



XIII AUSTRALIAN MASTERS GAMES

ADELAIDE 7-16 OCTOBER 2011

13AMG – Adelaide 2011 LOGO GUIDELINES

The 13th Australian Masters Games (13AMG) logo is a registered trademark of 13th Australian Masters Games Incorporated. As such there are certain restrictions that apply to any persons or organisation that wishes to promote the 13th Australian Masters Games.

Use of the 13AMG logo must comply, in the reasonable opinion of 13AMG, in accordance with the objectives and in the best interests of 13AMG. As such a user shall not:

- authorise any third party to use the logos without prior consent of 13AMG;
- in the reasonable opinion of 13AMG, use the logos in a manner, that is demeaning or detrimental to the image associated with 13th Australian Masters Games;
- use or seek to register any trade or service marks which contain or are similar to, or resemble the logos as to be likely to cause deception or confusion.

All applications of the 13AMG logo should adhere to the guidelines below. This applies for electronic use such as on internet pages, electronic newsletters and PowerPoint presentations, use on clothing and for signage.

Exceptions can be made for logos used on clothing where it is acceptable to use a single colour logo with 13AMG approval (obtained from the Business Development Manager or Marketing Coordinator). The minimum size of the 13AMG logo on clothing is 5 cm in height.

The full colour logo should be used for any signage. In all cases the original files should be used and should not be recreated or redrawn.

The below table outlines the different versions of the logo and the associated colours and fonts:



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13 AMG Colours:

13AMG RED = Magenta 100% and Yellow 100%

13AMG BLUE = Cyan 100% and Magenta 90%

13 AMG GREEN = Cyan 75% and Yellow 100%

13 AMG FONT & Size: Arial 10pt

Note: Black and white versions of the logo are also available



AMG Marketing Pack request form

In 2011 the 13th Australian Masters Games (AMG) will be held on 7-16 October in Adelaide, South Australia. The Games will aim to attract in excess of 10,000 competitors including 1,000 international competitors competing in over 60 sports.

Your club members have the opportunity to compete at the largest multisport event to be held in Australia in 2011. Likewise, your club has the opportunity to promote this event to your members and provide them with the information they need to register for the event and get in the game!

To assist you we would like to provide your club with a **13th Australian Masters Games Marketing Pack** including posters to display in your clubhouse, sports facilities, change rooms, weekend competition registration desks and distribute direct to club members.

About the 13th Australian Masters Games

The Games are about participation and encouraging lifelong participation in sport. With more than 60 sports on offer, there is a sport for everyone. Your members can enter as an individual, enter a team or enter and be placed into a team. It's a great opportunity for them to spend time with their friends and meet new people.

While competition is important, one of the key attractions of this unique event is the social interaction and spirit of camaraderie experienced by participants. The Games offer an entire social program including an Opening Ceremony, Closing Ceremony and a variety of nightly entertainment that will be held at the exclusive City of Adelaide Games Village.

During the Games participants will never be short on things to do in Adelaide. You could head to Semaphore for a classic beach escape, visit the Adelaide Central Markets for the freshest local produce, wander down Rundle Mall and indulge in some retail therapy, take in the beautiful views from Mt Lofty or hit the road for a wine tasting tour at one of Adelaide's iconic wine tasting regions.

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Please fill in the below details and submit this form to:

Email: marketing@13amg.com
Fax: 08 8345 1269
Post: Marketing
13th Australian Masters Games
179 Grange Road, Findon SA 5023

Club Name: _____ Sport: _____

Contact First Name: _____ Last Name: _____

Contact Title: _____ Email: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Postal Address: _____

Suburb: _____ State: _____ Postcode: _____

Phone: _____ Mobile: _____

- I wish to receive news and information from the 2011 Australian Masters Games team

Once you submit this form your AMG Marketing Pack will arrive within 7 days. We look forward to seeing you and your club in Adelaide this October.

Thank you for your support!