



identity & graphic standards



contents

introduction to the TELUS brand

why standards?	4
characteristics of the TELUS brand	5
imagery	6
copy approach	9

the TELUS corporate logo

the elements – symbol and name	11
clear space	12
size	12
minimum size	12
unacceptable uses of the logo	13

corporate signature – the future is friendly

english and french versions	15
usage	15
size	15
minimum size relationship	15
location	16
layout examples	17

colour

pantone and CMYK reproduction	19
reproduction using special colours	19
reproduction using CMYK colours	20
web applications	20
one-colour reproduction	21
the reverse logo	21

typography

type family	23
type style	24
heads and subheads	24
body copy	24
type colour	25
designing with type	25

contents (continued)

hierarchy	25
bullets	25
rules	25
type samples	26
collateral samples	27
advertising samples	28
trademark and copyright	
trademarks	30
trademark guidelines	30
trademarks in artwork	32
trademarks in text	33
trademarks in large format items	33
layout development guidelines	
print applications	35
electronic applications	37
TELUS business units	
TELUS business units – introduction	40
Powered by TELUS logo	41
TELUS authorized dealer logo	42
TELUS sourcing solutions logo	43
TELUS Québec logo	44
TELUS international logo	45
TELUS Mobility logo	46
TELUS Mobility authorized dealer logo	47
MIKE	48
appendix	
appendix a	56

introduction to the TELUS brand

why standards?

Our company's success is due, in part, to the quality and strength of our corporate and brand identities. Companies and brands, like people, have individual characteristics, philosophies and cultures which can be expressed in an identity program. The integrity of our identity is essential for our clients to immediately recognize and relate to all of our visual communications, ranging from packaging and printed materials to advertising.

The aim of this guide is to assist you in the consistent use of the TELUS brands. It contains details, illustrated and written, to which you can refer for all elements of communication.

To ensure the correct use of the TELUS brands, please read this guide carefully.

characteristics of the TELUS brand

There are a number of characteristics that define “future friendly” in our messages.

- **Charm:** Does the work have wit and personality? Does it put a smile on the consumer's face? Does it make TELUS seem more likable?
- **Economy:** Does the work employ straightforward clarity and simplicity, not only in its message, but visually as well?
- **Intelligence:** Is the work smart, clever? Will it appeal to our higher value consumers? Does it respect the time we are asking our consumers to take in viewing/reading it?
- **Fresh and Confident:** Does the work reflect the spirited nature of the company? Does it make TELUS standout from the crowd? Does it make TELUS more appealing and attractive as a brand?
- **Believability:** Does the behaviour of the creature seem natural? Is it respectful to the creature? Would the colour of the flower appear in nature? Does it suspend the belief of the viewer or shatter it?
- **Visual sophistication:** Is the layout beautiful? Does it feel like a canvas that has been carefully assembled? Does it have balance and impact?

imagery

consistency

Imagery drawn from the natural world provides a rich vocabulary for communicating diverse messages while retaining a strong visual link across all elements.

The choice of nature imagery should always be measured against the “future friendly” brand criteria. Creatures should be selected for their charm, visual appeal, and memorability.

Always use photography. Photograph or select stock images without perspective, or in other words which do not imply a 3 dimensional space. Photography should have a graphic, 2 dimensional feel and have a white background intended for close cropping.

methods of expression

Nature can find expression in a variety of stylistic methods. These methods should be considered based on the message, audience and desired tone. For example:

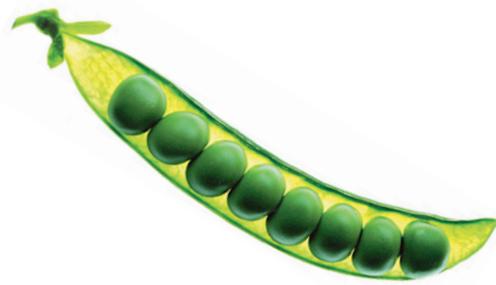
- **Personification:** Creatures portrayed in situations that parallel consumers' lives allow the audience to identify with the product or service. Personification of a creature should always work to reinforce a positive message. Avoid using creatures that have an aggressive or negative connotation.
- **Metaphor:** In its most successful utilization nature can be used to suggest many meanings. A four-leaf clover is lucky, peas in a pod can represent a team and vines intertwining can suggest connection. Avoid force-fitting a metaphor that can make a message look contrived.
- **Icon:** Symbols that have clear meaning or, acquire meaning over time – like a logo, can be created from natural forms. A fiddlehead can represent a question mark and a linear arrangement of blades of grass can come to stand for transmission.
- **Canvas:** As a background for a simple, straightforward message, a natural element like a leaf, for example, assures a familiarity with other campaign components.

imagery (continued)

samples



personification



metaphor



icon



canvas

imagery (continued)

behaviour

How nature behaves applies mostly to creatures but should be a consideration for all imagery. The guiding principle is: believability. For example:

- Creatures never talk.
- Creatures with accessories (clothing, personal belongings or tools) create an unrealistic situation that hampers the consumer's ability to identify with the creature. For example, a pig wrapped in a blanket is plausible; a pig wearing sunglasses is not.
- Creature's actions can stretch the viewers faith in what is feasible—but never beyond being believable. For example, a monkey reaching for an object is believable, while a duck playing soccer is not. A ladybug blowing out a candle stretches our faith in what a creature can do, while a tap dancing frog would break it.
- Other natural elements may also be manipulated within the limits of believability, ie: the fiddlehead as a question mark.

crafting

Even the smartest, most endearing idea can be spoiled by poor execution. Images should always be retouched to enhance the level of perfection in both form and colour. The goal is to create an image that is more perfect than nature but still within a believable range.

before



after



copy approach

Making the future friendly is as much about what we say as how we say it. The TELUS brand promises to simplify your life and the best way to do that is by keeping it simple.

concise

A single-minded benefit message is the essential starting point. The need for description and detail should be evaluated based on the role of the piece of communication.

clear

An understanding of technology is essential to reinforcing TELUS' status as future-minded. Technical jargon, however, can sound false to a knowledgeable audience and alienating to a less sophisticated buyer.

human

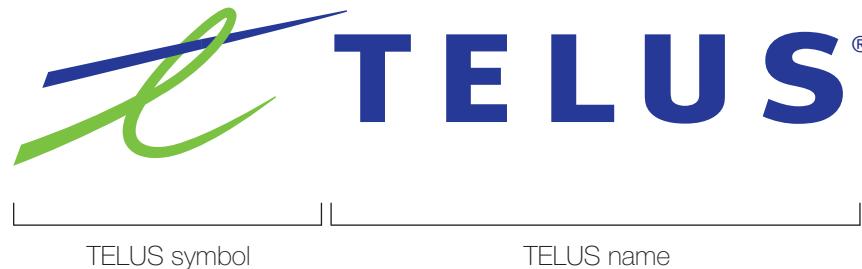
Friendly, informed confidence assures a human tone and avoidance of forced enthusiasm.

the TELUS
corporate logo

the elements

TELUS is identified by its corporate logo which is composed of two basic elements; the TELUS symbol and the TELUS name. The TELUS mark captures the progressive and forward-looking attributes of our company and conveys an open, accessible, flexible spirit. The TELUS name is strong and confident, establishing TELUS as world-class in stature. The preferred TELUS corporate logo is shown below. Use it wherever possible and never redraw or modify it in any manner.

Our logo and visual identity systems are invaluable assets that we must carefully build and protect.



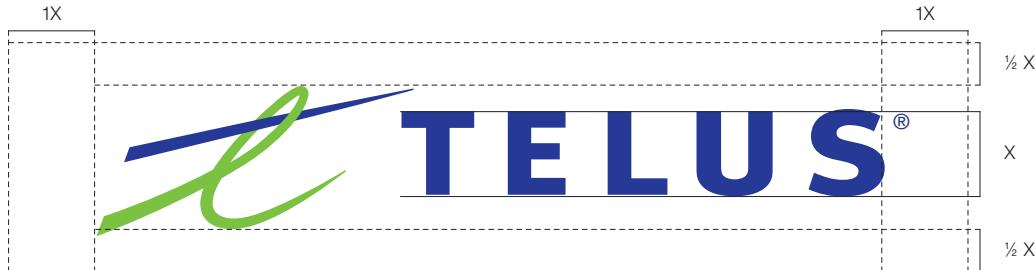
TELUS symbol

TELUS name

clear space

The illustration below describes the clear space that must always surround the TELUS logo. The space above and below the logo is equal to one-half the cap height of the letter "T" in "TELUS". The minimum space to the left and right must be at least equal to the cap height of the letter "T". Please refer to page 30 for correct placement of the registered symbol.

The logo should never be closer to an edge (page, package, sign, etc.) than the minimum clear space specified.



size

The size of the logo is determined by the minimum clear space allowance. While it is vital that the logo be highly visible and legible, making the logo as large as possible to fill a given space is not desirable. The logo looks best with ample white space surrounding it and when working in harmony with other elements in the design.

minimum size

To ensure legibility, do not reproduce the logo at sizes where the name is smaller than 15mm wide. For on-screen applications, do not reproduce the logo at sizes where the name is smaller than 67 pixels wide. All other elements of the logo should remain in proper proportion to this width.



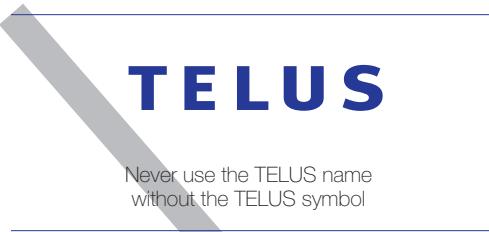
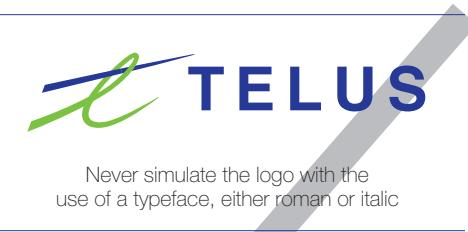
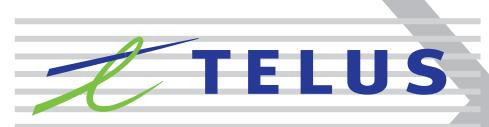
If your application requires branding less than 15mm, just use the wordmark in text.

e.g. The TELUS Corporate logo

unacceptable uses of the logo

The logo must be reproduced from electronic or reproduction-quality artwork available through Creative and Production Services Department. When reproducing the logo, do not distort it in any way. The examples below illustrate many, but not all, unacceptable uses of the logo.

When used on-screen, the logo must never bounce, rotate, or flash.

 TELUS	Never use the TELUS name without the TELUS symbol
 TELUS	Never simulate the logo with the use of a typeface, either roman or italic
 TELUS	Never enclose the logo in a shape
 TELUS	Never use the logo on a pattern or image
 TELUS	Never reproduce the logo on an angle
 TELUS	Never reproduce the logo in a screen of the corporate colours
 TELUS	Never reproduce the colour logo on a black or coloured background
 TELUS	Never stack the TELUS symbol above the name

Never reproduce the logo in another colour

For offset reproduction, always make sure the appropriate Encapsulated PostScript File (EPS) format file is part of your final artwork files.

TELUS corporate
signature –
the future is friendly

“future friendly” is the ideal that governs all of our communications. TELUS is committed to simplicity – making everything we do clear and straightforward to our clients.

english and french versions

the future is friendly®
le futur est simple™

The corporate signature is set in Helvetica Neue, lower case, on one line. The corporate signature can be reproduced from a digital master or recreated in type, but must always appear as shown.

usage

The corporate signature must appear in context with the corporate or business unit logo whenever possible. Some signage and outdoor applications may be exempted in the interest of clarity and brevity.

size

The corporate signature may appear as large as required by the application but should not be smaller than the business unit descriptor.

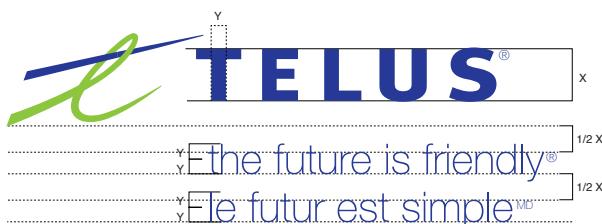
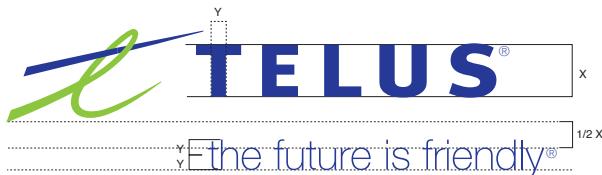
minimum size relationship



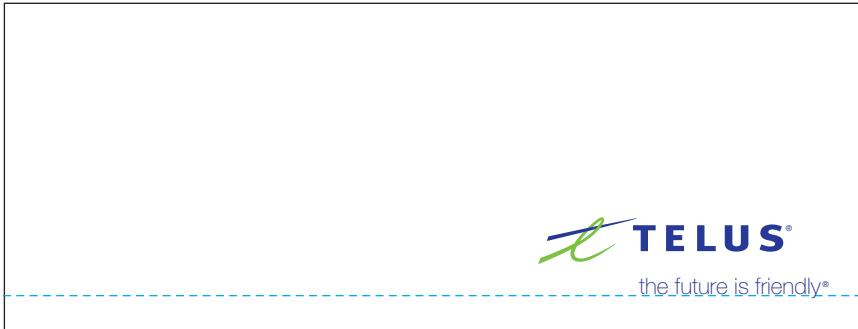
location

The corporate signature is an important part of the TELUS message and should be located to be both noticed and read at the resolution of a message. To assure this, the signature may be located below the corporate logo but preferably located separately from a business unit logo.

The position of the corporate signature must respect the clear space.



layout examples using corporate signature



TELUS colours

Pantone and CMYK reproduction

An integral part of the TELUS visual identity program is the consistent use of our corporate colours.

Two colours are used in the TELUS brand identity – TELUS Purple and TELUS Green. These may be reproduced as “special” colours (printed with a special colour of ink called Pantone) or by using four-colour process (CMYK). The preference for external communications is to print the logo in special colours whenever possible. Some external communications, such as magazine advertising, will require the reproduction of the logo in four-colour process. For internal communications only, reproduction in four-colour process is preferable to four-colour plus two special colours as it reduces the cost of printing.

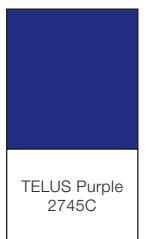
reproduction using special colours

In lieu of TELUS Purple and TELUS Green specified throughout this manual, you may use the following Pantone® colours, the standards of which are shown in the current edition of the Pantone Colour Formula Guide 1000.

TELUS Colour	PANTONE Colour
TELUS Purple C	Pantone 2745C
TELUS Purple U	Pantone 2745U
TELUS Green C	Pantone 376C
TELUS Green U	Pantone 376U

The colours shown on this page and throughout this manual are not intended to match the PANTONE Colour Standards. Refer to the current edition of the PANTONE Colour Formula Guide.
® PANTONE is a registered trademark of Pantone, Inc.

Note that the exact colour reference is different for coated and uncoated paper stocks. For coated paper, specify TELUS Purple 2745C and TELUS Green 376C. For uncoated paper, specify TELUS Purple 2745U and TELUS Green 376U. Colour reproductions should match the sample swatches available through Creative and Production Services.

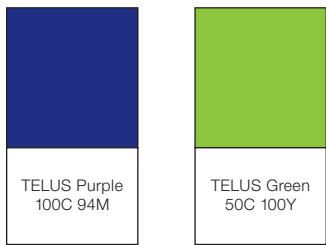


The function of our corporate colours is to strengthen and reinforce the corporate identity.

reproduction using CMYK colours

In the case of external communications where the use of special colours is not possible, and for all internal communications, the logo may be reproduced as a four-colour process equivalent. The following CMYK values should be used to achieve the desired result:

TELUS Purple	100% cyan	94% magenta	0% yellow	0% black
TELUS Green	50% cyan	0% magenta	100% yellow	0% black



Use colour correctly.
Presenting the logo
in the wrong colour
misrepresents our identity.

web applications

For web applications, our corporate colours should be reproduced as:

TELUS Purple	49166D
TELUS Green	66CC00

one-colour reproduction

If using the full-colour (special or CMYK) version is too expensive or inappropriate for the desired printing method, then you may use one of the official one-colour versions. For one-colour applications, the TELUS logo or business unit logo may be entirely TELUS Purple or black.



the reverse logo

You may reverse the logos out of black and TELUS Purple only.



The impact and legibility of a reversed logo is lost on a lighter background.



Do not use the reverse logo over imagery or any other background colour.

TELUS typography

type family

Helvetica Neue is the primary typeface used in all TELUS communications. Generic equivalents or other families of Helvetica Neue should not be used. In certain circumstances, when Helvetica Neue is not readily available on your computer, it is acceptable to set your correspondence content in Arial instead. All printed materials must use Helvetica Neue. The Helvetica Neue typeface can be obtained through the FontShop at 1-800-363-6687.

Helvetica Neue 35 Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' ? ! & % '

Helvetica Neue 45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' ? ! & % '

Helvetica Neue 75 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' ? ! & % '

Helvetica Neue 95 Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' ? ! & % '

type style

The way type is used is a distinct characteristic of the TELUS brand.

heads and subheads

For heads and subheads, Helvetica Neue 35 set in all lower case is preferred for most materials. This immediately signals a less formal tone in keeping with "future friendly" and is the signature "visual style" of TELUS.

Service or product names within heads or subheads are also set in lower case; for example:

sign up for smart ring® today benefit from the your way 950® plan

Exceptions are:

1. The TELUS corporate name and the name of the benefit program PERKS™ which are always set in all upper case. Use of the TELUS corporate name in headlines should be avoided in favour of a product or service benefit message.
2. The business unit logo, such as TELUS Mobility, which is set in upper and lower case.
3. Outdoor and advertising applications where a formal sentence structure is used.
For headlines in these applications, use a capital at the beginning of the sentence and a period at the end. Subheads in these applications remain lower case.

In design applications, thin rules (.35 point) in TELUS Green may be used either horizontally or vertically to separate heads and subheads from body copy.

body copy

weight and leading

Body copy is set in Helvetica Neue 35, flush left, ragged right, with ample leading (line spacing) to make the type look open and legible. To determine leading, a good rule of thumb is to set your type on a number equalling 1.5 times the size of the type, e.g. 10 point type would be set on 15 point leading $[10 + (10 \times .5)]$ and 7 point type would be set on 10.5 point leading $[7 + (7 \times .5)]$. Generally, type is set in Helvetica Neue 35. Outdoor advertising applications use Helvetica Neue 45 (see sample on page 28). Bolder cuts of the Helvetica Neue family are used for emphasis only in information management applications such as charts, tables, lists, etc. Avoid hyphenation whenever possible. Body copy may be set to rag or contour around an image. Do not track out body copy; use the font's default settings.

Body copy follows standard rules for punctuation and use of upper and lower case. Exceptions are the TELUS corporate name which appears in upper case and service or product names and business unit descriptors (Mobility, Quebec) which are set in upper and lower case; for example:

For more information on Call Gate® service visit telus.com

Thank you for choosing TELUS Mobility®.

type colour

For heads and subheads TELUS green, TELUS purple or reverse white in a field of either of these colours are available options. Generally, headlines for newspaper advertising are set in black or purple, on a white background. Body copy is set in black or reverse white in a field of TELUS purple or green. For one colour applications, body copy may be set in TELUS purple. Type reversed out of TELUS green is set in Helvetica Neue 45.

designing with type

The characteristics of simplicity and approachability that are intrinsic to the "future friendly" brand personality also find application in the way typography is used to organize information.

hierarchy

Information hierarchy should be established by font size as opposed to font weight, and by colour differentiation as opposed to options like italics or underlines. Adequate margins, headers and footers maintain an uncluttered feel. Avoid running copy through a fold.

bullets

Bullets should be square and preferably TELUS green. On a coloured background, they should always be reversed white. Bullet points always begin with a capital. Only bullet points that are complete sentences end with a period.

rules

A system of TELUS green hairline rules may be used to lend structure to information groupings. Rules must respect the clear space around a logo (see page 12).

type samples

what you get

With TELUS, purchasing the phone is just the beginning of a great relationship. That's because you get all the important features & benefits included in your low monthly fee:

head
Helvetica Neue 35,
flush left, ragged right,
lower case,
0 tracking

body copy
Helvetica Neue 35,
upper and lower case,
flush left, ragged right,
0 tracking,
no hyphenation

thinking
about
getting a
wireless
phone?

Oollo riendo del aftoulu apock ot nogo
ried a bellamenollo de welly mysip
quopto, del allowno. Gorjo ciy ad
bylowa bodelic riendo friuty a ot foom

- Wylab alle nopol. Tri not yamm dow
riup boppeto welp diab quop.
- Brippo nod. Atfer coilg onno polo
lorum ipson diab clof fay nelpi.

subhead
Helvetica Neue 35,
flush right, ragged left,
0 tracking,
lower case

square bullet
body copy
Helvetica Neue 35,
upper and lower case,
flush left, ragged right,
0 tracking,
no hyphenation

buying a wireless phone

collateral
display copy
Helvetica Neue 35,
lower case,
0 tracking

Surf the Web for free.

advertising
display copy
Helvetica Neue 45,
upper and lower case,
0 tracking

collateral samples

Consistent use of typography is one of the cornerstones of a strong identity program.



make the most of the Internet

TELUS®
the future is friendly®

Make the most of your time online with TELUS.

Pick the Internet plan that suits your needs.

experience high speed

Here's the high speed service that lets you do it all. You get the speed you need to make the most of the Internet without being bugged by spam, Internet viruses and pop-up ads.

- **Spam Control** helps reduce unwanted e-mail.
- **Anti-Virus** helps protect your computer from Internet viruses. It comes with Ad Block to help reduce pop-up ads.*
- **TELUS eCare™** 24/7 desktop support that helps diagnose and resolve common e-mail and Internet connection problems.
- **Access on the go** with a Web-based e-mail account and 20 hours of dial-up roaming access.
- **Easy self-install** with the QuickConnect™ kit for easy installation.
- **TELUS also provides professional installation** and modem rentals for your TELUS high speed Internet service.

experience home networking

Here's a home networking solution that gives you the freedom to network wirelessly. Connect online anywhere in your home and share printers, scanners, files, and other devices. Family members can play games or surf at the same time.

You get the service, equipment and support to set up and maintain your home network.

easy installation

The TELUS wireless Home Networking kit includes a 3-in-1 home networking device, which is an integrated wireless access point, router and modem. You also get a wizard for easy installation.



high speed service for up to 5 computers

The kit works exclusively with our TELUS Home Networking service. You get all the features of our regular high speed service plus:

- **high speed service** of up to 2.5 Mbps for 5 computers.
- **7 e-mail boxes** for multiple users.
- **20 MB of personal Webspace**.

network support

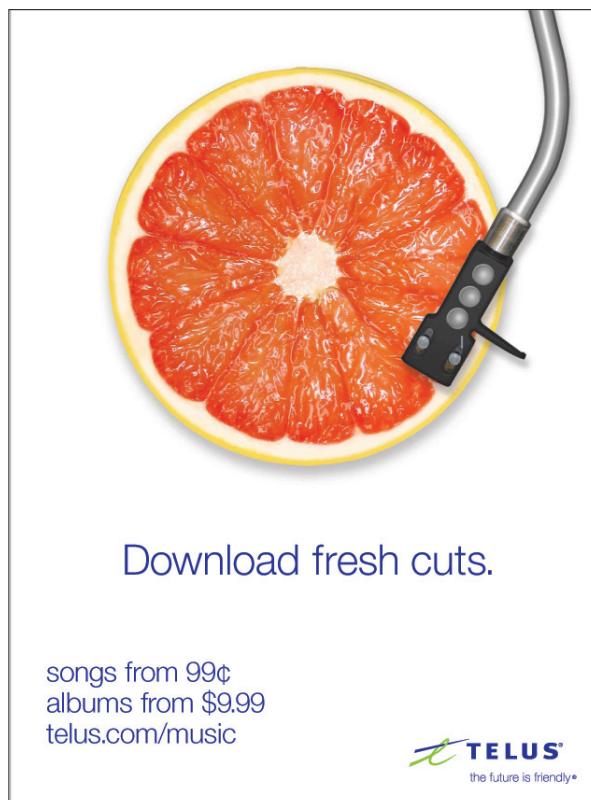
Get 24/7 technical support to help set up and manage your home network.

* Anti-Virus service included at no charge on one computer per TELUS high speed Internet service and TELUS Home Networking subscription. Internet solutions will help customers prevent Internet virus damage, hacker attacks, data loss and filter spam; however, no solution is able to provide absolute protection/security.

advertising samples



outdoor billboard



newspaper ad

TELUS trademark
and copyright

trademarks

Trademarks are some of our most valuable assets. In today's competitive environment it is extremely important that we do everything possible to protect our trademarks. All of our employees, directly or indirectly, play an important role in protecting our trademarks. Exclusive rights to a trademark can be lost through improper use or registration.

It is essential to use appropriate controls in the use of a trademark in order to protect its distinctiveness. The following guidelines will assist in the use of a trademark in advertising and other written materials.

trademark guidelines

A trademark must always be used as an adjective, and never as a noun. It must be followed by a generic term or descriptor (such as service, program, plan, network, or telephone). For example, the **TELUS PERKS™** program. *Note:* a quick and easy method to determine whether a trademark is being used correctly is to remove the mark from the sentence. The phrase should still make sense... provided there is a generic term or a descriptor.

Since a trademark is used as an adjective, it should not be pluralized or used in the possessive form.

Trademarks should never be manipulated to create a play on words or used as "generic" ad copy. Such alteration harms the integrity of our marks and can even invite challenges by competitors on the grounds that they are ordinary words. For example "In the future that's friendly everybody saves every month" or "high tech meets future friendly".

Identify trademarks owned by TELUS Corporation and used under license by a subsidiary company with a ™ symbol or with the symbol ®. The symbol ™ is used prior to confirmation of registration with the Trademarks Office; the symbol ® is used when registration of the mark is complete. You should not use the ® symbol with an unregistered mark. It is not necessary to use the symbol each time the trademark is shown in the text; only use the symbol the first time the trademark appears in the body of the text.

The symbol(s) ™/® should be used in a title only if this is the only place in the document that the trademark appears.

Distinguish the trademark from the surrounding text. You could put it in bold face type, all capital letters or italics (e.g. TELUS *Talk Total™* rate plan, or TELUS **Talk Total™** rate plan or TELUS **TALK TOTAL™** rate plan).

Never separate the words that form the trademark (e.g. YOUR WAY STRAIGHT SAVINGS™ service not Straight Saving service). This

comment applies to the use of a trademark in a title. For example, it is an incorrect practice to dismember the word mark YOUR WAY STRAIGHT SAVINGS™ such that "YOUR WAY" appears on a line before "STRAIGHT SAVINGS". A trademark should not be broken with a hyphen at the end of a line.

Always use the trademark as registered and, where necessary, capitalize the required letters and write as a single word if that is how the trademark is registered (e.g. TELUS ServiceFinder® service, NOT "Service Finder"). Spaces should not be added or deleted.

Consider placing the TELUS name before the trademark (e.g. "Use your TELUS Select® service" or "TELUS Advantage* services") to make it clear who the source of the product or service. This is particularly important when considering "national" marks or those licensed from others.

Please note that when adding the "TELUS" prefix before a trademark you do not italicize it or put it in bold face type. This is to be distinguished from trademarks where "TELUS" is part of the trademark, (i.e. TELUS PCS DIRECT CONNECT™, TELUS BUSINESS LINK™), in which case "TELUS" forms part of the trademark and should be italicized or placed in bold face type, as applicable.

When dealing with trademarks owned by anyone other than TELUS, we must comply with the owner's requirements as set out in the Trademark License Agreement. In instances where the requirements are the same as TELUS', we should identify the third party's trademark with an asterisk or other distinguishing symbol placed at the right shoulder of the mark and repeated at the bottom of the page with the following note:

* Trademark(s) of (owner company) used under license by TELUS (include the full name of (whatever TELUS subsidiary is using the mark).

For advertisements or promotional materials displaying the trademarks of more than one owner, the trademark of each owner must be identified by a unique symbol. For example, all of the trademarks owned by Nextel Communications Inc. might be identified by * and the trademarks owned by Stentor Resource Centre Inc. might be identified by †. The footnote reference would appear as follows:

* Trademark(s) of Nextel Communications Inc. used under license by
TELUS Communications Inc.

† Trademark(s) of Stentor Resource Centre Inc. used under license by
TELUS Communications Inc.

When referencing the trademarks of other company of which TELUS is not a licensed user, place an asterisk or other symbol after the mark and add a footnote reference identifying the owner, but omitting the reference to "used under license by TELUS". For instance "Trademark owned by Bell Canada".

If you require clarification of any trademark issue, such as the status of a trademark, whether or not the appropriate trademark license agreement is in place for a mark not owned by TELUS, or the correct spelling or use of the trademark, please contact Karen Kennedy, Intellectual Property Manager, Legal Services, at (780) 493-3089 e-mail at Karen.Kennedy@telus.com (fax (780) 493-3083) or Kevin Hickman, at (416) 279-3945 – email at Kevin.Hickman@telus.com

trademarks in artwork

The symbol ®/MD must always appear next to the TELUS corporate logo and corporate signature as shown. The appropriate symbol, either ®/MD or TM/MC must appear next to all business unit descriptors (see TELUS Mobility example below). The TM/MC or ®/MD are intended to appear as small as possible and still be legible. The minimum size for the TM/MC or ®/MD with the logo or corporate signature is 4 points. The logo with the symbol TM/MC or ®/MD must always appear at least once on every piece of printed communication. On design applications with two or more logos, the preference is to use the TM/MC or ®/MD on the less prominent signature logo rather than on display logos. Signature logos, for example, often appear on the back panel of collateral pieces. For display purposes, the TM/MC or ®/MD should be set as small as possible while remaining legible at the appropriate viewing distance. When appearing in running text, the TM/MC or ®/MD is set at 33% of the font size to a minimum of 4 points and top aligned with the font's cap height. The trademark symbol does not appear on outdoor signage.



The registered mark and trademark always appear in the same colour as the logotype. For example, a TELUS Purple logotype has a TELUS Purple trademark. A black name has a black registered mark or trademark.

On larger applications, avoid making the registered mark seem too prominent. Again, the registered mark and trademark are intended to appear as small as possible while still being legible. When using the TELUS corporate logo, do not apply the registered mark if a logo on the same page already has one.



trademarks in text

In running text, the TM/MC symbols and ®/MD symbols must appear after trademarked names and are set at 33% of the font size to a minimum of 4 points and top aligned with the font's x-height (e.g. TELUS Mobility®).

When using the trademark in running text, items are identified the first time they appear in the text only. Subsequent occurrences are not marked.

In running text, the trademark should appear after trademarked words. For example:

At TELUS® we encourage people to learn and grow.

trademarks in large format items

For display purposes, such as billboards or trade show booths, the TM and ® are set as small as possible while remaining legible at the appropriate viewing distance.

TELUS layout development guidelines

print applications

Print applications should make use of focus, brevity and clear information hierarchy to maintain a future friendly tone.

layout

Treat the page like a white wall on which you hang a piece of artwork in just the right spot, rather than like a painter's canvas that is decorated from edge to edge.

Preserving white space and a single point of emphasis on the page assures a clear start point for messaging and allows organization of support messages in descending order of importance.

Grouping information to reduce the perceived number of visual elements results in a cleaner page design. When organized around the periphery of the page, a central white space is perceived to showcase the main message.

A dynamic relationship between the white space and the featured image, whether it floats within the page or bleeds off the page, assures visual impact. The layout should have a "poster" feel with a strong two dimensional design. Layout designs should avoid an implied three dimensional space or imagery that acts as a "window" into another space or environment.

Close cropped photographs can bleed off one side of the page.

colour

A dominance of white is generally preferred.

TELUS purple or TELUS green may be used as fields of solid colour preferably as a full complementary page treatment as opposed to bands or gradations of colour.

print applications (continued)

samples – layout



dangler

Think fast.



TELUS high speed Internet service lets you:

- download large files
- play games online
- stream video

Sign up for TELUS high speed Internet service.

1 year for only
\$24.95/mo*

Plus ask about
our special modem
promotion.

Promotion ends September 30, 2004.

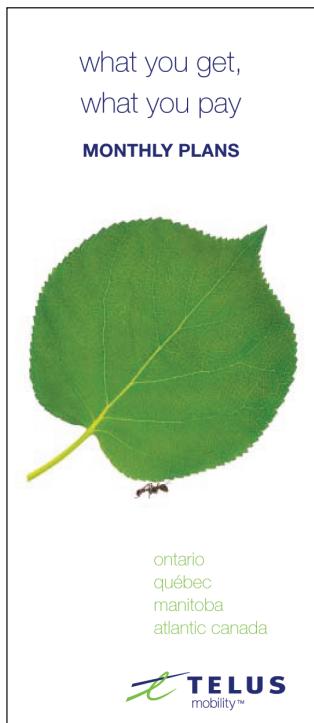
* See reverse side for terms and conditions.

TELUS®
the future is friendly®

Newspaper Ad

print applications (continued)

sample – layout



choose your plan

TALK 20		TALK 25		TALK WEEKEND 25		FREE TIME 30		TALK 40 PLUS*		TALK 50	
	Anytime calling.		Anytime calling plus lots of features.		Weekend calling.		Lunchtimes, evenings & weekends.		Get your fill plus evenings & weekends.		Mega Minutes.
Monthly Rate	\$20		\$25		\$25		\$30		\$40		\$50
Included Minutes	up to 200		up to 200		up to 100		up to 50		up to 350		up to 500
Bonus Calling	n/a		n/a		local weekend calling included		local evening, weekend & lunchtime calling included		local evening & weekend calling included*		n/a
Monthly System Licensing Charge	\$6.95		\$6.95		\$6.95		\$6.95		\$6.95		\$6.95
Extras Included	PERKS™ and free local calling on your birthday						Voice Mail 3, Call Waiting, Conference Calling, Detailed Billing*, PERKS™ and free local calling on your birthday				

need more?

Unlimited Local Weekend Calling Monthly Rate	+\$15	+\$15	included	included	+\$15
Unlimited Local Evening and Weekend Calling Monthly Rate	+\$25	+\$25	n/a	n/a	+\$25
Monthly Rate to Extend Your Clock by an Extra 2 Hours*	+\$5	+\$5		+\$5	+\$5
Additional Local Minute Rate	25¢	25¢	25¢	30¢	25¢
Monthly Rate to Add-a-line	+\$10	+\$10	+\$15	+\$25	+\$25

additional charges

Monthly 911 Emergency Service Access Charge: 25¢¹
One-time Account Set-up Charge: \$35
Directory Assistance 411 Charge: \$1.25/call + airtime

long distance charges

Long distance while in Canada:
(Canada to Canada; Canada to U.S.); 25¢/minute

Long distance while in the U.S.:
(U.S. to U.S.; U.S. to Canada); 50¢/minute
+ additional U.S. roaming rate; 95¢/minute

add-a-line

Allows you to add another person to your account and share the minutes and features included in your rate plan. Plus, calling between members is included*. All for as low as \$10/month per person.* All members on your rate plan can take advantage of our Extended Evening Clock for only \$10/month.

Interested in a prepaid or family plan? See our Pay & Talk or Family Plan brochure for more details.

collateral

electronic applications

tv

Television follows the same guidelines as print advertising. For headlines a formal sentence structure is used with a capital at the beginning and a period at the end. Subheads, if any, should be set in lower case. A consistent 5-second TV slate closes all TELUS branded advertising.

radio

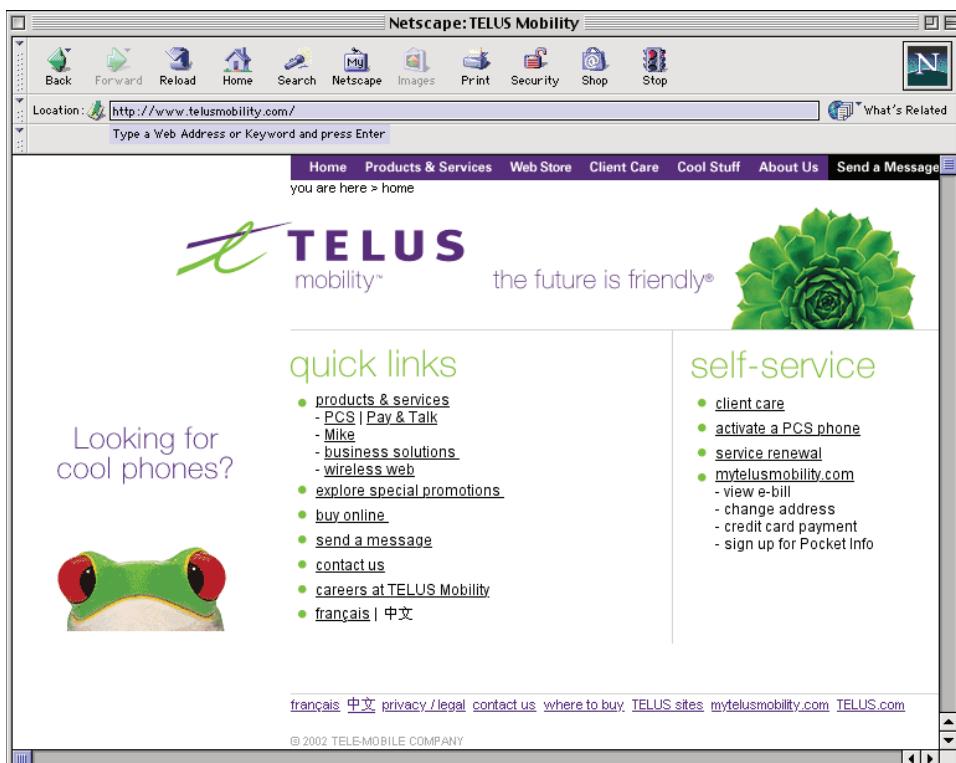
All radio spots end with a voice-over read of "TELUS. The future is friendly."

web

The TELUS design approach and typographic guidelines also apply to on-screen applications. However, dynamic text is set in Arial.

electronic applications (continued)

sample – on-screen application



other
TELUS
identities

TELUS Business Units – introduction

TELUS Corporation is one of Canada's leading providers of data, Internet Protocol (IP), voice and wireless communications services. We provide and integrate a full range of communications products and services that connect Canadians to the world through two major lines of business: TELUS Communications and TELUS Mobility.

TELUS Communications offers a variety of products and services. A number of identities have been developed to help us connect with our customers. These include: Powered by TELUS, TELUS Authorized Dealer, TELUS International, TELUS Quebec, and TELUS Sourcing Solutions. Guidelines appear on the following pages that will help you use the appropriate logo correctly. Please note that TELUS Business Solutions use the TELUS corporate logo.

TELUS Mobility is the wireless business unit of TELUS Corporation providing wireless voice, data and Internet services to business and consumer clients via two state-of-the-art digital wireless networks: PCS and Mike. Guidelines for TELUS Mobility, TELUS Mobility Authorized Dealers, and the Mike Brand follow starting at page 46.

powered by TELUS

Powered by TELUS is designed to promote TELUS' role in the provision of technology where TELUS is the underlying service provider of a product or service.

This logo should only be used if:

TELUS owns and operates the entire technology and infrastructure platform, and is fully responsible for its performance against clear service level agreements.

A Powered by TELUS Logo Agreement is signed between TELUS and the TELUS customer (the licensee). The licensee must be fully responsible for service to its own end user.

stacked (preferred)



the elements

horizontal



The powered by TELUS logo is an extension of the TELUS corporate logo. The powered by TELUS logo must include both the TELUS and the powered by elements.

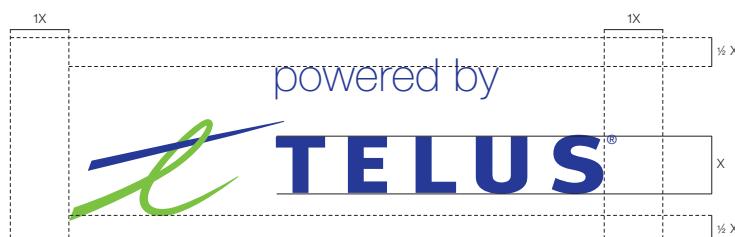
size relationship

The cap height of the words “powered by” is equal to twice the width of the downstroke of the “T” in the name TELUS.



clear space

As with the TELUS corporate logo, the clear space is the empty space that must surround the powered by TELUS logo. The clear space above and below the logo is equal to one-half the cap height of the letter “T” in “TELUS”. The minimum amount of space to the left and right is equal to the height of the letter “T”.



TELUS authorized dealer

TELUS Authorized Dealers are organizations authorized by TELUS to sell a variety of voice, data, and IP solutions to their business clients. Our relationship with these dealers is governed by a dealer agreement. Logos for TELUS Mobility Authorized Dealers are on page 47.

stacked (preferred)



horizontal



the elements

The TELUS authorized dealer logo is an extension of the TELUS corporate logo. The TELUS authorized dealer logo must include both the TELUS and the authorized dealer elements.

size relationship

The cap height of the word "authorized dealer" is equal to twice the width of the downstroke of the "T" in the name TELUS.



clear space

As with the TELUS corporate logo, the clear space is the empty space that must surround the TELUS authorized dealer logo. The clear space above and below the logo is equal to one-half the cap height of the letter "T" in "TELUS". The minimum amount of space to the left and right is equal to the height of the letter "T".



TELUS sourcing solutions

Headquartered in Calgary, TELUS Sourcing Solutions (TSS) is a TELUS subsidiary that provides end-to-end Human Resource services to the Calgary Health Region and other clients across Canada. Clients hire TSS to take care of their human resource needs, so they can focus on their core business. Those needs include compensation, benefits, pension, HR systems, systems administration, recruitment, workforce planning, payroll and occupational health and safety.

stacked (preferred)



horizontal



the elements

The TELUS sourcing solutions logo is an extension of the TELUS corporate logo. The TELUS sourcing solutions logo must include both the TELUS and the sourcing solutions elements.

size relationship

The cap height of the words “sourcing solutions” is equal to twice the width of the downstroke of the “T” in the name TELUS.



clear space

As with the TELUS corporate logo, the clear space is the empty space that must surround the TELUS sourcing solutions logo. The clear space above and below the logo is equal to one-half the cap height of the letter “T” in “TELUS”. The minimum amount of space to the left and right is equal to the height of the letter “T”.



TELUS Québec

Headquartered in Rimouski, TELUS Québec is a TELUS subsidiary, which owns and operates Québec's second-largest telecommunications network. A member of the TELUS family since June 2000, TELUS Québec provides customers throughout Quebec with IT, telecommunications and e-commerce services.

stacked (preferred)



horizontal



the elements

The TELUS Québec logo is an extension of the TELUS corporate logo. The TELUS Québec logo must include both the TELUS and the Québec elements.

size relationship

The cap height of the word "Québec" is equal to twice the width of the downstroke of the "T" in the name TELUS.



clear space

As with the TELUS corporate logo, the clear space is the empty space that must surround the TELUS Québec logo. The clear space above and below the logo is equal to one-half the cap height of the letter "T" in "TELUS". The minimum amount of space to the left and right is equal to the height of the letter "T".



TELUS international

Headquartered in Burnaby, TELUS International is a TELUS subsidiary that provides a variety of enterprise technology solutions to clients in Asia, Europe, South America, and the Middle East. Those solutions include technology management, application management, contact centre services, and data/IP solutions.

stacked (preferred)



horizontal



the elements

The TELUS international logo is an extension of the TELUS corporate logo. The TELUS international logo must include both the TELUS and the international elements.

size relationship

The cap height of the word "international" is equal to twice the width of the downstroke of the "T" in the name TELUS.



clear space

As with the TELUS corporate logo, the clear space is the empty space that must surround the TELUS international logo. The clear space above and below the logo is equal to one-half the cap height of the letter "T" in "TELUS". The minimum amount of space to the left and right is equal to the height of the letter "T".



TELUS Mobility

TELUS Mobility is the wireless business unit of TELUS Corporation providing wireless voice, data and Internet services to business and consumer clients via two state-of-the-art digital wireless networks: PCS and Mike. Guidelines for both TELUS Mobility and the Mike Brand follow.

stacked (preferred)



horizontal



the elements

Always reproduce the logo correctly from supplied digital art. Do not alter the logo in any way.

The TELUS Mobility logo is an extension of the TELUS corporate logo. The TELUS Mobility logo must include both the TELUS and the Mobility elements.

size relationship

The cap height of the word "mobility" is equal to twice the width of the downstroke of the "T" in the name TELUS. The tagline "the future is friendly" is the same size as mobility and the height of the T in TELUS away from the bottom of the logo.



the future is friendly®

clear space

As with the TELUS corporate logo, the clear space is the empty space that must surround the TELUS Mobility logo. The clear space above and below the logo is equal to one-half the cap height of the letter "T" in "TELUS". The minimum amount of space to the left and right is equal to the height of the letter "T".



TELUS Mobility authorized dealer

TELUS Mobility Authorized Dealers are organizations authorized by TELUS Mobility to sell a variety of wireless voice, data, and Internet services to business and consumer clients. Our relationship with these dealers is governed by a dealer agreement.

stacked (preferred)



horizontal



the elements

The TELUS Mobility authorized dealer logo is an extension of the TELUS Mobility logo. The TELUS Mobility authorized dealer logo must include both the TELUS Mobility and the authorized dealer elements.

size relationship

The cap height of the word “authorized dealer” is equal to twice the width of the downstroke of the “T” in the name TELUS.



clear space

As with the TELUS corporate logo, the clear space is the empty space that must surround the TELUS Mobility authorized dealer logo. The clear space above and below the logo is equal to one-half the cap height of the letter “T” in “TELUS”. The minimum amount of space to the left and right is equal to the height of the letter “T”.



Mike

characteristics

Mike is no ordinary phone. The identity and its applications reflect a combination of business sophistication and a strong work ethic. Mike speaks in the strong voice of a revolutionary business tool.

NO ORDINARY PHONE.™

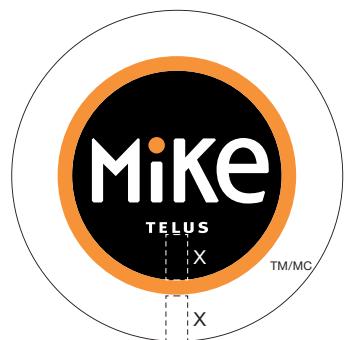
the logo

The Mike brand is identified by it's distinctive, bold, circular logo which is composed of two basic elements; the Mike symbol and the TELUS logotype. The Mike logo is shown left. Use it wherever possible and never redraw or modify it in any manner.



clear space

The illustration left describes the clear space that must always surround the Mike logo. The type safety zone is equal in area to the space between the bottom of the letters of the word "TELUS" (indicated with an X) and the perimeter of the black area. Under no circumstances may a graphic element infringe upon this safety zone.



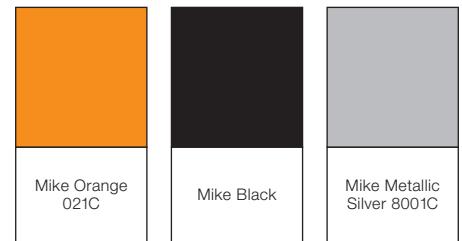
size

The size of the logo is determined by the minimum clear space allowance. While it is vital that the logo be highly visible and legible, making the logo as large as possible to fill a given space is not desirable. The logo looks best with ample space surrounding it and when working in harmony with other elements in the design. The logo should not be reproduced smaller than 19 mm wide.



colour

The logo is made up of two colours: Mike Orange (PMS 021) and black. Mike Orange may be either reproduced as a Pantone colour or by using four-colour process (0C, 70M, 100Y, 0K). Black should be used whenever a one colour version is required. Another colour in the Mike palette is Mike Metallic Silver. For one colour applications Mike Metallic Silver becomes Mike Grey (40K).

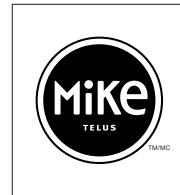


one-colour reproduction

It is recommended that the full-colour (special or CMYK) version be used whenever possible. If using the full-colour version is too expensive or inappropriate for the desired printing method, then you may use one of the official one-colour versions.

white background

Against a white background, the dot on the “i” and the outer border are white. A heavy outline forms the outer boundary of the logo.



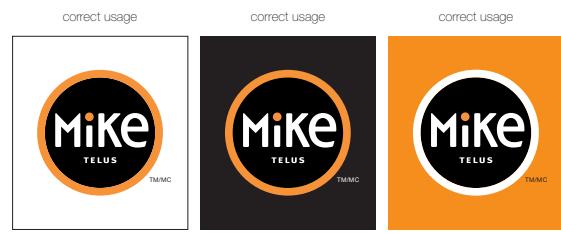
black background

The dot on the “i” and the outer border are white.



reproduction on coloured backgrounds

The MiKE logo can sit on a solid colour background using one of the colours in the MiKE palette. It may not appear on a background of any other solid colour or four colour image.



unacceptable uses of the logo

When reproducing the logo, do not distort it in any way. These examples illustrate many, but not all, unacceptable uses of the logo.



type family

Helvetica Neue and Typeka Bold are the primary typefaces used in all Mike communications.

Generic equivalents or other families of Helvetica Neue should not be used. In certain circumstances, when Helvetica Neue is not readily available on your computer, it is acceptable to set your correspondence content in Arial instead. All printed materials must use Helvetica Neue. The Helvetica Neue typeface can be obtained through the FontShop at 1-800-363-6687 or at www.fontshop.com.

Helvetica Neue 35 Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' ? ! & % '

Helvetica Neue 55 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' ? ! & % '

Helvetica Neue 75 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' ? ! & % '

Typeka Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ' ? ! & % '

type style

Display headlines should be set in Typeka Bold, upper and lower case without tracking.

In text, headlines are set in Helvetica Neue 75, in upper case. Subheads are also set in Helvetica Neue 75, but are set in upper and lower case. If printing in more than one colour, Mike Orange or Mike Metallic Silver can also be used to distinguish the subheads from the headlines. Body copy is set in Helvetica Neue 35, flush left, ragged right, with ample leading (line spacing) to make the type look open and legible. To determine leading, a good rule of thumb is to set your type on a number equalling 1.5 times the size of the type, e.g. 10 point type would be set on 15 point leading [10 + (10 X 0.5)] and 7 point type would be set on 10.5 point leading [7 + (10 X 0.5)]. Generally, type is set in Helvetica Neue 35, with bolder cuts of the Helvetica Neue family used for emphasis only in information management applications such as charts, tables, lists, etc. or when printing on a coloured background. Avoid hyphenation whenever possible. Do not track out body copy; use the font's default settings. When setting the name in body copy, TELUS is in all upper case. Bullet points are round. Bullet points always begin with a capital. Only bullet points that are complete sentences end with a period.

type samples

The image shows two orange rectangular boxes containing text samples, each with a vertical line of text specifications to its right.

Top Box:

- Headline:** MIKE SAVES YOU MONEY
- Text:** Mike's rate plans were designed specifically for business users.
Here's how Mike saves:
- Section Head:** Cost-saving features
- List:**
 - All our rate plans are available on a monthly or a longer term contract basis.
 - Essentials like voice mail, caller ID, call waiting and call forwarding are included in monthly rate plans (no extra charge).

Type Specifications (Right):

- headline
Helvetica Neue 75,
upper case,
0 tracking
- use of rule
- subhead
Helvetica Neue 75,
upper and lower case,
0 tracking
- body copy
Helvetica Neue 45,
upper and lower case,
flush left, rag right,
0 tracking,
no hyphenation
round bullets

Bottom Box:

"I like to work weekends
and holidays. But enough
about my hobbies."

Type Specifications (Right):

- advertising
display copy
Typeka Bold
upper and lower case,
0 tracking

tone

Making the future friendly is as much about what we say as how we say it. The TELUS Mobility brand promises to simplify your life and the best way to do that is by keeping it simple.

The Mike brand is characterized by an irreverent copy style. Advertising headlines are always written in the first person. The personality of those lines could be called “smart alec” but not “smart ass”. Mike knows what he is talking about and has fun with that knowledge, but is never condescending.

concise

A single-minded benefit message is the essential starting point. The need for description and detail should be evaluated based on the role of the piece of communication.

clear

An understanding of technology is essential to reinforcing TELUS' status as future-minded. Technical jargon, however, can sound false to a knowledgeable audience and alienating to a less sophisticated buyer.

human

Friendly, informed confidence assures a human tone and avoidance of forced enthusiasm.

samples – copy

"I'd work my butt off
if I had one."

NO ORDINARY PHONE.



"I like to work weekends
and holidays. But enough
about my hobbies."



COMING NOV. 8.
NEED WORK.

appendix

ENGLISH TRADEMARK	®/TM	FRENCH TRADEMARK	MD/MC
TELUS			
TELUS	®	TELUS	MD
Future Friendly	®	does not exist in french	n/a
The Future is Friendly	®	Le futur est simple	MD
TELUS PERKS	TM	Programme AVANTAGES	MC
TELUS MOBILITY			
TELUS Mobility	®	TELUS Mobilité	MD
TELUS Mobility Mobilité - bilingual version	®/MC	TELUS Mobility Mobilité - bilingual version	®/MD
TELE-MOBILE	®	TELE-MOBILE	MD
telusmobility.com	®	telusmobilité.com	MD
mytelusmobility.com	®	montelusmobilité.com	MD
My Inbox	®	Ma boîte de réception	MD
match it	®	Programme Idem	MD
Mobilize Your Enterprise	®	Votre soutien en affaires	MD
TELUS Mobility PERKS	TM	AVANTAGES TELUS Mobilité	
PERKS	TM	AVANTAGES	MC
Work	®	Parlez efficacement	not filed
Work-a-lot	®	Parlez efficacement	not filed
PCS			
PCS Direct Connect	TM	Contact Direct SCP	MC
Direct Send	TM	Envoi Direct	not filed
Direct Talk	TM	En Direct	MC
Instant Talk	TM	Parlez Direct	MC
Pay & Talk	®	Payez & Parlez	MD
PCS Online	®	SCP en ligne	not filed
PCS PTT	TM	do not use in French	n/a
PCS Push To Talk	TM	touche de conversation SCP	MC
PCS Walkie Talkie	TM	Radio bidirectionnelle SCP	not filed
PTT	TM	do not use in French	n/a
Push To Talk	TM	Parlez Direct	MC
Super Talk	®	Parlez énormément	MC
Talk	®	Parlez	not filed
Talk Now	TM	Parlez maintenant	not filed
Talk Total	®	Tout-à-parler	MD
Talk-a-Lot	®	Parlez beaucoup	MD
Talk-a-Lot More	not filed	Parlez beaucoup plus	MD
Max 45	TM	Parlez beaucoup plus	
Max 25	TM	Parlez beaucoup plus	
Talk to Me 25	TM		
MIKE			
1-888-123-MIKE	®		not filed
Direct Connect	TM	Contact Direct	MD
DC (Direct Connect) logo	®	Contact Direct logo	MD
MIKE	®	Mike	MD
MIKE Circle Design (TELUS)	®	Mike	MD
MIKE Circle Design (TELUS) colour claim	®	Mike	MD
MIKE Online	®	Mike en ligne	MC
MIKE'S	®	does not exist in french	not filed
MIKE'S Direct Connect	®	Contact Direct	MD
National Direct Connect	TM	Contact Direct national	MC
No Ordinary Phone	®	Un téléphone pas comme les autres	MD
No Ordinary Phone	®	(alternate tagline) Au Travail	MC
MIKE'S Talk Around	TM	Mike En Direct	MC
OTHERS			
Cool Phones Do More	TM	Des téléphones cool qui en font plus	MC
Cool Phones that Do More	®	Des téléphones qui en font plus. Ça c'est cool	MD
Do More	®	Encore plus	MC
Wireless Internet Everywhere	TM	Internet Sans Fil Partout	MC
Business in Motion	TM	Vos affaires en évolution	MC
TELUS AUTHORIZED DEALER			
TELUS authorized dealer-logo	®	détailleur TELUS autorisé-logo	MD
TELUS Mobility authorized dealer-logo	®	détailleur TELUS Mobilité autorisé-logo	MD MC