

**Category:** Student Work

**Project:** Christchurch Winter Olympics Wayfinding

### **What was the challenge?**

Design a logo, wayfinding icons and two functional wayfinding guides for the 2014 Winter Olympics held in Christchurch, New Zealand. Since this is a global event, the design must appeal to and be legible to everyone.

### **What was the solution?**

The logo was designed with the intent of combining a modern, sleek style to represent the movement and speed associated with Winter Olympic sports with elements that are representative of New Zealand's people and culture. Several elements of New Zealand were incorporated into the logo: Maori arts and culture; the landscape of New Zealand's South Island; the flag of New Zealand and The Chalice, a monument specific to Christchurch's city centre.

The wayfinding icons and guides follow the branding established in the logo. The guides are in both English and Maori, since both are the official languages of New Zealand. However, the sports names and sports venue names are only in English since most of the words do not exist in Maori. The interactive digital maps are shown in the final solution only using English, but this is due to the fact that the first screen on the interactive map would offer several different language options. The interactive digital maps would employ touch screen technology, allowing visitors to be instantly greeted by an information bubble when they select an area on the map.

### **What was the effect?**

In order to represent the movement and speed of the Winter Olympics with a modern, sleek style, the sans-serif font Gill Sans is paired with curved, dynamic shapes in the icons. The curved shapes are also a reference to traditional Maori carving and tattoo arts, since the Maori people make up a significant population of the country and Maori culture is celebrated and embraced. The curved shapes in the logo make up the shape of The Chalice, a conical monument in Christchurch's Cathedral Square at the centre of the city. The four stars above the three curves that mimic The Chalice shape reference the stars on the flag of New Zealand that represent the southern hemisphere star constellation of the Southern Cross. The turquoise blue in the logo and on the maps represents the blue waters in the harbour of Christchurch, while the green on the map represents the bright verdant hue of the native vegetation. The turquoise blue is paired with black in the logo because black is also a colour representative of New Zealand, seen in the country's official tourism logo and the national rugby team, the New Zealand All Blacks.

The maps are designed with the same colour scheme as the logos and icons, using blue, green, black and adding orange as a fourth colour. Orange is added as a colour to establish hierarchy, as it is used in the design to highlight important venues and specific venue information within the interactive digital maps. The font used in the logo is the same in the maps, where it is utilised for both the English and Maori languages, differentiating between the two by changing the weight of the font (regular and light, respectively). The use of the speech bubble (like those seen in comics) is to soften the sleek and informative look of the maps by offering a friendly-looking device (reminiscent of cartoons) to guide and inform the viewer.

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# 2014

CHRISTCHURCH  
ŌTAUTAHI



## MOUNT HUTT OLYMPIC EVENTS MAP OLYMPIC TAUWHAINGA MAPI

South Face Bobsleigh Course

Alpine Skiing Summit Six Course

Exhibition Bowl Halfpipe Course

MOUNT HUTT BASE CHALET

CHRISTCHURCH ICE STADIUM

2014 CHRISTCHURCH ŌTAUTAHI

- FIGURE SKATING
- SNOWBOARD
- ALPINE SKIING
- ICE HOCKEY
- BOBSLEIGH

chairlift  
 cable car  
 handicap accessible  
 helicopter landing only  
 tram route  
 tram access  
 stairs  
 code  
 first aid  
 you are here  
 event area  
 tram route  
 tram access

2014 CHRISTCHURCH ŌTAUTAHI

Touch to return to main screen

CANTERBURY COUNTY  
Olympic Games Areas

CHRISTCHURCH ICE ARENA  
at MOUNT COOK

MOUNT COOK  
BASE CHALET

TRAM RIDE  
DURATION:  
2 hours

chairlifts to event areas

SKELETON  
 LUGE  
 SKI JUMPING  
 ICE HOCKEY  
 FIGURE SKATING  
 chairlift  
 tram access  
 tram route

