



Brand Guidelines

April 2023

Visual Identity

1. Primary Logo Suite
2. Secondary Logo Suite
3. Logo Usage
4. Colour Palette
5. Typography
6. Iconography

Preferred size 64px



Preferred minimum size 30px



Preferred minimum size for logo 20px



Primary Logo Suite

Logo - mark



Horizontal Lockup



Vertical Lockup



Logo Suite for Dark Backgrounds

Logo - mark



Horizontal Lockup



Vertical Lockup



Primary Lockup Usage on coloured background

Our logo should ideally appear in DigiTickets dark blue against a light background or light parts of images which allow enough contrast for clear logo visibility. Or orange and white on a dark background.



Minimum Clearspace

Wherever the logo appears, make sure there's clear-space around it equivalent to the inner square of the logo or the "d" of DigiTickets.

Logo - 20mm



Horizontal Lockup - 20mm high



Vertical Lockup - 30mm high



Minimum size 20px



Minimum size - 30px high



Minimum size - 40px high

Primary Colour Palette

The DigiTickets primary colour palette should be applied to all logo or content, including stickers, signs, out of home advertising, etc.

Use of colour should vary depending on the surface or application, always striking a balance between optimism and sophistication.

Primary 1

#0f1522

R.15 G.21 B.34

C.84 M.75 Y.56 K.74

Primary 2

#2eafdc

R.46 G.175 B.220

C.76 M.18 Y.3 K.0

PRIMARY 1

900

#0f1522

50

#f1f8ff

100

#e9efff

200

#dee4f7

300

#ccd3e5

400

#a8aec0

500

#888d9f

600

#606676

700

#4d5362

800

#2f3543

900

#0f1522

PRIMARY 2

500

#2eafdc

50

#e0f4fa

100

#b1e3f1

200

#80d0e9

300

#51bde0

400

#2eafdc

500

00a3d8

600

#0095ca

700

#0082b8

800

#0071a4

900

#005283

Secondary Colour Palette

The DigiTickets has a secondary colour palette which should be used to support the primary colours and applied to logos or content, including stickers, signs, out of home advertising, etc.

Use of colour should vary depending on the surface or application, always striking a balance between optimism and sophistication.

Green 1

#00a551

R.0 G.165 B.81

C.100 M.0 Y.100 K.0

Yellow 1

#ffc10e

R.255 G.193 B.14

C.0 M.25 Y.100 K.0

Green 2

#008541

R.0 G.133 B.65

C.100 M.0 Y.100 K.25

Yellow 2

#c5980b

R.197 G.152 B.11

C.0 M.25 Y.100 K.25

Blue 1

#2eafdc

R.46 G.175 B.220

C.76 M.18 Y.3 K.0

Pink 1

#d30e8b

R.211 G.14 B.139

C.12 M.100 Y.0 K.0

Blue 2

#008daf

R.0 G.141 B.175

C.100 M.25 Y.25 K.0

Pink 2

#950570

R.149 G.5 B.112

C.25 M.100 Y.0 K.25

Website Colour Palette

The DigiTickets website colour palette.

Blue Font Colour
#1b2433
R.27 G.36 B.51
C.92 M.77 Y.50 K.63

Blue #02a2d9
C.75 M.16 Y.3 K.0

Light Blue W2 #007fad
C.100 M.25 Y.25 K.0

Mid Blue #364760
C.83 M.65 Y.39 K.31

Nav Blue #1b2433
C.92 M.77 Y.50 K.63

Dark Blue #141923
C.92 M.79 Y.55 K.75

Black W #000000
C.0 M.0 Y.0 K.100

Off White #f9f9f9
C.0 M.0 Y.0 K.2

Light Grey #f7f7f7
C.0 M.0 Y.0 K.3

Mid Grey #f0f0f0
C.0 M.0 Y.0 K.6

Grey #dfdfdf
C.0 M.0 Y.0 K.12

Dark Grey #888888
C.0 M.0 Y.0 K.47

Darker Grey #666666
C.0 M.0 Y.0 K.60

Yellow W #fdbb06
C.0 M.30 Y.93 K.0

Green W #008539
C.86 M.21 Y.99 K.7

Red #e40414
C.0 M.100 Y.97 K.0

Pink W #ce0074
C.15 M.100 Y.12 K.1

Secondary Desaturated Website Colour Palette

Green 800 C.86 M.21 Y.99 K.7 #008539	Yellow 500 C.0 M.30 Y.93 K.0 #fdbb06	Red 700 C.0 M.100 Y.97 K.0 #e40414	Pink W C.15 M.100 Y.12 K.1 #ce0074
50 #e6f6eb	50 #fff7e1	50 #ffeaed	50 #fce5f1
100 #c4e9cd	100 #ffeab2	100 #ffcbee	100 #f8bddb
200 #9ddbada	200 #ffdd80	200 #fc9691	200 #f691c4
300 #74ce8c	300 #fed04d	300 #f56a65	300 #f663ab
400 #51c373	400 #fec527	400 #ff443b	400 #f63c95
500 #29b85b	500 #fdbb06	500 #ff2c15	500 #f70080
600 #20a951		600 #f61c18	600 #e5007b
700 #119645		700 #e40414	700 #ce0074
800 #008539			

DigiTickets brand guidelines

Our Proper Name

When written DigiTickets, the following format should always be followed:
“D” of “Digi” and “T” of “Tickets” is always capitalized.

There is no space between the two words.

Proper name written:

DigiTickets

Typography

Our primary typeface is OpenSans font. (<https://fonts.google.com/specimen/opensans>)
Helvetica (system fonts) only when this option is technically unavailable.

OpenSans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

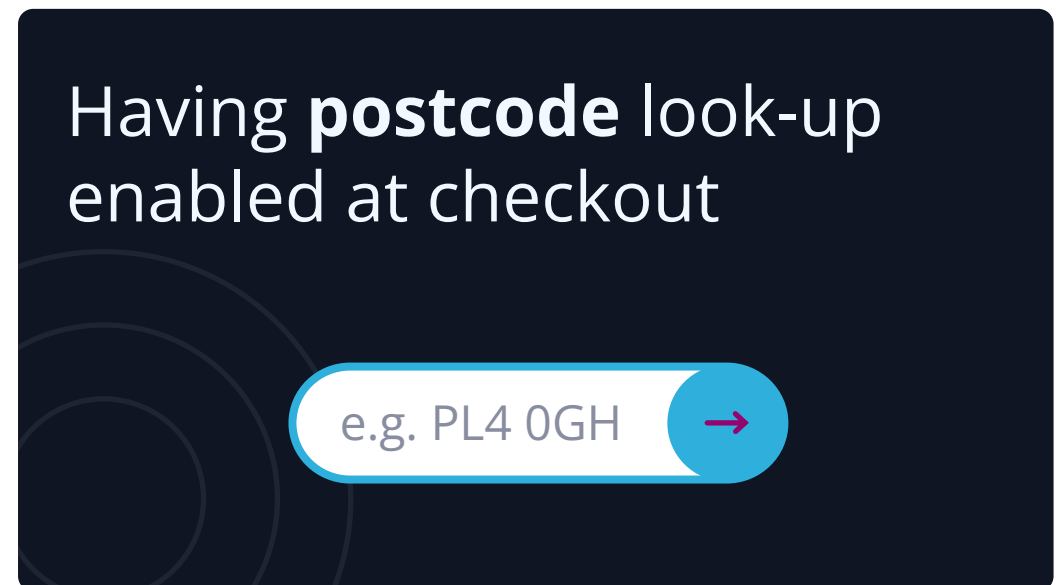
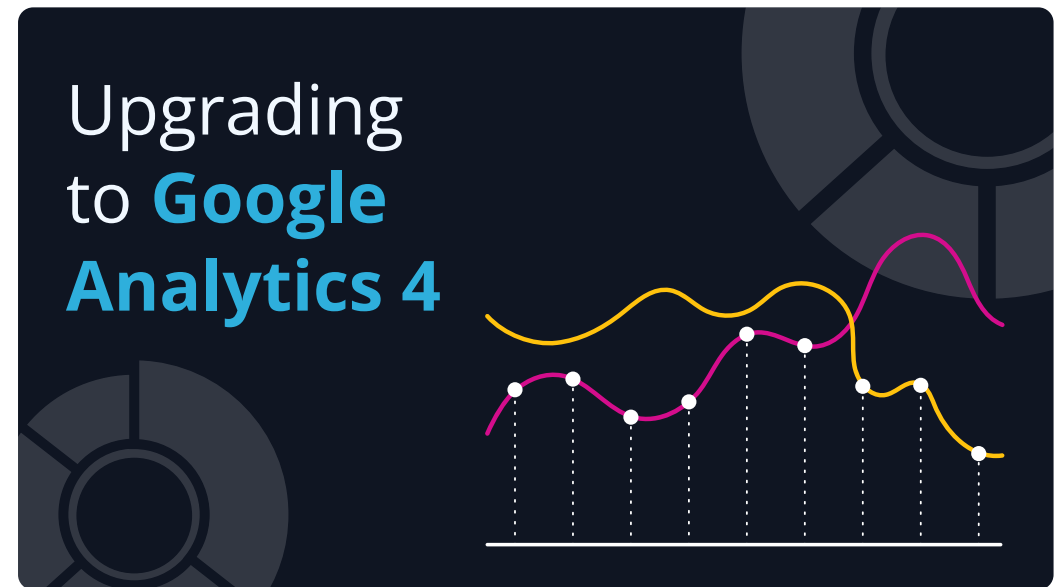
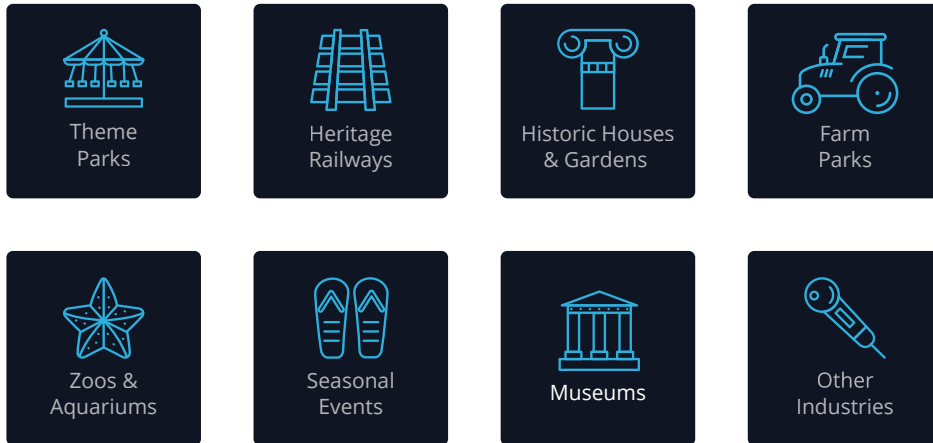
Helvetica

AaBbCcDdEeFf

AaBbCcDdEeFf

AaBbCcDdEeFf

Iconography and Illustrative styling





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