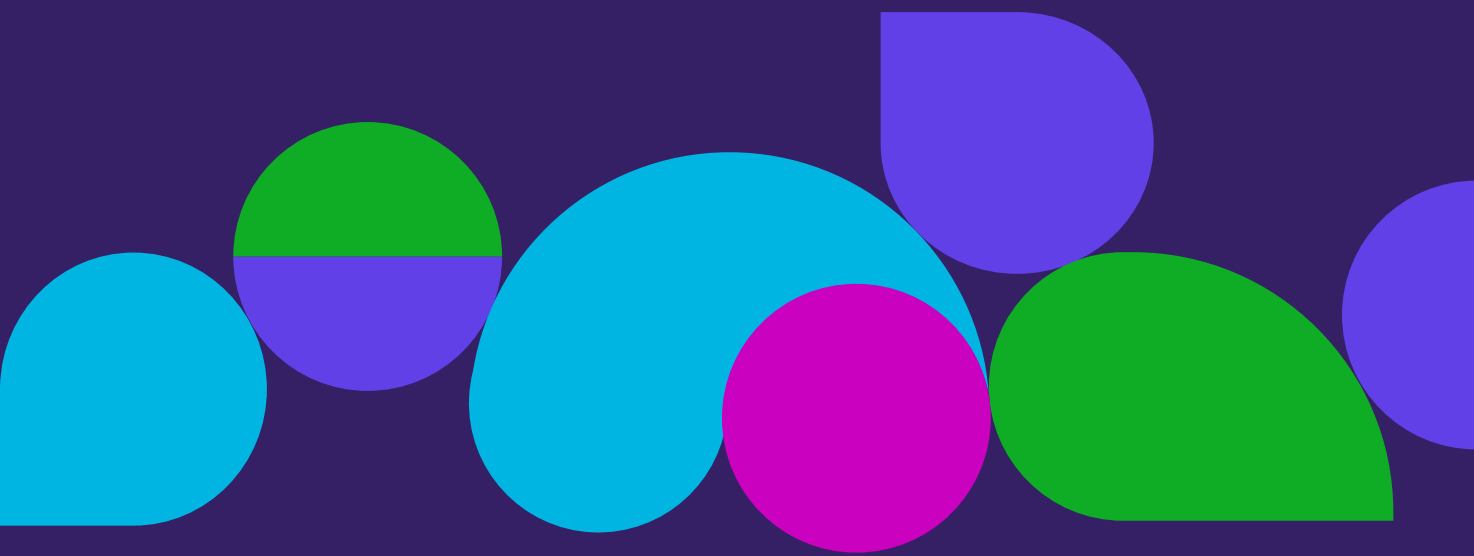# Teladoc® HEALTH

Brand Guidelines

For Partners

Logo

Our logo is the most simplified representation of our brand. Its design helps express how we bridge the gap between technology and healthcare, creating stronger connections.

Primary logo

Primary logo: Full color Our full-color logo should be used the most, when possible, and appear on light backgrounds in most applications. It may also be placed over photography.
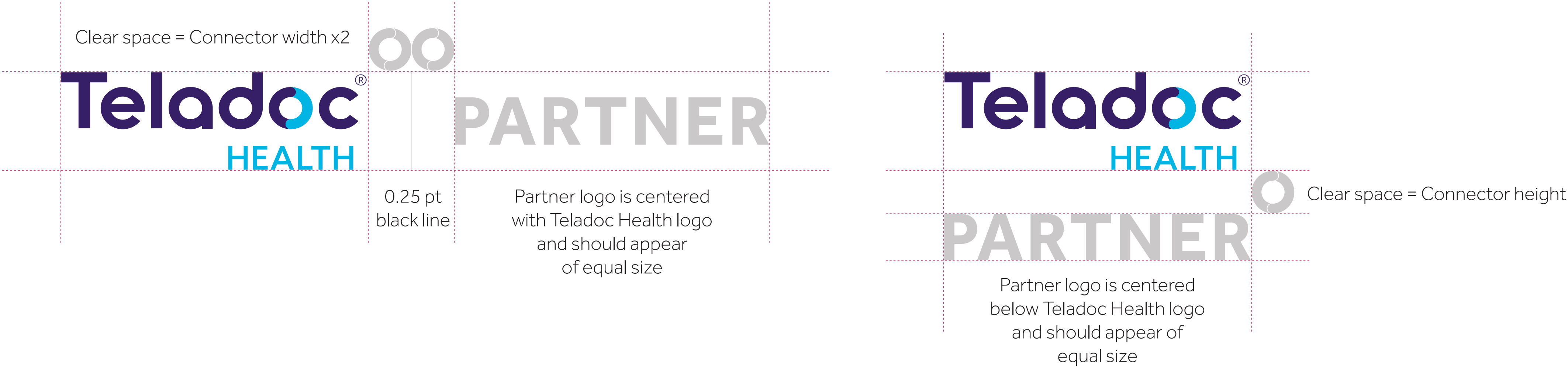

Primary logo: One color reversed Our one-color-reversed logo should be used on dark backgrounds in most applications. It may also be placed over photography.

Primary logo: One color reversed Our one-color-reversed logo should be used on dark backgrounds in most applications. It may also be placed over photography.

Partner cobranding

Cobranding illustrates our relationship with other organizations. Requests for cobranding can come from clients, vendors, charities and marketing partners.

Clear space = Connector width x2

Teladoc ®
HEALTH

PARTNER

0.25 pt
black line

Partner logo is centered
with Teladoc Health logo
and should appear
of equal size

Teladoc ®
HEALTH

Clear space = Connector height

PARTNER

Partner logo is centered
below Teladoc Health logo
and should appear of
equal size

Logo configurations

Clear space around the logo ensures integrity, visibility and clarity. All of our logos, regardless of type, should be kept clear of other logos and design elements.
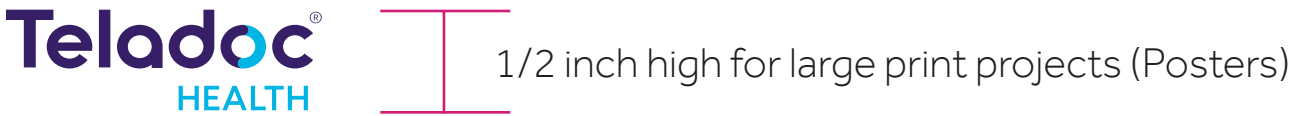
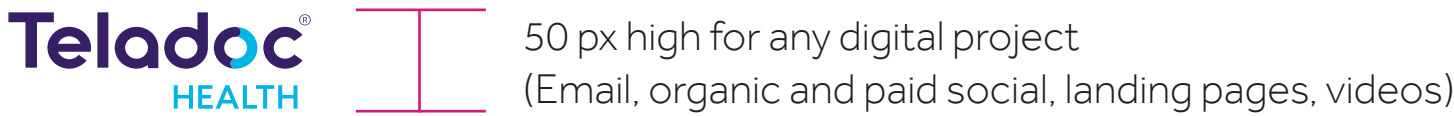## Logo clear space

X = Wordmark height

Clear space

All of our logos, regardless of type, should be kept clear of other logos and design elements. The correct clear space is determined by the height of "Teladoc" and represented by an "X" around all sides of the logo.

Minimum print logo size

1/2 inch high for large print projects (Posters)

3/8 inch high for medium and small print projects (Flyers, Letters, Postcards)

Minimum digital logo size

50 px high for any digital project (Email, organic and paid social, landing pages, videos)

Incorrect logo usage

Do not distort the proportions or scale of elements in the logo.

Do not change the colors of the logo. Only use the approved color variations provided.

Do not apply any special effects like drop shadows, gradients or overlays to the logo.

Do not rearrange or change the elements of the logo.

Do not create or use the logo as an outline.

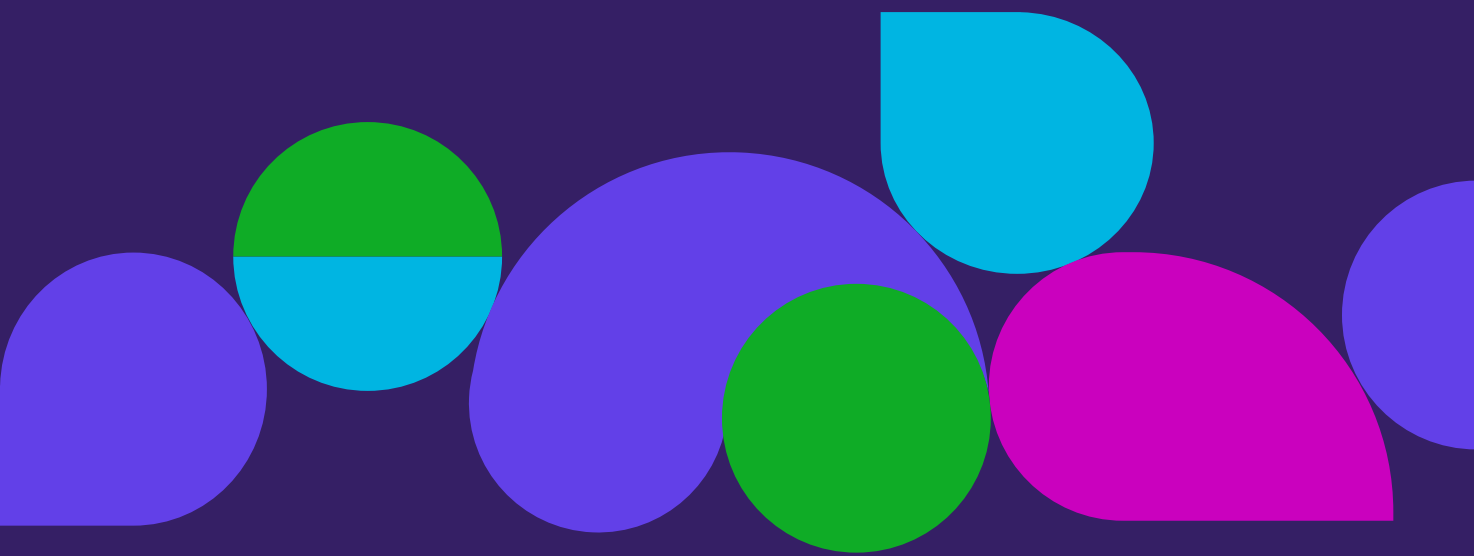Do not place the logo on background colors that make the logo difficult to read and view.

Do not place the logo on top of busy areas of photography.

Do not create new logo lockups with the elements.

Do not remove any elements of the logo or use "Teladoc" by itself.

Color

Color is emotive. We use it bring energy to our brand and emphasize key messages.

Color palette

Plum and Aqua are the dominant colors in our brand palette.

The combination of these primary colors express our brand at a glance. Always lead with Plum for consistency. Accent colors—including green, purple and berry—may be used as secondary colors, including in body copy or headlines.

The Web Content Accessibility Guidelines (WCAG) standard is shown for each color for digital communications. It has two levels, AA and the more strict AAA. Large text or headlines are defined as 14 point (typically 18.66 px) and bold or larger, or 18 point (typically 24 px) or larger.

Plum and Aqua are the Primary colors in our color palette. Always lead with Plum for consistency.

Teladoc Health Plum

HEX 351F65
RGB 53/31/101
CMYK 80/100/0/35
PMS 2112
Headlines AAA
Text AA

Teladoc Health Aqua

HEX 00B5E2
RGB 0/181/226
CMYK 75/0/5/0
PMS 306
Headlines FAIL
Text FAIL

White is used to create visual balance within a composition.

HEX FFFFFF
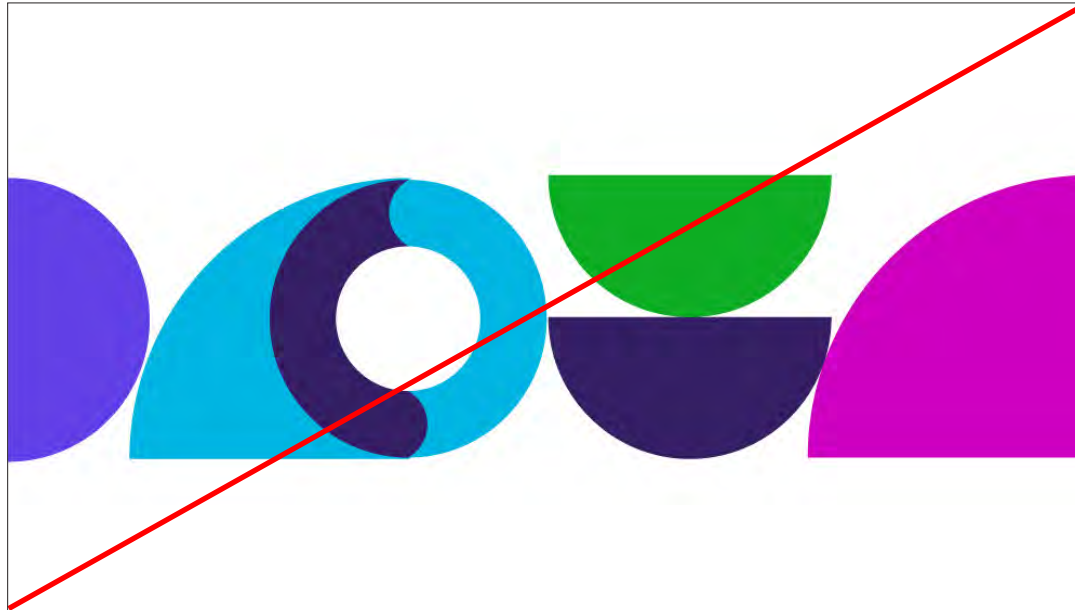RGB 255/255/255
CMYK 0/0/0/0

THE
Connector

The Teladoc Health connector is more than just an icon. It symbolizes the tangible and intangible connections we make with our audiences.
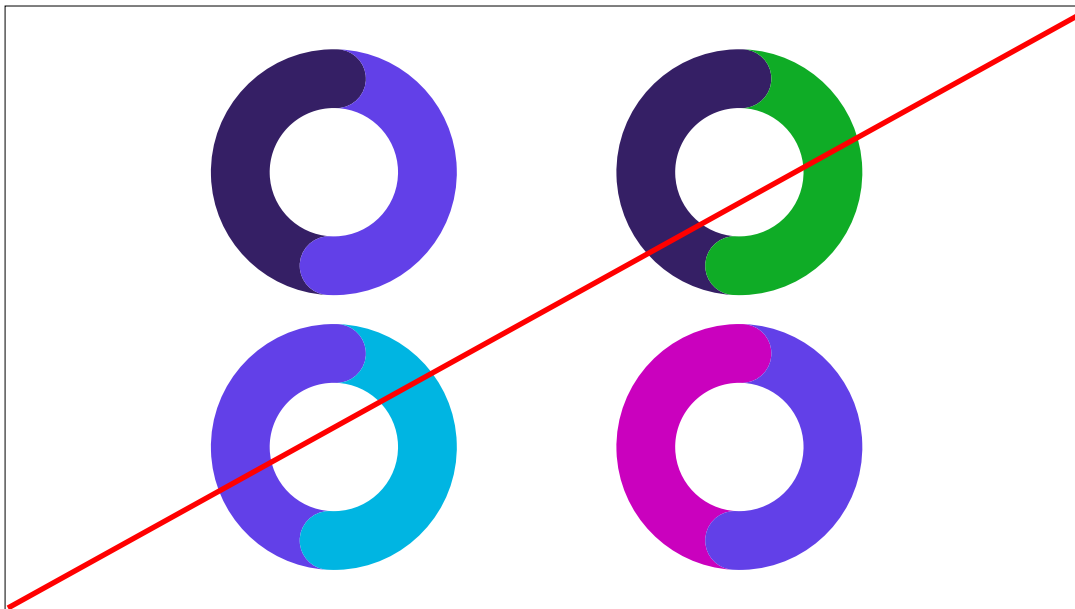
Incorrect Connector usage

Avoid the Connector from touching pavers when it is used in paver combinations.
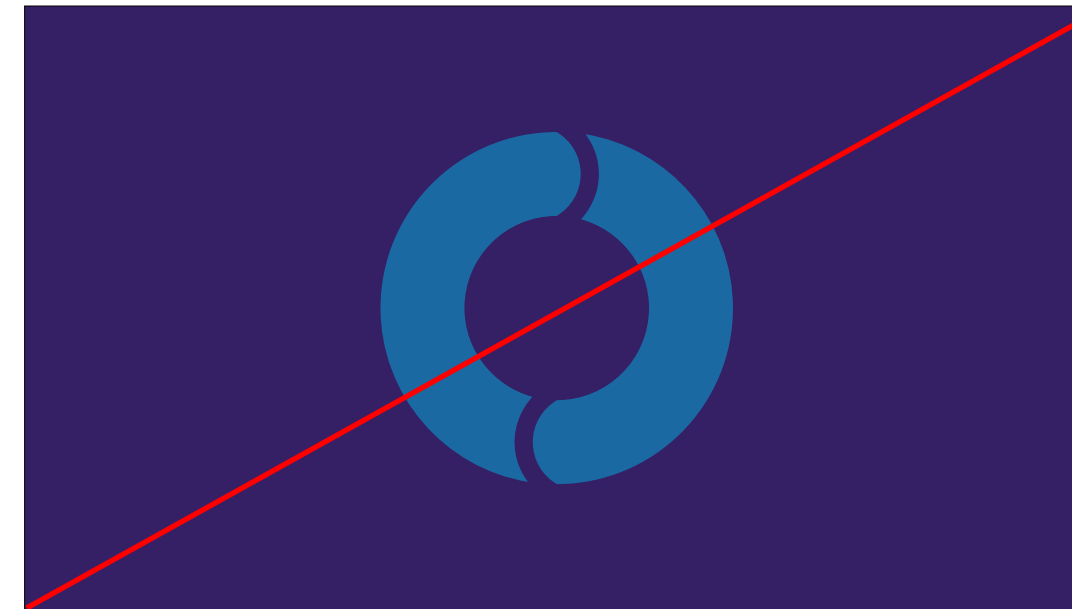

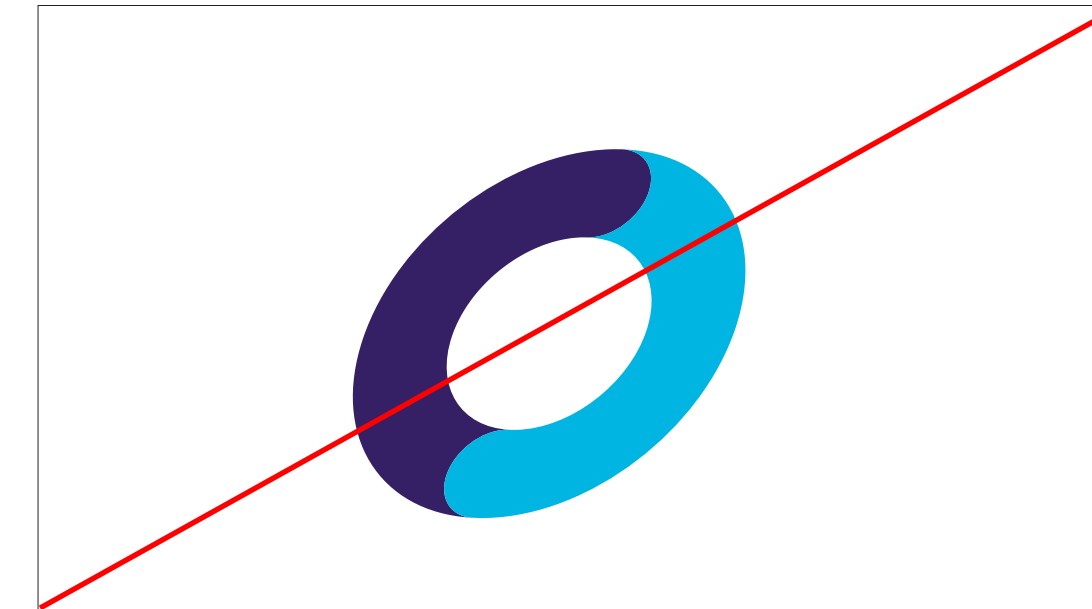Avoid Connectors in close proximity to the Teladoc Health logo.

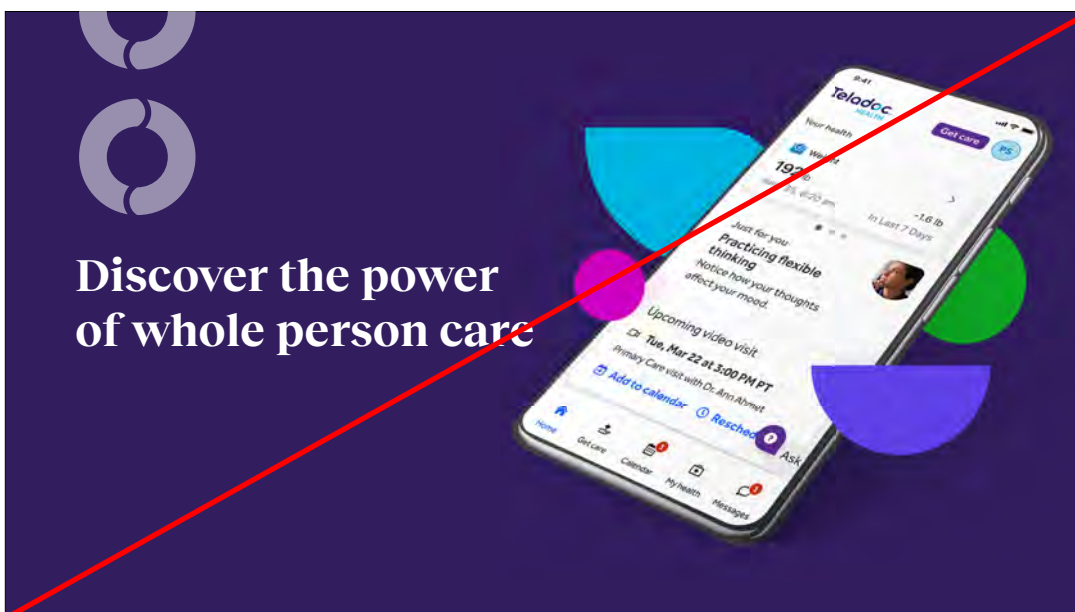Avoid sizing Connectors so they are distracting and take away from the main message or image.

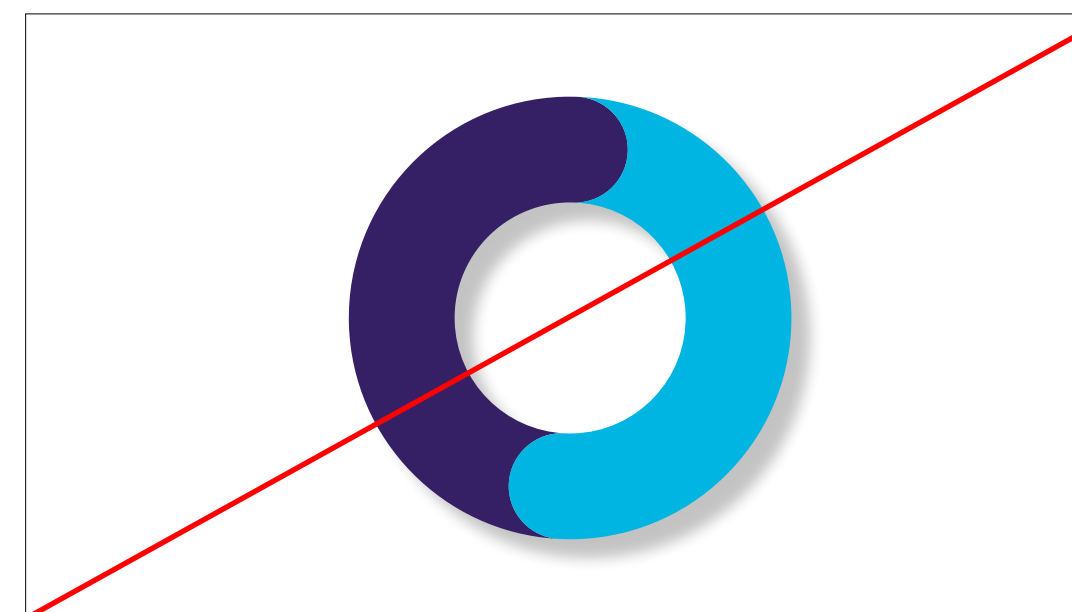Avoid applying accent colors to the Connector.

If you are treating the Connector as a watermark, it needs to be a tint of the background color.
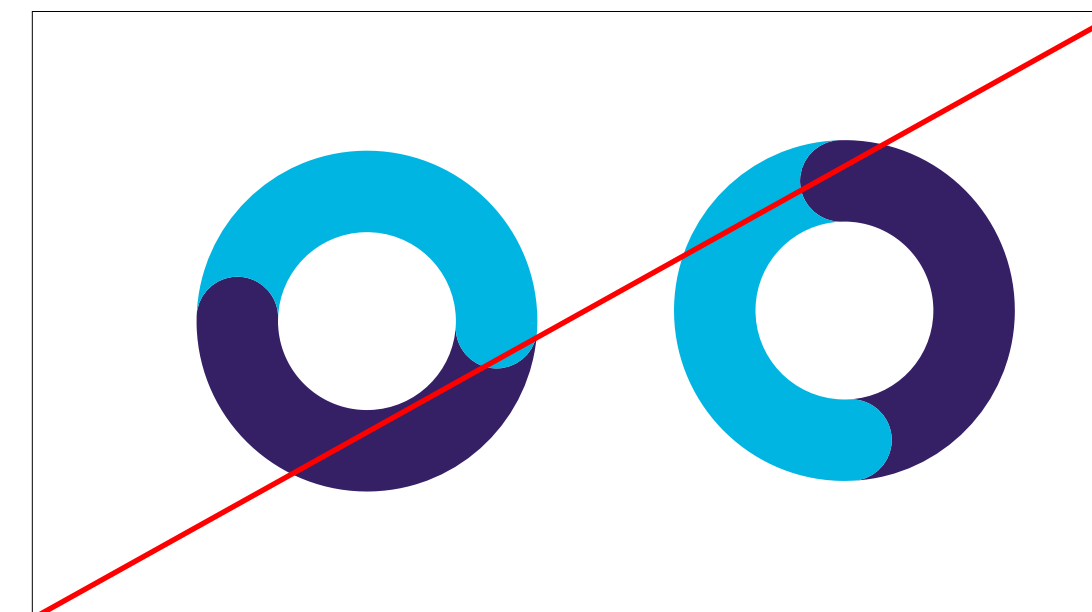

Avoid distorting the Connector.

Avoid adding more than one Connector in a single view.

Avoid adding effects to the Connector, like drop shadows.

Avoid flipping or rotating the Connector.

Teladoc HEALTH

Questions?

Brand@TeladocHealth.com