

# THE MONTREAL IMPACT LOGO NARRATIVE

## BLUE

The team's predominant colour since its inaugural season in 1993. Refers to the colour of the provincial flag and represents Quebec. It also represents the Saint-Lawrence River, surrounding the island of Montreal.

## TOUS POUR GAGNER

The team's new motto which refers to the importance of unity for victory. Also reminds us that the club is the sum of relentless efforts from players, staff, partners and supporters who make this organization a great success.

## FLEUR DE LYS

The official emblem of Quebec found on the provincial flag and historically a symbol of the French monarchy. The fleur de lys was also used by explorer Jacques Cartier when he first sailed to America in 1534. It represents the unique francophone character of the province.

## SCARF AND UPWARD SLANT IN THE TEAM'S NAME

The scarf with the club's name represents our supporters. The upward slant symbolizes the team's steady growth and progression over the years, and its evolution in Major League Soccer. It is also a symbol of continuity, as it hints back to the Montreal Impact's inaugural logo in 1993, as well as the 2002 version that had a predominantly upward slant.



## FOUR STARS

The four stars represent the four original settlers of Montreal as illustrated on the flag of the city: the French, the English, the Irish and the Scots.

## BLACK AND BLUE STRIPES

The black and blue stripes refer to the club's first years, especially the year the club won its first championship in 1994.

## THE SHIELD

The traditional shield shape of the logo is consistent with the shape of soccer logos around the world. It is also a derivative of the City of Montreal's shield.

## SILVER

The silver used in the logo represents the silver background used in Montreal's coat of arms.