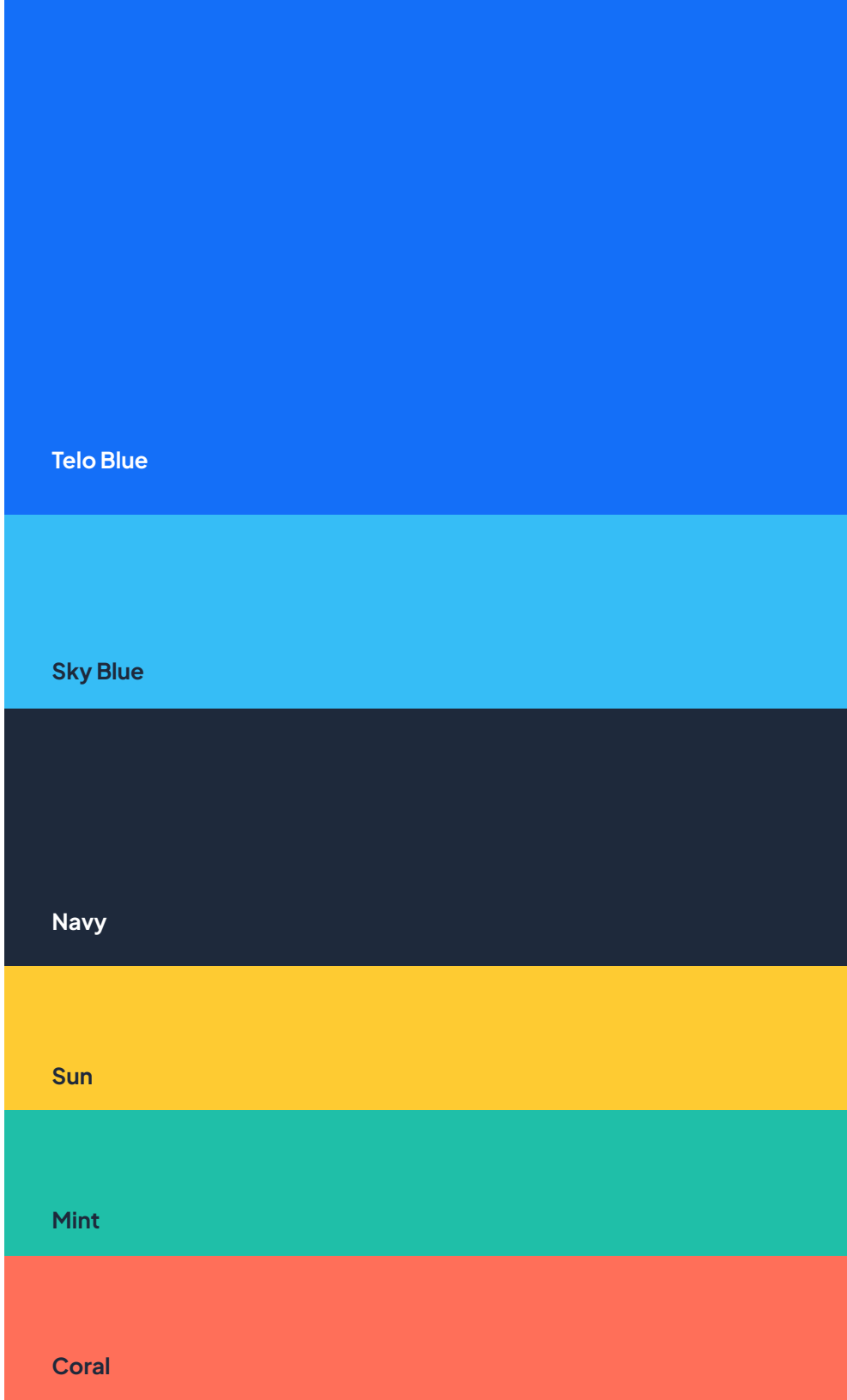
Telo

BRAND GUIDELINES

Typography and color

How Telo looks in type and color: the choices we made, why we made them, and the rules that keep them consistent across the website, the robot, the teacher dashboard and every document we share with districts.

Version 1.0 · October 2026 · Telo AI Inc.



01 · TYPOGRAPHY

One typeface: Plus Jakarta Sans

Aa

Plus Jakarta Sans

Google Fonts · free, open source (SIL Open Font License) · variable font, weights 200 to 800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿¡ áéíñóú ç

Fallback, only if the font fails to load: -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, 'Helvetica Neue', Arial, sans-serif.

Why this typeface

Telo lives between two worlds: an AI-powered robot, and the classroom. Plus Jakarta Sans speaks to both. Its geometric construction feels modern and a little futuristic, while its open, rounded curves keep it soft and approachable.

It reads as current without feeling cold. It stays serious enough for superintendents and district leaders, and friendly enough for students who are learning to speak up.

It is highly legible on screens, from large website headlines to small labels on the robot and in the teacher dashboard. It also covers the accented letters of Spanish and the other languages our students speak.

One family for everything. A single typeface, used in different weights, is what makes the brand look intentional. We no longer mix a display font with system fonts.

Weights

800 ExtraBold	**More time to speak**	Page titles, section titles
700 Bold	**More time to speak**	Card titles, main buttons, badges
600 SemiBold	**More time to speak**	Buttons, labels, navigation
500 Medium	More time to speak	Secondary headings
400 Regular	More time to speak	Body text

01 · TYPOGRAPHY

Type scale

Sizes are fluid on the web: they scale between a mobile minimum and a desktop maximum. Headings are Navy and body text is Body Gray.

LEVEL	SAMPLE	SIZE	WEIGHT	SPACING	COLOR
Hero title	More time to speak	28 to 44 px	800	Line 1.18, -0.02em	Navy, key words in the gradient
Section title	Built for classrooms	26 to 40 px	800	-0.01em, centered	Navy
Banner title	Ready to hear them speak?	24 to 36 px	800		White on the gradient
Card title	A robot that never judges	20 px (17 to 24)	700		Navy
Intro	The line under a section title.	18 px	400	Max width 760 px	Body Gray
Body	More practice for every learner.	16 px	400	Line 1.6	Body Gray
Card text	Reports for every teacher.	15 px	400		Body Gray
Eyebrow	STEP 1 · PRACTICE	13 px, uppercase	700	+0.1em	Blue Dark
Badge	TEACHER INSIGHT NEW	12 px, uppercase	700	+0.05em	Dark shade on its tint
Button	Book a demo How it works	16 px (15 small)	600, 700 main	Pill shape	White on Telo Blue

02 · COLOR

Core colors

Blue is the heart of the brand: it signals action and technology, and it is the color of our logo. Navy brings the seriousness that district leaders expect.

Telo Blue

#146FF8 · RGB 20 111 248

Our primary color: buttons, links, icons, the logo and the start of the signature gradient. As text, use it on white only.

Sky Blue

#36BDF6 · RGB 54 189 246

The end of the signature gradient and decorative accents. Never used for text on a light background.

Navy

#1E293B · RGB 30 41 59

Headings and dark text, and the background of dark bands. It gives the brand its seriousness.

Signature gradient

135°, Telo Blue to Sky Blue. Icon tiles, call-to-action banners and the app icon. It is the brand's only accent gradient. Highlighted words in titles end on a deeper blue, #168FD8, so they stay readable.

Alternation

Sections alternate between White and Section Blue, and cards always take the opposite color.

Neutrals and surfaces

Body Gray
#4A4A68 · paragraphs

Blue Dark
#0B57D0 · small blue text on light backgrounds

Section Blue
#F3F8FF · alternate sections

Blue Tint
#DCEAFF · badges, light fills

List Gray
#2C2C44 · list items

Meta Gray
#5F6E84 · dates, secondary info

Border
#DDE7F3 · card borders, dividers

Error Red
#B91C1C on #FEF2F2 · errors only

02 · COLOR

Secondary palette: Living Classroom

Blue stays dominant and Navy carries the text. Three secondary colors act as accents, each with one clear job. Soft and school-friendly without looking childish, they also give us five clearly distinct colors for charts and categories.

Sun

Highlight and reward

"New" badges, stars, a student's success. It comes from the dot in our logo. On the website, it also marks the Key Takeaways box of articles.

- **#FECB32** Vivid · decoration, icons, charts
- **#FFF4CC** Tint · backgrounds, badges
- **#8A6500** Dark · text

NEW

Mint

Progress and success

A student who is on track, a confirmation message, a goal reached. On the website: check marks, the "Available" badge and the Recommended Actions box.

- **#1FBFA8** Vivid · decoration, icons, charts
- **#DDF7F2** Tint · backgrounds, badges
- **#0F766E** Dark · text

ON TRACK

Coral

Warmth and encouragement

On the student side. It matches a robot that never judges and cheers students on.

- **#FF6F59** Vivid · decoration, icons, charts
- **#FFE6E1** Tint · backgrounds, badges
- **#B23A26** Dark · text

KEEP GOING

Why not purple? Purple has become the default color of AI brands, and it sits too close to Telo Blue in lightness to tell the two apart in a chart.

02 · COLOR

Using color well

1 Blue leads

Telo Blue and Navy carry the brand. Secondary colors are accents and never cover large surfaces.

2 Vivid shades are for decoration

Never set Sky Blue, Sun, Mint or Coral as text on a light background, and keep small Telo Blue text for white backgrounds. Use the dark shade instead.

3 Badges pair a tint with its dark shade

Same color family, light background, dark text.

4 Coral encourages, it never signals an error

Errors use Error Red. Never present Mint and Coral as right and wrong.

5 One accent gradient

Telo Blue to Sky Blue, ending on #168FD8 when applied to text. Never blend secondary colors.

6 Charts: a fixed order, and never color alone

Telo Blue, Mint, Sun, Coral, Navy. For color-blind readers, Mint and Coral, and Sun and Coral, look close: always add a label, an icon or a pattern.

7 Each language domain keeps its color

Listening Speaking Reading Writing

The same chip in the article tables of the website and in TelOne Dashboard, always next to the domain name.

Contrast

WCAG AA: 4.5:1 for body text, 3:1 for large text.

TEXT ON BACKGROUND	RATIO	USE
Navy on White	14.6:1	Any text
Body Gray on White	8.5:1	Any text
Meta Gray on White	5.2:1	Dates, labels
White on Telo Blue	4.5:1	Buttons, links
Telo Blue on Section Blue	4.2:1	Large text only
Blue Dark on Blue Tint	5.3:1	Badges, eyebrows
Sun Dark on Sun Tint	4.8:1	Badges
Mint Dark on Mint Tint	4.9:1	Badges
Coral Dark on Coral Tint	5.0:1	Badges
Sun Mint Coral on Navy	9.6 · 6.3 · 5.3	Text, icons
#168FD8 on White	3.5:1	Gradient titles
Sky Blue on White	2.2:1	Decoration only
Sun · Mint · Coral on White	1.5 · 2.3 · 2.7	Decoration only