



Olympic Games Tokyo 2020 Sport Pictogram Usage Guidelines

National Olympic Committees

Version 1.2 April 2019



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■ Introduction

The pictograms honour and celebrate Olympic sport. The sports pictograms are a major identifier of the Olympic Games sport programme and they work in both functional and aesthetic applications as a major component of the Games look. In addition, these design items are deployed in various places/applications, such as competition venues, city decorations, events and licensing products, thereby retaining visual impressions of the Olympic Games Tokyo 2020 in the memories of people not only during the event, but thereafter as well.

These Olympic Games Tokyo 2020 Sport Pictogram Guidelines (hereinafter: the Guidelines) describe how to use the sport pictograms (hereinafter: pictograms) for the Olympic Games Tokyo 2020. In actual applications, please ensure that you refer to the relevant pages in the Guidelines, and use the original data provided by the Tokyo Organising Committee of the Olympic and Paralympic Games (hereinafter: the Tokyo 2020 Organising Committee).

Any elements presented in these guidelines must be approved by the Tokyo 2020 Organising Committee.

Use of the Olympic Games Tokyo 2020 Sport Pictogram

NOCs are allowed to use the Olympic Games Tokyo 2020 Sport Pictogram provided they meet the following conditions:

- be used only for or as pin badges, and for editorial materials in the purpose of public relations;
- be sourced directly from Tokyo 2020 and used in accordance with the Olympic Games Tokyo 2020 Sport Pictogram Usage Guidelines;
- not be used for any commercial purposes including, but not limited to, licensed and replica merchandise.
- not be used or associated with any third-party, domestic sponsorship or advertising.

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Authorisation for reproduction of this content must be requested via the following e-mail:

brand.support@tokyo2020.jp

Olympic Games Tokyo 2020 Sport Pictograms

■ Olympic Games Tokyo 2020 Sport Pictograms | Origin



Pictograms at the Olympic Games Tokyo 1964 ©IOC

Olympic Games sport pictograms first appeared at the Tokyo 1964 Games. Now they are also adopted by the Paralympic Games, playing an indispensable role in the success of the Games.

While paying great respect to the predecessors, we will inherit the Tokyo 1964 pictograms by innovating them to make them appropriate for the new era in line with the brand promise of “Innovation from Harmony” at the Olympic Games Tokyo 2020.

As a new legacy of the Olympic Games, the Olympic Games Tokyo 2020 pictograms will be passed onto the future.



Emblem blue



Kurenai



Ai



Sakura



Fuji

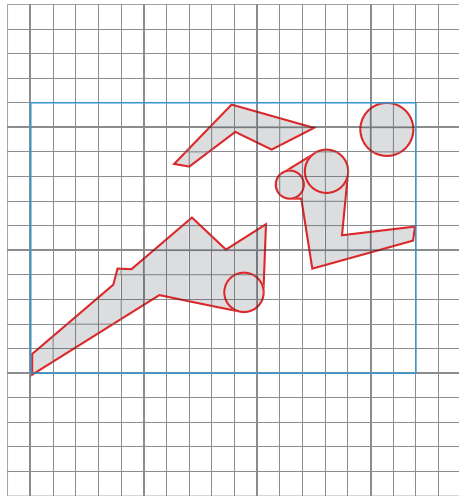


Matsuba

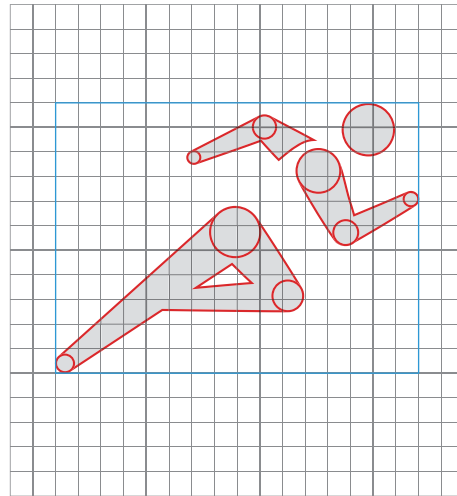
Colour variations will be developed with Emblem blue as the basic colour for the sport pictograms of the Olympic Games Tokyo 2020.

The Core Graphics colours—*kurenai*, *ai*, *sakura*, *fuji* and *matsuba*—used for the Tokyo 2020 Games “Look of the Games” are also used as subcolours to create colourful variations.

■ Olympic Games Tokyo 2020 Sport Pictograms | Concept



Olympic Games Tokyo 1964 [Athletics]



Olympic Games Tokyo 2020 [Athletics]

The Tokyo 1964 Olympic pictograms were developed with priority given to the function of communicating information so that people from around the world can understand what the pictograms show irrespective of their language.

The Olympic Games Tokyo 2020 pictograms not only adhere to the policy of communicating information, but also are designed to display the vibrant body movement of athletes in the most attractive way. The sports pictograms are a major identifier of the Olympic Games sport programme and they work in both functional and aesthetic applications as a major component of the Games look.

■ Olympic Games Tokyo 2020 Sport Pictograms | Concept



Free type



Frame type

The Olympic Games Tokyo 2020 pictograms can be displayed in two formats: “Free Type”, which shows a pictogram by itself, and “Frame Type”, which shows a pictogram in a circle frame.

The free type pictograms can be used on items such as PR materials (posters, brochures, etc.), whereas the frame type pictograms can be used for applications with emphasis on communicating information, such as maps, signage, guidebooks and web sites.

■ Olympic Games Tokyo 2020 Sport Pictograms | Free Type Pictograms at a glance



3x3 Basketball



Archery



Artistic Gymnastics



Artistic Swimming



Athletics



Badminton



Baseball/Softball
Baseball



Baseball/Softball
Softball



Basketball



Beach Volleyball



Boxing



Canoe Slalom



Canoe Sprint



Cycling BMX Freestyle



Cycling BMX Racing



Cycling Mountain Bike



Cycling Road



Cycling Track

•Pages 09–11 show all the free type pictograms.

■ Olympic Games Tokyo 2020 Sport Pictograms | Free Type Pictograms at a glance



Diving



Equestrian Dressage



Equestrian Eventing



Equestrian Jumping



Fencing



Football



Golf



Handball



Hockey



Judo



Karate Kata



Karate Kumite



Marathon Swimming



Modern Pentathlon



Rhythmic Gymnastics



Rowing



Rugby



Sailing

●Pages 09–11 show all the free type pictograms.

■ Olympic Games Tokyo 2020 Sport Pictograms | Free Type Pictograms at a glance



Shooting



Skateboarding



Sport Climbing



Surfing



Swimming



Table Tennis



Taekwondo



Tennis



Trampoline Gymnastics



Triathlon



Volleyball



Water Polo



Weightlifting



Wrestling

•Pages 09–11 show all the free type pictograms.

■ Olympic Games Tokyo 2020 Sport Pictograms | Frame Type Pictograms at a glance



3x3 Basketball



Archery



Artistic Gymnastics



Artistic Swimming



Athletics



Badminton



Baseball/Softball
Baseball



Baseball/Softball
Softball



Basketball



Beach Volleyball



Boxing



Canoe Slalom



Canoe Sprint



Cycling BMX Freestyle



Cycling BMX Racing



Cycling Mountain Bike



Cycling Road



Cycling Track

●Pages 12–14 show all the frame type pictograms.

■ Olympic Games Tokyo 2020 Sport Pictograms | Frame Type Pictograms at a glance



Diving



Equestrian Dressage



Equestrian Eventing



Equestrian Jumping



Fencing



Football



Golf



Handball



Hockey



Judo



Karate Kata



Karate Kumite



Marathon Swimming



Modern Pentathlon



Rhythmic Gymnastics



Rowing



Rugby



Sailing

●Pages 12–14 show all the frame type pictograms.

■ Olympic Games Tokyo 2020 Sport Pictograms | Frame Type Pictograms at a glance



Shooting



Skateboarding



Sport Climbing



Surfing



Swimming



Table Tennis



Taekwondo



Tennis



Trampoline Gymnastics



Triathlon



Volleyball



Water Polo



Weightlifting



Wrestling

●Pages 12–14 show all the frame type pictograms.

Modern Pentathlon

The Modern Pentathlon pictograms are available in two different shapes: standard and elongated. Like the other pictograms, the standard pictogram should be used as a basic rule. The elongated pictograms are created to ensure reproducibility of pictograms in small sizes. Please refer to the rules for the minimum size use of these pictograms (on pages 21 and 38) to ensure correct reproduction.

Free type

Frame type

Standard



Elongated



■ Olympic Games Tokyo 2020 Sport Pictograms | Representative Pictograms

In situations and circumstances where only one pictogram can be displayed for sports with multiple disciplines, please use the representative pictograms as shown on this page.

For Baseball and Softball, please use the Baseball/Softball representative Pictogram which is Baseball.

For Cycling BMX Freestyle and Cycling BMX Racing, please use the Cycling BMX representative Pictogram which is Cycling BMX Racing.

For Equestrian Dressage, Equestrian Eventing and Equestrian Jumping, please use the Equestrian representative Pictogram which is Equestrian Jumping.

For Karate Kata and Karate Kumite, please use the Karate representative Pictogram which is Karate Kumite.

Baseball/Softball
Representative pictogram



Cycling BMX
Representative pictogram



Equestrian
Representative pictogram



Karate
Representative pictogram



How to Use the Free Type

■ How to Use the Free Type | Clear space

To ensure correct recognition of pictograms, a certain area of isolation from other graphic elements is required. The minimum area around the pictograms is called “clear space”. For free type pictograms, there is a clear space individually set for each of the sport pictograms, which is useful when you want to show a sport name close to the pictogram. Please refer to the relevant page of the Guidelines to ensure the correct display of the pictograms.

In actual applications, please ensure that you use the original data provided by the Tokyo 2020 Organising Committee.

Free type [Athletics]



Clear space



Invisible data

To provide a clear space, use the invisible line data individually set for each of the original sport pictogram data provided by the Tokyo 2020 Organising Committee.

■ How to Use the Free Type | Guide and grid

When showing more than one pictogram on a grid, please provide the required clear spaces and intervals between the pictograms to display them correctly.

Guide

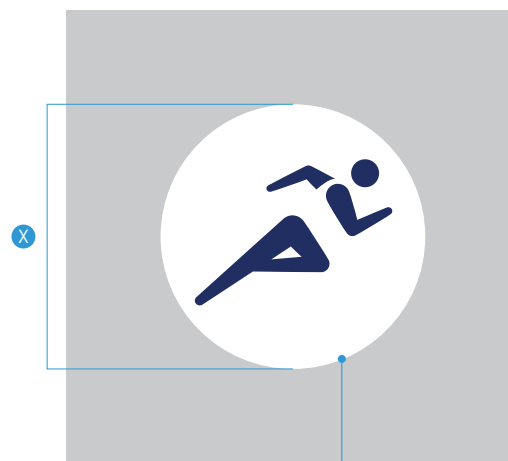
Another area of isolation called the “guide” is set around the free type pictograms. The guide is used to set the minimum size of a free type pictogram, lay out pictograms in a grid pattern or put letters an appropriate distance from a pictogram. Please refer to the relevant page of the Guidelines to ensure the correct display of the pictograms.

Sequence

When showing the pictograms in a grid pattern as shown here, place them in English alphabetical order (even when in another language) from top left to bottom right. For details on the order and display of sport names, please refer to page 48.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

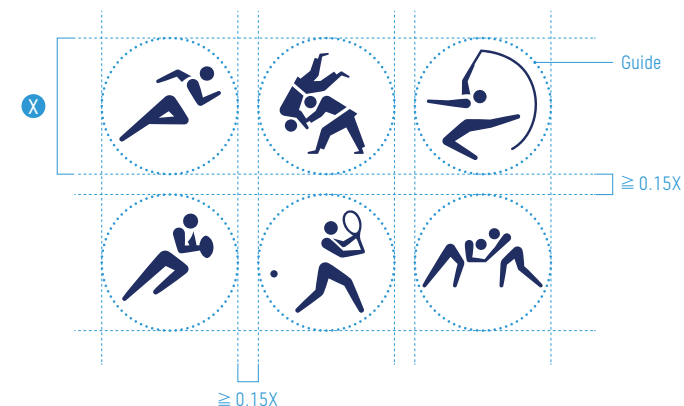
Guide



Invisible data

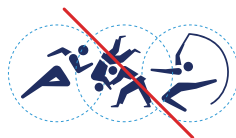
For details on the guide, refer to the invisible line data set for each of the original free type pictogram data provided by the Tokyo 2020 Organising Committee.

Sequence

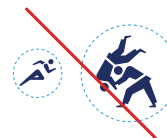


*The above shows the minimum intervals between the pictograms.

Incorrect usage



Pictograms must not be closer to each other than specified.



Pictograms in different sizes must not be shown together.



The two different pictogram types must not be shown side by side.

■ How to Use the Free Type | Guide and grid | Full grid

This page shows how to place all sport pictograms in a grid pattern using the guide.



2×25



5×10



8×7



17×3

■ How to Use the Free Type | Minimum size

Minimum size

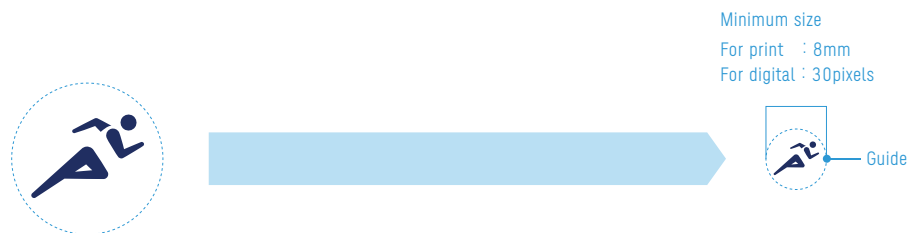
The minimum size is determined to ensure reproducibility of the pictograms. However, pictograms can be displayed in a size smaller than the specified minimum size in certain special circumstances.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

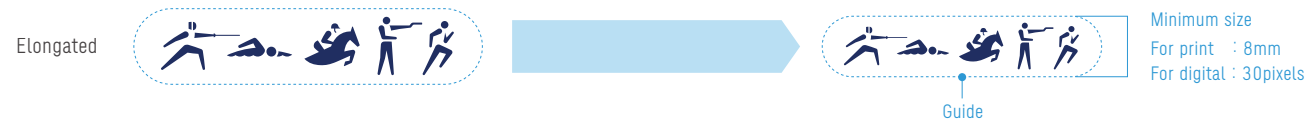
Modern Pentathlon

For the Modern Pentathlon, an elongated pictogram (see page 15) is also available to ensure reproducibility. The elongated Modern Pentathlon pictogram can be reduced to a size of 8mm in guide height so that the individual pictograms that constitute the Modern Pentathlon pictogram appear in the same size as the other sport pictograms.

All pictograms



Modern Pentathlon



How to Use the Free Type | Colours | Colour palette

As a basic principle, full colour pictograms should be displayed on a white background.

The free type pictograms must not be used in colours other than those specified here.

For details on the method of full colour or single colour display, please refer to the relevant pages of the Guidelines, including the Colour combination (pages 23–27) and Background colours (page 28), for correct presentation.

Use of the Core Graphic colours

Among the six colours that comprise each of the Core Graphics, the central colour is called the “primary colour” and the other five colours “secondary colours”.

When implementing the design, use the original data provided by the Tokyo 2020 Organising Committee.

Emblem blue



Core Graphics colours

| Primary colour | | Secondary colours | | | | |
|----------------|---|--|--|---|---|---|
| <i>Kurenai</i> | CMYK : C50 M100 Y87 K10 RGB : R139 G32 B48 PANTONE : 1955 C | CMYK : C53 M100 Y85 K25 RGB : R119 G26 B42 PANTONE : 188 C | CMYK : C19 M81 Y37 K0 RGB : R204 G79 B111 PANTONE : 7432 C | CMYK : C34 M100 Y83 K0 RGB : R177 G29 B51 PANTONE : 207 C | CMYK : C43 M100 Y94 K5 RGB : R157 G32 B42 PANTONE : 7427 C | CMYK : C5 M62 Y40 K0 RGB : R231 G127 B123 PANTONE : 2445 C |
| <i>Ai</i> | CMYK : C100 M72 Y7 K0 RGB : R0 G76 B154 PANTONE : 2145 C | CMYK : C100 M91 Y42 K8 RGB : R17 G51 B100 PANTONE : 654 C | CMYK : C88 M62 Y5 K0 RGB : R23 G93 B166 PANTONE : 7683 C | CMYK : C86 M34 Y10 K0 RGB : R0 G131 B189 PANTONE : 7689 C | CMYK : C98 M82 Y26 K0 RGB : R2 G65 B127 PANTONE : 2154 C | CMYK : C59 M14 Y10 K0 RGB : R104 G178 B213 PANTONE : 2169 C |
| <i>Sakura</i> | CMYK : C2 M71 Y34 K0 RGB : R233 G106 B123 PANTONE : 702 C | CMYK : C10 M82 Y60 K0 RGB : R219 G78 B80 PANTONE : 2032 C | CMYK : C4 M75 Y16 K0 RGB : R228 G96 B141 PANTONE : 2046 C | CMYK : C0 M56 Y25 K0 RGB : R240 G143 B152 PANTONE : 701 C | CMYK : C4 M79 Y54 K0 RGB : R228 G86 B89 PANTONE : 7418 C | CMYK : C0 M40 Y15 K0 RGB : R244 G178 B186 PANTONE : 508 C |
| <i>Fuji</i> | CMYK : C54 M84 Y11 K0 RGB : R138 G65 B138 PANTONE : 2354 C | CMYK : C66 M100 Y59 K30 RGB : R92 G24 B62 PANTONE : 690 C | CMYK : C65 M88 Y30 K0 RGB : R117 G58 B117 PANTONE : 2622 C | CMYK : C31 M83 Y13 K0 RGB : R183 G70 B136 PANTONE : 674 C | CMYK : C58 M100 Y47 K10 RGB : R124 G29 B85 PANTONE : 7650 C | CMYK : C20 M64 Y10 K0 RGB : R204 G117 B161 PANTONE : 2057 C |
| <i>Matsuba</i> | CMYK : C100 M36 Y74 K5 RGB : R0 G118 B93 PANTONE : 328 C | CMYK : C95 M59 Y97 K30 RGB : R0 G75 B46 PANTONE : 7484 C | CMYK : C94 M48 Y66 K13 RGB : R0 G100 B92 PANTONE : 7720 C | CMYK : C83 M28 Y100 K7 RGB : R8 G131 B57 PANTONE : 7741 C | CMYK : C90 M48 Y100 K9 RGB : R0 G104 B56 PANTONE : 2427 C | CMYK : C67 M17 Y76 K0 RGB : R90 G162 B95 PANTONE : 2264 C |
| <i>Brown</i> | CMYK : C40 M50 Y69 K18 RGB : R150 G118 B77 PANTONE : 7504 C | <i>Gray</i> | CMYK : C30 M23 Y23 K20 RGB : R164 G164 B164 PANTONE : Cool Gray 6C | | | |

Olympic colours

| | | | | | | | | | | | |
|-------------|---|---------------|--|--------------|---|--------------|--|------------|---|--------------|---|
| <i>Blue</i> | CMYK : C100 M37 Y0 K0 RGB : R0 G129 B200 PANTONE : 3005 C | <i>Yellow</i> | CMYK : C0 M34 Y91 K0 RGB : R252 G177 B49 PANTONE : 137 C | <i>Black</i> | CMYK : C0 M0 Y0 K100 RGB : R0 G0 B0 PANTONE : 426 C | <i>Green</i> | CMYK : C100 M0 Y100 K0 RGB : R0 G166 B81 PANTONE : 355 C | <i>Red</i> | CMYK : C0 M94 Y65 K0 RGB : R238 G51 B78 PANTONE : 192 C | <i>White</i> | CMYK : C0 M0 Y0 K0 RGB : R255 G255 B255 PANTONE : — |
|-------------|---|---------------|--|--------------|---|--------------|--|------------|---|--------------|---|

Free type pictograms can be combined with Core Graphics. This page shows examples of using pictograms in colour combinations featuring the Core Graphics colour set “*Kurenai*”. Refer to the examples of colour combinations given here to ensure appropriate expression.

In actual applications, necessary care must be taken to ensure the visibility and reproducibility that satisfies the purpose of use.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

Accessibility

To achieve colour combinations with strong readability, it is recommended to use the combinations shown in the right-end column and the bottom row of the right table.

The right-end column
(full colour pictograms on a white background)



The bottom row
(white pictograms on a full colour background)



To improve readability, a high contrast between the Pictogram colour and the colour of the given background is strongly recommended.

| | | Core Graphics colour set [<i>Kurenai</i>] | | | | | | Brown | White |
|---|--|---|--|--|--|--|--|-------|-------|
| | | | | | | | | | |
| Core Graphics colour set [<i>Kurenai</i>] | | | | | | | | | |
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| | | | | | | | | | |
| | | | | | | | | | |
| Brown | | | | | | | | | |
| White | | | | | | | | | |

■ How to Use the Free Type | Colours | Colour combination | Core Graphics colour [A/]

Free type pictograms can be combined with Core Graphics. This page shows examples of using pictograms in colour combinations featuring the Core Graphics colour set “A/”. Refer to the examples of colour combinations given here to ensure appropriate expression.

In actual applications, necessary care must be taken to ensure the visibility and reproducibility that satisfies the purpose of use.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

Accessibility

To achieve colour combinations with strong readability, it is recommended to use the combinations shown in the right-end column and the bottom row of the right table.

The right-end column

(full colour pictograms on a white background)



The bottom row

(white pictograms on a full colour background)



To improve readability, a high contrast between the Pictogram colour and the colour of the given background is strongly recommended.

| | | Core Graphics colour set [A/] | | | | | | Gray | White |
|---------------------------------|--|---------------------------------|--|--|--|--|--|------|-------|
| | | | | | | | | | |
| Core Graphics colour set [A/] | | | | | | | | | |
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| | | | | | | | | | |
| | | | | | | | | | |
| Gray | | | | | | | | | |
| White | | | | | | | | | |

Free type pictograms can be combined with Core Graphics. This page shows examples of using pictograms in colour combinations featuring the Core Graphics colour set “*Sakura*”. Refer to the examples of colour combinations given here to ensure appropriate expression.

In actual applications, necessary care must be taken to ensure the visibility and reproducibility that satisfies the purpose of use.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

Accessibility

To achieve colour combinations with strong readability, it is recommended to use the combinations shown in the right-end column and the bottom row of the right table.

The right-end column
(full colour pictograms on a white background)



The bottom row
(white pictograms on a full colour background)



To improve readability, a high contrast between the Pictogram colour and the colour of the given background is strongly recommended.

| | | Core Graphics colour set [<i>Sakura</i>] | | | | | | Brown | White |
|--|--|--|--|--|--|--|--|-------|-------|
| | | | | | | | | | |
| Core Graphics colour set [<i>Sakura</i>] | | | | | | | | | |
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| | | | | | | | | | |
| | | | | | | | | | |
| Brown | | | | | | | | | |
| White | | | | | | | | | |

Free type pictograms can be combined with Core Graphics. This page shows examples of using pictograms in colour combinations featuring the Core Graphics colour set “*Fuji*”. Refer to the examples of colour combinations given here to ensure appropriate expression.

In actual applications, necessary care must be taken to ensure the visibility and reproducibility that satisfies the purpose of use.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

Accessibility

To achieve colour combinations with strong readability, it is recommended to use the combinations shown in the right-end column and the bottom row of the right table.

The right-end column
(full colour pictograms on a white background)



The bottom row
(white pictograms on a full colour background)



To improve readability, a high contrast between the Pictogram colour and the colour of the given background is strongly recommended.

| | | Core Graphics colour set [<i>Fuji</i>] | | | | | | Brown | White |
|--|--|--|--|--|--|--|--|-------|-------|
| | | | | | | | | | |
| Core Graphics colour set [<i>Fuji</i>] | | | | | | | | | |
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| | | | | | | | | | |
| | | | | | | | | | |
| White | | | | | | | | | |

Free type pictograms can be combined with Core Graphics. This page shows examples of using pictograms in colour combinations featuring the Core Graphics colour set “*Matsuba*”. Refer to the examples of colour combinations given here to ensure appropriate expression.

In actual applications, necessary care must be taken to ensure the visibility and reproducibility that satisfies the purpose of use.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

Accessibility

To achieve colour combinations with strong readability, it is recommended to use the combinations shown in the right-end column and the bottom row of the right table.

The right-end column

(full colour pictograms on a white background)



The bottom row

(white pictograms on a full colour background)

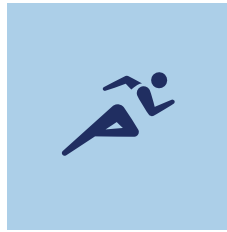


To improve readability, a high contrast between the Pictogram colour and the colour of the given background is strongly recommended.

| | | Core Graphics colour set [<i>Matsuba</i>] | | | | | | Brown | White |
|---|--|---|--|--|--|--|--|-------|-------|
| | | | | | | | | | |
| Core Graphics colour set [<i>Matsuba</i>] | | | | | | | | | |
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| | | | | | | | | | |
| | | | | | | | | | |
| Brown | | | | | | | | | |
| White | | | | | | | | | |

■ How to Use the Free Type | Background colours

When you wish to achieve the pictogram's basic function of communicating information, ensure visibility when the pictogram is used on a photographic or coloured background by displaying it in white, black or any other appropriate colour.



A pictogram may be displayed on a coloured background as long as legibility is not affected.



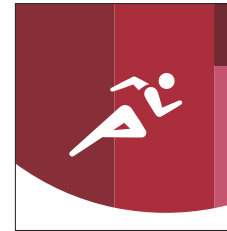
A pictogram may be displayed in white on a dark-coloured background.



A pictogram may be displayed on a light low-contrast photographic background.

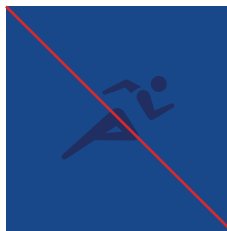


A pictogram may be displayed in white on a dark low-contrast photographic background.



A pictogram may be displayed on Core Graphics.

Incorrect usage



Do not use colours with inefficient contrast to the background colours.



A free type pictogram must not be placed on a complicated photographic background.



A pictogram must not be outlined in white.

■ How to Use the Free Type | Special usage

Embossing, debossing, engraving, etching or glass machining may be used to reproduce pictograms. However, use of gold or silver printing or hot stamping is not allowed.

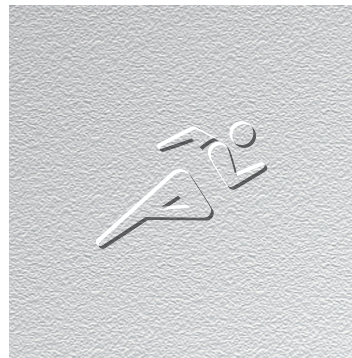
For embossing, a single colour must be used to display a pictogram.

Precautions for the special usage of pictograms

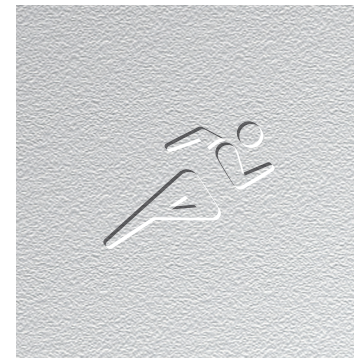
- When providing three-dimensional machining, such as embossing, the edges of a pictogram must be square and not rounded.
- Embossed or debossed parts of a pictogram must be of the same height/depth.
- An embossed or otherwise machined pictogram and its background must be of the same material.

Precautions for display on transparent materials, such as glass

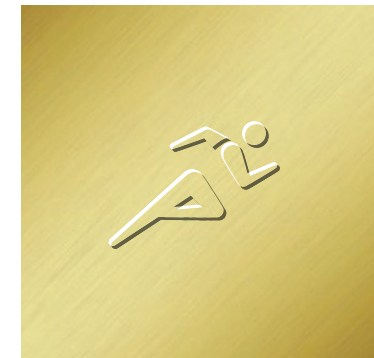
- The opacity of the plane on which a pictogram is displayed or negative background must be 50% or more so that the legibility of the pictogram is ensured when seen from any angle.
- If three-dimensional machining is involved, follow the "Precautions for the special usage of pictograms" above.



Embossed



Debossed



Engraved / Etched



Machined on glass (positive)

■ How to Use the Free Type | Sport names and font usage

When you place a sport name next to a free type pictogram, be sure to use the official sport names in English or Japanese defined by the Tokyo 2020 Organising Committee.

A sport name should be basically placed at the centre above/below or on the right/left of the guide around a pictogram.

A free type pictogram has a special clear space set around it to allow a sport name to be placed nearer to the pictogram.

Fonts in use

When displaying sport names, use the Tokyo 2020 official fonts. For details on the use of the Tokyo 2020 official fonts, please refer to the Font Guidelines separately provided and ensure correct display.

Examples of displaying with guide



Example of protecting clear space



Application example



■ How to Use the Free Type | Sport names and font usage | Two-language representation

A sport name may be displayed simultaneously in two languages as shown on this page.

Examples of displaying with guide



Example of protecting clear space



Application example



■ How to Use the Free Type | Sport names and font usage | Incorrect usage

This page shows possible examples of incorrect display of sport names placed next to free type pictograms. Such incorrect usage hinders widespread recognition of the Olympic Games Tokyo 2020 brand and results in damage to the brand value.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.



A sport name must not be superimposed on a pictogram.



A sport name must not be rotated.



Sport names must not be placed around a pictogram.



An English sport name must not be placed vertically.



A sport name must not be outlined.



Three-dimensional expression of a sport name is not allowed.



Shadows must not be added to a sport name.



Fonts other than those specified must not be used.



Any sport name other than the official ones must not be used.



A sport pictogram must not be placed in between two sport names.

■ How to Use the Free Type | Incorrect usage

This page features possible examples of incorrect usage of pictograms. Such incorrect usage hinders widespread recognition of the Olympic Games Tokyo 2020 brand and results in damage to the brand value.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

*Trimming: Whenever trimming of a pictogram is necessary, please consult the Tokyo 2020 Organising Committee. The trimming of a pictogram is allowed within the range that the sport shown can be recognized.

Example



A pictogram must not be deformed.



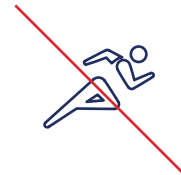
A pictogram must not be rotated.



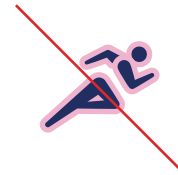
A pictogram must not be reversed.



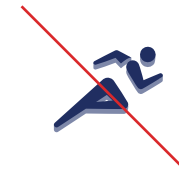
Shadows must not be added.



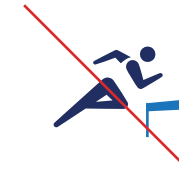
A pictogram must not be outlined.



An outline must not be added.



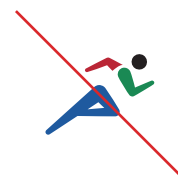
Three-dimensional expression must not be used.



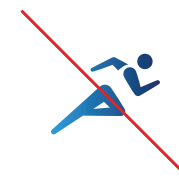
Other graphic elements must not be added.



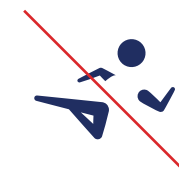
*Trimming that could prevent the recognition of the sport shown is not allowed.



Colours other than those specified must not be used.



Colour gradation must not be used.



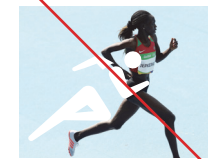
The layout and size of the parts of a pictogram must not be altered.



The placement of the sport pictograms within the Modern Pentathlon and Triathlon pictograms must not be altered.



A photograph must not be contained in a pictogram.



A pictogram must not be imposed on a photograph of a person.

How to Use the Frame Type

■ How to Use the Frame Type | Clear space

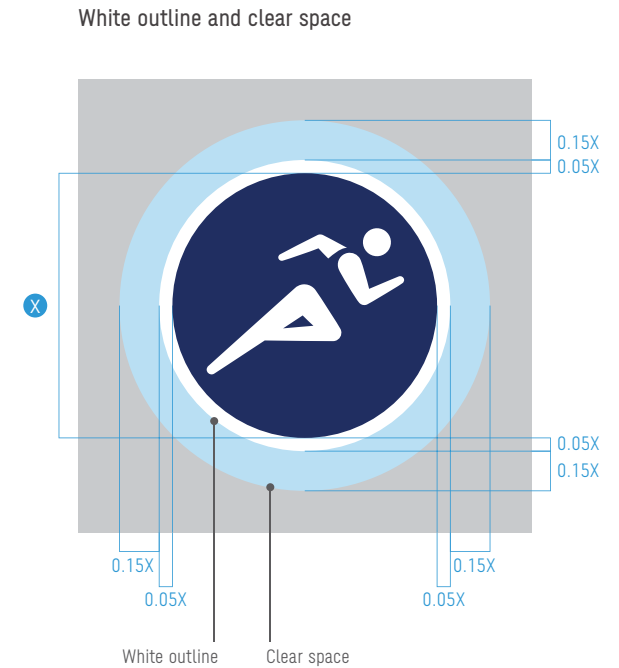
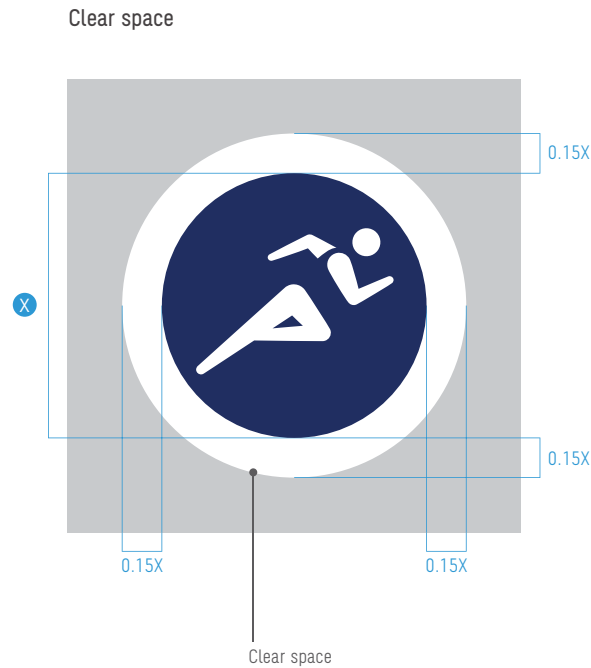
Clear space

To ensure correct recognition of pictograms, a certain area of isolation from other graphic elements is required. The minimum such area around the pictograms is called “clear space”. Please obey the requirements specified here to provide the correct clear space.

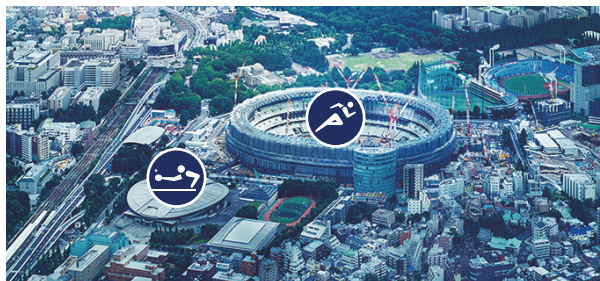
White outline

To enable use on a complicated background or photograph, the frame type pictograms can be shown with a white outline as shown to the right. Please obey the rules specified here to provide the correct clear space.

In actual applications, please ensure that you use the original data provided by the Tokyo 2020 Organising Committee.



Application example (White outline)



Photo



Map

■ How to Use the Frame Type | Grid

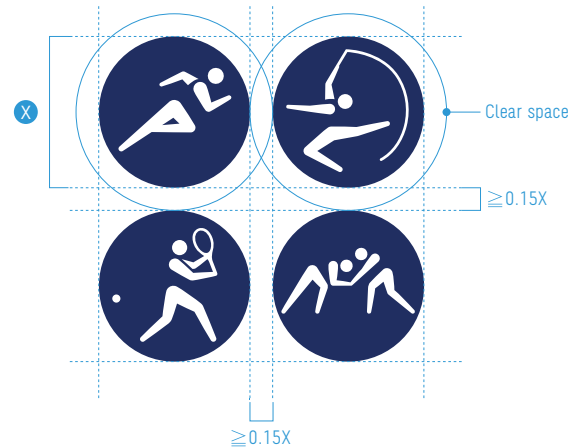
When showing more than one pictogram on a grid, please provide the required clear spaces and intervals between the pictograms to display them correctly.

Sequence

When showing the pictograms in a grid pattern as shown here, place them in English alphabetical order (even when in another language) from top left to bottom right. For details on the order and display of sport names, please refer to page 48.

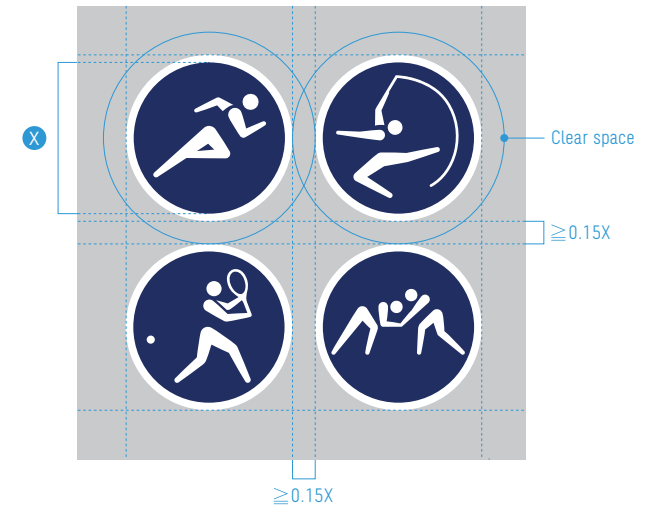
If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

Sequence



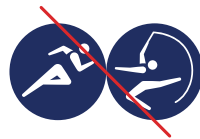
*The above shows the minimum intervals between the pictograms.

White outline



*The above shows the minimum intervals between the pictograms.

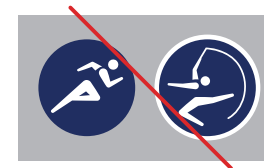
Incorrect usage



Pictograms must not be closer to each other than specified.



Pictograms in different sizes must not be shown together.



The normal and outlined versions of the frame type must not be shown together.



The two different pictogram types must not be shown side by side.

■ How to Use the Frame Type | Grid | Full grid

This page shows how to place all sport pictograms in a grid pattern.



2×25



5×10



8×7



17×3

■ How to Use the Frame Type | Minimum size

Minimum size

The minimum size is determined to ensure reproducibility of the pictograms. However, pictograms can be displayed in a size smaller than the specified minimum size in certain special circumstances.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.

Modern Pentathlon

For the Modern Pentathlon, an elongated pictogram (see page 15) is also available to ensure reproducibility. The elongated Modern Pentathlon pictogram can be reduced to a size of 8mm in guide height so that the individual pictograms that constitute the Modern Pentathlon pictogram appear in the same size as the other sport pictograms.

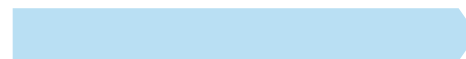
All pictograms



Minimum size
For print : 8mm
For digital : 30pixels

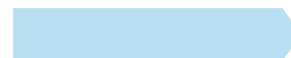
Modern Pentathlon

Standard



Minimum size
For print : 8mm
For digital : 30pixels

Elongated



Minimum size
For print : 8mm
For digital : 30pixels

■ How to Use the Frame Type | Colours | Colour palette

As a basic principle, full colour pictograms should be displayed on a white background.

The frame type pictograms must not be used in colours other than those specified here.

For details on the method of full colour or single colour display, please refer to the relevant pages of the Guidelines, including the Background colours (page 41), for correct presentation.

Use of the Core Graphics colours

When using the Core Graphics colours for frame type pictograms, use the primary colour of each Core Graphics colour set. Frame type pictograms may not be shown on Core Graphics.

In actual applications, please ensure that you use the original data provided by the Tokyo 2020 Organising Committee.

Emblem blue



CMYK : C100 M80 Y0 K50
RGB : R0 G32 B99
PANTONE : 281 C

Core Graphics colours

Kurenai



CMYK : C50 M100 Y87 K10
RGB : R139 G32 B48
PANTONE : 1955 C

Fuji



CMYK : C54 M84 Y11 K0
RGB : R138 G65 B138
PANTONE : 2354 C

Ai



CMYK : C100 M72 Y7 K0
RGB : R0 G76 B154
PANTONE : 2145 C

Sakura



CMYK : C2 M71 Y34 K0
RGB : R233 G106 B123
PANTONE : 702 C

Matsuba



CMYK : C100 M36 Y74 K5
RGB : R0 G118 B93
PANTONE : 328 C

Olympic colours

Blue



CMYK : C100 M37 Y0 K0
RGB : R0 G129 B200
PANTONE : 3005 C

Yellow



CMYK : C0 M34 Y91 K0
RGB : R252 G177 B49
PANTONE : 137 C

Black



CMYK : C0 M0 Y0 K100
RGB : R0 G0 B0
PANTONE : 426 C

Green



CMYK : C100 M0 Y100 K0
RGB : R0 G166 B81
PANTONE : 355 C

Red



CMYK : C0 M94 Y65 K0
RGB : R238 G51 B78
PANTONE : 192 C

White



CMYK : C0 M0 Y0 K0
RGB : R255 G255 B255
PANTONE : ———

■ How to Use the Frame Type | Colours | Full colour

Frame type pictograms can be shown in Emblem blue or any of the Core Graphics colours.

When displaying pictograms in Core Graphics colours, please refer to the appropriate guidelines while considering the sport type and the Look of the Games.

In actual applications, necessary care must be taken to ensure the visibility and reproducibility that satisfies the purpose of use.

Emblem blue



CMYK : C100 M80 Y0 K50
RGB : R0 G32 B99
PANTONE : 281 C



Kurenai



CMYK : C50 M100 Y87 K10
RGB : R139 G32 B48
PANTONE : 1955 C



Ai



CMYK : C100 M72 Y7 K0
RGB : R0 G76 B154
PANTONE : 2145 C

Core Graphics colours



Sakura



CMYK : C2 M71 Y34 K0
RGB : R233 G106 B123
PANTONE : 702 C



Fuji



CMYK : C54 M84 Y11 K0
RGB : R138 G65 B138
PANTONE : 2354 C



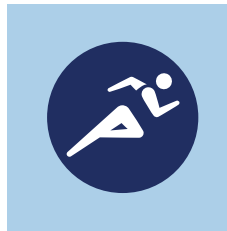
Matsuba



CMYK : C100 M36 Y74 K5
RGB : R0 G118 B93
PANTONE : 328 C

■ How to Use the Frame Type | Background colours

Considering the pictogram's basic function of communicating information, please choose the appropriate colour for the pictogram to ensure visibility when it is used on a photographic or coloured background.



A pictogram may be displayed on a coloured background as long as legibility is not affected.



A pictogram may be displayed with a white outline on a dark-coloured background.



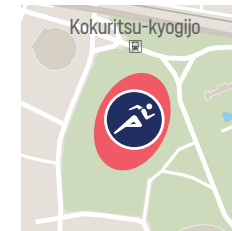
A pictogram may be displayed on a light low-contrast photographic background.



A pictogram may be displayed with a white outline on a dark low-contrast photographic background.



A pictogram may be displayed with a white outline on a complicated background.



A pictogram may be displayed with a white outline on a complicated background, such as a map.

Incorrect usage



Do not use colours with inefficient contrast to the background colours.



Seeing the background through the pictogram within the frame type is not allowed.

■ How to Use the Frame Type | Special usage

Embossing, debossing, engraving, etching or glass machining may be used to reproduce pictograms. However, use of gold or silver printing or hot stamping is not allowed.

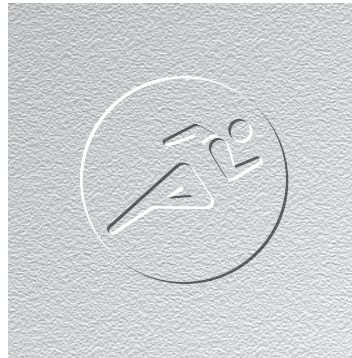
For embossing, a single colour must be used to display a pictogram.

Precautions for the special usage of pictograms

- When providing three-dimensional machining, such as embossing, the edges of a pictogram must be square and not rounded.
- Embossed or debossed parts of a pictogram must be of the same height/depth.
- An embossed or otherwise machined pictogram and its background must be of the same material.

Precautions for display on transparent materials, such as glass

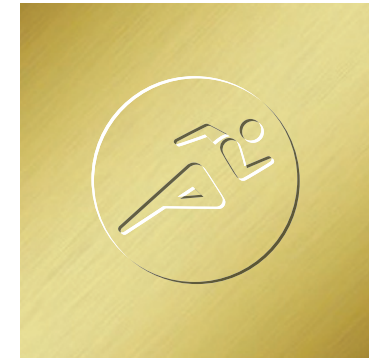
- The opacity of the plane on which a pictogram is displayed or negative background must be 50% or more so that the legibility of the pictogram is ensured when seen from any angle.
- If three-dimensional machining is involved, follow the "Precautions for the special usage of pictograms" above.



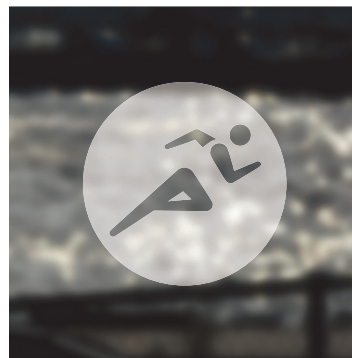
Embossed



Debossed



Engraved / Etched



Machined on glass (positive)

■ How to Use the Frame Type | Sport names and font usage

When you place a sport name next to a frame type pictogram, be sure to use the official sport names in English or Japanese defined by the Tokyo 2020 Organising Committee.

A sport name should be basically placed at the centre above/below or on the right/left of the guide around a pictogram.

Fonts in use

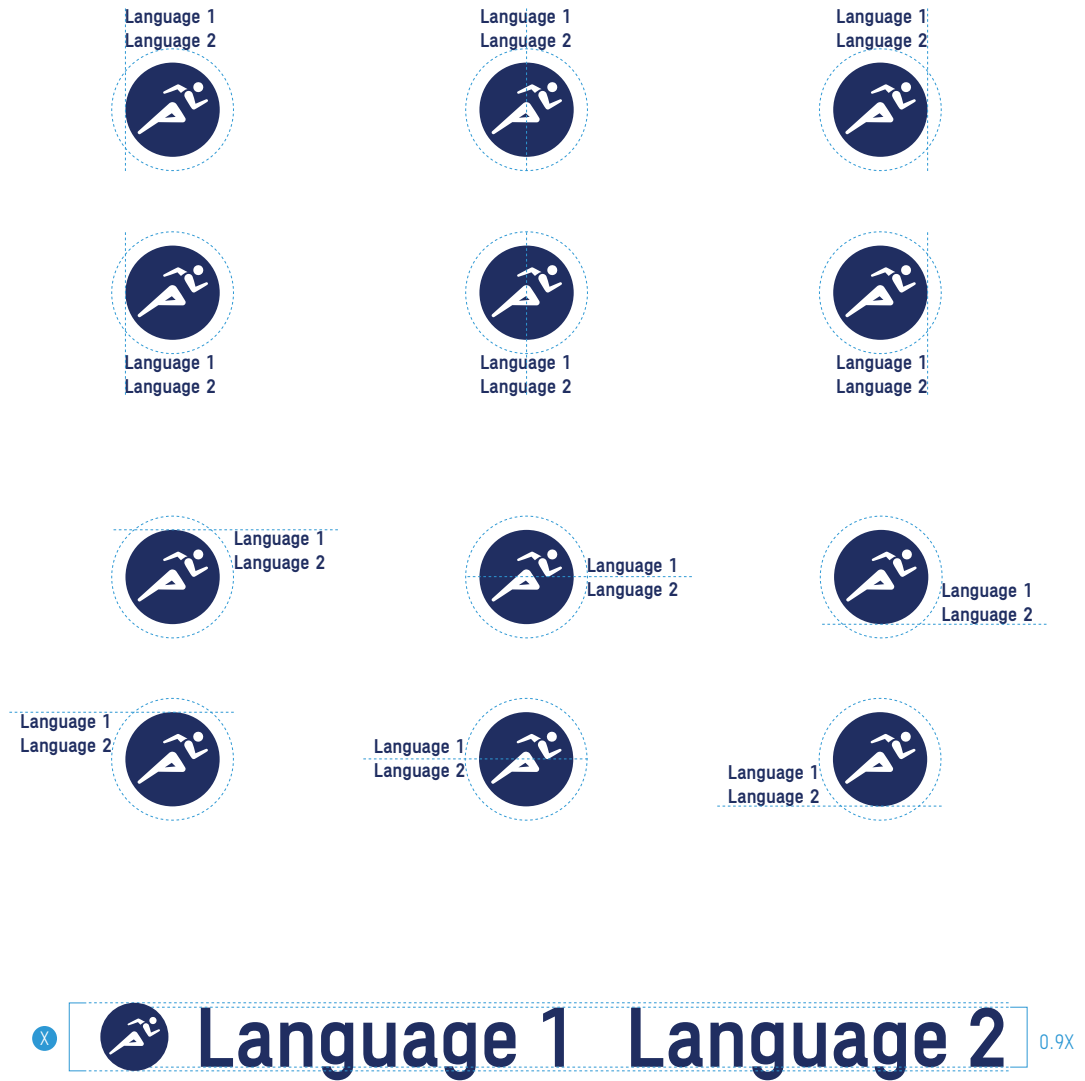
When displaying sport names, use the Tokyo 2020 official fonts. For details on the use of the Tokyo 2020 official fonts, please refer to the Font Guidelines separately provided and ensure correct display.



A sport name can be shown in a height within the frame's height.

■ How to Use the Frame Type | Sport names and font usage | Two-language representation

A sport name may be displayed simultaneously in two languages as shown on this page.



A sport name can be shown in a height within the frame's height.

■ How to Use the Frame Type | Sport names and font usage | Incorrect usage

This page shows possible examples of incorrect display of sport names placed next to frame type pictograms. Such incorrect usage hinders widespread recognition of the Olympic Games Tokyo 2020 brand and results in damage to the brand value.

If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.



A sport name must not be superimposed on a pictogram.



A sport name must not be rotated.



Sport names must not be placed around a pictogram.



An English sport name must not be placed vertically.



A sport name must not be outlined.



A sport name must not be placed in the frame by deforming it.



Three-dimensional expression of a sport name is not allowed.



Shadows must not be added to a sport name.



Fonts other than those specified must not be used.



Any sport name other than the official ones must not be used.

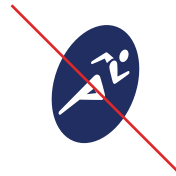


A sport pictogram must not be placed in between two sport names.

■ How to Use the Frame Type | Incorrect usage

This page features possible examples of incorrect usage of pictograms. Such incorrect usage hinders widespread recognition of the Olympic Games Tokyo 2020 brand and results in damage to the brand value.

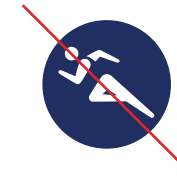
If you have any questions about the usage, please contact the Tokyo 2020 Organising Committee.



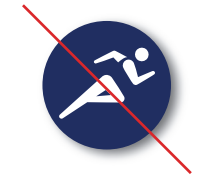
A pictogram must not be deformed.



A pictogram must not be rotated.



A pictogram must not be reversed.



Shadows must not be added.



A pictogram must not be outlined.



Three-dimensional expression must not be used.



Other graphic elements must not be added.



Do not use frames other than those specified.



Trimming is not allowed.



Colours other than those specified must not be used.



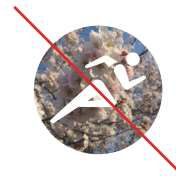
Colour gradation must not be used.



The layout and size of the parts of a pictogram must not be altered.



The placement of the sport pictograms within the Modern Pentathlon and Triathlon pictograms must not be altered.



A photograph must not be contained in a pictogram.



A pictogram must not be imposed on a photograph of a person.

Reference Documents for Sport Pictograms

■ Sport Names List for the Olympic Games Tokyo 2020

This page lists the English and Japanese sport names for the Olympic Games Tokyo 2020 when combining pictograms with text.

The sport names below can be abbreviated as follows.

ENGLISH

Baseball/Softball Baseball → Baseball

Baseball/Softball Softball → Softball

JAPANESE

野球・ソフトボール 野球 → 野球

野球・ソフトボール ソフトボール → ソフトボール

馬術 馬場馬術 → 馬場馬術

馬術 総合馬術 → 総合馬術

馬術 障害馬術 → 障害馬術

| ENGLISH | JAPANESE |
|----------------------------|-------------------|
| 3x3 Basketball | 3x3 バスケットボール |
| Archery | アーチェリー |
| Artistic Gymnastics | 体操競技 |
| Artistic Swimming | アーティスティックスイミング |
| Athletics | 陸上競技 |
| Badminton | バドミントン |
| Baseball/Softball Baseball | 野球・ソフトボール 野球 |
| Baseball/Softball Softball | 野球・ソフトボール ソフトボール |
| Basketball | バスケットボール |
| Beach Volleyball | ビーチバレーボール |
| Boxing | ボクシング |
| Canoe Slalom | カヌー スラローム |
| Canoe Sprint | カヌー スプリント |
| Cycling BMX Freestyle | 自転車競技 BMX フリースタイル |
| Cycling BMX Racing | 自転車競技 BMX レーシング |
| Cycling Mountain Bike | 自転車競技 マウンテンバイク |
| Cycling Road | 自転車競技 ロード |
| Cycling Track | 自転車競技トラック |
| Diving | 飛込 |
| Equestrian Dressage | 馬術 馬場馬術 |
| Equestrian Eventing | 馬術 総合馬術 |
| Equestrian Jumping | 馬術 障害馬術 |
| Fencing | フェンシング |
| Football | サッカー |
| Golf | ゴルフ |

| ENGLISH | JAPANESE |
|-----------------------|------------|
| Handball | ハンドボール |
| Hockey | ホッケー |
| Judo | 柔道 |
| Karate Kata | 空手 形 |
| Karate Kumite | 空手 組手 |
| Marathon Swimming | マラソンスイミング |
| Modern Pentathlon | 近代五種 |
| Rhythmic Gymnastics | 新体操 |
| Rowing | ボート |
| Rugby | ラグビー |
| Sailing | セーリング |
| Shooting | 射撃 |
| Skateboarding | スケートボード |
| Sport Climbing | スポーツクライミング |
| Surfing | サーフィン |
| Swimming | 競泳 |
| Table Tennis | 卓球 |
| Taekwondo | テコンドー |
| Tennis | テニス |
| Trampoline Gymnastics | トランポリン |
| Triathlon | トライアスロン |
| Volleyball | バレーボール |
| Water Polo | 水球 |
| Weightlifting | ウエイトリフティング |
| Wrestling | レスリング |

These Guidelines may be revised from time to time, as and when deemed necessary.

The Tokyo Organising Committee of the Olympic and Paralympic Games

tokyo2020.org

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