



## **BRAND GUIDELINES**

How to use the iTickets brand  
in your marketing

Updated April 2023

# LOGO SHAPE

- The iTickets logo may appear in three variants: **full**, **small**, or **tagline**.

The full or tagline variants should be preferred *except where using them would substantially compromise logo recognizability or aesthetic quality*, due to constraints on size or aspect ratio. (Examples include website favicons and square profile pictures.)

- The logo has either two or three colors: a **primary**, a **highlight**, and sometimes a **tagline**.

In the full and small samples below, **Dark Slate** is the primary and **Brand Orange** is the highlight.

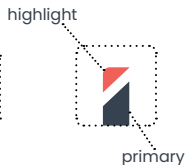
In the tagline sample, **Dark Slate** is the primary, **Medium Slate** is the highlight, and **Brand Orange** is the tagline. See the section "Brand Colors."

- Each sample is inscribed in a dotted outline. (Neither outline nor color labels are part of the logo.)

Full:



Small:



Tagline:



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

Approved artwork may be found here: [tools.itickets.com/brand](https://tools.itickets.com/brand)

# BRAND COLORS

When possible the background, primary, and highlight colors should be chosen from the table at the right.

Use only the following approved combinations, or some monochrome that fits your situation:

## Most Preferred

Bg. Pale Slate  
Prim. Dark Slate  
Highl. Brand Orange



Bg. Dark Slate  
Prim. Brand Orange  
Highl. Pale Slate

## Muted Colors

Bg. Pale Slate  
Prim. Dark Slate  
Highl. Medium Slate



Bg. Dark Slate  
Prim. Pale Slate  
Highl. Medium Slate

## Tagline Preferred

Bg. (white)  
Prim. Dark Slate  
Highl. Medium Slate  
Tgln. Brand Orange



Bg. Dark Slate  
Prim. Brand Orange  
Highl. Pale Slate  
Tgln. Pale Slate



## Brand Monochrome

Bg. Medium Slate  
Prim. Pale Slate  
Highl. Pale Slate  
Tgln. Pale Slate



Bg. Brand Orange  
Prim. Dark Slate  
Highl. Dark Slate  
Tgln. Dark Slate

	Brand Orange	Dark Slate	Medium Slate	Pale Slate*
Hex Triplet	FF5F55	35414E	577399	F7F7FF
RGB	255, 95, 85	53, 65, 78	87, 115, 153	247, 247, 255
CMYK	0, 78, 64, 0	79, 65, 50, 39	72, 52, 22, 3	2, 2, 0, 0
Pantone Coated	7416 C	7546 C	7667 C	n/a
Pantone Uncoated	Bright Red U, 3556 U	2965 U	647 U	n/a

\* For the background color, or for printed materials, you may freely substitute white in place of **Pale Slate**.

# TYPOGRAPHY

## HEADINGS

- font family either Kadwa or Barlow
- **bold print**
- ALL CAPS
- 100pt letter spacing

## BODY TEXT

- font family either Poppins or Inter

**KADWA BOLD**

**Poppins Bold**

Poppins Regular

*Poppins Italic*

Poppins Light

## EXAMPLES

