OUTPASS BRAND SYSTEM · 2026 · CONCEPT

A brand for the whole night.

Outpass is a fictional going-out concept for dining, films and live events. These are working brand rules, not a claim of a live service.

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

The Stub

The mark is a ticket stub with a crescent notch and perforations. Use the horizontal lockup for communication and the Stub for tight spaces.



OUTPASS BRAND SYSTEM · 2026 · CONCEPT

Clear space and scale

Keep one notch diameter clear on every side. Never set the full lockup below 24 mm wide in print or 120 px on screen. Use Stub Simple below 24 px.

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

Keep the Stub whole.

Do not stretch, rotate, recolour outside approved combinations, add shadows, remove the crescent notch, redraw perforations, or place the mark on a busy image.

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

Aubergine, then light.

Night carries the drama. Pearl gives the copy room to breathe. Marigold is the reward; Hot Pink is the live signal.

Marigold	Hot Pink	Pearl	Jade
#FFB627 RGB 255 / 182 / 39 CMYK 0 / 30 / 95 / 0	#E6007E RGB 230 / 0 / 126 CMYK 0 / 100 / 10 / 0	#F6EFE6 RGB 246 / 239 / 230 CMYK 0 / 3 / 7 / 4	#2BD9A0 RGB 43 / 217 / 160 CMYK 80 / 0 / 26 / 15

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

Type sets the tempo.

Fraunces italic carries the invitation. Satoshi does the useful work. JetBrains Mono marks time, location, price and systems.

Fraunces italic

Your pass to tonight.

Satoshi Bold

Book 2 seats • ₹799

JETBRAINS MONO · 21:45 · GATE 3

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

Voice: a friend with a plan.

Say what helps people decide. Be specific about price, place and time. Keep the invitation warm, compact and never salesy.

DO
“Gold Stand • Gate 3 • ₹3,499 all-in.”

DON’T
“Unmissable deals you deserve!!!”

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

Icons and information

Use the Outpass icon set at 20—24 px with labels where meaning is not obvious.
Never use an icon as the only indicator of ticket tier, status or direction.

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Imagery after dark

Use cinematic, grainy city-night scenes with real human scale. No real venue, ticketing, artist or competitor branding. AI scenes leave logo space blank for compositing.

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

The editorial grid

Website stories sit on a 12-column grid with 24 px gutters. Print follows a 5 mm safe zone and 3 mm bleed; body copy is never below 7 pt.

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

Motion is light, not noise.

Cards lift from below; rewards glow. Default moves are 160—280 ms, reveals 520—900 ms. Reduced motion freezes tilt, confetti and autoplay while preserving the result.

OUTPASS BRAND SYSTEM · 2026 · CONCEPT

Late mode

After 23:00, Night deepens to Late. Movement slows by 1.25× and non-essential animation rests. The mark, clear space and all readable contrast rules stay the same.