



# Brand guidelines

Part 1: About us

Part 2: Print media

Part 3: Digital media



## **3 parts. One story.**

Each of these parts leans on the former. So even if you're only working on digital media, it's always best to take a look at Part 1 and 2.

### **Part 1 About us**

What are our values? How do we speak and write? What do we look like in photography? That's what Part 1 is all about.

### **Part 2 Print Media**

Here you'll find all design elements that will give your work the distinguishing Telenet look & feel. We show you step by step how to proceed.

### **Part 3 Digital Media**

In this part we show you how to apply our branding to digital media, such as banners, websites and digital OOH. You'll also find links to specific info about motion design, social always-on and the entire website guidelines.



Are you working for digital media? Then go through this part first. In terms of colour use, a few basic principles differ because we take into account the WCAG standards for the visually impaired.

Accessibility is a priority!

[More info about the WCAG standards.](#)

★ TIP

By digital formats, we mean everything that appears on screens. Here we always have to apply the WCAG standards.

- Digital OOH
- Tv-commercials
- Online video
- Display banner
- Owned Media Materials and Website
- Social media formats



# Table of contents

## Part 3

### ★ ATTENTION

Unless stated otherwise, these guidelines are for all digital media such as banners, websites, motion design, ...

### ★ TIP

Always put mobile first. It's easier to convert mobile into desktop than the other way round.

### ★ TIP

Click on the subject in the list to go directly to the chapter you need.

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# Design elements



# Colours



## Primary and secondary colours

Yellow, lemon, white and brown are our main colours and define the Telenet look. In everything we communicate, at least one of these colours occurs.

Our secondary colours can be used as principal colour for artwork that is part of a multicolour campaign.

For digital materials, the colour codes were adjusted to meet the WCAG standards. It ensures sufficient contrast to guarantee visibility and readability.

### Primary colours

**YELLOW**  
#FFC421

**LEMON**  
#FFF7C7

**WHITE**  
#FFFFFF

**BROWN**  
#291D18

### Secondary colours

**JEANS BLUE**  
#1A9AAA

**LILA**  
#AA81A8

**BRIGHT BLUE**  
#7291B5

**RED**  
#C95942

**TURQUOISE**  
#209D91

**WATERMELON**  
#E16A5B

**OLIVINE**  
#749645



# Tertiary colours

Tertiary colours are rarely used in digital applications. Only occasionally, as a supporting colour detail in combination with images.

**GOLDEN**  
#FDD671

**TAN**  
#F7945C

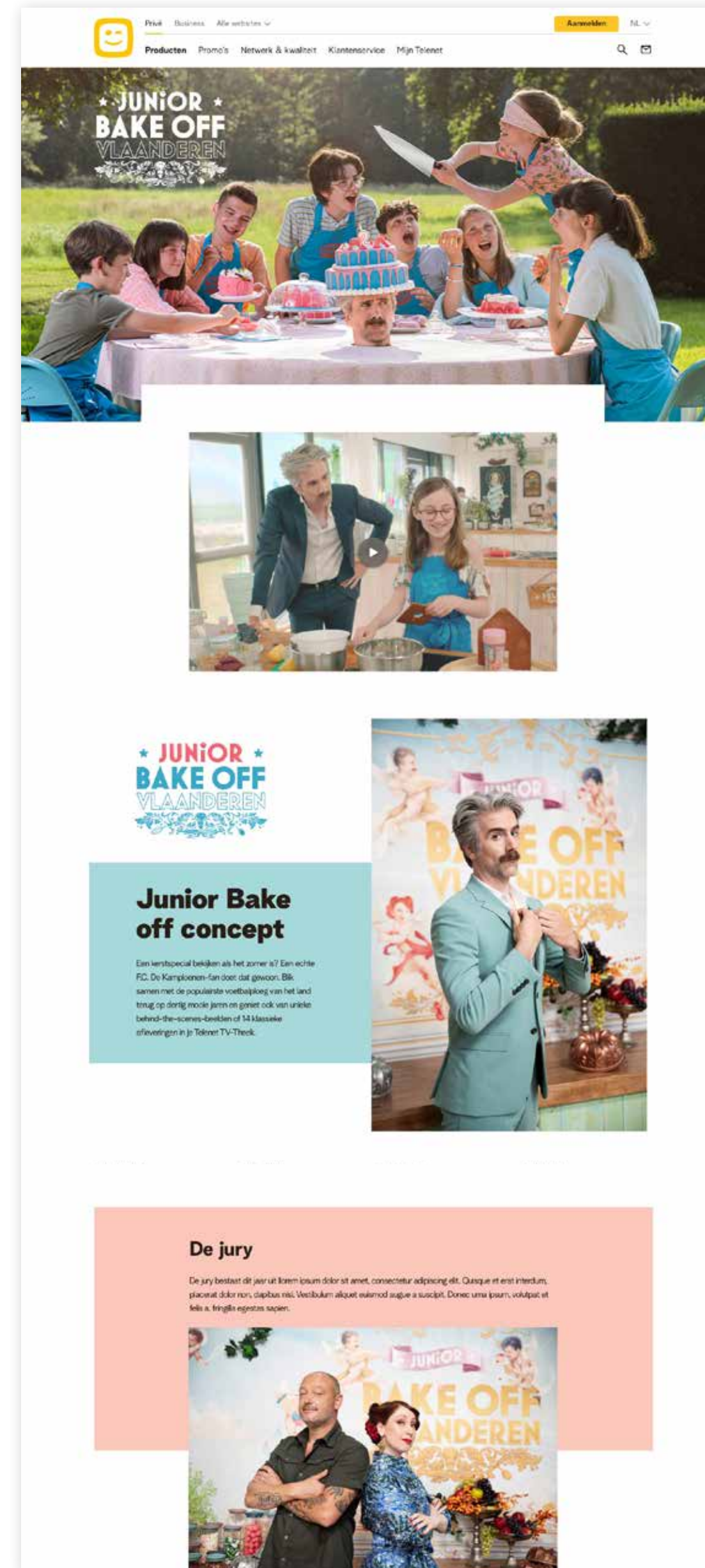
**PEACH**  
#FAC7BA

**SINBAD**  
#A6D9D9

**SPROUT**  
#ADD1A6

**DUST STORM**  
#E5CFC7

In this example, we chose the tertiary colours because they were close to Junior Bake Off's brand identity.





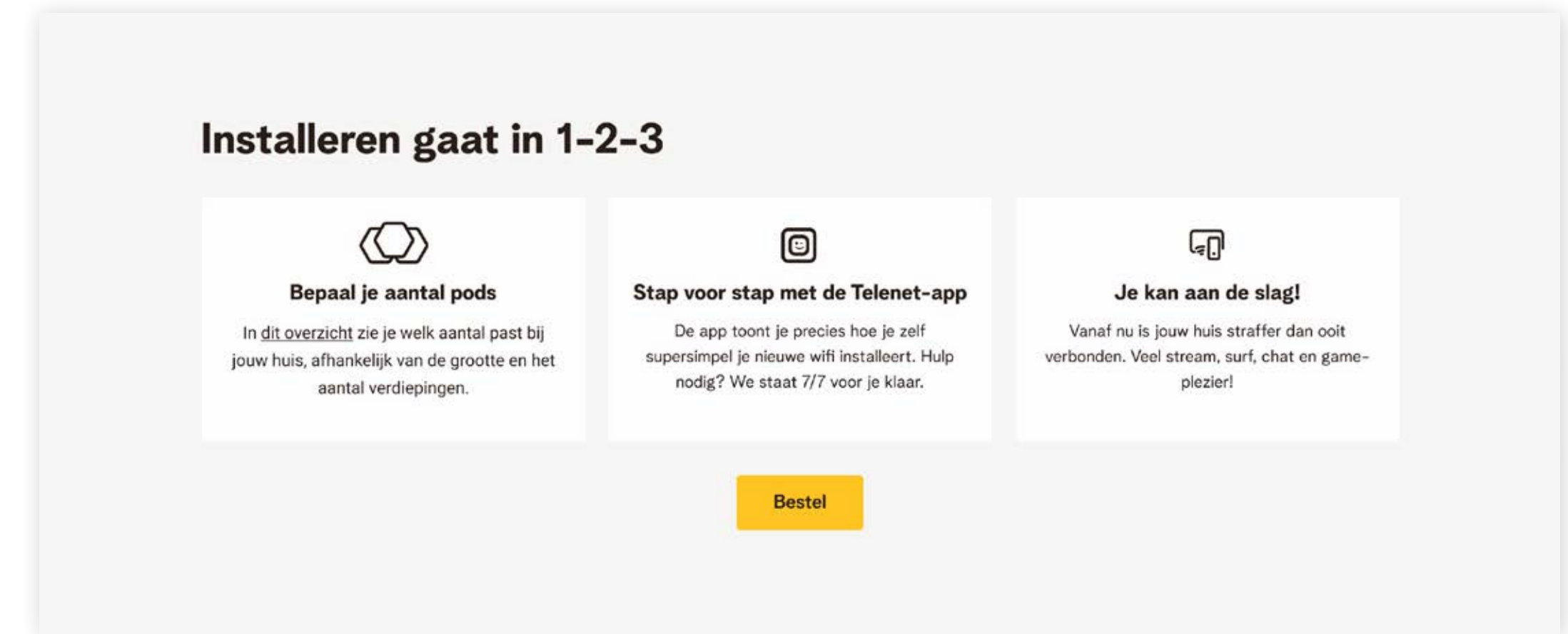


# Grayscale

We use grayscale primarily on the website for:

- Secondary Button States
- Section backgrounds
- Form Fields and States
- Borders
- Dividers

4%	#F7F6F6
8%	#EEEEED
12%	#E5E3E3
16%	#DDDBDA
24%	#CCC9C8
32%	#BAB6B5
48%	#999391
64%	#766F6B
72%	#655C58
100%	#291D18



Example of how light gray (# F7F6F6) is used as a background colour on the website.



# Background colour

- Section backgrounds
- Banner backgrounds
- Website background to group items

Use Light Brown (# F7F6F6) as a soft background to bring items together. Lemon is possible if more variation or an emphasis is required.

**Zoveel topfilms en -series om fan van te worden**

Iets kort over de vele topfilms die je via Play More kan bekijken.

€30 per maand

[Word Play More](#)

**Zoveel topfilms en -series om fan van te worden**

Iets kort over de vele topfilms die je via Play More kan bekijken.

€30 per maand

[Word Play More](#)

**360° Wifi. Het kloppende wifi-hart van je huis.**

Streamen, thuiswerken, gamen, videocalls. Dat moet vlot kunnen thuis. En liefst allemaal tegelijk. Daarom is er nu 360° Wifi. Een fonkelnieuw wifi-systeem, zo slim dat het mee beweegt met jou en wat je doet, overal in huis. En jij mag dat als eerste uittesten\*.

Vanaf €5 /maand 1ste maand gratis

**Jouw verbinding ligt ons nauw aan het hart**

**7/7 persoonlijke hulp**  
Krijgt het systeem iets niet zelf opgelost? Heeft de app geen raad? Dan staan we elke dag voor je klaar, ook via videocall.

**Proactief een jaarlijkse check-in**  
Als je wil, contacteren we jou een keer per jaar. Samen bekijken we of je systeem nog voldoet aan wat je nodig hebt.

**1. Kies je internet & beveiliging**

[Meer weten over onbeperkt mobiel internet?](#)

<p>✓ <b>ONE</b></p> <ul style="list-style-type: none"> <li>• Onbeperkt* supersnel surfen thuis en onderweg, <b>nu ook op 5G</b></li> <li>• Downloadsnelheid tot <b>150 Mbps*</b> thuis en onderweg</li> <li>• Vanaf <b>1</b> mobiel nummer</li> <li>• Onbeperkt mobiel bellen en sms'en</li> <li>• Veilig surfen thuis</li> </ul> <p><b>€66,00/mnd</b></p> <p><small>ONE(up) geactiveerd? Kies jouw toptoestel.</small></p>	<p><b>ONE UP</b></p> <ul style="list-style-type: none"> <li>• Onbeperkt* gigasnel surfen thuis en onderweg, <b>nu ook op 5G</b></li> <li>• Downloadsnelheid tot <b>1 Gbps*</b> thuis en onderweg</li> <li>• Vanaf <b>1</b> mobiel nummer</li> <li>• Onbeperkt mobiel bellen en sms'en</li> <li>• Veilig surfen thuis en <b>onderweg</b></li> <li>• Toegang en schermtijd beheren</li> </ul> <p><b>€86,00/mnd</b></p> <p><small>ONE(up) geactiveerd? Kies jouw toptoestel.</small></p>
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**Jouw pakket**

**Overzicht van je bestelling**

ONE met 1 mobiel(e) nummer(s) **€66,00**  
ONE(up) geactiveerd? Kies jouw toptoestel.

**Voorwaarden** **€66,00/mnd**

De activering van je pakket is gratis. De kostprijs van de installatie hangt af van je keuze in een volgende stap. Wees gerust, er is altijd een gratis optie.

[Kies](#)

**We streamen elke zo'n 145 minuten muziek per dag.**

**Installeren gaat in 1-2-3**

**Bepaal je aantal pods**

In dit overzicht zie je welk aantal past bij jouw huis, afhankelijk van de grootte en het aantal verdiepingen.

**Stap voor stap met de Telenet-app**

De app toont je precies hoe je zelf supersimpel je nieuwe wifi installeert. Hulp nodig? We staan 7/7 voor je klaar.

**Je kan aan de slag!**

Vanaf nu is jouw huis straffer dan ooit verbonden. Veel stream, surf, chat en game-plezier!

[Bestel](#)

## ★ TIP

For more info about the website, go to the chapter [Website guidelines](#).

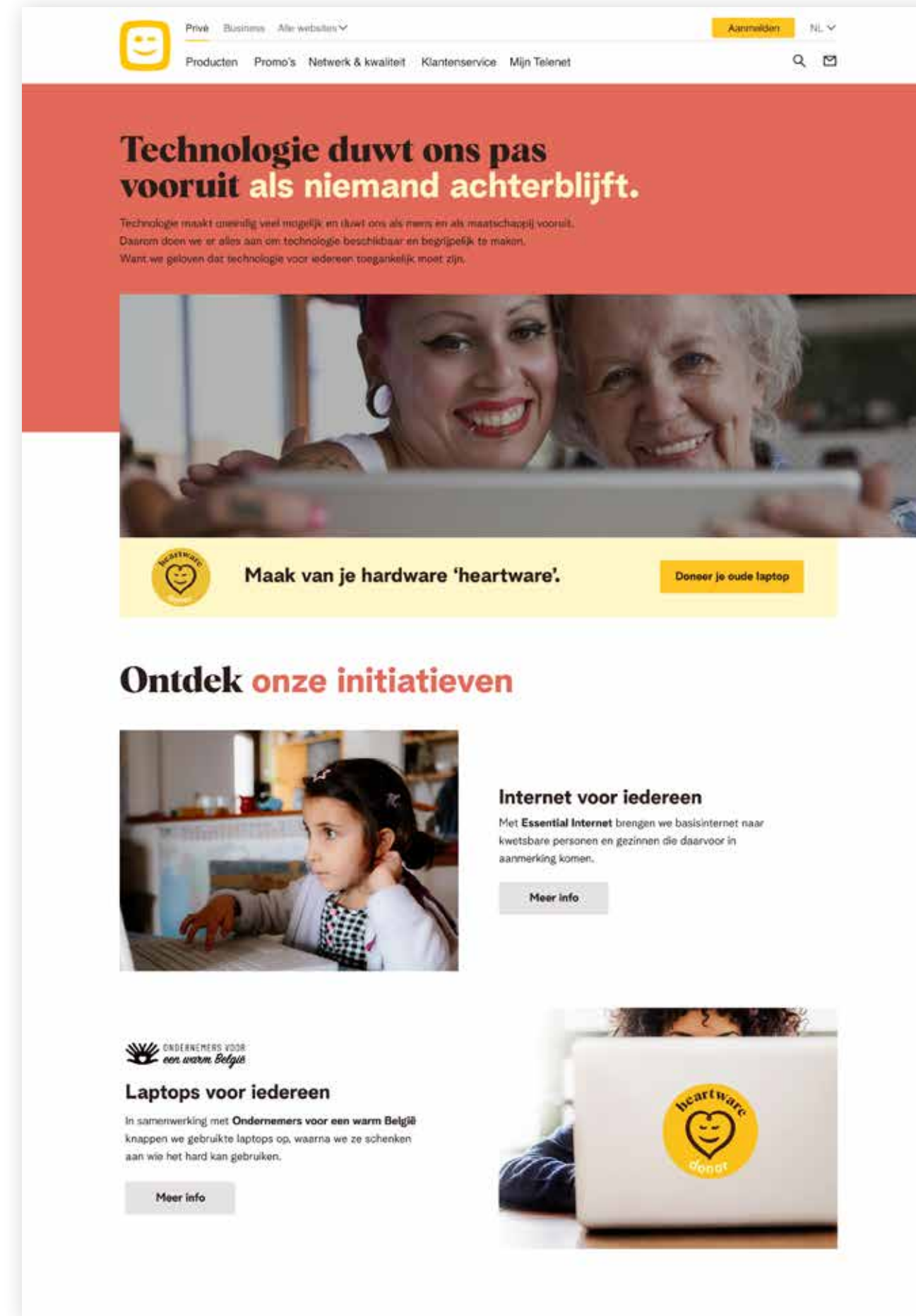


## Background colour

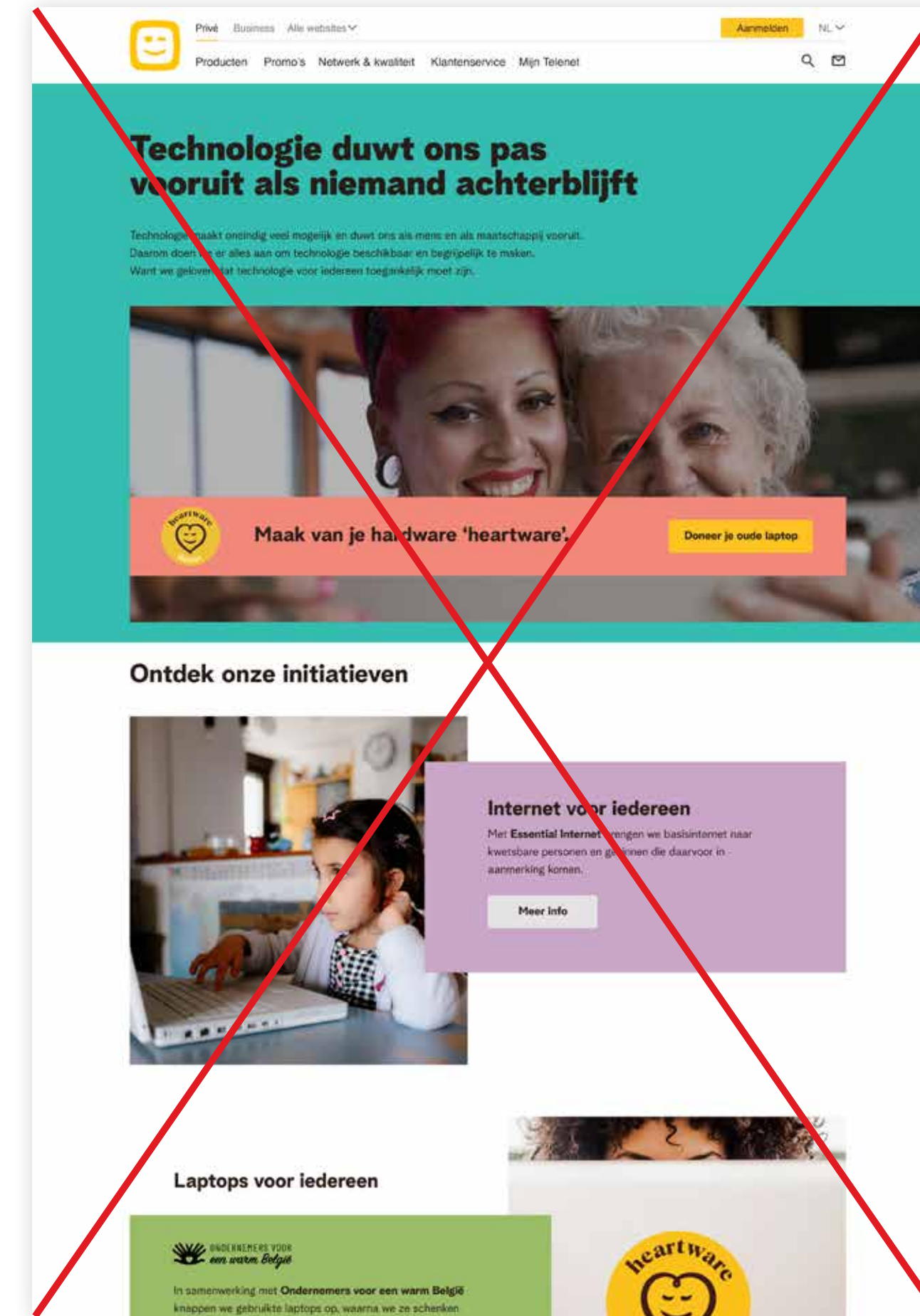
Always use a light basis for the website to begin with. Use our colours as a sporadic accent. But keep it clean and fresh.

### ★ TIP

For more info about the website, go to the chapter **Website guidelines.**



As a rule: Select 1 secondary colour per page as complement to the primary colours, unless the content asks for more colours.



Don't use too many colours on a page. Trust your sense of design!



## Colour in text

Which colour combinations are possible? Paying attention to the WCAG standards is essential here.

**Dark brown can be used on all colours**



Dark brown goes with any colour.

**Secondary colours on white and lemon**



Secondary colours work well on white or lemon when it comes to highlights in headlines (H1, H2 and H3 on the website).

**Lemon on secondary colours**



Lemon works well on secondary colours when it comes to highlights in headlines (H1, H2 and H3 on the website).

**Yellow can never be used as a text colour.**



Yellow text never meets WCAG standards.



## Colour in highlights

There are two options to highlight something online:

- Lemon on secondary colours
- Secondary colour on white or lemon

### ★ ATTENTION

In accordance with the WCAG standards we never put highlights or text in yellow.

### ★ ATTENTION

Highlights on secondary colours are always lemon, never white.

On a secondary colour you can use a **highlight in lemon.**

On a white background you can use a **highlight in a secondary colour.**

On a lemon background you can use a **highlight in a secondary colour.**

~~Dark brown text with a **lemon** highlight.~~

~~Dark brown text with a **white** highlight.~~

~~Dark brown text with a **yellow** highlight.~~

~~Dark brown text with a **yellow** highlight.~~

~~Secondary colour as a full plane with a **white** highlight.~~



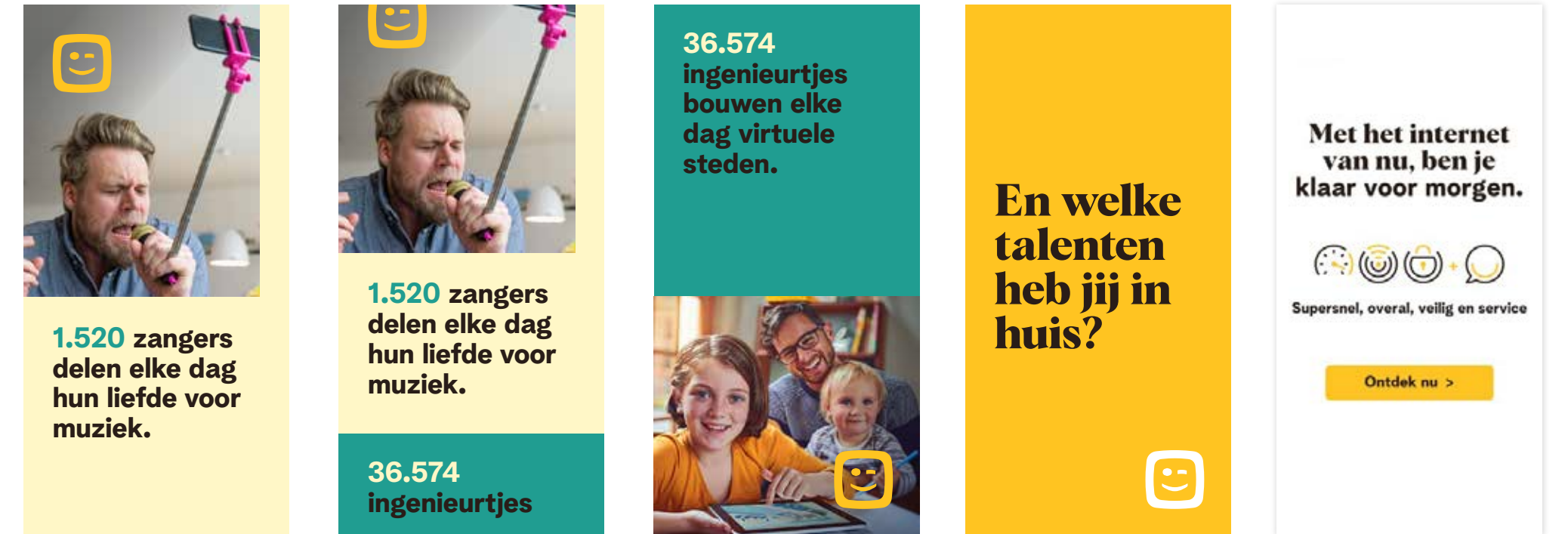
# Typography



## Sans Serif meets Serif

To create a unique appearance, we combine Serif and Sans Serif.

# You can combine our Telenet Albra Serif with Telenet Albra Sans.



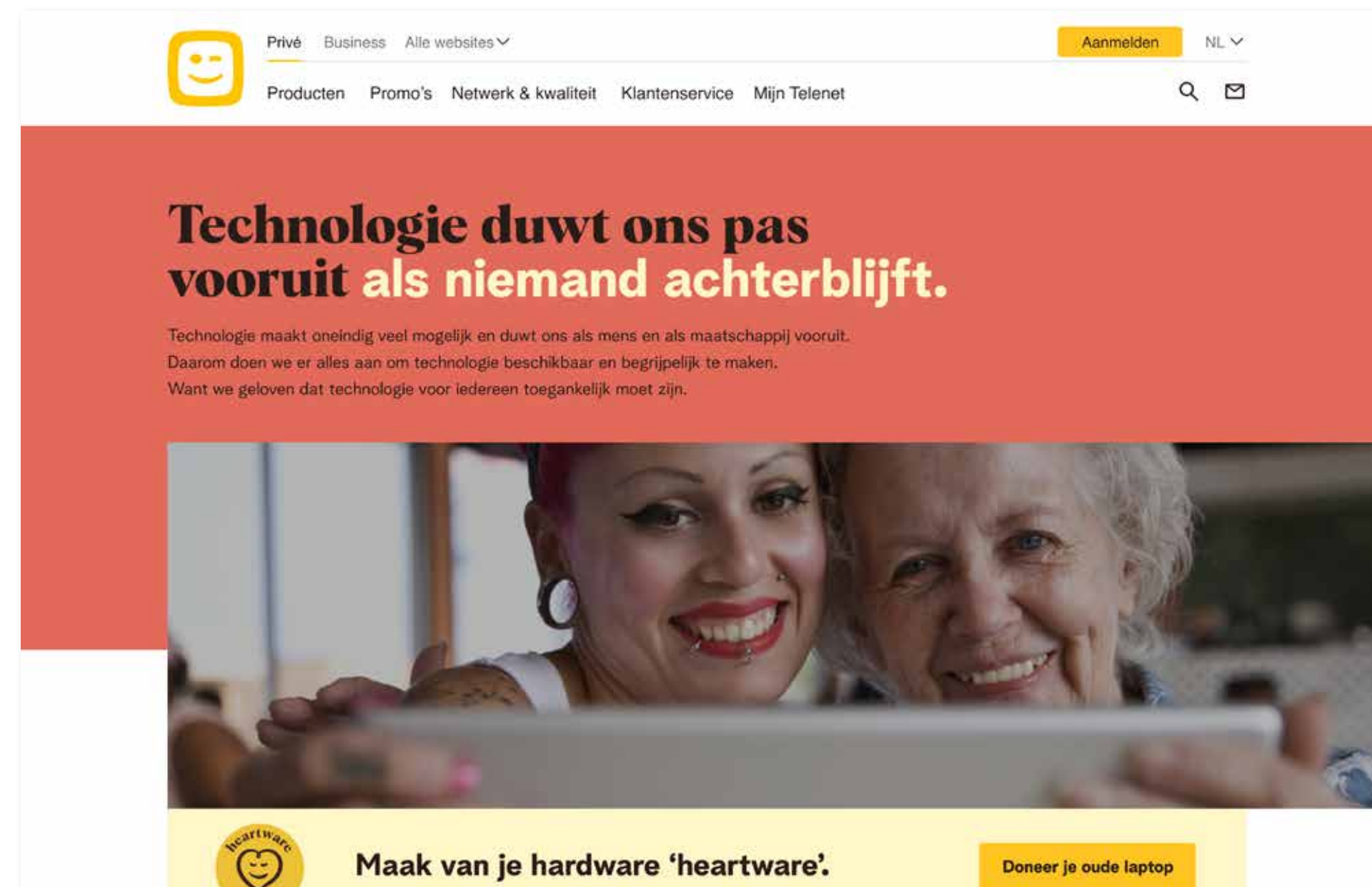
The use of Serif and Sans Serif in a display banner. Here you can also change frame by frame.

### ★ TIP

It doesn't matter if you start with Serif or Sans Serif. Every combination creates an extra dynamic!

### ★ WEBSITE

Use Albra Serif on the Telenet website only in headlines (H1). For more info, see the [Website guidelines](#).



The use of Serif and Sans Serif on the website.



## Highlights in Headlines

When citing a number, a product name or a service, you can highlight them.

### ★ TIP

Only highlight words or numbers if they reinforce the message. If not relevant, don't do it.

### ★ TIP

You'll find more info about the use of colour for highlighting in the chapter **Colours.**

Privé Ondernemers Kmo's & Grote Bedrijven Alle websites v Nicky Lauwerijssen v NL v

Producten Promo's Netwerk & Kwaliteit Klantenservice Mijn Telenet

# Stel zelf je **ONE** samen.

## De bundel met onbeperkt internet en mobiele data

### 1. Kies je internet & beveiliging

[Meer weten over onbeperkt mobiel internet?](#)

<p>✓ <b>ONE</b></p> <ul style="list-style-type: none"> <li>Onbeperkt* supersnel surfen thuis en onderweg, <b>nu ook op 5G</b></li> </ul>	<p><b>ONE UP</b></p> <ul style="list-style-type: none"> <li>Onbeperkt* gigasnel surfen thuis en onderweg, <b>nu ook op 5G</b></li> </ul>
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**Jouw pakket**

**Overzicht van je bestelling**

ONE met 1 mobiel(e) nummer(s)	€66,00
	ONE(up) geactiveerd? Kies jouw toptoestel.
	<b>€66.00/mrd</b>

Highlight of a product name in an H1 headline on the website.

## Zoveel topfilms en -series om fan van te worden.

lets kort over de vele topfilms die je via **Play More** kan bekijken.

[Word play more](#)

In-page banner with a highlight (note: this is not a H1, so Serif is not allowed.)

## Rock Strangers werd al **1.455** keer instafamous.

## We streamen elke zo'n **145** minuten muziek per dag.

Highlight in display banners.





# Specific style elements



# Buttons

Preferably use 1 primary button per web page. If you repeat it, it keeps the same CTA. Use buttons sparingly!

Button copy must be short and clear. The user should know what happens when he clicks.

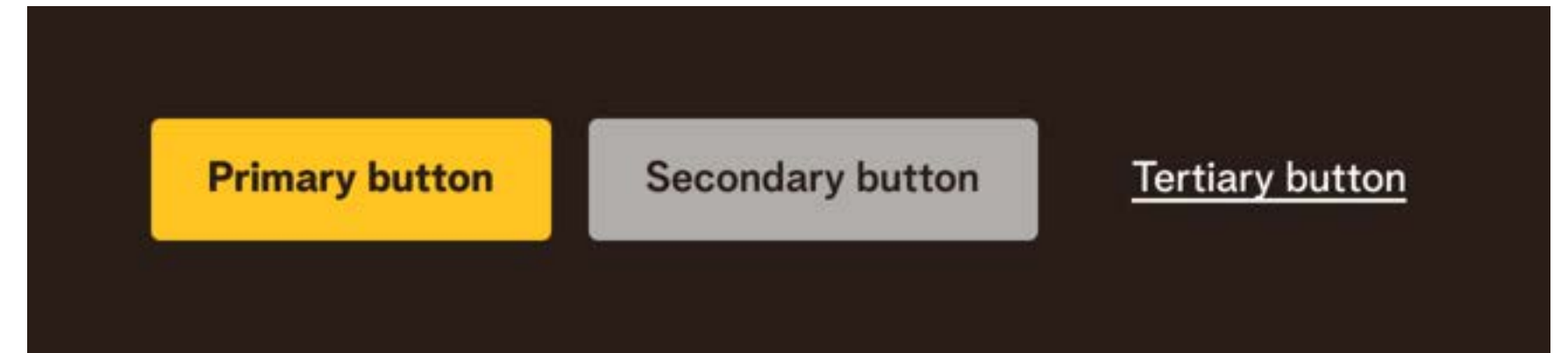
For display bannering, we add an arrow. This emphasises the promotion.

## ★ ATTENTION

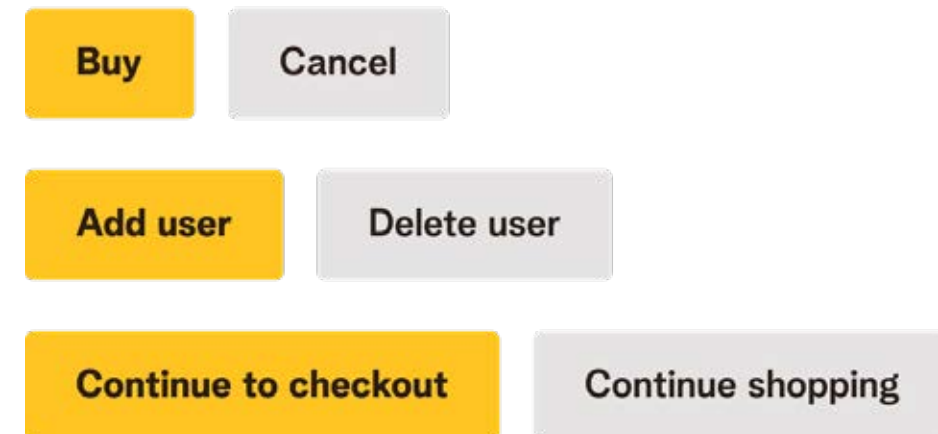
A white CTA button should only be used in banners with a yellow background.

## ★ TIP

For more info about the website, go to the chapter [Website guidelines](#).



## DO!



## Don't!





## Price tag

There are different guidelines for the price tags on the website and other digital formats.

### ★ ATTENTION

For the “customer price” we always use a yellow price tag.

### ★ ATTENTION

Never embed the price tag in images when delivering material for the website.

### Price tag as a visual on the website

- Only use this in headers on the desktop version
- Not responsive
- Place the price and text only as in the example below. (Technical restrictions)



### Price tag in other digital media



### Price tag as text on the website

- Responsive
- Use this if a visual price tag is not possible.

Vanaf ~~€65,00~~ **€65,00** per maand gedurende 3 maand(en)

Vanaf ~~€19~~ **€10,45** per maand gedurende 3 maand(en)

Vanaf ~~€65,00~~  
**€65,00**  
per maand  
gedurende 3  
maand(en)

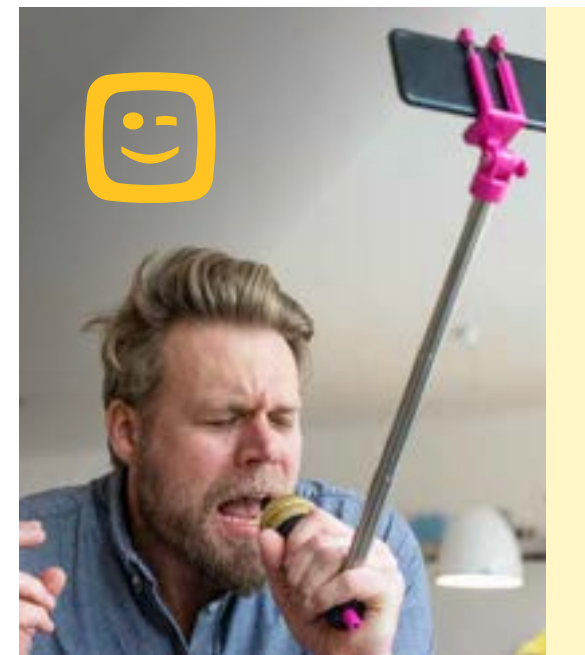


# Motion guidelines

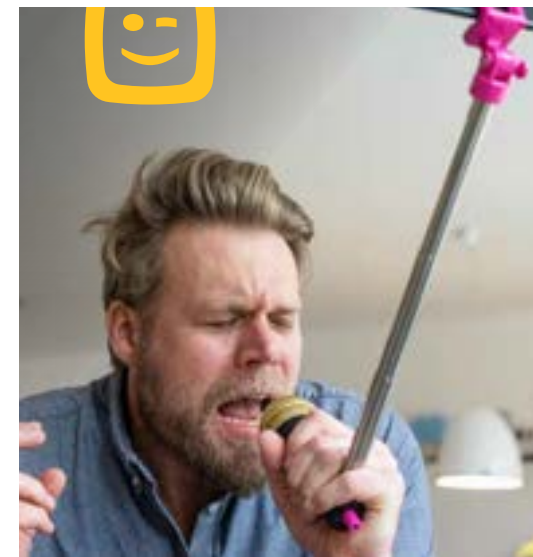


## Motion guidelines

As a Telenet employee you can find the motion design guidelines on Tellit. If you work for a Telenet partner, then check your own server. All guidelines can also be found at [design.telenet.be](https://design.telenet.be)

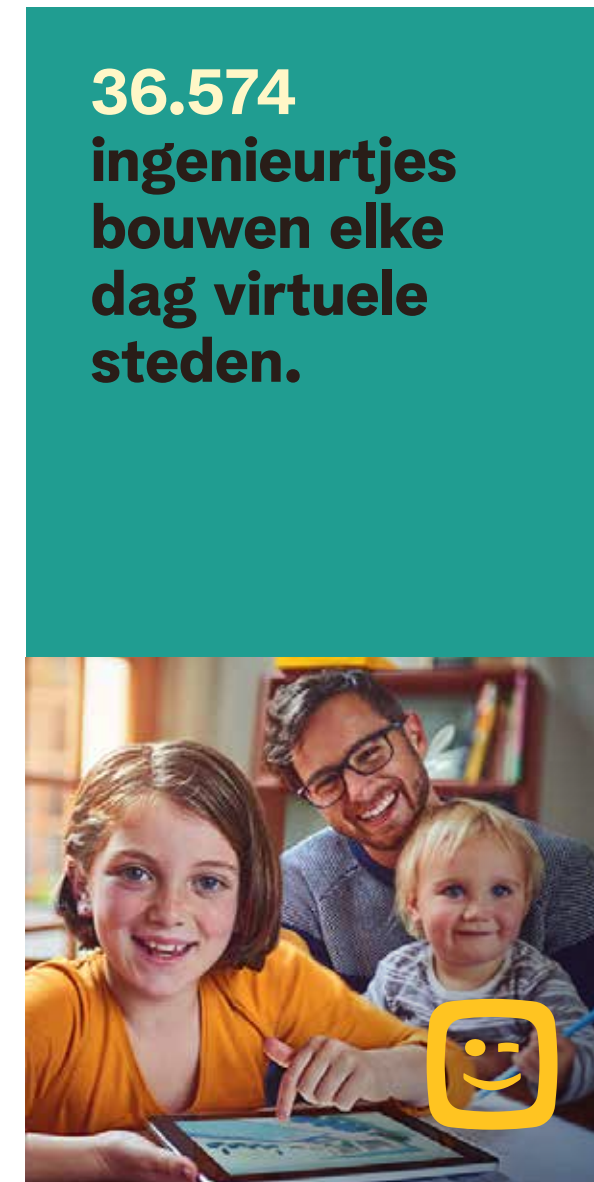


**1.520** zangers delen elke dag hun liefde voor muziek.



**1.520** zangers delen elke dag hun liefde voor muziek.

**36.574** ingenieurtjes




**36.574** ingenieurtjes bouwen elke dag virtuele steden.



**En welke talenten heb jij in huis?**

**Met het internet van nu, ben je klaar voor morgen.**



Supersnel, overal, veilig en service

[Ontdek nu >](#)



# Website guidelines



## Website guidelines

Are you specifically designing for the Telenet website? Then go to **[design.telenet.be](https://design.telenet.be)**.

There you will find:

- Components
- Demos
- Templates
- Grid
- Tools for accessibility
- Forms
- ...

## Components

Our web pages are composed of fixed components. That's how we ensure a consistent experience on all our online channels. Modifications are therefore not allowed.

Do you feel that current components don't help you to achieve your goals? Contact our UX /UI team and we look into it together.

**[design.telenet.be](https://design.telenet.be)**

## Templates

These templates are here to help you quickly design basic pages and interactions according to the same structure (eg articles, pop-ups, ...).

**[www2.telenet.be/residential/nl/design/templates/residential](https://www2.telenet.be/residential/nl/design/templates/residential)**

## Defiris

This is the image bank of Telenet. Here you'll find the right visual material for your artwork.

**[telenet.defiris.com/](https://telenet.defiris.com/)**



# Inspiration





## Colour use in a digital campaign

Our yellow is always the main colour. But in a campaign with many formats, you can definitely add other colours.

This creates extra freshness and variation for the user.

 Business

**Kies nu voor supersnel internet met Business Fibernet.**

[Probeer nu >](#)

 Business

**Samen helpen we je zaak vooruit.**

Met een sterk netwerk, persoonlijke service en digitale expertise.

[Ontdek Telenet Business >](#)

 Business

**Met Business Fibernet.**  
Da's supersnel & onbeperkt internet voor € 52,54/maand.

[Ontdek Business Fibernet >](#)

**Betrouwbaar internet voor je zaak?**  
Daar zorgen we voor.

 Business

**Met Business Fibernet.**

 Business

**Da's supersnel internet in Brussel.**

[Ontdek Business Fibernet >](#)

 Business

**BUSINESS FIBERNET**

**Is jouw zaak klaar voor supersnel internet?**

Nu 2 maanden gratis.

**Op zoek naar betrouwbaar internet voor je zaak?**

[Ontdek Telenet Business >](#)

 Business



## Colour use in 1 banner

Combining colours is definitely recommended! But don't overdo it. Keep it fresh and trust your sense of design.



HTML Display banner 300x600



HTML Display banner 300x250

### ★ ATTENTION

A banner should always end in a primary colour.



## Banners in different formats

Feel free to play around with the layout so that it fits every format.

### ★ ATTENTION

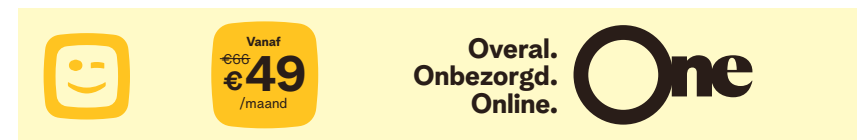
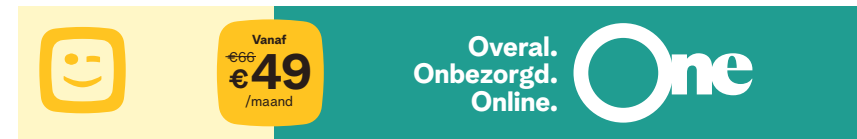
By default, we use dark brown for text. Only in exceptional cases we use white. In this case because we use nothing but white in the offline campaign.

### ★ TIP

Is your banner very small? Leave the image out. But remember you can't place the logo on a secondary colour.



320x100



320x50 in 3 versions



320x250



320x50 version with full bleed



300x600



840x250



640x150

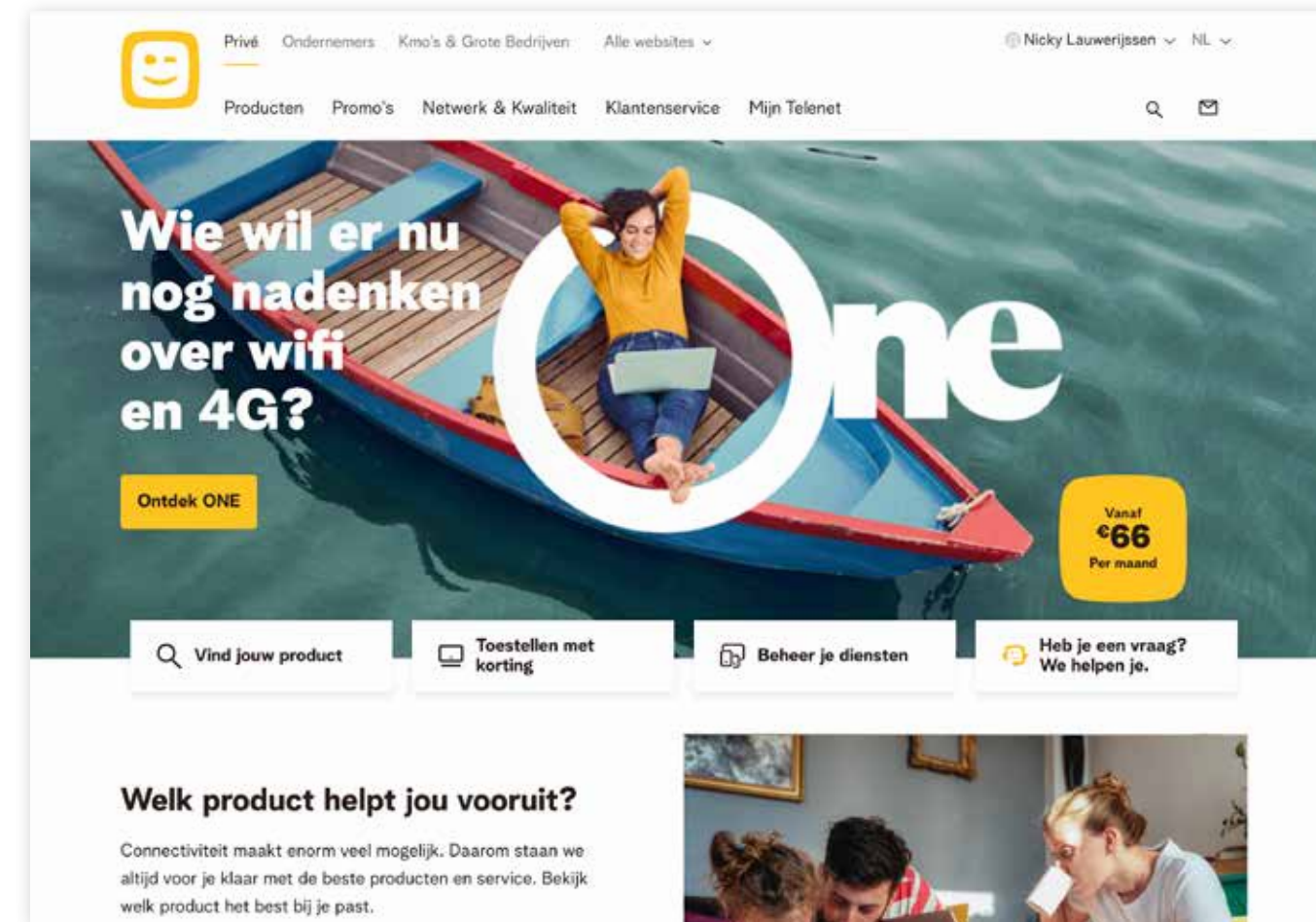


# A digital campaign using all formats

Here you see a good example of how we develop a full campaign according to the guidelines. From digital OOH, over owned media to social media and display bannering.



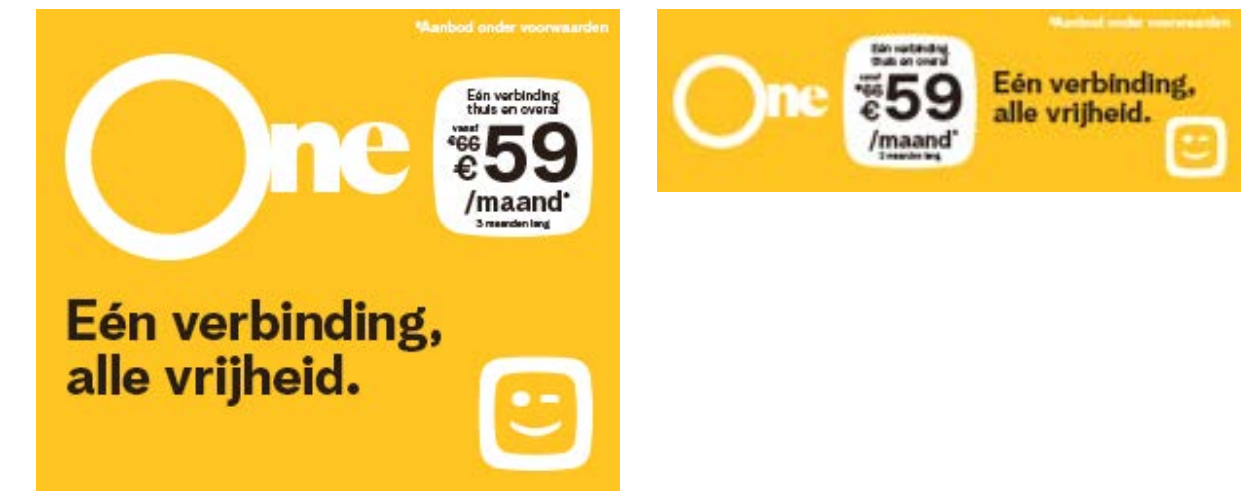
DOOH 2m² Decaux



Homepage banner



Social carousel



Convince still banners



Instagram stories



Display banner 320x250



# Contact



## Contact

Particular questions about Telenet's guidelines? Feel free to contact us.

## Telenet residential

**Guy Claessens**

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## Telenet Business

**Katrien Cooreman**

[katrien.cooreman@telenetgroup.be](mailto:katrien.cooreman@telenetgroup.be)