

## 2025 AAU JUNIOR OLYMPIC GAMES LOGO UPDATE

### The Project:

As a previous host for the 2021 AAU Junior Olympic Games, the HCHSA developed a logo system unique to the Houston market. For the 2025 games, the HCHSA would like to build on the logo developed in 2021, updating or modernizing the previous look. Further details are below.

### Key considerations:

- Update/reimagining of the 2021 AAU Junior Olympics logo for Houston to support the 2025 AAU Junior Olympic Games
- Mandatory inclusion of “spaceman” character in logo and supporting graphics
- “Spaceman” character adapted to 10-15 sport specific poses/icons
- Use of primary and secondary elements that can translate from logo to other applications (signage, credentials, etc.)
- Consideration for logo usage on merchandise and embroidery projects
- Consideration for easy adaptation into future logo usage (HCHSA will also host the 2027 and 2031 AAU Junior Olympic Games)

In the pages below, the previous 2021 AAU Junior Olympics logo for Houston, as well as a few examples of the prior “spaceman” adaptation for specific sports.

### Timeline & Protocol:

- Thursday, August 8: Final day to express interest in bidding on project
- Thursday, August 16: Deadline for proposal submission
  - All proposals should be submitted electronically to Jon Schuller, HCHSA VP of Marketing at [jschuller@houston sports.org](mailto:jschuller@houston sports.org)
- Monday, August 20 – Friday, August 25: Please have available time for potential in-person presentation with regards to your proposal
- After proposal review, we will be in contact as to whether you are the agency selected as the final part of the process.
- Please be aware that the HCHSA is NOT committed to any course of action as a result of its issuance of this request and/or receipt of a proposal.

If you have any questions regarding this request, feel free to contact Jon Schuller via email ([jschuller@houston sports.org](mailto:jschuller@houston sports.org)) or via phone at (713) 447-9323.

PREVIOUS LOGO & BRAND STYLE GUIDE



EVENT NAME: AAU JUNIOR OLYMPIC GAMES	VERSION: 1 AUGUST 2020
<b>BRAND STYLE GUIDE</b>	
	COLOR COUNT: 7

<b>PRIMARY</b>	<b>SECONDARY</b>	<b>ACCENT</b>	<b>ACCENT 2</b>	<b>ACCENT 3</b>
HEX: FDDC1C	HEX: 132C38	HEX: EC2224	HEX: 3862AD	HEX: CACACA
RGB: 252 220 23	RGB: 18 44 56	RGB: 234 38 38	RGB: 57 99 173	RGB: 202 202 202
CMYK: 2 10 96 0	CMYK: 90 69 55 58	CMYK: 198 98 0	CMYK: 84 65 0 0	CMYK: 20 16 16 0

LOGOTYPE	<b>REDZONE STANDARD</b>	<b>AA BB CC</b>
LOGOTYPE	<b>Gotham Black</b>	<b>Aa Bb Cc</b>

**LOGO VARIATION A**

ONLY TO BE USED FOR MERCH OR APPAREL.

PRIOR APPROVAL REQUIRED TO USE VARIATION A

PREVIOUS LOGO USAGE EXAMPLES

