moda center

LOGO USAGE GUIDELINES

Logo

Our logo consists of two elements: the Rose icon (PMS 234c) and Moda Center wordmark (black). The rose links our identity to our past (formerly the Rose Garden Arena) and pays tribute to our city (Portland, the "Rose City"). The wordmark is an adaptation of the Moda Health corporate logo. When these Rose icon and wordmark are locked up together, they create the primary logo signature.

The horizontal wordmark may be used independently of the Rose icon. When using the stacked wordmark, the Rose icon is used as a secondary branding element. See appendix for examples.

Primary logo signature

Rose icon   Stacked wordmark

Horizontal Wordmark

Stacked Wordmark

Rose Icon

Logo Usage

Protect the clarity and visual integrity of the logo by providing adequate clear space and proper scale.

Minimum Clear Space

Always strive to give our logo generous clear space. Maintain a clear zone around the logo signature twice (2x) the height/width the letter 'o' of the wordmark.

Minimum Size
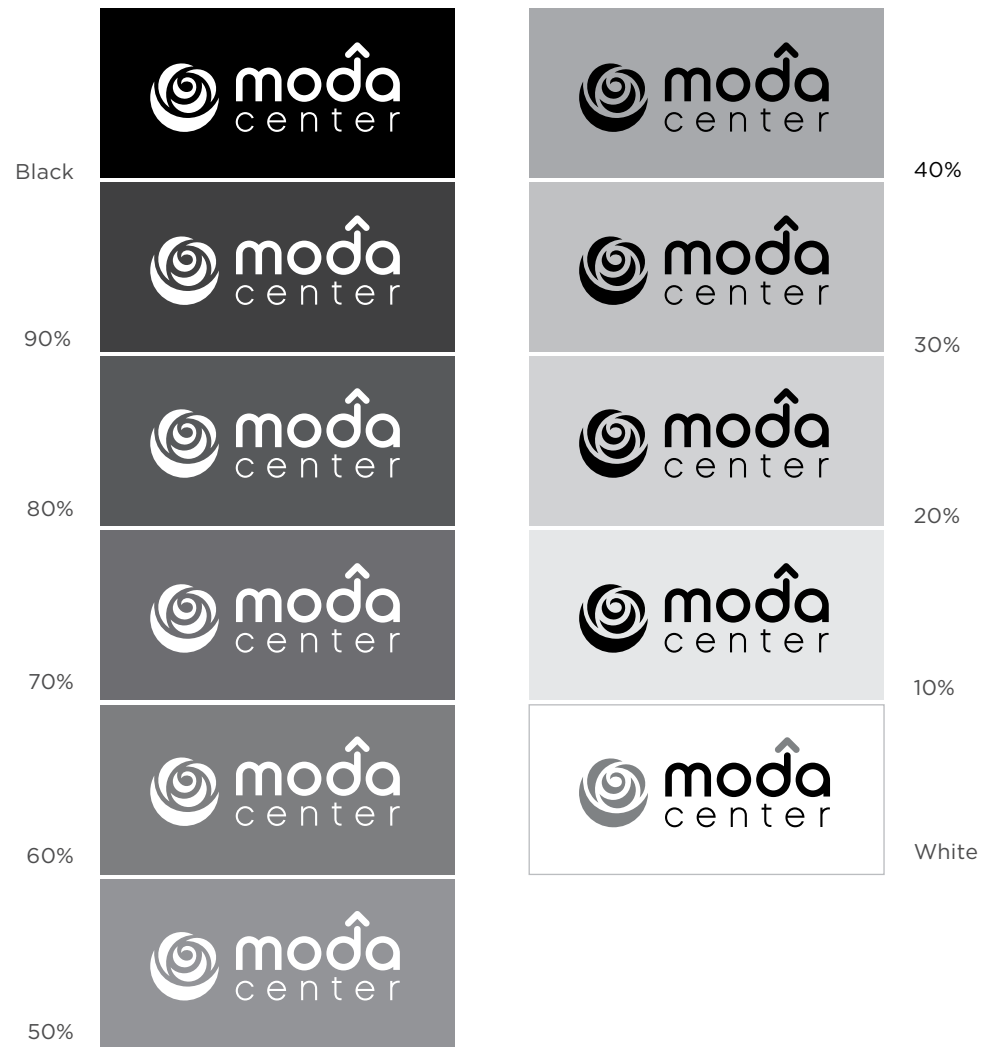

Do not reproduce the logo smaller than outlined above.

Color Contrast

Use our logo over a background that provides sufficient contrast. Reference the diagram below for the 2-color logo.

Black

90%

80%

70%

60%

50%

40%

30%

20%

10%

White

Color Contrast

Use our logo over a background that provides sufficient contrast. Reference the diagram below for the 1-color logo.

Black

90%

80%

70%

60%

50%

40%

30%

20%

10%

White

Color Application

The preferred color application of our logo is 2-color over white or black, or a grayscale logo for black and white printing. Always place the logo over a background that provides clear contrast.

2-color

2-color over white

1-color

Black over white or light colors

Black and white

Grayscale over white

2-color over light colors or image

White over plum or dark colors

Black over 10%-50% value

2-color reverse over black

White over black

White over 60%-100% value

Logo Don'ts

The logo is provided as final art and should not be modified or recreated in any way. Below are several examples of what NOT to do with our logo.

Do not alter logo colors

Don't change the symbol color

Do not alter logo type

Don't change typeface

Do not alter logo elements

Don't reposition the symbol

Don't change the Moda arrow color

Don't remove the Moda arrow

Don't rearrange logo elements

Don't apply off brand colors

Don't rescale letters

Don't repurpose logo elements

Sample Logo Application

The following examples show how the the Moda
Center logo will appear on the arena.

South entrance

North entrance