CGA Team Uniform Branding

Discussion Paper

10 August 2004
Uniform Branding Outline

- One of M2006's most valuable assets is its brandmark or “insignia”. It is an extremely important tool in differentiating the Games from other events and providing positive associations with all those who come in contact with it.

- The insignia consists of the Melbourne 2006 Commonwealth Games brandmark or logo, typography, special visual elements, and Games related brandmarks or logos.

- M2006 values the opportunity to work with all CGAs in the coming months to assist your efforts to promote the Commonwealth Games by the use of the M2006 insignia.

- Whilst the Host City Contract confers the right for CGAs to use the M2006 brandmark for non-commercial purposes with M2006's approval, it cannot be used in conjunction with any other third party brandmarks such as a CGA sponsor or other commercial entity.

- With respect to team uniforms and clothing, M2006 recognises the guidelines for incorporating the manufacturer’s identification as outlined in the CGF Constitution (Regulation 11).

- Whilst M2006 encourages CGAs to promote their involvement in the Games by using the M2006 insignia, CGAs must nevertheless seek approval for its use.

- CGAs are therefore strongly encouraged to contact the M2006 CGA Relations department who will explain the approvals process.
II. Rules Relating to Identification on Personal Competition Clothing and Personal Equipment

iv. Clothing: One identification of the manufacturer (logo, name, or combination) may appear on each article of clothing worn by athletes, officials or judges (vest, shorts, track-suits etc), the maximum area of which shall be 15 square centimetres with a maximum height of 4 centimetres together with the official logo of the CGA (as approved from the time by the Executive Board) and country name. No other form of advertising or sponsorship on clothing shall be permitted.
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Maximum height of manufacturers logo is 4cm with a maximum area of 15cm x 15cm.

In this case if the maximum height of the bonds logo is 4cm the maximum width would be 12cm to remain with the space limitations.
Uniform Branding
Uniform Branding

Correct Combination

M2006 and Commonwealth Games Australia brands can be grouped together with manufacturer remaining completely separate.

*note: R-Co. to supply artwork for M2006 and Commonwealth Games Australia lock up.

All three brands can also be positioned separately on the garment.
Uniform Branding

Incorrect Combination

M2006 and manufacturers brand should NOT be seen in a lock up situation.

Added sponsor brands should NOT be seen in other areas of the garment.