



Nanjing 2014 Youth Olympic Games

Standard Usage Guidelines for the Mascot

Foreword

“Standard Usage Guidelines for the Mascot” provides detailed guidance for all authorised users of the mascot of Nanjing 2014. The mascot of Nanjing 2014 will be one of the most recognised and valuable marks during the Games period, and with the Olympic spirit and the vision of Nanjing 2014 embodied in it, any misuse of the mascot may undermine its influence and value.

This document aims to set out explicit rules for use of the mascot, so as to protect and enhance its solemnity and intrinsic value, and provide guidance for the users as well. Any authorised user should ensure full compliance with the requirements herein contained throughout the use of the mascot of Nanjing 2014. The Brand Management and Look Function of the Marketing Department of the Nanjing Youth Olympic Games Organising Committee is the governing body for the mascot of Nanjing 2014 and other Olympic marks and it is also the focal point for any technical questions concerning use of the mascot.

Nanjing Youth Olympic Games Organising Committee
March, 2013

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Introduction of the Mascot

The mascot of Nanjing 2014 “NANJINGLELE” derives from a prestigious specialty of the host city, known as the “riverstone”. The graphic design of the mascot takes an imitation of the typical shape and appearance of this stone but in a creative and artistic way in purpose of catering to the youth's taste, and meanwhile, highlights the colors from the emblem's palette to achieve good congruity with the other brand elements.

The riverstone is one precious, antiquated kind of pebble exclusively for artistic connoisseurship, formed completely by natural forces in millions of years. With eccentric and prodigious shapes, translucent and crystal constitutions, it has gained enormous popularity in China and abroad, being renowned as “Queen of Stone” and “National Treasure Gifted by the Heaven”. A masterpiece of the nature, the riverstone serves as a perfect incarnation of natural beauty and thus effectively conveys the value of “approaching and enjoying the nature”, something akin to the YOG's strong advocacy for a natural, sporting, healthy and happy lifestyle among young people worldwide. Also, it echoes with the host city's bid to position itself as an “Modern and International Green City” in the coming years.

Within the mascot's name, “LELE” represents the sound produced by colliding stones or rocks and thus indicates stones in a broad sense. Moreover, “LELE” pronounces very similar in Chinese, especially on the Internet, to a word denoting “happiness”/“joy”. On a higher level, the sound that “LELE” stands for normally comes from high-intensity jobs such as quarrying and construction, where there are a lot of collisions of rocks and stones. As such, the word “LELE” embodies the spirit of advancing and pioneering and heralds Nanjing's ambition of contributing to the Olympic movement by forging a wonderful Youth Olympic Games, and to leave the city's footprint on the trail of the Olympic movement by delivering joyful, glamorous and indelible experience for young people around the world.



Guidelines for Standard Graphic

This page specifies standard graphic of the mascot and combination of the graphic and designation.

Standard graphic of the mascot



Combination of the graphic and designation



Designation of the Mascot is comprised of the Chinese name "南京砵砵" and English name "NANJINGLELE". Within the Chinese name, "砵砵" is no smaller than 3 points. The English name "NANJINGLELE" must be used as a whole.



Guidelines for Standard Graphic

This page specifies the clear space of the standard graphic.

Clear space of the mascot



Note: "X" is the height of the mascot



Guidelines for Colours

This page lays out guidelines for colours of the mascot. Please note that pantone numbers are set as the benchmark for colours of the mascot, with other colour modes as references.



	C11 M0 Y83 K0 R253 G252 B3 PANTONE3945
	C76 M29 Y3 K0 R23 G155 B222 PANTONE2925
	C1 M92 Y32 K0 R247 G37 B112 PANTONE213
	C74 M0 Y97 K0 R16 G186 B55 PANTONE375
	C44 M0 Y92 K0 R166 G221 B27 PANTONE 361
	C28 M47 Y35 K0 R199 G97 B126 PANTONE205
	C53 M100 Y65 K19 R130 G6 B62 PANTONE216
	C60 M51 Y48 K0 R123 G123 B123 PANTONECool Gray10
	C0 M0 Y0 K0 R255 G255 B255
	C100 M100 Y100 K100 R0 G0 B0



Guidelines for Black & White Mode

This page presents the black & white mode of the mascot, which can be employed to ascertain the configuration of the mascot or for special promotional occasions.



	C0 M0 Y0 K0 R255 G255 B255
	C0 M0 Y0 K100 R0 G0 B0

Guidelines for Emblem Usage on the Mascot

Whenever possible, the emblem shall appear on the mascot in its entirety.



Guidelines for Emblem Usage on the Mascot

Once the rings is scaled under its minimal size (8mm) when the full emblem is used on the mascot, the wordmark can work as a replacement for the emblem.

Neither the emblem nor the wordmark shall appear on the mascot when it is smaller than 2.5cm in height, wherein the combination of the mascot and emblem can be used instead.



2

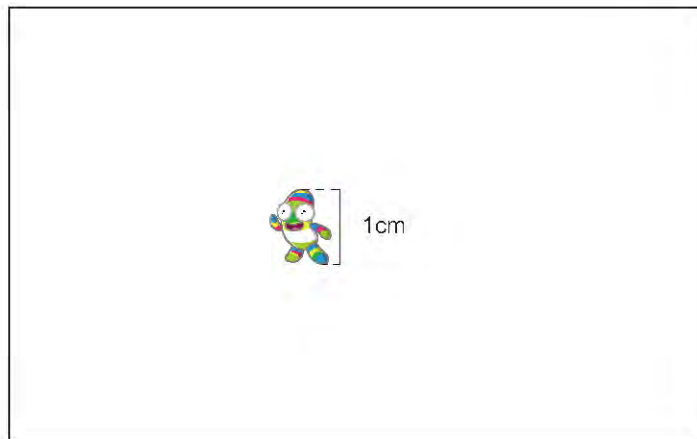


3



Guidelines for Minimal Height

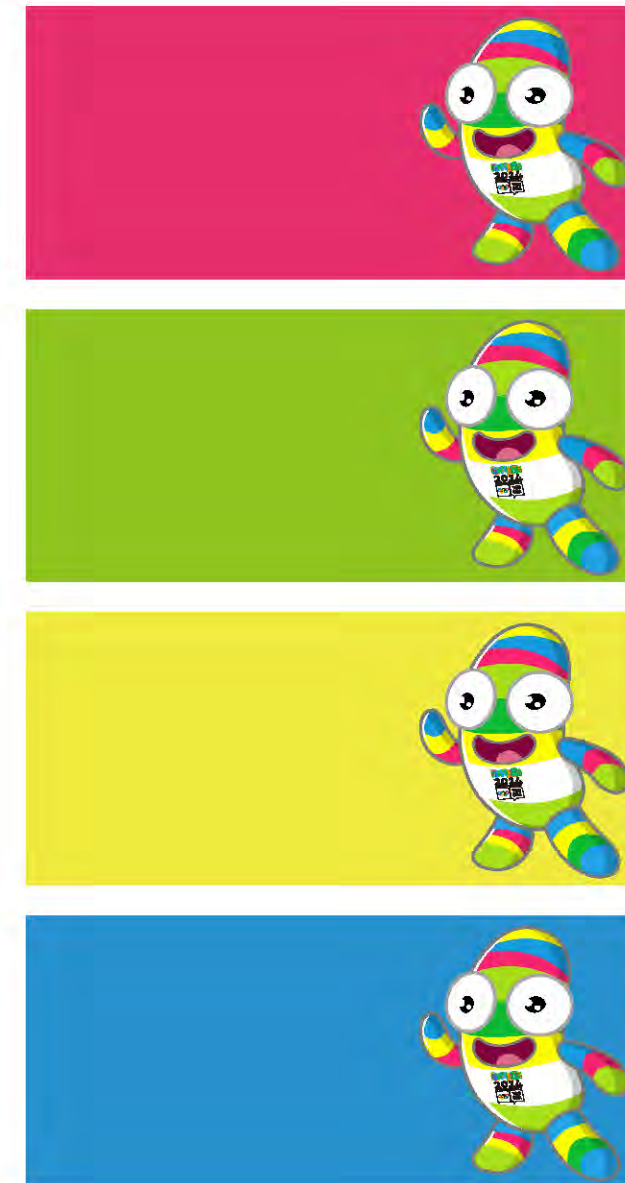
Use of mascot smaller than 1cm is prohibited, excluding special cases that entail approval from NYOGOC.



Guidelines for Background Colours

Creative concept of the mascot should be highlighted in promotions and publicities.

The mascot is allowed to be used on coloured backgrounds on condition that its visibility is ensured.

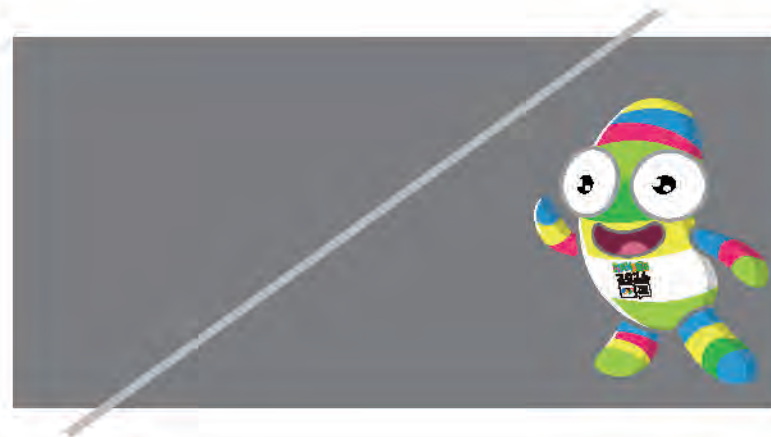


Guidelines for Background Colours

1) The mascot is not allowed to be used on backgrounds with similar colours to the outline of its body.

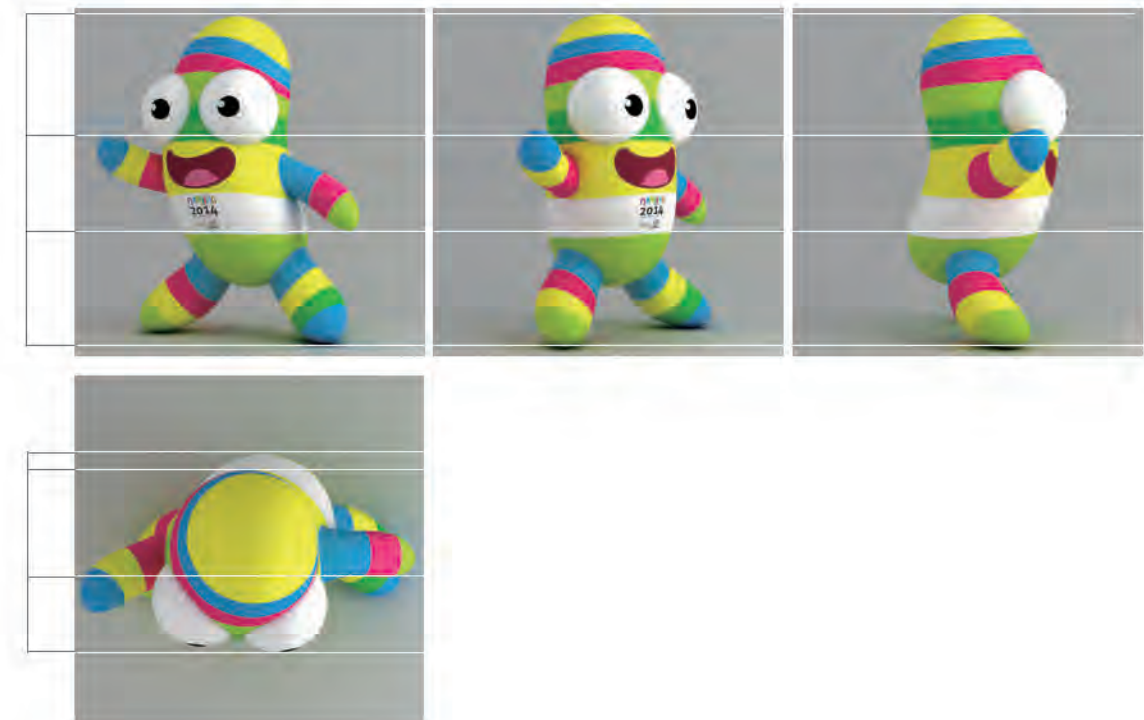


Incorrect Backgrounds



Guidelines for 3-D Drawings

This page presents different sides of the mascot, which can help ascertain the configuration and colours of the mascot from different angles.



Guidelines for Trademark and Copyright

TM© mark must be presented wherever the mascot is used, so as to indicate that the mascot is protected by law.

The relative position of the TM© mark should not be changed. Once a large-size mascot is used for special occasions, size of the TM© mark can be tempered to a certain degree with its visibility ensured. In most cases, size of the TM© mark can be adjusted in proportion to that of the mascot, with a minimal limit of 3 points.



Note: The TM© mark should be no smaller than 3 points.

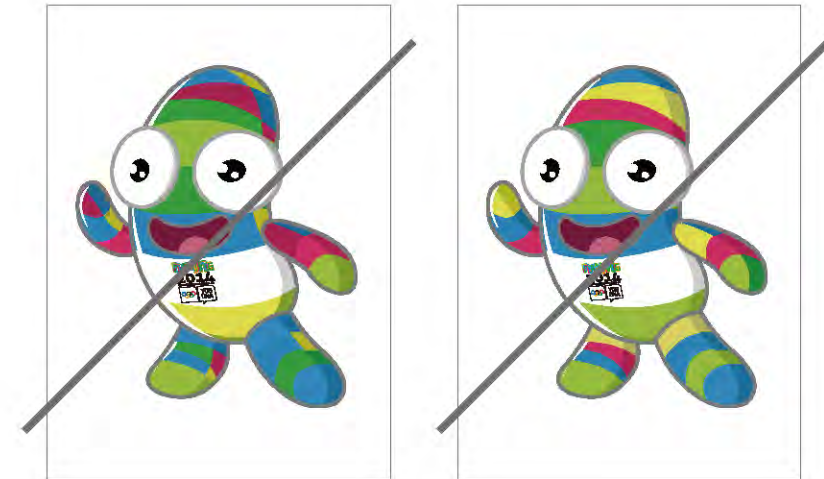


Examples of Incorrect Applications

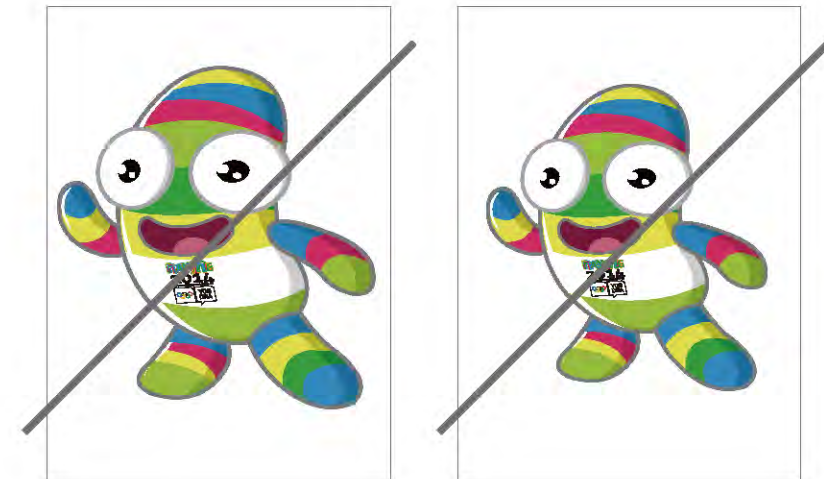
Posture of the mascot is predetermined and any other graphics, actions or postures can only be developed by NYOGOC, with any distortions or changes by any organisations disallowed.

In order to secure a high-quality representation of the mascot, only graphics provided by NYOGOC can be used.

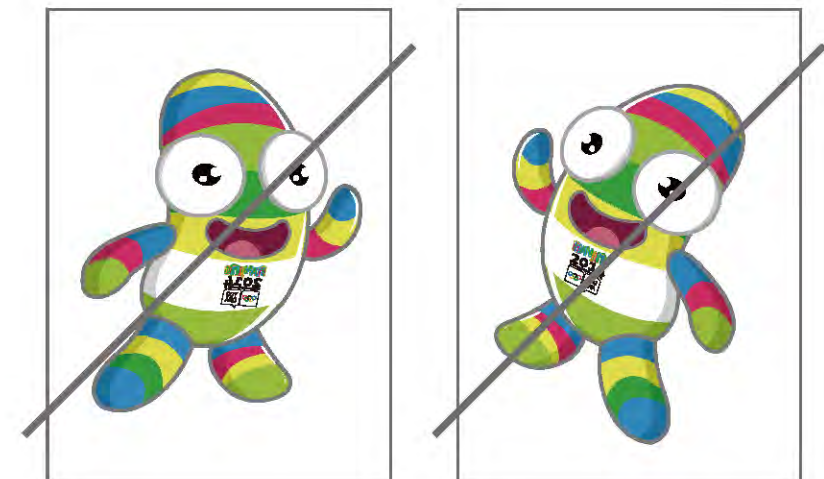
Incorrect colouring



Unproportionate zooming



Incorrect orientation



Guidelines for Combinations of the Mascot and Emblem

This page addresses combinations of the mascot and emblem, in which aforementioned guidelines should be observed and best visual effects should be targeted.



Combinations of the mascot and emblem (I)



Combinations of the mascot and emblem (II)

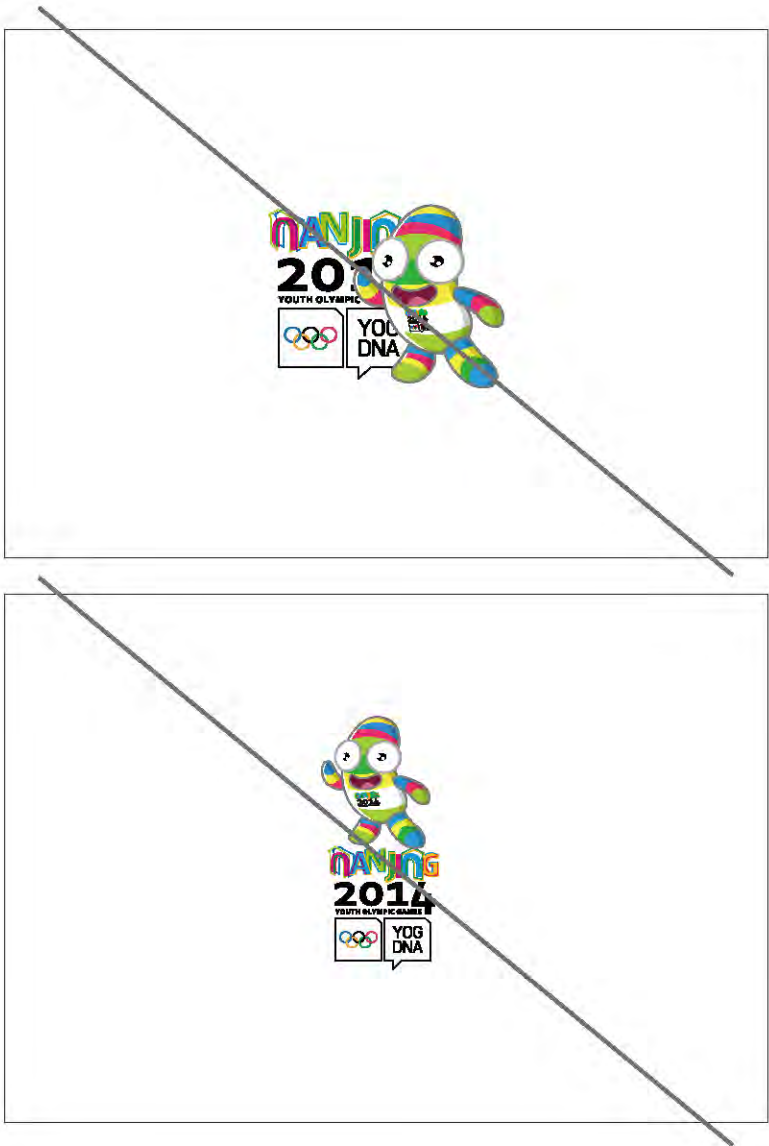


Guidelines for Combinations of the Mascot and Emblem

- 1) The mascot should not block the emblem in combinations.
- 2) The mascot and emblem should not be combined in an up-down manner.



Incorrect combinations of the mascot and emblem

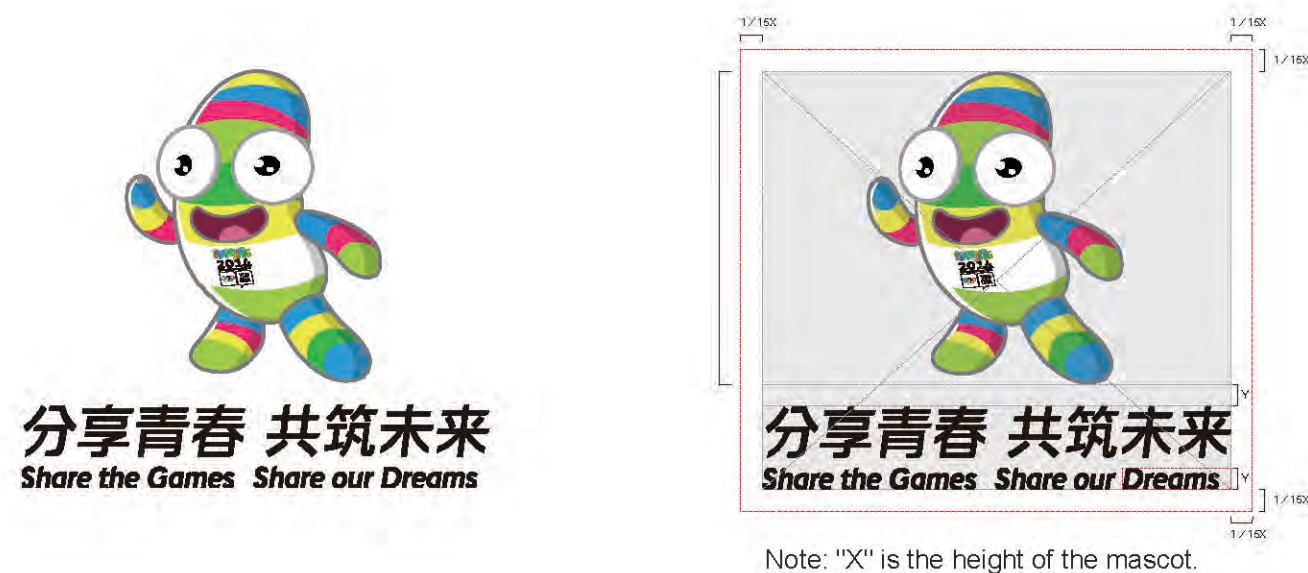


Guidelines for Combinations of the Mascot and Slogan

This page addresses combinations of the mascot and slogan, in which aforementioned guidelines should be observed and best visual effects should be targeted.



Combinations of the mascot and horizontal slogan (I)



Combinations of the mascot and horizontal slogan (II)



Note: "X" is the height of the mascot.

Guidelines for Combinations of the Mascot and Slogan

This page addresses combinations of the mascot and slogan, in which aforementioned guidelines should be observed and best visual effects should be targeted.



Combinations of the mascot and vertical slogan



Note: "X" is the height of the mascot.

Guidelines for Combinations of the Mascot and Slogan



This page addresses combinations of the mascot and slogan, in which aforementioned guidelines should be observed and best visual effects should be targeted.

Combinations of the mascot and Chinese & French slogan



Note: "X" is the height of the mascot.

Guidelines for Combinations of the Mascot and Slogan



- 1) The mascot should not block the slogan in combinations.
- 2) The slogan should not be placed above the mascot in combinations.
- 3) Rotation of the horizontal slogan should be controlled at a normal angle in combinations.
- 4) The slogan should not be too small in size.

Incorrect combinations of the mascot and slogan



Guidelines for Combinations of the Mascot and Pictures



This page addresses combinations of the mascot and pictures, in which aforementioned guidelines should be observed and best visual effects should be targeted.
The speech bubble used with the mascot should not be removed.

Combinations of the mascot and pictures

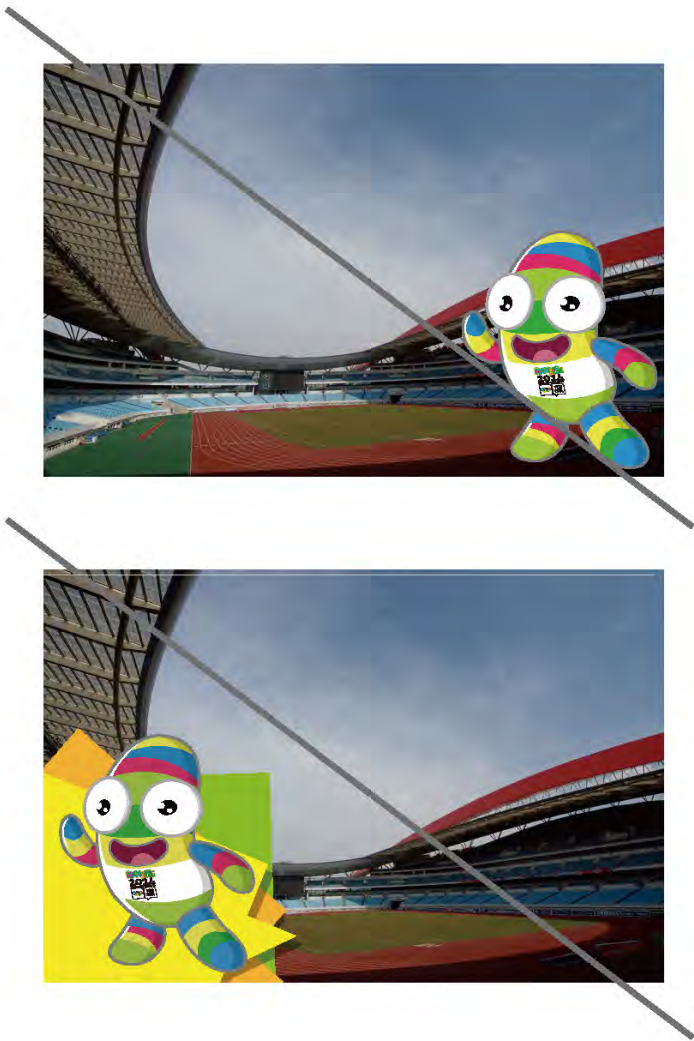


Guidelines for Combinations of the Mascot and Pictures



The mascot should not be used on pictures without the speech bubble.
When appearing on the left, clear space should be left between the mascot and the edge of the picture.

Incorrect combinations of the mascot and pictures

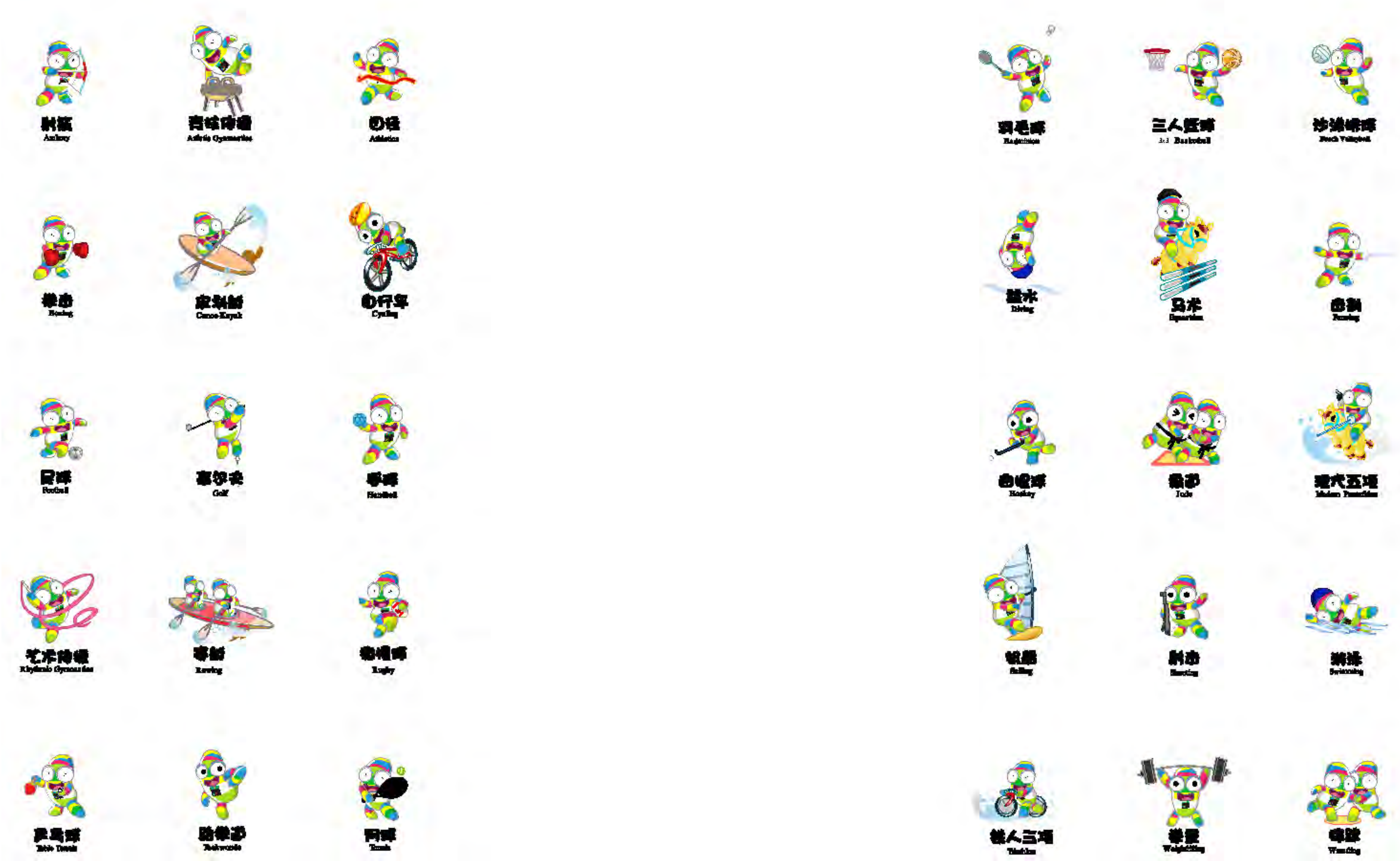


Sport Poses of the Mascot

This page presents sport poses of the mascot.No change or re-creations is allowed when using these poses.



Sport poses of the mascot



 射箭 Archery	 鞍马体操 Artistic Gymnastics	 艺术体操 Artistic Gymnastics
 拳击 Boxing	 皮划艇 Canoe-Kayak	 自行车 Cycling
 足球 Football	 高尔夫 Golf	 篮球 Basketball
 艺术体操 Rhythmic Gymnastics	 赛艇 Rowing	 橄榄球 Rugby
 乒乓球 Table Tennis	 羽毛球 Badminton	 排球 Volleyball



CEP Poses of the Mascot

This page presents CEP poses of the mascot.No change or re-creations is allowed when using these poses.

CEP poses of the mascot



新媒体
New Media Practice

触摸南京
Discover Nanjing

青年的节日
Youth Festival



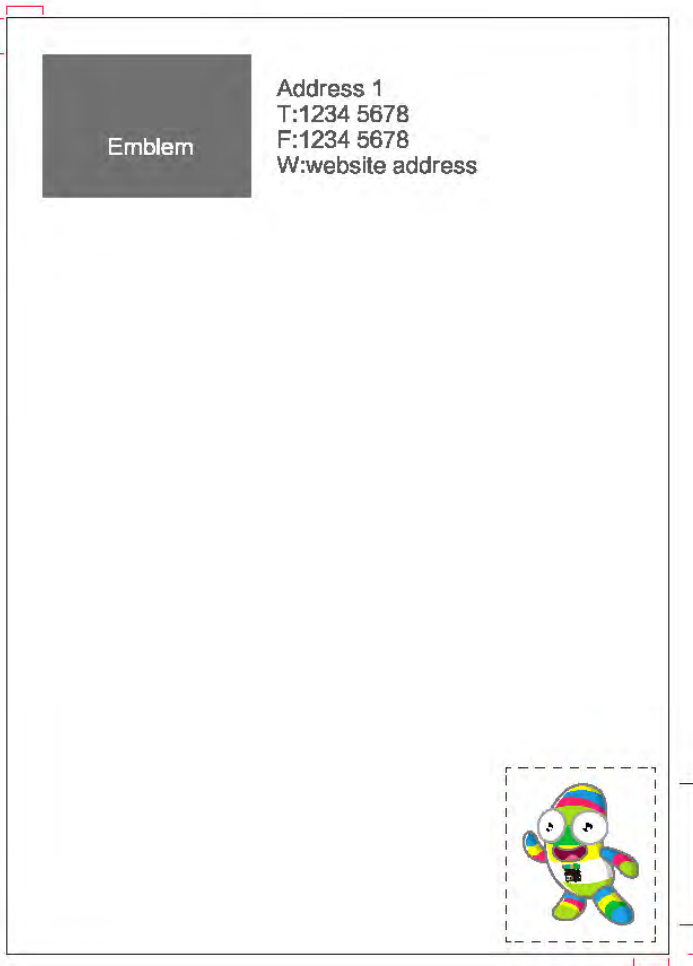
世界文化村
World Culture Village

闪亮的青春
Boost Your Skills

Mascot Usage Guidelines for NOCs

- 1) Relative positions of the mascot and NOC emblem shall be dealt with properly.
- 2) Page margins of both the mascot and the NOC emblem shall be 1/4 of the mascot's height.

Illustration of mascot usage on letterhead for NOCs





Mascot Usage Guidelines for NOCs

Relative positions of the mascot and emblem of Nanjing 2014 shall be dealt with properly.

Illustration of mascot usage on websites for NOCs



Illustration of mascot usage on printed materials for NOCs



Mascot Usage Guidelines for IFs

Relative positions of the mascot and emblem of Nanjing 2014 shall be dealt with properly.

Illustration of mascot usage on websites for IFs



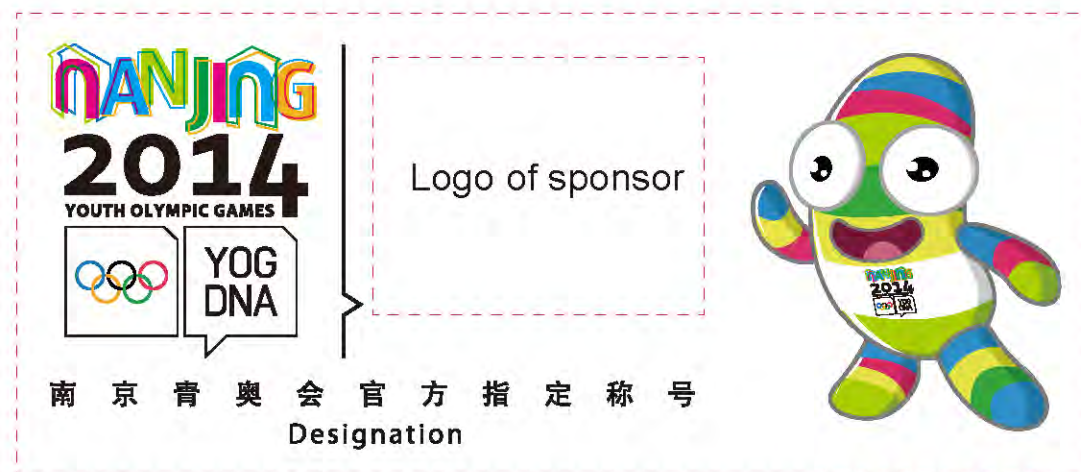
Illustration of mascot usage on printed materials for IFs





Mascot Usage Guidelines for Sponsors

Neither the colours nor the posture of the mascot is allowed to be changed when it is used with the composite logo. In addition, the mascot can not be branded with a sponsor corporate or composite logo or be altered in any way.



Background colours of the composite logo



C100 M0 Y0 K0
PANTONE Process Cyan C

C0 M100 Y0 K0
PANTONE Process Magenta C

C0 M50 Y100 K0
PANTONE 151C

C40 M0 Y100 K0
PANTONE 375 C



Mascot Usage Guidelines for Sponsors

1. All sponsors shall submit applications to the IOC and NYOGOC, for use of the marks, and obtain prior approval of the IOC and NYOGOC.
2. All uses of the marks shall meet the requirements set forth in this manual.
3. The applicant shall submit an official application to the IOC and NYOGOC through IOC Extranet (extranet.olympic.org). The IOC and NYOGOC will coordinate an effort to provide necessary training in regard to use of the platform for sponsors.
4. The applicant shall provide application information as required and the draft, sample, or other items or materials that can truthfully represent the use of the marks.
5. The IOC and NYOGOC will review the application via the IOC extranet and provide feedbacks within a stipulated spell.
6. Where the application materials are found to be insufficient or additional information is required out of any other consideration during the review process, the applicant shall provide the information as required by the IOC and NYOGOC.
7. Sponsors are also able to use an existing corporate/brand mascot in their activities, subject to the following guidelines:
 - There should never be any confusion as to which the Nanjing 2014 mascot is.
 - The corporate/brand mascot is not developed specifically for the sponsor's Nanjing 2014 Youth Olympic Games-themed promotions.
 - One corporate mascot by brand will be approved for use in Nanjing 2014 Youth Olympic Games-themed promotions.
 - The corporate mascot should appear clearly separated from any Olympic marks, including the Nanjing 2014 mascot.

Conditions of Use of the Mascot



The following conditions apply for any use of the Mascot:

1. For NOCs/IFs, the use should be for the sole purpose of promoting their initiatives directly related to the Games and/or to provide information on the Games, to the exclusion of any commercial use/benefit.
2. NOCs/IFs may not display or use the mascot in proximity to any commercial marks or in any manner that implies a commercial association with or endorsement by NYOGOC or the Games.
3. Only commercial/marketing partners of the Games may use the mascot for commercial purposes.
4. The mascot may be used with immediate effect until 31 December 2014.
5. Any use of the mascot must comply with guidelines laid out in this manual.
6. Commercial/marketing partners applying for use of the mascot shall submit an application to and obtain written approvals from the IOC and NYOGOC via the IOC Extranet (extranet.olympic.org).
7. NOCs/IFs applying for use of the mascot shall fill out an application form (appendix) and submit it, along with all necessary artwork to NYOGOC for approval.

Nanjing 2014 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

√ (please tick the item below)	Type of Marks	Illustration of Marks
	Nanjing 2014 Youth Olympic Games emblems	
	Nanjing 2014 Youth Olympic Games wordmark	
	Nanjing 2014 Youth Olympic Games trademark	Nanjing 2014 Youth Olympic Games
	Nanjing 2014 Youth Olympic Games Mascot and Mascot Poses (sport & CEP)	
	Nanjing 2014 Youth Olympic Games sport pictograms	
	Nanjing 2014 Youth Olympic Games CEP 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 :
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 Nanjing 2014 emblem in any manner different from this signed and approved form, or in any manner which creates an unauthorised association with a third party, the NYOGOC approval granted by this form will be immediately revoked and the applicant will take all reasonable steps to discontinue the use of the Nanjing 2014 emblem.

Date, Name, Signature

5. Submission Information

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

Email: marketing@nanjing2014.org
Telephone: +86 25 5666 1628 / +86 25 5666 1629
Fax: +86 5666 1188
Address: 228-1, Yangtze Avenue, Nanjing, China

6. Approval (for official use)

Date Received:	
☐ Approved	☐ Not Approved
Date, Signature	Date, Signature
☐ Request is not approved because:	
☐ Please resubmit after making the following changes:	



Nanjing Youth Olympic Games Organising Committee