



Platinumlist[®]

LOGO USAGE GUIDELINES

Welcome

To our valued Partners, Clients and Team members.

This guide is for anyone who wants to use Platinumlist's brand assets in their marketing or advertising materials.

The guidelines contained in this manual outline the general rules for proper and consistent application of Platinumlist's brand assets, and showcasing Platinumlist content.

Consistent use of these assets helps the general public to easily recognize references to Platinumlist and protect the brand's trademarks. It is important that your marketing materials use Platinumlist standards, and use the brand's approved assets correctly. This guide will help you meet those standards.

Platinumlist Main Logo usage guide

Clear Space

To preserve the integrity of the Platinumlist Logo, always maintain a minimum clear space around the logo. This clear space insulates our Logo from distracting visual elements, such as other logos, copy, illustrations or photography.





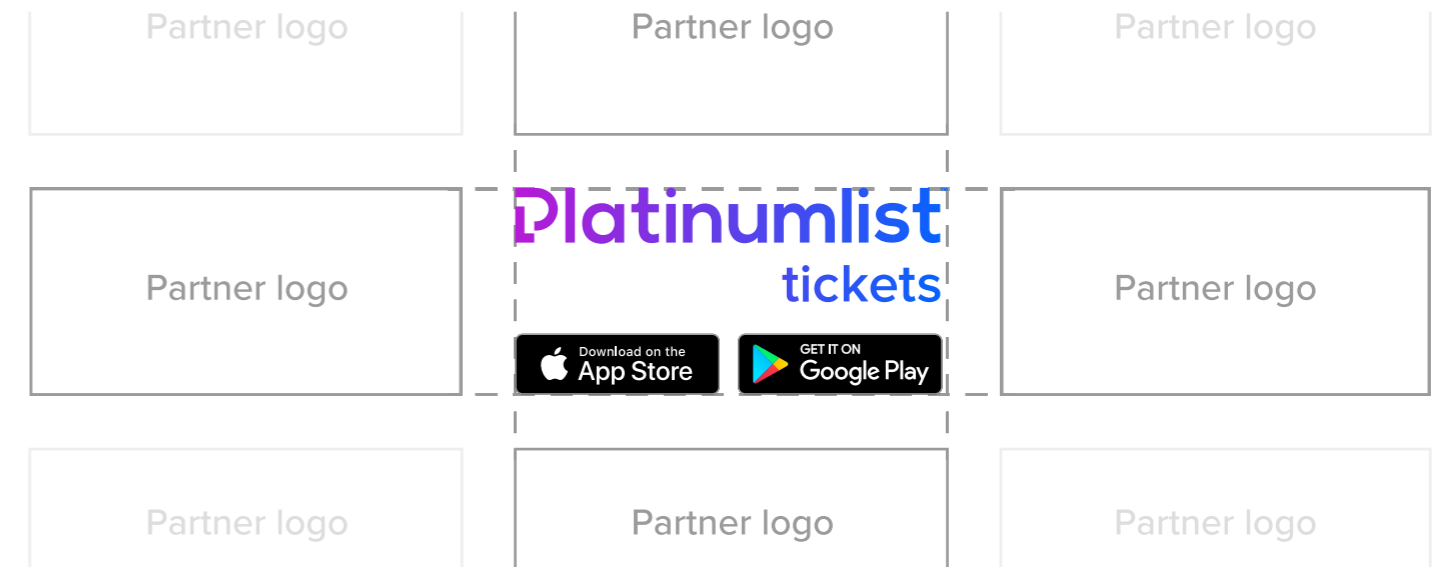
Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Platinumlist Logo. The proportions and shape of the Thumb Icon should never be altered for any reason. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.



Size

Consistency is the key. Always make sure that Platinumlist Logo is reproduced in a legible size and that they do not appear subordinate to any other partner logo included on the creative executions. Similarly, do not present the Platinumlist Logo in a way that makes it the most distinctive or prominent feature of what you're creating.



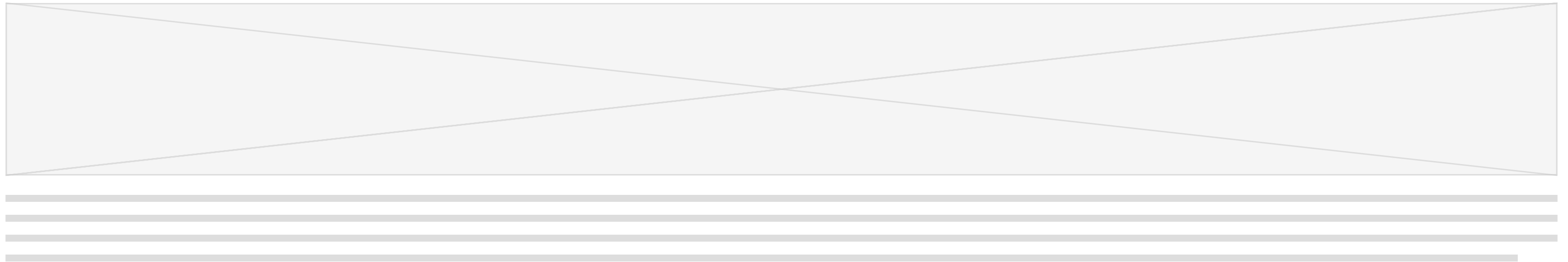
Colour

It is permitted to change colour of the whole logo. But it is not permitted to change colour of parts of the logo only. Eg the word tickets. You can use any colour as long as its creates a contrast on the background. Our advice is not use colours that are too bright and keep it subtle.



Do's

Do include a clear call to action that communicates your use of Platinumlist Logo such as “to purchase tickets click on the logo below” unless the “P” icon logo is side-by-side with other social partner logos.

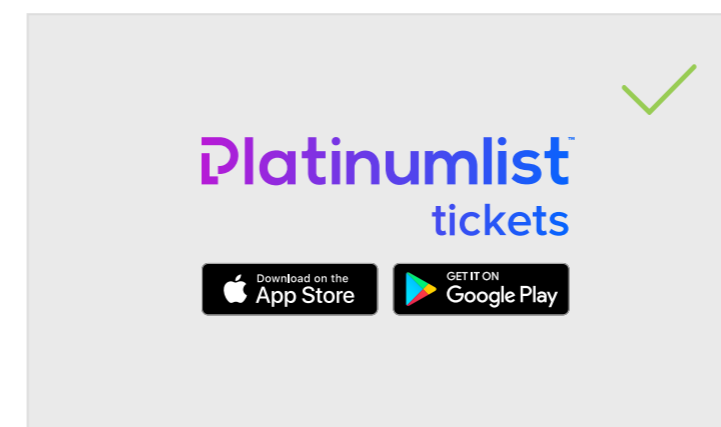
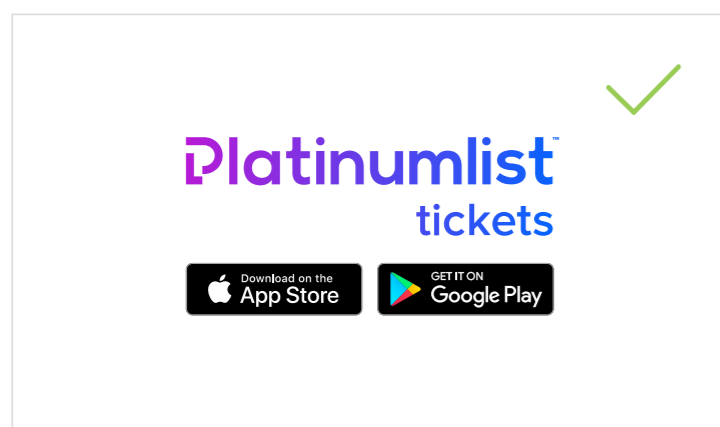


Platinumlist
tickets



Note: These should be used as the main logo for all your marketing collaterals in print and digital.

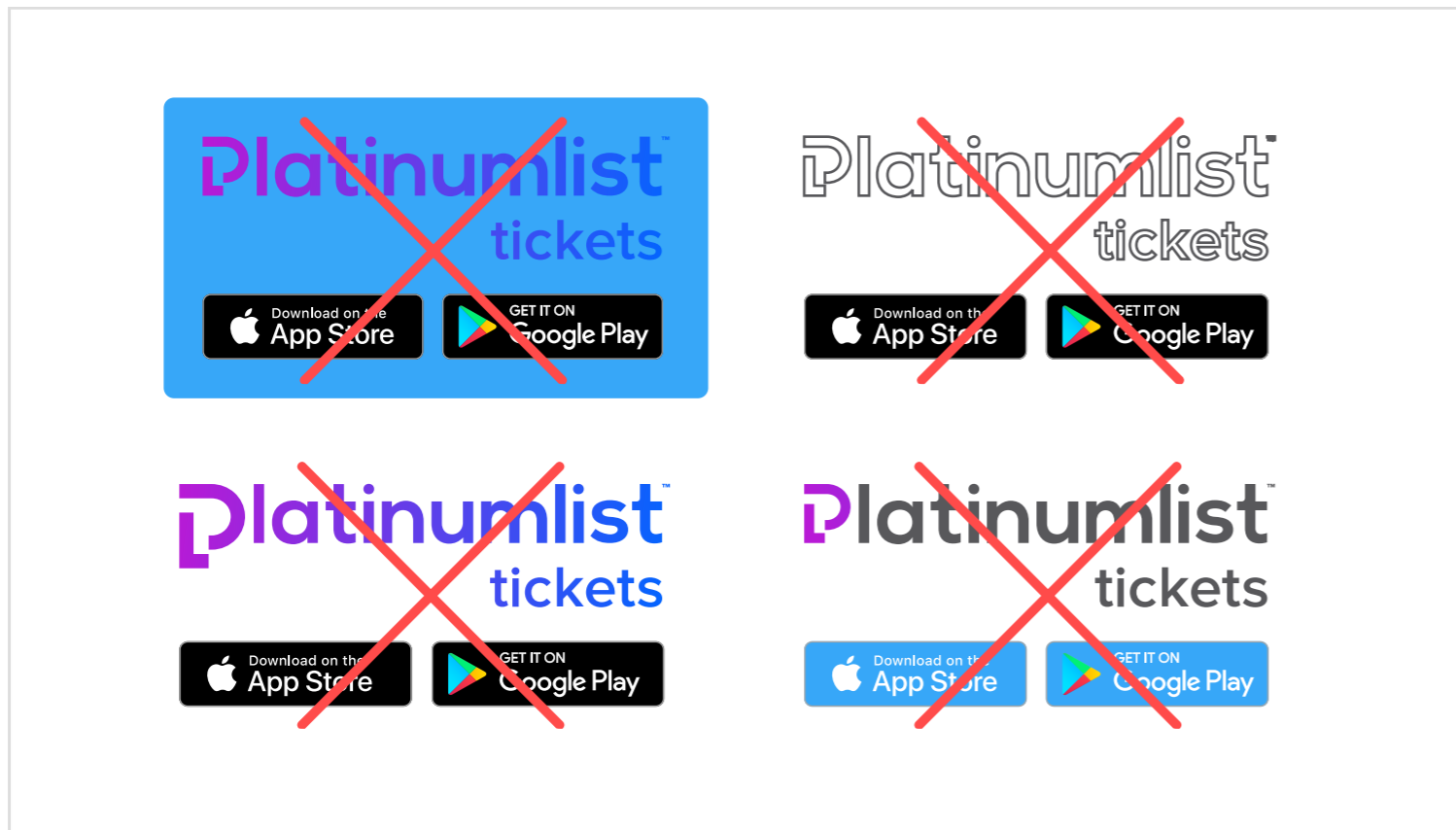
For white or light coloured backgrounds, use the stand alone gray logo. For black or dark coloured backgrounds, use the light grey colour logo provided.



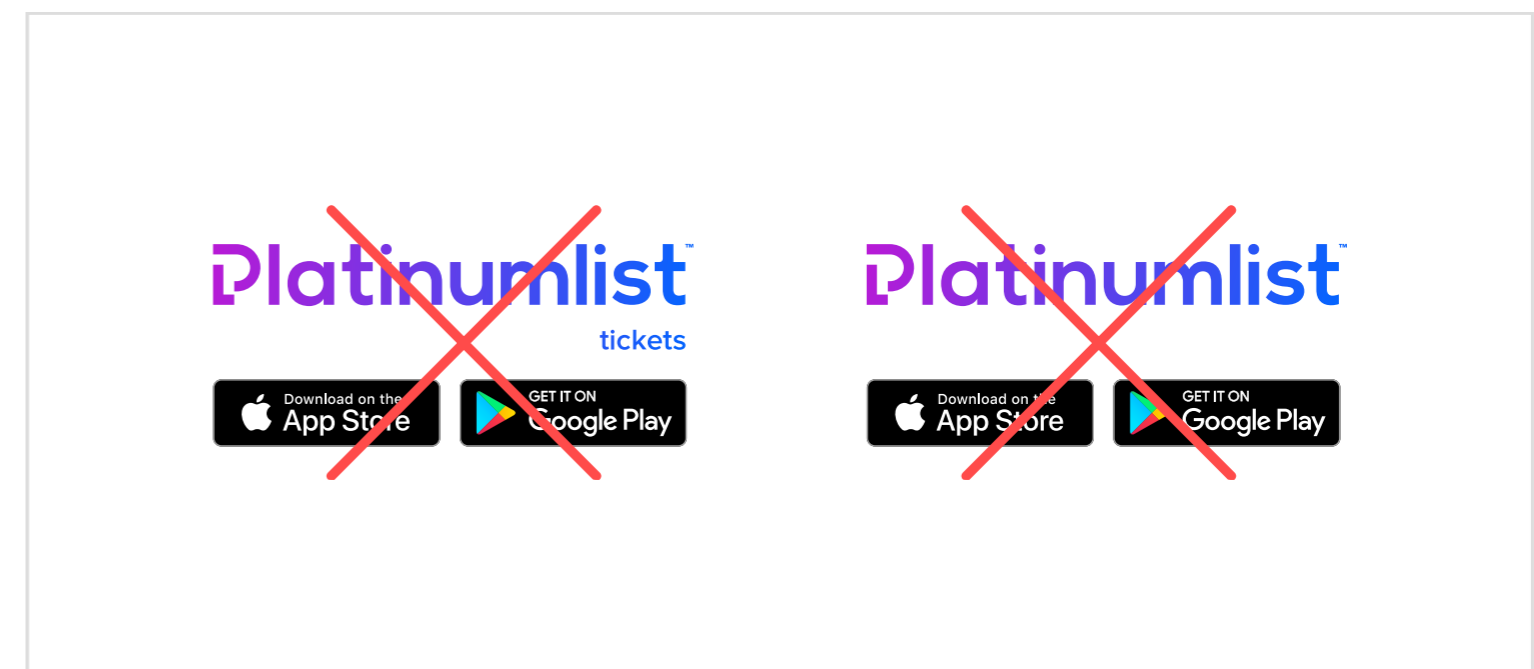
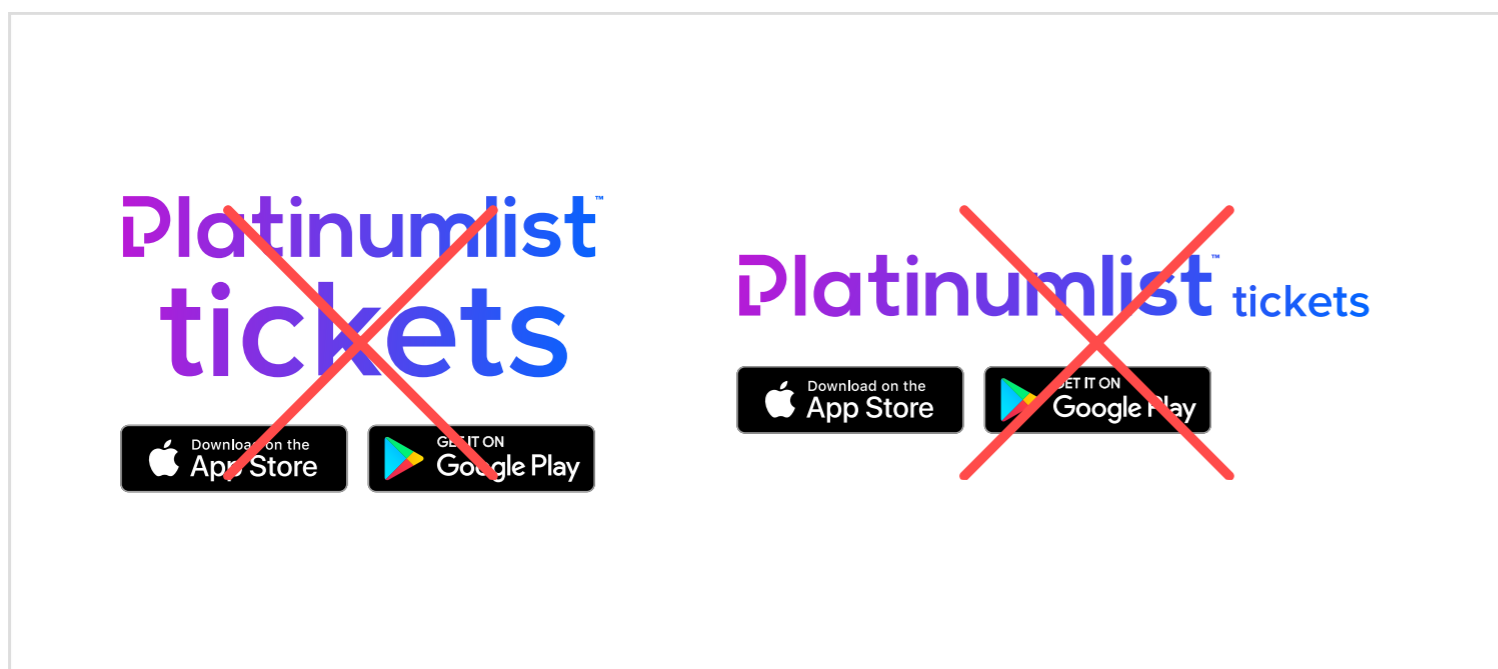
Dont's

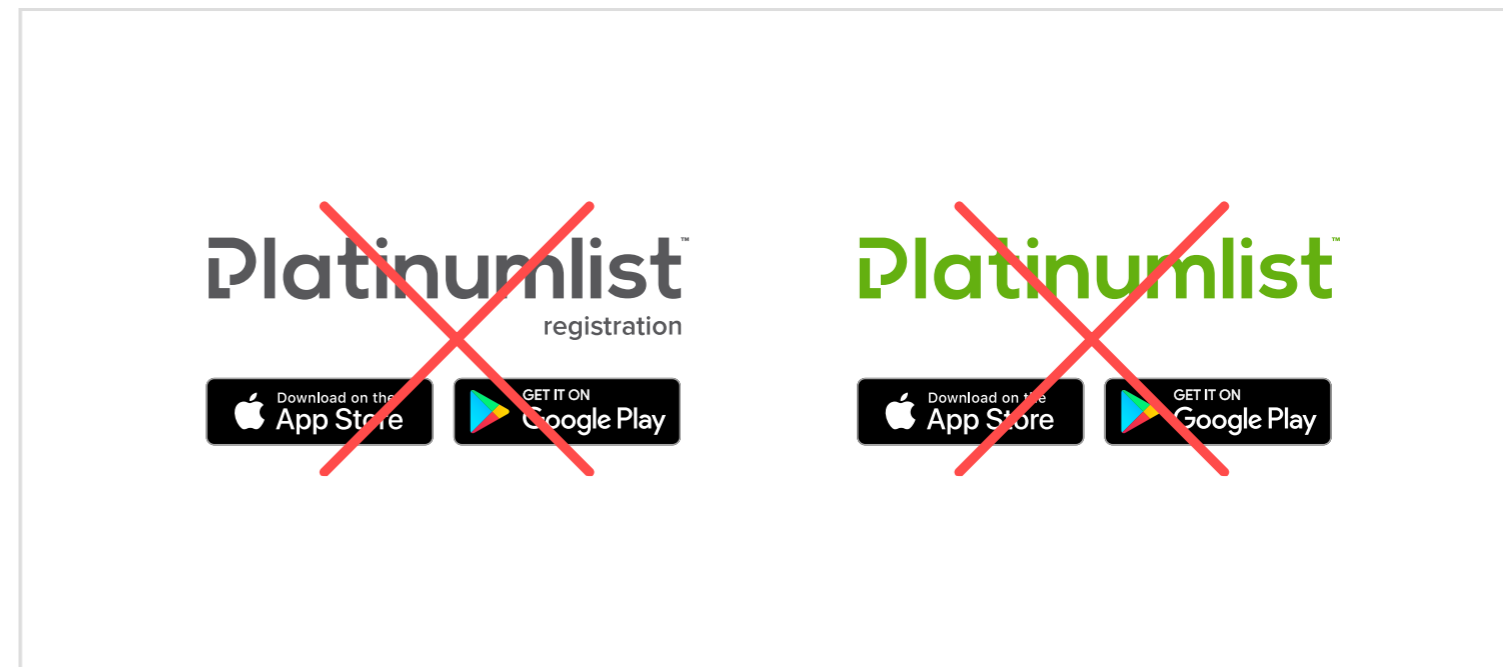
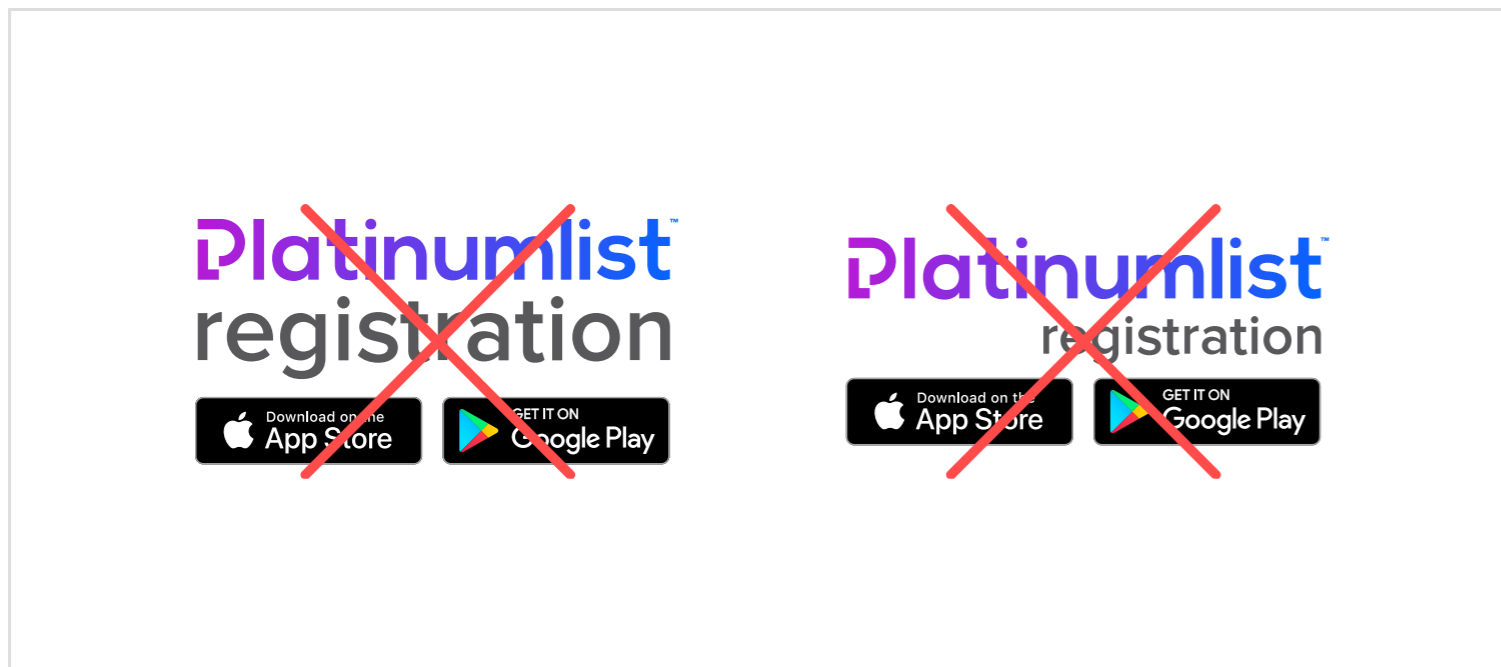
Don't modify the Platinumlist Logo in any way, such as by changing the design, shape or colour. If you can't use the correct colour due to technical limitations, a different shade of grey or white.

Don't animate or fabricate physical objects in the form of our Platinumlist Logo, and use only Tickets Designation.



Note: Don't make it the most distinctive or prominent feature of what you're creating.





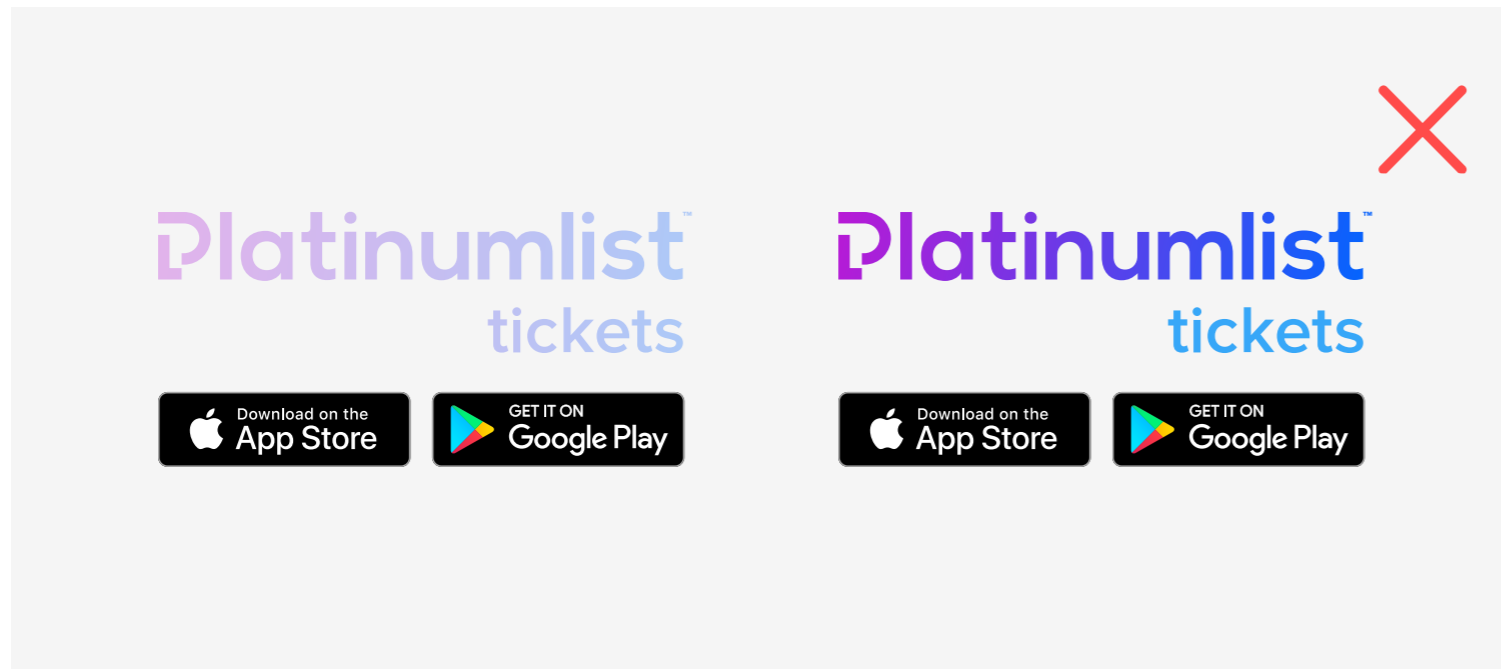
Note: Do not place the logo in boxes or padding.



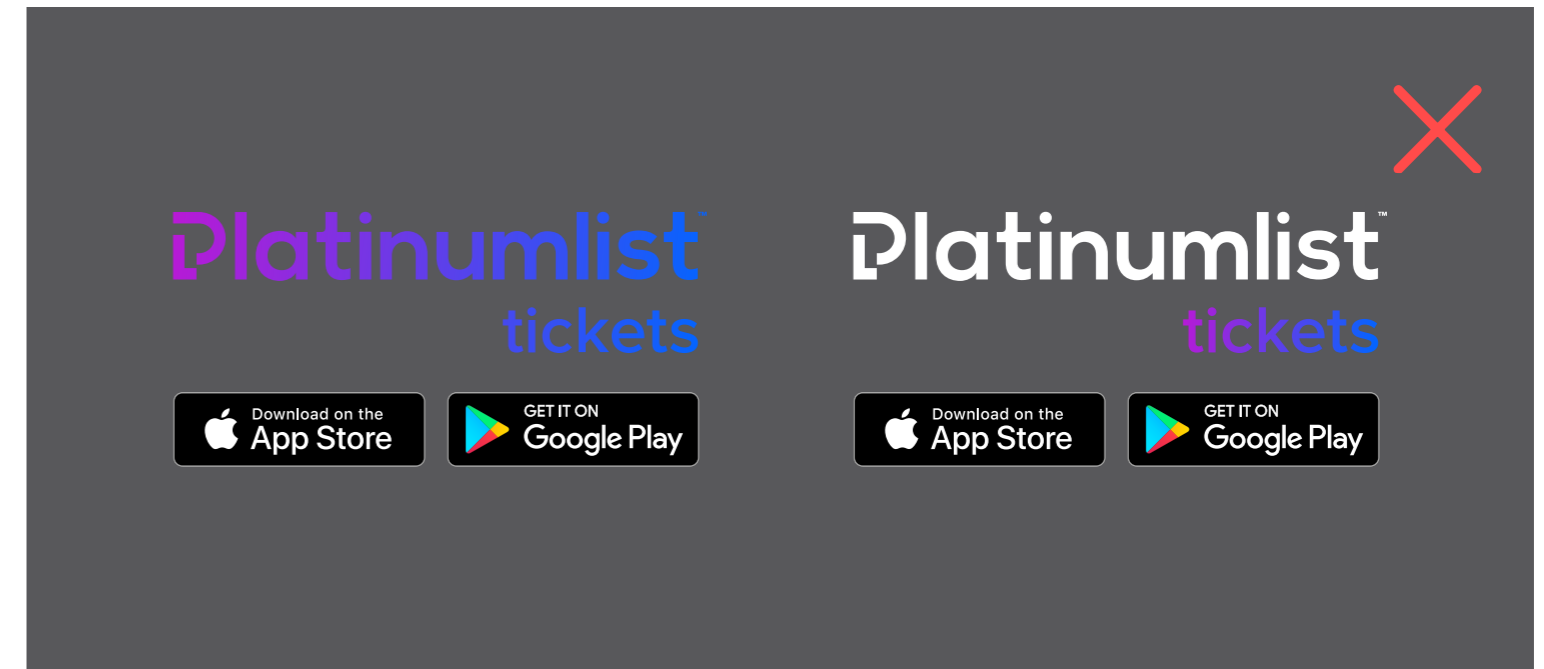
Note: Don't use logo without designation! Please don't use your own designations.

Backgrounds

You are allowed to change the colour of the logo so that it's visible on the background, but refrain from changing the colour of its separate parts. eg word tickets.



Note: In this case use the darker colour eg #58585B.

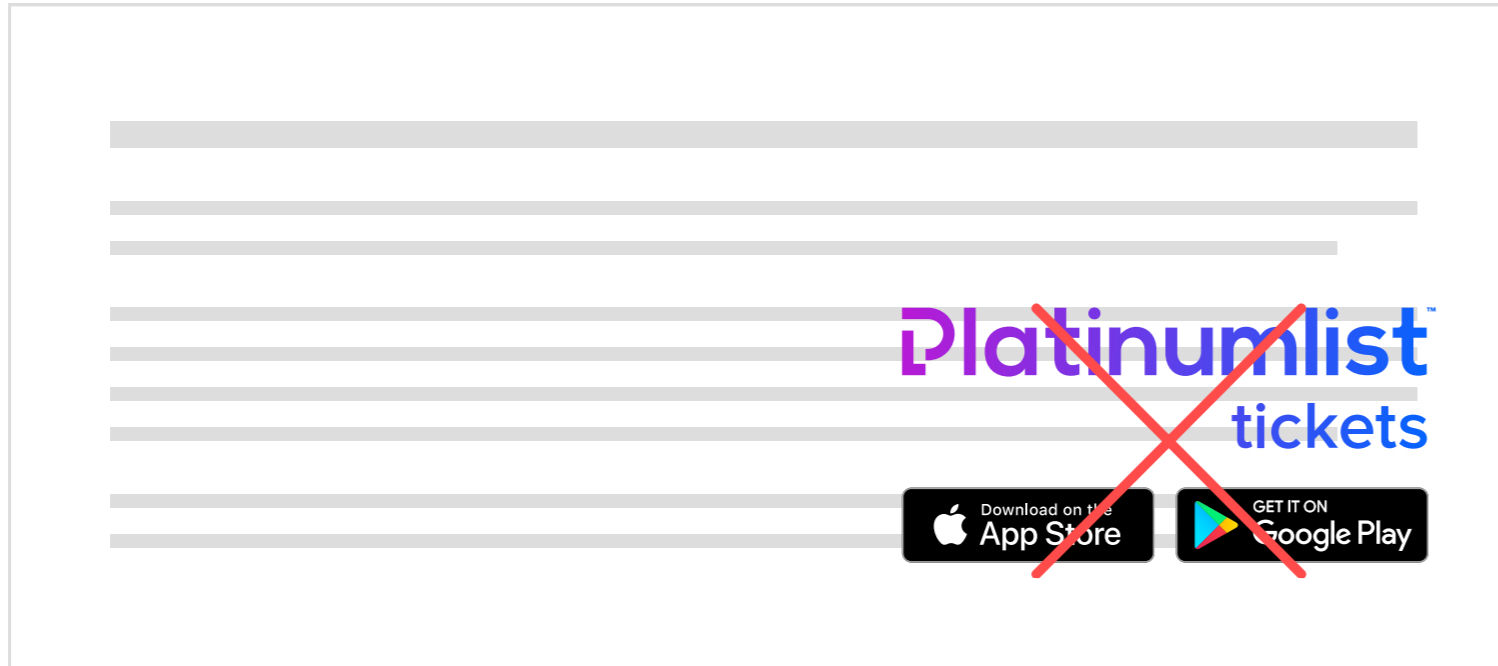


Note: In this case use the lighter colour eg #F5F5F5.



Logo Position

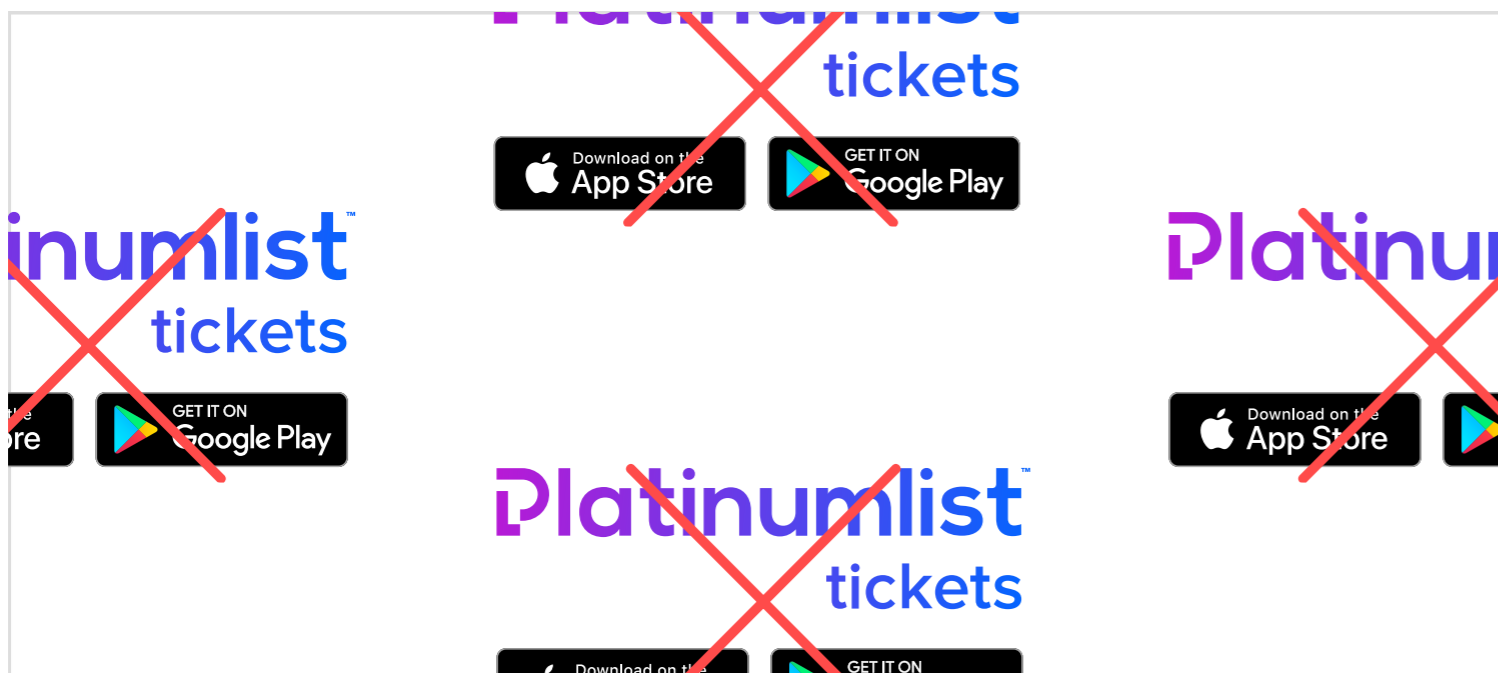
Don't place Platinumlist Logo over any kind of text information.



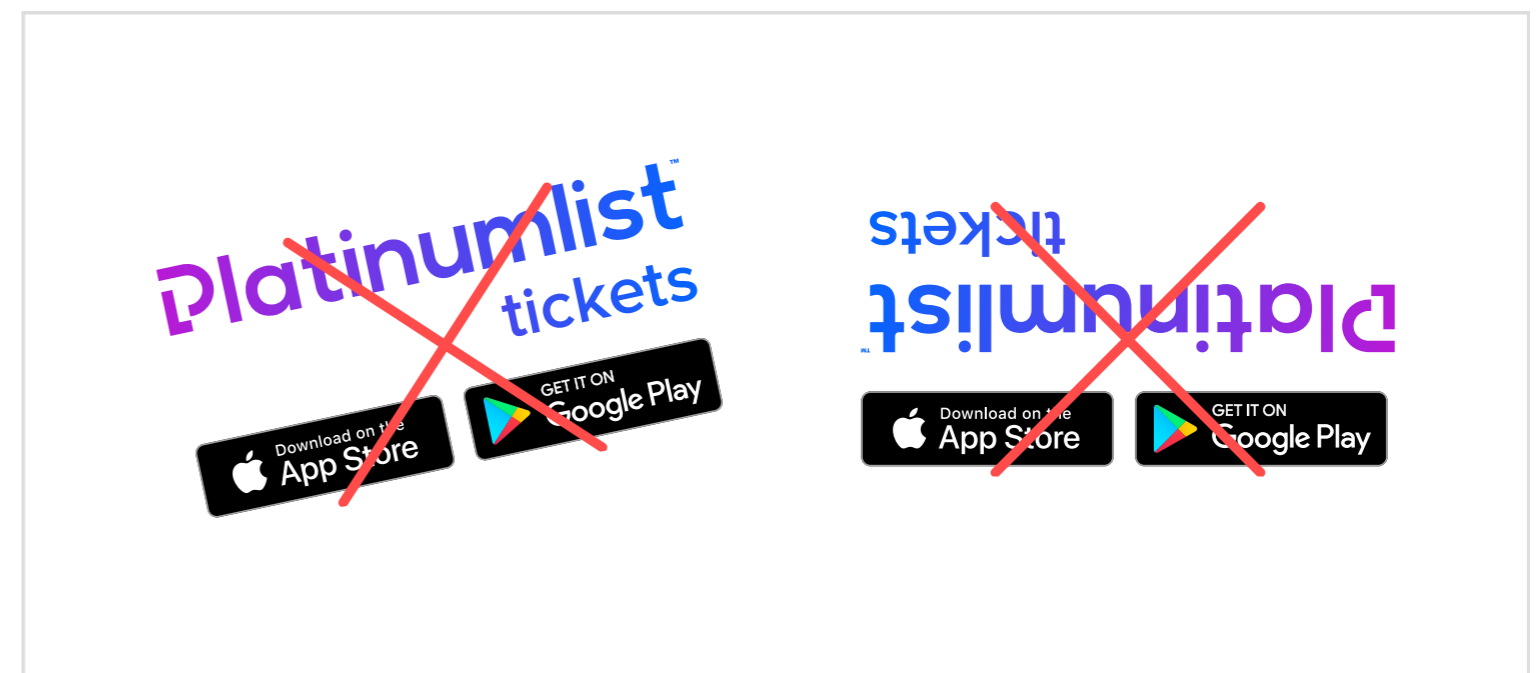
Don't place Platinumlist Logo above other logos.



Don't crop Platinumlist Logo in any kind of way.



Don't rotate Platinumlist Logo in any kind of way.



Platinumlist Main logo: Wrong Placement on banners and flyers

Note: avoid over crowding the space beside our logo and make sure it doesn't touch the edge of your artwork, also make sure to not flip or invert the our logo in any direction that you wish to use it.

