

BRAND GUIDELINES

VERSION 1.0
DECEMBER 2025

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Intro

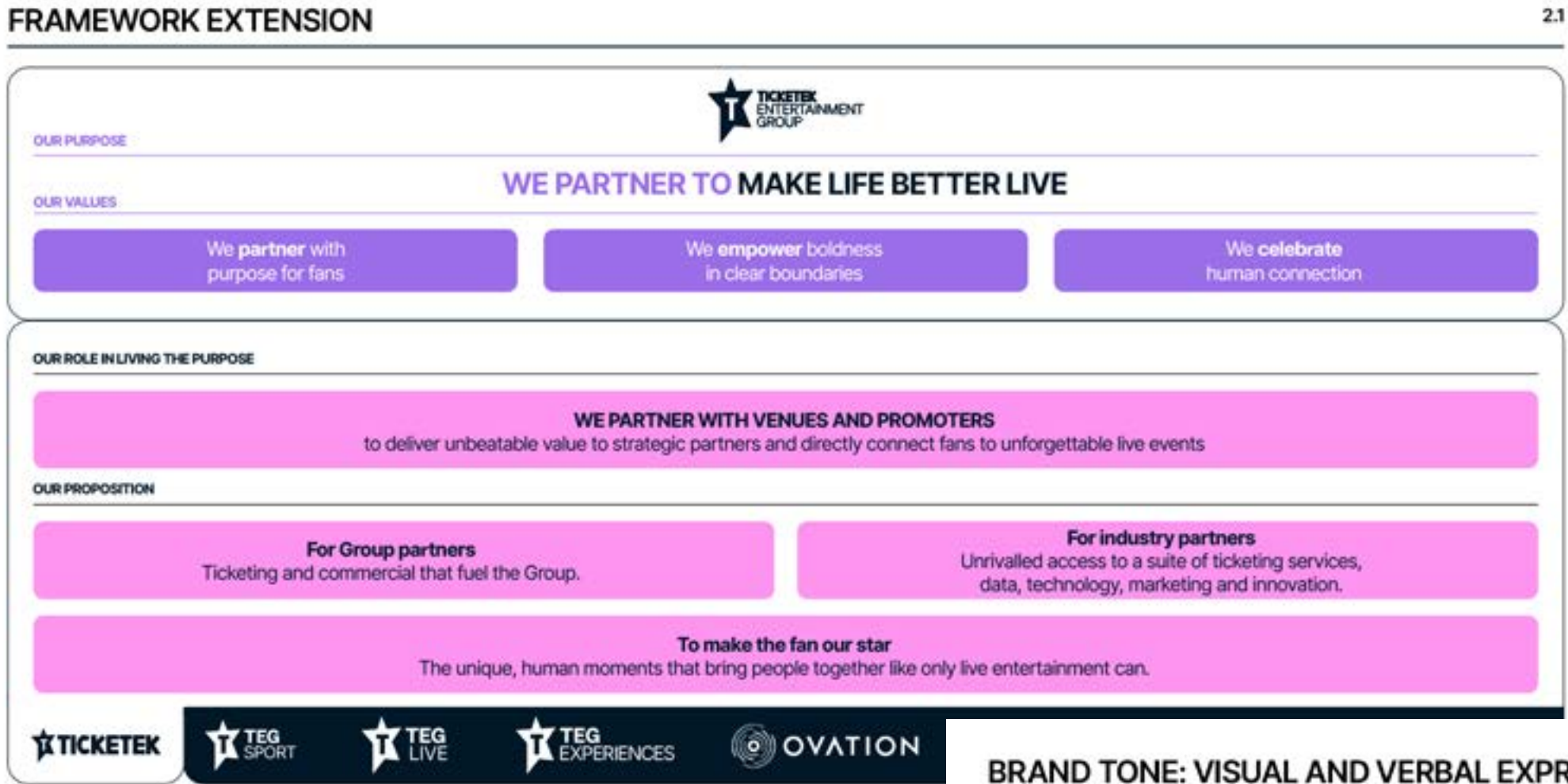
01

DEFINING OUR BRAND

Our brand includes 2 new strategic tools to guide the creation of assets.

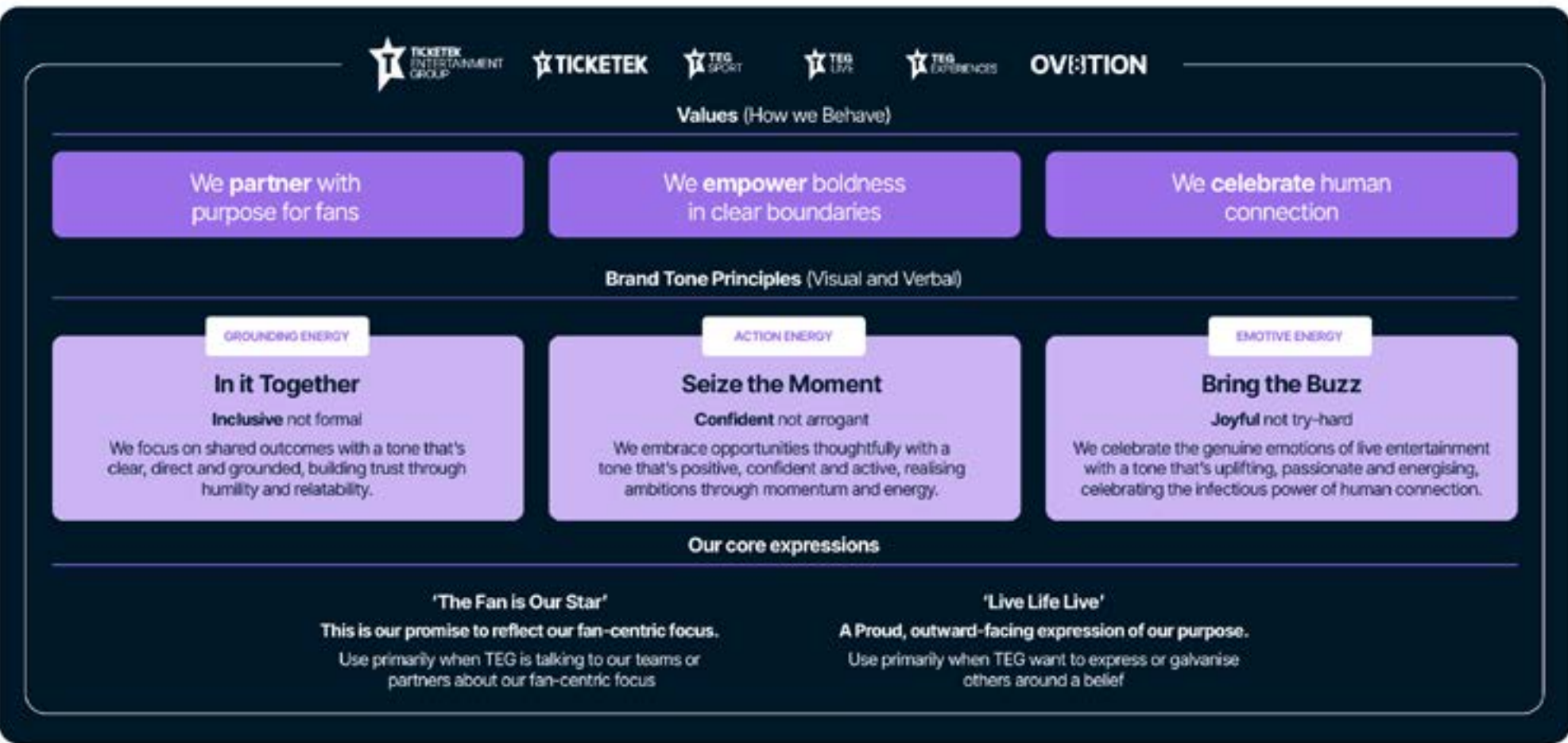
Our Brand Framework is the summary of all our strategic inputs that are specific to your brand and the wider Group. Its a quick reference guide to the Purpose, Values and Proposition.

Our Brand Tones and Core expressions help guide our we express ourselves Verbally, visually and through the experiences we collectively create. Use them as a yardstick for assessing creative work and building universal consistency.



Ticketek Brand Guidelines

BRAND TONE: VISUAL AND VERBAL EXPRESSION



TICKETEK BRAND GUIDELINES

PG.6

FRAMEWORK EXTENSION



OUR PURPOSE

WE PARTNER TO MAKE LIFE BETTER LIVE

OUR VALUES

We **partner** with purpose for fans

We **empower** boldness in clear boundaries

We **celebrate** human connection

OUR ROLE IN LIVING THE PURPOSE

WE PARTNER WITH VENUES AND PROMOTERS

to deliver unbeatable value to strategic partners and directly connect fans to unforgettable live events

OUR PROPOSITION

For Group partners

Ticketing and commercial that fuel the Group.

For industry partners

Unrivaled access to a suite of ticketing services, data, technology, marketing and innovation.

To make the fan our star

The unique, human moments that bring people together like only live entertainment can.



BRAND TONE: VISUAL AND VERBAL EXPRESSION



Values (How we Behave)

We **partner** with purpose for fans

We **empower** boldness in clear boundaries

We **celebrate** human connection

Brand Tone Principles (Visual and Verbal)

GROUNDING ENERGY

In it Together
Inclusive not formal
 We focus on shared outcomes with a tone that's clear, direct and grounded, building trust through humility and relatability.

ACTION ENERGY

Seize the Moment
Confident not arrogant
 We embrace opportunities thoughtfully with a tone that's positive, confident and active, realising ambitions through momentum and energy.

EMOTIVE ENERGY

Bring the Buzz
Joyful not try-hard
 We celebrate the genuine emotions of live entertainment with a tone that's uplifting, passionate and energising, celebrating the infectious power of human connection.

Our core expressions

'The Fan is Our Star'

This is our promise to reflect our fan-centric focus.
 Use primarily when TEG is talking to our teams or partners about our fan-centric focus

'Live Life Live'

A Proud, outward-facing expression of our purpose.
 Use primarily when TEG want to express or galvanise others around a belief

BRAND TONE - IN ACTION

Bringing the brand tones to life is as simple as embracing the energy they imbue and considering the work with a critical lens. The following pages outline some examples of the do's and donts to help guide you.

DONT WRITE LIKE THIS



Dear Employee,

We hereby confirm the arrival of your new brand merchandise kit, aligning with the imminent launch of the next iteration of the Ticketek brand. This corporate apparel signifies a pivotal moment in our strategic direction, encompassing a bolder, brighter aesthetic intended to reflect our continuing commitment to operational excellence and our role in facilitating the live experience sector. Please note that a new Ticketek-branded t-shirt has also been allocated to you; collection of the appropriate size is mandatory and must be coordinated via the designated reception point.

P.S. For those with a heightened attention to detail, a minor yet significant adjustment to the Ticketek star graphic has been executed to enhance its visual sharpness and overall iconography.

OVERTLY FORMAL, JARGON FILLED AND IMPERSONAL. THE ABOVE EXAMPLE LACK HUMANITY AND GENUINE CONNECTION. IT IS PASSIVE AND DISTANT FROM THE AUDIENCE.

DO WRITE LIKE THIS



Hey Star,

Your new Ticketek kit has landed! This gear is to welcome you to the next evolution of the Ticketek brand – bolder, brighter, and bursting with energy for our next chapter of partnering to make life better live. There is also a new T-shirt, just come and pick up the right size from reception.

Look out for more to come as the new branding comes to life, but in the meantime we hope you use this pack with pride. It's our small way of saying thank you for all the hard work and energy you bring to partnering, empowering and celebrating every day.

Enjoy!

PS - For the really eagle-eyed, check out the small refinement to the Ticketek star to make it even more iconic

FRIENDLY, INCLUSIVE AND WARM IN TONE. THIS COPY SPEAKS TO TEAM AT THEIR LEVEL. ITS WELCOMING, INSPIRING AND ACTIVE - AS IF WE ARE IN THE MOMENT.

Logo

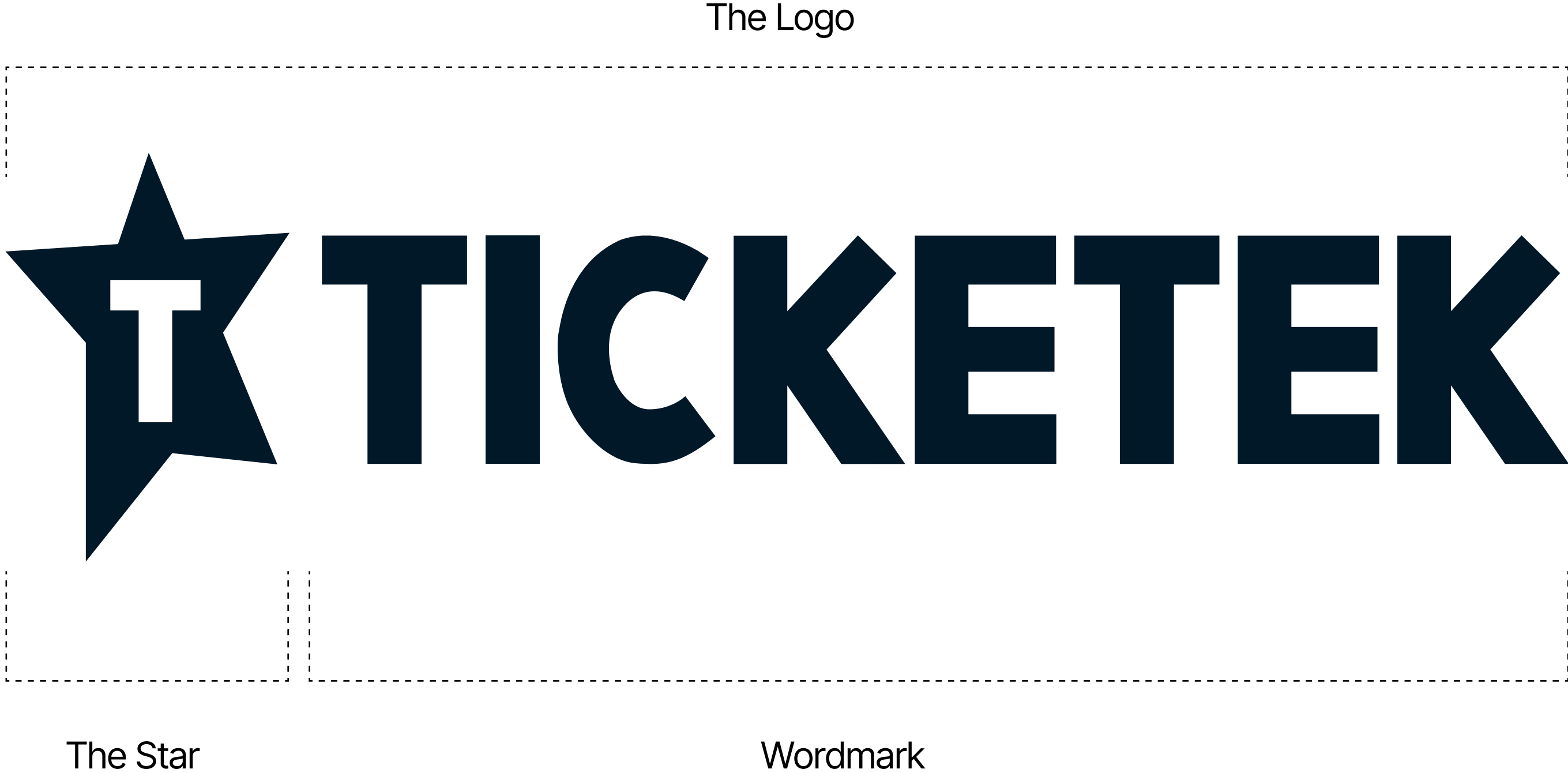
02

CORE LOGO

Our logo is the focal point of the Ticketek brand identity. It's a visual shorthand, an instant representation of the brand's mission and services.

The Star Icon speaks entertainment and excellence, and has remained constant through our brand growth and evolution.

We are very proud of our Masterbrand, and we trust our extended team of creatives and partners will follow the provided guidelines to ensure it always looks its best.



STAR ICON

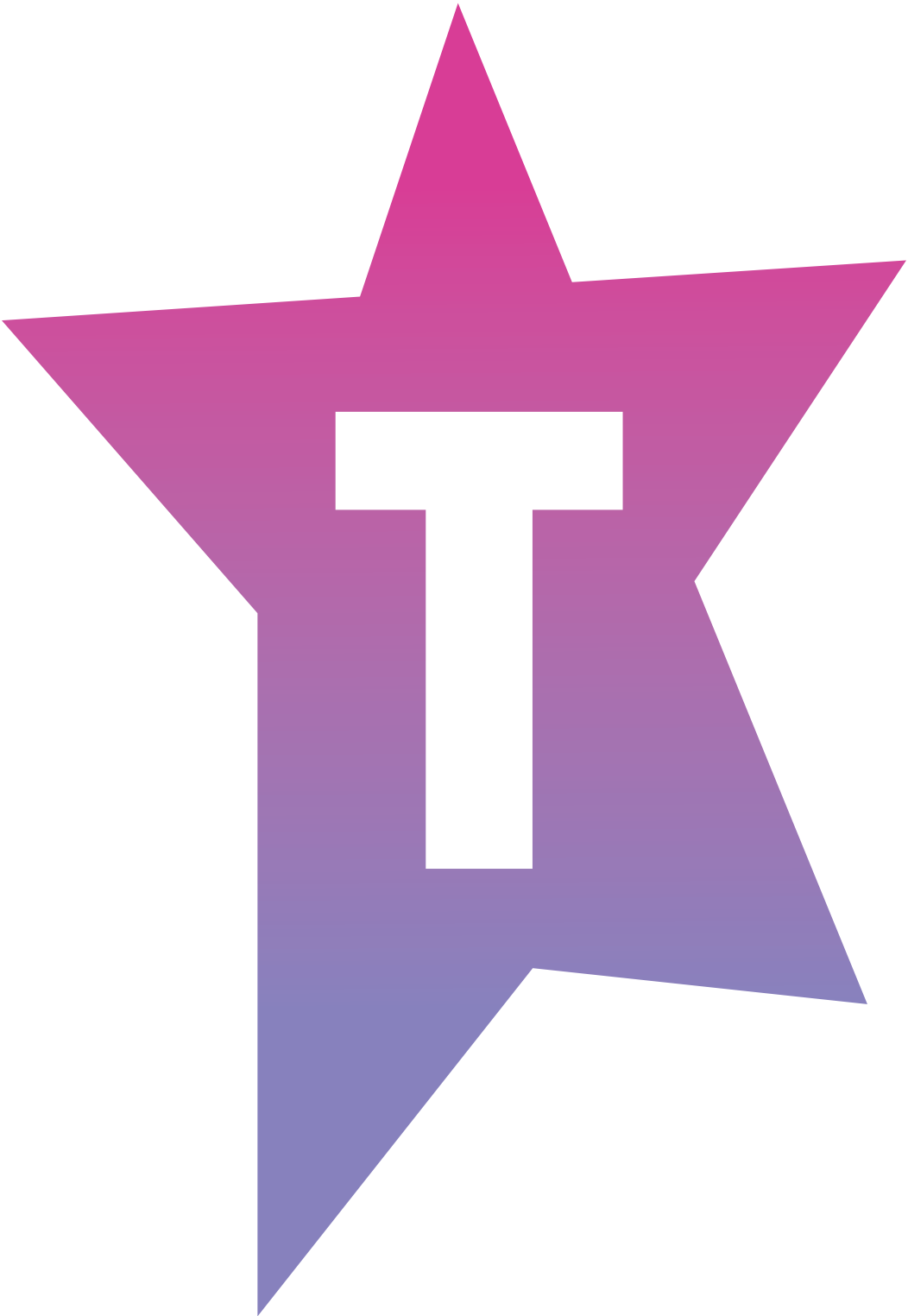
Our star icon was originally drawn as a dancing fan.

In its static form, it can be used as a shorthand for the whole logo, especially where space is very limited.

The animated versions of the star can be used to express 'The Fan is Our Star' to add character.

The gradient star icon is just as an additional graphic in the Ticketek design system. It should never be used as a replacement for the logo without consultation.

STAR ICON – FULL COLOUR



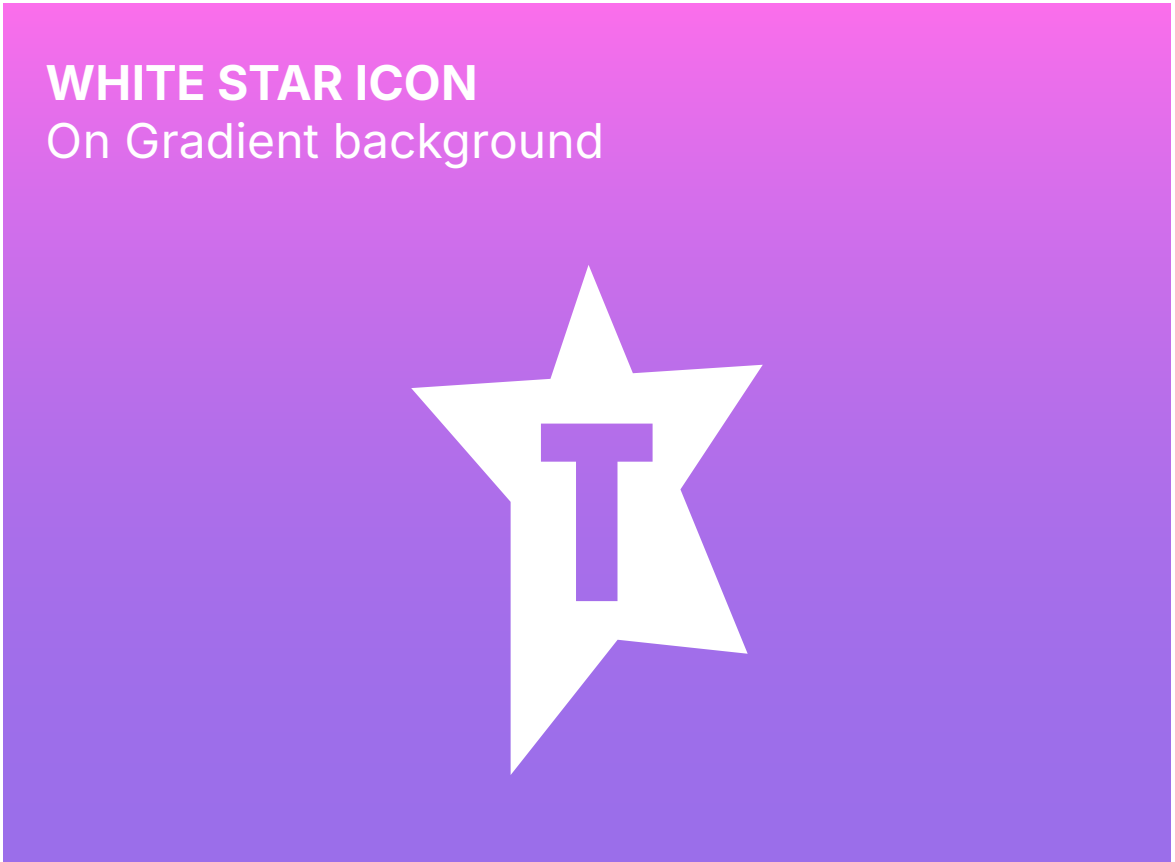
WHITE STAR ICON
On Midnight Blue background



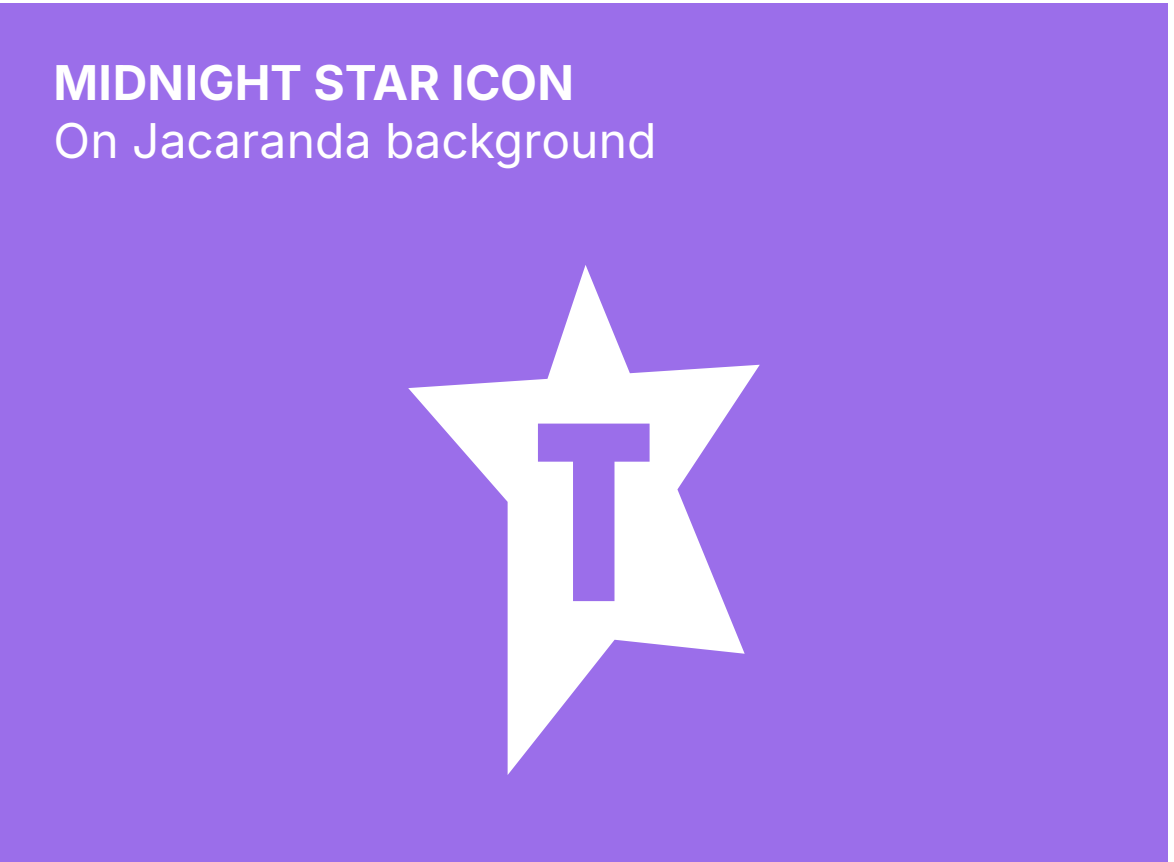
MIDNIGHT STAR ICON
On Jacaranda Tints background



WHITE STAR ICON
On Gradient background



MIDNIGHT STAR ICON
On Jacaranda background



LOGO LEGIBILITY

To ensure consistent reproduction of our logo, we have set a minimum standard for logo legibility.

Minimum Spacing

Supporting and partnering visual elements such as graphics, photos and text must not interfere with this clear space, which is equivalent to the height of the 'T' in the Star Icon.

This is a minimum applicable guideline only. Where possible, please allow more clear space.



Minimum Sizing

Digital: Do not reproduce the Ticketek logo smaller than 70px in any digital communication.

Print: Do not reproduce the Ticketek logo smaller than 25mm in any print communication.

★ TICKETEK

70px Wide



29px High

★ TICKETEK

25mm Wide



10mm High

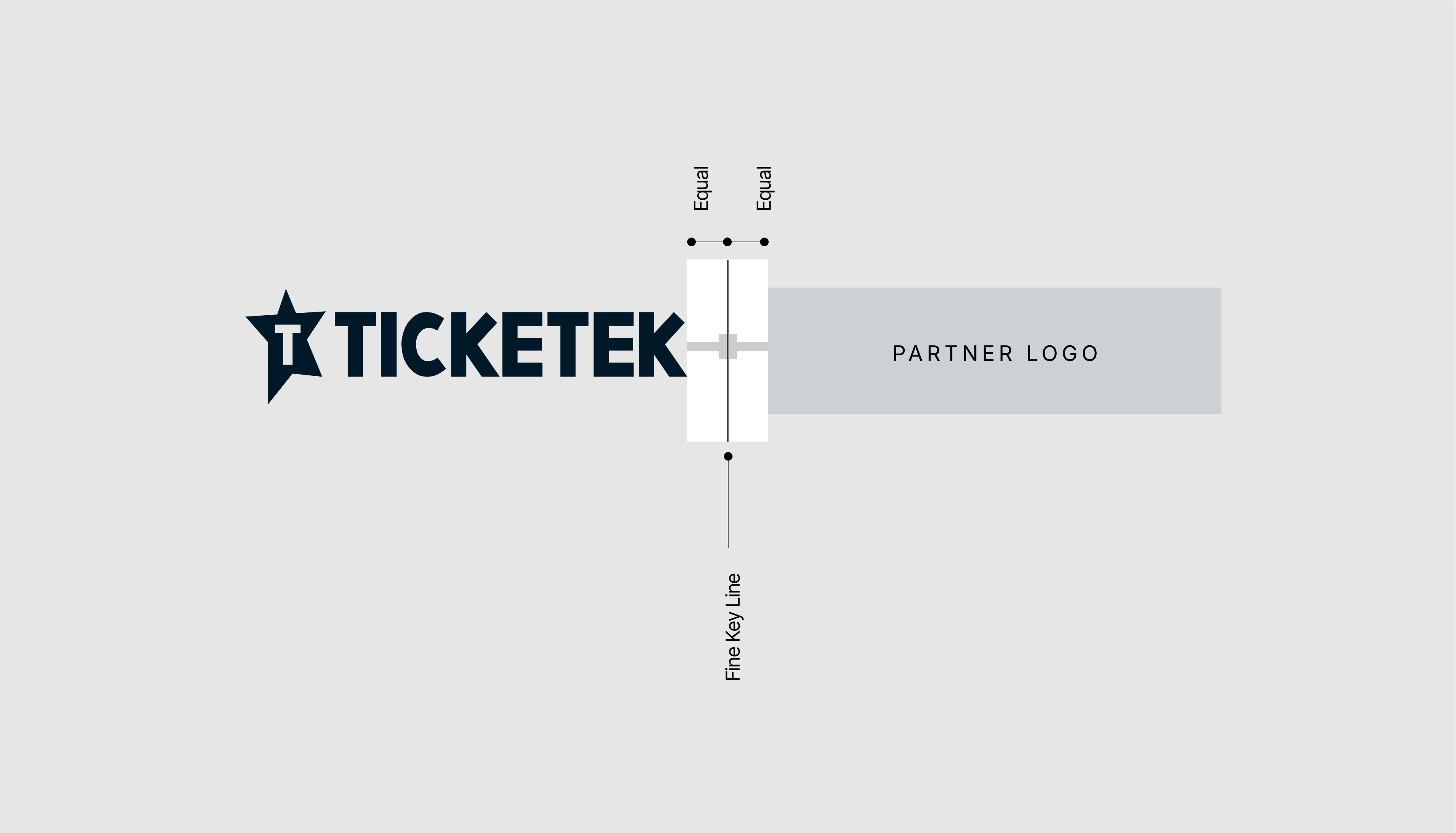
CO BRANDING

Our co branding lockup utilises same tools as our exclusion zone, which is equal to the height of the 'T' in the Star Icon.

This spacing needs to be equal on either side with the partners logo.

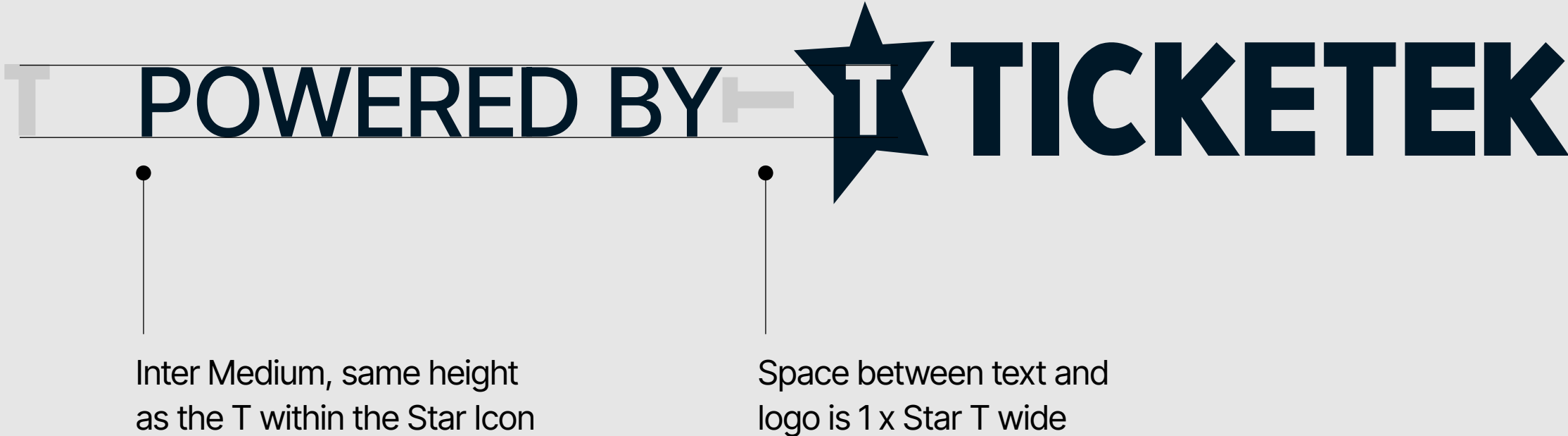
The divider needs to be thin, but should never fall below .25pts for larger applications and never below .75 for smaller applications.

The divider needs to be 2x the height of Ticketek wordmark. Partner logo should be optically centre aligned and no more than 1.5x the height of the Ticketek logo



Our 'Powered By' Logos exist to support in circumstances where the Ticketek brand needs to endorse a product, service or event. These guidelines demonstrate the proportions, font and hierarchy needed to consistently apply this variation.

HORIZONTAL



STACKED



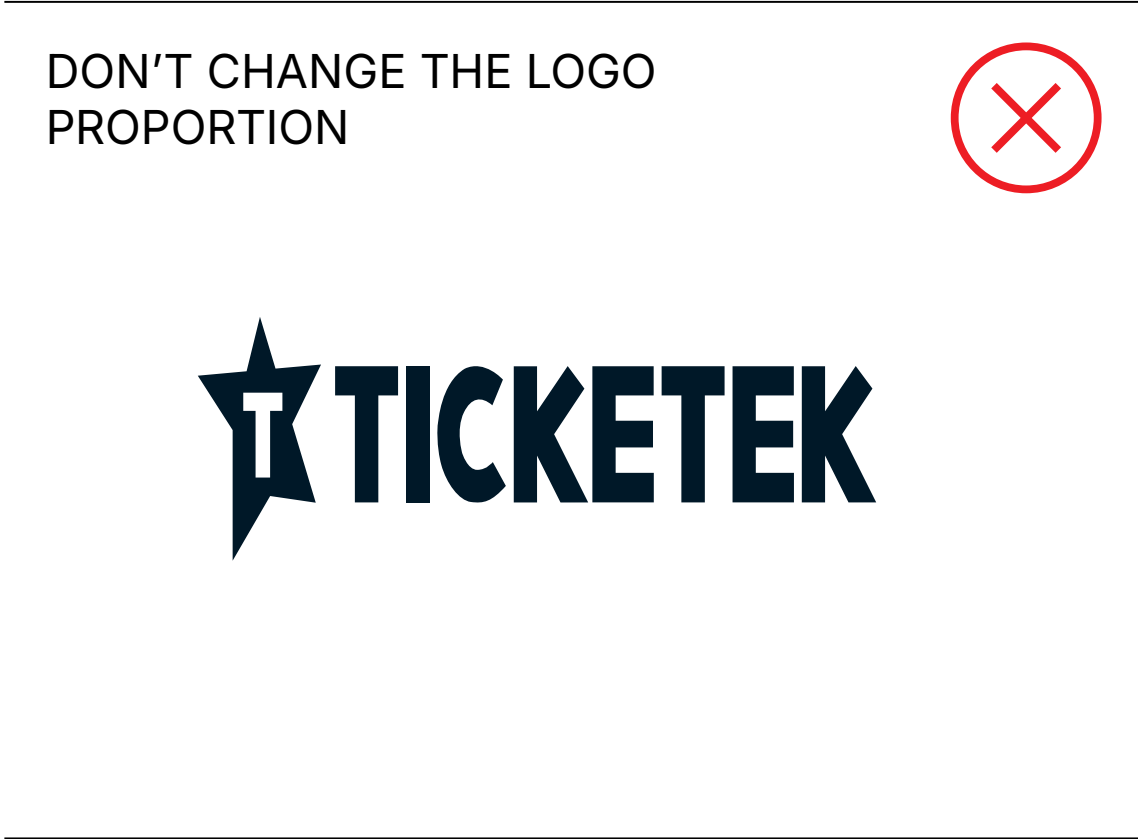
CO BRANDING IN APPLICATION



LOGO DO'S AND DONT'S

The logo must remain consistent in all appearances. It should be left as is, unmodified and undiluted.

Please do not re-colour, add special emphasis effects, rotate, distort, add or remove elements from the Logo.



Colour

03

COLOUR

Our brand colours evoke the energy of live experiences, the dark the bright and the unexpected.

Ensure you use the correct colour values as guided here for consistency throughout all of our brand experiences.

MIDNIGHT HEX #001828 RGB 0 / 24 / 40 CMYK 90 / 75 / 56 / 70 PANTONE® 296C	WHITE HEX #FFFFFF RGB 255 / 255 / 255 CMYK 0 / 0 / 0 / 0	JACARANDA 500	HEX #623FB3	PINK 500	HEX #D745C4
		JACARANDA 400	HEX #764FBC	PINK 400	HEX #DC5CCD
		JACARANDA	HEX #9B6EEA RGB 155 / 110 / 234 CMYK 50 / 50 / 0 / 0 PANTONE® 2655C	PINK	HEX #FC6EEB RGB 252 / 110 / 235 CMYK 15 / 63 / 0 / 0 PANTONE® 231C
		JACARANDA 200	HEX #CCB6F6	PINK 200	HEX #F4ACEC
JACARANDA 100	HEX #E6DBFB	PINK 100	HEX #FDDAFA		
75%	HEX #001828				
50%	HEX #808B93				
25%	HEX #BFC5C9				

STADIUM GRADIENT

Dialing up the energy of live experiences, the combination of strobe and jacaranda create our core gradient treatment.

The diagram opposite shows the colours that make up the Gradient and how it is created.

Do not use any other colours or location percentages values other than the ones shown to recreate this asset.



ACCESSIBILITY

This grid shows the level of accessibility of our colour palette. Ensure you follow the guidance on which colour combinations to use.

- AAA AAA WCAG Compliance
- AA AA WCAG Compliance
- AA18 AA WCAG Compliant at 18pt and above
- DNP Does Not Pass and cannot be used

For our gradient, Midnight is the only text colour that can be used for accessible purposes, as it passes the minimum requirements of AAA AA on both Jacaranda and *Pink*.



Typography

04

TYPOGRAPHY

Our primary typeface for Ticketek is Inter Tight, in both Regular and Bold.

Inter is a font family carefully crafted & designed for computer screens.

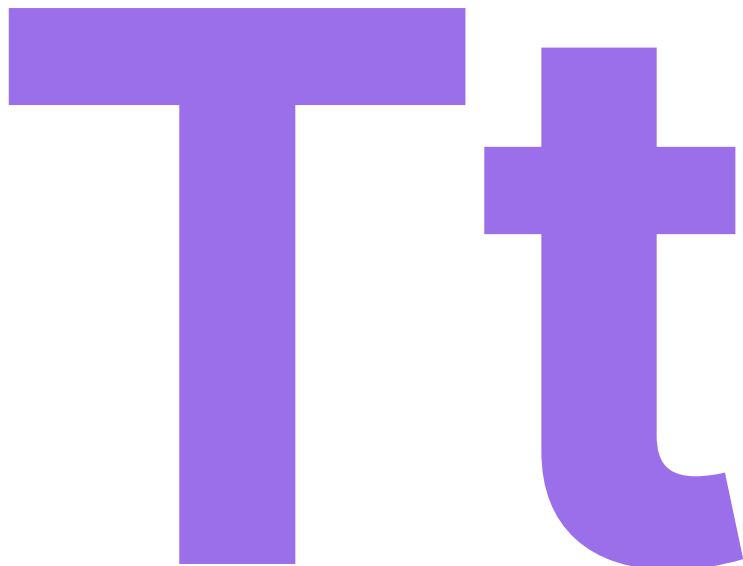
It is freely available via Google.

[Download Here](#)



Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()_+



Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()_+

TYPOGRAPHY

Our recommended type styles should be followed as much as possible, where it is practical to do so.

Headline
Inter Tight Bold
100%

Live Life Live

Sub Headline
Inter Tight Bold
50% Headline Size

The future of live
entertainment

Body Copy
Inter Tight Regular
25% Headline Size

Mus natiatemped que con repudae nihita sum imi,
quid magnis explam elenis et etur sitatur aut od
unditate etur, opta nobis dit aut as sante etur?

T&C's
Inter Tight Regular
10% Headline Size

Mus natiatemped que con repudae nihita sum imi, quid magnis explam elenis et etur sitatur
aut od unditate etur, opta nobis dit aut as sante etur?

Graphic Device

05

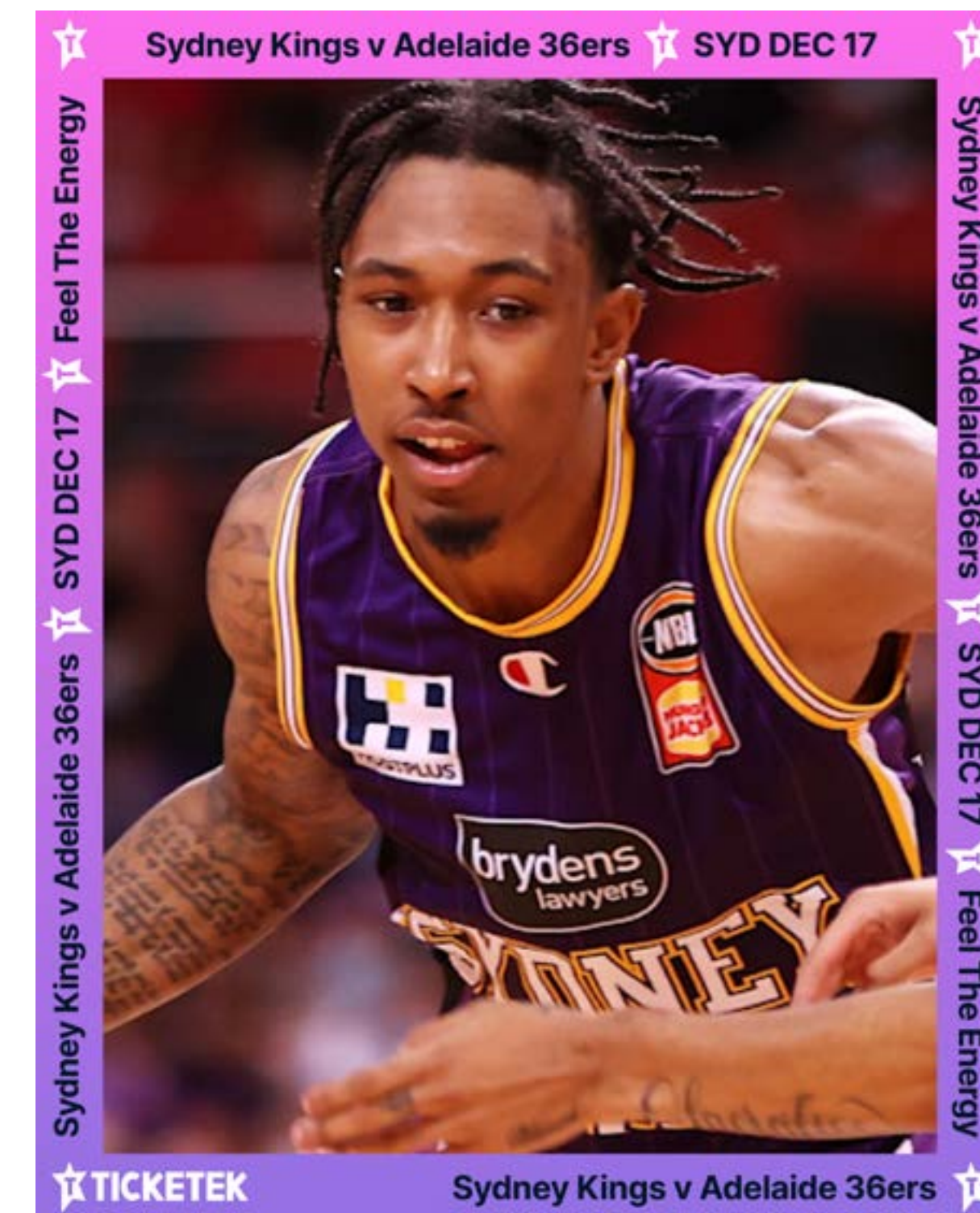
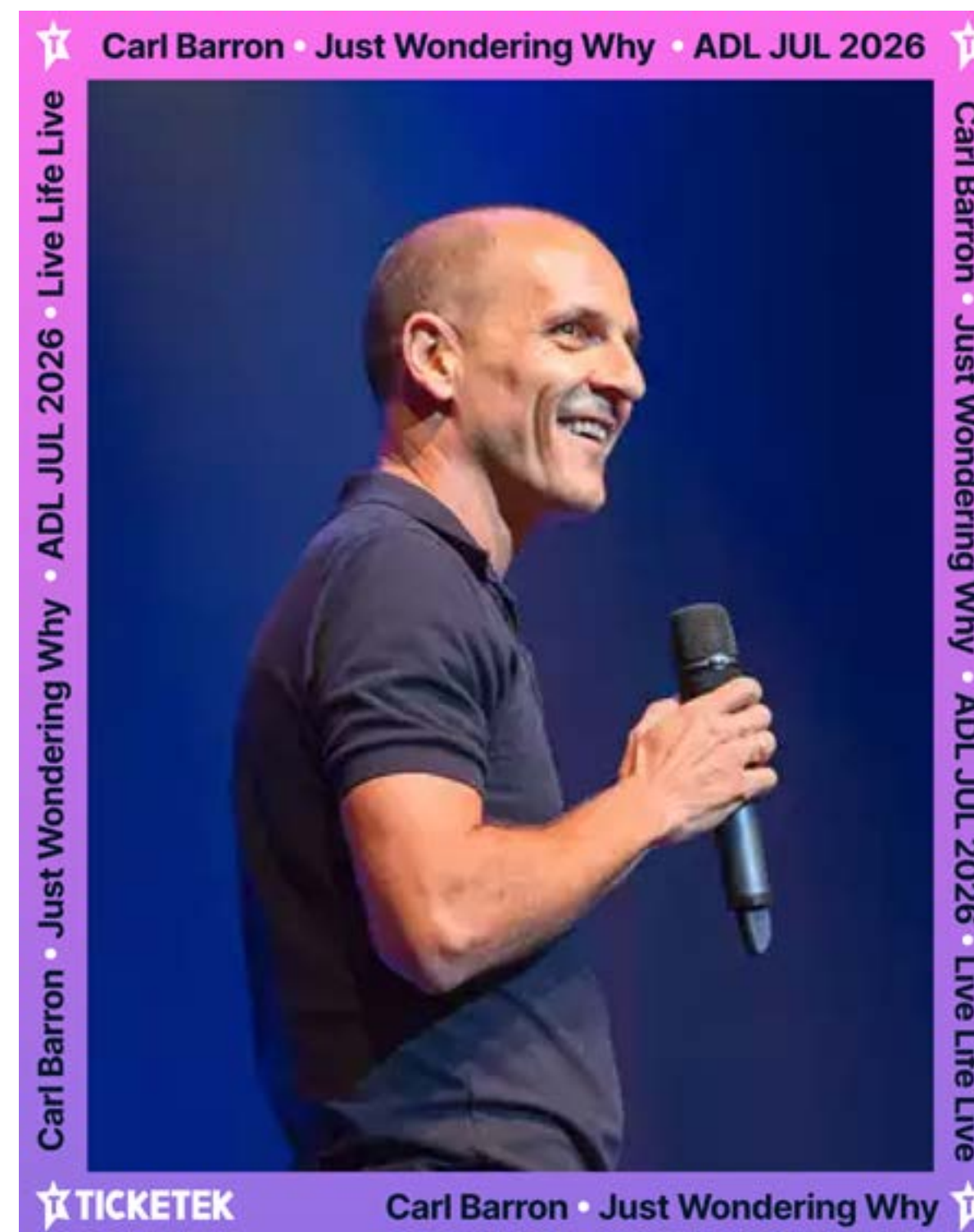
TICKER

The key asset to the Ticketek brand is our Ticker.

The Ticker graphic device brings Ticketek's energy to life, streaming key event details in a dynamic format. It mirrors the pace of live entertainment, fast, engaging, and impossible to ignore. While giving Ticketek a distinctive, functional way to highlight what matters most, Live Life Live.

Carl Barron • Just Wondering Why • ADL JUL 2026 • Live Life Live •

Sydney Kings v Adelaide 36ers ✦ SYD DEC 17 ✦ Feel The Energy



TICKER FORMAT PRIMARY

To set up the copy for your events ticker, follow these simple directions.

Performer Name + Tour Name

Follow the official naming for the event. **Set in sentence case.**

Location + Date

For each location and date please use the locations shortened 3 letter code. For dates, we can show up to two individual dates, shown as **FEB 1 + 2**, for any longer dates just use the month and year, **FEB 2026**. Always in **upper case**.

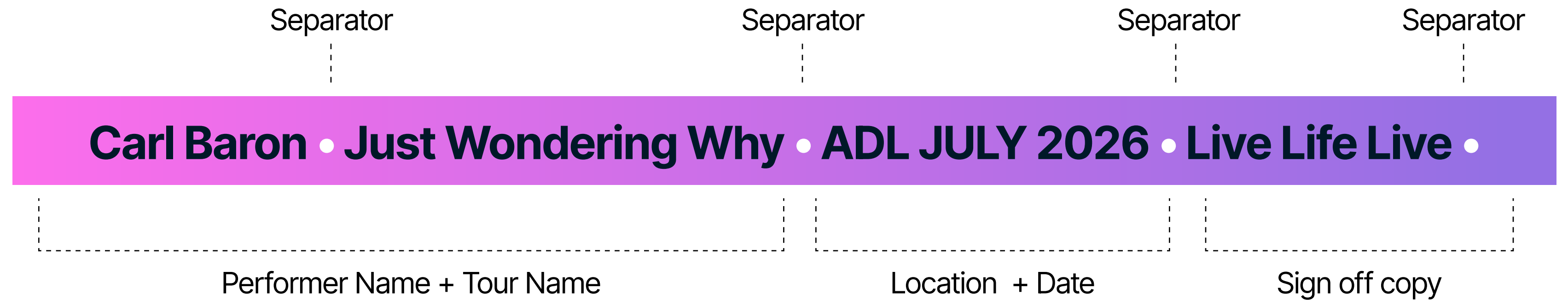
Separator

We can use either the • dot point or a star as our separator, depending on the need for impact.

To add in the • press **option + 8**.

Sign Off

There may be instances, where we need to fill additional space. We have a selection of sign off's we can use. **Set in sentence case.**



Alt with star separator



Sign Offs

One Night Only
Live Life Live
An Unmissable Event
Perfect for Families
One Show. One Moment.

Make Tonight Count
Where Memories Happen
A Night to Remember
Don't Miss This
Bring the Whole Crew

Fun for Everyone
Only Happens Here
The Night Starts Now
Experience It Live
Big Night Out

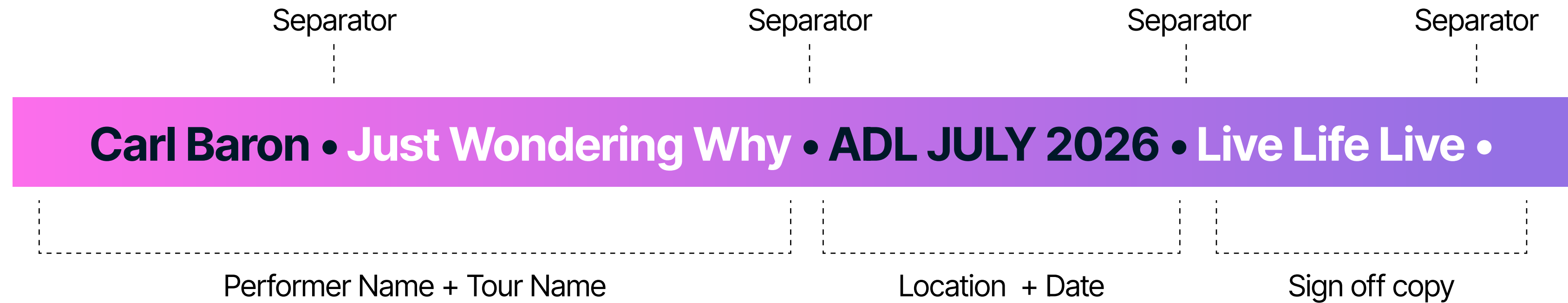
A Crowd-Pleaser
Feel the Energy
Be Part of the Moment

TICKER FORMAT SECONDARY

We have a secondary option for our ticker that uses alternating text colours.

This secondary option might be better in larger scale instances that help give the application more impact and allow information to be easier deciphered in those larger formats.

Alternate the colours like shown here, when using the Star icon as the separator always start the text on white.



Alt with star separator



TICKER BORDERS

This page outlines the 4 simple steps it takes to set up our ticker border.

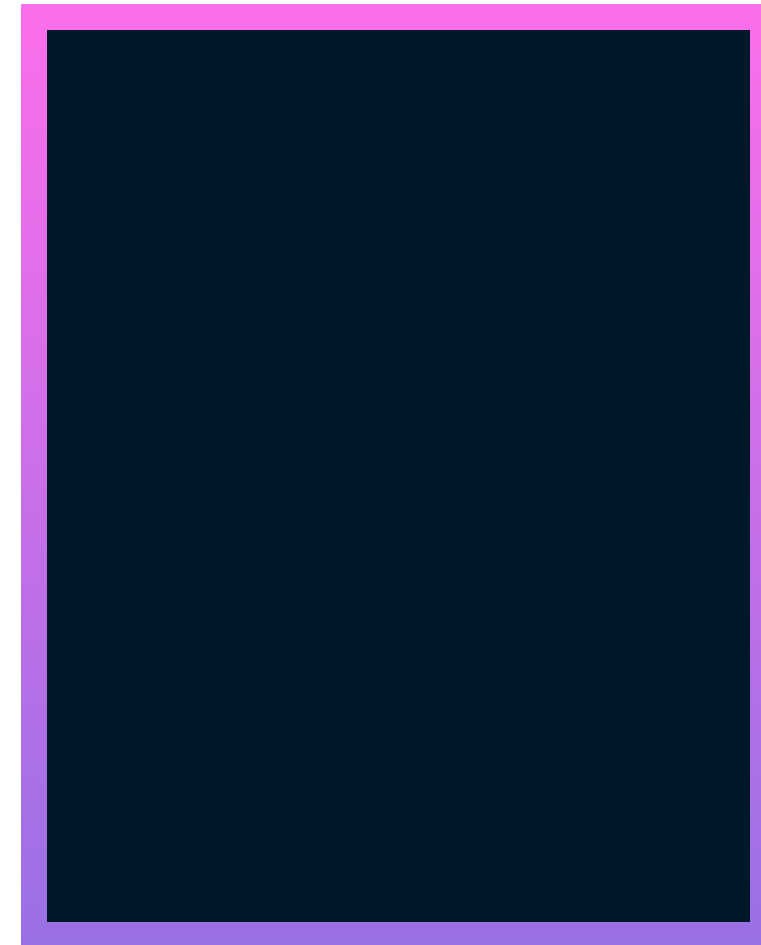
Ensure you follow these directions to reproduce our core graphic device across all touch points.

TIPS

You can rescale the copy slightly to better fit your space after you've followed the guidance on sizing.

The copy that sits on the bottom line, doesn't have to fill the entire space.

Always ensure the gradient is one and not individually applied to the 4 border sides.



STEP 1.
Add a border that is 7% of the shortest edge of your layout.
EG 7% of 1080 = 7.5

Apply your colour this border, start with Stadium Gradient, and work backwards for accessibility.



STEP 2.
Apply the Ticketek logo and Star to each corner. These should be 80% of the height of the border.
Full logo always sits in the bottom left corner and stars in the remaining.



STEP 3.
Add the copy into the ticker border. Follow the steps from page XX to format your copy.
As a starting point the copy should be .5x of the height of the border.
Bottom ticker is only ever the event title.



STEP 4.
Add in your image and tweak any spacing or sizing of the ticker text to ensure it looks optically balanced.

TICKER IN MOTION

For some applications, we can use the ticker in motion as a strip.

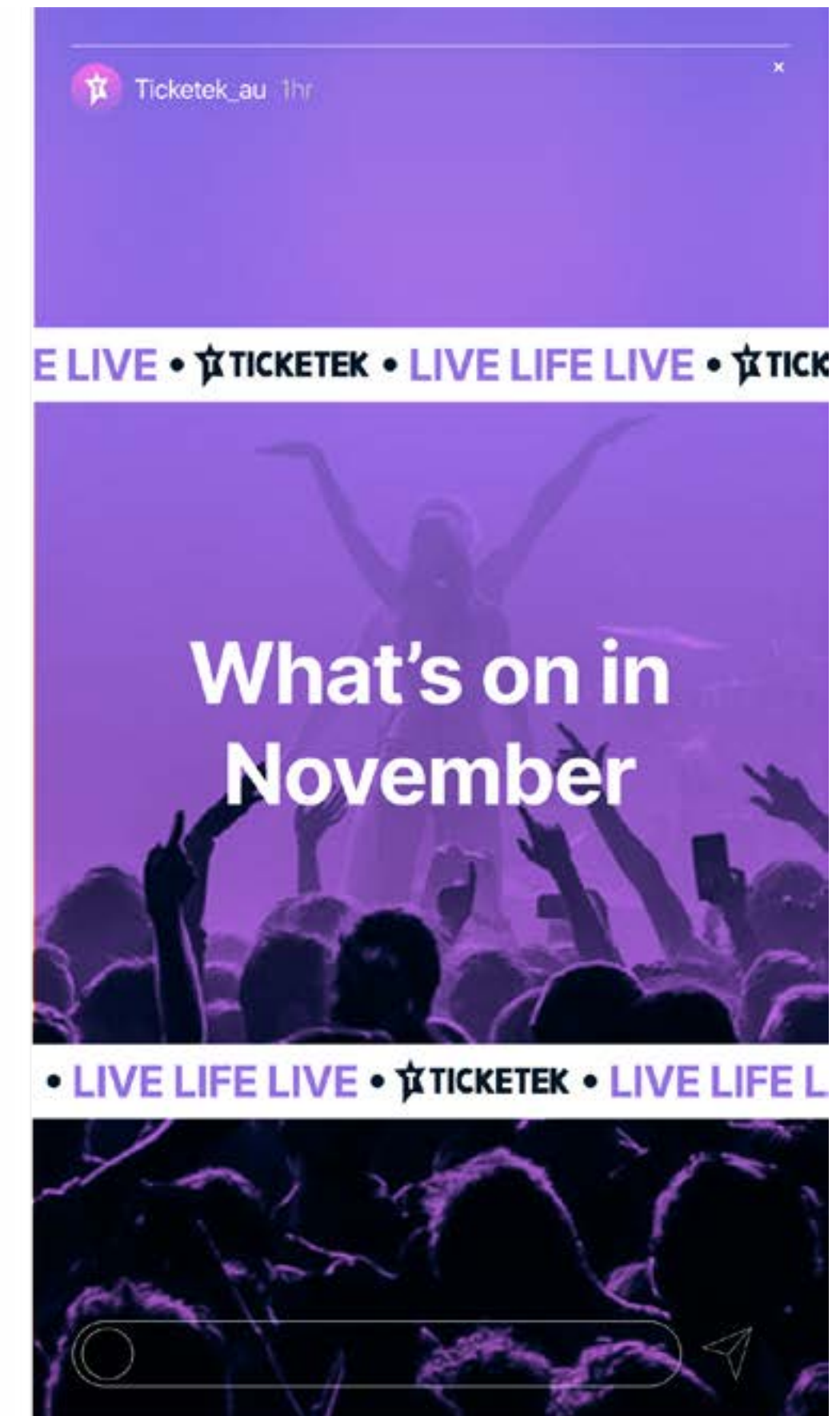
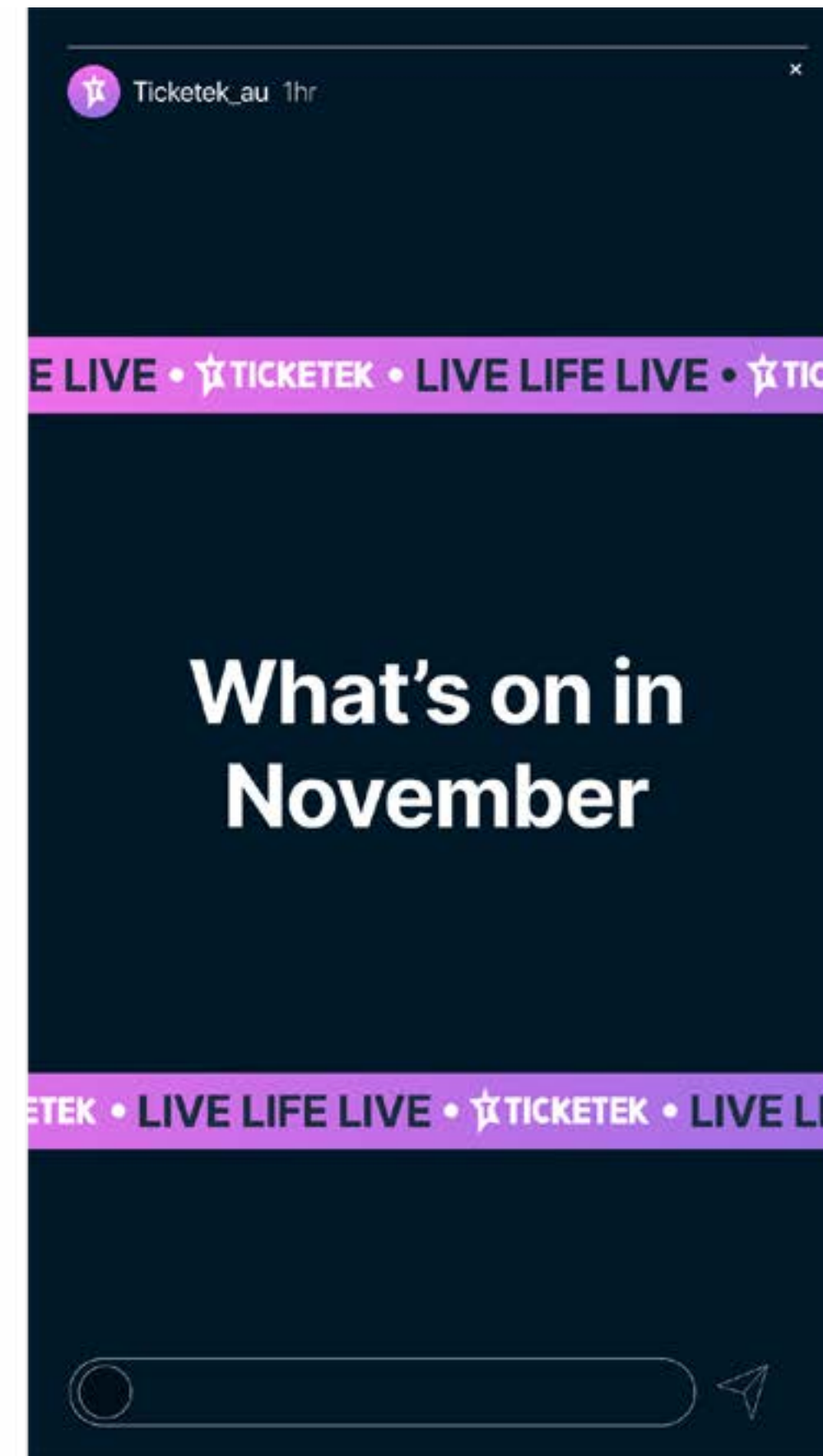
For these instances, we can use the ticker in motion. For example, Instagram stories, may be use this as a top and bottom border placed within clear space.

Directionally they should move left to right, as we read.

Speed should be paced to ensure legibility, longer spans of copy should be slower, where as shorter spans can have a little more speed to them.

The motion traits should ease smoothly, and constantly rotate.

This treatment maybe used for social applications, live events or on our website.



Imagery

06

APPROACH TO PHOTOGRAPHY

Because the fan is our star, we prioritise imagery that puts the fan at the heart of the story. Whether it's a moment of pure joy or a passionate reaction, our images seek to capture the energy, individuality and emotion of our audience.

While fans are the focus, we also need to show our teams and live events across all genres and geographies.

Whatever the subject, our photography should align to our brand tones.

Always consider the behaviour of the fan in imagery and how it relates to different contexts. Dancing and singing or filming at music events, cheering, hugging and even tears at sporting events.

GROUNDING ENERGY

In it Together

Inclusive not formal

We focus on shared outcomes with a tone that's clear, direct and grounded, building trust through humility and relatability.

We show real fans and acts

We focus in on emotion and atmosphere

We show people from all walks of life

ACTION ENERGY

Seize the Moment

Confident not arrogant

We embrace opportunities thoughtfully with a tone that's positive, confident and active, realising ambitions through momentum and energy.

Where possible we are at eye level with fans, in the moment with them

Images are active with movement and energy

EMOTIVE ENERGY

Bring the Buzz

Joyful not try-hard

We celebrate the genuine emotions of live entertainment with a tone that's uplifting, passionate and energising, celebrating the infectious power of human connection.

We capture fans in the midst of their experience

We celebrate authenticity in expression and emotion

We are uplifting

DUO TONE

Our image treatment for Ticketek utilises the Stadium Gradient as a duo tone overlay. It creates a harmonious texture, that gives imagery a consistent look and allows type to be overlaid easy.

To achieve this effect, convert image to greyscale and then add a multiply layer with the Stadium gradient over the top to achieve this effect



Full colour images are also permitted to add variety to documents, where possible ensure they are highly saturated and embody the energy of the brand tones.

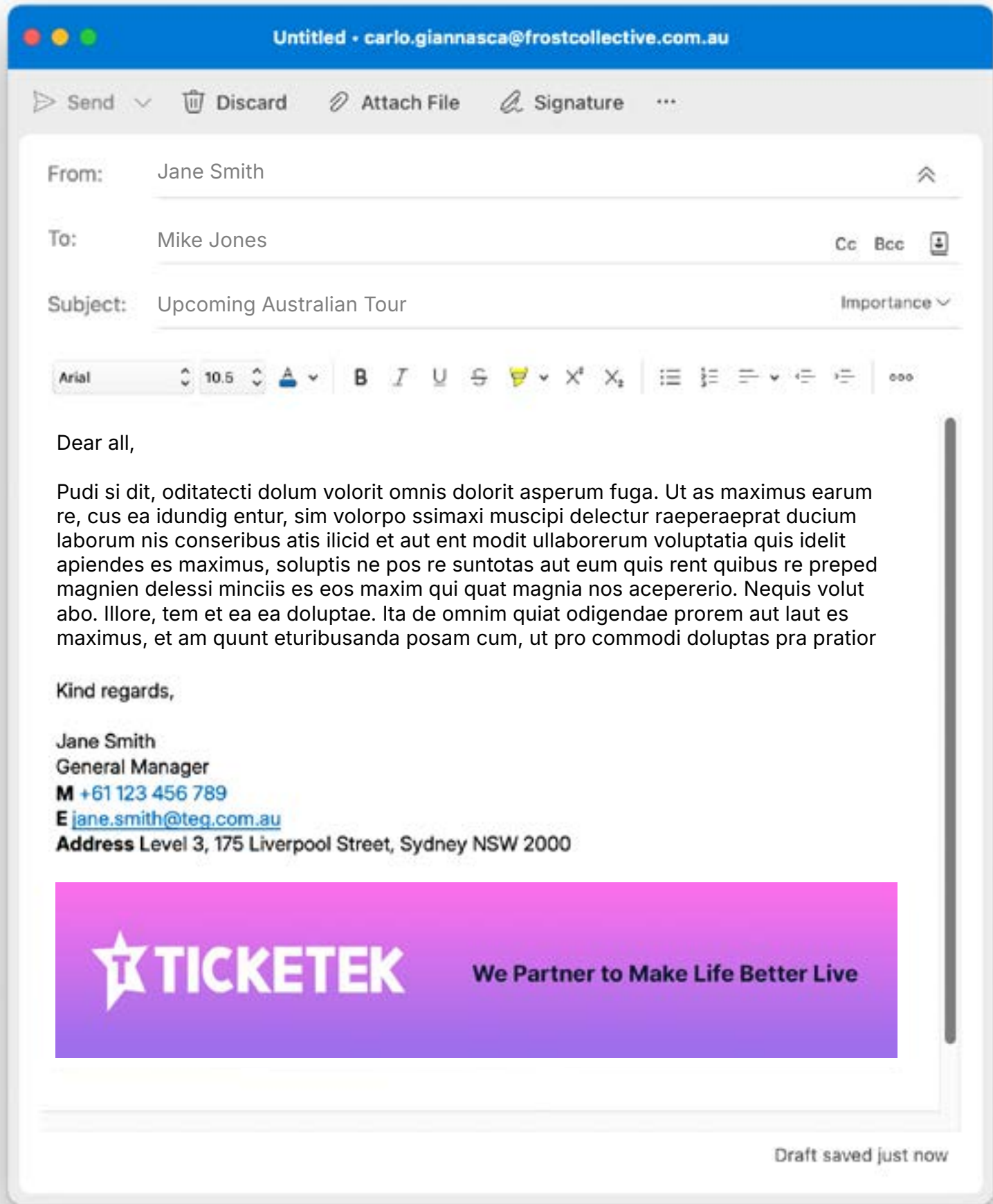


In Application

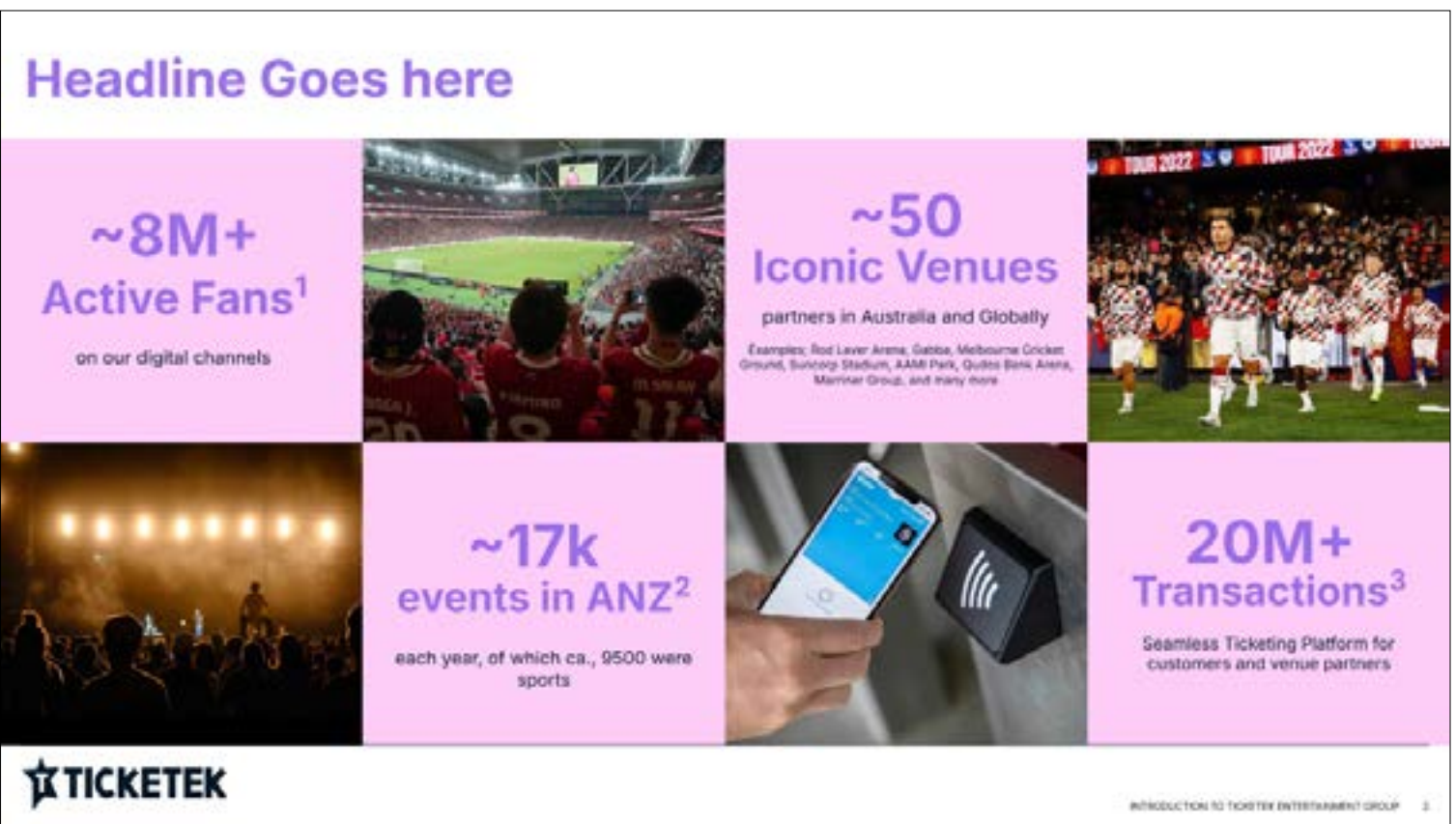
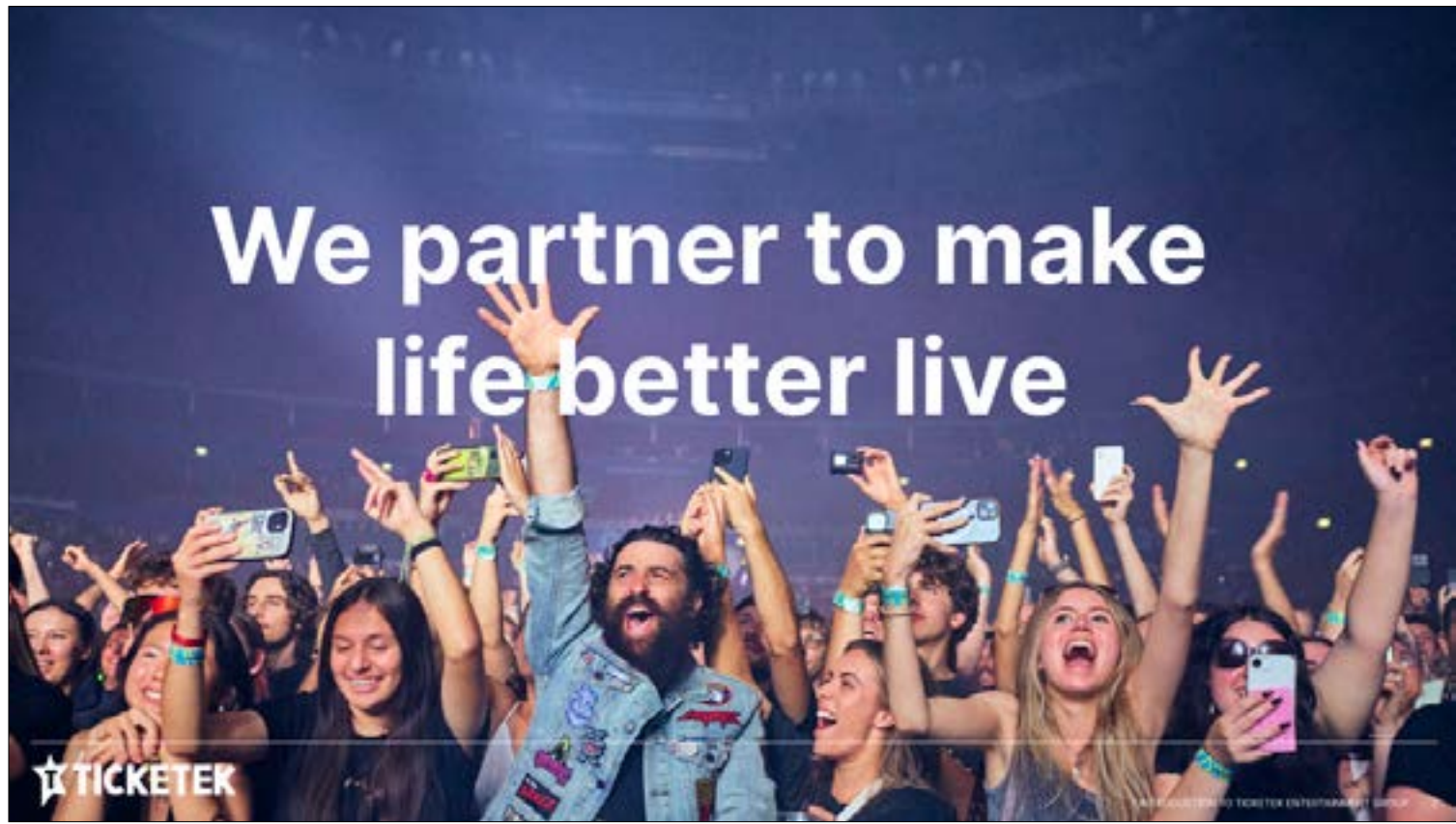
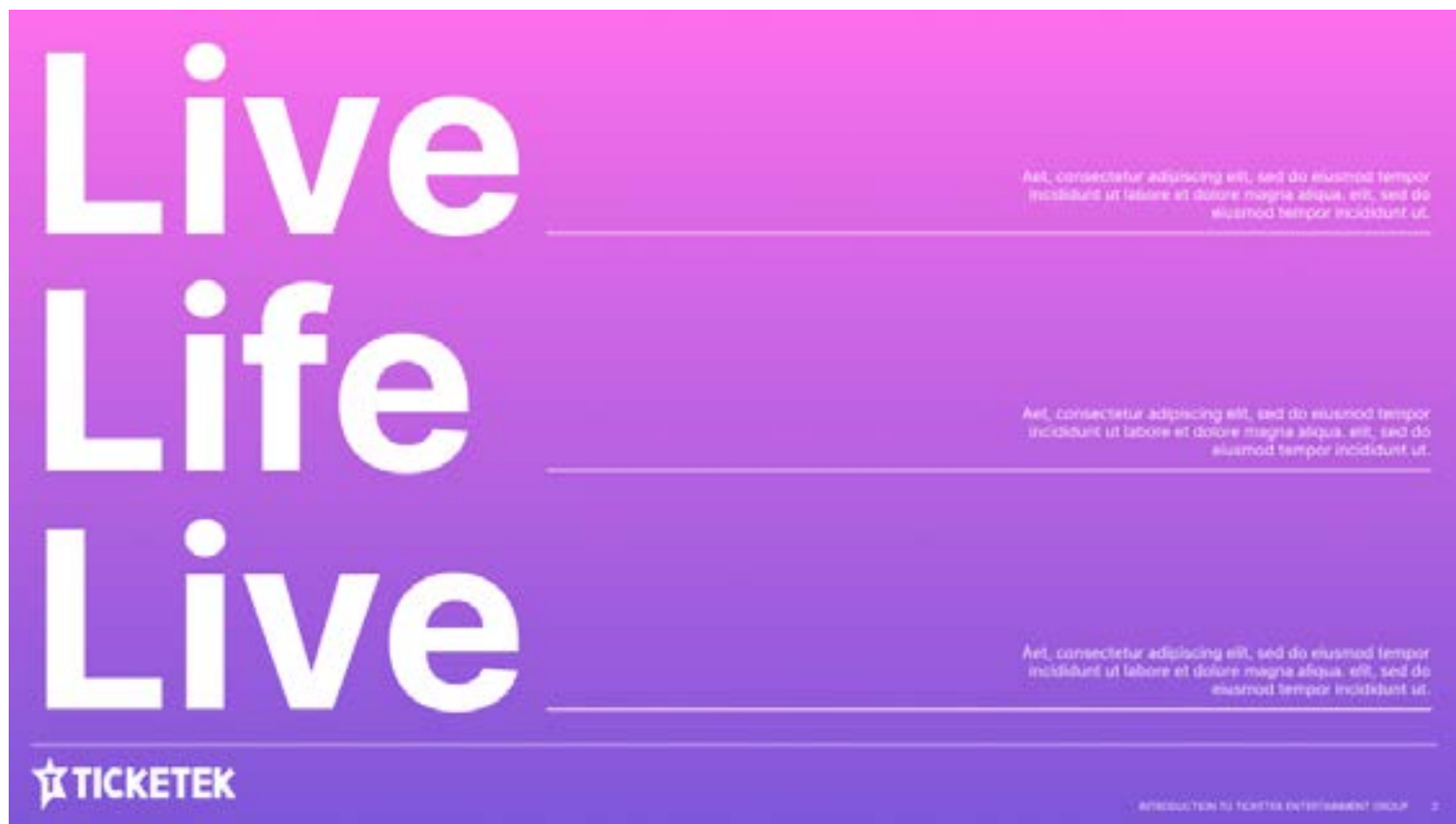
07

APPLICATIONS

EMAIL SIGNATURE



SLIDES TEMPLATE



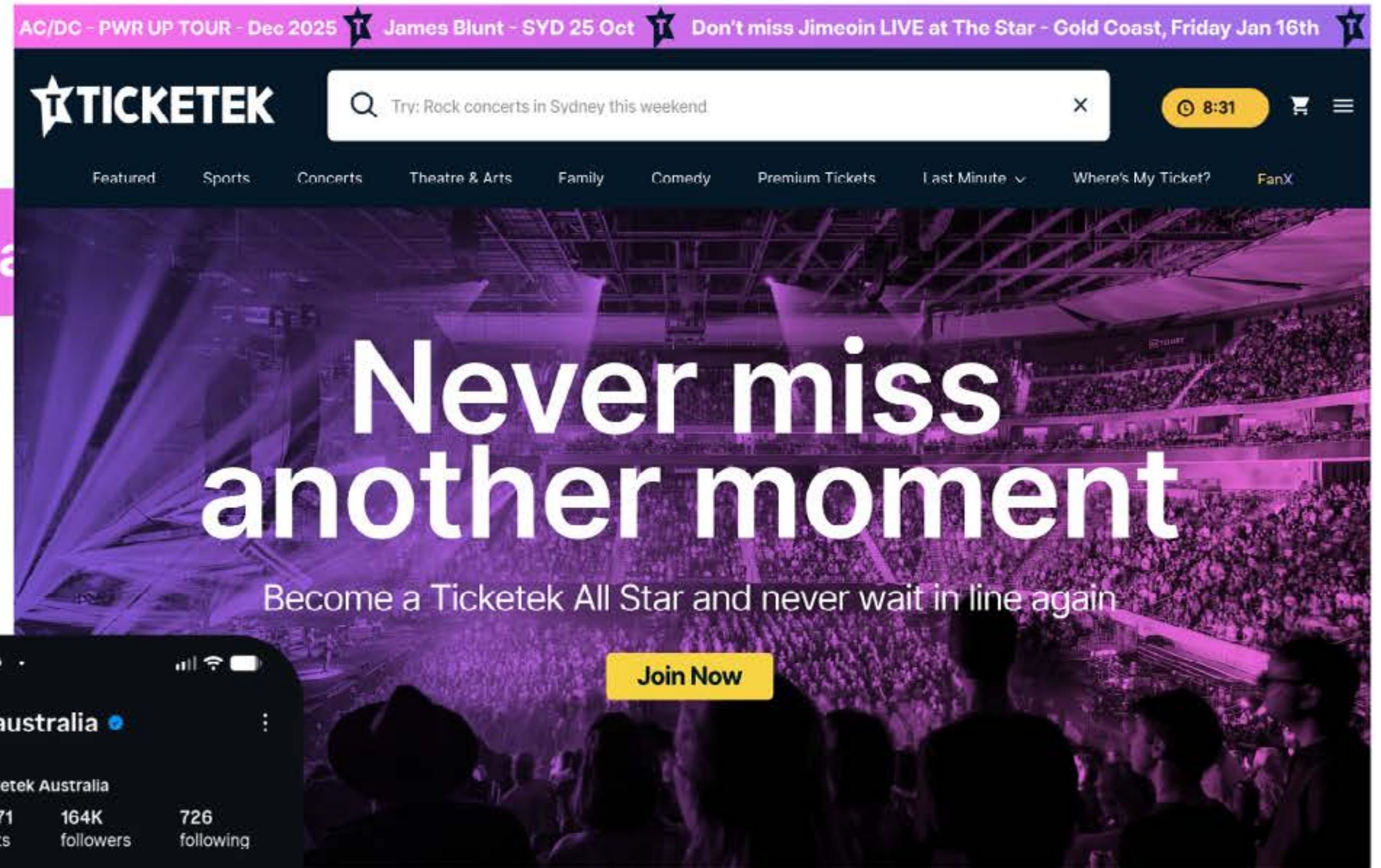
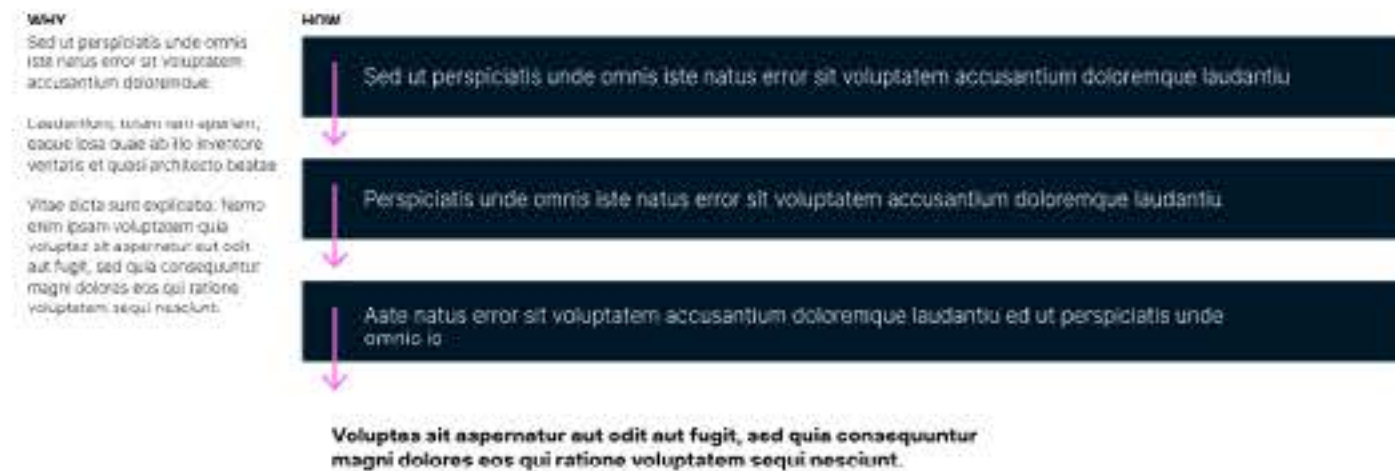
APPLICATIONS

NB. THESE APPLICATIONS ARE FOR INSPIRATION ONLY.

AC/DC - PWR UP TOUR - Dec 2025



FOR APPROVAL
Building the Future, Together. Our next chapter will start with laser focus on the needs of customers and artists. Being always 1 step ahead of their needs and expectations.



Trending now

