

# Using the QuickBooks brand as a ProAdvisor

## ProAdvisor member branding guide

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 become the best advisor you can be for all your clients.

This guide was set up to help you build your brand, while staying compliant with our brand guidelines.



## **But first, what is a 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. Before you begin marketing, identify what your business is and what feelings or images you want to show up in someone's mind when they think about your company. Your brand stretches across all aspects—from your logos, to your websites, and even to the way you speak in your written material.

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## **Brand and logos**

*Find out how to use your company logo  
with QuickBooks brands*

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02

## **Approved phrasing**

*See an approved list of phrases you can  
use when marketing your firm*

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03

## **Tips**

*Learn new tips and tricks on how to  
improve your client list.*

01

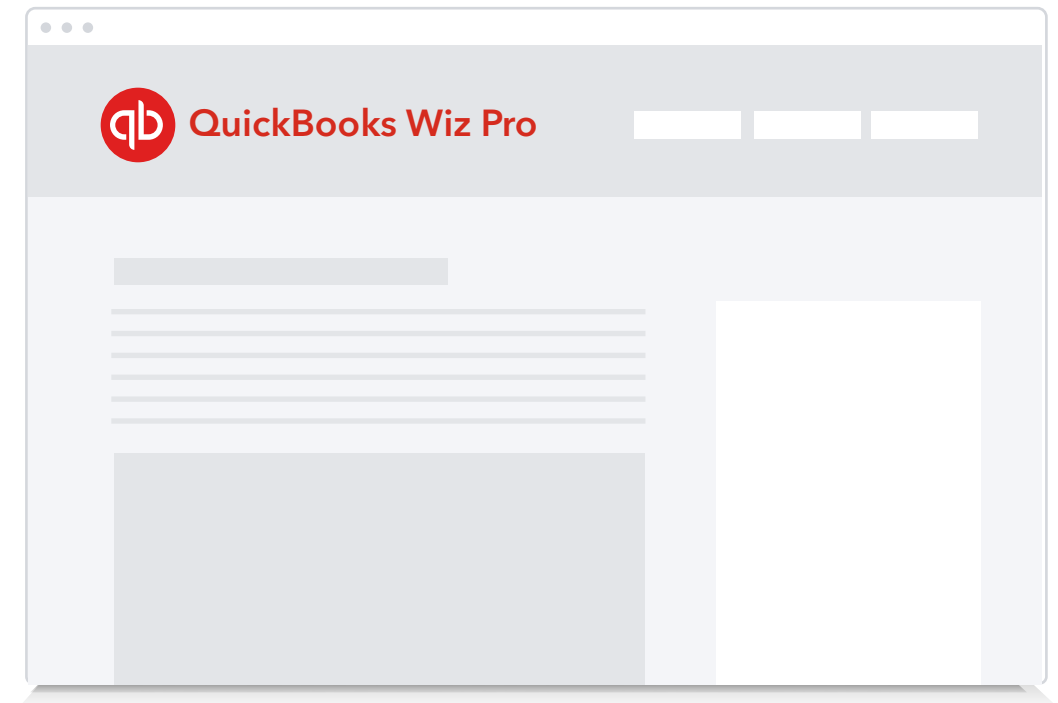
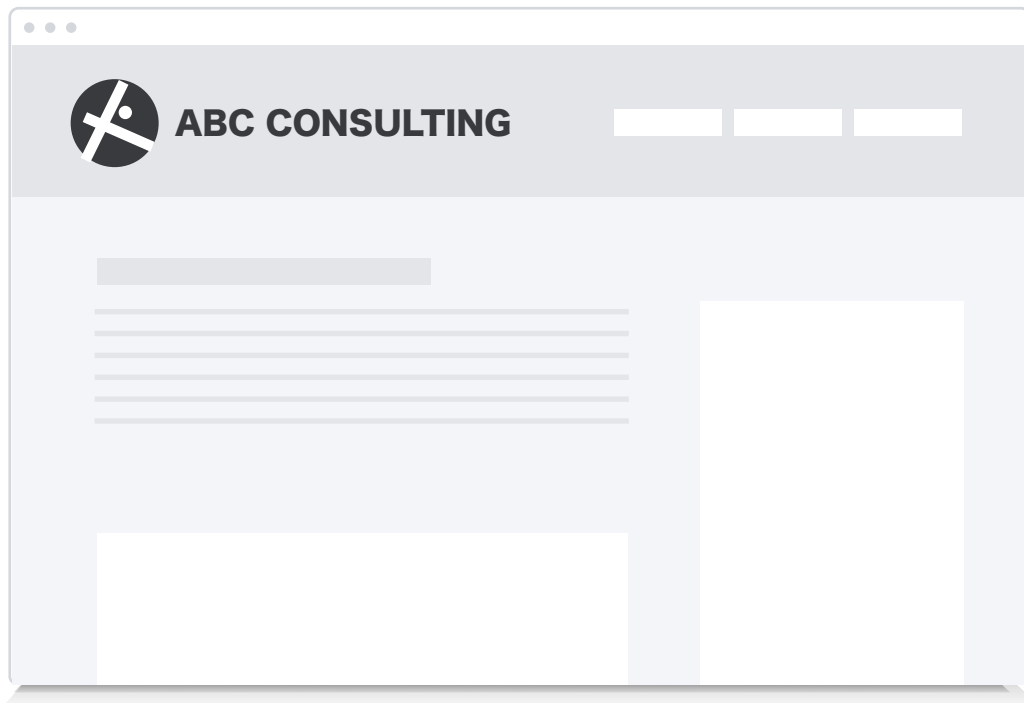
## **Brand and logos**

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## 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.

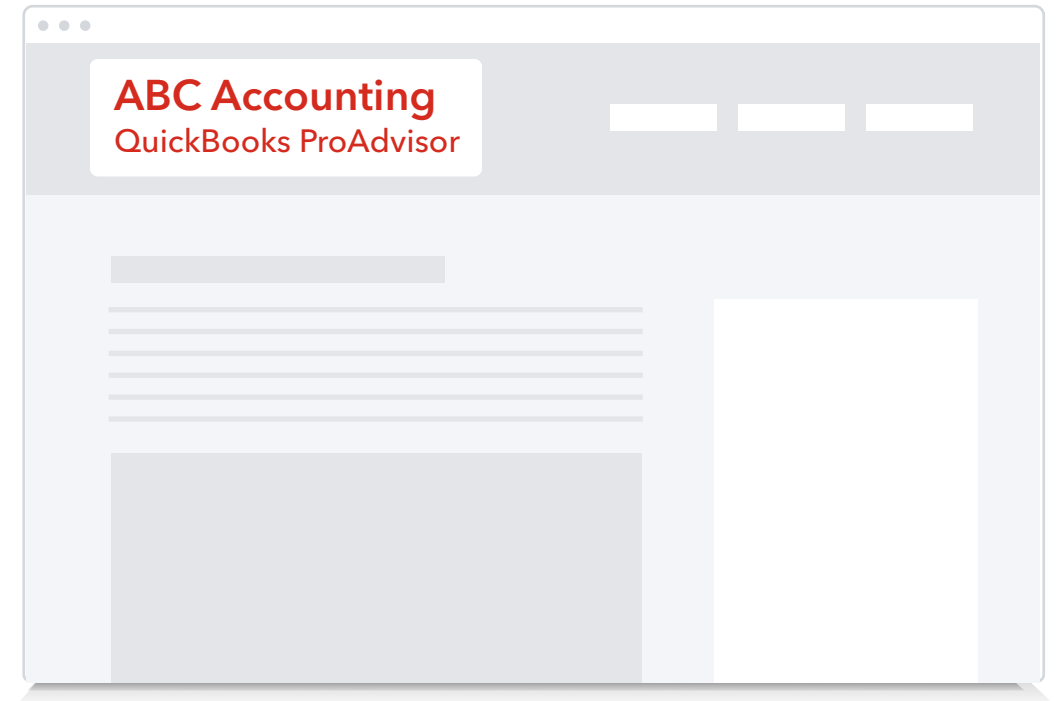
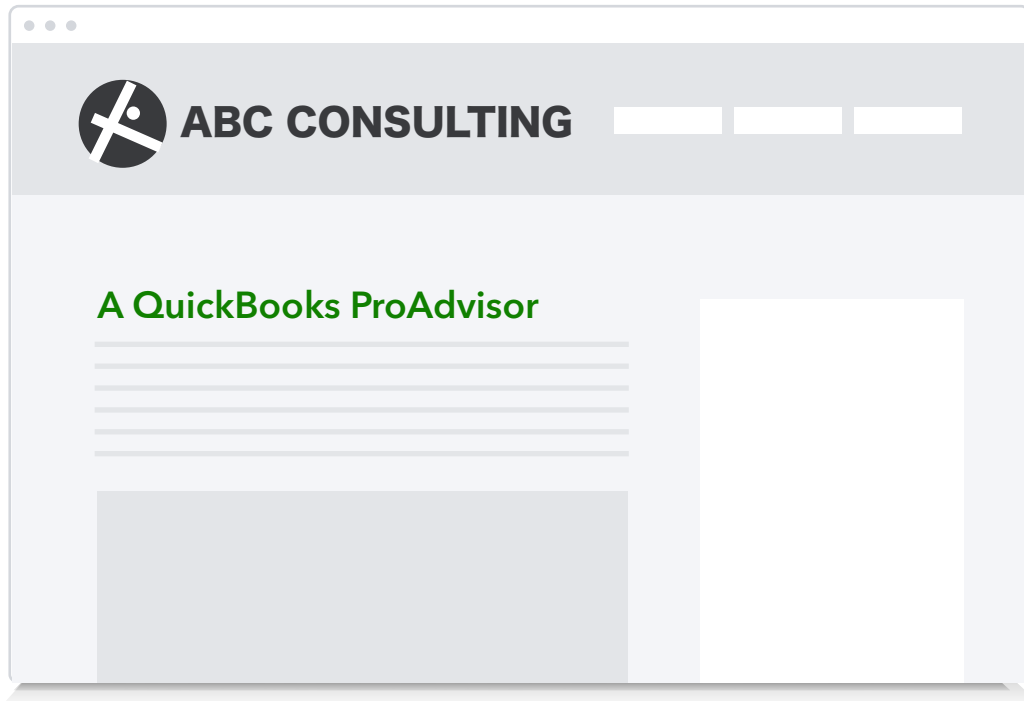


✓ Create a company name and logo that reflects you and your business, separate from the QuickBooks identity.

✗ Business or company names shouldn't include any Intuit brand, brand element, or phonetic equivalent.

## Combined brand usage

Your company name and logo should stand apart from your designation as a ProAdvisor Program member.

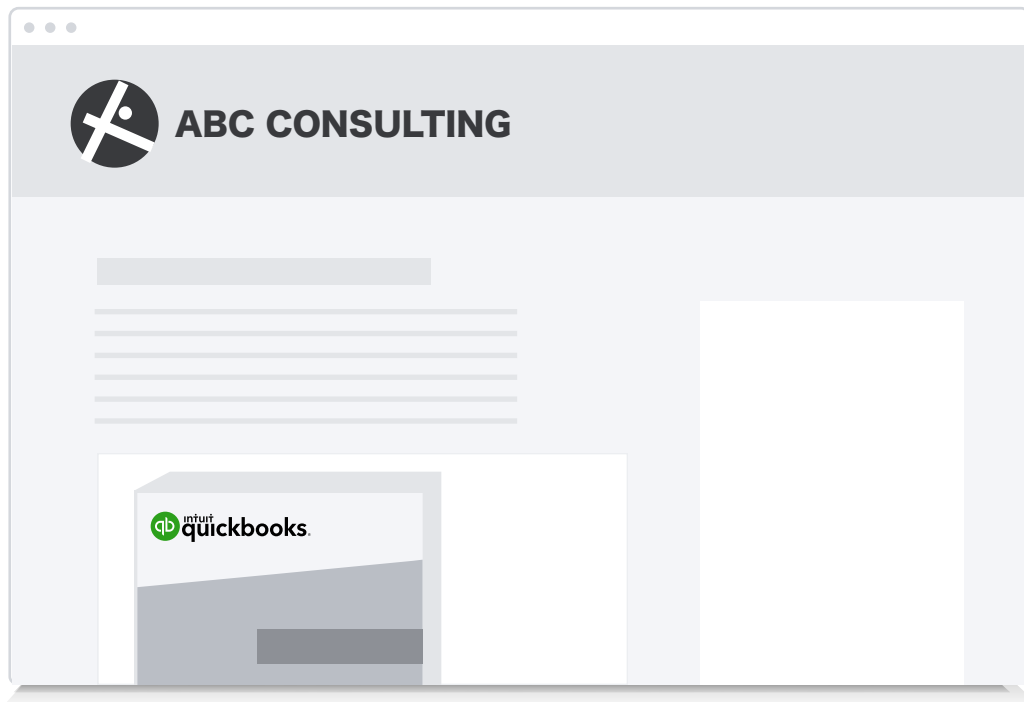


✓ Use your ProAdvisor designation on your business materials.

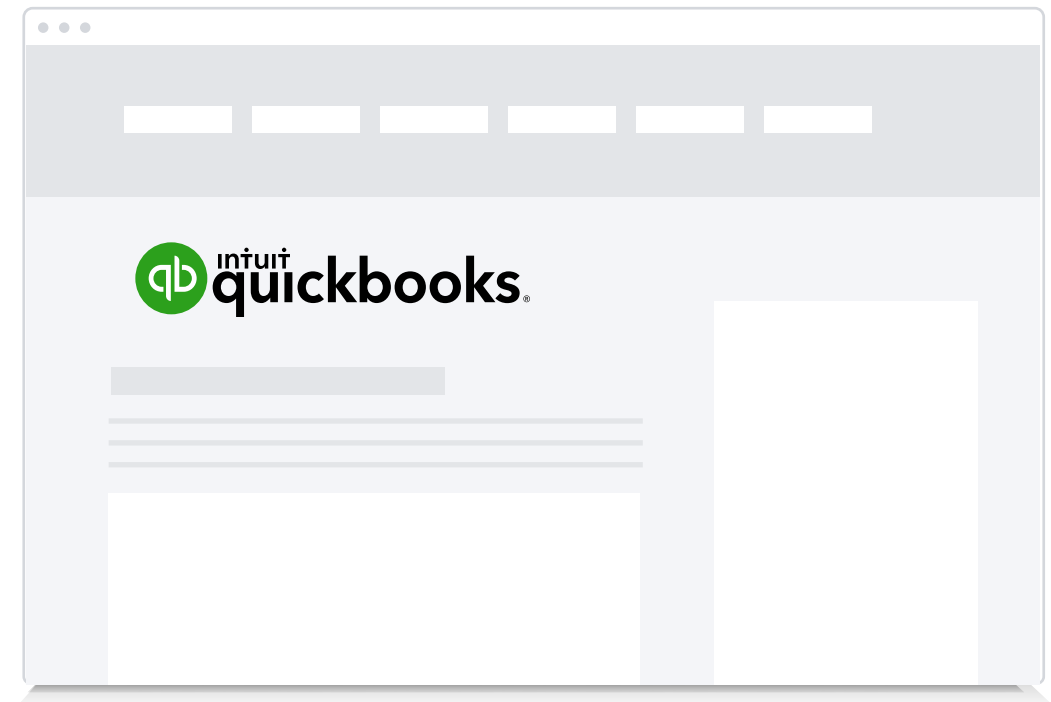
✗ Don't include your QuickBooks ProAdvisor title in your business logo.

## Your logo with QuickBooks

Focus on your own name and logo when you describe your business and the services you offer.



- ✓ You can use the QuickBooks logo when you're referring to the QuickBooks products you support.

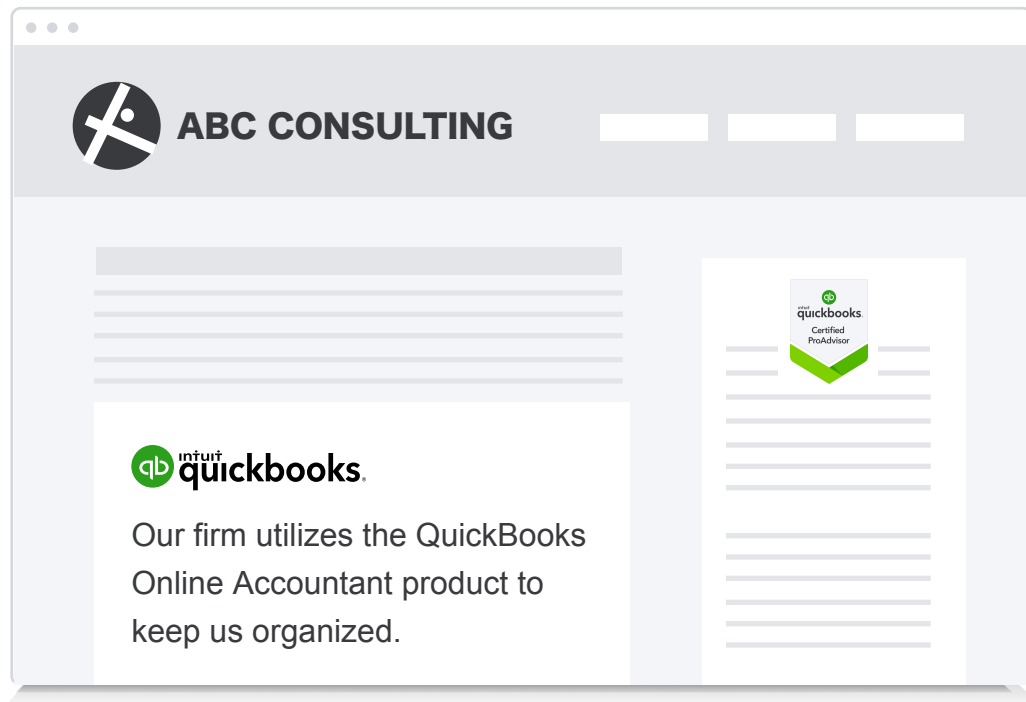


- ✗ Don't make the QuickBooks logo the only logo on your marketing materials. Always include your name and logo.

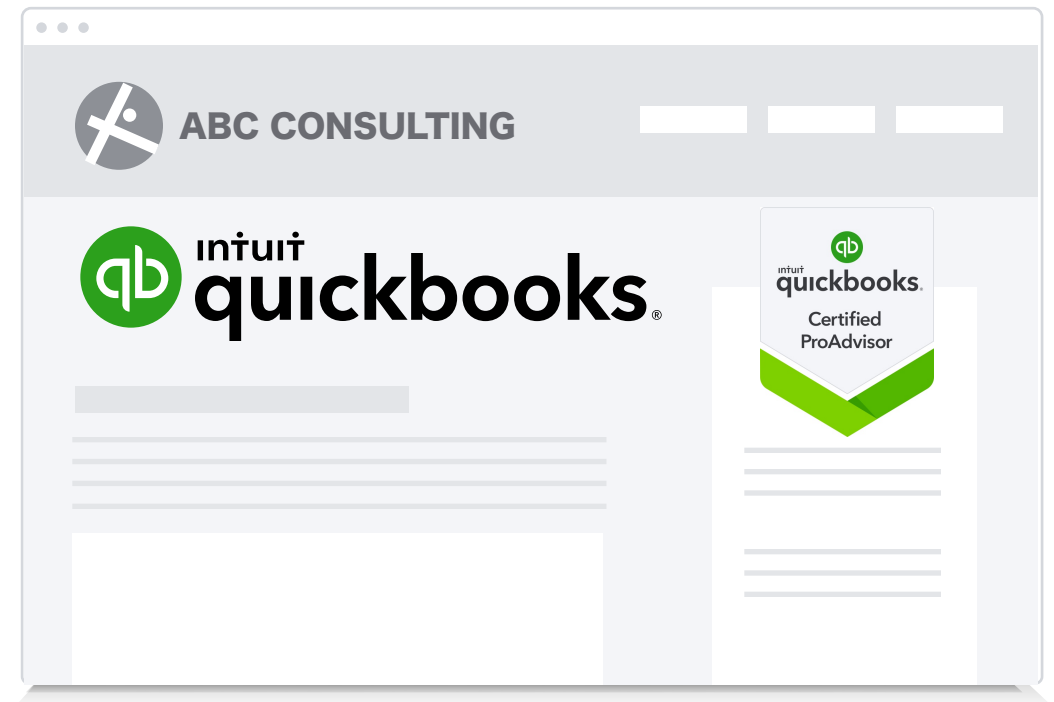


## Scaling

Make your company name and logo larger than any QuickBooks branding to help you build your own brand.



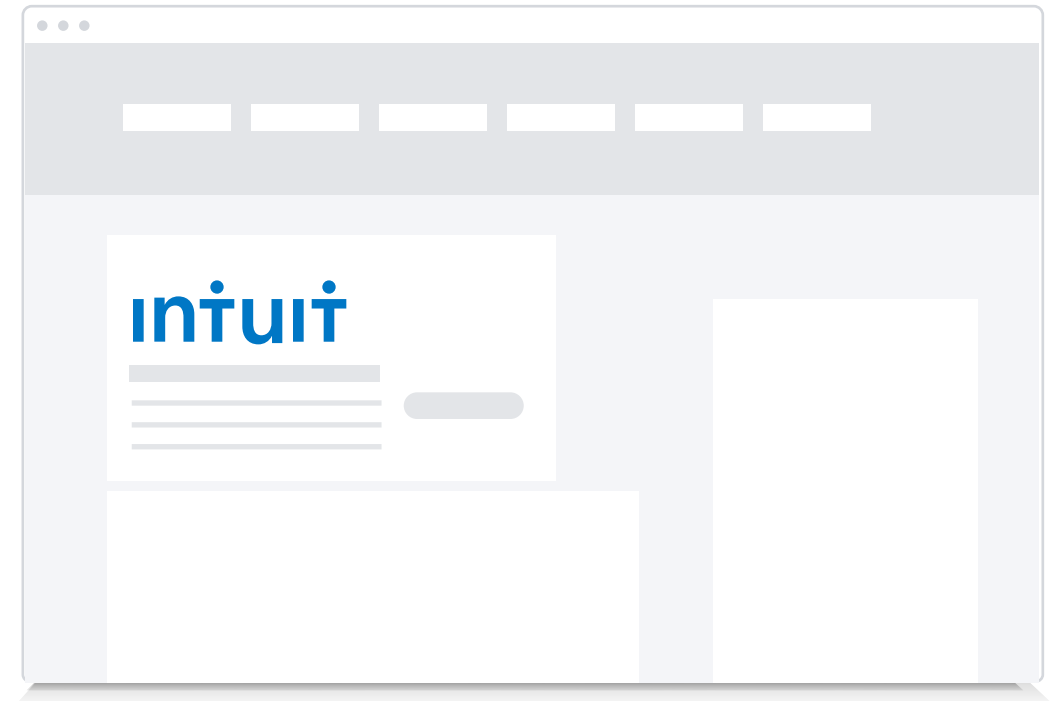
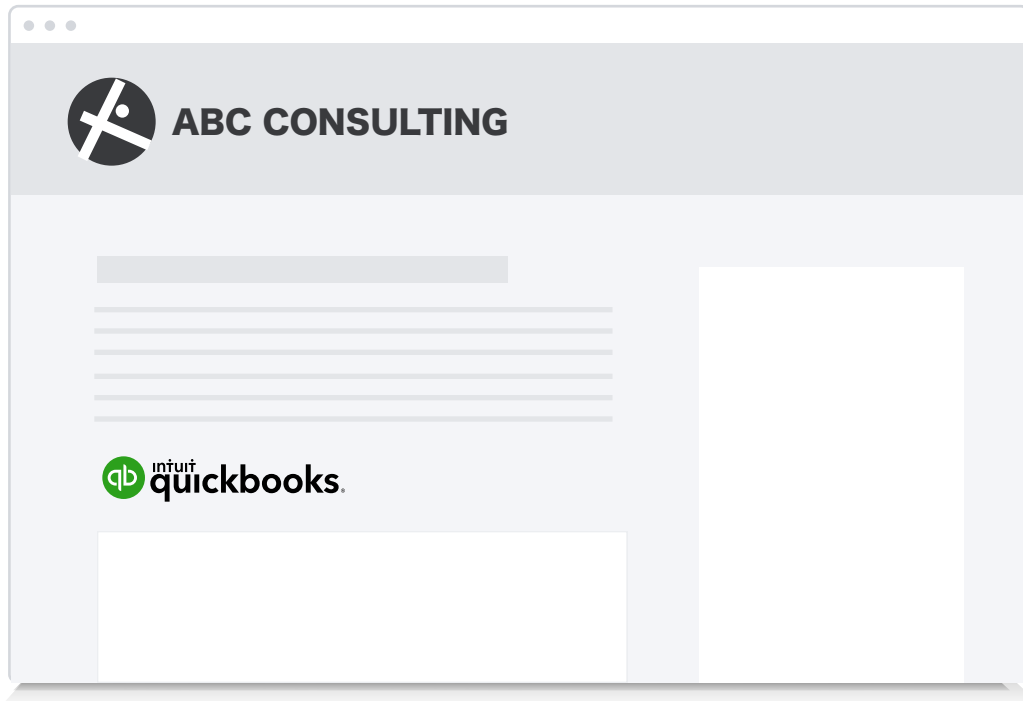
- ✓ Program badges or authorized QuickBooks logos you display on your website, emails, invoices, and marketing materials should be smaller than your business name and logo but must still be legible.



- ✗ Don't make QuickBooks or the QuickBooks logos larger than your own, allowing your brand to be at the forefront.

## Intuit and QuickBooks logo

Always keep your branding at the forefront, without using the Intuit logo.

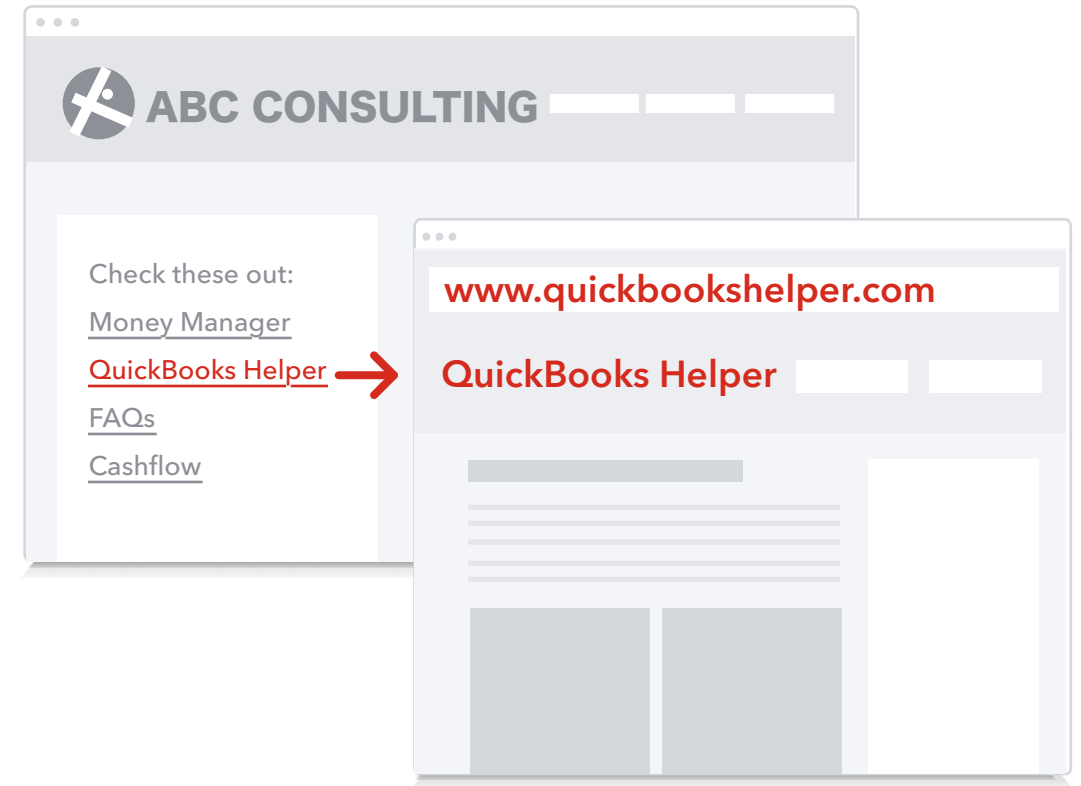
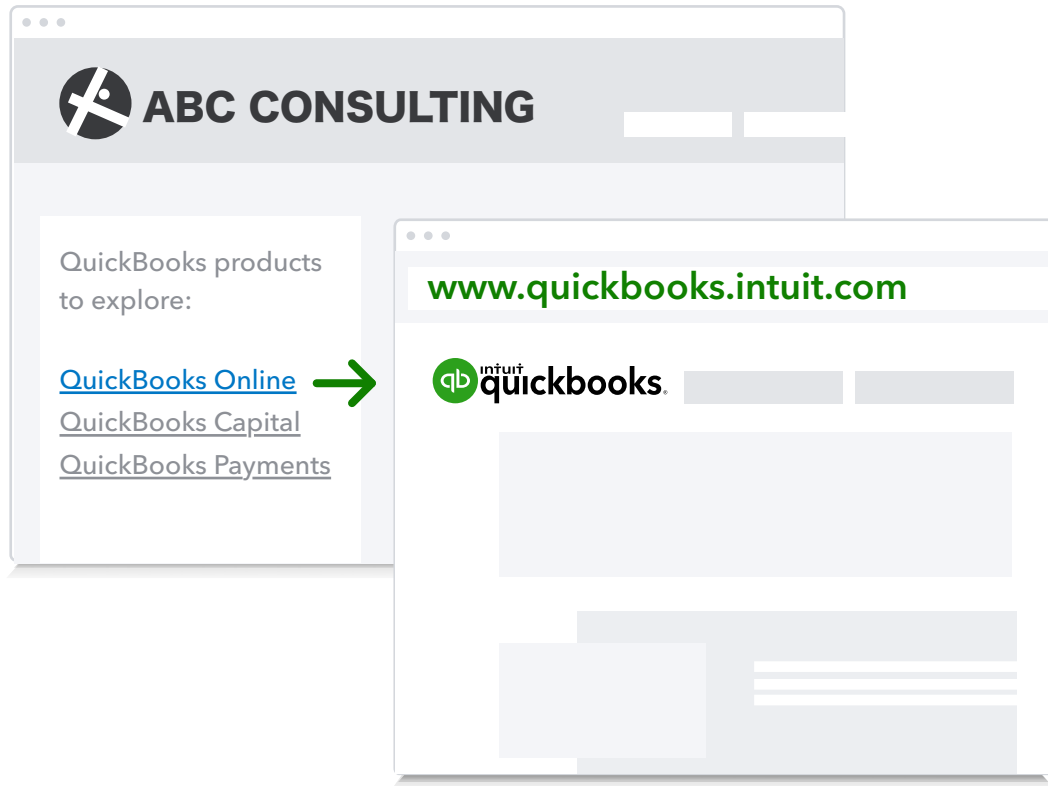


✓ Use the Intuit QuickBooks logo when it's used on materials that prominently display your company's logo.

✗ The Intuit logo shouldn't be used in your company's marketing materials.

## How to properly link from your website

Only link to websites that use the QuickBooks brand properly as laid out in these guidelines.

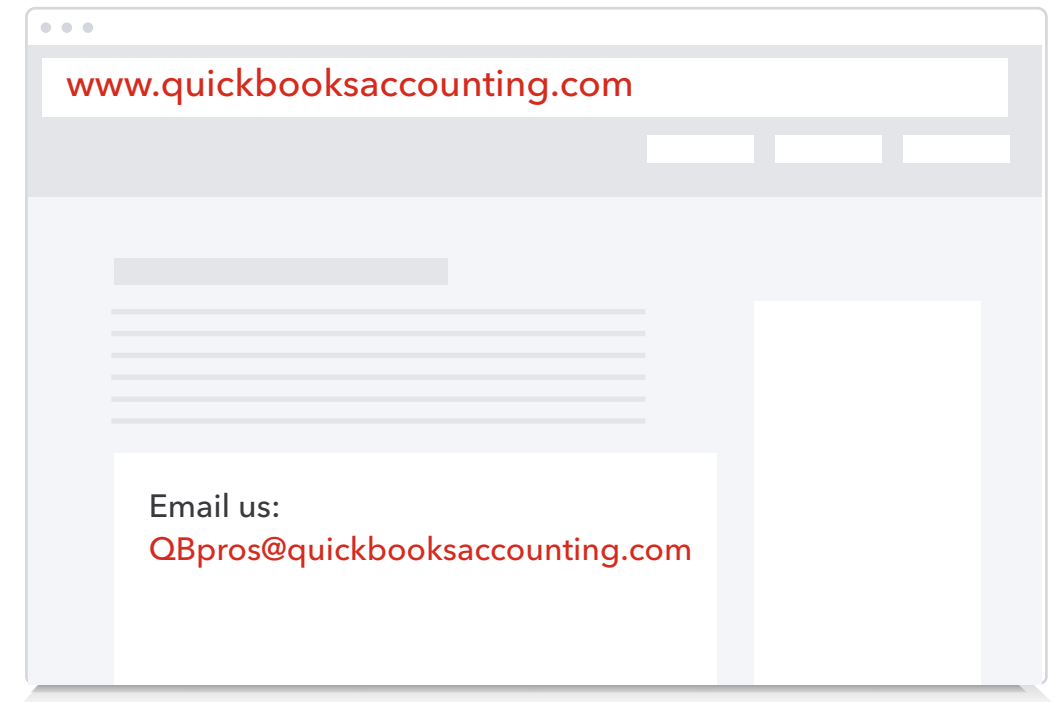
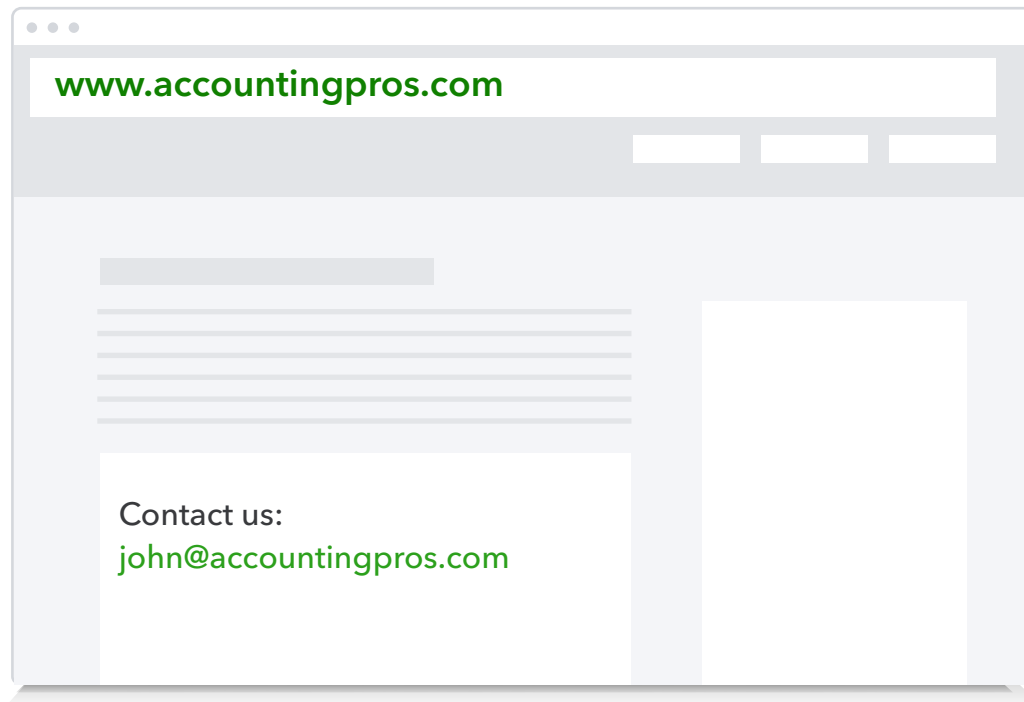


✓ Link out to any official QuickBooks product webpages that may help bring you opportunities of new potential clients.

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

## Domain name and email addresses

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.

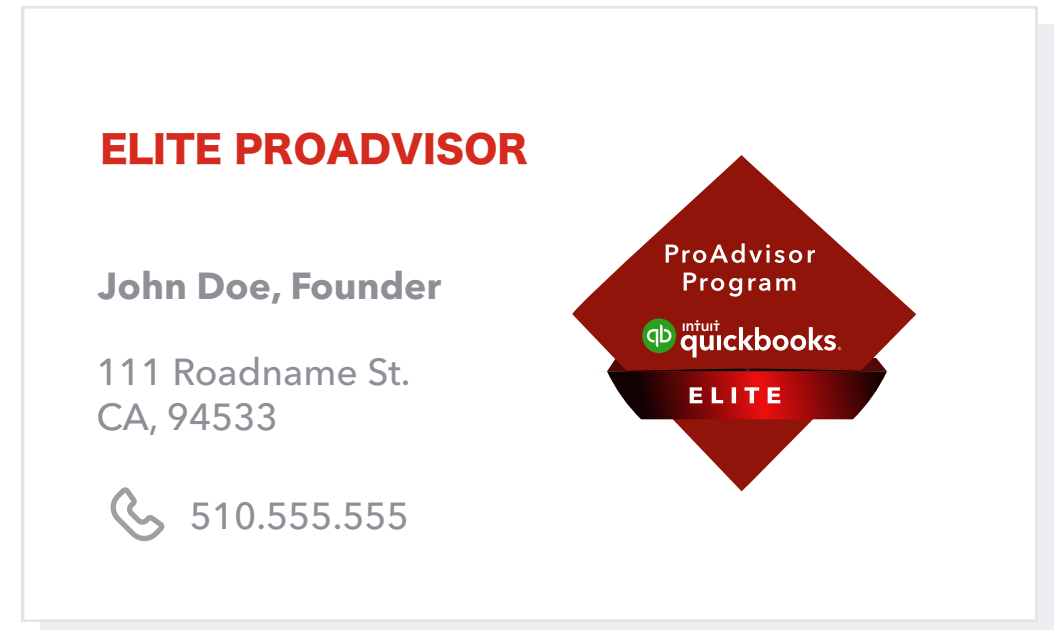
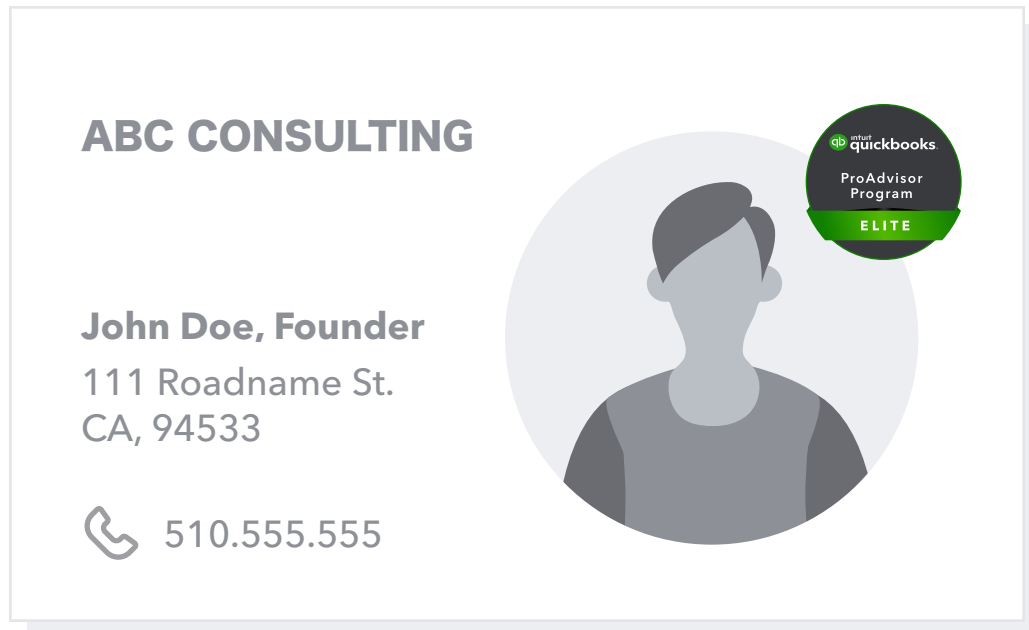


- ✓ URLs should be a clear tie to your company. Email addresses should have a clear tie to your company name.

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

# How to use your ProAdvisor tier logos

Share your status with pride



✓ Use your tier logo on your website, email signature, on business cards and other marketing materials following all QuickBooks logo usage guidelines.

✗ 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.

02

## **Approved phrasing**

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# Approved Phrasing

These are examples of phrases you can use on your business material and social media.

## ✓ Approved

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

Independent QuickBooks Consulting Professional(s)

Independent QuickBooks Setup Services

Independent QuickBooks Consulting Service(s)

Certified QuickBooks ProAdvisor

Independent QuickBooks Training Professional(s)

QuickBooks Solution Provider

Independent QuickBooks Training Service(s)

Bookkeeper supporting QuickBooks users

Bookkeeper offering services to QuickBooks Users

Bookkeeper -- a pro in QuickBooks

Bookkeeper answering all your QuickBooks questions

## ✗ Not Approved

QuickBooks currently only offers certification on QuickBooks product use.

Independent QuickBooks Accountant

QuickBooks Accountant

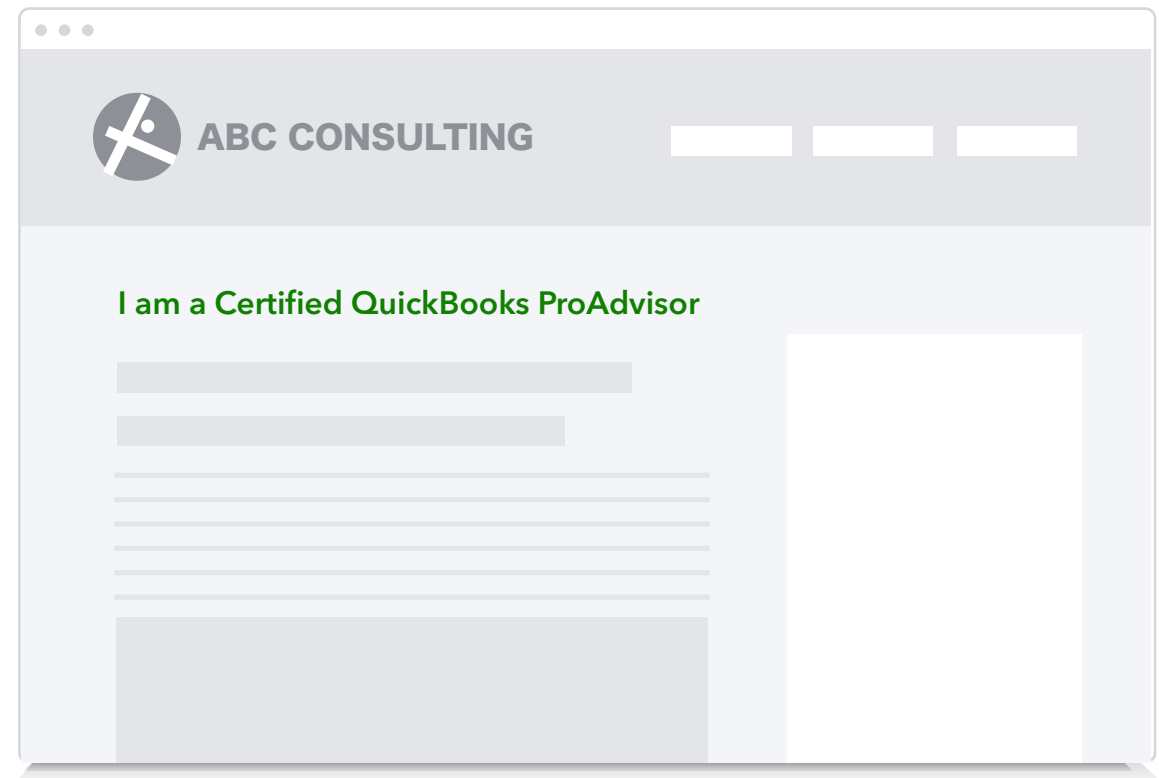
Independent QuickBooks Accounting

QuickBooks Accounting

## How to represent yourself as ProAdvisor

Be clear, transparent and honest about your relationship with QuickBooks. Here are a few of the ways you can represent yourself as a ProAdvisor. (See more options on Page 14)

- ✓ Provide valuable information to your potential clients about the type of services your firm offers.
- ✓ Call yourself a Certified QuickBooks ProAdvisor, once you've completed one of the ProAdvisor certifications.
- ✓ Say you're an "Independent QuickBooks Consulting Professional."
- ✓ Represent your company as an "Independent QuickBooks Consultant Service."
- ✓ "I'm a bookkeeper who specializes in QuickBooks."





03

## Tips

*Learn new marketing tips and tricks  
on how to improve your client list*

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## Brand tips

### Colors

Pick a few key colors to use across your identity. Having a signature look will build instant recognition when customers see your material.

### Logo

The logo that you pick may be printed across a multitude of different sizes and textiles. Logos with too much fine detail may not be visible when your website is viewed from a mobile device, or when embroidered on a shirt.

### Unique

Most of all, your brand embodies *you*—and it's often the first impression a new customer receives. Always align your brand back to who you want your customers to see.

### Tone

Your target customer should influence the tone you use in conversations. Different demographics and business types will identify with different levels of formality

## Marketing tips

### Goals

Establish short and long term goals so you can make a clear plan and measure your success.

### Target

Identify your target client in alignment with your business goals, and by analyzing your current client base for key trends.

### Time

Set aside time and budget for your marketing activities.

### Plan

Consistency is important when marketing, so plan marketing ahead of season. For example, start to plan for Thanksgiving at the end of summer.

### Focus

Pay attention to where your target customer already interacts, and try to meet them in those channels .

### Ask

Ask an expert when you need help! An experienced mentor can help you get started the right way.

Discover more marketing resources on our site at the [Intuit Marketing Hub](#).

## Still have questions?

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

Contact:

 888-333-3451

