
Reckon Guidelines

Logos which Reckon Limited (Reckon) permits you to use are either owned or licensed by Reckon. Some logos are the property of Intuit Inc. Reckon reserves the right at any time to withdraw consent to use any logo owned or licensed by Reckon.

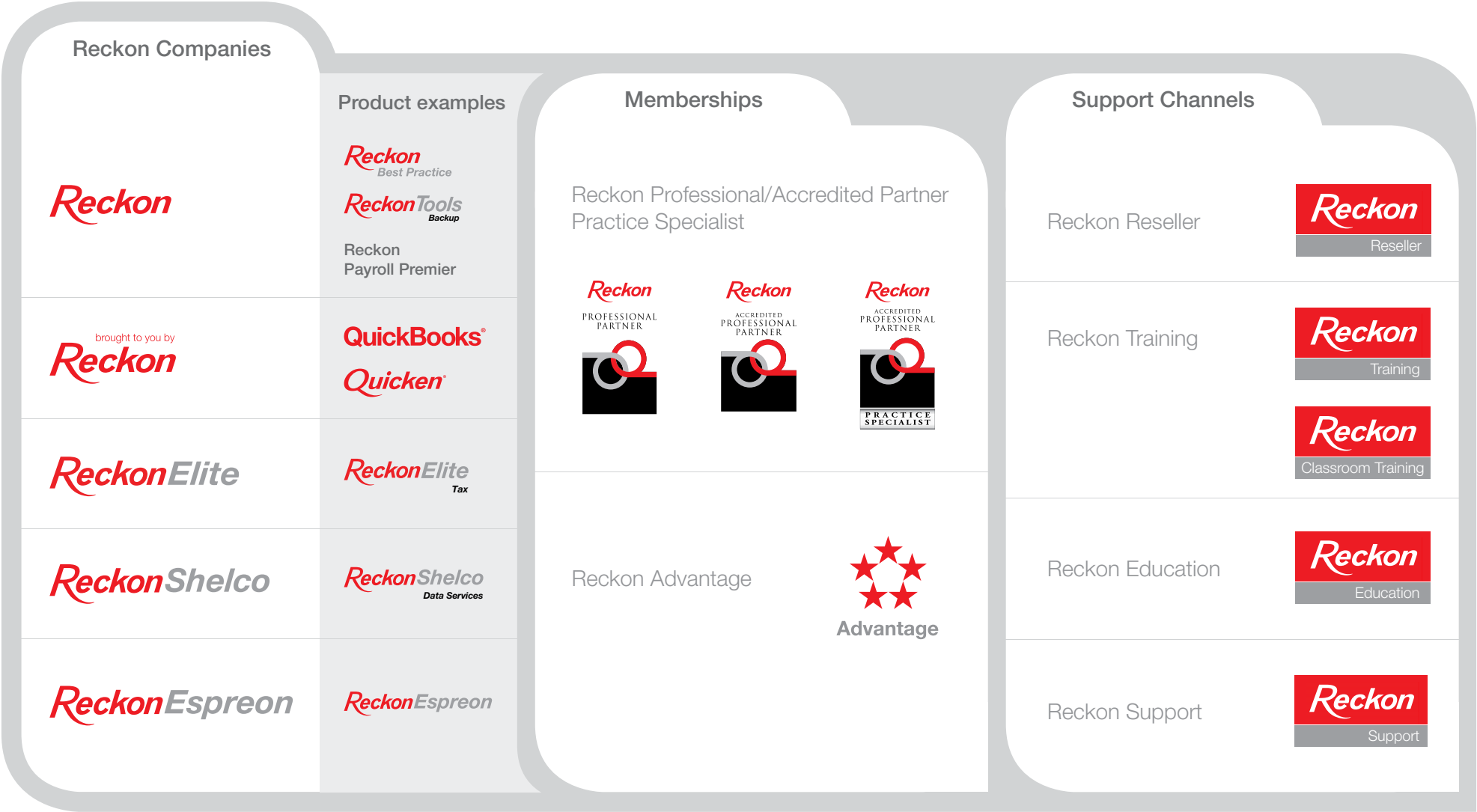
You use the logos expressing understanding Reckon can, without liabilities, withdraw its consent to the use of logo.

Reckon

PROFESSIONAL
PARTNER



BRAND HIERARCHY



The Reckon logo represents the products and companies within the Reckon group. The Reckon logo is a trademark of Reckon Limited and should be treated as a valuable asset.

Please follow the Brand Guidelines to ensure correct usage. If you have any queries, contact the Reckon Marketing team who will be happy to assist.

Reckon Limited utilises a number of logos to identify different components of the business. The Reckon logo is used to represent the overall organisation, whilst modifications of this logo represent the various companies, products, support channels and membership programs provided by Reckon.

All logos, with the exception of the Professional Partner, Accredited Partner and Practice Specialist logos are limited to the two Reckon colours, red (PMS 485) and grey (K 45). The Accredited and Professional Partner logos also incorporate black as an additional colour.

Other logo examples

Primary Logo Usage

Use on the vast majority of products, applications and communications.

The full colour logo should be used on white or light backgrounds only.

The word "Reckon" in a red, italicized script font.The word "Reckon" in red italicized script, followed by "Tools" in a grey sans-serif font.The word "QuickBooks" in red bold sans-serif, with the tagline "The world's best selling accounting software" in a smaller red font below it.**Secondary Logo Usage**

To be used in full colour and screen applications, and reversed out of Reckon Red background only.

The word "Reckon" in white italicized script on a red rectangular background.The word "Reckon" in white italicized script, followed by "Tools" in a white sans-serif font, on a red rectangular background.The word "QuickBooks" in white bold sans-serif, with the tagline "The world's best selling accounting software" in a smaller white font below it, on a red rectangular background.**Black & White Usage**

To be used in black and white press advertising or fax communications only.

The word "Reckon" in a black italicized script font.The word "Reckon" in black italicized script, followed by "Tools" in a grey sans-serif font.The word "QuickBooks" in black bold sans-serif, with the tagline "The world's best selling accounting software" in a smaller black font below it.

All logo guidelines on this page can be applied to other Reckon Group owned or licensed logos, for example, QuickBooks and Quicken logos. For further information, please see the individual brand guidelines for these logos.

The word "Reckon" in white italicized script on a black rectangular background.The word "Reckon" in white italicized script, followed by "Tools" in a white sans-serif font, on a black rectangular background.The word "QuickBooks" in white bold sans-serif, with the tagline "The world's best selling accounting software" in a smaller white font below it, on a black rectangular background.

Minimum Clear Space

Always make sure the Reckon logo has appropriate clear space around it to maximise its impact. Keep graphic elements and type outside this clear space zone.

The minimum clear space required around the Reckon logo is shown in the example on this page. This is calculated using the x-height of the Reckon logo type.



Minimum size

In reproducing our logotype consider its size and legibility and use common sense. A logo that is too small ceases to serve any communicative function.

All logo guidelines on this page can be applied to other Reckon Group owned or licensed logos, for example, QuickBooks and Quicken logos. For further information, please see the individual brand guidelines for these logos.

Size for print

The minimum size for reproduction of the logo is 5mm high and in proportion.



Size for onscreen

The minimum size for reproduction of the logo is 33 pixels high and in proportion.



All of our owned or licensed logos are valuable assets. Please use the master artwork for reproducing each logo and preserve its integrity by observing these principles.

Please don't try to alter the logo in any way or change the relationship of any of the elements.



Do not distort our logo.



Do not add effects to our logo.



Do not change the color of our logo.



Do not rotate our logo.



Do not crop our logo.



Do not change the type of our logo.



Do not place our logo on any other colour other than white or light backgrounds



Do not place text or graphics within the minimum clear space.



Do not place our logo on a busy background.

As our logo's are used in various types of media, they have been created in both low and high resolution, and in different file types to suit each type of media.

Colours appear differently on screen as opposed to in print media. For logos on websites we use RGB colours, and for print we use CMYK or PMS (Pantone).

If you need to provide a logo to an external party, you may simply be able to provide a high resolution .jpg file. However, typically for high resolution print quality, it is best to also supply the working file (.EPS or .AI file).

In some circumstances, production methods may vary between suppliers. In these instances, a supplier may request a specific file format that is contrary to those specified above. If in doubt, please ask your supplier about exactly which file format will produce the highest quality results and let them know the selection of file formats that are available.

Handy Tip:

As you won't be able to open the .EPS or .AI file (unless you have the appropriate graphic applications installed on your computer), each logo will also have a .jpg file for you to view with a similar file name for each to reference.

For example, if you need the QuickBooks QBi series logo for use on an external website, you would provide:

- QuickBooks QBi_RGB.jpg
- QuickBooks QBi_RGB.eps

FILE FORMATS AVAILABLE

EPS (Encapsulated PostScript) Eps files are predominately used in graphic design applications and for the production of artwork for print. Most design, advertising and production studios will require this format. EPS files can be enlarged without losing quality.

JPG Jpg files are compressed image based files therefore will lose quality when they are enlarged.

GIF Gif files are compressed web files.

RESOLUTION

Hi-Res 300dpi files are high resolution for printing

Low-Res 72dpi files are low resolution for screen representation (ie, web and digital newsletters)

Logo Colour Palettes

Our colour palettes have been developed to ensure a consistent look and feel for all Reckon brands and products.

Palette 1



PANTONE 485
M100 Y100
R237 G28 B36
HEX: ed1c24

Palette 2

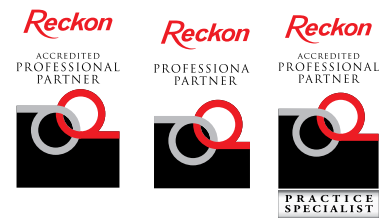


PANTONE 485
M100 Y100
R237 G28 B36
HEX: ed1c24



PANTONE 422
K 45
R140 G140 B140
HEX: 8c8c8c

Palette 3



PANTONE 485
M100 Y100
R237 G28 B36
HEX: ed1c24



K 100
R140 G140 B140
HEX: 000000



PANTONE 421
K30
R178 G178 B178
HEX: b2b2b2

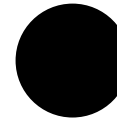
Corporate colours are core elements

Our corporate colour palette is our standard colour range that can be used for all of our advertising and communications materials, from print, to online to signage.

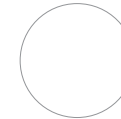
Using these colours will ensure all of our materials are highly readable, legible and easily identified as a Reckon communications piece.



PANTONE 485
M100 Y100
R237 G28 B36
HEX: ed1c24



K 100
R140 G140 B140
HEX: 000000



K 0
R255 G255 B255
HEX: ffffff



PANTONE 422
K 45
R140 G140 B140
HEX: 8c8c8c



PANTONE 421
K 30
R178 G178 B178
HEX: b2b2b2

Secondary colours

For the sake of variety and consistency, use the secondary colour palette alongside the corporate colours. You can use tints of the secondary colours, but keep these to a minimum. Only small areas of tints should be used and only with a full strength colour.



PANTONE 130
M30 Y100
R237 G28 B36
HEX: ffcc00



PANTONE 291
C35 M10
R160 G201 B236
HEX: 006666



PANTONE 548
C100 M24 K64
R0 G69 B107
HEX: 003366

Online colours

In addition to the above colour palette, these colours can be used sparingly on the Reckon Website and eDMs to highlight buttons and page elements.



Gradient range
R103 G203 B51
R0 G102 B0



Gradient range
R153 G205 B255
R0 G102 B203



Gradient range
R204 G204 B255
R103 G102 B204



Gradient range
R255 G121 B74
R255 G51 B0

The Helvetica Neue family has been chosen for collateral development because of its universal acceptance, legibility and range of font weights. Helvetica Neue light, medium and bold. These fonts are strong, contemporary and appropriate for a service-based brand.

Headlines and Highlighted copy

Helvetica Neue 75 Bold is used for headlines and highlighted copy in retail point of sale materials only. Use white reversed out of a Reckon Red background.

Helvetica Neue 45 Light is used for headings in corporate material. It may be set in Reckon Red or dark silver/grey.

Sub-Headlines and Highlighted copy

Subheadings and highlighted copy are set in Helvetica Neue 65 Medium. Reckon Red is the preferred colour for subheadings.

Body Copy

Body copy is set in Helvetica Neue 45 Light.

Paragraphs should be left aligned. The typography should be sensitive to the preference for white space as a design element and be sensitive to the amount of type on a page.

Black is the preferred colour for all body text.

Disclaimers

For disclaimers, Helvetica Neue 47 Light Condensed may be used.

Secondary Typeface (Headlines / Highlighted copy)

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary Typeface (Subheadings / Highlighted copy)

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Primary Typeface (Body text / Headings)

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Disclaimers

Helvetica Neue 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Imagery Selection

Our images should always reflect our customers and our broad product offering by leveraging lifestyle and work related imagery.

The images that we choose reflect who our customers are, and help them relate to our product solutions. We also want to capture the essence of 'work life balance' wherever possible. Such images help illustrate how our product offerings can enhance business success and our customers' lifestyle.

Choose photos that are contemporary and relevant.



Imagery to avoid

You should avoid using images that are clichéd, in cartoon style or clipart.



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PowerPoint Templates

The generic Reckon PowerPoint template is available on the share drive:

W:\All_Users\Reckon Group Stationeries\Reckon PowerPoint Template

Alternatively, special versions have been created for:

Reckon Company and Subsidiaries

- Reckon (generic, for internal presentations)
- Reckon Limited (for example, financial results presentations)
- Reckon Elite

Reckon Departments

- Reckon PSG Accredited Partners
- Reckon PSG Professional Partners
- Reckon Education
- Reckon Reseller
- Reckon Training

Modifications to these templates, for example specific templates for the AP Conference must be approved by Reckon Corporate Marketing Department.

Title slides

Reckon generic



Reckon Limited



Reckon Elite



Content slides

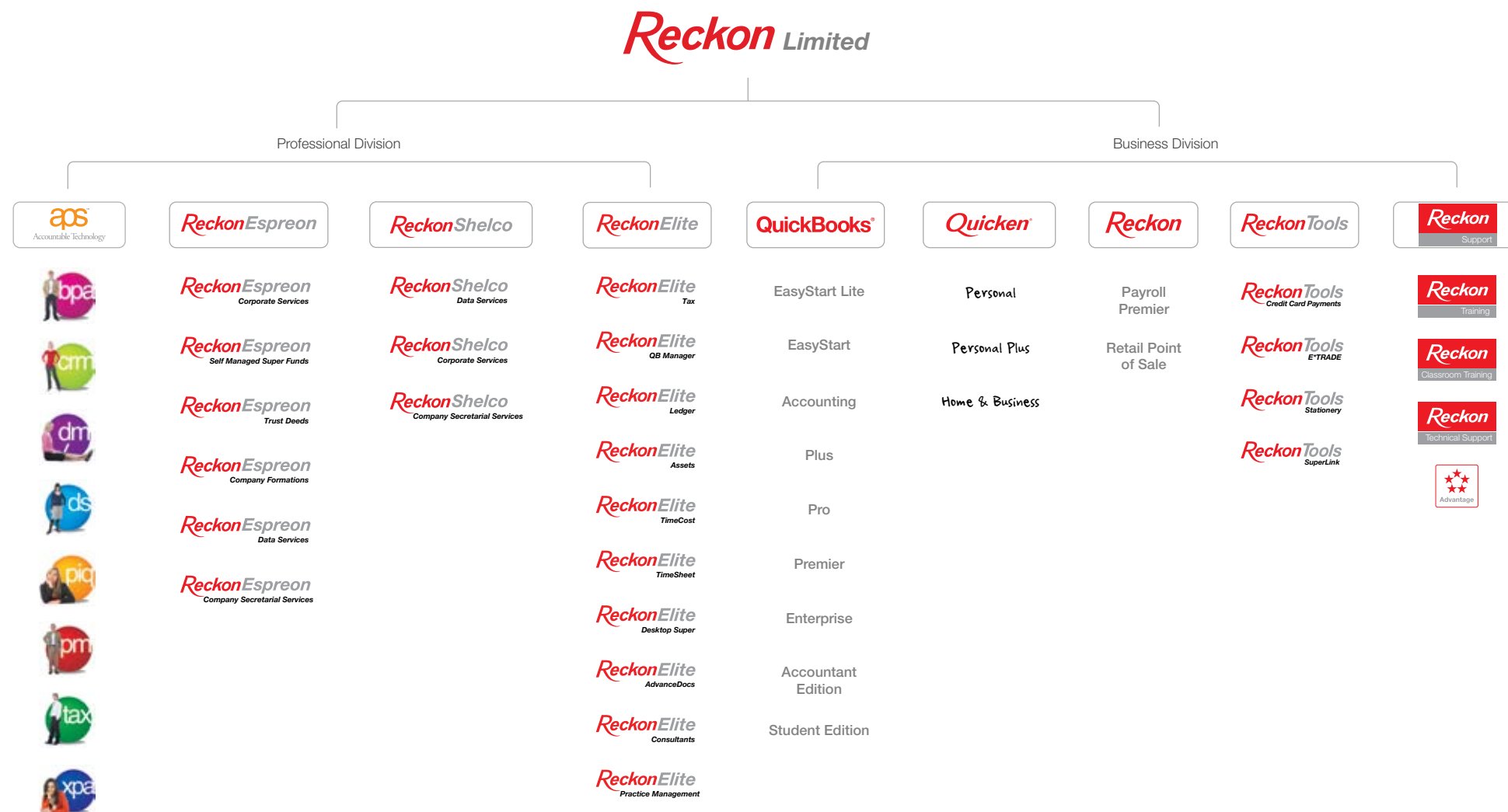


Pull up banners are suitable for use in kiosk/booths, or any other temporarily marked location/space that Reckon is occupying and/or advertising in. All signage should be approved by Reckon Corporate Marketing Department prior to its creation and posting.

Here are some examples:



RECKON GUIDELINES | PRODUCT SERIES AND CATEGORIES



In order to fully leverage the strength of our brands across the group, it is important that we correctly refer to our brands, products and services. The above chart depicts which product offerings sit within each brand.



Reckon Professional Partner logo

Colour

Red and black are the primary colours of the Reckon PP logo. Use the full colour logo on a white background.

Greyscale - To be used in black and white press advertising or faxable communications only.

On one coloured background, a white border should be used to distinguish the Reckon PP logo. The width of the white border is equivalent to the width of the rings logo as indicated in the diagram.

Minimum clear space

Always make sure the Reckon PP logo has appropriate clear space around it to maximise its impact. Keep graphic elements and type outside this clear space zone.

The minimum clear space required around the Reckon PP logo is shown in the example on this page. This is calculated using the x-height of the Reckon logotype.

There is no maximum clear space – the more clear space you allow, the more of a hero the logo becomes.

Minimum size

The logo should always be seen clearly and should never be reproduced smaller than 25mm high.

Reckon

PROFESSIONAL
PARTNER



Reckon

PROFESSIONAL
PARTNER



Reckon

PROFESSIONAL
PARTNER



Reckon

PROFESSIONAL
PARTNER



Support for:

QuickBooks

Quicken

Payroll Premier

Retail Point of Sale

RECKON GUIDELINES | INCORRECT LOGO USAGE

All of our logos are valuable assets. Please use the master artwork for reproducing each logo and preserve its integrity by observing these principles.

Please don't try to alter the logo in any way or change the relationship of any of the elements.



Do not distort our logo.



Do not add effects to our logo.



Do not change the color of our logo.



Do not rotate our logo.



Do not crop our logo.



Do not change the type of our logo.



Do not add your business name to the logo



Do not place text or graphics within the minimum clear space.



Do not place our logo on a busy background.

Every year there are
50,816* new reasons
to become a Quicken
Professional Partner.

*Based on Quicken market share figures applied to the number of SME business start ups in 2009/08 according to the Australian Bureau of Statistics, 2007 and estimated historic share of SME's which purchase accounting software.

Join us today.

Of the thousands of new businesses starting out each year, more than c in three will choose QuickBooks. That's just a fraction of the thousands of Australian businesses already using our software. And if that's not reason enough to join us, we'll also give you over \$3000 worth of software to support them, along with premium technical support, training assistance, free access to upgrades and more – all for just \$499 a year.

That's why you can't miss out on our complete range of smart, professional support services. So call us now and become a Quicken Professional Partner today.

Call **1300 308 610** or go to **www.quicken.com.au** today.



brought to you by
Reckon

Preferred position of the
Professional Partner logo

It should be placed in the bottom right corner of
a layout where possible, all spacing and minimum
size guidelines should apply.

ACME
ACCOUNTANTS

John Sample
Financial Controller
ACME Accountants
25 Calculator Avenue, NSW 2555
P: 02 9555 5555 F: 02 9555 5556



ACME
ACCOUNTANTS

John Sample
Financial Controller
ACME Accountants
25 Calculator Avenue, NSW 2555
P: 02 9555 5555 F: 02 9555 5556



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ACME  ACCOUNTANTS

John Sample
Financial Controller
ACME Accountants
25 Calculator Avenue, NSW 2555
P: 02 9555 5555 F: 02 9555 5556





FRONT



BACK

Use PP logo on the front of your business cards.

You have the options to use QuickBooks, Quickbooks® Qb!™ Series, Quicken, Reckon Training and Reckon Elite logos on the back of your business card.

ACME
ACCOUNTANTS

John Sample
Financial Controller
ACME Accountants
25 Calculator Avenue, NSW 2555
P: 02 9555 5555 F: 02 9555 5556

QuickBooks®



ACME
ACCOUNTANTS

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Financial Controller
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QuickBooks®



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Quicken



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Quicken



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Quicken



ACME
ACCOUNTANTS

Financial Controller
ACME Accountants
25 Calculator Avenue,
NSW 2555
P: 02 9555 5555
F: 02 9555 5556

John Sample

QuickBooks[®] QBⁱ_{version}



ACME
ACCOUNTANTS

John Sample

Financial Controller
ACME Accountants
25 Calculator Avenue,
NSW 2555
P: 02 9555 5555
F: 02 9555 5556

QuickBooks[®] QBⁱ_{version}



ACME QuickBooks[®] QBⁱ_{version}
ACCOUNTANTS

John Sample

Financial Controller
ACME Accountants
25 Calculator Avenue, NSW 2555
P: 02 9555 5555 F: 02 9555 5556



QuickBooks[®] QBⁱ_{version}
ACME ACCOUNTANTS

John Sample

Financial Controller
ACME Accountants
25 Calculator Avenue, NSW 2555
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ACME
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ReckonElite



ACME
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ReckonElite



ACME
ACCOUNTANTS

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ReckonElite



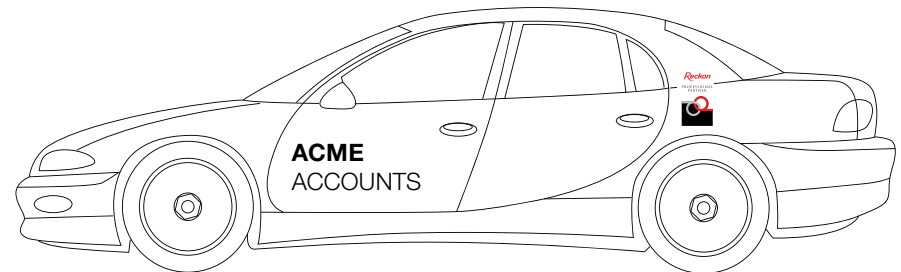
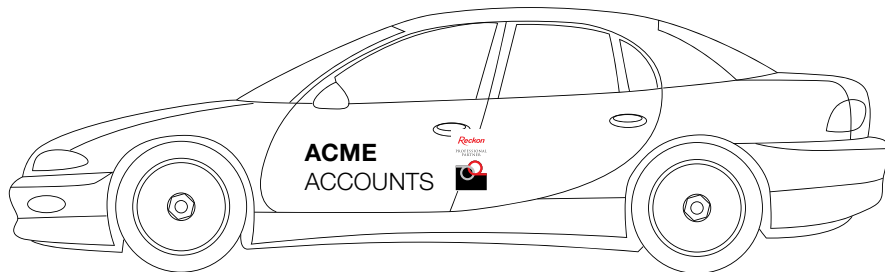
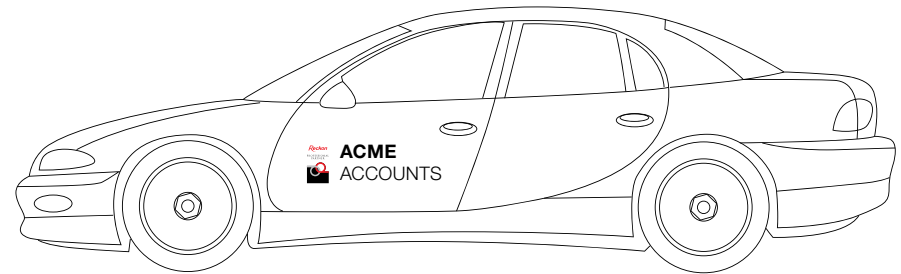
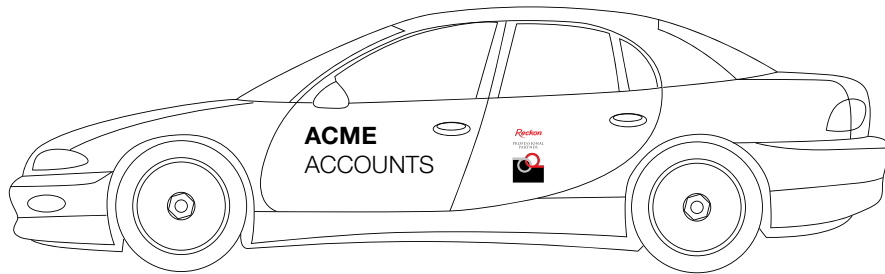
ACME
ACCOUNTANTS

John Sample
Financial Controller
ACME Accountants
25 Calculator Avenue, NSW 2555
P: 02 9555 5555 F: 02 9555 5556

ReckonElite



Approval is required where logos are used on vehicle colours other than white. Please contact Marketing Department.





FRONT



BACK



FRONT



BACK



FRONT



BACK

Red text on white background.

White text on black and red background.



FRONT



BACK



FRONT



BACK



FRONT



BACK

Reckon
PROFESSIONAL
PARTNER



50mm

The logo should be placed in the top left chest of T-shirt and shirt apparel with an approximate height of 50mm.



Minimum size

The logo should never be reproduced smaller than 40mm wide.



RECKON GUIDELINES | RECOMMENDED FILE FORMATS

APPLICATION	PRODUCTION METHOD	FILE FORMAT TO BE USED
Business cards and letterheads	Printing by professional printer	PMS eps
2 colour brochure (2 PMS colours)	Printing by professional printer	PMS eps
Full colour brochure	Printing by professional printer	CMYK eps
Window signage	Production by professional supplier	PMS eps or CMYK eps*
Car signage	Production by professional supplier	PMS eps or CMYK eps*
Advertising	Black and white advertisement (Mono)	Mono eps or JPEG*
	Spot colour advertisement	PMS logo
	Full colour advertisement	CMYK eps
Electronic forms and templates	Microsoft Word letterhead template	RGB JPEG / GIF
	Microsoft Word flyer	RGB JPEG / GIF
Email signature	Web development	RGB JPEG / GIF
Website	Web development	RGB JPEG / GIF

* In some circumstances, production methods may vary between suppliers. In these instances, a supplier may request a specific file format that is contrary to those specified above. If in doubt, please ask your supplier about exactly which file format will produce the highest quality results and let them know the selection of file formats with which have been made available to you.