

lippu.fi ✨

Lippu.fi graphic guidelines

Logos and ticket price information

JVG, Provinssi 2019
Picture © Riikka
Vaahtera

lippu.fi-logos for announcements and advertising in different media

» Logos can be found at www.lippu.fi/graafisetohjeet



The print and digital logo packages contain the following file types:

- » .eps
- » .pdf
- » .png



Note! The white logo should always be used without a black background box!

To ensure that the phone service price is visible in accordance with consumer protection law, the minimum width of the phone service logo is 43 mm.



For the phone service logo (service languages), the minimum width is 52 mm.



Examples of logo usage in announcements and ads

- » Always use the lippu.fi logo in marketing materials so that ticket buyers can easily find your tickets!
- » If you use a logo with our phone service number, the call price must be clearly visible.



Osta
lippusi
nyt!

lippu.fi ✦ 0600 900 900
(2€/alk.min+mpm/pvm)



Correct ticket price information in ads

If you mention the ticket price:

- » The ticket price must always be stated as the total price, including service fees.
- » After the ticket price, the following must be mentioned: + order fees (from 1.50 € + 0.65 % per order at www.lippu.fi)

Price information must comply with the provisions of the Consumer Protection Act (1978/38) and the Price Marking Regulation (1999/1359). Additionally, the advertisement must indicate who is the responsible event organizer and that Lippu.fi acts as the ticket intermediary or seller. The price information for Lippu.fi's paid phone service must be clearly and prominently displayed in the event organizer's marketing materials.

The event organizer is responsible for ensuring that the phone service price is displayed clearly and prominently, regardless of the medium used.

HELSINGIN KAUPUNGIN TEATTERI

HELSINGIN KAUPUNGINTEATTERIN TUOTANTO

Disney PIENI MERENNEITO

SUURMUSIKAALI

Tickets from **80,00 €** + order fees (from 1,50 € + 0,65 % per order at www.lippu.fi)

- » If there are different ticket prices, indicate them as shown in the following example

HELSINGIN KAUPUNGINTEATTERIN TUOTANTO

Disney PIENI MERENNEITO

SUURMUSIKAALI

Tickets **80,00–107,00 €**
order fees (from 1,50 € + 0,65 % per order at www.lippu.fi)

“Buy Tickets”-button to boost ticket sales

- » The “Buy Tickets” button is intended for use in digital channels and can be linked to the lippu.fi online store event page.
- » "Buy Tickets buttons" can be found at www.lippu.fi/graafisetohjeet



Buy Tickets buttons are available in blue and yellow (in Finnish, Swedish, and English) in the following sizes

- » 110 x 27 px
- » 170 x 40 px
- » 200 x 50 px
- » 250 x 62 px
- » 350 x 87 px

OSTA LIPUT ✨

OSTA LIPUT ✨

KÖP BILJETTER ✨

KÖP BILJETTER ✨

BUY TICKETS ✨

BUY TICKETS ✨

lippu.fi color scheme



lippu.fi blue

- » CMYK 100 / 80 / 0 / 30
- » RGB 32 / 40 / 103
- » HEX #202867
- » Pantone 280 U / 2747 C



lippu.fi yellow

- » CMYK 0 / 20 / 85 / 0
- » RGB 254 / 202 / 39
- » HEX #feca27
- » Pantone 128 U / 122 C

Questions?

Please feel free to contact us, we are happy to help!

digitoimisto@lippu.fi

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