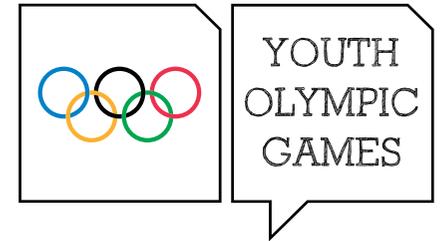


LAUSANNE  
2020



Winter Youth Olympic Games Lausanne 2020

# EMBLEM MANUAL

# This Manual

The Winter Youth Olympic Games Lausanne 2020 Emblem 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 the brand expression correctly. This manual clearly outlines specific use of the Lausanne 2020 Emblem, colours, typography and correct application guaranteeing consistency everywhere.

Lausanne's Youth Olympic Games Organising Committee (Lausanne 2020) has issued this document and is responsible for managing the brand and bringing it to life.

Use of the Lausanne 2020 Emblem is subject to IOC and Lausanne 2020 approval.

By receiving the right to use Lausanne 2020 Emblem, you have become an ambassador of Lausanne 2020 and the brand. You assist in communicating our vision and help to bring this celebration to life.

**WELCOME TO LAUSANNE 2020! #GENERATION2020**

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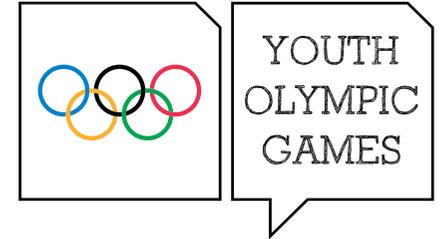
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Any use of the Lausanne 2020 Emblem has to be approved by Lausanne 2020.

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Phone: +41 58 715 20 27

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CONTEXT

## What is the Youth Olympic Games

The Youth Olympic Games are an elite sporting event for young people from all over the world. An event distinct from other youth sports events, as they also integrate a unique Athletes Education Programme, based around three main pillars: *protect the clean athlete*, *athlete performance* and *athlete beyond sport*.

The sports programme is based on that of the Olympic Games, but also includes exciting new disciplines and formats, such as skills challenge and mixed gender and mixed National Olympic Committee (NOC) events.

Away from the field of play and through a variety of fun and interactive activities, workshops and team-building exercises, the Athletes Education Programme gives the participating athletes the opportunity to learn about the Olympic values, explore other cultures and develop the skills to become true ambassadors of their sport.

The Winter Youth Olympic Games last 13 days and aim to bring together over 1'880 talented young athletes aged from 15 to 18 from around the world.

Non-athlete participants, namely the Young Reporters, Ambassadors and Athlete Role Models, are also an integral part of the Youth Olympic Games experience.



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© Jerr Leicester for YIS/IOC



© Jostein Vebvik / Lillehammer 2016



© Ubald Rutar / CIO



© Simon Bruty for YIS/IOC



© Jerr Leicester for YIS/IOC

## The Olympic symbol

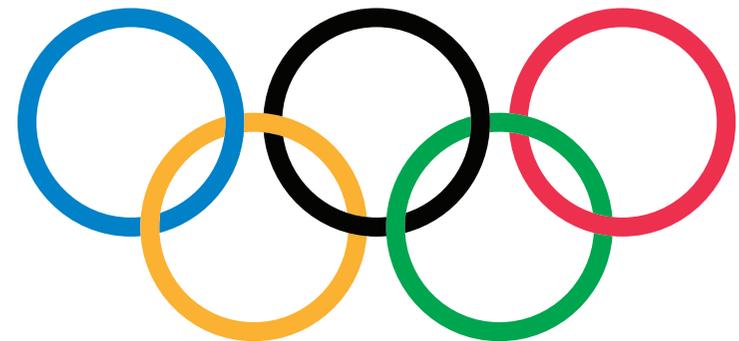
The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.

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.

The Olympic symbol (full-colour version) must always be reproduced on a white background.

Use of the Olympic symbol standing alone is strictly forbidden, unless authorised by the IOC.



# The Youth Olympic Games Emblem

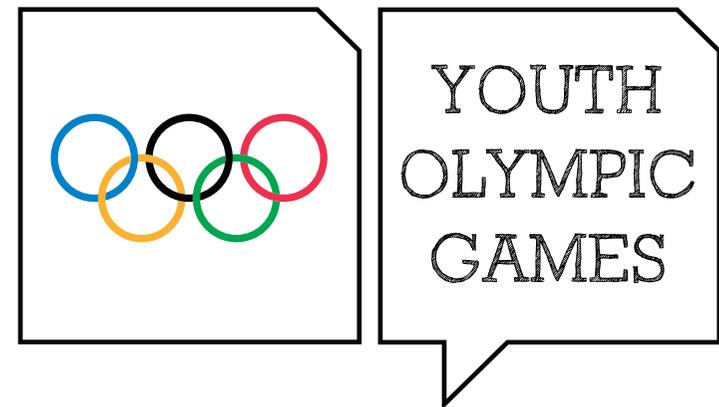
The Youth Olympic Games Emblem is the signature stamp for the Youth Olympic Games. It has a simple, visually strong and easily identifiable shape.

It consists of two squares; one containing the Olympic symbol, and one with the name Youth Olympic Games. 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 the Youth Olympic Games Emblem 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.

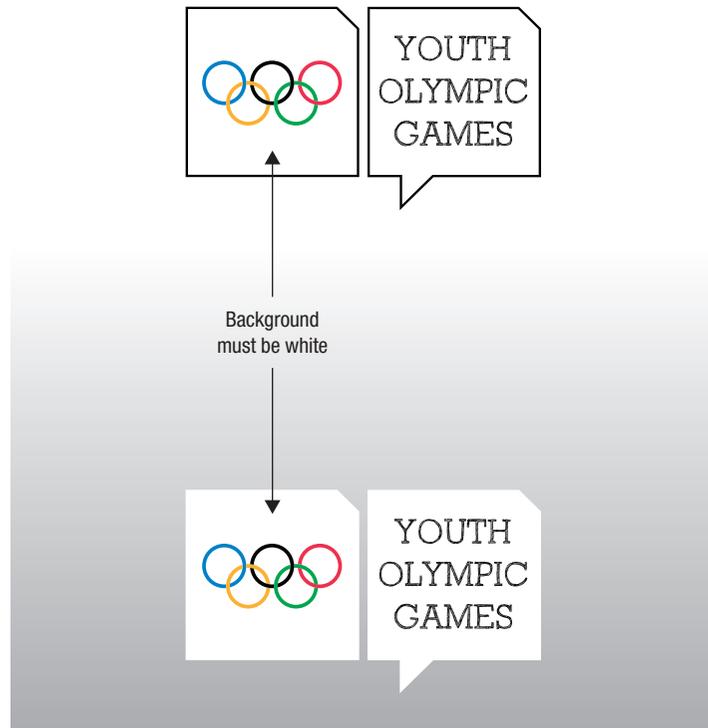
The Youth Olympic Games Emblem is a signature for the young people who belong to the Youth Olympic Games movement. It is a sign of approval, and therefore it authenticates any element who carries it, whether that may be a person, banner, poster, clothing, event etc.

YOUTH OLYMPIC GAMES should always be written in English and should never be translated. Never distort, alter or in any way compromise the integrity of the Youth Olympic Games Emblem. Always use the artwork provided in these guidelines.



## The Youth Olympic Games Emblem: Olympic symbol rules

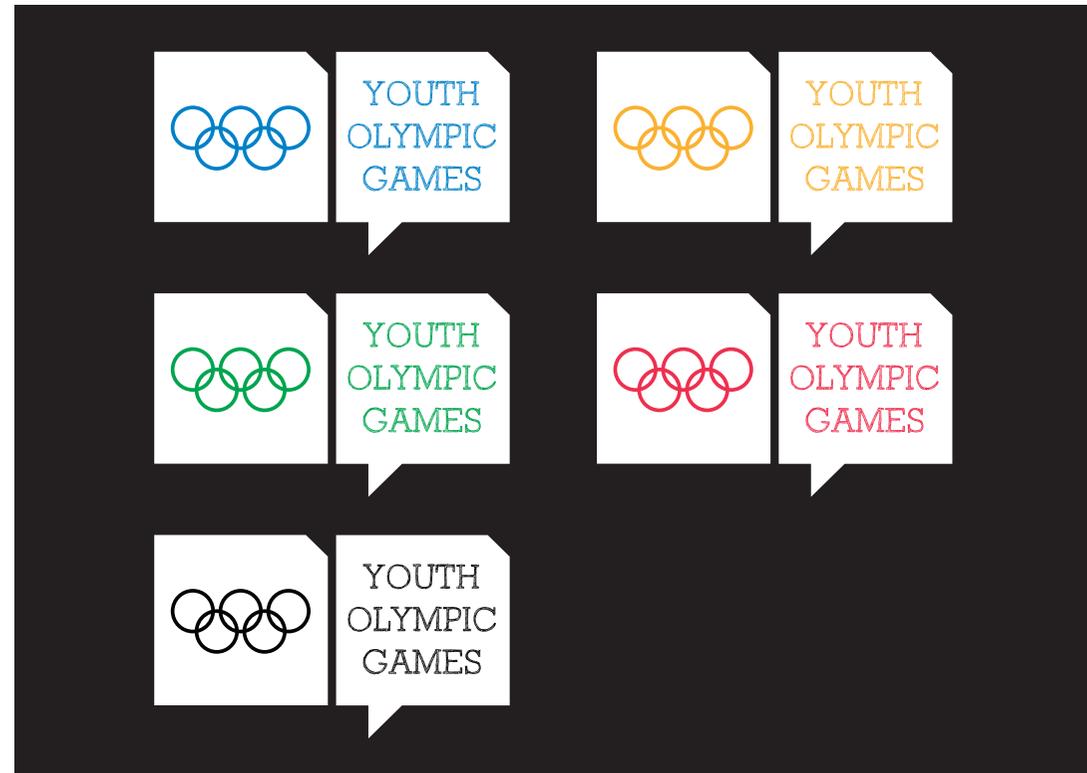
### FULL-COLOUR VERSION



When using the full-colour version, the Youth Olympic Games font as well as the outline must be black.

The outline around the boxes must be present on a clear background but is not necessary on a darker background. To check this, the colour of the background must be converted to a grey level and if it is under 15%, the outline is necessary.

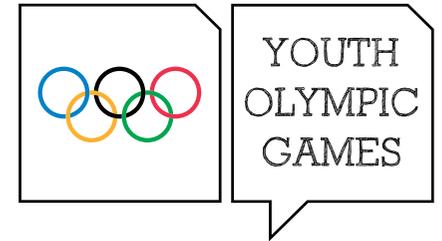
### MONOCHROME VERSION



When using the monochrome version, the Olympic rings and the Youth Olympic Games font must be the same colour, and this colour can be only be one of the Olympic colours.

The baseline remains white.

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# THE EMBLEM

## Primary Emblem (vertical)

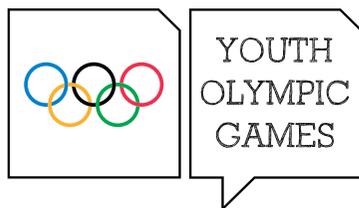


## Secondary Emblem (horizontal)



## Positive and Negative

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### POSITIVE VERSION

The colour version on white (or light) background should be used as much as possible.

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### NEGATIVE VERSION

The negative version is to be used on a black (or dark) background.

## Black and white



### BLACK VERSION (POSITIVE VERSION)

The black version is to be used on white (or light) background. Olympic symbol and Youth Olympic Games font must be white.



### WHITE VERSION (NEGATIVE VERSION)

The white version is to be used on a black (or dark) background. The Olympic rings and the Youth Olympic Games font must be black.

For consistency and readability matters, a grayscale version of the Wordmark is not allowed (see page 27).

For monochrome use, see pages 30 and 31.

## Colours



### POSITIVE VERSION

Any colours can be used. However the colour must be plain, the emblem must have enough contrast and the Olympic symbol and Youth Olympic Games font must be white.

For consistency and readability matters, see page 27.  
For monochrome use, see pages 30 and 31.

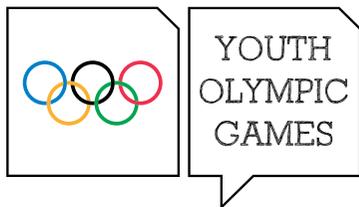


### NEGATIVE VERSION

Any colours can be used. However the colour must be plain, the emblem must have enough contrast and the Olympic symbol and Youth Olympic Games font must be white.

# Colour References

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## Wordmark

	CMYK: 100/13/1/2	RGB: 0/136/206	HEX: #0088CE	Pantone Process Blue
	CMYK: 100/48/6/30	RGB: 0/90/139	HEX: #005A8B	Pantone 7462
	CMYK: 0/100/2/0	RGB: 207/0/114	HEX: #CF0072	Pantone 226
	CMYK: 9/100/14/33	RGB: 151/2/84	HEX: #970254	Pantone 676

## Youth Olympic Games Emblem

	CMYK: 100/37/0/0	RGB: 0/129/200	HEX: #0081C8	Pantone 3005
	CMYK: 0/34/91/0	RGB: 252/177/49	HEX: #FCB131	Pantone 137
	CMYK: 0/0/0/100	RGB: 0/0/0	HEX: #000000	Pantone 426
	CMYK: 100/0/100/0	RGB: 0/166/81	HEX: #00A651	Pantone 355
	CMYK: 0/94/65/0	RGB: 238/51/78	HEX: #EE334E	Pantone 192

## Colour References

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### Wordmark + Background inside the Youth Olympic Games Emblem

■ CMYK: 0/0/0/100    RGB: 0/0/0    HEX: #000000    Pantone 426

### Olympic symbol and Youth Olympic Games font\*

□ CMYK: 0/0/0/0    RGB: 255/255/255    HEX: #FFFFFFF    Pantone White



### Wordmark + Background inside the Youth Olympic Games Emblem

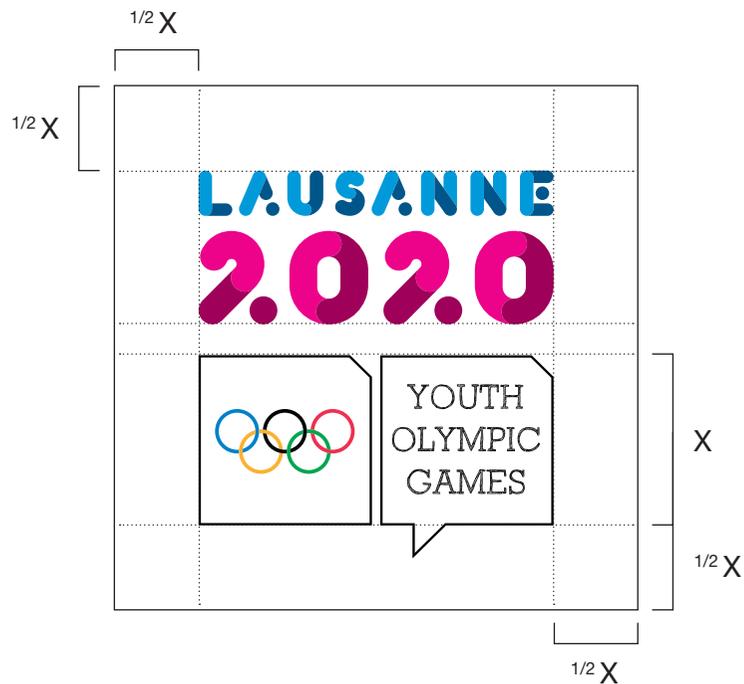
□ CMYK: 0/0/0/0    RGB: 255/255/255    HEX: #FFFFFFF    Pantone White

### Olympic symbol and Youth Olympic Games font\*

■ CMYK: 0/0/0/100    RGB: 0/0/0    HEX: #000000    Pantone 426

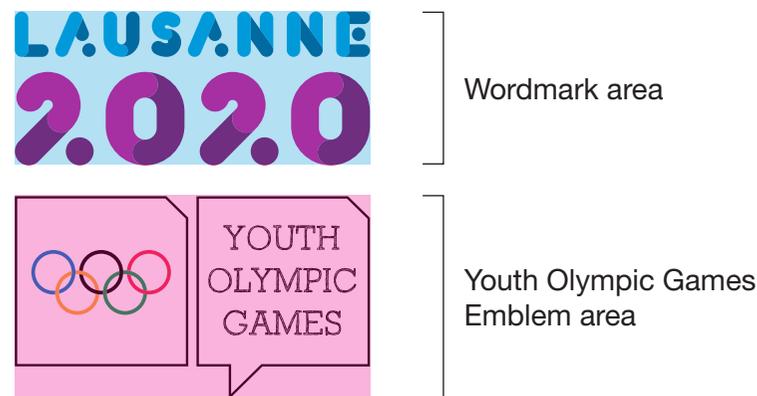
\* These elements are not transparent (see page 8).

# Isolation Area



## SECURITY ZONE

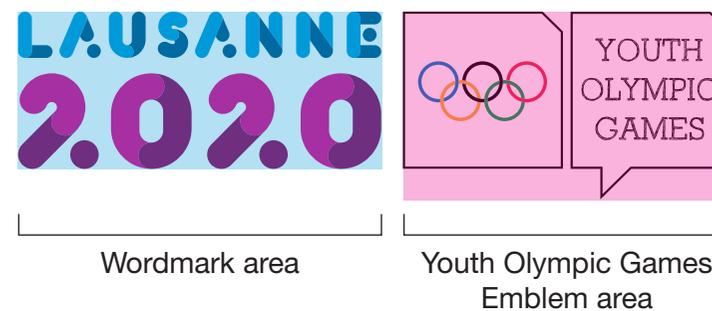
The security zone around the Emblem is half the height size of the Youth Olympic Games Emblem box.



## RATIO

The Wordmark area and the Youth Olympic Games Emblem area are not equivalents.

## Isolation Area



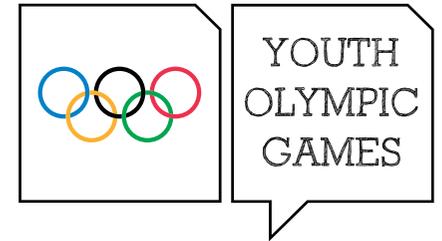
### SECURITY ZONE

The security zone around the Emblem is half the height size of the Youth Olympic Games Emblem box.

### RATIO

The Wordmark area and the Youth Olympic Games Emblem area are equivalents.

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**APPLICATION &  
CONSISTENCY**

# Introduction

The Lausanne 2020 Emblem has always to be considered as one single element, therefore:

- The arrangement and proportion of the two elements making the Emblem (Wordmark and Youth Olympic Games Emblem), cannot be modified.
- Wordmark and Youth Olympic Games Emblem cannot be used as single entities.

All the rules illustrated in the previous section «The Emblem» must be respected, especially:

- The typography of the Emblem cannot be modified.
- The colours of the Emblem cannot be modified.
- The security zone must be respected.

To ensure consistency, additional rules and good practice examples are illustrated on the next pages. These guidelines apply to all Emblem versions.

Note: Lausanne 2020 Emblem may not be applied to elements illustrating or suggesting: violence (war, weapons, etc.), sex, religion, politics, drugs or any other visual representation or verbal expression of a xenophobic, racist, insulting or discriminatory nature.

Any use of the Lausanne 2020 Emblem has to be approved by Lausanne 2020.

**First contact:**

Ms. Nathalie Maurer

nathalie.maurer@lausanne2020.sport

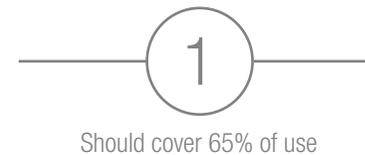
Phone: +41 58 715 20 27

## Which Emblem to use

### Positive Emblem

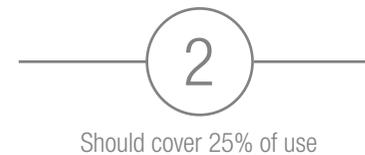
To maximise visibility and consistency, the preferred version is the Primary Emblem with coloured Wordmark. It has to be used with white (or light) background.

If you are using dark or «busy» background, think about creating a white area for putting the Emblem (see page 27).



### Negative Emblem

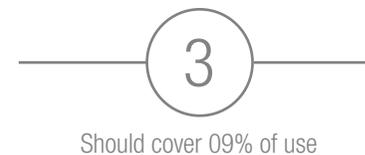
The negative version of the Primary Emblem (white Wordmark) is to be used as second option, on backgrounds with a luminosity superior to 40% black.



### Black or White Emblem

The Black or White Emblem is to be used only as a last option, for instance in case of printing/technical restrictions.

It should be avoided as a graphic choice.



## Which Emblem to use

### Coloured Emblem

The coloured emblem is to be used only as a last option, for instance in case of printing/technical restrictions.

It should be avoided as a graphic choice.



Note: Secondary Emblem (horizontally formatted) should be used when the vertically formatted cannot.

## Minimum size

Olympic symbol and the text «YOUTH OLYMPIC GAMES» must be readable at all times.

Olympic symbol minimum width is 8 mm. Therefore, to guarantee the legibility and integrity of the Lausanne 2020 Emblem, the minimum size illustrated here must be respected.

Dimensions with \* indicates the size of the Emblem including the security area.



## Misuses



**Distortion** of the Emblem or part of it, is not allowed. This is also valid when creating animations with the Emblem.



**Rotating or cutting** the Emblem or part of it, is not allowed. This is also valid when creating animations with the Emblem.

## Misuses

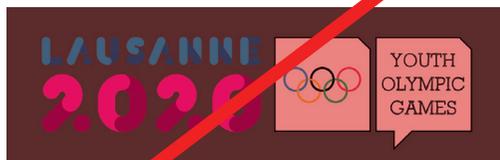


**Adding effects** to the Emblem or part of it, such as shadows, glowing, strokes, is not allowed.  
 To improve readability, choose a contrasted background or add a white area around the Emblem (see page 27).



**Adding textured/artistic effects** to the Emblem or part of it, such as painting, embossing, pattern, is not allowed.

## Misuses

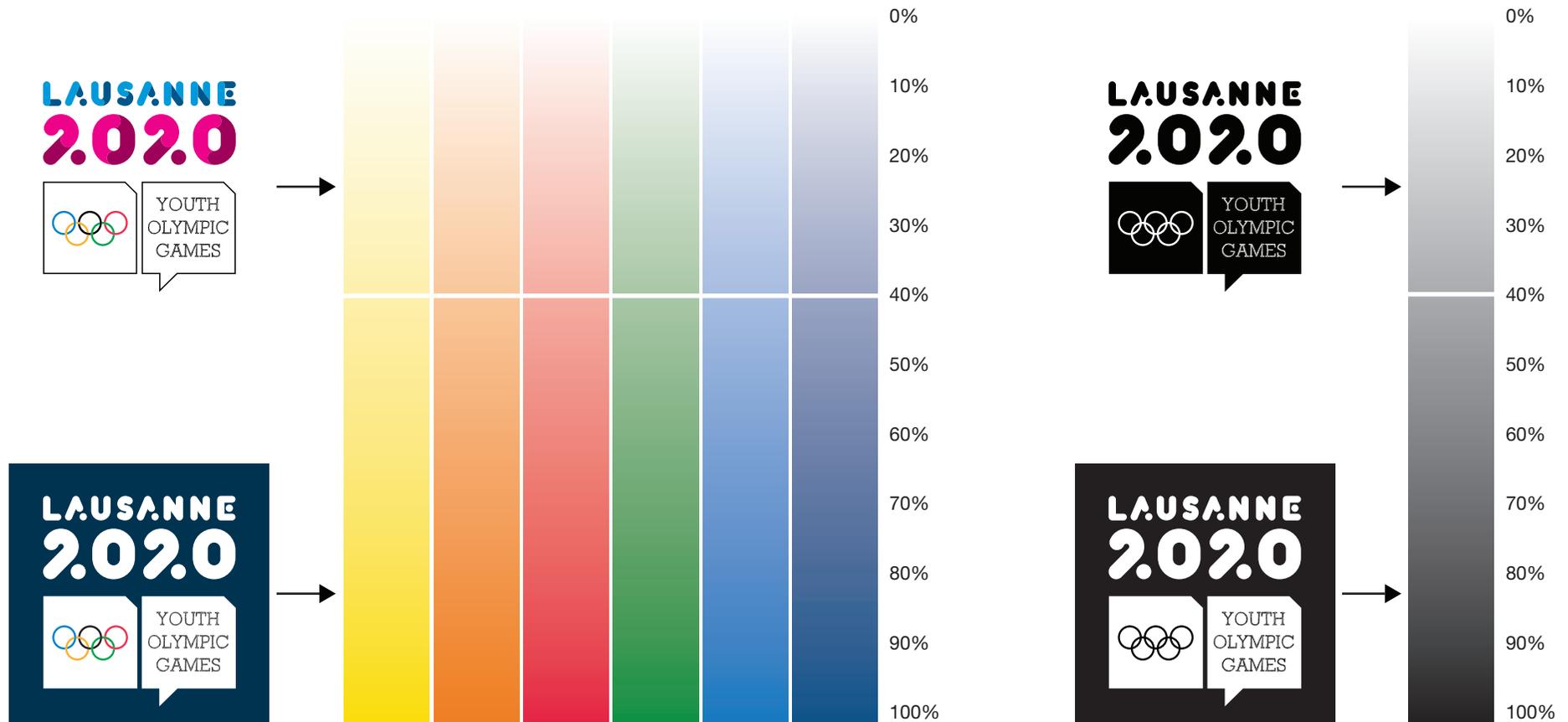


Any use of **Transparency** or transparency-related effects within the Emblem or part of it, is not allowed.  
The use of images inside the Emblem is prohibited.



Any interpretation of the **Wordmark Aspect** – other than specified in the «Emblem section» – is not allowed.

## Use on backgrounds – Rules



### Ensure to have enough contrast between the Emblem and the background

When using bright colours, the coloured Emblem can be used on more than the half of the shade.

When using dark colours, this proportion is reduced (the illustration above is given as a guideline).

The Emblem must remain readable at all times! To improve readability, see the «Good practice» examples on the next pages.

## Use on backgrounds – Good practice

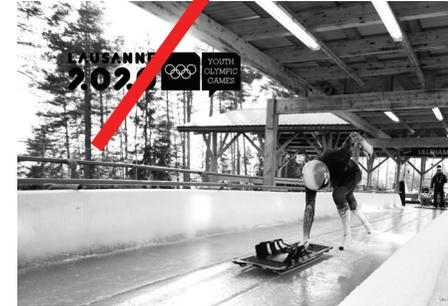


**Colour background:** ensure to place the Emblem on a sufficiently contrasted background.



**Picture or illustrated backgrounds:** ensure to place the Emblem in a part of the picture with a «calm» background.

## Use on backgrounds – Good practice



**Avoid** placing the Emblem on «busy» backgrounds. The Emblem must remain readable at all times!



Instead, prefer the use of a **white area** around the Emblem. The layout design of this area is free.

## Monochrome use – Rules

**Avoid using a monochrome Emblem as a graphic choice, if the colour version can be used.**

If a monochrome Emblem has to be used, the Olympic symbol and the Youth Olympic Games font must be coloured in one of the six Olympic colours (see page 8).



### Coloured Emblem:

Any colours can be used, but the Olympic symbol and the Youth Olympic Games font must be white. To get a «full monochrome effect», you must use white as background.



### White Emblem:

The Olympic symbol and the Youth Olympic Games font must be coloured in one of the five olympic rings colours. To get a «full monochrome effect», you must use one of the five olympic rings colours as background.

## Monochrome use – Good practice

If a monochrome Emblem has to be used, it is recommended to choose one of the Lausanne 2020 colours, as illustrated below.

**Any use of a monochrome Emblem requires prior approval by Lausanne 2020.**



### Coloured Emblem:

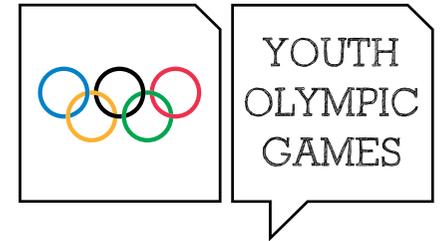
Use one of the Lausanne 2020 colours on white background.  
Use white for Olympic symbol and Youth Olympic Games font.



### White Emblem:

Use one of the Lausanne 2020 colours as background.  
Use black for Olympic symbol and Youth Olympic Games font.

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**THIRD-PARTY USE**

# Principles

Third-party use of the Lausanne 2020 Emblem is conceived with regards to these two options:

## 1. Composite logo (sponsors/partners)

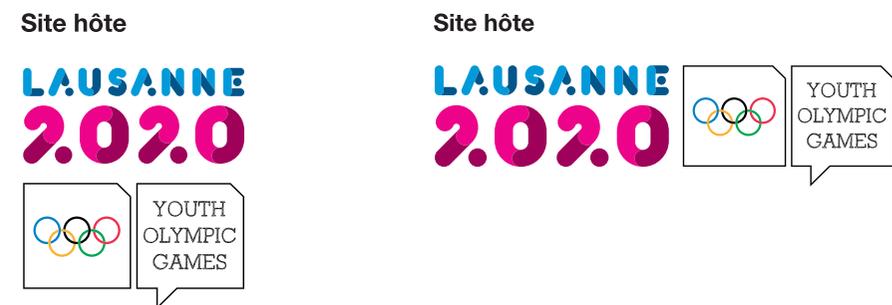
Composite logo rules apply to the IOC TOP Sponsors as well as official Lausanne 2020 partners that have entered into a formal partnership agreement with the Youth Olympic Games Lausanne Organising Committee (Lausanne 2020).



## 2. Host site logo (host venues, sites and regions)

The Host site logo rules apply to Lausanne 2020's official host venues, sites and regions that wish to use the Lausanne 2020 branding in the years leading to the Youth Olympic Games.

This use is subject to approval by the Youth Olympic Games Lausanne Organising Committee (Lausanne 2020).



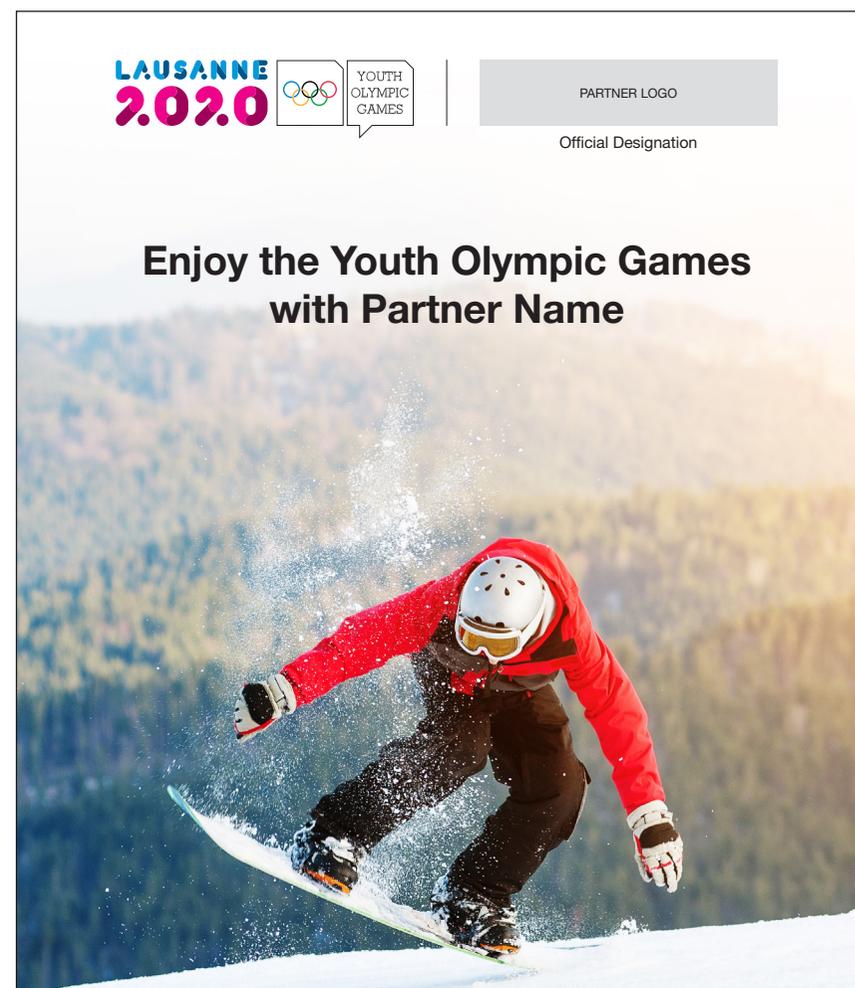
Examples are illustrated with french text reference.

## Composite logo

The Composite logo is to be used by the partner on specific communication related to the Youth Olympic Games.

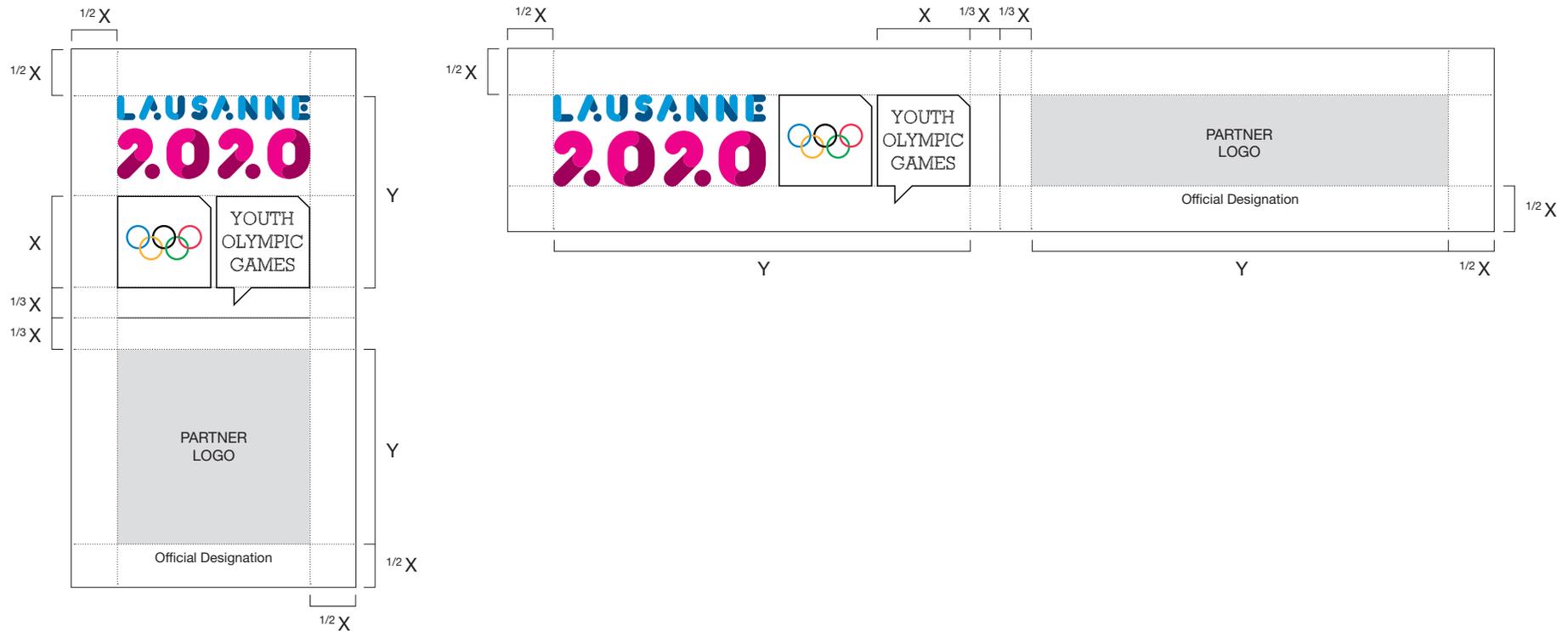
All rules specified on the «Emblem section» as well as the «Application & Consistency section» apply to this section.

Any third-party use requires prior approval by Lausanne 2020.



# Composite logo

Follow these guidelines to create a Composite logo. The partner logo cannot exceed the size of the Emblem (Y).



## Host site logo

The Host site logo is to be used by the partner as a signature on general communication, to inform that the venue, site or region will be hosting part of the Youth Olympic Games.

There cannot be formal association between the two entities. The Host site logo cannot exceed the size of the partner logo.

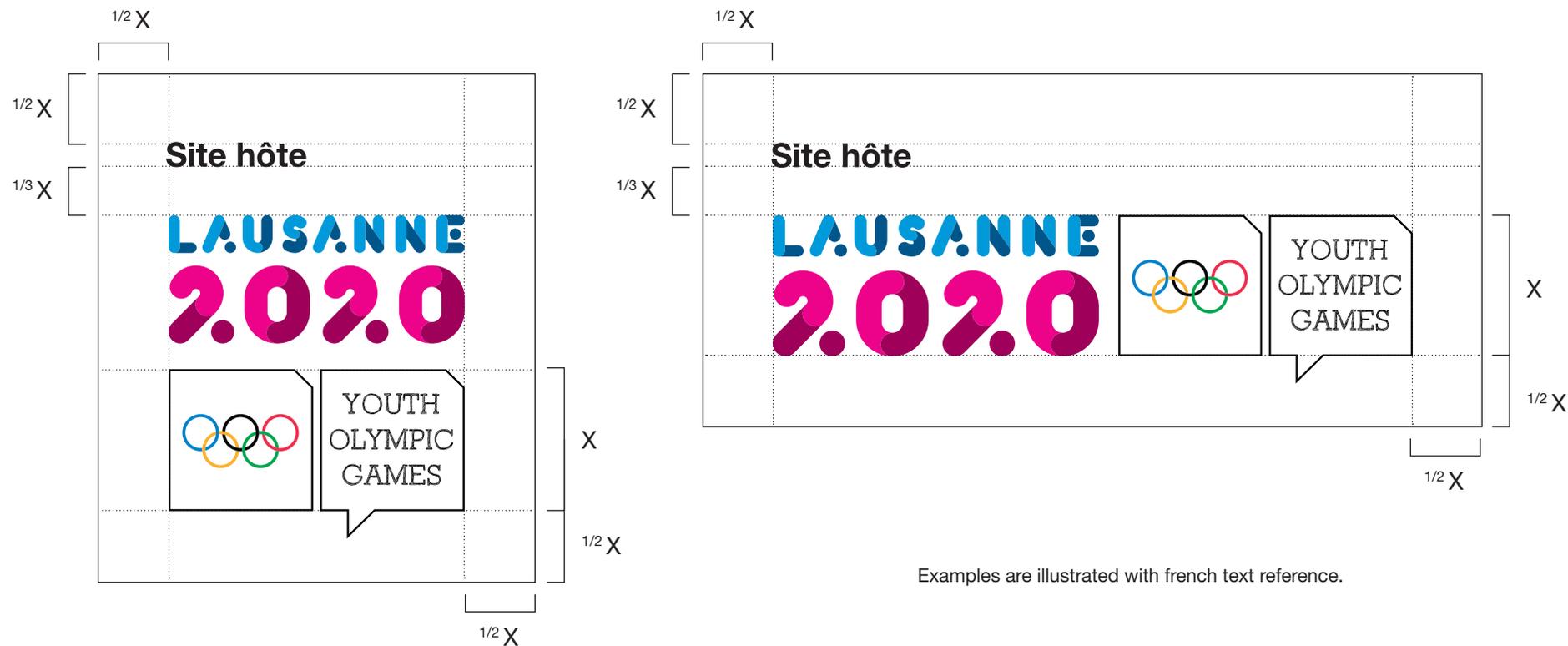
All rules specified on the «Emblem section» as well as the «Application & Consistency section» apply to this section.

Any third-party use requires prior approval by Lausanne 2020.

Examples are illustrated with french text reference.



## Host site logo

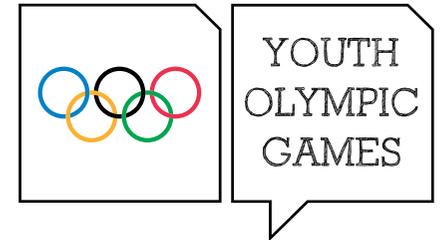


Examples are illustrated with french text reference.

Follow these guidelines to create a Host site logo.  
 The text reference «Host site» (english) or «Site hôte» (french) should be written in Helvetica, bold.

Any variation of the text reference has to be proposed and validated by Lausanne 2020.

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Any use of the Lausanne 2020 Emblem has to be approved by Lausanne 2020, and via the regular approval process on the IOC's partner platform.

**First contact:**

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