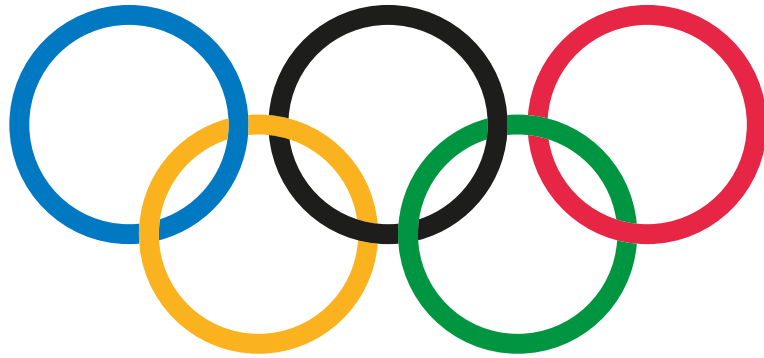


**These are the guidelines for creating the Games-time presence applications for the International Olympic Committee.**

**The IOC logo is to be used on all applications. 1**  
**Please use it under the guidance of the specific**  
**guidelines provided.**



INTERNATIONAL  
OLYMPIC  
COMMITTEE

**Olympism is a philosophy of life,  
which places sport  
at the service of humankind**

**Olympism vision**

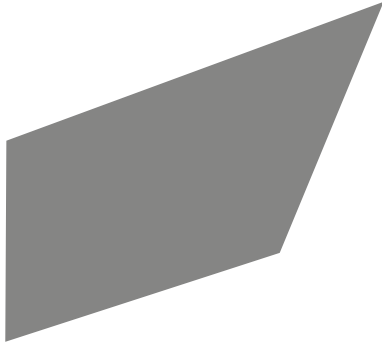
**Striving for Excellence  
Demonstrating Respect  
Celebrating Friendship**

**The IOC values**

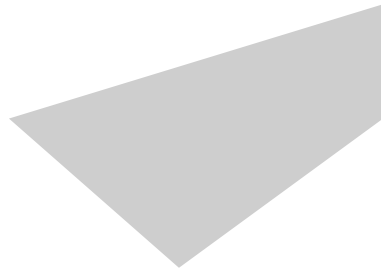
The preferred typeface is Helvetica Neue. The Black Condensed version is to be used on headlines, titles and main communication statements. Other versions of Helvetica Neue can be used for copy. It is advisable to use Helvetica Neue Regular for text.

**Helvetica Neue**  
**Condensed Black**  
Helvetica Neue  
Regular

**This is the colour palette you can use for text in the applications. Black can also be used for body text.**

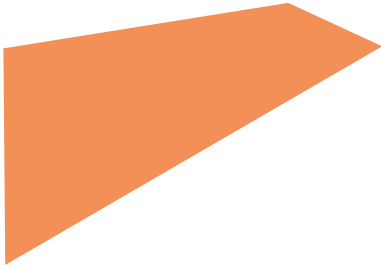


**Colour: Dark Grey**  
**Pantone® 424C**  
**C: 0 M: 0 Y: 0 K: 65**  
**R: 124 G: 124 B: 123**

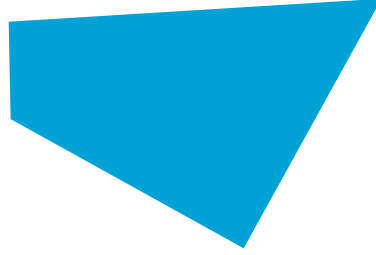


**Colour: Light Grey**  
**Pantone® 421C**  
**C: 0 M: 0 Y: 0 K: 27.5**  
**R: 203 G: 203 B: 203**

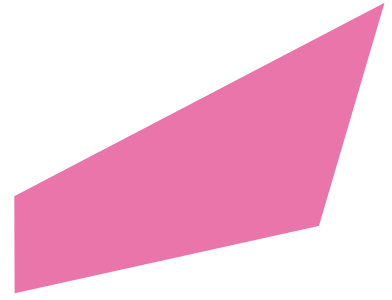
## These are the colours applied in the IOC London dynamic graphic.



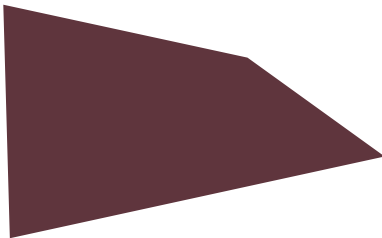
Colour: **Orange**  
Pantone® 171C  
C: 0 M: 85 Y: 100 K: 0  
R: 255 G: 85 B: 0



Colour: **Blue**  
Pantone® 312C  
C: 90 M: 0 Y: 15 K: 0  
R: 0 G: 153 B: 255

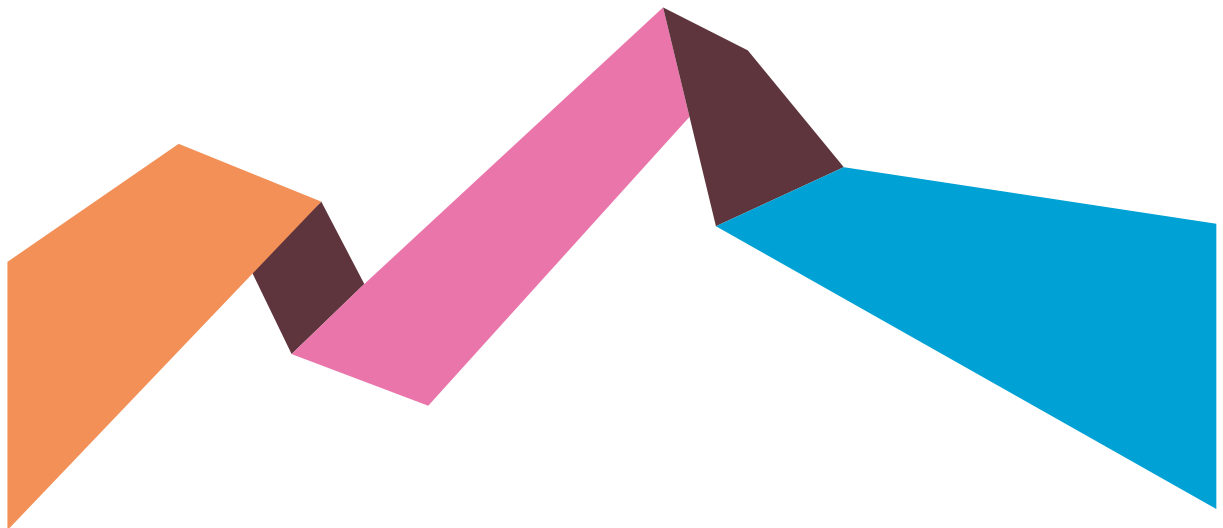


Colour: **Pink**  
Pantone® 232C  
C: 0 M: 100 Y: 0 K: 0  
R: 223 G: 0 B: 148



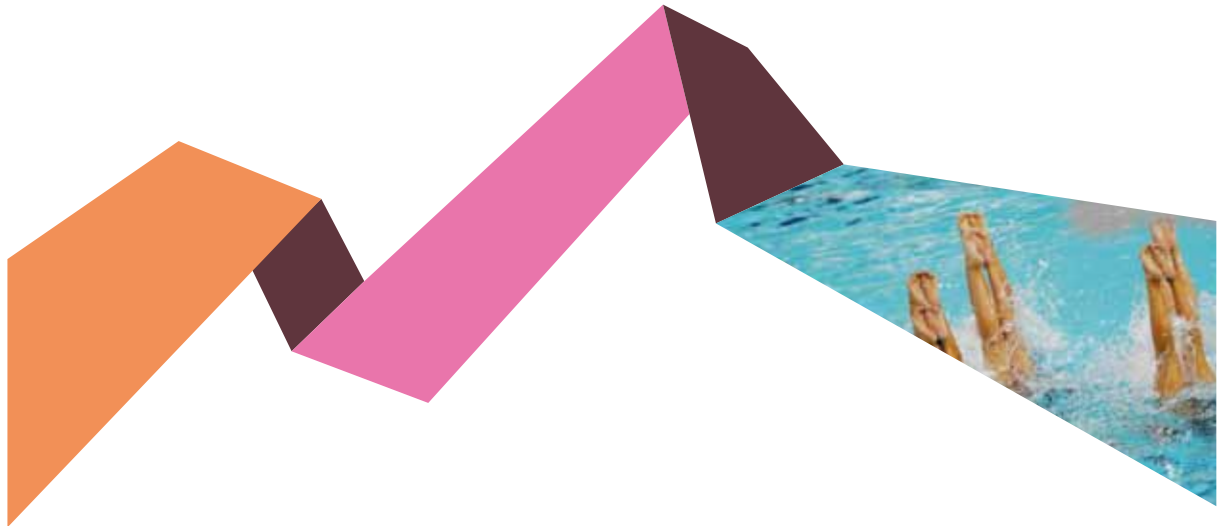
Colour: **Burgundy**  
Pantone® 5195C  
C: 15 M: 70 Y: 0 K: 75  
R: 68 G: 25 B: 59

**The IOC London dynamic graphic should be used on all Games-time applications. It is a flexible shape that can change its form according to the application it is used on.**

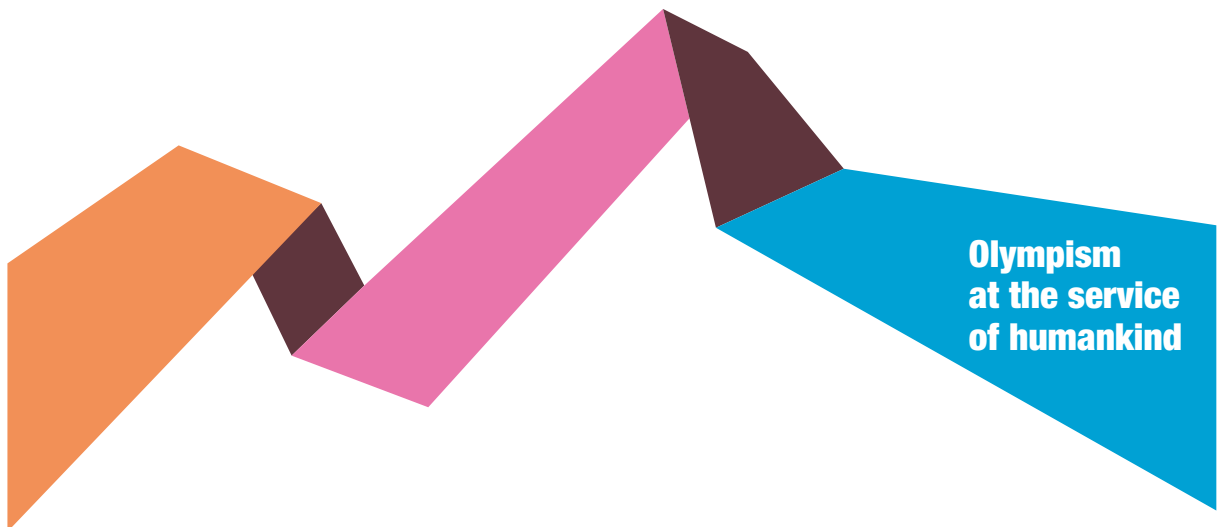


Artwork ref.: GtP London dynamic 1.eps

**You can place images in the IOC London dynamic graphic.**



**You can position type in the IOC London dynamic graphic.**

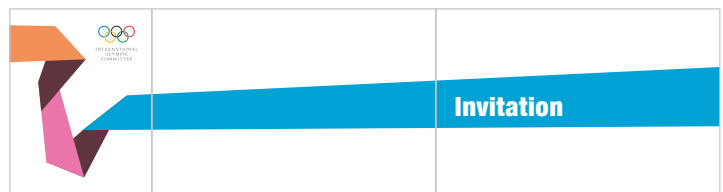




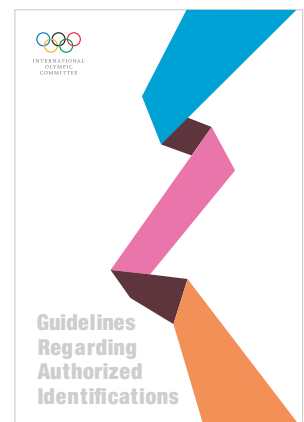
**You can use the IOC London dynamic graphic as a division between images & type.**



**You can extent the IOC London dynamic graphic**

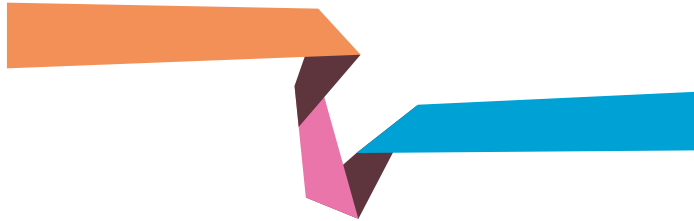


**You can rotate the IOC London dynamic graphic into the application.**



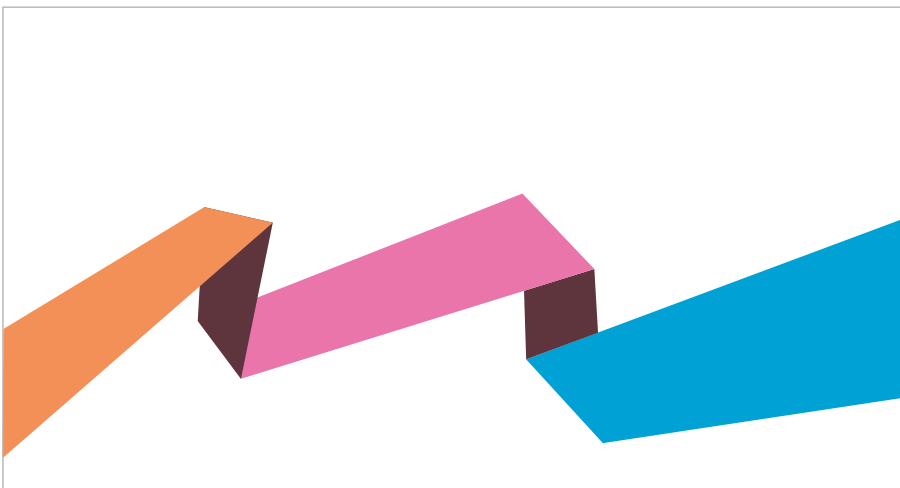
# You can scale and crop the IOC London dynamic graphic.

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Artwork ref.: GtP London dynamic 2.eps



Artwork ref.: GtP London dynamic 3.eps



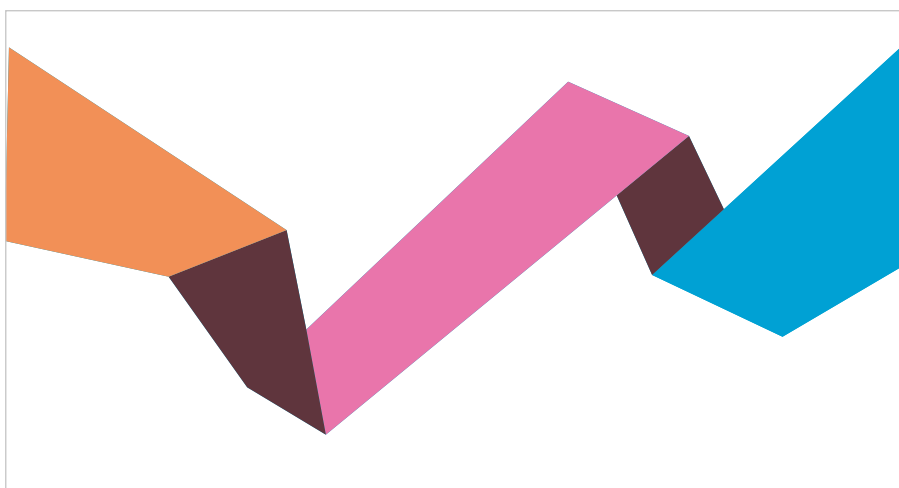
Artwork ref.: GtP London dynamic 4.eps



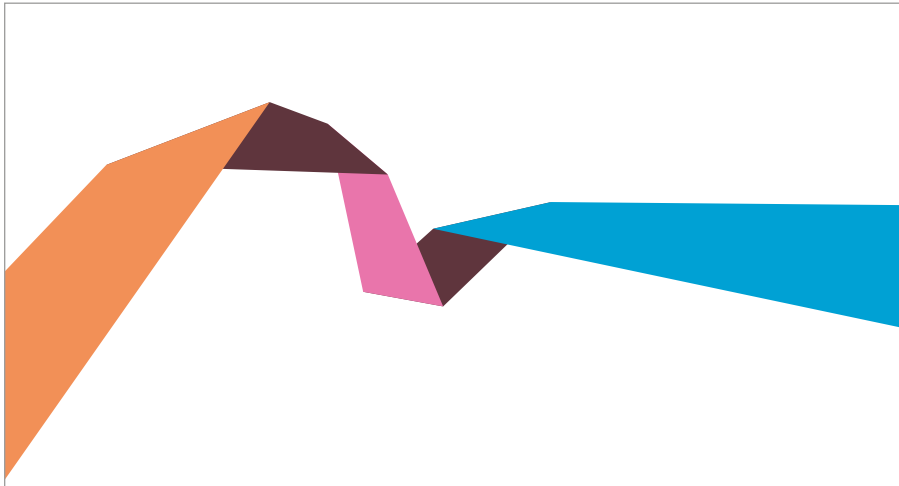
Artwork ref.: GtP London dynamic 5.eps



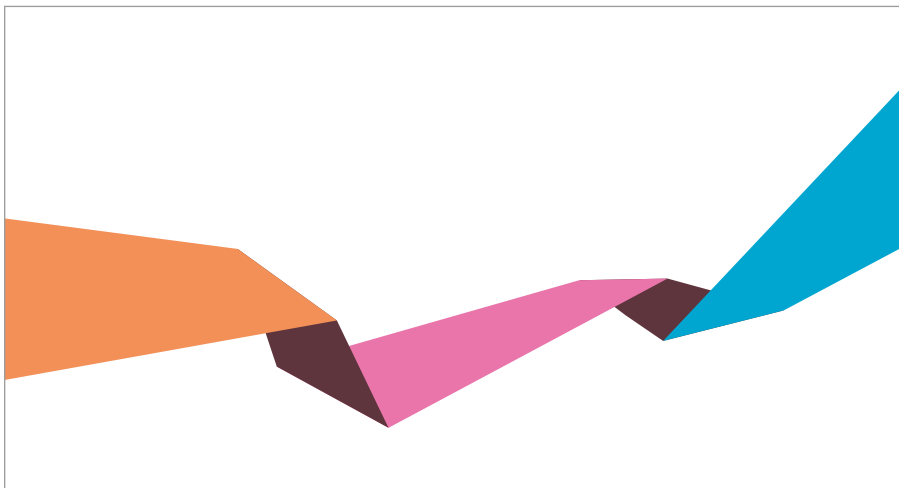
Artwork ref.: GtP London dynamic 6.eps



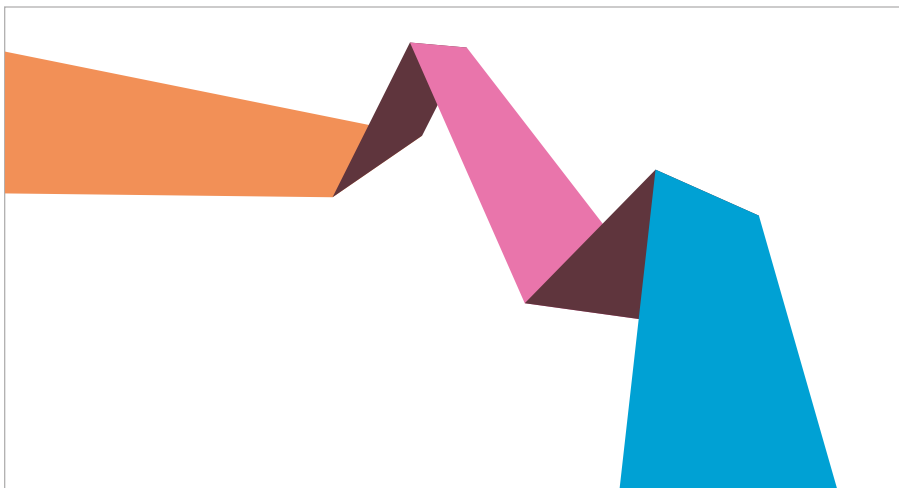
Artwork ref.: GtP London dynamic 7.eps



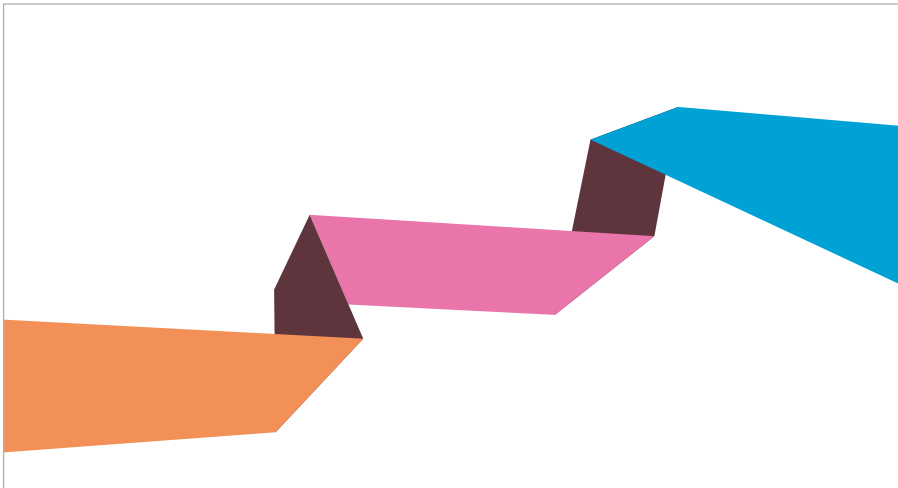
Artwork ref.: GtP London dynamic 8.eps



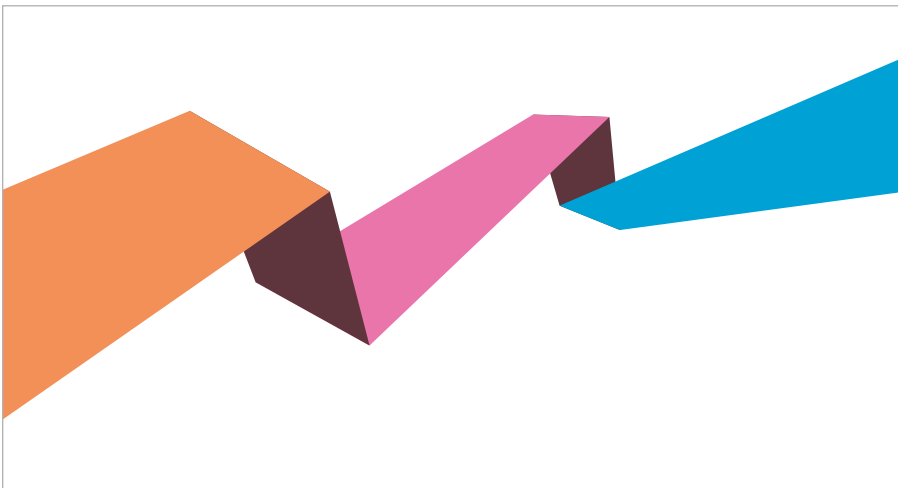
Artwork ref.: GtP London dynamic 9.eps



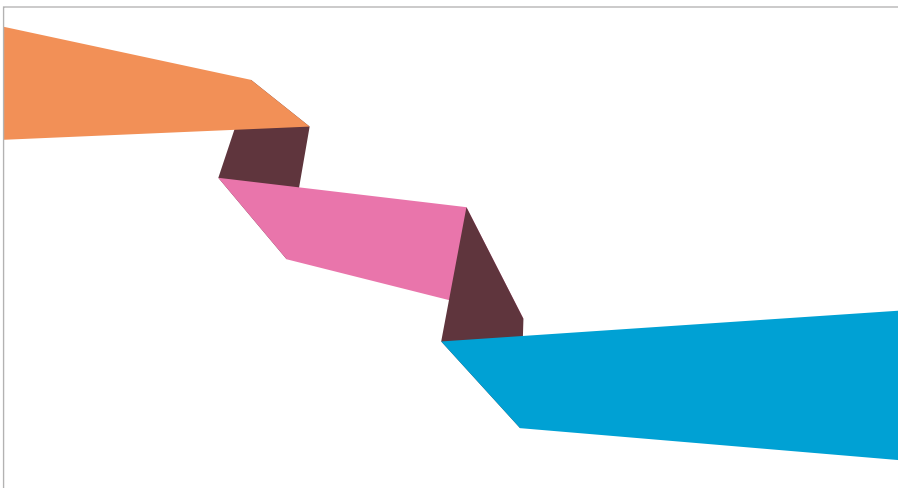
Artwork ref.: GtP London dynamic 10.eps



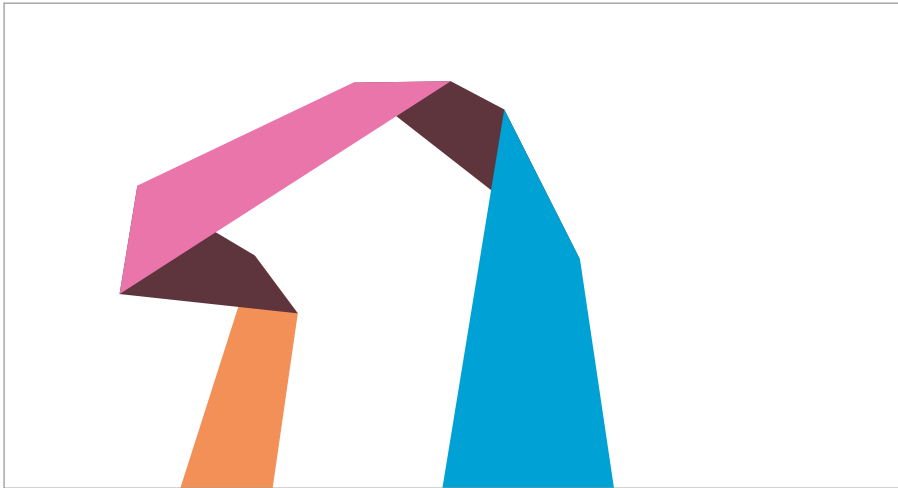
Artwork ref.: GtP London dynamic 11.eps



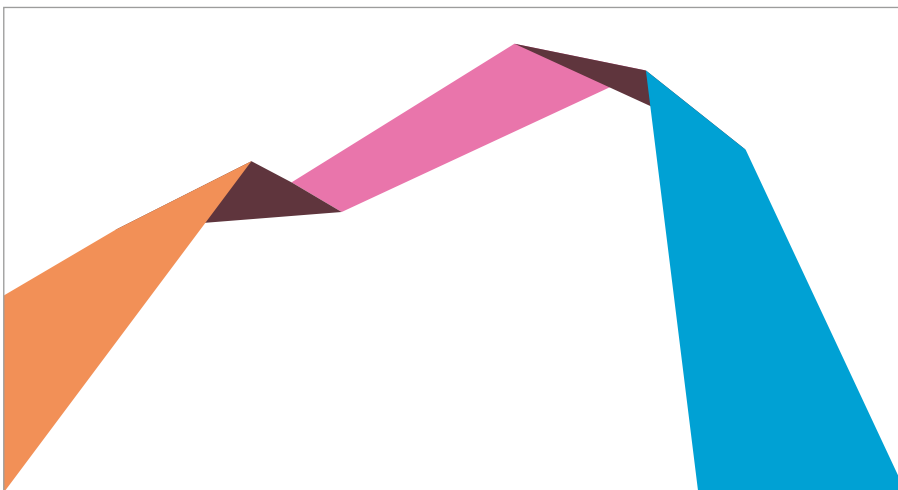
Artwork ref.: GtP London dynamic 12.eps



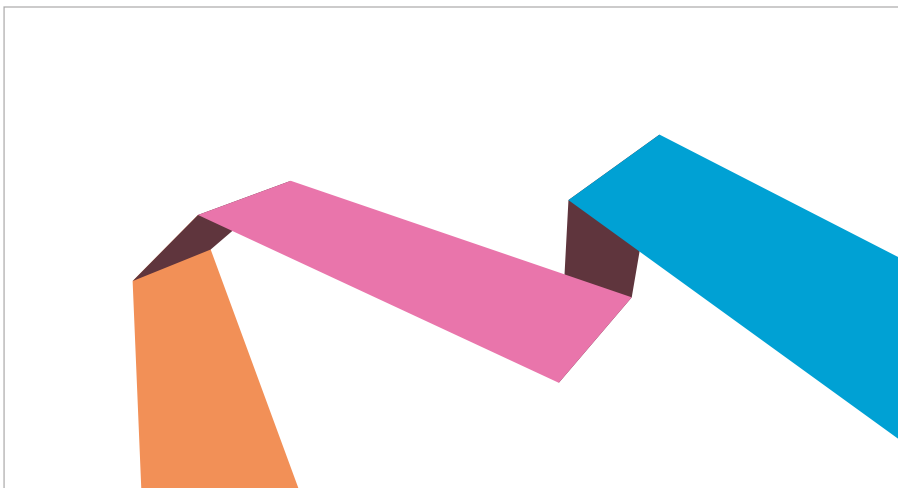
Artwork ref.: GtP London dynamic 13.eps



Artwork ref.: GtP London dynamic 14.eps



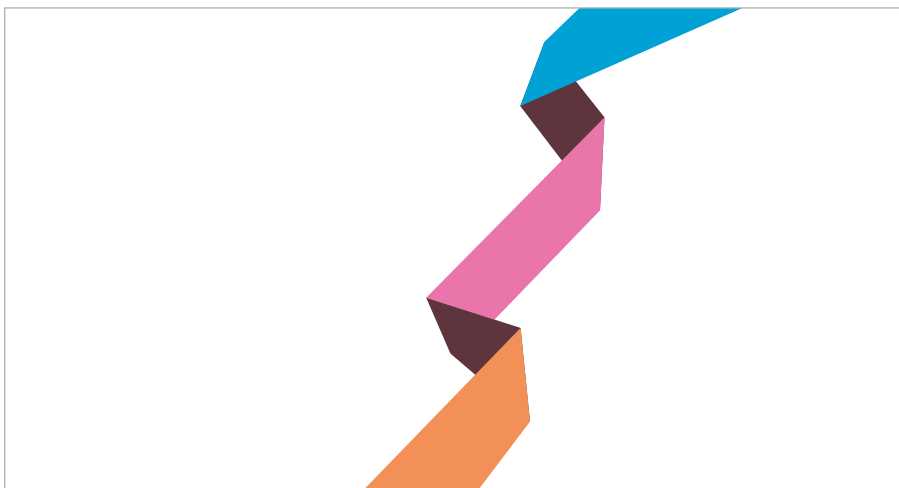
Artwork ref.: GtP London dynamic 15.eps



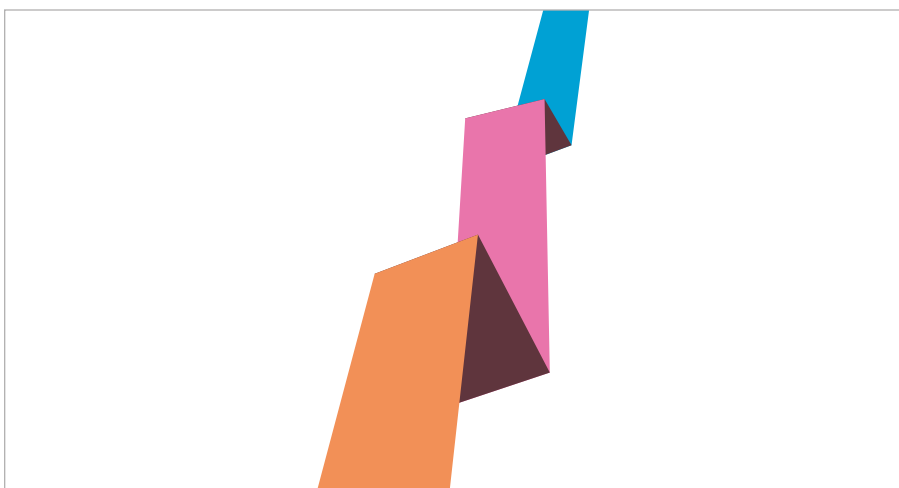
Artwork ref.: GtP London dynamic 16.eps



Artwork ref.: GtP London dynamic 17.eps

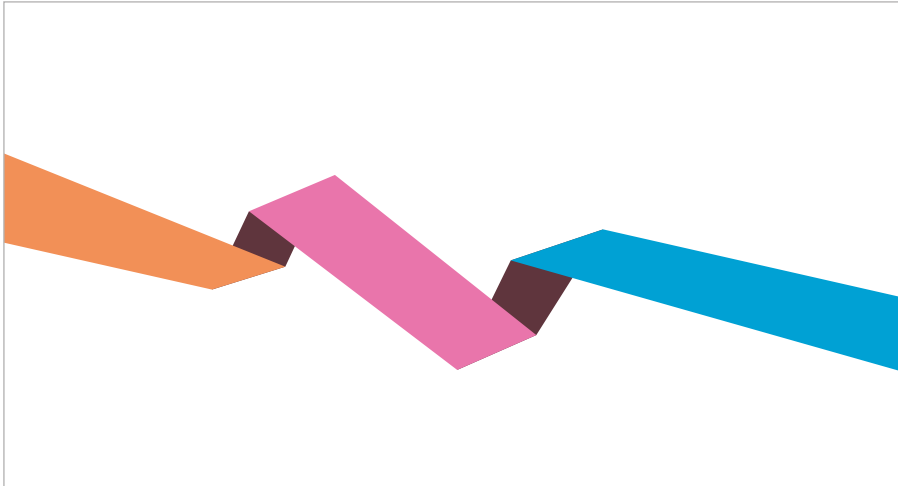


Artwork ref.: GtP London dynamic 18.eps

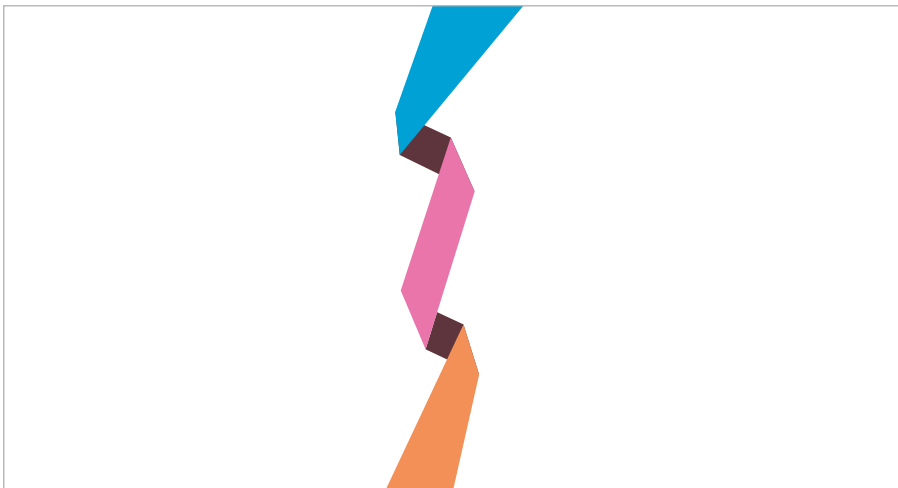


Artwork ref.: GtP London dynamic 19.eps

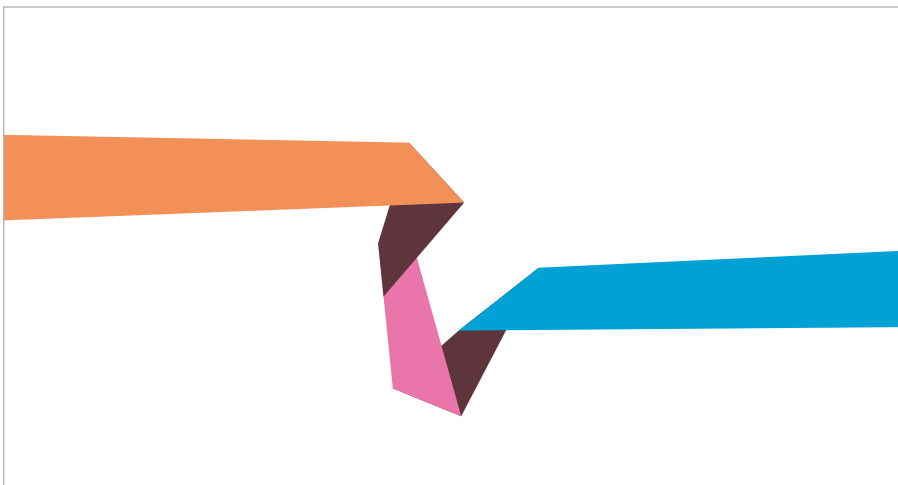




Artwork ref.: GtP London dynamic 20.eps



Artwork ref.: GtP London dynamic 21.eps



Artwork ref.: GtP London dynamic 22.eps

# IOC London dynamic graphic examples of applications.

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Manual for election to the IOC Athlete's Commission Handbook Cover (28 x 22 cm) examples



File ref.: GtP London app. example 1.eps



File ref.: GtP London app. example 2.eps



File ref.: GtP London app. example 3.eps



File ref.: GtP London app. example 4.eps



File ref.: GtP London app. example 5.eps



File ref.: GtP London app. example 6.eps



File ref.: GtP London app. example 7.eps

# IOC London dynamic graphic examples of applications.

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## IOC Athletes Handbook Cover (21 x 29.7 cm) examples



File ref.: GtP London app. example 8.eps



File ref.: GtP London app. example 9.eps



File ref.: GtP London app. example 10.eps



File ref.: GtP London app. example 11.eps



File ref.: GtP London app. example 12.eps



File ref.: GtP London app. example 13.eps



File ref.: GtP London app. example 14.eps



File ref.: GtP London app. example 15.eps



File ref.: GtP London app. example 16.eps



File ref.: GtP London app. example 17.eps



File ref.: GtP London app. example 18.eps

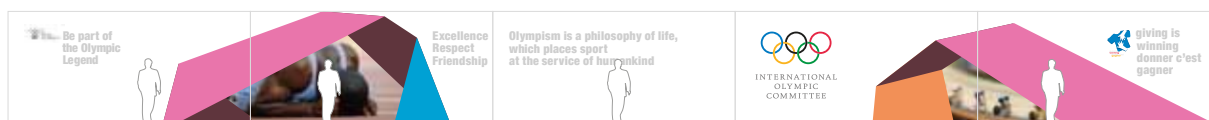


File ref.: GtP London app. example 19.eps

# IOC London dynamic graphic examples of applications.

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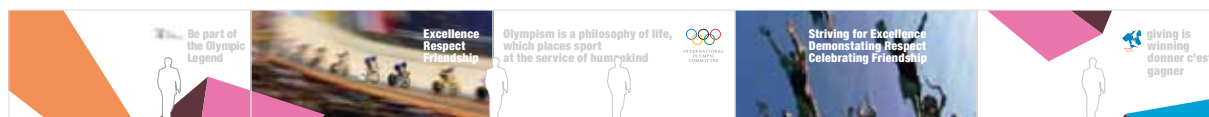
## IOC corner examples



File ref.: GtP London app. example 20.eps



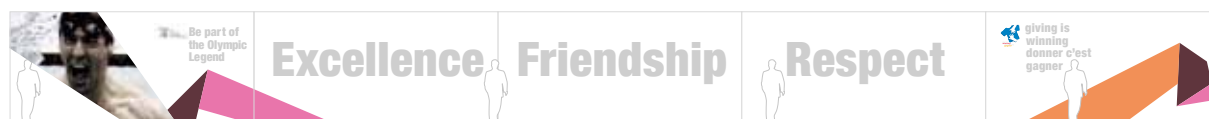
File ref.: GtP London app. example 21.eps



File ref.: GtP London app. example 22.eps



File ref.: GtP London app. example 23.eps



File ref.: GtP London app. example 24.eps

# IOC London dynamic graphic examples of applications.

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## IOC invitation examples



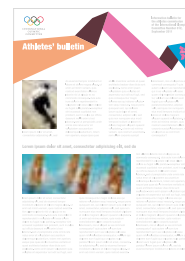
File ref.: GtP London app. example 25.eps

## IOC menu examples

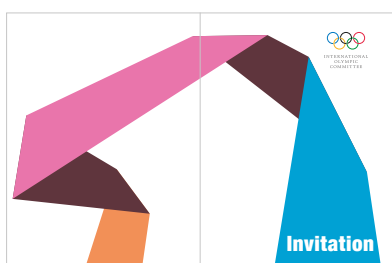


File ref.: GtP London app. example 26.eps

## IOC Athlete's bulletin examples



File ref.: GtP London app. example 27.eps



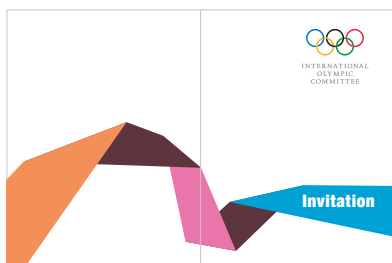
File ref.: GtP London app. example 28.eps



File ref.: GtP London app. example 29.eps



File ref.: GtP London app. example 30.eps



File ref.: GtP London app. example 31.eps



File ref.: GtP London app. example 32.eps



File ref.: GtP London app. example 33.eps



File ref.: GtP London app. example 34.eps



File ref.: GtP London app. example 35.eps



File ref.: GtP London app. example 36.eps

# IOC London dynamic graphic examples of applications.

## IOC site examples

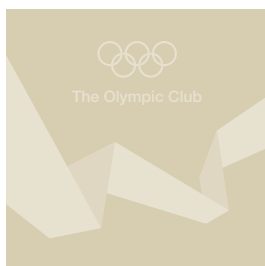


File ref.: GtP London app. example 37.eps

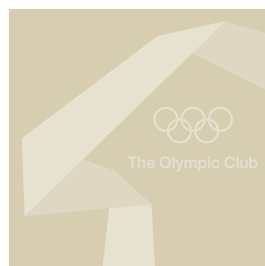


File ref.: GtP London app. example 38.eps

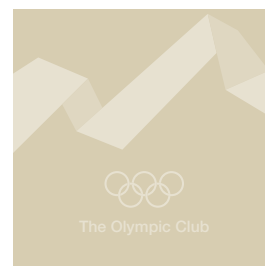
## The Olympic club signage examples



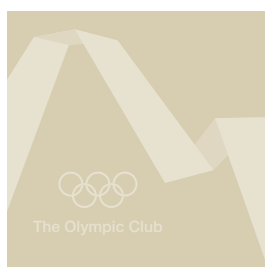
File ref.: GtP London app. example 39.eps



File ref.: GtP London app. example 40.eps



File ref.: GtP London app. example 41.eps



File ref.: GtP London app. example 42.eps

## Giving is winning poster example



File ref.: GtP London app. example 43.eps

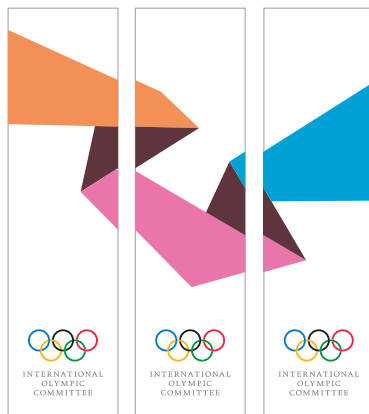
# IOC London dynamic graphic examples of applications.

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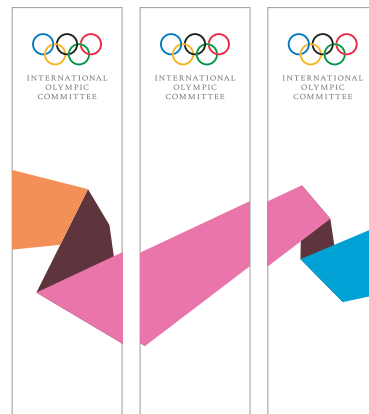
## IOC banners examples



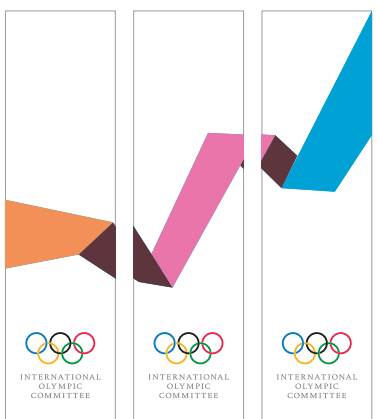
File ref.: GtP London app. example 44.eps



File ref.: GtP London app. example 45.eps



File ref.: GtP London app. example 46.eps



File ref.: GtP London app. example 47.eps



File ref.: GtP London app. example 48.eps



File ref.: GtP London app. example 49.eps



File ref.: GtP London app. example 50.eps



File ref.: GtP London app. example 51.eps

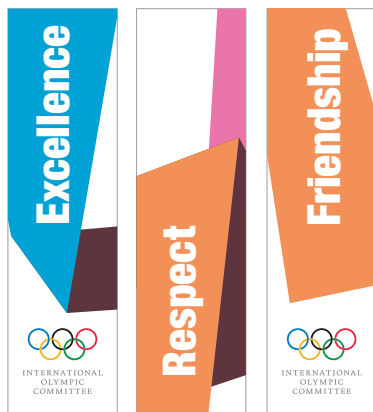


File ref.: GtP London app. example 52.eps

# IOC London dynamic graphic examples of applications.

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## IOC banners examples



File ref.: GtP London app. example 53.eps



File ref.: GtP London app. example 54.eps



File ref.: GtP London app. example 55.eps