



# **GAMES HOSPITALITY AND RETAIL BADGE GUIDELINES**

April 2022

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# Introduction

## From 28 July to 8 August 2022 the eyes of the world will be on Birmingham as hosts of the Commonwealth Games.

The Birmingham 2022 Commonwealth Games are for everyone: through a festival of thrilling, fast-paced sport, exhilarating culture and business, the Games will make a world of difference for everyone throughout the West Midlands and beyond.

Birmingham 2022 is committed to making the best of the platform that the Games provide for the hospitality and retail industries and to help promote Birmingham for all its greatness. We need the help of businesses to give Games spectators and visitors an unforgettable experience during 2022. We recognise that you could play a powerful part in helping promote the Games to your customers.

We have created a set of rules which are easy to follow and highlight the clear do's and don'ts of the Games brand.

We understand that the hospitality and retail sectors play a crucial part in the development and brand awareness of the Games coming to Birmingham and therefore we have designed two flexible badges which can be used across assets to suit businesses in either the hospitality and retail industries. The guidelines will illustrate how these badges should be used for a mutual benefit from now until Games time and beyond.

These guidelines also explain the trademarked assets of the brand to ensure that there is understanding and security around what must not be used and is protected for our commercial sponsors.

We encourage and are happy for you to promote the Games to help make 2022 a huge success. However, our sponsors reserve the rights to associate the Games with branded offers and initiatives.

Thank you in advance for your interest in the Games and for working within these Guidelines in order to help make the Birmingham 2022 Commonwealth Games a success.

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# CELEBRATE 2022 / WELCOME 2022 BADGE

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# About the Celebrate 2022 Retail Badge



**Celebrate 2022 Badge**

The Celebrate 2022 Badge has been created with the retail sector in mind. The design is bold enough to enable retailers to promote the Games coming to Birmingham on websites and other preferred collateral. It should **never** be used in advertising; this option is reserved for our official sponsors/ partners.

The choice of colours has been taken from the Birmingham 2022 colour palette.

The Celebrate 2022 Badge uses different colours for you to use whichever best suits your business. Minimum sizes apply to ensure that the word mark does not become distorted or illegible.

# Celebrate 2022 Retail Badge

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### Celebrate 2022 Badge

This is the Celebrate 2022 Badge to be used for the retail sector.

### Celebrate 2022 Badge colourways



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# About the Welcome 2022 Hospitality Badge



## **Welcome 2022 Badge**

The Welcome 2022 Badge has been created with hospitality businesses in mind. The design is bold enough to enable hospitality businesses to promote the Games coming to Birmingham on websites and other preferred collateral. It should **never** be used in advertising; this option is reserved for our official sponsors/ partners.

The choice of colours has been taken from the Birmingham 2022 colour palette.

The Welcome 2022 Badge uses different colours for you to use whichever best suits your business. Minimum sizes apply to ensure that the word mark does not become distorted or illegible.



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# Welcome 2022 Hospitality Badge



**Welcome 2022 Badge**

This is the Welcome 2022 Badge to be used for the hospitality sector.

**Welcome 2022 Badge colourways**



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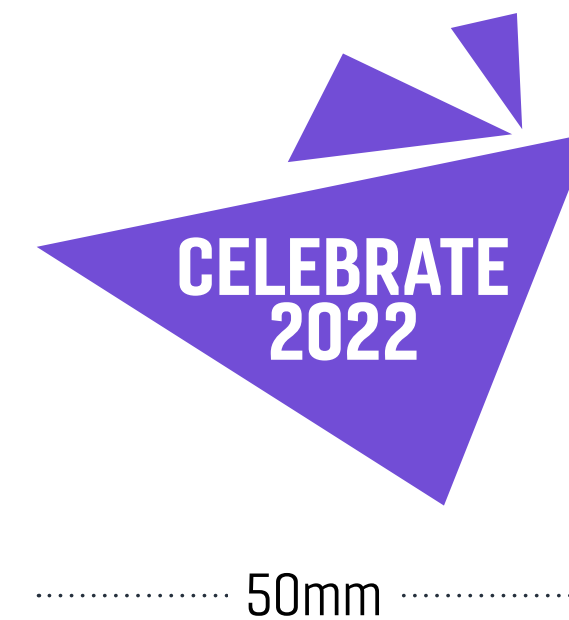
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# Badge lock-up



**Clear space**

To ensure the integrity of our identity across all communications, we leave an area of clear space between it and any other graphical elements. This area should be equal to the width of the '20' within the lock-up.



**Absolute minimum size**

To ensure the legibility of all elements, the identity should not be reproduced any smaller than 50mm in width for print and 100px for digital.



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# Applying the Badge

The following assets have been designed to support the hospitality and retail sectors in the roll-out of the Celebrate 2022 and Welcome 2022 Badge:

- Logos
- Web Banners
  - Leaderboard
  - MPU

Only one permitted Games asset should be used per application so that it is never overexposed or dominating a platform. For example, the logo and MPU should not both be used on the same page. One visual of the Celebrate 2022 or Welcome 2022 Badge is enough to proudly show your visitors that you are welcoming the Games.

## MPU



## Leaderboard



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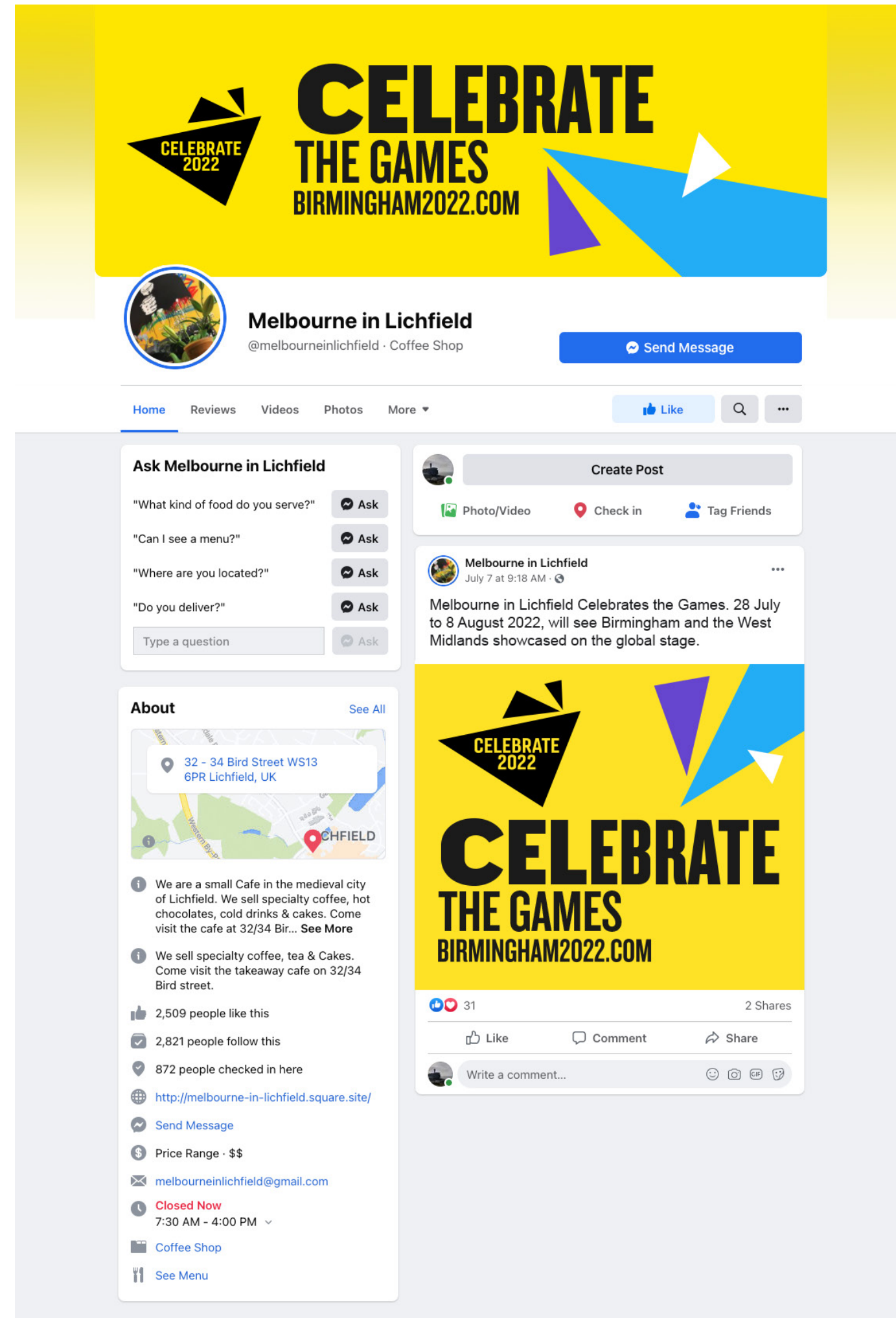
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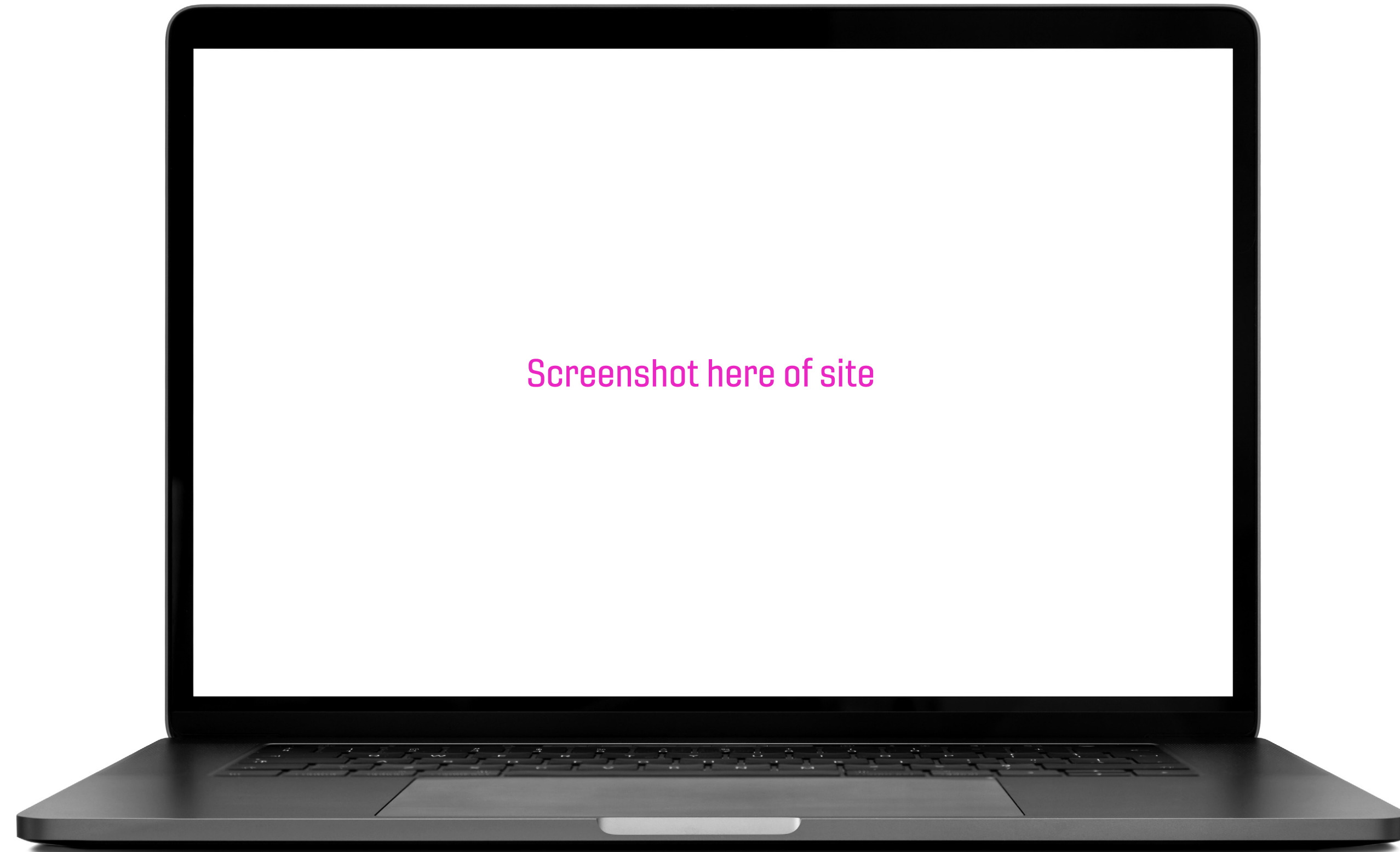
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# The Games Toolkit



**Toolkit**

All assets are available to download from: [URL](#)

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# How we refer to the Games

# REFERENCING THE GAMES

## Caption

- The following captions has been approved for use by tourism businesses so that they can express their support for the Games: "Celebrating / Welcoming the Games in 2022"

## Reference

- The following strapline has been designed to incorporate company names: "[Company Name] celebrates / welcomes the Games in 2022."

## Approved text

- The following 25/50/100 words have been designed for tourism businesses to adopt in all communications.
- This approved text for the Games has been specifically designed for the hospitality and retail sectors but must not be used alongside promotional messaging. Factual information about the business in relation to the Games is acceptable and can be used in this context but promoting a meal deal or price points in relation to the Games is not. Further examples are provided below to clearly illustrate this.

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# Approved Text - Celebrates the Games

**25 words**

[Company Name] Celebrates the Games

28 July to 8 August 2022, will see Birmingham and the West Midlands showcased on the global stage.

Find out more at Birmingham2022.com

[Factual information about the company]

**50 words**

[Company Name] Celebrates the Games

28 July to 8 August 2022, is a once-in-a-lifetime opportunity to showcase Birmingham and the West Midlands on the global stage as the largest sporting and cultural event in a decade comes to Birmingham. [Company Name] is a proud to celebrate the Games.

Find out more at Birmingham2022.com

[Factual information about the company]

**100 words**

[Company Name] Celebrates the Games

28 July to 8 August 2022 will see a unique festival of top-class sport and inspirational culture, hosted across Birmingham and the West Midlands. This once-in-a-lifetime opportunity will place the city, the region and its people on a global stage as world class athletes compete in 19 sports.

Its the largest sporting event in a decade and a chance to be part of something unforgettable.

Birmingham is ready and [Company Name] is a proud to celebrate the Games.

Find out more at Birmingham2022.com

[Factual information about the company]

**Do's**

- Include the obligatory signpost to the Birmingham 2022 website Birmingham2022.com which must accompany any Games reference
- Include factual information about your company after this approved text
- Shout loud about our Games – use the Celebrate 2022 Badge on your web homepage Examples

**Don't**

- Incorporate or include any promotional text next to the Games approved text
- Create a designation or caption that is not listed here
- Refer to the trademarked Games title - "Birmingham 2022" or "Commonwealth Games"

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# Approved Text - Welcome the Commonwealth

**25 words**

[Company Name] Welcomes the Commonwealth

28 July to 8 August 2022, will see Birmingham and the West Midlands showcased on the global stage.

Find out more at Birmingham2022.com

[Factual information about the company]

**50 words**

[Company Name] Welcomes the Commonwealth

28 July to 8 August 2022, is a once-in-a-lifetime opportunity to showcase Birmingham and the West Midlands on the global stage as the largest sporting and cultural event in a decade comes to Birmingham. [Company Name] is a proud to welcome the Commonwealth.

Find out more at Birmingham2022.com

[Factual information about the company]

**100 words**

[Company Name] Welcomes the Commonwealth

28 July to 8 August 2022 will see a unique festival of top-class sport and inspirational culture, hosted across Birmingham and the West Midlands. This once-in-a-lifetime opportunity will place the city, the region and its people on a global stage as world class athletes compete in 19 sports.

Its the largest sporting event in a decade and a chance to be part of something unforgettable.

Birmingham is ready and [Company Name] is a proud to welcome the Commonwealth.

Find out more at Birmingham2022.com

[Factual information about the company]

**Do's**

- Include the obligatory signpost to the Birmingham 2022 website Birmingham2022.com which must accompany any Games reference
- Include factual information about your company after this approved text
- Shout loud about our Games – use the Welcome 2022 Badge on your web homepage Examples

**Don't**

- Incorporate or include any promotional text next to the Games approved text
- Create a designation or caption that is not listed here
- Refer to the trademarked Games title - "Birmingham 2022" or "Commonwealth Games"



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# Examples

**✗ Incorrect**

THE COMMONWEALTH GAMES

The Birmingham 2022 Commonwealth Games will offer three compact site clusters for competition venues within Birmingham. [Company Name] is just 40 minutes drive from this sporting event. After a day of watching these amazing Games, why not spend time relaxing in [Company Name]. [Company Name] dates back to 1600 and with its ornate chapel, group accommodation and gardens, it makes for the perfect luxurious country house to stay in during the Birmingham 2022 Commonwealth Games.

---

**✗ Incorrect**

**Commonwealth Games 2022 10% Discount**

As Birmingham will host the Commonwealth Games from 28<sup>th</sup> July 2022 to 8<sup>th</sup> August 2022, we are pleased to announce that we will be offering our super rate... a massive 10% off!!

**✓ Correct**

[Company Name] CELEBRATES OUR GAMES

[Company Name] is a Games Welcomer. 28 July – 8 August 2022 will see one of the world's most significant multisport events come to Birmingham and the West Midlands. Find out more at Birmingham2022.com

[Company Name] is just 40 minutes drive from this sporting event. The House dates back to 1600 and with its ornate chapel, group accommodation and gardens, it makes for the perfect stay on the outskirts of Birmingham.

---

**✓ Correct**

[Company Name] Welcomes the Games

28 July – 8 August 2022 will see one of the world's most significant multisport events and the largest ever sporting and cultural event in a decade come to Birmingham and the West Midlands. [Company Name] is looking forward to welcoming the Games.

Find out more at Birmingham2022.com

[Company Name] is a short distance from the Games venues including Alexander Stadium, Arena Birmingham, Sutton Park and Edgbaston Stadium.

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# Social Media Guidelines

The principles outlined below must be applied to any Games reference on social media channels. Although promoting your business in relation to the Games is prohibited, we encourage participation with us and sharing of content and posts.

- Do not associate: do not include any promotional messaging alongside any reference to the Games.
- Do not breach trademark: do not post any logos, text or other marks that would infringe upon the intellectual property/rights of Birmingham 2022.
- Use approved text: “[Company name] is a Games Celebrator! Birmingham2022.com”
- Be judicious - do not post confidential information: do not post or discuss confidential information about Birmingham 2022 or any of its partners.
- Use links and references: when creating content, be sure to include useful links and reference material. If you are linking to the Birmingham 2022 website please use this link: [birmingham2022.com](http://birmingham2022.com)
- On Twitter, use the Birmingham 2022 hashtag: when creating a tweet that is referencing anything to do with Birmingham 2022 please use the appropriate hashtag, **#B2022**

**Our channels**

Please follow our channels below and share any relevant content:

 **Twitter:** [www.twitter.com/birminghamcg22](http://www.twitter.com/birminghamcg22)

 **Instagram:** [www.instagram.com/birminghamcg22](http://www.instagram.com/birminghamcg22)

 **Facebook:** [www.facebook.com/birmingham2022](http://www.facebook.com/birmingham2022)

 **LinkedIn:** [www.linkedin.com/company/birmingham-2022-commonwealth-games](http://www.linkedin.com/company/birmingham-2022-commonwealth-games)

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# The Tourism Industry

These guidelines apply to all sectors of the industry and include:

- Tour operators
- Accommodation providers
- Transport providers
- Destination Management Companies
- Visitor Attractions and Activity Providers
- Restaurants, bars, pubs and clubs
- Travel Agents
- Venues
- Major Event Organisers

The Celebrate 2022 Badge is for use by these sectors only and exclusively in England.

# Tourism Partners

To maximise the potential of this mega-event, Birmingham 2022 is working in partnership with West Midlands Combined Authority on activity to attract our shared domestic and international markets.

Our mutual goals are:

- To attract visitors to Birmingham, the West Midlands and England during and post-Games
- To use the Commonwealth Games as a platform to raise awareness and grow long-lasting positive perceptions of Birmingham, the West Midlands and England
- To enable the tourism industry to capitalise on opportunities presented by the Games

For this reason, West Midlands Combined Authority and other approved local authorities can use the Celebrate 2022 Badge and may also be granted increased usage of some Birmingham 2022 trademarks to indicate that it is co-funded activity.

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# BIRMINGHAM 2022 BRAND PROTECTION

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# Protection Principles

## **Introduction**

The Celebrate / Welcome 2022 Badge and associated referencing templates have been designed to make Games messaging easy to adopt correctly in retail and hospitality business communications. Using these pre-designed assets will ensure that Games messaging can be confidently and securely integrated into your plans.

No variations of these assets will be accepted as these will infringe on any protected brand elements.

## **Core Brand Protection Principles**

The following principles should apply to any referencing of the Games by retail and hospitality businesses:

1. No use should be made of any of the Protected Games Marks shown below:
  - The Protected Games Marks cannot be used in any way. The Celebrate/ Welcome 2022 Badge has been authorised for usage and this is the only one that can be used.
  - The trademarked words cannot be used in any communications.
2. Factual information about the Games is encouraged but that information should be proportionate in relation to information about other events.

3. Factual information should be kept separate from any commercial brands shown on the website.
4. Do not refer to the Games in a way that creates an association with the Games in an attempt to promote goods or services:
  - Keep statements true, factual and accurate e.g “Live coverage of the Games here” is fine.
  - Ensure that any such statements are kept separate from any commercial branding. Phrases like “Commonwealth Games Menu” or “Commonwealth Games Suites” are not permitted.
  - Keep them proportionate and do not give prominence to any reference to the Games. For example, a reference in the small print about the hotel/pub/restaurant being 5 mins from a Games venue is acceptable but a headline with “X Hotel is 5 minutes from Games Venue Alexander Stadium” is not.
5. Do not refer to the Games to promote special discounts or offers to those staying at Games time e.g. “10% discount for Birmingham 2022 ticket holders” is not allowed.
6. Do not use images of previous Commonwealth Games or previous Commonwealth Games

athletes without proper permission. This can be requested from the marketing team ([marketing@birmingham2022.com](mailto:marketing@birmingham2022.com))

7. At Games time, do not attempt to advertise or promote goods or services by, for example, providing leaflets, giveaways, or other forms of advertising to spectators around competition venues. Each Games venue will have an “event zone” within which it will be an offence to advertise or trade unless you are exempt from the legislation which creates the “event zone” or you have authorisation from the OC.
8. Social Media: the same rules apply to Facebook, Twitter or other social media platforms.
9. A link to the Birmingham 2022 website must be included alongside any reference to the Games. ([www.birmingham2022.com](http://www.birmingham2022.com))

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# Why we protect our brand

There is an obligation placed upon the Organising Committee for the Birmingham 2022 Commonwealth Games by the Commonwealth Games Federation (CGF) to ensure that we do all we can to protect the use of any branding owned by, or licensed to, Birmingham 2022.

Therefore, it is our responsibility to ensure that Birmingham 2022 put adequate protection in place together with clear guidance for the public and businesses in relation to use of the Games brand.

As well as having contractual obligations to protect the brand identity, equally important is our responsibility to those that fund the Games. The financing of the Games is drawn from public funding, and money privately generated by Birmingham 2022 through ticket sales, the sale of merchandise, broadcasting rights and commercial sponsorship.

Income raised privately through Birmingham 2022's commercial programme is crucial to the successful staging and delivery of the Games. Sponsors, in return

for their substantial investment, can showcase their support of the Games by exploiting their exclusive use of the Games brand. We must, therefore, ensure that measures are in place to reassure sponsors that their investment is protected.

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# Protected Games Marks

**Birmingham 2022 Commonwealth Games (Birmingham 2022) respects the law and the intellectual property ('IP') of others and requests that you do the same. The effective protection of the Birmingham 2022 brand is fundamental in the process of marketing.**

## The Protected Games Marks

The following marks are protected by copyright, trademark rights or design rights so cannot be used.

B2022 master logo



Queen's Baton Relay



Volunteer / Commonwealth Collective



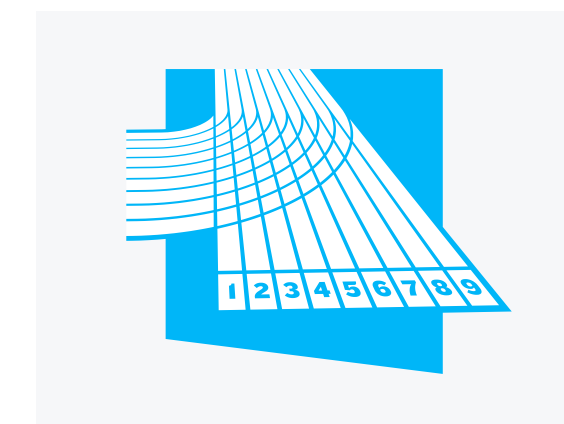
Festival (Culture) 2022



Perry



Pictograms



**TRADEMARK WORDS: Birmingham 2022, Perry, Commonwealth Games, Queen's Baton Relay, Commonwealth Collective, Birmingham 2022 Festival, Perry**

These are all owned by Birmingham Organising Committee for the 2022 Commonwealth Games Limited.



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## **1. What are the protected Games Official Marks?**

All the official names, phrases, trademarks, logos and designs related to the Commonwealth Games and Birmingham 2022 are protected by law in a variety of ways.

The following are some of the items that will make up the Games Official Marks:

- The Games logo
- The word "Birmingham 2022"
- The "Culture 2022" and "Festival 2022" logo
- The Games mascot (Perry)
- The Birmingham 2022 sports pictograms

## **2. What legal protection do the Games Official Marks have?**

The Games Official Marks are legally protected by a combination of registered trademarks, copyright, UK registered designs, and common law.

## **3. Who can use the Games' Marks?**

Official commercial partners, suppliers, providers and licensees are allowed to use the Games Official Marks in accordance with the terms of their agreements with Birmingham Organising Committee for the 2022

Commonwealth Games Limited.

A number of non-commercial partners helping to deliver the Games also have the right to use the Games Official Marks.

All parties that have been authorised by the OC to associate with the Games are named on a statutory register which is published by the OC on its website.

## **4. Can non-sponsors use the Games Official Marks?**

The commercial use of any of the Games Official Marks (or any other marks or logos that are confusingly similar to or likely to be mistaken for them), is only permitted with the authorisation of the OC, which is generally only reserved for official sponsors, official partners and licensees.

Subject to certain defences provided by the legislation, this means the Games Official Marks cannot, for example, be used on goods, in business names, or in advertising for goods or services.

## **5. Are there any exceptions to the rules that prohibit use of Games Official Marks?**

There are very few specific instances allowed by statute where the Games Official Marks can be used

without Birmingham 2022 consent. For example, the registered trademarks may be used by journalists to illustrate an editorial piece about the Games.

## **6. What is Birmingham 2022's approach to enforcing its legal rights?**

Birmingham 2022 has contractual obligations to the Games sponsors, licencees and the CGF to ensure the Games Official Marks may be used exclusively by them in accordance with the terms of their agreements. However, Birmingham 2022 understand that there will be situations where unauthorised use of the Games Official Marks is the result of pure enthusiasm for the Games without consideration of commercial benefit or understanding of the Birmingham 2022's legal rights.

For this reason, Birmingham 2022's main aim (in the pre-Games phase) is to help people understand what they are allowed to do and to prevent infringements of its legal rights by providing effective guidance and working with industry bodies to explain those rights.

Wherever possible, Birmingham 2022 will attempt to resolve matters with a personal approach, contacting the business in question directly, explaining why there is a problem and asking that it be rectified.

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Birmingham 2022 is however prepared to take more formal legal steps to resolve the issue if required, for example, if a business persistently fails to follow guidance or if the business is a competitor of a Games sponsor or has a large marketing power and deliberately infringes our rights. Such formal steps may include seeking an interdict (in England and Wales) or an injunction (in Scotland) to bring the infringement of Birmingham 2022's legal rights to an end. Formal court proceedings will always be a last resort but, where necessary, Birmingham 2022 will take legal action to resolve the matter.

At Games time, Birmingham 2022 will work to prevent ambush marketing of the Games. Where the Brand Protection Team becomes aware of ambush marketing of the Games and/or other unauthorised use of the Games Official Marks, it will always seek to bring the infringement to an end. The Brand Protection Team will always assess the seriousness of the infringement and its impact before taking appropriate, measured action according to the gravity of the matter. As with the pre-Games phase Birmingham 2022 will be able to seek an interdict (in England and Wales) or an injunction (in Scotland) to bring the infringement of its rights to an end.

## 7. What restrictions are there on advertising and trading around Games venues?

Special regulations will control advertising and trading in open spaces around Games venues during the Games. They will make it unlawful to trade or advertise in defined "Event Zones" unless the person is specifically authorised by Birmingham 2022 to do so or benefits from one of the exceptions.

The definition of advertising and street trading is extremely wide and will catch:

- Leafleting
- Give-aways
- Charity collections
- Busking for money
- Experiential advertising
- Vehicles whose main purpose is advertisement of goods or products

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# Contacts and approvals

For more information or advice about using our brand identity, please contact:

Marketing Department of Birmingham 2022 Commonwealth Games

Email: [Marketing@Birmingham2022.com](mailto:Marketing@Birmingham2022.com)

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