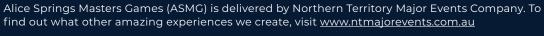


EVENT TOOLKIT

ON YOUR MARKS, GET SET, GO!

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ARE YOU READY TO GEAR UP?

We can't wait for the Alice Springs Masters Games (ASMG) to return to the Red Centre. Dubbed the Games with Heart, this is a must do on the national sporting calendar.

Whether people take part to nail a PB, mark a milestone in their fitness journey or for the sheer joy of competing, ASMG offers the chance to be immersed in sport, connect with other competitors and discover all the incredible experiences that the heart of Australia has to offer.

The ASMG is Australia's first and longest running Masters Games and is open to anyone with a love of sports who meets the age criteria, which for most sports is 30 years and above.

We need you to spread the word about the Games with Heart. That's why we've put together this toolkit to help you create great social media content with a whole range of templates.

It has everything you need to get your customers excited about ASMG, while supporting an event that attracts thousands of visitors to the Red Centre and boosts the local economy.



AMBASSADOR VIDEO - NATHAN BUCKLEY



WHAT'S SO SPECIAL ABOUT ALICE SPRINGS MASTERS GAMES?



Longest running Masters Games in Australia



Spectacular Territory destination



Unmissable social program



ASMG Ambassador: footy legend, Nathan Buckley



Boosts local econony

LOGO USAGE

Primary



Horizontal







Vertical







DOWNLOAD LOGOS

NT MAJOR EVENTS LOCKUP

The NT Major Events / Northern Territory Government logo lockup is to be used on all event collateral that is displayed **locally** and at Alice Springs Masters Games.











The NT Major Events / Tourism NT logo lockup is to be used when there is a specific tourism message and visitation outcome required. This logo will need to feature on all **national** media assets where possible.











DOWNLOAD LOCKUPS

IMAGERY

All Alice Springs Masters Games imagery should show bright, clean visuals that highlight the unique landscape where possible.















DOWNLOAD IMAGERY

2024 BRAND CAMPAIGN

Colours

Primary Palette

Teal	Teal Light	
CMYK	CMYK	
75 19 46 1	75 10 49 0	
RGB	RGB	
87 155 149	85 167 152	
HEX	HEX	
#579b95	#55a798	

Tenosol	Tenosol Light
CMYK	CMYK
2 77 84 0	0 69 70 0
RGB	RGB
219 105 71	227 121 92
HEX	HEX
#db6947	#e3795c

Cerise	Cerise Light	
CMYK	CMYK	
0 97 29 0	0 90 9 0	
RGB	RGB	
218 58 113	219 77 137	
HEX	HEX	
#da3a71	#db4d89	

Secondary Palette

Midnight	Sunlight	Sand	White
СМҮК	СМҮК	СМҮК	СМҮК
95 82 49 62	0 21 76 0	4 9 18 0	0 0 0 0
RGB	RGB	RGB	RGB
13 28 49	247 204 107	240 228 209	255 255 255
HEX	HEX	HEX	HEX
#0d1c31	#f7cc6b	#f0e4d1	#ffffff

Cutout Images

The central focus of the composition should be a person or group of people where possible. The border of the images are a representation of different tracks around Alice Spings and the courses in some of the games like the Masters Mile.

We're also using map markers to highlighth the offerings of the games. The markers can be moved around in relation to the composition of the border motif and image and are not to be on top of significant information.



BRAND IN ACTION











DOWNLOAD GRAPHICS

BRAND TONE

Cultural Discover the rich and unique Aboriginal

culture in Alice Springs

Professional Widely recognised as a milestone in your

fitness journey.

Entertaining Immerse in the vibrant atmosphere

with entertainment, cultural events, and

celebrations throughout the Games

Inclusive The Games are open to anyone with a love

of sports who meets the age criteria, which

for most sports is 30 years and above.

CLUB KIT BAGS

Sports clubs can promote the Alice Springs Masters Games by using any of our downloadable assets on your digital and social media channels. In your Kit Bag, you will find:

- Socail Media Assets
- Email Signatures
- Facebook Event Cover
- A2 Printable Posters

• Email Banners

DOWNLOAD KIT BAG

TIPS ON POSTING

- 1. Use High-Quality Images: Visuals attract more attention. Use high-resolution images or graphics provided in the Kit Bag.
- Engage Your Audience: Ask questions, encourage sharing, and respond to comments to keep the conversation going.
- 3. Use Hashtags: Include #AliceSpringsMastersGames2024 and #GamesWithHeart to increase visibility.
- **4. Schedule Regular Posts:** Keep the momentum by posting regularly leading up to the event.
- **5. Tag Official Accounts:** Tag the following official accounts of the Alice Springs Masters Games to leverage our audience and increase credibility.
 - @alicespringsmastersgames
 - @ @asmastersgames





