



B2B Brand Guidelines

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Logos

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 3rd parties use our logo, we ask that they use our logo with the ®.

Primary Color Usage



Additional Color Cases



LOGO

✓ DO



Minimum Height

Digital: 12px
Print: 3mm*ticketmaster*

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.

✗ DON'T

ticketmaster
ticketmaster
ticketmaster
ticketmaster

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

✗ DON'T

ticketmaster
ticketmaster
ticketmaster
ticketmaster

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.



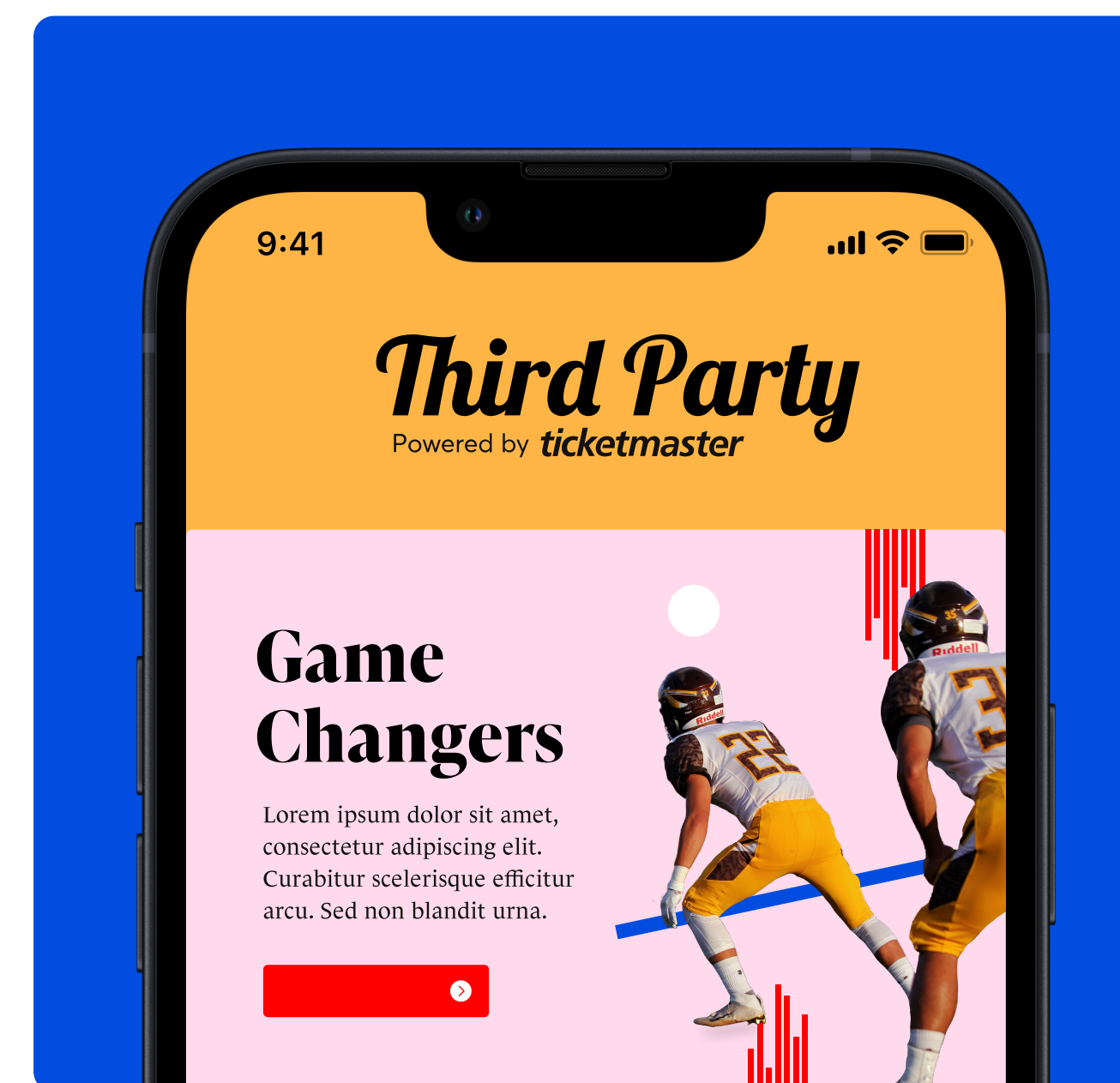
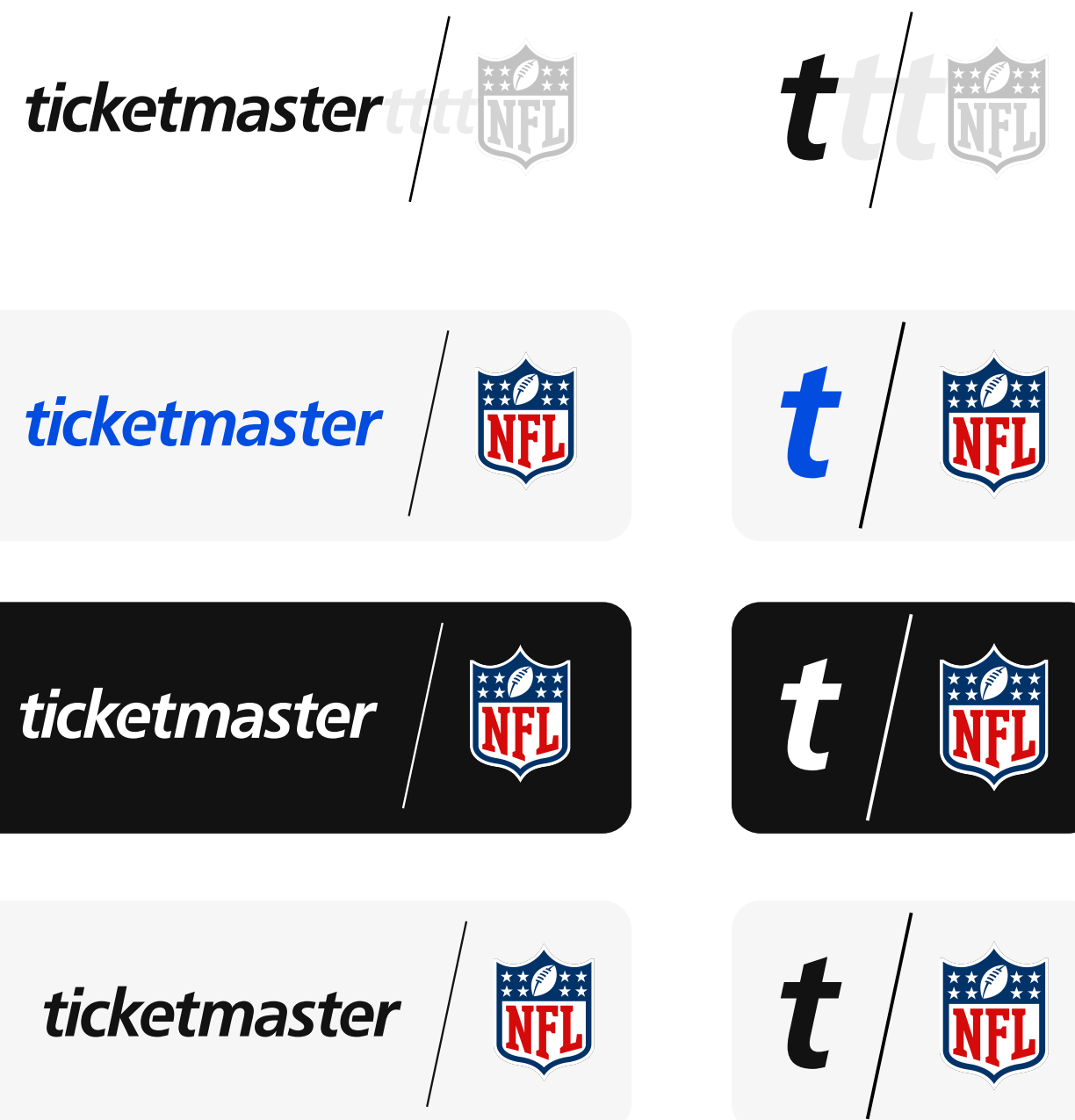
Download the official Ticketmaster logo [here](#).

LOGO

Partner Lockups

The '/' or 'slash' is our unique designation signifying our official lockup. It connects two Ticketmaster brands dynamically, expressing emotion and professionalism. The Ticketmaster wordmark or 't' should always lead the lockup to the left.

Powered by Ticketmaster' logos should only be used when a third party uses Ticketmaster technology to run their client or fan-facing output. This logo should be present to inject the Ticketmaster presence into the third-party's branding.





Color

Color Palette

Primary Palette

Our primary palette consists of three colors: Neptune, Cosmos and White. These have been carefully chosen to work well with our corporate palette.

Neptune should only ever be paired with white, or on a case-by-case basis on top of photography.

Neptune Reverse can be used for text on a Cosmos background in order to increase contrast and improve accessibility.

Moon is used as a background color when looking for white elements to standout in the foreground.

Secondary Palette

Our secondary palette is critical to enhancing materials. Ganymede, Callisto, and Callisto Reverse are Ticketmaster's secondary colors, promoting an accent of electricity and excitement across marketing and B2B products and collateral.

Like Neptune Reverse, Callisto Reverse should be used for text paired with a Cosmos background in order to increase contrast and improve accessibility.

Gradients

Gradients can be used in digital ads to avoid a hard line when transitioning from the copy space to an image. This gradient should happen between primary colors and should not be used for print.

COLOR

Core Palette

NEPTUNE

#024DDF • R 2, G 77, B 223

COSMOS

#121212 • R 18, G 18, B 18

WHITE

#FFFFFF • R 255, G 255, B 255

MOON

#FAFAFA • R 250, G 250, B 250

Secondary Palette

CALLISTO

#A733FF • R 167, G 51, B 255

GANYMEDE

#21FFF2 • R 33, G 255, B 242

Infographics and Charts Only

TITAN

#FBFF2C • R 251, G 255, B 44

JUPITER

#FFB932 • R 255, G 185, B 50

MARS

#EB0000 • R 235, G 0, B 0

Secondary Tints

NEPTUNE MORNING

#C7DAFE • R 199, G 218, B 254

CALLISTO MORNING

#DDB1FF • R 221, G 177, B 255

GANYMEDE MORNING

#A6FFFA • R 166, G 255, B 250

NEPTUNE NIGHT

#01266F • R 1, G 38, B 111

CALLISTO NIGHT

#58009D • R 88, G 0, B 157

GANYMEDE NIGHT

#008F87 • R 0, G 143, B 135

Additional Grays

AMMONITE

#D6D6D6 • R 214, G 214, B 214

DIATOMITE

#EBEBEB • R 235, G 235, B 235

LUNAR

#F6F6F6 • R 246, G 246, B 246

Reverse Colors for Accessibility

NEPTUNE REVERSE

#3C7EFF • R 60, G 126, B 255

CALLISTO REVERSE

#CB5CFF • R 203, G 92, B 255



Accessibility is important to us

We want to ensure the Ticketmaster brand is inclusive by adhering to accessibility best practices. Refer back to this page for the correct text and background color combinations.



Typography

Averta



Download the full Averta suite [here](#). Instructions enclosed

Averta is Ticketmaster's official brand typeface and should be used in all marketing and communications messages. In very specific cases when Averta isn't supported, our backup font is Calibri.

Averta Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Averta Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Averta Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Averta Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Averta Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Using Averta

Give it Space

Make sure to use ample line height and paragraph spacing so that your copy is easily readable. Watch the leading when using sentence case — you'll tend to get hanging descenders from 'g's and 'y's, so let them breathe.

Don't Kern Like Crazy

Averta works quite well in its default kerning mode (space in between letters). Try not to stray too far from that. Please avoid tracking out the typeface excessively.

Using Caps

Avoid using all uppercase or all lowercase characters in most writing. Uppercase text is reserved for eyebrow copy and chart labels, should have 10% tracking and be in Averta Semibold.

Stick to Approved Weights and Styles

Our typography guidelines are here to encourage efficiency and distill simplicity — it's best if you stick to them as closely as possible.