

XERO PARTNER COMMUNICATION GUIDELINES



Beautiful accounting software

CO-BRANDING GUIDELINES

Xero is happy to support co-branding by partners. In any co-branding initiative it's important to strike the right balance between the use of your brand and the Xero brand.

Please remember that co-branding must always be approved by Xero.

FUNDAMENTAL RULES

- Use of the name Xero in your company name, domain name, product name, or service offering is not permitted
- Use of the Xero logo, tagline and web address must conform to the brand guidelines
- Apart from the use of the Xero logo, use of the Xero brand blue is not permitted
- Copying or obvious adaptation of the Xero design interface from either the marketing site www.xero.com or the Xero application is not permitted
- Use of copy, images, screenshots, photos and any other content produced by Xero is permitted only with approval
- When promoting or offering your products or services your brand must be the dominant brand
- When promoting or offering Xero products or services you must use materials provided by Xero. You can only alter the materials and apply your own brand and content in ways pre-approved by Xero
- Any implied endorsement by Xero or implied affiliation with Xero must be approved

Xero is a fast moving company that is dependent on close partnerships - we will ensure you get a speedy and flexible response to all co-branding requests.

XERO LOGO PLACEMENT

Our core identity is the Xero logo, it is important this is used correctly.

CHOOSING THE FORMAT

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

For print work, use the Adobe Illustrator (.ai) or Encapsulated Post Script (.eps) file in the first instance, as this file is scalable and reproduces better in print.

Failing this, you should 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 GIF, JPEG or PNG file formats are best.

MINIMUM LOGO SIZES

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

Print

10mm square (excluding clear space)

Screen

40px square (excluding clear space)

SPACE AROUND LOGO



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

XERO LOGO COLOURS

The blue logo with white letters on a white background is the preferred logo treatment. The following logo variations are also available.

XERO COLOURS



Xero Blue

Print: C:90 M:0 Y:15 K:0

Pantone: PMS 312

Screen: R:0 G:183 B:227

BLUE & WHITE

This is the preferred colour treatment of the Xero logo.



Print

White:

C:0 M:0 Y:0 K:0

Blue:

C:90 M:0 Y:15 K:0



Screen

White:

R:255 G:255 B:255

Blue:

R:0 G:183 B:227

Reverse

Colours as above

BLACK & WHITE

Primarily for use in newspaper or similar, where black and white are the only options.



Print

White:

C:0 M:0 Y:0 K:0

Black:

C:0 M:0 Y:0 K:100



Screen

White:

R:255 G:255 B:255

Black:

R:0 G:0 B:0

Reverse

Colours as above

GREY & WHITE

Similar to 'Black & White', this treatment should only be used when full black is too strong.



Print

White:

C:0 M:0 Y:0 K:0

Grey:

Darker than K:50



Screen

White:

R:255 G:255 B:255

Grey:

Darker than R:122 G:122 B:122

Reverse

Colours as above

OTHER COLOURS

Choose the logo that best maximises contrast with the desired background.



Print

White:

C:0 M:0 Y:0 K:0



Screen

White:

R:255 G:255 B:255

Reverse

Substitute black for white

(Black: C:0 M:0 Y:0 K:100 or

R:0 G:0 B:0)

XERO PARTNER LOGO PLACEMENT

As with the Xero logo, the Xero Partner logos must be placed correctly.

CHOOSING THE FORMAT

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

For print work, use the Adobe Illustrator (.ai) or Encapsulated Post Script (.eps) file in the first instance, as this file is scalable and reproduces better in print.

Failing this, you should 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 GIF, JPEG or PNG file formats are best.

MINIMUM LOGO SIZES

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

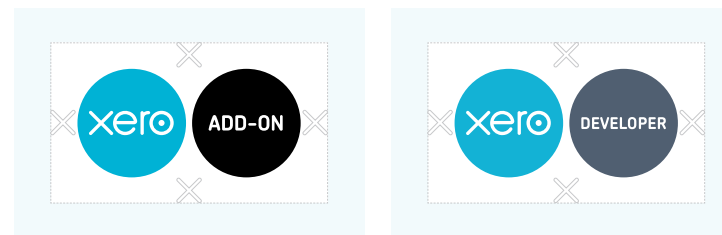
Print

10mm in height (excluding clear space)

Screen

40px in height (excluding clear space)

SPACE AROUND LOGO



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

XERO PARTNER LOGO COLOURS

As with the Xero logo, the Xero Add-on & Developer logos must be used correctly.

COLOURS



Xero Blue

Print: c:90 M:0 Y:15 K:0

Screen: R:0 G:183 B:227



Black

Print: c:8 M:8 Y:8 K:100

Screen: R:0 G:0 B:0



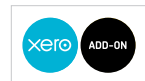
Grey

Print: c:72 M:57 Y:40 K:18

Screen: R:80 G:94 B:112

PLACE LOGO ON WHITE

This is the preferred colour treatment of a Xero Partner logo.



Print

White:

c:0 M:0 Y:0 K:0



Screen

White:

R:255 G:255 B:255

Never place the colour logo on a coloured background. Please use an alternative colour treatment.

BLACK & WHITE

Primarily for use in newspaper or similar, where black and white are the only options.



Print

White:

c:0 M:0 Y:0 K:0

Black:

c:0 M:0 Y:0 K:100



Screen

White:

R:255 G:255 B:255

Black:

R:0 G:0 B:0

Reverse

Colours as above

GREY & WHITE

Similar to 'Black & White', this treatment should only be used when full black is too strong.



Print

White:

c:0 M:0 Y:0 K:0

Grey:

Darker than K:50



Screen

White:

R:255 G:255 B:255

Grey:

Darker than

R:122 G:122 B:122

Reverse

Colours as above

OTHER COLOURS

Choose the logo that best maximises contrast with the desired background.



Print

White:

c:0 M:0 Y:0 K:0



Screen

White:

R:255 G:255 B:255

Reverse

Substitute black for white (Black:

c:0 M:0 Y:0 K:100

or R:0 G:0 B:0)