

# 06

## Madrid Olympics

Branding Identity and Visual Applications

### Project Objective:

To create a logo for the city of Madrid to host the 2032 Summer Olympics as well as a variety of visual applications to show how the logo would be represented.

### Concept:

The logo created involves the combination of the Olympic flame and also the letter M for Madrid. The flame is represented with orange and yellow, while the M is colored with green and blue to represent the green fields and blue skies of Madrid. A bold, sans serif type is used to allow for legibility when reduced, but it is paired with a stylized font for the 32 to mimic the movement of the flame.

### Visual Applications:

Pins, lanyards, and hats represent how the logo would appear on merchandise items, whether in full color or one color. Event tickets and athlete/coach badges demonstrate the logo at a reduced size, and event banners, a basketball floor, and a gymnastics floor shows the logo in the environment at a larger size.



# Research

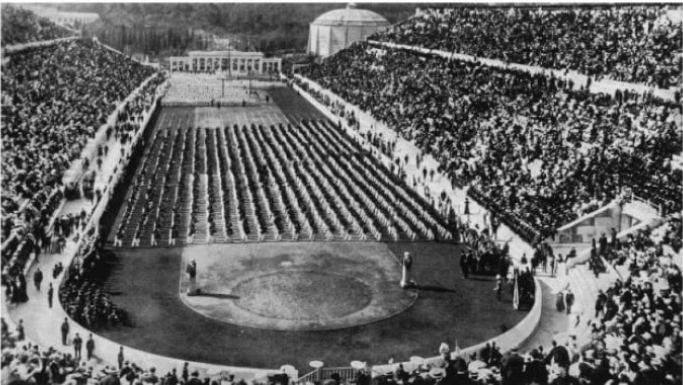
## History of Olympics

- \* Originated in ancient Greece as many as 3,000 years ago.
- \* Were revived in the late 19th century and have become the world's preeminent sporting competition.
- \* From 8th century BC to the 4th century AD, the Games were held every 4 years in Olympia, which is located in the western Peloponnese peninsula, in honor of the god Zeus.
- \* First modern Olympics took place in 1896 in Athens, and featured 280 participants from 12 nations, competing in 43 events.
- \* Since 1994, the Summer and Winter Olympics have been held separately and alternate every 2 years.

- \* First written records of the ancient Olympic Games date to 776 BC. However, it is believed that the games had been going on for many years by that time.
- \* Legend has it that Heracles, son of Zeus and mortal woman Alcmene, founded the Games, and by the end of the 6th century BC had become the most famous of all Greek sporting festivals.
- \* The Games were held every 4 years between August 6th and September 9th during a religious festival honoring Zeus.
- \* Olympics were named after their location at Olympia, a sacred site.
- \* Historians began to measure time by the four-year increments in between the Games, these were known as the Olympiads.

- \* After the Roman Empire conquered Greece in the mid-2nd century BC, the Games continued, but their standards and quality declined.
- \* In 393 AD, Emperor Theodosius I, a Christian, called for a ban on all "pagan" festivals, ending the ancient Olympic tradition after nearly 12 centuries.
- \* Would be another 1,500 years before the Games would rise again, thanks to the efforts of Baron Pierre de Coubertin of France.
- \* Baron became inspired by the idea of creating a modern Olympic Games after visiting the ancient Olympic site. He proposed the idea of reviving the Olympics in 1892.

- \* The Olympics truly took off as an international sporting event after 1924. 3,000 athletes from 44 nations competed that year, and it was the first time there was a closing ceremony.



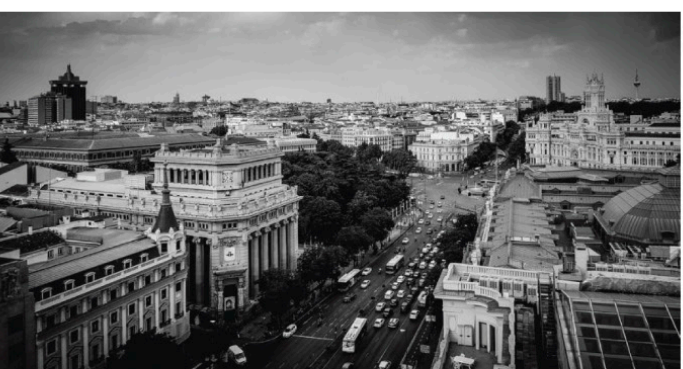
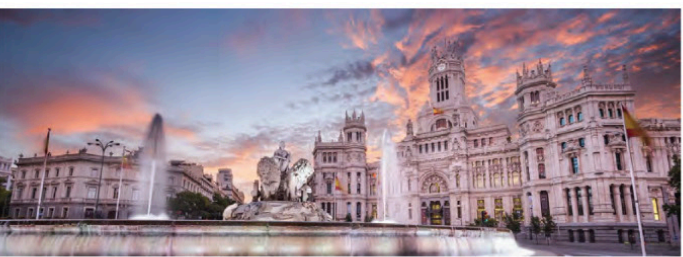
## History of Madrid, Spain

- \* Madrid is one of Europe's most historically rich cities.
- \* Documented history traces back to the 9th century, but the area has been inhabited by prehistoric humans.
- \* Numerous ancient objects have been uncovered in excavations along the banks of the River Manzanares, such as axes and large mammal remains, as evidence.

- \* Originally named Mayrit, the city of Madrid was founded by the emir Muhammad at the close of the 9th century AD.
- \* The city came to prominence during the Arab occupation of the Iberian peninsula, but passed into Christian hands during the Reconquest of Spain by the Christians.

- \* The present location of Madrid—in Spain's center—was established in 1083 by King Alfonso I. All prevalent symbols of Muslim influence and rule were removed during this period.
- \* In 1329, King Fernando V assembled the famed Court of Madrid for the first time ever. This preceded one of the darker periods in Spanish history, the Spanish Inquisition.
- \* In the 14th and 15th centuries, in the wake of the Reconquista, Moors and Jews banded together and formed a concentrated population in Madrid—named Moreria to this day. In 1494 they were all denounced as "unbelievers" and expelled from Spain. Mosques and other Muslim imagery once again disappeared from the area.

- \* After centuries of historical tumult, Madrid has made tremendous urban progress in recent years. It is considered one of Europe's most progressive, modern, and beautiful cities.
- \* Madrid has a vibrant local arts culture and boisterous nightlife, along with constant reminders of the city's rich history. It is deservedly renowned as one of the continent's best tourist destinations.



# Past Olympic Logos



City/ Country/ Tourism Logos



Olympic Bid Logos

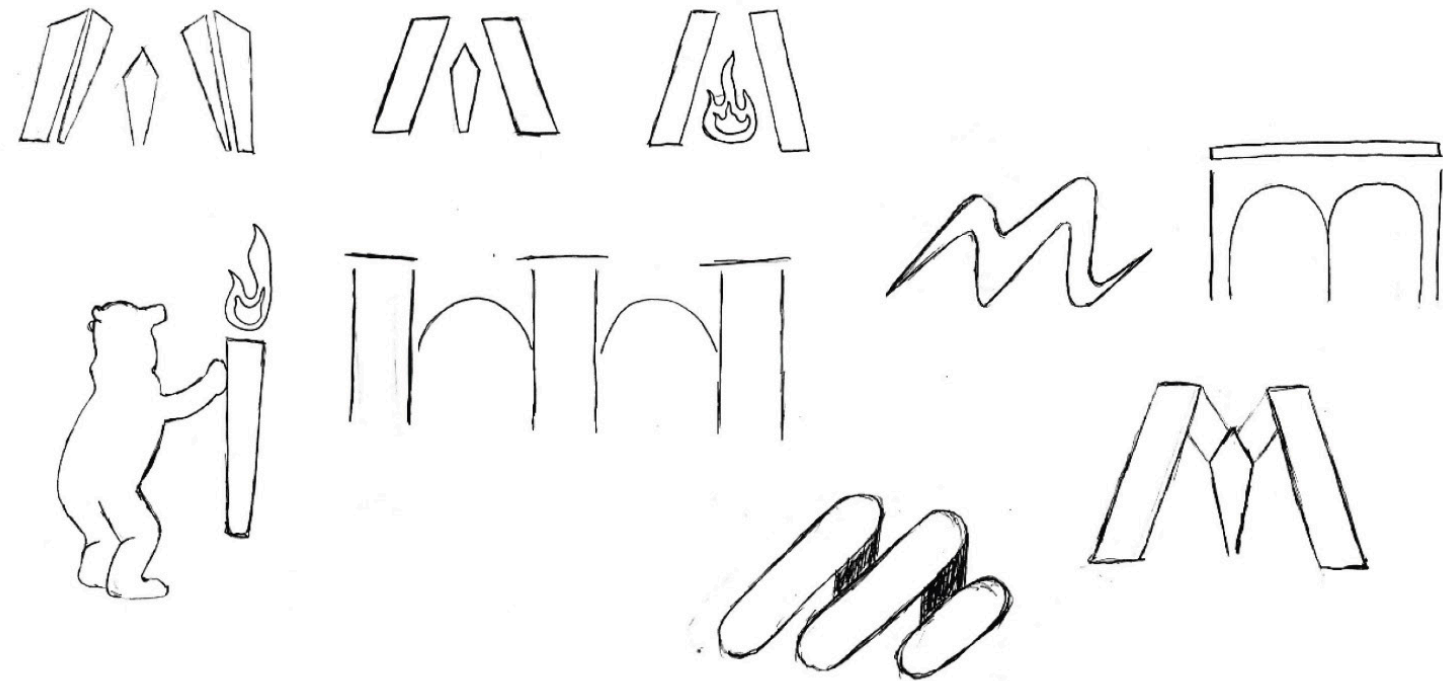




## Moodboard/ Inspiration



## Concepts and Sketches



### Concept 1:

Creating combination marks based off of popular landmarks in Madrid, Spain. The two that stood out to me the most were the Gate of Europe and the Bear with the Strawberry Tree.

## Concepts and Sketches



### Concept 2:

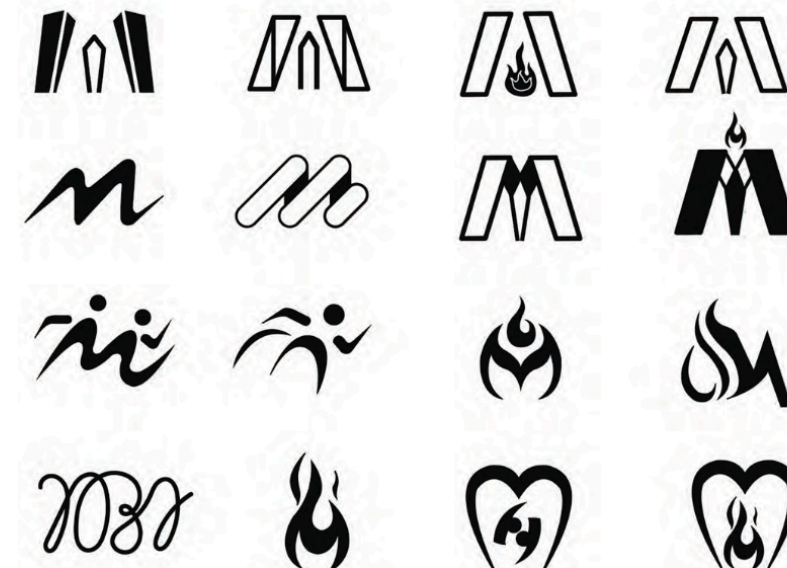
Creating combination marks based off of an athletic/sporty logo. Mainly inspired by the Olympic icons that are used to represent each sport during the games.

### Concept 3:

Creating combination marks based off of unity and the flame in the Olympic Games. Follows the idea that the Olympics brings everyone together to celebrate one big event for the world.



## Digital Roughs



Taking the rough pencil sketches and refining them in illustrator to see how different shapes were working with each other.



Color Applications



Applying a variety of colors to the refined roughs to see what was working well.

Typography Exploration

Caps	Caps and Lower Case	Lowercase	Typeface
MADRID	Madrid	madrid	Futura Bold
MADRID	Madrid	madrid	Oswald Bold
MADRID	Madrid	madrid	DIN Alternate Bold
MADRID	Madrid	madrid	Korolev Medium
MADRID	Madrid	madrid	Poppins Bold
MADRID	Madrid	madrid	Modish
MADRID	Madrid	madrid	Avenir Black
MADRID	Madrid	madrid	Helvetica Bold
MADRID	Madrid	madrid	Helvetica Neue Medium
MADRID	Madrid	madrid	Samantha Upright Bold

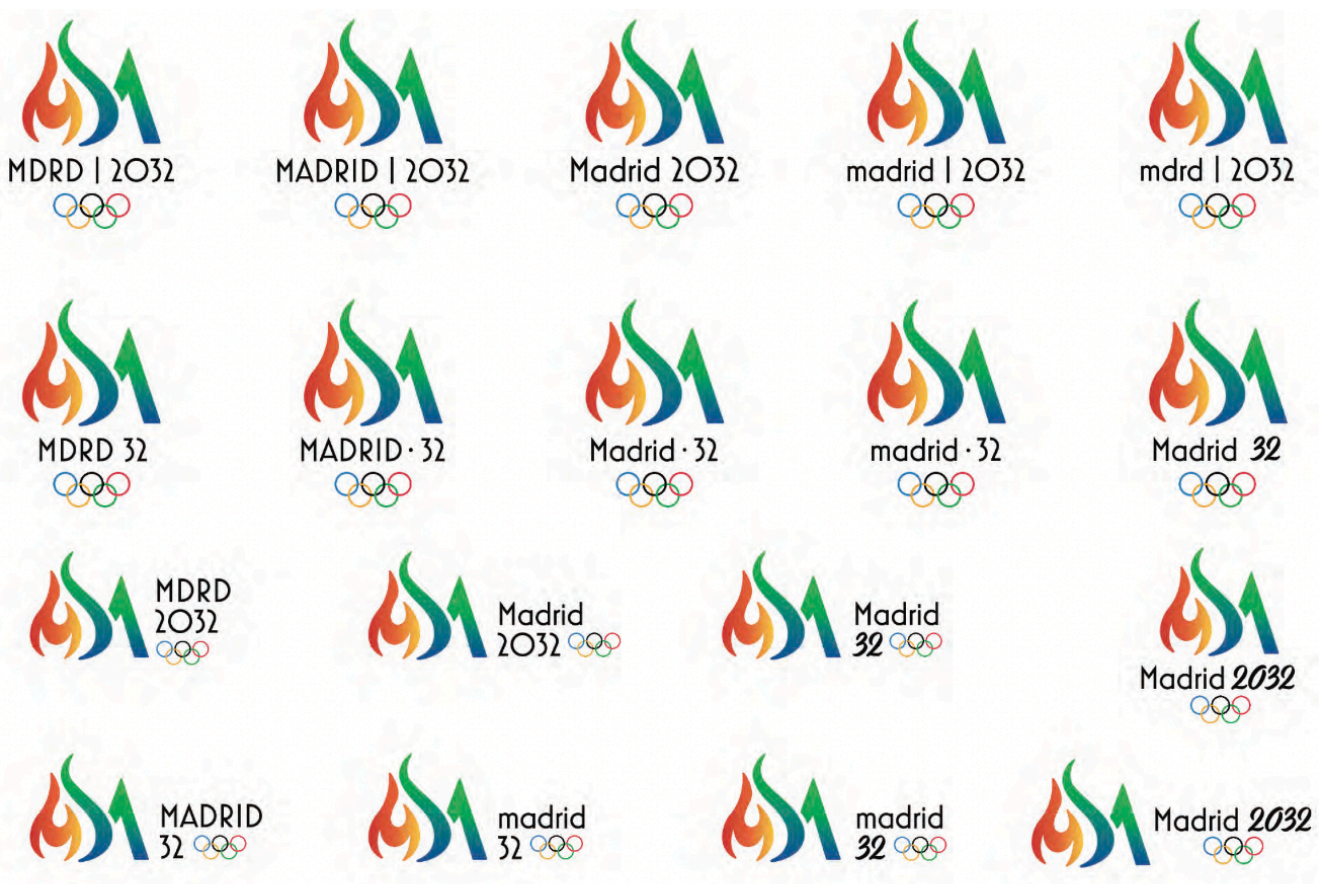
Caps	Caps and Lower Case	Lowercase	Typeface
MADRID	Madrid	madrid	P22 Sneaky Pro
MADRID	Madrid	madrid	Kewl Script
MADRID	Madrid	madrid	Rosarian Bold
MADRID	Madrid	madrid	Mostra Nuova
MADRID	Madrid	madrid	Orianienbaum
MADRID	Madrid	madrid	Marion
MADRID	Madrid	madrid	Andale Mono
MADRID	Madrid	madrid	Gill Sans Bold
MADRID	Madrid	madrid	Semplicita Pro Regular
MADRID	Madrid	madrid	Rubik Light

Refined Logo with Type





Refined Roughs



Chosen Typography

Mostra Nuova Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890  
~!@#\$%^&\*()-\_+=[]{}|;:',.<>/?

Modish Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
~!@#\$%^&\*()-\_+=[]{}|;:',.<>/?

Mostra Nuova Bold is used for the main text of “Madrid” in the logo, while Modish Regular is used for the numbers to create a fluid movement.



Logo Variations



Final Logo



Collateral Type Studies

Caps	Caps and Lower Case	Lowercase	Typeface
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Rubik Light
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Acumin Variable Concept Condensed
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Galvji Regular
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Avenir Book
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Barlow Light
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Kohinoor Bangla
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Helvetica
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Nunito Regular
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Tamil Sangam MN Regular
ABCDEFGHIJKLM NOPQRSTUVWXYZ	ABcdefghijklm nopqrstuvwxyz	abcdefghijklm nopqrstuvwxyz	Sathu Regular

Color Applications



Chosen Collateral Type

Galvji Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxyz  
1234567890  
`~!@#\$%^&\*()-\_+=[]{}|;\':",.<>/?

Galvji Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnpqrstuvwxyz  
1234567890  
`~!@#\$%^&\*()-\_+=[]{}|;\':",.<>/?

The Galvji typeface pairs well with Mostra Nuova, but is more legible when applied to paragraphs.



# Visual Application Roughs



A variety of applications to show the Madrid Olympic logo on merchandise, event tickets, as well as outside posters. After completitng the roughs, changes were made, as well as the addition of environmental graphics.



# Final Applications

