

# Xero Global Partner badge guidelines

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# Xero partner badges

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Your Xero Partner badge is the primary way to communicate your partnership with Xero. It's important that they are used and written about correctly.

## Xero Global Partner badge



## Xero Partner badges



# Xero Global Partner badge placement

For maximum effectiveness, it's important that your Global Partner badge is displayed correctly.

## Choosing the format

The Xero Global Partner badge is available for digital, website, social, press releases. Do not recommend use on long term or permanent physical/printed placements as we reserve the right to update the mark.

For screen work, the EPS, PNG, SVG or PDF file formats are best.

Failing this, use the high resolution JPEG file. (Note: To ensure quality, please do not enlarge the JPEG file beyond the issued size).

## Minimum badge sizes

To ensure 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)



## Space around badge

The badge should have a minimum clear space around it. This space is equal to the width of the 'x' in the Xero logo.



# Xero Global Partner badge lockup

For maximum effectiveness, it's important that your Global Partner badge is displayed correctly.

## Choosing the right lockup

The Global Partner badge should always be used with the Xero logo in front of it.

We encourage you to use the Xero logo + global partner badge version where possible, as that is the most elite and higher status badge. However, we have created the Xero logo + global badge + status badge option when displaying your partner status is needed in an execution.

## Preferred version

Xero logo + Global Partner badge

## Alternative option

Xero logo + Global Partner badge  
+ Partner status badge



# Xero Partner badge colours

Correct use of the Xero Partner badge colours bring a sense of familiarity and reliability to communications.



**Xero Blue**  
RGB 19/181/234  
HEX 13B5EA  
C74, M2, Y2, K0  
PMS 306C



**Partner Blue**  
RGB 33/59/85  
HEX 213B55  
C100, M30, Y19, K76  
PMS 3035C



**Bronze Partner**  
RGB 163/104/77  
HEX A3684D  
C30, M62, Y72, K13  
PMS 470



**Silver Partner**  
RGB 167/169/172  
HEX A7A9AC  
C0, M0, Y0, K40  
PMS COOL GRAY 4



**Gold Partner**  
RGB 254/205/8  
HEX FEC08  
C0, M19, Y100, K0  
PMS 114



**Platinum Partner**  
RGB 88/88/90  
HEX 58585A  
C0, M0, Y0, K80  
PMS COOL GRAY 10

## Preferred version

Please use the coloured version of the partner badge if you can. It must be placed on a white or very light background.



## Alternative version

If your only option is to place the partner badge on a dark or coloured background, use the white version.

When you place the white badge over a photo, place it over a portion of the photo with minimal detail. Out of focus areas work well.



# Logo examples

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Your logo is the most important. So when using the Xero Global Partner badge in physical branding, print advertising or online it's important to scale it's size in proportion to your own logo. Here are some examples how the Xero partner badge should be scaled in relation to firm logos. Please note: The Xero Global Partner badge should never be shown directly beside your firms logo as a pair. The examples below are just showing proportion of size

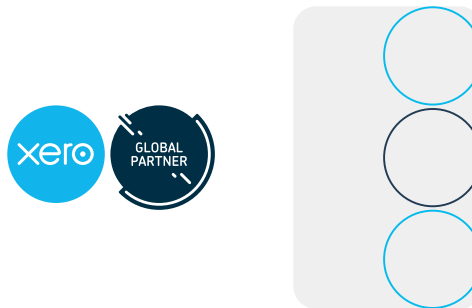
## Wide logo example

The Xero Partner badge should be scaled so that it could fit 1.5x into the width of your logo



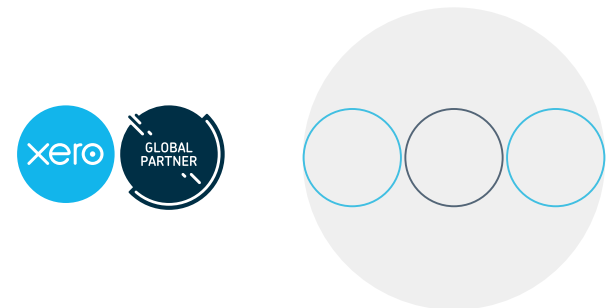
## Tall logo example

The Xero Partner badge should be scaled so that it could fit 1.5x into the height of your logo



## Circular or square logo example

The Xero Partner badge should be scaled so that it could fit 1.5x into the width of your logo



# Logo examples with Xero Partner badge

Your logo is the most important. So when using the Xero Global Partner badge in physical branding, print advertising or online it's important to scale it's size in proportion to your own logo. Here are some examples how the Xero partner badge should be scaled in relation to firm logos. Please note: The Xero Global Partner badge should never be shown directly beside your firms logo as a pair. The examples below are just showing proportion of size

## Wide logo example

The Xero Global Partner badge should be scaled so that it could fit 3 badges + 1 into the width of your logo



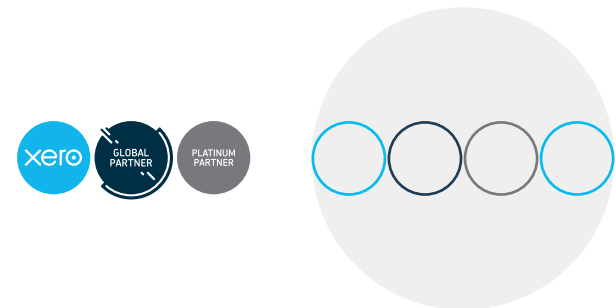
## Tall logo example

The Xero Global Partner badge should be scaled so that it could fit 3 badges + 1 into the height of your logo



## Circular or square logo example

The Xero Global Partner badge should be scaled so that it could fit 3 badges + 1 into the width of your logo



# Logo examples

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Your logo is the most important. So when using the Xero Global Partner badge in physical branding, print advertising or online it's important to scale it's size in proportion to your own logo. Here are some examples how the Xero partner badge should be scaled in relation to firm logos. Please note: The Xero Global Partner badge should never be shown directly beside your firms logo as a pair. The examples below are just showing proportion of size

Logo example: Preferred option



Logo example: Alternative option





# Social media

Your social media feeds are a powerful way to reach a large audience. Whether you put your wallet behind some paid adverts, or simply initiate or join the conversations with your networks, take the time to craft your social media posts and before long you'll reap the rewards.

## General considerations

Check out the relevant social media platform's guidelines when posting your images or videos as they often have rules about sizes and types of content. Think about what type of content is best for communicating your message: photo, graphic, video, or a simple text post?

## Xero Global Partner badge

When using your Global Partner badge in your social media posts, consider the limited size you have to work with – make it big enough to be clearly seen, but not so big that it gets in the way of your imagery or message. Ensure that it is smaller than your logo.

PHOTOGRAPHIC EXAMPLE:



GRAPHIC WITH HEADLINE EXAMPLE:



# Email signatures

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Email signatures can be a useful place to reinforce your Xero partnership.

## Xero brand assets

To help determine whether to include your Xero Global Partner badge in your email signature, consider your audience: who do you most often send emails to?

Preferred option



Jane Smith  
Founder & Partner  
Mobile 123 456 789  
1/6 Elizabeth Street, Hawthorn  
[www.yourwebsite.com](http://www.yourwebsite.com)



Alternative option



Jane Smith  
Founder & Partner  
Mobile 123 456 789  
1/6 Elizabeth Street, Hawthorn  
[www.yourwebsite.com](http://www.yourwebsite.com)



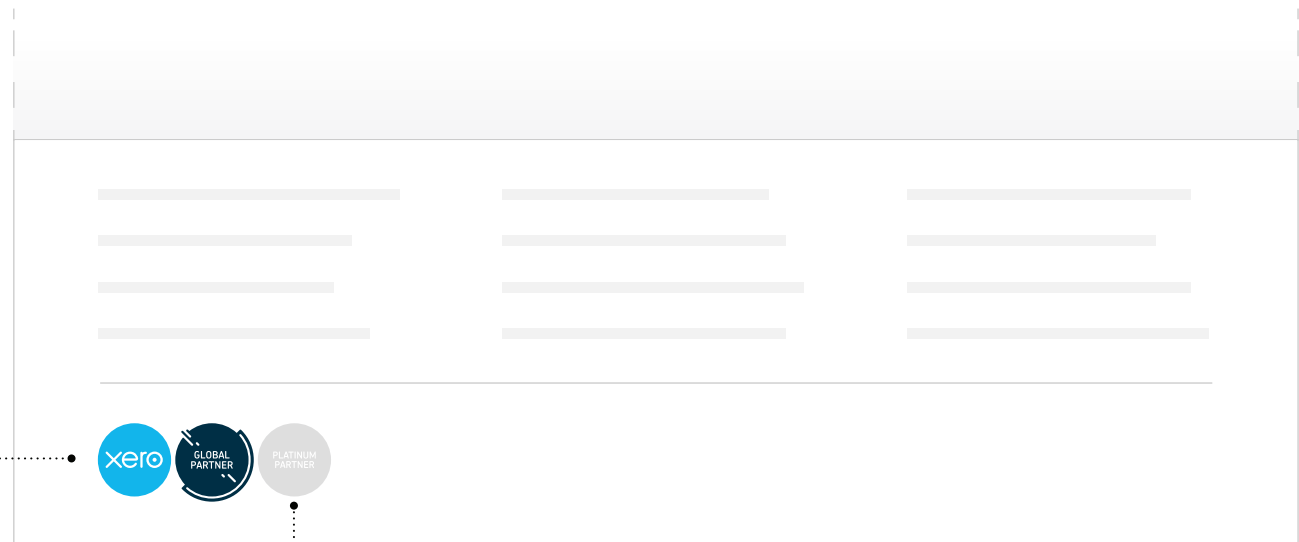
# Website

You may choose to promote your Xero global partnership in your website footer, and on pages where you describe the services you offer or explain online accounting.

## Xero brand assets

Make sure you follow the the sizing guide on page 2 for correct sizing and spacing.

WEBSITE FOOTER EXAMPLE:



Alternative option

# Print advertising

Traditional mediums such as print advertising in a magazine or newspaper are great ways to promote your Xero partnership.

## Messaging

Know exactly what you're offering and consider the best way to say just that.

A4 EXAMPLE



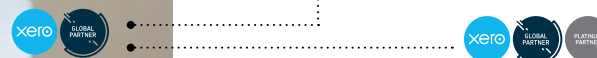
## Photography

Use clear, professional photography

## Your Xero Global Partner badge

It can be useful to promote your Xero partnership in your adverts. Ensure the Xero Global Partner badge is noticeably smaller than your logo to maintain the correct hierarchy.

## Alternative option



# Presentation slide

Having a compelling presentation slide is a great way to promote your Xero partnership.

PHOTOGRAPHIC EXAMPLE:



## Photography

Use clear, professional photography

GRAPHIC EXAMPLE:



## Alternative option

