



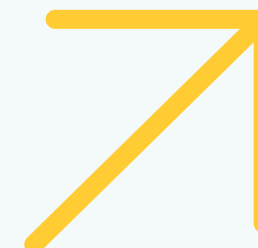
telu

Brand
Guidelines



v1.0 • 10 | 2025

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About this guide

Tellu is a passionate brand.

We develop cutting edge solutions to help improve the daily lives of thousands of individuals - people who deserve our respect, admiration and support - as well as the people who work tirelessly to enable them to be as safe, healthy and autonomous as possible.

The brand we represent needs to radiate both modernity and trust. The 2025 update to our logo, brand colors, effects and market approach has been designed to encapture all of the aspects we are associated with: **Technology, innovation, adaptability and open-mindedness.**

This brand guide is designed to make it easier for anyone working with brand materials to express the brand values in accordance with both the redesign and the brand equity we aim to build with our target groups and users.

Please do not deviate from the instructions in this document without prior consultancy with our marketing and communications department.

Logos and elements are easily available by request. For access, please contact post@tellu.no



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Main logo

The Tellu logo, combined with our color palette, is the visual cornerstone of our brand identity.

It embodies the essence of our brand and is designed to be instantly recognizable and memorable.

It represents a modern, technology-based approach to our work, our ability to cut through and make a difference, as well as a soft approach to the very personal and sometimes delicate challenges our end users face in their daily lives.

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Logo structure and use

The logo consists of a combined customized typeface and signature elements. We do not have any accompanying standalone logo symbol, as our logo will exclusively be used in it's full form on all media surfaces, with the exception of the favicon (see p18).

It is structured with exact proportions within a geometric framework that defines the proportions and spacing of the logo to ensure consistency in the logo's reproduction across different mediums and scales.

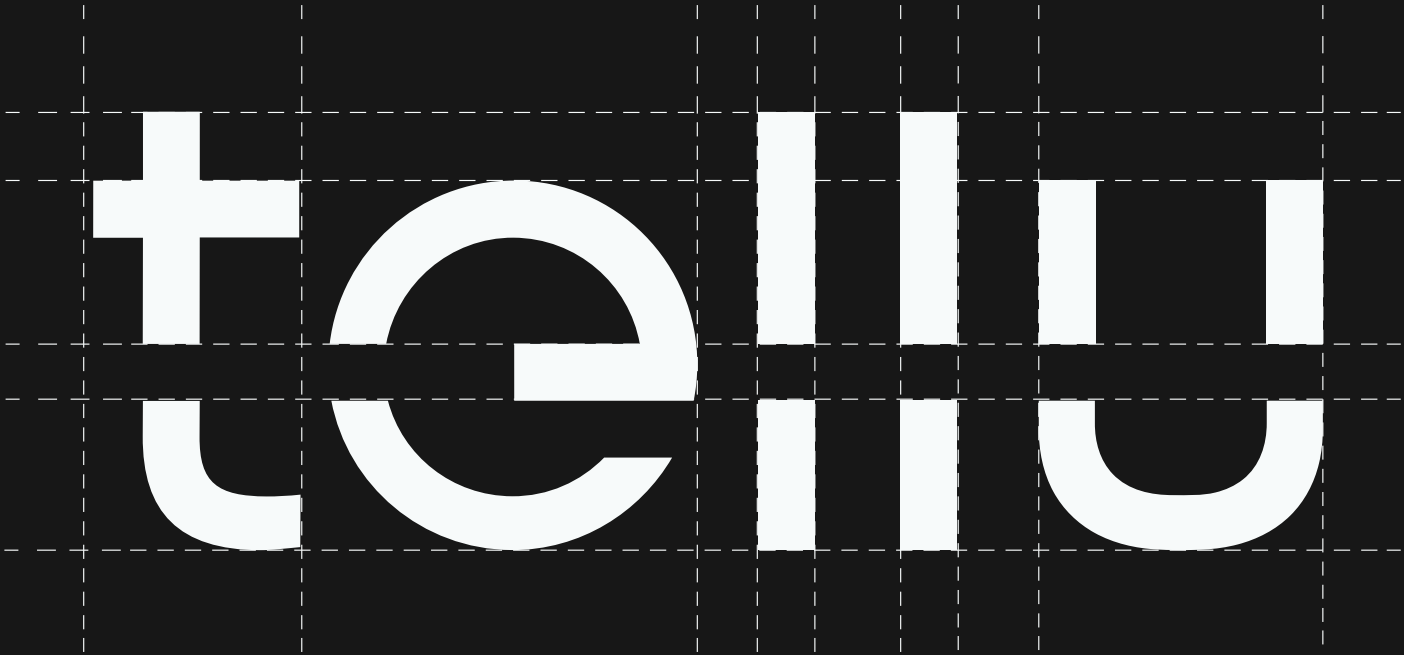
The logo is not to be amended, stretched, distorted or used in any other color than the base/pure colors of the color palette, with the exception of the magenta accent, which is not to be used for logo purposes.

Safe zones

Except for authorized graphical support elements, no adjacent graphics are to be placed closer to the logo than half the height of the tallest part of the logo, as illustrated here.

Examples of misuse

Do not twist, disrupt, stretch or rotate the logo in other angles than 90 degrees clockwise or counter clockwise.



Colors, gradients and accessibility



Primary colors

Accent

Text

Dark

Light

color system



The Tellu color palette is a key component of our visual identity. Each color has been carefully selected to convey specific emotions and values that align with our brand's mission and personality.

These colors should be used consistently across all brand materials to create a cohesive and recognizable brand presence.

midnight green

RGB0, 90, 102
CMYK100, 11, 0, 60
HEX#005A66

dark cyan

RGB00, 139, 139
CMYK100, 0, 0, 45
HEX#008B8B

tiffany blue

RGB145, 222, 194
CMYK34, 0, 0, 12
HEX#91DEC2

sunglow

RGB255, 204, 51
CMYK0, 19, 80, 0
HEX#FFCC33

magenta dye

RGB212, 33, 128
CMYK0, 84, 39, 16
HEX#D42180

seasalt

RGB247, 249, 249
CMYK0, 0, 0, 02
HEX#F7F9F9

eerie black

RGB26, 26, 26
CMYK00, 0, 0, 89
HEX#1A1A1A

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Color
shading

The two main **dark** colors are only to be used in their original form and **down to 70% transparency**.

Below that, switch to one of the two main **light** colors.

Midnight green

RGB	0 . 90 . 102
CMYK	100 . 11 . 0 . 60
HEX	#005A66

100%

90%

80%

70%

Switch

Dark cyan

RGB	00 . 139 . 139
CMYK	100 . 0 . 0 . 45
HEX	#008B8B

100%

90%

80%

70%

Switch

The magenta accent color is to be used **sparingly**, and never as a main color. It's primary purpose is for lines, graphical elements, selected buttons and burst emphasis.

It must never be used under **80% transparency**.

Magenta dye

RGB	212 . 33 . 128
CMYK	0 . 84 . 39 . 16
HEX	#D42180

100%

90%

80%

The two main **light** colors are also only to be used in their original form and **down to 70% transparency**.

Tiffany blue

RGB	145 . 222 . 194
CMYK	34 . 0 . 0 . 12
HEX	#91DEC2

100%

90%

80%

70%

Sunglow

RGB	255 . 204 . 51
CMYK	0 . 19 . 80 . 0
HEX	#FFCC33

100%

90%

80%

70%

Eerie black

RGB	26 . 26 . 26
CMYK	00 . 0 . 0 . 89
HEX	#1A1A1A

100%

90%

80%

Seasalt

RGB	247 . 249 . 249
CMYK	0 . 0 . 0 . 02
HEX	#F7F9F9

100%

The two **text colors** are ideally not to be used with transparency, but eerie black can be faded to **80% transparency** in rare exceptions.

The lighter seasalt is only to be used 100% as is.

Both these colors can also be used as pure background colors if needed.

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Approved
gradients

Gradient 1

Uses three colors of the main palette: **Midnight green, dark cyan and seasalt**. Can be used omnidirectional, fading from dark to light.



Gradient 2

Uses two colors of the main palette: **Tiffany blue and sunglow**. Can be used omnidirectional, but be mindful of text color when placing text on top.



Gradient 3

Uses one dark color and one light color from the main palette, pluss the accent color: **Midnight green, tiffany blue and magenta dye**. Can be used omnidirectional, but text is not to be placed on magenta dye.



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Color blindness

The chosen palette will remain approximate even for people with different variations of color blindness, albeit with obvious variations in tone.

Color blindness is usually non-explicit and undetectable for others, so adherence and accessibility considerations are often hard or impossible.

This chart shows the „how“ if it is applicable.

ORIGINAL	005A66	008B8B	91DEC2	FFCC33	D42180	F7F9F9	1A1A1A
PROTANOPIA	262763	3C3D8B	B2B3C8	E8E858	868469	F7F7F9	1A1A1A
PROTANOMALY	103C64	195C8B	9FC4C5	F5DC46	835C74	F7F8F9	191A1A
DEUTERANOPIA	211B62	34298B	ADA8CA	EBEF60	909E63	F7F7F9	1A1A1A
DEUTERANOMALY	124264	1B678B	A0CAC5	F4D948	B04F72	F7F8F9	1A1A1A
TRITANOPIA	046060	068B8B	94CECF	FC757B	CB5652	F7F9F9	1A1A1A
TRITANOMALY	025D63	048B8B	93D6C7	FDA34E	CE3A6E	F7F9F9	1A1A19
ACHROMATOPSIA	404040	616161	C3C3C3	C9C9C9	616161	F8F8F8	191919
ACHROMATOMALY	234C51	357474	ACCFC2	E2CA85	95446F	F7F8F8	1A1A19

WCAG contrast

The palette has been checked again the official Web Content Accessibility Standards' (WCAG) minimum contrast rating for AA certifications.

The highlighted color combinations in this matrix all have a minimum contrast ratio of 4.5:1 to ensure readability.

In short, this chart shows when light or dark text should be used in context with the main palette.

005A66			Aa	Aa		Aa		Aa	
008B8B									Aa
91DEC2	Aa						Aa		Aa
FFCC33	Aa						Aa		Aa
D42180						Aa		Aa	
F7F9F9	Aa				Aa		Aa		Aa
1A1A1A			Aa	Aa		Aa		Aa	
FFFFFF	Aa				Aa		Aa		Aa
000000		Aa	Aa	Aa		Aa		Aa	
005A66	008B8B	91DEC2	FFCC33	D42180	F7F9F9	1A1A1A	FFFFFF	000000	

Group 1

Group 1 is a collection of loose linear elements which can be used separately or in conjunction with each other.

The main objects for these elements is to create flowing lines from, to or around the logo, create supporting frames or emphasize certain picture elements where applicable.

The elements can be used in any palette color, however Magenta Dye should be avoided when using the thickest and boldest variants.

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Graphic support elements

Use of the graphic support elements offers a great deal of creative freedom for group 1, whereas Group 2 are only to be used in defined settings and contexts.

We encourage creative use of the graphical support elements to help keep the Tellu brand looking fresh and approachable, but be mindful of the campaign goals and media surfaces on where they are to be used.



Group 2

Group 2 consists of two main symbols; an asterisk and a camera eye/foccal point symbol. They are to be used either as an „action“ indicator, subtle background graphic or emphasis point in conjunction with hard-hitting message or storytelling points.

Both can be used solo, in groups or combined with Group 1 elements in any palette colors.



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Graphic support elements

Use examples

These two images are just random examples, **not ad guidelines**. Advertisement looks will change depending on campaign and target audiences.

These just illustrate a couple of the **endless ways** the graphical elements can support the brand message.

TIME,
LOVE,
TENDERNESS



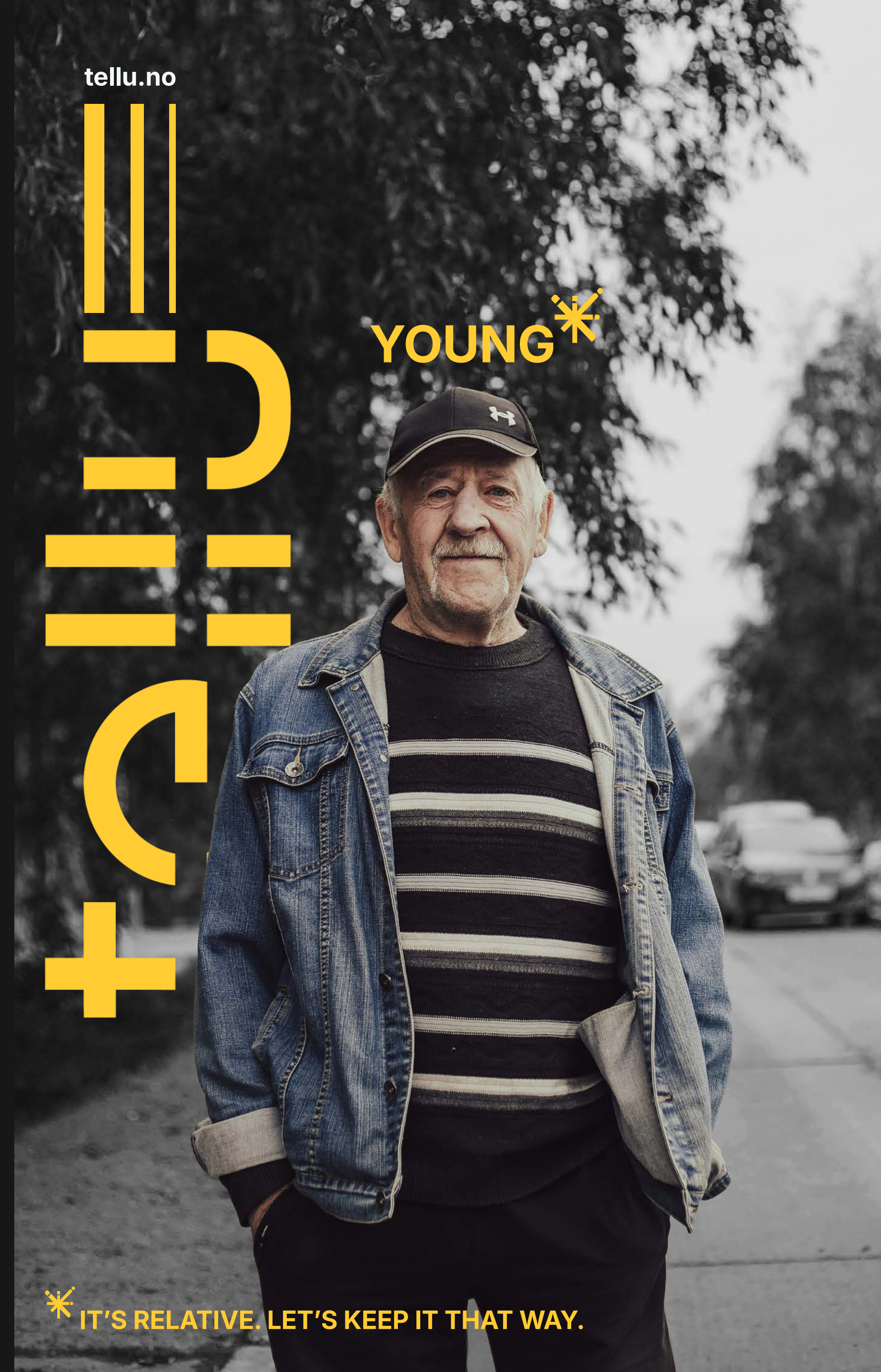
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YOUNG ✱

✱ IT'S RELATIVE. LET'S KEEP IT THAT WAY.



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Typography

The Inter family is a sans-serif font that is highly legible, suitable for both digital and print use.

It is a very “clean” typeface and part of Google Fonts, where it can be easily downloaded. It is free of charge, easily accessible, and fully compatible with digital platforms.

It comes in a total of 18 different weights, allowing for use in a wide range of thicknesses and styles.

However, Tellu will only use the following weights:

- Light
- Medium
- Bold

Main font



Light

A B C D E G H I J K L M N O
P Q R S T U V W X Y Z Æ Ø Å
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & / () = ?

Medium

A B C D E G H I J K L M N O
P Q R S T U V W X Y Z Æ Ø Å
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & / () = ?

Bold

A B C D E G H I J K L M N O
P Q R S T U V W X Y Z Æ Ø Å
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & / () = ?

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Typography

Use example

Light

Bold

Medium

Light

TELLU BRAND GUIDE

We aim to provide
a seamless experience

There are already many versions of Lorem Ipsum passages

Most of them are modified with jokes, and many are simply written by randomly generating words. Generators on the Internet, as a rule, repeat

Subtitle example

There are already many versions of Lorem Ipsum passages today. Most of them are modified with jokes, and many are simply written by randomly generating words.

Generators on the Internet, as a rule, repeat a predetermined piece.

They are to be taken seriously, but never literally.

Icons

App icon

Favicon



Icon set

The handpicked icons for the new Tellu profile can be used in any of the palette colors, and should cover most use cases.

If you are looking for icons not readily available in the icon set, please contact the marketing department.



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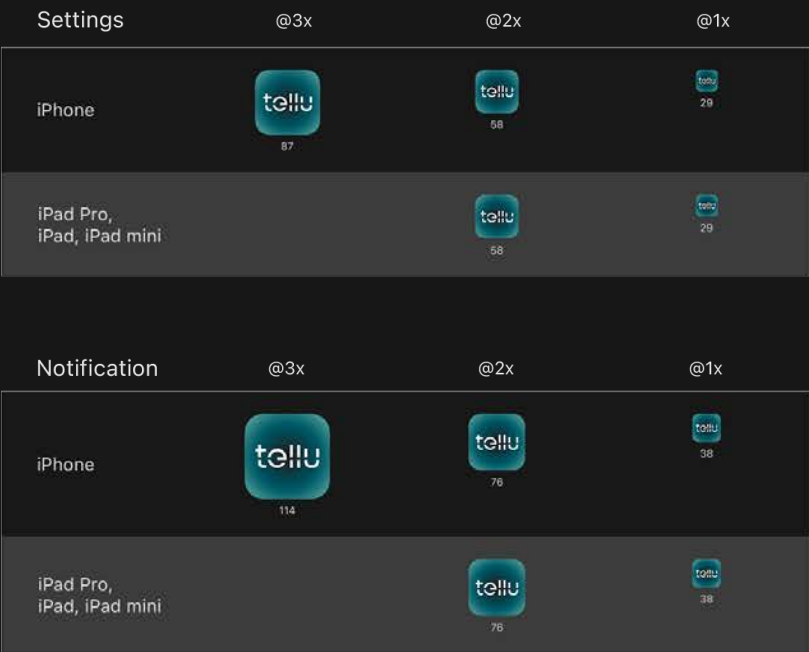
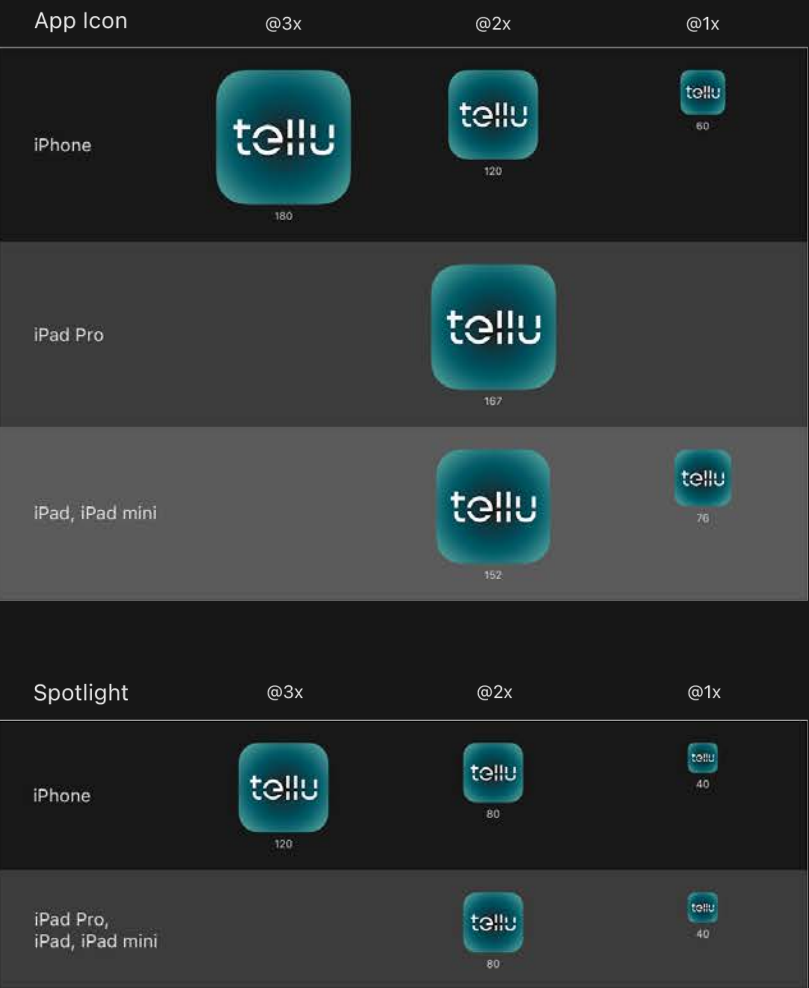
Apparel & Merchandise

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App icon

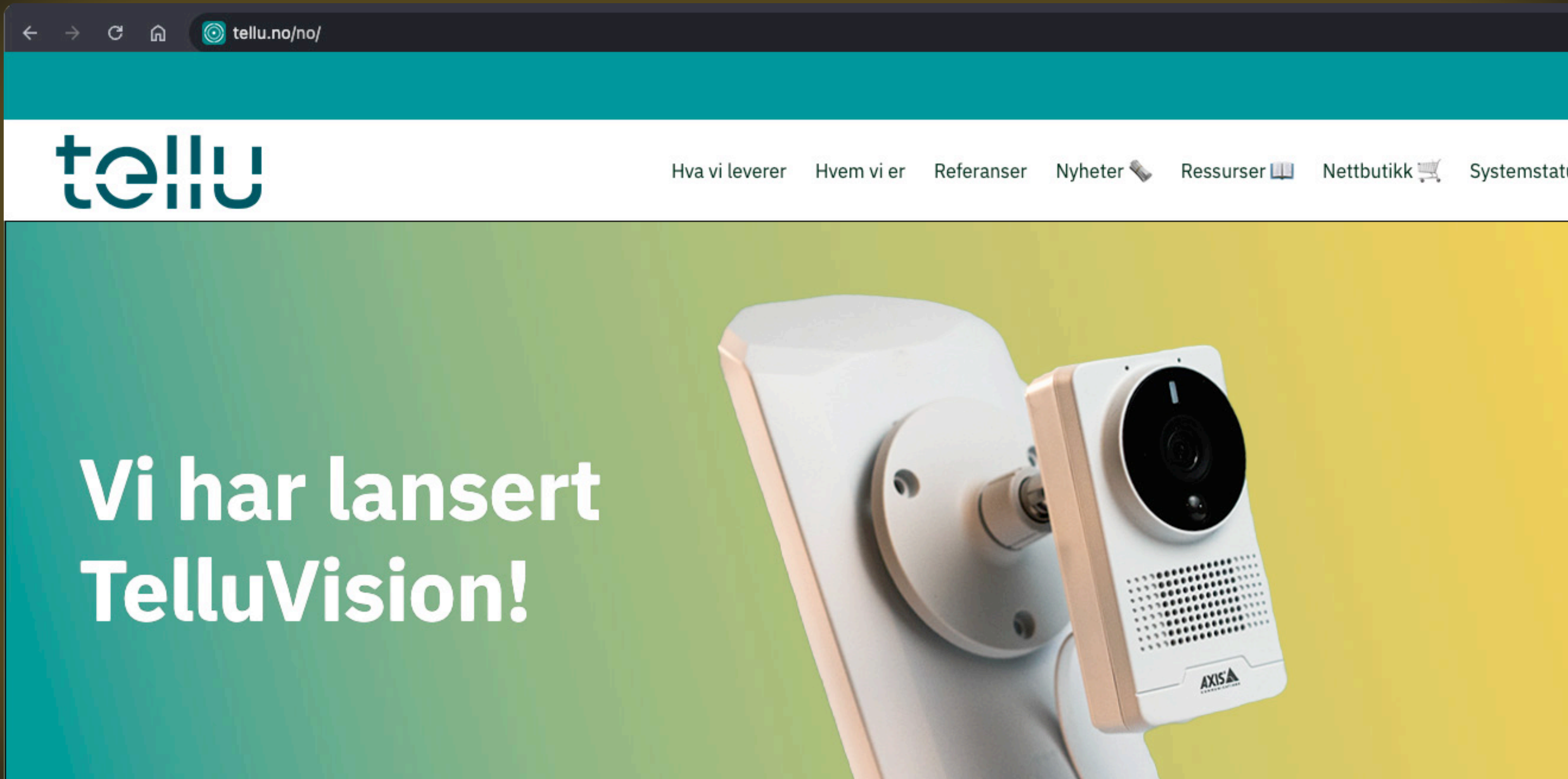
The app icon is designed for the TelluCare app, and is available in a set of sizes.

The original design file should be available in the brand kit.



Fav icon

The favicon is designed for the Tellu website and homepage, and uses a central elements from Group 2 of the graphic support elements package.



Merchandise guidelines and mockups



Examples

General
guidelines

Tellu is a proud brand, but our qualities are subtle, consistent and humble brag-worthy.

That means we aim to avoid being loud and overly proud, use excessive coloring when applying our brand or label any products to emphasize branding over long-term qualities.

Textiles

Branding on textiles should appear clean, minimal and intentional. We aim to express quiet confidence rather than overt promotion.

The magenta dye accent color is not to be used on clothing or apparel. Favor tone-on-tone or low-contrast color pairings to maintain a subtle and refined look.

Logo use should be discreet and balanced, placed thoughtfully on areas such as the chest, sleeve, or hem. Monochrome is preferred, and large central prints should be avoided except for special editions.

Choose embroidery, woven labels or matte screen printing to ensure a tactile, high-quality finish. Fabrics should feel natural and durable.

Typography and graphics must remain minimal and well-spaced to not be dominating.

Consistency and restraint are key. Every branded garment should look cohesive, refined and unmistakably part of the brand.



Examples

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Merchandise

Branding on merchandise such as giveaways, gifts and hardware should offer a sense of refined minimalism; thoughtfully designed and aligned with the brand's quality standards.

Exclude the magenta dye accent color from all merchandise applications. Keep color use simple, with muted or monochrome combinations.

Logos should be applied using engraving, embossing, debossing or tone-matched printing where possible.

Placement should never dominate the product.

Avoid large or full-surface branding, especially on premium gifts or objects meant for long-term use.

Durability and sustainability should be prioritized. Items should be something people want to keep and use, not just receive.

Typography and graphic elements should remain minimal and integrated with the product's design.

Ultimately, non-textile merchandise should extend the brand experience with subtle confidence.



contact

Feel free to reach out to our friendly customer support team for any assistance or information you may need.

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Stay innovative. Stay caring.

