

2023 AMG Logo Use Guidelines

As of 28 December 2022

Competition Uniforms

The objective of this policy is to provide Games workforce and participants with guidelines for identifying and responding in a coordinated manner to incidences of ambush marketing as and when they occur in the lead up to or during the Games.

Logo Use Guidelines

- The aim of this guideline is to outline the logo use requirements for competition uniforms for the Australian Masters Games (AMG)
- All participants or teams wishing to use the 2023 AMG logo on their competition uniform are required to seek written approval from the AMG General Manager. Please send requests and all related information to amg.communications@unisport.com.au
- Should you have any further questions relating to AMG logo use on competition uniforms, please email amg.communications@unisport.com.au
- Please find below a summary of the logo use requirements:

Specifications	Details
Application method	The AMG logo may be printed or embroidered on the competition uniform
Colour	There are a number of different colour options for the AMG logo. Please follow the colour guidelines in this document
Size	The AMG logo should be a minimum size of W 80mm x H 105mm, with the XIX AUSTRALIAN MASTERS GAMES text a minimum of H 5.45mm and the dates (if included) a minimum of H 4.1mm as shown in this document
Placement	The AMG logo should be placed on either the left- or right-hand side chest as shown in this document
Alignment	The AMG logo should be aligned with the centre vertical axis as shown in this document

Logo Colour

2023 Australian Masters Games - Colour Guide

CMYK 100, 84, 10, 0 PMS 301 C RGB 25, 73, 147 HEX 194993	CMYK 0, 100, 100, 0 PMS 185 C RGB 233, 28, 36 HEX #91c24	CMYK 0, 26, 100, 0 PMS 012 C RGB 254, 192, 15 HEX fec00f	CMYK 100, 0, 0, 0 PMS Black C RGB 0, 0, 0 HEX 000000



Logo Size

The AMG logo should be a minimum of W 80mm x H 105mm, with the XIX AUSTRALIAN MASTERS GAMES text a minimum of H 5.45mm and the dates (if included) a minimum of H 4.1mm as shown below

XIX AUSTRALIAN
MASTERS GAMES
ADELAIDE
7-14 OCTOBER 2023

Size Guide

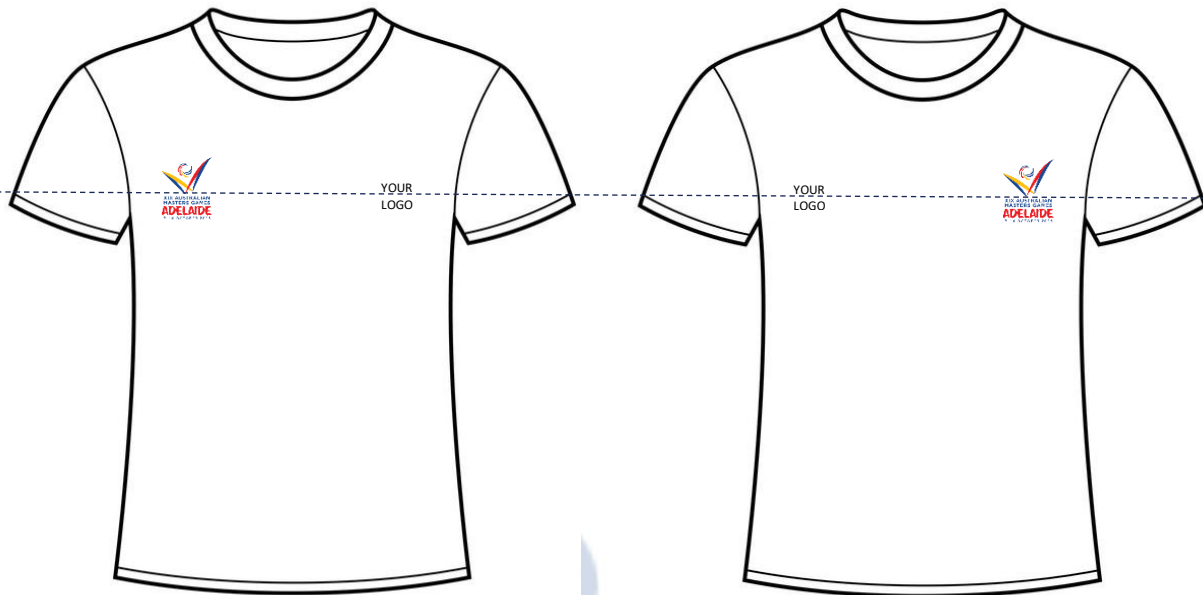
150mm



Logo Placement and Alignment

- The AMG logo should be placed on either the left- or right-hand side chest as shown
- The appropriate alignment of your logo is indicated below

Centre
Vertical
Axis



Note: Use of the logo on skirts, shorts, pants etc will be considered on a case-by-case basis