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The 2006 Commonwealth Games will be a landmark in Melbourne’s history, creating long term benefits for Victorians, Australians and the Commonwealth.
INTRODUCTION

MELBOURNE 2006 COMMONWEALTH GAMES

Melbourne is a city with a worldwide reputation for its fanatical following of sport. Its history of staging major sporting events is testimony to the high standards of its venues and the enthusiasm of the population who support events in great numbers. The people of the State of Victoria are justifiably proud that their capital city has been awarded the honour of hosting the XVIII Commonwealth Games in 2006.

The Melbourne 2006 Commonwealth Games will be the largest event of its kind to be held in Melbourne and will take place from 15-26 March 2006. At the XVIII Commonwealth Games there are proposed to be 6,000 athletes and officials; 16 sports; 12 individual and 4 team sports; 3,100 media and 15,000 volunteers.

The Games venues will be primarily in and around Melbourne including the Melbourne Cricket Ground; Melbourne Sports and Aquatic Centre; Melbourne Exhibition and Convention Centre; Rod Laver Arena, the Multi-Purpose Arena at Melbourne Park; the State Netball and Hockey Centre as well as sites in regional areas.

The Opening and Closing Ceremonies of the Melbourne 2006 Commonwealth Games will be held at the Melbourne Cricket Ground with a live audience of up to 100,000 people and viewed globally by over 1 billion people.

M2006 LICENSING PROGRAM

The licensing program for large sporting events is a way for people to 'touch and feel' the Games before it arrives, and raise the awareness of what is coming i.e. it is the face of the Games until they begin.

M2006 is committed to delivering a merchandise program of excellence, which showcases Victoria's/Australia's manufacturing and design capabilities. It will also ensure the merchandise range is accessible to everyone, whilst setting a new benchmark for sporting event merchandise for the Commonwealth Games.

M2006 LICENSING BRANDMARK ARTPACK

This manual has been created to assist Licensees, Retailers and other partners associated with the Melbourne 2006 Licensing Program create a consistent and exciting Official Licensed Product program.

Each product range contains a series of different graphics communicating different messages and stories. Please be aware that design ranges should be rolled out in accordance with instructions from your M2006 Account Manager. Your Licensing Account Manager will advise when to activate ranges for required retail drop-in dates.

This manual has been designed so as needs and styles emerge, the guidelines can be adjusted accordingly. If there are needs or variations that are not scoped out in this manual, please consult the Melbourne 2006 Licensing Department to discuss your needs.

Each M2006 Brandmark design story works with a different creative direction or message and further achieves this by working with a specific range of colours from the M2006 Colour Palette. These ranges have a natural creative flow, building on the look of the brand through to Games time.

We urge all Licensees (and other parties) to use and observe the guidelines provided in the manner they have been created, to ensure that the Melbourne 2006 Licensing Program is produced consistently, and to the highest level possible.
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 brandmark is formed by 3 key elements - the Symbol, the Wordmark and the Commonwealth Games Federation Bar Emblem.

**SYMBOL**
The 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 subtly form the letter ‘M’.

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**
The bar represents the Commonwealth Games' effort to raise the bar of sport for all humanity. The 3 converging points represent the trinity of ideals the Games embraces: Humanity, Equality and Destiny.
The Full Colour Brandmark - Reverse version consists of the full colour Symbol, a white Wordmark and white Commonwealth Games Federation (CGF) Bar Emblem on a M2006 Blue background. The background field may be sized to suit the application - its minimum size should adhere to the Brandmark Minimum Size specifications detailed on page 12 of these guidelines.

The Full Colour Brandmark 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 11 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, Navy, as depicted in this artpack or as approved on a case-by-case basis in writing. It may not be reproduced on tonal or photographic backgrounds in ways other than those shown in these guidelines.
FULL COLOUR BRANDMARK - SIMPLIFIED

The Full Colour Brandmark - Simplified version has been developed for use in applications that are technically restrictive i.e. embroidery applications.

The Full Colour Brandmark - Simplified version consists of the simplified full colour Symbol, Wordmark and Commonwealth Games Federation (CGF) Bar Emblem. The background field may be sized to suit the application - its minimum size should adhere to the Brandmark Minimum Size specifications detailed on page 12 of these guidelines.

The Full Colour Brandmark - Simplified version may not be reproduced on any other solid background colour than White, M2006 Blue, and Navy, as depicted in this artpack or as approved on a case-by-case basis in writing.

Usage of the Full Colour Brandmark – Simplified Version may only be used where a written request to do so has been approved in writing by M2006 Licensing. The request will only be approved where the Full Colour Brand Mark is not technically possible and only where another M2006 Brandmark application choice will not deliver the same creative emphasis.
ONE COLOUR BRANDMARK

POSITIVE
The One Colour Brandmark on a white background is made up of two versions – solid and tonal – which are made up of either M2006 Blue values, black values and M2006 Silver values.

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.

REVERSE
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 or as approved on a case-by-case basis in writing.

The background field may be sized to suit the application - its minimum size should adhere to the Brandmark Minimum Size specifications detailed on page 12 of these guidelines.

The reversed One Colour Brandmark may also be reproduced on a tonal or photographic background. See page 11.

Please note: Use of the M2006 Brandmark as black or on a black background is only for use where black and white are the only options available such as in publications. Black, as a rule, is not part of the M2006 Licensing Program approved colour palette.
BRANDMARK CONFIGURATIONS

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 where technically possible and appropriate to the design application. 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 more challenging – for this reason it does not display the smaller type lines 'XVIII Commonwealth Games' or 'Australia. However the text 'XVIII Commonwealth Games' must appear elsewhere on the same visual plane when using Version B.

VERSION C
Version C of the Brandmark has the addition of the word 'Australia'.
BRANDMARK ON TONAL OR PHOTOGRAPHIC BACKGROUNDS

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.

Ensure that clear space and minimum size specifications are adhered to at all times – please refer to page 12 of these guidelines.

Please Note: Unless otherwise specified in this artpack all photographic images used in this artpack are for informative purposes only and must not be used for creative design on product.
BRANDMARK CLEARSPACE

Clearspace is the minimum area that surrounds the Brandmark which must remain clear of any other visual elements.

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.

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.

BRANDMARK MINIMUM SIZE

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

Each of the Brandmark configurations has a different minimum size specification. 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.
BRANDMARK INCORRECT USE

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

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 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, 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 for recommended sizes and placements.

FULL TRADEMARK LINE
The Full Trademark Line must be applied, in a permanent fashion for every product application and needs only to be large enough to be clear and legible. Where space permits, the full version should be used “Melbourne 2006 Commonwealth Games Corporation TM ©”

If space is limited, the shortened version “M2006 TM ©” is acceptable.

If space is extremely limited, just “TM ©” is acceptable.
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 specs 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.
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.

These two typefaces will be used for all M2006 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.
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.

COLOUR AND_SCALING
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.

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 the altered in any other way.
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 and can only be reproduced from colour combinations shown. Other combinations will be approved on a case-by-case basis.

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
HALO SUBGRAPHIC

CROPPING, ROTATING, FLIPPING, AND DUPLICATING

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

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 shown 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.
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.

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.
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.

All Subgraphics in the one design 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 shown offer suggestions on combinations, but numerous others are possible.

APPLYING COLOUR
The Athletic Spirit Subgraphics are designed to allow a variety of colour combinations from the 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.
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 are the only combinations that can be used.

Only one colour combination can be used per application.

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.

Note: No elements of the digital artwork can be deleted regardless of how they are cropped.

* 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.
LABELLING GUIDELINES

SEW-IN LABEL
All Melbourne 2006 Commonwealth Games Official Licensed Products that have a seam (such as apparel, manchester, bedding, bags etc...) must carry a sew-in label that features the M2006 Brandmark.

The sew-in labels must feature all elements shown, which are:
1. Full Colour Brandmark Reverse - Version B on the front face.
2. 'Official Licensed Product', in white on an M2006 Orange background, using Meta Bold LF Roman font on the front face.
3. Country of origin details i.e. 'Made in Australia' on the front face.
4. M2006 Copyright line 'M2006 TM ©' using Meta Normal LF Roman font either on the front face or reverse.

Licensees may include their company name/logo and contact details on the reverse of the sew-in labels with their name/logo taking up no more than 1/3 of the space allocated to the M2006 Brandmark on the front.

Please note: While all care has been taken with regards to depicting labelling and packaging concepts as they should be used it is the responsibility of the Licensee to ensure that all Australian Standards required information is included in its correct format.
PACKAGING GUIDELINES

The packaging guidelines and layouts that follow in the next couple of pages have been developed for application onto all M2006 Official Licensed Product packaging concepts.

SWINGTAG TEMPLATE
All M2006 swingtags must carry the following elements as shown:

FRONT VISUAL PLANE
2. ‘XVIII Commonwealth Games’ using Meta Normal LF Roman font.
3. Halo Subgraphic.

BACK VISUAL PLANE
1. By Purchasing Statement “By purchasing this product you are helping to deliver the greatest Commonwealth Games ever. Enjoy your purchase!”.
5. Australian Standards required information such as country of origin and product content details.
6. Licensee company name/logo and contact details taking up no more than 1/3 of the space allocated to the M2006 Brandmark on the front.
PACKAGING GUIDELINES CONT.

PACKAGING GUIDELINES
Further packaging examples have been provided on this page of a Carry Bag, Window Box and Header Card to show how the swing tag template elements are reworked on to different packaging concepts. They are to be used as guides only and reworked to bases that suit the particular product packaging constraints.

Packaging sizes illustrated here are examples only and may vary according to each product.

Please note that Licensees may include their name/logo and contact details on packaging but they should not sit on the same visual plane as the Brandmark and may not take up more than 1/3 of the space allocated to the M2006 Brandmark.

By purchasing this product you are helping to deliver the greatest Commonwealth Games ever. Enjoy your purchase!
POINT OF SALE GUIDELINES
Point of Sale examples have been provided on this page of a Counter Display (which can also be used a ceiling mobile), Counter Box and Shelf Talker to show how the swingtag template elements are reworked on to different Point of Sale concepts. They are to be used as guides only and reworked to the merchandising requirements of the retailer. These layouts indicate the preferred position and relative size for each of the swingtag template elements.
ADVERTISING

ADVERTISING GUIDELINES
Advertising examples have been provided on this page to show how to approach advertising layouts working with the swingtag template elements. They are to be used as guides only and can be reworked to suit the particular advertising constraints. These layouts indicate the preferred position and relative size for each of the swingtag template elements.

Horizontal Ad Layout

Vertical Ad Layout
HUMANITY
After all, there is but one race: humanity

EQUALITY
All sports must be treated on the basis of equality

DESTINY
Destiny is not a matter of chance, it is a matter of choice
LOGO STORY

INSPIRATION
The Logo Story creative works with the M2006 Brandmark as a key focus and the text elements of the Wordmark have been pulled out and used as design applications. The visual message is simple: ‘XVIII Commonwealth Games’ and ‘Melbourne 2006’ and answers the questions ‘What is it?’ and ‘Where is it?’. The Logo, Figures and M06 Story’s runs from conception right through to Games time and appeals to all interest groups. It works with three core colours of the Brand in order to keep the visual look clean; doing this to allows for the creative story’s that follow to have a specific colour look. While the creative applications are simple, this range is about establishing the benchmark of detail that goes into a product; back neck taping, pip tags and badging that turn an ‘intellectual property’ into the ‘event behind the Brandmark’.

PRODUCT TRIMMINGS

COLOUR PALETTE
Classic mens polo with contrast tipping and chest embroidery.

Womens cotton/lycra yoga pant with contrast stripe side panels, piping and front leg and back pocket print.

Womens zip front jacket with contrast tipping, front embroidery and sleeve print.

Back pocket print.

Unisex cotton canvas bucket hat with front embroidery and printed tape.

Flip-flops with inner print and contrast base.

Boys singlet and brief underwear set with jacquard elastic and front singlet print.

Boys long sleeve-t with contrast bind, stripe sleeve panels with piping, and front print. Brand mark badge on side front body.

Girls singlet and hipster bikini underwear set with contrast trim and front print.

Girls long sleeve-t with contrast bind, stripe sleeve panels with piping, and front print. Brand mark on side front body.

Baseball cap with front embroidery, printed tape and contrast piping.

Unisex cotton canvas bucket hat with front embroidery and printed tape.

Box picture frame with engraved Brandmark.

Boys long sleeve-t with contrast bind, stripe sleeve panels with piping, and front print. Brand mark badge on side front body.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Womens cotton/lycra yoga pant with contrast stripe side panels, piping and front leg and back pocket print.

Classic womens polo with contrast tipping on sleeve and chest embroidery. Brandmark on collar.

Flip-flops with inner print and contrast base.

Classic mens polo with contrast tipping and Brandmark on collar, and chest embroidery.

Contrast printed neck tape.

Flag with front placement print.

Tape trim.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Boys long sleeve-t with contrast bind, stripe sleeve panels with piping, and front print. Brand mark badge on side front body.

Flip-flops with inner print and contrast base.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Flip-flops with inner print and contrast base.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Flip-flops with inner print and contrast base.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Flip-flops with inner print and contrast base.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Flip-flops with inner print and contrast base.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Flip-flops with inner print and contrast base.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Flip-flops with inner print and contrast base.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Flip-flops with inner print and contrast base.

Womens long sleeve raglan with contrast colours and piping, with front and sleeve print.

Nylon lap-top bag with print on webbing strap and front pocket. Contrast tipping on zippers. Bag is also a backpack.

Flip-flops with inner print and contrast base.
FIGURES STORY

INSPIRATION
The Figures Story has a clean visual message of 'Celebration of Sport and Culture' and works in partnership with the Logo Story that will run from conception through to Games time. The M2006 Brandmark is still a key element however the design focus has shifted to working with the Symbol as the primary design. This is a visually exciting range now introduces the M2006 Mid Green, shifting white down into the secondary palette, which means that the 4 core colours of the brand are now in place: blue, orange, green and white. The figures can been seen together as they appear in the Brandmark or used as individual applications that can be cropped and used as creative icons.

COLOUR PALETTE

CORE

M2006 Blue

M2006 Orange

M2006 Mid Green

SECONDARY

Navy

White

PRODUCT TRIMMINGS

Woven Tape

Plastic Button

Zip Pull

Pip Tag
Womens V-neck capped tank with contrast bind, front print and back neck embroidery.

Contrast printed back neck tape.

Mens V-neck long sleeve-t with contrast bind and sleeve panel. Contrast piping and badge on sleeve with front print.

Womens V-neck long sleeve-t with contrast bind and sleeve panel. Contrast piping and badge on sleeve with front print.

Printed back neck tape.

Mens classic-t with front and back print, and woven badge on sleeve.

Boys hooded raglan with contrast sleeve and front and sleeve print.

Womens hipster short with contrast elastic and side front prints.

Womens long sleeve hoodie sweat with front zip, and contrast sleeves. Print on side front and sleeve, with back embroidery.

Mens cotton loose fit boxer short with side front print and tipped elastic.

Ceramic Coffee Mugs with printed graphic.

Contrast piping and badge on sleeve with front print.

Classic sport sock with ankle tipping and graphic on base of sock.

Nylon twill pencil case with contrast bind and print. Printed pens and pencils.

Boys hooded raglan with contrast sleeve and front and sleeve print.

Womens V-neck long sleeve-t with contrast colours, front and sleeve print and back embroidery.

Kids classic-t with contrast bind, front print and woven badge on sleeve.

Womens V-neck capped tank with contrast bind, front print and back neck embroidery.

Womens V-neck long sleeve-t with contrast bind, front print and back neck embroidery.

Womens V-neck long sleeve-t with contrast bind, front print and back neck embroidery.

Womens hipster short with contrast elastic and side front prints.
INSPIRATION
The M06 Story engages interest groups in a more spirited and youthful way without losing the message of ‘Melbourne 2006’. It introduces a more relaxed approach to the brand which can be seen in the introduction of towels and beachballs to the product range. It captures a national focus for interest groups and starts to introduces lifestyle direction of the brand. The colour palette is the same as for the Logo Story but introduces the M2006 Blue Tonal into the secondary palette. This range completes the positioning of the brand to move to a more highly geared design level which is covered in the design story’s that follow and is part of the launch with Logo and Figures.

COLOUR PALETTE

CORE
- M2006 Blue
- M2006 Orange
- White

SECONDARY
- Navy
- M2006 Blue Tonal

PRODUCT TRIMMINGS

- Woven Tape: 7.5mm, 7.5mm, 7.5mm
- Plastic Button: 15mm, 40mm
- Zip Pull: 40mm
- Pip Tag: 17mm, 40mm
Mens hooded sweat with contrast binds and tipping on basks. Front print with embroidery.

Flip-flops with inner print.

Printed nylon twill key ring.

Mens raglan sleeve polo with contrast sleeve panel and piping. Printed front with chest embroidery.

Mens long sleeve raglan t with contrast colours, front and sleeve print and side front embroidery.

Womens long sleeve raglan t with contrast and front print.

Kids wide brim bucket hat with neck cord. Contrast coloured panels and front print.

Kids wide brim bucket with neck cord. Contrast coloured panels and front print.

Neoprene sun-visor with front print.

Kids raglan rash vest with contrast panels and front print.

Baby’s raglan rash vest with contrast bind and front print.

Baby’s swim nappy with contrast bind and front print.

Mens hipster boxer short with jacquard elastic and side front prints.

Nylon twill wallet with contrast binding and front print.

Girls 2-piece swim suit with contrast bind and side prints.

Nylon twill bum-bag with printed strap and front pocket embroidery.

Kids rash vest and short-set, with contrast panels and side front prints.

Kids ball with contrast panels and prints.

Beach towel with jacquard design and contrast back.

Printed nylon twill bum-bag with printed strap and front pocket embroidery.

Nylon twill wallet with contrast binding and front print.

Mens hipster boxer short with jacquard elastic and side front prints.

Mens long sleeve raglan t with contrast bind, piping and sleeve panel, with front print.

Mens raglan sleeve polo with contrast sleeve panel and piping. Printed front with chest embroidery.

Mens raglan sleeve polo with contrast sleeve panel and piping. Printed front with chest embroidery.

Nylon twill wallet with contrast binding and front print.

Contrast printed back neck tape.

Brandmark positioned on back neck collar.
HALO STORY

INSPIRATION
The Halo Story introduces the Halo Subgraphic into the creative mix to capture the movement and energy of the event. The brand also begins to talk of what the event is about, which is the nations of the Commonwealth coming together in the spirit of friendly competition i.e. 'United By Dreams'. It has an international focus with a core colour palette that is fresh and graphically beautiful lines wrapping around the products to create visual depth. The Halo, XVIII and Trinity Story’s will be strategically released in the lead up to Games and merchandised around the Logo, Figures and M06 Story’s, to keep the building of the brand, and the event story moving.

COLOUR PALETTE

CORE
- M2006 Navy
- White

SECONDARY
- M2006 Orange
- M2006 Green
- M2006 Red

PRODUCT TRIMMINGS

Woven Tape
- 7.5mm

Plastic Button
- 15mm

Zip Pull
- 12mm

Pip Tag
- 17mm
Mens nylon windsheeter with hidden hood, front print and contrast colour blocking.

Woven tape sports leash key chain.

Mens nylon board shorts with contrast panels, front left print and badge on front right leg.

Womens long sleeve reglan-t with contrast bind. Print on centre front and sleeve.

Womens singlet with contrast bind and front print.

Nylon backpack with contrast bind and zip detail, and front pocket print.

Kids long/sleeve hooded-t with contrast panels, front print and badge on sleeve.

Mens hooded long/sleeve-t with contrast panels, front print and woven badge on sleeve.

Baby's cotton singlet romper with contrast bind and front print.

Kids hooded raincoat with contrast sleeve, hood and body, side front and sleeve print.

Sun-visor with front print and jacquard elastic.

Classic tie with front jacquard and embroidered brand mark.

Printed woven tape.

Womens full-piece swimsuit with contrast binds and front print.

Baby's nappy cover with contrast sleeve, hood and body, side front and sleeve print.

Classic sport sock with brand mark on ankle and graphic on base of sock.

Womens full-piece swimsuit with contrast bind and front print.

Baby's cotton singlet romper with contrast bind and front print.

Nylon backpack with contrast bind and zip detail, and front pocket print.

Womens long sleeve raglan-t with contrast bind. Print on centre front and sleeve.

Womens singlet with contrast bind and front print.

Nylon backpack with contrast bind and zip detail, and front pocket print.

Kids long/sleeve hooded-t with contrast panels, front print and badge on sleeve.

Mens nylon board shorts with contrast panels, front left print and badge on front right leg.

Mens hooded long/sleeve-t with contrast panels, front print and woven badge on sleeve.

Rain umbrella with contrast panels, continuous print and Brandmark.

Unisex cotton canvas bucket hat with front embroidery and side print.

Contrast printed back neck tape.

Back neck embroidery.

Classic tie with front jacquard and embroidered brand mark.

Woven tape sports leash key chain.

Mens nylon windsheeter with hidden hood, front print and contrast colour blocking.

Mens classic-t with front print and woven badge on sleeve.

Gum boots with contrast panels and print.
**INSPIRATION**

The XVIII Story runs with the message of 'Commonwealth Games in Australia' via a more symbolic approach; working with 'XVIII' and the 'Stars of the Southern Cross'. This story is a more urban interpretation of the brand achieved by taking the 'XVIII' graphic in a repeated format with a distressed treatment over the top. It introduces grey marle into the colour palette as a focus to give the visual look more of a colour grounding, off which the more vibrant colours can bounce off. This creative direction takes the themes put forward in the Logo Story and drives it towards national ownership of the event i.e. 'Australia’s Event'.

**CORE**

- Navy
- Grey Marle
- M2006 Orange

**SECONDARY**

- M2006 Blue
- White

**COLOUR PALETTE**

**PRODUCT TRIMMINGS**

- **Plastic Button**: 7.5mm 15mm 40mm
- **Zip Pull**: 7.5mm 12mm 40mm 17mm
- **Pip Tag**: 7.5mm 12mm 40mm 17mm

**Woven Tape**
Mens V-neck long sleeve-t with contrast sleeve detail, coverstitch and front print.

Unisex kids singlet with front print and inner back neck badge.

Womens cotton/lycra running short with contrast coverstitch and side front print.

Mens cotton loose fit boxer short with contrast coverstitch and side front print.

Mens hipster boxer short with jacquard elastic and side front print.

Unisex ankle sock with contrast tipping and base print.

Mens rugby jersey with contrast woven collar, front chest print and sleeve badge.

Mens classic-t with coverstitch, front print and badge.

Back pocket print.

Back pocket print.

Baseball cap with contrast peak and print.

Unisex flip-flops with contrast base and print.

Spiral bound notebook with printed cover.

Nylon messenger bag with webbing strap and front print.

Box picture frame with printed Brandmark.

Contrast printed back neck tape.

Womens hipster bikini with contrast bind and front print.

Unisex kids grip socks with print.

Womens long sleeve hooded sweat with front zip, cover stitch detail and print.

Womens outer back neck embroidery.

Unisex kids singlet with front print and inner back neck badge.

Womens outer back neck embroidery.

Womens cotton/lycra yoga pant with contrast coverstitch, leg and back pocket print.

Womens cotton/lycra running short with contrast coverstitch and side front print.

Unisex ankle sock with contrast tipping and base print.

Box picture frame with printed Brandmark.

Womens classic underwear singlet with inner print and front Brand mark.

Mens outer back neck embroidery.

Mens rugby jersey with contrast woven collar, front chest print and sleeve badge.

Baseball cap with contrast peak and print.

Unisex flip-flops with contrast base and print.

Spiral bound notebook with printed cover.

Nylon messenger bag with webbing strap and front print.

Box picture frame with printed Brandmark.

Contrast printed back neck tape.

Womens hipster bikini with contrast bind and front print.

Unisex kids grip socks with print.

Womens long sleeve hooded sweat with front zip, cover stitch detail and print.

Womens outer back neck embroidery.

Unisex kids singlet with front print and inner back neck badge.

Womens outer back neck embroidery.

Womens cotton/lycra yoga pant with contrast coverstitch, leg and back pocket print.

Womens cotton/lycra running short with contrast coverstitch and side front print.

Unisex ankle sock with contrast tipping and base print.

Box picture frame with printed Brandmark.

Contrast printed back neck tape.

Womens hipster bikini with contrast bind and front print.

Unisex kids grip socks with print.

Womens long sleeve hooded sweat with front zip, cover stitch detail and print.

Womens outer back neck embroidery.

Unisex kids singlet with front print and inner back neck badge.

Womens outer back neck embroidery.

Womens cotton/lycra yoga pant with contrast coverstitch, leg and back pocket print.

Womens cotton/lycra running short with contrast coverstitch and side front print.

Unisex ankle sock with contrast tipping and base print.

Box picture frame with printed Brandmark.

Contrast printed back neck tape.

Womens hipster bikini with contrast bind and front print.

Unisex kids grip socks with print.

Womens long sleeve hooded sweat with front zip, cover stitch detail and print.

Womens outer back neck embroidery.

Unisex kids singlet with front print and inner back neck badge.

Womens outer back neck embroidery.

Womens cotton/lycra yoga pant with contrast coverstitch, leg and back pocket print.

Womens cotton/lycra running short with contrast coverstitch and side front print.

Unisex ankle sock with contrast tipping and base print.

Box picture frame with printed Brandmark.

Contrast printed back neck tape.

Womens hipster bikini with contrast bind and front print.

Unisex kids grip socks with print.
TRINITY STORY

INSPIRATION
The Trinity Story is about communicating why the Commonwealth Games exist and ideals upon which it is based: ‘Humanity - After all, there is but one race; Humanity’, ‘Equality - All sports must be treated on the basis of equality’ and ‘Destiny - Destiny is not a matter of chance, it is a matter of choice’. The focus of the Commonwealth Games is on participation, personal best and celebration of the diverse cultures represent in this unique group of nations. The brand story extends its reach to an international audience, re-enforces the ideals and positions the mind set of all who will be involved around the event from the athletes through to the spectators, at the event and those watching from afar.

COLOUR PALETTE

CORE
- Navy
- M2006 Mid Orange
- M2006 Orange
- M2006 Red

SECONDARY
- M2006 Blue

PRODUCT TRIMMINGS

- Woven Tape: 7.5mm, 7.5mm, 7.5mm
- Plastic Button: 15mm, 17mm, 40mm
- Zip Pull: 12mm, 17mm, 40mm
- Pip Tag: 15mm, 40mm, 40mm
Womens V-neck capped tank with contrast bind, front print and back neck embroidery.

Womens t-shirt with contrast panel and piping, and front print.

Womens V-neck cap sleeve t-shirt with contrast bind and front print.

Woven printed belt with contrast bind and front print.

Womens hipster boxer with front print.

Sun-visor with contrast panels and prints on side elastic and front.

Printed ceramic mugs with contrast handles.

Nylon twill sports bag with contrast panels. Print on side panel and overlapping panels on front.

Womens t-shirt with contrast panel and piping, and front print.

Womens V-neck cap sleeve t-shirt with contrast bind and front print.

Nylon twill passport wallet with contrast zip and front print.

Mens hipster brief with front print.

Kids t-shirt with contrast panels and piping.

Womens hipster boxer with contrast elastic and front print.

Nylon twill sports leash key chain.

Mens rugby jersey with engineered stripe and front chest embroidery. Side front print.

Woven tape sports leash key chain.

Woven printed belt with metal clasp.

Womens zip front jacket with contrast tipping and piping and front print. Badge on lower sleeve.

Kids t-shirt with contrast panels and piping and front print.

Nylon twill passport wallet with contrast zip and front print.

Mens hipster brief with front print.

Kids socks with jacquard edging and Brandmark.

Mens raglan polo with contrast collar and cuffs with Brandmark on collar. Front and back prints.

All weather nylon anorak with fleece lining, and contrast tipping on back and zip. Print on back and hood with badge on front chest.

Nylon twill sports bag with contrast panels. Print on side panel and overlapping panels on front.

Woven printed belt with embossed Brand Mark.

Cuff watch with embossed Brand Mark.

Woven printed belt with contrast bind and front print.

Kids singlet dress with contrast bind and front print.

Girls singlet dress with contrast bind and front print.

Womens V-neck capped tank with contrast bind, front print and back neck embroidery.

Mens raglan polo with contrast collar and cuffs with Brandmark on collar. Front and back prints.

Nylon twill sports bag with contrast panels. Print on side panel and overlapping panels on front.

Woven printed belt with metal clasp.

Womens zip front jacket with contrast tipping and piping and front print. Badge on lower sleeve.

Kids t-shirt with contrast panels and piping and front print.

Nylon twill passport wallet with contrast zip and front print.

Mens hipster brief with front print.

Kids socks with jacquard edging and Brandmark.

Mens raglan polo with contrast collar and cuffs with Brandmark on collar. Front and back prints.

Nylon twill sports bag with contrast panels. Print on side panel and overlapping panels on front.

Woven printed belt with embossed Brand Mark.

Cuff watch with embossed Brand Mark.

Woven printed belt with contrast bind and front print.

Kids singlet dress with contrast bind and front print.

Girls singlet dress with contrast bind and front print.

Womens V-neck capped tank with contrast bind, front print and back neck embroidery.

Mens raglan polo with contrast collar and cuffs with Brandmark on collar. Front and back prints.

Nylon twill sports bag with contrast panels. Print on side panel and overlapping panels on front.

Woven printed belt with embossed Brand Mark.

Cuff watch with embossed Brand Mark.

Woven printed belt with contrast bind and front print.

Kids singlet dress with contrast bind and front print.

Girls singlet dress with contrast bind and front print.

Womens V-neck capped tank with contrast bind, front print and back neck embroidery.
THE SPIRIT OF SPORTSMANSHIP
PICTOGRAM STORY

INSPIRATION
The Pictogram Story works with the M2006 Official Sporting Pictograms and uses the M2006 Brandmark as an authenticating mark. The focus for the brand comes off the event and now talks directly about the sport and to sports enthusiast, especially when a single sport application is applied. However is still able to communicate with a wider audience when application on the product uses the complete set. The graphics have been set up in a template format where the text and Pictogram are interchanged. The core colours are strong, the text bold and the product base takes on a more lifestyle or active direction. It is important to note that no sport should be promoted over another.

CORE

SECONDARY

COLOUR PALETTE

PRODUCT TRIMMINGS

XVIII COMMONWEALTH GAMES XVIII COMMONWEALTH GAMES

7.5mm

XVIII COMMONWEALTH GAMES XVIII COMMONWEALTH GAMES

7.5mm

XVIII COMMONWEALTH GAMES XVIII COMMONWEALTH GAMES

7.5mm

Woven Tape

7.5mm

XVIII COMMONWEALTH GAMES XVIII COMMONWEALTH GAMES

12mm

Plastic Button

15mm

40mm

MELBOURNE 2006

17mm

Zip Pull

40mm

Pip Tag

40mm

MELBOURNE 2006

15mm

Plastic Button

40mm

MELBOURNE 2006

17mm

Zip Pull

40mm

Pip Tag
All weather anorak with fleece lining, contrast panels, and piping. Front chest embroidery, sleeve print and badge on hood.

Mens classic-t with contrast bind, front print and sleeve badge.

Womens V-neck cap sleeve-t with contrast panels and piping. Front and sleeve prints.

Printed flag.

Stress ball with print

Sport shammy with front print, and printed cylinder pack and contrast lid.

Unisex ankle sock with contrast tipping, contrast heel and toe, and ankle motif.

Womens zip front jacket with contrast panels and piping. Side front print and sleeve badge.

Womens cotton/lycra running short with contrast panels and piping, and side front and pocket print.

Unisex ankle sock with contrast tipping, contrast heel and toe, and ankle motif.

Womens V-neck long/sleeve-t with contrast bind and side panels. Centre front print and sleeve badge.

Mens V-neck long/sleeve-t with contrast bind and side panels. Centre front print and sleeve badge.

Womens raglan-t with contrast panels and front print.

Baby raglan romper with contrast bind and panels. Front and sleeve prints.

Printed glasses, with base Brandmark print.

Baseball cap with contrast peak and front rubberised print, and side print.

Doona and pillow set. Yardage print doona with Brandmark badge. Printed pillow, and Brandmark badge.
SUBGRAPHIC STORY

INSPIRATION
The Subgraphic story is an extension of the sports specific creative direction and graphically exciting. It adds strong, fresh colour and introduces silver from the brand colour palette. It also creates movement to the visuals by including multiple layers, radiating lines and showcases the grace that can be achieve by elite athletes. This range is been designed to completement the Pictogram story but not to usurp their place. The graphics have been set up in a template format where the text and Pictogram are interchanged.

COLOUR PALETTE

<table>
<thead>
<tr>
<th>CORE</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy</td>
<td>M2006 Blue</td>
</tr>
<tr>
<td>M2006 MidGreen</td>
<td>Grey Marle</td>
</tr>
<tr>
<td>White</td>
<td>M2006 BuffGreen</td>
</tr>
</tbody>
</table>
Male polo with raglan sleeve and contrast sleeve taping. Front and sleeve prints/ badge.

Nylon twill sports bag with contrast panels and trims. Print on front and side panels.

Nylon twill CD case with contrast zip and front print.

Notebook with printed cover.

Beach towel with jacquard contrast panel and design.

Womens long/sl hooded-t with contrast panels and front and sleeve print.

Womens cotton/lycra running short with contrast waist band and front leg print.

Sport sock with contrast stripe and Brand mark.

Mens long sleeve raglan-t with contrast bind and sleeve panel, and front print.

Kids ball with yardage print and contrast Brandmark.

Kids rash vest and short set with contrast panels and front and sleeve prints.

Womens swimsuit with detachable tie. Contrast binds and centre front prints

Womens long/sl hooded-t with contrast panels and front and sleeve print.

Mens swim trunks with contrast panels, front, side and waist band prints.

Kids wide brim bucket hat with cord. Contrast panels and continuous print in tonal colours.

Womens swimsuit with contrast panels and front and sleeve prints.
ENERGY STORY

INSPIRATION
'The Energy Story has a more conceptual approach to the sport theme and works with a motivational message of 'Channel your energy, focus your mind'. The direction for this range comes off the sports and onto the training/lifestyle of an aspiring athlete, a casual sports participant or a person with an active life. It is urban, trend right and edgy and has been achieve by using directional graphics and the introduction of charcoal marle to the colour palette. The theme is sporty but not sports specific with the central focus on 'energy'.
PASSION FOR PARTICIPATION
DESTINATION MELBOURNE STORY

INSPIRATION
The Destination Melbourne Story is about the focal point of the journey for the competing nations, the athletes and the spectators. The use of colour is vibrant and the key message concise. The role of this range is to allow all those who are involved to take away their experience of this sports keen, culturally diverse and beautiful Host City. It engages Melbournians and Victorians to take pride in their home town/state in the lead up to and during the Games.

COLOUR PALETTE

CORE
- M2006 Blue
- M2006 Dark Green
- M2006 Light Green

SECONDARY
- Navy
- M2006 Dark Green

PRODUCT TRIMMINGS

Pip Tag
- 15mm

Woven Tape
- 12mm

Plastic Button
- 15mm

Zip Pull
- 40mm

Pip Tag
- 40mm
Womens polo with contrast woven collar. Contrast sleeves with badge, and front print.

Womens cotton canvas crusher with front embroidery and print.

Nylon messenger bag with webbing strap and front print.

Printed flag

Printed glasses with base Brandmark print.

Nylon twill pencil case with contrast bind and print. Printed pens and pencils.

Girls singlet dress with contrast bind and front print.

Baseball cap with contrast bind on peak and front print.

Womens all weather anorack with fleece lining and contrast tipped zips. Front graphic and print and badge on sleeve.

Printed flag with front print and printed ties.

Tea towel with contrast bind and front print.

Apron with front print and printed ties.

Nylon twill pencil case with contrast bind and print. Printed pens and pencils.

Girls singlet dress with contrast bind and front print.

Baseball cap with contrast bind on peak and front print.

Womens cotton canvas crusher with front embroidery and print.

Womens polo with contrast woven collar. Contrast sleeves with badge, and front print.

Tea towel with contrast bind and front print.

Apron with front print and printed ties.

Womens all weather anorack with fleece lining and contrast tipped zips. Front graphic and print and badge on sleeve.

Printed flag with front print and printed ties.

Tea towel with contrast bind and front print.

Apron with front print and printed ties.

Womens all weather anorack with fleece lining and contrast tipped zips. Front graphic and print and badge on sleeve.

Printed flag with front print and printed ties.

Tea towel with contrast bind and front print.

Apron with front print and printed ties.

Womens all weather anorack with fleece lining and contrast tipped zips. Front graphic and print and badge on sleeve.

Printed flag with front print and printed ties.

Tea towel with contrast bind and front print.

Apron with front print and printed ties.
**AUSTRALIA STORY**

**INSPIRATION**
The Australia Story has a more national focus and tells of the journey of international, interstate, regional visitors for the event by the linking of the text to create the pathway; Australia to Victoria to Melbourne. It sends out a message to all Australians to take ownership of the 2006 Commonwealth Games by giving them a focus that is particular to them i.e. Host Country, Host State, Host City. The range is relaxed, colour is bright and the graphics use the Australian Map to highlight the message of choice i.e. for a national message the map of Australia, for a more localised message the map highlights Victoria.

**CORE**

**SECONDARY**

**COLOUR PALETTE**

- **CORE**
  - M2006 Blue
  - M2006 Orange
  - White

- **SECONDARY**
  - Grey Marle
  - M2006 All Green
  - Navy

**PRODUCT TRIMMINGS**

- **Woven Tape**
  - 7.5mm

- **Plastic Button**
  - 7.5mm

- **Zip Pull**
  - 40mm

- **Pip Tag**
  - 40mm
Kids wide brim bucket hat with neck cord. Contrast coloured panels and front print.

Girls full-piece swimsuit with contrast bind and front print.

Baby’s swim nappy with contrast bind and front print.

Baby’s raglan rash vest with contrast panels and front print.

Womens long sleeve hooded sweat with front zip, contrast panels and print.

Mens raglan sleeve polo with contrast sleeve panel and piping. Printed front with chest embroidery and Brandmark on collar.

Mens raglan sleeve polo with contrast sleeve panel and piping. Printed front with Brandmark on collar.

Mens long sleeve raglan t with contrast bind, sleeve panel and tape, with front print.

Stubbie Holder with print

Womens long sleeve raglan t with contrast colours, front print and sleeve badge.

Beach towel with jacquard design.

Tea towels with contrast bind and front print.

Flip-flops with inner print.

Nylon twill bum-bag with printed strap and front pocket embroidery.

Nylon twill bum-bag with printed strap and front pocket embroidery.

Kids rash vest and short-set, with contrast panels and side front prints.

Kids ball with print.

Womens long sleeve raglan t with contrast bind, sleeve panel and tape, with front print.

Mens long sleeve ragan-t with contrast bind, sleeve panel and tape, with front print.

Mens raglan sleeve polo with contrast sleeve panel and piping. Printed front with Brandmark on collar.

Rain umbrella with contrast panels, continuous print and Brandmark.
**IMAGE STORY**

**INSPIRATION**

The Image Story merges the Brandmark and the Look of the Games elements, such as the Halo Subgraphic, with stunning images of Melbourne and Victoria and begins to promote an extended experience that a visitor can put on their do to list while they are here in the lead up to and during the Games. Permission to use these images on product, as depicted in this story, has been kindly granted by Tourism Victoria who are a great partner to the Melbourne 2006 Commonwealth Games.

**COLOUR PALETTE**

**CORE**
- M2006 Blue
- M2006 Orange
- Grey Marble

**SECONDARY**
- Navy
- White

**PRODUCT TRIMMINGS**

- **Woven Tape**: 7.5mm, 15mm, 7.5mm
- **Plastic Button**: 7.5mm, 7.5mm, 7.5mm, 7.5mm, 7.5mm
- **Zip Pull**: 12mm, 40mm
- **Pip Tag**: 17mm, 40mm, 40mm
Karak
Official Mascot
SECTION ONE  M2006 Mascot - Visual Guidelines

SECTION TWO  M2006 Mascot - Labelling, Packaging and Point of Sale

SECTION THREE  M2006 Mascot - Signature Range Product Application

SECTION FOUR  M2006 Mascot - Sports Specific Product Application

SECTION FIVE  M2006 Mascot - Tourist / Souvenir Product Application
INTRODUCTION

KARAK - OFFICIAL MASCOT MELBOURNE 2006 COMMONWEALTH GAMES

The Mascot is a ‘People Ambassador’ representing not only Melbourne and Victoria, but also Australia and the athletes who will be competing in the XVIII Commonwealth Games in 2006.

He loves nothing more than to talk about sport and culture, and would think nothing of travelling to the four corners of the Commonwealth to share his passions for them. He is determined to see his favourite subjects come together in celebration in 2006, in what will be the largest and most exciting multi-sport event to be held in Melbourne since the 1956 Olympic Games.

The Mascot’s character is very Melbourne in essence (given that this is where he comes from) - vibrant, friendly, dynamic, a little bit sophisticated, cosmopolitan and lots of fun - but he is very quick to point out that he also reflects the nature of all people who live in Australia, and indeed the Commonwealth. He takes his job as the Official Mascot for the 2006 Commonwealth Games seriously and says his main goal is to represent all people, no matter where they come from, the athlete’s, the sports and the event itself. This was the reason he was chosen as the Mascot - because he lives and breathes this conviction (whilst maintaining his great sense of humour!).

The most loveable characteristic about the Mascot is that sometimes he can be a little bit mischievous, which can get him into trouble and make him lose his focus. But he is very quick to pick himself up, dust himself off, learn from the experience and re-focus on the important job at hand. It could be said that his ability to overcome small set backs is a reflection of what athletes must go through everyday in the lead up to an event like this, and therefore makes him perfect to represent them.

KARAK’S ROLE

Karak’s role is to communicate the ideals of the Melbourne 2006 Commonwealth Games. He is the face of the Games - the ambassador and tangible identity of the Games. He is a goodwill messenger who will play an important educational role teaching adults and children about sport, sportsmanship, participation in sport and all the key messages of the Melbourne 2006 Commonwealth Games.

His mission is to inspire, entertain, inform and embrace people in a friendly, welcoming style that encapsulates the spirit of Victoria and the Commonwealth Games. With this in mind, it is very important that Karak is reproduced and depicted accurately in all applications.

Karak will serve two primary functions for Melbourne 2006:

- **Communications and Publicity:** The Mascot will be an important element of the Melbourne 2006 communications and publicity campaign and will be a means of engaging with Australians of all ages on a national basis. The Mascot will represent the Melbourne 2006 brand in a fun and captivating way and will be used to generate excitement and publicity for the Games.

- **The Licensing Program:** The Mascot will, along with the Melbourne 2006 Logo, be an important piece of the Melbourne 2006 intellectual property and will be translated into a range of Official Licensed Product for sale by Melbourne 2006, its Licensees and Sponsors.
When the news reached Noisy Hollows on Stringybark Lane that Karak had been appointed Mascot for the Melbourne 2006 Commonwealth Games, every cocky’s chest puffed up with pride. The small community of South-eastern Red-tailed Black Cockatoos was so happy. Karak’s crest stood up high on his head. He looked so proud with his shiny black feathers and bright red tail. “K-A-R-A-K, K-A-R-A-K,” he called with his famous sound that had given him his name. “K-A-R-A-K!” Karak’s huge cheeky grin was wider than ever. He was over the moon to hear about being the Mascot. He loved nothing more than to spread the word about sport and his beloved Melbourne. He instantly hatched a plan. He vowed to hit the highways and byways of Victoria and shout his news from the hills. “K-A-R-A-K! I’ll get the word spreading from one tree to another,” he said, while munching on his favorite stringy bark seeds, cracking them open with his powerful beak. He was so thrilled! Some might call him a sticky beak, but he wanted to know all about the sports men and women visiting his country. If asked, he would think nothing of flying to all corners of the Commonwealth to spread the news about the Melbourne 2006 Commonwealth Games.

Everyone in Stringybark Lane flocked to hear the news! Of course, no one was surprised that Karak had been appointed Mascot for the 2006 Commonwealth Games in Melbourne. Karak was a local sports legend and well-known campaigner for the environment. He’d always been up for a challenge. Okay, he’d had a few misadventures, but everyone knew he had a big heart. And he was a great squawker...err...that is a great talker. He had told everyone he could about the dwindling numbers of the South-eastern Red-tailed Black Cockatoo. How there’s very few left. So he’s not unique, but there aren’t many like him! He’s a rare find alright. A high flyer, and a top bird! He was renowned for his sporting prowess. He’d tried his hand at everything from swimming to athletics, gymnastics, cycling, table tennis and hockey. On several occasions he nearly made the top teams too! He loved his sport. He simply couldn’t get enough of it. He was equally known for a rather devil-may-care attitude. The South-eastern Red-tailed Black Cockatoos would squawk with laughter as they remembered the incident where he was disqualified from the local athletics carnival for flying over the high jump. He apologised, said it was an “accident” and the whole thing blew over. The high jump that is. A gust of wind came and blew it over! He could be a bit bird-brained. Then there was the time of when he really laid an egg. He was so excited about winning the local soccer tournament that he dive-bombed the Mayor! How he talked his way out of that one we’ll never know, but it was soon forgotten. He always had that ability, to dust himself off and fly straight and true! Karak was out of his tree when he heard about being the Mascot for the Melbourne 2006 Commonwealth Games. As soon as he got the news he was straight to work. He flew high in the air. He could see everything from up there, and his view told him exactly what to do. He flew straight down to the primary schools and started telling the children all about the Games. “K-A-R-A-K! I’m so excited,” he said, addressing a group of eager young kids. “Do you know that the Commonwealth Games will be the largest event of its kind to be held in Melbourne? It will take place from March 15-26 2006. You won’t believe how amazing it’s going to be. There will be around 6,000 athletes and officials flying in from all the Commonwealth countries! There are 16 sports, 12 individual and 4 team sports. There will be more than 2000 media and 15,000 volunteers helping the whole thing to run smoothly. The Games will be held at world-famous Melbourne sporting venues like the Melbourne Cricket Ground, Melbourne Sports and Aquatic Centre, Melbourne Exhibition and Convention Centre, Rod Laver Arena, the Multi-Purpose Arena at Melbourne Park, the State Netball and Hockey Centre and several sites in regional areas.” The children stared wide-eyed. Karak wasn’t winging it. He knew his stuff. When they found out that Karak and his family could disappear forever, the children were very sad. Karak was quick to lift their spirits. “K-A-R-A-K!” he said. “It’s going to be alright.
As Mascot for the Melbourne 2006 Commonwealth Games, Karak had many duties. As soon as he had finished telling the children in the primary schools all about the Games, he was out spreading the news around town. By day he hit his favourite Melbourne cafes and flew out to the Grampians, the Great Ocean Road, the mighty Murray River and the Yarra Valley wineries where he called out the news from the highest peaks. He went to restaurants full of international flavours and aromas. He hit the skate ramps, impressing everyone with his skateboard skills and rapping with the kids. He was down with the flock, one hip dude, a bird of the people! He caught trams to St Kilda, Fitzroy and South Yarra to spread the news. At night, he was out and about at his favourite watering holes. He even zipped into one of the hittest nightclubs to shake his tail feathers to one of Melbourne’s internationally renowned DJs. Nothing too seedy though. Karak was taking his appointment as the 2006 Commonwealth Games Mascot very seriously. He’s one cool cockatoo. He wanted the whole country to know about the Games in Melbourne. He spent an exhausting day flying from Melbourne to Sydney. He went west at Brisbane and headed for the Northern Territory, crash landing in the desert. Then he took a night flight to Perth, zipped over to Adelaide, and crossed Bass Strait to arrive in Tasmania, enthusiastically spreading the news in every State and Territory. He may be taken to flights of fancy, but here’s a bird with his claws firmly planted on the ground.

Karak was flying high. A South-eastern Red-tailed Black Cockatoo had been chosen as the Mascot for the Melbourne 2006 Commonwealth Games! It was time for an official function to take everyone under his wing. He called a big meeting at Federation Square and shouted from the treetops about the Games! He was so excited he fell off his perch! He was soon up again though, dusting off his feathers and laughing. Of course, being an ambassador for the Games gave him plenty of opportunity to talk about the environment and the endangerment of his species. He wanted to represent all Australian endangered fauna. He felt that this symbolised the Commonwealth Games’ environmental legacy, and he wasn’t going to let the captive audience at Federation Square get off easy. Caw! He couldn’t half go on about the South-Eastern Red Tailed Black Cockatoo! How he crowed about his species. “KA-R-A-K!” he squawked. “We are a beautiful bird with a gleaming black coat, a spectacular head crest and a bright red tail. Sadly though, we are down to fewer than 1000 birds. Lack of food, plus predation and habitat loss have contributed to a decline in our numbers. We can’t let this go on!” But Karak was also quick to put a positive spin on things. “Australia has such a unique and wonderful flora and fauna. It’s so special to the world in general, and very important to the ethos of the Commonwealth Games. We must protect it and preserve our heritage. KA-R-A-K!” He never lets anything get him down. Good things are around every corner for this plucky bird.

With 72 nations competing in the Melbourne 2006 Commonwealth Games, representing over one third of the world’s population, Karak saw endless opportunities as Mascot to spread the word about Melbourne community spirit and love of sport. “United By Dreams” was the Games’ motto. Being a communal bird, Karak was hip to what it meant to be united. Flying high in the air he saw the hopes and dreams of all. He saw Australia’s passion for sport, and Melbourne’s distinctive sense of community and culture. Melbourne has a society that is defiantly Australian and yet has a strong sense of worldly style. Melbourne is a modern, forward-thinking city and Karak knows where it’s at. He was so excited about all Australians being involved in the Commonwealth Games! And he couldn’t wait to show everyone from overseas how friendly Australians could be! Actually he couldn’t wait to show off. This was a big opportunity for him to talk about his passions, but it also gave him the chance to be centre stage! He loved to be a star! “KA-R-A-K! As Mascot I must surely be a big part of the opening and closing ceremonies,” he said to himself. “But I’ll also be the one everyone can look to for the true spirit of the Commonwealth Games!” He never got too cocky. Is he the right bird for the job? Well, as he always said, “You’ve got to have a Karak!”
MASCOT BIOGRAPHY

Name: Karak
Species: South-eastern Red-tailed Black Cockatoo
Where Found: Victoria and South Australia.
Birthplace: First Dead Log, Noisy Nest, Second Hollow, Stringy Bark Lane. Now cleared away unfortunately. Karak is sad about losing his memories. The South-eastern Red-tailed Black Cockatoo likes to reproduce in the dead logs of Stringy Bark trees so it’s difficult to keep the species replenished. But he’s moved on and is looking to the future!
Family History: Comes from a long line of squawkers. His mum nested at an early age and foraged for the family. His Gran was famous in the area for her seed cakes. He has two brothers who were well-known badminton shuttlecocks, and a sister who passed her school exams with flying colors!
Education: Four years at Treetops College studying Australian Endangered Species. Ran the Uni Sports Society. Apparently egged the Principals car during Orientation week but nothing’s ever been proven.
Hobbies: Sport Sport Sport! Karak loves nothing better than to play sport and talk sport. He also loves to have a quiet drink or two at one of his favourite Melbourne watering holes. He’s mad for saving the environment, and especially preserving the South-eastern Red-tailed Black Cockatoo. He’s so passionate about both subjects that he will happily fly from one corner of the country to the other, from the bush to the city and the outback to the suburbs to get his views across. He’ll stick his beak in anywhere now that he’s got the Melbourne 2006 Commonwealth Games to promote!
Career Goals: He’s achieved them! To get everyone fired up for the Commonwealth Games! Now that’s his job, he couldn’t be happier. He’ll go from Tasmania, to Brisbane, to Perth and all over Australia, to catch up with his mates at their favorite watering holes. All he’s ever wanted to do is to fly high in any sport and to spread the word about his favourite city, Melbourne, and about looking after the environment, and saving his species from extinction.
Favorite Film: ‘Travelling Birds’
Favorite Food: Stringybark Seeds and lots of them, so Karak wants to see lots more Stringybark trees planted!

THE SOUTH EASTERN RED-TAILED BLACK COCKATOO

The South Eastern Red-tailed Black-Cockatoo is an Australian native animal that nests in large hollows formed in old eucalyptus, particularly dead river gums. They feed almost entirely on the seeds of Brown Stringybark and Buloke trees. The males are a slaty-black colour, with a beautiful vivid red band in their tail. It’s most identifiable characteristic is its loud, distinctive call that sounds like it’s saying “K-a-r-a-k, K-a-r-a-k”!

The South Eastern Red-tailed Black Cockatoo is an endangered cockatoo, with an estimated population size of no more than 1000 and can be mostly found in South-West Victoria and the lower South-East of South Australia.
M2006 OFFICIAL MASCOT - KARAK

KARAK CREATIVE CONSIDERATIONS
The Mascot should be used to help promote the positive values of the Melbourne 2006 Commonwealth Games. It should always be clear that Karak is the Official Mascot for the Games. This will be achieved by placing him in the context of other Melbourne 2006 Commonwealth Games properties and themes.

No other animals or characters should be associated with the Melbourne 2006 Commonwealth Games intellectual properties in a way that may suggest that they are the official Mascot(s).

Although the primary focus for the Commonwealth Games is of course sport, the Mascot does not always have to be associated with sporting situations. He represents a variety of Commonwealth and Games ideals. Some of the key themes associated with Karak include Children, Community, Victoria and Australia, Sport and Participation, Athletes and Culture.

At all times, Karak’s look, image and the messages he is communicating need to be in keeping with his personality. Most importantly, Karak should never been depicted in inappropriate activities or doing anything that is not in keeping with the spirit of the Melbourne 2006 Commonwealth Games.

The Mascot is not of a particular age and should always be seen as ‘ageless’.
KARAK COLOUR BREAKDOWN

COLOUR BREAKDOWN
The full colour version of Karak has added dimension created by a meshing technique during the colouring process. This technique allows a smooth transition of ‘meshing’ one colour point to another visually creating highlights and shadows. This effect is enhanced by using varying percentages of the colour palette and combining colours.

The flat colouring technique involves solid block shapes of colour. No highlights or shadows are created. Therefore the colour palette is reduced.

PREFERRED BACKGROUND COLOUR
When applying the Full Colour and Flat Colour Versions to a background colour it is important that the colour chosen allows him to stand out. It is always preferred that the background colours come from the approved colour palette which has been supplied on page 72. Where possible it is preferred that darker colour options are not used or that he is placed on an area that has a treatment applied directly around him such as washing the colour back.

MINIMUM SIZE
The Mascot should never appear smaller than 20mm in height. Instances where the Mascot 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.

Full Colour Version - Hero Pose

Flat Colour Version - Hero Pose

<table>
<thead>
<tr>
<th>MASCOT COLOUR PALETTE</th>
<th>100%</th>
<th>Varying %'s</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK</td>
<td>C00 M00 Y00 K100</td>
<td>Outline, inside mouth, pupil of eye</td>
</tr>
<tr>
<td>PMS 5395</td>
<td>70% C100 M44 Y00 K76</td>
<td>Body, Claws</td>
</tr>
<tr>
<td>PMS 109</td>
<td>100% C00 M10 Y100 K00</td>
<td>Beak and Feet</td>
</tr>
<tr>
<td>PMS 2995</td>
<td>100% C90 M11 Y00 K00</td>
<td>Eyes</td>
</tr>
</tbody>
</table>
KARAK TURN AROUND POSES

The Full Colour Version is always the preferred option where technically possible as Karak’s personality and characteristics are best communicated in this medium. A full PMS breakdown has been supplied on page 65. However, there will be cases where the technical application of the creative will mean that the Full Colour Version is impossible to apply. For these cases the Flat Colour Version and the Lineart Version will need to be utilised.

FLAT COLOUR VERSION
For technical applications where the Full Colour Version is not possible, and where colour is still an option, the Flat Colour Version can be used. A full PMS breakdown has been supplied on page 65.

LINEART VERSION
For technical applications where the Full Colour and Flat Colour Version’s are not possible the Lineart Version can be used. A possible exception to this is where a coloured option has already been used on the product prominently and there is an opportunity to use the lineart option as a design element, such as a repeat yardage in a jacket lining. The preferred colour options for this type of use should come from the core colour palette of M2006 Blue, M2006 Orange, M2006 Mid Green and PMS 5395 (body colour of Karak). White and black will be approved where a preferred option is not possible.
KARAK CREATIVE ELEMENTS

KARAK SIGNATURE
Karak’s name was chosen for the sound that he makes (K-a-r-a-k!) and became part of the inspiration of his personality, a personality that is distinctly Australian and representative of the region from which he comes i.e. Victorian. Therefore the Karak Signature had to be easy going and unaffected with just a touch of style and sophistication. Karak’s signature must always be positioned in close proximity to him wherever possible. The preferred options are Version A & B, with Version C being primarily used where technical and size (loss of legibility) restrictions apply.

KARAK FOOTPRINT
Karak’s Footprint has been created to add an element of fun to the Karak creative story’s and reads along the lines of a ‘Karak was here’ message. The Karak Signature has been applied as a ‘birthmark’ on the Right Footprint and if only one placement is used the Right Footprint is the preferred option. Where a series of Footprints are used the creative must be applied in a Right, Left, Right Left format. Where possible the colour of the Footprint must come from the preferred Karak Colour Palette, and as appropriate to the design, with the fill area being a ‘window’ through to the background colour upon which it is placed i.e. lineart in nature.

‘M’ GRAPHIC
The ‘M’ which can be seen in Karak’s majestic tail represents the first letter of the Host City for the 2006 Commonwealth Games - Melbourne. The Tail M has been lifted out from the tail to utilise another creative element that is distinctly Karak. It may only be used exactly as provide and only be used M2006 Red.
KARAK SPORTING PICTOGRAMS

The Karak Sporting Pictograms is where his character starts to come to life and allows for the message of sport as fun to come through. While Karak is not necessarily great a every sport his key message is of friendly competition and sportsmanship i.e. cheering the winner, congratulating the runners up on a job well done. There is a Mascot Sporting Pictogram for every sport of the Games, except for Aquatics where we have included Swimming and Diving. Where a single Aquatics poses is used the preferred option is the Swimming Pictogram.

CREATIVE GUIDELINES

The Karak Sporting Pictograms should always have the name of the sport sitting in close proximity with the preferred font being Kidprint. His Signature should also be included in close proximity or elsewhere on the product where it can be seen and a visual connection made. The digital artwork files for each of the Sporting Pictogram have been formatted in a way so that the sporting elements can be remove and other appropriate elements included or left ‘clean’. This allows for a greater usage flexibility in a non-sporting environment eg Diving - remove diving board and action lines and he could be flying over the Melbourne skyline or an M2006 Venue.
M2006 MASCOT PICTOGRAMS CONT.

Mascot Sporting Pictograms include Swimming and Diving representing Aquatics, Hockey, Netball, Squash, Gymnastics, Table Tennis, Athletics, Lawn Bowls, Basketball, Shooting, Triathlon, Rugby 7’s, Weightlifting, Boxing, Cycling and Badminton.

‘TM’ TRADEMARK AND ‘©’ COPYRIGHT SYMBOL

FULL TRADEMARK LINE
The Full Trademark Line must be applied, in a permanent fashion for every product application and needs only to be large enough to be clear and legible.

Where space permits, the full version should be used “Melbourne 2006 Commonwealth Games Corporation TM ©”

If space is limited, the shortened version “M2006 TM ©” is acceptable.

If space is extremely limited, just “TM ©” is acceptable.
**KARAK COLOUR PALETTE**

The Karak Colour Palette is bright and visually engaging with most colours coming from the Brandmark Colour palette. Colours from the Primary Palette are the core options with the Secondary palette used to create another colour layer to the design or product base.

It is vital that printers and manufacturers ensure that an accurate colour match is achieved using the M2006 colour specs 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 Mascot and M2006 Brand colours must remain true to specifications.

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**PRIMARY PALETTE**

- **M2006 Blue**
  - CMYK: 100 00 08 13
  - RGB: 00 138 163
  - Textile / Yarn Colour: White warp 36163

- **M2006 Mid Green**
  - CMYK: 50 00 100 00
  - RGB: 116 183 27
  - Textile / Yarn Colour: Black warp 67250

- **M2006 Orange**
  - CMYK: 00 53 100 00
  - RGB: 255 120 00
  - Textile / Yarn Colour: White warp 44159

- **M2006 Red**
  - CMYK: 00 97 100 00
  - RGB: 255 017 00
  - Textile / Yarn Colour: White warp 14310

- **M2006 White**
  - CMYK: 00 00 00 00
  - RGB: 255 255 255
  - Textile / Yarn Colour: TBA

---

**SECONDARY PALETTE**

- **M2006 Mid Orange**
  - CMYK: 00 29 91 00
  - RGB: 255 181 021
  - Textile / Yarn Colour: White warp 210

- **M2006 Light Green**
  - CMYK: 20 00 91 00
  - RGB: 204 232 033
  - Textile / Yarn Colour: Black warp 22F
KARAK TYPOGRAPHY

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

Kidprint Regular is child-like, fun and friendly. It compliments Karak the Official Mascot and can be freely used throughout the Mascot program.

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 or ‘friendly’ when used in Roman styles. Meta LF is designed to be highly legible.

Note: Both Kidprint and Meta LF are ‘custom’ typefaces that are not loaded as system (standard) fonts on computers. They must be purchased and installed before use.
PACKAGING GUIDELINES

The packaging guidelines and layouts that follow in the next couple of pages have been developed for application onto all M2006 Mascot Official Licensed Product packaging concepts.

SWINGTAG TEMPLATE
All M2006 Mascot swingtags must carry the following elements as shown:

FRONT VISUAL PLANE
1. Mascot Hero pose with signature.
2. Full colour Brandmark Reverse Version B - Horizontal.
3. 'XVIII Commonwealth Games’ using Meta Normal LF Roman font.

BACK VISUAL PLANE
1. By Purchasing Statement "By purchasing this product you are helping to deliver the greatest Commonwealth Games ever. Enjoy your purchase!".
2. Mascot Footprints
3. M2006 Copyright line 'M2006 TM ©'.
5. Halo Subgraphic.
6. Australian Standards required information such as country of origin and product content details.
7. Licensee company name/logo and contact details taking up no more than 1/3 of the space allocated to the M2006 Brandmark on the front.
8. Barcode.
PACKAGING GUIDELINES CONT.

PACKAGING GUIDELINES
Further packaging examples have been provided on this page of a Carry Bag, Window Box and Header Card to show how the swingtag template elements are reworked on to different packaging concepts. They are to be used as guides only and reworked to bases that suit the particular product packaging constraints.

Packaging sizes illustrated here are examples only and may vary according to each product.

Please note: While all care has been taken with regards to depicting labelling and packaging concepts as they should be used it is the responsibility of the Licensee to ensure that all Australian Standards required information is included in its correct format.
POINT OF SALE

POINT OF SALE GUIDELINES
Point of Sale examples have been provided on this page of a Counter Display (which can also be used a ceiling mobile), Counter Box and Shelf Talker to show how the swingtag template elements are reworked on to different Point of Sale concepts. They are to be used as guides only and reworked to the merchandising requirements of the retailer. These layouts indicate the preferred position and relative size for each of the swingtag template elements.

Counter Display

Shelf Talker

Dump Bin

www.melbourne2006.com.au

By purchasing this product you are helping to deliver the greatest Commonwealth Games ever. Enjoy your purchase!

15 - 26 MARCH 2006

© M2006

By purchasing this product you are helping to deliver the greatest Commonwealth Games ever. Enjoy your purchase!

15 - 26 MARCH 2006

© M2006
ADVERTISING GUIDELINES
Advertising examples have been provided on this page to show how an advertising layout need to be approached and the swingtag template elements are reworked for this medium. They are to be used as guides only and can be reworked to suit the particular advertising constraints. These layouts indicate the preferred position and relative size for each of the swingtag template elements.
INSPIRATION
The Hero Story creative works with Karak in his Hero pose, his signature and the M2006 Brandmark. This range is the launch story for the Karak direction and will run from inception right through to Games time. It is about raising awareness of who he is, what his name is and what he is for i.e. Karak - Official Mascot for the Melbourne 2006 Commonwealth Games. Therefore we have used him only in his Hero pose and facing forwards, unless there is a creative option to have him seen in a complete turn around /3D application i.e. umbrella. The graphics are simple as it about establishing the benchmark of detail that goes into a product; back neck taping, pip tags and badging and turns the range from a 'intellectual property' into a 'Mascot' with character. The colour palette is very bright and youthful, working with two key colours of the brand, and has been designed keeping in mind that it needs to appeal to both girls and boys. While the graphics in the Mascot Artpack are primarily aimed at children it is also appropriate for application on more adult product base.

COLOUR PALETTE

CORE
- M2006 Blue
- M2006 Mid Green
- M2006 Light Green

SECONDARY
- White

PRODUCT TRIMMINGS

- Plastic Button: 7.5mm
- Zip Pull: 12mm
- Pip Tag: 15mm
- Woven Tape: 17mm
Baseball cap with print on front, side and peak.

Women’s long sleeve raglan-t with contrast bind. Print on centre front and sleeve.

Baby’s cotton singlet romper with contrast bind and front print.

Kids nylon boardshorts with contrast panels and front print leg prints.

Kids long sleeve hooded-t with contrast panels, front and sleeve print with badge on sleeve.

Kids rash vest with contrast panels and front print.

Kids-t with contrast panels and bind. Print on front, back and sleeve.

Kids nylon board shorts with contrast panels and front print leg prints.

Kids long sleeve hooded-t with contrast panels, front and sleeve print with badge on sleeve.

Kids flip-flops with inner print.

Rain umbrella with contrast panels and prints.

Unisex kids grip socks with print.

Mens classic-t with front printed panel and badge on sleeve.

Hipster bikini with contrast trim and front print.

Girls singlet dress with contrast panels and front print.

Rain umbrella with contrast panels and prints.

Kids long sleeve hooded-t with contrast panels, front and sleeve print with badge on sleeve.

Girls full-piece swim suit with contrast binds and front print.

Girls singlet dress with contrast panels and front print.

Baby’s cotton bib with contrast bind and front print.

Kids long sleeve hooded-t with contrast panels, front and sleeve print with badge on sleeve.

Unisex kids grip socks with print.
FOOTPRINT STORY

INSPIRATION
The Footprint Story is where the creative direction for the Mascot starts to become very playful and his character comes alive. The dominance of the Hero pose starts to move back and his footprint being worked into the graphics with a visual message reading along the lines ‘Karak was Here’. The footprint can be used as a design yardage to help create depth to the application. By re-working some of the Pictogram poses, the Karak creative options and humour can start to be worked into the range as well as some non-sporting creative environments. The colour palette is lighter in approach which has been achieved by replacing the M2006 Mid Green with the M2006 Orange and will merchandise beautifully back with the Hero Story to add another colour dimension at shelf.

PRODUCT TRIMMINGS

Woven Tape

Plastic Button

Zip Pull

Pip Tag
Rain umbrella with contrast panels and prints.

Nylon backpack with contrast bind and zip detail, and print on front pocket and front.

Gum boots with contrast panels and print.

Womens V-neck capped tank with contrast bind and front and back print.

Nylon backpack with contrast bind and zip detail, and print on front pocket and front.

Flip-flops with inner print.


Baseball cap with front, side and peak detail, and print on front pocket and front.

Boys briefs with jacquard elastic and front print.

Kids wide brim bucket hat with neck cord. Contrast coloured panels and front print.

Gum boots with contrast panels and print.

Unisex kids singlet with front print and back neck badge.

Boys long sleeve-t with contrast bind and piping with front and sleeve print.

Boys briefs with jacquard elastic and front print.

Girls hipster bikini brief with contrast trim and front print.

Back neck badge

Womens V-neck cap sleeve-t with contrast bind, panel and piping, with front print.

Mens long sleeve ragan-t with contrast bind and sleeve panel. Front print and sleeve badge.

Womens V-neck cap sleeve-t with contrast bind, panel and piping, with front print.

Kids classic-t with contrast panels and prints.

Kids wide brim bucket hat with neck cord. Contrast coloured panels and front print.

Womens V-neck cap sleeve-t with contrast bind, panel and piping, with front print.

Rugby union ball with contrast panels and print.
**M STORY**

**INSPIRATION**
The M Story has more relaxed approach to the graphics and introduces more humorous creative applications working with the key motivational message of 'Sky's the Limit'. The 'M' also opens up a more adult opportunity for the ranges i.e. can be used as a backprint and Karak as authenticating mark. Here you see the Mascot Pictogram images being re-worked for non-sporting environments i.e. he could be dancing which would appeal to girls or he is flying which can appeal to both girls and boys etc.. Here we introduce M2006 Red into the palette to create another colour layer at shelf and see this range being released in the lead up to the Games to refresh the Hero and Footprint Story’s who will have already done their job of raising his awareness.

**COLOUR PALETTE**

**CORE**
- M2006 Blue
- M2006 Orange
- M2006 Red

**SECONDARY**
- White

**PRODUCT TRIMMINGS**

**Karak Official Mascot Karak Official Mascot Karak Official**

- Woven Tape: 7.5mm, 7.5mm, 7.5mm

**Karak Official Mascot Karak Official Mascot Karak Official**

- Plastic Button: 12mm, 15mm
- Zip Pull: 40mm
- Pip Tag: 17mm
the sky's the limit

Girls 2-piece swim suit with contrast bind and print.

Womens 2-piece swim suit with contrast bind and front and back print.

Baby's swim nappy with contrast bind and front print.

Kids classic t-shirt with contrast bind and front and back print.

Unisex kids singlet with contrast bind and front print.

Womens V-neck capped tank with contrast bind and front print.

Womens V-neck capped tank with contrast bind and front print.

Kids classic t-shirt with contrast bind and sleeves, front and back print.

Babys cotton romper with contrast panels and prints, and front and back prints.

Mens hooded long sleeve t-shirt with contrast panels, front print and badge on sleeve.

Babys cotton romper with contrast panels and binds, and front and back prints.

Mens hooded long sleeve t-shirt with contrast panels, front print and badge on sleeve.

Rain umbrella with print and Brandmark.

Plastic adjustable bib with catchment and front prints.

Gum boots with contrast panels and prints.

Gum boots with contrast panels and prints.

Flip-flops with inner print.

Notebook with printed cover.

Notebook with printed cover.

Sun visor with front prints.

Gum boots with contrast panels and prints.

Gum boots with contrast panels and prints.

Gum boots with contrast panels and prints.

Kids hooded raincoat with contrast sleeve, hood and body. Front pocket, back and sleeve print.

Notebook with printed cover.

Notebook with printed cover.
SECTION FOUR

M2006 Mascot - Sports Specific Product Application
KARAK - PURE SPORTING POTENTIAL
PICTOGRAM STORY

INSPIRATION
The Pictogram Story is the Mascot answer to the Official Pictograms of the Games and introduces an element of fun into the sports specific direction. The focus comes away from Karak the 'Amabassador' and onto Karak the sporting enthusiast. The creative direction works with a single sport or complete set applications and works with the statement of 'Pure Potential' which re-enforces the message to children that anything is possible. The graphics have been set up in a template format where the text and Pictogram are interchanged. The core colours are strong, the text relaxed and the product base takes on a more lifestyle or active direction. It is important to note that no sport should be promoted over another.

COLOUR PALETTE

CORE

SECONDARY

PRODUCT TRIMMINGS

Karak XVIII commonwealth games Karak XVIII commonwealth games

Karak XVIII commonwealth games Karak XVIII commonwealth games

Karak XVIII commonwealth games Karak XVIII commonwealth games

Woven Tape

Plastic Button

Zip Pull

Pip Tag
Unisex kids singlet with front print and contrast bind.

Womens hooded long sleeve t-shirt with contrast panels, front print and woven badge on sleeve.

Boys rash vest and swim pant set, with contrast panels and front prints.

Baseball cap with front print, and contrast panels.

Nylon twill pencil case with contrast bind and print. Printed pens and pencils.

Doona and pillow set. Yardage print doona with Brandmark badge. Printed pillow and Brandmark badge.

Printed glasses with base Brandmark print.

Baby raglan romper with contrast bind and sleeves with front and sleeve print.

Girls singlet dress with contrast bind and front print.

Kids long sleeve hooded-t with contrast panels, front and sleeve print and badge on sleeve.

Apron with front print and printed ties.

Printed sports water bottle.
TOURIST STORY

INSPIRATION
The Tourist Story works with Karak in his Tourist Guide mode promoting things that are very Melbourne/Victorian; trams, City Scape with Yarra River and Victorian beaches with Bathing Huts. The use of colour is vibrant and the key message concise. The role of this range is to allow all those who are involved to take away their experience of this sports keen Mascot and the beautiful Host City. It engages Melbournians and Victorians to take pride in their home town/state in the lead up to and during the Games.

PRODUCT TRIMMINGS

COLOUR PALETTE

CORE

M2006 Blue

PMS 317

Light Green

SECONDARY

White

Grey Marle

PMS 595

Plastic Button

Zip Pull

Pip Tag

Woven Tape
Kids classic-t with contrast bind and print. Printed pens and pencils.

Babys cotton bib with contrast bind and front print.

Mens classic-t with contrast bind and sleeve panels. Front and back print with badge on sleeve.

Baby singlet romper with contrast bind and front and back print.

Boys singlet and brief underwear set with front print and contrast bind.

Nylon twill pencil case with contrast bind and print. Printed pens and pencils.

Babys cotton bib with contrast bind and front print.

Kids long sleeve hooded-t with contrast panels, front print with badge on sleeve.

Girls singlet and hipster bikini underwear set with contrast trim and front print.

Nylon backpack with contrast bind and zip detail, and front pocket print.

Kids classic-t with contrast bind, front print and badge on sleeve.

Unisex kids grip socks with print.

Nylon twill pencil case with contrast bind and print. Printed pens and pencils.

Printed sports water bottle.

Womens-t with contrast panel and binds, and front and sleeve print.

Kids-t with contrast shoulder and binds, with front and back prints.

Girls singlet and hipster bikini underwear set with contrast trim and front print.

Womens-t with contrast panel and binds, and front and sleeve print.

Unisex kids grip socks with print.

Notebook with printed cover.

Rain umbrella with contrast panels and prints.

Glossary:

XVII COMMONWEALTH GAMES

MELBOURNE 2006