

Version 2.1 April 2015

Lillehammer
2016
Youth Olympic Games



MASCOT MANUAL

Lillehammer 2016 Youth Olympic Games

INDEX

3 THE LILLEHAMMER 2016 MASCOT

- This is Sjogg
- Signature pose
- Mascot and emblem
- Colour guide
- Partial usage and sizing
- Clear space

10 ALTERNATIVE POSES

- Sjogg skiing
- Sjogg handstand
- Sjogg with sign

14 APPLICATION

- Colour
- Greyscale
- Line art

18 CONTACT INFORMATION

ABOUT THIS MANUAL

The mascot of the Lillehammer 2016 Youth Olympic Games, including the emblem in its entirety and the individual elements (the symbol, the word mark and the YOG DNA label), must be presented appropriately and associated with quality and excellence in every form of communication, ensuring its value is enhanced and preserved. As such, it is important for everyone to understand, respect and apply our brand expression correctly. This manual clearly outlines the specific use of the Lillehammer 2016 mascot and colours, and their correct application, thereby ensuring artwork consistency. The mascot of the Lillehammer 2016 Youth Olympic Games is protected by copyright and trademark laws in Norway and internationally. The Lillehammer Youth Olympic Games Organising Committee (LYOGOC) has issued this document and is responsible for managing the brand and bringing it to life. LYOGOC must be contacted should you wish to use the Lillehammer 2016 Youth Olympic Games Mascot. By receiving the right to use the Lillehammer 2016 mascot, you have become an ambassador of Lillehammer 2016 and our brand. We welcome you and hope your project will respect our vision and help to bring this celebration alive.

Welcome to the Lillehammer 2016 Youth Olympic Games!

This manual (Version 1.0, February 2015) may be revised by the LYOGOC. Please ensure that you are using the most current version.

THE LILLEHAMMER 2016 MASCOT

THE LILLEHAMMER 2016 MASCOT

THIS IS SJOGG

THE NAME

In the northern region of Lillehammer sjogg is a dialect word for snow. A name our mascot bears with pride.

THE ANIMAL

Sjogg is a Lynx, recognisable from the long tufts on its ears and its short tail sporting a black tip. The Lynx is Norway's only wild feline, and lives in amongst other places the woods and forests in the vicinity of Lillehammer. The Lynx is by a nature a shy and wary animal – so Sjogg is in other words quite unlike his wild cousins.

THE ONEFOOTER

The Lynx has evolved to deal with the harsh realities of the Norwegian winter, and sports a thick pelt and wide paws that do not sink easily into the deep winter snow. Sjogg took evolution to new heights when he acquired his onefoot ski-board. You will see many kids and youths in and around Lillehammer skilfully using onefooters in play – and not least as a fast, efficient and fun way of getting around!

THE STORY

Sjogg was born and grew up in the forests around Lillehammer. But our cool little wildcat, unlike his peers, has a sociable nature and incurable curiosity, and the YOG crew soon adopted this furry little charmer. Sjogg has a personality that is exactly what we want the Youth Olympic Games to be: awesome and humble, playful and determined.

SJOGG IN SHORT:

The Name: Sjogg is a dialect word for snow. Pronounced **füg**.

The Onefooter: Kind of a skateboard for snowy conditions, a fun way of getting around.

The Animal: Lynx is the only wild cat in Norway, roaming the woods of the Lillehammer region.

The Story: The curious and sporty lynx was adopted by the YOG-crew. Sjogg's personality is the same as what we want the Youth Olympics to be; awesome and humble, playful and determined.



THE LILLEHAMMER 2016 MASCOT

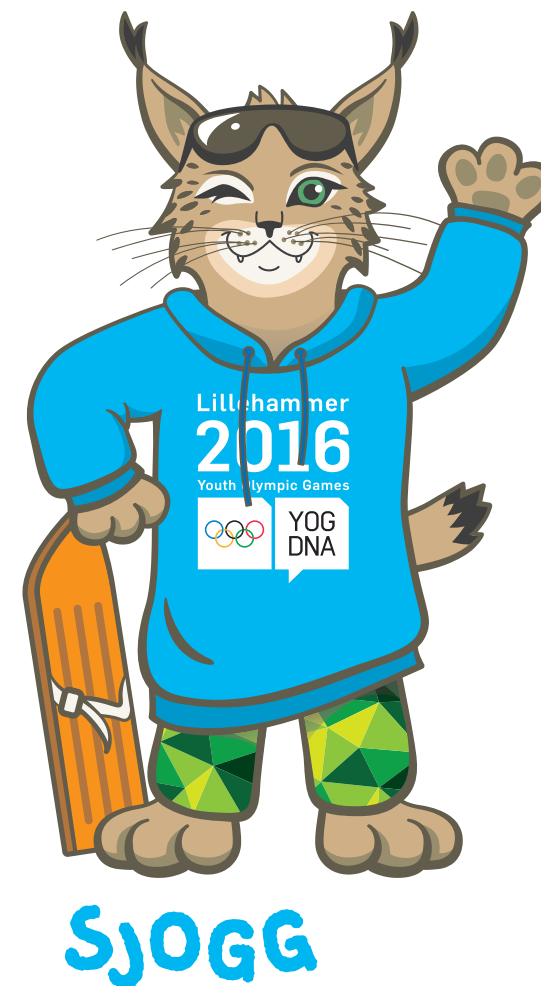
SIGNATURE POSE

To the right the mascot depicted in its Signature Pose. This pose is the default depiction of the mascot and is to be used for the majority of mascot applications. It is recommended that the mascot's name is featured in combination with the Signature Pose, especially when the mascot is being introduced for the first time. The recommended placement of the mascot's name is depicted to the right, however, discretion may be exercised to leave room for design creativity. The mascot can be placed on both light and dark backgrounds. The name can be featured in blue, grey or white, for which artworks have been provided. Please refer to the colour definitions when applying the mascot's name in colour.

Links:

[sjogg1_wave_cmyk.ai](#)

[sjogg_name_blue.ai](#)



THE LILLEHAMMER 2016 MASCOT

MASCOT AND EMBLEM

The Lillehammer 2016 emblem is positioned on the front of Sjogg's blue hoodie. However, as Sjogg is an active mascot always depicted "in action", the emblem on Sjogg's hoodie is not always fully visible or seen directly from the front.

It is therefore recommended the mascot in its entire form is treated as an illustration only, and that the Lillehammer 2016 emblem is always presented properly in addition to the mascot itself. Please refer to the emblem manual for usage and positioning of the emblem.



THE LILLEHAMMER 2016 MASCOT

COLOUR GUIDE

COLOURS EMBLEM

1	2	3	4	5	6
CMYK 100, 37, 0, 0	CMYK 0, 0, 0, 100	CMYK 0, 94, 65, 0	CMYK 0, 34, 91, 0	CMYK 100, 0, 100, 0	CMYK 0, 0, 0, 0
PMS 3005	PMS Black	PMS 192	PMS 137	PMS 355	

COLOURS MASCOT

7	8	9	10	11	12
CMYK 65, 10, 70, 5	CMYK 85, 0, 0, 0	CMYK 85, 0, 0, 20	CMYK 100, 53, 0, 0	CMYK 0, 50, 100, 0	CMYK 15, 50, 80, 20
PMS 3278	PMS 2995	PMS 299	PMS 300	PMS 1375	PMS 1385
13	14	15	16	17	18
CMYK 2, 3, 5, 0	CMYK 4, 15, 28, 0	CMYK 13, 25, 47, 7	CMYK 30, 30, 54, 20	CMYK 43, 40, 58, 43	CMYK 0, 100, 0, 76
PMS Warm Gray 50%	PMS 4685	PMS 727	PMS 730	PMS 7505	PMS Black 90%
19	20	21	22	23	
CMYK 20, 0, 100, 0	CMYK 50, 0, 100, 0	CMYK 85, 10, 100, 0	CMYK 90, 35, 95, 30	CMYK 90, 35, 95, 63	
PMS 3965	PMS 390	PMS 355	PMS 7727	PMS 567	

COLOUR CHOICES MASCOT'S NAME

8	18	6
CMYK 85, 0, 0, 0	CMYK 0, 0, 0, 90	CMYK 0, 0, 0, 0
PMS 2995	PMS Black 90%	
LIGHT BACKGROUNDS		DARK BACKGROUNDS

1-6: EMBLEM

7: EYES

8: HOODIE, MASCOT'S NAME

9: HOODIE SHADOW

10: HOODIE STRING

11-12: MINI-SKI

13: AROUND EYES, MOUTH

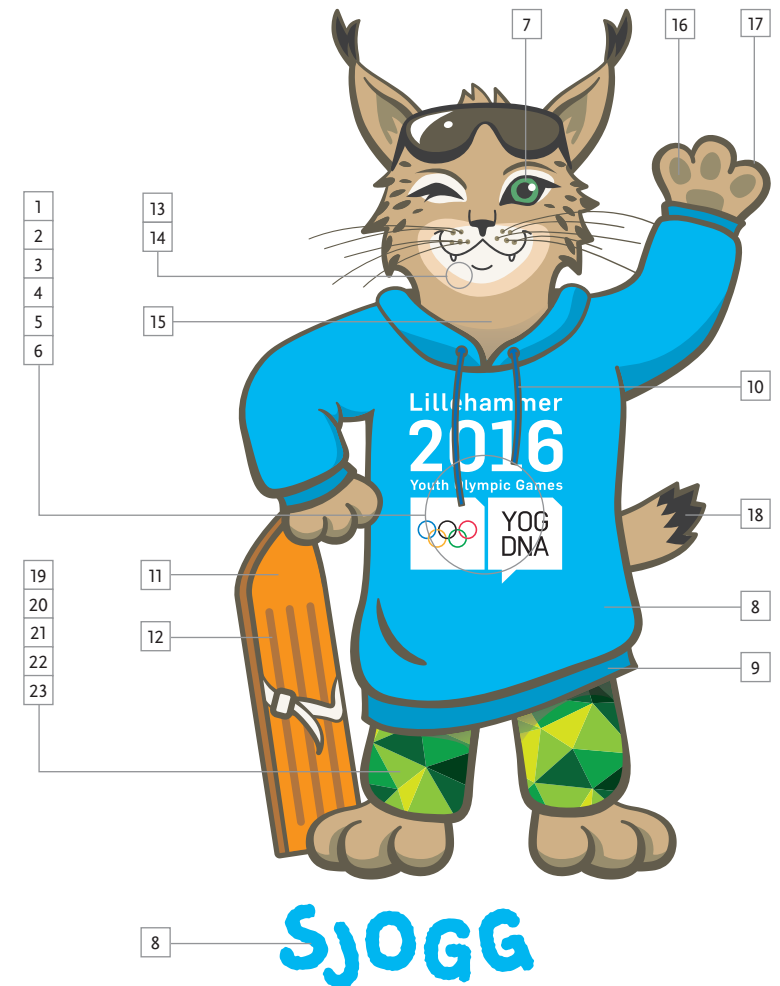
14: AROUND MOUTH

15: FUR

16: FUR SHADOW, PAWS

17: OUTLINE, GLASSES ETC.

18: EYES, EAR TUFTS ETC.



PARTIAL USAGE AND SIZING

Usage of the partial mascot is allowed provided that the integrity of the mascot's design is not compromised. When using the mascot partially, the general application guidelines and principles similar to those relating to the Signature Poses apply. Discretion may be exercised to leave room for design creativity. However, if in doubt, consult LYOGOC for design approval.

The minimum recommended size for use of the mascot is 4 centimetres in height. This also applies to all alternative poses. If the mascot is desired in a smaller space, partial usage may be considered. Remember to always include the Lillehammer 2016 emblem as specified on page 6 in this manual.

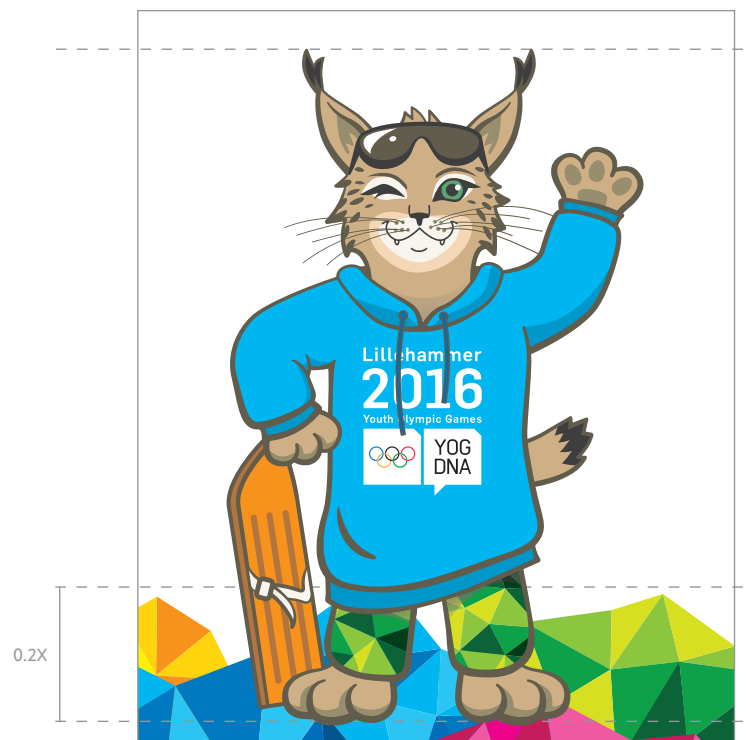
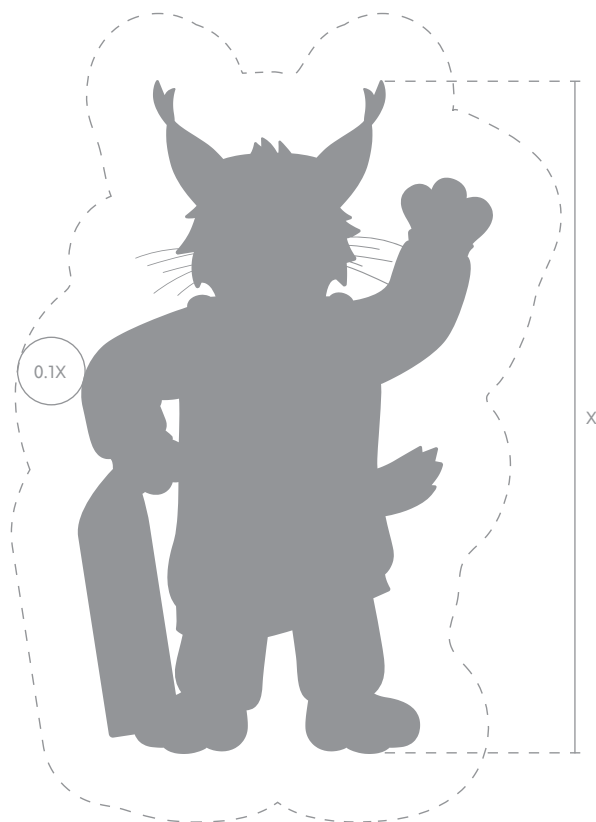


MINIMUM
RECOMMENDED
HEIGHT: 4 CM

CLEAR SPACE

In order to ensure the completeness and integrity of the mascot's images, it is recommended that a minimum clear space equivalent to 10% of the full height is maintained. The height is taken from the lowest to the highest point of the design, as depicted below.

Mountain chains may serve as a floor/background for the mascot, as long as less than 20% of the mascot's total height are covering them. It is recommended that no other graphics, texts or elements infringe the clear space. However, discretion may be exercised to leave room for design creativity. If in doubt, consult LYOGOC for design approval.



ALTERNATIVE POSES

ALTERNATIVE POSES

SJOGG SKIING

This is the first of three alternative poses. Versions of this pose in greyscale and line art are available. A minimum clear space equivalent to 10% of the full height should be maintained.

Links:
[sjogg2_ski_cmyk.ai](#)



ALTERNATIVE POSES

SJOGG HANDSTAND

This is the second of three alternative poses. Versions of this pose in greyscale and line art are available. A minimum clear space equivalent to 10% of the full height should be maintained.

Links:
[sjogg3_handstand_cmyk.ai](#)



ALTERNATIVE POSES

SJOGG WITH SIGN

This is the third of three alternative poses. Versions of this pose in greyscale and line art are available. A minimum clear space equivalent to 10% of the full height should be maintained. In addition to «#Lillehammer2016» this pose has also been produced with the sign messages «Welcome», «Bienvenue» and «Velkommen». Other sign messages can be commissioned for specific uses, but all designs and messages must be approved by the LYOGOC before use. Designs using any other colours or fonts* will not be approved. *If glyphs or non-latin characters not available in Scala Sans are required, the typeface can be changed to a similar-looking sans-serif font.

Links:

[sjogg4_sign_hashtag_cmyk.ai](#)
[sjogg4_sign_welcome_cmyk.ai](#)
[sjogg4_sign_bienvenue_cmyk.ai](#)
[sjogg4_sign_welcome_cmyk.ai](#)



APPLICATION

APPLICATION

COLOUR

This version may be used in all colour applications. Artworks for all four poses of the mascot have been provided and must not be altered in any way. The name should be featured in blue, grey or white.

Links:

[sjogg1_wave_cmyk.ai](#)

[sjogg2_ski_cmyk.ai](#)

[sjogg3_handstand_cmyk.ai](#)

[sjogg4_sign_hashtag_cmyk.ai](#)



APPLICATION

GREYSCALE

This version may be used in black-and-white applications. Artworks for all four poses of the mascot have been provided and must not be altered in any way. The name should be featured in grey.

Links:

[sjogg1_wave_grey.ai](#)

[sjogg2_ski_grey.ai](#)

[sjogg3_handstand_grey.ai](#)

[sjogg4_sign_hashtag_grey.ai](#)



APPLICATION

LINE ART

This version is to be used on a limited basis, such as for applications where colour and greyscale versions are inappropriate (for example, etching on metal or rubber stamp design). Artworks for all four poses of the mascot have been provided and must not be altered in any way.

Links:

[sjogg1_wave_line.ai](#)

[sjogg2_ski_line.ai](#)

[sjogg3_handstand_line.ai](#)

[sjogg4_sign_hashtag_line.ai](#)



CONTACT INFORMATION

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YOUR ROLE IN BRAND PROTECTION

Under agreements with the International Olympic Committee (IOC) and the various marketing partners, LYOGOC is obligated to protect the Lillehammer 2016 Youth Olympic Games Marks against unauthorised use. In order to protect intellectual property rights and the investment of its partners, LYOGOC is responsible for ensuring that the integrity of the Lillehammer 2016 Youth Olympic Games Marks is upheld. Protecting these marks is critically important to the success of the mission because uncontrolled use could undermine LYOGOC's ability to raise the funds necessary to host, stage, and deliver the Lillehammer 2016 Youth Olympic Games. LYOGOC requests your support and assistance in protecting the Lillehammer 2016 Youth Olympic Games brand against misuse, unauthorised use, infringement and ambush marketing. If you discover any such acts in Norway, we seek your kind assistance to notify us by filling in the Lillehammer 2016 Youth Olympic Games Infringement Report Form (Appendix) and email it to LYOGOC.

CONTACT DETAILS

E-mail: aseline.eide@lillehammer2016.no
Telephone: +47 907 30 846

Should you discover infringements outside Norway, please contact the IOC at legal@olympic.org (E-mail) or +41 21 621 6231 (tel).

LILLEHAMMER 2016 WINTER YOUTH OLYMPIC GAMES INFRINGEMENT REPORT FORM

Page 1/1

Date of submission:

1. Applicant details

Details	Contact person 1	Contact person 2
Name:		
Designation:		
Company:		
Address:		
Telephone:		
Fax:		
Email:		

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) to the IOC. The contact details are as follows:

National: yog@lillehammer2016.no

International: marianne.chappuis@olympic.org

Phone: + 47 40 69 24 00

Address: Youth Olympic Games Lillehammer 2016, LYOGOC, Kirkegata 74,
2626 Lillehammer, Norway