



## LIKE NEVER BEFORE

### The world's greatest opportunity

London's bid for the 2012 Olympic and Paralympic Games was like no other. It promised to inspire the youth of the world. To engage, involve and enthuse – to change lives. It promised to put the Olympic and Paralympic Games at the heart of contemporary life. To achieve this, London's Organising Committee needed a powerful brand, one that could inspire and engage with a global audience of four billion people. A brand that could make the Olympic and Paralympic Games more relevant, accessible and inspiring than ever.

### Everyone's

We worked with London's Organising Committee to define a clear ambition for London 2012. These Games were to be everyone's. They would call on people to challenge themselves – to try new things, to go further, to discover new abilities. The brand we created supports this ambition. The emblem is 2012, an instantly recognizable symbol and a universal form – one already closely associated with the Games in London. It is unconventionally bold, deliberately spirited and unexpectedly dissonant, echoing London's qualities of a modern, edgy city. Containing neither sporting images nor pictures of London landmarks, the emblem shows that the Games is more than London, more than sport. It is for everyone, regardless of age, culture and language. It is designed to be populated, to contain infills and images, so it is recognisable enough for everyone to feel and be part of London 2012.

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### Shaping London 2012

The ambition – everyone's – is already shaping London 2012. For the first time the Olympic and Paralympic Games will share the same brand, using their own variant of the emblem. And in another first, the Cultural Olympiad will be able to share the brand. New technology is being put in place to get everyone closer to the action and more deeply involved. Digital media will be used to create a Games in which everyone can play a part wherever they are. The brand we created will shape the experience of 2012. It will take the Games beyond sport, creating wider interest and even greater inspiration. It will create a Games for everyone.

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