## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>Design Foundation</td>
<td>7</td>
</tr>
<tr>
<td>Signature Moments</td>
<td>10</td>
</tr>
<tr>
<td>- Art Direction</td>
<td>11</td>
</tr>
<tr>
<td>- Color Palette</td>
<td>22</td>
</tr>
<tr>
<td>- Branding Elements</td>
<td>35</td>
</tr>
<tr>
<td>Core Components</td>
<td>44</td>
</tr>
<tr>
<td>- Grid System</td>
<td>45</td>
</tr>
<tr>
<td>- Page Frame</td>
<td>47</td>
</tr>
<tr>
<td>- Typography</td>
<td>49</td>
</tr>
<tr>
<td>Page Elements</td>
<td>52</td>
</tr>
<tr>
<td>- Primary Navigation</td>
<td>53</td>
</tr>
<tr>
<td>- On-page Navigation</td>
<td>56</td>
</tr>
<tr>
<td>- Linear Flow Progress</td>
<td>58</td>
</tr>
<tr>
<td>- Footer</td>
<td>60</td>
</tr>
<tr>
<td>- Containers</td>
<td>62</td>
</tr>
<tr>
<td>- Calls to Action</td>
<td>67</td>
</tr>
<tr>
<td>- Promotional Elements</td>
<td>69</td>
</tr>
<tr>
<td>- Carousel</td>
<td>71</td>
</tr>
<tr>
<td>- Comparison Matrix</td>
<td>73</td>
</tr>
<tr>
<td>- Video</td>
<td>75</td>
</tr>
<tr>
<td>- Standard Controls</td>
<td>78</td>
</tr>
<tr>
<td>- Custom Controls</td>
<td>80</td>
</tr>
<tr>
<td>Page Templates</td>
<td>82</td>
</tr>
<tr>
<td>- Category Landing</td>
<td>83</td>
</tr>
<tr>
<td>- Product Detail</td>
<td>88</td>
</tr>
<tr>
<td>- Sign Up</td>
<td>94</td>
</tr>
</tbody>
</table>
About the SBG Harmony Marketing Project

During the Harmony engagement, the frog team delivered Transit, a design language system that establishes a cohesive multi-device experience across Intuit’s primary Small Business Group products. With Project Harmony Marketing, Intuit wishes to extend Transit and define a marketing design language system to apply to a cohesive set of marketing templates and components.

Problem Statement & Business Objective

The current Intuit SBG product marketing sites are inconsistent, confusing, and not recognizable as a coherent family of pages.

The rollout of Harmony across SBG products provides an opportunity to establish and roll out a parallel marketing design language for SBG Marketing.

Program Objective

The goal of this program is to translate and extend the Transit design language established in Harmony to SBG Marketing. Part of this effort also includes infusing Intuit’s new brand guidelines into the design and providing art direction for hero areas, photography, and product shots.

In developing the Harmony marketing design language system, the focus is on the components of three identified and agreed upon page templates that serve as the hero, or primary, templates for the marketing pages: category page, product detail page, and sign up page.

This scope of work does not include:

- the Intuit.com home page
- the purchase flow
- the marketing tone of voice or content style guide
- global considerations
- email marketing and display ads
- detail page design
INTRODUCTION

Project Overview (cont’d)

Success Criteria

This program will be deemed successful when frog and Intuit teams present the foundational elements for a marketing design language system that:

• Is extensible, scalable, and flexible across marketing for SBG and possibly all Intuit products
• Exemplifies simplicity
• Is consistent in a way that embraces the commonalities but allows for the differences across products and platforms
• Is perceived as professional, trustworthy, authentic, and a source of reliable thought leadership
• Guides and instills confidence in our prospects as well as current customers
• Exhibits personality and character while highlighting ownable, iconic moments that delight and wow our prospects as well as current customers
• Represents one identifiable and cohesive brand experience
• Is driven by the Intuit brand guidelines and Harmony design principles
• Establishes guidelines that enable Intuit marketing teams to promote their products based on Intuit’s web marketing XD principles
• Assures templates match compatible grids and layouts of the new CMS
INTRODUCTION

About This Document

This document establishes the foundation for a flexible marketing design language system for Transit that is composed of rules, guidelines, and patterns that communicate the underlying design principles of the system. The focus is on guidelines and direction for the style of identified marketing page components and less on corresponding interaction design. This document is intended as a reference and guide for further development of the marketing design language and should be used to validate the quality, accuracy, and integrity of implementation efforts. It also serves as a supplement to the Harmony Design Language Toolkit.

While the patterns within this document do not address the entire breadth of needs for marketing pages going forward, they do establish a solid foundation for understanding the essence of the style. The corresponding rules and guidelines need to be evaluated and either applied or modified for specific use cases, without losing the essence of the style.

Furthermore, elements must scale and change based on needs. As these elements are applied to detail page design, additional variations and patterns will need to be added to the system. Good design is not generic; it is crafted for the content.

The detail design of the visual components and screen compositions shown herein is placeholder and considered to be illustrative for the purposes of the components or screen explorations rather than representative of final intended design. Content is representative of the flexibility and intended use of the corresponding patterns and not actually prescriptive of final design. Additionally, all copy is considered to be placeholder.

The marketing design language defined within this document has been optimized for desktop web browsers with a 1024 x 768 minimum resolution.
The Harmony marketing language represents a unique balance of selling products and navigating information.

**Emotional Needs**

*Selling your product*

**USER NEEDS**

- What value does this product provide?
- How will this product change my business?
- What is my perception of the brand?
- What is the perception from other customers?

**DESIGN NEEDS**

- friendly
- trusted
- easy
- fun & exciting
- professional

**Informational Needs**

*Navigating product information*

**USER NEEDS**

- How much does the product cost?
- How does it work?
- What are the benefits?
- How will Intuit own up to its emotional promise?
- How does the product compare to competitors?

**DESIGN NEEDS**

- clean
- focused
- honest & authentic
- transparent & understandable
- legible
DESIGN FOUNDATION

Design Fundamentals

EMOTIONAL APPEAL

Hero Banner

The Hero Banner is designed to sell the Intuit brand. Users ask, “Who is Intuit as a company? Can I trust them?”

SELLING THE VALUE

Overview
Customer Stories
Features
Promotions

The content directly below the hero banner is marketing focused; it dictates the value of the product and forms user perceptions.

GETTING INFORMATION

How It Works
Product Line-up
Pricing
Product Comparison

The lower half of the page should be reserved for detailed, factual information about the product.

This document details components designed for both emotional and informational needs. Considering the context and function of components will help guide future design decisions.

EMOTIONAL & INFORMATIONAL NEEDS

- containers
- imagery
- buttons
- graphics
- messaging style
- call out style
- color
- type

INFORMATIONAL NEEDS

- navigation
- tabs
- links
- standard controls
- footer
A **real** small business owner who is an **artisan** in their particular industry.

**TONE**
- Bright & airy
- Authentic
- Warm
- Happy & energetic
- Confident
- Neutral tones with pops of color

**PHOTOGRAPHY CONTENT TYPES**
- **Lifestyle**
- **Product Ecosystem**
- **Single Product**
Lifestyle Imagery Overview

CONFIDENT BUSINESS OWNERS

Intuit customers are proud, confident, business-savvy professionals. Lifestyle photography can reflect this with authentic photos of business owners in the context of their business. Subjects should appear smart, capable, and genuinely passionate about their work.

ACTIVE BUSINESS OWNERS

Showing business owners actively working in the context of their small business provides the user with an emotion they can relate to—the pride of being successful and happy doing the work they love.
GUIDELINES FOR SUCCESS

People in imagery should be actual Intuit customers in the context of their actual business.

- Lifestyle imagery should be reserved for hero banner images and promotional elements
- Subject matter should appear balanced within the frame, usually cropped off on 3 sides or nearly touching the edges
- Background should have minimal visual noise
- Subject matter should feel larger in scale than the corresponding text lockup
- If the background does not allow for legible text, a semi-transparent rounded rectangle should be used behind the text lockup
Lifestyle Imagery – What Not to Do

**Distracting Objects in Foreground**
These draw attention away from the subject matter and add visual noise.

**Posed Images**
Subjects should not be simultaneously active in their work and looking at the camera. This appears inauthentic.

**Irrelevant Imagery**
Lifestyle imagery should only be used when selling the value of the Intuit brand.

**Imbalance of Scale**
Subject matter should appear visually balanced in scale with the corresponding text lock-up.

**Dark Images**
Dark, overly saturated images will clash with the light, cool-toned design language.

**Busy Backgrounds**
A busy background distracts from the subject matter and text lock-up.
SIGNATURE MOMENTS

Lifestyle Imagery Examples (use of stock imagery for illustration only)

CONFIDENT BUSINESS OWNERS

ACTIVE BUSINESS OWNERS
Product Imagery Overview

Product imagery can be used to highlight the approachability of the software or specific features of the user interface. Imagery should display realistic examples of the product but chosen carefully to exhibit the most eye-catching moments of the product experience. Product screen captures should never feel cluttered, busy, or complex.

SUBJECT MATTER

Product Ecosystem

When exhibiting the value and availability of a product across platforms, images should appear in the context of a device.

SUBJECT MATTER

Single Product

Images displaying a single product should always appear in context of a small business environment.
GUIDELINES FOR SUCCESS

- When exhibiting the value and availability of a product across platforms, images should appear in the context of a device; i.e. browser window, tablet, or phone.

- Featuring a product’s flexibility across multiple devices strengthens the product’s value to the user. Multiple devices used in contextual photography would feel inauthentic. For this reason, product ecosystems should display devices on a colored or white background.

- Device images should appear balanced realistically in scale with other devices.

- Color of background should adhere to color guidelines.

- A slight noise texture and inner glow with overlay blending mode has been added to add depth and create a horizon for products to sit on.

- ‘Wet floor’ reflective treatments appear inauthentic and should be avoided.
SIGNATURE MOMENTS

Product Imagery Guidelines – Single Product

GUIDELINES FOR SUCCESS

- When highlighting the product for a single device, the product screen capture should be shown in context of the device and in a small business environment.
- The screen capture content should relate to the small business shown in the background.
- Imagery should use a short depth of field so that the background is out of focus but still legible as a business.
- If creating product imagery by photo compositing, device, screen capture, and background should display a consistent light source.
- Any references to the Apple brand name or brandmark should be obscured.
- Scale of device should be large enough so that screen content is legible.
- Device should avoid extreme perspectives.
SIGNATURE MOMENTS

Apple Guidelines for Product Imagery

REFERENCE


GUIDELINES FOR SUCCESS

DO

• Use the most current Apple product images. Apple-provided images show only black products.
• If multiple app screens are displayed, it is acceptable to repeat the device images by placing them side by side.
• Always display the product “as is” (for example, do not place it in a decorative case).
• If the status bar is clearly visible, make sure that the battery and Wi-Fi icons are full and that no carrier name is displayed.
• It is acceptable to show people interacting with the Apple product in an authentic way. Portray the interaction in a simple, clear manner.
• Include Apple credit lines wherever legal information is provided.

DO NOT

• Do not crop, cut off, overlap, or obstruct any part of the Apple product images.
• Do not alter, distort, or modify the product images. Do not add or modify reflections.
• Do not substitute white Apple products for the black product images provided by Apple.
• Do not display an Apple product on a cluttered background.
• Do not tilt or angle the product images.
• Background should have minimal visual noise.
• Do not animate, flip, spin, or rotate the product images.
• Do not overlap multiple Apple products.
• Do not cover any part of the Apple product image with a promotional element.
• Do not display the Dock icons.
• Do not display an Apple Home screen.
• Do not clutter Apple products with props, models cases, or other accessories, except for app accessories described in these guidelines.
• Do not copy or imitate any Apple advertising, marketing, or messaging for iPhone, iPad, iPod touch, or the App Store.
• Do not indicate any kind of sponsorship or endorsement by Apple.
• Do not display a blank screen.

Custom still photography and video of Apple products are allowed only with express written consent and approval from Apple.
Product Imagery – What Not to Do

**Obscured Screen**
Product screens should be shown nearly straight-on to maximize visibility and provide context.

**Exaggerated Perspective**
Images with exaggerated perspective will clash with the composition of the design and should be avoided.

**Illustrated Backgrounds**
Images that have been rendered or use unrealistic textures and materials appear inauthentic.

**Posed Images**
Unrealistic environments make it difficult for users to relate to them.

**Overlapping Products**
Apple does not allow for its devices to be covered or modified in any way.

**Modified Apple Products**
Apple products cannot be cropped in any way.
SIGNATURE MOMENTS

Color Palette Overview

PRIMARY PALETTE
The Harmony marketing design language is founded on the use of a bright, saturated color palette (taken directly from the latest Intuit brand colors from February 2013). These colors have an intentional use, applied selectively to draw attention to particular pieces of content. Color is used more heavily in emotional contexts (such as promotional content and areas that need to attract extra attention) and less so in informational contexts. Additionally, cool colors are applied more heavily than warm colors.

Note: The most saturated palette is used in all context of the UI. Desaturated colors are reserved only for graphic elements.

SECONDARY PALETTE
The secondary palette is not currently utilized in the marketing language but will come in handy in future use cases.
Primary Palette Application

Green is best when used in a marketing context. It is susceptible to red-green color blindness and should never be paired with orange.

Yellow is best suited for marketing needs. It has issues with legibility and should be reserved for colored backgrounds and graphics.

As the primary Intuit brand color, Intuit Blue serves as a reminder and a reinforcement of the brand across the marketing site. When in doubt, use Intuit Blue, but practice restraint.

Bright blue works well for both marketing and informational needs. It is not susceptible to color blindness, so it can be used interchangeably with all colors in the palette.

Gray is used solely for text and should not be used for graphics, icons, or imagery.

Orange is used exclusively for the primary call-to-action. It may be used in small amounts in graphics.
Intuit Blue – Usage Examples

As the primary Intuit brand color, Intuit Blue serves as a reminder and a reinforcement of the brand across the marketing site. When in doubt, use Intuit Blue, but practice restraint.

Intuit Blue can be used for regular states of UI controls to indicate an action can be made. The secondary CTA utilizes Intuit blue in its default state. It is great for both marketing and informational needs. Intuit blue can be used for promos and directional containers.

SIGNATURE MOMENTS

Intuit Blue

Hex #365EBF

As the primary Intuit brand color, Intuit Blue serves as a reminder and a reinforcement of the brand across the marketing site. When in doubt, use Intuit Blue, but practice restraint.
Intuit Blue – Usage Guidelines

Using Intuit Blue as a background color
This brand color acts as a neutral and is not susceptible to color blindness, so use it for both marketing and informational needs.

“I want to do payroll myself
Stay in control – payroll in a few clicks
Instant paychecks and automatic tax calculations.

Black text on Intuit Blue
Dark text is not legible on this color, so it should be avoided in any context.

Colored text
Never use Intuit Blue as colored. It is the link color and should only be used if the text is a link.

Colored buttons on color
Colored buttons should stand out on colored backgrounds. Never use the same color for both.

Desaturated Intuit Blue
Never use other tones of the brand color outside of needs in graphics.

Overdoing the blue
Intuit Blue can be overdone, especially when used for information. Practice restraint.
SIGNATURE MOMENTS

Bright Blue – Usage Examples

Bright blue works well for both marketing and informational needs. It is not susceptible to color blindness, so it can be used interchangeably with all colors in the palette.

Bright blue acts as a neutral and can be used for UI elements.

Bright blue is not distracting and works well for header bars.

Bright blue is easily legible and can be used for marketing and UI controls.
Bright Blue – Usage Guidelines

Use bright blue in headers
Bright blue works well for headers that are informational or promotional. *(Illustration style not applicable)*

UI controls
Bright blue can be used for secondary UI controls that do not require a strong focus.

Orange against bright blue
Orange vibrates against a bright blue background. Intuit Blue should be used as a substitute.

Dark text on blue
Dark grey text does not read well against bright blue. Substitute white text on blue backgrounds.

Color on color
Colored containers on colored backgrounds can clash. Use a single color on a white or light grey background or a grey container on a colored background.

Intuit blue on bright blue
Intuit blue clashes when mixed with bright blue. Avoid using this color combination.
Green – Usage Examples

Green is best when used in a marketing context. It is susceptible to red-green color blindness and should never be paired with orange.

SIGNATURE MOMENTS

GREEN
HEX #95CD3C

Green is used exclusively for colored backgrounds, icons, and graphics.

Green can be used for iconography but solely for marketing purposes.

Green works well as a backdrop for other colors.

TBD BASED ON NEW QUICKBOOKS BRAND GUIDELINES
Green – Usage Guidelines

Colored backgrounds
Green works best for colored backgrounds when there is no primary call to action (orange against green does not work).

Iconography
Green can also be used in iconography that is focused on promotion and not direction or information. (Illustration style not applicable)

Green in UI controls
Green should be used in a marketing context only, and never for UI controls.

Green as a CTA
White text on a green background can be illegible at small sizes and should be avoided.

Orange against green
Green appears to be the same color as orange for color-deficient users and should be avoided.

SIGNATURE MOMENTS
TBD BASED ON NEW QUICKBOOKS BRAND GUIDELINES
Orange – Usage Examples

Orange is used exclusively for the primary call-to-action. It may be used in small amounts in graphics.

Orange is used exclusively for the primary CTA.
Orange – Usage Guidelines

Orange as a colored background
Orange is used for a single purpose and should not be used for colored backgrounds. This would distract from the CTA.

UI controls
Orange is reserved for the CTA only and should never be used for UI controls.

Container headers
Using orange in other instances distracts from the main CTA.

Colored containers
Never use orange on an orange background.

Multiple Primary CTA
Only one orange primary CTA per page.

Desaturated orange
The strongest orange in the Intuit palette is the only color to pass accessibility standards. Never use any other tone of orange for the CTA.
SIGNATURE MOMENTS

Yellow – Usage Examples

Yellow is best suited for marketing needs. It has issues with legibility and should be reserved for colored backgrounds and graphics.

Yellow can be used when contextually relevant for graphics.

Yellow works well for iconography focused on marketing needs. *(Illustration style not applicable)*

Splashes of yellow are used in graphical elements.
SIGNATURE MOMENTS

Yellow – Usage Guidelines

Color combinations with yellow
Yellow pairs well with green and bright blue. It can be used for promotional iconography. *(Illustration style not applicable)*

Yellow as a background color
Yellow can work as a background color but be cautious of legibility. A white container should always be used behind text.

White text on yellow
Using white text on yellow is very problematic and should be avoided.

Pairing Intuit blue with yellow
Intuit blue can pair with yellow but only in limited amounts.

Colored text
Yellow is illegible as a text color and should not be used.

Colored headers
Yellow should never be used for informational headers due to legibility issues. It also clashes with black text and is illegible with white.
ICONS AND ILLUSTRATION

Overview

Function

Callout

NakedCircle Pointer

Storytelling, rich

Timer, hand, people, magnifying glass, calendar, dollar sign
ILLUSTRATION AND ICONS

Function

When to use:
• Lower importance in hierarchy on page
• Use in families of 3 or 4

Guidelines:
• Flat
• One color
• Simple shape (ideally 1 shape)
• Consistent line thickness

EXAMPLES
ILLUSTRATION AND ICONS

Callout

When to use:
• Anchor a message
• Call out

Guidelines:
• Flat, solid color + color
• Icons shown together should have same treatment, do not mix and match

TREATMENTS

Naked
Subject is solid color, no background.

Circle
Colored circle background, knockout white subject

Pointer
Colored directional background, knocked-out white subject (directional background is flexible and can be used in any 45 degree direction)

EXAMPLES
ICONS AND ILLUSTRATION

Storytelling, Rich

When to use:

Guidelines:
- Use dark gray for the “action” (hand, cursor, mag glass)
- Square details (text, lines), 3px corners on document edges
- No gradients

EXAMPLES

Complete everyday tasks faster
Invoices, Estimates, Sales
Receipts and other forms now have a simplified layout for better access to key actions.

Keep contact info at your finger tips
Quickly access customer and vendor emails, phone numbers, web addresses and even social network profiles.

Get easier access to data and transactions
The new, customizable quick toolbar provides easy access to your open windows and most common tasks.

Get easier access to data and transactions
The new, customizable quick toolbar provides easy access to your open windows and most common tasks.
BRANDING ELEMENTS
Branding Elements Overview

Branding elements are unique and ownable graphics that help to convey Intuit brand principles through playful and bright shapes. The branding elements should be supplementary to any primary message, adding a distinctive quality to the content it accompanies.

The various examples of usage contained in this style guide are recommendations of intended use of the branding elements. In context of hero lifestyle photography, the elements should provide visual support to a call to action or marketing message. They should not be the focus nor distract from the primary content or message.

The branded elements presented in this document are directional explorations. Drawing from Intuit brand guidelines and Transit for inspiration, the graphics are simple in form and lean on the primary Intuit brand colors. The elements should not contain gradients. The use of transparency and overlaying of elements to create depth and new shapes is encouraged. The elements should not be used to mask photography or product shots.
SIGNATURE MOMENTS

Color Cycles - Intuit Brand Colors
SIGNATURE MOMENTS

Color Cycles - Color Combinations
CORE COMPONENTS
Grid System

The 12-column grid is based on a fixed content width of 940 pixels. While the grid provides consistency and an overall structure for the site, it also allows for a variety of layouts.

Though a static grid is not always a possibility, the underlying basis of any interface should be a strong system with consistent spacing, padding, and margins.

**NEGATIVE SPACE**

To further push the content forward, negative space should be maximized whenever possible and appropriate. Margins should be large enough to provide breathing room for the content, but not so large that space seems wasted. A balance of efficiency and simplicity is the goal of any well-designed grid system.
The page frame consists of 3 levels of information.

1ST LEVEL
Overlapping Product Navigation
A slight overlap of the card can be used to draw attention to a particular item or to break up the layout and add visual interest. The product navigation sits slightly over the background card to draw attention to the navigation.

2ND LEVEL
Full-bleed Banner & Content Card
The card is a 2px white rectangle that falls 12px below the banner image or header, if banner image is not required. The card is flat and sits on a background with a slight texture to differentiate the two items.

3RD LEVEL
Footer & Global Navigation
The global header and footer sit one level below other content, designated by a subtle inner shadow.
**CORE COMPONENTS**

**Typography**

Variation in type can add visual interest while simultaneously creating a strong sense of hierarchy.

**FS Albert Thin**
Used for large text 36px to 56px, as other weights are too heavy and distracting from the content.

**FS Albert Light**
Reserved for text 26px or larger, as Thin becomes less legible at smaller sizes.

**FS Albert Light Italic**
Used to add emphasis to a particular word or phrase in a marketing message.

**Helvetica Neue Bold**
Used for body copy titles.

**Helvetica Neue**
The standard weight used in most situations such as body copy, labels, UI controls, etc. It is also used as a substitute when FS Albert is not available.

---

**Marketing Message**
Dark grey, 56px, FS Albert Thin

**Section Header**
Dark grey, 46px, FS Albert Thin

**Sub-Section Header**
Dark grey, 26px, FS Albert Light (Regular when reversed out)

**Body Copy Header**
Dark Grey, 16px, Helvetica Neue Bold

**Body Copy 1**
Medium Grey, 20px, Helvetica Neue Regular

**Body Copy 2**
Medium Grey, 16px, Helvetica Neue Regular

**Body Copy 3**
Medium Grey, 14px, Helvetica Neue Regular

**Body Copy 4 (disclaimers, footnotes)**
Medium Grey, 12px, Helvetica Neue Regular

**Text Links**
Intuit Blue, Helvetica Neue Regular

---

**Get it today**

**See our features**

**Intuit Basic Payroll**

**Hassle-free tax services**

**Instant paychecks and automatic taxes**

We have payroll experts ready to find the solution that's right for your business.

We have payroll experts ready to find the solution that's right for your business.

We have payroll experts ready to find the solution that's right for your business.

Learn More
CORE COMPONENTS

Typography Guidelines

Lorem quis sagittis
Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum nisl, elit ullamcorper. Aenean

FS Albert for body copy
FS Albert should never be used for body copy as it can affect page loading time.

Small type for section headers
A section header acts as an anchor for the section and should appear larger than other type in the section.

FS Albert for UI controls
FS Albert is not intended for UI controls. Use Helvetica Neue Regular.

Left-aligned text without an anchor
Type headers should not be left aligned if objects are centered.

Small type using FS Albert Thin
FS Albert Thin should not be used at type sizes smaller than 26pt.
PAGE ELEMENTS

Primary Navigation

The primary navigation is the main driver to other parts of the site. It must be clean and easily readable.
The More from Intuit drawer drops down from the top of the primary navigation. It provides links to other services inside the Intuit brand.
The product navigation will anchor to the top of the page when scrolling through content. The hover state mimics the hover state of the primary navigation.
LINEAR FLOW PROGRESS
Linear Flow

The linear flow progress indicator is used to designate progress in a multi-step process. It is used exclusively for task-focused pages, such as Sign Up.

**LINEAR FLOW: PRIMARY STEPS—STEP 1 ACTIVE**

1. BASIC INFORMATION
2. PAYROLL SETTINGS
3. EMPLOYEE BENEFITS
4. DEDUCTIONS
5. EMERGENCY INFO

**LINEAR FLOW: PRIMARY STEPS—STEP 1 COMPLETED**

- BASIC INFORMATION
- PAYROLL SETTINGS
- EMPLOYEE BENEFITS
- DEDUCTIONS
- EMERGENCY INFO

**LINEAR FLOW: SUB STEPS—SECONDARY STEP 1 ACTIVE**

- PAYROLL SETTINGS 1
- 2
- 3
- 4
- 5
The footer is a global element that should appear on every Intuit page. It includes the basic site structure and Intuit legal copy. It sits slightly below the background, designated with a subtle drop shadow.
Containers can be used to section areas of content (as in lineups), or provide a callout or highlight to a specific area of the page. They should not be used at full width - use a background color instead.

Examples:

**WITH HEADER CAP**

Width of containers should conform to the grid, with internal padding in increments of 20px.

Container background can be grey or white as needed.

Header cap background color is variable, but do not use Intuit blue.

**WITHOUT HEADER CAP**

Container background can be grey or white as needed.
Informative containers often contain bullet points or other short chunks of copy that supply information on the details of a particular product. The content of these headers is important, so the header is often designated with a neutral color in the Intuit palette: Intuit Blue or Bright Blue. The aim of informative containers is often less targeted, so a Learn More link serves as an appropriate call-to-action. Graphics, icons, or imagery can be used to add visual interest but it is best to practice restraint; this will help the user easily digest information.

Examples:

**PRODUCT COMPARISON**

**Quickbooks Online**
*Works wherever you are*

- Sed ut perspiciatis unde omnis
- Iste natus error sit voluptatem accusantium
- Totam rem aperiam, eaque ipsa quae

Learn More

**Quickbooks Mobile**
*Some features, smaller package*

- Sed ut perspiciatis unde omnis
- Iste natus error sit voluptatem accusantium
- Totam rem aperiam, eaque ipsa quae

Learn More

**FEATURES LIST**

**What are the employee benefits?**

- Sed ut perspiciatis unde omnis
- Iste natus error sit voluptatem accusantium
- Totam rem aperiam, eaque ipsa quae
- Sed ut perspiciatis unde omnis
- Iste natus error sit voluptatem accusantium

Learn More

**GENERAL LIST**

- Sed ut perspiciatis unde omnis
- Iste natus error sit voluptatem accusantium
- Totam rem aperiam, eaque ipsa quae
- Sed ut perspiciatis unde omnis
- Iste natus error sit voluptatem accusantium

Learn More

More great things from Intuit
Containers – Marketing

Marketing containers are used to talk about a product at a high level. They showcase the value of the product and highlight key features. These elements need to grab attention, so they are differentiated from informative containers with bright blocks of color, icons, graphics, or imagery.

Examples:

**GREY CONTAINER ON COLOR**

**Why do you need Quickbooks?**

- Instant paychecks
  - Totam rem aperiam, aspernatur quae
  - Sed ut perspiciatis unde omnis.

- Free help from experts
  - Totam rem aperiam, aspernatur quae
  - Sed ut perspiciatis unde omnis.

**COLORED CONTAINER ON GREY**

**Quickbooks Mobile**

- See the many great features of Intuit Payroll

- Hassle-free accounting
  - Totam rem aperiam, aspernatur quae
  - Sed ut perspiciatis unde omnis.

- Free help from experts
  - Totam rem aperiam, aspernatur quae
  - Sed ut perspiciatis unde omnis.

Learn More
Containers – Directional

Directional containers have a very targeted function. They drive the user to click. They often contain a catchy headline or question, a short piece of copy, and a clear call-to-action. Color, graphics, or icons can be used to draw attention to content. Pricing containers can be grey or utilize a recommended Intuit brand color.

Examples:

LARGE CALL TO ACTION

MEDIUM CALL TO ACTION

SMALL CALL TO ACTION

Looking for solutions for accountants?

See accounting options
Containers – Pricing

Pricing containers function similarly to informative containers. In a pricing container, there is the addition of large text to display the product’s pricing. This acts as an anchor and creates a strong hierarchy of information. A container-less price has less elements to draw focus, so the text size must be increased for header and price.

Pricing containers never contain icons, graphics, or imagery.

**Pricing With Container**

<table>
<thead>
<tr>
<th>Yearly</th>
<th>15% OFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>$16 per month</td>
<td></td>
</tr>
<tr>
<td>($228 - $190 billed annually)</td>
<td></td>
</tr>
<tr>
<td>+$1.50/month per employee</td>
<td></td>
</tr>
</tbody>
</table>

**Pricing Without Container**

<table>
<thead>
<tr>
<th>Yearly</th>
<th>15% OFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>$16 per month</td>
<td></td>
</tr>
<tr>
<td>($228 - $190 billed annually)</td>
<td></td>
</tr>
<tr>
<td>+$1.50/month per employee</td>
<td></td>
</tr>
</tbody>
</table>

- Free direct deposit
- Unlimited payroll runs each month

PF Din is used exclusively for pricing. Pricing size should be catered to the context of the price. A significant amount of kerning is used to maintain the correct visual spacing.
Primary Calls to Action

**Primary Button**

The Primary CTA has a very specific function. It is used exclusively to drive the user to try the product and should never be displayed more than once per page.

---

**BUTTON TYPE**

<table>
<thead>
<tr>
<th>BUTTON TYPE</th>
<th>DEFAULT</th>
<th>HOVER</th>
<th>PRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Button</td>
<td>FREE for 30 days</td>
<td>FREE for 30 days</td>
<td>FREE for 30 days</td>
</tr>
</tbody>
</table>
Other Calls to Action

<table>
<thead>
<tr>
<th>BUTTON TYPE</th>
<th>DEFAULT</th>
<th>HOVER</th>
<th>PRESS</th>
<th>EXAMPLE IN CONTEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary Button</td>
<td><img src="#" alt="Button" /></td>
<td><img src="#" alt="Button" /></td>
<td><img src="#" alt="Button" /></td>
<td><img src="#" alt="Intuit" /></td>
</tr>
<tr>
<td>Secondary buttons are used when a strong CTA is needed for any function other than trying the product. Can be used multiple times on the same page.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tertiary Button</td>
<td><img src="#" alt="Learn more" /></td>
<td><img src="#" alt="Learn more" /></td>
<td><img src="#" alt="Learn more" /></td>
<td><img src="#" alt="Text Link" /></td>
</tr>
<tr>
<td>Tertiary buttons follow the Intuit design language and are used for task-focused functions. Can be used multiple times on the same page.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text Link</td>
<td><img src="#" alt="Learn More" /></td>
<td><img src="#" alt="Learn More" /></td>
<td><img src="#" alt="Learn More" /></td>
<td><img src="#" alt="Text Link" /></td>
</tr>
<tr>
<td>Text links are used for any minor CTAs that do not require additional focus.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PROMOTIONAL ELEMENTS
Promotional elements have a wide range of uses. They drive users to other parts of the site or notify users of a sale or new product. Promotional elements should stand out with color but feel cohesive with other elements on the page.
Carousels can be used in many contexts. They contain multiple banners or images and often change automatically without user input. They are designated with pagination controls.

Pagination Controls

Pagination controls follow the Harmony marketing language with the addition of a pill-shape background. This adds to legibility against banner images.
COMPARISON MATRIX
A comparison matrix is a valuable design component that allows you to digest large amounts of information at once. For this reason, the design must be treated with restraint. Limiting the amount of information in a comparison matrix prevents the user from being overwhelmed with data.

### All payroll products come with the following

- Integration with QuickBooks
- Free expert support by phone, chat or email
- Free year-end help with W2 forms

<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Enhanced</th>
<th>Full Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$19/ month</td>
<td>$29/ month</td>
<td>$79/ month</td>
</tr>
</tbody>
</table>

- Try it Free

<table>
<thead>
<tr>
<th>PAGE ELEMENTS</th>
<th>Basic</th>
<th>Enhanced</th>
<th>Full Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy Paychecks: just enter hours</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Easily pay W2 employees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Easily pay 1099 contractors</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>How to Pay Employees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pay by check or direct deposit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Click to print checks for free</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use free direct deposit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>W2 Forms</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get year-end W2 forms</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ability to print W2</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Year-end forms included</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Full Service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We file taxes for you</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No tax penalties, guaranteed</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payroll setup completed for you</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Video

Video are used to illustrate the features of a product, provide instruction, and highlight customer stories. Videos follow a 16:9 aspect ratio and function as embedded YouTube videos. When space allows, the large size in-line video player should be used. The content of the first frame should follow similar guidelines for product photography. See page 17.
When space is limited, a thumbnail image is used. The YouTube embedded video opens in a modal. Stylistic rules still apply.
STANDARD CONTROLS
PAGE ELEMENTS

Standard Controls

These are controls shared by the Transit design language.

TEXT FIELDS

DROPDOWNS

RADIO BUTTONS

CHECKBOXES
CUSTOM CONTROLS
Custom Controls

These are controls that are not currently found in the Transit design language.

Tabs

**DEFAULT**

| Take a Tour | How-To's | Payroll Anytime |

**HOVER**

| Take a Tour | How-To's | Payroll Anytime |

**PRESS**

| Take a Tour | How-To's | Payroll Anytime |

**TABS IN CONTEXT**

Tour Intuit Basic Payroll
3 MIN 46 SEC

**SIGN IN - IN CONTEXT**

Sign In Dropdown

**DEFAULT**

| Sign In |

**HOVER**

| Sign In |

**EXPANDED**

| Sign In |

**EXPANDED HOVER**

| Sign In |

| Intuit Websites |
| Quickbooks Online |
| Intuit Payroll |
| Other Services |

| Intuit Websites |
| Quickbooks Online |
| Intuit Payroll |
| Other Services |