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PARIS 2024 UNVEILS ITS OFFICIAL LOOK

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PARIS 2024



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If "Paris is a party", with Paris 2024, this famous quote will take on an even stronger meaning. A hundred years later, the return of the Summer Games to France will be an opportunity to bring exceptional moments of sport and joy to athletes and people from all over the world.

Paris 2024 will be all about highlighting the disciplines, athletes, host communities, celebration areas, in order to offer the conditions for a unique experience.

The look of the Paris 2024 Games serves this objective: it aims to invite people to party, to magnify the athletes, to sublimate the beauty of the gesture, to engrave in our memory exceptional technical performances and visually superb moments.

The look is the identity of the Games, the forms and colors that adorn competition venues, cities and celebration areas for weeks. The look is what is seen on television by billions of viewers, what is perceived by the millions of spectators in the stands and celebration areas, what the media reports.

The look is what should most simply and intuitively embody the spirit of an edition.

At Paris 2024, we will have a look that invites you to party, thanks to a colorful design that will retain a French, elegant and aesthetic spirit, while keeping its resolutely sporty identity. The originality of our look will also be its customizable dimension, so that each territory can appropriate it and truly feel the spirit of the Games.

At Paris 2024, we want to offer the most beautiful setting possible to sport, to bring the look to life as widely as possible, so that the Games are available to as many people as possible.

With this look too, we will make the "Games Wide Open" happen.

Tony Estanguet
Paris 2024 President

A handwritten signature in black ink, reading "Tony ESTANGUET".

CHAP.01

AN OFFICIAL IDENTITY FOR EVERY EDITION



THE “LOOK” IS THE VISUAL IDENTITY OF THE GAMES.

It is the decoration that will be used to dress every competition venue, together with the towns and celebration sites that will be decked out in the Games colours for several weeks. The Look of the Games will also ensure the spirit of the celebrations reaches all around the world.

Every four years, the Olympic and Paralympic Games feature a new Look reflecting the culture of the host country and the spirit that the latest edition of the Games wants to embody.



CHAP.02

PARIS 2024: MEANING AND ELEGANCE



WRITING A PAGE IN HISTORY, WITH A FRENCH TOUCH

At the core of the Paris 2024 visual concept is a great ambition: an invitation to celebrate, a chance to grow sport and a showcase for what makes Paris, France and the Games so remarkable. The Paris 2024 visual identity is intentionally colourful and aesthetically pleasing, bold and refined, modern and full of symbolism, mirroring French elegance and the soul of this edition of the Games.

Over the summer of 2024, this identity will accompany the finest sporting performances and will provide the backdrop to great moments of shared emotion. It will also be deeply rooted in the collective memory of over three billion broadcast viewers, creating a place in history as it does so.

3B

A look displayed
to 3 billion viewers

26K

media representatives

15K

athletes

45K

volunteers

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GAMES WITH A MEANING

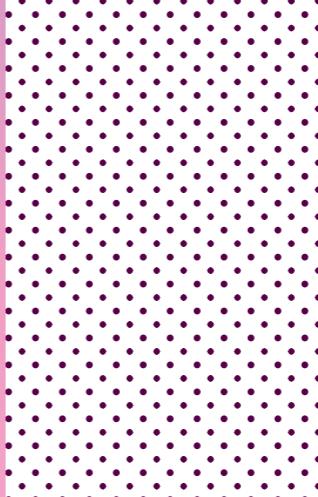
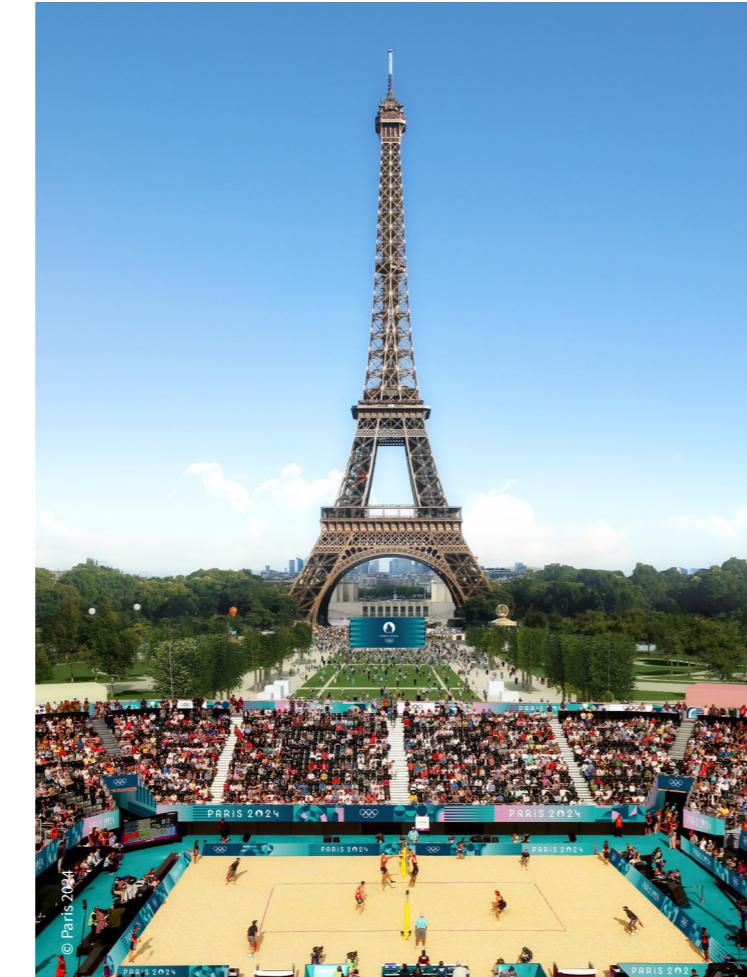
The visual identity for the Olympic and Paralympic Games Paris 2024 has been conceived on the basis of four main themes: **celebration, transfer, rationalisation, and personalisation.**

CELEBRATION: A SENSE OF FESTIVITY

An inviting look specially designed to bring together the sporting community....and celebrate it.

For Paris 2024, the festive spirit of the greatest sporting event in the world is more than ever at the very heart of our project.

This is why the visual identity of the Olympic and Paralympic Games Paris 2024 is intentionally colourful and joyful. This look translates the exceptional feelings that this worldwide celebration, so eagerly anticipated from all four corners of the planet, will evoke.



TRANSFER: A SENSE OF STYLE

Transferring sport into the city with style.

The look of Paris 2024 does not compromise on elegance, **in keeping with Paris, the capital of fashion and the City of Light.**

The Look has transferred inspiration from the creative French spirit as well as the Art Deco movement so in vogue in 1924, the year in which Paris last hosted the Games. Competition venues **will be sport personified, offering a more sober image in order to showcase the athletes and their performances above all.**

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RATIONALISATION: A SENSE OF RESPONSIBILITY

A single Look for the Olympic and Paralympic Games.

Paris 2024 has committed to making the Games **a more responsible event**. This is why we have opted for **a joint theme for both the Olympic and the Paralympic Games, with minimal changes between the two**. The look will remain the same, with just the Olympic rings being replaced by the Agitos, while certain Olympic pictograms are replaced by the Paralympic ones.

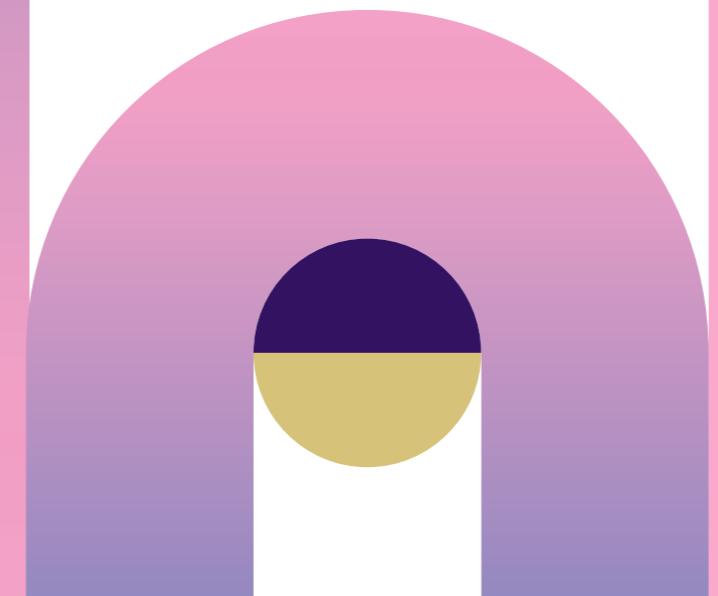
This decision has been taken to prioritise responsibility, rationalise costs and reduce the environmental impact of the event.



PERSONALISATION: A SENSE OF THE COLLECTIVE

Paris 2024 is a Games by everyone and for everyone.

It will bring together every region of the country, in mainland France and beyond. For the first time, **the look of the event will therefore be customised with the colours and style of the host communities and partners who, along with Paris 2024, have each had the opportunity to personalise the Look in their image: a genuine first in the history of the Games.**

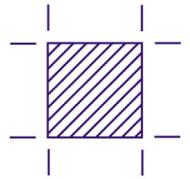


CHAP.03

GAMES THAT WILL PAVE THE WAY!

REFERENCING ALL LOCAL REGIONS

The Look of the Games is rich with symbolic meaning. Following the Marianne as an emblem and the Phrygian cap for the mascots, both strong representations of the Republic, **the paving stone has been given pride of place. This integral part of the French urban and historic landscape** has been used since Antiquity and was subsequently developed in Paris from the Middle Ages, becoming more widespread in the 19th century due to the emergence of traffic systems.



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PARIS 2024





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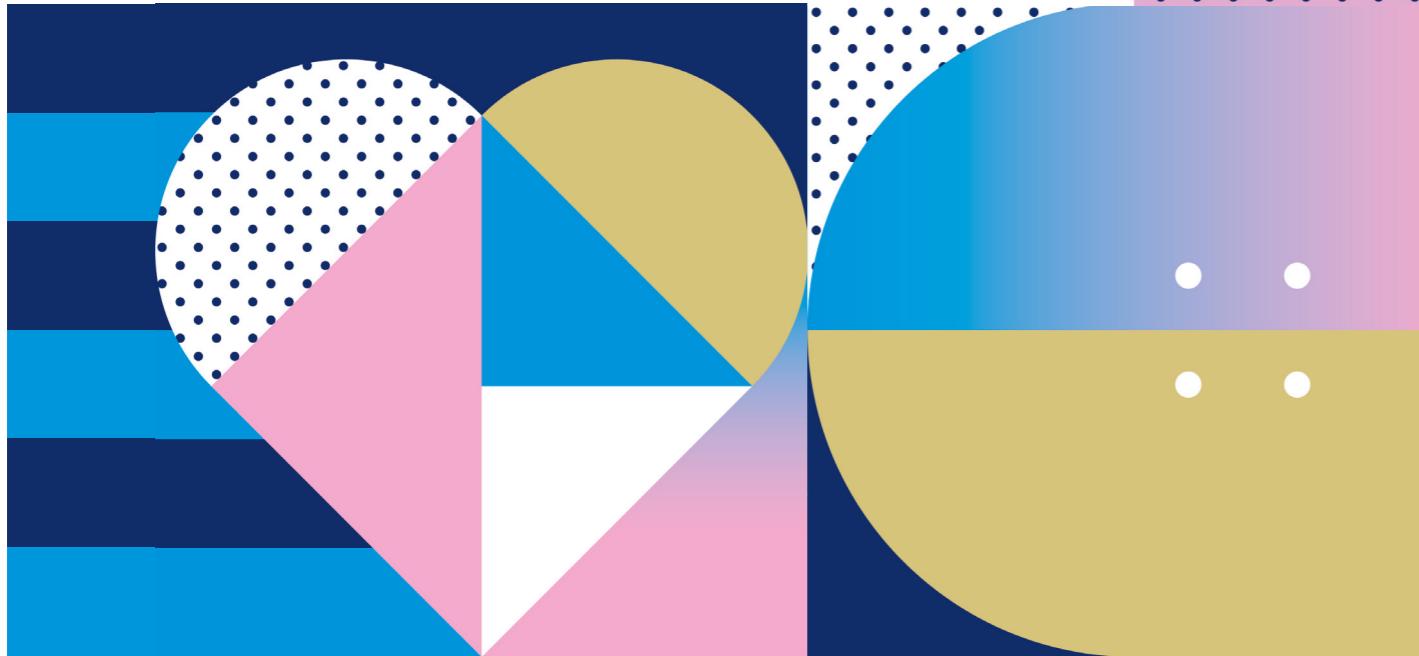
CAMES



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These squares, juxtaposed paving stones were used as the unit of measurement for the creative grid designed for the Games. They can be assembled and adjusted in any way to depict French material and immaterial heritage and have been **adorned with three different types of symbols: the images of sport, emblematic places, or a celebration of our French way of life.**

The blue, red, green, and violet pastel paving stones take on a new form when tinted, combining elegance and a lightness of spirit. **These colours symbolise the richness and diversity of France.**



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CHAP.04

MARKING HISTORY THROUGH EXCEPTIONAL ACHIEVEMENT

From the outset of the Paris 2024 adventure, we have shown the same ambition: to mark history by offering a new, unprecedented type of Games in order to conjure unforgettable emotions and offer a truly one-off experience to the greatest number of people possible. As our motto says, we have “Games Wide Open”! This desire to break with tradition and reinvent the great Olympic and Paralympic reference points drives our ambition in all aspects of the Games: the Opening Ceremonies, will be held in the city centre for the first time, the “Mass Event Running” that will bring the experience of the Olympic marathon course to thousands of amateur runners in an unprecedented and amazing way.

The look of Paris 2024 carries this same innovative and bold desire to surprise whilst also honouring French codes of elegance, and the historic symbols and revolutionary spirit that are the pride of Paris and all of France.



CLEAR SIGNS OF OUR AMBITION

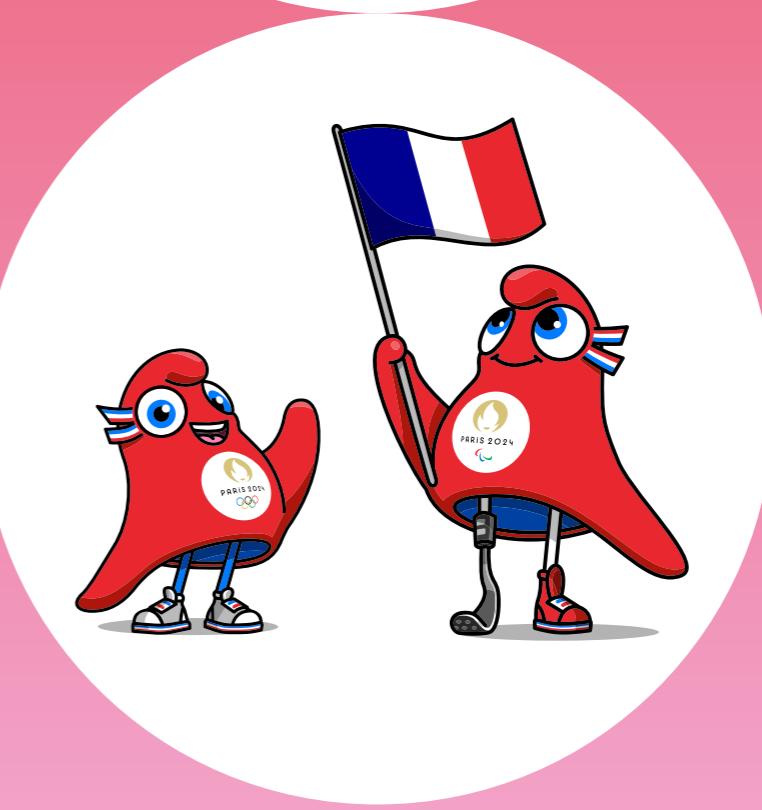
AN ICONIC EMBLEM

The Paris 2024 emblem is a clear sign of our unique approach to the Games. It combines three symbolic components (the medal, the flame and a Marianne, representing the Republic) that comprise the face of the Paris 2024 Games. **This face is that of a Games open to all and especially women, since Paris 2024 will be the first edition in the history of the Olympic Games to achieve a perfect gender balance of athletes.** This decision also refers to the women who, in 1900, were able to take part for the first time in the Olympic Games, in Paris. Another first is that **the emblem is the same for the Olympic and the Paralympic Games**, for which Paris 2024 shares the same level of ambition and demand.

A “REVOLUTIONARY” MASCOT

Throughout history, many mascots have been animals that encapsulates the host nation. The Paris 2024 mascots have broken from this tradition, embodying **an ideal, a powerful symbol of freedom and a historical reference that is known by all French people**. The mascots, **the Phryges**, are two small Phrygian caps that drive the revolution for sport. An Olympic and Paralympic mascot, each with its own personality, designed to carry the French people and the whole world forwards to the Paris 2024 Games.

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