

TELUS Component Library

Colour

Overview

Every part of the UDS (including non-default states) makes use of these palette colour tokens.

UDS manages the use of colour just enough to ensure a high level of consistency across all products and business channels, while also providing flexibility and encouraging creativity.

[Follow the appropriate instructions](#) to add this component in to your app.

Guidance

- Avoid creating additional colours, gradients, or opacities. Every interface using UDS should use the design tokens defined in this palette.
- If you're using colour as a method of feedback or as an indicator of meaning, there should always be an accompanying text label and/or icon to support people with varying levels of colour perception ability.
- Use alternate background colours sparingly to separate blocks of content.
- Don't use notification colours for anything other than their intended use.

Accessibility

Your colour combinations should be accessible to everyone. All colours you use to convey non-redundant information must meet WCAG 2.0 Level AA contrast ratio of at least 4.5:1.

Brand

Colour creates visual impact and distinguishes a brand. It conveys personality, attracts the eye, and indicates change.

The main brand colours are white, purple, and green. White is the most dominant colour in the TELUS palette and should be the foundation of every page. **Purple** and **green** are used to accent white space through buttons, text colour, and links. This refrained use of colour reduces distraction and allows you to direct the customer's attention to things of importance.

White

#ffffff

white

TELUS Purple

#4b286d

purpleTelus

TELUS Green

#66cc00

greenTelus

Accessible Green

#2b8000

greenAccessible

Dark Purple

#3f2a54

purpleDark

TELUS Purple

#4b286d

purpleTelus

Eminence Purple

#613889

purpleEminence

Deluge Purple

#7c53a5

purpleDeluge

Dark fern Green

#163e06

greenDarkFern

San Felix Green

#1f5c09

greenSanFelix

Accessible Green

#2b8000

greenAccessible

TELUS Green

#66cc00

greenTelus

Yellow Green

#bfe797

greenYellow

Tusk Green

#e3f6d1

greenTusk

Panache Green

#f4f9f2

greenPanache

Neutrals

TELUS UDS uses a set of 7 shades of **grey** called "neutrals". These grays have been chosen with a specific intent in mind – see the sections below for their recommended usage. With just a hint of blue undertone, neutrals provide a cooler, more calming feel, taking a step back to allow the brand colours to be more assertive.

Thunder Grey

#2c2e30

greyThunder

Charcoal Grey

#414547

greyCharcoal

Shuttle Grey

#676e73

greyShuttle

Cloud Grey

#b2b9bf

greyCloud

Mystic Grey

#e3e6e8

greyMystic

Athens Grey

#f4f4f7

greyAthens

Alabaster Grey

#fafafa

greyAlabaster

Notification

These colours are reserved to convey specific meaning to customers and are used intentionally throughout TELUS UDS: **red** to imply danger and **amber** for warnings. These guidelines reinforce a customer's mental models that **green** (a predominant brand colour) is to be perceived as positive. Use notification colours sparingly to emphasize the importance of the communication.

When using notification colours to convey meaning, don't assume everyone is perceiving that colour in the same way (see WCAG Success Criterion [1.4.1 Use of Color](#)). Consider the use of messaging and clear iconography to support the communication in a way that's accessible and understandable to everyone. A good example of this is the 'Notification' component.

Dark Red

#c12335

redDark

Red

#e12339

red

Light Red

#fff6f8

redLight

Dark Amber

#b4872c

amberDark

Amber

#faca69

amber

Light Amber

#fff9ee

amberLight

Gradients

Use gradients to draw attention to elements such as price, snipes, or callouts. In digital outputs, you can use gradients to block out content, but use them primarily as backgrounds for text blocks. Don't use gradient backgrounds with lifestyle photography, critters, and nature assets.

Note that **pink** is part of the gradient and is not a standalone colour for design.

Purple Gradient

linear-

gradient(135deg,

#4b286d, 75%,

#e53293)

purple

Green Gradient

linear-

gradient(135deg,

#00784a, 75%,

#66cc00)

green

Brand Gradient

linear-

gradient(135deg,

#4b286d, 75%,

#613889)

brand

Base Gradient

radial-

gradient(44.58%

44.58% at 81.13%

36.79%, #ffffff

0%, #f4f4f7

100%)

base

Neutral Gradient

linear-
gradient(180deg,
#ffffff, #f4f4f7)
neutral

Text

All the colours recommended for text are at least AA rated (when the text is used on a white background). The most commonly used text colours, which are the **darker greys** and **purple**, are actually AAA rated (see WCAG Success Criterion [1.4.6 Contrast enhanced](#)).

TELUS Purple

#4b286d
purpleTelus

Thunder Grey

#2c2e30
greyThunder

Charcoal Grey

#414547
greyCharcoal

Shuttle Grey

#676e73
greyShuttle

White

#ffffff
white

Accessible Green

#2b8000
greenAccessible

Backgrounds

Always pair background colours with **white** text in order to meet the minimum contrast ratio required by WCAG 2.0 AA standards.

White

#ffffff

white

Athens Grey

#f4f4f7

greyAthens

Shuttle Grey

#676e73

greyShuttle

Charcoal Grey

#414547

greyCharcoal

Thunder Grey

#2c2e30

greyThunder

Black

#000000

black

TELUS Purple

#4b286d

purpleTelus

Dark Red

#c12335

redDark

Light Red

#fff6f8

redLight

Light Amber

#fff9ee

amberLight

Panache Green

#f4f9f2

greenPanache

Purple Gradient

linear-

gradient(135deg,

#4b286d, 75%,

#e53293)

purple

TELUS Purple

#4b286d

purpleTelus

Use the **purple** gradient background with offer content and the solid shade with social content.

Border

TELUS Purple

#4b286d

purpleTelus

Shuttle Grey

#676e73

greyShuttle

Cloud Grey

#b2b9bf

greyCloud

Mystic Grey

#e3e6e8

greyMystic

Red

#e12339

red

Amber

#faca69

amber

Purple Gradient

linear-
gradient(135deg,
#4b286d, 75%,
#e53293)
purple

White

#ffffff

white

Icons

TELUS Purple

#4b286d

purpleTelus

Charcoal Grey

#414547

greyCharcoal

Shuttle Grey

#676e73

greyShuttle

Dark Red

#c12335

redDark

Dark Amber

#b4872c

amberDark

Accessible Green

#2b8000

greenAccessible

Opacity

The following “colours” have predetermined colour values combined with opacity.

Opacity values are also available as individual design tokens. However, it's recommended you limit opacity use for these predetermined values to ensure that they're usable and accessible with existing use cases.

Transparent

`rgba(0, 0, 0, 0)`
transparent

Light 97%

`rgba(255, 255, 255, 0.97)`
light97

Light 80%

`rgba(255, 255, 255, 0.8)`
light80

Light 60%

`rgba(255, 255, 255, 0.6)`
light60

Light 40%

`rgba(255, 255, 255, 0.4)`
light40

Light 20%

`rgba(255, 255, 255, 0.2)`
light20

Light 10%

`rgba(255, 255, 255, 0.1)`
light10

Dark 97%

`rgba(0, 0, 0, 0.97)`
dark97

Dark 80%

`rgba(0, 0, 0, 0.8)`
dark80

Dark 60%

`rgba(0, 0, 0, 0.6)`
dark60

Dark 40%

`rgba(0, 0, 0, 0.4)`
dark40

Dark 20%`rgba(0, 0, 0, 0.2)``dark20`**Dark 10%**`rgba(0, 0, 0, 0.1)``dark10`

Other

Darker Red`#560c0c``redDarker`