

A woman with dark hair and bangs, wearing a purple top and sunglasses on her head, is writing on a whiteboard. She is holding a white marker in her right hand and pointing with her left hand. The whiteboard has some faint, illegible writing on it. The background is a bright, out-of-focus office space with large windows.

Taboola

BRINGING OUR BRAND TO LIFE

Welcome to Taboola's brand resources page. This is where you can find and download the brand assets you need.

Our brand guidelines are about making sure that our brand looks and speaks the same across all mediums. Please help us keep its spirit.



This is our official logo.



Sometimes we use our smiley face icon. The same rules apply.



Taboola

We use a white logo on images with colorful backgrounds.
This helps our logo POP!



We use a white smiley face icon on colorful or dark backgrounds.
This keeps our smile bright!

LOGO DON'TS.



✘ Don't Reflect



✘ Don't Distort

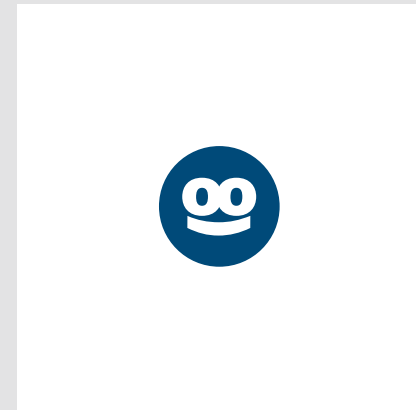


✘ Don't Crowd

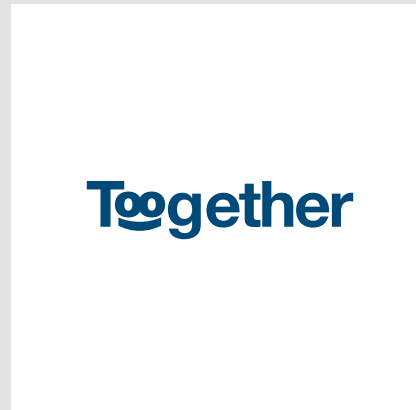


✘ Don't Shade

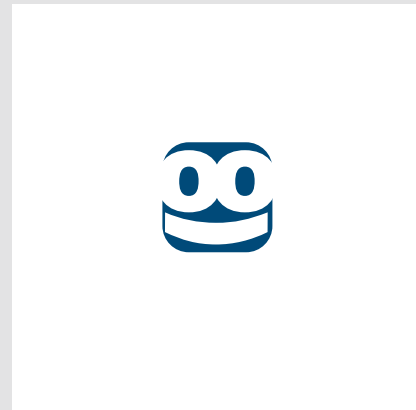
ICON DON'TS.



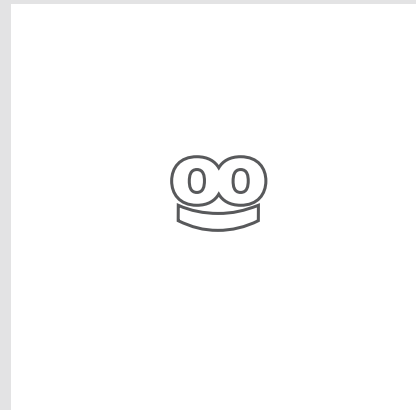
✘ Don't Encircle



✘ Don't Write



✘ Don't Crop



✘ Don't Outline

BE
BOLD

Primary Font:

Helvetica Neue

Helvetica Neue Tn 35

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Lt 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Md 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bd 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary font

Arial

For presentations and emails (as a system font) we use Arial and Arial black.

THIS IS HOW WE WRITE IT

H1 | Be Bold

This is how we
write it

H3 | Be Clean

This is how we write it

H2 | Be Modern

This is a paragraph written in helvetica.
It's perfect for reading and long copy.
It's the standard for readability.

Paragraph | Be Clear



In titles, we don't use more than 2 or 3 words in a row.



Align titles and logos to the left side of the composition.



Our titles are always left aligned.

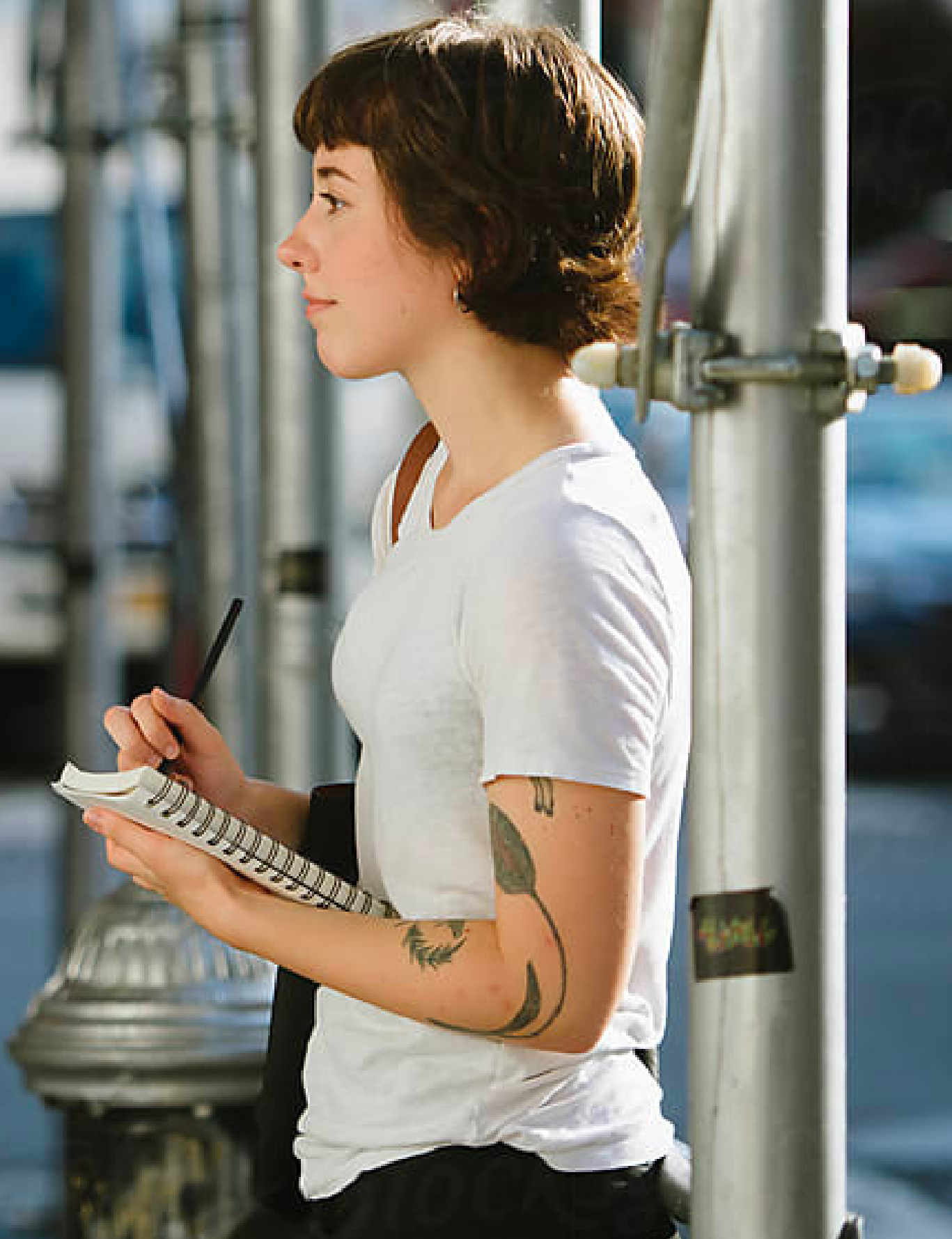


We always adjust line height to less than auto.

What makes a photo right for us

**DIFFERENT.
AUTHENTIC.
HONEST.**

1 2 3 4



What makes a photo right for us

A STORY THAT MAKES YOU LOOK TWICE.

1 2 3 4



What makes a photo right for us

REAL MOMENTS. NO FILTERS.

1 2 3 4



What makes a photo right for us

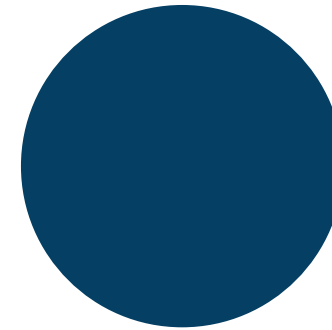
PEOPLE EXPLORING THEIR PASSIONS.

1 2 3 4



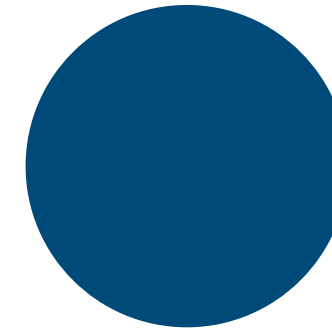
OUR COLORS

Our signature color is blue but not because we feel blue. We want our color palette to communicate innovation and trust.



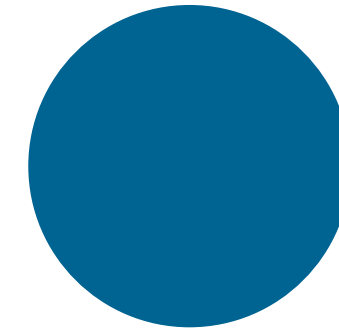
Dark blue
#054164

Backgrounds
Use for ppt only



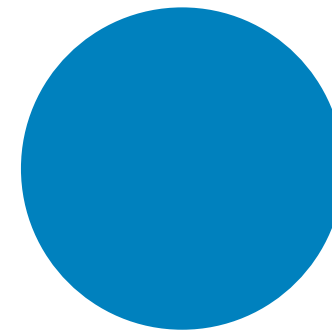
Deep blue
#004b7a

Background and titles
print + web



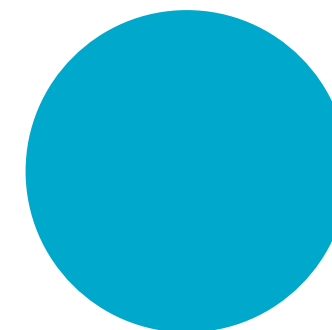
Taboola blue
#00659f

Taboola official blue
Use for everything



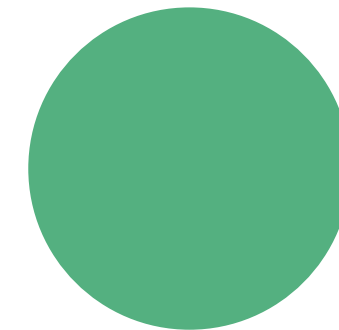
Happy blue
#008acb

Icons and Buttons
print + web



Sky blue
#00b5d9

Icons and Buttons
print + web



Green
#54bd86

Icons and Buttons
print + web

System and online colors:



#e86861



#ffc00a



#00a86d



#00cb84



#66d5db



#4472c4

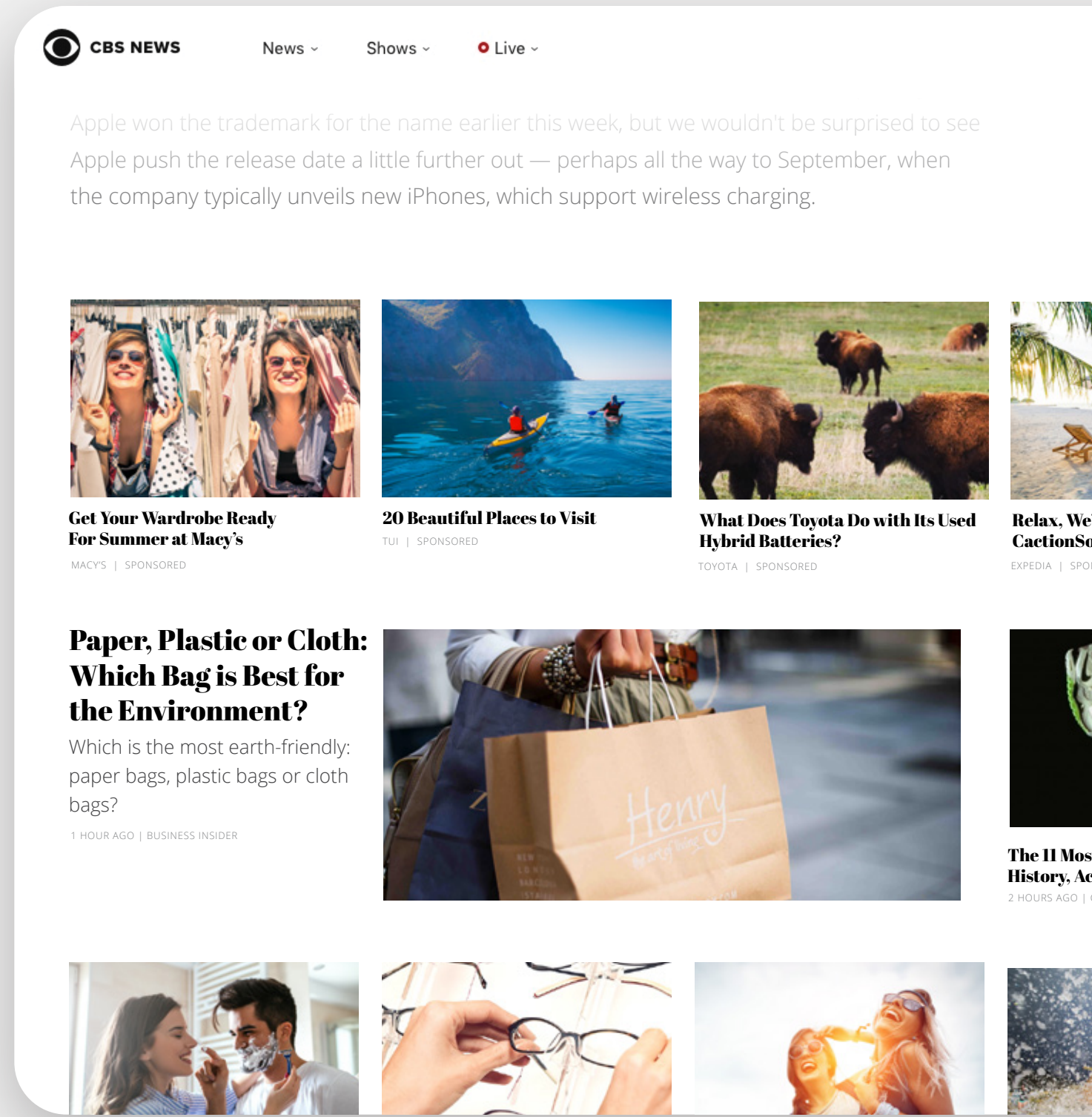
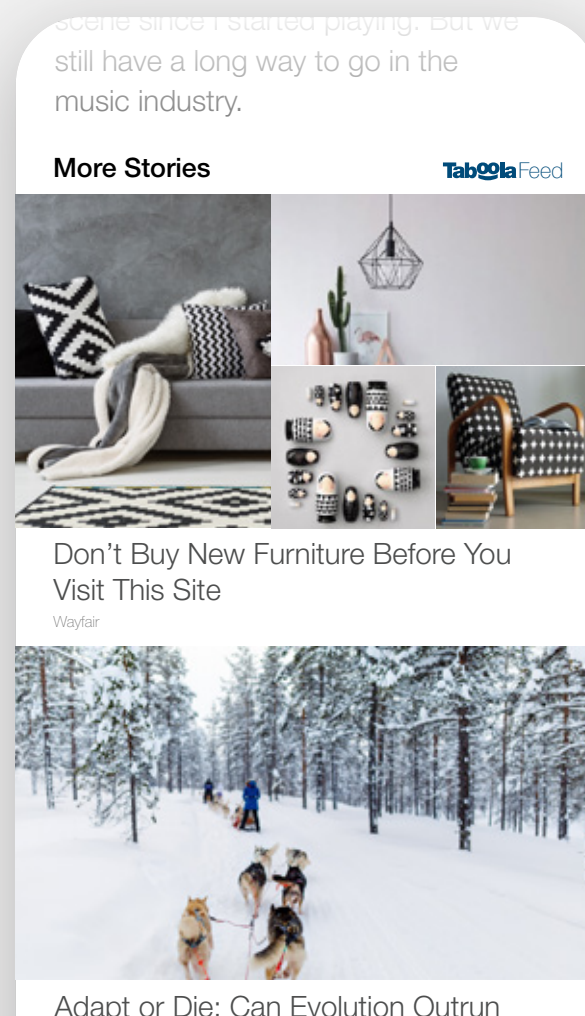
OUR COLORS

The bigger the square, the more its color should be used. Use touches of green and sky blues to make your design more interesting (e.g. for buttons and icons).



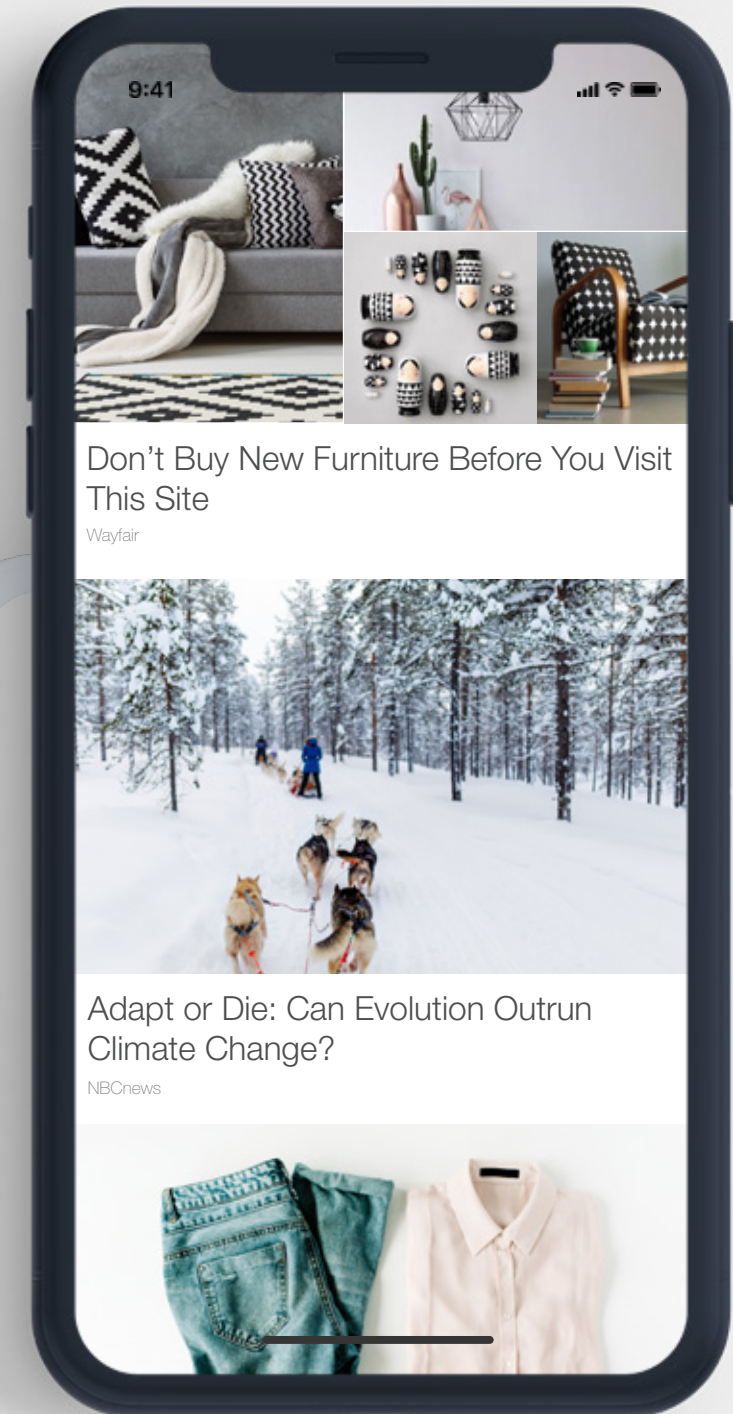
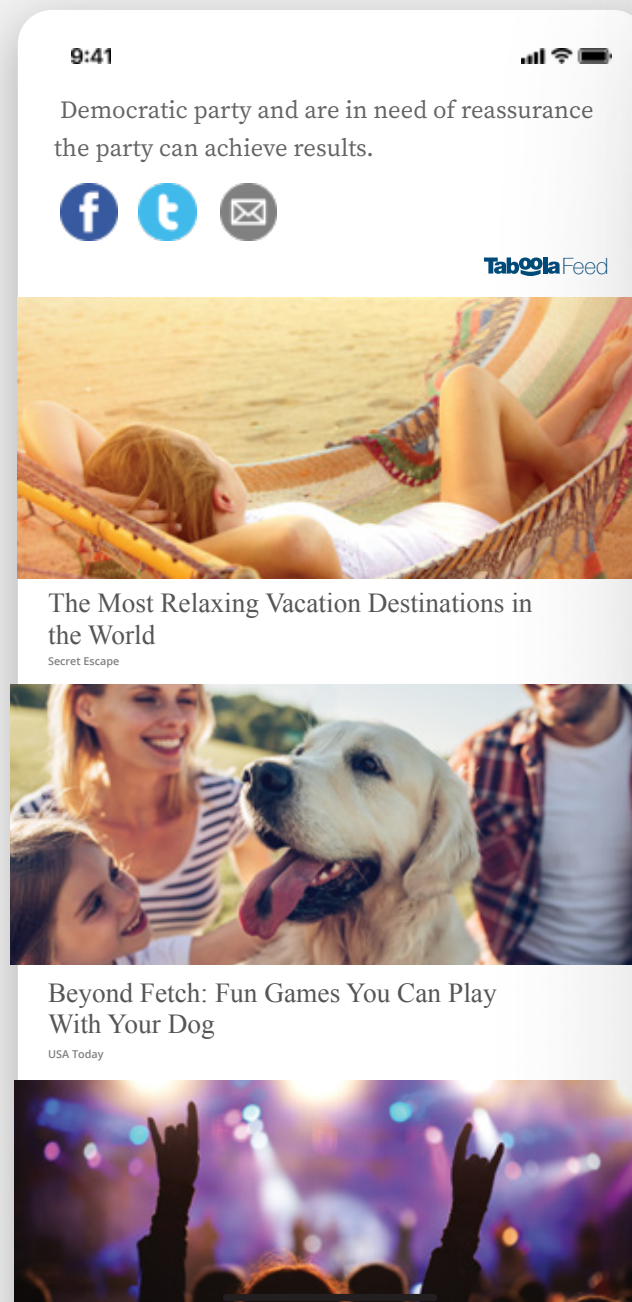
PRODUCT IMAGES

Screenshots of our products, these are approved for public use.



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Screenshots of our products, these are approved for public use.



TITLES & COPY GUIDELINES

**DISCOVER
WHAT'S
INTERESTING
AND NEW**

**KEEP
EXPLORING**

**MOMENTS
OF NEXT**

**WE HELP
PEOPLE
DISCOVER**

What's interesting and new