



Logo Usage & Application Guideline

June 2024

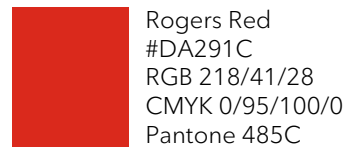
Primary Rogers Centre Logo - Reversed

The primary Rogers Centre logo version is reversed on the Rogers red background. This version should be used as often as possible in print, online and on TV.



Secondary Rogers Centre Logo - Positive

When it's not possible to reverse the logo out of the background, the colour logo should appear in Rogers Red on a white background.



Reversed/Black Rogers Centre Logo

When unable to use the reversed on red or red on white versions above, the reversed and black version should be used on a white, black or dark background.



Minimum Size

The Rogers mark in the logo must be at least:
1" wide - Minimum size for print
96 pixels wide - Minimum size for web



Clear Space

Clear space is the minimum area around the logo where elements (other than background images) should not be placed. The mobius serves as the buffer height between the logo and anything else around it. This applies to all versions.



Acceptable Uses

Below are the acceptable uses for the Rogers Centre logo.



The Rogers Centre logo should appear reversed out on Rogers red as often as possible.



If it is not possible to reverse the logo out on the Rogers red background, the positive logo may appear on a white background.



The Rogers Centre logo may also be reversed out on a black background.

Improper Uses

Below lists how the logo should never be treated.



DO NOT use on a busy background.



DO NOT change any of the colours.



DO NOT change the position, or size of the logo components.



DO NOT place a border around the logo.



DO NOT stretch or distort the proportions of the logo.



DO NOT convert colour logo to grayscale. Always use the black or white version.



DO NOT add drop shadows to the logo.



DO NOT outline any part of the logo.



DO NOT move the sub-brand wordmark from its locked placement, or change its size.

Always use the original files—never recreate, rotate or distort the logo. The logo should always remain as a standalone and should never be combined with any other objects, logos, words, graphic devices, photos, slogans or symbols unless otherwise supplied.

Guidelines apply to all versions of the logo

English



French



Bilingual



Area Specific Version - Ottawa

English



French



Bilingual

