

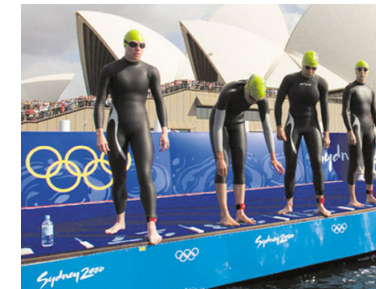
## Sydney Olympics

World class branding for a global festival

The creation of the identity for the Sydney 2000 Olympic games was a supremely exciting endeavor that had several high level goals: to present Sydney as the ideal host for the 2000 Olympic Games; to create a global brand that merges the spirit of Sydney/Australia with that of the Olympic movement; to build a sense of shared purpose and identity within a highly political environment; to make the Sydney 2000 Olympic Games immediately recognizable in any visual context; and to create excellent value for sponsors at every level of Sydney 2000 Olympic Games brand association.

As overall branding consultants for the Games, FutureBrand's range of involvement started with the design of the bid document and moved to design of landmarks for the Sydney 2000 Olympic and Paralympic Games and Torch Relay, creation of the 'look and feel' of both Games, including visual identity and sponsorship guidelines. We worked closely with the client, architects, industrial designers and advertising agencies to ensure that every aspect of the Sydney 2000 Olympic Games experience was consistently branded.

Our design visually interprets 'fluid energy' as the brand essence of Sydney 2000 Olympic Games, to evoke: the exhilaration of athletic achievement, the spirit of Sydney's harbor and beaches, the youthful energy of Australia, a celebration of the human spirit, a global festival.



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