The International Children’s Games (ICG), a recognised member of the International Olympic Committee is the largest multi-sport youth games in the world. Approximately 1,500 athletes between 12 and 15 years of age and coaches participate annually in this prestigious event.

The history of the ICG goes back to the Cold War in 1968, where a physical education teacher living in Slovenia (then part of Yugoslavia) had a vision to encourage peace and goodwill amongst children of different cultural backgrounds.

From the inaugural Games in which nine towns took part, the ICG has grown to an impressive event, with more than 400 cities from five continents participating and embracing the original ideals to promote peace and understanding. The General Secretary of the International Children’s Games, Richard Smith, sums up the event best when he describes it as a true global village, where spirited competition thrives and peace, tolerance, fairness, and integrity live.

For Lake Macquarie, it is important that we provide an opportunity for young local athletes to be apart of such a rewarding and life changing event. It is not just about winning medals, it is about developing an understanding of other cultures, learning from each other and building nation-linking friendships.
What is branding?

An organisation’s brand is a customer’s awareness and understanding of the services and products the business supplies. Another equally important part of a brand is how customers view the quality, integrity, credibility, and value of that business, and its people, products, and services.

An articulate, well-defined, and properly communicated brand can directly support an organisation’s mission, and more importantly, help people to identify the differences between events offered by other organisations. A strong brand will:

• allow people to know exactly what an event delivers;
• make it easier for the event to begin dialogue with potential customers;

It is very important to realise that it is easy to build a brand concept, but not always simple to build integrity by always delivering what you promise.

Purpose

The Lake Macquarie International Children’s Games is a new brand. Parts or all of this document may eventually form part of a marketing strategy.

A review of the branding should take place approximately 12 to 24 months after implementation.

The purpose of this document is to:

1. broadly identify the target markets;
2. define the core intention of the brand;
3. outline the guiding principles of the brand; and to
4. define activities that will ensure the business effectively delivers the stated brand intention.
### ASPIRATION

- Leaving a legacy – lasting impressions with residents, athletes, and visitors
- Understanding of cultures
- Successful games and achievements
- Fostering international friendships
- Promoting Lake Macquarie and Australia internationally (attract visitors)
- Games to be held on time and on budget
- Promote ICG in Southern Hemisphere
- Develop community partnerships
- Keep the competitors safe
- Have fun!

### PERSONALITY

- Adventure, Summer (beach towel, zinc, hat), Surf Life Saving. *Love the Lake*
- Warmth, fresh, clean, and simple
- Lively environment
- Variety, multicultural
- Natural landscape, lake, beach, mountains
- Simple, clear
- Multicultural, different
- Cooperation, communication
- Diligence, professionalism
- Fun, young, sun, modern
<table>
<thead>
<tr>
<th>POINT OF DIFFERENCE</th>
<th>THEME TO CONVEY MESSAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>First time in the Southern Hemisphere</td>
<td></td>
</tr>
<tr>
<td>Environment: beach, coast, lake, bush, wineries</td>
<td></td>
</tr>
<tr>
<td>Climate (warm)</td>
<td></td>
</tr>
<tr>
<td>Close to Sydney</td>
<td></td>
</tr>
<tr>
<td>City – 8th biggest</td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td></td>
</tr>
<tr>
<td>Animals</td>
<td></td>
</tr>
<tr>
<td>Friendly people</td>
<td></td>
</tr>
<tr>
<td>Outdoor lifestyle</td>
<td></td>
</tr>
<tr>
<td>Space 110km coastline</td>
<td></td>
</tr>
<tr>
<td>First time events – BMX</td>
<td></td>
</tr>
<tr>
<td>Range of tourist options</td>
<td></td>
</tr>
<tr>
<td>World class sailing venue</td>
<td></td>
</tr>
<tr>
<td>Setting</td>
<td></td>
</tr>
</tbody>
</table>
Brand Intention

Brand messages are an important part of communicating what the Lake Macquarie International Children's Games are all about. The intent of the brand is to reflect the vision and mission:

inspire. embrace. unite
Inspire:
• to leave a legacy and lasting impression
• to be a spring board for future projects
• to bring inspiration
• to encourage motivation and excellence

Embrace:
• to embrace life together
• to welcome the world/multi cultures with open arms
• to promote co-operation
• to share experiences

Unite:
• to bring together
• to build connections
• to foster friendships
• to promote fairness
• to encourage partnerships

Language
In all communications, the language used should be:
• in plain English;
• free of jargon;
• targeted to the market and purpose of the communications;
• friendly and semi-formal as a default style (and changed to colloquial or formal where appropriate);
• in line with Australian English Language Style Manual (developed by the Australian Government).

Where appropriate, use language and words that evoke emotional responses to promote the vision and mission of the games.
### Primary Logo

<table>
<thead>
<tr>
<th>Colour</th>
<th>Mono</th>
<th>Reversed</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo_color.png" alt="" /></td>
<td><img src="logo_mono.png" alt="" /></td>
<td><img src="logo_reversed.png" alt="" /></td>
</tr>
</tbody>
</table>

The colour breakdown of the logo is as follows:

- **PMS 7405**
- **PMS 7461**
- **PMS 7420**

60% Black

reproduced in CMYK only

To obtain a copy of the logo please contact:

Jodi Tweed, Event Director International Children’s Games
Lake Macquarie City Council
Phone: 0422 580 015
Email: jtweed@lakemac.nsw.gov.au

Please note that all external materials containing the Lake Macquarie 2014 ICG logo and/or symbols will need to be approved by the LMICG representative prior to use/distribution.
Logo Rules of Use

Legibility is important so please try to keep the background as simple as possible.

Clearspace

Rules of Use

- Never bend or distort the proportions of the logo
- Never change the arrangement of the logo
- Never change or use approximate colours of the logo
- Only change the colour arrangement according to the specifications contained within this style guide
- Never add additional elements to the logo
- If the logo is to be placed across a patterned or photographic image the logo must be placed inside a white box with clearspace added
- The Primary Logo is the preferred, default style. However, use of elements (text and graphic) should remain flexible
- The minimum size for the Primary Logo is 20mm.
The Symbols

A range of symbols have been developed to support the branding package. These symbols allow for graphics to be developed which are not reliant on photographic imagery. The symbols are also more flexible in terms of their scaleability. The colours for each symbol are married to the demographic which they represent and must not be altered.

<table>
<thead>
<tr>
<th>SYMBOL</th>
<th>REPRESENTS</th>
<th>SYMBOL</th>
<th>REPRESENTS</th>
<th>SYMBOL</th>
<th>REPRESENTS</th>
<th>SYMBOL</th>
<th>REPRESENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Swimming" /></td>
<td>Swimming</td>
<td><img src="image" alt="Gymnastics" /></td>
<td>Gymnastics</td>
<td><img src="image" alt="Golf" /></td>
<td>Golf</td>
<td><img src="image" alt="Sailing" /></td>
<td>Sailing</td>
</tr>
<tr>
<td><img src="image" alt="Track and Field" /></td>
<td>Track and Field</td>
<td><img src="image" alt="Soccer" /></td>
<td>Soccer</td>
<td><img src="image" alt="Water Polo" /></td>
<td>Water Polo</td>
<td><img src="image" alt="BMX" /></td>
<td>BMX</td>
</tr>
</tbody>
</table>

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Lake Macquarie City Council
Phone: 0422 580 015
Email: jtweed@lakemac.nsw.gov.au

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The Colour palette

A range of colours have been selected to support the branding package. These colours support the message the branding represents – summer, beach, sky, fresh, fun, simple, clean, lively, modern. Accurate colour reproduction is critical to the success of the Lake Macquarie International Children's Games Brand Identity. Keep colours consistent by matching accurately.

When printing or manufacturing, colours must remain true to these specifications. Pantone® PMS colour, four colour process (CMYK), RGB, and HTML values for all colours appear opposite.

Colour for all reproduction methods (vinyl, paint, embroidery, cotton, plastics, etc.) must be matched as closely as possible to Pantone® PMS colours prior to printing or production.

All digital media (TV, websites, PowerPoint®, projection etc.) should use the RGB values supplied opposite as a guide only, as adjustments may be required to compensate for lighting or technology-specific variances. Visually match all digital imagery to Pantone® PMS colours where possible.

<table>
<thead>
<tr>
<th>Pantone® PMS</th>
<th>Four colour process [CMYK]</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KIDS PALETTE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 7461</td>
<td>C 78 M 28 Y 0 K 0</td>
<td>R 9 G 147 B 205</td>
<td>#0992cd</td>
</tr>
<tr>
<td>PMS 7405</td>
<td>C 0 M 10 Y 99 K 0</td>
<td>R 225 G 221 B 0</td>
<td>#ffdc00</td>
</tr>
<tr>
<td><strong>BLACK</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C 0 M 0 Y 0 K 100</td>
<td>R 0 G 0 B 0</td>
<td>#000000</td>
<td></td>
</tr>
<tr>
<td><strong>PARENTS / COACHES / SPONSORS / VENUES / SUPPORTERS PALETTE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 7458</td>
<td>C 40 M 0 Y 5 K 6</td>
<td>R 156 G 208 B 226</td>
<td>#9cd0e1</td>
</tr>
<tr>
<td>PMS 7402</td>
<td>C 0 M 6 Y 30 K 0</td>
<td>R 255 G 240 B 195</td>
<td>#ffefc2</td>
</tr>
<tr>
<td>PMS 7543</td>
<td>C 4 M 0 Y 0 K 18</td>
<td>R 9 G 147 B 205</td>
<td>#d6dbde</td>
</tr>
<tr>
<td>PMS 7493</td>
<td>C 14 M 0 Y 36 K 10</td>
<td>R 213 G 209 B 172</td>
<td>#d4dbac</td>
</tr>
<tr>
<td>PMS 7415</td>
<td>C 0 M 18 Y 15 K 0</td>
<td>R 251 G 222 B 211</td>
<td>#fbd3da</td>
</tr>
</tbody>
</table>
Typography
Personality Typeface

The primary font for use when distinguishing the Lake Macquarie International Children's Games is ‘Desyrel’. Desyrel is a fun, young, loose style typeface and is in keeping with the branding position. Desyrel should be used for headlines and is the only personality typeface available. Desyrel is available in regular weight only.

The personality typeface is a graphic style typeface and should be restricted in its use to occasions where the text has become a graphic element or does not need to be relied upon to communicate important information. Where legibility is paramount (ie. press advertising etc) a bold typeface from the Information set should be selected.

Desyrel regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"#$%&'()*/+,.-:;<=>?@[\]^_`abcdefghijklmnopqrstuvwxyz

INTERNATIONAL CHILDREN'S GAMES | Lake Macquarie 2014
Information Typeface

The primary font for use in documentation for The Lake Macquarie International Children’s Games is ‘Ubuntu’. The Ubuntu family includes Light, Regular, Medium and Bold weights, all of which have an italicised option.

Ubuntu should be used for all correspondence in the order shown opposite.

As Ubuntu and Desyrel are true type fonts, they are not available for some applications. The preferred alternative is Arial. All internal documents such as emails and Microsoft documents are generated, viewed and printed on computers that will not have Ubuntu or Desyrel installed. In these instances, use Arial.
Photography style

Photography plays a fundamental role in the Lake Macquarie International Children’s Games Identity System. Designed to capture the local people, place and materials, full bleed photography is a core element to bring the Lake Macquarie International Children’s Games look to life. When using photos, ensure that permission is sought from the subject and/or their parent/guardian.

Overall the photographic qualities are;

**Real:** Real situations, real people.

**Natural:** Natural lighting and talent, using the regions natural beauty as a backdrop.

**Optimistic:** Bright, open and upbeat.

Keep these visual qualities in mind and ensure content is appropriate.

**Content categories**

Specifically focus on Sports, People, Activities and The Lake.

**People:** Talent should appear natural and real without being forced.

**Activities:** Ensure the activities are reflective of the event and bring people together.

**Place:** Telling the story of the region and the event, the content of place will vary from landscapes to buildings, and close-up details of materials. Wherever possible, ensure there are people present in the composition.
Platinum sponsor
This package is designed exclusively for one sponsorship partner. It includes significant exposure, branding, marketing and media in the lead up and duration of the games, including international recognition to all participating cities and at the 2013 ICG in Windsor Essex, Canada. Our platinum sponsor will receive recognition on a higher level to all other sponsors and will be acknowledged as a principal partner of the games at all venues and in all communication, promotions, signage and marketing materials.

Gold sponsor
This package is available to two sponsorship partners. It includes significant exposure in the lead up and duration of the games through many marketing opportunities, locally, nationally and internationally. There will be a high level of brand exposure at all venues throughout the games including marketing materials and signage.

Silver sponsor
This sponsorship gives great exposure through marketing channels in the six months leading into the games and at all the venues and events throughout the duration of the games. There are opportunities for a specific event to be named after a silver sponsor (eg the 100m sprint).

Bronze sponsor
This sponsorship opportunity will give exposure in selected marketing materials and events. It’s a great way for a business to gain great brand association with an international event and other high quality providers.
The strategic campaign will achieve impact locally, nationally and internationally through targeted marketing strategies across all mediums.

**Public Relations** media stories in press, TV, radio and online

**Online** website, social media, links from all participating cities website pages.

**Advertising** concentrated 6 months campaign leading into the games, including billboards, bus signage, airport signage, television/radio commercials, posters in all local schools.

**Promotional** material professionally designed including collateral and program guides, merchandise, online schedules.

**Direct Marketing** letters, emails, official invitations to all ICG participating cities.

To obtain a copy of these materials please contact:
Jodi Tweed, Event Director International Children's Games, Lake Macquarie City Council
Phone: 0422 580 015 Email: jtweed@lakemac.nsw.gov.au

Please note that all external materials containing the Lake Macquarie 2014 ICG logo and/or symbols or sponsors logo will need to be approved by the LMICG representative prior to use/distribution.
For more information please contact:
Jodi Tweed   Lake Macquarie City Council
jtweed@lakemac.nsw.gov.au  Mobile: 0422 580 015  +61 2 4921 0456
www.lakemac.com.au

www.icg-lakemacquarie2014.com