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INTRODUCTION

HISTORY

Often referred to as the ‘Friendly Games’, the first Commonwealth Games were held in 1930 in Hamilton, Canada where 11 countries sent 400 athletes to take part in 6 sports and 59 events.

Since then, the Games have been conducted every four years. From 1930 to 1950 the Games were known as the British Empire Games, from 1954 until 1966 the British Empire and Commonwealth Games and from 1970 to 1974 they took on the title of British Commonwealth Games. It was the 1978 Games in Edmonton that saw this unique, world class, multi-sports event change its name to the Commonwealth Games.

Northern Ireland has taken part in every edition of the Games, bar 1950, and has the distinction of achieving medal success at each and every one. The participation in the Commonwealth Games and Commonwealth Youth Games is organized by the Northern Ireland Commonwealth Games Council (NICGC) who are responsible for presenting a team of athletes at each game and promoting sport for the benefit of all.

The NICGC presents local athletes with their only opportunity to represent Northern Ireland at an international multi-sport games.

PURPOSE OF DOCUMENT

To protect the integrity of NICGC’s brand identity, this guide outlines a systematic approach to engaging with our trademark that is meticulous and consistent across all online and print material used by stakeholders.
OUR DIRECTION

VISION
To effectively provide an opportunity for Northern Ireland’s athletes to excel in international multi-sport competition. To provide encouragement and support for each athlete as they strive towards excellence at Commonwealth Games.

MISSION
To successfully present a team of Northern Ireland’s athletes at each Commonwealth Games, including Commonwealth Youth Games, and to promote the best interests of our athletes and their sports.

VALUES
The Northern Ireland Commonwealth Games Council subscribes to the values of the Commonwealth Games Federation - Humanity, Equality, Destiny. These values are as relevant in Northern Ireland as they are throughout the wider Commonwealth community. The decision making processes to be used should always offer consideration to these values.
OUR BRAND PROMISE

“Always striving for excellence”
The flag above is used by the Northern Ireland Team at the Commonwealth Games and Commonwealth Youth Games. Note the crown style and the size as well as the positioning of the crown over the red verticle strip. There are many similar flags which are in common usage, two of which are shown to the right.
THE OFFICIAL LOGOS

There are only two graphic variations of the NICGC official logo that are interchangeable. On certain applications, ‘The Bar’ supporting the ‘Red Hand’ is encircled by the ‘Commonwealth Games Northern Ireland’ text, as depicted.

In other contexts, the logo appears without the text encircling it. As a recognizable symbol across Northern Ireland, it may be sufficient to exclusively use this. Otherwise, accompanying text will ensure observers know the organisation/team that it represents.

If other manipulated variations of these logos exist, they will be considered inadmissible.

SUBGRAPHICS

The NICGC uses the colour palette on page 9 to create abstract subgraphics for online and print material to compliment the official logo. These can only be produced and be approved by the NICGC.
ELEMENTS OF LOGO

OFFICIAL EMBLEM – ‘The Red Hand’

The ‘Red Hand’ is the fundamental symbol portrayed in the official logo is representing Northern Ireland. The symbol is rooted in Irish Gaelic culture.

As one of the home countries in the UK, the Commonwealth Games provides the only opportunity for its athletes to compete representing Northern Ireland at the international level in a multi-sport event. Therefore to represent the autonomy, the Red Hand is incorporated from the Flag of Ulster, which is also used to represent the team at the Commonwealth Games.

The original Red Hand has been rebranded with a modernized look that conveys a sense of renewal, neutrality, and unity.

STORY BEHIND THE RED HAND

According to myth, the Kingdom of Ulster had at one time no rightful heir. Because of this it was agreed that a boat race should take place and that “whosoever’s hand is the first to touch the shore of Ireland, so shall he be made the king”. One potential king so desired the kingship that, upon seeing that he was losing the race, he cut off his hand and threw it to the shore — thus winning the kingship.

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. It is an integral feature of every Commonwealth Games Association’s (CGAs) logo, 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 bar is supported at the centre by three converging points with distinct and vibrant colours, representing the ‘Trinity of Values’ that symbolize the Games; unifying Humanity, giving all athletes a chance to realize their Destiny and promoting Equality.

The official colour palette used in ‘The Bar’ may also be adopted in other design elements to further emphasis the Commonwealth Games ‘Trinity of Values’ and maximize the Brand.
## OUR COLOURS

**Emerald Green**
- Pantone 347
- C: 96, R: 0, M: 10, G: 153, Y: 100, B: 70, K: 1

**Royal Blue**
- Pantone 288
- C: 100, R: 0, M: 87, G: 45, Y: 27, B: 116, K: 19

**Triumph Yellow**
- Pantone 137
- C: 0, M: 255, R: 255, G: 162, B: 0

**True Red**
- Pantone 186
- C: 0, M: 91, R: 204, G: 0, B: 0

**Heritage Blue**
- Pantone 3005
- C: 100, M: 30, R: 0, G: 120, Y: 0, B: 201, K: 6

**Emerald Green** and **Royal Blue** are two primary colours represented on our official team uniforms, along with strokes of white. Combined with Northern Ireland’s strong display of culture and tradition, these colours represent what the team is all about.

Northern Ireland temperate climate allows the country to possess an abundant amount of green landscape. Described by poets as the ‘Emerald Isle’, Green is symbolic of the Irish and an association that can be recognized across the world. Green symbolizes a sense of empowerment, excellence and optimism for our team.

Navy blue is used as an accent colour to balance the luminosity of the green, reflection of the white, creating harmony within the design. It helps piece together the design of the uniform for display to the entire world.

## SECONDARY COLOUR PALETTE

**True Red**
- Pantone 186
- C: 0, M: 91, R: 204, G: 0, B: 0

**Triumph Yellow**
- Pantone 137
- C: 0, M: 34, R: 255, G: 162, B: 0

**Heritage Blue**
- Pantone 3005
- C: 100, M: 30, R: 0, G: 120, Y: 0, B: 201, K: 6

**Black**
- C: 0, R: 0, M: 0, G: 0, Y: 0, B: 201, K: 100

These are the primary colours of the Commonwealth Games and directly affiliated with the iconic ‘Bar’, a unifying trademark championed by each of the 71 CGAs and incorporated into their logos. These distinct and vibrant colours represent the ‘Trinity of Values’ that symbolize the Games to which we adhere to; unifying **Humanity**, giving all athletes a chance to realize their **Destiny** and promoting **Equality**.
COLOUR VARIATIONS

ONE COLOUR VARIATION

The NICGC official emblem is designed for optimum printing flexibili-
ty to accommodate a variety of printing budgets.

The six colour variations are preferred whenever possible. A one col-
our variation is acceptable in applications where four colour printing is
not possible. Only these six variations must be used on all-white back-
grounds. Care should be taken to ensure that the official emblem is
clearly visible against its background.

COLOUR BACKGROUND VARIATION

A white variation on colour backgrounds is also acceptable on applica-
tions where four colour printing is not possible.

The official emblem must appear on backgrounds of the NICGC colour
palette. To ensure emblem visibility, the official emblem must appearin
white only when appearing on a colour background.
**ISOLATION AREA**

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 NICGC 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.

**SPONSORS**

Official Sponsors may create a special composite logo that incorporates its own logo and official sponsor designation, with a separation line preferably in black. The examples are for illustrative purposes only and the NICGC will consider other examples on a case by case basis.

The official sponsor logo and designation of the official sponsor must be no more than equal to the size of the NICGC logo in its entirety.

Sponsors of NICGC must use the official 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.

**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 original emblem should always be on a white background.
The minimum reproduction size of the total area of the logo when encircled by the full text on print is 20mm x 21mm or 85 x 79 pixels @ 72 dpi.

The minimum reproduction size of the total area of the logo without the full text is 20mm x 21mm on print or 85 x 79 pixels @ 72 dpi.
INCORRECT LOGO USAGE
## Typography

### Primary Typography

To maintain the integrity of the NICGC 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 all 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:

- Smaller than 7 pt. letter height
- Any other 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

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<td>abcdefghijklmnopqrstuvwxyz</td>
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### 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

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### Sabon Italic

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### Sabon Bold

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### Sabon Bold Italic

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To ensure consistent representation of the NICGC logo on all communications, advertising and promotional material, the NICGC has implemented an approval process.

**APPROVAL PROCESS**

1. Complete an Approval Form on the following page of this manual for each request
2. Submit the artwork, samples, designs, etc., along with the completed Approval Form to the NICGC

Send to:
Conal Heatley | Executive Officer
Northern Ireland Commonwealth Games Council
House of Sport, 2A Upper Malone Road
Belfast, Co. Antrim, BT9
Telephone: 028 9038 3815
Email: conal.heatley@nicgc.org

The final decision, approval granted or withheld, will be provided in writing within five (5) business days of the receipt of the artwork, samples, and designs, etc.
USE OF NICGC LOGO

Conal Heatley | Executive Officer
Northern Ireland Commonwealth Games Council
House of Sport, 2A Upper Malone Road, Belfast, Co. Antrim, BT9
Telephone: 028 9038 3815; Email: conal.heatley@nicgc.org

APPLICANT DETAILS:
Request Date: ________________________       Approval Required Date: ________________________
Name: ________________________       Company: ________________________
Tel: ________________________       Fax: ________________________       Email: ________________________

Description of item(s) attached and purpose of use:
__________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________

APPROVAL STATUS:
[ ] Approved as submitted  [ ] Approved with following changes  [ ] Not Approved. Refer below:
__________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________
__________________________________________________________________________________________________________________________________________