



OLYMPIC SOLIDARITY CORPORATE IDENTITY USAGE GUIDELINES FOR NOCs



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INTRODUCTION

The purpose of these guidelines is to provide guidance on how an NOC may use the Olympic Solidarity corporate identity indicating Olympic Solidarity's support for its activity.

GENERAL PRINCIPLES

Any and all uses of the Olympic Solidarity corporate identity must be guided by the following principles:

1. The use of the Olympic Solidarity corporate identity must be strictly limited to projects supported by Olympic Solidarity and subject to Olympic Solidarity's approval. Hence, the Olympic Solidarity corporate identity must be reproduced independently from the NOC's emblem and may not be incorporated or combined with any logo, references or marks.
2. The Olympic Solidarity corporate identity may not be used for any commercial purposes. In particular, it must not appear in any way that might create an association between Olympic Solidarity and sponsors of the initiative or the NOC.
3. The Olympic Solidarity corporate identity must appear in proportionate size to other elements featured on a page, and must not be emphasised over other visual or textual elements. The Olympic Solidarity corporate identity must never be distorted or altered in any way.



USE OF THE OLYMPIC SOLIDARITY CORPORATE IDENTITY

To indicate the support of Olympic Solidarity for its activity, an NOC may use, subject to Olympic Solidarity's approval and the uses outlined below, the Olympic Solidarity corporate identity.

DEFINITION

The corporate identity of Olympic Solidarity is made up of three elements:

- the designed blue "OS" visual element
- the Olympic symbol
- the specific designation "Olympic Solidarity"

English Version	French Version	Spanish Version	No text version
			



GRAPHIC RULES

Full Colour

- The full-colour version of the corporate identity is the preferred version and must be used, in all instances, for all institutional and symbolic applications.
- In addition to the six colours of the Olympic symbol¹, the Olympic Solidarity corporate identity uses the grey Pantone 424 for the typography and specific blue Pantone 550 for its distinctive element.
- The full-colour version of the corporate identity must always be used on a white background.



Pantone 3005 cmyk c100 m37 y0 k0 rgb r0 g129 b200 web safe hex #0081C8	Pantone 137 cmyk c0 m37 y91 k0 rgb r252 g177 b49 web safe hex #FCB131	Pantone 426 cmyk c0 m0 y0 k100 rgb r0 g0 b0 web safe hex #000000	Pantone 355 cmyk c100 m0 y100 k0 rgb r0 g166 b81 web safe hex #00A651	Pantone 192 cmyk c0 m94 y65 k0 rgb r238 g51 b78 web safe hex #EE334E
White cmyk c0 m0 y0 k0 rgb r255 g255 b255 web safe hex#FFFFFF	Pantone 424 cmyk c0 m0 y0 k65 rgb r119 g120 b123 web safe hex #77787b	Pantone 550 cmyk c38 m4 y0 k19 rgb r126 g176 b204 web safe hex #7EB0CC		

¹ Olympism and the Olympic symbol – Principles and Usage Guidelines, p. 19



Monochrome

For practical applications, the Olympic Solidarity corporate identity is available in two monochrome versions: white and black.

In all instances, the chosen version must guarantee sufficient contrast to ensure the visibility and legibility of the corporate identity.



Monochrome black version



Monochrome white version

Isolation Area

The isolation area must remain free of any typography, text, graphic and/or photographic elements. It is defined by drawing a rectangle around the edges of the corporate identity as illustrated below. The minimum distance between the rectangle and any element is a distance of $2X$, X being the external radius of a ring.





Minimum Size

To ensure the legibility of the designation, the height of the designation of the Olympic Solidarity corporate identity cannot be any smaller than 1.75mm.









Backgrounds

To respect the integrity of the Olympic symbol, the full-colour version of the Olympic Solidarity corporate identity may be used only on a white background.

White and black monochrome versions must be used whenever the background is not white.

In all instances, a sufficient level of contrast — at least 50% in value — is required to guarantee that the corporate identity remains distinctively visible.

 <p>Always apply the full colour version on a white background</p>	 <p>Always apply the full colour version on a white background</p>	 <p>Do not place images in front of the corporate identity</p>
 <p>Always apply the corporate identity on a quiet background</p>	 <p>Do not use backgrounds of near equal value to the corporate identity</p>	 <p>Do not place the monochrome version of the corporate identity on a graphic / image background</p>



Common Misuses

Alterations: The Olympic Solidarity corporate identity should never be altered in any way. In particular, the distinctive element (if any), the designation and the Olympic symbol must never be separated, moved or rearranged.

<p>Do not change the relationship of the elements</p>	<p>Do not create alternate versions of the designation</p>	<p>Do not modify colour of the designation</p>
<p>Do not modify the type</p>	<p>Do not use the type alone</p>	<p>Do not create marks from individual elements: use only provided marks</p>

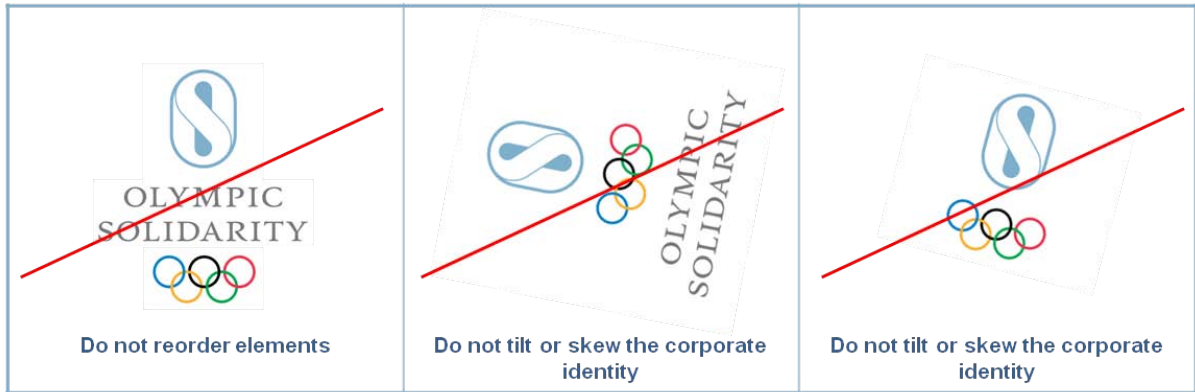
Note: *The above examples are not an exhaustive list.*

Distortions: The Olympic Solidarity corporate identity must always be visible in its entirety and must never be distorted in any way.

<p>Do not crop the corporate identity in any way</p>	<p>Do not stretch or distort the corporate identity</p>	<p>Do not use as a decorative element: the corporate identity should be shown in its entirety and its integrity must be maintained</p>
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Orientation: The Olympic Solidarity corporate identity must always be reproduced horizontally.

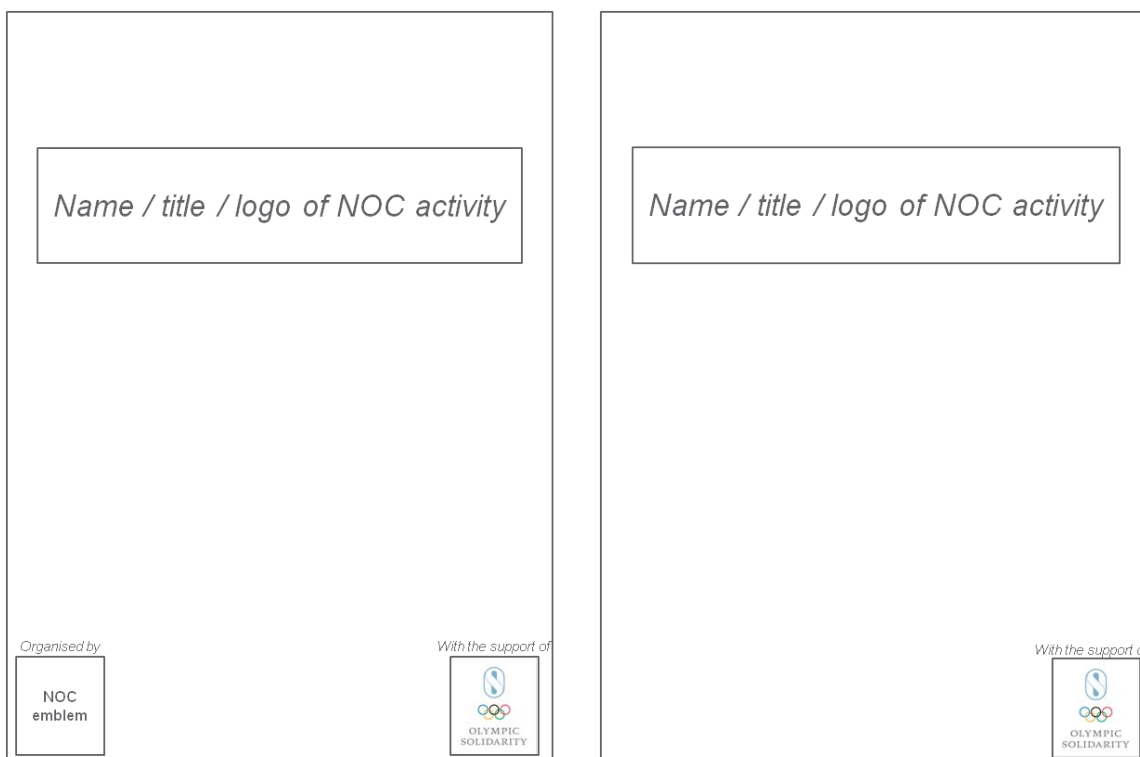




APPLICATIONS OF OLYMPIC SOLIDARITY CORPORATE IDENTITY

The use of the Olympic Solidarity corporate identity is allowed for NOC activities which have been formally approved by Olympic Solidarity in relation to its programmes and subject to Olympic Solidarity's approval. The Olympic Solidarity corporate identity may appear on materials such as banners, backdrops, booklets, notepads, goodies (pens, bags, t-shirts, etc.), as well as on the NOC website. Such applications must always comply with the general principles set out in this document.

Examples of correct applications:



Illustrations on booklets / notepads / banners / backdrops

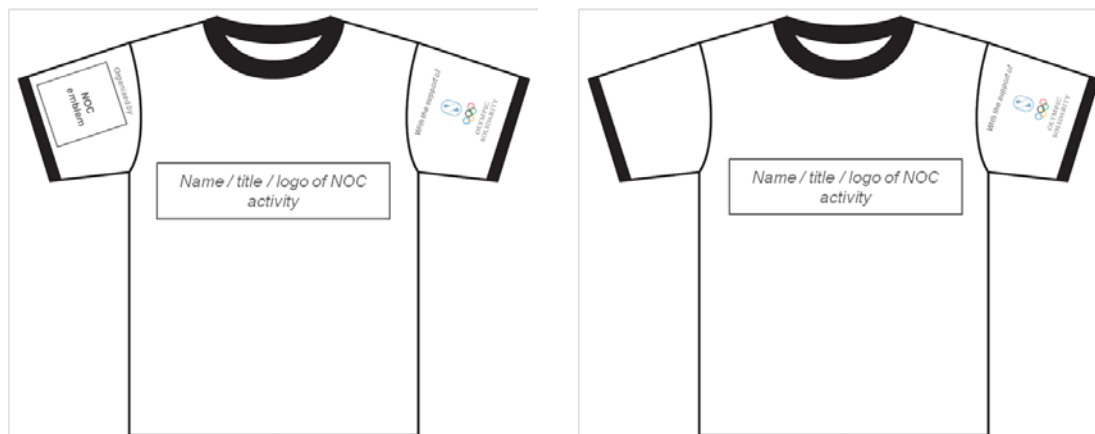
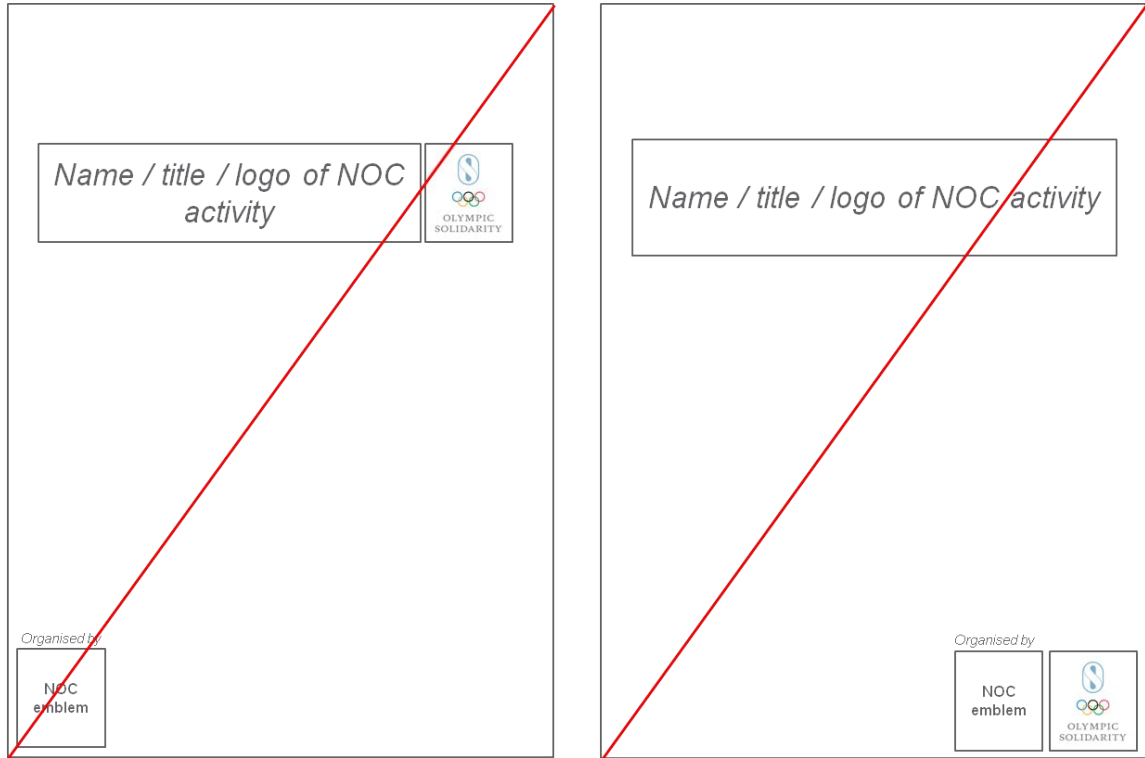


Illustration on T-shirts



Examples of incorrect applications: the Olympic Solidarity corporate identity may not be incorporated or combined with any logo, references or marks, e.g. the NOC emblem or the activity's logo.



Illustrations on booklets / notepads / banners / backdrops

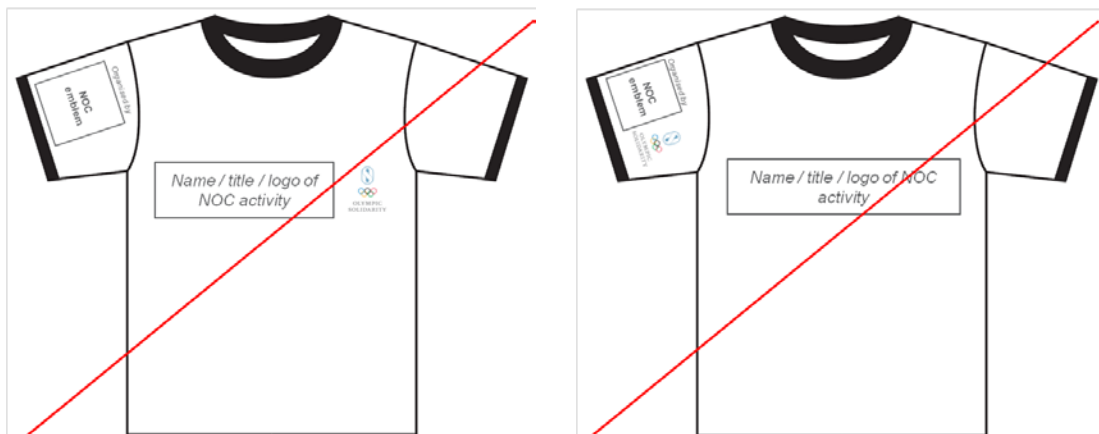
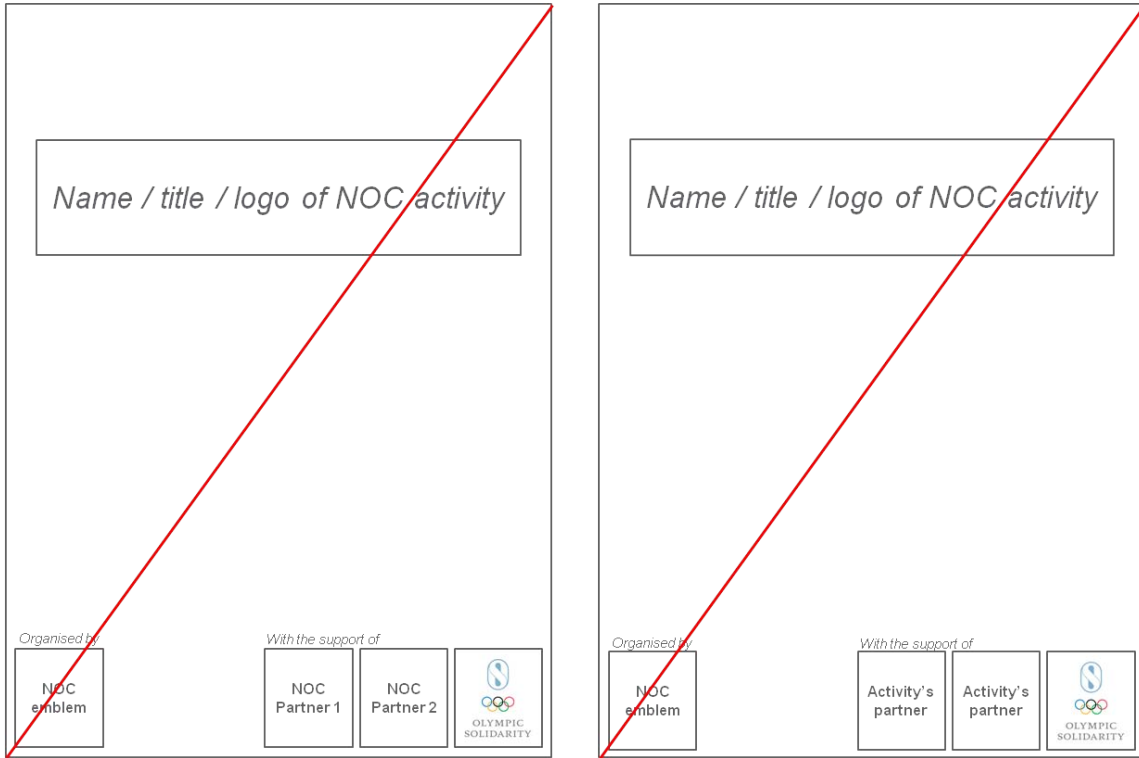


Illustration on T-shirts



Examples of incorrect applications: The Olympic Solidarity corporate identity may not be used for any commercial purposes. In particular, it must not appear in any way that might create an association between Olympic Solidarity and sponsors of the initiative or the NOC.



Illustrations on booklets / notepads / banners / backdrops

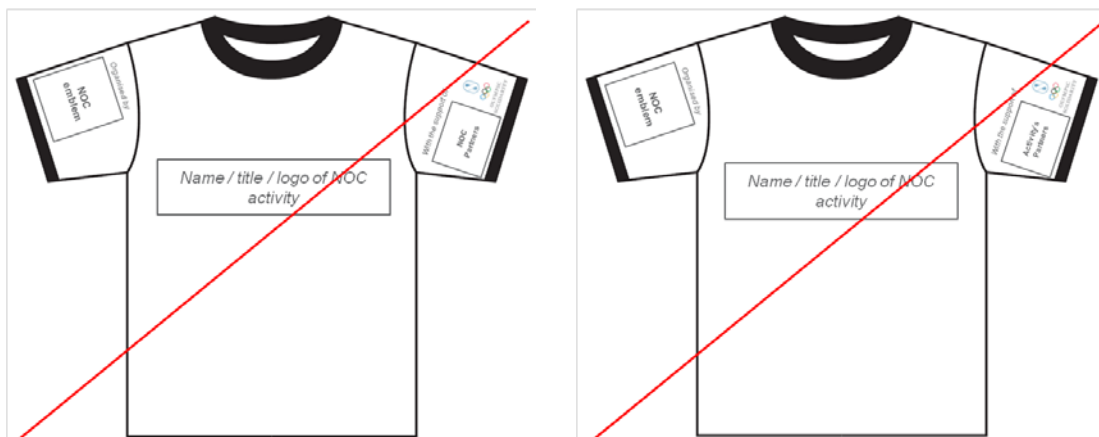


Illustration on T-shirts



Website

The Olympic Solidarity corporate identity may appear on a dedicated page of the NOC website, subject to the following conditions:

1. The context must specifically be devoted to the NOC activity supported by Olympic Solidarity and be non-commercial, e.g. in an article factually referring to the NOC activity.
2. The Olympic Solidarity corporate identity may be featured only once, for illustration purposes.



ARTWORK AND OLYMPIC SOLIDARITY APPROVAL

Except as permitted in these guidelines, no other uses of the Olympic Solidarity corporate identity are possible without Olympic Solidarity's express prior written consent.

The present guidelines may be reviewed by Olympic Solidarity at any time, at its sole discretion. In the event of any breach of the above principles, Olympic Solidarity reserves the right to ask the NOC to review the use of the Olympic Solidarity corporate identity in order to comply with the guidelines. In case of doubt with respect to the interpretation of these guidelines, please contact Olympic Solidarity at solidarity@olympic.org.

Artwork is available as attachments to this document and through NOCnet
<http://extranet.olympic.org/nocnet>.

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ANNEXES: graphic files