Co-branding design guidelines and assets for partnerships

February 2023

Before you dive in

This guide will show you how to co-brand your own marketing materials while staying compliant with QuickBooks brand design guidelines.

It includes certain design elements, detailed rules about how to use them, and design do's and don'ts.

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OVERVIEW

How to co-brand

Your company brand is how consumers perceive you and your business. It's a combination of what you say, how you look, and how customers think about you and your services.

In order to maintain brand recognition and the equity that's been built, we should avoid the customer confusion that sometimes happens when two brands are combined.

Never try to visually mix the two brands beyond what's included in these guidelines.

It's important to have your work reviewed for Brand compliance. To start this process, reach out to your Intuit point of contact and ask them to sign up for Brand and marketing design office hours.

To determine which brand's design to use, start by asking:

- "Whose platform will this material live on?"
- "Whose voice is this message coming from?"
- "Who should customers contact if they have complaints?"

BRAND 1   BRAND 2
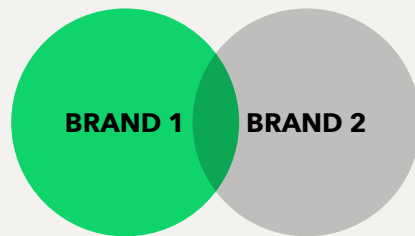
VISUAL DESIGN

QUICKBOOKS LOGO USAGE

Logo

The QuickBooks logo is the main identifier of the brand. It represents the QuickBooks story as a stand-alone element. It must be treated with great care, protecting its integrity at all times.

We allow the use of the QuickBooks logo in partners' visual assets to highlight business relationships.

If the logo needs to be used, the QuickBooks logo guidelines must be respected.

Logo variations

To maintain consistency, we strongly recommend using our preferred logo variation whenever possible. In the event that this logo variation is not suitable for your specific use case, please reach out to our brand team for further guidance.

Note
The QuickBooks green in the logo (HEX: #2CA01C) is not accessible on all backgrounds. Always double check the accessibility of our logo with any background, including photography and video.

Preferred logo

Clear space and scale

Our logo requires a clearly defined space around its border to stand out, while the minimum size protects the legibility.

- No visual elements should be placed inside the clear space. The margin should be half of the height of the QuickBooks symbol.

- The green QuickBooks symbol can never be displayed under 26 pixels for digital (at 72dpi) or 0.5 inches for print.
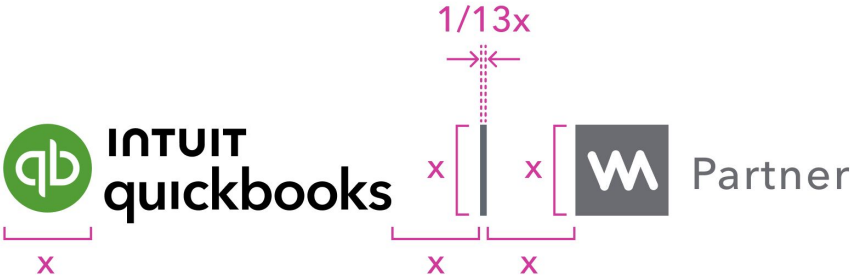
Clear space

x

1/2x

1/2x

Minimum size

x >16px @72dpi (digital)
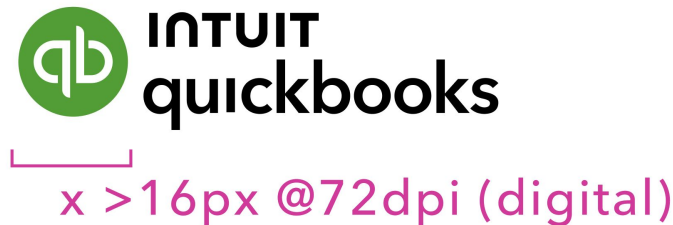
Partner logo lockups

The QuickBooks logo can be locked up with a partner's logo, side by side. The following rules apply when creating logo lockups:

- The two logos are separated by a vertical pipe.

- The pipe color is #6B6C72.

- The QuickBooks logo should always be on the left side of the pipe.

Logo relationships

You can use the QuickBooks logo when you're referring to the QuickBooks products you support, but **your own branding should clearly stand out** in your marketing materials.

- The QuickBooks logo displayed on your marketing materials should be smaller than your logo, but must still be legible.

- Your company name and logo should be visually separated from your designation as a QuickBooks partner. Your partner status shouldn't look like a tagline or part of a logo lockup.
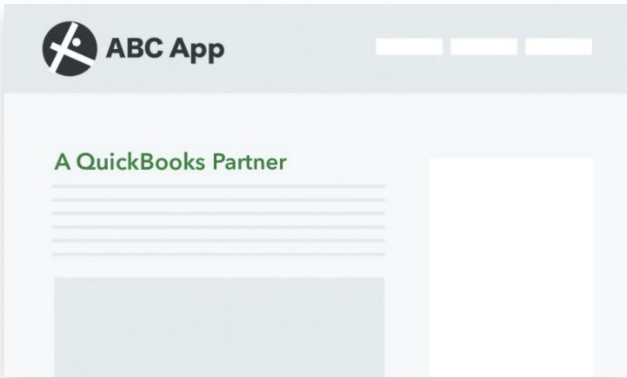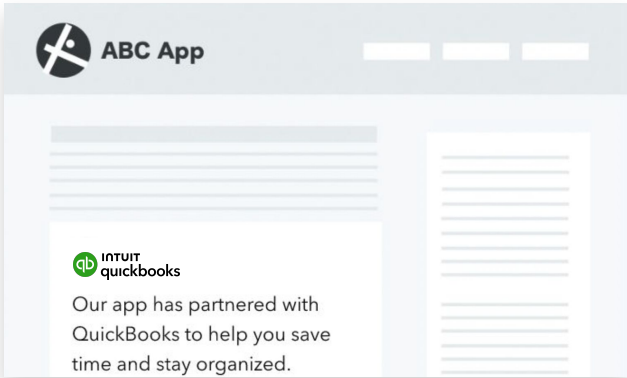
Watchouts

Don't use the round QuickBooks "ball" symbol by itself.

Don't place the QuickBooks logo on a busy background pattern, image, or illustration.

Don't put the QuickBooks logo in a containing shape.

Watchouts
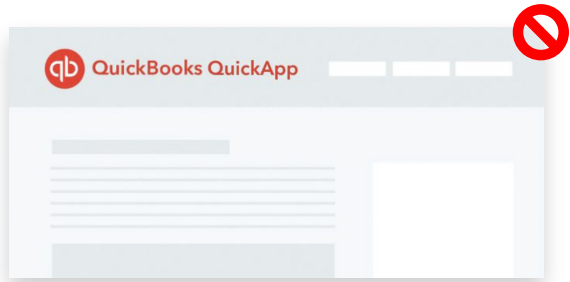
Your brand name shouldn't include any version of the QuickBooks brand name, brand elements, or phonetic equivalent.
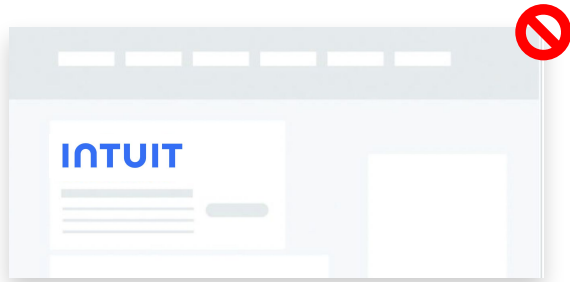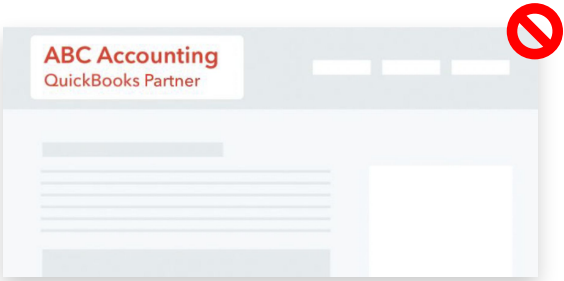
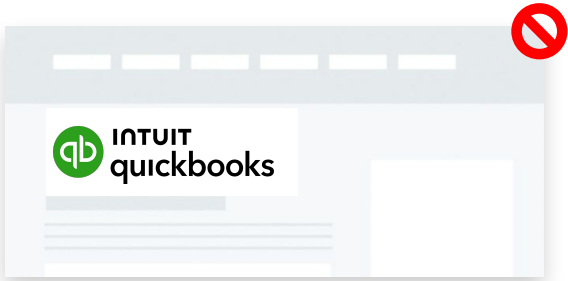Never use the Intuit logo in your company's marketing materials.
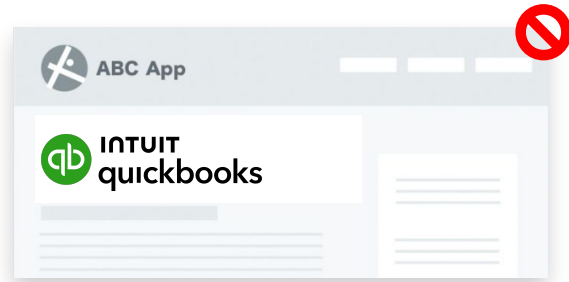
Don't make the QuickBooks logo larger than your company's. Your brand must be at the forefront.

Watchouts

Don't include your QuickBooks partner status in your logo.

Don't make the QuickBooks logo the only logo on your marketing materials.

PRODUCT SCREENS

Product UI

Use QuickBooks product screens to visually enhance content about QuickBooks functionality.

- Always display content on the screen as it appears when the app is running.

- Showing product UI on a simple color background, with or without a stylized device or photography, is allowed.
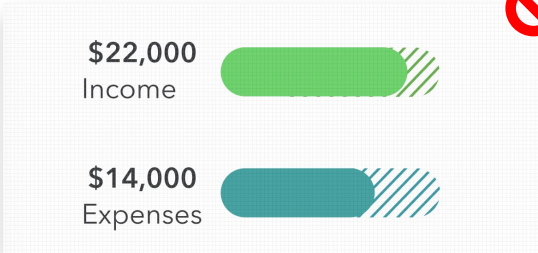
- Use your own photography or stylized devices.
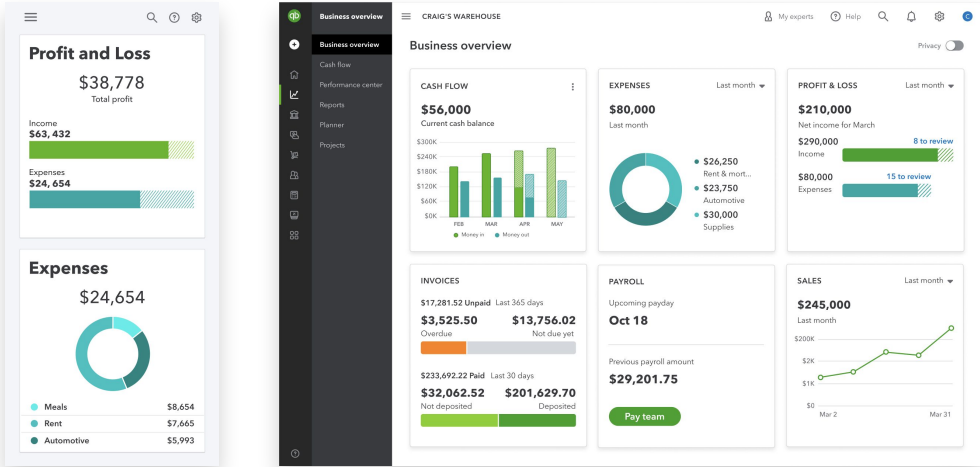
Watchouts
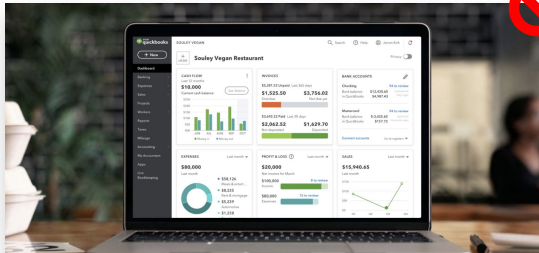
Don't use QuickBooks brand photography.


Don't use QuickBooks' stylized devices.

Don't edit product UI screens in any way.

LINKS, DOMAINS, AND EMAILS

Linking

You may only link to websites that use the QuickBooks brand properly as established in these guidelines.

- Only link to official QuickBooks product web pages that may help provide more information to the customer.
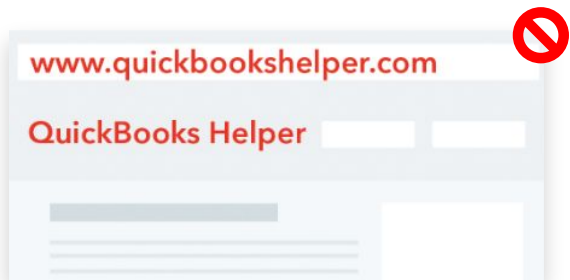
- Only link to websites that are affiliated with Intuit.
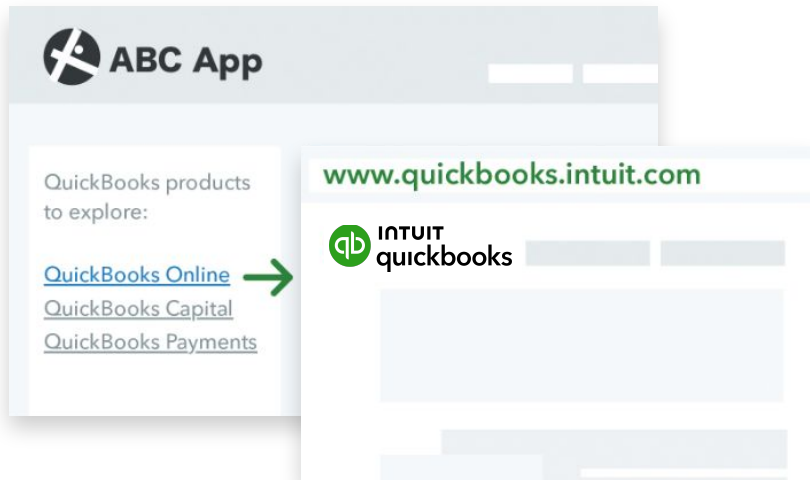
Domain and email

Use domain names and email addresses that are unique to your business and do not include any Intuit brand name, brand element, or phonetic equivalent.

- URLs should clearly tie to your company.

- Email addresses should have a clear tie to your company name.

- Don't include Intuit or QuickBooks brand elements in your websites, URLs, or email addresses.

Watchouts

www.quickbookshelper.com

QuickBooks Helper
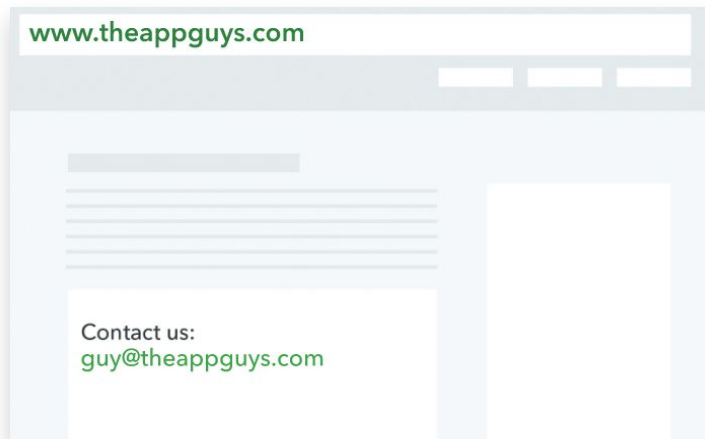
Don't link to websites that are unaffiliated with Intuit or that use an Intuit brand in the company name or website domain.
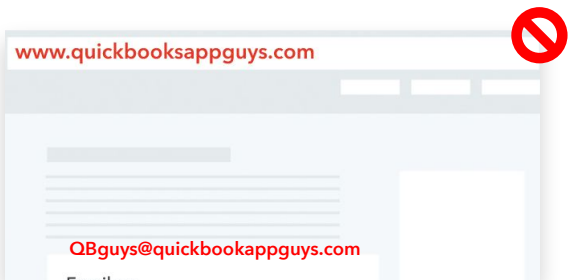
www.quickbooksappguys.com

QBguys@quickbookappguys.com

Don't include Intuit or QuickBooks brand elements in your websites, URLs or email addresses.

APPROVED LANGUAGE

How we handle the details

Customers don't usually notice editorial style unless we get it wrong.

- Capitalize QuickBooks correctly (capital Q, capital B).
- Never refer to QuickBooks as "QB", or use any acronyms in place of full product names (for example, don't say QBO for QuickBooks Online, or QBDT for QuickBooks Desktop, etc.)

Phrasing

On the right, you'll find approved talking points and phrases when creating co-marketing content with QuickBooks.

On the following slide, you'll find approved language to use when referring to QuickBooks product features and capabilities.

✅ Use the agreed-upon designation of your company as it relates to QuickBooks. For example, call your company a "QuickBooks partner", "QuickBooks seller", or say it's "working with QuickBooks".

If you're unsure how to categorize your business, check with your QuickBooks marketing contact to confirm your designation.

✅ "We _____ [what your company does] that works with QuickBooks to [explain how it helps customers].

QuickBooks product features

Accounting
Bookkeeping, balancing, reconciling, online banking

Invoicing
Accepting payments, dues, billing clients

Sales
Accepting payments, selling products/services

Payroll tax
Paying employee and employer taxes to state and federal agencies

Sales tax
Tracking taxes owed/accrued, paying and filing with agencies

Income tax
Tracking taxes owed/accrued, paying and filing with agencies

Track expenses
Tracking business expenses, categorizing for taxes, sorting for insights

Track inventory
Tracking quantity on hand, restocking, reordering

Track mileage
Tracking business trips, noting purpose, deducting miles from taxes

Pay employees
Cutting paychecks for employees and contractors

Bills
Cutting checks, making recurring payments, tracking vendors/purchase orders

Track time
Tracking billable hours, clock-in/out employees, getting insights

Land the job
Making and managing estimates, proposals, quotes, contracts

Business insights
Spotting trends, creating reports, determining P&L

CUSTOMER EXPERIENCE

Testimonial usage

You're encouraged to get testimonials from your own clients to put on your web page.

- Testimonials must be from real QuickBooks customers. Don't create your own testimonials.

- When attributing a quote, always include the customer's full name, role, and business name in either of the formats below..

[first & last name], [role] of [name of business]

[first & last name], [name of business]

First & last name
Name of business

EXAMPLES

Marketing example

All partner-owned marketing materials have distinct design elements that both the partner and QuickBooks are responsible for providing and using correctly.

Partner-owned design elements
- Partner logo
- Photography
- Colors
- Fonts
- Voice and Tone

QuickBooks-owned design elements
- QuickBooks logo
- QuickBooks product screens
- Correct usage of the QuickBooks brand name and product names

Product example – QuickBooks platform

3rd party app integrations or partnerships are common use cases for co-branding.
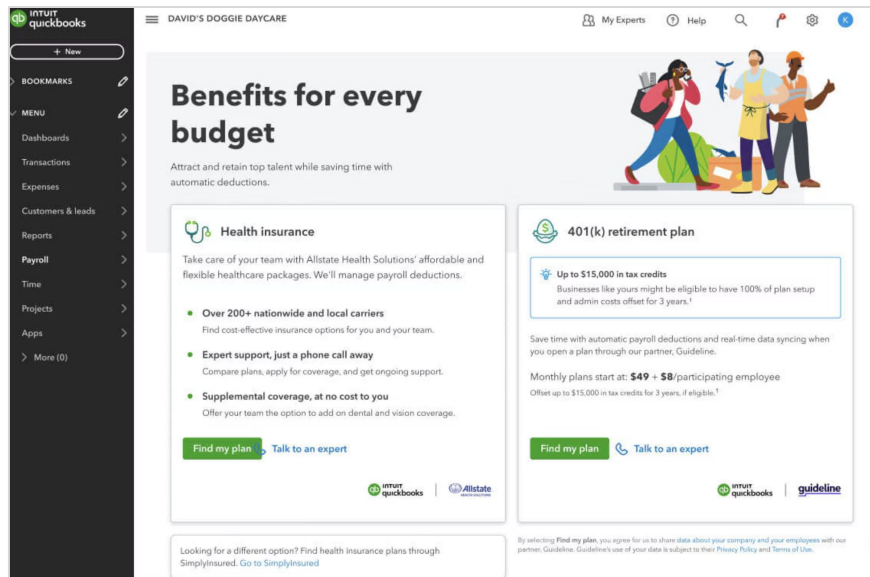
When the user experience is within a QuickBooks platform, we use QuickBooks branding, with a nod to partnership, as needed (e.g. before a handoff to a partner platform).

Partner-owned design elements
- Partner logo (locked-up with QuickBooks' logo)

QuickBooks-owned design elements
- All

Product example

Hosted on a partner platform

Product experiences hosted by a 3rd-party must use partner branding. QuickBooks presence may be very limited on non-existent.

Customers must always know which experience they're in. This clarity is crucial for maintaining brand reputation and respecting contracts.

Note
These types of use cases must be approved by QuickBooks Brand and Legal teams.

Partner-owned design elements
- All

QuickBooks-owned design elements
- None

White-labelling

Product experiences hosted by a 3rd-party must use partner branding. QuickBooks presence may be very limited on non-existent.

Customers must always know which experience they're in. This clarity is crucial for maintaining brand reputation and respecting contracts.

Partner-owned design elements
- None

QuickBooks-owned design elements
- All

SUPPORT

Questions and support

It's important to have your work reviewed for Brand and Legal compliance.

To start the process for Brand, please reach out to your Intuit point of contact and ask them to sign up for Brand and marketing design office hours. Please note that the Brand team only reviews the correct use of QuickBooks brand assets in these sessions (not overall visual design and/or content).

THANK YOU