

THE XERO LOGO GUIDE.

Thanks for using our logo. We've compiled some basic guidelines to help keep its application consistent.

If you have any questions, call us on 0800 GET XERO.

Enjoy!



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.



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 ensure that the logo does not reduce beyond the following sizes:

Print: 10mm square (excluding clear space)

Screen: 40px square (excluding clear space)

COLOURS

The blue logo with white letters on a white background is the preferred logo treatment. The following logo variations are also available.

BLUE & WHITE



Print:
White: 0%C 0%M 0%Y 0%K
Blue: 90%C 0%M 15%Y 0%K

Screen:
White: 255R 255G 255B
Blue: 0R 183G 227B

Reverse:
Colours as above

This is the preferred colour treatment of the Xero logo.

BLACK & WHITE



Print:
White: 0%C 0%M 0%Y 0%K
Black: 0%C 0%M 0%Y 100%K

Screen:
White: 255R 255G 255B
Black: 0R 0G 0B

Reverse:
Colours as above

Primarily or use in newspaper or similar where black and white are the only options.

GREY & WHITE



Print:
White: 0%C 0%M 0%Y 0%K
Grey: Darker than 50%K

Screen:
White: 255R 255G 255B
Grey: Darker than 122R 122G 122B

Reverse:
Colours as above

Similar to 'Black & White' above, this treatment should only be used when full black is too strong.

OTHER COLOURS



Print:
White: 0%C 0%M 0%Y 0%K
Screen:
White: 255R 255G 255B

Reverse:
Substitute black for white
(Black: 0%C 0%M 0%Y 100%K or 0R 0G 0B).

Choose the logo that best maximises contrast with the desired background.