

TELUS Fund

Logo and usage standards.

The TELUS Fund logo was updated in 2020, please ensure you are using the most recent logo files.

The TELUS Fund relies on prominent credit placement to raise awareness of its programs and financing available to create more exceptional health and wellness content.

The TELUS Fund's preferred credit is a line of copy used above the logo:

Produced with the participation of



The TELUS Fund credit must appear wherever versions of the funded project are used worldwide. Financing from the Fund must also be acknowledged in all promotion worldwide, including paid advertising, press releases, publicity, and promotional materials, etc.

In television and digital programming: the TELUS Fund credit will appear immediately before the first frame or immediately after the last frame of programming preceded only by:

- the project title,
- marquee talent credits whose participation is identified as a condition of TELUS Fund financing in the agreement,
- other financial sources whose funding is greater than TELUS Fund, and
- the production company or producer credit.

In non-programming: the TELUS Fund's credit must appear prominently in all content created. For example, in the top third of the project website and in the walls of various social media and digital channels.

The producer is responsible for ensuring all agreements related to the funded project agree to abide by the TELUS Fund's credit requirements. Before completion, the producer must submit a mock-up of the visual layout of credits for TELUS Fund's approval.

The TELUS Fund may consider exceptions to the above requirements where there are comparable alternative opportunities for TELUS Fund credit placement (for example more prominent credit placement in a live event tour) or when the Fund's participation is less than or equal to \$75,000 and 15% of the project budget.

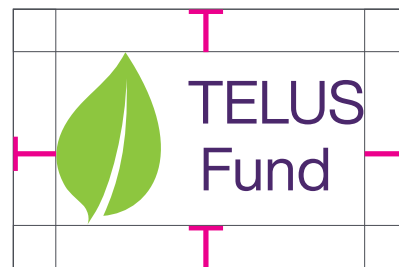
In all cases the TELUS Fund's credit must appear no less favorably than the producer and production company in size, placement, type and prominence and, when there is more than one financier, in order of the TELUS Fund's participation as compared to other financiers.

The English version of the TELUS Fund credit should appear in English versions of funded projects and the French version in French versions of funded projects. Funded projects versioned into third languages may use the English version of the TELUS Fund credit.

Clear space

The illustration below describes the clear space that must always surround the TELUS Fund logo.

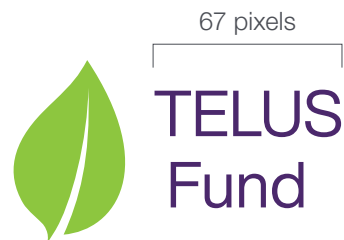
The minimum space on all sides must be at least equal to the cap height of the letter "T".



Minimum size - digital application

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

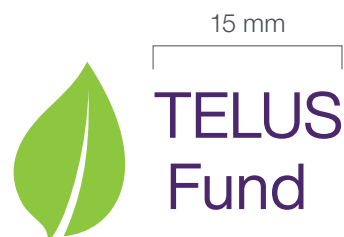
If your application requires branding less than 67 pixels, just type the name: TELUS Fund.



Minimum size - print application

To ensure legibility in print, do not reproduce the logo at sizes where the logotype is smaller than 15 mm.

If your application requires branding less than 15 mm, just type the name: TELUS Fund.



Colour - digital

The approved RGB colour values for digital application are:

TELUS Green:	R 102	G 204	B 0	HEX # 66CC00
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TELUS Purple:	R 75	G 40	B 109	HEX # 4B286D
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Colour - print

The approved colour values for print application are:

TELUS Green:	Pantone 376 or 4 color process	C 50%	M 0%	Y 100%	K 0%
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TELUS Purple:	Pantone 269 or 4 color process	C 85%	M 100%	Y 25%	K 13%
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Colour options

Where possible, the full-colour logo version should be used. In instances where only a one-colour logo can be used, the TELUS Fund logo can be reproduced entirely in black or reverse white.

Full-colour application



One colour - black



Background options

The TELUS Fund full-colour logo must only appear on a solid white background. If using the white logo, the TELUS Fund logo should be reversed out of a solid dark background colour.

Full-colour on white background



Reverse white out of a solid dark background

