

OLYMPIA

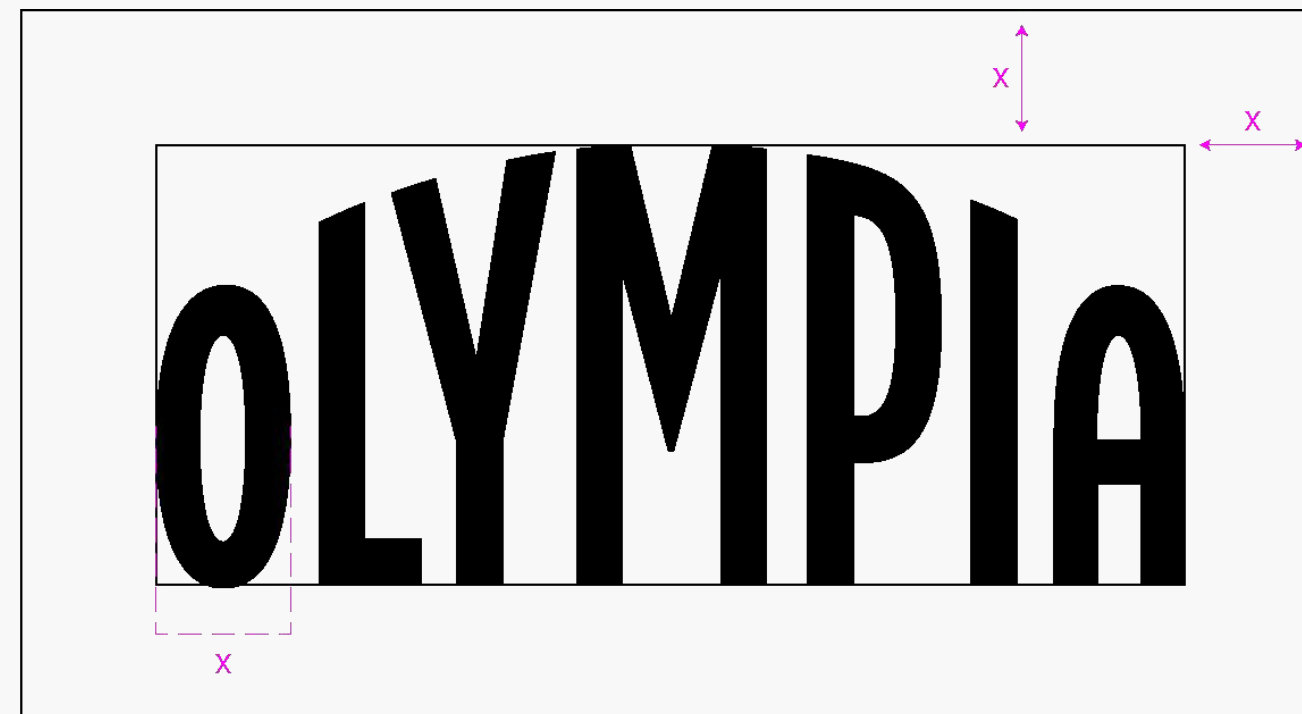
LOGO
GUIDELINES

Our wordmark is the primary logo for Olympia. It is essential to our brand that the wordmark is used consistently across all communications. To aid this, we've set up the following guidance.

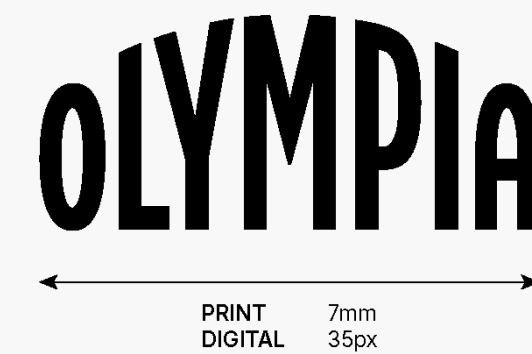
LOGO

The wordmark 'OLYMPIA' is rendered in a bold, red, sans-serif font with a slight arch. The letters are thick and have a consistent weight. The background is a solid dark purple.

CLEAR SPACE



MINIMUM SIZE



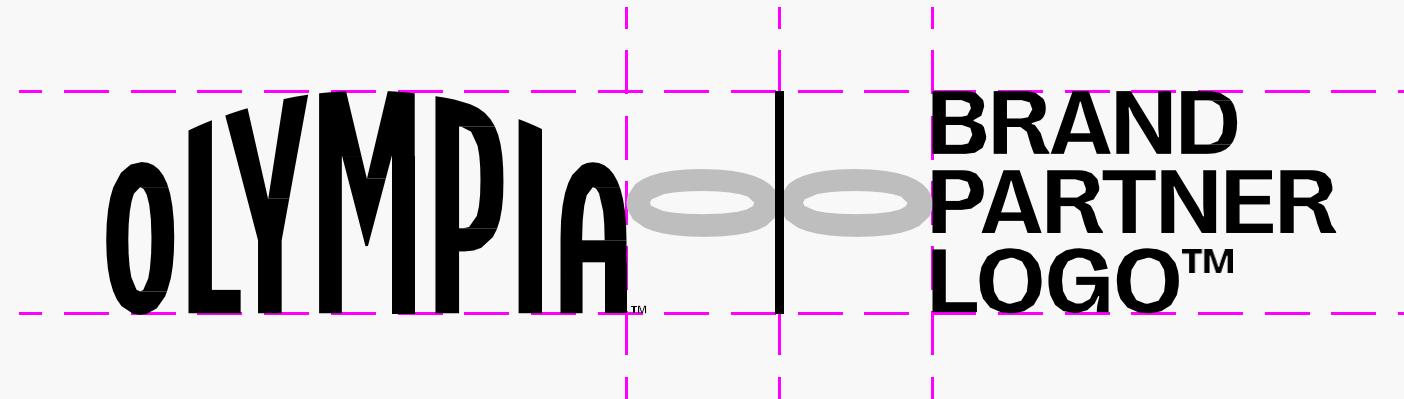
Every great brand has great partnerships. The following guidance shows how to lock-up partner brand logos with ours in a simple and easy way.

When the partnership lock-up requires Olympia appearing first, we place our wordmark on the left, followed by a keyline and then the partner brand logo following on the right, as shown here.

When the partnership lock-up requires the partner brand logo appearing first and Olympia as second, we place the third party logo on the left, followed by a keyline and then our Olympia wordmark following on the right, as shown here.

OLYMPIA AS PRIMARY

CONSTRUCTION

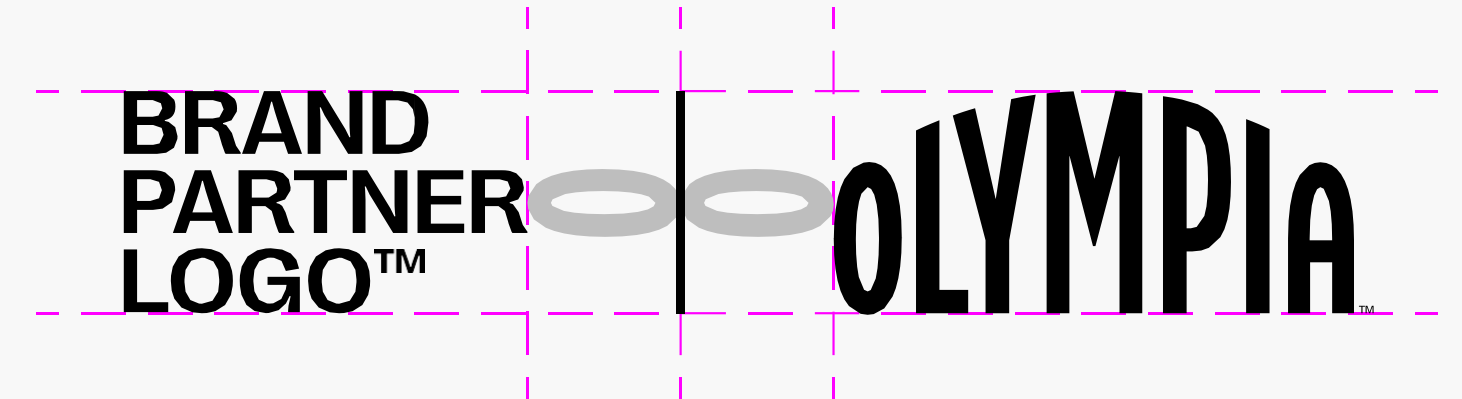


OUTPUT



OLYMPIA AS SECONDARY

CONSTRUCTION



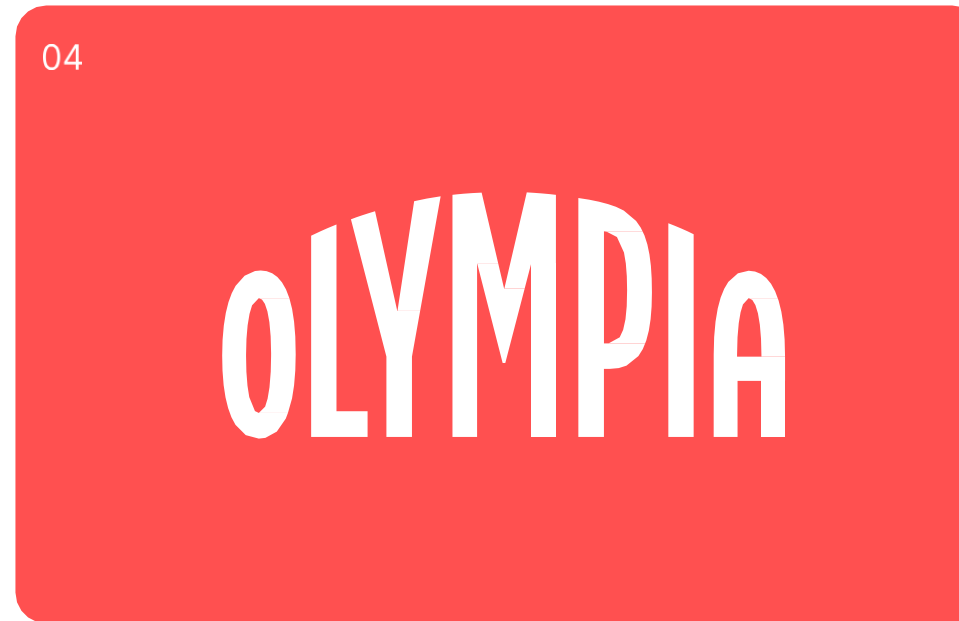
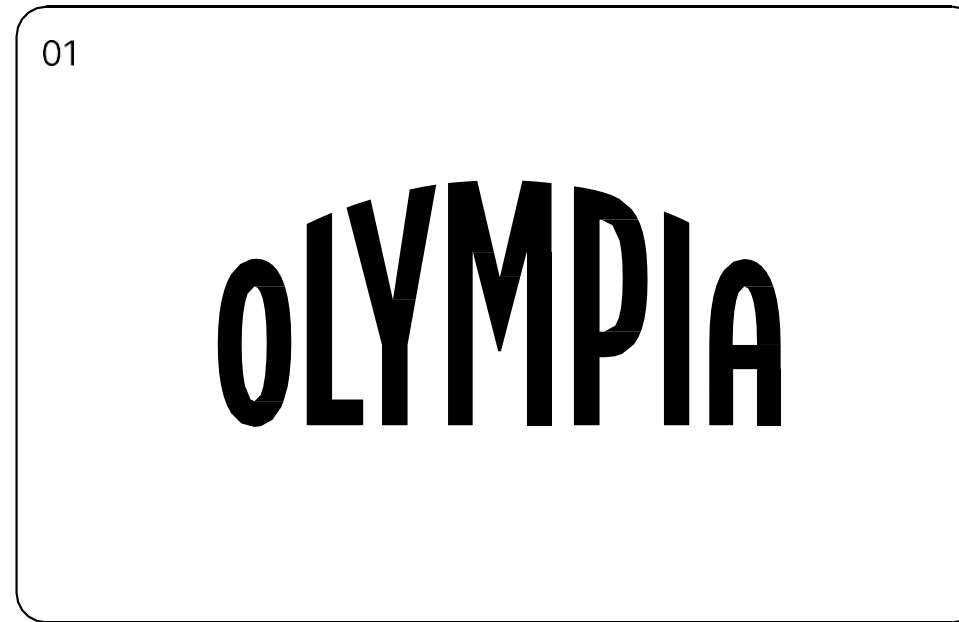
OUTPUT



Our wordmark can be displayed in a few different colour pairings for increased flexibility.

- Coral on Purple
- Coral on Black
- White on Coral
- White on Purple
- White on Black
- Black on White

Our main brand colour combination is coral on purple, however for instances whereby legibility is more important e.g. signage, we use white on purple. Any collateral with a white background, we only use the black logo.



OLYMPIA

THANK YOU!