Colors

The brand colors are black, green, and shades of green for primary use. The colors should be used consistently throughout the application. The secondary color is green for点缀, like on edges.

Colors – Accessibility

It's recommended to use these colors in accessibility mode:

- green #0F7826
- light green #DFE6D8
- black #151515

Colors – Gradients

Gradients should be used sparingly on a case-to-case basis. They should be used to highlight or accent specific elements. When using gradients, make sure to consider the contrast and readability. The gradients should be consistent throughout the design.
Typography

Reckless

**Weight used:** Bold

**Colors used:**

For access to the Reckless font family, contact marketing.

Matter

**Weight used:** Regular/Soft

**Colors used:**

For access to the Matter font family, contact marketing.

Typography - Hierarchy & Usage

**Sales Tax Compliance Made Effortless**

Welcome to the best thing since sliced bread.

Sales tax is烦线 on solving a problem no one wants to deal with -- sales tax. No
cluttered, lengthy tax regulations or complex instructions. This tool can help you focus
on what matters most -- growing your business.

Typography - Web Style Guide

**Headings**

<table>
<thead>
<tr>
<th>H1</th>
<th>30pt 55%</th>
<th>Reckless, Bold, Center, Letter-spacing 2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>H2</td>
<td>24pt 46%</td>
<td>Reckless, Bold, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>H3</td>
<td>21pt 46%</td>
<td>Reckless, Bold, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>H4</td>
<td>18pt 46%</td>
<td>Reckless, Bold, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>H5</td>
<td>16pt 46%</td>
<td>Reckless, Bold, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>H6</td>
<td>14pt 46%</td>
<td>Reckless, Bold, Center, Letter-spacing 2%</td>
</tr>
</tbody>
</table>

**Paragraphs**

<table>
<thead>
<tr>
<th>Quote</th>
<th>18pt 46%</th>
<th>Regular, Center, Letter-spacing 2%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead 1</td>
<td>20pt 46%</td>
<td>Regular, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>Body 1</td>
<td>18pt 46%</td>
<td>Regular, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>Body 2</td>
<td>16pt 46%</td>
<td>Regular, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>Notes</td>
<td>14pt 46%</td>
<td>Regular, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>Team Link</td>
<td>12pt 46%</td>
<td>Regular, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>Email</td>
<td>12pt 46%</td>
<td>Regular, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>Twitter</td>
<td>12pt 46%</td>
<td>Regular, Center, Letter-spacing 2%</td>
</tr>
<tr>
<td>Github</td>
<td>12pt 46%</td>
<td>Regular, Center, Letter-spacing 2%</td>
</tr>
</tbody>
</table>

Typography - Alt Fonts for Slides/Email

**Literata**

**Weight used:** Bold

**Colors used:**

Download font ➤

https://fonts.google.com/preview/literata

**Poppins**

**Weight used:** Regular/Soft

**Colors used:**

Download font ➤

https://fonts.google.com/preview/poppins

https://fonts.google.com/preview/literata
Photography

The use of photography and imagery is vital in our brand and storytelling. Ensure consistency across all media and align with our overall aesthetic and brand guidelines.

Recommended stock image platforms:
- Adobe Stock
- Shutterstock

Definitions:
- Editorial
- Employee
- Social media
- Instagram
- YouTube
- LinkedIn

Photography - General

Photography - Culture & Team

Photography - Customer Story

Customer photography and imagery guidelines please request from the marketing department prior to use.

Product Images
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
Spot Illustrations

The Spot Illustrations should be used when a simple icon or graphic is needed to complement a text or a table.

Spot Illustrations – Elements

Background textures

Layered/overlapping shapes

TaxJar icons with offset shapes

Spot Illustrations – Examples

Transaction Data Import

Account Creation/Setup

Calculators

Reporting

Receipts
Sales Tax Compliance for Modern Commerce

We know taxes can be a hassle, but they don’t have to be. Our tax software makes it simple to handle all the details. Say goodbye to manual calculations and hello to peace of mind. We handle all the complexities so you can focus on what matters most.

How to Collect Sales Tax on eBay (The Right Way)

If you’re an eBay seller, you know how important it is to collect sales tax correctly. But figuring out which states require tax and how to calculate it can be confusing. We’ve got you covered with our step-by-step guide. You’ll have your taxes in order in no time.

Our Sales Tax Compliance Platform

We deliver accuracy, performance, and scalability through cloud-based automation of sales tax calculations, remitting, and filing. Our platform ensures your business is compliant with all relevant tax regulations, across any jurisdiction.
Quotes

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

Quotes - Print / Content Styles

"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 Beatty
COO, Underwear Expert

Quotes - Web Styles

"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 Beatty
COO, HeartSell Creations

Quotes with video and chat. The style is used on the website in context.

View all case studies ➔

Quotes with image for Case Study

View case study ➔
Product Highlights

Product Highlights – Designing a Platform Shot

Text copy can be easily inserted next to the Tackle platform.

Platform building should showcase seamless integration and scalability of this platform. The pattern could be kept on the top left of the design and not extending beyond the image.

Platform features should be a secondary concern of this section and "Tackle"疮伤 and "transform" should be visually drawn next to the center of the Tackle logo.

Colors and fonts should pull from the brand style guide.

Product Highlights – Examples

The following at-width value of the style guide is recommended.

Integrates with eCommerce platforms, marketplaces, and carts

Get up and running fast

Apply sales terms instantly — at scale

Product Highlights – Knowledge Base

This is a tool that allows users to improve their business processes, user experience, and user interaction. It is the central location for the detailed and context rich resources that meet user needs.

Linked Partner Accounts

Dashboard and Transaction Activity

Sales & Transactions " Tackle" Card category overview

2019 Summary (TTA) Shows

2019 Summary (TTA)

Tackle Card category overview

2019 Summary (TTA)

Tackle Card category overview

2019 Summary (TTA)
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.
Imagery Rules

Imagery Rules – Marketing Materials

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

Quimbee utilizes TaxJar autoFile to file in 33 states, and counting
Underwear Expert upgrades to enterprise sales tax solution with TaxJar
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 on-the-fly, product-specific sales tax.

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

File and remit automatically
TaxJar AutoFiles 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.