

Xero partner brand guidelines

Your guide to using Xero brands, partner badges
and content correctly

November 2022



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Introduction

About these guidelines

These brand guidelines provide details of how and where you can use the partner badges that recognise your partnership, skills or experience with Xero.

By adhering to the guidelines, your use of the badges and the way they are displayed will have a greater impact. You'll also be helping retain the value and credibility of the Xero partner brand that has developed through consistency of use and familiarity.

Find out more

To earn Xero badges, you need to be a member of the [Xero partner program](#).

Audience

The intended audience for these guidelines (except the final section) is Xero partners who have earned and been emailed a Xero badge. If you haven't received one that you're entitled to, please [contact us](#).

The intended audience for the final section, Other use of Xero brands and content, is all Xero partners. Please contact brand@xero.com if you have any queries about this section.

Scope

These guidelines cover where you can display the different types of badges, the correct colours, the minimum size for legibility, and the minimum amount of surrounding white space to ensure they're displayed effectively. These guidelines also cover what is considered acceptable use of our brands, and what is not.

Queries

Examples of usage are included, but they're not exhaustive, so do ask if you're unsure. Just contact your account manager or brand@xero.com with any queries.



All Xero partner program badges

Xero partner status badges



Xero champion status badges



Xero certification badges



Xero specialisation badges



About the Xero partner program badges

Xero badges are used in the Xero advisor directory and may be used by accountants, and bookkeepers and financial advisors to show:

- your partner and champion status
- the certifications you've earned
- the specialist skills you've developed

Important: The Xero logo is not for stand-alone use by partners – use your partner status badge instead.

Partner and champion status badges

Partner and champion status badges show that your practice has met and maintains the requirements for the partner status level. See [Partner programme benefits explained](#) for details.

Certification badges

Certification badges show that you have completed a programme of courses that provides you with the knowledge and skills to serve clients proficiently and effectively. To maintain your certification, you must do quarterly updates.

Specialisation badges

Specialisation badges show that you have completed a course that provides you with the knowledge and skills to advise and assist clients. Additional learning requirements may apply. For your practice to be recognised, it may also need to meet requirements that prove your experience, eg, number of clients. No annual or quarterly updates are required to maintain a specialisation.

2. Partner and champion status badges

Xero partner status badges



Xero champion status badges



Partner and champion status badges

Who can use

Partner status and champion badges may be used by members of the Xero partner program who have met the criteria for the status level.

Where to use

- In print
- On screen/online
- In building and vehicle signage

[See examples of use](#)

Format

Print: Use EPS or PDF files as they reproduce better in print. Failing this, use the high resolution JPEG file, but don't enlarge it beyond the original size.

Screen: EPS, PNG and PDF file formats are best.

Minimum size

Don't reduce the badge beyond these sizes.

Print: 16.5mm height excluding clear space

Screen: 62px height excluding clear space

Print sizes

Digital sizes



Print sizes

Digital sizes



Minimum white space

Make sure the space around the badge is at least the width of the 'x' in the Xero logo.



Use alongside partner status badges

If you want to use your Xero partner status badge and your certified advisor badge together, contact your account manager or brand@xero.com to get a combined badge as shown here.

Partner and champion status badges, continued

Partner status and champion badge colours



Xero Blue

RGB 19/181/234
HEX 13B5EA
C81, M0, Y5, K0 [Coated]
C74, M2, Y2, K0 [Uncoated]
PMS 306



Partner Badge Blue

RGB 35/111/142
HEX 236F8E
C87, M50, Y30, K7
PMS 633



White

RGB 255/255/255
HEX FFFFFFFF
C0, M0, Y0, K0



Bronze Partner

RGB 163/104/77
HEX A3684D
C30, M62, Y72, K13
PMS 470



Silver Partner

RGB 167/169/172
HEX A7A9AC
C0, M0, Y0, K40
PMS COOL GRAY 4



Gold Partner

RGB 254/205/8
HEX FEC008
C0, M19, Y100, K0
PMS 114



Platinum Partner

RGB 88/88/90
HEX 58585A
C0, M0, Y0, K80
PMS COOL GRAY 10

Preferred versions

Use the coloured version of the badge if you can. It must be placed on a white or very light background.



Alternate versions

If you need to place the badge on a dark or coloured background, use the white version. If placed over a photo, position it over a portion of the photo with minimal detail. Out of focus areas work well.



3. Certification badges

Practice badge



Individual badges



**Xero advisor
certified**



**Xero payroll
certified**

Practice certification badges

Who can use

Practice certification badges may be used by partner practices.

Where to use

- In print
- On screen/online
- In building and vehicle signage

[See examples of use](#)

Format

Print: Use EPS or PDF files as they reproduce better in print. Failing this, use the high resolution JPEG file, but don't enlarge it beyond the original size.

Screen: EPS, PNG and PDF file formats are best.

Minimum size

Don't reduce the badge beyond this size.

Print: 12.5mm height excluding clear space

Screen: 40px height excluding clear space



Minimum white space

Make sure the space around the badge is at least the width of the 'x' in the Xero logo.

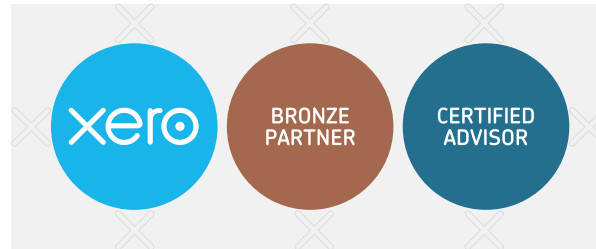


Practice certification badges, continued

Use alongside partner status badges

If you want to use your Xero partner status badge and your certified advisor badge together, contact your account manager to get a combined badge as shown here.

Xero partner + Xero certification badges



Xero partner + Xero certification badges



Partner certification badge colours



Xero Blue
RGB 19/181/234
HEX 13B5EA
C81, M0, Y5, K0 [Coated]
C74, M2, Y2, K0 [Uncoated]
PMS 306



Partner Badge Blue
RGB 35/111/142
HEX 236F8E
C87, M50, Y30, K7
PMS 633



White
RGB 255/255/255
HEX ffffff
C0, M0, Y0, K0

Preferred versions

Use the coloured version of the badge if you can. It must be placed on a white or very light background.



Alternate versions

If you need to place the badge on a dark or coloured background, use the white version. If placed over a photo, position it over a portion of the photo with minimal detail. Out of focus areas work well.



Individual certification badges

Who can use

Individual certification badges may be used by individual advisors within partner practices.

Where to use

On screen/digital use only, for example, email signatures and online profiles.

[See examples of use](#)

Format

EPS, PNG and PDF file formats are best.

Minimum size

Don't reduce the badge beyond this size.

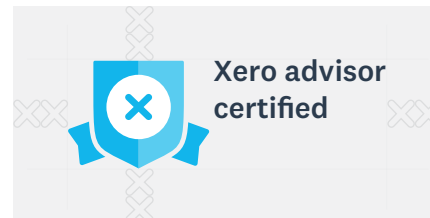
Screen: 38px height excluding clear space

Digital sizes



Minimum white space

Make sure the space around the badge is at least the width of the 'x' in the Xero logo.



Individual certification badges, continued

Individual certification badge colours



Xero Blue

RGB 19/181/234
HEX 13B5EA
C81, M0, Y5, K0 [Coated]
C74, M2, Y2, K0 [Uncoated]
PMS 306



60% tint of Xero blue

RGB 19/181/234
HEX 13B5EA
C81, M0, Y5, K0 [Coated]
C74, M2, Y2, K0 [Uncoated]
PMS 306



White

RGB 255/255/255
HEX ffffff
C0, M0, Y0, K0

Preferred version

Use the version of the badge with black text if you can. It must be placed on a white or very light background.



**Xero advisor
certified**

Alternate version

If your only option is to place the badge on a dark or coloured background, use the version with white text.



**Xero advisor
certified**

4. Specialisation badges

Industry badges



Trade and
construction
specialist



Professional
services
specialist



Retail and
ecommerce
specialist

Compliance badges



Advisory badge



Xero
migration
specialist



Xero
cash flow
specialist



Xero Tax
specialist

Specialisation badges

Who can use

The specialisation badges can be used by practices and individuals.

Where to use

Specialisation badges are only for use on digital items like email signatures, web pages and online profiles.

[See examples of use](#)

Format

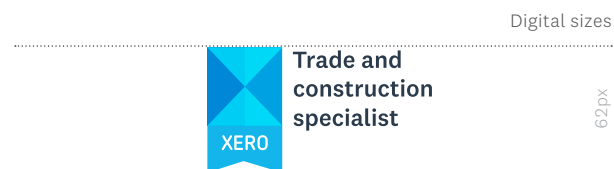
Use the PNG format. To retain the quality, don't enlarge the PNG file beyond the original size.

Minimum size

Don't reduce specialisation badges beyond these sizes.

Specialisation badges excluding compliance badges: 62px height excluding clear space.

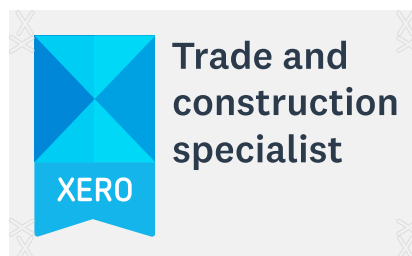
Compliance badges: 50px height excluding clear space.



Minimum white space

Specialisation badges excluding compliance badges: Make sure the space around the badge is at least the height of the 'x' in the word XERO on the badge.

Compliance badges: There are no minimum space requirements for compliance badges.



Specialisation badges, continued

Specialisation badge colours

Except for ready badges, specialisation badges are made up of three colours or three shades of blue, one of which is Xero blue. They are designed to be used on a white background.

Preferred version

Use the version of the badge with black text if you can. It must be placed on a white or very light background.



Alternate version

If your only option is to place the badge on a dark or coloured background, use the version with white text.



Compliance badge colours

Compliance badges always include the Xero logo in white on a blue background. There's no alternate version.



Specialisation badges, continued

Using alongside your partner status badge

If you want to use your Xero partner status badge and your compliance badge together, contact your account manager or brand@xero.com to get a combined badge as shown here.



5. Examples of use

Email signatures

In email signatures

Your email signature is a great place to showcase your Xero partnership, certifications or specialisations.

Deciding what to use

When deciding which badge(s) to use in your email signature, think about what you want to communicate to the people you send emails to.

Do you want to emphasise your experience with Xero, or your expertise in a specific industry?

Multiple Xero badges

We recommend keeping to one line of Xero badges in your email signature for maximum effect. However, if you wish to display more, use one of the combined versions and position any other specialisation badges underneath.



Jane Smith
Founder & Partner
Mobile 123 456 789
1/6 Elizabeth Street, Hawthorn
www.yourwebsite.com



Joe Bloggs
Bookkeeper
Mobile 987 654 321
1/6 Elizabeth Street, Hawthorn
www.yourwebsite.com



Trade and
construction
specialist



Professional
services
specialist



Retail and
ecommerce
specialist



Business cards

On business cards

Your business card is a great place to showcase your Xero partnership, certifications or specialisations.

We recommend using your status badge on one side, and any other accolades on the other.

Placement and size of Xero badges

When arranging content on your business card, your logo and personal information should be most prominent, with your Xero badges supporting these.

Due to the standard size of a business card being 88.9 x 50.8 mm or 3.5 x 2 inches:

The maximum height at which you can use your Xero badge is **16.5mm**.

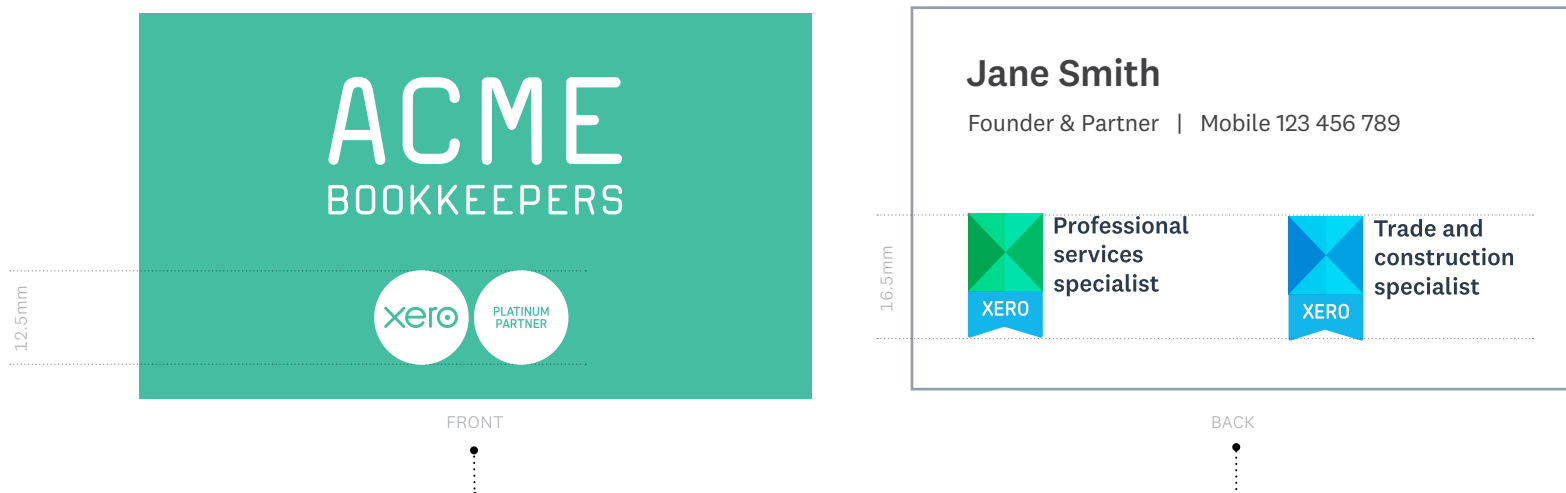
The minimum height at which you can use your Xero badge is **12.5mm**.

Multiple Xero badges

When deciding which badge(s) to use on your business card, think about what you want to communicate to the people you give business cards to.

Do you want to emphasise your experience with Xero, or your expertise in a specific industry?

Keep in mind though, that sizing guidelines restrict you to using a **maximum of 2 Xero badges** side by side or vertically. Make sure to adhere to the white space rules as well.



On the web

On the web

You may choose to promote your Xero partnership and certifications in your website footer, and on pages where you describe the services you offer or explain online accounting. Badges can also be used in team member profiles.

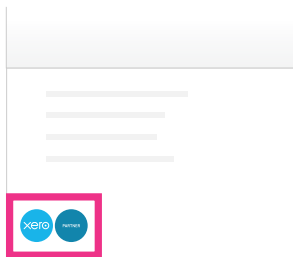
When you include the Xero logo, image or other content on a web page, please follow these branding, web accessibility and SEO requirements.

Always use the partner status badge with the Xero logo

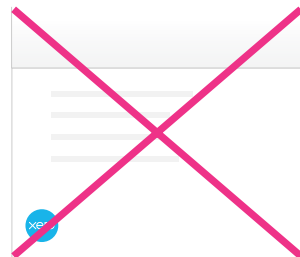
Follow these rules for placing the Xero logo on your website:

Use the partner status badge – the one that includes both the Xero logo and your partner status – never the Xero logo on its own

CORRECT BADGE EXAMPLE:

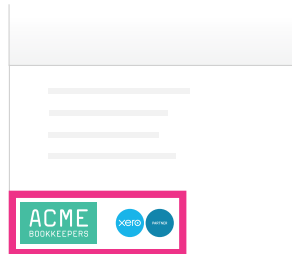


INCORRECT BADGE EXAMPLE:

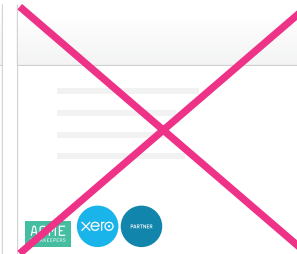


The size of the Xero partner status badge must be no larger than your own logo

CORRECT BADGE EXAMPLE:



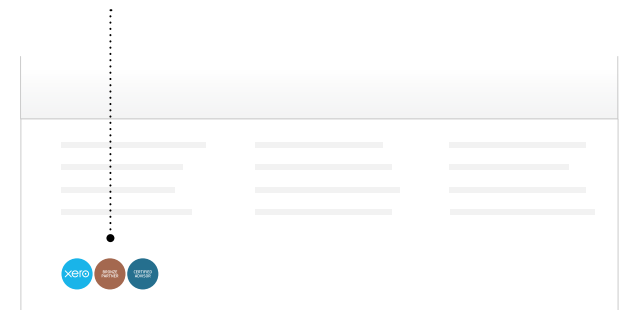
INCORRECT BADGE EXAMPLE:



Link to your listing on the Xero advisor directory if you have one; otherwise link to the Xero home page at xero.com

Placement

Make sure you follow the Xero badge placement guidelines for correct sizing and spacing.



On the web

Xero images

For all Xero images (including partner badges):

Include ALT text. In fewer than 125 characters, describe the image so someone could visualise it without having seen it.

Link the image to xero.com

EXAMPLE:



Alt text: A business person works on a laptop in an open-plan office

Xero copy

Include ALT text with your partner status badge as follows:

Partner: Xero partner badge

Bronze partner: Xero bronze partner badge

Silver partner: Xero silver partner badge

Gold partner: Xero gold partner badge

Platinum partner: Xero platinum partner badge

If you re-use copy that was originally written by or came from Xero:

- Make sure you edit it so it's clear that it's you talking, not Xero itself
- Review it at least six-monthly to check it's not out of date

Social media

Using partner badges on social media

In social posts, make your logo more prominent than your Xero partner badge. And follow the guidelines for colour, sizing, spacing and placement.

PHOTOGRAPHIC EXAMPLE:



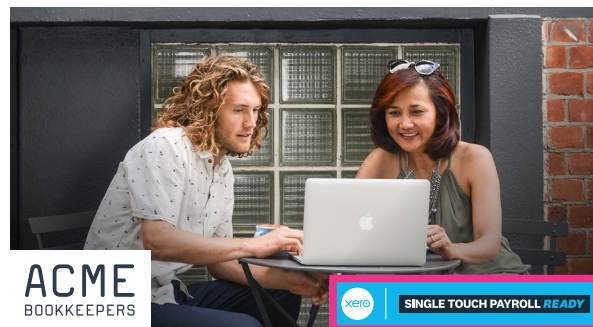
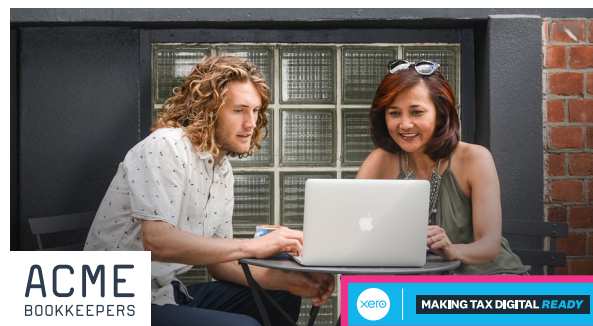
GRAPHIC WITH HEADLINE EXAMPLE:



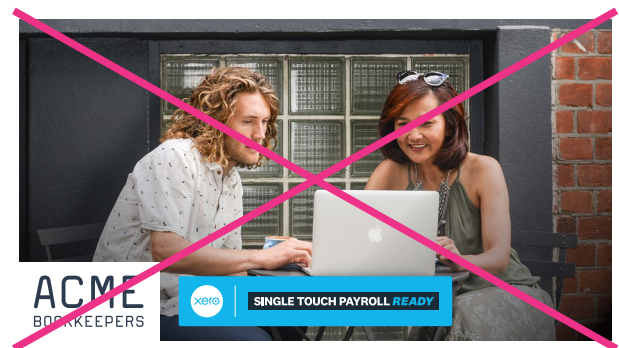
Using compliance badges on social media

In photographic social tiles, always position compliance badges right at the bottom right hand corner of your posts.

CORRECT SOCIAL TILE EXAMPLE:



INCORRECT SOCIAL TILE EXAMPLE:



Print advertising

Using traditional mediums such as print advertising in a magazine or newspaper is a great way to promote your Xero partnership.

Note: Industry specialisation and individual certification badges are only for use on digital media. They are not to be printed for use in print advertising.

A4 EXAMPLE:

Messaging

Know exactly what you're offering and consider the best way to say just that.

Call to action

Give your audience a clear way to follow up with you if they're interested in what you're offering.

Your logo

Position your logo clearly in a prominent position.

Use a short and sharp headline

Photography

Use clear, professional photography.

Your Xero partner badge

Ensure your Xero partner badge is noticeably smaller than your own logo to maintain the correct hierarchy.

Use a short and sharp headline

Any supporting copy you have can help add more information or value to your advert.

ACME
BOOKKEEPERS

0800 ACME BOOKS
hello@acmebookkeepers.com
1/6 Elizabeth Street, Hawthorn
www.yourwebsite.com

XERO PARTNER

Building signage

Clear, functional building signage helps you be seen. It's also a great place to promote your Xero partnership.

Note: Industry specialisation and individual certification badges are only for use on digital media. They are not to be printed for use on buildings.

Xero partner badge and logo proximity

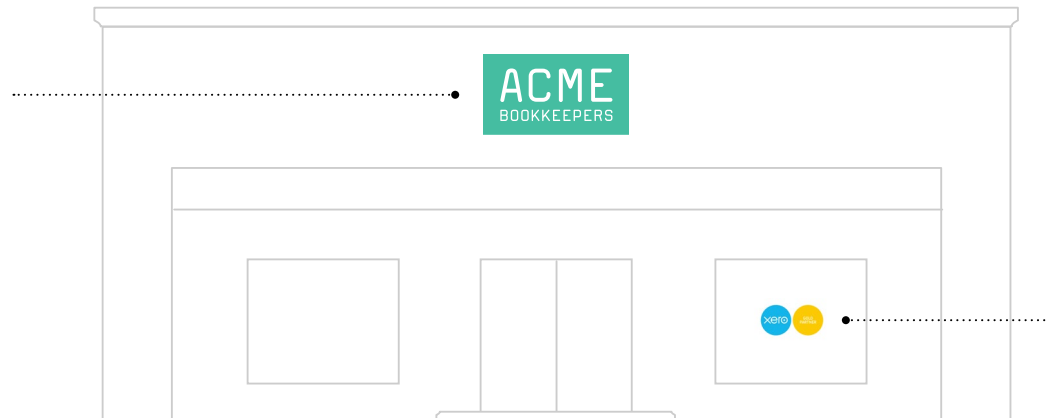
The Xero partner badge must only exist on a facade that your logo is on. There should be at least two times the width of the partner badge of clear space between the two.

Your logo

Your business logo should be the biggest piece of signage. Keep it clear, in a prominent position, and at a size that people will see from a fair distance. If your business has multiple viewable facades, you may want to consider having your logo on each one to maximise visibility.

For building signage questions and approvals, please contact brand@xero.com.

SIGNAGE SUGGESTION:



Your Xero partner badge

If you want to use your badge on a window or wall, ensure it's noticeably smaller than your business logo but still at a size that people will be able to see from a reasonable distance. Print the badge in CMYK or spot colour. If you need help with sourcing a badge to print, contact your account manager.

Vehicle signage

Vehicle signage generally follows the same guidelines as building signage. Keep it clear and consider the distance and time that people will have to view the sign.

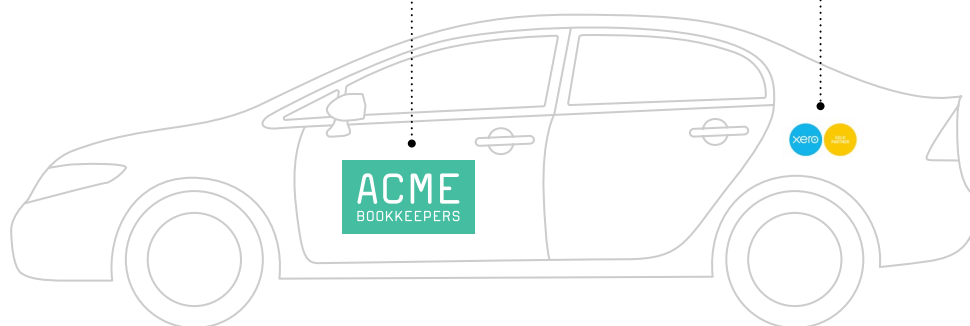
Note 1: If your vehicle is ever sold or passed on and no longer represents your business, please be sure you properly remove the Xero and partner logos.

Note 2: Industry specialisation and individual certification badges are only for use on digital media. They are not to be printed for use on cars.

Your logo

Your business logo should be the biggest piece of signage. Keep it clear, in a prominent position, and at a size that people will see from a fair distance.

SIDE-ON SUGGESTION:



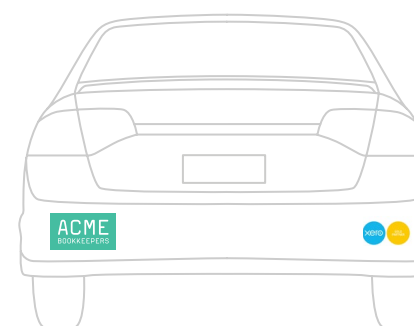
Your Xero partner badge

Ensure the badge is noticeably smaller than your business logo but still at a size that people will be able to see from a reasonable distance. Print the badge in CMYK or spot colour. If you need help with sourcing a badge to print, contact your account manager.

Xero partner badge and logo proximity

The Xero partner badge should only exist on a facade that your logo is on. There should be at least two times the width of the partner badge of clear space between the two.

REAR SUGGESTION:

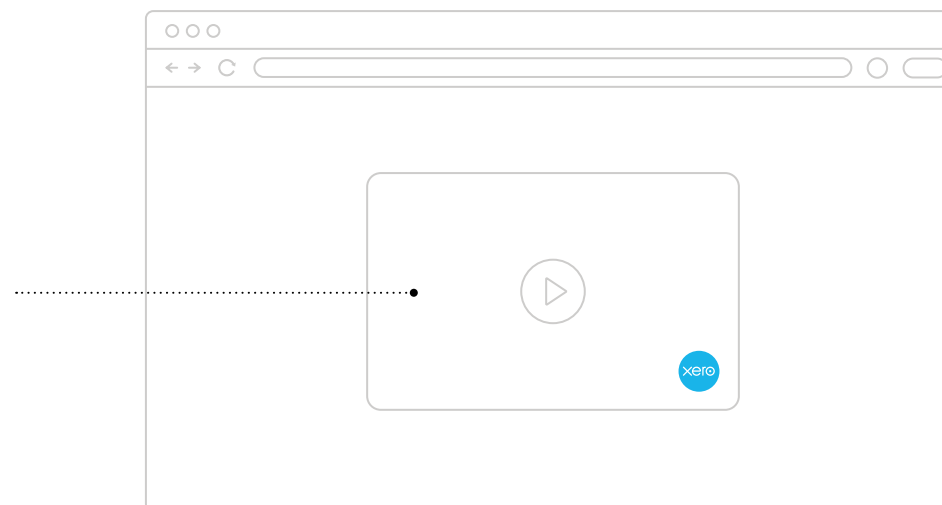


Using Xero videos

Using Xero videos on your website

We love it when our partners want to use Xero videos (or other content). We encourage you to share what you or your clients would find useful including educational content and ads you find on our YouTube page or Xero TV.

Over time we'll tweak, update or retire old video content (including all content within Xero's intellectual property) at our discretion, so it's a good idea to occasionally check any Xero videos you've embedded on your website to make sure they're still accessible.



In written material

General rules

Here are some examples of how to write about your Xero partner status or achievements. Note that we don't use capitals other than for proper nouns.

Writing about your time in the Xero partner program

- We've been a Xero partner since 2010
- We joined the Xero partner program in 2014

Writing about your Xero partner or champion status

- We're proud to be a Xero partner
- Jones Accounting is a Xero gold partner
- We've reached Xero gold partner status
- We're proud to be a Xero champion partner
- Jones Accounting is a Xero gold champion partner
- We've been a Xero partner since 2014 and a Xero silver champion since 2017

Writing about your Xero certifications

- Jones Accounting is Xero advisor certified
- Jones Accounting is payroll certified
- Jones Accounting is a Xero payroll-certified practice
- Jones Accounting is Xero advisor certified and payroll certified

Writing about individual advisors

- Sally Brown is a Xero-certified advisor
- Sally Brown is Xero payroll certified
- Sally Brown is Xero advisor and payroll certified

Writing about your Xero specialisations

- We specialise in providing Xero migration advisory services
- Jones Accounting is a Xero migration specialist
- Sally Brown is a Xero migration specialist
- We have expertise in using Hubdoc
- Jones Accounting is STP compliant
- Sally Brown is ready to assist you with single touch payroll using Xero
- Sally has expertise in setting up businesses for STP using Xero
- We're ready to help you comply with the UK requirements for making tax digital using Xero
- Sally Brown is MTD compliant

Note on Xero content

If you re-use copy that was originally written by or came from Xero:

- Make sure you edit it so it's clear that it's you talking, not Xero itself
- Review it at least every six-months to check it's not out of date

5. Other use of Xero brands and content

Other use of Xero brands and content

When you use our brands, it reflects on our business as well as yours. Please contact your account manager for approval if you want to use our brands (or any other Xero content) outside the scope of these guidelines.

We want to make the approval process quick and easy and will do our best to give you a speedy and helpful response. Here are some rules to help you know what to expect.

Xero brand and content rules

- ‘Xero’ is a registered trade mark and you can only use it as set out in these guidelines, or as otherwise approved by us. Your use of ‘Xero’, as well as all associated goodwill, inures to our benefit (which means we can rely on your use of ‘Xero’ in the unlikely event that our trademark rights are challenged).
- You can’t use ‘Xero’ in your company name, business name, domain name or social media handle. You also can’t use ‘Xero’ in the names of your products or services.
- Apart from ‘Xero’, the Xero brands include the Xero logo, the Xero brand blue, and the Xero tagline ‘Beautiful business’. Except where the Xero logo is used as part of a Xero badge, you can’t use these Xero brands.
- You can’t apply for, or help anyone else to secure the registration of, any trade mark, company name,

business name or domain name which contains or is confusingly similar to ‘Xero’ or any other Xero brand. You also can’t attack, or help anyone else to attack, our applications for, or registrations of, Xero brands.

- When you’re marketing or selling Xero-related products or services, your brand must be the dominant brand. And you can’t use an interface which is so similar to Xero’s websites or products that it might cause confusion among your or Xero’s customers. It must be clear your websites and products aren’t provided by Xero directly.
- You can take screenshots of our websites and products to include in your training material. But you can’t take any other content from our websites or products except where the content has been marked as available for partner use.





Beautiful business

November 2022