XERO LOGO GUIDELINES

xero

Beautiful accounting software

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 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
Pantone: PMS 312
Screen: r:0 g:183 b:227

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)