Victorian Government Usage of Brand and Look
Discussion Paper
20 July 2004
To develop a brand strategy that allows for a hierarchy of brand rights depending upon the relationship of that organisation to Government as follows:

1. Victorian Government Departments and Business Units (Category A)
2. Victorian Government fully funded programs (Category B)
3. Non Government community organisations wishing to promote community involvement (Category C)

To develop a brandmark that can be applied to A, B, and C categories and be graphically relevant to business units, funded programs, cultural activities and community initiatives.
Figure replicates M2006 Sub Graphics

Figure is an extension of M2006 Sub Graphics
Government sub brand
Option 1 (B)
2006 COMMONWEALTH GAMES
COMMUNITY EVENT
Kit of Parts

Category A

2006 COMMONWEALTH GAMES INFRASTRUCTURE EDUCATION PROGRAM CULTURAL PROGRAM

Combined brandmark

Mascot

Marketing Typeface

Information Typeface

Legacy program brandmark

M2006 colour palette

M2006 Typeface

M2006 pictogram
Kit of Parts

Category B

2006 COMMONWEALTH GAMES COMMUNITY PROGRAM

Combined brandmark

Legacy program brandmark

Marketing Typeface

Information Typeface

M2006 colour palette

M2006 Typeface
Kit of Parts

Category C

2006 COMMONWEALTH GAMES COMMUNITY EVENTS

Legacy program brandmark

2006 COMMONWEALTH GAMES COMMUNITY EVENT

M2006 colour palette

Marketing Typeface

Information Typeface
Government sub brand Option 1 (B)

Determining brand relationships
Government sub brand Option 1 (B)

2006 COMMONWEALTH GAMES INFRASTRUCTURE

2006 COMMONWEALTH GAMES EDUCATION PROGRAM

2006 COMMONWEALTH GAMES COMMUNITY EVENT

2006 COMMONWEALTH GAMES CULTURAL PROGRAM
Government sub brand
Option 2

Determining brand relationships
Government sub brand
Option 2

2006 COMMONWEALTH GAMES INFRASTRUCTURE

2006 COMMONWEALTH GAMES EDUCATION PROGRAM

2006 COMMONWEALTH GAMES COMMUNITY EVENT

2006 COMMONWEALTH GAMES CULTURAL PROGRAM
Best Practice

Government Department

Building a better Victoria.

Melbourne will proudly host the 2006 Commonwealth Games in 2006. It will be the largest sporting event ever staged in Victoria with 6,000 athletes from 71 countries participating in 14 sports. Melbourne will proudly host the 2006 Commonwealth Games in 2006. It will be the largest sporting event ever staged in Victoria.
Best Practice

Government Department

Building a better Victoria

Melbourne will proudly host the 2006 Commonwealth Games in 2006. It will be the largest sporting event ever staged in Victoria and the 200 million dollar investment will improve the city. Melbourne will proudly host the 2006 Commonwealth Games in 2006. It will be the largest sporting event ever staged in Victoria.
Best Practice

Government Program

Specific program branding for discussion ex. Equal First
Best Practice
Community Event

Looking to a brighter future.
Melbourne will proudly host the 2006 Commonwealth Games in June. It will be the biggest sporting event ever staged in Victoria, with 6,300 athletes from 71 countries participating in 18 sports.
Best Practice

Cultural Program

Unique colour from M2006 palette
Tier 4
Basic elements

2006 COMMONWEALTH GAMES INFRASTRUCTURE
2006 COMMONWEALTH GAMES EDUCATION PROGRAM
2006 COMMONWEALTH GAMES CULTURAL PROGRAM