



SKIES
AT CAMDEN ASSEMBLY
WED 19TH OCTOBER 2016
£6.00
Tickets & Info: www.scruffforthe Neck.com
Ticket Alien
www.ticketalien.co.uk

SCRUFF OF THE NECK PRESENTS
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Ticket Alien

We were approached by *Scruff of the Neck Records*, a record company based in Manchester, UK, to design a logo and ticket stub for their new ticketing company *Ticket Alien*. The brief for the logo was to include an alien symbol and the brand name in a fresh and modern way, while also meeting all the requirements set for the specialised process of ticket printing.

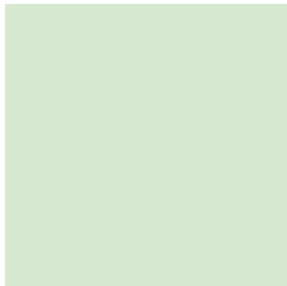


Logo concept

The brief for the logo was to include an alien symbol and the brand name in a fresh and modern way. During the design process several alien emblems were developed, the final version as shown above.

Ticket Alien

Colour palette



Alien Green

C = 75 M=5 Y=100 K=0 (20%)



Alien Watermark

C = 75 M=5 Y=100 K=0 (20%)



Black

C = 000 M=000 Y=000 K=100



Colour palette

Traditionally, aliens are believed to be green in colour. Taking inspiration from this, we created a watermark and colour palette for the Ticket Alien brand.

Title font

Exo 2 Light

Subtitle font

Exo 2 Bold

Body text font

Exo 2 Light

Fonts

The selected font, 'Exo 2' was chosen for its subtle angles and space-age feel. It works exceptionally well in a variety of weights and holds up even in small print - which is ideal for the requirements of this project.



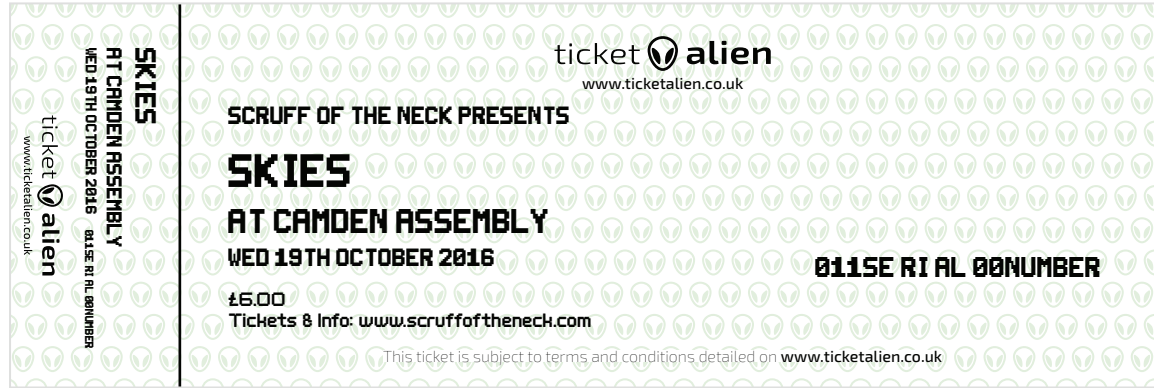
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Logo layout options

The logo was created with consideration to various orientations which may be required, as shown in the above layouts.



Twitter @TicketAlien
Instagram @TicketAlienUK
Facebook @TicketAlien
Web www.ticketalien.co.uk
E-mail info@ticketalien.co.uk

TICKET ALIEN TERMS AND CONDITIONS

This ticket is subject to the regulations of both the venue and the event partner. The event partner, the venue, nor us can accept any further liability further than face value expressed on the front of this ticket. Tickets cannot be exchanged or refunded once purchase is complete unless the event is cancelled. By ordering with Ticket Alien you agree that the ticket purchased is done so for the personal use of you or a member of your party only and that it will not be resold or used for any commercial purposes. Doing so may result in Ticket Alien cancelling any and all orders you hold with us without notice. Once your ticket is received, please make sure you keep it safe at all times, as we're unable to replace it if it gets lost, stolen or damaged. Please check your ticket as soon as it is received. If there are any problems with your ticket and it is not as you expected, let us know and we can try and resolve any problems.

You can find a more extensive list of our terms and conditions on our website www.ticketalien.co.uk

E-mail info@ticketalien.co.uk www.ticketalien.co.uk @TicketAlien /TicketAlien @TicketAlienUK

Ticket Layout

The ticket design meets all requirements for specialised ticket printing. The fonts, logo and colour palette come together well to create a unique ticket design for Ticket Alien, whilst maintaining an established feel.



Physical Tickets

The tickets were successfully printed in large batches and are used at SOTN gigs and events across the UK.

