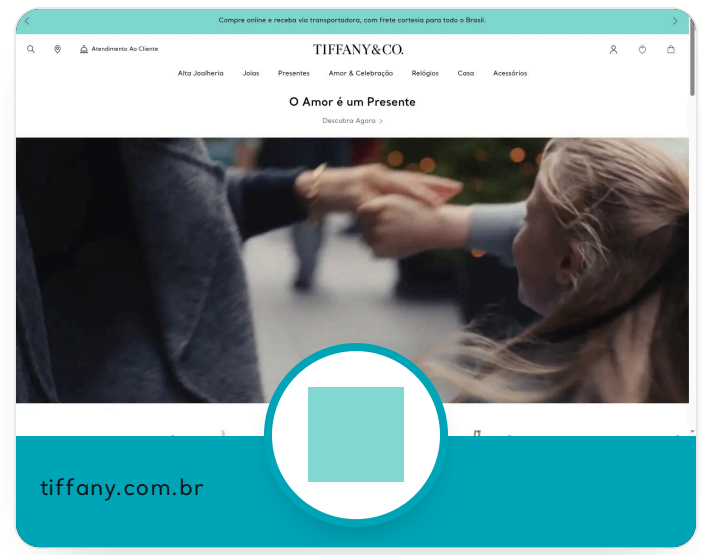
Tiffany Brand Guidelines

Unofficial · read from tiffany.com.br

What are Tiffany's brand colors and fonts?

Tiffany uses Santral for both headings and body text. Its most prominent brand color appears to be teal **#00A4B7** (RGB 0, 164, 183), alongside black **#000000**, white **#FFFFFF** and teal **#81D8D0**. Read from tiffany.com.br on 26 November 2026.



VISUAL IDENTITY

Brand	Tiffany
Website	tiffany.com.br ↗
On Gravity	Tiffany's Gravity profile →
Main color	Teal #00A4B7
Palette	6 colors
Headings	Santral
Body text	Santral
Logo	SVG · PNG · JPG
Favicon	ICO
Mode	Light
Read on	26 November 2026
Status	Unofficial

Tiffany Logo: Transparent PNG and SVG Download

The Tiffany logo read from tiffany.com.br is available here as SVG, transparent PNG and JPG. It is displayed at 191 × 24 px in the site's header, about 8.0 times wider than it is tall. The site's favicon is provided as ICO.



"Copy" puts the logo on your clipboard: paste it into Figma (Ctrl or Cmd + V) to get an editable vector. The checkered tiles show the logo with no background. PNG files have a transparent background and measure 2000 × 250 px. The single-color versions are recolors of the logo read from the site. The Tiffany name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Tiffany.

Tiffany Brand Colors: Palette and HEX Codes

Tiffany's most prominent color appears to be teal **#00A4B7** (RGB 0, 164, 183), used for its buttons. The homepage also uses black **#000000**, white **#FFFFFF**, teal **#81D8D0** and gray **#686868**.

HEX	Color	RGB	HSL	CMYK	Observed use
#00A4B7	Teal Brand	0, 164, 183	186°, 100%, 36%	100, 10, 0, 28	Background, button
#000000	Black Ink	0, 0, 0	0°, 0%, 0%	0, 0, 0, 100	Border, icon, link, text
#FFFFFF	White Background	255, 255, 255	0°, 0%, 100%	0, 0, 0, 0	Background, button, link, fill
#81D8D0	Teal Surface	129, 216, 208	174°, 53%, 68%	40, 0, 4, 15	Background, border, fill
#686868	Gray Text	104, 104, 104	0°, 0%, 41%	0, 0, 0, 59	Link, text
#D8D8D8	Light gray	216, 216, 216	0°, 0%, 85%	0, 0, 0, 15	Border

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

Tiffany Fonts

On its homepage, Tiffany sets both its headings and its body text in Santral.

Aa

Santral

Used for: headings, subheadings, body text, buttons

Light 300 · Regular 400 · Medium 500 · SemiBold 600 · Bold 700

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Aa

Sterling Display

Loaded by the site, with no identified use on the homepage

Regular 400

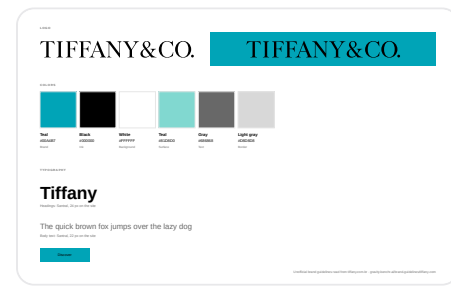
Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Export the Tiffany Brand Kit

Tiffany's colors and fonts read from tiffany.com.br are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.



Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-brand: #00A4B7;       /* teal */
  --color-ink: #000000;         /* black */
  --color-background: #FFFFFF;  /* white */
  --color-surface: #81D8D0;     /* teal */
  --color-text: #686868;        /* gray */
  --color-light-gray: #D8D8D8;  /* light gray */
  --font-heading: Santral, sans-serif;
  --font-body: Santral, "Open Sans", -apple-system,
BlinkMacSystemFont, "avenir next", avenir, "helvetica neue",
helvetica, ubuntu, roboto, noto, "segoe ui", arial, sans-
serif;
}
```

Design tokens (JSON)

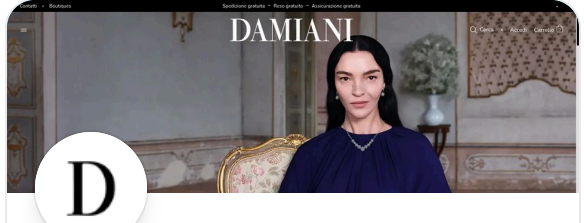
```
{
  "color": {
    "brand": {
      "$value": "#00A4B7",
      "$type": "color"
    },
    "ink": {
      "$value": "#000000",
      "$type": "color"
    },
    "background": {
      "$value": "#FFFFFF",
      "$type": "color"
```

Tailwind CSS

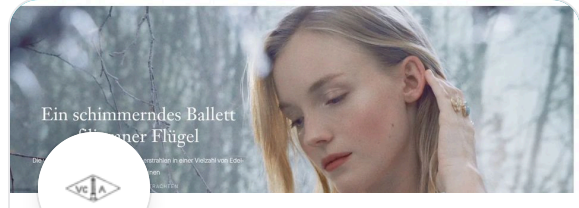
```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        tiffanycom: {
          brand: '#00A4B7',
          ink: '#000000',
          background: '#FFFFFF',
          surface: '#81D8D0',
          text: '#686868',
          'light-gray': '#D8D8D8',
        },
```

Tiffany Competitors and Similar Brands

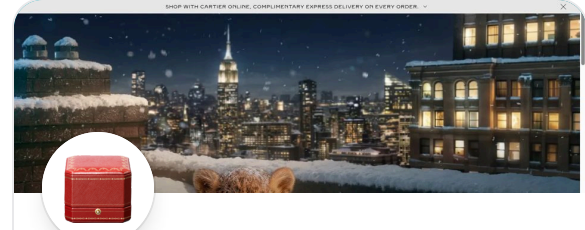
The brands closest to Tiffany are DAMIANI, vancleefarpels.com and Cartier®, according to Gravity's similarity score.



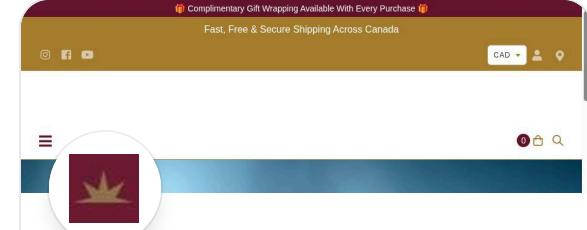
DAMIANI
Jewelry & luxury products
590.1k visits / month · similarity 81



vancleefarpels.com
Jewelry & luxury products
3.6M visits / month · similarity 79



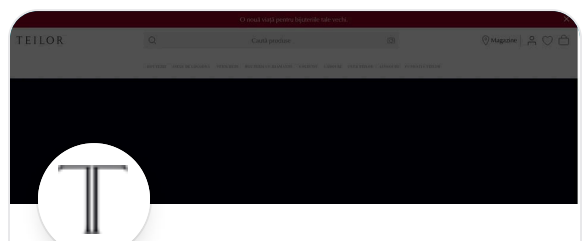
Cartier®
Jewelry & luxury products
10.3M visits / month · similarity 78



Lugaro Jewellers
Jewelry & luxury products
79.9k visits / month · similarity 78



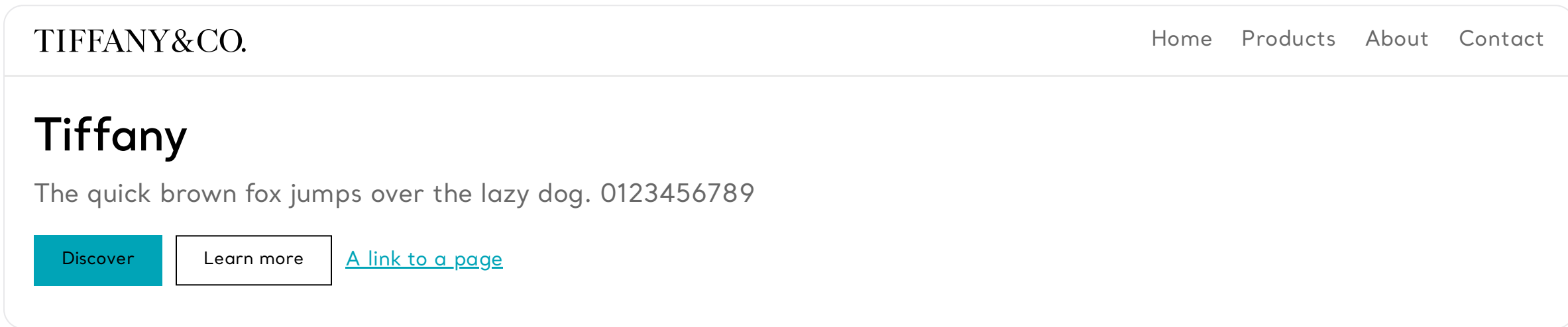
vivara.com.br
Jewelry & luxury products
4.5M visits / month · similarity 78



TEILOR
Jewelry & luxury products
236.8k visits / month · similarity 78

Similarity is precomputed by Gravity from catalogues, prices, estimated traffic, markets and site types on 30 October 2026; visits are estimated.

Tiffany's Visual Identity in Use



ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	**Santral**	SemiBold 600	24 px	#000000	line-height 32px
Subheadings	**Santral**	SemiBold 600	24 px	#000000	line-height 41.04px
Body text	**Santral**	Regular 400	22 px	#686868	line-height 37.62px
Buttons	**Santral**	Regular 400	14 px	#000000	line-height 24px
Button 1	background **#00a4b7**		text #000000		radius 0px
Button 2	background **#ffffff**		text #000000		radius 0px · border #000000

Tiffany Brand Guidelines FAQ

What are Tiffany's brand colors and fonts?

Tiffany uses Santral for both headings and body text. Its most prominent brand color appears to be teal **#00A4B7** (RGB 0, 164, 183), alongside black **#000000**, white **#FFFFFF** and teal **#81D8D0**. Read from tiffany.com.br on 26 November 2026.

What does the Tiffany logo look like?

The Tiffany logo read from tiffany.com.br is available here as SVG, transparent PNG and JPG. It is displayed at 191 × 24 px in the site's header, about 8.0 times wider than it is tall. The site's favicon is provided as ICO.

How do I download the Tiffany logo?

The Tiffany logo can be downloaded on this page as SVG, transparent PNG and JPG, in a dark and a light version. The "Download all" button bundles every file into one.

Can I use the Tiffany logo?

The Tiffany name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check Tiffany's own brand guidelines or ask the company before any commercial use.

What are Tiffany's brand colors?

Tiffany's most prominent color appears to be teal **#00A4B7** (RGB 0, 164, 183), used for its buttons. The homepage also uses black **#000000**, white **#FFFFFF**, teal **#81D8D0** and gray **#686868**.

What is Tiffany's main color HEX code?

The most prominent color on Tiffany's website appears to be teal **#00A4B7**: RGB 0, 164, 183, HSL 186°, 100%, 36%, CMYK 100, 10, 0, 28 (approximate).

What font does Tiffany use?

On its homepage, Tiffany sets both its headings and its body text in Santral.

Is Tiffany's font free to use?

Santral is hosted by Tiffany's own website and its license is not known: check with the type foundry before using it.

Who are Tiffany's competitors?

The brands closest to Tiffany are DAMIANI, vancleefarpels.com and Cartier®, according to Gravity's similarity score.

How do I use Tiffany's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the tiffany.com.br homepage on 26 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from Tiffany's internal brand book.

Who are the Tiffany brand guidelines for?

This page brings together Tiffany's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The Tiffany team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for Tiffany without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for Tiffany that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about Tiffany with the logo and colors used on its website.

Retailers and marketplaces: present Tiffany's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how Tiffany builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires Tiffany's permission: see the notice at the bottom of this page.

This page gathers the visual identity of Tiffany as it appears on tiffany.com.br: its colors with their codes, its fonts and their uses, and its logo ready to download.

Unofficial brand guidelines, read automatically from the tiffany.com.br homepage.

Brand guidelines read automatically from **tiffany.com.br** on 26 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary…) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The Tiffany name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Tiffany.

About this brand reference

This page presents design elements — colors, typography, logo and related assets — identified automatically from Tiffany's publicly accessible website, for identification and reference purposes only. Color values and font names are factual information. Logos, word marks, icons, images and other brand elements remain the exclusive property of their respective owners and are displayed here solely to identify and reference the brand.

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