Special Olympics

WORLD WINTER GAMES
PyeongChang 2013

DESIGN STANDARDS MANUAL

2013 Pyeongchang Special Olympics Winter Games,
World Competition Organization Committee

WORLD WINTER GAMES
PyeongChang 2013

Guideline for **Design Manual**

This Manual is a guideline on how to display the image of 2013 Pyeongchang Special Olympics Winter Games.

This Manual is a guideline on how to display the image of 2013 Pyeongchang Special Olympics Winter Games.
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In principle, all items included in this manual must be displayed from computer files.

Contact and consult with the department of design system management are desired,
when correction, supplementation or questions over this manual required.

Managed by_**The Special Olympics World Winter Games Organizing Committee PyeongChang 2013**

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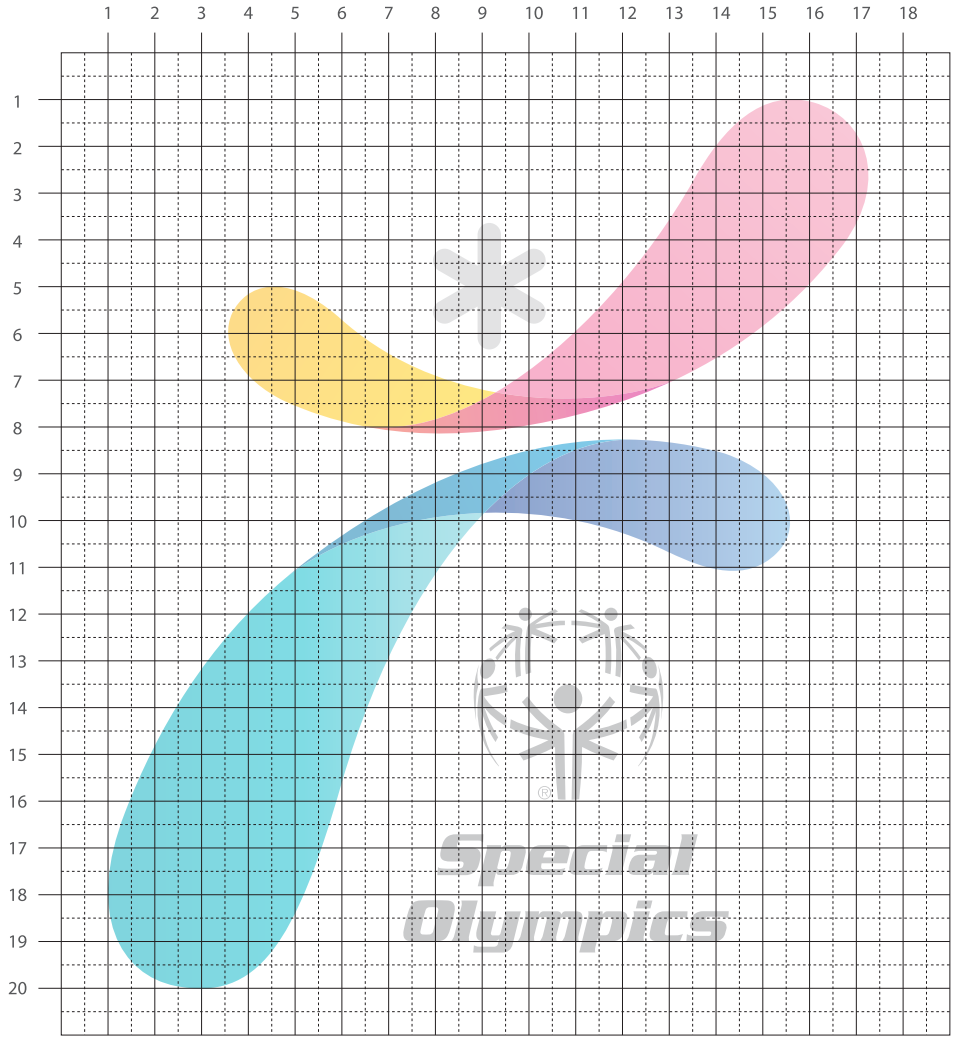
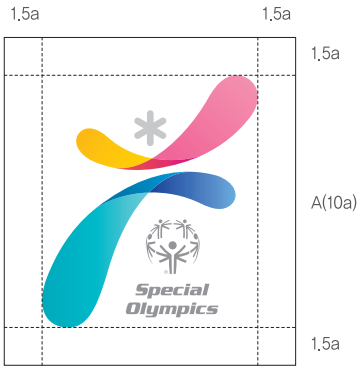
Symbol Mark on Grid, Space Isolation

Grid System is a design element to be used for billboard and large sign design.
Symbol Mark shall be increased or decreased in size in direct proportion in compliance with rules on this page to prevent deformation of the design. It sets up the minimum space for symbol mark not to be interfered by other elements when the mark is applied.

on Grid



Space Isolation



Basic Symbol Mark

Representing and symbolizing design for the event,
Symbol mark establishes identity of the event and creates unified image.

Minimum size

Color Application of Symbol Mark A

Color Application is used to display the symbol best based on either printing method or the colored background. In principle, symbol mark in color looks best on white backgrounds. But various color backgrounds are allowed as long as the symbol mark stands up. Others are used to display the symbol mark when unable to use the colors.

Color (Gradation)

Color (Solid)

Black & White(Gradation)

Black & White(Solid)

Gold

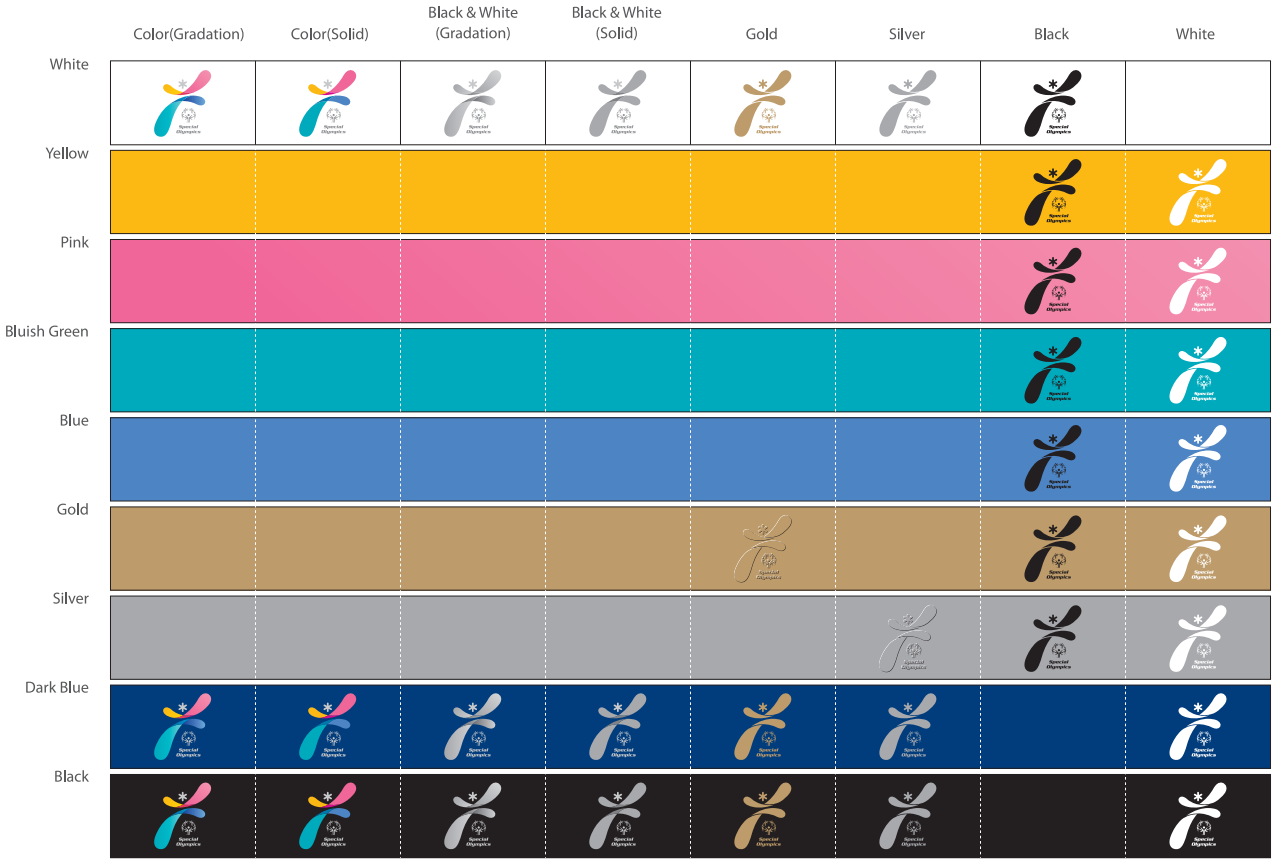
Silver

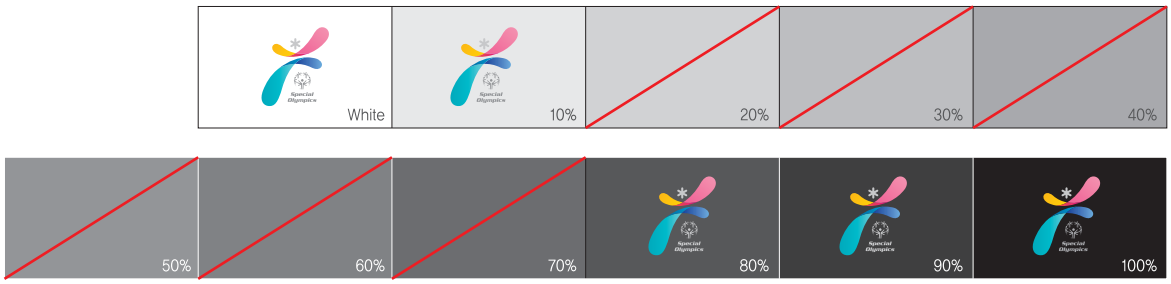
Black

White

Color Application of Symbol Mark B

Color Application is used to display the symbol best based on either printing method or the colored background. In principle, symbol mark in color looks best on white backgrounds. But various color backgrounds are allowed as long as the symbol mark stands up. Others are used to display the symbol mark when unable to use the colors.





Incorrect Usage of Signature

The distortion of shapes and changes in colors of the symbol mark is strictly prohibited.
Standard designs defined on this manual, are solely allowed.

Incorrect color

Incorrect shape

Using randomly outlines

Undifferentiated brightness
between the symbol and background

Incorrect inclination

Using reflection

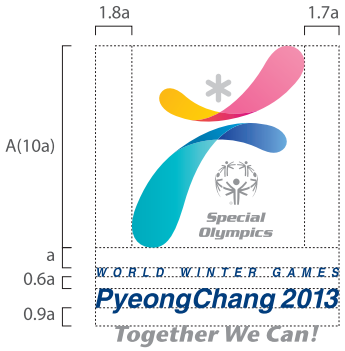
Using blurred font

Background with complicated Images
or elements

Signature-Slogan,Official

As a representative design element symbolizing the event,
Signature plays the most important role shaping identity and forming integrated image of the event.

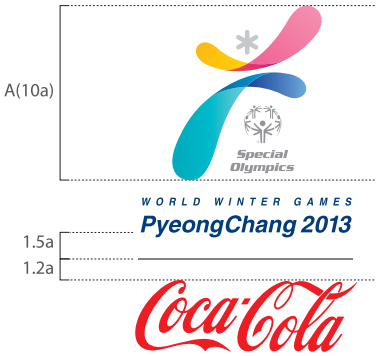
Signature Slogan



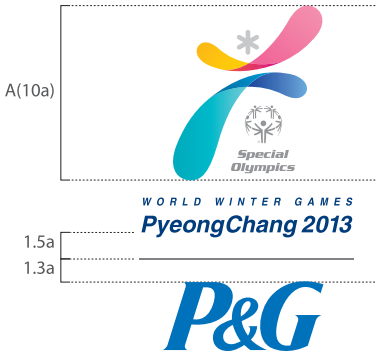
Signature Combination with the Official logo

Vertical Combination

Type A



Type B



Horizontal Combination

Type A

Type B

Pictogram A

This is to be used on a variety of applied media. The guidelines are given with examples as follows.

Type A-1

Alpine Skiing | Cross-Country Skiing | Figure Skating | Snowshoeing

Floor Hockey | Snowboard | Speed Skating

Alpine Skiing | Cross-Country Skiing | Figure Skating | Snowshoeing

Floor Hockey | Snowboard | Speed Skating

Type A-2

Alpine Skiing | Cross-Country Skiing | Figure Skating | Snowshoeing

Floor Hockey | Snowboard | Speed Skating

Alpine Skiing | Cross-Country Skiing | Figure Skating | Snowshoeing

Floor Hockey | Snowboard | Speed Skating

Pictogram B

This is to be used on a variety of applied media. The guidelines are given with examples as follows.

Type B-1

Type B-2

Color System

Pantone colors illustrated below must be used, as by using the right color, the image of the event can be conveyed.

Gradation System

PANTONE 130C
M30+Y100

PANTONE 116C
M16+Y100

PANTONE 212C
M75+Y10

PANTONE 211C
M55+Y8

PANTONE Blue 072C
C100+M88

PANTONE 284C
C55+M19

PANTONE 320C
C100+Y30

PANTONE 319C
C52+Y15

PANTONE 1788C
M84+Y88

PANTONE 233C
C11+M100

PANTONE 307C
C100+M16+K27

PANTONE Process BlueC
C100+M10+K10

Main Color

Yellow PANTONE 130C M30+Y100 R255+G179+B0	80%	60%	40%	20%
Pink PANTONE 212C M75+Y10 R245+G67+B144	80%	60%	40%	20%
Bluish Green PANTONE 320C C100+Y30 R0+G153+B155	80%	60%	40%	20%
Blue PANTONE 2727C C71+M42 R78+G110+B177	80%	60%	40%	20%
Dark Blue PANTONE 281C C100+M72+K32 R10+G31+B98	80%	60%	40%	20%

Accent Color

PANTONE 138C
M42+Y100+K1

PANTONE 152C
M51+Y100+K1

PANTONE 158C
M61+Y97

PANTONE Warm Red C
M75+Y90

PANTONE 205C
M84+Y9

PANTONE 206C
M100+Y38+K3

PANTONE 207C
M100+Y43+K19

PANTONE 208C
M100+Y36+K37

PANTONE 3262C
C71+Y33

PANTONE 3272C
C100+Y44

PANTONE 3282C
C100+Y46+K15

PANTONE 3292C
C100+Y49+K46

PANTONE 298C
C69+M7

PANTONE 299C
C85+M19

PANTONE 300C
C100+M44

PANTONE 301C
C100+M45+K18

PANTONE Blue 072 C
C100+M88+K5

PANTONE 2747C
C100+M86+K15

PANTONE 2757C
C100+M82+K30

PANTONE 2767C
C100+M78+K54

Sub Color

PANTONE 874C
M20+Y50+K30

SILVER
K40

BLACK
K100

WHITE
C0+M0+Y0+K0

Basic Character

As a representative design element symbolizing the event,
Character plays the most important role shaping identity and forming integrated image of the event.

Ra-In-Bow

Minimum size

10mm

Character Applications A

As a representative design element symbolizing the event,
Character plays the most important role shaping identity and forming integrated image of the event.

Type A-1

Type A-2

Type A-3

Type A-4

Type A-5

Type A-6

Type A-7

Type A-8

Character Applications B

As a representative design element symbolizing the event,
Character plays the most important role shaping identity and forming integrated image of the event.

Snowboard

Figure Skating

Alpine Skiing

Snowshoeing

Floor Hockey

Speed Skating

Cross-Country Skiing

Application for event pictograms and event characters

Applying event pictograms and event characters In general, event characters are used to decorate stadium environments.
Event pictograms are used as a replacement when application of color is difficult and/or use of monotone color is required.

1. Event characters : Event characters illustrates various and detailed motions, and are designed in order to provide intimacy and friendliness to the public.
Event characters are designed to increase the understanding of the potential users, and used for various practical applications

Alpine Skiing

Cross-Country Skiing

Figure Skating

Snowshoeing

Floor Hockey

Snowboard

Speed Skating

2. Event pictograms : Event pictograms is an ideogram that conveys its meaning through its pictorial resemblance,
and are designed for easy understanding of information. Event pictograms are used in monotone color advertisements and signposts.

Alpine Skiing

Cross-Country Skiing

Figure Skating

Snowshoeing

Floor Hockey

Snowboard

Speed Skating