



# Intuit Logo Guidelines

## Logo clearspace

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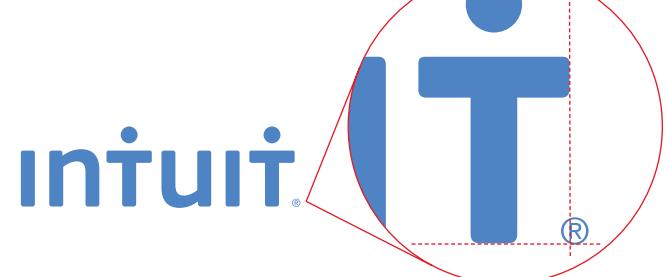
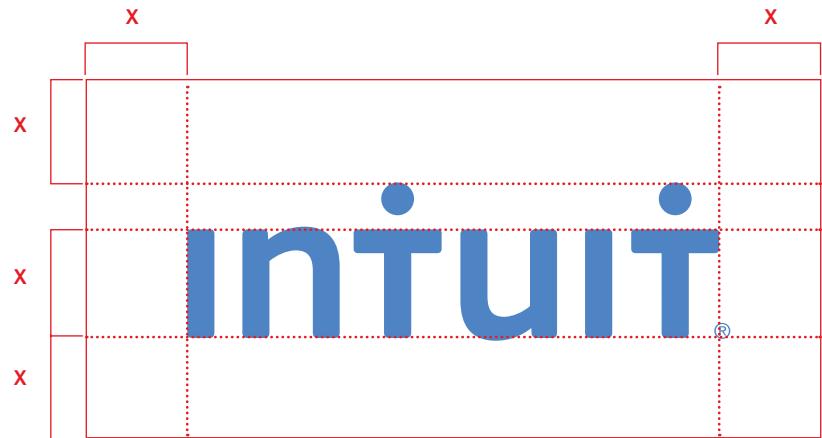
Our logo is one of the company's most valuable assets. Always position it for maximum impact and give it plenty of room to "breathe."

Clearspace frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.

The example shown represents the minimum clearspace. (Clesrspace equals the height of the "I" in Intuit.) Clesrspace exceptions may be based on specific application requirements (e.g., signage). These exceptions will be noted.

### Minimum Size

In reproducing our logotype consider its size and legibility and use common sense. A logo that is too small ceases to serve any communicative function. The minimum-size use of the Intuit logo is .75 inch.



### Aligning the ® symbol

The registered trademark symbol “®” may need to be re-sized for very small and very large applications. Please follow the diagram for proper alignment.

## Logo color

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Color is a powerful means of visual identification. Consistent use of our identity color, Intuit Blue, will build visibility and recognition for the Intuit brand and its personality.

The logo must never be altered, modified or recreated. Any attempt to modify or alter our logo is a direct violation of our brand standards.

### Primary logo usage:

Use on the vast majority of our applications

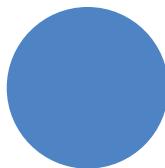


### Secondary logo usage:

Use only when the Intuit Blue logo cannot be used for cost or production reasons



### Intuit Blue color formulas:



Intuit Blue  
For **coated** and  
**matt coated** paper stock  
(or PANTONE® 2727C)  
C:71 M:42 Y:0 K:0  
R:47 G:94 B:191  
HEX: 365ebf

Typical applications:  
Packaging  
Direct mail postcards  
Signage

Intuit Blue  
on **uncoated** paper stock  
(or PANTONE® 285U)  
C:89 M:43 Y:0 K:0

Typical applications:  
Business stationery

Intuit Blue  
For **web, online** and  
**digital mediums**  
R:47 G:94 B:191  
HEX: 365ebf

Typical applications:  
Web pages & campaigns  
Powerpoints

## Incorrect logo usage

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The integrity of the Intuit logo must be respected at all times. It's ok to hug and kiss our logo on occasion, but please don't stretch, squeeze or otherwise morph or manipulate it. Any modification of our logo confuses its meaning and diminishes its impact.

We never link other elements including names, logos or symbols to the Intuit logo.



**Do not** link words to our logo.



**Do not** place our logo within a box or carrier shape.



**Do not** add effects to our logo.



**Do not** change the type of our logo.



**Do not** rearrange the elements of our logo.



**Do not** change the color of our logo.



**Do not** place our logo on a busy background or a background with insufficient contrast.



**Do not** mix and match parts of our logos.



**Do not** distort our logo.



**Do not** link product names up to our logo.



**Do not** draw a line around our logo.



**Do not** link regional symbols or flags to our logo.