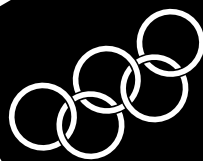


YOG DNA and BOD



THE SPIRIT OF
THE YOUTH OLYMPIC GAMES

YOG
DNA

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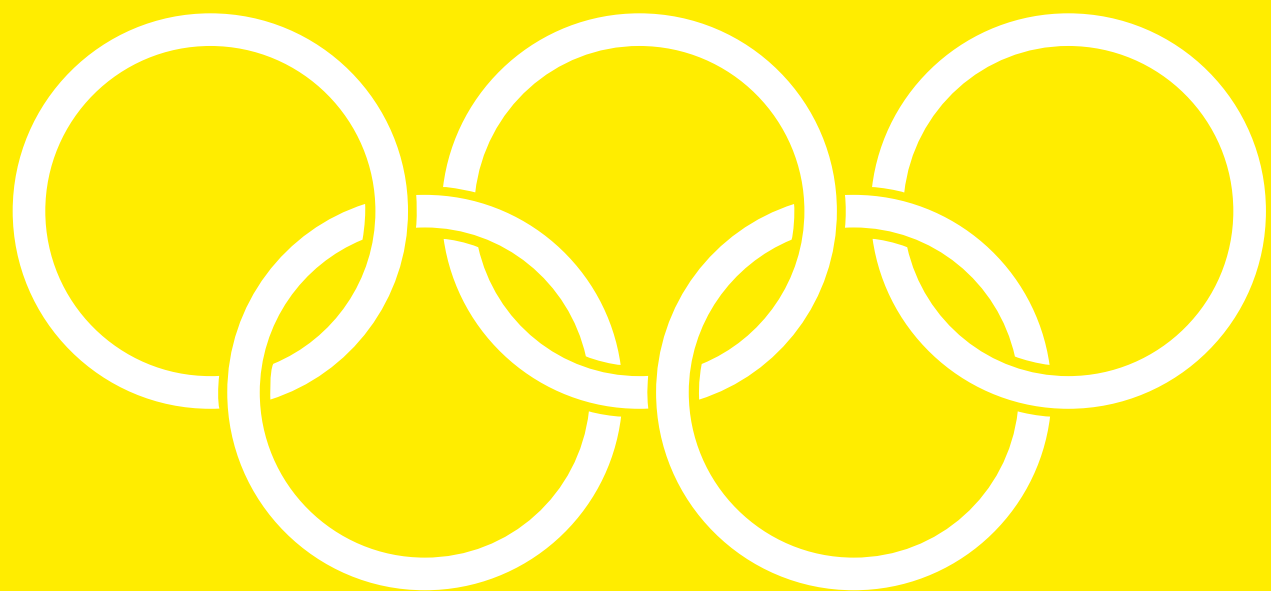
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YOG
DNA

THINK-

IN THE SPIRIT OF

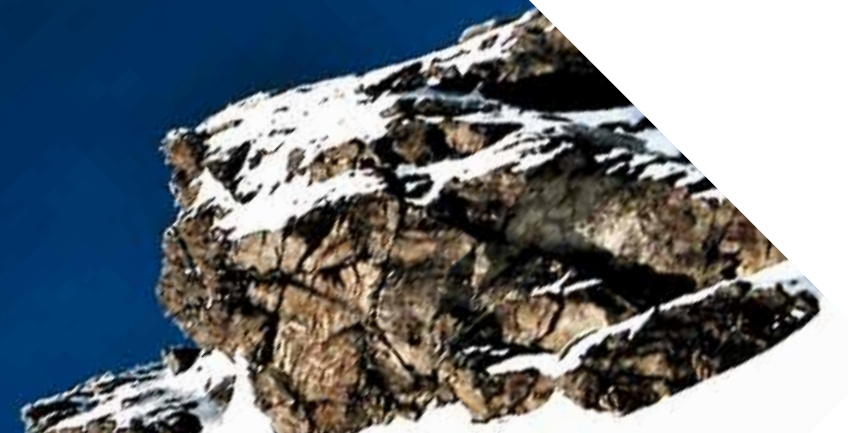
THE YOUTH OLYMPIC GAMES
YOG-DNA

THE YOUTH OLYMPIC GAMES

A major & global youth event

Initiated by the International Olympic Committee (IOC), the Youth Olympic Games (YOG) are a global multi-sport, cultural and educational event for young people, by young people. As with the Olympic Games, the YOG follow the traditional cycle of four years, with Summer YOG in 2010, 2014, 2018, etc., and Winter YOG in 2012, 2016, 2020, etc. The YOG will add a new dimension to the Olympic Movement, complementing what is already being achieved through the Olympic Games and the numerous IOC projects to promote the Olympic values. The YOG will bring together talented athletes from around the world to participate in high-level competitions and lead them on their way to becoming true champions. This event will act as a catalyst for initiatives with young people around the world.

The YOG also include educational and cultural interactive activities. They offer a platform to tackle societal issues of high importance for young people and society in general through workshops and forums. These issues will be addressed through the following five themes: Olympism and Olympic values, skills development, well-being and healthy lifestyle, social responsibility and expression through digital media.



AN ATTITUDE

THE YOG DNA WORLD

While the YOG are held at intervals, YOG DNA (*) is the movement for all those who identify with the values embodied by the YOG. It is the movement for all those who carry within them the DNA of the YOG.

Unlike the YOG, which involve particular cities and years, YOG DNA has no time constraints. The movement exists before, during and after each edition of the Games. It is a spirit, an attitude. It transcends time. Because it is ongoing, it constantly adapts to the tastes and identity of young people.

What are the values of the YOG DNA? They are the Olympic values (excellence, friendship, respect, etc.) plus the qualities of the distinctive social group formed by young people (freedom, dynamism, creativity, freshness, etc.). In short, YOG DNA is the spirit of youth blowing through the Olympic Movement. Young people will take on board the Olympic values and illustrate them through their own codes. The YOG DNA identity is therefore distinguished by creativity and, above all, by a new freedom within the Olympic Movement.



* To ensure international recognition of the YOG DNA label, the term YOG DNA is not translated into any other languages.

THE YOG DNA LABEL

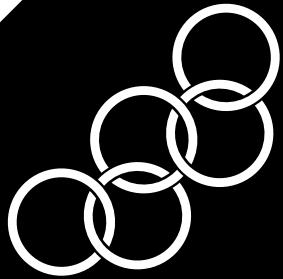
The visual universe of YOG DNA is marked by its great diversity: colours, shapes, typographies and choice of images are – and must be – extremely varied. A recurring and distinctive element will provide a common identity for this world of freedom: the YOG DNA label.

The label is the signature of the young people who belong to the YOG DNA movement. It is also a sign of approval, and therefore it authenticates any element which carries it (person, poster, event, clothing, etc.). It carries and communicates a value judgement. It certifies that the person wearing it is a YOG DNA member, a proud ambassador of the Olympic values, young in body and/or at heart, a practitioner of and/or defender of the values linked to sport.

But, like any label, the YOG DNA label does not authenticate any and every visual, only those which correspond to the YOG DNA identity, that spirit which combines the Olympic values and those of young people. A visual which does not meet these requirements (because it is too institutional, for example) could not have the YOG DNA label, as it would not be “youth approved”.

The label also explains why the visual elements which carry it can differ from the usual visual codes of the Olympic Movement. All these identity elements must be “signed” by the label. It is this omnipresence which is the cohesive element of the YOG DNA identity.

THE SPIRIT OF
THE YOUTH OLYMPIC
GAMES
YOG
DNA



YOG
DNA

THE SPIRIT OF
THE YOUTH OLYMPIC GAMES

The YOG DNA label, signature of the world's young people, has a simple, visually strong and easily identifiable shape. It sets a seal on whichever medium carries it.

On one side, a square containing the Olympic rings, on the other side a square with the YOG DNA name. The speech bubble shape symbolises commitment, action, dialogue and communication. With this label, it is young people world-wide who are standing up, speaking out and taking a position.

EXPRESS
YOURSELF
BEYOND YOUR MARK

YOG DNA LABEL SHAPE



THE SPIRIT OF
THE YOUTH OLYMPIC GAMES

THE 15 ESSENTIAL RULES OF YOG DNA





ENJOY
THE JOURNEY!

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AXIOM

WHAT TO SIGN OFF WITH THE YOG DNA LABEL

The YOG DNA 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...)

- so first, create something which is the spirit of YOG DNA (a website, a poster, an ad, a business card...)
- only then, are you allowed to proudly stamp it.

Use your knowledge and common sense to evaluate whether this criteria is met.

Note that your creation doesn't have to express all of the values, but enough to be a true and good ambassador of the YOG DNA spirit.

STAMP WITH THE YOG DNA SIGNATURE



AXIOM

THE LABEL

Label and baseline, in French and English



- The typography of the baseline and the label cannot be modified.
- The label and baseline must be the same colour.
- On occasion, and with the IOC’s prior agreement, the label and baseline can be disconnected.
- The surface area occupied by the baseline can be increased or decreased, but the text must always be readable (see rules 8 & 10).
- The typographical flag of the baseline cannot be altered.
- In texts, “YOG DNA” must always be written in capitals, with a hyphen.
- To ensure international recognition of the YOG DNA label, the term YOG DNA is not translated. Only the baseline is translated into French.



CONTENT



#1 THE CONTEXT RULE

The YOG DNA label may not be applied to elements illustrating or suggesting:

- Violence (war, weapons, etc.)
- Sex
- Religion
- Politics
- Drugs
- Any visual representation or verbal expression of a xenophobic, racist, sexist, insulting or discriminatory nature



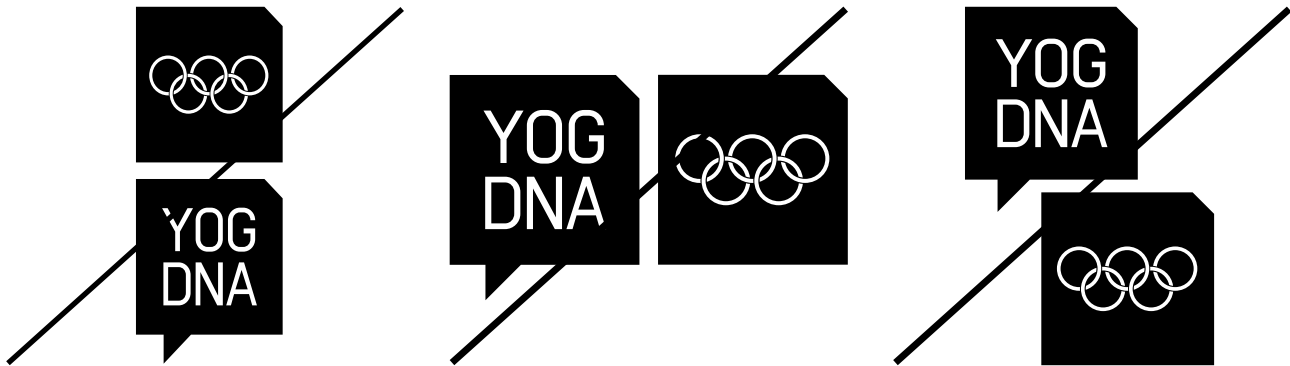
SHAPES



SHAPES

#2 THE INTEGRALITY RULE

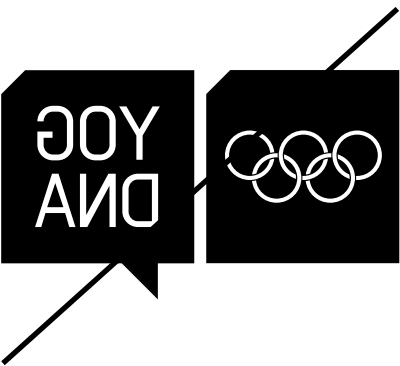
The two elements which make up the label may not be disconnected or placed in a different order.



SHAPES

#3 THE SYMMETRY RULE

The label may not appear as a mirror image.



SHAPES

#4 THE DISTORTION RULE

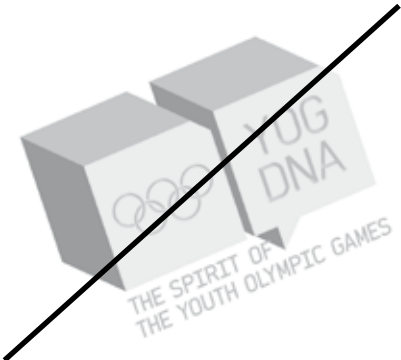
The label must retain its initial shape.



SHAPES

#5 THE TWO DIMENSIONS RULE

3D effects are prohibited.



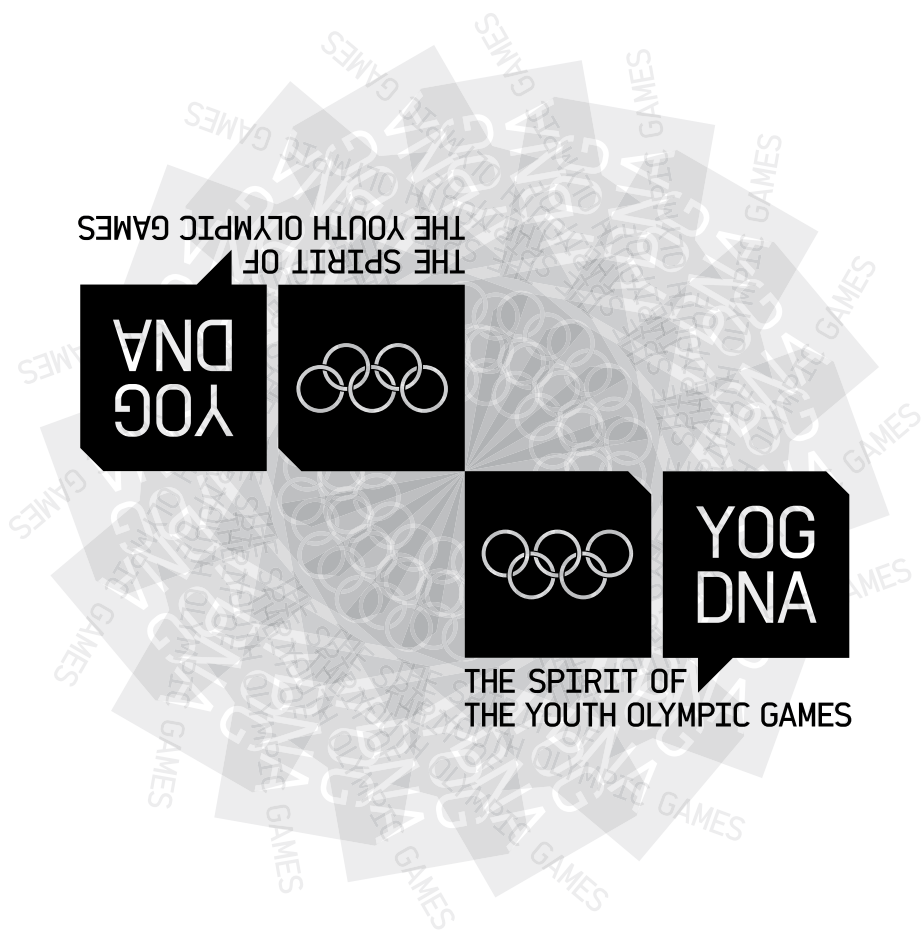
POSITIONS & PROPORTIONS



POSITIONS
& PROPORTIONS

#6 THE POSITION RULE

The label may be positioned in 360°.



POSITIONS
& PROPORTIONS

#7 THE CUTTING RULE

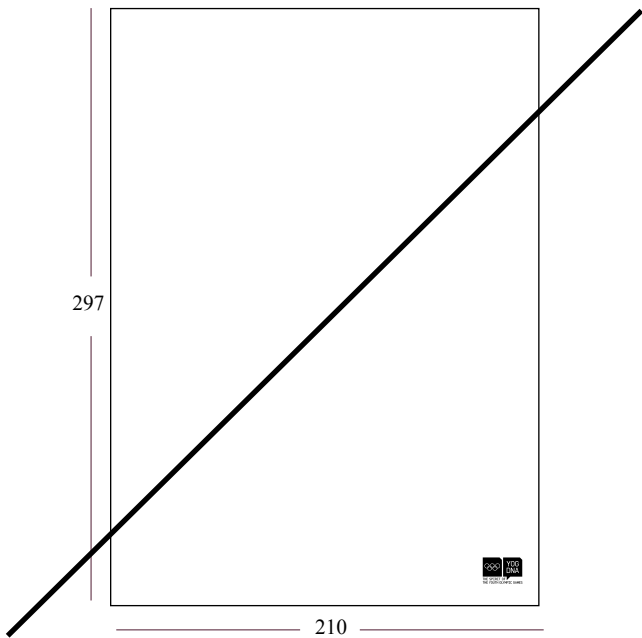
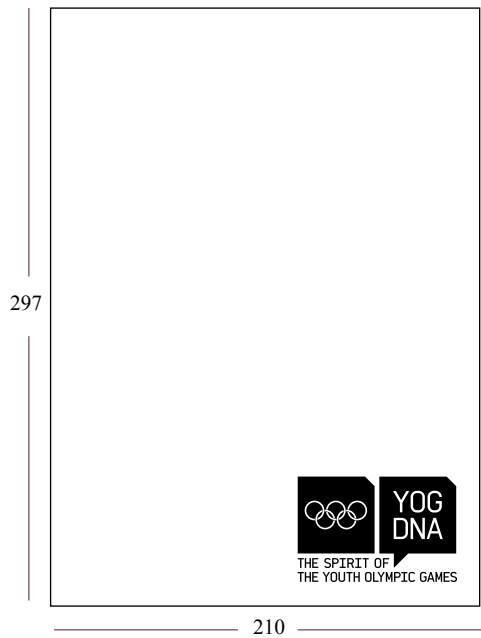
The label may be cut only in a given area.



POSITIONS
& PROPORTIONS

#8 THE READABILITY RULE

The text of the label and the brand signature must be readable.





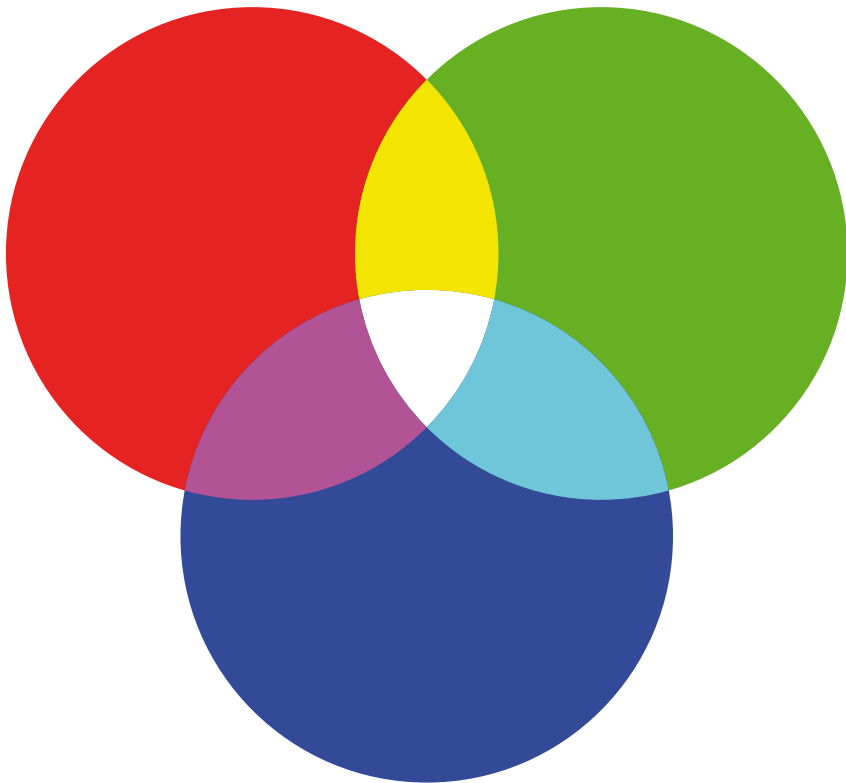
COLOURS



COLOURS

#9 THE COLOURS RULE

The label may be used in any colour.



Etc...

COLOURS

#10 THE TRANSPARENCY RULE

The label may appear with different levels of transparency but must:

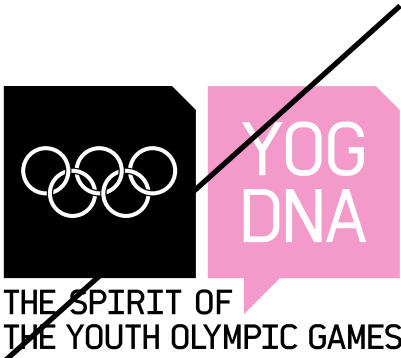
- Avoid matching tones
- Remain readable



COLOURS

#11 THE CONSISTENCY RULE

The two zones of the label must be the same colour and have the same level of transparency.



COLOURS

#12 THE TYPOGRAPHY RULE

The typography and the Olympic Rings must always be empty to show the background beneath.



COLOURS

#13 THE TEXTURE RULE

Colour and structure effects are prohibited, with the exception of the “stamp” effect provided by the IOC itself.



CO- BRANDING

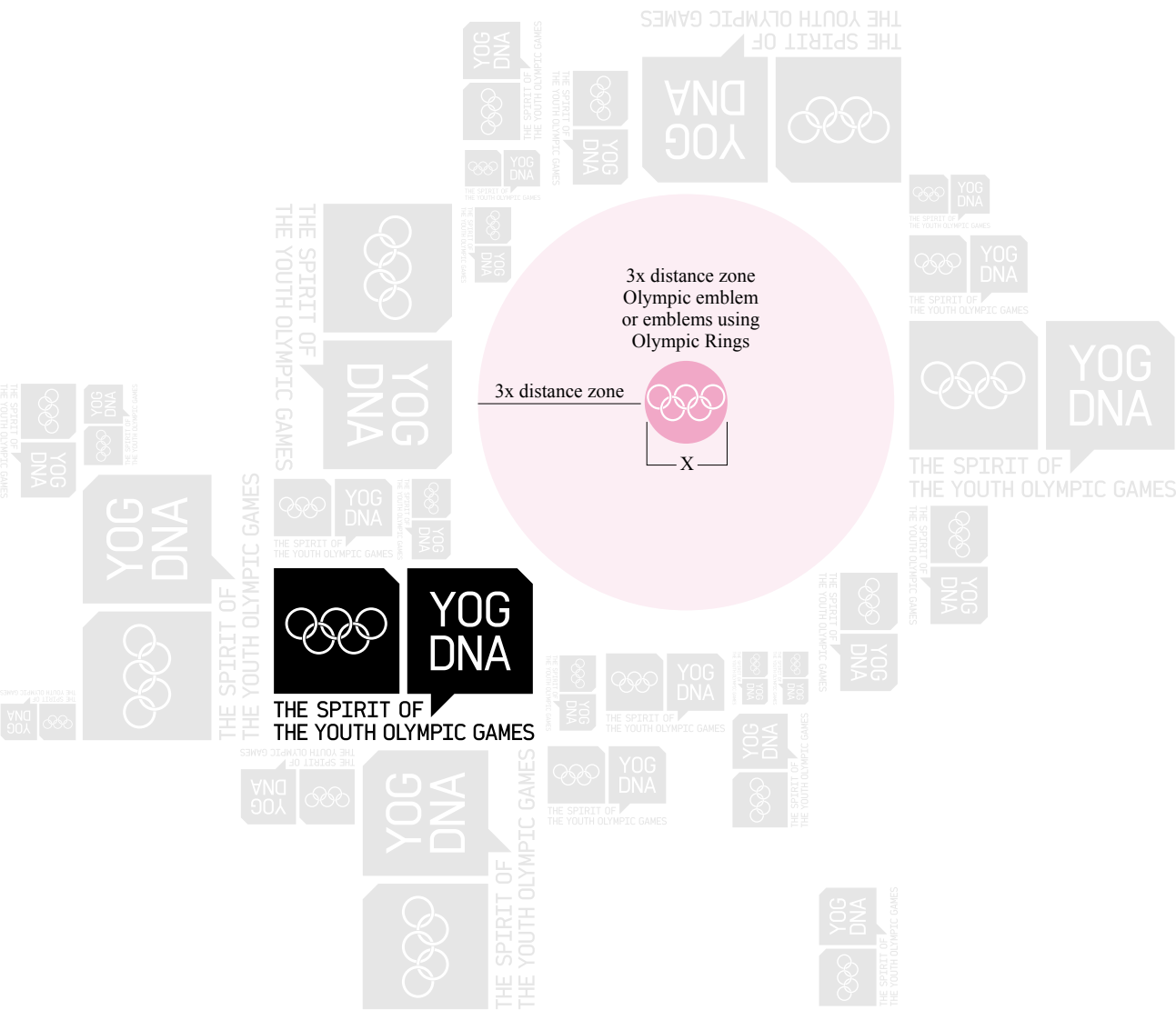


CO-BRANDING

#14 THE RULE OF YOG DNA LABEL ASSOCIATED WITH THE OLYMPIC EMBLEM AND EMBLEMS USING THE OLYMPIC RINGS

When used on the following collateral, the YOG DNA label must respect a distance of 3x the Olympic Rings size:

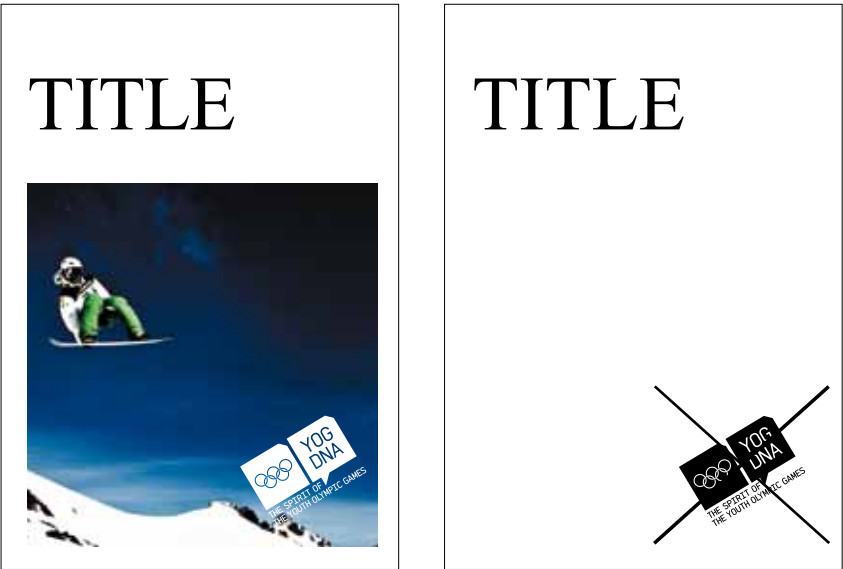
- digital media (website or social media platform, such as Facebook, Twitter) featuring an emblem including the Olympic Rings
- editorial documents featuring an emblem including the Olympic Rings
- publications featuring an emblem including the Olympic Rings
- branded items featuring an emblem including the Olympic Rings



The YOG DNA label may be used on any digital media associated with the Youth Olympic Games (including NOCs, YOGOCs, OCOGs and IOC).

For editorial documents, the YOG DNA label may be used on the front cover, as long an image depicting of a youth activity is also used. If this is not the case, the YOG DNA label may not be used.

International Federations (IFs) participating in the Youth Olympic Games are allowed to use the YOG-DNA label for editorial purposes only, such as in publications, or on their official website, provided that there are no commercial companies/third parties associated with it (e.g. on the same page of the publication/website on which the YOG-DNA label is reproduced) and that all usage be submitted to the IOC (catherine.green@olympic.org) for its prior written approval.



CO-BRANDING

#15 THE RULE OF BRANDED ITEMS

When used on branded items (such as a T-Shirt, hat, bag, etc.), the YOG DNA label can only be applied if the related product follows the Golden Rule of being ‘Olympic’ and ‘Youthful’.



NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There is a thick black horizontal bar at the top edge of the page.

**Br
K**