



Ahmedabad 2036



DESIGNING THE LOOK OF THE GAMES FOR AHMEDABAD 2036

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Guided by: Prof. Prasad Bokil


Roll no.: 22M2262

Approval Sheet

This Communication Design project report entitled “Designing the Look of the Games for Olympics 2036 in Ahmedabad” by Aparajita Prasad, roll no. 22M2262, is approved in partial fulfilment of the requirements for Master of Design degree in Communication Design.

Project Guide: Prof. Prasad Bokil

Chairperson:


27/5/24

Internal Examiner:



External Examiner:



Date: 27th May, 2024

IDC School of Design
Indian Institute of Technology, Bombay

Declaration

I hereby declare that this written submission, submitted to IDC, IIT Bombay, is a record of an original work done by me. This written submission represents my idea in my words; I have adequately cited and referenced the original source. I also declare that I have adhered to all the principles of academic honesty and integrity and have not misprinted or falsified any idea/ fact/ source in my submission. I understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken.



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Abstract

This project aims to create a compelling visual identity for the 2036 Olympics, potentially to be hosted in Ahmedabad, India. The “Look of the Games” is a pivotal aspect of any Olympic event, serving as a unifying thread that weaves together athletes, spectators, and viewers from around the world. It offers an extraordinary platform to celebrate India’s cultural richness and modern dynamism, crafting a visual narrative that resonates on a global stage.

By blending Indian elements with contemporary design, the visual identity will capture the essence of India’s diverse heritage and vibrant present. This cohesive visual identity aims to showcase Ahmedabad’s unique character, highlighting its journey from a storied past to a promising future.

The project underscores the significance of a strong visual identity in enhancing India’s global presence in sports, fostering national pride, and promoting unity. By encapsulating the spirit of the games and the host city, this visual identity will create a memorable and impactful representation of India’s culture and contemporary spirit, leaving a lasting impression on the global audience.

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Introduction

As India sets its sights on hosting the 2036 Olympics, Ahmedabad emerges as a prime candidate to showcase the nation's evolving narrative. This report explores the creation of a compelling visual identity for the Games, an essential aspect that will unify athletes, spectators, and viewers globally. The visual identity will serve as a canvas, painting a picture of India's rich cultural heritage intertwined with its contemporary vibrancy.

The bid for the 2036 Olympics, backed by Prime Minister Narendra Modi, signifies a momentous opportunity for India to elevate its global sports presence. Ahmedabad, with its blend of historical depth and modern advancements, is poised to be the face of this grand event. This initiative aims to capture the essence of the city and the nation, presenting a harmonious blend of tradition and innovation.

Ahmedabad and Gandhinagar's selection as potential host cities reflects their readiness in terms of infrastructure and cultural vitality. The visual identity project will highlight the unique character of these cities, celebrating their transformation and their role in India's progress. This report underscores the significance of a strong visual identity in promoting national pride, leaving a lasting impression on the global audience.



July 26 to August 11, 2024
PARIS

July 14 to July 30, 2028
LOS ANGELES

July 23 to August 8, 2032
BRISBANE

Games of The XXXVI Olympiad 2036: AHMEDABAD-GANDHINAGAR?

A dream is sown...

Nov 26, 2022:

In its manifesto for the 2022 assembly polls in Gujarat, the ruling BJP promises to build world-class sports infrastructure to host the 2036 Olympics in the state.



Oct 14, 2023:

India will "leave no stone unturned" to host the 2036 Olympics, Prime Minister Narendra Modi says, addressing the 141st session of the International Olympic Committee (IOC) in Mumbai.

IOC's new process to pick hosts for the Olympics:

- The IOC's Executive Board holds dialogues with the representatives of the bidding cities proposed by the Future Host Commission, before sending shortlisted ones for voting.
- The host is elected by secret ballot at the IOC session. The representatives of the bidding nations cannot vote.
- **Jacqueline Barrett, Director of Future Olympic Games Hosts, indicated that a decision on the 2036 Olympics host could be kept on hold till 2030**

India's competitors for the 2036 Olympics hosting rights... • Indonesia • Mexico • Türkiye • Poland

And the run-up begins...

■ The Gujarat Olympic Planning and Infrastructure Corporation Limited has been constituted.

■ The state government of Gujarat earmarked **Rs 6000 crore** to build sports infrastructure in and around Ahmedabad and Gandhinagar.

■ The **Sardar Vallabhbhai Patel Sports Enclave** is being built over an area of 350 acres around the existing Narendra Modi Cricket Stadium at an estimated cost of Rs 4600 crore.

• The enclave will have several sports complexes, including a **football stadium, an aquatics centre, a tennis court, and a multipurpose arena.**

• A velodrome, a **volleyball court**, a field **hockey stadium**, and an **athletes' village** will also be built.

■ Another sports complex will be built at **Naranpura** in Ahmedabad at an estimated cost of **Rs 600 crore.**

Master plan of Sardar Vallabhbhai Patel Sports Enclave



PIC COURTESY: AUDA

COMPILED BY SATISH JHA, MADHU JAWALI

Project overview

Prime Minister Narendra Modi's interest in bidding for the 2036 Olympics to be hosted in India presents a significant opportunity to create a compelling visual identity for the Games. This initiative offers a unique chance to highlight the country's rich cultural heritage and modern dynamism through the "Look of the Games," ensuring that India shines on the global stage.

Choice of the city

Ahmedabad and Gandhinagar have been chosen as potential host cities for the 2036 Olympics, with Ahmedabad set to be the face of the event. Their strategic positioning, infrastructure readiness, and cultural vibrancy are key aspects that make them particularly suitable for this global event.

The rich historical and cultural heritage of these cities, combined with their modern urban development, presents a unique blend that is ideal for showcasing India's progress and diversity on an international platform. This combination highlights the country's ability to honor its past while embracing future growth, making Ahmedabad and Gandhinagar exemplary hosts for the Olympic Games.



The Look of the Games

The “Look of the Games” is the visual identity developed for each edition of the Olympic Games to create visual uniformity. It is one of the defining aspects of the Olympic Games, setting them apart from any other event in the world. With each edition, the host country tells a unique story of its creativity and culture through this visual identity. This distinctive backdrop not only unifies and beautifies the Games but also sets the stage for historic performances.

The Look of the Games conveys the essence of the Games, promotes the host country’s culture, and celebrates the spirit of its people. The Look integrates all visual elements, from graphics to venue decorations, uniforms, tickets, credentials, and merchandise, creating a cohesive and immersive experience. This visual language embellishes both sporting and non-sporting facilities, transforming the host city and ensuring that the Games are a unique and unforgettable spectacle.



Image: Bid logos for Beijing, Tokyo and PyeongChang



Image: Official logos for Beijing, Tokyo and PyeongChang



Image: Foundation graphics for Vancouver 2010

Components of the Look

1. Bid logo

The bid logo is the initial emblem used to promote a city's candidacy to host the Olympics. It represents the city's vision, enthusiasm, and readiness to host the Games. They are used during the bidding process and are primarily aimed at the Olympic Committee and international sports community during the selection process

2. Official logo

Olympic logos are the official symbols of the Olympic Games once a city has been selected to host. They represent that specific edition of the Games. The logo of the Games usually combines a characteristic symbol, lettering naming the event location and year, and the Olympic rings.

3. Foundation graphic

The foundation graphic, or scenario, serves as the visual backdrop for the Games. It is an encompassing design element that appears in various formats, such as venue decorations, broadcast graphics, and official documents. It serves as a central theme is pivotal in creating a unified and immersive visual experience.



4. Colour palette

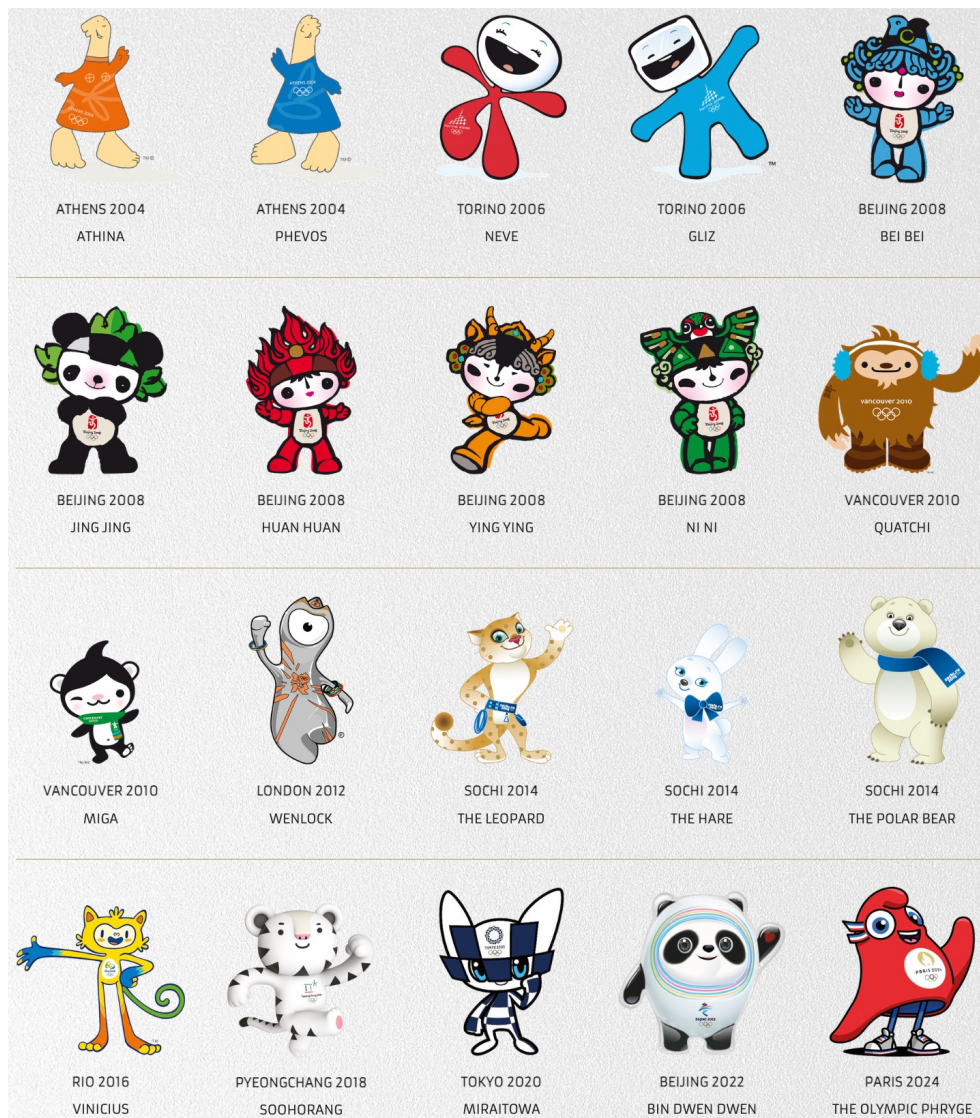
A set of colours chosen to represent the Games, reflecting the host city’s culture, environment, or identity. The palette ensures visual consistency across all materials and helps convey the intended atmosphere and themes of the Olympics.

5. Typography

The typography involves the use of specific fonts and text styles that align with the overall design language of the Games. It ensures clarity, readability, and visual harmony for all written communication, from signage to promotional materials, consistent with the theme of the Games.

6. Pictograms

Pictograms are simplified graphic representations of each sport featured in the Olympic Games. They are designed to be easily recognizable and convey movement and dynamism. Pictograms ensure that information about the sports is accessible to a global audience, regardless of language barriers, and are used in signage, schedules, and media



7. Mascot

The Olympic Mascots are characters, usually an animal native to the area or occasionally human figures, who represents the cultural heritage of the place where the Olympic Games are taking place. The mascot captures the styles, traditions and cultures, in an animated form, of the people of the host country. It also serves as an appealing commercial item.

8. Signage

Olympic Signage or Wayfinding signs, also known as directional signage, are essential for maintaining order at events by guiding attendees to the right locations, such as concessions, meeting points, and more. Olympic Games, rely heavily on wayfinding signage to help participants and visitors reach their desired destinations.

9. Tickets

The design of the tickets for the Olympic events integrates the key visual elements of the Games, including the official logo, foundation graphic, and color palette. Tickets serve both as entry passes and as collectible items for spectators. They are designed to reflect the excitement and significance of the Olympic experience, often becoming cherished memorabilia.



History of the Look

1. Tokyo 1964 (Iconic logo design and typography)

- **Key designer:** Yusaku Kamekura
- **Pictograms:** Katsumi Masaru & Yoshiro Yamashita
- **Design challenge:** To present a modern and forward-looking image of Japan; Emphasis on reflecting the post-war resurgence of Japan.
- **Design movement:** Heavily influenced by modernism and Bauhaus school of thought.

The Tokyo 1964 Olympics was a significant event in the history of graphic design, especially in the context of international sporting events. Here are some key design insights and takeaways from the Tokyo 1964 Olympics:

Introduction of a total design approach: The Tokyo 1964 Olympics was the first to apply a “total design” approach, overseen by a design committee formed in 1960. This approach focused on consistent use of the Olympic colors and uniformity in typography, with Helvetica having its first major international outing at these Games.

Kamekura Yusaku’s iconic design: Yusaku Kamekura, influenced by the Bauhaus movement, played a pivotal role in the graphic design of the Tokyo 1964 Olympics. His design for the official logo combined Japanese iconography with modernist aesthetics, making a significant impact on contemporary design.

Innovative use of photography in posters: Kamekura was one of the first to use photography in Olympic posters, blending typography and imagery in a modernist style. His posters, known for their technical complexity and aesthetic appeal, received numerous awards and showcased the advancement of Japan’s printing industry.



Pioneering sports pictograms: Tokyo 1964 was the first international sporting event to use a coordinated set of pictograms. These pictograms, created to aid communication with an international audience, were simple, clear, and modern. They have since influenced iconography in various public spaces and subsequent Olympic events.

Japan’s emergence on the world stage: The design elements of the Tokyo 1964 Olympics symbolized Japan’s powerful emergence on the global stage after World War II. The event’s design vision has had a lasting influence on global design standards.

Legacy of minimalism and Helvetica: The Tokyo 1964 Olympics played a role in establishing minimalism as a significant trend in visual language. It also introduced the global appeal of Helvetica, marking its first major international use.

Breakthrough in non-verbal communication: The pictograms and design elements of Tokyo 1964 pioneered a new form of graphic design and non-verbal communication. The designs aimed to be universally understandable, transcending language barriers and cultural differences.



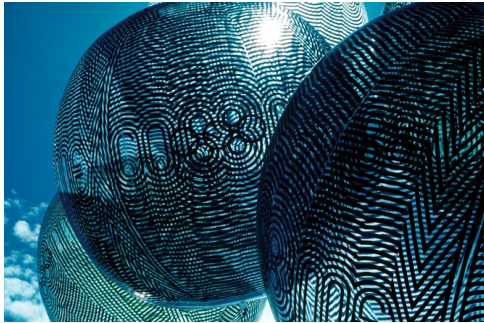
2. Mexico 1968 (Fusion of culture and modernity)

- **Key designers:**
Lance Wyman, Eduardo Terrazas and Pedro Ramirez Vazques.
- **Design challenge:**
Blend modern aesthetics with traditional Mexican cultural elements
Showcase Mexico's rich heritage while presenting it as a modern global capital
- **Design movement:**
Fusion of optical art and geometric patterns
Emphasized the visual manipulation of geometric shapes, creating a sense of movement and dynamism

The Mexico 1968 Olympics was a groundbreaking event in terms of graphic design, leaving a lasting legacy in this field. Here are some key insights and takeaways from the design decisions made for this event:

Incorporation of cultural elements with modernity: The iconic design of the Mexico 1968 Olympics combined elements of ancient Mexican culture and history with modern design principles. This fusion resulted in a vibrant and contemporary visual identity that not only represented Mexico City as a global capital but also set a new standard for future Olympic Games.

Use of geometric patterns and optical art: The emblem, designed by Lance Wyman, Eduardo Terrazas, and architect Pedro Ramirez Vazquez, integrated the Olympic rings and the number '68' in a style inspired by the patterns of the Huichol, an indigenous people of Mexico. This design was noted for its use of optical art and geometry, creating a memorable and distinctive look.



Impact on city branding and global design: The design of Mexico 68 had a significant impact beyond the Olympics. It was later adapted for Mexico City's subway map by Lance Wyman and influenced the design of the 1970 FIFA World Cup hosted by Mexico. The design's use of color, particularly magenta, stood out as distinctly representative of Mexico.

Influence of event icons and pictograms: The Mexico 68 Olympics also involved the creation of individual event icons for each sport. The use of color and geometric structure, mixed with optical art style, made these icons distinctive and influential.

Enduring legacy: Half a century later, the visual identity of Mexico 68 continues to captivate audiences worldwide. It's celebrated in various exhibitions, highlighting its lasting impact on design and culture.



3. Munich 1972 (Geometric and simple pictograms)

- **Key designers:** Otl Aicher
- **Design challenge:** To rebrand the image of post-WWII Germany and bring into a modern age.

Design ideology: Aicher’s design ideology for the Munich 1972 Olympics was rooted in clarity, simplicity, and universal communication. He aimed to create a visual language that could be easily understood by a global audience. This approach was in response to the tragic events of the 1972 Olympics, where clear communication was deemed essential.

Design movement: The design movement associated with the Munich 1972 Olympics is often linked to the International Typographic Style, also known as Swiss Style. This movement emphasized cleanliness, readability, and objectivity. Aicher’s designs, including the pictograms, embodied these principles through their minimalistic and geometric nature.

Design elements: The pictograms were characterized by their simplicity, geometric shapes, and a limited color palette. They were designed for easy recognition and were used throughout the Olympic venues for wayfinding and identifying different sports. The use of stick figures and abstract shapes to represent athletes and sports was innovative, making the pictograms both functional and aesthetically pleasing.

Impact on audience and visitors: The pictograms had a significant impact on the audience and visitors of the Olympics. They enabled people from diverse linguistic backgrounds to navigate the event with ease. The clarity and universality of the pictograms enhanced the user experience and contributed to the overall success of the Games in terms of organization and accessibility.



About Ahmedabad

Declared as India's first UNESCO World Heritage City, Ahmedabad or Amdavad is steeped in history and tradition. Ahmedabad is divided into two parts, cut into distinct sections by the Sabarmati river.

Ahmedabad has emerged as an important economic and industrial hub in India. It is the second-largest producer of cotton in India, due to which it was known as the 'Manchester of India'.

Ahmedabad is beautifully bisected by the Sabarmati River into two distinct halves, each with its unique character and charm.

The eastern bank (old quarter) of Ahmedabad is a living museum, showcasing the city's rich heritage. The old quarter is adorned with historical landmarks - ancient temples, majestic mosques, and centuries-old bazaars that buzz with daily life. The architecture here is characterized by intricate wooden carvings, ornate balconies, and the iconic 'pols' - traditional housing clusters unique to Ahmedabad.

The western bank (new town) of Ahmedabad reflects the city's progression towards modernity and globalization. It's home to numerous educational institutions, thriving businesses, and luxury residences. The urban landscape of this area is a blend of modern architecture and thoughtful city planning, offering a more cosmopolitan and polished view of Ahmedabad.

Together, these two sides of the Sabarmati create a dynamic and diverse cityscape. The old quarter, with its rich history and cultural depth, complements the modern, forward-looking spirit of the new town, making Ahmedabad a fascinating example of how tradition and modernity can coexist harmoniously.

Project significance

Creating a powerful visual identity for the Olympics is particularly crucial for a developing nation like India, as it presents an unparalleled opportunity to showcase the nation's emergence on the global sports stage. A thoughtfully designed 'look of the games' not only elevates the country's profile but also serves as a beacon of national pride and cultural significance.

This initiative can accelerate India's growth in various sectors, ranging from tourism to international relations, and foster a sense of unity and celebration among its diverse population.

Motivation behind the project

The 'look of the games' is among the most prestigious design projects on the international stage, where communication design plays a pivotal role in shaping global perceptions.

This project offers a unique platform to delve deep into the nuances of visual storytelling, where every element of design becomes a medium to convey India's multifaceted narrative.

Design challenge

Defining ‘Indian design’ is a complex challenge due to the country’s vast diversity in culture, art, and history. The design must capture the essence of Ahmedabad’s heritage and its vibrant contemporary culture into a cohesive and universally appealing visual language for the 2036 Olympics.

This visual identity must harmoniously blend traditional Indian elements with contemporary design, ensuring relevance, inclusivity, and a celebratory spirit, all while adhering to the Olympic Charter’s guidelines.

Design brief

To create a vibrant and cohesive visual identity for the 2036 Olympics that encapsulates the rich heritage and contemporary spirit of Ahmedabad, reflecting India’s diverse culture in a globally appealing manner.

Design deliverables

- Logo
- Pictograms
- Foundation graphics
- Colour palette
- Selection of suitable typeface(s)
- Ticket design

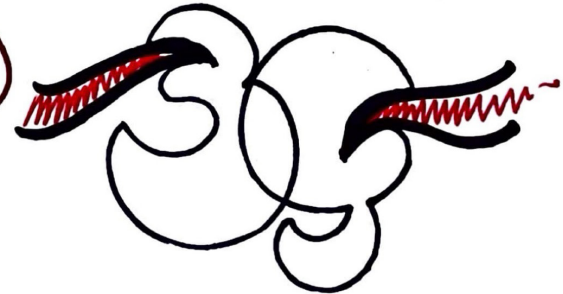
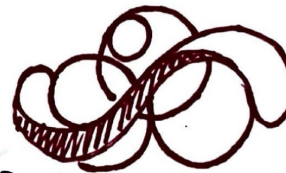
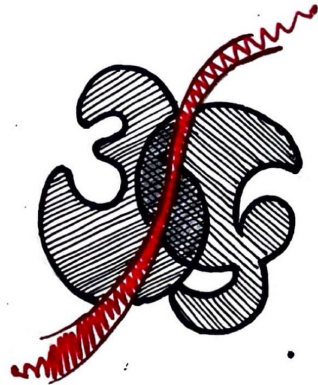
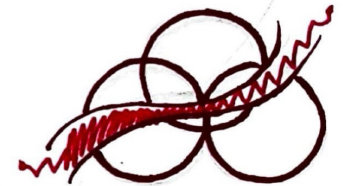


Logo

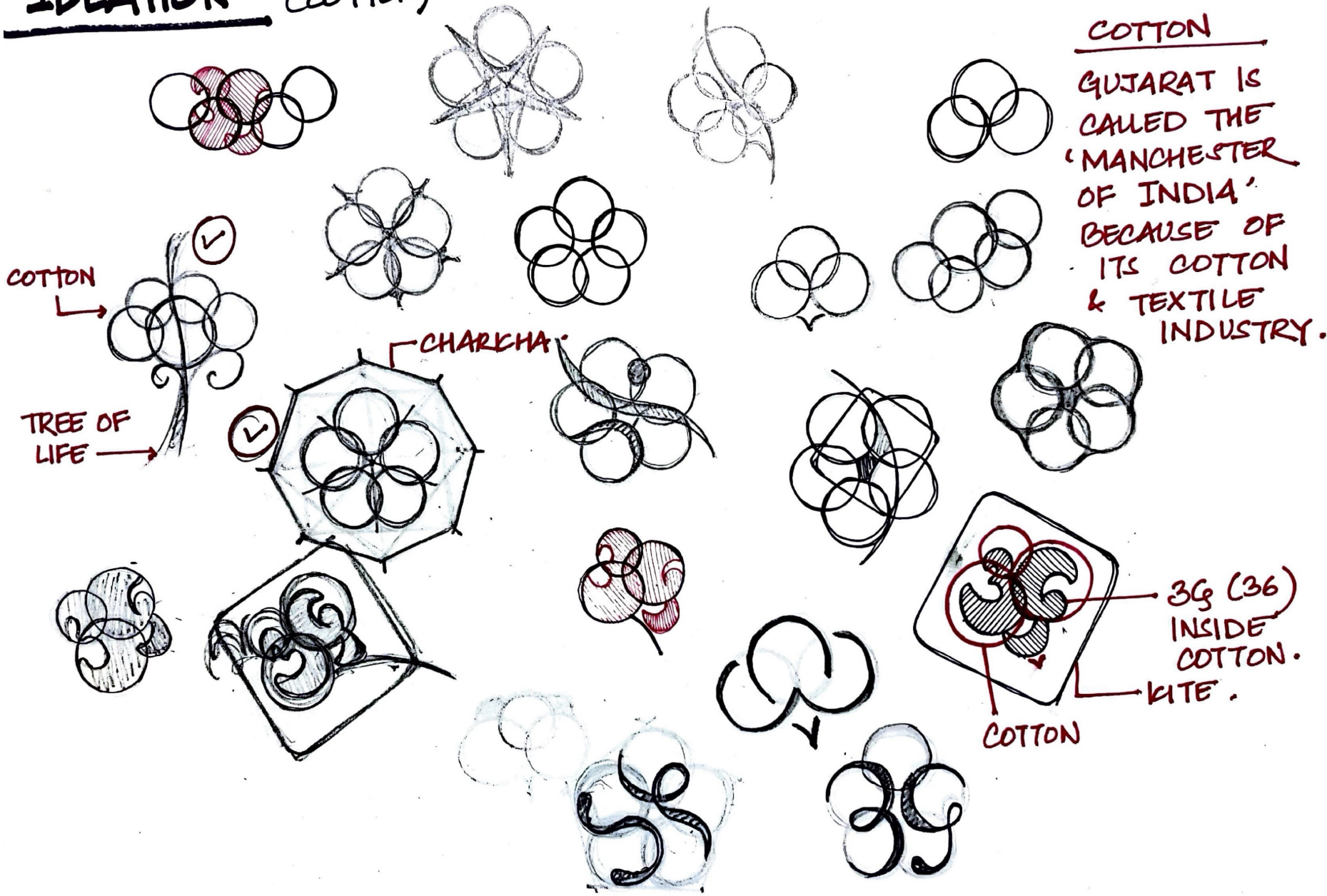
This is an assortment of logos from the past twenty years, gathered as part of a data collection effort. It's notable that the majority of these logos are centered around one of the following themes: typographical innovation, architectural landmarks, cultural symbols, or modern abstract designs.

IDEATION

(OLYMPIC RINGS)



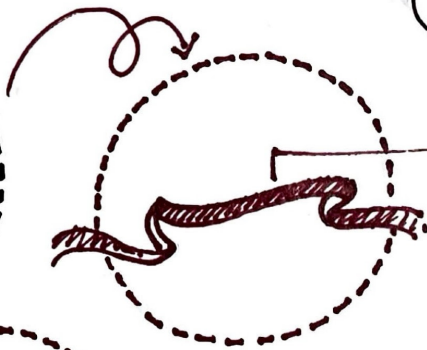
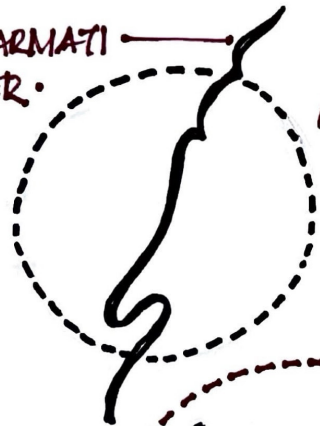
IDEATION • (COTTON) •



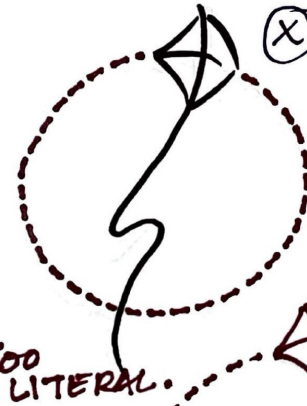
COTTON
GUJARAT IS CALLED THE 'MANCHESTER OF INDIA' BECAUSE OF ITS COTTON & TEXTILE INDUSTRY.

IDEATION (KITE).

SARARMATI RIVER.



FINISHING LINE VICTORY RIBBON.



(X) KITE STRING LOOSE.

TOO LITERAL.

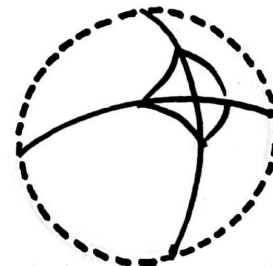


MINIMALISM BOARING HIGH.

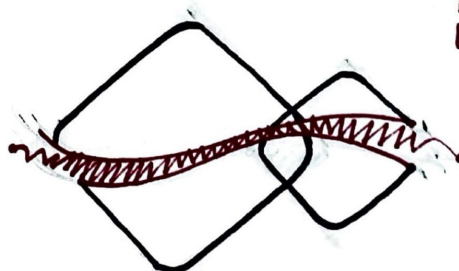
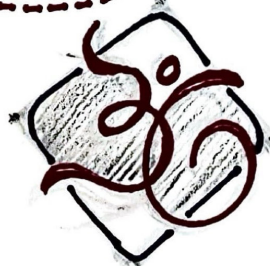
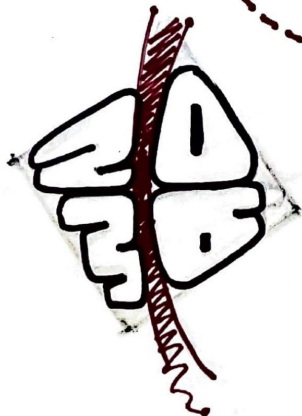


36+ RIBBON.

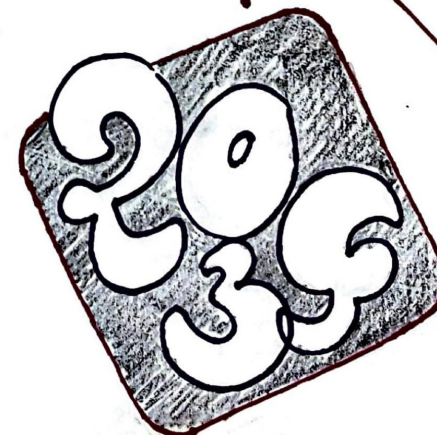
(X) NOT SCALABLE AS LEVEL OF COMPLEXITY INCREASES.



KITE INSIDE KITE →



- COLLABORATION.
- TEAM SPIRIT.
- UNITY.



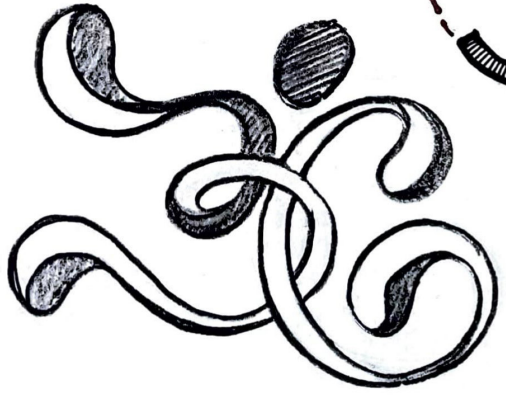
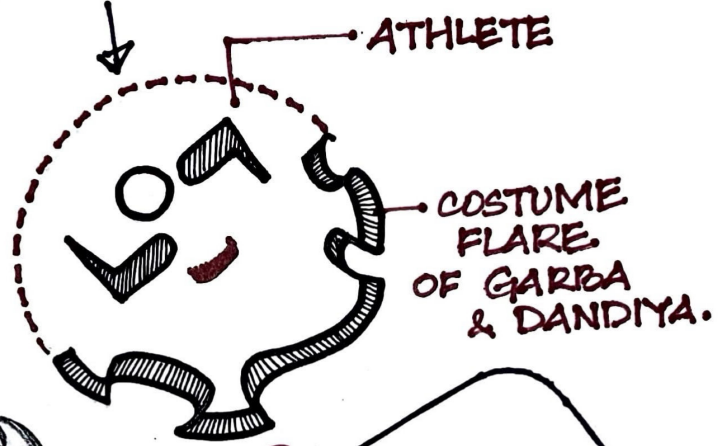
IDEATION

(NUMBER + ATHLETE)

2036
+
ATHLETE



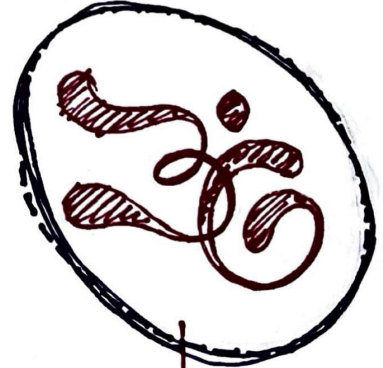
⊗ TOO FEMININE



INTERTWINED.

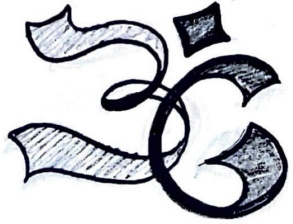
⊗ INCREASE IN COMPLEXITY.

⊗ NOT SCALABLE.

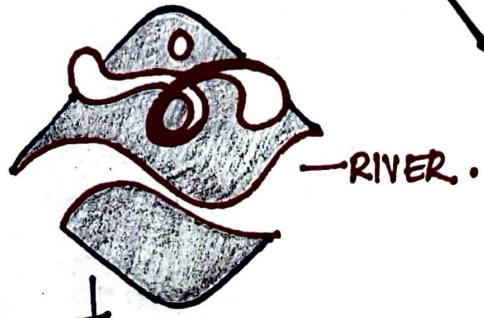


↓ CIRCULAR/OVAL ENCLOSURE

⊗ TRY # DIGITALLY



→ CHANGE OF STYLE.

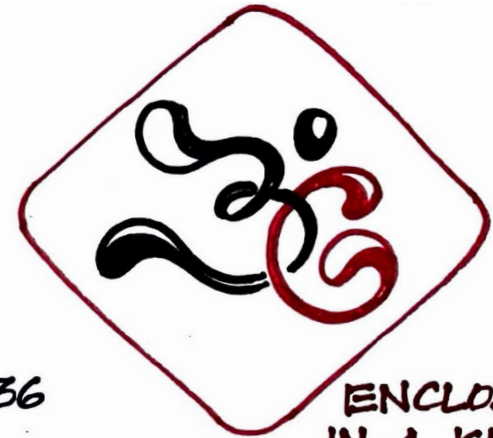


⊗ INSPIRED FROM NET GRAPHICS.



→ CHANGE OF DIRECTION

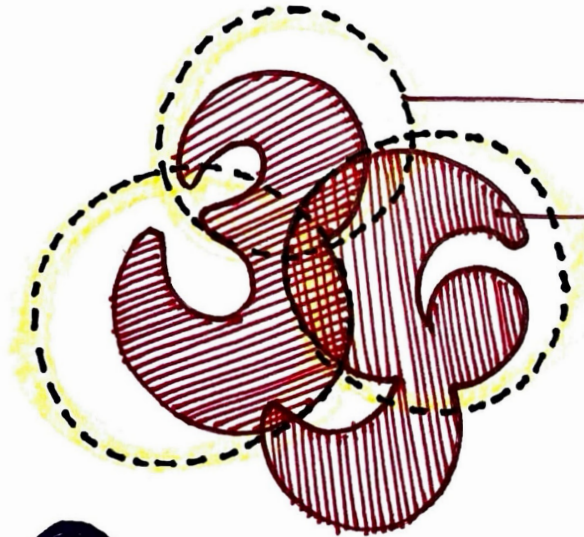
LOGO IDEA - I



ENCLOSED
IN A KITE.

- RUNNING ATHLETE + 36
- OLYMPIC 2036
- NUMBER '36'.
- INSPIRATION: MEXICO 68, LONDON 2012
(NUMBER) MILANO CORTINA 2026
LOS ANGELES 2028.
- DYNAMISM,
SMOOTH FLOWY LINES TO MIMIC
FINISHING LINE RIBBON.
- ENERGETIC, CELEBRATION.
- INSPIRATION: SYDNEY 2000,
(ATHLETE) BEIJING 2008
BEIJING 2022.
BARCELONA 1992.


LOGO IDEA - II



COTTON

૩૬ [36] - 2036 OLYMPICS.

- 2036 + COTTON.

-  ALSO A SYMBOL OF

- COLLABORATION
- UNITY
- TEAM SPIRIT.

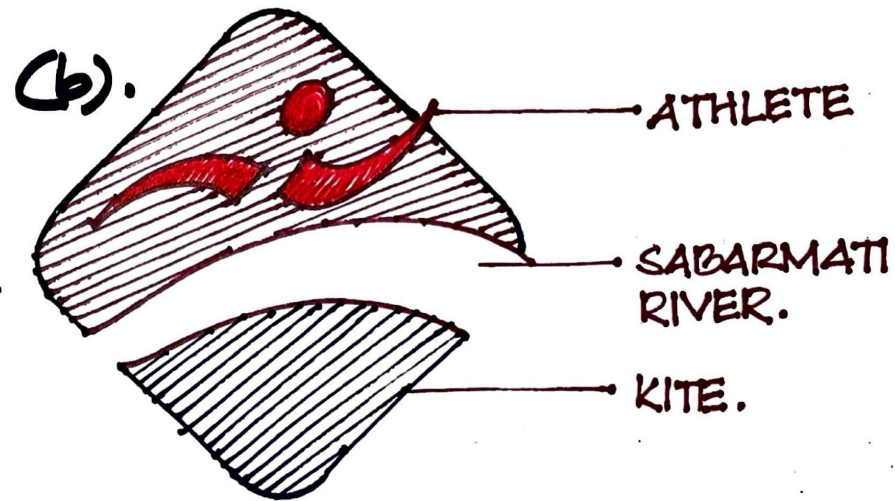
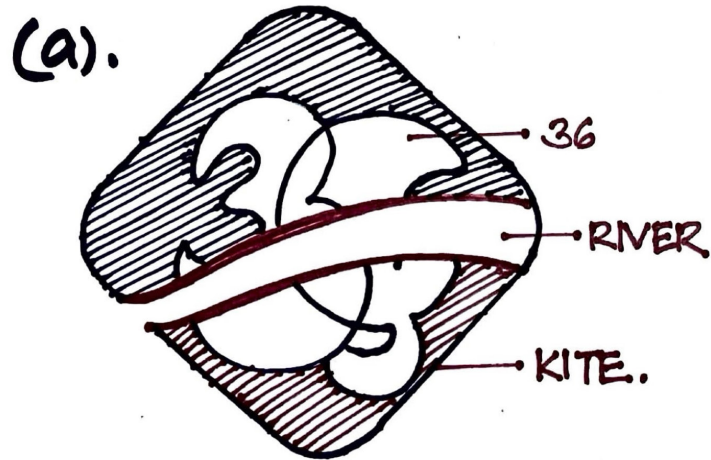
- NUMBER WRITTEN IN GUJARATI.

- ENCLOSED IN KITE SHAPE.

- INSPIRATION: TOKYO 2020,
SALT LAKE 2002 (W.O.).



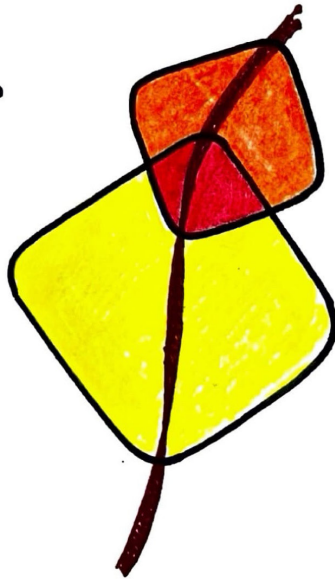
LOGO IDEA - III



- THE DIVIDING LINE IS A SYMBOLISM FOR SABARMATI RIVER.
- ALONG WITH THE ATHLETE IT ALSO LOOKS LIKE THE FLARED PART OF COSTUME WORN DURING GARBA & DANDIYA.
- ALSO RIVER & ATHLETE'S FACE FORM A LANDSCAPE.

LOGO IDEA - IV

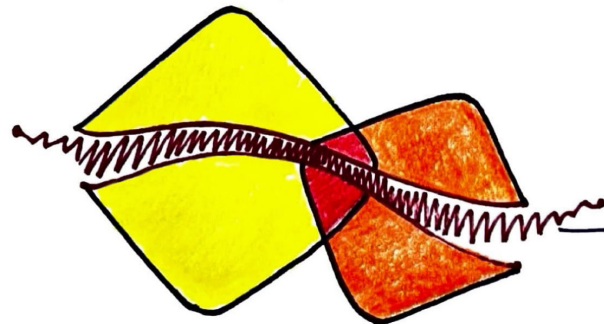
(a).



- KITE FESTIVAL
- TWO KITES ATTACHED WITH A SINGLE STRING.
- THE STRING SYMBOLISES SABARMATI RIVER.
- CELEBRATION,
- COLLABORATION
- TEAM SPIRIT

- INSPIRATION:
 - VANCOUVER 2010
 - RIO 2016
 - BEIJING 2022.
 - NAGANO 1998.

(b).

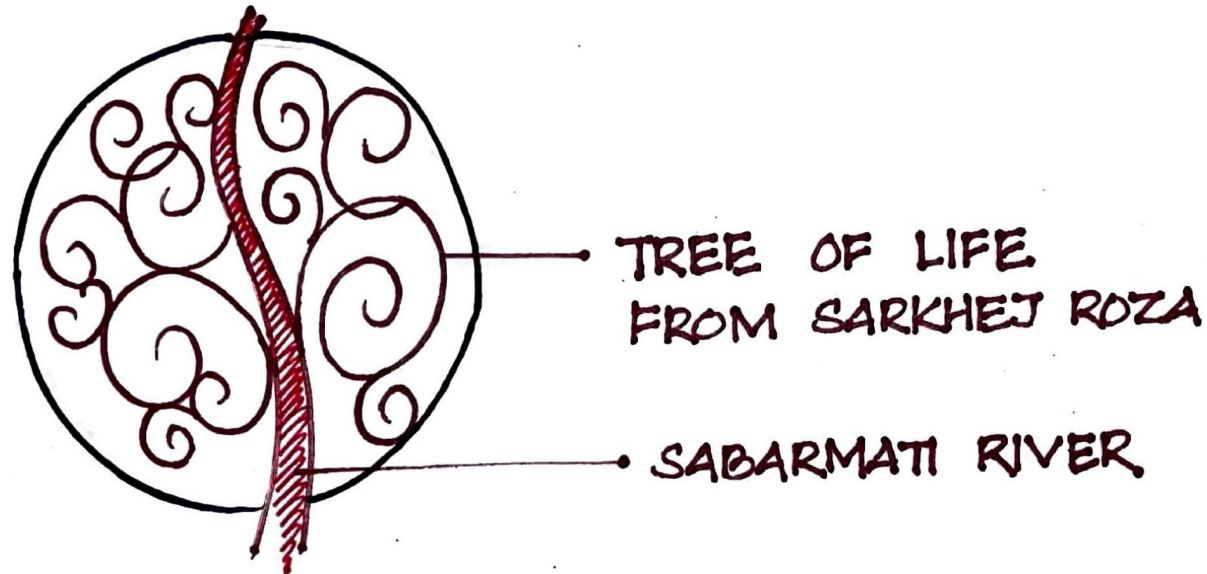


RIVER;
ALSO RESEMBLES
ATAL BRIDGE.

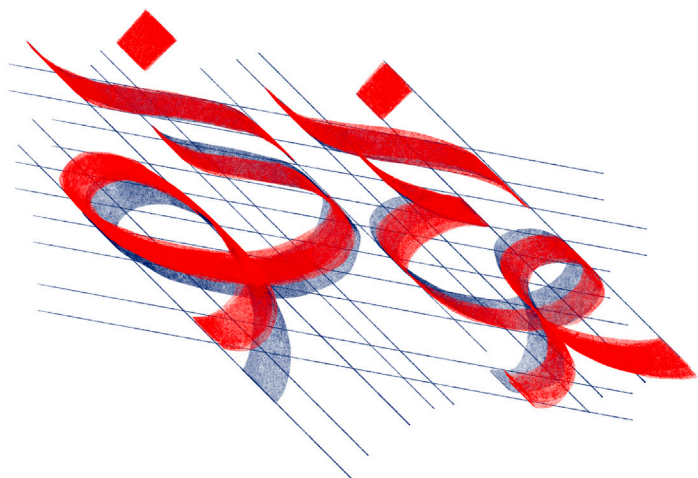
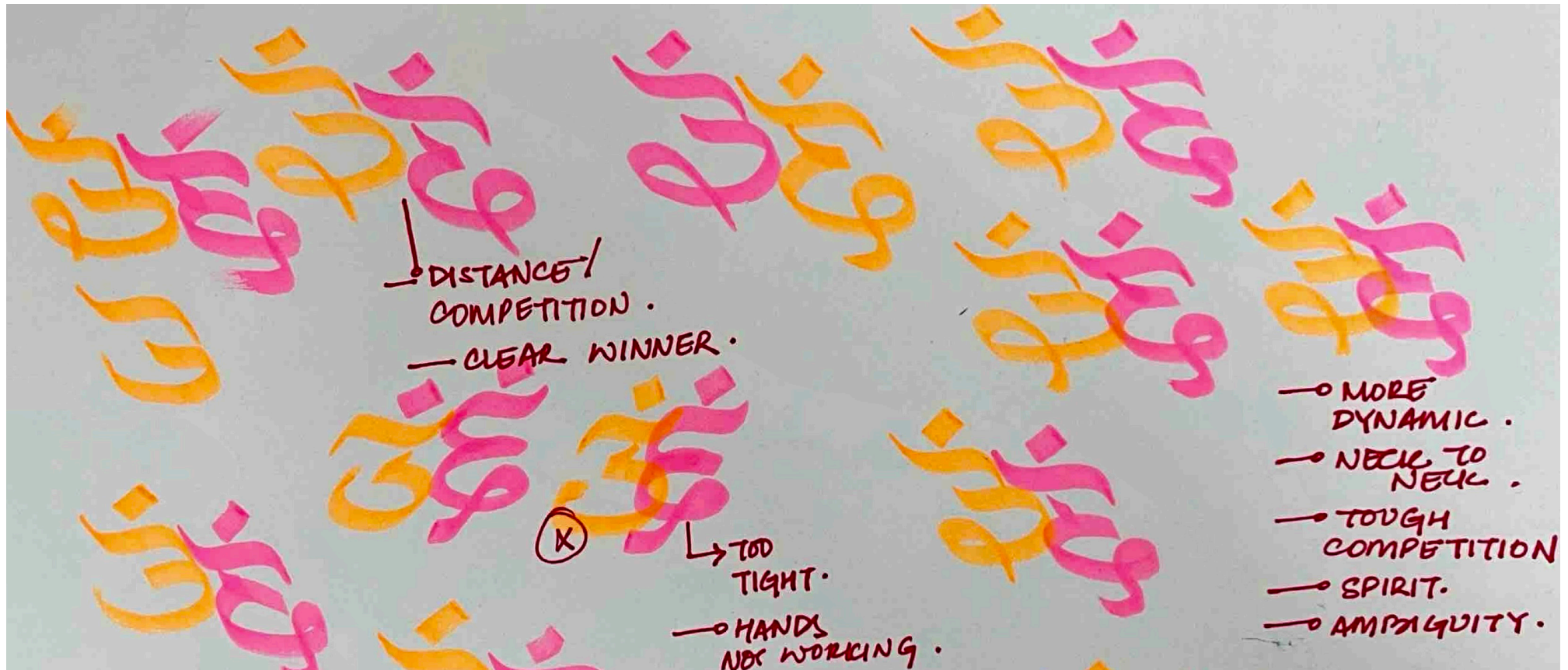
- CHANGE IN ORIENTATION.
- HORIZONTAL WILL ALSO MAKE IT EASIER FOR TEXT PLACEMENT.

- HORIZONTAL ORIENTATION DOESN'T WORK.
- ESSENCE OF KITE LOST.
- LOOKS LIKE TWO POKERS.

LOGO IDEA - V



- INSPIRATION: ATHENS 2004
TOKYO 2020
SEOUL 1988.
- FLORAL - JAALI PATTERN.
- TREE OF LIFE.
- ART STYLE CAN BE INSPIRED
FROM 'MATA NI PACHEDI'.



This logo was chosen because it strongly embodies the spirit of the Olympics and prominently features elements that reflect Indian design. Its flowing lines and vibrant colors convey a sense of movement and festivity, aligning well with the dynamic and celebratory nature of the Olympic Games.

In Hindi, the numerals for three (३) and six (६) are visually similar and often considered mirror images of each other. This resemblance gives rise to the popular saying “36 ka aankda,” which translates to “the figure of 36.” This phrase signifies intense competition between entities that are fundamentally different.



Final logo

The logo for Ahmedabad 2036 is a remarkable blend of Hindi typography and dynamic design, embodying the spirit of competition. The logo cleverly integrates the Hindi numerals “3” and “6” to form the number “36,” while simultaneously depicting two athletes in the midst of an intense race. This dual representation highlights both the cultural roots and the competitive nature of the Olympic Games.

The Leading Figure (Blue):

The athlete leading the race is rendered in blue, a color traditionally associated with leadership, dignity, and calmness. Blue signifies the athlete’s control, composure, and the honor that comes with being a leader. It represents the grace and determination required to stay ahead in the competition, reflecting the qualities of leadership and excellence that are celebrated in the Olympics.

The Second Figure (Red and Orange):

The trailing athlete is depicted in hues of red and orange, colors that evoke fire, passion, and a burning desire to succeed. Red symbolizes energy, determination, and intensity, while orange represents enthusiasm, creativity, and optimism. This color combination reflects the athlete’s relentless drive to overcome challenges and strive for victory, embodying the passionate spirit of the Olympic competitors.



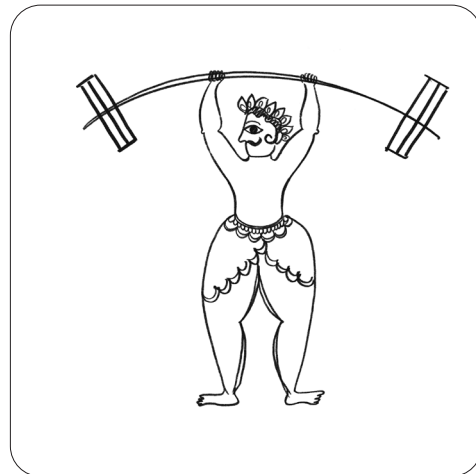
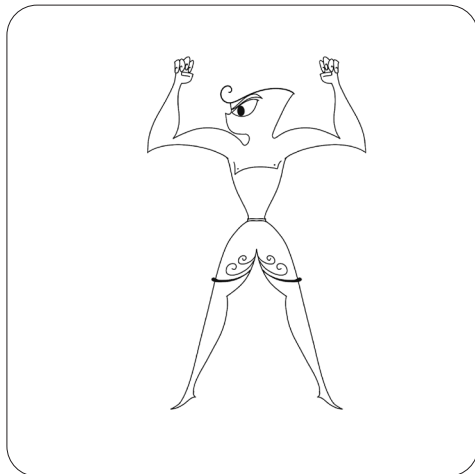
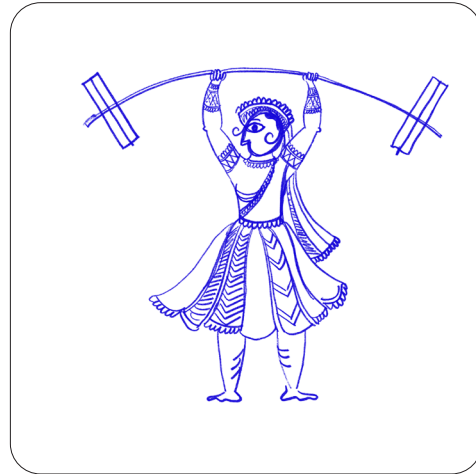
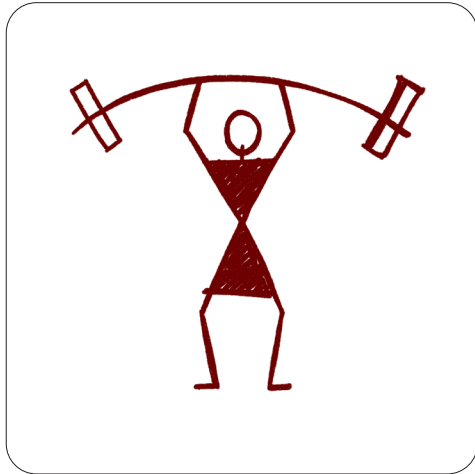
Yatra One Regular
यात्रा वन रेगुलर

Font

“Yatra One” is well-suited for the logo purposes due to its flat brush calligraphic style, which mirrors the artistic elements in the logo.

The angles used in “Yatra One” complement those in the logo, creating a sense of visual harmony and consistency across different mediums.

Furthermore, the unique kite-shaped anusvaar in “Yatra One” not only enhances the typeface’s local character but also ties it beautifully with the logo’s design, which features similar angular and geometric shapes.

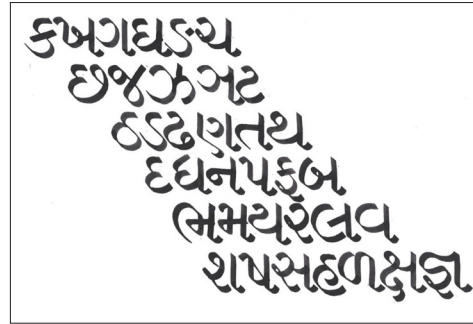
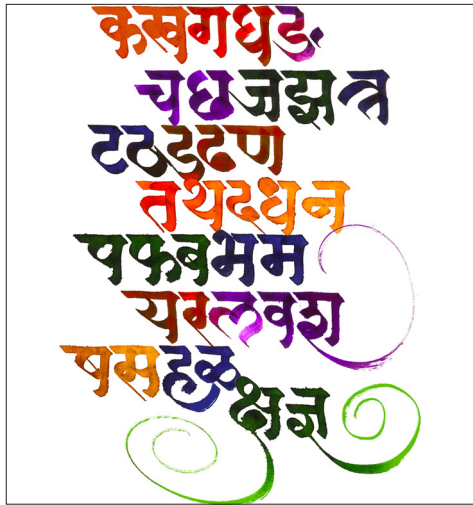
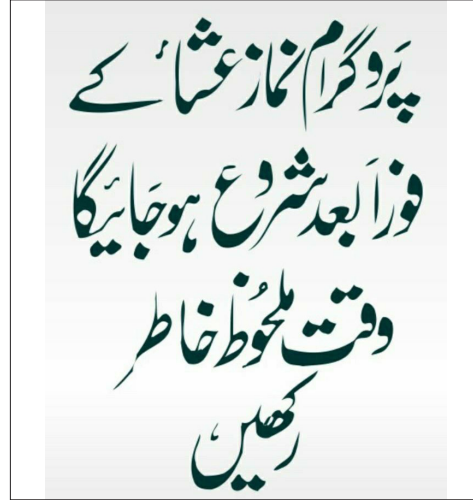


Pictogram ideation

Pictograms are graphic symbols that convey information quickly and universally, crucial for guiding participants and visitors at the Olympics.

For Ahmedabad 2036, drawing inspiration from traditional Indian folk art like Mata ni Pachedi and Warli art provides cultural depth and visual appeal. Mata ni Pachedi's vibrant patterns and narrative style celebrate local heritage, while Warli art's simplicity ensures clarity and universal appeal.

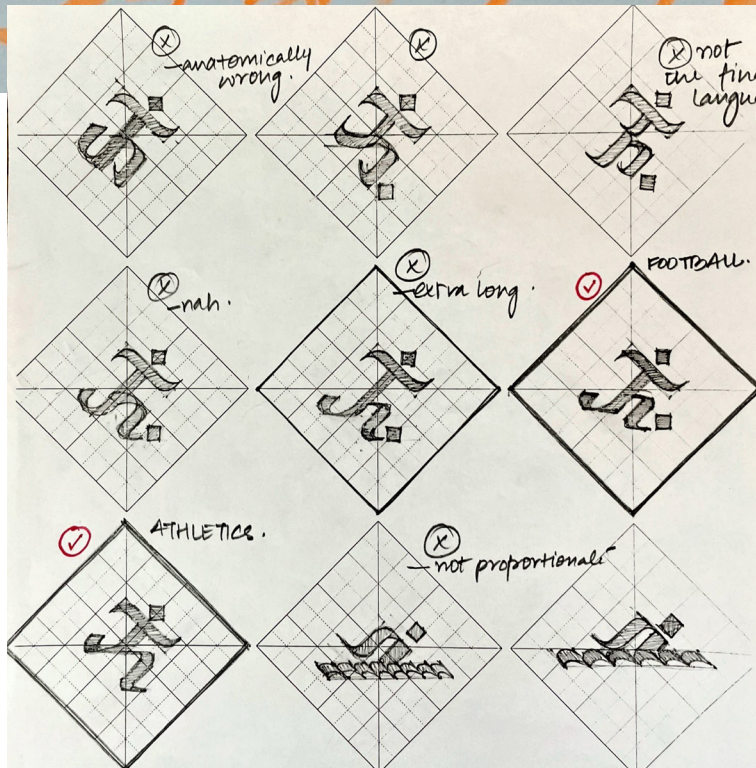
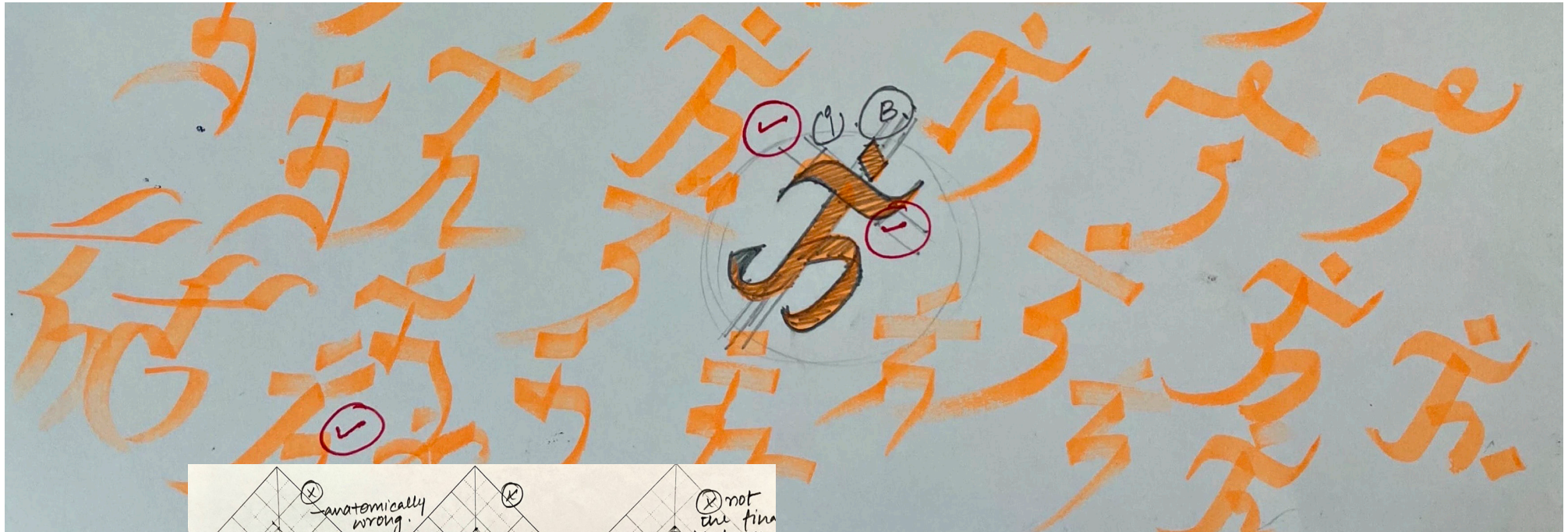
This fusion creates a visually striking and culturally authentic set of pictograms, enhancing the identity of the games and promoting India's rich artistic legacy.



Design inspiration

Flat brush calligraphy in Indian scripts, known for its flexibility and dynamism, offers a unique blend of traditional aesthetics and contemporary design potential. The fluid strokes of flat brush calligraphy allow for a wide range of expression, capturing the essence of movement and energy, which is perfect for sports pictograms. The varying thickness and graceful curves of the strokes can effectively depict action and motion, essential for sports icons.

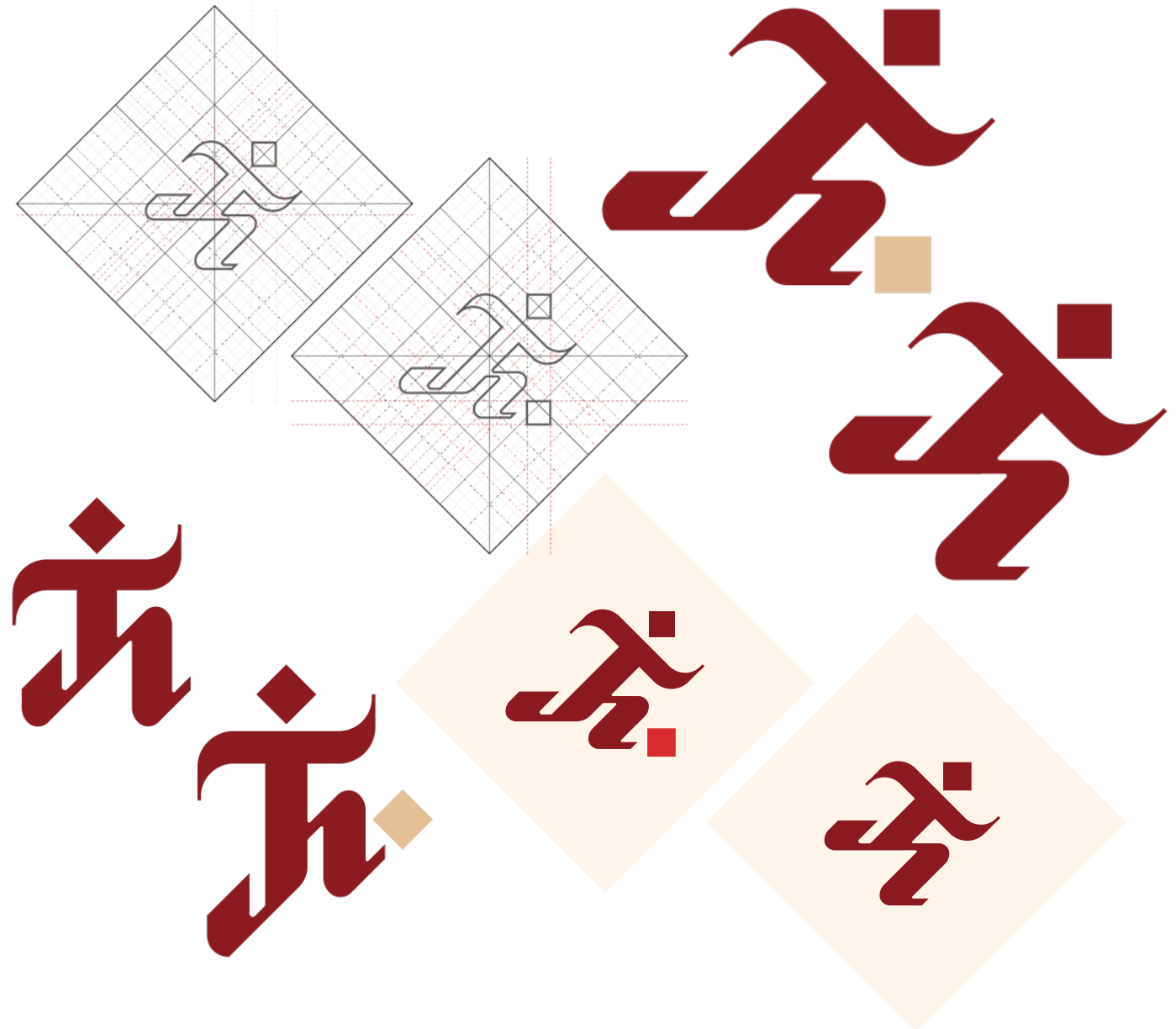
By using flat brush calligraphy to create pictograms, we can infuse the design with a distinct Indian character. Each pictogram can reflect the beauty and elegance of Indian scripts, giving a sense of cultural authenticity and artistic flair. This approach not only enhances the visual identity of the 2036 Olympics but also celebrates India's rich calligraphic traditions, making the symbols resonate deeply with both local and global audiences.

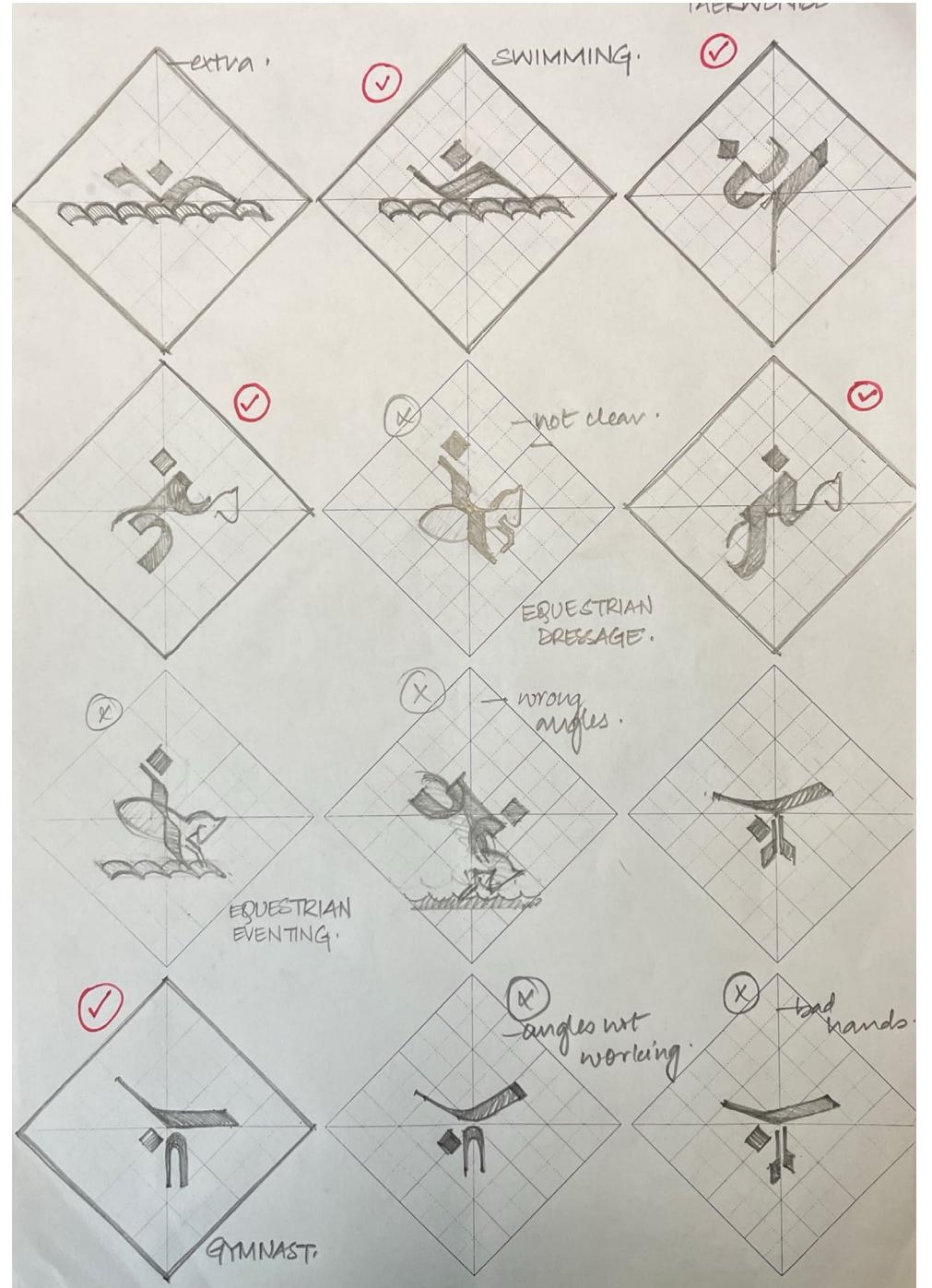
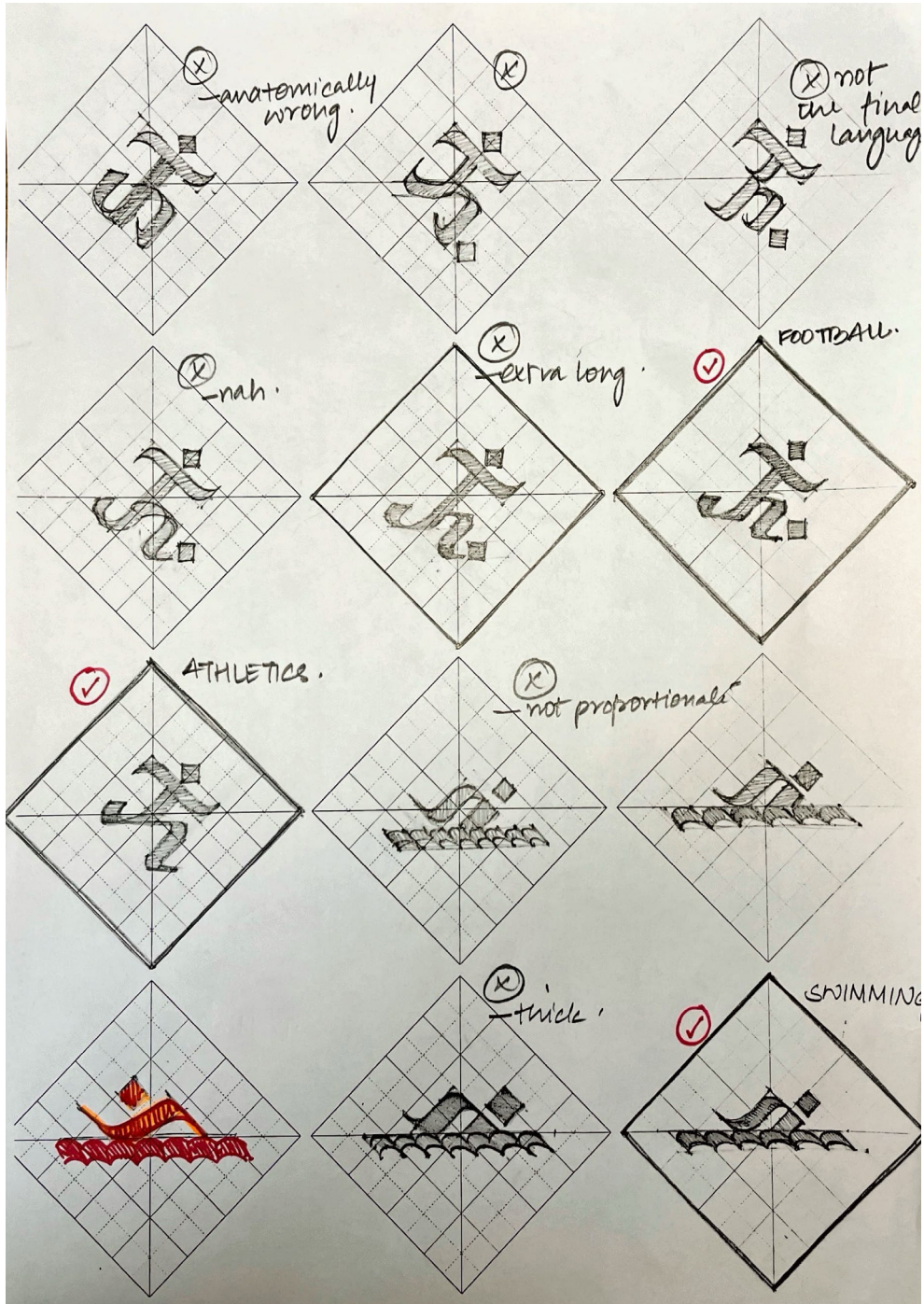


Design inspiration

The final set of pictograms for the Ahmedabad 2036 Olympics draws inspiration from flat brush calligraphy, blending traditional Indian aesthetics with modern design. Each pictogram features a head represented by the kite-shaped anusvaar, a symbol integral to Gujarat's cultural identity. The fluidic strokes of the hands and legs depict dynamic motion, capturing the essence of athletic activities.

To achieve a cohesive design language, multiple ideations were first sketched with a flat brush without a grid, and then refined on a grid layout to ensure visual balance. This meticulous process resulted in a set of pictograms that are not only visually striking but also unmistakably Indian, celebrating the country's rich artistic heritage while effectively communicating the essence of the sports they represent.





Pictograms with abstract background



Archery



Athletics



Basketball



Boxing



Canoeing



Cycling



Diving



Equestrian



Fencing



Football



Golf



Gymnastics



Handball



Hockey



Judo



Shooting



Skateboarding



Sport climbing



Swimming



Taekwondo



Tennis



Volleyball



Water polo



Wrestling

Pictograms with abstract infill



Archery



Athletics



Basketball



Boxing



Canoeing



Cycling



Diving



Equestrian



Fencing



Football



Golf



Gymnastics



Handball



Hockey



Judo



Shooting



Skateboarding



Sport climbing



Swimming



Taekwondo



Tennis



Volleyball



Water polo



Wrestling

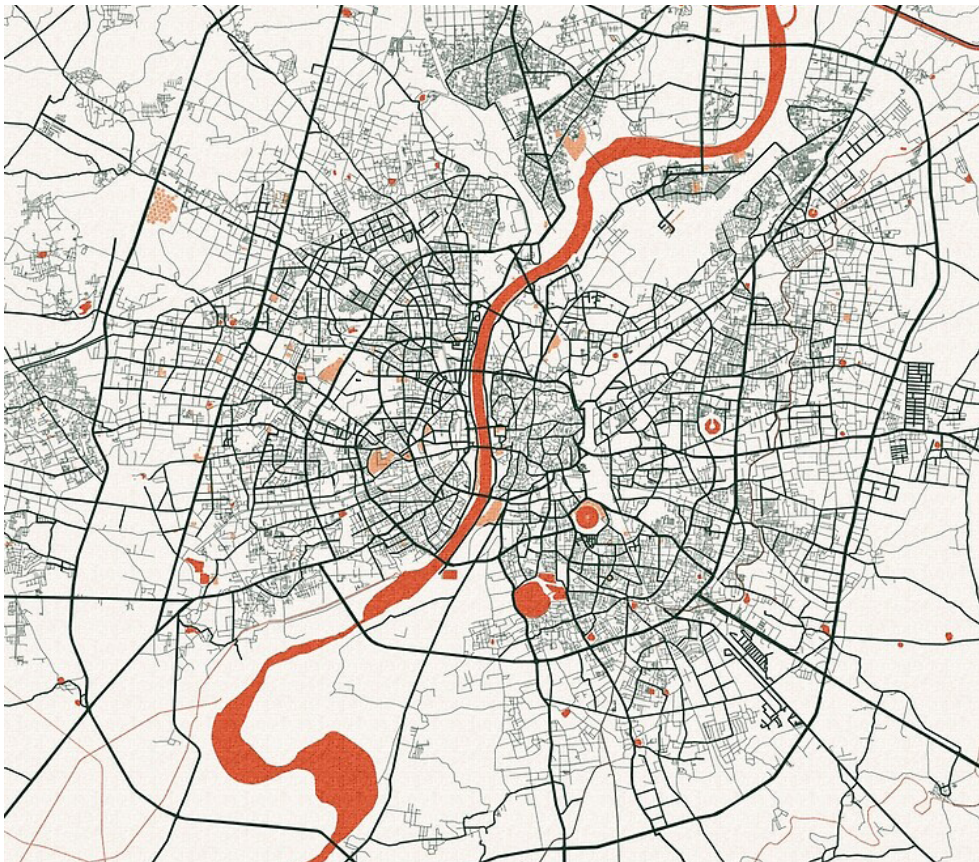


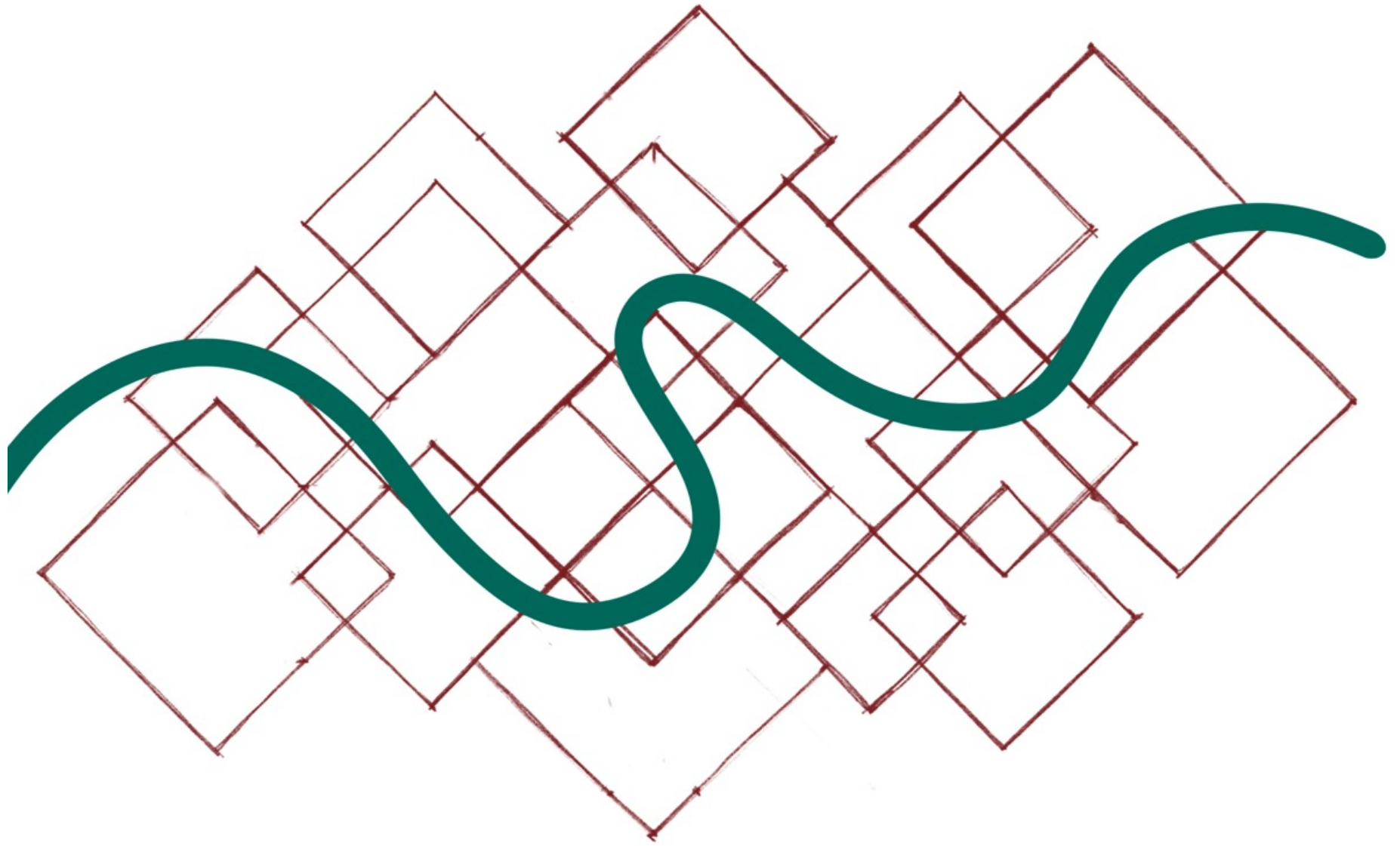
Foundation graphics

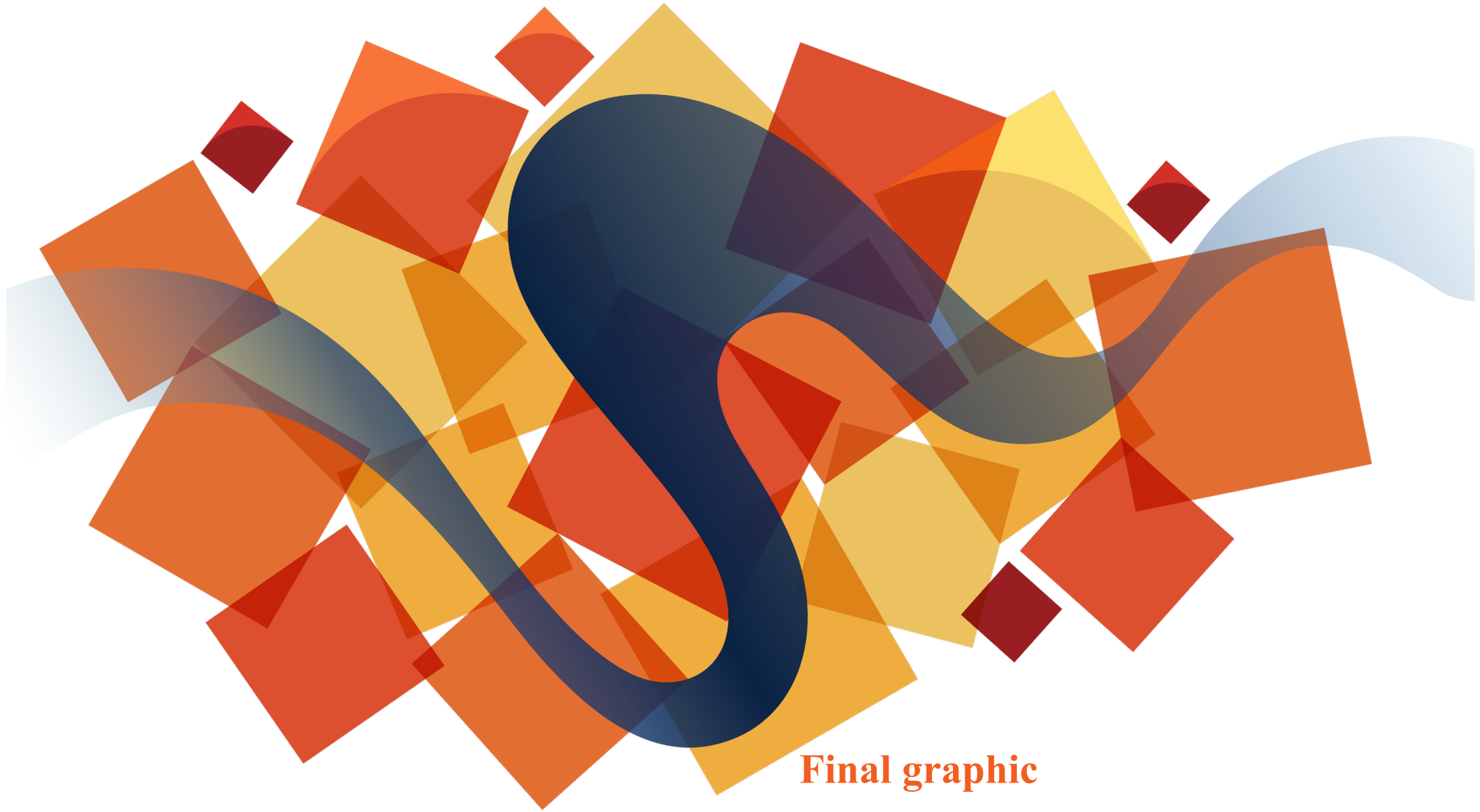
The foundation graphics of Ahmedabad 2036, inspired by the city's renowned kite festival, beautifully capture the essence of competition and harmony. The overlapping kites in the design symbolize the vibrant and competitive spirit of the festival, where countless kites soar and duel in the sky, creating a dynamic and exhilarating visual spectacle. This overlap represents the competitive nature of the Olympics, where athletes from around the world come together to showcase their skills and strive for excellence. Despite the intense competition, the kites form a visually harmonious and captivating pattern, reflecting the unity and shared purpose that underpin the Olympic Games.

Central to the design is the flowing river, symbolizing the Sabarmati River that runs through the heart of Ahmedabad. This river is not just a geographical feature but a lifeline that ties the city and its people together. It signifies community, livelihood, and the seamless integration of the city's past and present.

The Sabarmati River serves as a bridge between the old and new parts of Ahmedabad, highlighting the city's rich heritage while embracing modernity and progress. Incorporating the Sabarmati River into the foundation graphics of the Olympics is a thoughtful design decision that underscores the spirit of community and continuity. It symbolizes the flow of time and the bridging of different eras, much like the Olympics, which connect generations and cultures through sport. This visual element emphasizes the importance of heritage, unity, and progress, aligning perfectly with the Olympic values of excellence, friendship, and respect.







Final graphic

The foundation graphics of Ahmedabad 2036, with their overlapping kites and river flowing in the center, eloquently capture the competitive yet harmonious spirit of the Olympics. They reflect the cultural richness and communal bonds of Ahmedabad, making them an apt visual representation for the Games. This design not only celebrates the city's unique heritage but also resonates with the values that the Olympics stand for, promising a memorable visual identity for the event.

Colour variants



Orange: Energy and Enthusiasm

The orange variant captures the energetic and enthusiastic spirit of Ahmedabad. Orange, a color often associated with warmth and vibrancy, mirrors the lively atmosphere of the city. This hue symbolizes the dynamism and fervor of the city's residents, highlighting their zest for life and passion for celebration. It embodies the bold and spirited nature of Ahmedabad, making it an ideal representation for the competitive and exhilarating environment of the Olympics.



Green: Growth and Progress

The green variant symbolizes growth, progress. This variant highlights Ahmedabad's forward-thinking mindset, its role as a hub of education, industry, and technology, and its aspirations for a greener, more sustainable future. The refreshing and calming tones of green represent the city's progressiveness and its efforts to balance modernization with environmental stewardship, aligning with the Olympic values of excellence and respect.



Yellow: Tradition and Heritage

The yellow variant represents the deep-rooted cultural heritage and historical significance of Ahmedabad. Yellow, a color often linked to sunshine and happiness, evokes a sense of tradition and continuity. It reflects the city's rich history, from its ancient markets to its timeless customs and architectural marvels. The warm, inviting tones of yellow create a sense of connection and community, resonating with the Olympic spirit of unity and friendship.

Colour Palette

Primary colours



RED #D00000 C4 M100 Y100 K1	WARM RED #EF4223 C0 M94 Y100 K0	ORANGE #F26722 C0 M78 Y100 K0	GREEN #568C3F C77 M22 Y100 K7	SEA BLUE #02367B C100 M86 Y24 K10	DEEP OCEAN BLUE #0A2244 C100 M87 Y42 K46
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Secondary colours



LEMON GREEN #97C15C C51 M2 Y94 K0	SAP GREEN #749E47 C66 M17 Y100 K2	DARK GREEN #486829 C76 M36 Y100 K27	BRIGHT YELLOW #FBF16D C4 M0 Y80 K0	AMBER #F0AD3F C0 M38 Y100 K0	MAROON #8B1B21 C28 M99 Y93 K30	SKY BLUE #0496C7 C88 M20 Y8 K0	BLUE #006CA5 C98 M52 Y10 K0	PEACOCK BLUE #214F63 C95 M60 Y44 K25
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Supporting colours



EARTHY YELLOW #D3C875 C19 M15 Y73 K0	MUSTARD YELLOW #ECC160 C4 M26 Y82 K0
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Gradients

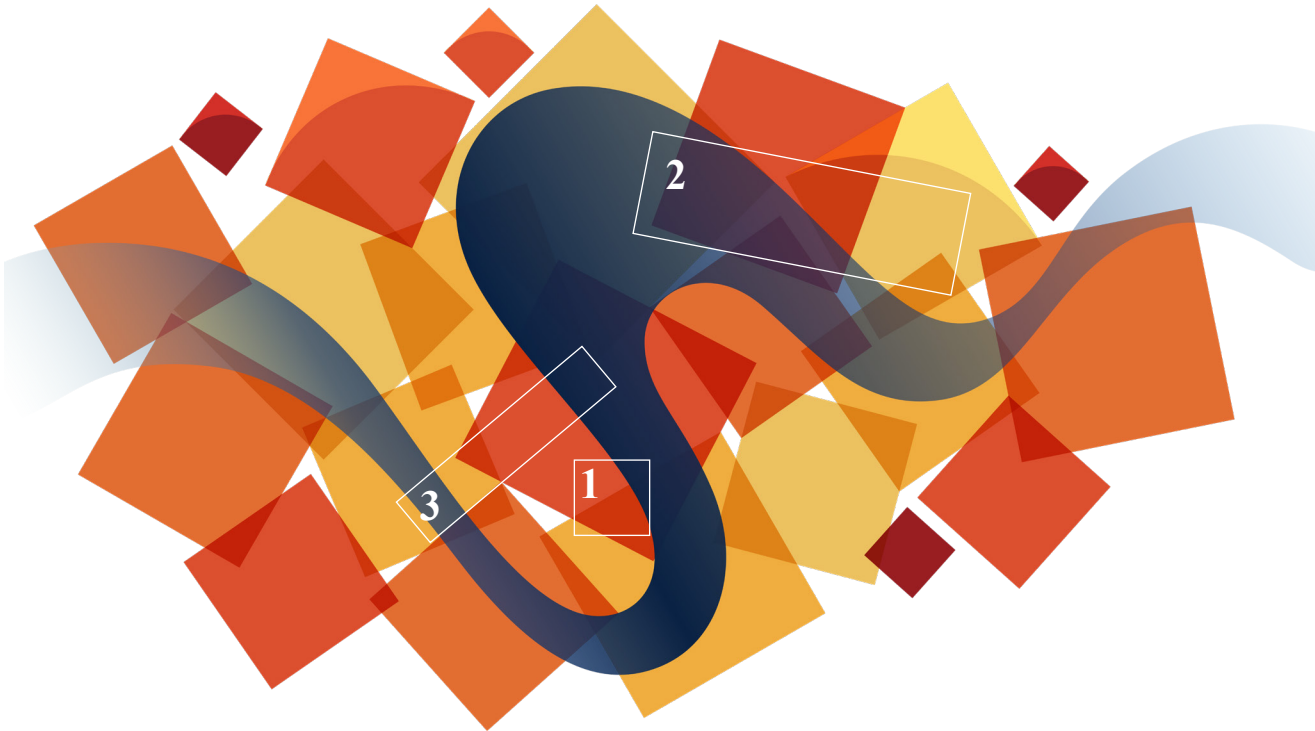


#036EA5 C97 M51 Y11 K0	#0A2244 C100 M87 Y42 K46	#214F63 C95 M60 Y44 K25
#52A8A5 C76 M10 Y40 K0	#173E79 C100 M84 Y24 K9	#307061 C88 M33 Y67 K18

Neutral

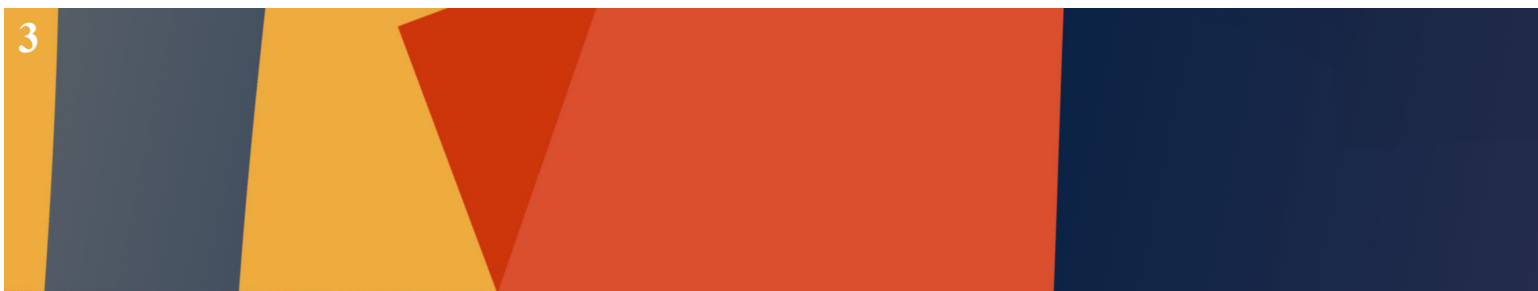


BLACK #000000 C75 M68 Y67 K90	WHITE #FFFFFF C0 M0 Y0 K0
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Abstract crops

The abstract crops are derived from foundation graphics of the Ahmedabad 2036. These graphic elements are versatile in nature, allowing for diverse applications in both color and monochrome. They can be oriented vertically or horizontally, offering additional flexibility in design use. The ability to rotate them, leave them empty, or apply them at various scales further enhances their adaptability. This flexibility ensures that the designs can be integrated seamlessly across different mediums and contexts.



Usage guidelines



The abstract crop can be resized depending upon the layout



The abstract crop can be rotated depending upon the layout.



The abstract crop can be flipped horizontally or vertically depending upon the layout.

- Never distort the foundation graphic.
- Never change or edit the colours of the foundation graphic.
- Never add own elements to the foundation graphic.
- Never change the opacity of the foundation graphic.
- Never superimpose images or texture on the graphic.
- Never use line version of the graphic.
- Never apply fadeout effects to the graphic.
- Never use repeated abstract crops to create a pattern.





Pictogram with abstract crop as background in kite shape.


Pictogram with abstract crop as infill..



The ratio of the crop in relation to pictogram can be changed depending upon the layout and application.

06 अगस्त August 18:00 शुरु Start time P22 L

 ताइक्वांडो
Taekwondo



मल्टीपर्पज इंडोर एरीना
Multipurpose Indoor Arena
सरदार वल्लभभाई पटेल स्पोर्ट्स एनक्लेव
Sardar Vallabhbhai Patel Sports Enclave

द्वार Gate	4	स्तर Level	1
खंड Block	P	पथ Aisle	L
पंक्ति Row	22	सीट Seat	098

मूल Price: ₹12,000
श्रेणी Category: C
प्रकार Type: General
सत्र Session: ZE016

पुनर्विक्रय निषिद्ध Resale prohibited

001044-002193-B
000384168500400260045200 RPS: 804

08 अगस्त August 11:00 शुरु Start time H21 S




 हैंडबॉल
Handball

वॉलीबॉल स्टेडियम
Volleyball Stadium
सरदार वल्लभभाई पटेल स्पोर्ट्स एनक्लेव
Sardar Vallabhbhai Patel Sports Enclave

द्वार Gate	2	स्तर Level	1
खंड Block	H	पथ Aisle	S
पंक्ति Row	21	सीट Seat	108

मूल Price: ₹12,000
श्रेणी Category: C
प्रकार Type: General
सत्र Session: ZE016

पुनर्विक्रय निषिद्ध Resale prohibited

001044-002193-B
000384168500400260045200 RPS: 804




Ticket design

The ticket design for the Ahmedabad 2036 Olympics encapsulates all components of the visual identity, seamlessly integrating the logo, pictograms, foundation graphics, colors, and typography into a cohesive entity. Each ticket serves as a miniature canvas, reflecting the essence of the “Look of the Games” and showcasing India’s rich cultural heritage and modern dynamism.

The logo, prominently displayed, sets the tone for the event, providing an instantly recognizable focal point. The pictograms, inspired by flat brush calligraphy, represent each sport with clarity and cultural resonance, adding to the aesthetic appeal of the ticket.

Foundation graphics derived from traditional and contemporary Indian elements provide a rich background texture, creating a visual narrative that connects viewers to Ahmedabad and India’s cultural and historical richness. The color palette, vibrant and dynamic, ensures visual appeal and consistency, while the typography, blending Indian scripts and modern fonts, ensures readability and cultural authenticity.

This integration makes the ticket not just a medium of entry but a crucial output of effective communication and information design. It fosters a connection to the event and the host city, enhancing the overall experience for attendees. The ticket design, thus, plays a vital role in conveying essential information, celebrating cultural heritage, and promoting the unique identity of the Ahmedabad 2036 Olympics.

Designs visualised on mockup









Scope of improvement

For the designs to be kept flexible and adaptive without imposing many constraints, certain graphic elements require to be fine-tuned as the project progresses.

Following are the constructive feedbacks which this project received during the jury:

- The ball in pictogram can be easily confused with the head of the athlete. An ideal way to approach this would be to remove the colour-fill and only retain the stroke of the ball.
- More fonts can be explored to compliment the design language.
- The final logo has a soft ribbon like appearance to it, which can be re-iterated to gel with the pictograms better. One approach could be to increase the weight of the strokes to make it more wider and more calligraphy oriented, just like the pictograms.

This project has undergone significant number of iterative loops and continues to do so as two or more elements are combined in certain layouts. Tweaks and adjustments are made along the way, and usage guidelines are needed to be constantly updated to reflect these adjustments.

Conclusion

This project, aimed at creating a compelling visual identity for the 2036 Olympics in Ahmedabad, India, has been an enlightening journey through the realms of cultural heritage and modern design. By integrating elements such as flat brush calligraphy, traditional Indian folk art, and contemporary aesthetics, we have crafted a unified visual narrative that reflects India's rich cultural tapestry and dynamic spirit.

The process of designing pictograms, ticket layouts, and overall visual components has underscored the importance of cultural authenticity and aesthetic coherence in communication design. Drawing from local arts like Mata ni Pachedi and Warli art, and utilizing flexible yet dynamic calligraphic strokes, we ensured that each design element resonates with both local and global audiences, celebrating India's heritage while meeting international standards.

This project has reinforced the significance of communication design in enhancing global events like the Olympics, demonstrating how thoughtful design can celebrate cultural heritage, foster national pride, and create a lasting impression on a worldwide audience.

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Ahmedabad 2036



Project by: **Aparajita Prasad**