



**Logo**

As with Olympia's Grand Hall, the logo is the centre piece of our identity.

Each show brings new life and new people into the building and the colour blend in the logo represents this transition and the ever changing programme of events.

The logo itself references how the Olympia's iconic architecture becomes a vehicle for these unique experiences.

Grey



White



# LOGO

## Exclusion Zone/Minimum Size

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### Exclusion Zone



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### Minimum Size



Minimum size equivalent to "London" in the logo being 6pt

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### File Format

The fade in the logo must be reproduced on all outputs.

The logo is only available as an Adobe Illustrator file to preserve the transparency.