Olympic Council of Asia

OCA Look and Feel
Event Guidelines

Index

Executive Introduction

The Olympic Council of Asia (OCA) is the Continental Association of the National Olympic Committees of Asia and the sole governing authority over all OCA Games, activities, and OCA Properties, in accordance with the OCA Constitution.

The OCA Logo and Symbol represent the authority, unity, and identity of the Olympic Movement in Asia. As protected institutional assets, they must be applied consistently, respectfully, and in full compliance with the OCA Constitution and applicable Olympic regulations.

This document establishes the official framework governing the use of the OCA Logo and the OCA Look and Feel across all OCA Games, events, programs, communications, venue branding, broadcast, digital platforms, and related activities. Its purpose is to ensure visual consistency, brand integrity, and alignment with OCA governance standards.

OCA may accommodate requests from the Host Country of any OCA event to incorporate elements of the Look and Feel, specific colours, or monuments related to the Host City.

However, such adaptations must not alter, dilute, or override the OCA Symbol or Logo

This approach allows each host city to express its local identity while preserving the unity and authority of the OCA brand.

Constitutional Foundation

All OCA visual identity elements are governed by the OCA Constitution, in particular:

- **Article 7 – Symbol**
- **Article 8 – Logo**

The OCA Symbol is defined as a bright red sun with sixteen (16) rays and a white ring in the center. It is the exclusive property of the OCA and may not be used without prior written consent.

The OCA Logo consists of the OCA Symbol encircled by the Asian Dragon and Falcon, with the Olympic Rings beneath and followed by the text "Olympic Council of Asia." The Logo is a registered trademark and may not be used, reproduced, or modified in full or in part without prior authorization from the OCA and in accordance with IOC directives concerning the Olympic Rings.

All applications under these Guidelines must preserve the integrity, proportions, colours, and symbolism defined in the Constitution.

Mandatory Use of the OCA Symbol

The OCA Sun is a compulsory element in all OCA Games and official events. It must remain clearly visible, unaltered, and free from distortion, recolouring, cropping, or modification. The Symbol represents the unity and collective spirit of Asia and serves as the central anchor of the OCA identity.

SUN
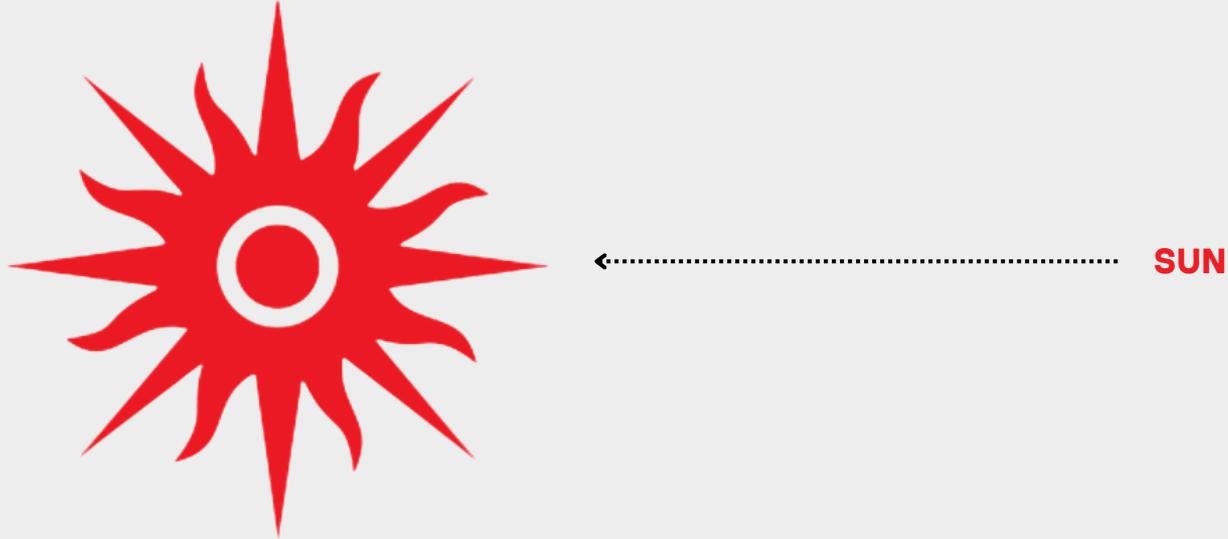
Dragon and Falcon

The Dragon and Falcon symbolize the geographical and cultural diversity of Asia. Within the official OCA Logo, they must appear in their approved form. For event-specific applications, they may be used in full, partial, or stylized form, subject to OCA approval, while maintaining respect for the integrity of the official Logo.

DRAGON

FALCON

Official Logo

DRAGON

SUN

FALCON

OLYMPIC RINGS

LOGOTYPE

Official Logo

Brand Logo

Secondary Logo

Alternate variant Logo

Logo Usage and Guidelines

Minimum size

For clarity across digital application and formats, our logo should never be scaled down in any size below **200px** by **100px**

100px

200px

OLYMPIC COUNCIL OF ASIA

Logo Usage and Guidelines

Exclusion area
of the Official Emblem

The Official Emblem should always be surrounded by a prescribed area of clear space to enable it to remain clean and prominent. Within this Exclusion Area , no copy or graphic element (beyond those provided in this manual) may be introduced and no variable background or dark colour may appear.
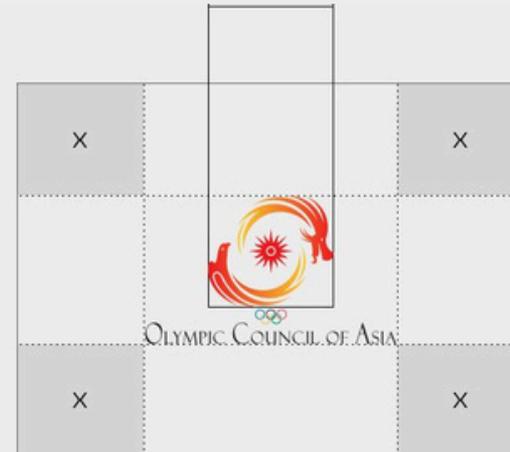
Logo Usage and Guidelines

Official Logo:
Black & White Version

Black & White Logo Versions have been created when reproduction techniques do not allow usage of official versions presented above in this chapter.

Black & White Version

Reverse (White on Black) Version

Logo Usage and Guidelines

X Do not place the full color logo on a black background or change the wordmark color

X Do not place the full colour logo on a colour background or change the wordmark colour

X Do not place the reverse (white or black) logo on the picture background
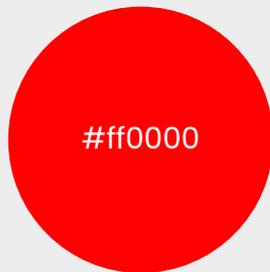

X Do not distort the logo in any way

X Do not distort the logo in any way

X Do not change any of the colour of the logo. Use only what is supplied

Official "Asia Colours"

All OCA Look and Feel systems must reflect the core colour palette derived from the OCA Symbol and Logo.
The primary "Asia Colours" include:

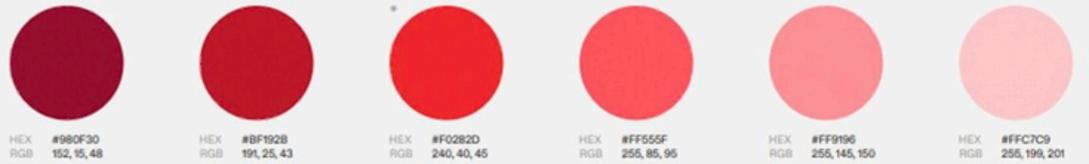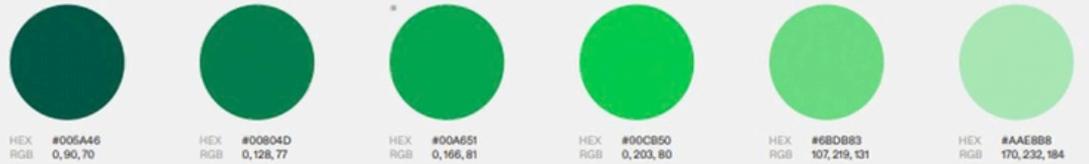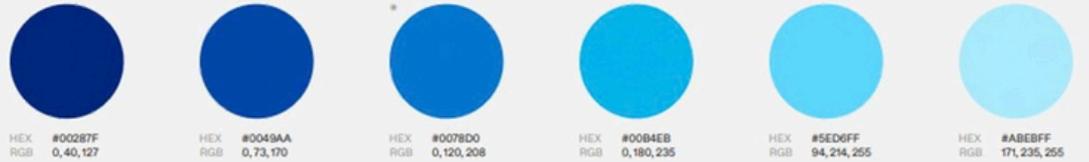| #ff0000	#fa5b27	#ffcf2f	#ffb114
Red	Orange	Yellow	Gold

These colours must be clearly represented in any OCA event identity. Official colour specifications and
Pantone references must be strictly followed in all applications.

Extended Colour

The extended colours are designed only for digital interfaces, infographics, illustrations and product designs where tone-on-tone pairings improve the communication or user experience; for example, on hover states or disabled buttons. These colours may be used in support of Olympic colours only, and should not be used prominently in application. This helps maintain the meaning and impact of the Olympic Colour palette. Outside of illustrations, extended colours may be applied only with similar tones.

|					
HEX #00287F RGB 0, 40, 127	HEX #0049AA RGB 0, 73, 170	HEX #0078D0 RGB 0, 120, 208	HEX #00B4EB RGB 0, 180, 235	HEX #5ED6FF RGB 94, 214, 255	HEX #ABEBFF RGB 171, 235, 255
HEX #E67324 RGB 230, 115, 36	HEX #FAB41E RGB 250, 132, 30	HEX #FFB114 RGB 255, 177, 20	HEX #FFCE19 RGB 255, 206, 25	HEX #FFE045 RGB 255, 224, 69	HEX #FFF08C RGB 255, 240, 140
HEX #005A46 RGB 0, 90, 70	HEX #00804D RGB 0, 128, 77	HEX #00A651 RGB 0, 166, 81	HEX #00CB50 RGB 0, 203, 80	HEX #6BDB83 RGB 107, 219, 131	HEX #AAE8B8 RGB 170, 232, 184
HEX #980F30 RGB 152, 15, 48	HEX #BF192B RGB 191, 25, 43	HEX #F0282D RGB 240, 40, 45	HEX #FF555F RGB 255, 85, 95	HEX #FF9196 RGB 255, 145, 150	HEX #FFC7C9 RGB 255, 199, 201
HEX #000000 RGB 0, 0, 0	HEX #2E2E2E RGB 46, 46, 46	HEX #5A5A5A RGB 90, 90, 90	HEX #969696 RGB 150, 150, 150	HEX #B4B4B4 RGB 180, 180, 180	HEX #E5E5E5 RGB 229, 229, 229

Colour Guidance

Solid colour

Use primary colour boldly in application to create space and impact, with big hits of white and big hits of colour. Select colours that align with the tone or theme of the communication. For example, white feels more elegant and red more energetic. When in doubt, use white – a key Brand colour, and a neutral backdrop for content.

When designing a series of applications that appear together, a solid primary colour may be used across each application. The series collectively creates an OCA look.

For digital interfaces, apply extended colour consistently, distinctively and intentionally, to accent specific elements such as buttons, text highlights or media tags.
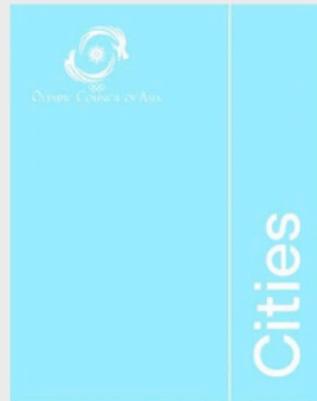
Use colour to indicate interactivity with hover and focus states. Avoid gradients or effects in most circumstances. Primary brand colours are most powerful when pure. In digital, use black or white gradients only when overlayed on images.
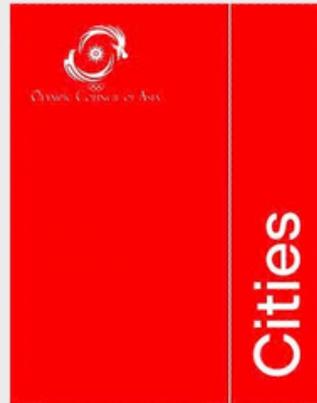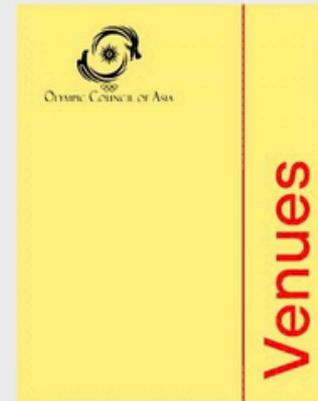

✅ Use Primary colours to flood a design.
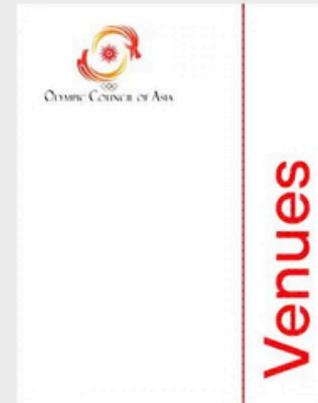
✅ Only headline text may appear in a colour.

❌ Do not flood a design with an extended colour.

❌ Do not apply colour headline text to a non-white background.

Typography

Primary font

TT hoves pro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Typography

Secondary font

Poppins

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()**

Typography

Tracking and Kerning

Tracking is the overall spacing between groups of letters, and kerning is the spacing between individual letter forms.
The tracking of body text can usually be left as it was designed: 0 units of tracking.
The larger the text, the tighter the tracking should be. A maximum of 15 units of tracking can be subtracted for very large headlines.
For optimal readability, up to 10 units of tracking can be added to very small text, such as captions.
Kerning should always be left on the Metrics option, not Optical.

WHO WE ARE

Olympic Council Of Asia

The Olympic Council Of Asia is an independent non-governmental no-for-profit international Asian sport organization for unlimited duration recognized by the International Olympic Committee the ANOC and the 45 member NOCS

✅ The tracking is just right.
In this example, tracking is at 0 units on all text.

WHO WE ARE

Olympic Council Of Asia

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❌ The tracking is too tight.

WHO WE ARE

Olympic Council Of Asia

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❌ The tracking is too loose

Typography

Leading

Leading is the spacing between lines of type. Choosing the appropriate leading or line spacing is very important to the reading quality and efficiency of the typography. The larger the text, the tighter the leading should be.

WHO WE ARE

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✅ The leading is just right.
In this example, the title size is 15pt with leading at 16pt, and the body size is 8pt with leading at 10.5pt.

❌ The leading is too tight.

❌ The leading is too loose.

Typography

Most typography should be black or white.
Tints of Olympic black from the extended palette may be used where additional hierarchy is required.
Headlines should appear in black or white in most cases, but may appear in an Olympic or primary colour on a white background.
Body copy and other text should not use colour.

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✅ Body text should be black or white.

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✅ Headlines should be black or white in most instances.

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✅ Headlines may be an Olympic or Primary colour on a white background, with exception to digital pages where they are either white or black on a white or black background.

UNITY

✅ Use white or black typography on photos.

Typography

Do not use colour typography on photos. Colour is used in digital typography to highlight interactivity for instance, applying blue to hyperlinks. To avoid confusion, colour is not applied to other forms of typography for web and mobile.

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❌ Body text should never be in colour.

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❌ Do not use multiple vibrant colours in close proximity

Olympic Council Of Asia

The Olympic Council Of Asia is an independent non-governmental no-for-profit international Asian sport organization for unlimited duration recognized by the International Olympic Committee the ANOC and the 45 member NOCS

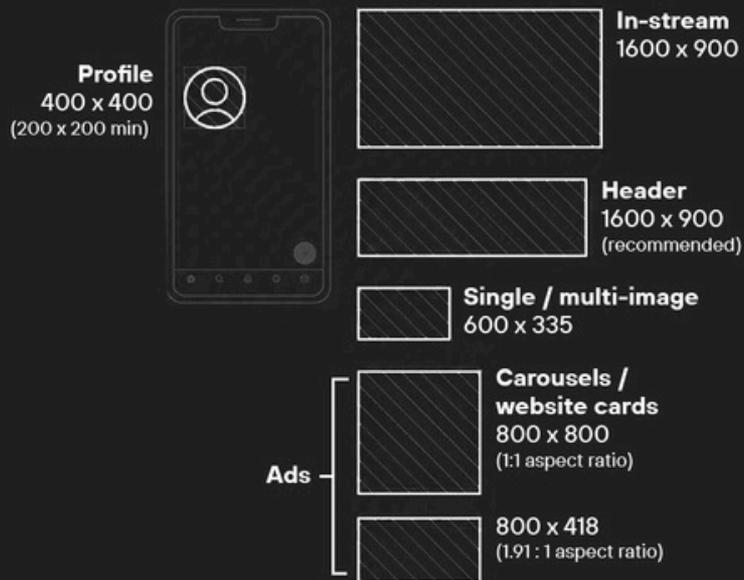❌ Do not combine colour text with colour backgrounds.

UNITY

❌ Do not use colour typography on photos.

Composition

X Guidelines

- X profile picture size: 400 x 400 pixels
  (file size must be less than 2 MB)

- X cover photo size: 1500 x 500 pixels
  (file size must be less than 5 MB)

- Recommended post size: 900 x 450 pixels,

- 1600 X 900 pixels or 1080 x 1080 pixels

- The maximum file size is 5MB for photos and animated GIFs

- Recommended file type: JPG, GIF, or PNG file

- You can tweet up to 4 images at one go

- X caption: 280-character limit

X Image Sizes

Profile
400 x 400
(200 x 200 min)

In-stream
1600 x 900

Header
1600 x 900
(recommended)

Single / multi-image
600 x 335

Ads

Carousels / website cards
800 x 800
(1:1 aspect ratio)

800 x 418
(1.91 : 1 aspect ratio)

Composition

Instagram Guidelines

- Profile photo size: 110 x 110 pixels
- Recommended Static post size: 1080 x 1080 pixels
- Recommended video post size: 1080 x 1080 pixels (1:1 ratio)
- Instagram Video size: Duration of 10 mins
- Reel format 1080 x 1920 pixels (9:16 ratio)

  With reel size there is a challenge to choose a thumbnail for IG. While the cover is a 9:16 proportion, the thumbnail that appears on your feed will crop to a 1:1 square. So, for best results, choose an image that's 1080 pixels x 1920 pixels, but that has a 1080 pixel x 1080 pixel area that will be suitable to crop down to. Make sure we get a thumbnail with all the logos in place within the square area on the 9:16 cover.

- Instagram Story size: 1080 x 1920 pixels (9:16 ratio)

  If you don't use this ratio, the Story might show with strange cropping, zooming, or leave large sections of the screen blank.

- Instagram reel size: Upto 4GB with duration of 60 secs
- Instagram caption: 2,200-character limit
- Instagram hashtags: Maximum of 30 hashtags

Instagram *Image Sizes*

Landscape (Feed)
Landscape (Ad)
(1080 x 566 min)

Portrait
1080 x 1350

Square (Feed)
Square (Ad)
1080 x 1080

Reel Video /Stories
1080 x 1920

Thumbnail
161 x 161

Composition

Facebook Guidelines

- Facebook cover photo size:

  For desktop: 820 x 312 pixels

  For mobile: 640 x 360 pixels

- Facebook profile photo size:

  For desktop: More than or equal to 180 x 180 pixels

  For mobile: More than or equal to 140 x 140 pixels

- Facebook post size: 1080 x 1080 pixels

- Facebook story size: 1080 x 1920 pixels

- Facebook banner dimensions: 1200 x 630 pixels

- Link/Update image size: 1200 x 628 pixels

- For best results, upload JPG files less than 100 KB

- Images with text (for instance, brand logo) must be a PNG file

- Facebook video size: Upto 10GB with maximum duration of 4 hours (240 mins)

- Facebook caption: 63,206-character limit

Display Layouts

To reduce complexity and maximise impact in extreme size layouts, images should be full bleed.

Note how the underlying grid keeps the typographic elements in proportion with the Brand

In most instances, headline type should be left aligned and locked to an edge of the grid, with the logo-locked to a corner of the grid.

Flag Design & Specifications

Vertical Display

Horizontal Display

FLAGS WILL BE PRODUCED IN A STANDARD 2:3 RATIO

Pantone Codes:

Emblem
Red: C0 M100 Y100 K0
Orange: C0 M18 Y90 K0

Star
Red: C0 M100 Y100 K0