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Jason Bramwell • Aug. 26, 2022

The Intuit logo is displayed in white, uppercase letters on a solid blue background. The letters are spaced out and have a clean, sans-serif font.Four logos are shown in a row on a blue background. From left to right: TurboTax (a red checkmark in a circle followed by the text 'turbotax'), Credit Karma (a green circle with 'ck' followed by the text 'credit karma'), QuickBooks (a green circle with 'qb' followed by the text 'quickbooks'), and Mailchimp (a yellow circle with a black envelope icon followed by the text 'mailchimp').

Intuit yesterday unveiled a new logo (see above), which now includes four brands that fall under its umbrella.

“We’ve made significant advancements over the last few years to become a global financial technology platform company that truly powers prosperity for the people and communities we serve,” Lara Balazs, Intuit executive vice president, chief marketing officer, and general manager, Strategic Partner Group, was quoted as saying in a [blog about the new logo](#). “We’ve added Credit Karma and Mailchimp to the platform, welcomed millions of new customers, prepared students for today’s jobs and created thousands of new jobs, all with the goal to solve the biggest challenges facing our customers and communities.”

The blog describes the new logo as “a refreshed core blue color, an evolved visual

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