

CGA Guidelines

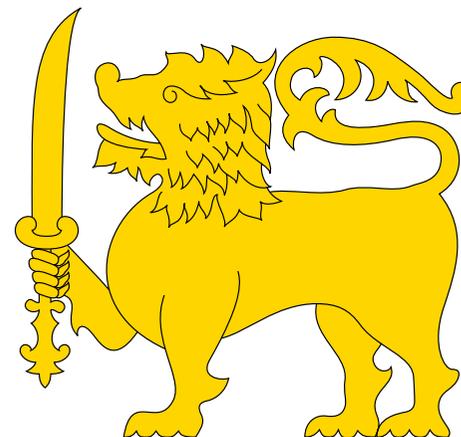
Sri Lanka

CGA composite lock-up

This is the Commonwealth Games Association composite lock-up for Sri Lanka.

When your CGA uses the bold new celebration device and wording, you help connect and support every part of the Commonwealth Sport Movement – ensuring consistency of brand from Games to Games, and across our member CGAs, who play the lead role in connecting local citizens and communities with athletes and the wider power and potential of Commonwealth Sport.

These guidelines refer specifically to your CGA emblem. For details and guidelines on the new overall Commonwealth Sport branding, please refer to: www.thecgf.com/about/our-brand



The logo graphic consists of five stylized, overlapping shapes in red, yellow, and blue, resembling a flame or a stylized 'V' shape.
**commonwealth
games
SRI LANKA**

Versions and rules

Wherever possible, our identity should be shown with the Celebration Device in colour and our wordmark in black.

The other versions we allow are reversed and whiteout. These versions should only be used on backgrounds when the primary version becomes illegible. The reversed version should be used before the whiteout version. The whiteout version should ideally only be used when the background colour clashes with one of the brand colours within the Celebration Device.

The CGA composite lock-up is available in CMYK for print and RGB for screen in multiple file types.

Primary



Reversed



Whiteout



Scale and clear space

To ensure legibility of all elements please abide by the appropriate minimum size guides when using any identity derived from the composite lock-up.

Our clear space is defined by the height of our logotype within the composite lock-up.

Minimum size



Minimum embroidery size*



Clear space

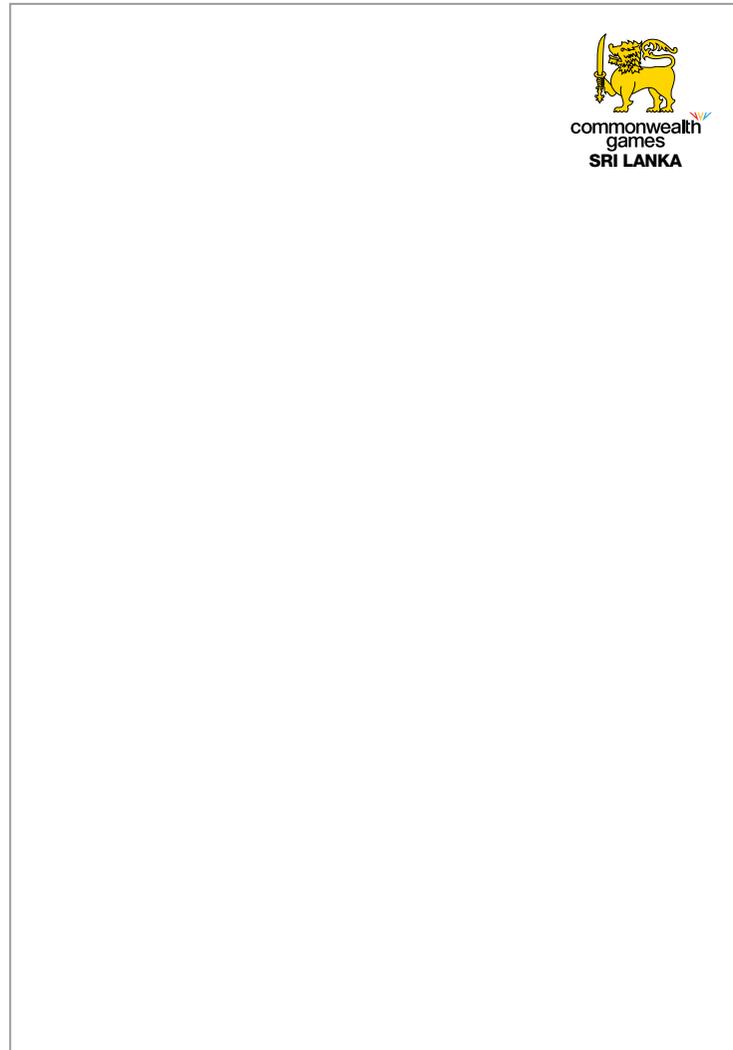


*The minimum embroidery size is to maintain legibility of the logotype.

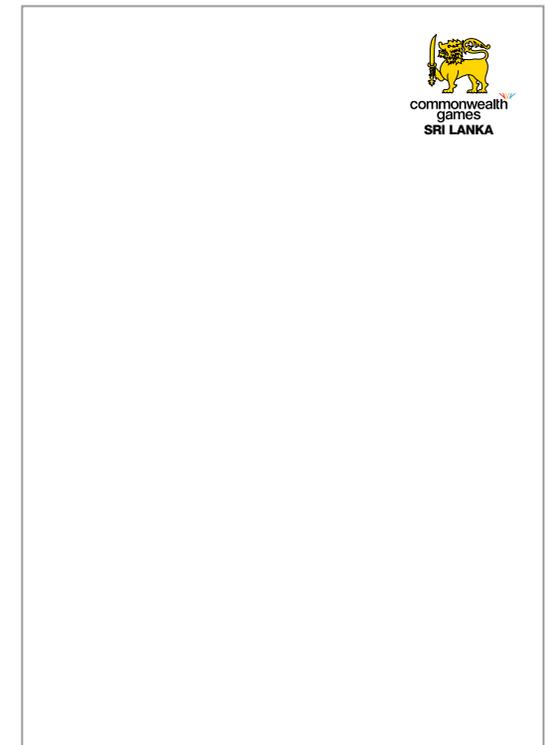
Recommended minimum sizes

For consistency across print communications, use the following guidance on scale.

A4 - 40mm wide minimum



A5 - 30mm wide minimum



CGA sponsor lock-ups

When developing composite logos for CGA sponsors there are some simple guides to follow:

- There should be a dividing line (as shown opposite) between the CGA identity and sponsors identity.
- The space between the CGA identity and the dividing line should be equal to the height of the Commonwealth Games logotype (shown as X in the diagram opposite).
- The space between the sponsors logo and dividing line should be equal to the height of the Commonwealth Games logotype (shown as X in the diagram opposite).
- The sponsor logo should be shown at a similar scale to that of the CGA identity.

The example shown is for illustrative purposes only and the CGF will consider other examples on a case by case basis.



Colour

Our use of colour is restrained - we only use our three bright brand colours, and black and white for contrast.

The colours used within the Celebration Device are the CGF brand colours.

CGF brand colours

Commonwealth Red

C0 M93 Y79 K0

R230 G42 B50

#e62a32

Pantone - 185C

Commonwealth Yellow

C0 M25 Y87 K0

R254 G195 B59

#fec33b

Pantone - 129C

Commonwealth Blue

C72 M17 Y0 K0

R44 G165 B222

#2ca5de

Pantone - 2171C

Typography

The CGF uses the Helvetica Neue family in our communications. It's modern, universal, classic and active.

ABCdef

Helvetica Neue 45 Light

ABCdef

Helvetica Neue 75 Bold

ABCdef

Helvetica Neue 75 Bold

Our logotype is a customised version of Helvetica Neue 75 Bold.

ABCdef

Helvetica Neue 85 Heavy

The country name is in Helvetica Neue 85 Heavy at -25 tracking.

ABCdef

Helvetica Neue 95 Black

Examples of usage

These are examples of how the CGA composite lock-up should be used. The Celebration Device is encouraged to be used as a further supporting design device on items, as shown here.



Contacts

If you need any assistance implementing our brand, please contact:

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