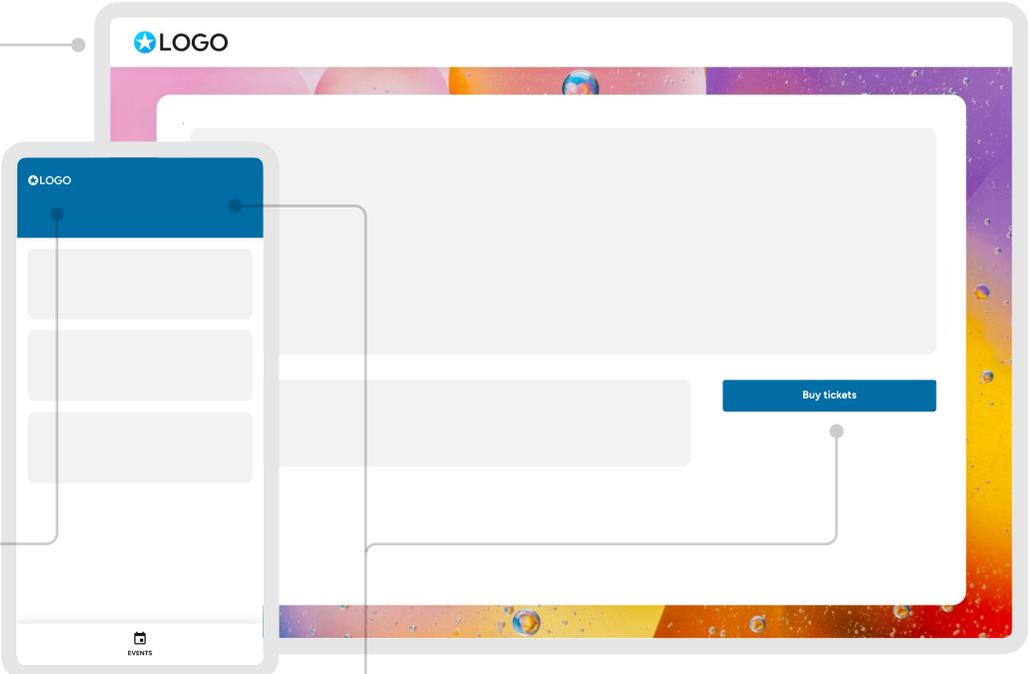


**FLICKET.**

# **Artwork Guidelines**

# General Branding

To edit go to [Admin > Settings > Branding](#)



**Desktop logo**

Minimum size: W 200px H 40px

We recommend using a horizontal version of your logo. This can be any size (bigger is better) and will be scaled to fit within a bounding box of 200px by 40px.

**Mobile logo**

Minimum size: W 200px H 40px

For mobile, the header background uses the primary colour. To ensure your logo looks its best, we recommend uploading a version specifically designed for darker backgrounds

**Background image**

Recommended size:  
W 1920px H 1080px

We recommend low contrast imagery, colours, or textures intended for background use.

Avoid imagery with text, logos, or distracting visual elements. Since screen sizes vary, some edges may be cropped.

If no background image is set, the primary colour is used by default.

**Primary colour**

The primary colour is used on buttons, link text, and other interactive elements. Typically it may be your brand colour. For good contrast and readability we recommend using a dark colour.

The **secondary** colour is due to be deprecated. For now we recommend setting it to #666666 or a similar dark colour.

# Event Branding

To edit go to **Event > Event Details > Banner image**

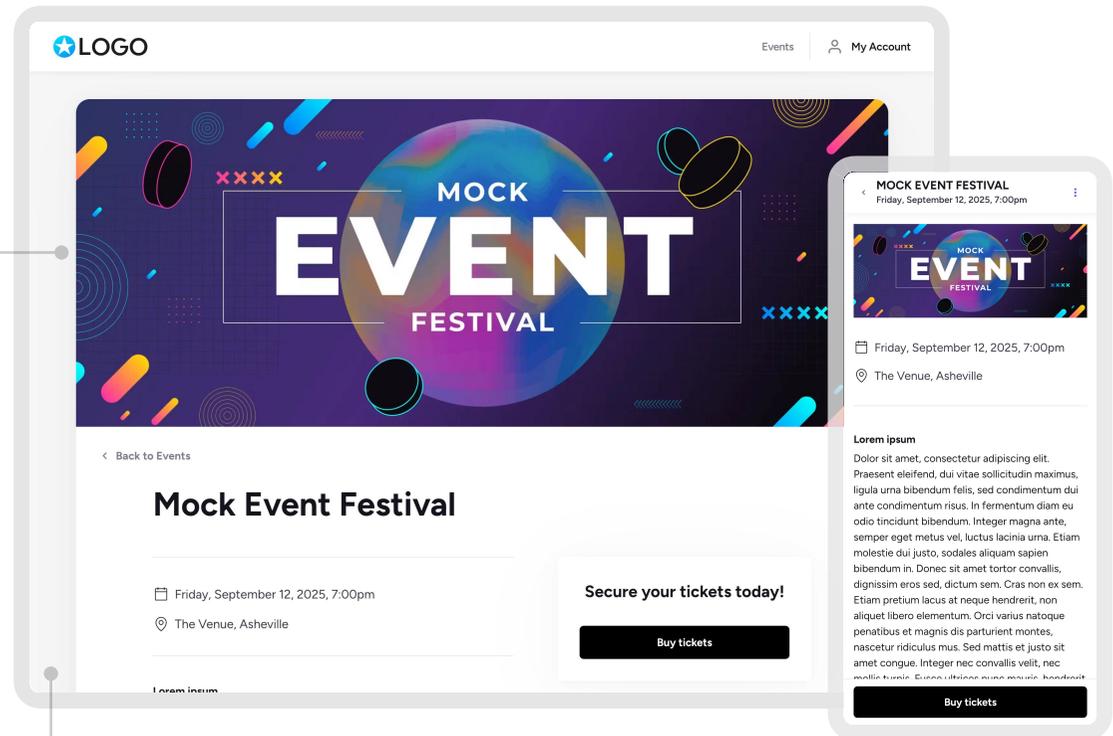


## Event banner

W 2500px H 1000px (2.5:1 aspect ratio)

The event banner is the main visual identity for your event. As a general rule, keep artwork simple and legible.

- Ensure text is clear and readable at reduced sizes such as on mobile and in thumbnails.
- Avoid including too many visual elements. Typically just the event name with some key artwork is enough.
- If you need to include more information consider adding this information to the event description.



The background image can also be customised per event.  
To edit this go to **Event details > Optional imagery**

# Event Description

To edit go to **Event > Event details > Description**

A good event description sells tickets. Treat it like a mini marketing site. Keep it concise and compelling. Make people want to attend your event.

## **Highlight the main attraction**

Show what makes your event special: the lineup, activities, or the experience attendees can expect.

## **Include essential information**

Consider what people might need to know before buying. Such as the event schedule, age restrictions, food and drink options etc.

## **Short videos**

A short punchy video is a great way to showcase the vibe of your event and convince people to attend.

To embed videos from YouTube or Vimeo tap **Insert > Video** from the description editor.

## **Create excitement**

To drive ticket sales focus on building excitement, creating urgency, and clearly highlighting the benefits of your event.

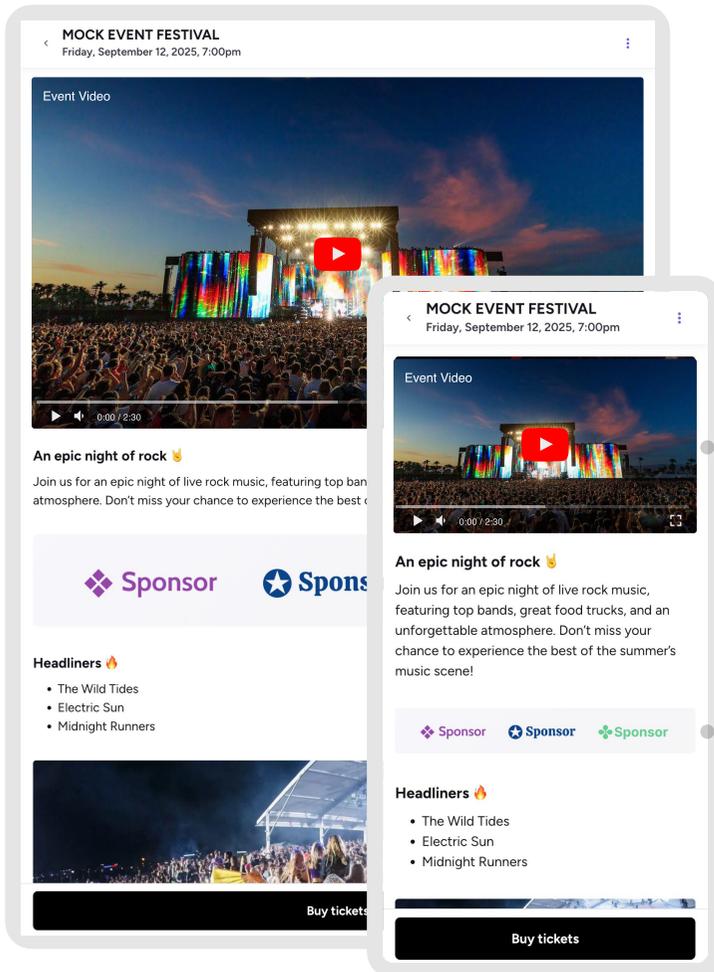
## **Make it quick and easy to read**

- Use headers to break up long paragraphs.
- Use bullet points for key information.
- Keep language simple and direct.

## **Add photos and imagery**

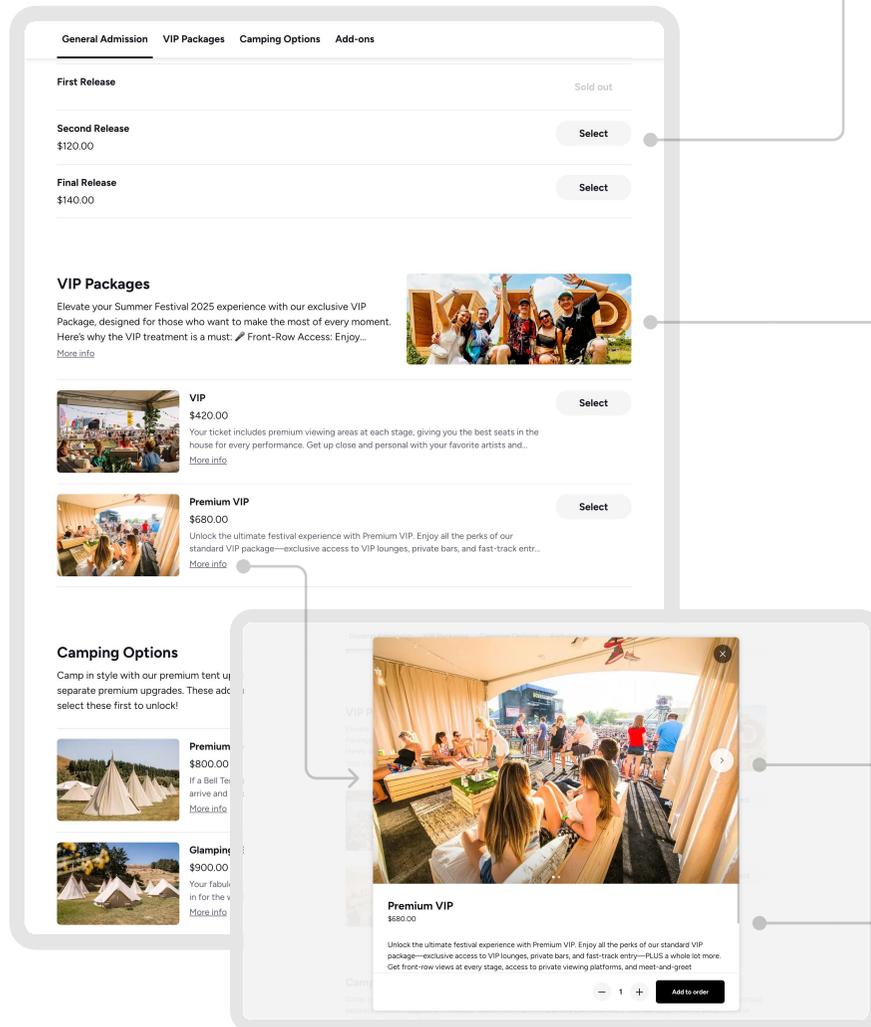
You can upload photos and imagery such as event posters, schedules, sponsor logos and more.

To upload imagery tap **Insert > Image** from the description editor.



# Ticket Imagery

To edit go to **Event** (*General Admission*) > **Tickets** > **Edit ticket**



## Photos and descriptions are optional

When selling special items you may want to include extra information, such as photos and a description. This is optional and not always needed. If you just want to showcase the vibe consider adding photos to the event description instead.



## Photos for zones

W 1080px H 720px (3:2 aspect ratio)

Zone imagery will get cropped along the top and bottom edges depending on screen size. To avoid unwanted masking keep the subject centred within the frame.



## Photos for tickets and add-ons

W 1080px H 720px (3:2 aspect ratio)

For ticket imagery, we recommend using horizontal photos with a 3:2 aspect ratio. Other proportions can be used; however they will be cropped (for thumbnails) and shrunk to fit (in gallery view).

## Descriptions

There's no limit on the length of description text. However we recommend keeping it concise and compelling. The preview text is unformatted and only shows the first few lines. Tapping 'More info' displays the full description, as well as any imagery, links, and rich text formatting.

# Membership Branding

To edit go to **Membership > General Information > Branding > Membership banner**



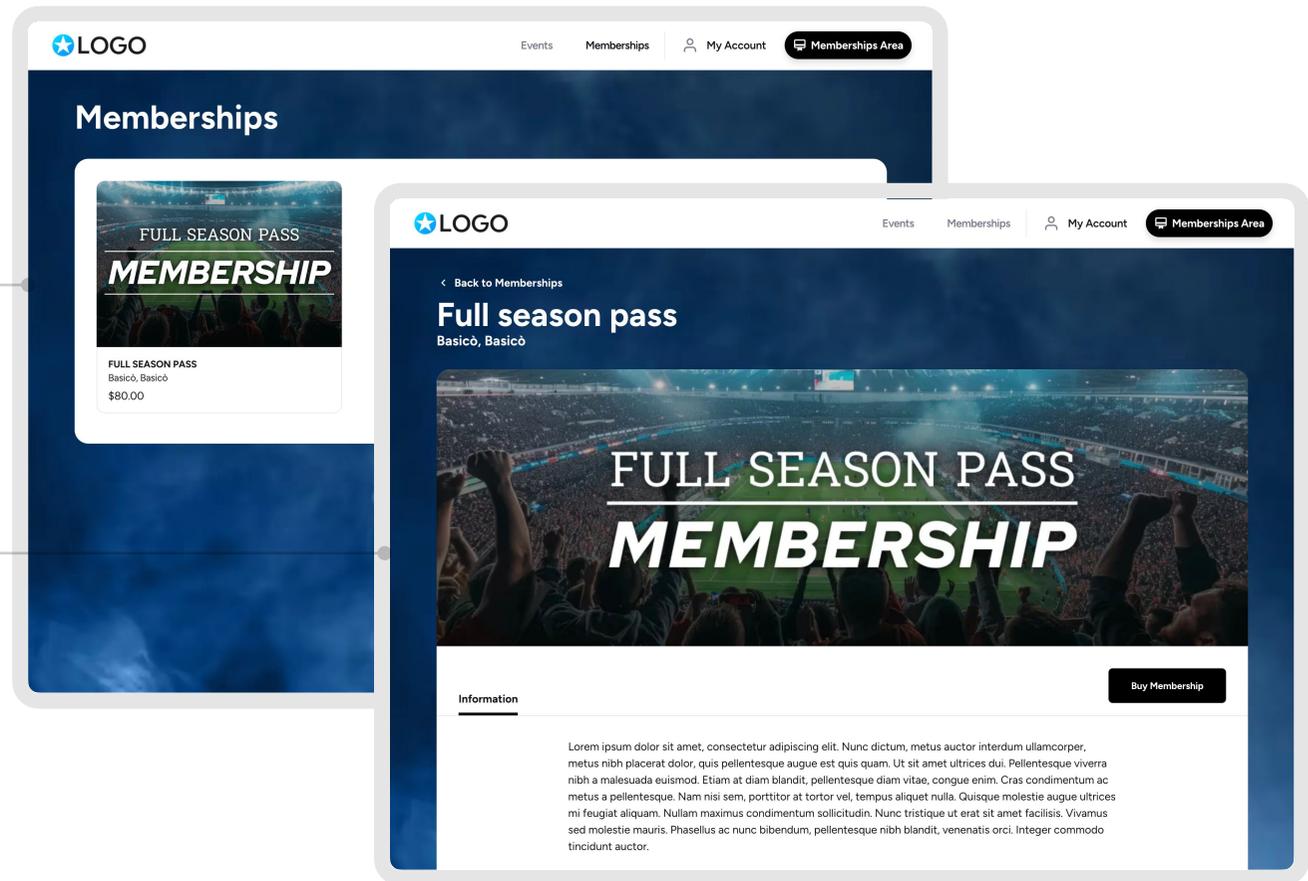
## Membership thumbnail

W 358px H 240px (1.49:1 aspect ratio)



## Membership banner

W 1184px H 400px (2.96:1 aspect ratio)



# Broadcast Emails

To edit go to **Broadcast > Create new email**

## 😊 Style your email to suit your brand.

The colours in your email can be customised to suit your brand. To edit the styling of an email tap **Styles** from the email editor.

## 👉 Use buttons for key actions

For important links use an obvious button near the top of your email. Well written links have a clear call to action such as *'Buy tickets now'*. Avoid vague phrases like *click here*.

## 🖼️ Include imagery

Add photos and graphic elements to make your message more visually interesting. To add imagery tap **Insert > Image** from the email editor.

## 🚩 Create urgency and excitement

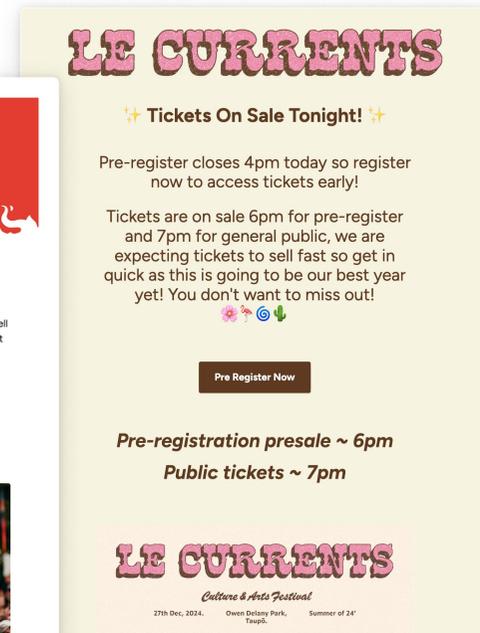
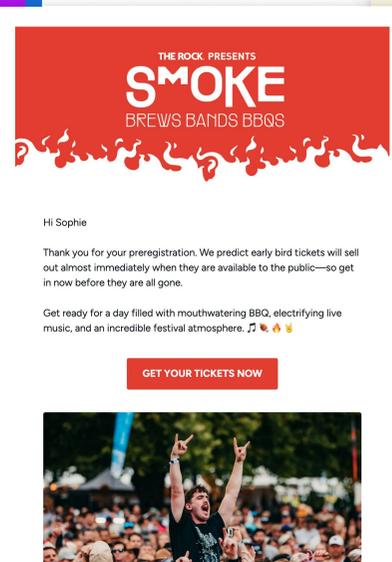
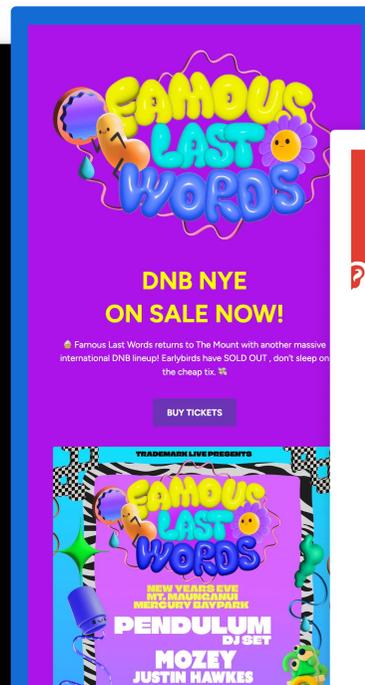
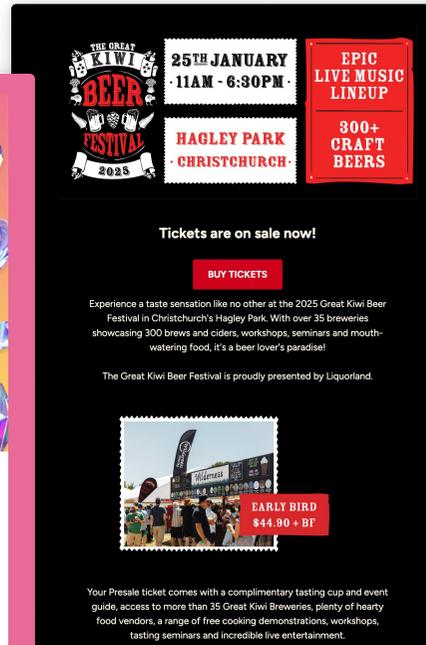
Consider the main action your want people to do. To drive ticket sales focus on building excitement, creating urgency, and highlighting the main attractions of your event.

## 📄 Use a clear subject line

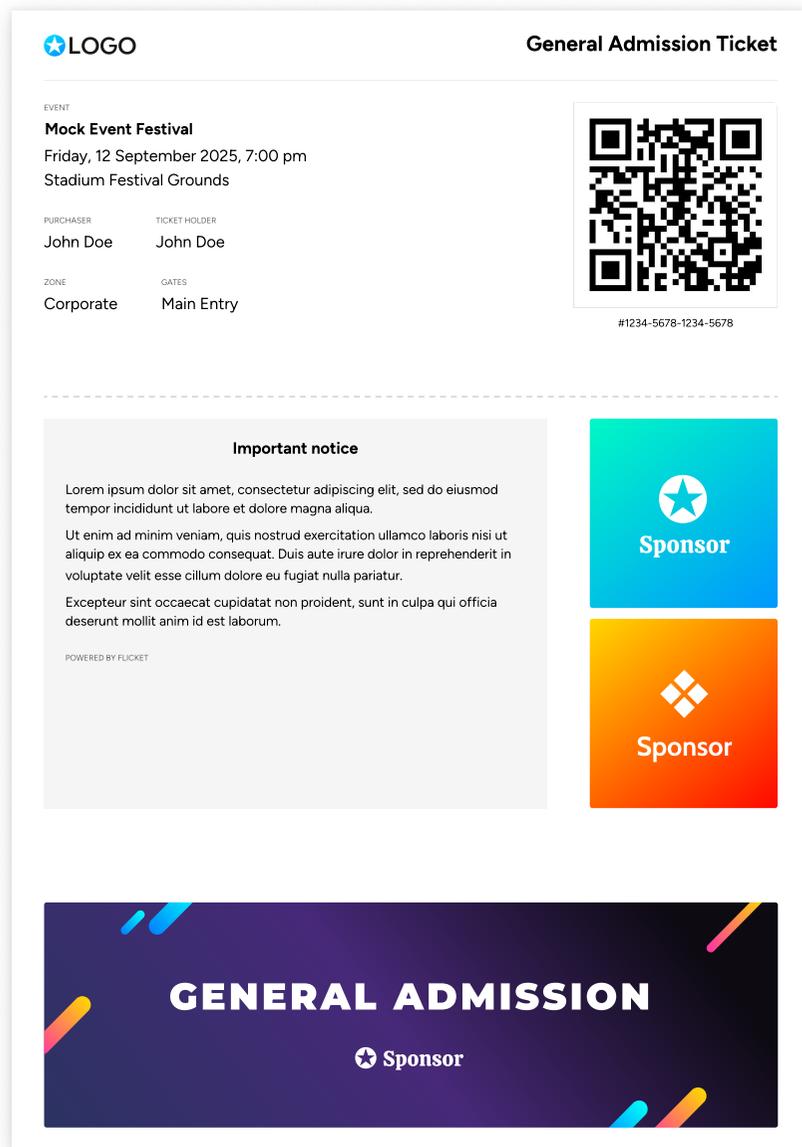
- 🎯 Keep the subject brief and to the point.
- 📅 Include the event name and reason for emailing.
- 👉 Aim for 7 words or less.

## 📄 Make it easy to skim read.

- 🗣️ Keep language simple and direct.
- 📄 Use headers to break up long paragraphs.
- 🔥 Use bullet points or emojis for key information.



# Printed PDF tickets



## Square banners (x2)

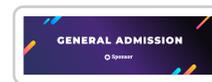
W 600px H 600px

Adding image banners to your PDF tickets is a great way to promote sponsors, share a message, or enhance your branding. You can add up to two square banners which will appear on all ticket types across an event.

For **General admission events** go to: Event details > Optional imagery > Ticket Imagery > Square banner on PDF ticket (position 1) + Square banner on PDF ticket (position 2)

For **Seated events** go to: Event > General Information > Branding > Ticket banner 1 + Ticket banner 2

For **Memberships** go to: Membership > General Information > Branding > Ticket banner 1 + Ticket banner 2



## Rectangular banner (per ticket type)

W 560px H 180px

If you want to have custom branding per ticket type this can be done with the rectangular banner which is set per ticket type. This can be handy for branding special ticket types such as VIP tickets.

For **General admission events** go to: Event > Tickets > Edit ticket > Advanced settings > Extra information on ticket > Insert image on ticket

For **Seated events** go to: Event > Tickets & Add-ons > Ticket type > Imagery and details > Ticket banner

For **Memberships** this is not an option.