

# **BRAND GUIDELINES**

Version 2.0 - 2023

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# INTRODUCTION

Welcome to the official brand guideline of the Stage Front brand and assets. This document is intended to educate anyone who is responsible for creating internal or external communications using the Stage Front brand.

It is important that we all share a basic understanding of how and when to use our identity. These identity standards are intended to introduce you to the basic usage. We want to make it easy for you to integrate Stage Front in all media formats while respecting our brand and legal/licensing restrictions.

Note that by using these resources you accept our Terms of Service. Usage of these resources may also be covered by the Stage Front End User Agreement and our Privacy Policy.

## WHO WE ARE

Stage front has been an industry leader in ticket technology & official partnerships since 1984.

Our full menu of proprietary ticketing products and services is recognized as the most innovative in the ticketing industry. We offer full-service ticket management for every business from distribution, pricing, data, strategy, and reporting.

On the partnership side, our experienced team of industry veterans develops official partnership programs with major sporting event organizations.

Examples include **Matchroom Boxing, LaLiga North America, RCDE Espanyol, the International Champions Cup, and the Women's International Champions Cup.**

# LOGO

## PRIMARY BRAND

Logo Ideation	05
Stacked Logo	06
Horizontal Logo	07
Brandmark	08

## SUB-BRANDS

Stage Front VIP	12
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# STAGE FRONT LOGO

We use the Stage Front logo in all marketing and product experiences made by Stage Front. It may also be used in partnership logo lockups.

All applications and colors of the wordmark are shown in this guide. Please do not invent any others.



The Stage Front logo is comprised of a bold and clear wordmark, paired with a unique brandmark which showcases the imagery of soundwaves. These soundwaves represent the impact which Stage Front has in it's industry as a leader in ticketing technology and partnerships.

# STACKED LOGO

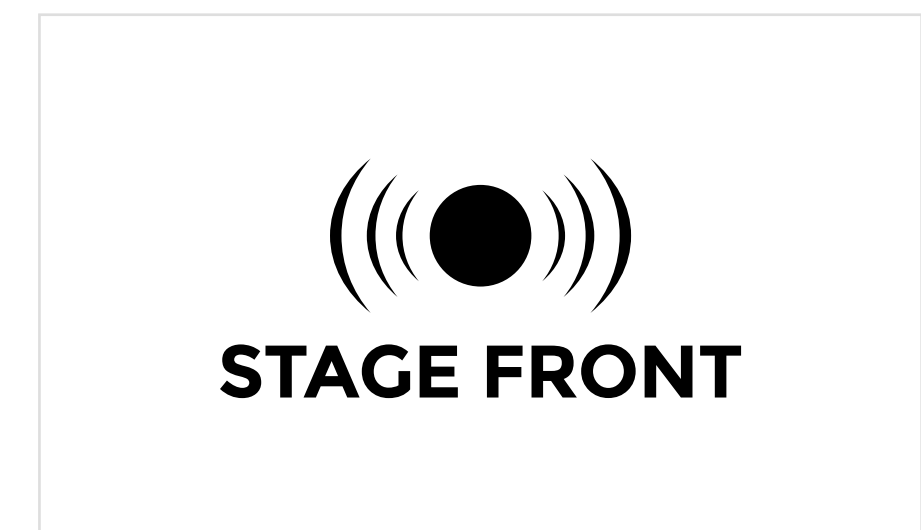
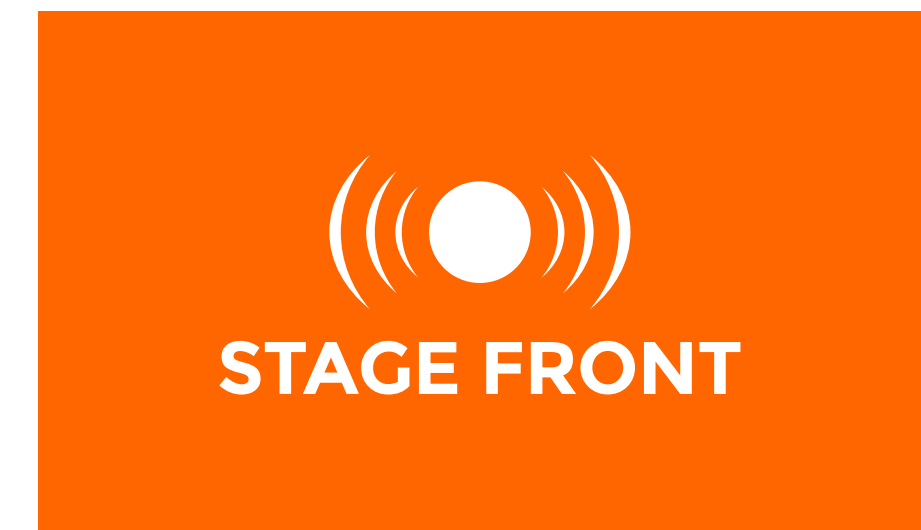
We use the Stage Front logo in all marketing and product experiences made by Stage Front. It may also be used in partnership logo lockups.

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STACKED LOCKUP



CLEARSPACE

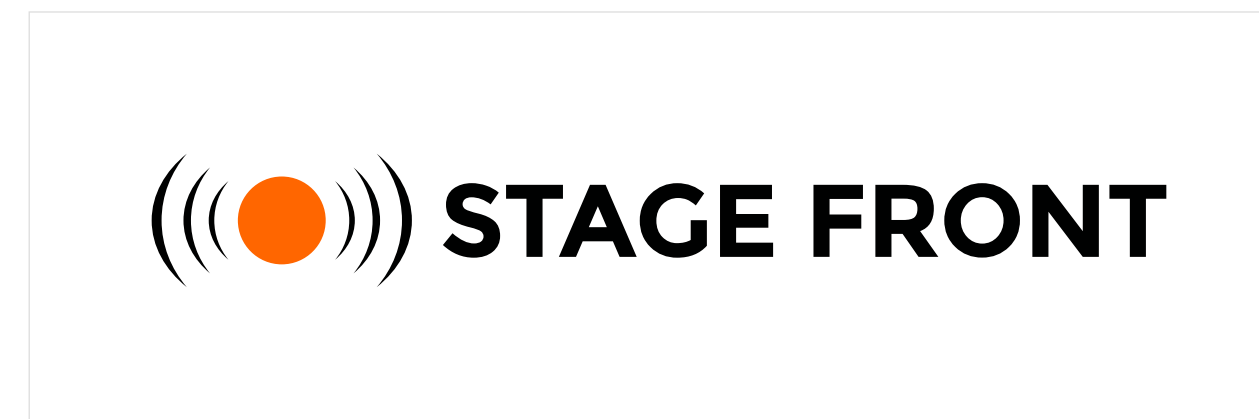


# HORIZONTAL LOGO

We use the Stage Front logo in all marketing and product experiences made by Stage Front. It may also be used in partnership logo lockups.

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HORIZONTAL LOCKUP



CLEARSPACE



COLOR

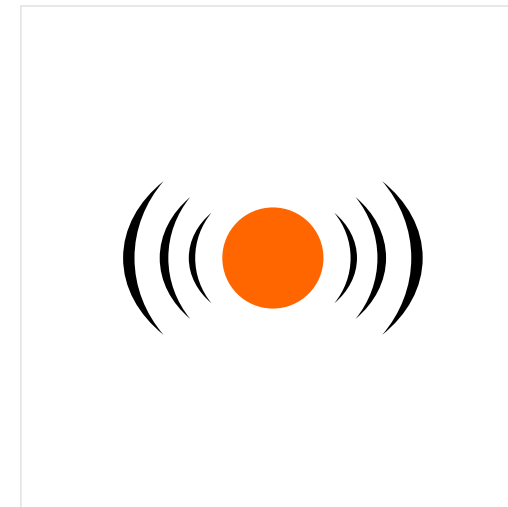




# BRANDMARK

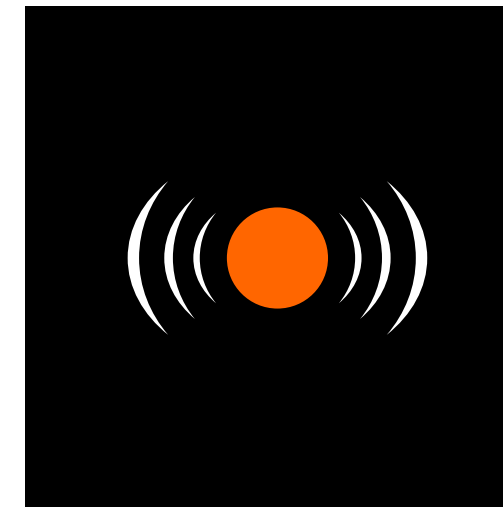
We use the Stage Front brandmark as the symbol and staple of the brand. All applications and colors of the wordmark are shown in this guide. Please don't invent any others.

BRANDMARK

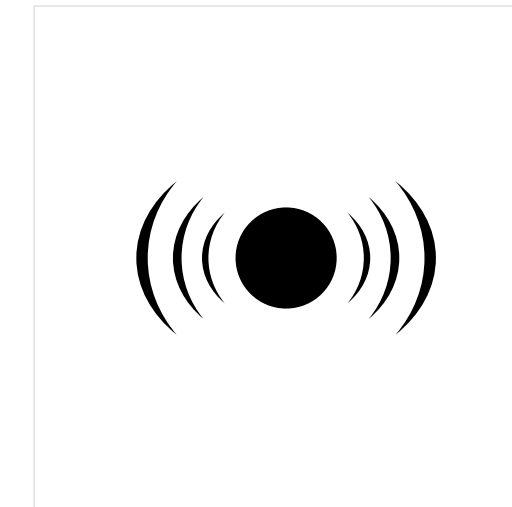


ACCEPTABLE COLOR USAGE

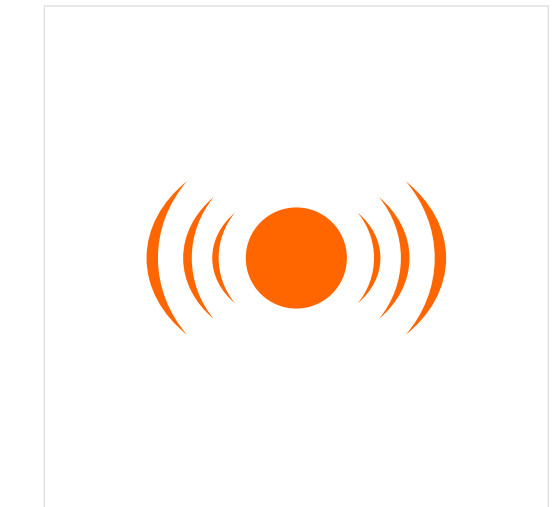
WHITE + ORANGE DOT



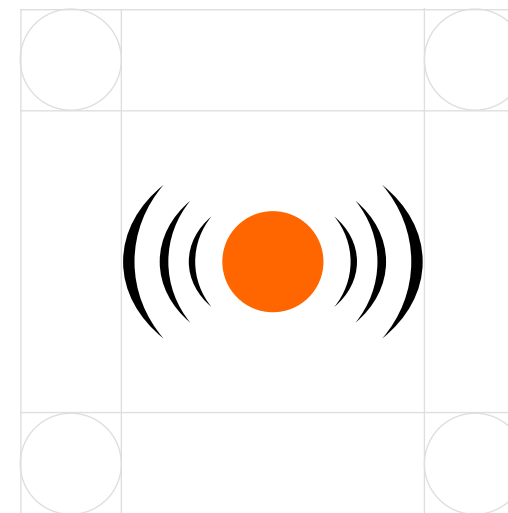
BLACK



ORANGE



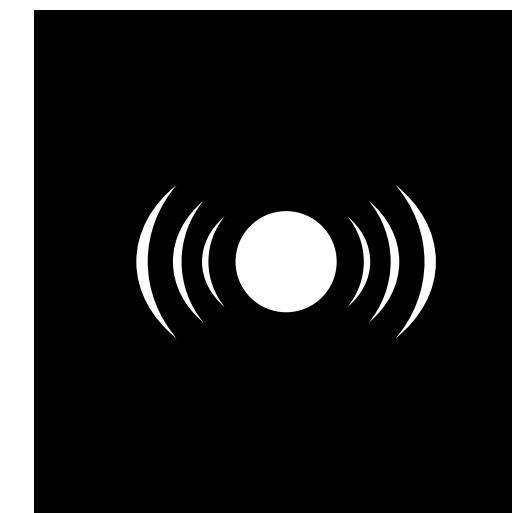
BRANDMARK CLEARSPACE



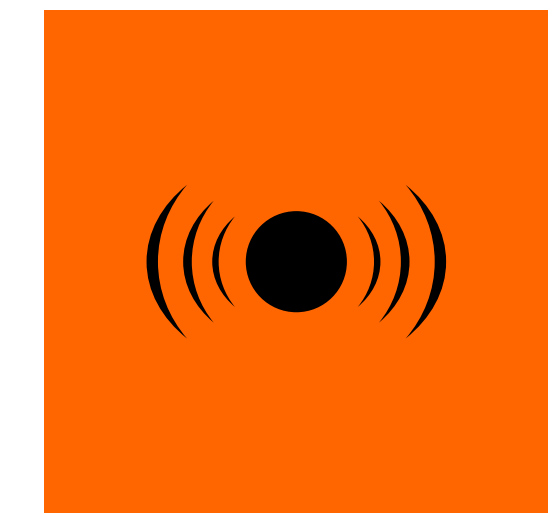
WHITE ON ORANGE



WHITE ON BLACK



BLACK ON ORANGE



# LOGO

## PRIMARY BRAND

Logo Ideation	05
Stacked Logo	06
Horizontal Logo	07
Brandmark	08

## SUB-BRANDS

Stage Front VIP	12
Stage Front.VIP	14

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# STAGEFRONT VIP

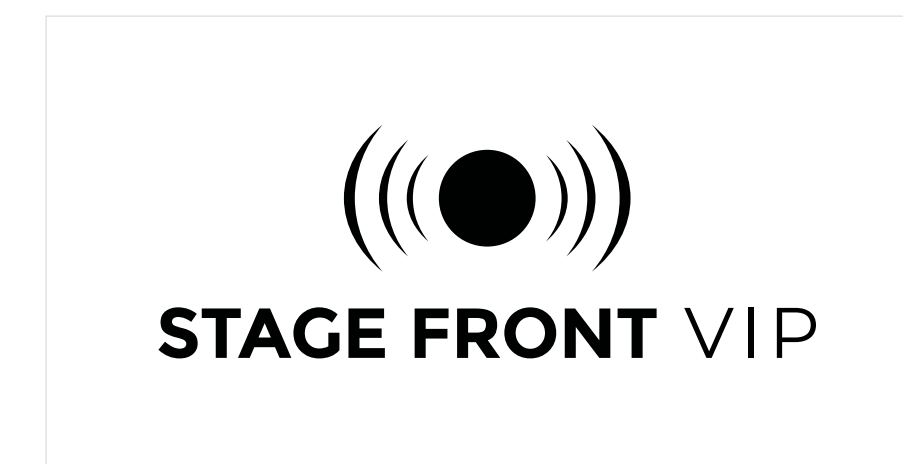
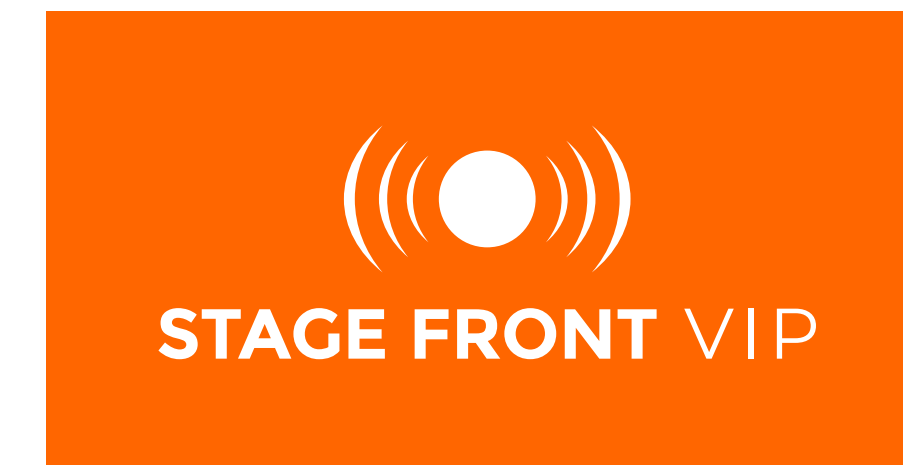
We use the Stage Front VIP logo as a kinetic version of the original logo.

This logo represents Stage Front's brand as the official ticket and hospitality partner for top franchises in sports and entertainment, Stage Front VIP can offer unique packages and unparalleled access to the world's most sought-after events.

STACKED LOCKUP



CLEARSPACE



# STAGEFRONT VIP

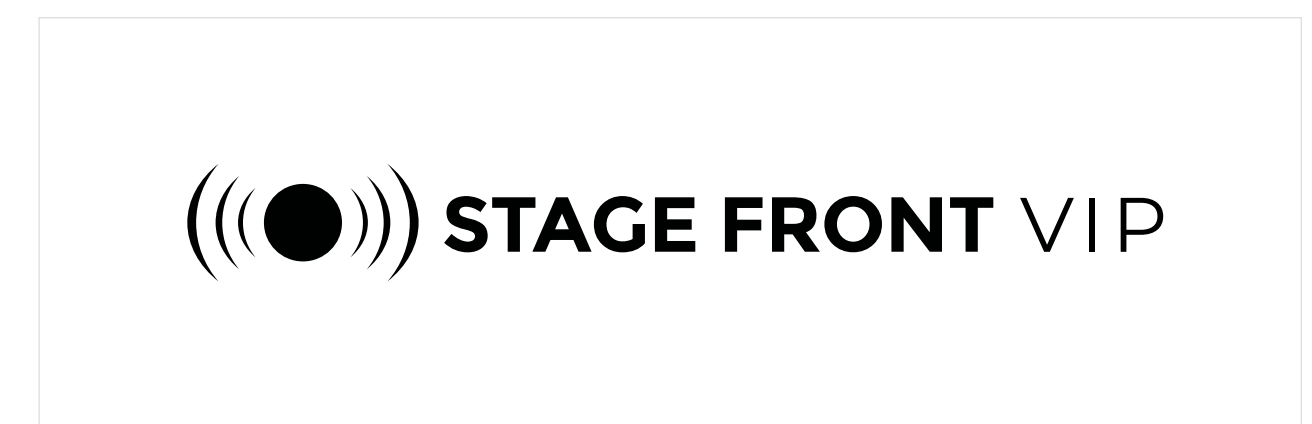
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STACKED LOCKUP



CLEARSPACE



# STAGEFRONT.VIP

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STACKED LOCKUP



CLEARSPACE



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STACKED LOCKUP



CLEARSPACE



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# PARTNERSHIP LOGO LOCKUPS

When we want to represent a collaboration between Stage Front and an external partner, we lock up their logos with ours and separate them with a simple line. Always list Stage Front first, but in equal proportion to our partner.

CLEARSPACE



BLACK



COLOR





# LOGO

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## LOGO MISUSE

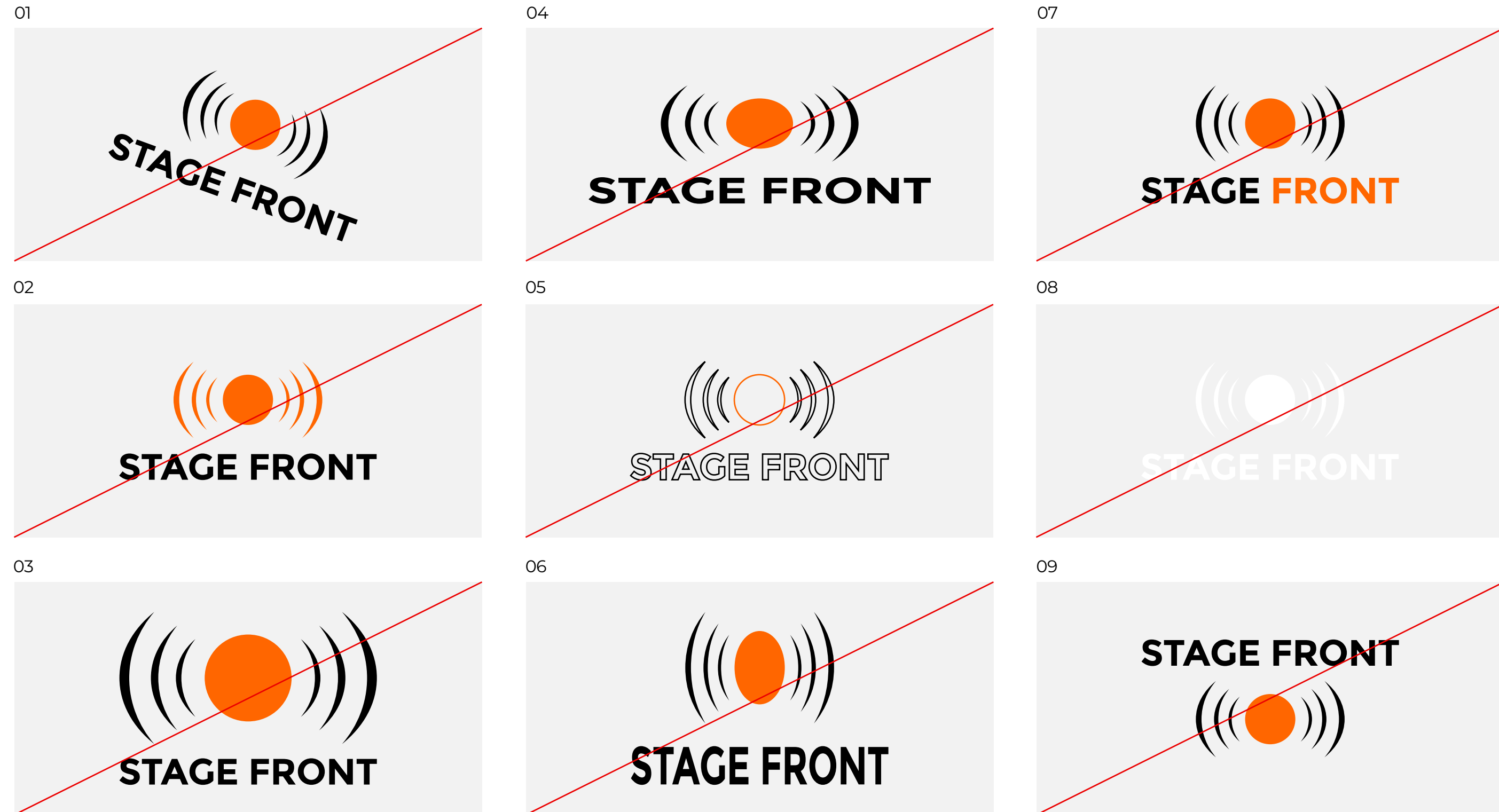
Logo Do-Nots	18
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## LOGO IN-CONTEXT

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# LOGO MISUSE

- 01.** Do not rotate the logo.
- 02.** Do not make the color of the landmark different from the words 'Stage Front'.
- 03.** Do not make the landmark bigger than 'Stage Front'.
- 04.** Do not stretch the logo horizontally.
- 05.** Do not outline the logo.
- 06.** Do not squish the logo.
- 07.** Do not make the words 'Stage Front' different colors.
- 08.** Do not make the logo white on a light background.
- 09.** Do not make place the landmark appear below 'Stage Front'.



# LOGO

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# STAGE FRONT LOGO IN CONTEXT

In context, the Stage Front logo may be utilized in both the stacked and horizontal format, depending on the design space available.

For dark backgrounds, the logo is to be used in the white + orange color combination. For light backgrounds, the logo is to be used in the black + orange combinations.



# COLORS

## BRAND COLORS

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# PRIMARY PALETTE

Stage Front Orange is our primary brand color. It is an energizing color which represents the Stage Front brand. It is used to draw attention to key elements or actions.

Black serves as the a supplementary color in the Stage Front brand, displaying boldness, strength, and authority. Black paired with Stage Front Orange creates a high contrast between the orange and dark background colors.

<p><b>STAGEFRONT ORANGE</b></p> <p>#ff6600 021-C</p>	C	0	R	255
	M	74	G	102
	Y	100	B	0
	K	0		

<p><b>BLACK</b></p> <p>#000000 6 C</p>	C	75	R	0
	M	68	G	0
	Y	67	B	0
	K	90		

# SECONDARY PALETTE

Stage Front Blue is the secondary brand color. It represents reliability and professionalism, perfectly showcasing Stage Front’s practices. Stage Front Blue serves as a cool contrast to the primary and energizing orange.

Slate Black serves as the a supplementary secondary color in the Stage Front brand, displaying the same boldness and strength, but allowing for a softer contrast between it’s primary and secondary colors.

<p><b>STAGEFRONT BLUE</b> #0178ae</p>	C	87	R	1
	M	47	G	120
	Y	11	B	174
	K	0		

<p><b>SLATE BLACK</b> #1c1b17</p>	C	70	R	28
	M	65	G	27
	Y	69	B	23
	K	70		

# TYPOGRAPHY

## BRAND TYPOGRAPHY

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# BRAND TYPOGRAPHY

Montserrat is our primary type family. It's a bold and modern typeface that showcases its impact, clarity and approachability. The Stage Front wordmark uses Montserrat.

**Aa**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Montserrat Regular

Montserrat Medium

**Montserrat Semi Bold**

**Montserrat Bold**

**Montserrat Extra Bold**

**Montserrat Black**

# TYPOGRAPHIC HIERARCHY

Montserrat is our primary type family. It's a bold and modern typeface that showcases its impact, clarity and approachability. The Stage Front wordmark uses Montserrat.

This hierarchy displays the way in which the Stage Front brand structures its typographic systems.

HEADING

**YOUR TICKET, YOUR EXPERIENCE.  
ANYWHERE. ANYTIME.**

SUB HEADING

**Leading in ticket technology & partnerships since 1984.**

PARAGRAPH

Bridging technology and ticketing, Stage Front grants seamless B2B solutions for brands looking to sell tickets while offering global experiences for fans.

Unlock a universe of events. Let us sell your tickets. Let us find your tickets. Whoever you are, wherever you are, we've got your back.

PULL QUOTE

**Recognized as an innovator in the ticketing industry, Stage Front has a full menu of proprietary ticketing services for ticket sellers, buyers and managers.**

# ICONOGRAPHY

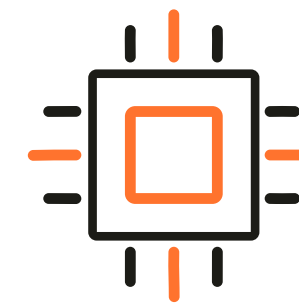
BRAND ICONS

Brand Icons

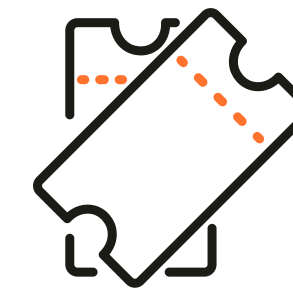
28

# BRAND ICONS

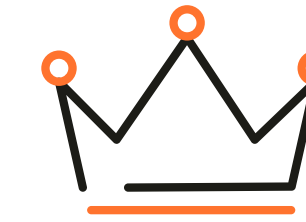
Simple yet clear in imagery, the Stage Front iconography is done in a simple line work style using Stage Front's two primary colors. Using clear and concise imagery allows for clear communication with the audience.



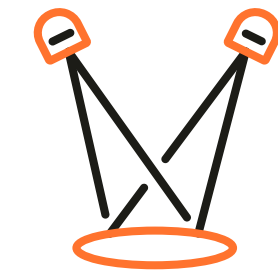
TECHNOLOGY



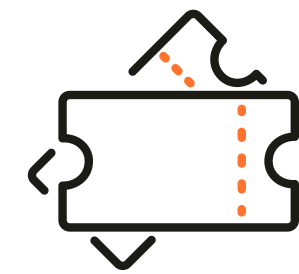
PRIMARY



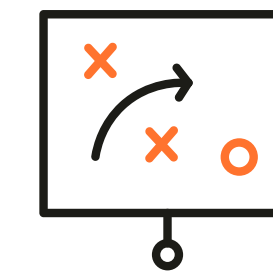
VIP



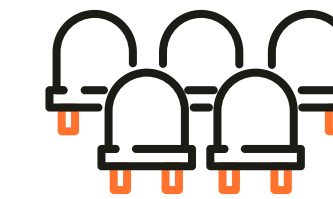
SECONDARY



TICKETING



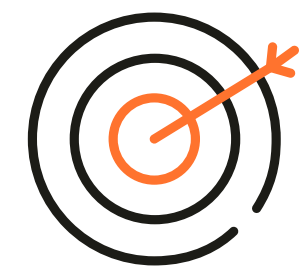
SALES & STRATE-



SEATING



VIP PASS



TARGETING  
AUDIENCE



DATA ANALYTICS

# PHOTOGRAPHY

## BRAND PHOTOGRAPHY

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## PHOTOGRAPHIC STYLE

Stage Front's brand photography tells the story of an experience. It evokes excitement and connects the audience to an event.

It aims to showcase the action of their favorite sports and immerse them into the experience, along-side their favorite athletes.

## PRINCIPLE 01 **IMMERSE**

Showcase the action and immerse the audience member into the experience.



## PRINCIPLE 02 **ENGAGE**

Engage the audience, showcasing all of the action, bringing them into the experience.





## PRINCIPLE 03 **EVOKE**

Evoke emotion and excitement for the events with action packed photography. Drawing the audience closer to the experience.

