



# The 2<sup>nd</sup> Summer Youth Olympic Games

## Colour Scheme and Core Graphics

# 分享青春 共筑未来

*Share the Games Share our Dreams*

This is a spectacular event that will definitely catch the world's attention. It is a celebration of youth, of victory, and of the sharing of the world's diverse cultures. The young people worldwide will be encouraged to pursue excellence and to promote, in a vigorous and innovative manner, the ideals of the Olympic Movement.

Key words: **welcome, exchanges, youth, sharing, culture, excellence**





南京Nanjing



Nanjing, also known as Jinling, is one of China's four greatest ancient capitals. Nestled among rivers and mountains, Nanjing is well known for its beautiful landscape and a great number of ancient monuments and sites. It is a city with considerable cultural and historical significance.

For the Organiser of the Youth Olympic Games in 2014, it remains an important priority to show people around the world the cultural appeal and youthful exuberance of the city where the old and new, traditions and modern life blend in a fascinating way.

# Culture of Nanjing & Youthful Vigour



Keep the age-old tradition alive in the new era;  
Impart fresh vigour to the profound culture.

Key words: collision, integration, dialogue

# Colours

# Inspirations and Ideas

## Culture of Nanjing



## Youthful Vigour



Plum, city flower of Nanjing, symbolises sharing and conveying.





## Blooming Red





The youth are often compared to the sun at 8:00 or 9:00 am, the brilliant rays of which symbolise lofty ideals and the vigour and vitality of the young.

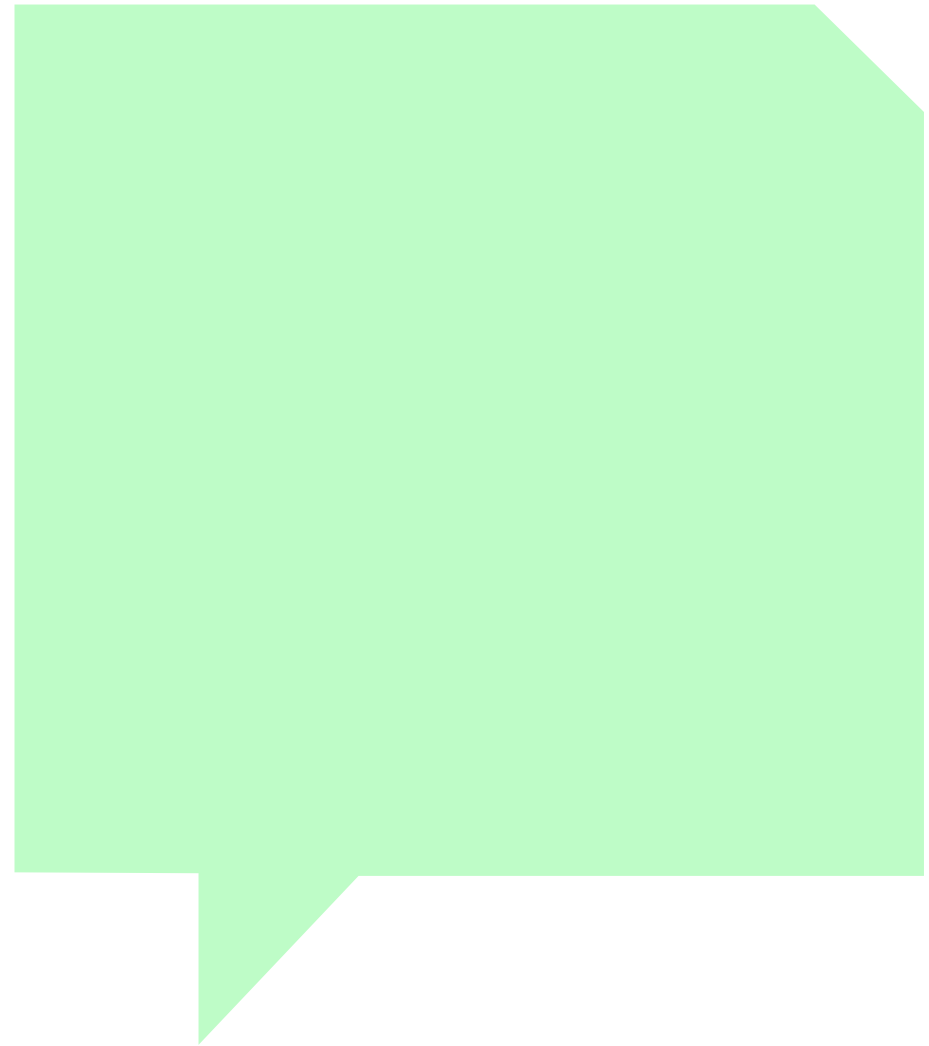


## Excellent Gold





Green is a colour of the youth, of the youthful vigour and exuberance. It brings in promises and hopes for the Olympic Games and communicates the ideas of sustainability and green Olympics.



## Youthful Green







Blue signifies technology and future. It embodies a modern pursuit and an international vision and highlights the vigour of the host city and the ideals about “a dynamic, cultural and green YOG”.





## Outlook Blue



Mountains, rivers, city, woods and human closely integrated,  
Heaven, earth, culture, youth and universe combined into a whole.



RGB: R 253 G 196 B 218  
CMYK: C 0 M 34 Y 2 K 0



RGB: R 255 G 45 B 100  
CMYK: C 0 M 90 Y 42 K 0



RGB: R 210 G 0 B 115  
CMYK: C 23 M 98 Y 27 K 0



RGB: R 25 G 230 B 3  
CMYK: C 7 M 65 Y 87 K 0



RGB: R 250 G 145 B 6  
CMYK: C 1 M 55 Y 92 K 0



RGB: R 240 G 85 B 0  
CMYK: C 5 M 80 Y 90 K 0



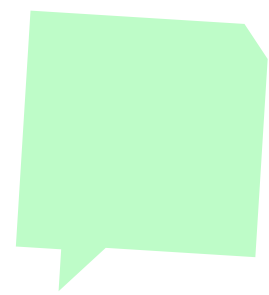
RGB: R 164 G 244 B 244  
CMYK: C 37 M 0 Y 14 K 0



RGB: R 6 G 159 B 232  
CMYK: C 73 M 24 Y 0 K 0



RGB: R 6 G 158 B 232  
CMYK: C 25 M 27 Y 0 K 0



RGB: R 190 G 252 B 200  
CMYK: C 30 M 0 Y 33 K 0



RGB: R 6 G 158 B 232  
CMYK: C 25 M 27 Y 0 K 0



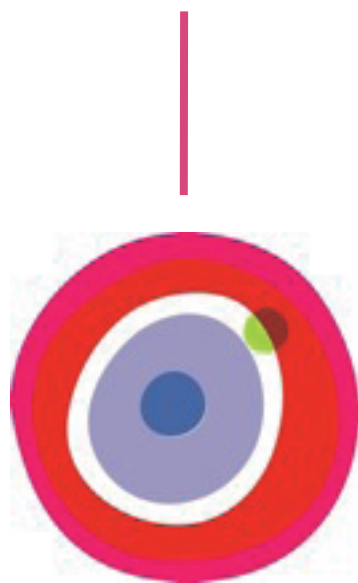
RGB: R 95 G 190 B 5  
CMYK: C 65 M 1 Y 100 K 0

# Core graphics

We choose five specialties of the host city to build our core graphics and try to deliver a message of culture, youthfulness and vitality.



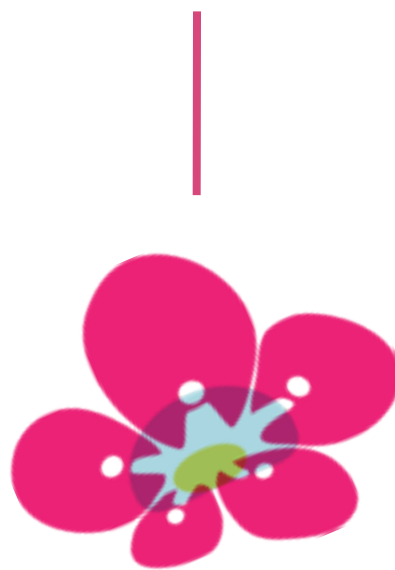
Morning  
Sunshine  
in Nanjing



Qinhuai River  
in Nanjing



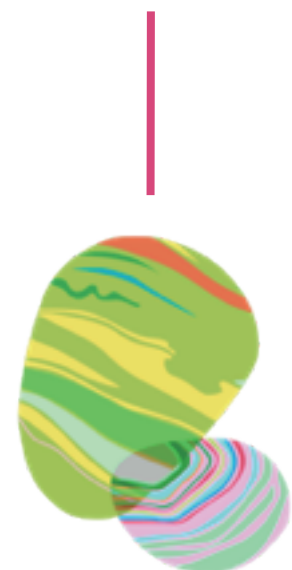
City Flower  
of Nanjing



Cloud-pattern  
Brocade  
of Nanjing



Rain Flower  
Stone  
in Nanjing



The five specialties which best represent the city, after being synthesised and then coupled with the dialogue box which symbolises the spirit of the YOG, are used as the basis for the imagery system of Nanjing 2014.



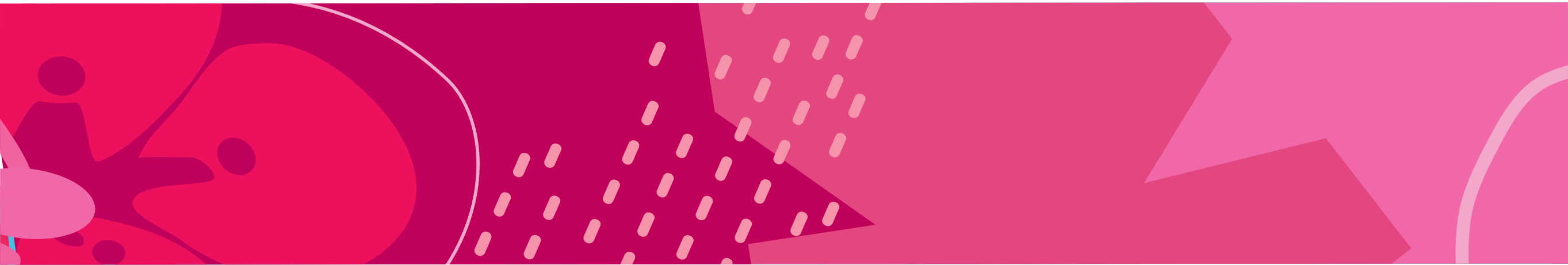
Fundamental graphic

# Applications











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NANJING 2014  
YOUTH OLYMPIC GAMES

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**NANJING 2014**  
YOUTH OLYMPIC GAMES

Games  
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Nanjing Youth Olympic Games Organizing Committee