



Singapore 2010™ Youth Olympic Games Mascots Manual



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Appendix I: Singapore 2010 Youth Olympic Games Mascots Usage Request Form

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About this manual

The mascots of Singapore 2010 Youth Olympic Games, including the emblem in its entirety and the individual elements (the Symbol, the Wordmark and the Olympic Rings) must be presented appropriately and associated with quality and excellence in every form of communication, ensuring its value is enhanced and preserved. As such, it is important for everyone to understand, respect and apply our brand expression correctly. This manual clearly outlines specific use of the Singapore 2010 mascots, colours and the correct application ensuring artwork consistency.

The Singapore 2010 Youth Olympic Games Organising Committee (SYOGOC) has issued this document and is responsible for managing the brand and bringing it to life. SYOGOC must be contacted should you wish to use the Singapore 2010 mascots. By receiving the right to use the Singapore 2010 mascots, you have become an ambassador of Singapore 2010 and our brand. We welcome you and hope your project will respect our vision and help to bring this celebration alive.

Let the games begin.

This manual (Version 3.0, Feb 2010) may be revised by the SYOGOC from time to time. Please ensure that you are using the most current version.

About authenticating notice

The mascots of Singapore 2010 Youth Olympic Games are protected by copyright and trademark laws in Singapore and internationally. An authenticating notice 'TM ©' must be permanently displayed, in order to protect those rights.

The authenticating notice may be omitted when there are space constraints or where the use or placement of the notice is not practical. Written approval from SYOGOC must be sought.

1.0

Singapore 2010 Mascots' Stories

1.1 Lyo

Story

Lyo (pronounced as “Leo”), the “Lion of the Youth Olympics”, is a lion cub with a mane as fiery as his passion for life. Full of youthful energy, Lyo is always on the go, exploring and discovering new things and playing sports. His favourite sport is basketball and he dreams of someday representing Singapore in international basketball tournaments. Growing up in Singapore, the City-in-a-Garden, Lyo is no stranger to people. He enjoys making friends from all over the world and learning about their different cultures. He is fun-loving and wants to inspire youths to keep fit and enjoy sports for life.

Symbolism

Legend tells us that a prince visited a lovely tropical island a long, long time ago. Upon landing, he spotted a beautiful lion, and so named the island ‘Singapura’, which means ‘Lion City’. Today, that island has grown into the city-state of Singapore, whose 5 million people have adopted the Lion as their national symbol.

Fun Stuff

Lyo’s mane resembles the Flame of Passion of the Spirit of Youth, the emblem of the Singapore 2010 Youth Olympic Games. It also calls to mind the Singapore 2010 tagline ‘Blazing the Trail’. His paw is shaped like Singapore island.

Quick Facts

Star Sign:

Leo

Dream:

To win a gold medal in an international basketball championships.

Personal Motto:

“Never say never!”

Favourite Food:

Chilli Crabs and Chicken Rice with lots of chilli!

Hobbies:

Jamming on his guitar, exploring and discovering new things, and playing sports, especially basketball.



LYO

1.2 Merly

Story

Merly got her name from “mer” (meaning the sea) and “ly” for liveliness and youthfulness. She is a merlion cub who loves exploring the seas surrounding Singapore, and beyond. Although merlions are omnivorous by nature, Merly sticks to a vegetarian diet out of a deep respect for all living creatures. Merly is friendly and a great listener – when she becomes your friend, she is your friend for life! Always ready to join a good cause, Merly is especially passionate about protecting our environment (sadly, many of her friends have become ill as their homes have been polluted) Merly believes that every one of us can help create a sustainable future and works hard to spread that message. Her dream is to become an environmental scientist one day, so that she can find more ways to help people live in harmony with Nature.

Symbolism

The merlion is a mythical sea creature that is part lion and part fish. It is inspired by Singaporean folklore and Singapore’s fishing village origins.

Fun Stuff

Merly’s paw is shaped like a heart.

Quick Facts

Star Sign:

Aquarius

Dream:

To become an environmental scientist.

Personal Motto:

“You can achieve anything if you pour your heart to it!”

Favourite Food:

Ice Kachang (a Singaporean dessert of shaved ice drenched in colourful syrup).

Hobbies:

Singing, swimming, and collecting seashells to return them to sea.



MERLY

A purple rounded square icon containing the text '2.0' in white.

2.0

Signature Poses

2.1 Individual Signature Poses

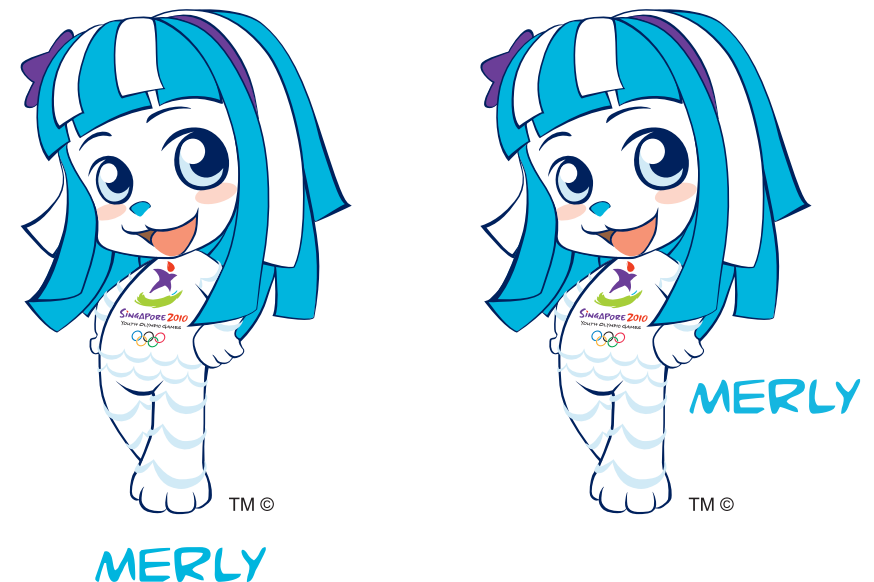
Each mascot depicted in its Signature Pose may be used on its own or together as a pair. These poses are the default depictions of the mascots and are to be used for the majority of mascot applications. It is recommended to feature the mascots' names with the Signature Poses, especially when the mascots are being introduced for the first time.

There are two recommended placements for the mascots' names, as depicted below. The names are written in the Singapore 2010 primary font type – Comic Book Commando – and can be featured in black, white or the dominant red colour for Lyo and blue colour for Merly.

Please refer to the summary table in the right column for application of the mascots' names in colour. Artworks for the Signature Poses with names in the various placements and colours have been provided.

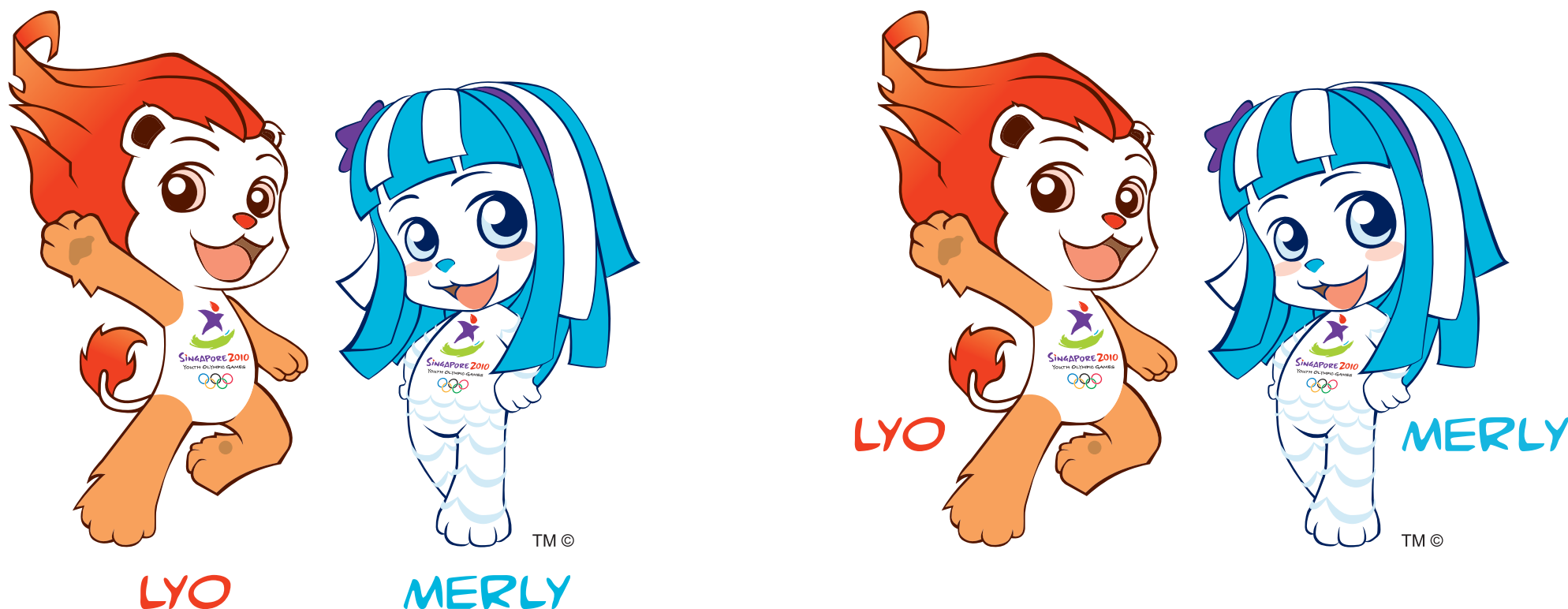
Colour Guide for Names

Background	Lyo	Merly
Light Colour	Red (90M 100Y)	Blue (85C 10Y)
	Black	Black
Dark Colour	White	White



2.2 Combined Signature Pose

The following are the Combined Signature Poses in full colour.



2.3 Colour Guide

The following is a guide for use in reproductions of coloured versions of the mascots in combined and individual poses.

Pantone colours serve as the primary yardstick in all instances. The accompanying processed colours (CMYK) and RGB codes are also acceptable colours to be used, depending on production methods and formats. When in doubt, one should always follow the pantone colours.

Lyo



Hair (Gradient)



Pantone Warm Red C
C0 M90 Y100 K0
R249 G63 B38



Pantone 1575 C
C0 M45 Y72 K0
R252 G135 B68

Eyes



Pantone 4975 C
C0 M73 Y100 K80
R68 G30 B28



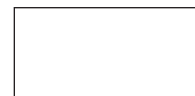
Pantone Warm Red C (20%)
C0 M18 Y16 K0
R253 G215 B202

Nose



Pantone Warm Red C
C0 M90 Y100 K0
R249 G63 B38

Body



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

Ears



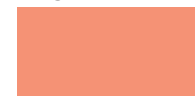
Pantone 4975 C
C0 M73 Y100 K80
R68 G30 B28

Mouth



Pantone 4975 C (60%)
C0 M44 Y60 K48
R149 G96 B64

Tongue



Pantone 7417 C (70%)
C0 M52 Y52 K0
R245 G146 B117

Body



Pantone 157 C
C0 M43 Y70 K0
R237 G160 B79

Palm Prints



Pantone 470 C (70%)
C0 M40 Y70 K23
R199 G134 B76

Strokes



Pantone 4975 C
C0 M73 Y100 K80
R68 G30 B28

Name (Option 1)



Pantone Warm Red C
C0 M90 Y100 K0
R249 G63 B38

Name (Option 2)



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0

Name (Option 3)



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

2.3 Colour Guide

Merly

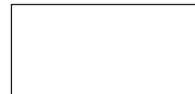


TM ©

Hair



Pantone 2995 C
C85 M0 Y10 K0
R0 G165 B219



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

Headband



Pantone 266 C
C70 M90 Y0 K0
R109 G40 B170

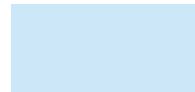


Pantone 266 C (80%)
C58 M67 Y0 K0
R124 G102 B173



Pantone 266 C (40%)
C25 M28 Y0 K0
R187 G178 B216

Palm Prints/ Scales



Pantone 2995 C (20%)
C16 M2 Y1 K0
R208 G231 B246

Nose



Pantone 2995 C
C85 M0 Y10 K0
R0 G165 B219

Body



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

Mouth

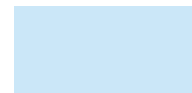


Pantone 4975 C (60%)
C0 M44 Y60 K48
R149 G96 B64

Eyes



Pantone 2767 C
C100 M78 Y0 K54
R20 G33 B61



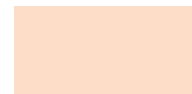
Pantone 2995 C (20%)
C16 M2 Y1 K0
R208 G231 B246

Tongue



Pantone 7417 C (70%)
C0 M52 Y52 K0
R245 G146 B117

Blush



Pantone Warm Red C (20%)
C0 M18 Y16 K0
R253 G215 B202

Strokes



Pantone 2767 C
C100 M78 Y0 K54
R20 G33 B61

Name (Option 1)



Pantone 2995 C
C85 M0 Y10 K0
R0 G165 B219

Name (Option 2)



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0

Name (Option 3)



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

2.4 Proportions

When the mascots are featured in the Combined Signature Pose, relative proportions must be maintained as shown. The distance between the two mascots must be kept at 5% of Lyo's height should the combined pose be used. Merly's height should always be maintained at 0.9X of Lyo's height. Lyo's height is the distance between the lowest point of Lyo's toe and the tip of Lyo's hair, depicted here as distance X.

Mascots should be deemed as a pair whether when featured in combination or individually. As such, relative proportions must still be maintained even when the mascots are featured separately in their Individual Signature Poses (for example when each mascot is featured on a pair of chopsticks).



2.5 Sizing

Lyo & Merly

When the mascots are 5 centimeters or taller, the Singapore 2010 Youth Olympic Games emblem, wordmark and rings must be featured in entirety.

A version of the mascots without the emblem is available when the mascots are 2 to < 5 centimeters tall and when there are production limitations. In these instances, the full-scales version of Merly should be used.

The minimum recommended size for use of the mascots is 2 centimeters in height. All above measurements shall take reference from the Lion's full height. Artwork for all sizes of mascots have been provided and must not be altered in any way.



2.5 Sizing

Lyo



5cm or taller



2cm to < 5cm

2.5 Sizing

Merly



TM ©

4.5cm or taller

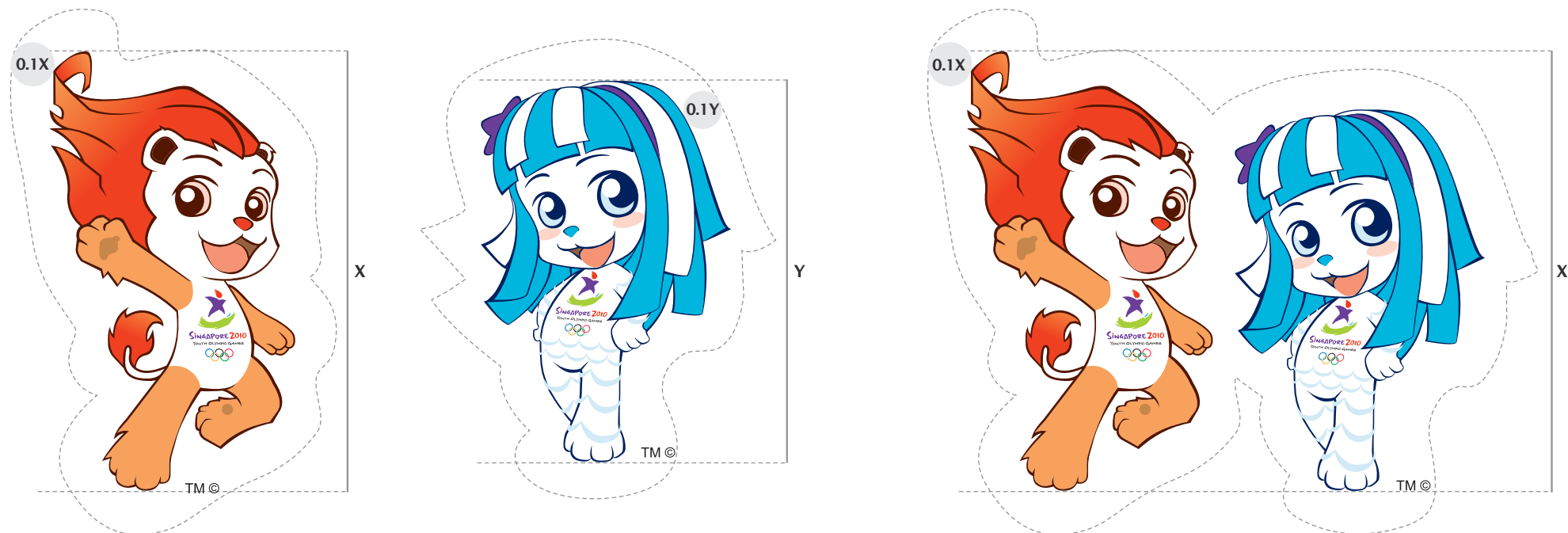


1.8cm to < 4.5cm

2.6 Clear Space

In order to ensure the completeness and integrity of the mascot images, it is recommended that a minimum clear space equivalent to 10% of the full height be maintained. The height is taken from the lowest to the highest point of the design, as depicted below. Clear space for the combined pose shall take reference from Lyo's full height.

It is not recommended for other elements, graphics, texts or otherwise to infringe this clear space. However, discretion may be exercised to leave room for design creativity. When in doubt, do consult SYOGOC for design approval.

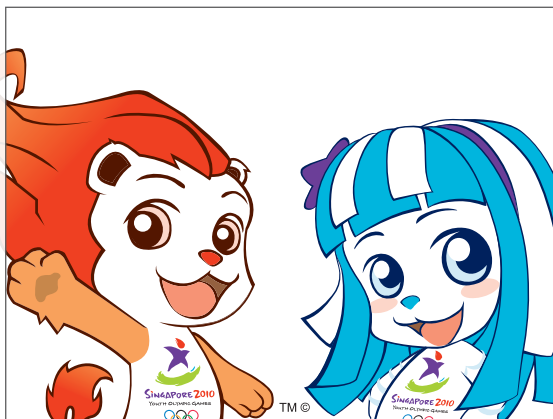


2.7 Usage of Partial Mascots

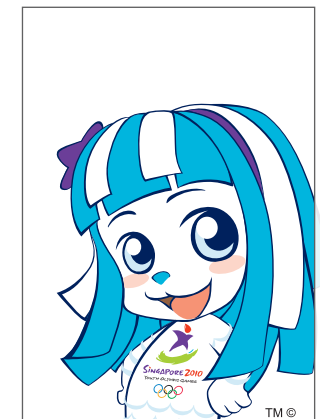
Usage of Partial Mascots is allowed provided that the integrity of the mascots' design is not compromised. When using mascots partially, the general application guidelines and principles similar to that of the Signature Poses apply.

In applications where the emblem cannot be clearly seen or where there are production limitations, the version of Lyo without emblem, and the full-scales version of Merly may be used instead. However, discretion may be exercised to leave room for design creativity. When in doubt, do consult SYOGOC for design approval.

Recommended examples of Combined Partial Mascots



Recommended examples of Individual Partial Mascots

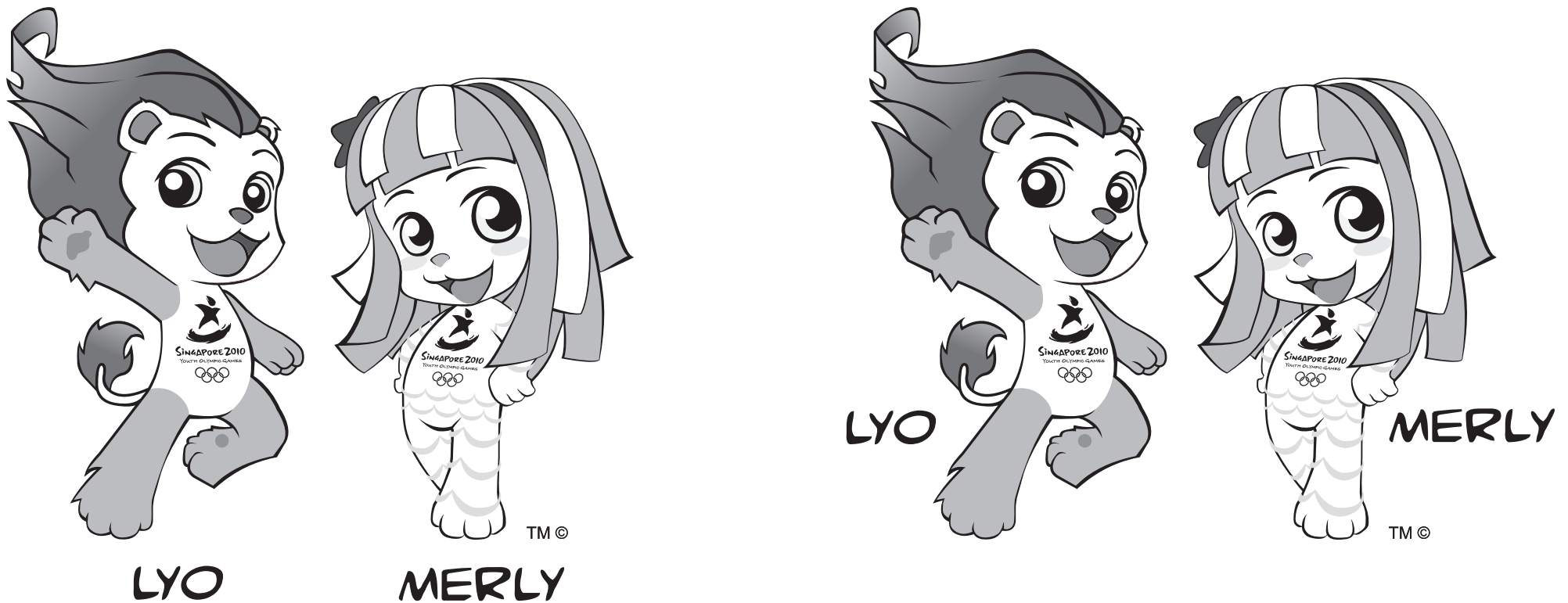




Applications

3.1 Application of Mascots in Greyscale

This version may be used in black and white applications. When applying mascots in greyscale, the single colour New Black emblem is to be used and the names are to be featured in black.



3.1 Application of Mascots in Greyscale

Lyo



Hair (Gradient)



Pantone Process Black C (65%)
C0 M0 Y0 K65
R89 G89 B89

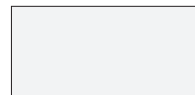


Pantone Process Black C (20%)
C0 M0 Y0 K20
R205 G205 B205

Eyes



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0



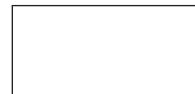
Pantone Process Black C (5%)
C0 M0 Y0 K5
R242 G242 B242

Nose



Pantone Process Black C (65%)
C0 M0 Y0 K65
R89 G89 B89

Body



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

Ears



Pantone Process Black C (50%)
C0 M0 Y0 K50
R128 G128 B128

Mouth



Pantone Process Black C (80%)
C0 M0 Y0 K80
R51 G51 B51

Tongue



Pantone Process Black C (45%)
C0 M0 Y0 K45
R140 G140 B140

Body



Pantone Process Black C (30%)
C0 M0 Y0 K30
R179 G179 B179

Palm Prints



Pantone Process Black C (50%)
C0 M0 Y0 K50
R128 G128 B128

Strokes



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0

Name (Option 1)



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0

Name (Option 2)



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

3.1 Application of Mascots in Greyscale

Merly



Hair



Pantone Process Black C (30%)
C0 M0 Y0 K30
R179 G179 B179



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

Headband



Pantone Process Black C (80%)
C0 M0 Y0 K80
R51 G51 B51

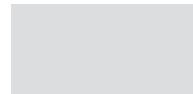


Pantone Process Black C (40%)
C0 M0 Y0 K40
R153 G153 B153



Pantone Process Black C (20%)
C0 M0 Y0 K20
R204 G204 B204

Palm Prints/ Scales



Pantone Process Black C (15%)
C0 M0 Y0 K15
R217 G217 B217

Nose



Pantone Process Black C (30%)
C0 M0 Y0 K30
R179 G179 B179

Body



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

Mouth

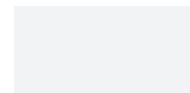


Pantone Process Black C (80%)
C0 M0 Y0 K80
R51 G51 B51

Eyes



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0



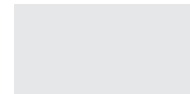
Pantone Process Black C (5%)
C0 M0 Y0 K5
R242 G242 B242

Tongue



Pantone Process Black C (45%)
C0 M0 Y0 K45
R140 G140 B140

Blush



Pantone Process Black C (10%)
C0 M0 Y0 K10
R229 G229 B229

Strokes



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0

Name (Option 1)



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0

Name (Option 2)



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

3.2 Application of Mascots in Key Art

This version is to be used on a limited basis, such as for applications where colour and greyscale versions are inappropriate (for example, etching on metal or rubber stamp design).

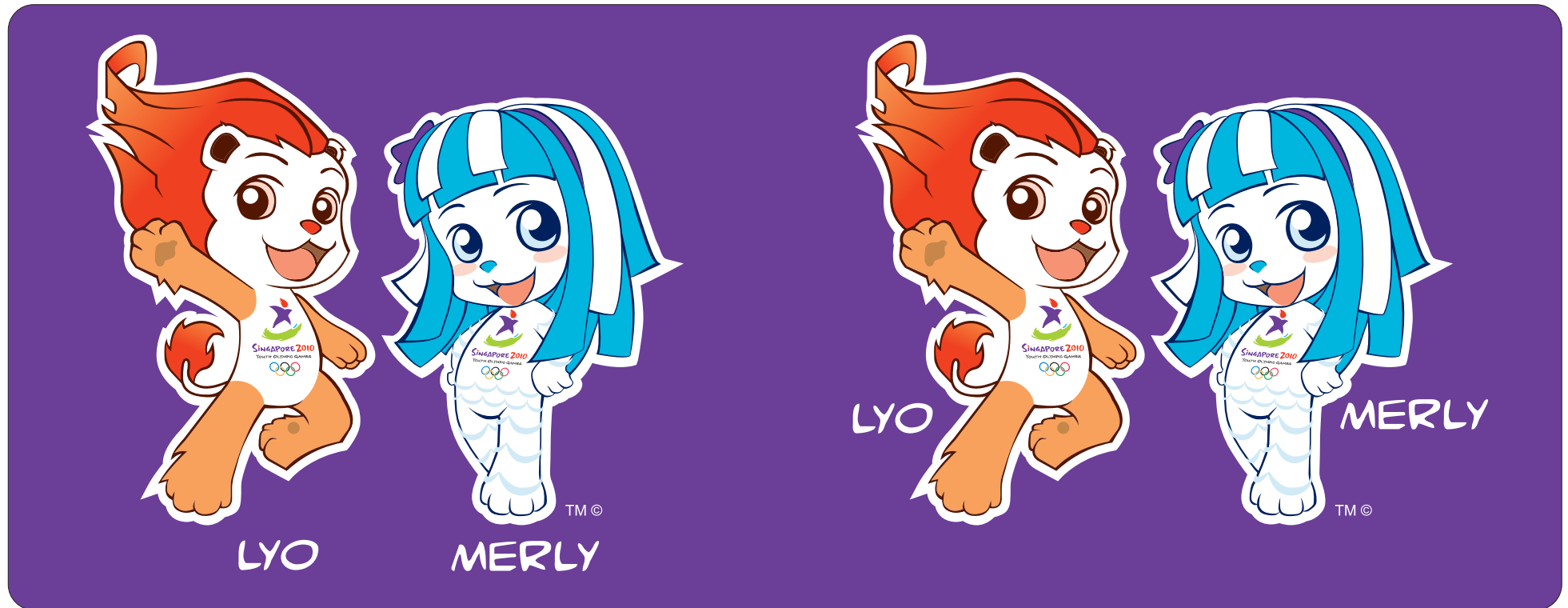
Artwork for all sizes of mascots have been provided and must not be altered in any way.



3.3 Application of Mascots in White Outline

A version of the mascots in white outline is available for discretionary application on dark backgrounds. This artwork must not be altered in any way.

However, colour of the names may be changed where applicable, taking reference from the Colour Guide for Names (Page 9).



3.4 Application of Mascots on Coloured Backgrounds

The following are some recommended but non-exhaustive background applications.

**Neutral
Backgrounds**
(without white outline)



0C 0M 0Y 0K



16C 2M 1Y 0K



0C 0M 0Y 30K



0C 18M 16Y 0K

3.4 Application of Mascots on Coloured Backgrounds

**Emblem-Coloured
Backgrounds**
(with white outline)



0C 90M 100Y 0K



70C 90M 0Y 0K



40C 0M 100Y 0K



85C 0M 10Y 0K

**Olympic Rings-Coloured
Backgrounds**
(with white outline)



100C 37M 0Y 0K



0C 94M 65Y 0K



0C 34M 91Y 0K



100C 0M 100Y 0K

3.5 Application of Mascots with Core Graphics

The mascots are ambassadors of Singapore as well as the Singapore 2010 brand. Therefore, when depicting the mascots with Core Graphics, it is imperative to exercise judgement and discretion.

Placement of mascots with Core Graphics must not distract from the distinctiveness of the mascot designs. Examples of application methods are shown below. Note that featuring of the names is optional.

Applications of mascots with Core Graphics must be approved in writing by SYOGOC Brand team prior to use.



Mascots remain distinctive when used with Core Graphics. Where necessary, use the version with white outline.

3.6 Application of Mascots with Photographic Backgrounds and Illustrations

Mascots must not be associated with images that may be derogatory, damaging or insensitive in any way.

The mascots may be used with or on related photographs and illustrations, as long as they remain distinctive and visible.

Applications of mascots with photographic backgrounds and illustrations must be approved in writing by SYOGOC Brand team prior to use.



The mascots are clearly visible and distinct.



The mascots must be clearly visible and distinct when placed on an image. If necessary, please use the version with white outline.

3.7 Special Use of Lyo with Solid Red Hair

For full-coloured applications where colour gradation may not be achieved because of production limitations, the version of Lyo with solid red hair may be used. SYOGOC has identified two cases which might necessitate the use of this version, and they are: plush toys and embroidery.

All other uses of this special version must be approved in writing by SYOGOC Brand team.

Lyo



Hair (Full Red)



Pantone 7417 C
C6 M85 Y84 K1
R255 G64 B64

Eyes



Pantone 4975 C
C0 M73 Y100 K80
R68 G30 B28



Pantone Warm Red C (20%)
C0 M18 Y16 K0
R253 G215 B202

Nose



Pantone Warm Red C
C0 M90 Y100 K0
R249 G63 B38

Body



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

Ears



Pantone 4975 C
C0 M73 Y100 K80
R68 G30 B28

Mouth



Pantone 4975 C (60%)
C0 M44 Y60 K48
R149 G96 B64

Tongue



Pantone 7417 C (70%)
C0 M52 Y52 K0
R245 G146 B117

Body



Pantone 157 C
C0 M43 Y70 K0
R237 G160 B79

Palm Prints



Pantone 470 C (70%)
C0 M40 Y70 K23
R199 G134 B76

Strokes



Pantone 4975 C
C0 M73 Y100 K80
R68 G30 B28

Name (Option 1)



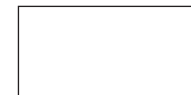
Pantone Warm Red C
C0 M90 Y100 K0
R249 G63 B38

Name (Option 2)



Pantone Process Black C (100%)
C0 M0 Y0 K100
R0 G0 B0

Name (Option 3)



Pantone Process Black C (0%)
C0 M0 Y0 K0
R255 G255 B255

3.8 Restrictions

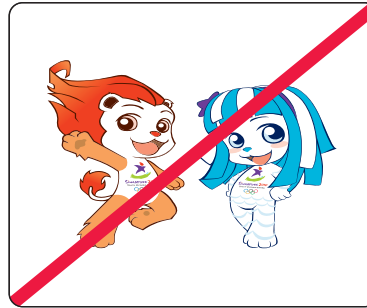
Applications depicted here are not encouraged, as the designs compromise the integrity of the mascots.



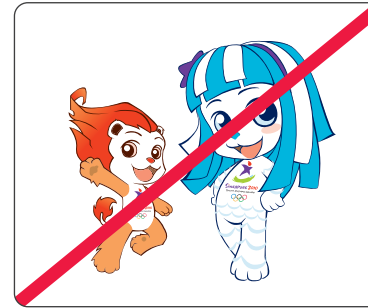
Inversed mascots and emblems



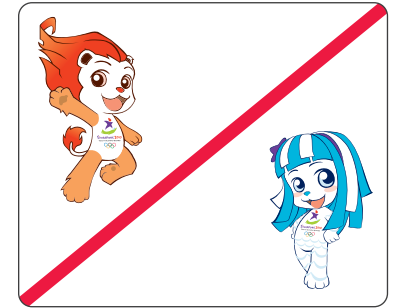
Overlapped mascots



Disproportional mascots



Incorrect relative proportion



Incorrect relative positioning



Distracting background



Obscured mascots

4.0

Sport and Non-Sport Poses

4.1 Sport Poses

The mascots are featured in 26 Sport Poses. Each Sport Pose artwork comes with the corresponding sport descriptor in Lucida Sans font. However, usage of the descriptor is optional and flexibility in the placement is allowed. A version of the Sport Poses with white outline and descriptor is available for application on dark backgrounds.

When using the Sport Poses, minimum size is 2cm from the highest to the lowest point of the design (excluding descriptor), and a clear space of 0.1 times the full height must be maintained. Application of mascot Sport Poses on coloured background is similar to that of Signature Poses (Pages 25 – 26).



4.2 Culture & Education Programme Poses

In line with Singapore 2010's Culture & Education Programme (CEP), a set of CEP poses was also developed. Each CEP Pose artwork comes with the corresponding CEP descriptor in Lucida Sans font. However, usage of the descriptor is optional and flexibility in the placement is allowed. A version of the CEP Poses with white outline and descriptor is available for application on dark backgrounds.

When using the CEP Poses, minimum size is 2cm from the highest to the lowest point of the design (excluding descriptor), and a clear space of 0.1 times the full height must be maintained. Application of mascot CEP Poses on coloured background is similar to that of Signature Poses (Pages 25 – 26).



Arts & Culture



Chat with Champions



Discovery Activity



Community Project



Exploration Journey



Island Adventure

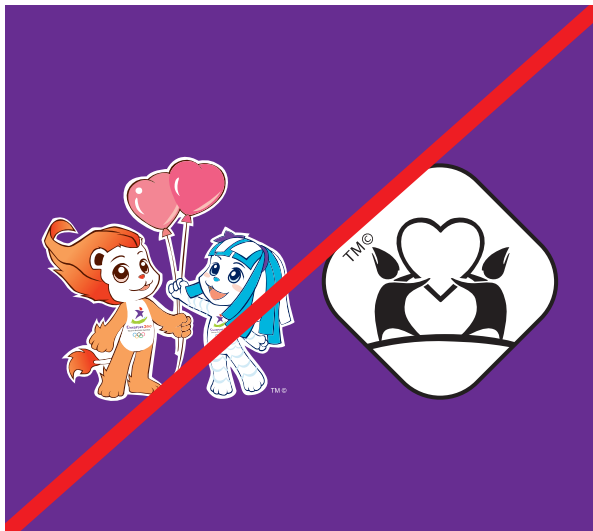


World Culture Village

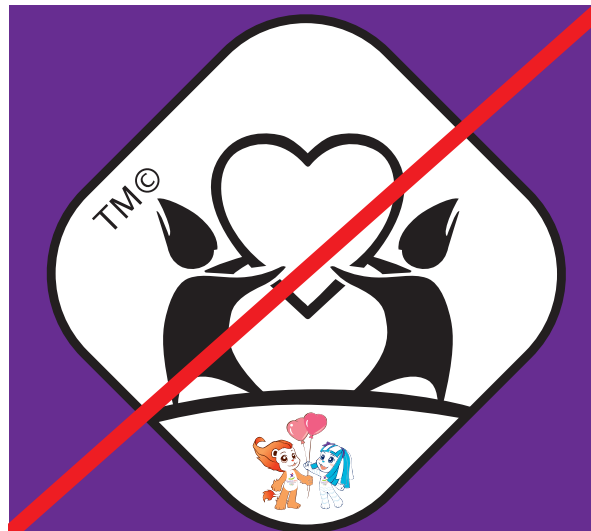
4.3 Application of Sport and CEP Poses with Pictograms

When featuring the mascots with the corresponding pictograms, the pose and pictogram should not appear to be 'competing' with each other. It is recommended that the focal point be clearly defined through sizing and composition.

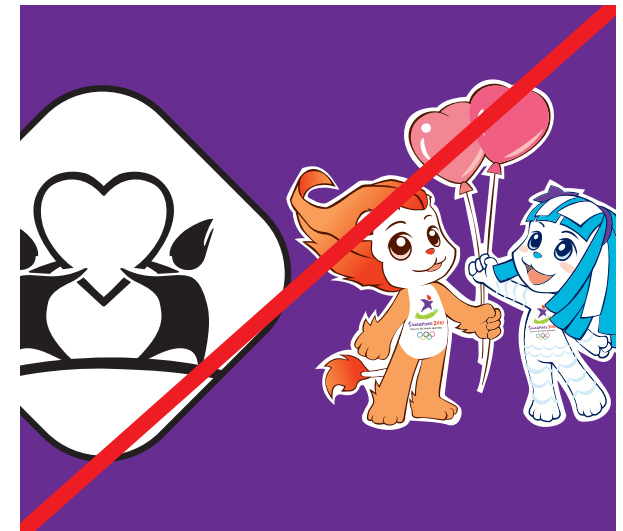
General application guidelines for the Sport and CEP Poses apply.



The two elements have the same size



Overlapping of the two elements



Cropping of both elements

4.4 Journey of the Youth Olympic Flame Pose

The JYOF Pose artwork comes with the corresponding descriptor in Lucida Sans font. However, usage of the descriptor is optional and flexibility in the placement is allowed. A version of the JYOF Pose with white outline and descriptor is available for application on dark backgrounds.

When using the JYOF Pose, minimum size is 2cm from the highest to the lowest point of the design (excluding descriptor), and a clear space of 0.1 times the full height must be maintained. Application of mascot JYOF Pose on coloured background is similar to that of Signature Poses (Pages 25 – 26).

A version with the JYOF mark featured on the torch is also available for large format applications, such as stage backdrop. This version should be applied where the JYOF mark is visible and legible.



Journey of the Youth Olympic Flame



Journey of the Youth Olympic Flame

**For large format applications
where the JYOF mark on the torch
is visible and legible.**

4.5 Other Poses



Excellence Pose



Friendship Pose



Respect Pose



Cheering Pose



Victory Pose

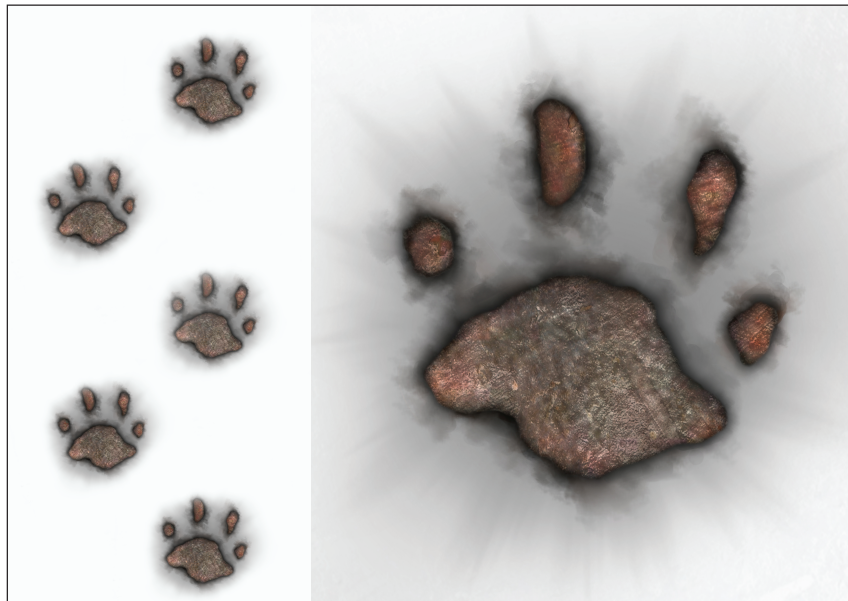
5.0 Paw Prints

A set of distinctive paw prints has been developed to complement the Singapore 2010 mascots. The palm designs of Lyo and Merly are respectively shaped like Singapore island and a heart shape. The scorched and wet effects are symbolic of the fire and water elements associated with the mascots.

In order to preserve the Singapore 2010 brand association, the Paw Prints are recommended to be accompanied by their corresponding mascots and/ or the Singapore 2010 emblem and/ or wordmark.

Where paw prints are used as paw print tracks, left and right paw prints are not to be inversed.

Lyo



Merly



6.0 Contact Information

Mascots Usage Request

Each and every use of a Singapore 2010 Youth Olympic Games Mark, including the Singapore 2010 mascots and their paw prints, must be approved in writing in advance of its intended use. This approval process is intended to ensure that all uses of the mascots are consistent with the image of Singapore 2010 Youth Olympic Games and the ideals of the Olympic Movements.

The Singapore 2010 Youth Olympic Games mascots may not be used unless a written approval has been issued by SYOGOC. Please fill in the Singapore 2010 Youth Olympic Games Mascots Usage Request Form (Appendix I) and email it to SYOGOC. It is important to provide as much information and details as possible, and to include samples and supporting materials. SYOGOC will respond to each request in approximately 10 business days. The approval process may involve discussion and change requests regarding the proposed use, and the submission of revised requests. Please allow adequate time for the approval process in all production timelines. The approval process will be administered via the Olympic Marketing Extranet when the portal is ready. SYOGOC will send an update when the portal is ready to be used.

Your Role in Brand Protection

Under agreements with the International Olympic Committee (IOC) and the various marketing partners, SYOGOC is obligated to protect the Singapore 2010 Youth Olympic Games Marks against unauthorised use. In order to protect intellectual property rights and the investment of its partners, SYOGOC is responsible for ensuring that the integrity of the Singapore 2010 Youth Olympic Games Marks is upheld. Protecting these marks is critically important to the success of the mission because uncontrolled use could undermine SYOGOC's ability to raise the funds necessary to host, stage, and deliver the Singapore 2010 Youth Olympic Games.

SYOGOC requests your support and assistance to protect and uphold the Singapore 2010 Youth Olympic Games brand against misuse, unauthorised use, infringement and ambush marketing. If you discover any such acts in Singapore, we seek your kind assistance to notify us by filling in the Singapore 2010 Youth Olympic Games Infringement Report Form (Appendix II) and email it to SYOGOC.

Contact Details

Email : brand@singapore.sg
Telephone : +65 6471 9237/ +65 6471 9238
Fax : +65 6471 9231

Should you discover infringements outside the Singapore territory, please contact IOC at legal@olympic.org (email) or +41 21 621 6231 (tel).









Singapore 2010 Youth Olympic Games Mascots Usage Request Form









Date of Submission	Reference No. (for official use)









1. Applicant Details







Details	Contact Person 1	Contact Person 2
Name		
Designation		
Company		
Address		
Telephone		
Fax		
Email		


2. Request

Combined Pose							
Full Colour		Full Colour with outline		Greyscale		Greyscale with outline	
							
							
✓	Sizing	✓	Sizing	✓	Sizing	✓	Sizing
	5cm and above		5cm and above		5cm and above		5cm and above
	2cm to <5cm		2cm to <5cm		2cm to <5cm		2cm to <5cm

Lyo - Individual Pose							
Full Colour		Full Colour with outline		Greyscale		Greyscale with outline	
							
							
✓	Sizing	✓	Sizing	✓	Sizing	✓	Sizing
	5cm and above		5cm and above		5cm and above		5cm and above
	2cm to <5cm		2cm to <5cm		2cm to <5cm		2cm to <5cm

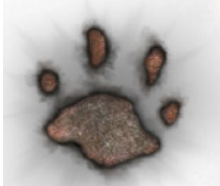
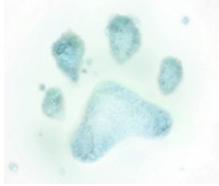
Merly - Individual Pose							
Full Colour		Full Colour with outline		Greyscale		Greyscale with outline	
							
							
✓	Sizing	✓	Sizing	✓	Sizing	✓	Sizing
	4.5 cm and above		4.5cm and above		4.5cm and above		4.5cm and above
	1.8cm to <4.5cm		1.8cm to <4.5cm		1.8cm to <4.5cm		1.8cm to <4.5cm

Key Art					
Combined pose		Lyo		Merly	
 		 		 	
✓	Sizing	✓	Sizing	✓	Sizing
	5cm and above		5cm and above		5cm and above
	2cm to <5cm		2cm to <5cm		2cm to <5cm

Mascot JYOF Pose	
 <p>Journey of the Youth Olympic Flame</p>	
✓	Colour Versions
	Full Colour
	Full Colour with outline
	Greyscale
	Greyscale with outline

Mascot Sport Poses			
Please tick below the sport pose(s) which you are requesting to use.			
✓	Sport	✓	Sport
	Aquatics		Hockey
	Archery		Judo
	Athletics		Modern Pentathlon
	Badminton		Rowing
	Basketball		Sailing
	Boxing		Shooting
	Canoe-Kayak		Table Tennis
	Cycling		Taekwondo
	Equestrian		Tennis
	Fencing		Triathlon
	Football		Volleyball
	Gymnastics		Weightlifting
	Handball		Wrestling
			All 26 Sport Poses
Please tick below the colour version(s) which you are requesting to use.			
✓	Colour Version	✓	Colour Version
	Full Colour		Greyscale
	Full Colour with outline		Greyscale with outline
	Key Art		

Mascot CEP Poses			
Please tick below the CEP pose(s) which you are requesting to use.			
✓	CEP	✓	CEP
	Arts & Culture		Exploration Journey
	Chat with Champions		Island Adventure
	Discovery Activity		World Culture Village
	Community Project		All 7 CEP Poses
Please tick below the colour version(s) which you are requesting to use.			
✓	Colour Version	✓	Colour Version
	Full Colour		Greyscale
	Full Colour with outline		Greyscale with outline
	Key Art		

Mascot Paw Prints	
Lyo's Paw Print	Merly's Paw Print
	

3. Proposed Use/Application Information (please indicate all uses)

Objectives of use:
Is there any media coverage? If yes, please specify:
Mediums of use (e.g., banner, website):
Locations of use (e.g., on the fence of ABC Community Centre, www.xxx.sg):
Other organisations' participation (please identify the organisations and their roles e.g., sponsor, co-organiser, partner etc.):
Description of users and third parties receiving the materials / exposed to the materials:
Dates of Usage:
Quantities (if applicable):
Comments / Remarks / Queries (if any):

4. Agreement (to be completed by applicant)

The applicant hereby agrees that if the company/he/she uses the Singapore 2010 Youth Olympic Games mascots in any manner different from this signed and approved form, or in any manner which creates an unauthorised association with a third party, the SYOGOC approval granted by this form will be immediately revoked and the applicant will take all reasonable steps to discontinue the use of the Singapore 2010 Youth Olympic Games mascots.

Date, Name, Signature

5. Submission Information

Please submit this form (fully completed) with all necessary artwork and application examples. The committee will revert within 10 working days for each correspondence received. Please buffer allowance for clarifications and / or refinements. The contact details are as follows:

Email: brand@singapore2010.sg
Telephone: +65 6471 9237 / +65 6471 9238
Fax: +65 6471 9231
Address: 1 Kay Siang Road, Singapore 248922

6. Approval (for official use)

Date Received:	
<input type="checkbox"/> Approved	<input type="checkbox"/> Not Approved
Date, Signature	Date, Signature
<input type="checkbox"/> Request is not approved because:	
<input type="checkbox"/> Please resubmit after making the following changes:	

Singapore 2010 Youth Olympic Games Infringement Report Form

Date of Submission:

1. Reporter Details

Details	Contact Person 1	Contact Person 2
Name		
Designation		
Company		
Telephone		
Fax		
Email		
Address		

2. Details of Infringement

Date:	Time:
Location:	
Name of infringing company/individual:	
Detailed description of infringement:	
Please attach photo or video, if possible.	

3. Submission Information

Please submit this form (with photo or video, if any) to Singapore Youth Olympic Games Organising Committee. The contact details are as follows:

Email: brand@singapore2010.sg
 Telephone: +65 6471 9237 / +65 6471 9238
 Fax: +65 6471 9231
 Address: 1 Kay Siang Road, Singapore 248922