

WINTER YOUTH OLYMPIC GAMES LAUSANNE 2020

CORE GRAPHICS



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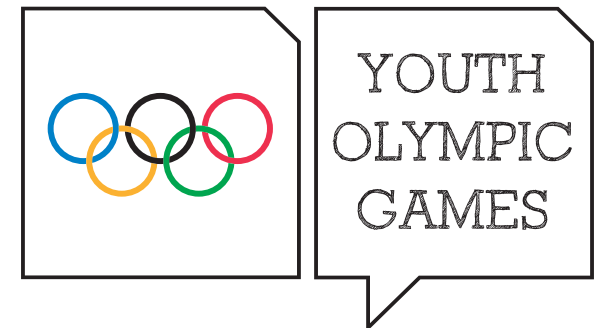
THE LAUSANNE 2020 AMBITION

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.

LAUSANNE
2020



CREATED BY LOCAL YOUTH

During the summer of 2017, students from Eracom (école romande d'arts et communication), Lausanne's vocational art and communication school were challenged by Lausanne 2020 to create the visual profile, pictograms and mascot of the winter Youth Olympic Games 2020.

Four classes of the Graphic Design department participated in the first rounds of creating Lausanne 2020's visual profile, which were then put through several stages of selection and refinement, until finally Elsa Bersier's "Ripple" project was chosen.

When contemplating this prestigious mission Elsa says: "Working on a project that will have worldwide visibility is a unique experience!"

Elsa Bersier is in her third year of her dual formation as graphic designer with ARD Design Switzerland in Vevey. Her employer has a long tradition of forming young talents and is very proud of Elsa who has successfully taken up the challenge given by Lausanne 2020 for the winter Youth Olympic Games 2020.

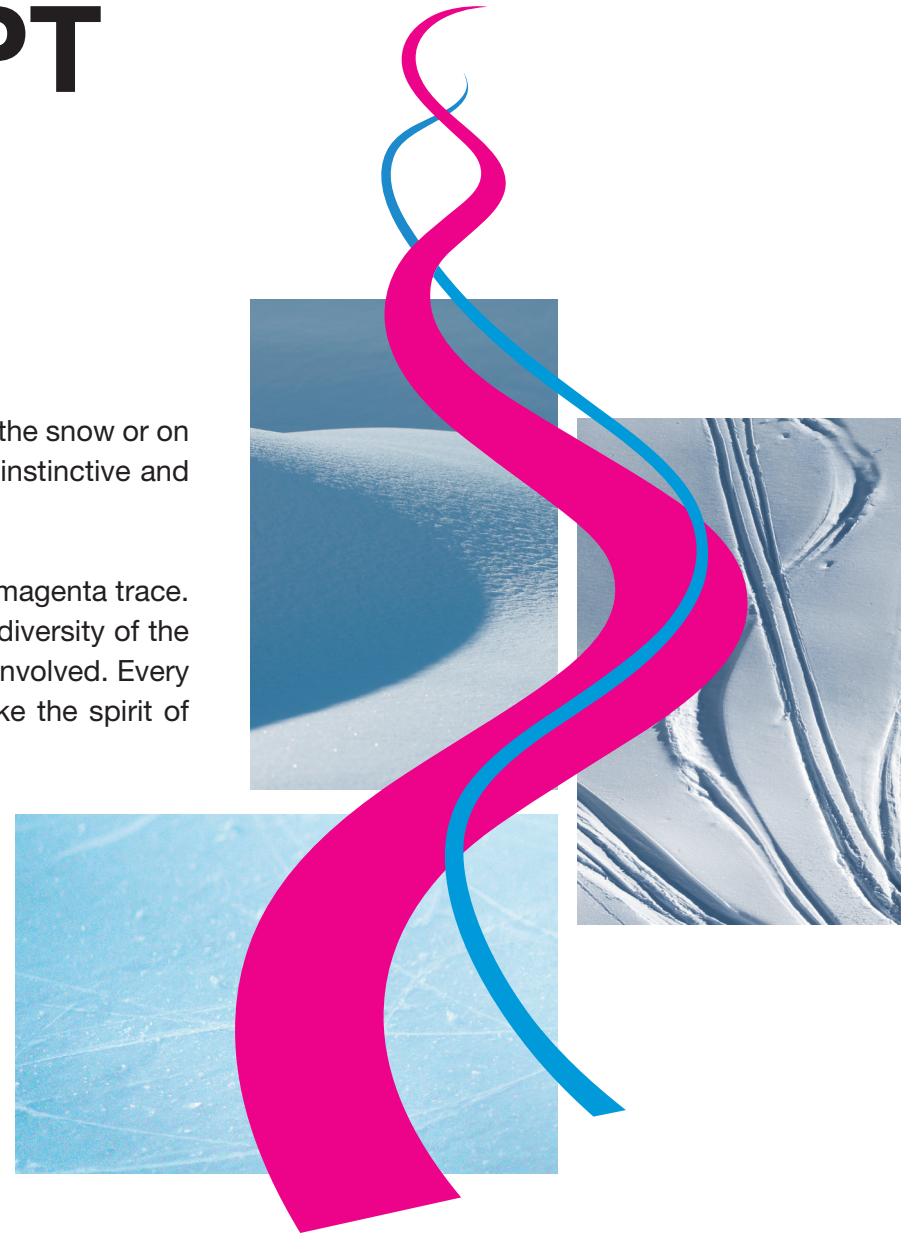


THE IDEA BEHIND THE VISUAL CONCEPT

The starting point for the visual identity is the idea of tracks left behind on the snow or on the ice by skis or skates. The aim was to create a design that is simple, instinctive and that would really represent youthful energy.

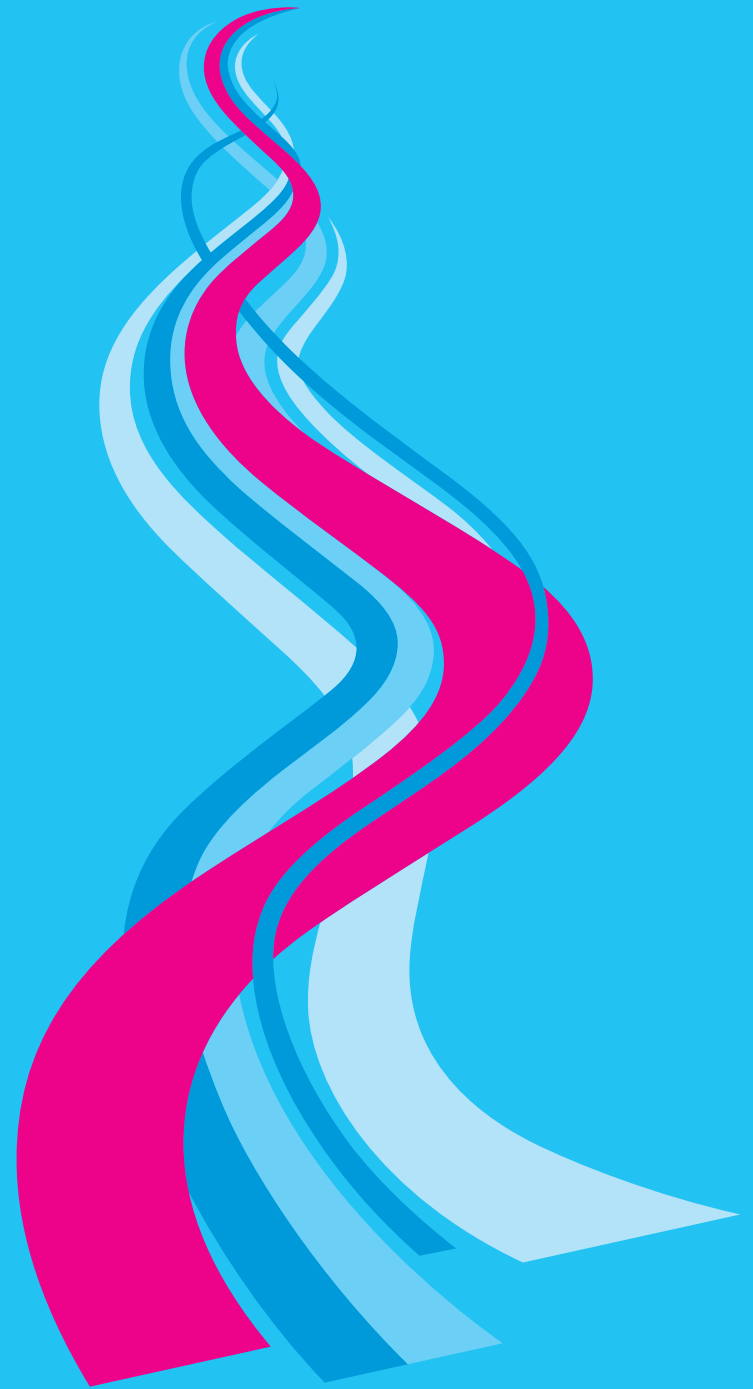
There are several different hues of blue accompanied by a single, unique magenta trace. The multiplicity of traces is harmonious, they symbolize the plurality and diversity of the participants and of the sports but also the uniqueness of each individual involved. Every trace is different, yet close and similar to the others. Together they evoke the spirit of competition and the joy of sport.

The various declinations of shapes as well as of background colors allow for a wide variety of visuals representing the different facets of the Youth Olympic Games, all the while remaining coherent and easily recognizable.



WINTER YOUTH OLYMPIC GAMES LAUSANNE 2020

CORE GRAPHIC ELEMENT



CORE GRAPHIC ELEMENT EXPLANATION

The Core Graphic Element represents ski tracks on the snow as well as skating trails on the ice.

It is always composed of several tracks and trails.

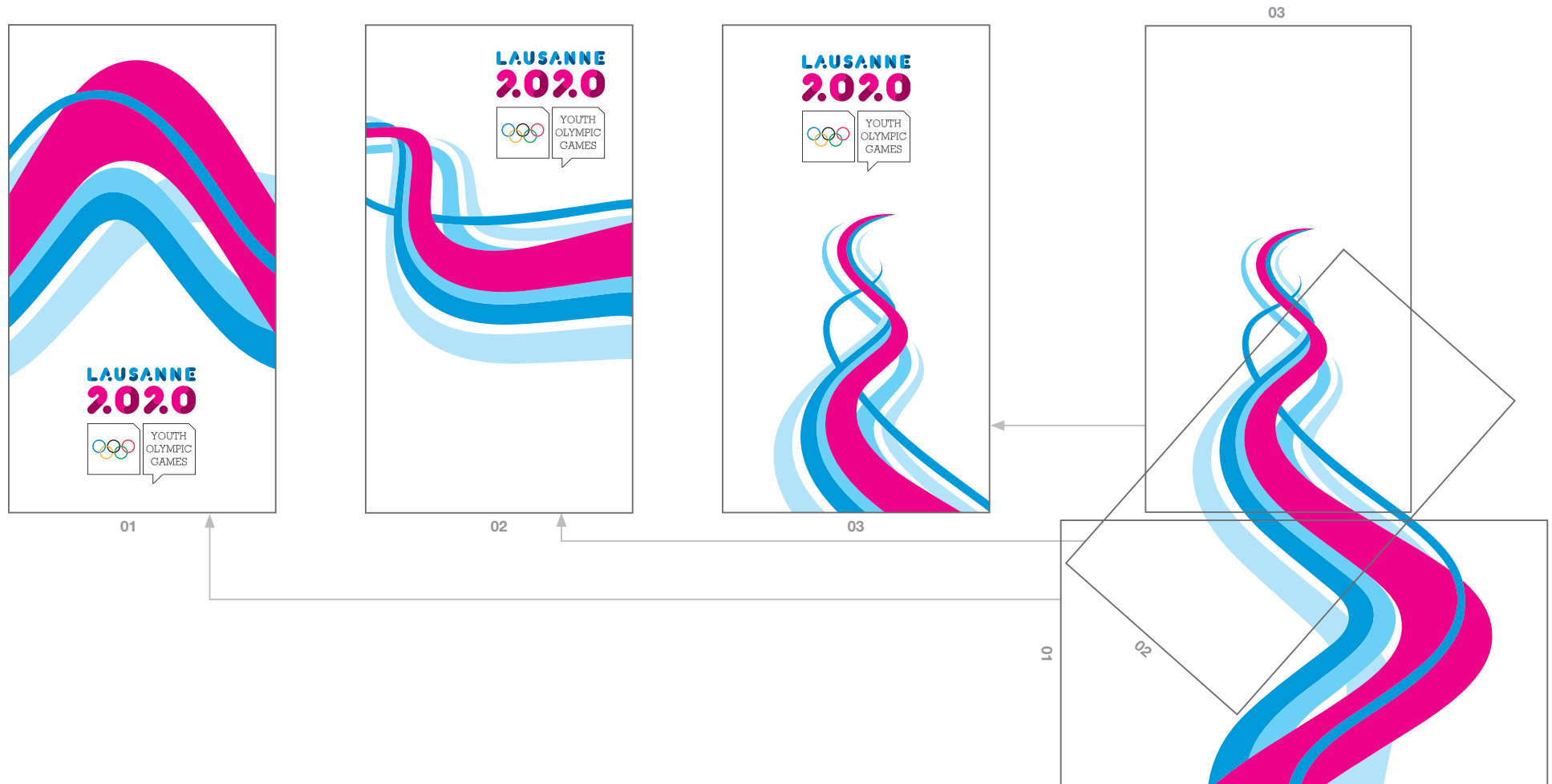
The main magenta trail symbolizes the individual - the athlete - developing the skills he or she needs on his or her journey to the Youth Olympic Games.

While the trails of different hues of blue around it embody the other athletes, as well as the coaches, families, and friend surrounding the individual.



CORE GRAPHIC ELEMENT

FRAMING SAMPLES 01



CORE GRAPHIC ELEMENT

FRAMING SAMPLES 02

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YOUTH
OLYMPIC
GAMES



FRAMING SAMPLES 03



CORE GRAPHIC ELEMENT

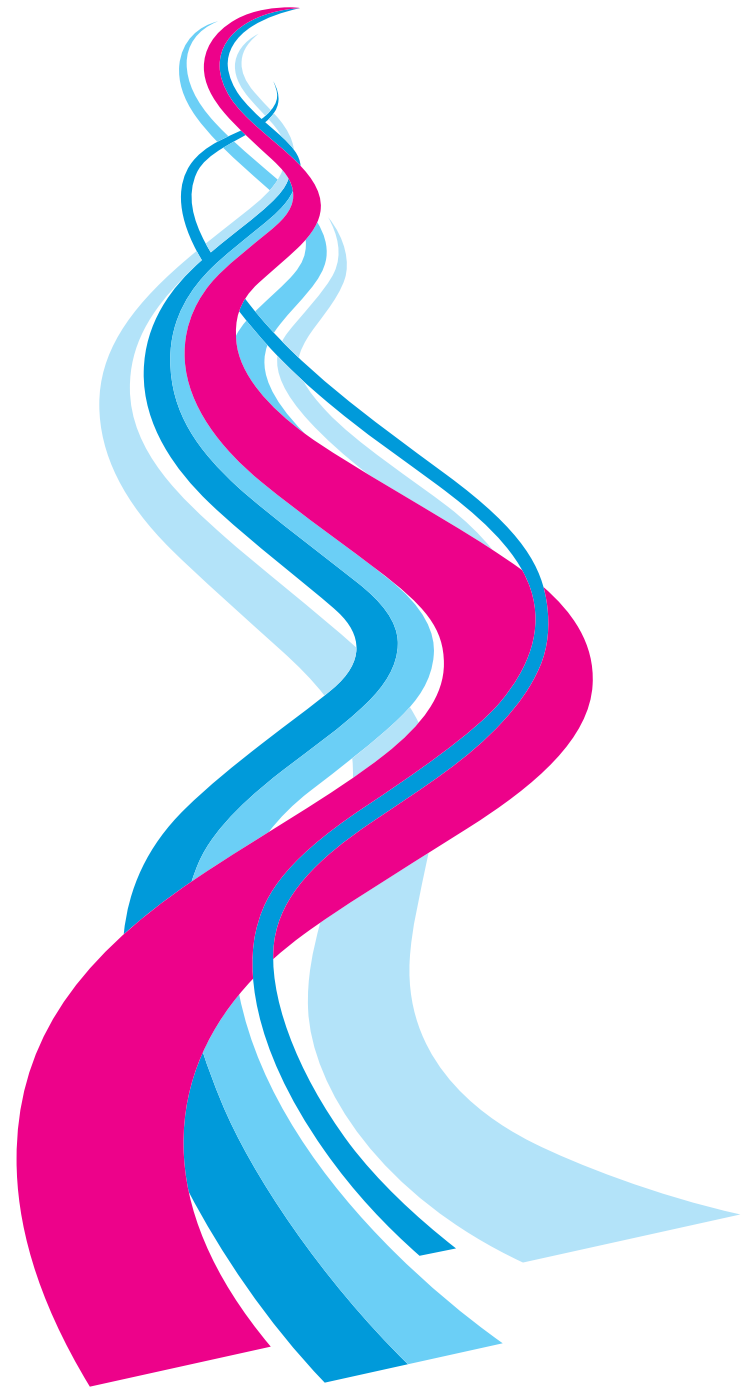
WAVE'S RULES

NO NEED TO DRAW NEW CURVES.

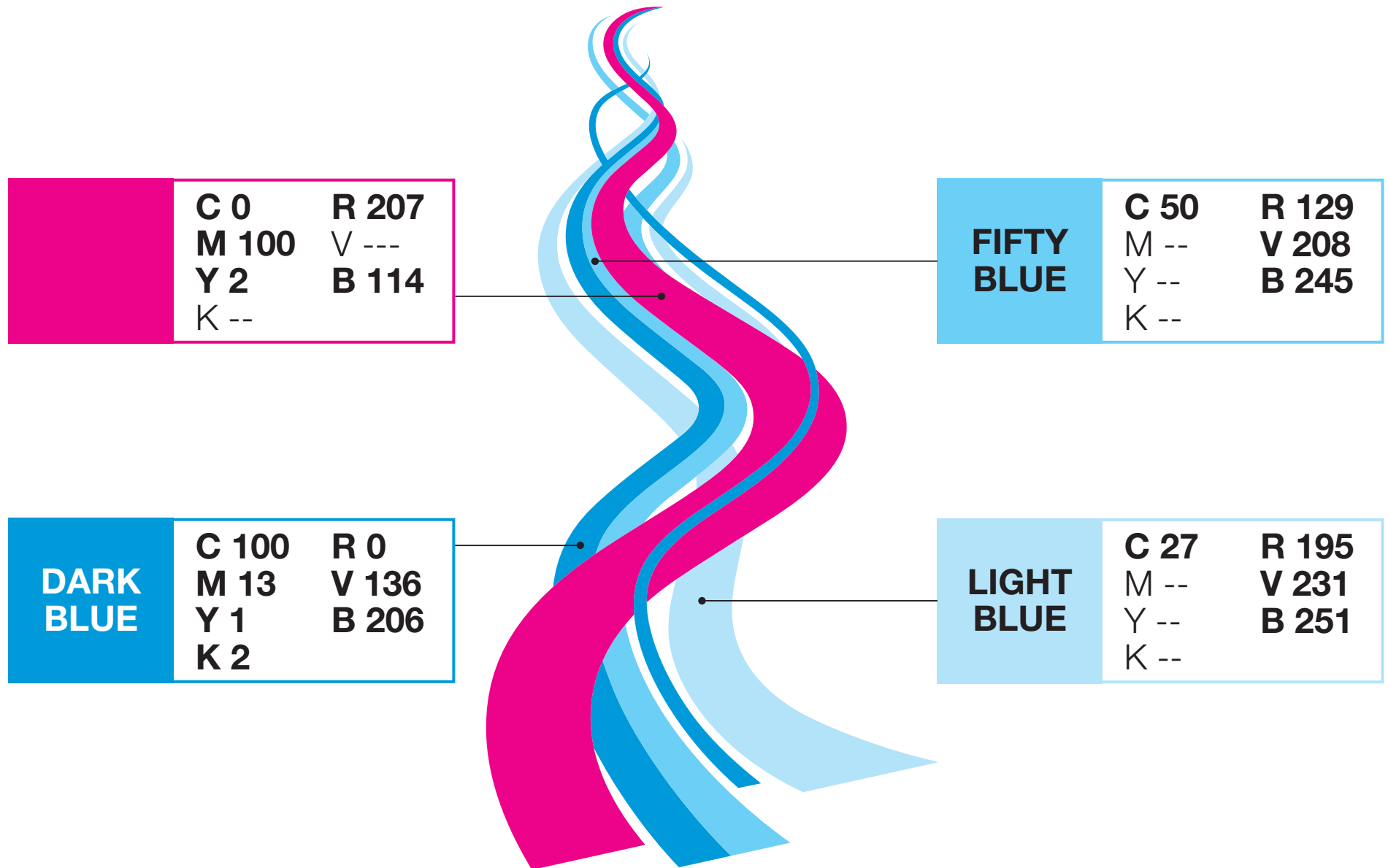
Everything can be taken from the existing Core element.

You can use the entire graphic Core element or pick frames, see previous examples.

In every frame you choose, you should at least have **the main trail** in either pink with blue or white background, or white with pink background.



COLOR REFERENCES



CORE GRAPHIC ELEMENT

BLUE BACKGROUND

BLUE BACK	C 67	R 047
	M --	V 190
	Y --	B 239
	K --	

RULES:


The Blue background is for **INDOOR SITUATIONS** to create a visual contrast between the ice and the communication areas e.g. Ice Skating.



CORE GRAPHIC ELEMENT

PINK

BACKGROUND

	C 0	R 207
	M 100	V ---
	Y 2	B 114
	K --	

RULES:

The Pink version is dedicated to **OUTDOOR CONTEXT**, here the goal is to create a contrast between the snow and the communication areas.



CORE GRAPHIC ELEMENT

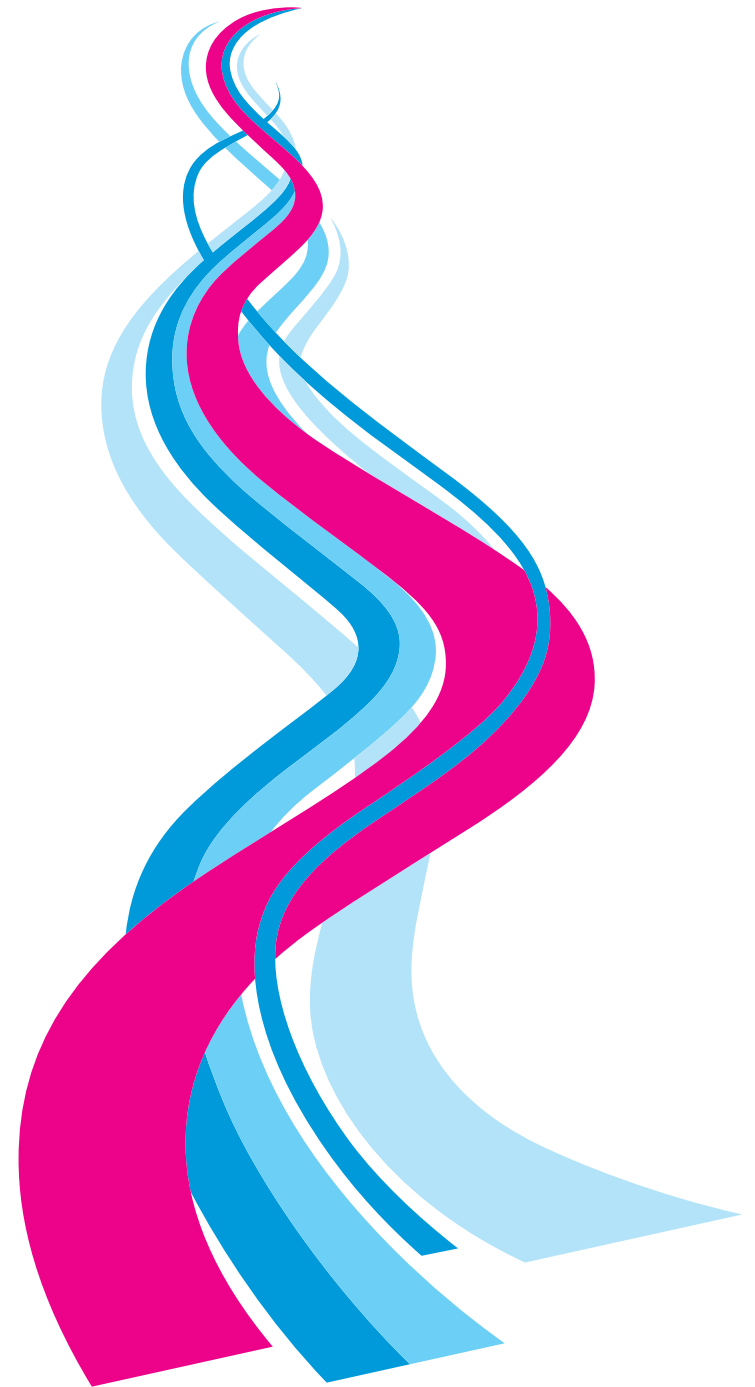
WHITE BACKGROUND

WHITE

C --	R 255
M --	V 255
Y --	B 255
K --	

RULES:

White is considered as **THE MAIN BACKGROUND** and used for all papers, advertising and POS material within an **URBAN CONTEXT**.



CORE GRAPHIC ELEMENT

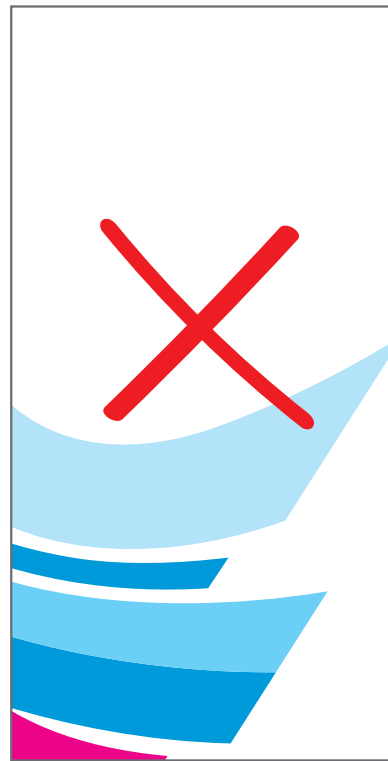
INCORRECT USES

WRONG WAVES & BACKGROUNDS COLORS



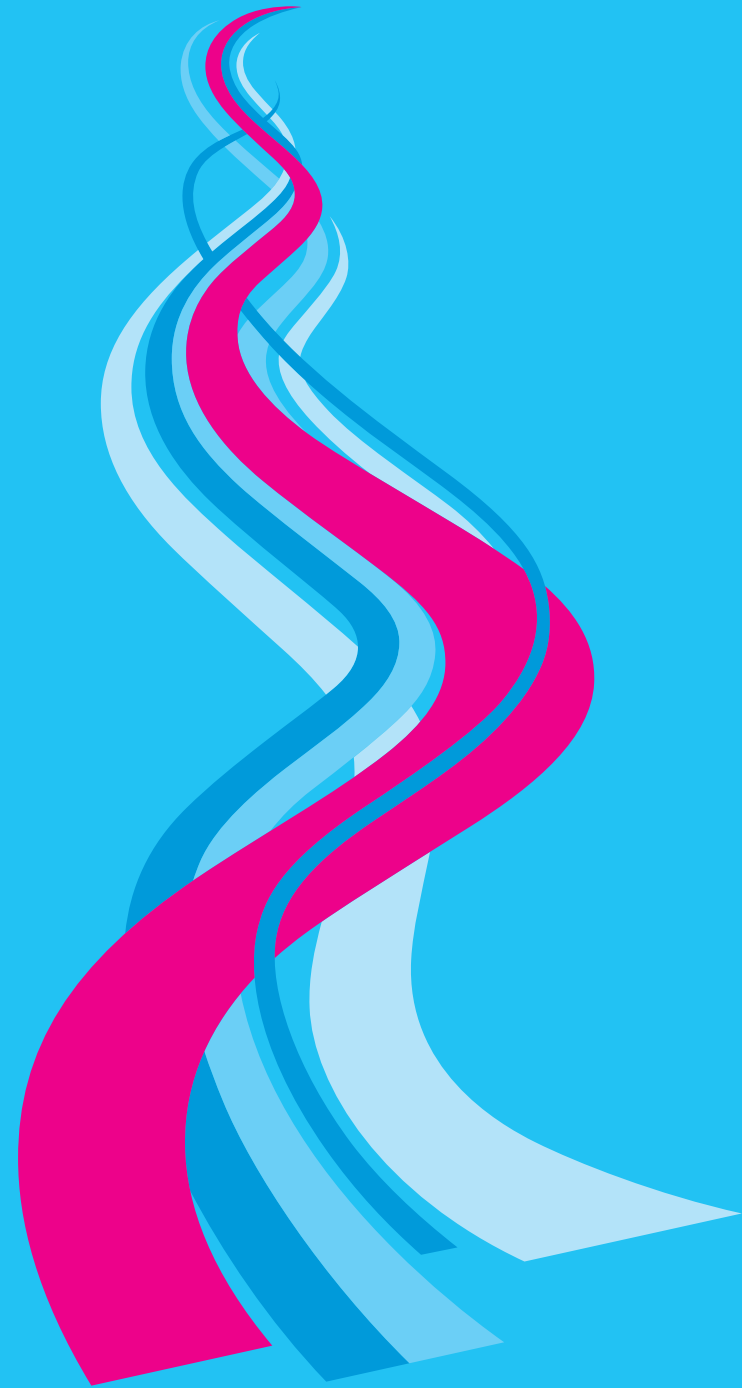
CORE GRAPHIC ELEMENT

INCORRECT USES



GLOBAL APPLICATIONS

EXAMPLES OF USE



EXAMPLES OF USE



EXAMPLES OF USE



EXAMPLES OF USE



EXAMPLES OF USE



EXAMPLES OF USE



EXAMPLES OF USE



CAR

TOUCHPOINTS

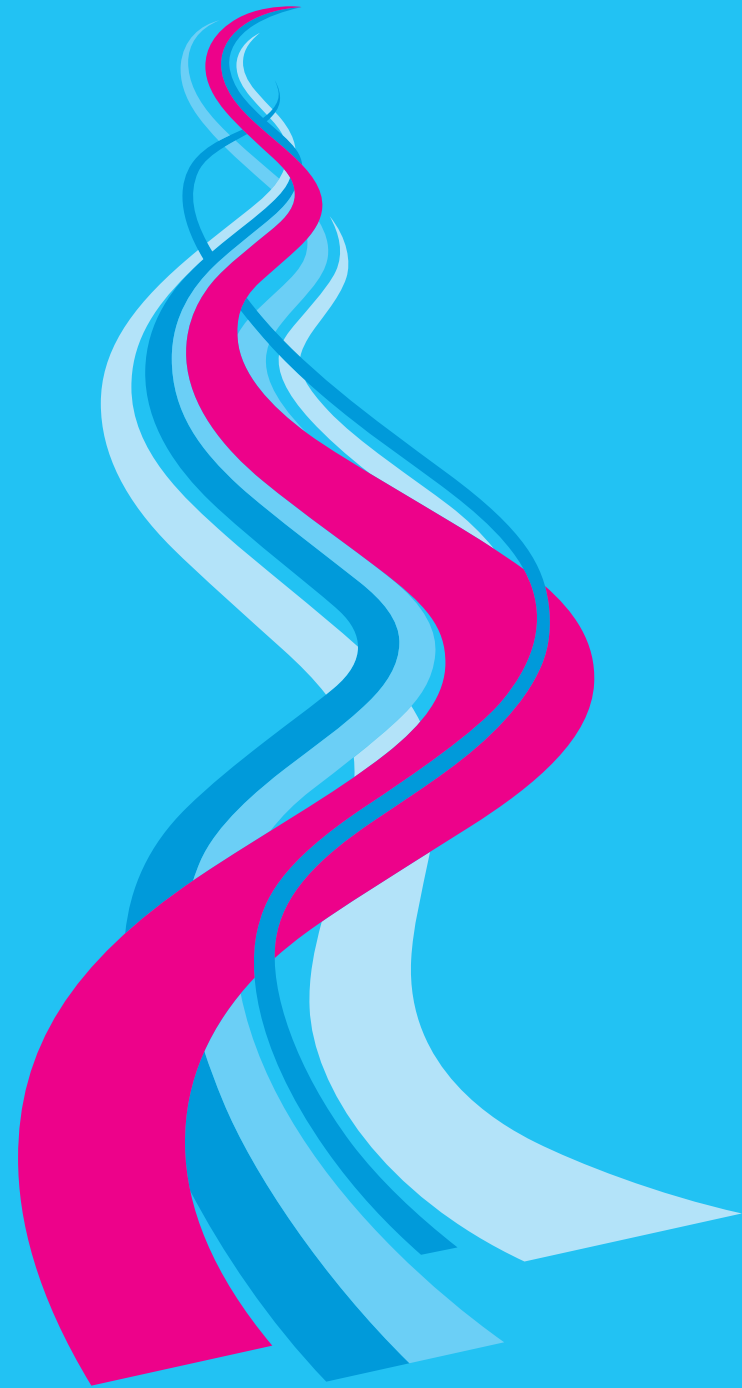


CARS



EMBLEM USAGE

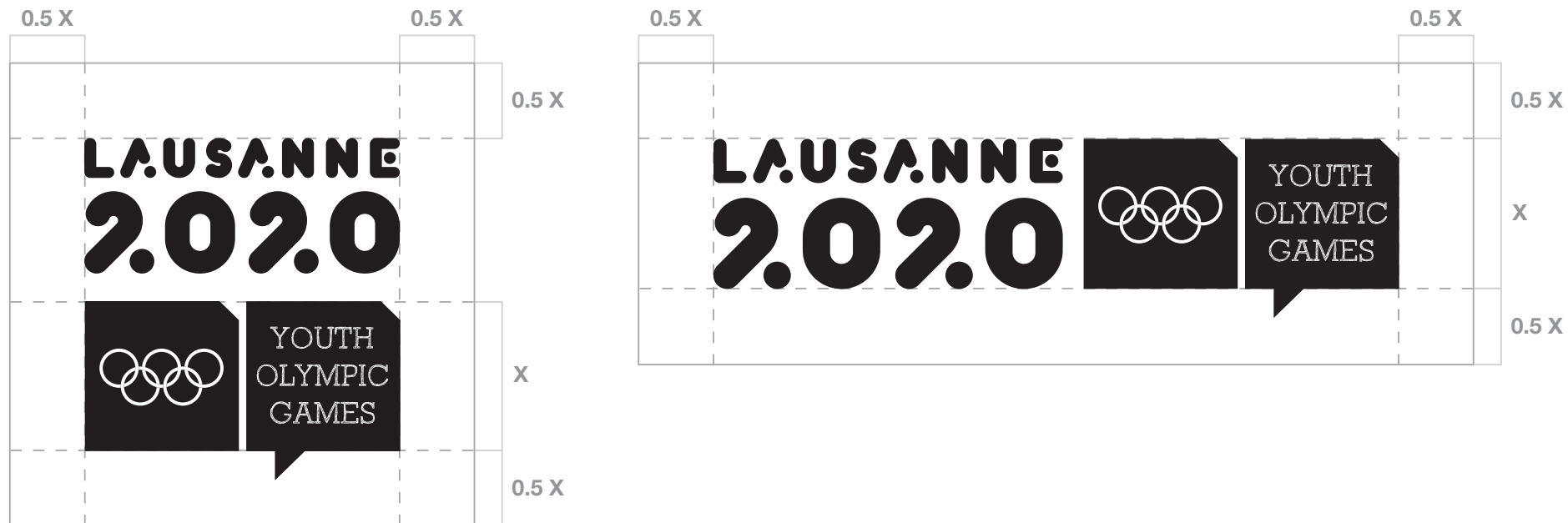
ISOLATION AREA



EMBLEM USAGE

LAUSANNE 2020

ISOLATION AREA



To guarantee the legibility and integrity of the emblem an isolation area, which is a minimum distance from other graphics, must be respected.

The minimum distance is an area around the emblem in which other elements cannot be placed. The minimum distance is “0,5 X” and “X” is defined by the height of the YOUTH OLYMPIC GAMES label box.

These examples apply to all Lausanne 2020 emblems.

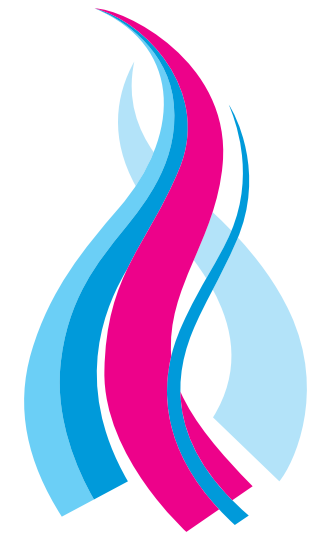
USAGE OF TORCH TOUR & ATHLETE EDUCATION PROGRAMME

OTHER LOGOS

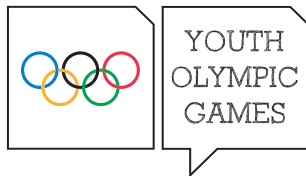


OTHER LOGOS

TORCH TOUR & ATHLETE EDUCATION PROGRAMME



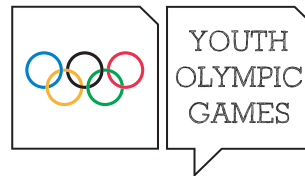
LAUSANNE
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TORCH TOUR



LAUSANNE
2020



**ATHLETE
EDUCATION
PROGRAMME**

Symbols and logos for the Torch Tour and the Athlete Education Programme.

Shown are the primary logos (vertical version).

OTHER LOGOS

TORCH TOUR

ISOLATION AREA



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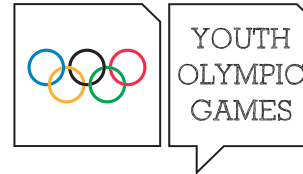
OTHER LOGOS

ATHLETE EDUCATION PROGRAMME

ISOLATION AREA



LAUSANNE
2020



ATHLETE EDUCATION
PROGRAMME

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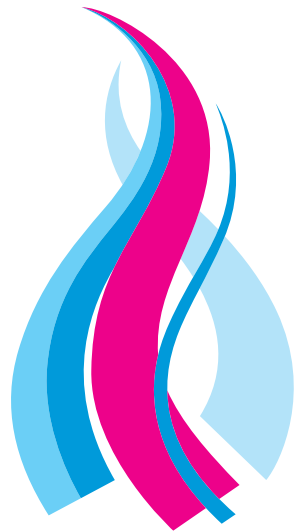
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OTHER LOGOS

TORCH TOUR & ATHLETE EDUCATION PROGRAMME

SIMPLE VERSION AVAILABLE



TORCH TOUR



**ATHLETE
EDUCATION
PROGRAMME**

EXAMPLES OF USE

