



**Innsbruck – Seefeld – Tirol**

DEAFLYMPICS 2027



# **21<sup>st</sup> Winter Deaflympics 2027**

Emblem Usage Guidelines

# Official Variations of the Logo



## Introduction

The 21<sup>st</sup> Winter Deaflympics 2027 Emblem Usage Guideline (hereinafter the 'Guidelines') are established to ensure that the Emblem of the Games (hereinafter the 'Emblem') is used correctly.

## Organisations permitted to use the Emblem

The organisations and groups permitted to use the Emblem are as follows:

- OC of the 21<sup>st</sup> Winter Deaflympics 2027
- International Committee of Sports for the Deaf

If you wish to use the Emblem, please submit your application below.

Application for use of the 21<sup>st</sup> Winter Deaflympics 2027 Emblem:

<https://forms.gle/Cxb3ptAWBxuFQPXa7>

It can take up to one week from application to approval, so please apply well in advance.

## Contact for inquiries about application for use

Email: [\*\*media@winterdeaflympics2027.com\*\*](mailto:media@winterdeaflympics2027.com)



Application for use of the 21<sup>st</sup> Winter Deaflympics 2027 Emblem.

## **Approval for use**

The following procedures are required to use the Emblem:

- An application for use of the Emblem must be submitted to the OC Winter Deaflympics 2027
- An application must be submitted in the prescribed form for each project for which the Emblem will be used, and must be approved by the OC Winter Deaflympics 2027
- The basic principles must be observed when using the Emblem.
- The term of using the Emblem's intellectual property in accordance with the Guidelines shall expire when the OC Winter Deaflympics 2027 is dissolved. After the OC Winter Deaflympics 2027 is dissolved, please contact the Austrian Sport Federation of Deaf.

## **Basic principles**

The use must be within the scope of contributing to the 21<sup>st</sup> Winter Deaflympics 2027.

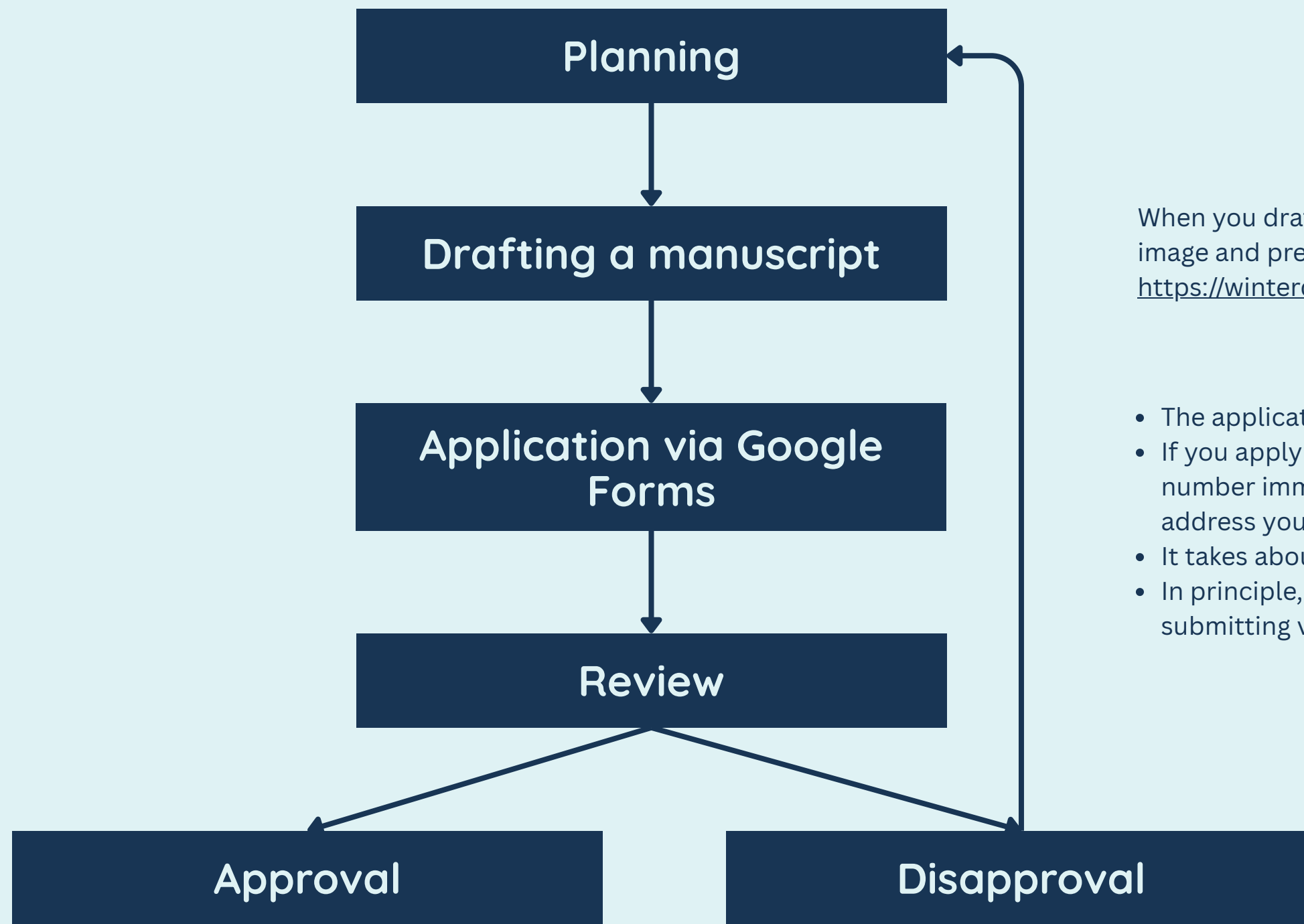
- Not to be used in a misleading manner.
- Not to be used for commercial purposes. This does not apply to sponsors.
- Not to be used for political, religious or other specific advocacy purposes. We may accept reports of activities based on facts (such as participation in Deaflympics-related events) or introduction of the Deaflympics themselves. Please contact us for individual confirmation.

## **It is not permitted...**

if the use of the Emblem is:

- in a layout that does not comply with the guidelines
- on documents or goods that look as if the OC Winter Deaflympics 2027 has prepared them.
- for purposes contrary to the public interest.
- for any act that disparages the Deaflympics
- for imitating official goods.
- for personal use

## Application Process



When you draft a manuscript, please use the emblem data on the Deaflympics website as a temporary image and prepare a manuscript (layout) that shows how the emblem is used.  
<https://winterdeaflympics2027.com/logo/>

- The application must be accompanied by a draft plan and a draft manuscript.
- If you apply via the Google Form, you will automatically receive an email with your application number immediately afterwards. If you do not receive any emails, please check that the email address you have entered is correct.
- It takes about a week to receive an approval/disapproval email for your application number.
- In principle, applications should be submitted via Google Form. However, if you have difficulty submitting via Google Form, please contact [media@winterdeaflympics2027.com](mailto:media@winterdeaflympics2027.com).

We will send you an approval email, which contains the official emblem data (.ai or .jpg).

We will send you a disapproval email, which contains a reason for disapproval.  
Please re-apply if necessary.

## Principle of use

Basically, the Emblem should be used in full colour on a white background.

Do not alter the margins of the data provided. Certain spaces between the Emblem and the other elements are important so that the Emblem can be recognized correctly.



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## Clear area

In order for the Emblem to be recognised correctly, it is important to leave a certain distance between it and other elements. This minimum distance that must be observed is called 'Clear area.'

Please use the data provided by the OC Winter Deaflympics 2027 as it is. Please do not remove the clear area.



## Colour guide

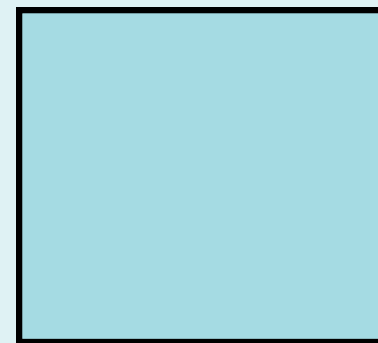
Basically, the Emblem should be displayed in full colour on a white background. When printing, please specify the following CMYK values or use the Emblem data sent with the approval e-mail.

However, if it is difficult to display in full colour due to media or printing restrictions, a monochrome Emblem is also possible.

If you apply for permission to use the monochrome Emblem, the OC Winter Deaflympics 2027 will contact you with note about using the monochrome Emblem in addition to granting permission to use it.



#183554  
Cyan: 65%  
Magenta: 22%  
Yellow: 0%  
Key: 73%



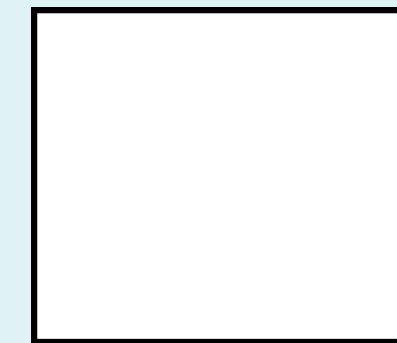
#a5dbe3  
Cyan: 27%  
Magenta: 4%  
Yellow: 0%  
Key: 11%



#aedce1  
Cyan: 23%  
Magenta: 2%  
Yellow: 0%  
Key: 12%



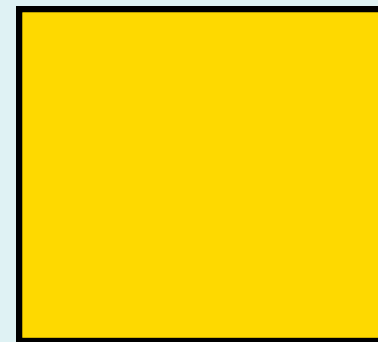
#dff2f4  
Cyan: 9%  
Magenta: 1%  
Yellow: 0%  
Key: 4%



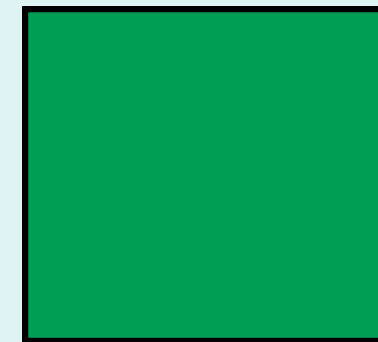
#ffffff  
Cyan: 0%  
Magenta: 0%  
Yellow: 0%  
Key: 0%



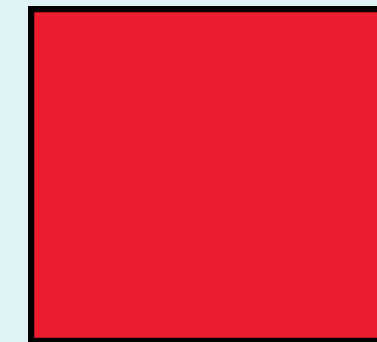
#006BB6  
Cyan: 100%  
Magenta: 56%  
Yellow: 0%  
Key: 0%



#FED900  
Cyan: 2%  
Magenta: 11%  
Yellow: 100%  
Key: 0%



#009D57  
Cyan: 100%  
Magenta: 0%  
Yellow: 91%  
Key: 6%



#ED1C2E  
Cyan: 0%  
Magenta: 100%  
Yellow: 91%  
Key: 0%

## Background color

Basically, the Emblem should be displayed in full colour on a white background. However, if it is displayed on a photo or colored background, a boxed emblem or another appropriate manner should be used.



Example of a full-color Emblem on a white background.



Option A)  
Use the boxed emblem with white Background. A “colored background” includes colored paper, such as recycled paper.



Option B)  
Use the boxed emblem with the ICE-Background. A “colored background” includes colored paper, such as recycled paper.

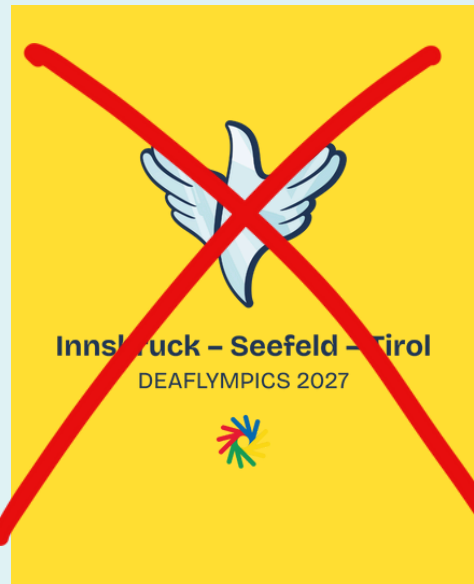
When displaying the Emblem in full color on a “coloured background”

## Incorrect usage

The following examples show common incorrect usage of the Emblem.

When displaying the Emblems incorrectly, the brand value of the Emblem is damaged. In addition, combining the 21<sup>st</sup> Winter Deaflympics 2027 Emblem with a logo or name of another organisation or placing them very close to each other can mislead people into believing that there is a relationship between that

organisation and the 21<sup>st</sup> Winter Deaflympics 2027. Therefore, please do not display the Emblem inappropriately, as in the following examples.



## Examples of the Emblem on flyers and posters etc.

1. The Emblem and other logos must be placed at a certain distance from each other.
2. Media that display the Emblem must contain content related to the 21<sup>st</sup> Winter Deaflympics 2027.
3. The names of the organizations that created the flyers and the Deaflympics Emblem will be displayed at a distance from each other. So that it becomes clear that the two are separate entities.
4. In principle, when using the Emblem alone, include the notation "Emblem of the 21<sup>st</sup> Winter Deaflympics 2027". In addition, please be sure to secure clear area.

## Notice

When using the name of the Games, please use the correct name. Please do not use incorrect names such as the following examples:  
2027 Deaflympics | Innsbruck Deaflympics 2027 | WDL27 | 2027 Winter Deaflympics Tyrol

1. Official Name: **21<sup>st</sup> Winter Deaflympics Innsbruck-Seefeld-Tirol 2027**
2. Short Name: **21<sup>st</sup> Winter Deaflympics 2027**



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