

PRESS: SINGAPORE OFFICE APPOINTED FOR SINGAPORE 2010 YOUTH OLYMPIC GAMES

Date: 16 January 2009

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Following a three month pitch process, the Singapore Youth Olympic Games Organising Committee (SYOGOC) appointed The Brand Union Singapore as the consultant to develop the brand identity for the inaugural Youth Olympic Games (YOG).

A new initiative of the International Olympic Committee (IOC), the YOG seeks to engage the youth of the world through the twin pillars of sport, culture and education. Singapore will be hosting the first YOG in August 2010.

TBU Singapore is responsible for the strategy, design and consultancy on the Look of the Games for Singapore 2010. Working closely with SYOGOC, TBU Singapore developed the brand vision, and adapted and refined the official logo, which was chosen from a number of entries submitted by the general public and Singaporean design companies. The official logo was unveiled in Singapore on 10th January 2009.

The Singapore 2010 Youth Olympic Games will see some 3,600 athletes and 800 officials from the 205 National Olympic Committees (NOCs). Young athletes – aged 14 to 18 years – will compete in 26 sports and take part in a Culture and Education Programme during the Games.

In the months leading up to the Games, TBU Singapore will be participating in the creation of core graphics and pictograms for the Games, and a host of other projects such as the development of '*Look of the Games*' to create excitement and understanding of Singapore 2010 and to prepare the city for the eyes of the world.