



Brand Guidelines

TICKETS FOUR
MAKING EVENTS MEMORABLE IS WHAT WE DO BEST.

Here you will find all brand assets:
logo, social icons, brand colors & more.



USING THE **TICKETS FOUR** BRAND

Here you'll have a guide to help you use some of our essential brand elements - our logo, typography, color palette icons, illustrations and design guidelines.

Please note that this guide isn't exhaustive. Please reach out to info@ticketsfour.com if what you are looking for isn't displayed in our brand guide.



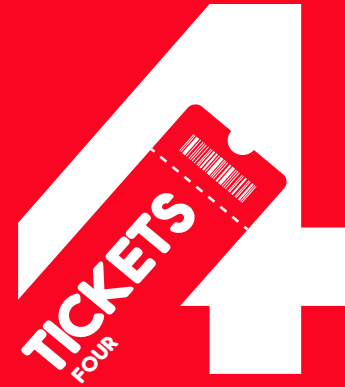
OUR LOGO

OUR LOGO

Identifies who we are and what we do, it is our most essential and valuable asset. When applying the logo, please be mindful of the following:

- Only show the logo of Tickets Four in red or white. Those are the official brand colors.
- Don't alter, rotate, or modify the logo.
- Don't animate the logo in anyway shape or form.
- Don't use outdated versions of the logo.
- You can use any logo variation listed on the right-side.

Logo Variation 1



Logo Variation 2



Logo Variation 3

TICKETS FOUR

COLORS

Keep in mind, that the Tickets Four logo is always either red or white.

- When placing the logo on an image, always use the red version.
- For images with a light background, we suggest applying the red logo with the white background as shown in the example, so that the logo is legible.
- There may be some exceptions to the rule. Please reach out for permission.



SOCIAL ICONS

We've made a few different social icons for you to choose from. Available for you to download on our brand page.

- Keep the logo in red or white only. You may, however, change the background of the icon to match your creative.
- Display it at equal size and height to other social icons.
- The minimum width of the Logo Social Icon is W: 50 H:60 pt.
- Whenever possible, take our logo out of its container.
- If a container is needed, feel free to use either a circle, square, or a square with rounded corners



Logo Social Icon



Min. width 50 & Height 60



Logo Social Icon



Min. width 50 & Height 60



Circular Social Icon



Min. width 50 & Height 60



Square Social Icon



Min. width 50 & Height 60



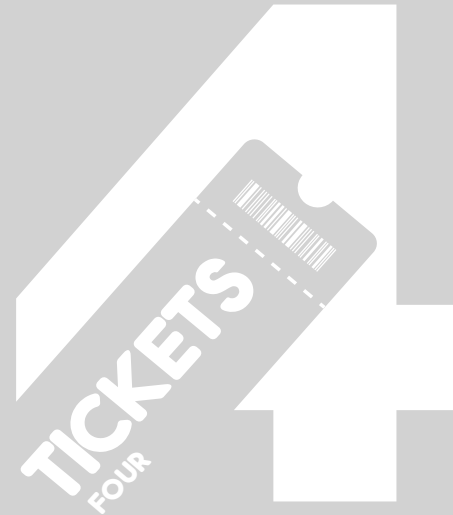
LOGO USAGE

LOGO MISUSE

We love our logo, it represents who we are. Please do not misuse it in anyway, below are a few things that are not allowed. Carefully review them, If you have any questions feel free to contact us.

- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't surround the logo with other things.
- Don't personalized the logo.
- Don't overemphasize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance.

correct way to use our logo





TICKETS FOUR MARKS



TICKETS FOUR MARKS

Some of the Tickets Four marks include, but are not limited to:
The brand name “Tickets Four”, our logo, any word, phrase, image, or
The tagline “ Making events memorable is what we do best”, or other
designation that identifies the source or origin of a Tickets Four product.
Also Always, always, always capitalize the T and F “Tickets Four.”

Naming & Visual Design (logos, websites, products)

- Do not use our logo or icons as your own.
- Do not incorporate the Tickets Four’s marks, in the name of your company, product, service, website, domain name, application, or website.

Books or Publications (education, guides or other assets)

- When using our assets for educational purposes please be clear to state that your work is about our platform, and not by us. Do not use our name in any title or cover.

Merchandise (Sale of products)

- We do not allow others to make, sell, or give away anything with our name or logo on it. If you have further questions about this please feel free to contact us for further review.



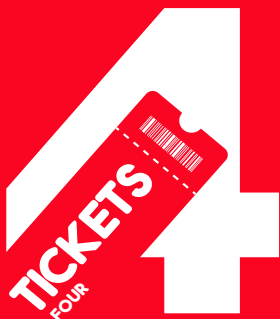
LEGAL: TICKET FOUR TRADEMARK GUIDELINES

LEGAL

By using the Tickets Four trademarks in these Brand Guidelines, you agree to follow these Tickets Four Trademark Guidelines (the “Guidelines”) as well as our Terms of Use and all other Tickets Four rules and policies. Tickets Four Inc. (“Tickets Four”) reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice.

These Guidelines apply to your use of the Tickets Four trademarks. You may use the trademarks solely for the purposes expressly authorized by Tickets Four Inc. Strict compliance with these Guidelines is required at all times, and any use of Tickets Four trademarks in violation of these Guidelines will automatically terminate any permission related to your use of the Tickets Four trademarks. Tickets Four reserves the right to grant or deny any permission at its sole discretion and for any reason.

If you have any questions about these Guidelines, please contact info@ticketsfour.com.



(1) You may not alter the Tickets Four trademarks in any manner, including, but not limited to, changing the proportion, color, or shape of the trademarks, or adding or removing any elements from the Tickets Four trademarks.

(2) The Tickets Four must appear by themselves, with reasonable spacing between each side of the marks and other visual, graphic, or textual elements.

(3) The Tickets Four trademarks should not be placed in any way that interferes with the readability or display of the entirety of the Tickets Four trademarks.

(4) You may not use the Tickets Four trademarks in any manner that implies sponsorship or endorsement by Tickets Four without an express written permission and license from Tickets Four.

(5) You may not use the Tickets Four trademarks to disparage Tickets Four, its product or services, or in a manner which, in Tickets Four's sole discretion, may diminish or tarnish Tickets Four's goodwill in the Tickets Four trademarks.

(6) You may not use the Tickets Four trademarks to refer to any other products or service other than Tickets Four. The tagline, “Making events memorable is what we do best,” marks must only be used to reference Tickets Four products.

(7) When creating a product or app, website, or other service that uses or interacts with Tickets Four, use a unique name, logo, and design that cannot be confused with the Tickets Four trademarks or domains that include the Tickets Four trademark or any other confusingly similar variations.

(8) You must display the following statement in materials that display the Tickets Four trademarks: The Tickets Four logo are trademarks of Tickets Four Inc or its affiliates.

(9) You acknowledge that all rights to the Tickets Four trademarks are the exclusive property of Tickets Four, and all goodwill generated through your use of the Tickets Four trademarks will inure to the sole benefits of Tickets Four. You will not take any action that is in the conflict with Tickets Four's right in, or ownership of, the Tickets Four trademarks.

Tickets Four reserves the rights, exercisable at its sole discretion, to modify these Guidelines, the Brand Guidelines, and/or the Tickets Four trademarks at any time and to take appropriate action against any unauthorized or nonconforming use of the trademarks.