



# alternative games



# Are you game?

The Alternative Games are a collection of nonsensical events that allow local communities to unite while partaking in these ridiculous events

At heart, this event takes inspiration from The Olympic Games, but unlike the serious, competitive nature of The Olympic Games, The Alternative Games are aimed at local communities and families, encouraging everyone to participate.

Primarily, the goal of the games is to add a bit of silliness back into the lives of those partaking or watching, and remind these communities that life doesn't always have to be so serious.

The design behind the event focuses on the movement of the sports. These created the patterns that form the visual style for the event, that could be used as backgrounds, shapes and framing devices.

The logo, typeface and icons were informed from these patterns, exaggerating the loopy, bouncy movement that comes from the games. Meanwhile, the absurdity of the event, is highlighted through a set of bright, but consistent, colours.

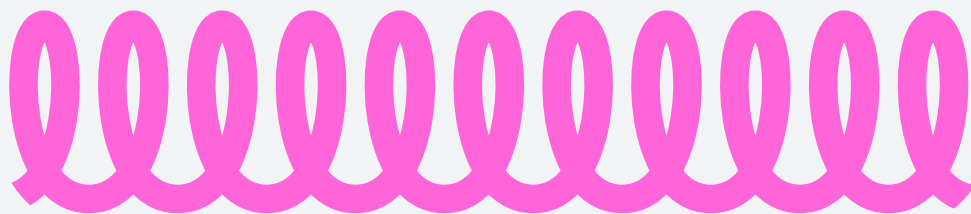
gliding green #64E8A6



yawing yellow #F7B928



plodding pink #FF5BD0



rolling red #F24304



popping purple #7E55F8



bobbing blue #6699FF



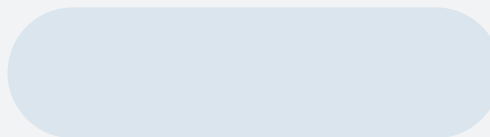
braking black #1A1A36



bouncing blue #272A8E



galloping grey #D6E1EB



wobbling white #EFF1F3



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

