EventBridge
Brand Guidelines

Version 1.0 · Generated 19 Sep 2025

Primary
#0f74b...

Primary Hover
#005...f

Soft BG
#f6f9fc

This document defines the visual and verbal foundations of the EventBridge brand. It is intended for designers, developers, partners, and media to ensure consistent, accessible, and premium-quality executions across products and campaigns.

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1. Brand Essence & Principles

Positioning: EventBridge is the modern ticketing platform for concerts, festivals, nightlife, and more—built for mobile, trusted by organisers, loved by fans.

Brand attributes: Fast • Secure • Transparent • Mobile■first • Human.

Promise: Fans buy and manage tickets easily; organisers track sales, referrals, and get fast payouts.

Tone: Clear, upbeat, and helpful. Avoid hype; lead with clarity and confidence.

2. Logo System

EventBridge provides multiple lockups to ensure legibility across backgrounds and sizes. Use the long wordmark for most applications; use the short mark where space is limited (favicons, app icons, avatars).

Approved Variants

• Long Blue with White · • Long Blue · • Long Black · • Long White (for dark backgrounds) · • Short (solid).

Clear Space & Minimum Size

Maintain clear space equal to the cap■height of the letter "E" on all sides. Minimum digital width: 120 px for the long logo; 24 px for the short mark.

Logo Misuse (Don't)

- Do not recolor outside the approved palette.
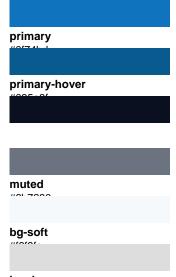- Do not stretch, skew, or add effects (glow, drop shadow).
- Do not place over low■contrast photography without a solid overlay.
- Do not modify letterforms or spacing.

Tip: For complex images, use the White logo over a 60–80% black overlay.

3. Color System

Core tokens align product and marketing surfaces. Use the primary for actions, links, and highlights; keep generous white space and soft neutrals.

Token	Hex / Usage	Swatch
--primary	#0f74bd — buttons, links, highlights	
--primary-hover	#095a8f — hover/active states	
--text (ink)	#0b1020 — headings, body	
--muted	#6b7280 — secondary text, captions	
--bg-soft	#f6f9fc — app and section backgrounds	
--card	#ffffff — cards, surfaces	
--border	#dddddd — dividers, outlines	
--ring	#1f75bd — focus ring (visual proxy)	

primary
#0f74bd

primary-hover
#095a8f

muted
#6b7280

bg-soft
#f6f9fc

border
#dddddd

Shadow guideline: use subtle elevation only (e.g., 0 8px 26px rgba(2,8,23,.06)). Border radius: 14 px.

4. Typography

Primary typeface: Space Grotesk (400, 500, 600, 700).

Headlines use 700; subheads 600; body 400/500. Keep generous line-height (1.4–1.6). Use sentence case for UI, Title Case for marketing headlines.

Style	Usage	Example
H1 / 48–64 / 700	Hero headlines	Your Gateway to South Africa's Hottest Events
H2 / 28–40 / 600–700	Section titles	Trending Events
H3 / 18–22 / 600	Card titles	Powerful event pages
Body / 14–18 / 400–500	Paragraphs, long-form	Lower fees, fast promoter tracking, and mobile checkout.
Caption / 12–13 / 400	Metadata, helper text	Mobile tickets · SSL secured

Fallback stack: system-ui, -apple-system, Segoe UI, Roboto, Helvetica, Arial.

5. UI Components & Tokens

Buttons

Primary buttons use **#0f74bd** fill, white text, radius 14 px, and hover **#095a8f**. Padding: 12–16 px vertical, 18–22 px horizontal. Ensure focus ring equivalent to token --ring.

Cards

Cards use white surfaces, 1 px #ddd border, soft shadow (low elevation), and 14 px radius. Use 12–18 px internal padding.

Chips & Badges

Use soft neutrals for informational chips; for status, use semantic colors paired with readable text.

6. Imagery & Iconography

Photography should feel energetic, authentic, and modern—crowd moments, artists in action, night-life energy. Use slight darkening overlays for legibility of overlaid text.

Iconography: Prefer simple, rounded icons. Font Awesome is acceptable for web surfaces.

7. Voice & Tone

- **Clear:** Explain benefits in plain language.

- **Helpful:** Guide users with action-oriented copy.

- **Confident:** Avoid jargon and over■claiming; let the product speak.

8. Layout, Grid & Spacing

Web container: max-width 1200 px. Use grid systems at 3/2/1 columns based on breakpoints (≥900 px / ≥740 px / mobile). Spacing scale: 4 px baseline; common steps 4/8/12/16/20/24/32/40 px.

Headers become solid on scroll; hero sections can be full-bleed with darkened imagery beneath white text.

9. Accessibility

Follow WCAG 2.1 AA at minimum: color contrast, keyboard navigation, and clear focus states.

Contrast checks (computed):

Pair	Contrast Ratio	Notes
Primary (#0f74bd) on White	4.94:1	Passes AA for normal text (≥ 4.5) if ≥ 16px / 700; ideal for buttons
White on Primary	4.94:1	Use bold weight for small sizes.
Primary on Text (#0b1020)	3.83:1	Use sparingly; ensure text legibility.
Text (#0b1020) on White	18.93:1	High readability for body copy.

Touch targets ≥ 44×44 px; body text ≥ 14 px; maintain visible focus ring around interactive controls.

10. Co▪Branding & Badges

Use official "Tickets Available On EventBridge" badges (black / white) in partner materials. Place the badge on a clear, predictable corner (top-right or bottom-right) with adequate clear space. Do not combine the EventBridge wordmark with third-party logos into a single unit; align horizontally with optical spacing.

Minimum badge width: 120 px (web), 28 mm (print).

11. Asset Index

Filename	Description	Recommended Use
grey-short.png	Short mark, grey	Web, social, print
long-blue-with-white.png	Long logo, blue with white keyline	Web, social, print
long-blue.png	Long logo, blue	Web, social, print
long.png	Long logo, neutral	Web, social, print
short.png	Short mark, brand	Web, social, print
black-logo.png	Long logo, black	Web, social, print
white-logo.png	Long logo, white (for dark backgrounds)	Web, social, print
white-short.png	Short mark, white (for dark backgrounds)	Web, social, print
tickets-avail-black.png	Partner badge — black	Web, social, print
tickets-avail-white.png	Partner badge — white	Web, social, print
logo.zip	All assets (ZIP)	Download bundle

Logos should never be rebuilt from screenshots. Always use the original files.

12. Legal & Contact

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Press & brand questions: contact the EventBridge team via the website contact form.