

Client brand integration guide





What is this document?

This document serves as a comprehensive guide for the seamless integration of the TELUS Health brand.

Contains:

- **Product assets:** Logo downloads
- **Guidance:** Design & integration guidelines to help you develop your collateral

Logo download

This document offers clear guidelines and integration rules for smooth incorporation

[English & French logo files](#)

Brand guidelines

Brand usage standards

The use of the TELUS Health logo is exclusively for our approved partners. The way in which the logo is used, along with the partner's own business logo, will ensure the customer experience is clear and differentiated.

- Ensure the branding is clear and consistent
- Never merge the two brands together
- The preferred logo variation is the horizontal version shown below
- Always be clear about who's communicating with the customer.
- Partners are not permitted to use TELUS imagery for design (i.e. critters or nature) unless provided in pre-approved ad mats



Logo guidelines

The **TELUS Health logo must appear by itself**; it may not be combined with any other graphic or textual elements and may not be used as a design element of any other logo or trademark.

The **TELUS Health logo may only be scaled proportionally**. Never squish it horizontally or vertically or distort it in any manner. Scale by grabbing a corner rather than the side of the graphic, or scale in a dialogue box by typing the same percentage in both the horizontal and vertical scales.



Things to avoid

TELUS[®] Health

Never use logo without flying "T"

 **TELUS[®] Health**

Never reproduce logo in another colour

 **TELUS[®] Health**

Never use drop shadow with the logo


TELUS[®] Health

Never use stack flying "T" above the name

 **TELUS[®] Health**

Never use the logo on the pattern or image

 **TELUS[®] Health**

Never use place white logo on a colour other than TELUS purple, green or black

Business relationship & position

Always state the business relationship
above the logo.

Occupational health service provided by:



For webpages and collateral the logo
must be placed at the bottom left of the
page. For all other marketing pieces
try to keep the logo at the bottom

A mockup of a webpage for ABC Company Healthcare Online. At the top, the company logo and name are displayed above a photo of a man and a child looking at a laptop. Below the photo, a green headline states: "ABC Company has provided you with on-demand virtual care as part of your health benefit program." This is followed by a paragraph of placeholder text. A green button labeled "Activate Your Account" is centered below the text. Further down, another paragraph of placeholder text is shown next to a smartphone displaying the TELUS Health app interface. At the bottom left, a small logo reads "Virtual care offered by TELUS Health", which is highlighted with a red box. Social media icons for Facebook, Twitter, and Instagram are at the bottom center.



Clear space **must** always
surround the TELUS Health logo.

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

Business relationship

Business relationship **verbiage**:

- Powered by: (Insert TELUS Health logo)
- “Product/service name” provided by: (insert TELUS Health logo)
- Presented by: (Insert TELUS Health logo)
- Offered by: (Insert TELUS Health logo)

Occupational health service provided by:



The mockup shows a website layout for ABC Company Healthcare Online. At the top, there's a header with the company name and a photo of a family. Below that, a main text block states: "ABC Company has provided you with on-demand virtual care as part of your health benefit program." This text is in a green, sans-serif font. Underneath is a green button that says "Activate Your Account". Further down, there's another text block: "Virtual care offered by" followed by the TELUS Health logo, which is enclosed in a red rectangular box. At the bottom, there are social media icons for Facebook, Twitter, and Instagram.

When stating the business relationship utilize **Arial** text in **Bold** size 8.

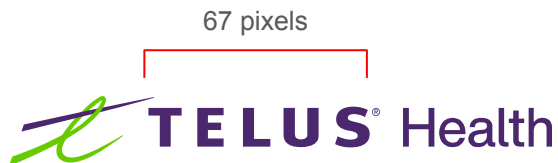
Minimum size

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 Authorized Partner.



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 Authorized Partner.



Logo variations: backgrounds

Where possible, the full-colour logo version should be used.

In instances where only a one-colour logo can be used, the TELUS Health logo can be reproduced entirely in black or reverse white.



Colour (preferred)

Colour logos are used exclusively on white backgrounds.



White

White logos are used on dark backgrounds when white isn't an option.



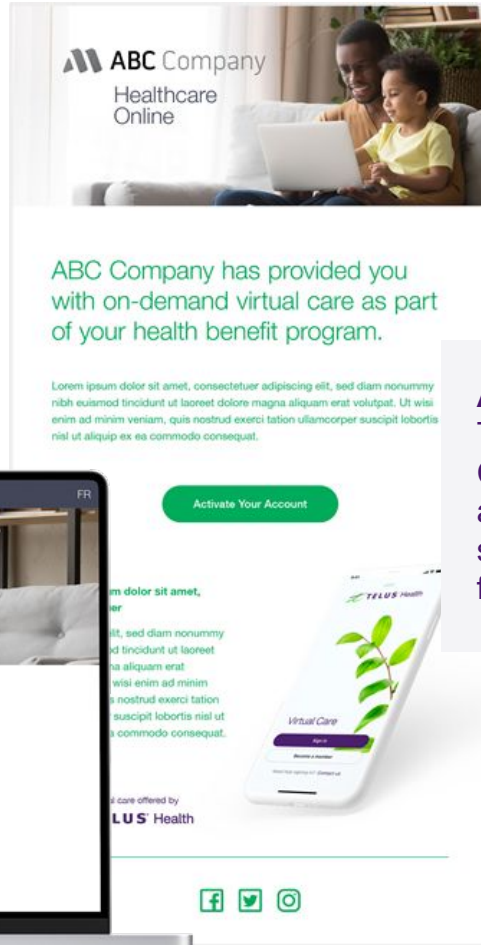
Black

Black logos are used on light backgrounds when white isn't an option.

Best practices and pitfalls

Client dominant brand

This is an example of a **client dominant brand** with their branding, imagery and logo dominating and **TELUS Health is integrated** solely through product screens and a logo/relationship.



ABC Company has provided you with on-demand virtual care as part of your health benefit program.

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Activation email:
The design is ABC Company branded and includes screens and logo from TELUS Health.

Website:
The design conforms to the graphic standards of the dominant brand.

Client dominant brand

Another example of a **client dominant brand** with their branding, imagery and logo dominating and **TELUS Health is integrated** solely through product screens and a logo/relationship.

The activation button and all other brand elements are in the colors of the dominant brand.

The TELUS Health logo and the mention “Virtual Care provided by” appears in the lower left corner of the document stating the business relationship.



ABC Company

ABC Company est fier d'offrir les services de soins virtuels TELUS Santé

Ayez accès aux soins virtuels TELUS Santé dès maintenant.

Activez votre compte

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Soins virtuels offerts par TELUS Santé

f t i

Partner is responsible to find their own image.

ABC Company has provided you with on-demand virtual care as part of your health benefit program.

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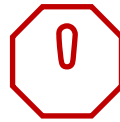


Activate Your Account

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Virtual care offered by
TELUS Health



Client dominant design **DON'Ts**

Don't integrate nature imagery or lifestyle imagery from TELUS Health if the dominant brand is the client/partner's.

Never blend two brands together (brand colours, font, imagery, icons).

ABC Company has provided you with on-demand virtual care as part of your health benefit program.

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Activate Your Account

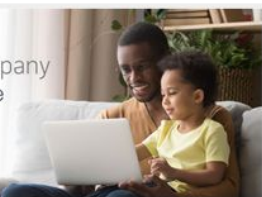
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ABC Company
Virtual care offered by
TELUS Health



ABC Company
Healthcare
Online



ABC Company has provided you with on-demand virtual care as part of your health benefit program.

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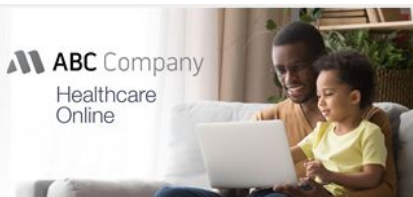
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Client dominant design **DON'Ts**

Never use the TELUS Health logo in the middle of the page (should be placed at the bottom left) as listed in the scenarios in this document.

ABC Company
Healthcare
Online



ABC Company has provided you with on-demand virtual care as part of your health benefit program.

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Never use the TELUS Health logo on a colored background.

Thank you