

INNSBRUCK 2012 WINTER YOUTH OLYMPIC GAMES

MARCH 2011

LOOK OF THE GAMES

KIT OF PARTS

CONTENT

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ABOUT THE DESIGN

COLOURS & REPRESENTATION

The colourful pixel gradient of the Innsbruck 2012 Corporate Design is based on:

- the geometrical form of the emblem reduced to a pixel
- combined with the 5 Olympic colours – adapted for a youthful design

The pixel design symbolizes the sports “fever”, that has finally infected the city, the venues and all the people down to its DNA.

Our colourful palette is selected to reflect youthful energy and to be silhouetted against the white and grey colours of a snow-covered Tyrolean winter.

The pixel gradient:



The 5 basis colours:

BLUE



CMYK 100/0/0/0
PANT Process Cyan C

DARK BLUE



CMYK 100/50/0/50
PANT 2955 C

PINK



CMYK 0/100/50/0
PANT 1925 C

YELLOW



CMYK 0/35/100/0
PANT 7408 C

GREEN



CMYK 55/0/100/0
PANT 368 C

ABOUT THE DESIGN

The gradient provides a huge and intensive colour palette, generated by its 5 basis colours that can be used as monochromatic background areas in between the gradient. By positioning the INNSBRUCK 2012 MARKS (B) to (E) inside these areas the readability of the elements is guaranteed.

DESIGN COMPONENTS / KIT OF PARTS

- "Blue-to-Green" Pixel Gradient in various widenesses (A)
- Innsbruck 2012 Emblem (B)
- Emblem Parts: Innsbruck 2012 Wordmark (monochrome) (C), YOG DNA-Label (monochrome or coloured) (D), Olympic Rings (monochrome) (E)
- CEP & SPORTS Pictograms and Figures (F)
- Mascot (G)

See different examples on the following pages.

CHAPTER 1

FIELD OF PLAY

1 FIELD OF PLAY - BANNERS

KIT OF PARTS:

The colourful and eye-catching PIXEL GRADIENT **(A)** of the Look of the Games in combination with the INNSBRUCK 2012 MARKS **(C)** to **(E)** creates a distinct and memorable backdrop for all competition areas. By limiting the Look application in each venue to one simple repeat design of the Look core graphic, the image is completely consistent, simplifying design and installation, and lowering the cost of production.



Banners STANDARD: The main design for FOP, using the gradient and alternating Kit of Parts, is used for producing Endless Banners. Shorter designs (the example of the pattern repeat above is 10x1 meter) and using the same design one after another consistently lowers the cost of production.

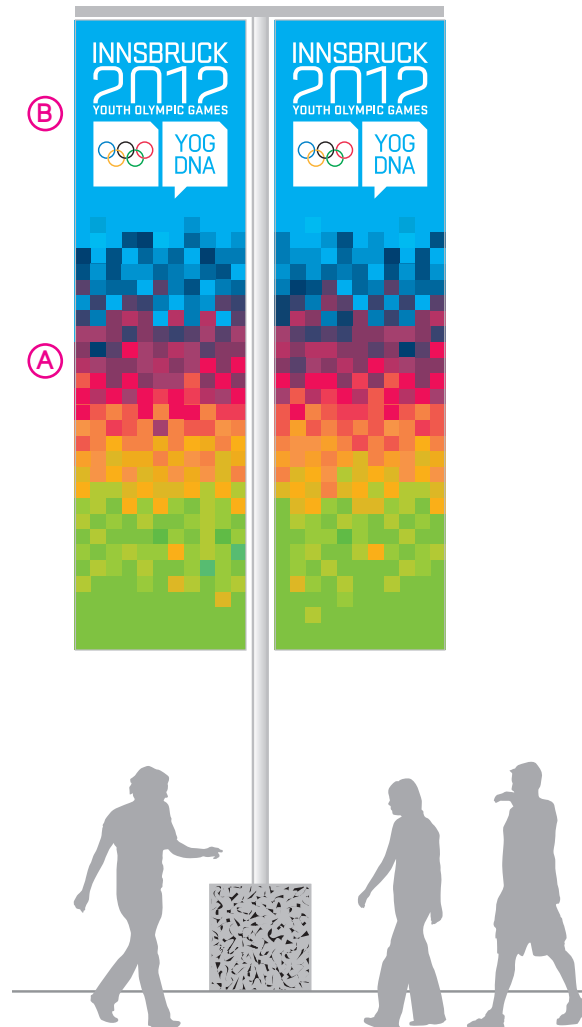


Banners ADD-ON: using the gradient in a wider version and alternating Innsbruck 2012 Marks (the example of the banner above is 12x1 meter).

We are just about to clarify the lengths of the patterns with the production companies.

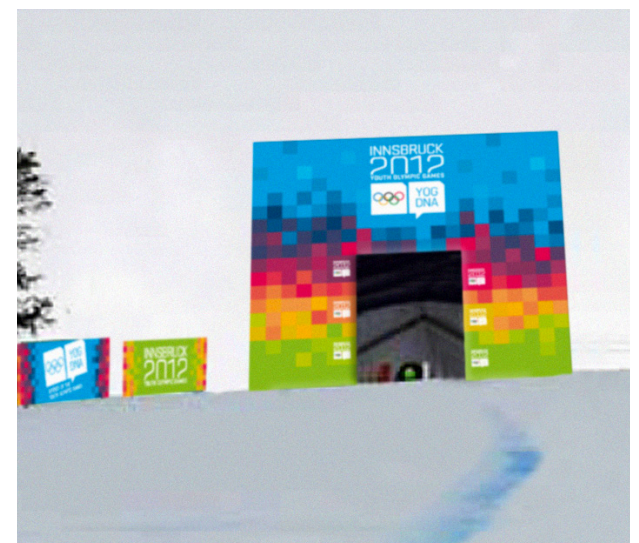
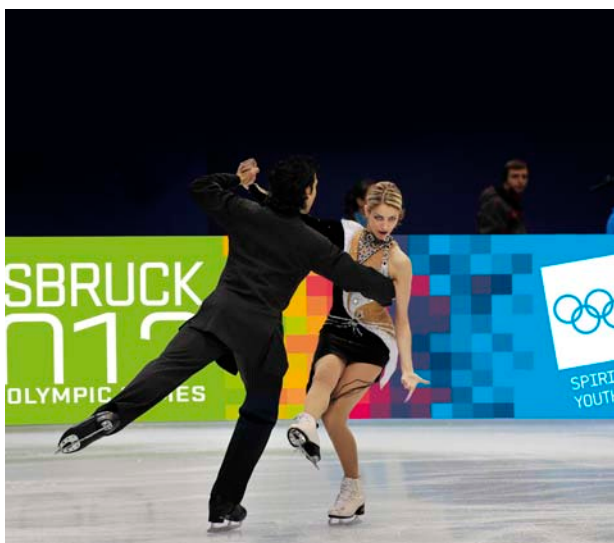
KIT OF PARTS: Pixel Gradient **(A)**, Innsbruck 2012 Emblem **(B)**, Innsbruck 2012 Wordmark **(C)**, YOG DNA-Label **(D)**, Olympic Rings **(E)**

1 FIELD OF PLAY – FLAGS



KIT OF PARTS: Pixel Gradient (A), Innsbruck 2012 Emblem (B), Innsbruck 2012 Wordmark (C), YOG DNA-Label (D), Olympic Rings (E)

1 FIELD OF PLAY – EXAMPLES



CHAPTER 2



FRONT OF HOUSE & CITY DRESSING

2 FRONT OF HOUSE & CITY DRESSING

KIT OF PARTS:

Front of House and City Dressing should be more individual than Field of Play, as it isn't necessary to repeat the emblems ( to ) as often as in FOP (because of TV visibility).

Therefore it is about to additionally integrate:

- CEP & SPORTS Pictograms, Figures and Mountains 
- Mascot 

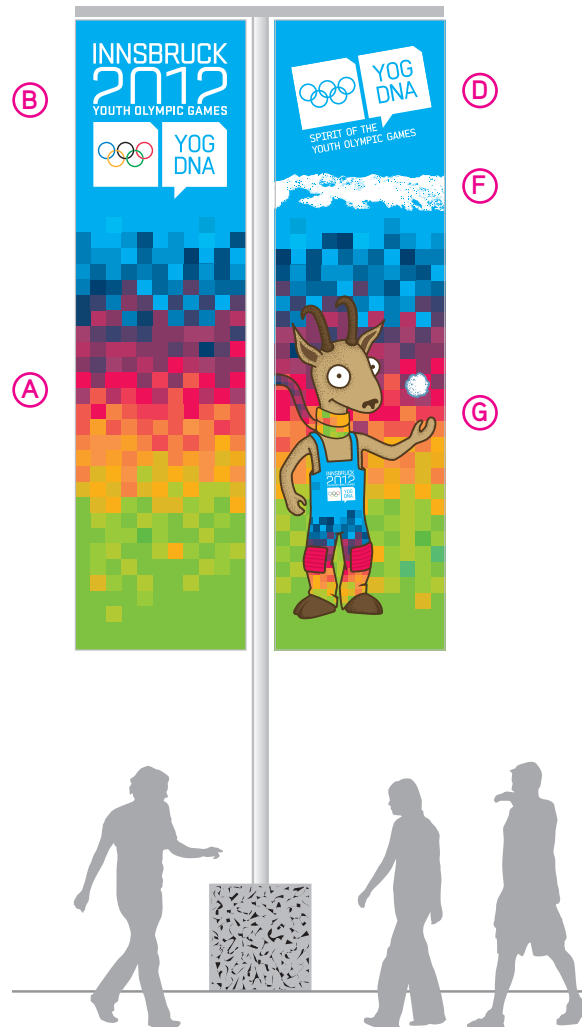
2 FRONT OF HOUSE – BANNERS



The example of the banner above is 12x1 meter and occasionally also to produce as a pattern repeat.

KIT OF PARTS: Pixel Gradient (A), Innsbruck 2012 Emblem (B), Innsbruck 2012 Wordmark (C), YOG DNA-Label (D), Olympic Rings (E), Pictograms, Figures & Mountains (F), Mascot (G)

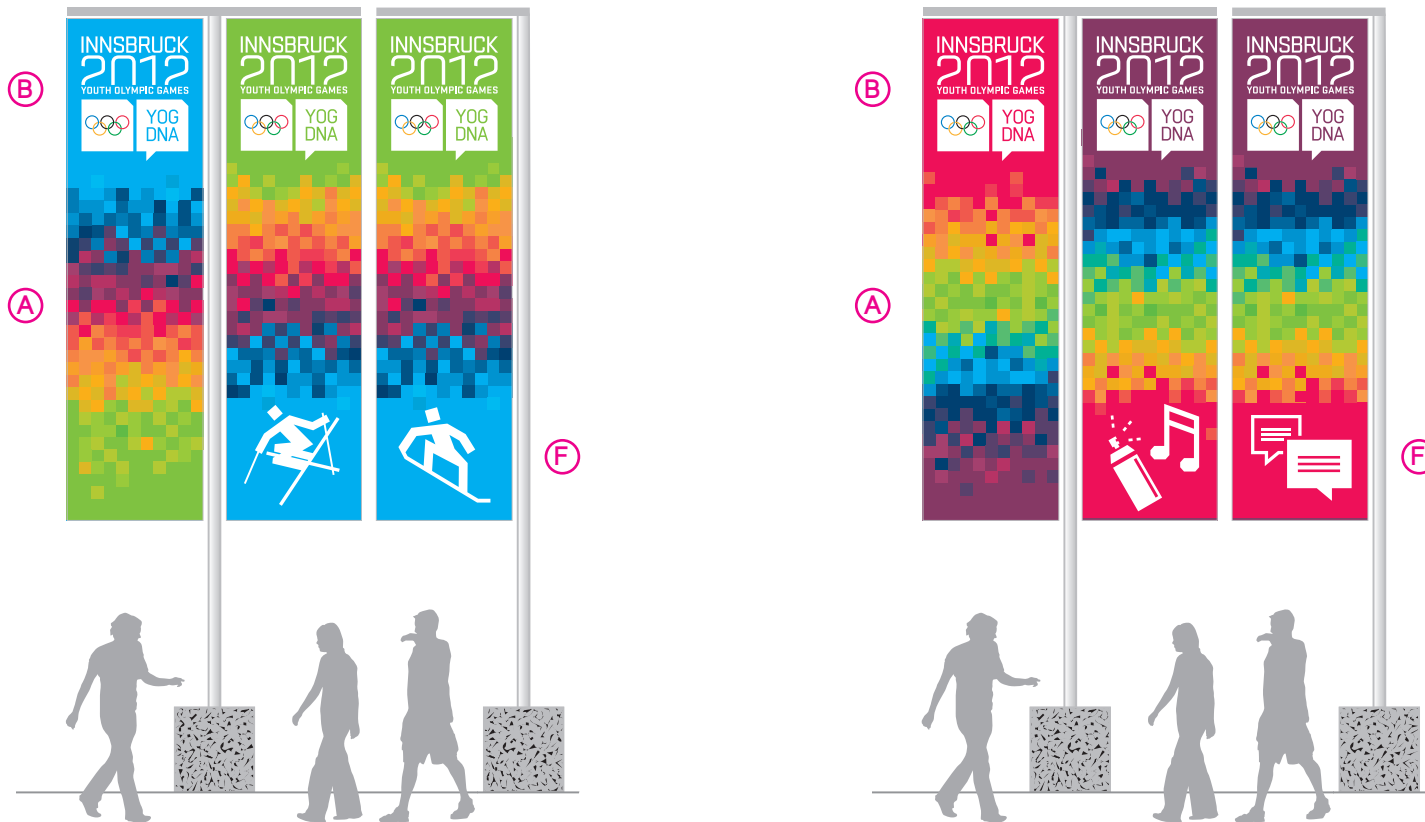
2 FRONT OF HOUSE – FLAGS



KIT OF PARTS: Pixel Gradient (A), Innsbruck 2012 Emblem (B), Innsbruck 2012 Wordmark (C), YOG DNA-Label (D), Olympic Rings (E), Pictograms, Figures & Mountains (F), Mascot (G)

2 FRONT OF HOUSE – FLAGS OUTDOOR VENUES

An important distinguishing feature from one Venue to the next is the addition of the corresponding SPORTS- or CEP PICTOGRAM **(F)**.
In case of Outdoor Venue Flags, the design acts in accordance with the relative venue in front of which the flag is positioned.
That means that every venue has its own flags, depending on the sports disciplines or CEP programmes taking place in each venue.
Additional flags, only showing the Innsbruck 2012 Emblem, can also be combined.

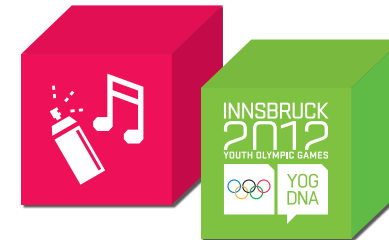
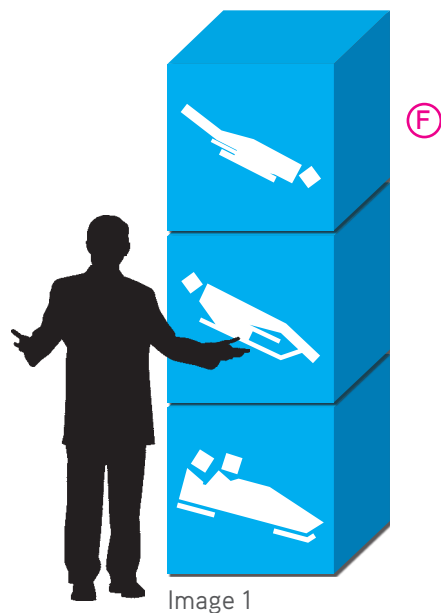


KIT OF PARTS: Pixel Gradient **(A)**, Innsbruck 2012 Emblem **(B)**, Innsbruck 2012 Wordmark **(C)**, YOG DNA-Label **(D)**, Olympic Rings **(E)**, Pictograms, Figures & Mountains **(F)**, Mascot **(G)**

2 FRONT OF HOUSE – CUBES OUTDOOR VENUES

An important distinguishing feature from one Venue to the next is the addition of the corresponding SPORT- or CEP PICTOGRAM ^(F).
Produced as a single cube, each pictogram is a module that can stand alone or be combined with others to various formations.
Additional cubes, showing the Innsbruck 2012 Emblem, can also be combined.

Important: The combinations are results of the disciplines shown on a specific venue, as shown below
(e.g.: Image 1 - Modules in front of the Olympic Sliding Centre Innsbruck: Bobsleigh, Luge and Skeleton)



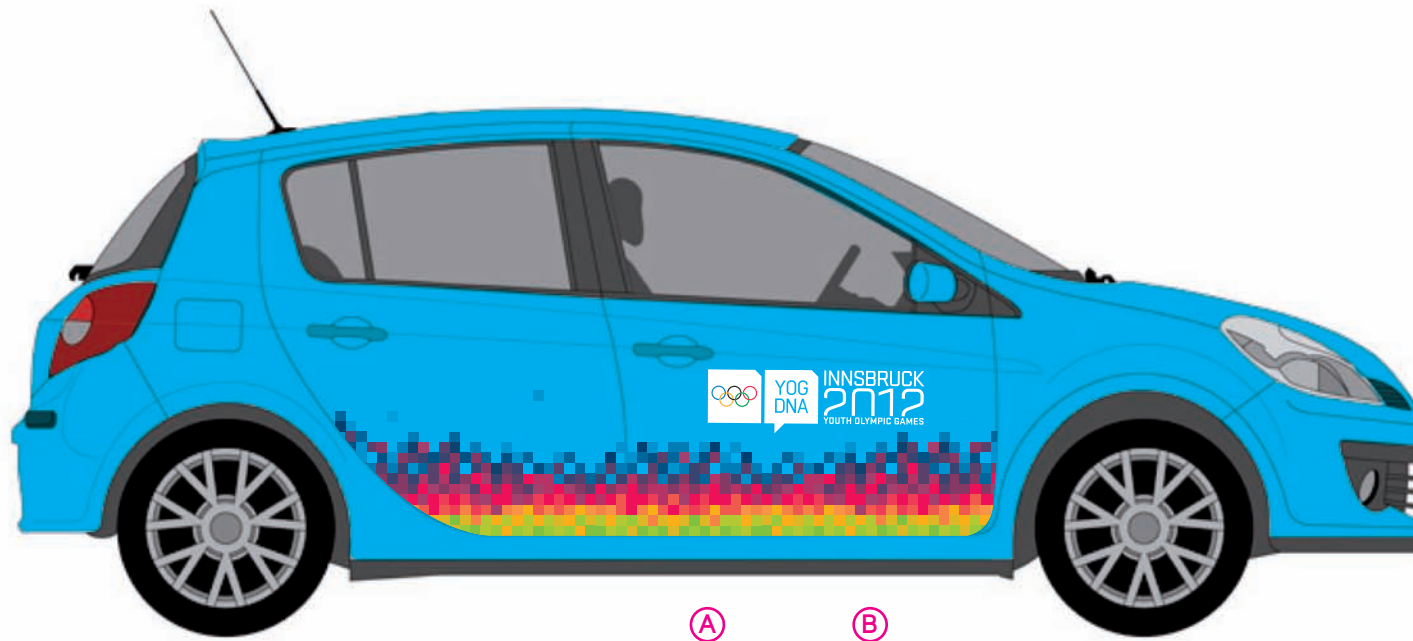
KIT OF PARTS: Pixel Gradient ^(A), Innsbruck 2012 Emblem ^(B), Innsbruck 2012 Wordmark ^(C), YOG DNA-Label ^(D), Olympic Rings ^(E), Pictograms, Figures & Mountains ^(F), Mascot ^(G)

2 FRONT OF HOUSE – ENTRANCE ZONE



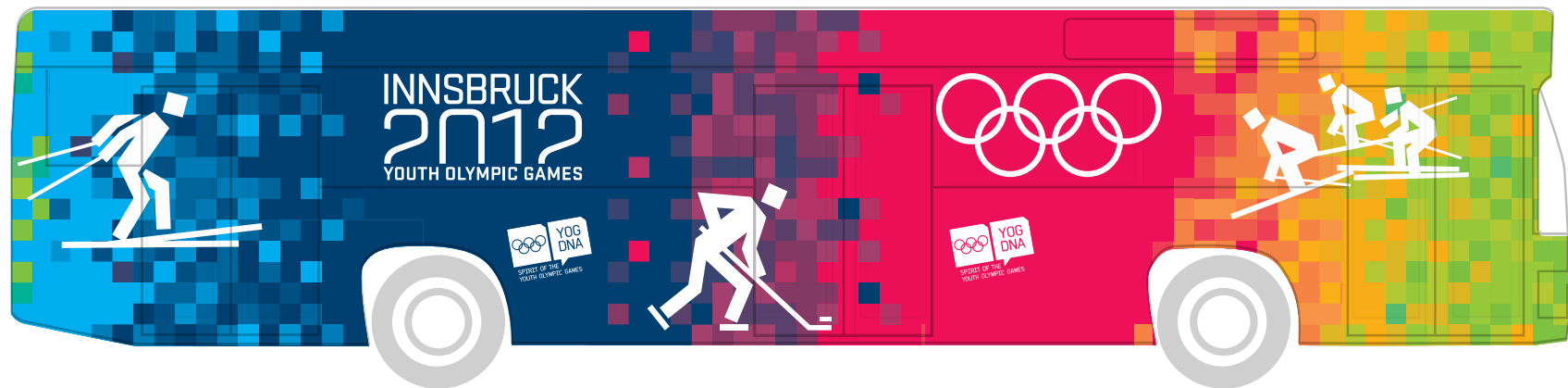
KIT OF PARTS: Pixel Gradient (A), Innsbruck 2012 Emblem (B), Innsbruck 2012 Wordmark (C), YOG DNA-Label (D), Olympic Rings (E), Pictograms, Figures & Mountains (F), Mascot (G)

2 VEHICLES



KIT OF PARTS: Pixel Gradient (A), Innsbruck 2012 Emblem (B), Innsbruck 2012 Wordmark (C), YOG DNA-Label (D), Olympic Rings (E), Pictograms, Figures & Mountains (F), Mascot (G)

2 BUSES



2 CITY DRESSING – EXAMPLES



CHAPTER 3

BACK OF HOUSE

3 BACK OF HOUSE

KIT OF PARTS:

As Back of House is located in areas that are not as frequented, the design is limited to its basis elements – as well as to lower the cost of production.

- Pixel Gradient (B)
- Emblem Parts

or the most simple way:

- plain banners in the 5 basis colours



Banners STANDARD Type 1: Plain banners in Innsbruck 2012 CI colours, without branding (to reduce cost of production) – stringed together in the correct order of the gradient.



Banners ADD-ON Type 2: Using the FOP design for Endless Banners, but with a shorter pattern repeat by using only Wordmark and YOG DNA-Label to achieve a shorter pattern repeat (the example above is 6x1 meter) and lower cost of production.

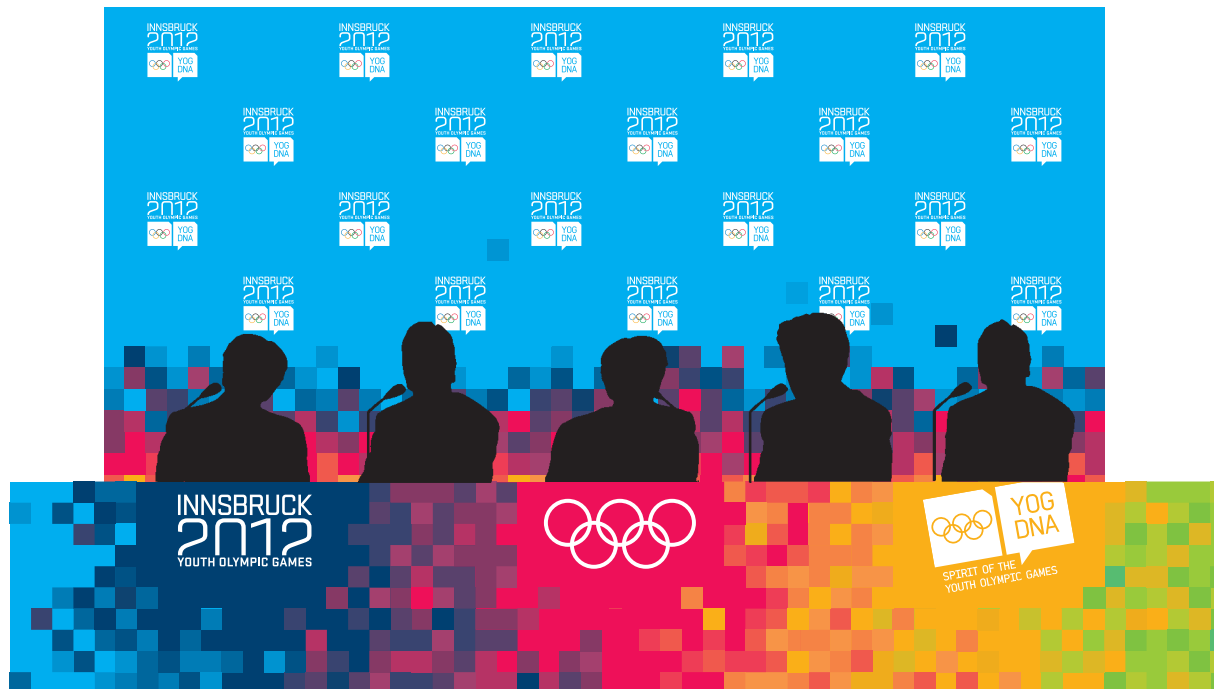
We are just about to clarify the lengths of the patterns with the production companies.

KIT OF PARTS: Pixel Gradient (A), Innsbruck 2012 Emblem (B), Innsbruck 2012 Wordmark (C), YOG DNA-Label (D), Olympic Rings (E), Pictograms and Figures (F), Mascot (G)

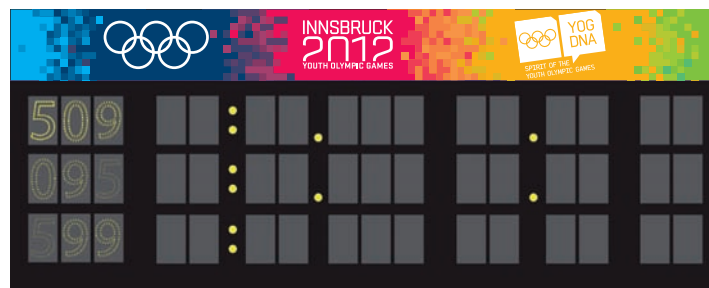
CHAPTER 4

MEDIA

4 MEDIA



Media Backdrop & Table Skirting



Video Boards

