



# Brand Style Guide

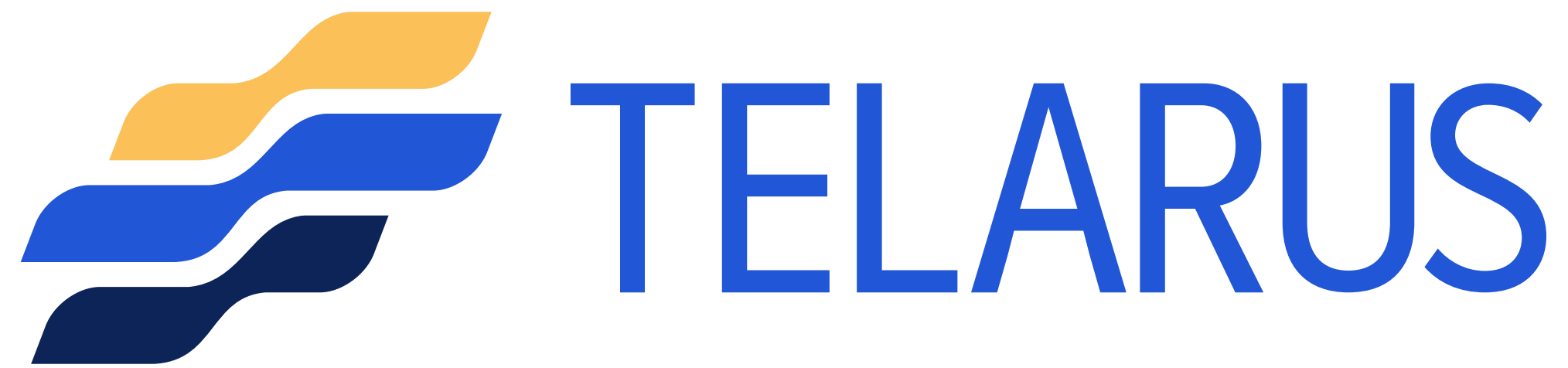
SEPTEMBER 2023



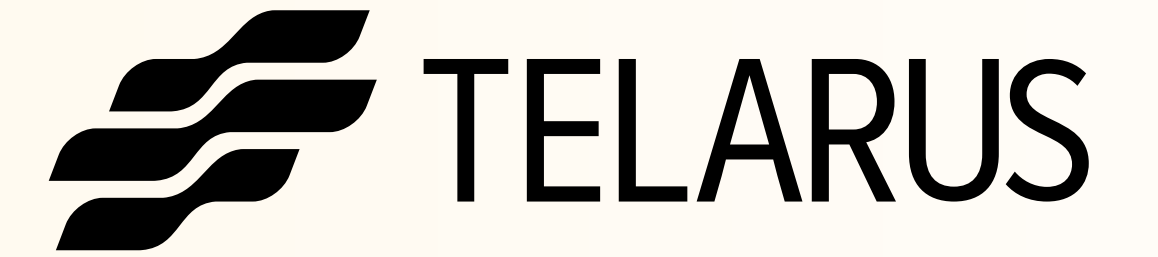
## PRIMARY LOGO

The primary Telarus logo consists of the icon and word mark set in a horizontal format with the approved font and colors. There is also an approved logo locked up with the tagline.

When the primary logo appears on different colored backgrounds, be sure to use the correct version of the logo to ensure legibility.



B/W



KNOCKOUT WITH COLOR (ONLY ON NAVY)



KNOCKOUT (FOR DARK BACKGROUNDS)



## ALTERNATE LOGO

The alternate logo consists of the icon and word mark set in a vertical, also known as stacked, format with the approved font and colors. There is also an approved logo locked up with the tagline.

Similar to the primary logo, when this logo appears on different colored backgrounds, be sure to use the correct version of the logo to ensure legibility.



## TAGLINE LOCKUP



(CENTERED)

B/W



KNOCKOUT WITH COLOR (ONLY ON NAVY)



KNOCKOUT (FOR DARK BACKGROUNDS)

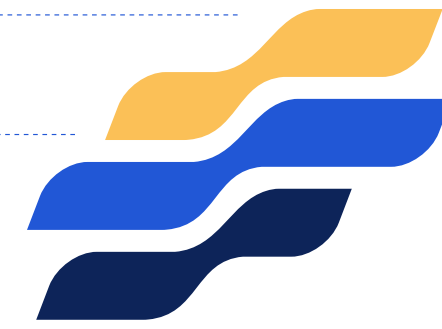


## CLEAR SPACE

Logos require breathing space and should never feel crowded.

In order to allow for this, the clear space area around the logo icon, primary logo, and alternate logo should be equal to the height of the top leaf of the icon (in fuchsia).

Do not position any text, graphic elements, or other visual marks inside the recommended clear space.



# TELARUS



## MISUSE

In an effort to retain the integrity and visibility of our logo, please refrain from doing the following:

1. Do not change color.
2. Do not add effects.
3. Do not stretch or squeeze.
4. Do not move icons or omit from logo.
5. Do not change font.
6. Do not change opacity.

1. **TELARUS**
2. **TELARUS**
3. **TELARUS**
4. **TELARUS**
5. **TELARUS**
6. **TELARUS**

## TYPOGRAPHY

Peridot is the primary typeface for our brand. This sans serif font is a variable font which means it has a full range of weights and can be used for headlines, subheads, body copy, and call-outs.

Although color and size may vary depending on their environment, be sure to use only colors from the approved palette and maintain some kind of messaging hierarchy.

Arial is the default font that can be used in common applications like Microsoft Word.

# Peridot

PRIMARY

ABCDEFGHIJKLM  
nopqrstuvwxyz  
1234567890—!@#\$\$%^&\*()

LIGHT	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890—!@# \$\$%^&*()
REGULAR	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890—!@# \$\$%^&*()
MEDIUM	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890—!@# \$\$%^&*()
SEMIBOLD	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890—!@# \$\$%^&*()
BOLD	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz <b>1234567890—!@# \$\$%^&amp;*()</b>
EXTRA BOLD	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz <b>1234567890—!@# \$\$%^&amp;*()</b>

# Arial

DEFAULT

ABCDEFGHIJKLM  
nopqrstuvwxyz  
1234567890—!@#\$\$%^&\*()

REGULAR	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890—!@# \$\$%^&*()
BOLD	<b>ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890—!@# \$\$%^&amp;*()</b>

## TYPOGRAPHY STYLES

Here are the recommended styles for the Telarus Brand. In the case that you cannot use the Peridot font, such as in Microsoft Word or Powerpoint, please replace with the default system font arial and their similar styled weights.

H1 | PERIDOT EXTRA BOLD

H2 | PERIDOT MEDIUM

Body Copy | PERIDOT LIGHT

Call-outs | PERIDOT EXTRA BOLD

Bullets | PERIDOT EXTRA BOLD

PERIDOT LIGHT

CTA Button | PERIDOT EXTRA BOLD

# Headline Style

## Subhead Style

Body copy style at dolupta tionseq uassitaspriet exceaqu aestora eos eliquatus illor autem haruptur site omnis es aut volupta sequiam sim volorit eum issimaxim sit ut aut eos essit et ipsam aceaquibus dolessite pra sum sunt. Unt imporiantiam quid ut facea velicipsum volorum rem volorerem et eictior emodigentota doluptaquid et enis dolorest, etum consedi gnimus accuscil entem fuga. Sed molor ratem dipsusae por a venempo rioribus moditia.

Call-out Peridot Extra Bold  
esequo ento beaturia disitem  
que nihicia voluptatur sanditio.

- **Bullet style**

Lorem ipsum sim volorit eu  
Aceaquunt eiusam amenisis  
eicipsum assimus que maxim

- **Bullet style**

Lorem ipsum sim volorit eu  
Aceaquunt eiusam amenisis  
eicipsum assimus que maxim

- **Bullet style**

Lorem ipsum sim volorit eu  
Aceaquunt eiusam amenisis  
eicipsum assimus que maxim

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## COLOR PALETTE OVERVIEW

The Telarus brand is represented by a set of bold, modern colors, deep rich hues, and vibrant accents. This color palette was carefully chosen to reflect who we are as a brand, with an eye towards utility and accessibility. To ensure brand consistency, please refrain from adding new colors not referenced within this approved palette.

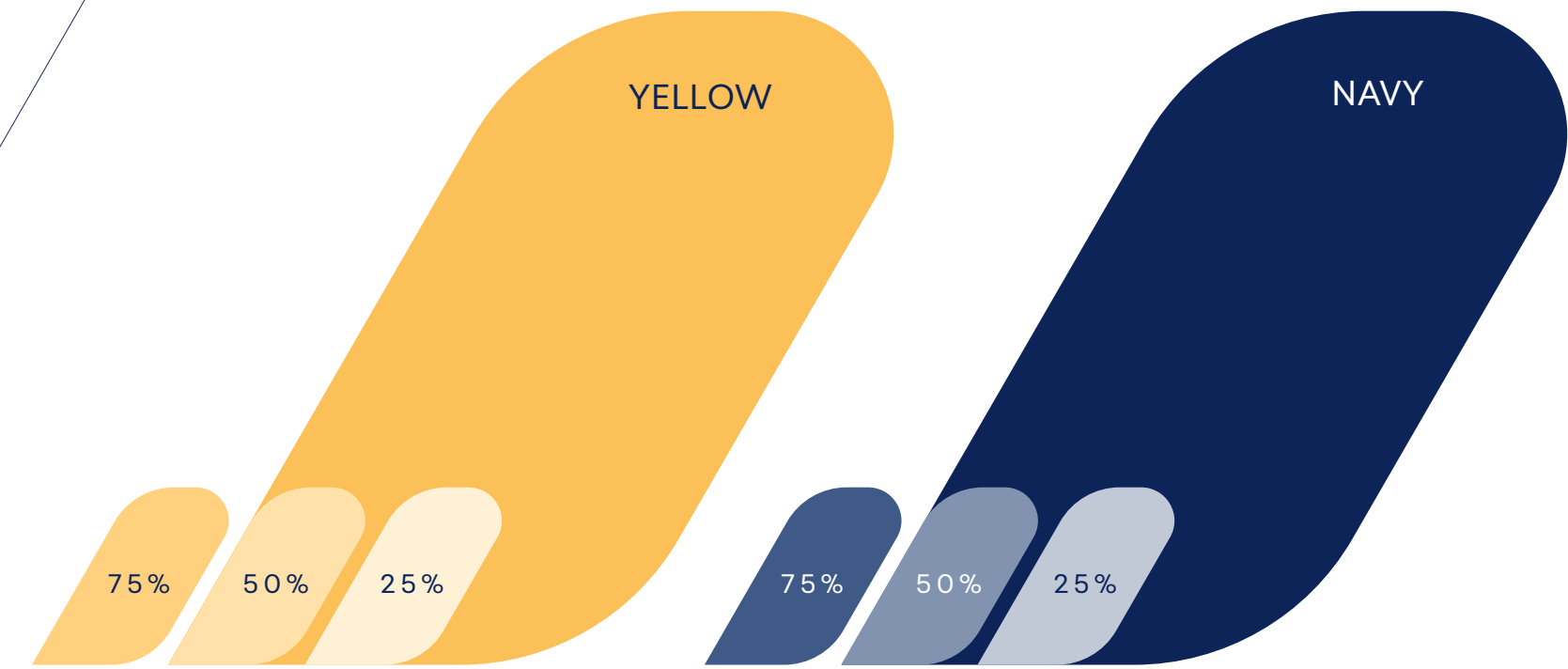
The following pages will help guide you in the use of these colors within your projects.



## COLOR PALETTE IN USE

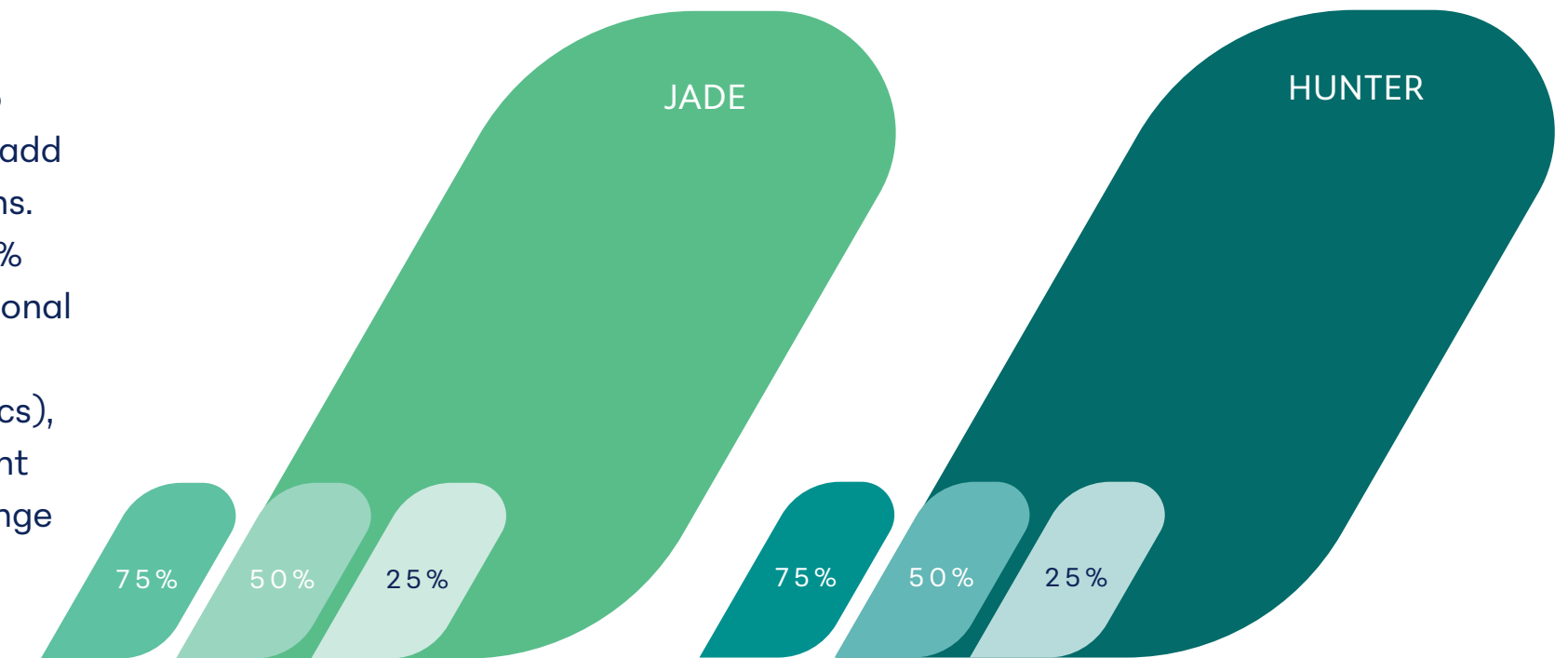
### PRIMARY

Cobalt is our primary brand color. It is a symbol of trust and reliability, and we wear it with pride. As such, this color may be used at 100% opacity or multiplied to provide deeper shades where desired. Please do not use tints of Cobalt to help preserve its impact and to help build recognizability. Cobalt may be featured in your design, but please refrain from flooding your designs with this color. Instead, look for ways to make it stand out by using it with the secondary palette or as a way to provide brand consistency within other design elements, such as photography (see pg. 10).



### SECONDARY

Secondary colors should be used to complement our primary color and add depth and dimension to your designs. These colors should be used at 100% opacity. However, if you need additional colors (such as in a presentation or when building charts or info-graphics), you may use these colors at different opacities (tints) but only within a range of 25% to 75%.



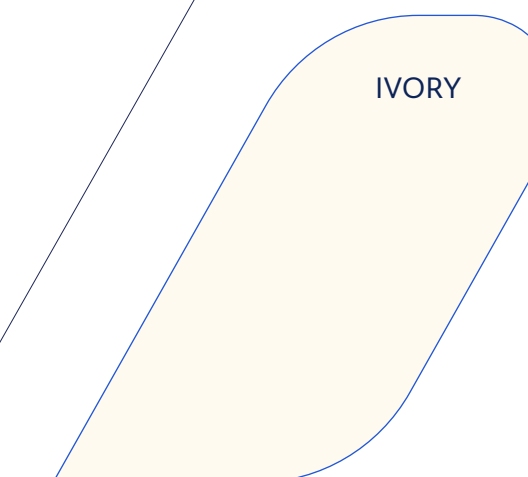
### ACCENTS

Accents may be used to provide a burst of color or excitement and to direct the viewer's attention. Please use these colors at 100% opacity or multiplied to provide deeper shades where desired.



### NEUTRAL

Ivory is our neutral color and can be used to create a sense of balance and harmony in your designs. Ivory can be used as a background color in large quantities or in other supporting elements. Please use Ivory only at 100% opacity.



## PHOTOGRAPHY

When infusing photography into the brand, it should be positive, inspirational, realistic, and candid. Be sure to show a range of different ages, generations, and ethnicities to create an inclusive community. Here are a few ways to utilize photography within the Telarus brand.

### SHAPE + ORIENTATION

Photography can be featured within these petals to help tie back to the new Telarus logo.



### COLOR + MOOD

Accents of blue/cobalt within the photography help to reinforce the brand's new color palette. Some examples include are apparel, office environments, furniture or featured technology.



### SYMBOLISM

By featuring subjects working closely or uniting whether in groups or featuring one person in the foreground and others behind, this will help symbolise partnership throughout the brand.

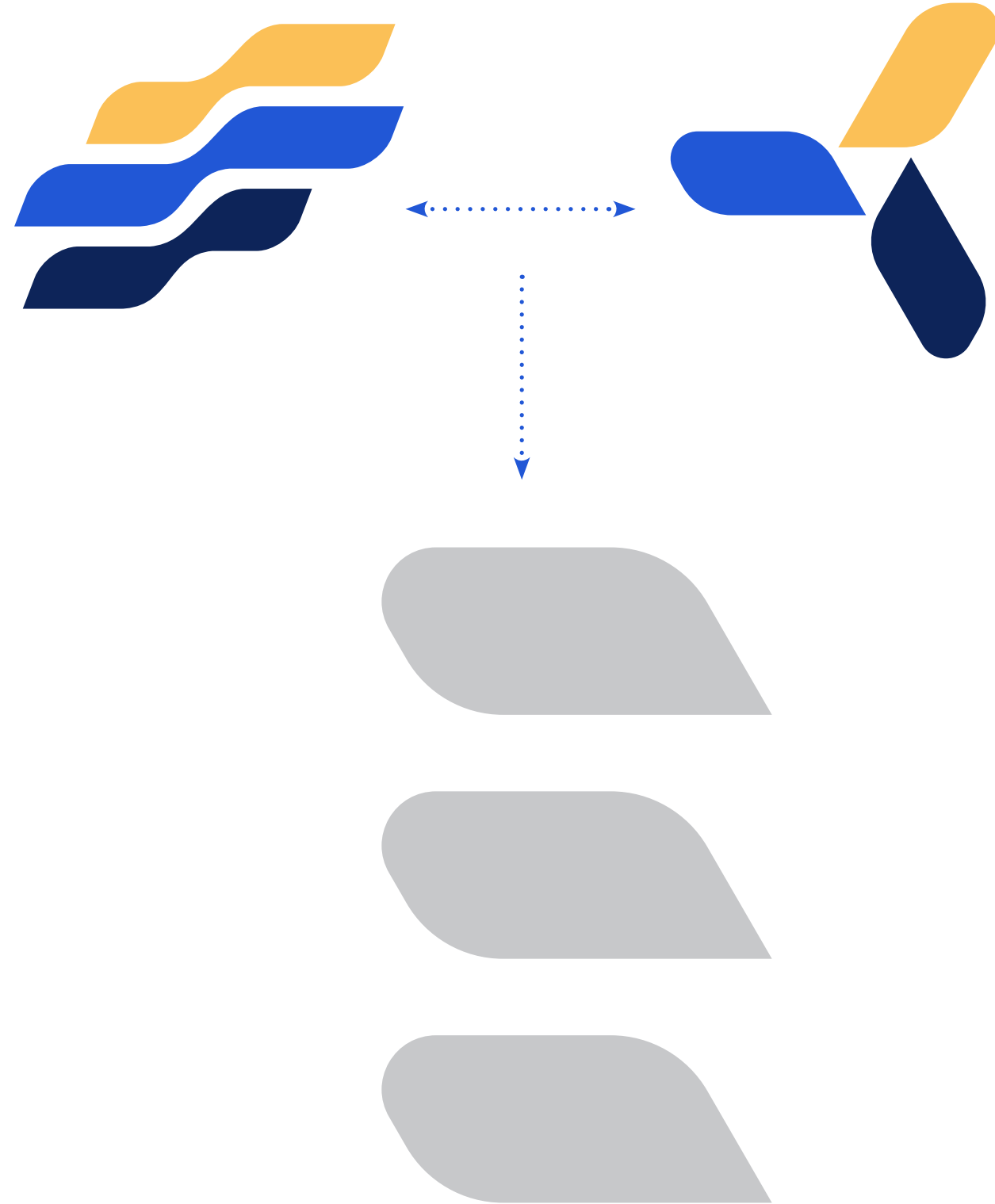


## GRAPHIC TREATMENTS

Using patterns or graphic treatments is a great way to add visual style that is ownable and consistent.

The petal element which is taken from the Telarus icon is the essential inspiration for the brand's visual style. Petals may be used as containers, masks, windows for photographic elements or layered to create bold abstract backgrounds.

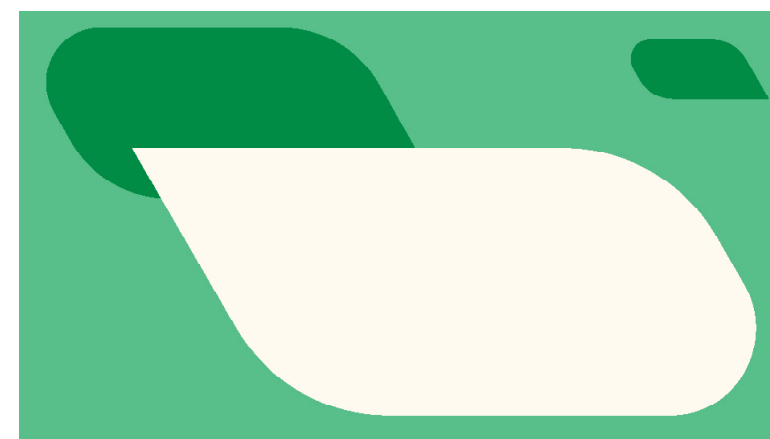
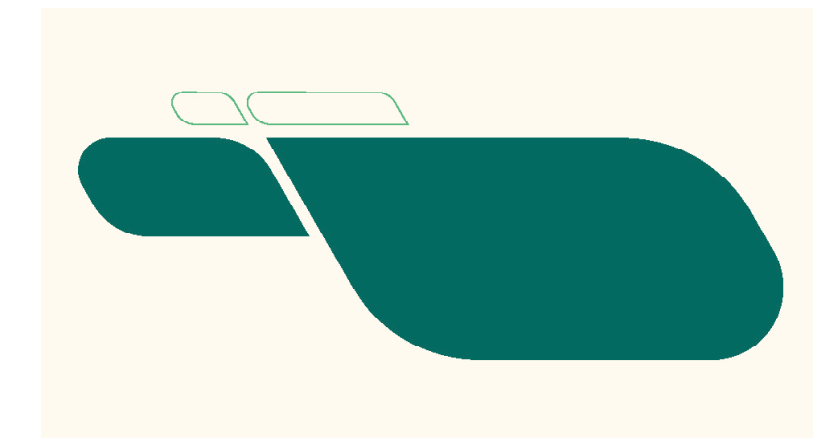
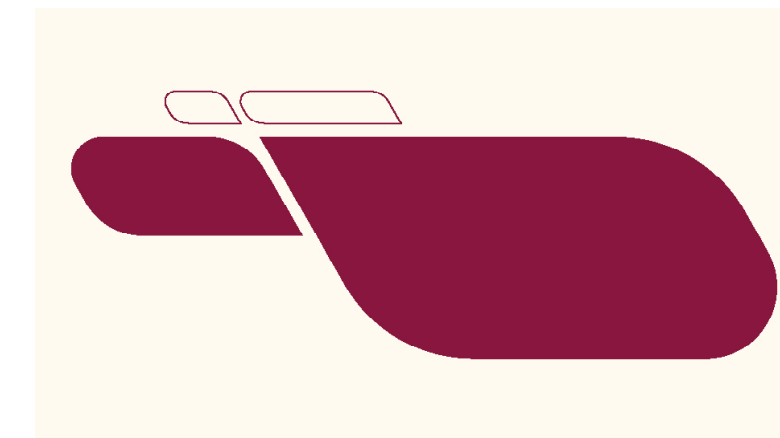
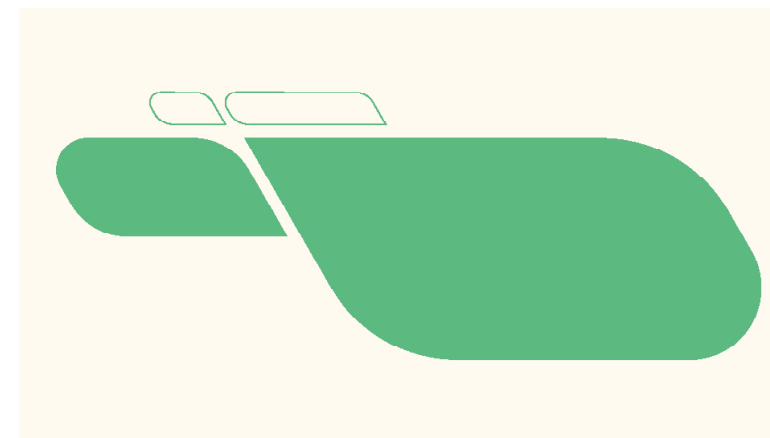
These graphic treatments can utilize our primary color or any of the secondary colors and their variants.



## ACCENTS



## ABSTRACT BACKGROUNDS



## ICONOGRAPHY

Iconography can be used to communicate complex ideas quickly and visually, and they can also help to create a consistent and cohesive brand experience. Whether you are sourcing icons from an existing library or commissioning original icon artwork, these guidelines can help create consistency with the overall brand experience.

Telarus iconography use is categorized into two use cases:

### 1. Non-video:

- Printed communications
- Static or animated graphics for use in digital channels

### 2. Video

- Animation
- Motion graphics

## NON-VIDEO

For non-video use icons should be contained in a shape that emulates the petals from the Telarus logo.

Icons may be used with individual colors from the secondary color set or with our primary color, Cobalt.

Icons should maintain a consistent line weight and visual style. In the case of “light” icons, the ruled border and the icon stroke weight should be visually similar. Please adjust icons strokes accordingly as not all icons will appear the same when set to an identical stroke weight.

RULED



FILLED



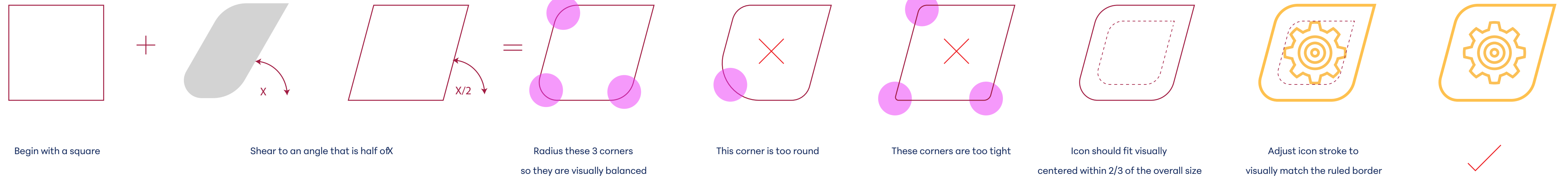
## VIDEO

When using icons within your video project you may add a multiplied shadow for depth and visual interest when applying motion. The shadow is angled to the exact opposite of the outer leaf shape for a dynamic appearance.

SHADOWED



## CONSTRUCTION





Please be sure to use the latest version of the style guide as it is released.  
Any questions can be directed to Breanna Lorenzen ([blorenzen@telarus.com](mailto:blorenzen@telarus.com)).

THANK YOU