As we head towards 2006 our focus turns to the Melbourne Commonwealth Games. The Games, one of the world’s elite sporting events, brings together athletes from the 72 countries of the Commonwealth, representing some of the world’s largest populations including India’s 935 million and smallest with St Helena’s 320 citizens. The Commonwealth Games are unique in that they are based on an historical link. Despite the diverse origins of these nations, English is a common language. Known as the ‘Friendly Games’ this event is a sporting and cultural exchange, which emphasises values of fair play and mutual respect.

Opening on 15 March 2006, fifty years on from the 1956 Olympic Games, Melbourne has the opportunity to show a mature and confident city and prove its assertion that it’s Australia’s sporting and cultural capital.

In the lead up to the Melbourne 2006 Commonwealth Games, the organising committee adopted the inclusive motto ‘A celebration of sport and culture’ and needed to find a branding strategy that would visually communicate this idea. The M2006 logo would also need to complement the Commonwealth Games Federation Bar Emblem, which symbolises the aspiration to “raise the bar” of sporting achievement for all of humanity. The Federation emblem’s three converging points represent the trinity of ideals the Games embraces: Humanity, Equality and Destiny, Sydney 2000 set a new standard in the international sporting arena in the design and implementation of a complete visual identity. The bar has been raised and Melbourne has set its sights on surpassing it. In the lead up to the Melbourne 2006 Commonwealth Games, the organising committee adopted the inclusive motto ‘A celebration of sport and culture’ and needed to find a branding strategy that would visually communicate this idea. The M2006 logo would also need to complement the Commonwealth Games Federation Bar Emblem, which symbolises the aspiration to “raise the bar” of sporting achievement for all of humanity. The Federation emblem’s three converging points represent the trinity of ideals the Games embraces: Humanity, Equality and Destiny, Sydney 2000 set a new standard in the international sporting arena in the design and implementation of a complete visual identity. The bar has been raised and Melbourne has set its sights on surpassing it.