

POST SEASON BRANDING SUMMARY

2024

We are in for an exciting 2024 Major League Rugby Playoffs & Championship run.

Please help keep Playoffs & Championship branding consistent across the league by using the logos and following the best practices provided in this guide.

All logos are available for download & use [here](#).

VERBIAGE & TERMINOLOGY

The matches are referred to as:

MLR Conference Semifinals

The conference finals are referred to as:

Eastern Conference Final
Western Conference Final

The championship is referred to as:

MLR Championship

WRITTEN USE:

When referring to both rounds of playoffs matches, it should be written as
“**MLR Playoffs Presented by Sportsbreaks.com**”.

SOCIAL MEDIA USE:

When referring to the 2024 playoffs matches on social media, it should be written as:
“**#MLRPlayoffs presented by @sportsbreakscom**”.

LOGOS

PLAYOFFS



Official playoff logo (horizontal)



Official playoff logo (vertical)

*IT'S RUGBY TIME,
AMERICA.*

**IT'S
PLAYOFFS
TIME, AMERICA**

CHAMPIONSHIP



Official primary logo (horizontal)



Official primary logo (vertical)

**IT'S
CHAMPIONSHIP
TIME, AMERICA**



Official secondary-location
logo (horizontal)



Official secondary-location
logo (vertical)

THESE MARKS SHOULD BE USED
SECONDARILY TO THE MAIN POST
SEASON LOGOS.

An extension of the league campaign
“It’s Rugby Time, America” Campaign,
these logo should be used thoughtfully
and considerably across select Playoff
communication in weeks leading up to
the 2024 Playoffs and during Playoffs
and Championship schedule.

Do not alter the logo in any way,
including changing the angle, colors or
dimensions. Ensure the logo stands out
from the background and is always
legible.



PLEASE REFER TO THE [LARGER GUIDE](#) FOR COLOR OPTIONS AND PLACEMENT USE.