

Singapore 2010™
Youth Olympic Games Marks Manual
for Worldwide Olympic Partners and
Official Partners



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

Appendix II: Singapore 2010 Youth Olympic Games Infringement Report Form

About Singapore 2010 Youth Olympic Games

The Youth Olympic Games (YOG) is a new initiative by the International Olympic Committee (IOC) to engage the youth of the world through the twin pillars of sport, culture and education. It is a new highlight on the world's sporting calendar. On 21 February 2008, the IOC announced in Lausanne, Switzerland, that Singapore is selected to be the host city for the inaugural Summer Youth Olympic Games in 2010.

From 14 to 26 August 2010, the Singapore 2010 Youth Olympic Games will receive some 3,600 athletes and 800 officials from 205 National Olympic Committees, along with 800 media representatives and more than 500,000 spectators. Young athletes – aged between 14 and 18 years – will compete in 26 sports, participate in cultural and education programmes, and build lasting friendships.

Singapore 2010 embraces, embodies and expresses the Olympic spirit and values of Excellence, Friendship and Respect. It will deliver a lasting sports, culture and education legacy for Singapore and youths from around the world, as well as enhance and elevate the sporting culture locally and regionally.

For more information, please visit www.singapore2010.sg.

About our brand story

Singapore 2010 ... Blazing The Trail.

Singapore is hosting the inaugural Youth Olympic Games, the first new Games the Olympic Movement has created in 80 years. The Youth Olympic Games celebrate the youth of the world. It is not just about sport and victories. It is also about interacting and connecting, sharing and learning about sport, cultural and global issues. The Youth Olympic Games is about expressing the Olympic values of Excellence, Friendship and Respect in everyday life.

Singapore shares fully the philosophy of the Youth Olympic Games. Our young and diverse nation is honoured to have the chance to share our story: how an immigrant people created a peaceful and prosperous city-state by staying true to our ideals of democracy, peace, progress, equality and justice.

Singapore 2010 is a youth-focused Games with Olympism as its heart. Its integrated sport, culture and education programme exploits new media technologies to connect youth all over the world to the Olympic Movement and to each other, from now until the Games, and beyond.

Singapore 2010 is an event for young people, by young people. Young athletes will come together to compete in a healthy way in right-sized facilities. Thousands of youth from Singapore and around the world will be able to volunteer and participate in the excitement of the Games. They will learn new skills and make new friends. The legacy of the Games will go beyond sporting excellence by inspiring the youth of the world to keep making a difference.

The journey begins.

About this manual

The marks of Singapore 2010 Youth Olympic Games – 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 marks, colours, typography and correct application guaranteeing consistency everywhere.

Singapore 2010 Youth Olympic Games Organising Committee (SYOGOC) has issued this document and is responsible for managing the brand and bringing it to life. To request use of the Singapore 2010 marks, the Committee must be contacted. By receiving the right to use the Singapore 2010 marks, 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.

About authenticating notice

The marks of Singapore 2010 Youth Olympic Games – the emblem in its entirety and the individual elements (the Symbol, the Wordmark and the Olympic Rings), 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. When the Singapore 2010 marks are registered, SYOGOC will send an update to inform that '®' will replace 'TM ©' as the authenticating notice.

The authenticating notice will be omitted at certain sizes, as indicated in this manual. In some cases, the use or placement of an authenticating notice might not be practical. Written approval from SYOGOC must be sought.

1.0 Official Emblem and Wordmark

1.1 Introduction

Spirit of Youth – the Singapore 2010 Youth Olympic Games emblem – celebrates Singapore 2010 in an adventurous, open and fun way. It evokes the Singaporean sense of confidence and progress.

The three distinct elements of the emblem are:

The Flame of Passion

The intense red flame represents the passion to learn and the power of positive thinking. Red is also the national colour of Singapore.

The Star of Champions

The rich purple star symbolises excellence and the pride of representing one's nation.

The Crescent of Tomorrow

The crescent reflects dynamic youth, full of promise. It has the lush green and calm blue colours of a tropical island city.

The Singapore 2010 Wordmark

Its active appearance comprises individual and unique characters that signify harmony among the diverse participants.

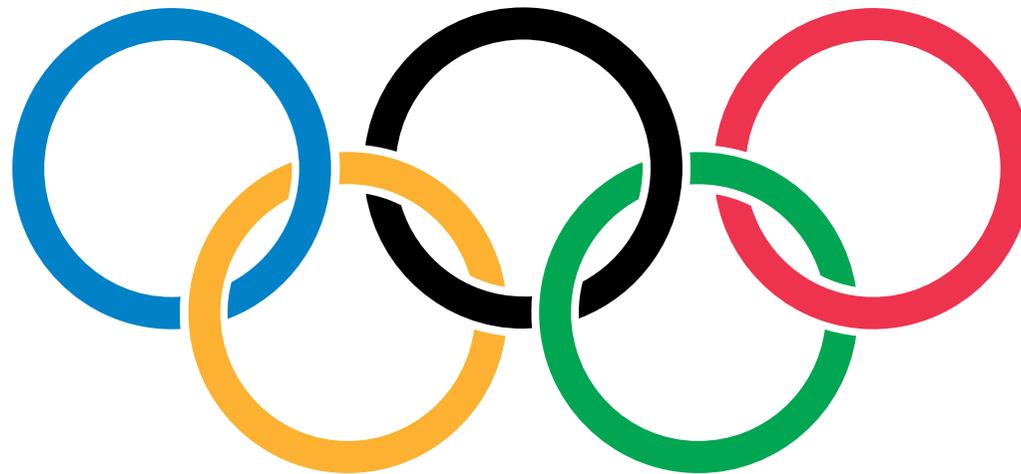
Spirit of Youth inspires all of us to express the Olympic spirit and celebrate the first-ever Youth Olympic Games.



1.2 Olympic Rings

Created in 1913 by Baron Pierre de Coubertin, the Olympic Rings is the most widely recognised symbol of the Olympic Games. The rings represents the union of five continents (Africa, the Americas, Asia, Europe and Oceania) and the meeting of athletes from all over the world.

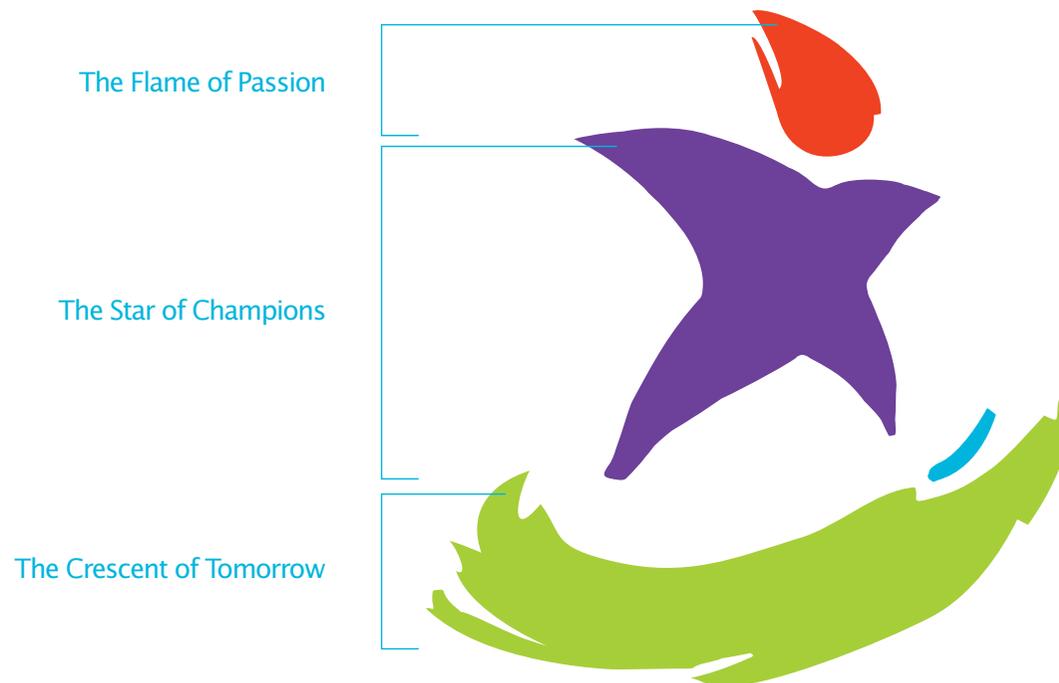
The five colours of the rings are interlocked from left to right. The blue, black and red rings are at the top, the yellow and green rings are at the bottom. Use of the Olympic Rings on its own is strictly forbidden, unless authorised by the IOC.



1.3 Symbol

Our symbol comprises The Flame of Passion, The Star of Champions and The Crescent of Tomorrow. All of these components work together in a harmonious arrangement to convey a sense of vibrancy, action and spirit.

Please respect the relative relationship of these elements and do not attempt to redraw them or rearrange them in relation to each other.



1.4 Wordmark

'Singapore 2010' comprises individual and unique characters that signify harmony among the diverse participants. With the The Passion of Flame referenced as the dot of 'i', it showcases the Spirit of Youth and the unmistakable colour and energy of Singapore, even when used alone. Taking cues from the painterly nature suggested in the icon, the lettering of Youth Olympic Games is casual and characterful, adding attitude to the overall emblem.

SINGAPORE 2010
YOUTH OLYMPIC GAMES

1.5 Primary Emblem

We refer to our logo as an emblem. This ensures it retains a sense of stature and strategic value.

The Singapore 2010 Youth Olympic Games emblem comprises three elements:

- Symbol
- Wordmark
- Olympic Rings

The primary emblem is the preferred version and should be used whenever possible.



1.6 Secondary Emblem

Where necessary, we have a secondary, horizontally formatted emblem for use when the primary vertically formatted emblem is ineffective.



1.7 Clear Space Requirements

To guarantee the legibility and integrity of the Singapore 2010 Youth Olympic Games emblem, a minimum distance from other graphics (clear space) must be respected.

Clear Space



The clear space is an area around the emblem in which other elements cannot be placed. The minimum clear space is "2X" where "X" is defined by the diameter of one Olympic Ring.

1.8 Special Uses of the Emblem Clear Space

Due to format limitations, special uses of emblem clear space have been developed. Examples are shown below.

For the other applications, please contact SYOGOC Brand Team for clarifications.

Lapel Pin
Clear Space



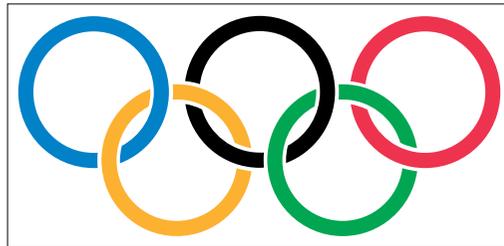
Badge
Clear Space



1.9 Emblem with Olympic Rings Variations

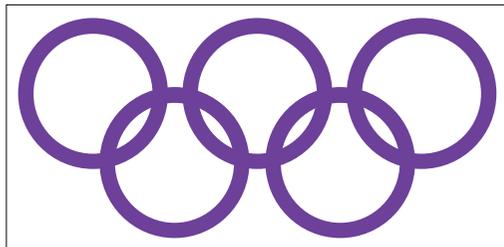
There are two versions of the Olympic Rings: interlocked and solid.

Full Colour Emblem



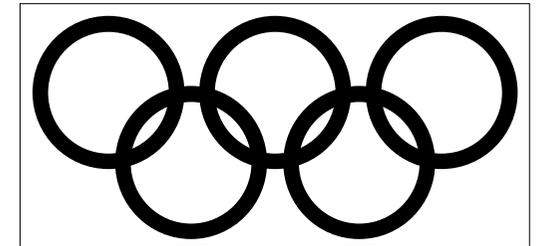
When the Olympic Rings are depicted in full colour, they must be interlocked – with small white gaps separating each colour ring."

Full Colour Emblem with Rich Purple Rings



When the Olympic Rings are depicted in rich purple, they appear as one solid form, with no gaps separating them.

Single Colour Emblem



When the Olympic Rings are depicted in single colour, they appear as one solid form, with no gaps separating them. This also applies to reverse and greyscale versions.

1.10 Minimum Sizes

To guarantee the legibility and integrity of the Singapore 2010 Youth Olympic Games emblem, a minimum size must be respected. The minimum sizes of the primary and secondary emblems are shown below. This page also outlines the specification of TM ©.

Minimum Sizes

Full Colour
Olympic Rings



Rich Purple Solid
Olympic Rings



TM © Specification

Full Colour
Olympic Rings



The minimum height of the primary emblem is 22 mm.

At the height below 30mm, TM © will be omitted.

30mm



30mm



40mm



The minimum width of the secondary emblem is 30 mm.

At the width below 40mm, TM © will be omitted.

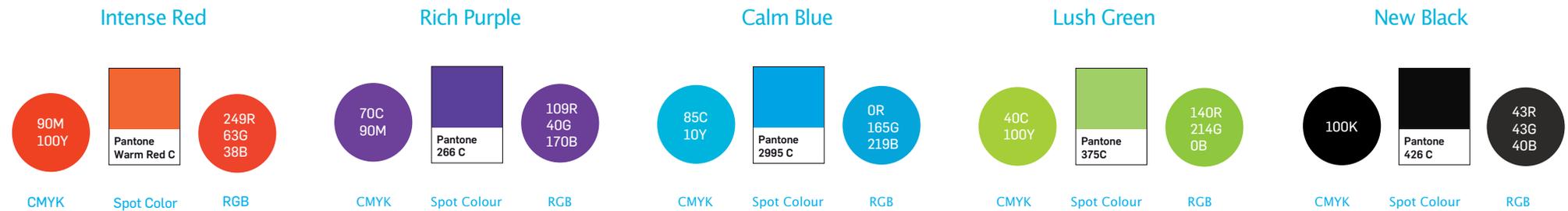
The minimum size rule and TM © specification are applicable to all versions of the emblem.

1.11 Colour Palette

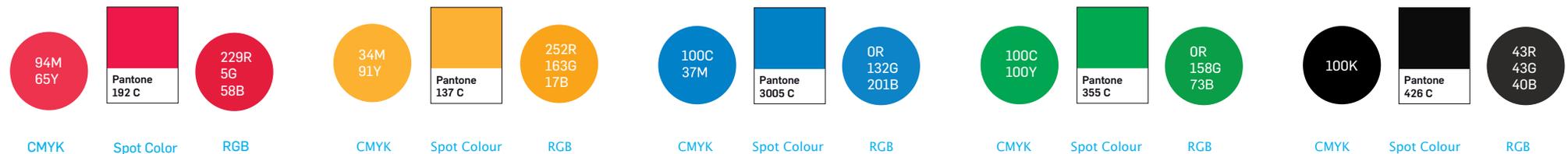
Our colour palette is selected to reflect youthful energy and to differentiate from previous Summer and Winter Games. The vibrant combination of **Intense Red**, **Rich Purple**, **Calm Blue**, **Lush Green** and New Black is drawn from the natural palette of Singapore – the sparkling water, verdant plant life and rich

biodiversity that characterise the island – and also stands for a constantly evolving, 24-hour city of progress, modernity and stunning architecture. The four colours also represent the four main ethnic groups that make up our diverse nation.

Emblem Colour Palette



Olympic Rings Colour Palette



1.12 Primary Emblem Colourways

The Singapore 2010 Youth Olympic Games primary emblem is available in full colour, greyscale, reverse and single colour as shown below. The full colour version is preferred to all versions whenever possible.

The full colour version of the emblem must only be used on a white or very light coloured background. On a dark coloured background, the reverse must be used. When there are printing restrictions, the greyscale and single colour versions are also available.

Full Colour



Greyscale



Reverse

To be used when the background is not part of the primary colour palette. This reverse emblem will take on any dark solid background colour.

Single Colour



Reverse on Primary Colour Palette



Intense Red



Rich Purple



Calm Blue



Lush Green



New Black

1.13 Secondary Emblem Colourways

The Singapore 2010 Youth Olympic Games secondary emblem is available in full colour, greyscale, reverse and single colour as shown below. The full colour version is preferred to all versions whenever possible.

Full Colour



Greyscale



Reverse



To be used when the background is not part of the primary colour palette. This reverse emblem will take on any dark solid background colour.

Single Colour



The full colour version of the emblem must only be used on a white or very light coloured background. On a dark coloured background, the reverse must be used. When there are printing restrictions, the greyscale and single colour versions are also available.

Reverse on Primary Colour Palette



Intense Red



Rich Purple



Calm Blue



Lush Green



New Black

1.14 Primary Emblem On Busy Backgrounds

When applied to busy backgrounds, the primary emblem must be contained in a white panel with a black outline (35% thickness of Olympic Ring). It is also available in greyscale and single colours.



Greyscale



New Black



Intense Red



Rich Purple



Calm Blue



Lush Green



1.15 Secondary Emblem On Busy Backgrounds

When applied to busy backgrounds, the secondary emblem must be contained in a white panel with a black outline (35% thickness of Olympic Ring). It is also available in greyscale and single colours.



Greyscale



New Black



Intense Red



Rich Purple



Calm Blue



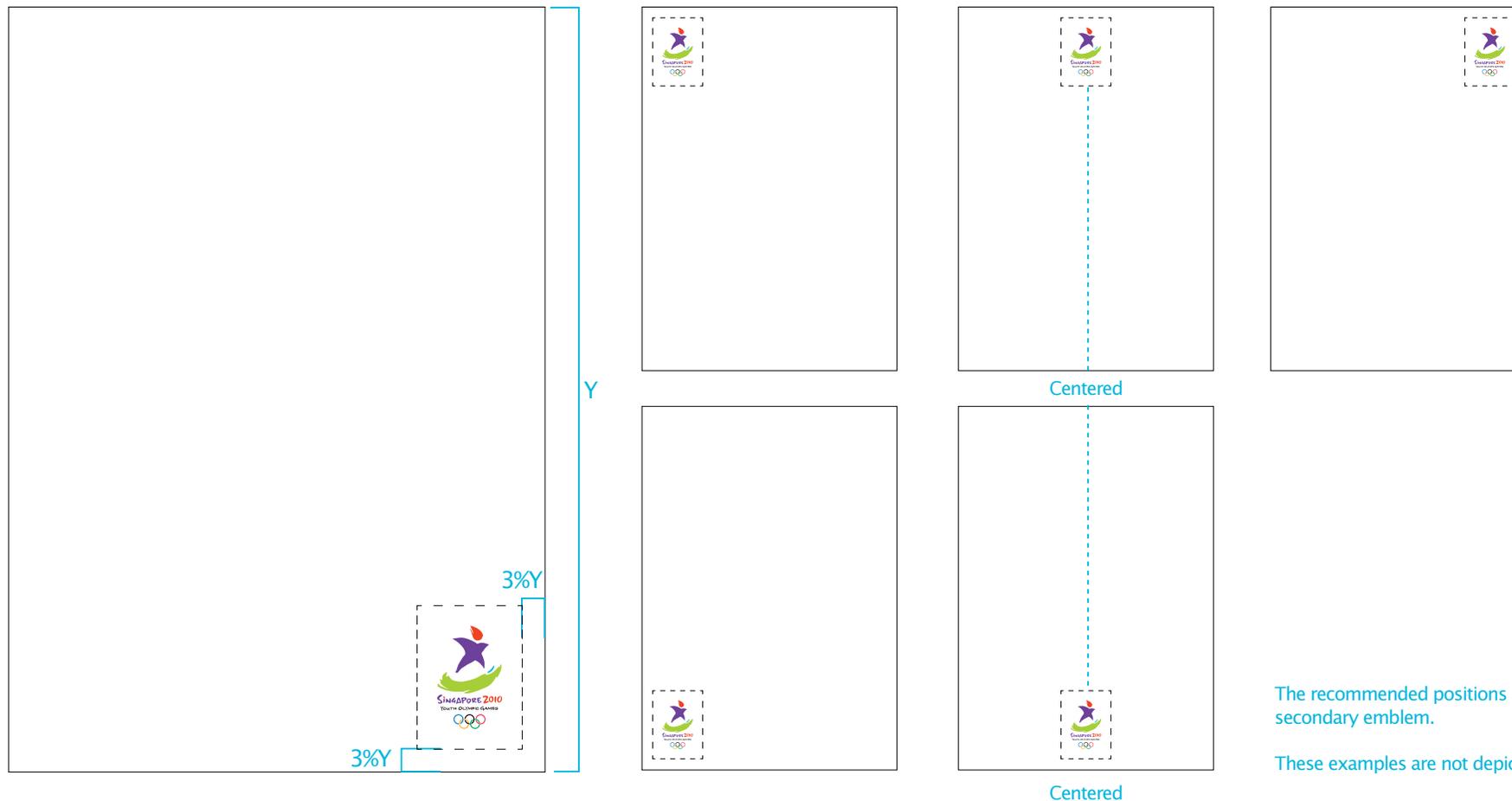
Lush Green



1.16 Recommended Positions – Portrait

The recommended positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the emblem and the edge of the page is 3% of page's height.

These recommended positions are applicable to most print collaterals, except for flags and name cards.



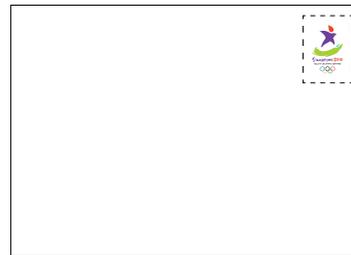
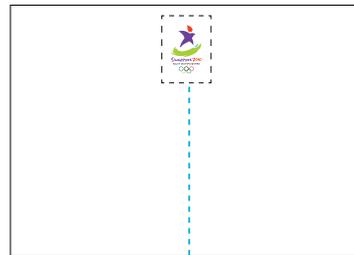
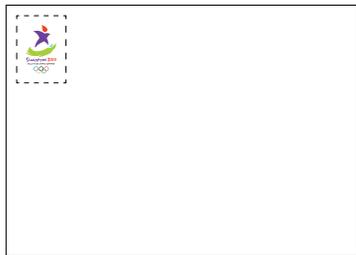
The recommended positions also apply to the secondary emblem.

These examples are not depicted in actual size.

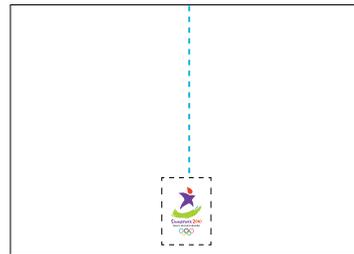
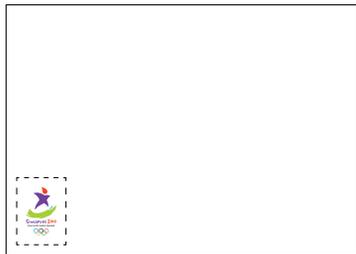
1.17 Recommended Positions – Landscape

The recommended positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the emblem and the edge of the page is 4% of page's height.

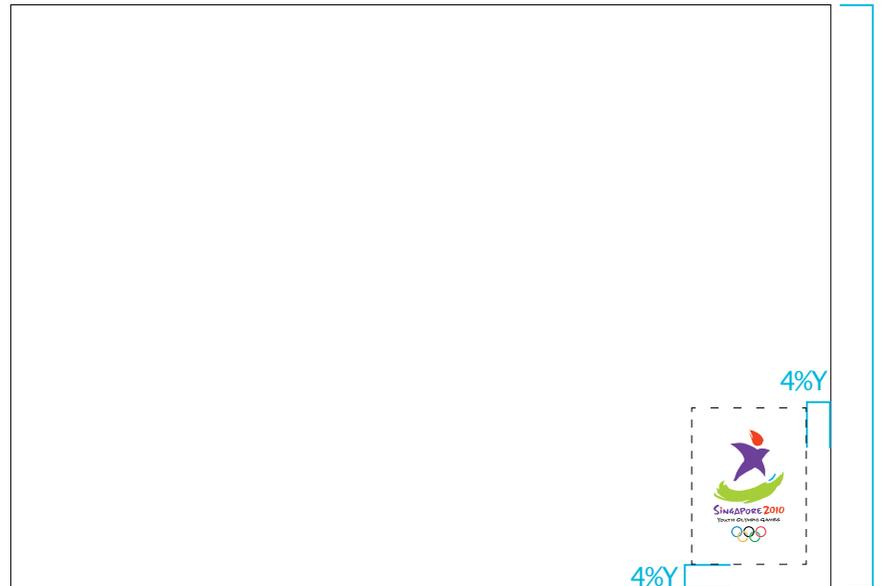
These recommended positions are applicable to most print collaterals, except for flags and name cards.



Centered



Centered



The recommended positions also apply to the secondary emblem.

These examples are not depicted in actual size.

1.18 Emblem Restrictions

These examples indicate how the emblem must not be used.
These restrictions apply to both primary and secondary emblems.



Do not alter the colour arrangement



Do not alter the colour arrangement



Do not change the typefaces



Do not rearrange the elements



Do not tilt at any angle



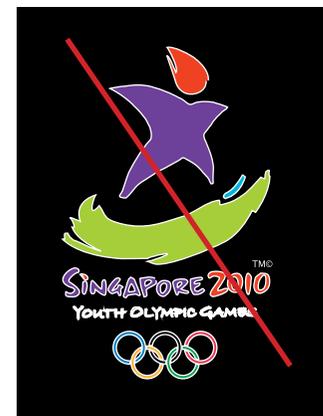
Do not independently scale individual elements



Do not distort any of the elements



Do not remove any of the elements



Do not add keylines around the emblem



Do not apply the full colour emblem on busy background

1.19 Wordmark Clear Space Requirements and Minimum Size

To guarantee the legibility and integrity of the Singapore 2010 Youth Olympic Games wordmark, a minimum distance from other graphics (clear space) and minimum size must be respected. This page also outlines the specification of TM ©.

Clear Space



The clear space is an area around the wordmark in which other elements cannot be placed. The minimum clear space "X" is defined by the height of the letter "Y" of the word "YOUTH".

Minimum Size

SINGAPORE 2010
YOUTH OLYMPIC GAMES



30mm

The minimum width of the wordmark is 30mm.

TM © Specification

SINGAPORE 2010
YOUTH OLYMPIC GAMES^{TM ©}



35mm

At the width below 35mm, TM © will be omitted.

The minimum size rule and TM © specification are applicable to all versions of the wordmark.

1.20 Wordmark Colourways

The Singapore 2010 Youth Olympic Games wordmark is available in full colour, greyscale, reverse and single colour as shown below. The full colour version is preferred to all versions whenever possible.

Full Colour



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

Greyscale



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

Reverse



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

To be used when the background is not part of the primary colour palette. This reverse wordmark will take on any dark solid background colour.

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Single Colour



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

The full colour version of the wordmark must only be used on a white or very light coloured background. On a dark coloured background, the reverse must be used. When there are printing restrictions, the greyscale and single colour versions are also available.

Reverse on Primary Colour Palette



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

Intense Red



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

Rich Purple



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

Calm Blue



SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

Lush Green

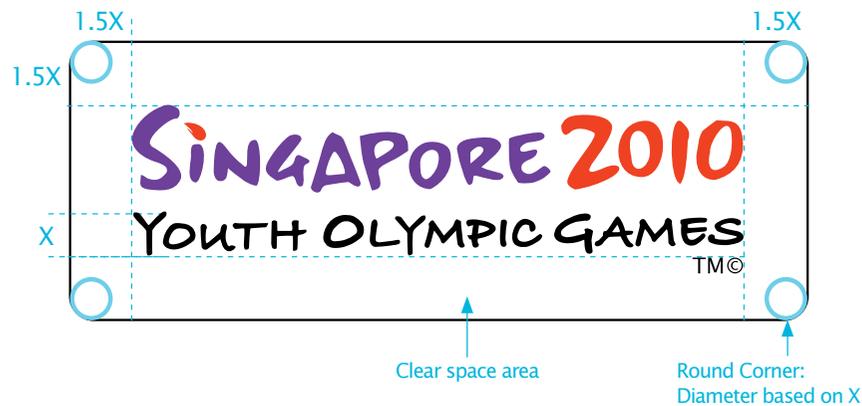


SINGAPORE 2010
YOUTH OLYMPIC GAMESTM

New Black

1.21 Wordmark on Busy Background

When applied to busy backgrounds, the wordmark must be contained in a white panel with a black outline (40% thickness of letter “Y” of the word “YOUTH”). It is also available in greyscale and single colours.



Greyscale



New Black



Intense Red



Rich Purple



Calm Blue



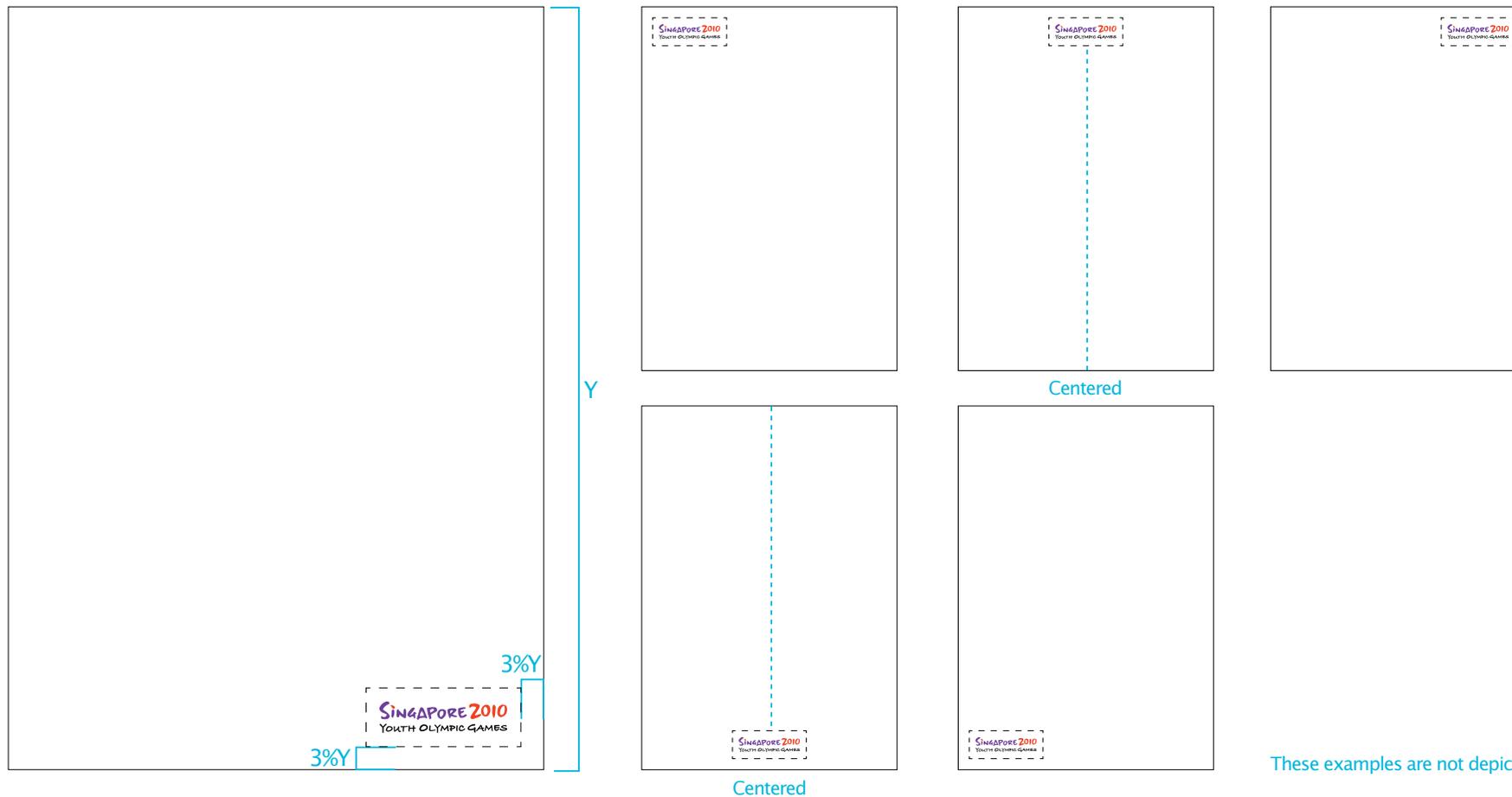
Lush Green



1.22 Wordmark Recommended Positions – Portrait

The wordmark positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the wordmark and the edge of the page is 3% of page's height.

These recommended positions are applicable to most print collaterals, except for flags and name cards.

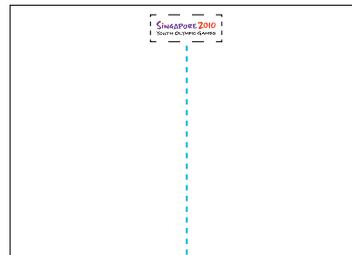
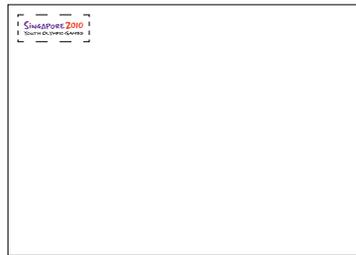


These examples are not depicted in actual size.

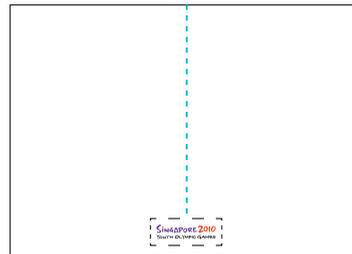
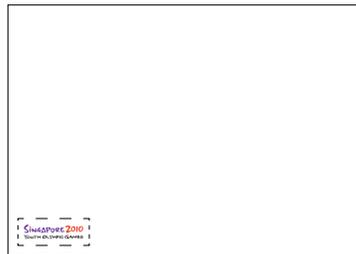
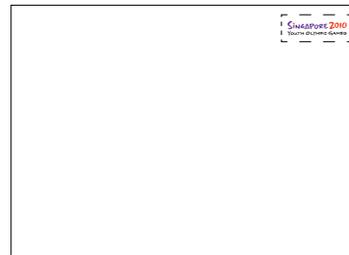
1.23 Wordmark Recommended Positions – Landscape

The wordmark positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the wordmark and the edge of the page is 4% of page's height.

These recommended positions are applicable to most print collaterals, except for flags and name cards.



Centered



Centered



These examples are not depicted in actual size.

1.24 Wordmark Restrictions

These examples demonstrate how the wordmark must not be used.



Do not alter the colour arrangement



Do not change the typefaces



Do not rearrange the elements



Do not tilt at any angle



Do not independently scale individual elements



Do not distort any of the elements



Do not add keylines around the elements



Do not apply the full colour wordmark on busy background

2.0 Marks for Worldwide Olympic Partners and Official Partners

2.1 Introduction

In accordance with the authorising agreement, the Worldwide Olympic Partners and Official Partners (henceforth referred to as 'Partner' or 'Partners') are allowed to use the following in their activation campaigns for the Singapore 2010 Youth Olympic Games.

Composite Mark

It is formed by placing the Singapore 2010 Youth Olympic Games emblem on the left and the Partner's logo with the official designation on the right. The primary composite mark should be used if the Partner has a vertically formatted logo. The secondary composite mark should be used if the Partner has a horizontally formatted logo.



Primary



Secondary

Standalone Mark

It is formed by placing the Partner's official designation below the Singapore 2010 Youth Olympic Games emblem.



Primary



Secondary

2.1 Introduction

continued

Wordmark for Partners

It is formed by placing the Partner's official designation below the Singapore 2010 Youth Olympic Games wordmark.



Emblem and wordmark restrictions indicated in 1.18 and 1.24 respectively, must be adhered. In addition, Partners may not create or use an integrated logo in which the Singapore 2010 Youth Olympic Games emblem or wordmark is placed within or incorporated into their trademark. No other elements, like an advertising slogan, may be included. Always use original artwork files to ensure top quality in reproduction. All marks created by Partners must be approved by SYOGOC, prior to use.

2.2 Primary Composite Mark: Clear Space Requirements and Minimum Size

To guarantee the legibility and integrity of the Singapore 2010 Youth Olympic Games primary composite mark, a minimum distance from other graphics (clear space) and a minimum size must be respected. This page also outlines the specification of TM ©.

Clear Space



Copyright 2009, Singapore Youth Olympic Games Organising Committee. All Rights Reserved.

Minimum Size



The minimum height of the primary emblem is 22mm.

TM © Specification for Primary Composite Mark



At the height below 30mm, TM © will be omitted.

The minimum size rule and TM © specification are applicable to all versions of the primary composite mark.

2.3 Primary Composite Mark: Colourways

The Singapore 2010 Youth Olympic Games primary composite mark is available in full colour, greyscale and single colour as shown below. The full colour version is preferred to all versions whenever possible.

Full Colour



Single Colour

Intense Red



Rich Purple



Calm Blue



Greyscale



Lush Green



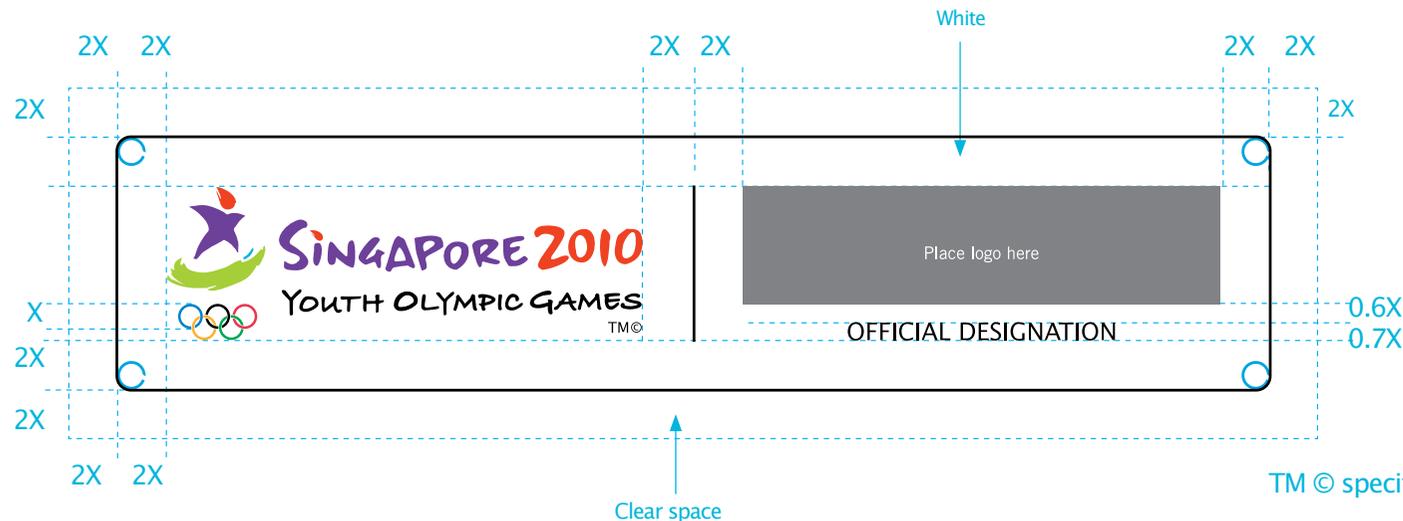
New Black



2.4 Secondary Composite Mark: Clear Space Requirements and Minimum Size

To guarantee the legibility and integrity of the Singapore 2010 Youth Olympic Games secondary composite mark, a minimum distance from other graphics (clear space) and a minimum size must be respected. This page also outlines the specification of TM ©.

Clear space



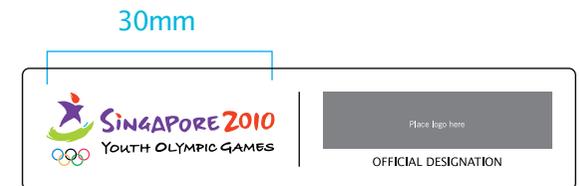
Typeface usage:
Lucida Sans in Black

Round Corner:
Diameter base on X
Olympic Ring

Line:
150% thickness of
OFFICIAL DESIGNATION

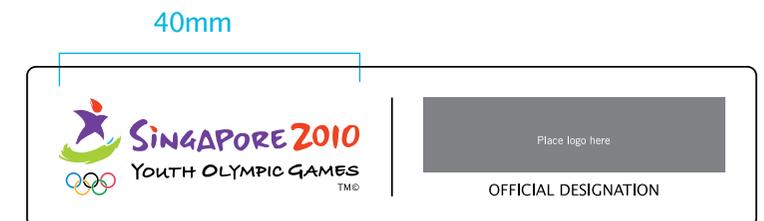
Colour :
In black

Minimum Size



The minimum width of the secondary emblem is 30mm.

TM © specification for secondary composite mark



At the width below 40mm, TM © will be omitted.

The minimum size rule and TM © specification are applicable to all versions of the secondary composite mark.

2.5 Secondary Composite Mark: Colourways

The Singapore 2010 Youth Olympic Games secondary composite mark is available in full colour, greyscale and single colour as shown below. The full colour version is preferred to all versions whenever possible.

Full Colour



Single Colour

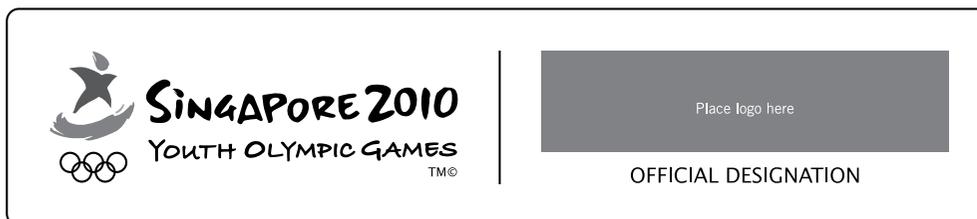


Intense Red



Rich Purple

Greyscale



Calm Blue



Lush Green

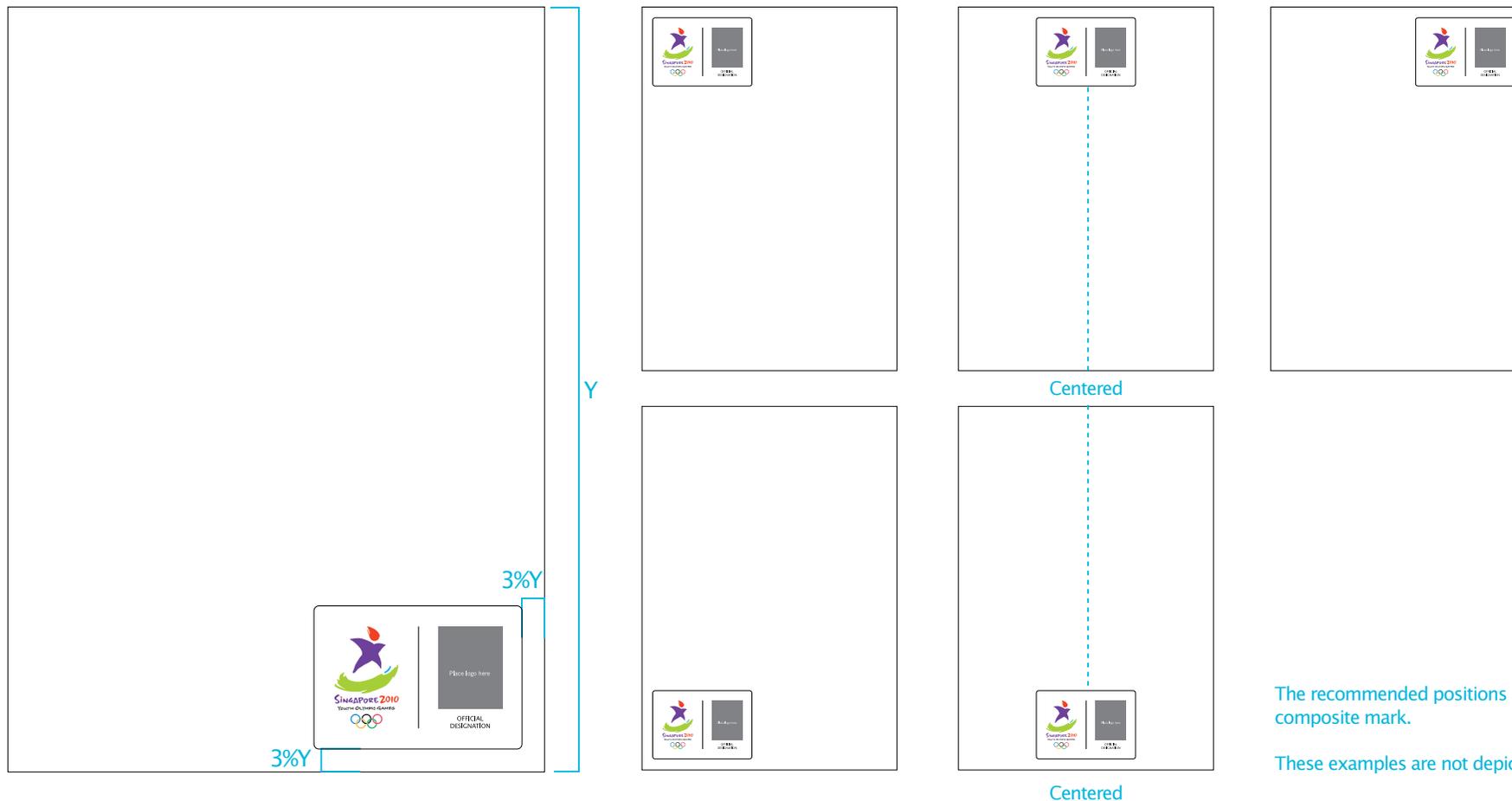


New Black

2.6 Composite Marks: Recommended Positions – Portrait

The recommended positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the composite mark and the edge of the page is 3% of page's height.

These recommended positions are applicable to most print collaterals, except for flags and name cards.



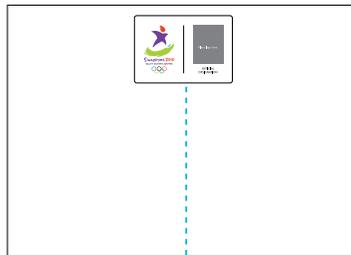
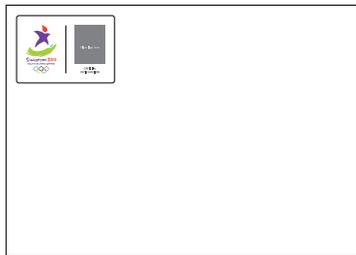
The recommended positions also apply to the secondary composite mark.

These examples are not depicted in actual size.

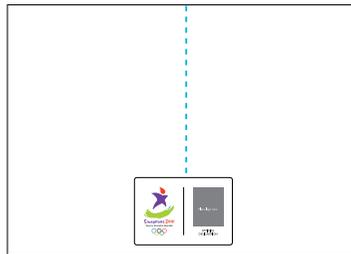
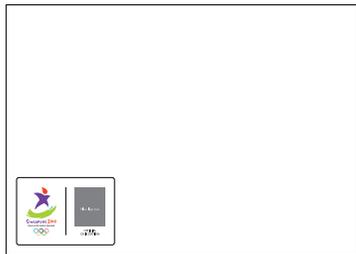
2.7 Composite Marks: Recommended Positions – Landscape

The recommended positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the composite mark and the edge of the page is 4% of page's height.

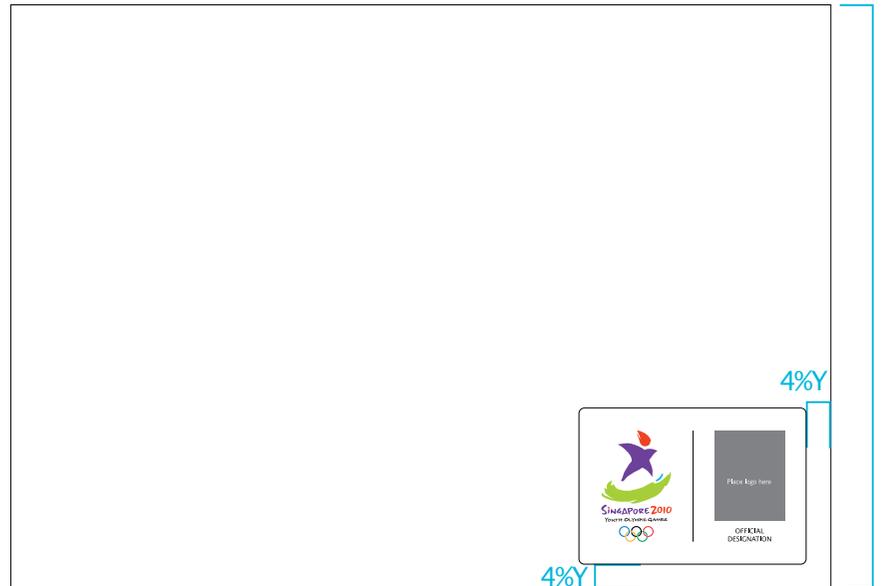
These recommended positions are applicable to most print collaterals, except for flags and name cards.



Centered



Centered



The recommended positions also apply to the secondary composite mark.

These examples are not depicted in actual size.

2.9 Primary Standalone Mark: Colourways

The Singapore 2010 Youth Olympic Games primary standalone mark is available in full colour, greyscale and single colour as shown below. The full colour version is preferred to all versions whenever possible.

Full Colour



Greyscale



Single Colour



2.10 Secondary Standalone Mark: Clear Space Requirements and Minimum Size

To guarantee the legibility and integrity of the Singapore 2010 Youth Olympic Games secondary standalone mark, a minimum distance from other graphics (clear space) and a minimum size must be respected. When necessary, the outline can be removed but the clear space must still be respected. This page also outlines the specification of TM ©.

Clear Space



Typeface usage:
Lucida Sans in Black

Line:
150% thickness of
OFFICIAL DESIGNATION

Colour :
In black

Round Corner:
Diameter base on X
Olympic Ring

Minimum Size



The minimum width of the secondary emblem is 30mm.

TM © specification for secondary standalone mark



At the width below 40mm, TM © will be omitted.

The minimum size rule and TM © specification are applicable to all versions of the secondary standalone mark.

2.11 Secondary Standalone Mark: Colourways

The Singapore 2010 Youth Olympic Games secondary standalone mark is available in full colour, greyscale and single colour as shown below. The full colour version is preferred to all versions whenever possible.

Full Colour



Single Colour

Intense Red



Rich Purple



Calm Blue



Greyscale



Lush Green



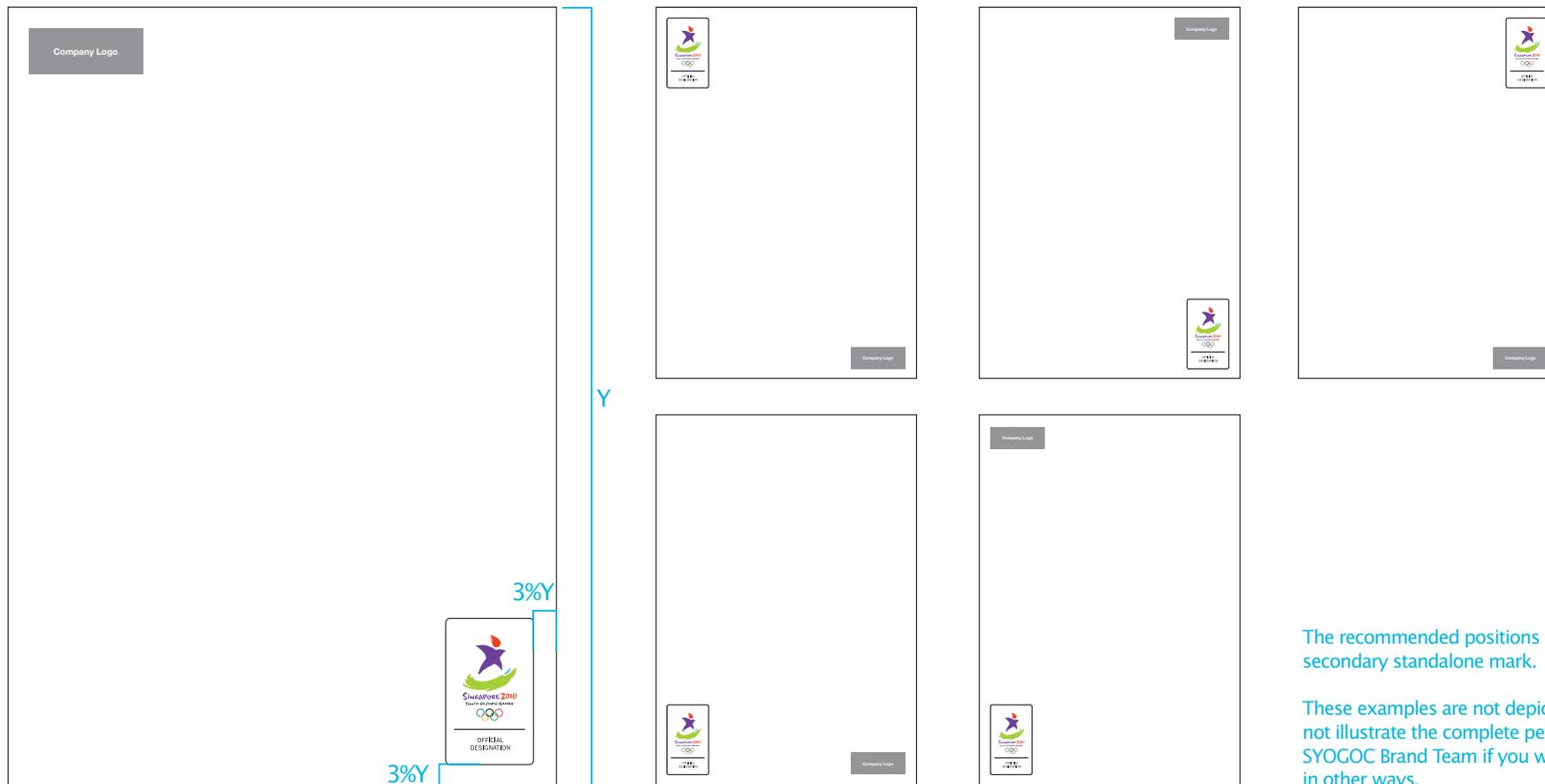
New Black



2.12 Standalone Marks: Recommended Positions – Portrait

The recommended positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the standalone mark and the edge of the page is 3% of page's height.

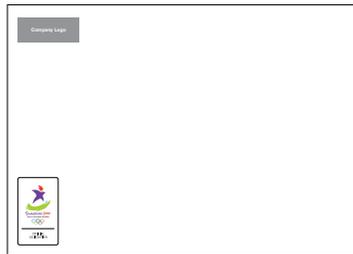
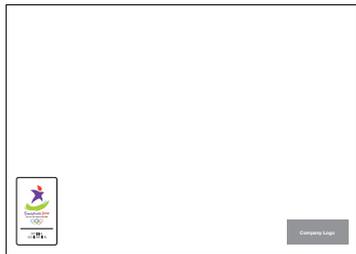
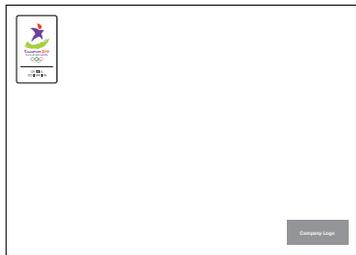
These recommended positions are applicable to most print collaterals, except for flags and name cards.



2.13 Standalone Marks: Recommended Positions – Landscape

The recommended positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the standalone mark and the edge of the page is 4% of page's height.

These recommended positions are applicable to most print collaterals, except for flags and name cards.



The recommended positions also apply to the secondary standalone mark.

These examples are not depicted in actual size and do not illustrate the complete permutation. Please contact SYOGOC Brand Team if you wish to position the marks in other ways.

2.14 Standalone Marks: Special Uses on Partners' Stationery

Pertaining to unique applications such as name cards, a special version of the Partners' standalone mark has been developed. Where space becomes a constraint, the standalone mark without the box can be used. Please refer to the examples for recommended positions and usage. Do ensure that the minimum clear space around this version is observed. In addition, please also adhere to note (A).



Note (A):
Allowance between the company logo and the page edge.

Special uses apply to both primary and secondary standalone mark.

These examples are not depicted in actual size.



2.14 Standalone Marks: Special Uses on Partners' Stationery

continued

Pertaining to unique applications such as letterhead, a special version of the Partners' standalone mark has been developed. Where space becomes a constraint, the standalone mark without the box can be used. Please refer to the examples for recommended positions and usage. Do ensure that the minimum clear space around this version is observed. In addition, please also adhere to note (A).



Note (A):
Allowance between the company logo and the page edge.

Special uses apply to both primary and secondary standalone mark.

These examples are not depicted in actual size.



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2.14 Standalone Marks: Special Uses on Partners' Stationery

continued

Pertaining to unique applications such as DL envelope, a special version of the Partners' standalone mark has been developed. Where space becomes a constraint, the standalone mark without the box can be used. Please refer to the examples for recommended positions and usage. Do ensure that the minimum clear space around this version is observed. In addition, please also adhere to note (A).



Note (A):
Allowance between the company logo and the page edge.

Special uses apply to both primary and secondary standalone mark.

These examples are not depicted in actual size.

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2.15 Wordmark for Partners: Clear Space Requirements and Minimum Size

To guarantee the legibility and integrity of the Singapore 2010 Youth Olympic Games Wordmark for Partners, a minimum distance from other graphics (clear space) and minimum size must be respected. This page also outlines the specification of TM ©.

Clear space



The clear space is an area around the wordmark in which other elements cannot be placed. The minimum clear space "X" is defined by the height of the letter "Y" of the word "YOUTH".

Minimum Size



Typeface usage:
Lucida Sans in Black

Line:
150% thickness of
OFFICIAL DESIGNATION

Colour :
In black

Round Corner:
Diameter based on X

The minimum width of the wordmark is 30mm.

TM © specification for wordmark



At the width below 35mm, TM © will be omitted.

The minimum size rule and TM © specification are applicable to all versions of the wordmark.

2.16 Wordmark for Partners: Colourways

The Singapore 2010 Youth Olympic Games Wordmark for Partners is available in full colour, greyscale and single colour as shown below. The full colour version is preferred to all versions whenever possible.

Full Colour



Greyscale



Single Colour

Intense Red



Rich Purple



Calm Blue



Lush Green



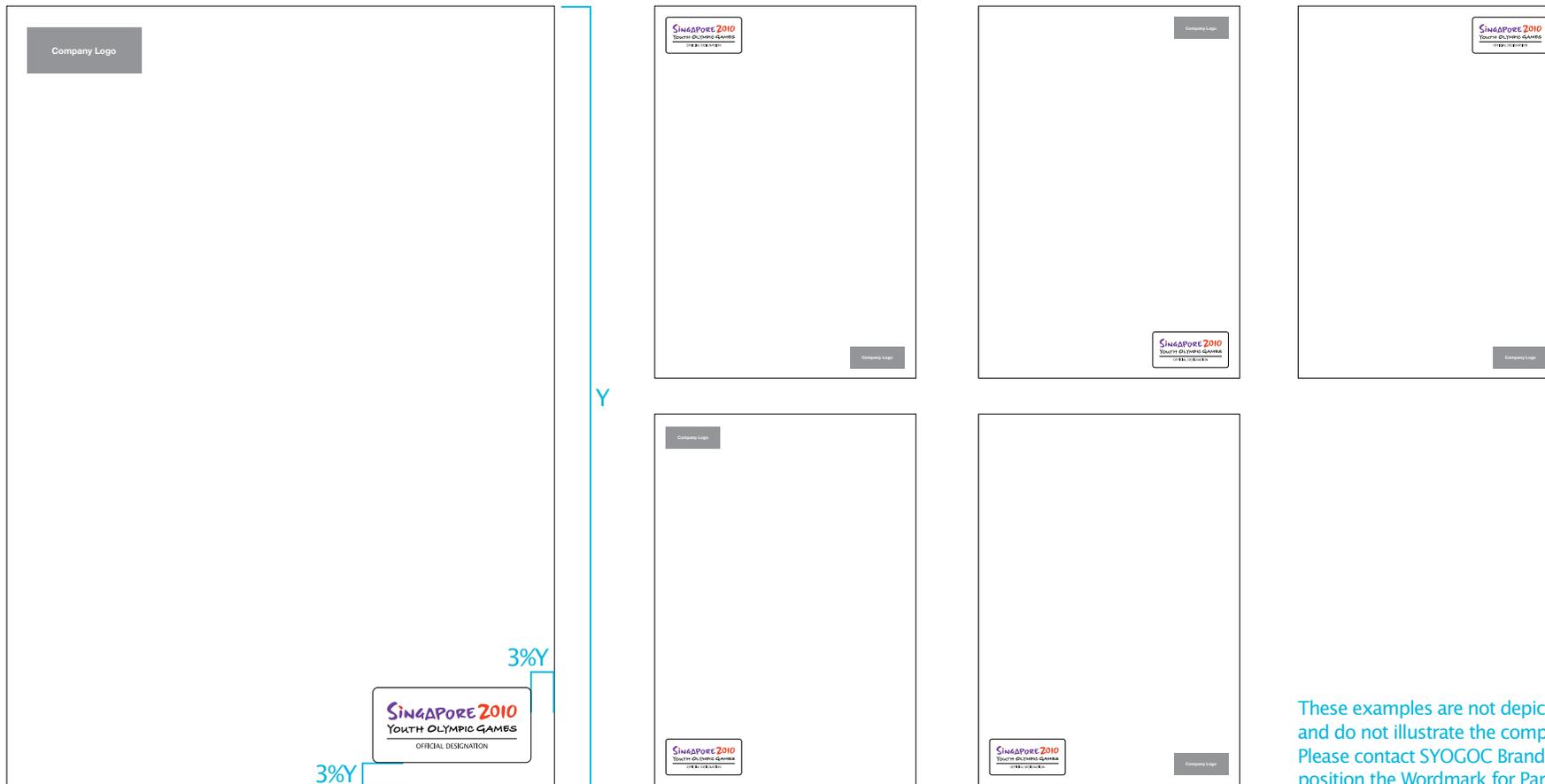
New Black



2.17 Wordmark for Partners: Recommended Positions – Portrait

The recommended positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the Wordmark for Partners and the edge of the page is 3% of page's height.

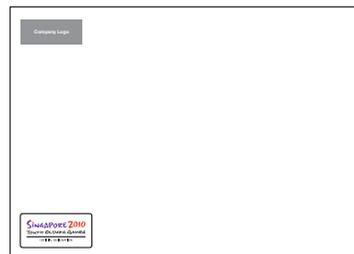
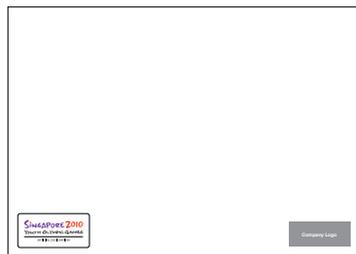
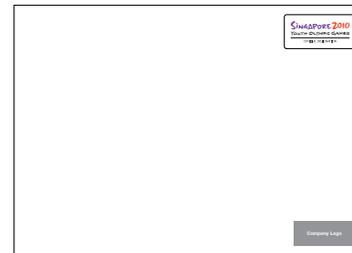
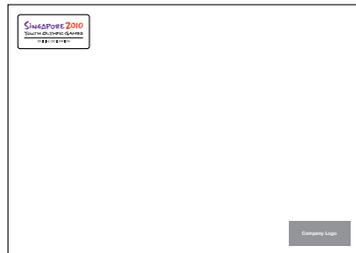
These recommended positions are applicable to most print collaterals, except for flags and name cards.



2.18 Wordmark for Partners: Recommended Positions – Landscape

The recommended positions are top left, top centre, top right, bottom left, bottom centre and bottom right. The allowance between the Wordmark for Partners and the edge of the page is 4% of page's height.

These recommended positions are applicable to most print collaterals, except for flags and name cards.



These examples are not depicted in actual size and do not illustrate the complete permutation. Please contact SYOGOC Brand Team if you wish to position the Wordmark for Partners in other ways.

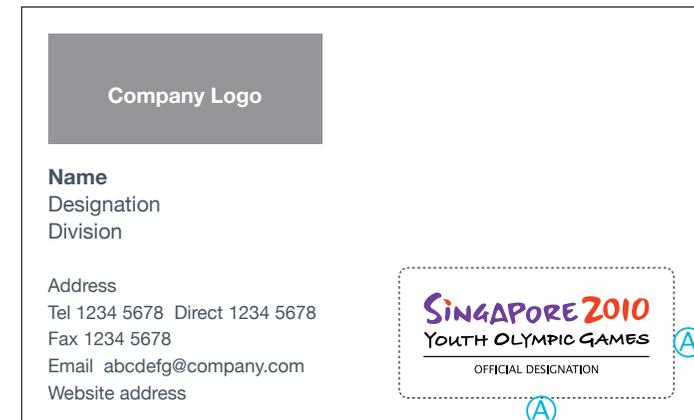
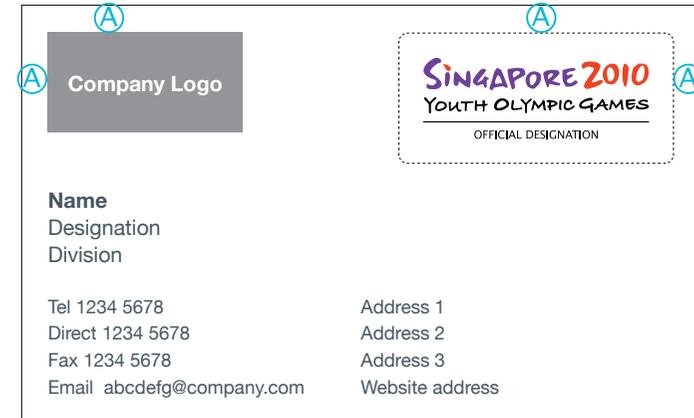
2.19 Wordmark for Partners: Special Uses on Partners' Stationery

Pertaining to unique applications such as name cards, a special version of the Wordmark for Partners has been developed. Where space becomes a constraint, the Wordmark for Partners without the box can be used. Please refer to the examples for recommended positions and usage. Do ensure that the minimum clear space around this version is observed. In addition, please also adhere to note (A).



Note (A):
Allowance between the company logo and the page edge.

These examples are not depicted in actual size.



2.19 Wordmark for Partners: Special Uses on Partners' Stationery

continued

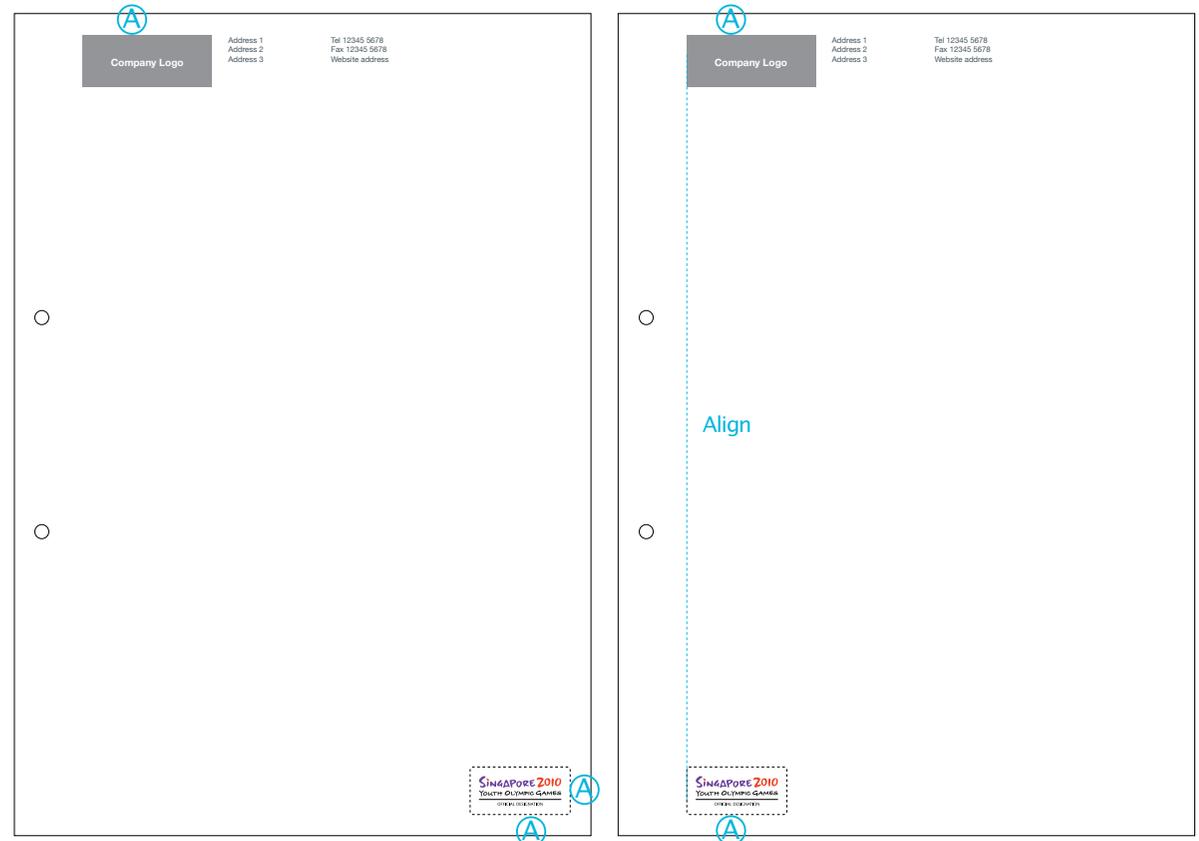
Pertaining to unique applications such as letterhead, a special version of the Wordmark for Partners has been developed. Where space becomes a constraint, the Wordmark for Partners without the box can be used. Please refer to the examples for recommended positions and usage. Do ensure that the minimum clear space around this version is observed. In addition, please also adhere to note (A).

Note (A):
Allowance between the company logo and the page edge.

These examples are not depicted in actual size.

SINGAPORE 2010
YOUTH OLYMPIC GAMES
TM©

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2.19 Wordmark for Partners: Special Uses on Partners' Stationery

continued

Pertaining to unique applications such as DL envelope, a special version of the Wordmark for Partners has been developed. Where space becomes a constraint, the Wordmark for Partners without the box can be used. Please refer to the examples for recommended positions and usage. Do ensure that the minimum clear space around this version is observed. In addition, please also adhere to note (A).

Note (A):
Allowance between the company logo and the page edge.

These examples are not depicted in actual size.

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YOUTH OLYMPIC GAMES
TM©

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3.0 Contact Information

Marks Usage Request

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

Any Singapore 2010 Youth Olympic Games mark may not be used unless a written approval has been issued by SYOGOC. Please fill in the Singapore 2010 Youth Olympic Games Marks 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 requested changes regarding the proposed use, and the submission of revised requests. Please allow adequate time for the approval process in all production deadlines. The approval process will be administered via the Olympic Marketing Extranet when it is ready. SYOGOC will send an update to inform of the switch over.

Your Role in Brand Protection

Under its agreements with the 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 our mission because uncontrolled use could undermine SYOGOC's ability to raise the funds necessary to host and stage deliver the Singapore 2010 Youth Olympic Games.

SYOGOC requests for 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, 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@singapore2010.sg
Telephone : +65 6471 9237 / +65 6471 9238
Fax : +65 6471 9231

Thank you.

Singapore 2010 Youth Olympic Games Marks 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

| ✓ | Type of Marks | Illustration of Marks |
|---|---|---|
| | Singapore 2010 Youth Olympic Games primary emblem (the preferred version) |  |
| | Singapore 2010 Youth Olympic Games secondary emblem |  |
| | Singapore 2010 Wordmark |  |

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

| |
|--|
| Objectives of use: |
| Is there any media coverage? If yes, please specify: |

Appendix I

| |
|---|
| 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 marks 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 marks.

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