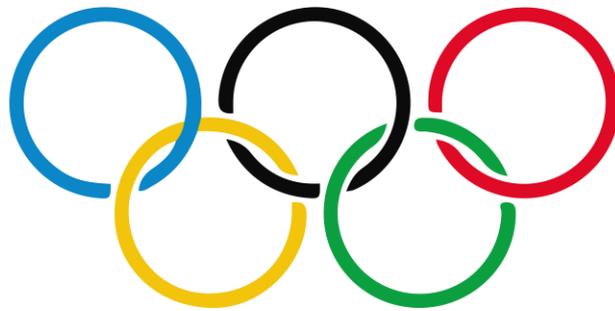


WINTER OLYMPIC GAMES



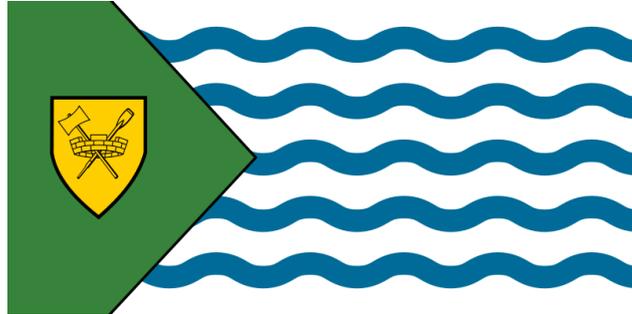
vancouver 2010



By : Ingggrid Novelien

1. About

VANCOUVER IDENTITY



Vancouver Flag



Vancouver Logo

Winter olympic games 2010 using this color combination for any promotional media and even being the main theme for the olympic itself.

2.

LOGO

XXI Olympic Winter Games



The 2010 Winter Olympics logo, named Ilanaaq the Inukshuk

Host city	Vancouver, British Columbia, Canada
Motto	With glowing hearts/ Des plus brillants exploits
Nations participating	82
Athletes participating	2,566 (1044 women, 1522 men) ⁽¹⁾
Events	86 in 7 sports (15 disciplines)
Opening ceremony	February 12

Traditionally, they were used by the Inuit in the north as directional markers. An **Inukshuk** in the shape of a person signifies safety, hope and friendship. These stone sculptures were also important for navigation, as a point of reference, as a marker for hunting grounds, or to denote a food cache.

the meaning of the inukshuk is straightforward: It's a symbol of survival.

"[Inukshuks] have always been built in areas of good hunting for caribou, good hunting for seal and good fishing spots," he says. When he was younger and traveling in the Arctic, he says, the sight of an inukshuk was always reassuring, because it meant he was traveling in a place where others had found game.

As Canadians we are known around the world for our friendliness. It's a characteristic that may be related to the centuries-old tradition of dealing with a harsh, often unforgiving climate and landscape. We have always needed the help of others in order to live in this country, and, while there is definitely a core of rugged individualism, it's tempered by a sense of friendliness and communal spirit that represents the very best of Canadian values.

We are proud of our sense of community, which can be seen in the humility and spirit of people such as Terry Fox and in the overwhelming response when a child goes missing or when Haitians need help.

The Inukshuk (pronounced ih-nook-suuk) mirrors this Canadian spirit of friendship and community.

There are many kinds of Inuksuit (plural for Inukshuk), and they mean different things depending on how and where they are built. Traditionally, they were used by the Inuit in the north as directional

Closing ceremony	February 28
Officially opened by	Governor General Michaëlle Jean, ^[2] Viceregal representative of the Queen of Canada
Athlete's Oath	Hayley Wickenheiser
Judge's Oath	Michel Verrault
Olympic Torch	Catriona Le May Doan, Steve Nash, Nancy Greene, Wayne Gretzky
Stadium	BC Place Stadium

markers. An Inukshuk in the shape of a person signifies safety, hope and friendship. These stone sculptures were also important for navigation, as a point of reference, as a marker for hunting grounds, or to denote a food cache. They were visible in snowy conditions, can endure extreme weather and, ultimately, can help people survive.

The skill of building an Inukshuk was passed down from one generation to the next, with each Inukshuk having a specific purpose and meaning. Initially they were used mainly for navigation, e.g., to point the way to a good fishing spot or to the closest village where a traveler might find shelter, but they later evolved to have symbolic spiritual uses, marking places of judgment and decision-making, worship and

celebration.

Inuksuit have been transformed into a symbol of hope and friendship that transcends borders to reach people all over the world. Inuksuit have become a universal symbol of friendship, and this is why we named our entry "Ilanaaq" (ee-la-nak) — "friend" in Inuktitut — and it became the basis for the 2010 Winter Olympics logo.

The Inukshuk conveys our basic human warmth and friendliness as Canadians and provides a fantastic symbol for the Friendship Games, not only for the visitors who will be arriving, but also to remind us of the values that make Canada a truly great place to live.

My sense from talking with people over the last few weeks is that British Columbians are preparing to respond to these Games to make them the friendliest yet. Just as an Inukshuk does, we'll help travellers navigate their way around our city and province, and all the various venues, showcasing our truly Canadian values of friendship and community.

If visitors ask you what the Inukshuk is, simply tell them it represents Canadian friendship, the heart of our country.

MASCOT

Miga and **Quatchi** are the official mascots of the 2010 Winter Olympics, **Sumi** is the official mascot of the 2010 Winter Paralympics, and **Mukmuk** is their designated "sidekick" for both games, held in Vancouver, British Columbia, Canada. The four mascots were introduced on November 27, 2007.^[1] They were designed by the Canadian and American duo, Meomi Design. It was the first time the Olympic and Paralympic mascots were introduced at the same time.

The first public presentation of the mascots took place before 800 schoolchildren at the Bell Centre For Performing Arts in Surrey, British Columbia. This represents the first time that the Olympic and Paralympic mascots were introduced at the same time. The mascots are:

- **Miga** - A mythical sea bear, part killer whale and part Kermode bear living off the coast of Vancouver Island. She loves surfing in the summer, especially in Tofino, and snowboarding in the winter.
- **Quatchi** - A sasquatch. He comes from the mysterious forests of Canada, wears blue earmuffs, and dreams of being a hockey goalie. He loves to travel and learn about the regional dances and cuisines of every place he visits. He carries his camera around his neck wherever he goes. His name

comes from "sasquatch", itself a word coined by J. W. Burns from the Halkomelem word *sásq'ets* (IPA: [ˈsæsq'əts])

- **Sumi** - An animal guardian spirit with the wings of the Thunderbird and legs of an American black bear who wears a killer whale-like hat in an artistic style of Haida people. She lives in the mountains of British Columbia and is a passionate environmentalist. Her name comes from the Salish word "sumesh," meaning "guardian spirit." Her favorite sport is alpine skiing in monoski.
- **Mukmuk** - A Vancouver Island marmot described as "small and friendly", Mukmuk acts as their "sidekick". He has a large appetite. His name comes from the Chinuk Wawa word "muckamuck," meaning "food" or "to eat". As of December 2008 he has joined the other mascots as a stuffed toy.

Miga and Quatchi are mascots for the 2010 Winter Olympics, while Sumi is the mascot for the 2010 Winter Paralympics.^[17] Aside of three mascots, Mukmuk is their designated "sidekick". Thus, there are two Olympic mascots and one Paralympic mascot as well as one "sidekick". They made a cameo appearance in Mario & Sonic at the Olympic Winter Games

SPORTS

86 events over 15 disciplines in 7 sports were included in the 2010 Winter Olympics. The three skating sports disciplines were figure skating, speed skating, and short track speed skating. The six skiing sport disciplines were alpine, cross-country skiing, freestyle, Nordic combined, ski jumping and snowboarding. The two bobsleigh sports disciplines were bobsleigh and skeleton. The other four sports were biathlon, curling, ice hockey, and luge. Numbers in parentheses indicate the number of medal events contested in each discipline.

-  **Alpine skiing**
-  Biathlon
-  **Bobsleigh**
-  Cross-country skiing
-  **Curling**
-  **Figure skating**
-  Freestyle skiing
-  **Ice hockey**
-  Luge
-  **Nordic combined**
-  Short track speed skating
-  **Skeleton**
-  **Ski jumping**
-  **Snowboarding**
-  **Speed skating**

VANCOUVER WINTER OLYMPIC GAMES 2010 OFFICIAL

1. LOGO



2. MASCOT



3. SPORT PICTOGRAM

Vancouver 2010 Winter Olympic Pictograms



4. VISUAL GRAPHIC (color palette for any advertising media)

XXI Olympic Winter Games February 12-28, 2010
 XXI^e Jeux olympiques d'hiver 12-28 février 2010
 X Paralympic Winter Games March 12-21, 2010
 X^e Jeux paralympiques d'hiver 12-21 mars 2010

WITH DES PLUS
 GLOWING BRILLANTS
 HEARTS EXPLOITS



vancouver2010.com



5. PROMOTIONAL SPORT POSTER



6. PROMOTIONAL MEDIA







Vancouver Winter Olympic 2010 Re-make Version

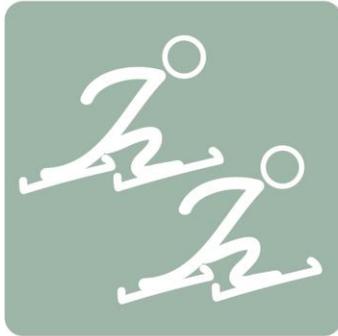


1. Logo

This new logo is made by adapting the famous winter sport which is Alpine Skiing that commonly become the major winter sport all over the world. The new logo of this version is totally different from the official logo which is using *inukshuk* as their main symbol. This new logo also simplified into a single stroke which becoming a shape of a figure doing the mentioned sport. The colors that is used is the official colors of winter Olympic logo itself. By adding the additional snowflake silhouette which is harmonizing the logo and push up the “winter” feel for the viewer.

2. Pictogram

Nordic Combine



Speed Skating



Bobsleigh



Ice Hockey



Snowboarding



Figure Skating



Curling



Skeleton



Alpine Skiing



Ski Jumping



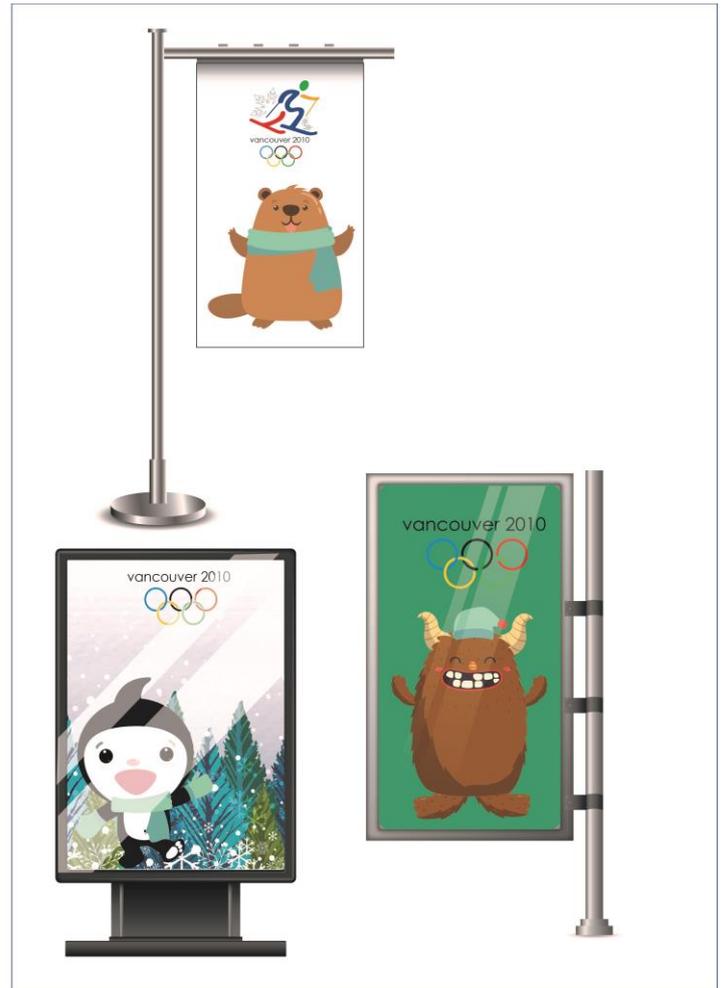
In this remake version, the pictogram also have been modified into the simple line which is the same concept as the main logo. Choosing top 10 of winter sport game for the Vancouver Winter Olympic, this pictogram is made by adapting the simplified concept. The colors that is used are all on the winter color palette that commonly used in winter game sport.

3.Mascot



Still using the official mascot such as big foot, killer whale, and a Canadian marmot, this mascots were made differently from the official one. Even using the same object, this mascot version has been being re-draw and illustrated to make the new mascot appearance which suits the logo and the theme.

4.Promotional Media



The pictures above is a few of re-make promotional media such as billboard, glass board, etc that has been used to promote the Vancouver Winter Olympic 2010 event. The graphic style that chosen stil in the winter theme as the main graphic, the Blue and green color combination is used considering the Vancouver's flag and city logo that is already there. The green color is there based on the Vancouver areas that commonly full of the greenish plants and trees. The blue color represent the winter theme which identic with cold and snow. The snow graphic such as snowflake is added to suits and harmonize the look of the promotional media background with the official logo. Furthermore, the white dots that represents snowfall is also added to push the winter theme effect. Both mascots and logos are published in tis promotional media to announce the date and the event to Canadian people.

5. Merchandise



The picture above is a mockup of several official merchandises that I made. The color is still taken from the same chosen winter color palette with some winter element details such as snowflakes. Completed with the Vancouver Winter Olympic logo, this merchandise is ready to sell during this event. All the winter clothes and commonly used object is also produced for this event.