



Brand guidelines and assets for ProAdvisors

October 2023

Before you dive in

The QuickBooks ProAdvisor program is here to give you the tools and resources to help you grow. The program offers a variety of benefits and resources to help you best advise your clients.

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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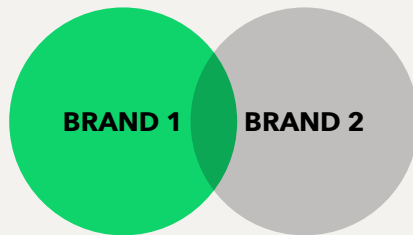
OVERVIEW

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 each brand's 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 mix the two brands beyond what's included in these guidelines.



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.

As a ProAdvisor, you're allowed to use the QuickBooks logo in your visual assets to build business and client relationships.

When using the logo, the [QuickBooks logo guidelines](#) must be respected.

[Get logos here](#)



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

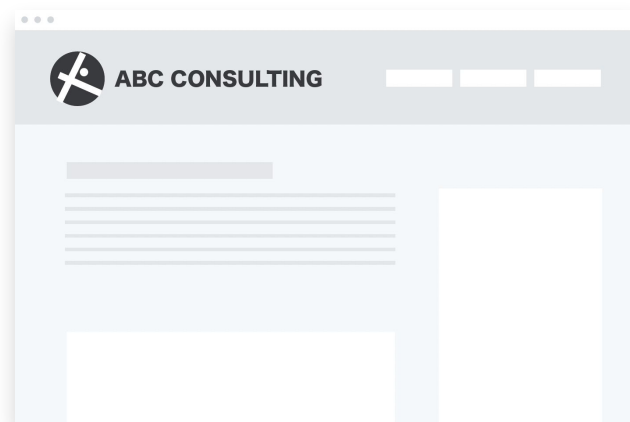


Minimum size



Your company name and logo

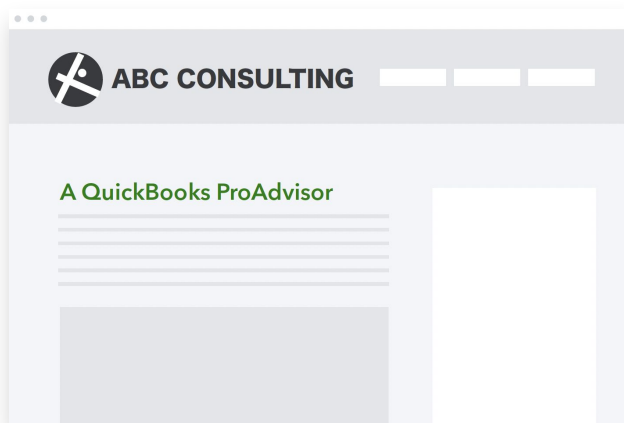
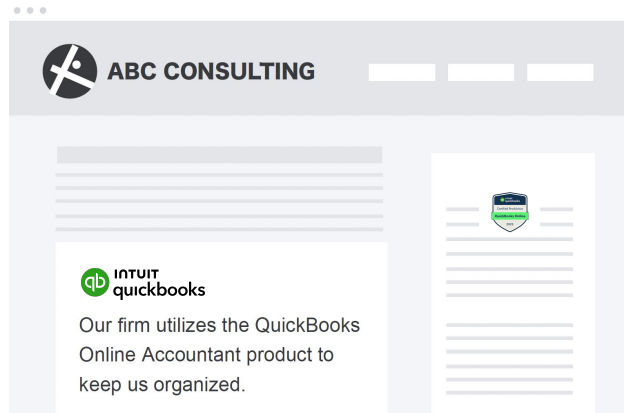
A company name and logo is often the first thing prospective clients will see. Create a business name and logo that is **unique to you and your business** without using any version of the QuickBooks brand or Intuit property.



Logo relationships

You can use the QuickBooks logo or program badges when you're referring to the ProAdvisor program, but **your own branding should clearly stand out** in your marketing materials or invoices.

- The QuickBooks logo or ProAdvisor badges displayed 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 ProAdvisor program member. Your program status shouldn't look like a tagline or part of a logo lockup.



Watchouts



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

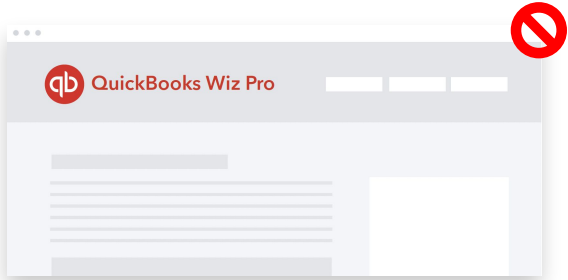


Don't place the QuickBooks logo on a busy background pattern, image, or illustration.

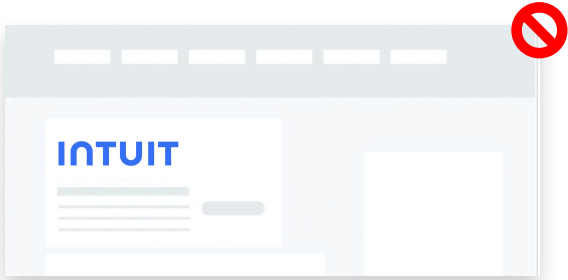


Don't put the QuickBooks logo in a containing shape.

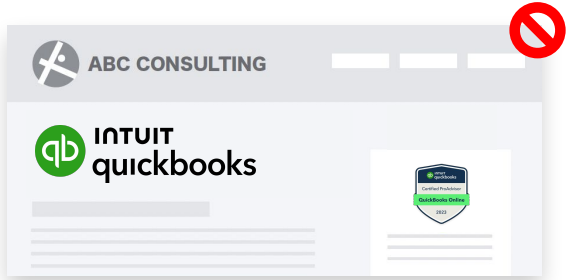
Watchouts



Your brand name shouldn't include any version of the QuickBooks brand name, brand elements, or phonetic equivalent.

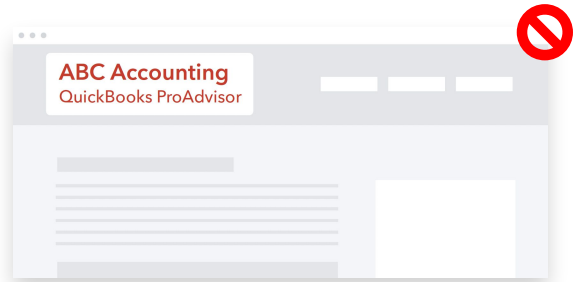


Never use the Intuit logo in your company's marketing materials.

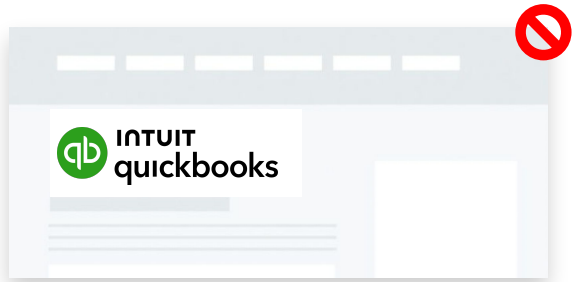


Don't make the QuickBooks logo the same or larger than your company's. Your brand must be at the forefront.

Watchouts



Don't include your QuickBooks ProAdvisor title in your logo.



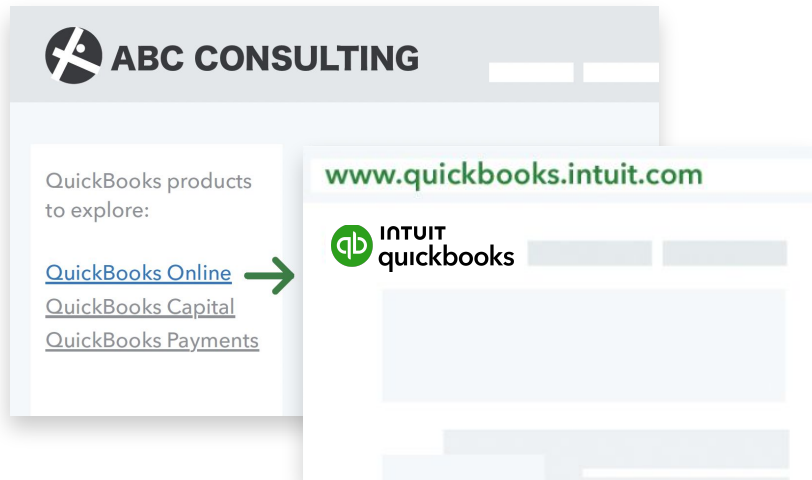
Don't make the QuickBooks logo the only logo on your marketing materials. Always include your name and logo.

LINKS, DOMAINS, AND EMAILS

Linking

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

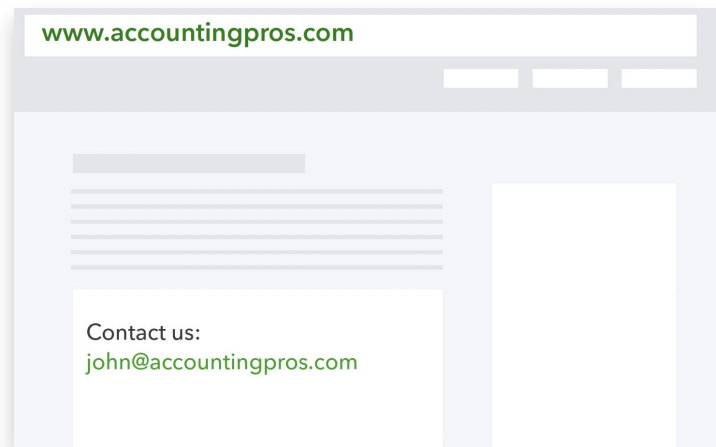
- Only link to official QuickBooks product web pages that may increase opportunities for potential new clients.



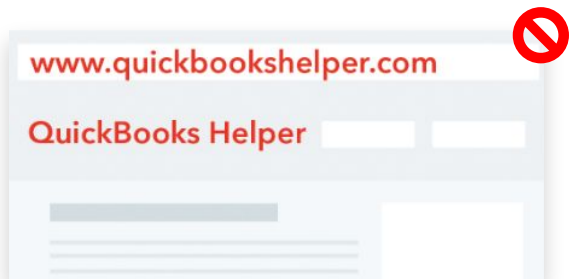
Domain and email

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

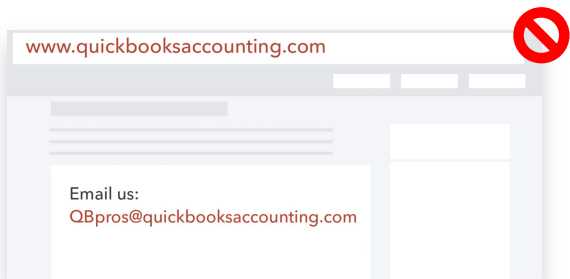
- URLs should clearly tie to your company.
- Email addresses should have a clear reference to your company name.



Watchouts



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



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

PROADVISOR BADGES

Available ProAdvisor badges

Share your ProAdvisor status with pride.

You can earn various badges based on your certifications and other achievements in different categories:

- Certification badges
- Tier badges
- Community badges
- Knowledge badges

Certification badges



Tier badges



Community badges



Knowledge badges



How to use ProAdvisor tier badges

You're encouraged to use your tier badge on your website and business cards, as well as in your email signature and other marketing materials, as long as you follow all QuickBooks logo usage guidelines.

ABC CONSULTING

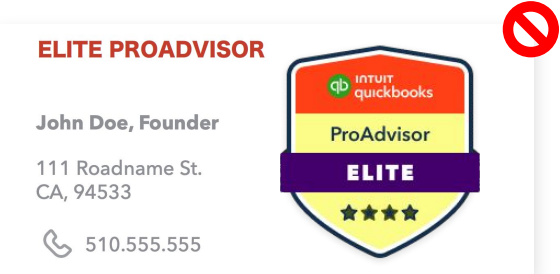
John Doe, Founder

111 Roadname St.
CA, 94533

 510.555.555



Watchouts



Don't edit, crop or recolor the tier logos in any way. Don't use the tier logo as a replacement of your profile photo or company logo.

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.)

QuickBooks 

QB 

Phrasing

Be clear and transparent about your relationship with QuickBooks. These are examples of phrases you can or can't use on your business materials and social media to represent yourself as a ProAdvisor.

Make sure your company's name and logo are distinctly larger than and distinctly separated from approved phrases.

You can call yourself a Certified QuickBooks ProAdvisor once you've completed one of the ProAdvisor certifications.

QuickBooks currently only offers certification on QuickBooks product use.



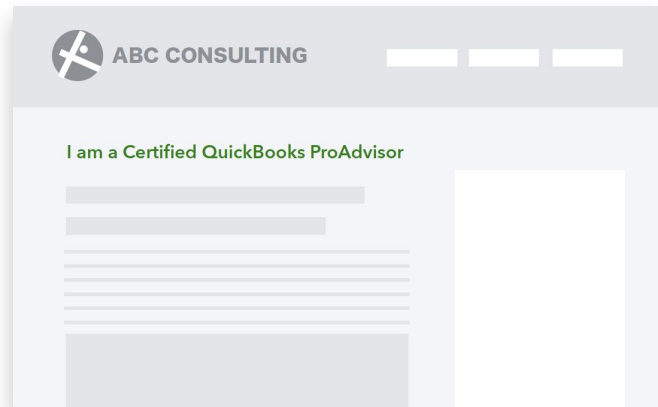
- Independent QuickBooks Consulting Professional(s)
- Independent QuickBooks Consulting Service(s)
- Independent QuickBooks Professional(s)
- Independent QuickBooks Service(s)
- Independent QuickBooks Setup Services
- Certified QuickBooks ProAdvisor
- QuickBooks Solution Provider



- Independent QuickBooks Bookkeeper
- QuickBooks Bookkeeper
- Independent QuickBooks Bookkeeping
- QuickBooks Bookkeeping
- Independent QuickBooks Accountant
- QuickBooks Accountant
- Independent QuickBooks Accounting
- QuickBooks Accounting

Placement and size

Make sure your company's name and logo are distinctly larger than and distinctly separated from approved phrases.



RESOURCES

Questions and support

Learn marketing tips and get resources on how to improve your client list on our site at the [Intuit Marketing Hub](#).

Reach out to one of our ProAdvisor brand experts to get answers to your specific questions regarding your business and QuickBooks or Intuit branding at 888-333-3451.

THANK YOU