

*ticketmaster*<sup>®</sup>

# BRAND GUIDELINES

Ticketmaster International - External Clients  
JUNE 2015

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# BRANDMARK

The Ticketmaster logo is a registered trademark and should not be recreated or altered in any way. The standard logo may only be used in White, Pantone Blue 2925C, or Pantone Black 7C.

The standard logo may be used in the following formats:



*ticketmaster*<sup>®</sup>

The primary brandmark is used in Ticketmaster Charcoal - Pantone Black 7 C.



*ticketmaster*<sup>®</sup>

The primary brandmark is used in Ticketmaster Blue - Pantone Blue 2925c



Brandmark may be used reversed out of Ticketmaster Blue.



Brandmark may be used on Ticketmaster Charcoal or reversed out of approved photography.

# BRANDMARK

## CLEARANCE AREA

The brandmark must be buffered from other type and graphics by a clearance area. The clearance area is defined as the distance allowed between the Ticketmaster brandmark and other surrounding elements (photos, text, etc.), including the edge of the document. More space is preferred than less, but the minimum clearance area around the Ticketmaster brandmark is a distance equal to the height of the t in the brandmark.



These are the minimum sizes acceptable to allow for optimal legibility on all materials.

Fig. A Print Minimum Size Requirements  
These are the ABSOLUTE MINIMUM sizes for all print materials.

A *ticketmaster*<sup>®</sup> | Minimum Print Size is 3 mm tall

Fig. B Electronic Minimum Size Requirements  
These are the ABSOLUTE MINIMUM sizes for all electronic applications (e.g., email, Internet, website, PowerPoint, etc.) and photographic applications (e.g., translight displays).

B *ticketmaster*<sup>®</sup> | Minimum Electronic Size is 9 pixels tall

# BRANDMARK

The integrity of the Ticketmaster brandmark should be maintained across all forms of communication. The Ticketmaster brandmark should never be altered from the official standards. Do not change fonts, spacing, ratios, or colour on any brandmark element.

Ticketmaster should never be abbreviated or shortened such as “tm.”



Do not alter the logo by stretching or skewing it.



Do not change the logo to non-brand colours including black (must be Pantone Black 7 C if a black-like colour is required).



Do not rotate the logo.



Do not use gradients on the logo.



Do not shorten the logo outside of approved uses- ie. App and Social thumbnails.



Do not recreate the logo with any other typefaces. Only use the approved logo file.



Do not treat “ticket” or “master” differently from one another. Only use one colour.



Do not place a stroke on the logo.

# BRAND COLOURS

## PRIMARY COLOURS

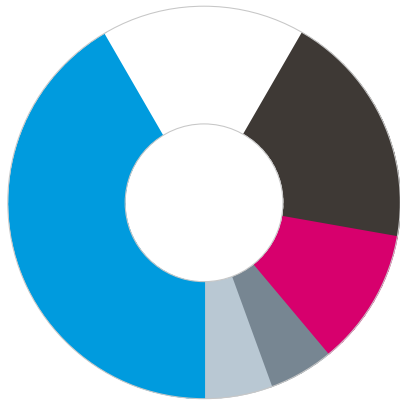
**Ticketmaster Blue** (Pantone 2925 C) is the brand's primary colour and should be used as the dominant primary colour in all communications.

**Ticketmaster Charcoal** (Pantone Black 7 C) is the dominant secondary colour.

**Ticketmaster Pink** (Pantone 226 C) is the main accent colour.

The remaining colours can be used as accents to help tie pieces of communication together based on photography in communications.

Only one accent colour should be used at a time and it should always be less dominant than the primary and secondary colours.



The colour wheel shows balance of the colour palette.

## PRIMARY

**Pantone 2925 C**

Ticketmaster Blue

HEX: #009cde  
R00 G156 B222  
C85 M24 Y00 K00

## SECONDARY

**Pantone Black 7 C**

Ticketmaster Charcoal

HEX: #414141  
R65 G65 B65  
C0 M0 Y0 K87

**White**

HEX: #ffffff  
R255 G255 B255  
C0 M0 Y0 K0

## ACCENT

**Pantone 226 C**

Ticketmaster Pink

HEX: #d0006f  
R208 G00 B111  
C0 M100 Y0 K0

**Pantone 7544 C**

HEX: #768692  
R118 G134 B146  
C10 M0 Y0 K40

**Pantone 5445 C**

HEX: #b7c9d3  
R183 G201 B211  
C8 M0 Y0 K14

# BRAND COLOURS

## CORRECT



Use white and Ticketmaster Charcoal on a Ticketmaster Blue background



Use Ticketmaster Blue on a white background



Use Ticketmaster Charcoal on a white background



Use Ticketmaster Pink on a white background

## INCORRECT



✘ Do not use Ticketmaster Pink on a Ticketmaster Blue background



✘ Do not use Ticketmaster Blue on a Ticketmaster Pink background



✘ Do not use Ticketmaster Blue on a Ticketmaster Charcoal background



✘ Do not use Ticketmaster Pink on a Ticketmaster Charcoal background

# CONTACT DETAILS

These Guidelines have been created for Ticketmaster clients and appointed agencies across international markets.

**For more information please contact your account manager or local sales team.**