



BRAND GUIDELINES

2025



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BRAND VOICE

HEAR THE ROAR OF THE ARENA

OUR VOICE

The Canadian Finals Rodeo is steeped in history. We are authentic, confident, and bold.

And while we pay homage to our history, we create space for the new and modern, welcoming everyone to experience the excitement and energy of the rodeo.

Periods are never needed at the end of headings/taglines, unless a tagline is part of a paragraph.

TAGLINES

HEAR THE ROAR OF THE ARENA

WITNESS CHAMPIONS RISE

FROM GRIT TO GLORY

Never use exclusionary terms, cultural appropriation, ableist or misgendering language, or anything that could be interpreted as a slur. If you're on the fence about whether you're using something that could be taken as offensive, inflammatory or exclusionary, find another word.

CFR LOGO

PRIMARY LOGO



CFR LOGO

PRIMARY LOGO COLOUR VARIATIONS

The primary logo can be used in the following colour variations:

1. Full colour version on a solid background
2. Full colour version on an image
3. Black Version
4. Reverse Version

Avoid using the full colour version on a solid red background.

The black and reverse versions should only be used to solve readability or contrast issues.

1.



2.



3.



4.



CFR LOGO

SPONSORSHIP LOGO LOCKUP

If full integration is not required, it is recommended to showcase the sponsorship or partnership with a horizontal lockup.

If full integration is not required, it is recommended that the sponsorship or partnership be showcased with a horizontal lockup.

The sponsor must be shown in either black or white to maximize compatibility and readability with the CFR brand.



POWERED BY



CFR LOGO

PARTNERSHIP LOGO LOCKUP

The partnership logo lockups are to be used on larger creative pieces where necessary to promote our partners. They should be displayed separately from the sponsorship logo lockup and be given less visual real estate. Generally, placement should be bottom right.

Logos should be black on lighter backgrounds and white on darker backgrounds. No colour logos are to be used to ensure a cohesive and consistent design.

PREMIER PARTNER

EDMONTON'S
Best HOTELS

FUNDING PARTNERS

Alberta



EXPLORE
EDMONTON

PREMIER PARTNER

EDMONTON'S
Best HOTELS

FUNDING PARTNERS

Alberta



EXPLORE
EDMONTON

CFR LOGO

WORDMARK

This logo should only be used on smaller scale work where the primary logo is no longer readable.



CFR LOGO

WORDMARK COLOUR VARIATIONS

The wordmark can be used in the following colour variations:

1. Full colour version on a solid background
2. Full colour version on an image
3. Black Version
4. Reverse Version

Avoid using the full colour version on a solid red background.

The black and reverse versions should only be used to solve readability or contrast issues.

1.



2.



3.



4.



CFR LOGO

LOGO SPACING & SIZING

CLEAR SPACING

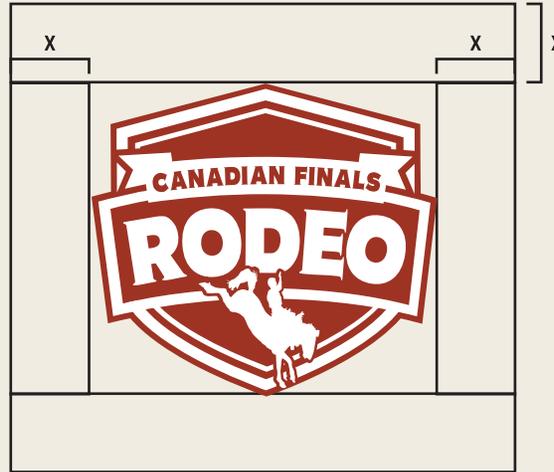
Clear spacing must be maintained around the entire logo. This space must be equal to or greater than the sizing indicated here.

This spacing ensures the brand has readability and is visually clear on all collateral.

MINIMUM SIZING

The minimum size for using the primary CFR logo is 1" wide.

For instances where the logo must be used smaller than the minimum sizing, use the wordmark instead.



**Minimum:
1.0"**



**Minimum:
0.99"**



**Minimum:
0.5"**

CFR LOGO

LOGO RESTRICTIONS

1. Do not alter the layout or orientation of the logo.
2. Do not stretch, condense, or otherwise distort the logo.
3. Do not use a colour variation outside of the variations outlined in the brand guidelines.
4. Do not add typography or other additional elements to the logo. For sponsors, the specified logo lockups must be used.
5. Do not rotate the logo.
6. Do not place the logo on backgrounds that are distracting or have low contrast to the logo.



Wrangler



COLOUR PALETTE

COLOUR PALETTE

The primary colours can be used for all applications and graphic treatments.

The secondary palette should be used to solve any readability or contrast issues.

The tertiary palette should be used in combination with the primary palette. These colours should be used sparingly and only to differentiate or highlight special information.

PRIMARY

RODEO RED	GOLD	CLASSIC CREAM
CMYK 25 / 91 / 98 / 21	CMYK 7 / 36 / 100 / 0	CMYK 11 / 11 / 23 / 0
RGB 158 / 50 / 35	RGB 235 / 169 / 0	RGB 227 / 218 / 196
HEX #9E3223	HEX #EBA900	HEX #E3DAC4

SECONDARY

RUSTIC BROWN	STEEL BLUE
CMYK 54 / 63 / 75 / 56	CMYK 89 / 63 / 59 / 57
RGB 72 / 55 / 41	RGB 16 / 50 / 56
HEX #483729	HEX #103238

TERTIARY

BLACK	WHITE
CMYK 75 / 68 / 67 / 90	CMYK 0 / 0 / 0 / 0
RGB 0 / 0 / 0	RGB 0 / 0 / 0
HEX #000000	HEX #FFFFFF

TYPOGRAPHY

FONT CHOICE

AWT Aetna is available through Adobe Suite. Roboto is available on Google Fonts.

If these options are unavailable, specifically when using Microsoft Office, use Chapman Condensed/Regular in exchange for AWT Aetna.

Ensure when using Georgia that “CFR50” always appears with tabular lining.

CFR50 ✘

CFR50 ✔

AWT AETNA
EXTRA CONDENSED

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z 1 2 3 4 5 6 7 8 9 0 \$ % & !

AWT AETNA
REGULAR

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z 1 2 3 4 5 6 7 8 9 0 \$ % & !

GEORGIA
BOLD

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ % & !

GEORGIA
REGULAR

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ % & !

TYPOGRAPHY

HIERARCHY

For hierarchy, AWT Aetna should only be used for short headlines and sub headers.

Roboto should be used for body copy, especially when written pieces extend past two sentences.

Specific typesetting details, such as kerning and tracking, are outlined with each font.

**HEADLINES:
AWT AETNA
EXTRA CONDENSED
(KERNING: OPTICAL)**

HEADLINE

**SUBHEADING:
AWT AETNA
REGULAR
(TRACKING: 75)**

SUBHEADING

**BODY COPY:
GEORGIA BOLD,
GEORGIA REGULAR**

BODY COPY - BOLD

Body copy - regular

PHOTOGRAPHY

BRAND PHOTOGRAPHY

Photography is an integral component to the CFR brand. Through imagery, we can give our fans an intimate look into the world of rodeo.

Our goal is to capture each event with an editorial, behind-the-scenes feel.

The colour grading of imagery and videography should reflect the tones of the examples shown here.



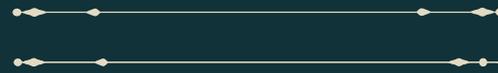
GRAPHIC ORNAMENTS

GRAPHIC ORNAMENTS

Graphic ornaments are used to enrich visual communication by adding aesthetic value, structuring content, and enhancing the overall design experience for the viewer. Borders can be used to ground the image and establish a visual hierarchy when needed.

The swirl designs can be used to anchor headlines or taglines.

As a best practice, less is more, so use three (3) or fewer graphic elements to avoid unnecessary busyness.



ILLUSTRATIONS

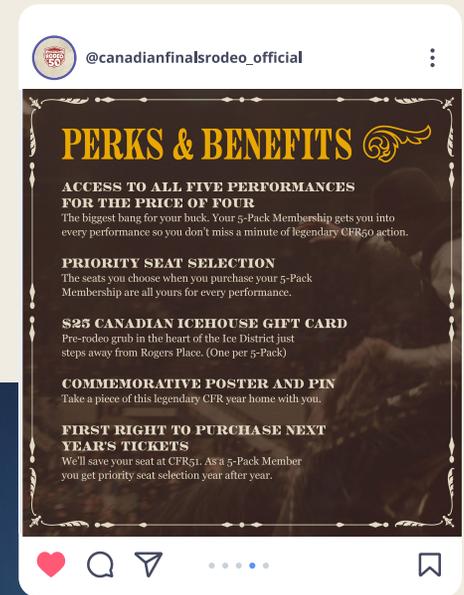
ILLUSTRATIONS

Illustrations can be used in replacement of photography in occasions where no appropriate image is available.

The Illustrations should be used as background support of more detailed copy.



COLLATERAL EXAMPLES



For further inspiration click to view the [CFR website](http://cfr.ca)

USING THE BRAND

When images do not have an easily isolated figure or focal point do not isolate elements

Tan frame element may go all the way around the image or be removed



Headers should appear in all-caps

PERKS & BENEFITS

ACCESS TO ALL 5 PERFORMANCES
Don't miss a minute of the action. Your 5-Pack Membership gets you into every performance.

PRIORITY SEAT SELECTION
The seats you choose during the exclusive 5-Pack Member Seat Selection Window are all yours for every performance.

5 PERFORMANCES FOR THE PRICE OF 4
The biggest bang for your buck.

COMMEMORATIVE POSTER AND PIN
Take a piece of this legendary CFR year home with you.

FIRST RIGHT TO PURCHASE NEXT YEAR'S TICKETS
We'll save your seat at CFR51. As a 5-Pack Member you get priority seat selection year after year.

Now open to new members.
[Visit cfr.ca/5-pack-membership](http://cfr.ca/5-pack-membership) for more information.

Consider using a graphic ornament to punctuate headers and subheaders

Create hierachry by changing text size, colour and case

Use texture to add visual interest to text heavy sections

“CFR” and “Canadian Finals Rodeo” are both appropriate names for the event, use whichever fits best or whichever is supplied by Explore Edmonton

Header text goes slightly **underneath** the figure

Avoid subheaders going under the figure

The tan frame element should go **under** the figure



When the image features a figure in the bottom right the figure should be **isolated from the background** so various elements can be layered

Red sponsor bar goes **under** the figure in bottom right

CTA can go in front of the image

CONTACT



Thank you for taking the time to familiarize yourself with Canadian Final Rodeo's brand guidelines. We appreciate your commitment to maintaining the integrity and consistency of our brand identity.

If you have any questions, require clarification, or need assistance with logo usage inquiries, please feel free to reach out to our marketing team. We are here to support you and ensure that you have the information and resources necessary to represent Canadian Finals Rodeo accurately and effectively.

CONTACT INFORMATION:

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