



Singapore 2010™
Youth Olympic Games
Core Graphic Manual



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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 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 fully supports the philosophy of the Youth Olympic Games. Our young and diverse nation is honoured to have the chance to share our story: how immigrants 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 at 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

As a key visual identification element of the Singapore 2010 Youth Olympic Games, the core graphic plays an important role in determining the success of the visual branding and look of the Games. Through applications of the core graphic on venue dressing and collaterals, the Olympic spirit is carried and spread throughout while integrating messages of youth and Singapore's cultural dynamism.

The core graphic complements and enhances other graphical elements like the Official Emblem, Olympic Rings, Mascots and Tagline to make up the look of the Games. Together, these visually communicate the cultural significance of the Games to youth the world over and Singapore. Usage of the core graphic needs to be sensitive to this larger context.

The purpose of this brand manual is to ensure the authority, integrity and consistency of core graphic applications for the Singapore 2010 Youth Olympic Games. By conforming to the guidelines contained within, we seek to create a striking and memorable look for the Games, which will enhance its prestige and impact.

The Singapore Youth Olympic Games Organising Committee (SYOGOC) has compiled this brand manual to specify and regulate the application standards of the core graphic. Any and all authorised applications of the core graphic shall be strictly restricted to the guidelines contained within this manual. Without proper authorisation from SYOGOC, no persons may modify the core graphic or its approved applications to avoid diluting the branding and visual identity of the Singapore 2010 Youth Olympic Games.

This manual (Version 1.0, November 2009) may be revised by SYOGOC from time to time. Please ensure that you are using the most current version.

1.0

Usage Guidelines for the Core Graphic

1.1 Minimum size & recommended placement of the trademark & copyright logo for Primary & Secondary Emblem

To preserve the integrity of the Singapore Youth Olympic Games emblem, a trademark and copyright symbol should be placed near the emblem.

Primary Emblem:

The minimum height of the primary emblem must be 22mm. The trademark and copyright symbol should be used when the primary emblem is 30mm or taller in HEIGHT.

Primary Emblem



Secondary Emblem:

The minimum width of the Secondary Emblem must be 30mm. The trademark and copyright symbol should be used when the secondary emblem is 40mm or longer in LENGTH.

For more details, please refer to the Singapore 2010 Youth Olympic Games Emblem and Wordmark Manual.

Secondary Emblem



1.2 General design concept of the core graphic

The visual imagery of the inaugural Singapore 2010 Youth Olympic Games is inspired by nature's two most powerful elements: Fire and Water.

Fire

The flame of passion symbolises Youth's burning desire to learn and excel, to blaze the trail in life. The flame is a visual interpretation of Excellence – a core value of the Youth Olympic Games.

Water

Its fluid energy represents the vibrant and dynamic nature of multi-cultural Singapore, an island city-state surrounded by the sea. It recalls Singapore's progress from a fishing village in a strategic location to a thriving business hub at the crossroads of major trade and shipping routes between East and West. As a fundamental need that connects people everywhere, water also reminds us that prosperity depends on Friendship among the nations of the world.

The Yin and Yang of Respect

The fire-and-water visual imagery is inspired by Yin and Yang: seemingly opposing forces that are actually complementary within a harmonious nature. Singapore's cultural, religious and linguistic diversity makes it one of the best cities to call Home, but that same diversity can also be a source of conflict. Respect helps us live in peace and harmony with each other and our environment.



1.3 Tagline rationale

The Games' Official Tagline is **Blazing The Trail**:

It's ...

... exploration and discovery,
... tremendous energy, endless ideas and no boundaries.

It's ...

... a sense of infinite possibilities,
... dreaming big dreams, and making them come true.

It's ...

... the courage to keep making a difference,
... creating new paths for others to follow.

The tagline should be used in all communication materials and to provide maximum flexibility, the tagline was designed to be used by itself.

The tagline must always be expressed with both the English and French versions together.

BLAZING THE TRAIL
OUVRIR LA VOIE

1.4 Tagline construction guidelines, clear space guidelines & minimum size

Construction Guidelines

All usage and production of the tagline must adhere to the specified guidelines. The proportion of the English tagline vs the French tagline is three grids by two grids (see construction guidelines below). ONLY use the lockup provided in the CD attached at all times.

Clear Space Guidelines

To ensure the tagline is not compromised, a clear space guideline has been created around it. No other graphic element or type should appear inside this area. The clear space around the tagline is the same measurement as the space between both taglines.

Minimum Size

The minimum width of the tagline should not be less than 50mm at any time. Using the tagline smaller than this recommended size will result in it losing its legibility.

Please refer to 1.16 – 1.17 on the composition method of the core graphic with tagline against the primary colour (Rich Purple, Intense Red and Calm Blue) background.



Construction guidelines



The clear space guideline around the tagline is the space between the English and French tagline.

1.5 Typography

Typography plays an important role in communicating the overall tone and identity of the Games. Careful use of typography establishes the personality of the Singapore 2010 Youth Olympic Games and ensures clarity and harmony of all communications. Comic Book Commando and Lucida Sans

Primary Font

Comic Book Commando

Comic Book Commando is a bold, visually playful expression of the more commonly seen Comic Book Sans. This expressive font conveys the joy and dynamism that we would associate with the Youth Olympic Games, making it very suitable for headlines, titles, and such.

Comic Book Commando

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

have been carefully selected as the Primary and Secondary fonts respectively.

Never distort, condense, stretch or alter the Primary and Secondary fonts in any way.

Secondary Font

Lucida Sans

Lucida Sans is a simple, clean, robust sans serif type that is highly legible and, therefore, highly suitable for communication usage. It has a universal appeal that makes it appropriate for a range of applications such as in text and display work.

Lucida Sans Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

1.6 Colours of the core graphic

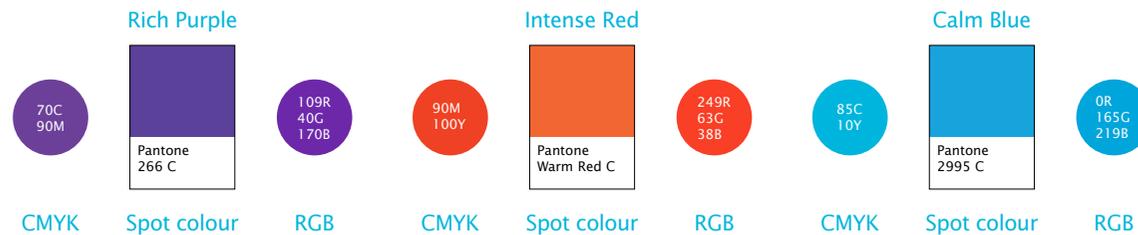
The primary colours of the core graphic are drawn from the emblem palette colours: Rich Purple is the Games' main colour theme, Calm Blue is chosen to represent water and Intense Red to symbolise fire of the core graphic .

The primary colours of the core graphic: Rich Purple, Intense Red and Calm Blue, can be used in monochrome or tri-tone applications. (see example below).

The Games' main colour theme of Rich Purple should always be the primary colour choice for all executions. Calm Blue and Intense Red can be used as supporting colour choices in secondary executions of the core graphic.

Tri-tone applications must only use Intense Red, Rich Purple and Calm Blue, with the Rich Purple portion in the middle between the other two colours.

Should the design favour the use of a greyscale core graphic, min 20% to max 70% grey is the preferred intensity.



Core graphic in monochrome



Core graphic in tri-tone background



Core graphic in tri-tone



Core graphic in min 20% grey tone



Core graphic in max 70% grey tone



Core graphic in black tone

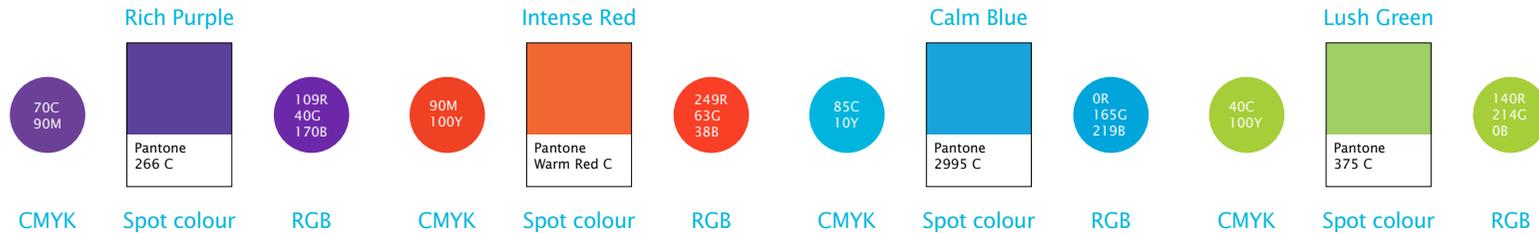


Tri-tone
Intense Red, Rich Purple & Calm Blue

1.7 Colour palette for print & digital media

When using the core graphic for print and digital media applications, you can use the four colours which are drawn from the emblem palette colours: Intense Red, Rich Purple, Calm Blue and Lush Green. The vibrant combination of Intense Red, Rich Purple, Calm Blue and Lush Green is drawn from the natural palette of Singapore – the sparkling water, verdant plant life and rich biodiversity that characterises 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.

Please note that Lush Green is only to be used in monochrome applications in combination with other monochrome applications of the other approved colours (e.g. Four banners in monochrome Intense Red, Rich Purple, Calm Blue and Lush Green). Lush Green is not to be used in tri-tone applications.

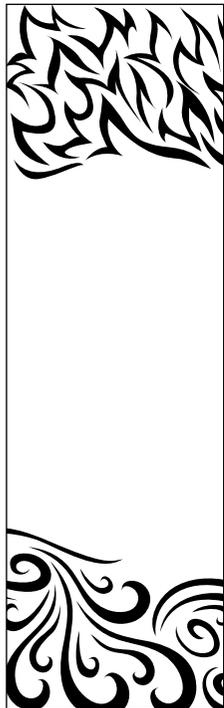


1.8 Core graphic cropping guidelines: vertical layout

There are various approved ways to crop and display the core graphic. Choose the one most appropriate for your application.

When applying the core graphic, the fire's tips should always point upwards and water should always flow downwards

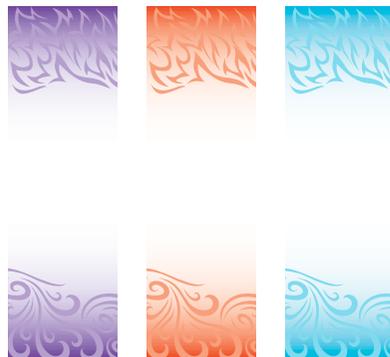
[see example below of 1.8 (A)]. In a vertical layout, the fire core graphic should always be placed on top and the water core graphic at the bottom. And the core graphic **MUST** always feature both fire and water together and not just fire or water alone.



1.8 (A)
Fire above, water below, separated by negative space



Example of applying **1.8 (A)** on all colour versions



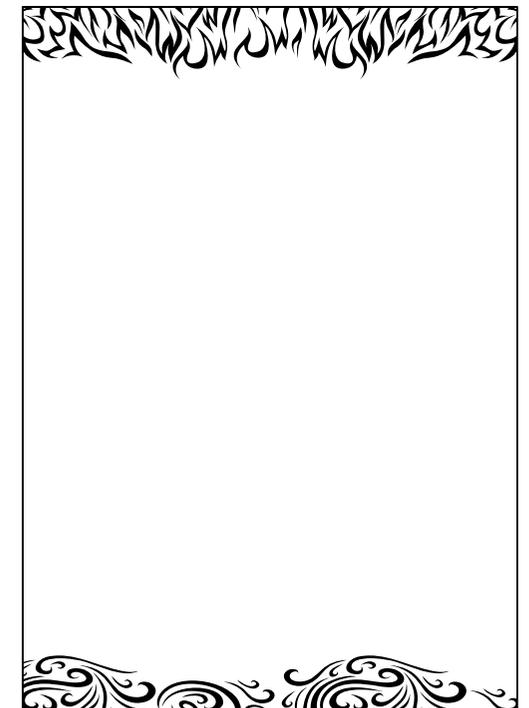
Example of applying **1.8 (A)** on all colour gradient versions



1.8 (B)
Vertical application with core graphic enlarged



Example of applying **1.8 (B)** on all colour versions

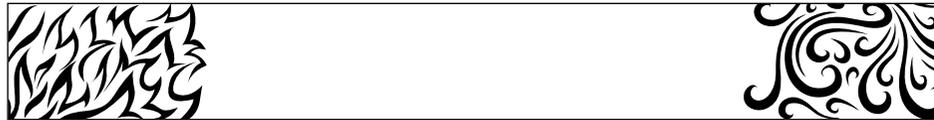


1.8 (C)
A4 size portrait application with fire above, water below, separated by negative space

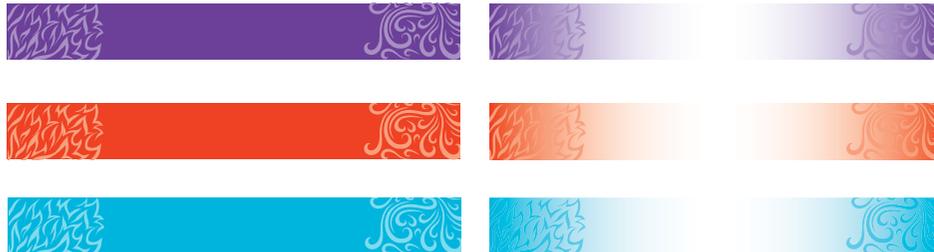
1.9 Core graphic cropping guidelines: horizontal layout

There are various approved ways to crop and display the core graphic. Choose the one most appropriate for your application.

In a horizontal layout, the fire core graphic should always be placed on the left and the water core graphic on the right. And the core graphic **MUST** always feature both fire and water together and not just fire or water alone.



1.9 (D)
Fire at left, water at right, separated by negative space



Example of applying **1.9 (D)** on all colour versions

Example of applying **1.9 (D)** on all gradient colour versions



1.9 (E)
Horizontal application with fire and water repeated

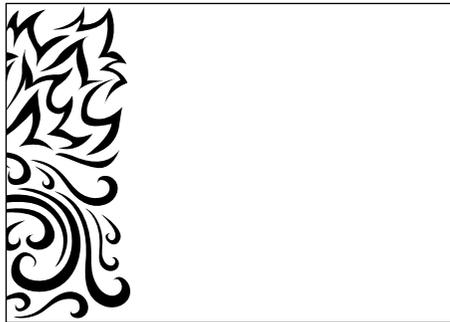


Example of applying **1.9 (E)** on all colour versions

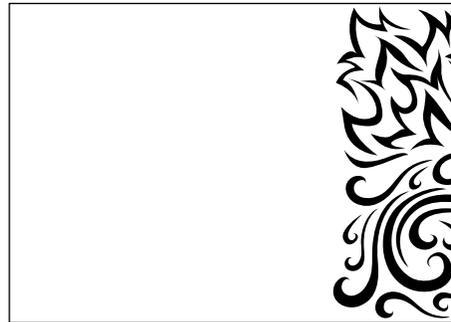
1.10 Core graphic cropping guidelines: various layout

There are various approved ways to crop and display the core graphic. Choose the one most appropriate for your application.

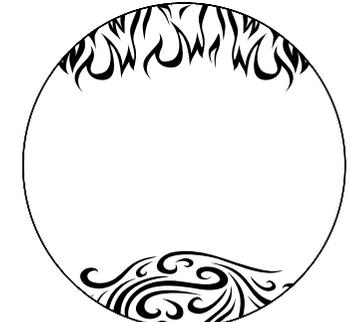
The core graphic **MUST** always feature both fire and water together and not just fire or water alone.



1.10 (F)
A4 landscape size application with core graphic on either side of the layout



1.10 (G)
Square application with fire above, water below, separated by negative space



1.10 (H)
Circular application with fire above, water below, separated by negative space



Example of applying **1.10 (F)** on all colour versions



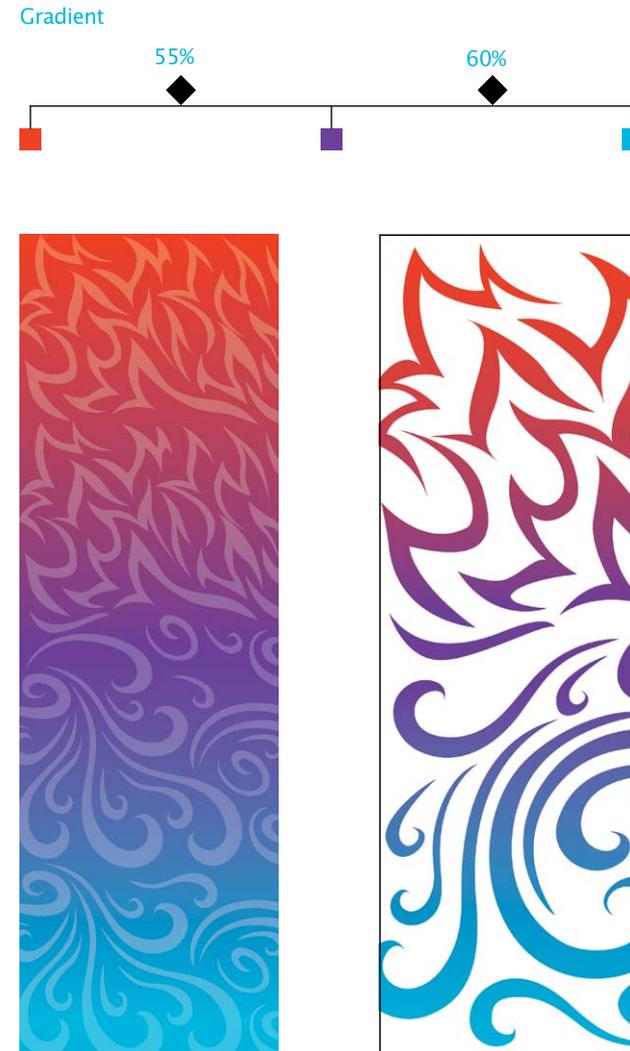
1.10 (I)
Rectangle application with full core graphic



1.10 (J)
Square application with full core graphic

1.11 Usage guide of tri-tone applications of the core graphic

When developing tri-tone applications comprising Intense Red, Rich Purple and Calm Blue, please ensure the Rich Purple portion is in the middle between the other two colours. Also, the percentage of area covered by each of the three colours should be roughly equal. You can apply tri-tone colours to the core graphic only or the background only, but not both. If you are applying tri-tone colours to the background, core graphic must be in 50% opacity white.



1.12 Composition guide of the core graphic with emblem: vertical layout

Users should combine it with guidelines from the Singapore 2010 Youth Olympic Games Emblem and Wordmark Manual.

The primary full-colour emblem must only be used on a white or very light-coloured background. On a dark-coloured background, the reverse must be used. Align the emblem centre with core graphic fire above, water below, separated by negative space.



1.13 Composition guide of the core graphic with emblem: horizontal & square layout

Users should combine it with guidelines from the Singapore 2010 Youth Olympic Games Emblem and Wordmark Manual.

The full-colour emblem must only be used on a white or very light-coloured background. On a dark-coloured background, the reverse must be used. Align the emblem centre with core graphic fire at left, water at right, separated by negative space.



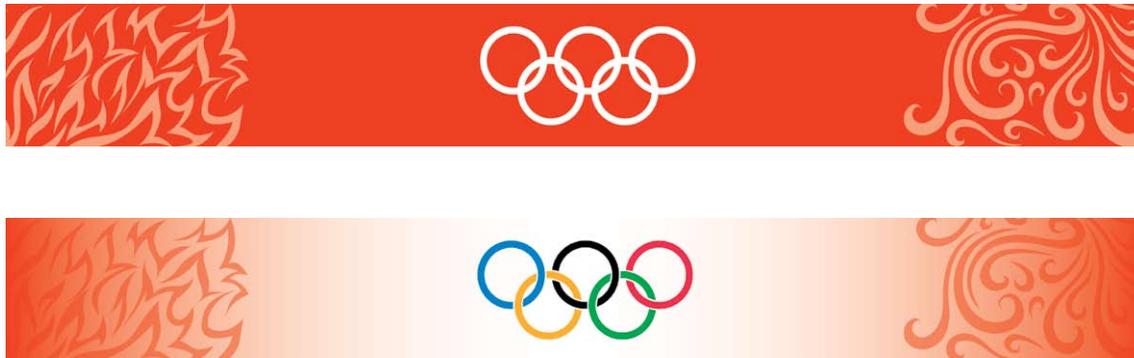
1.14 Composition guide of the core graphic with Olympic Rings

This page specifies the composition method of the core graphic with the Olympic Rings. Users should refer to usage guidelines in the Singapore 2010 Youth Olympic Games Emblem and Wordmark Manual as well.

Full-colour Olympic Rings should be put on white or light-coloured background; the Olympic Rings should be used in reverse white if placed on a dark-coloured background.

Guidelines are applicable for other colour versions: Rich Purple and Calm Blue.

Align the Olympic Rings in the centre with core graphic, fire above, water below or fire at left, water at right, separated by negative space.



1.15 Recommended colour usage of Tagline

There are two ways of using colour for the tagline: Black and Rich Purple. These two colour options can also each be used with a white border to help bring out the readability of the tagline.

When the background is white or light-coloured, a black tagline could be used. Please note the percentage of black used.

English and French translation: 100% black; color: 70C90M

BLAZING THE TRAIL 70C90M
OUVRIR LA VOIE 70C90M

BLAZING THE TRAIL 100% black
OUVRIR LA VOIE 100% black

BLAZING THE TRAIL white border 25% width
OUVRIR LA VOIE of thickness based on
each letter

1.16 Composition guide of the core graphic with the tagline: vertical layout

This page specifies the composition method of the core graphic with the Singapore 2010 tagline.

The core graphic should be placed in the background of the tagline; in this way, the tagline will be presented as the visual focus.

The tagline should be vertical and downwards when used on vertical layout. See below for vertical layout example with all colour versions.

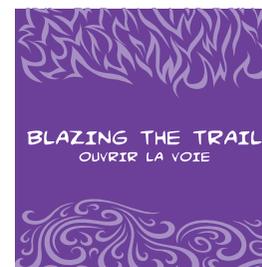
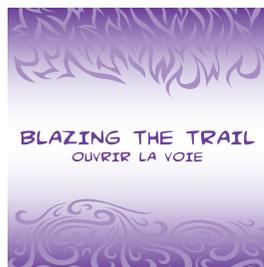


1.17 Composition guide of the core graphic with the tagline: horizontal & square layout

This page specifies the composition method of the core graphic with the Singapore 2010 tagline.

The black colour tagline should be put on white or light-coloured background; the tagline should be used in reverse white if placed on a dark-coloured background.

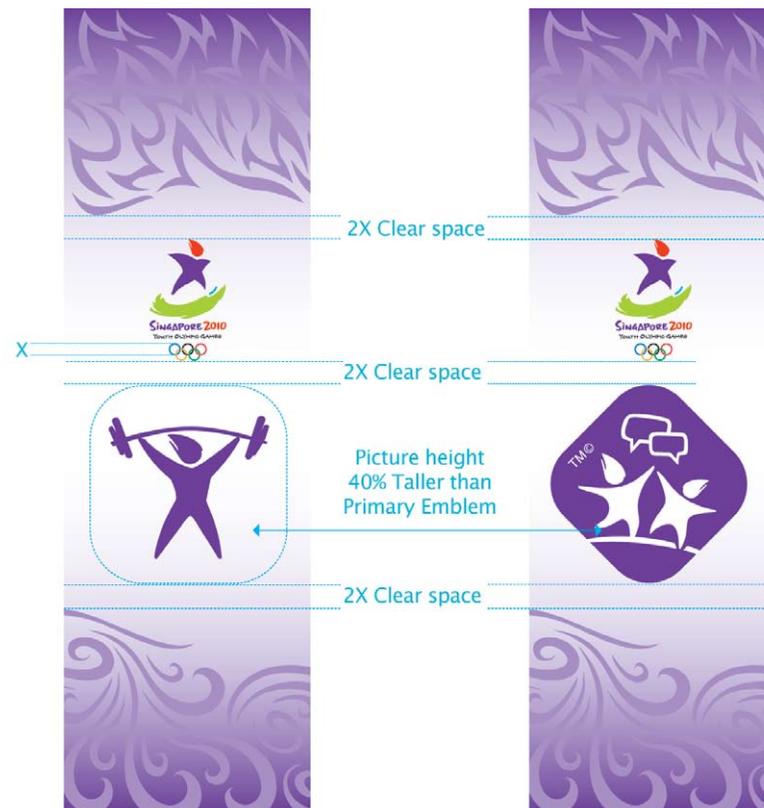
See below for horizontal and square layout examples with all colour versions.



1.18 Composition guide of the core graphic with the pictograms

This page specifies the composition method of the core graphic with specific pictograms. Users should combine it with guidelines in the Singapore 2010 Youth Olympic Games Pictograms Manual.

Clear space requirements must be observed when combining the pictograms with the core graphic to ensure the articulation of the pictograms is not affected. Please refer to the pictogram manual for clear space dimensions.

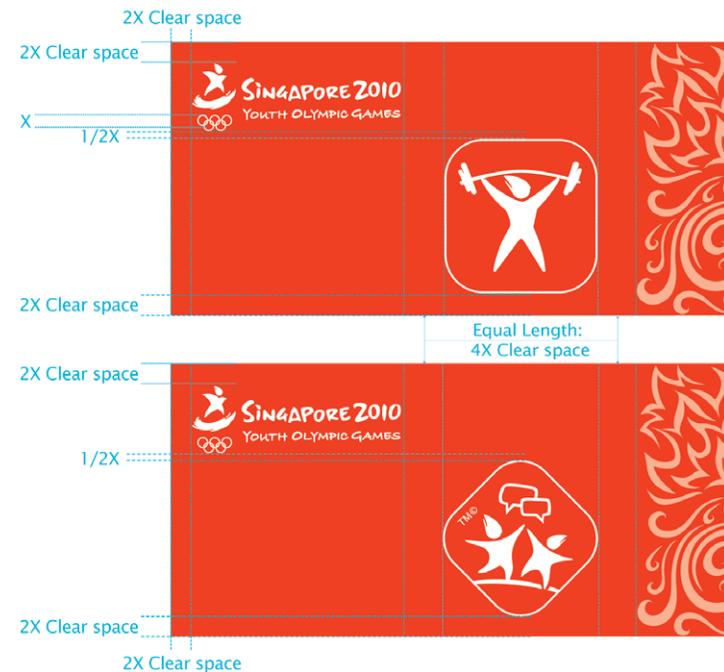


If the pictograms are put on dark-coloured background, the core graphic should be the complementary element of the composition.

Always ensure that the colour used for the pictogram complements the background colour.

When the emblem and the pictogram appears together, always ensure that their sizes are at the ratio of 60:100 percent.

For more details, please refer to the usage guidelines in the Singapore 2010 Youth Olympic Games Pictograms Manual.



1.19 Composition guide of the core graphic with pictures

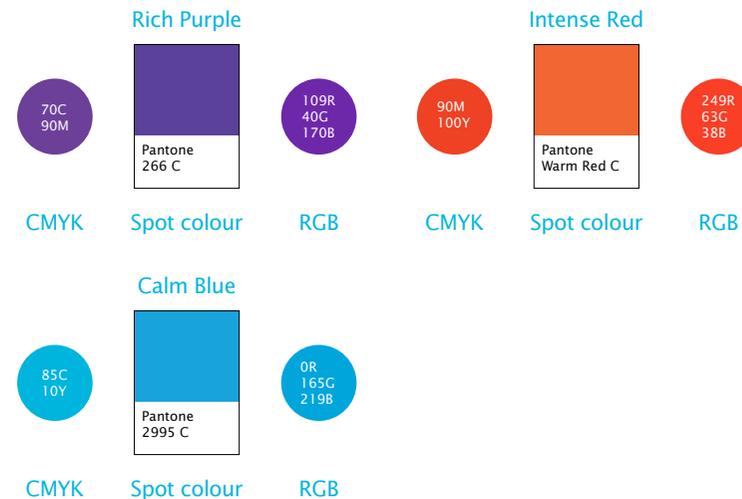
This page specifies the composition method of the core graphic with the pictures.

Ensure that the colour chosen for the core graphic complements that of the picture.



When putting pictures on the core graphic, it is recommended that you only use single colour for the core graphic; tri-tone should be applied carefully after checking that it does not clash with the picture colours.

Also ensure that the edges of the picture are softened so that the final results appear pleasing to the eye.



1.19 Composition guide of the core graphic with pictures (cont.)

An exception to the previous rule is when the picture used is cropped. Cropped pictures can appear on top of the core graphic. In order to allow for the picture to stand out from the core graphic, the core graphic would have to be 50% of 70C90M.

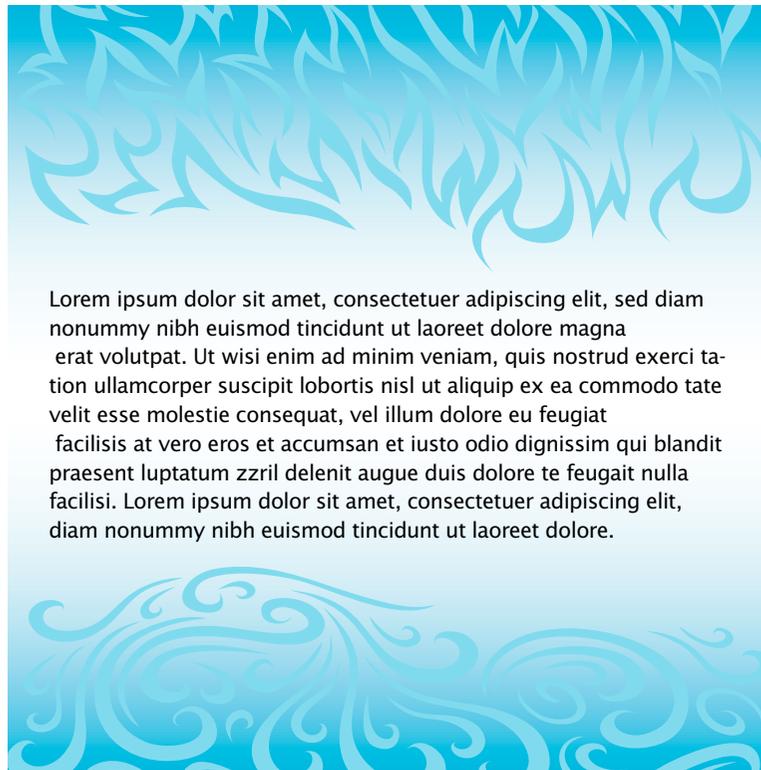
Do note that when this occurs that 80% of the core graphic should be unobstructed. The background used must always be light-coloured. Please refer to the example below.



1.20 Composition guide of the core graphic with words

This page specifies the composition method of the core graphic with words.

When composing with words, text can be used in reverse white when placed over dark and coloured background. Black text should be used in light-coloured background.





Contact Information

2.0 Contact Information

Core Graphic Request

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

Any Singapore 2010 Youth Olympic Games core graphic may not be used unless a written approval has been issued by SYOGOC. Please fill in the Singapore 2010 Youth Olympic Games Core Graphic 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 core graphic 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 core graphic is upheld. Protecting the core graphic 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.