



Easy to reproduce



Ink Font -17% (us system fonts)



Data Logo -73% (us bid)



Data (Variable) -82% (us Static)



PARIS 2024



Ink Logo -55% (us bid)

bonjour Paris
bonjour Paris
bonjour Paris
bonjour Paris
bonjour Paris

Paper Font -6% (us system fonts)



PARIS 2024



Same Olympic & Paralympic emblem (First Time)



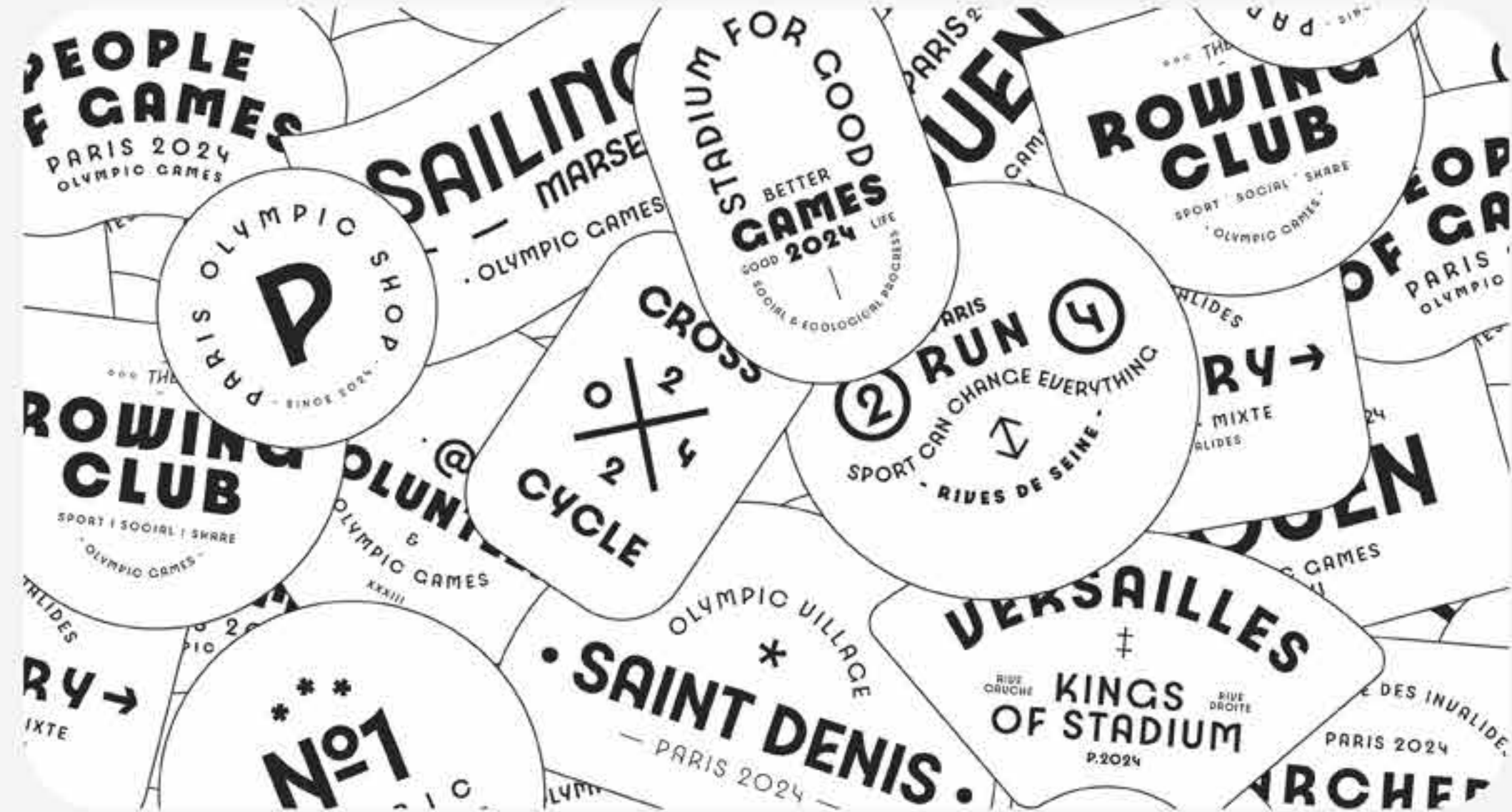
Limited ink rate colors



PARIS 2024



Power (Dark Mode) -60% (us Light Mode)



**biggest new logo
release of 2019**

Creative Review

83%

83% of french people
like the new emblem

Opinion way

**1 / 2 of
French people
have seen the
logo in one week**

Odexa

543

543 online press articles
in less than 24 hours

Visibrain



are the most
shared emojis
logo Paris2024

Visibrain

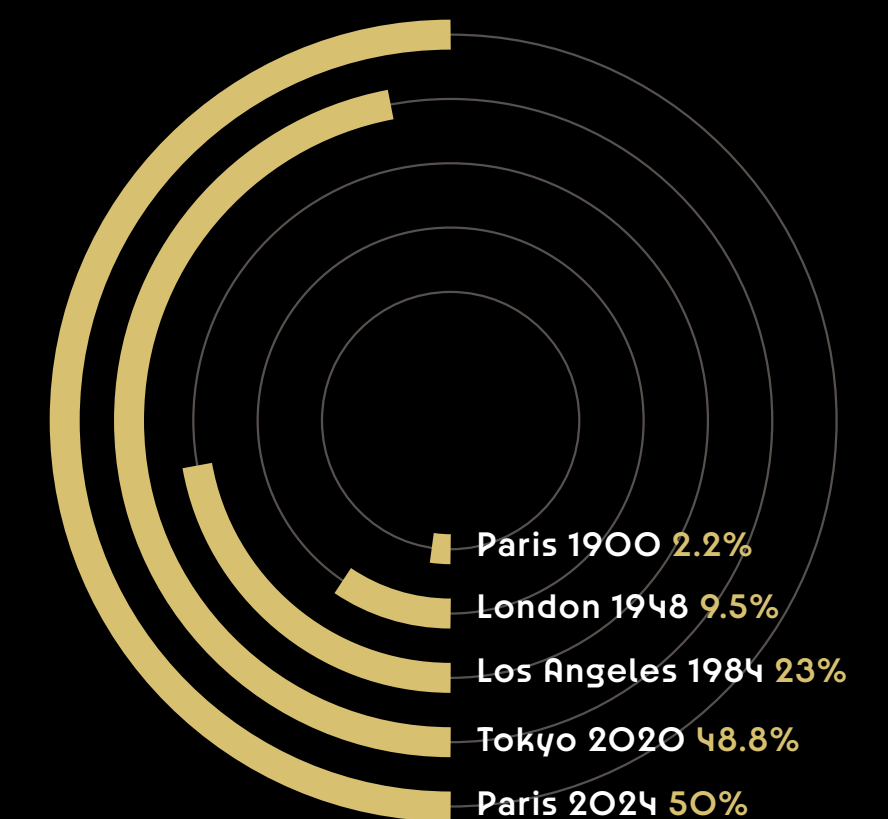
60k

**60k tweets
in 1 day
by 44,000
internet users**

Visibrain

**zero media
investments**

**Female participation
in the Olympic Games**



One year after our logo reveal, Paris 2024 announced a total parity between male and female athletes. A historic first!

**“Paris 2024,
live up to your logo!”**

Ligue du Droit International des Femmes
(Founded by Simone De Beauvoir)

**“It’s the symbol
of women’s emancipation,
and even today we still need to fight.
So yes, I love this logo for that.”**

Europe 1

“This emblem is historic”

Brut

**“A pure and
elegant typography”**

Le Monde

**“For once, Paris is not symbolised
by a French cancan dancer
or the Eiffel Tower...”**

Libération

**“An interesting story
behind the logo,
which is rooted
in sustainability”**

Creative Review

**“We are very impressed...
The emblem of Paris 2024
has had a colossal international impact”**

Tony Estanguet (Paris 2024 CEO)

**“This face is yours
it’s the face of the men
and women
who are mobilized,
of the athletes
who have come from
the four corners
of the world
to surpass themselves,
of the Olympic values.”**

Emmanuel Macron

**Designed by Ecobranding
& Royalties**

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