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KARAK CREATIVE CONSIDERATIONS
The Mascot should be used to help promote the positive values of the Melbourne 2006 Commonwealth Games. It should always be clear that Karak is the Official Mascot for the Games. This will be achieved by placing him in the context of other Melbourne 2006 Commonwealth Games properties and themes.

No other animals or characters should be associated with the Melbourne 2006 Commonwealth Games intellectual properties in a way that may suggest that they are the official Mascot(s).

Although the primary focus for the Commonwealth Games is of course sport, the Mascot does not always have to be associated with sporting situations. He represents a variety of Commonwealth and Games ideals. Some of the key themes associated with Karak include Children, Community, Victoria and Australia, Sport and Participation, Athletes and Culture.

At all times, Karak's look, image and the messages he is communicating need to be in keeping with his personality. Most importantly, Karak should never been depicted in inappropriate activities or doing anything that is not in keeping with the spirit of the Melbourne 2006 Commonwealth Games.

The Mascot is not of a particular age and should always be seen as 'ageless'.

Full Colour Version - Hero Pose

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KARAK COLOUR BREAKDOWN

COLOUR BREAKDOWN
The full colour version of Karak has added dimension created by a meshing technique during the colouring process. This technique allows a smooth transition of 'meshing' one colour point to another visually creating highlights and shadows. This effect is enhanced by using varying percentages of the colour palette and combining colours.

The flat colouring technique involves solid block shapes of colour. No highlights or shadows are created. Therefore the colour palette is reduced.

PREFERRED BACKGROUND COLOUR
When applying the Full Colour and Flat Colour Versions to a background colour it is important that the colour chosen allows him to stand out. It is always preferred that the background colours come from the approved colour palette which has been supplied on page 72. Where possible it is preferred that darker colour options are not used or that he is placed on an area that has a treatment applied directly around him such as washing the colour back.

MINIMUM SIZE
The Macot should never appear smaller than 20mm in height. Instances where the Mascot is applied at its minimum size, the 'TM' and '©' in the digital artwork must be enlarged to maintain legibility. When altered, the 'TM' and '©' must be no smaller than 3pt.

Full Colour Version - Hero Pose

Flat Colour Version - Hero Pose

Full Colour Version palette:

BLACK - 100%
C00 M00 Y00 K100
Outline, inside mouth, pupil of eye

PMS 137 - Varying %'s
C00 M35 Y90 K00
Beak and Feet

PMS 5395 - Varying %'s
C100 M44 Y00 K76
Body, Claws

PMS 109 - Varying %'s
C00 M10 Y100 K00
Beak and Feet

PMS 485 - Varying %'s
C00 M97 Y100 K00
'M' in tail and Tongue

PMS 2995 - Varying %'s
C90 M11 Y00 K00
Eyes

Flat Colour Version palette:

BLACK - 100%
C00 M00 Y00 K100
Outline, inside mouth, pupil of eye

PMS 137 - 100%
C00 M35 Y90 K00
Beak and Feet

PMS 5395 - 70%
C100 M44 Y00 K76
Body 70%, Claws 100%

PMS 2995 - 100%
C90 M11 Y00 K00
Eyes

PMS 485 - 100%
C00 M97 Y100 K00
'M' in tail and Tongue

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KARAK TURN AROUND POSES

The Full Colour Version is always the
preferred option where technically
possible as Karak's personality and
characteristics are best communicated
in this medium. A full PMS breakdown
has been supplied on page 65.
However, there will be cases where the
technical application of the creative will
mean that the Full Colour Version is
impossible to apply. For these cases the
Flat Colour Version and the Lineart
Version will need to be utilised.

FLAT COLOUR VERSION
For technical applications where the Full
Colour Version is not possible, and where
colour is still an option, the Flat Colour
Version can be used. A full PMS break
down has been supplied on page 65.

LINEART VERSION
For technical applications where the Full
Colour and Flat Colour Version's are not
possible the Lineart Version can be
used. A possible exception to this is
where a coloured option has already
been used on the product prominently
and there is an opportunity to use the
lineart option as a design element, such
as a repeat yardage in a jacket lining.
The preferred colour options for this
type of use should come from the core
colour palette of M2006 Blue, M2006
Orange, M2006 Mid Green and PMS
5395 (body colour of Karak). White and
black will be approved where a preferred
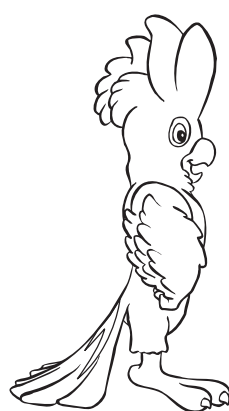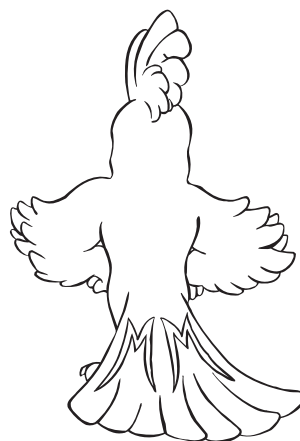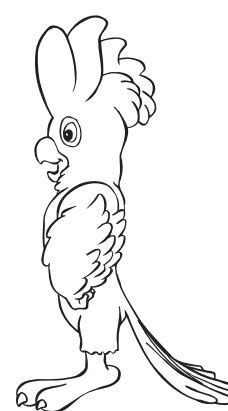option is not possible.
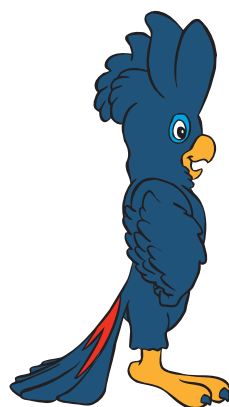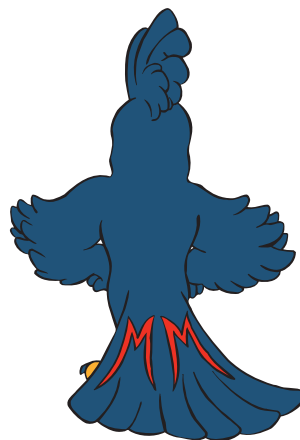
| RIGHT SIDE | BACK | LEFT SIDE | FRONT |

| RIGHT SIDE | BACK | LEFT SIDE | FRONT |

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KARAK SIGNATURE

Karak's name was chosen for the sound that he makes (K-a-r-a-k!) and became part of the inspiration of his personality, a personality that is distinctly Australian and representative of the region from which he comes i.e. Victorian. Therefore the Karak Signature had to be easy going and unaffected with just a touch of style and sophistication. Karak's signature must always be positioned in close proximity to him wherever possible. The preferred options are Version A & B, with Version C being primarily used where technical and size (loss of legibility) restrictions apply.

KARAK FOOTPRINT

Karak's Footprint has been created to add an element of fun to the Karak creative story's and reads along the lines of a 'Karak was here' message. The Karak Signature has been applied as a 'birthmark' on the Right Footprint and if only one placement is used the Right Footprint is the preferred option. Where a series of Footprints are used the creative must be applied in a Right, Left, Right Left format. Where possible the colour of the Footprint must come from the preferred Karak Colour Palette, and as appropriate to the design, with the fill area being a 'window' through to the background colour upon which it is placed i.e. lineart in nature.

'M' GRAPHIC

The 'M' which can be seen in Karak's majestic tail represents the first letter of the Host City for the 2006 Commonwealth Games - Melbourne. The Tail M has been lifted out from the tail to utilise another creative element that is distinctly Karak. It may only be used exactly as provide and only be used M2006 Red.
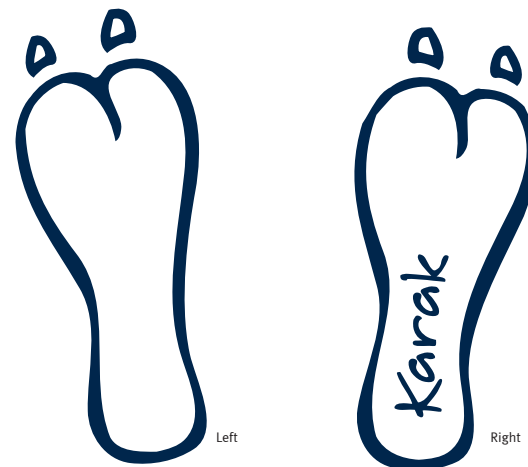
Version A - M2006 Blue

Version B - White

Version C - Solid PMS 5395

Left   Right

Karak Footprint - PMS 5395

Tail M - M2006 Red

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KARAK COLOUR PALETTE

The Karak Colour Palette is bright and visually engaging with most colours coming from the Brandmark Colour palette. Colours from the Primary Palette are the core options with the Secondary palette used to creative another colour layer to the design or product base.

It is vital that printers and manufacturers ensure that an accurate colour match is achieved using the M2006 colour specs across all applications using a variety of mediums (offset, digital, screen etc).

When printing or manufacturing material that requires colour balances to be manipulated, the Mascot and M2006 Brand colours must remain true to specifications.

PRIMARY PALETTE

M2006 Blue
PMS 313C
CMYK: 100 00 08 13
RGB: 000 138 163
Textile / Yarn Colour: White warp 36163

M2006 Mid Green
PMS 376C
CMYK: 50 00 100 00
RGB: 116 183 027
Textile / Yarn Colour: Black warp 67250

M2006 Orange
PMS 021C
CMYK: 00 53 100 00
RGB: 255 120 000
Textile / Yarn Colour: White warp 44159

M2006 Red
PMS 485
CMYK: 00 97 100 00
RGB: 255 017 000
Textile / Yarn Colour: White warp 14310

M2006 Mid Orange
PMS 1235C
CMYK: 00 29 91 00
RGB: 255 181 021
Textile / Yarn Colour: White warp 210

M2006 Light Green
PMS 381C
CMYK: 20 00 91 00
RGB: 204 232 033
Textile / Yarn Colour: Black warp 22F

SECONDARY PALETTE

M2006 White
White
CMYK: 00 00 00 00
RGB: 255 255 255
Textile / Yarn Colour: White

PMS 5395
CMYK: 100 44 00 76
RGB: 001 021 039
Textile / Yarn Colour: TBA

PMS 109
CMYK: 00 10 100 00
RGB: 255 230 000
Textile / Yarn Colour: TBA

M2006 Dark Green
PMS 355C
CMYK: 94 00 100 00
RGB: 019 143 052
Textile / Yarn Colour: White warp 607

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KARAK TYPOGRAPHY

There are two typefaces for all external communications. Each has been selected to offer a range of typographic expressions.

Kidprint Regular is child-like, fun and friendly. It compliments Karak the Official Mascot and can be freely used throughout the Mascot program.

Meta LF is the pragmatic information typeface for the Games. Its wide range of weights allow it to adopt a number of personalities such as 'authoritative' when used in Caps or 'friendly' when used in Roman styles. Meta LF is designed to be highly legible.

Note: Both Kidprint and Meta LF are 'custom' typefaces that are not loaded as system (standard) fonts on computers. They must be purchased and installed before use.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(.,;:!@#$%^&*)

Kidprint Regular Marketing typeface

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(.,;:!@#$%^&*)

Meta Normal LF Roman Information typeface

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(.,;:!@#$%^&*)

Meta Medium LF Roman Information typeface

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890(.,;:!@#$%^&*)

Meta Bold LF Roman Information typeface

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