

INNSBRUCK 2012 WINTER YOUTH OLYMPIC GAMES

NOVEMBER 2010

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# SPORT PICTOGRAMS MANUAL

# CONTENT

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|     |                          |     |
|-----|--------------------------|-----|
| 1   | THE SPORT PICTOGRAMS     | 3   |
| 1.1 | THE PRIMARY PICTOGRAMS   | 4-5 |
| 1.2 | THE SECONDARY PICTOGRAMS | 6-9 |
| 2   | COLOUR VARIANTS          | 10  |
| 2.1 | THE PRIMARY PICTOGRAMS   | 10  |
| 2.2 | THE SECONDARY PICTOGRAMS | 10  |
| 3   | TYPOGRAPHY               | 11  |
| 3.1 | THE PRIMARY PICTOGRAMS   | 11  |
| 3.2 | THE SECONDARY PICTOGRAMS | 11  |
| 4   | MINIMUM SIZES            | 12  |
| 4.1 | THE PRIMARY PICTOGRAMS   | 12  |
| 4.2 | THE SECONDARY PICTOGRAMS | 12  |
| 5   | CLEAR SPACE REQUIREMENTS | 13  |
| 6   | RESTRICTIONS             | 14  |

# 1.1 THE PRIMARY SPORT PICTOGRAMS

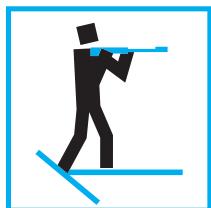
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## 1.1.1 WITH DESCRIPTION

Complete set of Innsbruck 2012 Winter Youth Olympic Games Sport Pictograms (Total: 17)



ALPINE SKIING



BIATHLON



BOBSLEIGH



CROSS-COUNTRY  
SKIING



CURLING



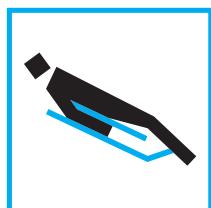
FIGURE SKATING



FREESTYLE SKIING



ICE HOCKEY



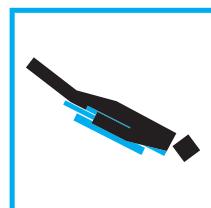
LUGE



NORDIC COMBINED



SHORT TRACK  
SPEED SKATING



SKELETON



SKI CROSS



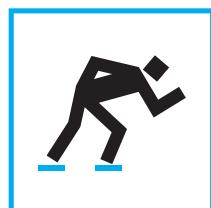
SKI HALPIPE



SKI JUMPING



SNOWBOARD



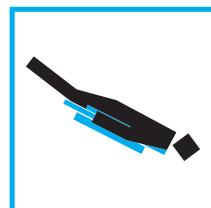
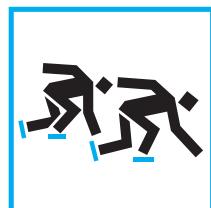
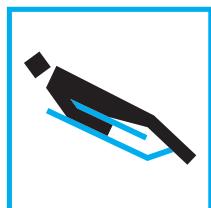
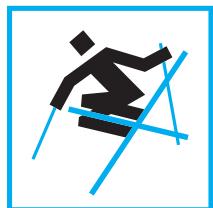
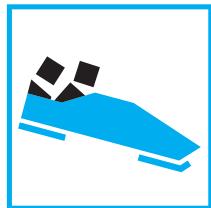
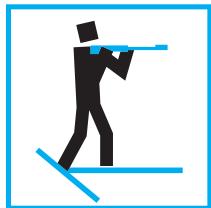
SPEED SKATING

## 1.1 THE PRIMARY SPORT PICTOGRAMS

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### 1.1.2 WITHOUT DESCRIPTION

Complete set of Innsbruck 2012 Winter Youth Olympic Games Sport Pictograms (Total: 17)



## 1.2 THE SECONDARY SPORT PICTOGRAMS

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### 1.2.1.1 MONOCHROME BLUE WITH DESCRIPTION

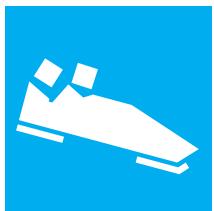
Complete set of Innsbruck 2012 Winter Youth Olympic Games Sport Pictograms (Total: 17)



ALPINE SKIING



BIATHLON



BOBSLEIGH



CROSS-COUNTRY  
SKIING



CURLING



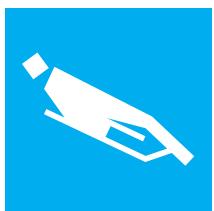
FIGURE SKATING



FREESTYLE SKIING



ICE HOCKEY



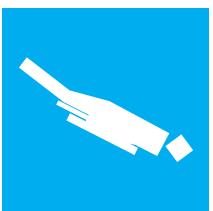
LUGE



NORDIC COMBINED



SHORT TRACK  
SPEED SKATING



SKELETON



SKI CROSS



SKI HALPIPE



SKI JUMPING



SNOWBOARD



SPEED SKATING

## 1.2 THE SECONDARY SPORT PICTOGRAMS

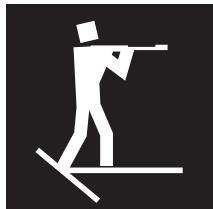
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### 1.2.1.2 MONOCHROME BLACK WITH DESCRIPTION

Complete set of Innsbruck 2012 Winter Youth Olympic Games Sport Pictograms (Total: 17)



ALPINE SKIING



BIATHLON



BOBSLEIGH



CROSS-COUNTRY  
SKIING



CURLING



FIGURE SKATING



FREESTYLE SKIING



ICE HOCKEY



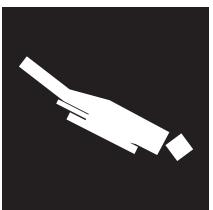
LUGE



NORDIC COMBINED



SHORT TRACK  
SPEED SKATING



SKELETON



SKI CROSS



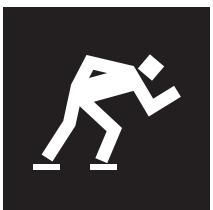
SKI HALPIPE



SKI JUMPING



SNOWBOARD



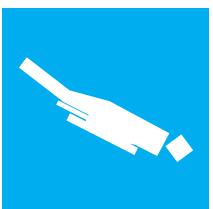
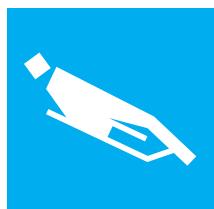
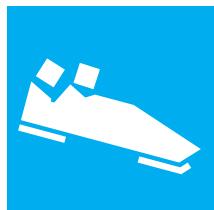
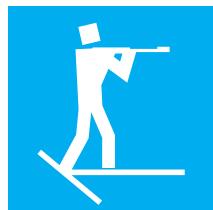
SPEED SKATING

## 1.2 THE SECONDARY SPORT PICTOGRAMS

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### 1.2.2.1 MONOCHROME BLUE WITHOUT DESCRIPTION

Complete set of Innsbruck 2012 Winter Youth Olympic Games Sport Pictograms (Total: 17)

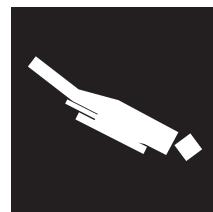
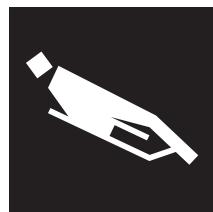


## 1.2 THE SECONDARY SPORT PICTOGRAMS

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### 1.2.2.2 MONOCHROME BLACK WITHOUT DESCRIPTION

Complete set of Innsbruck 2012 Winter Youth Olympic Games Sport Pictograms (Total: 17)



## 2 COLOUR VARIANTS

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### 2.1 THE PRIMARY PICTOGRAMS WITH OR WITHOUT DESCRIPTION



ALPINE SKIING

Athlete

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



Frame Border, Sports Gear,  
Typography

- CMYK 100/0/0/0
- Pantone Process Cyan C/U
- RGB 0/158/224

Frame

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

### 2.2.1 THE SECONDARY PICTOGRAMS MONOCHROME BLUE WITH OR WITHOUT DESCRIPTION



ALPINE SKIING

Athlete, Sports Gear

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



Frame, Typography

- CMYK 100/0/0/0
- Pantone Process Cyan C/U
- RGB 0/158/224

### 2.2.2 THE SECONDARY PICTOGRAMS MONOCHROME BLACK WITH OR WITHOUT DESCRIPTION



ALPINE SKIING

Athlete, Sports Gear

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



Frame, Typography

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

# 3 TYPOGRAPHY

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## 3.1 THE PRIMARY PICTOGRAMS SET BLACK/BLUE WITH DESCRIPTION

A set of pictograms including english descriptor is provided.  
The Innsbruck 2012 Winter Youth Olympic Games Corporate font face is displayed in capital letters.



ALPINE SKIING

### 3.2.1 THE SECONDARY PICTOGRAMS MONOCHROME BLUE SET WITH DESCRIPTION

A set of pictograms including english descriptor is provided. The Innsbruck 2012 Winter Youth Olympic Games Corporate font face is displayed in capital letters.



ALPINE SKIING

### 3.2.2 THE SECONDARY PICTOGRAMS MONOCHROME BLACK SET WITH DESCRIPTION

A set of pictograms including english descriptor is provided. The Innsbruck 2012 Winter Youth Olympic Games Corporate font face is displayed in capital letters.



ALPINE SKIING

# 4 MINIMUM SIZES

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## 4.1 THE PRIMARY PICTOGRAMS

Minimum size must be observed in order to preserve the integrity of the sport pictograms.  
In case a smaller size is required please use the secondary pictograms sets.

### WITH DESCRIPTION

The minimum size for the basic form  
is 16 mm in width.



ALPINE SKIING

### WITHOUT DESCRIPTION

The minimum size for the basic form  
is 10 mm in width.



## 4.2 THE SECONDARY PICTOGRAMS

Minimum size must be observed in order to preserve the integrity of the sport pictograms.  
Any sizes smaller than the minimum sizes indicated below are prohibited.

### WITH DESCRIPTION

The minimum size for the basic form  
is 16 mm in width.



ALPINE SKIING



ALPINE SKIING

### WITHOUT DESCRIPTION

The minimum size for the basic form  
is 4 mm in width.

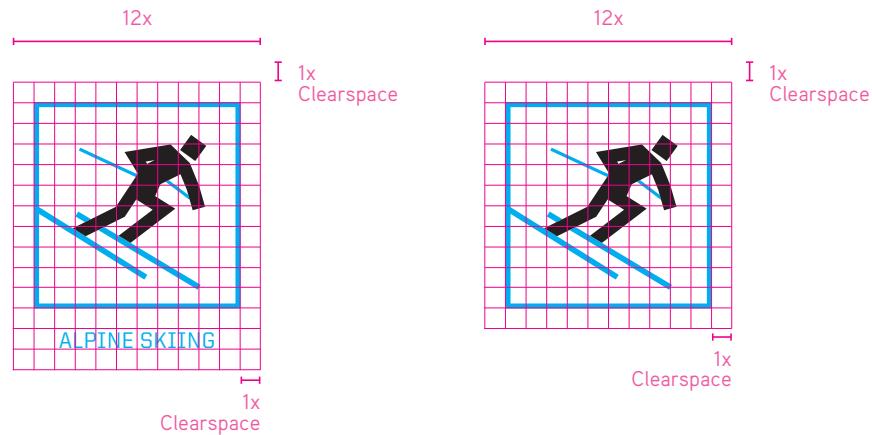


## 5 CLEAR SPACE REQUIREMENTS

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To guarantee the legibility and integrity of the sport pictogram, 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 sport pictogram is X. "X" is a basic unit of measurement. The sport pictogram can be placed in any position as long as the clear space requirements are met.



## 6 RESTRICTIONS

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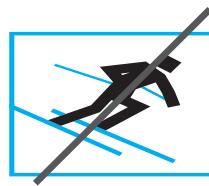
These examples indicate how the sport pictograms must not be used.



Do not tilt at  
any angle.



Do not rearrange  
any elements.

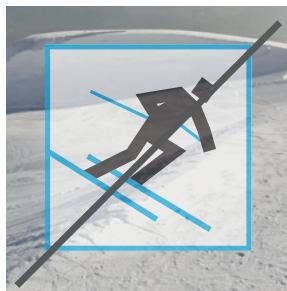


Do not distort the  
pictograms.

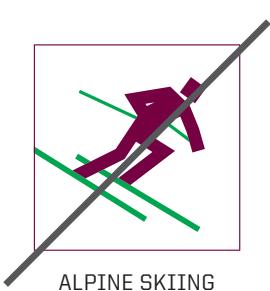


ALPINE SKIING

Do not independently scale  
individual elements



Do not use  
transparency.



ALPINE SKIING

Do not alter colour  
arrangement.



ALPINE SKIING

Do not crop the  
pictograms.



ALPINE SKIING

Do not change  
typography.