



# *ticketmaster*® **PRO**

**CLIENT HANDBOOK**

*Issue 2, March 2018*

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ISSUE THEME

# VISUAL COMMUNICATION

Imagery can play an important factor in how your fans engage with and react to your content. Visuals can help create a clear focus for the user on what the content represents and help them to navigate through the site and make the correct purchase decisions.

Unfortunately, people do judge a book by its cover, so first impressions count. People remember 80% of what they see, as opposed to 20% of what they read and 10% of what they hear<sup>1</sup>. When it comes to factors influencing online purchases, 93% rate visual imagery as the most important factor<sup>2</sup>.

At the same time, if not used correctly, imagery can have a detrimental effect on the user experience. In a study by leading usability expert Jakob Nielsen, participants ignored images when they served no purpose other than to fill the page with a visual. Nielsen concluded: *“Users pay close attention to photos and other images that contain relevant information but ignore fluffy pictures used to jazz up web pages.”* In short, relevance is key.

For this issue of the handbook, we have focussed on how you can master imagery use within the responsive Ticketmaster PRO. We will explain some key image formats and their uses, best practises on creating relevant and effective visual contents and a guide on what types of imagery to avoid.

**Ticketmaster PRO Design Team**



# 01 *USER EXPERIENCE*



*Users pay attention to information-carrying images that show content that's relevant to the task at hand.*

— Jakob Nielsen, usability expert



## OVERVIEW

# IMAGE FORMATS

## ● File Formats

What is the difference between a JPG and a GIF? What about PNG? Does it even matter...? The short answer is *yes*. We'll run through the basics to get you up to speed.

## ● Web Optimisation

Image sizes have a big impact on PRO's performance. If the image size is too big, it takes a long time to load. If the images are too small, you compromise the visual quality. We'll help explain how to get the balance just right.

## ● Image Dimensions

Not sure what image dimensions are best to use on certain pages? No worries —we'll go through the recommended image dimensions to help you get your visuals displayed correctly.



## OVERVIEW

# CREATING A BRAND NARRATIVE

- **Value Propositions**

Photography is a great way to capture your users' attention and communicate the value for your product. It is much more than a piece of decoration and has the power to make or break a user's experience.

- **A picture is worth a thousand words**

Photography is a great medium to get your message or brand across without having to explain with so many words. This is a major advantage if you are limited in space on a page especially on mobile devices.

- **Tell a story**

Photography is a great way to weave your brand identity into the overall merchandising narrative. We'll show you how to select appropriate photographs to amplify your club's message.







ticketmaster<sup>®</sup>  
**PRO**

# 02 *IMAGE FORMATS*

IMAGE FORMATS

# FILE FORMATS

There are many file formats that are used for imagery—each has its own specific uses with its own advantages and disadvantages. To guide you through the different image file formats and their recommended uses, we have created a table for your reference. Please refer to the file format uses, as it will help you pick the correct format to get the best out of the responsive PRO site.

RECOMMENDED	MOBILE FRIENDLY	AVOID	MOBILE FRIENDLY
 <p><b>JPEG (Joint Photographic Experts Group)</b> ✓</p> <p>Compresses photographic images well to save bandwidth, but might reduce the quality of logos and graphics.</p>		 <p><b>GIF (Graphics Interchange Format)</b> ✗</p> <p>Poor colour representation. Not suitable for mobile or tablet images.</p>	
 <p><b>PNG (Portable Network Graphics)</b> ✓</p> <p>High image quality and good colour representation; supports transparency/opacity. Best for logo and graphics. Avoid photography use.</p>		 <p><b>PDF (Portable Document Format)</b> ✗</p> <p>For use as a file or documentation. Not suitable for images.</p>	
 <p><b>SVG (Scalable Vector Graphics)</b> ✓</p> <p>Vector format that remains sharp and clear no matter what the device you view it on. Not suitable for photography.</p>		 <p><b>TIFF (Tag Image File Format)</b> ✗</p> <p>High image quality, but very large file size, so unsuitable for web, mobile or tablet use. Print only.</p>	



## IMAGE FORMATS

# WEB OPTIMISATION

One of the major impacts of using images incorrectly is the increase of the load time on a page, especially on mobile devices without wi-fi connection. Images must be optimised to reduce the waiting time for pages to load.

To help you out, we recommend two free online applications that can help optimise your images. The process is simply: Just drag and drop or upload the image you want to optimise and the application will reduce the file sizes as much as it possibly can.

<https://tinypng.com/>

<http://www.imageoptimizer.net/Pages/Home.aspx>

Another free online software that you can use to resize images if you do not have an imaging software is Webresizer:

<http://webresizer.com/resizer/>

Upload your image, select the crop option and enter the width and height of the image you would like.

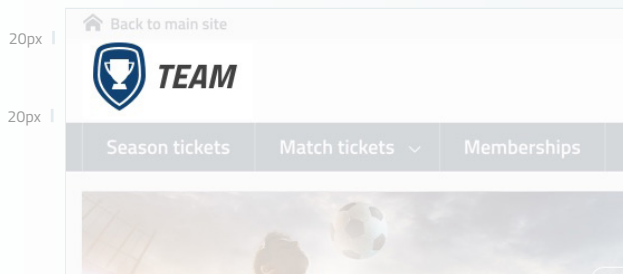


## IMAGE FORMATS

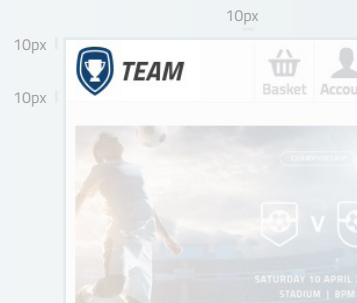
# LOGO OPTIMISATION

The header is one of the most valuable part of the site to promote your brand. Your logo should be displayed clearly and optimised correctly using one of the recommend applications on page 09. Don't forget on mobile you must have clear space between your logo and navigation to avoid any cropping.

## LOGO - DESKTOP



## LOGO - MOBILE



### PRO RECOMMENDS

**DIMENSIONS**

Anything (within reason)

**FILE SIZE**

Max 50 KB

**ASPECT RATIO**

Variable



### PRO RECOMMENDS

**DIMENSIONS**

Max 100px \* 43px

**FILE SIZE**

Max 10 KB

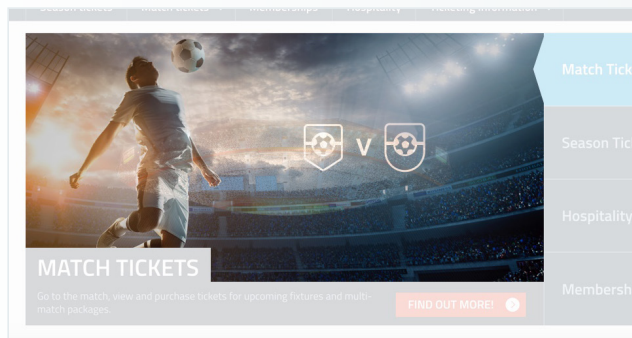
**ASPECT RATIO**

Variable

## IMAGE FORMATS

**HOMEPAGE PERFORMANCE**

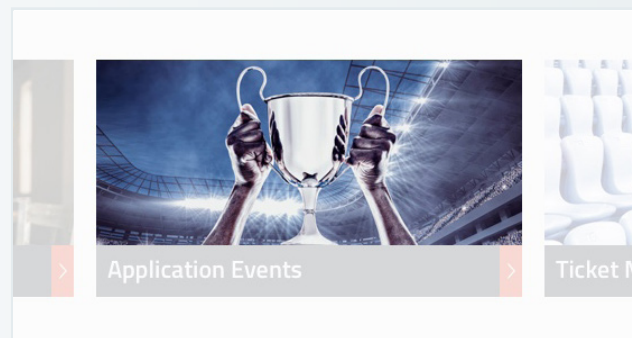
The size of your image can have a big impact on your website performance. Megabytes (Mb) are large file sizes and should be avoided. Kilobytes (Kb) are smaller in size and best suited PRO. Remember that on the homepage you can have multiple spotlight and promo images; therefore, you want to make sure the image file sizes are in Kb and not Mb.

**SPOTLIGHT IMAGES****PRO RECOMMENDS**

DIMENSIONS  
960px \* 538px

FILE SIZE  
Max 150 KB

ASPECT RATIO  
Variable

**PROMO IMAGE****PRO RECOMMENDS**

DIMENSIONS  
590px \* 330px

FILE SIZE  
Max 100 KB

ASPECT RATIO  
16:9

## IMAGE FORMATS

**SPOTLIGHT SAFE ZONE**


The image below details the potential spotlight clipping areas and resultant safe zone. It should be used as a template for producing spotlight images for tablet and mobile devices. As a guide, the best spotlight images are clear photographic images with no text on them. The text captions give you plenty of space to add text (which is more accessible and search engine friendly anyway).

40px

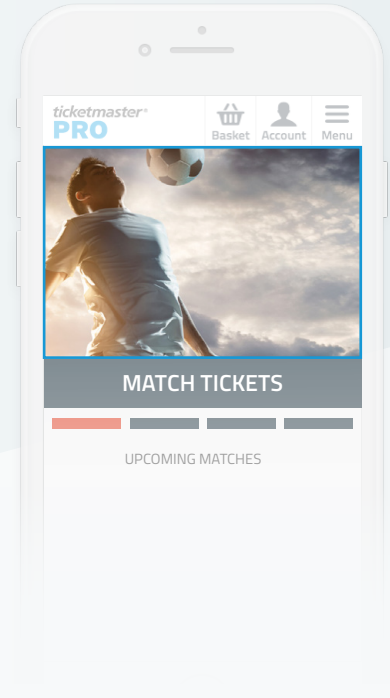


134px

110px

110px

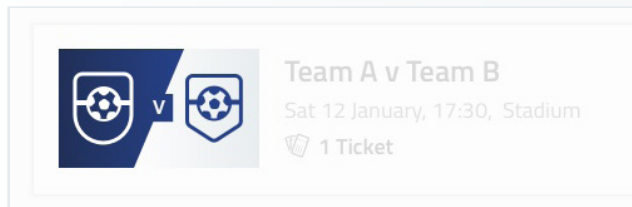
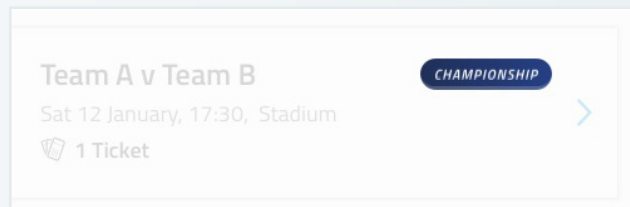
76px



## IMAGE FORMATS

**EVENT IMAGERY**

When deciding which images to add to the event list, create images that add meaning to your event. It will provide users a way to learn what the event is about, along with reading the description.

**EVENT MAIN IMAGE****COMPETITION IMAGE****PRO RECOMMENDS**

## DIMENSIONS

200px \* 112px

## FILE SIZE

Max 100 KB

## ASPECT RATIO

16:9



## DIMENSIONS

Max 80px \* 30px

## FILE SIZE

Max 50 KB

## ASPECT RATIO

Anything

## IMAGE FORMATS


**CLEAR MEMBERSHIP IMAGES**

Your images should be clear enough for the user to understand at first glance. Be aware of the aspect ratio of your image (the relationship between the width and height of the image). Avoid trying to enlarge smaller images to fit into an area—as this will create a loss of quality and become pixelated. As a general rule of thumb, make a larger image smaller, not the other way around.


**MEMBERSHIP THUMBNAIL IMAGE**

**MEMBERSHIPS**

Belong to the club to get priority access to tickets and more. Membership for the 2015/16 season offers fantastic choice and a variety of benefits, with tiers of membership suitable for every supporter.




**JUNIOR MEMBER**  
from £16.00\*



**ADULT MEMBER**  
from £41.00\*

**MEMBERSHIP DETAIL IMAGE**



**Junior Membership**  
from £16.00\*  
[More info](#)

---

Select a Membership

---

Bronze Full £28.00\*

**PRO RECOMMENDS**

**DIMENSIONS**  
480px \* 230px

**FILE SIZE**  
Max 100 KB

**ASPECT RATIO**  
16:9



**DIMENSIONS**  
160px \* 160px

**FILE SIZE**  
Max 50 KB

**ASPECT RATIO**  
16:9

# 03 *CREATING A BRAND NARRATIVE*

# WOW FACTOR

## Spotlight Gallery — Homepage — All devices

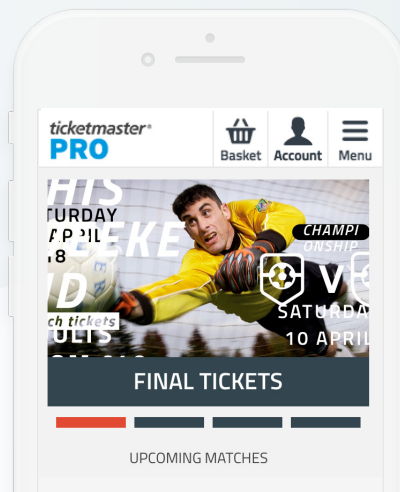
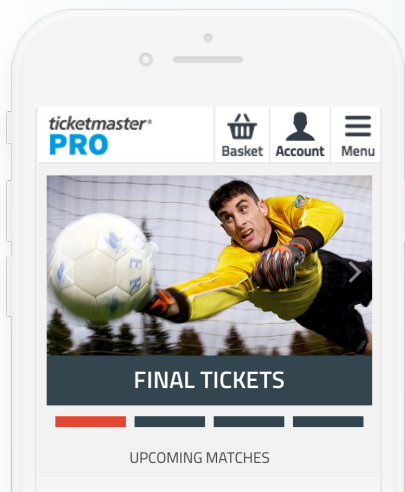
Imagery plays an important role in attracting and holding the attention of your fans. We have the spotlight gallery on the homepage to visually focus on key news and features for your fans. It creates a great first impression which is important for your fans to navigate further into the site.

### Do

You want to select an image that has focal point in the centre where you want your fans to focus on. As the page is responsive, there will be some image cropping to fit a particular device screen.

### Don't

Avoid images with written text or wording. Remember on smaller screens like mobile devices, the text on the images will most likely be cropped out and will not be readable. The homepage gallery has areas to write text to get your message across which is more accessible and Search Engine Optimised (SEO) friendly.





# INFLUENCING CHOICES

## Membership Images — Memberships Page — All devices

We have designed the memberships page in an eye-catching grid format to display imagery. Adding this visual content will greatly help influence fans in purchasing a membership.

### Do


Help your fans know at a glance what the image is trying to communicate instead of making them figure it out. Use relevant images for each of the particular memberships i.e. a junior membership image should be different to an adult membership.

### Don't

Having no images will make the page look broken and not loaded correctly. If you have two similar membership options, a Gold and Silver membership, different images will help differentiate the benefits clearly. People will recall the image more than the written text.

**MEMBERSHIPS**


Belong to the club to get priority access to tickets and more. Membership for the 2015/16 season offers fantastic choice and a variety of benefits, with tiers of membership suitable for every supporter.



**JUNIOR MEMBER**  
from £16.00\*

For supporters aged 15 and under. You have access to a range of exclusive benefits, from 3,500 tickets to every Premier League game, to full access to our online video service and much more.

[FIND OUT MORE](#)



**ADULT MEMBER**  
from £41.00\*

You have access to a range of exclusive benefits, from 3,500 tickets to every Premier League game, to full access to our online video service and much more.

[FIND OUT MORE](#)

\* Total does not include delivery, payment and/or admin fees. [More details](#)

**MEMBERSHIPS**

Belong to the club to get priority access to tickets and more. Membership for the 2015/16 season offers fantastic choice and a variety of benefits, with tiers of membership suitable for every supporter.

**JUNIOR MEMBER**  
from £16.00\*


For supporters aged 15 and under. You have access to a range of exclusive benefits, from 3,500 tickets to every Premier League game, to full access to our online video service and much more.

[FIND OUT MORE](#)


**ADULT MEMBER**  
from £41.00\*

You have access to a range of exclusive benefits, from 3,500 tickets to every Premier League game, to full access to our online video service and much more.

[FIND OUT MORE](#)



**SILVER MEMBER**



**GOLD MEMBER**

# PROMOTE YOURSELF

## Hospitality Images — Hospitality Page — All devices

With a large image header area and thumbnails, we have provided greater opportunity to promote your hospitality options. It's a great way to visually entice your fans with the packages and services you have on offer.

### Do

Select images to show the different hospitality options available. The frequent use of images will have a beneficial influence on your fans in selecting and purchasing a package. If you only have one lounge to promote packages, you can show different views of the lounge to promote the different packages.



#### Club Lounge

from £20.00 | 40 guests



#### Executive Box

from £180.00 | 20 guests

### Don't

Avoid using stock photography wherever possible. It is a viable option if you do not have the time or resource. There is a lot of cliché and overused stock photos online which would harm your brand proposition. For example, try and take your own images of the suites, lounges or boxes in your club with your mobile camera.

#### Club Lounge

from £20.00 | 40 guests



#### Executive Box

from £180.00 | 20 guests

## BRAND IDENTITY

### All Images — All Pages — All devices

Translate your brand identity and message through your imagery. Refer back to your brand guidelines if you need a reminder of the brand pillars and exact tonal ranges of your brand palette. If you don't have clear brand pillars, think of 3-5 adjectives or emotions that you would like to evoke within your fans. With those emotions and assets fresh in your mind, search for appropriate images. Keep the images unique to your brand and make sure emotionally and stylistically you are hitting the right note to represent your brand.

#### Do

Select imagery that feature your brand's colours or colours that compliment them. This will resonate with your fans and add value and meaning for them. Overall it will help market your brand identity.



#### Don't

The style of imagery should not go against your brand story. If your team has made a cup final, then the image should reflect the emotional happiness to move your fans. In this scenario don't use a generic image.



# ***APPENDIX***

1. <https://blog.red-website-design.co.uk/2015/01/15/17-stats-about-visual-content-that-will-change-your-marketing-strategy-forever/>

2. <https://blog.red-website-design.co.uk/2015/01/15/17-stats-about-visual-content-that-will-change-your-marketing-strategy-forever/>

# ***THANK YOU***

***ALL ENQUIRES PLEASE CONTACT***

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