

The Olympics

Learning Objective:

To explore and design Olympic logos.



What is a logo?
Where have you
seen them?
Why are logos
created?

Can you remember the last Olympic Games logo?



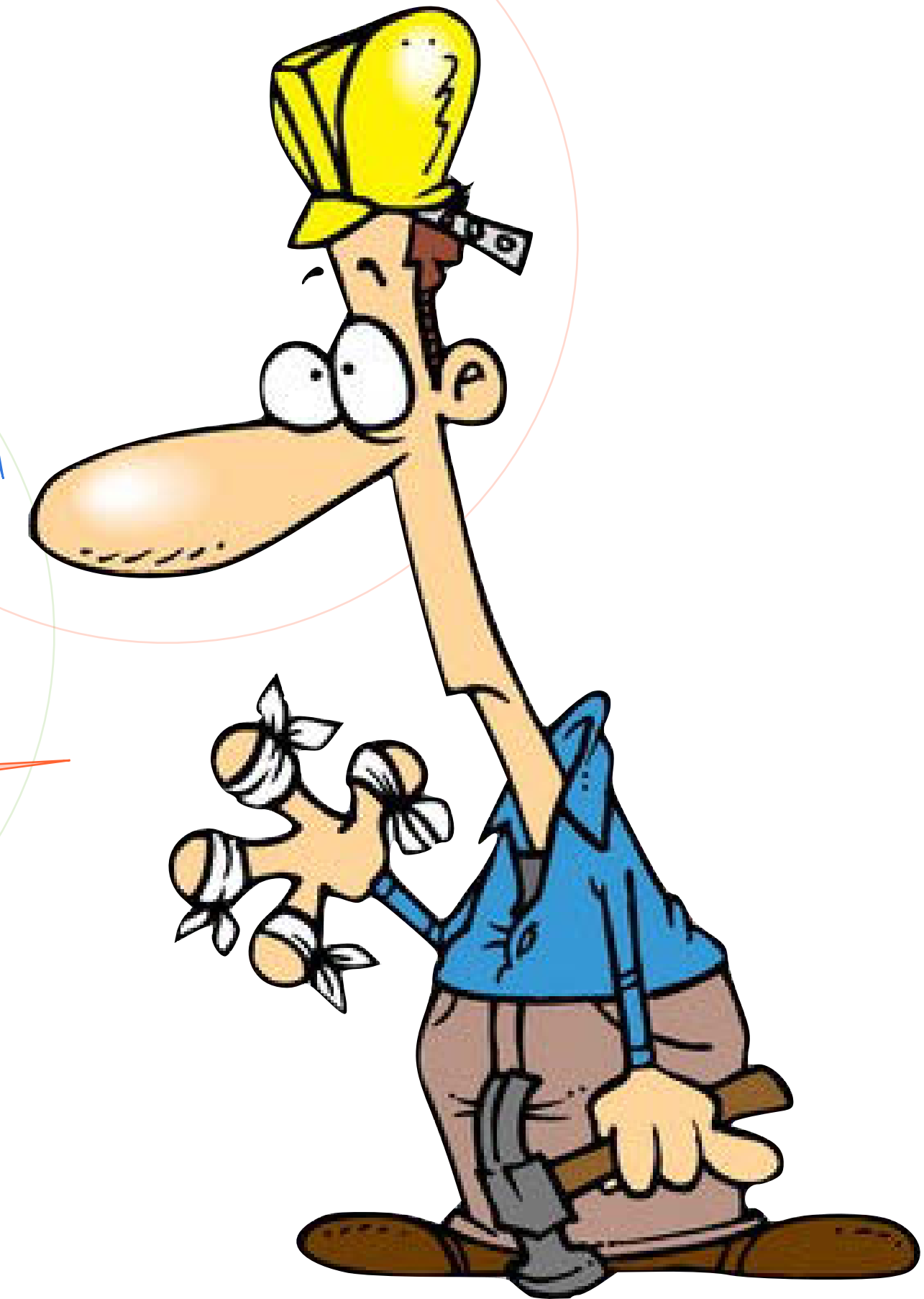
A logo is a graphic mark, emblem or symbol used by organisations to ensure people recognise them.

All Olympic Games in the past have had their own logo. The host city of the Olympic Games designs a unique logo that is used to promote the games around the world.

Do you remember any of the past Olympic Games logos?

What did they look like?

Why do countries want to promote the Olympic Games with a unique logo?



Countries that want to host the Olympic Games will propose a suitable logo to the International Olympic Committee (IOC). Before the logo is presented it usually goes through many designing phases. It is often re-designed many times to achieve the best logo.



Designers working on a logo.



Look at these logo designs for the Singapore 2010 Youth Olympic Games. These were designed by people in the Olympic committee. Which one would you have chosen and why?

None of these logos were actually chosen.



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**This is the Beijing
2008 Olympic
Games logo.**

**What has been used in
this logo? Why has it
been used?
What makes this logo
successful?**



This logo represents the Olympic Games and China's culture.



The dancing/running character symbolises the Chinese character 'wen' which means humanity.

The red seal symbolises the ancient Chinese art of seal-cutting. Seals were used as a personal signature.

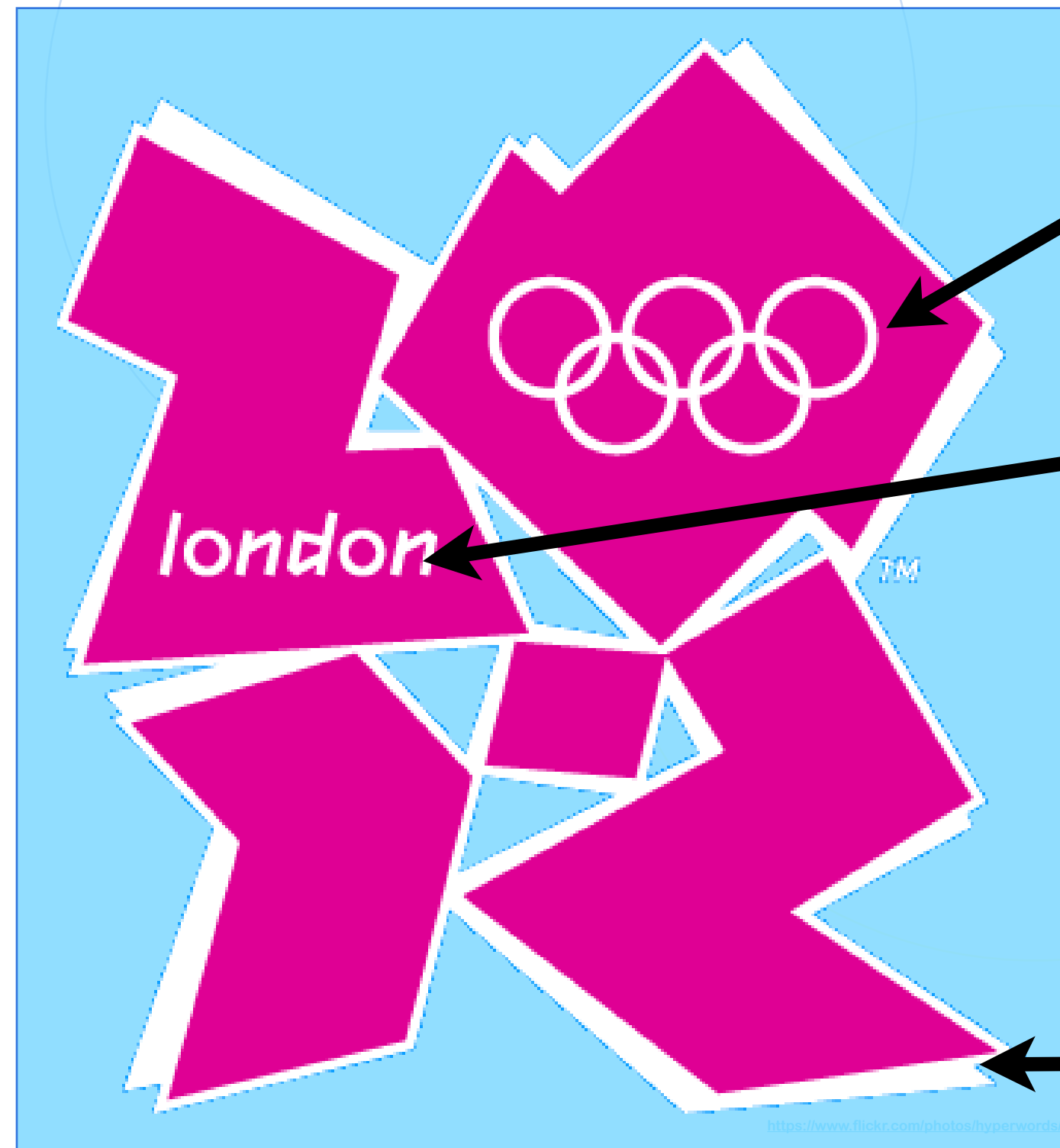
The logo features the name of the host city and the year the Olympics were held.

The Olympic rings are also featured in the logo to represent the five continents attending.



Let's take a look at some more Olympic logo designs and why they were designed. Think about how each logo symbolises the Olympics and the host city.

This is the London 2012 Olympic Games logo.



The Olympic rings are featured in this logo to represent the Olympics and the continents participating.

The name of the host city is evident here and the year '2012' is the actual logo outline.

The logo features jagged edges and has a modern feel. This was used to appeal to the youth and show that London is a modern, edgy city.

This is the Vancouver 2010 Winter Olympic Games logo.



The logo features the Inukshuk which is the traditional rock landmark used by the native Canadian people.

The colours of the Inukshuk are the colours of the Olympic rings.

The host city's name and year of the games is featured.

The Olympic rings have been used, however they are all one colour as the colours have been used in the Inukshuk.

This is the Atlanta 1996 Olympic Games logo.



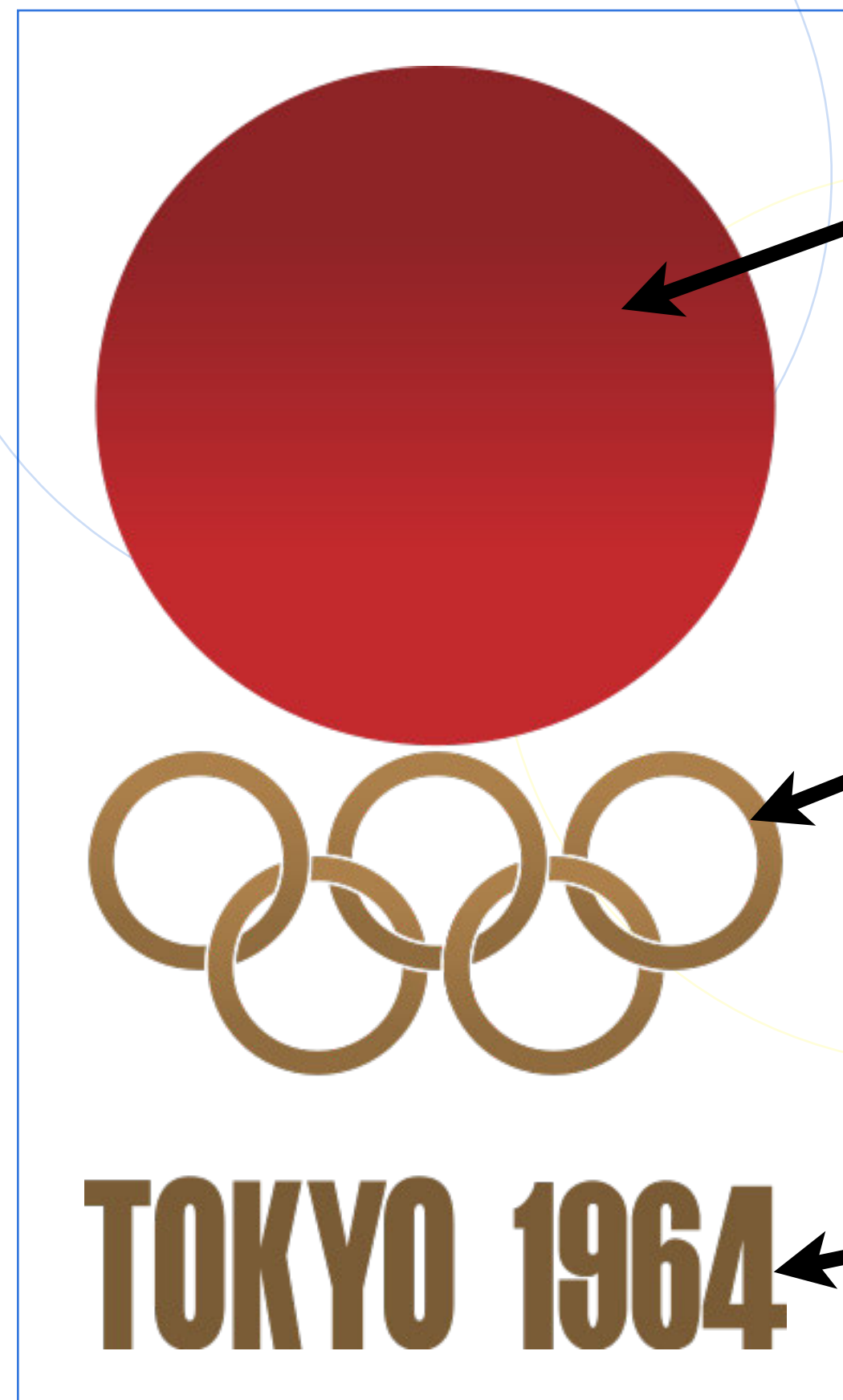
The stars are used as the torch flame to symbolise the pursuit of excellence. There is a gold star for gold medals.

The Olympic torch is featured in this logo and it is made from the Olympic rings and the number 100.

The number 100 is featured in this logo as the Atlanta Olympics were exactly 100 years after the first Athens Games.

The host city's name and the year it hosted the Olympics are featured.

This is the Tokyo 1964 Olympic Games logo.



This logo was famous for its simplicity. It features one red circle that represents the Japanese flag. The red circle symbolises Japan as the land of the rising sun.

The Olympic rings are featured and are a gold colour to represent winning and coming first.

The name of the host city and the year it hosted is also featured and again the words are a gold colour.



Now that you have seen some past Olympic Games logos, do you think you could design your own logo for the upcoming Olympic Games?

What do you need to think about? Do you need to research the host city/country?

What Olympic symbols will you use?