Buenos Aires 2018 Youth Olympic Games

–

Standard Marks Usage Guidelines

Index

01.Strategy

Definition
—

Buenos Aires 2018 is a multi-sportive, cultural and educational event, where 3.998 athletes will be competing in 32 sports.

Besides organising and promoting cultural, educational and sports activities related to Olympism and its values, the Youth Olympic Games will be a catalyst for urban and social development in our City.

Our goal? To build a real legacy before, during and after the Games, bringing sport, culture and education to young people.

Vision

–

Celebrate the best Games BY young people FOR young people; FOR the neighbourhood, FOR Buenos Aires, FOR Argentina and FOR the world.

Mission

–

To celebrate Youth Olympic Games that encourage the development of young athletes and the community through the Olympic Values, reach and engage with young people around the world interactively, and build a lasting legacy that will benefit society as a whole.

To bring sport, culture and education to young people.

Principles

Give the audience choices

They are the ones who decide what, when and how to consume. We work and develop content knowing they trust us to give them what they expect.

Make it shareable

People want to share content, anecdotes and life stories. We wish to create experiences they can connect to. Experiences they want to share. We are aware that their responses and behaviour exceed digital platforms.

Think from sustainability

Everything we do must have a sustainable approach. We aim for reuse and recycling. We want to take care of the environment and add value to the legacy we want to leave through these Games.

Tone
–

Buenos Aires 2018 speaks in a way that is accessible and understandable for everyone.

It is spontaneous and sincere, and spreads the Olympic values through everything it says.

Looks for dialogue, certain that different points of view and opinions are enriching.

Tone
—

| Young	Contemporary	Uses relaxed, popular and current vocabulary Symbol of our time and the language of nowaday's youth
Fun	Playful	Loves having a good time. Spreads its happiness and the joy of playing and enjoying every activity it participates in
Outgoing	Friendly	Acts naturally and loves spending time with friends Feels comfortable in diverse situations and is always active
Inclusive	Accessible	Speaks simply, directly and clearly Everyone can understand it
Self-confident	True to itself	Stands up to its values Speaks its mind without hesitating
Expressive	☺☺☺☺☺☺☺	Elocuent, enthusiastic and full of energy. It's joyful and feels the need to express itself and connect. Stands out

02.Identity

Identity
—
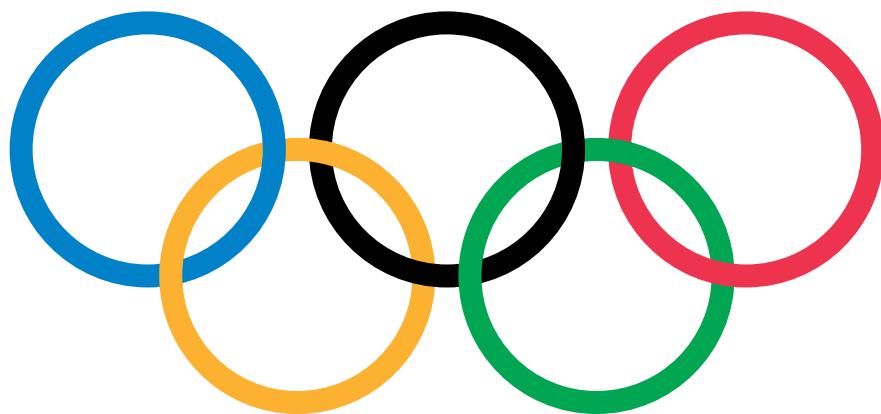
For the development of the identity of the Buenos Aires 2018 Youth Olympic Games we found our inspiration in the City of Buenos Aires, in its corners, its icons, its neighbourhoods and its culture.

03.Emblem

Olympic Rings   YOG Brand

The YOG 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 Youth Olympic Games. 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 label is a recurring and distinctive element, and will provide a common identity for all the games. The YOG label is a signature for the young people who belong to the YOG movement, it is a sign of approval.
The YOG label is not a logo. It is a signature stamp! But it does not sign off everything. It only signs off what is like it: Olympic (excellent, friendly, respectful) & Young (creative,fresh, dynamic, free...).

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.
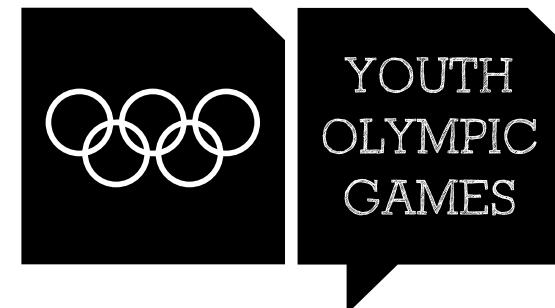
01.

Emblem

—

Vertical Version
Horizontal Version

Emblem

1A Vertical Version | Gradients

—

The emblem should always be applied on a white background.

The gradient version is suggested for digital materials.

1B Vertical Version | Full Colour

—

The emblem should always be applied on a white background.

The full colour version is suggested for printed materials.

1A

1B

Emblem

2A Horizontal Version | Gradients

—

The emblem should always be applied on a white background.

The gradient version is suggested for digital materials.

2B Horizontal Version | Full Colour

—

The emblem should always be applied on a white background.

The full colour version is suggested for printed materials.

2A

2B

Emblem

1C Vertical Version
Negative Monochromatic Version
with Full Colour Olympic Rings

—

The negative version of the emblem will always be used on a background with a luminosity superior to 50% black.

1C

50%   100%

Emblem

Vertical Version

1D Positive Monochromatic Version

—

The positive version of the emblem will always be used on a background with a luminosity inferior to 50 % black.

Vertical Version

1E Negative Monochromatic Version

—

The negative version of the emblem will always be used on a background with a luminosity superior to 50% black.

1D

1E

BUENOS AIRES 2018
YOUTH OLYMPIC GAMES

0%   50%

50%   100%

Emblem

2C Horizontal Version
Negative Monochromatic Version
with Full Colour Olympic Rings

—

The negative version of the emblem will always be used on a background with a luminosity superior to 50% black.

2C

BUENOS AIRES 2018

YOUTH OLYMPIC GAMES

50%   100%

Emblem

2D Horizontal Version
Positive Monochromatic Version

—

The positive version of the emblem will always be used on a background with a luminosity inferior to 50 % black.

2E Horizontal PLUS Version
Negative Monochromatic Version
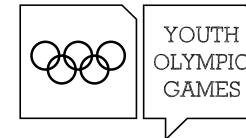
—

The negative version of the emblem will always be used on a background with a luminosity superior to 50% black.
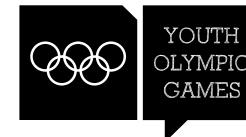
2D

BUENOS AIRES 2018

BUENOS AIRES 2018

0%

50%
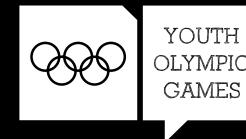
2E

BUENOS AIRES 2018

BUENOS AIRES 2018

100%

50%

Emblem

**Applies to all versions
Buenos Aires 2018 Palette |
Monochromatic Versions**

—

The emblem can be used in its monochromatic versions. The colours are determined by the different Parks.

Ⓐ

· RGB 250 189 80
· CMYK 0% 30% 75% 0%

Ⓑ

· RGB 163 78 109
· CMYK 36% 77% 36% 10%

Ⓒ

· RGB 0 159 197
· CMYK 79% 15% 17% 0%

Ⓓ

· RGB 236 101 83
· CMYK 0% 70% 64% 0%

Ⓔ

· RGB 96 186 150
· CMYK 63% 0% 51% 0%

Ⓐ

Ⓑ

Ⓒ

Ⓓ

Ⓔ

Emblem

Applies to all versions
Olympic Palette |
Monochromatic Versions

—

The emblem can be used in its mon-
ochromatic versions in the Olympic
Colours.

IMPORTANT: The colours used in this version
should be the official Olympic Rings' colours
and no others.

Ⓐ
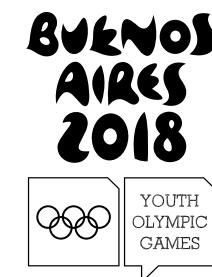
· RGB 0 129 200
· CMYK 100% 37% 0% 0%

Ⓑ

· RGB 252 177 49
· CMYK 0% 34% 91% 0%

Ⓒ

· RGB 0 0 0
· CMYK 0% 0% 0% 100%

Ⓓ

· RGB 0 166 81
· CMYK 100% 0% 100% 0%

Ⓔ

· RGB 238 51 78
· CMYK 0% 94% 65% 0%

Ⓐ

Ⓑ

Ⓒ

Ⓓ

Ⓔ

Emblem

Vertical Version

Proportions

—

The surface of the emblem must occupy at least 50% of the Y area.

A

B   AreaY= AxB

Label Area = 1/2 Y
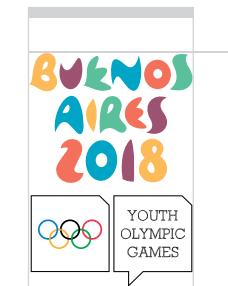
Emblem

Versions 1 & 2
Minimum Size of the Emblem

—

The minimum size is proportional to the reading of the emblem in different applications and according to its format, printing system, etc.

2.15 cm

3.09 cm

0.8cm   **0.8cm**

10.5 cm

1.25 cm

0.8cm   **0.8cm**

Emblem

Versions 1 & 2
Safety Zone
—

The security area is used to protect the emblem from its reading becoming difficult and its attractiveness undermined when coexisting with other graphic elements.

The measure of the security area is given by X.

Emblem

Applies to all versions (1 & 2)
Incorrect Uses
—

The emblem was specifically designed and measured for an efficient functioning.

Its morphology cannot be altered in any way.

Any alteration of the emblem can make it lose attractiveness and brand recollection.

(A) Do not deform the emblem

(B) Do not modify its typography

(C) Do not modify its inclination

(D) Do not modify its proportions

(E) Do not apply outlines

(F) Do not modify its colours

(G) Do not invert the elements

(H) Do not apply shades

(I) Do not apply transparencies

02.
Background

Emblem

Emblem on different backgrounds
Correct Uses
Applies to all versions (1 & 2)

—

Emblem on different backgrounds
Incorrect Uses
Applies to all versions (1 & 2)

—

03
Partnership

Emblem
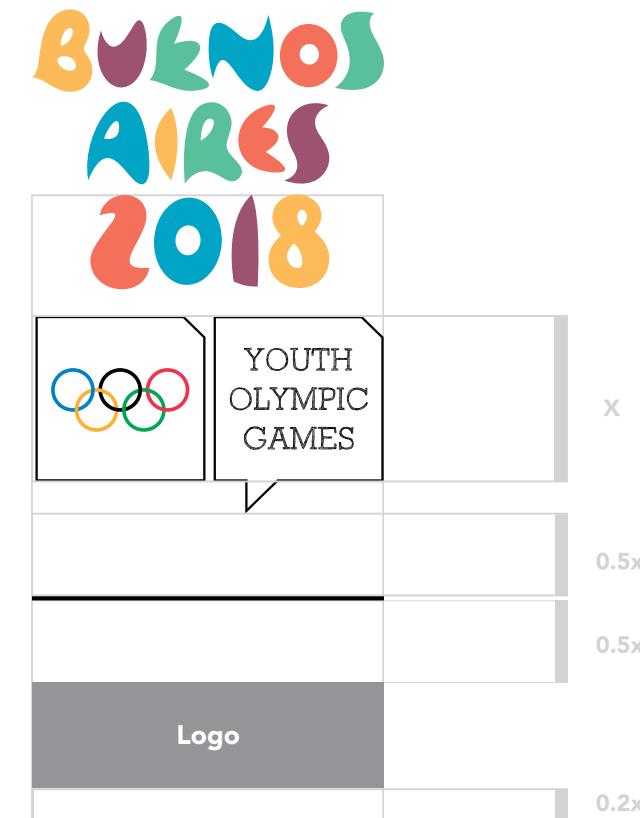
Vertical Version

—

When the vertical version of the Emblem is used next to another logo, the following should be considered.

The use of the emblem should always be approved beforehand by the Buenos Aires 2018 Marketing & Communications Area:

aprobaciones@buenosaires2018.com

Emblem

Horizontal Version

—

When the horizontal version of the Emblem is used next to another logo, the following should be considered.

The use of the emblem should always be approved beforehand by the Buenos Aires 2018 Marketing & Communications Area:

aprobaciones@buenosaires2018.com

Emblem

Vertical Version |
White Background

—

If the background is white, the emblem should be used in full colour.

The use of the emblem should always be approved beforehand by the Buenos Aires 2018 Marketing & Communications Area:

aprobaciones@buenosaires2018.com

Logo

Emblem

Horizontal Version |
White Background

—

If the background is white, the emblem should be used in full colour.

The use of the emblem should always be approved beforehand by the Buenos Aires 2018 Marketing & Communications Area:

aprobaciones@buenosaires2018.com

Emblem

Vertical Version |
Coloured Background

_

If the background's colour is the partner's official colour, the emblem should be used in its negative version with Full Colour Olympic Rings.

The use of the emblem should always be approved beforehand by the Buenos Aires 2018 Marketing & Communications Area:

aprobaciones@buenosaires2018.com

Logo

Emblema

**Horizontal Version |
Coloured Background**

—

If the background's colour is the partner's official colour, the emblem should be used in its negative version with Full Colour Olympic Rings.

The use of the emblem should always be approved beforehand by the Buenos Aires 2018 Marketing & Communications Area:

aprobaciones@buenosaires2018.com

BUENOS AIRES 2018

JUEGOS OLIMPICOS DE LA JUVENTUD

Logo

Emblem

Partnership
Incorrect Uses
—

The emblem was specifically designed and scaled for an efficient application.

It must not suffer any changes in its morphology.

Any changes in the emblem could make it lose its identity.

(A) Do not alter the distance in between

(B) Respect the size relation

(C) Do not apply Official Logo without dividing line

(D) Do not apply Official Logo without including the official designation and vice versa

04.Palette

Core Palette

Full Colour

Print

—

CMYK Values
Offset printing system /
Laser color
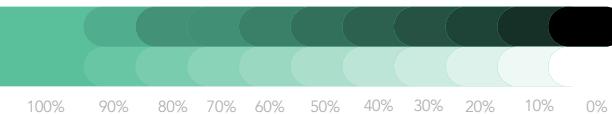
Pantone Values
Offset printing system

Each Park has been assigned a
colour from our core palette.
This intends to give each Park its
own personality, as well as making
it easier to identify each one and
differentiate them from one another,
also allowing us to play with different
ranges and combinations of each
colour.
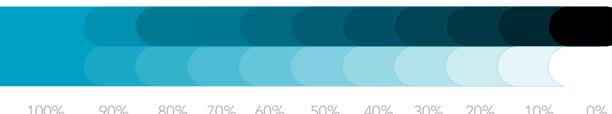
Green Park

· CMYK   63%   0%   51%   0%
· Pantone   P 136 12 C

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%
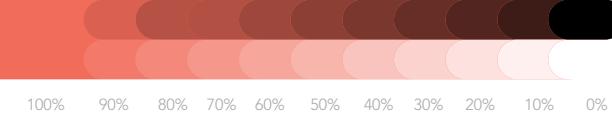
Urban Park

· CMYK   79%   15%   17%   0%
· Pantone   P 118 8 C

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%
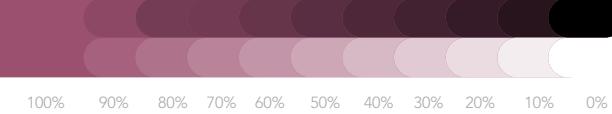
Youth Olympic Park

· CMYK   0%   70%   64%   0%
· Pantone   P 52 6 C

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%
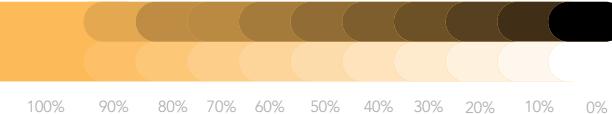
Tecnópolis Park

· CMYK   36%   77%   36%   10%
· Pantone   P 74 13 C

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%

Independent Venues

· CMYK   0%   30%   75%   0%
· Pantone   P 17 6 C

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%

Core Palette

Full Colour

Digital

—

RGB Values
Screens / Displays / Projections /
Motion Graphics
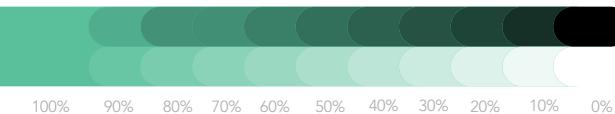
Hexadecimals Values
Web colours uses

Each Park has been assigned a
colour from our core palette.
This intends to give each Park its
own personality, as well as making
it easier to identify each one and
differentiate them from one another,
also allowing us to play with different
ranges and combinations of each
colour.
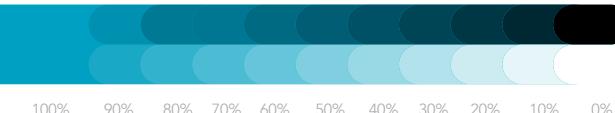
Green Park

· RGB 96 186 150
· HEX #60ba96

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%
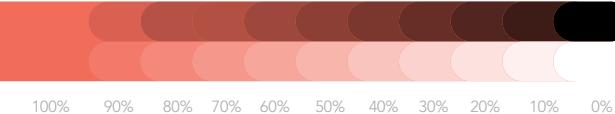
Urban Park

· RGB 0 159 197
· HEX #00fc5

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%
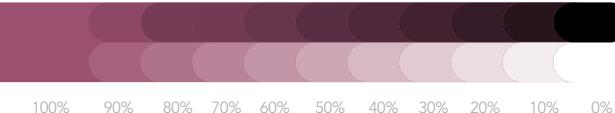
Youth Olympic Park

· RGB 236 101 83
· HEX #ec6553h

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%
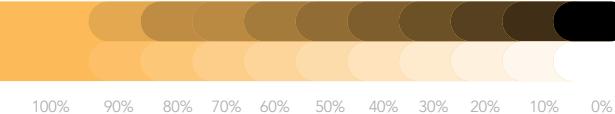
Tecnópolis Park

· RGB 163 78 109
· HEX #a34e6d

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%

Independent Venues

· RGB 250 189 80
· HEX #fabd50

100%   90%   80%   70%   60%   50%   40%   30%   20%   10%   0%

Core Palette

Full Colour
Print / Digital
—

CMYK Values
Offset printing system /
Laser color

Hexadecimals Values
Web colours uses

· CMYK   63%   0%   51%   0%
· HEX   #60ba96

· CMYK   72%   24%   20%   0%
· HEX   #419abb

· CMYK   10%   70%   55%   0%
· HEX   #dd6863

· CMYK   35%   75%   35%   0%
· HEX   #a55370

· CMYK   0%   30%   75%   0%
· HEX   #fabd50

Core Palette

Gradients

Print / Digital

—

CMYK Values
Offset printing system /
Laser color

Hexadecimals Values
Web colours uses

· CMYK 63% 0% 51% 0%
· HEX #60ba96

· CMYK 36% 77% 36% 10%
· HEX #a34e6d

· CMYK 79% 15% 17% 0%
· HEX # 009fc5

· CMYK 36% 77% 36% 10%
· HEX #a34e6d

· CMYK 0% 30% 75% 0%
· HEX #fabd50

· CMYK 36% 77% 36% 10%
· HEX #a34e6d

· CMYK 0% 72% 64% 0%
· HEX #ec6553

· CMYK 36% 77% 36% 10%
· HEX #a34e6d

Olympic Palette

Official Colours

Print / Digital

—

CMYK Values
Offset printing system /
Laser color

RGB Values
Screens / Displays / Projections /
Motion Graphics

· CMYK   100%   37%   0%   0%   · RGB   0   129   200
· Pantone 3005   · HEX   #0081C8

· CMYK   0%   34%   91%   0%   · RGB   252   177   49
· Pantone 137   · HEX   #FCB131

· CMYK   0%   0%   0%   100%   · RGB   0   0   0
· Pantone 426   · HEX   #000000

· CMYK   100%   0%   100%   0%   · RGB   0   166   81
· Pantone 355   · HEX   #00A651

· CMYK   0%   94%   65%   0%   · RGB   238   51   78
· Pantone 192   · HEX   #EE334E

· CMYK   0%   0%   0%   0%   · RGB   255   255   255
                                        · HEX   #FFFFFF

05.Font

Font

Emblem Font

Type Family

—

Sketch Block Light

The **Sketch Block Light** font is only used to write **"YOUTH OLYMPIC GAMES"** in the emblem. It should not be used for any other communication.

Buenos Aires 2018 Font

Type Family

—

Avenir

The Avenir font is the one to be used in the Games' communication.

ABC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 $%&@#(!?,.;:)

ABCDEF

Light   Light Oblique   Book   Book Oblique   Black   Black Oblique

Font

Buenos Aires 2018 Font
Type Family
–

Avenir

The Avenir font is the one to be used in the Games' communication.

Avenir Black · 18pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 $%&@#(!?,.;:)

Avenir Roman · 18pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 $%&@#(!?,.;:)

Avenir Light · 18pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 $%&@#(!?,.;:)

Font

Buenos Aires 2018 Font
Correct Usage
—

Sketch Rockwell

The **Sketch Rockwell** font is the one used for hashtags related to Buenos Aires 2018.

Incorrect Uses
—

Ⓐ The hashtag cannot be totally written in upper case letters

Ⓑ The hashtag cannot be totally written in lower case letters

Ⓒ The hashtag must always be in one same line

#BuenosAires2018

#Amistad / #Friendship
#Respeto / #Respect
#Excelencia / #Excellence

#Amistad / #Friendship
#Respeto / #Respect
#Excelencia / #Excellence

Ⓐ

#BUENOSAIRES2018

Ⓑ

#buenosaires2018

Ⓒ
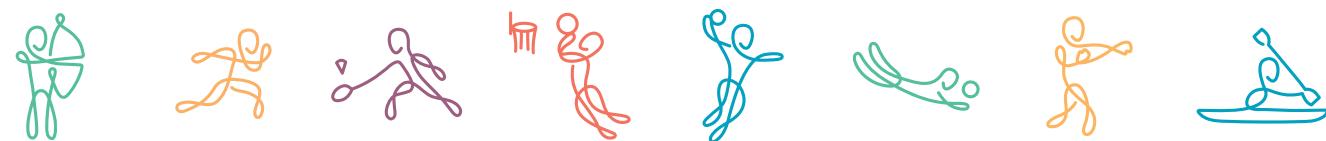
#buenos
aires2018

06.Pictograms

Pictograms

Complete Set of Buenos Aires 2018
Summer Youth Olympic Games Sport
Pictograms (Total: 34)

—

**Positive Version |
Without Description**
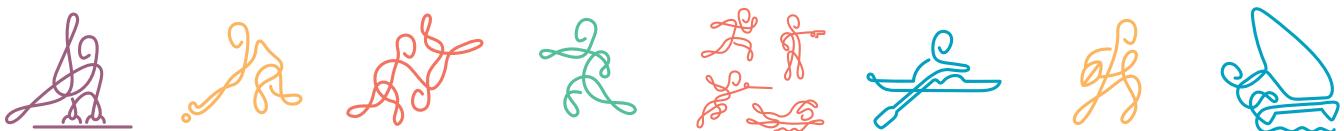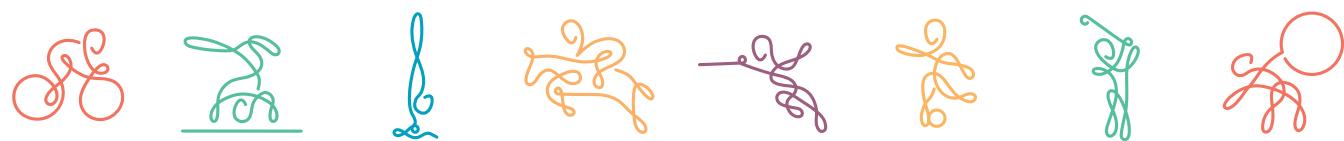
Primary sport Pictograms.

Colour with white background
without description.

The pictograms can be downloaded
upon request to the Brand Identity &
Look of the Games Area at:

aprobaciones@buenosaires2018.com

The use of the pictograms should
always be approved beforehand.

Pictograms

Complete Set of Buenos Aires 2018
Summer Youth Olympic Games Sport
Pictograms (Total: 34)

—

**Positive Version |
With Description**

Primary sport Pictograms.

Colour with white background with description.

The pictograms can be downloaded upon request to the Brand Identity & Look of the Games Area at:

aprobaciones@buenosaires2018.com

The use of the pictograms should always be approved beforehand.

ARCHERY
ATHLETICS
BADMINTON
3x3 BASKETBALL
BEACH HANDBALL
BEACH VOLLEYBALL
BOXING
CANOE

CYCLING
BREAKING
DIVING
EQUESTRIAN JUMPING
FENCING
FUTSAL
GOLF
RHYTHMIC GYMNASTICS

ARTISTIC GYMNASTICS
HOCKEY 5s
JUDO
KARATE
MODERN PENTATHLON
ROWING
RUGBY SEVENS
SAILING

SHOOTING
ROLLER SPEED SKATING
SPORT CLIMBING
SWIMMING
TABLE TENNIS
TAEKWONDO
TENNIS
TRIATHLON

WEIGHTLIFTING
WRESTLING

Pictograms

Complete Set of Buenos Aires 2018
Summer Youth Olympic Games Sport
Pictograms (Total: 34)

—

**Negative Version |
Without Description**

Secondary sport Pictograms.

White with colour background with
description.

The pictograms can be downloaded
upon request to the Brand Identity &
Look of the Games Area at:

aprobaciones@buenosaires2018.com

The use of the pictograms should
always be approved beforehand.

Pictograms

Complete Set of Buenos Aires 2018
Summer Youth Olympic Games Sport
Pictograms (Total: 34)

—

**Negative Version |
With Description**

Secondary sport Pictograms.

White with colour background with
description.

The pictograms can be downloaded
upon request to the Brand Identity &
Look of the Games Area at:

aprobaciones@buenosaires2018.com

The use of the pictograms should
always be approved beforehand.

ARCHERY	ATHLETICS	BADMINTON	3x3 BASKETBALL	BEACH HANDBALL	BEACH VOLLEYBALL	BOXING	CANOE
CYCLING	BREAKING	DIVING	EQUESTRIAN JUMPING	FENCING	FUTSAL	GOLF	RHYTHMIC GYMNASTICS
ARTISTIC GYMNASTICS	HOCKEY 5s	JUDO	KARATE	MODERN PENTATHLON	ROWING	RUGBY SEVENS	SAILING
SHOOTING	ROLLER SPEED SKATING	SPORT CLIMBING	SWIMMING	TABLE TENNIS	TAEKWONDO	TENNIS	TRIATHLON
WEIGHTLIFTING	WRESTLING						

Pictograms

Colour & Typography

—

Colour with white background
For this colour combination two sets of pictograms are provided; one with English description, and one without. The description should be set in capital letters in black C (0%) M (0%) Y (0%) K (100%) with Montserrat Light font.
The description should not be altered in any way.

White with colour background
For this colour combination two sets of pictograms are provided; one with English description, and one without. The description should be set in capital letters in black C (0%) M (0%) Y (0%) K (100%) with Montserrat Light font.
The description should not be altered in any way.

For both uses the colours must be submitted to the Buenos Aires 2018 Full Colour Palette.

CMYK Values
Offset printing system /
Laser color

RGB Values
Screens / Displays / Projections /
Motion Graphics

Pantone Values
Offset printing system

ARCHERY

ARCHERY

· CMYK 63% 0% 51% 0%
· RGB 96 186 150
· Pantone P 136 12 C

BEACH HANDBALL

BEACH HANDBALL

· CMYK 79% 15% 17% 0%
· RGB 0 159 197
· Pantone P 118 8 C

3x3 BASKETBALL

3x3 BASKETBALL

· CMYK 0% 70% 64% 0%
· RGB 236 101 83
· Pantone P 52 6 C

BADMINTON

BADMINTON

· CMYK 36% 77% 36% 10%
· RGB 163 78 109
· Pantone P 74 13 C

ATHLETICS

ATHLETICS

· CMYK 0% 30% 75% 0%
· RGB 250 189 80
· Pantone P 17 6 C
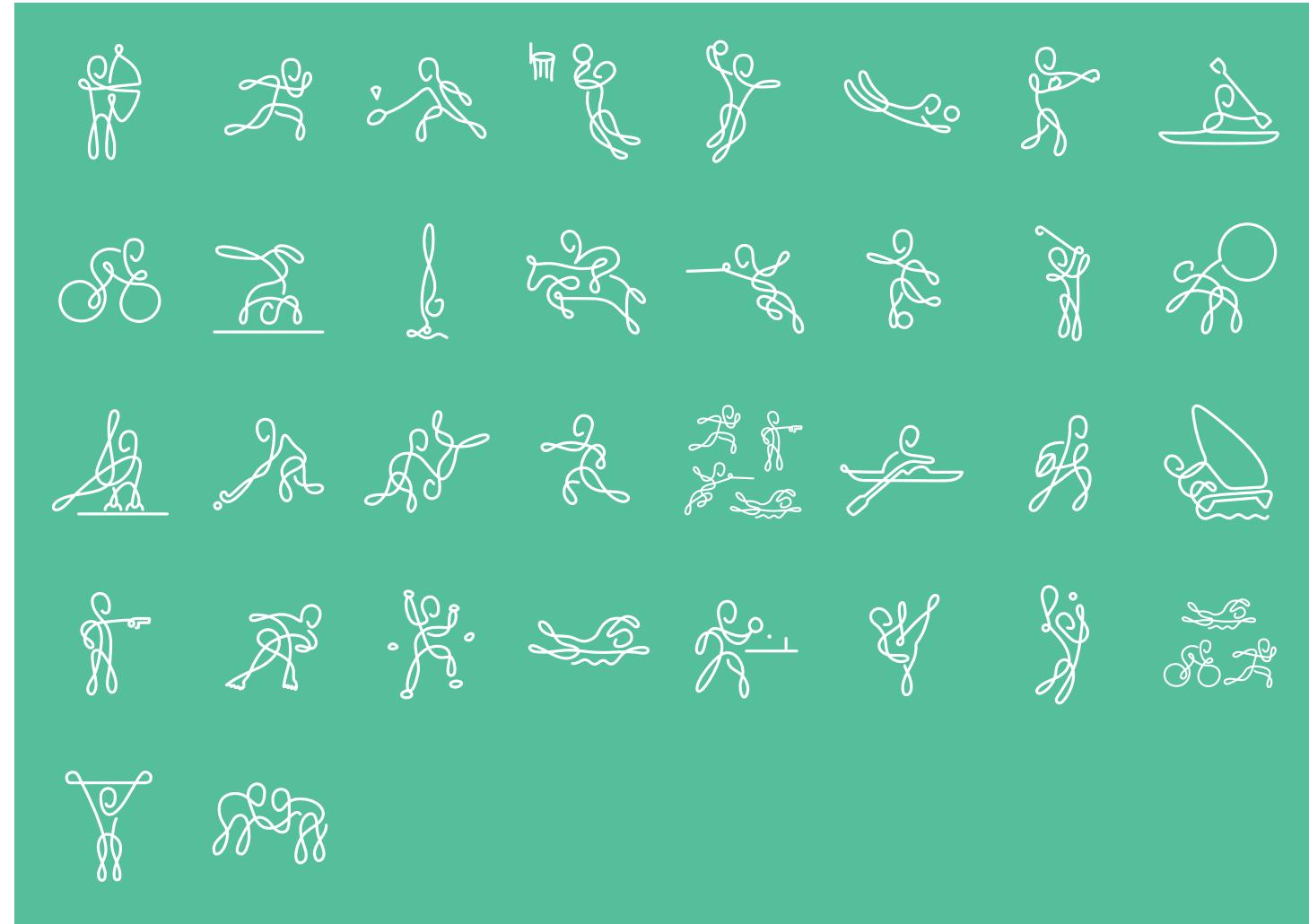
Pictograms

Complete Set of Buenos Aires 2018
Summer Youth Olympic Games Sport
Pictograms (Total: 34)

—

Decorative Use

For decorative purposes, the sport
pictograms may be used without
the description and the frame.
The pictograms should only
be used in white, however the
background colour may vary as
stated in Page 52.
Merchandise, posters and
sportswear are examples of
surfaces where this use might be
considered.

Pictograms

Safety Zone

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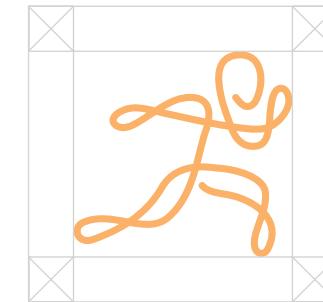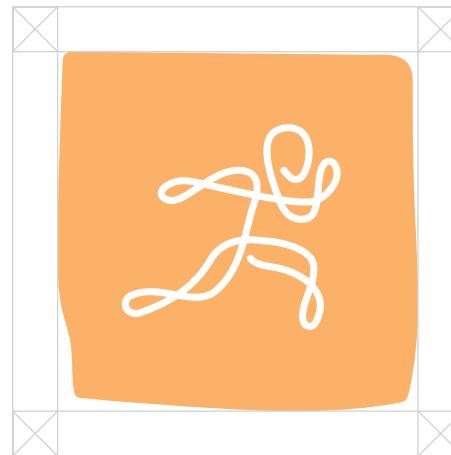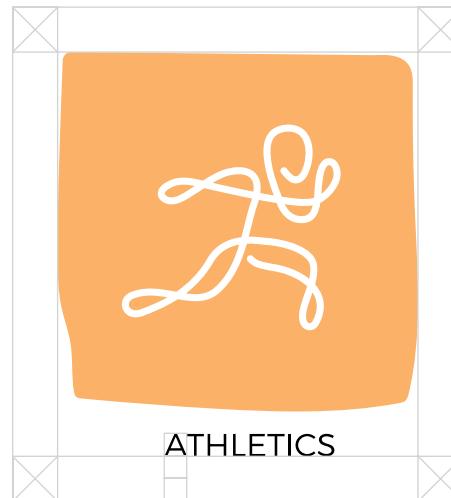
To guarantee the legibility and integrity of the sport pictograms, a minimum distance from other graphics (clear space) must be respected. It is recommended to use more than the minimum clear space stated around the sport pictogram. The intention is to avoid overcrowding and to optimise impact and prominence.

The clear space around the Primary and Secondary Sport Pictograms is X. "X" is a basic unit of measurement. The pictograms can be placed in any position as long as the clear space requirements are met.

Sport Pictogram without description

Sport Pictogram with description

ATHLETICS

ATHLETICS

A X Height   Security Area: 2X

Pictograms

Minimum Sizes

—

Negative version with description:
For any colour variation, the minimum size for the basic form is 15 mm in width.

Negative version without description:
For any colour variation, the minimum-size for the basic form is 8 mm in width.

Positive version with description:
For any colour variation, the minimum size for the basic form is 13 mm in width respecting the Safety Zone stated in Page 54.

Positive version without description:
For any colour variation, the minimum size for the basic form is 8 mm in width respecting the Safety Zone stated in Page 54.

*The final size of the sport pictogram will depend on the platform where it will be used/applied.
Exceptional cases for Digital Platforms will be reviewed at request by the Brand Identity & Look of the Games Area at:*

aprobaciones@buenosaires2018.com

Negative version with description
Minimum Size: 15 mm*
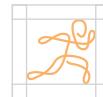
ATHLETICS

Negative version without description
Minimum Size: 8 mm*

Positive version with description
Minimum Size: 13 mm*

ATHLETICS

Positive version without description
Minimum Size: 8 mm*
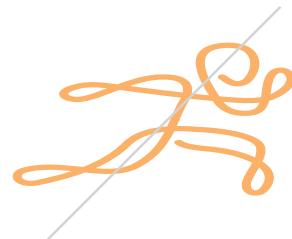
Pictograms
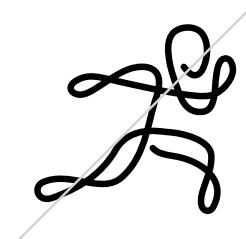
Incorrect Uses

—
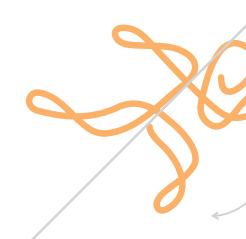
Applies to both positive and negative versions.
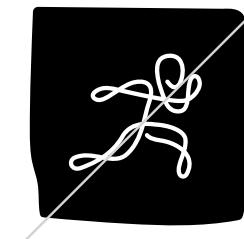
Do not distort or change the proportions in any way.
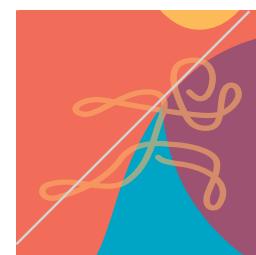
Do not alter the colours.
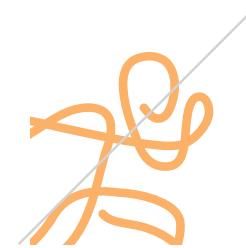
Do not tilt at any angle.
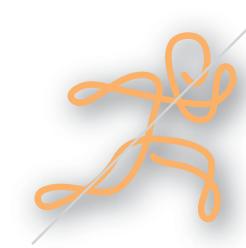
Do not place on other backgrounds than the specified colours.

Do not use transparency.
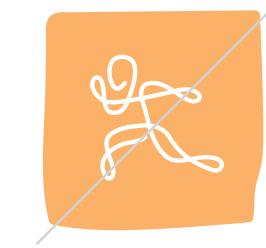
Do not crop any part of the pictograms.

Do not use drop shadows or any other effects.

ATHLETICS

Do not change or move the position of the description.

Do not flip or change the orientation of the pictogram.

07.Slogan

Slogan

S1 Main Spanish Slogan
S2 English Slogan
S3 French Slogan

—

Standard visual presentation of the slogan in Spanish, English and French versions. The typography of the slogan may not be altered in any way.

Full colour Spanish Slogan

Viví el *futuro*

Full colour English Slogan

Feel the *future*

Full colour French Slogan

Respire le *futur*

Main Slogan

Chromatic Versions

S1 Main Spanish Slogan

—

The full colour version of the slogan can adopt any of the Buenos Aires 2018 Full Colour Palette. The colour combination may not be altered.

Ⓐ

· RGB   236   101   83
· CMYK   0%   70%   64%   0%

Ⓑ

· RGB   250   189   80
· CMYK   0%   30%   75%   0%

Ⓒ

· RGB   96   186   150
· CMYK   63%   0%   51%   0%

Ⓓ

· RGB   0   159   197
· CMYK   79%   15%   17%   0%

Ⓔ

· RGB   163   78   109
· CMYK   36%   77%   36%   10%

Ⓐ **Viví el** *futuro*

Ⓑ **Viví el** *futuro*

Ⓒ **Viví el** *futuro*

Ⓓ **Viví el** *futuro*

Ⓔ **Viví el** *futuro*

Slogan

Chromatic Versions
S2 English Slogan

—

The full colour version of the slogan can adopt any of the Buenos Aires 2018 Full Colour Palette. The colour combination may not be altered.

Ⓐ

· RGB 236 101 83
· CMYK 0% 70% 64% 0%

Ⓑ

· RGB 250 189 80
· CMYK 0% 30% 75% 0%

Ⓒ

· RGB 96 186 150
· CMYK 63% 0% 51% 0%

Ⓓ

· RGB 0 159 197
· CMYK 79% 15% 17% 0%

Ⓔ

· RGB 163 78 109
· CMYK 36% 77% 36% 10%

Ⓐ Feel the *future*

Ⓑ Feel the *future*

Ⓒ Feel the *future*

Ⓓ Feel the *future*

Ⓔ Feel the *future*

Slogan

Chromatic Versions

S3 French Slogan

—

The full colour version of the slogan can adopt any of the Buenos Aires 2018 Full Colour Palette. The colour combination may not be altered.

Ⓐ

· RGB 236 101 83
· CMYK 0% 70% 64% 0%

Ⓑ

· RGB 250 189 80
· CMYK 0% 30% 75% 0%

Ⓒ

· RGB 96 186 150
· CMYK 63% 0% 51% 0%

Ⓓ

· RGB 0 159 197
· CMYK 79% 15% 17% 0%

Ⓔ

· RGB 163 78 109
· CMYK 36% 77% 36% 10%

Ⓐ Respire le *futur*

Ⓑ Respire le *futur*

Ⓒ Respire le *futur*

Ⓓ Respire le *futur*

Ⓔ Respire le *futur*

Slogan

Monochromatic Versions

S1 Main Spanish Slogan

S2 English Slogan

S3 French Slogan

—

Standard visual presentation of the slogan in English, Spanish and French versions. The typography of the slogan may not be altered in any way.

Positive Monochromatic Version | Spanish Slogan

Viví el *futuro*

Viví el *futuro*

Positive Monochromatic Version | English Slogan

Feel the *future*

Feel the *future*

Positive Monochromatic Version | French Slogan

Respire le *futur*

Respire le *futur*

Slogan

Monochromatic Versions
S1 Main Spanish Slogan
S2 English Slogan
S3 French Slogan

—

Standard visual presentation of the slogan in Spanish, English and French versions. The typography of the slogan may not be altered in any way.

Negative Monochromatic Version | Spanish Slogan

Viví el *futuro*

Viví el *futuro*

Negative Monochromatic Version | English Slogan

Feel the *future*

Feel the *future*

Negative Monochromatic Version | French Slogan

Respire le *futur*

Respire le *futur*

Slogan in Composite

Version 1

S1 Main Spanish Slogan combined with
Buenos Aires 2018 Vertical Emblem
—

Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.
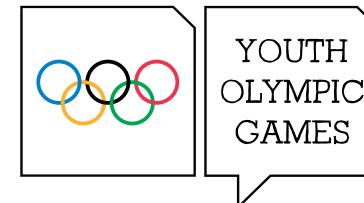
The Spanish version of the Slogan
admits two types of usage:
- In composite with the Buenos Aires
2018 emblem
- In a standalone position

(Page 68)

Slogan in Composite

Version 1

S2 English Slogan combined with
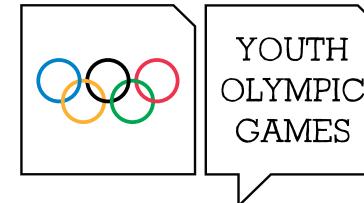
Buenos Aires 2018 Vertical Emblem

—

Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.

The English Slogan should always be
used in composite with the Buenos
Aires 2018 emblem. It should not be
used alone.
(Page 68)

Slogan in Composite

Version 1

S3 French Slogan combined with
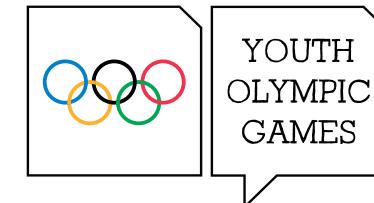
Buenos Aires 2018 Vertical Emblem

—

Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.

The French Slogan should always be
used in composite with the Buenos
Aires 2018 emblem. It should not be
used alone.
(Page 68)

Slogan

Version 1

Safety Zone

—

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 given by "x".

Slogan

Application

—

Illustration of the different Slogan versions applied in a Standalone (A) and Composite (B & C) positions.

Slogan in Composite

Version 2

S1 Main Spanish Slogan combined with
Buenos Aires 2018 Vertical Emblem
—
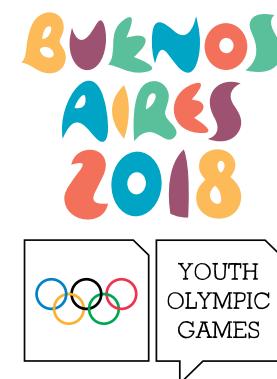
Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.

The Spanish version of the Slogan
admits two types of usage:
- In composite with the Buenos Aires
2018 emblem
- In a standalone position

Slogan in Composite

Version 2

S2 English Slogan combined with
Buenos Aires 2018 Vertical Emblem
—

Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.

The English Slogan should always be
used in composite with the Buenos
Aires 2018 emblem. It should not be
used alone.

Slogan in Composite

Version 2

S3 French Slogan combined with
Buenos Aires 2018 Vertical Emblem
—

Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.

The French Slogan should always be
used in composite with the Buenos
Aires 2018 emblem. It should not be
used alone.

Respire le *futur*

Slogan in Composite

Version 2

Safety Zone

—

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 given by "x".

0.5x

Feel the *future*

X

0.5x

Slogan in Composite

Version 3

S1 Main Spanish Slogan combined with
Buenos Aires 2018 Horizontal Emblem
—

Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.

The Spanish version of the Slogan
admits two types of usage:
- In composite with the Buenos Aires
2018 emblem
- In a standalone position

Slogan in Composite

Version 3

S2 English Slogan combined with

Buenos Aires 2018 Horizontal Emblem

—

Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.

The English Slogan should always be
used in composite with the Buenos
Aires 2018 emblem. It should not be
used alone.

BUENOS AIRES 2018

YOUTH OLYMPIC GAMES

Feel the *future*

Slogan in Composite

Version 3

S3 French Slogan combined with
Buenos Aires 2018 Horizontal Emblem
—

Standard visual presentation of the
slogan combined with the Buenos Aires
2018 emblem.
This disposition may not be altered.

The French Slogan should always be
used in composite with the Buenos
Aires 2018 emblem. It should not be
used alone.

Slogan in Composite

Version 3

Safety Zone

—

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 given by "x".


0.5x

X

0.25x

0.5x

Slogan

Correct Uses

—

Incorrect Uses

—

(A) Do not use the English or French Slogan without the Buenos Aires 2018 emblem in composite

(B) Do not alter the distance between the Slogan and the Buenos Aires 2018 emblem

(C) Do not use drop shadows or any other effects.

(D) Do not distort or change the proportions in any way.

Viví el *futuro*

Viví el *futuro*

Feel the *future*

Respire le *futur*

(A) Feel the *future*

Respire le *futur*

(B) Feel the *future*

(C) Feel the *future*

(D) Feel the *future*

08.Mascot

Mascot

Standard Graphics

—

This page specifies standard graphic
of the mascot and combination of the
graphic and designation.
Both of the uses described in this page
are approved.
The use of the mascot together with its
designation is not mandatory.


Standard graphic of the mascot

#Pandi
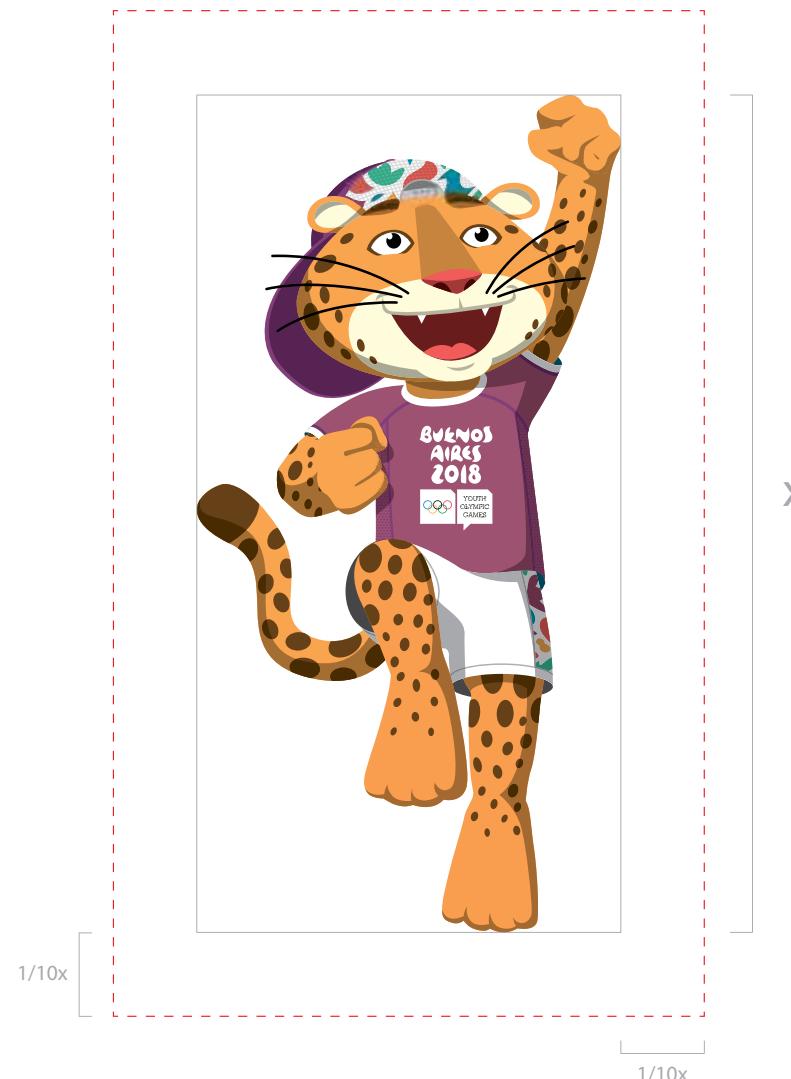
Combination of the graphic
and designation

Mascot

Safety Zone

—

To guarantee the legibility and integrity of the mascot, a minimum distance from other graphics must be respected. The minimum distance is an area around the mascot in which other elements cannot be placed. The minimum distance is given by "x" which is the height of the mascot.

X

1/10x

1/10x

Mascot

Minimum size of the Mascot

—

The emblem shall appear on the mascot in its entirety, with the exception of Section B below.
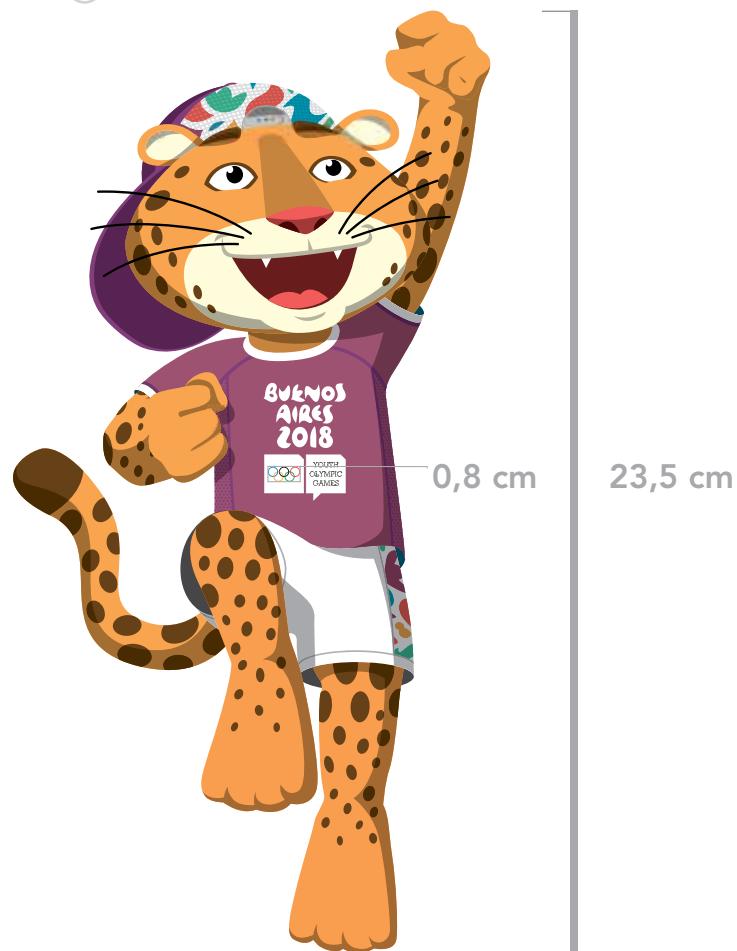
A

The total size of the mascot should respect the minimum size of the Olympic Rings (0,8 cm) in the Buenos Aires 2018 emblem. Therefore, the minimum height of the mascot should be 23,5 cm.

B

The emblem shall not appear on the mascot when it is smaller than 23,5 cm in height, wherein the combination of the mascot and emblem can be used instead. The minimum size of the Olympic Rings should always be 0,8 cm.

A

0,8 cm   23,5 cm

B

0,8 cm

Mascot

Background Colours

—

The mascot is allowed to be used on coloured backgrounds on condition that its visibility is ensured.
The colour of the background should be the ones corresponding to the Buenos Aires 2018 Full colour Palette.

(A)

· RGB 163 78 109
· CMYK 36% 77% 36% 10%

(B)

· RGB 250 189 80
· CMYK 0% 30% 75% 0%

(C)

· RGB 0 159 197
· CMYK 79% 15% 17% 0%

(D)

· RGB 236 101 83
· CMYK 0% 70% 64% 0%

(E)

· RGB 96 186 150
· CMYK 63% 0% 51% 0%

(A)   (B)   (C)   (D)   (E)

Mascot

Incorrect Uses

–

Posture of the mascot is predetermined and cannot be modified under any circumstance. No distortions or changes are allowed by any organisation.
In order to secure a high-quality representation of the mascot, only graphics provided by BAYOGOC can be used.

(A) Do not change or alter the colour of the Mascots' t-shirt or clothes.

(B) Do not apply any other emblem of the Buenos Aires 2018 chromatic emblem versions.

(C) Do not distort or change the proportions in any way.

(D) Do not apply drop shadows or any other effects.

(E) Do not modify the size of the Buenos Aires 2018 emblem.

(F) Do not modify the Mascots' inclination.

Mascot

Incorrect Uses for Combinations of the Mascot and Emblem

—

Posture and size of the mascot in combination with the emblem is predetermined and cannot be modified under any circumstance. No distortions or changes are allowed by any organisation.
In order to secure a high-quality representation of the mascot, only graphics provided by BAYOGOC can be used.

(A) Do not alter the distance between the Mascot and the Buenos Aires 2018 emblem.

(B) Do not change the position of the Buenos Aires 2018 emblem in combination with the Mascot.

(C) Do not distort or change the proportions between the Mascot and the Buenos Aires 2018 emblem in any way.

Mascot Usage Guidelines for NOCs & IFs

Business Cards, Letterheads and Email Signatures
—
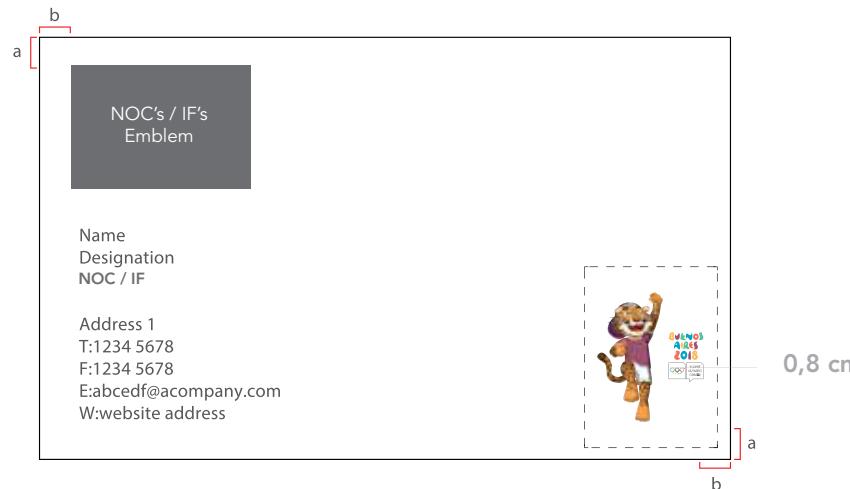
NOCs and IFs may use the Mascot on a pre-approved basis on business cards, letterheads and email signatures, provided they follow the formats of illustrations shown below and the Guidelines described on pages 79-84.
No Third Party Marks, advertising or any other such branding is allowed on any such item.

Please refer to the NOC Marks Usage Guidelines / IF Marks Usage Guidelines to comply with all the regulations stated on these documents.

Either the standard graphic of the mascot or the combination of the graphic and the designation can be used bearing the Olympic Rings should be at 0,8 cm minimum size.

A Standard graphic of the mascot

b
a

NOC's / IF's Emblem

Name
Designation
NOC / IF

Address 1
T:1234 5678
F:1234 5678
E:abcedf@acompany.com
W:website address

0,8 cm

a
b

B Combination of the graphic and designation

b
a

NOC's / IF's Emblem

Name
Designation
NOC / IF

Address 1
T:1234 5678
F:1234 5678
E:abcedf@acompany.com
W:website address

#PandI

0,8 cm

a
b

Mascot Usage Guidelines for NOCs & IFs

Website and Web-link

—

NOCs and IFs are also allowed to use the Mascot on a pre-approved basis on website and web-link to BAYOGOC's website and any other domain names owned by BAYOGOC, provided they follow the formats of illustrations shown below and the Guidelines described on pages 79-84.
No Third Party Marks, advertising or any other such branding is allowed on any such item.

Please refer to the NOC Marks Usage Guidelines / IF Marks Usage Guidelines to comply with all the regulations stated on these documents.

Either the standard graphic of the mascot or the combination of the graphic and the designation can be used bearing the Olympic Rings should be at 0,8 cm minimum size.
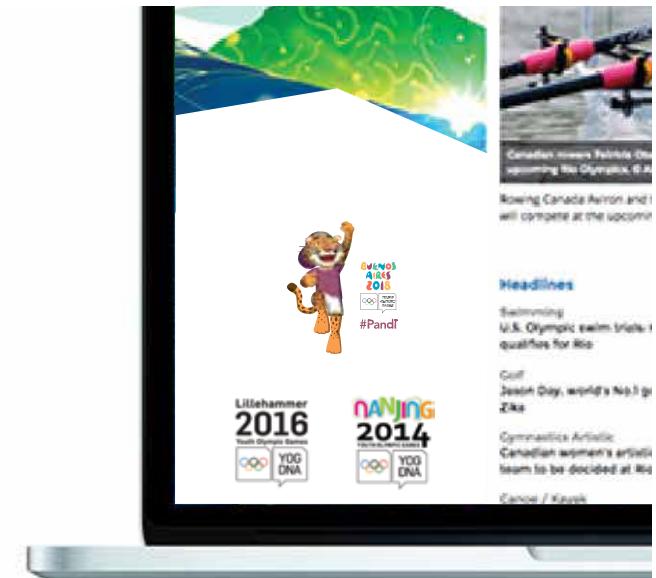
A Standard graphic of the mascot

B Combination of the graphic and designation

Mascot Usage Guidelines for NOCs & IFs

Publications and Printed Materials

—

NOCs and IFs are pre-approved to use the Mascot for editorial purposes in publications and printed documents, provided they follow the formats of illustrations shown below and the Guidelines described on pages 79-84. No Third Party Marks, advertising or any other such branding is allowed on any such item.

Please refer to the NOC Marks Usage Guidelines / IF Marks Usage Guidelines to comply with all the regulations stated on these documents.

Either the standard graphic of the mascot or the combination of the graphic and the designation can be used bearing the Olympic Rings should be at 0,8 cm minimum size.

(A) Standard graphic of the mascot

(B) Combination of the graphic and designation

Conditions of use of the Mascot

The following conditions apply for any use of the Mascot:

1. For NOCs / IFs, the use should be for the sole purpose of promoting their initiatives directly related to the Games and/or to provide information on the Games, to the exclusion of any commercial use/ benefit.
2. NOCs / IFs may not display or use the mascot in proximity to any commercial marks or in any manner that implies a commercial association with or endorsement by BAYOGOC or the Games.
3. Any use of the mascot must comply with guidelines laid out in this manual.
4. NOCs / IFs applying for use of the mascot shall fill out the Marks Usage Request Form (Appendix I) and submit it, along with all necessary artwork to BAYOGOC for approval.

Youth Olympic Games Buenos Aires 2018
Standard Marks Usage Guidelines