Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Logo

This is our primary mark. The closeness of the letters, custom J, and density of the overall mark make it an impactful standalone face of the brand. Our word mark is crafted to feel simple and approachable, while retaining an boldness that makes it easily scalable.

TaxJar

TaxJar

Logo – Clearspace

Our word mark is designed to scale easily while remaining legible. The word mark should always have an appropriate amount of clear space surrounding it equal to the height of the "x".

Logo – Scale

Our word mark is designed to scale easily while remaining legible. **Suggested min point size is 18pt. Suggest web point size 32pt. Suggest print size 68pt.**

108 pt TaxJar

88 Pt TaxJar

80 pt TaxJar

68pt TaxJar

48pt TaxJar

32pt TaxJar

18pt TaxJar

Logo – Stripe Tag

TaxJar
a stripe company

TaxJar
a stripe company

Logo – Favicon

Save out at 32×32

Logo – Do Not

Restrictions to the wordmark treatment help to maintain consistent brand identification with consumers. Do not separate the letters in the wordmark, use non-brand colors, stretch or squeeze the wordmark, use patterns in the wordmark, or use a drop shadow or outline.

Tax Jar

TaxJar

TaxJar

TaxJar

TaxJar

Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Colors

The TaxJar palette leans on black, green and shades of gray for primary use. Text should always be black. The grays should be used in the application and when the brand needs to be more functional. Secondary colors, should be used in marketing when the brand needs a greater sense of play. Use secondary only in small application, never as large floods.

White
HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

Black
HEX: #1A1A1A
RGB: 26 26 26
CMYK: 73 67 65 78

Gray 1
HEX: #9CA19E RGB: 156 161 158 CMYK: 41 31 35 0

Gray 2
HEX: #BABFBC RGB: 186 191 188 CMYK: 27 19 23 0

Gray 3
HEX: #D8DDDA RGB: 216 221 218 CMYK: 14 8 11 0

Gray 4
HEX: #E7EDEA RGB: 231 237 234 CMYK: 9 3 7 0

Gray 5
HEX: #F5F5F7 RGB: 245 245 247 CMYK: 3 2 1 0

Green on White background
HEX: #00642C RGB: 0 100 44 CMYK: 90 35 100 29

Green
HEX: #22C855
RGB: 35 200 85
CMYK: 71 0 90 0
Pantone: 2271

Bright Green
HEX: #54FA86 RGB: 84 250 134 CMYK: 53 0 72 0

Dark Green
HEX: #00A532 RGB: 0 165 50 CMYK: 82 70 100 0

Bright Blue
HEX: #90EEFF
RGB: 144 238 255
CMYK: 35 0 4 0

Bright Yellow
HEX: #FFFFA6
RGB: 255 255 166
CMYK: 2 0 42 0

Bright Purple
HEX: #D1B5FF
RGB: 209 181 255
CMYK: 20 29 0 0

Blue
HEX: #51CDFF
RGB: 81 205 255
CMYK: 54 1 0 0

Yellow
HEX: #FFE63B
RGB: 255 230 59
CMYK: 2 4 88 0

Purple
HEX: #B344FF
RGB: 179 68 255
CMYK: 52 75 0 0

Dark Blue
HEX: #006EE9
RGB: 0 110 233
CMYK: 81 58 0 0

Dark Yellow
HEX: #FFB600
RGB: 255 182 0
CMYK: 0 32 100 0

Dark Purple
HEX: #8500DD
RGB: 133 0 221
CMYK: 65 84 0 0

Colors – Accessibility

Most common usage should be the green on black or black on green. Avoid the green on white with text. When needing a link color use the dark blue from the secondary palette.

Safe use of colors for accessibility

UnSafe use of colors for accessibility

Colors – Gradients

Gradients should maintain a single color category and transition through the midtone and lightest tone of that color. Gradients should not be combined with one another. Use the Green gradient as the lead. Other gradients should be used with approval from the design team.

Green Gradient

Blue Gradient

Dark Gray Gradient

Light Green Gradient

Light Gray Gradient

Purple Gradient

Yellow Gradient

Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Typography

Typography is a huge part of our new look and feel. We've chosen two typefaces that bring a fresh new energy into our overall brand.

Reckless

Weights used: **Bold**

Colors used:

For access to the Reckless font family, contact marketing.

Aa

Abcdefghijklmnopqrstuvwxyz
0123456789^?!()[][{}&*%$#@

Matter

Weights used: Regular/**Bold**

Colors used:

For access to the Matter font family, contact marketing.

Aa

Abcdefghijklmnopqrstuvwxyz
0123456789^?!()[][{}&*%$#@

*When using green text on a white background use green HEX number: #00642c to meet accessibility standards.

Typography – Hierarchy & Usage

The typography is a mastered blend of art and science. It's functional. It's effective. And it creates the brand experience with your audience.

Display
Reckless Bold

Sales Tax Compliance Made Effortless

Headline
Matter Bold

Welcome to the best thing since sliced bread.

Body Copy
Matter Regular

TaxJar is focused on solving a problem no one wants to deal with — sales tax. We obsessively leverage technology and exceptional customer service to help you focus on what matters most — growing your business.

Typography – Web Style Guide

Headings

H1	LARGE 72/80 | Reckless | Bold | Letter-Spacing: 0%
H2	52/110% | Matter | Bold | Letter-Spacing: 0%
H3	52/110% | Matter | Bold | Letter-Spacing: 0%
H4	32/120% | Matter | Bold | Letter-Spacing: 0%
H5	24/32 | Matter | Bold | Letter-Spacing: 0%
H6	18/150% | Matter | Bold | Letter-Spacing: 0%

Paragraphs

Quote	30/150% | Matter | Regular | Letter-Spacing: 0%
Lead 1	21/28 | Matter | Regular | Letter-Spacing: 0%
Body 1	16/28 | Matter | Regular | Letter-Spacing: 0%
Body 2	14/22 | Matter | Regular | Letter-Spacing: 0%
Captions	12/150% | Matter | Regular | Letter-Spacing: 0%
.Nav-Link	14/16 | Matter | Regular Letter-Spacing: 0%
.Nav-Link	14/16 | Matter | Bold Letter-Spacing: 0%
.btn-Link	14/16 | Matter | Bold Letter-Spacing: 0%

Typography – Alt Fonts for Slides/Email

When designing in Google Slides or using an email template you will need to use these ALT fonts, which are univerally accessed.

Literata

Weights used: **Bold**

Colors used:

Download font →

https://fonts.google.com/specimen/Literata

Aa

Abcdefghijklmnopqrstuvwxyz
0123456789^?!()[][{}&*%$#@

Poppins

Weights used: Regular/**Bold**

Colors used:

Download font →

https://fonts.google.com/specimen/Poppins

Aa

Abcdefghijklmnopqrstuvwxy
0123456789^?!()[][{}&*%$#@

Icons

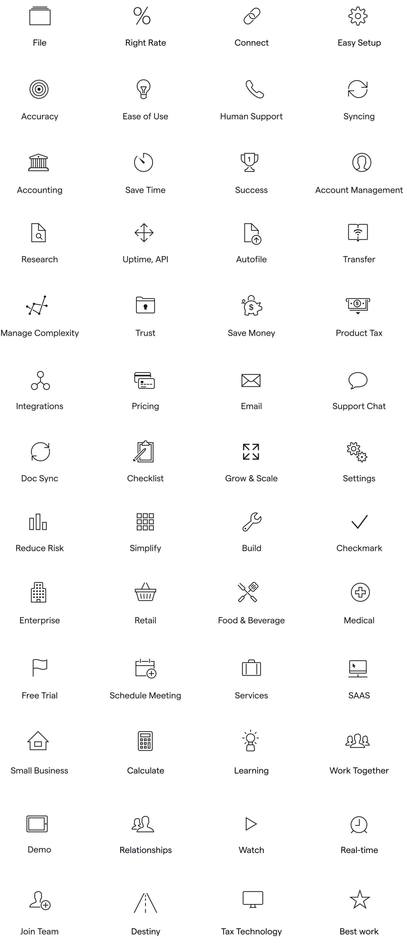
Icons are bold and convey the message quickly. The icon library is built around the needs of the TaxJar brand. Icons are always being added as needed, but should be created by the marketing department.

Additional icons are available - if you don't see an icon that you might need please contact the Marketing Design team.

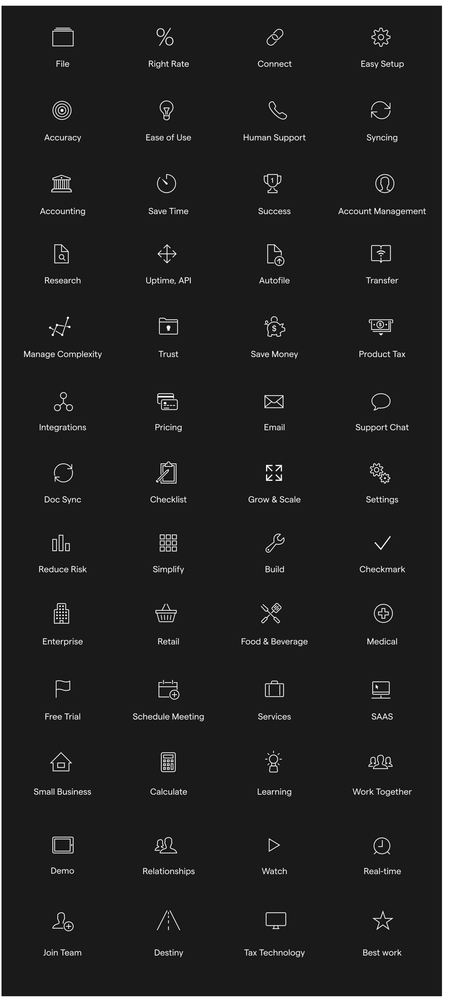
Icons – Scaling

200px 150px 100px 50px 25px

Icons – Black Icons



Icons – White Icons



Photography

The use of photography plays a huge role in our new brand. It gives your audience a way to connect more personally to TaxJar and developing a specific look creates another opportunity for brand recognition.

Recommended stock source stocksy.com
A link to purchased stock will be available.

Art Direction:
— Approachable
— Crisp and composed
— Fresh and authentic
— Relaxed professional
— Natural lighting

Settings:
Exposure +10
Highlights -30
Shadows - 30

Photography – General

With Environment

Isolated On Background

Photography – Culture & Team

Employee photos have specific usage guidelines, please request from the marketing department prior to use.

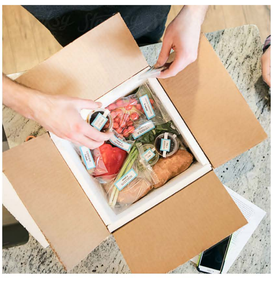
With Environment

Isolated On Background

Photography – Customer Story

Customer photos have specific usage guidelines, please request from the marketing department prior to use.

Product Related



Isolated Product

Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

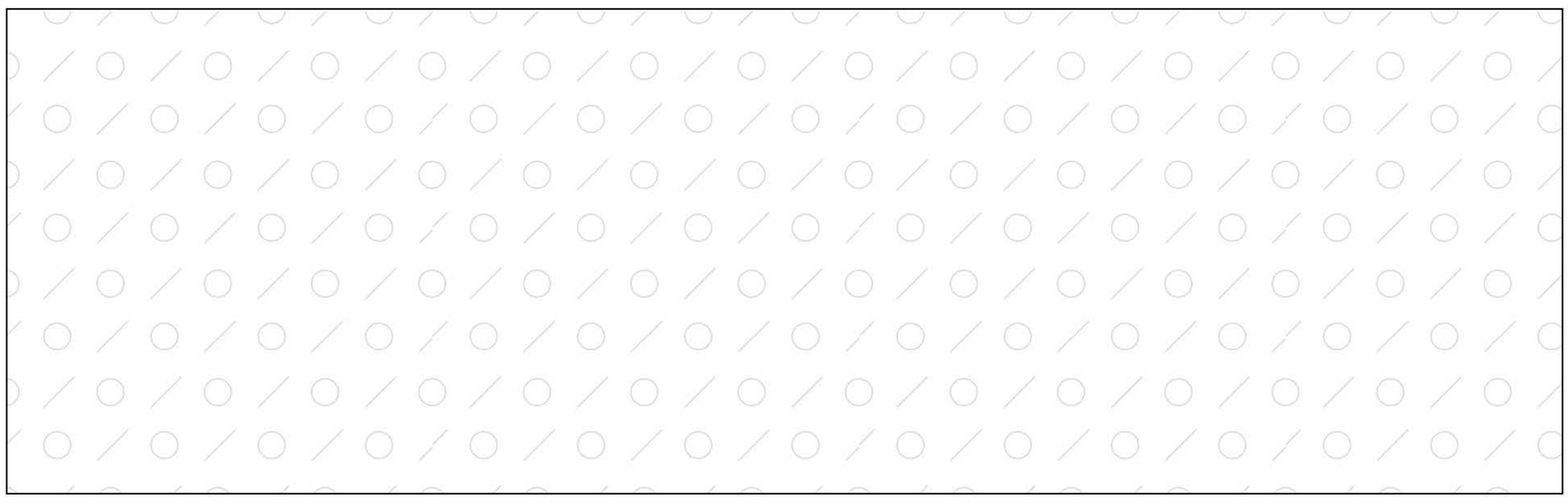
Appendix

Textures

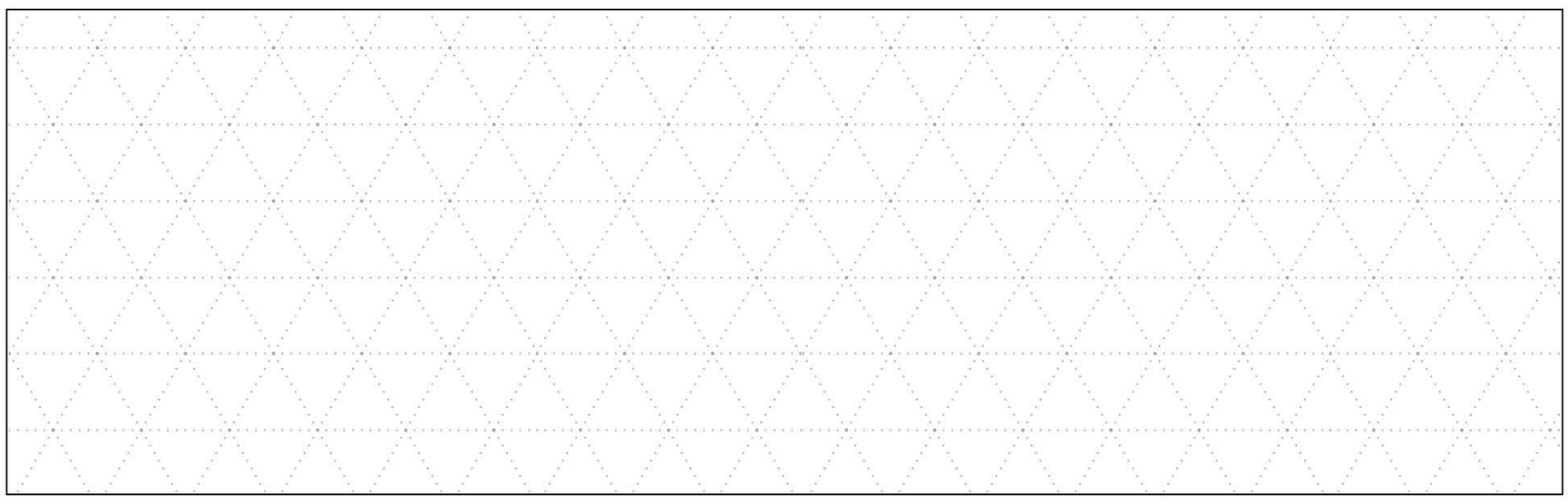
The pattern element of the brand is based on a broken down percentage sign. These patterns can be used on white, solid color or the gradient to add texture to your design.

Texture – Patterns

Percentage Pattern

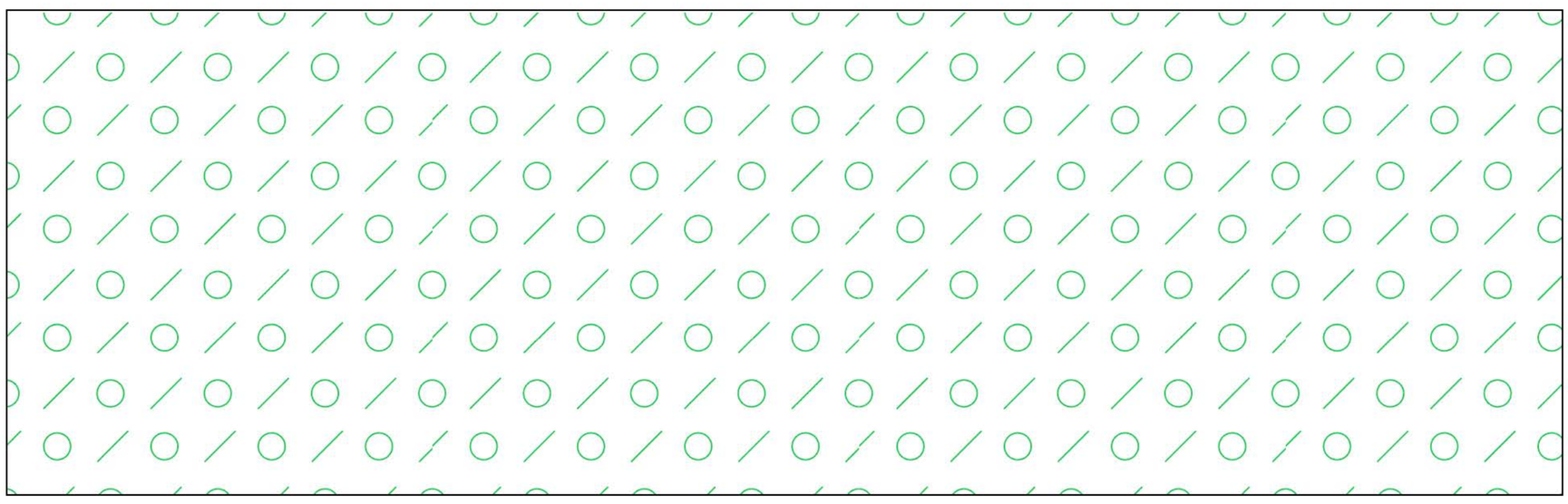


Triangle Pattern

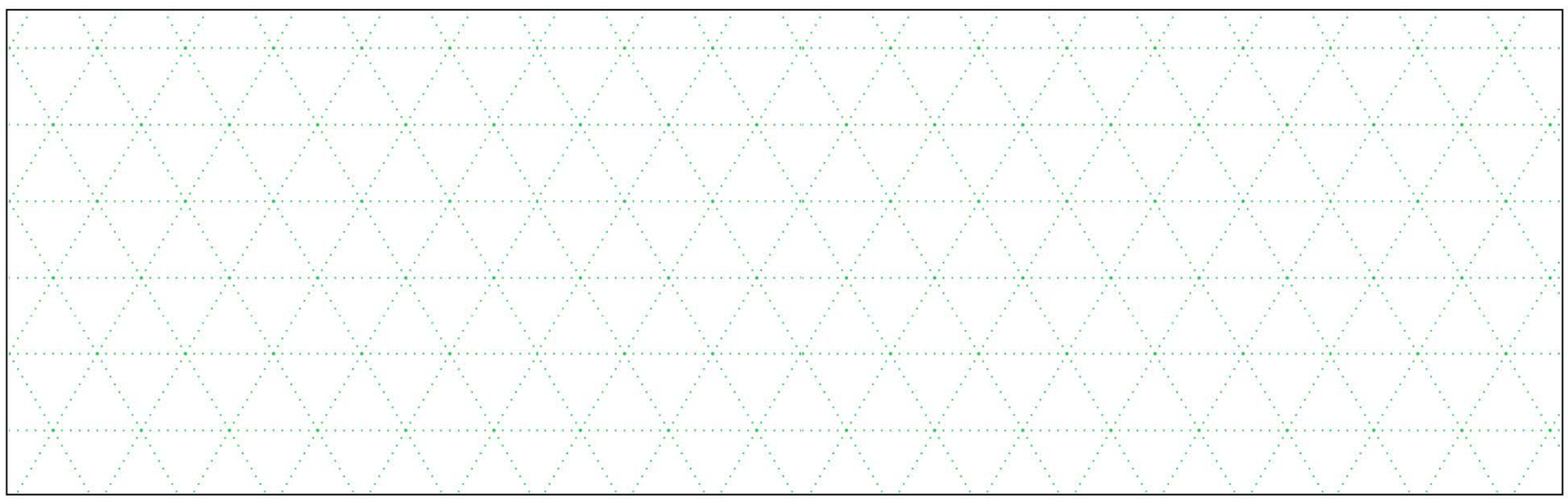


Texture – Patterns Green

Percentage Pattern



Triangle Pattern



Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Creative Elements

The jar element should have minimal usage and should only be used with approval from a marketing designer. The jar should never be used against a white background.

Creative Elements – Jar Element (Minimal usage)

Jar with extended handle is a **preferred usage in solid color.**

Jar with gradients should be **limited use.**

Jar opened is a **preferred usage.**

Jar with gradients should be **limited use.**

Jar closed should be **limited in use and approved by marketing team.**

Jar with gradients should be **limited use.**

Creative Elements – Jar Element Usage

Not used as a standalone icon on a white background

Not used as a repeating background

Not used as an icon with text

Using the jar element with photography is the approved use of the jar element. It should be used on a limited basis and should be the only jar element on the page or layout. The jar element should only be used in relation to a person or object.

The jar must interact and hold the person or people.

People Environment with Jar Element

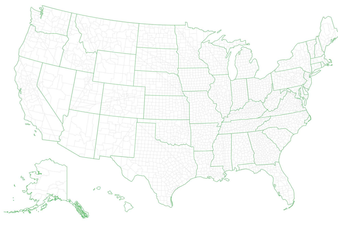
Isolated Person with Jar Element

Creative Elements – Jar Bug

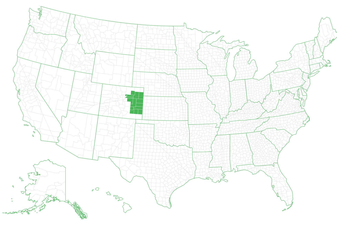
The Jar Bug is limited to usage above a black band and should not be reversed out to live on a green or secondary color.

Creative Elements – Maps

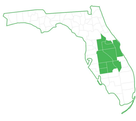
Full map with counties



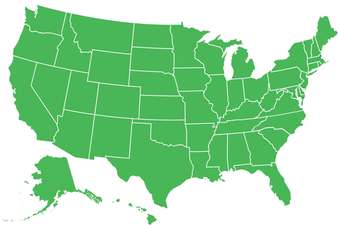
Full map with counties in state highlighted



Highlighted counties in state



Full map with states



Full map with state highlighted

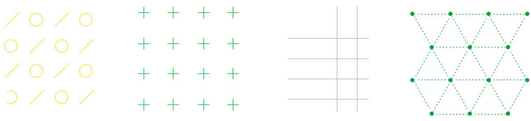
Isolated state

Spot Illustrations

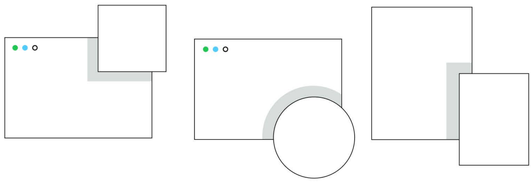
The spot illustrations should be used when trying to convey something more complex that cannot be achieved by a single icon or a photo.

Spot Illustrations – Elements

Background textures



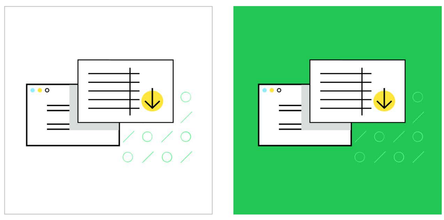
Layered Holding Shapes



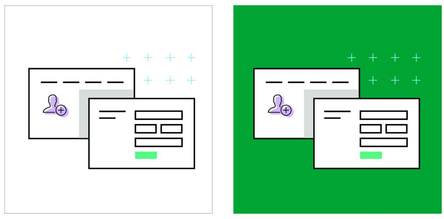
TaxJar Icons with offset shapes

Spot Illustrations – Examples

Transaction Data Import

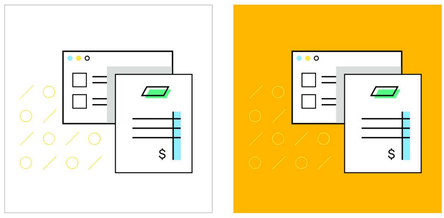


Account Creation/Setup

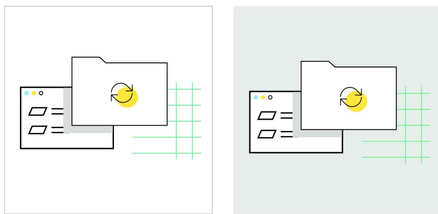


Calculations

Reporting



File/Filing



Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

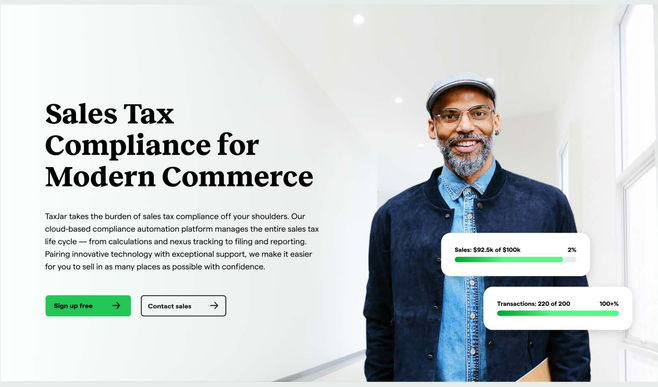
Appendix

Header Styles

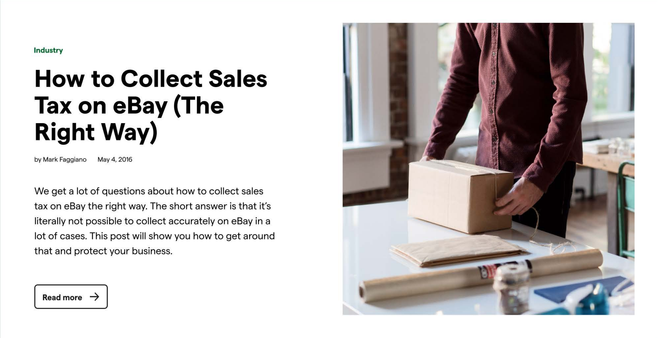
Below are examples of header styles that are approved for use on the Taxlar website.

Header Styles – Left Copy with Image

This is the hero header style that combines full width image with highlighted features of the product.

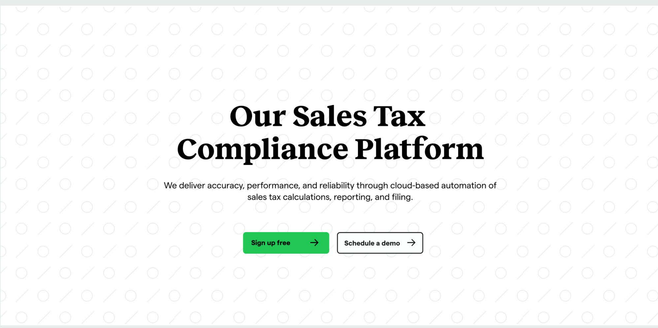


This is the hero header style that combines left aligned copy with a full photo on the right side.

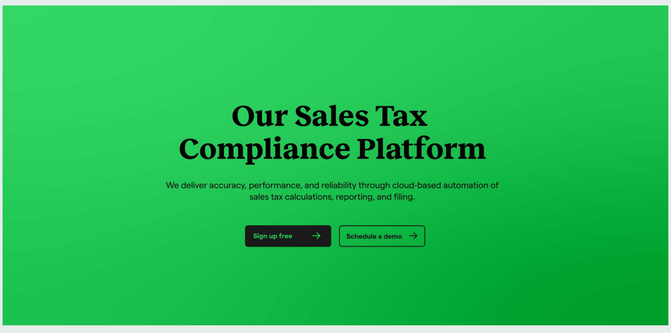


Header Styles – Center Copy with Pattern

This hero header style is used on the product feature pages and utilizes the Taxlar pattern with clean, center-aligned typography.



This hero header style uses the gradient background and center-aligned text.



Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Quotes

Quotes styles are designed for usage within content and on the website.

Quotes - Print / Content Styles

Quote On White

UNDERWEAR EXPERT

The reporting interface is really nice because sometimes you need to know your revenue during a time period in a certain state to determine if you're going to have nexus, or if you are getting close to having it."

Richard Beechy
COO, Underwear Expert

Quote On Solid Color

UNDERWEAR EXPERT

The reporting interface is really nice because sometimes you need to know your revenue during a time period in a certain state to determine if you're going to have nexus, or if you are getting close to having it."

Richard Beechy
COO, Underwear Expert

Quote with image

heartfelt creations

To us, knowing we have a solution that enables us to be compliant in 23 states and generate accurate sales tax calculations is worth the price for ease and peace of mind.

Richard Beechy
COO, Heartfelt Creations

Quotes - Web Styles

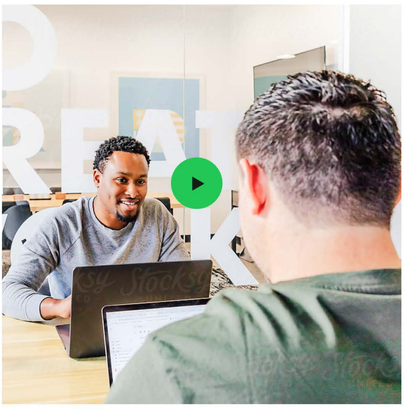
Quote with video and stat. This style is used on the website in context

Basecamp

Sales tax is not our specialty, and we don't want (it) to be our specialty, which is why we were thrilled to find TaxJar.

David Heinemeier Hansson
CTO and Cofounder

View all case studies →



Quote With Image for Case Study

heartfelt creations

To us, knowing we have a solution that enables us to be compliant in 23 states and generate accurate sales tax calculations is worth the price for ease and peace of mind.

Richard Beechy
COO, Heartfelt Creations

View case study →

Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Product Highlights

TaxJar product highlights are stylized versions of the existing product. Each shot should focus in on the highlighted area that the copy is disscussing. The product highlight should work as a companion to the content.

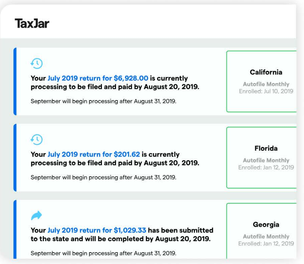
Product Highlights – Designing a Platform Shot

TaxJar logo can be used to convey that this is the TaxJar platform.

Platform holding shape should have rounded corners on the top and bottom of the displayed side. The platform should bleed off the page on the right or left and should be flat there.

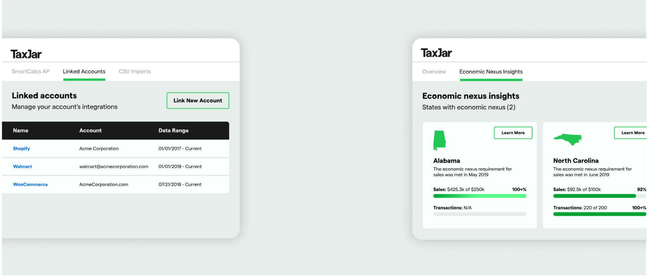
Platform illustrations should be a zoomed in versions of the actual platform. These should use real copy and icons to convey what the action of the platform is.

Colors and fonts should be pulled from the brand style guide.



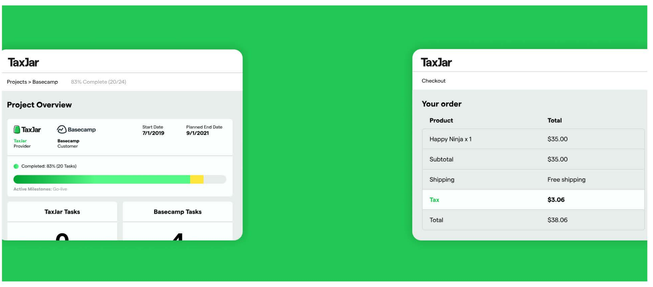
Product Highlights – Examples

Drop Shadow no offset with blur 20% and black 20%



Integrate with eCommerce platforms, marketplaces & carts

Determine where you have economic nexus



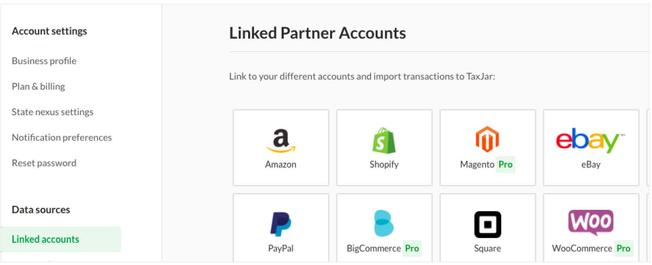
Get up and running fast

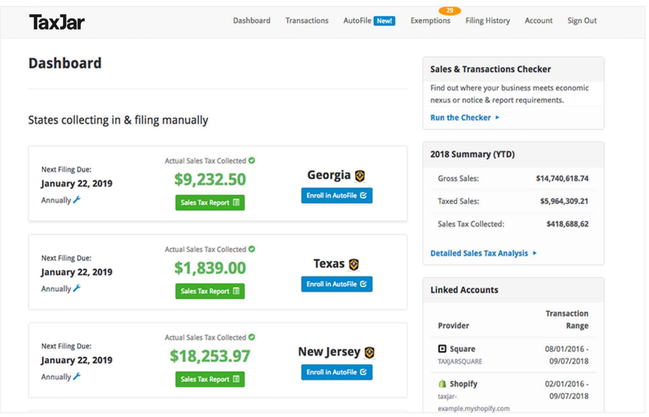
Apply sales tax instantly — at scale

Product Highlights – Knowledge Base

There are many cases when it is more important to show the real TaxJar platform for education, demo and just highlighting the real interaction of the product. These should be limited to the educational sections of the website and content resources that need more product details.

Simplified product screenshots in educational material (knowledgebase articles, TaxJar unlocked resources, etc) are acceptable.





Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Badges

The TaxJar badges highlight our Integrations built by TaxJar and those built by our Partners. These badges can be used on white or black.

Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Link Styles

Link Styles – Buttons

Default Button Green On White

Sign up free →

Hover Button Green On White

Sign up free →

50 px height
7 pt rounded corner
Matter Bold font 16 pt.

20 px padding 20 px padding

Default Button Green On Black

Sign up free →

Hover Button Green On Black

Sign up free →

Default Button Stroke

Schedule a demo →

Hover Button Stroke

Schedule a demo →

Default Button Stroke

Schedule a demo →

Hover Button Stroke

Schedule a demo →

Link Styles – Text Links

Default Text On White

Determine your sales tax nexus →

Hover Text On White

Determine your sales tax nexus →

Default Text On Black

Determine your sales tax nexus →

Hover Text On Black

Determine your sales tax nexus →

Logos
Colors
Typography
Icons
Photography
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Styles
Imagery Rules

Appendix

Imagery Rules

Imagery Rules – Marketing Materials

For marketing materials, lead with photography when at all possible.

Quimbee

Quimbee utilizes TaxJar autoFile to file in 33 states, and counting

Underwear Experts

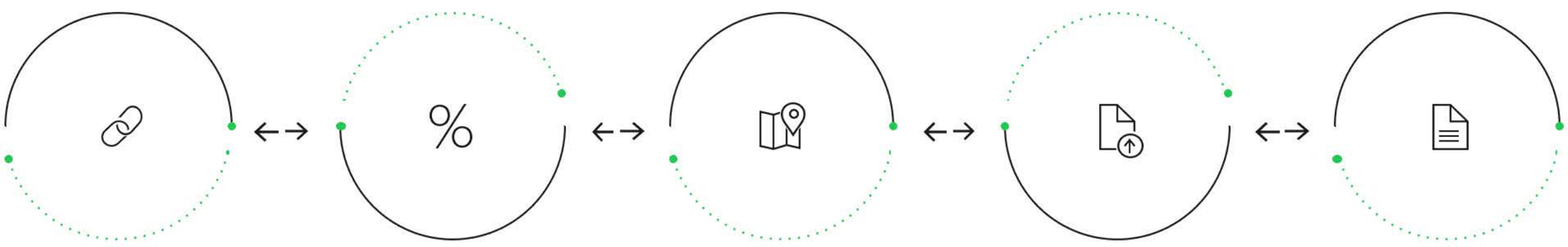
Underwear Expert upgrades to enterprise sales tax solution with TaxJar

SCOTTeVEST

SCOTTeVEST switched to TaxJar to save thousands on sales tax automation

Imagery Rules – Product or Simple Concept

To communicate ideas related to the product or simple concepts, use icons to illustrate your point.



Connect your eCommerce or ERP platform

Prebuilt integrations with popular platforms quickly connect TaxJar to your existing systems.

Collect accurate sales tax at checkout

Our real-time calculation engine and sales tax API add rooftop-level, product-specific sales tax.

Determine economic nexus

Our nexus insights dashboard and notifications help you stay ahead of your sales tax responsibilities by state.

File and remit automatically

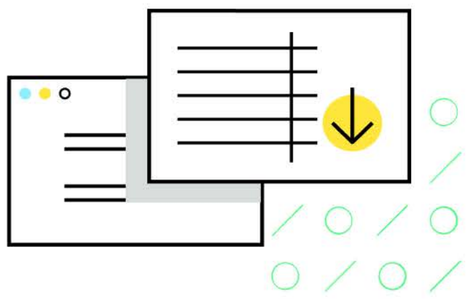
TaxJar Autofile prepares and submits an accurate return and remittance for each state in which you're enrolled.

Access sales tax reports

Our reporting dashboard compiles data from all your channels to give you the most up-to-date view of your transactions and tax liability.

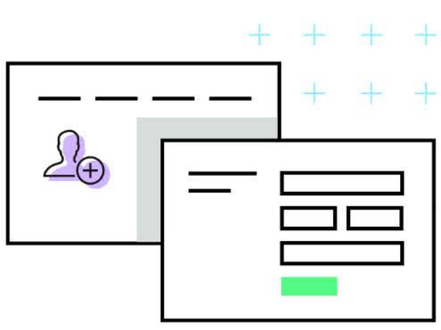
Imagery Rules – More Complex Ideas

When you are trying to convey ideas or actions that are too complex for a simple icon to visualize, use spot illustrations.



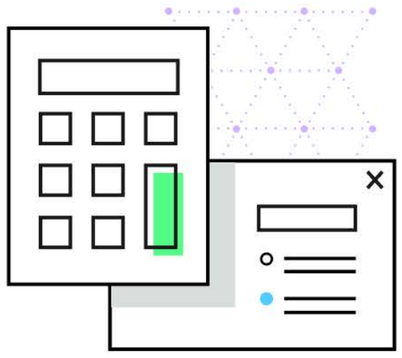
Free to use

Free training anytime, anywhere.



New Account

Get started today and set up your account.



Calculate

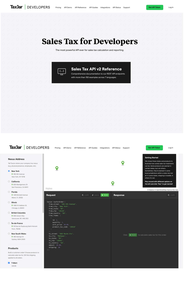
Understand your states sales tax.

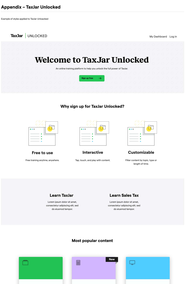
Logos
Colors
Typography
Icons
Photographs
Textures
Creative Elements
Spot Illustrations
Header Styles
Quotes
Product Highlights
Badges
Link Icons
Imagery Rules
Appendix

Appendix

Appendix – Sales Tax for Developers

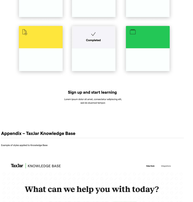
Example of how applied to Tax for Developers





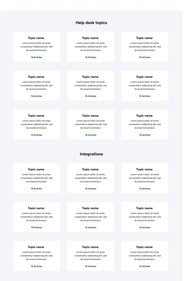
Appendix – Taxjar Unlocked

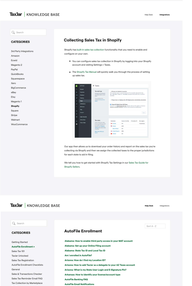
Example of how applied to Tax Unlocked



Appendix – Taxjar Knowledge Base

Example of how applied to Knowledge Base




TaxJar KNOWLEDGE BASE
Help Desk
Integrations
CATEGORIES
Search
Collecting Sales Tax in Shopify
Shopify has a plan to collect sales tax functionality that you can impact to enable and configure as per state.
1. You can configure sales tax collection in Shopify by logging into your Shopify Admin and navigating to Settings > Taxes.
2. Select the "Collect all applicable sales tax through Shopify" option and click Save.
Tax rate from Alabama to Wyoming
Tax rate from Alabama to Wyoming
Tax rate from Alabama to Wyoming