



Brand Guidelines

Version 1.1

FEB. 2022



VISUAL IDENTITY



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FULL COLOR LOGO

FLAT WHITE ON COLOR BACKGROUND

FLAT WHITE ON DARK BACKGROUND

FLAT BLACK ON LIGHT BACKGROUND

IDENTITY

The Tealium logo represents our master brand and is used on almost all internal and external communications. The logo is comprised of a wordmark and brandmark. The wordmark is always uppercase, and should be accompanied by the registered symbol. The brand symbol center aligned on the left.



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FULL COLOR LOGO



FLAT WHITE ON COLOR BACKGROUND



FLAT WHITE ON DARK BACKGROUND



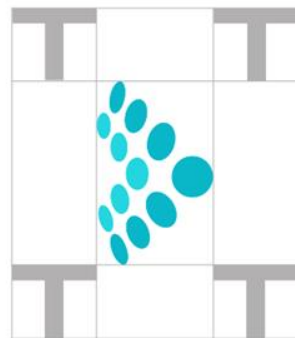
FLAT BLACK ON LIGHT BACKGROUND

IDENTITY SYMBOL

The identity symbol of the wordmark can be used only under the circumstances where there is not enough room to fit the wordmark comfortably. The usage of the shorthand symbol is not recommended and should not be the primary representation of the Tealium brand on any application.



SPACING ON TEALIUM LOGO



SPACING ON TEALIUM LOGO MARK

 <p>PRINT - MINIMUM SIZE 1.5" WIDE</p>	 <p>DIGITAL - MINIMUM 80PX WIDE</p>
 <p>PRINT - MINIMUM SIZE .5" HEIGHT</p>	 <p>DIGITAL - MINIMUM 30PX HEIGHT</p>

CLEAR SPACE

The clear space is the minimum width around the logo letter "T", and it's defined by the x-width of the wordmark. Make sure to leave an area equal to x or more around any side of the wordmark every time.



✓ GOOD CONTRAST, EASY TO READ



✓ GOOD CONTRAST, EASY TO READ



✓ GOOD CONTRAST, EASY TO READ



✗ NOT ENOUGH CONTRAST, COLOR COMBO HARD ON EYES



✓ GOOD CONTRAST, EASY TO READ



✗ NOT ENOUGH CONTRAST



✗ NOT ENOUGH CONTRAST, COLOR COMBO HARD ON EYES



✗ NOT ENOUGH CONTRAST



✓ GOOD CONTRAST, EASY TO READ

WHEN AND WHERE

The full color logo is the preferred version to use on branded assets. The white or black logo are acceptable to use in cases where the full color logo is not comfortable to read or easy to see on an asset. For light backgrounds, use the full color or black logo and for dark backgrounds use the white logo.



DON'T DISTORT THE LOGO



DON'T CROWD THE LOGO (SEE NEXT PAGE FOR SPACING)



DON'T RECOLOR THE LOGO



DON'T RESIZE THE BRAND MARK IN RELATION TO THE TEALIUM LOGO



DON'T SHEER THE LOGO



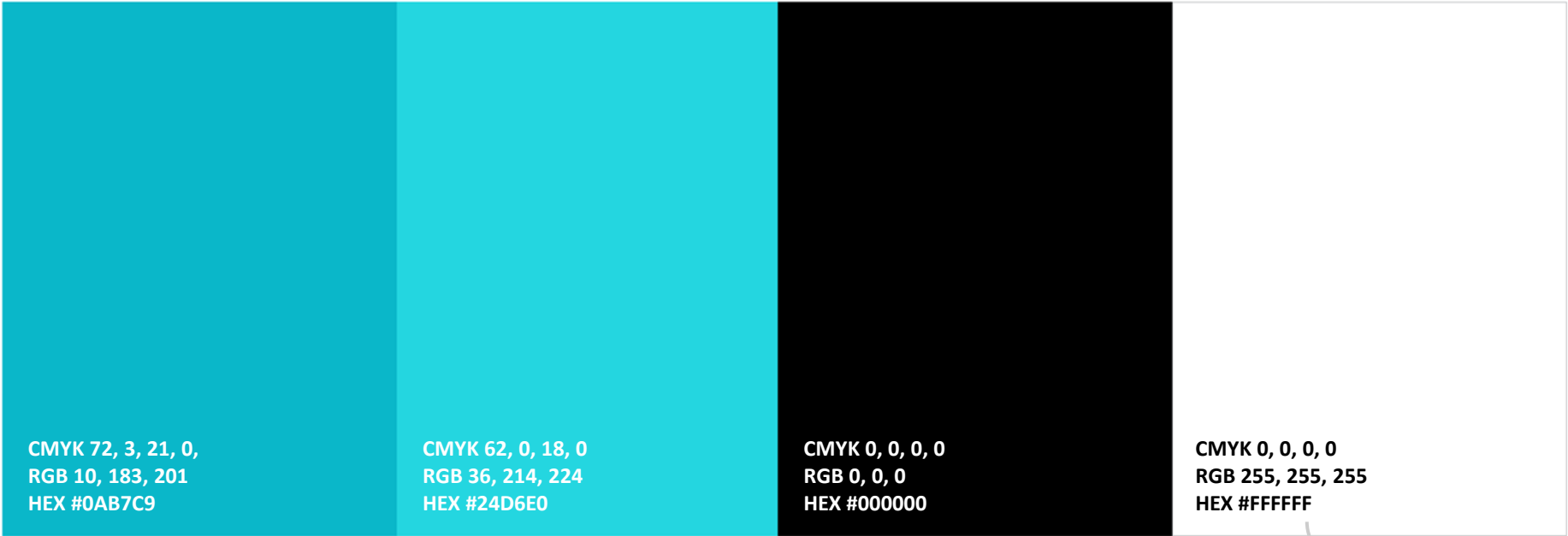
DON'T ADD DROP SHADOW TO THE LOGO

DO NOT ALTER IDENTITY

Follow the Do Not Alter identity above. The Tealium brand identity should never be altered in any way. Only use as provided by the brand guidelines.



OUR COLORS



CMYK 72, 3, 21, 0,
RGB 10, 183, 201
HEX #0AB7C9

CMYK 62, 0, 18, 0
RGB 36, 214, 224
HEX #24D6E0

CMYK 0, 0, 0, 0
RGB 0, 0, 0
HEX #000000

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

TEALIUM TEAL

BRIGHT TEAL

BLACK

WHITE

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PRIMARY COLORS

Color plays a crucial role in representing the Tealium brand. The primary color (Tealium Teal) should be used only against the base color (White). Bright Teal should be used for accents or web designs.

CMYK 63, 71, 0, 0
RGB 134, 80, 245
HEX #8650F5

SECONDARY COLOR

HEX #24D6E0
RGB 36, 214, 224

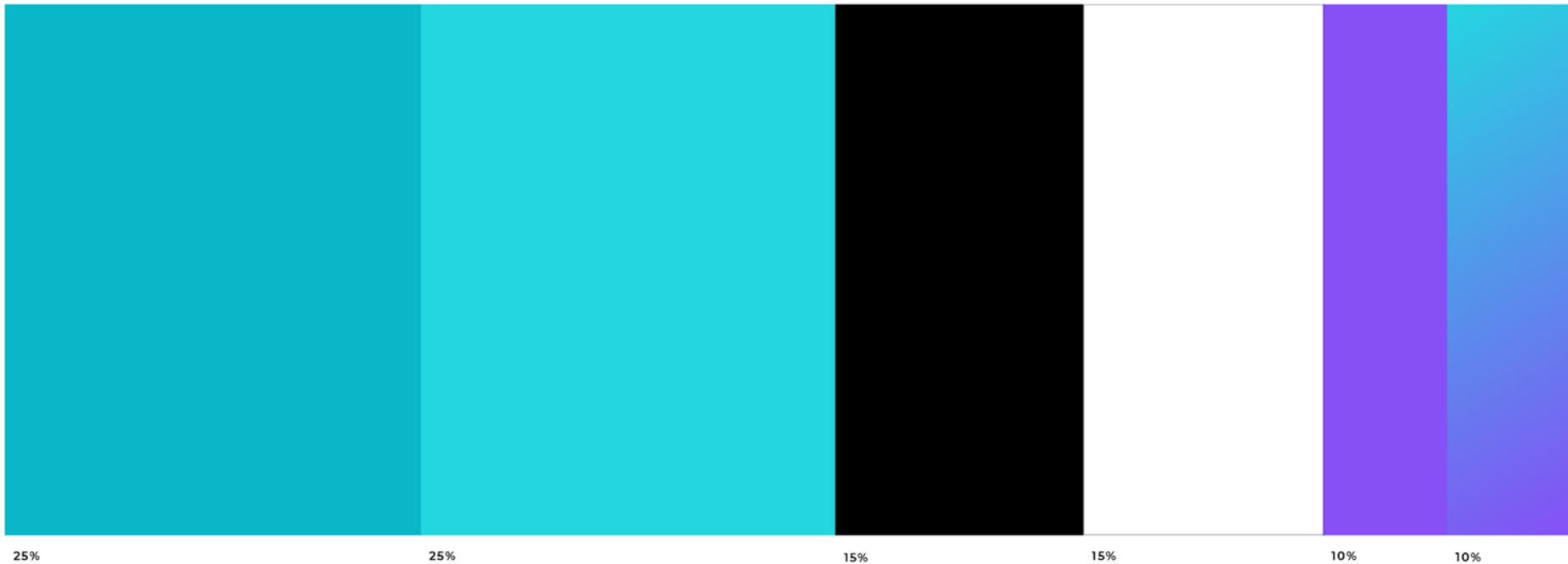
TERTIARY COLOR

HEX #8650F5
RGB 134, 80, 245

SECONDARY & TERTIARY COLORS

Secondary and tertiary colors can be featured with a primary color as an accent color. The primary color is still the dominant color but the secondary and tertiary colors are used in combination to draw attention.

Copy & paste
codes



COLOR PROPORTION USAGE

Color Proportion refers to the impact of the relative quantity of a given hue or value used in color compositions. In order to achieve over-all unity, and/or create emphasis, one should make a clear decision as to which colors should be assigned the largest and least areas.