

CORE GRAPHICS MANUAL

Lillehammer 2016 Winter Youth Olympic Games

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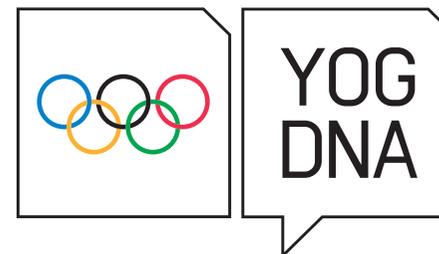
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LILLEHAMMER 2016 STRATEGIC FOUNDATION

The Youth Olympic Games is by, for and with young people. We aim to move each participant through intense sporting, cultural and learning experiences.

The vision for the event is «Go beyond. Create tomorrow». We intend to be innovative in an international and multi-cultural perspective, by bringing young people together from around the world to build bonds of friendship before, during and after the Games. The idea is to create tomorrow by unleashing youthful exuberance for new and playful approaches, while retaining respect and a firm focus on our goal. All of these efforts will reflect the fundamental values in Lillehammer 2016: Awesome and Humble, Playful and Determined.

Lillehammer
2016
Youth Olympic Games



CREATED WITH YOG-DNA

During the spring of 2013, students from the bachelor program in Media Design at the University College of Gjøvik were challenged by Lillehammer 2016 (Lillehammer Youth Olympic Games Organising Committee) to make a suggestions for Lillehammer 2016s visual profile.

After an internal competition among the students a group of four girls were handed the prestigious mission to continue the development of the emblem and the look of the games for Lillehammer 2016. This was done together with the design agency Isobar, with their lead designer Alexander Muskaug who were responsible for the quality assurance and development for the design concepts.

The students Marianne Ågotnes, Anja Rullestad, Marte Stensrud and Live Andrea Sulheim say: “I don’t think many students have started their working careers with Olympic deliveries. We are very proud of being a part of this project”.

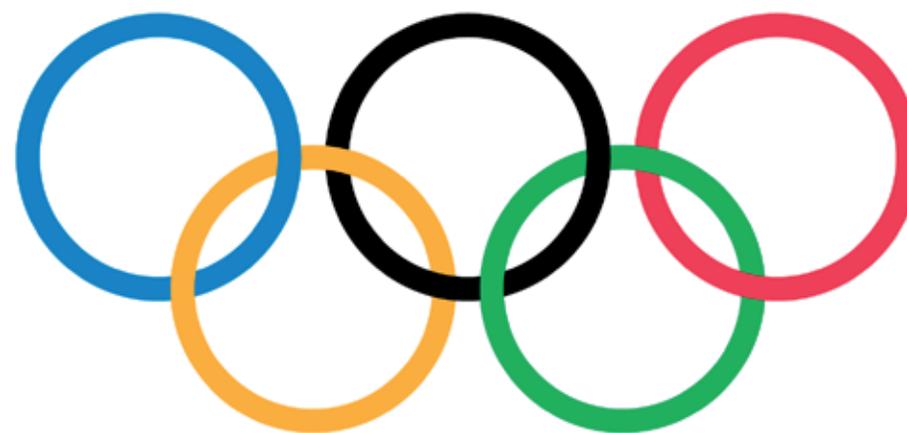


THE OLYMPIC SYMBOL

The Olympic symbol consists of five interlaced rings of equal dimensions, used alone, in one or in five different colours, which are, from left to right, blue, yellow, black, green and red. The rings are interlaced from left to right; the blue, black and red rings are situated on the top, the yellow and green rings at the bottom in accordance with the following graphic reproduction.

The Olympic symbol expresses the activity of the Olympic movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.

Use of the Olympic Rings is strictly forbidden, unless authorised by the IOC.



THE YOG-DNA LABEL

The YOG-DNA label is the signature stamp for the Youth Olympic Games. It has a simple, visually strong and easily identifiable shape.

It consists of two squares; one containing the Olympic rings, and one with the name YOG-DNA (Youth Olympic Games DNA). The speech bubble shape is chosen because it symbolises commitment, action, dialogue and communication, which is a vital part of the Youth Olympic Games.

The visual universe of YOG-DNA is marked by its great diversity; colours, shapes, typography and images varies from year to year. The label is a recurring and distinctive element, and will provide a common identity for all the games. The YOG-DNA label is a signature for the young people who belong to the YOG-DNA movement. It is a sign of approval, and therefore it authenticates any element who carries it, whether that may be a person, banner, poster, clothing, event etc.



THE IDEA BEHIND THE VISUAL CONCEPT

The starting point for the visual identity is right under our feet here in Norway, namely bedrock and mountains. Climbing a mountain involves ups and downs, both mentally and physically. It involves exceeding one's comfort zone, crossing boundaries and achieving milestones.

We have put together triangles in various colours to create an image reminiscent of mountain formations. The triangles symbolize all the participants and youth from around the world coming together. Together they become as strong as a mountain.

The identity's strong colour symbolizes cohesion, bridging the divide between peoples and cultures. It releases a colourful and youthful energy. A mountain consists of innumerable individual elements – together they represent a springboard to tomorrow.

The dark grey colour sets the event apart, and gives it a more rough rock 'n roll look. It will be used primarily as a background colour to frame and underscore the logo, the symbol and the colours used to portray the visual identity.

THE CORE ELEMENT

Shapes, colours, correct and incorrect examples of use



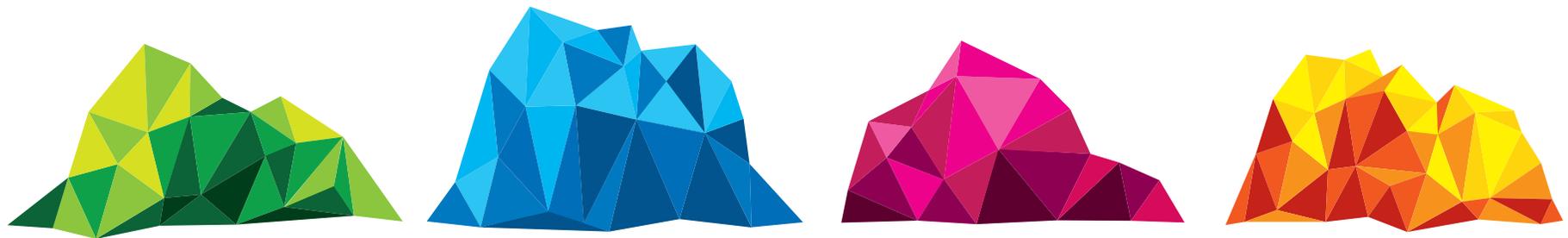
1 THE CORE ELEMENT

1.1 MOUNTAIN CHAIN



1 THE CORE ELEMENT

1.2 SHAPES AND COLOURS



The core element symbolizes mountains in different shapes and colours. They are always assembled so that they make up a chain of mountains.

The mountains can be shaped in many different ways, as shown above. The important thing to remember is to always use triangles for the different pieces of the mountain. Also, the four colour groups may not be mixed (see next page).

1 THE CORE ELEMENT

1.3 COLOUR PALETTE



CMYK 65, 0, 0, 0
RGB 120, 190, 238



CMYK 85, 0, 0, 0
RGB 60, 166, 227



CMYK 92, 45, 0, 0
RGB 61, 120, 188



CMYK 100, 53, 0, 0
RGB, 0, 98, 174



CMYK 100, 68, 14, 10
RGB 30, 79, 140



CMYK 0, 80, 0, 0
RGB 211, 101, 167



CMYK 0, 100, 0, 0
RGB 227, 0, 127



CMYK 0, 100, 40, 10
RGB 173, 17, 93



CMYK 0, 100, 0, 50
RGB 99, 0, 75



CMYK 0, 100, 0, 76
RGB 71, 14, 50



CMYK 20, 0, 100, 0
RGB 228, 234, 0



CMYK 50, 0, 100, 0
RGB 175, 207, 43



CMYK 85, 10, 100, 0
RGB 81, 156, 53



CMYK 90, 35, 95, 30
RGB 40, 95, 50



CMYK 90, 35, 95, 63
RGB 27, 63, 28



CMYK 0, 0, 100, 0
RGB 255, 246, 0



CMYK 0, 15, 100, 0
RGB 247, 223, 0



CMYK 0, 50, 100, 0
RGB 225, 164, 23



CMYK 0, 80, 100, 0
RGB 204, 86, 14



CMYK 0, 95, 100, 20
RGB 154, 41, 16

The colour palette consists of **four main colour groups** with different shades. It is important not to mix colours from different groups. Also, make sure all the five colours are used in every mountain.

1 THE CORE ELEMENT

1.4 EXAMPLES OF USE



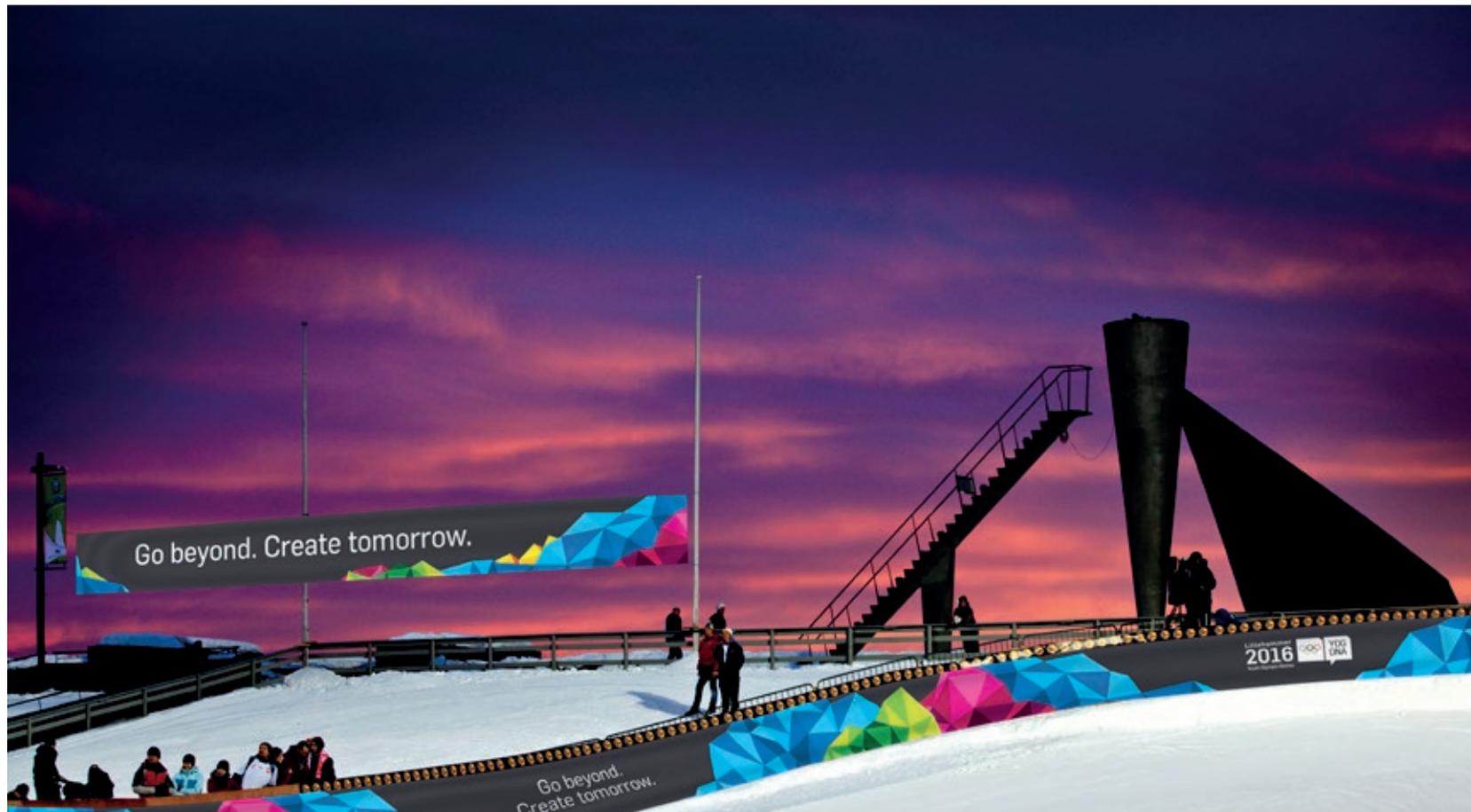
1 THE CORE ELEMENT

1.4 EXAMPLES OF USE



1 THE CORE ELEMENT

1.4 EXAMPLES OF USE



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1.4 EXAMPLES OF USE



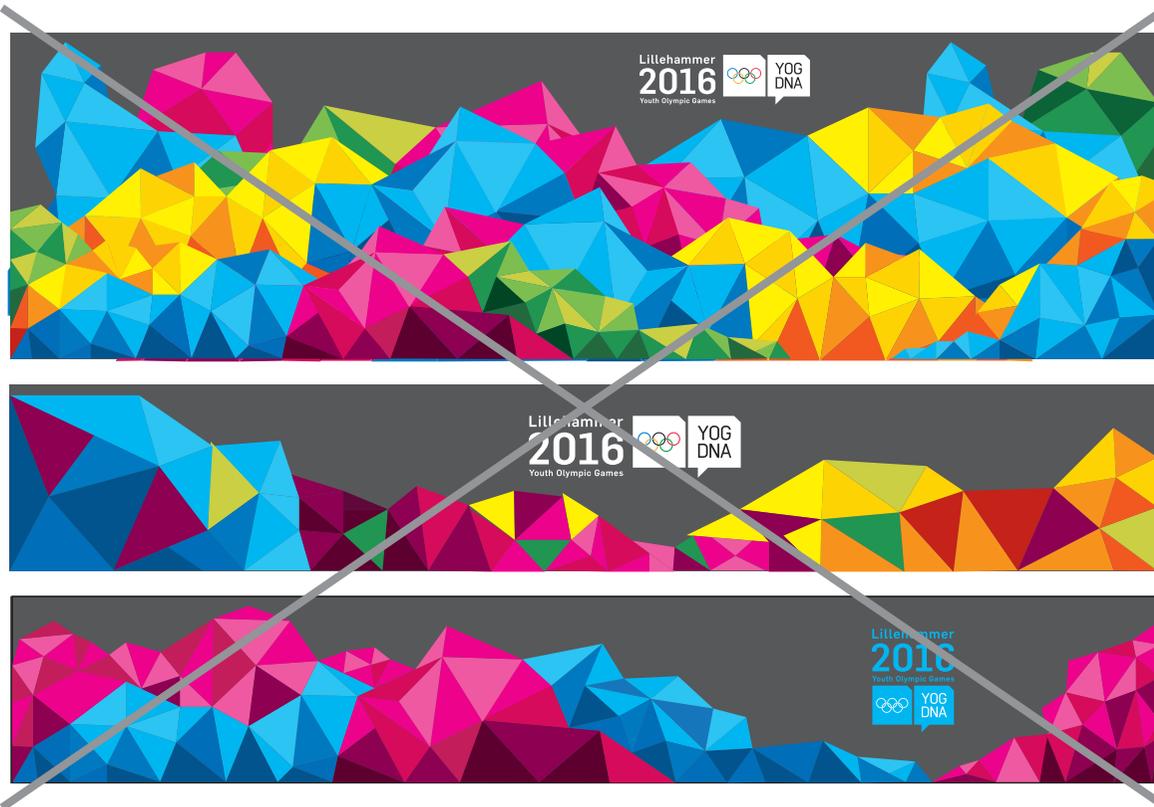
1 THE CORE ELEMENT

1.4 EXAMPLES OF USE



1 THE CORE ELEMENT

1.5 INCORRECT USE



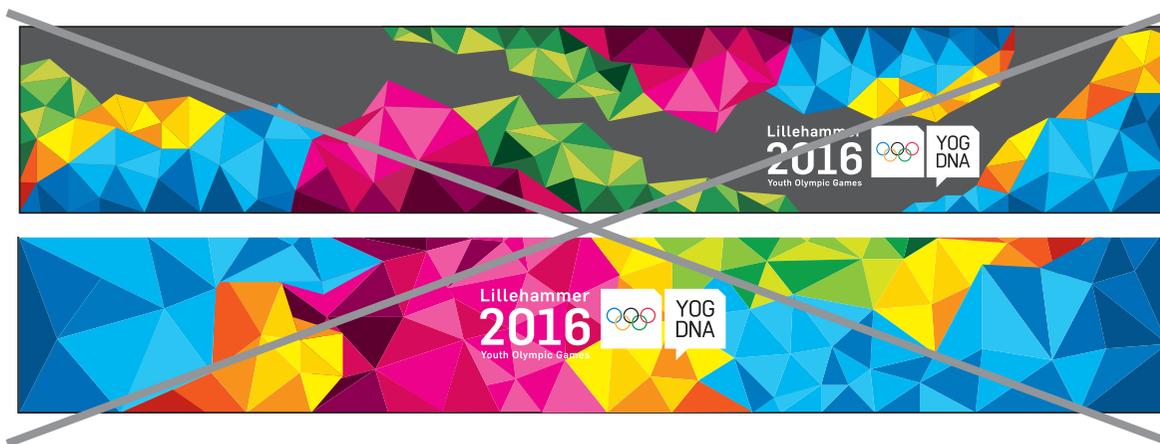
Too many mountain chains. Keep it simple.

Mixed colour groups.

Only two colour groups. All four groups should be used.

1 THE CORE ELEMENT

1.5 INCORRECT USE



Mountain on bottom and top.

Background and mountain tops not visible.

BACKGROUND

Main- and alternative background colour



2 BACKGROUND

2.1 COLOUR PALETTE



The background colour is gray.

CMYK 5, 10, 0, 85
RGB 71, 68, 70
PMS Cool Gray 11

TOUCHPOINTS

Clothing, bus decor



3 TOUCHPOINTS

3.1 CLOTHING



3 TOUCHPOINTS

3.1 CLOTHING



3 TOUCHPOINTS

3.2 BUS DECOR



EMBLEM USAGE

Minimum distance from other graphics



4 EMBLEM USAGE

4.1 MINIMUM DISTANCE FROM OTHER GRAPHICS



To guarantee the legibility and integrity of the emblem a minimum distance from other graphics must be respected.

The minimum distance is an area around the emblem in which other elements cannot be placed. The minimum distance is " $0,5x$ " and " x " is defined by the height of the YOG-DNA label box.

These examples apply to all Lillehammer 2016 emblems.

OTHER LOGOS

Usage of Torch Tour and Learn & Share pictograms



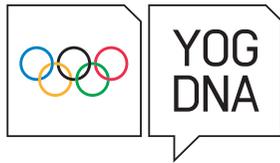
5 TORCH TOUR AND LEARN & SHARE PICTOGRAMS

5.1 ADD LOGOS



Lillehammer
2016

Youth Olympic Games

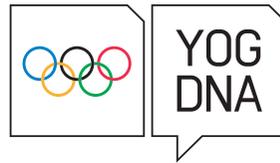


TORCH TOUR



Lillehammer
2016

Youth Olympic Games



LEARN & SHARE

Symbols and logos for the Torch Tour and the Learn & Share programme.
Shown are the primary logos.

5 TORCH TOUR

5.2 MINIMUM DISTANCE FROM OTHER GRAPHICS



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5 TORCH TOUR

5.3 ALL VARIANTS OF THE TORCH TOUR LOGO



SECONDARY LOGO - POSITIVE



SECONDARY LOGO - NEGATIVE



PRIMARY LOGO - POSITIVE



SIMPLE LOGO - POSITIVE



SOLITARY SYMBOL



SIMPLE LOGO - NEGATIVE



PRIMARY LOGO - NEGATIVE

5 LEARN & SHARE

5.2 MINIMUM DISTANCE FROM OTHER GRAPHICS



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5 LEARN & SHARE

5.3 ALL VARIANTS OF THE LEARN & SHARE LOGO



SECONDARY LOGO - POSITIVE



SECONDARY LOGO - NEGATIVE



LEARN & SHARE

PRIMARY LOGO - POSITIVE



LEARN & SHARE

SIMPLE LOGO - POSITIVE



SOLITARY SYMBOL



LEARN & SHARE

SIMPLE LOGO - NEGATIVE



LEARN & SHARE

PRIMARY LOGO - NEGATIVE

