

# Brand Guidelines

October 2021

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# Introduction

**Commonwealth Games Scotland (CGS) is one of 71 Commonwealth Games Associations who are all members of the Commonwealth Games Federation and CGS is the lead body for Commonwealth sport in Scotland.**

We are the organisation responsible for selecting, preparing and leading Team Scotland at the Commonwealth Games and Commonwealth Youth Games.



## Introduction

**The Commonwealth Games has seen some of our nation's most memorable and inspiring sporting achievements, in what is one of the biggest multi-sport events in the world. In fact we have attended and won medals at every Games since 1930, hosted the event three times in 1970, 1986 and 2014 and developed the Commonwealth Youth Games concept, hosting the inaugural Games in 2000.**

Team Scotland's participation in the Games enjoys huge support from the Scottish public and Team members are proving to be a huge inspiration to young people across the country, aspiring to follow in their hero's footsteps.

On the back of the hugely successful Glasgow 2014 Commonwealth Games and our associated communications campaigns, Team Scotland has evolved from a once every four year entity to become the day to day cheerleader for the whole

of Scottish sport, helping to recognise, promote and celebrate the achievements of Scots on the national and international sporting stage. We are also working closely with our partners to encourage others to follow in their footsteps.

The next Commonwealth Games will be held in Gold Coast, Australia in April 2018 where Team Scotland aims to have its most successful overseas Games. The next Commonwealth Youth Games will be held in the Bahamas in 2017.



## Commonwealth Games Scotland Identity

**In 2016 we conducted a brand review to reposition and refresh our CGS and Team Scotland brands in line with our new strategic plan. Whilst the CGS brand will remain the corporate brand of the organisation, the Team Scotland brand will be used as the main public facing brand for the organisation.**

Furthermore, the new Team Scotland brand identity is no longer solely linked to one specific edition of the Games and heralds a new, modern era for the Commonwealth Games movement in Scotland. It provides a strong foundation from which to communicate in an engaging and inspiring fashion with our audiences, helping us to continue to build positive relationships with athletes, fans and stakeholders alike — a '365 days a year' relevant and engaging brand.



**commonwealth  
games  
SCOTLAND**

## Team Scotland Identity

### The new core icon evolves from Team Scotland's distinctive, well-loved thistle icon, giving it a modern, dynamic twist.

The 'jaggy' leaves curl around from below to embrace the thistle head and at second glance, the white space between the leaves and the thistle head reveal a star shape – representing Scotland's shining stars on the international sporting stage. The five points of the star, mirrored by the five diamonds accentuating the thistle head, is a visual representation of the Team's brand personality traits: Proud, United, Ambitious, Inspirational and Inclusive.



# TEAM SCOTLAND

#### Using the Brand

Commonwealth Games Scotland (CGS) has developed a suite of brand marks and associated design elements for use across a range of applications and which conform to Commonwealth Games Federation (CGF) guidelines.

#### The suite of brand marks includes:

- CGS core brand marks for the organisation and its charitable trust
- Team Scotland core brand marks
- Games specific brand marks for Gold Coast 2018 and Bahamas 2017
- Event and campaign brand marks
- Partner and sponsor lockups
- Associated design elements



# Core Logos



## Thistle Icon

**The thistle icon is the core building block of both the Commonwealth Games Scotland and Team Scotland brand marks.**

It can also be used as a design element to add freedom to design choices or where space on items of collateral is limited. The thistle only logo should only be used where reference to CGS or Team Scotland is made elsewhere on the document, garment or item.

Available in full colour, mono blue (PMS 300) and reversed out.



**Mono Blue (PMS 300)**



**Reversed**

### For use as a design element on:

- Team clothing and merchandise
- Promotional campaigns and items
- Soft and hard copy publications
- Branding for events
- Digital and social media channels as avatars or to contain photo cut outs.

## Commonwealth Games Scotland Logo

**This is the core logo  
of the organisation.**

Available in full colour, mono blue (PMS 300) and reversed out.



### Should be used for the following:

- All corporate stationery items including: letterhead, compliment slips, business cards and documents
- News releases regarding CGS
- Powerpoint templates for presentations regarding CGS e.g. AGM
- CGS promotional materials
- Clothing items to be worn by the CGS Board and professional staff
- For use by CGS member sports on websites, annual reports and strategic plans where Commonwealth Games is referenced.



Mono Blue (PMS 300)



Reversed



## Team Scotland Logo

**This is the core logo of the Team Scotland suite of logos.**

Available in full colour, mono blue (PMS 300) and reversed out.

### May be used for the following:

- As the building block for the creation of Games specific or other programme / event logos
- Internal documents in connection with Team Scotland preparations
- On the Team Scotland website where appropriate
- On promotional items.

### Primary Logo



Mono Blue (PMS 300)



Reversed

### Stacked Logo



Full Colour



Mono Blue (PMS 300)



Reversed

## Team Scotland Commonwealth Games Logo

**This will be the predominant  
Team Scotland logo.**

Available in full colour, mono blue (PMS 300) and reversed out.



### May be used for the following:

- All external facing Team Scotland documentation and stationery
- News releases regarding Team Scotland
- Powerpoint templates for presentations regarding the Team
- Team Scotland website and other digital media channels
- Team Scotland Countdown newsletter
- Team Scotland branding including, banners and roll-ups
- Team Scotland promotional items e.g. brochures, pens, notepads, pin badges
- Available to CGS member sports, partners, supporters and suppliers for agreed joint promotional use (usually as part of a lock-up).



Mono Blue (PMS 300)



Reversed

## Team Scotland Commonwealth Youth Games Logo

**This logo relates to the  
Commonwealth Youth Games.**

Available in full colour, mono blue (PMS 300) and reversed out.



**Mono Blue (PMS 300)**



**Reversed**

### **Will be used for:**

Internal and external documentation regarding the Commonwealth Youth Games preparations.

# Games Specific Logos



## Team Scotland Games Specific Logos

### A suite of Games specific versions will be created for each Commonwealth Games and Commonwealth Youth Games.

This suite will incorporate the official word mark of the host city, which must be approved by the CGF/local organising committee.

1a, 1b and 1c are available in full colour, mono blue (PMS 300) and reversed out.

1d, 1e and 1f are available in full colour and reversed out.

#### These variants will be used for:

- Internal and external documentation relating to each Games
- Team leisure kit
- Team competition wear
- For the Team tracksuit only, the Commonwealth Games Scotland Games version will be used
- Official merchandise
- Games specific promotional items including publications, pin badges and gifts
- Branding for the Team Scotland area of the Athletes' Village and Scotland House
- Available to CGS member sports on the specific Games programme, partners, supporters and suppliers for agreed joint promotional use (usually as part of a lock-up) e.g. Gold Coast section of websites, print, and promotional items.

1a



1b



1c



1d



1e



1f



# Team Scotland Birmingham 2022





## Team Scotland Birmingham 2022 Logo

**A suite of Games specific versions have been created for the Birmingham 2022 Commonwealth Games and Commonwealth Youth Games.**

This suite incorporates the official word mark of the host city, which has been approved by the CGF/local organising committee.

Available in full colour, mono blue (PMS 300) and reversed out.

### These variants will be used for:

- Internal and external documentation relating to the Birmingham 2022 Games
- Team leisure kit
- Team competition wear
- For the Team tracksuit only, the Commonwealth Games Scotland Games version will be used
- Official merchandise
- Games specific promotional items including publications, pin badges and gifts
- Branding for the Team Scotland area of the Athletes' Village and Scotland House
- Available to CGS member sports on the specific Games programme, partners, supporters and suppliers for agreed joint promotional use (usually as part of a lock-up) e.g. Birmingham section of websites, print, and promotional items.

### Primary Logo



Mono Blue (PMS 300)



Reversed

### Stacked Logo



Full Colour



Mono Blue (PMS 300)



Reversed

## Team Scotland Birmingham 2022 Logo

### When using our logo we have a few simple rules.

- Don't stretch or distort our logo
- Don't separate the elements of our logo
- Don't change our logo colours
- Don't attempt to recreate any part of our logo or create any new version
- Don't change the angle of our logo
- Don't use our logo on a background that will compromise legibility

### How the logo should look on light and dark backgrounds



### Ways our logo should NOT be treated



## Colour Palette

The blue, green and pink colours of the Team Scotland logo are used for the additional energy curves while black is used for the Birmingham 2022 text.

**PMS 300**

C:100 M:43 Y:0 K:0  
R:6 G:114 B:186

**PMS 2602**

C:72 M:100 Y:0 K:0  
R:108 G:35 B:131

**PMS 368**

C:57 M:0 Y:100 K:0  
R:128 G:186 B:39

**PROCESS MAGENTA**

C:0 M:100 Y:0 K:0  
R:230 G:0 B:125

**PMS BLACK**

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0

# Sub Brand Logos



## Sub Brand Logos

### I'm A Team Scot Logo

This is the logo for the Team's official supporters' campaign for Gold Coast 2018.

Available in full colour, mono blue (PMS 300), mono black and reversed out.

#### It may be used on:

- Campaign promotional material
- Supporters merchandise
- Website and other digital media channels.



### Achieve 2018 Logo

This logo will be used for Team Scotland's Achieve 2018 programme that will run alongside Gold Coast 2018.

Available in full colour (cmyk blue), mono blue (PMS 300) and reversed out.

#### It may be used on:

- Internal and external documentation relating to the programme.
- Programme leisure kit.



### Series 2017 Logo

This logo will be available to all governing bodies with an event included in the Team Scotland Series.

Available in full colour.

#### Will be used for:

- Event promotional materials online and in print.
- Branding materials used to dress the event venue.



### Awards 2017 Logo

This logo will be used to promote the Team Scotland Scottish Sports Awards.

Available in full colour.

#### Will be used for:

- Event promotional materials online and in print.
- Branding materials used to dress the event venue.



# Exclusion Zones & Minimum Size





## Exclusion Zones

The brand marks have an exclusion zone as shown and no other text or symbols should be placed within that area.



## Minimum Size

Each type of logo has a minimum size restriction ensuring that both text and symbols remain legible. The minimum size for the brand mark is shown with the minimum acceptable width for each.

This principle applies for Team Scotland where the thistle icon is a minimum of 10mm diameter as shown opposite.

Commonwealth Games Scotland should abide by the Composite lock-up minimum size guidelines of at least 20mm wide for print executions and 25mm wide for embroidered executions.



# Partnerships & Lock Ups



## Partnerships & Lock Ups

As referred to earlier a range of member sports and partner lock ups have been produced for approved joint promotional activity.

**Including but not restricted to:**

- Gold Coast section of websites
- Documentation in connection with the Games
- Print and promotional items.



# Colour Palette



## Colour Palette

The traditional Team Scotland colour palette of blue and purple has been extended to give a new contemporary feel.

**PMS 300**

C:100 M:43 Y:0 K:0  
R:6 G:114 B:186

**PMS 2602**

C:72 M:100 Y:0 K:0  
R:108 G:35 B:131

**PMS 368**

C:57 M:0 Y:100 K:0  
R:128 G:186 B:39

**PROCESS MAGENTA**

C:0 M:100 Y:0 K:0  
R:230 G:0 B:125

**PROCESS CYAN**

C:100 M:0 Y:0 K:0  
R:0 G:157 B:224

Used as a contrast colour  
in the starburst design.

# Typography





## Typography

The font used within the suite of logos is **SWISS Black** and **SWISS Light**.

**SWISS**

**SWISS BLACK**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

SWISS LIGHT  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

## Typography

The preferred house font for use in publications is Helvetica which best matches SWISS the font used within the brand marks.

When using Microsoft Word Arial is the closest font available.

# HELVETICA

**HELVETICA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Typography

**When using Microsoft Word Arial is the closest font available.**

**ARIAL**

**ARIAL BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**ARIAL REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

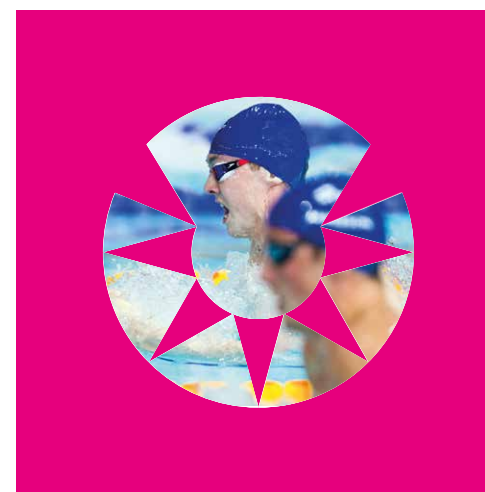
# Design Elements



## Additional Design Elements

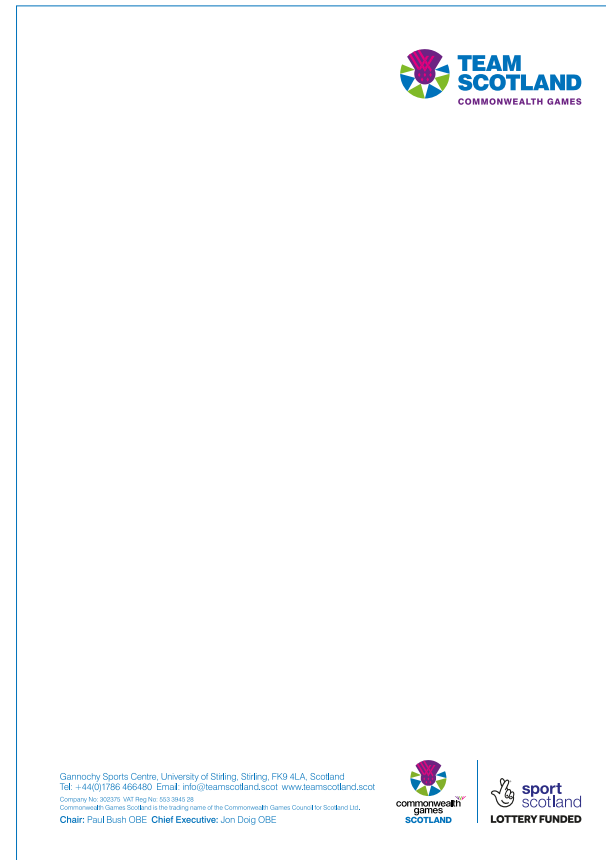
An initial range of additional design elements have been produced for use across the range of printed and online collateral.

[Click here to download assets](#)



## Applications: Team Scotland

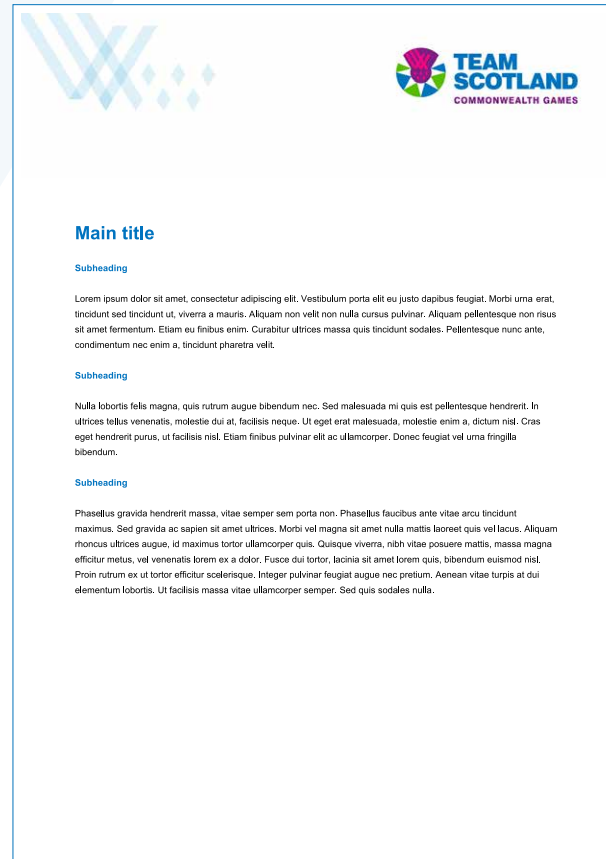
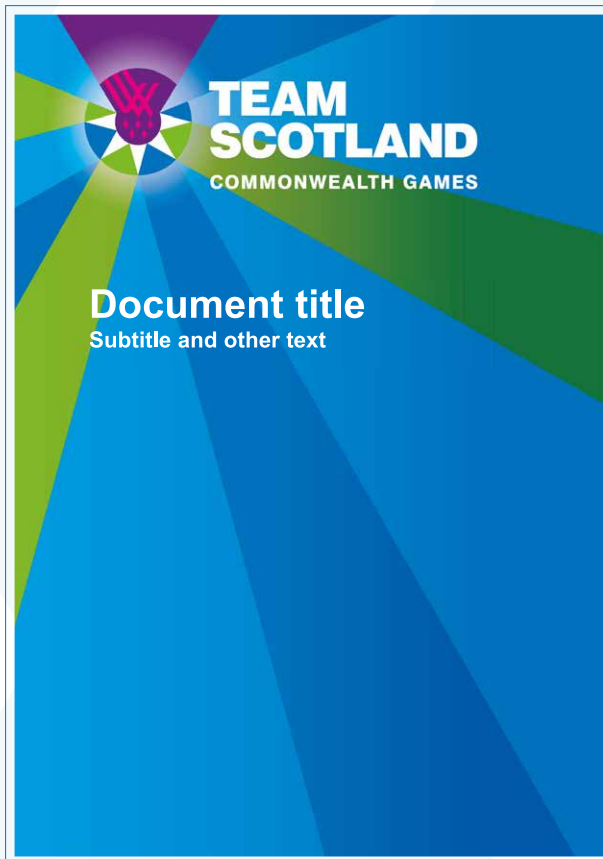
### Stationery



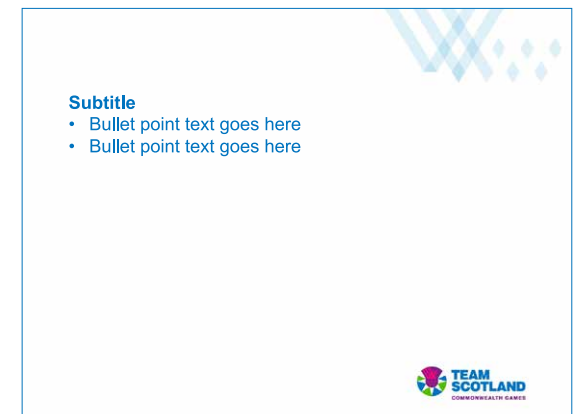


# Applications: Team Scotland

## MS Word Templates

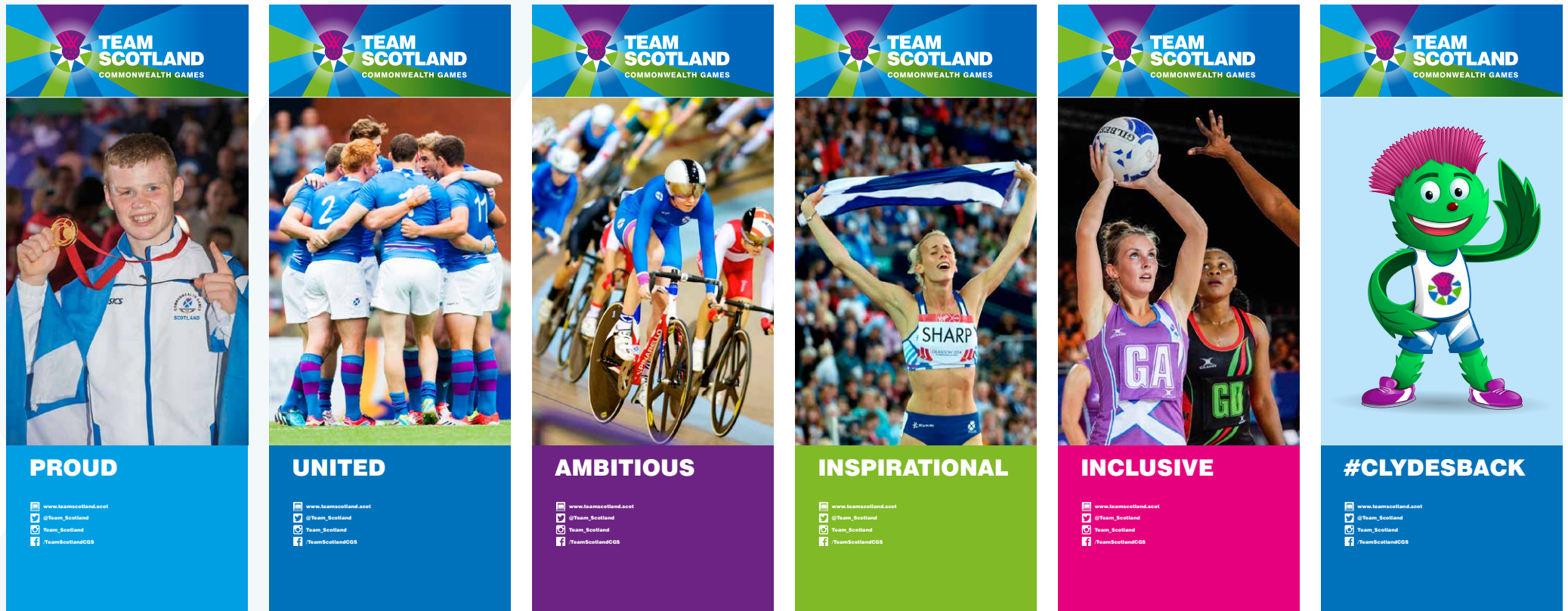


## Powerpoint




## Applications: Team Scotland

### Pull Up Banners






Applications:  
CGS

Stationery





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Commonwealth Games Scotland is the trading name of the Commonwealth Games Council for Scotland Ltd.  
Chair: Paul Burt OBE Chief Executive: Jon Dring OBE







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MS Word Templates



Document title  
Subtitle and other text





Main title

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum porta nisl eu justo dapibus feugiat. Morbi urna erat, tristique sed tristique ut, viverra a mauris. Aliquam non velit non nulla cursus pulvinar. Aliquam pellentesque non nunc sit amet fermentum. Etiam eu finibus enim. Curabitur ultrices massa quis tristique sodales. Pellentesque nunc ante, condimentum nec enim a, tristique pharetra velit.

Subheading

Nulla lobortis felis magna, quis rutrum augue bibendum nec. Sed molestuada mi quis est pellentesque hendrerit. In ultrices tellus venenatis, molestie dui at facilisis neque. Ut eget erat malesuada, molestie enim a, dictum risa. Cras eget hendrerit purus, ut facilisis risa. Etiam finibus pulvinar dui ac ullamcorper. Donec feugiat vel urna tristique bibendum.

Subheading

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