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

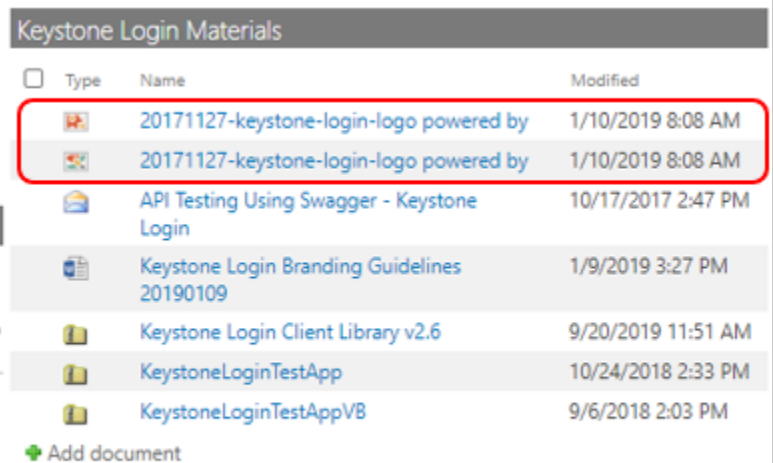The logo consists of a keystone icon with the text "Keystone Login" on the right.

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 > Enterprise Initiatives > Keystone Login.

Type	Name	Modified
	Keystone Login Materials	
	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

Add document

- 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

Keystone Login Branding Guidelines

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) 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

Keystone Login Branding Guidelines

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 or 717.227.4237

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KEYSTONE LOGIN LOGO POSITIONING EXAMPLES

Example 1: Logo centered under "Log In" button

Keystone Login Branding Guidelines

Example 2: Logo centered under Username and Password fields.

Login to your account

Username   hubuser26

Password   ••••••••••••

Log in

Powered by
PA KEYSTONE LOGIN

Forgot Username?
Forgot Password
Need your account unlocked?

Migrate an existing PALogin account
Keystone Login FAQ
Having trouble registering?

For all questions, concerns and issues with Keystone Login, please contact the Help Desk by using the following phone number: 877-328-0995.

Register a new account

Register

Keystone Login is an account management system for commonwealth online services. You can use your Keystone Login username and password to log into any online service that participates in Keystone Login.

Powered by
PA KEYSTONE LOGIN

Learn About Keystone Login

✓ 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.

Keystone Login Branding Guidelines