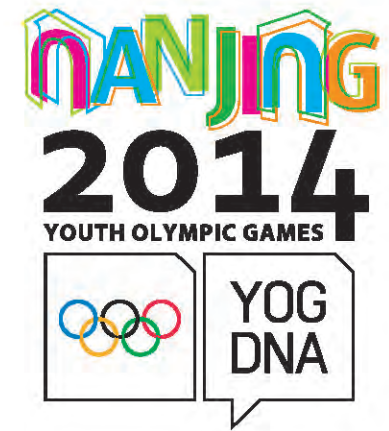


# The 2<sup>nd</sup> Summer Youth Olympic Games

Standard Usage Guidelines for the Emblem



## Foreword

"Standard Usage Guidelines for the Emblem" provides detailed guidance for all authorised users of the emblem of Nanjing 2014.

The emblem 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 emblem may well undermine its influence and value. This document aims to set out explicit rules for use of the emblem, 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 emblem of Nanjing 2014.

The Brand Management and Look Functional Area of the Marketing Department of the Nanjing Youth Olympic Games Organising Committee is the governing body for the emblem of Nanjing 2014 and other Olympic marks and it is also the focal point for any technical questions concerning use of the emblem.

Nanjing Youth Olympic Games Organising Committee  
March, 2012

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Interpretation on the Emblem: Brand Story



Ming Dynasty City Wall of Nanjing



Traditional Residence in Jiangnan region

## Interpretation on the Emblem: Words

The emblem is composed of three parts: the English word "NANJING" on the top; the visual signage of the Youth Olympic Games, Olympic Rings and "YOG DNA" at the bottom; and the year "2014" and the words "YOUTH OLYMPIC GAMES" in the centre. The letter "n" in "NANJING" represents the ancient city wall gates in Nanjing and, when coupled with the hollowed-out lines around it, it is also a symbol of the traditional residence in Jiangnan region, the geographic area to the south of lower reaches of the Yangtse River where the host city is located. The design is aesthetically pleasing and highlighting the local characteristics of the host city.

While the gate conveys a message of warm welcome to the young people from around the world, the traditional residence symbolises happy reunion, health and the home of YOG. The emblem fully embodies the wish of the host city to welcome the guests to a spectacular celebration for youth and to promote friendship and cultural exchange between different countries.

The emblem highlights the Games' vision and presents the international style, Olympic spirit, youthful vitality and Nanjing culture.

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Interpretation on the Emblem: Brand Story
- 

### Communication and Commitment

The elements contained in the emblem strongly suggest youth, dialogue, communication, interaction and commitment. The signature stamp represents an appeal to all the young participants of the YOG, encouraging them to wear the mark and help disseminate the YOG spirit.

### Youth and Vitality

The YOG lays an emphasis on the participation of the youth, so the emblem is intended to highlight youth and vitality. This is most visibly reflected in the word “NANJING”, which, through the use of vivid colours and hollowed-out lines, creates a three-dimensional and see-through effect, and effectively delivers the message of youthful vigour.

### Welcome to Nanjing

Through an ingenious use of lines and colours, the word “NANJING” in the emblem reminds people of the Ming Dynasty City Wall in Nanjing and the traditional residence in Jiangnan region, the geographic area to the south of lower reaches of the Yangtse River where the host city is located. The first and last “n” in the word are both presented in an arch-like shape, symbolizing the ancient city wall gates, while the combination of the solid and outline forms of the letter “n” suggests the elegant traditional residence in Jiangnan region.

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- A The Olympic Rings and the YOG DNA label
- B Standard Usage Guidelines for the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games
- C Standard Usage Guidelines for the Combination of the Slogan and Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games
- D Standard Usage Guidelines for the Combination of the Official Designations and Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games



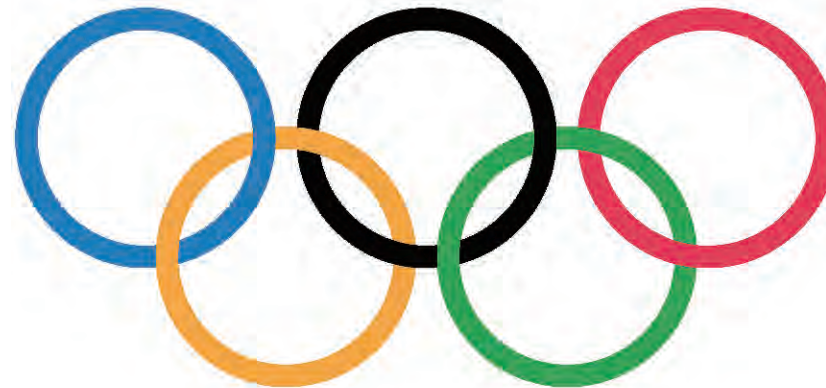
The Olympic Rings and the YOG DNA label

# A1-01

## Olympic Symbol

- Definition and design of the Olympic symbol

The Olympic Charter defines the Olympic rings as an important Olympic property. The Olympic rings as shown in the Guidelines are based on the exclusive and officially approved versions of them, and the integrity of the Olympic symbol may not be changed, distorted or otherwise compromised.



### Definition of the Olympic rings

"The Olympic symbol consists of five interlaced rings of equal dimensions (the Olympic rings), 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 at 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." <sup>1</sup>

The Olympic rings are a cornerstone of the Olympic properties, which comprise a variety of assets: "The Olympic symbol, flag, motto, anthem, identifications, (including but not limited to "Olympic Games" and "Games of the Olympiad"), designations, emblems, flame and torches (...) shall be collectively or individually referred to as "Olympic properties". All rights to any and all Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to their use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board." <sup>2</sup>

1. From Rule 8, Olympic Charter - July 2011

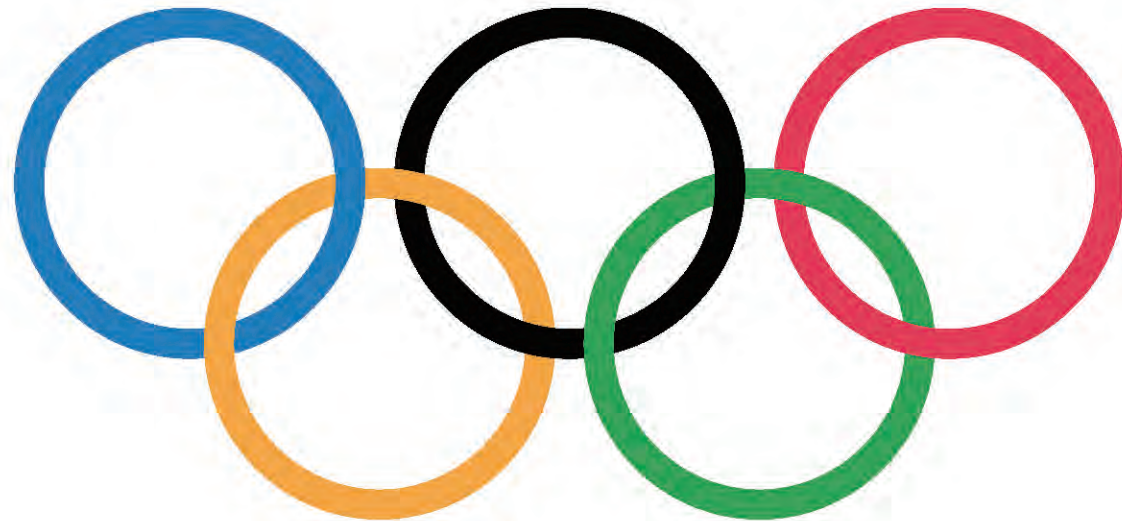
2. From Rule 7, paragraph 4, Olympic Charter - July 2011

Note: The rings can not be used alone.

## Olympic Symbol

- Full Colour

The full-colour Olympic rings were first designed by Pierre de Coubertin. "Full colour" refers to the six Olympic colours, namely, the white background and the five rings in blue, yellow, black, green and red, symbolising the universality of the Olympic spirit. Therefore, the full-colour version on the white background is the first choice for the Olympic rings.



".....five regularly interlaced rings of different colours — blue, yellow, black, green and red — stand out from the white background of the paper. These five rings represent the five parts of the world now won over to the cause of Olympism and ready to accept its fecund rivalries. What is more, the six colours thus combined reproduce those of all nations without exception."

— Pierre de Coubertin

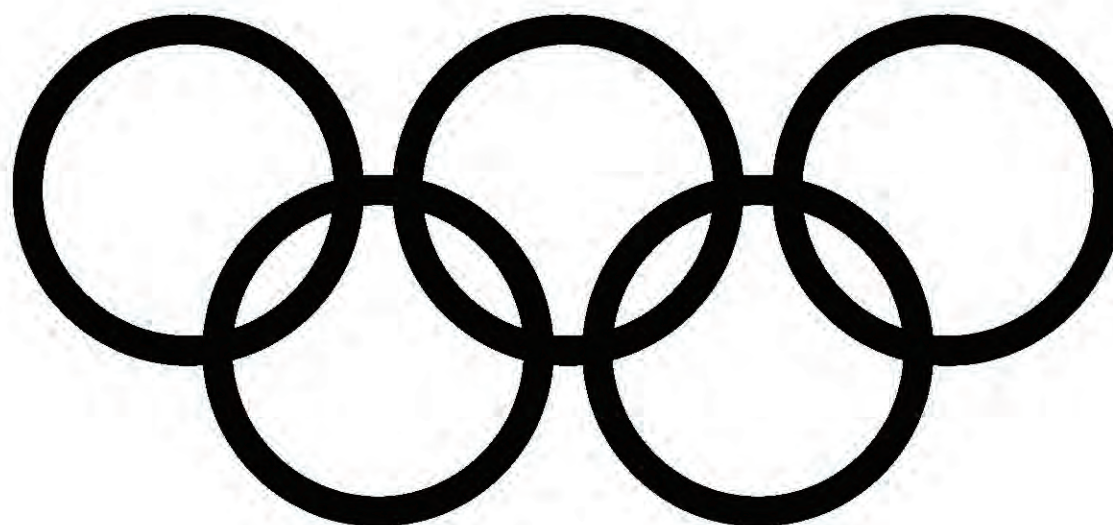
Note: The rings can not be used alone.

# A1-03

## Olympic Symbol

- Monochrome

The Olympic rings in monochrome are an alternative to the full-colour version. When necessary, the Olympic rings can be presented in any of the six official colours.



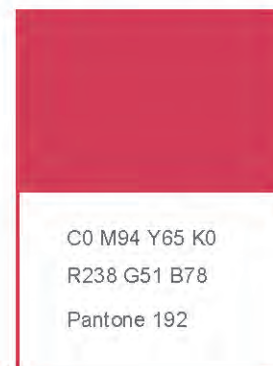
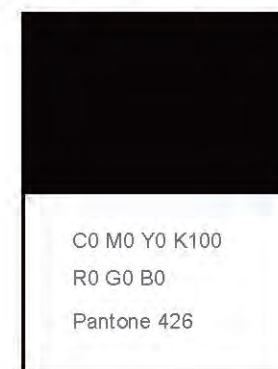
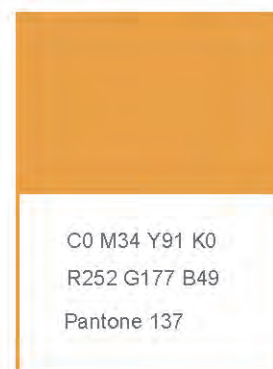
Note: The rings can not be used alone.

# A1-04

## Olympic Symbol

- Six Official Colours

The following are the six officially approved colours for the Olympic rings. Please do not change these colours in any form so as to ensure the integrity of the Olympic rings.



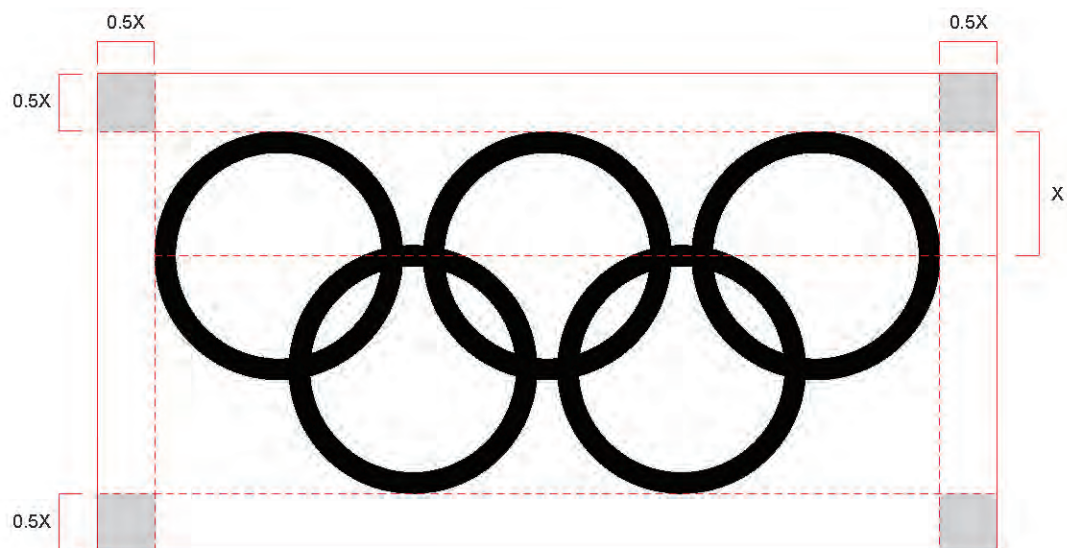
Note: The rings can not be used alone.

# A1-05

## Olympic Symbol

- Clear Space and Minimum Size

To ensure the integrity of the Olympic rings, it is of great importance to allow for a clear space. No font, text, graphic and/or photographic element may appear in the clear space. The clear space refers to the rectangular area  $0.5X$  from the rings. When the rings are used in combination with another logo, the distance between the two shall be equal to  $X$ , which is the outer radius of the ring.



Minimum size:

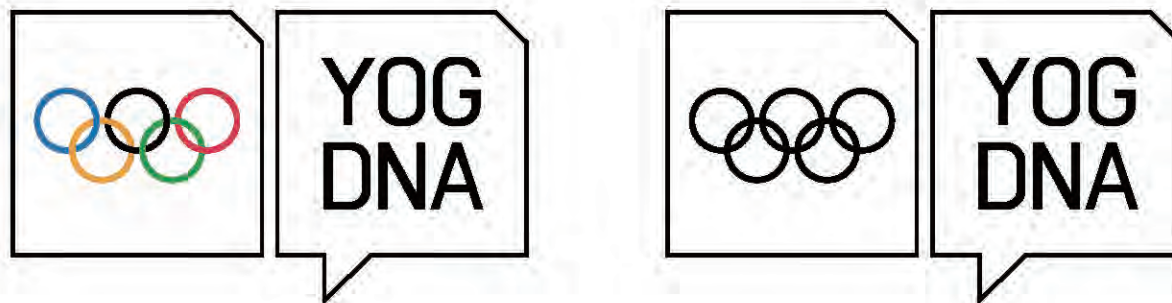
To ensure the integrity of the Olympic symbol, the Olympic rings shall be no less than the specified minimum size. The Olympic rings in full colour and in monochrome shall be no less than 8 mm in width.

Note: The rings can not be used alone.

## YOG DNA

- The YOG DNA label

The emblem of the Nanjing 2014 Youth Olympic Games includes "The YOG DNA Label" or "YOG DNA" for short.



The YOG DNA label is not a logo. It is a signature stamp!

But it does not sign off everything. It only signs off what is like it: Olympic (excellent, friendly, respectful) & Young (creative, fresh, dynamic, free...)

The YOG DNA label has a simple, visually strong and easily identifiable shape.

It sets a seal on whichever medium carries it. On one side, a square containing the Olympic rings, on the other side a square with the name YOG DNA. The speech bubble shape symbolises commitment, action, dialogue and communication.

Note: The YOG DNA label can only be used alone by the IOC and NYOGOC, more specifically, only as an integral element of the Look of the Games by the latter.

# A1-07

## YOG DNA

- The YOG DNA label

The emblem of the Nanjing 2014 Youth Olympic Games includes "The YOG DNA Label" or "YOG DNA" for short.

The visual universe of YOG DNA is marked by its great diversity: colours, shapes, typographies and choice of images are extremely varied. A recurring and distinctive element will provide a common identity for this world of freedom: the YOG DNA label. The label is the signature of the young people who belong to the YOG DNA movement. It is a sign of approval, and therefore it authenticates any element which carries it (person, poster, event, clothing, etc.). It carries and communicates a value judgement. It certifies that the person wearing it is a YOG DNA member, a proud ambassador of the Youth Olympic Games values, young in body and/or at heart, a practitioner of and/or defender of the values linked to sport. But, like any label, YOG DNA does not authenticate any and every visual, only those which correspond to the YOG DNA identity.



Note: The YOG DNA label can only be used alone by the IOC and NYOGOC, more specifically, only as an integral element of the Look of the Games by the latter.



## Standard Usage Guidelines for the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

# B1-01

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Graphics of the Emblem

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



Emblem in vertical form



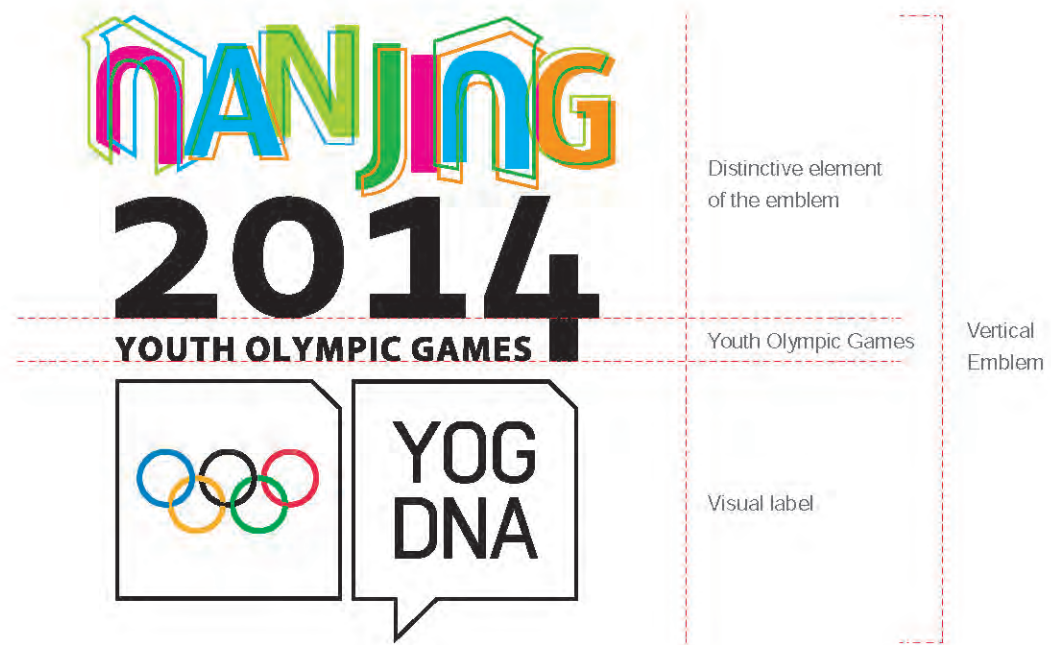
Emblem in horizontal form

# B1-02

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Composition of the Vertical Emblem

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



The vertical emblem of the 2<sup>nd</sup> Summer Youth Olympic Games is composed of the distinctive element of the emblem, the lettering "Youth Olympic Games" and the visual label of the Youth Olympic Games.

# B1-03

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Composition of the Horizontal Emblem

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



The horizontal emblem of the 2<sup>nd</sup> Summer Youth Olympic Games is composed of the distinctive element of the emblem, the lettering "Youth Olympic Games" and the visual label of the Youth Olympic Games.

# B1-04

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Composition of the Wordmark

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



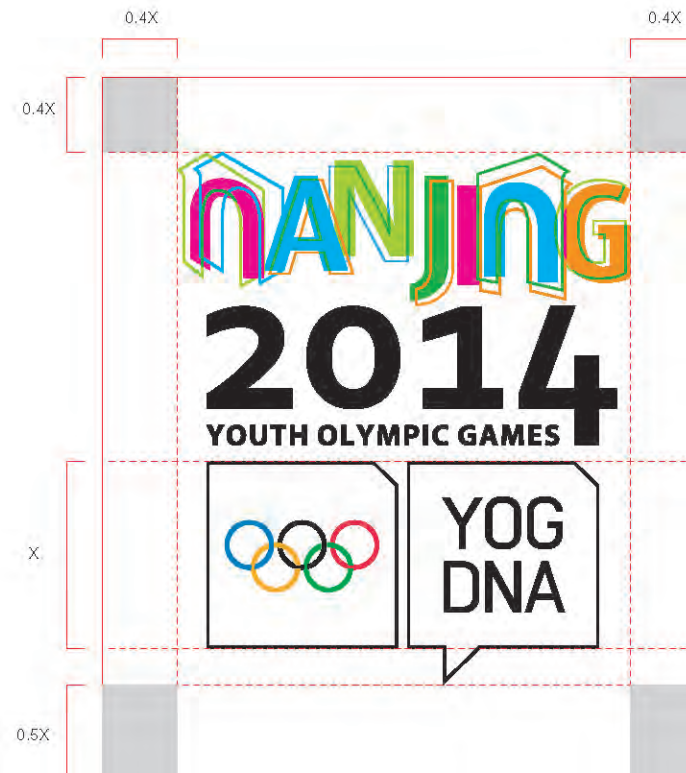
The workmark of the 2<sup>nd</sup> Summer Youth Olympic Games is composed of the distinctive element of the emblem and the lettering "Youth Olympic Games".

# B1-05

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Clear Space

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



This page specifies the clear space of the vertical emblem of the 2<sup>nd</sup> Summer Youth Olympic Games. In order to ensure the independence and solemnity of the emblem, no text, graphic or mark may appear or be used within its clear space.

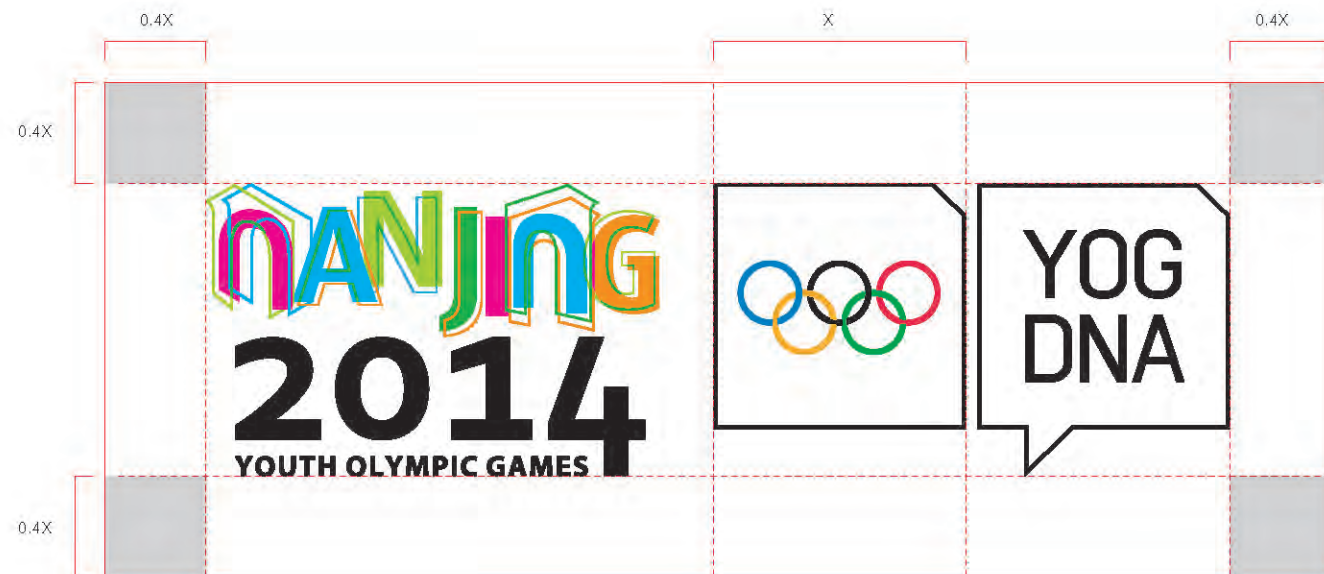
Note: The solid box defines the boundary of the clear space; "X" is a basic length unit.

# B1-06

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Clear Space

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



This page specifies the clear space of the horizontal emblem of Nanjing 2014. In order to ensure the independence and solemnity of the emblem, no text, graphic or mark may appear or be used within its clear space.

Note: The solid box defines the boundary of the clear space; "X" is a basic length unit.

# B1-07

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Clear Space

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



This page specifies the clear space of the wordmark of the 2<sup>nd</sup> Summer Youth Olympic Games. In order to ensure the independence and solemnity of the wordmark, no text, graphic or mark may appear or be used within its clear space.

Note: The solid box defines the boundary of the clear space; "X" is a basic length unit.

# B1-08

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Standard Usage Guidelines for the Size of the Emblem

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



The width of the vertical emblem is no less than 23.5mm.



The width of the horizontal emblem is no less than 40mm.



The width of the wordmark is no less than 23.5mm.

# B1-09

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- The Vertical Emblem and the Margin Allowance

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



In order to ensure the independence and solemnity of the emblem, a proper margin allowance should be established between the outer frame of the clear space and the edge of the background. The margin between the frame of the clear space and the two closer edges of the background should be no less than 0.5X.

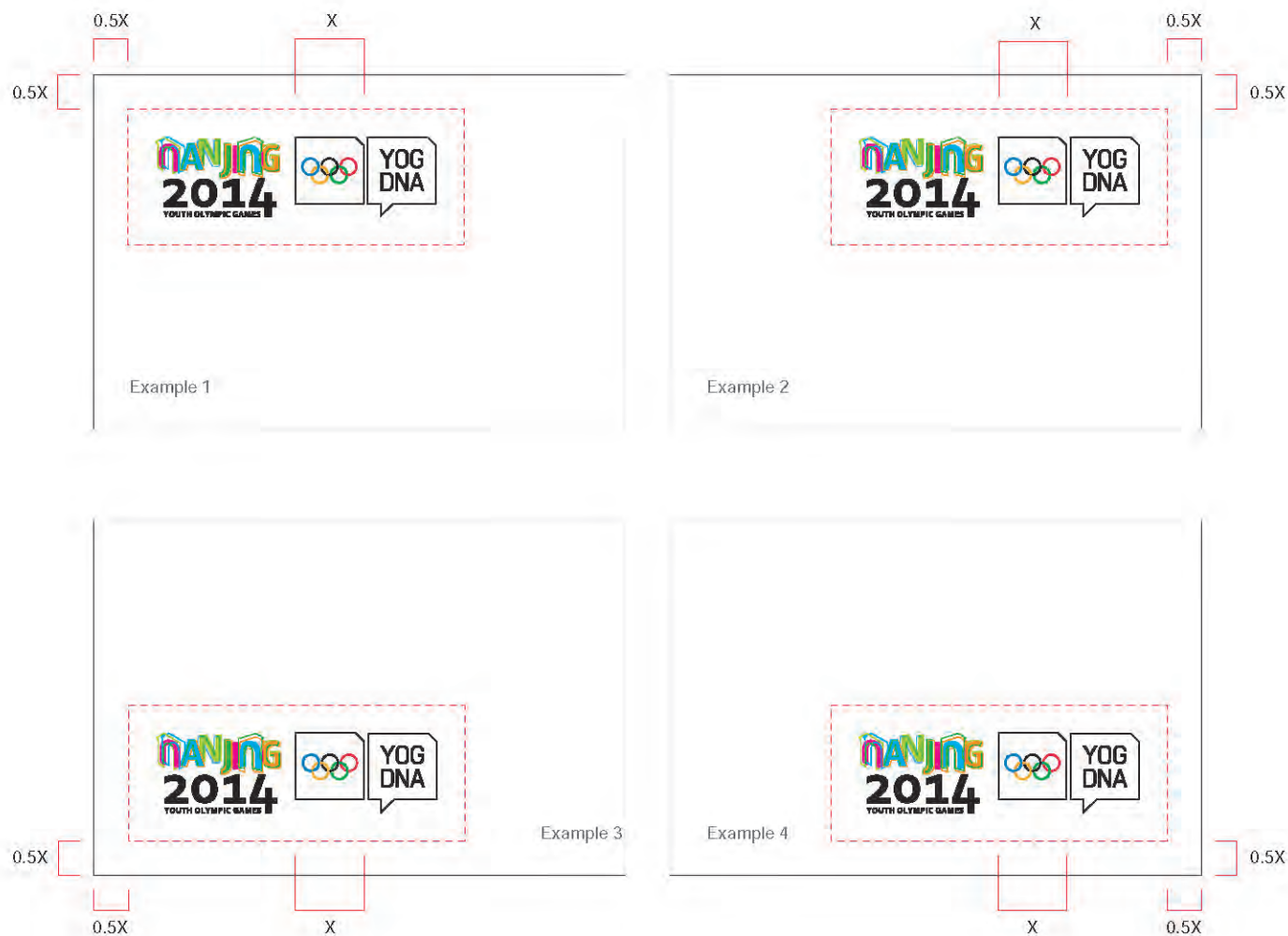
Note: "X" is a basic length unit.

# B1-10

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- The Horizontal Emblem and the Margin Allowance

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



In order to ensure the independence and solemnity of the emblem, a proper margin allowance should be established between the outer frame of the clear space and the edge of the background. The margin between the frame of the clear space and the two closer edges of the background should be no less than 0.5X.

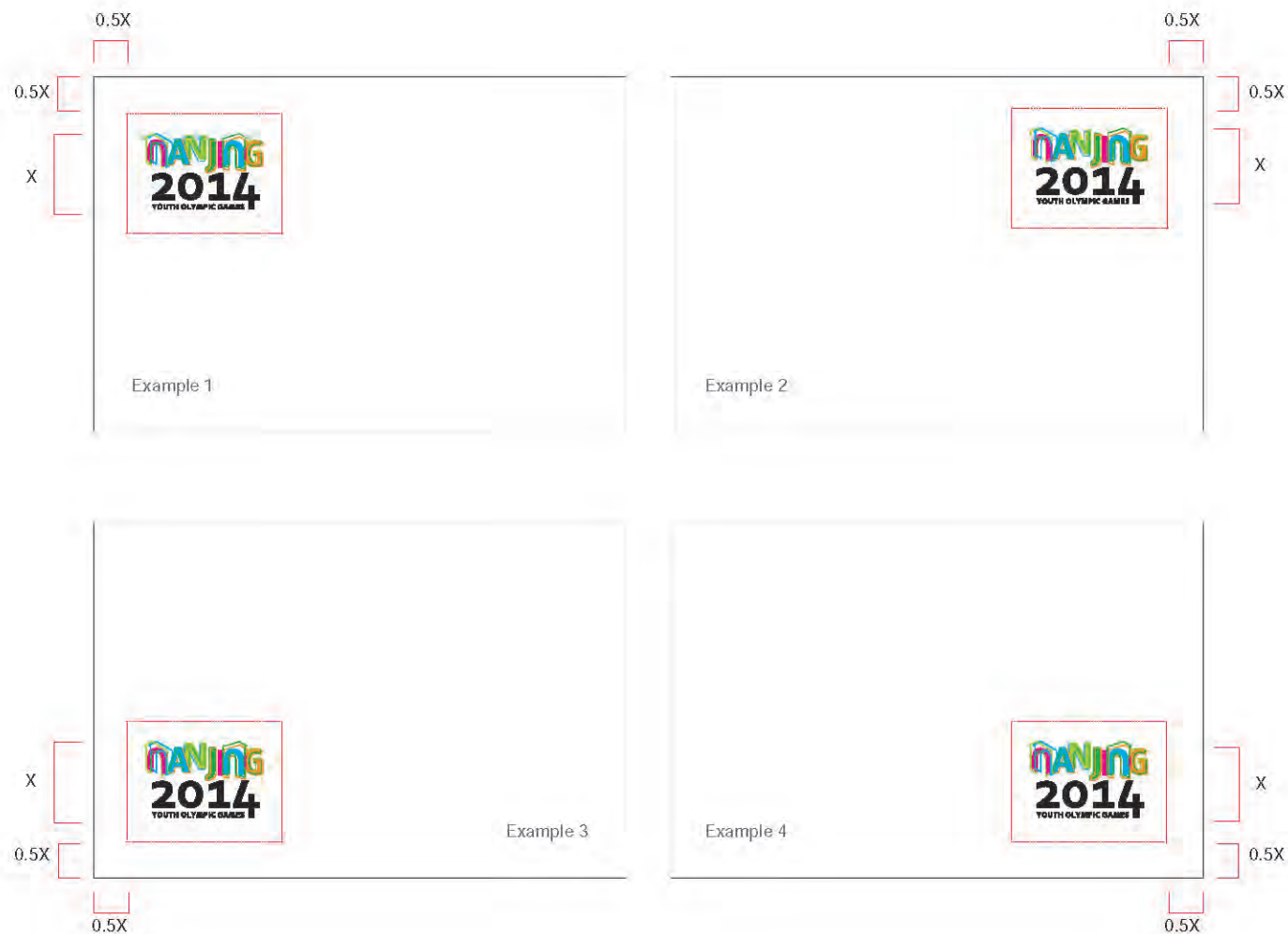
Note: "X" is a basic length unit.

# B1-11

## Standard Graphics of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- The Wordmark and the Margin Allowance

This section specifies the standard graphics of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the emblem.



In order to ensure the independence and solemnity of the wordmark, a proper margin allowance should be established between the outer frame of the clear space and the edge of the background. The margin between the frame of the clear space and the two closer edges of the background should be no less than 0.5X.

Note: "X" is a basic length unit.

# B2-01

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Interpretation on the Standard Colours

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.

	<b>Plum Blossom Red</b>	Plum is the city flower of Nanjing, and the names of many places in the city, e.g. Plum Blossom Hill and Plum Garden Residential Quarter, suggest its popularity. Plum blossoms in the colour of red are most highly acclaimed for their beauty. Plum Blossom Red, with all its brilliant, vibrant and graceful appeal, accurately interprets the culture of Nanjing.
	<b>Fraternity Blue</b>	Nanjing is also known as the City of Fraternity, originating from the concept of fraternity proposed by Dr. Sun Yat-sen nearly 100 years ago. Blue, a colour for auspiciousness and fraternity, signifies wisdom and inclusiveness, the two qualities that are traditionally associated with the host city.
	<b>Lake Green</b>	Xuanwu Lake is a famous tourist attraction of Nanjing. It was originally called Sangbo, and has a history of over 2,200 years. Throughout these centuries, the lake remains crystal clear and is impressive for its serene beauty. Drawing inspiration from the water of the lake, the colour of Lake Green implies hope, vigour and the sense of the times you can feel everywhere in the city.
	<b>Planetree Green</b>	Planetrees, introduced to Nanjing for the burial ceremony of Dr. Sun Yat-sen, represent an attractive landscaping feature of the city. In summer days, they form a leafy canopy to protect pedestrians from scorching heat. Planetree Green implies solemnity, natural appeal and energy, reflecting the character of the host city Nanjing.
	<b>Glaze Yellow</b>	Nanjing, also known as "an ancient capital of six dynasties", boasts rich historical and cultural heritage, of which imperial buildings constitute a most significant part. The yellow colour of glazed tiles that are found on the roofs of these imperial buildings is thus of particular meaning for the city. Bright and magnificent, the Glaze Yellow shows the profound culture of Nanjing.

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Values of the Standard Colours

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.

### Standard colours of the emblem

 <p> <i>C0 M100 Y0 K0</i>  <i>R228 G0 B127</i>  <i>PANTONE Process Magenta C</i> </p>	 <p> <i>C100 M0 Y0 K0</i>  <i>R0 G160 B233</i>  <i>PANTONE Process Cyan C</i> </p>	 <p> <i>C40 M0 Y100 K0</i>  <i>R171 G205 B3</i>  <i>PANTONE 375 C</i> </p>	 <p> <i>C80 M0 Y100 K0</i>  <i>R0 G167 B60</i>  <i>PANTONE 354 C</i> </p>	 <p> <i>C0 M50 Y100 K0</i>  <i>R0 G160 B233</i>  <i>PANTONE 151 C</i> </p>
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### Standard colours of the Olympic rings

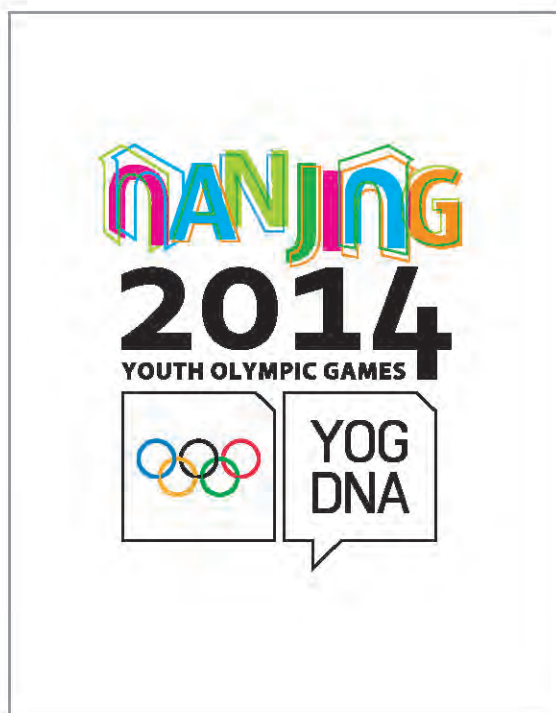
 <p> <i>C0 M94 Y65 K0</i>  <i>R238 G51 B78</i>  <i>Pantone 192</i> </p>	 <p> <i>C0 M34 Y91 K0</i>  <i>R252 G177 B49</i>  <i>Pantone 137</i> </p>	 <p> <i>C100 M37 Y0 K0</i>  <i>R0 G129 B200</i>  <i>Pantone 3005</i> </p>	 <p> <i>C100 M0 Y100 K0</i>  <i>R0 G166 B81</i>  <i>Pantone 355</i> </p>	 <p> <i>C0 M0 Y0 K100</i>  <i>R0 G0 B0</i>  <i>Pantone 426</i> </p>
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# B2-03

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Emblem in Full Colour and Reverse Type

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.



Application of the full-colour emblem

The full-colour emblem can be placed on the white background.



Application of the emblem in reverse type

The emblem in reverse type can be applied if the lightness of the background colour is no less than 50% K.  
Note: "50% K" means that the lightness of the colour is 50% of black.

# B2-04

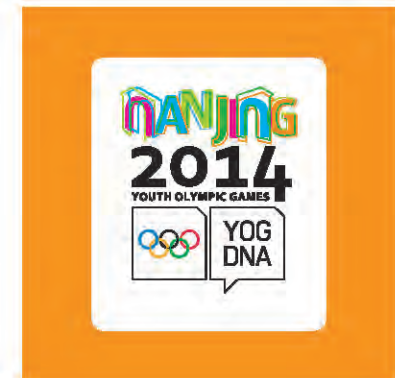
## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Emblem in Full Colour and Reverse Type

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.



When the full-colour emblem is applied on a non-white background, the emblem must be placed on a white field marked by the boundary of the clear space, and the four rounded corners have a radius of 0.2X.



# B2-05

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Usage Guideline for the Emblem in Monochrome

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.



Usage guidelines for the emblem in monochrome

The usage guidelines for the emblem must be strictly followed. Neither arbitrary changes nor other forms of presentation are allowed so as to maintain visual integrity and clarity. Whenever monochrome blocks are applied for the label part of the emblem, the other parts of the emblem shall be of the same colour, and this colour can only be either one of the emblem colours or one of the Olympic colours other than white. The Olympic rings and YOG DNA cannot be hollowed out, and shall be of white colour regardless of the ground colour.

# B2-06

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Usage Guideline for the Emblem in Monochrome

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.



### Usage guidelines for the emblem in monochrome

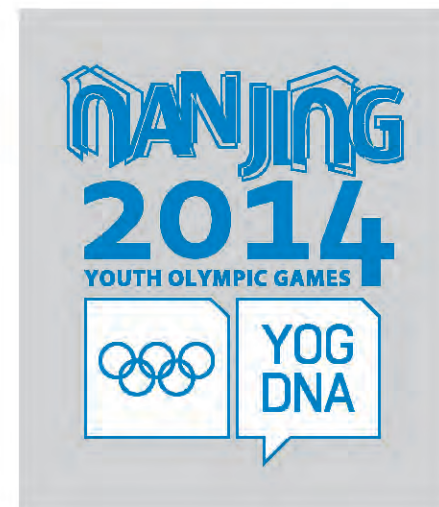
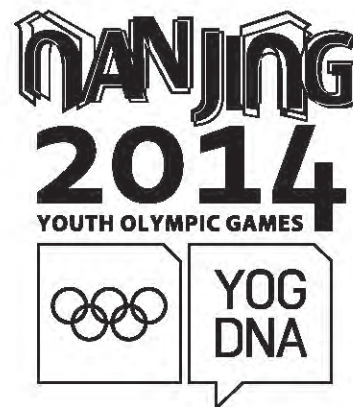
The usage guidelines for the emblem must be strictly followed. Neither arbitrary changes nor other forms of presentation are allowed so as to maintain visual integrity and clarity. Whenever monochrome blocks are applied for the label part of the emblem, the other parts of the emblem shall be of the same colour, and this colour can only be either one of the emblem colours or one of the Olympic colours other than white. The Olympic rings and YOG DNA cannot be hollowed out, and shall be in white regardless of the ground colour.

# B2-07

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Usage Guideline for the Emblem in Monochrome

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.



### Usage guidelines for the emblem in monochrome

The usage guidelines for the emblem must be strictly followed. Neither arbitrary changes nor other forms of presentation are allowed so as to maintain visual integrity and clarity. Whenever the Olympic rings, the word YOG DNA and the bordered lines are presented in monochrome, the other parts of the emblem shall be of the same colour, and the colour to be used for the emblem can only be one of the official colours of the Olympic rings other than white. The areas between the box and the rings or the letters shall not be hollowed out, and shall be in white regardless of the ground colour.

# B2-08

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Usage Guideline for the Emblem in Monochrome

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.



Usage guidelines for the emblem in monochrome

The emblem in the reverse type can be applied if the lightness of the background colour is no less than 50% K. However, the Olympic rings and the words YOG DNA must appear in one of the five standard colours of the Olympic rings other than white. The lightness rule, however, may not necessarily apply in certain special circumstances, e.g. when the emblem is emblazoned in flags or banners.

Note: "50% K" means that the lightness of the colour is 50% of black.

# B2-09

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Colours for the Wordmark

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.

Full Colour



Reverse Type



Monochrome



# B2-10

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Example 1 of Application

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.



### Examples of the application of full-colour emblem

The full-colour emblem can be directly placed on the white background, on the black background in reverse type, or on graphics or images with the emblem inside a white rectangle with rounded corners. In any case, the standard usage guidelines for the size of the emblem (see B1-08), clear space (see B1-05 and B1-06), and the relationship between the emblem and the margin allowance (see B1-11 and B1-12) shall be followed.

# B2-11

## Standard Colours of the Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

- Example 2 of Application

This section specifies the standard colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games and related usage guidelines. The guidelines shall be followed when using the colours.



Examples of the application of the emblem in monochrome

The emblem in monochrome can be directly placed on the white background, or on the coloured background in reverse type.

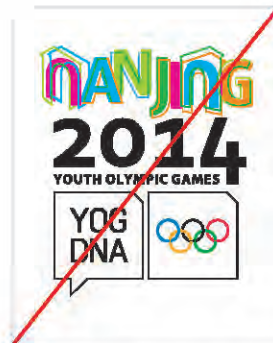
In either case, the standard usage guidelines for the size of the emblem (see B1-08), clear space (see B1-05 and B1-06), and the relationship between the emblem and the margin allowance (see B1-11 and B1-12) shall be followed.

# B3-01

## Incorrect Use of the Graphics and Colours of the Emblem

- Example 1 of Incorrect Use of the Graphics

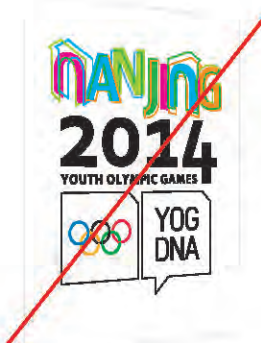
This page lists examples of the incorrect use of the graphics and colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games .  
No rotation is allowed when using the emblem.



Change part of the emblem



Mirror image of the emblem



Perspective distortion of the emblem



Upside down the emblem



Change the relation between the parts of the emblem



Change the form or shape of the emblem



Emblem rotated

# B3-02

## Incorrect Use of the Graphics and Colours of the Emblem

- Example 2 of Incorrect Use of the Graphics

This page lists examples of the incorrect use of the graphics and colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games. No rotation is allowed when using the emblem.



Present the emblem in 3D form



Bevel edge and relief



Inner glow effect



Add shadow



Add outlines



Insert image

# B3-03

## Incorrect Use of the Graphics and Colours of the Emblem

- Example 1 of Incorrect Use of the Colours

This page lists examples of the incorrect use of the graphics and colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games. No rotation is allowed when using the emblem.



Gradient effect



Change approved colour scheme of the emblem



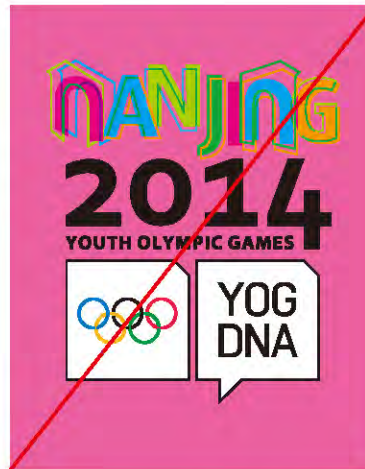
Pattern fill

# B3-04

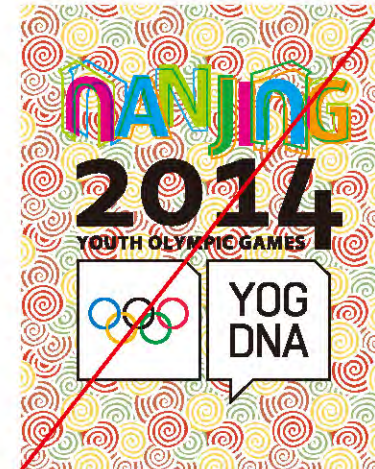
## Incorrect Use of the Graphics and Colours of the Emblem

- Example 1 of Incorrect Use of the Relationship between the Emblem and the Background

This page lists examples of the incorrect use of the graphics and colours of the emblem of the 2<sup>nd</sup> Summer Youth Olympic Games. No rotation is allowed when using the emblem.



Colour is similar to the colour of the emblem.



Use the emblem directly on a busy background.



Directly place the emblem in the image area.



The emblem straddles portions of significantly different colours.

# B3-05

## Incorrect Use of the Graphics and Colours of the Emblem

- Example 2 of Incorrect Use of the Relationship between the Emblem and the Background

This page lists examples of the incorrect use of the graphics and colours of the emblem of the 2nd Summer Youth Olympic Games. No rotation is allowed when using the emblem.



When the full-colour emblem is used, it can only be placed on the white background or on a circular-cornered rectangle marked by the boundary of the white clear space. Besides, the typography and the Olympic Rings must always be full (no "see through" effect).

# B3-06

## Incorrect Use of the Graphics and Colours of the Emblem

- Example 3 of Incorrect Use of the Relationship between the Emblem and the Background

This page lists examples of the incorrect use of the graphics and colours of the emblem of the 2nd Summer Youth Olympic Games. No rotation is allowed when using the emblem.



No image or graphics may be placed above the emblem. No background element is allowed to be combined with or straddle across the emblem.



Standard Usage Guidelines for the Combination of  
the Slogan and Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

## Standard Usage Guidelines for the Slogan

- Standard Visual Presentation of the Slogan

This page specifies the standard visual presentation of the slogan in Chinese, English-French and Chinese-English. Please use the versions of the slogan designated in the Guidelines, and no change or re-design is allowed in any circumstance. The fonts applied in the slogan are developed by Nanjing Youth Olympic Games Organising Committee, with all rights reserved.

# 分享青春 共筑未来

Standard visual presentation of Chinese slogan

**Share the Games Share our Dreams**  
**Partageons les Jeux Partageons nos rêves**

Standard visual presentation of English-French slogan

# 分享青春 共筑未来

**Share the Games Share our Dreams**

Standard visual presentation of Chinese-English slogan

Note: Provided that the usage guidelines are observed and visual quality of the applications is guaranteed, the slogan may be used alone or in combination with the emblem depending on circumstances.

# C1-02

## Standard Usage Guidelines for the Slogan

- Standard Visual Presentation of the Slogan in Vertical Form

This page specifies the standard visual presentation of the slogan in Chinese, English-French and Chinese-English. Please use the versions of the slogan designated in the Guidelines, and no change or re-design is allowed in any circumstance. The fonts applied in the slogan are developed by Nanjing Youth Olympic Games Organising Committee, with all rights reserved.

分享青春 共筑未来  
*Share the Games Share our Dreams*

Standard visual presentation of Chinese-English slogan in vertical form

Share the Games Share our Dreams  
*Partageons les Jeux Partageons nos rêves*

Standard visual presentation of English-French slogan in vertical form

分享青春 共筑未来

Standard visual presentation of Chinese slogan in vertical form

Note: Provided that the usage guidelines are observed and visual quality of the applications is guaranteed, the slogan may be used alone or in combination with the emblem depending on circumstances.

# C1-03

## Standard Usage Guidelines for the Slogan

- Standard Graphics of the Combination of the Emblem and the Slogan in Horizontal Form

This page specifies the guidelines for the standard graphics of the combination of the emblem and the slogan.  
Please use the versions of the slogan designated in the Guidelines, and no change or re-design is allowed in any circumstance.



Standard graphics of the combination of the emblem and the Chinese slogan



Standard graphics of the combination of the emblem and the English-French slogan

Note: Provided that the usage guidelines are observed and visual quality of the applications is guaranteed, the slogan may be used alone or in combination with the emblem depending on circumstances.

# C1-04

## Standard Usage Guidelines for the Slogan

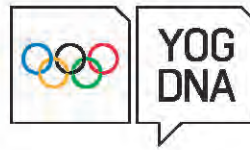
- Standard Graphics of the Combination of the Emblem and the Slogan in Horizontal Form

This page specifies the guidelines for the standard graphics of the combination of the emblem and the slogan.  
Please use the versions of the slogan designated in the Guidelines, and no change or re-design is allowed in any circumstance.



**分享青春 共筑未来**  
**Share the Games Share our Dreams**

Standard graphics of the combination of the emblem and the Chinese-English slogan



**分享青春 共筑未来**  
**Share the Games Share our Dreams**

Standard graphics of the combination of the emblem and the Chinese-English slogan

Note: Provided that the usage guidelines are observed and visual quality of the applications is guaranteed, the slogan may be used alone or in combination with the emblem depending on circumstances.

# C1-05

## Standard Usage Guidelines for the Slogan

- Standard Graphics of the Combination of the Emblem and the Slogan in Vertical Form

This page specifies the guidelines for the standard graphics of the combination of the emblem and the slogan in vertical form. Please use the versions of the slogan designated in the Guidelines, and no change or re-design is allowed in any circumstance.



分享青春 共筑未来  
*Share the Games Share our Dreams*

Standard graphics of the combination of the emblem and the Chinese-English slogan in vertical form



Share the Games Share our Dreams  
*Partageons les Jeux Partageons nos rêves*

Standard graphics of the combination of the emblem and the English-French slogan in vertical form



分享青春 共筑未来

Standard graphics of the combination of the emblem and the Chinese slogan in vertical form

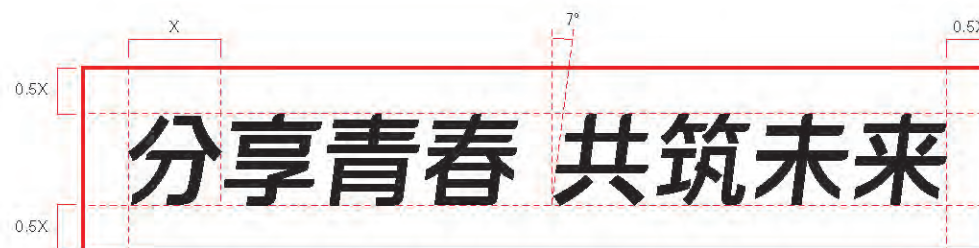
Note: Provided that the usage guidelines are observed and visual quality of the applications is guaranteed, the slogan may be used alone or in combination with the emblem depending on circumstances.

# C1-06

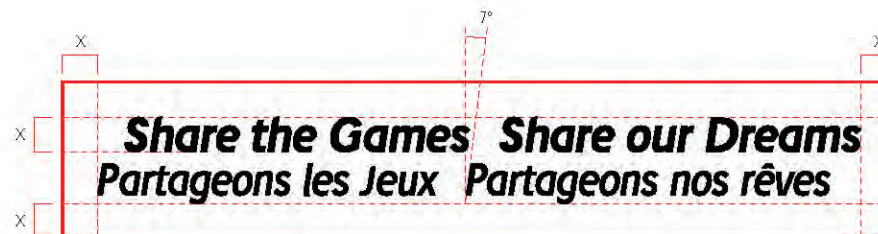
## Standard Usage Guidelines for the Slogan

- Clear Space for the Slogan

This page specifies the clear space for the slogan in Chinese, English-French and Chinese-English. No text, graphics or mark may appear or be used within the clear space.



Clear space for the Chinese slogan



Clear space for the English-French slogan



Clear space for the Chinese-English slogan

Note: The red solid box defines the boundary of the clear space. "X" is a basic length unit.  
The Chinese and English-French words are inclined at an angle of 7 degrees from the vertical.

## Standard Usage Guidelines for the Slogan

- Clear Space for the Slogan in Vertical Form

This page specifies the clear space for the slogan in Chinese, English-French and Chinese-English. No text, graphics or mark may appear or be used within the clear space.



Clear space for the  
Chinese-English slogan in  
vertical form



Clear space for the  
English-French slogan in  
vertical form



Clear space for the  
Chinese slogan in  
vertical form

Note: The red solid box defines the boundary of the clear space. "X" is a basic length unit.

# C1-08

## Standard Usage Guidelines for the Slogan

- Clear Space for the Combination of the Emblem and the Slogan

This page specifies the clear space of the combination of the emblem and the slogan.  
No text, graphics or mark may appear or be used within the clear space.



Clear space for the combination of the emblem and the Chinese slogan



Clear space for the combination of the emblem and the English-French slogan

Note: The red solid box defines the boundary of the clear space. "X" is a basic length unit.

# C1-09

## Standard Usage Guidelines for the Slogan

- Clear Space for the Combination of the Emblem and the Slogan

This page specifies the clear space for the combination of the emblem and the slogan.  
No text, graphics or mark may appear or be used within the clear space.



Clear space for the combination of the emblem and the Chinese-English slogan



Clear space for the combination of the emblem and the Chinese-English slogan

Note: The red solid box defines the boundary of the clear space. "X" is a basic length unit.

# C1-10

## Standard Usage Guidelines for the Slogan

- Clear Space of the Combination of the Emblem and the Slogan

This page specifies the clear space for the combination of the emblem and the slogan. No text, graphics or mark may appear or be used within the clear space.



Clear space for the combination of the emblem and the Chinese-English slogan in vertical form



Clear space for the combination of the emblem and the English-French slogan in vertical form



Clear space for the combination of the emblem and the Chinese slogan in vertical form

Note: The red solid box defines the boundary of the clear space. "X" is a basic length unit.

## Standard Usage Guidelines for the Slogan

- Incorrect Presentation of the Slogan (1)

The slogan is to be presented as an integrated whole. The English font, the order in which the words are arranged, spacing, the use of the capital or lower-case English letters are all integral parts of the presentation and may not be changed or replaced without permission.

The Standard Usage Guidelines for the Slogan must be strictly followed. This page lists examples of incorrect presentation of the slogan.

**分享青春 共筑未来**  
**Share the Games Share our Dreams**

Change the character-spacing and the proportion

**Share the Games Share our Dreams**  
**分享青春 共筑未来**

Reverse the relative position of the Chinese and English words

**分享青春 共筑未来**  
**Share the Games Share our Dreams**

Change Chinese and English fonts

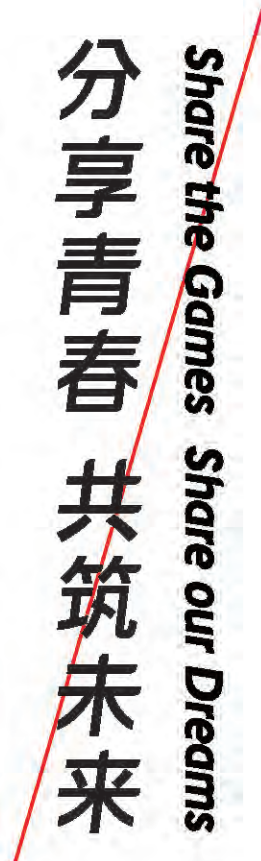
# C1-12

## Standard Usage Guidelines for the Slogan

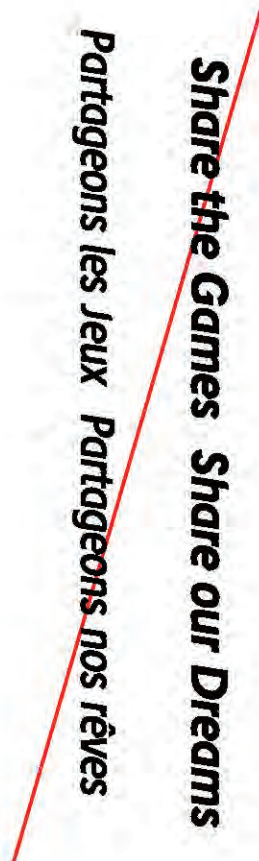
- Incorrect Presentation of the Slogan (2)

The slogan is to be presented as an integrated whole. The English font, the order in which the words are arranged, spacing, the use of the capital or lower-case English letters are all integral parts of the presentation and may not be changed or replaced without permission.

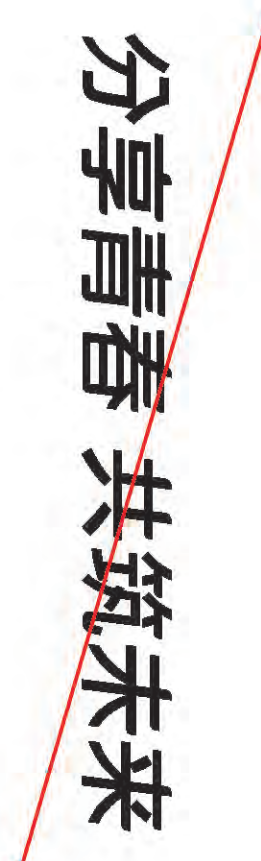
The Standard Usage Guidelines for the Slogan must be strictly followed. This page lists examples of incorrect presentation of the slogan.



Change the relative position of Chinese and English words



Change the English and French combination



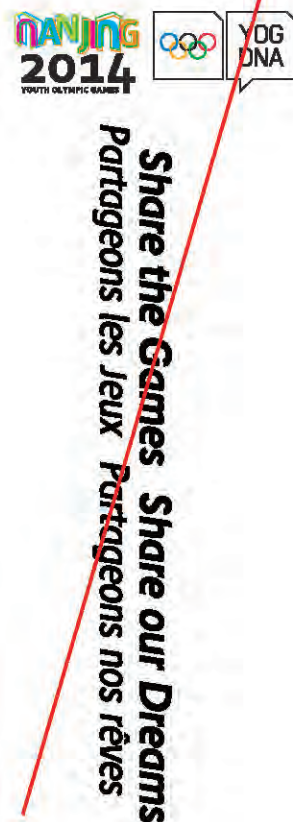
Change the arrangement of Chinese words

# C1-13

## Standard Usage Guidelines for the Slogan

- Incorrect Use of the Combination of the Emblem and the Slogan

For the combination of the emblem and the slogan, the usage guidelines for each of them need to be observed first. The standard graphics for the combination shall apply, and no re-design is allowed.



Combine the slogan in vertical form and the emblem in horizontal form



Combine the slogan in horizontal form and the emblem in vertical form



Change the combination of the emblem and the slogan

# C1-14

## Standard Usage Guidelines for the Slogan

- Full-colour presentation of the slogan

The full-colour presentation of the slogan adopts the five standard colours (please refer to B2-01 Standard Usage Guidelines for the Emblem). The combination of the colours is fixed, and the values of the colours or the method of combination may not be changed without permission.

分享青春 共筑未来

Full-colour presentation of Chinese slogan

分享青春 共筑未来  
*Share the Games Share our Dreams*

For the full-colour presentation of the Chinese-English slogan, the English words adopt a grey value of 60%K (C0 M0 Y0 K60).

*Share the Games Share our Dreams*  
*Partageons les Jeux Partageons nos rêves*

*Share the Games Share our Dreams*  
*Partageons les Jeux Partageons nos rêves*

Full-colour presentation of the English-French slogan

# C1-15

## Standard Usage Guidelines for the Slogan

- Monochrome Presentation of the Slogan

The monochrome version of the slogan can adopt black or one of the five standard colours (please refer to B2-01 Standard Usage Guidelines for the Emblem). The values of the standard colours shall not be changed when using the monochrome version of the slogan.

分享青春 共筑未来

Monochrome presentation of the Chinese slogan

分享青春 共筑未来

Monochrome presentation of the Chinese slogan

分享青春 共筑未来  
*Share the Games Share our Dreams*

Monochrome presentation of the Chinese-English slogan

分享青春 共筑未来  
*Share the Games Share our Dreams*

Monochrome presentation of the Chinese-English slogan

*Share the Games Share our Dreams*  
*Partageons les Jeux Partageons nos rêves*

*Share the Games Share our Dreams*  
*Partageons les Jeux Partageons nos rêves*

Monochrome presentation of the English-French slogan

分享青春 共筑未来  
*Share the Games Share our Dreams*

Monochrome presentation of the Chinese-English slogan

*Share the Games Share our Dreams*  
*Partageons les Jeux Partageons nos rêves*

*Share the Games Share our Dreams*  
*Partageons les Jeux Partageons nos rêves*

Monochrome presentation of the English-French slogan

Note: Black (C0 M0 Y0 K60)

## Standard Usage Guidelines for the Slogan

- The Relation between the Slogan and the Background

This page specifies the relation between the slogan and the background.

**分享青春 共筑未来**  
**Share the Games Share our Dreams**

The monochrome version of the slogan can be placed on a white background.

**分享青春 共筑未来**  
**Share the Games Share our Dreams**

The full-colour version of the slogan can be placed on a white background.

**分享青春 共筑未来**  
**Share the Games Share our Dreams**

If the lightness of the background colour is less than 50% K, the slogan must be presented in black.

Note: "50% K" means that the lightness of the colour is 50% of black.

**分享青春 共筑未来**  
**Share the Games Share our Dreams**

The slogan must be presented in reverse type if the lightness of the background colour is no less than 50% K.

Note: "50% K" means that the lightness of the colour is 50% of black.

# C1-17

## Standard Usage Guidelines for the Slogan

- Combination of Colours of the Emblem and the Slogan

This page specifies the combination of colours of the emblem and the slogan. The full-colour emblem and slogan must be used together; the monochrome versions of the emblem and slogan must be used together; if the emblem is presented in reverse type, so is the slogan.



**分享青春 共筑未来**  
*Share the Games Share our Dreams*



**分享青春 共筑未来**



**Share the Games Share our Dreams**  
*Partageons les Jeux Partageons nos rêves*



**Share the Games Share our Dreams**  
*Partageons les Jeux Partageons nos rêves*

Combination of full-colour emblem and slogan

# C1-18

## Standard Usage Guidelines for the Slogan

- Combination of Colours of the Emblem and the Slogan

This page specifies the combination of colours of the emblem and the slogan. The full-colour emblem and slogan must be used together; the monochrome versions of the emblem and slogan must be used together; if the emblem is presented in reverse type, so is the slogan.



**分享青春 共筑未来**  
*Share the Games Share our Dreams*



**分享青春 共筑未来**



**Share the Games Share our Dreams**  
*Partageons les Jeux Partageons nos rêves*

For the combination of the monochrome versions of the emblem and the slogan, the slogan and the emblem must be of the same colour.

# C1-19

## Standard Usage Guidelines for the Slogan

- Combination of Colours of the Emblem and the Slogan

This page specifies the combination of colours of the emblem and the slogan. The full-colour emblem and slogan must be used together; the monochrome versions of the emblem and slogan must be used together; if the emblem is presented in reverse type, so is the slogan.



If the emblem is presented in reverse type, so is the slogan.



Standard Usage Guidelines for the Combination of  
the Official Designations and Emblem of the 2<sup>nd</sup> Summer Youth Olympic Games

# D1-01

## Standard Guidelines for Official Designations

- Standard Fonts for Official Designations

This section specifies the usage guidelines for the official designations in Chinese and English and for their combination with the emblem. The standard fonts for the official designations are used by Nanjing Youth Olympic Games Organising Committee, and cannot be replaced by any other fonts.

### 第二届夏季青年奥林匹克运动会组织委员会



Font for the full Chinese name of the Organising Committee and its clear space

### Nanjing Youth Olympic Games Organising Committee



Font for the full English name of the Organising Committee and its clear space

Note: "X" and "a" are basic length units.

# D1-02

## Standard Guidelines for Official Designations

- Standard Fonts for Official Designations

This section specifies the usage guidelines for the official designations in Chinese and English and for their combination with the emblem. The standard fonts for the official designations are used by Nanjing Youth Olympic Games Organising Committee, and cannot be replaced by any other fonts.

## 第二届夏季青年奥林匹克运动会组织委员会 Nanjing Youth Olympic Games Organising Committee



Fonts for the full Chinese and English names of the Organising Committee and the clear space

Note: "X" is a basic length unit.

# D1-03

## Standard Guidelines for Official Designations

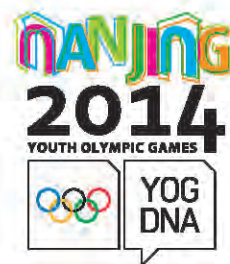
- Combination of the Official Designations in Standard Font and the Emblem

This section specifies the usage guidelines for the official designations in Chinese and English and for their combination with the emblem. The standard fonts for the official designations are used by Nanjing Youth Olympic Games Organising Committee, and cannot be replaced by any other fonts.



第二届夏季青年奥林匹克运动会组织委员会  
Nanjing Youth Olympic Games Organising Committee

Combination of the Official Designations in Standard Font and the Horizontal Emblem



第二届夏季青年奥林匹克运动会组织委员会  
Nanjing Youth Olympic Games Organising Committee

Combination of the Official Designations in Standard Font and the Vertical Emblem

The emblem is combined with the Chinese and English designations of Nanjing Youth Olympic Games Organising Committee in either of the two fixed ways. Under no circumstance shall the relationship between the two parts be changed.

# D1-04

## Standard Guidelines for Official Designations

- Clear Space and Minimum Margin Allowance for the Combination

This section specifies the usage guidelines for the official designations in Chinese and English and for their combination with the emblem. The standard fonts for the official designations are used by Nanjing Youth Olympic Games Organising Committee, and cannot be replaced by any other fonts.



Clear space for the combination of the emblem and the full Chinese and English names of the Organising Committee



The clear space is equivalent to the minimum margin between the boundary and the combination of the emblem and the full Chinese and English names of the Organising Committee.

Note: "X" is a basic length unit.

# D1-05

## Standard Guidelines for Official Designations

- Clear Space and Minimum Margin Allowance for the Combination

This section specifies the usage guidelines for the official designations in Chinese and English and for their combination with the emblem. The standard fonts for the official designations are used by Nanjing Youth Olympic Games Organising Committee, and cannot be replaced by any other fonts.



Clear space for the combination of the emblem and the full Chinese and English names of the Organising Committee



The clear space is equivalent to the minimum margin between the boundary and the combination of the emblem and the full Chinese and English names of the Organising Committee.

Note: "X" is a basic length unit.