

[\(https://designsystem.quickbooks.com/bolt/\)](https://designsystem.quickbooks.com/bolt/)

(https://designsystem.quickbooks.com/author/Maul2/)

Brand foundations
[\(https://designsystem.quickbooks.com/design-principles/\)](https://designsystem.quickbooks.com/design-principles/)

Core elements

Secondary elements

Graphic elements

SMB and SE

Energy beams
[\(https://designsystem.quickbooks.com/energy-beams/\)](https://designsystem.quickbooks.com/energy-beams/)

Dot patterns
[\(https://designsystem.quickbooks.com/dot-patterns/\)](https://designsystem.quickbooks.com/dot-patterns/)

Leader line
[\(https://designsystem.quickbooks.com/leader-line/\)](https://designsystem.quickbooks.com/leader-line/)

Accountant

Illustration

Motion

Video storytelling

Product expression
[\(https://designsystem.quickbooks.com/product-expression/\)](https://designsystem.quickbooks.com/product-expression/)

Marketing guidelines

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Energy beams

Energy beams provide visual grounding when used as a background element. They never distract from the primary messaging.



Content comes first

Secondary elements are truly secondary. Using visual elements should always complement the content and user experience. They never detract from it.

Visuals are balanced

Putting together different visual elements creates harmony. Layouts are open and never over-crowded. White space creates balance between content and graphic elements.

Animation is complementary

Motion guides interaction and draws focus throughout a user experience. Animation is applied to secondary elements to further enhance the visual experience.

Crop and scale

Energy beams are created by connecting dots in a 45-degree, upward-facing angle. Three beams are layered together to form a single lockup.

Only use the precomposed lockup from this library.

Beams only appear in a 45-degree, upward-facing angle.

CROP

Crop energy beam lockups as needed.



<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/25160134/Crop.svg>

SCALE

Scale energy beam lockups as needed. Avoid drastic changes in size.



<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/25160246/Scale.s>

Color

Color is used to represent specific core offerings and provide each with a unique visual identity.

Use offering-specific colors in the context of that particular offering.

Only use the library of predefined colors provided.

Only use the offering lockups on a white background.



QUICKBOOKS



LIGHT NEUTRAL



DARK NEUTRAL



ACCOUNTING



PAYROLL



PAYMENTS



TIME-TRACKING

Blending mode

(<https://designsystem.quickbooks.com/bolt/>)

Brand foundations

(<https://designsystem.quickbooks.com/foundations/>)

Blending mode is used so energy beams are visually recessed when used on a full-color background.

Core elements

Only use the neutral/gray variants of the lockup.

Secondary elements

Only use the predefined blending modes for the lockup.

Graphic elements

SMB and SE

Energy beams

(<https://designsystem.beams/>)

Dot patterns

(<https://designsystem.pattern/>)

Leader line

(<https://designsystem.line/>)

Accountant

Illustration

Motion

Energy beam don'ts

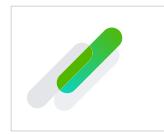
Video storytelling

Product expression

(<https://designsystem.quickbooks.com/expression/>)



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/26172204/Products/beam-donts-01.svg>)



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/26172204/Products/beam-donts-02.svg>)



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/26172204/Products/beam-donts-03.svg>)



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/26172204/Products/beam-donts-04.svg>)



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/26172204/Products/beam-donts-05.svg>)

Don't arrange beams in anything other than a 45-degree, upward-facing angle.

Don't use uncropped beams.

Don't deconstruct the energy beam lockup.

Don't turn the beams in to a pattern.

Don't scale it so the beam turns into stripes.



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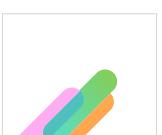
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(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/26172306/Products/beam-donts-08.svg>)



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/26172307/Products/beam-donts-09.svg>)



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/07/26172312/Products/beam-donts-10.svg>)

Feedback

<u>Brand foundations</u> (https://designsystem.quickbooks.com/bolt/)	Don't use the offering color background.	Don't use blending modes other than the ones provided.	Don't use colored beams on colored backgrounds.	Don't change transparency. (https://designsystem.quickbooks.com/author/maulz/)	Don't modify the lockup.
<u>Core elements</u>					
<u>Secondary elements</u>					
<u>Graphic elements</u>					
<u>SMB and SE</u>					
<u>Energy beams</u> (https://designsystem.beams/)					
<u>Dot patterns</u> (https://designsystem.pattern/)	Don't layer lockups on top of photography.	Don't use an energy beam as a cropping element.			
<u>Leader line</u> (https://designsystem.line/)					

Examples

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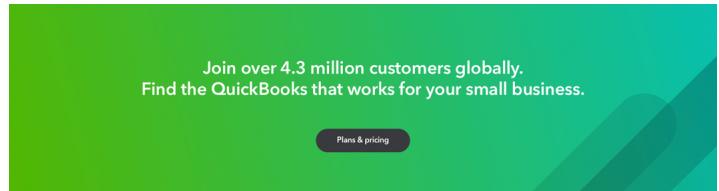
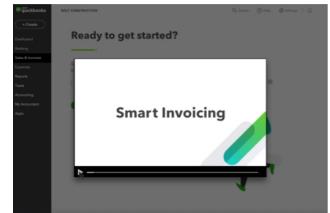
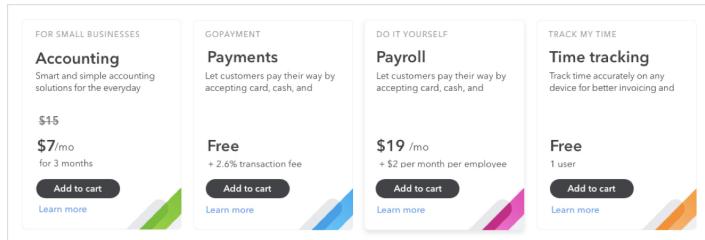
Product expression

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Created by [Justin Carboneau](https://designsystem.quickbooks.com/author/jcarboneau/) (<https://designsystem.quickbooks.com/author/jcarboneau/>).
Last modified August 29, 2018 by [Michael Haggerty-Villa](https://designsystem.quickbooks.com/author/mhaggertyvilla/) (<https://designsystem.quickbooks.com/author/mhaggertyvilla/>).

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