Lillehammer
2016
Youth Olympic Games

YOG
DNA

SPORT PICTOGRAMS MANUAL

Lillehammer 2016 Winter Youth Olympic Games
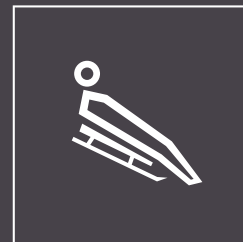
INDEX

THE PRIMARY SPORT PICTOGRAMS

WHITE ON GREY BACKGROUND, WITHOUT DESCRIPTION
Complete set of Lillehammer 2016 Winter Youth Olympic Games Sport Pictograms (total: 15)

THE PRIMARY SPORT PICTOGRAMS

WHITE ON GREY BACKGROUND, WITH DESCRIPTION
Complete set of Lillehammer 2016 Winter Youth Olympic Games Sport Pictograms (total: 15)

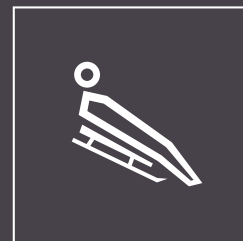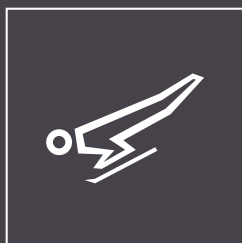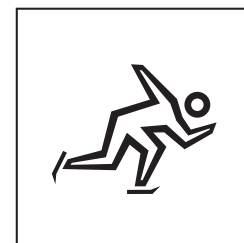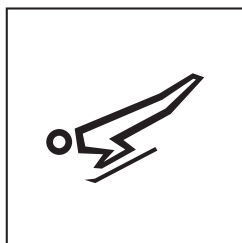|				
ALPINE SKIING	BIATHLON	BOBSLEIGH	CROSS-COUNTRY SKIING	CURLING
FIGURE SKATING	FREESTYLE SKIING	ICE HOCKEY	LUGE	NORDIC COMBINED
SHORT TRACK SPEED SKATING	SKELETON	SKI JUMPING	SNOWBOARD	SPEED SKATING

THE SECONDARY SPORT PICTOGRAMS

BLACK ON WHITE BACKGROUND, WITHOUT DESCRIPTION
Complete set of Lillehammer 2012 Winter Youth Olympic Games Sport Pictograms (total: 15)
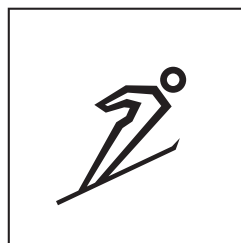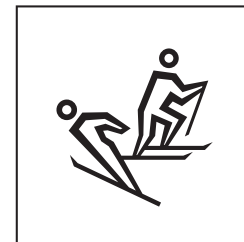
THE SECONDARY SPORT PICTOGRAMS

BLACK ON WHITE BACKGROUND, WITH DESCRIPTION
Complete set of Lillehammer 2016 Winter Youth Olympic Games Sport Pictograms (total: 15)
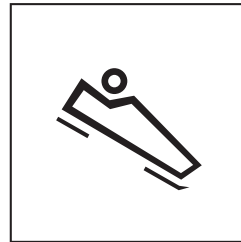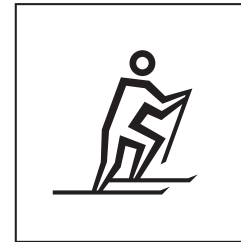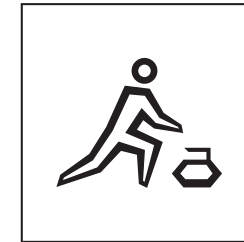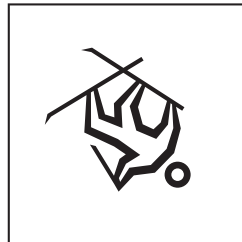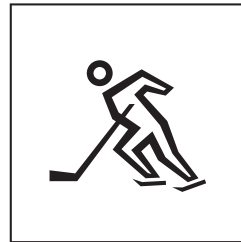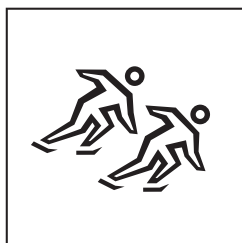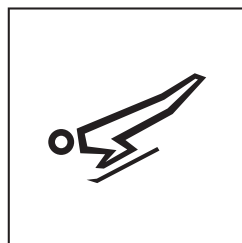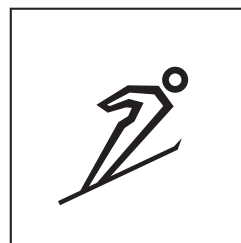
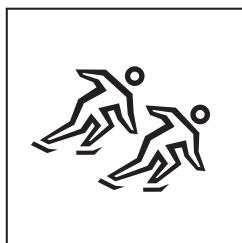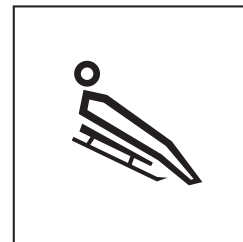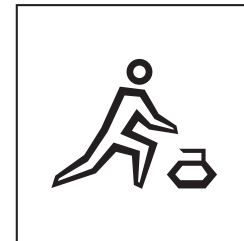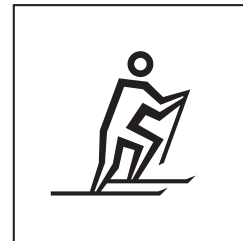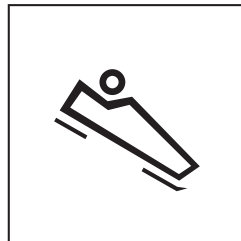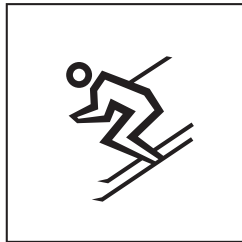|				
ALPINE SKIING	BIATHLON	BOBSLEIGH	CROSS-COUNTRY SKIING	CURLING
FIGURE SKATING	FREESTYLE SKIING	ICE HOCKEY	LUGE	NORDIC COMBINED
SHORT TRACK SPEED SKATING	SKELETON	SKI JUMPING	SNOWBOARD	SPEED SKATING

COLOUR & TYPOGRAPHY

ALPINE SKIING
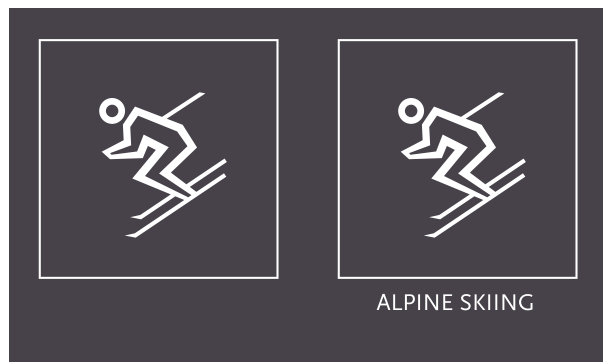
CMYK 0, 0, 0, 0
RGB 255, 255, 255

CMYK 5, 10, 0, 85
RGB 71, 86, 70

THE PRIMARY SPORT PICTOGRAMS
White on grey background. For this colour combination two sets of pictograms are provided; one with English descriptor, and one without. The descriptor uses the Lillehammer 2016 Youth Olympic Games corporate font face displayed in capital letters. The descriptor should not be altered in any way.
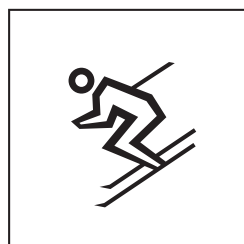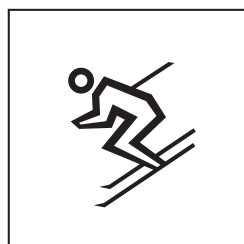
ALPINE SKIING

CMYK 0, 0, 0, 100
RGB 0, 0, 0

CMYK 0, 0, 0, 0
RGB 255, 255, 255

THE SECONDARY SPORT PICTOGRAMS
Black on white background. For this colour combination two sets of pictograms are provided; one with English descriptor, and one without. The descriptor uses the Lillehammer 2016 Youth Olympic Games corporate font face displayed in capital letters. The descriptor should not be altered in any way.

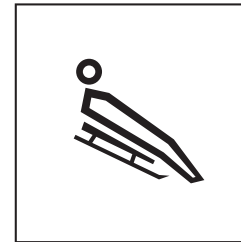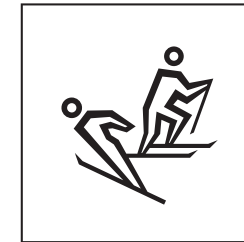# THE SPORT PICTOGRAMS, DECORATIVE USE

FOR DECORATIVE PURPOSES, WITHOUT DESCRIPTION AND FRAME
Complete set of Lillehammer 2016 Winter Youth Olympic Games Sport Pictograms (total: 15).

THE SPORT PICTOGRAMS, DECORATIVE USE

EXAMPLES AND RESTRICTIONS

For decorative purposes, the sport pictograms may be used without the border. The pictograms should only be used in white, however the background colour may vary. Merchandise, posters, sportswear and the field of play are examples of surfaces where this use might be considered.
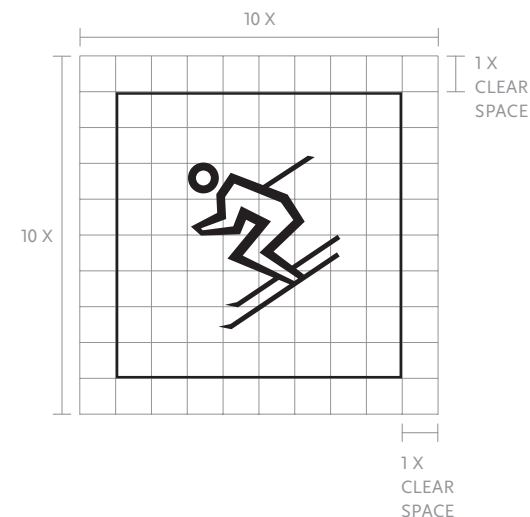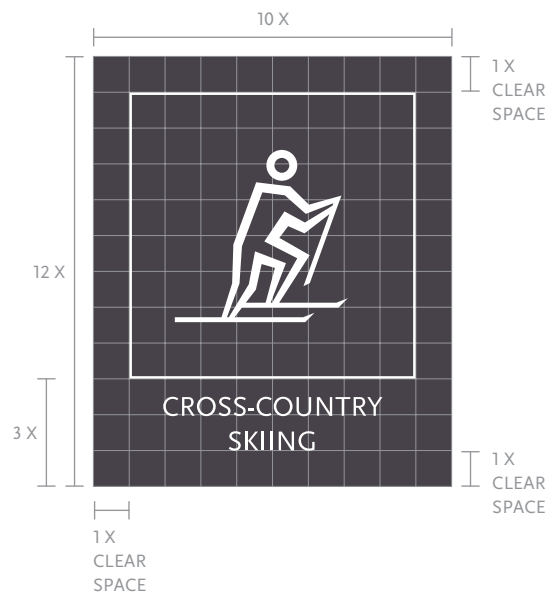
CLEAR SPACE REQUIREMENTS

10 X

1 X CLEAR SPACE

12 X

3 X

CROSS-COUNTRY SKIING

1 X CLEAR SPACE

1 X CLEAR SPACE

10 X

ALPINE SKIING

3 X

10 X

1 X CLEAR SPACE

10 X

1 X CLEAR SPACE

CLEAR SPACE (8 X)

CLEAR SPACE (8 X)

To guarantee the legibility and integrity of the sport pictograms, a minimum distance from other graphics (clear space) must be respected. It is recommended to use more than the minimum clear space stated around the sport pictogram. The intention is to avoid overcrowding and to optimise impact and prominence.

The clear space around *The Primary Sport Pictograms* and *The Secondary Sport Pictograms* is X. «X» is a basic unit of measurement. Please note that the space occupied by sport pictograms with descriptors are always the same (12x high, 10x wide). The sport pictograms can be placed in any position as long as the clear space requirements are met.

The clear space required for *The Sport Pictograms, Decorative Use* is equal to the border on the primary sport pictograms.
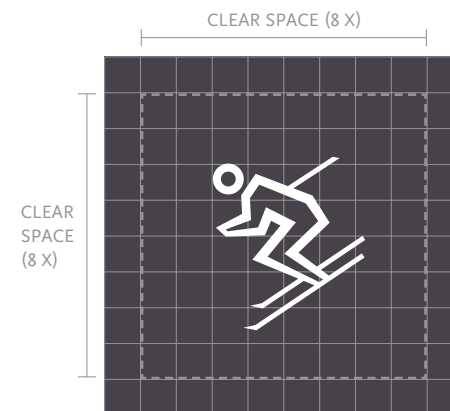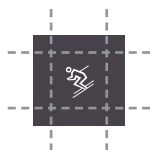
MINIMUM SIZES
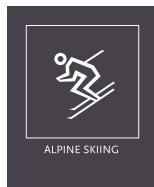
WITH DESCRIPTION
For both colour variations, the minimum size for the basic form is 15 mm in width.

WITHOUT DESCRIPTION
For both colour variations, the minimum size for the basic form is 7 mm in width.

DECORATIVE USE
For the sport pictograms including clear space, the minimum size is 7 mm in width.

RESTRICTIONS

This page shows some examples of how the sport pictograms should not be used.

ALPINE SKIING

Do not distort or change
the proportions in any way.

ALPINE SKIING
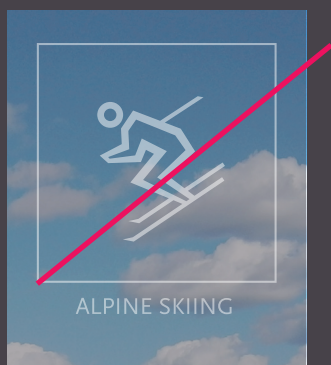
Do not alter the colours.

ALPINE SKIING

Do not tilt at any angle.

ALPINE SKIING

Do not place on other
backgrounds than the
specified colour(s).

ALPINE SKIING

Do not use transparency.

ALPINE SKIING

Do not crop any part of
the pictograms.

ALPINE SKIING

Do not use drop shadows
or any other effects.

Alpine Skiing

Do not change or move
the typography.