

# Brand Guidelines

2019 v1.0



# Overview

Ticketek is New Zealand's gateway to the live entertainment experience.

Using innovative technology, we've become New Zealand's leading platform for connecting millions of fans with thousands of live events and the opportunity to live their passion and see their idols.

Asking fans to 'Book at Ticketek' is more than a call to action, it's a promise. A promise of a once-in-a-lifetime experience that fans will never forget.



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# 1.0 The Logo



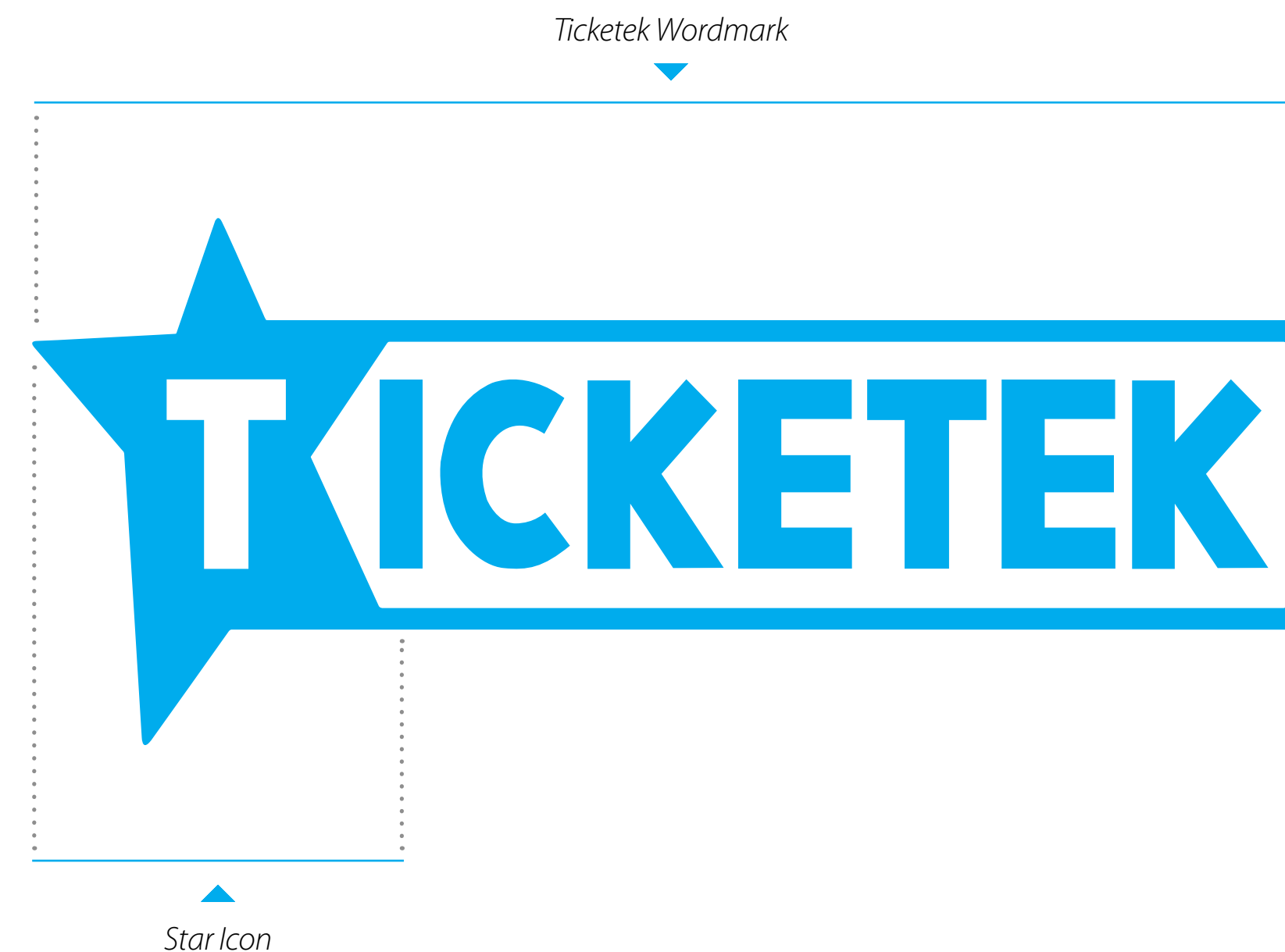
# 1.1 Masterbrand

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.

A neoteric, bold Wordmark, our Masterbrand logo melds the Star Icon and Ticketek typography within a seamless enclosure.

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.

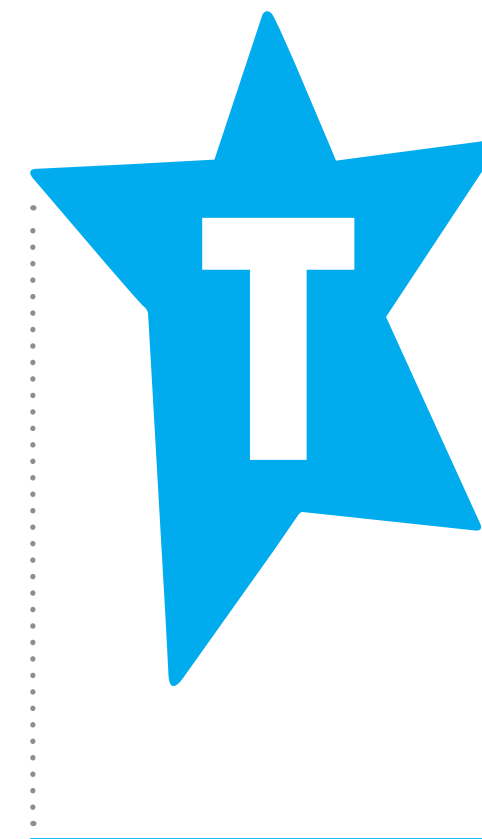


## 1.2 Star Icon

Our icon is our true asset of the brand. The Ticketek Star Icon embodies the brand's beliefs and mission and values; striving for excellence, entertainment and community.

An individual asymmetrical shape radiates a fun, whimsical, dancing silhouette.

Use the complete Ticketek Wordmark whenever possible, however, you may use the Star Icon as a stand alone brandmark—suited for digital applications with size restrictions; social media, app icons, thumbnails, et. al.



*Star Icon*



*Approved use of the Star Icon in place of the full Wordmark*



## 1.3 Exclusion Zones

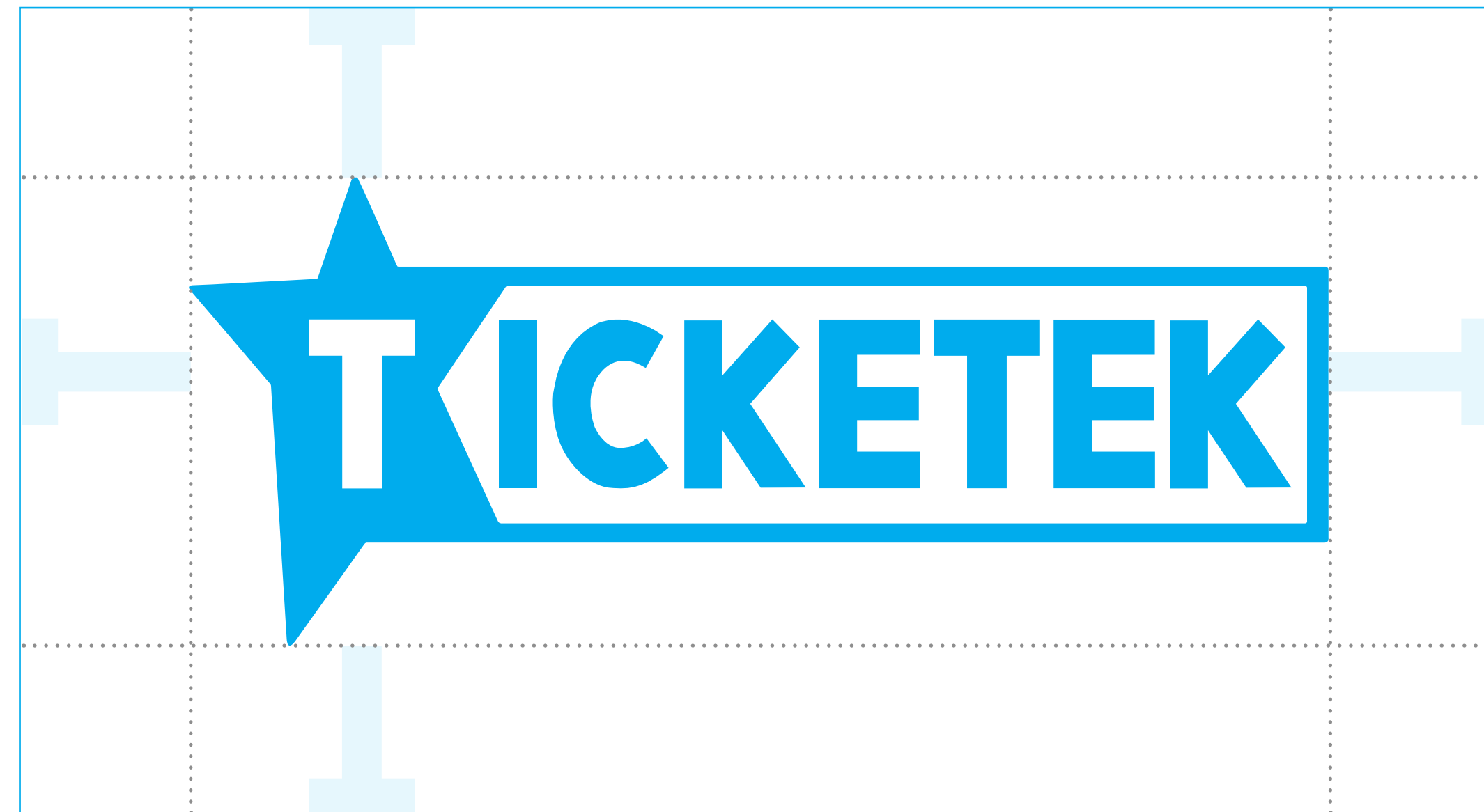
We require a dedicated exclusion zone around the logo. This protects the integrity of the design and ensures our Wordmark remains clear and distinguishable at all times.

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 Wordmark.

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

### Exception to the rule

There is one exception to this rule, see page [26](#) for use within written text.



Clear space = height of the 'T' character

# 1.4 Minimum Size

The minimum size guideline ensures the impact and legibility of the logo is not compromised in visual applications. As you can see, the logo maintains strength of character despite a size reduction.

Digital

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

Print

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

When using the Ticketek logo at minimum size, please take extra consideration and mindfulness around the exclusion zone, so the Wordmark can breathe and the message is not diluted.



70 pixels wide



29 pixels high



25 millimetres wide



10 millimetres high





# 1.5 Size Considerations

When scaling the Ticketek logo for your application, consider minimum size and clear space, and the proportions of the Ticketek logo with the dedicated space.

Entertainment is loud. Our logo shouldn't shout louder than the event or artists we are privileged to partner with. We are facilitators, not entertainers.



**Correct Example:** Email header with Ticketek Wordmark, following clear space rule



**Incorrect Example:** Email header with badly proportioned Ticketek Wordmark and use of space

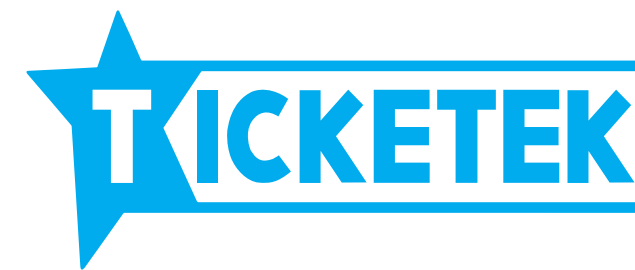


## 1.6 Masterbrand: Colour

Fresh and striking, the Ticketek blue has become iconic with the Ticketek brand. This colour features prominently on digital communications.

The preferred reproduction of the Masterbrand is the blue Wordmark on white, or reversed to the white Wordmark on blue.

Please refer to page [12](#) for approved colour ways when the blue is not suitable.



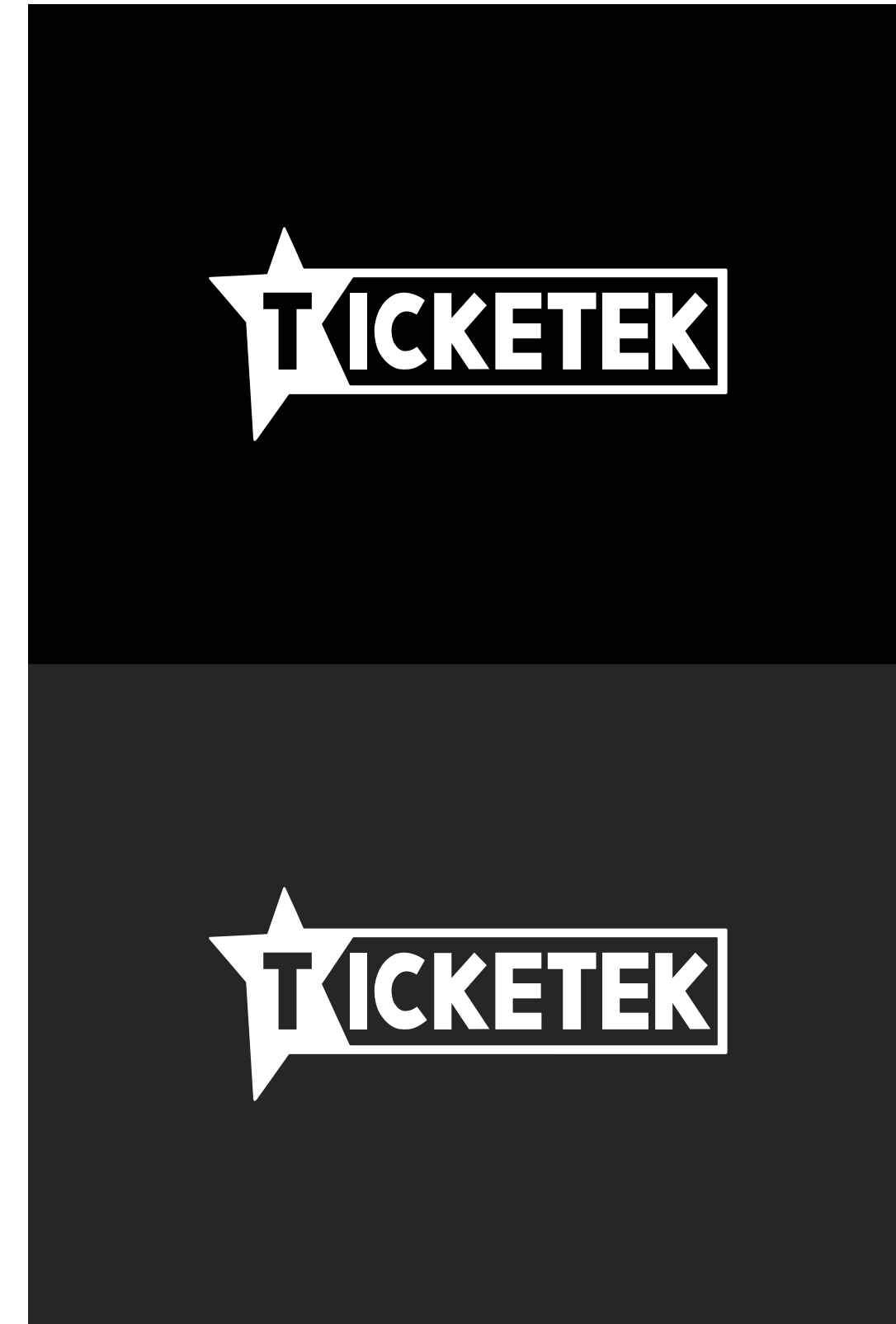
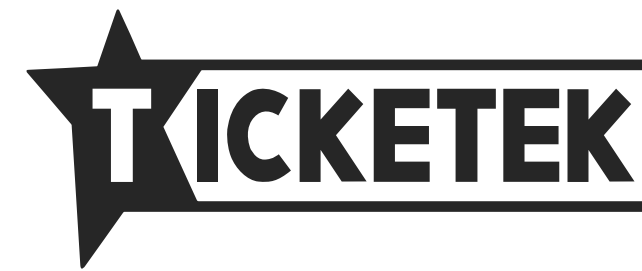
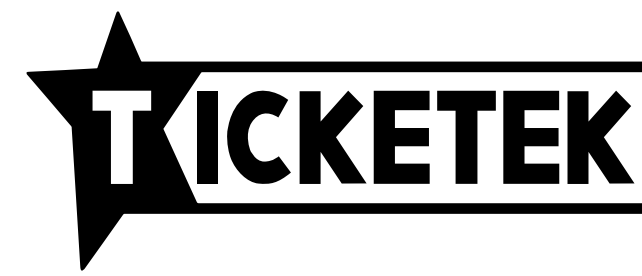
*Blue (master) logo on white background*



*White (reverse) logo on blue background*

## 1.7 Logo: Greyscale

For applications where the Ticketek logo can only be used in black or greyscale, please reference the approved versions on this page.



Black (100% K) or grey (85% K)

## 1.8 Logo: Colour + Texture

When using the Ticketek logo over various coloured graphics or event photography, the white or black versions are required to ensure maximum legibility and clear definition. There is flexibility for third-party creative to use the Ticket brand assets, please ensure the Wordmark is not compromised in any way.

### Photographs

When positioning the logo over a photograph (see example top right), a 50% grey transparent layer should be added to ensure the logo remains clear and visible over the background.

### Patterns + Textures

When using a pattern or texture fill, ensure the pattern detail is small and does not detract from the logo (see example bottom left).



*Examples: Correct use of the Ticketek logo on colour or textured backgrounds*

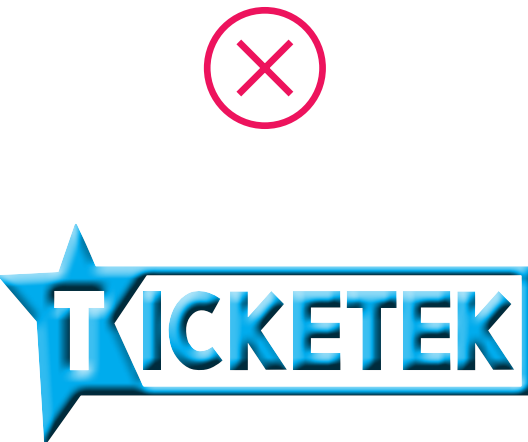
# 1.9 Misuse


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

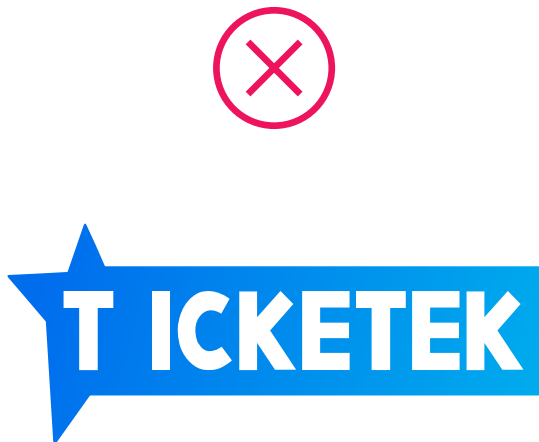
Please do not re-colour, add special emphasis effects, rotate, distort, add or remove elements from the Wordmark.

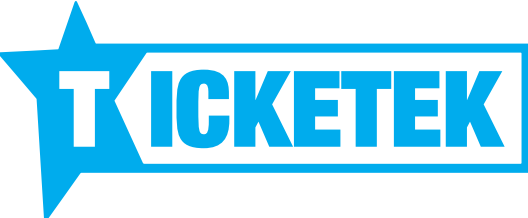
No stacks here


There is no requirement for a stacked or vertical version of the Ticketek logo. When space is limited, and size restrictions apply, please use the Star Icon only. See page 6 for reference.

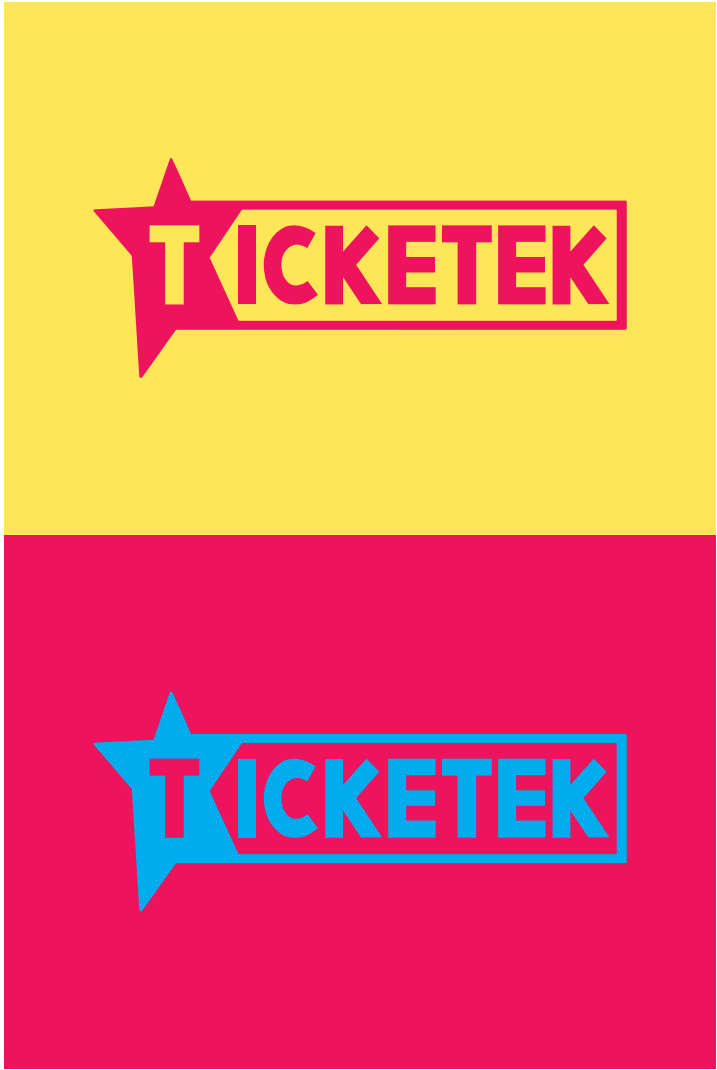


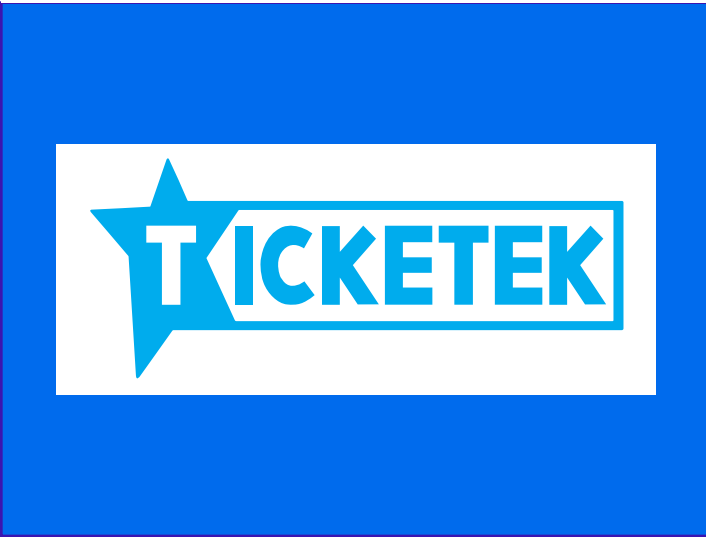


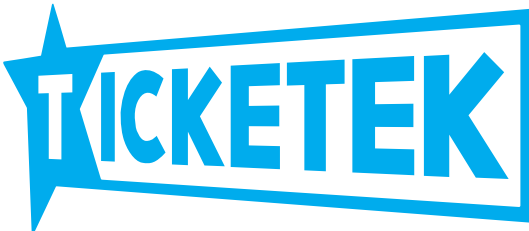


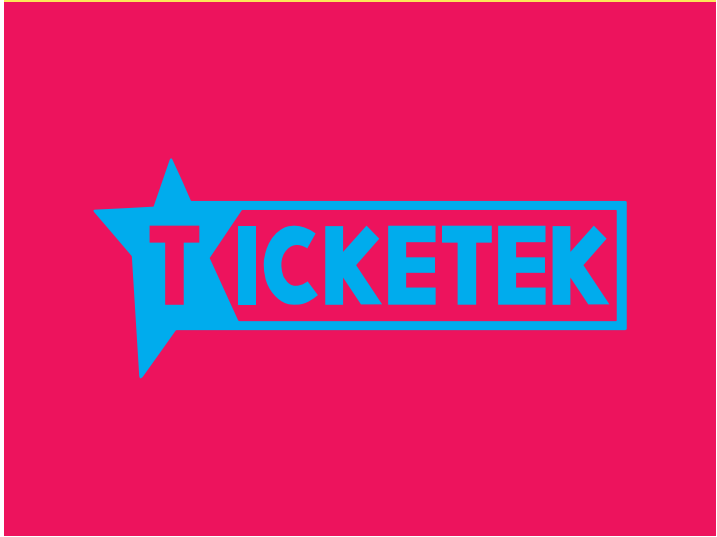












**Do not** add special emphasis effects, recreate in a different font or enclose in a white box on colour

**Do not** change the shape, rotation or proportion of the Wordmark in any way

**Do not** create new colour ways or place the blue logo on colour



# 2.0 Colour



# 2.1 Ticketek Blue

It's the colour of imagination and endless possibilities.

The primary colour of the Ticketek brand is sky blue. Sky blue is lively, gender-neutral with wide appeal, embodying the full scale of the entertainment space we represent.

This vibrant hue promotes interaction and builds trust—all part of creating the Ticketek user experience.

For digital platforms, shades and tones can be used to highlight and create hover effects.

## Ticketek Blue

RGB 0 / 172 / 237  
CMYK 100 / 0 / 0 / 0  
HEX #00aced  
Pantone® Process Cyan

## Shade 1

RGB 0 / 138 / 204  
HEX #008acc

## Shade 2

RGB 0 / 147 / 213  
HEX #0093d5

## Shade 3

RGB 0 / 158 / 222  
HEX #009ede

## Tone 1

RGB 31 / 182 / 239  
HEX #1eb5ef

## White

RGB 0 / 0 / 0  
CMYK 0 / 0 / 0 / 0  
HEX #ffffff





## 2.2 Neutral Shades

The neutrals play an import role—they make our colour palette pop. Not to be disregarded, the five shades of grey are used for clean, minimal segmentation, and help guide the user experience.

### Dark Grey

RGB67 / 67 / 67

HEX#434343

### Mid Grey

RGB105 / 105 / 105

HEX#686868

### Grey

RGB209 / 209 / 209

HEX#d1d1d1

### Light Grey

RGB243 / 243 / 243

HEX#f3f3f3

### White

RGB0 / 0 / 0

HEX#ffffff





# 2.3 Colour Palette

Assisting a greater development of creative assets, we’ve carefully considered a secondary colour palette. This secondary palette is both imaginative and creative, complementing the visionaries who bring our entertainment brand to life.

## Ticketek Blue

RGB	0 / 172 / 237
CMYK	100 / 0 / 0 / 0
HEX	#00aced
Pantone®	Process Cyan

## Electric Purple

RGB	59 / 21 / 176
CMYK	90 / 93 / 0 / 0
HEX	#3b15b0

## Raspberry Red

RGB	237 / 19 / 92
CMYK	0 / 100 / 48 / 0
HEX	#ed135c

## Sunset Orange

RGB	253 / 99 / 69
CMYK	0 / 76 / 75 / 0
HEX	#fd6345

## Midnight Blue

RGB	0 / 0 / 51
CMYK	94 / 89 / 43 / 65
HEX	#000033



# 2.4 The Green Light

Analogous to our iconic Blue, the freshly picked Ticketek Green pops against the Masterbrand blue and white palette on our digital platforms. Assisting to guide users through a seamless digital experience.

After extensive testing, we've rolled out the Ticketek Green exclusively for the digital transactional process for buttons and navigation on our website, mobile app and email marketing platforms.

Easy on the eye, the green represents the starting process, positivity and safety online.

Keep the green on a white background only and pair with white typography labels.

**Ticketek Green**

RGB 109 / 191 / 68  
HEX #6dbf44



# 3.0 Lock-ups



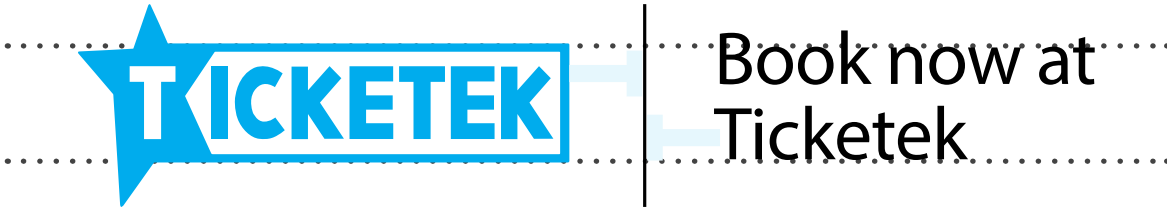
# 3.1 Call To Action: Masterbrand

When using the Ticketek name in written or verbal comms, please treat Ticketek as a pronoun, i.e. with a capital ‘T’ or all in uppercase.

Call to action

A clear and consistent call to action helps drive sales. Streamlining that aim, we have developed a logo lock-up which features a strong call to action statement— ‘*Book now at Ticketek*’ for use in creative and advertising applications.

The URL is not required. The Ticketek Wordmark can refer to both the website or mobile app platform.



 Ticketek book now lock-ups



# 3.2 Call To Action: Your Brand

On creative applications, the ‘Book now at Ticketek’ call to action can be designed to suit your event’s brand typography, providing it’s clear and legible.

Use of the Ticketek Wordmark within text:

When space allows, the Ticketek Wordmark can replace the written word Ticketek. See the example opposite. The Ticketek Wordmark should equal the x height of an uppercase letter.

The clear space rule equals one standard keyboard space, to ensure the Wordmark flows as text.

The Ticketek Wordmark must be reproduced in the same colour as the ‘Book now at’ text in either black, grey, white or Ticketek Blue. See pages [10 to 12](#) for approved colour ways.



BOOK NOW AT TICKETEK

*Example: Correct use of Ticketek on creative assets*



BOOK NOW AT  TICKETEK

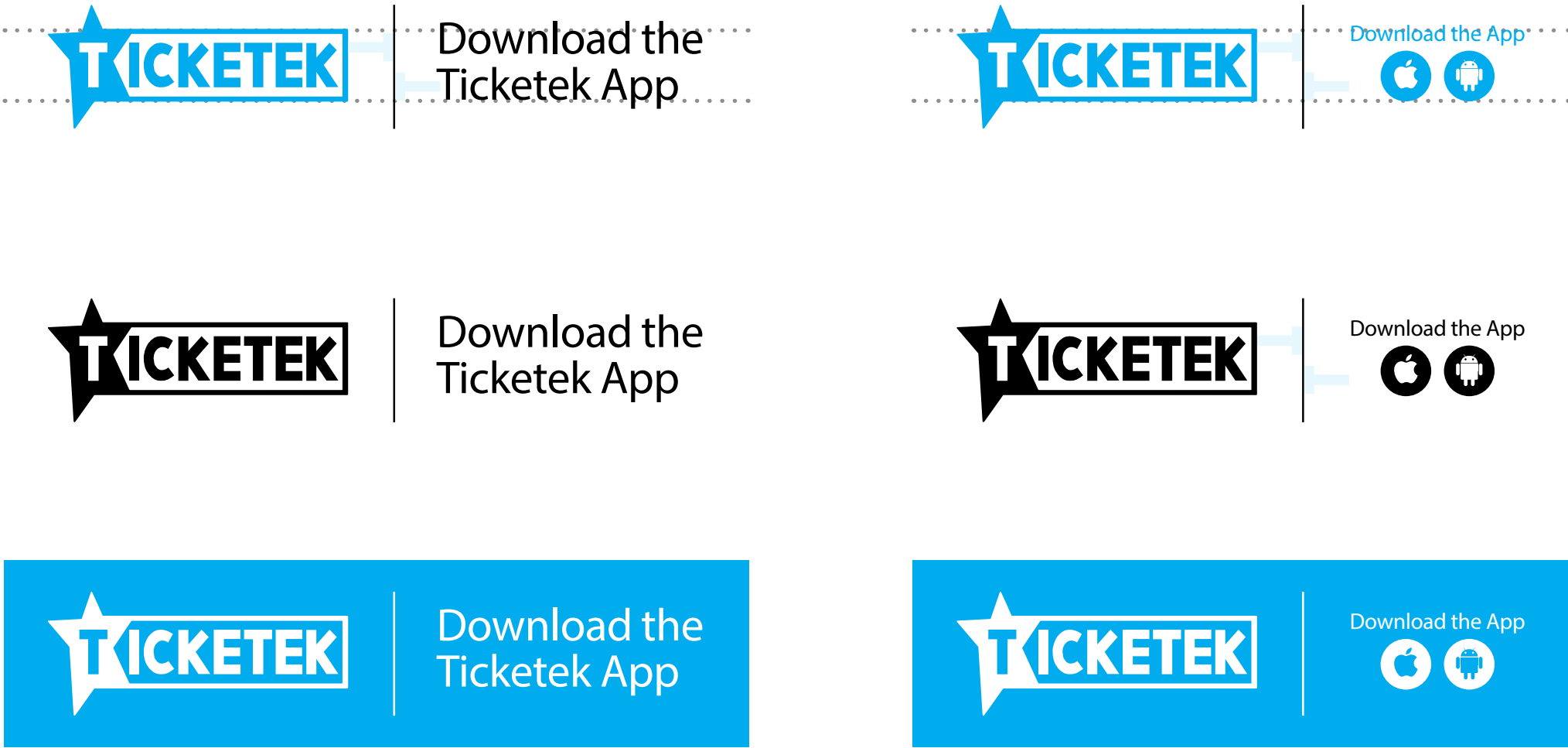
*Example: Correct use of Ticketek Wordmark within copy structure*



# 3.3 Promotional Lock-ups

To promote the Ticketek app, we have created a dedicated Ticketek lock-up.

Only use the approved lock-ups on this page, no colour alterations are permitted.



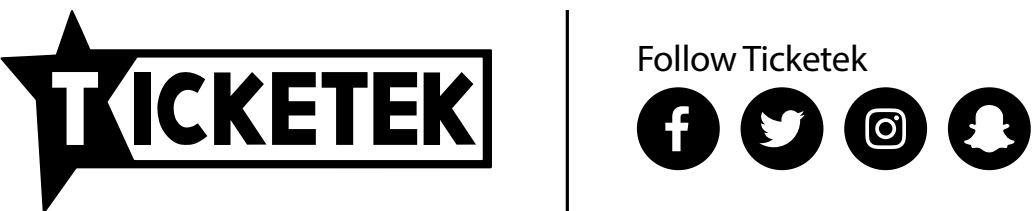
  
Ticketek app lock-ups



# 3.4 Social Lock-ups

To promote Ticketek’s social media platforms, we have created a dedicated Ticketek lock-up.

Only use the approved lock-ups on this page, no colour alterations are permitted.



Ticketek social media lock-ups



# 3.5 Partner Lock-ups

We form partnerships to strengthen relationships, grow and achieve greater results.

Approved partners may use the Ticketek brand assets to create a partner lock-up for marketing and promotional activities.

Key partner lock-up guidelines

- 1. All general Ticketek brand guidelines apply, i.e. clear space, colour ways and general logo treatment.
- 2. Proportioning the logos: the Ticketek Wordmark must be proportionate to our partner logo.



Correct Examples: Approved Ticketek partner logo lock-ups





# 3.6 Lock-up Misuse

We value our partners!

Equal respect must be paid to both brands, please take special note of what *not* to do.



Incorrect Example: The Ticketek Wordmark is too small in proportion to the partner



Incorrect Example: The Star Icon is not to be used in replace of the Ticketek Wordmark



Incorrect Example: The correct layout has not been used, and colour guidelines have not been followed



Thank you.

