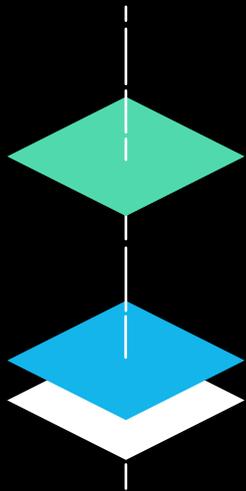


How to use the Xero brand and badges beautifully

Brand guidelines for the Xero app partner program



Contents

| | | | |
|---------------------------------|----|------------------------------------------------------|----|
| Getting started | 3 | More beautiful things | 13 |
| The levels..... | 4 | Describing your app partner status beautifully | 14 |
| Colour options | 5 | Shouting out about your achievements | 14 |
| Sizing..... | 6 | Getting it right first time..... | 14 |
| Clear space | 6 | | |
| Beautiful together | 7 | | |
| Approvals for co-branding..... | 7 | | |
| Building your community | 7 | | |
| The no-nos..... | 7 | | |
| Examples of use | 8 | | |
| When it's all too much | 12 | | |



Getting started

As a partner in the Xero app partner program, we'll provide you with beautiful badges and other brand assets to help customers and prospective customers identify that your app has been certified by Xero and is available in the Xero App Store.

We encourage you to use the badge on your web pages, and in your marketing and printed material.

It's important that the Xero brand is represented in a beautiful way and we trust you'll use our logos, badges and other brand assets in the right way. If these guidelines don't cover your scenario for where or how you want to use the badge, please flick us a message on api@xero.com to get some beauty advice (we all need it now and then).

The quick run down

1. We'll send you the Xero logos and badges you need.
2. Use the full-colour option of the Xero app partner badge where you can.
3. Give the badge space; don't combine it with your logo or other Xero brand elements.
4. Don't use the Xero name in your app name, domain name, product name or any other offering.
5. Check with us if you're unsure and get approvals by emailing api@xero.com



The levels

We'll send you the app partner program badge relevant to your app.

Connected: This badge shows your app connects to and has been certified by Xero.



Premium: This badge is for our top tier partners who have met the criteria set out.



Using the badges

Colour options

Use the colour version most of the time

Xero loves seeing the full-colour version of the partner badge, so please use it wherever you can. To ensure it looks its best, place it on a white or light background.

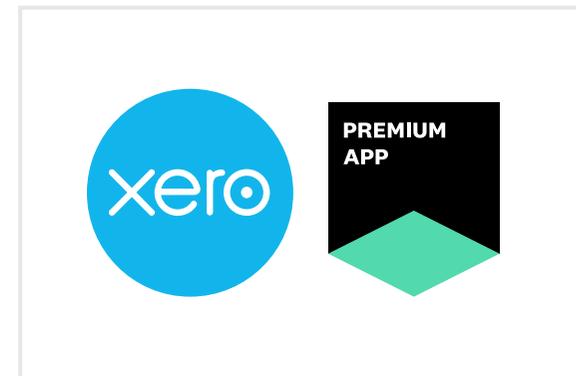
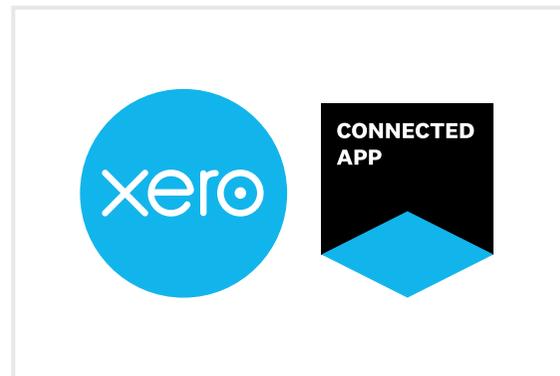
Inverted

If you're using a dark or coloured background, use the inverted version. If laid over photography, place it over a portion of the photo with minimal detail (out-of-focus areas work well). The word 'Xero' should be clearly legible with a consistent colour behind the punched-out type.

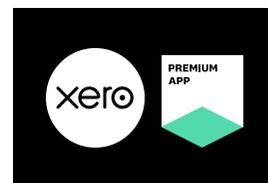
Black and white

If you're using a bright colour background that will clash with either the blue of the Connected badge or the green of the Premium badge, use the black-and-white version for maximum contrast.

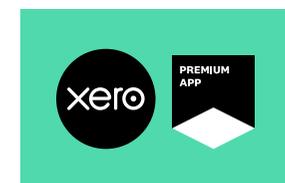
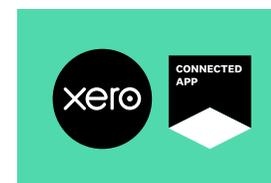
Colour



Inverted



Black and white



Sizing

For legibility, please make certain that the badge does not reduce beyond the following sizes:

Print: 12.5mm height (excluding clear space)

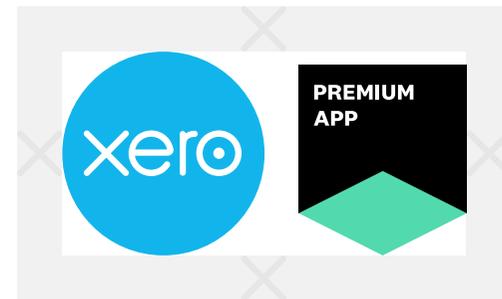
Screen: 40px height (excluding clear space)

Minimum size example:



Clear space

The badge needs to have a minimum clear space around it. This space is equal to the width of the 'x' in the Xero logo. Please don't change the relationship in space or position between the Xero logo and app partner badge.



Beautiful together

Xero values close partnerships with app partners and is happy to support co-branding.

Approvals for co-branding

We'll provide the badges to use when you're promoting or offering Xero products or services. Once you've applied your own brand and content, we'll need to approve it before it's printed or published. We also need to approve any implied endorsement by Xero, or implied affiliation with Xero. We'll ensure you get a speedy and flexible response to all co-branding queries and requests for approval. You can email us at api@xero.com.

Co-branding fundamentals

- To strike the right balance, make your brand the dominant brand when promoting or offering your products or services.
- You can make use of the Xero logo, tagline and web address following the brand guidelines
- We'll supply you with the correct version of the logo to use.
- Use of copy, images, screenshots, photos and any other content produced by Xero is permitted, but needs to be approved before it's used.

The no-nos

- ⊘ Apart from the Xero logo, please don't use the Xero blue colour.
- ⊘ Don't use Xero in your company name, domain name, product name, or service offerings.
- ⊘ Don't modify, obscure, or cover elements of the Xero logo or Xero app partner badges in any way.
- ⊘ Don't copy or adapt the Xero design interface from xero.com the Xero App Store or the Xero application.
- ⊘ Don't try to re-create the Xero logos or app partner badges, or use search engines to find and download one.

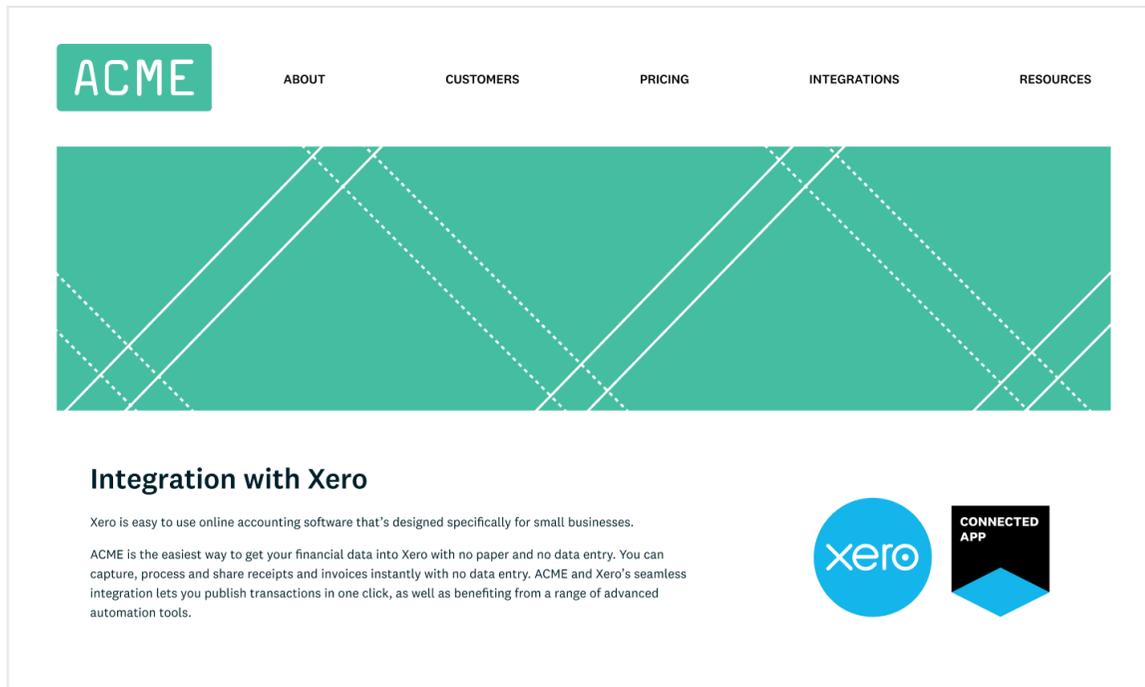


Examples of use

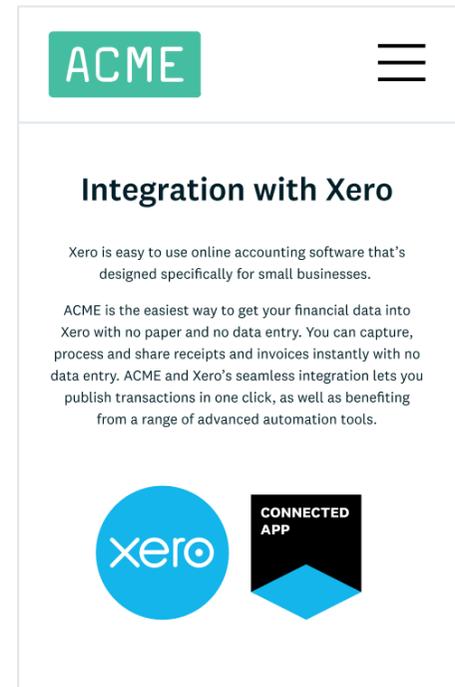
Website landing page

Use the Xero badge on your webpages in the formats provided to you.

Desktop

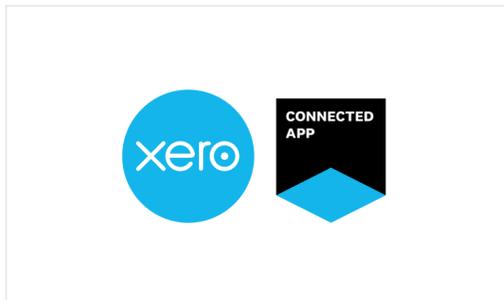
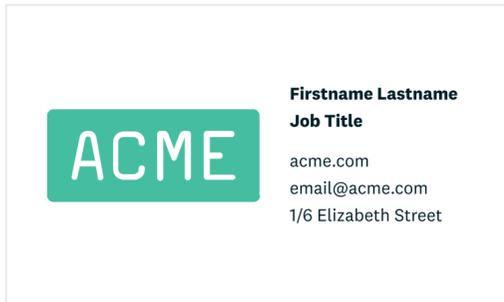


Mobile/App



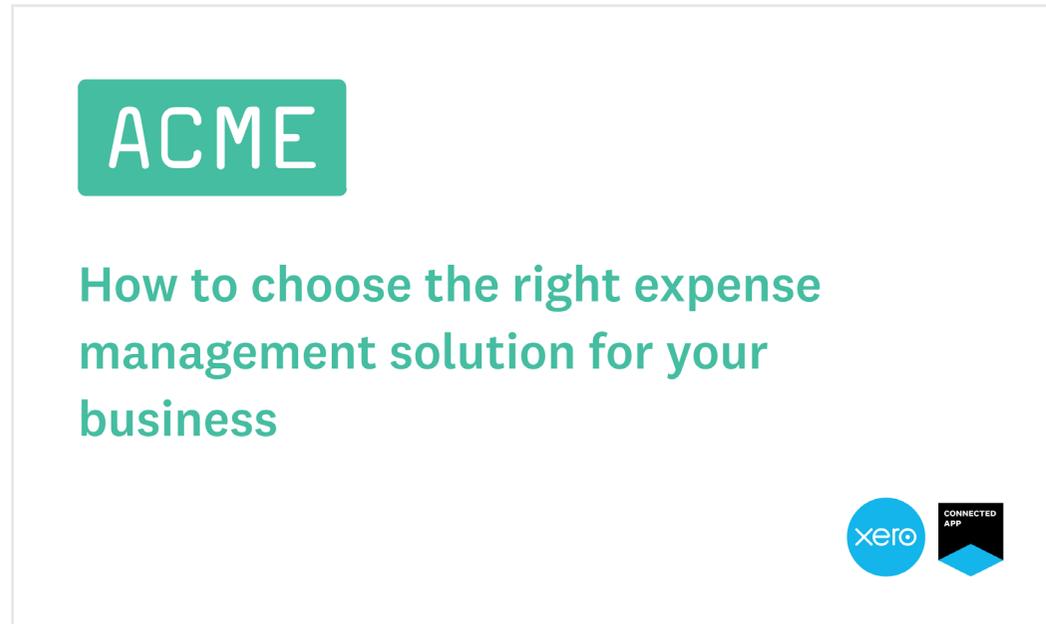
Business card

Adhere to the minimum size and space requirements. Where possible, use the badge on it's own on the reverse side of the business card.



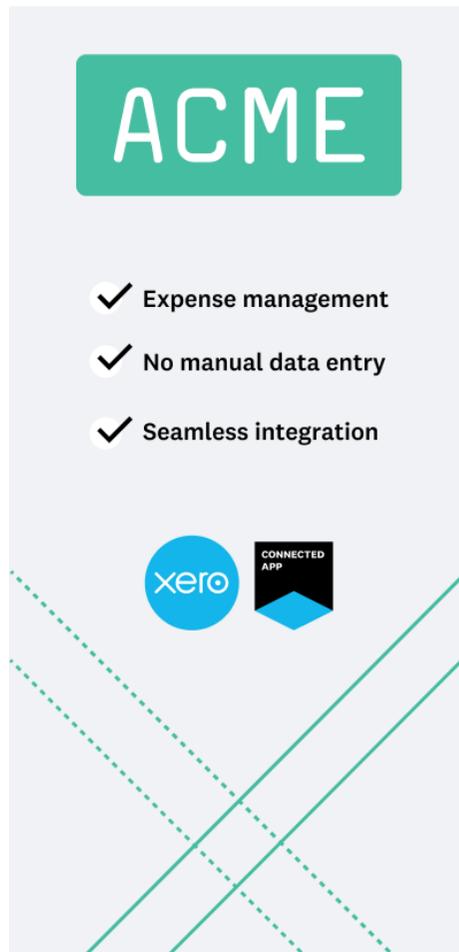
Brochure/Report/Presentation

Make your brand the dominant one on the cover page, with the Xero logo or badge subordinate to it.



Event banner/Pull up banner

Make your brand the dominant one on event collateral, with the Xero logo or badge subordinate to it.



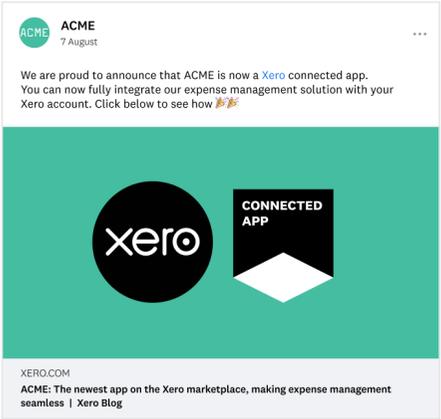
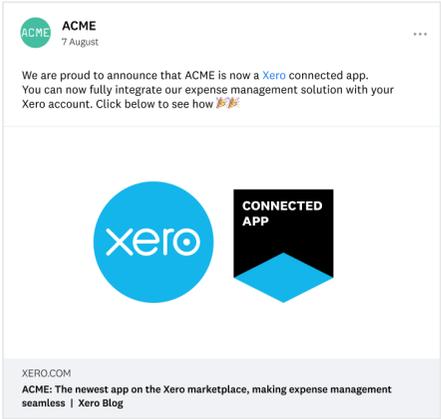
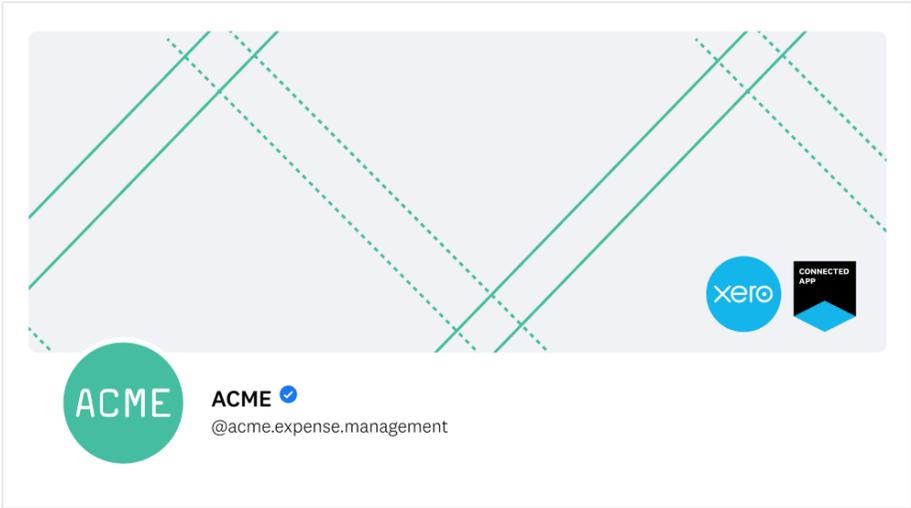
Trade Booth

Make your brand the dominant one on a trade booth stand, with the Xero logo or badge subordinate to it.



Social media posts and cover image

We'll provide you with images to post if you are awarded Xero App of the Month or Xero Staff Pick. If you want to post your own images with your partner badge, or add it to your social media cover image, make sure to stick to the badge colour, size and space guidelines.



When it's all too much

Too much beauty can be overwhelming and while your star-rating from reviews and other Xero awards, badges and accomplishments are beautiful,

sometimes they can clash for attention. Please keep them apart and don't combine different brand elements.

The clear space requirements for badges also apply to your brand and other Xero brand assets we may provide you, like awards, reviews or other badges.

Example of using the your logo with the Xero logo:



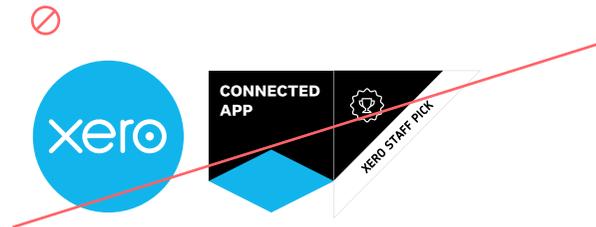
(Adhere to both your own logo space requirements and Xero badge requirements)

Example of using your app partner badge and your app review rating:



(Adhere to the badge space requirements and centre your rating underneath)

Examples of using too many elements together:



(Please don't combine different brand elements together)

More beautiful things

Describing your app partner status beautifully

No-nos

❌ [App] is recommended by Xero.

❌ [App] is trusted by Xero.

❌ We're an official Xero partner.

❌ Xero's preferred app partner.

❌ [App] is one of Xero's top app partners.

❌ We've partnered with Xero.

Beautiful phrases

✅ [App] is certified by Xero.

✅ [App] is a Xero connected app. [App] is a Xero premium app.

✅ We're a Xero App Store partner.

✅ Available on the Xero App Store.

✅ [App] is a Xero premium app.

✅ We're a Xero app partner.



Shouting out about your achievements

During your partnership with Xero, your app may be featured, given an award, selected as a staff pick, or you may be chosen as app partner of the month. We'll send you social posts and banners, so you don't need to create your own.

Getting it right first time

There are a few things that will trigger our lovely developer evangelists to decline your app listing or landing page, so here are a few things to help you get it right the first time.

What not to do

Nope, please don't use any other colour variations of the Xero logo, stick with blue, white or black.



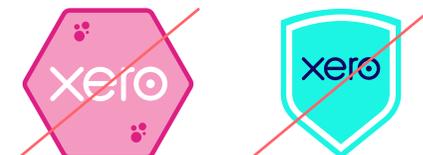
Nope, don't put your logo inside the badge placement or add your logo next to the Xero logo.



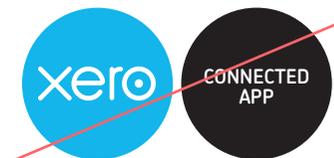
Nope, don't add your own copy into the badge.



Nope, please don't alter the Xero logo.



Nope, don't use an old badge because you like it better.



Nope, please don't add anything else to the badges.

