ticketFOMO

BRAND GUIDELINES · VERSION 1.0 · 30 SEPTEMBER 2026

ticketFOMO brand guidelines

Ticket sales company in the Colloquize group. How to use our logo, colour, type and voice consistently.

01 Brand at a glance

ticketFOMO is the consumer-facing ticket sales company in the Colloquize group: fast, fair ticketing for events people do not want to miss, built on a secure and resilient platform.

Positioning line

Never miss out. Never get scalped.

Working headline used on the website. Confirm before adopting it as a formal strapline.

Personality

Energetic
Quick, bright and a little bit thrilling.

Fair
Genuine availability and honest pricing, always.

Fast
Frictionless from search to ticket in hand.

Trustworthy
Secure checkout and tickets you can rely on.

Audience

Event-goers who want a quick, safe purchase, and event organisers who want their audience treated fairly.

02 The logo

The mark is a notched ticket with a lightning bolt: speed and urgency, the "fear of missing out" turned into something positive. The perforation hints at the tear-off stub. In the wordmark, a light "ticket" sits against a heavy "FOMO" so the name has rhythm and the personality lands on the second half.



Primary logo (full colour)



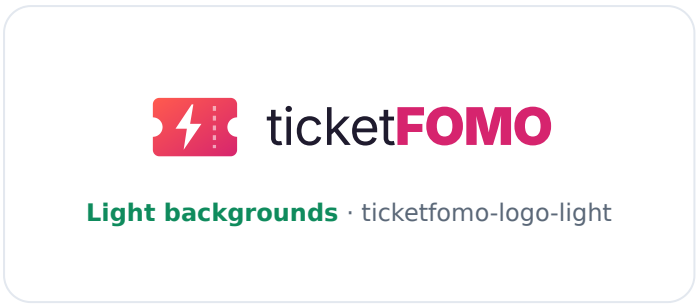
The mark, for avatars, favicons and small spaces

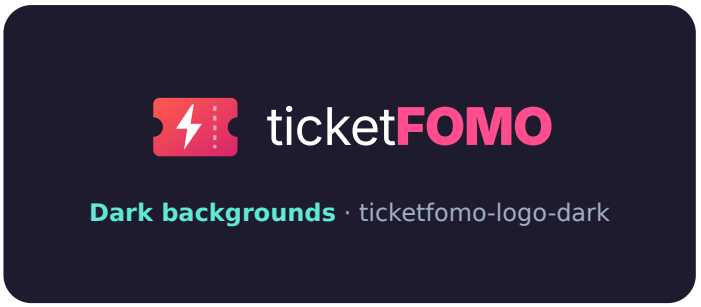
Use the full logo wherever there is room. Use the mark alone only where the brand name is already clear from context or space is tight (below about 100 px wide).

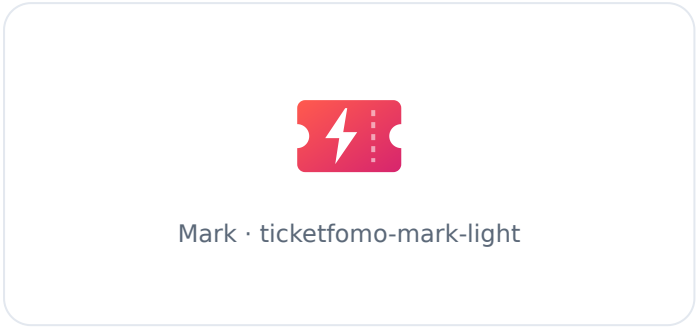
03 Light and dark variants

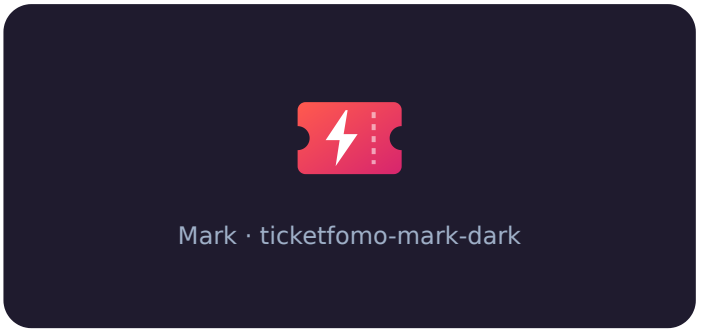
Always choose the version made for the background it sits on. Never place a light-background logo on a dark background, or the reverse.

Full colour



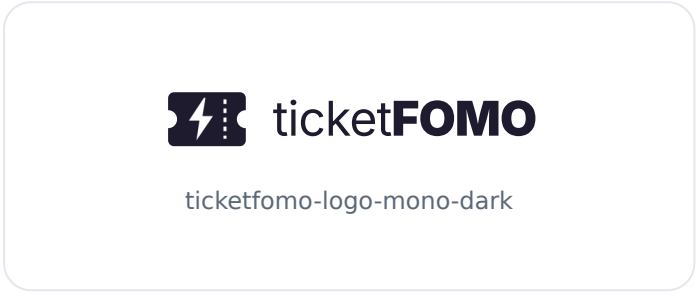






One colour

For single-colour print, embossing, stamps, fax-style documents and anywhere colour cannot be reproduced.





On tinted and photographic backgrounds

- Tinted light backgrounds (e.g. #FFF1F4): use the light-background logo.
- Photography: place the logo over a calm, uncluttered area. Use the dark-background logo on dark images and the light-background logo on light images. If in doubt, put the logo on a solid panel.
- Brand-colour backgrounds: use the one-colour white logo.

04 Clear space and minimum size

Keep an exclusion zone around the logo equal to **half the height of the mark** (½ x, where x is the mark height) on every side. No text, image edges or other logos may enter it.



Clear space = ½ mark height, all sides

Minimum sizes

	SCREEN	PRINT
Full logo	height 24 px	height 8 mm
Mark	16 px	5 mm

Below these sizes use the mark, not the full logo; below the mark minimum, do not use the logo.



05 Logo misuse

Do not alter the logo. Always use the supplied files.



Don't stretch or squash



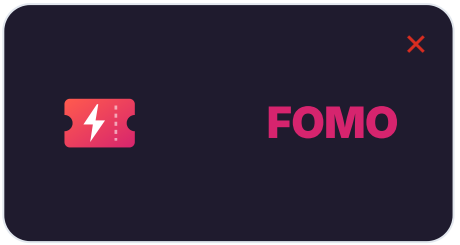
Don't rotate or skew



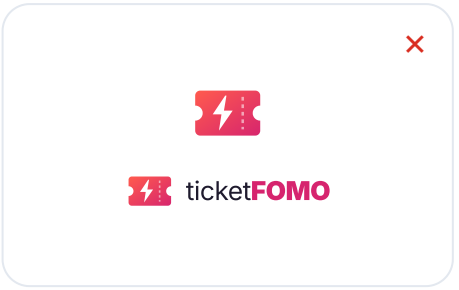
Don't recolour



Don't add shadows or effects



Don't use the wrong version for the background



Don't stack or duplicate elements

- Do not redraw, re-typeset or substitute fonts in the wordmark.
- Do not add outlines, gradients (other than the built-in ones), glows or 3D effects.
- Do not place the logo inside another shape or badge, or combine it with other marks, unless the guidelines allow it.
- Do not change the proportions between the mark and the wordmark.

06 Colour

Colour values are given as HEX and RGB for screens. CMYK figures are straight conversions for guidance only; for print, proof against a Pantone or press-calibrated reference before committing.

Berry
#D6246E
RGB 214 36 110
CMYK 0 83 49 16
Primary brand colour. "FOMO", buttons, highlights.

Coral
#FF5A4E
RGB 255 90 78
CMYK 0 65 69 0
Gradient start; energy and warmth.

Hot Pink
#FF4D8D
RGB 255 77 141
CMYK 0 70 45 0
Berry replacement on dark backgrounds.

Ink
#1F1B2E
RGB 31 27 46
CMYK 33 41 0 82
Text, "ticket" in the wordmark, dark backgrounds.

Grey
#6B6478
RGB 107 100 120
CMYK 11 17 0 53
Secondary text and captions.

Blush
#FFF1F4
RGB 255 241 244
CMYK 0 5 4 0
Light section backgrounds.

White
#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
Page background; logo on dark.

Brand gradient

Coral #FF5A4E to Berry #D6246E at 135°. Used inside the ticket mark and for hero backgrounds and decoration. For buttons use solid Berry, so white text keeps a 4.8:1 contrast ratio.

Accessible colour pairings

Contrast ratios calculated to WCAG 2.x (logos themselves are exempt from these text requirements, but the guidance applies to all live text). Body text needs at least 4.5:1; large text (24 px, or 19 px bold) and UI graphics need at least 3:1.

PAIRING	SAMPLE	RATIO	VERDICT
Ink on white	Aa	16.74:1	AAA
White on ink	Aa	16.74:1	AAA
Berry on white	Aa	4.84:1	AA
White on Berry	Aa	4.84:1	AA
Hot Pink on ink	Aa	5.34:1	AA
Coral on white	Aa	3.08:1	AA large text / graphics only
White on Coral	Aa	3.08:1	AA large text / graphics only
Grey on white	Aa	5.65:1	AA

07 Typography

Both are free and open-source families, so they can be used on the web, in apps and in print without licence fees.

Aa

Inter

Wordmark, headings, body and UI. Use weight 400 to 900 for contrast.

```
Inter, "Segoe UI", system-ui, Helvetica, Arial, sans-serif
```

Hierarchy

LEVEL	SAMPLE
Display / H1 Inter Black (900), 40–64 px, tight tracking	**Never miss out. Never get scalped.**
Heading / H2 Inter Extra-Bold (800), 28–36 px	**Clear, secure delivery**
Body Inter Regular, 16 px, line height 1.6	The quick brown fox jumps over the lazy dog. Body copy stays short, scannable and specific.
Label / badge Inter Bold, 12–13 px, uppercase	SAMPLE LABEL 01

The wordmark is supplied as outlined artwork: never retype it. Where a brand typeface is not installed, fall back to Segoe UI, Helvetica or Arial.

08 Voice and tone

We write the way we want to be spoken to: clearly, respectfully and with a point.

Short and punchy
Lead with the event, the date and the action.

Urgent but honest
Only show scarcity that is real. Never fake "only 2 left".

Fair play
Be upfront about fees and limits. No dark patterns.

Warm, not shouty
Excited is fine; ALL CAPS and stacked exclamation marks are not.

Avoid

Fake scarcity or countdowns · hidden fees · pressure tactics that could not be defended to a customer.

09 Applications

Website header

ticketFOMO Services About Contact

ticketFOMO Services About Contact

Buttons

Get tickets

See what's on

Get tickets

See what's on

Avatar, favicon and app icon



Light avatar



Dark avatar



Favicon at 32 and 16 px

Use the mark for square and circular avatars with the mark centred and clear space kept. Use the supplied SVG as the favicon.

10 Digital implementation

Drop these variables into your stylesheet so the palette stays consistent.

```
:root {
  --berry: #D6246E;
  --coral: #FF5A4E;
  --hot-pink: #FF4D8D;
  --ink: #1F1B2E;
  --grey: #6B6478;
  --blush: #FFF1F4;
  --white: #FFFFFF;
}

body {
  font-family: Inter, "Segoe UI", system-ui, Helvetica, Arial, sans-serif;
  color: var(--ink, #16202E);
}
```

11 Logo files

All files are in the `logos/` folder beside this document. Prefer SVG; use PNG (1024 px tall, transparent) where SVG is not supported.

FILE	USE
`ticketfomo-logo-light (.svg/.png)`	Full logo on light backgrounds
`ticketfomo-logo-dark (.svg/.png)`	Full logo on dark backgrounds
`ticketfomo-mark-light (.svg/.png)`	Mark on light backgrounds
`ticketfomo-mark-dark (.svg/.png)`	Mark on dark backgrounds
`ticketfomo-logo-mono-dark.svg`	One-colour full logo, dark ink
`ticketfomo-logo-mono-white.svg`	One-colour full logo, white
`ticketfomo-mark-mono-dark.svg`	One-colour mark, dark ink
`ticketfomo-mark-mono-white.svg`	One-colour mark, white

Questions or approvals: contact Colloquize.