

Simplified Standards Guide

July 2025



Palais
des congrès
de Montréal

Logotypes

1 → Logotype

The Palais des congrès de Montréal's logotype features two elements: the prism and the corporate name. They must be used together as presented below.

Part A: the prism

The prism is composed of 6 faces of different colours.



Part B: the corporate name

The signature features the organization's name on 3 lines

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2 → Rules of use of the main logotype

For optimal visual impact of the logotype, always respect the buffer zone around the logotype. No visual elements should overlap this space. It is also important to respect the minimum sizes.

Buffer zone

The buffer zone corresponds to the height of the "M" in the corporate name.



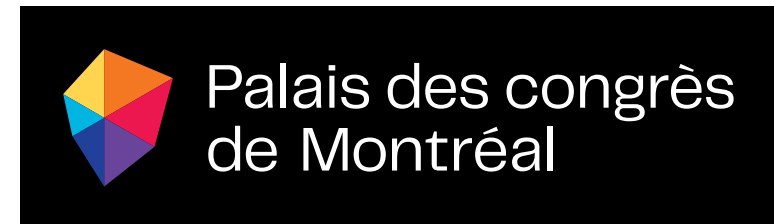
Minimum size

It is important to respect the minimum sizes specified for the use in question to ensure optimal readability of the logotype at all times.



3 → Reverse version

While it is advised to use the signature on a white background, the reverse colour version can be used to publish the Palais' signature on a black or dark colour background.



4 → **UPON REQUEST**
Black and white
version of the main
logotype

The Palais des congrès de Montréal's logotype is also available in two black and white versions. The colour version should always be prioritized. The black and white versions can only be used if it is not possible to use the colour version, for example, on a colour background.



5 → **UPON REQUEST**
Horizontal version of
the logotype

A horizontal version of the logotype is also available. It is only to be used if it is not possible to use the vertical version. The buffer zone and minimum size of this version of the logotype must be respected.



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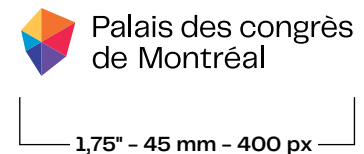
Buffer zone

The buffer zone corresponds to the height of the "M" in the signature.



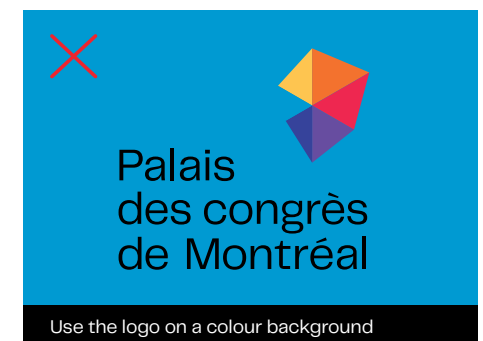
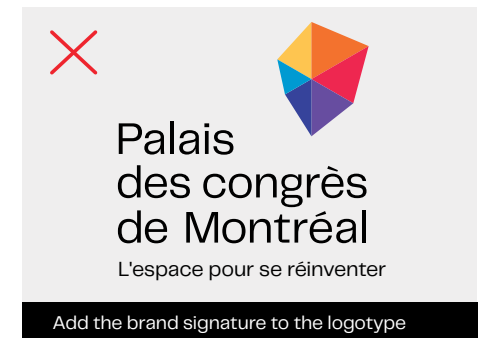
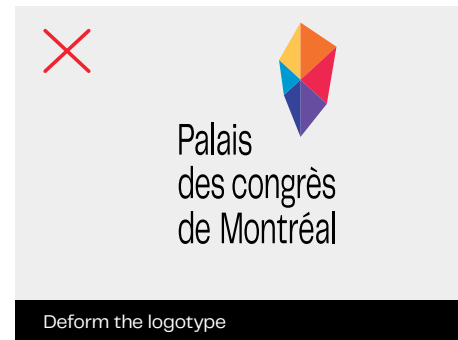
Minimum size

It is important to respect the minimum sizes specified for the use in question to ensure optimal readability of the logotype at all times.



6 → Incorrect use

Here are a few examples of the incorrect use of the logotype. In no case should the shape, proportions or colours be altered. Maximum contrast must be maintained to ensure optimal readability.

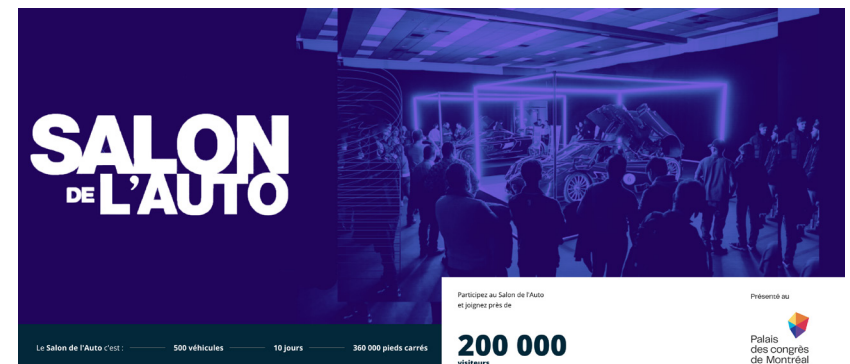


7 → Partnership

When it is confirmed that an event will be held at the Palais, the client organizing the event may use the logo and photos chosen by the Marketing and Communications Department. The client can obtain the necessary files on this page: <https://congresmtl.com/en/about/media>. The logos and photos cannot be altered. The photos must be accompanied by the photo credit ©Palais des congrès de Montréal.

Note: The logo must only be used to specify the location of the event. In the context of a specific partnership, the Marketing and Communication Department is responsible for authorizing its use.

For any other use of the Palais logo, prior authorization is required from the Marketing and Communications Department at salledecreation@congresmtl.com.



Brand colours

Colour is a very important feature of the Palais' identity. The logotype's prism is comprised of primary colours. Secondary and tertiary colours complete the palette for the various needs of the platform for brand expression. White is also part of the colour system. It must always feature prominently in the various executions of the platform.

Primary colours

PMS 192C CMYK 0 100 62 0 RGB 228 0 70 WEB E40046	PMS 266C CMYK 71 88 0 0 RGB 117 59 189 WEB 753BBD	PMS 2736C CMYK 100 90 0 0 RGB 30 34 170 WEB 1E22AA	PMS 801C CMYK 85 0 8 0 RGB 0 154 206 WEB 009ACE	PMS 1225C CMYK 0 16 80 0 RGB 255 200 69 WEB FFC845	PMS 1585C CMYK 0 66 100 0 RGB 255 106 20 WEB FF6A14
75 %	75 %	75 %	75 %	75 %	75 %
50 %	50 %	50 %	50 %	50 %	50 %

Secondary colours

PMS 7480C CMYK 78 0 80 0 RGB 0 191 111 WEB 00BF6F	PMS 225C CMYK 4 90 0 0 RGB 223 25 149 WEB DF1995
75 %	75 %
50 %	50 %

Couleurs tertiaires

PMS COOL GRAY 7C CMYK 38 29 24 5 RGB 151 153 155 WEB 97999B	PMS BLACK C CMYK 0 0 0 100 RGB 0 0 0 WEB 000000
75 %	75 %
50 %	50 %

Any questions?

Marketing and Communications Department
salledecreation@congresmtl.com



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