

# Design Guidelines



# Basics

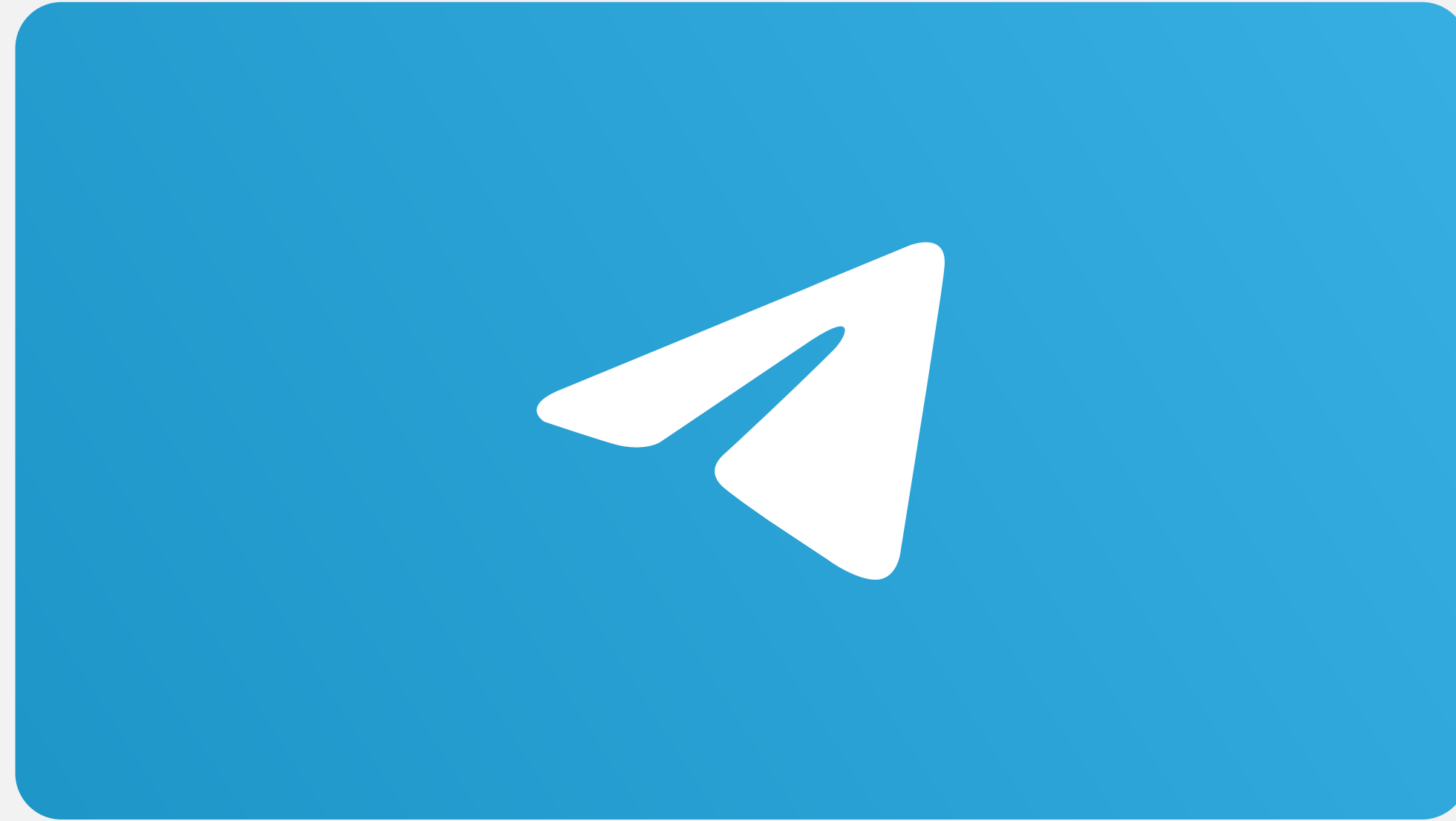
By his nature, the Telegram client can be heavily modified and to distinguish the official clients from the unofficial ones you must not use the original logo as well as the word Telegram as stated into the Telegram API TOS.

This is a community made project under the CC-1.0 License. The Telegram logo is property of Telegram FZ-LLC.



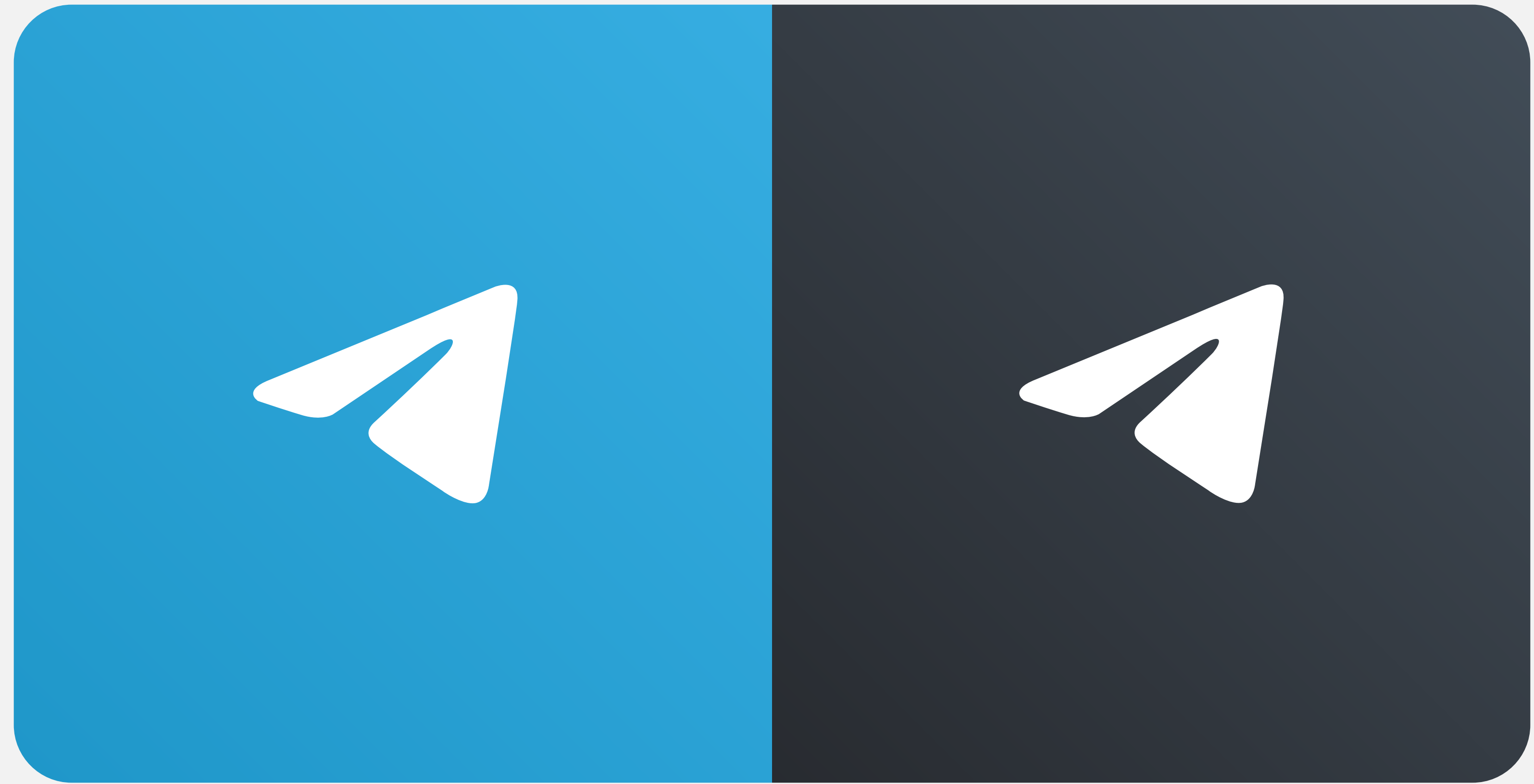
# The logo

This blue color scheme has been in use since 2014, but the alternative version has been around since 2015 as “Challegram” and successively rebranded as “Telegram X” in 2018.



# Colors

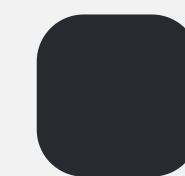
The Telegram logo takes advantage of a gradient that goes from a dark blue, or a white-ned black in the other version, to a bright blue, or grey in the other version.



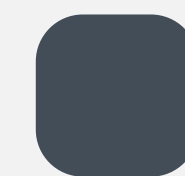
1e96c8



37aee2



1e96c8



37aee2



# Icons

You can use the Telegram logo on your website to give a direct way of contacting you.

A copy of these icons in .png and .svg can be found in the zip that you downloaded with this pdf.

Alternatively you can visit the github page and grab the latest version of the zip:

<https://github.com/casungu/telegramdesign/releases>



Circular Icon



Rounded square Icon



Square Icon



Circular Icon



Rounded square Icon



Square Icon



32 px minimum



32 px minimum



32 px minimum

# Clear space and size

When you use the Telegram logo you need to give at least 150% of space on all sides, so it can be very visible and distinguished among the other elements of the page. Other than that, the minimum size for the logo has to be 32 px on all sides.

