

THE OLYMPICS LOGO



WHO CREATED THE OLYMPICS LOGO?



Baron Pierre de Coubertin founded the Olympics (Hirthler), he used something that had no limits to unite people of different countries, and cultures as well as bring peace.



Baron Pierre de Coubertin created the logo in 1912

THE THOUGHT PROCESS OF CREATING THE LOGO



Coubertin wanted
to recreate the
Roman Olympics

Coubertin only desired
peace in an
“Olympic spirit”
which entailed
mutual
understanding,
a spirit of friendship,
solidarity, and
fairness.

Over the years, the Olympics logo itself (the rings) hasn't changed much. The sequence of the rings has merely been made one solid color or changed the colors.

In 2010 however, the logo reverted back to its original version.

What has changed time and time again are the additions to the logo from each Olympic game.



- **HOW HAS THE LOGO CHANGED?**

In my opinion, the
“new” additions every olympic
has almost become as iconic as
the rings itself!



TOKYO 1964



Rio2016™





HAS IT INFLUENCED OTHER LOGOS?

I have not been able to find any evidence that the Olympic logo has influenced others, however in my opinion I would think that it has.

There is no way that such an iconic logo cannot be inspiration for present and future logos to come.



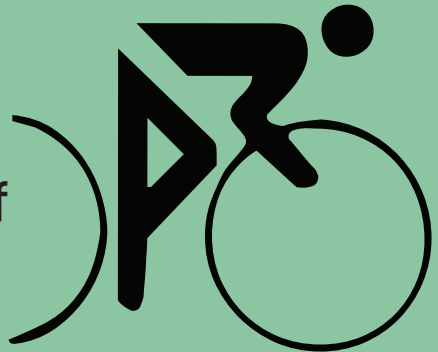
HAS IT INFLUENCED OTHER LOGOS?

Whether in symbolism, and simplicity, or in the shape, color, and use of negative space, I'm sure the Olympics logo has had it's fair share of being a design inspiration.

**HOW DO THE
SURROUNDING
IMAGES
COMPLIMENT
THE LOGO?**

The surrounding images goes with the themes of the place The Olympics is being held that year, they draw from cultural inspiration to promote the logo that year.

This simple iconic logo works design wise very well, and the simplicity of it still holds up today, as it will through time.



CITATIONS



Aigars. “45 Olympic Logos and Symbols From 1924 to 2022.” Colorlib, 16 June 2019, colorlib.com/wp/all-olympic-logos-1924-2022/.
Bloc. “Celebrating Pierre De Coubertin: the French Genius of Sport Who Founded the Modern Olympic Games - Olympic News.” International Olympic Committee, IOC, 3 Sept. 2019, www.olympic.org/news/celebrating-pierre-de-coubertin-the-french-genius-of-sport-who-founded-the-modern-olympic-games.
“Promote Olympism in Society.” International Olympic Committee, 9 Apr. 2019, www.olympic.org/the-ioc/promote-olympism.



Staff, Creative Bloq. "The Good, the Bad and the Ugly: Typography in Olympics Logo Design." Creative Bloq, Creative Bloq, 14 June 2012, www.creativebloq.com/graphic-design-tips/olympics-logo-design-1234186.

"A Symbolic Logo: History of Olympic Rings." Glantz Design, 3 May 2019, glantz.net/blog/a-symbolic-logo-history-of-the-olympic-rings/.

"Tips & Tricks for Your Website." The Olympics Logo Story, www.freelogodesign.org/blog/2018/02/16/the-olympics-logo-story.