

Co-branding guidelines and assets for Intuit ProAdvisors

January 2026

Before you dive in

The Intuit ProAdvisor program is here to give you the tools and resources to help you grow.

This guide will show you how to co-brand your own marketing materials with the ProAdvisor program while staying compliant with our brand design guidelines.

It includes certain design elements, detailed rules about how to use them, and design do's and don'ts.

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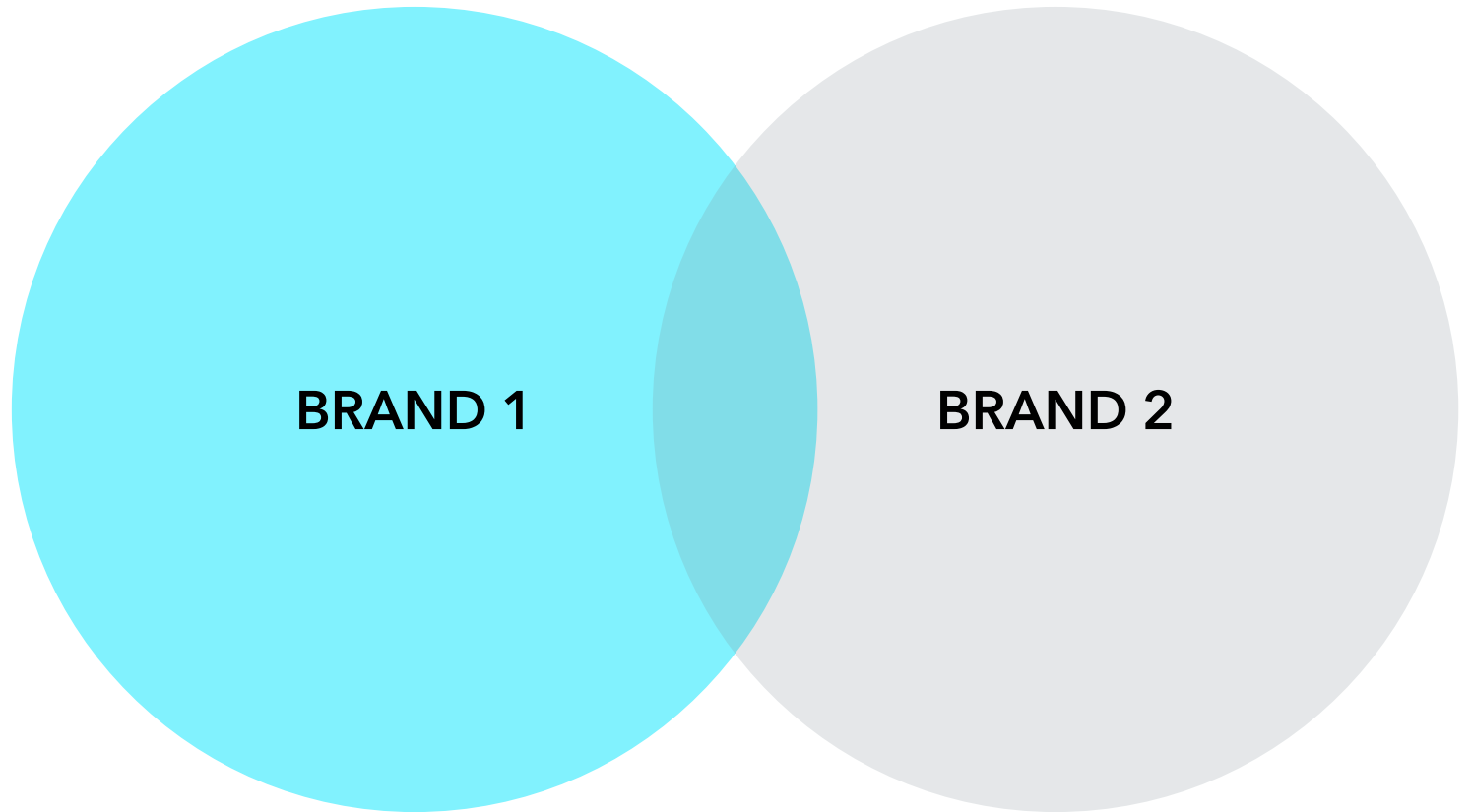
Overview

How to co-brand

Your company brand is how consumers perceive your firm. It's what you say, how you look, and what customers think of your business. The same is true for the Intuit brand.

To maintain established recognition of both brands, keep them distinctly different and separate from one another on your marketing assets. This helps prevent customers from becoming confused when the two brands are combined.

Never try to visually mix the two brands beyond what's included in these guidelines.



Co-branding with Intuit brands

Focus on co-branding with one product at a time.

Combining QuickBooks and Intuit Enterprise Suite should only be done when absolutely necessary. Follow these [co-branding do's and don'ts](#) to proceed.



When co-branding with QuickBooks products, refer to the [QuickBooks co-branding guidelines](#).



When co-branding with Intuit Enterprise Suite, refer to the [Intuit Enterprise Suite co-branding guidelines](#).

How to refer to your firm



When referring to yourself or your firm, use the term "Intuit Solutions Provider."



Don't use other phrasing, e.g. "Intuit Business Solutions Provider."



Don't use the term "partner."

Phrasing

Be clear and transparent about your relationship with Intuit. These are examples of phrases you can or can't use on your business materials and social media to represent yourself as a ProAdvisor.

Make sure your company's name and logo are distinctly larger than and distinctly separated from approved phrases. Examples are shown in the following slides.

You can call yourself a Certified Intuit ProAdvisor once you've completed one of the ProAdvisor certifications.

Currently, QuickBooks is the only Intuit product offering official certification.



- Independent Intuit Consulting Professional(s)
- Independent Intuit Consulting Service(s)
- Independent Intuit Professional(s)
- Independent Intuit Service(s)
- Independent Intuit Setup Services
- Certified Intuit ProAdvisor
- Intuit Solution Provider



- Independent Intuit Bookkeeper
- Intuit Bookkeeper
- Independent Intuit Bookkeeping
- Intuit Bookkeeping
- Independent Intuit Accountant
- Intuit Accountant
- Independent Intuit Accounting
- Intuit Accounting

QuickBooks examples

Social media marketing post

Every asset should be in your firm's voice. The QuickBooks logo can be used as a small (secondary or tertiary) element, with your firm's visual branding taking center stage.

Partner-owned brand design elements

- Partner logo
- Photography
- Colors
- Fonts
- Voice and tone

QuickBooks-owned brand design elements

- QuickBooks logo
- QuickBooks product screens
- Correct usage of the QuickBooks brand name and product names

EXAMPLE



The image shows a social media marketing post for Fernando Financial Consulting. The post has a dark purple background. In the top left corner is the company logo, a white circle with a stylized 'F' inside, followed by the text 'FERNANDO FINANCIAL CONSULTING' in white. The main headline is 'Accounting for startups starts here' in large, white, sans-serif font. Below the headline is a paragraph of text: 'Work with Fernando Financial Consulting to help ensure smooth bookkeeping and operations for your business from day 1.' To the right of the text is a photograph of a smiling Black man with glasses, wearing a dark blue button-down shirt, standing in front of a whiteboard and gesturing with his hands. A woman with blonde hair is seen from the back, sitting at a table with a white mug and some papers. At the bottom right of the post is a purple rounded rectangle with the text 'Let's talk' in white. At the bottom of the post, there is a dark blue bar. On the left side of this bar is the text: 'As an Intuit Solution Provider, we have our clients use QuickBooks Online from the start.' On the right side of this bar is the Intuit QuickBooks logo, which consists of a green circle with a white 'qb' inside, followed by the text 'INTUIT quickbooks' in white.

FERNANDO FINANCIAL CONSULTING

Accounting for startups starts here

Work with Fernando Financial Consulting to help ensure smooth bookkeeping and operations for your business from day 1.

[Let's talk](#)

As an Intuit Solution Provider, we have our clients use QuickBooks Online from the start.

INTUIT quickbooks

Email

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QuickBooks-owned brand design elements

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- Correct usage of the QuickBooks brand name and product names

EXAMPLE



Have a growth mindset? We can help.

Let's talk about what your business can do to grow. At Fernando Financial Consulting, it's our mission to provide smooth bookkeeping and operations for your business—so you can focus on the bigger picture.



We prefer to use QuickBooks with most of our clients, because it can manage so many areas of a business all in one place.

QuickBooks provides:

- **Centralized bookkeeping** to help ensure compliance in real time
- **Powerful reporting** to help you strategize your next step
- **A Customer hub** that shows you the best steps for growing your customer base
- **AI agents** to keep your operations on the cutting edge
- **Payments and Bill Pay** to simplify AR & AP
- **Payroll** to streamline paychecks, HR, and benefits

Talk with your advisor to determine the next steps for your growth journey.

We look forward to chatting with you!

[Schedule a call](#)

Presentation slide

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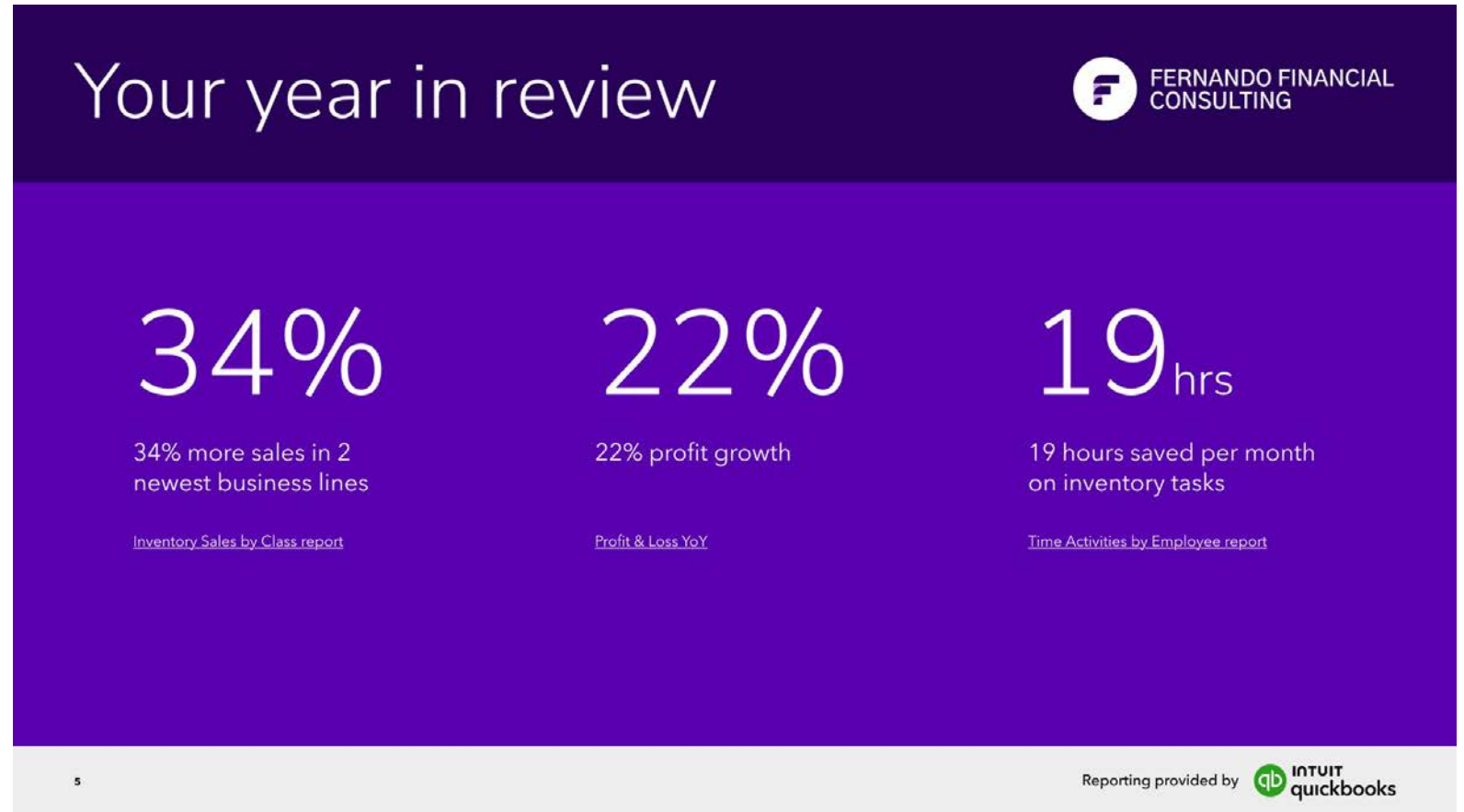
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Webpage

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EXAMPLE

FERNANDO FINANCIAL CONSULTING

Get a growth mindset

It's our firm's mission to provide smooth bookkeeping and operations for your business—so you can focus on the bigger picture. To accomplish this, QuickBooks is the best choice for most of our clients.

QuickBooks helps you manage several areas of a business all in one place:

- **Centralized bookkeeping** to help ensure compliance in real time
- **Powerful reporting** to help you strategize your next step
- **A Customer hub** that shows you the best steps for growing your customer base
- **AI agents** to keep your operations on the cutting edge
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Save 30%
on QuickBooks for the first 12 months*

[Schedule a call](#)

Speak with your advisor to identify the next steps in your growth journey.

INTUIT ProAdvisor ELITE

SALES & GET PAID FUNNEL

Create a new payment request | Not paid: \$500.00 | Paid: \$1,080.00 | Disputed: \$2,500.00

PROFIT & LOSS

Net profit for May: **\$3,900** (80%)

EXPENSES

Spending for March: **\$22,100** (100%)

BANK ACCOUNTS

Today's bank balance: **\$46,380**

TOP CUSTOMERS

INTUIT quickbooks

PDF asset

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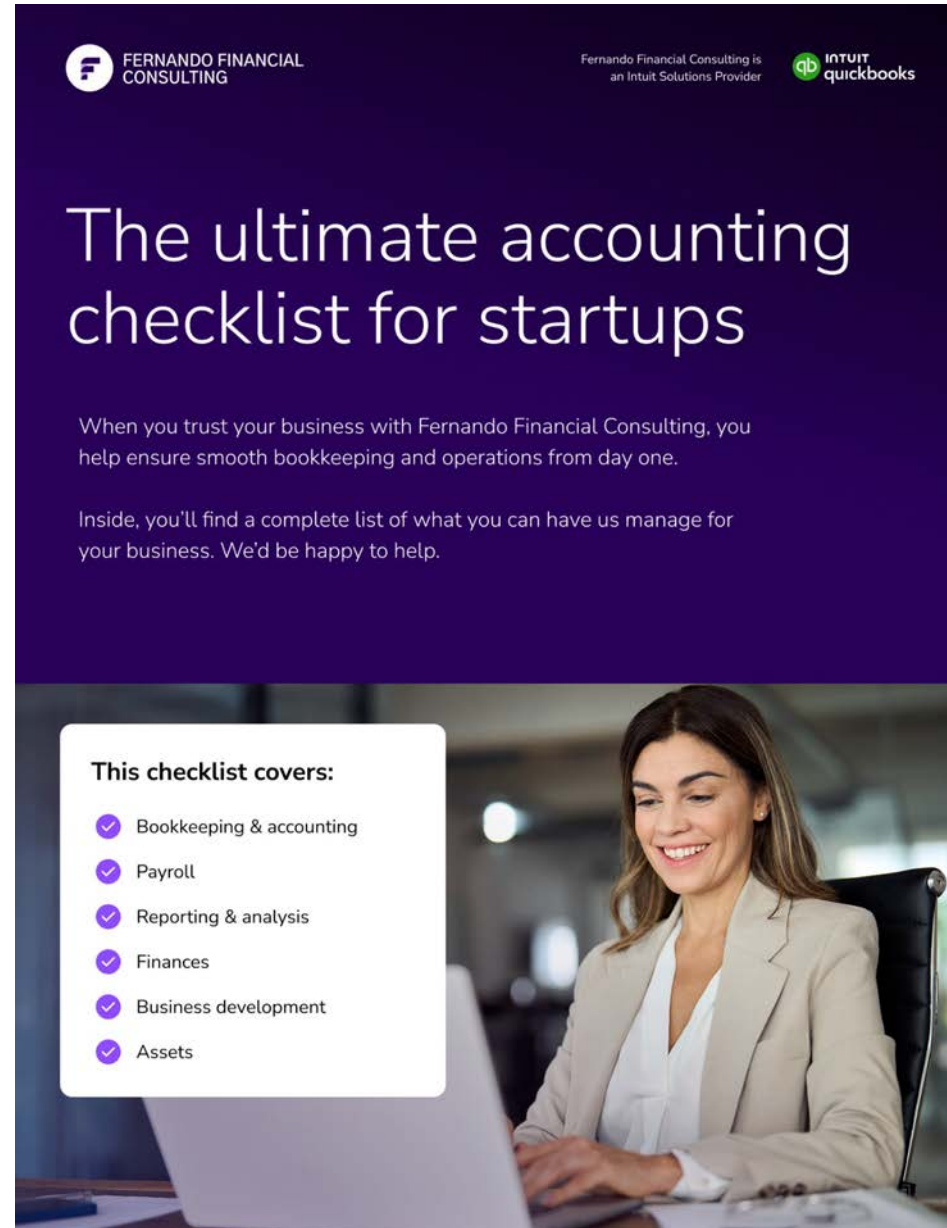
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Intuit Enterprise Suite examples

Social media marketing post

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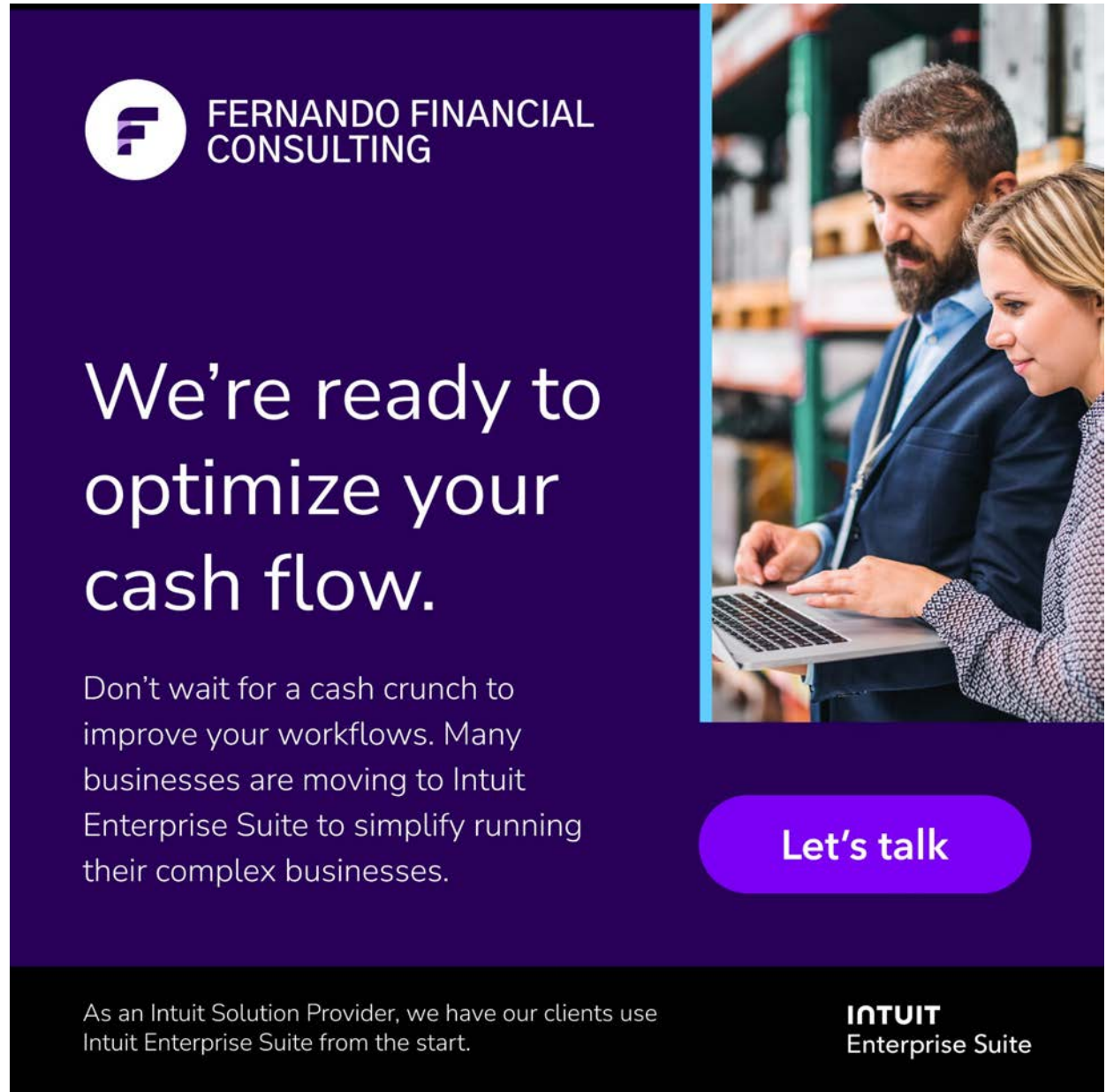
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The image shows a social media marketing post for Fernando Financial Consulting. The post has a dark purple background. In the top left corner is the company logo, a white circle with a stylized 'F' inside, followed by the text 'FERNANDO FINANCIAL CONSULTING' in white. The main headline in large white text reads 'We're ready to optimize your cash flow.' Below this, in smaller white text, is the paragraph: 'Don't wait for a cash crunch to improve your workflows. Many businesses are moving to Intuit Enterprise Suite to simplify running their complex businesses.' On the right side of the post is a photograph of a man and a woman in business attire looking at a laptop. At the bottom right is a purple rounded rectangle with the white text 'Let's talk'. The bottom of the post has a black background with white text on the left: 'As an Intuit Solution Provider, we have our clients use Intuit Enterprise Suite from the start.' and the 'INTUIT Enterprise Suite' logo on the right.

FERNANDO FINANCIAL CONSULTING

We're ready to optimize your cash flow.

Don't wait for a cash crunch to improve your workflows. Many businesses are moving to Intuit Enterprise Suite to simplify running their complex businesses.

Let's talk

As an Intuit Solution Provider, we have our clients use Intuit Enterprise Suite from the start.

INTUIT
Enterprise Suite

Email

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EXAMPLE



**A growing business can still have cash flow issues.
We can help.**

Let's schedule a call about optimizing your business workflows to keep cash flowing. At Fernando Financial Consulting, it's our mission to provide you visibility for your business—so you can address a cash crunch before it arises.

INTUIT
Enterprise Suite

We recommend Intuit Enterprise Suite for multi-entity businesses, because it's powerful, easy to use, and helps our clients take control of their workflows all in one place.

Intuit Enterprise Suite provides:

- Multi-entity financial management to help ensure compliance in real-time
- AI agents that help you manage multiple areas of your business and suggest next steps
- Powerful reporting so we can find potential growth areas and profit centers
- A Customer hub you can use to grow your customer base
- Payments and Bill Pay to simplify AR & AP
- Payroll to streamline paychecks, HR, and benefits

[Schedule a call](#) with your advisor to get started.

We look forward to chatting with you!

Presentation slide

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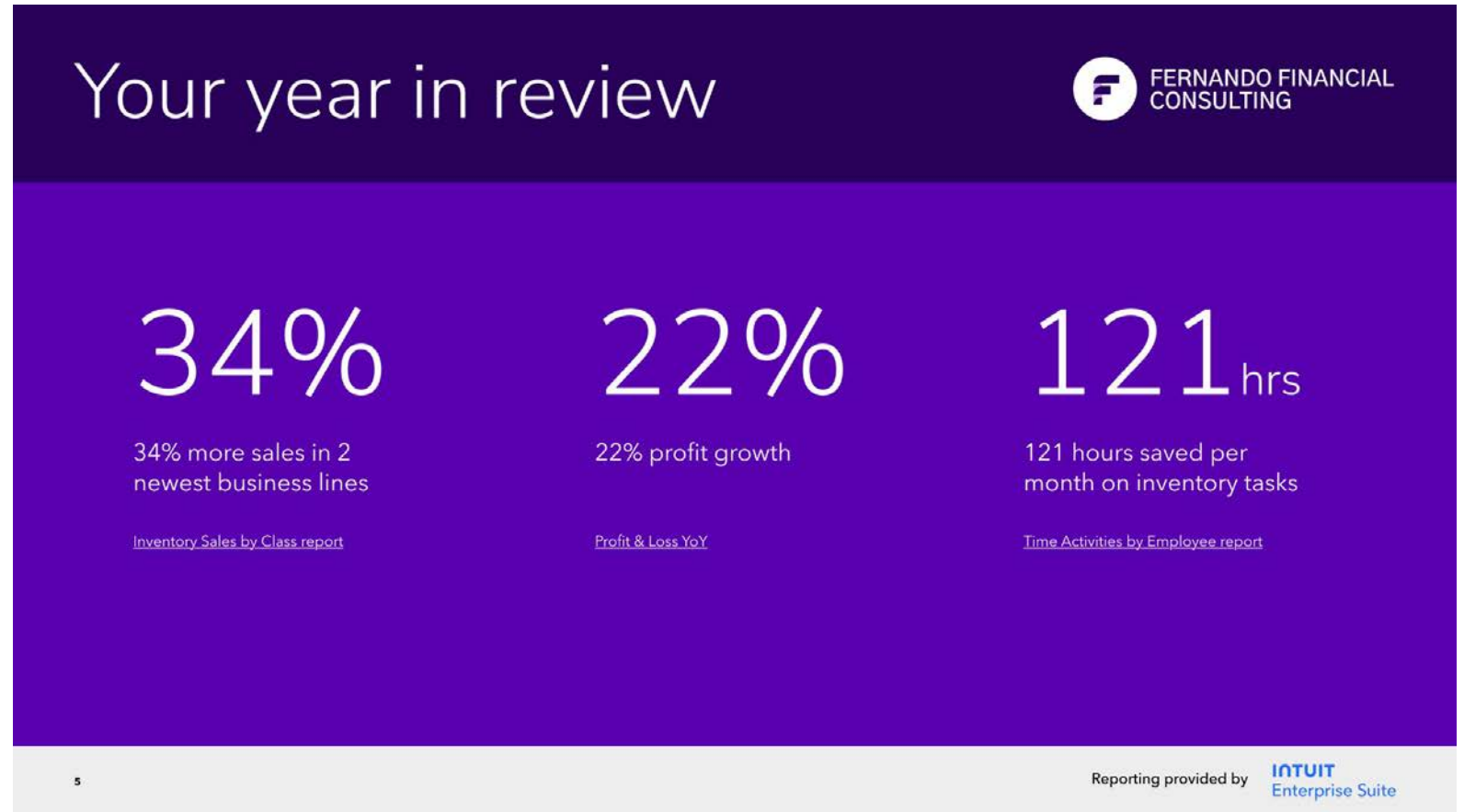
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**FERNANDO FINANCIAL
CONSULTING**



A growing business can still have cash flow issues. We can help.

It's our firm's mission to provide you visibility for your business—so you can address a cash crunch before it arises. We recommend Intuit Enterprise Suite for complex businesses. It's powerful, easy to use, and helps our clients take control of their workflows all in one place.

Intuit Enterprise Suite manages several areas of a business with ERP-level power.

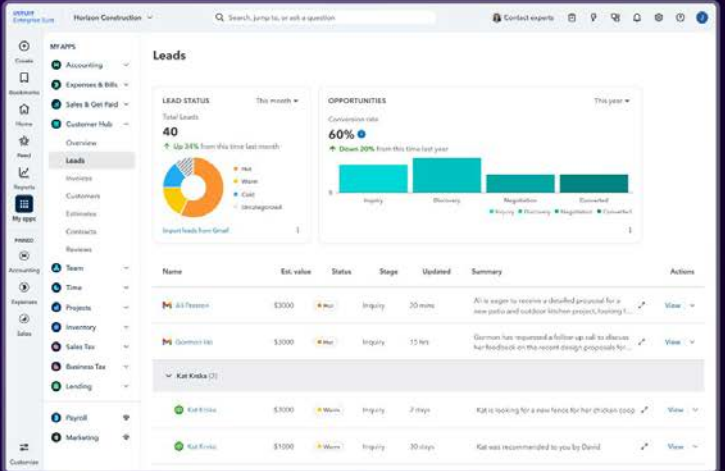
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Save 30%

on Intuit Enterprise Suite for the first 12 months*

*Offer expires June 25, 2026

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INTUIT
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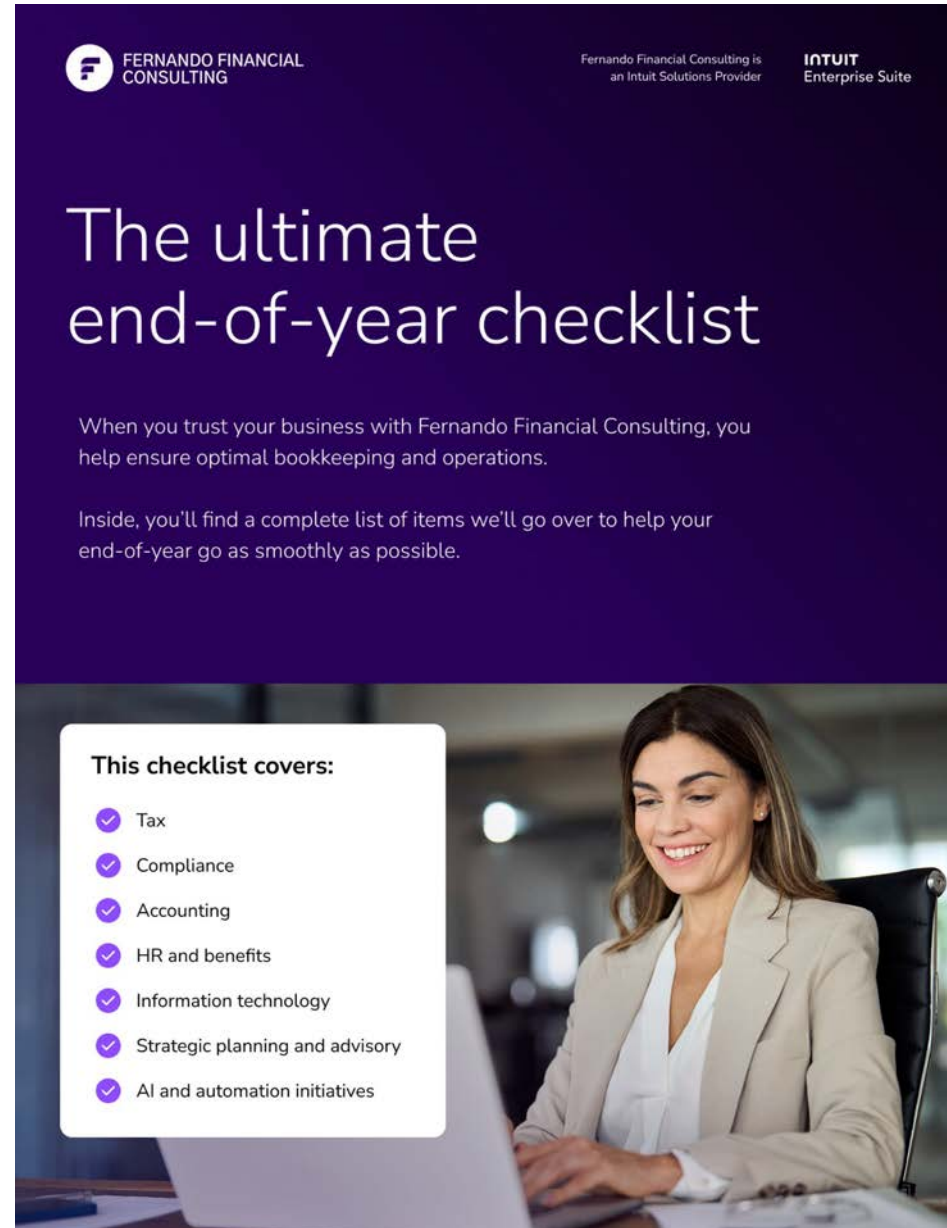
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EXAMPLE



Co-branding using both QuickBooks and Intuit Enterprise Suite

Important notes

Combining products from QuickBooks and Intuit Enterprise Suite should only be done when **absolutely necessary**.

Whenever possible, focus on one product at a time.

Do not co-brand with only the Intuit logo when referencing both products. The Intuit logo by itself cannot be used for any co-branding.

Co-branding dos and don'ts

Line up, no lock ups: Don't combine QuickBooks and Intuit Enterprise Suite logos using any punctuation (+, /, &, etc).

Separate products: Logos shouldn't be close together. Space them apart in separate columns or rows.

Relative sizing: Product logos can't be the same size or larger than your firm's logo. **A firm logo must be roughly twice as large as the product logo.**

Try text: When in doubt, feel free to mention both brands in plain text.

Avoid brand color: Don't mix colors from different brand systems.

IMPORTANT NOTE: Don't co-brand with only the Intuit brand—even when referencing both QuickBooks and Intuit Enterprise Suite.

Only co-brand with specific Intuit products, rather than the Intuit logo by itself.



We recommend QuickBooks and Intuit Enterprise Suite.



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INTUIT
Enterprise Suite



+

INTUIT
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FERNANDO FINANCIAL
CONSULTING



FERNANDO FINANCIAL
CONSULTING



INTUIT
quickbooks



FERNANDO FINANCIAL
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We recommend QuickBooks and
Intuit Enterprise Suite.



FERNANDO FINANCIAL
CONSULTING



INTUIT
quickbooks

INTUIT
Enterprise Suite



Intuit ProAdvisor badges

Available Intuit ProAdvisor badges

Share your Intuit ProAdvisor status with pride!

You can earn various badges based on your certifications and other achievements in different categories:

- Firm tier badges
- Certification and training badges
- Learning path badges

TIER BADGES



CERTIFICATION BADGES



LEARNING PATH BADGES



How to use Intuit ProAdvisor firm tier badges


You're encouraged to use your tier badge on your website and business cards, as well as in your email signature and other marketing materials, as long as you follow all Intuit ProAdvisor badge usage guidelines.



FERNANDO FINANCIAL
CONSULTING

Stacy Thomson, Co-founder

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CA, 94533

 510.555.555



Watchouts



Don't edit, crop or recolor the tier logos in any way.



Don't use the tier logo as a replacement of your profile photo or company logo.



Maintain original aspect ratio and orientation (do not distort or rotate).

Thank you

INTUIT ProAdvisor