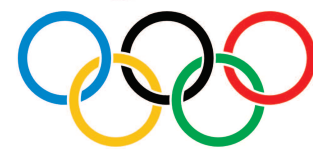




Los Angeles 2028



SILAS GREEN

CONTENTS

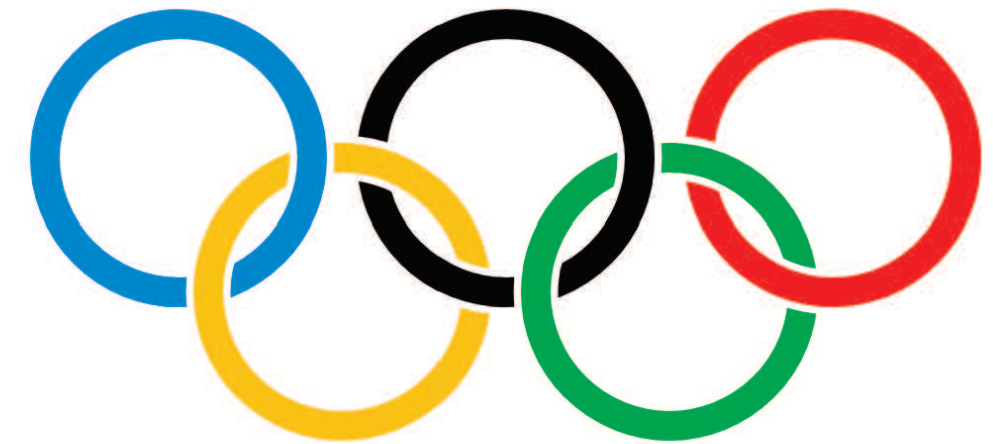
ABOUT	3
INSPIRATION	4
KEYWORDS	6
LOGO IDEATION	9
LOGO DEVELOPEMENT	11
LOGO FINALIZATION	14
FINAL LOGO	15
MOCK UPS	16
FINISHING THOUGHTS	20

ABOUT

The Olympic games are a worldwide sporting event that dates back to 3,000 years ago. The Olympics bring people together through sport into break barriers between people of all origins and traditions. The goal of the Olympic games is to promote peace, friendship, and respect among competitors and all people.

The Olympic rings are a symbol of unity with the world coming together for friendly competition. The five rings are representative of five continents (Asia, African, Americas, Australia, and Europe) unifying for the event. The colors of the rings represent all the colors of flags that were around in 1913 when the symbol was first created.

The Summer Olympic games of 2028 are to be hosted in Los Angeles, California, in the United States of America. The goal of this project was to make a logomark that embodies the Olympic brand of unity, while also representing the city of Los Angeles intself.



INSPIRATION



INSPIRATION



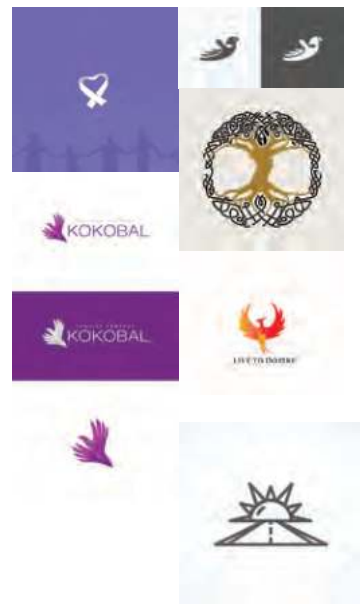
KEYWORDS

The Olympic games have fully established their brand and what they try to represent. The five brand characteristics that they stand by are:

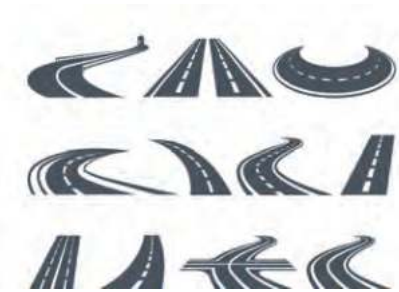
- **Hopeful**
- **Universal**
- **Inclusive**
- **Vibrant**
- **Progressive**

KEYWORDS

Hopeful

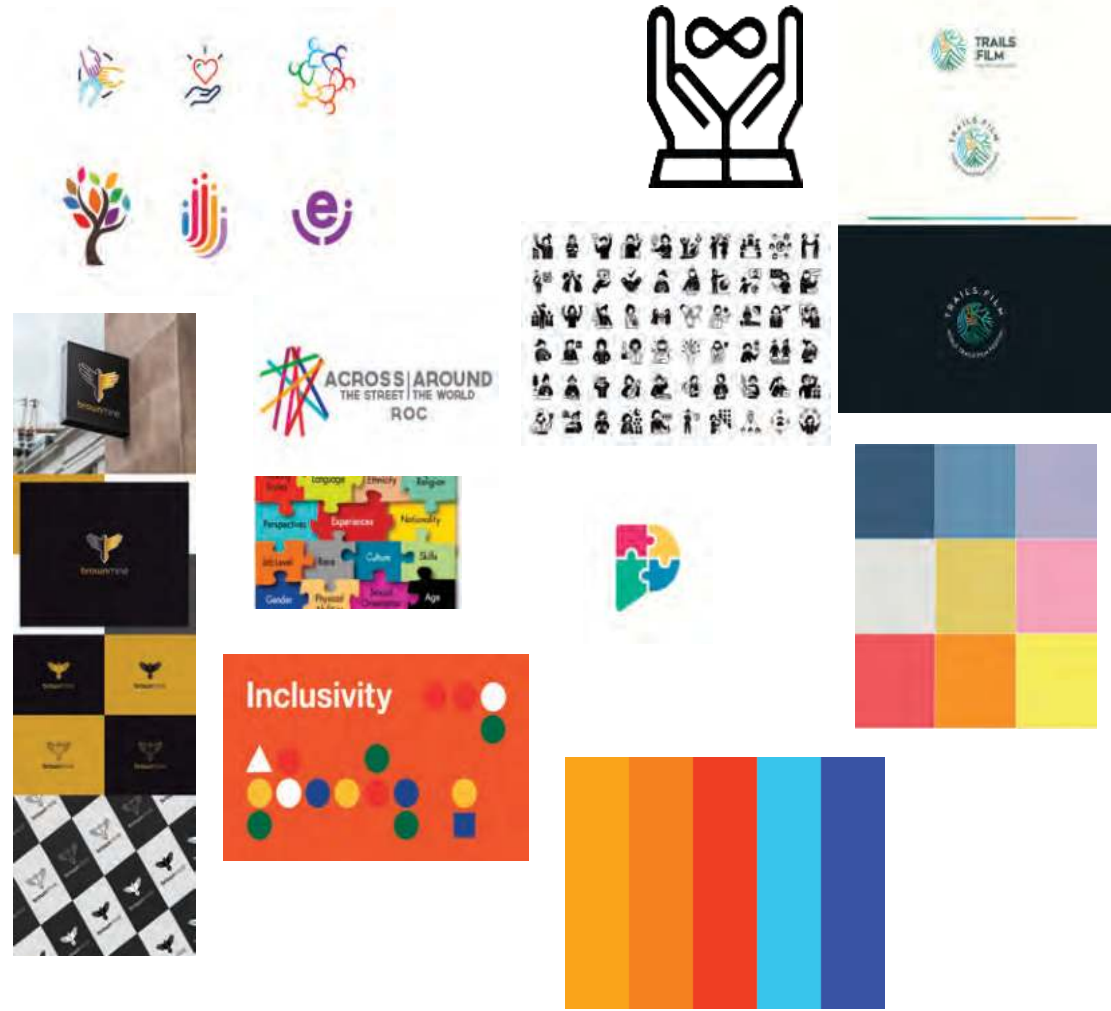


Universal



KEYWORDS

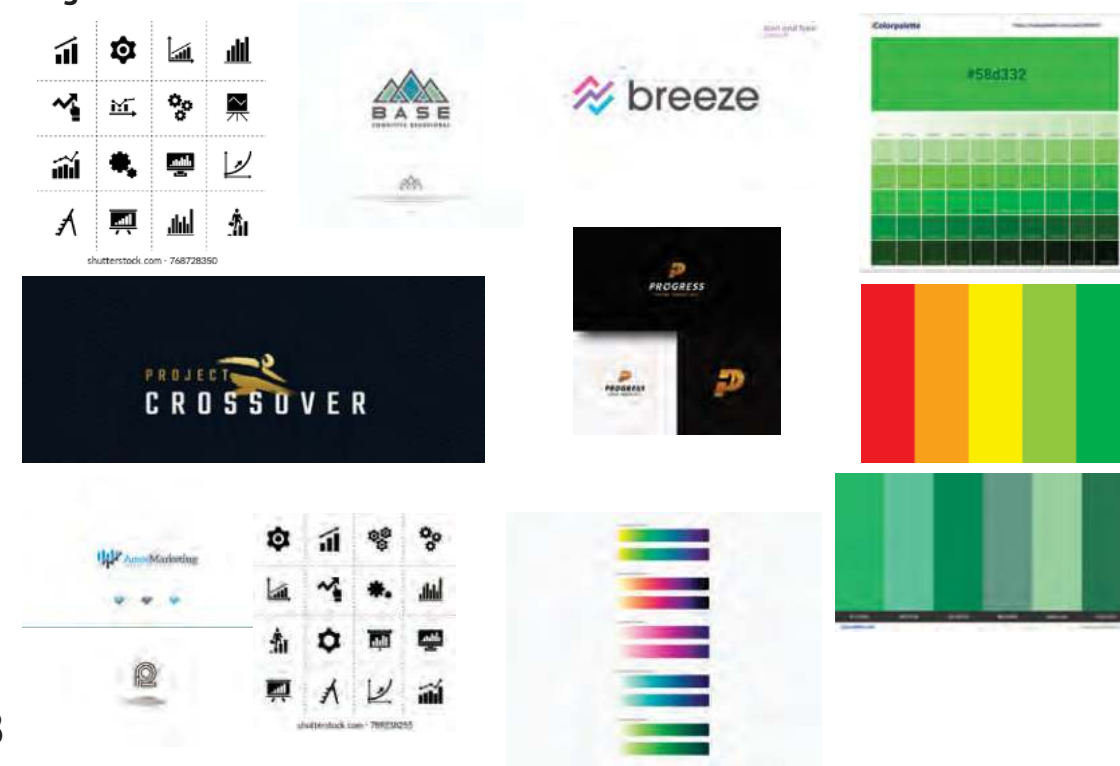
Inclusive



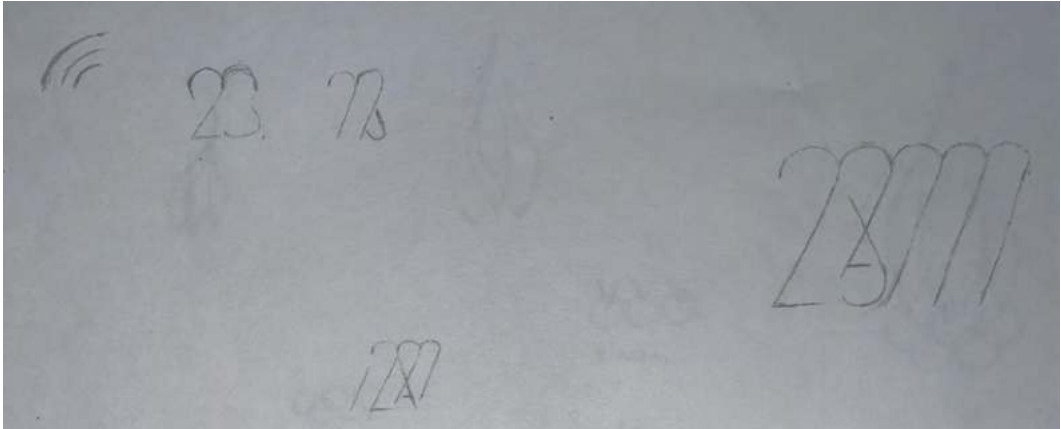
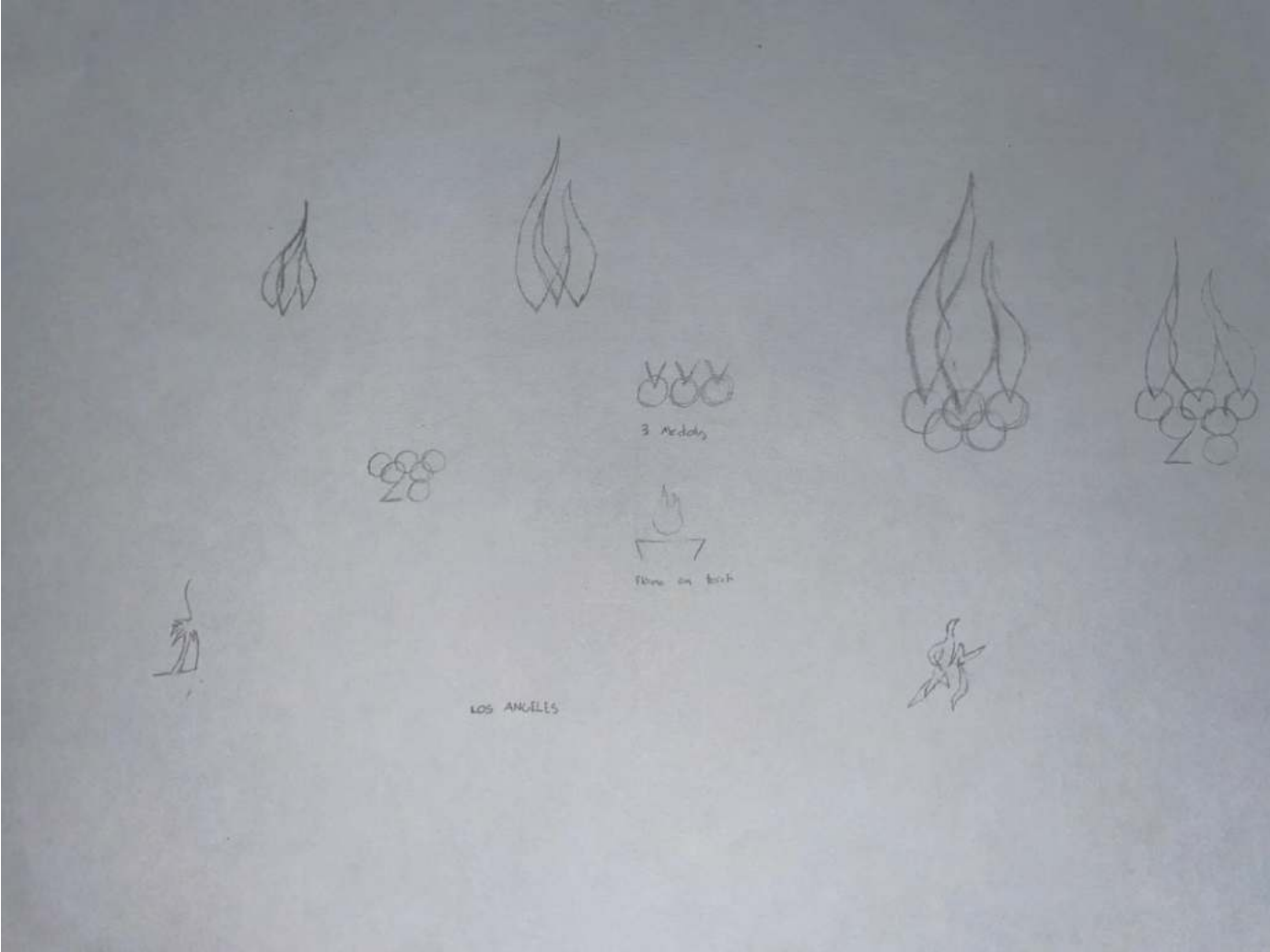
Vibrant



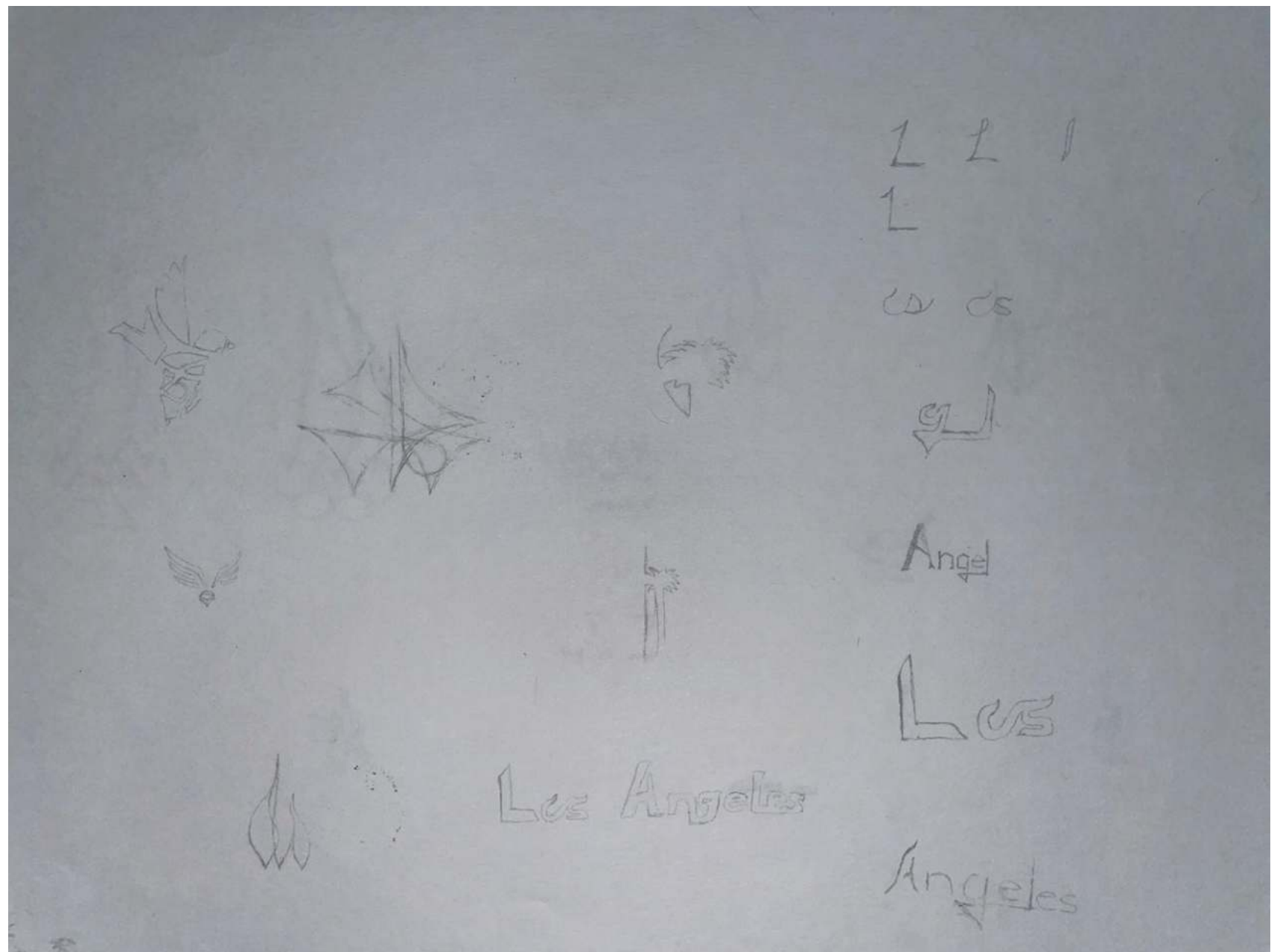
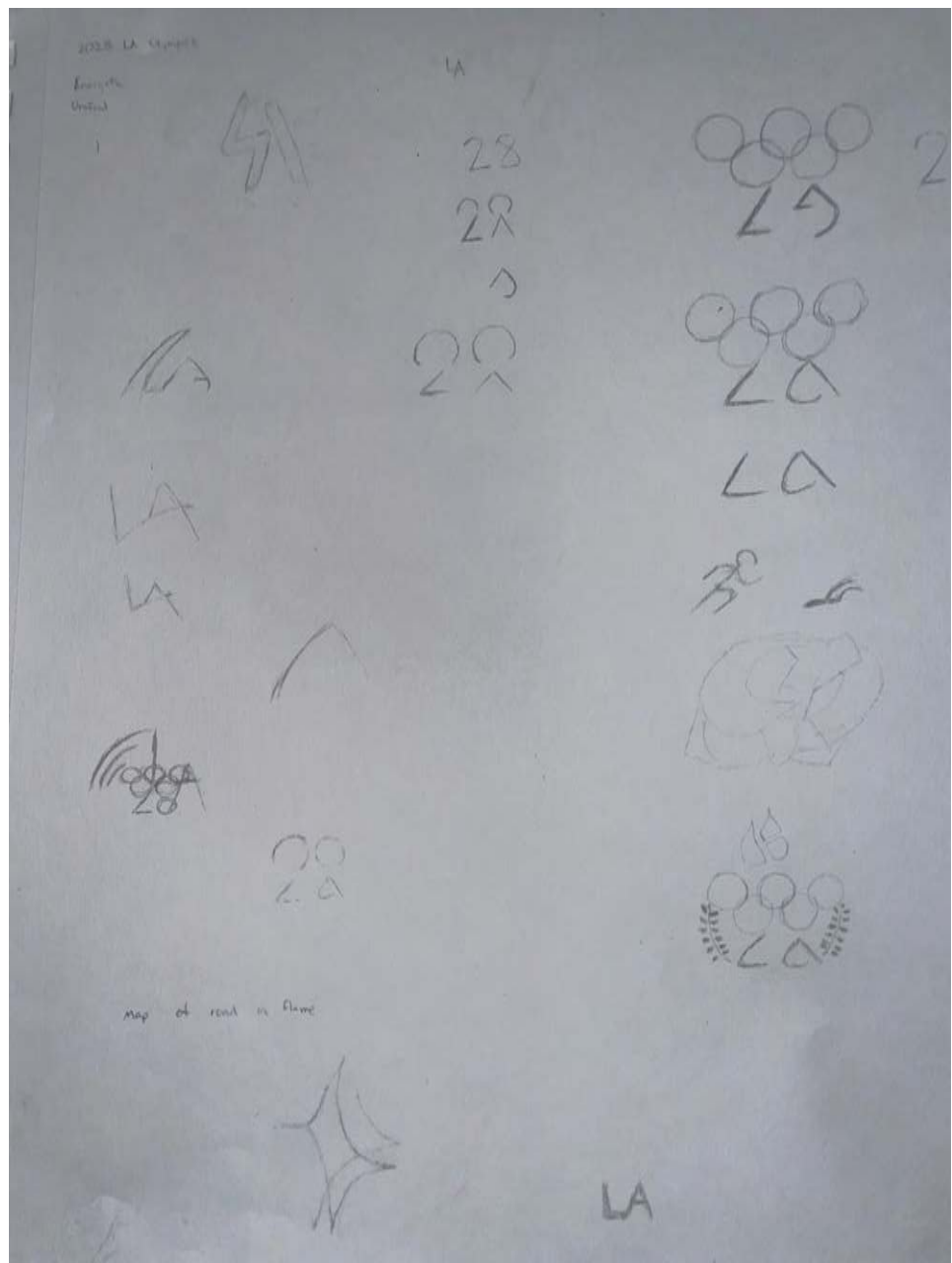
Progressive



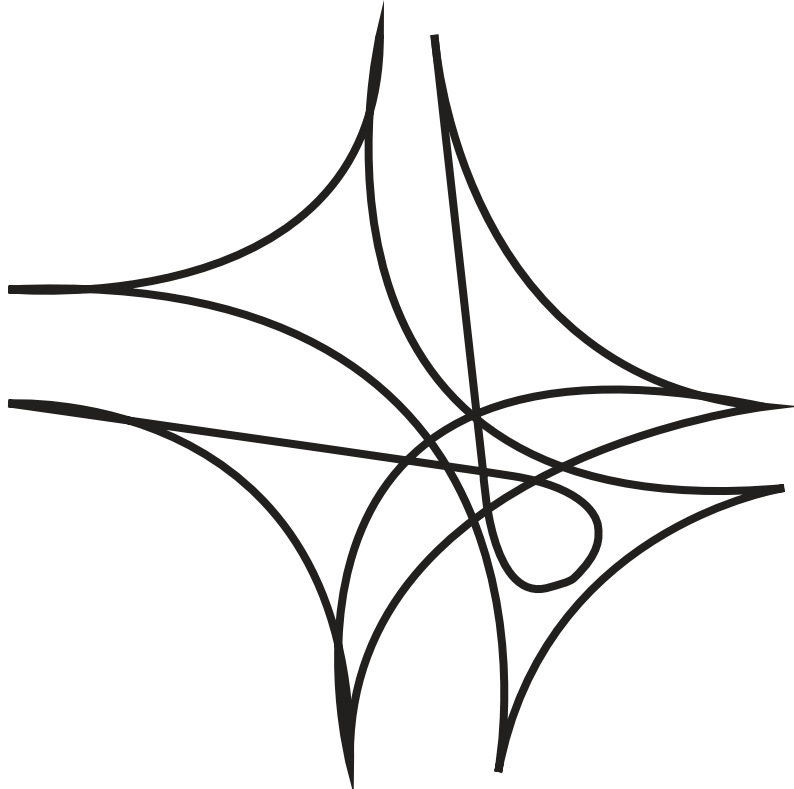
LOGO IDEATION



LOGO IDEATION



LOGO DEVELOPEMENT



Los Angeles Highway

LOGO DEVELOPEMENT

Olympic branding includes colors of rings as well as several similar variations of each ring color.



LOGO DEVELOPEMENT

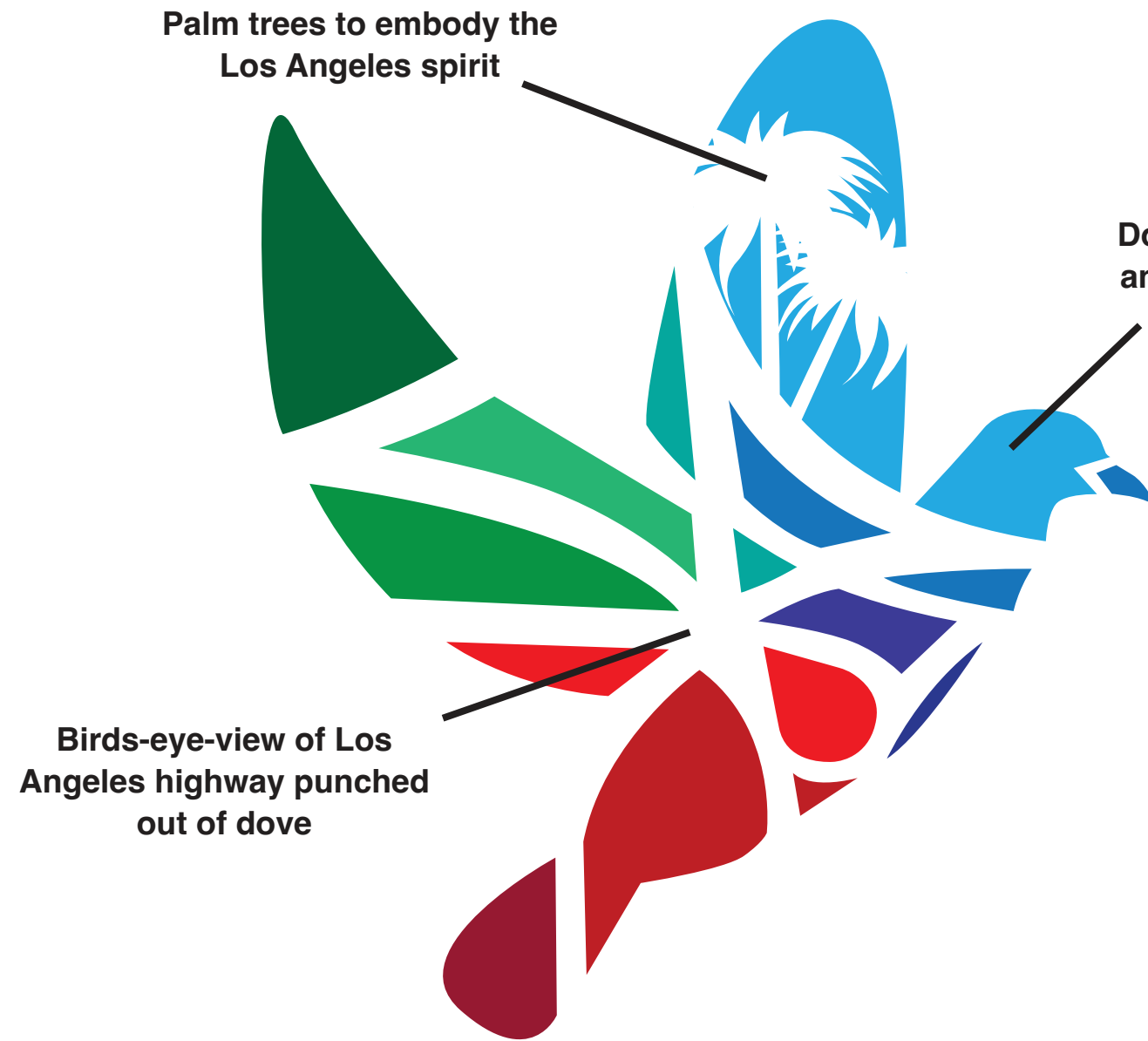


LOGO FINALIZATION



Los Angeles
2028

Original



Los Angeles 2028



Final Version

FINAL LOGO



Los Angeles 2028



Los Angeles Highway









FINISHING THOUGHTS

The goal of this project was to create a logo a branding system that successfully represents the Olympic games' brand as well as embodying the city of Los Angeles.

For the main aspect of the logo, the decision was made to create a dove, which can represent the Olympic tradition of releasing doves as a sign of peace. For the other main aspect of the logo, it was decided that the dove would have negative space inside of it, which resembles the shape of a highway intersection in the city of Los Angeles. On one wing of the dove, there are palm trees which are famously common along the roads of Los Angeles.

Lastly, the color and the typefaces were particularly picked to represent the 2028 Olympics. Because of individual factors such as the LA Times logo mark, scripted typefaces have become a common theme to the LA spirit. The colors red and blue were picked to represent the United States. Green was picked to go along with the palm trees as well as the road, representing ground and complimenting the sky blue color.



Los Angeles 2028

