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.

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
- Distort
- Crowd
- Shade

ICON DON'TS.

DON'T
- Encircle
- Write
- Crop
- Outline
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

H2 | Be Modern

This is how we write it

H3 | Be Clean

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.
A STORY THAT MAKES YOU LOOK TWICE.
REAL MOMENTS. NO FILTERS.
PEOPLE EXPLORING THEIR PASSIONS.

What makes a photo right for us

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.
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).
It's still possible we'll see Apple release AirPower next week, as part of its big March 25 event. For what it's worth, Taiwanese publication DigiTimes said on Friday that Apple will release AirPower in “late March,” and there is still time for more surprises before the month ends. An AirPower release feels imminent based on all of the information out there, especially since Apple won the trademark for the name earlier this week, but we wouldn't be surprised to see Apple push the release date a little further out — perhaps all the way to September, when the company typically unveils new iPhones, which support wireless charging.
PRODUCT IMAGES

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