

LA 2028 Visual Guidelines



03	Why Olympics?
04	Primary Identifier
05	Secondary Identifier
06	Color Palette
07	Gradient Palette
08	Typography
09	Examples: Postage Stamps
10	Examples: Postcards
13	Examples: Tickets
14	Examples: Banners
15	Examples: Schedules
16	Examples: Website
20	Examples: Apparel
21	Examples: LA Billboard
22	Examples: Stadium Billboards

Why LA 28?

by Rebecca Yukelson | May 2016

When deciding on a topic for my degree project I wanted to design something that fully represents who I am. While the Olympics may seem slightly arbitrary, delving into its components truly reveals some of my core personality traits and values. Since I was five years old, I was a swimmer and was obsessed with watching the summer Olympics every four years. The games inspired me to work hard at anything I wanted to achieve. I also love culture and travel, I find that the Olympics are one of the only events that bring countries together for a reason that is not war.

Finally, as a designer, I am enamored with brand identities. When I first learned about the complex design strategy that goes into branding the Olympic Games, I was extremely impressed. It was natural that I picked a place dear to my heart, my home city Los Angeles. This brand identity uses bright, fresh design elements that represent the beautiful city of Los Angeles and also the California girl in me.





LOS ANGELES 2028
SUMMER OLYMPICS



LOS ANGELES 2028
SUMMER OLYMPICS



LOS ANGELES 2028
SUMMER OLYMPICS

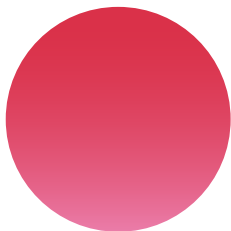


LOS ANGELES 2028
SUMMER OLYMPICS



LOS ANGELES 2028
SUMMER OLYMPICS

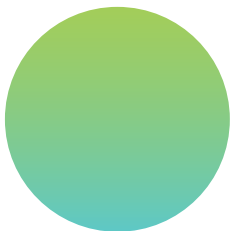




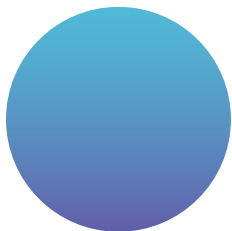
fiery sun



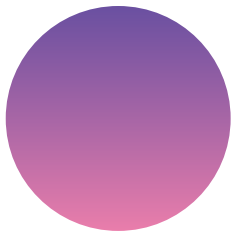
canyon



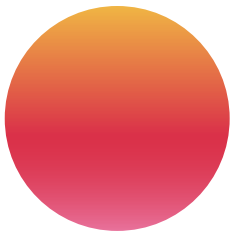
seafoam



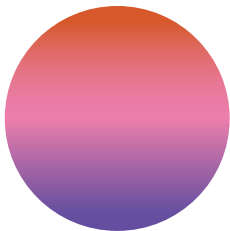
pacific



dusk



sunrise



sunset



ocean floor

Din

Din Light

Din Regular

Din Medium

Din Bold

Din Black

Din Engschrift

Din Neuzeit Grotesk Bold Cond







 LOS ANGELES 2028
SUMMER OLYMPICS



 LOS ANGELES 2028
SUMMER OLYMPICS



Swimming
18 August


Gate 7

Section A

Row 10

Seat 35

Mens' Semifinals
2:00 pm
Olympic Swim Stadium



Volleyball
18 August

Gate 7

Section A

Row 10

Seat 35

Womens' Doubles
10:00 am
Long Beach Arena



Athletics
18 August

Gate 7

Section A

Row 10

Seat 35

Pole Vaulting
5:00 pm
Los Angeles Memorial Coliseum





LA 2028

04
opening ceremony

05
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

06
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

07
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

08
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

AUGUST

09
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

10
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

11
semifinals
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

12
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

13
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

Swimming Schedule

Olympic Swim Stadium

14
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

15
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

16
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

17
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

18
finals
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

19
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

20
closing ceremony



LA 2028

04
opening ceremony

05
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

06
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

07
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

08
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

AUGUST

09
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

10
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

11
semifinals
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

12
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

13
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

Volleyball Schedule

Long Beach Arena

14
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

15
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

16
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

17
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

18
finals
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

19
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

20
closing ceremony



LA 2028

04
opening ceremony

05
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

06
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

07
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

08
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

AUGUST

09
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

10
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

11
semifinals
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

12
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

13
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

Track and Athletics

Los Angeles Memorial Coliseum

14
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

15
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

16
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

17
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

18
finals
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

19
m: 09:30-13:20
w: 15:00-18:50
m: 20:30-00:20

20
closing ceremony

