



The TicketGateway brand includes three distinct logo formats to ensure versatility across all types of digital and print media for our partners, clients and branding purposes.

These guidelines outline proper usage and ensure consistent brand representation.

DO:
Constrain
width and
height.
Be mindful
of sizing



DO NOT:
Stretch
or
undersize



DO:
Use the approved and provided logos and
alternate variants if needed for contrast

DO NOT:
Change colors, make use of poor drop
shadow/glows, rotate or make the logo illegible
against its background or media.

TICKETS AVAILABLE
via



INFOLINE: 123-456-7890



DO:
Space out the text around the logo
to ensure full legibility.

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DO NOT:
Overcrowd the logo with text or objects
Let any objects touch the logo.
Don't kern/push typeface together beside, below
or on top of the TicketGateway logo
which overbears the website info.



It is required by the brand for the logo to be easily identifiable.

Logo placement and legibility is very important as it lets our customers know where to buy tickets for your event.

Cutting off the logo, or placing it in a poor position close to the bleed line of your flyer, poster or other source of media, heavily reduces the effectiveness of the call-to-action and can confuse customers

Ensuring the full logo and website name are visible, clearly placed, and not obscured by design elements is essential for maintaining trust, recognition, and smooth access to ticket purchases.

Proper use of the TicketGateway branding helps drive conversions and a seamless customer experience!



DO:

- Use the full logo with the “TicketGateway.com” text for maximum clarity.
- Place the logo in a clean, unobstructed area of your design where it stands out.
- Maintain a safe margin around the logo to avoid placing it too close to the flyer’s edge or bleed line.
- Ensure the logo is legible by placing it on backgrounds that provide enough contrast.
- Scale the logo proportionately – keep it sharp and easy to read.

DO NOT:

- Don’t use the icon alone (the “TG” symbol) without the full “TicketGateway.com” text if your audience may not recognize it.
- Don’t crop or cut off any part of the logo.
- Don’t place the logo too close to the edge or in cluttered corners where it competes with other elements.
- Don’t distort, stretch, or skew the logo in any way.
- Don’t place the logo over overly bright or busy areas where it becomes hard to read.

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