



Brand Guidelines

2020 v1.1.20

Introduction

These Master Brand Guidelines have been developed to ensure the correct application of the Ticketek brand across all types of marketing and communications.

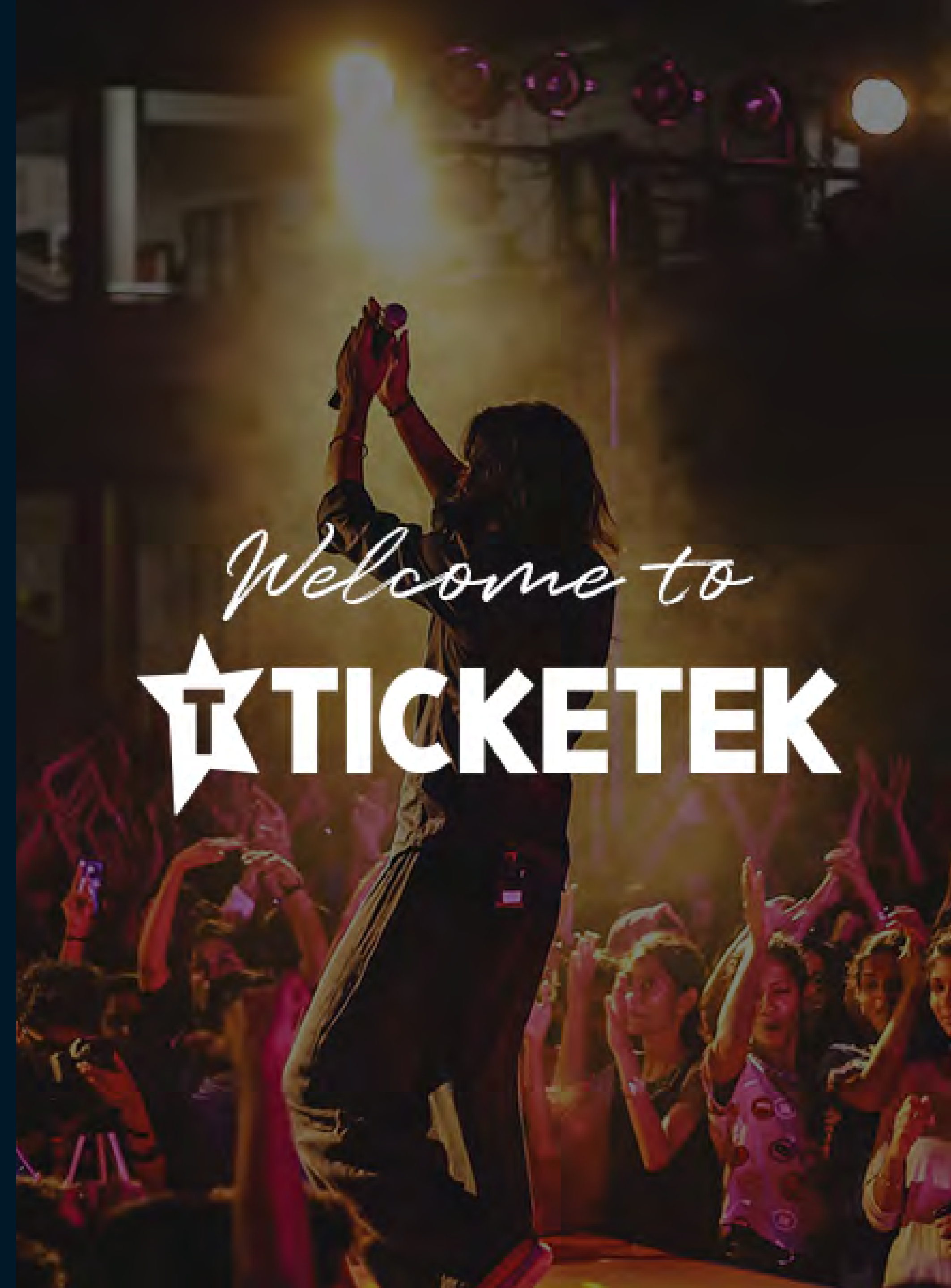
They have been designed to deliver a strong consistent brand, whilst providing flexibility to meet the needs of a wide range of applications.

Our Brand

At Ticketek, we know nothing beats the power and emotion of a live event experience. But we also know that a truly unforgettable live experience is much more than the performance itself.

The discovery. The discussion. The purchase.
The anticipation. The event day. The show!

We connect millions of fans to thousands of live event experiences every day. Ensuring that fans enjoy the full event experience at every step to make every live experience one they will never forget.



Welcome to
TICKETEK

Tone of Voice

- Connected** no one is more connected to the live entertainment industry than us
- Fun** we love what we do and we have fun (but we're never disrespectful)
- Passionate** we love live entertainment and our passion is infectious
- Inclusive** we're for everyone
- Helpful** we're here to help and are responsive



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1.0 The Logo

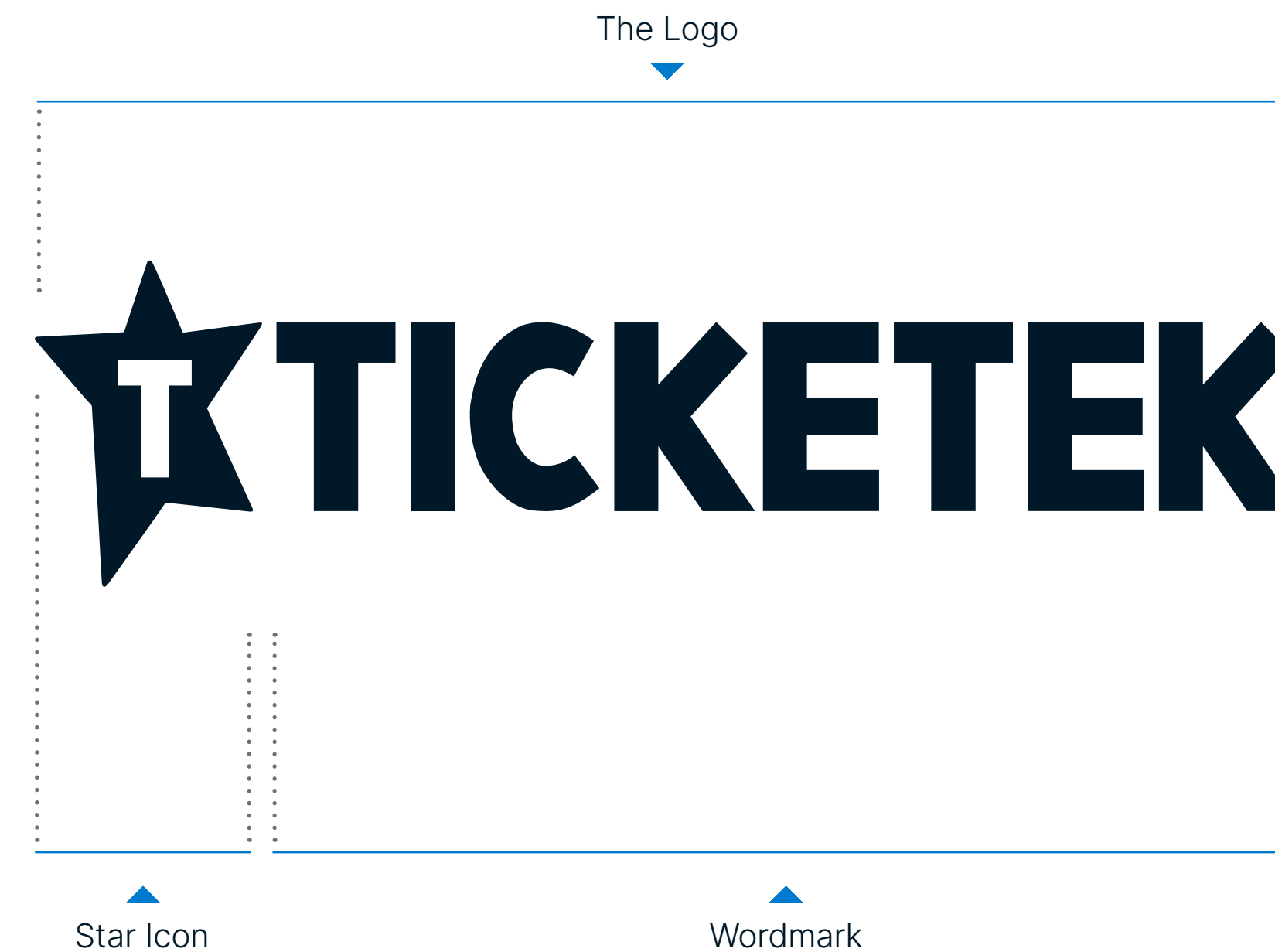


1.1 Masterbrand

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.

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.

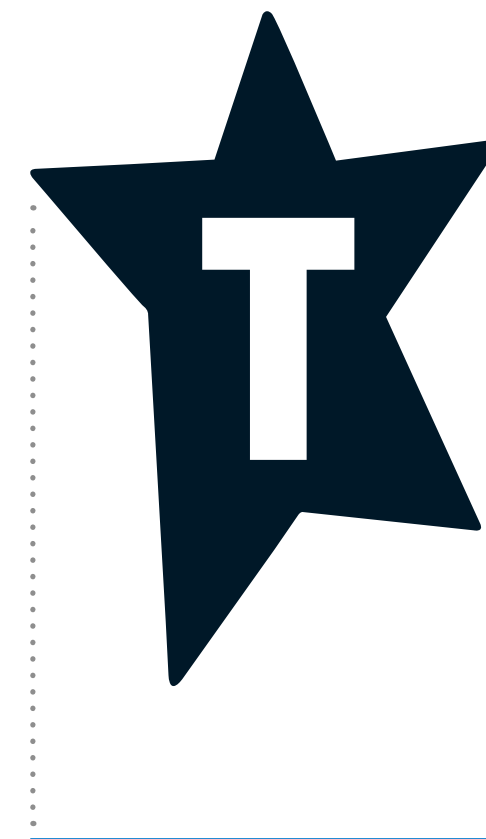


1.2 Star Icon

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 Logo whenever possible, however, you may use the Star Icon as a stand alone brandmark—suited digital applications with size restrictions; social media, app icons, thumbnails, etc.



Star Icon



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

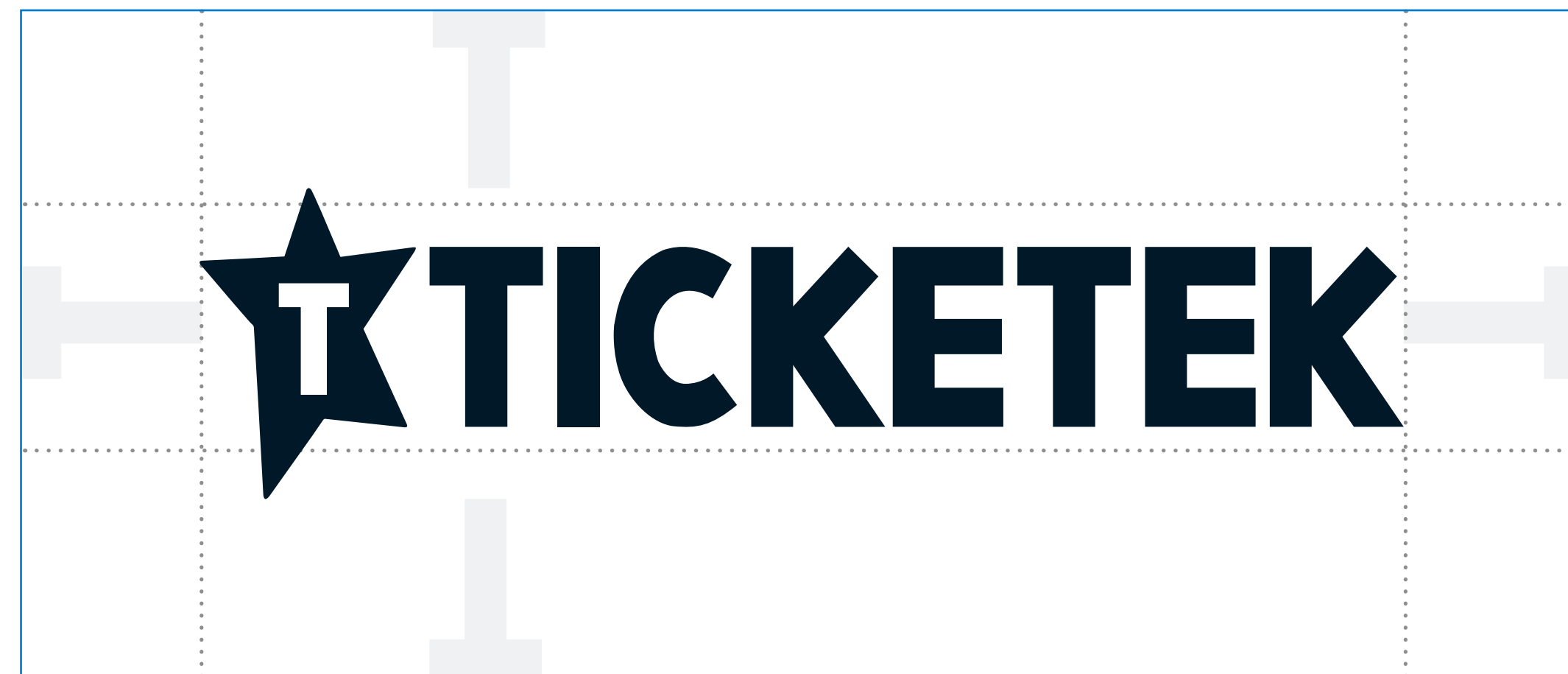


1.3 Exclusion Zones

We require a dedicated exclusion zone around the Logo. This protects the integrity of the design and ensures our Logo 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.



Minimum clear space = height of the 'T' character in the Wordmark

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.

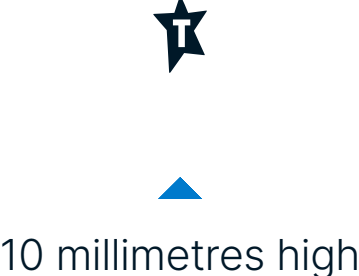
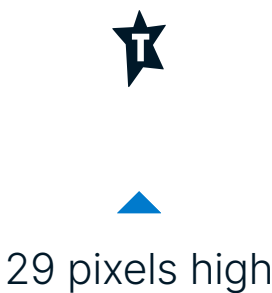
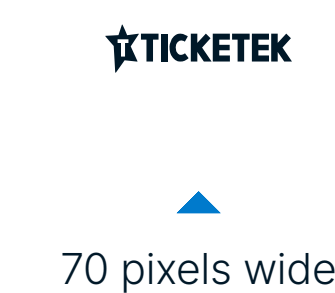
Digital

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

Print

Do not reproduce 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 message is not diluted.



1.5 Size Considerations

When scaling the Ticketek logo for any 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 the artists we are privileged to partner with. We are facilitators, not entertainers.



Correct Example:

Email header with Ticketek logo, following clear space rule



Incorrect Example:

Email header with badly proportioned Ticketek logo and use of space



1.6 Masterbrand: Colour

Bold and striking, the Ticketek Midnight Blue has become iconic with the Ticketek brand. This colour features prominently on digital communications.

The preferred reproduction of the Masterbrand is the Midnight Blue Logo on white, or reversed to the white Logo on the Midnight Blue.



▲
Midnight Blue Logo on
white background



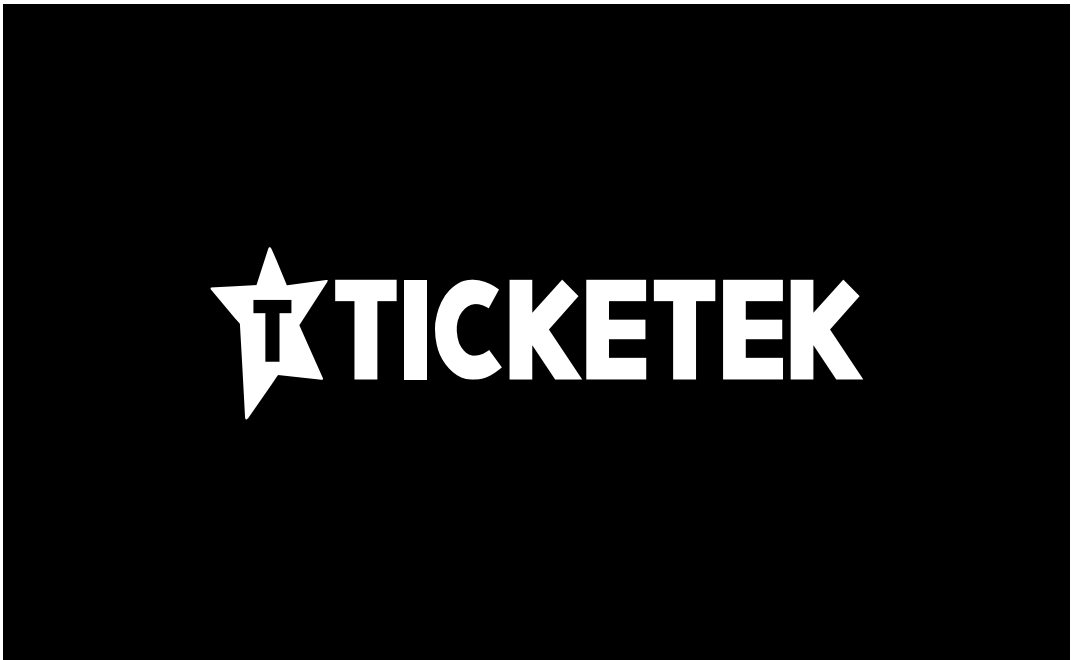
▲
White (reverse) Logo on
Midnight Blue background

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) Logo on white



▲
White or reversed Logo on black background



▲
Grey (85% K) Logo on white



▲
White or reversed Logo on grey background



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.

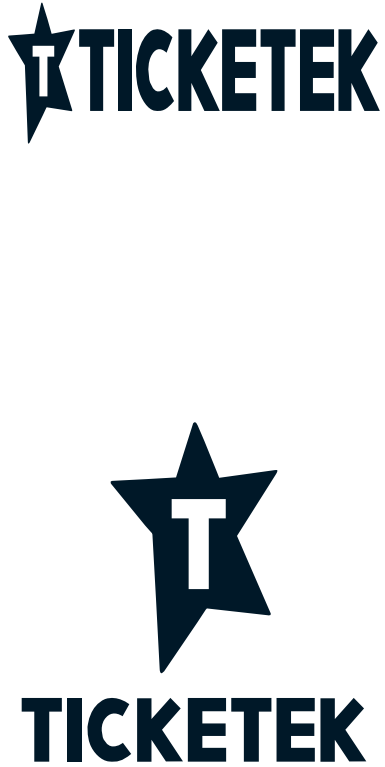








Don't add special emphasis effects, recreate in a different font or enclose in a white box on colour

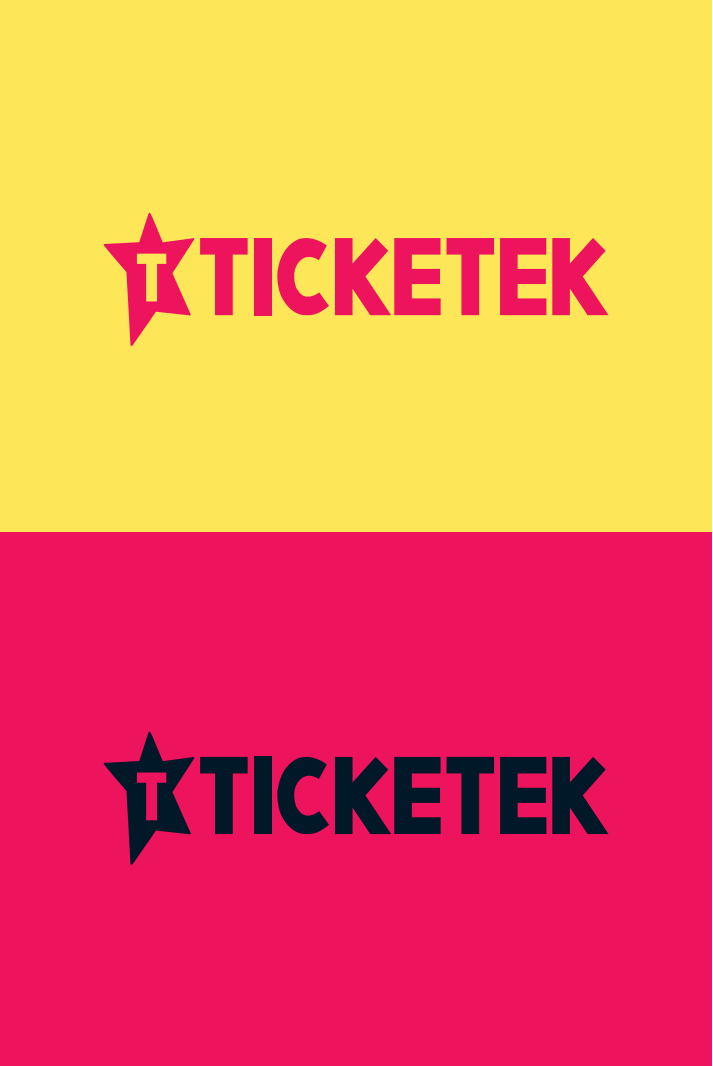






Don't change the shape, rotation or proportion of the Wordmark in any way





Don't create new colour ways or place the blue logo on colour



2.0 Colour



2.1 Colour Palette

Assisting a greater development of creative assets, this colour palette is complementing the visionaries who bring our entertainment brand to life.

Ticketek Midnight Blue

HEX #001828
RGB 0 / 24 / 40
CMYK 90 / 75 / 56 / 70
Pantone® 296

Ticketek Accessible Blue

HEX #007ACC
RGB 0 / 122 / 204
CMYK 77 / 27 / 100 / 12

Ticketek Accessible Green

HEX #428226
RGB 66 / 130 / 38
CMYK 77 / 27 / 100 / 12

Ticketek Light Grey

HEX #D1D1D1
RGB 209 / 209 / 209
CMYK 0 / 0 / 0 / 20

Ticketek Dark Grey

HEX #434343
RGB 67 / 67 / 67
CMYK 0 / 0 / 0 / 89

3.0 Lock-ups



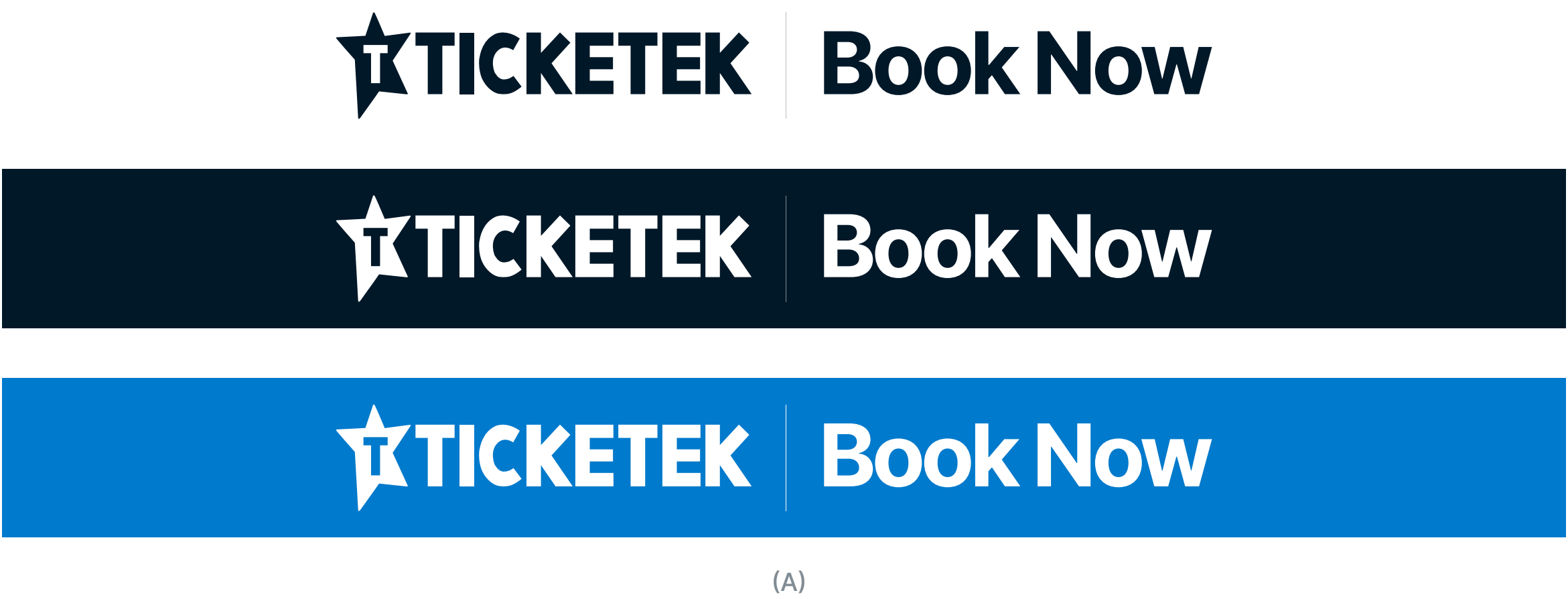
3.1 Call To Action: Masterbrand

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 for use in creative and advertising applications.

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



Variations: The Call To Action lock-up can also be applied in the following styles

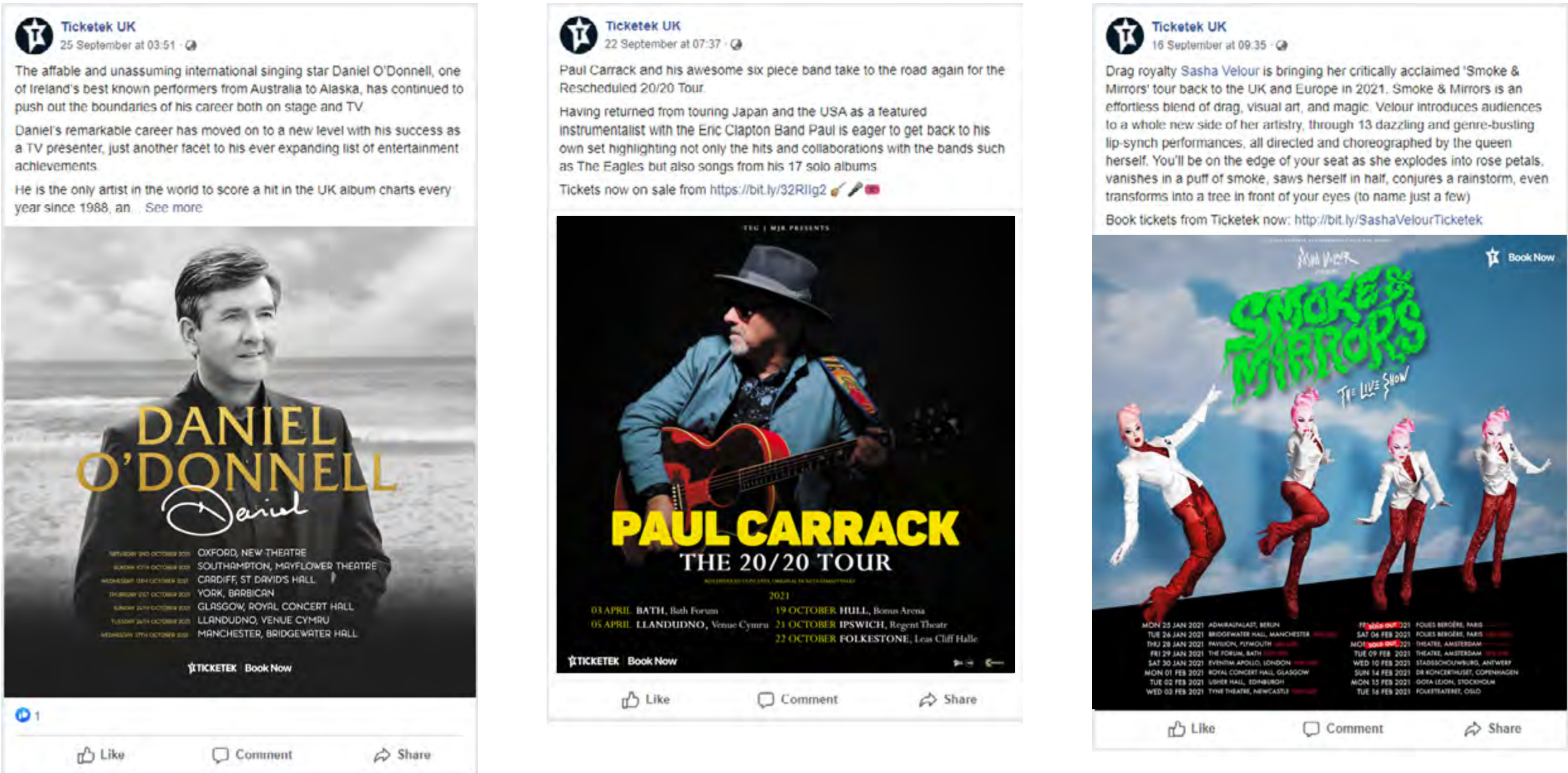


3.2 Call To Action: Masterbrand

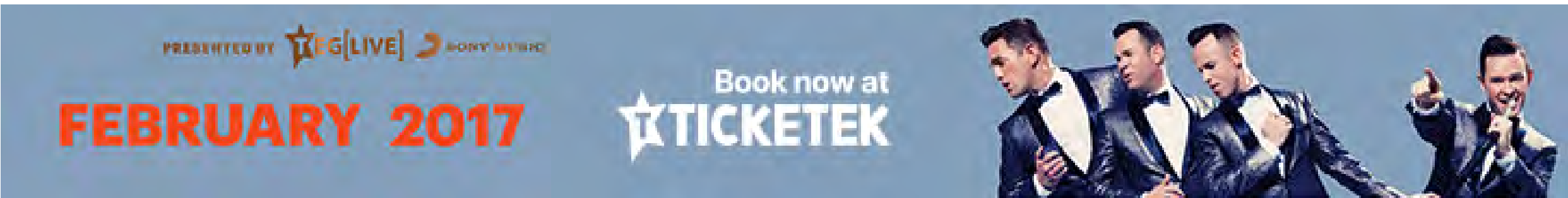
Examples

These examples demonstrate how the ‘Book Now’ lock-up logo be applied on social media posts and online advertisements.

Example: Ticketek Book Now lock-up on social posts



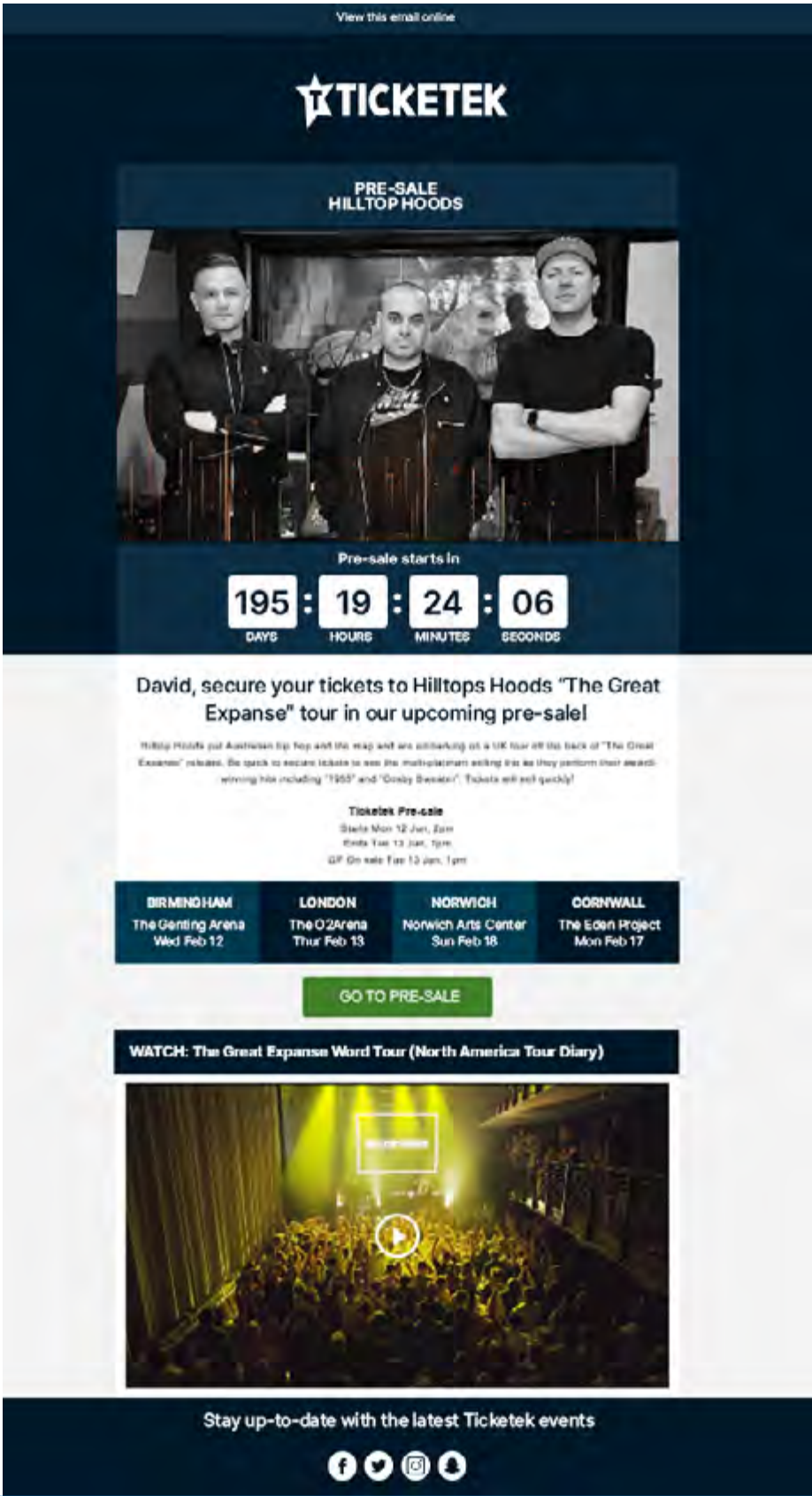
Example: Ticketek book now lock-up on an online ad



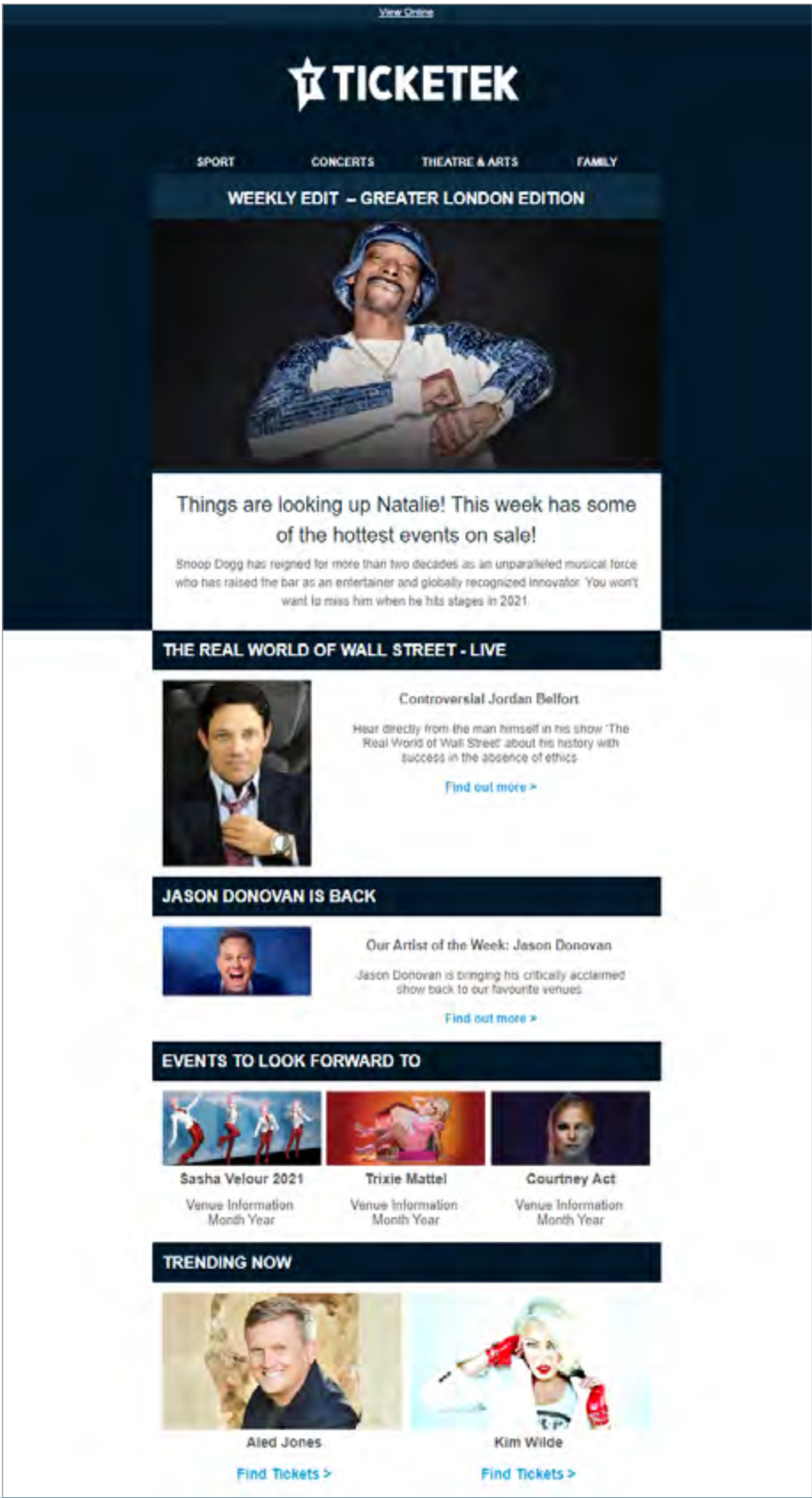
4.0 Applications



4.1 Online Applications



Example: Pre-sale Email



Example: Newsletter



Example: Social Post



5.0 Artwork Approval

Please forward artwork comms featuring the Ticketek logo to our Brand inbox brand@ticketek.com.au for approval.