

Brisbane 2032

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A passion for graphic design and a lifelong interest in sports inspired my development of a logo for the 2032 Brisbane Olympic Games. I set out to develop two logos (for both the Olympics and Paralympics) and a range of accompanying graphic elements and applications (mascot, pictograms, tickets etc.). Past Olympic logos (two of which were developed by brand consultancy firm Wolff Olins) were analysed, and similar design elements identified. Mandatory for all logos, the Olympic rings are arranged centrally below the main graphic along with simplistic typography. Research of the ancient and modern games provided an understanding of the significance of the Olympic Movement, whilst an examination of Brisbane/Queensland eluded to three themes – flora/fauna, landscape and Indigenous; potential aspects to inform my graphics were identified. Throughout my sketching phase, it became evident that the predominant feature to best represent Brisbane was the unique shape of the Brisbane River.

My resolved logo features a stylised representation of the Brisbane River weaving through hand-drawn concentric rings – evoking the official Olympic rings – which emanate from significant landmarks throughout Brisbane. These symbols were designed to signify athletes and spectators coming from around the world and meeting in the various event venues. The river is depicted white to represent equality and new beginnings during the 35th Olympiad. The graphic is accompanied by a maroon background which incorporates a traditional Indigenous motif watermark. Following a consistent method, the Paralympic logo only uses three concentric rings and is placed on a gold background. This maroon/gold combination successfully embodies Queensland as their popular sporting teams often feature this scheme.

My final logos have connections to those of FHA Image Design's Sydney 2000 with an Indigenous cultural aspect, and Asao Tokolo's Tokyo 2020 through the use of pattern. This motif, accompanied by the maroon and gold, the official colours of the Olympic/Paralympic year, were assigned to all associated applications to create a coherent theme and visual event identity. Additionally, Mark Simonson's Mostra Nuova was chosen for all typographic elements.

To accompany the graphics and build on my identity for Brisbane 2032, a pair of event mascots were developed – Keddy the kangaroo and Darel the dingo. Their names are derived from Aboriginal languages meaning "of the red earth" and "blue sky", and they were sketched and digitally refined using Adobe Illustrator. Additionally, each features a shirt separated into colour blocks with white river representations. Each section is coloured to match the order of concentric rings which have been applied as a watermark pattern to the corresponding colour.

Pictograms were drawn and refined for application to relevant event documents such as tickets. Numerous advertisements (posters and social media campaigns) were also created to spread the excitement, as well as environmental/venue signage (e.g. 'Gabba gate entry), broadcast graphics and multiple merchandising applications. I believe my final design fully satisfies my initial brief. I have developed logos for the Olympic and Paralympic Games which represent the significance of the events, the athletes and the host city/country through subtle symbolic additions to the graphics; these have then been thoroughly explored across numerous convincing applications.