



Passkey Icon Usage Guidelines

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About FIDO

Changing the Nature of Authentication

The FIDO Alliance is an open industry association with a focused mission: authentication standards to help reduce the world's over-reliance on passwords. The FIDO Alliance promotes the development of, use of, and compliance with standards for authentication and device attestation.

Passwords endure despite the growing consensus their use needs to be reduced, if not replaced. But even though effective PKI and strong authentication solutions have existed for years, barriers to widespread adoption persist. Consumers don't like the user experience, and online service providers don't want the cost and complexity of developing and provisioning their own dedicated solutions.

The FIDO Alliance is working to change the nature of authentication with open standards that are more secure than passwords and SMS OTPs, simpler for consumers to use, and easier for service providers to deploy and manage.



About Passkeys

Passkeys accelerate the availability of simpler, stronger passwordless sign-ins

With the introduction of multi-device FIDO credentials (referred to by Apple, Google, and Microsoft as passkeys), there's a new option for users to access their FIDO sign-in credentials on many of their devices, even new ones, without having to re-enroll every device on every account. For service providers, this expands the range of options for deploying modern, phishing-resistant authentication.

Use this document to ensure that you are representing passkeys accurately and consistently to provide the best experience for users accessing their FIDO credentials.



The official passkey mark

Quick Reference Guide

Find answers to the most commonly asked questions about the passkey icon.

ASSETS

- Download all icon files at <https://fidoalliance.org/overview/legal>

USAGE TIPS

- Changing the icon color is allowed, but always use a single flat color with no gradients or textures.
- Present the icon at a minimum size of 24 × 24 px.
- Leave free space around the icon that is at least as wide as the key within the icon to ensure it is clearly visible.
- When using the icon with text, vertically center-align the icon with the text label.
- The word “passkey” is a common noun, and should be written in lowercase except when beginning a sentence.
- If used in product marketing and branding, make sure the passkey icon is a secondary element and isn’t confused for part of the service provider’s brand.

ACCESSIBILITY

- Present the icon in a color with a contrast ratio of at least 3:1 to meet AA accessibility requirements.
- For interactive elements, include padding to provide a target size for touchscreen devices of at least 48px.
- Include a text label with passkey actions if possible, or add a label for screen readers using the aria-label tag or a hidden screen reader-only text element. When a label is present, add the “aria-hidden” tag to hide the icon itself from screen readers.

PASKEY PROVIDERS

Passkey providers may work with the FIDO Alliance to create approved custom versions of the passkey icon to fit within their existing icon system or brand guidelines.



Follow the guidelines provided on page 19, and contact FIDO Alliance at info@fidoalliance.org to get approval for custom icons.

Icon Assets



Vector Files RECOMMENDED

Vectors are made up of mathematical formulas that can scale up or down infinitely, making them the preferred format for the icon in digital (SVG) and print (PDF).

SVG

-  FIDO-Passkey_Icon-Black.svg (RGB)
-  FIDO-Passkey_Icon-White.svg (RGB)



PDF

-  FIDO-Passkey_Icon-Black.pdf (CMYK)
-  FIDO-Passkey_Icon-White.pdf (CMYK)



Raster Files

Raster files can be used for digital applications. They are made up of pixels, so they can become distorted or blurry when resized.

JPG

-  FIDO-Passkey_Icon-Black.jpg (RGB)
-  FIDO-Passkey_Icon-White.jpg (RGB)

PNG

-  FIDO-Passkey_Icon-Black.png (RGB)
-  FIDO-Passkey_Icon-White.png (RGB)

Download all icon files at
<https://fidoalliance.org/overview/legal/>

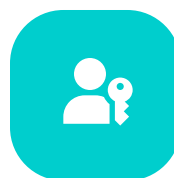
Branding

Clearly differentiate the passkey icon from provider branding.

Co-branding

When using the passkey icon, it should always be apparent that it does not represent the service provider brand, and should be secondary to the service provider's branding.

The passkey icon cannot be used as a standalone icon or logo representing a service provider's product, or embedded in a company's logo or tag line. Attempting to register a trademark for a word mark, logo or tag line incorporating the passkey icon is not allowed.



Don't use the passkey icon to represent your app or product.



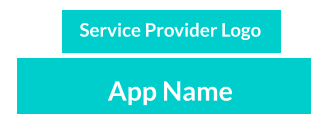
Don't combine the icon with product branding in a way that might confuse users.



Supports passkey sign-in



Clearly separate the icon as a supporting element.



Passkey sign-in enabled



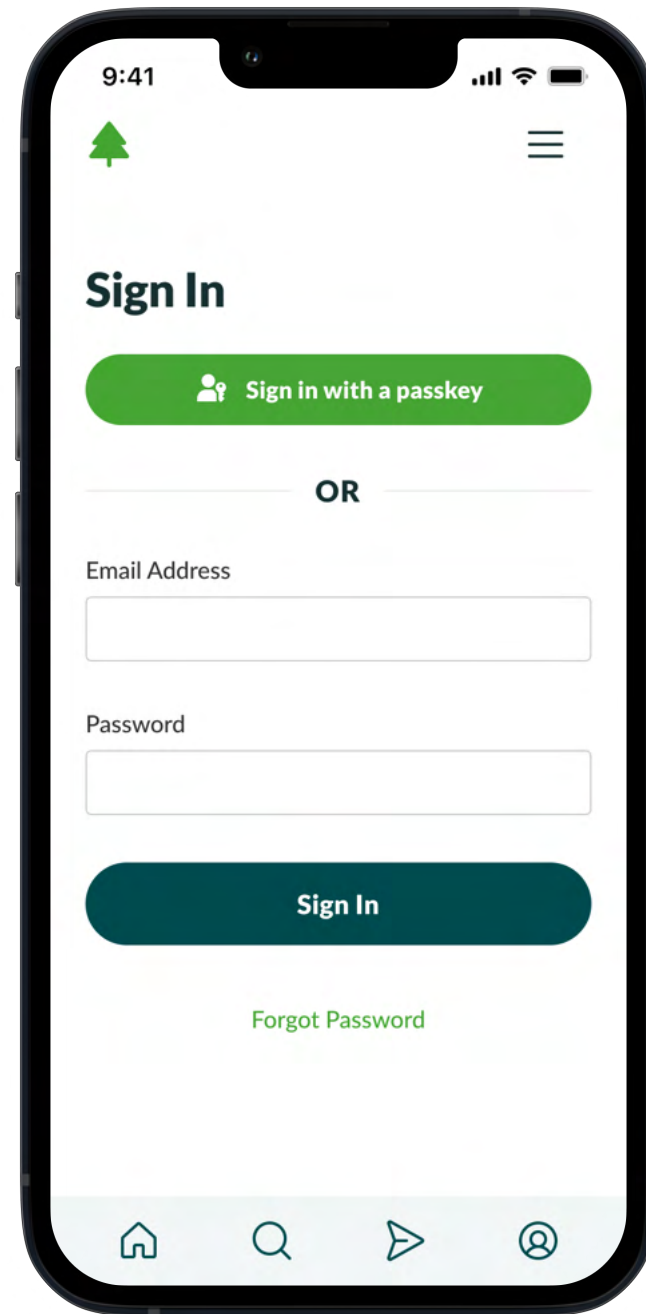
Clearly separate the icon as a supporting element.

Placement

Help users identify secure sign in options in your UI.

Sign-in Options

Use the icon in buttons or links allowing users to sign in with a passkey.

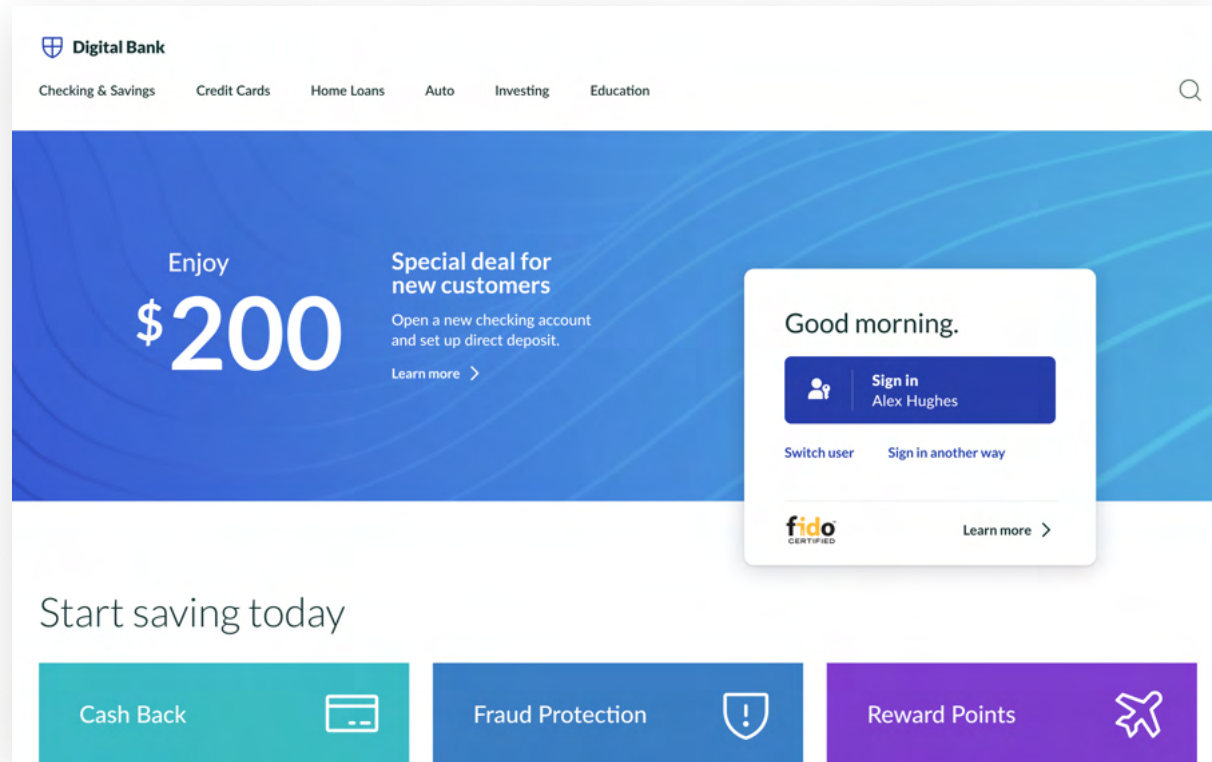


Placement

Help users identify secure sign in options in your UI.

Sign-in Options

Use the icon in buttons or links allowing users to sign in with a passkey.

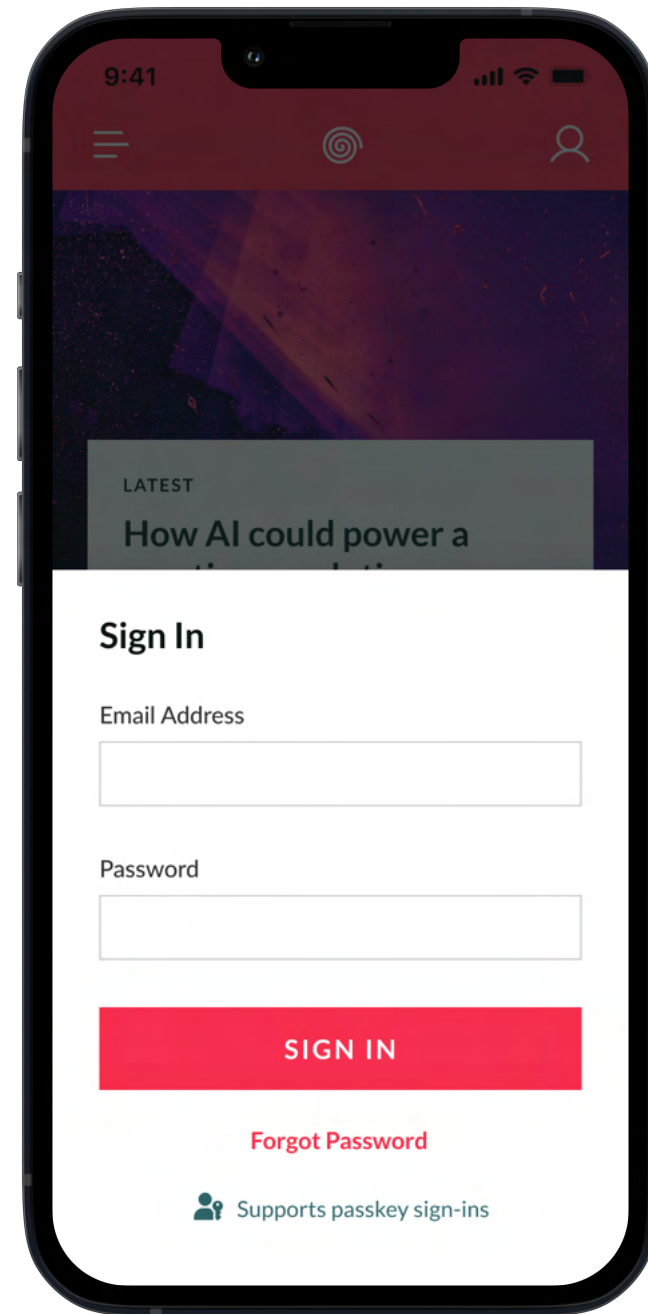


Placement

Help users identify secure sign in options in your UI.

Sign-in Options

Use the icon to let users know that passkey sign-ins are supported by your product.

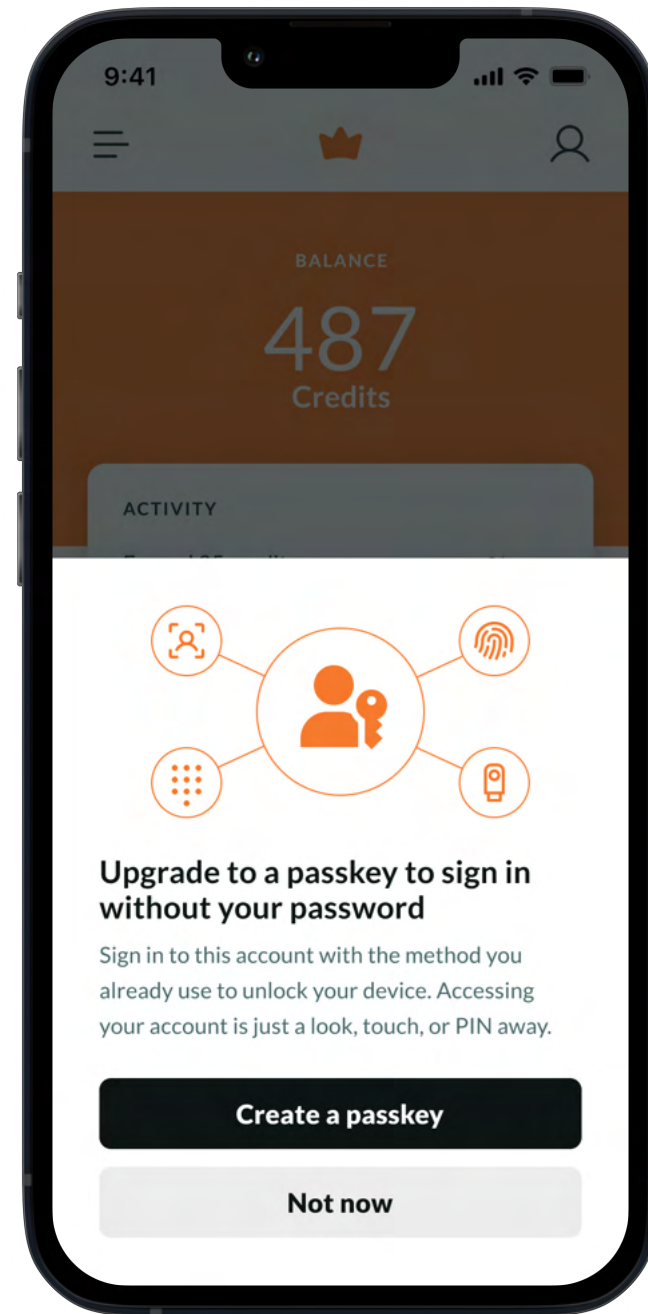


Placement

Help users identify secure sign in options in your UI.

Educational/illustrative

Use the icon to represent the passkey concept in onboarding or other prompts to encourage users to create passkeys or upgrade to a passkey for a more secure sign-in.

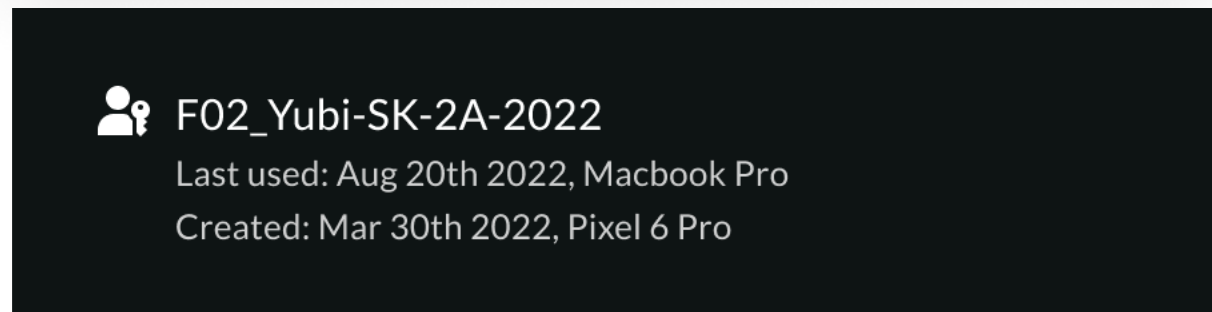
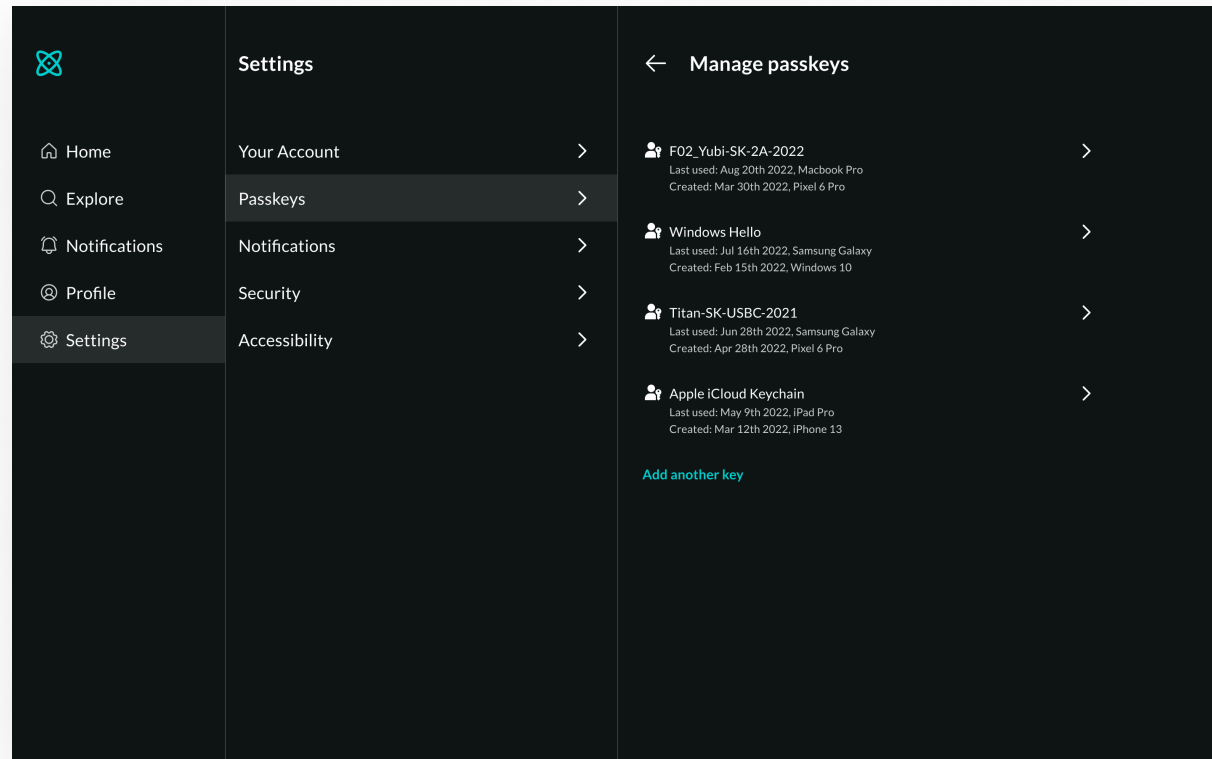


Placement

Help users identify secure sign in options in your UI.

Settings UI

Use the icon within settings to help identify passkeys that can be edited or deleted.

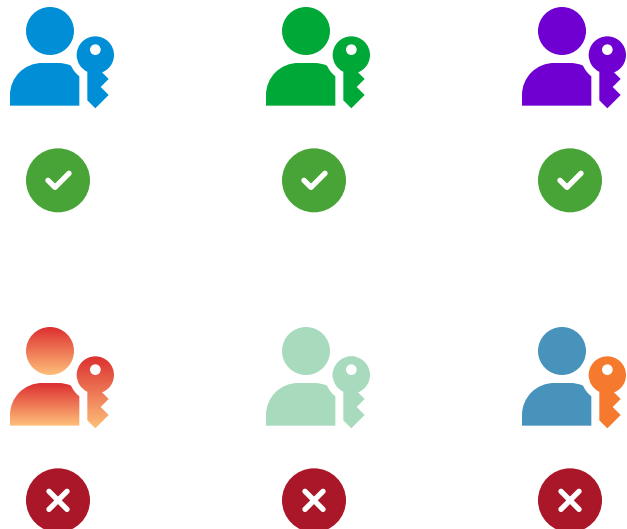


Color

Present the passkey icon in colors that are clearly visible and accessible for all users.

Custom Colors

Passkey icons are provided in black and white color options, but the icon color can be changed to match the color scheme of your product, brand, or user interface. Always present the icon in a single flat color, avoiding gradients or added texture.



Accessibility

To ensure the icon is clearly visible, use a high contrast color that meets AA accessibility standards on the background it is seen on. WCAG level AA requires a contrast ratio of at least **3:1** for graphics.

	Contrast Ratio
 Sign in with a passkey	✓ 14.13 : 1
 Sign in with a passkey	✓ 7.2 : 1
 Sign in with a passkey	✗ 1.73 : 1
 Sign in with a passkey	✗ 1.64 : 1

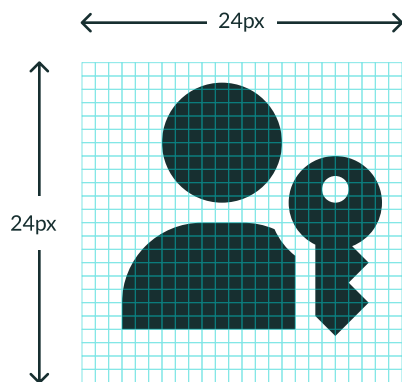
Check the contrast ratio of your colors at <https://webaim.org/resources/contrastchecker/>

Size & Spacing

Size and position the icon for optimal readability in your UI.

Minimum Size

The passkey icon was designed for clarity at small sizes. For optimal readability in digital applications, the icon should be presented at a minimum size of **24 × 24 px**. Note that this size includes the negative space around the icon that is present in the provided files.



Free Space

To ensure that the integrity of the icon is preserved, leave an area of empty space around it which doesn't contain text, other icons, or other graphic elements that may divert attention. Reference the width of the key to maintain the proper free space as the icon is proportionally enlarged or reduced in size.

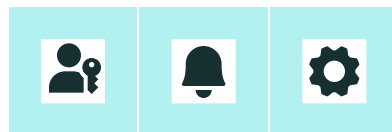
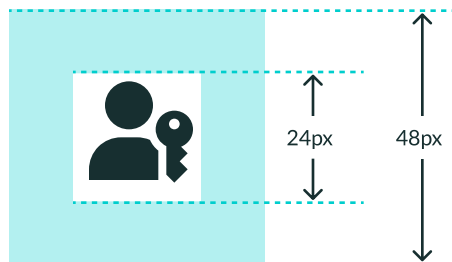


Size & Spacing

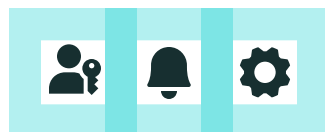
Size and position the icon for optimal readability in your UI.

Touch Targets

Include padding around interactive icons to provide an adequate target size for touchscreen devices. Interactive elements should have a minimum touch target of **48px**.



✓ Respect the free space and touch target rules for each element.



✗ Don't overlap free space for contiguous elements.

Alignment

When using the icon with text, vertically center-align the icon with the text label.



✓ Vertically center-align icon and text.



✗ Don't align the icon to the text baseline.



✗ Don't align the icon to the top of text.

Improper Use

Avoid confusing users with unnecessary changes to the icon.



✘ Don't skew or distort the icon.



✘ Don't place the icon on photos or other busy background images.



✘ Don't rotate the icon.



✘ Don't apply drop shadows or decorative effects to the icon.



✘ Don't stretch the icon.



✘ Don't add strokes or outline the icon.

Accessibility

Optimize icons for technology that supports impairments, like screen readers.

With Text Labels

For interactive elements using the passkey icon (e.g. buttons, links, etc.), it is recommended to include a text-based description for users. If the icon is combined with a text label (in a button, for example), add the “aria-hidden” tag to hide the icon itself from screen readers.



```
<button>  
<span class="icon passkey"  
aria-hidden="true"></span>  
Sign in with a passkey  
</button>
```

Icon Only

For an interactive icon without a visible text label, add the following to make sure the icon is accessible:

- The aria-hidden="true" attribute
- The aria-label attribute with a text description
- The title attribute on the icon to provide a tooltip for sighted mouse users.



```
<button title="Manage passkeys"  
aria-label="Manage passkeys">  
<span class="icon passkey"  
aria-hidden="true"></span>  
</button>
```

Copy

Refer to passkeys consistently to provide a seamless experience for users.

Copywriting Guidelines

The word “passkey” is a common noun (think of it the way you would refer to “password”), and should be written in lowercase except when beginning a sentence.

“Passkey” is a cross-platform general-use term, not a feature tied to any specific platform. Avoid linking passkeys to any specific platform or operating system.

“Supports passkey sign-ins”

“Set up a passkey for this site”



Use “passkey” as a common noun and write in lowercase.

“Create a passkey”

“Sign in with a passkey”



Use “a passkey” to imply the possibility of multiple passkeys.

“Create a Passkey”

“Sign in with a Passkey”



Don't capitalize “passkey”.

“Supports Apple passkeys”

“Create a Google passkey”



Don't tie passkeys to a specific platform or operating system.

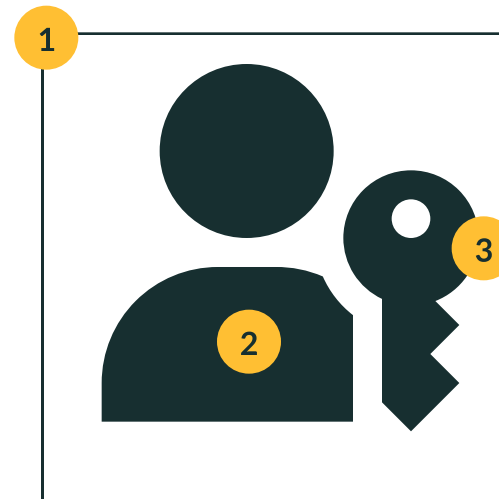
Custom Icons

Follow guidelines to create a unique but recognizable icon for your platform.

Passkey providers (3rd party platforms or services that will manage a user's passkeys) may work with the FIDO Alliance to create approved custom versions of the passkey icon to fit within their existing icon system or brand guidelines. Contact FIDO at info@fidoalliance.org to get approval for custom icons.

Follow these guidelines to ensure that users are able to recognize your passkey icon:

- 1 Closely match the general layout of the icon and proportions of the person and key.
- 2 The person should always be on the left side of the icon, and use minimal shapes with no facial expressions or other detail.
- 3 The key should always be on the right side, slightly overlapping the person. The jagged edge should face right. The key should be simplified as much as possible and avoid complex or photorealistic shapes.



Contact

For additional questions about the use of the passkey icon, please contact info@fidoalliance.org