

### *The 2008 U.S. Look of the Team*

This campaign was a massive undertaking. It began by working with the design team from Nike to create the identity for Team USA.



### ***The identity, supporting pattern and manifesto.***

From this starting point, I collaborated with the Nike graphics professional team to design the support graphic pattern.

I wrote the copy that accompanied the identity system ... looking at something and understanding it often benefit from a little explanation.

#### **THE ICON**

The U.S. Olympic Look of the Team icon is representative of the triumphant stance of our victorious athletes, and of the Olympic flame that drives them. This icon also pays homage to the enduring symbol of freedom, the American Bald Eagle. Our tribute to the 2008 Olympic Games is represented by the symbol of infinity — an acknowledgement of the sustainable, green ambitions of these Games. It also symbolizes the number eight, a lucky number in Chinese culture. The deep blue and red colors harken back to the early years of American involvement in the Olympic Games.

#### **THE PATTERN**

The Look of the Team is not only about presenting an icon to represent our team in Beijing, it is about a system of graphics that work in harmony to project the strength, passion, and commitment of our U.S. Olympic Team athletes. The surrounding pattern embraces the culture of our gracious host, the city of Beijing, as well as the history and pride of the Chinese people. While we are a team competing for the glory of our nation, we are also members of a global community, as passionate about sport as we are committed to the Olympic Ideals.

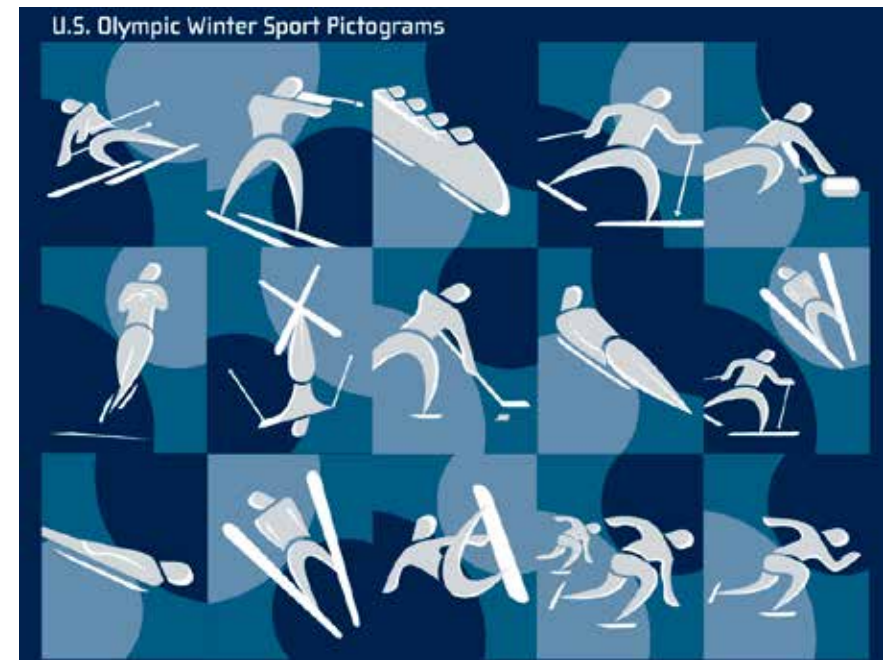
While the primary mark is bold and powerful, the supporting pattern is subtle and ornate. It takes its inspiration from the artistic stylings of Chinese painting and architecture. The Look of the Team supporting pattern introduces iconic American images into what is otherwise a traditional Chinese pattern, thus bringing the cultures of our nations together.



Before the Games, however, there were many other updates and events which needed attention.

Pictograms for the U.S. Olympic movement had not been updated since 1984, and it was decided that the 2008 Games was an ideal moment to work on a refresh.

I led the design team that executed this update.



## Team USA, Beijing 2008 campaign

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With the U.S. Olympic pictograms updated, our attention turned to the events that would promote our 2008 Olympic Team.

The U.S. Olympic Trials were a brand that could be managed and utilized to bolster the momentum for the U.S. Olympic Team.

I managed and contributed to the design team that developed a system for all of the National Governing Bodies use. This identity system for the Olympic Trials reinforced the visual identity of the U.S. Look of the Team for Beijing.





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With less than two years remaining until the 2008 Olympic Games, it was time to develop a larger scale graphic system to support Team USA. The logical start was with our own home here in Colorado Springs. This particular trellis system had not been utilized for many years. I designed a new concept that optimized all campus structures to accommodate branding and graphics in support of the Beijing Games.

This graphic system was then utilized to design campus signage for the U.S. Olympic Training Centers in Lake Placid, New York and Chula Vista, California.



As the 2008 Games approached, our attention turned to some of the minutiae associated with executing the U.S. delegation for the Olympics. The supporting pattern and graphics would supplement the identity and provide a springboard for multiple other uses.

Basic collateral such as envelopes, note pads and letterhead were developed in the lead up to the Games.

Partners used this identity system to develop their own advertising campaigns as well as clothing and accessories for the USA delegation and Team members.

The following pages show just a few of the many elements that went into the 2008 U.S. Look of the Team campaign.



LOTT Notepad



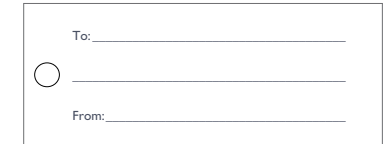
Note Card



Paralympic Note Card



Bag Tag Front



Bag Tag Back

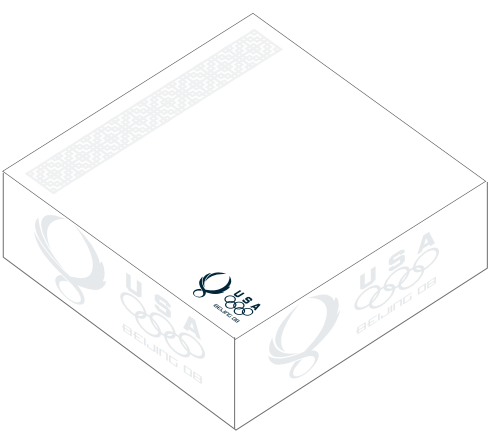
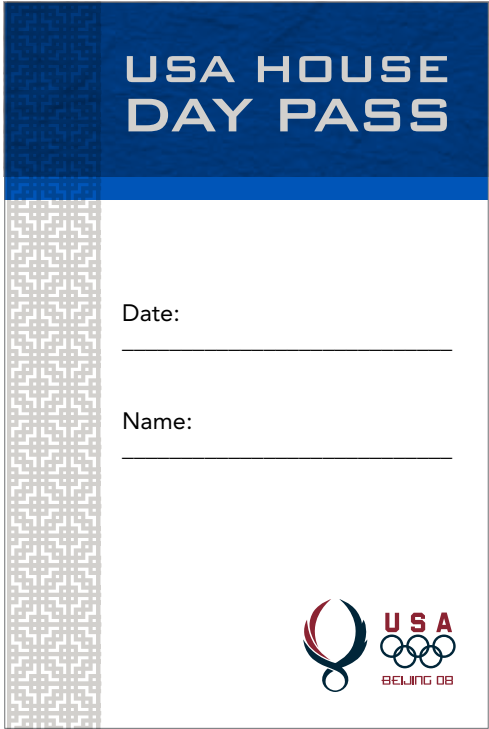


Shipping Labels

Credentials



Day Pass



Post-It Notes 3-D view



Post-It Notes

Team USA delegation pins and commemorative pin set





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During the Games, there is a tradition of distributing a 'photo of the day' postcard to any guest of USA House.

I designed a theme so that collectors could mount or otherwise present all of the daily postcards in a cohesive manner.

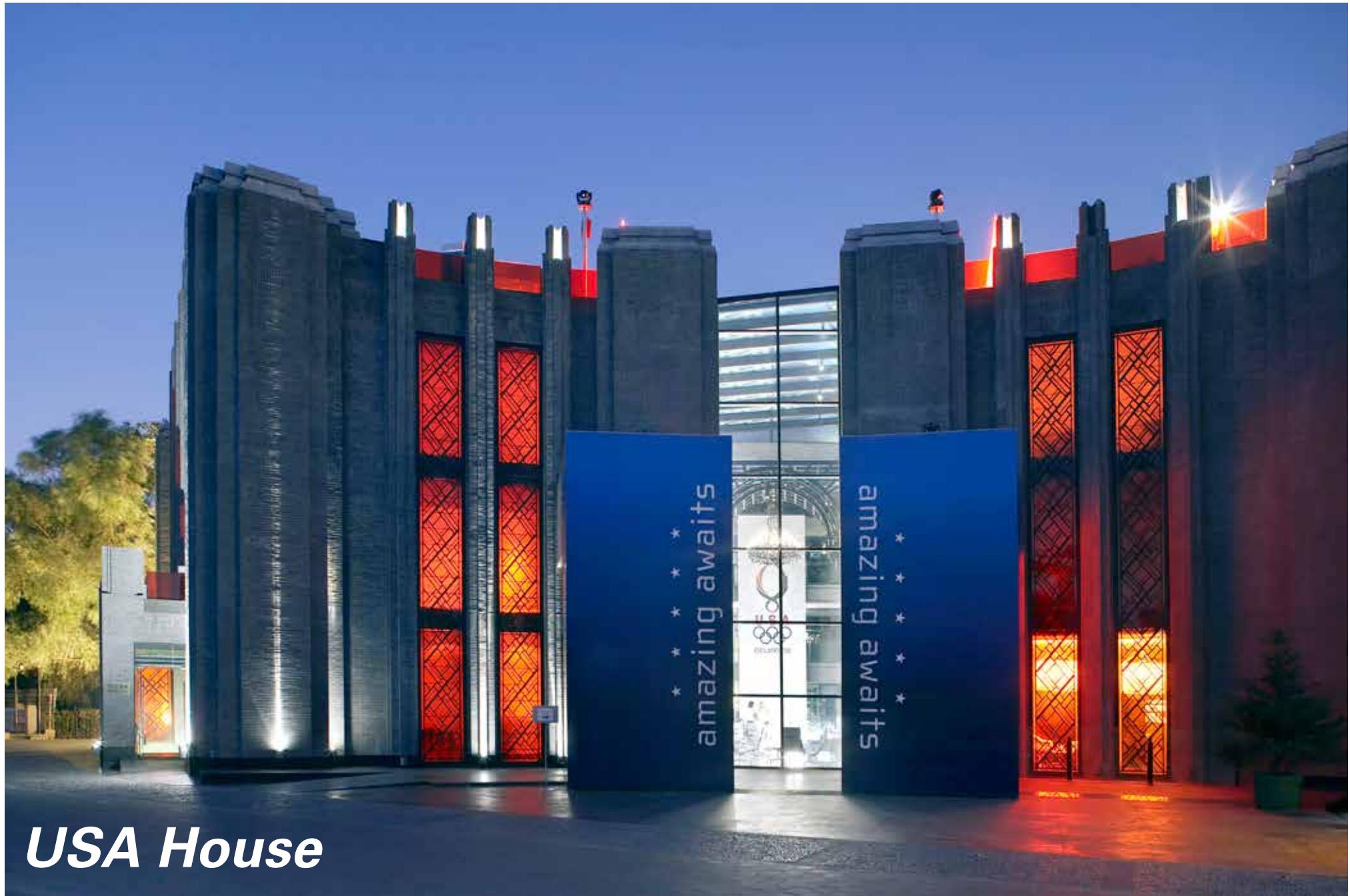






Delegation and family handbooks were also designed to provide an easy reference for important information such as key phone numbers, shopping, restaurants, and general cultural information.





# *USA House*



### USA House

USA House is the traditional business & hospitality center for the United States Olympic Committee.

This USA House venue would be more than 42,000 square feet covering four floors including a roof deck. I designed and supervised the installation of more than 60 separate graphic pieces, the largest of which was 3 stories tall. It would eventually accommodate more than 40,000 visitors including VIPs such as President George H.W. Bush, President Felipe Calderon of Mexico, actor Vince Vaughn, musicians such as Abigail Washburn, Bela Fleck, and Michael Tolcher. We also hosted many Olympians such as Bob Beamon, Mary Lou Retton, the U.S. men's and women's gymnastics teams and the duo of Misty May-Treanor and Kerri Walsh just to name a few. The 2008 USA House in Beijing was widely recognized as the best U.S. business & hospitality center ever executed.

