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Jason Bramwell • Aug. 26, 2022

The Intuit logo is displayed in white, bold, sans-serif capital letters on a solid blue background.Below the main Intuit logo, four smaller brand logos are shown in a row: TurboTax (red checkmark icon), Credit Karma (green 'ck' icon), QuickBooks (green 'qb' icon), and Mailchimp (yellow monkey head icon). Each icon is followed by the brand name in white lowercase text.

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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