

HIGH TICKET
SYNDICATE

This document outlines the fundamental guidelines for the successful implementation of our brand identity.

Our objective is to provide a flexible framework of practical guidelines that ensure global consistency, whilst providing scope for creativity and initiative.

A strong brand is one of the most valuable assets an organisation owns. It can mean the difference between a customer choosing us or one of our competitors. It is the visual and written expression of everything we are, and everything we promise to deliver to our customers.

To make it truly impactful, it needs to be applied consistently. Everyone has a part to play in bringing our brand to life, and these elements are here to help you.

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Brandmarks



The HTS Logo

This is our primary brandmark and the one you will reach for in almost every situation. Bold, compact, and immediately recognizable, the HTS shorthand logo is built on Bruno Ace as a typographic foundation, with custom refinements to the curves, tracking, and letterform details that give it a character entirely its own.

Its strength lies in its versatility. The HTS logo works across all scales and contexts, from app icons and social media avatars to merchandise and motion graphics. When in doubt, this is the mark to use.

HTS

The Full Logo

The full logo, HIGH TICKET SYNDICATE, is an occasional-use mark reserved for moments where the brand name needs to be stated in full. The HIGH TICKET wordmark is built on Bruno Ace with bespoke typographic refinements applied to the curves, tracking, and spacing. SYNDICATE is set in Indivisible with generous tracking applied, creating a considered typographic contrast between the two elements that gives the full logo its distinctive character.

Use the full logo in contexts where a formal or extended brand presence is appropriate, such as title pages, brand introductions, legal documents, or large-format print. It should not be used as a substitute for the shorthand logo in everyday applications.

Consistent use of the full logo is essential. They must never be altered, redrawn, or modified in any way.



The Logomark

Our Logomark is a standalone graphic device derived directly from the typographic character of the HTS logo. Its flowing, continuous form is drawn from the curve of the S in HTS and translated into a rhythmic, wave-like mark that carries its own distinct identity.

The Logomark is asymmetrical yet balanced, with a sense of motion and momentum that reflects the ambition of our brand. It functions independently of the wordmark and is used where a graphic symbol is needed without accompanying text, such as app icons, social media profile images, favicon applications, and embossed or embroidered materials.

Though abstracted, the Logomark retains a clear visual connection to the broader brand identity. It should never be redrawn, modified, or used in ways that contradict the guidelines set out in this document.



Logo Color Options

The HTS logo is available in four color options: Black, White, Bone, and Charcoal.

For monochromatic applications, including single-color print, embroidery, engraving, and any context where only one ink or finish is available, use Black or White. Choose whichever provides the stronger contrast against the surface or background.

For all other applications, Bone and Charcoal are the preferred options. These two options maintain the brand’s sophisticated, considered aesthetic across the full range of branded materials.

If Bone or Charcoal does not provide sufficient contrast for a specific application, revert to Black or White to ensure legibility. Legibility always takes priority.

No other colors should be used for the logo. Do not apply gradient fills, tints, or colors from outside the approved palette.

Brand Guidelines



Charcoal on Bone



Bone on Charcoal



Bone on Gradient



Charcoal on Gradient



Black on White



White on Black



White on Gradient



Black on Gradient

Padding & Minimum Size

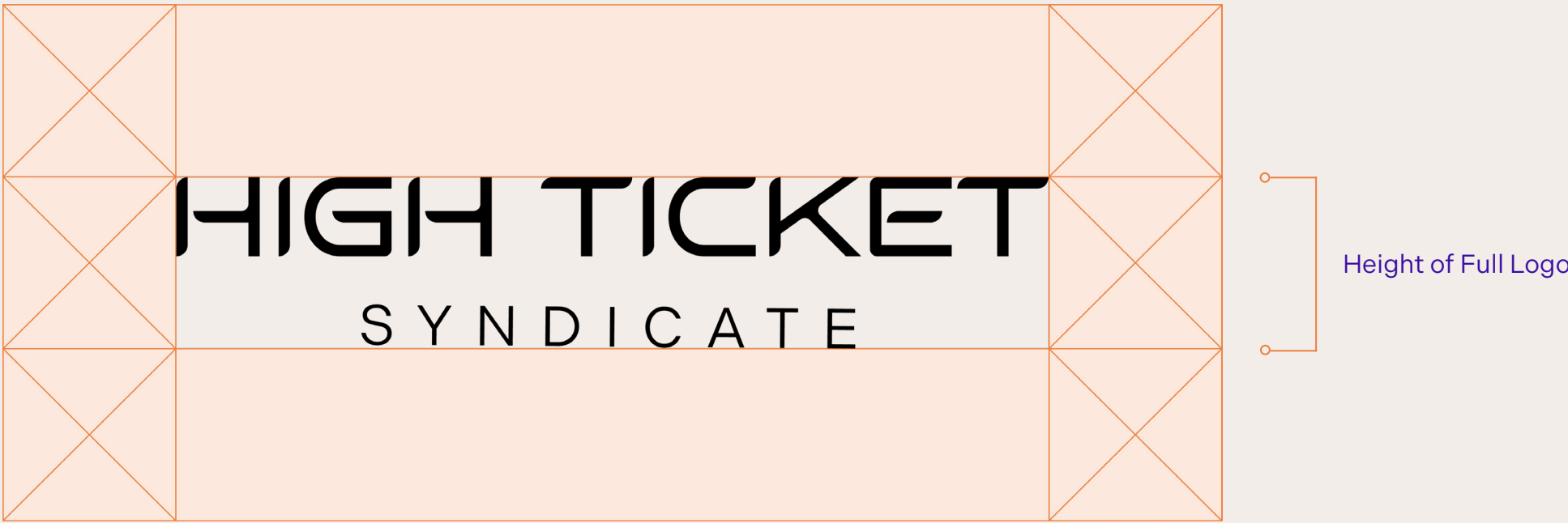
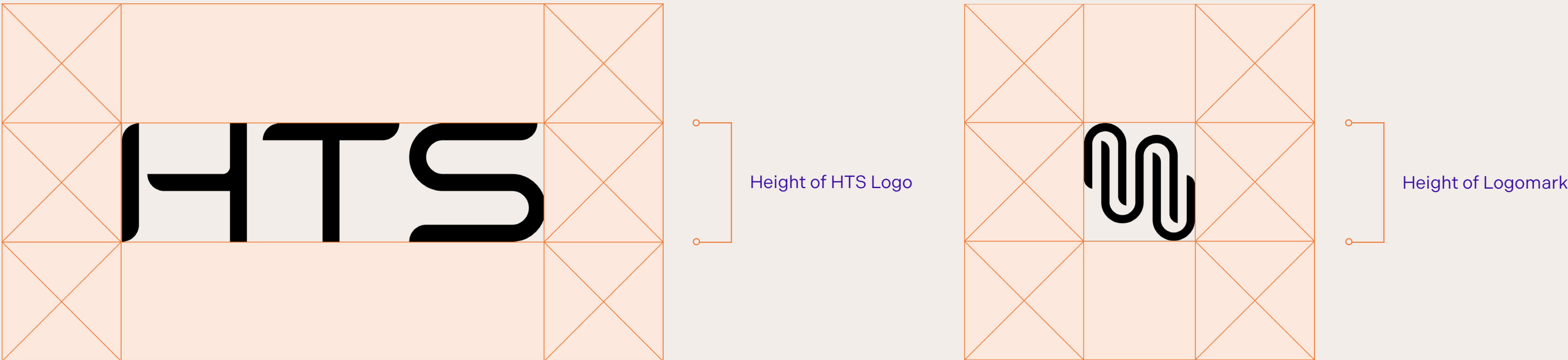
Padding ensures the legibility and impact of each logo by isolating it from competing visual elements such as text and supporting graphics. The minimum clear space around every version of the logo, whether the shorthand HTS logo, the Logomark, or the full logo, is equal to the full height of that logo. This rule applies consistently across all three marks.

This clear space should be treated as an absolute minimum. Wherever possible, give the logo more room to breathe.

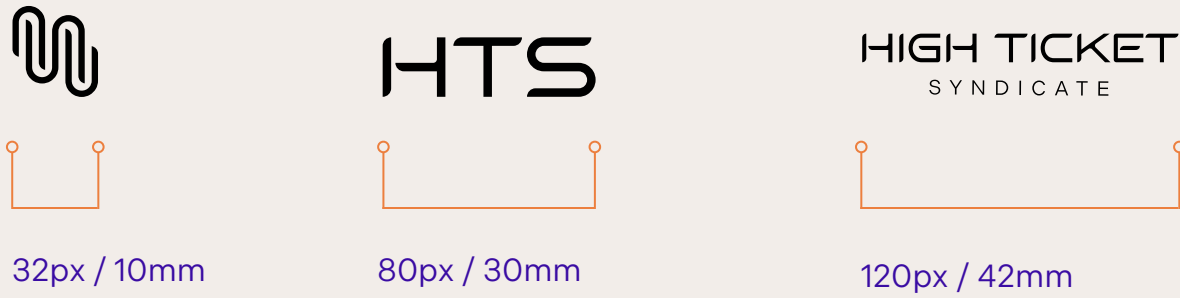
Establishing minimum sizes ensures that the logo’s impact and legibility are never compromised. As a general rule, the full logo should be avoided in small-scale applications where possible, as the shorthand HTS logo or the Logomark is better suited to tight spaces and small sizes. Use the minimum sizes indicated on this page as the lower limit for any application.

Brand Guidelines

Padding



Minimum Size



Logo Misuse

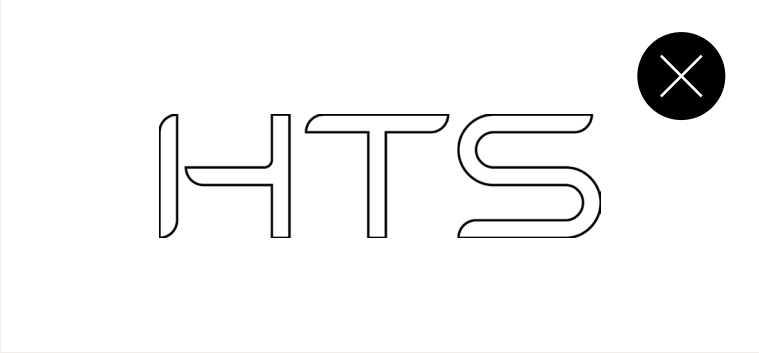
The appearance of the Logo must remain consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document; there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.

Brand Guidelines

Do not add special effects.



Do not outline the logo.



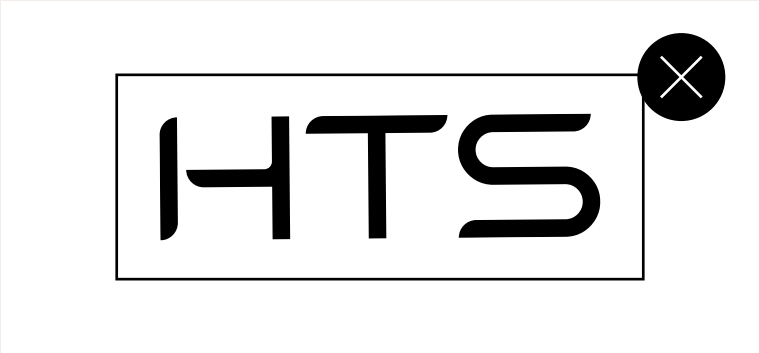
Do not add gradient fill to the logo.



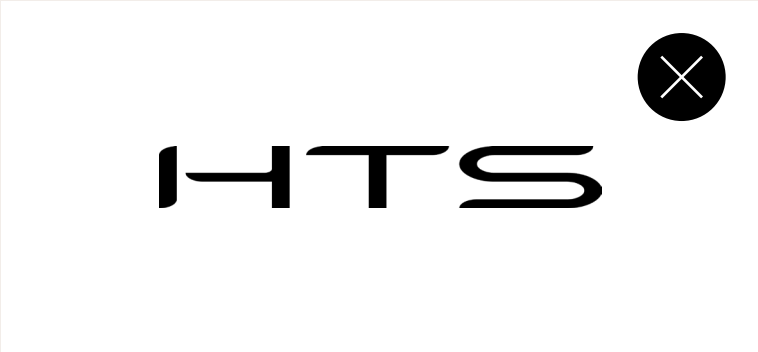
Do not rotate the logo.



Do not place the logo in a holding shape.



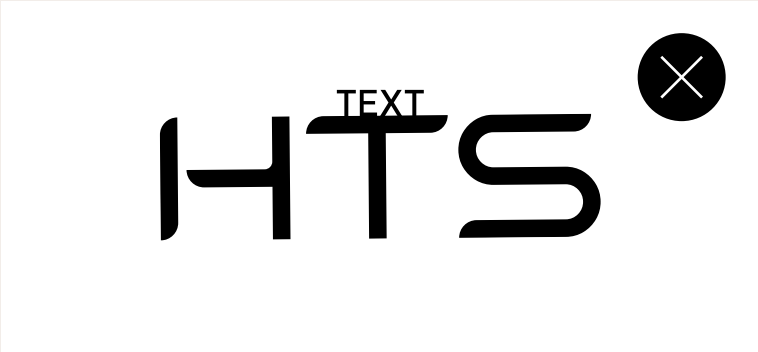
Do not stretch or distort the logo.



Do not add a drop shadow to the logo.



Do not lock-up text to the logo.



Do not use colors not specified for the logo.

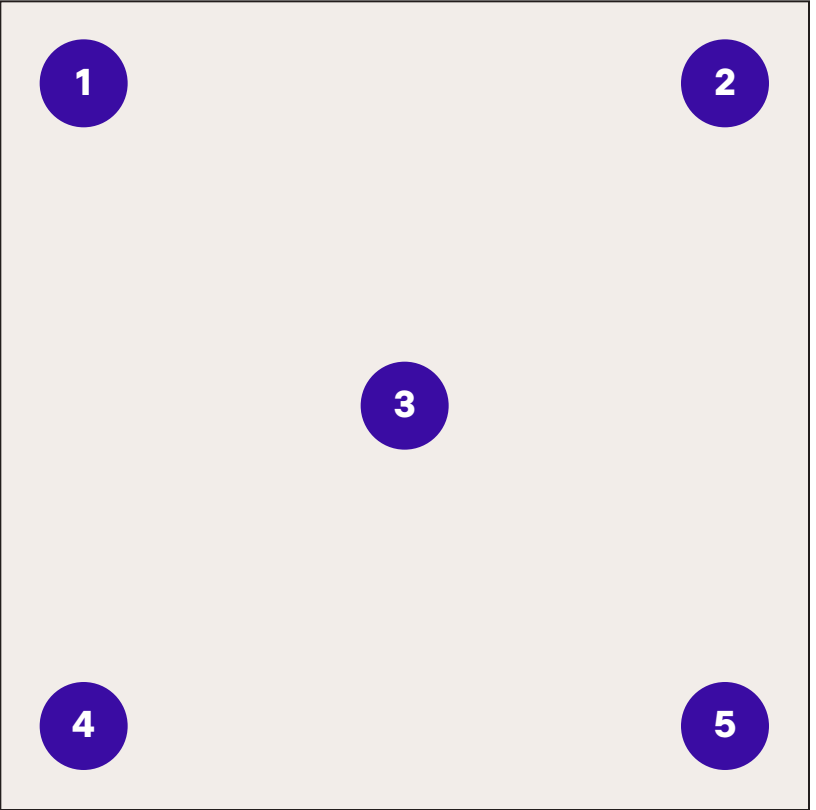
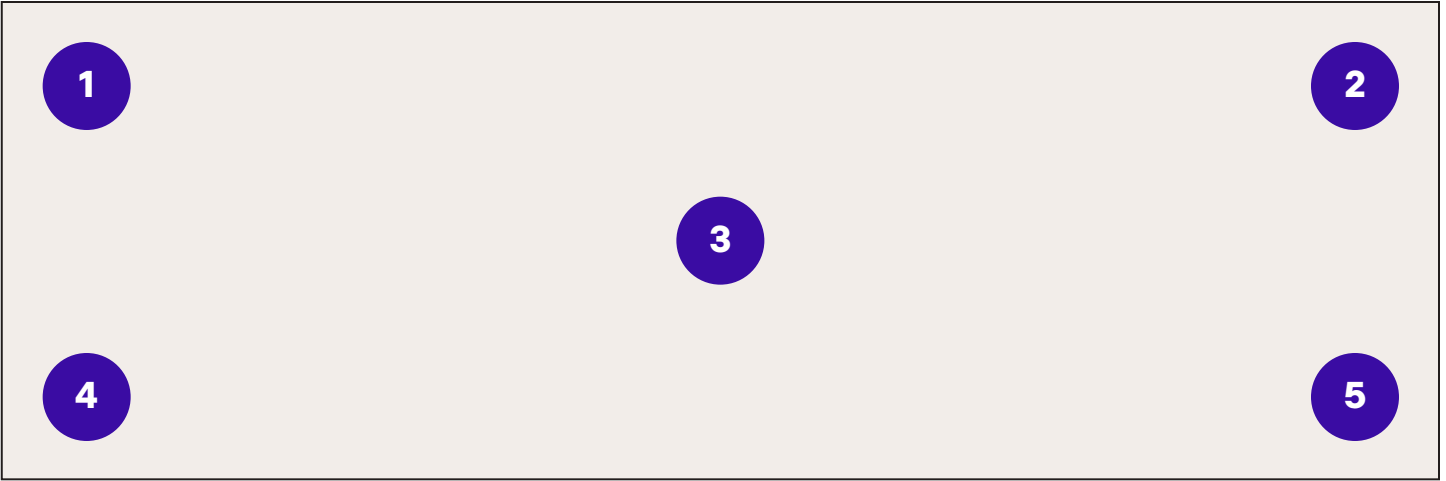
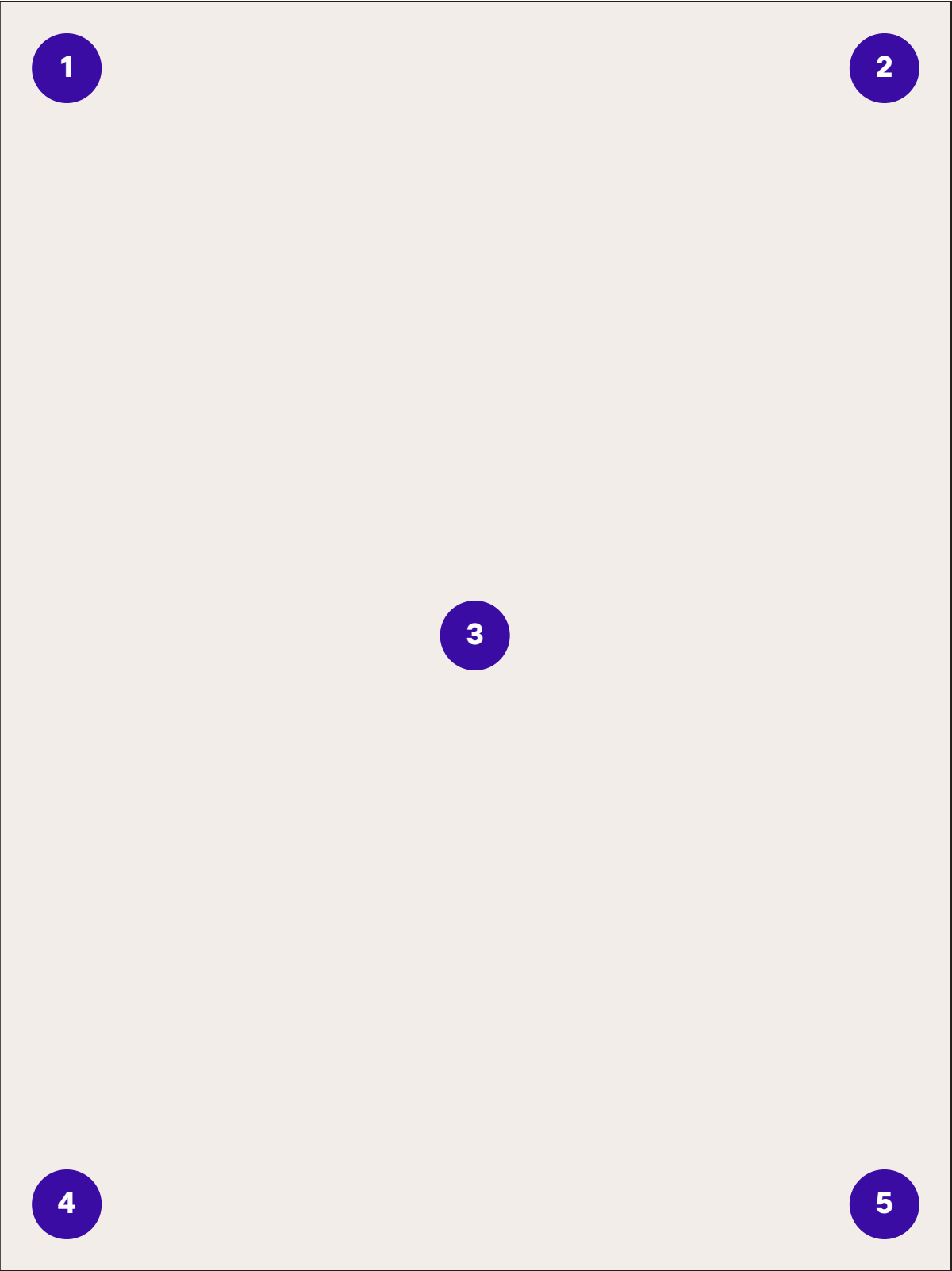


Logo Placement

Regardless of the size or dimension of the communication, the Logo can only ever be placed in five locations. This keeps Logo placement consistent and straightforward, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion zone when placing the Logo in the corner.

In no particular order, the placement options are:

- 1. Top left corner
- 2. Top right corner
- 3. Centered
- 4. Bottom left corner
- 5. Bottom right corner



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Color



Primary Color Palette

Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of color can dramatically change the tone and appearance of a document, so it is essential to consider how they work together. To help achieve greater brand recognition, our color palette must be applied consistently.

Our brand colors have been carefully selected to convey the perfect tone for HTS. This dynamic palette combines bold statement colors with sophisticated neutrals, creating a versatile system that brings energy and professionalism to our brand.

Black and white can always be substituted to replace Charcoal and Bone, respectively, when needed for contrast or technical requirements.

Brand Guidelines

Charcoal	RGB 35 / 30 / 29	HEX #231E1D	CMYK 68 / 67 / 66 / 75
Violet	RGB 58 / 12 / 163	HEX #3A0CA3	CMYK 91 / 100 / 0 / 0
Electric Blue	RGB 66 / 97 / 238	HEX #4361EE	CMYK 77 / 65 / 0 / 0
Lilac	RGB 206 / 171 / 230	HEX #CEABE6	CMYK 19 / 34 / 0 / 0
Orange	RGB 236 / 127 / 62	HEX #EC7F3E	CMYK 4 / 61 / 85 / 0
Bone	RGB 242 / 237 / 233	HEX #F2EDE9	CMYK 4 / 5 / 6 / 0

Color Weighting

To achieve a consistent look in branded communications, colors should be selected thoughtfully to maintain our distinctive visual identity. Use brighter colors like Violet, Electric Blue, Lilac, and Orange for accents and gradients, while using Charcoal and Bone as primary colors to keep things clean, modern, and with an edge.

This approach ensures our communications feel fresh and energetic while maintaining the sophisticated, professional appearance that defines the HTS brand.

Brand Guidelines



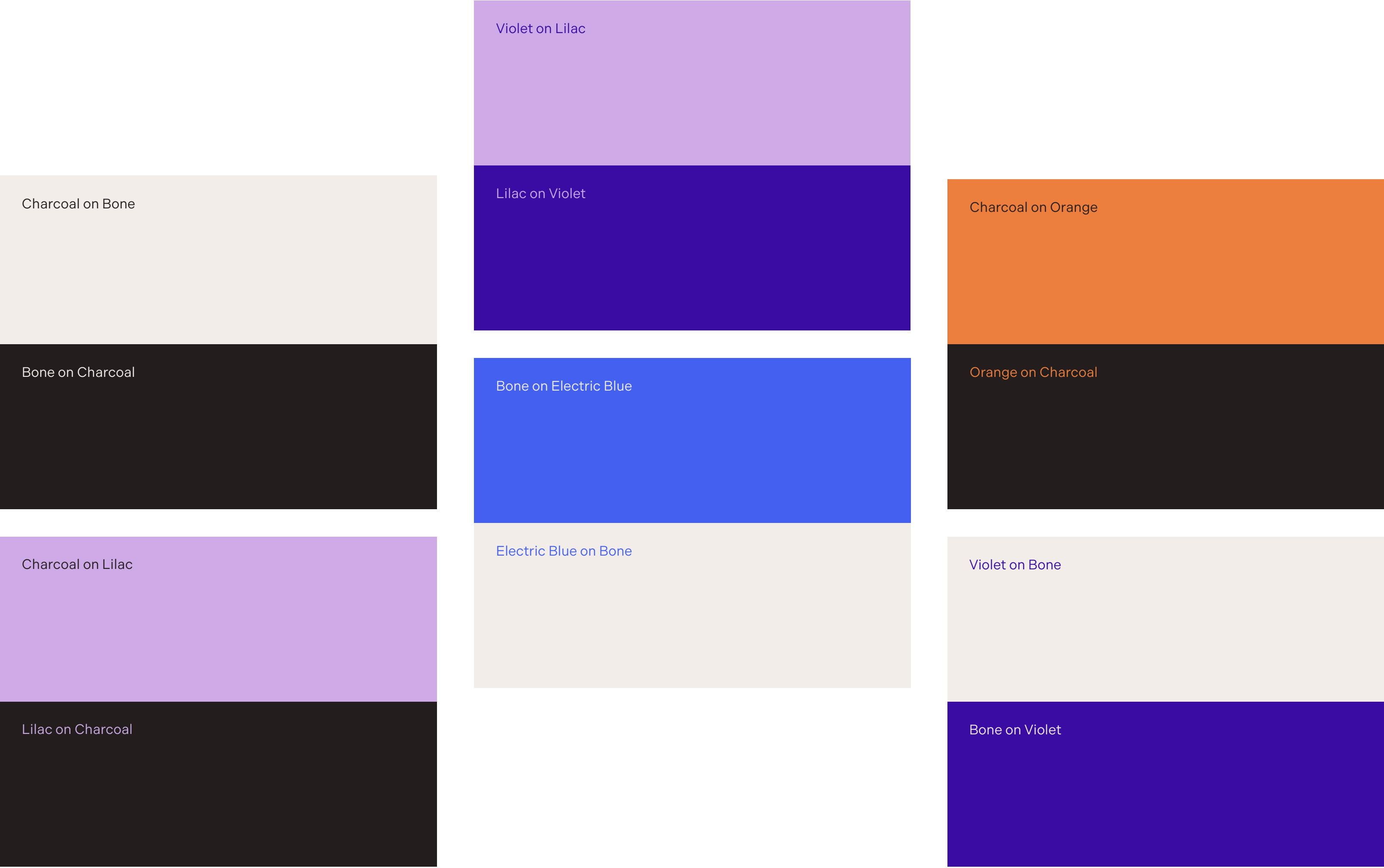
Color Combinations

Our colors help bring our brand to life, so we should use a variety of combinations to keep it looking fresh and vibrant.

Here are examples that should serve as guidance on how to use different color combinations when building creative designs. Note that we should always lead with our signature color and use other colors from our palette as accent colors.

Color Accessibility
Use this online [Contrast Checking Tool](#) to check the accessibility of color combinations if you are unsure.

Brand Guidelines



Color Usage Examples

These are examples of how our color palette would be best applied to maintain consistency of look and feel on larger brand initiatives, moments and campaigns.

Brand Guidelines

HTS invites you
to celebrate the
launch of our
platform with an
evening of food,
drink and an
exciting look into
the future.

When
6.30–9.30pm
18 November 2024

Where
45 Clerkenwell Road,
London EC1M 5RS

RSVP
sarah@HTS.com

HTS.com

Lilac on Charcoal

HTS invites you
to celebrate the
launch of our
platform with an
evening of food,
drink and an
exciting look into
the future.

When
6.30–9.30pm
18 November 2025

Where
45 Clerkenwell Road,
London EC1M 5RS

RSVP
sarah@HTS.com

HTS.com

Lilac on Violet

HTS invites you
to celebrate the
launch of our
platform with an
evening of food,
drink and an
exciting look into
the future.

When
6.30–9.30pm
18 November 2025

Where
45 Clerkenwell Road,
London EC1M 5RS

RSVP
sarah@HTS.com

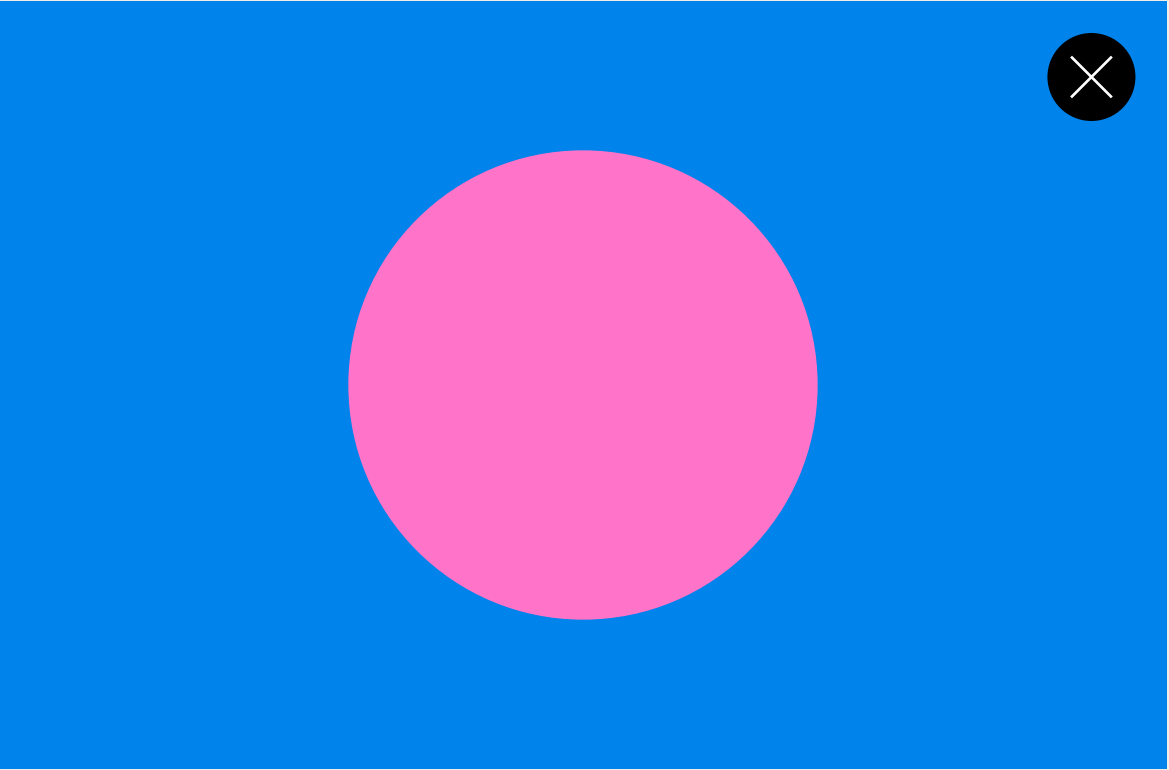
HTS.com

Electric Blue on Bone

Color Misuse

This is a quick guide to ensure legibility when writing messaging on a range of background colors or images.

Brand Guidelines



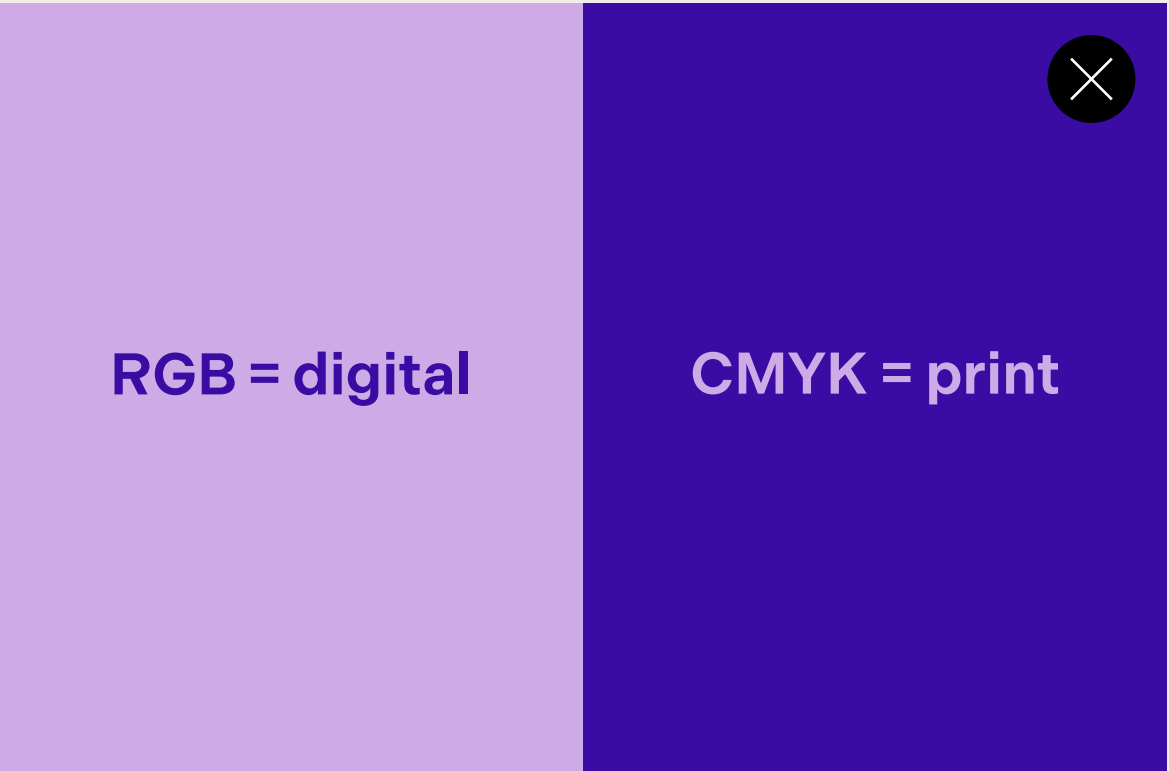
Do not use solid colors outside of the brand color palettes.



Do not use illegible color combinations.



Do not use unapproved gradients.



Do use RGB colors for print materials.



Do not use illegible color combinations over photography.



Do not use logo on colors outside of color palette.

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Typography

04

Primary Typeface

Our primary typeface is the Adobe Font; **Indivisible**. We use it everywhere possible. It is a simple, clean and legible typeface that complements our logo. As a sans-serif, it is bold and modern, classic and friendly. It makes an unmistakable statement and works as functional typography across digital platforms and print materials.

Alternative Typefaces

When Indivisible is unavailable, use Inter as the fallback font. **Inter** is a free Google Font that closely matches the clean, modern character of Indivisible and ensures documents are viewed as intended when shared with third parties who may not have Indivisible installed.

Arial is available as a last resort, as it is the default system font on most devices. However, both Arial and Inter should not be used in professionally designed materials such as brochures, signage, or other branded design outputs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&\$€%@!?*

Styles & Weights

Thin
Light
Regular
Medium
SemiBold
Bold
Black

AaBb

Typeface Weights

Our brand uses seven weights from the Indivisible family: Thin, Light, Regular, Medium, SemiBold, Bold and Black. Such a versatile family offers various solutions, ranging from book design to poster design, as well as brand signage systems and more.

We primarily use a mix of Regular, Medium, SemiBold, and Bold.

Brand Guidelines

Indivisible Thin

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Light

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Regular

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Medium

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible SemiBold

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Indivisible Black

Black

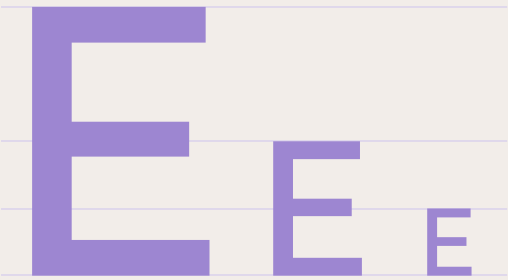
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€@%!?*

Type Hierarchy

Attention should be given to the written copy. Ensuring both legibility and visual appeal. To create a clear hierarchy, we must ensure that size differences are maintained between different kinds of information. It is crucial to adhere to the line height and text arrangement specified in this document to achieve brand consistency throughout written copy.

Headlines

When creating headlines, large or small can be used, depending on the amount of text. Try using at least a 200% difference in size. For example, a 12pt base size would imply the minimum next size would be 24pt.



Note

In cases where Headline Small is used, increase the font size by the specified ratio (1x, 1.5x, 2x). For example, when using a 12pt base size, increments will be 12pt, 18pt, 24pt, 30pt, 36pt, etc.

Brand Guidelines

Headline Large
Indivisible Medium
100% Line Height

Headline Small
Indivisible Regular
110% Line Height

Subheadline
Indivisible SemiBold
120% Line Height

Body Text
Indivisible Regular
120% Line Height

Information
Indivisible Regular
120% Line Height

Pull Quotes
Indivisible Regular
120% Line Height
Line stroke width: 5pt

Clean as it gets

We create intelligent solutions that accelerate human potential.

Our mission is to make sales training better with AI-powered, award-winning platforms that are scalable and conscious of the growth we all share.

Introducing an innovative line of uncompromising sales training technology; where high-performance AI algorithms, sustainable learning practices, and inspired design are just as important as proven, results-driven methodologies. We create platforms that are developed by experts, backed by industry insights and made for sales professionals everywhere.

We relentlessly pursue world-class results. AI-powered training should never sacrifice depth and effectiveness. In fact, our methodologies rival that of traditional coaching as we deliver incredibly intuitive and innovative platforms that are designed to improve performance from the ground up. We work with the most distinguished training specialists in the world to create solutions built from insights that are as cutting-edge and high-quality as it gets.

We create platforms that are developed by experts, backed by industry insights and made for sales professionals.

Emma Smith

We create platforms that are developed by experts, backed by industry insights and made for sales professionals.

Emma Smith

Type Specimen

This is an example of the typography in use. For ads, banners with messaging, and other applications where short-form copy is used, follow the guidelines here to create a hierarchy for displaying information.

Brand Guidelines

Headline
Indivisible Medium
Size: 72pt / 72pt

Subheadline
Indivisible Regular
Size: 36pt / 39.6pt

Body Text
Indivisible Regular
Size: 18pt / 21.6pt

Headline
Indivisible Medium
Size: 48pt / 48pt

Subheadline
Indivisible SemiBold
Size: 24pt / 28.8pt

Body Text
Indivisible Regular
Size: 12pt / 14.4pt

Pull Quote
Indivisible Regular
Size: 12pt / 14.4pt
Line stroke width: 5pt

Large headline

Attention to detail combined with the finest craftsmanship and quality.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempot interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.

Short headline

Attention to detail combined with the finest craftsmanship and quality.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempot interdum nibh euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Nam sed tortor mattis, imperdiet mauris at, convallis nulla. Donec tincidunt vestibulum leo, sed laoreet ex accumsan ac. Quisque facilisis metus nec sem lobortis, quis ornare neque lobortis.

We relentlessly pursue world-class results, clean beauty should never sacrifice texture and performance. In fact, our formulations rival that of conventional beauty as we deliver incredibly comfortable and innovative products that are designed to improve skin from the inside out.

Print Longform Hierarchy

In cases where branded print material includes long-form copy, use the following combinations of Indivisible Bold, Medium, and Regular to create a hierarchy of information.

Brand Guidelines

Headline
Indivisible Medium
Size: 72pt
Leading: 72pt
Case: Sentence

Subheadline
Indivisible Regular
Size: 36pt
Leading: 39.6pt
Case: Sentence

Body Text
Indivisible Regular
Size: 18pt
Leading: 21.6pt
Tracking: 0
Case: Sentence

Indivisible Bold
Size: 18pt
Leading: 21.6pt
Tracking: 0
Case: Sentence

Pull Quotes
Indivisible Regular
Size: 18pt
Leading: 21.6pt
Case: Sentence
Line stroke width: 5pt
Attribution: 12pt

Intelligent solutions that accelerate human potential.

Our mission is to make sales training better with AI-powered, award-winning platforms that are scalable.

Smart as it gets, no compromises

Introducing an innovative line of uncompromising sales training technology; where high-performance AI algorithms, sustainable learning practices, and inspired design are just as important as proven, results-driven methodologies. We create platforms that are developed by experts, backed by industry insights and made for sales professionals everywhere.

Intelligence is our top development source

HTS is the first CPD-accredited sales training platform to put AI innovation at the forefront of every decision. Our purpose is to create responsibility, only putting into the market what can coexist with human potential.

The challenge

The fundamental challenge common to all sales training platforms is one of ineffectiveness: a mind-boggling array of training programs and coaching systems contain outdated methods that can cause long-term performance decline.

Intelligently sourced and crafted

HTS offers a new choice: uncompromising smart training. Where AI-powered learning should never sacrifice quality and performance. With HTS, we all have the power to choose uncompromising intelligent development. Where high-performance algorithms are just as important as proven methodologies and sustainable learning practices.

We believe smart, AI-conscious platforms and algorithms lose their impact if they’re delivered through systems that harm long-term growth – so we’re partnered with a variety of performance optimization specialists.

We create platforms that are developed by experts, backed by industry insights and made for sales professionals.

Emma Smith

Digital Hierarchy

For digital applications of our font, follow the examples provided here, which are consistent with our website.

Brand Guidelines

Headings
Indivisible Medium
Size: 60px
Case: Sentence

Sub Copy
Indivisible Regular
Size: 30px
Case: Sentence

Buttons
Indivisible SemiBold
Size: 16px
Case: Title

Headings
Indivisible Medium
Size: 48px
Case: Sentence

Body Text
Indivisible Regular
Size: 16px
Case: Sentence

Buttons
Indivisible SemiBold
Size: 16px
Case: Title

Headings a couple of lines if needed

Sub copy looks like this. A couple of lines if needed. Integer neque eget purus sagittis aliquam.

Get Started →

Headings a couple of lines if needed

Lorem ipsum dolor sit amet, consectetur quis amet adipiscing elit, sed do eiusmod tempot interdum sed euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Purus sed tortor mauris at.

Get Started →

Type Misuse

Good typography is critical in both internal and external communications. It adds clarity to messaging and instills confidence in audiences. Outlined are some common practices that weaken the powerful effects of typography. When using our typefaces, avoid the following.

Brand Guidelines

Do not stretch or distort type.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Do not outline text.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Do not tighten tracking too tightly.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Do not tighten leading too tightly.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit

Do not justify paragraphs.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Do not use fonts outside of approved brand fonts.

✗ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

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Imagery

05

Gradients

Our gradients are bold, sophisticated, and dynamic, visually reflecting the energy and ambition of our audience. Each gradient includes black, providing authority and edge while amplifying the vibrancy of accent colors.

The most expressive combinations blend violet, electric blue, lilac, and orange with black to create high-impact, aspirational visuals. For subtler applications, fewer accent colors can be used, but black must always remain to preserve credibility and distinction.

Gradients work best as backgrounds, overlays, or accent elements, flowing freely without competing with the subject or messaging, signaling innovation, ambition, and high performance.



Video

Lower thirds: Design should be clean and clear. Names should be set in Indivisible Bold, titles in Indivisible Regular, and backgrounds should be set to 80% opacity.

Ending slates: All videos should end with our logo, animated or still.

Watermarked logos: Watermarked logos should be placed in the upper left at 50% opacity.



Photography

All imagery should reflect the world of the HTS client: ambitious, confident, and performance-driven. Photos must inspire aspiration and convey mastery, capturing professionals who operate under pressure, value composure, and seek recognition for their skills and results. Every shot should subtly signal status, capability, and growth, appealing to individuals who measure success by results, influence, and reputation.

Subjects should exude intelligence, drive, and aspiration, conveying confidence without arrogance. They are professionals who embody decisiveness, composure, and mastery, demonstrating ambition and skill that our audience respects and wants to emulate.



Lifestyle

Lifestyle imagery should feel aspirational and aligned with the ambitions of our audience, projecting a life of success, influence, and freedom. Scenes should go beyond generic luxury and instead reflect the cultural status symbols and experiences our clients truly value: working from a private jet or yacht, enjoying lunch on the water with friends and family, or traveling in comfort with world-class service.

Subjects and environments should feel effortless yet commanding, exuding confidence, composure, and style. The imagery should inspire desire for the lifestyle that comes from competence and measurable results. Think understated luxury business casual. Compositions should remain clean and visually striking, creating a sense of exclusivity and attainability that resonates with high-performing, status-conscious professionals.

Do:

- Show dynamic action and movement.
- Highlight aspirational settings and experiences.
- Emphasize connection and shared moments.
- Keep settings clean, modern, and uncluttered.

Don't:

- Show static luxury objects without context.
- Overuse logos or obvious product placement.
- Use outdated or stiff corporate settings.
- Create cluttered or chaotic environments.



Casting

Feature a range of people that reflect HTS’s global reach and aspirational world. Cast individuals who exude confidence, composure, and a sense of achievement, aligned with our audience’s drive for mastery and status.

Prioritise men aged 20 to 35 to mirror the core client, while still including women and diverse talent across various demographics, including races, sexual orientations, abilities, and body types, to reflect inclusivity and the broader professional community.

All subjects should convey focus, ambition, and optimism, signaling the rewards of skill, discipline, and high performance, while remaining approachable and authentic.



For more information about our
brand, feel free to contact
Jack Manley

Jack Manley
jack@HTS.com