

Why Brandable Invoice Design Matters — And How TallyPrime 7.1 Makes It Easy

A lot of businesses these days spare a lot of their time in building their website, social and in making their offices look professional.

But when the invoices are concerned, a lot of them are still sending out plain, structureless documents that convey about what they truly stand for. That comes forward as a lost opportunity and ~~it~~ now there is no excuse left for it anymore with Tally Prime 7.1.

An invoice is not merely about asking for payment. It is usually the document that your customer sees at last after a purchase. If it looks very common and simple, it imprints very generic impression on them that they will carry. But if it is very professional ~~and~~, structured which even represents your brand, then it clearly conveys the message "this business takes itself seriously" to the customer.

What does a "branded invoice" actually mean?

A branded invoice is one which ~~does~~ not taken from a default accounting software template but is the one which seem like specially curated for your business. It ~~comprises~~ comprises of your company logo, make use of your brand colours, a lot of them also have a watermark of your business name, and has a ~~is~~ clear, well-structured layout.

It is not ~~merely~~ ^{about} making your ~~logo~~ ^{invoices} decorated but is all about giving a consistent and professional look to it. A customer will surely pay attention if your invoice is according to feel of your business card, your website, and your letterhead. It conveys that attention to details matters to you and also the trust that is required in B2B relationships.

Why does Invoice design actually matter for business?

Imagine the number of invoices ~~at~~ your business sends in a year. Each one of it either reaches a buyer, a finance manager or a business owner. Your invoice remains in their email or their desk. In case it looks generic then it ~~will~~ get ~~be~~ treated in the same way — filed away, possibly ~~deprioritised~~ ^{not prioritised} for payment.

A well designed professional invoice draws attention. It is simpler to understand and read, easier to process and ~~and~~ leaves a better impression. ~~Therefore~~ Those ~~to~~ suppliers are perceived more dependable whose documents look more organised, structured and polished. It also influences repeat orders and referrals.

There is an additional security advantage as well. It becomes much harder for a person to duplicate or tamper with the document with ~~or~~ your business name or logo printed lightly in the background as watermark.

It becomes more important to those businesses that deal with large volumes or high value transactions.

What Tally Prime 7.1 has introduced for invoice design.

For million of businesses, Tally Prime is already the accounting foundational strength. The feature of Invoice personalization, that was earlier possible through high priced custom add-ons or TDL development, has now been made affordable with version 7.1 of Tally Prime. Now they are built right in.

The introduction of eight pre-arranged or pre-defined invoice templates is the biggest change. These are ready-to-use layouts that can be applied in seconds. These are layouts are designed for distinctive businesses — from basic & minimal formats for service providers to ~~more~~ more organised, structured, detailed layouts for product companies or manufacturers. One has to only choose the best suited template for their business and he/she is done.

Tally Prime 7.1 also allows you to add your company logo directly to the invoice. Header and footer images can also be added which means a branded banner at the top and a footer strip at the bottom can also be added to the invoice giving it a look similar to a professional letterhead. Businesses with more than one divisions or subsidiaries can also add more than one brand logo as well.

Another noticeable feature is its watermark feature. A backdrop watermark image such as your business name, tagline, or a faint version of your logo can also be set that prints across the invoice. It looks very professional, provides protection against duplication, and reinforces your brand identity at the same time.

Tally Prime 7.1 also allows the users to make use of custom fonts and brand colours to highlight key parts of the invoice. It means that your invoice ~~can~~ perfectly align with the similar fonts and colours you use everywhere

else while communicating in your business creating a consistent identity from top to bottom.

Your business terms and conditions can also be included in your invoice such as payment terms, return policies, late payment rules, or any other information your clients wish to know. There is no need to attach any separate terms and conditions document or to remind the clients regularly what was agreed.

Once your preferred layout is set up, it can be saved as the default for each voucher type. Thereafter, there will be no need to re-select your chosen branded layout each time, whether you are creating a sales invoice, a purchase order or a delivery note. One time set up, consistent results every single time, only with Tally Prime 7.1.

With Tally Prime 7.1, your invoice becomes more than just an accounting document, it becomes a professional representation of your brand, requiring no designer or additional customization?

Who will benefit the most from these features?

Any business that sends invoices, can take the advantage of these features, but there are few businesses who will see a bigger impact compared to others.

Especially small and medium businesses that are trying to establish a much stronger brand presence will benefit the most from it. Earlier, even a developer has to be hired or a third party add-on has to be purchased to get such custom-designed invoice. But now it is built into Tally Prime and takes very less time to set up.

Manufacturers and distributors, sending out large volumes of invoices daily, will benefit from it as they can set a default template per voucher type. Without any additional efforts from the accounts team, the business is automatically on-brand with the documents leaving the business.

Businesses operating multiple brands under one company can now add different logos and use different templates for each brand — all from the same Tally Prime Account.

Some businesses deal with international buyers, for them a well structured, well designed, polished invoice in the expected format can make all the difference. International ~~to~~ clients tend to judge the quality of the supplier with the document quality.

For freelancers and consultants billing one-on-one clients, the minimalist templates provide a much more polished alternative to the default Tally invoice printout.

A few tips before you start

To get the best results, some things have to be kept in mind while setting your branded invoice in Tally Prime 9.1

Use of a high-resolution PNG file with a clean background for your logo is always recommended to ensure clear printing on any layout without a white box around it.

The watermark is advised to be kept light so that it's visible enough to serve its purpose which is security and branding but not so dark that the invoice becomes hard to read and understand.

It should be made sure that the colours and fonts match what you already use in your website, business cards, and other communications. A consistent approach is what makes a brand successful. This purpose will not be served if your invoice uses different colours scheme from everything else.

Lastly, pay complete attention and devote your time to set up your default template correctly once. Follow that up every ~~month~~ few months or whenever there is a change in your branding. Tally Prime's save-as default feature ensures you only need to put in the effort once.

Final Thought

Some or the other way, your invoice will go out from your business. You have to send it. But the concern is that is this most important document of your business serving your purpose of branding or not. With Tally Prime 7.01, making your invoice work for your business doesn't take much time, not even add extra cost.

If you are already a user of Tally Prime, the 7.01 update is available as a beta release. With no additional set up needed, the invoice template feature works right away. It may be a small update, but it delivers significant value in everyday operations.