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BAHRAIN OLYMPIC COMMITTEE

BRAND GUIDELINES



BAHRAIN


A GUIDE TO OUR VISUAL IDENTITY

Essential guideline to help manage and protect the
Bahrain Olympic Committee Brand



BRAND GUIDELINE CONTENTS

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Bahrain Olympic Committee (BOC)

Bahrain Olympic Committee (BOC) was established in 1979 and re-registered according to law number 21 - year 1989 issued in 26/06/1990 under section number 3 for organizing clubs and associations operating the youth and sports segment at the General Institution for Youth and Sports. BOC owns an independency legal Charter from the day of registration in the official newspapers. Bahrain Olympic Committee is an independent civil body with a legal Charter and it is an

acknowledged member by the International Olympic Committee that has all the rights and admits all the obligations set forth by the International Olympic Charter.

VISION

As the Bahrain Olympic Committee and through the Olympic ideals we strive to embody the aspirations and hopes of the members of the sports movement and throughout partnership aims to provide the

necessary support to enable our nations' athletes to excel on the Arabian and global sporting stage.

MISSION

To promote, protect, develop and regulate the Olympic Movement in the Kingdom of Bahrain in accordance with the Olympic Charter.

INTRODUCTION & EXECUTIVE SUMMARY

This document was created in order to help protect the Bahrain Olympic Committee Brand.

Its significance is two fold; firstly to protect the visual brand identity in the form of all visual mediums that the brand might exist within.

The visual brand identity is to protect colors and look and feel, and demonstrate best practice identity usage against various scenarios including advertising, online and more.

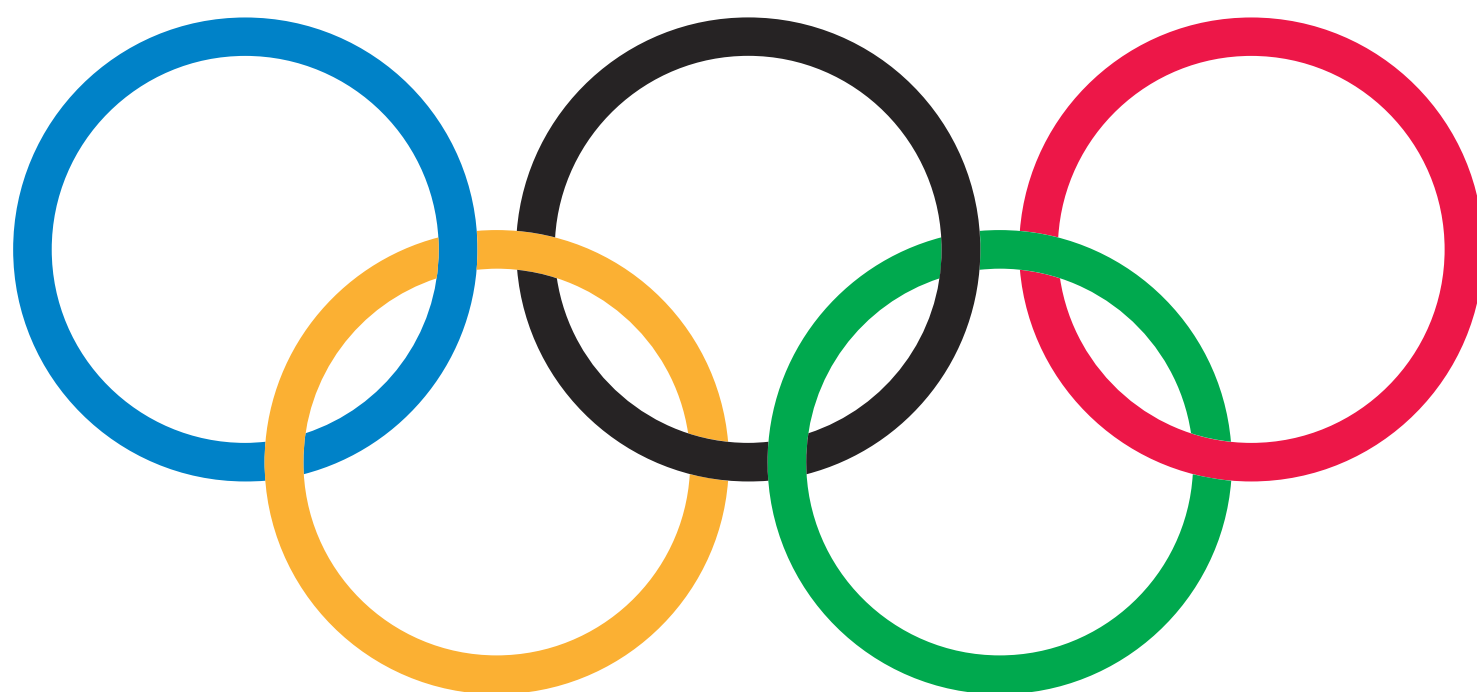
BOC should be able to use this document as a guide for various suppliers to utilize.

Secondly, the brand guidelines provide the rationale behind the identity selected and explains what imagery was selected and why/what it represents.

When coming to an organization such as BOC who is involved in charge of managing and motivating youth, the spirit of the brand becomes increasingly relevant both in their

communications today and the future.

ABOUT THE IOC



THE OLYMPIC SYMBOL

The Olympic symbol consists of five interlaced rings of equal dimensions “the Olympic rings”, used alone, in one or in five different colors. When used in its five-color version, these colors shall be, from left to right, blue, yellow, black, green and red. The rings are interlaced from left to right; the blue, black and red rings are situated at the top, the yellow and green rings at the bottom in accordance with the following graphic reproduction. The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games.

THE OLYMPIC FLAG

The Olympic flag has a white background, with no border.

The Olympic symbol in its five colors is located in the centre of the flag.

THE OLYMPIC MOTTO

The Olympic motto “Citius – Altius – Fortius” expresses the aspirations of the Olympic Movement.

OLYMPIC EMBLEMS

An Olympic emblem is an integrated design associating the Olympic rings with another distinctive element.

THE Olympic ANTHEM

The Olympic anthem is the

musical work entitled “Olympic anthem”, composed by Spiro Samara.

THE OLYMPIC FLAME, OLYMPIC TORCHES

1. The Olympic flame is the flame which is kindled in Olympia under the authority of the IOC.

2. An Olympic torch is a portable torch, or a replica thereof, as approved by the IOC and intended for combustion of the Olympic flame.

OLYMPIC DESIGNATIONS

An Olympic designation is any visual or audio representation of any association, connection or other link with the Olympic Games, the Olympic Movement, or any constituent thereof.

ABOUT THE OLYMPIC CHARTER

INTRODUCTION TO THE OLYMPIC CHARTER

The Olympic Charter (OC) is the codification of the Fundamental Principles of Olympism, Rules and Bye-Laws adopted by the International Olympic Committee (IOC). It governs the organisation, action and operation of the Olympic Movement and sets forth the conditions for the celebration of the Olympic Games. In essence, the Olympic Charter serves three main purposes:

a) The Olympic Charter, as a basic instrument of a constitutional nature, sets forth and recalls the Fundamental Principles and essential values of Olympism.

b) The Olympic Charter also serves as statutes for the International Olympic Committee.

c) In addition, the Olympic Charter defines the main reciprocal rights and obligations of the three main constituents of the Olympic Movement, namely the International Olympic Committee, the International Federations and the National Olympic Committees, as well as the Organising Committees for the Olympic Games, all of which are required to comply with the Olympic Charter.

PREAMBLE

Modern Olympism was conceived by Pierre de Coubertin, on whose initiative the International Athletic Congress of Paris was held in June 1894. The International Olympic Committee (IOC) constituted itself on 23

June 1894. The first Olympic Games (Games of the Olympiad) of modern times were celebrated in Athens, Greece, in 1896. In 1914, the Olympic flag presented by Pierre de Coubertin at the Paris Congress was adopted. It includes the five interlaced rings, which represent the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games. The first Olympic Winter Games were celebrated in Chamonix, France, in 1924.

FUNDAMENTAL PRINCIPLES OF OLYMPISM

1. Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

2. The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity.

3. The Olympic Movement is the concerted, organised, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world's athletes at the

great sports festival, the Olympic Games. Its symbol is five interlaced rings.

4. The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

5. Recognising that sport occurs within the framework of society, sports organisations within the Olympic Movement shall have the rights and obligations of autonomy, which include freely establishing and controlling the rules of sport, determining the structure and governance of their organisations, enjoying the right of elections free from any outside influence and the responsibility for ensuring that principles of good governance be applied.

6. Any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.

7. Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.



LOGO GUIDE

ABOUT THE BRAND MARK

Introduction



1. ORIGINAL PART OF COAT FROM THE ROYAL COAT OF ARMS*
2. THE LEAF REPRESENTS BOTH THE Olympics AND ROYAL COAT OF ARMS LEAF
3. ILLUSTRATION OF THE OLYMPIC TORCH
4. STRONG COMBINATION OF ELEMENTS INCLUDING THE WIND MOVEMENT
5. MEMORABLE AND CAN BE SEEN AS BOTH A LEAF AND A TORCH
6. REPRESENTS BAHRAIN THROUGH THE RED & WHITE COLORS



BAHRAIN ROYAL ICON

ELEMENTS

1. Coat of arms and leaf
2. Flag movement and colors
3. Olympic torch
4. Wind

THE ORIGIN OF ELEMENTS

- Coat of arms and leaf represent life, harmony, prosperity, growth, wellbeing, health, true nature
- Flag movement and colors represent nationalism
- Olympic torch represents: energy, guidance, Olympic spirit
- Wind represents: change, vitality and movement

ABOUT THE BRAND MARK

Visual Matrix



"A visual matrix represents the visual form of the key elements, and is to be used as a reference for all communication"

RATIONALE

The shape of torch like figures have been taken from the Royal Coat of Arms, and the colors represent the country's identity.

The torch shape depicts both the Olympics and the 'ignited' spirit of sports.

The modern look of the logo coupled with the ancient symbolism of the torch shows a depth and connection between the best of old and new.

The Olympic leaf is also depicted within the identity, which further supports the history of the Olympics to date and Bahrain's involvement in it which now goes back several years.

Meanwhile, the wind element depicts energy and vitality and portrays the feeling that athletes get when competing in the open air. It is also the only element that is able to move flames from the torch.

CLEAR AREA & MINIMUM SIZE GUIDE

Logo



Outline Minimum Size



Color Minimum Size



Clear Area

CLEAR AREA

The letter B has been used above to show the clear space area required to surround the logo at all times. The 1cm is derived from the "B" shown above. But the double usage of the B vertical and horizontal will provide a proportional guide that can be utilized whenever needed. As the logo grows in size it will be easy to understand the space required to surround the logo.

MINIMUM SIZE

To ensure clarity and legibility, the minimum size for BOC icon should not be produced smaller than height 1.5 cm.

LOGO VARIATION GUIDE

Logo



Color



Grayscale



White Outline



Black Outline

COLOR

Whenever possible, the logo should be used in its full color form.

GRAYSCALE

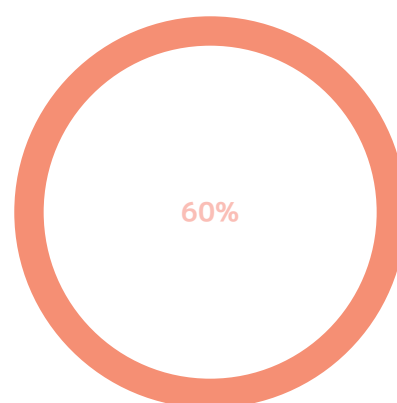
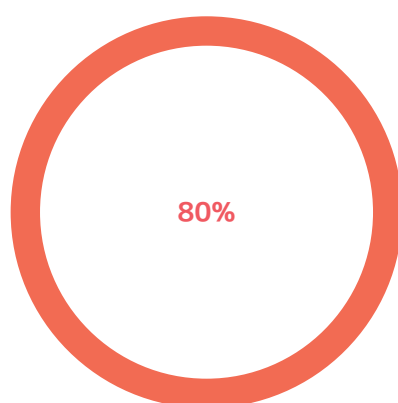
Version recommended for printing or media where the logo details cannot be rendered.

OUTLINE

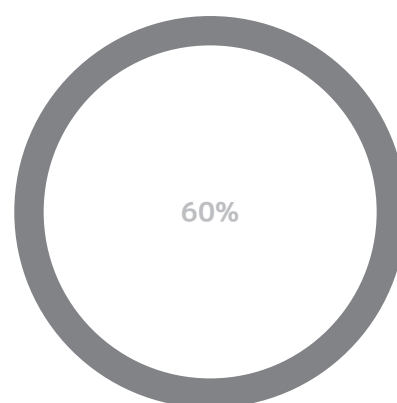
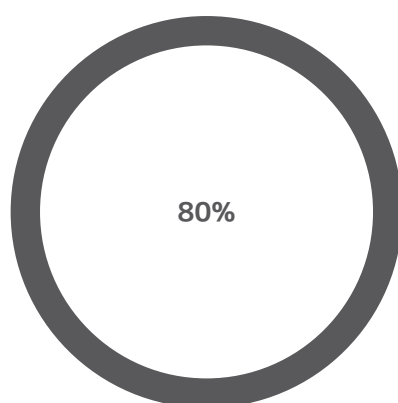
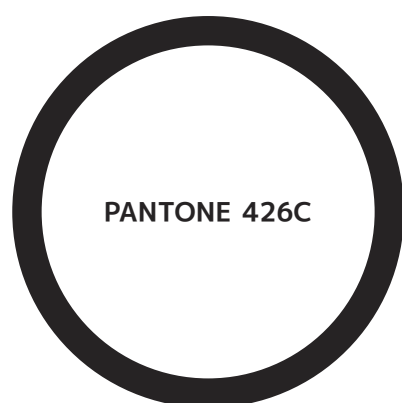
Alternative versions of the primary signature are provided for usage in media that does not allow full color usage.

PRIMARY COLOR GUIDE

Colors



C	0	R	239
M	90	G	65
Y	86	B	53
K	0		



C	0	R	38
M	0	G	35
Y	0	B	36
K	99		

PRIMARY COLORS

The color red has obviously been chosen to represent nationalism which is embedded in the brand as described in the brand rationale.

Meanwhile the color black is taken as a strong solid color for the border of the coat of arms since the BOC is a solid organization with a solid goal.

Our official colors should be used prominently to build recognition about the company and its brand

identity. The color specifications are the same for both coated and uncoated papers, as well as for use on the Internet or as paint.

A supplementary color palette has been developed to complement our official logo and add visual interest to our identity.

The official colors are shown above, with the appropriate specifications depending on intended use.

SECONDARY COLOR GUIDE

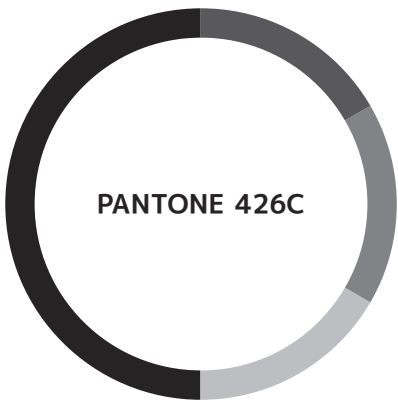
Colors



C	0	R	237
M	100	G	24
Y	68	B	73
K	0		



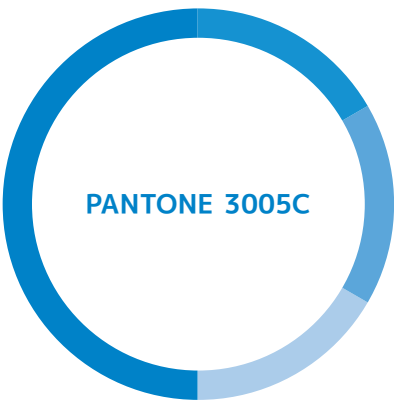
C	94	R	0
M	0	G	169
Y	100	B	79
K	0		



C	0	R	38
M	0	G	35
Y	0	B	36
K	99		



C	0	R	251
M	35	G	176
Y	90	B	52
K	0		



C	100	R	0
M	34	G	129
Y	0	B	198
K	2		

SECONDARY COLORS

The secondary color palettes have been taken from the main Olympic colors. As they are present in the logo they can also be used as secondary colors in communications as and when needed.

SPECIAL COLOR GUIDE

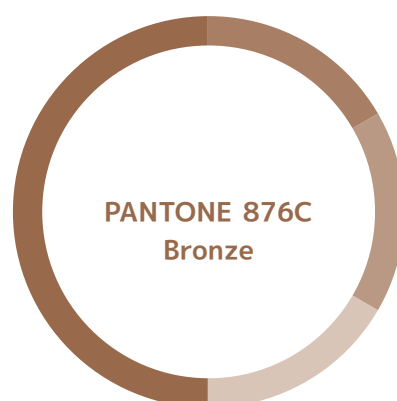
Colors



PANTONE 872C
Gold



PANTONE 877C
Silver



PANTONE 876C
Bronze



Gold



Silver



Bronze



Gold Foiling



Silver Foiling



Bronze Foiling

SPECIAL COLORS

Above you see the Gold, Silver and Bronze Pantone colors listed.

These Pantone colors may be used on special occasions only. This includes the following instances:

- VIP gifts or other prestigious giveaways
- Clear and clean pictures for special purposes such as national events
- Special collaterals such as annual reports

- Annual events commemorating, silver, gold or platinum anniversaries

As you will see above, 'foiling' is included. Foiling will be more difficult for color replication when and if above instances occur, when a foil effect is desired.

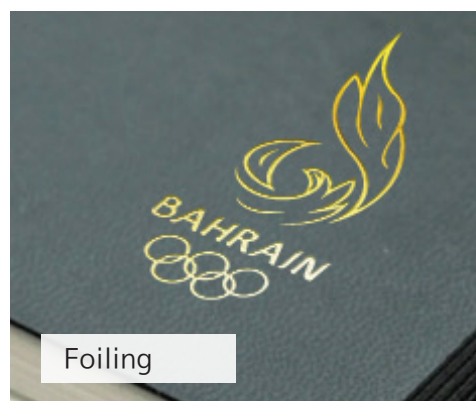
In this instance, it is recommended that BOC seeks guidance from the agency.

In all other instances other than those listed above, the logo colors are to be adhered to as per the main brand guidelines.

SPECIAL COLOR GUIDE

Colors

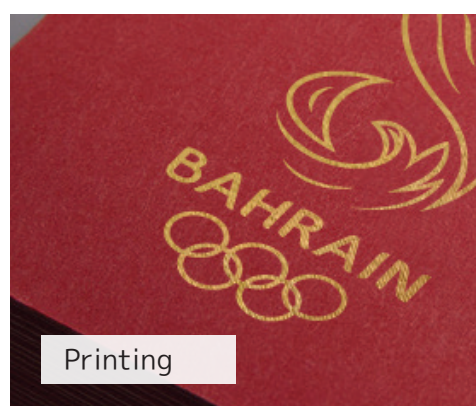
Gold



Foiling

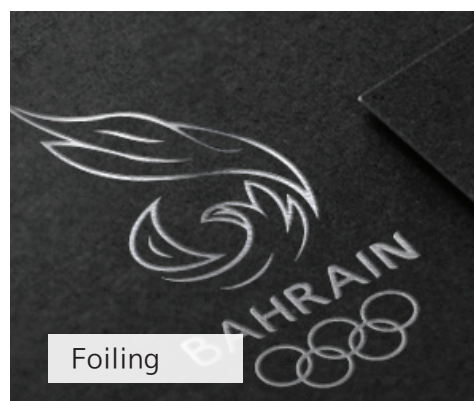


Printing



Printing

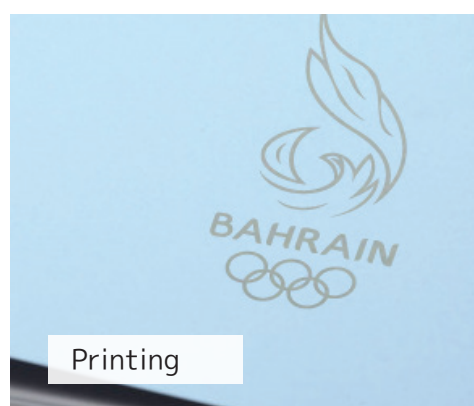
Silver



Foiling

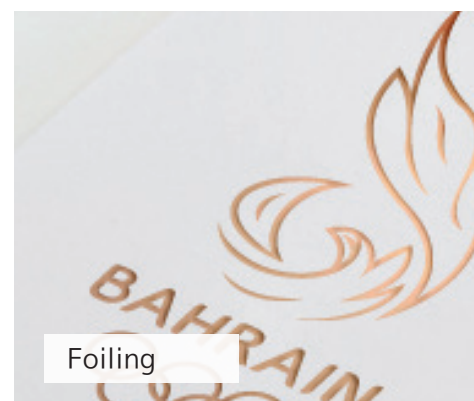


Printing



Printing

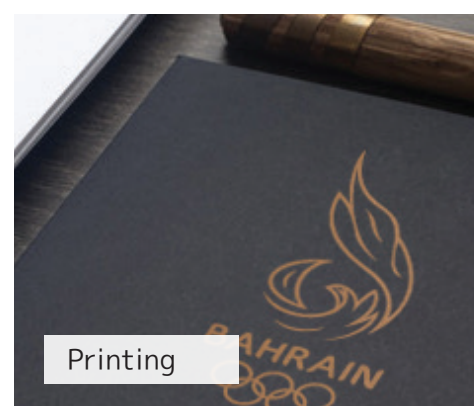
Bronze



Foiling



Printing



Printing

Above you will find samples of how to use Gold, Silver and Bronze on printing or foiling.

The colors should be used in the following instances with photography:

- Colored clear images of high quality
- Black and white clear images of high quality
- Within a clear area, if not a solid color, at least on a light background

The colors should be used in the following instances on solid background:

Black, Silver, Grayscale, White and Red.

LOGO USAGE GUIDE

Logo Usage Against Solid Background



Must be used with white background



Correct usage for Black & White Newspaper Ads



Usage against solid color background



Usage of Black Outline on white background

CORRECT USAGE

Never break the rules of composition and reproduction of the corporate logo.

The illustrations shown in these two pages show some of the more common logo usage. Avoid attempting to recreate the logo. Always use the artwork found on the brand management site.

When in doubt, contact the Corporate Communications Department.

LOGO USAGE GUIDE

Logo Usage Against Images

Image 1



Image 2



Image 3



Image 4



Note: All images here are used only as examples and not to be utilized in any communication material.

Above is a sample of correct usage of the Logo on variations of image backgrounds.

Image 1 - This is the correct border on logo against multi color background

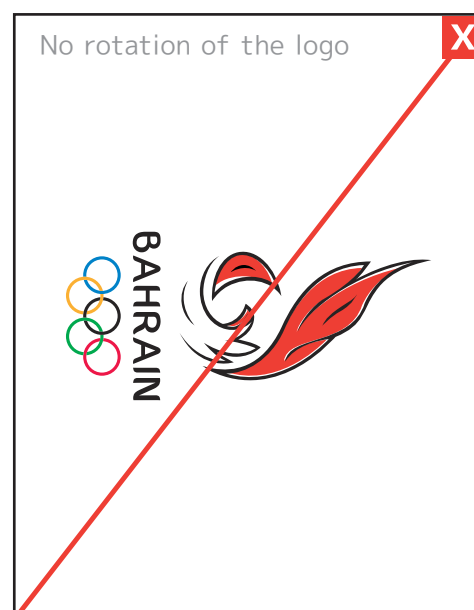
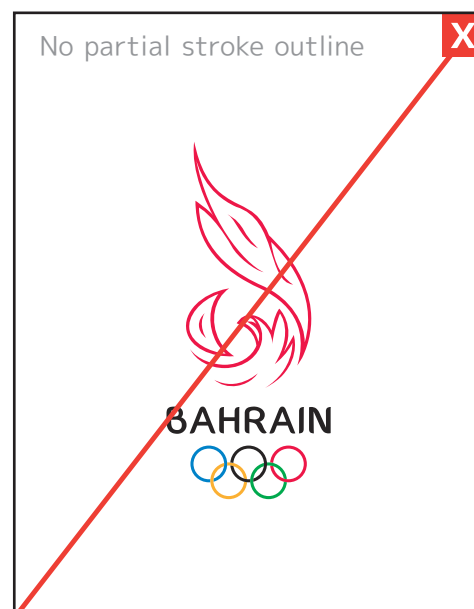
Image 2 - This is the correct border and color system for the logo against black and white color image background

Image 3 - This is the correct usage of a black outlined logo against a grayscale background. May also be used for light colors.

Image 4 - This is the correct usage of a white outlined logo against a colored background. Only to be used when absolutely necessary. Otherwise the preferred recommendation is to use the white border similar to image 1.

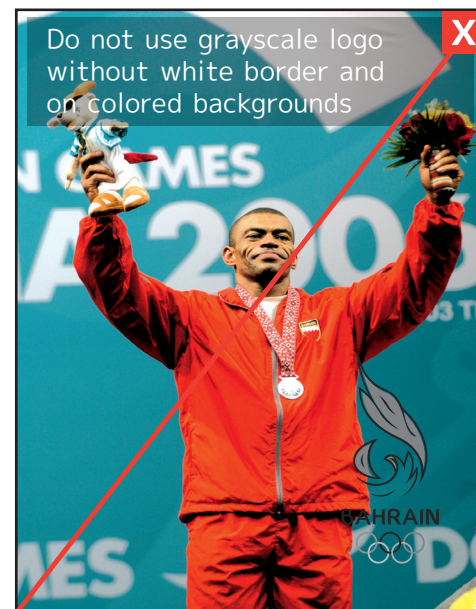
LOGO DON'TS GUIDE

Logo



LOGO DON'TS GUIDE

Logo



Note: All images here are used only as examples and not to be utilized in any communication material.

INCORRECT USAGE

Never break the rules of composition and reproduction of the corporate logo.

The illustrations to the right show some of the more common mistakes made. Never attempt to recreate the logo always use the artwork found on the brand management site.

When in doubt, contact the Corporate Communications Department.

ENGLISH SLOGAN USAGE GUIDE

Logo



Icon Minimum Size with Slogan

SLOGAN USAGE GUIDE

The slogan should always be positioned on the bottom, centralised and aligned with the Brand.

The slogan occupies the bottom, with a spacing taken from the horizontal and vertical size of the letter "B".

This statement should be used when ever possible or allowable by the layout or designed medium.

In terms of font used it should be always M+ 1p (Regular).

Slogan minimum font size 5.5pt.

Icon minimum size should be 3.9cm in height when using minimum font size for slogan.

ENGLISH SLOGAN USAGE GUIDE

Logo



SLOGAN USAGE GUIDE

The slogan should always be used with the Brand, aligned with the icon, and always enclosed within the area reserved for the Brand Mark.

ARABIC SLOGAN USAGE GUIDE

Logo



Icon Minimum Size with Slogan

SLOGAN USAGE GUIDE

The slogan should always be positioned on the bottom, centralised and aligned with the Brand.

The slogan occupies the bottom, with a spacing taken from the horizontal and vertical size of the letter "B".

This statement should be used when ever possible or allowable by the layout or designed medium.

In terms of font used it should be always AxtManal (Bold).

Slogan minimum font size 7pt.

Icon minimum size should be 3.9 cm in height when using minimum font size for slogan.

ARABIC SLOGAN USAGE GUIDE

Logo



SLOGAN USAGE GUIDE

The slogan should always be used with the Brand, aligned with the icon, and always enclosed within the area reserved for the Brand Mark.

CO BRANDING

Logo



CO BRANDING PLACEMENT

When the BOC logo needs to sit side by side to additional affiliates, other National Olympic Committees or supporters, the size, placement and relevance need to be considered.

When logos are placed side by side, spacing must be left between BOC logo and the secondary logo.

The space implemented should be taken from the horizontal and vertical placement and size of

the letter “B” from the logo as seen above.

TYPEFACE
GUIDE

ENGLISH TYPEFACE GUIDE

Typeface

Title Typeface

Fontastique - Regular

Fontastique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(.)_+

Body Text Typeface

M+ 1p - Light

M+ 1P

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(.)_+

M+ 1p - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(.)_+

M+ 1p - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(.)_+

Typeface for internally produced communications is Verdana, a substitute system font. Verdana font has the similar look and feel of M+ 1p font which will be closely compatible. This is used for Windows platform and is primarily used for desktop printers and on-screen reading. Verdana should be used for items such as: Internally produced letters and forms, PowerPoint presentations, Internally produced proposal documents and E-mails.

OFFICIAL ENGLISH TYPEFACE

The official font is M+ 1p.

Sans serif typeface was selected as it is easy to read and works well on a variety of communication materials.

The font is soft on the edge, which gives the feeling of old and new that the brand was created to depict.

Refer to the examples on the right for the different weights that M+ 1p comes in.

M+ 1p Family

The typeface nominated for use across all communications is 'M+ 1p' typeface family. This font is used since it reflects the modernistic and clean style. The font has 6 levels of thickness which means more flexibility.

This is to be used for professional quality print productions such as:

- Stationery (letterheads, business cards, etc.)

- Publications, brochures and leaflets
- Advertising (recruitment and promotional)
- Signage
- Generally all externally produced marketing material

ARABIC TYPEFACE GUIDE

Typeface

Title Typeface

Cocon - light

Cocon Arabic

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ة
ل ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ة
١٢٣٤٥٦٧٨٩٠

Body Text Typeface

AxtManal - Regular

AxtManal

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ة
ل ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ة
١٢٣٤٥٦٧٨٩٠

AxtManal - Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ة
ل ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ة
١٢٣٤٥٦٧٨٩٠

AxtManal - Black

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ة
ل ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ة
١٢٣٤٥٦٧٨٩٠

Typeface for internally produced communications is Arial, a substitute system font.
Arial font has the similar look and feel of AxtManal font which will be closely compatible.
This is used for Windows platform and is primarily used for desktop printers and on-screen reading.
Arial should be used for items such as: Internally produced letters and forms, PowerPoint presentations,
Internally produced proposal documents and E-mails.

OFFICIAL TYPEFACE

The official font is AXT Manal.

It is a modern, Arabic typeface that is similar to the English.

It is easy to read and works well on a variety of communication materials. Refer to the examples above for the different weights that AXT Manal comes in.

Meanwhile it is smooth and non-rigid which complements the 'wind' element of the brand elements.

AXT Manal Family

The typeface nominated for use across all communications is 'AXT Manal' typeface family. AXT Manal font has the corporate image which will be compatible with the BOC direction.

This is to be used for professional quality print productions such as:

- Stationery (letterheads, business cards, etc.)
- Publications, brochures and leaflets

- Advertising (recruitment and promotional)
- Signage
- Generally all externally produced marketing material

ARABIC POWERPOINT GUIDE COVER PRESENTATION



PowerPoint Guide

In order to align the Brand Look & Feel within all communications channels that the Committee uses, the Brand Mark elements are also suggested to be used within the PowerPoint Slides.

The Brand elements of the Coat of Arms is used. The colours from the International Olympics Logo can be used for each title page.

This guarantees a consistent and maintained look for the

new Brand, and will efficiently portray the new identity with all presentations, internally and externally.

Size
21 x 29.7 cm (not shown actual size)

Logo Size
3.6 x 6.6 cm

Cover Title
White, 40 pt The Bold AxtManal

Section Title
White, 48 pt The Bold AxtManal

Section Sub Title
White, 33 pt The Regular AxtManal

Headers
White, 19 pt The Regular AxtManal

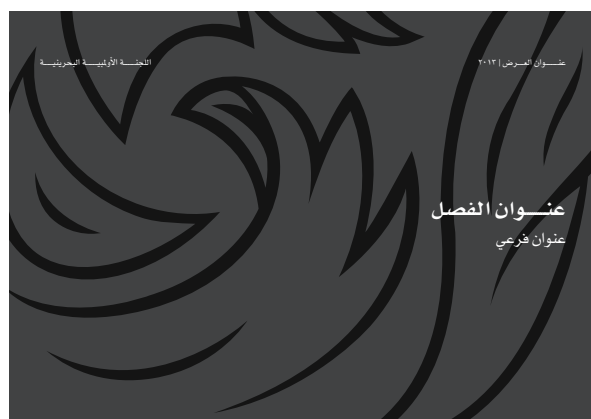
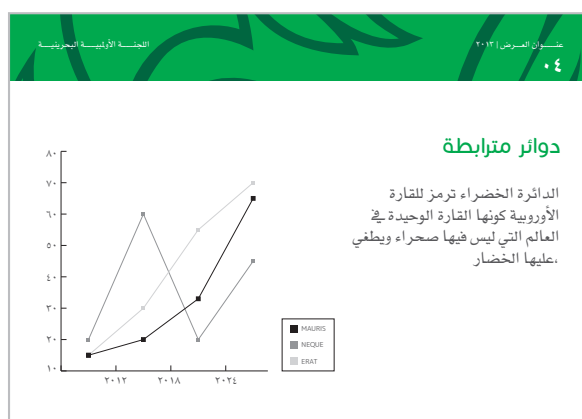
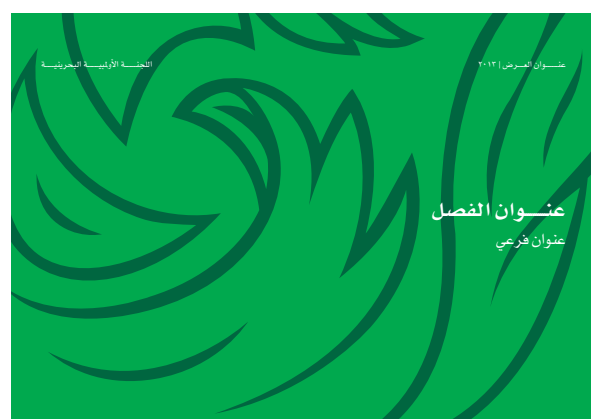
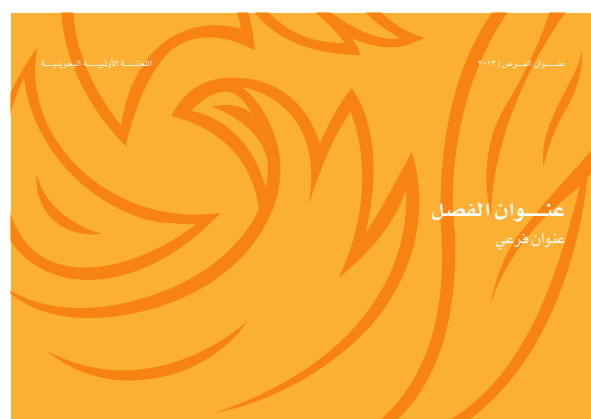
Headers Page Number
White, 50 pt The Bold AxtManal

Main Title
Red, 50 pt The Bold AxtManal

Body Text
Gray, 35 pt The Regular AxtManal

ARABIC POWERPOINT GUIDE SECTION & INNER PAGES

PRESENTATION



ENGLISH POWERPOINT GUIDE COVER

PRESENTATION



PowerPoint Guide

In order to align the Brand Look & Feel within all communications channels that the Committee uses, the Brand Mark elements are also suggested to be used within the PowerPoint Slides.

The Brand elements of the Coat of Arms is used. The colours from the International Olympics Logo can be used for each title page.

This guarantees a consistent and maintained look for the

new Brand, and will efficiently portray the new identity with all presentations, internally and externally.

Size
21 x 29.7 cm (not shown actual size)

Logo Size
3.6 x 6.6 cm

Cover Title
White, 25 pt The Bold M+ 1p

Section Title
White, 25 pt The Bold M+ 1p

Section Sub Title
White, 20 pt The Regular M+ 1p

Headers
White, 10 pt The Regular M+ 1p

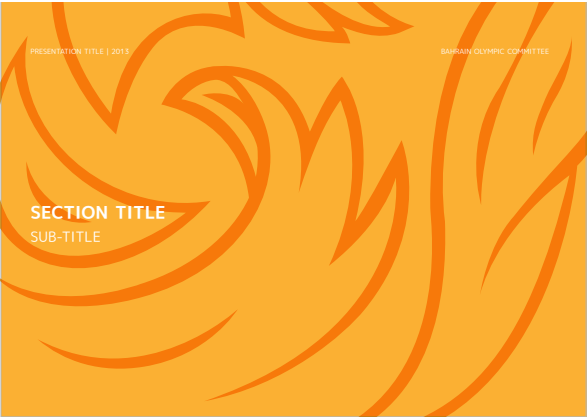
Headers Page Number
White, 30 pt The Bold M+ 1p

Main Title
Red, 30 pt The Bold M+ 1p

Body Text
Gray, 20 pt The Bold M+ 1p

ENGLISH POWERPOINT GUIDE SECTION & INNER PAGES

PRESENTATION

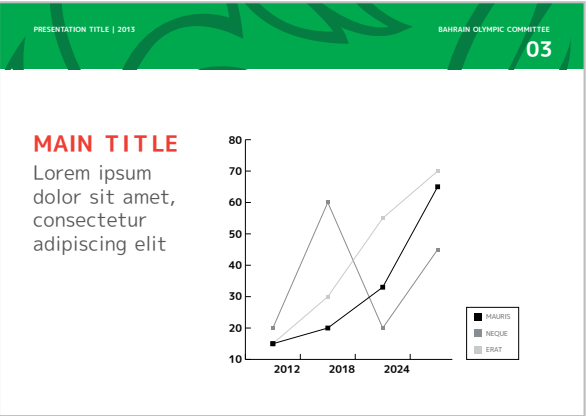
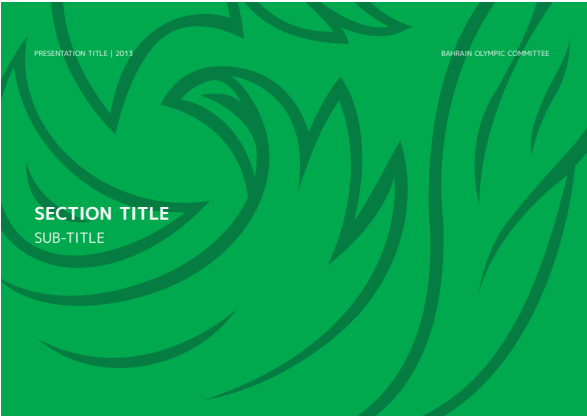


PRESENTATION TITLE | 2013BAHRAIN OLYMPIC COMMITTEE02

MAIN TITLE

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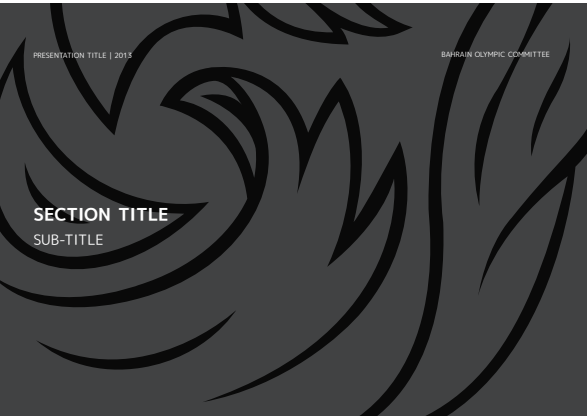


PRESENTATION TITLE | 2013BAHRAIN OLYMPIC COMMITTEE04

MAIN TITLE

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PRESENTATION TITLE | 2013BAHRAIN OLYMPIC COMMITTEE05

MAIN TITLE

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A photograph showing several sprinters in various colored uniforms (red, green, blue) running on a blue track. One athlete in the foreground is wearing a red uniform with "BAHRAIN" and "SYCK" visible on the jersey.

For all brandmark usage, artwork must be approved by Brand and Marketing staff member before proceeding.