

ticketlink

The logo graphic consists of a thick orange line forming a rectangular frame. The right side of the frame is replaced by a semi-circular shape that overlaps the end of the word 'link'.

**STYLE GUIDE**

# LOGO

The Ticketlink logo is to appear in its full colour variation where possible. A mono version of the logo is available for use on request.

To ensure a consistent relationship between all elements, the Ticketlink logo must not be re-drawn, typeset or otherwise altered in any way.

Minimum size for the logo is 6mm high.

If the Ticketlink logo is being used on a coloured (non-white) background, the White type version must be used (please use the PNG version of this logo downloadable below).

MAIN LOGO



REVERSE LOGO



Main reverse logo.  
Only to be used on dark backgrounds.

GREY LOGO






Secondary reverse logo.  
Only to be used on orange backgrounds.

Logos can be downloaded from the Ticketlink website [here](#)

# COLOURS & FONTS

## COLOURS

	Black/Grey	CMYK: 20.0.0.90 RGB: 45.59.66 HEX: 2e3b42
	Orange	CMYK: 0.80.100.0 RGB: 241.90.34 HEX: f15a22
	Light Grey	CMYK: 0.0.0.55 RGB: 138.140.142 HEX: 8a8c8e

## FONTS

### LOGO FONT

**Co Headline Bold**  
**Co Headline Regular**  
Co Headline Light

### HEADLINE FONT

**Raleway Black**  
**Raleway Extra Bold**  
**Raleway Bold**  
**Raleway Semi Bold**  
Raleway Medium  
Raleway Regular  
Raleway Light  
Raleway Extra Light  
Raleway Thin

Raleway is available from [here](#)

### BODY FONT

**Roboto Black**  
**Roboto Bold**  
**Roboto Medium**  
Roboto Regular  
Roboto Light  
Roboto Thin

Roboto is available from [here](#)

Roboto is also available in a condensed version [here](#)


NB. The condensed version is only to be used for forms if needed.

# POSTER BASE

A stacked option with an optional black or white strip.  
There is space for venue logos to appear on the left hand side.

## STACKED POSTER BASE

Tickets sold through   
1300 855 835 | ticketlink.com.au

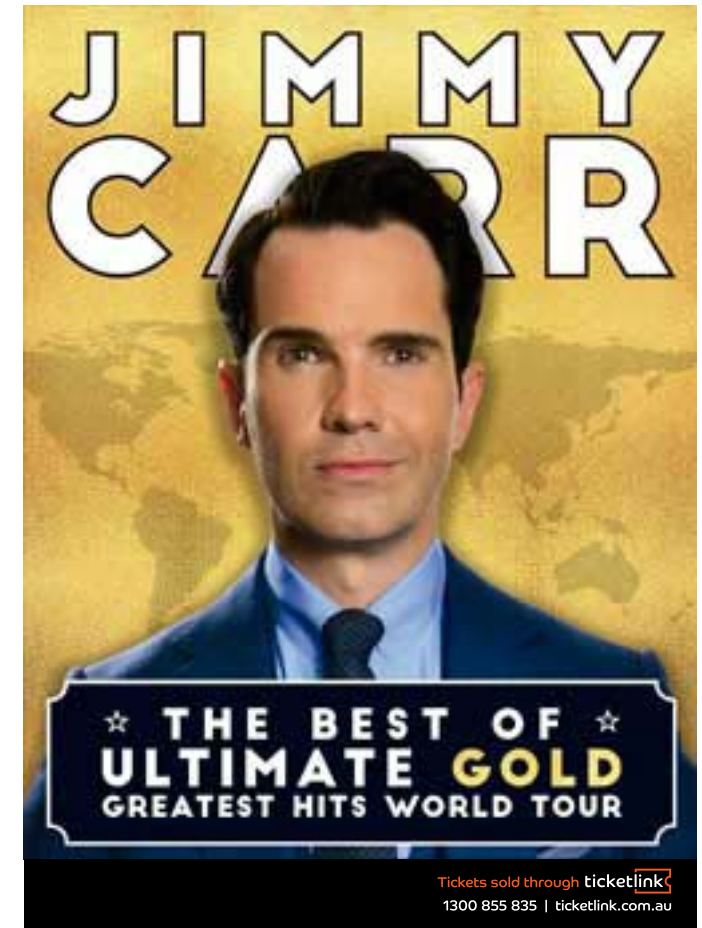
Tickets sold through   
1300 855 835 | ticketlink.com.au

Black Strip option

Tickets sold through   
1300 855 835 | ticketlink.com.au

White Strip option

## EXAMPLE



Templates can be downloaded from the Ticketlink website [here](#)

# POSTER BASE

A landscape option with an optional black or white strip.  
There is space for venue logos to appear on the left hand side.

LANDSCAPE POSTER BASE

Tickets sold through  1300 855 835 | ticketlink.com.au

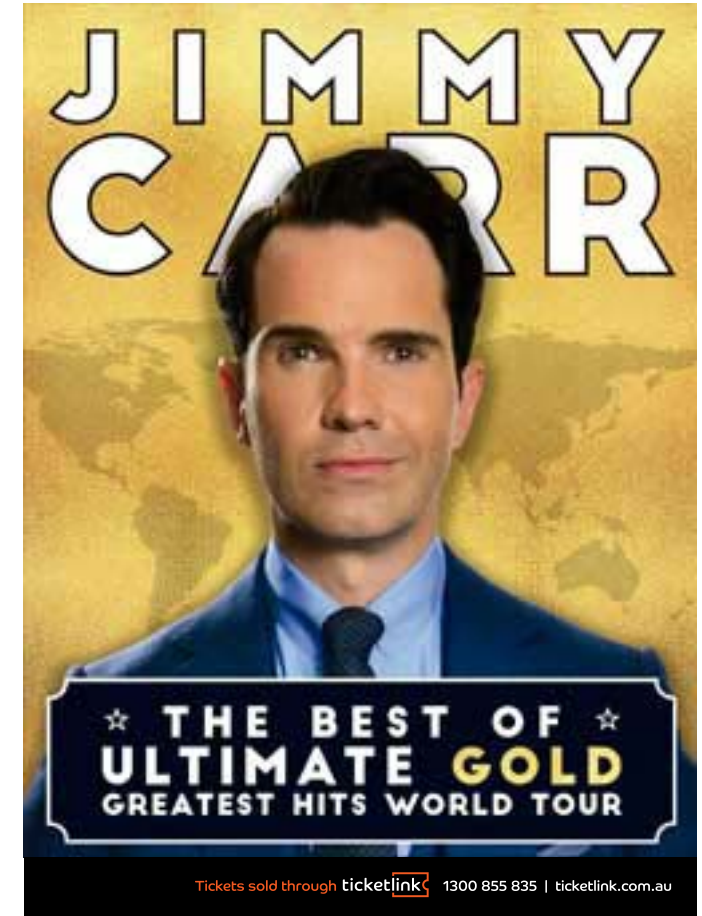
Tickets sold through  1300 855 835 | ticketlink.com.au

Black Strip option

Tickets sold through  1300 855 835 | ticketlink.com.au

White Strip option

EXAMPLE



Templates can be downloaded from the Ticketlink website [here](#)

# TICKETLINK - VERBAL & WRITTEN TREATMENTS

## EXAMPLE OF WORDING ONLY

Ticketlink must always be written/printed as one word with an uppercase “T” and the remaining letters lowercase.

Incorrect usage: Ticket Link

**Correct usage: Ticketlink**

When referring to the website, write ticketlink.com with a lowercase “t.”

Do not use http://

Incorrect usage: Ticketlink.com.au; http://www.ticketlink.com.au

**Correct usage: ticketlink.com.au; www.ticketlink.com.au**

ticketlink.com.au should never be used in the possessive case.

Incorrect usage: Did you see ticketlink.com.au’s redesigned website?

**Correct usage: Visit ticketlink.com.au to see the redesigned website.**

ticketlink.com.au should never be pluralised.

Incorrect usage: How many ticketlink.com.au’s are there?

**Correct usage: All your favourite events are listed on ticketlink.com.au**

### Using Ticketlink vs. ticketlink.com.au

- Use “Ticketlink” when referring to the trading name.
- When referring to the Ticketlink website, use ticketlink.com.au or www.ticketlink.com.au, the Ticketlink website, or Ticketlink online.  
Example: “Visit ticketlink.com.au to find about events near you.”

The logo should never be used in text.

Incorrect usage: Visit ticketlink to get tickets.

**Correct usage: Tickets at ticketlink.com.au**

(Be sure to link “ticketlink.com.au” to the homepage or relevant event page.)