

## TicketWeb Logo Guidelines

### Standard Logo

The standard TicketWeb logo can only be used on a white background. The logo can be scaled proportionately to fit your layout. The logo cannot be stretched, skewed or altered.



### Logo Colors

-  **TicketWeb Purple I:** Pantone 2587 C :: CMYK 60, 88, 0, 0 :: RGB 126, 66, 153 (hex 7E4299)
-  **TicketWeb Purple II:** Pantone 267 C :: CMYK 83, 100, 25, 17 :: RGB 75, 37, 104 (hex 4B2568)
-  **TicketWeb Purple III:** Pantone 2685 C :: CMYK 91, 98, 39, 51 :: RGB 36, 16, 62 (hex 24103E)

### Alternate Logo Versions

There may be instances when the color logo cannot be used. Below are logo variations that provide flexibility in those instances. Note that although these logo versions are acceptable, the color standard logo above is always preferred.



#### Alternate Version

For use on white or colored background. The alternate version of the TicketWeb logo can be filled with black or reversed with white. It can be a gradient (as shown in the left column) or solid (as shown in the right column).



#### About the Gradient

Please pay special attention in reproducing the gradient logo. The gradient fades from light to dark three-quarters of the way down.



75% ——— Purple II to Purple III

75% ——— Purple I to Purple II