

Olympics have London in the pink

By Michael Florek, Special to USA TODAY

Initially, designer [David Bromstad](#), host of HGTV's *Color Splash*, had the same reaction many Olympic fans had when looking at the pink the London Games are draped in.



Kyle Terada, USA TODAY Sports

"I'm like, 'Whoa. Pepto Bismol threw up everywhere,' " he said.

But the more he saw it, the more he liked it. Bromstad says the vibrant pink gets the blood pressure up. It adds to the excitement. Unlike red, which has the same effect, it doesn't come off as offensive to some people. At an event where there's already astronomical levels of excitement and tense moments, "the pink is going to add that little extra something something."

The color has penetrated its way into all levels of the Olympics, from the official logo to the sidelines of London's blue field hockey field. Bromstad said marketing probably played a factor in the creation. See the pink behind an athlete in a video or photo and know exactly where that person is.

As for where it looks the best? How about in the place where there has been nothing but white and green grass for much of the past 100 years?

Bromstad said Wimbledon's newly pink walls complement the green grass courts nicely.

But what about the color's reputation as better fit for a London tea party than the London Games?

"Only in America we think it's girly," Bromstad said. "Everywhere else, it's the universal color of love. ... Pink represents compassion and encourages joy and happiness and encourages friendliness and discourages aggression."

Pink might just fit into the Olympic mission, even if it's a little jarring to get used to.

"It brings warm and comforting feelings with the sense that everything is going to be OK," Bromstad said. "Pink is a sign of hope."

And now it's the official color of Olympic medal hopefuls everywhere.

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