Xero logo guidelines

Our logo

The Xero logo is 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.

xero xero xero xero



Modifying, stretching, altering, or manipulating the Xero logo, including changes to its colour or shape, is strictly prohibited and must be avoided.

Our colours

This is the preferred colour treatment of the Xero logo. To achieve brand consistency, artwork should never be recreated.



Screen

White: #FFFFFF Blue: #13B5EA

Print

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



Xero Blue

Print: C:74 M:2 Y:2 K:0 Pantone: PMS 306 C, 306 U RGB: 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.



letter 'o' around the perimter of the wordmark.

Minimum sizing

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.

xero



Print minimum width sizing:

15mm

Digital minimum width sizing:

40px

Give the logo space to breathe. It needs surrounding clear space for legibility and impact. Nothing should encroach on the specified Our logo uses a limited colour palette: Xero Blue, white, navy or clear space. The clear space zone may be slightly smaller in online applications due to space restrictions.

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

Colour variations

black. No other colours are used as a fill. Over images or coloured backgrounds, ensure the word "Xero" remains clearly legible with a consistent colour behind it. In these cases, the logo is almost always the white version.