

Brand Identity & Style Guide

Effective Jan. 31, 2025



VISUAL IDENTITY

Trademark Usage Strategy (™ Symbol)

™ Symbol Usage

Purpose

The TM symbol is used to indicate that a word, phrase, logo, or design is being claimed as a trademark. It's a common law right and does not require registration. It's ideal for:

- Names/logos in the early branding stages
- Unregistered trademarks
- Testing market response to brand identity

Transitioning to ® (Registered Trademark)

- Only use this symbol if the trademark is officially registered with jurisdiction.
- Do not use ® before registration is finalized—it's illegal.



Example on Tealium.com

√ Approved

™ Where to Use

Website

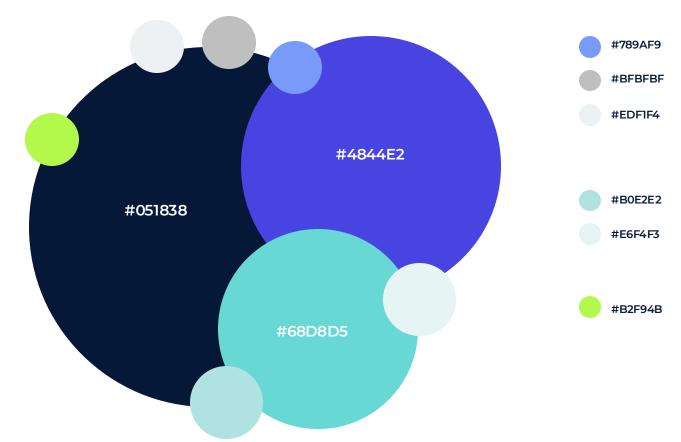
- Homepage: Next to the product name/logo (first or most prominent mention).
- Product Pages: Use at least once per page, especially near the header or key brand visuals.
- Footer: Include a legal disclaimer (e.g., "[Product Name]™ is a trademark of [Company Name].").

Marketing Materials

- Printed Materials & Packing, Labels: On first mention of the product name/logo.
- Social Media: In profile bios or descriptions; avoid cluttering every post.
- Email Signatures: Only if the product is featured prominently in the signature.
- Tealium Whitepapers, E-books, and Reports.

Color Overview

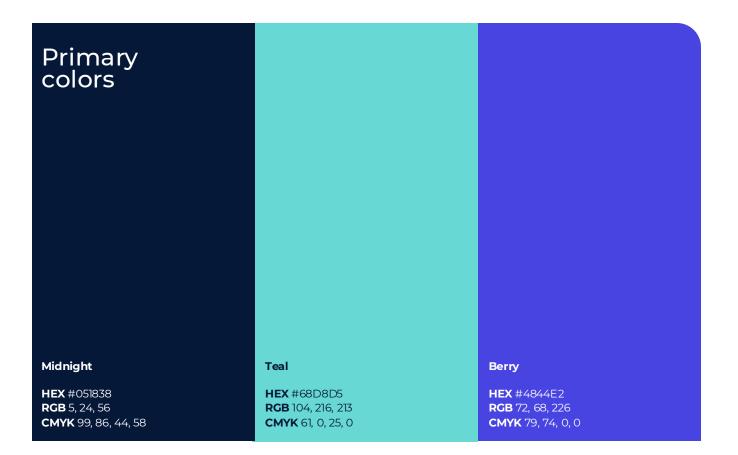
*TEALIUM



Primary Colors

Color Hierarchy

Tealium's Primary Colors are Midnight, Teal, and Berry.





Accent Colors

Color Hierarchy

Tealium's Secondary and Tertiary colors accent the Primary Colors.

Secondary colors

Light Mint

HEX #E6F4F3 **RGB** 230, 244, 243 **CMYK** 9, 0, 4, 0

Mint

HEX #B0E2E2 **RGB** 176, 226, 226 **CMYK** 33, 0, 13, 0

White

HEX #FFFFFF **RGB** 255, 255, 255 **CMYK** 0, 0, 0, 0

Tertiary colors

| Light Gray | Blue | Stone | Lime |
|--------------------------|--------------------------|---------------------------|---------------------------|
| HEX #EDF1F4 | HEX #789AF9 | HEX #BFBFBF | HEX #B2F94B |
| RGB 237, 241, 244 | RGB 120, 154, 249 | RGB 191, 191, 191 | RGB 178, 249, 75 |
| CMYK 6, 2, 2, 0 | CMYK 54, 36, 0, 0 | CMYK 25, 20, 20, 0 | CMYK 40, 0, 100, 0 |



Primary and Accent Color Usage

Combinations

When combining brand colors, use a mix of vivid and calm colors to create a comforting view and place emphasis where you need to.

Our color combinations are ADA Compliant, which is a critical brand consideration for the visually impaired.



Midnight



Teal



Berry



Gradient Colors

Gradient Colors

For gradients, the Primary Colors should always be the dominant color.

The Secondary and Tertiary Colors are a subtle inclusion and should not exceed more than 15% of the gradient.

| Midnight | Blue |
|----------------------------|---------------------------|
| HEX #051838 | HEX #789AF9 |
| RGB 5, 24, 56 | RGB 120, 154, 249 |
| CMYK 99, 86, 44, 58 | CMYK 54, 36, 0, 0 |
| | |
| Teal | Berry |
| HEX #68D8D5 | HEX #4844E2 |
| RGB 104, 216, 213 | RGB 72, 68, 226 |
| CMYK 61, 0, 25, 0 | CMYK 79, 74, 0, 0 |
| | |
| Berry | Lime |
| HEX #4844E2 | HEX #B2F94B |
| RGB 72, 68, 226 | RGB 178, 249, 75 |
| CMYK 79, 74, 0, 0 | CMYK 40, 0, 100, 0 |
| | |
| Midnight | Berry |
| HEX #051838 | HEX #4844E2 |
| | |
| RGB 5, 24, 56 | RGB 72, 68, 226 |



Color Mix Usage

Solid Colors

Here are samples of how to use the brand colors in a solid format for digital assets.





Color Mix Usage

Gradient Colors

Here are samples of how to use the brand colors in a gradient format for digital assets.

The Secondary and Tertiary Colors are a subtle inclusion and should not exceed more than 15% of the gradient.











Ullamco Laboris

Ut enim ad minim veniam, quis nostrud

White the service of the second control of the second

exercitation ullamoo laboris nisc

Color Mix Usage: Presentations

Presentation Samples

Here are samples of how to use the brand colors in our presentation template.

Please note that Primary Colors should be the foundation of color usage, accented by Secondary Colors.

Tertiary colors are used for call-to-actions, buttons, symbols, etc.









Example: Tealium's 2025 Product Roadmap Deck



Logos

Primary Usage of Logo

Never alter the logo.

You can copy and paste the logos on this page or find them here.

Source Teal White Midnight

Note: If using the Teal logo, you must use a high-contrast background to enforce readability and ADA *ADA compliance refers to meeting the Americans with Disabilities Act requirements to ensure websites, apps, and physical spaces are accessible to people with disabilities.









Logos

Light and Dark Color Usage

Logo Usage

Never alter the logo.

Download Logos here
Source
Teal
White
Midnight

Note: If using the Teal logo, you must use a high-contrast background to enforce readability and ADA compliance.

* ADA compliance refers to meeting the Americans with Disabilities Act requirements to ensure websites, apps, and physical spaces are accessible to people with disabilities.







Light and Dark Color Usage (on accent colors)

| * TEALIUM | * TEALIUM | * TEALIUM |
|-----------|-----------|-----------|
| * TEALIUM | * TEALIUM | * TEALIUM |



Identity Symbol

Alternative Usage of Logo

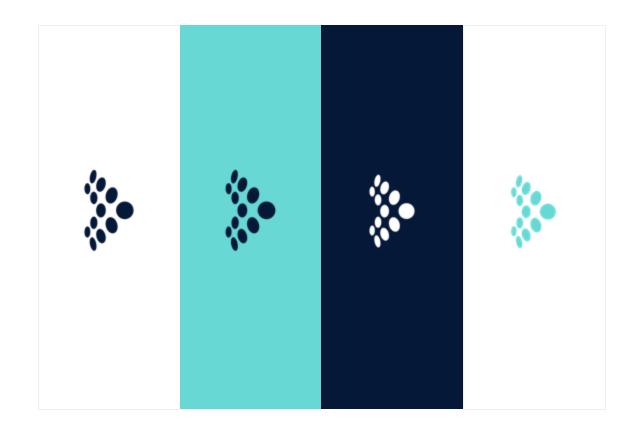
Never alter the logo.

You can copy and paste the logos on this page.

If using the Teal logo, you must use a high-contrast background to enforce readability and ADA compliance.

You can use the identity symbol in the following cases:

- Small digital and print assets where there isn't enough room for the full logo.
- Internal-only materials and documents.





Logo Misusage

Logo Misusage

Never alter the logo font, color, or proportions.



Do not use the mark + logotype in any other color than ink or white.



Do not place the one-color logo in white over a light background.



Do not place the one-color logo in white over a light photo or texture.



Do not place the one-color logo in ink color over a dark photo or texture. Do not separate the mark from the logotype in a stacked lockup.





Do not stretch the logo horizontally or vertically.



Do not use the wordmark or icon by itself.



Do not put a drop shadow on the logo.



Do not put a stroke on the logo.



Do not reverse the logo or change the orientation



Do not rotate the logo



For questions or company brand requests, please reach out to:

Karen Naves, SVP Global Demand Generation

Natalie Passarelli, Sr. Corporate Communications Manager

