ADVERTISING AND COMMUNICATION

BRANDMARK AND CAMPAIGN POSITIONING LINE

Print work should always use the Corporate reverse brandmark. The brandmark should be used in the vertical form ideally. If print sizes don’t allow for vertical position, the horizontal version may be used.

The brandmark should always be accompanied by the campaign positioning line “United By The Moment” (UBTM). This should be reversed out of M2006 green panel which links into the “Tri colour Strip” (Ref 10.3).

The size of ‘UBTM’ should be the same cap height as the date and web address inside the “Tri-Colour Strip.” (Refer to 10.3).
Another key design element that features throughout the advertising and communication work is the ‘Tri Colour Strip’. This strip highlights the core colours from the marketing colour palette and helps reinforce consistency across all communication elements.

In most cases, the strip is positioned along the base of the document area.

Please Note: The Tri Colour Strip should be used on the front cover of documents such as brochures and never within interior spreads.

The dimensions of the 3 colours are measured as follows:
Orange = x (7mm)
Yellow = 0.75 pt keyline
Green = half of x (3.5mm)

Web address and event date are housed within the ‘Tri Colour Strip’. These should sit at either end of ‘Tri Colour Panel’ – date always to right, web address on left.

Please Note: The Tri Colour Strip should be used on the front cover of documents such as brochures and never within interior spreads.

Web address should always be taken from the eps/tiff files provided, unless it appears within bodycopy in lowercase.

Date should always be taken from the eps/tiff files provided, unless it appears within bodycopy and sits to the right side of ‘Tri Colour Panel’ butted to logo.
ADVERTISING AND COMMUNICATION

HALO LINES

As outlined in this manual, the halo lines are a primary design device used to reinforce the fluidity and movement of sport and culture. Care should be taken in placing these halo lines over pictures, so as not to mask an important part of the photographic composition.

Where possible halo lines should lead the eye to the brandmark. They should be coloured M2006 Orange and M2006 Green.

Halo lines cross over pictures, but behind text and headlines. The example below shows how the Halo lines are used as a design device in their own right. They are not to be used with Sub Graphics. Also refer to section 5 (5.7).
ADVERTISING AND COMMUNICATION

Photography

Refer to Section 6 ‘Photography’ for the tone of shots being chosen.

Treatment of Sporting images
Colour images should be used within advertising print work. They should have a motion or radial blur used to create more drama within the shot. This will also create a focal point for the eye leading into the key message of the shot. It will also assist in the cleaning up of messy backgrounds.

Images should have a heightened posterised feel. This method of treatment is discretionary, and should only be applied to images that require this level of heightened visual impact.

Supporting Images, for example: Tourism. These images should evoke a positive feeling. A sense of intrigue – to want to be involved in the activity or location within the shot. Tourism images should not have any blurred treatment added. Images should be kept bright and saturated.

Radial Blur

Motion Blur
ADVERTISING AND COMMUNICATION

Colour

The M2006 Colour Palette is vibrant and celebratory. Each colour reflects unique characteristics of Melbourne and suggest a different emotion.

Refer to page 3.2 for colour specifications.

M2006 – Colour palette and photographic inspiration

- PMS 313 C
- PMS 376 C
- PMS Orange 021 C
- PMS 381 C
- PMS 1235 C
- PMS 8040 C
- PMS Yellow C
- PMS 355 C
- PMS 485 C
The M2006 Colour Palette has been co-ordinated into a series of five themes – Courage, Experience, Participation, Optimism and Celebration.

Use of colour is an important M2006 brand element. To ensure consistency of colour application and at the same time provide diversity, a series of colour combinations have been prepared, called the ‘United Spirit.’ The United Spirit reinforces the colour theory of the themes and should be applied to communications along with the M2006 halo graphic.

The ‘courage’ theme colours (which has M2006 Blue as the prime colour) is to be used on all covers and prime communications as it is the corporate look of M2006. The other four colour themes can be used on inside pages, dividers and support elements to create variety and interest.

These United Spirit colour combinations can be used in a horizontal or vertical format.

M2006 ‘United Spirit’ – Colour theory themes

M2006 ‘United Spirit’ – Colour combinations

Courage

Participation

Experience

Optimism

Celebration

The corporate look of M2006
ADVERTISING AND COMMUNICATION

COLOUR COMBINATIONS – CONFIGURATIONS

United Spirit colour combinations can appear in horizontal or vertical configurations.

Please Note: Only one theme of colours (ie, courage, participation, experience, optimism or celebration) can be chosen in combination. In the example shown below the ‘courage’ theme colours are used.

M2006 ‘United Spirit’ – Horizontal/Vertical colour configuration

This configuration is a guide and can appear on a vertical or horizontal format. The colour configuration is based upon a unit measurement (x) to ensure consistency of use.

The format of the layout design will determine the unit measurement of (x).

Configuration:
- Base block of colour
- (x) unit of colour
- 0.25(x) units of colour

M2006 ‘United Spirit’ – Horizontal and vertical combination

Colours can be combined in a horizontal and vertical format as shown. In this example the (x) value is repeated to form a horizontal panel. When using this configuration there must be a minimum clearspace of (x) from the bottom of the colour block.

This combination is particularly useful to link imagery, shown later in Best Practice Examples.

The format of the layout design will determine the unit measurement of (x).
The Advertising and Communications section has been designed to ensure consistency is achieved across all communication development.

The marketing colour palette and typefaces have been applied along with some additional design devices to encourage consistency.

Grid
The grid divides into even increments across the width of the advertisement.

HEADLINES
Sari Extra bold
Caps Only
Range Left
Tracking -40

HALO LINES
Refer to 10.4

DROP SHADOW
Refer to indesign settings

BRANDMARK
Corporate Reverse
Butt to right bottom corner
Refer to Section 2 ‘Brandmark’ for usage when producing international advertisements

WEB ADDRESS
Eps file supplied
Align with bodycopy
Distance from green panel allow half the depth of orange panel

DATE
Eps file supplied
Align with bodycopy
Same distance from trim as depth of orange panel

TRI COLOUR STRIP
Refer to 10.3

POSITIONING LINE
Eps file supplied
Distance between web address and green panel half the depth of orange panel
ADVERTISING AND COMMUNICATION

PRESS BROADSHEET AND TABLOID LAUNCH

Refer to 10.9 with the addition of body copy at the bottom of the page.

HEADLINES
Sari Extra bold
Caps Only
Range Left
Tracking -40

HALO LINES
Refer to 10.4

SUBHEADS
Sari Medium Caps
Caps Only
Range Left
Tracking -40

BACKGROUND
75% tint of M2006 Blue.

BODYCOPY
Meta Normal LF Roman
Upper & lower case
Range Left
Tracking -40
Leading - double the point size. eg: 7 pt - 14 leading

WEB ADDRESS
Eps file supplied
Align with bodycopy
Distance from green panel allow half the depth of orange panel

DATE
Eps file supplied
Align with bodycopy
Same distance from trim as depth of orange panel

TAG LINE
Eps file supplied
Distance between web address and green panel half the depth of orange panel
These templates follow the same guidelines as 10.9 - 10.10, with the addition of images to the right of the page.

**HEADLINES**
Sari Extra bold  
Caps Only  
Range Right  
Tracking -40

**HALO LINES**
Refer to 10.4

**SUBHEADS**
Sari Medium Caps  
Caps Only  
Range Left  
Tracking -40

**BACKGROUND**
75% tint of M2006 Blue.

**BODYCOPY**
Meta Normal LF Roman  
Upper & lower case  
Range Left  
Tracking -40  
Leading - double the point size, eg: 7 pt - 14 leading

**WEB ADDRESS**
Eps file supplied  
Align with bodycopy  
Distance from green panel allow half the depth of orange panel

**DATE**
Eps file supplied  
Align with bodycopy  
Same distance from trim as depth of orange panel

**TOURISM IMAGES**
Should only be used for interstate and regional advertisements

**BRANDMARK**
Corporate Reverse Brandmark  
Butt to right/bottom corner  
Refer to Section 2 ‘Brandmark’ for usage when producing international advertisements

**TAGLINE**
Eps file supplied

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Melbourne 2006 Commonwealth Games Visual Identity Guidelines  
December 2003 © Melbourne 2006 Commonwealth Games Corporation
ADVERTISING AND COMMUNICATION

PRESS – HALF PAGE HORIZONTAL

The same principles apply to bodycopy, subheads, headlines, halo lines and ‘Tri Colour Strip’ as detailed in 10.9 - 10.11.

Logo

The horizontal brandmark can be used for this format. It should be 1/3 of the advertisements width.

Dual Branding

Refer to section x, page xx.

IMAGES

Images can be used in any configuration within the width of brandmark, maximum 8 images.
The same principles apply to halo lines, headline and ‘Tri Colour Strip’ as print work (10.9 - 10.11)

Grid
Divide the width of the outdoor site into equal parts, 5 or 6 parts depending on size.

Logo
Logo should butt to right, and occupy one of the even parts of the grid. If brandmark doesn’t fill the depth of size, extend the M2006 blue to trim.

Halo Lines
Halos may need adjusting to the width of line, this will need to be done by eye, depending on the size of the outdoor sight.

BRANDMARK
Extend M2006 Blue of brandmark up to trim.
ADVERTISING AND COMMUNICATION

MAGAZINE DPS - TOURISM

The same principles apply to bodycopy, subheads, headlines, halo lines and “Tri Colour Strip” as detailed in 10.9 - 10.11.

Logo
The horizontal brandmark can be used for this format.

Grid
Divide the DPS into 1/2 and 1/4 again for smaller images. Smaller images can be used in any configuration within the measure of the brandmark.

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CAPTIONS
Meta Bold LF (roman)
Caps Lowercase
Reverse out of image or positive
ADVERTISING AND COMMUNICATION

SMALL SPACE ADS

Small Space Ads are ideal for Recruitment purposes. Use halo lines for maximum effect as shown.
ADVERTISING AND COMMUNICATION

OTHER EXAMPLES AND HOW IMAGES WORK WITHIN LAYOUT

UNIFIED BY THE MOMENT.

THE BIG MOMENT IS COMING.

278 x 355mm

380 x 140mm

260 x 200mm

262 x 200mm

242 x 380mm
Print communication – dl brochure

The DL brochure layout incorporates the use of the 'Tri Colour Strip', halo brandmark and positioning line as detailed in 10.1 - 10.3.

As shown below, the 'Tri Colour Strip' is only used on the front and back of the brochure. On the interior spreads the horizontal and vertical approach has been taken to create a link between images, text and pages. Specifications on page 10.8.

HEADLINES
38pt Sari Extra bold
34 pt leading
Caps Only
Range Left

DROP SHADOW
Refer to indesign settings

BRANDMARK
1/3 of the width of the brochure cover.

TRI COLOUR STRIP
See 10.3

CROSS HEADINGS
14pt Sari Extra Bold
14pt leading
Range left
Black text

BODY COPY
8pt Meta Normal LF (roman)
14pt leading
Range left
Black text

MARGINS
Allow 10mm from edge

HALO LINES
Ensure these cross over pictures, but sit behind text and headlines.
ADVERTISING AND COMMUNICATION

Print communication – A4 brochure/magazine

Magazine and brochure work may require a versatile grid that can work on a number of different levels. The sample layout below shows a feature story based on a 3 column grid format.

The use of section headers and headlines can be used together, or individually depending on the nature of the information conveyed.

OUTER

HEADLINES & MASTHEADS
Sari Extra bold
Caps only
Range left

DROP SHADOW
Refer to indesign settings

BROCHURE/MAGAZINE
COVERLINES
Sari Bold upper & lower case
Drop shadow - adjust the X & Y offsets and blur amount so that it has a similar relationship to the type as in the headline.

BRANDMARK
1/ of the width of the brochure cover.

INNER

AQUARIUS

In the Deep End.

10.4

SECTION HEADER
Magazine and brochure work may require this area.

15pt Sari Regular

INTRO COPY
16pt Meta Normal LF (roman)

14pt leading

Range left

THE GRID
3 column grid

BODY COPY

8pt Meta Normal LF (roman)

14pt leading

Range left

Black text

MARGINS

Allow 6mm from edge of page or from Tri Colour Strip.

See pink guidelines above.

HALO LINES

See Ref: 10.4

DISPLAY QUOTES

Meta Bold LF (roman)
ADVERTISING AND COMMUNICATION

PRINT COMMUNICATION – MEDIA KIT SAMPLE SELECTION

It’s about history. The present athletes of the age coming together to create a legacy of what’s to come, they taste and embrace, their stories will be told. Theirs will be acknowledged. Theirs will be directed in memories of a lifetime. Melbourne’s Commonwealth Games have a story to tell, a history to be told at a time when the world’s greatest sporting nations will come together for the first time.

There are a handful of global sporting events that allow us to witness the world’s greatest sporting nations come together. The Commonwealth Games is one of them, and it’s the only one that merges both traditional and new-age cultures, customs, fashions, passion, history, in water, on land and in the air.

The Commonwealth Games enjoys a fascinating history of competitive sporting from remarkable heights, major achievements and iconic events. Melbourne 2006 is the only one to feature the nine sports at history. Think of Australia’s Ben Sheehan winning his second medal at 10km in 1958, where Malaysia’s Jonatha Hadi Khalid, the 1948 Olympic Games, the British Empire Games in Britain, the 1954 Commonwealth Games in Pakistan, the Australian Silver Medalist at 18km in 1958, Australia’s first medalist for Melbourne 2006. The only dual finishing for the gold medal in major championship history.

If history is any guidance, Melbourne 2006 will add its own stories to the list of remarkable sporting moments. Melbourne will be the next town, and the world’s sporting heritage will continue to be celebrated by those who have taken steps in the last to be the best in the Commonwealth.

As we said at the start, you need to be there.

In March 2006, the world’s sporting attention will turn to Melbourne, Australia. Many of the world’s greatest athletes, representing 71 nations and a third of the world’s population, will compete in the XVIII Commonwealth Games. Melbourne has a sporting history that stretches back to the 1800s, so that coupled with the rich sporting heritage of the Commonwealth Games - will make for an event that will thrill entire nations.

www.melbourne2006.com.au

NEXT STOP MELBOURNE

MELBOURNE 2006 COMMONWEALTH GAMES VISUAL IDENTITY GUIDELINES December 2003 © Melbourne 2006 Commonwealth Games Corporation

10.19
**ADVERTISING AND COMMUNICATION**

**PRINT COMMUNICATION – BEST PRACTICE SAMPLE SELECTION**

Double page spreads from the M2006 Sponsor Family Welcome Pack.

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**Introductory Information**

The Melbourne 1956 Olympic Games had 3,184 athletes competing in 15 sports. It is anticipated that 4,500 athletes will compete in Melbourne in 16 sports and 24 disciplines.

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**Key Objectives**

- Conduct the competitions to the highest possible standard.
- Ensure the athletes and officials, staff, volunteers and spectators enjoy a safe, secure and memorable Games experience.
- Involve and enthuse the people of Melbourne, Victoria & Australia.
- Fulfill commercial targets by providing high quality investment opportunities and superior customer service levels.
- Ensure that media coverage of the Games is positive and comprehensive.
- Achieve a unique product position.
- Reinforce appreciation of the value of the Commonwealth and the Commonwealth Games.
- Leave behind valuable legacies.
- Maintain a high level of financial probity and accountability and provide value for money for the Government of Victoria & other partners.

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**Games Contribution**

- Enhancing Melbourne’s reputation
- Creating benefits and legacies for Melbourne
- Developing a positive legacy for the Commonwealth Games
- Promoting sport for health and social cohesion
- Supporting Australia’s role in the Commonwealth
- Economic impact
  - Jobs stimulus
  - Community confidence
  - Regional image
  - Economic output
- Sports participation
- Powerful tourism opportunity
  - 90,000 visitors forecast to visit Melbourne (50,000 Domestic, 40,000 International)