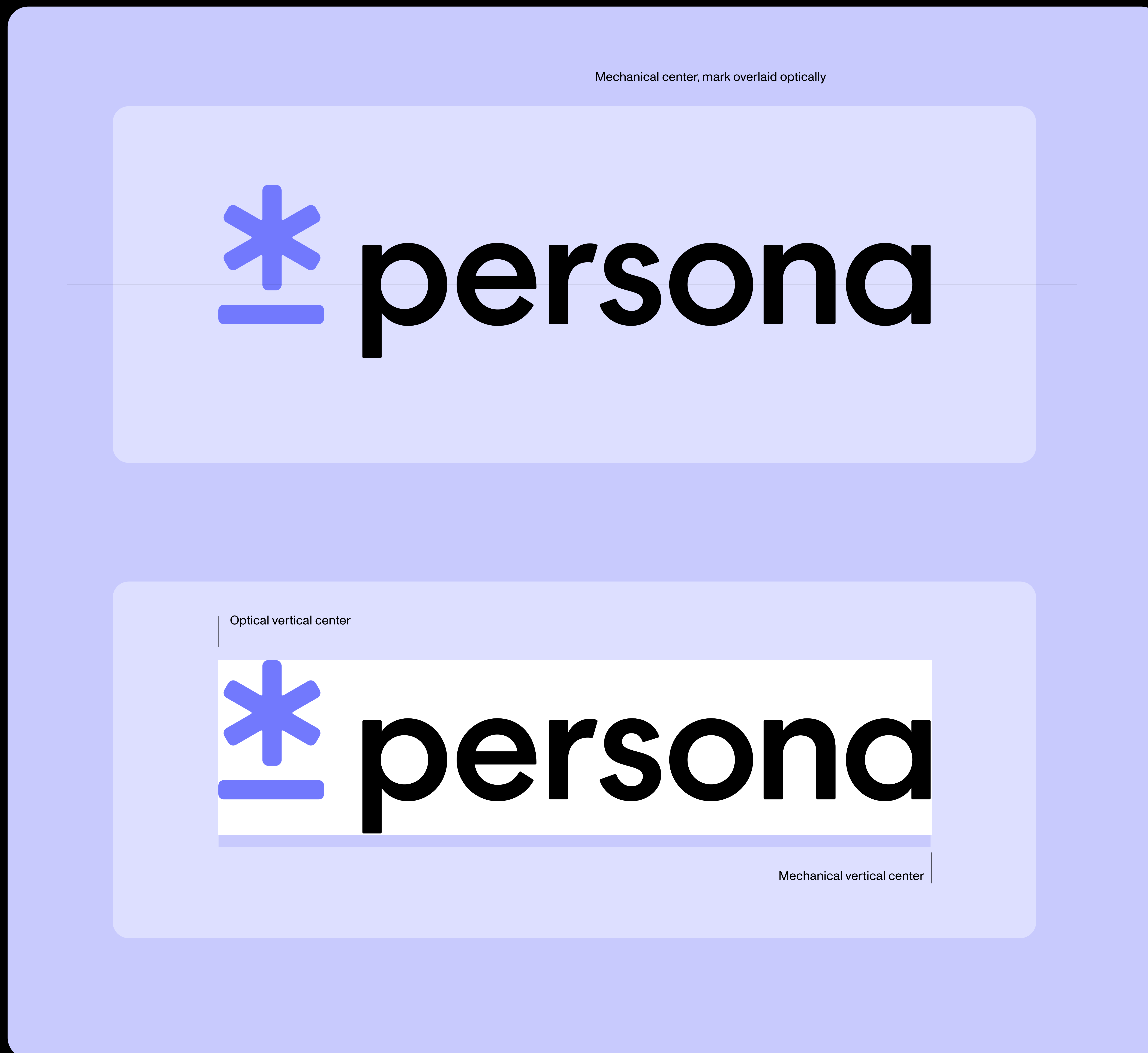
The logo is displayed on a dark blue background. The logo is rendered in a medium blue color, which causes it to blend into the background. A red diagonal line is drawn across the entire image, indicating that this version of the logo is not recommended.

*** persona**

1.6 Logo Alignment

The raised asterisk in our logo elevates the form, and in turn, all of the stories that come with it. However, it also means that the logo itself has a delicate balance to it. It needs to sit slightly lower and to the left of dead center as a lock-up.

The diagrams to the right illustrate this shift, which isn't mechanical, but optical—and should always be given a designer's eye when possible.



1.7 Logo Mark only



As this logo is fairly new, we need to keep it in the proximity of our name to help build equity. Currently, we limit Mark-only applications to avatars and areas where the full logo or name is in immediate proximity to the mark.

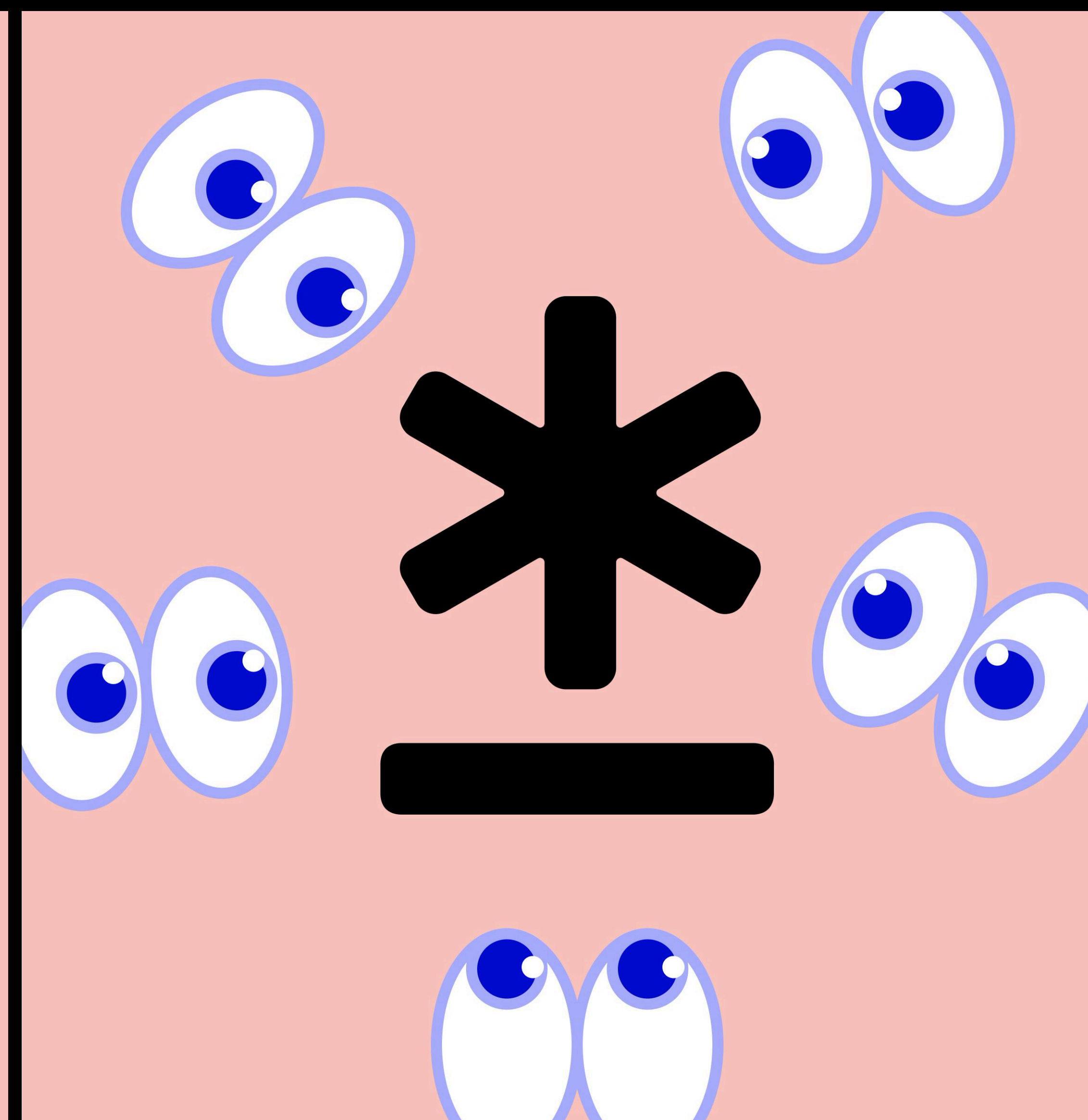
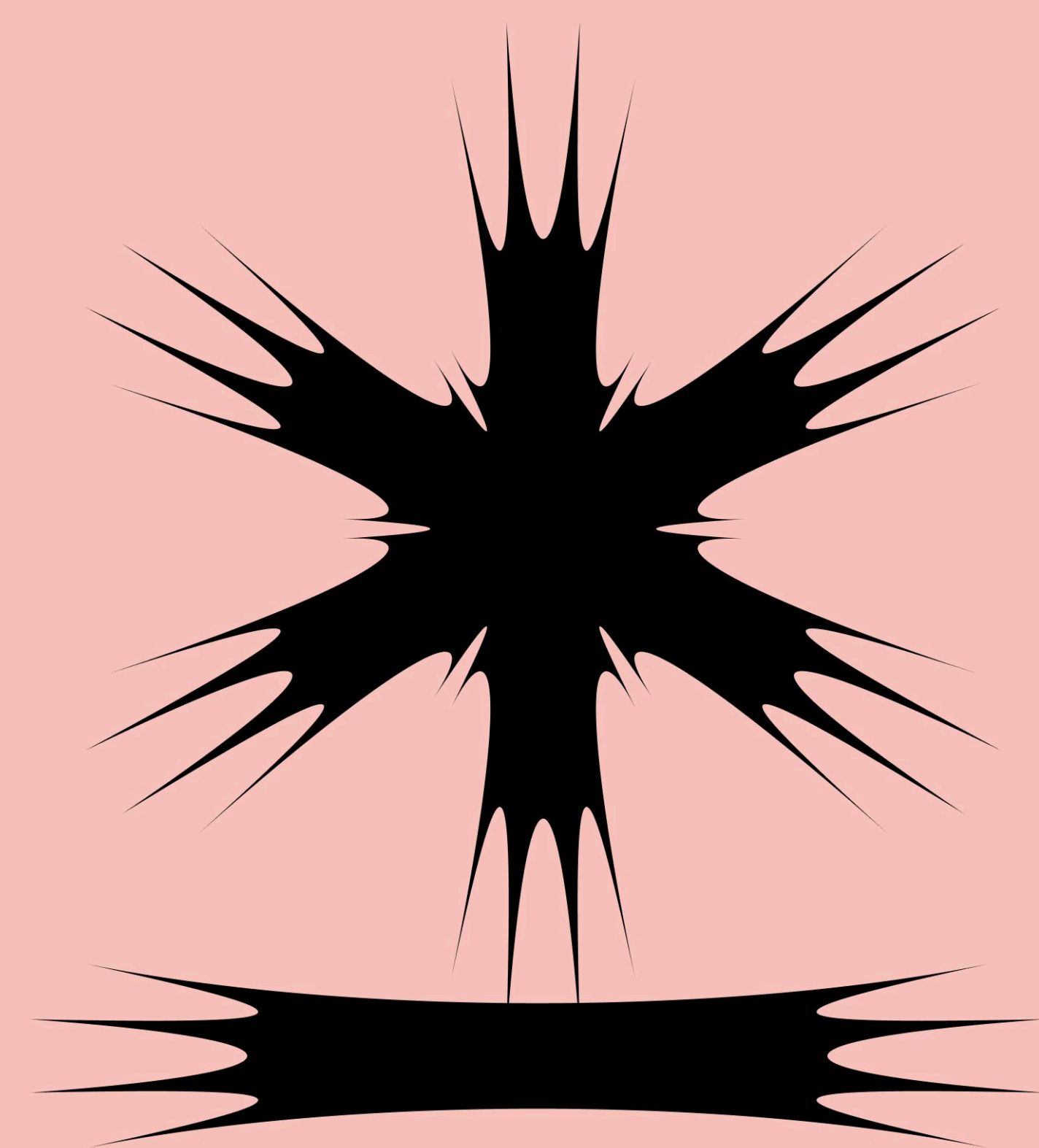
Have a use case you're unsure about?
Just ask!

1.8 Logo
Dont do it.

* persona
/* persona
_ * persona

* persona

* persona



This page could be thousands of examples long, but we'll keep it simple.

We love our logo. Please don't twist, pull, stretch, distort, effect, decorate, recolor, or redraw it. It makes us cry.

1.9 Logo Co-branding

On occasion, our logo needs to appear closely with another company's logo (sales decks, partnerships, co-branded events, sponsorships, etc).

When creating this style of asset, please keep the logos visually balanced with one another (as opposed to basing the lockup on the height or width of the logos). We use a very minimal line to divide the marks

In doubt? Just ask the brand team to take a look.

 **persona**

 **okta**

 **persona**



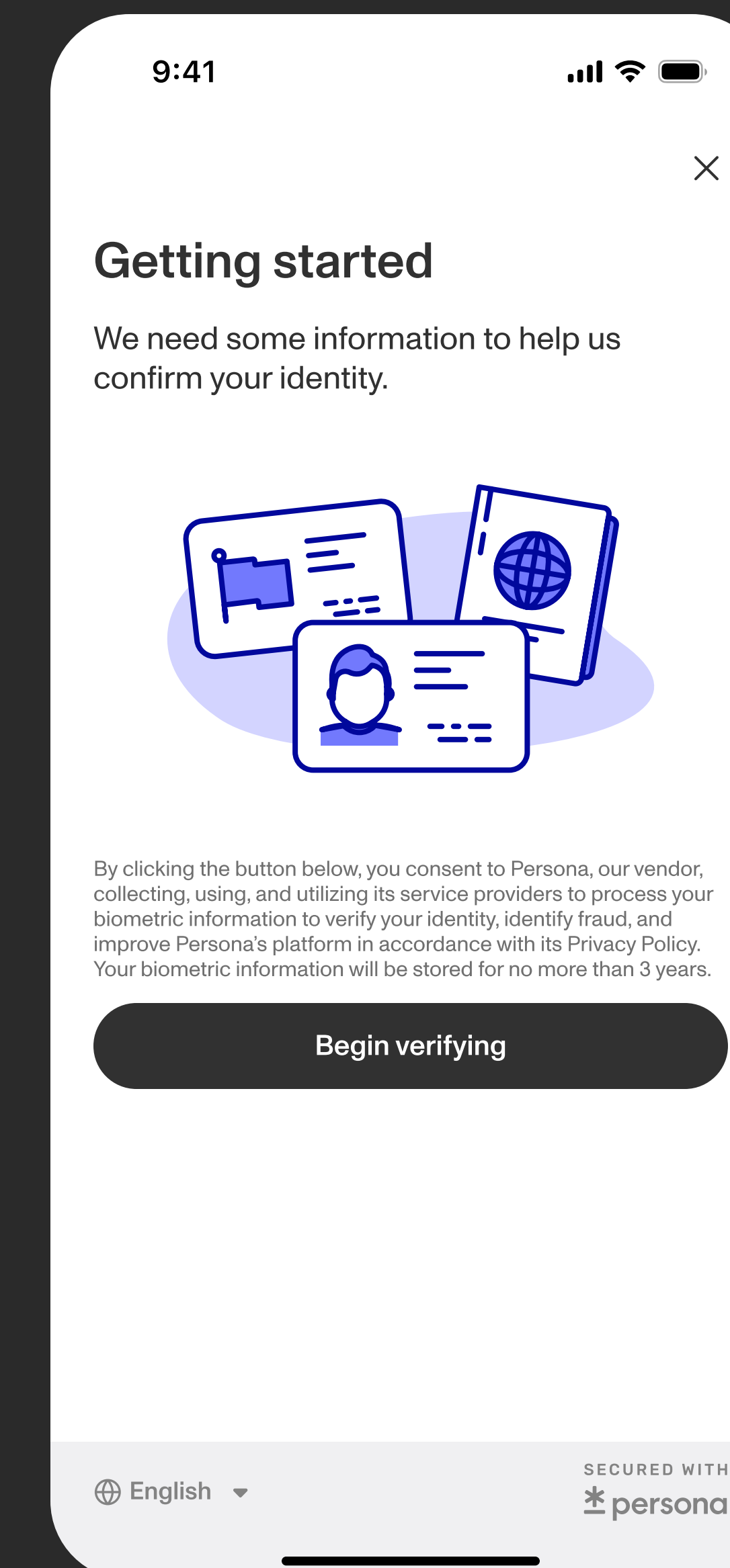
1.10

Logo Partner Lockup

We have two lockups that can be used in product to signal that Persona is the IDV partner securely verifying information.

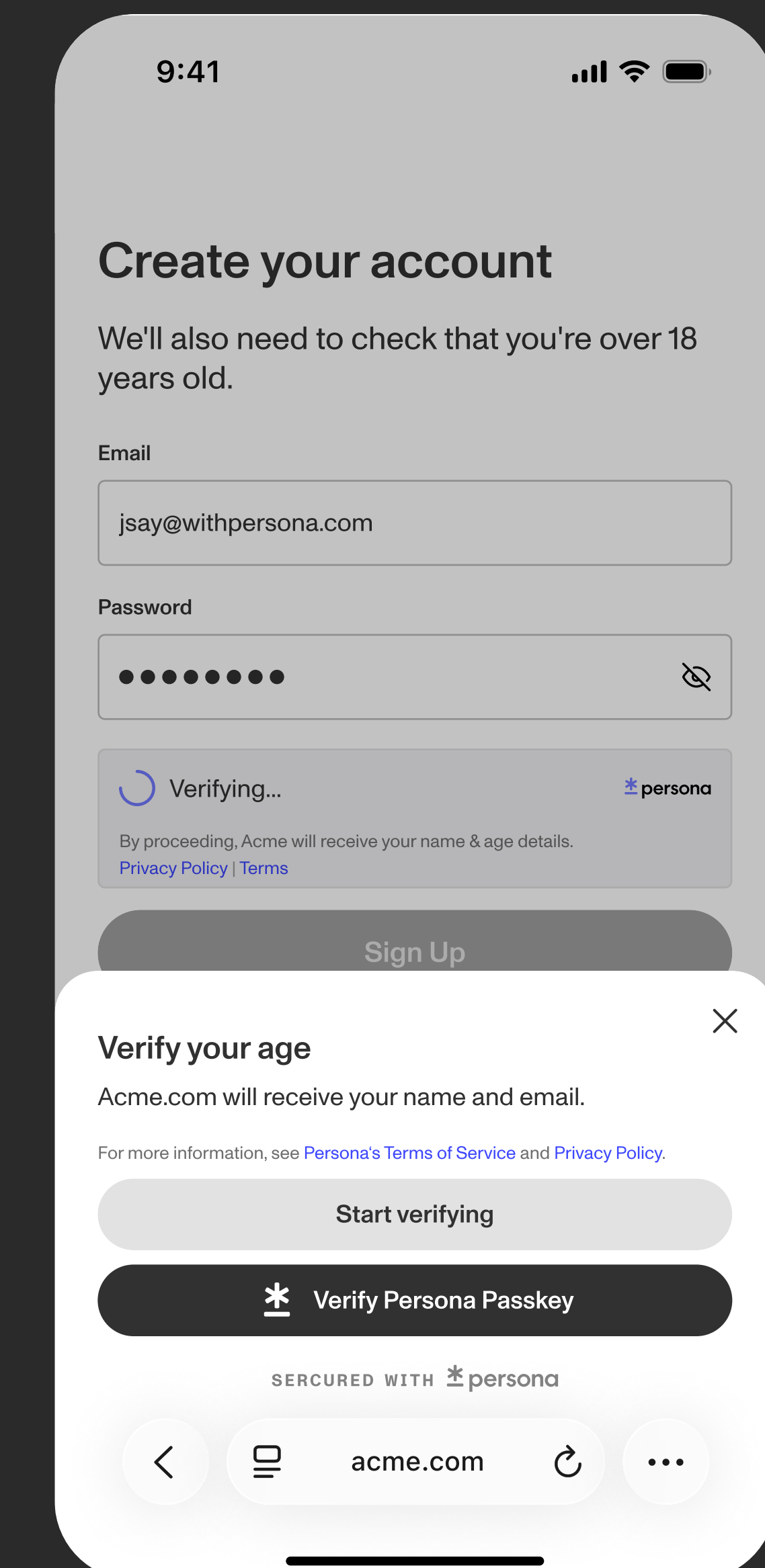
Either of these lockups can be used as it best fits your design intent, but they should not be rearranged or edited in any way.

Vertical



SECURED WITH
* persona

Horizontal



SERCURED WITH * persona