



Brand
Resources

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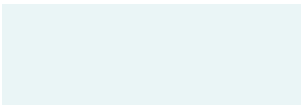


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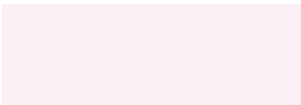
Secondary colour palette (digital only)

Secondary colour palettes are only available for digital use with prior approval. As they are a departure from the TELUS palette of purple, green, grey and white, these colours are only used when contrast is needed in addition to our core colours, most commonly in digital graphs and charts.

The blue palette

| | | |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
|  |  |  |
| Darker <ul style="list-style-type: none">• RGB: 28.56.59• HEX: #1C383B | Eastern <ul style="list-style-type: none">• RGB: 34.172.164• HEX: #22ACA4 | Lightest <ul style="list-style-type: none">• RGB: 234.245.246• HEX: #EAF5F6 |

The cerise palette

| | | |
|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
|  |  |  |
| Dark <ul style="list-style-type: none">• RGB: 118.30.68• HEX: #761E44 | Cerise <ul style="list-style-type: none">• RGB: 210.55.122• HEX: #D2377A | Light <ul style="list-style-type: none">• RGB: 252.239.245• HEX: #FCEFF5 |


The crimson palette

| | | |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |
| Crimson | Light | Lightest |

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- **RGB:** 193.35.53
- **RGB:** 225.35.57
- **RGB:** 255.246.248
- **HEX:** #C12335
- **HEX:** #E12339
- **HEX:** #FFF6F8

Example: use the Crimson palette for error states

 Your invitation to register online has expired. Please contact us and we'll help you get set up.

The raja palette



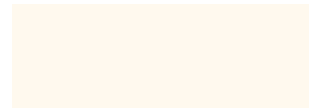
Darkest

- **RGB:** 140.84.21
- **HEX:** #8C5415



Raja


- **RGB:** 250.202.105
- **HEX:** #FACA69



Lightest

- **RGB:** 255.249.238
- **HEX:** #FFF9EE

Example: use Darkest Raja and Raja for warning states. Use Lightest Raja for placeholder text for inputs, helper text and input borders

 Due to scheduled maintenance, My TELUS will be unavailable from Mar 17 at 12:01am to 11:00am.

Secondary colours

Explore more

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The TELUS team acknowledges that our work spans many Territories and Treaty areas and we are grateful for the traditional Knowledge Keepers and Elders who are with us today, those who have gone before us and the youth that inspire us. We recognize the land and the benefits it provides all of us, as an act of Reconciliation, as recommended by the Truth and Reconciliation Commission's (TRC) 94 Calls to Action and gratitude to those whose territory we reside on, work on or are visiting. Learn more about [TELUS' commitments to Reconciliation](#).



CATEGORY

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- Brand
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- Health

TRAINING

- Brand 101 training

RESOURCES

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- Digital Review Board

CONTACT US

- Contact the team
- BRC Intake Form