

Core Brand

Guidelines

3.0



Logo

The Ticketmaster wordmark is the center of our brand identity. And because it's so recognizable, it's vital that these guidelines are applied consistently. The standard logo may only be used in White, Neptune Blue and Cosmos Black.

#### Registered Trademark

The Ticketmaster logo is a registered trademark and we want to ensure that others don't misuse it (or use it without our permission). When we use the logo in our own products or marketing, it's not necessary to use the ®. When our partners, media or other third parties use our logo, we ask that they use our logo with the ®.

↓ [Download the official Ticketmaster logos here.](#)

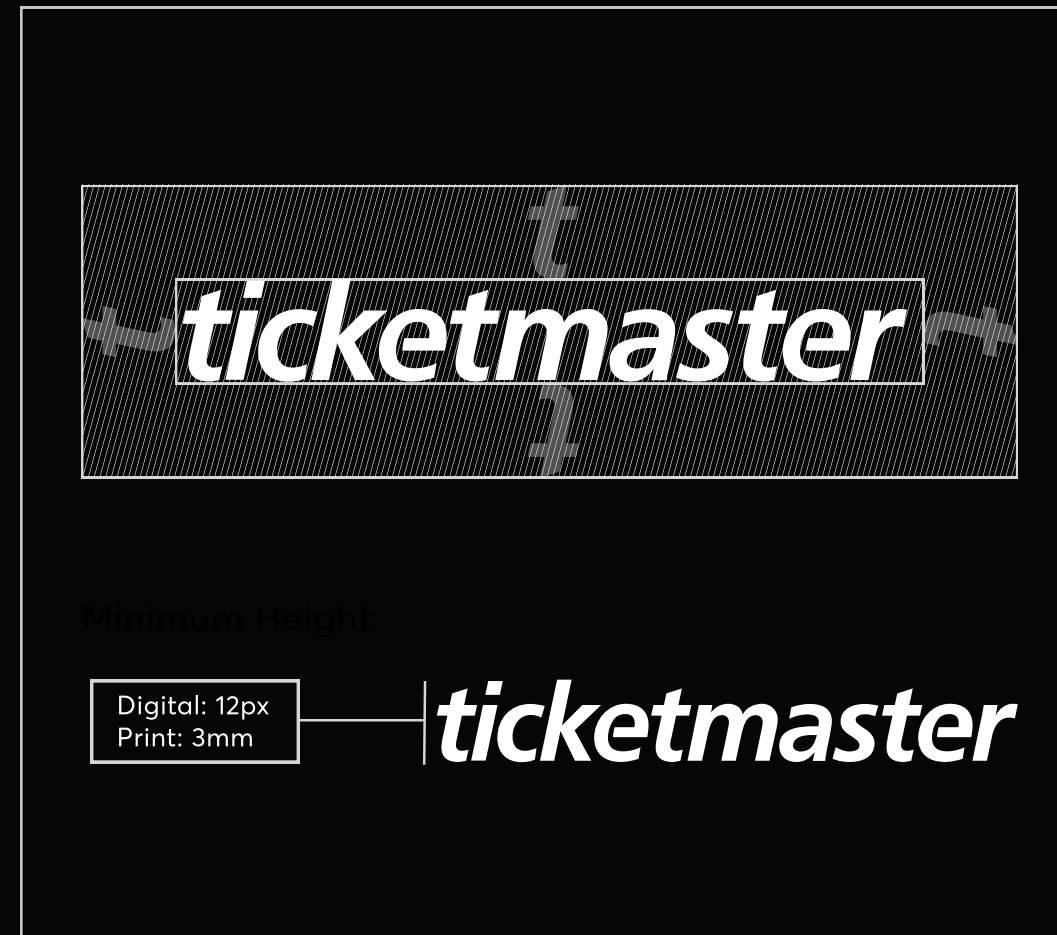
i Partners, media and third parties please use the ® version of our logo.



*ticketmaster*



*ticketmaster*®



✓ Ample Spacing

Our logos should always be surrounded by generous space with the minimum clearance area being equal to the height of the 't' in the wordmark.



✗ Distortion

Don't distort or redraw logos when applying them to communications.



✗ Color & Typeface

Don't use gradients or change the logo to non-brand colors. Never shorten or recreate the logo with any other typefaces. Only use the approved logo file.

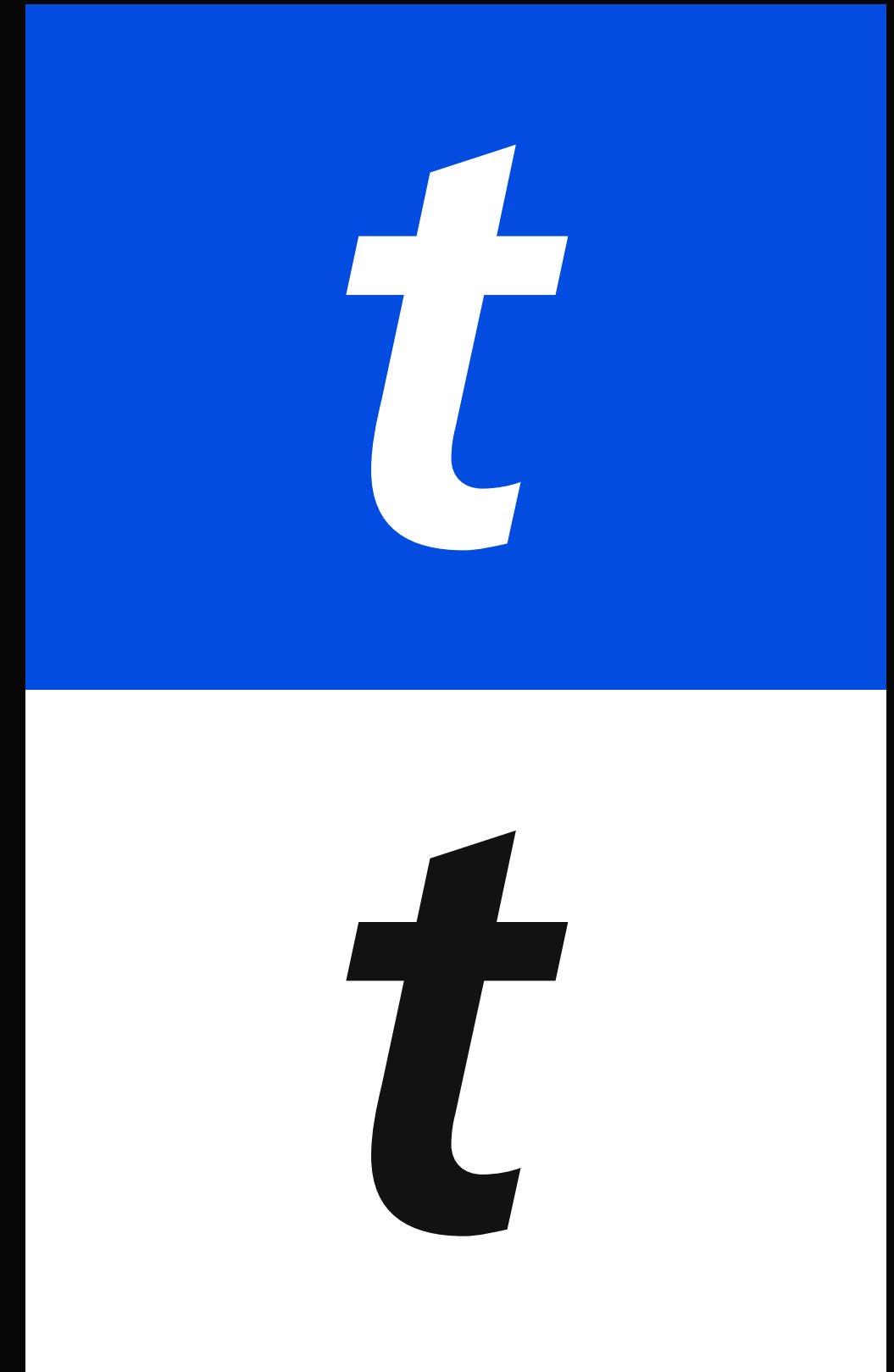
**Using the Ticketmaster 't'**

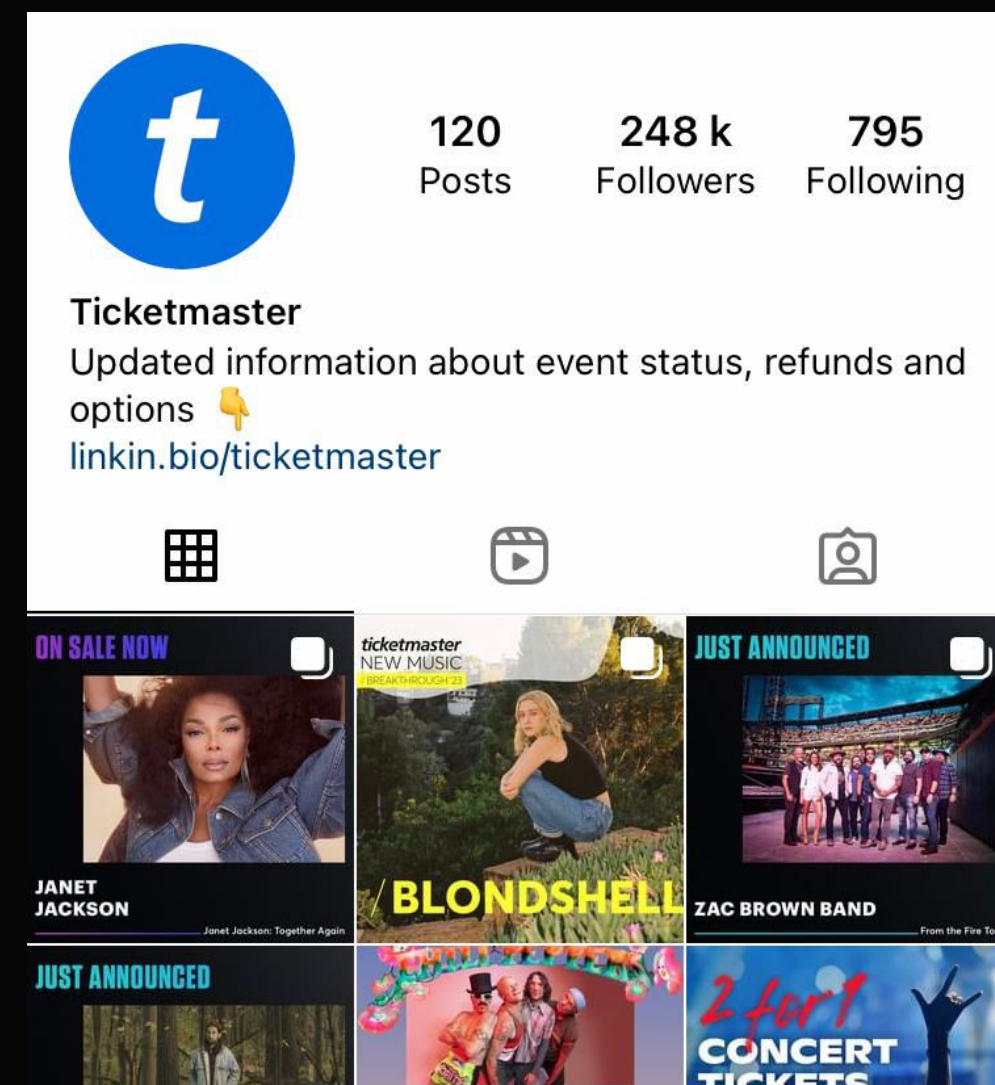
When space is limited, or we're able to be responsive and dynamic, the Ticketmaster "t" can be used; however, it is crucial that audiences understand the "t" stands for the Ticketmaster brand.

The "t" is secondary to our wordmark, and should never replace it. It is best used on Ticketmaster properties such as the website, emails, blog, and social media accounts. If the artwork will appear outside of these contexts then the full word mark must be used, with the "t" utilised as a secondary and complimentary icon if space allows.



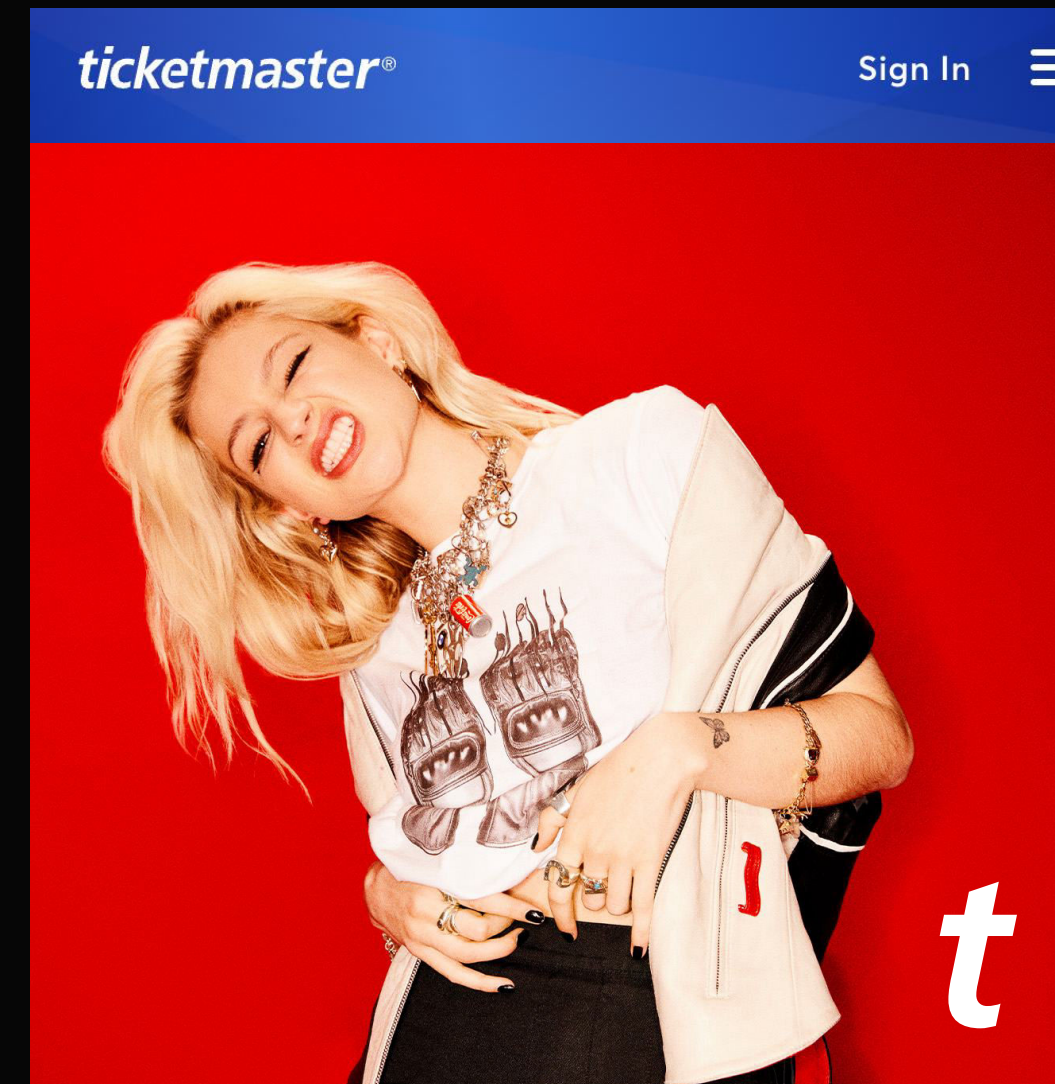
↓ [Download the official Ticketmaster favicon here.](#)





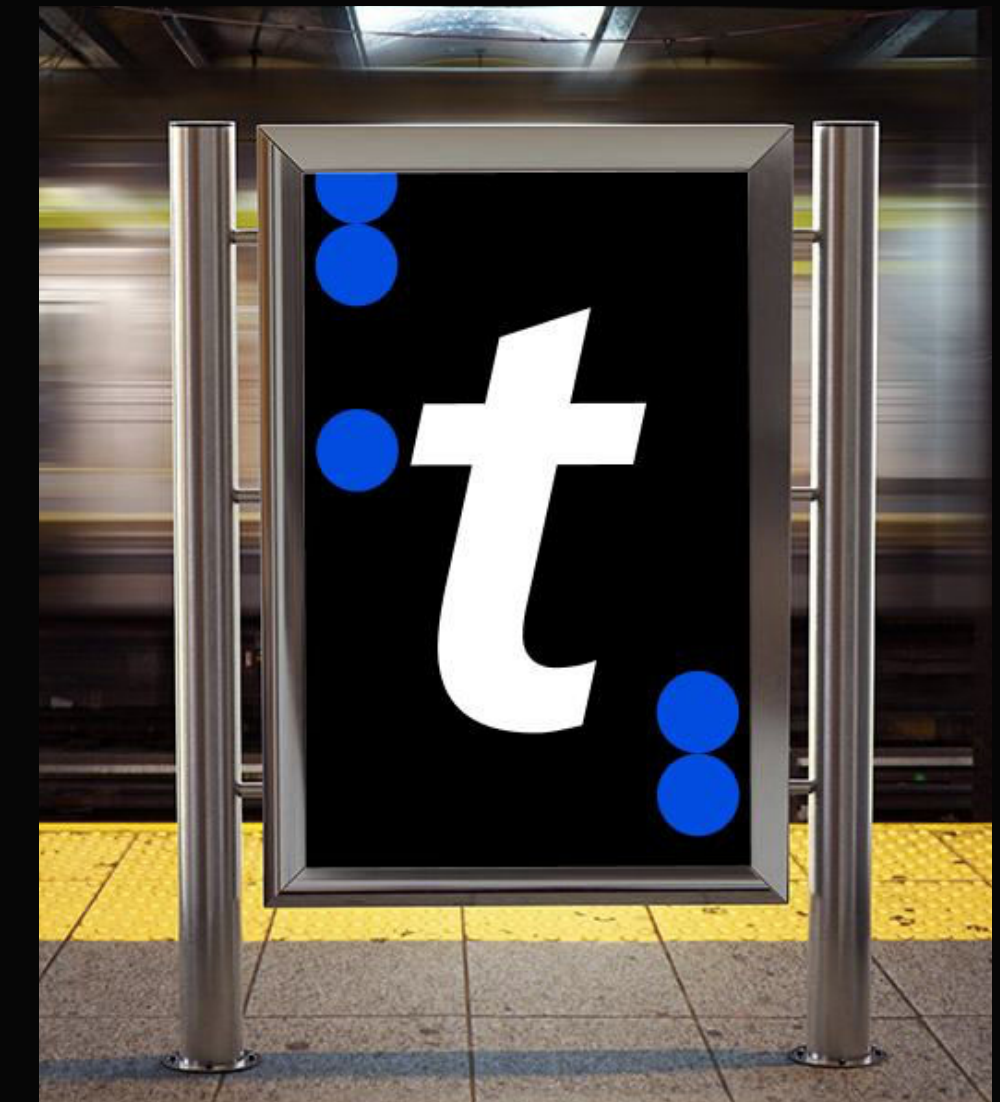
✓ Social Use

We encourage using the 't' landmark on social channels where space is limited and the 'Ticketmaster' brand is made clear by other elements.



✓ Over Photography

The 't' logo may be placed over photography as long as it is distinct and legible. Ensure the full ticketmaster logo is visible elsewhere on the page.



✗ Solo Use

Don't use the 't' as the sole representation of the Ticketmaster brand.