

# Singapore 2010™ Youth Olympic Games Pictograms Manual



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

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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 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 culture 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](http://www.singapore2010.sg).

## About our brand

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 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 Singapore 2010 Youth Olympic Games Culture and Education Programme (CEP) Pictograms

The IOC's vision is for the YOG to be an event integrating sport, culture and education. The CEP forms an integral component of Singapore 2010 and will provide a memorable and inspiring experience for the athletes. The CEP aims to engage and inspire the athletes to be true Champions, to adopt and live by the Olympic values of Excellence, Friendship and Respect and play active roles in their communities.

The CEP comprises modular, fun and interactive activities centred on the educational themes of Olympism, Skills Development, Well-Being and Healthy Lifestyle, Social Responsibility and Expression. Activities reflective of these five themes provide the context for the athletes to learn, contribute, interact and celebrate. Through these activities, the athletes will learn about important global and sports issues, interact with other young people, contribute to the environment and society, and celebrate the Olympic movement and the diverse cultures of the world.

The CEP Pictograms draw their inspiration from the Singapore 2010 Official Emblem – 'Spirit of Youth'. In the case of the CEP Pictograms, the adaptation of the Official Emblem represents the passion and curiosity of young people around the world in discovering what the CEP at the Games has to offer. The design of the pictograms uses a dynamic graphic style similar to that of the Sport Pictograms, but in a distinctive diamond shape. The focus of the designs is on fun, self-discovery, learning and sharing depicted in a highly interactive way. Collectively, the pictograms depict the characters sharing and supporting each other, and them being inspired by activities relating to sports, arts, environment, culture and the community. (Please refer to page 10 for the complete set of CEP pictograms)

## About Singapore 2010 Youth Olympic Games Sport Pictograms

Sport pictograms will be an integral part of the imagery of the Singapore 2010 Youth Olympic Games and will have a key role in its effective communication and marketing. As well as identifying the sport that will be represented at the Games, the sport pictograms will also feature prominently in wayfinding signages, broadcasting and publicity materials.

In modern Olympic history many host cities have put their own unique imprint on sport pictograms design and Singapore will be no different. The inspiration for the Singapore 2010 Youth Olympic Games Sport Pictograms comes from the Official Emblem itself – ‘Spirit of Youth’ – which is depicted participating in each of the 26 sports of the Youth Olympic Games. With its distinctive flaming head and star-shaped body, the adaptation of ‘Spirit of Youth’ within the sport pictograms represents the passion, dedication and sportsmanship of the youth who will be competing across all disciplines.

The sport pictograms also have a distinctive, contemporary graphic style that will make them a highly recognisable feature of the inaugural Youth Olympic Games. (Please refer to page 24 for the complete set of sport pictograms)

## About this manual

The Singapore 2010 Youth Olympic Games Pictograms must be presented in quality and excellence in any form of application, ensuring the value is enhanced and preserved. As such, it is important for users to understand, respect and apply the pictograms correctly. Singapore Youth Olympic Games Organising Committee (SYOGOC) has issued this manual to define the specific use of the pictograms, forms, colours, typography and correct applications to ensure consistency.

To request use of the pictograms, the Committee must be contacted. By receiving the right to use the pictograms, we welcome you as an ambassador of Singapore 2010 and our brand, and hope your project will respect our vision and help to bring this celebration to life.

Let the Games begin.

## About authenticating notice

The Singapore 2010 Youth Olympic Games Pictograms 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. In some cases, the use or placement of an authenticating notice might not be practical. Written approval from SYOGOC must be sought.



# **Usage Guidelines for the Culture and Education Programme (CEP) Pictograms**

## 1.1 Introduction to CEP Pictograms

Complete set of Singapore 2010 Youth Olympic Games CEP Pictograms



Arts and Culture



Chat with Champions



Community Project



Discovery Activity



Exploration Journey



Island Adventure



World Culture Village

## 1.1 Introduction to CEP Pictograms



Arts and  
Culture

Participants get to enjoy an exciting mix of music performances, dance acts and inspirational artworks. Residents of and visitors to the Youth Olympic Village can join in the fun during evening festivals and get to appreciate different Olympic-themed art installations. These Arts and Culture activities bring out the celebration of youth, cultures and friendships made at the Games.

### **About the pictogram**

The pictogram features a joyful character, a whimsical musical note and a paint brush – symbolising the arts and celebration.



Chat with  
Champions

Find out what champions are made of. Participants have the opportunity to get up close with role models such as Olympians and global leaders and hear them share personal and inspirational stories about the Olympic values of Excellence, Friendship and Respect.

### **About the pictogram**

An energetic high-five action shows the connection created between the role models and the participants while the speech bubbles depict the dialogues that they engage in.

## 1.1 Introduction to CEP Pictograms



Community  
Project

Participants and local beneficiaries get to do different fun activities together like drumming and circus acts. Through doing these Community Projects, participants get to make friends with the local beneficiaries, learn about social responsibility and are encouraged to contribute back to their own communities.

### **About the pictogram**

The simple but meaningful act of holding a heart together represents generous giving to the community.



Discovery  
Activity

Participants explore topics relevant in their journeys towards becoming champions in life. Through free-and-easy interactive exhibitions and workshops, participants can learn interesting facts about the history of Olympism, find out more about important health and nutrition matters, careers in sport, and learn about key global issues.

### **About the pictogram**

The glowing light bulb symbolises new ideas and perspectives while the characters depict joy in discovering new insights.

## 1.1 Introduction to CEP Pictograms



Exploration  
Journey

Participants can embark on a green adventure in the half-day Exploration Journeys to HortPark and Marina Barrage, two of Singapore's newest environment-themed attractions. Participants get a chance to build mini gardens enclosed in glass bottles and enjoy spectacular views of the city and Singapore's waterfront, the Marina Bay.

### **About the pictogram**

The act of carrying a leaf with a water droplet by the character symbolises a healthy respect for the environment. The advancing character also reflects the positive spirit of wanting to promote environmental awareness to others.



Island  
Adventure

Spend a day outdoors and enjoy what the Island Adventure can offer. Participants work in teams to go through confidence-building courses, take part in water activities, and overcome physical challenges. Teamwork, mutual respect and friendship are essential in overcoming these challenges under the guidance of trained instructors.

### **About the pictogram**

Set against the tropical island backdrop are outdoor adventures waiting to be explored. The action of lending a helping hand to a fellow climber represents teamwork, friendship and the sporting spirit.

## 1.1 Introduction to CEP Pictograms



World  
Culture Village

The World Culture Village is at the heart of the Youth Olympic Village Square. Visitors to the World Culture Village meet with one another and with Singaporean youths hosting cultural booths featuring each of the participating National Olympic Committees. Each booth gives visitors the chance to explore different cultures and take part in fun activities like face painting and traditional games.

### **About the pictogram**

The celebrating characters on top of the globe show youth of the world coming together, learning about different cultures and appreciating diversity in the world.

## 1.2 Typography

### Typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Singapore 2010 Youth Olympic Games communications. We have selected Lucida Sans as the corporate typeface.

Designed in 1985, Lucida Sans font is a simple, clean, robust sans serif type that is highly legible. It has a universal quality that makes it appropriate for many applications. It is equally successful in text and display work.

Never distort, condense, stretch or alter the corporate typeface in any way.

### Lucida Sans Font Family

Lucida Sans Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz1234567890

*Lucida Sans Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*  
*abcdefghijklmnopqrstuvwxyz1234567890*

**Lucida Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz1234567890**

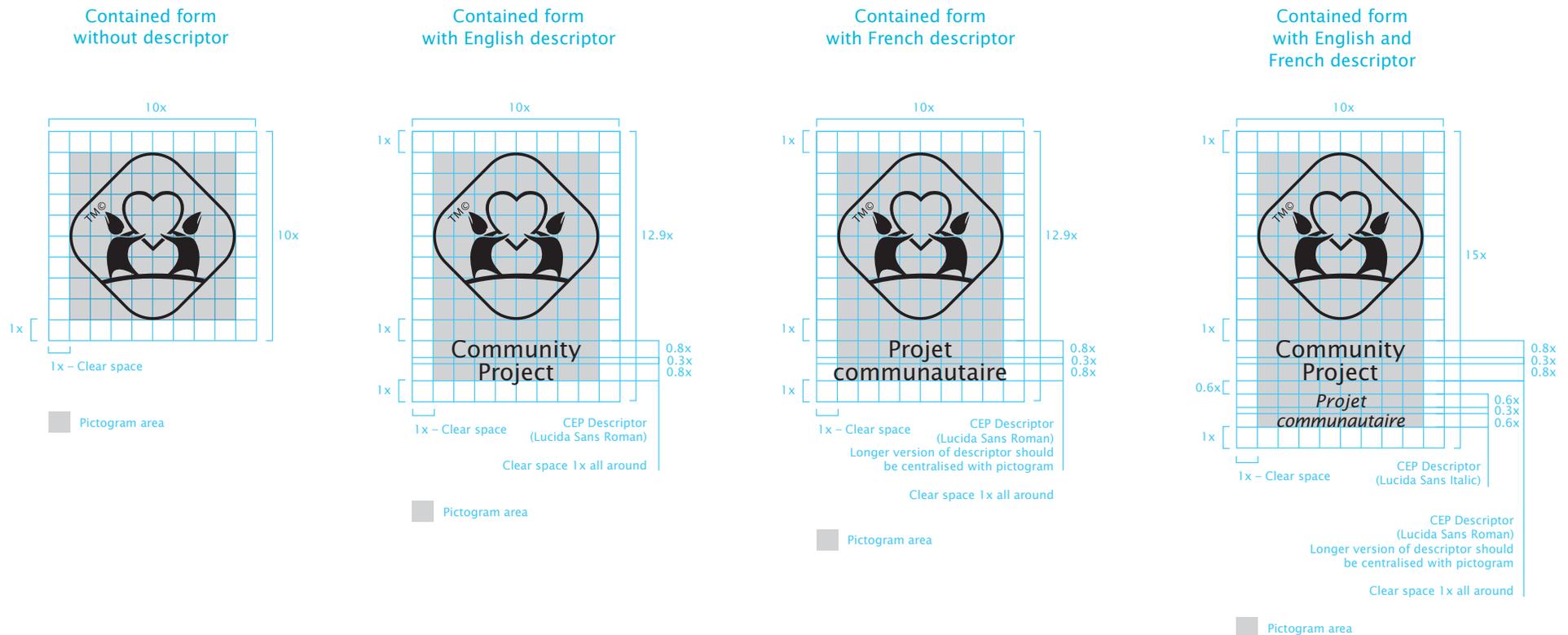
***Lucida Sans Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890***  
***abcdefghijklmnopqrstuvwxyz1234567890***

## 1.3 Clear Space Requirements

To guarantee the legibility and integrity of the CEP pictogram, a minimum distance from other graphics (clear space) must be respected. It is recommended to use more than the minimum clear space stated around the CEP pictogram. The intention is to avoid overcrowding and to optimise impact and prominence.

**Recommended position:**  
The CEP pictogram can be placed in any position as long as it is adhering to the minimum clear space.

The clear space around the CEP pictogram is X. "X" is a basic unit of measurement.



## 1.4 Minimum Sizes

Minimum size must be observed in order to preserve the integrity of the CEP pictograms. Any sizes smaller than the minimum sizes indicated below are prohibited.

The minimum size for CEP pictogram without descriptor is 15mm in height.

The minimum size for CEP pictogram with English/French descriptor is 21 mm in height.

The minimum size for CEP pictogram with English and French descriptor is 24.5mm in height.

Contained form  
without descriptor



Contained form with  
English/French descriptor



Community  
Project

Contained form with English and  
French descriptor



Community  
Project  
*Projet  
communautaire*

≥15mm



≥21mm



Community  
Project

≥24.5mm



Community  
Project  
*Projet  
communautaire*

## 1.5 Scaling

The ratio of 1:1 in length and width should be applied for enlargement or reduction.

The scaling is done in proportion and this applies to all forms of the CEP pictograms.



## 1.6 Colour Variants

### Colour Variants

These colour variants are applicable to all versions of the CEP pictograms.

Black



Community Project

Reversed white on black background



Community Project

Reversed white on purple background



Community Project

Reversed white on red background



Community Project

Reversed white on blue background



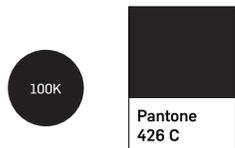
Community Project

Reversed white on green background



Community Project

New Black



CMYK Spot colour



RGB



CMYK

Rich Purple



Spot colour



RGB



CMYK

Intense Red



Spot colour



RGB



CMYK

Calm Blue



Spot colour



RGB



CMYK

Lush Green



Spot colour



RGB

## 1.7 Application On Backgrounds

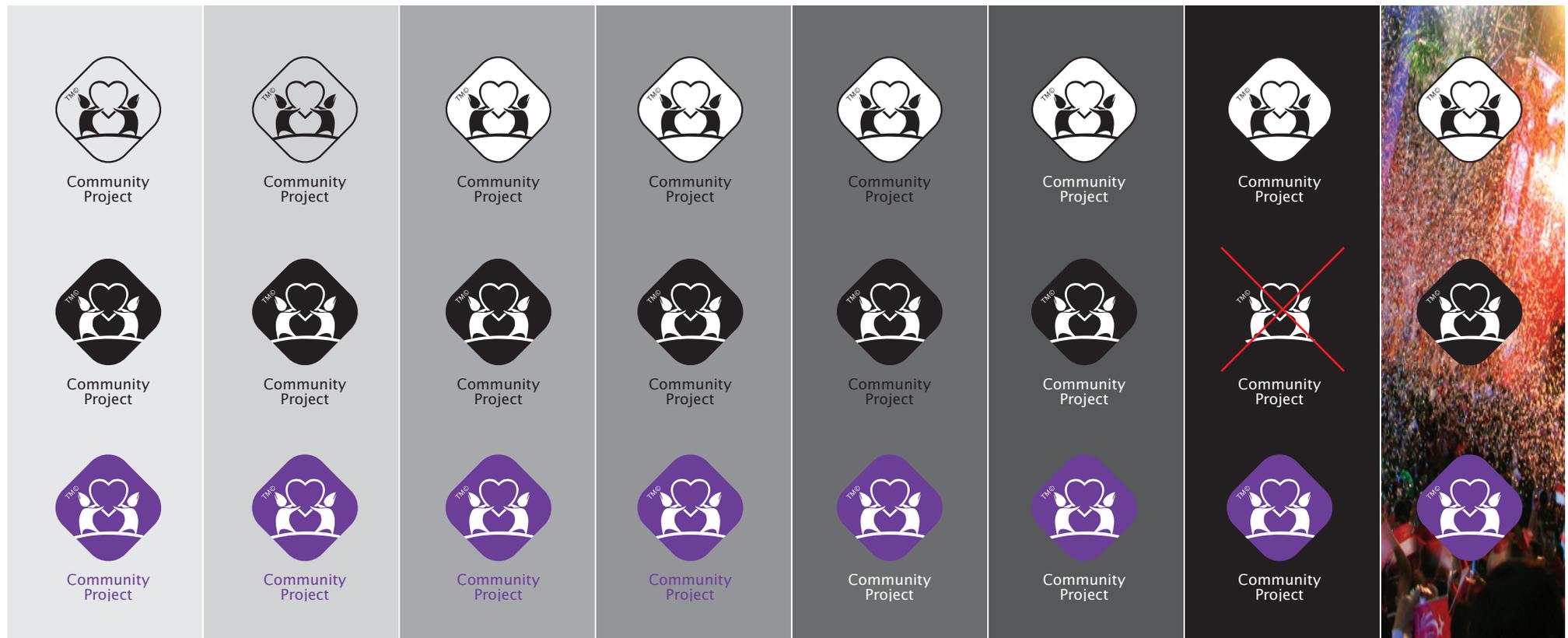
### Application On Backgrounds

When applied to backgrounds, positive contained form should only be applied to light coloured backgrounds. Reversed contained form can be applied on medium to dark coloured backgrounds. When applied to busy backgrounds, the contained form must be used.

Light Background

Dark Background

Busy Background



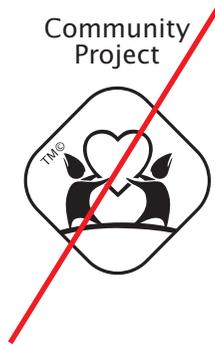
The above examples are just a guide. Please contact SYOGOC Brand Team for usage approval.

## 1.8 Restrictions

These examples indicate how the CEP pictograms must not be used.



Do not tilt  
at any angle



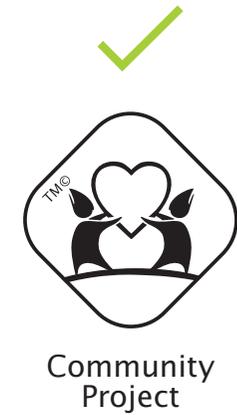
Do not rearrange  
the elements



Do not rearrange  
TM© logo



Do not distort  
the emblem



Correct  
Usage



Do not change descriptor  
text alignment



Do not alter the  
colour arrangement



Do not apply onto  
busy background



Do not show  
incomplete pictogram



Do not alter  
the background



## **Usage Guidelines for the Sport Pictograms**

## 2.1 Introduction to Sport Pictograms

### Basic form

The basic form can only be used for situation where the pictogram frame interferes with the shape of the medium, e.g. round badges or a pen.

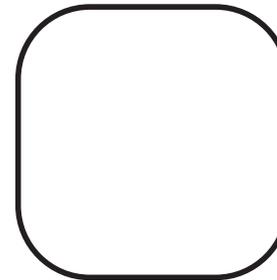


### Contained form

The contained form is created by placing the basic form in the pictogram frame. The pictogram frame is 1:1 in length and width. The same ratio should be applied for enlargement or reduction.



+



=



Basic form

Pictogram frame

Contained form

## 2.1 Introduction to Sport Pictograms

Complete set of Singapore 2010 Youth Olympic Games Sport Pictograms



Aquatics



Archery



Athletics



Badminton



Basketball



Boxing



Canoe-Kayak



Cycling



Equestrian



Fencing



Football



Gymnastics



Handball



Hockey



Judo



Modern Pentathlon



Rowing



Sailing



Shooting



Table Tennis



Taekwondo



Tennis



Triathlon



Volleyball



Weightlifting



Wrestling

## 2.2 Typography

### Typography

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Designed in 1985, Lucida Sans font is a simple, clean, robust sans serif type that is highly legible. It has a universal quality that makes it appropriate for many applications. It is equally successful in text and display work.

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### Lucida Sans Font Family

Lucida Sans Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
abcdefghijklmnopqrstuvwxyz1234567890

*Lucida Sans Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*  
*abcdefghijklmnopqrstuvwxyz1234567890*

**Lucida Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**abcdefghijklmnopqrstuvwxyz1234567890**

***Lucida Sans Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890***  
***abcdefghijklmnopqrstuvwxyz1234567890***

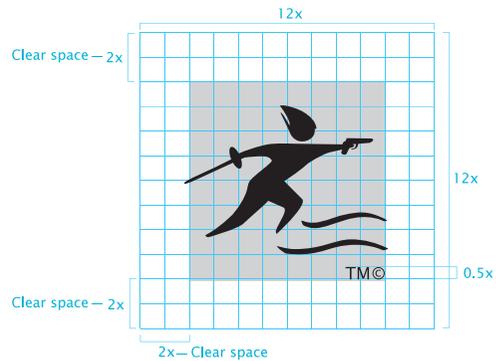
## 2.3 Clear Space Requirements

To guarantee the legibility and integrity of the sport pictogram, a minimum distance from other graphics (clear space) must be respected. It is recommended to use more than the minimum clear space stated around the sport pictogram. The intention is to avoid overcrowding and to optimise impact and prominence.

The clear space around the sport pictogram is X. "X" is a basic unit of measurement.

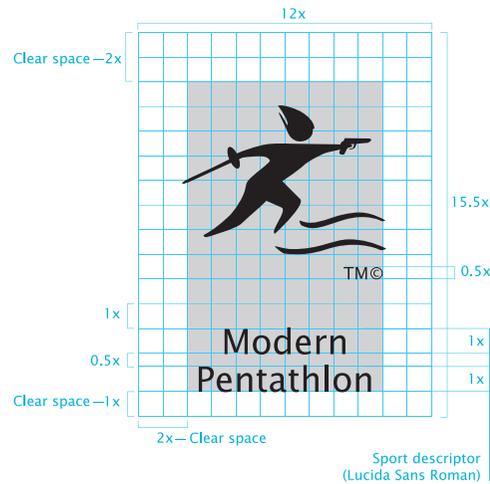
**Recommended position:**  
The sport pictogram can be placed in any position as long as it is adhering to the minimum clear space.

Basic form  
without descriptor



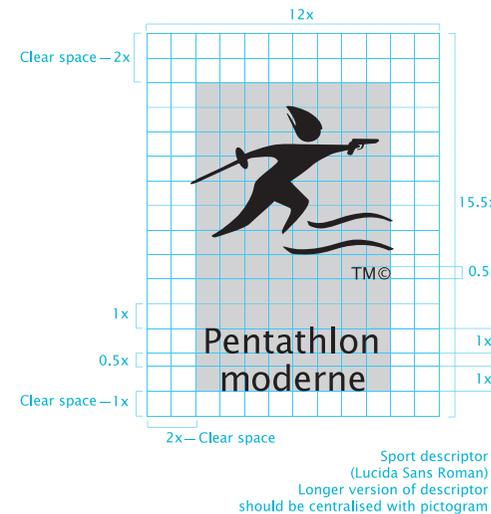
Pictogram area

Basic form  
with English descriptor



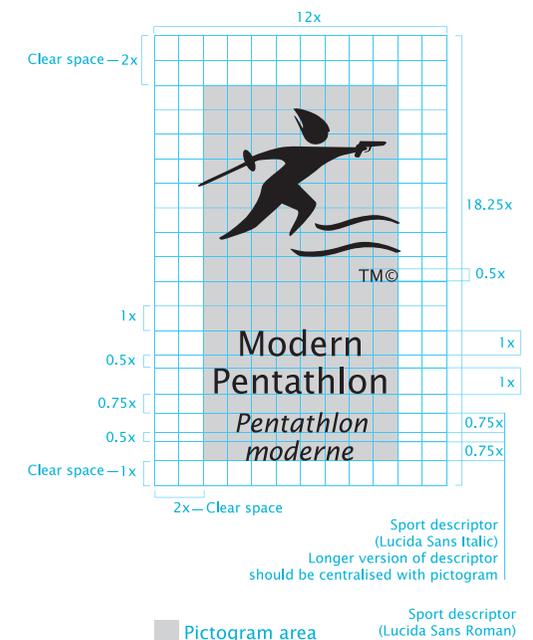
Pictogram area

Basic form  
with French descriptor



Pictogram area

Basic form  
with English and  
French descriptor



Pictogram area

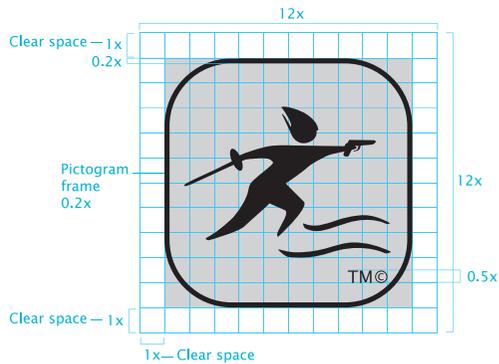
## 2.3 Clear Space Requirements

To guarantee the legibility and integrity of the sport pictogram, a minimum distance from other graphics (clear space) must be respected. It is recommended to use more than the minimum clear space stated around the sport pictogram. The intention is to avoid overcrowding and to optimise impact and prominence.

The clear space around the sport pictogram is X. "X" is a basic unit of measurement.

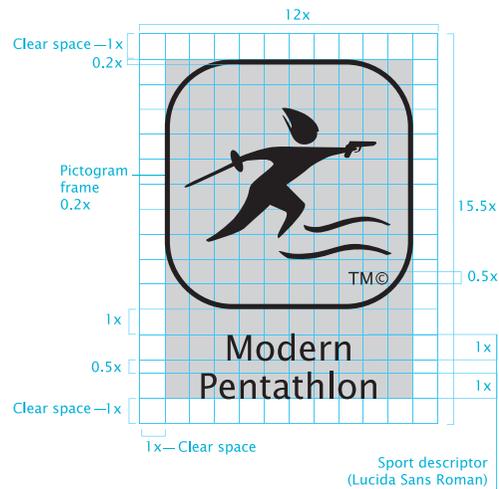
**Recommended position:**  
The sport pictogram can be placed in any position as long as it is adhering to the minimum clear space.

Contained form  
without descriptor



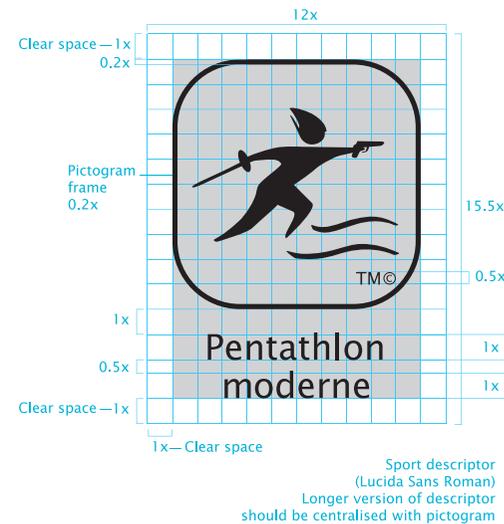
Pictogram area

Contained form  
with English descriptor



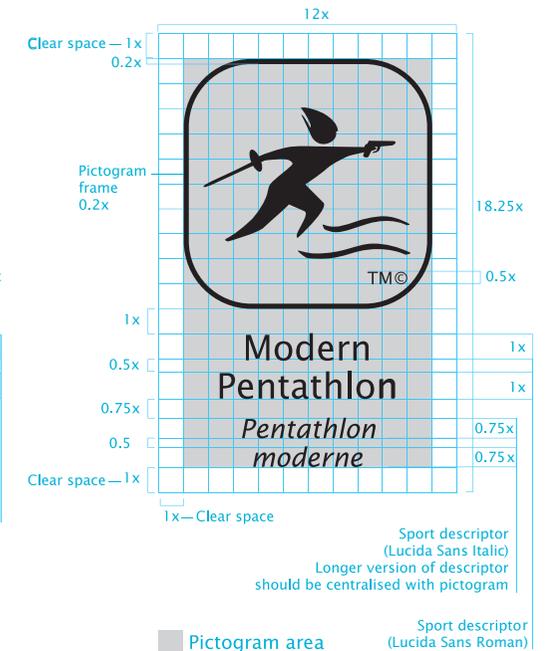
Pictogram area

Contained form  
with French descriptor



Pictogram area

Contained form  
with English and  
French descriptor



Pictogram area

## 2.4 Minimum Sizes

Minimum size must be observed in order to preserve the integrity of the sport pictograms. Any sizes smaller than the minimum sizes indicated below are prohibited.

The minimum size for basic form without descriptor is 8mm in height.

The minimum size for basic form with English/French descriptor is 12mm in height.

The minimum size for basic form with English and French descriptor is 14.5mm in height.

The minimum size for contained form without descriptor is 10mm in height.

The minimum size for contained form with English/French descriptor is 14mm in height.

The minimum size for contained form with English and French descriptor is 16.5mm in height.

Basic form  
without descriptor



Basic form with  
English/French descriptor



Modern  
Pentathlon

Basic form with English  
and French descriptor



Modern  
Pentathlon  
*Pentathlon  
moderne*

Contained form  
without descriptor



Contained form with  
English/French descriptor



Modern  
Pentathlon

Contained form with English  
and French descriptor



Modern  
Pentathlon  
*Pentathlon  
moderne*



## 2.5 Scaling

The ratio of 1:1 in length and width should be applied for enlargement or reduction.

The scaling is done in proportion and this applies to all forms of the sport pictograms.



Modern  
Pentathlon  
*Pentathlon  
moderne*



Modern  
Pentathlon  
*Pentathlon  
moderne*

## 2.6 Colour Variants

### Colour Variants

These colour variants are applicable to all versions of the sport pictograms.

|                   |                                    |                                     |                                  |                                   |                                    |
|-------------------|------------------------------------|-------------------------------------|----------------------------------|-----------------------------------|------------------------------------|
| Black             | Reversed white on black background | Reversed white on purple background | Reversed white on red background | Reversed white on blue background | Reversed white on green background |
|                   |                                    |                                     |                                  |                                   |                                    |
| Modern Pentathlon | Modern Pentathlon                  | Modern Pentathlon                   | Modern Pentathlon                | Modern Pentathlon                 | Modern Pentathlon                  |

|           |             |             |           |             |     |      |             |     |      |             |     |      |             |     |
|-----------|-------------|-------------|-----------|-------------|-----|------|-------------|-----|------|-------------|-----|------|-------------|-----|
| New Black | Rich Purple | Intense Red | Calm Blue | Lush Green  |     |      |             |     |      |             |     |      |             |     |
|           |             |             |           |             |     |      |             |     |      |             |     |      |             |     |
| CMYK      | Spot colour | RGB         | CMYK      | Spot colour | RGB | CMYK | Spot colour | RGB | CMYK | Spot colour | RGB | CMYK | Spot colour | RGB |

## 2.7 Application On Backgrounds

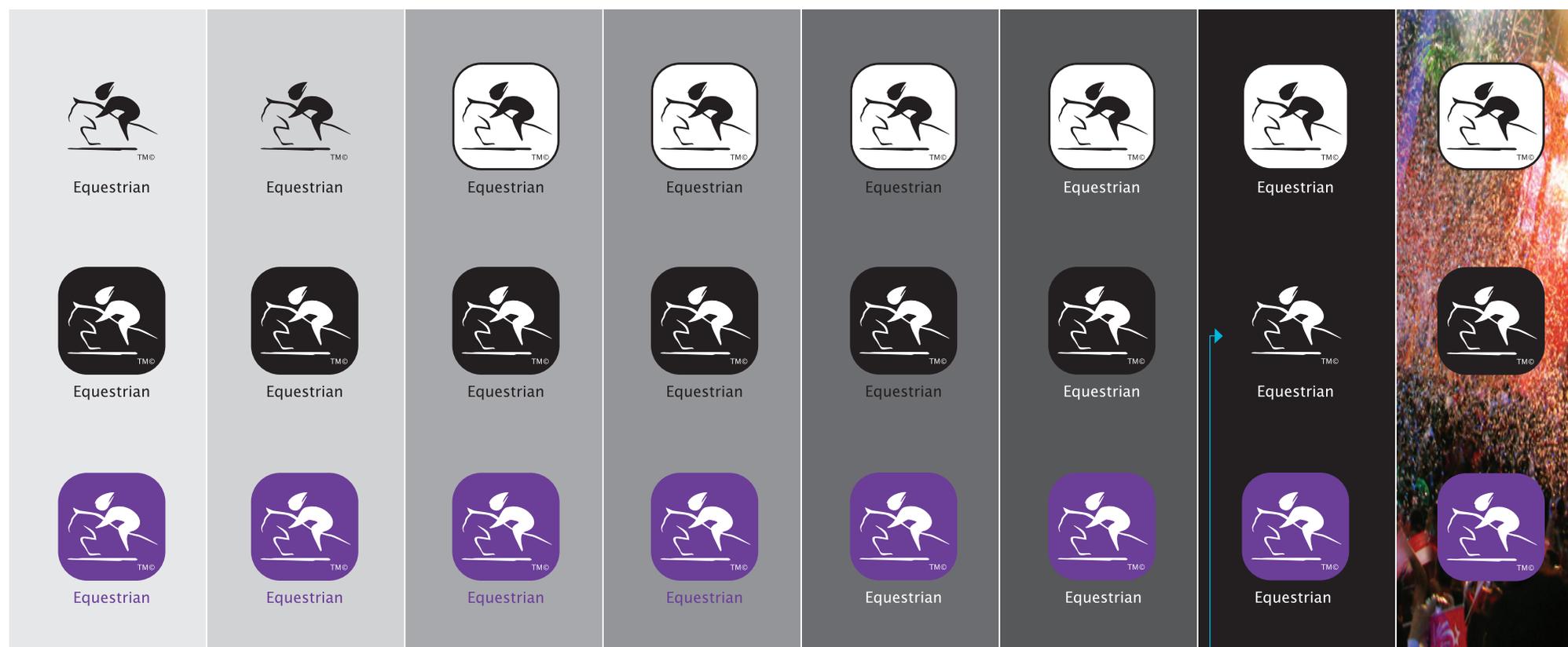
### Application On Backgrounds

When applied to backgrounds, basic form with descriptor should only be applied to light coloured backgrounds. Contained form and the reversed basic form can be applied on medium to dark coloured backgrounds. When applied to busy backgrounds, the contained form sport pictogram must be used.

Light Background

Dark Background

Busy Background



The above examples are just a guide. Please contact SYOGOC Brand Team for usage approval.

Reversed basic form can be applied on medium to dark coloured background

## 2.8 Restrictions

These examples indicate how the sport pictograms must not be used.



Do not tilt  
at any angle



Do not rearrange  
the elements



Do not rearrange  
TM© logo



Do not alter the  
shape of the frame



Correct  
Usage



Do not independently  
scale individual elements



Do not alter the  
colour arrangement



Do not apply onto  
busy background



Do not show  
incomplete pictogram



Do not alter  
the background

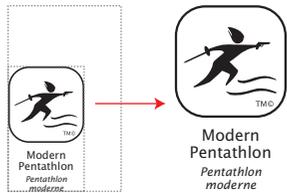


## **Application of Pictograms**

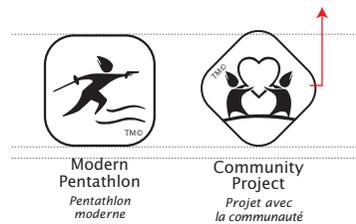
## 3.0 Application of Pictograms

When the Sport and CEP Pictograms are used together with descriptors, please make adjustments to the CEP Pictogram as indicated in steps 1-5.

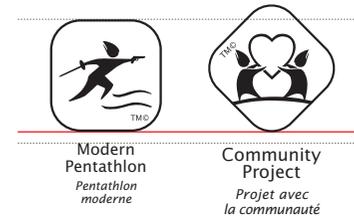
When the Sport and CEP Pictograms are used together without descriptors, please make adjustments to the CEP Pictogram as indicated in steps 2-3.



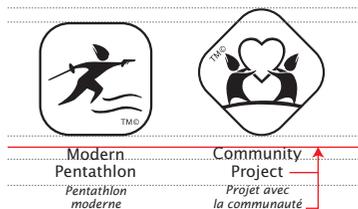
- 1) Firstly, increase Sports Pictogram's minimum size from 10mm to 15mm since the minimum size for CEP Pictogram is 15mm.



- 2) Increase CEP Pictogram's height by 8% more than the Sport Pictogram's to achieve a visual balance. Do adhere to the minimum clear space for each Pictogram of 1X when placed side by side.



- 3) Align the base of the Sports and CEP Pictograms.



- 4) Shift the CEP descriptor up and align top with the Sports Pictogram descriptor. Change the font size of the CEP descriptor to match the font size of the Sports Pictogram. This applies to English, French, and English and French descriptor versions.



- 5) The Pictograms are now aligned and the descriptors are of the same font size.

## 4.0 Contact Information

### **Pictograms Usage Request**

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

Any Singapore 2010 Youth Olympic Games Pictogram may not be used unless a written approval has been issued by SYOGOC. Please fill in the Singapore 2010 Youth Olympic Games Pictograms 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 Pictograms 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 Pictograms is upheld. Protecting these pictograms 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](mailto:brand@singapore2010.sg)  
Telephone : +65 6471 9237 / +65 6471 9238  
Fax : +65 6471 9231

Thank you.

# Singapore 2010 Youth Olympic Games Pictograms 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

### A) Culture and Education Programme (CEP) Pictograms

The CEP pictograms are available in the following colour options. Please tick in the grey boxes the option(s) that you are requesting to use.

| New Black   | Reverse New Black   | Reverse Rich Purple   | Reverse Intense Red   | Reverse Calm Blue   | Reverse Lush Green  |
|---|---|---|---|---|---|
| <br>Arts and Culture | <br>Arts and Culture | <br>Arts and Culture | <br>Arts and Culture | <br>Arts and Culture | <br>Arts and Culture |
|   |   |   |   |   |   |

The CEP pictograms are available in the following descriptor options. Please tick in the grey boxes the option(s) that you are requesting to use.

| Without Descriptor | With English Descriptor | With French Descriptor | With English & French Descriptor |
|--------------------|-------------------------|------------------------|----------------------------------|
|                    |                         |                        |                                  |

## Appendix I

Please tick in the grey boxes the CEP pictograms that you are requesting to use.

|                     |                     |                       |                      |
|---------------------|---------------------|-----------------------|----------------------|
| Arts and Culture    | Chat with Champions | Community Project     | Discovery Activity   |
| Exploration Journey | Island Adventure    | World Culture Village | All 7 CEP Pictograms |

### B) Sport Pictograms

The sport pictograms are available in the following colour options. Please tick in the grey boxes the option(s) that you are requesting to use.

| New Black  | Reverse New Black  | Reverse Rich Purple  | Reverse Intense Red  | Reverse Calm Blue  | Reverse Lush Green   |
|--|--|--|--|--|--|
| <br>Athletics | <br>Athletics | <br>Athletics | <br>Athletics | <br>Athletics | <br>Athletics |

The sport pictograms are available in the following descriptor options. Please tick in the grey boxes the option(s) that you are requesting to use.

| Without Descriptor | With English Descriptor | With French Descriptor | With English & French Descriptor |
|--------------------|-------------------------|------------------------|----------------------------------|
|                    |                         |                        |                                  |

Please tick in the grey boxes the sport pictograms that you are requesting to use.

|               |           |                         |                   |
|---------------|-----------|-------------------------|-------------------|
| Aquatics      | Archery   | Athletics               | Badminton         |
| Basketball    | Boxing    | Canoe-Kayak             | Cycling           |
| Equestrian    | Fencing   | Football                | Gymnastics        |
| Handball      | Hockey    | Judo                    | Modern Pentathlon |
| Rowing        | Sailing   | Shooting                | Table Tennis      |
| Taekwondo     | Tennis    | Triathlon               | Volleyball        |
| Weightlifting | Wrestling | All 26 Sport Pictograms |                   |

**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)

|  |
|--|
| <p>The applicant hereby agrees that if the company / he / she uses the Singapore 2010 Youth Olympic Games Pictograms 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 Pictograms.</p> |
| <p>_____</p> <p>Date, Name, Signature</p>  |

**5. Submission Information**

Please submit this form (fully completed) with all necessary artwork with dimension specifications and application examples. The committee will revert within ten 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