Xero logo guidelines

Our logo

The Xero logo the single most important asset of our brand. It identifies our company and reflects who we are in a neat little package. Our logo evokes trust, reliability and support — a reflection of what we provide our customers.
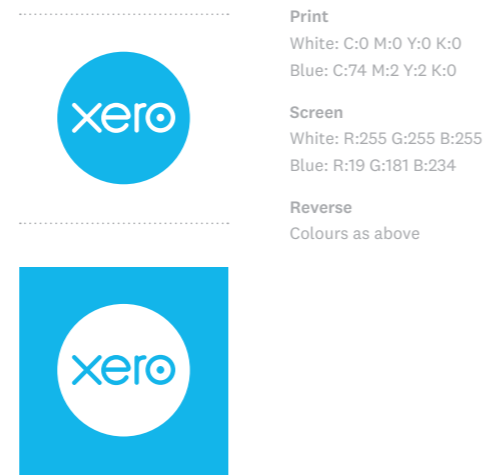
Colours

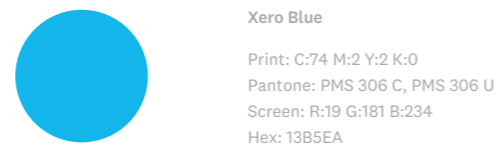This is the preferred colour treatment of the Xero logo.

Print
White: C:0 M:0 Y:0 K:0
Blue: C:74 M:2 Y:2 K:0

Screen
White: R:255 G:255 B:255
Blue: R:19 G:181 B:234

Reverse
Colours as above

When using the blue on its own;

Xero Blue

Print: C:74 M:2 Y:2 K:0
Pantone: PMS 306 C, PMS 306 U
Screen: R:19 G:181 B:234
Hex: 13B5EA

Clear space

Clear space has been established to guarantee our logo has visibility and impact. Maintaining the clear space zone between our logo and other graphic elements such as type, images and other logos ensure that it always appears unobstructed and distinctly separate from any other graphic elements.

Logo clearspace

Minimum sizes

The minimum size has been carefully established to ensure our logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and provides a strong level of identification.

Print sizes   **Digital sizes**

12.5mm   35px

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