



Olympic Games Tokyo 2020 Mascot Design Guidelines

National Olympic Committees

Version 1.0 July 2018



■ Introduction

The Tokyo 2020 Olympic Games Mascot is an ambassador who promotes the spirit of the Olympic Games and the Vision of the Tokyo 2020 Games. The mascot will welcome spectators from around the world, and will raise the level of excitement at the Games. At the same time, the mascot will be seen at various events, in licensing products, on animated programmes, etc. and will be remembered by all after the Games. The Tokyo 2020 Olympic Games Mascot Guidelines describe the background story of the mascot, the mascot profile, and uses. When using the mascot for various applications, please be sure to reproduce the mascot correctly by referring to the applicable pages of the guidelines. Please be sure to use the original digital data provided by the Tokyo 2020 Organising Committee.

Any use of the mascot must be approved by the Tokyo Organising Committee for the Olympic and Paralympic Games via the IOC Approval Platform.

The content will be periodically revised to meet any new user needs and to ensure that this guidelines is always up-to-date. Reproducing this document in any shape or form is expressly forbidden, except with prior permission of the Tokyo 2020 Olympic and Paralympic Games. Authorization for reproduction of this content must be requested, per below e-mail.

brand.support@tokyo2020.jp

Contents

Tokyo 2020 Olympic Games Mascot

- 03 Tokyo 2020 mascots | Background story
- 04 Olympic Mascot | Profile
- 05 Olympic Mascot | Designated colours
- 06 Olympic Mascot | Monochrome version
- 07 Olympic Mascot | Clear space
- 08 Olympic Mascot | Minimum size
- 09 Olympic Mascot | Relationship with background colours
- 10 Olympic Mascot | Outline
- 11 Olympic Mascot | Relationship with background colours (monochrome)
- 12 Olympic Mascot | Incorrect usage

■ Tokyo 2020 Mascots | Background story

The mascots for the Tokyo 2020 Games were chosen from an open public competition. Over 2,000 Mascot Designs were submitted and then narrowed down to 3 final design candidates. In the last stage, elementary school children in Japan and those at Japanese schools abroad voted for the winning design, a first in the history of the Olympic Games.

The Tokyo 2020 Olympic and Paralympic Games Mascots express the Tokyo 2020 Games Vision as the most innovative in history.

The mascots have opposite personalities. However, they respect each other, and they are best friends.

With the spirit of *omotenashi* (Japanese hospitality), the Tokyo 2020 Games Mascots will try their best to cheer on everyone and their legacy will be remembered in the memories of people from all over the world.



The results of the Tokyo 2020 Games Mascot elementary school voting were announced on February 28, 2018 at Houyou no Mori Gakuen in Shinagawa-ku, Tokyo.



■ Olympic Mascot | Profile

The Olympic Games Mascot (hereinafter “the mascot”) has the same indigo-blue ichimatsu pattern as the Tokyo 2020 Games Emblem on its head and body.

The mascot’s personality is derived from a traditional Japanese proverb that means to learn old things well and to acquire new knowledge from them. With that concept, the mascot has both an old-fashioned side that respects tradition and an innovative side that is in tune with cutting-edge information and ideas.

The mascot has a strong sense of justice and is highly athletic. The mascot’s special skill is the ability to move to any place instantaneously like a ninja.

MIRAITOWA is the name of the Olympic Games Mascot. In Japanese, ‘Mirai’ means future and ‘Towa’ means eternity. The Olympic mascot’s name conveys both a sense of the upcoming Tokyo 2020 Games as well as the lasting legacy the Games will have for generations.

Please use the following terminology:

- For only Olympic mascot
Tokyo 2020 Olympic Games mascot
- For both Olympic and Paralympic mascots
Tokyo 2020 mascots

*This is the basic mascot pose



MIRAITOWA
ミライトワ

■ Olympic Mascot | Designated colours

The mascot should be displayed in full colour.
Please reproduce correctly as indicated by the
colour specifications shown here.

Olympic Mascot colours



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

 Pantone : 298C
CMYK : C67 M0 Y0 K0
RGB : R37 G188 B239

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

 White
CMYK : C0 M0 Y0 K0
RGB : R255 G255 B255

Olympic Emblem colours



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

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

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

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

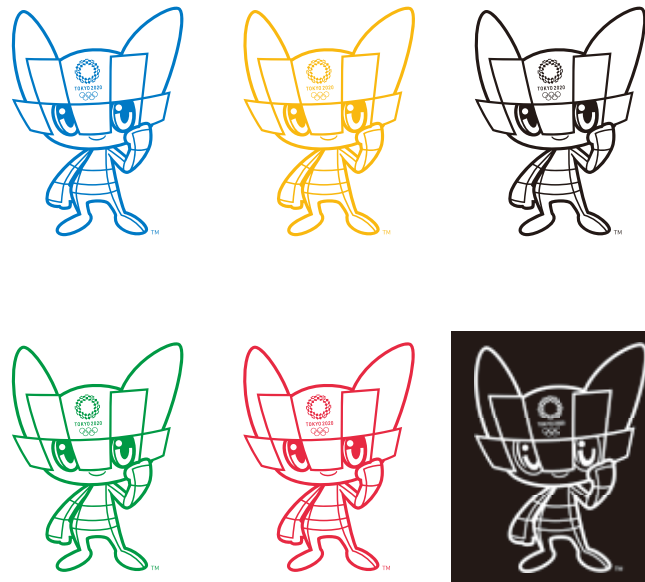
 Pantone : 137C
CMYK : C0 M34 Y91 K0
RGB : R252 G177 B49

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

■ Olympic Mascot | Monochrome version

Should media or printing constraints make it difficult to display the mascot in full colour, it is also fine to display the mascot in one of the Olympic colours, as described hereafter.

monochrome colour expression (Olympic colours)



Olympic colours

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

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

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

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

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

 White
CMYK : C0 M0 Y0 K0
RGB : R255 G255 B255

■ Olympic Mascot | Clear space

In order for the mascot to be correctly recognised, it is important that each design element is appropriately isolated from the other elements. The space used to separate the various design elements is called 'clear space.' When using the mascot, please comply with the criteria shown here, and ensure you leave the appropriate amount of clear space between each design element (not including backgrounds).



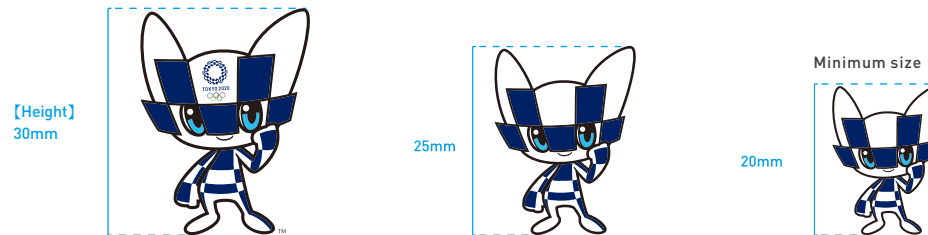
■ Olympic Mascot | Minimum size

The minimum size is determined to secure the proper reproduction of the mascot. However, the mascot can be displayed in a size smaller than the specified minimum size in certain special circumstances (e.g. on pin badges).

In the case that the emblem is removed from the mascot, please ensure that the emblem is always applied on the same surface, somewhere in the proximity of the mascot.

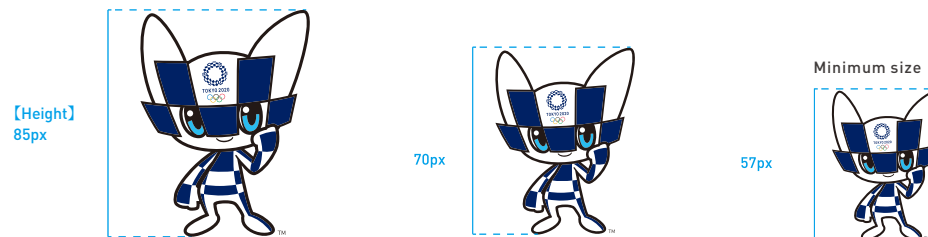
If you wish to use a special size, prior approval by the Organising Committee is required.

In printed materials



When applied with a height between 29mm and 20mm, the emblem and TM symbol can be removed from the mascot and be replaced with a sentence to the side. The sentence "TM Tokyo 2020 All Rights Reserved." should preferably be applied next to the mascot.

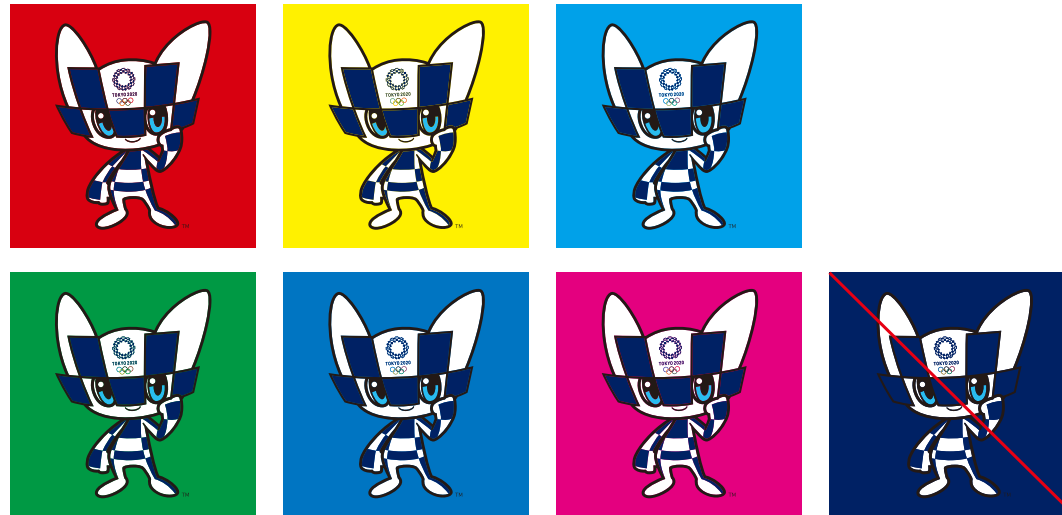
In digital media



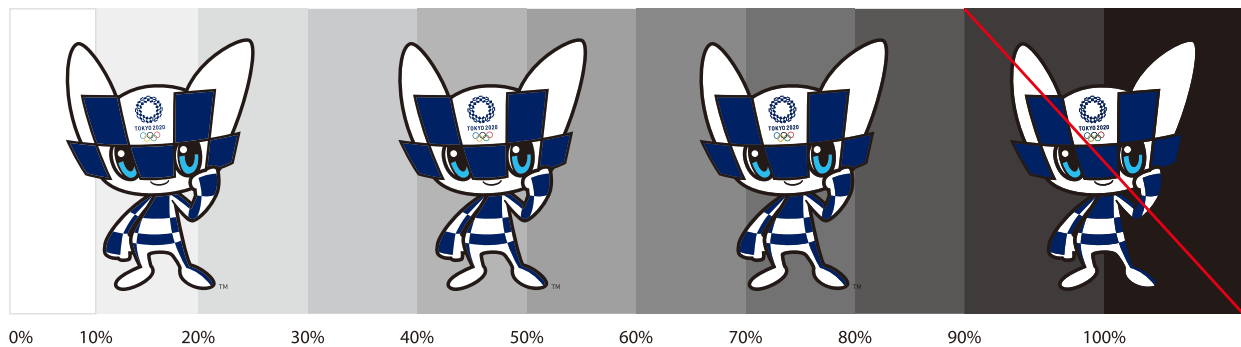
■ Olympic Mascot | Relationship with background colours

Please ensure visibility so that the mascot will not blend into the background.

Coloured background

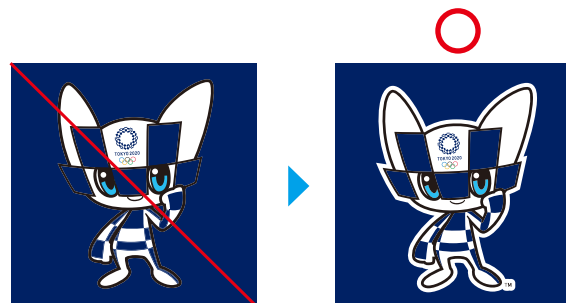
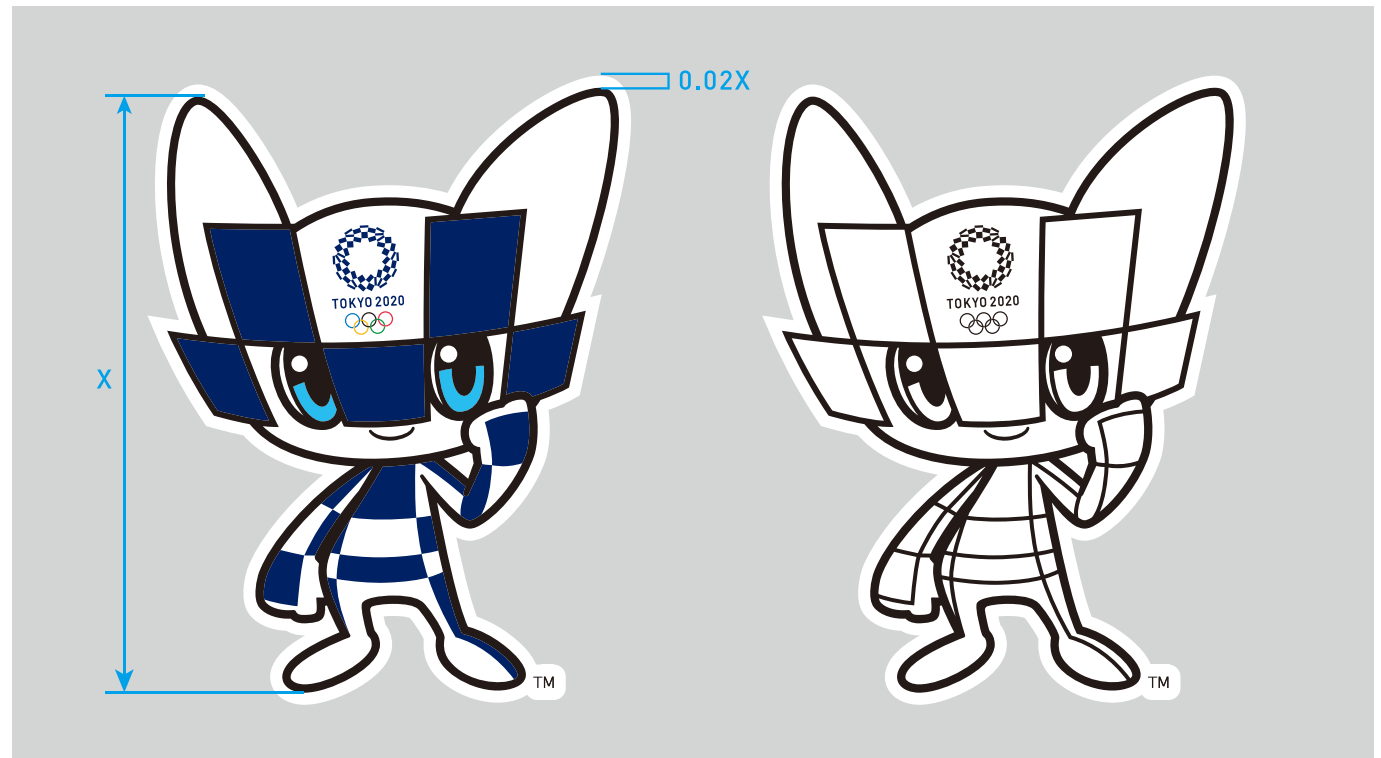


Black and white background



■ Olympic Mascot | Outline

When displaying the mascot on a dark background, an outline can be applied around the mascot according to the rule shown on the right in order to ensure visibility of the mascot against the surrounding environment.

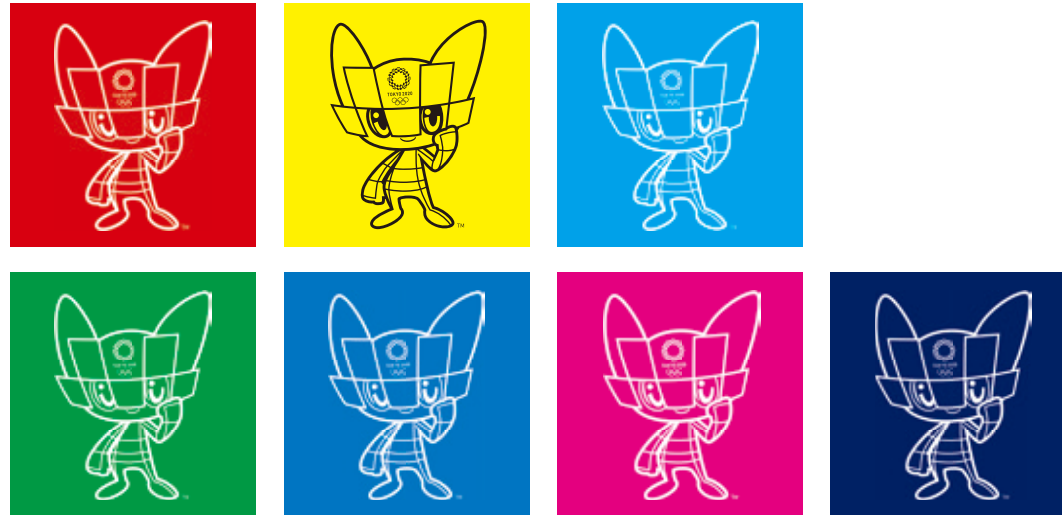


■ Olympic Mascot | Relationship with background colours (monochrome)

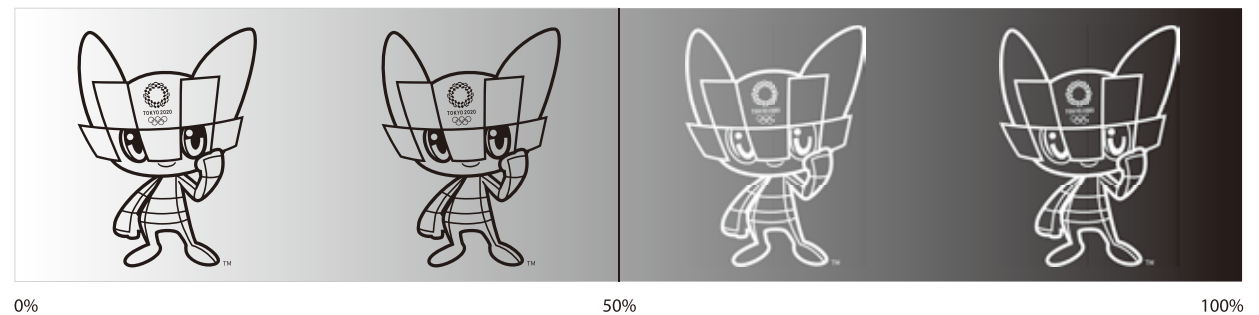
The mascot can be displayed in monochrome colours (black and white). The monochrome mascot can be applied against backgrounds of various colours only if the mascot is visible enough.

The positive monochrome mascot can be applied against backgrounds of bright colours; and the negative monochrome mascot, against backgrounds of dark colours.

Coloured background



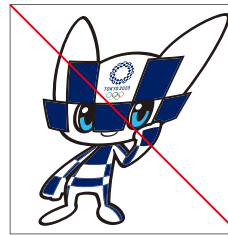
Black and white background



■ Olympic Mascot | Incorrect usage

The following examples show incorrect usages of the mascot. These examples are not exhaustive. Inappropriate displays, such as the examples shown here, obstruct accurate recognition of the Tokyo 2020 brand image, and thus do harm to the brand value.

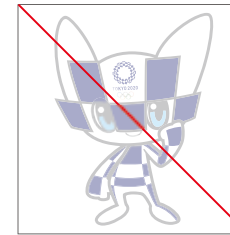
*If you have further questions about usage, please contact the Organising Committee. (see page 02)



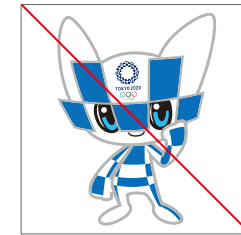
Do not alter



Do not distort



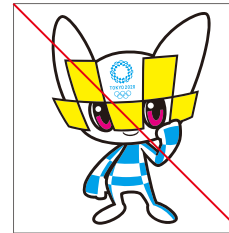
Do not make it transparent



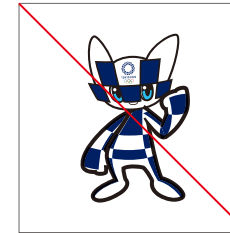
Do not change the colour



Do not add other colours



Do not use different colours



Do not change the proportions of any of the elements



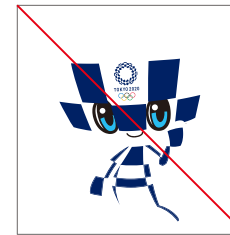
Do not remove the emblem



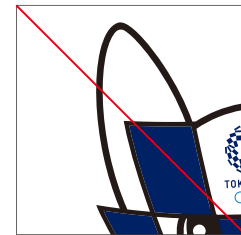
Do not make outlines that are too thick



Do not display with a shadow



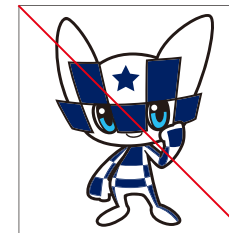
Do not use without an outline



Do not crop the mascot arbitrarily



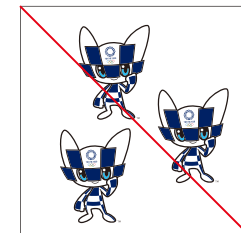
Do not write any text over the mascot



Do not place any graphic element or logo in the emblem's space



Do not display on a complex background



Do not display multiple mascots on the same surface

If you have further questions regarding elements that are not included in this guideline such as any other mascot poses, mascot animation, and 3-D mascot designs, please contact the Tokyo Organising Committee of the Olympic and Paralympic Games.

brand.support@tokyo2020.jp

The Tokyo Organising Committee for the Olympic and Paralympic Games

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