V1

Paysera Tickets

Brand guide

Logo

Main logo

The main Paysera Tickets logo consists of two parts – an icon and text. The icon symbolises a ticket, and the text consists of the words “Paysera Tickets”. The two words are displayed horizontally on a white background.

Safe zone

The minimum clear space of the logo is measured by the height of the ticket icon.

Logo colours

The Paysera Tickets logo has several variations in different colours, which should be used on different backgrounds.

The main logo is used for white backgrounds

The inverted logo is used for PayseraBlue backgrounds and solid dark backgrounds if needed

The monochrome (black or white) logo is used for all other backgrounds

Minimum height

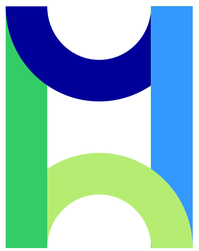
For readability purposes, the Paysera logo should not be displayed in sizes smaller than those indicated on the right.

Digital: 45 px **Print:** 5 mm

Icon

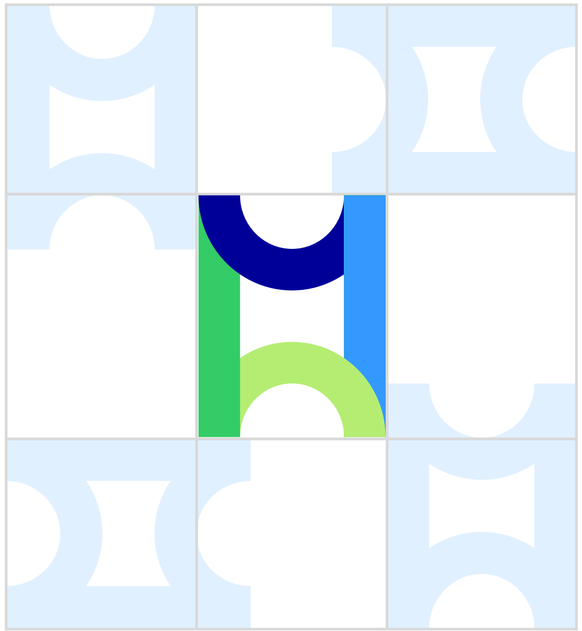
Icon

The Paysera Tickets icon is a stylised ticket and can be used as a standalone element in various marketing materials.



Icon safe zone

The minimum clear space of the icon is measured by the width of the ticket icon.



Icon colours

The Paysera Tickets icon has several variations in different colours, which should be used on different backgrounds.

The main icon is used for white backgrounds

The inverted logo is used for PayseraBlue backgrounds and solid dark backgrounds if needed

The monochrome (black or white) icon is used for all other backgrounds

Minimum icon height

For readability purposes, the Paysera icon should not be displayed in sizes smaller than those indicated on the right.

Digital: 45 px **Print:** 5 mm

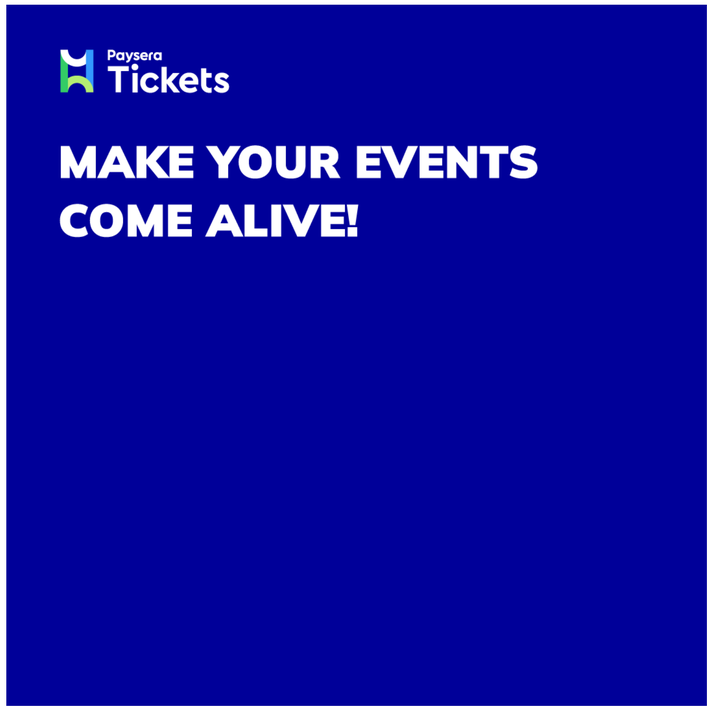
Slogan

Slogan

“Make your events come alive” is the official slogan of Paysera Tickets. It can be translated into different languages while maintaining its core meaning or used in English in different markets.

Logo + slogan

The slogan is written in Mulish font, ExtraBlack style.



Logo Dos

Dos: backgrounds

The Paysera Tickets logo works best on solid backgrounds. If other backrounds are needed, make sure to choose an appropriate logo colour for them.

Use the monochrome logo on a black background

Use the monochrome logo on a photo or in the video

Use the monochrome logo on a colourful background

Use the monochrome logo on a Paysera colour background

Don’ts: backgrounds

The Paysera Tickets logo works best on solid backgrounds. If other backrounds are needed, make sure to choose an appropriate logo colour for them.

Don’t use the main logo on a black background

Don’t use the main logo on photos or in videos that don’t have a dark area to put the logo

Don’t use the main logo on a colourful background

Don’t use the main logo on a Paysera colour background

Don’ts: positioning

Paysera Tickets logo elements – the icon and the name – are fixed, and cannot be changed, moved, or modified.

Don’t leave out any logo elements

Don’t change the positions of logo elements

Don’t change the size proportions of logo elements

Don’t use the main logo and icon on the same design or close to each other

Colours

Colours

The primary colours represent topics, whereas secondary colours are for details, accents, and second plan elements.

Primary

Secondary

PayseraBlue	White	TechGreen	LiveGreen	EndlessBlue	Black
HEX 000099	HEX FFFFFF	HEX 33CC66	HEX B4ED72	HEX 3399FF	HEX 000000
RGB 0 0 153	RGB 255 255 255	RGB 51 204 102	RGB 180 237 114	RGB 51 153 255	RGB 0 0 0
CMYK 100 90 0 0	CMYK 0 0 0 0	CMYK 70 0 100 0	CMYK 30 0 70 0	CMYK 70 10 0 0	CMYK 0 0 0 100
Pantone Blue 072 C	Pantone Bright White	Pantone 2420 C	Pantone 358 C	Pantone 2727 C	Pantone Neautral Black C

Typeface

Primary typeface

The Paysera Tickets typeface Mulish should be used as a display, headline, subheading, or title font.

Use it in Black or ExtraBlack style.

Mulish

ABCDEFGHIJKLMNOPQRSTUWYZ
abcdefghijklmnopqrstuwy
0123456789
.,:;!””()/-?+=%#

Secondary typeface

The Paysera Tickets typeface Inter should be used as a body font.

Inter

ABCDEFGHIJKLMNOPQRSTUWYZ
abcdefghijklmnopqrstuwy
0123456789
.,:;!””()/-?+=%#

Default typeface

The typeface Arial should be used for systemic occasions like Google Docs, official documents, etc.

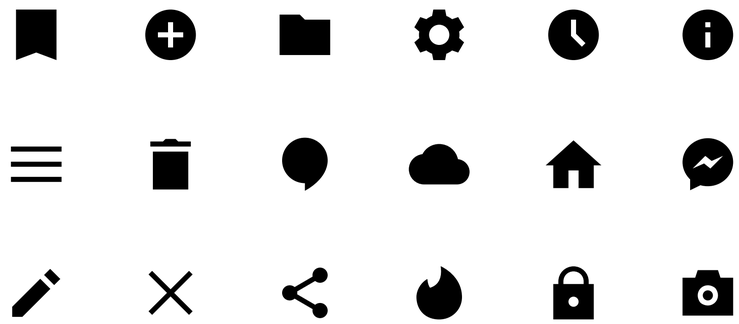
Arial

ABCDEFGHIJKLMNOPQRSTUWYZ
abcdefghijklmnopqrstuwy
0123456789
.,:;!””()/-?+=%#

Icons

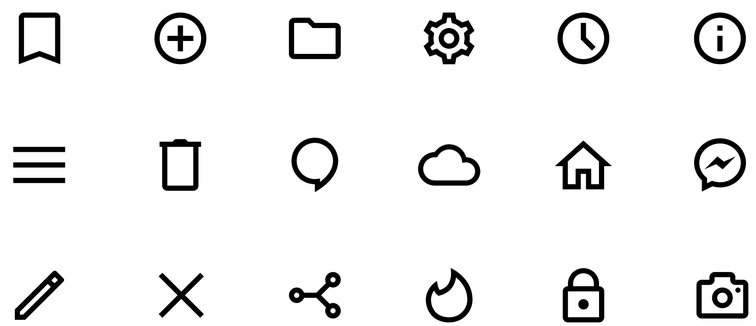
Flat icons

Flat icons should use a single colour and have a simple and sharp design.



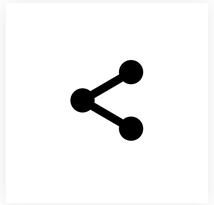
Outline icons

Outline icons should use a single colour and have a simple and sharp design. The minimum stroke weight is 1,5 px.



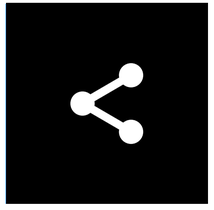
Icon colours

Use white icons on coloured and black backgrounds and black icons on white backgrounds.



Use black icons on white backgrounds

Use white icons on coloured backgrounds



Use white icons on black backgrounds

Photography

Photographic components

The focus of Paysera Tickets photographic components is people and motion.

People:

Aim for natural-looking shots in which their posing isn’t staged.

Motion:

Focus on capturing the moment and the feeling that it radiates. If possible, ensure a good depth of field.

Colour:

Use your environment and always include blue colour. Remember not to use Photoshop.

Places and objects:

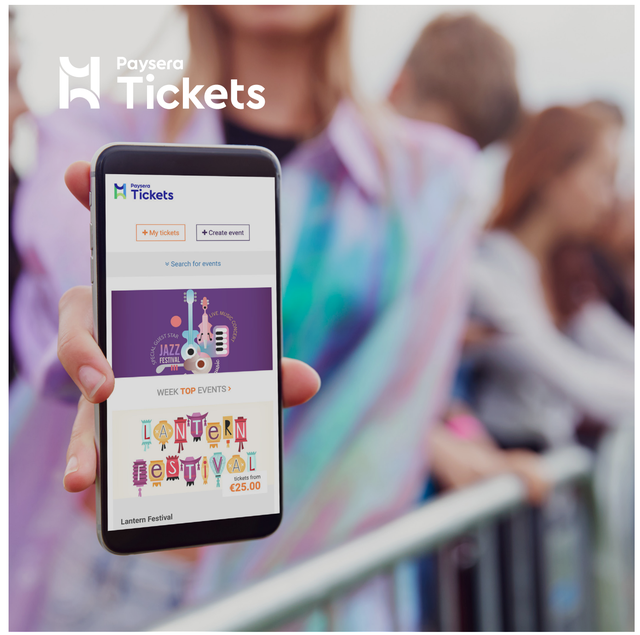
Prioritise photos with clean backgrounds and, if possible, with a good depth of field.

Logo on photographs

Use the monochromic (white) logo and apply black shadow if needed. The logo is needed on photos if there is no other way to show your identity like a page, account, or profile logo.

Shadow settings:

- black; 10 % opacity; x 0, y 0



Motion

Logo in videos

Use the monochromic (white) logo and apply black shadow if needed. The logo is needed in videos if there is no other way to show your identity like a page, account, or profile logo.

Shadow settings:

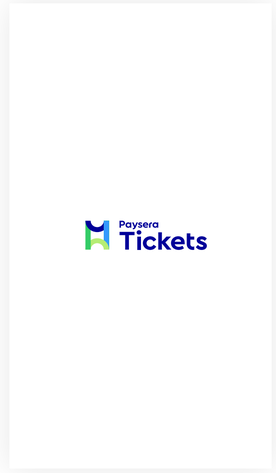
- black; 10 % opacity; x 0, y 0

Logo animation

The Paysera Tickets logo reveal video is used for logo presentation and video intro or outro parts for various motion formats.

1:1

9:16



16:9

If you have questions or need additional guidance on how to use the Paysera Tickets brand guidelines, please contact us via email at marketing@paysera.com