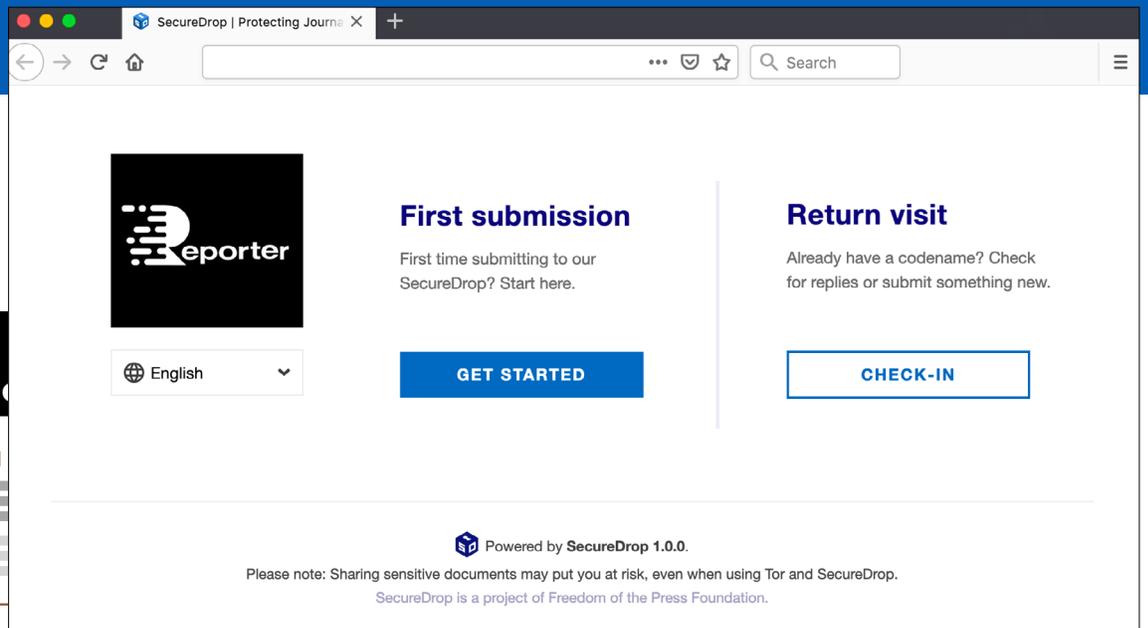




1.0.0 brand refresh guidelines

For landing pages...

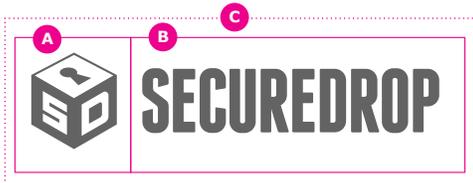


...and instance **logo images**.

SecureDrop's updated logo

SecureDrop 1.0.0 includes an updated logo and user interface designed to look modern and credible. We encourage you to use the updated logo on your SecureDrop landing page by the release date (**September 17, 2019**).

We have each of the logo variants in [a downloadable ZIP file](#) that contains .ai, SVG, and PNG files with artwork optimized for different sizes, and negative/positive presentations of the monochromatic lockups.



A. Logomark

B. Logotype

C. Lockup

Please follow these guidelines when using the new logo:

- DO** use the SVG files as a source for generating PNGs at higher resolutions.
- DO** use the SecureDrop logomark independent of the SecureDrop logotype.
- DON'T** use the SecureDrop logotype outside the lockup.
- DON'T** devise your own lockup, variant or color scheme.
- DON'T** use the SecureDrop logo as your instance logo (see below).



The following sections provide detailed recommendations for branding your landing page and your SecureDrop instance.

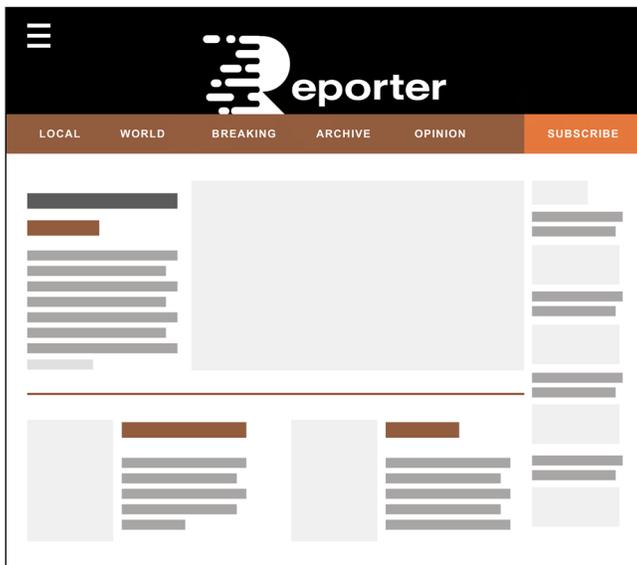
Branding your landing page

We encourage you to use the SecureDrop brand on your SecureDrop landing page, subordinate to your own brand and consistent with the following guidelines:

- DO** place your own logo where users are accustomed to seeing it on your website.
- DO** strive to create visual continuity between your landing page and your web presence. While your landing page should be managed outside your CMS, we encourage you to translate the visual language of your web presence into simple HTML, images, and CSS.
- DO** make your landing page look inviting! A “wall of text” may be confusing or trigger anxiety in potential sources.
- DON'T** make the SecureDrop logo larger than your own. SecureDrop is the tool, but you are who a source is communicating with.
- DON'T** panic if this feels like a lot to absorb. We just ask that you prioritize getting the SecureDrop logo updated in time for the 1.0.0 release, and keep bigger changes in mind down the road. We know you are busy, and we are here to help!

In practice, with fictional newsroom *The Reporter*

To demonstrate the concepts on the previous page, we've created a fictional newsroom to use as an example. Below is its homepage that the general public is familiar with, as a demonstration of its own brand.



This thumbnail is a simplification to demonstrate the **most basic** visual elements users see:

- A stylized header featuring the lockup of the logomark and logotype
- Primary color (*black*)
- Secondary color (*brown*)
- Tertiary color (*orange*)
- Use of fonts & decorative styling

The newsroom identifies itself as “The Reporter,” but its lockup only shows the word “Reporter.”

GOOD landing page



- *The Reporter's* brand is visually familiar in the page header.
- The logo treatment from the primary website is mimicked in a low-tech static image. The navigation is stripped, but the visual presentation is the same.
- Primary and secondary colors w/ type styling, carried-over from main webpage.
- **SecureDrop branding is used**, and is about ½ the size of *The Reporter's* logo.

POOR landing page



- **Logo and page header do not reflect site as users are accustomed to seeing it.**
- Newsroom logo is center-aligned, but black-on-white (while the site header is white-on-black).
- Logo is small in proportion to the rest of the page.
- **SecureDrop brand is visually absent.**

Without the SecureDrop brand visually evident, users are likely to become confused. Worst case, the page does not feel trustworthy.

GOOD landing page



- Visual language from homepage carried into landing page.
- SecureDrop logomark is used, independent of the logotype.
- SecureDrop logo is the same size as that of other communication methods shown on page.

...unrelated to branding, but done well:

- Instructions specific to each platform are separated from general operational security guidance.
- Simple link back to site included in place of the site's "hamburger" menu. Low-tech is ok; visual language is more important to replicate than dynamic site features.

Poor landing page



- Old SecureDrop logotype is used.
- Logotype used independent of logomark.
- SecureDrop logo is larger than newsroom logo.

...unrelated to branding, but problematic:

- Wall of text.
- Overwhelming to look at.
- Important content more likely to be skipped-over than read.

Page's text is "chunked," which is good... yet the has no visual hierarchies to guide a user with taking it all in.

Branding your **instance**

In SecureDrop 1.0.0, our name and logo will appear in the Source Interface footer. The stock logo image with SecureDrop branding should be replaced with your own logotype or brand lockup, consistent with the following recommendations:

*Original artwork should be **500px by 450px in size, and preferably saved as PNG-24**. SVGs cannot be used.
The logo may be updated in the Admin UI under "Instance Configuration."*

DO use an instance logo your readers are familiar with.

DO include your name in your instance logo, especially if your readers may not be familiar with your logomark. You can use the PSDs included in [the SecureDrop logos ZIP file](#) if you do not have a logomark or logotype that clearly identify you.

DO find original vector art of your organization's logo to create logo PNGs, and use high-quality art instead of increasing the size of small raster images such as JPGs, PNGs, or GIFs. (Marketing or design colleagues should be able to help with this.)

DO use the resources listed at the end of this document to find any missing fonts you may need for your brand.

DON'T co-brand your logo image to present your logo side-by-side with SecureDrop's.

Best logo image



- Clean artwork.
- Visual presentation same as website's header.
- Name of site clearly evident.
- High contrast for easy legibility.

Good logo image



- Name written using PSD template*, in lieu of absent fonts or an absent logotype.
- Clean artwork.

* PSD templates available in Branding Assets ZIP

Poor logo image



- Instance co-branding strongly discouraged.
- If using PSD templates, font use should be preserved to align with rest of SecureDrop's UI.

Poor logo image



- Badly degraded artwork.
- Organization name is not written.
- Color is SecureDrop's, not *The Reporter's*.

Resources

[New branding assets](#)

Please consider the guidelines at the beginning of this document when using SecureDrop branding assets.

Font finders

If your brand relies on text you only have in an image, we recommend the below:

» [Font Squirrel](#)

» [WhatFontIs](#)

» [What The Font?](#)

PSD logo image templates

If you only have a logomark but no logotype to work with, or you have neither, we ask that you use one of our templates to create your instance's logo image from.

You can find these templates in a directory called *Instance Branding PSDs*, in the [SecureDrop branding assets ZIP](#).