

XERO COMMUNICATION GUIDELINES



The world's easiest accounting system

XERO COMMUNICATION GUIDELINES

The purpose of the Xero Communication Guidelines are to provide Partners with a resource to assist them in development of their communications when representing Xero.

THE XERO BRAND IS BUILT ON FIVE KEY VALUES:

PARTNER

Xero enables both customers and partners to feel that every interaction with Xero is well managed, well designed and displays intuitive knowledge of their situation. Xero is the best of design led, user centric and customer led thinking and approach fused together.

CHALLENGER

Xero is an innovative provider of services using technology, research and development to enable what people need to be empowered to run their business. Xero always has to be a step ahead of its competitors as it enters each new marketplace. Emotively, Xero is a youthful brand exuding smart and savvy connotations.

HIGH STANDARDS

Everything relating to Xero should be done with the highest attention to detail and quality. Xero should always maintain leadership in design, technology and business.

HUMAN

Xero is a team of real people, creating real solutions that make a real difference to customers.

ADVOCATE

Xero is an open supporter of everything that makes sense for business to work smarter. Xero stands for trusted advisors, trusted product & trusted opinion – this is gained through actions, not words.

XERO LANGUAGE

To ensure delivery of the Xero brand values in our communications, we apply a consistent style of language. Partner communications representing Xero should consider a similar approach.

STYLE	WHAT IT IS	WHAT IT ISN'T
<i>Straight-up</i>	Tell it like it is – simple, grounded, honest, on my level	Patronising, simplistic, blunt, unreal
<i>Approachable</i>	Human, understanding, interested in what I want to achieve – has a conversation with me and can see me in the context of my life	Being intrusive or invading customers' privacy
<i>Optimistic</i>	Positive, forward thinking, looking for opportunities and better ways of doing things for customers	Unrealistic
<i>Energetic</i>	Enthusiastic, lively, dynamic	Pushy, unfocused, loud
<i>Bold</i>	Being prepared to stand up and be counted, based on confidence and belief in market position. Not following the pack. Having strength to lead. Having attitude and challenging the norm	Too risky, alternative, different for the sake of it, irrational
<i>Self-Assured</i>	Confident, experts, knowledgeable, experienced, all about the customer	Superior, over-confident, doesn't listen
<i>Progressive</i>	In touch, forward thinking	Technical, high-brow, lofty
<i>Real</i>	Authentic, genuine, upfront, sincere, empathetic, honest	Over-eager, negative

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, 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
- 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

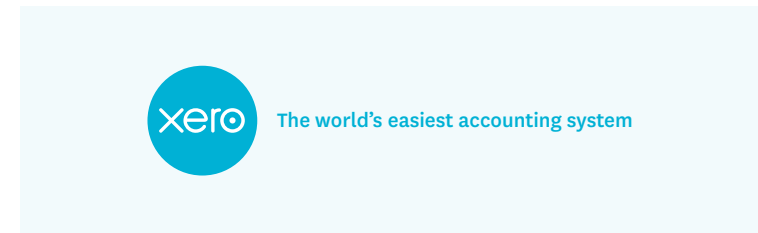
40px square (excluding clear space)

SPACE AROUND THE 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 TAGLINE



Our tagline is '**The world's easiest accounting system**'.

The Xero tagline should never be used in isolation of the Xero logo. A lock-up with the logo has been used to apply the tagline.

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

Screen:

R:0 G:183 B:227



Dark Blue

Print:

C:100 M:35 Y:35 K:0

Screen:

R:0 G:130 B:155



Tan

Print:

C:8 M:11 Y:19 K:0

Screen:

R:239 G:227 B:210

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 Certified Partner and Gold Partner logos must be placed correctly. Please contact your account manager if you are unsure of your partner status.

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 square (excluding clear space)

Screen

40px square (excluding clear space)

SPACE AROUND THE 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.

GOLD PARTNER



CERTIFIED ADVISOR



XERO PARTNER LOGO COLOURS

The provided logo 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

Screen:

R:0 G:183 B:227



Dark Blue

Print:

C:100 M:35 Y:35 K:0

Screen:

R:0 G:130 B:155



Gold

Print:

C:0 M:19 Y:100 K:0

Screen:

R:255 G:204 B:0

PROVIDED 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)

XERO TYPEFACES

Our typefaces are Chevin and National.

GENERAL POINTS

Text is left aligned.

Blocked copy with double spacing between paragraphs.

If Chevin or National are unavailable, please use Arial as an alternative.

CHEVIN FOR HEADINGS

Always uppercase. Most uses will be Medium or Demi Bold, large sizes in Light.

Tight tracking (space between characters), with optical kerning. -25 is the usual, -50 if necessary for larger headline sizes.

Very tight leading (line height) in stacked headlines, see example below.

Colour, Xero Blue for main headings or dark blue or tan for sub-headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

EXAMPLE OF USE IN A HEADLINE

EXAMPLE OF USE
IN A STACKED
HEADLINE

NATIONAL FOR BODY COPY

Most uses will be Book for paragraph/body text. If used for headings, use Bold.

To draw attention to particular items within a paragraph, ie. a URL or telephone number, use Medium.

Colour generally should be black or dark grey when used on white background, or white when used on Xero Blue.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Example of use in a headline

EXAMPLE OF USE IN A HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Excepteur sint occaecat **cupidatat non proident**, sunt in culpa qui officia deserunt mollit anim id est laborum.