

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.

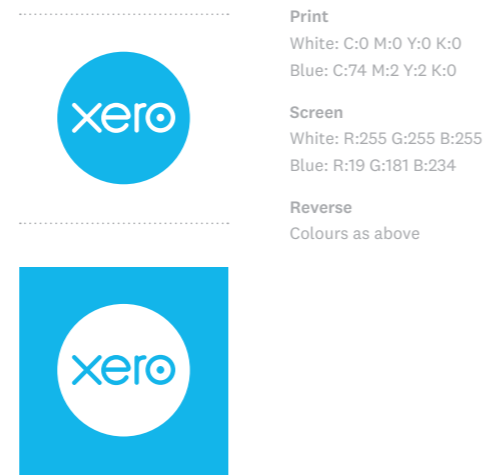


Colour variations

Our logo is limited to a small colour palette. The only alternatives to Xero Blue are white or black – including when placed over images or coloured backgrounds. No other colours are used as a fill. If laid over photography, the word Xero should be clearly legible with a *consistent colour* behind the punched out type. When used in this situation, the logo will almost always be the white variation.

Colours

This is the preferred colour treatment of the Xero logo.

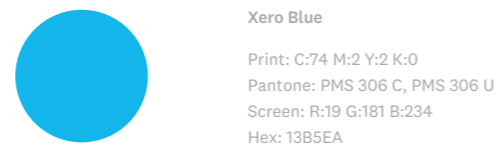


Print
White: C:0 M:0 Y:0 K:0
Blue: C:74 M:2 Y:2 K:0

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

To achieve brand consistency, artwork should never be recreated.

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

Give the logo space to breathe. It needs surrounding clear space for legibility and impact. Nothing should encroach on the specified clear space. The clear space zone may be slightly smaller in online applications due to space restrictions.

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



Xero logo

In order for the logo to be recognisable, it's important not to reproduce it smaller than is indicated here.