

THE IDENTITY OF SPORT EVENTS USING LOGO DESIGN

Abstract: All over the world there are sport competitions, national, international or global (The Olympic Games, The World Football Championship, Women`s World Handball Championship etc.). We really know how important is the graphic representation of each sport event. That means a LOGO. This paper talks about LOGO, the main character in our research for these special events. A logo is a graphic tool allowing an easier identification of something. We have identified very interesting symbols, colours, shapes and other graphic representations which have personalized the event. As a special working direction, it was to study the logos of Olympic Summer and Winter Games along the time. The result astonished us, because we have seen various graphic representations having a lot in common. We have paid attention, also, to other sport competitions all over the world, identifying the graphics and the typology of logos used in this field. We have made „a dissection” of these representations and the conclusions were so interesting. We are convinced that our work is the beginning of a way into a special graphic universe and we have made just the first steps.

Key words: Logo, sport event, Olympic Summer and Winter Games, symbol, colour.

1. INTRODUCTION

From the first steps, we have believed that a study concerning these kind of sport events will be a great opportunity to identify and to enriched the universe of symbols and colours with special graphic representations in the field of world sports events. That is why our direction to study was to understand the structure of these logos, to see if the graphic representation is well known and the symbols are very clear as a message. The result was this research study about Olympic Summer and Winter Games which have presented a peculiar interest for us. In an usual language these world events are called Summer or Winter Olympiad.

2. OLYMPIC SUMMER GAMES LOGOS: SYMBOLS, SHAPES AND COLOURS

Our study was focused on Olympic Summer Games from 1948 (London) till 2016 (Rio de Janeiro). It was interesting to discover a few symbols which were used for these 18 World Sport Events. Also, we have identified new elements concerning the graphic representations which are presented in this paper.

First, we have noticed three general characteristics of all logos, namely: the city (where the Olympic Summer Games have taken place), the year of world competition and the 5 Olympic rings. The year was written as an entire number (e.g. 1996) or as two last figures (e.g. `92). Another observation was about the position of Olympic rings in accordance to the graphic representation. For 11 times these Olympic rings are presented under the graphic representation, for 5 times over it and 1 included in it. Only London Olympic Summer Games logo is different from all logos.

In Tables 1-3 we have presented all the Olympic Summer Games logos, from 1948 till 2016. Also, we have noticed that only 6 logos have an explanation about the number of the Olympiad [1, 2, 3, 4, 5 and 6].

About the writing we have noticed 3 times a special one: Sydney, Beijing and Rio.

What was important to see studying these logos is the evolution in logo design, from pencil to computer. And this was obviously for us.

Table 1








Olympic Summer Games logos.

Summer Olympic Games logos	Features
	<ul style="list-style-type: none"> - The XIVth Olympiad - Graphic representation: London`s Parliament building - Location: London - Year: 1948 - The Olympic rings are drawing over the Parliament building
	<ul style="list-style-type: none"> - The XVth Olympiad - Graphic representation: a partial view of the Olympic Stadium (the tower); colours used are blue and white (like on the Finnish flag) - Location: Helsinki - Year: 1952 - The Olympic rings are included in the graphic representation
	<ul style="list-style-type: none"> - The XVIth Olympiad - Graphic representation: The Olympic Stadium, victory laurels, a torch and the contour of Australia. The torch indicates the city of Melbourne - Location: Melbourne - Year: 1956 - The Olympic rings are drawing over the graphic representation

Table 2

Table 3

Olympic Summer Games logos.

Summer Olympic Games logos	Features
	<ul style="list-style-type: none"> - The symbol of Rome (female wolf who feeds two children, Romulus and Remus, known as founders of Rome, as the legend speaks.) - Location: Rome - Year: it is written as Latin figures MCMLX, that means 1960 - The Olympic rings are below the graphic representation
	<ul style="list-style-type: none"> - The symbol is „the Rising Sun” and this is represented in the flag. The red disc means passion, sincerity, purity and honesty. - Location: Tokyo - Year: 1964 - The Olympic rings are below the red disc
	<ul style="list-style-type: none"> - A special writing - Location: Mexico City - Year: 68 - The Olympic rings are drawing over the graphic writing
	<ul style="list-style-type: none"> - The symbol is a mathematical spiral form (as a radiant garland) - Location: Munich - Year: 1972
	<ul style="list-style-type: none"> - The symbol is a stylized letter “M” and the Olympic rings are included in the graphic representation - Location: Montreal - Year: 1976
	<ul style="list-style-type: none"> - The XXIInd Olympiad - The symbol is about athletics tracks, the winner takes the red star. It is possible to see a symbolic building of Moscow, namely Lomonosov University - Location: Moscow - Year: 1980 - The Olympic rings are drawing below the symbol
	<ul style="list-style-type: none"> - The XXIIIrd Olympiad - The symbol is composed of stars (red, white and blue), in a dynamic motion, in accordance to the colours of USA flag - Location: Los Angeles - Year: 1984 - The Olympic rings are below the graphic symbol

Olympic Summer Games logos.














Summer Olympic Games logos	Features
	<ul style="list-style-type: none"> - The symbol is about curved lines which gives a sense of movement - The XXIVth Olympia - Location: Seoul - Year: 1988 - The Olympic rings are below the graphic representation
	<ul style="list-style-type: none"> - The symbol is an athlete created by „brush technique”, in red, yellow and blue colours - Location: Barcelona, year: 1992 - The Olympic rings are below the symbol
	<ul style="list-style-type: none"> - The symbol is as a torch with flames as stars, and the torch handle is created using the Olympic rings and the number 100 (to celebrate 100 years from the Modern Olympic Games) - Location: Atlanta - Year: 1996
	<ul style="list-style-type: none"> - The graphic representation is about an athlete with a ribbon (red, yellow and blue colours), created using the symbol of Australia-the boomerang - Location: Sydney - Year: 2000; - The Olympic rings are below the symbol
	<ul style="list-style-type: none"> - The symbol is an” laurels crown” for the athlete’s winners - Location: Athens - The Olympic rings are below the graphic representation
	<ul style="list-style-type: none"> - The symbol is an athlete, created as a letter of the Chinese writing - Location: Beijing - Year: 2008; - The Olympic rings are below the graphic representation
	<ul style="list-style-type: none"> - The logo is a stylized 2012 which contains the witting London (in figure 2) and the Olympic rings (in figure 0) - Location: London - Year: 2012
	<ul style="list-style-type: none"> - The symbol is about 3 stylized athletes, united by hands and feet, in the colours of Brazilian flag - Location: Rio de Janeiro - Year: 2016 - The Olympic rings are below the graphic representation

Table 5

3. OLYMPIC WINTER GAMES LOGOS: SYMBOLS, SHAPES AND COLOURS

The second direction of our study was focused on Olympic Winter Games logos and this was another interesting experience to us. We have analyzed logos for 19 World Olympiads and we have discovered different symbols used in these logos. From 1948 (St. Moritz) till 2018 (Pyeong Chang) was a „wonderful graphic trip” which has demonstrated the creativity and the skills of designers to realize expressive logos. The results of our second part of the study are presented in Tables 4-6.

Table 4

Olympic Winter Games logos.	
Winter Olympic Games logos	Features
	<ul style="list-style-type: none"> - The Olympic Winter Games is written in French Language - The symbol is a Shinning Sun; the name St. Moritz is written in „motion” - Location: St. Moritz - Year: 1948 - The Olympic rings are below the graphic representation
	<ul style="list-style-type: none"> - It is the VIth Winter Olympiad; it is written in <i>Norwegian Language</i> - The symbol is the New Oslo city hall - Location: Oslo - Year: 1952 - The Olympic rings overlaid on the graphic representation
	<ul style="list-style-type: none"> - It is the VIIth Winter Olympiad; it is written in <i>Italian Language</i> - The graphic representation of three mountain peacks, covered by snow included in a stylized snowflake shape - Location: Cortina D`Ampezzo - Year: 1956 - The Olympic rings are above the mountains, and above rings is a star
	<ul style="list-style-type: none"> - It is the VIIIth Winter Olympiad - The graphic representation is made by three triangles „in rotation”, having the colours of USA flag - Location: California - Year: 1960 - The Olympic rings are included over the symbol, in the blue triangle
	<ul style="list-style-type: none"> - The graphic representation is about the Inn Bridge, which is on the Coat of arms of Innsbruck - Location: Innsbruck - Year: 1964 - The Olympic rings are above the symbol; Innsbruck 1964 is written along the symbol

Olympic Winter Games logos.



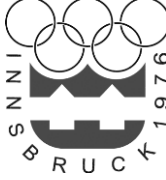






Winter Olympic Games logos	Features
	<ul style="list-style-type: none"> - The Olympic Winter Games is written in French Language - A stylized flake is drawing in this logo graphics which represents the Olympic Stadium - Location: Grenoble - Year: 1968 - The Olympic rings are included in this graphic representation of the stadium
	<ul style="list-style-type: none"> - Symbols: The Rising Sun (on the Japanese flag) and a stylized flake - Location: Sapporo - Year: `72 - The Olympic rings are below the graphic representation and above the name Sapporo
	<ul style="list-style-type: none"> - The graphic representation is approximately the same to Innsbruck 1964 logo - Location: Innsbruck - Year: 1976 - The Olympic rings are above the symbol; Innsbruck 1976 is written along the symbol
	<ul style="list-style-type: none"> - The XIII Winter Olympiad - The graphic representation „talks” about Adirondack Mountains, to recall the place which was twice the location for two Olympic Winter Games - Location: Lake Placid - Year: 1980 - The Olympic rings are designed above the graphic representation
	<ul style="list-style-type: none"> - The symbol is a stylized snowflake - Location: Sarajevo - Year: `84 - The Olympic rings are drawing above the symbol
	<ul style="list-style-type: none"> - The symbol means a stylized snowflake created using geometry (circles and a pentagon) - Location: Calgary - Year: `88 - The Olympic rings are below the symbol
	<ul style="list-style-type: none"> - The symbol is a flame on a ski equipment, and it is easy to see the colours of the French flag (red, white and blue) - Location: Albertville - Year: 92 - The Olympic rings are below the symbol and the name Albertville

Table 6

Olympic Winter Games logos.

Winter Olympic Games logos	Features
	<ul style="list-style-type: none"> - The symbol represents a stylized North Lights (<i>Aurora Borealis</i>) - Location: Lillehammer - Year: 1994 - The Olympic rings are below the graphic representation
	<ul style="list-style-type: none"> - The symbol represents 6 colored and stylized athletes who participate to different winter sports; is like the petals of a flower - Location: Nagano - Year: 1998 - The Olympic rings are below the symbol and the name Nagano
	<ul style="list-style-type: none"> - It is about a stylized snowflake, as a symbol - Location: Salt Lake - Year: 2002 - The Olympic rings are drawing below the symbol and the name Salt Lake
	<ul style="list-style-type: none"> - The stylized profile of the Mole Antonelliana, a mountain transformed into crystal of ice; blue and white colours means sky and snow. - Location: Torino - Year: 2006 - The Olympic rings are presented below the symbol and the name Torino
	<ul style="list-style-type: none"> - The symbol „talks” about the native people of Inuit’s, in the Northern Territories of Canada, and represents a stylized and colored traditional stone sculpture - Location: Vancouver; - Year: 2010 - The Olympic rings are drawing below the symbol and the name Vancouver
	<ul style="list-style-type: none"> - For the first time is a logo without images, only words. - Location: Sochi; - Year: 2014 - The Olympic rings are presented below .ru, the web domain of Russia
	<ul style="list-style-type: none"> - It is a logo of two elements, a square (stability, harmony, power, connection between people and heaven) and a star (in Korean alphabet means snow/ice) - Location: Pyeong Chang; Year: 2018 - The Olympic rings are below the name Pyeong Chang

Relative to this second part of our research study we have noticed interesting aspects of design concerning Olympic Winter Games logos. First, the year of the Olympiad is written as an entire number (e.g. 1948, 1952, 1956, 1960, 1964, 1968, 1976, 1980, 1998, 2002, 2006, 2010, 2014, 2018) or only the final figures of the year (`72, `84, `88, 92, `94). Second, the position of the

Olympic rings is not the same in Olympic Winter Games logo design (above / under the graphic representation or as a part of it). Also, we have seen two logos approximately similar as design (Olympic Winter Games in Innsbruck 1964 and 1976). The symbols are stylized as a design tool in all logos. These symbols are connected to the winter and sports winter, in many cases. The observation presented for the first part of the research study about the tools of design is valid also: from pencil to computer to create wonderful and expressive logos.

4. CONCLUSION

A part of our research is presented in this paper. We have tried to present the evolution of Olympic Summer and Winter logos in an working study about symbols, colours and other elements which may create a logo, as an important identity graphic representation. It was a challenge for us to understand the significance of symbols and other elements (e.g. The Olympic Stadium`s tower in Helsinki, or the Inn Bridge, as a symbol of Innsbruck) and to put together the information about the components of logos. We have learned a lot from this research study which has developed new directions of working concerning logo design. We believe in a future research in this field.

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