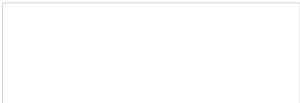
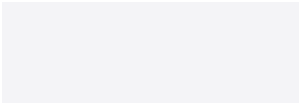





TELUS colour palette

The TELUS brand colours have evolved, and while whitespace is still the cornerstone of our palette, a light 'Background Grey' has been added for consumer advertising as a contrast behind brand imagery (nature, critters). The most dominant colour is still TELUS Purple and TELUS Accessible Green is used in all digital executions where accessibility is key.

Colour palette





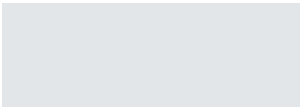
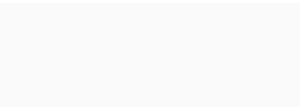
		
<div>White<ul style="list-style-type: none">• CMYK: 0.0.0.0• RGB: 255.255.255• HEX: #FFFFFF</div> <div>Print & digital: Whitespace is a core element of our visual identity, but Background Grey can be used as context for consumer advertising.</div>	<div>Background Grey*<ul style="list-style-type: none">• CMYK: 3.2.1.0• RGB: 244.244.247• HEX: #F4F4F7</div> <div>Digital (telus.com): Banner backgrounds, highlights. Print: Consumer advertising, brand imagery background, use cases below*</div>	<div>TELUS Purple<ul style="list-style-type: none">• PMS: 269C• PMS: 269 U• CMYK: 85.100.25.13• RGB: 75.40.109• HEX: #4B286D</div> <div>Digital (telus.com): Core brand colour, dark enough to meet accessibility standards. Use for core headlines and design elements. Print: Headlines, design elements.</div>
		
<div>TELUS Green<ul style="list-style-type: none">• PMS: 376 C• PMS: 376 U• CMYK: 50.0.100.0• RGB: 102.204.0• HEX: #66CC00</div>	<div>Accessible Green<ul style="list-style-type: none">• PMS: 2424• CMYK: 70.0.100.10• RGB: 43.128.0• HEX: #2B8000</div>	

Digital (telus.com): Used rarely as it does not pass accessibility standards; TELUS logo only.	Digital (telus.com): Exclusive use for buttons and primary text links. Not used for design or graphics.
Print: Rare design accents.	AA-approved for digital accessibility & colour contrast ratio of 5.01:1 used with specified type sizes and weights in the Universal Design System.

The grey palette

Our greyscale palette has expanded and have shifted cooler overall. For print 'Thunder' should be used for non-headline copy while other greys can be used sparingly. Overall, greys should not overpower the design at the expense of whitespace.

Note: we do not use pure black as a typographic colour.

		
Thunder <ul style="list-style-type: none">• PMS: 426C• PMS: Black 6U• CMYK: 0.0.0.90• RGB: 44.46.48• HEX: #2C2E30 Digital (telus.com): H3, H4, H5, H6, and text small, text micro. Print: Body copy.	Charcoal <ul style="list-style-type: none">• PMS: 446• CMYK: 70.60.57.42• RGB: 65.69.71• HEX: #414547 Digital (telus.com): Text medium, text large. Print: Sparing design accents.	Shuttle <ul style="list-style-type: none">• PMS: 424• CMYK: 62.49.45.14• RGB: 103.110.115• HEX: #676E73 Digital (telus.com): Default links, form elements. Print: Sparing design accents.
		
Cloud <ul style="list-style-type: none">• PMS: 4274• CMYK: 31.21.19.0• RGB: 178.185.191• HEX: #B2B9BF Digital (telus.com): TBD.	Mystic <ul style="list-style-type: none">• PMS: 656• CMYK: 10.6.6.0• RGB: 227.230.232• HEX: #E3E6E8 Digital (telus.com): Dividers.	Alabaster <ul style="list-style-type: none">• PMS: TBD• CMYK: 1.1.1.0• RGB: 250.250.250• HEX: #FAFAFA Digital (telus.com): Backgrounds for secondary elements (e.g., cards).

Print:
Sparing design accents.

Print:
Sparing design accents.

Print:
Sparing design accents.

Use of Background Grey

'Background Grey' has been introduced in specific mediums to establish context for nature and critter imagery in consumer advertising.

Executions that make sense for Background Grey:

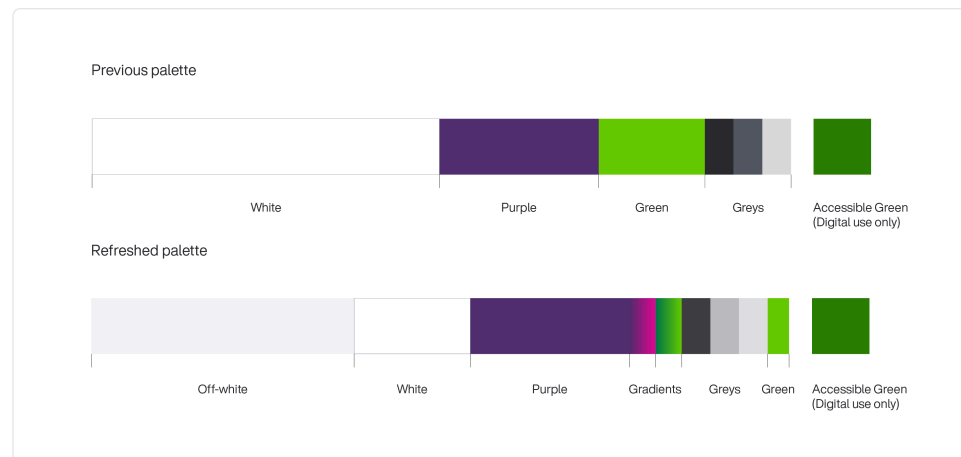
- OOH billboards, TSAs
- Posters, digital ads
- Video supers
- Instore retail

Executions that can still use White:

- Packaging
- Newsprint (already has a slight grey tone)
- Small-scale print (e.g. handouts, pricing cards)
- Business cards, stationery
- Internal communications and presentations
- Fleet

Evolved colour balance

The balance for our TELUS brand palette has evolved. While the use of Background Grey is used for consumer advertising, it does not completely replace the use of white. Please note that gradients are to be used sparingly and are found under our [expanded colour palette](#). Pink is part of the gradients, but is not a standalone colour.



Colour profile tips

- Print:**
- Use Pantone (PMS) colour values where possible
 - If Pantone is not available, CMYK values are used

Digital, video or broadcast (including Slides and PPT):

- Use RGB colour values for all digital use
- Use HEX codes for broadcast use

Explore more

Guides

- [Brand look and feel](#)
- [Creative balance](#)
- [Expanded colour palette](#)
- [Secondary colour palette \(digital only\)](#)
- [Typography](#)
- [Stylistic alternates](#)
- [TELUS Friendly Future Foundation brand experience](#)
- [Infographics](#)



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

- Accessibility
- Agriculture & Consumer Goods
- Brand
- Business
- Content
- Design
- Digital
- Health

TRAINING

- Brand 101 training

RESOURCES

- Image Library
- Digital Review Board

CONTACT US

- Contact the team
- BRC Intake Form