

**INNSBRUCK 2012 WINTER YOUTH OLYMPIC GAMES**

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**NOVEMBER 2010**

# **EMBLEM MANUAL**

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# ABOUT THE INNSBRUCK 2012 WINTER YOUTH OLYMPIC GAMES

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Innsbruck 2012 offers a truly innovative concept for the 1<sup>st</sup> Winter Youth Olympic Games (WYOG) a fully integrated sports and cultural experience designed to inspire young people athletically, culturally and vocationally. The two-community, two-cluster compact winter sports plan is combined with a Culture and Education Programme that gives each young participant the opportunity to collaborate across cultures.

In its stunning natural environment between towering peaks in the middle of the Alps, Innsbruck offers an innovative vision for the Winter Youth Olympic Games that will help transform the sporting event into the new worldwide Youth Olympic Movement the International Olympic Committee is intent on creating.

## ABOUT OUR BRAND

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Innsbruck has twice been awarded the honor to host Olympic Winter Games and relates its emblem to its legacy as past Olympic Games host in 1964 and 1976 and the journey to the 1<sup>st</sup> Winter Youth Olympic Games in 2012.

The Youth Olympic Games are not just an event for talented young athletes, but also a platform to communicate to young people all over the world, for them to interact and involve themselves in their community through sport, culture and education.

The design of the emblem reflects the vibrant, youthful city in the heart of the Alps combined with its traditional and natural way of life: tradition meets modernity!

The Olympic Values friendship, respect and excellence are mirrored in the emblem – friendship as key motto for the YOG expressed by a key component, YOG-DNA – the IOC's brand identity for the Youth Olympic Games. It has been integrated for the first time in a host city emblem. In harmony with Innsbruck 2012, YOG-DNA is a striking label targeted at young people and representing their attitudes, freedom and creativity.

It also contains the Olympic Rings (coloured or monochrome), one of the most powerful and well-known brands in the world, standing for respect from the old for the young and the young for the old.

Innsbruck 2012 – a true Olympic experience.

# ABOUT THIS MANUAL

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The marks of Innsbruck 2012 Winter Youth Olympic Games – the emblem and its individual elements (the symbol, the wordmark and the YOG-DNA label) must be presented appropriately and associated with quality and excellence in every form of communication, ensuring its value is enhanced and preserved. As such, it is important for everyone to understand, respect and apply the brand expression correctly. This manual clearly outlines specific use of the Innsbruck 2012 marks, colours, typography and correct application guaranteeing consistency everywhere.

Innsbruck Youth Olympic Games Organising Committee (IYOGOC) has issued this document and is responsible for managing the brand and bringing it to life. Use of the Innsbruck 2012 emblem and marks is subject to IOC and IYOGOC approval via the IOC Extranet. By receiving the right to use Innsbruck 2012 emblems, you have become an ambassador of Innsbruck 2012 and the brand. You assist in communicating this vision and help to bring this celebration to life.

Welcome to Innsbruck 2012!

# ABOUT THE OLYMPIC RINGS

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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 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. Use of the Olympic Rings is strictly forbidden, unless authorised by the IOC.



CHAPTER 1

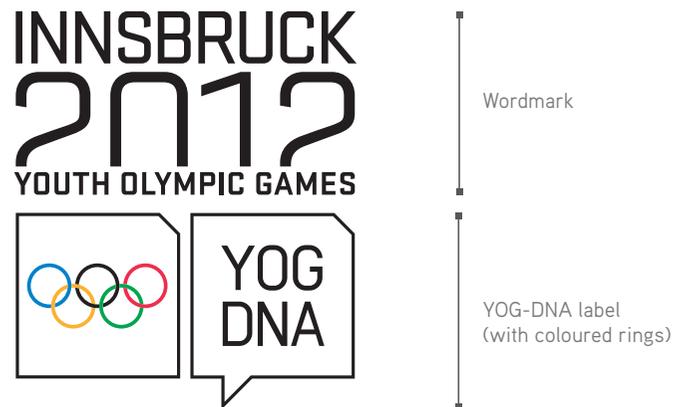
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# THE EMBLEM

# 1 THE EMBLEM

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## 1.1 THE PRIMARY EMBLEM COLOURED



The primary emblem coloured comprises two elements:

- Wordmark
- YOG-DNA label (with coloured rings)

Due to the use of the Olympic Rings in their original colors, the YOG-DNA label must only be used in white with a black frame since the Rings always have to be on a white background.

# 1 THE EMBLEM

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## 1.2 THE PRIMARY EMBLEM MONOCHROME



The primary emblem monochrome comprises two elements:

- Wordmark
- YOG-DNA label (with monochrome rings)

# 1 THE EMBLEM

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## 1.3 THE PRIMARY EMBLEM WITH SYMBOL



The primary emblem with symbol comprises three elements:

- Symbol
- Wordmark
- YOG-DNA label (with monochrome rings)

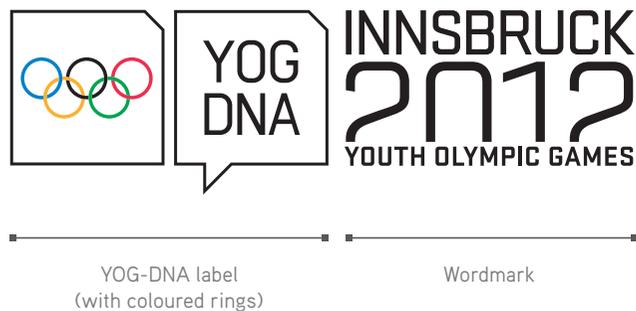
Additional information: The Golden Roof, the most famous sight in Innsbruck, is an essential, unique part of the Innsbruck 2012 emblem. It symbolises the well-known hospitality of the Tyroleans, and the golden colour represents excellence in sports and cultural events.

**Note: The primary emblem with symbol must never be combined in one emblem with the coloured Olympic Rings!**

# 1 THE EMBLEM

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## 1.4 THE SECONDARY EMBLEM COLOURED



The secondary emblem coloured comprises two elements:

- YOG-DNA label (with coloured rings)
- Wordmark

Due to the use of the Olympic Rings in their original colors, the YOG-DNA label must only be used in white with a black frame since the Rings always have to be on a white background.

Where necessary, this horizontally formatted version of the emblem can be used when the vertically formatted emblem (the primary emblem) is difficult to apply or does not match with the format.

# 1 THE EMBLEM

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## 1.5 THE SECONDARY EMBLEM MONOCHROME



The secondary emblem monochrome comprises two elements:

- YOG-DNA label (with monochrome rings)
- Wordmark

Where necessary, this horizontally formatted version of the emblem can be used when the vertically formatted emblem (the primary emblem) is difficult to apply or does not match with the format.

# 1 THE EMBLEM

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## 1.6 THE WORDMARK

INNSBRUCK  
2012  
YOUTH OLYMPIC GAMES

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Wordmark

The wordmark comprises the lettering “Innsbruck 2012 Youth Olympic Games”

# 1 THE EMBLEM

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## 1.7 GENERAL INFORMATION AND CONTEXT

- The typography of the emblem cannot be modified.
- The label and wordmark must be the same colour (see rules chapter 4).
- On occasion, and with the IYOGOC's and IOC's prior agreement, the YOG-DNA label can be removed (see wordmark).
- In texts, YOG-DNA must always be written in capitals.
- The term "Designated Mark" as defined in the "Sponsorship Agreement" is named "Emblem" in this manual.

The Innsbruck 2012 emblems may not be applied to elements illustrating or suggesting:

- Violence (war, weapons, etc.)
- Sex
- Religion
- Politics
- Drugs
- Any visual representation or verbal expression of a xenophobic, racist, sexist, insulting or discriminatory nature

Every use of the Innsbruck 2012 emblems has to be approved by IYOGOC.

**CHAPTER 2**

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# **SHAPES**

## 2 SHAPES

### 2.1 INTEGRALITY & SYMMETRY



The elements (wordmark, YOG-DNA label and symbol) which make up the emblem may not be disconnected or placed in a different order. These examples apply to all Innsbruck 2012 emblems.

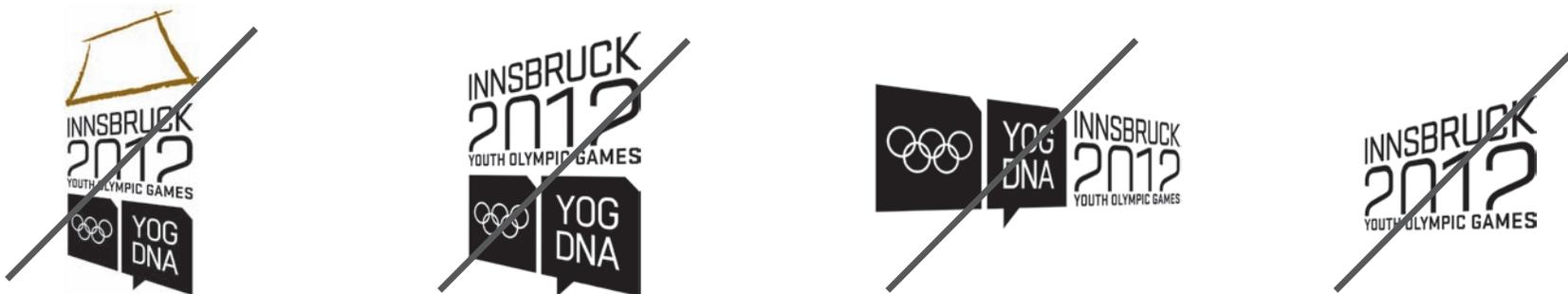


The emblem may not appear as a mirror image. These examples apply to all Innsbruck 2012 emblems.

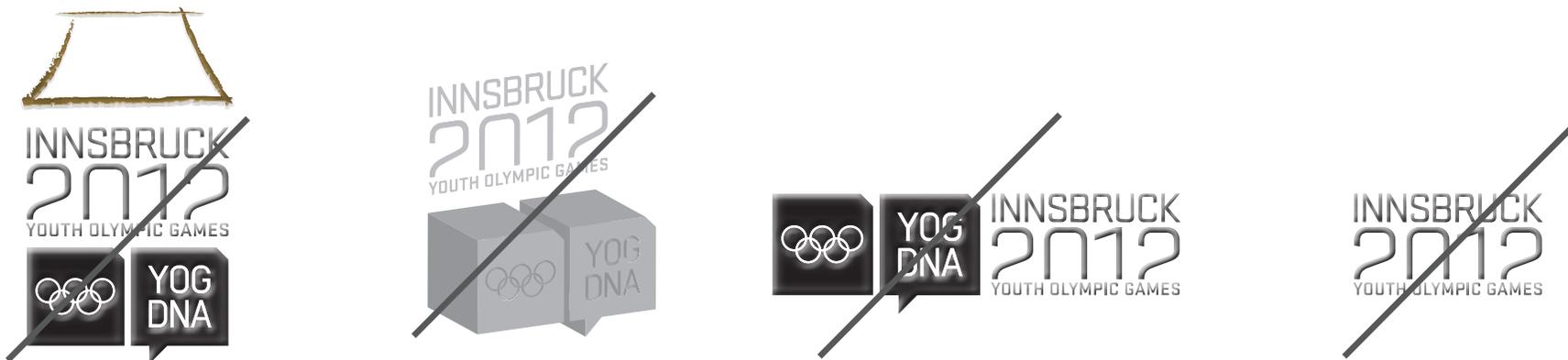
## 2 SHAPES

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### 2.2 DISTORTION & TWO DIMENSIONS



The emblem must retain its initial shape. These examples apply to all Innsbruck 2012 emblems.



3D effects are prohibited. These examples apply to all Innsbruck 2012 emblems.

**CHAPTER 3**

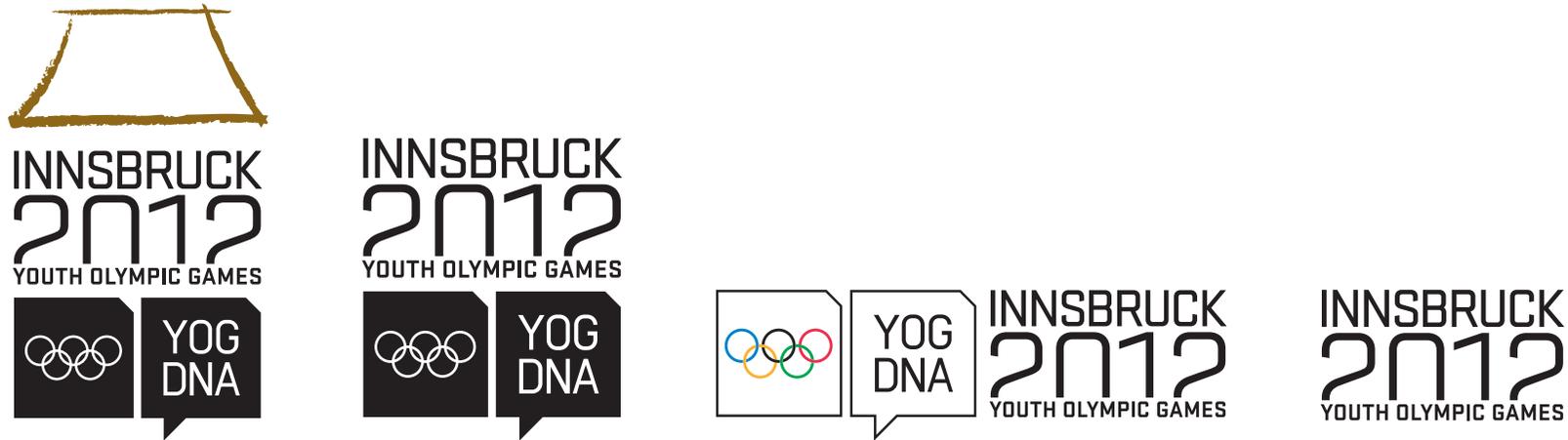
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# **POSITIONS & PROPORTIONS**

# 3 POSITIONS & PROPORTIONS

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## 3.1 POSITION



All emblems should be positioned straight. Rotations are not allowed.  
These examples apply to all Innsbruck 2012 emblems.

# 3 POSITIONS & PROPORTIONS

## 3.2 CLEAR SPACE REQUIREMENTS



image 1

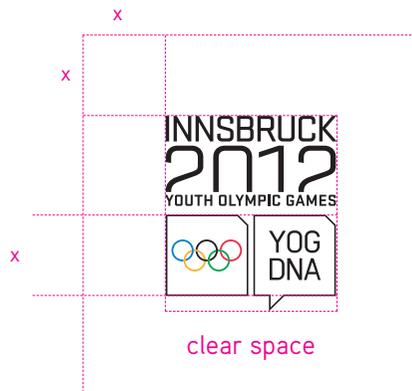


image 2

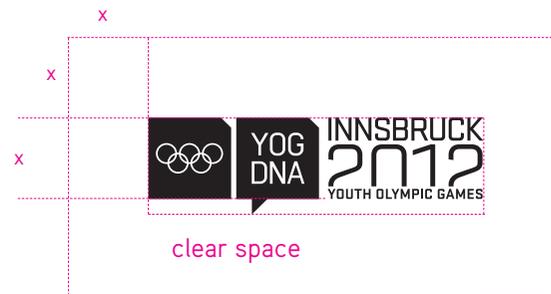


image 3

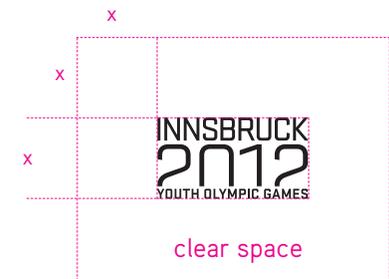


image 4

- To guarantee the legibility and integrity of the emblem a minimum distance from other graphics (clear space) must be respected.
- The clear space is an area around the emblem in which other elements cannot be placed. The minimum clear space is "x" and "x" is defined by the height of the YOG-DNA label box (as seen in image 1, 2 and 3), by the height of the wordmark (as seen in image 4).

These examples apply to all Innsbruck 2012 emblems.

# 3 POSITIONS & PROPORTIONS

## 3.3 READABILITY & MINIMUM SIZE



12 mm

The minimum width of the primary emblem coloured and the primary emblem monochrome is 12 mm.



12 mm

The minimum width of the primary emblem with symbol is 12 mm.



23 mm

The minimum width of the secondary emblem coloured and the secondary emblem monochrome is 23 mm.



12 mm

The minimum width of the wordmark is 12 mm.

- The text of the emblem must be readable.
- To guarantee the legibility and integrity of the emblem, a minimum size must be respected.
- These examples apply to all Innsbruck 2012 emblems.

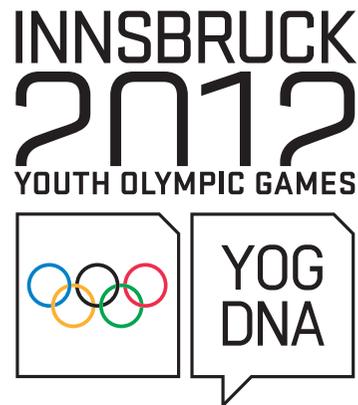
**CHAPTER 4**

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# **COLOUR PALETTE**

# 4 COLOUR PALETTE

## 4.1 COLOURS PRIMARY EMBLEM COLOURED



Wordmark, label frame & YOG-DNA

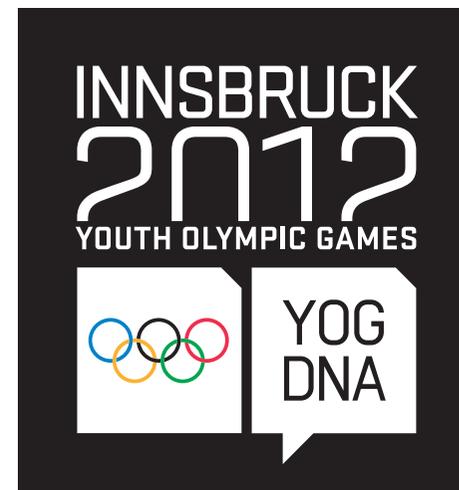
■ CMYK 0/0/0/100 Pantone Black C / U  
RGB 0/0/0

Rings

■ CMYK 100/37/0/0 Pantone 3005  
■ CMYK 0/0/0/100 Pantone Black C / U  
■ CMYK 0/94/65/0 Pantone 192  
■ CMYK 0/34/91/0 Pantone 137  
■ CMYK 100/0/100/0 Pantone 355

### ■ Positive version:

Wordmark and label: May only be used in black/white, the Olympic rings in the above-mentioned colours. Transparencies are not allowed!



„Wordmark“ & YOG-DNA-Label

□ CMYK 0/0/0/0 Pantone White C / U  
RGB 255/255/255

Rings

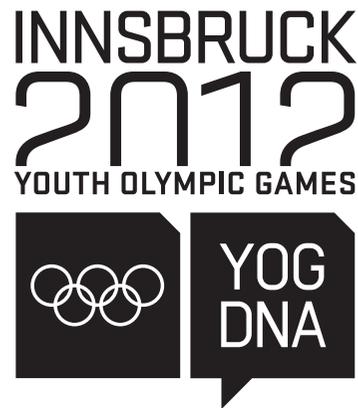
■ CMYK 100/37/0/0 Pantone 3005  
■ CMYK 0/0/0/100 Pantone Black C / U  
■ CMYK 0/94/65/0 Pantone 192  
■ CMYK 0/34/91/0 Pantone 137  
■ CMYK 100/0/100/0 Pantone 355

### ■ Negative version:

Wordmark and label: May only be used in white, the Olympic rings in the above-mentioned colours. Transparencies are not allowed!

# 4 COLOUR PALETTE

## 4.2 COLOURS PRIMARY EMBLEM MONOCHROME

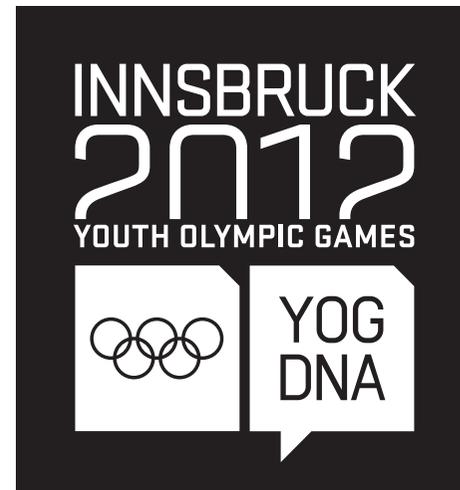


Wordmark & label

- CMYK 0/0/0/100
- Pantone Black C/U
- RGB 0/0/0

■ **Positive version:**

Wordmark and label: May only be used in black, transparencies are not allowed



Wordmark & label

- CMYK 0/0/0/0
- Pantone White C/U
- RGB 255/255/255

■ **Negative version:**

Wordmark and label: May only be used in white, transparencies are not allowed

# 4 COLOUR PALETTE

## 4.3 COLOURS PRIMARY EMBLEM WITH SYMBOL



Symbol

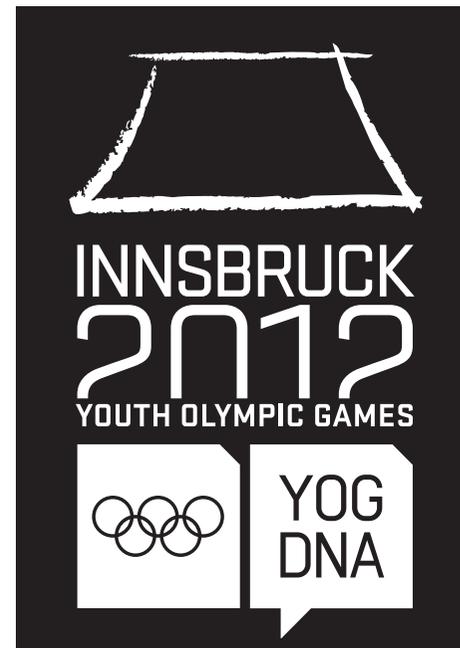
- CMYK 25/38/80/35
- Pantone 872 C / U
- RGB 148/118/54

Wordmark & label

- CMYK 0/0/0/100
- Pantone Black C / U
- RGB 0/0/0

■ **Positive version:**

Symbol: May be used either in gold/black,  
Wordmark and label: May only be used in black,  
transparencies are not allowed



Symbol, wordmark & label

- CMYK 0/0/0/0
- Pantone White C / U
- RGB 255/255/255

■ **Negative version:**

Symbol, wordmark and label: May only be used in white,  
transparencies are not allowed

# 4 COLOUR PALETTE

## 4.4 COLOURS SECONDARY EMBLEM COLOURED



### Rings

- CMYK 100/37/0/0  
Pantone 3005
- CMYK 0/0/0/100  
Pantone Black C/U
- CMYK 0/94/65/0  
Pantone 192
- CMYK 0/34/91/0  
Pantone 137
- CMYK 100/0/100/0  
Pantone 355

### Wordmark, label frame & YOG-DNA

- CMYK 0/0/0/100
- Pantone Black C/U
- RGB 0/0/0

### ■ Positive version:

Wordmark and label: May only be used in black/white, the Olympic rings in the above-mentioned colours. Transparencies are not allowed!



### Rings

- CMYK 100/37/0/0  
Pantone 3005
- CMYK 0/0/0/100  
Pantone Black C/U
- CMYK 0/94/65/0  
Pantone 192
- CMYK 0/34/91/0  
Pantone 137
- CMYK 100/0/100/0  
Pantone 355

### Wordmark & YOG-DNA label

- CMYK 0/0/0/0
- Pantone White C/U
- RGB 255/255/255

### ■ Negative version:

Wordmark and label: May only be used in white, the Olympic rings in the above-mentioned colours. Transparencies are not allowed!

# 4 COLOUR PALETTE

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## 4.5 COLOURS SECONDARY EMBLEM MONOCHROME



Wordmark & label

- CMYK 0/0/0/100
- Pantone Black C/U
- RGB 0/0/0

■ **Positive version:**

Wordmark and label: May only be used in black, transparencies are not allowed



Wordmark & label

- CMYK 0/0/0/0
- Pantone White C/U
- RGB 255/255/255

■ **Negative version:**

Wordmark and label: May only be used in white, transparencies are not allowed

## 4 COLOUR PALETTE

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### 4.6 COLOURS WORDMARK

INNSBRUCK  
2012  
YOUTH OLYMPIC GAMES

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Wordmark

- CMYK 0/0/0/100
- Pantone Black C/U
- RGB 0/0/0

■ **Positive version:**

The wordmark may only be used in black, transparencies are not allowed.

INNSBRUCK  
2012  
YOUTH OLYMPIC GAMES

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Wordmark

- CMYK 0/0/0/100
- Pantone White C/U
- RGB 255/255/255

■ **Negative version:**

The wordmark may only be used in white, transparencies are not allowed.

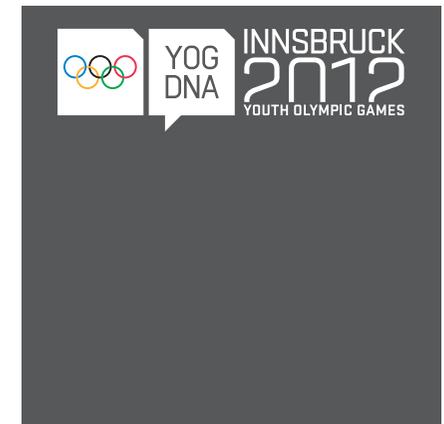
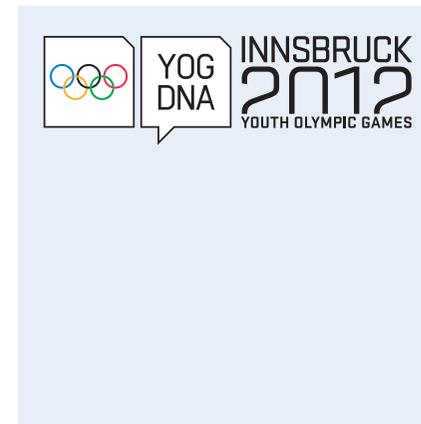
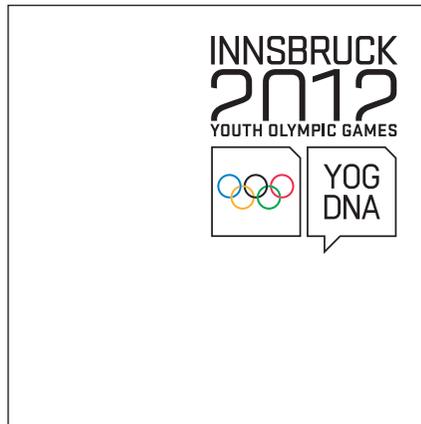
**CHAPTER 5**

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# **EMBLEM ON BACKGROUNDS**

# 5 EMBLEM ON BACKGROUNDS

## 5.1 PRIMARY EMBLEM COLOURED AND SECONDARY EMBLEM COLOURED



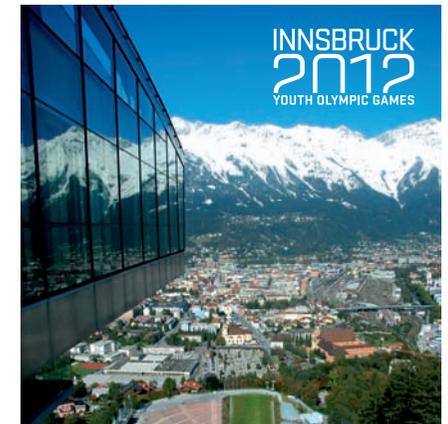
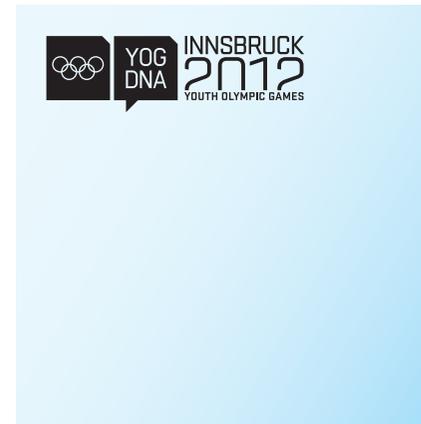
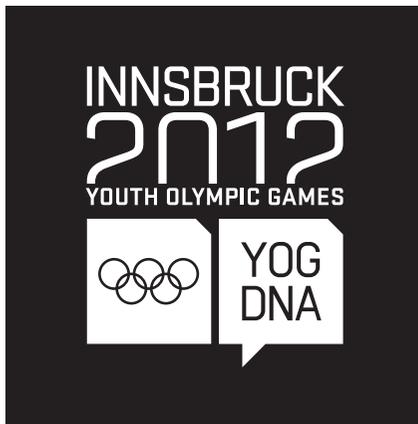
The typography inside the YOG-DNA label must always be empty to show the background beneath, the coloured rings must be on white background.

The emblem should only be positioned on monochromatic background.

- **Single coloured backgrounds:** Avoid matching tones.
- **Photographic backgrounds:** The photographic background should not be too busy - make sure the emblem remains readable.

# 5 EMBLEM ON BACKGROUNDS

## 5.2 PRIMARY EMBLEM MONOCHROME, SECONDARY EMBLEM MONOCHROME AND WORDMARK



The typography and the rings inside the YOG-DNA label must always be empty to show the background beneath.

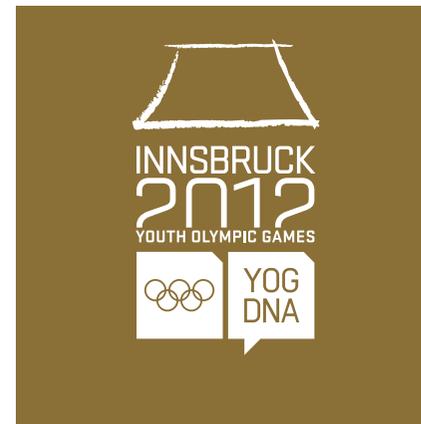
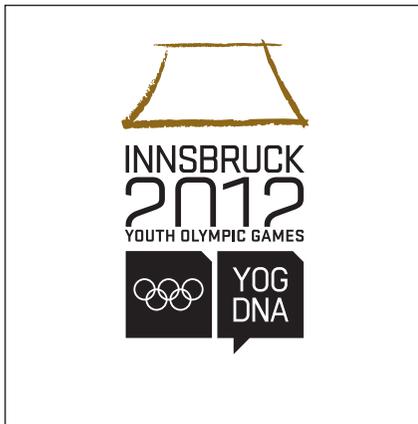
The emblem should only be positioned on monochromic background.

- **Single coloured backgrounds:** Avoid matching tones.
- **Photographic backgrounds:** The photographic background should not be too busy - make sure the emblem remains readable.

## 5 EMBLEM ON BACKGROUNDS

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### 5.3 PRIMARY EMBLEM WITH SYMBOL



The typography and the rings inside the YOG-DNA label must always be empty to show the background beneath.

The emblem should only be positioned on monochromatic background.

- **Single coloured backgrounds:** Avoid matching tones.
- **Photographic backgrounds:** The photographic background should not be too busy - make sure the emblem remains readable.

When using the primary emblem, the coloured version of the emblem (gold/black) is only allowed on white backgrounds.