



MyProVenue Style Guide

Table of Contents

03

Welcome to
MyProVenue

04

Schedule Page

06

Availability Page

08

Login Page

09

MyTickets

11

Confirmation Page

12

Apple Wallet

14

Google Pay Wallet Pass

16

Responsive Emails

18

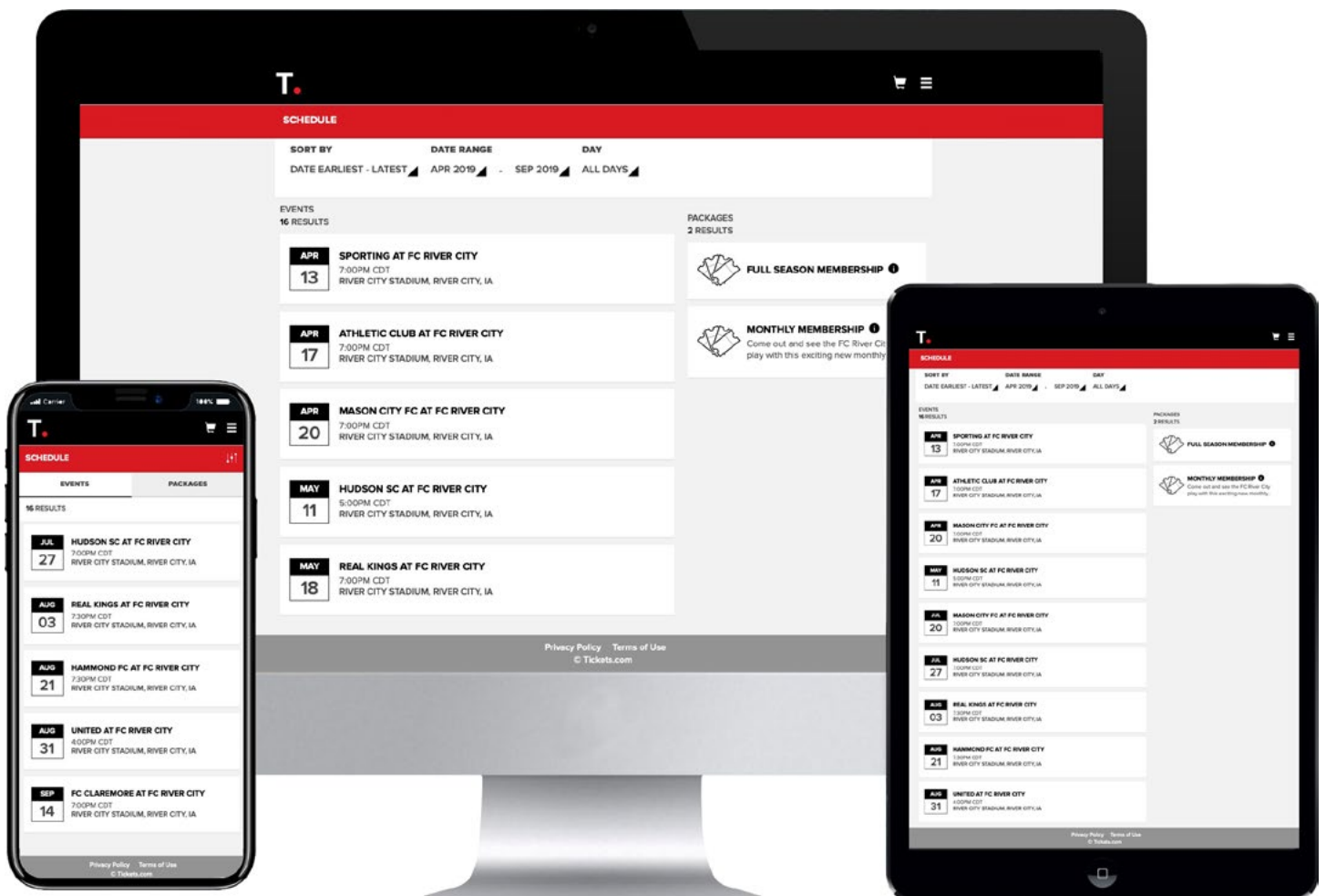
MyProVenue Asset
Cheat Sheet

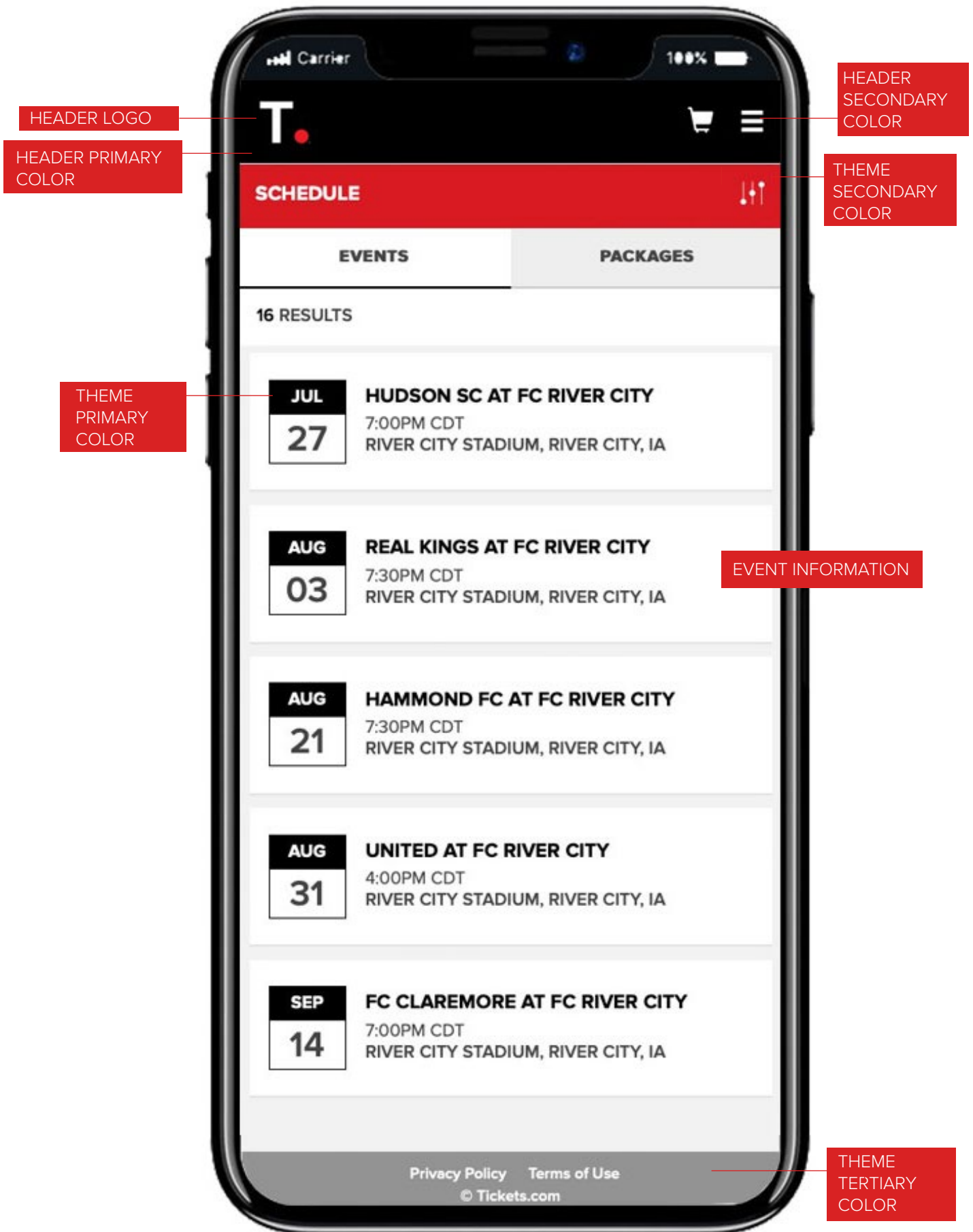
WELCOME TO MYPROVENUE

MyProVenue is Tickets.com's fully responsive, customizable, next-generation ticketing experience. Because this web application works on any device from mobile to desktop, a variety of image sizes are needed to optimize the look and feel for your patron's experience. Below are the various pieces needed to customize your ticketing software to fully reflect your venue's brand.

In order for the ticketing experience to be seamless for your patrons and truly a white label solution, please provide the corresponding colors and images from your organization's website.

Please note that any maps, images and colors not supplied for implementation will use the standard Tickets.com placeholder images and theme until provided by you, the client.





MyProVenue General Image and Color

Header Logo and Loading Logo



The header logo is a PNG file and will be used as the loading logo as a page loads. This logo should match what appears on the client webpage. Max height is recommended.

- **Dimensions:** 150 x 45px
- **File Name:** hdrlogo_150x45.png

Theme Primary Color and Header Color



Selecting the theme primary color for MPV is based off the client's logo and existing website / brand. The primary color is also used for:

- Header Background Color*
- Calendar background
- Title and header text
- Action buttons

*Header background may be changed as needed. ie. if background needs to be white or a lighter color

Header Secondary Color



The header secondary color refers to the color of the cart and hamburger menu icons on the right of the top bar. If setting the header color to white, please ensure the icons have been changed to a strong contrasting color.

Theme Secondary Color



The theme secondary color is the colored bar below the header bar. This color should also be from the venue's website and/or logo and cannot be white. This color will be used for certain buttons and icons.

Theme Tertiary Color



The tertiary color is the background color of the footer and should be the same color as the venue's main website footer. A neutral color is suggested.

MyProVenue Availability Page

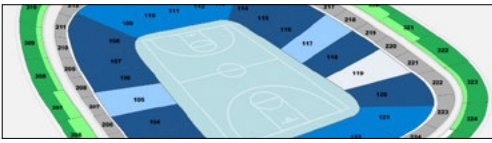


Availability Page

MyProVenue allows for the use of either a venue map or alternate public image for all availability pages. Patrons can either purchase tickets from a seat map or by section. Filtering is available on both mobile and desktop views. Custom maps can be made by request. All font colors, button colors, colors of the primary header and the header logo will come from the previous selections from pages 4-5 of this style guide document. Currently, CSS styles cannot be changed from page to page within MyProVenue.

MyProVenue Availability Page Image Dimensions

Venue Map or Alternate Public Image

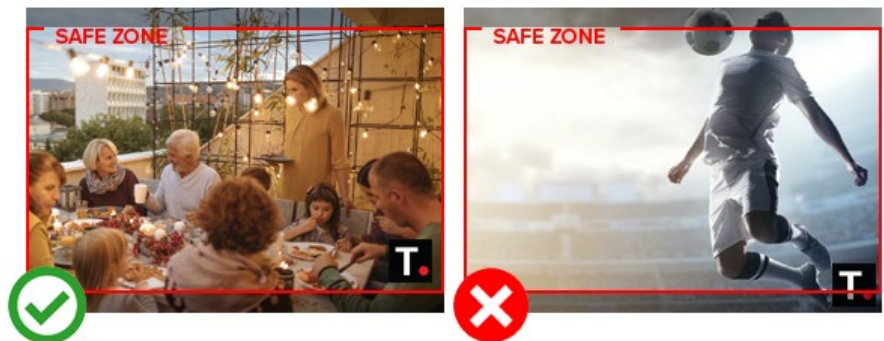


The system can support a PNG or SVG venue map which is uploaded in ProVenue.

For parking, general admission or any other event not requiring a venue map, an Alternate Public Image can be used. A simple logo, exterior venue shot or other generic images work well. Two files are required.

- **Dimensions for 1x:** 1449 x 1180px
- **Dimensions for 2x:** 2898 x 2360px
- **File Name:** [descriptionofimage]_[mmdyyy]_landscape_[width]x[height]

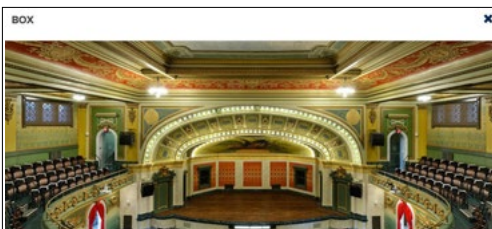
This image will be responsive in nature and will resize based on device size. Due to the variance in size of different desktop/laptop monitors, portions of the top and bottom of the image could be cut off in some cases. As a buffer against vertical cropping, design the most important elements of your image towards the center, and regard the horizontal regions at the extreme top and bottom of your image as outside the “safe zone” as depicted below.



Please save out all files at 72ppi as either a JPG or PNG. Be aware of large file sizes and minimize the file quality to ease loading times.

If a venue map or image is not provided by the client, the Tickets.com generic alternate image (shown on the previous page) will be used.

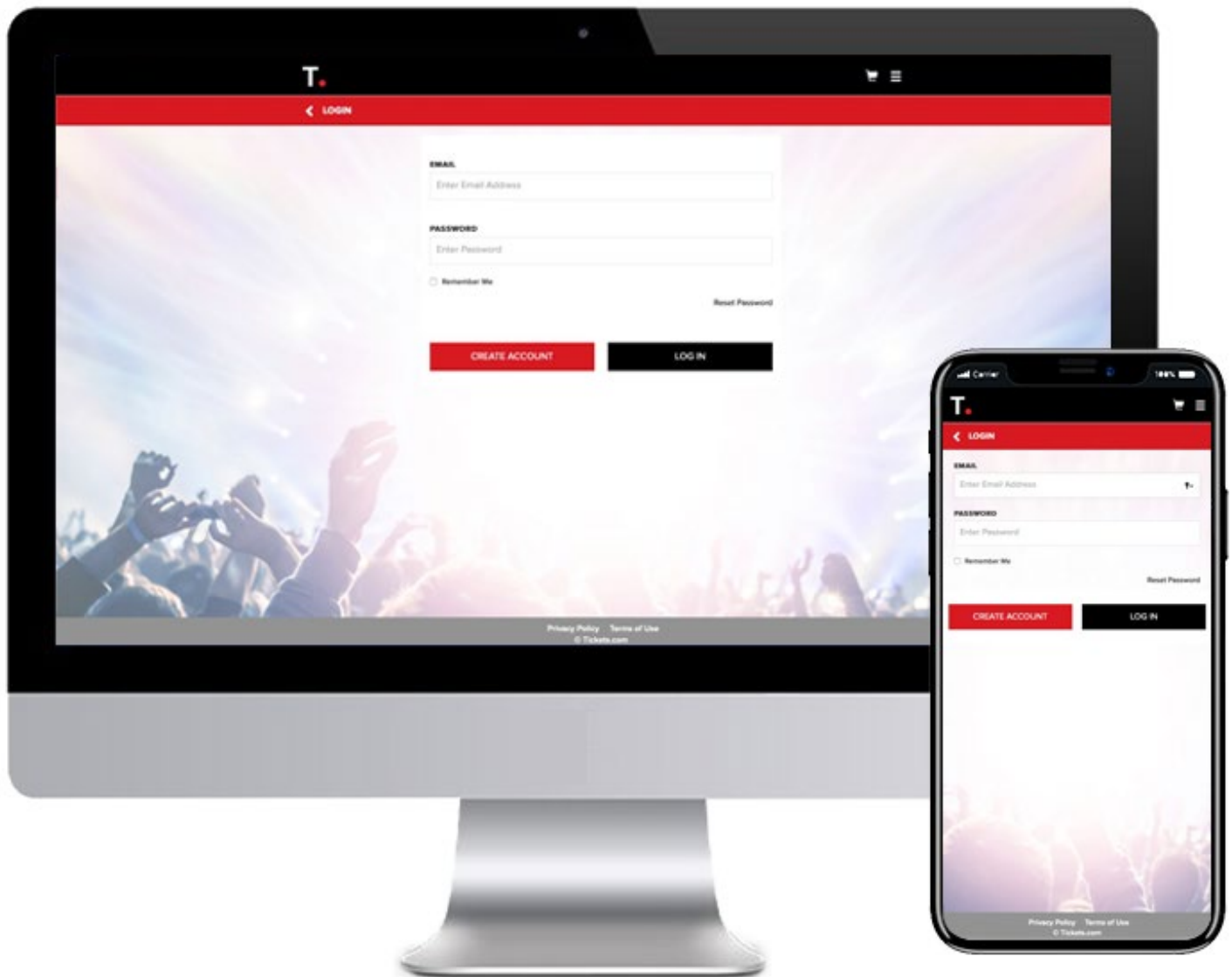
View From Section Image



A View From Section Image can be used to give an idea of the sight line before purchasing a ticket. The binocular icon is tapped to display the image. It is best practice to provide images for all sections.

- **Portrait:** 750 x 600px (height can be flexible)
- **Landscape:** 1400 x 900px (height can be flexible)

MyProVenue Background Image



Custom Background Image

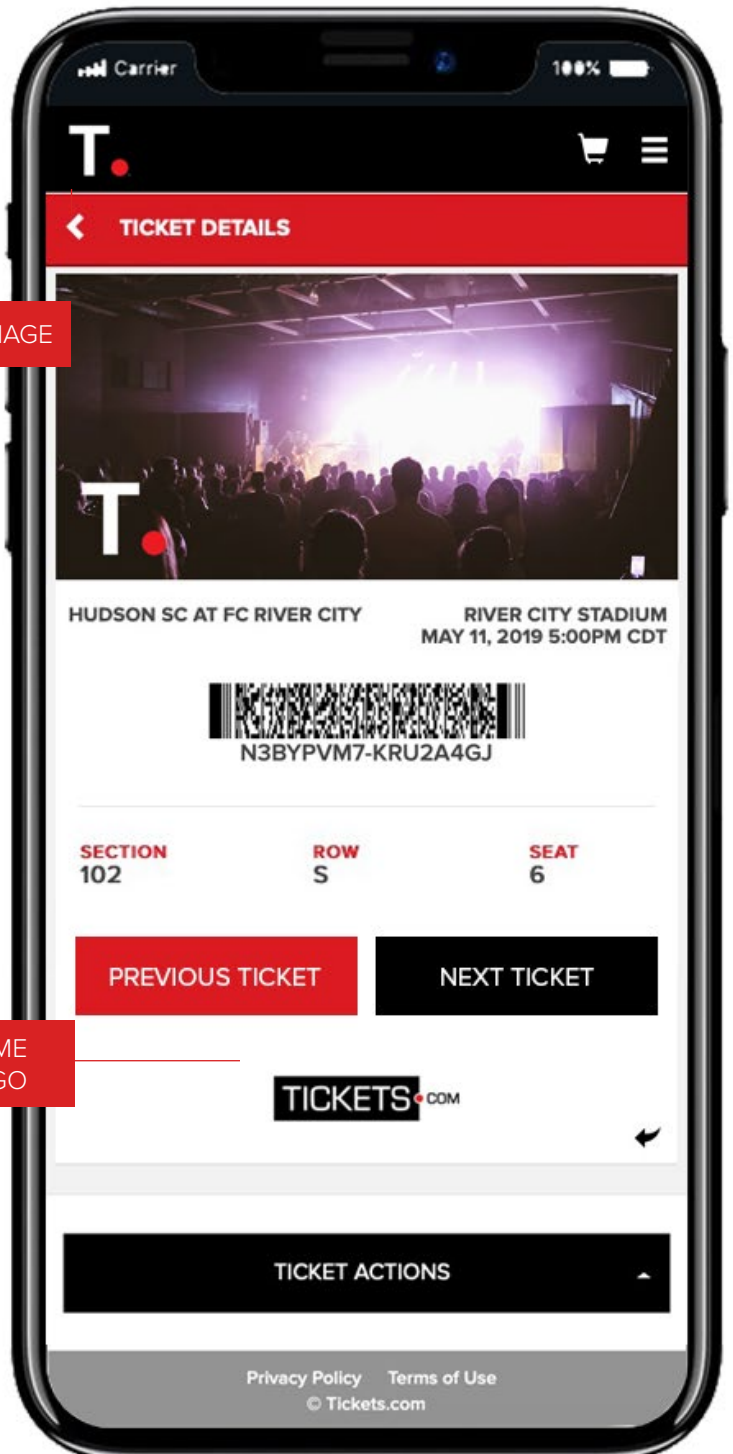
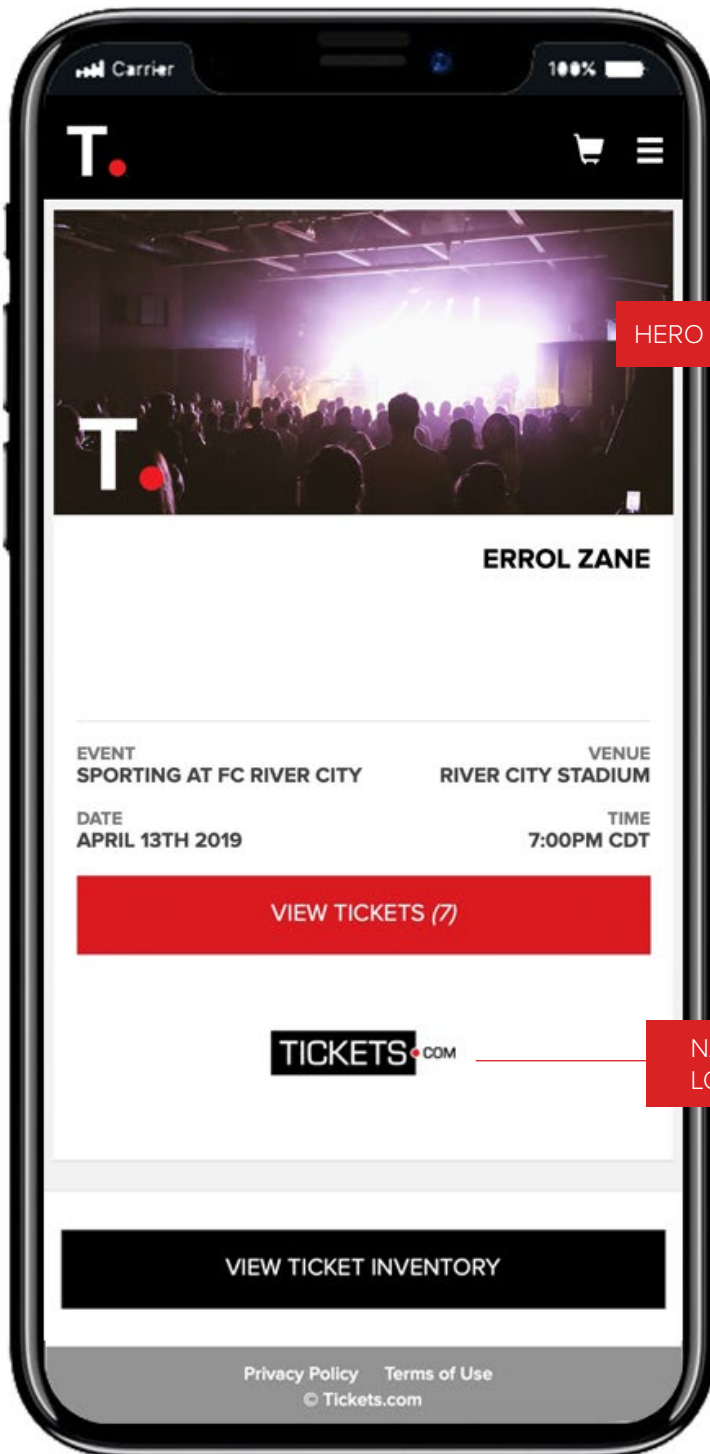
MyProVenue allows for the use of a custom background image to be uploaded and displayed for the login page as an additional way to further brand your venue and set the look and feel.

- **Recommended Dimensions:** 2560 x 1600px
- **Max File Size:** 500kb
- **File Name:** loginback_2560x1600

The background image will be displayed at 40% opacity so it is recommended to choose images that are lighter in nature. This image will be responsive in size based on device and browser sizes and will scale accordingly. Please save out all files at 72ppi as either a JPG or PNG. Be aware of large file sizes and minimize the file quality to ease loading times.

If no custom background images are provided, the system will default to the standard gray background color.

MyProVenue MyTickets Home Page and Ticket View Page



MyProVenue MyTickets Home and Ticket View Image Dimensions

Hero Image

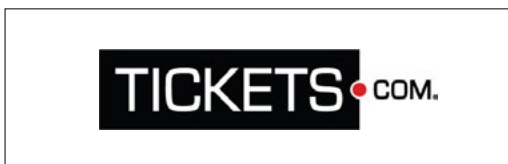


The hero image is displayed on the MyTickets Home and MyTickets Ticket View pages. Image can be JPG or PNG.

Dimensions: 1200 x 800px

File Name: hero_1200x800

Name Logo



The name logo is centered near the bottom of your MyTickets Home and Ticket View pages. If a name logo is unavailable for your organization, a simple logo mark will also suffice.

Dimensions: 232 x 50px

File Name: namelogo_232x50.png

Font, Buttons, Colors

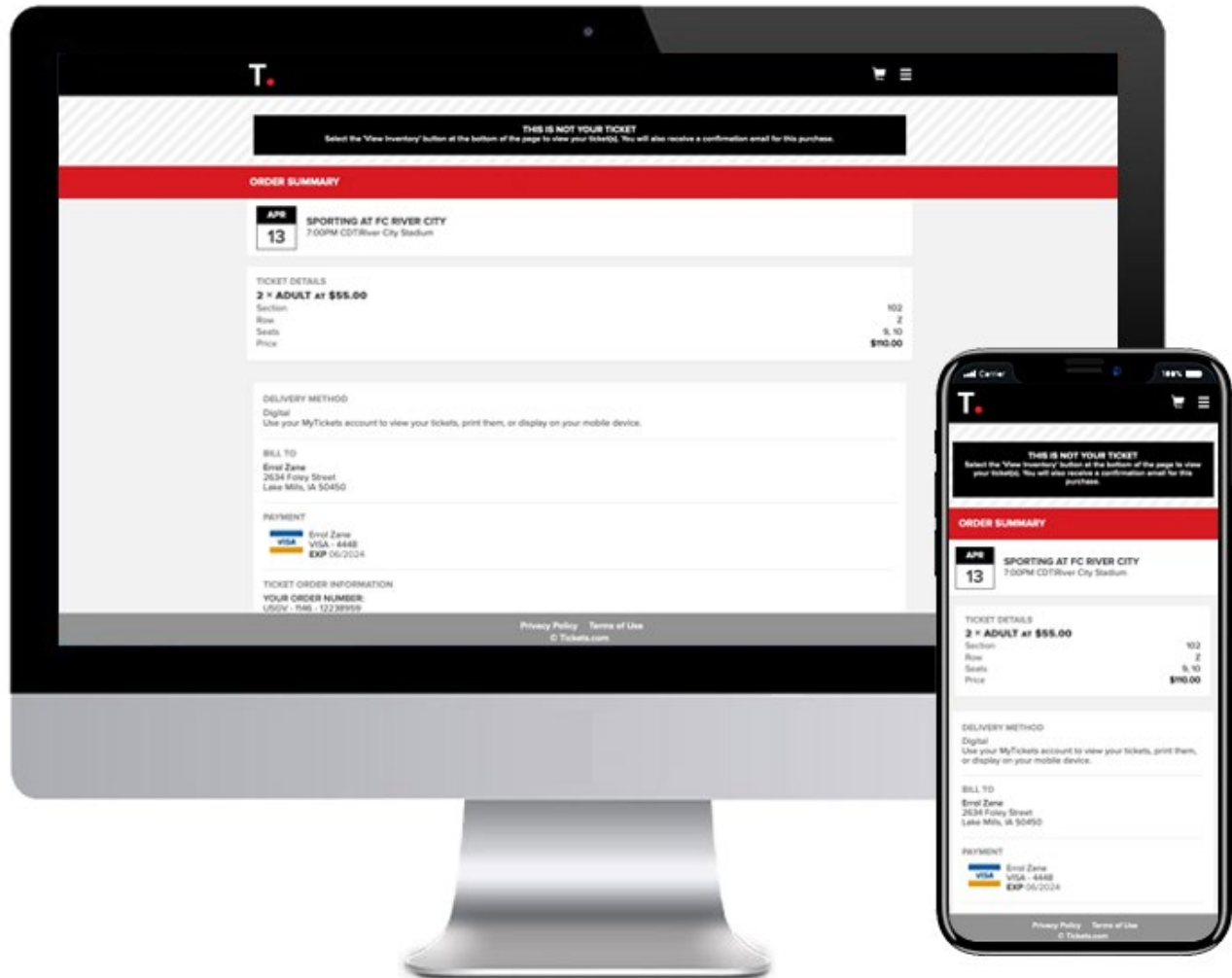
All font colors, button colors, colors of the primary header and the header logo will come from the previous selections from pages 4-5 of this style guide document. Currently, CSS styles cannot be changed from page to page within MyProVenue.

All images should be:

- 72ppi
- Transparent PNGs when necessary
- Using appropriate naming conventions and sizes

Similarly to the previous pages, all images not provided by the client will use the generic images depicted in this document.

MyProVenue Confirmation Page



Confirmation Banner



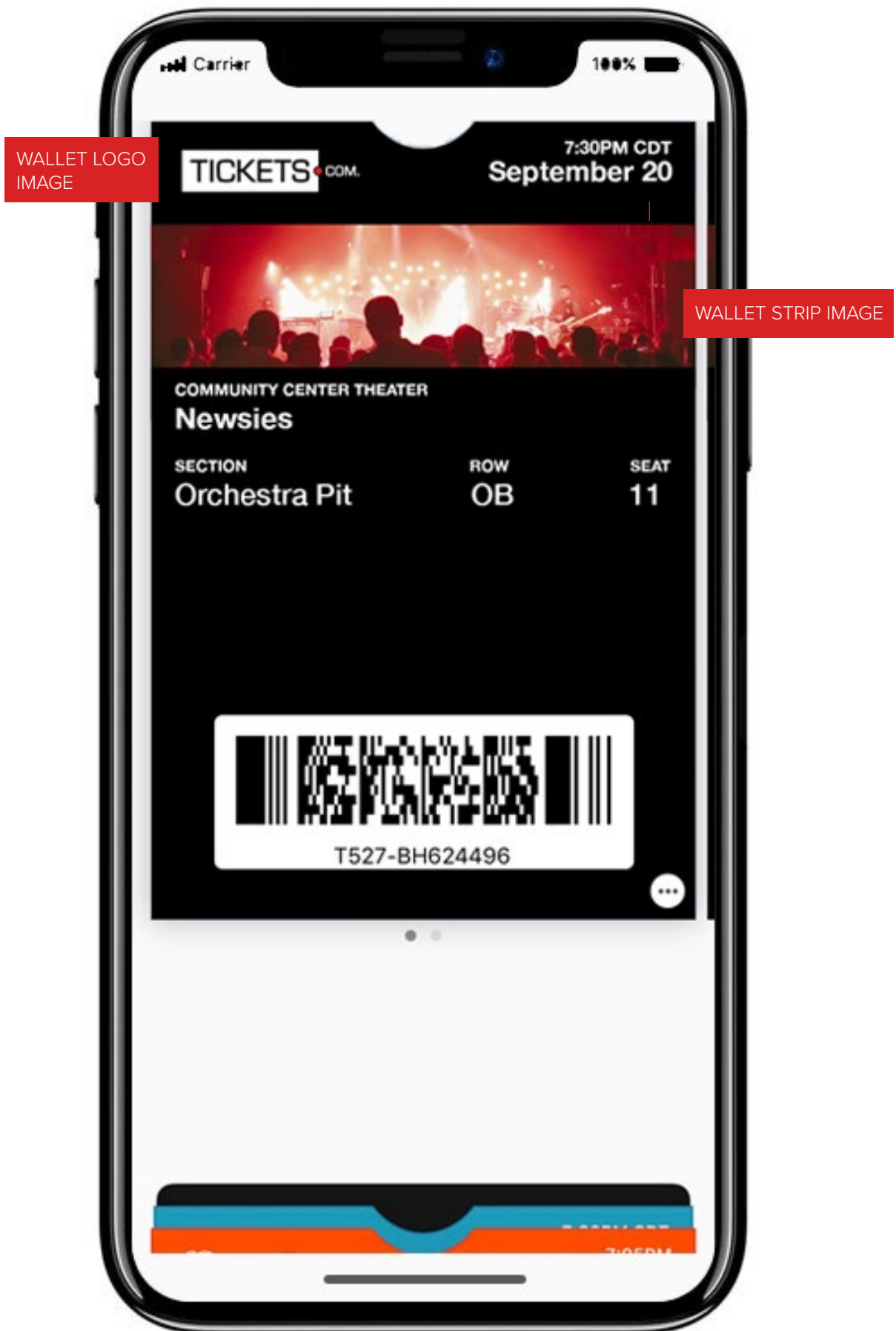
Custom Confirmation Banners with target URLs can be uploaded and used in MyProVenue. They can be used to highlight an upcoming event, a sponsor ad or just simple messaging for your patron.

- **Desktop Dimensions:** 992 x 200px
- **Mobile Dimensions:** 600 x 200px

Please save out all images at 72ppi.

NOTE: One image will be used for all confirmation pages regardless of the event so it is the client's responsibility to keep images up to date and ensure that these images are not outdated or highlighting promotions that have passed.

If no custom confirmation banners are uploaded, the system will default to the imaging above with standard "THIS IS NOT YOUR TICKET" messaging.



Apple Wallet Image Dimensions

Wallet Logo Image



The logo image will be left aligned and displayed at the top of the wallet pass. This image should be saved as a transparent PNG.

- **Dimensions for 1x:** 162 x 41px
File Name for 1x: apple_logo.png
- **Dimensions for 2x:** 324 x 82px
File Name for 2x: apple_logo@2x.png

Wallet Strip Image



The wallet image will display underneath the date and time information on the pass. This image can be saved as a PNG.

- **Dimensions for 1x:** 312 x 84px
File Name for 1x: apple_strip.png
- **Dimensions for 2x:** 624 x 168px
File Name for 2x: apple_strip@2x.png

Wallet Fonts and Colors

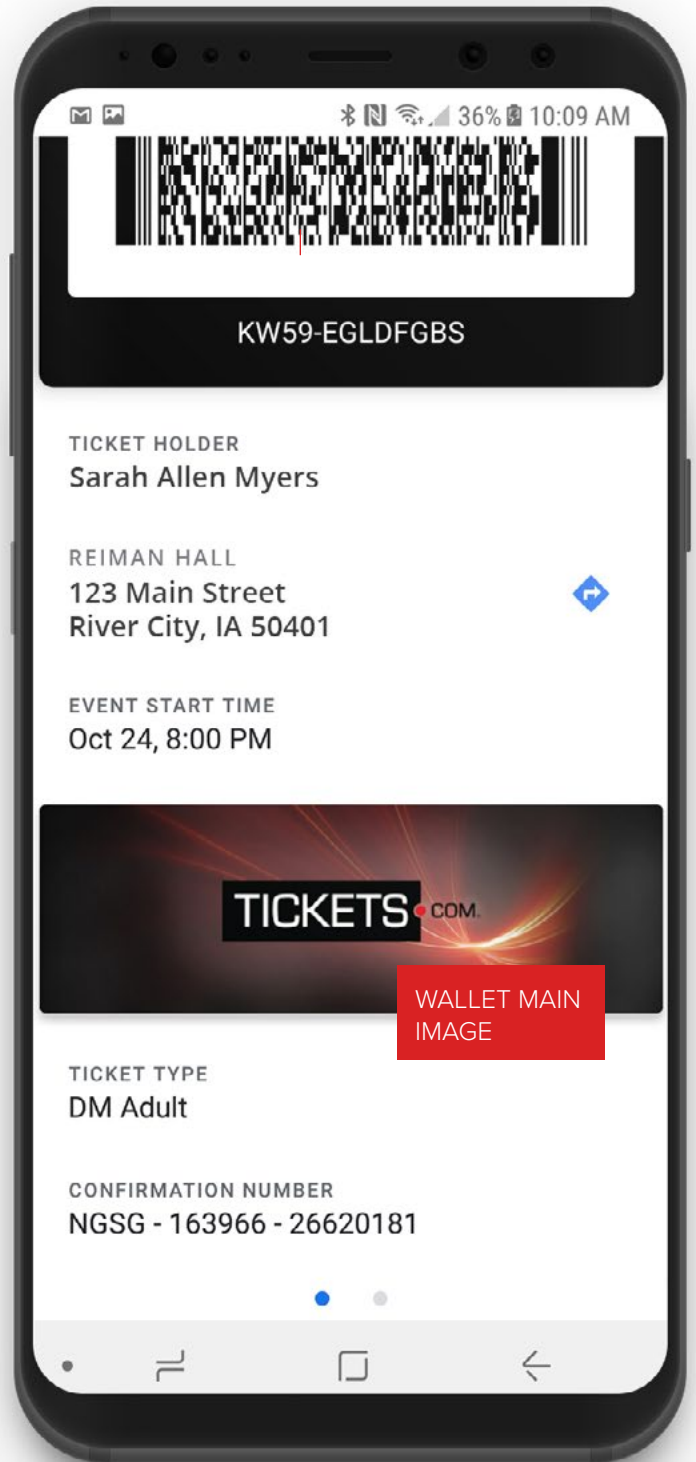
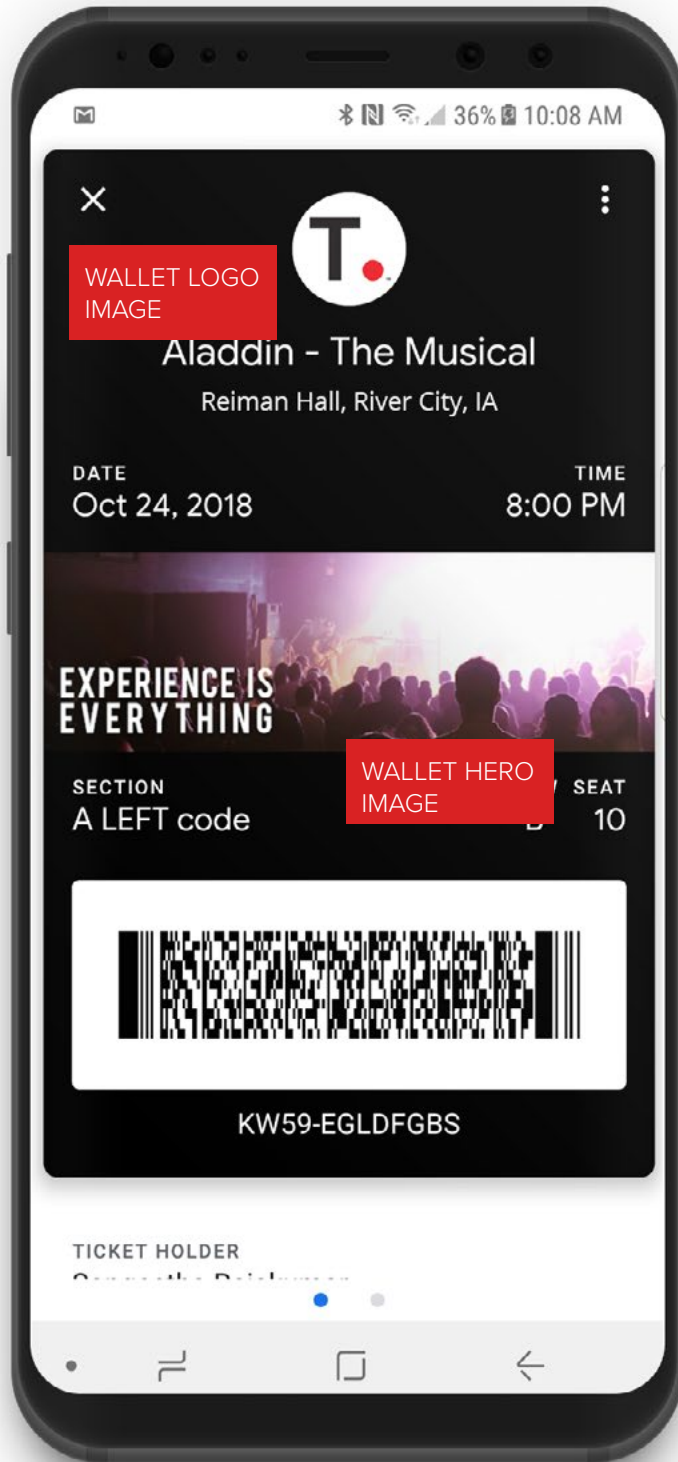
All Apple Wallet font styles, font sizes and icons come from Apple and cannot be changed. It is recommended that the background pass color be a darker color as the font colors are white. Please provide the RGB number for background and label colors and save out all images at 72ppi.

Apple Wallet ticket variables are able to be modified and requested through Tickets.com.

Similarly to the previous pages, all images not provided by the client will use the generic images and colors depicted in this document.

Colors are shared between Apple Wallet Pass and Google Pay Wallet Pass.

Google Pay Wallet Pass



Google Pay Wallet Pass Image Dimensions

Wallet Pass Logo Image



The logo image will be displayed at the top of the pass and should be saved as a transparent PNG. Please be sure to leave white space around the logo as the system will re-save and re-crop the logo out as a circle.

Dimensions: 840 x 840px

File Name: google_logo.png

Wallet Pass Hero Image



The hero image will sit underneath the date and time information on the pass and should be saved as a transparent PNG.

Dimensions: 1032 x 336px

File Name: google_hero.png

Wallet Pass Main Image



The main image will appear on the second page of the Google Pay Wallet Pass. It can be an event specific image or a generic client logo.

Dimensions: 1860 x 620px

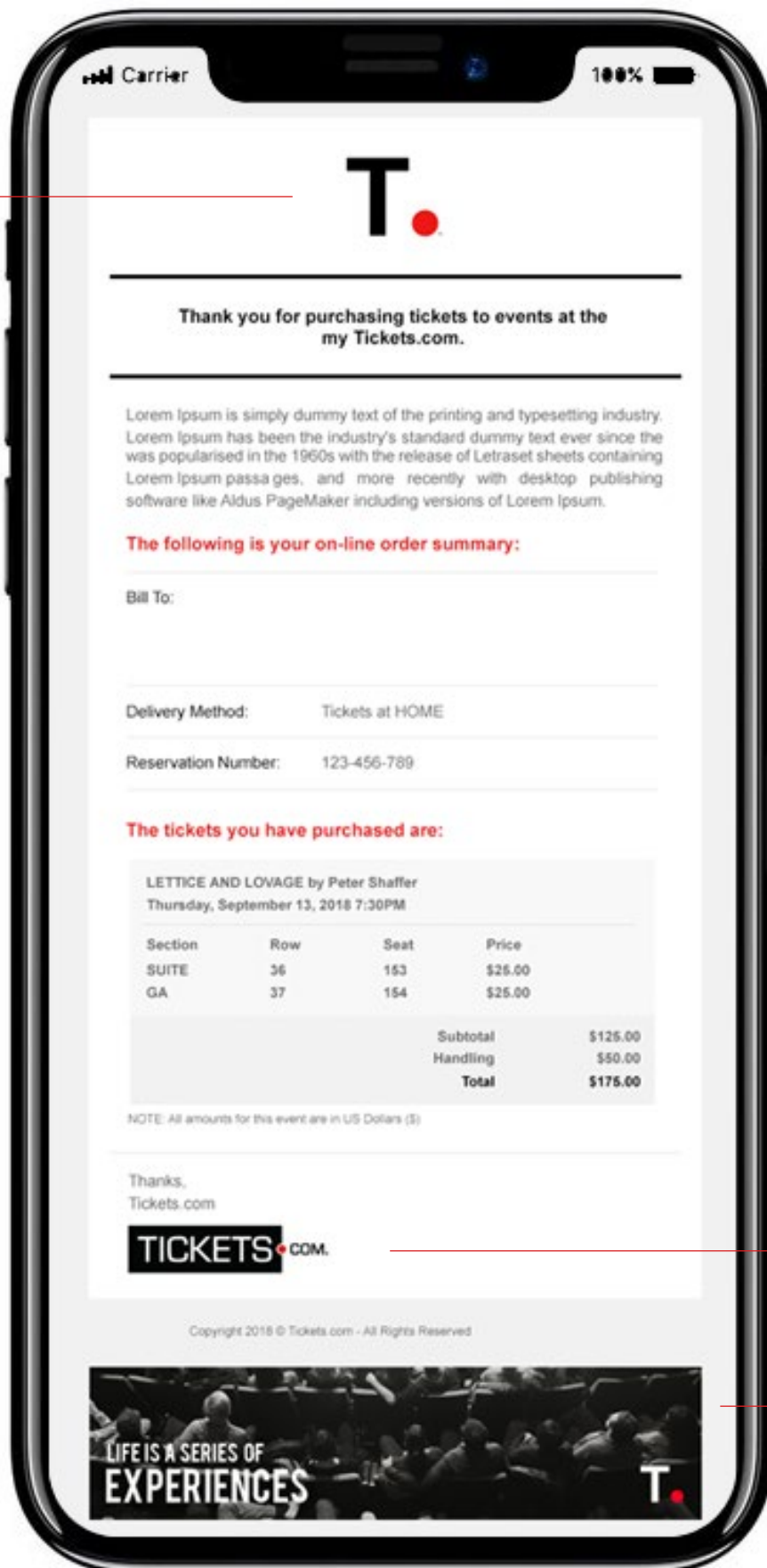
File Name: google_main.png or generic images
google_main_[description].png for specific images.

Wallet Pass Fonts and Colors

All font styles, font colors, font sizes and icons come from Google and cannot be changed. It is recommended that the background pass color be a darker color as the font colors are white. Please provide the RGB color selections and save out all images at 72ppi.

Similarly to the previous pages, all images not provided by the client will use the generic images and colors depicted in this document.

Colors implemented for Apple Wallet Pass will automatically be used for Google Pay Wallet Pass colors as well.



HEADER LOGO

FOOTER LOGO

FOOTER AD

Responsive Emails Image Dimensions

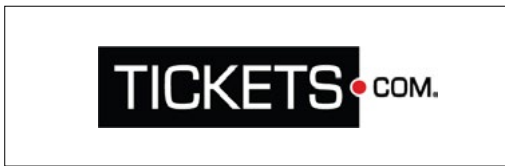
Email Header Logo



The email header logo will be aligned centered and displayed at the top of the emails. The image will need to be a transparent PNG.

Dimensions: 300 x 125px
File Name: email_hdr_300x125.png

Email Footer Logo



The footer logo will be used as a signature and will be displayed left aligned, near the bottom of the emails. The image will need to be a transparent PNG.

Dimensions: 150 x 36px
File Name: email_footer_150x36.png

Email Footer Advertisement



The footer advertisement will reside at the very bottom of the email and can be used to promote future events, upsells, merchandise, etc. This ad can have a target URL. The image will can be either a JPG or PNG

Dimensions: 600 x 150px
File Name: email_footerad_600x150

Fonts and Colors

Primary and secondary colors will be used for the rule lines and font colors in the emails unless client specifies different color selections. All fonts and font sizes will not be changed as they have been optimized for email clients and browsers. Please provide the hex number for color selections and save out all images at 72ppi.

Similarly to the previous pages, all images not provided by the client will use the generic images depicted in this document.

Other Available E-Mail Templates

There are over 30 e-mail templates available for your venue to use. All the e-mails will use the same three assets as the ones listed in the previous page. Examples include Password Reset, Account Creation, Exchanges and Renewals. Please contact your CSR for more information.

MyProVenue Asset Cheat Sheet

All images need to be **saved out at 72ppi** and at the exact required dimensions. Please save JPGs at web quality. No file should be over 2MB for efficient load times.

THEME COLORS

Provide six-digit hex value for each:

Primary: Header*, buttons, calendar, icons

Header Secondary: Header Icons

Secondary: Title bar, buttons, icons

Tertiary: Footer Background

*Header color can be changed to a different hex value.

APPLE WALLET IMAGES

Wallet Logo

1x: 162 x 41px

File Name for 1x: apple_logo.png

2x: 324 x 82px

File Name for 2x: apple_logo@2x.png

Wallet Strip Image

1x: 312 x 84px

File Name for 1x: apple_strip.png

2x: 624 x 168px

File Name for 2x: apple_strip@2x.png

MYPROVENUE IMAGES

Header Logo / Loading Logo

150 x 45px

Transparent PNG

File Name: hdrlogo_150x45.png

Name Logo

232 x 50px

Transparent PNG

File Name: namelogo_232x50.png

Venue Map

Transparent PNG or SVG

Alternate Public Image (optional)

1x: 1449 x 1180px

2x: 2898 x 2360px

View From Section Image (optional)

Portrait: 750 x 600px (height is flexible)

Landscape: 1400 x 900px (height is flexible)

MyTickets Hero Image

1200 x 800px

File Name: hero_1200x800

Confirmation Banner (optional)

Desktop: 992 x 200px

Mobile: 600 x 200px

Custom Background Image (optional)

2560 x 1600px

File Name: loginback_2560x1600

GOOGLE PAY WALLET PASS IMAGES

Wallet Logo

840 x 840px

File Name: google_logo.png

Hero Image

1032 x 336px

File Name: google_hero.png

Main Image

1860 x 620px

File Name: google_main_[desc].png

RESPONSIVE EMAILS IMAGES

Responsive Emails Logo

300 x 125px

File Name: email_hdr_300x125.png

Responsive Emails Footer Logo

150 x 36px

File Name: email_footer_150x36.png

Email Footer Advertisement

600 x 150px

File Name: email_footerad_600x150