This manual outlines the specific use of the 2018 Youth Olympic Games in Buenos Aires design elements and their correct application, thereby ensuring artwork consistency.

This book provides all the details regarding the PyeongChang 2018 brand for the 2018 Olympic Winter Games. It presents the emblems, POCOG marks, look of the Games, slogan, pictograms, torch, mascots, commemorative coins and banknotes...

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Look of the Games guidelines: the Olympic Winter Games PyeongChang 2018 / The PyeongChang Organising Committee for the 2018 Olympic and Paralympic Winter Games

Olympic Winter Games. Organizing Committee. 23, 2018, PyeongChang

The PyeongChang Organising Committee for the 2018 Olympic and Paralympic Winter Games. PyeongChang - 2017

This guide details all the elements that are part of the PyeongChang 2018 Olympic Winter Games look of the Games. It includes information on the design, colours, concept, and more.


Summer Olympic Games. Organizing Committee. 31, 2016, Rio de Janeiro

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Broadcast graphic standards for using symbols of the Sochi 2014 Olympic Winter Games / Organizing Committee of XXII Olympic Winter Games and XI Paralympic Winter Games 2014 in Sochi

Olympic Winter Games. Organizing Committee. 22, 2014, Sochi

Organizing Committee of XXII Olympic Winter Games and XI Paralympic Winter Games of 2014 in Sochi. Moscow - 2013
The City Look Package of the 2nd Summer Youth Olympic Games (hereinafter referred to as “Nanjing 2014”) is the package of designs developed to decorate the host city during Games time, comprised of usage guidelines for combination...

London 2012 brand expression guidelines : March 2010 / The London Organising Committee of the Olympic Games and Paralympic Games Limited

The document presents the visual brand of the 2010 Vancouver Olympic Winter Games.

Best of the visual brand presentation : sport and venue branding guidelines for broadcast / International Olympic Committee

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International Olympic Committee. Lausanne - 2008
The document presents the visual brand of the 2008 Beijing Summer Olympic Games.

Core graphic basic usage manual: Beijing 2008 Olympic Games / Beijing Organizing Committee for the Games of the XXIX Olympiad
Summer Olympic Games. Organising Committee. 29, 2008, Beijing
BOCOG - 2007
This document gives information on the concept of the core graphic design of the Beijing Olympic Games 2008.
Summer Olympic Games. Organizing Committee. 28, 2004, Athêna
ATHOC. Athènes - 2002

These publications show the 2004 Athens Olympic Games visual identity through the various themes and visual patterns chosen to illustrate this edition of the Olympic Games. The volumes include a presentation of the overall design,...

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The look of the Games and the visual environment: Lillehammer '94 = L'image des Jeux et leur identité visuelle: Lillehammer '94 / The Lillehammer Olympic Organising Committee

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This document provides information on the visual identity of the 1994 Lillehammer Olympic Winter Games. The design programme aims to give the Winter Games in Lillehammer a uniform visual image of high quality, while focusing on No...

Rings and the Games: absorbing the host city's culture

At each Olympic Games, the rings are seen alongside a new and exciting visual identity, or look of the Games, which is unique to each host city and provides every Games with its own distinctive flavour.