



# 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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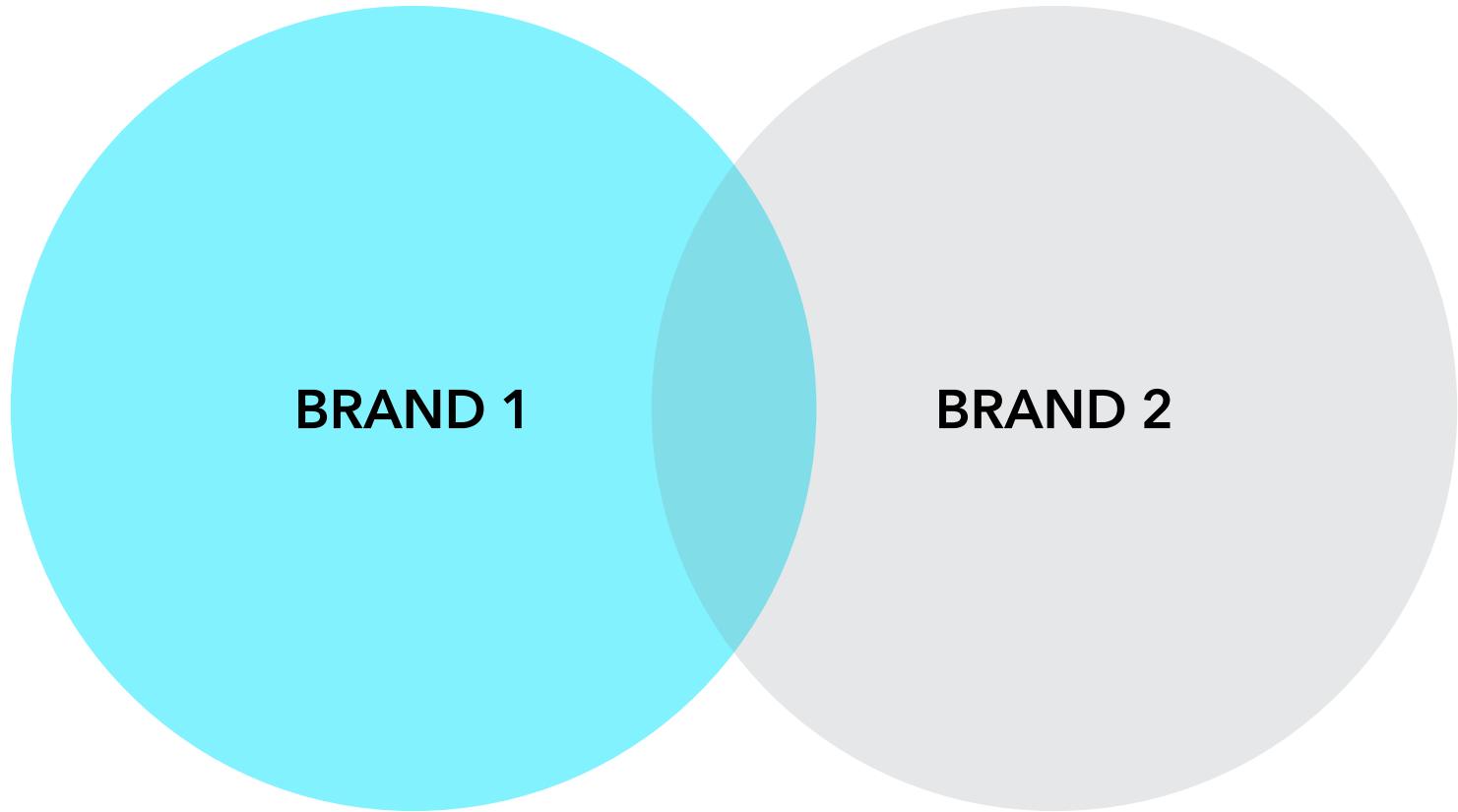
# Overview

# 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



FERNANDO FINANCIAL  
CONSULTING

Intuit Solutions Provider



FERNANDO FINANCIAL  
CONSULTING

Intuit Business Solutions Provider



FERNANDO FINANCIAL  
CONSULTING

Intuit Solutions Partner



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

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.

**qb** INTUIT  
quickbooks

# Email

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## Partner-owned brand design elements

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## QuickBooks-owned brand design elements

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

## EXAMPLE



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

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.

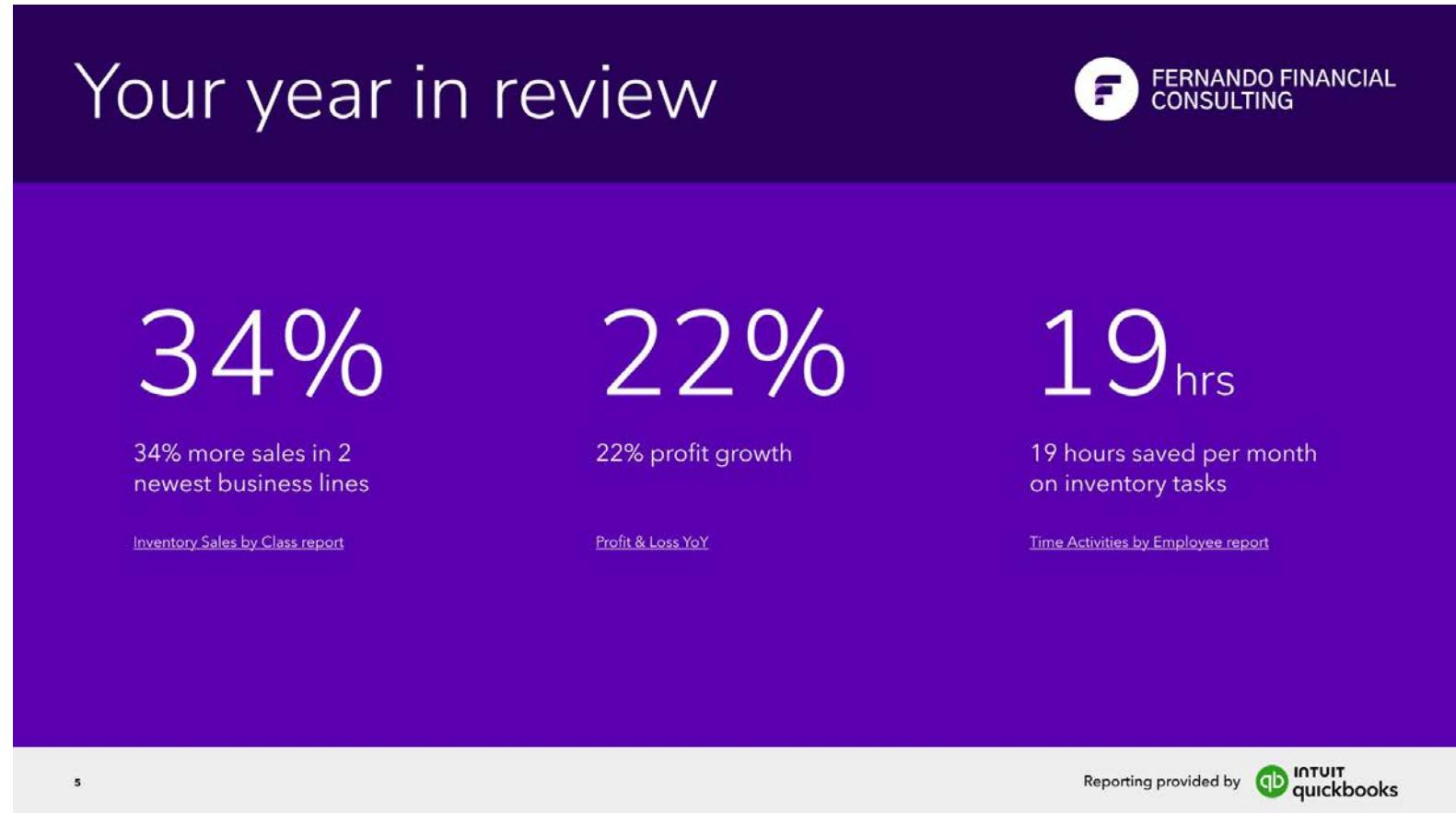
## Partner-owned brand design elements

- Partner logo
- Photography
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## QuickBooks-owned brand design elements

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

## EXAMPLE



# Webpage

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
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- 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 screenshot shows a webpage for "FERNANDO FINANCIAL CONSULTING". At the top right is an "INTUIT ProAdvisor ELITE" badge. The main heading is "Get a growth mindset". Below it, a sub-headline reads: "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." A section titled "QuickBooks helps you manage several areas of a business all in one place:" lists features like Centralized bookkeeping, Powerful reporting, Customer hub, AI agents, Payments and Bill Pay, and Payroll. A large blue button at the bottom left says "Save 30% on QuickBooks for the first 12 months\*". A purple button below it says "Schedule a call". A note states "\*Offer expires June 25, 2026". To the right is a screenshot of the QuickBooks desktop application interface, showing the "Business at a glance" dashboard with sections for Sales & Get Paid Funnels, Profit & Loss, Expenses, and Top Customers. The dashboard includes various charts and graphs.

# PDF asset

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## QuickBooks-owned brand design elements

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

## EXAMPLE

The example shows a PDF asset titled "The ultimate accounting checklist for startups" by Fernando Financial Consulting. The header includes the company logo (FERNANDO FINANCIAL CONSULTING), an Intuit Solutions Provider badge, and the QuickBooks logo. The main title is "The ultimate accounting checklist for startups". Below the title is a testimonial: "When you trust your business with Fernando Financial Consulting, you help ensure smooth bookkeeping and operations from day one." A call to action follows: "Inside, you'll find a complete list of what you can have us manage for your business. We'd be happy to help." A sidebar on the left lists "This checklist covers:" with a bulleted list: Bookkeeping & accounting, Payroll, Reporting & analysis, Finances, Business development, and Assets. A photo of a woman in a business suit working on a laptop is on the right.

# Intuit Enterprise Suite 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
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## Intuit Enterprise Suite-owned brand design elements

- Intuit Enterprise Suite logo
- Intuit Enterprise Suite product screens
- Correct usage of the Intuit Enterprise Suite brand name and product names

## EXAMPLE

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.

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

Let's talk

INTUIT  
Enterprise Suite

# Email

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.

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## Intuit Enterprise Suite-owned brand design elements

- Intuit Enterprise Suite logo
- Intuit Enterprise Suite product screens
- Correct usage of the Intuit Enterprise Suite brand name and product names

## EXAMPLE



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

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.

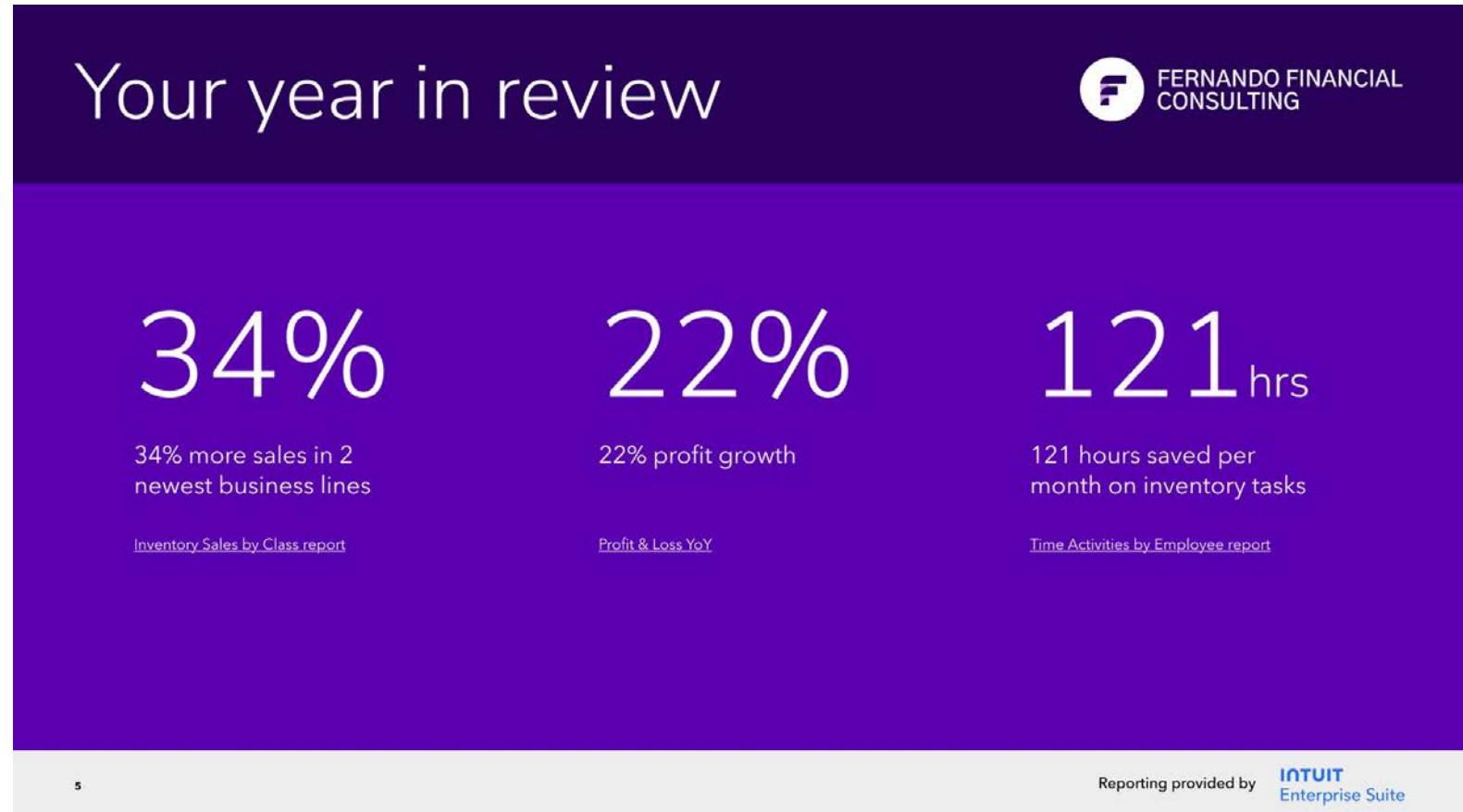
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## Intuit Enterprise Suite-owned brand design elements

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## EXAMPLE



# Webpage

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## Intuit Enterprise Suite-owned brand design elements

- Intuit Enterprise Suite logo
- Intuit Enterprise Suite product screens
- Correct usage of the Intuit Enterprise Suite brand name and product names

## EXAMPLE

The screenshot shows a webpage for "FERNANDO FINANCIAL CONSULTING". At the top right is an "INTUIT ProAdvisor ELITE" badge. The main heading reads: "A growing business can still have cash flow issues. We can help." Below this, a text block states: "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." To the right is a screenshot of the Intuit Enterprise Suite interface for "Horizon Construction", showing the "Leads" and "Opportunities" sections with various charts and data. A large blue call-to-action button at the bottom left says "Save 30% on Intuit Enterprise Suite for the first 12 months\*". At the bottom right is the "INTUIT Enterprise Suite" logo.

EXAMPLE

FERNANDO FINANCIAL CONSULTING

INTUIT ProAdvisor ELITE

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.

- 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

Save 30%

on Intuit Enterprise Suite for the first 12 months\*

\*Offer expires June 25, 2026

Schedule a call Chat with your advisor to get started.

INTUIT Enterprise Suite

# PDF asset

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## Intuit Enterprise Suite-owned brand design elements

- Intuit Enterprise Suite logo
- Intuit Enterprise Suite product screens
- Correct usage of the Intuit Enterprise Suite brand name and product names

## EXAMPLE

The example shows a PDF document with the following structure:

- Header:** FERNANDO FINANCIAL CONSULTING (with logo), Fernando Financial Consulting is an Intuit Solutions Provider, INTUIT Enterprise Suite
- Title:** The ultimate end-of-year checklist
- Text:** When you trust your business with Fernando Financial Consulting, you help ensure optimal bookkeeping and operations. Inside, you'll find a complete list of items we'll go over to help your end-of-year go as smoothly as possible.
- Image:** A woman in a professional suit working on a laptop.
- Callout:** This checklist covers:
  - ✓ Tax
  - ✓ Compliance
  - ✓ Accounting
  - ✓ HR and benefits
  - ✓ Information technology
  - ✓ Strategic planning and advisory
  - ✓ AI and automation initiatives

# 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.

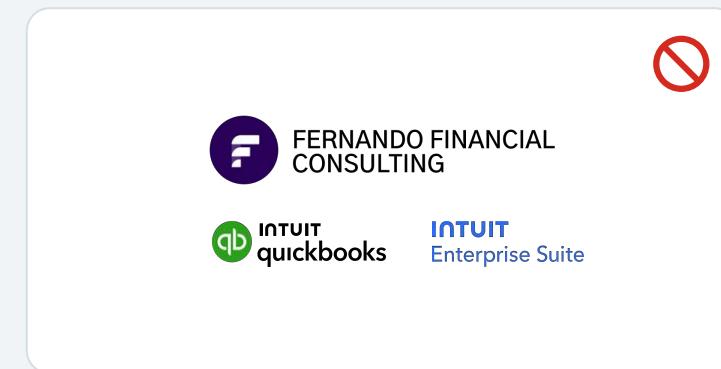
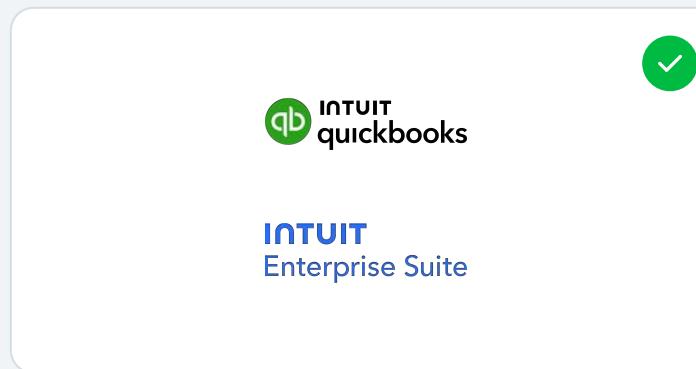
**Relative sizing:** Product logos can't be the same size or larger than your firm's logo. **A firm logo must be roughly twice as large as the product logo.**

**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.



# Co-branding dos and don'ts

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

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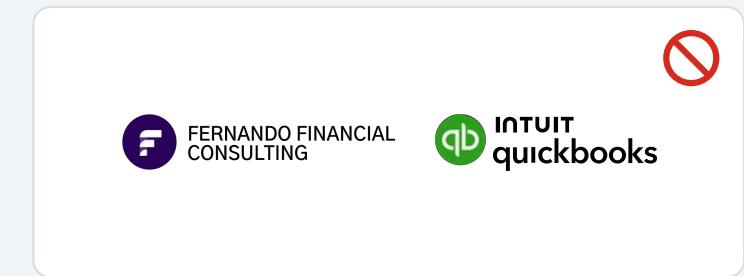
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**IMPORTANT NOTE:** Don't co-brand with only the Intuit brand—even when referencing both QuickBooks and Intuit Enterprise Suite.

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



# 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**  
111 Roadname St.  
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