

BRISBANE

2032

Logo Inspiration

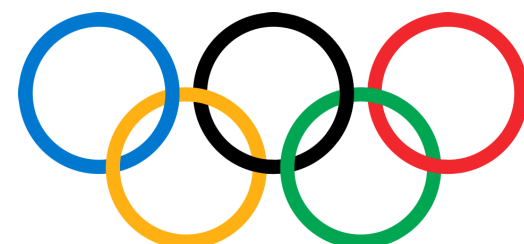
Australian Aboriginal Art and the Olympic Torch



Logo
Color

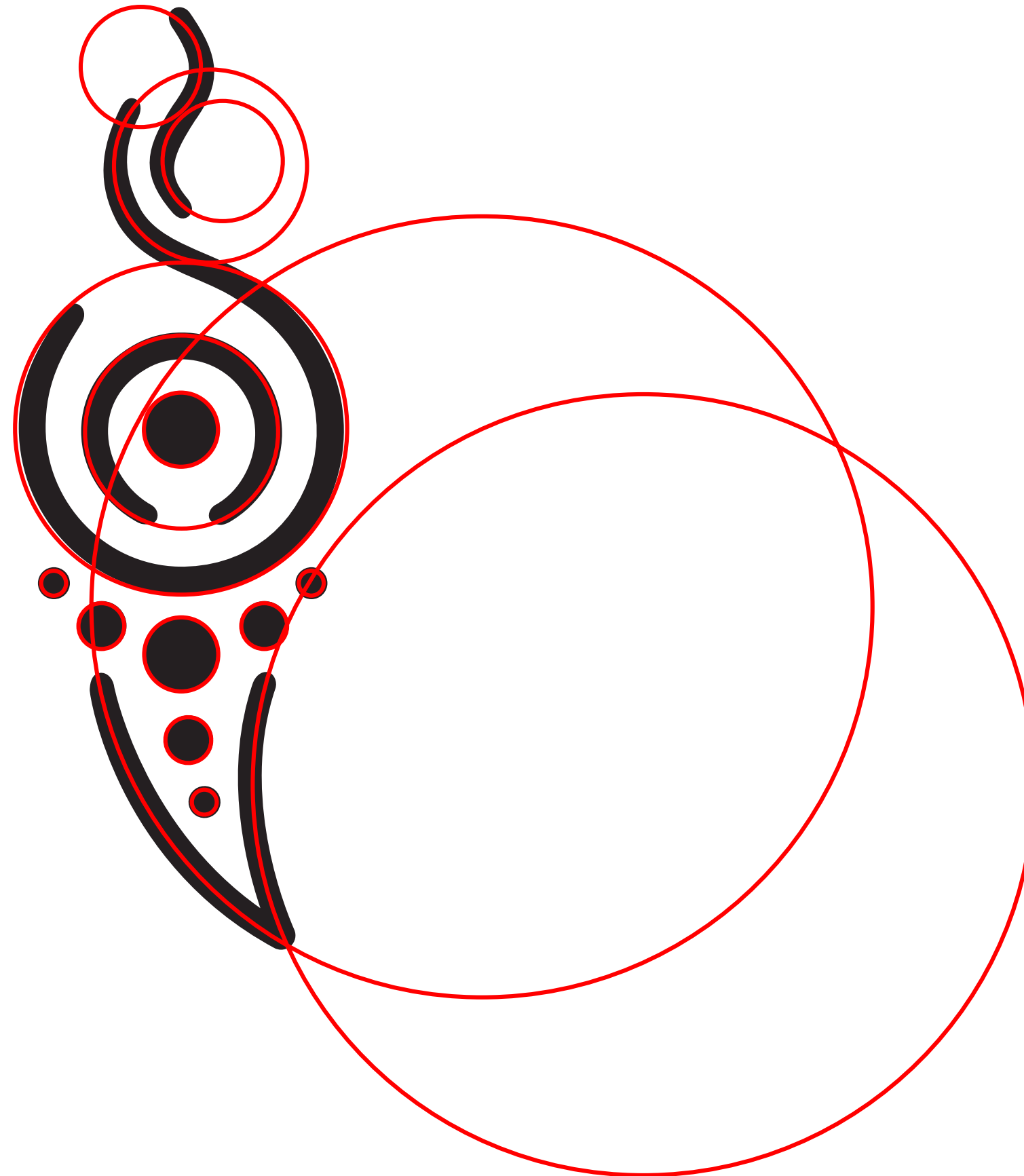


BRISBANE
2032



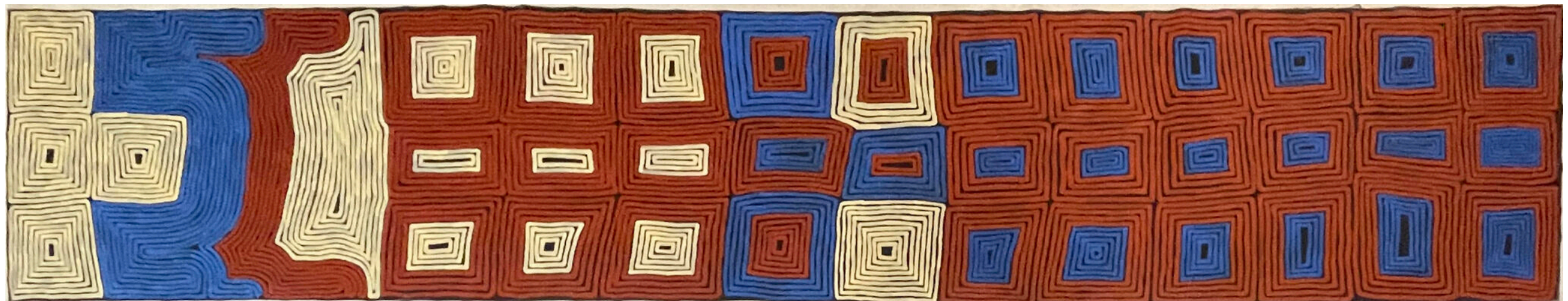
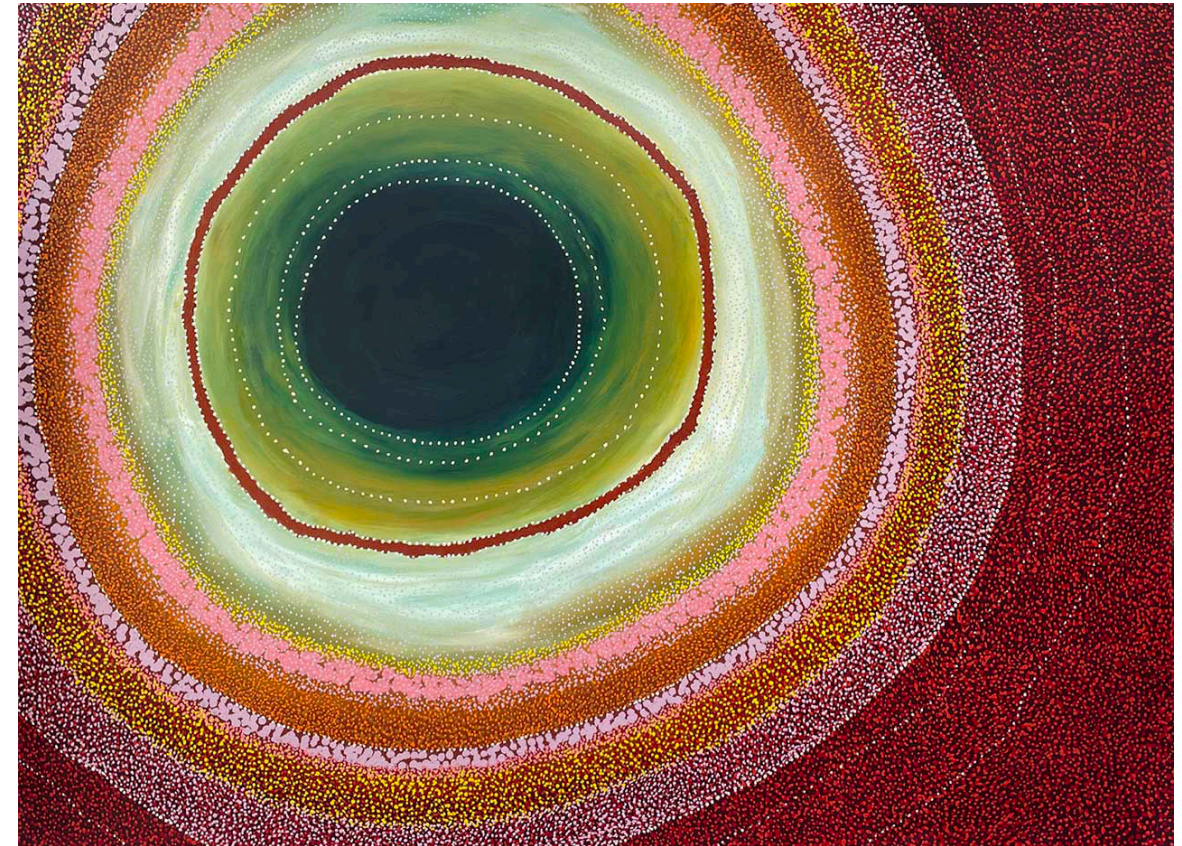
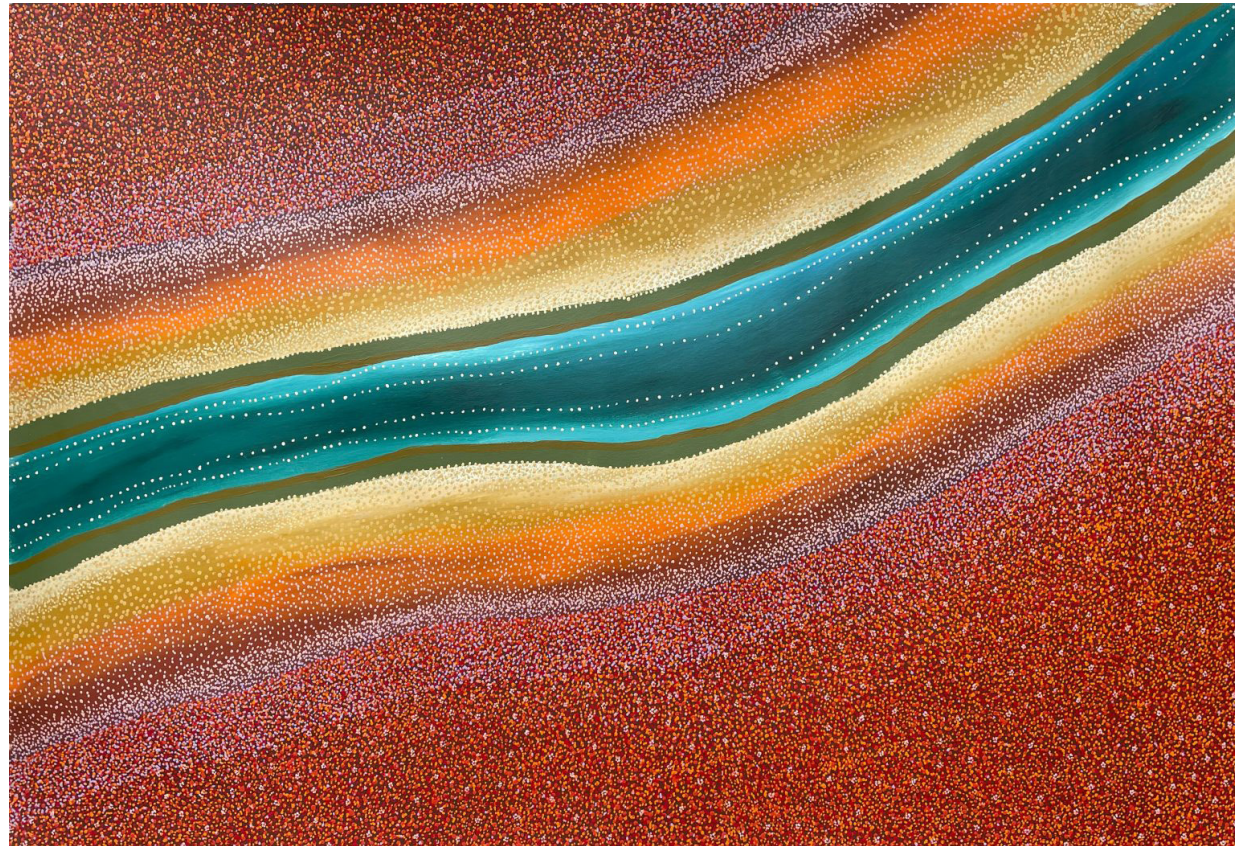
Logo

Grid Construction



Color Inspiration

Australian Aboriginal Art



Color Palette

Shades



HEX: 6C1C0E
RGB: 108, 28, 14
CMYK: 33, 93, 100, 47



HEX: AC5510
RGB: 172, 85, 16
CMYK: 24, 73, 100, 14



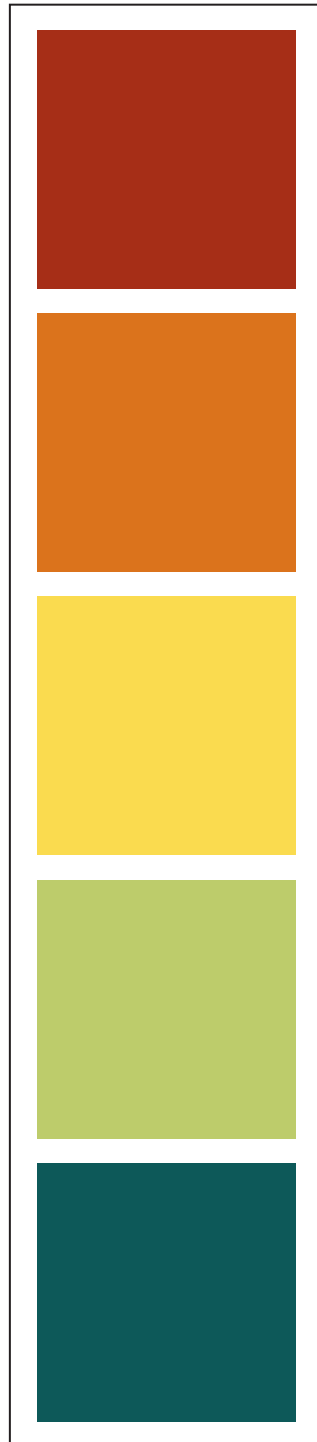
HEX: F8CD12
RGB: 248, 205, 18
CMYK: 3, 17, 98, 0



HEX: A2B63E
RGB: 162, 182, 62
CMYK: 42, 14, 97, 0



HEX: 083535
RGB: 8, 53, 53
CMYK: 90, 58, 64, 58



HEX: A72E16
RGB: 167, 46, 22
CMYK: 23, 93, 100, 17

HEX: DB721D
RGB: 219, 114, 29
CMYK: 11, 66, 100, 1

HEX: FADB50
RGB: 250, 219, 80
CMYK: 3, 10, 81, 0

HEX: BCCD6B
RGB: 188, 205, 107
CMYK: 30, 6, 74, 0

HEX: 0D5858
RGB: 13, 88, 88
CMYK: 90, 47, 58, 30



HEX: b55444
RGB: 181, 84, 68
CMYK: 22, 78, 76, 10



HEX: E2904C
RGB: 226, 144, 76
CMYK: 9, 50, 80, 0



HEX: F9E374
RGB: 249, 227, 116
CMYK: 3, 7, 67, 0



HEX: CCD792
RGB: 204, 214, 146
CMYK: 22, 6, 53, 0



HEX: 3E797A
RGB: 62, 121, 122
CMYK: 77, 37, 48, 11



HEX: D8ADA6
RGB: 216, 173, 176
CMYK: 14, 34, 28



HEX: EEC8A5
RGB: 238, 200, 165
CMYK: 5, 22, 35



HEX: FBF1BF
RGB: 251, 241, 291
CMYK: 2, 2, 30, 0



HEX: E6EAC8
RGB: 230, 234, 200
CMYK: 10, 2, 25, 0



HEX: 9ABCBC
RGB: 154, 188, 188
CMYK: 40, 15, 24

Typography

ONE FLAME, MANY STORIES

Conveys global unity while honoring individual journeys and narratives.

HEADING 1



BC Civitas, Bold, 32 pt, 120% leading

HEADING 2



BC Civitas, Semibold, 22 pt, 120% leading

HEADING 3



BC Civitas, Semibold, 16 pt, 120% leading

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Quicksand, Regular, 12 pt, 120% leading

Captions

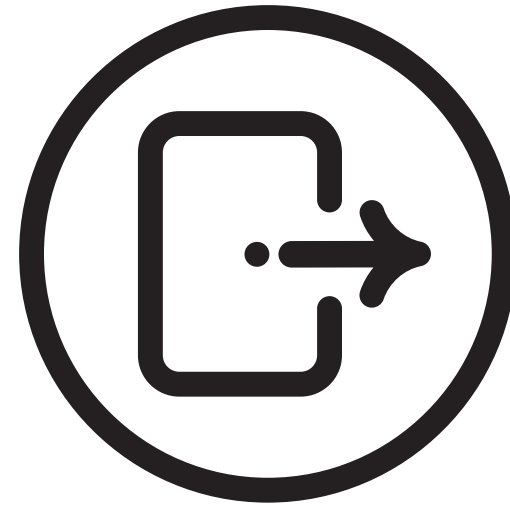
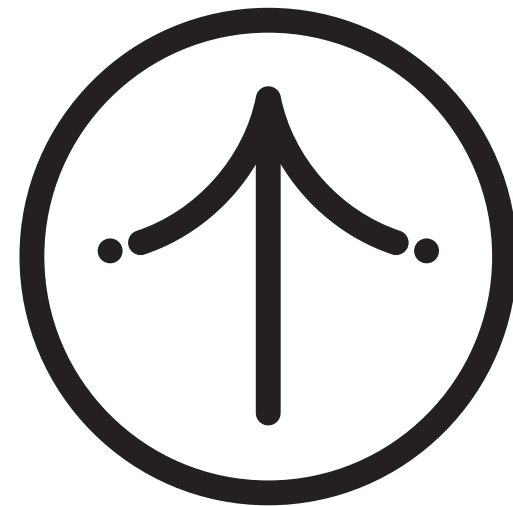
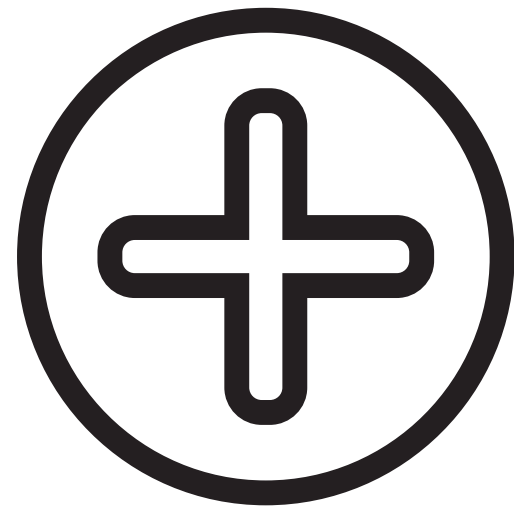
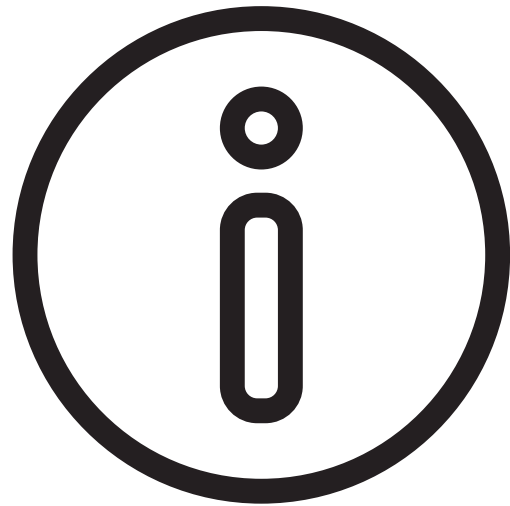


Quicksand, Regular, 10 pt, 120% leading

Pictograms



Wayfinding Icons



Wayfinding Mockups



Posters



Stamps



Merch & Tickets



Merch & Tickets



THANK YOU