

Lillehammer
2016
Youth Olympic Games



EMBLEM MANUAL

Rights-holding broadcasters – Lillehammer 2016 Winter Youth Olympic Games

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LILLEHAMMER 2016 STRATEGIC FOUNDATION

The Youth Olympic Games is by, for and with young people. We aim to move each participant through intense sporting, cultural and learning experiences.

The vision for the event is «Go beyond. Create tomorrow». We intend to be innovative in an international and multi-cultural perspective, by bringing young people together from around the world to build bonds of friendship before, during and after the Games. The idea is to create tomorrow by unleashing youthful exuberance for new and playful approaches, while retaining respect and a firm focus on our goal. All of these efforts will reflect the fundamental values in Lillehammer 2016: Awesome and Humble, Playful and Determined.

CREATED WITH YOG-DNA

During the spring of 2013, students from the bachelor program in Media Design at the University College of Gjøvik were challenged by Lillehammer 2016 (Lillehammer Youth Olympic Games Organising Committee) to make a suggestions for Lillehammer 2016s visual profile.

After an internal competition among the students a group of four girls were handed the prestigious mission to continue the development of the emblem and the look of the games for Lillehammer 2016. This was done together with the design agency Isobar, with their lead designer Alexander Muskaug who were responsible for the quality assurance and development for the design concepts.

The students Marianne Ågotnes, Anja Rullestad, Marte Stensrud and Live Andrea Sulheim say: “I don’t think many students have started their working careers with Olympic deliveries. We are very proud of being a part of this project”.

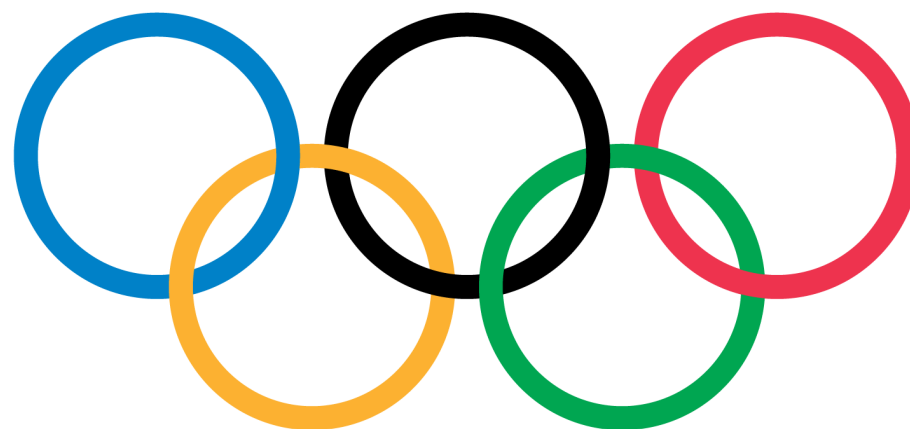


THE OLYMPIC SYMBOL

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.



THE YOG-DNA LABEL

The YOG-DNA label 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 rings, and one with the name YOG-DNA (Youth Olympic Games DNA). 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 YOG-DNA 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 YOG-DNA label is a signature for the young people who belong to the YOG-DNA 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.



THE MANUAL

The marks of Lillehammer 2016 Winter Youth Olympic Games – the emblem and its individual elements (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 Lillehammer 2016 marks, colours, typography and correct application guaranteeing consistency everywhere.

Lillehammer Youth Olympic Games Organising Committee (LYOGOC) has issued this document and is responsible for managing the brand and bringing it to life. Use of the Lillehammer 2016 emblem and marks is subject to IOC and LYOGOC approval via the IOC Extranet. By receiving the right to use Lillehammer 2016 emblems, you have become an ambassador of Lillehammer 2016 and the brand. You assist in communicating this vision and help to bring this celebration to life.

Welcome to Lillehammer 2016!

THE EMBLEM

The primary- and secondary emblem in coloured and monochrome



1 THE EMBLEM

1.1 THE COLOURED PRIMARY EMBLEM



The coloured primary emblem consists of two elements:
A wordmark and the YOG-DNA label (with coloured rings).

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

1 THE EMBLEM

1.2 THE MONOCHROME PRIMARY EMBLEM



The monochrome primary emblem consists of two elements:
A wordmark and the YOG-DNA label (with monochrome rings).

1 THE EMBLEM

1.3 THE COLOURED SECONDARY EMBLEM



The coloured secondary emblem consists of two elements:
A wordmark and the YOG-DNA label (with coloured rings).

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

When 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 fit the format.

1 THE EMBLEM

1.4 THE MONOCHROME SECONDARY EMBLEM



The monochrome secondary emblem consists of two elements:
A wordmark and the YOG-DNA label (with coloured rings).

When 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 fit the format.

1 THE EMBLEM

1.5 GENERAL INFORMATION AND CONTEXT

- The typography of the emblem cannot be modified.
- The label and wordmark must be the same colour (see rules chapter 2: colour palette).
- On occasion, and with the LYOGOS'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 Lillehammer 2016 emblems 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.

Every use of the Lillehammer 2016 emblems has to be approved by the LYOGOC.

COLOUR PALETTE

The primary- and secondary emblem in coloured and monochrome



2 COLOUR PALETTE

2.1 COLOURED PRIMARY EMBLEM



Wordmark, frame and 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, with the Olympic rings in the above-mentioned colours.

Transparencies are not allowed.



Wordmark, frame and YOG-DNA		
□	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, with the Olympic rings in the above-mentioned colours.

Transparencies are not allowed.

2 COLOUR PALETTE

2.2 MONOCHROME PRIMARY EMBLEM



- Wordmark and label**
- CMYK 0/0/0/100
 - Pantone Black C/U
 - RGB 0/0/0

- Rings and YOG-DNA**
- CMYK 0/0/0/0
 - Pantone White C/U
 - RGB 255/255/255

Positive version:

Wordmark and label: May only be used in black.

Rings and YOG-DNA: May only be used in white.

Transparencies are not allowed.



- Wordmark and label**
- CMYK 0/0/0/0
 - Pantone White C/U
 - RGB 255/255/255

- Rings and YOG-DNA**
- CMYK 0/0/0/100
 - Pantone Black C/U
 - RGB 0/0/0

Negative version:

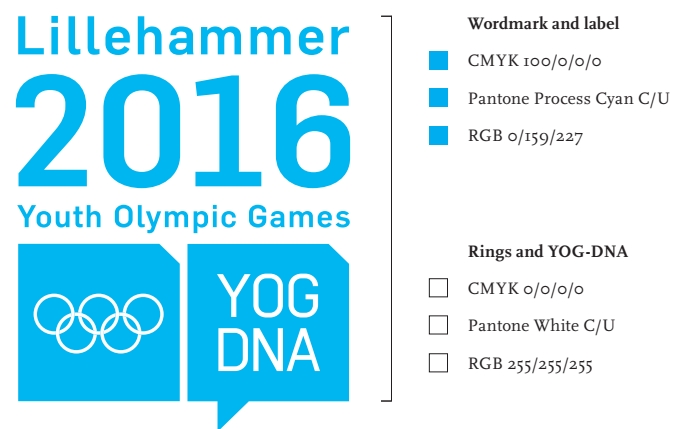
Wordmark and label: May only be used in white.

Rings and YOG-DNA: May only be used in black.

Transparencies are not allowed.

2 COLOUR PALETTE

2.3 MONOCHROME PRIMARY EMBLEM



Positive:

Wordmark and label: May only be used in cyan.

Rings and YOG-DNA: May only be used in white.

Transparencies are not allowed. The cyan-coloured emblem can only be used on light backgrounds.

Important: To use other colours on the monochrome emblem, you must contact LYOGOC for permission. See page 21 for more information.

2 COLOUR PALETTE

2.4 COLOURED SECONDARY EMBLEM



Wordmark, frame and 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, with the Olympic rings in the above-mentioned colours.

Transparencies are not allowed.



Wordmark, frame and YOG-DNA

- 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, with the Olympic rings in the above-mentioned colours.

Transparencies are not allowed.

2 COLOUR PALETTE

2.5 MONOCHROME SECONDARY EMBLEM



Wordmark and label

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

Rings and YOG-DNA

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

Positive version:

Wordmark and label: May only be used in black.

Transparencies are not allowed.



Wordmark and label

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

Rings and YOG-DNA

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

Negative version:

Wordmark and label: May only be used in white.

Transparencies are not allowed.

2 COLOUR PALETTE

2.6 MONOCHROME SECONDARY EMBLEM



Wordmark and label

- ☒ CMYK 100/0/0/0
- ☒ Pantone Process Cyan C/U
- ☒ RGB 0/159/227

Rings and YOG-DNA

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

Positive:

Wordmark and label: May only be used in cyan.

Rings and YOG-DNA: May only be used in white.

Transparencies are not allowed. The cyan-coloured emblem can only be used on light backgrounds.

Important: To use other colours on the monochrome emblem, you must contact LYOGOC for permission. See page 21 for more information.

2 COLOUR PALETTE

2.7 MONOCHROME EMBLEM



CMYK 85, 0, 0, 0
RGB 60, 166, 227



CMYK 92, 45, 0, 0
RGB 61, 120, 188



CMYK 0, 100, 0, 0
RGB 227, 0, 127



CMYK 0, 100, 40, 10
RGB 173, 17, 93



CMYK 50, 0, 100, 0
RGB 175, 207, 43



CMYK 85, 10, 100, 0
RGB 81, 156, 53



CMYK 0, 15, 100, 0
RGB 247, 223, 0



CMYK 0, 50, 100, 0
RGB 225, 164, 23

When the monochrome emblem is used with the mountain chain or other parts of the look, only these colours can be chosen.

Important: all of the colours, except black, white and cyan, must be cleared with LYOGOC before use.

POSITIONS AND PROPORTIONS

Minimum distance, readability and minimum size



3 POSITIONS AND PROPORTIONS

3.1 MINIMUM DISTANCE



To guarantee the legibility and integrity of the emblem 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 YOG-DNA label box.

These examples apply to all Lillehammer 2016 emblems.

3 POSITIONS AND PROPORTIONS

3.2 READABILITY AND MINIMUM SIZE



20mm

The minimum width of the primary emblem is 20mm.



39mm

The minimum width of the secondary emblem is 39mm.

The text of the emblem must be readable. To guarantee the legibility and integrity of the emblem, the minimum size must be respected. These examples apply to all Lillehammer 2016 emblems.

SHAPES

Disconnection, mirroring, perspective and dimension



4 SHAPES

4.1 DISCONNECTION AND MIRRORING



The elements (wordmark and YOG-DNA label) which make up the emblem may not be disconnected or placed in a different order. These examples apply to all Lillehammer 2016 emblems.



The emblem may not appear as a mirror image. These examples apply to all Lillehammer 2016 emblems.



4 SHAPES

4.2 PERSPECTIVE AND DIMENSION



The emblem must retain its initial shape. The perspective cannot be altered in any way. These examples apply to all Lillehammer 2016 emblems.



3D effects or images inside the emblem is prohibited. These examples apply to all Lillehammer 2016 emblems.

EMBLEM ON BACKGROUNDS

The coloured and monochrome primary- and secondary emblem



5 EMBLEM ON BACKGROUNDS

5.1 COLOURED PRIMARY- AND SECONDARY EMBLEM



When the negative version of the coloured emblem (white typography) is used, it can only be placed on a dark background with enough contrast between the two. In addition, the typography and the Olympic rings must always be filled with colour. No transparencies are allowed.

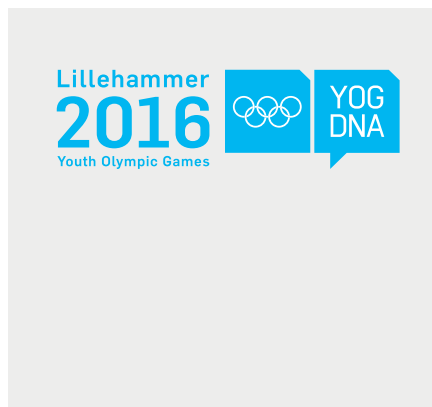
The emblem should only be positioned on a monochrome background.

When the positive version of the coloured emblem (black typography) is used, it can only be placed on a light background with enough contrast between the two. In addition, the typography and the Olympic rings must always be filled with colour. No transparencies are allowed.

The emblem should only be positioned on a monochrome background. If the emblem is placed on a photographic background, the photo should not be too busy. The emblem must remain readable at all times.

5 EMBLEM ON BACKGROUNDS

5.2 MONOCHROME PRIMARY- AND SECONDARY EMBLEM

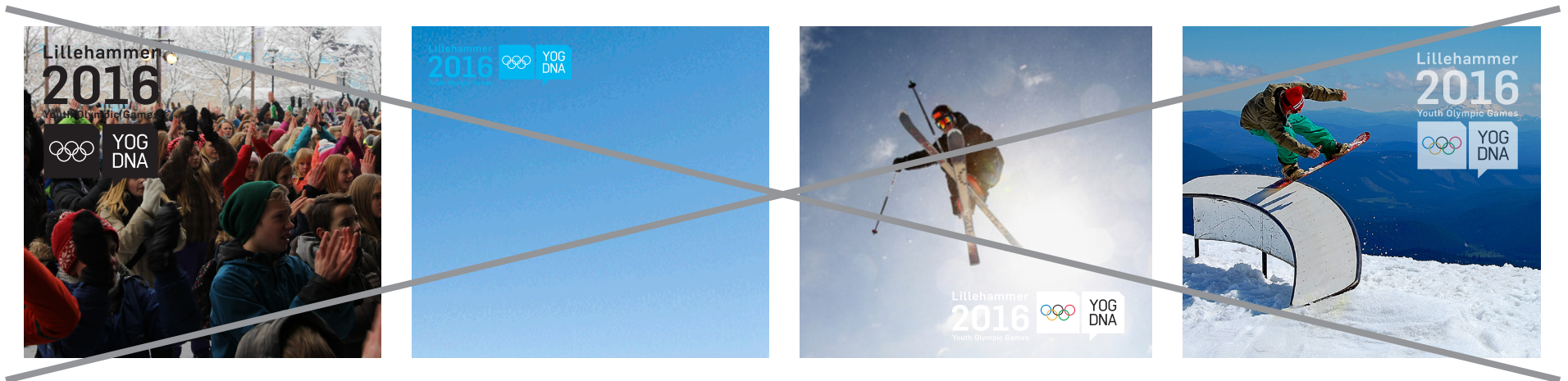


When the monochrome coloured emblem is used, it can only be placed on backgrounds with enough contrast between the two. In addition, the typography and the Olympic rings must always be filled with colour. No transparencies are allowed.

The emblem should only be positioned on a monochrome background. If the emblem is placed on a photographic background, the photo should not be too busy. The emblem must remain readable at all times.

5 EMBLEM ON BACKGROUNDS

5.3 VISIBILITY AND READABILITY



Examples that show how not to position the emblem on backgrounds. It is important that the emblem is visible and readable. No transparencies!

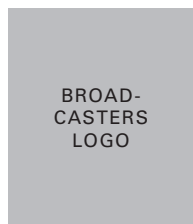
CO-BRANDING

Introduction rights-holding broadcasters, minimum distance



6 CO-BRANDING

6.1 INTRODUCTION RIGHTS-HOLDING BROADCASTERS



OFFICIAL
DESIGNATION



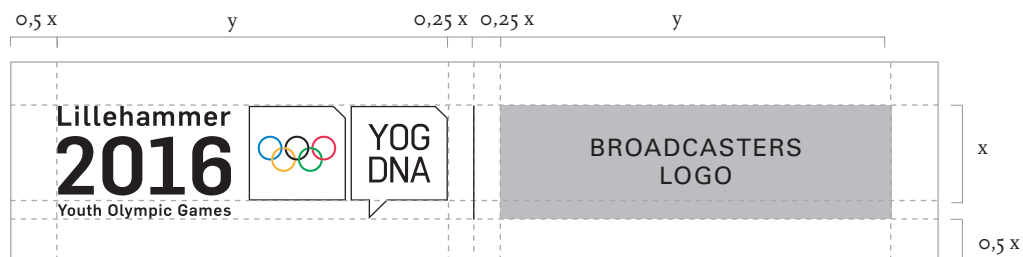
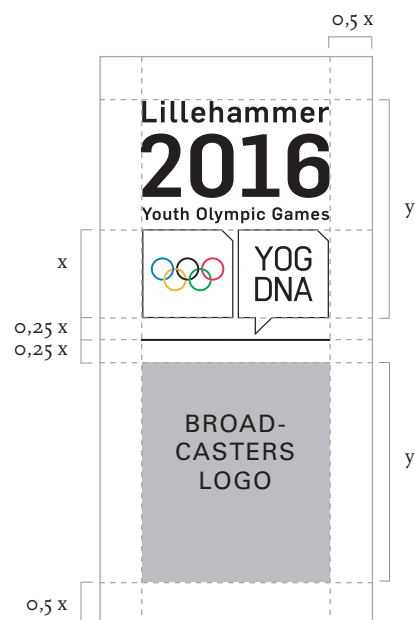
OFFICIAL DESIGNATION

A combination emblem consist of the Lillehammer Youth Olympic Games Emblem, the broadcasters logo and the official designation.

The official designation should be set in black with Arial Regular.

6 CO-BRANDING

6.2 MINIMUM DISTANCE



To guarantee the legibility and integrity of the emblem a minimum distance from the broadcasters logo must be respected.

The minimum distance is an area around the emblem in which other elements cannot be placed. The minimum distance is " $0,5x$ " and " x " is defined by the height of the YOG-DNA label box. The broadcasters logo should not exceed the size of the emblem, " y ".

These examples apply to all Lillehammer 2016 emblems.

SLOGAN

Single- and double line usage, combined with the emblem, minimum distance



7 SLOGAN

7.1 SINGLE LINE USAGE

Go beyond. Create tomorrow.
Allons plus loin. Créons notre lendemain.

Standard visual presentation of the slogan in English and French. The slogan may be used alone or in combination with the secondary emblem, depending on the circumstances.

The typography of the slogan may not be altered in any way.

7 SLOGAN

7.2 DOUBLE LINE USAGE

Go beyond.
Create tomorrow.

Allons plus loin.
Créons notre lendemain.

Standard visual presentation of the slogan in English and French.

The typography of the slogan may not be altered in any way. If the two sentences of the slogan must be separated, the parts should align at the centre.

7 SLOGAN

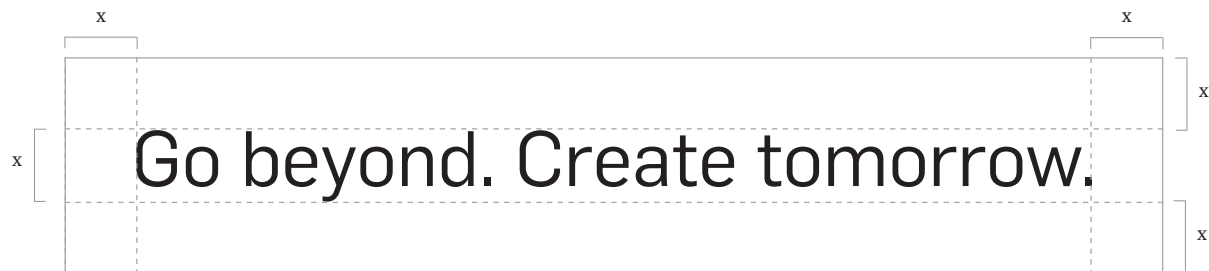
7.3 SLOGAN COMBINED WITH THE EMBLEM



Standard visual presentation of the slogan combined with the secondary emblem.

7 SLOGAN

7.4 MINIMUM DISTANCE

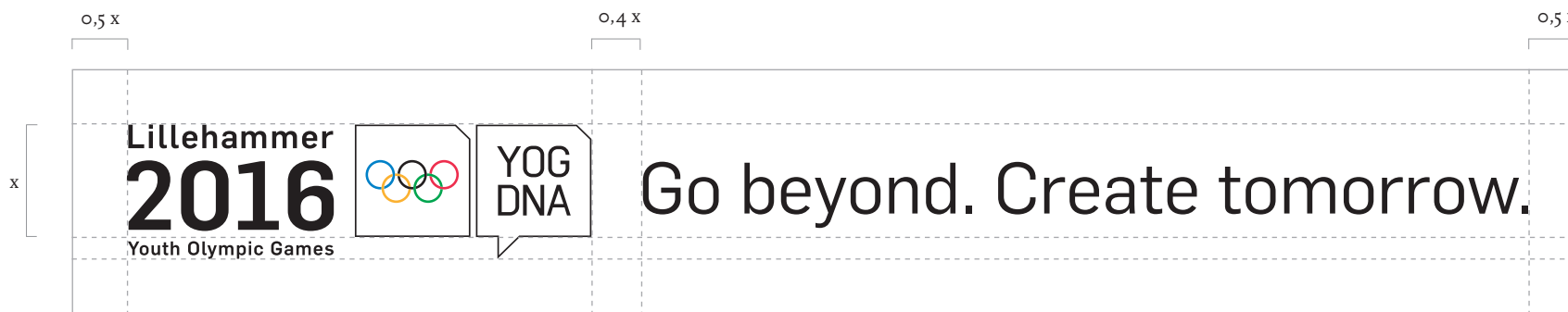


To guarantee the legibility and integrity of the slogan, a minimum distance from other graphics must be respected.

The minimum distance is an area around the slogan in which other elements cannot be placed. The minimum distance is "x".

7 SLOGAN

7.5 MINIMUM DISTANCE FOR THE SLOGAN COMBINED WITH THE EMBLEM



To guarantee the legibility and integrity of the emblem and slogan, a minimum distance from other graphics must be respected.

The minimum distance is an area around the emblem and slogan in which other elements cannot be placed. "x" is defined by the height of the YOG-DNA label box. The minimum distance between the emblem and the slogan is "0,4 x", and "0,5 x" around the other edges.

FONTS

Primary font, secondary font, slogan and emblem font



8 FONTS

8.1 PRIMARY FONT

SCALA SANS OT

Scala Sans OT light

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Scala Sans OT regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Scala Sans OT bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Scala Sans is the primary font. It should be used on all surfaces (for example headings, subheadings etc.), apart from body copy (main text) and the slogan.

8 FONTS

8.2 SECONDARY FONT

SCALA OT

Scala OT regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Scala OT bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Scala is the secondary font. It should only be used on body copy (main text).

8 FONTS

8.2 SLOGAN AND EMBLEM FONT

FLAMA BOOK

Flama Book

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

Flama Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

Flama Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

