



Nanjing 2014 Youth Olympic Games

Standard Usage Guidelines for the Pictograms

Foreword

Pictograms of the Nanjing 2014 Youth Olympic Games

Pictograms of the Nanjing 2014 Youth Olympic Games are comprised of sport pictograms and Culture & Education Programme (CEP) pictograms, both being important visual elements of the Games. They are to be widely used in wayfinding system, publications, promotion and publicity, environment settings, TV broadcasting, medals and certificates, and souvenirs. To ensure the integrity, solemnity and consistency of the pictograms, and to respect, protect and enhance the value of the Games, the Brand Management & Look division, based on regulations of the International Olympic Committee (IOC) and conventions formed by previous Games, sets out guidelines for usage of the pictograms with production of this manual. Any use of the pictograms must limit itself to the specifications outlined in this document, and without the authorisation from Nanjing Youth Olympic Organising Committee (NYOGOC), any individual or organisation is prohibited from modifying usage of the pictograms, for any use inconsistent with guidelines contained in this document will undermine the image of Nanjing 2014. The Brand Management & Look division is in charge of administration of all uses of the pictograms and therefore will be in place for all queries in this regard.

Nanjing Youth Olympic Games Organising Committee
March, 2013

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Nanjing 2014 Youth Olympic Games Marks Usage Request Form

Usage Guidelines for Sport Pictograms

Standard Graphics

Sport pictograms of Nanjing 2014 consist of 30 individual pictograms.



Guidelines for Minimal Size

Use of the sport pictograms in size less than 10mm is prohibited.



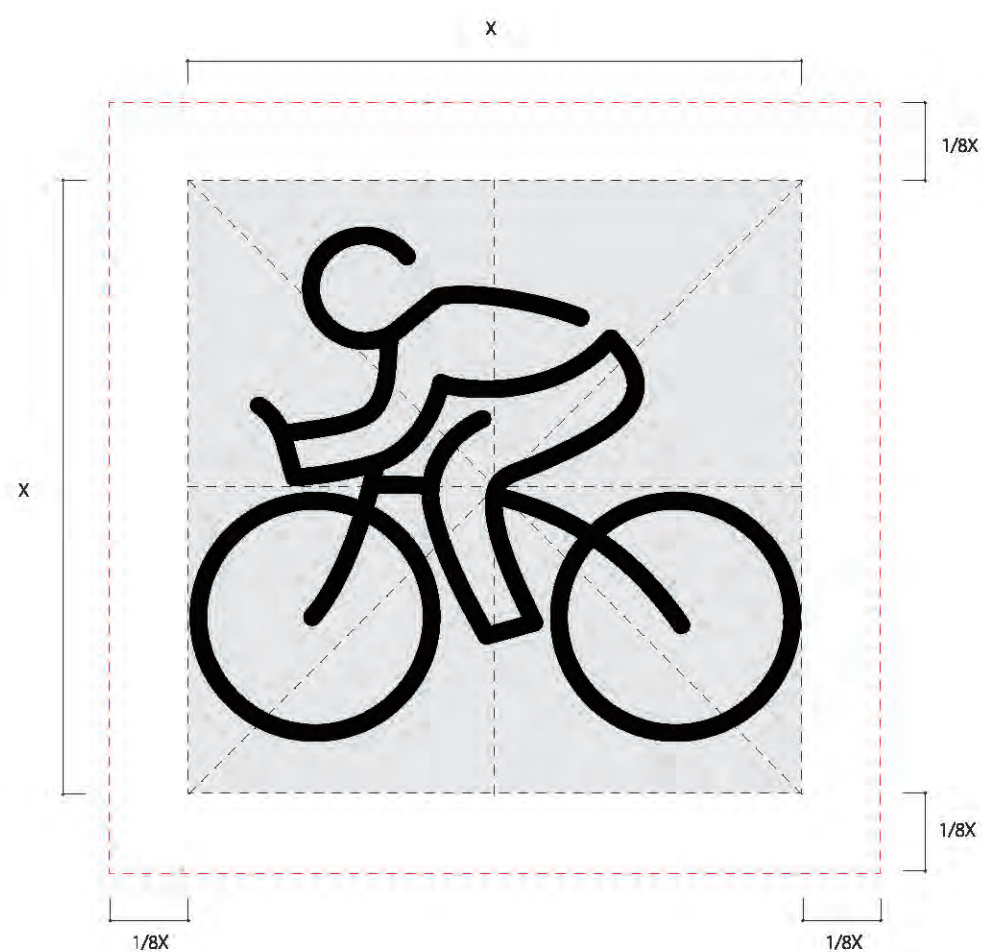
≥ 10mm []

Guidelines for Clear Space

Certain area surrounding the pictogram should be left clear without the intrusion of any words, graphic elements, or other marks, to ensure the recognisability and independence of the pictogram.

Each sport pictogram should be limited within the square, with the area created by a $1/8X$ extension at each side of the pictogram treated as the clear space.

Note: "X" is the side length of the pictogram.

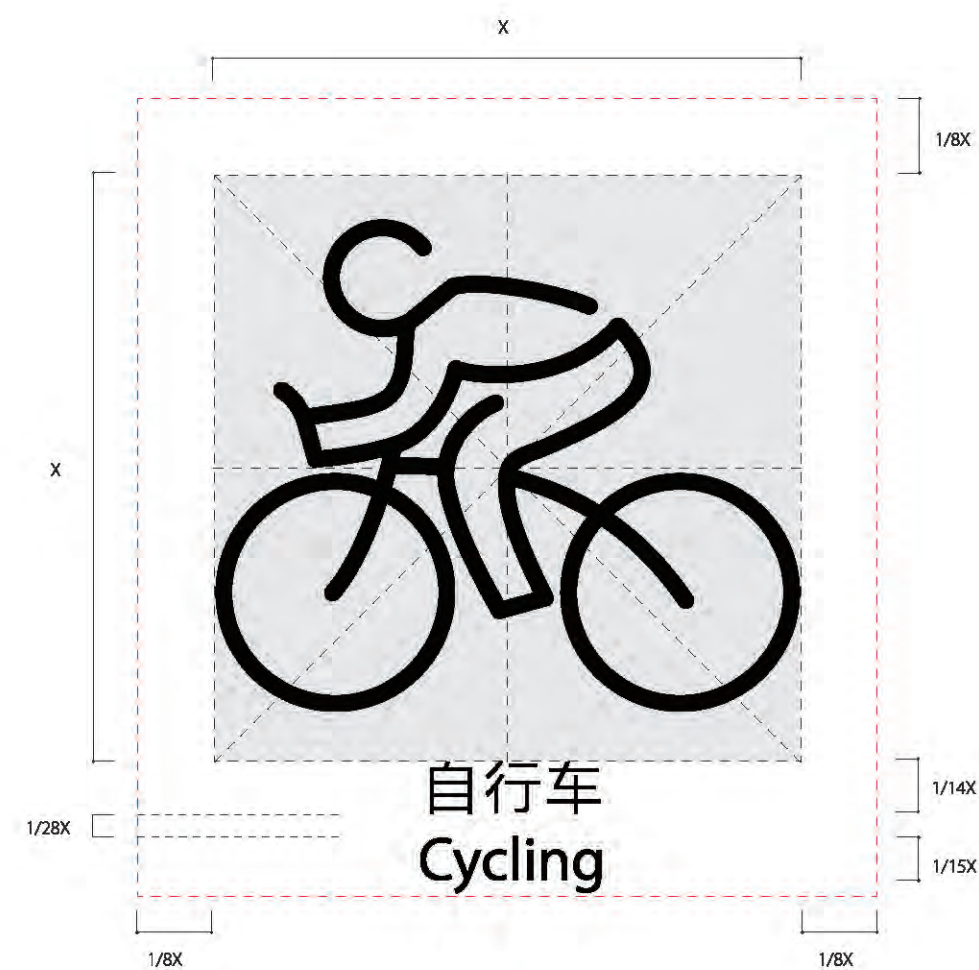


Guidelines for Sport Pictograms with Chinese & English Names

The Chinese name is $1/14X$ in size and the English name is $1/15X$ in size.

The space between the two names is $1/28X$ in size, with the Chinese put above the English.

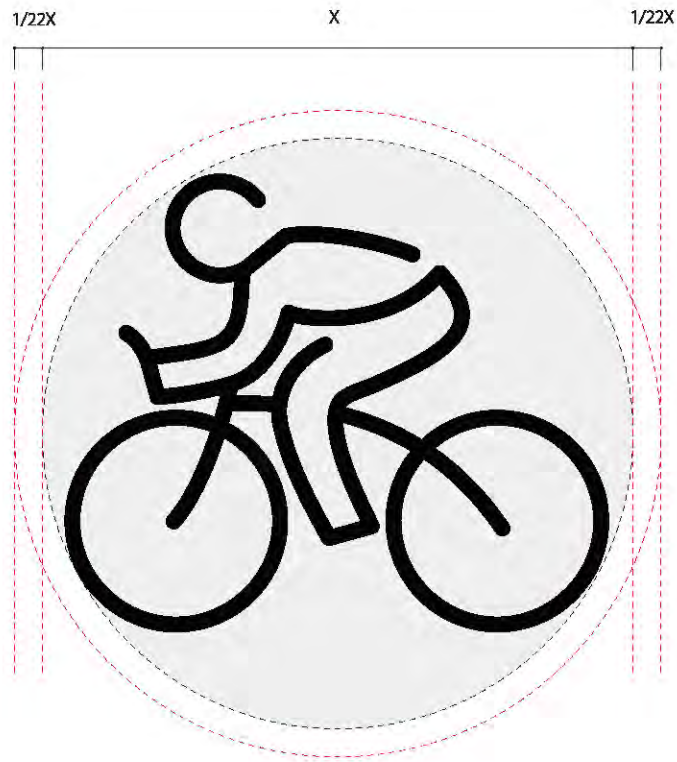
Note: "X" is the side length of the pictogram.



Guidelines for Circular Clear Space

The circular clear space is up for applications on commemorative badge, gold coin, etc.
The area created by a $\frac{1}{22}X$ extension at each side of the pictogram is treated as the clear space.

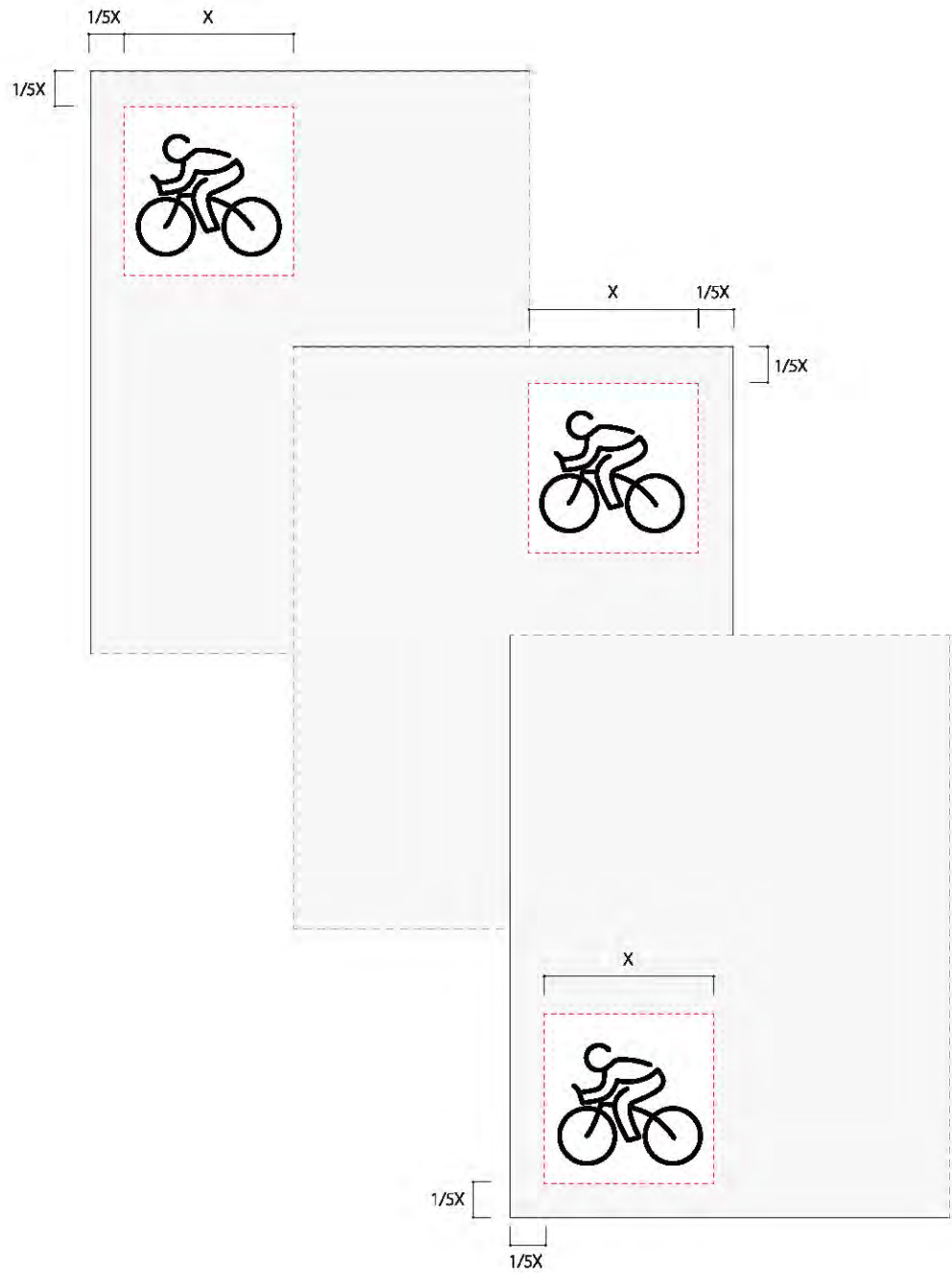
Note: "X" is the side length of the pictogram.



Guidelines for Marginal Allowance

The margin is $\frac{1}{5}X$ in size.

Note: "X" is the side length of the pictogram.



Guidelines for Colours

The sport pictograms must be presented in standard colours, with no other colours allowed.



Standard Graphics with Outer Frame

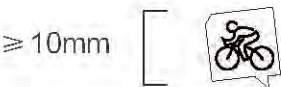
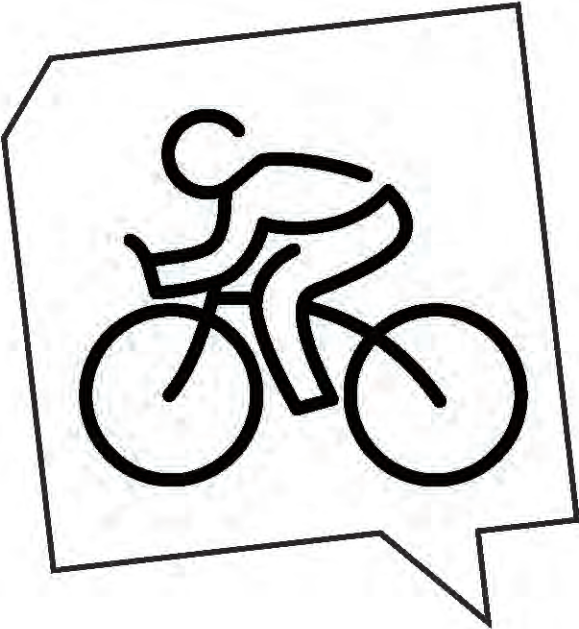
The speech bubble, originating from the YOG DNA label, shall be employed as the outer frame for the sport pictograms of Nanjing 2014.

The bubble could be rotated by an angle no more than 20° .



Guidelines for Minimal Size

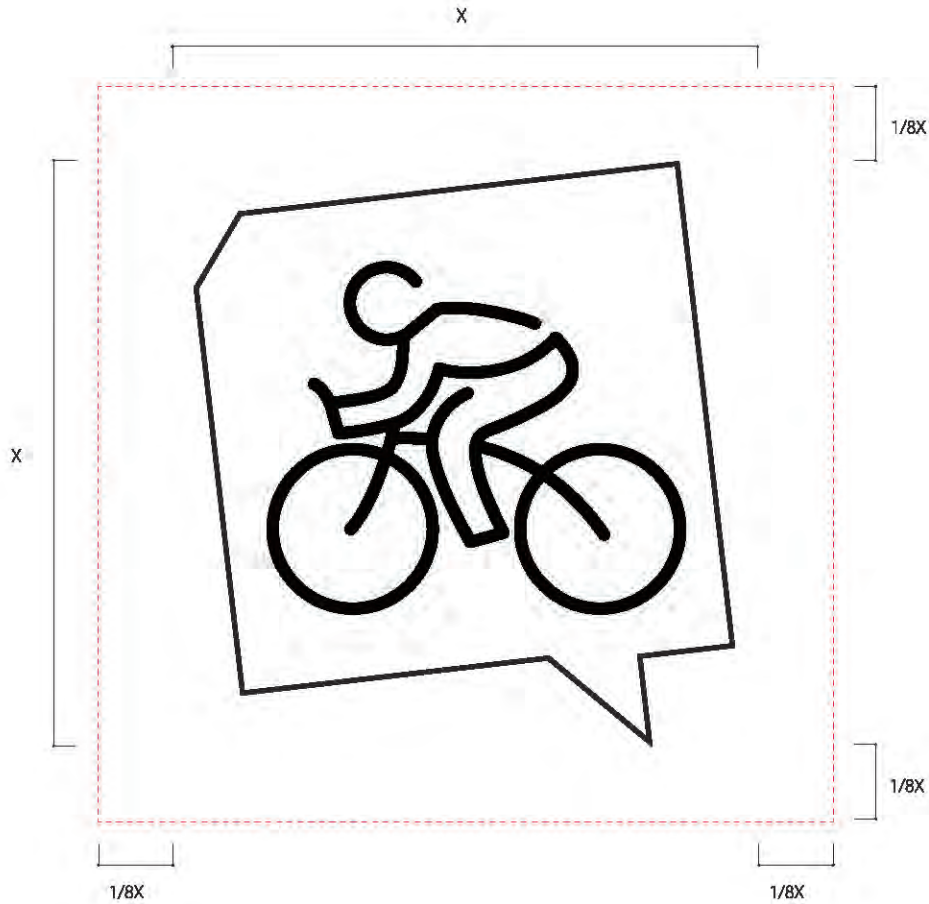
Use of the sport pictograms in size less than 10mm is prohibited.



Guidelines for Clear Space

Certain area surrounding the pictogram should be left clear without the intrusion of any words, graphic elements, or other marks, to ensure the recognisability and independence of the pictogram.
Each sport pictogram should be limited within the speech bubble, with the area created by a 1/8X extension at each side treated as the clear space.

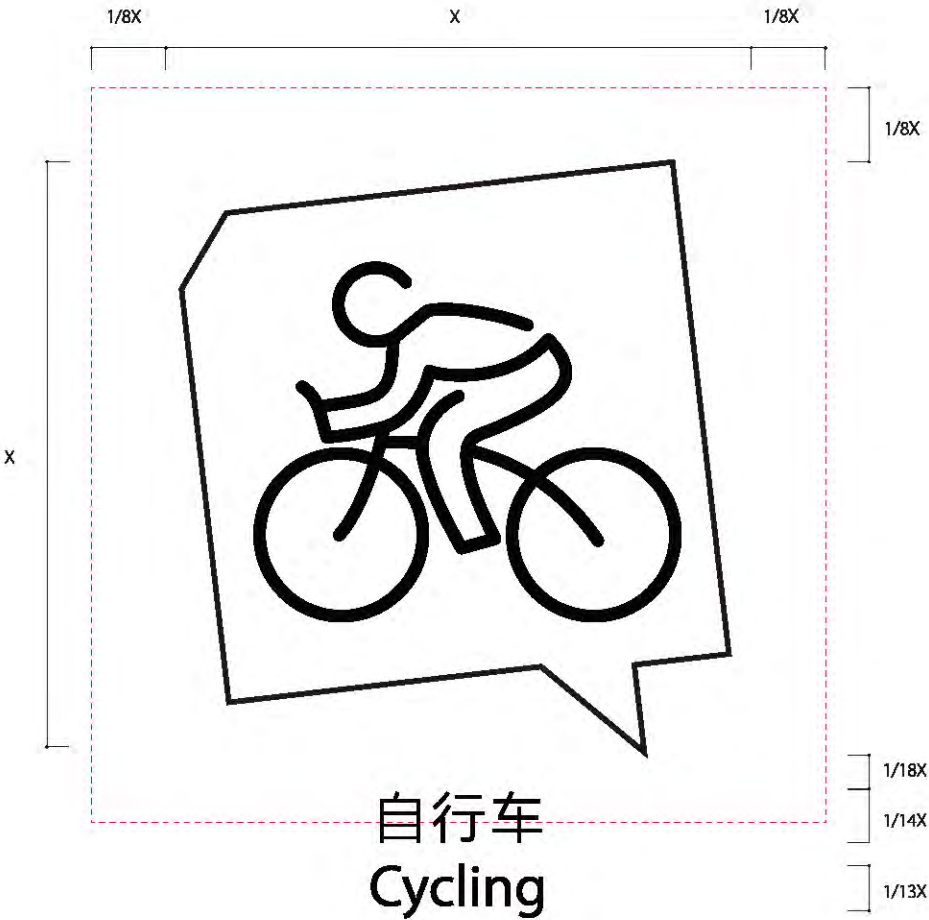
Note: "X" is the vertical/horizontal distance across the pictogram.



Guidelines for Sport Pictograms with Chinese & English Names

The Chinese name is 1/14X in size and the English name is 1/15X in size.
The space between the two names is 1/28X in size, with the Chinese put above the English.

Note: "X" is the vertical/horizontal distance across the pictogram.



Guidelines for Colours

The sport pictograms must be presented in standard colours, with no other colours allowed.

Blooming Red				
	C:0 M:92 Y:18 K:0			
Excellent Gold				
	C:0 M:65 Y:100 K:0			
Youthful Green				
	C:53 M:0 Y:96 K:0			
Outlook Blue				
	C:67 M:2 Y:0 K:0			
White				
	C:0 M:0 Y:0 K:0			
Gold				
	PMS 871			
Silver				
	PMS 877			
Bronze				
	PMS 876			

Guidelines for Coloured Backgrounds

All applicable colour combinations of the pictogram and its background are defined as follows, with no other combinations allowed.

	Red	Yellow	Green	Blue	White	Black	Gold	Silver	Bronze
Red									
Yellow									
Green									
Blue									
White									
Black									
Gold									
Silver									
Bronze									

Guidelines for Colours Applied in Identification and Signage System

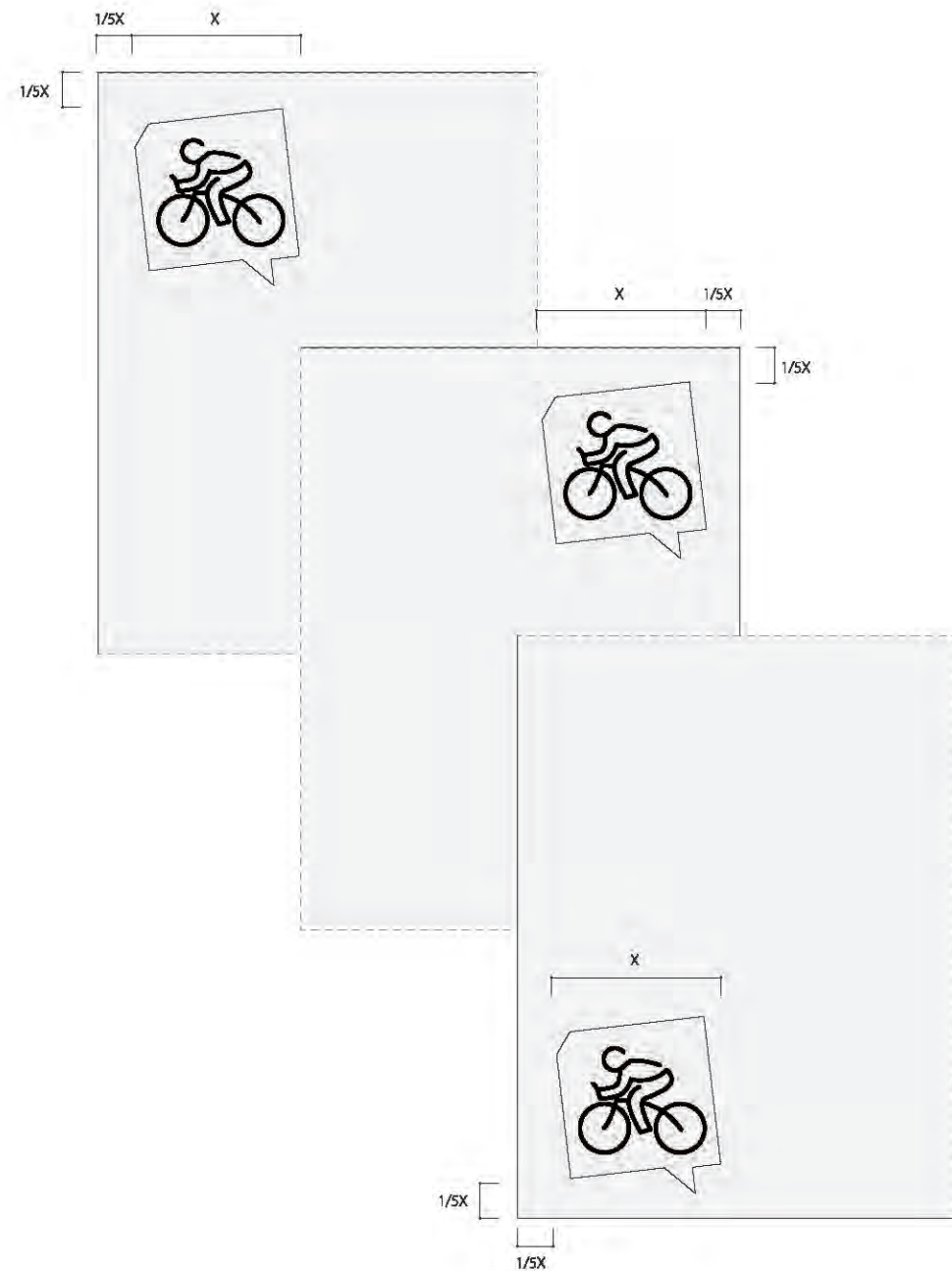
Colour combinations defined below should be observed rigorously for use of the sport pictograms in identification and signage system, with no other combinations allowed.

	Red	Yellow	Green	Blue	White	Black
Red						
Yellow						
Green						
Blue						
white						
Black						

Guidelines for Marginal Allowance

The margin is $1/5X$ in size.

Note: "X" is the vertical/horizontal distance across the pictogram.



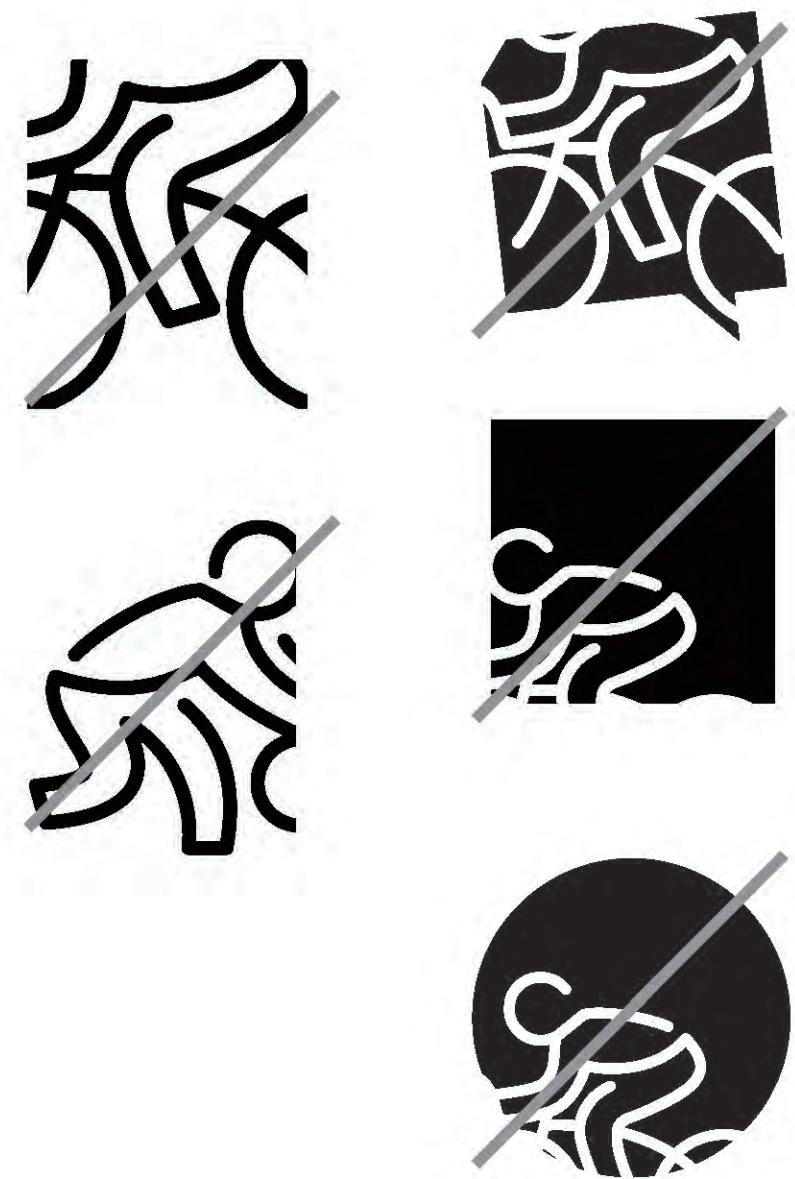
Summary of Sport Pictograms with Chinese & English Names

Chinese & English names should be in centered alignment with the pictogram.



Incorrect Uses of Sport Pictograms

Integrity of the pictograms must be respected, with no croppings allowed to be made to the graphics, nor any modification made to the speech bubble.



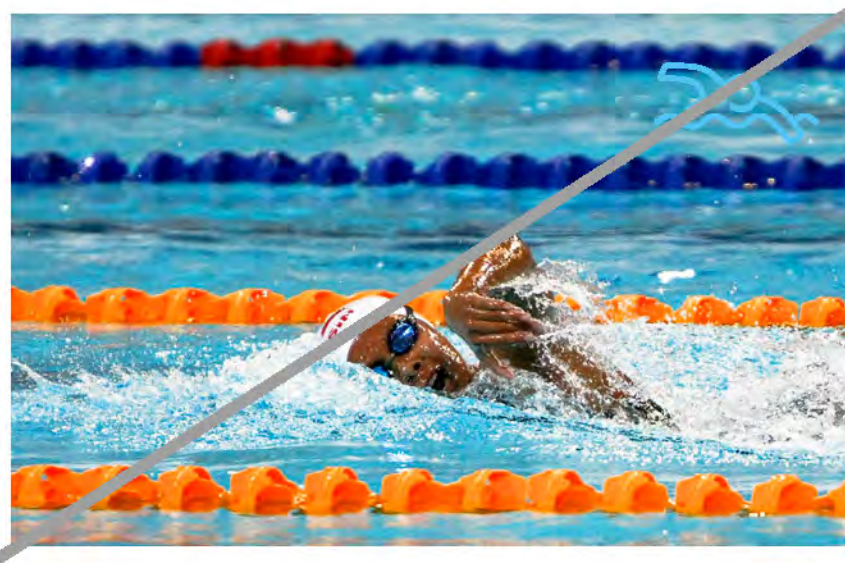
Incorrect Uses of Sport Pictograms

No other colours , apart from the standard ones, is allowed to be used.



Incorrect Uses of Sport Pictograms

Colours similar to that of the pictograms should not be used on graphic backgrounds. Recognisability of the background should be ensured.



Usage Guidelines for CEP Pictograms

Standard Graphics

CEP pictograms of Nanjing 2014 consist of 5 individual pictograms.



Guidelines for Minimal Size

Use of the CEP pictograms in size less than 10mm is prohibited.



≥ 10mm

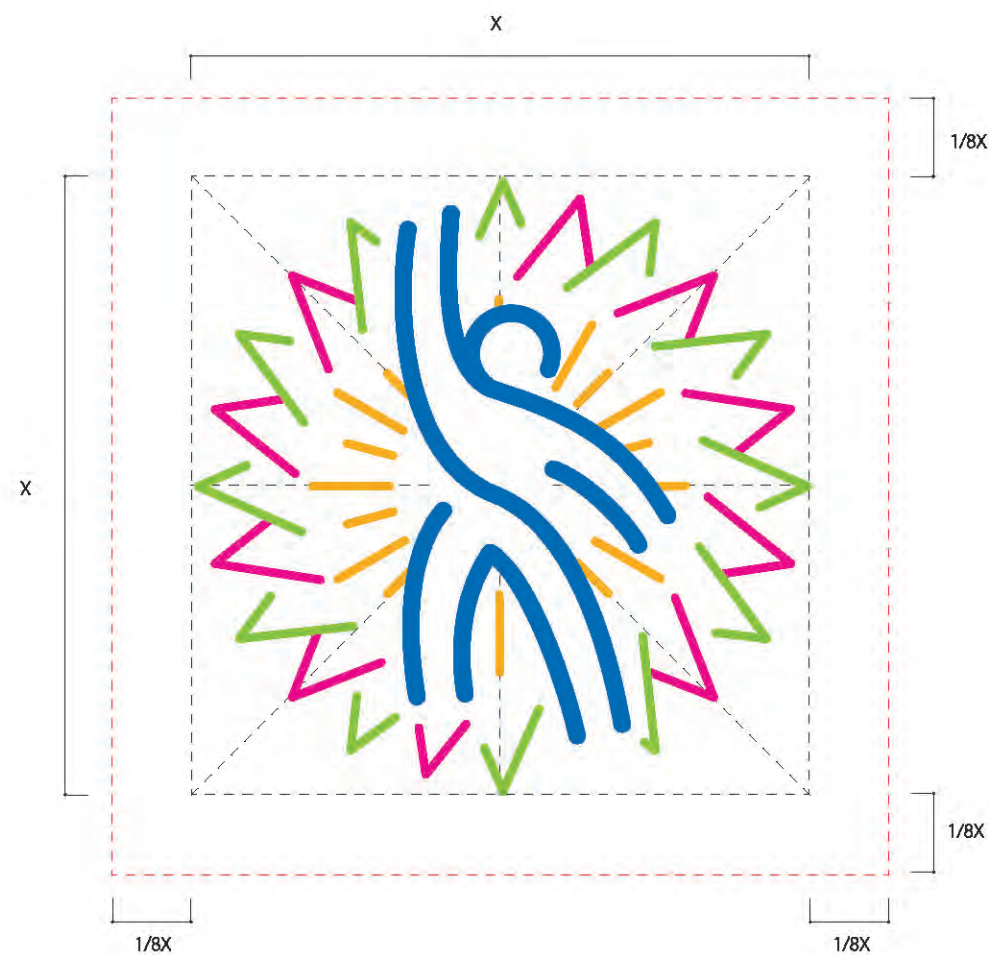


Guidelines for Clear Space

Certain area surrounding the pictogram should be left clear without the intrusion of any words, graphic elements, or other marks, to ensure the recognisability and independence of the pictograms.

Each CEP pictogram should be limited within the square, with the area created by a $1/8X$ extension at each side of the pictogram treated as the clear space.

Note: "X" is the side length of the pictogram.



Guidelines for CEP Pictograms with Chinese & English Names

The Chinese name is $1/14X$ in size and the English name is $1/15X$ in size.

The space between the two names is $1/28X$ in size, with the Chinese put above the English.

Note: "X" is the side length of the pictogram.



Guidelines for Circular Clear Space

The circular clear space is up for applications on commemorative badge, gold coin, etc.
The area created by a $\frac{1}{22}X$ extension at each side of the pictogram is treated as the clear space.

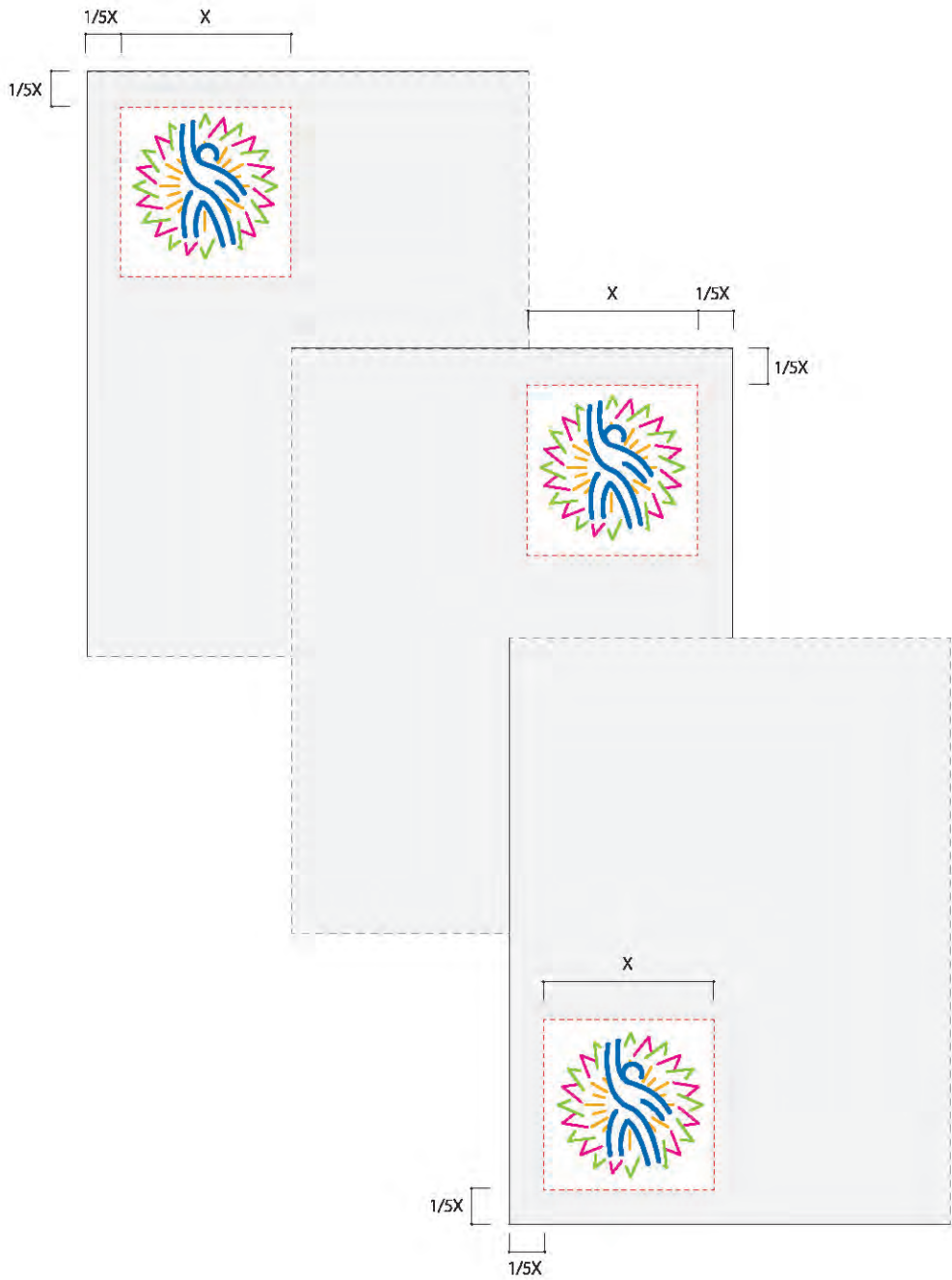
Note: "X" is the side length of the pictogram.



Guidelines for Marginal Allowance

The margin is $\frac{1}{5}X$ in size.

Note: "X" is the side length of the pictogram.



Guidelines for Graphic Backgrounds

When used on graphic backgrounds, the CEP pictograms should be presented either within a white-filled square or in the format of reverse white.

Graphic backgrounds on which the CEP pictograms are put should be no lower than 20%K in darkness.

Note: K stands for black and 20%K indicates the 20% point on the white-to-black continuum.



Summary of CEP Pictograms with Chinese & English Names

Chinese & English names should be in centered alignment with the pictogram.



青年的节日
Youth Festival



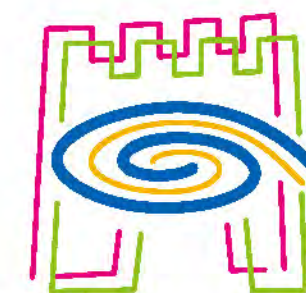
世界文化村
World Culture Village



闪亮的青春
Boost Your Skills



新媒体
New Media Practice



触摸南京
Discover Nanjing

Guidelines for Colours

The CEP pictograms must be presented in standard colours, with no other colours allowed.

Blooming Red

C:0 M:92 Y:18 K:0

Excellent Gold

C:0 M:65 Y:100 K:0

Youthful Green

C:53 M:0 Y:96 K:0

Outlook Blue

C:67 M:2 Y:0 K:0

White

C:0 M:0 Y:0 K:0

Gold







PMS 871

Silver

PMS 877

Bronze

PMS 876



Incorrect Uses of CEP Pictograms

Integrity of the pictograms must be respected, with no cut allowed to be made to the graphics.
No other colours , apart from the original ones, is allowed to be used.



Incorrect Uses of CEP Pictograms

Colours similar to that of the pictograms should not be used on graphic backgrounds. Recognisability of the background should be ensured.



Conditions of Use of the Pictograms

The following conditions apply for any use of the pictograms:

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 pictograms 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 pictograms for commercial purposes.
4. The pictograms may be used with immediate effect until 31 December 2014.
5. Any use of the pictograms must comply with guidelines laid out in this manual.
6. Commercial/marketing partners applying for use of the pictograms 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 pictograms 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)

<p>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.</p>
Date, Name, Signature

Appendix

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:	
<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:	



Nanjing Youth Olympic Games Organising Committee