

*ticketmaster*<sup>®</sup>

# DESIGN GUIDELINES

May 28 **2015**  
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# WELCOME. WE ARE TICKETMASTER

and our goal is to create the best ticketing experience in the world. From getting our fans into the hottest events to innovating products and services that ensure we stay at the top of our game, we always deliver on our promise of creating the ultimate ticket.

This book serves as a guide to the Ticketmaster brand and the visual design elements that ensure consistency across all employee, client, fan, and partner communication channels, from internal emails and client product updates to consumer-facing advertising materials. All aspects of our brand, just like our ticketing solutions, should work together to reinforce our position as the industry leader.

Enjoy the show.

# CONTENTS

<b>OUR BRAND VALUES</b>	<b>4</b>
Tone of Voice	6
<b>OUR CORE BRAND TOOLS</b>	<b>7</b>
Brandmark	8
Ticketmaster Verified Tickets Mark	11
Brand Associations Logos	14
Brand Colors	15
Typography	16
<b>MARKETING BRAND TOOLS</b>	<b>19</b>
Photography	20
Ticketmaster Showcase	21
	26
<b>OUR ANTHEM</b>	<b>24</b>
<b>CONTACT</b>	<b>25</b>

# OUR BRAND VALUES

Each of our core brand values form the foundation of Ticketmaster. These values are not merely a list of words. They are a guiding declaration of our commitments to each other and our customers. They are a statement of intent, both internally and externally.

Our brand values inform everything we do, from technological innovations and product development to marketing communications to customer service and everything in between.

- **TRUSTED**
- **HELPFUL**
- **TRANSPARENT**
- **INNOVATIVE**
- **COMPREHENSIVE**
- **EASY TO USE**

# OUR BRAND VALUES

## Trusted

We have a proven history of providing tools and services clients need to maximize their events and presenting them to fans in a safe, discoverable environment. We deliver on our promises and make amends swiftly when our standards are not met.

## Helpful

We anticipate the needs of our customers, fans, and partners and provide guidance and help at every step of the ticketing experience. We're approachable, empathetic, and human.

## Transparent

We're open with our clients, fans, and each other. We're forthcoming about who we are and what we provide. Our communications are clear and unambiguous.

## Innovative

We leverage our strategic and creative power to bring new value to our clients and fans through products, services, and solutions. By harnessing data driven insights, we optimize our capabilities to evolve and shape the future of our industry.

## Comprehensive

We unify solutions and information into a common and consistent framework that scales across all client and fan segments to deliver efficiency and eliminate redundancy.

## Easy to Use

We value clear and frictionless customer experiences which influence our design and development philosophy, communication, and the standards by which we hold ourselves accountable.

# tone of voice

Tone of voice is a brand's established way of speaking to ensure consistency across all mediums. After all, it's not just what we say, it's how we say it. For us, our tone of voice translates our brand essence into our communication so our brand values come across in everything we make, do, and say, from marketing materials to client relationships.

As the industry leader, our ticketing solutions cover a broad spectrum, and we need a voice that stays true to our brand but can reflect the spirit of different industries and audiences.

## Confident

Our voice reflects our position as the industry leader. We speak from a place of assurance and authority, and maintain a tone that's effortless and unaffected – never brash or arrogant.

## Engaging

We write captivating headlines and compelling copy that command attention and drive response. Whether delivering 'good' or 'bad' news, we're able to engage our audience with motivating yet honest communication.

## Clear

We write – and talk – in a simple, direct way to deliver our message the first time without any ambiguity. We do this with succinct language, 'plain speak,' and helpful headlines that are easy to scan.



# OUR CORE BRAND TOOLS

Individual Brand Assets  
and Guide to Usage

# 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 2925 C, or Pantone Black 7 C.

The standard logo may be used in the following formats.



Brandmark may be used reversed out of Ticketmaster Blue.



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

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

*ticketmaster*®

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

*ticketmaster*®



# 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 TM 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.

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).

A Minimum Print Size is 0.125 inches tall  *ticketmaster*®

B Minimum Electronic Size is 9 pixels tall  *ticketmaster*®

# 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 color 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 colors including black (must be Pantone Black 7 C if a black-like color is required).



Do not rotate the logo.



Do not use gradients on the logo.



Do not shorten the logo.



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 color when treating the logo.



Do not place a stroke on the logo.

# TICKETMASTER VERIFIED TICKETS MARK

The new Ticketmaster verified tickets mark represents an important cornerstone of our branding and business strategy. It is meant to serve as an ingredient brand to project the trust clients, partners, and fans place in our products and services.

## Requirements

Advertisements, web pages, and partner sites with primary and resale ticketing agreements must include the Ticketmaster verified tickets mark.

In print, Ticketmaster Verified Tickets should be written exactly as Ticketmaster Verified Tickets. It should never be hyphenated or appear as “Verified Ticketmaster Tickets,” etc.

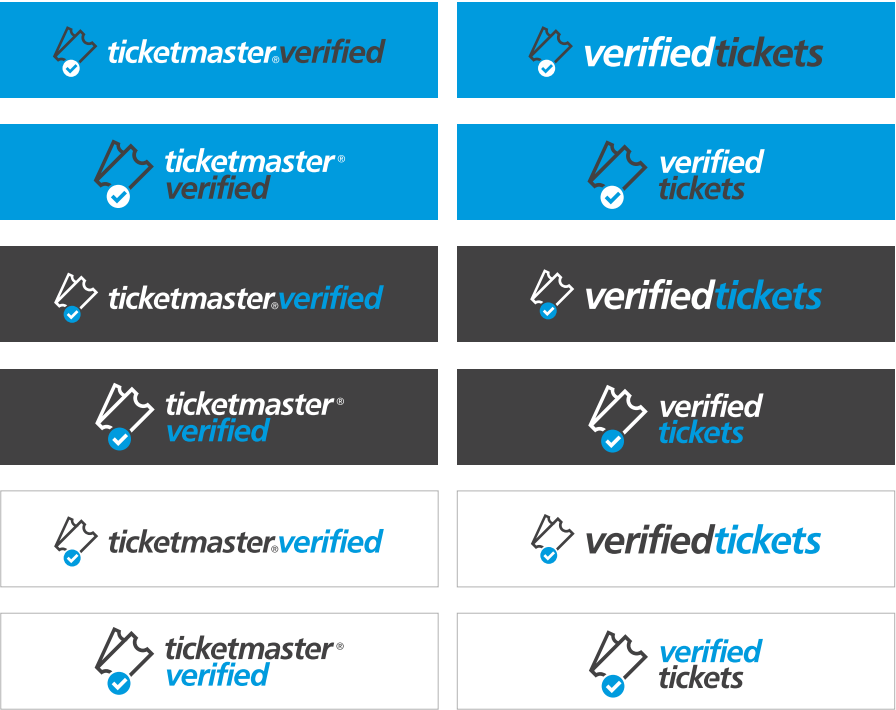
The mark variant without the Ticketmaster brandmark may only be used when the Ticketmaster brandmark clearly and prominently appears in close proximity on the page or advertisement. Otherwise, “Ticketmaster” must appear before “Verified.”

Do not recreate the logo with any other typefaces. Only use the approved Verified Tickets Mark.

Full Verified Tickets Lock Up AKA “The Verified Pill”



Acceptable secondary uses, reference Requirements



# TICKETMASTER VERIFIED TICKETS MARK

FRENCH VERSION

La nouvelle marque Billets certifiés Ticketmaster est un élément majeur de notre stratégie d'affaire. Ce nouveau positionnement stratégique reflète la confiance de nos clients et partenaires, ainsi que celle des fans, envers nos produits et services.

## Exigences

Les publicités, les pages internet ainsi que les sites partenaires de vente et de revente de billets doivent inclure la marque Billets certifiés Ticketmaster. En version imprimé, la mention Billets certifiés Ticketmaster doit être reproduite de la façon suivante : Billets certifiés Ticketmaster. Elle ne doit en aucun cas être modifiée.

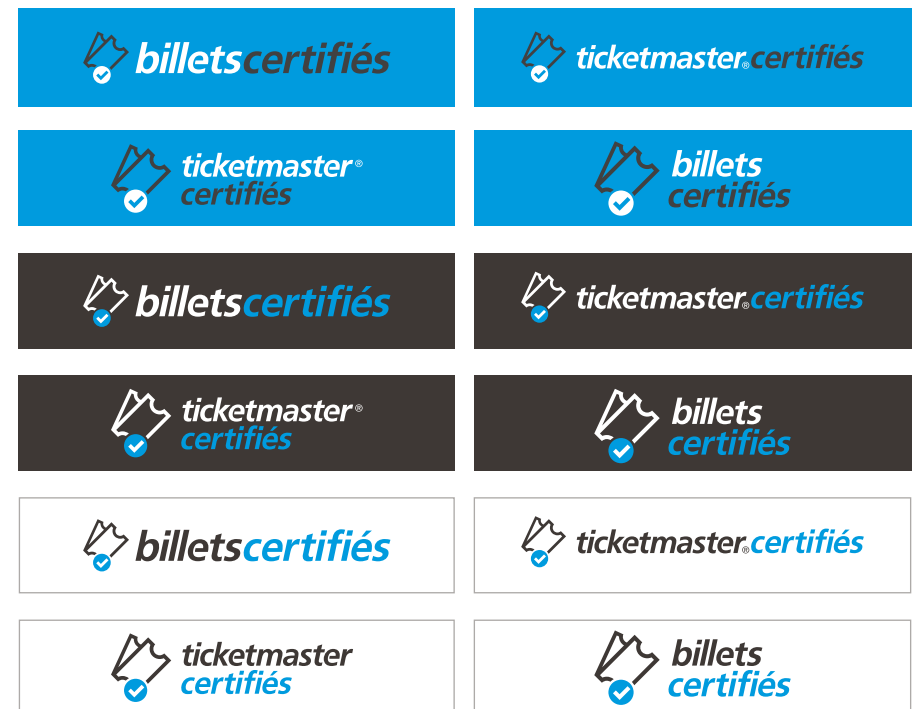
La mention Billets certifiés non accompagnée de la marque Ticketmaster peut être uniquement utilisée lorsque la marque Ticketmaster apparaît de façon claire et nette sur la même page. Autrement, « Ticketmaster » doit apparaître avant « certifiés ».

Ne jamais recréer le logo avec d'autres polices de caractères. Utiliser uniquement le logo Billets certifiés Ticketmaster.

Full Verified Tickets Lock Up AKA "The Verified Pill"



Acceptable secondary uses, reference Requirements



# TICKETMASTER VERIFIED TICKETS MARK

## INCORRECT USES

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



Do not alter the logo by stretching or skewing it.



Do not change the logo to non-brand colors including black (must be Pantone Black 7 C and Pantone Blue 2925 C)



Do not rotate the logo.



Do not use gradients on the logo.



Do not shorten the logo.



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



Do not treat the interior white background as a transparency.



Do not place a stroke on the logo.



# BRAND ASSOCIATION LOGOS

## Requirements

Products, services, and sub-brands must include the brand association logo.

Acceptable prepositions include “with” and “by,” and should always be followed by the Ticketmaster brandmark. The Ticketmaster brandmark in associated brands should follow brandmark usage guidelines.

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

*by* ***ticketmaster***<sup>®</sup>

*with* ***ticketmaster***<sup>®</sup>

*by* ***ticketmaster***<sup>®</sup>

*with* ***ticketmaster***<sup>®</sup>

*by* ***ticketmaster***<sup>®</sup>

*with* ***ticketmaster***<sup>®</sup>

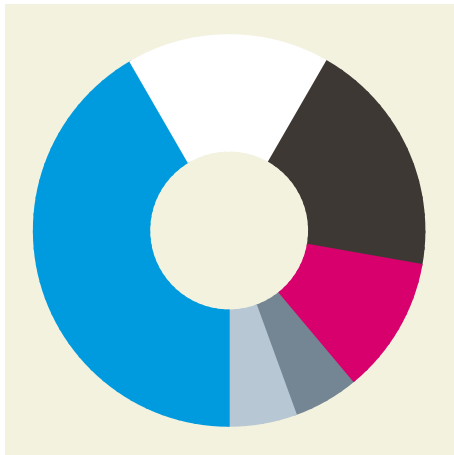
# BRAND COLORS

## PRIMARY COLORS

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

**Ticketmaster Gray** (Pantone Black 7 C) is the dominant secondary color. The remaining colors can be used as accents to help tie pieces of communication together based on photography in communications.

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



The color wheel shows balance of the color palette.

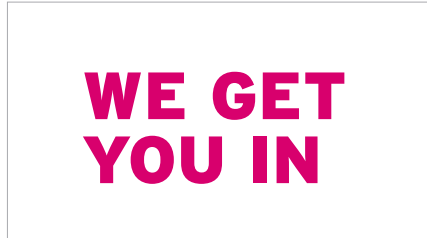
PRIMARY	
<b>Pantone 2925 C</b>	HEX: #009cde R00 G156 B222
70%	40%
SECONDARY	
<b>Pantone White</b>	HEX: #FFFFFF R255 G255 B255
<b>Pantone Black 7 C</b>	HEX: #414141 R65 G65 B65
70%	40%
ACCENT	
<b>Pantone 226 C</b>	HEX: #d0006f R208 G00 B111
70%	40%
<b>Pantone 7544 C</b>	HEX: #768692 R118 G134 B146
70%	40%
<b>Pantone 5445 C</b>	HEX: #b7c9d3 R183 G201 B211
70%	40%

# BRAND COLORS

## USES

Below are the approved Ticketmaster brand color combinations and uses.

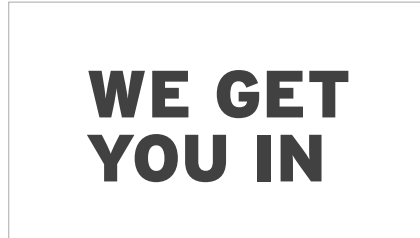
## CORRECT



Use pink on a white background.



Use blue on a white background.



Use charcoal text on a white background.



Use white text on colored backgrounds.

## INCORRECT



Do not use pink text or shapes on a blue background.



Do not use blue text or shapes on a pink background.



Do not use pink text or shapes on a charcoal background.



Do not use blue text or shapes on a charcoal background.



Do not place any Ticketmaster logo on a pink background.



Do not use the Charcoal logo on a color background.

# TYPOGRAPHY

PRIMARY BRAND TYPEFACE - INTERSTATE

Interstate is our chosen brand typeface for its bold, modern look. As a key part of the Ticketmaster brand, Interstate Black should be used for headlines and other major title content while Interstate Light should be used for body copy.

Aa

## INTERSTATE

### Interstate Black

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

### Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

### Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Titles

**TITLES ARE SET IN INTERSTATE BLACK AND WRITTEN IN ALL CAPS.**

Subtitles

**Subtitles Are Set In Interstate Bold In Title Case**

# TYPOGRAPHY

SUPPORTING TYPEFACE - TMSANS

TMSans Bold, Regular and Light are our brand typeface for subheadlines, pull quotes and body copy.

Ad

## TMSANS

### TMSans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

### TMSans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

### TMSans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

Pull Quotes — “Pull quotes should be written in TMSans Bold using sentence case.”

Subtitles — Subtitles are set in TMSans Bold using sentence case.

Body Copy — Body copy is set as TMSans Light. In cases where TMSans Light is difficult to read, substitute TMSans



# MARKETING BRAND TOOLS

Templates and Color  
Guidelines for Communicating  
the Ticketmaster Brand





# PHOTOGRAPHY

THE ULTIMATE EXPERIENCE

## POLISHED, COLORFUL, REAL, FAN POV, AND ENGAGED.

The photography captures the dynamic, exciting moments fans have at events, concerts, and shows. The images should always feature the fans and their perspective of their epic experience. Photography can be shot from the fan's point of view or portray a fan taking part in an event with the fan's experience being the focal point of the image. While the photography style is elevated, it should capture the authentic feeling of really being there and should not feel staged or canned.

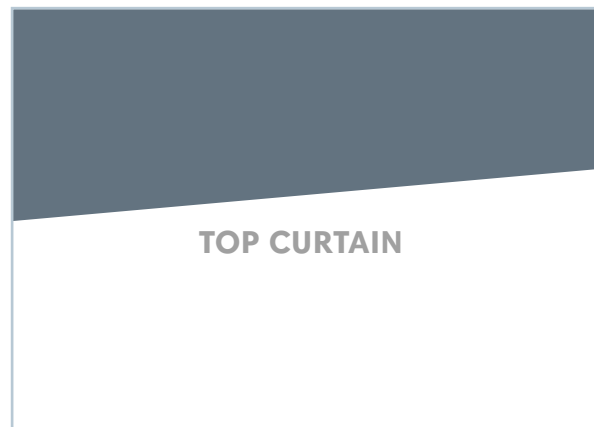
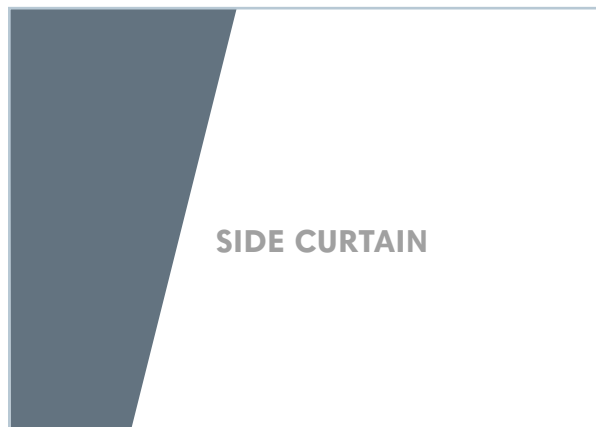
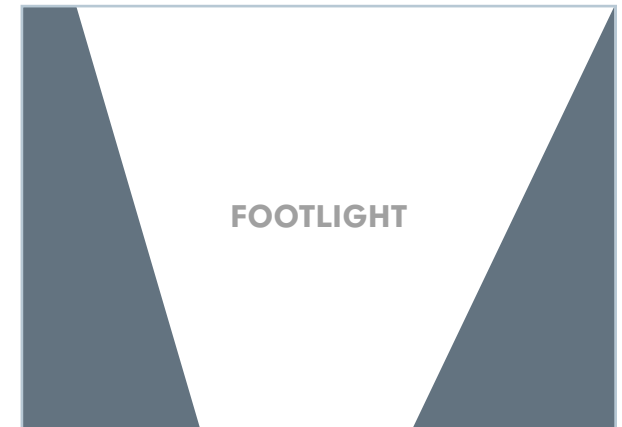
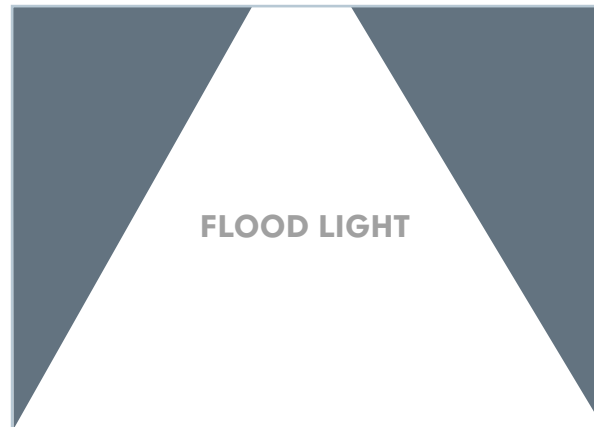
Where possible, photography should be rights-managed artist, team, performance, etc. imagery leveraging assets that are uniquely Ticketmaster's and ownable.



# TICKETMASTER "SHOWCASE"

The Ticketmaster Showcase highlights the epic experiences Ticketmaster brings to fans on behalf of our clients. The Showcase themes utilize premium photography and/or captivating copy as the hero and focuses the creative on the dynamic and electric nature of live entertainment. The Ticketmaster Showcase communicates "nothing compares to being there." Each theme corresponds to one of our segments—Spotlight to Concerts, Floodlight to Sports, Curtain to Arts & Theater, Floodlight to Family— but there is no mandate to only use a specific theme for a specific segment. The creative spec, image, and copy should be the deciding factor in which theme is most appropriate and best represents the overall message.

## THEMES:



# TICKETMASTER "SHOWCASE"

THEMES



**SPOTLIGHT**



**FLOODLIGHT**



**FOOTLIGHT**



**SIDE CURTAIN**

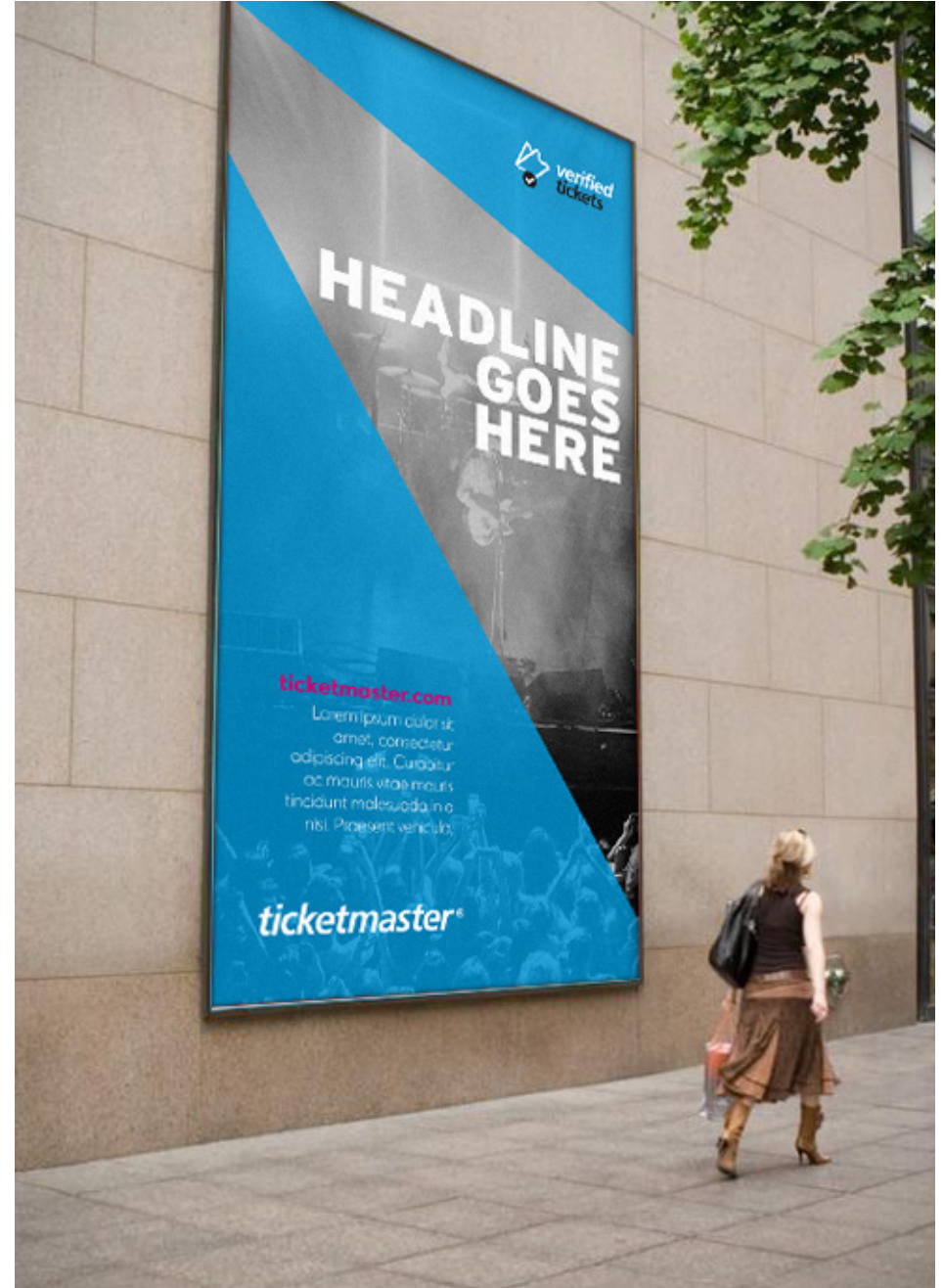


**TOP CURTAIN**



# PUTTING IT ALL TOGETHER

CREATIVE EXAMPLES





# OUR ANTHEM

IN.

From the minute an event is announced to the very last echoes of applause, we all want to be in.

Because being in is more than being there.

It's being in the know and in the now, being in the moment when culture is created, becoming part of something bigger than ourselves.

We all want to be in the action. In the groove. In the zone. Into Hip Hop. Into Rock. Into Jazz. Into Slam Dunks. Into Touchdowns. Into superheroes taking the stage. And princesses taking the ice.

We get it. Because we're fans, too. That's why we make the ultimate ticket. To get you in with ease, with access, with trust.

Because we understand our ticket is more than a ticket.

It's the gateway between fans. And the epic events they love.

And the connection between our partners and the fans they serve.

For 40 years, we've powered the best in the business: groundbreaking performers, legendary teams, world-class venues and stadiums.

And everyday, we're in it to make it even better.

To keep evolving. To keep improving. To make out tickets the most innovative in the world.

# HAVE A QUESTION?

Shoot us an email:

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Art Director, North America

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