



Rio 2016™ Olympic and Paralympic Games

Rio 2016™ Official Font Usage Policy

November 2012

This Usage Policy presents guidelines and orientation for using Rio 2016™'s official fonts: TheSansRio2016, TheSerifRio2016, Trebuchet MS and the Rio2016(*) font.

The latter was made exclusively for use in materials related to the Rio 2016™ Games, and its use by third parties must be authorised in advance by the Rio 2016™ Olympic and Paralympic Games Organising Committee. It is important to remember that:

- any material that uses the Rio2016 font must be submitted to the Rio 2016™ Olympic and Paralympic Games Organising Committee for prior approval;

- the Rio2016 font, even when used by third parties, must only be applied in materials exclusively related to the Rio 2016™ Games;

- the Rio2016 font and/or its files may not be transferred, in whole or in part, to third parties without prior authorisation;

- the manual that accompanies the Rio2016 font installation files must be read carefully before using the font.

The content of the following pages operates functions in an integrated manner with the guidelines presented in other Rio 2016™ publications, such as the Rio 2016™

Olympic and Paralympic Games Brand Books, the Guide to Creating Materials for Events and the Style Guide. It is essential to read these materials in order to ensure that the Rio2016 font is aligned with the other elements that are part of Rio 2016™ visual language.

(*) The names of the TheSansRio2016, TheSerifRio2016 and Rio2016 fonts are not followed by the ™ symbol, and are always written without a space.

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OFFICIAL RIO 2016™ FONTS

DISPLAY FONT

The Rio2016 font is exclusive and proprietary.

Rio2016

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



TEXT FONTS

These are fonts used for Rio 2016™ headlines and text.

TheSansRio2016

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



TheSerifRio2016

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SYSTEM FONT

This is the auxiliary font for Rio 2016™ digital materials.

Trebuchet MS

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



THE RIO2016 FONT

The Rio2016 font was specially created by Dalton Maag in 2011 as part of Rio 2016™ visual language. It was inspired by the letters and numbers in the Rio 2016™ Olympic and Paralympic Games Signatures, as well as passion and transformation – the essence of the Games.

Its letters were designed with a sweeping gesture (as in graffiti) and a single dash, in an agile and fluid movement, to suggest athletes' movement and reflect the variety of curves present in Rio's landscape.

Although it has cursive qualities, it is a display font - a type of font that, due to its constructive characteristics, has a very strong visual impact, functioning as an illustrative element, given that its shape has practically the same importance as the content it conveys.



THE RIO2016 FONT

Exclusive and proprietary, the Rio2016 font is ideal for short messages with rich conceptual content. It brings personality and originality to Rio 2016™'s communications, generating immediate and objective identification.

The Rio2016 font has two weights: Regular and Light.

! Attention

Use the BranDirection® and Verbal Language guidelines contained in the Rio 2016™ Olympic and Paralympic Games Brand Books to assist in the conceptual construction of key messages.

Rio2016 Light

a b c d e f g h i j k l m n n
o p q r s t u v w x y z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Rio2016 Regular

a b c d e f g h i j k l m n n
o p q r s t u v w x y z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

HOW TO USE THE RIO2016 FONT

The Rio2016 font must always have a prominent place within the layout, serving to highlight content.

USE OF SENTENCE CASE

Words/messages in the Rio2016 font should preferably be written in sentence case.

The essence, pillars and attributes of Rio 2016™ brands, for example, have their own way of being written (see Special Ligatures item).

NUMBER OF CHARACTERS

Messages must always be very short, never forming a block of text.

WEIGHTS

The Regular weight is the weight of the Rio 2016™ Games Signature, and has a direct relationship with the Rio 2016™ Olympic and Paralympic Games brands.

The Light weight is lighter and more elegant. It works well in advertising campaigns, for example. The use of the Light weight is obligatory for messages in a second language (in bilingual content).

Both weightings may not be used together in the same message, in the same language.



HOW TO USE THE RIO2016 FONT

BODY TEXT

The Rio2016 font should be used in large sections of body text, relative to the layout, highlighting content and serving as an important visual element.

A message may contain words in different bodies, to create a hierarchy, directing readers and making the layout more dynamic.

Like colour and distance, body text is a resource that can create contrasts/differentiation between messages and the Rio 2016™ Games Signature.

In bilingual messages, the second language's body text must be 30% to 50% smaller than the first language's body text.

It is important to consider that messages and the Rio 2016™ Games Signature should be prominent in the final layout, without causing conflict or competition between them.



HOW TO USE THE RIO2016 FONT

SPACING BETWEEN LETTERS

Spacing between characters in the Rio2016 font must always follow the font's standard (kerning equal to zero).

SPACING BETWEEN LINES

Spacing between lines should be adjusted on a case-by-case basis, in order for the final layout to be consistent with the Rio 2016™ visual language.

ALIGNMENT

Messages must always be non-aligned, forming harmonious compositions that make the final layout interesting.

COLOURS

On a white background, the Rio2016 font may be applied in all Rio 2016™ palette primary colours, except yellow (see the Colours item in the Rio 2016™ Brand Books).

Each message must be written in a single colour.

In bilingual messages, it is possible to use different colours for each language.

Otimismo
Optimism

Texto corrido do 1º idioma. O parágrafo não tem identificação. Já esta no estilo do parágrafo o espaço de uma linha entre cada parágrafo.

Spernovid quatur aperitatur, cone vendis sinto omnihit aditia plucum conesece. La pa nonsequia cus parchit atecabo. Itatibus dendunt qui essin cus aut quos moluptas voluptatur referetas sed et adis et aut esa idlipram eat qui occaeculpa que nobit agitur, quo lo avult et sa nam aliam nonsendonet, quas a Itatibus dendunt qui essin cus aut quos lecto mo event, sint dolupta cus, aut, auttempibus.

Excaurum exercum aulta que cor modis eum exercum, saque ne paror sumet optur rem voleniet, suscia qui odigatur? At officuam endae. Nati omnis adis ante enie vt fugitate maet. Ut quia pennat. Itapee velliqua aut que monepelta coneequi cupitur aditatum, nonreeper na dolitio onemoluptur asped mole maionendis des neces debittatio. Utantem simangi blab ite asopadeno incia con pliquassime in rate velit eum lat magni cum faceaestet unt que.

Texto corrido do 2º idioma. O parágrafo não tem identificação. Já esta no estilo do parágrafo o espaço de uma linha entre cada parágrafo.

Vlupta spellic tet, qua sequi con evidendi, ni aut enie sint et evidemalcol reit, nis ita eum reuicito bea cuscitit ut ex et, cum quibuscus ex essed quate ni atitit exeecequi quanti iam adis elligis mod mosaped ut eumquias quo dolupta. Spernovid quatur aperitatur, cone vendis sinto omnihit aditia plucum conesece. La pa nonsequia cus parchit atecabo. Itatibus dendunt qui essin cus aut quos moluptas voluptatur referetas sed et adis et aut.

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10 | NOME DA PUBLICAÇÃO DO TÍTULO DO CAPÍTULO NÃO PERMANEÇA SOB O TÍTULO DO CAPÍTULO NÃO PERMANEÇA

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Rio 2016 Rio 2016 PARALYMPIC GAMES

rio2016.com

ginástica: © Getty Images / pasagem. © Rio CVB

HOW TO USE THE RIO2016 FONT

APPLICATION ON COLOUR BACKGROUNDS AND/OR IMAGES

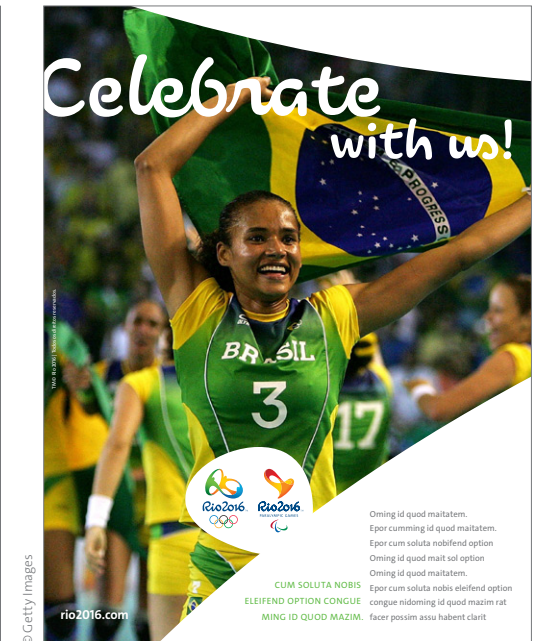
On colour images and/or backgrounds (solid or gradients), the Rio2016 font must be applied in white (even in bilingual messages).

On very light backgrounds, it is also possible to use the Rio2016 font in the shade of blue used in the Rio 2016™ Games Signature (Pantone© 2955).

It is also possible to bleed messages written in the Rio2016 font in colour areas or images.

INFILL

As infill, the Rio2016 font may use Rio 2016™ graphic patterns, gradients (see Colours item in the Rio 2016™ Brand Books) or images, provided that alignment is maintained with the Rio 2016™ essence and visual language.



HOW TO USE THE RIO2016 FONT

SPECIAL LIGATURES

In addition to standard ligatures, the Rio2016 font has various special ligatures that may be activated, and others that users may replace manually to bring more originality and personality to their message (please refer to the Rio2016 font installation manual).

These resources were used to write, for example, the essence of the Rio 2016™ brands (passion and transformation), and some of Rio 2016™'s pillars and attributes, which must always be written in this way (please refer to the BranDirection® item in the Rio 2016™ Brand Books).

Passion & Transformation

Inspiration

Harmonious Diversity

Paralympic Spirit

Olympic Spirit

Performance

Exuberant Nature

Excitement

Youthful Spirit

Inspiration

Excellence

OTHER EXAMPLES OF USAGE



Use bleed as a resource in colour areas or images.



On very light backgrounds, it is possible to use the Rio2016 font in the shade of blue used in the Rio 2016™ Games Signature.

OTHER EXAMPLES OF USAGE



Write messages in the Rio2016 font in large areas of body text (in relation to the layout as a whole).



In a bilingual layout, the languages must be differentiated using the Regular and Light weights, and the second language must be 30% to 50% of the size of the first language.

OTHER EXAMPLES OF USAGE



Layouts should avoid visual competition between content written in the Rio2016 font and the Rio 2016™ Games Signature.



Break up alignments to create harmonious and dynamic compositions for messages in the Rio2016 font.

OTHER EXAMPLES OF USAGE



The Rio2016 font may coexist with text fonts when there is a clear separation between them, but never in the same phrase. Use the Rio2016 font to write the expression "Rio 2016™".



The Rio2016 font may coexist with Rio 2016™ graphic patterns.

OTHER EXAMPLES OF USAGE



Colour is one of the resources that may be used to avoid competition between a message in the Rio2016 font and the Rio 2016™ Games Signature.



© Rio 2016™ / Wander Roberto

The essence of the Rio 2016™ Games may be written using the Rio2016 font.

OTHER EXAMPLES OF USAGE



© Rio 2016™ / Wander Roberto

The Rio2016 font may use Rio 2016™ graphics as infill.



© Rio 2016™ / Wander Roberto

The Rio2016 font may be used in a graphic, for example forming a pattern.

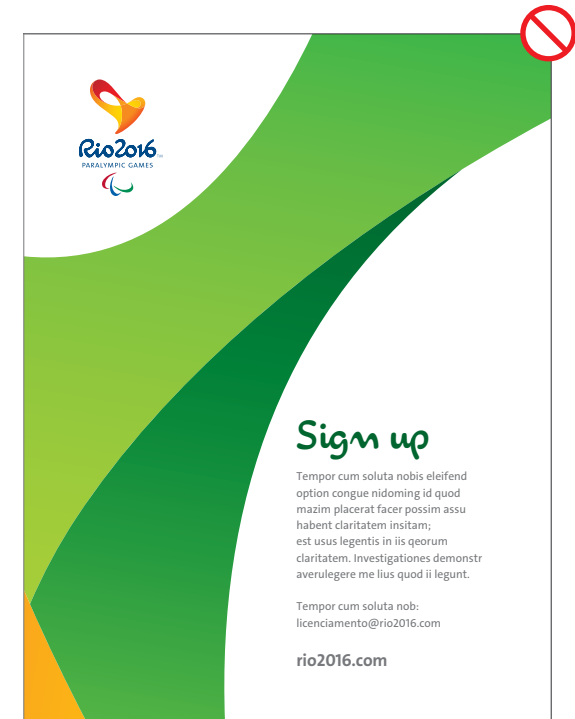
INCORRECT USES



Do not write messages in italics using the Rio2016 font.



Do not use the Rio2016 font for long headlines or headlines with little visual weight in the layout.



Do not use the Rio2016 font in call-to-action messages without a connection to the Rio 2016™ universe.

INCORRECT USES



Do not use text and display fonts in the same layout without a clear division between them.



Do not use the Rio 2016™ Games Signature in the middle of a message written in the Rio2016 font.



Avoid non-alignment of lines forming "steps".



Do not insert words and/or sections of content using the Rio2016 font in texts formatted with the text font (Thesis Rio 2016™) or system font (Trebuchet MS).

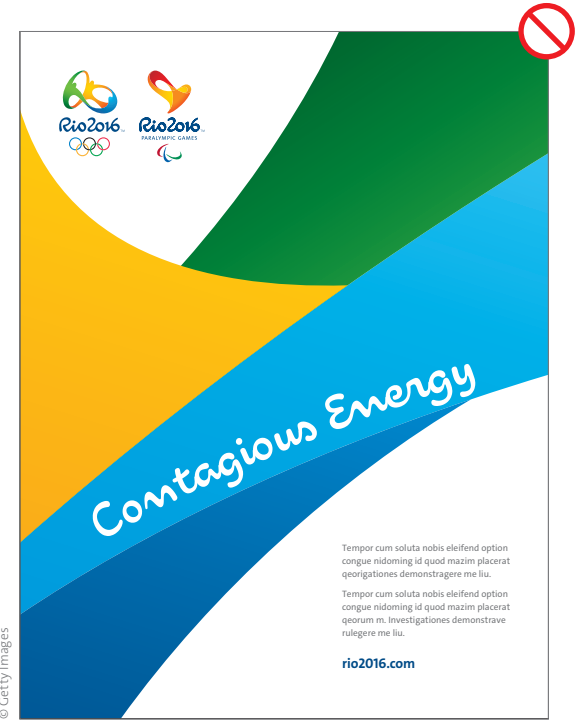
INCORRECT USES



Do not use the Rio2016 font in hard-to-read colours.



Do not use the Rio2016 font in headlines with little visual impact in the layout, even if they are short.



Do not use the Rio2016 font in messages as part of drawings or in the same format as Rio 2016™ graphic standards.

INCORRECT USES



Do not use the Rio2016 font in a single language with two or more colours.



It is not permitted to redesign, recreate or alter the Rio2016 font's characters.



Do not create layouts in which the chosen colours harm legibility.



Do not use the Rio2016 font in the titles of campaigns that are not conceptually significant for the Rio 2016™ Games.

INCORRECT USES



Do not align messages in the Rio2016 font flush left, as the layout will lose impact.



Do not mix the Regular and Light weights in the same message or in the same language.

THESANSRIO2016 AND THESERIFRIO2016 FONTS

The text fonts are TheSansRio2016 and TheSerifRio2016, part of the Thesis font family, created by designer Lucas de Groot in the 1990s.

Thesis family fonts are available in Light, Light Italics, Regular, Italics, Bold, Bold Italics, Black and Black Italics weights, which may be used together or on their own, in line with the desired result.

TheSansRio2016 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSansRio2016 Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSansRio2016 Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSansRio2016 Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSansRio2016 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSansRio2016 Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSansRio2016 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSansRio2016 Black Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSerifRio2016 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSerifRio2016 Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSerifRio2016 Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSerifRio2016 Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSerifRio2016 Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSerifRio2016 Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSerifRio2016 Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TheSerifRio2016 Black Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

WHEN TO USE THE TEXT FONTS

These fonts are very easy to read and should be used in text and headlines in all online and offline Rio 2016™ communication materials, such as corporate, event, advertising and publicity materials. For more details, please refer to the Publications Guide and Events Guide.



HOW TO USE THE TEXT FONTS

THE SANSRIO2016 VS. THE SERIFRIO2016

Use of the TheSansRio2016 font is preferable. TheSerifRio2016 should be used when there is more than one language (if the languages are differentiated using fonts) or, in special cases, to give the layout more personality.

WEIGHTS

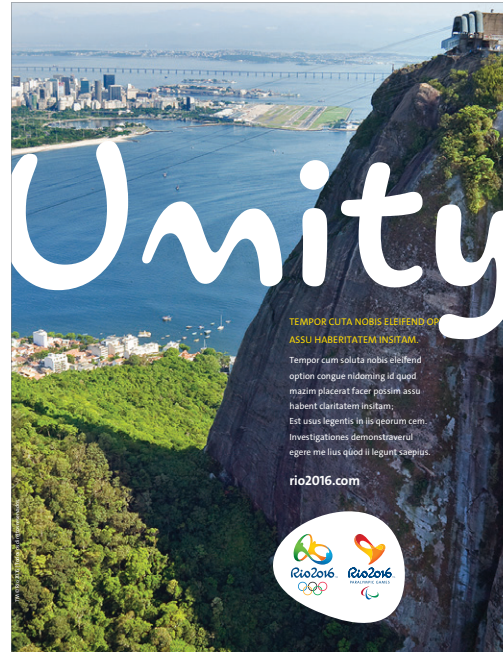
Text font families have many weights, enabling a variety of combinations and solutions, for example in publications with two or more languages, and on signage.

USE OF SENTENCE CASE

Text must always be in sentence case.

Headlines may have various configurations, in line with the desired result for the layout.

In particular, when a headline is near a highlight in the Rio 2016™ font, it should use TheSansRio2016 Regular, all in uppercase.



HOW TO USE THE TEXT FONTS

BODY TEXT

Body text variations should favour the best result for the layout and guarantee clarity of information, creating the hierarchies needed to facilitate recognition of headlines, sub-headlines, legends, highlights and other features, directing readers' attention.

SPACING BETWEEN LETTERS AND BETWEEN LINES

Spacing may vary in accordance with the intended result for the layout and the communication objectives of the material to be created.

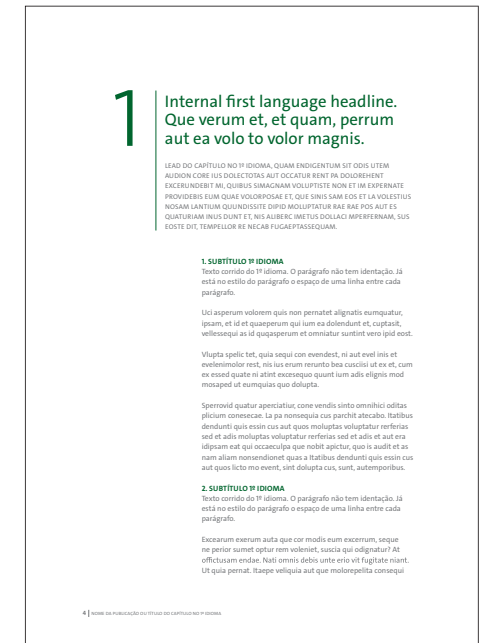
ALIGNMENT

Text and titles should preferably be aligned flush left.

COLOURS

Text is always grey (65% black), transparently showing through white (on photos or colour backgrounds) or, in special cases, in Rio 2016™ palette support colours.

Headlines, calls to action and highlights may be written in all Rio 2016™ palette primary colours, except yellow (due to legibility), transparently showing through white (on photos or colour backgrounds) or, in special cases, in Rio 2016™ palette support colours.



OTHER EXAMPLES OF USING TEXT FONTS



© Rio 2016™

Use of the TheSansRio2016 font is preferable.



© Rio 2016™

Body text variations should favour the best result for the layout and guarantee clarity of information.

OTHER EXAMPLES OF USING TEXT FONTS



It is possible to create institutional advertisements using only Thesis family fonts.



Thesis family fonts are used for text and headlines in all Rio 2016™ communication materials.

INCORRECT USES



Do not create layouts using fonts that are not part of the Thesis family.



Do not use more than one weight in single-language text.



Do not distort Thesis family fonts.

tênis: © Getty Images / China Photos salto: © Getty Images / Milos Bicanski

SYSTEM FONT

Files made in Microsoft Word®, Excel® or PowerPoint® must be constructed using the Trebuchet MS family (system font).

Trebuchet MS must also be the font used in digital materials, such as web pages and email text.

Trebuchet MS Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trebuchet MS Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

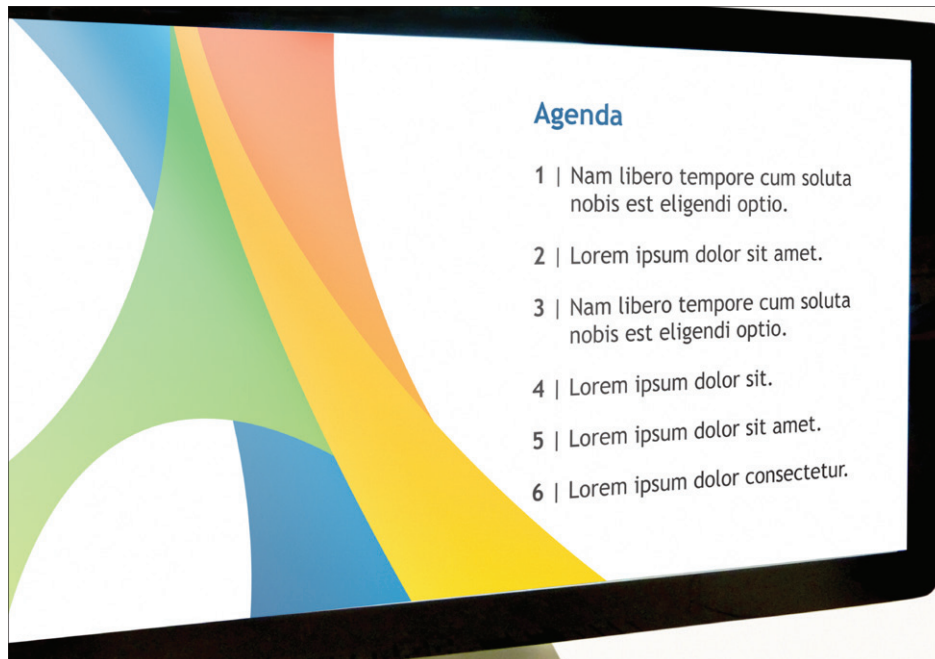
Trebuchet MS Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trebuchet MS *Bold Italic*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890


OTHER EXAMPLES OF USING THE SYSTEM FONT



Power Point template



Internal communication

The background of the page is a stylized graphic composed of several overlapping, curved shapes in shades of green and orange. The top portion is a dark green shape, followed by a medium green shape, and then a light green shape. In the bottom right corner, there is a triangular shape in a bright orange color. The overall effect is a modern, flowing design.

Rio 2016™ Organising Committee of the
Olympic and Paralympic Games

rio2016.com