

Xero partner brand guidelines



Contents

Introduction.....	3	Xero cobranding guidelines	14
Xero partner badge guidelines	4	Building signage.....	15
Xero partner badges	5	Vehicle signage.....	16
Xero partner badge placement.....	6	Print advertising	17
Xero partner badge colours	7	Social media	18
Xero certification guidelines.....	8	Email signatures	19
Xero certification ribbons.....	9	Website.....	20
Xero certification ribbon placement	10		
Xero certification ribbon colours.....	12		
Xero certification language	13		

Introduction

The Xero partner brand guidelines contain a series of guidelines and examples of how to display Xero brand assets on a range of mediums. They've been created to help you get the most out of your relationship with Xero.

Although they serve to inform you on correct applications, the examples shown are only typical scenarios. It's impossible to foresee every possible application, so if you're unsure about a particular scenario, simply contact your account manager.

Please follow these guidelines when choosing the size, clear space and colour of the logos and badges. And remember that Xero must approve any co-branding or use of the Xero logo, partner badge or certification ribbons.

Xero partner badge guidelines



Xero partner badges

Your Xero partner badge is the primary way to communicate your partnership with Xero. It's important that they are used and written about correctly.

Partner badges



Partner badge language

Here are some examples of how to write about your Xero partner status. Note that we don't use capitals other than for proper nouns.

- We're proud to be a Xero partner.
- Jones Accounting is a Xero gold partner.
- We've reached Xero gold partner status.
- We joined the Xero partner program in 2014.



Xero partner badge placement

For maximum effectiveness, it's important that your partner badge is displayed correctly.

Choosing the format

The Xero partner badges are available for both print and screen (web, TV, etc) use.

For print work, use the Encapsulated Post Script (.eps) or Portable Document Format (.pdf) files in the first instance, as these files reproduce better in print.

Failing this, use the high resolution JPEG file. (Note: To ensure quality, please do not enlarge the JPEG file beyond the issued size).

For screen work, the EPS, PNG or PDF file formats are best.

Minimum badge sizes

To ensure legibility, please make certain that the badge does not reduce beyond the following sizes:

Print

12.5mm height (excluding clear space)

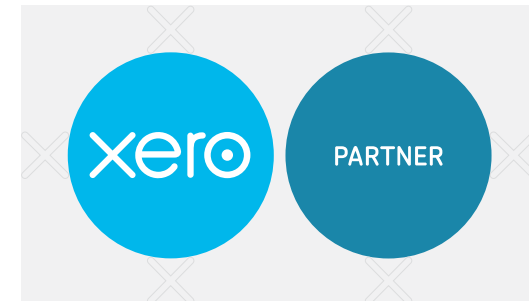
Screen

40px height (excluding clear space)



Space around badge

The badge should have a minimum clear space around it. This space is equal to the width of the 'x' in the Xero logo.



Xero partner badge colours

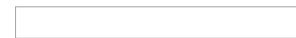
Correct use of the Xero partner badge colours bring a sense of familiarity and reliability to communications.



Xero Blue
RGB 19/181/234
HEX 13B5EA
C90, M0, Y15, K0
PMS 312



Partner Blue
RGB 35/111/142
HEX 236F8E
C87, M50, Y30, K7
PMS 633



White
RGB 255/255/255
HEX FFFFFFFF
C0, M0, Y0, K0



Bronze Partner
RGB 163/104/77
HEX A3684D
C30, M62, Y72, K13
PMS 470



Silver Partner
RGB 167/169/172
HEX A7A9AC
C0, M0, Y0, K40
PMS COOL GRAY 4



Gold Partner
RGB 254/205/8
HEX FEC008
C0, M19, Y100, K0
PMS 114



Platinum Partner
RGB 88/88/90
HEX 58585A
C0, M0, Y0, K80
PMS COOL GRAY 10

Preferred version

Please use the coloured version of the partner badge if you can. It must be placed on a white or very light background.



Alternative version

If your only option is to place the partner badge on a dark or coloured background, use the white version.

When you place the white badge over a photo, place it over a portion of the photo with minimal detail. Out of focus areas work well.



Xero certification guidelines



Xero certification

The Xero certification badges and ribbons are the way to visually represent Xero certification. It is important that they are displayed correctly in order to communicate effectively.

Certification badge (for practices):



Certification badges can be used on buildings and vehicles, as well as in print and online.

Please contact your account manager or partnerteam@xero.com who will supply you with a certified advisor badge for marketing your practice.

Certification ribbons (for individuals):



Certification ribbons are only for use on digital items like email signatures, web footers and online profiles.



Xero certified advisor practice badge placement

The certification badge is designed to be used by practices.
For maximum effectiveness, it's important to display it correctly.

The format

The Xero certification badge is available for both print and screen (web, TV, etc) use.

For print work, use the Encapsulated Post Script (.eps) or Portable Document Format (.pdf) files in the first instance, as these files reproduce better in print.

Failing this, use the high resolution JPEG file. (Note: To ensure quality, please do not enlarge the JPEG file beyond the issued size).

For screen work, the EPS, PNG or PDF file formats are best.

Minimum badge sizes

To ensure legibility, please make certain that the badge does not reduce beyond the following sizes:

Print

12.5mm height (excluding clear space)

Screen

40px height (excluding clear space)



Space around badge

The badge should have a minimum clear space around it. This space is equal to the width of the 'x' in the Xero logo.



Xero certified advisor practice badge colours

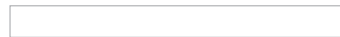
Correct use of the Xero certification badge colours bring a sense of familiarity and reliability to communications.



Xero Blue
RGB 19/181/234
HEX 13B5EA
C90, M0, Y15, K0
PMS 312



Partner Blue
RGB 35/111/142
HEX 236F8E
C87, M50, Y30, K7
PMS 633



White
RGB 255/255/255
HEX FFFFFFFF
C0, M0, Y0, K0

Preferred version

Please use the coloured version of the certification badge if you can. It must be placed on a white or very light background.



Alternative version

If your only option is to place the certification badge on a dark or coloured background, use the white version.

When you place the white badge over a photo, place it over a portion of the photo with minimal detail. Out of focus areas work well.



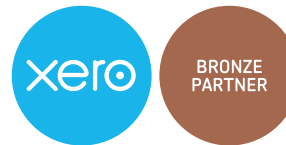
Xero certified advisor practice badge usage

These rules apply when displaying your Xero certification badge in proximity to your Xero partner badge. The Xero partner badges carry more significance than any of the Xero certifications.

Correct usage

When promoting your practice you can use either your Xero partner badge or your certified advisor badge. In cases where you want to use both, please contact your account manager or partnerteam@xero.com who will supply you with the approved combined lockup (as shown adjacent).

Xero partner badge



Xero certified advisor badge



Xero partner & certified advisor combined badge lockup



Xero advisor certified individual ribbon placement

The Xero certification ribbon is only for use by individuals, for example in email signatures or online profiles. For maximum effectiveness, it's important that your certification ribbons are displayed correctly when they stand alone.

The format

The Xero certification ribbons are only for screen use and are not to be printed.

For screen use, use the PNG format. (Note: To ensure quality, please do not enlarge the PNG file beyond the issued size.)

Minimum ribbon sizes

To ensure legibility, please make certain that the ribbon does not reduce beyond the following size:

Screen

17px height (excluding clear space)

Digital sizes

17px



Space around ribbon

The ribbon should have a minimum clear space around it. This space is equal to the height of the ribbon.



Xero advisor certified individual ribbon colours

Correct use of the Xero certification ribbon colours brings a sense of familiarity and reliability to the communications.



Xero Slate
RGB 36/55/70
HEX 253746
C70, M50, Y30, K60
PMS 7546



Xero Black
RGB 00/00/00
HEX 000000
C75, M68, Y67, K90
PMS Black



White
RGB 255/255/255
HEX FFFFFFFF
CO, MO, YO, KO

Preferred version

Please use the slate or black certification ribbons if you can. They must be placed on a white or very light background.

Slate



Black



Alternative version

If your only option is to place the certification ribbons on a dark or coloured background, use the white versions.



Xero advisor certified individual ribbon usage

These rules apply when displaying your Xero certification ribbon in proximity to your Xero partner badge.

The relationship

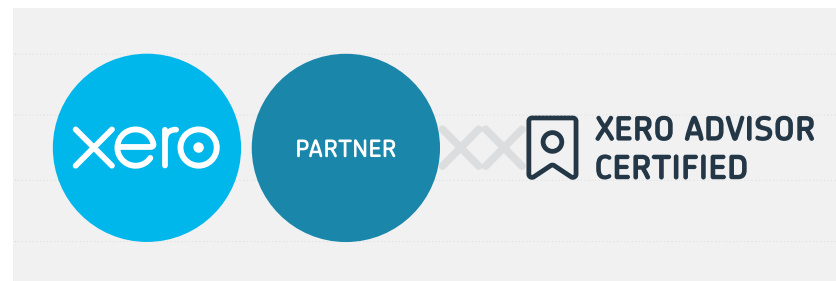
The Xero partner badges carry more significance than any of the Xero certifications, and the way you visualise both the partner badge and certification ribbon must reflect this.

When displaying Xero certification ribbons in proximity to any kind of Xero partner badge, the partner badge must be noticeably larger than the certification ribbons.

Sizing and spacing

To ensure correct reproduction of both the partner badge and certification ribbon, please adhere to the following:

- The partner badge and certification ribbon must have a minimum clear space between them. This space is equal to two times the width of the 'x' in the Xero logo.
- The height of the certification ribbon must be no larger than one third of the height of the partner badge.



Xero certification language

Here's how to write about your Xero certification status. Note that we don't use capitals other than for proper nouns.

When you talk about individuals:

- Jane Smith has two Xero certifications.
- Jane Smith has two Xero certifications: Xero advisor and Xero payroll.
- Jane Smith has three Xero certifications: Xero advisor, Xero payroll and Xero migration.
- Jane Smith is a Xero-certified advisor.
- Jane Smith is a Xero-certified payroll specialist.
- Jane Smith is a Xero-certified migration specialist.
- Jane Smith is a Xero-certified advisor and payroll specialist.

When you talk about your firm

- Jones Accounting has two Xero certifications.
- Jones Accounting has two Xero certifications: Xero advisor and Xero payroll.
- Jones Accounting has three Xero certifications: Xero advisor, Xero payroll and Xero migration.
- Jones Accounting is Xero advisor-certified.
- Jones Accounting is a Xero advisor-certified practice.
- Jones Accounting is Xero payroll-certified.
- Jones Accounting is a Xero payroll-certified firm.
- Jones Accounting is Xero migration-certified.
- Jones Accounting is a Xero migration-certified practice.



Xero cobranding guidelines



Building signage

Clear, functional building signage helps you be seen. It's also a great place to promote your Xero partnership.

Note: Certification ribbons are only for use on digital media. They are not to be printed for use on buildings.

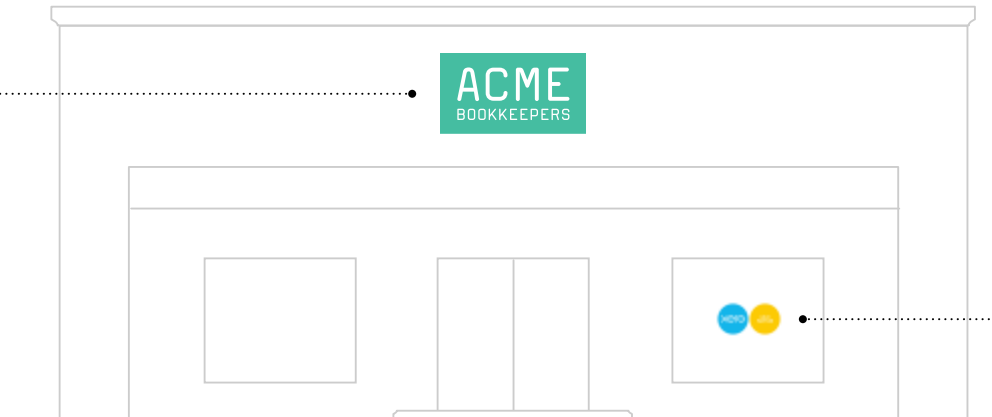
Xero partner badge and logo proximity

The Xero partner badge must only exist on a facade that your logo is on. There should be at least two times the width of the partner badge of clear space between the two.

Your logo

Your business logo should be the biggest piece of signage. Keep it clear, in a prominent position, and at a size that people will see from a fair distance. If your business has multiple viewable facades, you may want to consider having your logo on each one to maximise visibility.

SIGNAGE SUGGESTION:



Your Xero partner badge

Windows or walls can be a great place to promote your Xero partnership. Ensure the badge is noticeably smaller than your business logo but still at a size that people will be able to see from a reasonable distance. Print the badge in CMYK or spot colour. If you need help with sourcing a badge to print, contact your account manager.



Vehicle signage

Vehicle signage generally follows the same guidelines as building signage. Keep it clear and consider the distance and time that people will have to view the sign.

Note: Certification ribbons are only for use on digital media. They are not to be printed for use on vehicles.

Your logo

Your business logo should be the biggest piece of signage. Keep it clear, in a prominent position, and at a size that people will see from a fair distance.

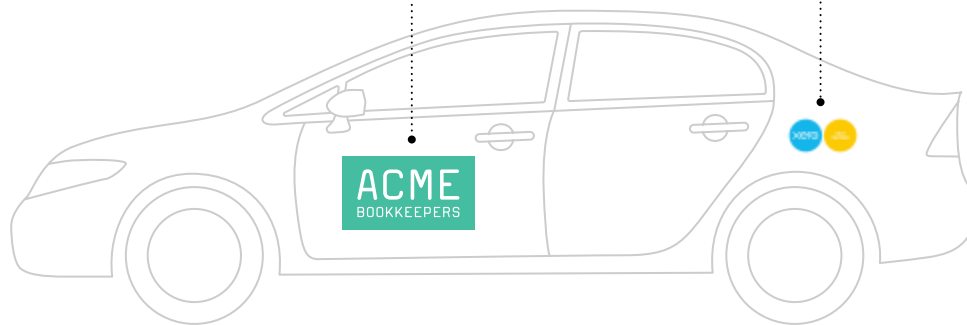
Your Xero partner badge

Ensure the badge is noticeably smaller than your business logo but still at a size that people will be able to see from a reasonable distance. Print the badge in CMYK or spot colour. If you need help with sourcing a badge to print, contact your account manager.

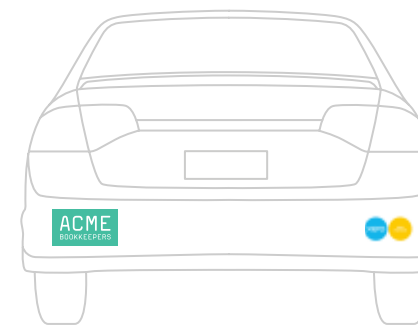
Xero partner badge and logo proximity

The Xero partner badge should only exist on a facade that your logo is on. There should be at least two times the width of the partner badge of clear space between the two.

SIDE-ON SUGGESTION:



REAR SUGGESTION:

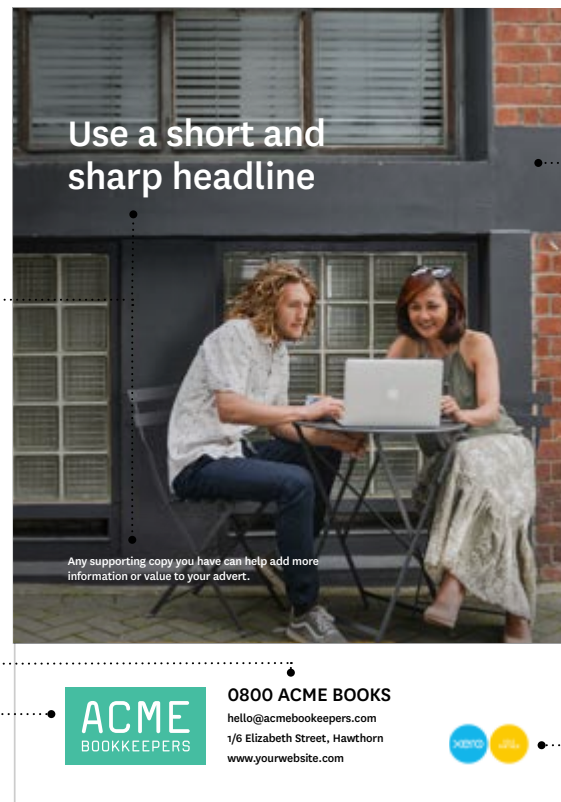


Print advertising

Traditional mediums such as print advertising in a magazine or newspaper are great ways to promote your Xero partnership.

Note: Certification ribbons are only for use on digital media. They are not to be printed for use in print advertising.

A4 EXAMPLE:



Photography

Use clear, professional photography.

Your Xero partner badge

It can be useful to promote your Xero partnership in your adverts. Ensure the partner badge is noticeably smaller than your logo to maintain the correct hierarchy.

Messaging

Know exactly what you're offering and consider the best way to say just that.

Call to action

Give your audience a clear way to follow up with you if they're interested in what you're offering.

Your logo

Position your logo clearly in a prominent position.



Social media

Your social media feeds are a powerful way to reach a large audience. Whether you put your wallet behind some paid adverts, or simply initiate or join the conversations with your networks, take the time to craft your social media posts and before long you'll reap the rewards.

General considerations

Check out the relevant social media platform's guidelines when posting your images or videos as they often have rules about sizes and types of content. Think about what type of content is best for communicating your message: photo, graphic, video, or a simple text post?

Xero partner badge

When using your partner badge in your social media posts, consider the limited size you have to work with – make it big enough to be clearly seen, but not so big that it gets in the way of your imagery or message. Ensure that it is smaller than your logo.

PHOTOGRAPHIC EXAMPLE:



GRAPHIC WITH HEADLINE EXAMPLE:



Email signatures

Email signatures can be a useful place to reinforce your Xero partnership or certifications.

Xero brand assets

To help determine whether to include your Xero partner badge or certification ribbons in your email signature, consider your audience: who do you most often send emails to?



Jane Smith

Founder & Partner

Mobile 123 456 789

1/6 Elizabeth Street, Hawthorn

www.yourwebsite.com



Joe Bloggs

Bookkeeper

Mobile 987 654 321

1/6 Elizabeth Street, Hawthorn

www.yourwebsite.com



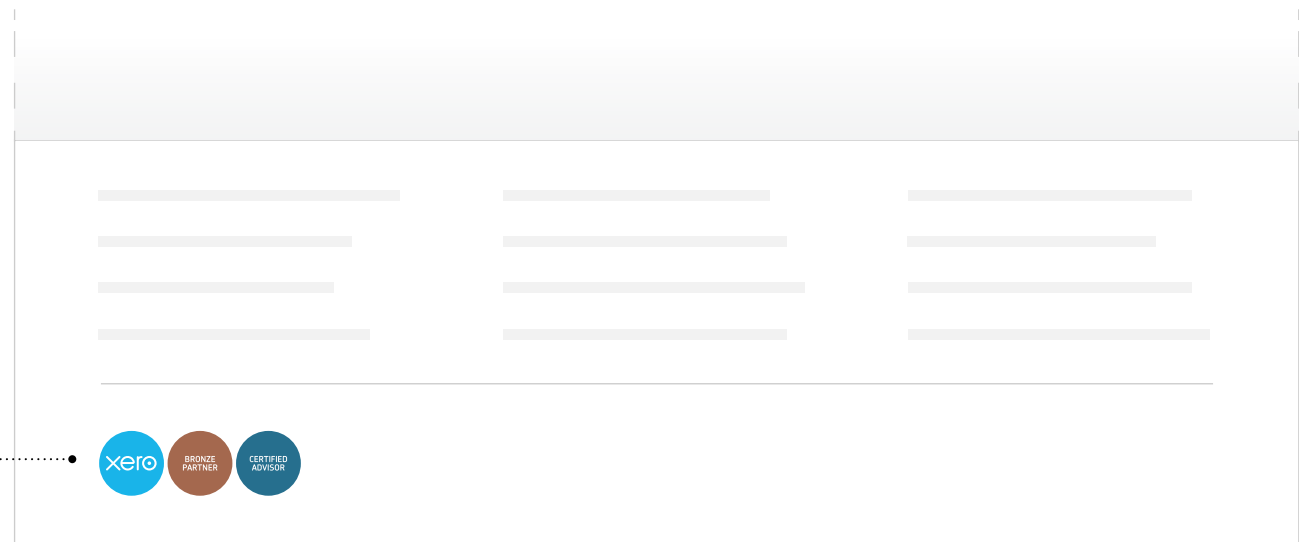
Website

You may choose to promote your Xero partnership and certifications in your website footer, and on pages where you describe the services you offer or explain online accounting.

Xero brand assets

Make sure you follow the Xero partner badge and Xero certification badge guidelines on page 12 for correct sizing and spacing.

WEBSITE FOOTER EXAMPLE:





Beautiful accounting software