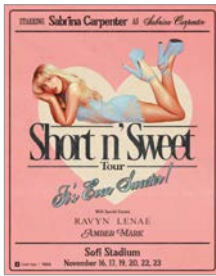


APPROVED ADMAT



VERTICAL 4:5

PLACEHOLDER TEXT COLORS:



FONTS:

Nupta Vintage - Regular

IMPORTANT NOTE: THERE IS A PROGRAMMATIC ERROR IN THE PROVIDED FONT THAT IS USED FOR LOCAL INFO. THE NUMBER 5 AND 6 ARE SWAPPED. PLEASE ADJUST ACCORDING FOR MARKET WITH 5 OR 6 IN THE DATE INFO.



HORIZONTAL 16:9

b7p

SOCIAL MEDIA | NATIONAL GENERIC



FACEBOOK 1200 X 630



X 800 X 410



INSTAGRAM FEED 1080 X 1080



INSTAGRAM FEED 1080 X 1350



INSTAGRAM STORY 1080 X 1920



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

b7p

SOCIAL MEDIA | LOCAL TEMPLATES



FACEBOOK 1200 X 630



X 800 X 410



INSTAGRAM FEED 1080 X 1080



INSTAGRAM FEED 1080 X 1350



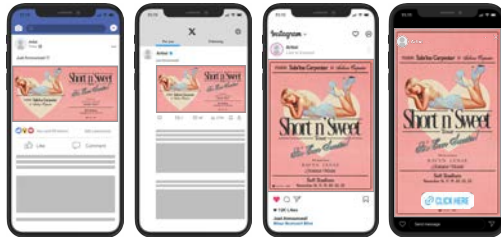
INSTAGRAM STORY 1080 X 1920



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

b7p

SOCIAL MEDIA | MOCKUPS

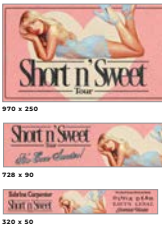


b7p

PROGRAMMATIC BANNERS | NATIONAL GENERIC



160 X 600



300 X 600



728 X 90



320 X 50



300 X 250

b7p

PROGRAMMATIC BANNERS | LOCAL TEMPLATES



160 X 600



300 X 600



728 X 90



320 X 50



300 X 250

b7p

PROGRAMMATIC BANNERS | MOCKUPS



b7p

OUT OF HOME | LOCAL TEMPLATES



1400 X 400



1920 X 1080



1080 X 1920



11 X 17

b7p

OUT OF HOME | MOCKUPS



b7p

GENERIC ADMAT

byp



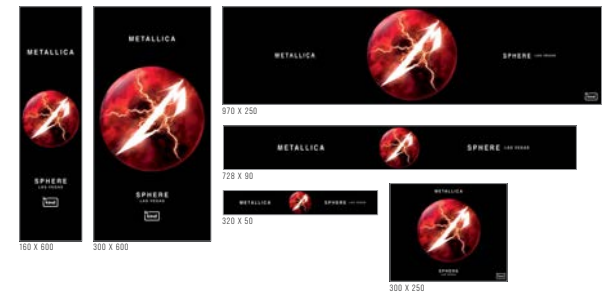
LOCALIZED ADMAT

byp



GENERIC ASSETS / DISPLAY

byp



GENERIC ASSETS / WEBSITE

byp



LOCALIZED ASSETS / OUT OF HOME - SCREENS & BILLBOARDS

byp



GENERIC MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byp



GENERIC MOCKUPS / PROGRAMMATIC BANNERS

byp



GENERIC MOCKUPS / LIVENATION.COM & TICKETMASTER.COM

byp



LOCALIZED MOCKUPS / OUT OF HOME

byp



ORIGINAL ADMAT

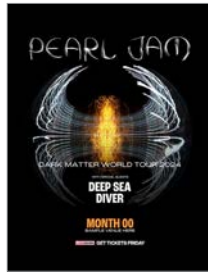


HORIZONTAL ADMAT (16:9)



HORIZONTAL ADMAT 2 (1400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

byp

FONTS & COLORS

FONTS

- ROC GROTESK

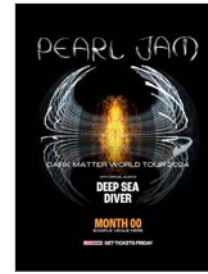
COLORS



NOTES:

(i.e. Special guest names must be equal in size on all assets for this tour.)

ROC GROTESK



VERTICAL ADMAT

byp

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 X 419



Red Box = Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, text should be limited on these assets. This will keep them from being flagged by social platforms and increase engagement.



INSTAGRAM 1080X1080



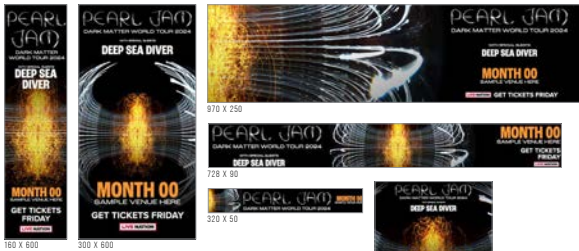
INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1920

byp

LOCALIZED EXAMPLES / DISPLAY



160 X 600

300 X 600

810 X 250

720 X 90

320 X 50

300 X 250

byp

NATIONAL ASSETS / WEBSITE



HOME PAGE 1920 X 1080



TICKETMASTER WEB 2420 X 1385



MOBILE APP 747 X 420



ARTIST IMAGE 905 X 225

Red Box = Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

byp

OUT OF HOME / SCREENS & BILLBOARDS



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

DESIGN NOTE:
In keeping with best practices for out of home assets, text size should be as large as possible and entire images should be recognizable from the copy and at high speeds. Image backgrounds should be kept simple, extra text should be removed wherever possible, and overall design should be clean and highly legible.

byp

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER



1080X1080 - INSTAGRAM 1:1

1080X1350 - INSTAGRAM 4:5

1080X1920 - INSTAGRAM STORY

1200X630 - FACEBOOK POST

800X419 - TWITTER FEED

byp

MOCKUPS / LIVENATION.COM & TICKETMASTER.COM



747X420 - LN MOBILE / APP

1920X1080 - LN HOME PAGE CAROUSEL

2426X1385 - TICKETMASTER ARTIST IMAGE

byp

MOCKUPS / OUT OF HOME



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

byp

APPROVED ADMAT

byp



SOCIAL MEDIA | NATIONAL GENERIC

byp



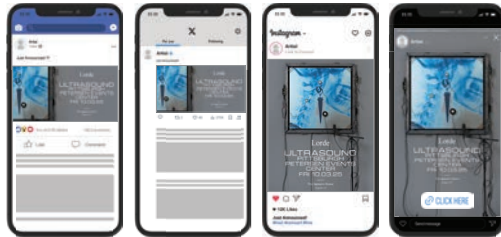
SOCIAL MEDIA | LOCAL TEMPLATES

byp



SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



OUT OF HOME | MOCKUPS

byp



STYLE GUIDE

ZAC BROWN BAND
LOVE & FEAR
2025

byp

APPROVED ADMAT



VERTICAL 4:3



HORIZONTAL 16:9

byp

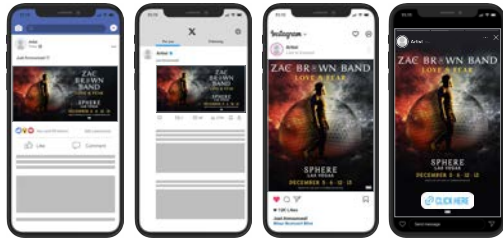
SOCIAL MEDIA | LOCAL TEMPLATES

byp



Dead Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

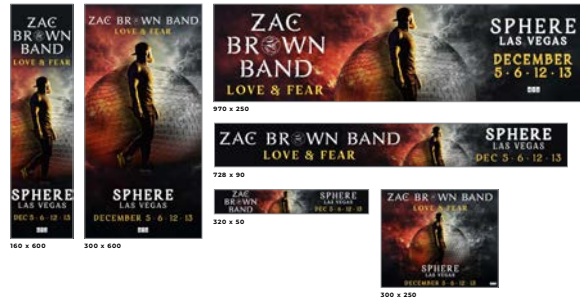
SOCIAL MEDIA | MOCKUPS



byp

PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



OUT OF HOME | MOCKUPS

byp



APPROVED ADMAT

byp



VERTICAL 4:5

PLACEHOLDER TEXT COLORS:
#D6885D

FONT:
HOUSE OF CARDS - BOLD



HORIZONTAL 16:9

SOCIAL MEDIA | LOCAL TEMPLATES

byp



FACEBOOK 1200 X 630



X 800 X 410



INSTAGRAM FEED 1080 X 1080



INSTAGRAM FEED 1080 X 1350



INSTAGRAM STORY 1080 X 1920



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



140 X 600



300 X 600



970 X 250



728 X 90



320 X 50



300 X 250

PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



1400 X 400



1920 X 1080



1080 X 1920



11 X 17

OUT OF HOME | MOCKUPS

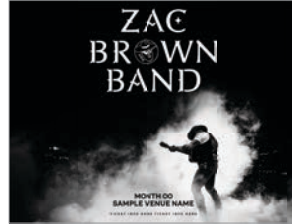
byp



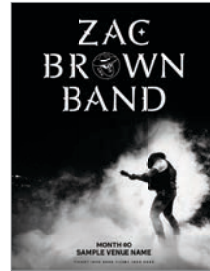


ZAC BROWN BAND / 2024 STYLE GUIDE

ORIGINAL ADMAT



HORIZONTAL ADMAT



VERTICAL ADMAT

byp

FONTS & COLORS

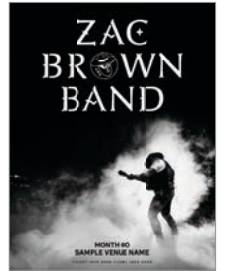
FONTS
- SHACKLETON

COLORS
#000000
#FFFFFF

NOTES:
(i.e. Special guest names must be equal in size on all assets for this tour.)

SHACKLETON

byp



VERTICAL ADMAT

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 600 X 419



INSTAGRAM STORY 1080X1920



INSTAGRAM 1080X1080



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, user avatars for shared posts should be placed on these assets. This will keep them from being clipped by social platforms and increase engagement.

byp

LOCALIZED EXAMPLES / DISPLAY



160 X 600



300 X 600



810 X 250



720 X 90



220 X 50



300 X 250

byp

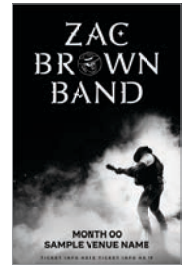
OUTDOOR / SCREENS & BILLBOARDS



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080



PRINT 11X17

DESIGN NOTE:
In keeping with best practices for out of home assets, text size should be as large as possible and asset images should be recognizable from far away and at high speeds. Image backgrounds should be kept simple, extra text should be centered whenever possible, and overall design should be clean and highly legible.

byp

ORIGINAL ADMAT

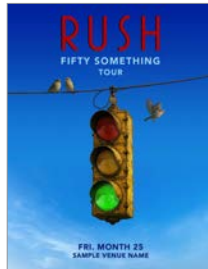


HORIZONTAL ADMAT (16X9)



HORIZONTAL ADMAT 2 (1:1.400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

byp

■ FONTS & COLORS

FONTS

- AVENIR BOOK

COLORS

#3C53A9

#15207F

NOTES:

(i.e. Special good names must be equal in size on all assets for this tour.)

AVENIR BOOK



VERTICAL ADMAT

byp

■ LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630

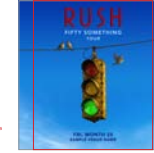


TWITTER 800 X 419



Red Box - Safe Area
Keep all important text and images within this area to maximize visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, our assets to be shared on these assets. This will help them from being flagged by social platforms and increase engagement.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1920

byp

■ LOCALIZED EXAMPLES / DISPLAY



160 X 600



300 X 600



910 X 250



728 X 90



320 X 50



300 X 250

byp

■ NATIONAL ASSETS / WEBSITE



HOME PAGE 1920 X 1080



ARTIST IMAGE 305 X 225



TICKETMASTER.COM 2426 X 1365



MOBILE APP 747 X 420



TICKETMASTER SPOTLIGHT 1024 X 576



Red Box - Safe Area
Keep all important text and images within this area to maximize visibility on all devices.



MASHEAD SPOTLIGHT 1440 X 450

byp

■ MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER



1080X1080 - INSTAGRAM 1:1



1080X1350 - INSTAGRAM 4:5



1080X1920 - INSTAGRAM STORY



1200X630 - FACEBOOK POST



800X419 - TWITTER FEED

byp

■ MOCKUPS / PROGRAMMATIC BANNERS



byp

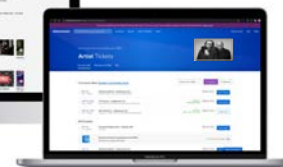
■ MOCKUPS / LIVENATION.COM & TICKETMASTER.COM



747X420 - LN MOBILE/APP



1920X1080 - LN HOME PAGE CAROUSEL



2426X1365 - TICKETMASTER ARTIST IMAGE

byp

■ MOCKUPS / OUT OF HOME



byp

CMS | TICKETING



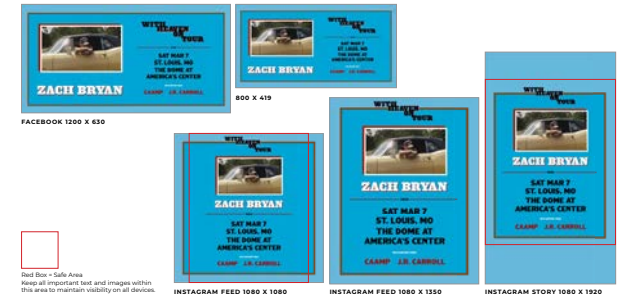
b/p

SOCIAL MEDIA | NATIONAL GENERIC



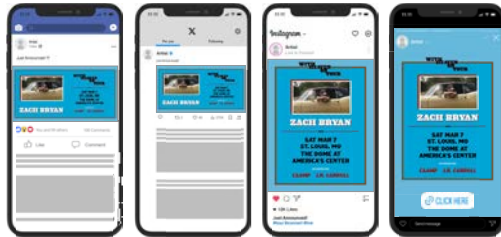
b/p

SOCIAL MEDIA | LOCAL TEMPLATES



b/p

SOCIAL MEDIA | MOCKUPS



b/p

PROGRAMMATIC BANNERS | NATIONAL GENERIC



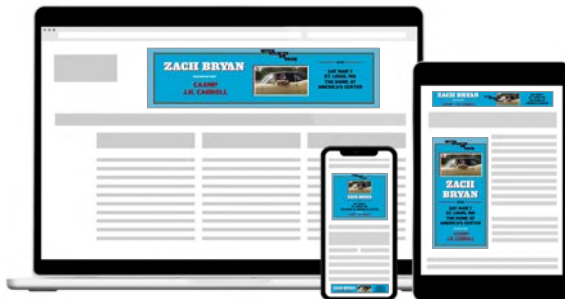
b/p

PROGRAMMATIC BANNERS | LOCAL TEMPLATES



b/p

PROGRAMMATIC BANNERS | MOCKUPS



b/p

OUT OF HOME | LOCAL TEMPLATES



b/p

IN VENUE SIGNAGE



b/p

ORIGINAL ADMAT



HORIZONTAL ADMAT (16X9)



HORIZONTAL ADMAT 2 (1:1) (400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

byp

FONTS & COLORS

FONTS

• BD JUPITER BOLD

COLORS



BD JUPITER BOLD



VERTICAL ADMAT

byp

NATIONAL ASSETS / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 X 419



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, we should be limited on these assets. This will keep them from being clogged by social platform and increase engagement.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1920

byp

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 X 419



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, we should be limited on these assets. This will keep them from being clogged by social platform and increase engagement.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1920

byp

NATIONAL ASSETS / DISPLAY



160 X 600



300 X 600



810 X 250



728 X 90



320 X 50



300 X 250

byp

LOCALIZED EXAMPLES / DISPLAY



160 X 600



300 X 600



810 X 250



728 X 90



320 X 50



300 X 250

byp

NATIONAL ASSETS / WEBSITE



HOME PAGE 1920 X 1080



MOBILE APP 747 X 429



TICKETMASTER WEB 2428 X 1385



ARTIST IMAGE 905 X 225

Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

byp

OUT OF HOME / SCREENS & BILLBOARDS



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

For all OOH assets, please use admat with the white background and photo version

DESIGN NOTE:
In keeping with best practices for out of home assets, text size should be as large as possible and artist images should be recognizable from far away and at high speeds. Image backgrounds should be kept simple, extra text should be removed wherever possible, and overall design should be clean and highly legible.

byp

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER



1080X1080 - INSTAGRAM 1:1



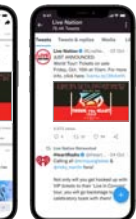
1080X1350 - INSTAGRAM 4:5



1080X1920 - INSTAGRAM STORY



1200X630 - FACEBOOK POST



800X419 - TWITTER FEED

byp



NATE BARGATZE / 2025 BIG DUMB EYES WORLD TOUR STYLE GUIDE

ORIGINAL ADMAT



HORIZONTAL ADMAT





VERTICAL ADMAT

byp

FONTS & COLORS

- FONTS**
 - CHEAP PINE
 - PROVIDENCE SANS PRO

- COLORS**
 #00526F
 #F28612

NOTES:
 (i.e. Special guest names must be equal in size on all assets for this tour)

CHEAP PINE

PROVIDENCE SANS PRO

byp



VERTICAL ADMAT

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 600 X 419



INSTAGRAM 1080X1080



INSTAGRAM STORY 1080X1920



Red Box - Safe Area
 Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTES:
 In keeping with best practices on social media, text should be limited on these assets. This will keep them from being clipped by social platforms and increase engagement.

byp

LOCALIZED EXAMPLES / DISPLAY



160 X 600



300 X 600



910 X 250



728 X 90



320 X 50



300 X 250

byp

OUTDOOR / SCREENS & BILLBOARDS



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080



PRINT 11X17

DESIGN NOTE:
 In keeping with best practices for out of home assets, text size should be as large as possible and asset images should be recognizable from far away and at high speeds. Image backgrounds should be kept simple, extra text should be centered whenever possible, and overall design should be clean and highly legible.

byp

ORIGINAL ADMAT

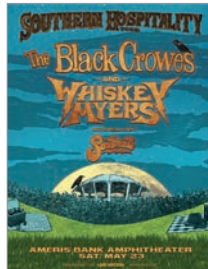


HORIZONTAL ADMAT (16X8)



HORIZONTAL ADMAT 2 (1400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

byP

FONTS & COLORS

FONTS

- DRUK WIDE HEAVY

COLORS



NOTES:

(i.e. Special guest names must be equal in size on all assets for this tour.)

APEX NEW BOLD



VERTICAL ADMAT

byP

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 600 X 410



Red Box - Safe Area
Keep all important text and images within this area to maximize visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, text should be limited on these assets. This will keep them from being flagged by social platforms and increase engagement.



INSTAGRAM 1080X1080



INSTAGRAM STORY 1080X1350



INSTAGRAM STORY 1080X1200

byP

LOCALIZED EXAMPLES / DISPLAY



160 X 600



300 X 600



810 X 250



728 X 90



320 X 50



300 X 250

byP

LOCALIZED EXAMPLES / OUT OF HOME - SCREENS & BILLBOARDS



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

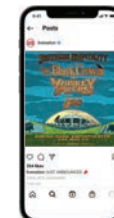
DESIGN NOTE:
In keeping with best practices for out of home screens, text size should be as large as possible and artist images should be recognizable from far away and at high speeds. Image backgrounds should be kept simple, extra text should be removed wherever possible, and overall design should be clean and highly legible.



PRINT POSTER 11 X 17

byP

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER



1080X1080 - INSTAGRAM 1:1



1080X1350 - INSTAGRAM 4:5



1080X1920 - INSTAGRAM STORY



1200X630 - FACEBOOK POST



800X410 - TWITTER FEED

byP

MOCKUPS / PROGRAMMATIC BANNERS



byP

MOCKUPS / OUT OF HOME



byP

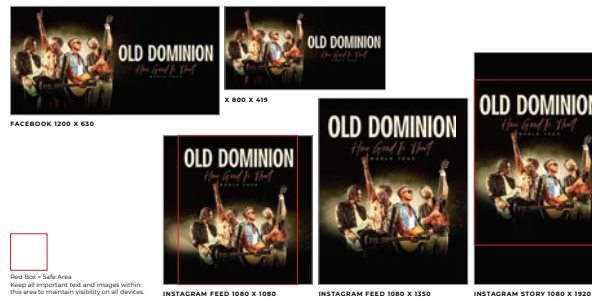
APPROVED ADMAT

byp



SOCIAL MEDIA | NATIONAL GENERIC

byp



SOCIAL MEDIA | LOCAL TEMPLATES

byp



SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | NATIONAL GENERIC

byp



PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



OUT OF HOME | MOCKUPS

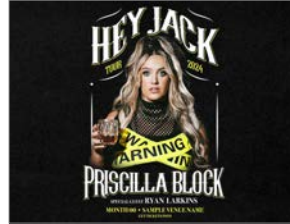
byp





PRISCILLA BLOCK / 2024 HEY JACK TOUR STYLE GUIDE

ORIGINAL ADMAT



HORIZONTAL ADMAT



VERTICAL ADMAT

byp

FONTS & COLORS

FFONTS

- BODONI 72

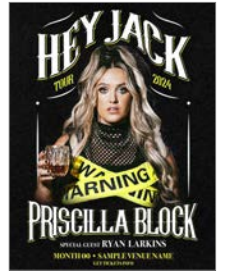
COLORS



NOTES:

(i.e. Special guest names must be equal in size on all assets for this tour)

BODONI 72



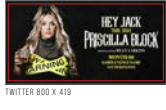
VERTICAL ADMAT

byp

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 600 X 419



INSTAGRAM STORY 1080X1920



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, text should be limited on these assets. This will help them from being clipped by social platforms and increase engagement.



INSTAGRAM 1080X1080

byp

LOCALIZED EXAMPLES / DISPLAY



160 X 600



300 X 600



810 X 250



720 X 90



220 X 50



300 X 250

byp

OUTDOOR / SCREENS & BILLBOARDS



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

DESIGN NOTE:
In keeping with best practices for out of home assets, text size should be as large as possible and asset images should be recognizable from far away and at high speeds. Image backgrounds should be kept simple, extra text should be centered whenever possible, and overall design should be clean and highly legible.



PRINT 11X17

byp

APPROVED ADMAT

byp



VERTICAL 4:5

HORIZONTAL 16:9

SOCIAL MEDIA | LOCAL TEMPLATES

byp



Red Box = Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

FACEBOOK 1200 X 830

X 800 X 410

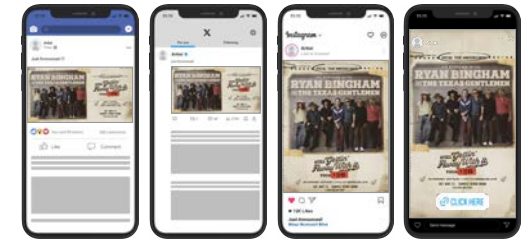
INSTAGRAM FEED 1080 X 1080

INSTAGRAM FEED 1080 X 1350

INSTAGRAM STORY 1080 X 1920

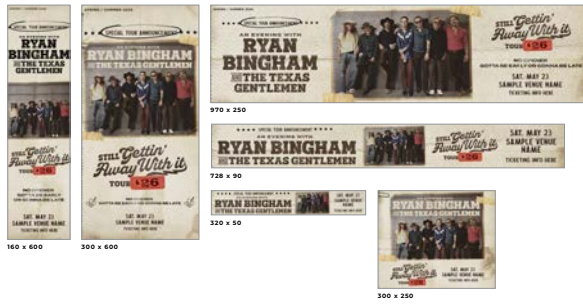
SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



160 X 600

300 X 600

970 X 250

728 X 90

320 X 50

300 X 250

PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



1400 X 400

1920 X 1080

1080 X 1920

11 X 17

OUT OF HOME | MOCKUPS

byp





ORIGINAL ADMAT



SQUARE ADMAT



VERTICAL ADMAT

byp

FONTS & COLORS

FONTS
- FUTURA - MEDIUM

COLORS
#E8007D
#FFFFFF

NOTES:

FUTURA - MEDIUM

byp



VERTICAL ADMAT

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 X 410



INSTAGRAM STORY 1080X1920



INSTAGRAM 1080X1080

Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTES:
In keeping with best practices on social media, we aimed to limit on these assets. This will keep them from being flagged by social platforms and increase engagement.

byp

LOCALIZED EXAMPLES / DISPLAY



100 X 600



300 X 600



870 X 250



720 X 90



320 X 50



300 X 250

byp

OUTDOOR / SCREENS & BILLBOARDS



OUTDOOR BILLBOARD (1400 X 400)



OUTDOOR BILLBOARD (1920 X 1080)



OUTDOOR BILLBOARD (1080 X 1920)

byp

ORIGINAL ADMAT

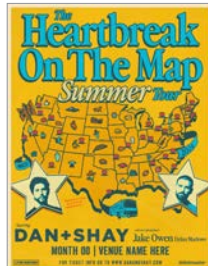


HORIZONTAL ADMAT (16X8)



HORIZONTAL ADMAT 2 (1400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

byp

FONTS & COLORS

FONTS

- BADHOUSE BOLD

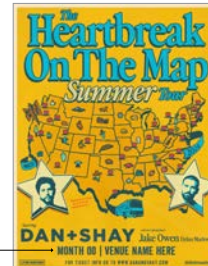
COLORS



NOTES:

Please do not stack Dan + Shay's names

BADHOUSE BOLD



VERTICAL ADMAT

byp

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630

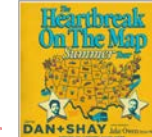


TWITTER 800 X 419

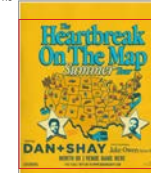


Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

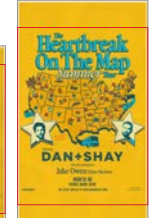
DESIGN NOTE:
In keeping with best practices on social media, text should be limited on these assets. This will help them from being clipped by social platforms and increase engagement.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1350



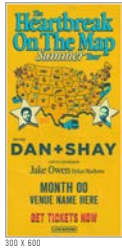
INSTAGRAM STORY 1080X1920

byp

LOCALIZED EXAMPLES / DISPLAY



160 X 600



300 X 600



910 X 250



728 X 90



320 X 59



300 X 250

byp

NATIONAL ASSETS / WEBSITE



HOME PAGE 1920 X 1080



MOBILE APP 747 X 420



TICKETMASTER WEB 2429 X 1385



ARTIST IMAGE 905 X 225

Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

byp

OUT OF HOME / SCREENS & BILLBOARDS



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

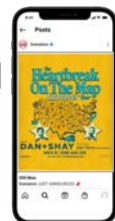
DESIGN NOTE:
In keeping with best practices for out of home assets, text size should be as large as possible and entire images should be recognizable from the top end at high speeds. Image backgrounds should be kept simple, extra text should be removed wherever possible, and overall design should be clean and highly legible.

byp

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER



1080X1080 - INSTAGRAM 1:1



1080X1350 - INSTAGRAM 4:5



1080X1920 - INSTAGRAM STORY



1200X630 - FACEBOOK POST



800X419 - TWITTER FEED

byp

MOCKUPS / LIVENATION.COM & TICKETMASTER.COM



747X420 - LN MOBILE/APP



1920X1080 - LN HOME PAGE CAROUSEL



2429X1385 - TICKETMASTER ARTIST IMAGE

byp

MOCKUPS / OUT OF HOME



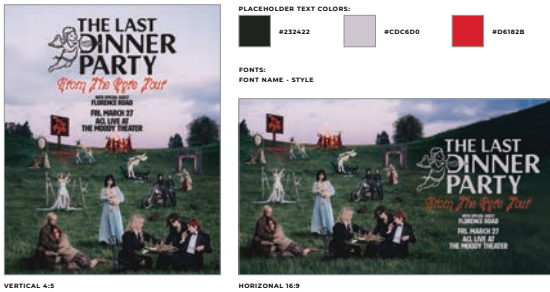
OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

byp

APPROVED ADMAT



byp

SOCIAL MEDIA | NATIONAL GENERIC



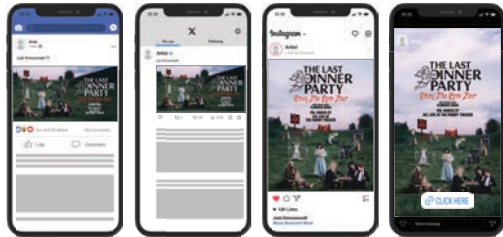
byp

SOCIAL MEDIA | LOCAL TEMPLATES



byp

SOCIAL MEDIA | MOCKUPS



byp

PROGRAMMATIC BANNERS | LOCAL TEMPLATES



byp

PROGRAMMATIC BANNERS | MOCKUPS



byp

OUT OF HOME | LOCAL TEMPLATES



byp

IN VENUE SIGNAGE

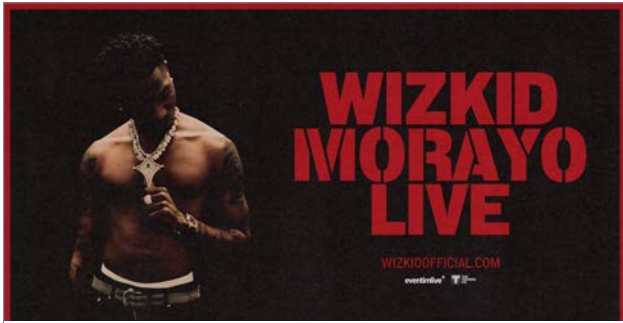


byp

OUT OF HOME | MOCKUPS



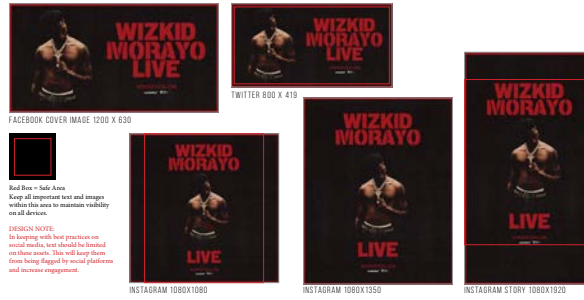
byp



WIZKID | MORAYO LIVE STYLE GUIDE

NATIONAL ASSETS / SOCIAL

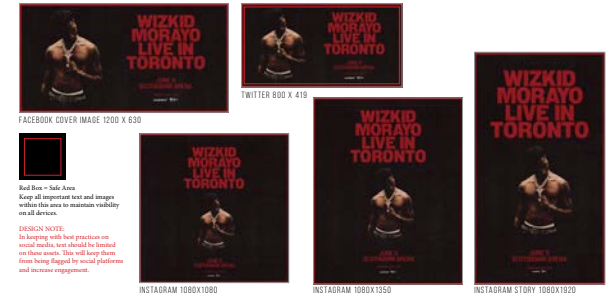
byP



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.
DESIGN NOTE: In keeping with best practices on social media, text should be limited on these assets. This will help them from being flagged by social platforms and increase engagement.

LOCALIZED EXAMPLES / SOCIAL

byP



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.
DESIGN NOTE: In keeping with best practices on social media, text should be limited on these assets. This will help them from being flagged by social platforms and increase engagement.

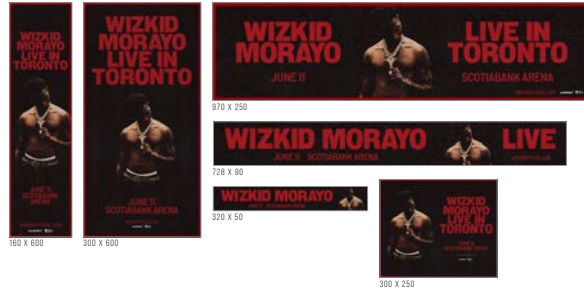
NATIONAL ASSETS / DISPLAY

byP



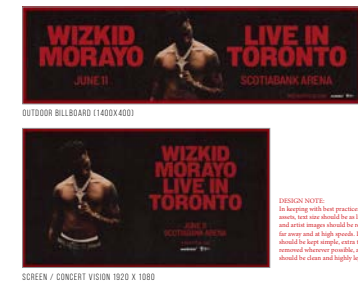
LOCALIZED EXAMPLES / DISPLAY

byP



OUT OF HOME / SCREENS & BILLBOARDS

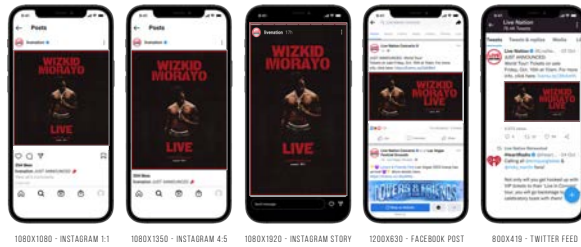
byP



DESIGN NOTE: In keeping with best practices for out of home assets, text size should be as large as possible and artist images should be recognizable from far away and at high speeds. Image backgrounds should be kept simple, extra text should be removed wherever possible, and overall design should be clean and highly legible.

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byP



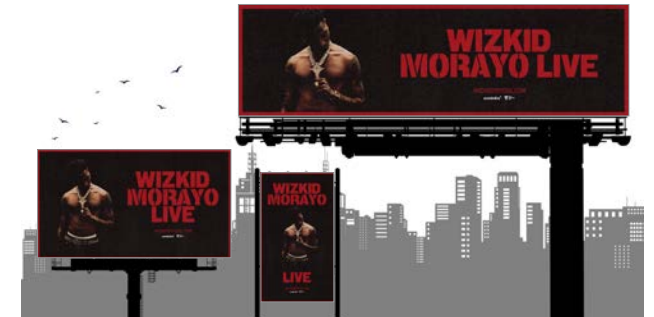
MOCKUPS / PROGRAMMATIC BANNERS

byP



MOCKUPS / OUT OF HOME

byP



ORIGINAL ADMAT

byP



Fonts & Colors

byP

Fonts - HELVETICA NEUE

Colors #D1A393

Notes: (i.e. Special guest names must be equal in size on all assets for this tour)

HELVETICA NEUE



Localized Examples / Social

byP



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
In keeping with best practices on social media, user avatars should be placed on these assets. This will keep them from being cropped by social platforms and increase engagement.

Localized Examples / Display

byP



National Assets / Website

byP



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

Out of Home / Screens & Billboards

byP



DESIGN NOTE:
In keeping with best practices for out of home assets, text size should be as large as possible and artist images should be recognizable from the top and at high speeds. Image backgrounds should be kept simple, extra text should be removed wherever possible, and overall design should be clean and highly legible.

Mockups / Instagram + Facebook + Twitter

byP



Mockups / LiveNation.com & Ticketmaster.com

byP



Mockups / Out of Home

byP



APPROVED ADMAT

byp



VERTICAL 4:5

PLACEHOLDER TEXT COLORS:
#BFFFFE

FONT:
ADRIANNA EXTENDED



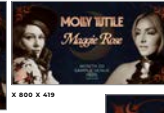
HORIZONTAL 16:9

SOCIAL MEDIA | LOCAL TEMPLATES

byp



FACEBOOK 1200 X 630



INSTAGRAM FEED 1080 X 1080



INSTAGRAM FEED 1080 X 1350

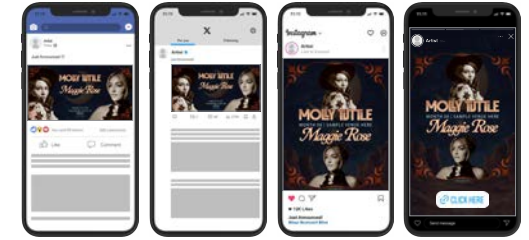


INSTAGRAM STORY 1080 X 1920

Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



140 X 400



300 X 600



970 X 250



728 X 90



320 X 50

300 X 250

PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



1400 X 400



1920 X 1080



1080 X 1920



11 X 17

OUT OF HOME | MOCKUPS

byp



ORIGINAL ADMAT

byP



HORIZONTAL ADMAT (16X8)



HORIZONTAL ADMAT 2 (1400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

FONTS & COLORS

byP

FONTS

- HAMBURG HAND - REGULAR
- SERIAL A TRIAL

COLORS



NOTES:

(i.e. Special guest names must be equal in size on all assets for this tour.)



VERTICAL ADMAT

NATIONAL ASSETS / SOCIAL

byP



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 600 X 419



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1920

LOCALIZED EXAMPLES / SOCIAL

byP



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 600 X 419



Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1920

LOCALIZED EXAMPLES / DISPLAY

byP



160 X 600



300 X 600



910 X 250



728 X 90



320 X 59



300 X 250

NATIONAL ASSETS / WEBSITE

byP



HOME PAGE 1920 X 1080



TICKETMASTER WEB 2426 X 1365



MOBILE APP 747 X 420



ARTIST IMAGE 905 X 225

Red Box - Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byP



1080X1080 - INSTAGRAM 1:1



1080X1350 - INSTAGRAM 4:5



1080X1920 - INSTAGRAM STORY



1200X630 - FACEBOOK POST



800X419 - TWITTER FEED

MOCKUPS / LIVENATION.COM & TICKETMASTER.COM

byP



747X420 - LN MOBILE/APP



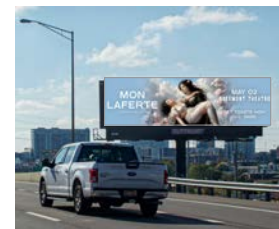
1920X1080 - LN HOME PAGE CAROUSEL



2426X1365 - TICKETMASTER ARTIST IMAGE

MOCKUPS / OUT OF HOME

byP



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080