

Ticketpro Logo Use Guidelines

Company Logo

The Ticketpro logo is a representation of the style of the corporation. We are providing you with a basic set of rules on how to use this logo. These rules are mandatory. A detailed graphic report can be obtained by a Ticketpro representative and/or is available on the company's official website

Logo, Basic Version

The vertical and horizontal proportions of the logo must always be maintained. The logo may not be tilted or deformed. The logo also may not be created freehand or typeset using one's own set of fonts.

The logo consists of the word "TICKETPRO" in a bold, blue, sans-serif font. The letters are slightly slanted to the right. A registered trademark symbol (®) is located to the upper right of the letter "O". Below the word "TICKETPRO" is the website address "www.ticketpro.biz" in a smaller, blue, sans-serif font.

TICKETPRO®
www.ticketpro.biz

Logo Spacing / Protective Zone

The minimum required distance from the logo for placement of text or graphic elements must be 10% of the width of the logo. This rule applies for any and all uses of the logo.

In case of printed materials where the logo is placed at the edge of the paper, the minimum distance from the edge of the format is 20% of the logo width.

Ticketpro Czech Republic logo is used for all examples

Protective Zone: 10% of logo width



Protective Zone: 20% of logo width



Colour Definition

Coloured Logo

The colour logo is used on colour materials.
 Ticketpro colour – blue, CMYK: 100, 60, 0, 0
 Pantone 2935C – for spot colour printing
 RGB #005298 / R 0 G 102 B 179

In printed materials, fliers or on posters, the logo is easiest read in the basic colour version on a white background. If this is impossible, the logo can be used on a light-coloured background. The logo must always be easy to read on any material. It is not recommended that the logo be used on a busy background. The inverse (white) version of the logo is used on dark-coloured materials (e.g. black, dark blue).

Recommended Versions of Logo Use in Colour Materials



Options for Using the Inverse Logo on Dark-Coloured Materials



Examples of Unacceptable Use of the Logo



Logo on a busy background



Logo on a dark background



Logo on a dark background

Black & White Logo

The black and white version of the logo is used if the colour version cannot be used. It must be guaranteed that printing will be of adequate quality. It is always necessary to adhere to the set guidelines for logo placement, including protective zones.



Minimum Logo Size

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. The minimum width of the logo is 20 mm.



Unacceptable Logo Use



Incorrect use of colour



Logo is deformed



Logo is tilted



Chnaged logo



Protective Zone is breached



Inadequate logo quality

E-ticket and M-ticket Logos

The E-ticket and M-ticket logos represent additional products of Ticketpro. The same guidelines as for the Ticketpro logo also apply for use of these logos.



Logo Spacing / Protective Zone

The minimum required distance from the logo for placement of text or graphic elements must be 10% of the width of the logo. This rule applies for any and all uses of the logo.

Protective Zone: 10% of logo width
 $0,1 \times \text{mm}$ X mm



Colour Definition

Blue:

Ticketpro colour – blue, CMYK: 100, 60, 0, 0

Pantone 2935C – for spot colour printing

RGB #005298 / R 0 G 102 B 179

Orange:

CMYK: 0, 59, 96, 0

Pantone 165 C – for spot colour printing

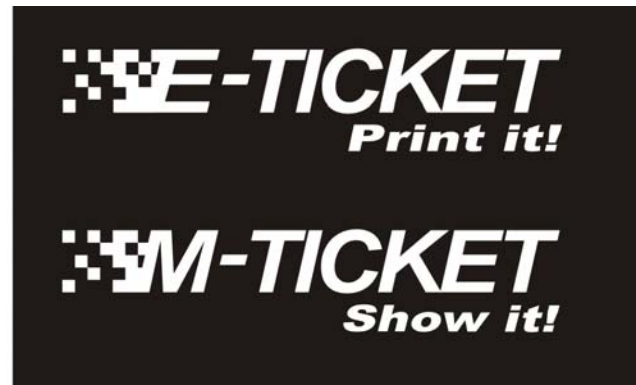
RGB #FF7F45 / R 255 G 127 B 69

Black & White Logos

The black and white versions of the logos are used if the colour version cannot be used. It must be guaranteed that printing will be of adequate quality. It is always necessary to adhere to the set guidelines for logo placement, including protective zones.

E-TICKET
Print it!

M-TICKET
Show it!



Minimum Logo Size

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. The minimum width of the logos is 23 mm.

