

ADMIN CONSOLE > END-USER ONBOARDING

Customer Activation Kit

View in the help center:
<https://bitwarden.com/help/customer-activation-kit/>

Customer Activation Kit

This adoption enablement resource is designed to help customers introduce and build excitement around Bitwarden, communicate the benefits of using a password manager, and transform how your teams approach password security and credential access management.

This kit includes:

- Branded marketing materials to introduce Bitwarden to your end users
- Resources for onboarding
- Easy best practices to drive adoption

Brand materials

The following list of resources can be accessed at our website at bitwarden.com/brand:

- Bitwarden logos/icons ([Logo Pack](#))
- Brand typeface ([Download DM Sans](#))
- Color palette
- Visual language (button styling, iconography, etc.)
- Product mockups
 - [Download Password Manager images](#)
 - [Download Secrets Manager images](#)
- Bitwarden b-roll ([Download media assets](#))

Media and promotional marketing materials

Brochures and posters:

- 1-page introduction to Bitwarden for end-users ([Download asset via Google Drive](#))
- 1-page introduction to Bitwarden for admins and IT teams ([Download asset via Google Drive](#))
- Bitwarden posters ([Download as PDF](#) or [order prints from the Bitwarden store](#))

Bitwarden Broadcast package:

- Contains additional b-roll and other video content ideal for end-users ([View on our site](#) or [download assets via Google Drive](#)).

Additional videos:

- [Bitwarden in 30 seconds](#) (promotional video)
- [Individual and organization vaults](#)

- [YouTube video library](#)

Visit the [press room](#) for additional media assets and the latest Bitwarden news, case studies, and original research.

End-user education

- Onboarding [templates](#) (admins, owners, and end-user onboarding resources)
- Separating work and personal: Individual and organization vaults [overview](#)
- Disabling your browser's built-in password manager [overview](#)
- Exporting passwords from:
 - [Chrome](#)
 - [macOS and Safari](#)
 - [Firefox](#)