

SEAT GEEK

Brand Guidelines v1.0

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Introduction

Welcome to the reimagining of the SeatGeek brand

As we developed the design you'll discover throughout this deck, one word kept coming up: balance. The balance of the traditional and innovative, of the past and the future, of energy and nuance.

The goal of this deck is to harness that balance into a set of guidelines that help make the many components that make up the SeatGeek brand understandable and usable.

Table of Contents

01 Strategy
02 Logo
03 Color
04 Typography

05 Tone of Voice
06 Applications
07 Assets

Principles

What guides our brand

Bring the hype

When your favorite artist is about to take the stage or your team is heading to overtime, the energy, anticipation and excitement is palpable. We should harness that electricity into our work – it's what makes live events memorable.

Be enticing

Live events are an escape from the day-to-day, a break from the boredom. Similarly, our work should breakthrough the clutter of the thousands of brand messages we see everyday with personality and purpose.

Restore humanity

One one hand we're an internet company that uses innovative technology to make ticketing easier. On the other, we're fans who built a platform of connections that brings people together to experience more live events. That latter hand is better. Let's be in that one.

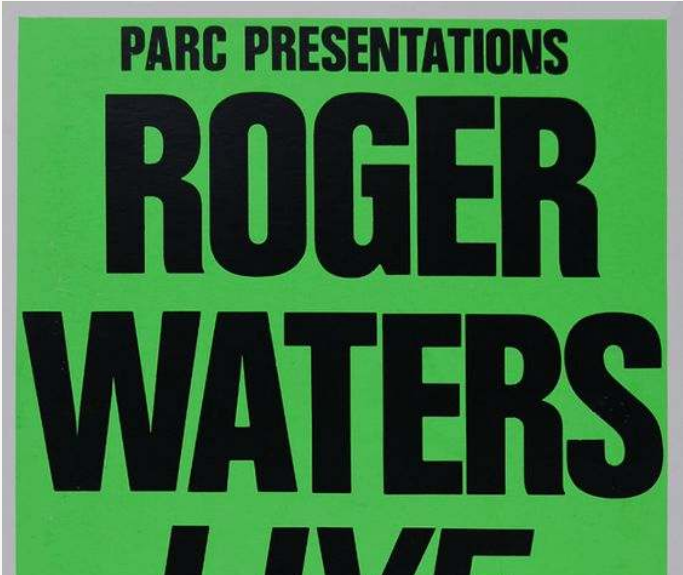
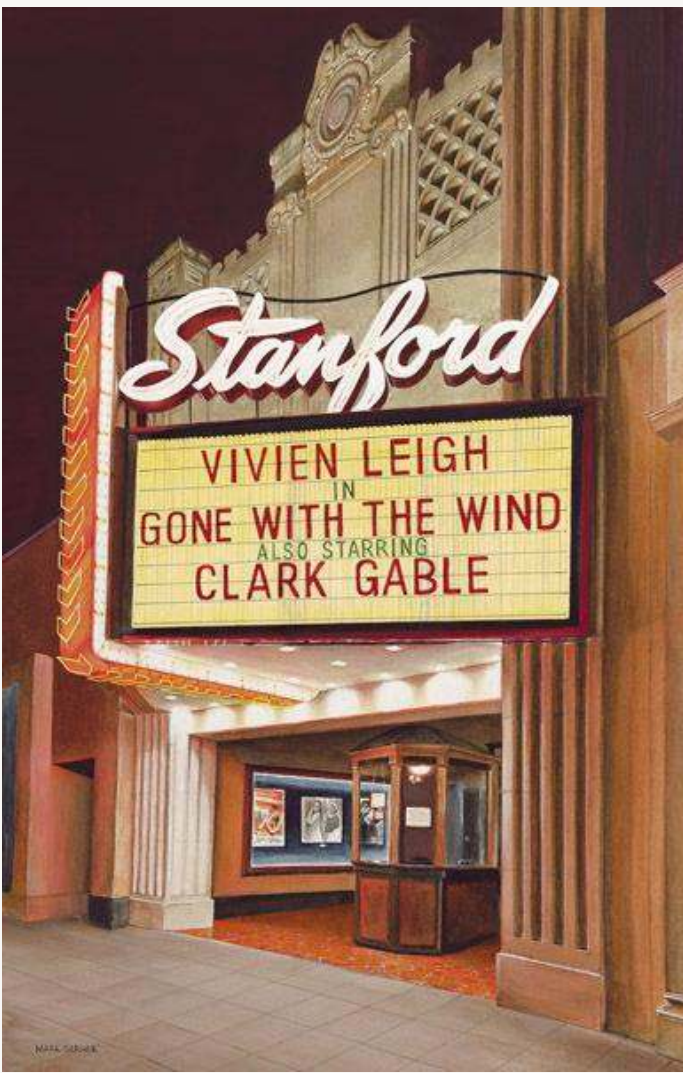
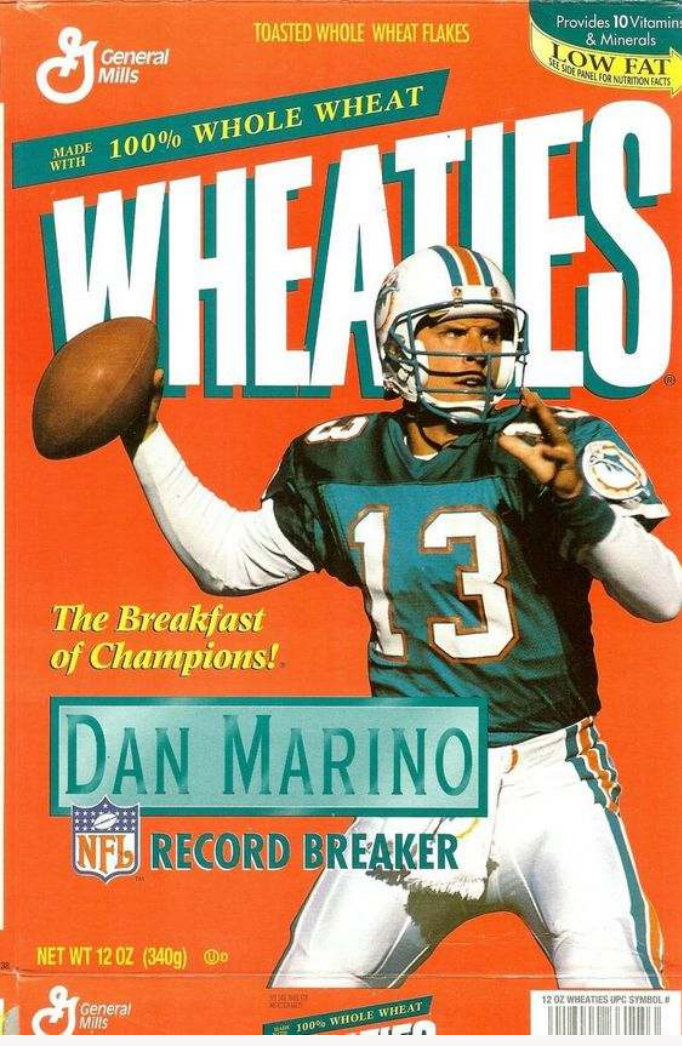
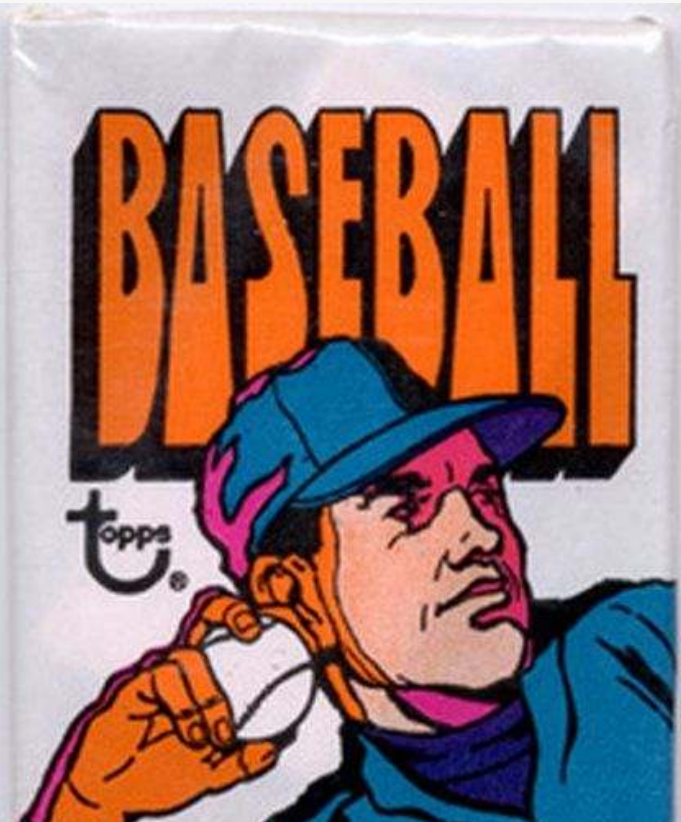
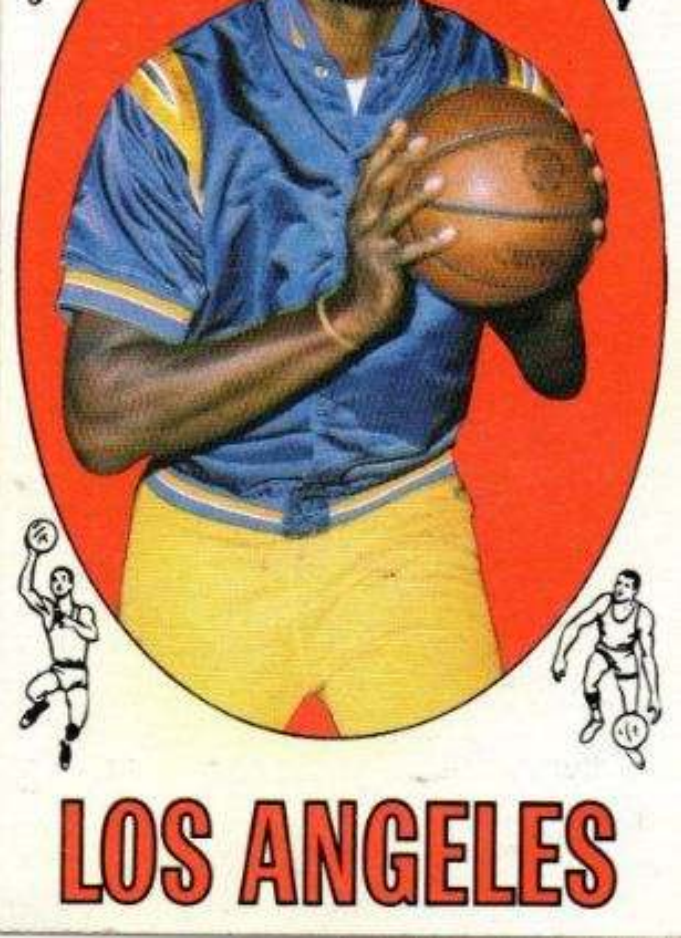
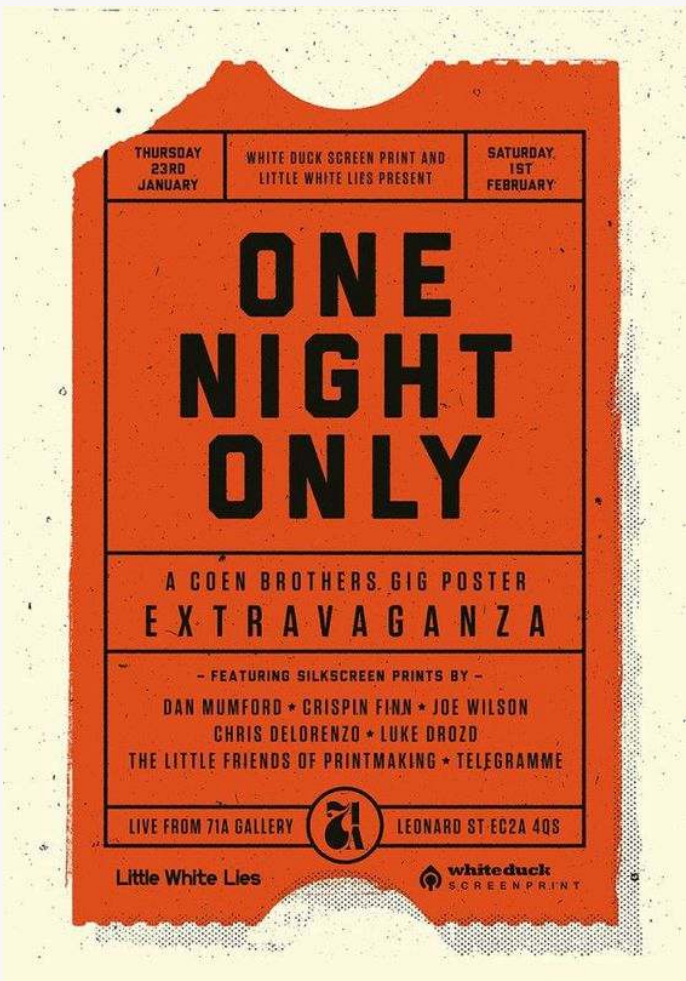
Emphasize our expertise

We may be the new kids on the block, but we have the knowledge and experience of a seasoned vet. This comes through in our confidence and our candor, bothin our design and in our messaging.

Inspiration

What we drew from

The SeatGeek brand system is heavily inspired by the visual vernacular of old-school event posters, trading cards, marquees and memorabilia. The bold, confident and straightforward attitude of these designs is a throughline that inspires every aspect of the system.



01 Strategy

SeatGeek isn't like any of the other ticketing brands. That's easy for us to say, but consumers aren't so easily convinced. Our brand strategy differentiates us from the likes of Ticketmaster and Stubhub, and gives users a reason to give us a shot.



Expect more

SeatGeek rethinks the possibilities of what ticketing can be.

Brand Strategy

Our brand point-of-view

Expect more

**SeatGeek rethinks
the possibilities of
what ticketing can be.**

Every part of the ticketing experience, from purchase through postgame, is a chance to go beyond what ticketing has been.

Brand Strategy

Our brand point-of-view

Expect more

SeatGeek rethinks
the possibilities of
what ticketing can be.

Go beyond the functional expectations of ticketing and appeal to the higher order desire for more – more experience, more connection and more positivity.

Expect more

Expect more than a ticket company

Transforming the industry from all angles – as a marketplace, box office, data partner, creator incubator and more.

Expect more from a ticket

Upending the expectations of what a “ticket” can be – from the manifest layer through purchase path and post-purchase delight.

Expect more than a ticket

Believing that every ticket is a promise of the “once-in-a-lifetime” moments to come.

02 Logo

Moving to a wordmark-only logo was a conscious decision that allows us to constantly reinforce our brand name, while still communicating our new bold personality.

Wordmark

Our logo is approachable, easy to read, and takes full advantage of our name recognition. Optical kerning, refined weight and defined clear space, in addition to well-delineated placement in relation to other content, all help to make it as instantly recognizable as possible.

**SEAT
GEEK**

Stacked

In addition to being compact and substantial, the stacked wordmark makes our name easier to digest.

It is considered our primary wordmark and **should be used in 90% of applications.**

**SEAT
GEEK**

In-Line

The horizontal, or in-line, wordmark should be reserved for short & wide placements such as digital media and in-stadium signage.

SEATGEEK

For access to the horizontal wordmark, please contact **Tim McCarthy**.

Usage

The SeatGeek wordmark should clear a safe distance from any other elements in a composition and only appear in one of the three primary brand colors.



03

Color

Just as live events are highlights of the everyday lives we live, our color palette primarily uses black and white, punctuated with our primary color and a vibrant set of secondary colors.

Primary Colors

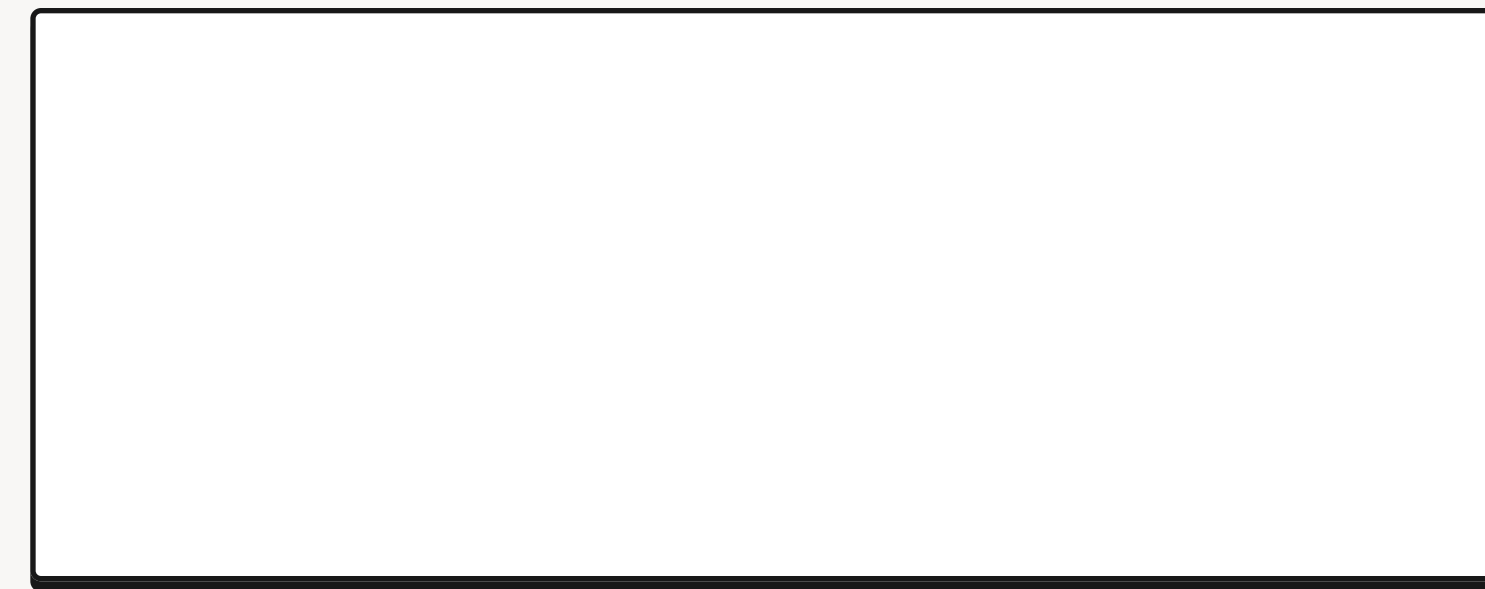
The primary color set is made up of Gatorade, black and white. Black and white are most commonly used for text and backgrounds, respectively.

The signature color, Gatorade, should be used thoughtfully to capture attention and ignite excitement across a wide variety of applications.



Black

HEX: #181818
RGB: 24 24 24
CMYK: 0 0 0 90
PMS: White



White

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0
PMS: White



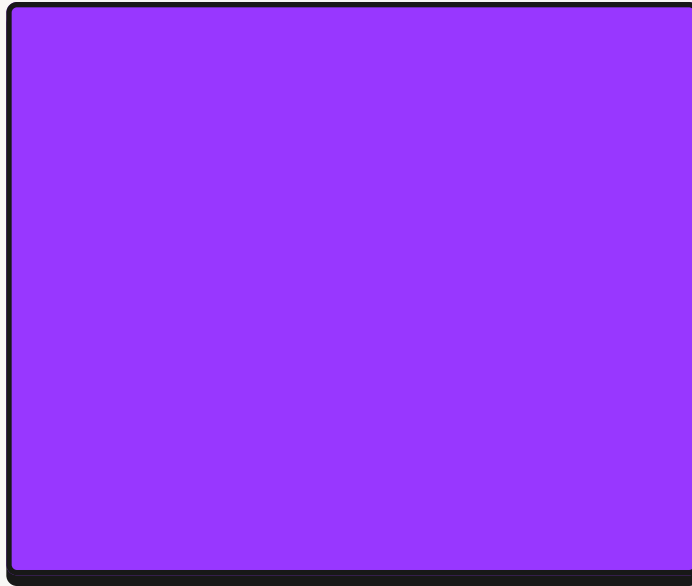
Gatorade

HEX: #FF5B49
RGB: 255 91 73
CMYK: 0 64 71 0
PMS: White

Secondary Colors

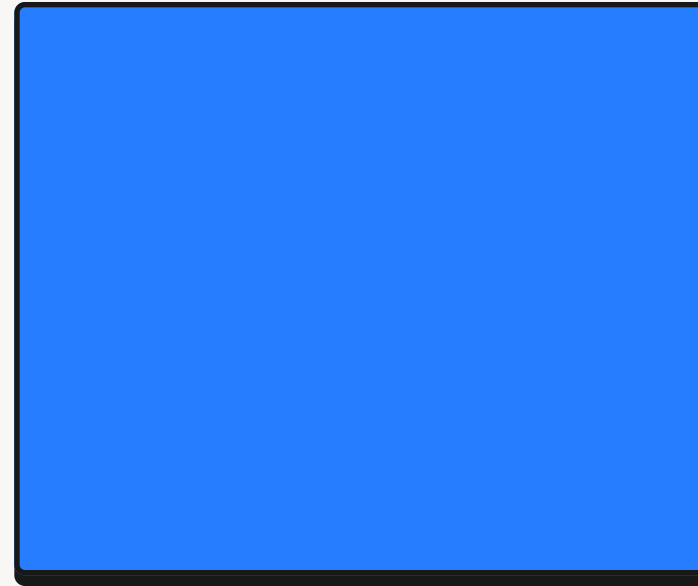
Overall, the brand should be built around our primary colors, incorporating the secondary color palette when necessary.

As a general rule of thumb, primary colors can be used across both primary and secondary brand applications but secondary colors should only be used on secondary applications.



Purple

HEX: #9837FF
RGB: 152 55 255 1
CMYK: 40 78 0 0
PMS: White



Blue

HEX: #267DFF
RGB: 38 125 255 1
CMYK: 85 51 0 0
PMS: White



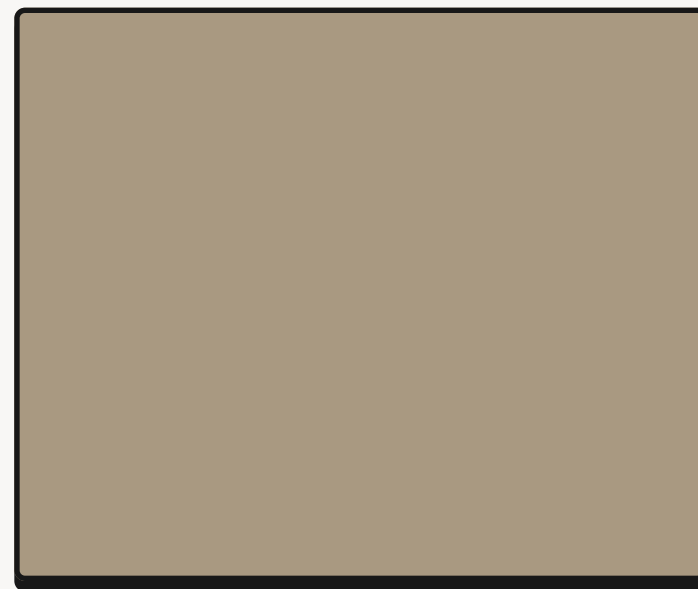
Mint

HEX: #11A669
RGB: 17 166 105 1
CMYK: 90 0 37 35
PMS: White



Yellow

HEX: #FDBF2D
RGB: 253 191 4, 1
CMYK: 0 25 82 1
PMS: White



Gold

HEX: #A99981
RGB: 69 153 129 1
CMYK: 0 9 24 34
PMS: White

Palette

Our color palette is rounded out by a select set of shades that give depth and diversity to our designs.

<div>Black</div> <div>#000000</div>	<div>Gatorade Dark 2</div> <div>#6D0B00</div>	<div>Purple Dark 2</div> <div>#320067</div>	<div>Blue Dark 2</div> <div>#002762</div>	<div>Mint Dark 2</div> <div>#063723</div>	<div>Yellow Dark 2</div> <div>#7F6017</div>	<div>Gold Dark 2</div> <div>#3B3428</div>
<div>Gray Dark</div> <div>#181818</div>	<div>Gatorade Dark</div> <div>#DB1600</div>	<div>Purple Dark</div> <div>#6400CF</div>	<div>Blue Dark</div> <div>#004EC3</div>	<div>Mint Dark</div> <div>#0B6F46</div>	<div>Yellow Dark</div> <div>#BE8F22</div>	<div>Gold Dark</div> <div>#766751</div>
<div>Gray Midtone</div> <div>#525252</div>	<div>Gatorade</div> <div>#FF5B49</div>	<div>Purple</div> <div>#9837FF</div>	<div>Blue</div> <div>#267DFF</div>	<div>Mint</div> <div>#11A669</div>	<div>Yellow</div> <div>#FDBF2D</div>	<div>Gold</div> <div>#A99981</div>
<div>Gray Light</div> <div>#767575</div>	<div>Gatorade Light 56</div> <div>#FFA399</div>	<div>Purple Light 56</div> <div>#C58FFF</div>	<div>Blue Light 56</div> <div>#85B6FF</div>	<div>Mint Light 56</div> <div>#7ACDAB</div>	<div>Yellow Light 56</div> <div>#FEDB8A</div>	<div>Gold Light 56</div> <div>#CFC6B9</div>
<div>Silver Dark</div> <div>#DEDDDB</div>	<div>Gatorade Light 40</div> <div>#FFBDB6</div>	<div>Purple Light 40</div> <div>#D6AFFF</div>	<div>Blue Light 40</div> <div>#A8CBFF</div>	<div>Mint Light 40</div> <div>#A0DBC3</div>	<div>Yellow Light 40</div> <div>#FEE5AB</div>	<div>Gold Light 40</div> <div>#DDD6CD</div>
<div>Silver Light</div> <div>#F5F5F4</div>	<div>Gatorade Light 24</div> <div>#FFD8D3</div>	<div>Purple Light 24</div> <div>#E6CFFF</div>	<div>Blue Light 24</div> <div>#CBE0FF</div>	<div>Mint Light 24</div> <div>#C6EADB</div>	<div>Yellow Light 24</div> <div>#FFF0CD</div>	<div>Gold Light 24</div> <div>#EAE7E1</div>
<div>White</div> <div>#FFFFFF</div>	<div>Gatorade Light 08</div> <div>#FFF2F0</div>	<div>Purple Light 08</div> <div>#F7EFFF</div>	<div>Blue Light 08</div> <div>#EEF5FF</div>	<div>Mint Light 08</div> <div>#ECF8F3</div>	<div>Yellow Light 08</div> <div>#FFFAEE</div>	<div>Gold Light 08</div> <div>#F8F7F5</div>

04 Typography

Because of the nature of our business, our type must be functional enough to work everywhere from Harry Styles to the Houston Texans and from press releases to payment methods. It also must pull its weight in the personality department.

Typography

Roobert is a highly functional font that has a loaded personality at all sizes and weights. It works equally well across teams and artists, product and marketing.

Roobert

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

Note: When an alternative font is needed, such as in Google Slides, use **DM Sans**.

Hierarchy & Pairings

TOUR ANNOUNCED

Rage Against the Machine Tickets

Wed, October 23, 2020

AT&T Stadium – Arlington, TX

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Find tickets →

05 Tone of voice

The goal of the SeatGeek tone of voice is to balance the excitement and energy of live events while staying true to the voice of the fan.

Persona

How we describe ourselves

The SeatGeek

An authentic, passionate die hard, relentless in their pursuit of more. They're the little devil on your shoulder that encourages every decision with a "hell yeah" and the little angel that guides you along the way as you make it happen. Because the Seat Geek believes that by pursuing more, you get the most out of life.

Tone of Voice

How we sound

Spirited

We encourage and instigate, motivate and inspire.

We're that friend that treats Tuesdays like Saturdays and GOD do you love-hate them for it. We do this job because live events are our religion and we are here to proselytize, baby. Our optimism and passion are infectious.

Relatable

We are not a corporation, a bot or another ticketing giant making empty promises.

We appeal to emotion, are not afraid of humor and speak as conversationally as we can. We hope for the best but know things won't always go our way. When that happens, we're as responsive and compassionate as fellow fans can be.

Opinionated

We speak from experience, research and a wealth of knowledge. We're Geeks, after all.

We've done this before. We have a backup plan for your backup plan. We offer not only logistics (the way to do stuff), but recommendations (the best way to do stuff). So you always get a personalized experience and the information you need—not necessarily want—to hear.

Inviting

No two seats are the same. So no two Geeks are the same.

From opera-loving introverts to face-painted football fans, every customer deserves more from a ticket—so our spirit, relatability and opinions are multidimensional and inclusive of different tastes.

Manifesto

Hi, we're SeatGeek
aka the managers of your greatest moments,
The official ticketer of your favorite acts
And the unofficial ticketer of nail-biters, show stealers
And strangers hugging other strangers.

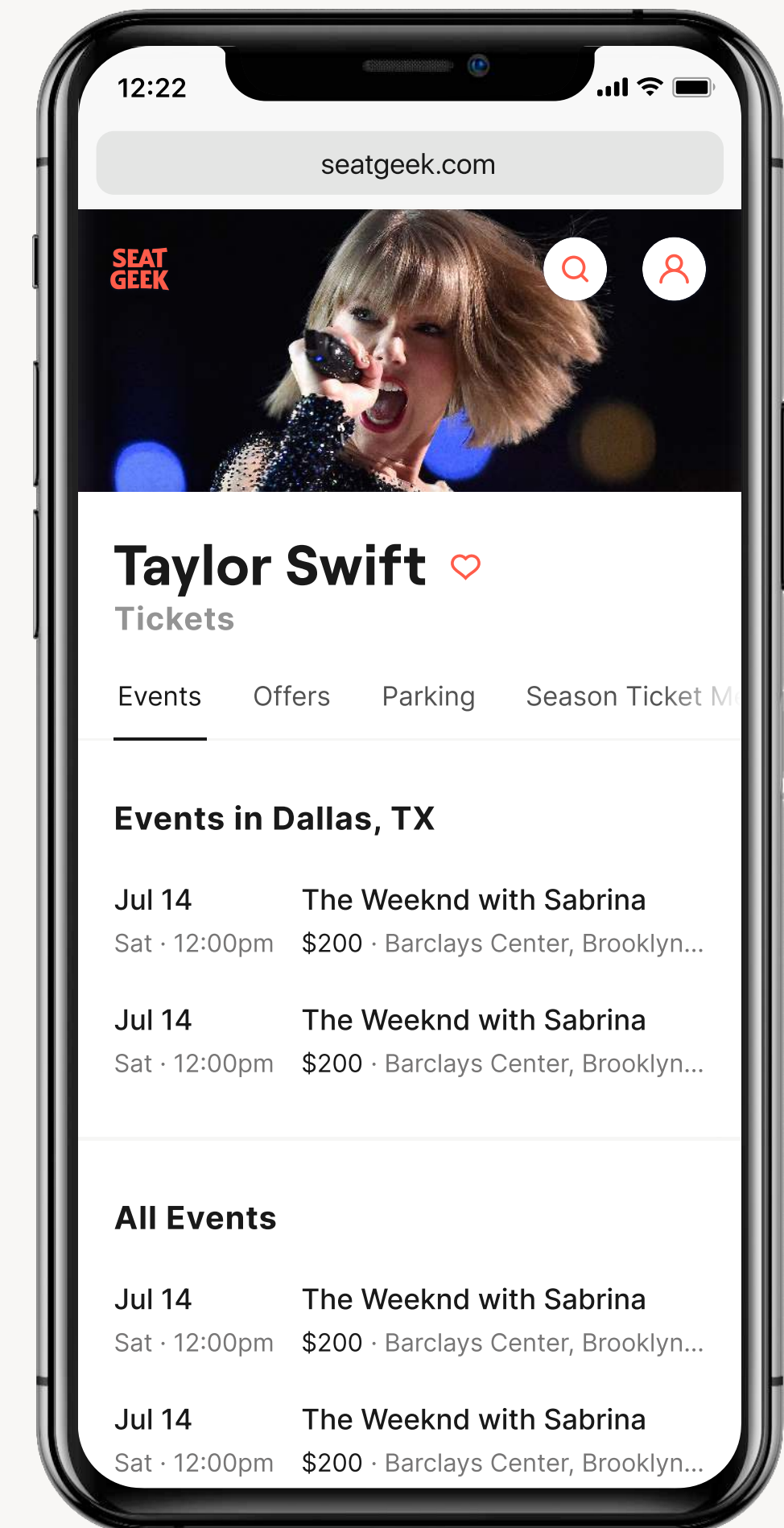
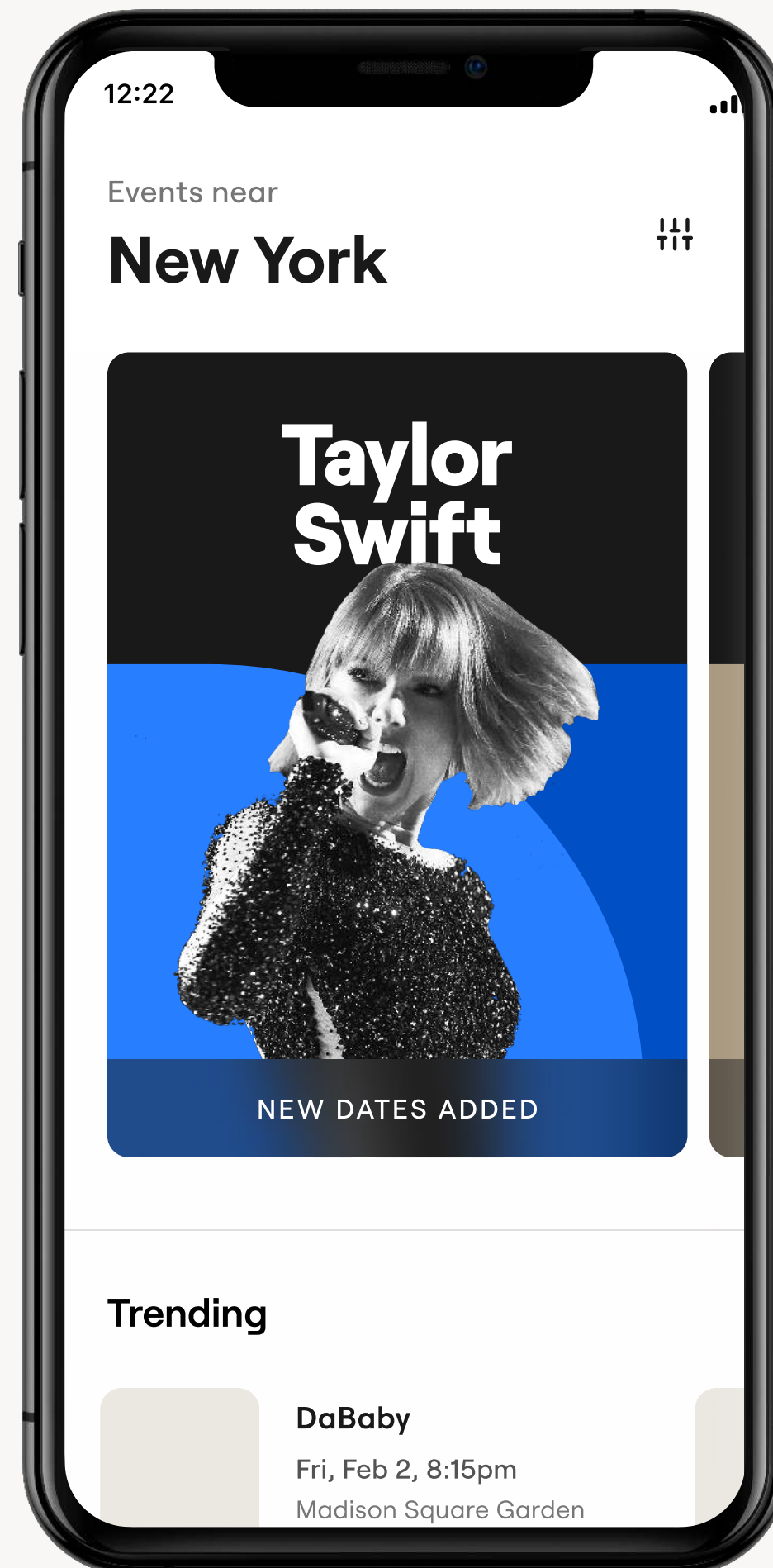
We don't take those responsibilities lightly.
In fact, we're weirdly obsessed with making ticketing great.
Like the way you're weirdly obsessed with your favorite acts.
Kind of.

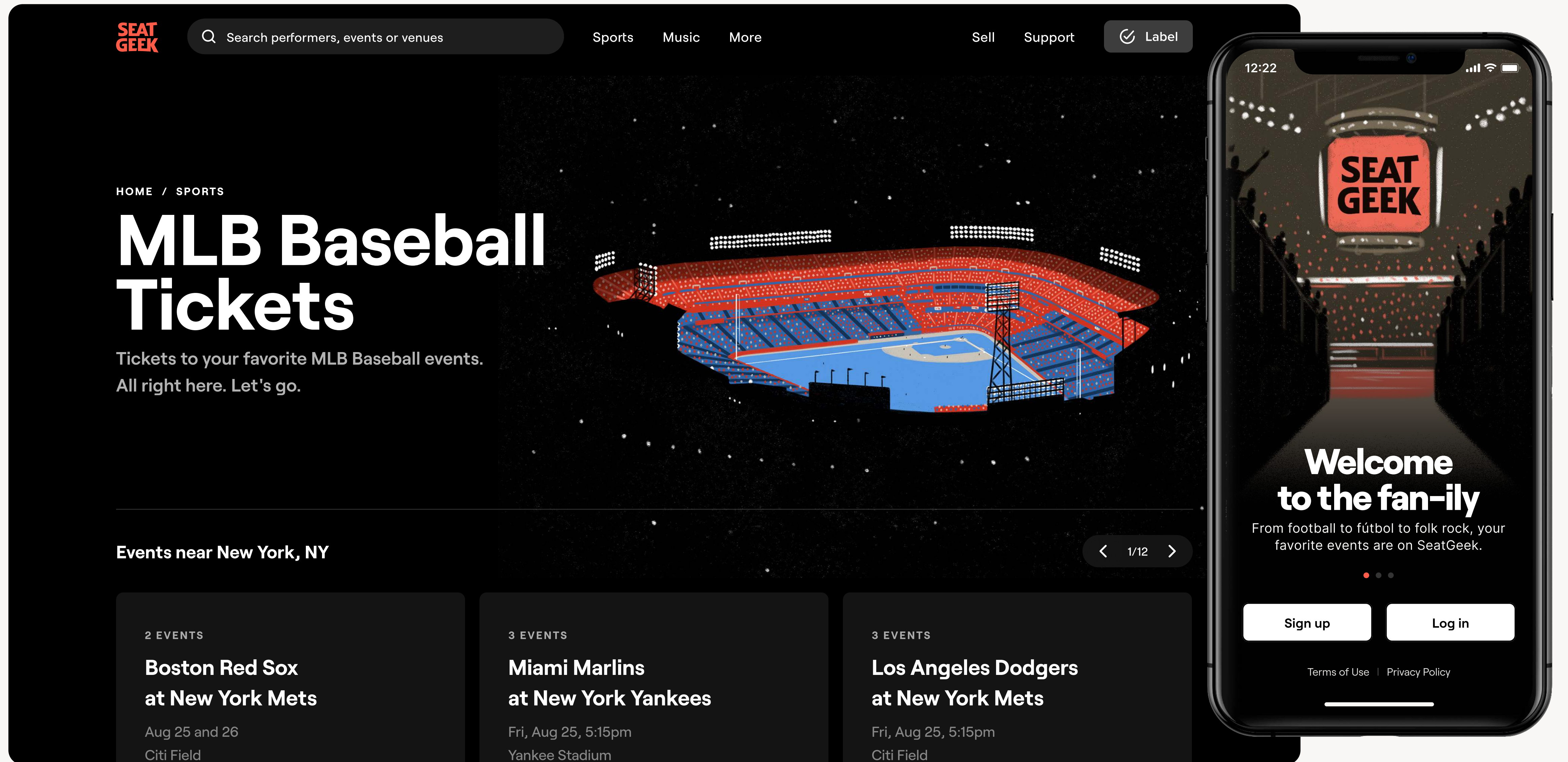
We believe that there is nothing cooler than giving a s%*t
And we promise to give a s%*t about you.
By creating a ticketing process
that is fast and seamless,
human and helpful,
forgettable in the best ways.

Because a ticket, after all,
is just the beginning of a life more lived.

SeatGeek.
Expect More.

06 Applications

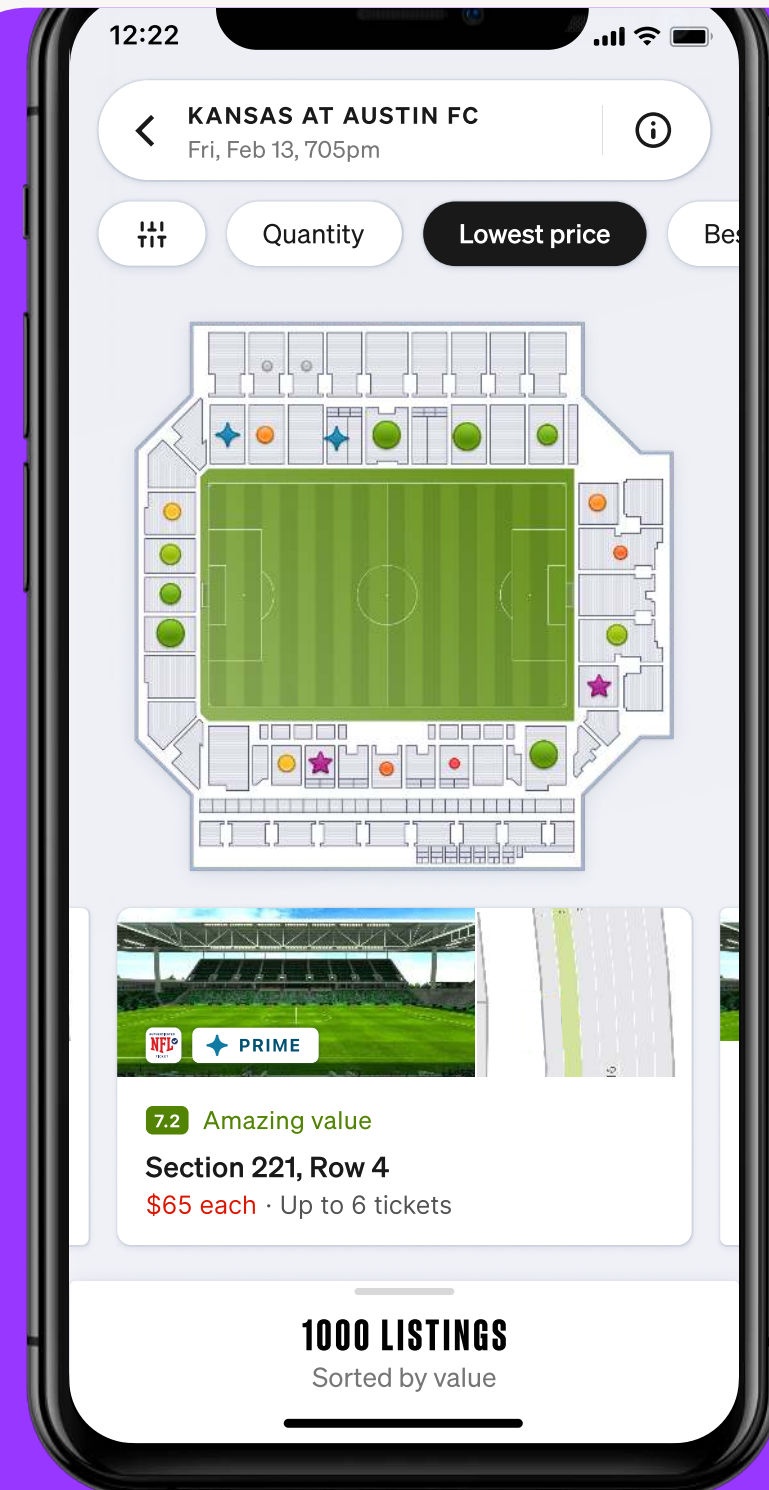




INTRODUCING

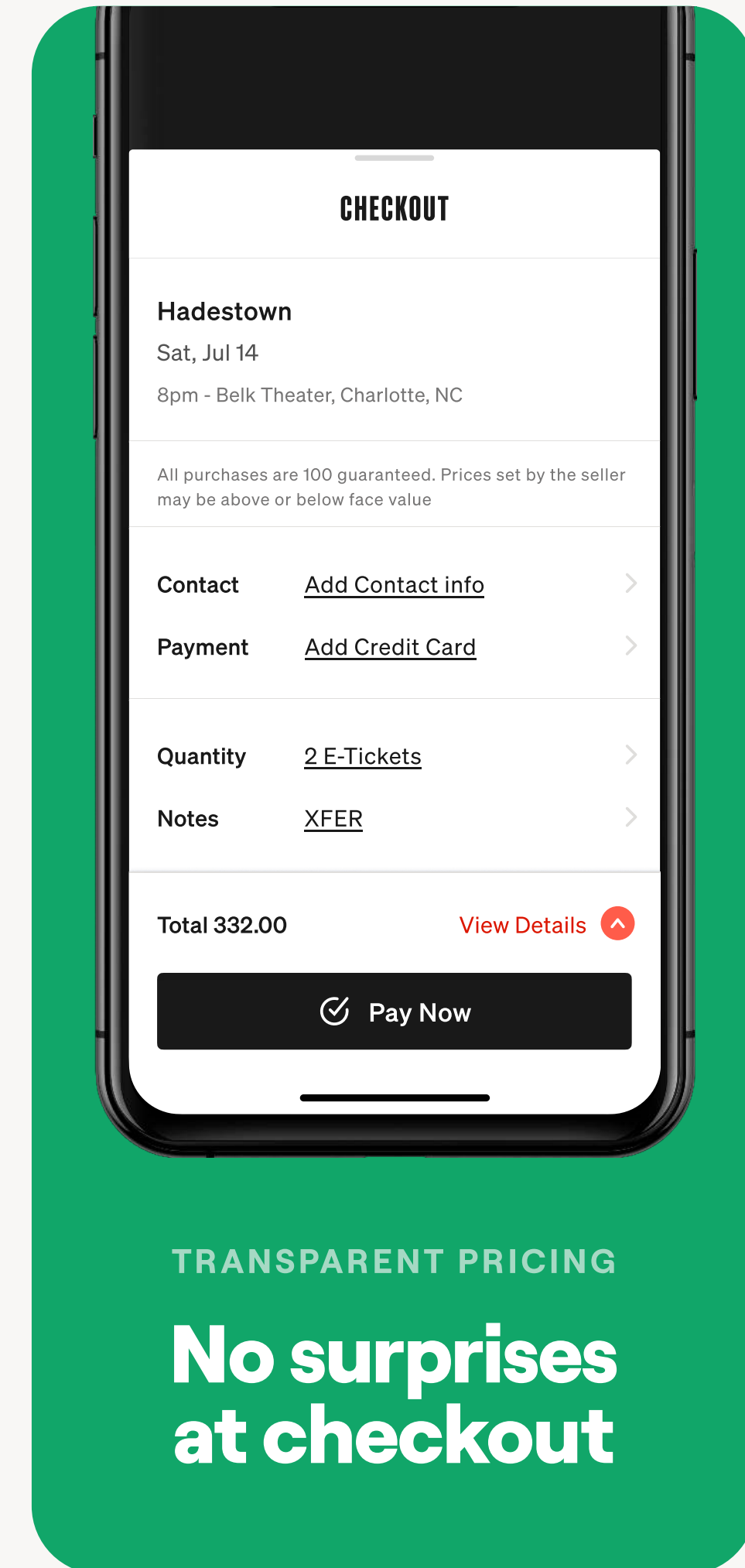
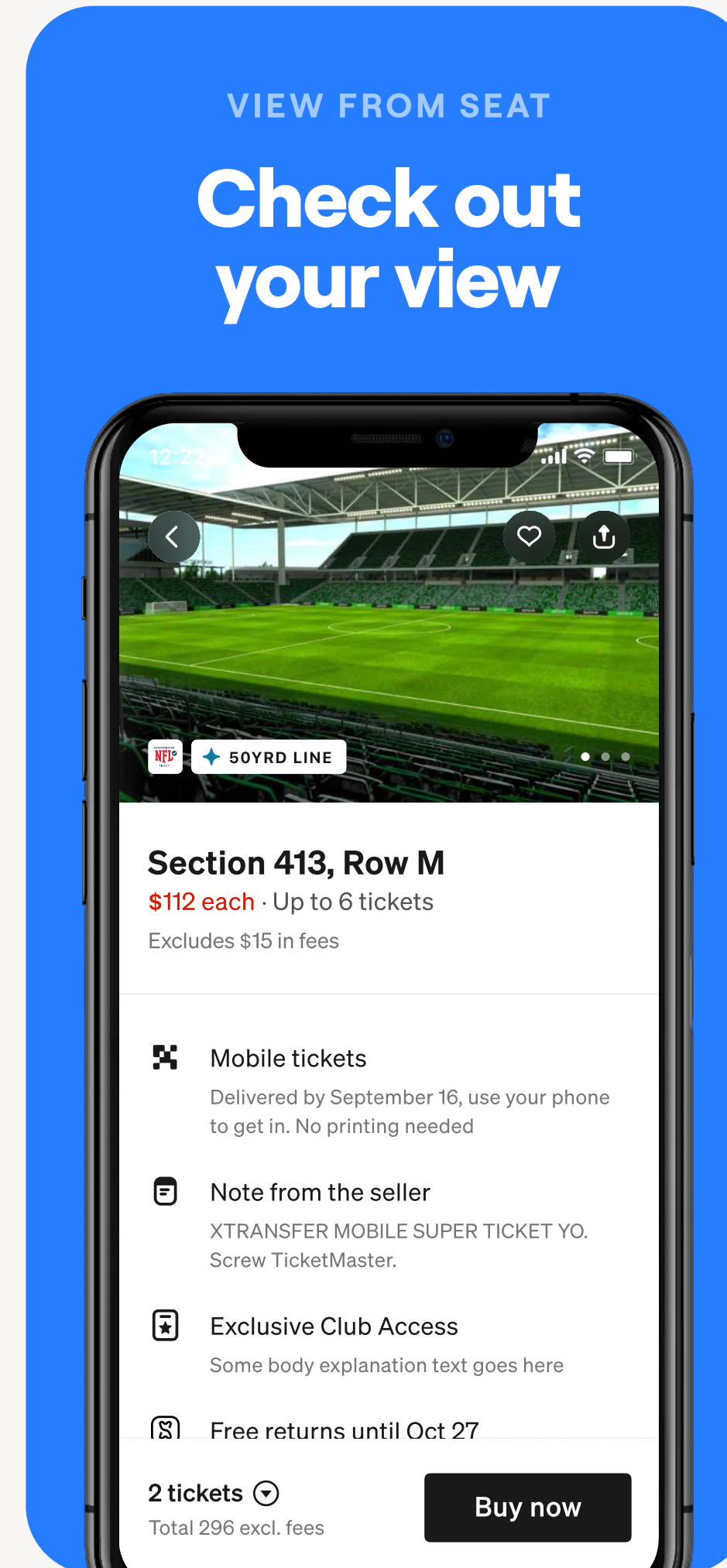
SEAT GEEK

Return tickets anytime
up to 7 days before your
event for no additional cost.



DEAL SCORE

Find the best ticket deals

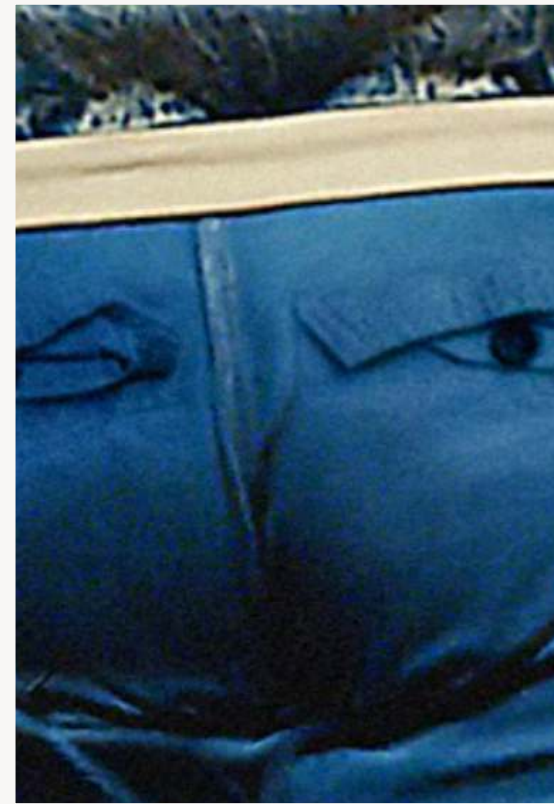


TRANSPARENT PRICING

No surprises at checkout

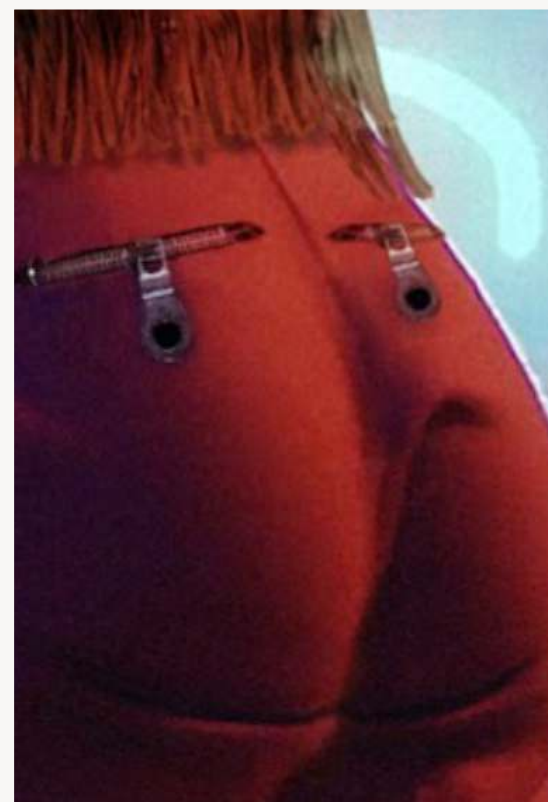


Get
your
seat
in a
seat



SEAT
GEEK

SEAT
GEEK

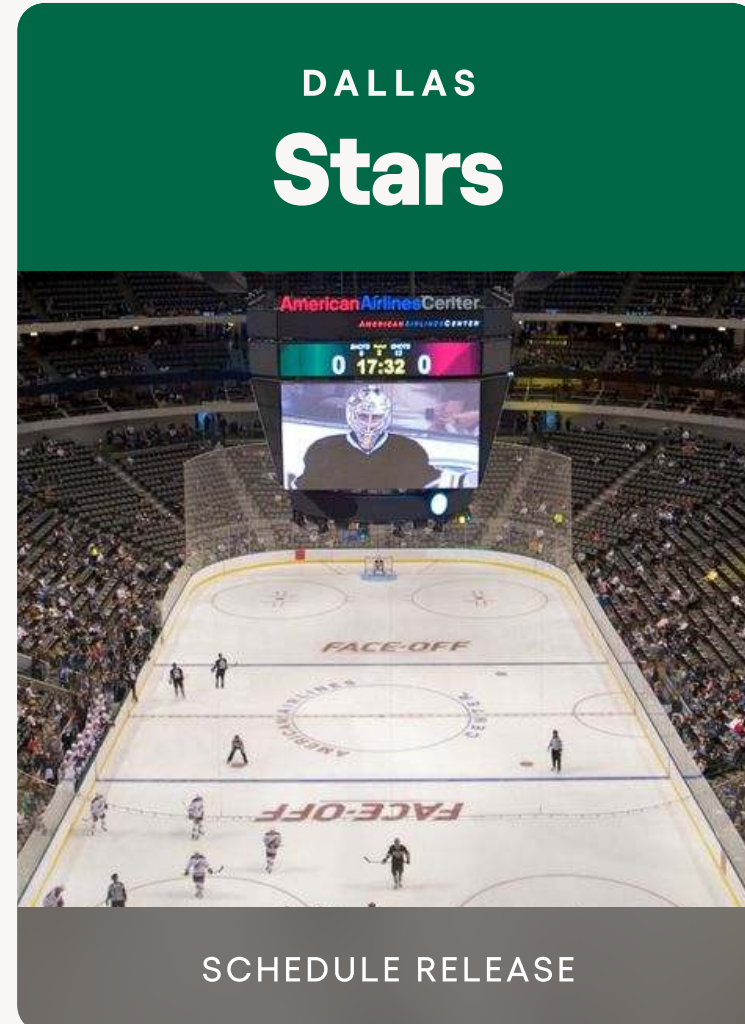
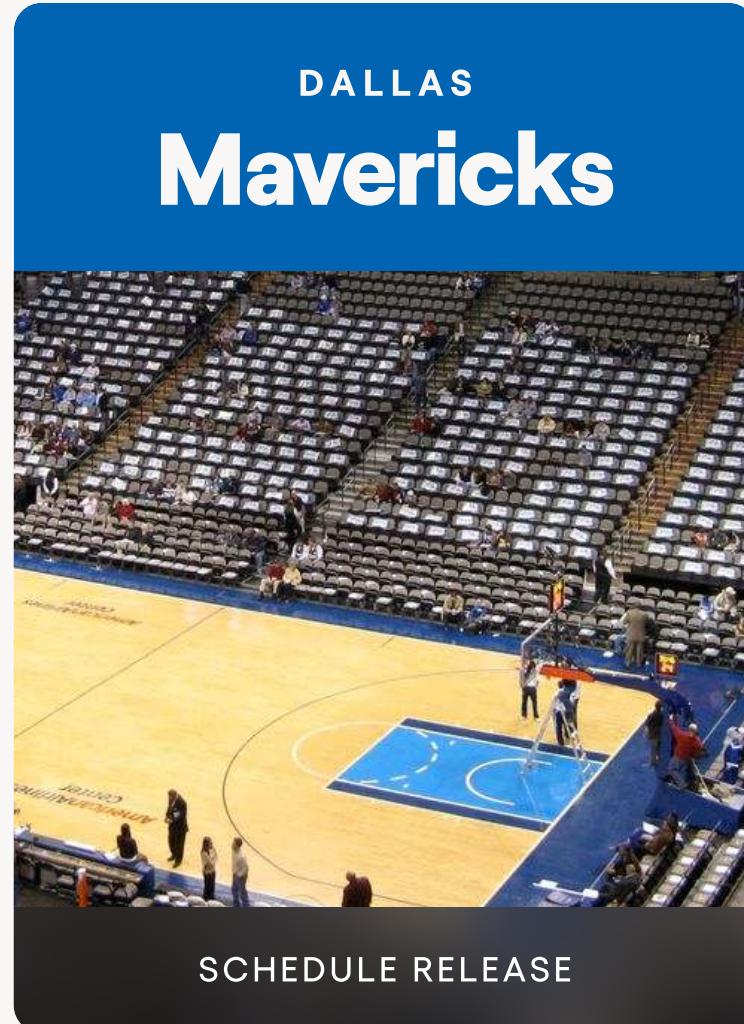
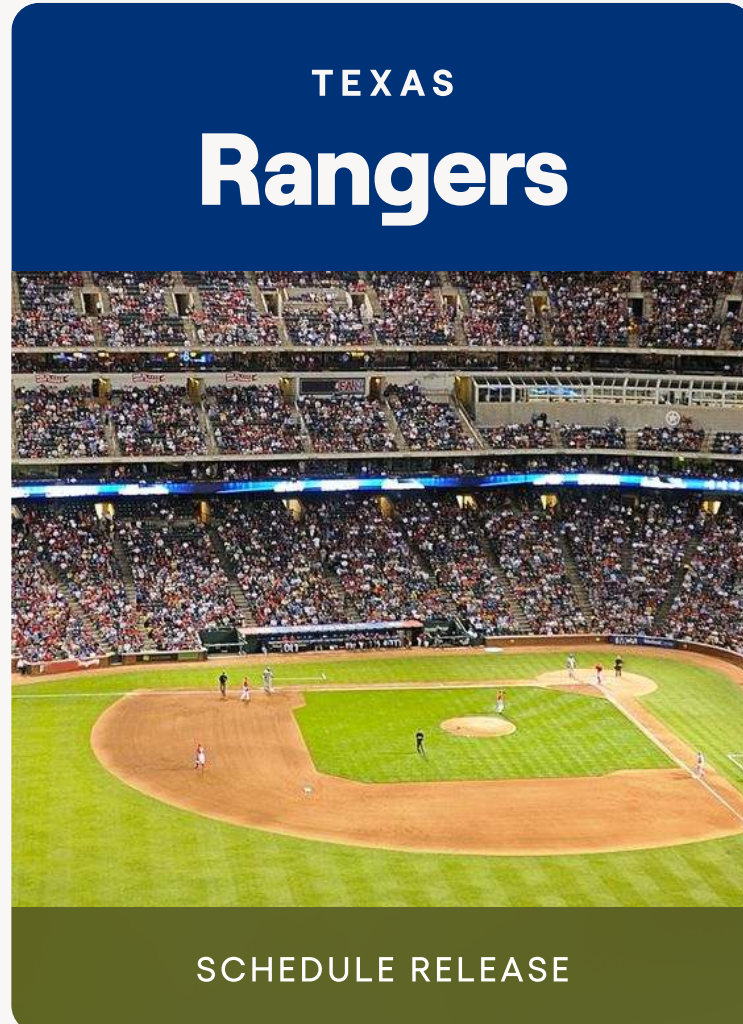
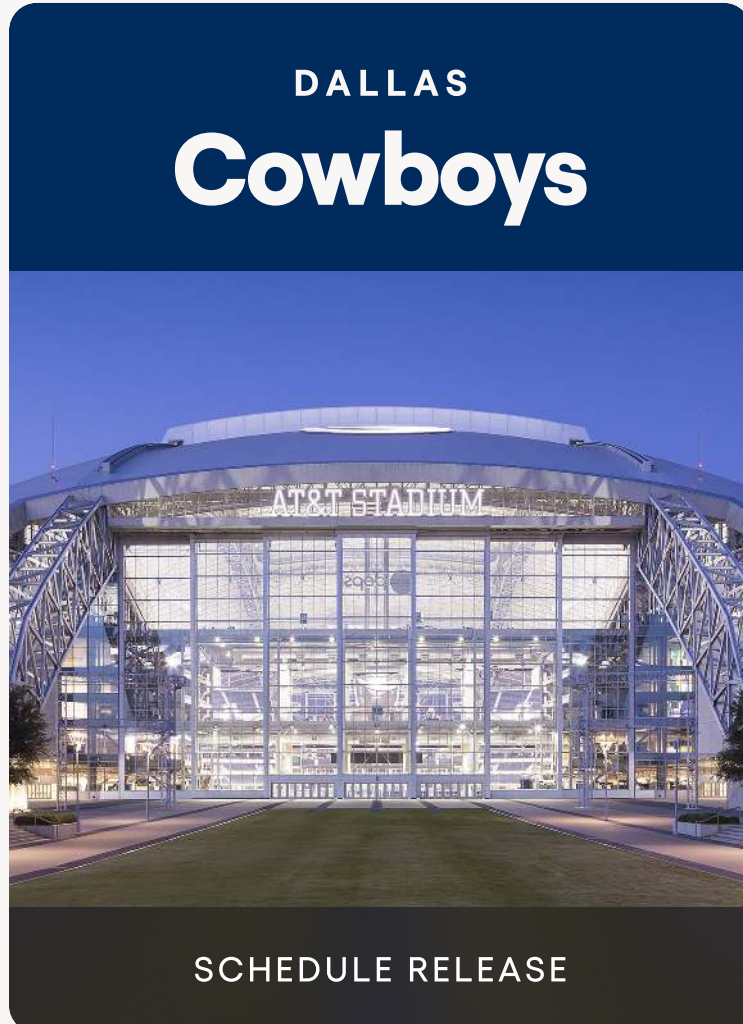
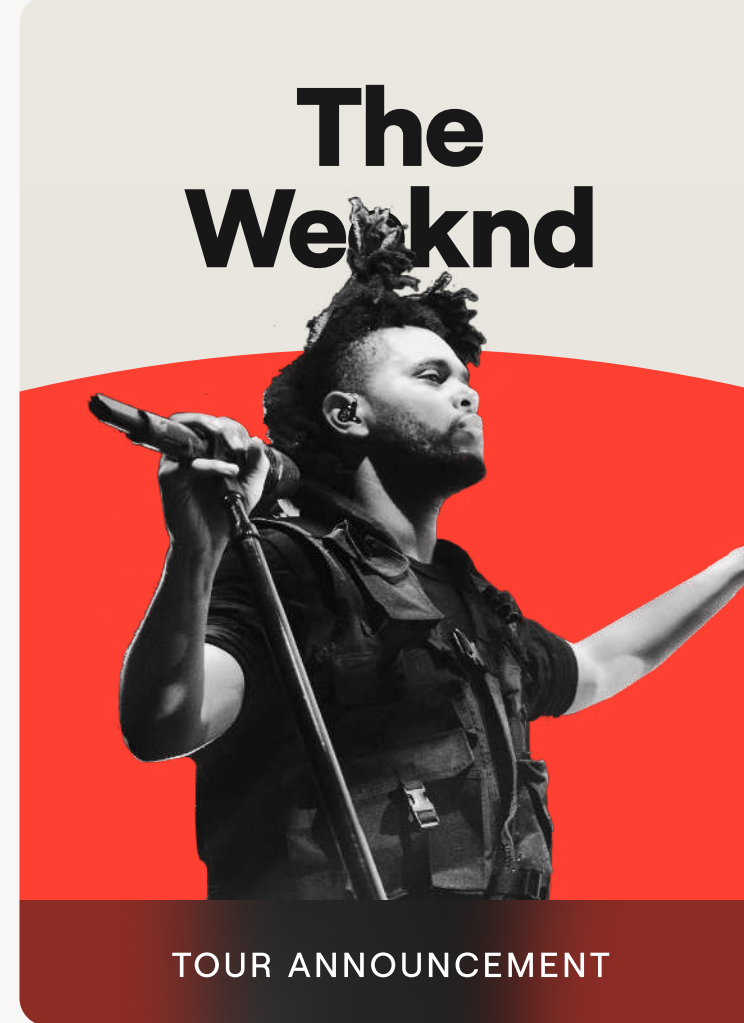


SEAT
GEEK

Get tickets to
music, sports
and live events



SEAT
GEEK





07 Assets

For access to our brand kit, please [click here.](#)