GRDS 348 Winter 2021 Professor Bakkoush

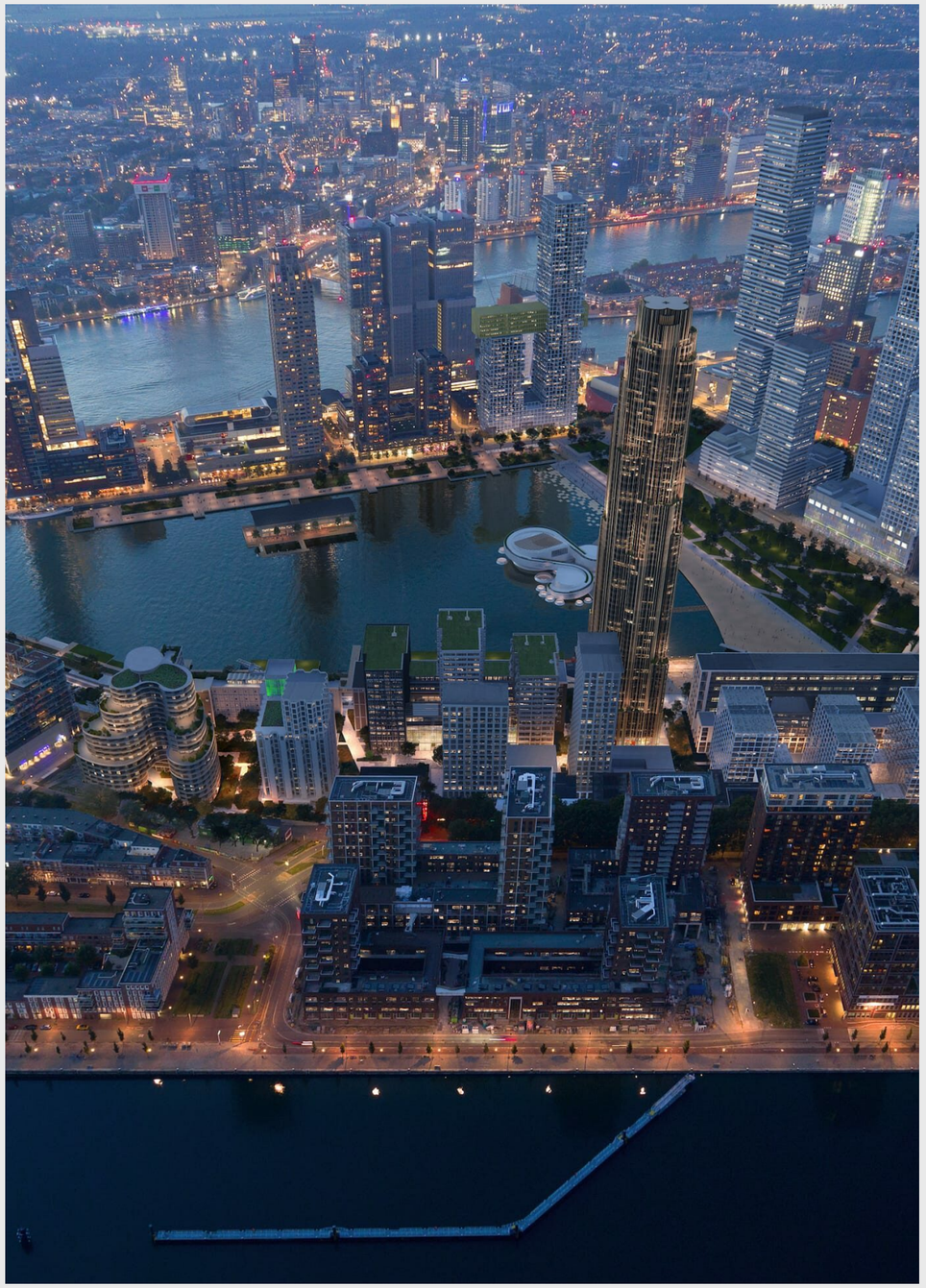
2032 SUMMER OLYMPICS BID: ROTTERDAM-AMSTERDAM, NETHERLANDS

Sam Revier

ROTTERDAM

Rotterdam is the second most populous city in the Netherlands, and in addition, it is the largest seaport in all of Europe. The city's architecture is modern but varied, due to the need for rebuilding much of the city center because of World War II. The citizens of Rotterdam enjoy the city for its prestigious university, dynamic and diverse culture, and its rich history.

125.2 mi² Land Area
651,446 Population
#1 Seaport in Europe



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AMSTERDAM

Referred to as the “Venice of the North” due to its many canals, Amsterdam is the most populous city in the Netherlands. It was started as a small fishing city in the latter part of the 12th century and has since grown into an integral European port. Amsterdam is rich in culture, and it is home to many tourist attractions such as the Van Gogh Museum and the Royal Palace of Amsterdam.

84.68 mi² Land Area
872,680 Population
60+ mi Canals

AMSTERDAM OLYMPICS, 1928

Amsterdam first hosted the olympics during the summer of 1928, beating out only Los Angeles. It was the first time that the Olympic Flame was lit for the entirety of the Olympics, and took place over the course of 16 days. Additionally, the 1928 games were the first to be labeled as “Summer Olympic Games” in order to distinguish themselves from the winter games.

1928 OLYMPIC VISUALS

Sam Revier

Project 1: Terras Gauda Francisco Mantecón Competition

CITY GRAPHICS

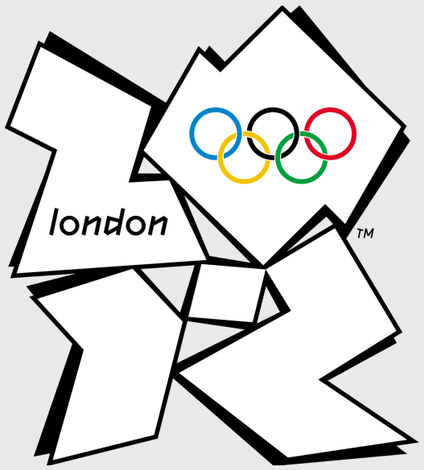
Sam Revier

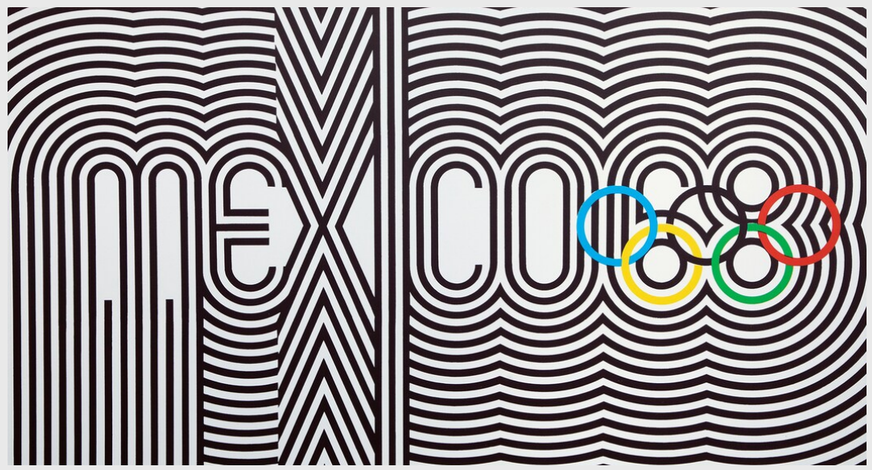
Port of Rotterdam

I amsterdam®

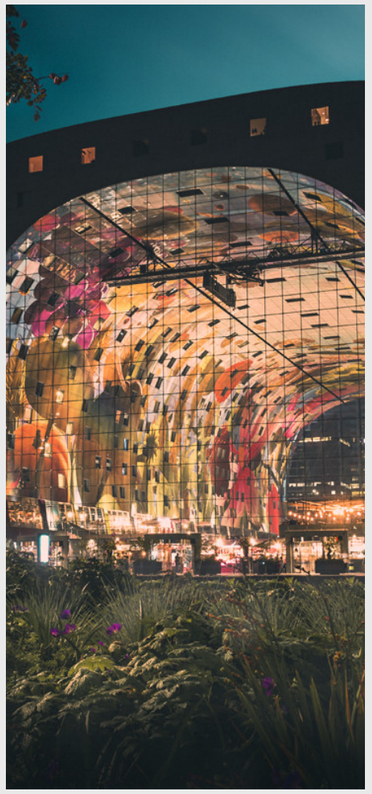
Project 1: Terras Gauda Francisco Mantecón Competition

PAST OLYMPIC LOGOS





ROTTERDAM VISUAL INSPIRATION



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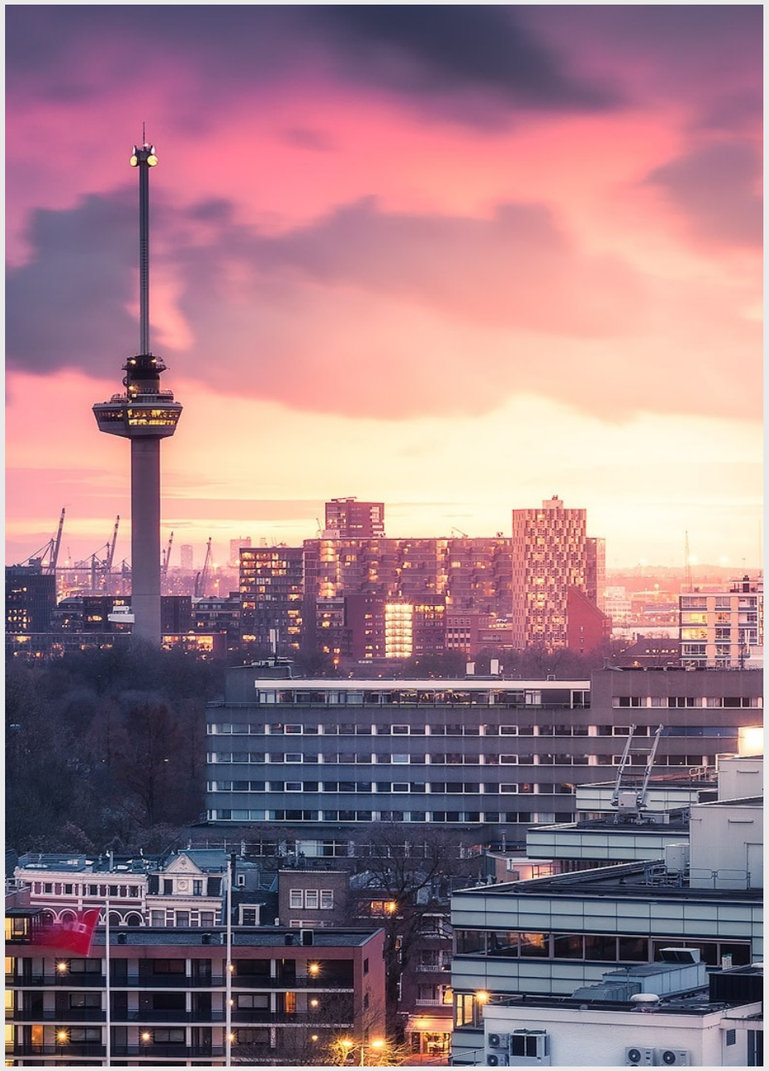

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AMSTERDAM VISUAL INSPIRATION

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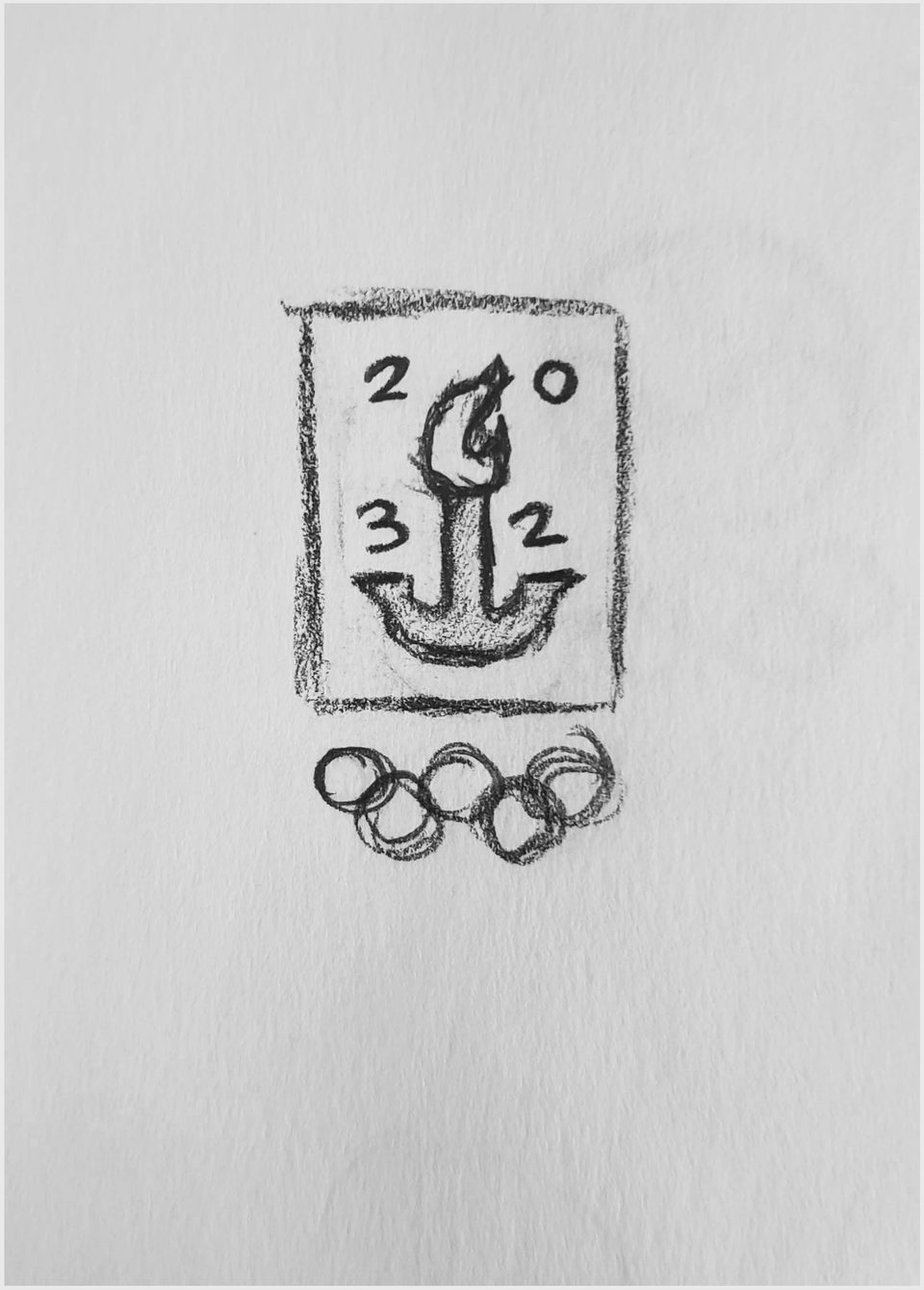
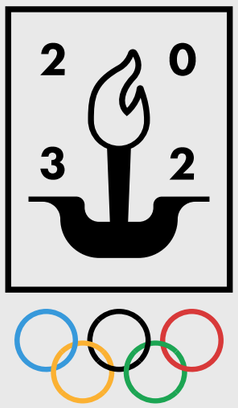
Project 1: Terras Gauda Francisco Mantecón Competition

CONCEPT 1: TORCH & ANCHOR

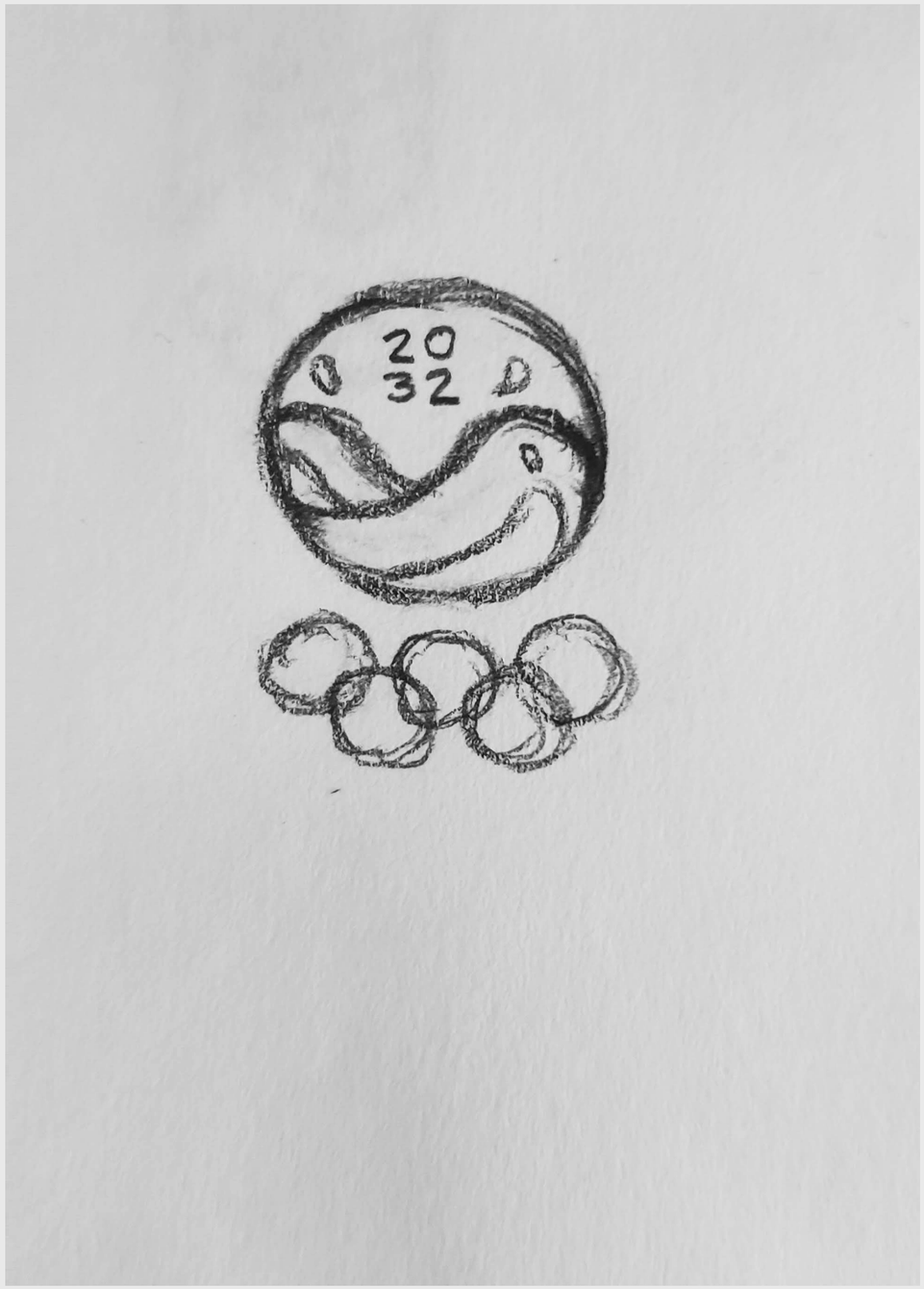
Connecting to Rotterdam's reputation for being Europe's largest seaport, I wanted to create a mark that implemented a maritime element. Additionally, the torch incorporated is a nod towards the Amsterdam 1928 Olympics, where the torch stayed lit for the entirety of the Olympics for the first time.





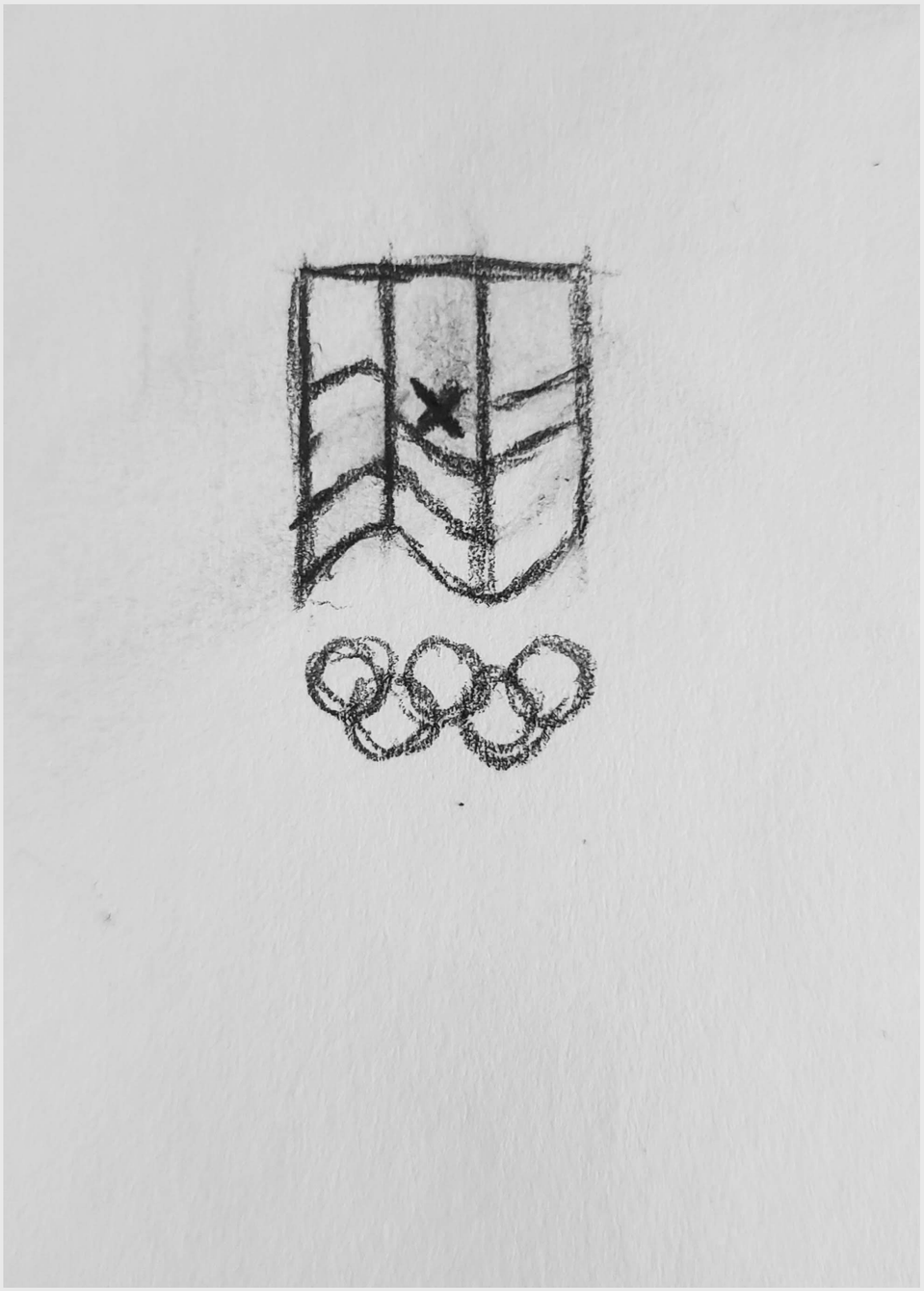
CONCEPT 2: CONTAINED WAVES

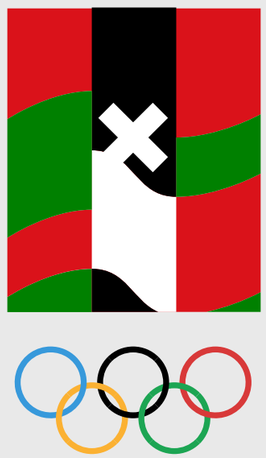
Water is an integral part to both Amsterdam and Rotterdam. When researching Amsterdam, I was quite enamored at the sight of the canals around the city, so I wanted to create a concept that directly represented water, something that connects both cities.



CONCEPT 3: FLAG IN MOTION

Both Rotterdam and Amsterdam have similarly formatted flags, so I wanted to try a concept that makes use of this. For this concept, I want to use wavy lines that make the flag change between the Amsterdam and Rotterdam flag.





CONCEPT 1: TORCH & ANCHOR - REFINED

Connecting to Rotterdam's reputation for being Europe's largest seaport, I wanted to create a mark that implemented a maritime element. Additionally, the torch incorporated is a nod towards the Amsterdam 1928 Olympics, where the torch stayed lit for the entirety of the Olympics for the first time.

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Winter 2021

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Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands

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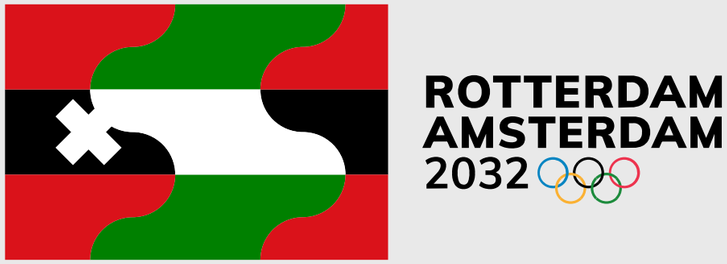
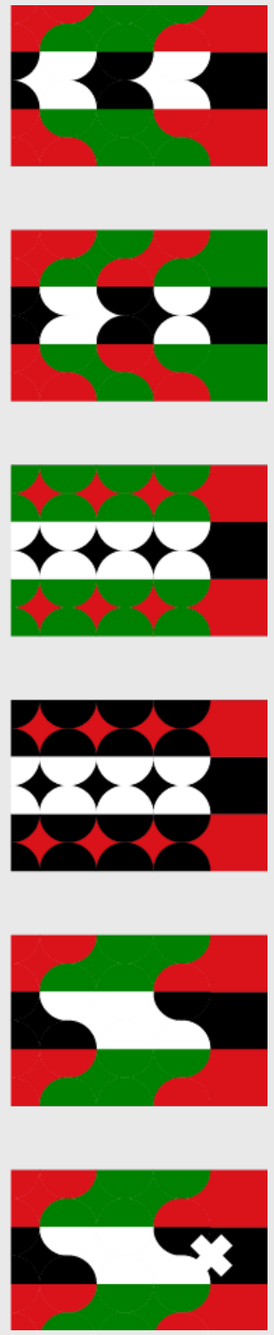

ROTTERDAM
AMSTERDAM
2032

ROTTERDAM
AMSTERDAM
2032



CONCEPT 3: CONTAINED WAVES - REFINED

Water is an integral part to both Amsterdam and Rotterdam. When researching Amsterdam, I was quite enamored at the sight of the canals around the city, so I wanted to create a concept that directly represented water, something that connects both cities.

ROTTERDAM
AMSTERDAM

ROTTERDAM
AMSTERDAM

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TYPE STUDY: LOGOTYPE

DIN 2014 Bold

ROTTERDAM
AMSTERDAM

DIN 2014 Narrow Extra Bold

ROTTERDAM
AMSTERDAM

DIN Alternate Black

ROTTERDAM
AMSTERDAM

Interstate Black

ROTTERDAM
AMSTERDAM

Interstate Condensed Black

ROTTERDAM
AMSTERDAM

Amsi Pro Condensed Ultra

ROTTERDAM
AMSTERDAM

Muli Black

ROTTERDAM
AMSTERDAM

Interstate Compressed Black

ROTTERDAM
AMSTERDAM

DINosaur Black

ROTTERDAM
AMSTERDAM

TYPE STUDY: LOGOTYPE

Montserrat Bold

ROTTERDAM
AMSTERDAM

Attila Sans Uniform Bold

ROTTERDAM
AMSTERDAM

Attila Sans Classic Black

ROTTERDAM
AMSTERDAM

Amsi Pro Condensed Black

ROTTERDAM
AMSTERDAM

Gotham Bold

ROTTERDAM
AMSTERDAM

Gotham Condensed Ultra

ROTTERDAM
AMSTERDAM

Museo Sans 900

ROTTERDAM
AMSTERDAM

Grayfel Condensed Extra Bold

ROTTERDAM
AMSTERDAM

Druk Heavy

ROTTERDAM
AMSTERDAM

TYPE STUDY: LOGOTYPE

Druk Condensed Heavy

ROTTERDAM
AMSTERDAM

Archivo Narrow Bold

ROTTERDAM
AMSTERDAM

Cocogoose Narrow Regular

ROTTERDAM
AMSTERDAM

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TYPE SPECIMEN: LOGOTYPE

Amsi Pro Condensed Black

ROTTERDAM
AMSTERDAM
2032

Type Sheet

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

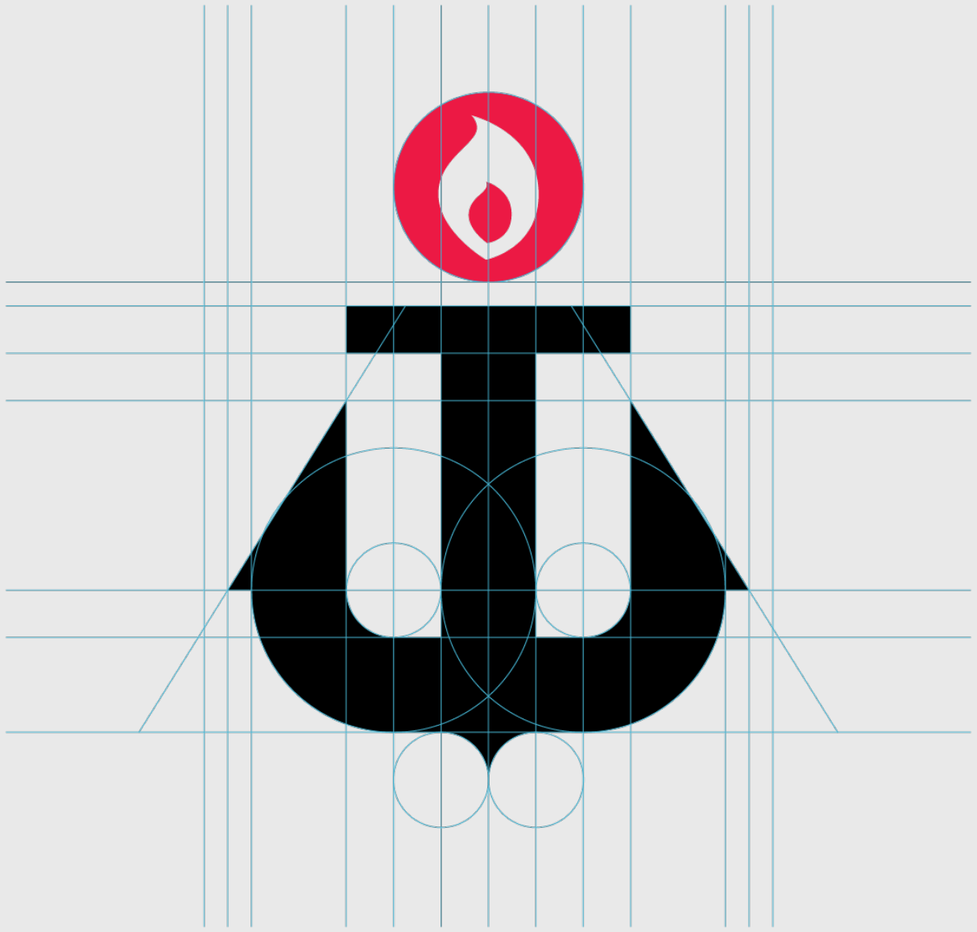
! ? @ # $ % ^ & * ( ) ; : ‘ ’ “ ” , . / \

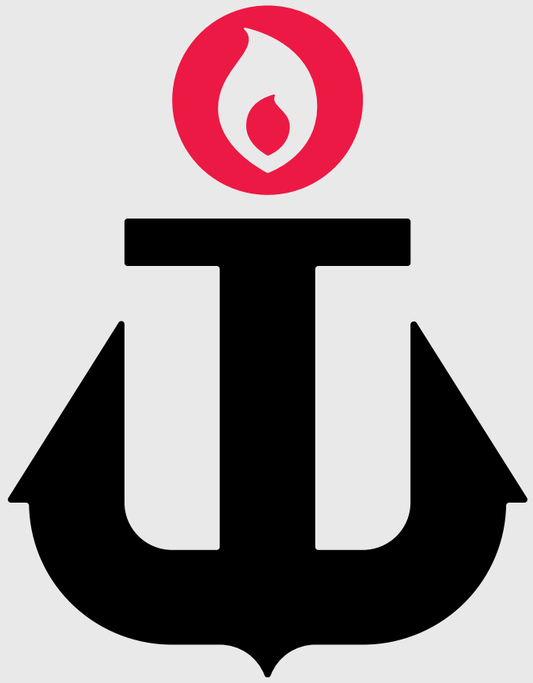
THE FIVE BOXING WIZARDS JUMP QUICKLY.

CONCEPT 1: TORCH & ANCHOR - FINAL

Out of the three concepts I created, I decided to go with the first. Although I was a fan of all three, the first concept was the strongest. It not only connects both cities by using an anchor to showcase each city's authority as seaports, but it also alludes towards the 1928 Olympics hosted in Amsterdam. During this first Dutch Olympics, it was the first time that the torch stayed lit for the entirety of the Olympics, hence the flame in the final design. Moreover, the final logo design is colored with red as a symbol of the everlasting flame. The design has slightly softened edges to indicate friendliness, and the typeface used for the logo, Amsi Pro, also has similarly softened corners to create unity within the combination mark. Additionally, Amsi Pro was a great choice to use since it is condensed, making the logotype more compact.

REFINED SYMBOL





COMBINATION MARK COLOR STUDY

The logo utilizes the red color pulled from the Olympic logo to emphasize the flame. The rest of the logo is colored black or white depending on the application to ensure a broad range of use cases. Additionally, the Olympic rings are brightly colored to promote a fun, eccentric feel.

#EC1944 #007CBF #00A14D

#000000 #F8AE20

COMBINATION MARK GRIDS

COMBINATION MARK GRIDS

PRIMARY COMBINATION MARK

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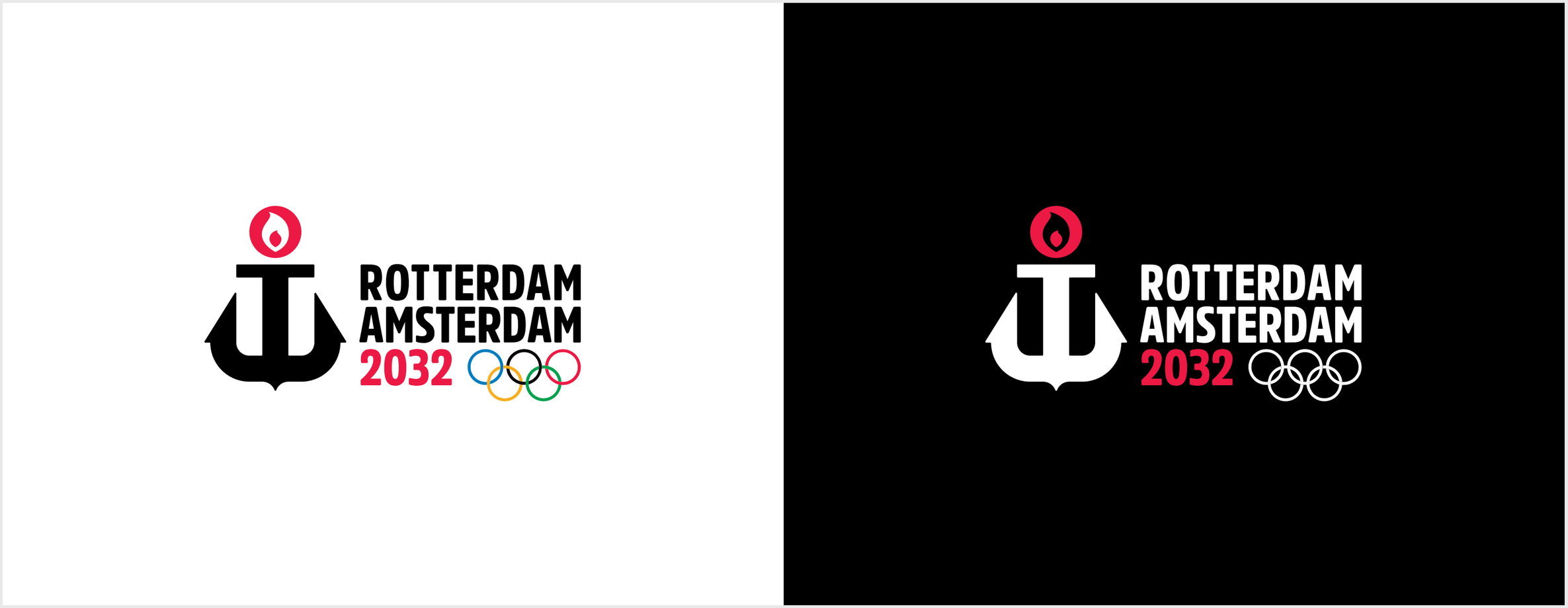
PRIMARY COMBINATION MARK COLORS



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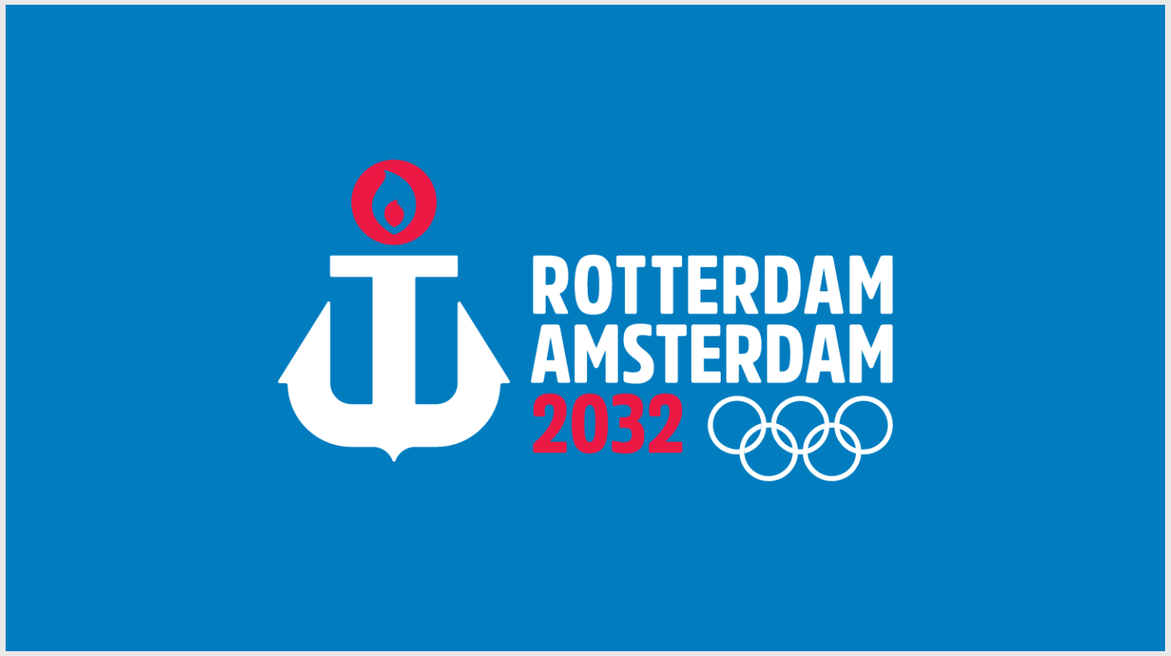

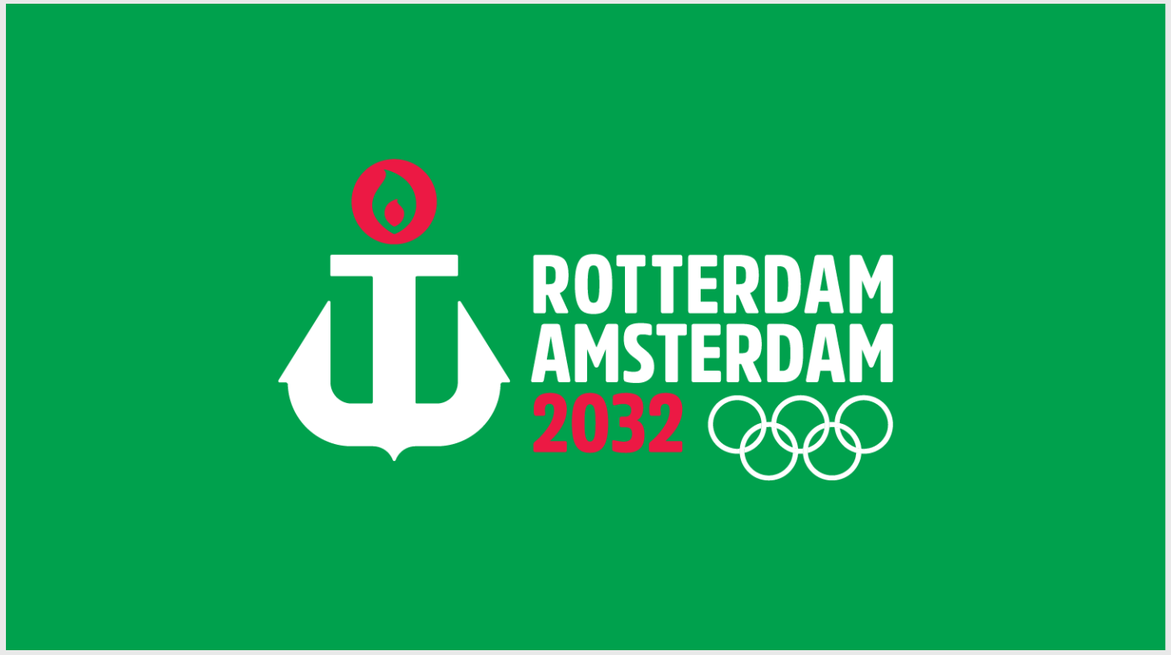

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Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands

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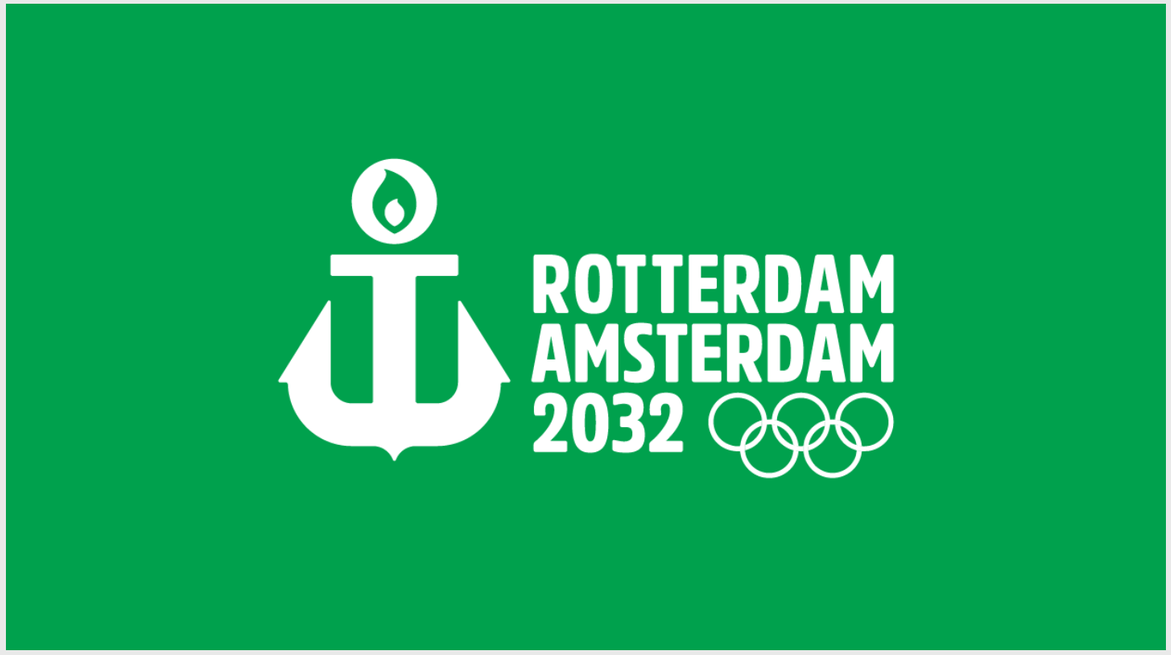

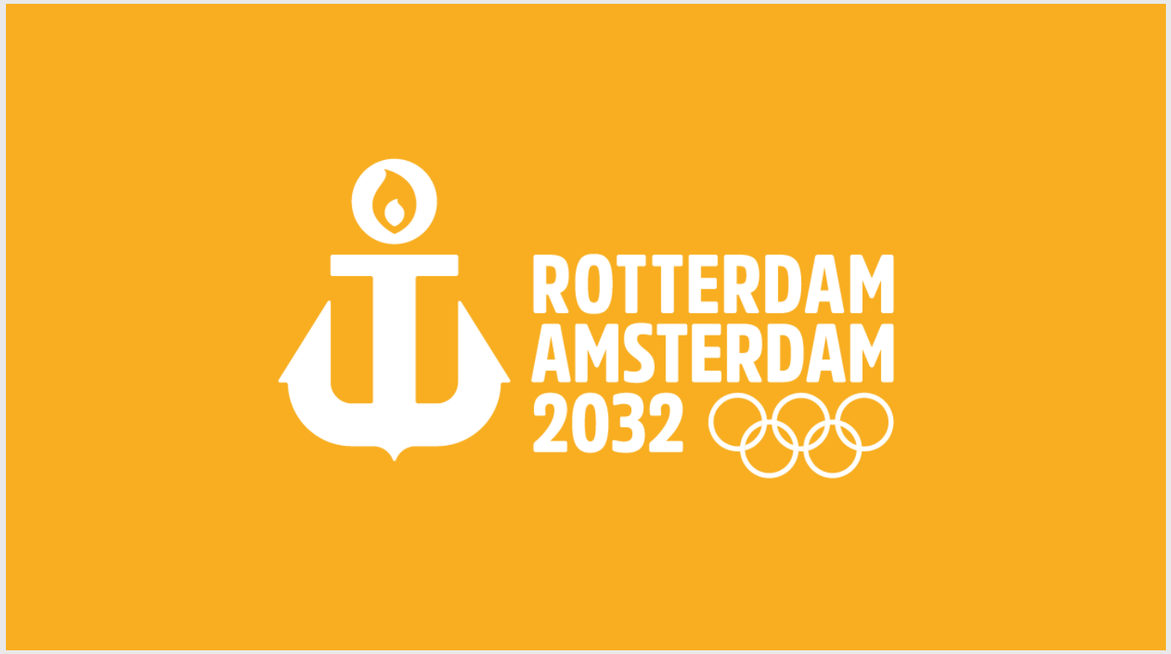

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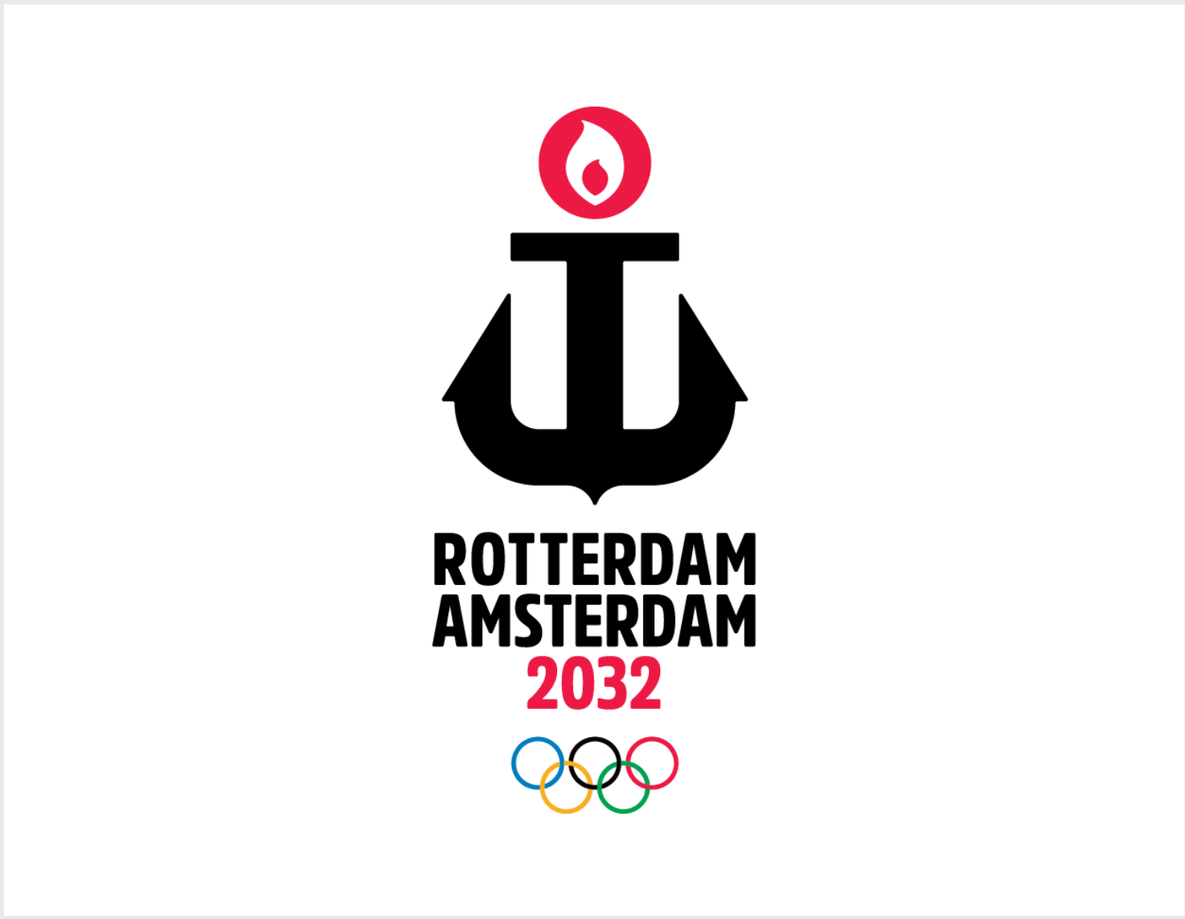
SECONDARY COMBINATION MARK

SECONDARY COMBINATION MARK COLORS



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Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands

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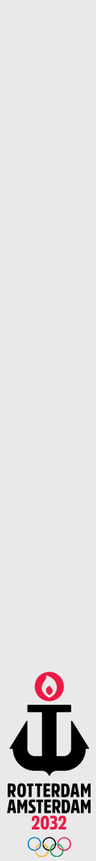
Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands

PRIMARY COMBINATION MARK REDUCTION

SECONDARY COMBINATION MARK REDUCTION



Sam Revier

Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands

TYPE STUDY: COLLATERAL

Circular Std Book

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Circular Std Medium

**Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.**

Avenir LT Std 65 Medium

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Fixture Medium

**Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.**

Museo Sans Cyrl 500

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Encode Sans Medium

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Muli SemiBold Roman

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Gotham Pro Regular

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

IBM Plex Sans Medium

**Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.**

TYPE STUDY: COLLATERAL

Clio C Medium

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Noto Sans Regular

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

TYPE SPECIMEN: COLLATERAL

Circular Std Book

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

Type Sheet

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! ? @ # $ % ^ & * ( ) ; : ‘ ’ “ ” , . / \

The five boxing wizards jump quickly.

OLYMPIC LOGO APPLICATIONS VISUAL INSPIRATION

Sam Revier

Project 1: Terras Gauda Francisco Mantecón Competition

GRDS 348 Winter 2021 Professor Bakkoush

Sam Revier Project 1: Terras Gauda Francisco Mantecón Competition

CONCEPT APPLICATIONS

To properly show the logo in use, I applied it to several different applications with relevancy to the olympics. These applications include apparel items such as hoodies, jerseys, and hats, as well as other merchandise such as waterbottles and shopping bags.

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Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands

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Winter 2021

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Sam Revier

Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands

CONCEPT APPLICATIONS: FINAL

To further improve the look and practicality of the applications, I refined and edited several of them. Importantly, I included four other color variations for the waterbottles following the Olympic color scheme.

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Sam Revier

Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands

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DANK JE WEL!

Sam Revier

Project 2: 2032 Summer Olympics Bid: Rotterdam-Amsterdam, Netherlands