

# Keystone Login Branding Guidelines

## Purpose

This document is intended to assist agencies with implementing the Keystone Login API branding in a consistent manner across applications.

## Scope

This guidance applies to all agencies that will participate in the Keystone Login service.

## Background

Keystone Login is a single credential (username and password) that can be used to log into multiple online services across state agencies. It is intended to replace older services such as PA Login and Keystone ID.

Due to inconsistent branding and terminology used by agencies to implement PA Login, many users did not realize that they could use the same credential for multiple services and, as a result, created new accounts for each service that they use.

By providing a consistent user experience and visual cues to recognize services that use Keystone Login, we hope to mitigate these prior issues.

## Logo

The logo consists of a keystone icon with the text "Keystone Login" on the right.

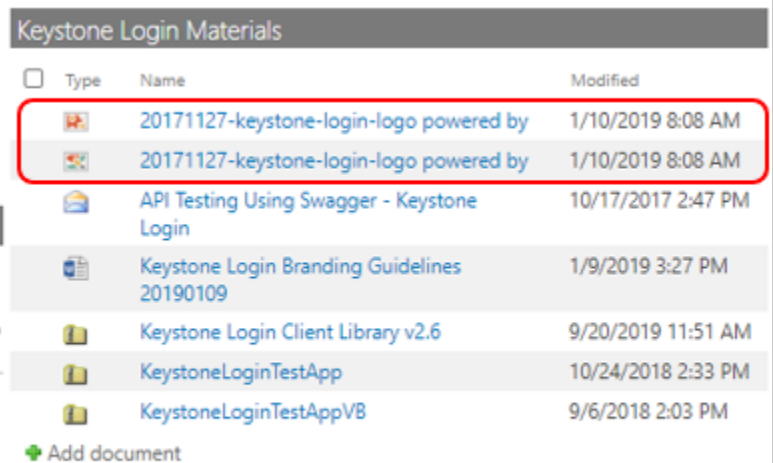
There are two versions of the Keystone Login logo, a regular version and a "knockout" version. Logo files are available for download in .psd and png. formats at [ITCentral.pa.gov](http://ITCentral.pa.gov) > Enterprise Initiatives > Keystone Login.








- This is the standard and preferred version of the logo. It should be used on a white or light-color backgrounds
- Keystone Login Knockout Logo – This is an alternate version of the logo intended for use on black or dark-color backgrounds where the standard logo would lack adequate contrast and visibility.

## Placement

The Keystone Login logo should be placed in close proximity to the Login button in the application and centered beneath. In most cases, centered directly beneath the button is the ideal location.

If the location of the Log In button precludes placement of the logo centered beneath, centering should be based on Username and Password fields of the application. If the field



Type	Name	Modified
	20171127-keystone-login-logo powered by	1/10/2019 8:08 AM
	20171127-keystone-login-logo powered by	1/10/2019 8:08 AM
	API Testing Using Swagger - Keystone Login	10/17/2017 2:47 PM
	Keystone Login Branding Guidelines 20190109	1/9/2019 3:27 PM
	Keystone Login Client Library v2.6	9/20/2019 11:51 AM
	KeystoneLoginTestApp	10/24/2018 2:33 PM
	KeystoneLoginTestAppVB	9/6/2018 2:03 PM

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labels are in line with the Username and Password fields, centering should be based on the first letters of the labels and the right edge of the field.

## Clear Space

A minimum amount of space that must be maintained around all four sides of the logo.

## Accessibility

The logo Alt Text should be "Keystone Login Logo."

## Logo Don'ts

- Do not modify the color of the logo.
- Do not modify the proportions of the logo (do not stretch or condense it)
- Do not place the logo on a busy background
- Do not substitute logo text or fonts.
- Do not add any other design elements to the logo.

## Required Text/Links

1. **Learn more about Keystone Login** - The text "Learn more about Keystone Login" shall be centered beneath the Keystone Login logo. The text shall be a hyperlink that opens in a new tab or window to <https://keystonelogin.pa.gov/>. Hyperlink Title Attribute should be "Keystone Login Website."
2. **Forgot username** - Agencies shall include the text or a button to "Forgot Username" with a link to: <https://keystonelogin.pa.gov/Account/ForgotUserName>. Hyperlink Title Attribute should be "Forgot Keystone Login Username." The link shall be placed in close visual proximity to the login fields.
3. **Forgot password** - Agencies shall include the text or a button to "Forgot Password" with a link to: <https://keystonelogin.pa.gov/Account/ForgotPassword>. Hyperlink Title Attribute should be "Forgot Keystone Login Password." The link shall be placed in close visual proximity to the login fields.
4. **Register** - Agencies shall include the text or a button to "Register" with a link to <https://keystonelogin.pa.gov/Account/Register>. Alt text should be "Register to create a Keystone Login account. The link shall be placed in close visual proximity to the login fields.
5. **Having trouble registering?** - Agencies shall include the text "Having trouble registering?" with a link to <https://keystonelogin.pa.gov/Home/Help/#divFocus>. Hyperlink Title Attribute should be "Having trouble registering with Keystone Login." The link shall be placed in close visual proximity to the login fields.
6. **Keystone Login Help Desk** - Agencies shall include the Keystone Login help desk phone number (877-328-0995) and email address ([KeystoneLoginSupport@randstadusa.com](mailto:KeystoneLoginSupport@randstadusa.com)) in close visual proximity to the login fields. The contact information shall be identified clearly with the text "Keystone Login Help Desk." Email Hyperlink Title Attribute should be "Email the Keystone Login Help Desk."
7. **One-time passcode** - Agencies shall include the following language in close visual proximity to the login fields: "Now available: Unlock your Keystone Login account

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with a one-time passcode. Go to the [Keystone Login portal](#), log in, and select Edit Account to add an email address.

8. **Other Resources** - Agencies may include hyperlinks to additional Keystone Login resources at their discretion.

## Additional Notes

- "Help desk" is two words.
- "Username" is one word.
- "Log In" is a verb and "Login" is a noun or adjective. Example: Use your Keystone Login username and password to log in to the application. Example: You should log in with your login information.
- "Log in to" is preferred over "log into." Example: You will need to create an account before you can log in to Keystone Login.
- Please refer to the following article for additional explanation of the correct use of login and log in: <http://www.enhancemywriting.com/login-or-log-in>

**Please refer to the examples on the following pages for additional reference.**

**Questions? Contact Dan Egan, Office of Administration, at [degan@pa.gov](mailto:degan@pa.gov) or 717.227.4237**

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## KEYSTONE LOGIN LOGO POSITIONING EXAMPLES

Example 1: Logo centered under “Log In” button

### General Facts

- Create a New Keystone Login Account – [Registration](#)
  - Create a new Keystone Login account – [Registration](#)
    - Click Register and enter all of the information into the fields with a red asterisk (\*) next to them.
      - You will be asked to create your profile, login information and security questions.
    - If you have already created an account with another agency whose application uses the Keystone Login Service, you do not need to register another account with us.
    - If you create a Keystone Login account with us, you will be able to use this account with other agencies that use Keystone Login.
      - Some additional information may be required for those agencies.
  - Account Migration - [Migrate Account](#)
    - If you would like to migrate your exiting PA Login account(s) to a new Keystone Login account, this must be done from the [Keystone Login Website](#)
      - If you have multiple PA Login accounts, and you wish to continue to use them, each account will need to be migrated to Keystone Login account.
  - Keystone Login Services
    - There are many account options that can be configured for your Keystone Login account. Please see the help documents provided by the [Keystone Login Service](#)

Applications are best applied for by using Internet Explorer or Google Chrome and have not been tested with other browsers.

### Login

#### What's New?

For an overview of the changes in the new Single Application, please read [Help](#).

Username

Password

[LOG IN](#)

Powered by

**PA** KEYSTONE LOGIN

[Register](#)  
[Forgot Password](#)  
[Forgot Username](#)  
[Learn more about Keystone Login](#)  
[Having Trouble Registering](#)

- ✓ Logo centered beneath Log in button.
- ✓ Adequate clear space maintained between logo and other page elements.
- ✓ Additional text mirrors application text font and size.
- ✓ Correct version of logo.
- ✓ Logo proportions, colors, etc. not altered.

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Example 2: Logo centered under Username and Password fields.

- ✓ Logo centered beneath fields.
- ✓ Adequate clear space maintained between logo and other page elements.
- ✓ Additional text mirrors application text font and size.
- ✓ Correct version of logo.
- ✓ Logo proportions, colors, etc. not altered.

The screenshot displays the Keystone Login interface. On the left, the 'Login to your account' section features a 'Log in' button and a 'Powered by PA KEYSTONE LOGIN' logo. The logo is centered under the 'Username' and 'Password' input fields. A red dashed line and a red bracket highlight this alignment. Below the login form are links for 'Forgot Username?', 'Forgot Password', 'Need your account unlocked?', 'Migrate an existing PAM login account', 'Keystone Login FAQ', and 'Having trouble registering?'. At the bottom, a note states: 'For all questions, concerns and issues with Keystone Login, please contact the Help Desk by using the following phone number: 877-328-0995.' On the right, the 'Register a new account' section includes a 'Register' button, a description of Keystone Login, and a 'Learn About Keystone Login' link.

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