ayatickets

Brand Guidelines

For press, partners and event organizers

Version 1.0
October 2026
ayatickets.com

WELCOME

One brand, used the same way everywhere.

This guide shows journalists, partners, sponsors and event organizers how to use the Ayatickets name, logo and colors correctly. If you only have a minute, read the five rules on the right.

Questions or approvals:
support@ayatickets.com

The short version

01 Use the logo files in this kit. Never redraw, retype or trace the logo.

02 Aya Red **#C3073F** is our color. Use it on the logo and for emphasis, on plenty of white space.

03 Give the logo room. Keep clear space around it and never go below the minimum size.

04 On photos, place the logo on a calm area, or use the white logo on a solid color.

05 Write our name as **Ayatickets**: one word, capital A only. Write our USSD code as ***365*88#**.

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LOGO

The wordmark and the symbol.

The **wordmark** is our main logo. Use it whenever there is room for it: articles, partner pages, posters, sponsor boards and video end cards.

The **symbol** is the Aya "A" on its own. Use it only where space is small or square, such as app icons, social profile pictures and favicons, or where the full name already appears nearby.

The three small notches on the right arm of the A echo the perforated edge of a ticket. Keep them visible: do not crop or fill them in.



Wordmark. Primary logo. Files: 01-Logos / Wordmark



Symbol. For small and square spaces. Files: 01-Logos / Symbol



App icon and avatar. White symbol on Aya Red. Files: 01-Logos / App-Icon

LOGO COLORS

Four approved versions.

The logo comes in red, white and black. Every version is in the kit as SVG (for designers and printers) and transparent PNG (for everyone else).

Pick the version with the strongest contrast against the background. If you are unsure, use red on white.

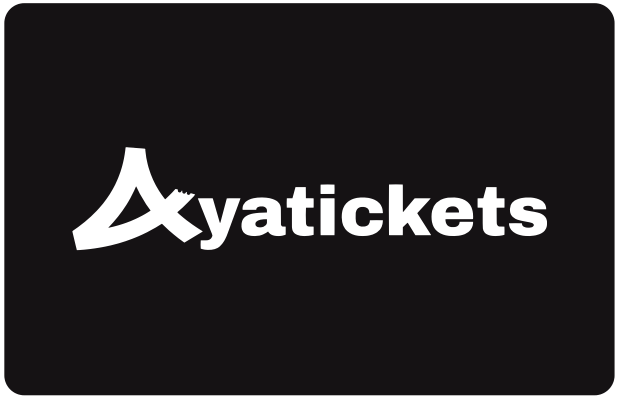
The logo is always one solid color. No gradients, no two-tone versions, no outlines.



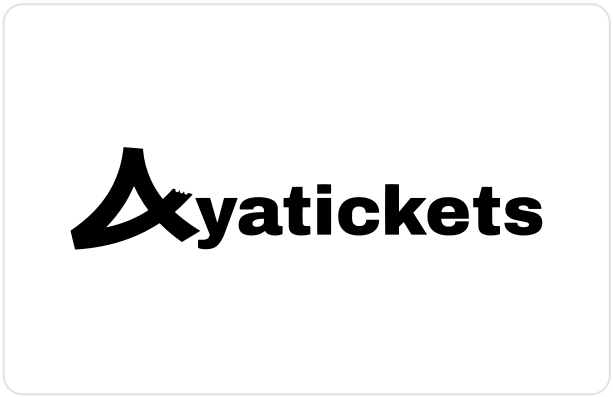
Red on white. Our first choice. Use it whenever the background is white or very light.



White on Aya Red. For red backgrounds, social graphics and merchandise.



White on Ink. For dark backgrounds, stage screens and night-event artwork.



Black on white. Only when printing in one color, such as newspapers, receipts or stamps.

CLEAR SPACE AND SIZE

Give it room to breathe.

Keep an empty area around the logo equal to **x**, the height of the lowercase letters in "yatickets". Text, edges, other logos and busy image detail should stay outside this area.

For the symbol, x is one quarter of the symbol's width.

Wordmark, minimum	120 px wide on screen 30 mm wide in print
Symbol, minimum	24 px wide on screen 8 mm wide in print





30 mm
smallest print size



8 mm
smallest symbol size

LOGO MISUSE

Please don’t change the logo.

The logo only works if it looks the same everywhere. These are the mistakes we see most often.

The most important one: older materials and websites still carry our previous logo with a red gradient and rounded letters. It is retired. Please replace it with the files in this kit.

If you need a version that is not in the kit, ask us and we will send it.



Stretch, squash or skew it



Change its color



Use the old gradient logo



Rotate or tilt it



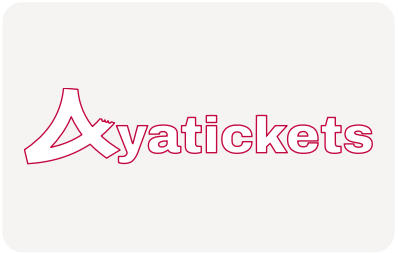
Add shadows, glows or effects



Retype the name in another font



Move the A away from the name



Outline it



Place it on a weak background

LOGO ON PHOTOS

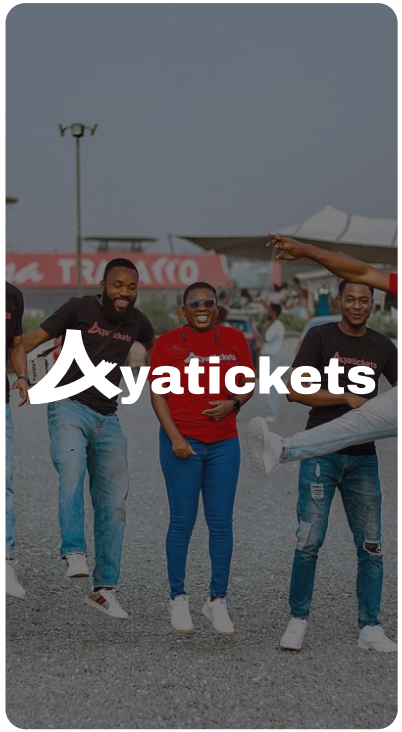
Calm space or a solid color.

On photography, put the logo where the image is quiet: sky, a wall, a plain floor. Use white on darker images and red on light ones.

If the photo is busy everywhere, add the logo on a solid Aya Red or Ink band instead, or darken the photo enough that the white logo reads clearly.



Calm area, strong contrast



Darkened photo, white logo



Busy area, logo gets lost

COLOR PALETTE

Aya Red, with quiet neutrals.

Aya Red is the color people recognize us by. Everything else in the palette exists to support it: Ink for text, White and Mist for space, and a few tints for detail.

Use the HEX and RGB values for screens. The CMYK values are starting points for print. For exact print matching, ask your printer for a proof; the closest Pantone to Aya Red is PMS 200 C.

The same values are in 02-Brand-Guidelines / Ayatickets-Colors.txt for easy copying.

Aya Red

HEX #C3073F
RGB 195 7 63
CMYK 10 100 65 5

Primary. Logo, buttons, key highlights.

Ink

HEX #151214
RGB 21 18 20
CMYK 70 70 60 85

Text and dark backgrounds.

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Main background. Most of every layout.

SUPPORTING COLORS

Deep Red

HEX #8A0A33
RGB 138 10 51
CMYK 25 100 60 35

Darker red for depth and hover states.

Slate

HEX #5C5658
RGB 92 86 88
CMYK 0 7 4 64

Secondary text and captions.

Mist

HEX #F6F4F3
RGB 246 244 243
CMYK 0 1 1 4

Soft panels and section backgrounds.

Blush

HEX #FBEAEF
RGB 251 234 239
CMYK 0 7 5 2

Light red tint for highlights.

Line

HEX #E6E1E0
RGB 230 225 224
CMYK 0 2 3 10

Borders and dividers.

USING COLOR

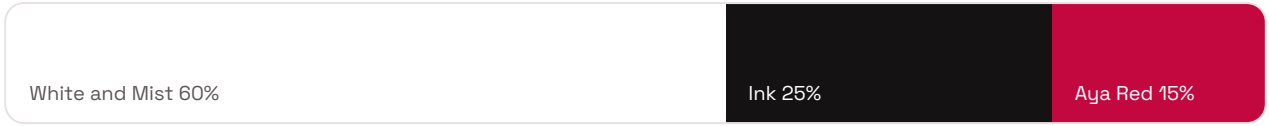
Red is the accent, not the wallpaper.

Most layouts should be mainly white and neutral, with Aya Red used for the logo, one key message and calls to action. That keeps the red strong when it appears.

Full red backgrounds are welcome for short, bold pieces: social posts, USSD graphics, event banners and merchandise.

Always check that text is easy to read. The pairings on the right meet web accessibility contrast guidance (4.5 : 1 or higher) except the two marked.

Typical balance in a layout



Text and background pairings

Get tickets
6.1 : 1 contrast

✓ White on Aya Red

Get tickets
18.6 : 1 contrast

✓ Ink on White

Get tickets
6.1 : 1 contrast

✓ Aya Red on White

Get tickets
9.7 : 1 contrast

✓ White on Deep Red

Get tickets
3.0 : 1 contrast

✗ Aya Red on Ink

Get tickets
1.7 : 1 contrast

✗ Red on pink

Also avoid: gradients on the logo, red text on dark photos, and mixing Aya Red with other strong reds or pinks that make it look off.

TYPOGRAPHY

Space Grotesk.

Our typeface is Space Grotesk. It is free to download from Google Fonts, so partners and designers can use it without a license fee.

Use Bold for headlines, Medium for subheadings and buttons, and Regular for body text. If Space Grotesk is not available, use Arial.

The wordmark is custom lettering, not a font. Never type out "Ayatickets" in any font to stand in for the logo.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 *365*88# GH₵

HEADLINE BOLD

Tickets for every event in Ghana

SUBHEADING MEDIUM

Buy online, in the app, or dial *365*88#

BODY REGULAR

Pay with Mobile Money, card, Apple Pay or PayPal. Your ticket arrives by email, SMS or WhatsApp with a QR code that is scanned at the door.

WRITING ABOUT AYATICKETS

Get the name and the code right.

Our name is one word with a capital A and everything else lowercase, even at the start of a headline or in all-caps designs.

We write the way we talk to customers: clear, warm and direct. Short sentences, real details, no jargon.

Our name

- Ayatickets ✓
- ~~AyaTickets~~ ✗
- ~~AYATICKETS~~ ✗
- ~~Aya Tickets~~ ✗
- ~~Ayaticket~~ ✗

Voice

Say it plainly

”No data? Dial *365*88# to buy your ticket.”

Avoid jargon

”Leverage our seamless omnichannel ticketing solution.”

Names and details

USSD code	*365*88# (write it exactly like this)
Main platform	Ayatickets, ayatickets.com
Premium events	Ayatickets Premium, ayatickets.net
Printed tickets	print.ayatickets.net
Registration and badges	Ayalogbook, ayalogbook.com
Cameroon	ayatickets.fr
Company	Ayatickets Limited
Currency	GH₵ or GHS, for example GH₵ 50
Website in print	ayatickets.com (no ”www”, no ”https”)

TICKET BADGES

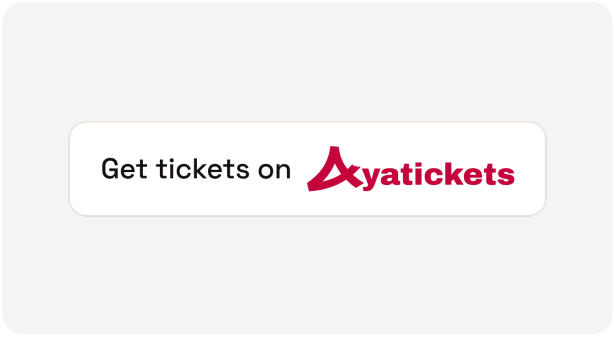
For event posters and flyers.

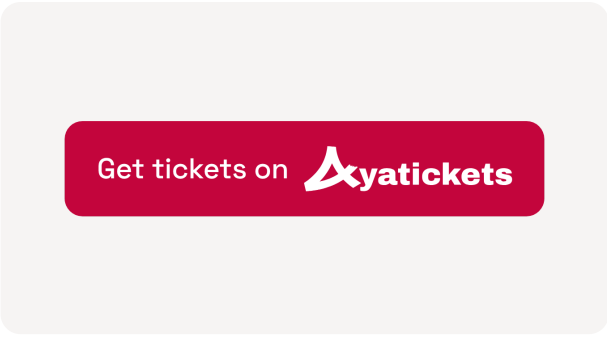
Selling tickets on Ayatickets? Add one of these ready-made badges to your poster, flyer or social post so people know where to buy.

Place badges near the bottom of the design, at the same size or smaller than other partner logos, with clear space around them. Do not redraw them or change the wording.

The USSD badge is useful for audiences who may not have mobile data.

Files: 01-Logos / Ticket-Badges









Co-branding with partners

When our logo sits next to yours, keep both at a similar visual size, separate them with clear space or a thin divider, and use each brand's own colors.

Need approval?

Sponsorship boards, joint campaigns and anything that suggests a formal partnership should be approved by us first. Email support@ayatickets.com.

FILES AND CONTACT

Everything is in the kit.

Use the files as provided. For other formats, interviews, or approval of anything not covered in this guide, get in touch.

support@ayatickets.com

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ayatickets.com

Instagram @ayatickets_ · X @ayatickets
Facebook, YouTube and TikTok: ayatickets

01-Logos	Wordmark, symbol, app icon and ticket badges in SVG and PNG
02-Brand-Guidelines	This guide and copy-ready color codes
03-Company-Info	Fact sheet and ready-to-use company descriptions
04-Product-Screenshots	Web dashboard, attendee, organizer and check-in apps, WhatsApp and USSD
05-Photos	Team and on-site event photography
06-Videos	Brand video and WhatsApp ticketing videos

