

2012年伦敦奥运新LOGO出台 PDF转换可能丢失图片或格式
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https://www.100test.com/kao_ti2020/261/2021_2022_2012_E5_B9_B4_E4_BC_A6_c67_261128.htm Sebastian Coe, chairman of Londons Olympic organising committee, has unveiled a "multimedia" brand image and logo for the London 2012 Olympic games. The branding, which replaces the multicoloured Thames river-shaped "ribbon" that threads its way through the current motif GetWord("motif"). , is considered to be a key stage in the transformation of the London bid from the status of successful candidate to host city. London 2012s new brand aims to help establish the games as a credible property among young people in the UK, who the Olympic movement is desperate to reach. The organisation said that the new emblem aims to be "dynamic GetWord("dynamic"). , modern and flexible" and "will work with new technology and across traditional and new media networks". "London 2012 is inspired by you and its for all of you," said Lord Coe, the chairman of the London Organising Committee of the Olympic Games. "My pledge GetWord("pledge"). is that I will make these everyones games." Locog gave members of the public a chance to view the brand ahead of its official media announcement within an online video clip, created by production company New Moon, hosted on the London 2012 website. The logo has been developed by Wolff Olins, the agency responsible for developing brands including Orange and 3, and will be made available in four colours - pink, blue, green and orange. It is meant to embody four key "brand pillars" of

access, participation, stimulation GetWord("stimulation"). and inspiration. "This is not just a marketing logo," said the culture minister, Tessa Jowell, "but a symbol that will become familiar, instantly recognisable and associated with our games in so many ways during the next five years." Locog is also in negotiations with the International Olympic Committee about launching a non-commercial version of the logo to be made available to sporting and cultural projects not directly involved in the event. "We will host a games where everyone is invited to join in because they are inspired by the games to either take part in the many sports, cultural, educational and community events up to 2012 or they will be inspired to achieve personal goals," added Lord Coe. The non-commercial logo would almost certainly have to be developed without any reference to the Olympic rings, one of the most valuable sponsorship properties in sport that commercial partners pay tens of millions of pounds for the right to exploit. London 2012 has so far signed Lloyds TSB as the first national partner in a deal worth around £.80m. Energy company EDF has been rumoured to be the second of what is expected to be at least seven official domestic partners in categories including telecoms, sportswear, airlines, automotive and oil and gas. Reports have stated that the London 2012 commercial director, Chris Townsend, a former marketing director at Transport for London, could be looking for as many as 10 partners in total, including categories such as beer. 100Test 下载频道开通 , 各类考试题目直接下载。详细请访问 www.100test.com