Brand style guide

International markets
2013 Version 1.3
For external use

This is intended for Ticketmaster clients and agents

ticketmaster ®

Contents

Our brand tools

Our individual brand
assets and guide
to usage.

Logo

ticketmaster ®

Master logo
Black ···············

Our logo is an integral piece of our brand and should feature on every piece of communication.

Master logo – Black
To be used on white background or the selected secondary colours on page 16.

Master logo – White
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Contained logo
When the logo is applied to a busy background and it becomes hard to read our contained version should be used.

The logo is a bespoke marque. It should never be recreated or altered in any way.

Master logo
White ···············

ticketmaster ®

Pantone Black C   **White** ··············

Logo colours
The logo should only ever appear in either black or white. Our comprehensive colour specifications can be found on page 16.

Contained Logo - place logo in black or white box when you need to place it over a busy background ···············

ticketmaster ®

Logo
Clear space requirements

ticketmaster ®

Master logo for:
UK,
Ireland,
Australia,
New Zealand,
Germany

Our logo is an integral piece of our brand and should feature on every piece of communication.

Clear space requirements
The Ticketmaster logo must be surrounded by clear space in all applications. The diagram on the left shows the absolute minimum, however additional clear space should be used when possible.

Clearspace

ticketmaster ®

Logo
Minimum size usage

Minimum size
These are the absolute minimum sizes for all electronic and print applications of the logo (e.g.email, intranet, website, PowerPoint, etc.) and photographic applications (e.g. translight displays).

Electronic
Minimum size for electronic devices
75 x 14 pixels
26mm x 5mm

ticketmaster ®

14px (5mm)

75px (26mm)

Shown at actual size

ticketmaster ®

Print
Minimum size for printed material
15 x 3mm

ticketmaster ®

3mm

15mm

Shown at actual size

ticketmaster ®
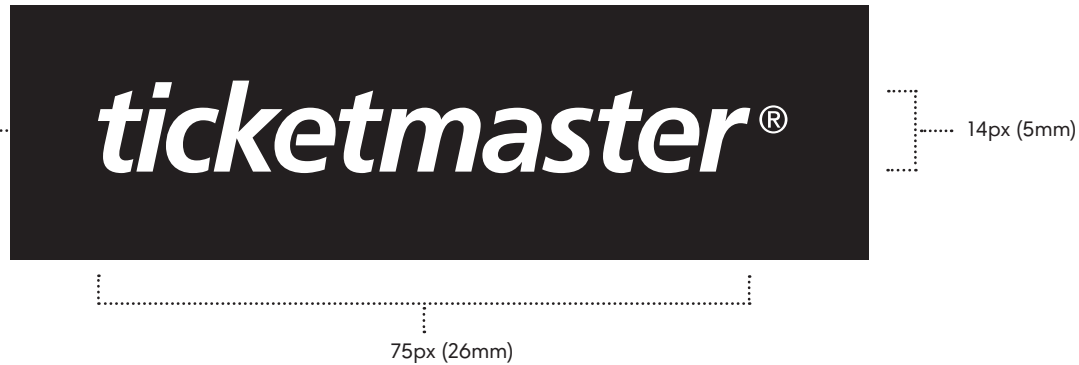
Logo
Minimum size usage

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ticketmaster ®

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ticketmaster ®

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Minimum size for printed material
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ticketmaster ®

3mm

15mm

Shown at actual size

ticketmaster ®

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For full breakdown references of these colours, please see page 16.

**Master logo –
Black**

Preferred background colour

··································

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**Master logo –
Black**

Secondary
background
colours

··································

ticketmaster ®

ticketmaster ®

ticketmaster ®

ticketmaster ®

ticketmaster ®

Logo
Background colour

Master logo –
White

Preferred background
colour

ticketmaster ®

Master logo –
White

Secondary
background
colours

ticketmaster ®

ticketmaster ®

ticketmaster ®

ticketmaster ®

ticketmaster ®

ticketmaster ®

ticketmaster ®

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Logo
Don'ts

The logo can be scaled proportionately to fit your layout, but there are a few rules we've put together that you must follow when applying it.

Never stretch, skew or alter the logo

Never use the white logo on light coloured backgrounds.

Never use the black logo on dark coloured backgrounds.

Never use the logo on a multi-coloured or high-contrast backgrounds.

Never use the logo on busy areas of colour or black and white photography.

Never use the logo on high-contrast areas of photography.

Never use the logo with a reflection.

Never use the logo on multicoloured backgrounds.

Incorrect usage of our logo

Company Name
Ticketmaster should always appear as one word with a capital "T" and lowercase "m."

Correct
Ticketmaster

Incorrect
Ticket Master

Ticketmaster vs. Ticketmaster.com
Use "Ticketmaster" when referring to the company.

When referring to the Ticketmaster website, use Ticketmaster.com (not www.ticketmaster.com, the Ticketmaster website, or Ticketmaster online).

Example
"Visit Ticketmaster.com to find an exciting event near you."

Website
When referring to the website, write Ticketmaster.com with a capital "T."

Do not use "www" or "http:// "

Correct
Ticketmaster.com

Incorrect
ticketmaster.com

Grammar rules
Ticketmaster.com should never be used in the possessive case.

Ticketmaster.com should never be pluralised.

Correct
Visit Ticketmaster.com to see the redesigned website.

Incorrect
Did you see Ticketmaster.com's redesigned website?

Correct
There are many events on Ticketmaster.com.

Incorrect
How many Ticketmaster.coms are there?

Logo usage
The logo should never be used in text.

Correct
Get Los Angeles Red Ants tickets at Ticketmaster.com. (Be sure to link "Ticketmaster.com" to the homepage or relevant EDP.)

Incorrect
Visit *ticketmaster*® to get Los Angeles Red Ants tickets.

'buy at'

'buy at' needs to be 1/2 of the height of the main Ticketmaster logo and placed above the logo.

buy at
ticketmaster®

buy at
ticketmaster®

buy at
billettservice
ticketmaster ® *Norge*

'buy at' with url

'buy at Ticketmsater.xx' needs to be 1/2 of the height of the main Ticketmaster logo and placed below the logo.

ticketmaster®
buy at Ticketmaster.xx

ticketmaster®
buy at Ticketmaster.xx

billettservice
ticketmaster ® *Norge*
buy at Ticketmaster.xx

Our name
'buy at'

Adding 'buy at' or 'buy at Ticketmaster.xx' to Ticketmaster logo

'buy at Ticketmaster.xx' or 'buy at' should always use the Arial Italic font.

'buy at Ticketmaster.xx' should alway appear under the entire Ticketmaster logo.

'buy at' should alway appear above the entire Ticketmaster logo.

**'buy at Ticketmaster.xx' or 'buy at'** should alway be left aligned.

'buy at Ticketmaster.xx' or 'buy at' should alway be 1/2 of the height of the Ticketmaster logo.

'buy at Ticketmaster.xx' or 'buy at' should never be used next to the tm icon.

Print & electronic minimum size usage of the Ticketmaster logo can be found on pages 09 & 10.

'buy at' colours

'buy at Ticketmaster.xx' or 'buy at' should only ever appear in either black or white and the same colour as the ticketmaster logo. Our comprehensive colour specifications can be found on page 16.
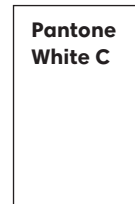
Pantone Black C
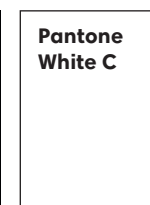
Pantone White C

**tm icon –
Black**

....

tm

**tm icon –
White**

....

tm

**Contained
Logo - place logo in
black or white box
when you need to
place it over a busy
background**

....

tm

Our Name
tm icon

The tm icon is only to be used when the full Ticketmaster logo is not legible due to it being smaller than the minimum size (see pages 04 to 10), eg. social thumbnails and web browser icons.

Always use on a page where the full Ticketmaster logo appears.

Do not use registration or trademark logo next to the tm icon.

tm icon – Black

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tm icon – White

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Logo colours

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Colour palette

Pantone Black C

C–50
M–0
Y–0
K–100

R–0
G–0
B–0

HTML
000000

Pantone 1797 U

C–9
M–100
Y–100
K–2

R–216
G–15
B–19

HTML
D80F13

White

C–0
M–0
Y–0
K–0

R–255
G–255
B–255

HTML
FFFFFF

Breakdown formulas

CMYK formulas should be used for all process colour applications when PMS colours can't be used. RGB formulas or HTML codes should be used for all electronic applications (e.g. website, PowerPoint, email, smartphones, etc.).

Primary colours

These three colours are part of our brand heritage and should have a strong presence on all applications. White is predominantly used as a background colour; black is used more sparingly. Red, white and black feature as text colours and to highlight key areas.

Secondary colours

This is a supporting colour palette. These colours should always be used in conjunction with the primary colour palette.

Pantone Cool Gray 3 C

C–8
M–5
Y–6
K–16

R–201
G–202
B–200

HTML
C9CAC8

Pantone 294 C

C–100
M–68
Y–7
K–30

R–0
G–52
B–120

HTML
003478

Pantone 2726 C

C–81
M–76
Y–0
K–0

R–76
G–92
B–197

HTML
4C5CC5

Pantone 249 C

C–44
M–95
Y–7
K–32

R–116
G–29
B–102

HTML
741D66

Pantone 226 C

C–0
M–100
Y–2
K–0

R–236
G–0
B–137

HTML
EC0089

Pantone 308 C

C–100
M–19
Y–8
K–50

R–0
G–91
B–130

HTML
005B82

Pantone 320 C

C–100
M–0
Y–30
K–2

R–0
G–154
B–166

HTML
009AA6

Pantone 116 C

C–0 M–18
Y–100
K–0

R–254
G–190
B–0

HTML
FECB00

Pantone 144 C

C–0
M–58
Y–100
K–0

R–233
G–131
B–0

HTML
E98300

Pantone 1665 C

C–0
M–80
Y–100
K–0

R–221
G–90
B–20

HTML
DD4814

Primary colours

Secondary colours

Contact details

For any questions regarding use of the Ticketmaster branding, please speak to your Client Marketing Manager.