

Xero logo guidelines

Our logo

The Xero wordmark is designed for clarity and legibility. Crafted to perform consistently at every size and across all applications, whether digital or physical.

Simple. Versatile. Distinctively Xero.



Note:
The Pill is a restricted use of the Xero logo. Used primarily on “busy” backgrounds, however it requires XCF approval

Colours

Our logo uses a limited colour palette: Midnight, Xero Blue, Xero UI Blue or White. 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.



Colour variations

Use Midnight(#000856) on light backgrounds or as a background colour to meet WCAG AAA accessibility standards. This combination provides a 9.65:1 contrast ratio for excellent readability.

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.



The logo's clearspace is defined as the radius of the letter 'o' around the perimeter of the wordmark.

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 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.



Print minimum width sizing:

15mm

Digital minimum width sizing:

40px

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