M2006 Venue Branding
Work in progress
10 September 2004
Venue branding reflects and draws upon the three elements of the ‘United Spirit’ – corporate colours, colour combinations and halo lines as shown.

1. Corporate Colours

![Corporate Colours Diagram]

2. Colour Combinations

![Colour Combinations Diagram]

3. Halo lines

![Halo lines Diagram]
A breakdown of elements to be included in the appropriate venues.

1. M2006 Elements

   XVIII COMMONWEALTH GAMES
   MELBOURNE

2. "United Spirit" Elements

3. Sponsors

   QANTAS
   Hudson
   Aliens Arthur Robinson

4. Directional signage

   ENTRY    EXIT  →
A breakdown of signage displays.

1. Fence Fabric

2. Coralls

3. Field of play

4. Cover up

5. Decoration

6. Banners

7. Signage

8. Spectaculars
Approach 1: Creating a grid system

The dimensions of each individual panel are shown. These outer dimensions can be further broken down to create a grid. This grid allows possibilities for various colour combinations referencing the ‘United Spirit’ colour theories.
Approach 1: Creating a grid system

Here the ‘Courage’ colour combination from the ‘United Spirit’ has been broken down according to the grid system to form its own unique panel.
Sponsor panels can also contain a striped edge to form their own connection to the look and feel of the venue, with an example shown.
The grid can be broken down into a number of colour combination formats. A few possibilities are shown.

1. PARTICIPATION colour combination

2. COURAGE colour combination

3. OPTIMISM colour combination
The halo lines can be combined within these colour combinations, representing the collective elements of the M2006 'United Spirit.'
Approach 1: Creating a grid system

Preferred formats

Breakdown of individual panels
Approach 1: Creating a grid system

Trials
Approach 1: Creating a grid system

Using the colour combination approach within a venue.
Approach 1: Creating a grid system

Using the colour combination approach within a venue.
Halo lines, weights and colours, were explored to create a feature device within the venue look and feel. The halo line feature was used in conjunction with the ‘United Spirit’ elements, with explorations shown right.
Approach 2 - Using halo lines as a feature device

Trials