Visual Identity Guidelines
Melbourne 2006 will be the best Commonwealth Games ever and the greatest event staged in Melbourne since the 1956 Olympics.
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To ensure integrity of all images, applications must be submitted for approval by M2006 by following the steps set out in these guidelines or in accordance with any contract you have entered into with M2006 before any use of the Intellectual Property.

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VISUAL IDENTITY OVERVIEW
**HOW TO USE THESE GUIDELINES**

**Understanding this document and its contents**

This document explains the Melbourne 2006 Commonwealth Games (M2006) creative concept and provides detailed guidelines for application of the M2006 Visual Identity.

The initial sections outline the creative strategy and overview core components of the Visual Identity. They explain how to adapt the core creative concept to specific branding and communications briefs and how to apply the Visual Identity to specific creative tasks.

The creative idea that underpins the Visual Identity embraces every aspect of the M2006 experience. It provides the flexible, inspirational starting point for developing powerful and original executions from the most elite and glossy to the most basic and earthy. Every creative development associated with M2006 must be evolved from this one starting point, to ensure overall integrity and clarity of the M2006 Visual Identity.

The guidelines consistently distinguish between Official, Corporate and Marketing Looks (see page 1.6). This three tier system is integral to the Visual Identity and M2006 should be consulted if there is any uncertainty about which tier is appropriate in a particular circumstance.

Please refer to the table below to identify the most relevant section of the guidelines for particular needs.

1. **VISUAL IDENTITY OVERVIEW**
   - What is the M2006 brand essence and how should this be creatively interpreted?
   - What are the visual elements that make up the M2006 Visual Identity?
   - How does the Visual Identity differ across different audience types?
   - How to determine which type of Audience Look is appropriate

2. **BRANDMARK**
   - What does the Brandmark and its component elements represent?
   - Which one of the different Brandmark versions should be used?
   - Where should the Brandmark be placed and how should it be positioned in relation to other visual elements?

3. **COLOUR PALETTE**
   - What colours are available and how and when should they be used?

4. **TYPOGRAPHY**
   - What typefaces are available and how and when should they be used?

5. **SUBGRAPHICS**
   - What other visual elements are available and how and when should they be used?

6. **PHOTOGRAPHY**
   - What selection criteria of photography should be used?
   - How should photography be treated as a visual element?

7. **PICTOGRAMS**
   - When and how should pictograms be used?
   - How do the pictograms differ from the subgraphics?

A. **DIGITAL ARTWORK**
   - What digital artwork files are available?

S. **SPONSORSHIP**
   - What visual elements can partners, sponsors and providers use?

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**Prefered' icon:**

‘Preferred’ tick icons appear throughout these guidelines. These icons indicate the preferred option (Brandmark, colour combination, etc.) to choose when designing an application. By correctly using ‘preferred’ options, proposed applications will be approved more efficiently.

**More information’ icon:**

‘More information’ magnifying glass icons accompanied by adjoining page number references also appear throughout these guidelines. These icons give suggestions for where to look for further information on details of use or specifications.
M2006 will be positioned as a celebration of sport and culture.

As an elite sporting event, the Commonwealth Games have long provided a unique opportunity for aspiring young sports people to compete alongside some of the world’s best.

They are also distinguished by their unique spirit of sportsmanship, which reflects the Commonwealth values of fair play and mutual respect – values shared by all its members despite their diverse origins and histories.

M2006 will extend Australia’s proud tradition of hospitality, which underpins our reputation as the most friendly and welcoming of hosts, always eager for visitors to experience the pleasures of our relaxed, outdoors lifestyle.

Set within Australia’s sporting and cultural capital, M2006 will be invigorated by Melburnians’ passion for sporting and cultural participation, and enhanced by Melbourne’s worldly style.

M2006 aims to set a new standard for excellence and excitement; to reawaken an enthusiasm for the Commonwealth Games that will endure long after the event itself.

M2006 is all about celebrating our shared passion for participation, our common ideal of sportsmanship and the enduring spirit of youthful optimism that drives us all to strive for excellence.

In essence, M2006 celebrates the opportunity for everyone to win, by embracing the ideal of Winning Together.
VISUAL IDENTITY CONCEPT

THE CREATIVE EXPRESSION OF WINNING TOGETHER

The M2006 Visual Identity concept encapsulates the emotional heart of Winning Together.

The shared passion that motivates brilliant performance is portrayed as a glowing inner spirit.

The intense experience of achieving excellence is captured as vital moments in time.

We refer to this creative idea as Unifying Spirit.

Unifying Spirit

Visual Inspirations

Thermal imaging

Motion analysis

Youthful optimism

Melbourne sporting passion

Melbourne contemporary style
VISUAL IDENTITY OVERVIEW

THE SIX VISUAL ELEMENTS OF THE VISUAL IDENTITY

The M2006 Visual Identity consists of six visual elements. These visual elements are the Brandmark, Colour Palette, Typography, Subgraphics, Photography and Pictograms.

These six visual elements have been designed so they can be combined in creative ways whilst remaining distinctive parts of the broader M2006 Visual Identity. Some applications may require the use of only one element whilst others may utilise all six.

These guidelines give detailed specifications for the six visual elements and include application examples to demonstrate ‘best practice’ of how they should be combined under different circumstances.

M2006 VISUAL IDENTITY ELEMENTS

Brandmark

Colour Palette

Marketing Typeface

Information Typeface

Typography

Subgraphics

Photography

Pictograms
VISUAL IDENTITY ‘AUDIENCE LOOKS’

CHOOING THE APPROPRIATE LOOK FOR PARTICULAR AUDIENCES

When designing an application the audience to whom the communication is targeted must firstly be identified. This is important as it will determine which visual elements are available and how to use them to create your communication.

Three broad audience types have been identified. By combining available visual elements the appropriate ‘Look’ for each audience will be communicated.

<table>
<thead>
<tr>
<th>Official Look</th>
<th>Corporate Look</th>
<th>Marketing Look</th>
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</table>

The Official Look is appropriate to all ceremonial and official communications, including plaques, commemorative pins, invitations, stationery, etc.

‘Corporate Look’
The Corporate Look is appropriate to all business to business communications, including reports, newsletters, staff uniforms, etc.

Examples for each Audience Look appear on the following pages.

<table>
<thead>
<tr>
<th>Brandmark</th>
<th>Colour Palette</th>
<th>Typography</th>
<th>Subgraphics</th>
<th>Photography</th>
<th>Pictograms</th>
</tr>
</thead>
<tbody>
<tr>
<td>M2006 Silver or full colour brandmarks only.</td>
<td>Restricted palette, predominantly unique M2006 Silver and white.</td>
<td>Information typeface only including unique Caps and Small Caps treatment.</td>
<td>Subgraphics must not be used.</td>
<td>Unique M2006 Silver and black duotoned photographs only.</td>
<td>Pictograms must not be used.</td>
</tr>
<tr>
<td>Full colour positive and reverse brandmarks only.</td>
<td>Restricted palette, predominantly white. M2006 Silver must not be used.</td>
<td>Information typeface only.</td>
<td>Only restricted ‘halo’ subgraphics can be used.</td>
<td>Both full colour and unique M2006 Blue duotoned photos can be used.</td>
<td>Pictograms must not be used.</td>
</tr>
<tr>
<td>Full colour and one colour white reverse brandmarks are preferred.</td>
<td>Full palette. M2006 Silver must not be used.</td>
<td>Marketing and Information typefaces can be used.</td>
<td>All subgraphics can be used.</td>
<td>Only full colour photography can be used.</td>
<td>Pictograms can be used.</td>
</tr>
</tbody>
</table>
OFFICIAL LOOK – BEST PRACTICE EXAMPLES

COMBINING APPROPRIATE VISUAL ELEMENTS TO ACHIEVE THE OFFICIAL LOOK

As the premium expression of the Visual Identity, the Official Look acknowledges the stature and historic significance of the Commonwealth Games.

Dignified and classic in appearance, the Official Look is achieved by combining visual elements in a considered way.

Typical situations where the Official Look is appropriate include facility openings, award ceremonies, dignitary functions and official gifts.

All Official Look applications must be elegant, understated designs dominated by large areas of solid M2006 Silver or white. As the primary identifying element of Official Look, the size and placement of the M2006 Brandmark must be carefully considered. M2006 Silver Brandmarks may be used where appropriate.

High quality embellishments such as metallic inks, foil stamping, embossing and premium paper stocks are encouraged for the Official Look.

The following two pages of examples demonstrate how the visual elements of the Official Look can be combined to achieve a distinguished look.
OFFICIAL LOOK – BEST PRACTICE EXAMPLES

COMBINING APPROPRIATE VISUAL ELEMENTS TO ACHIEVE THE OFFICIAL LOOK

Official business card

Official invitation

Official commemorative plaque
CORPORATE LOOK – BEST PRACTICE EXAMPLES

COMBINING APPROPRIATE VISUAL ELEMENTS TO ACHIEVE THE CORPORATE LOOK

A confident, considered expression of the Visual Identity, the Corporate Look is the business face of M2006.

Energetic in appearance, the Corporate Look is distinguished by using a balance of dynamic visual elements such as the Halo subgraphic and core M2006 visual elements such as the M2006 Blue.

Typical situations where the Corporate Look is appropriate include reports, newsletters, courtesy vehicles and staff uniforms.

All Corporate applications must be practical, purposeful designs. M2006 Blue or white must be used as the dominant colours, whilst M2006 Orange and Green can add lively accents. The Halo subgraphic can be used in either a subtle manner (see report cover below), or with vitality when combined and overlapped, as shown in the banners below.

The following two pages of examples demonstrate how the visual elements determined for the Corporate Look can be combined to achieve a dynamic and professional look.
CORPORATE LOOK – BEST PRACTICE EXAMPLES

COMBINING APPROPRIATE VISUAL ELEMENTS TO ACHIEVE THE CORPORATE LOOK
MARKETING LOOK – BEST PRACTICE EXAMPLES

Combining appropriate visual elements to achieve the Marketing Look

Vibrant and lively, the Marketing Look is the youthful, optimistic face of M2006. In the lead up to M2006 the Marketing Look will generate excitement and vitality for the event, enveloping Melbourne in swathes of colour and movement.

The Marketing Look combines the Athletic Spirit Subgraphics with dynamic colour schemes to create energetic communications.

The Marketing Look is appropriate for applications including public area banners, websites, advertising, brochures and programmes.

All Marketing applications should generate a sense of infectious enthusiasm by using large areas of bold colour, dynamic combinations of the Athletic Spirit Subgraphic and considered placement of the Brandmark. Pictograms may be used for public way-finding, signage, etc.

The following two pages of examples demonstrate how the visual elements of the Marketing Look can be combined.
MARKETING LOOK– BEST PRACTICE EXAMPLES

COMBINING APPROPRIATE VISUAL ELEMENTS TO ACHIEVE THE MARKETING LOOK

Website

Bumper sticker

T-shirts
The M2006 Brandmark conveys the essence of Melbourne – sophisticated, cosmopolitan, modern and friendly. The design also captures Melburnians’ love of the arts and their passion for all things sporting.

The M2006 Brandmark is formed by three key elements – the Symbol, the Wordmark and the Commonwealth Games Federation Bar Emblem.

Symbol
Two joined figures, one leaping, one running, represent a celebration of sport and culture. The illustrative style represents athletic spirit and energy. The joined figures also subtly form the letter ‘M’.

The leaping figure symbolises the exuberance and grace of cultural celebrations – a key part of the M2006 experience.

The running figure represents athletic power and the pursuit of excellence. Driving forward, the figure is determined and focussed. The orange and red reflect the powerful athletic spirit.

The colours are celebratory, vibrant and optimistic, and evoke feelings of both Melbourne and Australia.

Wordmark
Although the typography is contemporary, it retains a stature that reflects Melbourne’s traditional heritage. The sea-blue of the typography reflects the waters of Melbourne and Victoria’s southern coastlines.

Commonwealth Games Federation Bar Emblem
Underpinning these elements is the Commonwealth Games Federation Bar Emblem. The Bar represents the Commonwealth Games’ effort to raise the bar of sport for all humanity. The three central converging points represent the trinity of ideals the Games embraces: Humanity, Equality and Destiny.

These three key elements form a Brandmark that embodies the character of Melbourne and sends an invitation to the world to join in the celebrations of M2006.
The Full Colour Brandmark on a white background is the preferred version and should be used wherever possible.

It is made up of seven colours – M2006 Blue, M2006 Mid Green, M2006 Dark Green, M2006 Orange, M2006 Red, M2006 Yellow and black.

The Full Colour Brandmark may be reproduced in Pantone® (spot) colour, 4 colour process (CMYK), RGB and websafe values as described below. The Pantone® colours specified below are for reproduction on coated (C) paper stock. When printed on uncoated paper stock, these colours must be matched to Pantone® coated colours.

Colour for all reproduction methods (vinyl, paint, fabrics, embroidery, cotton, plastics, etc.) must be matched as closely as possible to Pantone® coated colours prior to printing or production.

All digital media (TV, electronic scoreboards, websites, Powerpoint, projection etc.) should use the RGB values below as a guide only, as adjustments may need to be made to compensate for lighting or technology-specific variances. Visually match all digital imagery to Pantone® coated colours where possible.

For information on reproducing the Full Colour Brandmark on a non-white background, refer to page 2.4 ‘Reversed’ and page 2.9 ‘Tonal or photographic backgrounds’.

The Full Colour Brandmark may not be reproduced in any colours other than those shown in these guidelines.
FULL COLOUR BRANDMARK – REVERSE

**Colour Treatment and Use**

The Full Colour Brandmark - Reverse version consists of the full colour Symbol, a white Wordmark and CGF emblem on a M2006 Blue background field. The background field may be sized to suit the application – its minimum size should adhere to the clearspace specifications detailed on page 2.10 of these guidelines.

The Full Colour Brandmark - Reverse may also be reproduced on a tonal or photographic background where the tones in the background enhance the Brandmark or are similar to M2006 Blue – please refer to page 2.9 of these guidelines for examples.

The Full Colour Brandmark - Reverse may not be reproduced in any colours other than those shown in these guidelines. It may not be reproduced on any other solid background colour than M2006 Blue. It may not be reproduced on tonal or photographic backgrounds in ways other than those shown in these guidelines.

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The M2006 Blue field may be sized to suit the application; clearspace specifications determine its minimum size (shown here).
The One Colour Brandmark on a white background is used wherever reproduction methods are restricted to one colour.

It has two versions – solid and tonal – which are made up of either M2006 Blue values, black values and M2006 Silver values (for Official Look use only).

The solid version is used when the Brandmark needs to have immediate visual impact in the application. The solid version must also be used when reproduced at small sizes and where the quality of reproduction is doubtful.

The One Colour Brandmark may not be reproduced in any colours other than those shown in these guidelines.

Ensure that the correct digital artwork file is used when reproducing the Brandmark – please refer to Section A for a list of the supplied artwork files.

Tonal version

The tonal version of the M2006 Brandmark can be used at large sizes in applications such as full page newspaper advertisements, or at smaller sizes where reproduction quality can be assured. All designs that use the tonal version must be approved by M2006 Marketing prior to production.
ONE COLOUR BRANDMARK – REVERSE

SOLID AND TONAL COLOUR

The solid version of the One Colour Brandmark can be reversed from a solid background field of one of the preferred M2006 colours – M2006 Blue, black, M2006 Mid Green, M2006 Orange, M2006 Light Green, M2006 Mid Orange and M2006 Silver (for Official Look use only).

The background field may be sized to suit the application – its minimum size should adhere to the clearspace specifications detailed on page 2.10 of these guidelines.

The reversed One Colour Brandmark may also be reproduced on a tonal or photographic background. See page 2.9.

Tonal version
The tonal version of the One Colour Brandmark can be reversed on a solid background field on M2006 Blue or black. The tonal version can only be used when reproduction quality can be assured. All designs that use the tonal version must be approved by M2006 Marketing prior to production.

*The background field may be sized to suit the application – clearspace specifications determine its minimum size
BRANDMARK CONFIGURATIONS

MAIN CONFIGURATIONS AND THEIR USE

There are three main configurations of the Brandmark to suit different applications and audiences.

Version A
Version A of the Brandmark is considered the Master version and should be used in all applications wherever possible. It is used primarily for Australian audiences.

Version B
Version B of the Brandmark is used for small size reproduction or where the quality of reproduction is doubtful – for this reason it does not display the smaller type lines ‘XVIII Commonwealth Games’ or ‘Australia’.

Please note: the line ‘XVIII Commonwealth Games’ should appear elsewhere in the same field of view when using Version B.

Version C – International use only
Version C of the Brandmark has the addition of the word ‘Australia’. It is to be used only for international communications.

In versions A, B and C, the vertical versions are preferred and should be used wherever possible. The horizontal versions may be used if the vertical is not appropriate to the available space.
Specific preferred colour treatments of the M2006 Brandmark have been determined for each of the three Audience Looks so that they are consistent to the status and tone of voice for each Look.

Official Look
The preferred colour treatment for the Official Look is M2006 Silver, chosen to recognise the stature of this audience. In instances where M2006 Silver reproduction is not available, the Full Colour Positive version on a white background should be used.

Corporate Look
The preferred colour treatment for Corporate Look is the Full Colour Brandmark in either positive or reversed. These combine well with the dominant M2006 Blue and white of the Corporate Colour Palette. The single colour M2006 Blue may be used in single colour applications.

Marketing Look
The preferred colour treatment for Marketing Look is either the white reversed or Full Colour Reversed Brandmark. As all Marketing applications use a dominant single background colour, the reversed Brandmarks can be incorporated with ease.

Although the Brandmark treatments outlined are preferred, other options may be used when printing or production processes do not permit preferred Brandmark use.
The M2006 Brandmark can be reproduced with care on a tonal or photographic background.

The key considerations when doing this are:

- clarity and legibility of the Brandmark are maintained at all times
- no background details interfere with the Brandmark in any way

Take care to choose the most appropriate Brandmark for the application.

On full colour images the preferred solution is to use the reversed One Colour Brandmark, in the solid version (white).

Please note: the reversed Full Colour Brandmark should only be used on an image which is relatively free of contrast variation and background detail – example shown below.

Ensure that clearspace and minimum size specifications are adhered to at all times – please refer to pages 2.10 and 2.11 of these guidelines.
BRANDMARK CLEARSPACE

CLEARSPACE

Clearspace is the minimum area surrounding the Brandmark which must remain clear of any other visual elements or text. Wherever possible, create more clearspace around the Brandmark than the minimum specified here. Each of the Brandmark configurations uses a slightly different method to determine its clearspace.

Vertical – Applicable to full colour, tonal and solid versions of the brandmark

The supplied digital artwork files have clearspace guides built into them. These clearspace guides must be adhered to for full colour, tonal and solid versions of the Brandmark.

Horizontal – Applicable to full colour, tonal and solid versions of the brandmark
BRANDMARK MINIMUM SIZE

Minimum size specifications ensure that the Brandmark remains clearly legible in all applications and all methods of reproduction.

Each of the Brandmark configurations has a different minimum size specification as shown here.

These minimum sizes must be adhered to for full colour, tonal and solid versions of the Brandmark.

Please note: In cases when the Brandmark must be reproduced at a size less than standard minimum, only Version B may be used and only in one solid colour or reversed to white.

Minimum size vertical – Applicable to full colour, tonal and solid versions of the brandmark

![Version A](20mm)  
![Version B](12mm)  
![Version C](20mm)

Minimum size horizontal – Applicable to full colour, tonal and solid versions of the brandmark

![Version A](17mm)  
![Version B](17mm)  
![Version C](17mm)

Less than standard minimum size – Version B solid horizontal and vertical versions only

![Version B](10mm)  
![Version B](8mm)
BRANDMARK INCORRECT USE

Care must be taken to avoid incorrect use of the M2006 Brandmark, examples of which appear below.

Such use can weaken or damage the integrity, impact and consistency of the Brandmark.

To ensure high quality results it is important to follow the recommendations set out in these guidelines.
‘TM’ TRADEMARK AND ‘©’ COPYRIGHT SYMBOL

POSITIONING AND MINIMUM SIZE

The M2006 Brandmark depicted in these guidelines is the exclusive property of Melbourne 2006 Commonwealth Games Corporation. It is protected under trademark and copyright laws.

Use of the M2006 Brandmark must comply with the standards outlined in these guidelines.

The digital artwork of the Brandmark provided with these guidelines includes the correct size and placement of the ‘TM’ and ‘©’ symbols. This artwork will be appropriate for most applications of the Brandmark when used larger than minimum size.

However, in instances where the Brandmark is applied at its minimum size, the ‘TM’ and ‘©’ in the digital artwork must be enlarged to maintain legibility. When altered, the ‘TM’ and ‘©’ must be no smaller than 3pt.

See the examples below for recommended sizes and placements.
DATES OF EVENT CONFIGURATION

USE AND POSITIONING

M2006 Dates of Event text, ‘15-26 March 2006’ has been developed as a stand alone digital artwork file that can be included on an application when dates are required.

The Dates of Event text must not be locked up with the Brandmark, and must be positioned outside of the Brandmark’s clearspace. The Dates of Event text must also appear on a different colour background to the Brandmark.

The examples below demonstrate possible treatment and positioning options for the Dates of Event text.

15-26 MARCH 2006

Dates of event digital artwork

Horizontal configuration

Vertical configuration

Extreme horizontal configuration
BRANDMARK PLACEMENT

RECOMMENDED PLACEMENT

When positioning the M2006 Brandmark on an application, it is recommended that it is placed at the top right hand corner for maximum visibility.

In some circumstances such as the back of a brochure, the Brandmark may be centred on the page.

In instances where top right corner or centre positioning is not appropriate, other positions are acceptable, however background details must not detract from the Brandmark’s impact.
COLOUR PALETTE
The M2006 Colour Palette is vibrant and celebratory. All the colours have been chosen for their relevance to Melbourne’s physical beauty, cultural heritage and the excitement of Melbourne at Games time.

The M2006 White represents the sophistication of Melbourne, while M2006 Blue reflects the Bay and coastline that surround Melbourne. M2006 Mid Green and Orange reflect Melbourne’s reputation as a parkland city, bathed in the sun’s warm glow. M2006 Light Green and Mid Orange are vivid and energetic, reflecting the spirit and enthusiasm of the athletes and spectators alike. M2006 Silver, dignified and restrained, recognises the heritage and stature of historic Melbourne. M2006 Yellow, Dark Green and Red, are used exclusively in the Brandmark, and complement M2006 Light Green and Mid Orange.

M2006 Blue is the primary brand colour. It is a unique brand asset that assists in differentiating M2006 in the marketplace. It is vital that printers and manufacturers ensure that an accurate colour match is achieved using the M2006 colour specifications across all applications using a variety of mediums (offset, digital, screen etc).

When printing or manufacturing material that requires colour balances to be manipulated, the M2006 Brand colours must remain true to specifications.

Pantone® (spot) colour, 4 colour process (CMYK), RGB and websafe values for all colours appear below. The Pantone® colours specified below are for reproduction on coated (C) paper stock. When printed on uncoated paper stock, the colours must be matched to Pantone® coated colours.

Colour for all reproduction methods (vinyl, paint, fabrics, embroidery, cotton, plastics, etc.) must be matched as closely as possible to Pantone® coated colours prior to printing or production.

All digital media (TV, electronic scoreboards, websites, PowerPoint, projection etc.) should use the RGB values below as a guide only, as adjustments may need to be made to compensate for lighting or technology-specific variances. Visually match all digital imagery to Pantone® coated colours where possible.
Each Audience Look has a specific Colour Palette that includes a series of combinations and colour ratios. All palettes are derived from the M2006 Colour Palette.

These palettes have been developed to create clear differentiation between Audience Looks.

**Official Look**
Authoritative yet restrained, the restricted choice and dominant single colour ratio of the Official Palette ensure that sophisticated designs are achieved. M2006 Silver as a dominant colour is preferred.

**Corporate Look**
Business-like and crisp, the Corporate Palette’s four colours and strong emphasis on White and M2006 Blue assures a professional design approach. Flashes of energy are achieved with the inclusion of accents of M2006 Mid Green and Orange.

**Marketing Look**
Spirited and youthful, the Marketing Palette is designed to stimulate public engagement and add life to Melbourne’s environs.

By incorporating the Athletic Spirit Subgraphics, vibrant combinations of complementary colours dissected by vivid contrasting accents can be achieved.

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**Melbourne 2006 Commonwealth Games Visual Identity Guidelines**

December 2003 © Melbourne 2006 Commonwealth Games Corporation
The M2006 typefaces have been chosen to reflect the prestige and heritage of the Commonwealth Games and the optimism for its success and future growth.

External Communications
There are two typefaces for all external communications. Each has been selected to offer a range of typographic expressions.

The Marketing typeface, Sari, is youthful and friendly. It is modern and informal in style, its smooth shapes complement the streamlined graphic style of the Athletic Spirit Subgraphics. Used sparingly as a headline typeface in the Marketing Look, Sari’s unique personality is a distinctive element of the Visual Identity.

Meta LF is the pragmatic information typeface for the Games. Its wide range of weights allow it to adopt a number of personalities such as ‘authoritative’ when used in CAPS and SMALL CAPS or ‘friendly’ when used in Roman styles. Meta LF is designed to be highly legible.

Note: Both Sari and Meta LF are ‘custom’ typefaces that are not loaded as system (standard) fonts on computers. They must be purchased and installed before use. They must also be used in the manner described in these guidelines and must only be used by competent communications professionals experienced in the technical requirements and uses of custom typefaces.

Application-specific system typeface alternatives
As Sari and Meta LF are not system fonts, they may not be practical or available for some applications. Many internal documents such as emails, Powerpoint, memos etc. are generated, viewed and printed on computers that will not have Sari and Meta LF installed. Specific applications such as websites use system fonts to display text, so Sari and Meta LF cannot be used.

In instances such as those described above, the typeface Arial may be used. Arial is a system font that is available on most PCs and will display and print text consistently across most digital files.
MARKETING TYPEFACE

PURPOSE AND USE

Sari Regular is the Marketing typeface for M2006.

The purpose of the Marketing typeface is to provide individuality and character to headlines in advertising and other public applications.

Sari Regular must not be used for any text other than headlines, and no other weights of Sari are to be used.

Sari Regular’s unique personality allows it to act as a memorable element of the M2006 Visual Identity.

Both PC and Macintosh versions of Sari Regular are readily available from font suppliers.

Sari Regular

Don’t miss out!

Sari Regular is ideal for headlines
INFORMATION TYPEFACE

PURPOSE AND USE

Meta LF* is the Information typeface for M2006.

Easily read from a distance and suitable for large bodies of text, Meta LF* is the ideal typeface for large scale applications such as signage, as well as text-heavy documents including brochures, programs and forms.

The preferred weights are Normal LF* Roman, Medium LF* Roman and Bold LF* Roman as displayed below. For the Official Look, Caps and Small Caps in these weights can be used.

Both PC and Macintosh versions of Meta LF are readily available for purchase from font suppliers.

* The abbreviation ‘LF’ stands for ‘Lining Figures’. It is important to use ‘Lining figures’ as this cut of Meta allows numerals to sit on the baseline of a line of text eg 1234567890

Standard Meta drops numerals beneath the baseline eg 1234567890

By using Meta LF, large bodies of numerals such as programs can be set perfectly.

Meta Normal LF Roman

Meta Medium LF Roman

Meta Bold LF Roman

Tickets

Meta LF is ideal for Public signs
TYPOGRAPHY USE BY AUDIENCE LOOK

Hierarchies, type weights and their use

Each Audience Look has a specifically developed typographic hierarchy.

Official Look
Only Meta LF in the preferred weights can be used. The treatment of headlines in Meta LF Capitals (Caps and Small Caps) is unique to the Official Look.

Corporate Look
Only Meta LF in the preferred weights can be used. Meta Normal LF Roman is preferred for headlines.

Marketing Look
Sari Regular must be used for headlines, but must not be used for body copy. All Informational (signage, etc.) and body text must be set in Meta LF.

See page 4.2 for notes on alternative typeface uses in applications that cannot use Sari or Meta LF.

<table>
<thead>
<tr>
<th>Typefaces</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFORMATION TYPEFACE</strong></td>
<td></td>
</tr>
<tr>
<td>Meta Normal LF Capitals</td>
<td></td>
</tr>
<tr>
<td>Meta Bold LF Capitals</td>
<td></td>
</tr>
<tr>
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</tr>
<tr>
<td>Meta Bold LF Roman</td>
<td></td>
</tr>
</tbody>
</table>

**Chairman’s Message**

We have celebrated some significant milestones in the past six months. Recently we announced Cathy Freeman as the face of the Melbourne 2006 Commonwealth Games. Cathy will be an unsurpassed ambassador for Melbourne and the Commonwealth Games and she will take our message around the world in a range of marketing and tourism programs.

Cathy also unveiled the visual identity for the Games as part of our celebrations to mark three years to the Games. The Melbourne 2006 identity celebrates sport and culture and its many applications will provide numerous opportunities for

**UNITED BY DREAMS**

Led by Australian national treasure, Cathy Freeman, athletes past, present and future gathered at Melbourne’s Federation Square to celebrate three years to go until the Melbourne 2006 Commonwealth Games.

Freeman joined 1982 Brisbane Commonwealth Games legends Raelene Boyle (athletics) and Michelle Ford-Eriksson (swimming) to unveil the Melbourne 2006 Commonwealth Games visual identity. The occasion also heralded the

Don’t miss it! For more information visit www.melbourne2006.com.au
5

SUBGRAPHICS
ATHLETIC SPIRIT SUBGRAPHIC

CAPTURING THE PASSION OF PARTICIPATION

The Athletic Spirit Subgraphics graphically represent the energy and enthusiasm of the athletes participating in all 16 sports.

Inspired by thermal imaging and video motion capture, two modern technologies used by athletes in training, the Subgraphics’ multiple layers of radiating lines and contrasting colour capture the inner passion and graceful movement of every athlete.

As a core visual element of the Marketing Look, these Subgraphics are designed to be used boldly and brightly as the dominant feature in any Marketing design. They can be used singularly or in multiples to form dynamic results.

The Athletic Spirit Subgraphic consists of a sporting figure and two ‘halo’ lines in a fixed relationship. Editable EPS digital artwork is available for all 16 sports, and no element of the artwork may be deleted, scaled or distorted.

The Athletic Spirit Subgraphic can only be used in the Marketing Look.
ATHLETIC SPIRIT SUBGRAPHIC – COMBINATIONS

The Athletic Spirit Subgraphics may be combined to create dynamic and visually striking results. These combinations are ideally suited to applications where no one sport requires particular emphasis such as general information brochures or on hoardings around a venue where a number of sports are being held.

All Subgraphics in the one design application must share the same colour treatment on a single coloured background. No other visual elements (text, Brandmarks, photography) should interfere with the Subgraphics, and the sporting figures must not overlap, although the halo lines should overlap to create interesting visual links.

The examples below offer suggestions on combinations, but others are possible.
ATHLETIC SPIRIT SUBGRAPHIC – APPLYING COLOUR

The Athletic Spirit Subgraphics are designed to allow a variety of colour combinations from the Marketing Colour Palette to be applied to them. All Subgraphics are available as editable digital artwork files that can be colour manipulated.

Each Subgraphic consists of a number of separate elements that can be selected and re-coloured. The Basketball example below demonstrates how one combination of colours is applied to each of the elements.

Refer to page 5.5 for details of other available combinations of colours.

See Page 3.2
See Page 5.5

'Hero' colour treatment – High contrast
ATHLETIC SPIRIT SUBGRAPHIC – COLOUR COMBINATIONS

The Athletic Spirit Subgraphics can be coloured in a variety of fixed combinations so they can take on high impact ‘Hero’ or low contrast ‘Subtle’ personalities.

The combinations of colours shown below are the only combinations that can be used.

Only one colour combination can be used per application.

‘Hero’ colour treatment – High contrast

‘Subtle’ colour treatment – Low contrast*

* In these subtle treatments colours are applied to the subgraphic elements in slightly different ways to the ‘Hero’ treatments. Refer to the examples and accompanying colour swatches for clarification.
ATHLETIC SPIRIT SUBGRAPHIC – CROPPING

EFFECTIVE CROPPING

The Athletic Spirit Subgraphics may be cropped to add tension and dynamism to a design.

When cropping, ensure that all associated sporting equipment is visible and the sport represented is clearly recognisable. The example below demonstrates that the basketballer’s legs and torso are cropped whilst the elements that describe the sport; the ball, the ring and ‘dunking’ action are visible.

No elements of the digital artwork can be deleted regardless of how they are cropped.
HALO SUBGRAPHIC

APPLYING COLOUR AND COLOUR COMBINATIONS

The Halo Subgraphic graphically eludes to a continuous, consistent fluid motion. The Halo Subgraphic is used as a dynamic device in the Corporate Look, and can only be reproduced from colours in the Corporate Colour Palette in the combinations below. Other combinations must not be used.

Only one combination can be used per application.

The digital artwork for the Halo Subgraphic is configured to enable the selection and changing of individual line colours and weights.

‘Hero’ colour treatment – High contrast

‘Subtle’ colour treatment – Low contrast

M2006 White
M2006 Orange
M2006 Red

M2006 Mid Orange
M2006 Mid Green
M2006 Orange

M2006 White
40% Black
100% Black

M2006 White
100% M2006 Blue

M2006 White
50% M2006 Blue

The Halo Subgraphic allows for design flexibility as it may be cropped, scaled, rotated, flipped, duplicated and recoloured for dynamic effect when used in the Corporate Look.

The scale and positioning relationship between the lines of the Halo Subgraphic are fixed and must not be altered.

The Halo Subgraphic should always appear as a fine keyline in applications. When it is scaled the line weights may be altered to maintain this subtle feel.

The examples below demonstrate the desired spatial relationships when using the Halo Subgraphics. In all applications the Halo Subgraphic must be used thoughtfully to form simple, flowing patterns.

The editable EPS Halo Subgraphic digital artwork file contains a series of Halo overlays that you can turn on and off to create approved patterns.

Cropping, rotating, flipping and duplicating examples
The Subgraphics described in these guidelines have been designed for specific Audience Looks.

**Official Look**
No Subgraphics may be used for the Official Look.

**Corporate Look**
Only the Halo Subgraphic may be used for the Corporate Look.

**Marketing Look**
Athletic Spirit Subgraphics and Halo Subgraphics can be used for the Marketing Look.

See the table below for details.
SPORTING PHOTOGRAPHY THEORY

CHOOSING APPROPRIATE PHOTOGRAPHY

The following photographic theory is an extract from the Commonwealth Games Federation Brand Standards Manual, a theory that M2006 endorses. It articulates succinctly the type of photographic subjects that must be used for communications.

Ideal Images
To maintain the Commonwealth Games Brand ideals – excellence, equality, joy, fair play – images that are selected to represent the Commonwealth Games movement should communicate these values.

Research shows that the public relates most with images that depict modest heroism, real struggle and battling the odds. Ideal images are those that show focus, triumph, exertion, love of the game, team values and the patriotic pride that comes from representing one’s country.

Therefore it is important that any photographs or images to be used in corporate communications, marketing and promotional activities of the Commonwealth Games clearly portray the following attributes:

- Never-say-die nerve; not aggression
- Healthy, happy, smiling; not exhibitionist or gloating
- Honest, hard working, successful; not lucky or arrogant
- Dedicated and focused; not cold and calculating
- Funny, innocent, cheeky; not smug and cynical
- Confident; not cocky

Photograph approval and copyright
All photographs to be used in association with the Brand must be approved in writing by M2006. It is the responsibility of the user to secure appropriate clearances for the use of the image concerned.
### PHOTOGRAPHY TREATMENT BY AUDIENCE LOOK

**Creating a distinctive Look for M2006 photographic images**

To use distinctive photographic treatments in M2006 applications, a simple colour treatment principle has been developed for all Audience Looks.

<table>
<thead>
<tr>
<th>Treatment specifications</th>
<th>Treatment examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Official Look</strong></td>
<td>Photography is treated in M2006 Silver and black duotone.</td>
</tr>
<tr>
<td><strong>Corporate Look</strong></td>
<td>Photography is treated in either M2006 Blue and black duotone or full colour.</td>
</tr>
<tr>
<td><strong>Marketing Look</strong></td>
<td>Only full colour photography is permitted in the Marketing Look.</td>
</tr>
</tbody>
</table>

**Official Look**

- **Duotone**
  - **M2006 Silver and Black**

**Corporate Look**

- **Duotone**
  - **M2006 Blue and Black**
- **Full colour**
  - **M2006 Blue integrated into background image**

**Marketing Look**

- **Full colour original images**
PICTOGRAMS
PICTOGRAMS FOR ALL SPORTS

PURPOSE AND USE

Pictograms have been developed to enable the immediate recognition of all sports by athletes, officials and spectators, regardless of language.

Inspired by the Athletic Spirit Subgraphic style, these simplified icons represent the 16 sports contested at M2006.

Used only for the Marketing Look, the pictograms must perform purely instructional or informational roles, and must not be used for decorative purposes.

They play a vital role on signage applications for the clear identification of sporting venues, as well as identifying sports in small scale applications such as program tables and charts.
Pictograms must always appear as white figures reversed out of a coloured background.

M2006 Orange is the preferred background colour, however M2006 Mid Green, Blue and black can be used when appropriate. M2006 Light Green and Mid Orange must not be used.

Pictograms should appear in their shapes when used alone, but can be combined with others on a single coloured background when required, as shown in the examples below.

Pictograms must not overlap one another when combined, and must appear in a single colour only.

The digital artwork for the pictograms is configured to enable the selection and changing of colours and scale, but must not be altered in any other way.
MASCOT

Mascot coming soon.
DIGITAL ARTWORK – TECHNICAL SPECIFICATIONS

SOFTWARE, HARDWARE AND TYPEFACES REQUIRED FOR DIGITAL ARTWORK

The following specifications are the recommended base software and hardware platform for all authorized users of the M2006 Visual Identity Guidelines PDF document and digital artwork. Gaining the maximum benefit of the PDF document and digital artwork can only be achieved once these specifications have been implemented. Digital artwork file formats and typeface recommendations have also been included.

REQUIRED SOFTWARE

The following software is required for the manipulation of digital artwork and viewing of PDF documents:

- Adobe® Illustrator® version 8.0 or above (for manipulation of EPS files)
- Adobe® Acrobat Reader® version 6 (for viewing and printing PDF files.) Acrobat Reader® is a cross-platform free software that can be downloaded from http://www.adobe.com/products/acrobat/readstep2.html. Please ensure that you read and understand the ‘Terms and Conditions’ and system specification details for Acrobat Reader®.

Other applications such as Macromedia® Freehand® and Corel Draw® may also be capable of manipulating artwork files.

M2006 is not licensed to distribute Adobe® Illustrator® and Adobe® Acrobat Reader®. Both PC and Macintosh versions are readily available for purchase from software suppliers.

REQUIRED HARDWARE

The following computer hardware should be the minimum required to use the available digital artwork:

- Either a Pentium 3 PC running Windows 2000 or Macintosh iMac or G3/G4 running OS 8
- Monitor colours: PC 32_bit colour or Macintosh millions of colours

REQUIRED TYPEFACES – SARI, META LF AND ARIAL

Sari and Meta LF are ‘custom’ typefaces that are not loaded as system (standard) fonts on computers. They must be purchased and installed before use. The system font Arial must be installed.

The Sari and Meta LF typeface families consist of many different weights. Please note that the M2006 Visual Identity only uses the following weights for each typeface.

- Sari Regular
- Meta Normal LF Capitals
- Meta Bold LF Capitals
- Meta Normal LF Roman
- Meta Medium LF Roman
- Meta Bold LF Roman

M2006 is not licensed to distribute Sari, Meta LF or Arial. Both PC and Macintosh versions of Meta LF and Sari are readily available for purchase from font suppliers.

AVAILABLE FILE FORMATS OF DIGITAL ARTWORK

Brandmark artwork

The Brandmark is supplied as vector graphic EPS formatted files and bitmap TIF and JPEG files in Spot, CMYK, RGB, one colour M2006 Blue and Black and White, however some colour options may not be available in some formats due to reproduction requirements. There is a Brandmark artwork file to suit almost all software applications and levels of operator technical competency.

Subgraphic, Pictogram, Date of Event and Sponsorship artwork

This artwork is supplied as vector graphic EPS files in CMYK colour, which allows for the manipulation of size, colour and position of the elements. All files are supplied in one colour combination only:

- Athletic Spirit subgraphics in M2006 Mid Green / M2006 Dark Green and M2006 Yellow against a white background
- Halo subgraphic in M2006 Mid Green / M2006 Dark Green
- Pictograms in M2006 Orange
- Dates of Event in M2006 Blue
- Sponsorship Brandmarks in Full colour positive colours

The manipulation of these files require operator technical competency in specific graphic software applications.
A comprehensive library of digital artwork files for the M2006 Brandmark and Subgraphics is available on the Intranet site under the ‘Digital Artwork’ section.

Brandmark file naming convention
To assist in locating the appropriate file types, a logical file naming convention has been devised for the myriad options of the M2006 Brandmark. Each file has a unique code that describes the alpha numeric identifier, version type, appearance, orientation, colours, resolution (where applicable), and file format. This code will enable you to identify the type of file without needing to open the file or refer to the matrices that appear on the following pages.

Subgraphics file naming convention
The Subgraphics, Pictograms, Sponsorship Brandmark and Dates of Event artwork is only available in EPS format. Each file name consists of a unique alpha numeric identifier, description and EPS file format extension. The examples at right demonstrate this convention.

Referring to the matrices
The matrices on the following pages provide reference to all available artwork. The matrices are organised as follows:

- Brandmark – Version A, Vertical
- Brandmark – Version A, Horizontal
- Brandmark – Version B, Vertical
- Brandmark – Version B, Horizontal
- Brandmark – Version C, Vertical
- Brandmark – Version C, Horizontal
- Subgraphics
- Pictograms
- Other – Sponsorship Brandmarks, Dates of Event
### BRANDMARK ARTWORK – VERSION A, VERTICAL

**LIST OF AVAILABLE DIGITAL ARTWORK FILES (1)**

**Referring to the matrix**
Choose a Brandmark from the left hand column and cross-reference it with the colour options across the top. The unique alpha numeric identifier for each artwork file is written in blue italised lettering in the matrix where that colour option is available.

**File formats available**
Digital artwork files are available in EPS, TIF, and JPEG options for PC and Macintosh environments, however some colour options may not be available in some formats due to reproduction requirements. High (HR) and low (LR) resolution options are available in JPG and TIF formats.

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<tr>
<th>Version A Vertical</th>
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<th>One colour reproduction</th>
<th>Format</th>
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Please note: All Brandmarks are shown at less than minimum size for the purpose of these artwork matrices only.
**BRANDMARK ARTWORK – VERSION A, HORIZONTAL**

**LIST OF AVAILABLE DIGITAL ARTWORK FILES (2)**

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Please note: All Brandmarks are shown at less than minimum size for the purpose of these artwork matrices only.

**Referring to the matrix**
Choose a Brandmark from the left hand column and cross-reference it with the colour options across the top. The unique alpha numeric identifier for each artwork file is written in blue italicised lettering in the matrix where that colour option is available.

**File formats available**
Digital artwork files are available in EPS, TIF, and JPEG options for PC and Macintosh environments, however some colour options may not be available in some formats due to reproduction requirements. High (HR) and low (LR) resolution options are available in JPEG and TIF formats.
Please note: All Brandmarks are shown at less than minimum size for the purpose of these artwork matrices only.
**BRANDMARK ARTWORK – VERSION B, HORIZONTAL**

### LIST OF AVAILABLE DIGITAL ARTWORK FILES (4)

**Referring to the matrix**

Choose a Brandmark from the left hand column and cross-reference it with the colour options across the top. The unique alpha numeric identifier for each artwork file is written in blue italicised lettering in the matrix where that colour option is available.

**File formats available**

Digital artwork files are available in EPS, TIF, and JPEG options for PC and Macintosh environments, however some colour options may not be available in some formats due to reproduction requirements. High (HR) and low (LR) resolution options are available in JPG and TIF formats.

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Please note: All Brandmarks are shown at less than minimum size for the purpose of these artwork matrices only.
BRANDMARK ARTWORK – VERSION C, VERTICAL

LIST OF AVAILABLE DIGITAL ARTWORK FILES (5)

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Please note: All Brandmarks are shown at less than minimum size for the purpose of these artwork matrices only.
## BRANDMARK ARTWORK – VERSION C, HORIZONTAL

### LIST OF AVAILABLE DIGITAL ARTWORK FILES (6)

Referring to the matrix
Choose a Brandmark from the left hand column and cross-reference it with the colour options across the top. The unique alpha numeric identifier for each artwork file is written in blue italicised lettering in the matrix where that colour option is available.

File formats available
Digital artwork files are available in EPS, TIF, and JPEG options for PC and Macintosh environments, however some colour options may not be available in some formats due to reproduction requirements. High (HR) and low (LR) resolution options are available in JPG and TIF formats.

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<td></td>
</tr>
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Please note: All Brandmarks are shown at less than minimum size for the purpose of these artwork matrices only.
SUBGRAPHIC ARTWORK

LIST OF AVAILABLE DIGITAL ARTWORK FILES (7)

The Athletic Spirit Subgraphics for all 16 sports and the Halo Subgraphic are available as digital artwork.

The matrix below describes all available subgraphic artwork files and their file names.

Files are supplied in editable EPS format for PC and Macintosh environments on the Intranet site.

Only one colour combination has been applied to each file, however the files can be manipulated to achieve other colour combinations. See the ‘Subgraphics’ section for guidelines on colour manipulation.

Files are supplied in editable EPS format for PC and Macintosh environments on the Intranet site.

Only one colour combination has been applied to each file, however the files can be manipulated to achieve other colour combinations. See the ‘Subgraphics’ section for guidelines on colour manipulation.
PICTOGRAM ARTWORK

LIST OF AVAILABLE DIGITAL ARTWORK FILES (8)

Pictograms for all 16 sports are available as digital artwork. Files are supplied in editable EPS format for PC and Macintosh environments on the Intranet site. Only one colour combination has been applied to each file, however the files can be manipulated to achieve other colour combinations. See the ‘Pictograms’ section for guidelines on colour manipulation.

The matrix below describes all available pictogram artwork files and their file names.

- PG01_AQUATICS.eps
- PG02_ATHELTICS.eps
- PG03_BADMINTON.eps
- PG04_BASKETBALL.eps
- PG05_BOXING.eps
- PG06_CYCLING.eps
- PG07_GYMNASTICS.eps
- PG08_HOCKEY.eps
- PG09_LAWN_BOWLS.eps
- PG10_NETBALL.eps
- PG11_RUGBY_7S.eps
- PG12_SHOOTING.eps
- PG13_SQUASH.eps
- PG14_TABLETENNIS.eps
- PG15_TRIATHLON.eps
- PG16_WEIGHTLIFTING.eps
OTHER ARTWORK

LIST OF AVAILABLE DIGITAL ARTWORK FILES (9)

The Dates of Event text and Sponsorship Brandmarks are available as digital artwork.

The matrix below describes all available artwork files and their file names.

Files are supplied in editable EPS format for PC and Macintosh environments on the Intranet site.

Only one colour combination has been applied to each file, however the files can be manipulated to achieve other colour combinations.

See the ‘Brandmark/Dates of Event’ and ‘Sponsorship’ sections for guidelines.

15-26 MARCH 2006

DE01_DATES.eps  SB01_COMP.eps  SB02_STAND.eps
M2006 SPONSORSHIP BRANDMARKS

COMPOSITE AND STAND ALONE CONFIGURATIONS

Layout and details of the M2006 Composite and Stand-alone Sponsorship Brandmarks appears below.

Consult the Partner, Sponsor and Provider guidelines areas of this Sponsorship section for detailed descriptions and specific requirements of use.

Only the vertical M2006 Brandmark can be used in sponsorship configurations.

Digital artwork for the separation device and accreditation text for both the M2006 Composite and Stand-alone Brandmarks is available, however appropriate M2006 Brandmarks will need to be inserted into this artwork according to the final application.

Refer to the Brandmark section 1 for guidelines on Brandmark colours, minimum size etc.