

INNSBRUCK 2012 WINTER YOUTH OLYMPIC GAMES

APRIL 2011

MASCOT MANUAL

ABOUT THIS MANUAL

The mascot of the Innsbruck 2012 Winter Youth Olympic Games, including the emblem in its entirety and the individual elements (the symbol, the word mark 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 our brand expression correctly. This manual clearly outlines the specific use of the Innsbruck 2012 mascot and colours, and their correct application, thereby ensuring artwork consistency. The mascot of the Innsbruck 2012 Winter Youth Olympic Games is protected by copyright and trademark laws in Austria and internationally.

The Innsbruck 2012 Youth Olympic Games Organising Committee (IYOGOC) has issued this document and is responsible for managing the brand and bringing it to life. IYOGOC must be contacted should you wish to use the Innsbruck 2012 mascot. By receiving the right to use the Innsbruck 2012 mascot, you have become an ambassador of Innsbruck 2012 and our brand. We welcome you and hope your project will respect our vision and help to bring this celebration alive.

Welcome to Innsbruck 2012!

This manual (Version 1.0, April 2011) may be revised by the IYOGOC from time to time. Please ensure that you are using the most current version.

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CHAPTER 1

MASCOT'S STORY

1.1 INNSBRUCK 2012 MASCOT'S STORY

YoggI, our Alpine chamois, lives in the steep, rocky mountains which tower above the Youth Olympic venues Innsbruck, Seefeld and Kühtai. His name, YoggI (pronounced like "YOG"), is based on the typical Tyrolean nickname "JoggI", which is short for Jakob, a very common name in the Tyrol. YoggI is the compound of this nickname and the acronym of the Youth Olympic Games, YOG.

The chamois represents the way of life and the landscape of the host region, and his colourful pixel outfit merges traditional style with modern elements. YoggI's sporty appearance reflects the athletic aspect of the Games, and his youthful character will spark the enthusiasm of young people from all over the world for the 1st Winter Youth Olympic Games and the Olympic Values of Friendship, Respect and Excellence. But above all, YoggI the mascot is a lucky charm for all athletes and a vivid example of the Innsbruck 2012 motto: "Be part of it!"

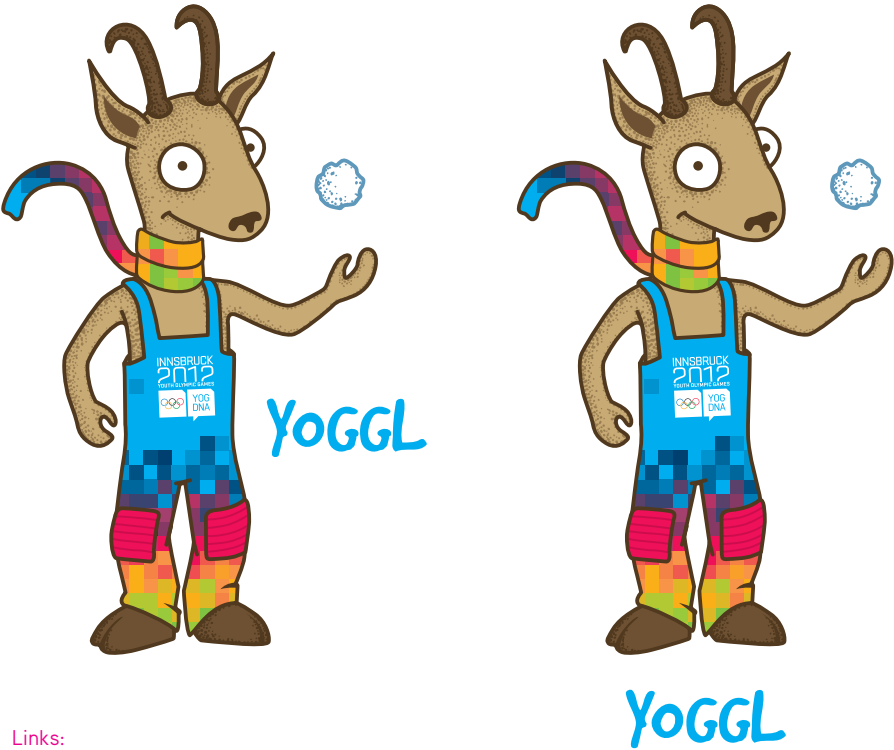


CHAPTER 2

SIGNATURE POSES







2.1 SIGNATURE POSES

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. There are two recommended placements for the mascot's name, as depicted below. The name can be featured in black, white or Yoggl's dominant colour, blue. Please refer to the colour definitions when applying the mascot's names in colour. Artworks have been provided for the name the various colours.



Links:
[Yoggl_Snowball_Emblem_CMYK_RZ.ai](#)
[Yoggl_Name_blue_CMYK_RZ.ai](#)

COLOUR GUIDE FOR THE NAME

BACKGROUND	NAME CMYK	NAME PANTONE
Light Colour	 100/0/0/0	 P Process Cyan C
	 0/0/0/100	 P Black C
Dark Colour	 0/0/0/0	 P White C

2.2 COLOUR GUIDE

The following is a guide for use in reproductions of coloured versions of the mascot in its signature poses. In all instances, pantone colours serve as the primary reference point. The accompanying processed colours (CMYK) are also acceptable colours to be used depending on production methods and formats. When in doubt, always follow the pantone colours.

Colours Figure

	CMYK	PANTONE
A	31/50/74/67	P 476 C
B	23/31/62/0	P 7502 C
C	31/42/70/0	P 465 C
D	31/50/74/47	P 7505 C
E	50/12/0/23	P 646 C
F	0/0/0/0	P White C

Colours Emblem

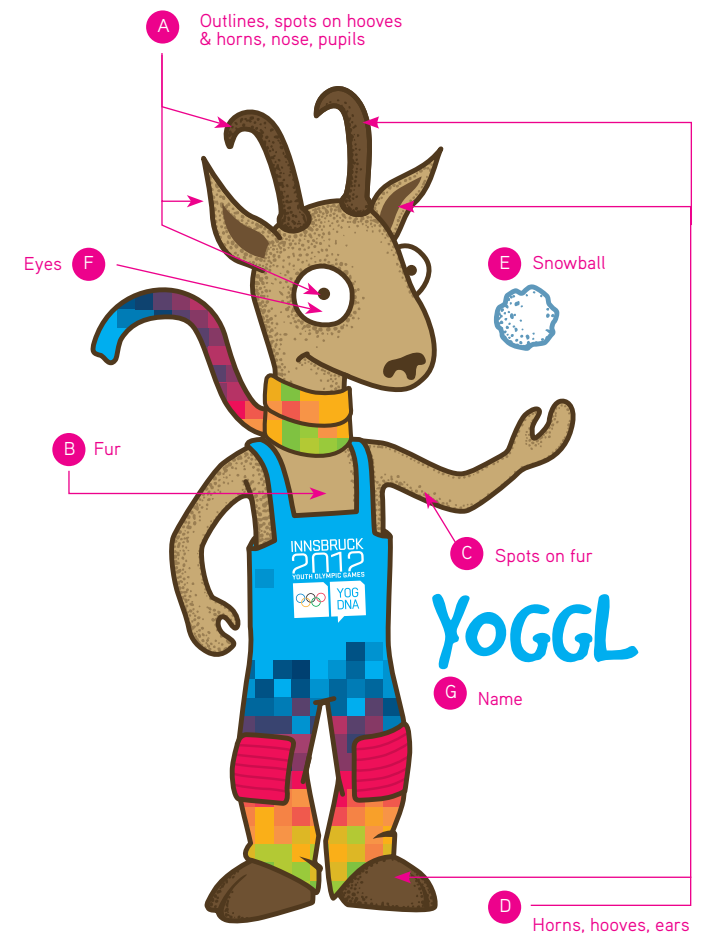
	CMYK	PANTONE
	100/37/0/0	P 3005 C
	0/34/91/0	P 137 C
	0/94/65/0	P 192 C
	100/0/100/0	P 355 C
	0/0/0/100	P Black C
	0/0/0/0	P White C

Colours Pixel Gradient

	CMYK	PANTONE
	35/5/100/0	P 390 C
	45/0/100/0	P 376 C
	55/0/100/0	P 368 C
	15/25/100/0	P 606 C
	0/35/100/0	P 7408 C
	0/43/93/0	P 144 C
	0/50/80/0	P 157 C
	0/60/80/0	P 158 C
	0/80/70/0	P 7417 C
	0/85/65/0	P 7418 C

	CMYK	PANTONE
	0/90/60/0	P 710
	0/100/50/0	P 1925 C
	30/95/45/0	P 1955 C
	40/90/40/0	P 7433 C
	50/90/40/10	P 7435 C
	70/80/30/20	P 520 C
	80/70/20/30	P 5265
	90/60/10/40	P 654
	100/50/0/50	P 2955
	100/40/0/40	P 7462 C

	CMYK	PANTONE
	100/30/0/30	P 7469
	100/20/0/20	P 7461
	100/10/0/10	P 640
	100/10/0/0	P Process Blue C
	100/0/0/0	P Process Cyan C
	100/0/35/0	P 3135 C
	85/0/55/0	P 326 C
	70/0/65/0	P 346 C
	65/0/100/0	P 361
	65/0/75/0	P 359 C



2.3 SIZING

When the mascot is measures 8 centimetres or more in height, the Innsbruck 2012 Youth Olympic Games emblem (incl. wordmark and YOG DNA Label) must be featured in entirety. When the mascot measures between 5 and < 8 centimetres in height, only the wordmark may be featured. When the mascot measures 2 to < 5 centimetres in height, the emblem must be omitted. In these instances, the scale version of YoggI should be used. The minimum recommended size for use of the mascot is 2 centimetres in height. All above measurements shall take reference from the YoggI's full height. Artworks for all three sizes of the mascot have been provided and must not be altered in any way.



8 cm or taller

Links:
[YoggI_Snowball_Emblem_CMYK_RZ.ai](#)



5 cm to 8 cm

Links:
[YoggI_Snowball_Wordmark_CMYK_RZ.ai](#)

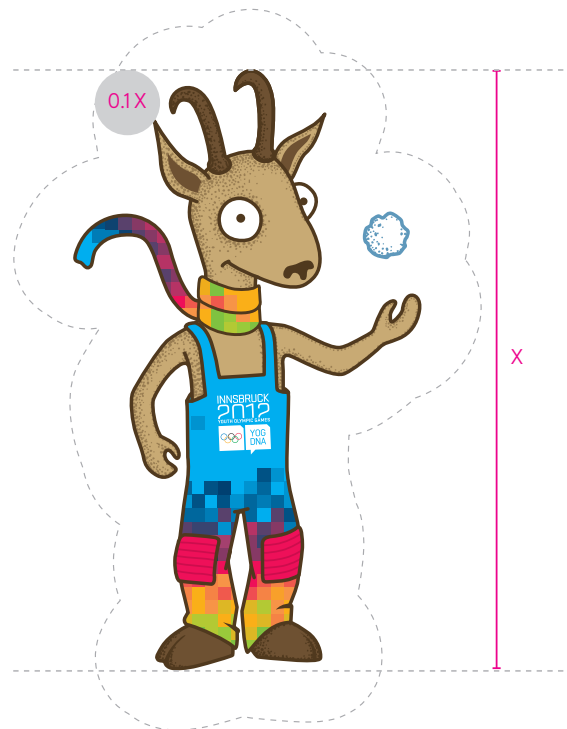


2 cm to 5 cm

Links:
[YoggI_Snowball_Empty_CMYK_RZ.ai](#)

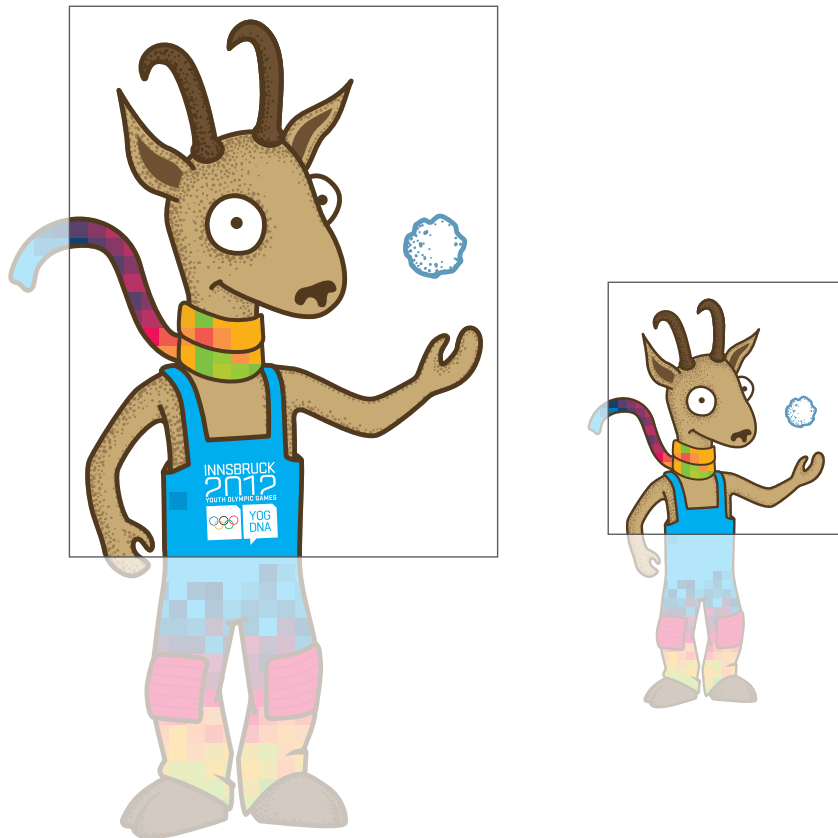
2.4 CLEAR SPACE

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 be maintained. The height is taken from the lowest to the highest point of the design, as depicted below. It is recommended that no other elements, graphics, texts or otherwise infringe this clear space. However, discretion may be exercised to leave room for design creativity. If in doubt, consult IYOGOC for design approval.



2.4 USAGE OF PARTIAL MASCOT

Usage of the partial mascot is allowed provided that the integrity of the mascot's design is not compromised. When using the mascot partially, the general application guidelines and principles similar to those relating to the Signature Poses apply. In applications where the emblem and/or wordmark cannot be shown clearly and/or in entirety, the version of YoggI without emblem and wordmark and the scale version of YoggI may be used instead. However, discretion may be exercised to leave room for design creativity. If in doubt, consult IYOGOC for design approval.



CHAPTER 3

APPLICATION

3.1 APPLICATION OF THE MASCOT IN GREYSCALE

This version may be used in black-and-white applications. Artworks for all three sizes of the mascot have been provided and must not be altered in any way. The name "Yoggl" is to be featured in black.



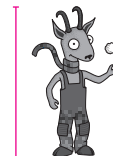
8 cm or taller

Links:
[Yoggl_Snowball_Emblem_Grey_RZ.ai](#)



5 cm to 8 cm

Links:
[Yoggl_Snowball_Wordmark_Grey_RZ.ai](#)



2 cm to 5 cm

Links:
[Yoggl_Snowball_Empty_Grey_RZ.ai](#)



Links:
[Yoggl_Snowball_Emblem_Grey_RZ.ai](#)
[Yoggl_Name_black_CMYK_RZ.ai](#)

3.2 APPLICATION OF THE MASCOT IN LINEART

This version is to be used on a limited basis, such as for applications where colour and greyscale versions are inappropriate (for example, etching on metal or rubber stamp design). Artworks for all three sizes of the mascot have been provided and must not be altered in any way. The name "Yoggl" is to be featured in black.



8 cm or taller

Links:
[Yoggl_Snwball_Emblem_Lineart_RZ.ai](#)



5 cm to 8 cm

Links:
[Yoggl_Snwball_Wordmark_Lineart_RZ.ai](#)



2 cm to 5 cm

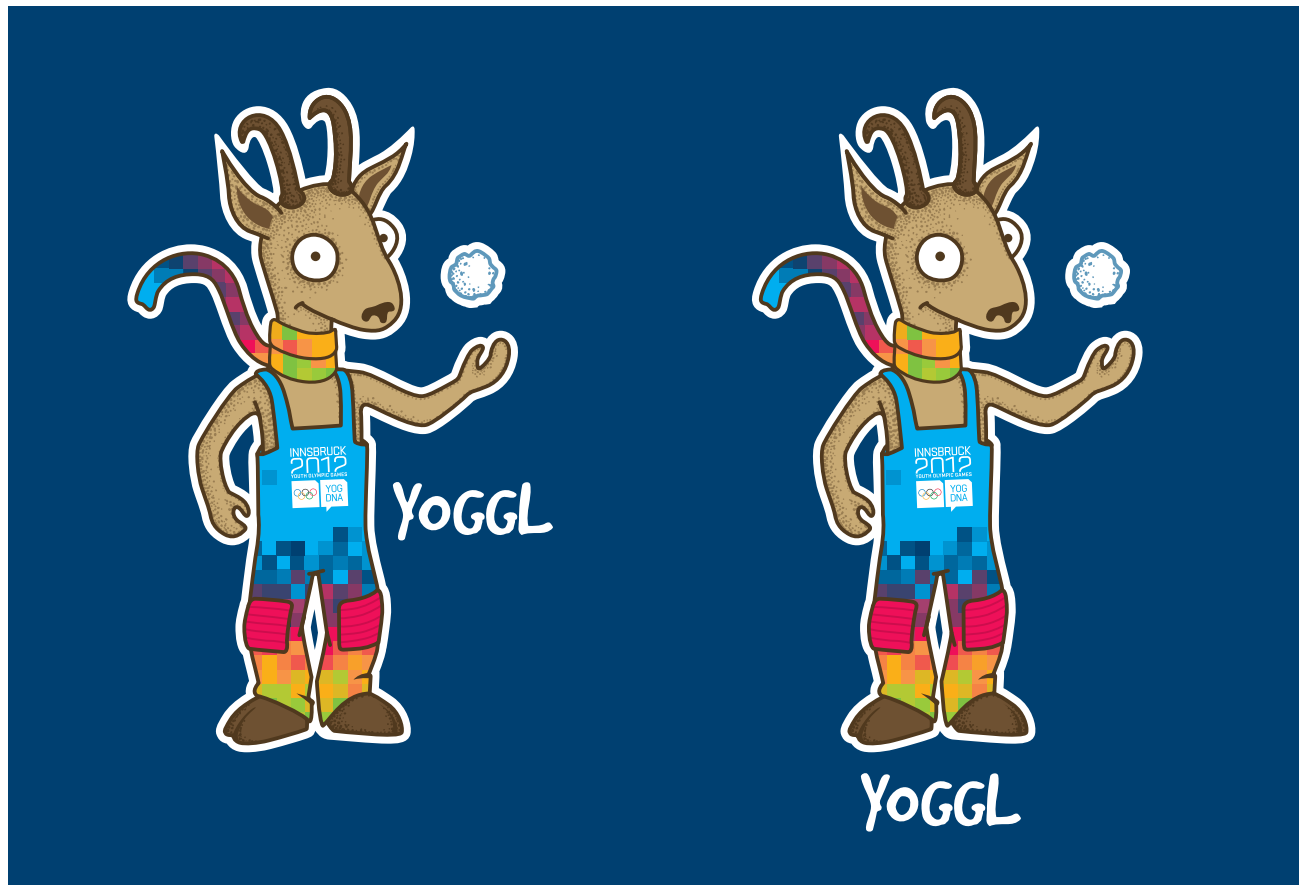
Links:
[Yoggl_Snwball_Empty_Lineart_RZ.ai](#)



Links:
[Yoggl_Snwball_Emblem_Lineart_RZ.ai](#)
[Yoggl_Name_black_CMYK_RZ.ai](#)

3.3 APPLICATION OF MASCOT IN WHITE OUTLINE

A version of the mascot in white outline is available for discretionary application on dark backgrounds. This artwork must not be altered in any way. However, the colour of the names may be changed where applicable, taking reference from the Colour Guide for the name (see page 7).



Links:
[Yoggl_Snowball_Emblem_WhiteOutline_CMYK_RZ.ai](#)
[Yoggl_Name_white_CMYK_RZ.ai](#)

CHAPTER 4

ALTERNATIVE POSES

4.1 ALTERNATIVE POSES

The mascot is featured in two alternative poses. A version of these poses with a white outline for application on dark backgrounds is available. When using the alternative poses, the minimum size from the highest to the lowest point of the design is 2 cm. A minimum clear space equivalent to 10% of the full height must be maintained.

4.1.1 YOGGL JUMPING



Links:

[YoggL_Smile_Jumping_Emblem_CMYK_RZ.ai](#), [YoggL_Smile_Jumping_Emblem_WhiteOutline_CMYK_RZ.ai](#)
[YoggL_Smile_Jumping_Empty_CMYK_RZ.ai](#), [YoggL_Smile_Jumping_Empty_WhiteOutline_CMYK_RZ.ai](#)
[YoggL_Smile_Jumping_Wordmark_CMYK_RZ.ai](#), [YoggL_Smile_Jumping_Wordmark_WhiteOutline_CMYK_RZ.ai](#)

4.1 ALTERNATIVE POSES

4.1.2 YOGGL SITTING



Links:

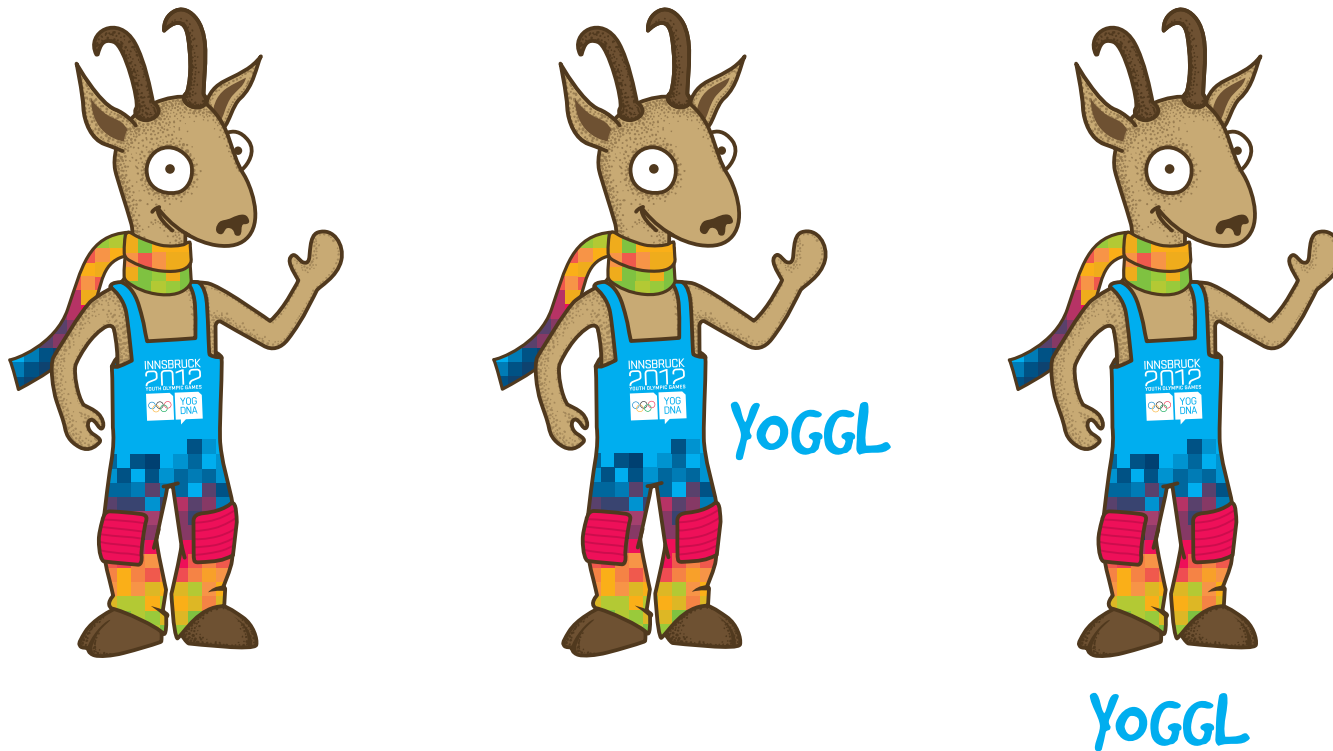
[Yoggl_Smile_Sitting_Emblem_CMYK_RZ.ai](#), [Yoggl_Smile_Sitting_Emblem_WhiteOutline_CMYK_RZ.ai](#)

[Yoggl_Smile_Sitting_Empty_CMYK_RZ.ai](#), [Yoggl_Smile_Sitting_Empty_WhiteOutline_CMYK_RZ.ai](#)

[Yoggl_Smile_Sitting_Wordmark_CMYK_RZ.ai](#), [Yoggl_Smile_Sitting_Wordmark_WhiteOutline_CMYK_RZ.ai](#)

4.1 ALTERNATIVE POSES

4.1.3 YOGGL WAVING



Links:

[Yoggl_Smile_Waving_Emblem_CMYK_RZ.ai](#), [Yoggl_Smile_Waving_Emblem_WhiteOutline_CMYK_RZ.ai](#)

[Yoggl_Smile_Waving_Empty_CMYK_RZ.ai](#), [Yoggl_Smile_Waving_Empty_WhiteOutline_CMYK_RZ.ai](#)

[Yoggl_Smile_Waving_Wordmark_CMYK_RZ.ai](#), [Yoggl_Smile_Waving_Wordmark_WhiteOutline_CMYK_RZ.ai](#)

CHAPTER 5

CONTACT INFORMATION

5.1 CONTACT INFORMATION

YOUR ROLE IN BRAND PROTECTION

Under agreements with the International Olympic Committee (IOC) and the various marketing partners, IYOGOC is obligated to protect the Innsbruck 2012 Youth Olympic Games Marks against unauthorised use. In order to protect intellectual property rights and the investment of its partners, IYOGOC is responsible for ensuring that the integrity of the Innsbruck 2012 Youth Olympic Games Marks is upheld. Protecting these marks is critically important to the success of the mission because uncontrolled use could undermine IYOGOC's ability to raise the funds necessary to host, stage, and deliver the Innsbruck 2012 Youth Olympic Games.

IYOGOC requests your support and assistance in protecting the Innsbruck 2012 Youth Olympic Games brand against misuse, unauthorised use, infringement and ambush marketing. If you discover any such acts in Austria, we seek your kind assistance to notify us by filling in the Innsbruck 2012 Youth Olympic Games Infringement Report Form (Appendix) and email it to IYOGOC.

CONTACT DETAILS

E-mail: brand@innsbruck2012.com

Telephone: +43 512 36 2012

Fax: +43 512 36 2012 ext. 105

Should you discover infringements outside Austria, please contact the IOC at legal@olympic.org (E-mail) or +41 21 621 6231 (tel).

INNSBRUCK 2012 WINTER YOUTH OLYMPIC GAMES INFRINGEMENT REPORT FORM

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Date of submission:	
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1. APPLICANT DETAILS

Details	Contact person 1	Contact person 2
Name:		
Designation:		
Company:		
Address:		
Telephone:		
Fax:		
E-mail:		

2. DETAILS OF INFRINGEMENT

Date, Time:	
Location:	
Name of infringing company/individual:	
Detailed description of infringement (please attach photo or video if possible):	

3. SUBMISSION INFORMATION

For national subject matters, please submit this form (with photo or video) to the Innsbruck 2012 Winter Youth Olympic Games Organising Committee. The contact details are as follows:

E-mail: brand@innsbruck2012.com

Telephone: +43 512 36 2012

Fax: +43 512 36 2012-105

Address: Innsbruck-Tirol Olympische Jugendspiele 2012 GmbH, Ing.-Etzel-Straße 15/2, 6020 Innsbruck, Austria

For international subject matters, please submit this form (with photo or video) to the IOC.

The contact details are as follows:

E-mail: marianne.chappuis@olympic.org

Telephone: +41 21 621 62 31

Fax: +41 21 621 62 16

Address: International Olympic Committee, Chateau de Vidy, 1007 Lausanne, Switzerland