

ORIGINAL ADMAT

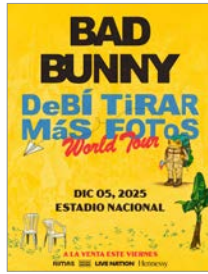


HORIZONTAL ADMAT (16X8)



HORIZONTAL ADMAT 2 (1:1.400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

byp

■ FONTS & COLORS

FONTS

- ACME GOTHIC WIDE - BLACK

COLORS

#271D1C

#EF353F

ACME GOTHIC WIDE - BLACK

NOTES:

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



VERTICAL ADMAT

byp

■ LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 600 X 410



Bad Bunny - Bad News
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



910 X 250



728 X 90



320 X 50



300 X 250

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 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



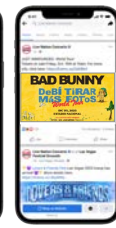
1080X1080 - INSTAGRAM 1:1



1080X1350 - INSTAGRAM 4:5



1080X1920 - INSTAGRAM STORY



1200X630 - FACEBOOK POST



600X410 - TWITTER FEED

byp

■ MOCKUPS / PROGRAMMATIC BANNERS



byp

■ MOCKUPS / LIVENATION.COM & TICKETMASTER.COM



747X420 - LN MOBILE APP



1920X1080 - LN HOMEPAGE CAROUSEL



2426X1365 - TICKETMASTER ARTIST IMAGE

byp

■ MOCKUPS / OUT OF HOME



byp

ORIGINAL ADMAT

byp



HORIZONTAL ADMAT (16x8)



HORIZONTAL ADMAT 2 (1400x400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

FONTS & COLORS

byp

LOCAL FONT

- CHANDLER42 MEDIUM

LOCAL FONT COLOR

#FAFAFA

NOTES:

* Artist image can not be cut and reassembled. Both artist must be included or the artist image must be removed from the artwork.
 * Artist Name can only be used if artist image can't be used. This must be approved by Music Business (musicbusiness.com) each time.
 * Text must remain white. Do not change text color.
 * Date, name and local should remain together in the same ratio at all times.
 * CTA should be evenly spaced between local and sponsors where applicable.
 * Reserve "City" for outdoor and small banner assets on shows in stock up.

CHANDLER42 MEDIUM



VERTICAL ADMAT

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

SAFETY AREA FOR TEXT, LOGOS AND IMAGE ON OUTDOOR BILBOARDS

LOCALIZED EXAMPLES / DISPLAY

byp



160 X 600

300 X 600



810 X 250



728 X 90



320 X 50

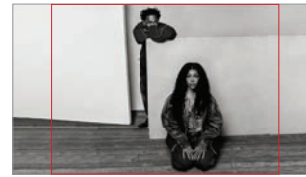
300 X 250

NATIONAL ASSETS / WEBSITE

byp



HOME PAGE 1920 X 1080



TICKETMASTER WEB 2428 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.

LOCALIZED OUT OF HOME / SCREENS & BILLBOARDS

byp



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 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



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

2428X1385 - TICKETMASTER ARTIST IMAGE

MOCKUPS / OUT OF HOME

byp



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

STYLE GUIDE

DOLLY PARTON
LIVE IN LAS VEGAS
2025

byp

APPROVED ADMAT

byp



VERTICAL 4:5



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

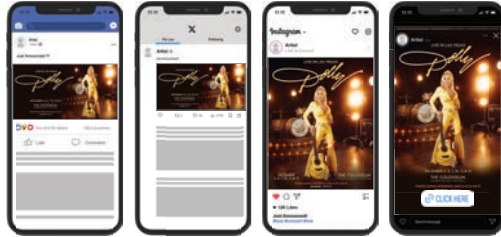


INSTAGRAM STORY 1080 X 1920

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

SOCIAL MEDIA | NATIONAL GENERIC



byp

SOCIAL MEDIA | LOCAL TEMPLATES



byp

SOCIAL MEDIA | MOCKUPS



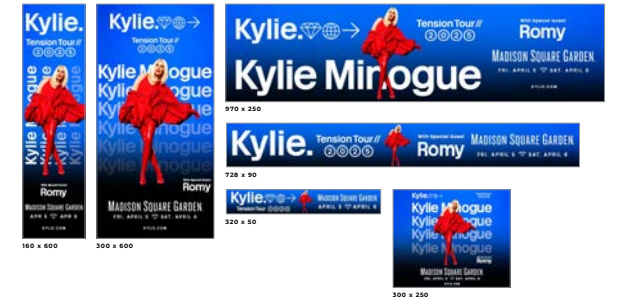
byp

PROGRAMMATIC BANNERS | NATIONAL GENERIC



byp

PROGRAMMATIC BANNERS | LOCAL TEMPLATES



byp

PROGRAMMATIC BANNERS | MOCKUPS



byp

OUT OF HOME | MOCKUPS

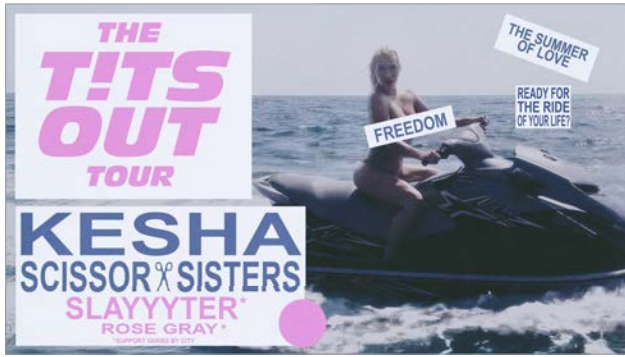


byp

CMS | TICKETING



byp



ORIGINAL ADMAT

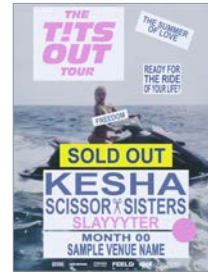


HORIZONTAL ADMAT (16X8)



HORIZONTAL ADMAT 2 (1400X400)

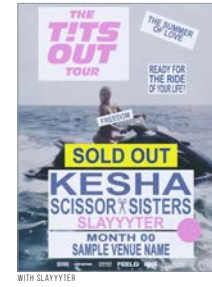
[CLICK HERE FOR TEMPLATE FILES](#)



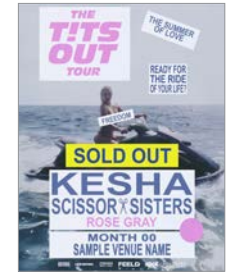
VERTICAL ADMAT

byp

ORIGINAL ADMAT / SUPPORT VARIATION



WITH SLAYYYTER



WITH ROSE GRAY

byp

FONTS & COLORS

FONTS

• ARIAL - BOLD

COLORS

#5C61B8

#EF86D8

NOTES:

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

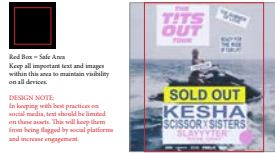
ARIAL - BOLD

byp

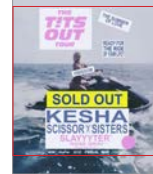
NATIONAL ASSETS / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



INSTAGRAM 1080X1080



INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1920



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

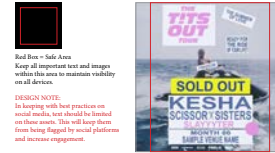
DESIGN NOTE:
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byp

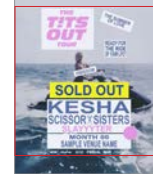
LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



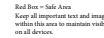
INSTAGRAM 1080X1080



INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1920



Red Box - Safe Area
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DESIGN NOTE:
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byp

NATIONAL ASSETS / DISPLAY



160 X 600

300 X 600



910 X 250

728 X 90

320 X 50



300 X 250

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

MOBILE APP 747 X 420

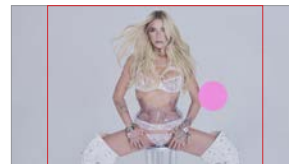


ARTIST IMAGE 305 X 225

TICKETMASTER SPOTLIGHT 1024 X 576



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



TICKETMASTER.COM 2426 X 1365



MASHEAD SPOTLIGHT 1440 X 450

byp

OUT OF HOME / SCREENS & BILLBOARDS

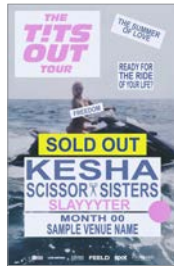
byp



OUTDOOR BILLBOARD (1400X400)



SCREEN / CONCERT VISION 1920 X 1080

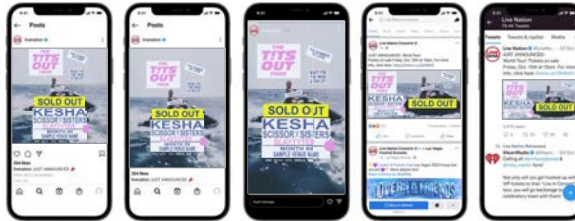


PRINT POSTER 11 X 17

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.

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byp



1080X1080 - INSTAGRAM 1:1

1080X1350 - INSTAGRAM 4:5

1080X1920 - INSTAGRAM STORY

1200X630 - FACEBOOK POST

800X410 - TWITTER FEED

MOCKUPS / PROGRAMMATIC BANNERS

byp



MOCKUPS / LIVENATION.COM & TICKETMASTER.COM

byp



747X420 - LN MOBILE APP

1920X1080 - LN HOMEPAGE CAROUSEL

2426X1365 - TICKETMASTER ARTIST IMAGE

MOCKUPS / OUT OF HOME

byp



NATIONAL ASSETS - EXPLICIT VERSION / SOCIAL

byp



FACEBOOK COVER IMAGE 1200 X 630

TWITTER 800 X 410

INSTAGRAM 1080X1080

INSTAGRAM 1080X1350

INSTAGRAM STORY 1080X1920



Red Box - Safe Area
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NATIONAL ASSETS - EXPLICIT VERSION / WEBSITE

byp



HOME PAGE 1920 X 1080

ARTIST IMAGE 305 X 225

MOBILE APP 747 X 420

TICKETMASTER SPOTLIGHT 1024 X 576

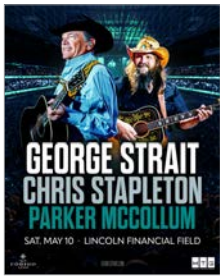
TICKETMASTER.COM 2426 X 1365

MASHEAD SPOTLIGHT 1440 X 450



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

APPROVED ADMAT



VERTICAL 4:5

PLACEHOLDER TEXT COLORS:



FONTS: DINAMIA GOTHIC E- BOLD



HORIZONTAL 16:9

byp

SOCIAL MEDIA | NATIONAL GENERIC



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

FACEBOOK 1200 X 630

INSTAGRAM FEED 1080 X 1080

INSTAGRAM FEED 1080 X 1350

INSTAGRAM STORY 1080 X 1920

byp

SOCIAL MEDIA | LOCAL TEMPLATES



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

FACEBOOK 1200 X 630

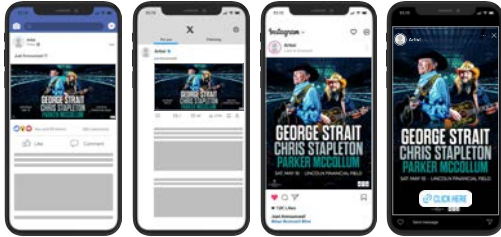
INSTAGRAM FEED 1080 X 1080

INSTAGRAM FEED 1080 X 1350

INSTAGRAM STORY 1080 X 1920

byp

SOCIAL MEDIA | MOCKUPS



byp

PROGRAMMATIC BANNERS | LOCAL TEMPLATES



160 x 600

300 x 600

970 x 250

728 x 90

320 x 50

300 x 250

byp

PROGRAMMATIC BANNERS | MOCKUPS



byp

OUT OF HOME | LOCAL TEMPLATES

byp



1400 X 400

1080 X 1920

11 X 17

11 X 17

OUT OF HOME | MOCKUPS

byp



CMS | TICKETING

byp



546 X 564

ARTIST LOGO 134 X 79

678 X 399



KAROL G / 2024 EUROPE SUMMER TOUR STYLE GUIDE

ORIGINAL ADMAT



HORIZONTAL ADMAT



VERTICAL ADMAT

byp

FONTS & COLORS

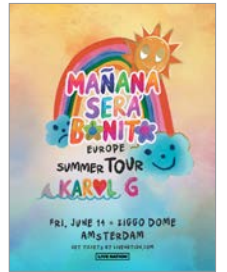
FFONTS
- MANANA SERA BONITO

COLORS
#2B2B2B

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

MANANA SERA BONITO

byp



VERTICAL ADMAT

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 X 419



INSTAGRAM STORY 1080X1920



Red Box - Safe Area
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INSTAGRAM 1080X1080

byp

LOCALIZED EXAMPLES / DISPLAY



160 X 600



300 X 600



910 X 250



720 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:
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byp

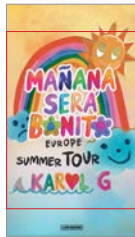
GENERIC EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 X 419



INSTAGRAM STORY 1080X1920



Red Box - Safe Area
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DESIGN NOTE:
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INSTAGRAM 1080X1080

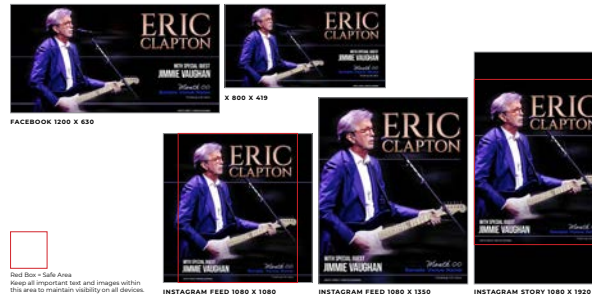
APPROVED ADMAT

byp



SOCIAL MEDIA | LOCAL TEMPLATES

byp



SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



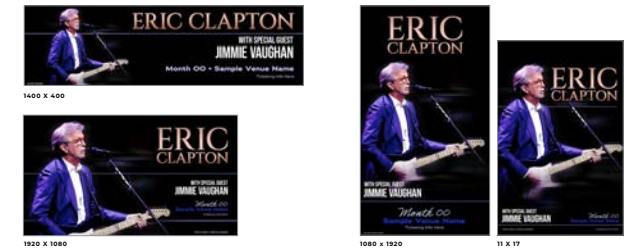
PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



OUT OF HOME | MOCKUPS

byp



CITI LOCALIZED EXAMPLES / SOCIAL

byp



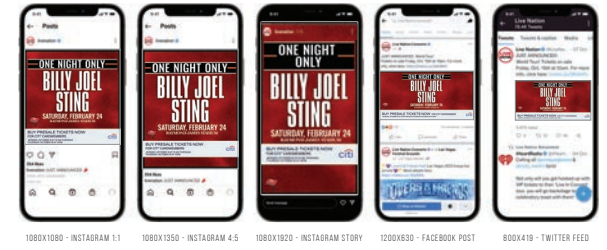
CITI LOCALIZED EXAMPLES / DISPLAY

byp



CITI MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byp



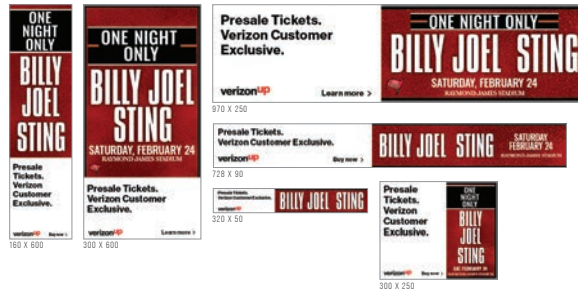
VERIZON PRESALE LOCALIZED EXAMPLES / SOCIAL

byp



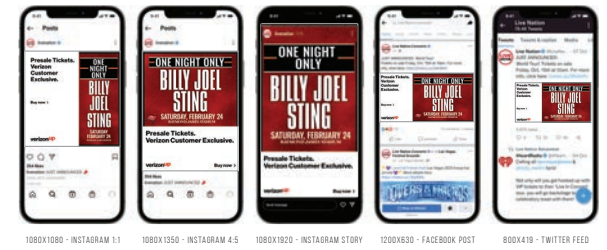
VERIZON PRESALE LOCALIZED EXAMPLES / DISPLAY

byp



VERIZON PRESALE MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byp



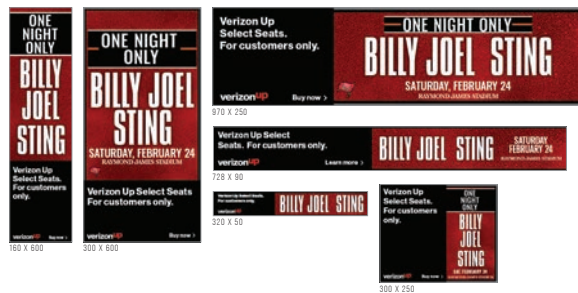
VERIZON SELECT SEATS LOCALIZED EXAMPLES / SOCIAL

byp



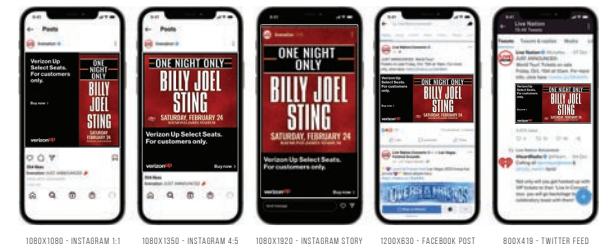
VERIZON SELECT SEATS LOCALIZED EXAMPLES / DISPLAY

byp



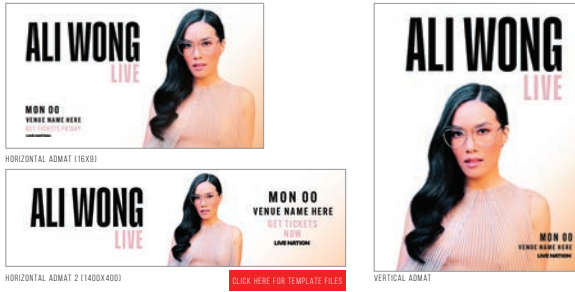
VERIZON SELECT SEATS MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byp



ORIGINAL ADMAT

byp



Fonts & Colors

byp

Fonts
 - ALTERNATE GOTHIC ATF

Colors
 #010001
 #EAB9C5

Notes:
 All pictures to be cropped just under the heart line.

ALTERNATE GOTHIC ATF



Localized Examples / Social

byp



Localized Examples / Display

byp



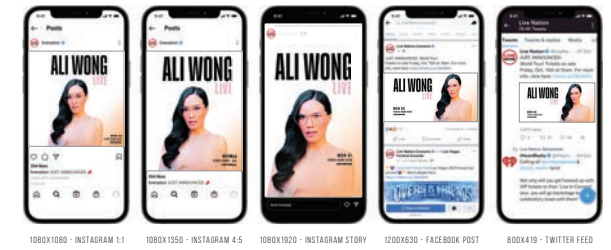
Localized Examples / Out of Home - Screens & Billboards

byp



Mockups / Instagram + Facebook + Twitter

byp



Mockups / Programmatic Banners

byp



Mockups / LiveNation.com & Ticketmaster.com

byp

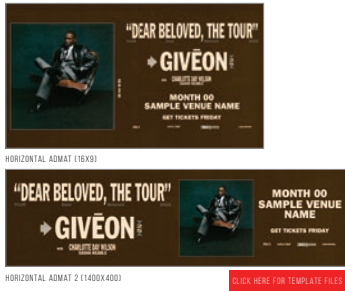


Mockups / Out of Home

byp



ORIGINAL ADMAT



byp

Fonts & Colors

Fonts
- FRANKLIN GOTHIC STD - CONDENSED

Colors
#F8E4C9

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

FRANKLIN GOTHIC STD - CONDENSED

byp

Localized Examples / Social



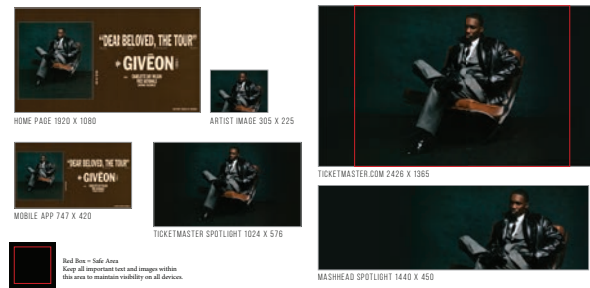
byp

Localized Examples / Display



byp

National Assets / Website



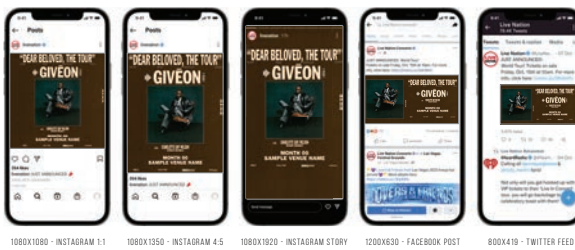
byp

Localized Examples / Out of Home - Screens & Billboards



byp

Mockups / Instagram + Facebook + Twitter



byp

Mockups / Programmatic Banners



byp

Mockups / Out of Home



byp

APPROVED ADMAT

byp



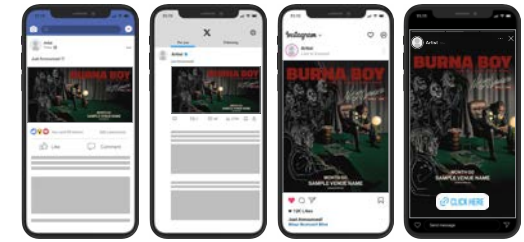
SOCIAL MEDIA | LOCAL TEMPLATES

byp



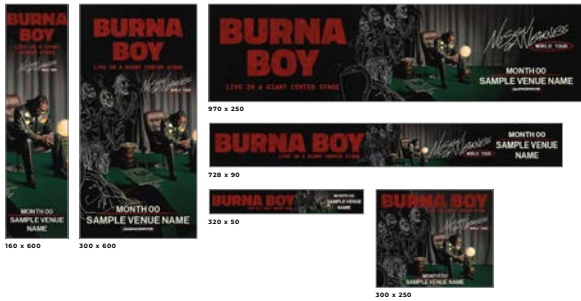
SOCIAL MEDIA | MOCKUPS

byp



PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



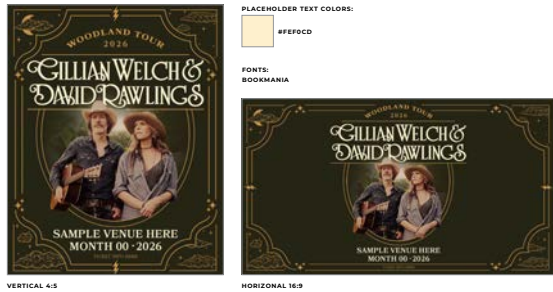
OUT OF HOME | MOCKUPS

byp



APPROVED ADMAT

byp



VERTICAL 4:5

HORIZONTAL 16:9

SOCIAL MEDIA | LOCAL TEMPLATES

byp



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

FACEBOOK 1200 X 630

INSTAGRAM FEED 1080 X 1080

INSTAGRAM FEED 1080 X 1350

INSTAGRAM STORY 1080 X 1920

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

1080 x 1920

11 x 17

OUT OF HOME | MOCKUPS

byp



ORIGINAL ADMAT



HORIZONTAL ADMAT (16:9)



HORIZONTAL ADMAT 2 (1:400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

byp

FONTS & COLORS

FONTS

- HELVETICA NEUE

COLORS



NOTES:

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

HELVETICA NEUE



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, user avatars be limited on these assets. This will help them from being obgged by social platform and increase engagement.



INSTAGRAM 1080X1080



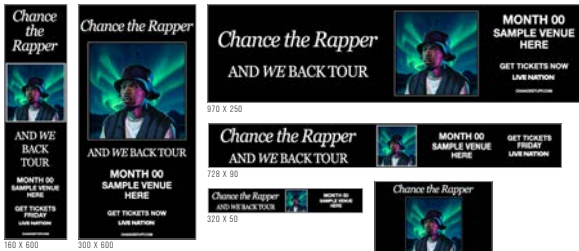
INSTAGRAM 1080X1350



INSTAGRAM STORY 1080X1200

byp

LOCALIZED EXAMPLES / DISPLAY



810 X 250

720 X 90

320 X 510

300 X 250

byp

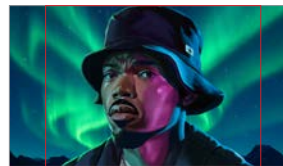
NATIONAL ASSETS / WEBSITE



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

800X410 - TWITTER FEED

byp

MOCKUPS / PROGRAMMATIC BANNERS



byp

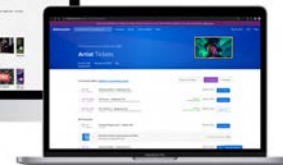
MOCKUPS / LIVENATION.COM & TICKETMASTER.COM



747X420 - LN MOBILE/APP



1920X1080 - LN HOME PAGE CAROUSEL



2426X1365 - TICKETMASTER ARTIST IMAGE

byp

MOCKUPS / OUT OF HOME



byp

ORIGINAL ADMAT

byp



HORIZONTAL ADMAT (16X9)



VERTICAL ADMAT

[CLICK HERE FOR TEMPLATE FILES](#)

FONTS & COLORS

FONTS
- GERSTNER PROGRAMM



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

GERSTNER PROGRAMM - BOLD



VERTICAL ADMAT

NATIONAL ASSETS / SOCIAL

byp

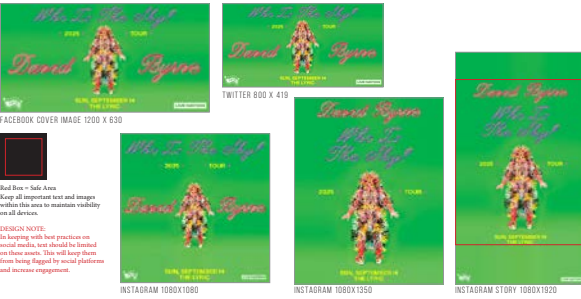


Red Box = Safe Area
Keep all important text and images within this area to maintain visibility on all devices.

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

LOCALIZED EXAMPLES / SOCIAL

byp



Red Box = Safe Area
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DESIGN NOTES:
In keeping with best practices on social media, we should be focused on these assets. This will keep them from being flagged by social platforms and increase engagement.

NATIONAL ASSETS / DISPLAY

byp



LOCALIZED EXAMPLES / DISPLAY

byp



NATIONAL ASSETS / WEBSITE

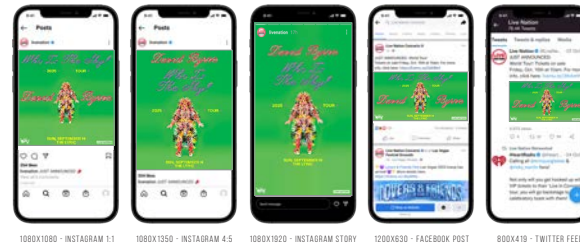
byp



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

MOCKUPS / INSTAGRAM + FACEBOOK + TWITTER

byp



MOCKUPS / PROGRAMMATIC BANNERS

byp



STYLE GUIDE

DEF LEPPARD
SUMMER TOUR
2025

byp

APPROVED ADMAT



VERTICAL 4:5

PLACEHOLDER TEXT COLORS:
#FEC000

FONTS:
DTT - BOLD



HORIZONTAL 16:9

byp

SOCIAL MEDIA | LOCAL TEMPLATES

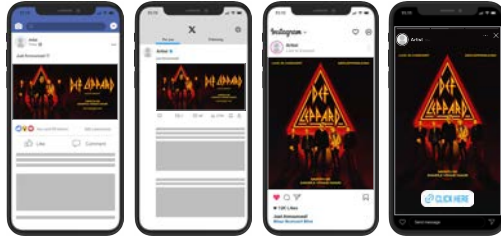
byp



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



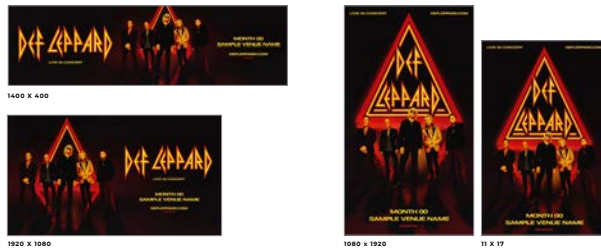
PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



OUT OF HOME | MOCKUPS

byp

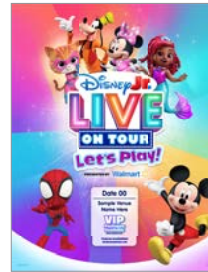




ORIGINAL ADMAT



SQUARE ADMAT



VERTICAL ADMAT

b/p

FONTS & COLORS

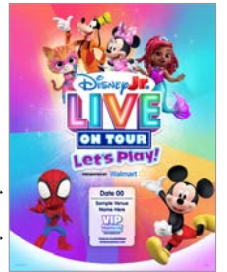
- FONTS**
 - VAG ROUNDED STD - BOLD
 - NEW NORD - HEAVY

- COLORS**
 #020464
 #0000A5

NOTES:

VAG ROUNDED STD - BOLD

NEW NORD - HEAVY



VERTICAL ADMAT

b/p

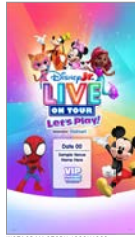
LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 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, text should be limited on these assets. This will keep them from being flagged by social platforms and increase engagement.

b/p

LOCALIZED EXAMPLES / DISPLAY



1600 X 600



300 X 600



910 X 250



720 X 90



320 X 50



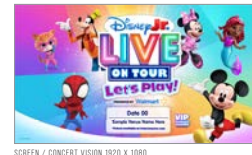
300 X 250

b/p

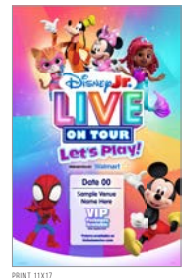
LOCALIZED OUTDOOR EXAMPLES / SCREENS & BILLBOARDS



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 image 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.

b/p

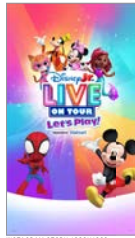
NATIONAL GENERIC / SOCIAL



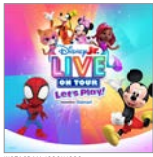
FACEBOOK COVER IMAGE 1200 X 630



TWITTER 800 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.

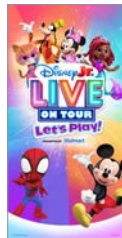
DESIGN NOTE:
In keeping with best practices on social media, text should be limited on these assets. This will keep them from being flagged by social platforms and increase engagement.

b/p

NATIONAL GENERIC / DISPLAY



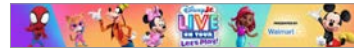
1600 X 600



300 X 600



910 X 250



720 X 90



320 X 50



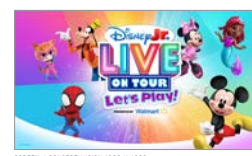
300 X 250

b/p

NATIONAL GENERIC 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 image 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.

b/p



DROPKICK MURPHY WITH PENNYWISE / NORTH AMERICA FALL 2024 TOUR STYLE GUIDE

ORIGINAL ADMAT



HORIZONTAL ADMAT



VERTICAL ADMAT

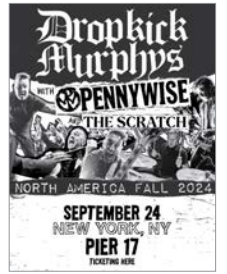
byp

FONTS & COLORS

- FONTS**
 • FLYERFONTS HARDCORE
 • FLYERFONTS DISENGAGE

COLORS
 #000000

byp



VERTICAL ADMAT

FLYERFONTS HARDCORE
 FLYERFONTS DISENGAGE
 FLYERFONTS HARDCORE
 FLYERFONTS HARDCORE

LOCALIZED EXAMPLES / SOCIAL



FACEBOOK COVER IMAGE 1200 X 630

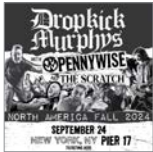


Red Box - Safe Area
 Keep all important text and images within this area to maintain visibility on all devices.

DESIGN NOTE:
 In keeping with best practices on social media, we should be focused on clear assets. This will keep them from being clipped by social platforms and increase engagement.



TWITTER 800 X 410



INSTAGRAM 1080X1080



INSTAGRAM STORY 1080X1920

byp

LOCALIZED EXAMPLES / DISPLAY



180 X 600



300 X 600



870 X 250



720 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 our all-screen 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 legible.

byp

ORIGINAL ADMAT



HORIZONTAL ADMAT (16:9)



HORIZONTAL ADMAT 2 (1:400X400)

[CLICK HERE FOR TEMPLATE FILES](#)



VERTICAL ADMAT

byp

■ FONTS & COLORS

FONTS

- KNOCKOUT LITEWEIGHT 49

COLORS

- #170F13
- #E67E45
- #F3F1E0

NOTES:

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

- KNOCKOUT LITEWEIGHT 49



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 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 clipped by social platforms and increase engagement.



INSTAGRAM 1080X1080



INSTAGRAM 1080X1550



INSTAGRAM STORY 1080X1920

byp

■ LOCALIZED EXAMPLES / DISPLAY

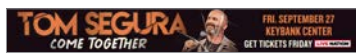


160 X 600

300 X 600



810 X 250



720 X 90



320 X 370



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 artist images should be recognizable from the crop 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

800X410 - TWITTER FEED

byp

■ MOCKUPS / LIVENATION.COM & TICKETMASTER.COM



747X420 - LN MOBILE/APP

1920X1080 - LN HOMEPAGE CAROUSEL

2420X1385 - TICKETMASTER ARTIST IMAGE

byp

■ MOCKUPS / OUT OF HOME



OUTDOOR BILLBOARD (1400X400)

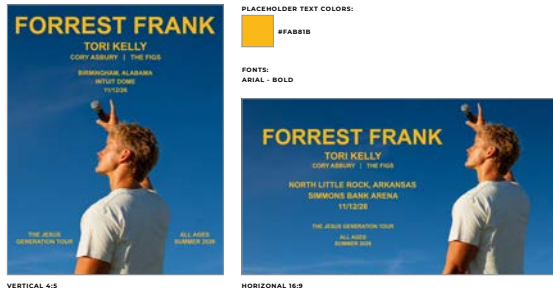


SCREEN / CONCERT VISION 1920 X 1080

byp

APPROVED ADMAT

byp



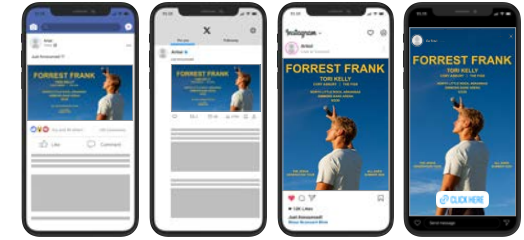
SOCIAL MEDIA | LOCAL TEMPLATES

byp



SOCIAL MEDIA | MOCKUPS

byp



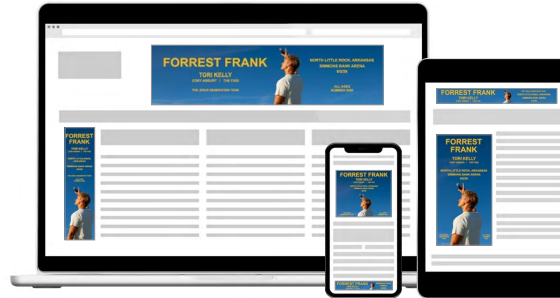
PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



OUT OF HOME | MOCKUPS

byp



APPROVED ADMAT

byp



SOCIAL MEDIA | LOCAL TEMPLATES

byp



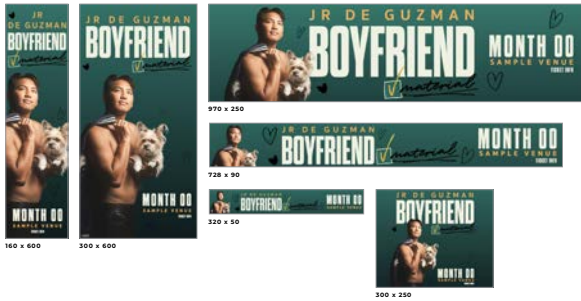
SOCIAL MEDIA | MOCKUPS

byp



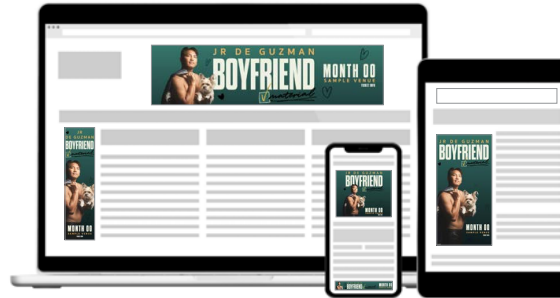
PROGRAMMATIC BANNERS | LOCAL TEMPLATES

byp



PROGRAMMATIC BANNERS | MOCKUPS

byp



OUT OF HOME | LOCAL TEMPLATES

byp



OUT OF HOME | MOCKUPS

byp

