Tickstar

FROM XERO

Clearspace

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximises visibility and impact.

The clearspace arouund the Tickstar logo should be the same value as the height of the letter 'i'.

Logomark

A logomark is an identifying mark or symbol that doesn't contain the business name.

Tickstar's logomark can be used framed or unframed. It is mainly to be used when the full width logo is too small for the text to be legible or in instances where there is not enough space for the primary logo.
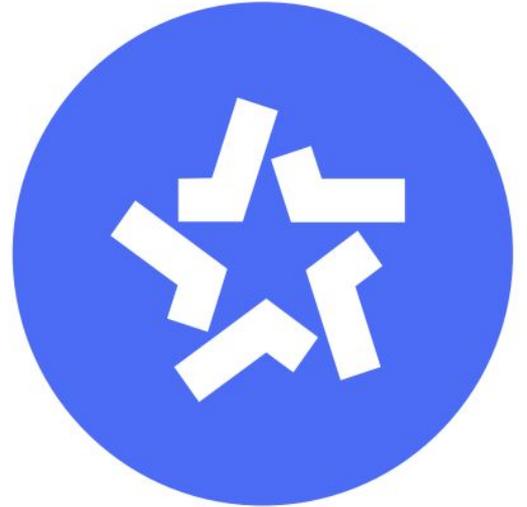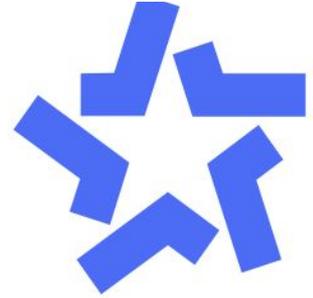
Logo Do's

Use brand colours in the logo on top of white.

Use deep purple on top of lighter brand colours.

Use white on top of darker brand colours.

Use deep purple on top of white.

Use white on top of deep purple.

Use white on top of images. Images must have a black overlay on top.

Logo Dont's

Don't use colours outside of the colour palette.

Don't use colours outside of the colour palette.

Don't use dark colours on top of dark backgrounds.

Don't use light colours on top of light backgrounds.

Don't use more than one colour in the logo.

Don't place the logo on top of an image with no black overlay. Don't stretch or distort the logo.