Uniting the Commonwealth through Sport
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Introduction

The Commonwealth Games in Delhi 2010 marks ten years since the launch of the current Commonwealth Games Brand. Consistent usage over this period has helped achieve the collective aspiration of all stakeholders within the Commonwealth Games movement, for the event to become more commercially successful and therefore sustainable.

With commercial success comes an even greater requirement to protect the Commonwealth Games Brand and further opportunity to enhance its value with future editions of the Games.

The Commonwealth Games Brand is the intellectual property of the Commonwealth Games Federation (CGF) and the rules protecting it are distinct from other multi-sport events.

Accurate use of the Brand will assist the CGF in protecting its intellectual property and successfully challenge any illegal usage by unauthorised parties.

The CGF Brand Standards Manual is an essential reference for any organisation granted the right to use the Commonwealth Games Brand by the CGF.

This manual is particularly important to Commonwealth Games Associations (CGAs) because:

- A strong Brand, used effectively, will help build the profile of its Team
- This will in turn create revenue generating opportunities to support its Team’s preparations by attracting sponsors and partners
- It will help CGAs avoid issues at Games time, through inappropriate or incorrect use of branding on Team uniforms and equipment

This manual is also important to Candidate and Host Cities because:

- A strong brand, used effectively, will help build the profile of a City bidding for or hosting the Commonwealth Games or Commonwealth Youth Games
- This will in turn create revenue generating opportunities to support the organisation of a successful Bid or Games by attracting sponsors and partners

The CGF Constitution and other policy documents also make reference to rules concerning the Brand and should be read in conjunction with this manual, as highlighted throughout.

Approval to Use the Brand

Artwork incorporating any element of the Brand, in accordance with the standards outlined in this manual, must be submitted to the CGF for approval.

The CGF has committed to consider any submission of artwork and grant or withhold its approval in writing within five (5) business days of its receipt (Monday – Friday).

Questions and requests for approval of use of the Commonwealth Games Brand should be directed to:

Commonwealth Games Federation
2nd Floor, 138 Piccadilly, London, W1J 7NR, UK.
Tel: +44 (0)207 491 8801
Fax: +44 (0)207 409 7803
E-mail: info@thecgf.com
ELEMENTS OF THE BRAND

Before examining how the Brand is used in different contexts, this first section will highlight the basic elements that distinguish the Brand.

Official Emblem - ‘The Bar’

The core element of the Brand, ‘The Bar’, also referred to as the Official Emblem of the Commonwealth Games, visually represents the Games’ effort to raise the bar of sport for all humanity and a level playing field where athletes compete in a spirit of friendship and fair play.

‘The Bar’ is a powerful, subtle and timeless graphic representation of the Commonwealth Games, evoking a continued sense of unity between competing countries, linked throughout history by shared values, traditions and language.

Colours & Imagery – ‘Trinity of Values’

The strong black horizontal bar is supported at either end by two broad, black, hemispheric strokes and in the centre by three converging points with distinct and vibrant colours, representing the ‘Trinity of Values’ that symbolise the Games; unifying Humanity, giving all athletes a chance to realise their Destiny and promoting Equality.

The official colour palette used in ‘The Bar’ may also be adopted in other design elements to further emphasise the Commonwealth Games ‘Trinity of Values’ and maximise the Brand, as seen here on promotional banners.

The use of imagery as well as colour is another important way to reflect the ‘Trinity of Values’ and care should be taken when selecting images to promote the Commonwealth Games.
Spherical Sub-graphic

The CGF has used the colour palette of ‘The Bar’ to create a spherical sub-graphic, which also reflects the ‘Trinity of Values’, as depicted here and utilised throughout the design of this manual and on other CGF promotional materials.

Other Emblems & Sub-graphics

‘The Bar’ was designed to be combined with the unique emblems of other organisations, all of which represent a vital part of the Commonwealth Games family.

The combination of other unique emblems with ‘The Bar’ in various Composite Logos, that represent a specific Commonwealth Games or Commonwealth Youth Games and each Commonwealth Games Association (CGA) affiliated to the CGF, has helped to strengthen the Commonwealth Games Brand.

Some of the best examples of these Composite Logos, examined in the next section, incorporate a unique emblem that has been designed using the colour palette of the Commonwealth Games Brand.

Organisations granted the right to use the Commonwealth Games Brand may also use the colour palette to design other sub-graphics, subject to CGF approval.
Commonwealth Games Type

Type is a vital element of the Commonwealth Games Brand and must accompany ‘The Bar’ in all Logo variations.

There are two variations of the Commonwealth Games Federation Official Logo, distinguished below by the type incorporated.

On certain applications, including the Official Flag, ‘The Bar’ supporting the type ‘CGF’ is encircled by the ‘Commonwealth Games Federation’, as depicted below.

In others contexts, for example on the Official CGF website, the Logo appears without the text encircling it, as depicted below.
All Composite Logos utilising ‘The Bar’ must incorporate type that reflects the particular Commonwealth Games, Commonwealth Youth Games or Commonwealth Games Association (CGA) it is used to represent. More examples will be given in the next section, Using the Brand Effectively.

**Additional Strap Lines**

As well as incorporating type within a particular Logo, relevant additional text, referred to as a Strap Line, may be utilised to deliver a key message about a particular Commonwealth Games, Commonwealth Youth Games or CGA it represents.

For Example, the CGF utilises the line ‘Uniting the Commonwealth through Sport’ to communicate its role on various promotional materials.

The Delhi 2010 Organising Committee selected the phrase ‘Come Out and Play’ to accompany its Logo for the Games in certain promotional contexts.

Like all other elements of the Brand, Strap Lines must be approved by the CGF.
USING THE BRAND EFFECTIVELY

CGA Composite Logo

Each CGA must create a Composite Logo incorporating ‘The Bar’ along with an emblem design of its own choosing to represent its Team participating in the Games.

The CGF has provided all CGAs with artwork incorporating ‘The Bar’ and its national or territorial flag and has also assisted many CGAs in creating distinctive Composite Logos making use of other recognisable emblems that are unique to the Association, country or territory.

The CGF recommends that all new CGA Composite Logos are designed with the Commonwealth Games Brand colour palette in mind to ensure maximum aesthetic value.

In any variation of a CGA Composite Logo, ‘The Bar’ must feature in a proportion of not less than 25% of the total area of the Logo in all applications.
I. CGA Composite Logo with Unique Emblem

The CGF prefers and recommends CGAs use a Composite Logo comprising, a unique CGA Emblem supported by ‘The Bar’. The Emblems should be encircled by type which includes ‘Commonwealth Games’ along with the nation or territory name. If the nation or territory name exceeds 15 characters (including spaces), the name must appear on two separate lines, as shown, with type sized down to 85% of the Commonwealth Games type size.

II. CGA Composite Logo with a Nation or Territory Flag

An alternative configuration of a CGA Composite Logo features the individual national or territorial flag supported by ‘The Bar’. The Emblems should be encircled by type which includes ‘Commonwealth Games’ along with the nation or territory name. If the nation or territory name exceeds 15 characters (including spaces), the name must appear on two separate lines, as shown, with type sized down to 85% of the Commonwealth Games type size.
III. CGA Composite Logo with Type Variations

A CGA may also create an alternative variation of its Logo to represent a Team participating in a particular Games, incorporating the type ‘Commonwealth Games’, the nation or territory name and the Host City and Year of the particular Games. On certain applications, in markets where recognition of the Brand is very strong, the CGF may approve a CGA Logo, incorporating ‘The Bar’ and nation or territory name without the type ‘Commonwealth Games’ encircling it.

The Official CGA Logo must be used on all official marketing and promotional applications supporting a Team’s participation in a Commonwealth Games.
Further CGF rules pertaining to the use of CGA Composite Logos, particularly by Official Sponsors associated with a Team are highlighted later on in this manual and also contained in the Commonwealth Games Manual - Games Family Services.

The CGF recommends each CGA produces its own Brand Standards with rules as to how its Logo should be used in various applications and by Official Sponsors of its Team.

The CGF Marketing Guide and Seminars will further assist CGAs by sharing ideas about how to market the Commonwealth Games Brand in creative ways, during the window of opportunity between the Commonwealth Games and other multi-sport events.

They also explain in more detail why any CGA that also fulfils the role of a National Olympic Committee (NOC) must maintain a separate and distinct identity for its Team participating in the Commonwealth Games by always and only using ‘The Bar’ when promoting its Team’s involvement in the Games.

The CGF will take action to avoid any dilution or unauthorised usage of the Commonwealth Games Brand by a CGA that promotes its Team’s involvement in the Games, via uniforms, merchandising or other promotional applications using another Games’ identity eg, Olympic Rings.
Candidate City Composite Logo

Commonwealth Games Candidate Cities may create a Composite Logo which must incorporate ‘The Bar’ along with an emblem design of the Bid Committee’s own choosing to represent the CGA/City bidding to host the Games.

The CGF recommends that Candidate City Logos are designed with the Commonwealth Games Brand colour palette in mind to ensure maximum aesthetic value, as in the case of Glasgow 2014.

As in the case of Abuja 2014, ‘The Bar’ must feature in a proportion of not less than 25% of the total area of the Logo in all applications, except when utilised by Official Sponsors of the Bid, as outlined on Page 16 of this manual.

A Candidate City Composite Logo should include the type ‘Commonwealth Games Candidate City’, the name of that City, the year of the Games it is bidding to host and the edition of the Games in Roman numerals.

The Official Candidate City Logo must be used on all official marketing and promotional applications of a City’s bid to host a specific Commonwealth Games.

Further CGF rules pertaining to the use of Candidate City Composite Logos, particularly by Official Sponsors associated with a Bid, are highlighted later on in this manual and also contained in the Commonwealth Games – Candidate City Manual.

The CGF recommends Candidate Cities produce their own Brand Standards with rules as to how its Logo should be used in various applications and by Official Sponsors of its Bid.
Host City Composite Logo

Commonwealth Games and Commonwealth Youth Games Host Cities must create a Composite Logo incorporating ‘The Bar’ along with an emblem of their own choosing to represent the Games’ Host City/CGA.

The CGF recommends that Host City Emblems are designed with the Commonwealth Games Brand colour palette in mind to ensure maximum aesthetic value, as in the case of Bendigo 2004.

‘The Bar’ must feature in a proportion of not less than 25% of the total area of the Logo in all applications.

A Host City Composite Logo must include the type ‘Commonwealth Games’ or ‘Commonwealth Youth Games’, the name of the Host City, the year of the Games it is hosting and the edition of the Games in Roman numerals.

The Official Host City Logo must be used on all official marketing and promotional applications for the specific Games.

Further CGF rules pertaining to the use of Host City Composite Logos, particularly by Official Sponsors associated with a Games, are highlighted later on in this manual and also contained in the Host City Contract and following Commonwealth Games Manuals:

• Brand Protection
• Games Family Services
• Image & Look
• Legal
• Marketing
• Queen’s Baton Relay

The Host City is required to produce its own Brand Standards with rules as to how the Host City Logo should be used in various applications and by Official Sponsors of the Games.
Queen’s Baton Relay Composite Logo

Upon being granted the right to organise a Queen’s Baton Relay in the build up to a Commonwealth Games, the Host City must create a Composite Logo incorporating ‘The Bar’ with an emblem of its own choosing to represent it.

The CGF recommends that Queen’s Baton Relay Logos are designed with the Commonwealth Games Brand colour palette in mind to ensure maximum aesthetic value.

‘The Bar’ must feature in a proportion of not less than 25% of the total area of the Logo in all applications.

A Queen’s Baton Relay Composite Logo must feature the type ‘Queen’s Baton Relay’, ‘Commonwealth Games’ and the edition of the Games it is used to promote in Roman numerals.

The Official Queen’s Baton Relay Logo must be used on all marketing and promotional applications of the Queen’s Baton Relay for the Games.

Further CGF rules pertaining to the use of Queen’s Baton Relay Composite Logos, particularly by Official Sponsors associated with the Relay, are highlighted later on in this manual and also contained in the Commonwealth Games Manual – Queen’s Baton Relay.

The Host City Brand Standards must include rules as to how the Queen’s Baton Relay Logo should be used in various applications and by Official Sponsors of the Queen’s Baton Relay, or separate Brand Standards for the Queen’s Baton Relay must be created for this purpose.
Use of Brand by Official Sponsors

Official Sponsors of the Commonwealth Games are granted the right to use the Official Composite Logo, which incorporates ‘The Bar’, of the organisation they are associated with, in accordance with any rules set out below or by that organisation.

Guidelines pertaining to the creation of Sponsor Composite Logos are included on Page 21 of this manual.

CGA Sponsors

Subject to Commonwealth Games Manuals, other CGF policy documents and any directions from the Board, the CGF assigns to each CGA the rights to exploit commercially ‘The Bar’ as incorporated into each CGAs Composite Logo within its territory.

Sponsors of a CGA must use the Official CGA Composite Logo to advertise its support of a Team.

Sponsors will NOT be permitted to advertise its support of a Team on personal equipment and competition clothing of the Team, used or worn at the Games.

The Athletes Village must always be free from any advertising or commercial promotions by Official Sponsors associated with any Team unless otherwise approved by the CGF Executive Board.

Detailed rules pertaining to this will be highlighted to CGAs in advance of the Games and are also contained in the Commonwealth Games Manual - Games Family Services.

Host City Sponsors

Subject to the Host City Contract, Games Manuals, other CGF policy documents and any directions from the Board, the CGF assigns to the Host City Organising Committee the rights to exploit commercially ‘The Bar’ as incorporated into the Host City Composite Logo, within its territory.

Sponsors of a Host City must use the Official Host City Composite Logo to advertise its support of the Games.

’Sponsors’ is used in the widest sense to refer to any official sponsor, partner or associated company.
Queen’s Baton Relay Sponsors

Subject to the Host City Contract, CGF policy documents, the Queen’s Baton Relay Agreement and any directions from the Board, the CGF will assign to the Organising Committee the rights to exploit commercially ‘The Bar’ as incorporated into the Queen’s Baton Relay Composite Logo.

Sponsors of a Queen’s Baton Relay must use the Official Queen’s Baton Relay Composite Logo to advertise its support of the Relay.

Candidate City Sponsors

The CGF does NOT assign Candidate Cities the right to exploit the Commonwealth Games Official Emblem commercially in support of their Bid and as such ‘The Bar’ must NOT be incorporated in the Official Candidate City Composite Logo when it is applied by sponsors associated with its Bid as shown below.

Glasgow 2014 Bid Promotion using ‘The Bar’

First, sponsor of Glasgow 2014 Bid using the Logo on their buses without ‘The Bar’
USING THE BRAND ACCURATELY

The Official Emblem has been created in a specific configuration and proportion in order to optimise its aesthetic value; this configuration and proportion must always be adhered to when used.

Any exception to the standards outlined below must receive the express permission of the CGF.

Colour Specifications for Printing

The official colours of the Commonwealth Games Official Emblem are Black, True Red, Triumph Yellow, and Heritage Blue.

Match colour reproduction using the PANTONE® system is recommended whenever possible for maximum colour brightness and saturation; four colour process printing is also acceptable in newspapers, magazines and wherever match colour reproduction is not available.

Consult your printer to determine which paper stock will provide the best colour match.

The PANTONE® specifications for the official colours of ‘The Bar’ are:

<table>
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<th>Colour</th>
<th>CMYK Values</th>
<th>RGB Values</th>
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<tbody>
<tr>
<td>Black</td>
<td>0c. 0m. 0y. 100k.</td>
<td>0r. 0g. 0b.</td>
</tr>
<tr>
<td>True Red</td>
<td>0c. 9m. 76y. 6k.</td>
<td>255r. 204g. 51b.</td>
</tr>
<tr>
<td>Triumph Yellow</td>
<td>0c. 34m. 91y. 6k.</td>
<td>204r. 0g. 0b.</td>
</tr>
<tr>
<td>Heritage Blue</td>
<td>100c. 30m. 0y. 6k.</td>
<td>0r. 153g. 204b.</td>
</tr>
</tbody>
</table>

It is NOT acceptable to alter any one of these colours when incorporating ‘The Bar’ in full colour Composite Logos.

The horizontal bar and hemispheric strokes have been altered from black to white on the kit on the left. The kit should have been designed using the full colour logo on white background as shown on the right or featured entirely in white on a blue background as shown on Page 19.
One Colour Variations

The Commonwealth Games Official Emblem is designed for optimum printing flexibility to accommodate a variety of printing budgets.

The four colour variation is preferred whenever possible. A one colour variation is acceptable in applications where four colour printing is not possible.

Only variations in Black, True Red, Triumph Yellow, or Heritage Blue must be used on all-white backgrounds. Care should be taken to ensure that the Official Emblem is clearly visible against its background.

The examples provided below show one colour reproductions for CGF and CGA Composite Logos but the same is true for Candidate and Host City Composite Logos.

It is NOT acceptable to use any other colour when reproducing ‘The Bar’ on a white background.
**Colour Background Variations**

A white variation on colour backgrounds is also acceptable on applications where four colour printing is not possible.

The Official Emblem must appear on backgrounds of the Commonwealth Games colour palette: Black, True Red, Triumph Yellow, and Heritage Blue, unless approval is otherwise granted by the CGF.

To ensure emblem visibility, the Official Emblem must appear knocked out in white only when appearing on a colour background.

The examples provided below show different reproductions on colour backgrounds for CGF and CGA Composite Logos, but the same is true for Candidate and Host City Composite Logos.
Background Integrity

The Official Emblem must always be set against solid backgrounds.

A solid background area must be established around the Logo if reproducing on a patterned background.

The examples provided below show reproductions for CGF and CGA Logos on patterned backgrounds, but the same is true for Candidate and Host City Composite Logos.

Speckled backgrounds, which clearly feature a dominant colour, or backgrounds which are made up of approved photographic or artistic images may also be allowed and will be considered by the CGF on a case-by-case basis.

It is NOT acceptable to reproduce ‘The Bar’ on a patterned background without establishing a solid background area.
Isolation Areas

An isolation area refers to the imaginary space around the Logo, used to ensure that there is an acceptable area of space surrounding it. This space prevents the Logo from becoming ‘lost’ by allowing for a clear delineation from any other trade names, logos and marks. The isolation area also prevents overcrowding which can detract from the impact of the Brand.

The isolation area for the Commonwealth Games Brand is as follows: ‘X’ must be, at minimum, equal in height to ‘Z’, the top of the bar to the bottom point of the hemispheric stroke, regardless of the size of the Logo. The outer dotted square can also represent the edge of the printed piece.

A clear area at least twice the depth of the horizontal bar must be present between ‘The Bar’ and other emblems and text in a Composite Logo.

Official Sponsors of a CGA, Host City or Queen’s Baton Relay may create a special Composite Logo that incorporates its own Logo and official sponsor designation, with a separation line preferably in black.

The isolation area in this case is as follows: a minimum space of 2X must be maintained, forming a rectangle above, below and to the left and right of the Commonwealth Games Logo, where ‘X’ is equal in height to ‘Z’ the top of the bar to the bottom point of the hemispheric stroke, regardless of the size of the Logo.

The examples below are for illustrative purposes only and the CGF will consider other examples on a case by case basis.
The example below is NOT acceptable because the official emblem of Pune 2008 has been altered, there is no separation line between the Commonwealth Youth Games Logo, the other trade name and designation and the type is sitting too close to ‘The Bar’:

![Example Logo](image)

**Minimum Reproduction Size**

The minimum reproduction size of ‘The Bar’ in any Composite Logo is not less than 25% of the total area of the Logo.

![Example Logo](image)

The minimum reproduction size of the total area of the Logo when encircled by the full text on print is 20mm x 20mm or 85 x 85 pixels @ 72 dpi.

![Example Logo](image)

The minimum reproduction size of the total area of the Logo without the full text is 20mm x 12mm on print or 85 x 50 pixels @ 72 dpi.
In Sponsor Composite Logos the Official Sponsor’s Logo and designation of the Official Sponsor must be no more than equal to the size of the CGA, Host City or Queen’s Baton Relay Composite Logo in its entirety.

When resizing any Commonwealth Games Logo, care should be taken not to condense, expand or distort or realign any element.

The following examples are NOT acceptable.
Primary Typography

To maintain the integrity of the Commonwealth Games design in all applications, we have specified a series of typefaces that work in all print, merchandising and signage applications. To highlight the prestige and historic importance of the Commonwealth Games, use the bold sans serif typeface, Bell Gothic Black uppercase. This typeface was selected for its timelessness, its beauty and its clear visibility in even small applications. Applications for use of Bell Gothic Black primary typeface are as follows:

- Bell Gothic Black for all supporting emblem type
- Bell Gothic Black for all headlines
- Bell Gothic Black for all signage
- Bell Gothic Black for short copy applications, such as in short advertising copy
- Bell Gothic Black for all titles, headings and captions

For the above typefaces, it is best to ensure a 70% contrast between the character and the background. By doing so, you will guarantee readability for the visually impaired. Do not use the following applications:

- Smaller than a 7 pt. letter height
- Any unmentioned variation of the Bell Gothic Black typeface
- Any typeface other than Bell Gothic Black for listed applications
- Any computer-generated type distortions

BELL GOTHIC BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Secondary Typography

The secondary typography, Sabon, was selected to complement Bell Gothic Black for long copy applications. It’s a classic serif typeface with superior legibility.

The best applications of Sabon are as follows:

- Sabon for basic, long copy text such as brochures or pamphlets
- Sabon Italic for captions and text emphasis within long copy
- Sabon Bold Italic for text emphasis within long copy

We recommend that you ensure at least a 70% character to background contrast to allow easy readability for the visually impaired. Do not use:

- Smaller than 7 pt. letter height
- Any other variation of the Sabon typeface
- Any other serif typeface, including Times, in place of Sabon
- Any computer-generated type distortions

Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890