

TELUS Spark's BRAND IDENTITY TOOL KIT

LAST UPDATED: April 28, 2016



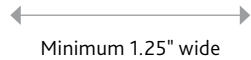
PRIMARY LOGO

Black with Blue Tagline

The blue and black version is the primary logo. As such, it is to be used in all possible situations.



[Download Logo](#)



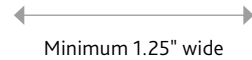
SECONDARY LOGO

All Black

The black and white logo version is to be used in one colour applications.



[Download Logo](#)



Reversed Logo

The reversed logo is to be used where the background is dark or black so that logo will be legible.



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CLEAR SPACE

1X height of clear space, based the height of TELUS, is to be applied around the logo.



Clear Space = 1X

LOGO WITHOUT TAGLINE

If the logo size is **less than 1.25"** the tagline will be too small to read.

The no tagline variation is preferred wherever legibility may be compromised due to limitations in size, reproduction or display.*

**eg. LED digital billboards or lower quality printing such as silkscreen on fabric.*



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LOGO: IMPROPER USAGE TIPS

Please avoid these examples of logo treatments.



Don't change the typefaces



Don't change the proportions



Don't reproduce the logo on a dark background



Don't skew, squeeze, or stretch



Don't remove elements



Don't add drop shadows



Don't rotate



Don't change the colour



Don't use filters

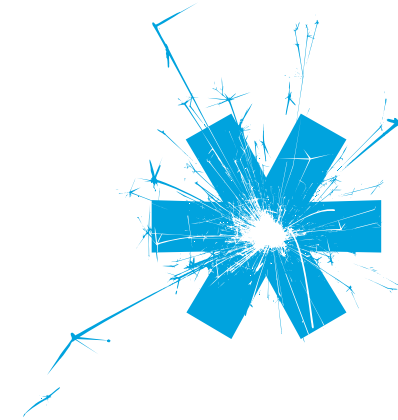
COLOURS

Displayed below are the different specifications for the brand palette in Pantone, CMYK (4-colour process), and Hexadecimal (web). Please do not rely on the appearance of this guide for colour matching, as computer monitors and office printers will reproduce colours differently. Please consult a Pantone Colour Formula Guide for accurate colour.

	PMS 299C C85 M19 Y0 K0 #009ddc
	PMS 158C C0 M61 Y97 K0 #f58025
	PMS 227C C0 M100 Y7 K19 #c6006f
	PMS 383C C20 M0 Y100 K19 #b2bb1e
	PMS 1235C C0 M31 Y98 K0 #ffb81c

ASTERISK SUPPORT GRAPHIC

The asterisk is to be used as a support graphic and is available in all brand colours. The graphic may be obtained by contacting marketing@sparkscience.ca



IMAGES

High resolution images available for [download here](#)

TYPOGRAPHY

Preferred Typeface

For Body Copy

Bliss 2 Light: ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+”:<>?

Bliss 2 Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+”:<>?

For Body Copy Emphasis

Bliss 2 Light Italic: ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+”:<>?

Bliss 2 Italic: ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+”:<>?

For Headings, Subheadings and Accents

Bliss 2 Extra Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+”:<>?

Alternate Typeface

For Body Copy

Trebuchet MS: ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+”:<>?

For Body Copy Emphasis

Trebuchet MS: ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+”:<>?

For Headings, Subheadings and Accents

Trebuchet MS Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()_+”:<>?