I believe for everyone touched by the spirit of these Games, it is a memory that will be a valuable part of the rest of our lives.

CHARLES ALLEN, MANCHESTER 2002 CHAIRMAN, MANCHESTER 2002

Being at home was special. I remember most the incredible emotions I was experiencing as I ran the last 100m and realised I had the race won. The incredible flood of emotion and euphoria is something I will never forget.

ROB DE CASTELLA, AUSTRALIA – GOLD MEDAL, MARATHON, BRISBANE 1982

Seven days you’ll remember a lifetime.

STANLEY V SMITH, CHAIRMAN 1954 VANCOUVER COMMONWEALTH GAMES

In 2002 three Victorian firms, including FutureBrand (formerly FHA Image Design) competed for the opportunity to design the M2006 logo. The Games organisers used their submissions, responses to the brief ‘A Celebration of Sport and Culture’, as the basis for a market research study. The study revealed that although the FutureBrand ‘bouncing m’ design had the right energy it wasn’t right for the Games. A new competition was held, using the additional insight of the study findings to construct the brief. FutureBrand won yet again with their logo that united two figures into one mark symbolising the celebration of sport and culture. The design was developed further and presented for approval.

Winning together, the conceptual basis for FutureBrand’s final logo, encapsulates this design outcome – a win to the games, the State of Victoria, the competitors, the spectators and the nation.

The Melbourne 2006 Bid Mark Design: Cato Design