

# KIS TICKET Brand Identity

Presenting the new KIS TICKET, KIS KIOSK and KIS WALLET marketing materials.

KIS TICKET



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**“Make it simple, but significant.”**

- by Don Draper



# Brand Strategy

## Business Goal

KIS TICKET is refreshing its brand identity in preparation for a new visual presence across the ticketing industry. The goal for updating the brand colors, physical and digital assets is to unify the service offerings and marketing materials for the business. This refresh strategy will also be applied as well to the KIS KIOSK and KIS WALLET client services.





# Brand Strategy

## Product Scale

Delivering a cohesive brand experience for all KIS TICKET, KIS KIOSK and KIS WALLET customers is essential for the company. The suite of services not only should scale for the rising demand throughout the ticketing industry but also be designed to visually unify the company's brand awareness in the marketplace.

### Suite of Services

**KIS TICKET**  
Event Ticketing

**KIS KIOSK**  
Electronic Kiosk

**KIS WALLET**  
Digital Currency





# Brand Strategy Planning

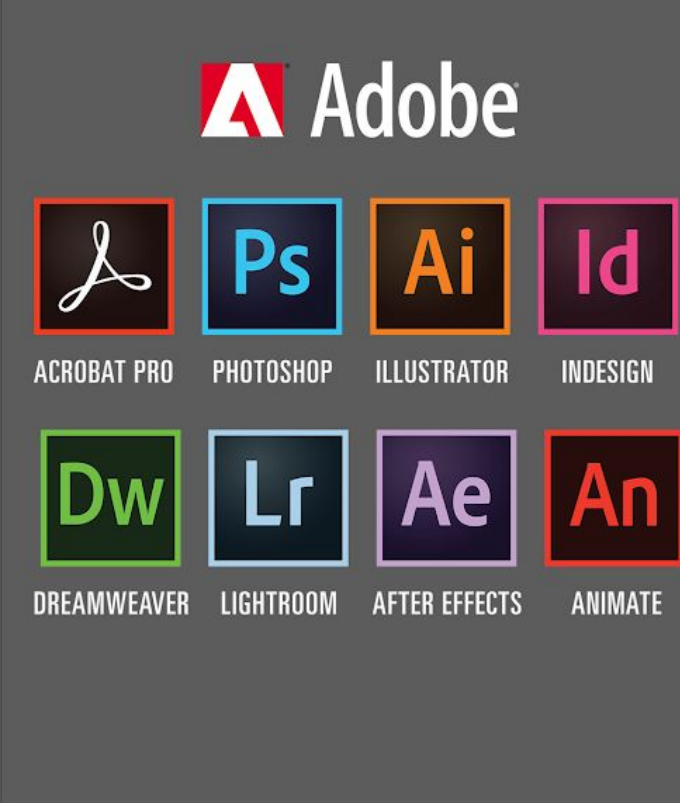
The KIS TICKET product team developed a planned process towards designing new marketing materials and brand guidelines for the company. Refreshed assets include a new set of KIS TICKET, KIS KIOSK and KIS WALLET logos, color swatches, typography and stationary materials for the organization. Meetings covering review and design iterations were scheduled and all team members voiced their feedback throughout the process.





# Market Research Industry Study and Design Concepts

With the brand strategy and planned review meetings in place our product team began researching design concepts across the technology industry. Keeping the designs simple yet uniformed for all three client services was our main objective. All team members researched, collected and voiced their feedback during our brainstorming sessions. After a few review meetings the team agreed upon a collection of designs that would fit the intended brand goals.

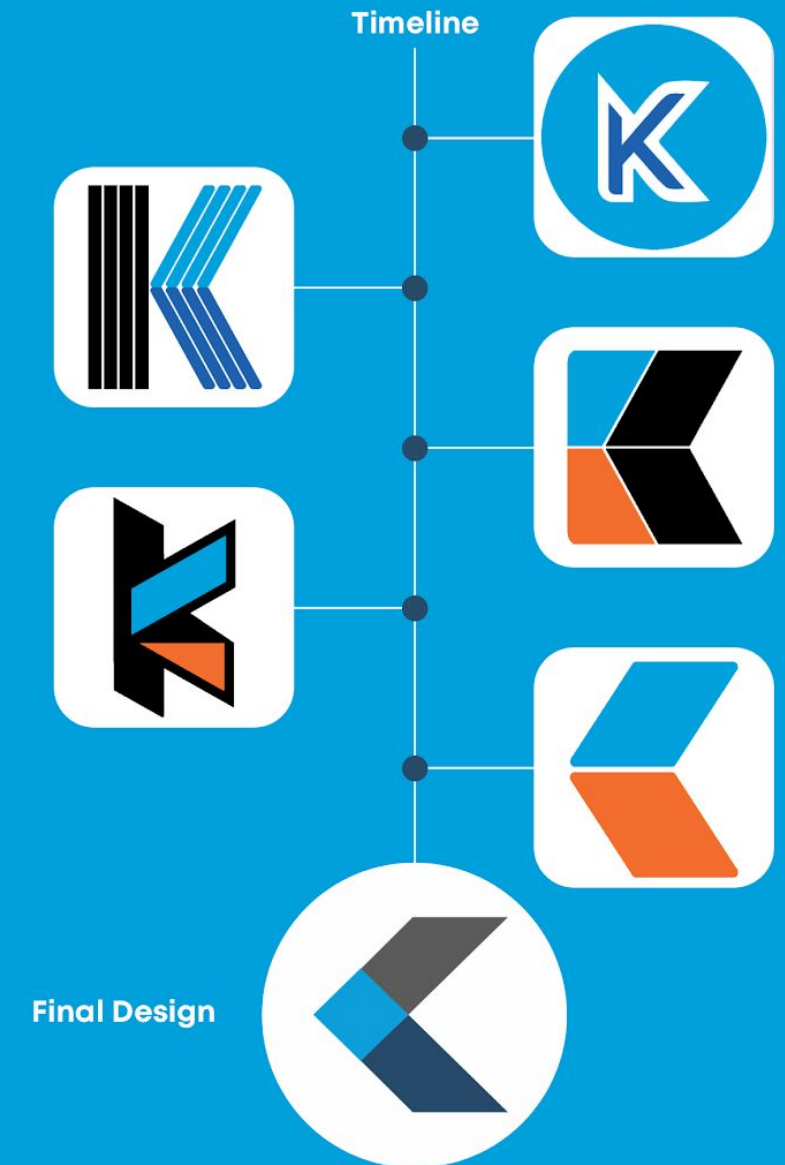


# Market Research Design Concepts

During our design process different logo concepts were sketched, digitized and branded with new color themes. A mix of colors and a new Mont font library were finalized for our branding needs. After a few logo iterations our team incorporated user feedback from a private group of FOX Media and Hallmark designers. Having a fresh set of eyes over the progression of designs helped narrow down the final logo.

# Designing the Logo

To the right are logo illustrations designed and iterated over the review sessions.



## Color Swatches



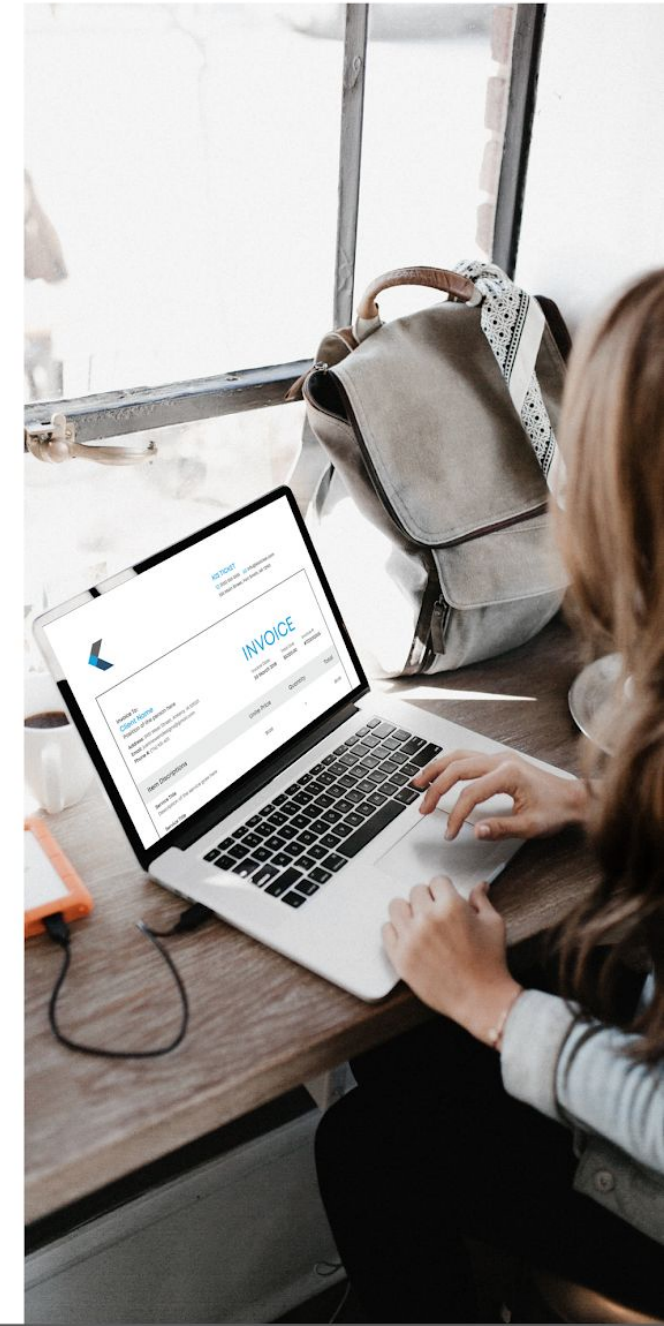
## Typography

Open Sans   Roboto   **Mont Font**   Helvetica



# Logos Typography and Color Palette

Style guide assets and branding designs covering the company logos, visual color swatches and typography library across all KIS TICKET, KIS KIOSK and KIS WALLET customer services.



**KIS TICKET**



# Company Logos



## KIS TICKET

### Brand Colors

Dark Grey, Light Blue, Dark Blue



## KIS KIOSK

### Brand Colors

Dark Grey, Bold Orange, Dark Blue



## KIS TECHNOLOGIES

### Brand Colors

Dark Grey, Light Grey, Dark Blue



## KIS WALLET

### Brand Colors

Dark Grey, Pastel Green, Dark Blue



# Typography and Color Palette

The branding colors for all three KIS TICKET, KIS KIOSK and KIS WALLET services are displayed in the guidelines to the right. Also the Mont font typeface and font weight are presented as well.

## Color Palette



KIS TICKET Primary Blue

RGB: R 0 / G 160 / B 221  
CMYK: C 80 / M 18 / Y 0 / K 0  
HEX: 00A0DD



KIS TICKET Dark Blue

RGB: R 40 / G 75 / B 106  
CMYK: C 91 / M 70 / Y 37 / K 22  
HEX: 284B6A



KIS KIOSK Bold Orange

RGB: R 243 / G 110 / B 47  
CMYK: C 0 / M 71 / Y 92 / K 0  
HEX: F36E2F



KIS WALLET Pastel Green

RGB: R 39 / G 183 / B 135  
CMYK: C 74 / M 0 / Y 64 / K 0  
HEX: 27B787

## Typography

KIS Mont Light

KIS Mont Regular

KIS Mont Semi-Bold

KIS Mont Bold

KIS Mont Heavy

KIS Mont Black



# Visual Branding Assets

Marketing materials created for the new KIS TICKET brand. Business cards, letterhead, invoice template, envelope and folder designs were produced for company stationary and marketing needs.





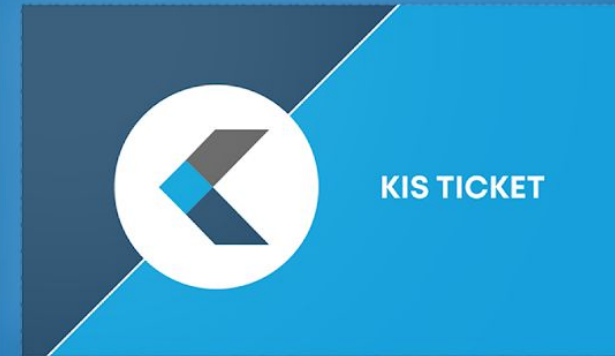
# Stationary Materials

**Business Cards**

**Letterhead**

**Invoices**

**Envelope / Folder**



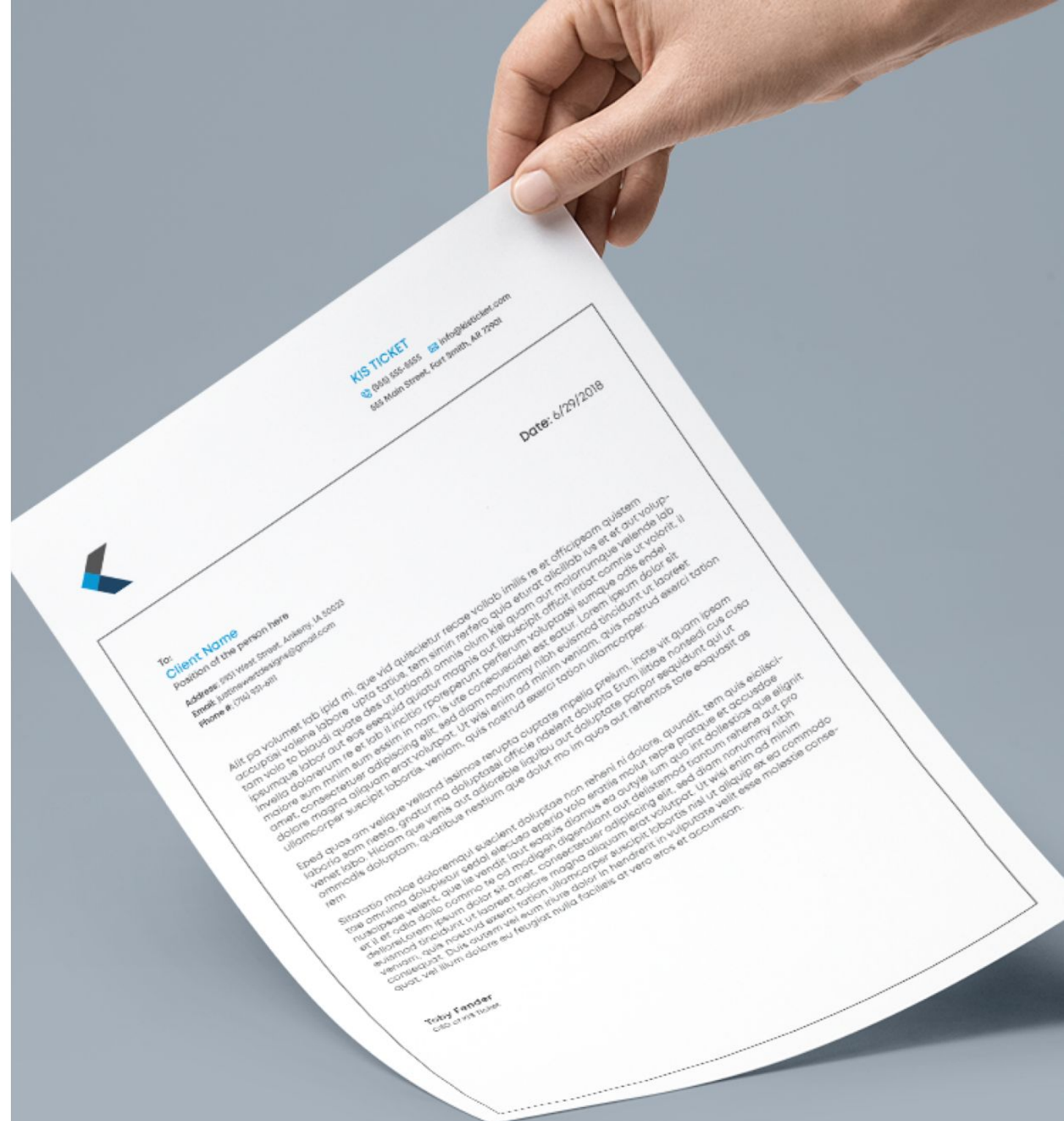
# Stationary Materials

Business Cards

Letterhead

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# Stationary Materials

Business Cards

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# Stationary Materials

Business Cards

Letterhead

Invoices

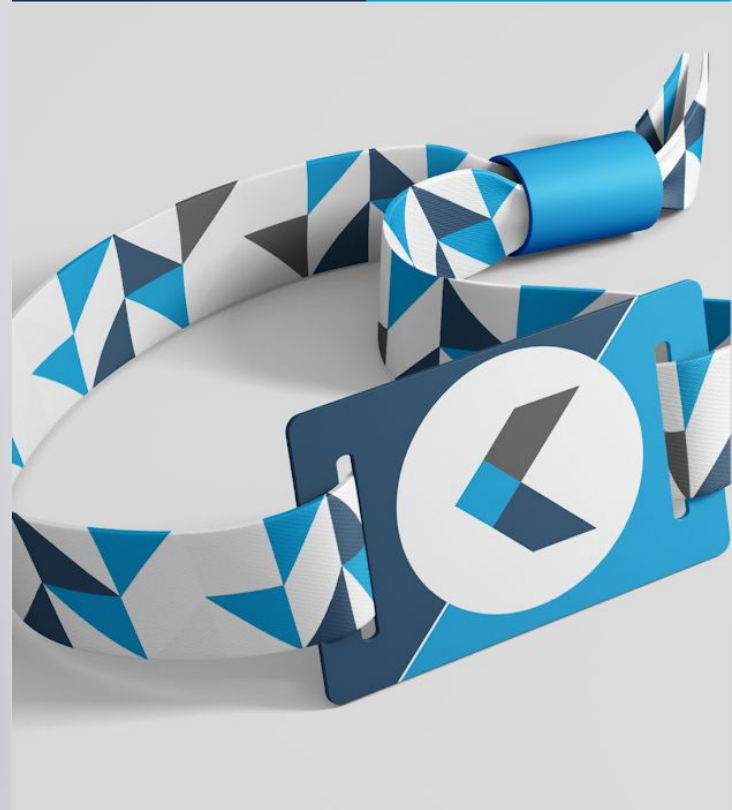
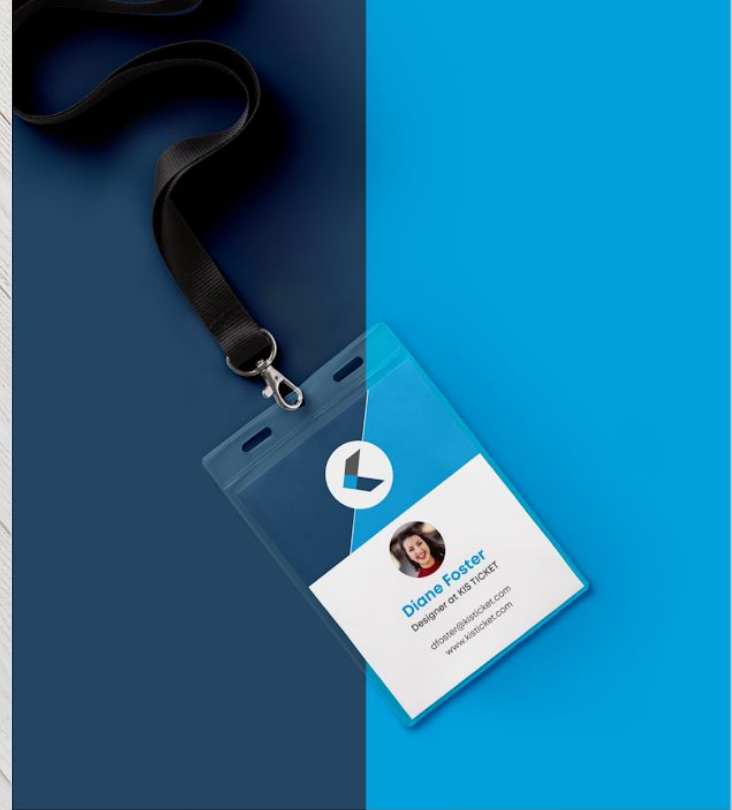
Envelope / Folder





# Brand Awareness

The new KIS TICKET company brand can easily expand beyond the digital services of the company. Clothing, accessories or event tickets can be designed utilizing the new visual graphics. Marketing the brand for digital and physical needs produces a strong company presence across the ticketing industry.





# Brand Awareness

**Baseball Cap**

**Event Badge**

**T-Shirt**

**RFID Wristband**

**Sunglasses**

**Bags**

**Signs**





# Brand Awareness

Baseball Cap

Event Badge

T-Shirt

RFID Wristband

Sunglasses

Bags

Signs



# Brand Awareness

Baseball Cap

Event Badge

**T-Shirt**

RFID Wristband

Sunglasses

Bags

Signs





# Brand Awareness

Baseball Cap

Event Badge

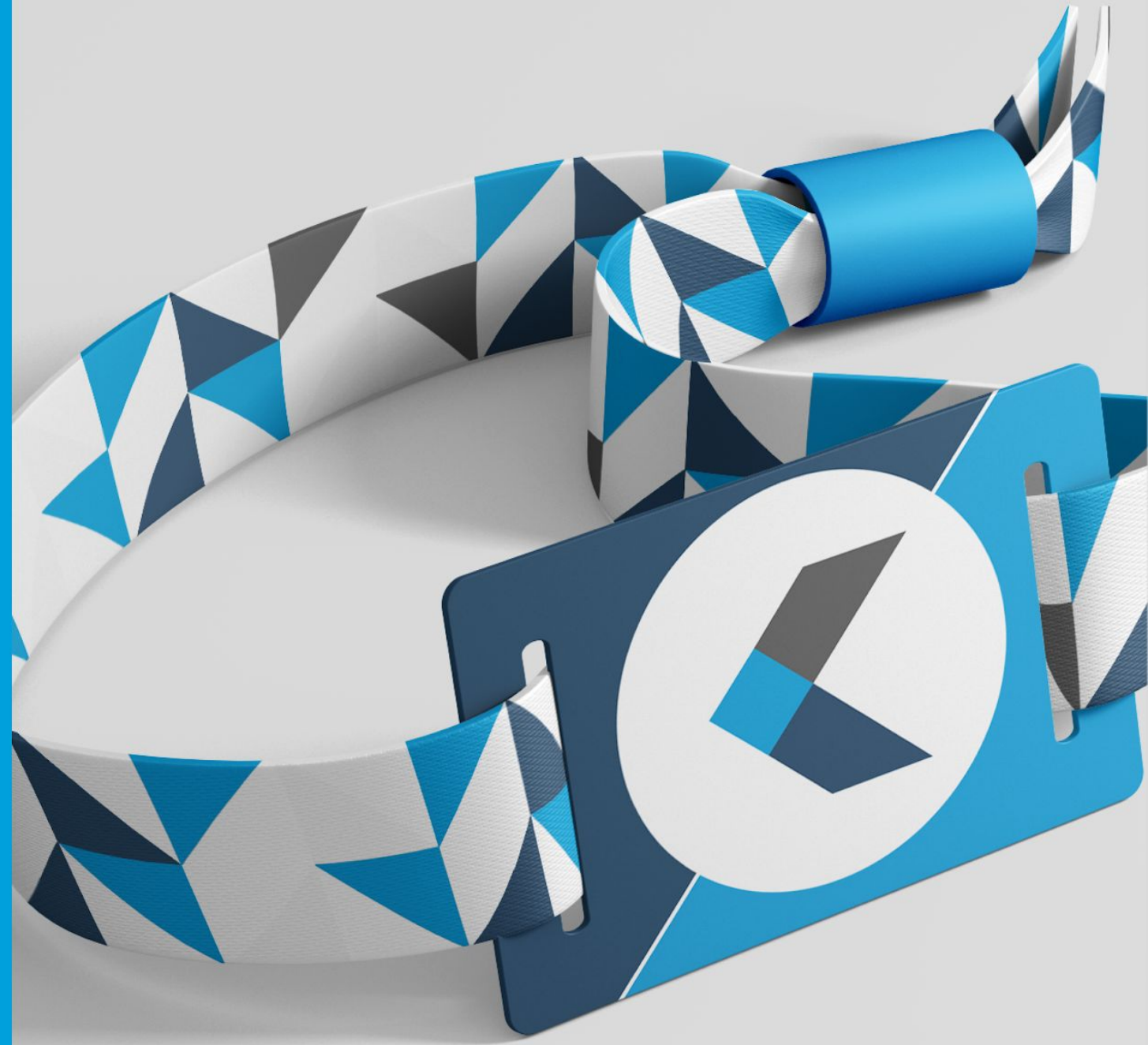
T-Shirt

**RFID Wristband**

Sunglasses

Bags

Signs



# Brand Awareness

Baseball Cap

Event Badge

T-Shirt

RFID Wristband

**Sunglasses**

Bags

Signs





# Brand Awareness

Baseball Cap

Event Badge

T-Shirt

RFID Wristband

Sunglasses

**Bags**

Signs



# Brand Awareness

Baseball Cap

Event Badge

T-Shirt

RFID Wristband

Sunglasses

Bags

Signs





# Thank You Everyone

Special thanks to the KIS TICKET  
product team for their feedback and  
contributions throughout the project.

KIS TICKET

