



BRAND BOOK

2016-2017

Artistic Style Guide

www.quicketickets.ie



Our brand is who we are. It's the set of ideas, emotions and associations that come to mind whenever anyone thinks about Quicketickets. It's in our advertising, our websites, our mailings and in every communication that comes from us. But it's more than that too. Our brand is in all of our activities - from talking to our clients and candidates right through to human resources, finance and admin.



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LOGO IDENTITY

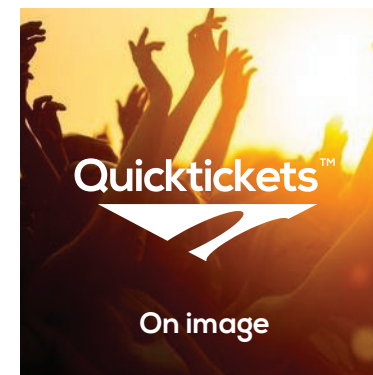
Final Logo

The logo should appear on a clear white background wherever possible. Use the Q as a minimum clear space guide.



Logo Color Variations

The preferred background is white although you may place the logo on a coloured background, image, or illustration. When placing the logo on a complex background, ensure that the entire logo can be read clearly.



BRAND COLORS

Color Using

Colour is an effective, powerful and instantly recognisable medium for visual communications. To convey the brand personality and brand values, there is a sophisticated colour palette. We have introduced a palette which includes both a fresh, lively orange, mature navy, calming green and a fresh blue.

05

DEEP BLUE



PANTONE 115 U
FOR WEB USE

R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

NAVY BLUE



PANTONE 115 U
FOR WEB USE

R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

GREY



PANTONE 115 U
FOR WEB USE

R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

GREEN



PANTONE 115 U
FOR WEB USE

R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

BLUE



PANTONE 115 U
FOR WEB USE

R: 254 G: 203 B: 000

FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

ORANGE



PANTONE 115 U
FOR WEB USE

R: 254 G: 203 B: 000

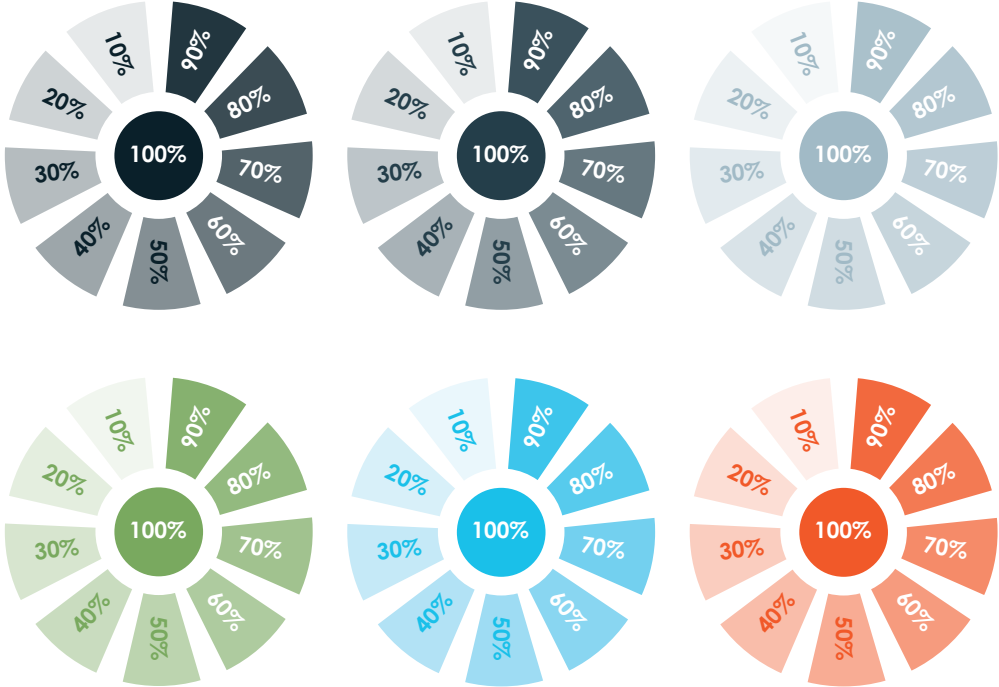
FOR PRINTING USE

C: 000 M: 012 Y: 100 K 000

Tints Breakdown

Tints of the company palette colours can be used as background colours and in charts and diagrams when a clear visual hierarchy of information is needed.

Use only the percentages shown on this page. Never use a tint less than 10%.



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