

## 7.1 Usage quick guide

### HOW CAN I USE THE EMBRACING2018 BRAND?

Embracing 2018 may only be placed on collateral that supports the Commonwealth Games values and is not promotional in nature or diminishes equity in the Commonwealth Games brand. The Embracing 2018 primary brand may not appear on collateral that contains commercial sponsors.

### WHICH LOGO SHOULD I USE?

#### Embracing 2018 The Legacy Program Brand – Pink

This brand is used for activities that have a legacy benefit for the people of the Gold Coast, Queensland and Australia. It's for local, state and federal government funded or endorsed legacy programs.

Programs run by government can use the designation with the words 'Commonwealth Games', all non-government programs are to use the commercial version, without the words 'Commonwealth Games'.



#### Embracing 2018 Games Delivery Brand – Teal:

This brand is used to by local, state and federal government departments which are working directly on the planning, organising and delivering of GC2018. Variations of this brand include Host State, Host City, Host Nation, Event City, Venue and no designation.



### ✔ Permitted

Government collateral related to GC2018 projects

Signage related to GC2018 projects

Publications related to GC2018 projects

Government partner uniforms related to GC2018 projects

Websites related to GC2018 projects

Social media related to GC2018 projects

Promotional items (Developed by OCG, not for sale)

### ⊘ Not-permitted

Inappropriate notices

Invoices

Rates/Fines

Sponsor lock-ups

Vehicles

Merchandise, Games time promotional items or gifts

### SPACING MATTERS!

The isolation area is the space around the brand in which no other type, graphic and/or element may encroach. The same principles apply to all iterations of the Embracing 2018 brand.

Always reproduce the brand from the provided artwork files. Do not download it from a website, even for online use.

The minimum width of the brand is 35mm with no designation, 45mm with designation.



#### NO DESIGNATION



#### WITH DESIGNATION



### AVAILABLE FILES

Each brand is available as:

- Full colour
- Mono
- Mono reverse
- EPS, PNG

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### OTHER LOGOS

#### Queensland Government

The Queensland Government crest is required on all printed collateral where the state is the lead or a partner.

#### GC2018 Emblem

The Emblem is not to be used in conjunction with Embracing 2018 and is reserved for use by GOLDOC and sponsors. For more information on Emblem use contact [approvals@goldoc.com](mailto:approvals@goldoc.com)

#### Borobi

Use of Borobi's image is approved on a case by case basis. Queensland Government use of Borobi is coordinated by the Office of the Commonwealth Games in consultation with GOLDOC. For more information contact [embracing2018@dtesb.qld.gov.au](mailto:embracing2018@dtesb.qld.gov.au)

### REFERENCING

When using the Embracing 2018 brand, the overarching Gold Coast 2018 Commonwealth Games™ referencing guidelines must be adhered to.

Gold Coast 2018 Commonwealth Games™	For use when referencing the event. Where practical and possible please use the trademark symbol.
GC2018	For subsequent references to the event providing the first reference is directly followed by ('GC2018'). Also to be used online when referencing the event: <a href="http://gc2018.com">gc2018.com</a> or <a href="https://twitter.com/gc2018">#gc2018</a> .
The Event	An option for subsequent references to the Gold Coast 2018 Commonwealth Games™ (instead of using GC2018)
Sports	When referring to Commonwealth Games sports always capitalise the first letter

### COLOUR PALETTE

#### EMBRACING 2018 THE LEGACY PROGRAM BRAND

##### PRIMARY COLOUR PINK

C:0 M:95 Y:20 K:0  
R:231 G:29 B:114  
HEX: E61D72

Pantone  
213C Rubine Red U

##### SECONDARY COLOUR PURPLE

C:75 M:100 Y:0 K:0  
R:102 G:36 B:131  
HEX: 662382

Pantone  
2603C 526U

#### EMBRACING 2018 GAMES DELIVERY BRAND

##### PRIMARY COLOUR TEAL

C:98 M:0 Y:28 K:4  
R:0 G:151 B:169  
HEX: 0097A9

Pantone  
7711C 7711U

##### SECONDARY COLOUR BLUE

C:100 M:55 Y:0 K:0  
R:0 G:108 B:183  
HEX: 006CB7

Pantone  
2935C+

### APPROVALS

All external uses of the Embracing 2018 brand must be approved and registered by the Office of the Commonwealth Games.

#### INTERNAL USE: GAMES PARTNERS

OCG will provide branding files and guidelines for use, and request a copy of your final artwork for approval.  
Timeframe: within two business days.



OCG will check that your artwork meets the brand guidelines and provide feedback/approval as appropriate.  
Timeframe: within two days.



OCG is required to keep a register of usage. We will work with agencies to streamline processes on a case by case basis.

#### EXTERNAL USE: ENDORSED EMBRACING 2018 PROGRAMS

OCG will provide branding files and guidelines for use, and request a copy of your final artwork for approval.  
Timeframe: within two business days.



OCG will check that your artwork meets the brand guidelines and provide feedback/approval as appropriate.  
Timeframe: within two days.



OCG will keep a register of brand use and approval correspondence.

### QUESTIONS?

Contact OCG on:

T: 07 3338 9374

E: [embracing2018@dtesb.qld.gov.au](mailto:embracing2018@dtesb.qld.gov.au)

Please take care not to use Embracing 2018 incorrectly. Incorrect use can weaken and damage the integrity and impact of the brand.