



# 2026 Identity & Style Guide

Effective February 2026

*Note: Our brand is dynamic and will continue to evolve. These guidelines represent the current standard and should be consistently applied across all materials. As updates are introduced, teams will be notified and will be expected to adopt the latest version.*



# Bookmark these Brand Resources

HighSpot Link

Deck Template

Logos

Icons

Social Banners

Zoom Backgrounds

Stock Imagery

Doc Templates

Case Studies

Glean Brand Agent

# OUR BRAND

# BRAND DO'S

**All external-facing materials must align to at least one of our core belief pillars:**

- Trust & Customer Success
- Enterprise Performance
- Real-Time Intelligence
- Real-World Impact
- Data Orchestration for AI

If content does not clearly support at least one pillar, it should be revised or reconsidered.

**Our voice must consistently reflect:**

- Confidence: grounded in proof, not hype
- Insight: informed by data and industry leadership
- Clarity: simple, direct, and precise
- Strategic thinking: focused on business outcomes
- Vision: forward-looking, but practical
- Technical credibility: enterprise-grade
- Human authenticity: relatable and REAL

# BRAND DON'TS

**Tone & messaging guardrails:**

- Do not solely rely on buzzwords without explanation
- Do not be defensive or competitor-focused

**Our messaging should never feel:**

- Hype-driven
- Abstract
- Reactionary
- Arrogant
- Combative

**The messaging litmus test:**

**If the content:**

- Sounds too fluffy → refine it
- Avoids concrete outcomes → strengthen it
- Focuses on competitors → redirect it
- Feels defensive → reframe it



## Our Personality

Curious and solution-oriented, combining technical rigor with a customer-first mindset. Approaches challenges pragmatically, valuing clarity and measurable outcomes.

Collaborative and adaptable, able to bridge marketing, IT, development, AI, and compliance stakeholders. Confident but never inscrutable.

## Our Communication Style

Clear, concise, and solution-oriented. Balances technical depth with accessible language that speaks to the technical marketing, developer, IT, and AI audiences. Uses concrete examples and customer success anecdotes. Prefers a direct “we help you” tone, breaking complex solutions into simple, action-oriented statements.

## Our Strategic Lens

At Tealium, we see data as your most valuable strategic asset. That's why we take a vendor-neutral, best-of-breed approach to help you unlock its full potential. Our highly-flexible, real-time data layer delivers trusted, consented, inference-ready context across any cloud, model, or activation channel. We help organizations move from AI experimentation to production — securely, responsibly, and at scale — turning real-time context into measurable business impact, and better connect the moments that matter.

## Our Character

At Tealium, we're a trusted partner. We bring deep expertise without ego, pairing agility with reliability, and curiosity with real-world execution. We work side by side with your teams, rolling up our sleeves to solve challenges together. Our goal is to educate, inspire confidence, and act as an extension of your team. With an open, approachable style, we invite dialogue, build trust, and empower you to lead with data.

# NEW! Brand Style Agent

The Brand Style Agent helps create or review content aligned with Tealium's 2026 Brand Guidelines. Generate new on-brand copy or evaluate existing content for adherence to brand voice, tone, and messaging pillars. Ensure your content reflects Tealium's identity effectively.

Access Glean Agent

Ask anything...

+

↑

Conversation starters ⓘ

Create on-brand content

Check if my content is on-brand

Rewrite For Executives

Rewrite For Marketing Leaders

Rewrite for IT & Architects

# Presentation Best Practices: Add Theme

## How to Apply the Brand Theme in Google Slides

1. Open your presentation in Google Slides.
2. Click **Slide → Change theme → Import Theme.**
3. Import approved Tealium Brand Theme titled **“GTM Template 2026.”**
4. Now, you can click **Slide → Apply Layout → Select Branded Slides.**
5. Use only approved master layouts when adding new slides.
6. You can also access the [template here](#) and **MAKE A COPY.**

**Reminder:** Never override theme fonts, colors, or master elements. Consistency protects the brand.

# VISUAL IDENTITY

# VISUAL IDENTITY DO'S

## Core design principles

### All visual assets should adhere to the following standards:

- Use our approved color palette
- Leverage strong contrast
- Ensure clear visual hierarchy, accessibility, and readability across digital and print
- Maintain consistent iconography and imagery
- Use approved imagery guidelines

### Our visual identity should feel:

- Modern
- Technical & Intelligent
- Clean & Clear
- Enterprise-Grade
- Confident & Bold

### Designs should always:

- Prioritize clarity over decoration
- Favor simplicity over visual noise
- Highlight product value and outcomes
- Scale seamlessly across channels and formats

# VISUAL IDENTITY DON'TS

## Our design standards

### Colors & fonts:

- Do not use more than three colors per slide or layout to maintain focus and visual hierarchy
- When using colors, select a dominant color, secondary color, and accent (for call-outs)
- Do not introduce unapproved fonts or color palettes
- Do not use "Montserrat Thin or Light" unless font size is 18 or larger

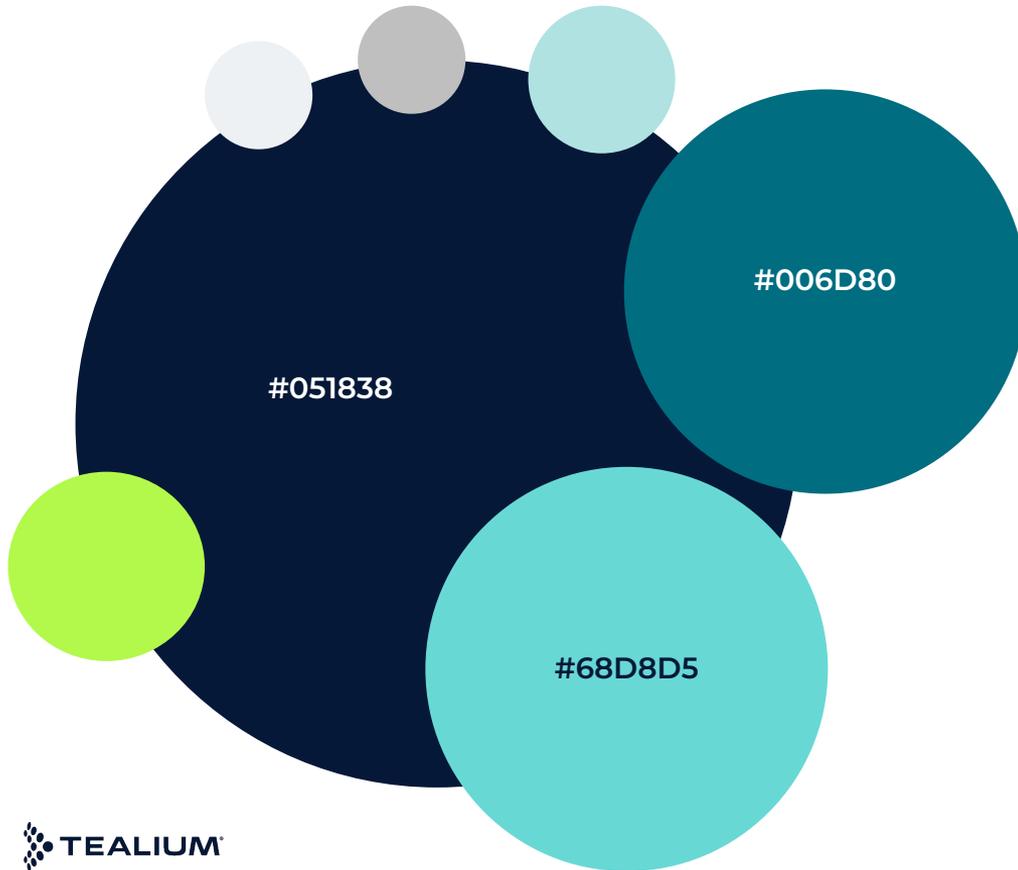
### Layouts & imagery:

- Do not create crowded layouts or dense text blocks
- Do not overuse stock or AI-generated imagery
- Do not use drop shadows on design elements unless absolutely necessary for added dimension
- Drop shadows and radiuses can only be used when an element is white on white or light gray backgrounds to add dimension

### Our visuals should never feel:

- Overly playful or juvenile
- Gimmicky or trend-driven
- Over-decorated or ornamental
- Cliché in posing or composition
- Unnatural or staged
- Overcrowded or chaotic

# Color Overview



## Primary Colors

-  #051838
-  #006D80
-  #68D8D5

## Accent Colors

-  #B0E2E2
-  #B2F94B

## Canvas Colors

-  #EDF1F4
-  #BFBFBF
-  #FFFFFF

# Primary Color Scheme

## Accent Colors

Mint

Lime

## Primary Colors

### Midnight

**HEX** #051838  
**RGB** 5, 24, 56  
**CMYK** 99, 86, 44, 58

### Deep Teal

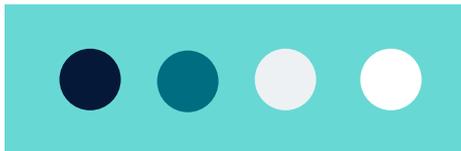
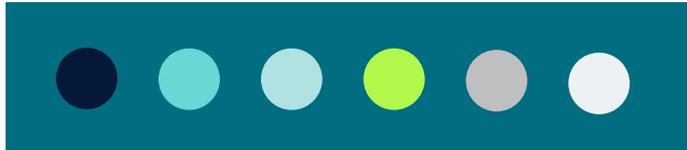
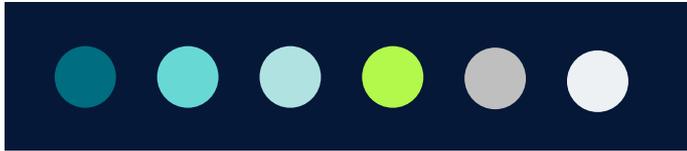
**HEX** #006D80  
**RGB** 0, 109, 128  
**CMYK** 98, 42, 40, 10

### Teal

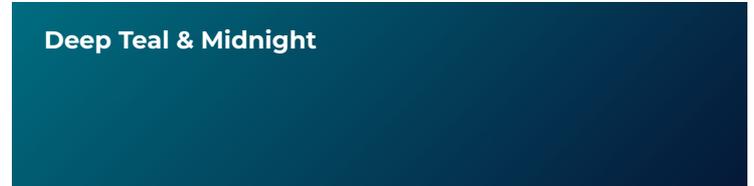
**HEX** #68D8D5  
**RGB** 104, 216, 213  
**CMYK** 61, 0, 25, 0

# Color Usage Guidelines

When combining colors, use contrasting schemes so content is readable on screens.



For gradients, do not use more than two colors. Gradients can only be used on backgrounds or standalone design elements.



# Accent Color Usage: Lime

Use the lime accent color strategically, including for smaller-scale design elements or stand-out text.

Do not use lime in backgrounds or as a dominant color.

“  
The future belongs to companies that can **unify customer signals** in real-time.  
”

GLOBAL INDUSTRY ANALYST  
2026 Customer Experience Report

TEALIUM

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### Platform AI: Real-time AI Decisioning

Scores, decisions and recommendations, in real-time - at the source - Tealium style!

Decisioning happens before CDP

Customer action → Data ingested → LLM / ML Model runs → Score / result generated → AI recommends actions → Identity, Audiences, Activation → Results + Moolah

Real-time AI at the source

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### Roadmap: Customer Data Infrastructure for AI

Features and connectivity to make Tealium the trusted platform to power AI in your ecosystem

| AI Ecosystem   | Connectivity and Sharing   | Native Apps   |
|--|--|---|
| <b>ML/AI Platforms (Data Clouds)</b><br>AWS (S3, Glue), Google (Vertex), Databricks, Snowflake <b>Q1</b> | <b>AI Protocols</b><br>Managed native MCP (ADA next) <b>Released</b>   | <b>AI-on-the-Edge Mobile SDK</b><br>Leverage native device ML models for personalization and scores <b>Q1</b> |
| <b>Agent Frameworks</b><br>LangChain <b>Q1</b>   | <b>Invoke Your Own Model</b><br>Re-score models or call inference from pro-rum models and activate <b>Released</b> | <b>ML-Ready Data Refinement</b><br>Snowflake native app to prep-data for ML workloads <b>Released</b>         |
| <b>Vector Databases</b><br>Pinecone  | <b>Cloud Data Sharing</b><br>Databricks Delta Sharing <b>Q1</b>  | <b>Snowflake Native Audiences</b><br>Build audiences and transform data directly in Snowflake <b>Q2</b>       |
|  | <b>Configuration API Advancement</b><br>Built for enterprise AI consumption  |   |

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### Roadmap

The plan for the year fits in 3 main categories based on our strategy and focus.

|   |  |  |
|---|--|--|
| <b>Customer Data Infrastructure for AI</b><br>Real-time context, activation and connectivity for your <b>AI ecosystem</b> | <b>AI Decisioning and Automation</b><br>Get AI recos and decisions to drive results. Use prompts and GenAI <b>to use Tealium</b> | <b>Enterprise Platform and Usability</b><br>Use Tealium data the way you need, activate and integrate based on your pref |
|---|--|--|

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# Kicker & CTA Usage

When creating boxes for key takeaways, kickers, or within architectural designs, always use round edges, unless it is detrimental to a technical element.

| Click to edit theme subtitle style | Click to edit theme subtitle style | Click to edit theme subtitle style |
|------------------------------------|------------------------------------|------------------------------------|
| Click to edit theme subtitle style | Click to edit theme subtitle style | Click to edit theme subtitle style |
| Click to edit theme subtitle style | Click to edit theme subtitle style | Click to edit theme subtitle style |
| Click to edit theme subtitle style | Click to edit theme subtitle style | Click to edit theme subtitle style |



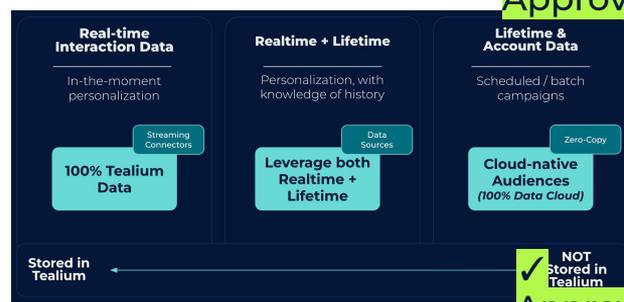
✓ Approved

✓ Approved

For call-to-actions and buttons, use an accent color to help it stand out.



- ✓ All data collected with Consent
- ✓ Centralized configuration and governance, enforcement
- ✓ DSAR and Auditability support
- ✓ Privacy By Design throughout



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✓ Approved

# Logos

Never alter the logo.

Only use our logo in Midnight, White, or Teal.

You can copy and paste the logos on this page or [download them here](#).

**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.*

# Identity Symbol

Never alter the logo.

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.
- External presentations and content where Tealium is already introduced.
- As an accent design element.

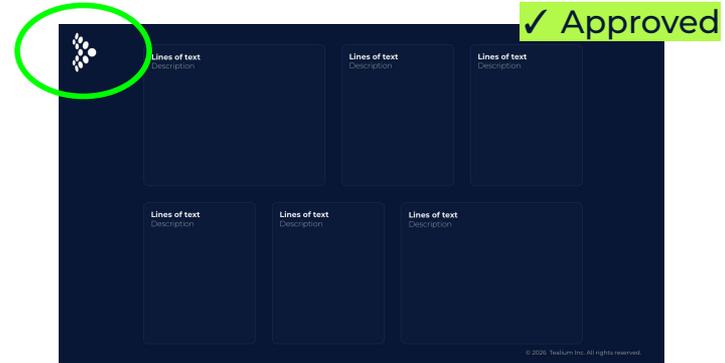
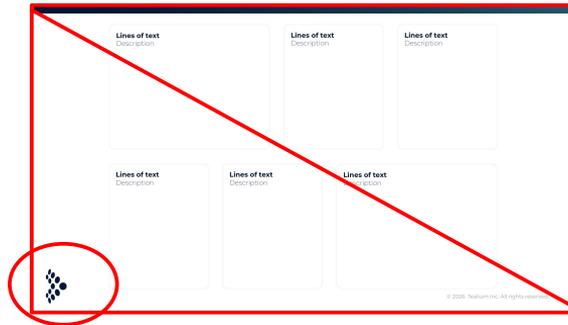
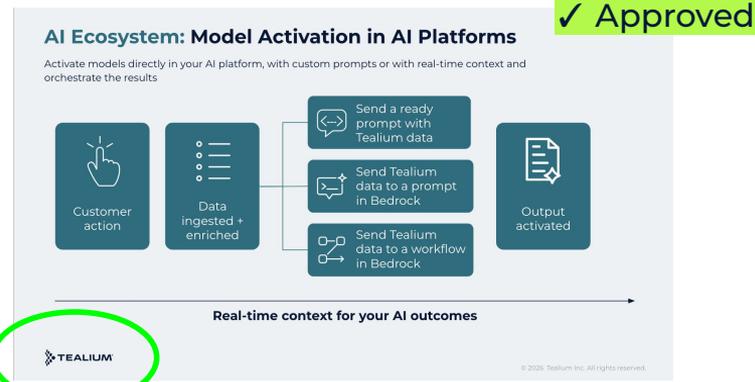


# Logos in Presentations

The full Tealium will always be placed in the bottom left hand corner of the slide.

The identity symbol can be used after first mention of Tealium, where the full logo is shown.

Never include the identity symbol on cover slides without the full Tealium present.



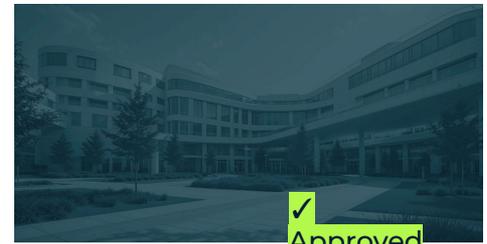
# Imagery

Do not overload presentations with stock imagery, rather use it as a subtle and transparent background or to help tell a story. Midnight and Deep Teal overlays are approved.

Choose photos that are:

- Inclusive
- Natural and authentic
- Immersive and engaging
- Balanced and soft in color
- Does not have harsh lighting
- Do not show people staring directly at the camera
- NOT overly literal to the message you are conveying

Access Approved Images



# Social Media Guidelines

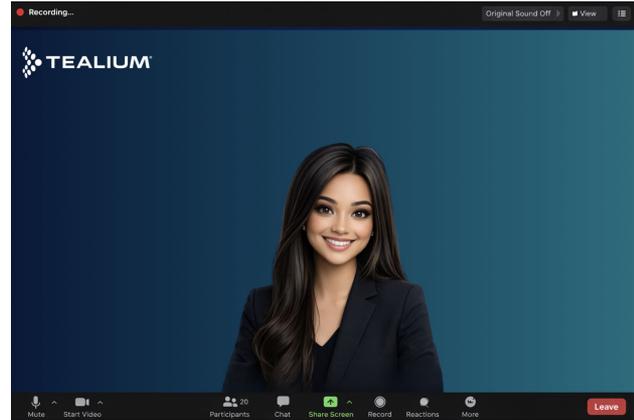
Employees' virtual presence is part of the Tealium brand.

Keeping your profile updated and using approved visuals ensures brand consistency.

Alignment builds trust and credibility. Every digital touchpoint should reinforce Tealium's brand.

Access Zoom Backgrounds

Access Social Banners



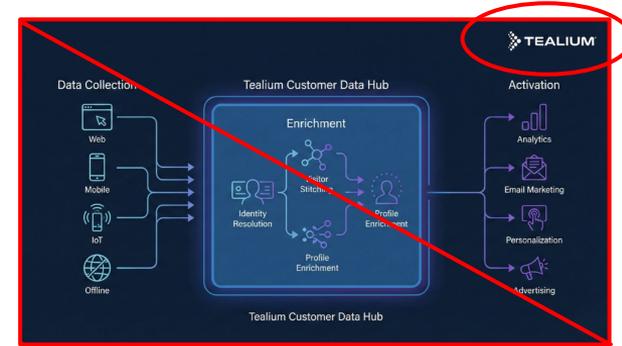
# Social Media Imagery

Team Tealium is encouraged to share insights that amplify the brand on social media.

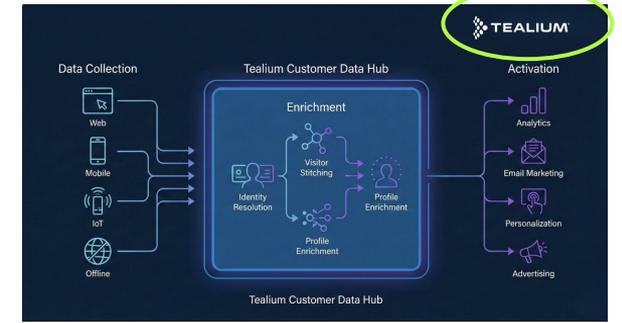
Remember your posts represent Tealium. Be mindful of and review all AI-generated content before publishing.

If using AI-generated imagery, ensure proper Tealium colors and logo usage. Never alter the approved Tealium logo.

Note: Most AI-generated images will not have the proper logo. Always swap out the logo, no matter how “accurate” it appears.



✓ Approved



✓ Approved

# Our Mascot

Here is where we use the Tealium Beast in accordance with our \*Guidelines:

- Customer marketing channels (Community, at events).
- Internal materials (HR, Education, Enablement, internal presentations).
- Tealium's Corporate Social Media Channels, but not in conjunction with sensitive topics (for example: data governance, privacy, etc.).

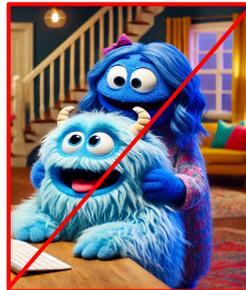


\*Guidelines:

- Do not put horns on the Beast.
- Do not use any colors outside of the Brand Guidelines.
- Do not create alternative 'species' or variations of the Beast.
- The Beast's base color should be Teal.

What NOT to do:

- Use the Beast in prospect-facing communications and presentations.
- Use imagery that doesn't fit the guidelines on this slide.



# Trademark Usage (™ Symbol)

## Purpose

The ™ 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.

# TYPE & ICONS

# Font

## Primary Font

Montserrat Thin\*, Montserrat Extra Light\*, Montserrat Light, Montserrat, **Montserrat Medium, Montserrat Semi Bold, Montserrat Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

UuVvwXxYyZz1234567890!@#\$\$%^&\*()+~=/;[:],.

*\* Montserrat Thin & Extra Light are only allowed when font size is 18 or above*

## Secondary Font (System Fallback)

Open Sans, **Open Sans Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

UuVvwXxYyZz1234567890!@#\$\$%^&\*()+~=/;[:],.

# Iconography



ARTIFICIAL INTELLIGENCE



AUTOMOBILE



BANKING



BINOCULARS



BROWSER



CALENDAR



CALL CENTER



CHART



CHECKMARK



CUSTOMER



CUSTOMER DATA



DATA ACTIVATION



DATA DISTRIBUTION



DATA DRIVEN



DATA ENRICHMENT



DATA FILTERING



DATA LAYER



DATA SILO



CONFERENCE



CONNECTING DATA



CREDIT CARD



CRM



CROSS CHANNEL



DATA WAREHOUSE



DOCUMENT GRAPH



DOCUMENT WRITING



EDUCATION

# Iconography



ELEVATOR  
PITCH



ENTERTAINMENT



FINANCES



FINANCIAL  
SERVICES



FLOWCHART



GAMING



GEARS



GLOBE



GOVERNANCE



GROUP



GROWTH



HEALTHCARE



HOSPITALITY



INTEGRATION



KEY



LAPTOP



LOCATION



LOYALTY



MACHINE  
LEARNING



MARKETING  
CLOUDS



MEGAPHONE



MISSION  
/ TARGET



MOBILE



NETWORK



PAYMENT  
/ MONEY

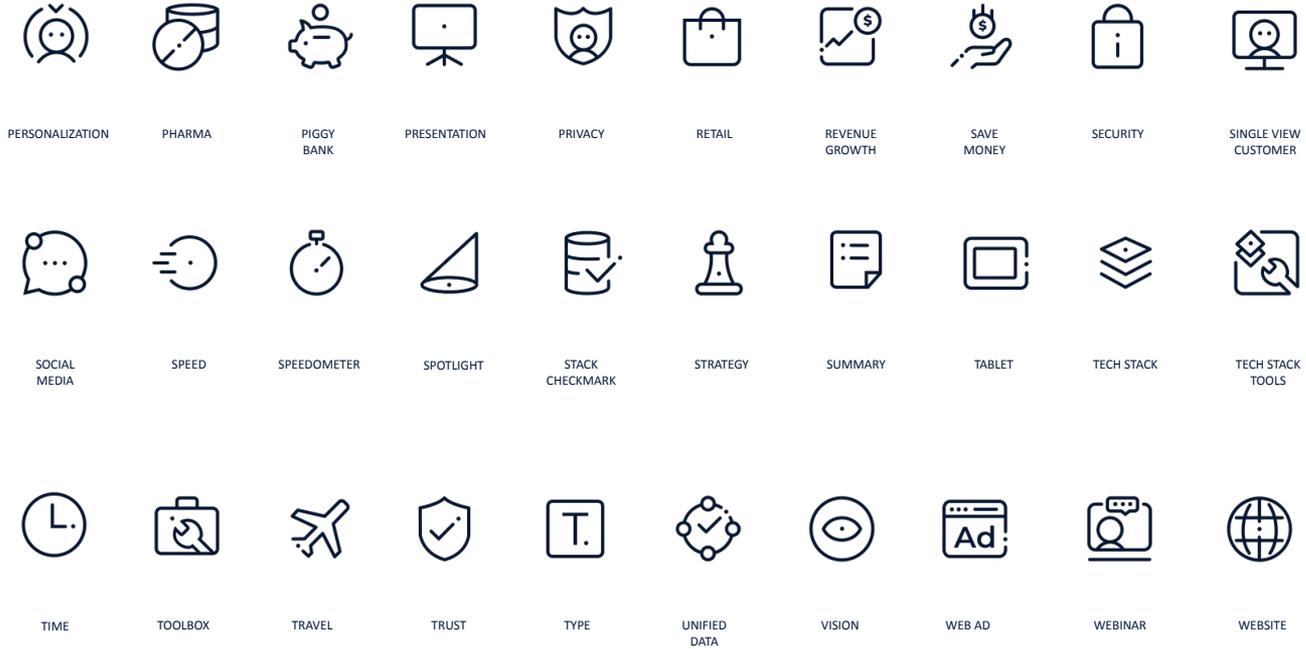


PERSON BUBBLE



PERSON

# Iconography



# Iconography



ARTIFICIAL INTELLIGENCE



AUTOMOBILE



BANKING



BINOCULARS



BROWSER



CALENDAR



CALL CENTER



CHART



CHECKMARK



CUSTOMER



CUSTOMER DATA



DATA ACTIVATION



DATA DISTRIBUTION



DATA DRIVEN



DATA ENRICHMENT



DATA FILTERING



DATA LAYER



DATA SILO



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MACHINE  
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MARKETING  
CLOUDS



MEGAPHONE



MISSION  
/ TARGET



MOBILE



NETWORK



PAYMENT  
/ MONEY



PERSON BUBBLE



PERSON

# Iconography



PERSONALIZATION



PHARMA



PIGGY BANK



PRESENTATION



PRIVACY



RETAIL



REVENUE GROWTH



SAVE MONEY



SECURITY



SINGLE VIEW CUSTOMER



SOCIAL MEDIA



SPEED



SPEEDOMETER



SPOTLIGHT



STACK CHECKMARK



STRATEGY



SUMMARY



TABLET



TECH STACK



TECH STACK TOOLS



TIME



TOOLBOX



TRAVEL



TRUST



TYPE



UNIFIED DATA



VISION



WEB AD



WEBINAR



WEBSITE

For brand questions or requests,  
please reach out to **Natalie Passarelli**