



Brand Guidelines

How to use the iTickets brand in your marketing

Logo

Symbol and Wordmark

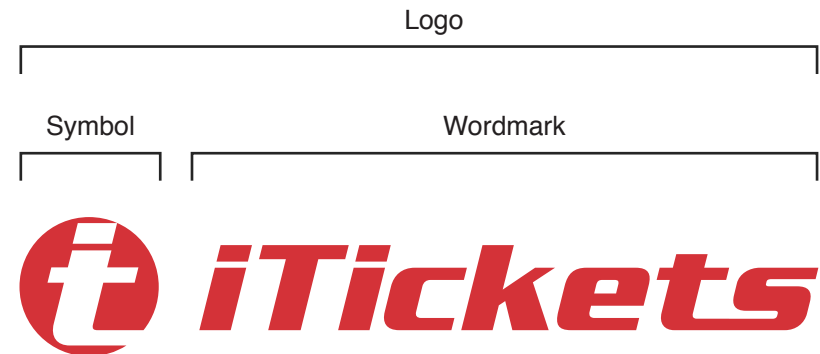
The iTickets logo consists of two components: a symbol and a wordmark.

When using the logo externally (i.e. not within the iTickets website or iTickets iOS app), whether in print, web, or video, the logo must be used with both the symbol and word mark in order to consistently represent the iTickets brand.

This logo must not be altered in any way. Please use approved artwork rather than attempting to recreate the logo.

Approved artwork can be found here:
tools.itickets.com/brand

Horizontal Logo



Vertical Logo



Logo

Logo Color

The iTickets logo is expressed in one color: Pantone 1797. When using the red logo color option, this color red must be used in all internal and external communication.



iTickets Red

Pantone 1797

Hex: #D03238

RGB: 209, 50, 57

CMYK: 12, 95, 84, 2

Logo

Logo Color Options

The iTickets logo can be used with the following color options:

1. iTickets red: use Pantone 1797 on all color materials and light backgrounds.
2. Black: use this color option on black and white materials.
3. White: use this color option on black and white materials or on dark backgrounds.



Logo White Space

When using the iTickets logo with other graphics, ensure that there is white space around each side that equals 1/4 of the height of the logo.



Logo Misuse Examples

The iTickets logo must not be altered in any way.
Please use approved artwork rather than
attempting to recreate the logo.

These are some examples of how not to use the
iTickets logo.

Incorrect Logo Usage



Incorrect proportion



Incorrect proportion



Incorrect color



Incorrect color



Effects added



Rotated



Effects added



Substituted wordmark



Missing symbol



Tiled symbol

Correct Logo Usage



INSIDER Logo Information

The iTickets INSIDER logo is a special brand mark that is an adaptation of the iTickets logo. It is designed to stand on its own and does not need to be paired with the iTickets logo.



INSIDER Logo

Logo Color Options

The iTickets INSIDER logo can be used with the following color options:

1. iTickets red: use Pantone 1797 on all color materials.
2. Black: use this color option on black and white materials.



INSIDER Logo

Misuse Examples

Incorrect Logo Usage



Resized type



Incorrect color



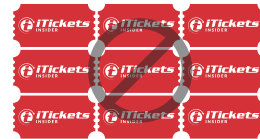
Effects added



Effects added



Rotated



Tiled



Type added



Altered element position

The iTickets INSIDER logo must not be altered in any way. Please use approved artwork rather than attempting to recreate the logo.

These are some examples of how not to use the iTickets INSIDER logo.

Correct Logo Usage



Logos

Size Requirements

The iTickets logos must remain legible at all times. When using an iTickets logo across mediums, ensure the logo is not too small to identify.



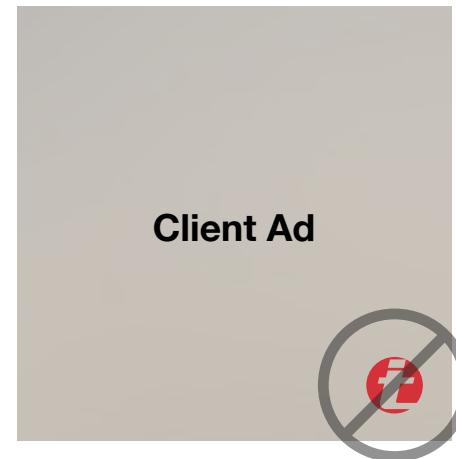
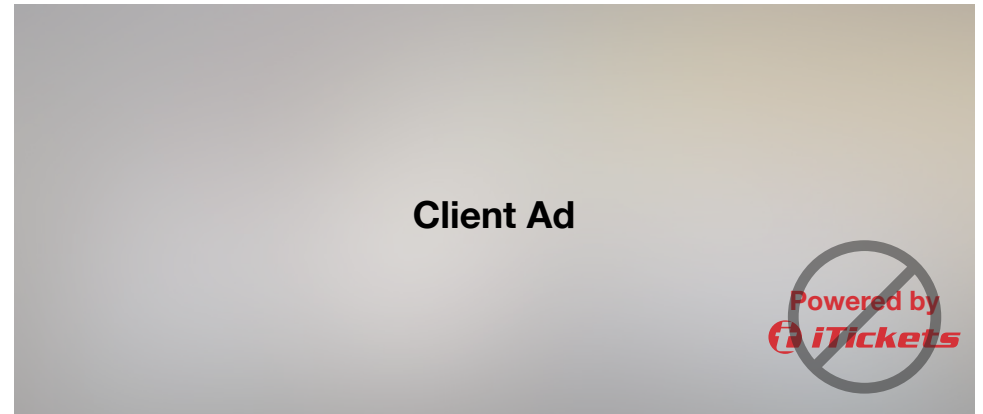
Logo

iTickets Website Misuse Examples

When using the iTickets logo on the iTickets website, the logo should not be used in any client's web based ads as this is repetitive and unnecessary due to the fact that the user is already on the iTickets website.

These are some examples of how not to use the iTickets logo on the iTickets website.

Incorrect Logo Usage



Typography

iTickets uses the sans serif typeface, Lato, for all web typography. Print and video material should also use Lato for all typography. If needed, body copy can be substituted for Helvetica.

Lato Bold
Lato Regular
Lato Regular Italic
Lato Light

Written Word

1. “**iTickets**” is the proper name when written in text and should be capitalized as such: lowercase i, capital T and lowercase other letters.
2. “**iTickets INSIDER**” is the proper name when written in text. “INSIDER” should be capitalized.
3. When making a textual referencing to the website, the URL should not contain “www” and should be written in all lowercase as follows:
itickets.com

