Brand Resources   Simplify Hub   Universal Design System   Image Library   CIO Connect

Alessandro, log out   EN ⌄

TELUS | Brand Resources   What's new   BRC Copilot

Home > Expanded colour palette

Expanded colour palette

This expanded set of colours are an expansion of our core TELUS brand colours are only to be used by professional TELUS designers and must meet all usage standards. Any questions or use approvals, please contact brand@telus.com.

Gradients

Gradients may be used to draw focus to specific elements within a composition (e.g. price points, snipes, image enclosure) as either filled or stroked container shapes. They may also be used for in-store and digital applications as backgrounds for text blocks in place of imagery (e.g. smart table header cards, window clings or tiles on telus.com). Photography and colour logo assets should not be used on top of gradient backgrounds.

Please note that Pink and Dark Green are used as part of the gradients and are not intended for standalone use. Gradient treatments should always be used sparingly to maintain their effectiveness as accents within a given composition or environment, over-use should be avoided.

Purple gradient

Green gradient

Base settings
Midpoint location: 75%
Angle: -45 degrees

TELUS Purple*
C 77 M 100 Y 23 K 6
R 75 G 40 B 109
HEX #4B286D
*TELUS Purple values
tweaked slightly for print

Pink
C 3 M 93 Y 0 K 0
R 229 G 50 B 147
HEX #E53293

Dark Green
C 100 M 0 Y 87 K 30
R 0 G 128 B 74
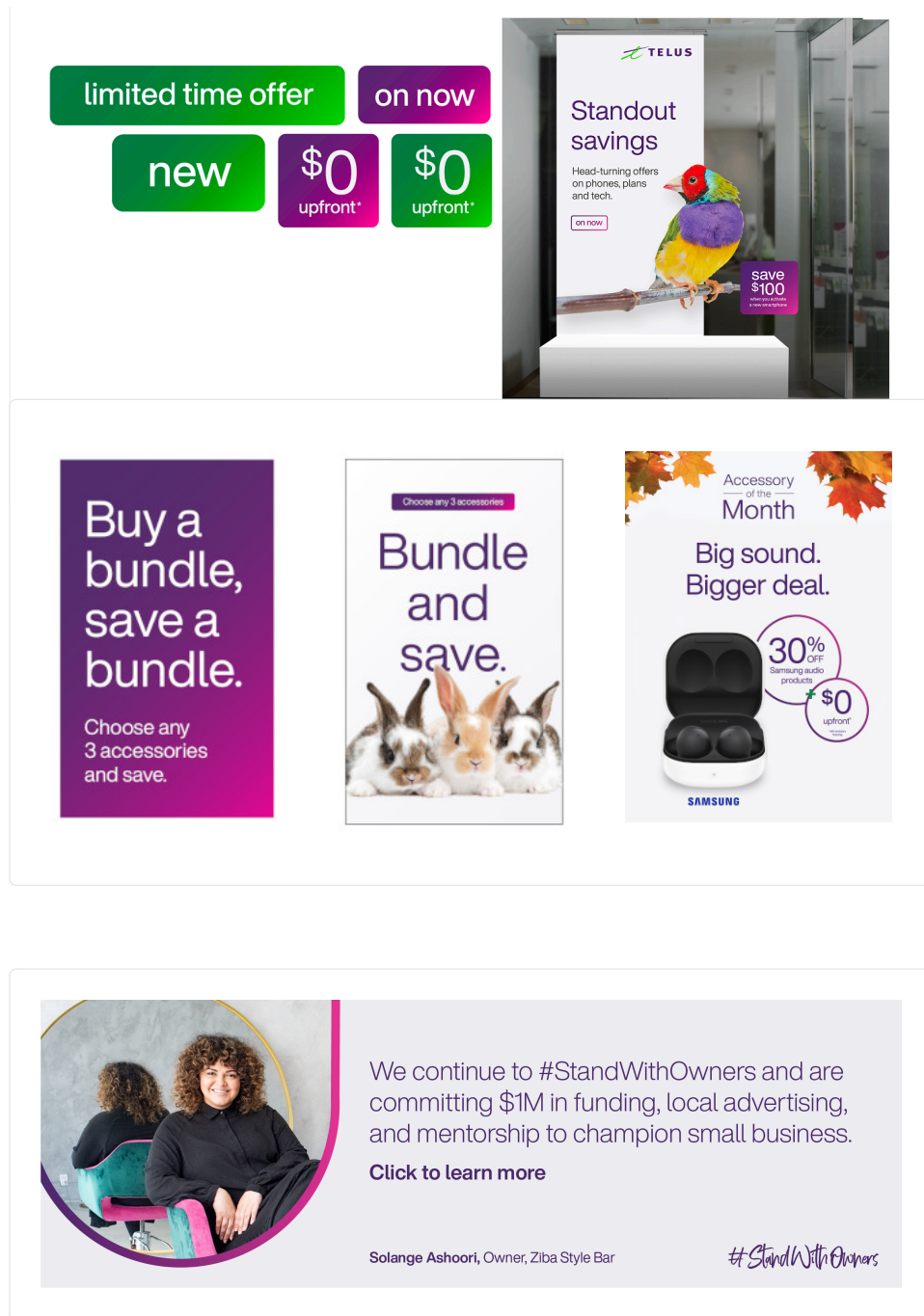HEX #00804B

TELUS Green
C 50 M 0 Y 100 K 0
R 102 G 204 B 0
HEX #66CC00

Give feedback

Expanded purple palette

TELUS Purple is still the main colour that is integral to our brand and must be present in all communications. The expanded palette below is to be used sparingly at a designer's discretion for data visualization, infographics or illustration.

Dark
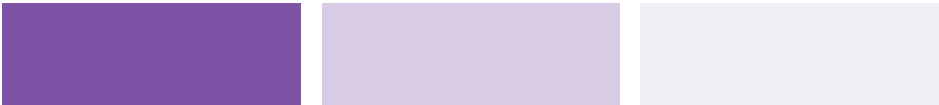- **PMS**: 2695
- **CMYK**: 85.100.25.50

TELUS purple
- **PMS**: 269 C
- **PMS**: 269 U

Medium
- **PMS:** TBD
- **CMYK:** TBD

- **RGB**: 55.30.79
- **HEX**: #371E4F

- **CMYK**: 85.100.25.13
- **RGB**: 75.40.109
- **HEX**: #4B286D

- **RGB**: 97.56.137
- **HEX:** #613889

Print:
Use TELUS purple for headings, URLs & CTAs.

Digital:
Use TELUS purple for headings, secondary button backgrounds/outlines and chevron links.

Light
- **PMS**: 265
- **CMYK:** 60.75.0.0
- **RGB**:124.83.165
- **HEX:** #7C53A5

Lighter
- **PMS**: 2567
- **CMYK:** 30.45.0.0
- **RGB**: 216.203.229
- **HEX**: #D8CBE5

Lightest
- **PMS**: 2085
- **CMYK**: 10.15.0.0
- **RGB**: 242.239.244
- **HEX**: #F2EFF4

An expanded purple palette can differentiate data or usage:
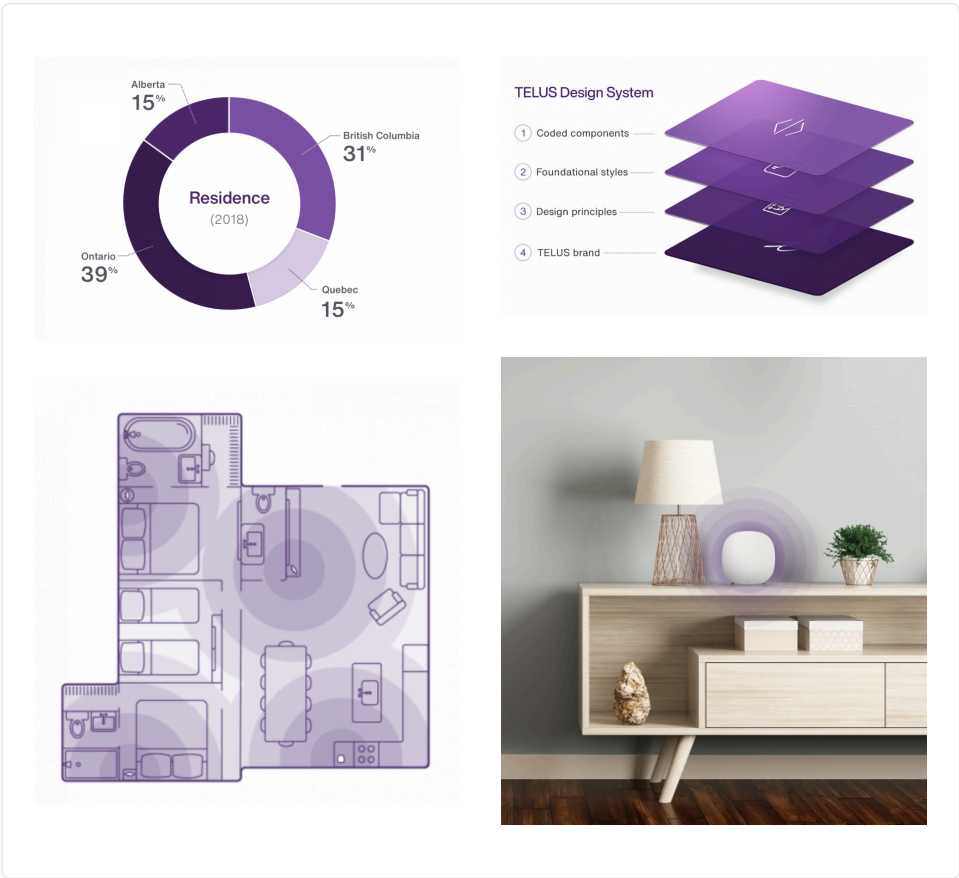
Expanded green palette

Green is recognizably TELUS, but should never overshadow the use of TELUS purple. The expanded palette below is to be used sparingly at a designer's discretion for data visualization, infographics or illustration.

Accessible green has been updated so that it meets accessibility standards on light grey as well as white.

Darkest
- **PMS**: 2427
- **CMYK**: TBD
- **RGB**: 22.62.6
- **HEX**: #163E06

Dark
- **PMS**: 2426
- **CMYK:** 90.0.100.10
- **RGB:** 31.92.9
- **HEX:** #1F5C09

Accessible
- **PMS**: 2424
- **CMYK:** 70.0.100.10
- **RGB:** 43.128.0
- **HEX**: #2B8000

TELUS green

Light

- **PMS**: 376 C
- **PMS**: 376 U
- **CMYK**: 50.0.100.0
- **RGB**: 102.204.0
- **HEX**: #66CC00

- **PMS**: 374
- **CMYK**: 30.0.60.0
- **RGB**: 191.231.151
- **HEX**: #BFE797
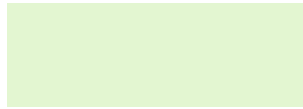
Lighter

- **PMS:** 372
- **CMYK**: 15.0.30.0
- **RGB**: 227.246.209
- **HEX**: #E3F6D1

Lightest

- **PMS**: 7485
- **CMYK**: 8.0.16.0
- **RGB**: 244.249.243
- **HEX**: #F4F9F2

Print: Use TELUS green sparingly for design elements where contrast is needed beyond TELUS purple/grey.

Digital: Use TELUS green for logo and decorative elements (graphs/charts). Not for use when accessibility is an issue. Use Accessible green for links and buttons.

An expanded green palette can differentiate data or usage:
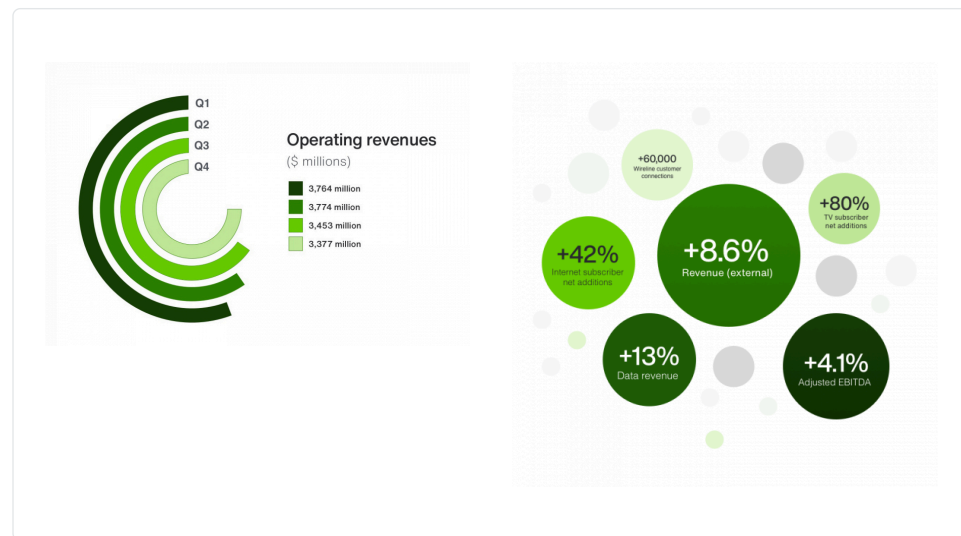
Explore more

Guides

[Brand look and feel](#)

[Creative balance](#)

[TELUS 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

©2025 TELUS