MASCOT MANUAL

Lausanne 2020 Winter Youth Olympic Games

LAUSANNE 2020
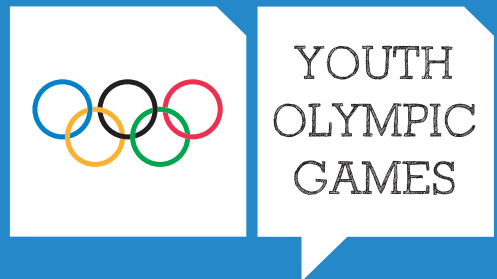
YOUTH OLYMPIC GAMES

CONTENT

THE LAUSANNE 2020 AMBITION

Lausanne 2020 is seeking to create a new sports platform for young people by actively involving them in the preparation and organisation of the event. This means engaging the local, regional and even national population around a unique, unifying occasion, that seeks to create a better world.

Promoting and giving responsibility to young people by providing them with an opportunity to become ambassadors of positive sports values, acquire new talents and achieve self-accomplishment by becoming the leaders of tomorrow. All this while making the Youth Olympic Games a creative laboratory; an incubator of ideas from young people, for young people, drawing inspiration from Switzerland's heritage and unique assets in education, culture and innovation.

CREATED WITH LOCAL YOUTH

During the summer of 2017, students from eracom, Lausanne's vocational art and communication school were challenged by Lausanne 2020 (Lausanne Youth Olympic Games Organising Committee) to create Lausanne 2020's visual profile, pictograms and mascot.

Several classes of the Graphic Design, Interactive Media Design and Tailoring department partici-pated in the first rounds of Lausanne 2020's mascot creation which were then put through several stages of selection and refinement, until finally Yodli was chosen.

ABOUT THIS MANUAL

The mascot of the Lausanne 2020 Youth Olympic Games, including the emblem in its entirety and the individual elements (the symbol, the word mark and the Youth Olympic Games 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 Lausanne 2020 mascot and colours, and their correct application, thereby ensuring artwork consistency. The mascot of the Lausanne 2020 Youth Olympic Games is protected by copyright and trademark laws. The Lausanne Youth Olympic Games Organising Committee (Lausanne 2020) has issued this document and is responsible for managing the brand and bringing it to life. Lausanne 2020 must be contacted should you wish to use the Lausanne 2020 Youth Olympic Games Mascot. By receiving the right to use the Lausanne 2020 mascot, you have become an ambassador of Lausanne 2020 and our brand. We welcome you and hope your project will respect our vision and help to bring this celebration alive.

Welcome to the Lausanne 2020 Youth Olympic Games!

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT

THIS IS YODLI

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT

THE NAME

Yodli – This name is inspired by yodelling or youtse, a song performed in Switzerland and in a part of France, the two countries where the Games will be held. Yodelling is used as a method of communication in the mountains by shepherds to call their herds. Yodli is well named because it is inspired by animals who are representative of Switzerland such as the Saint-Bernard, the goat and the cow, but also by the nomination "Youth Olympics" (YO) included in the beginning of the name. Please note that Yodli is gender non-specific.

THE ANIMAL

Yodli is a hybrid animal, composed of several emblematically Swiss animals, a cow, a goat and of course a Saint Bernard. All of these animals live in the mountains of Switzerland. They have different characteristics and relationships to their environment. Yodli incarnates the diversity of the participants of the Lausanne 2020 Youth Olympic Games.

THE STORY

Yodli was born and grew up in the Swiss mountains. Curious but shy, it lays in hiding watching humans as they practiced winter sports. One day, a child fell over and began to cry right next to where Yodli was hiding. Yodli was so touched by the little human's tears that it stepped out of its hiding place to console them and take them back to the town. There Yodli was praised by the townsfolk. Since then, our cute little hybrid doesn't hide anymore, Yodli even practices winter sports with the children of Lausanne.

YODLI IN SHORT:

The Name: Inspired by yodelling or youtse, a song performed in Switzerland and in a part of France. But also by the nomination "Youth Olympics" (YO) included in the beginning of the name.

The Animal: Yodli is a hybrid animal, composed of several emblematically Swiss animals, a cow, a goat and of course a Saint Bernard. All of these animals live in the mountains of Switzerland.

The Story: The curious and sporty hybrid was adopted by the Youth Olympic Games crew. Yodli's personality is shy but once you get to know it, it is jolly good fun. It is empathetic and likes to help others.

SIGNATURE POSE

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT

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 mascot must be placed on monochrome or gradated backgrounds only or with very few details. The mascot must never be placed on a very busy background. The mascot can be placed on both light and dark backgrounds.

LINK:
Yodli_ice.ai

MASCOT'S NAME

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT

It is recommended that the mascot's name is featured in combination with the Signature Pose in order to enhance the mascot recognition.

The name is written in the "Sanchez" font and is placed under the mascot.

LINKS:
Yodli_name.ai

COLOUR GUIDE

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT
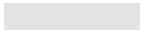
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Pantone	Process Blue	7462	226	676

	5	6	7	8	9
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RGB	0, 129, 200	252, 177, 49	0, 0, 0	0, 166, 81	238, 51, 78
HEX	0081C8	FCB131	000000	00A651	EE334E
Pantone	3005	137	426	355	192

COLOUR GUIDE

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT

	1	2	3	4	5
CMYK	0, 0, 0, 0	48, 5, 17, 0	58, 0, 24, 0	81, 29, 20, 4	90, 65, 35, 30
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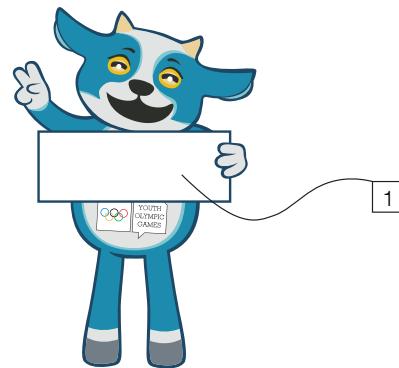
PARTIAL USAGE AND SIZING

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT

Usage of the partial mascot is allowed provided that the integrity of the the Lausanne 2020 Emblem is not compromised. Exception to this rule is allowed when the reproduction of the mascot is too small. 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 Lausanne 2020 for design approval.

The minimum recommended size for use of the mascot is 5 centimetres in height. This also applies to all alternative poses. If the mascot is desired in a smaller space, partial usage may be considered.


Minimum recommended Height: 5 cm

CLEAR SPACE

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT

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 mascot's body.

INCORRECT USES

THE LAUSANNE 2020 WINTER YOUTH OLYMPIC GAMES MASCOT
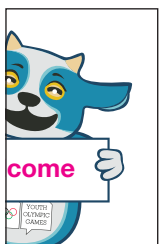
Do not crop

Do not get rid of elements

Do not alter colors

Do not add drop shadows

Do not add transparency

Do not change orientation

Do not rotate or stretch

ALTERNATIVE POSES

YODLI SNOWBOARDING

ALTERNATIVE POSES

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

LINK:
Yodli_snowboard.ai

YODLI WITH SIGN

ALTERNATIVE POSES

This is the second of the two alternative poses. Versions of this pose in greyscale and line art are available. A minimum clear space equivalent to 10% of the full height of the mascot's body should be maintained. In addition to «#Lausanne2020» and Lausanne 2020's motto this pose can be produced with the sign messages «Welcome», «Willkommen» and «Bienvenue». Other sign messages can be commissioned for specific uses, but all designs and messages must be approved by Lausanne 2020 before use. Designs using any other colours or fonts* will not be approved.

* If glyphs or non-latin characters not available in Helvetica bold are required, the typeface can be changed to a similar-looking (sans-)serif font.

LINKS:
Yodli_sign_Welcome.ai
Yodli_sign_Bienvenue.ai
Yodli_sign_Willkommen.ai
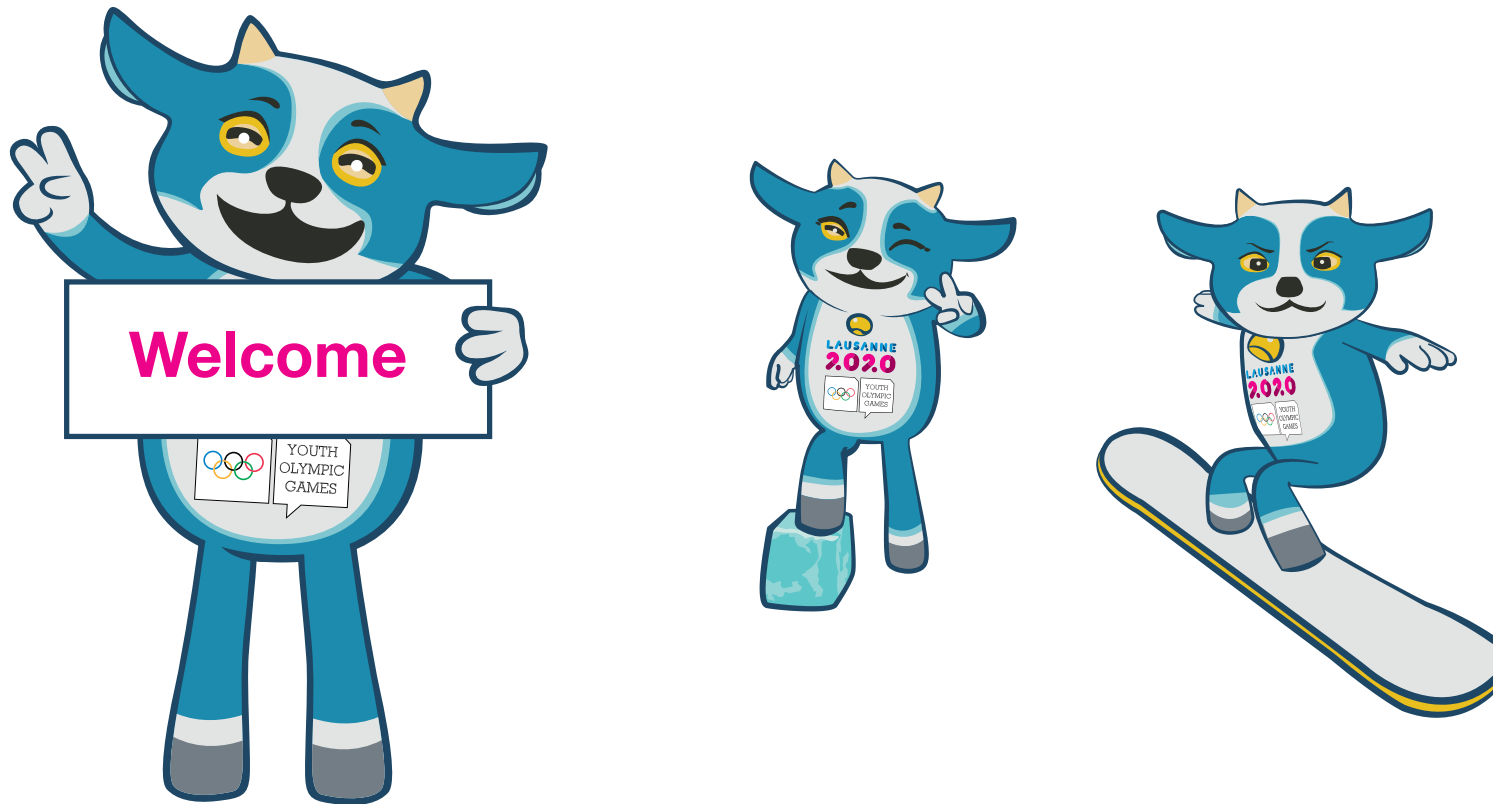Yodli_sign_hashtag.ai

APPLICATION

COLOUR

APPLICATION

This version may be used in all colour applications. Artworks for all three poses of the mascot have been provided and must not be altered in any way.

LINKS:
Yodli_sign_Welcome.ai
Yodli_ice.ai
Yodli_snowboard.ai
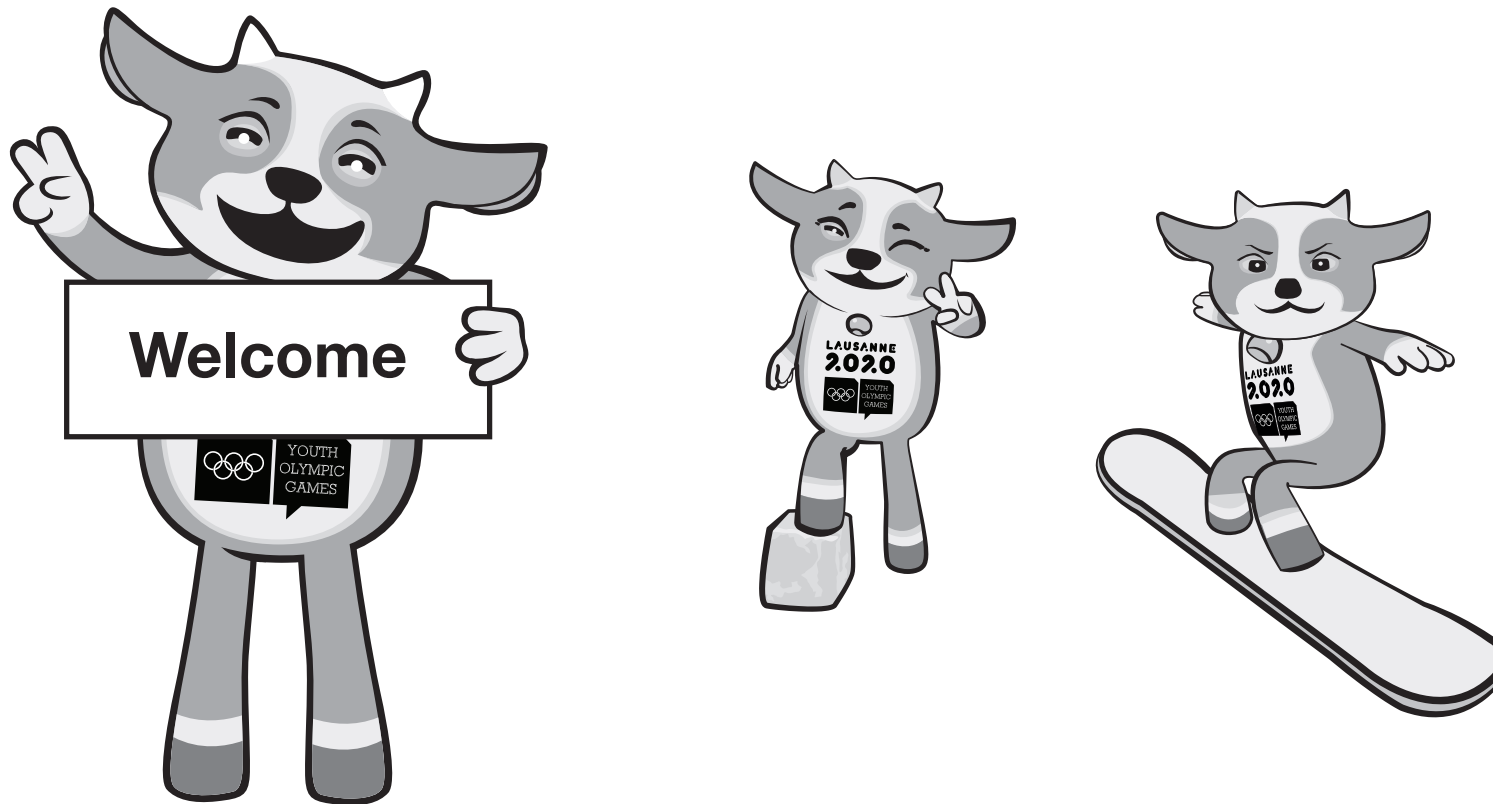
Welcome

GREYSCALE

APPLICATION

This version may be used in black-and-white applications. Artworks for all three poses of the mascot have been provided and must not be altered in any way.

LINKS:
Yodli_sign_Welcome_grey.ai
Yodli_ice_grey.ai
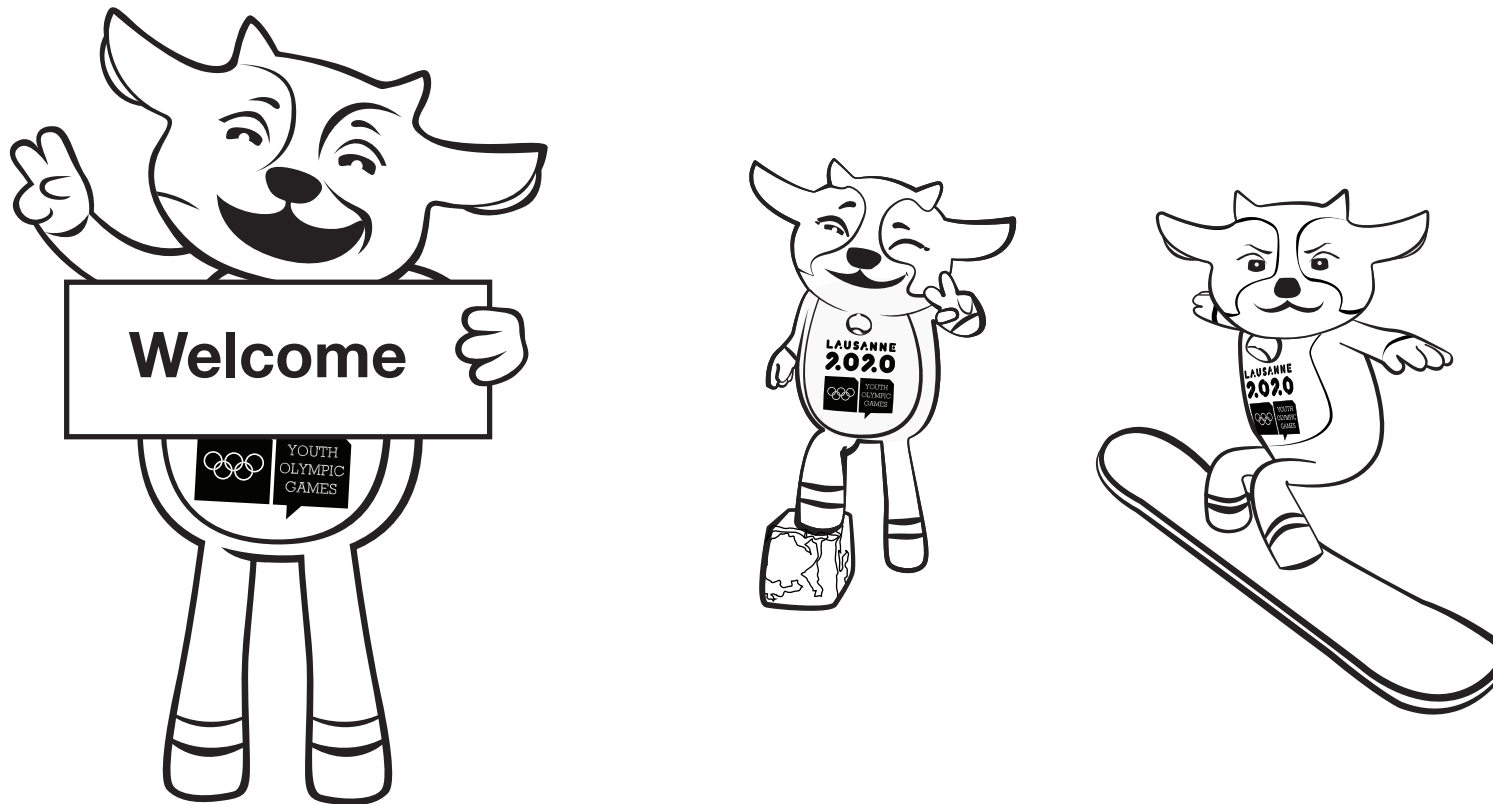Yodli_snowboard_grey.ai

LINE ART

APPLICATION

This version is to be used on a limited basis, such as for applications where colour and greyscale versions are inappropriate. Artworks for all three poses of the mascot have been provided and must not be altered in any way.

CONTACT INFORMATION

CONTACT INFORMATION

Any use of the Lausanne 2020 Emblem has to be approved by Lausanne 2020, and via the regular approval process.

First contact:
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