

Stockholm 2042 Styleguide

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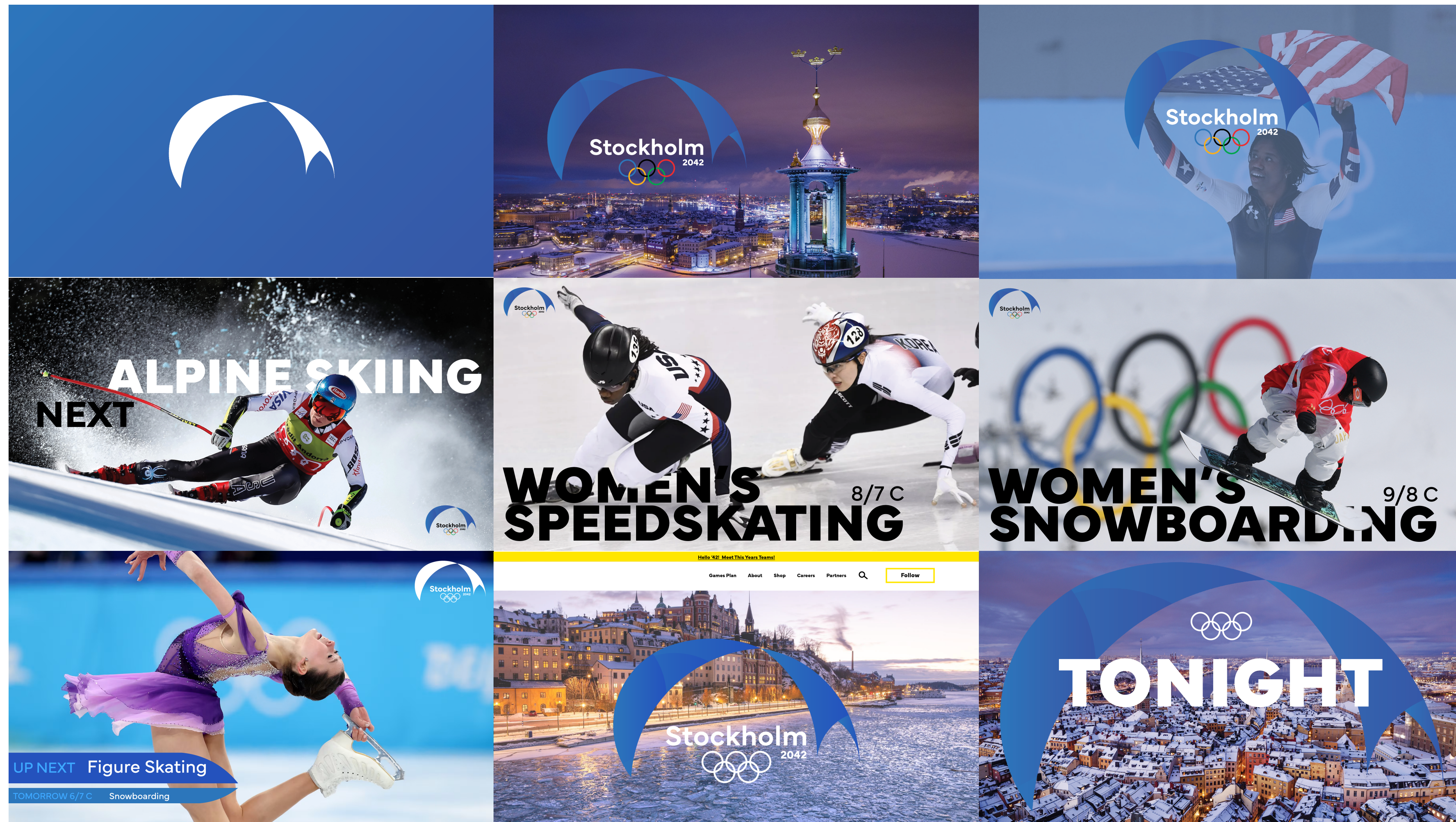
22-25 – Web & Print

Overview

For my starting point, I focused on Stockholm's idealistic location, unique landmarks and humble beginnings as a small fishing village, pulling inspiration from the very waters the city sits on.

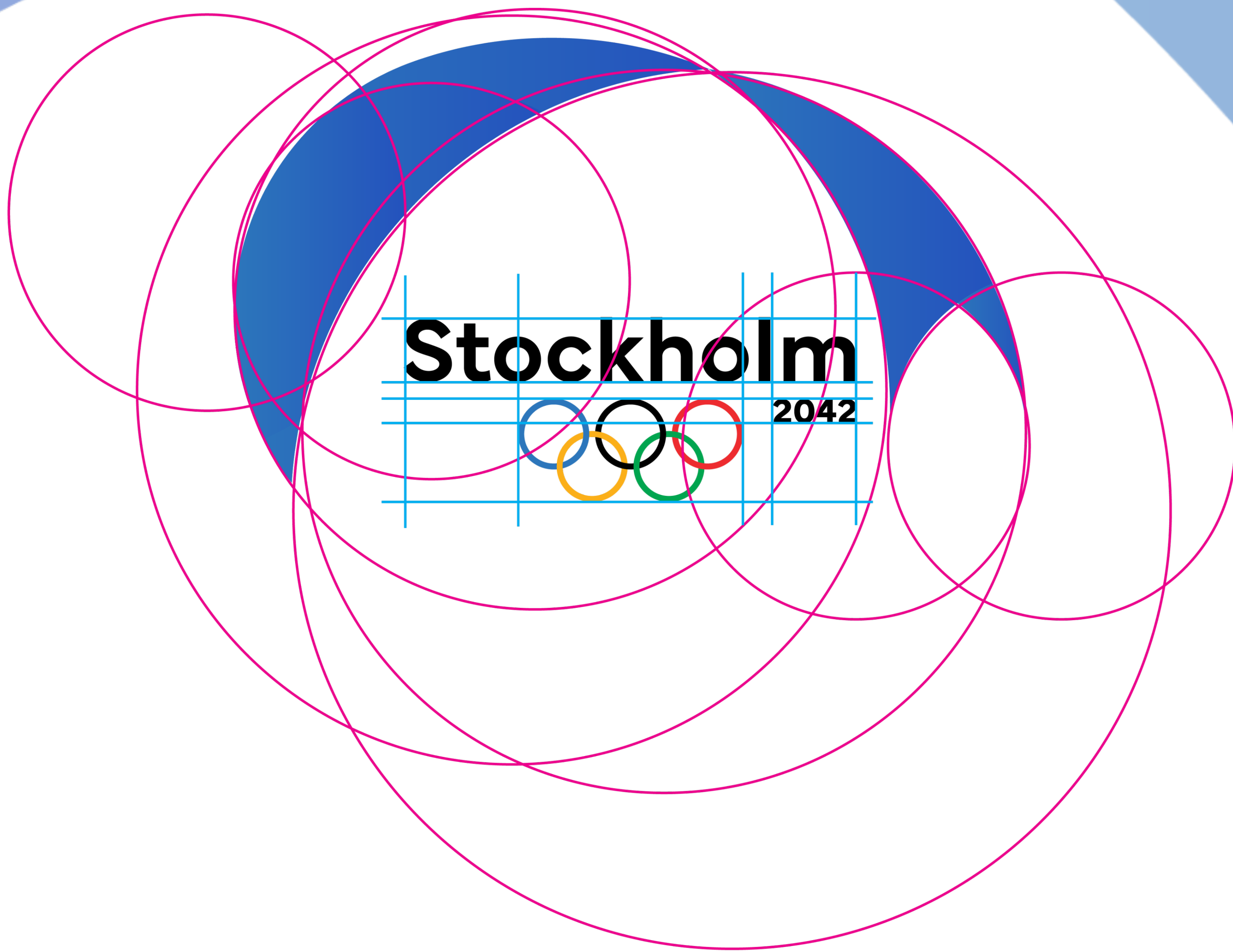


Moodboard



Final Logo





Palette



Olympic Blue

#2C76BB

R: 44
G: 118
B: 187

Swedish Blue

#2452BD

R: 36
G: 82
B: 189

Typeface

Mundial

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Up Next / 3 Item Menu



7:00 AM
Curling

8:00 AM
Alpine Skiing

10:00 AM
Figure Skating



Generic Backgrounds



Hero Logo Lockup



Promo Open



Titlecard



Endpage



Storyboard



Schedule

Coming Up

Stockholm 2042

<u>3 a.m. – 7:30 a.m.</u>	<u>7:30 a.m. – 8:10 a.m.</u>
Women’s Freestyle Skiing – Moguls Qualifying	Women’s Ice Hockey – Pregame Show
Men’s Freestyle Skiing – Moguls Qualifying	<u>8:10 a.m. – 10:30 a.m.</u>
Mixed Doubles Curling – U.S. vs. Norway	Women’s Ice Hockey – U.S. vs. Finland
Mixed Doubles Curling – Italy vs. Switzerland	<u>10:30 a.m. – 12:30 p.m.</u>
	Mixed Doubles Curling – Norway vs. Canada

Score



Lowerthird



Pictograms



Website



Follow



Stockholm

2042



Print





Thank You!

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