Melbourne 2006
Commonwealth Games
Brand identity presentation to Board
Today’s objectives

- The journey to date and stakeholder insights
- Melbourne 2006 logo recommendation
- Melbourne 2006 look and feel recommendation
- Appointed as design consultancy for the identity task.
- Research debrief from Sweeney to review pros and cons of earlier pitch designs.
- Interviews with major M2006 stakeholders to learn the ‘vision for the Games’.
- Strategic positioning for visual identity based upon “a celebration of sport and culture” approved by CEO.
- Explored 100s of conceptual creative ideas.
- 12 conceptual design options reviewed by executive team.
- Development of three interpretations of the preferred conceptual direction.
- Presentation to executive, Chairman, Marketing Committee and Government. Comments noted and incorporated into final recommendation.
- Research undertaken
Research learnings

Primary focus on sport
An elite competition
Dynamic, energetic, exciting

Moment in time
Historically significant
Once in a lifetime opportunity

Relaxed, informal
Not corporate or official
A contemporary people’s event

Fun and bounce
Friendly, engaging, uplifting
Research learnings

Australian
International recognition, national ownership
Avoid “outback” clichés

Subtle Melbourne reference
There if you look for it

Melbourne style
Our city and how we stage events
Sophisticated, modern, cosmopolitan
<table>
<thead>
<tr>
<th>Logo parameters</th>
<th>Look</th>
<th>Feel</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Simple</td>
<td>Accessible</td>
</tr>
<tr>
<td></td>
<td>Dynamic</td>
<td>Vibrant</td>
</tr>
<tr>
<td></td>
<td>Contemporary</td>
<td>Cosmopolitan</td>
</tr>
<tr>
<td></td>
<td>fresh and vital</td>
<td>Tomorrow</td>
</tr>
<tr>
<td></td>
<td>Optimistic</td>
<td>Youthful</td>
</tr>
<tr>
<td></td>
<td>Mutual</td>
<td>Friendly</td>
</tr>
<tr>
<td></td>
<td>human</td>
<td>embracing</td>
</tr>
</tbody>
</table>
Branding challenge

Elite sport
Commonwealth
Australia
Melbourne
M2006
Bringing it all together

A celebration of sport and culture

- participation
- sportmanship

young optimism
Into a big creative idea
Winning together

Shared passion for sport
Burning motivation to excel
Inspired by brilliant performance
Intense emotional experience
Rewarding outcomes
Melbourne 2006

A celebration of sport and culture
They’re a multitude of cultures
yet united by one dream
They’re separated by experience
yet bound together by passion
Each will strive for their personal best
yet share in the spirit of excellence
They’ll come from across the globe
across the nation
across the street
joined together for a moment in time
celebrate as one great tribe
united by dreams and passion and spirit
They’ll come together in a place
full of fun and life and sophistication
where everyone is welcome
to participate in making new history
They'll discover the unexpected
and leave with lasting memories
of a once in a lifetime experience
and a place they long to revisit.
They might not all come first,
yet they will all be winners.
Winning through sportsmanship;
through community participation
through commitment
and the experience of excellence.
Joined together in celebration
of a proud and special history
of a proud and special history
of exciting new beginnings,
of sporting excellence
of cultural achievements.
of cultural achievements,
MELBOURNE 2006
THE LOOK AND FEEL OF

MELBOURNE

2006

THE XVIII COMMONWEALTH GAMES

AUSTRALIA
Kit of parts

Brandmark

Colour Palette

Typography

Display Typeface

Information Typeface

Sub graphic style

Photographic style

Pictograms
Master Brandmark – Melbourne 2006 configuration
Master Brandmark – Melbourne 2006 configuration – Reverse
Master Brandmark – Melbourne 2006 config – Single colour – Reverse
Master Brandmark – Melbourne 2006 configuration – Single colour
Configurations
Co-branding treatment
Figure linework comparison

Version presented to Marketing Committee
29/01/03

Latest version
incorporating new figure line work
Kit of parts – Colour Palette

Master colours

Event colours

Premium colour
Kit of parts – Typography

**Marketing Typeface**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Information Typeface**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Kit of parts – Sub graphic style

Athletic spirit graphic

Spirit halo graphic

Athletic spirit movement sequence
Kit of parts – Photographic style

Dramatic sport imagery – Full colour

Stylish detailed imagery – Duotone
Kit of parts – Pictograms
MELBOURNE 2006
THE XVIII COMMONWEALTH GAMES
Lorum ipsum

Consequat illum dolore dolore eu fugiat nulla velit

At vero eos et accusam et justo

Consequat illum dolore eu fugiat nulla

Lorem ipsum

Consequat illum dolore eu fugiat nulla

At vero eos et accusam et justo

Consequat illum dolore eu fugiat nulla

At vero eos et accusam et justo

Consequat illum dolore eu fugiat nulla

At vero eos et accusam et justo

At vero eos et accusam et justo

At vero eos et accusam et justo

At vero eos et accusam et justo

Praesent

Consequat illum dolore

Accusam et justo
The finest athletes in the Commonwealth trained at this facility during the Melbourne 2006 Commonwealth Games.
Vehicle treatment
Cultural program graphics
Cultural program graphics
Cultural program graphics