

# XERO PARTNER COMMUNICATION GUIDELINES



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# XERO COMMUNICATION GUIDELINES

The purpose of the Xero Communication Guidelines are to provide Partners with a resource to assist them in development of their communications when representing Xero.

## THE XERO BRAND IS BUILT ON FIVE KEY VALUES:

PARTNER	CHALLENGER	HIGH STANDARDS	HUMAN	ADVOCATE
Xero enables both customers and partners to feel that every interaction with Xero is well managed, well designed and displays intuitive knowledge of their situation. Xero is the best of design led, user centric and customer led thinking and approach fused together.	Xero is an innovative provider of services using technology, research and development to enable what people need to be empowered to run their business. Xero always has to be a step ahead of its competitors as it enters each new marketplace. Emotively, Xero is a youthful brand exuding smart and savvy connotations.	Everything relating to Xero should be done with the highest attention to detail and quality. Xero should always maintain leadership in design, technology and business.	Xero is a team of real people, creating real solutions that make a real difference to customers.	Xero is an open supporter of everything that makes sense for business to work smarter. Xero stands for trusted advisors, trusted product & trusted opinion – this is gained through actions, not words.

# XERO LANGUAGE

To ensure delivery of the Xero brand values in our communications, we apply a consistent style of language. Partner communications representing Xero should consider a similar approach.

STYLE	WHAT IT IS	WHAT IT ISN'T
<i>Straight-up</i>	Tell it like it is – simple, grounded, honest, on my level	Patronising, simplistic, blunt, unreal
<i>Approachable</i>	Human, understanding, interested in what I want to achieve – has a conversation with me and can see me in the context of my life	Being intrusive or invading customers' privacy
<i>Optimistic</i>	Positive, forward thinking, looking for opportunities and better ways of doing things for customers	Unrealistic
<i>Energetic</i>	Enthusiastic, lively, dynamic	Pushy, unfocused, loud
<i>Bold</i>	Being prepared to stand up and be counted, based on confidence and belief in market position. Not following the pack. Having strength to lead. Having attitude and challenging the norm	Too risky, alternative, different for the sake of it, irrational
<i>Self-Assured</i>	Confident, experts, knowledgeable, experienced, all about the customer	Superior, over-confident, doesn't listen
<i>Progressive</i>	In touch, forward thinking	Technical, high-brow, lofty
<i>Real</i>	Authentic, genuine, upfront, sincere, empathetic, honest	Over-eager, negative

# CO-BRANDING GUIDELINES

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Xero is happy to support co-branding by partners. In any co-branding initiative it's important to strike the right balance between the use of your brand and the Xero brand.

Please remember that co-branding must always be approved by Xero.

## FUNDAMENTAL RULES


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- Use of the name Xero in your company name, product name, service offering or URL is not permitted
- Use of the Xero logo, tagline and web address must conform to the brand guidelines
- Apart from the use of the Xero logo, use of the Xero brand blue is not permitted
- Copying or obvious adaptation of the Xero design interface from either the marketing site [www.xero.com](http://www.xero.com) or the Xero application is not permitted
- Use of copy, images, screenshots, photos and any other content produced by Xero is permitted only with approval
- When promoting or offering your products or services your brand must be the dominant brand
- When promoting or offering Xero products or services you must use materials provided by Xero. You can only alter the materials and apply your own brand and content in ways pre-approved by Xero
- Any implied endorsement by Xero or implied affiliation with Xero must be approved

Xero is a fast moving company that is dependent on close partnerships - we will ensure you get a speedy and flexible response to all co-branding requests.

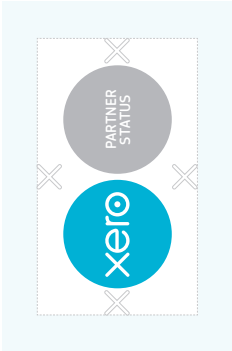
# XERO LOGO PLACEMENT

Our core identity is the Xero logo, it is important this is used correctly.

CHOOSING THE FORMAT	MINIMUM LOGO SIZES	SPACE AROUND LOGO
<p>The Xero logo is available for both print and screen (web, TV, etc.) use.</p> <p>For print work, use the Adobe Illustrator (.ai) or Encapsulated Post Script (.eps) file in the first instance, as this file is scalable and reproduces better in print.</p> <p>Failing this, you should use the high resolution JPEG file (note: to ensure quality, please do not enlarge the JPEG file beyond the issued size).</p> <p>For screen work, the GIF, JPEG or PNG file formats are best.</p>	<p>To ensure legibility, please make certain that the logo does not reduce beyond the following sizes:</p> <p><b>Print</b> 10mm square (excluding clear space)</p> <p><b>Screen</b> 40px square (excluding clear space)</p>	<div></div> <p>The logo should have a minimum clear space around it. This space is equal to the width of the 'x' in the Xero logo.</p>

# XERO PARTNER LOGO PLACEMENT










As with the Xero logo, the Xero Partner logos must be placed correctly. Please contact your account manager if you are unsure of your partner status.

CHOOSING THE FORMAT	MINIMUM LOGO SIZES	SPACE AROUND LOGO
<p>The Xero logo is available for both print and screen (web, TV, etc.) use.</p> <p>For print work, use the Adobe Illustrator (.ai) or Encapsulated Post Script (.eps) file in the first instance, as this file is scalable and reproduces better in print.</p> <p>Failing this, you should use the high resolution JPEG file (note: to ensure quality, please do not enlarge the JPEG file beyond the issued size).</p> <p>For screen work, the GIF, JPEG or PNG file formats are best.</p>	<p>To ensure legibility, please make certain that the logo does not reduce beyond the following sizes:</p> <p><b>Print</b> 10mm in height (excluding clear space)</p> <p><b>Screen</b> 40px in height (excluding clear space)</p>	

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

# XERO LOGO COLOURS

The blue logo with white letters on a white background is the preferred logo treatment. The following logo variations are also available.













XERO COLOURS	BLUE & WHITE	BLACK & WHITE	GREY & WHITE	OTHER COLOURS
<div>  <div> <b>Xero Blue</b>  Print: C:90 M:0 Y:15 K:0  Pantone: PMS 312  Screen: R:0 G:183 B:227 </div> </div>	<div> This is the preferred colour treatment of the Xero logo. <div>   </div> </div> <div> <b>Print</b>  White: C:0 M:0 Y:0 K:0  Blue: C:90 M:0 Y:15 K:0  <b>Screen</b>  White: R:255 G:255 B:255  Blue: R:0 G:183 B:227  <b>Reverse</b>  Colours as above </div>	<div> Primarily for use in newspaper or similar, where black and white are the only options. <div>   </div> </div> <div> <b>Print</b>  White: C:0 M:0 Y:0 K:0  Black: C:0 M:0 Y:0 K:100  <b>Screen</b>  White: R:255 G:255 B:255  Black: R:0 G:0 B:0  <b>Reverse</b>  Colours as above </div>	<div> Similar to 'Black &amp; White', this treatment should only be used when full black is too strong. <div>   </div> </div> <div> <b>Print</b>  White: C:0 M:0 Y:0 K:0  Grey: Darker than K:50  <b>Screen</b>  White: R:255 G:255 B:255  Grey: Darker than R:122 G:122 B:122  <b>Reverse</b>  Colours as above </div>	<div> Choose the logo that best maximises contrast with the desired background. <div>   </div> </div> <div> <b>Print</b>  White: C:0 M:0 Y:0 K:0  <b>Screen</b>  White: R:255 G:255 B:255  <b>Reverse</b>  Substitute black for white (Black: C:0 M:0 Y:0 K:100 or R:0 G:0 B:0) </div>

# XERO PARTNER LOGO COLOURS

As with the Xero logo, the Xero Certified Advisor logo and Partner “colour” status logos must be placed correctly.

In principle, the Xero Certified Advisor logo can be used by an individual who is Xero Certified, and/or a practice that has not yet attained a Partner status. Once Partner status has been attained, ie: Bronze, Silver, Gold or Platinum – this status by default implies that Certification has been completed.

Therefore, an individual business card is an example that could feature both Certified Advisor and Partner Status logo – but a website promoting the practice/Organisation should only feature the Partner Status logo. Please contact your account manager if you are unsure of your Partner status.

XERO PARTNER LOGO COLOURS		PLACE LOGO ON WHITE	BLACK & WHITE	GREY & WHITE	OTHER COLOURS
	<b>Xero Blue</b> Print: c:90 m:0 y:15 k:0 Screen: r:92 g:183 b:227	This is the preferred colour treatment of the Xero Partner logos.	 <b>Print</b> White: c:0 m:0 y:0 k:0   <b>Screen</b> White: r:255 g:255 b:255  Never place the colour logo on a coloured background. Please use an alternative colour treatment.	 <b>Print</b> White: c:0 m:0 y:0 k:0   <b>Screen</b> White: r:255 g:255 b:255 Grey: Darker than k:50	 <b>Print</b> White: c:0 m:0 y:0 k:0   <b>Screen</b> White: r:255 g:255 b:255  <b>Reverse</b> Substitute black for white (Black): c:0 m:0 y:0 k:100 or r:0 g:0 b:0)
	<b>Dark Blue</b> Print: c:100 m:35 y:35 k:0 Screen: r:0 g:130 b:155				
	<b>Bronze</b> Print: c:30 m:62 y:72 k:13 Screen: r:163 g:103 b:75				
	<b>Silver</b> Print: c:0 m:0 y:0 k:40 Screen: r:167 g:169 b:172				
	<b>Gold</b> Print: c:0 m:19 y:100 k:0 Screen: r:255 g:204 b:0				
	<b>Platinum</b> Print: c:62 m:54 y:54 k:27 Screen: r:92 g:91 b:90				