



Brand Use Guidelines

4899 Uplands Drive, Ottawa, Ontario
coherecentre.ca

Introduction

These guidelines govern the use of the Cohere Centre logo and name. They apply to all staff, vendors, suppliers, media partners, sponsors, and third parties producing materials on behalf of or referencing the Cohere Centre.

The Cohere Centre logo is a co-branded asset developed in connection with a naming rights agreement between the Capital Exhibition Centre (Ottawa) and Cohere, Inc. The logo incorporates elements of Cohere's corporate brand identity. All use must comply with both these guidelines and Cohere's overarching brand standards.

Questions regarding permitted use should be directed to the General Manager prior to production.

Bilingual Requirement

The Cohere Centre logo is always displayed in its full bilingual form. The wordmark reads:



This bilingual treatment is a permanent feature of the lock-up and reflects the Cohere Centre's operation in Canada's bilingual national capital region. Under no circumstances should the English-only or French-only form be used. The bilingual format must be maintained across all applications, in all languages of surrounding content.

The logo file itself contains the bilingual wordmark. Do not attempt to modify or rebalance the CENTRE / cohere / CENTRE relationship within any application.

Logo Overview

Horizontal Version

The horizontal lock-up is the primary logo format. It should be used in the majority of applications where space allows, including letterhead, email signatures, signage headers, and digital assets.



Vertical Version

The vertical (stacked) lock-up is the secondary format, used when horizontal space is limited — for example, on square social media tiles, promotional items, or venue signage where a tall/narrow format is required.



Clear Space

A minimum clear space must be maintained around the logo at all times. No text, graphic elements, photography, or other logos may appear within this protected zone.

Minimum clear space: Equal to the width of the "C" in the cohere wordmark on all sides (top, bottom, left, right).

This rule applies to all versions of the logo — horizontal, vertical, colour, black, and white — and across all applications: print, digital, signage, and environmental.




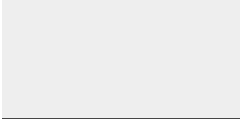

Minimum Size

To ensure legibility, the Cohere Centre logo must never be reproduced below the following minimum heights:

Screen / Digital	Print
25px minimum height Applies to all digital and screen applications	0.5mm minimum height Applies to all printed applications

Colour Palette

The following colours form the Cohere Centre brand palette, derived from the Cohere corporate identity. Colour values below are approximate references. For press-ready production, confirm exact PMS/CMYK values with your Cohere contact or refer to the Cohere Brand Guidelines V.03.

	Colour Name / HEX	CMYK	Pantone (PMS)
	Coniferous Green #3D5E4E	C:65 M:30 Y:57 K:25	PMS 5535 C
	Simulated Coral #E8613A	C:0 M:72 Y:78 K:0	PMS 1665 C
	Lavender #B87EC0	C:22 M:47 Y:0 K:0	PMS 2573 C
	Marble White #EEEEEE	C:0 M:0 Y:0 K:7	—
	Volcanic Black #454545	C:0 M:0 Y:0 K:74	—

Logo Colour Usage

On Light Backgrounds

The full-colour logo is the preferred version and should be used whenever possible on white or light neutral backgrounds.

On Dark or Coloured Backgrounds

When the logo must appear over a dark or coloured background, use the white/reverse version (Marble White). The wordmark and symbol appear in Marble White:

- Print: C:0 / M:0 / Y:0 / K:7
- Screen: #EEEEEE

Mono / Single Colour Applications

When colour printing is not available (e.g., fax headers, photocopied documents, embossing), use the black mono version. In black-and-white environments:

- On light backgrounds: Volcanic Black — C:0 / M:0 / Y:0 / K:74
- On dark backgrounds: Marble White — C:0 / M:0 / Y:0 / K:7 | #EEEEEE (screen)

Logo File Package

The following files are included in the approved Cohere Centre logo package. Always use the appropriate file for the intended application. Do not modify or substitute files.

Version	Colour Mode	Recommended Use	File Name
Horizontal – Full Colour	CMYK	Print / Press	CohereCentre_logo_h_colour_cmyk.ai + .jpg + .png
Horizontal – Full Colour	RGB	Digital / Screen	CohereCentre_logo_h_colour_rgb.ai
Horizontal – Full Colour	PMS	Spot Colour Print	CohereCentre_logo_h_colour_pms.ai
Horizontal – Black	CMYK	Print / Mono	CohereCentre_logo_h_black_cmyk.ai
Horizontal – Black	PMS	Spot Colour / Mono	CohereCentre_logo_h_black_pms.ai
Horizontal – White/Reverse	CMYK	Print on dark bg	CohereCentre_logo_h_white_cmyk.ai

Horizontal – White/Reverse	RGB	Digital on dark bg	CohereCentre_logo_h_white_rgb.ai
Horizontal – White/Reverse	PMS	Spot on dark bg	CohereCentre_logo_h_white_pms.ai
Vertical – Full Colour	CMYK	Print / Press	CohereCentre_logo_v_colour_cmyk.ai + .jpg
Vertical – Full Colour	RGB	Digital / Screen	CohereCentre_logo_v_colour_rgb.ai
Vertical – Full Colour	PMS	Spot Colour Print	CohereCentre_logo_v_colour_pms.ai
Vertical – Black	PMS	Spot Colour / Mono	CohereCentre_logo_v_black_pms.ai
Vertical – White/Reverse	RGB	Digital on dark bg	CohereCentre_logo_v_white_rgb.ai

Vector (.ai) files are the master artwork for all print and large-format applications. PNG/JPG files are provided for digital use only. Always supply vector files to print vendors, signage suppliers, and fabricators.

Logo Pairing

When the Cohere Centre logo must appear alongside a partner, sponsor, or co-presenter logo, follow the rules below to ensure visual balance and brand integrity.

Horizontal Pairing

- Align both logos by their wordmark baseline
- Match cap heights where possible: partner cap height = height of the 'h' in cohere
- If cap heights cannot match, align symbols to the same height
- Minimum spacing between logos: equal to the width of the 'c' in the cohere wordmark

Stacked / Vertical Pairing

- Align logos centred
- Apply the same sizing hierarchy as horizontal pairing
- Minimum space between logos: equal to or greater than the width of the 'c' in the cohere wordmark

Do's and Don'ts

These rules apply to all uses of the Cohere Centre logo without exception.

✓ DO

- Use only the approved logo files provided in this package
- Always maintain required clear space around the logo
- Use the full-colour version on white or light neutral backgrounds
- Use the white/reverse version on dark or coloured backgrounds
- Use the black mono version only when colour printing is not available
- Always display the logo in its bilingual form: CENTRE / COHERE / CENTRE
- Reproduce the logo at or above the minimum sizes specified
- Use the correct file format for the application (AI/EPS for print, PNG for digital)

✗ DON'T

- Stretch, skew, or alter the proportions of the logo
- Rearrange, separate, or reorder the logo elements
- Apply drop shadows, gradients, outlines, or other effects
- Use unapproved colours for any logo element
- Place the logo over a busy photograph or patterned background
- Display the logo below minimum size requirements
- Recreate or redraw the logo in any application
- Use the English-only or French-only form — the logo is always bilingual

Writing the Name

When referring to the venue in text — press releases, social media, correspondence, signage copy — use the following conventions:

- Full name: Cohere Centre (English) / Centre Cohere (French)
- Do not use: "the Cohere" on its own, "CC", "Cohere Convention Centre", or any informal shortening
- On first reference in a document, use the full name. Subsequent references may use "the Centre" in English or "le Centre" in French
- Former name acknowledgement (transitional period only): "(formerly the EY Centre)" may be appended on first reference through December 31, 2026

Questions and Approvals

All uses of the Cohere Centre logo not covered by these guidelines, or any co-branded, sponsor-branded, or third-party applications, must receive written approval.

Cohere Centre

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