



Corporate Design Guidelines of Ticketcorner AG

– Logo application and declarations for partners –

Our logo

The Ticketcorner logo is a central element of our corporate design. It represents our brand identity and guarantees recognition among our partners and ticket buyers.

The word and image mark form a unit. The word mark is never used alone. Whenever possible, the Ticketcorner logo is used in four colours, either positive or negative.

If this is not technically sensible or feasible, it can be used in one colour, either positive or negative.

Logo, four-colour positive and negative



Logo, one-colour positive and negative



Clear space, orientation, and minimum size

The **clear space** of our logos defines the minimum distance that other graphic elements must maintain.

The **minimum distance** to all adjacent elements and to all sides corresponds to the **width/height of the star**.

The respective logo and its protective space change proportionally to the size of the medium.

For formats up to **A4**, the **smallest image size** (width) of the logo is **35 mm**.
For formats up to **A6**, the **smallest image size** (width) of the logo is **25 mm**.

The logos are generally used **horizontally**. Exceptions, such as beach flags must be coordinated with the Marketing Services department.

Our logos may not be changed or added to in **any way**. The unit of word and image mark is always scaled proportionally.

Horizontal logo centre



Minimum distance (mandatory clear space) around the logo



The minimum distance to other graphic elements is one quarter of the width of the star.

Minimum logo width for formats up to A6:
25 mm or 70 px



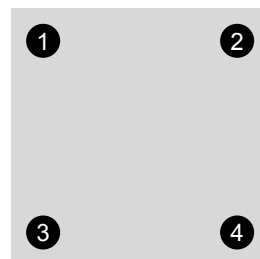
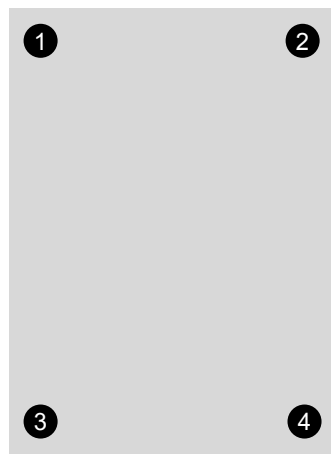
Minimum logo width for formats from A6 to A4:
35 mm or 99 px



Logo placement options

A maximum of one logo is used per area. The exception is tickets on which several logos can be placed in order to ensure protection against forgery.

The logo can be positioned in the corners (prioritised from 1 to 4). It must always be clearly visible. To do this, care must be taken to ensure there is sufficient contrast to the background.



Declarations, wording, text

Spelling

«Ticketcorner» should always be written as one word: «Ticketcorner»

Not: «Ticket Corner», «Ticket Corner», or «TC»

Please do not use capital letters.

Not: «TicketCorner» or «TICKETCORNER»

If another German-language word is added – for example, the word «Gutschein» – it is coupled with a hyphen: «Ticketcorner-Gutschein»

If the URL is given, please do so without the «protocol» and «world wide web»: ticketcorner.ch, ticketcorner.ch/ski, ticketcorner.ch/light

Not: «www.ticketcorner.ch» or «https://www.ticketcorner.ch/»

Announcement of connection fee

The fee of CHF 1.19 per minute for calls to the Ticketcorner order hotline 0900 800 800 must be declared on all advertising materials if the hotline is mentioned. The pricing information must be announced in at least the same font size as the value-added service number advertised. It must also be stated in the immediate vicinity of the corresponding value-added service number.

Text addition, long

Presales at Ticketcorner on 0900 800 800 (CHF 1.19/min.), via ticketcorner.ch, or at Coop City, BLS, and Fnac as well as at all other Ticketcorner ticket outlets.

Text addition, short

Presales at Ticketcorner by calling 0900 800 800 (CHF 1.19/min.) or via ticketcorner.ch.