

## Brand Guidelines

## Color Palette

DIGITAL + PRINT USE

#### Taboola Blue

HEX 0056f0 RGB 0 86 240 CMYK 100 50 0 0 PANTONE 2388c

Turquoise

HEX 00f0d2 RGB 0 240 210 CMYK 74 0 44 0

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#### **Dark Blue**

HEX 002852 RGB 0 40 82 CMYK 100 88 42 46 PANTONE 655c

#### Light Blue

HEX 7bcdff RGB 123 205 255 CMYK 44 5 1 0 PANTONE >>>

#### Purple

HEX bb61ff RGB 187 97 255 CMYK 43 69 0 0

#### Yellow

HEX f2ff4a RGB 242 255 74 CMYK 2 0 72 0

#### Light Grey

HEX ebeff3 RGB 235 239 243 CMYK 7 4 3 0

## Color Shades

DIGITAL USE

<b>Taboola Blue</b> IEX 00 56 f0	<b>TB_Shade #1</b> HEX Oc 6a f2	<b>TB_Shade #2</b> HEX 10 88 ff	<ul> <li>Dark Blue</li> <li>HEX 00 28 52</li> </ul>	<b>DB_Shade #1</b> HEX 08 33 5e	<b>DB_Shade                                    </b>
	works as shape shade on the blue background	works as a type color on dark background		works as shape shade on the dark background	works as a type color on white background
•				▼ Liabt Oray	
L <b>ight Blue</b> HEX 7bcdff	<b>LB_Shade #1</b> HEX a9e2ff	LB_Shade #2 HEX c2ebff	LG_Shade #1 HEX dd e2 e8	Light Grey HEX eb ef f3	LG_Shade # HEX f2 f5 f7
	works as shape shade and for CTA buttons	works as a type color on dark background	works as background for digital use + shape shade		works as additior background+ shape shade

## Color Hierarchy

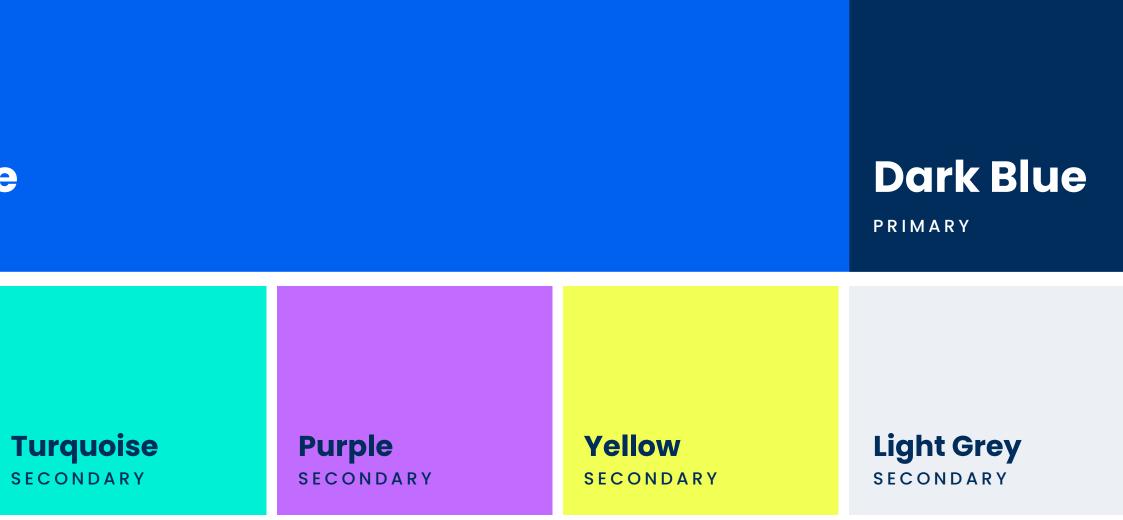
#### WHEN DESIGNING FOR:

Taboola visual assets. Growth assets. Emerging markets.

### **Taboola Blue**

PRIMARY

Light Blue SECONDARY



## Color Hierarchy

#### WHEN DESIGNING FOR:

Premium assets of taboola. Strategic partnerships. Established Markets. Enterprise.

### **Dark Blue**

PRIMARY

Taboola Blue SECONDARY



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Extra light Light



## Typography Poppins

# A C Poppins by Google font

**Bold Italic** Medium Bold Black Light Italic

Typography	
Poppins	



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

-

Align titles and logos to the left side of the composition



We use lower-case letters for titles, subtitles and paragraphs.



We always adjust line height to 1.5 rem

**HEADLINE LEVEL 1** 

## **Your Native Ads Partner**

**HEADLINE LEVEL 2** 

### Your Native **Ads Partner**

BODY

Your native ads partner

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**POSSIBLE COMBINATION #1** 

## **Your Native Ads Partner**

**POSSIBLE COMBINATION #2** 

Your Native **Ads Partner** 

## Color Combinations

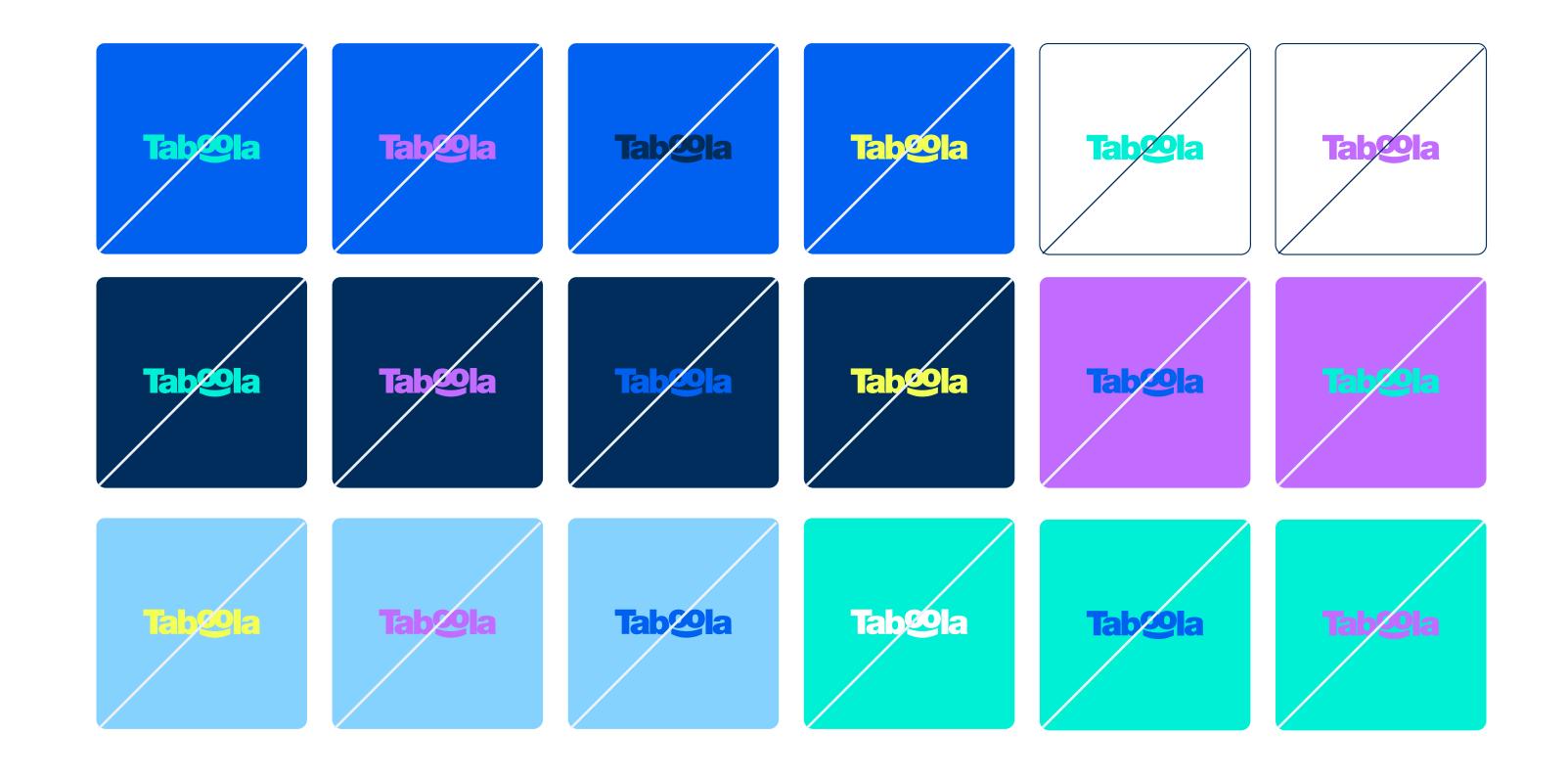
LOGO - DO'S

**TabO**la



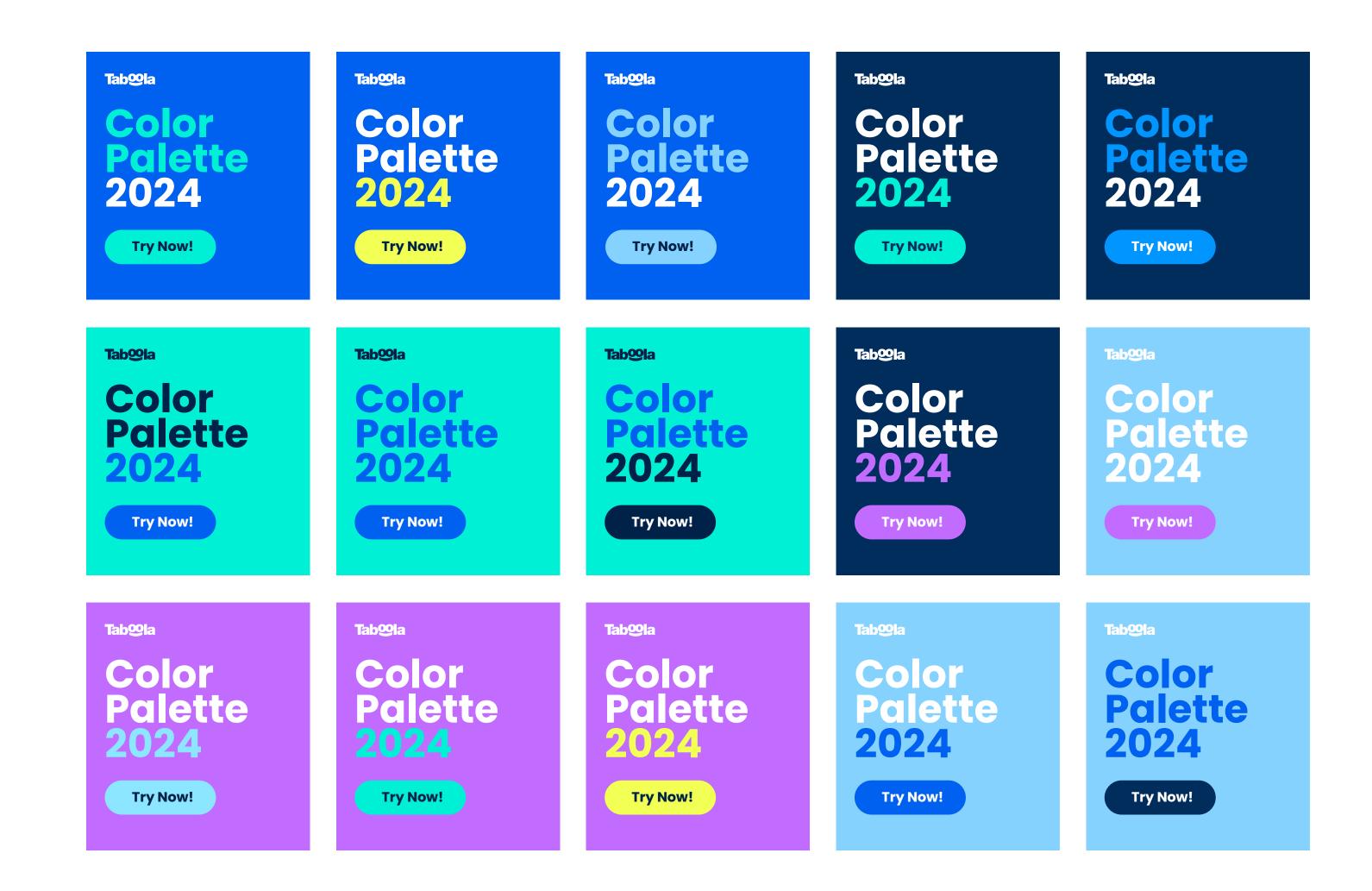
## Color Combinations

LOGO - DON'TS



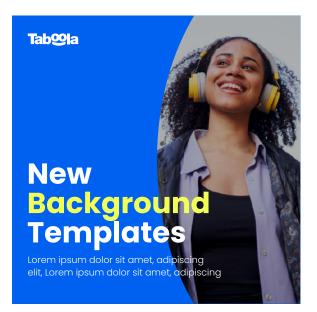
## Optional Color Combinations

DIGITAL USE

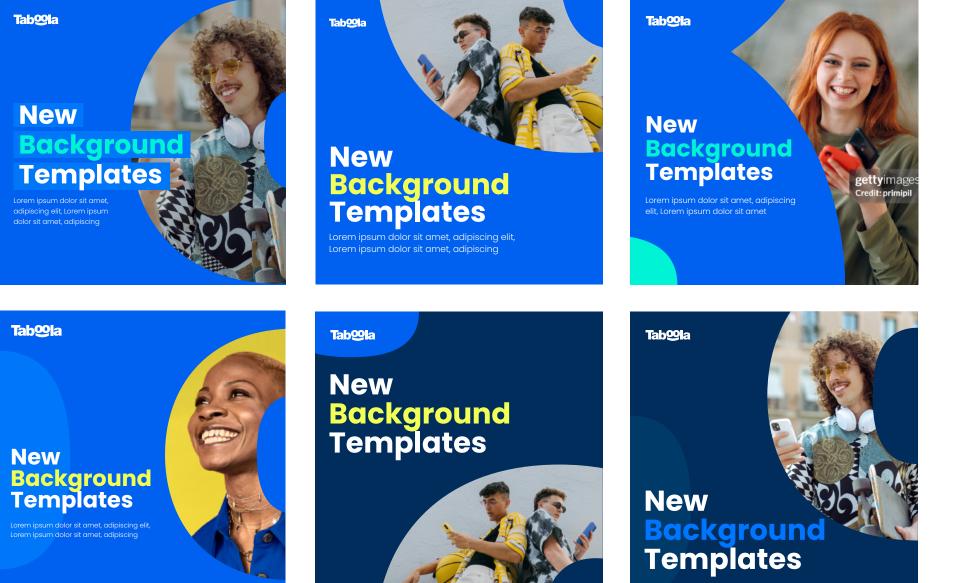


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 Brand guidelines

SOCIAL POSTS / SQUARE USING IMAGES







SOCIAL POSTS / SQUARE WHEN NOT USING IMAGES

New Background Templates

**Tab**@la

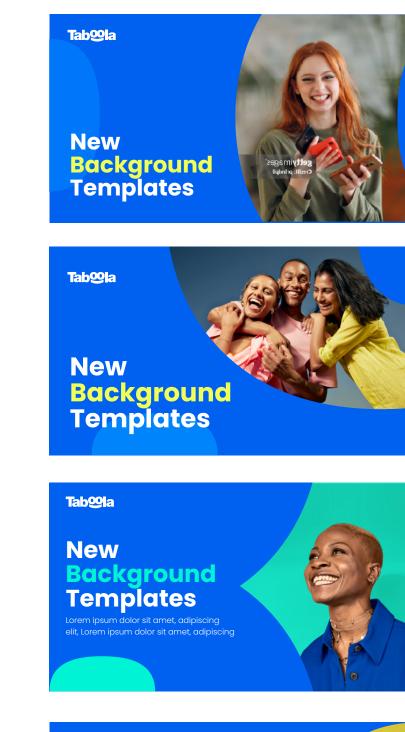
New Background Templates

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New Background Templates

SOCIAL POSTS / WIDE USING IMAGES



#### **Tab©l**a

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#### New Background Templates

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New Templates

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New Background Templates



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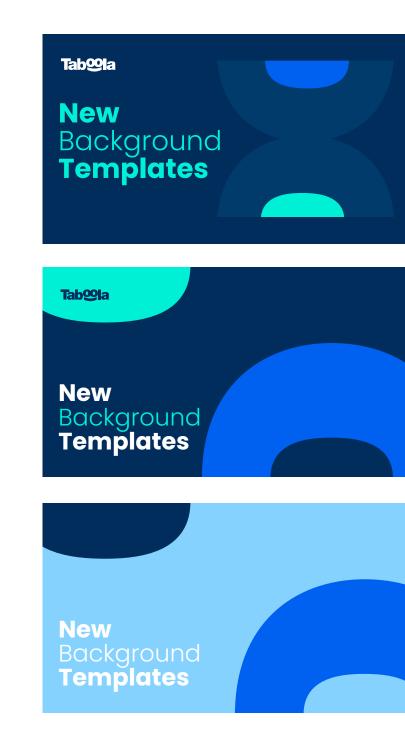
**Tab@la** 

Join Us Name of the **Event here** Dec 6th -7h | Taboola Penthouse

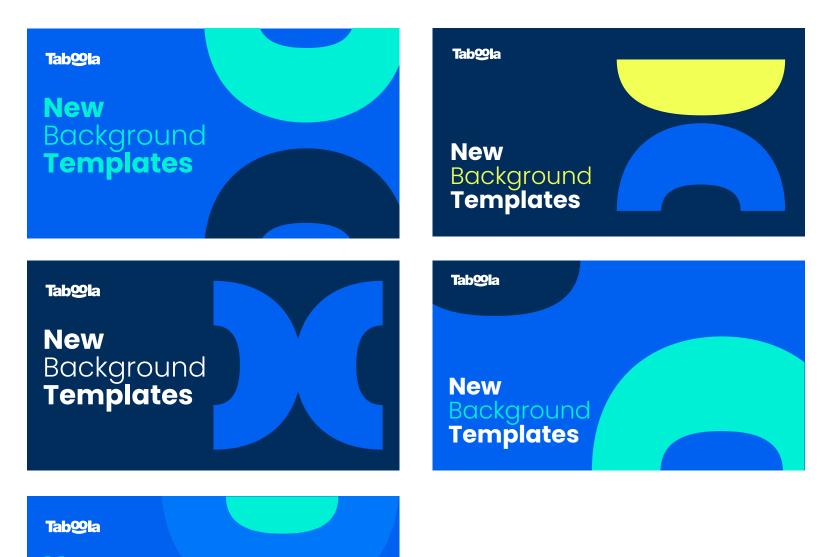


**Tab@la** New Background Templates prem ipsum dolor sit amet, adipis prem ipsum dolor sit amet, adipis

SOCIAL POSTS / WIDE WHEN NOT USING IMAGES

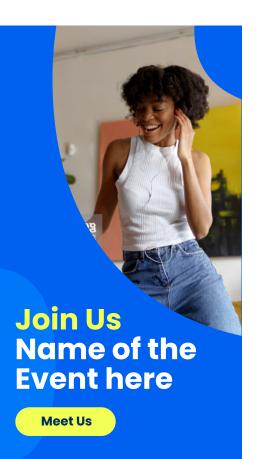


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New Background Templates

SOCIAL POSTS / STORY USING IMAGES





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### Join Us Name of the **Event here**

Meet Us

### Join Us! Name of the Event here

DEC 6TH -7H TABOOLA PENTHOUSE воотн 005



Join Us! Name of the **Event here** 

Meet Us



#### Join Us! Name of the **Event here**

Meet Us



SOCIAL POSTS / SPEAKERS WHEN NOT USING IMAGES **Tab<b>@l**a

New Background Templates

**Tab2la** 

New Background Templates

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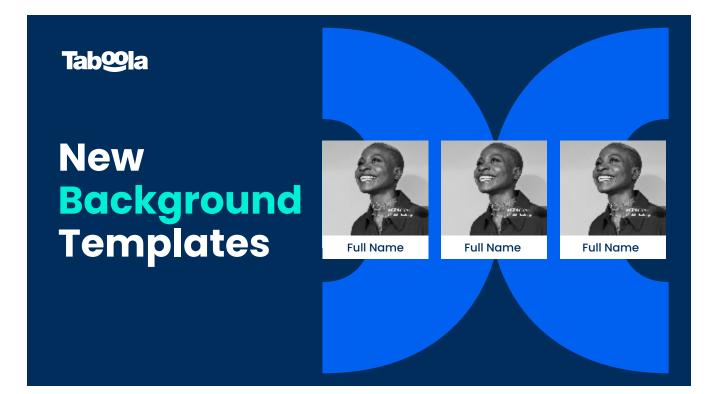


#### **Tab@**la

New Background Templates





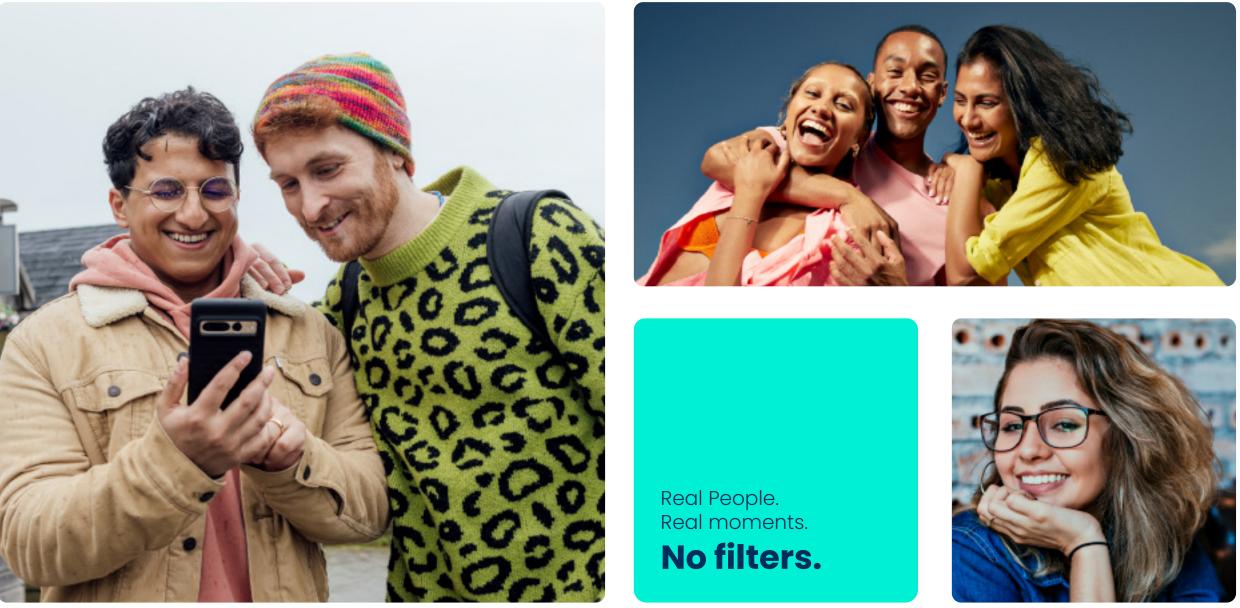


## Imagery

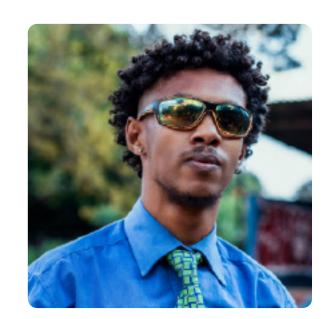
#### WE DON'T USE IMAGES WITH:

Kids. Animals. The color Orange.





We use images that are Different. Authentic. Honest.







### Icons

#### RULES

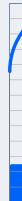
- Filled duotone shapes
- Simple shapes with round corners
- No outlines
- Round corners (please duplicate the <u>same corner type</u>)
- Use Safe Area





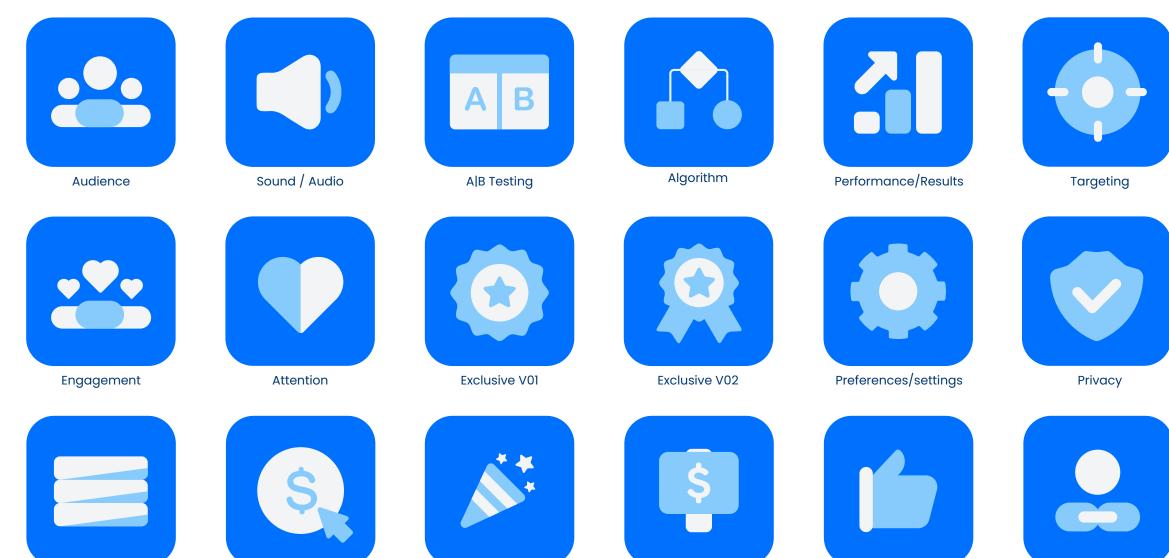








Tab**291a** Brand guidelines



Data



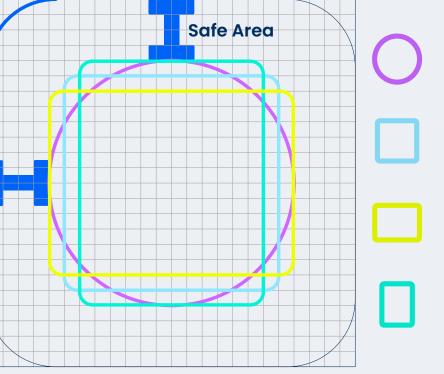
CPC / Cost

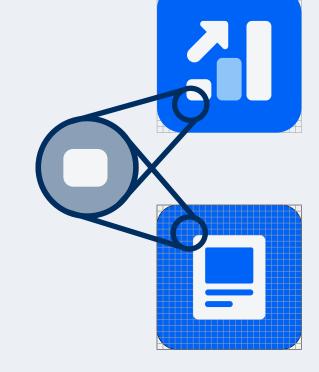


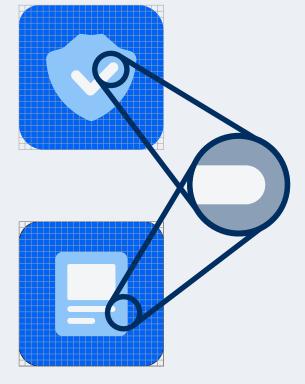
Bidding

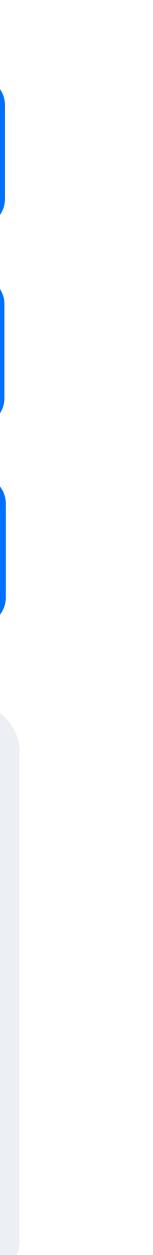
Like

Affiliate









## That's it.

We're excited to share the first draft of our 2024 brand guidelines! This is a work in progress, and we'll be making updates as needed. Stay tuned for future refinements.

In the meantime, if you have any questions about our brand, please don't hesitate to reach out to a member of the Taboola Studio team.

Thanks!

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