Building our brand together.

Brand Guidelines

Version 2.0 · October 2026

Tella Holdings Limited

Contents

How Tella looks, sounds and shows up — from the logo and colour palette through to the files you need to build with them.

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Our brand idea

We’re building a better financial advice experience. We’re challenging the way the finance industry operates by stripping away all the jargon, paperwork and complexity.

Less ordinary	More innovative
Less complicated	More streamlined
Less jargon	More authentic

Less means more.

Less
Means
More.

Brand values

How we express ourselves. These five values shape everything we say and make — from a headline to a help article. Talk to customers as “you”, about Tella as “we”, in plain New Zealand English.

We are

Straight-up
Simple
Responsible
Quality
Authentic

02

Master brand

Full colour
Single colour
Clearspace & minimum size
Rules of use
Alternative
Black & white
Brandmark

Full colour logo

The Tella logo symbolises the building of wealth. The design of the wordmark is based on core shapes and forms derived from elements representative of the financial industry eg: money, wallet, graphs and charts etc...

Embodying Tella's philosophy of 'Less means more', we've focussed on the circle and rectangle – these two simple geometric shapes create the foundation for Tella's brand and visual identity system.

The full colour version of the logo is to be used where possible. There is an alternative single colour version that is also available for use. Refer to page 08.



Wordmark — Tella Blue

Coins (symbol) — Tella Blue and Dark Pink

Please use brand assets:

tella-logo-full-colour-RGB.jpg
tella-logo-full-colour-RGB.png
tella-logo-full-colour-CMYK.eps
tella-logo-full-colour-PMS-coated.eps

Alternative logos

When Tella's primary colours are used in a design as a full solid background, these alternative logos can be used as shown. All the elements of the wordmark should be clear and visible at all times.

Note: These alternative logo versions have not been tested on internal or external applications. Download from Teams > Creative > + TELLA BRAND LIBRARY > Tella Logos.



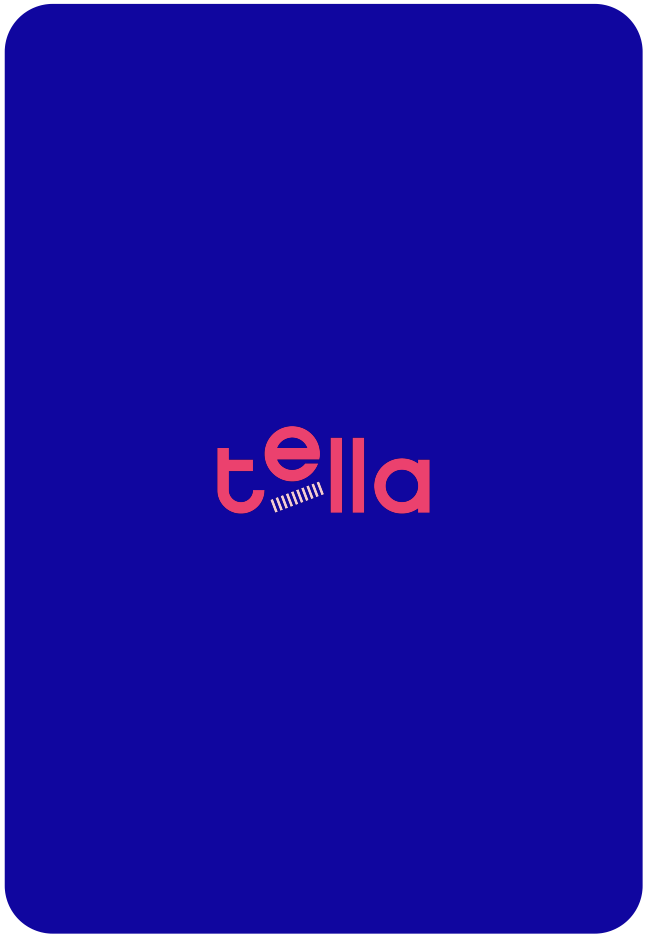
Alternative blue and light pink logo on Tella Dark Pink

tella-logo-alt-Blue-LPink-RGB.png · -CMYK.eps · -PMS-coated.eps



Full colour logo on Tella Light Pink

tella-logo-full-colour-RGB.jpg · .png · -CMYK.eps · -PMS-coated.eps



Alternative dark pink and light pink logo on Tella Blue

tella-logo-alt-DarkPink-RGB.png · -CMYK.eps · -PMS-coated.eps

Single colour logos

For designs that require simplicity and a limited colour palette, there is also an option to use these single colour logos as shown. All the elements of the wordmark should be clear and visible at all times.

These logo files are available online and can be downloaded from Tella's intranet system: (Teams > Creative > + TELLA BRAND LIBRARY > Tella Logos).



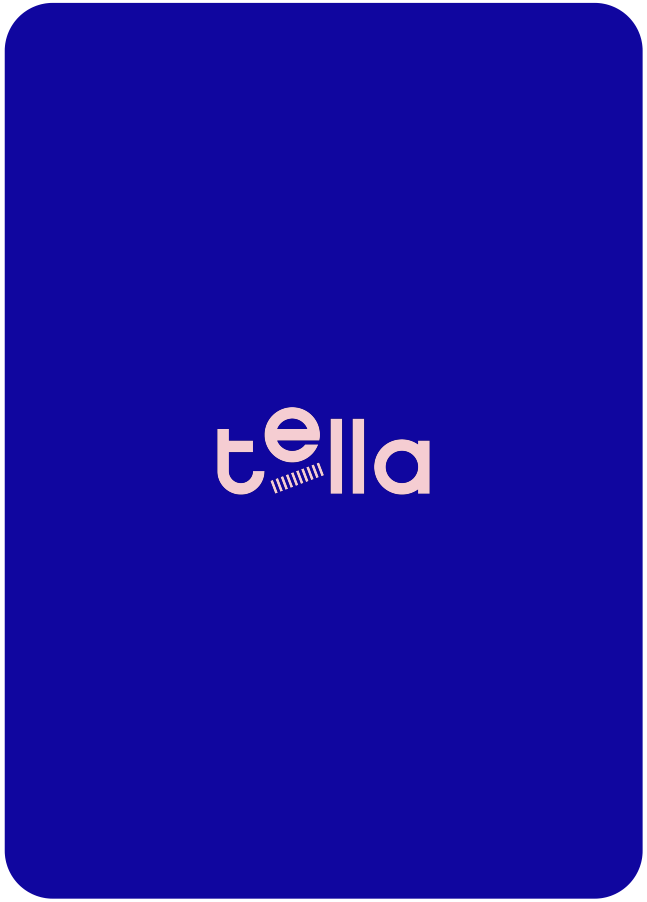
Blue logo

tella-logo-blue-only-RGB.jpg · .png · -CMYK.eps · -PMS-coated.eps



Dark pink logo

tella-logo-DPink-only-RGB.png · -CMYK.eps · -PMS-coated.eps



Light pink logo

tella-logo-LPink-only-RGB.png · tella-logo-LPink-solid-CMYK.eps · -PMS-coated.eps

Black & white logos

Use the black logo where colour reproduction isn't available, such as single-colour print. Use the white logo on Tella Blue or other dark brand backgrounds. All the elements of the wordmark should be clear and visible at all times.

These logo files are available online and can be downloaded from Tella's intranet system: (Teams > Creative > + TELLA BRAND LIBRARY > Tella Logos).



Black logo

tella-logo-black-RGB.jpg · .png · -CMYK.eps



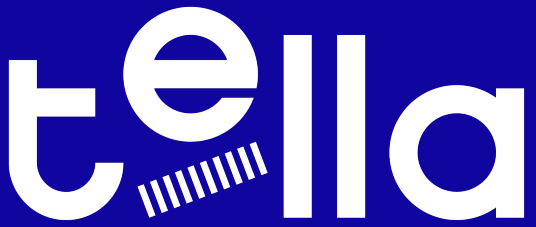
White logo

tella-logo-white-RGB.jpg · .png · -CMYK.eps

Masterbrand – White logo

When Tella Blue is used as a full solid background, the white logo gives the cleanest, highest-contrast result. All the elements of the wordmark should be clear and visible at all times.

tella-logo-white-RGB.jpg
tella-logo-white-RGB.png
tella-logo-white-CMYK.eps



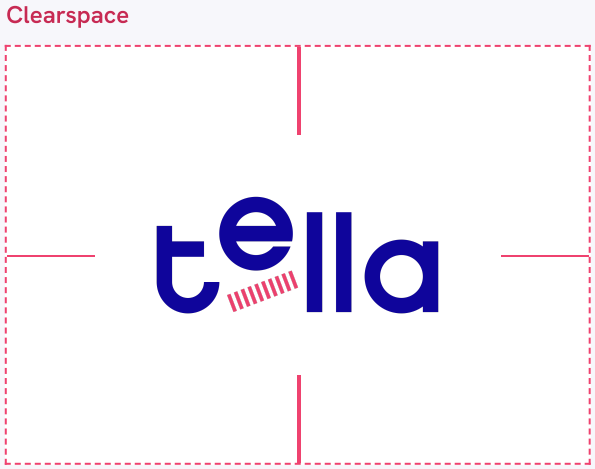
Clearspace & minimum size

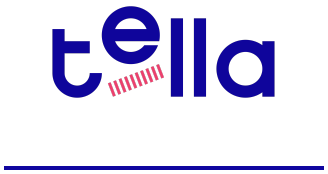
The clearspace shown is a minimum. Use the guides shown here to allow for clearspace. To maintain the integrity and clarity of the logo, no other graphic element must fall within this space.

The whole logo should always be clear and easily recognisable whenever it is used.

Minimum print size
The minimum size measurement for all printed material is 16mm width of the full Tella logo.

Minimum digital size
The minimum size measurement for all digital material is 160px width of the full Tella logo.





16mm / 160px
Minimum width of the full logo, print / digital

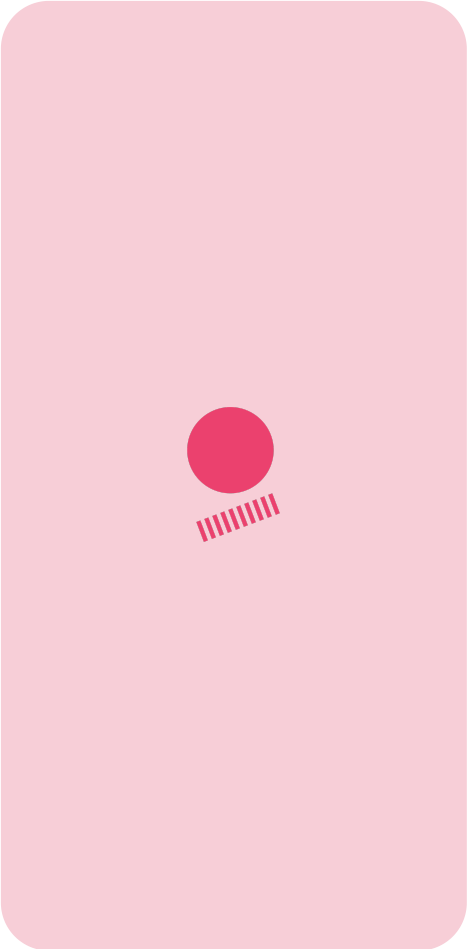
Masterbrand – Brandmark options

The brandmark is the coin symbol from the logo, supplied on its own in blue, dark pink, light pink, black and white. Use it only where the full logo is already present or space is too tight for it. The same clearspace and rules of use apply.



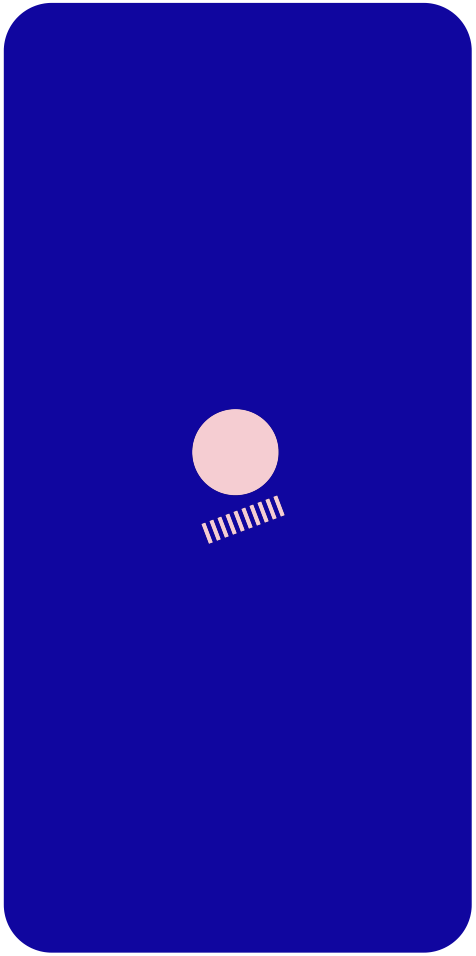
Blue

tella-brandmark-blue-RGB.png



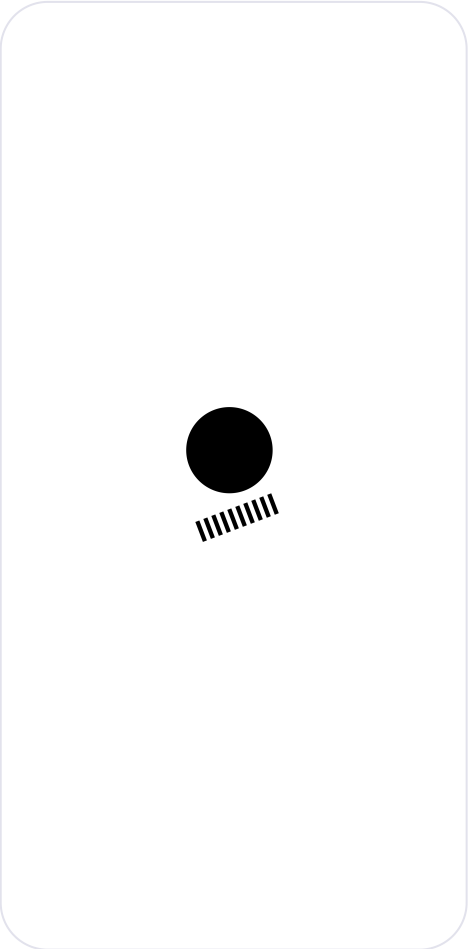
Dark pink

tella-brandmark-DPink-RGB.png



Light pink

tella-brandmark-LPink-RGB.png



Black

tella-brandmark-black-RGB.png

Rules of use – Always do

A consistent logo builds recognition and trust. Follow these four principles every time the Tella logo appears.



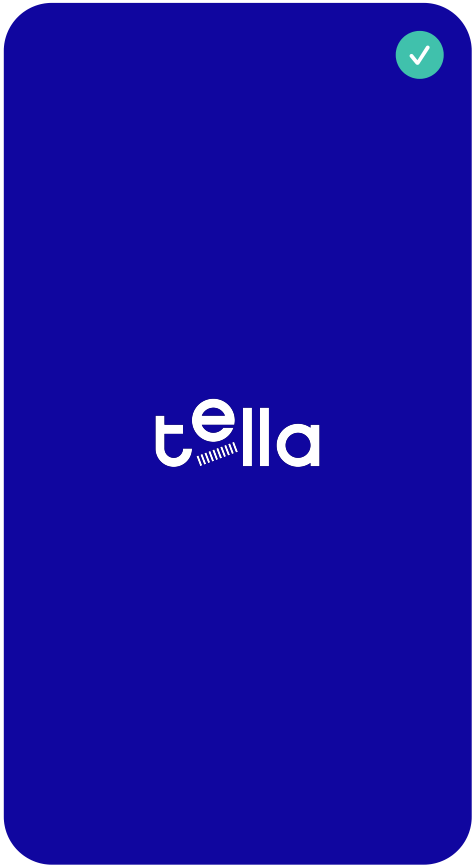
1. Use the supplied master artwork

Always start from the official files in the brand library.



2. Keep the clearspace clear

No other graphic element inside the clearspace.



3. Place on white or a flat brand colour

Pick the logo version made for that background.



4. Respect the minimum size

16mm wide in print, 160px wide on screen.

Rules of use – Never do

Please take care when using the Tella logo in your application. These are some examples of what not to do.



1. Don’t alter, change or recreate any part of the logo artwork.



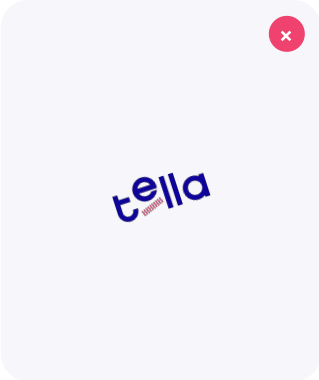
2. Don’t adjust or change the colours of the logo.



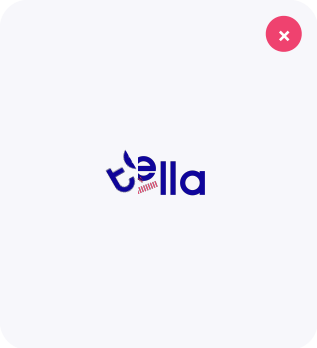
3. Don’t apply the single colour logos over colours other than our brand palette without prior approval.



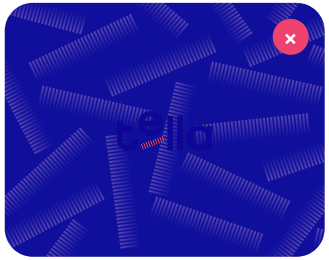
4. Don’t stretch, squash or distort the logo.



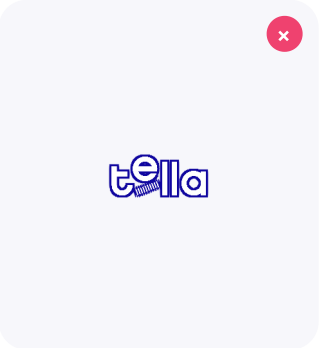
5. Don’t rotate the logo.



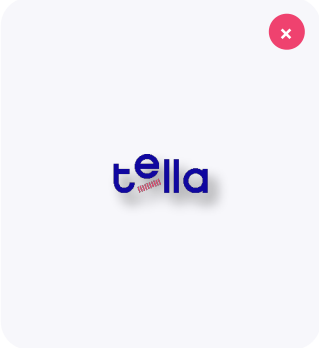
6. Don’t rotate elements of the logo.



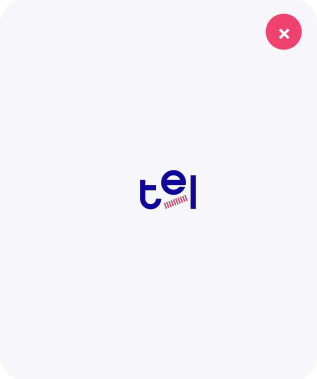
7. Don’t place the logo directly on photographic backgrounds, brand elements or other graphics without prior approval.



8. Don’t convert the logo to an outline.



9. Don’t apply effects on the logo.



10. Don’t crop the logo.



11. Don’t use the ‘glitter’ or other graphics in the logo.



12. Don’t substitute our wordmark for another typeface.

tella

03

Design elements

Colour
Illustration
Infographics
Digital UI

Typography
Photography
Patterns



Colour palette – Primary colours

Four brand colours, used boldly and flat. Tella Blue leads; Dark Pink is the accent that adds energy; Light Pink is a soft supporting surface; Tella Green is a fresh accent used sparingly.

Tella Blue

Pantone	Blue 072 C
CMYK	C100 M95 Y0 K3
RGB	R16 G6 B159
HTML	#10069F

Tella Dark Pink

Pantone	191 C
CMYK	C0 M79 Y36 K0
RGB	R239 G66 B111
HTML	#EF426F

Tella Light Pink

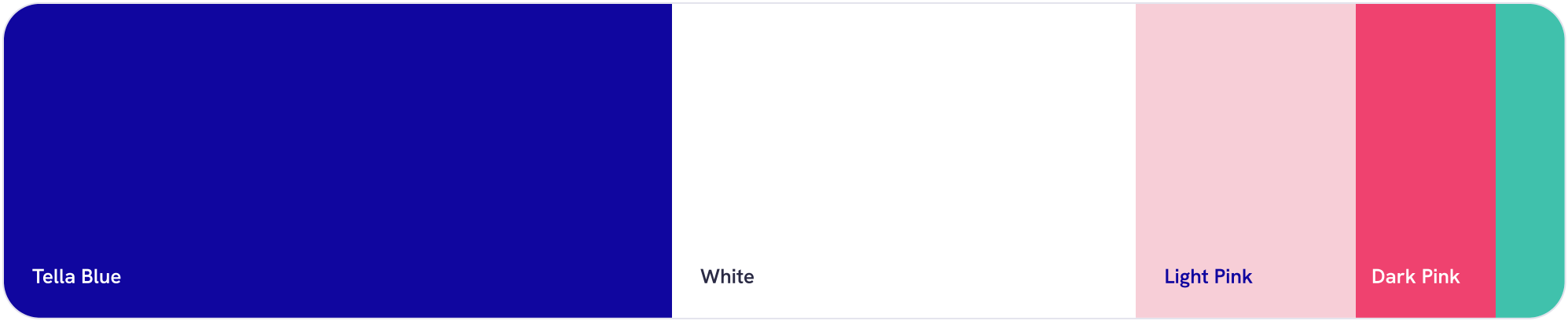
Pantone	706 C
CMYK	C0 M23 Y7 K0
RGB	R247 G206 B215
HTML	#F7CED7

Tella Green

Pantone	7465 C
CMYK	C58 M0 Y36 K0
RGB	R64 G193 B172
HTML	#40C1AC

Colour proportion & hierarchy

Lots of blue and white, pink as a punctuating accent, green sparingly. Avoid muddy mid-greys, and don't use purple as a flat fill — purple only appears where blue and pink overlap in the circle pattern.



Indicative proportion, left to right: dominant → accent. Tella Green on the far right.

No jargon

White on Tella Blue

Less paperwork

Tella Blue on Light Pink

On your side

Tella Blue on white

Less Means More.

White on Dark Pink — headlines only

Digital tints & neutrals

For digital product only. Tints are built around each primary to support interface states, surfaces and data. Neutrals are a cool ink ramp, very slightly blue-tinted so they sit comfortably under Tella Blue.

Blue

700	600	500	400	300	200	100	50
#0B0473	#10069F	#2E25B8	#5A52CE	#9A95E2	#C9C6F0	#E8E7FA	#F4F3FD

Pink

700	600	500	400	300	200	100	50
#C72A53	#EF426F	#F26385	#F58BA3	#F9B3C2	#F7CED7	#FCE7EC	#FEF4F6

Green

700	600	500	400	300	200	100
#2A8C7C	#34A693	#40C1AC	#6CD0BF	#9DE0D4	#C7EEE7	#E7F8F4

Ink

900	800	700	600	500	400	300	200	100	50
#0A0A1A	#16162B	#2B2B45	#4A4A66	#6A6A85	#9494AC	#C2C2D2	#E2E2EC	#F0F0F6	#F7F7FB

Primary typeface – Beausite Classic

Beausite Classic is a sans serif typeface with geometric touches, for a contemporary design. It has an authentic tone that's clear but never imposing, friendly but professional, confident yet approachable – Less technical for a more meaningful conversation.

Comprised of a comprehensive range of weights and widths catering for a wide variety of different applications and environments.

Light, Clear and Regular — body copy.
Medium — subheadings and intro copy.
Semibold and Bold — headings, subheadings and key information.

Available from Fatype: fatype.com/typefaces/beausite. On screen, Hanken Grotesk is the free web substitute used in the Tella design system and in this document.



Light

Clear

Regular

Medium

Semibold

Bold

Type scale

Headlines are large and set tight, with slight negative tracking. Body copy is generous, at a 1.6 line-height. Use sentence case everywhere; reserve capitals for small overlines.

Display · 76 / Bold	**Less Means More.**
H1 · 38 / Bold	**A home loan without the jargon**
H2 · 30 / Semibold	**Less paperwork, more time at home**
H3 · 24 / Semibold	**On your side**
Intro · 18 / Medium	We're building a brand new home loan experience.
Body · 16 / Regular	Our passion is helping Kiwis into homes. We work hard to make sure our customers feel valued and respected.
Overline · 12 / Semibold	LOAN AMOUNT

Alternative typeface – Arial

Arial is the alternative typeface for use on online and internal communications when Beausite Classic is not available. This font is default on most personal computers.

Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 $%&?!

Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXY
abcdefghijklmnopqrstuvwxyz
0123456789 $%&?!

Feature illustration – Glitter

Flat, geometric spot illustrations: deep blue primary shapes, pink accents and a long soft diagonal shadow. Each comes in a plain version and a “Glitter” version with small Tella Green sparkle marks — zigzags, plus signs, dots and hollow circles.









PiggyBank · plain / Glitter



HouseWithTwoPlants · plain / Glitter



PlantWithCoins · plain / Glitter

Photography – People

Our passion is helping Kiwis into homes. We work hard to make sure our customers have the best experience with us, where they feel valued and respected.

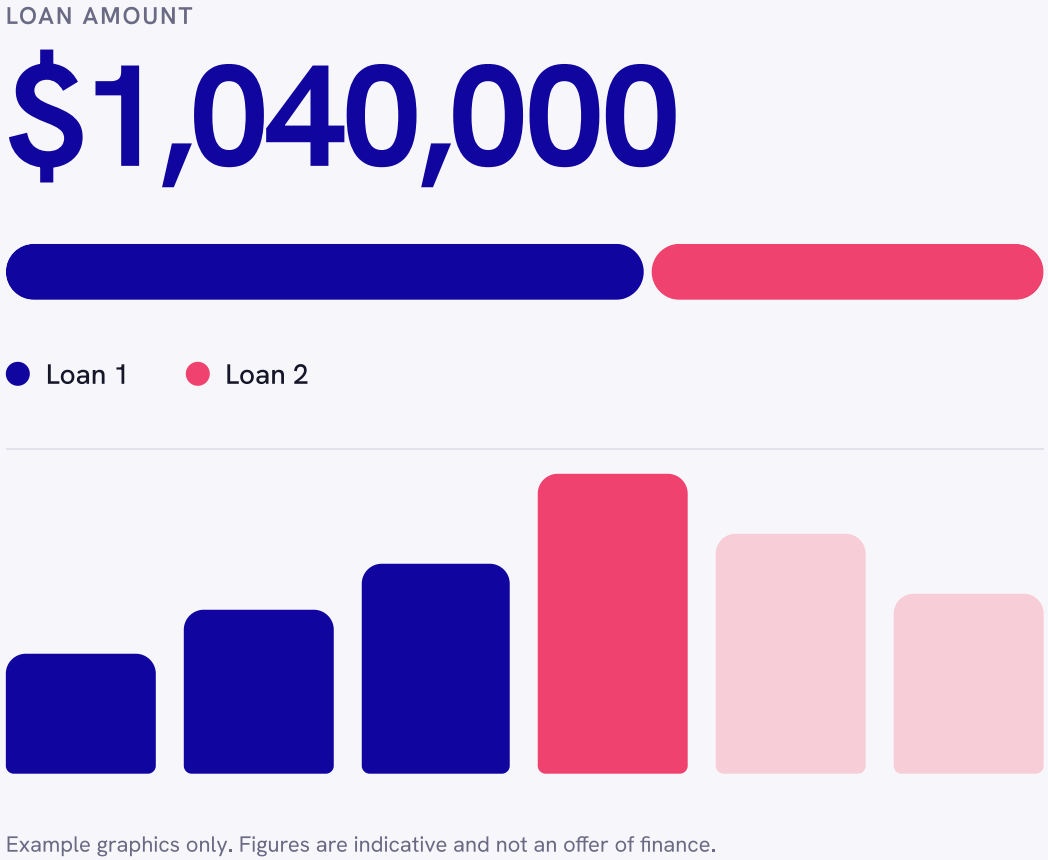
Imagery is an important part of communicating our brand. People shots should feel natural, authentic and relatable – cherishing the special moments in life.

Simple Single focused message



Infographics – Graphs

Keep graphs flat and simple: one key figure, brand colours in order of the palette (Blue, Dark Pink, Light Pink, Green), rounded bar ends and plain-language labels. Always pair financial figures with a plain-language disclaimer.

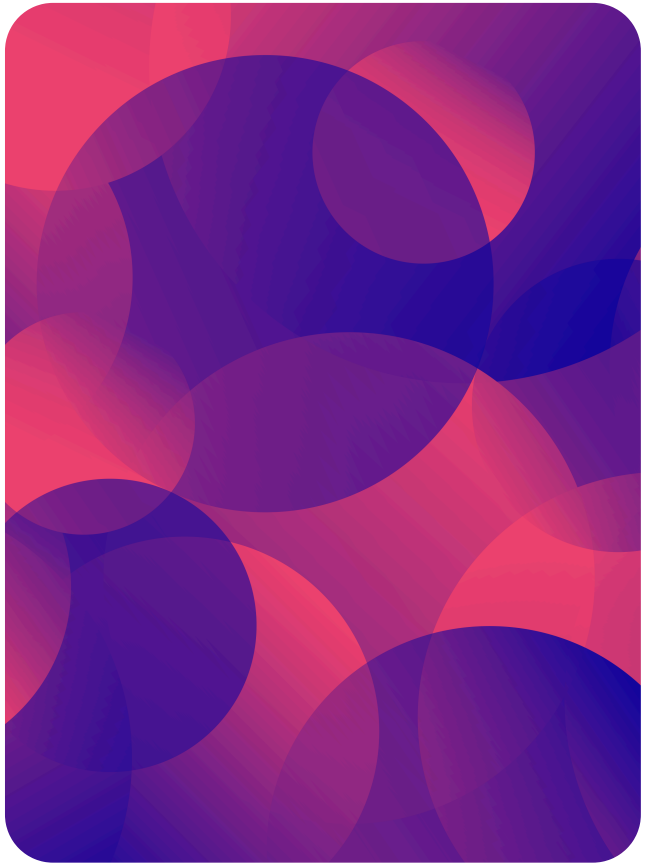


Example graphics only. Figures are indicative and not an offer of finance.

Tella Brand Patterns

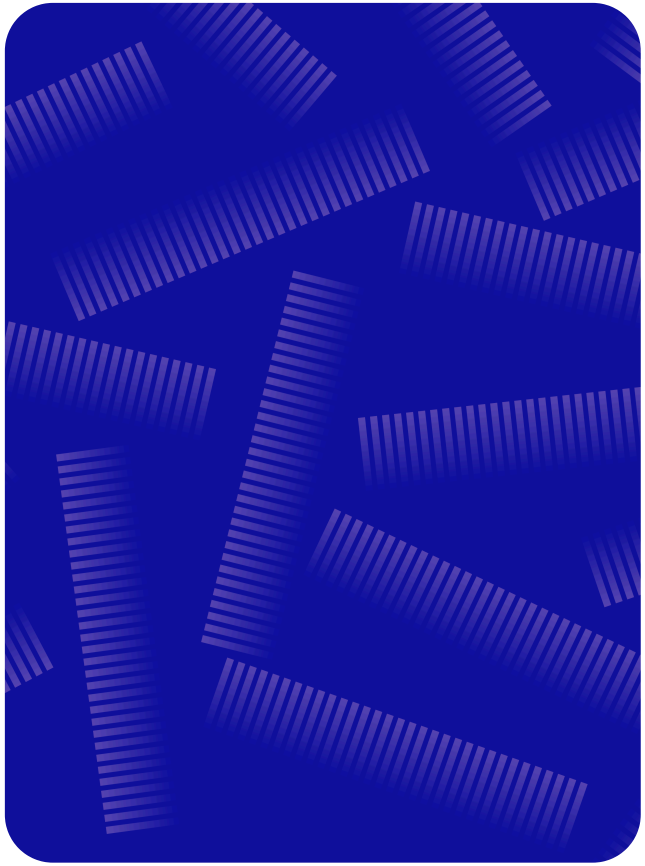
Three patterns built from the circle and the rectangle, used as full-bleed decorative bands. Scale patterns up and down depending on the comms — larger for more abstract / simpler compositions and smaller for more textural and dynamic applications.

These brand patterns are available online and can be downloaded from Tella's intranet system: (Teams > Creative > + TELLA BRAND LIBRARY > Brand Patterns).



Circle Pattern

Tella-Pattern-Circle-A3-RGB.jpg · .png
Tella-Brand-Pattern-Circle.svg



Bars Pattern

Tella-Pattern-Bars-A3-RGB.jpg · .png
Tella-Brand-Pattern-Bars.svg



Angles Pattern

Tella-Pattern-Angle-A3-RGB.jpg · .png
Tella-Brand-Pattern-Angles.svg

Digital – UI elements

The circle and rectangle carry through to product: pill-shaped buttons and badges, generously rounded cards and fields, and soft blue-tinted shadows. Surfaces stay flat and opaque. Motion is calm and quick, with no bounce.

These components live in the Tella design system. Build from them rather than recreating them.

Buttons

Get started

Apply now

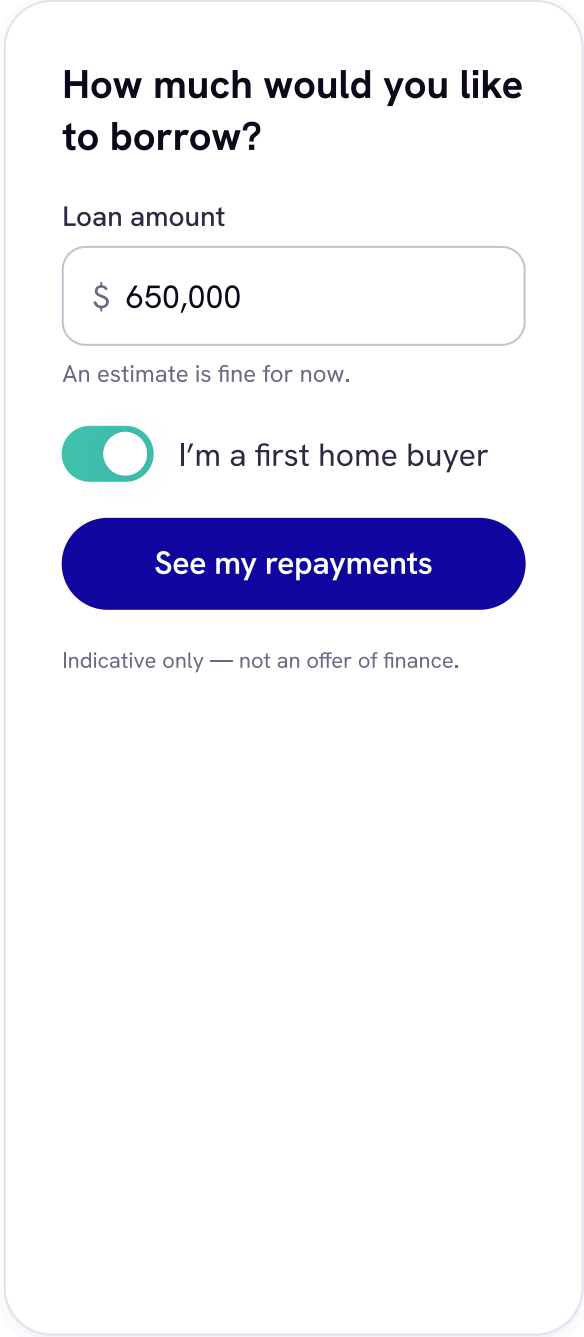
Learn more

Not now

Badges

Fixed New Approved

Popular

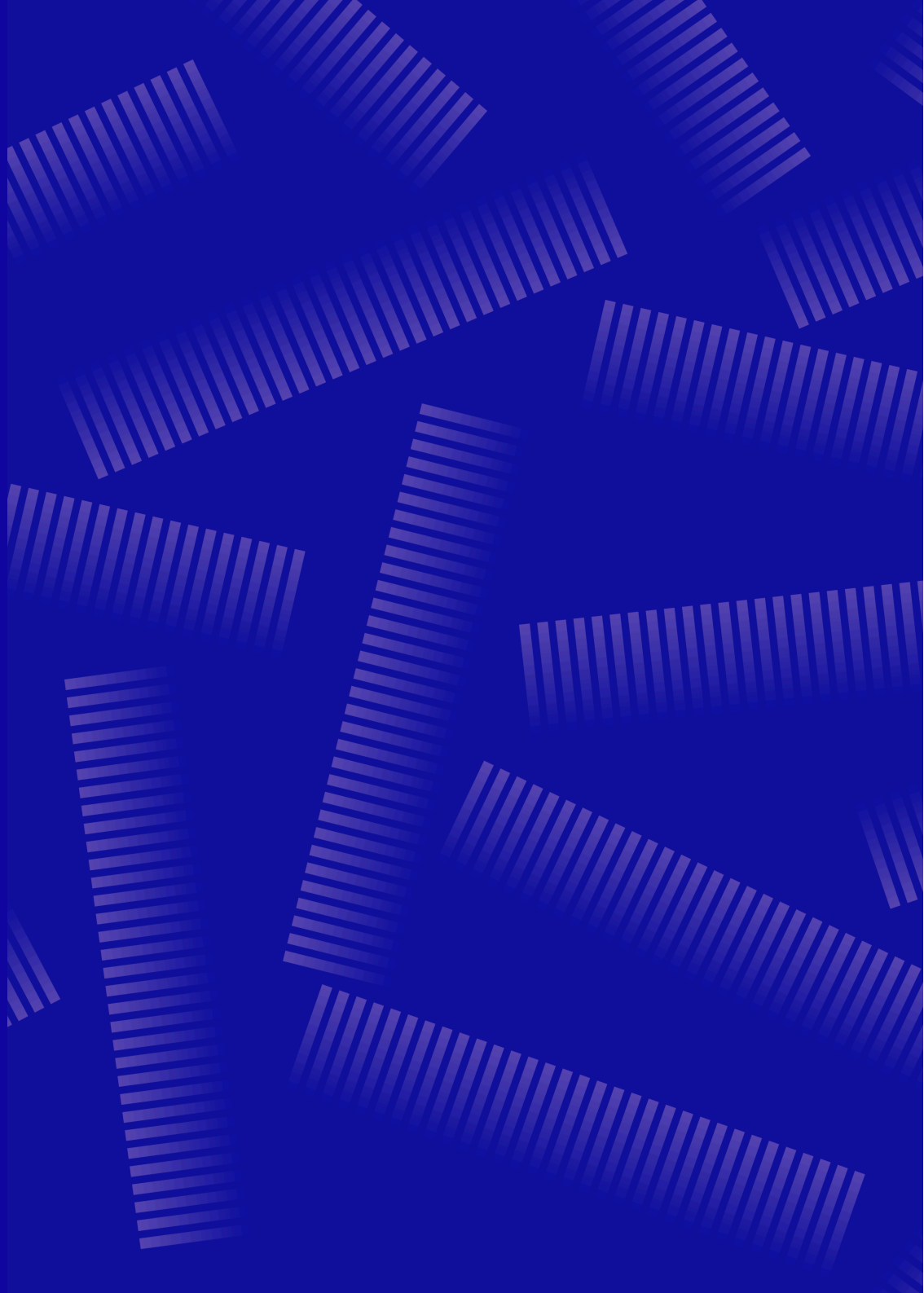


04

Asset directory

Logo and brandmark

Illustrations



Logo and brandmark

File types and naming structure.

RGB	Screen colour (for digital)
CMYK	4 colour process (for print)
PMS	Spot colour (for print)
JPG	Bitmap file (for screen & print)
PNG	Transparent bitmap file (digital)
EPS	Postscript file (vector art / print)

Teams > Creative > + TELLA BRAND LIBRARY > Tella Logos

Full colour logo

tella-logo-full-colour-RGB.jpg
tella-logo-full-colour-RGB.png
tella-logo-full-colour-CMYK.eps
tella-logo-full-colour-PMS-coated.eps

Blue logo

tella-logo-blue-only-RGB.jpg
tella-logo-blue-only-RGB.png
tella-logo-blue-only-CMYK.eps
tella-logo-blue-only-PMS-coated.eps

Dark pink logo

tella-logo-DPink-only-RGB.png
tella-logo-DPink-only-CMYK.eps
tella-logo-DPink-only-PMS-coated.eps

Light pink logo

tella-logo-LPink-only-RGB.png
tella-logo-LPink-solid-CMYK.eps
tella-logo-LPink-only-PMS-coated.eps

Alternative logos

tella-logo-alt-DarkPink-RGB.png
tella-logo-alt-DarkPink-CMYK.eps
tella-logo-alt-DarkPink-PMS-coated.eps
tella-logo-alt-Blue-LPink-RGB.png
tella-logo-alt-Blue-LPink-CMYK.eps
tella-logo-alt-Blue-LPink-PMS-coated.eps

Black & white logos

tella-logo-black-RGB.jpg
tella-logo-black-RGB.png
tella-logo-black-CMYK.eps
tella-logo-white-RGB.jpg
tella-logo-white-RGB.png
tella-logo-white-CMYK.eps

Brandmark

tella-brandmark-blue-RGB.png
tella-brandmark-blue-CMYK.eps
tella-brandmark-blue-PMS-coated.eps
tella-brandmark-DPink-RGB.png
tella-brandmark-DPink-solid-CMYK.eps
tella-brandmark-DPink-PMS-coated.eps
tella-brandmark-LPink-RGB.png
tella-brandmark-LPink-solid-CMYK.eps
tella-brandmark-LPink-PMS-coated.eps
tella-brandmark-black-RGB.png
tella-brandmark-black-CMYK.eps
tella-brandmark-white-RGB.png
tella-brandmark-white-CMYK.eps

Illustrations – with Glitter



AwardBadge_Glitter
Bank_Glitter
BarGraph_Glitter
BoxWithArrowPointingUp_Glitter
Buildings_Glitter
CalculatorWithPen_Glitter
Calendar_Glitter
Checklist_Glitter
ChessPieces_Glitter
CloudAndLock_Glitter
Coin3Stacks_Glitter
ComputerWithLamp_Glitter
CreditCard_Glitter
Document_Glitter
DocumentSigned_Glitter
FolderWithUpArrow_Glitter
GirlAndBoy_Glitter
HandHoldingIDCard_Glitter
HandsWithHeart_Glitter
HandWithKey_Glitter
HandWithShapes_Glitter
HandWithTwoCoins_Glitter
Headphones_Glitter
HeadWithGreenTarget_Glitter
HouseLeaky_Glitter
HouseSmall_Glitter
HouseWithTwoPlants_Glitter
Kiwi_Glitter
LaptopAndMobileSyncWithArrows_Glitter
Lawyers_Glitter
LegoBlocks_Glitter
LetterEnvelopeWithCheck_Glitter
Megaphone_Glitter
MoneyWithArrows_Glitter
NotebookWithPencil_Glitter
PaperAndPen_Glitter
PaperDart_Glitter
PaperWithPercentSymbol_Glitter
ParentsWithChild_Glitter
PenRulerMouse_Glitter
PiggyBank_Glitter
PlantWithCoins_Glitter
PuzzleInHand_Glitter
SheetOfPaper_Glitter
SmileyInBetweenTwoHands_Glitter
SpeechBubbles_Glitter
ThumbsUp_Glitter
TravelBagWithWaterBottle_Glitter
TwoPeople_Glitter
Video_Glitter
Wallet_Glitter
Will_Glitter

tella

Less Means More.

CONTACT DETAILS

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New Zealand