

Brandmarks

Wordmark

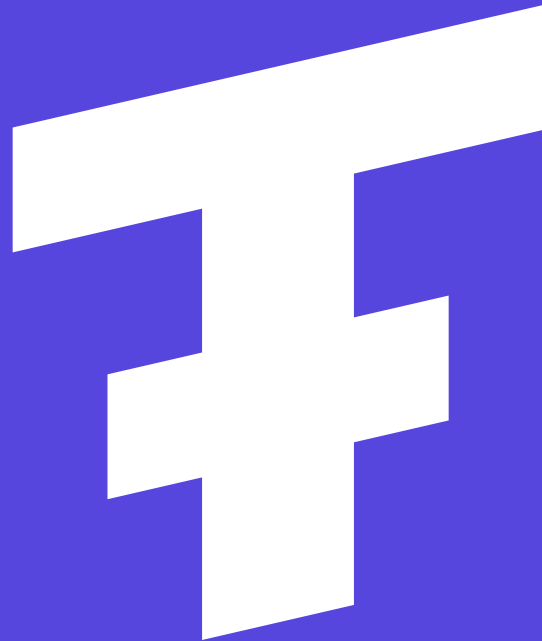
Solid. Bold. Energetic.

TICKETFLY

Logo

Meet Flying T. When applied to live event images, the keyhole shape serves as a portal into the live event experience.

The upward slope reflects the positive results we deliver for our partners. The mirror image of "F" is forward looking with a nod to the past.



Lockup

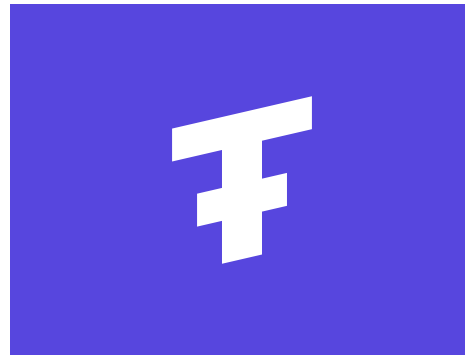
The lockup combines the wordmark and logo. By pairing the two, we can build recognition for Flying T so we can eventually use it on its own.



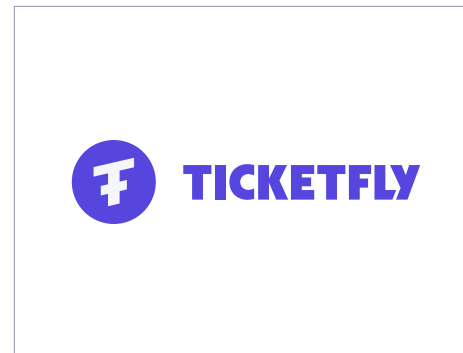
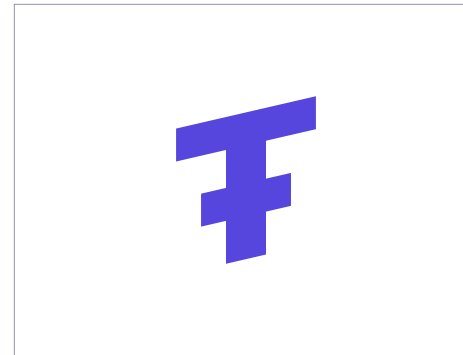
Color Versions

These are the available color versions for the brandmarks. They are available in Pantone, CMYK and RGB vector format. Make sure to select the right one for your needs.

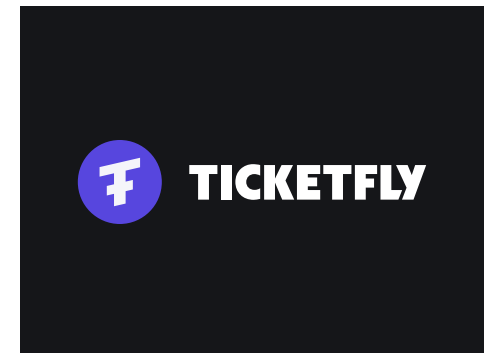
Use often
Reversed / Indigo background



Use often
Indigo



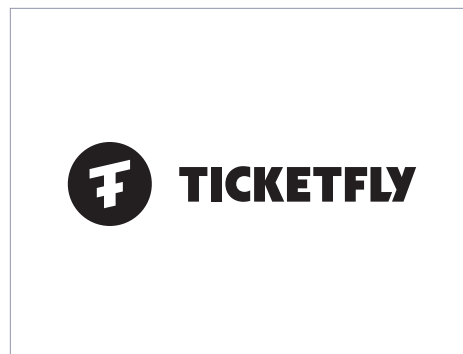
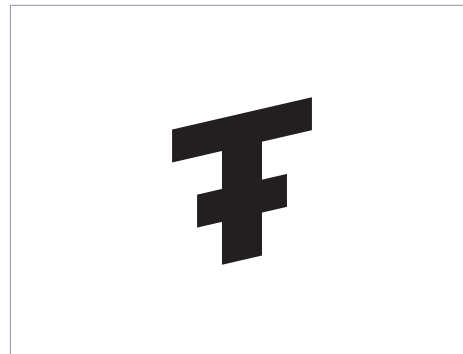
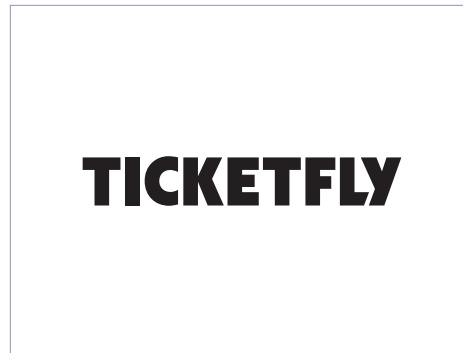
Use rarely
Reversed / Black background



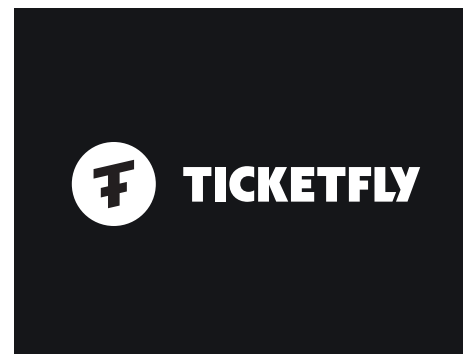
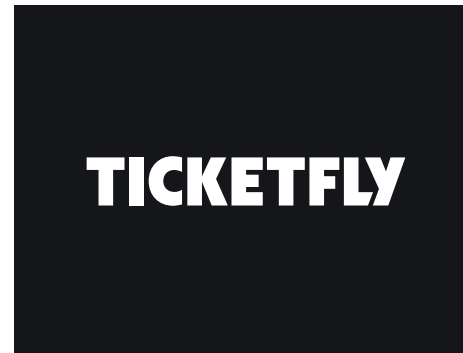
Mono Versions

Mono versions are available for one color print applications only. They should not be used anywhere else. They are available in CMYK vector format.

Solid



Reversed



Usage

To protect the clarity and visual integrity of the logo, we've defined a minimum area of clear space that must surround it.

Minimum Size

Wordmark

Print: 8mm high. Screen: 20 px high.

TICKETFLY

Logo

Print: 8mm high. Screen: 30 px high.



Lockup

Print: 12mm high. Screen: 48 px high.



Clearspace

Wordmark

A clearspace equal to the height of the 'T' on all sides



Lockup

A clearspace equal to the height of the 'T' on all sides



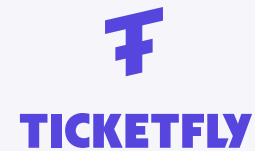
Don't do it!

To maintain the visual integrity of our brandmark, only use the provided artwork and do not alter it in any way. This page illustrates some examples of what not to do.

Don't ✘
Alter the proportions of the lockup



Don't ✘
Create new lockups



Don't ✘
Rotate the logo



Don't ✘
Place the logo over other colors

TICKETFLY

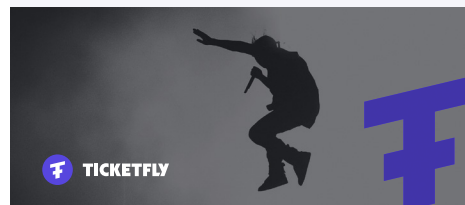
Don't ✘
Change the color of the logo

TICKETFLY
TICKETFLY
TICKETFLY

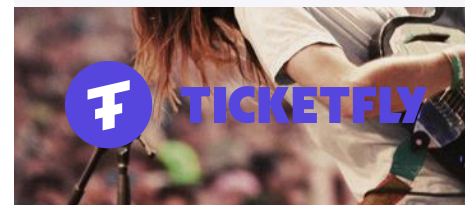
Don't ✘
Stretch or skew the logo

TICKETFLY

Don't ✘
Use the lockup when the Flying T is used as a graphic device



Don't ✘
Place the logo over a busy image. Ensure legibility and clearspace.



Don't ✘
Outline or add any other graphic effects to the logo

