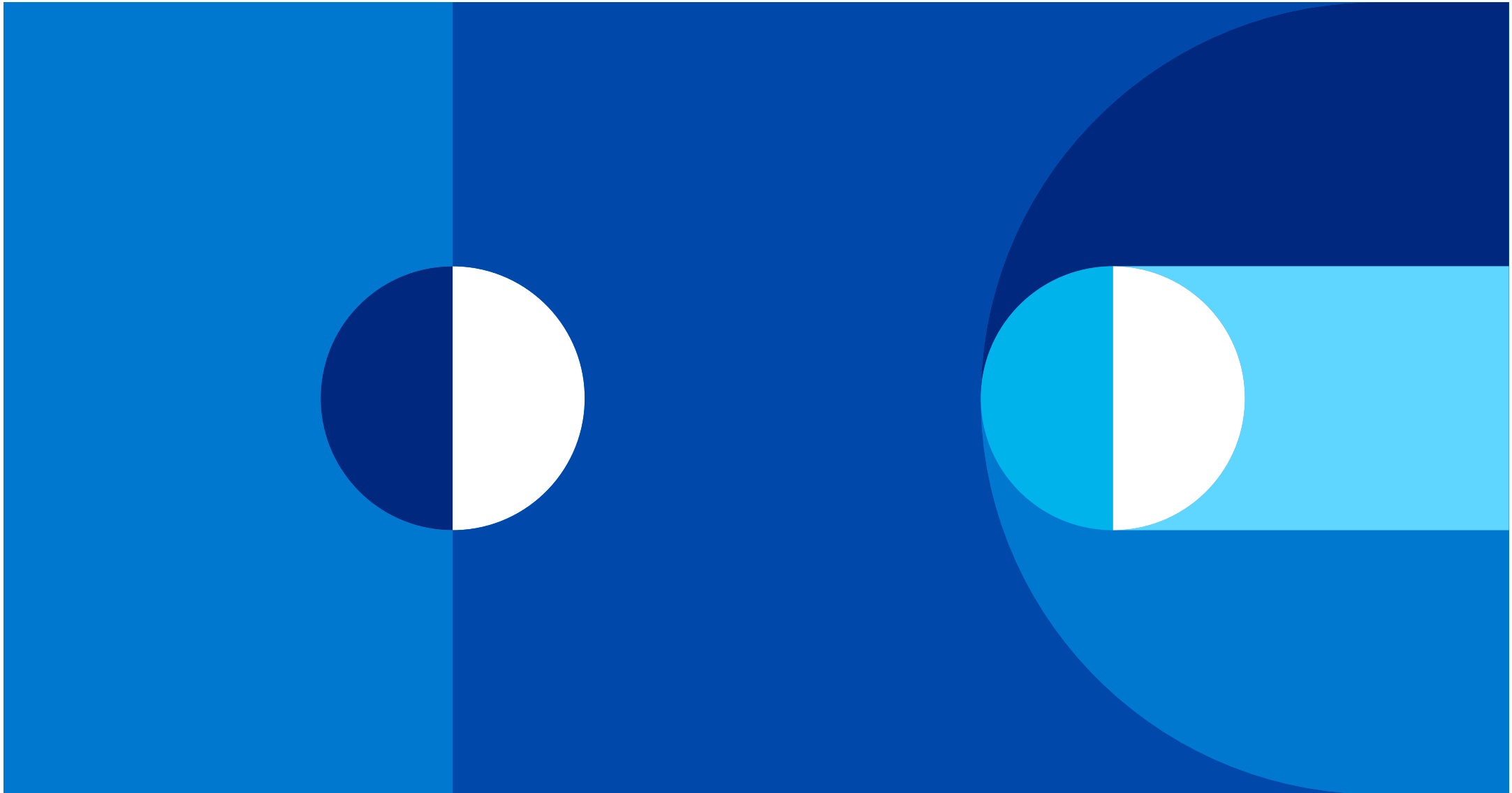




OLYMPIC SOLIDARITY IDENTITY USAGE GUIDELINES FOR NOCS

March 2021



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INTRODUCTION

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

GENERAL PRINCIPLES

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

1. The use of the Olympic Solidarity identity must be strictly limited to projects supported by Olympic Solidarity and subject to Olympic Solidarity's approval. Hence, the Olympic Solidarity identity must be reproduced independently from the NOC emblem and may not be incorporated or combined with any logo, references or marks.
2. The Olympic Solidarity 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 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 identity must never be distorted or altered in any way.



USE OF THE 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 in these guidelines, the Olympic Solidarity identity.

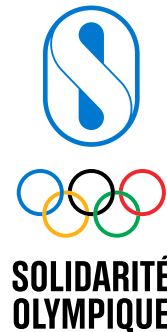
Definition

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

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

The identity is available in English, French and Spanish.

Vertical



Horizontal



Non-verbal



GRAPHIC RULES

Full Colour

- The full-colour version of the identity is the preferred version and must be used, in all instances, for all institutional and symbolic applications.
- The full-colour version of the identity must always be used on a white background.

Monochrome

For practical applications, the Olympic Solidarity 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 identity.

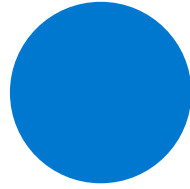
Isolation Area

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 identity as illustrated on the right.

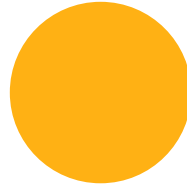
Minimum Size

To ensure the legibility of the designation, the Olympic rings should appear no smaller than 8 millimetres or 30 pixels wide.

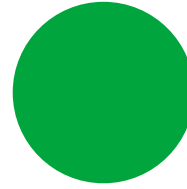
Olympic Colours



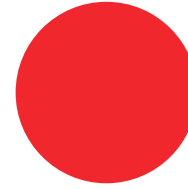
HEX #0078D0
RGB 0, 120, 208
CMYK 100, 40, 0, 0



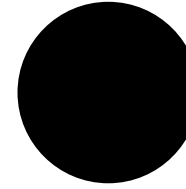
HEX #FFB114
RGB 255, 177, 20
CMYK 0, 35, 100, 0



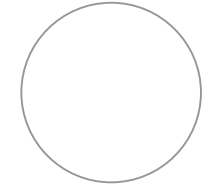
HEX #00A651
RGB 0, 166, 81
CMYK 100, 0, 100, 0



HEX #F0282D
RGB 240, 40, 45
CMYK 0, 95, 90, 0



HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

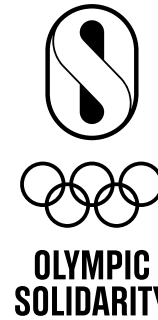


HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

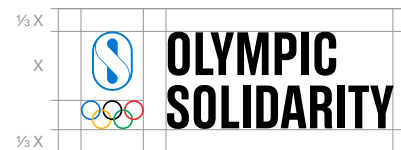
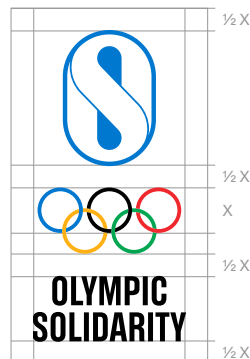
Full Colour



Monochrome



Vertical and horizontal construction grids and isolation areas



Minimum Size



GRAPHIC RULES

Backgrounds

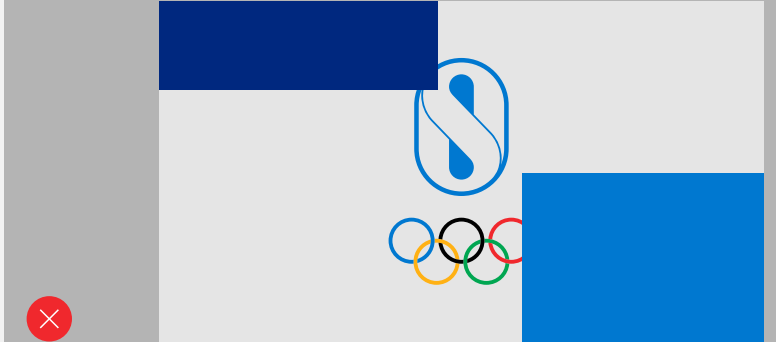
To respect the integrity of the Olympic symbol, the full-colour version of the Olympic Solidarity identity may be used only on a white background.

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 per cent in value – is required to guarantee that the identity remains distinctively visible.

Always apply the full colour version on a white background



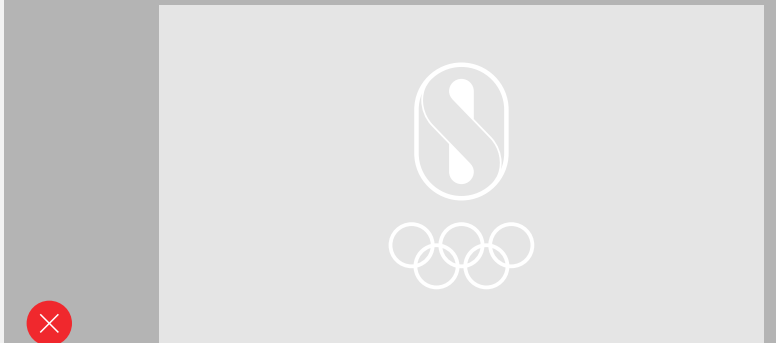
Do not place images in front of the identity



Always apply the full colour version on a white background



Do not use backgrounds of near equal value to the identity



Always apply the identity on a quiet background



Do not place the monochrome version of the identity on a graphic / image background



GRAPHIC RULES

Common Misuses

Alterations: the Olympic Solidarity 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.

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

Orientation: the Olympic Solidarity identity must always be reproduced horizontally.

Note: the examples are not an exhaustive list.

Do not change the relationship of the elements



Do not translate the designation in another language than the three existing ones



Do not modify colour of the designation



Do not modify the type of the designation



Do not use type alone



Do not create marks from individual elements: use only provided marks



Do not crop the identity in any way



Do not stretch or distort the identity



Do not use as a decorative element: the identity should be shown in its entirety and its integrity must be maintained



Do not reorder elements



Do not tilt or skew the identity



Do not tilt or skew the identity



APPLICATIONS OF THE IDENTITY

The use of the Olympic Solidarity 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 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.

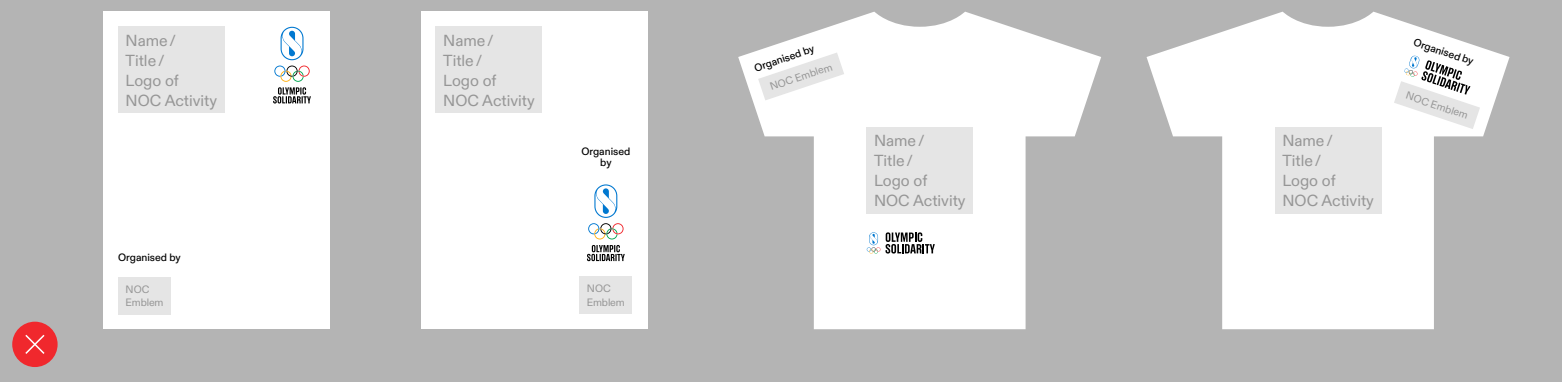
The Olympic Solidarity identity may not be incorporated or combined with any logo, references or marks, e.g. the NOC emblem or the activity's logo.

The Olympic Solidarity 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.

Correct uses of the Olympic Solidarity identity on booklets and t-shirts



Incorrect uses: the Olympic Solidarity identity should not be combined with any logo, references or marks



Incorrect uses: the Olympic Solidarity identity should not be combined with any logo, references or marks



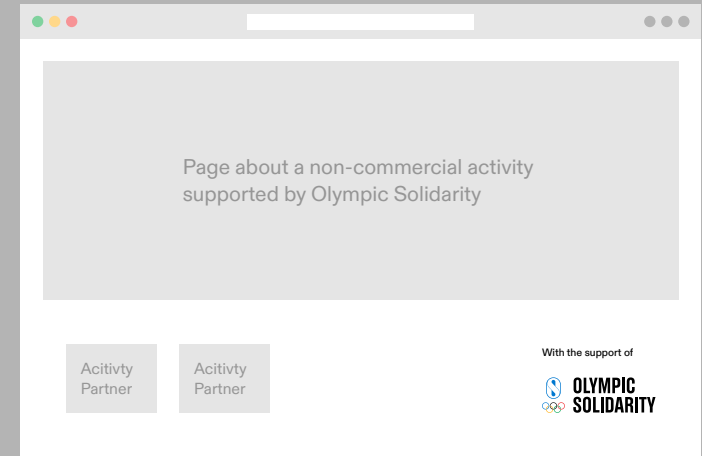
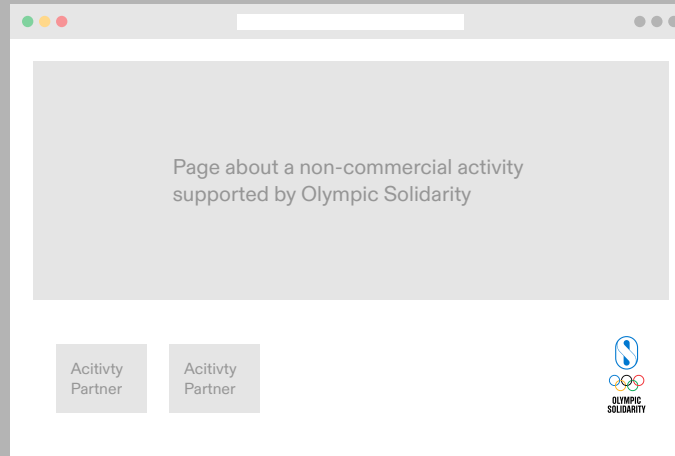
APPLICATIONS OF THE IDENTITY

Website

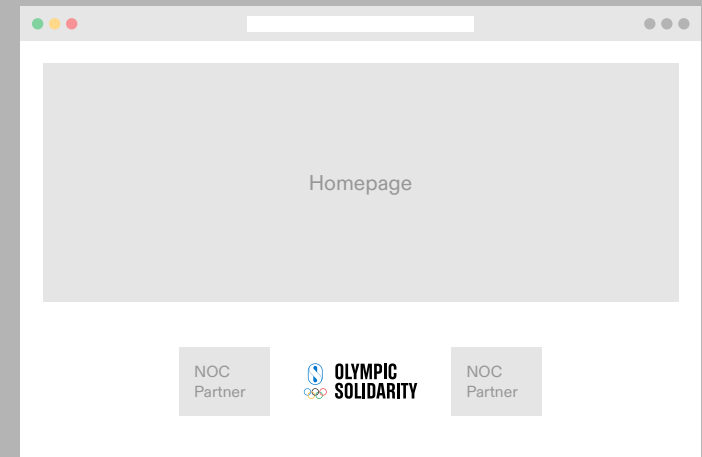
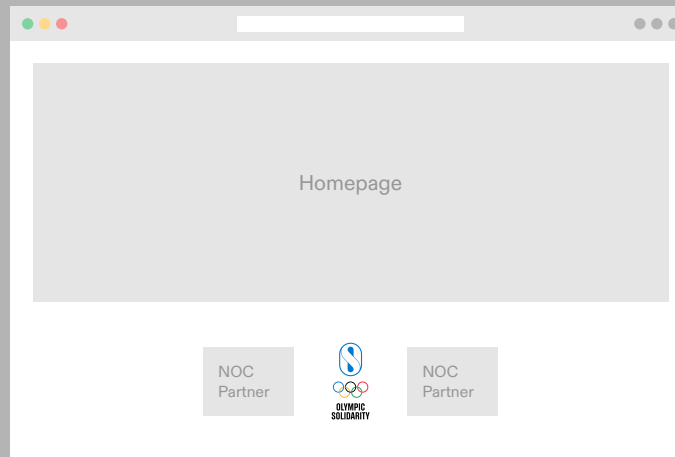
The Olympic Solidarity identity may appear on a dedicated page of the NOC website, subject to the following conditions:

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 identity may be featured only once, for illustration purposes.

Correct uses of the Olympic Solidarity identity on NOC website



Incorrect uses of the Olympic Solidarity identity on NOC website



ARTWORK AND OLYMPIC SOLIDARITY APPROVAL

Except as permitted in these guidelines, no other uses of the Olympic Solidarity 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 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 through the [NOCnet](#).

