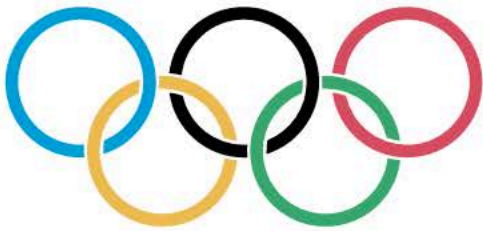


Olympic Games

The Olympic Games celebrate human spirit and achievement, and challenge the athletes of the world to be the best they can be. The festival itself transcends the politics of a fractured world to focus on our shared humanity.

Four billion people watched the 2004 Olympics on 300 different channels. Events were simultaneously streamed into mobile phones and websites. Dormant for 1,500 years, the games were revived in 1913 by Baron Pierre de Coubertin, who designed the five colored interlocking rings Olympic trademark.



Olympic Games: Baron Pierre de Coubertin, 1913

Below, from left to right:*

Tokyo 1964:

Unknown

Mexico 1968:

Lance Wyman, Pedro Ramirez Vázquez, and Eduardo Terrazas

Munich 1972:

Otl Aicher

Montréal 1976:

Unknown

Moscow 1980:

Vladimir Arsenyev

Los Angeles 1984:

Deborah Sussman and Jon Jerde

Seoul 1988:

Seung Choon Yang

Barcelona 1992:

Josep Maria Trias

Atlanta 1996:

Landor Associates

Sydney 2000:

Mark Armstrong

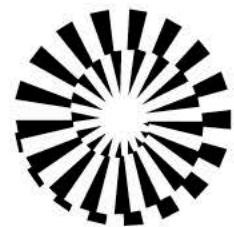
Athens 2004:

Wolff Olins

Beijing 2008:

Guo Chunning

*IOC/Olympic Museum Collections



Munich1972



Barcelona'92



Atlanta 1996

Process and strategy: Olympic Games help host countries boost tourism, build new infrastructure, and display their brand globally. The host country gets special rights to use the Olympic logo owned by the International Olympic Committee. Traditionally each country designs its own proprietary trademark and mascot to garner greater attention and marketability, helping to sell products and attract corporate sponsors. Some countries, such as China and Greece, held global competitions that drew thousands of entries. Experienced, world-class design firms are needed to ensure that the identities are graphically powerful and can be reproduced across thousands of applications. Designers are also needed to envision the look and feel of the Games, the environmental graphics, and everything from the medal design to the sports icons to the interactive multimedia displays.

Creative solution: The best Olympic trademarks engender pride, express a cultural difference, and look great on television and mobile phones. The challenge is to capture the spirit of the Olympics

and combine it with the distinctive culture. Like other icons, the best ones have a strong central idea. The Athens 2004 emblem is an olive branch wreath, designed to express the heritage and legacy of the ancient Games in a color inspired by the Aegean sea and Greek sky. The Beijing 2008 script is inspired by bamboo carvings from the ancient Han Dynasty.

Results: The increasing breadth and reach of the Olympic Games have made them a powerful platform for building brands for the cities and countries that host them, the corporations that fund them, and the athletes who aspire to celebrity status. The symbols of the Games are reproduced hundreds of millions of times across a wide range of media and engender pride and ownership. The identities are traditionally launched in a large multimedia event.

The ever-existing challenge for each Olympics is not only to re-emphasize the original ideals, but also to be part of a process of moving them into the future.

Wolff Olins



Montréal 1976

